

Town of Lunenburg Community Choice Power Supply Program

Education Plan

Overview and Purpose of the Community Choice Power Supply Program Education Plan

General Laws Ch. 164, § 134(a) requires that municipal aggregators inform electric consumers of their rights to opt-out of participation in a municipal aggregation plan and provide other pertinent information about the plan. The Education Plan component of the Plan includes a general education component for all consumers (through which CPG will provide information to consumers through the media, electronic communications, and public presentations) and a direct mail component that is targeted toward Eligible Consumers. In DTE 00-47, at 26, the Department concluded that the Education Plan component of the 2000 Cape Light Compact Plan (which also included general education and a direct mail component) satisfied this statutory requirement. Moreover, in DTE 04-32, the Department concluded that the education component of the 2004 Cape Light Compact Aggregation Plan would result in consumers being satisfactorily informed of their rights to opt-out of the Plan, as well as of other pertinent information about the Plan. The Department confirmed these precedents in DTE 06-102, the City of Marlborough. Accordingly, the Town of Lunenburg's Education Plan resembles that of the Cape Light Compact and the City of Marlborough.

The purpose of the Education Plan is to raise awareness and provide consumers with information concerning the opportunities, options and rights for participation in the Community Choice Power Supply Program. The Education Plan consists of two parts:

- 1) general education conducted through the media, electronic communications and presentation to inform consumers about the program, and
- 2) direct mail notification to each Eligible Consumer. The consumer notification will contain information concerning consumer participation and rights, as well as comparative price and term information. The general education effort will provide a broad back drop for the direct mail notification, boosting awareness of the mailing and its purpose and providing reinforcement of key information.

General Education

The general education program will provide a description of the Community Choice Power Supply Program for Eligible Consumers. It consists of a public relations effort, advertising outreach, public presentations and electronic

information sources (1-800 service center telephone number and website). The general education program will provide information about the program and maximize the impact of the direct mail effort creating an environment of public awareness.

Public Relation Outreach

Press Conference

The initial launch of the Program will be a media event featuring representatives from the Town, its Competitive Supplier, and CPG. This event will be designed to create an understanding of the Program as a whole including consumer rights and benefits. Representatives from local and regional print and broadcast sources will be invited to attend.

A press kit will be assembled to introduce the Program. Materials may include:

- News release regarding launch of the Program
- Background information about the Program
- Information about restructuring and choice
- Frequently asked questions

Media Outreach

Following the launch of the Program, media outreach will continue through local cable television shows, newspaper and internet sources to provide greater public education and to describe the program, the opt-out process and the 1-800 number. Public service announcements will be displayed on local cable TV. The Town will attempt to schedule interviews of program spokespersons with local media outlets and secure a positive media presence.

A series of news releases will be distributed to achieve these goals. Follow-up news releases will update the media on the status of the Program's progress.

Sample Media List

- Lunenburg Ledger
- Fitchburg Sentinel & Enterprise
- Worcester Telegram & Gazette
- Boston Globe
- Boston Herald
- WBZ
- WCVB
- WHDH
- WFXT
- WLVI

- WSBK
- NECN

General Education Outreach

Display Newspaper Advertisements

Advertisements describing the Program opportunity and the opt-out process, including a 1-800 number, will be provided to assist residents and businesses with questions and more information about the Program.

Notices and Public Postings

Notices in newspapers and in Town Hall describing the program, the opt-out process and the 1-800 number will further reinforce the Program details. Postings will be placed in public buildings (i.e., the library, Senior Center, etc.) which will create the necessary repetition of messages required to motivate consumer action and build awareness and understanding.

Electronic Information sources

Consumer Service Center

CPG will maintain a toll-free consumer service line to address consumer questions regarding the Program, deregulation, the opt-out process, price information and other issues consumers may raise.

Website

All information regarding the Program will be posted on the CPG website, which is linked to the Town's website. CPG's website will have links to Unitil, the DOER, the DPU and the Town's chosen Competitive Supplier.

Public Presentations

CPG will provide presentations to the Board of Selectmen and to any interested community group, such as the Chamber of Commerce, the Rotary Club, the Lions Club, the Junior Women's Club, etc.

Direct Mail

Opt-Out Notification

The opt-out notification will be sent via standard mail to the billing address of each Eligible Consumer receiving Basic Service. The notification envelope will be

marked clearly as containing time sensitive information related to the Program. The notification envelope will contain a letter describing the program.

The letter will:

- Announce and describe the Program
- Inform Eligible Consumers that they have the right to opt-out
- Prominently state all charges to be made and offer a comparison of price and primary terms of the competitive supply and Basic Service
- Explain how to opt-out
- Include instructions for Spanish and Portuguese speakers to call a number to obtain information in that language

The notification envelope will also contain a card to be returned by Eligible Consumers who do not wish to participate. Eligible Consumers will have thirty days from the date of the mailing to return the opt-out card. New Eligible Consumers shall be automatically enrolled in the Program. Upon initiation of service, these new Eligible Consumers will receive the same opt-out information as all other eligible consumers.

Education Plan Timeline

The schedule below assumes timely preparation of mailing lists by the supplier as well as space and time availability in the media. Meetings and public presentations will be scheduled upon mutually agreeable schedules. On-going education will continue beyond the forty day period outlined below through the media and the 1-800 number.

- Day 0: Press conference announcing the Program and introducing the Competitive Supplier
- Day 1: Consumer service center becomes operational
- Day 1: Press release on opt-out mailing and start-up of the 1-800 service center
- Day 1: Information about the Program posted on the CPG, Town, and Competitive Supplier websites
- Day 1-7: Postings placed in public buildings
- Day 1-40: Public presentations update community groups about the Program and consumer rights
- Day 1-40: Media interviews with Program representatives as needed
- Day 10: Mail drop for consumer notification (return deadline on Day 40)
- Day 12-35: Display ads describing the Program and the opt-out process and 1-800 number in newspapers
- Day 14: Cable television show describing the program and opt-out and providing 1-800 number
- Day 16-30: PSAs noting the Program, the opt-out and the 1-800 service center
- Day 40: Deadline for returning the opt-out card

Post 40 Day: On-going education through the media, the 1-800 service center number and individual opt-out mailings to new Basic Service consumers
Post Day 90: Follow up news release summarizing the Program's status

Education Plan Budget

Activity	Responsible Party	Estimated Cost (\$)
Direct Mailing	Supplier	5000
Press Conference	Colonial Power Group, Inc.	100
Television Media	Colonial Power Group, Inc.	100
Newspaper	Colonial Power Group, Inc.	1000
Electronic Communications	Colonial Power Group, Inc.	0
Public Presentations	Colonial Power Group, Inc.	0