

# Sherborn Power Choice

## Municipal Aggregation Plan

The Town of Sherborn (Town) has developed the Sherborn Power Choice program (Program) to bring the benefits of renewable energy and electricity choice to its residents and businesses. A centerpiece of the Program will be the integration of additional renewable energy into the power supply. The Program will offer a selection of supply options as well as the ability to leave the Program and return to utility Basic Service at any time with no penalty or fee. The Program is part of the Town's efforts to achieve its sustainability goals.

### I. Key Features

The key features of the Town's municipal aggregation Program will include:

**Cleaner electricity:** The Town will seek to increase the use of power from renewable resources such as wind and solar.

**Price stability:** The Town will seek to provide greater price stability when compared with utility Basic Service prices by entering into a series of competitively-bid electricity supply contracts for fixed- price periods such as one-to-three years.

**Competitive pricing.** The Town will also seek to provide competitive prices and possible cost savings, but savings cannot be guaranteed.

**Automatic enrollment and opting out:** Eligible customers<sup>1</sup> will be automatically enrolled in the Program unless they opt out. Customers can opt out of the Program at any time, either before enrollment or after, with no fee.

### II. Electricity Choices

The Town will give Program participants a choice in the percentage of renewable energy and price of their electricity supply by offering multiple Program Choices. Because the integration of renewable energy into the Town's power supply is a driving motivation for the Program, the Town anticipates offering a level of renewable energy above the state minimum requirement, known as the Renewable Portfolio Standard (RPS), in some of the Program Choices. Choices may include:

#### 1. A Cleaner Choice

The Program will seek to provide a choice that includes a higher renewable energy content, potentially but not necessarily from sources within New England, than is included in utility Basic Service. The Town may target a price

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<sup>1</sup> Eligible customers shall include (1) basic service customers; (2) basic service customers who have indicated that they do not want their contact information shared with competitive suppliers for marketing purposes; and (3) customers receiving basic service plus an optional green power product that allows concurrent enrollment in either basic service or competitive supply. Eligible customers shall not include: (1) basic service customers who have asked their electric distribution company to not enroll them in competitive supply; (2) basic service customers enrolled in a green power product program that prohibits switching to a competitive supplier; and (3) customers receiving competitive supply service. Order on Eligible Customers, D.P.U. 16-10, at 19 (2017).

point that approximates the utility Basic Service price while yielding a higher mix of renewables, even approaching 100%. The Town will consider a variety of renewable energy resources and will choose an option that offers an appropriate combination of renewable content and price. The Town will establish the final percentage of renewables after it receives price bids.

## 2. An Even Cleaner Choice

If the options under the Cleaner Choice do not result in an option that is at or near 100% renewable energy, the Program will offer at least one option that includes more clean electricity than the Cleaner Choice. For example, the option may include a higher percentage of renewable content from new, renewable resources within New England, **or** it may include a higher percentage of other sources of RE. If a 100% renewable energy option turns out impractical or too expensive at the time bids come in, then the Town will develop an option that is as close to 100% as is reasonable under the circumstances. This option is expected to be at an additional cost to Program participants over the other options. By offering this Choice in addition to the other Choices, the Town will give its residents and businesses the freedom to make individual decisions about the price and environmental impact of their power supply.

In both the Cleaner and Even Cleaner Choices, the Town envisions achieving integration of-renewable electricity through the purchase of RECs<sup>2</sup>.

## 3. A Program Basic Choice

The Town also envisions offering a Program Basic Choice that includes no additional renewable energy above state minimum requirements. This Choice is expected to provide an option with greater price stability than utility Basic Service, and may result in lower prices overall during the time of the contract than utility Basic Service, although savings cannot be guaranteed.

# III. Procedural Requirements

The Municipal Aggregation Statute, [G.L. c. 164, § 134](#), sets out the legal requirements for a municipal aggregation plan. Those requirements include procedural requirements, specified plan elements, and substantive requirements. The procedural requirements are discussed below, and the other requirements in the sections that follow.

## 1. Local Approval

The Municipal Aggregation Statute provides that a town may initiate the process to aggregate electrical load upon authorization by a majority vote of town meeting. The Town obtained such authorization by vote at its Town Meeting on August 15, 2020. A copy of the Town Meeting vote is provided as Attachment A to Exhibit 3 of the Town's Petition for Approval of Municipal Aggregation Plan (Petition).

## 2. Consultation with the Department of Energy Resources

The aggregation statute also requires the Town to consult with the Department of Energy Resources (DOER) in developing its aggregation plan. The Town submitted a draft of its Aggregation Plan to DOER, and Town officials

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<sup>2</sup> RECs are used to track renewable electricity and allow it to be bought and sold. One REC is created for each megawatt-hour of renewable electricity. The system for tracking RECs is maintained by the New England Power Pool and is used by the New England states for tracking RPS compliances as well as voluntary purchases of renewable energy.

discussed the draft with DOER on [DATE]. DOER's consultation letter is provided as Attachment B to Exhibit 3 of the Town's Petition.

