



Town of Seabrook

introduction to

Community Choice Aggregation

April 2024



What is a Community Choice Aggregation Program?

- A CCA Program is an optional buying group organized by a municipality to benefit electric consumers in the community.
- The Program enters into electricity supply contracts for all residential and business consumers currently receiving default service from Unitil (“Eligible Consumers”).
- Eligible Consumers are automatically enrolled, unless they opt-out.
- Consumers currently under contract directly with third-party suppliers will not be enrolled in the program. Option to opt-in later, if they wish.



Benefits of Community Choice Aggregation

- > **Choice:**
 - No longer “stuck” with utility default rates
 - Valuable alternative to third-party supply
- > **Leverage:** Community buying power; larger buying group attracts robust participation from leading suppliers
- > **Price Stability:** Ability to secure long-term rates and avoid market price volatility
- > **Optionality:**
 - Opt-out anytime without penalty
 - Opt-in at a later time
- > **Public Oversight:** Electricity supplier and consultant accountable to town officials
- > **Local Control:** Operate program based on community priorities and preferences
- > **Product Options:**
 - Define a standard product
 - Offer one or more other opt-in products, e.g., greater renewable power content
 - Program offerings may change over time as new market opportunities develop
- > **Self-funded:**
 - No burden on municipal staff or local budgets
 - No costs imposed on non-participating consumers
 - Program administration outsourced to town consultant



CCA Overcomes Shortcomings of Electric Market Choice

- **Predatory Business Practices:** Specific targeting of vulnerable consumer segments and customer inattention.
- **Predatory Contract Terms:** Beneficial rate at start converts to a much higher 'market-based' rate after initial term expires.
- **Limited Purchasing Power:** Difficult to profitably serve individual residential consumers absent imposing outsized margins.
- **Presents an Additional Market Option:** Program will not interfere with consumers who prefer to shop for themselves.



Important Elements

- > **Choice** – Consumers may:
 - opt-out of the Program and continue receiving default service from Unitil
 - leave Program subsequent to launch without penalty
 - opt into the Program after initial launch
- > **Who keeps the lights on?** Unitil will continue to be responsible for maintaining service; consumers still contact Unitil if they lose power
- > **Billing** – Consumers continue to receive a single bill from Unitil; the only change is a separate line item for Program supply replacing Unitil default service
- > **Customer Service**
 - **Unitil:** power outage, metering, billing, payments, start/stop service
 - **Program supplier or consultant:** issues regarding opting in or opting out
- > **Utility Services** – Utility services unaffected (budget billing, electronic payment, payment arrangements, energy assistance, energy efficiency programs)
- > **Are Savings Guaranteed?** The goal is to deliver savings over the life of the Program compared to Unitil default service. However, such savings and future savings cannot be guaranteed



Net Metered Consumers

- Net metered consumers may participate in the Program on an **opt-in basis**
- Net metered consumers may be unable to benefit by enrolling in the program
 - **Consider opt-in:** if kWh consumption consistently > kWh generation
 - **Don't opt-in:** if kWh generation > kWh consumption
- Currently active discussions amongst regulators, utilities, and aggregation advocates to try to facilitate participation for net metered consumers (work-in-progress).

Staying Informed

- Dedicated Program website:
 - Program details and reference material;
 - Customer service number
- Town website and social media
- Community meetings



Plan Development and Approval Process

- Select Board votes to form an Electric Aggregation Committee (“EAC”) (*Apr 2024*)
- Freedom Energy Logistics and Colonial Power Group (“FEL/CPG”) prepare CCA Program Plan (“Plan”) in coordination with EAC and pursuant to statute and rules of the Public Utilities Commission (“PUC”) (*May 2024*)
- EAC holds two public hearings to receive comments on Plan (*June 2024*)
- Select Board approves Plan and warrant article (*Dec 2024*)
- Voters adopt Plan at Town Meeting (*March 2025*)
- CPG files Plan with PUC for review and approval (*March 2025*)
- PUC approves Plan (*May 2025*)
- Program launch (*Q3 2025, or later if market conditions warrant*)

Community Choice Aggregation



- Energy consulting company headquartered in Marlborough, MA
- Specializing solely in Community Choice Aggregation (CCA) in New England
- Currently manages ~90 CCA Programs in MA, with >500,000 participating consumers
- Provides comprehensive, turnkey service, leading client communities through the entire CCA program process:
 - Design: all phases of Program creation
 - Communications: consumer information and outreach
 - Regulatory: PUC approval and compliance
 - Implementation: get CCA Program up-and-running
 - Management: day-to-day operations of CCA Program

“CPG” and “FEL” are currently working with several NH communities to develop CCA plans including Hampton, Hancock, Greenland, Londonderry, Lincoln, Merrimack, North Hampton, and Ossipee.



- Energy Advisory founded in 2006 with headquarters in Auburn, NH
- Our Mission is to be our clients’ respected Energy Advisor providing the most effective energy supply management and renewable solutions in support of their unique business goals and sustainability objectives.
- Specialized Energy & Sustainability Municipal Program Team
- Freedom currently serves >50 municipals throughout New England



MASSACHUSETTS CLIENT COMMUNITIES (99)

ABINGTON	CHESHIRE	HEATH	NEWBURY	STOCKBRIDGE
ADAMS	CLARKSBURG	HOLLISTON	NEWBURYPORT	STOUGHTON
ALFORD	COLRAIN	HUNTINGTON	NORFOLK	SUNDERLAND
AMESBURY	CONWAY	KINGSTON	NORTH ADAMS	TEWKSBURY
ASHBY	DALTON	LANCASTER	NORTH ANDOVER	TYNGSBOROUGH
ASHFIELD	DEERFIELD	LANESBOROUGH	NORTH BROOKFIELD	UPTON
ASHLAND	DUDLEY	LAWRENCE	NORTHFIELD	WARWICK
AUBURN	DUXBURY	LEE	ORANGE	WENDELL
AYER	EASTON	LENOX	PEMBROKE	WEST BRIDGEWATER
BECKET	EGREMONT	LEVERETT	PITTSFIELD	WEST BROOKFIELD
BERLIN	FLORIDA	LOWELL	PLYMOUTH	WEST NEWBURY
BILLERICA	FRANKLIN	LUNENBURG	PLYMPTON	WEST SPRINGFIELD
BLACKSTONE	GARDNER	MARLBOROUGH	RICHMOND	WEST STOCKBRIDGE
BOLTON	GILL	MEDWAY	SALISBURY	WESTHAMPTON
BOSTON	GREAT BARRINGTON	MENDON	SANDSFIELD	WHATELY
BRIDGEWATER	HALIFAX	METHUEN	SAVOY	WILLIAMSBURG
BUCKLAND	HANCOCK	MILLVILLE	SHEFFIELD	WILLIAMSTOWN
BURLINGTON	HARVARD	MONTEREY	SHELBURNE	WINCHENDON
CARLISLE	HATFIELD	NEW MARLBOROUGH	SOUTHWICK	WINDSOR
CHARLEMONT	HAVERHILL	NEW SALEM	SPRINGFIELD	

NEW HAMPSHIRE CLIENT COMMUNITIES (8)

GREENLAND	HANCOCK	LONDONDERRY	NORTH HAMPTON
HAMPTON	LINCOLN	MERRIMACK	OSSIPEE



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