

Chelsea Electricity Choice / Opción Eléctrica de Chelsea

Education and Outreach Plan

This document presents a draft public Education and Outreach Plan for the Chelsea Electricity Choice / Opción Eléctrica de Chelsea Program (Program). These efforts have been customized to ensure that the diverse population in Chelsea has access to program information and resources.

A key part of the planned outreach efforts is a partnership with GreenRoots in the critical role of community liaison. GreenRoots is a community-based organization with a 25+ year legacy that is based in Chelsea and dedicated to improving and enhancing the environment and public health in Chelsea and the surrounding communities. GreenRoots offers a deep understanding of and network within Chelsea, and extensive experience empowering underserved, vulnerable populations in the city with information.

GreenRoots will help to target and amplify information about what the Program is and how it works, about the potential benefits of participating, and also about how an individual can opt out if the Program is not right for them. This Education and Outreach Strategy was developed with input from GreenRoots.

Chelsea (City) will be able to finalize the strategy once the Program launch date and pricing have been established, which cannot happen until after the Department of Public Utilities (DPU) approves the City's aggregation plan and the City selects an electricity supplier for the Program.

I. Education and outreach schedule

A. Aggregation plan development period

While developing its aggregation plan, the City endeavored to begin engaging the community with the Program by making the plan available for public comment on December 1, 2020. The formal announcement and public presentation of the plan was publicized as follows:

- On the Chelsea Electricity Choice aggregation website
- On the City website
- Sent to local media publications, including the *Chelsea Record*, *El Mundo*, and *El Planeta*
- Announcement at a City Council meeting
- Via Social media posts on official City accounts
- Sent via email from the City Manager's Office to City email lists and from local nonprofits such as GreenRoots, The Neighborhoods Developers, CAPIC, the Chelsea Collaborative and others to their email distribution lists
- Via a Chelsea Community Cable Television segment
- In a presentation during a monthly GreenRoots members meeting
- To seniors through the Chelsea Senior Center

- To residents involved and connected with community-based organizations such as The Chelsea Collaborative, The Neighborhood Developers, CAPIC, the Office of Veteran Services, the Chelsea Black Community and with faith-based communities such as St. Luke's Episcopal Church, Al Huda Society Mosque, Walnut Street Synagogue, St. Rose Catholic Church, Our Lady of Grace Parish, and others

As part of that, the announcement was translated into Spanish, and the presentation was delivered in both Spanish and English (see Petition for Approval of Municipal Aggregation Plan (Petition), Attachment F for a copy of the presentation). GreenRoots was consulted in the development of the presentation and was present for the delivery of the presentation. A public comment period of three weeks was announced and comments were solicited (see Petition, Attachment G for copies of comments received).

The City also developed initial program branding and an initial handout in both English and Spanish, and launched an informational website, which is available at ChelseaElectricityChoice.com. The website also made the Chelsea 311 phone number available so customers could get early answers to questions about the program.

See Petition, Attachment E for a copy of communications sent out about the public presentation of the plan and public comment period.

B. Regulatory review period

While Chelsea's aggregation plan is undergoing regulatory review, the City plans to continue building general awareness about aggregation and about the City's goals to increase the renewable energy content of the community's electricity supply.

As part of those efforts, the City will endeavor to continue connecting to community organizations. The City will prioritize groups that provide support for vulnerable populations, such as low-income homeowners, renters, in particular those living in subsidized housing, seniors, immigrant populations and non-English speakers, those connected to faith-based communities, food pantries, veterans, and seniors. The City will also target groups whose missions focus on environmental and sustainability issues. The City will offer to speak to staff and to constituents and provide information about the program.

C. Electricity supply contract is signed

After the regulatory review process is complete, the electricity supply contract is signed. Signing the electricity supply contract does not itself include any outreach to the general community, but it is a milestone that moves the City toward the formal education and outreach efforts that immediately precede program launch.

The contract is signed as a result of a competitive procurement process. With the signed contract in place, the City knows the program pricing, the program structure and the amount of any additional renewable electricity that will be available through the program, the electricity supplier, and the electricity supply contract duration.