### 3. Citizen Review

The Town made the Aggregation Plan available for review by its citizens by posting the plan for comment and holding a public meeting on [DATE]. Comments received are attached as Attachment G to Exhibit 3 of the Petition.

## IV. Elements of the Plan

The Municipal Aggregation Statute requires that the Aggregation Plan contain the following elements:

- Organizational structure
- Operations
- Funding
- Details on rate setting and other costs to participants
- The method of entering and terminating agreements with other entities
- The rights and responsibilities of Program participants
- The procedure for termination of the Program

Each of those elements is discussed in turn below.

### 1. Organizational Structure

The organizational structure of the aggregation Program will be as follows:

**Select Board and Town Administrator:** The Program will be overseen by the Select Board and the Town Administrator, with the assistance of the Town's Energy Committee or successor committee(s). The Select Board will set the policy direction. The Town Administrator will approve the plan, manage the consulting team, and sign the electric supply agreement.

**Consultants:** The Town's aggregation consultant (Consultant) will manage the aggregation under the Town Administrator's direction, with the assistance of the Town's Energy Committee or successor committee(s). The Consultant's responsibilities will include managing the supply procurement, developing and implementing the public education plan, interacting with the local distribution company, monitoring the supply contract, maintaining the aggregation website, providing customer service, and producing required reports. The Town has selected MassPowerChoice, LLC to provide these services for an initial term.

**Competitive Supplier:** The Competitive Supplier will provide power for the aggregation, provide customer support including staffing a toll-free number for customer questions, and fulfill other responsibilities as detailed in the Competitive Electric Service Agreement (ESA).

### 2. Operations

Following approval of the Plan by the Department of Public Utilities (DPU), the key operational steps will be:

- a. Issue a Request for Qualifications (RFQ) and Request for Prices (RFP) and select winning competitive supplier
- b. Implement the public education effort for the approved plan, including notice of the specific features and prices for Program options and of the opt-out period, and resources to obtain additional information and implement consumer choices

- c. Enroll customers and provide service, including required information disclosures
- d. Submit reports to the DPU and DOER

**a. Issue a Request for Qualifications and Request for Proposals and select winning competitive supplier**

After the DPU approves the Aggregation Plan, the next step is to procure the electricity supply.

The Town will issue an RFQ to leading competitive suppliers, including those currently supplying aggregations in Massachusetts and other states. The RFQ will require that the supplier satisfy key threshold criteria, including:

- Licensed by the DPU
- Strong financial background
- Experience serving the Massachusetts competitive market or municipal aggregations in other states
- Demonstrated ability, supported by references, to provide strong customer service

In addition, suppliers will be required to agree to the terms and conditions of a Competitive Electric Service Agreement (ESA), substantially in the form of the Town's model ESA. The agreement requires the supplier to:

- Provide all-requirements service
- Allow customers to exit Program any time with no penalty or fee
- Agree to specified customer service standards
- Comply with all requirements of the DPU and the local distribution company

The Town will issue an RFP for price bids from suppliers that meet the threshold criteria and agree to the terms and conditions prescribed in the ESA. If none of the bids are satisfactory, the Town will reject all bids and repeat the solicitation as often as needed until market conditions yield a price that is acceptable to the Town.

The Town will solicit bids for power supply that meets the Massachusetts Renewable Portfolio Standard (RPS) requirements and for a cleaner supply containing additional renewable energy over and above the RPS requirements. The Town will seek a variety of bids that include renewable electricity from different sources, and will choose the proposal that offers what the Town determines to be the best combination of environmental benefit and price.

The renewable energy in the power supply will be documented using RECs. The RECs used for RPS compliance will be created and recorded in the New England Power Pool Generation Information System (NEPOOL GIS). RECs in excess of the RPS requirements will be certified as having been retired and not re-sold, either through the NEPOOL GIS, another regional tracking system, or third party certification.

**b. Implement public education effort, including notice of the pre-launch opt-out period**

Once a winning supplier is selected, the Town will implement a comprehensive public education effort.

The delivery of a public education effort and associated materials are pivotal to ensuring clarity, participation, and enthusiasm for the aggregation. The Town will use a variety of channels to communicate the Program's objectives, the primary terms and conditions of the contract, the right to opt out of the Program, and the Program options.

The public education plan will include both broad-based efforts and an opt-out notice to be mailed to every eligible customer.

Please see Attachment A for the Town's Education and Outreach Plan, which sets forth in detail the efforts the Town will undertake.

