



MUNICIPAL ELECTRICITY AGGREGATION

A Discussion with Two Town Managers

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May 18, 2016



AGENDA

- Timeline and key events
- How did residents and businesses respond
- Communicating with residents
- Supply procurement: options considered, decisions made by each community
- Whether to pursue individually or as part of a regional group
- Key takeaways

TIMELINE AND KEY EVENTS

4 PHASES





HOW DID RESIDENTS & BUSINESSES RESPOND

POSITIVES

Savings

Price stability

A town-vetted supply option

Freedom to opt out at any time

NEGATIVES

Anti-government perspective



COMMUNICATING WITH RESIDENTS

Outreach

- Opt-out letter
- Public information sessions
- Community access television
- Web content
- Informational materials

Responding to inbound calls

- At town hall
- At consultant's call center
- At supplier's call center



SUPPLY PROCUREMENT

Options Considered, Decisions Made by Each Community

Term 1, 2, 3 years

Price Structure Annual or seasonal (level or stepped)
Rate-class-specific or blended (one price for all)
Fixed or variable

Options for integrating renewable energy Optional product vs. default product
Source of RECs
Percentages of RECs

Importance of indicative pricing round

WHETHER TO PURSUE INDIVIDUALLY

Or as Part of a Regional Group

Issues considered:

- Effect on price – Bigger is not better
- Risk of cross subsidies
- Preservation of local decision making

	Procurement date	MWH	Price (¢/kWh)
Westborough	Nov 4	100,000	9.2
Chelmsford	Nov 4	150,000	9.3
SRPEDD (22 communities)	Nov 10	1,700,00	9.5



KEY TAKEAWAYS

- Build **flexibility** into the plan to create room for your aggregation to evolve and meet specific community needs.
- Each community should make its **own decisions** about contract term, price structure, and renewable content.
- Communities should make those decisions after an **indicative pricing round** so that those decisions are grounded in current market information.
- **Community branding** and **municipal staff participation** are key to establishing program credibility within a community.