D. Formal public education and outreach period

During the period of time between when Chelsea signs its electricity supply contract and program enrollments, the City will conduct a formal public education and outreach effort. That effort will include the following:

1. Contract announcement + website update + outreach to community organizations

The City will publicize a **press release/announcement** about the Program launch and Program details via:

- Chelsea Electricity Choice aggregation website
- City website
- Announcement sent to local media publications, including the *Chelsea Record*, *El Mundo*, and *El Planeta*
- Announcement at a City Council meeting
- Social media posts on official City accounts
- Email distribution lists from the City Manager's Office and to local distribution lists from community-based organizations such as GreenRoots, The Neighborhoods Developers, CAPIC, the Chelsea Collaborative and others
- Presentation during a monthly GreenRoots members meeting

The City will send program details to the **community groups and organizations and faith-based communities** mentioned previously with specific information about pricing and launch. The City will make itself available to answer questions and meet with staff and/or constituents as requested.

The **Program website** will be updated to include the following information:

- Supplier name and customer support information
- Program pricing and program option descriptions
- Information about the renewable energy content in the Program offerings
- A form that allows customers to select a Program option
- Opt-out information and a form for opting out online
- Information about how to opt in to the Program, for those customers who will not be automatically enrolled, including an online enrollment form
- Information on submitting tax exemption documentation
- Additional resources, such as the approved aggregation plan and the electricity supply contract

2. "Coming soon" postcard mailing by the supplier

- To ensure the public is looking for and recognizes the opt-out letter as an important and legitimate communication from the City, a "coming soon" postcard will be mailed to eligible customers in Chelsea. The contracted electricity supplier will cover the cost of the postcard and will execute the mailing.

3. Opt-out letter mailing by the supplier + public education events

- The opt-out letter and reply card will be mailed to eligible customers in Chelsea.
- The City will host **at least two community-wide public education sessions** that are available to the general public: **at least one public education session at the Chelsea Senior Center targeted for seniors** and at least one additional session at a community-based organization. The public information sessions will be publicized in the Program announcement, on the Program website, and through the City's social media accounts. In addition, the City will publicize the information sessions to community groups and ask them to share the dates with their members via email, social media, and other means.

4. Customer support provided via Chelsea 311

The City of Chelsea will continue to make the toll-free Chelsea 311 number available as the customer support phone number for Chelsea Electricity Choice. The City's 311 service is available to City residents and businesses as a one-stop resource for interacting with the City. The City's goal is for residents and businesses to answer any City-related question by calling Chelsea 311. City 311 staff will be further trained to answer questions about Chelsea Electricity Choice. The City's consultants will provide the training, will provide additional support, and will facilitate the escalation of support issues as needed to Chelsea's electricity supplier.

5. Anticipated materials for the public education effort

- Informational presentation:** An informational presentation will be created in both Spanish and English to provide a Program overview at public education events
- Revised informational brochure:** An informational brochure will be created in both English and Spanish and distributed in public buildings, to community groups, and at public information sessions about the Program. The brochure will provide Program details such as pricing, Program options, how to opt out, and participation information.
- Social media posts**

E. After Program launch

After Program launch, the City will continue to maintain the availability of its 311 number for customer support for the duration of the Program.

When prices change, the City will notify consumers by issuing a media release and posting a notice on the City website.

If, after Program launch, there is a change in law (i.e., "regulatory event" or "new taxes" per Article 18 of the ESA) that results in a direct, material increase in costs during the term of the ESA, the City and the competitive supplier will negotiate a potential change in the Program price. At least 30 days prior to the implementation of any such change, the City will notify consumers of the change in price by issuing a

media release and posting a notice in City Hall and on the City website. The City will notify the DPU Consumer Division prior to the implementation of any change in Program price related to a change in law. Such communication will occur at least ten days prior to the consumer notification and include copies of all media releases, City Hall and website postings, and other communications the City intends to provide to customers regarding the change in price.