#### *Opt-out notice*

As a part of the Town's public education and outreach efforts, an opt-out notice will be mailed to every eligible customer after the electricity supply contract is signed and before Program launch. The notice will be an official Town communication, and it will be sent in an envelope clearly marked as containing time-sensitive information related to the Program. The notice will: (1) introduce and describe the Program; (2) inform eligible customers of their right to opt out and that they will be automatically enrolled if they do not exercise that right; (3) explain how to opt out; and (4) prominently state all Program charges and compare the price and primary terms of the Town's competitive supply to the price and terms of utility Basic Service.

The direct mailing will include a language access document, an opt-out reply card, and a postage-paid return envelope. The language access document will provide instructions in 26 languages to have the opt-out notice translated. The reply card will identify the date by which the return envelope must be postmarked in order for the customer to be opted out prior to being enrolled.

The opt-out notice and reply card will be designed by the Town and printed and mailed by the competitive supplier, who will process the opt-out replies. An exemplar opt-out notice is provided with this Plan as Attachment B-1. An exemplar language access document cover sheet is provided as Attachment B-2. An exemplar opt-out reply card is provided as Attachment B-3. An exemplar opt-out reply card return envelope is provided as Attachment B-4.

#### **c. Enroll eligible customers that do not opt out and provide service, including information disclosure**

After the completion of the opt-out period, the competitive supplier will enroll into the Program all eligible customers that did not opt out. The enrollments shall commence no sooner than 37 days after the mailing of the opt-out notice. All enrollments and other transactions between the competitive supplier and the local distribution company, Eversource, will be conducted in compliance with the relevant provisions of DPU regulations, Eversource's *Terms and Conditions for Competitive Suppliers*, and the protocols of the Massachusetts Electronic Business Transactions Working Group.

Once customers are enrolled, the electricity supplier will provide all-requirements power supply service. The supplier will also provide ongoing customer service and process new customer enrollments, ongoing opt-outs, opt-back-ins, and customer selections of optional products. As below under Section V.2. Reliability, Eversource remains responsible for and is the contact entity related to outages and other local delivery issues. Prior to the expiration of the initial power supply agreement, the Town intends to enter a new supply agreement on behalf of Program participants.

As part of its ongoing service, the Town 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 Town 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 press releases, postings at Town Hall, and postings on the Program website. As the DPU has found with other aggregations, this alternate information disclosure strategy will allow the Town to provide the required information to its customers as effectively as through mailings.

#### **d. Submit reports to the DPU and DOER**

On an annual basis, the Town will report to the DPU and DOER on the status of the Program, including all information requested by the DPU or DOER.

#### **e. Community Shared Solar**

The Town may allocate credits from a Community Shared Solar Program or a Low-Income Community Shared Solar Program pursuant to 225 CMR 20.00, if and to the extent available.

### **3. Funding**

The costs of the Program will be funded primarily through the supply contract.

The principal Program cost will be the competitive supplier's charges for the power supply. These charges will include the costs of RECs and will be established through the competitive solicitation for a supplier.

The administrative costs of the Program will be funded through a per kilowatt-hour adder that will be included in the supply price and paid by the competitive supplier to the Consultant, as specified in the Competitive Electric Service Agreement. This fee will cover the services of the Consultant, including developing the Aggregation and Outreach and Education Plans, managing public outreach efforts, managing the DPU approval process, managing the supply procurement, developing and implementing the post-approval public education plan, managing a robust opt-in campaign, providing customer support, interacting with the local distribution company, monitoring the supply contract, and providing ongoing reports. This charge has been set for the initial term of the Consultant's contract at \$0.001 per kilowatt-hour.

In addition, the Town may direct the competitive supplier to include in the supply price an Operational Adder of up to \$0.002 per kilowatt-hour to be payable by the competitive supplier to the Town. Funds collected through the Operational Adder shall be used to support personnel costs associated with an energy manager position one of the responsibilities of which is to assist with the aggregation Program. If the Town chooses to implement the Operational Adder, the Program website and opt-out letter will note that the supply price includes that Adder.

### **4. Rate Setting and Other Costs to Participants**

As described above, the Program's electricity supply charges will be set through a competitive bidding process and will include the administrative adder and other available adders. Prices, terms, and conditions will vary by product and may differ among customer classes. For each customer class, prices will be fixed for periods at least as long as the Basic Service price period for the class.<sup>3</sup> When prices change, the Town will notify consumers by issuing a media release and posting a notice on the Town website.

If 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 (see Article 18 of the ESA), the Town 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 Town will notify consumers of the change in price by issuing a media release and posting a notice in Town Hall and on the Program website. The Town will notify the DPU Consumer Division prior to the implementation of any change in Program price related to a change in law. Such communication shall occur no less than ten days prior to the consumer notification and include copies of all media releases, Town Hall and website postings, and other communications the Town intends to provide to customers regarding the change in price.