As part of its ongoing service, the City will provide the disclosure information required by G.L. c. 164, § 1(F)(vi) and 220 C.M.R. § 11.06. Like the other Massachusetts aggregations, the City has requested a waiver from the requirement that the disclosure label be mailed to every customer and seeks permission instead to provide the information through alternative means, including postings at City Hall and postings on the City website and the Program website.

II. Access for customers with limited English proficiency and who require other assistance

The 2015 American Community Survey 5-year estimate provides estimates of the number of members of specific language communities that speak English less than very well. The table below presents, for each language community, the estimated population that speaks English less than very well in Chelsea and also that population’s percentage of the total population of Chelsea. The table assumes a total Chelsea population of 34,056, and that total and all data in the table are taken directly from the 2015 American Community Survey 5-year estimate.¹ Please see Appendix A for a copy of the original data and the data source.

Population speaking English less than very well

Language	Number of speakers	% of total Chelsea population
Spanish or Spanish Creole	12533	36.80%
French (incl. Patois, Cajun)	33	0.10%
French Creole	152	0.45%
Italian	33	0.10%
Portuguese or Portuguese Creole	528	1.55%
German	18	0.05%
Greek	13	0.04%
Russian	49	0.14%
Polish	49	0.14%
Serbo-Croatian	95	0.28%
Persian	42	0.12%

¹ Table B16001: Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over

Hindi	40	0.12%
Other Indic languages	83	0.24%
Other Indo-European languages	21	0.06%
Chinese	28	0.08%
Japanese	5	0.01%
Korean	16	0.05%
Mon-Khmer, Cambodian	9	0.03%
Vietnamese	208	0.61%
Other Asian languages	35	0.10%
Tagalog	39	0.11%
Hungarian	8	0.02%
Arabic	121	0.36%
African languages	243	0.71%
Other and unspecified languages	35	0.10%

As the census indicates, Chelsea includes a significant Spanish-speaking population, in addition to being home to people who speak a wide array of other languages. To ensure adequate access to the aggregation opt-out letter and other information about the Program for electricity customers with limited English proficiency, Chelsea will:

1. Translate informational materials and presentations, including price-change announcements, into Spanish before, during, and after Program launch.
2. Provide Spanish interpreting at public information sessions.
3. Provide on-demand machine translation of the Program website before, during, and after Program launch, including price change information.
4. Include the DPU-required Language Access document as a cover sheet with the opt-out letter mailing. The Language Access document will include the following text translated into 26 languages:

Important notice enclosed from Chelsea about your electricity service. Translate the notice immediately. Call the number or visit the website, above, for help.

In addition, the Language Access document will include the MassRelay TTY phone number.

5. Provide on-demand phone interpreting via the Program's toll-free customer service telephone number before, during, and after Program launch.

6. For the opt-out mailing, include in the envelope a version of the letter and reply card translated into Spanish before and after Program launch.

III. Access for customers with a physical disability or who require visual or audio assistance

To the extent possible, all public education events will be held in accessible spaces such as City buildings and accessible community-based organizations. In the event public education events cannot be presented as in-person events, they will be held online and as such will be accessible to those with limited mobility. Customers who are deaf or hard of hearing may request an ASL interpreter at these public events from customer support using the web form or via email, and this option will be communicated as a part of the City's publicity about the events.

Before Program launch and on an ongoing basis after Program launch, customers who are blind or otherwise visually impaired may request assistance reading Program materials and the Program website, which will include price change information, by calling the customer support number. For customers who are deaf or hard of hearing, the Language Access Document, which will accompany the opt-out letter, will include TTY phone numbers for use by both English- and Spanish-speaking customers. In addition, customer support will be available via multiple modalities: voice (phone) as well as written (web form and email) both before and after Program launch.

IV. Competitive supply customers

Where the City's education and outreach materials address the availability of the Program to competitive supply customers, those materials will disclose that such customers may be subject to penalties or early termination fees from their competitive supplier if they switch from competitive supply to the City's Program during the term of a competitive supply contract.

Appendix A – Source data for population speaking English less than very well

The original data source is Table B16001 from the US Census data, which is entitled *Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over*. The table can be accessed directly at the following link:

<https://data.census.gov/cedsci/table?q=B16001%3A%20LANGUAGE%20SPOKEN%20AT%20HOME%20BY%20ABILITY%20TO%20SPEAK%20ENGLISH%20FOR%20THE%20POPULATION%205%20YEARS%20AND%20OVER&hidePreview=true&tid=ACSDT5Y2015.B16001&vintage=2018&t=Language%20Spoken%20at%20Home&g=1600000US2513205>

A copy of the original data table is below. The data was accessed on 070820:

GEO_ID	id	1600000US2513205	
NAME	Geographic Area Name	Estimate	Margin of Error
B16001_001E	Total	34056	392
B16001_002E	Speak only English	10263	794
B16001_003E	Spanish or Spanish Creole	20074	967
B16001_004E	Spanish or Spanish Creole "Speak English very well"	7541	676
B16001_005E	Spanish or Spanish Creole "Speak English less than very well"	12533	820
B16001_006E	French (incl. Patois, Cajun)	66	57
B16001_007E	French (incl. Patois, Cajun) "Speak English very well"	33	33
B16001_008E	French (incl. Patois, Cajun) "Speak English less than very well"	33	46
B16001_009E	French Creole	308	221
B16001_010E	French Creole "Speak English very well"	156	128
B16001_011E	French Creole "Speak English less than very well"	152	132
B16001_012E	Italian	96	78
B16001_013E	Italian "Speak English very well"	63	49
B16001_014E	Italian "Speak English less than very well"	33	54
B16001_015E	Portuguese or Portuguese Creole	952	471
B16001_016E	Portuguese or Portuguese Creole "Speak English very well"	424	212

B16001_017E	Portuguese or Portuguese Creole "Speak English less than very well"	528	310
B16001_018E	German	44	32
B16001_019E	German "Speak English very well"	26	29
B16001_020E	German "Speak English less than very well"	18	28
B16001_021E	Yiddish	28	31
B16001_022E	Yiddish "Speak English very well"	28	31
B16001_023E	Yiddish "Speak English less than very well"	0	25
B16001_024E	Other West Germanic languages	0	25
B16001_025E	Other West Germanic languages "Speak English very well"	0	25
B16001_026E	Other West Germanic languages "Speak English less than very well"	0	25
B16001_027E	Scandinavian languages	8	13
B16001_028E	Scandinavian languages "Speak English very well"	8	13
B16001_029E	Scandinavian languages "Speak English less than very well"	0	25
B16001_030E	Greek	13	19
B16001_031E	Greek "Speak English very well"	0	25
B16001_032E	Greek "Speak English less than very well"	13	19
B16001_033E	Russian	80	79
B16001_034E	Russian "Speak English very well"	31	36
B16001_035E	Russian "Speak English less than very well"	49	58
B16001_036E	Polish	151	103
B16001_037E	Polish "Speak English very well"	102	93
B16001_038E	Polish "Speak English less than very well"	49	49
B16001_039E	Serbo-Croatian	203	115
B16001_040E	Serbo-Croatian "Speak English very well"	108	74
B16001_041E	Serbo-Croatian "Speak English less than very well"	95	64
B16001_042E	Other Slavic languages	19	24
B16001_043E	Other Slavic languages "Speak English very well"	19	24
B16001_044E	Other Slavic languages "Speak English less than very well"	0	25

B16001_045E	Armenian	0	25
B16001_046E	Armenian "Speak English very well"	0	25
B16001_047E	Armenian "Speak English less than very well"	0	25
B16001_048E	Persian	78	84
B16001_049E	Persian "Speak English very well"	36	40
B16001_050E	Persian "Speak English less than very well"	42	48
B16001_051E	Gujarati	0	25
B16001_052E	Gujarati "Speak English very well"	0	25
B16001_053E	Gujarati "Speak English less than very well"	0	25
B16001_054E	Hindi	68	71
B16001_055E	Hindi "Speak English very well"	28	36
B16001_056E	Hindi "Speak English less than very well"	40	61
B16001_057E	Urdu	0	25
B16001_058E	Urdu "Speak English very well"	0	25
B16001_059E	Urdu "Speak English less than very well"	0	25
B16001_060E	Other Indic languages	83	101
B16001_061E	Other Indic languages "Speak English very well"	0	25
B16001_062E	Other Indic languages "Speak English less than very well"	83	101
B16001_063E	Other Indo-European languages	155	119
B16001_064E	Other Indo-European languages "Speak English very well"	134	112
B16001_065E	Other Indo-European languages "Speak English less than very well"	21	25
B16001_066E	Chinese	37	40
B16001_067E	Chinese "Speak English very well"	9	14
B16001_068E	Chinese "Speak English less than very well"	28	44
B16001_069E	Japanese	14	21
B16001_070E	Japanese "Speak English very well"	9	20
B16001_071E	Japanese "Speak English less than very well"	5	7
B16001_072E	Korean	50	53
B16001_073E	Korean "Speak English very well"	34	46
B16001_074E	Korean "Speak English less than very well"	16	25

B16001_075E	Mon-Khmer, Cambodian	16	26
B16001_076E	Mon-Khmer, Cambodian "Speak English very well"	7	12
B16001_077E	Mon-Khmer, Cambodian "Speak English less than very well"	9	14
B16001_078E	Hmong	0	25
B16001_079E	Hmong "Speak English very well"	0	25
B16001_080E	Hmong "Speak English less than very well"	0	25
B16001_081E	Thai	0	25
B16001_082E	Thai "Speak English very well"	0	25
B16001_083E	Thai "Speak English less than very well"	0	25
B16001_084E	Laotian	0	25
B16001_085E	Laotian "Speak English very well"	0	25
B16001_086E	Laotian "Speak English less than very well"	0	25
B16001_087E	Vietnamese	316	143
B16001_088E	Vietnamese "Speak English very well"	108	63
B16001_089E	Vietnamese "Speak English less than very well"	208	94
B16001_090E	Other Asian languages	39	41
B16001_091E	Other Asian languages "Speak English very well"	4	7
B16001_092E	Other Asian languages "Speak English less than very well"	35	38
B16001_093E	Tagalog	157	130
B16001_094E	Tagalog "Speak English very well"	118	109
B16001_095E	Tagalog "Speak English less than very well"	39	44
B16001_096E	Other Pacific Island languages	0	25
B16001_097E	Other Pacific Island languages "Speak English very well"	0	25
B16001_098E	Other Pacific Island languages "Speak English less than very well"	0	25
B16001_099E	Navajo	0	25
B16001_100E	Navajo "Speak English very well"	0	25
B16001_101E	Navajo "Speak English less than very well"	0	25
B16001_102E	Other Native North American languages	0	25

B16001_103E	Other Native North American languages "Speak English very well"	0	25
B16001_104E	Other Native North American languages "Speak English less than very well"	0	25
B16001_105E	Hungarian	8	14
B16001_106E	Hungarian "Speak English very well"	0	25
B16001_107E	Hungarian "Speak English less than very well"	8	14
B16001_108E	Arabic	314	179
B16001_109E	Arabic "Speak English very well"	193	124
B16001_110E	Arabic "Speak English less than very well"	121	87
B16001_111E	Hebrew	1	4
B16001_112E	Hebrew "Speak English very well"	1	4
B16001_113E	Hebrew "Speak English less than very well"	0	25
B16001_114E	African languages	380	186
B16001_115E	African languages "Speak English very well"	137	98
B16001_116E	African languages "Speak English less than very well"	243	137
B16001_117E	Other and unspecified languages	35	54
B16001_118E	Other and unspecified languages "Speak English very well"	0	25
B16001_119E	Other and unspecified languages "Speak English less than very well"	35	54