The Program affects only customers' electricity supply charges. Delivery charges will be unchanged and will continue to be charged by the local distribution company in accordance with tariffs approved by the DPU. Also, low income discounts provided by the local distribution company will continued to be applied.

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<sup>3</sup> Basic Service pricing periods vary by customer class. For residential and small business customers, the prices change every six months. For medium and large business customers, prices change quarterly.

Participants will continue to receive one bill from their local distribution company that includes both the electricity supply charge and their local distribution company's delivery charges. Required taxes will be billed as part of the electricity supply charge. Customers are responsible for identifying and requesting an exemption from the collection of any tax by providing appropriate documentation to the competitive supplier.

## 5. Method of Entering and Terminating Agreements with Other Entities

The Town's process for entering, modifying, enforcing, and terminating all agreements associated with the Aggregation Plan will comply with the Town's charter, federal and state law and regulations, and the provisions of the relevant agreement.

When the Town has decided that it is timely to solicit bids for a new electric service agreement, the procurement steps will be as follows:

- The Town's Consultant will prepare and issue an RFQ on behalf of the Town
- The Town will receive and evaluate qualifications
- The Consultant will issue an RFP for prices
- The Town will receive and evaluate bids and, if acceptable, execute a contract with the winning bidder. The Town Administrator will be responsible for executing the supply contract.

If the prices bid on any given bid date are not satisfactory, the Town will wait to see if market conditions improve and then repeat the process.

## 6. Rights and Responsibilities of Program Participants

All participants will have the right to opt out of the Program at any time without charge. They may exercise that right by any of the following: 1) calling the competitive supplier's toll-free number; 2) submitting the opt-out form on the Program website; 3) contacting their local distribution company and asking to be returned to Basic Service; or 4) enrolling with another competitive supplier.

All participants will have the consumer protection provisions of Massachusetts law and regulations, including the right to question billing and service quality practices. Customers will be able to ask questions of and register complaints with the Town, the Consultant, the Competitive Supplier, the local distribution company, and the DPU. As appropriate, the Town and Consultant will direct customer complaints to the competitive supplier, their local distribution company, or the DPU.

Participants will be responsible for paying their bills, for providing access to metering and other equipment necessary to carry out utility operations, and for complying with all applicable laws, regulations, and tariffs.

## 7. Extension or Termination of Program

Prior to the end of the term of the initial Competitive Electric Service Agreement, the Town will solicit bids for a new supply agreement and plans to continue the Program with the same or a new competitive supplier.

Although the Town is not contemplating a termination date, the Program could be terminated upon the termination or expiration of the Competitive Electric Service Agreement without any extension, renewal, or negotiation of a subsequent supply contract, or upon the decision of the Town Administrator with the approval of the Select Board to dissolve the Program effective on the end date of any outstanding supply agreement or for other legal or contractual reason. In the event of termination, customers would be returned to their local distribution company's Basic Service via Electronic Data Interchange (EDI) by the competitive supplier in

accordance with the rules set forth in the Electronic Business Transactions (EBT) Working Group Report unless the customers choose an alternative competitive supplier.

The Town will notify the local distribution company of the planned termination or extension of the Program. In particular, the Town will provide notice to the local distribution company: (1) 90 days prior to a planned termination of the Program; (2) 90 days prior to the end of the anticipated term of the Program's ESA; and (3) four business-days after the successful negotiation of a new electricity service agreement.

The Town will notify consumers of Program termination by issuing a media release and posting a notice on the Town website. In addition, consumers will receive notice of a supplier change on their bill from their local distribution company.

The Town will notify the Director of the DPU's Consumer Division 90 days prior to a planned termination of the Program. Such communication shall include copies of all media releases, town clerk and website postings, and all other communications the town intends to provide to customers regarding the termination of the Program and the return of participants to basic service.

## V. Substantive Requirements

The Municipal Aggregation Statute also requires that the aggregation plan satisfy three substantive requirements:

- Universal access
- Reliability
- Equitable treatment of all customer classes

The Town's Program will satisfy all three requirements, as discussed below.

### 1. Universal Access

The Aggregation Plan provides for universal access by guaranteeing that all customer classes will be included in the Program under equitable terms.

Most importantly, all customers will have access to the Program. All eligible customers will be automatically enrolled in the Program unless they choose to opt out.

As new eligible customers move into the Town, they will have an opportunity to join the Program. New eligible customers will initially be placed on Basic Service. They will then receive an opt-out notice and will be enrolled in the aggregation unless they choose to opt out within the opt-out period. New customers will be offered the same price as the existing customers, with the exception of new Very Large Commercial and Industrial Customers ("VLC&I Customers"). New VLC&I Customers are defined as any customer that is on the utility's largest rate class and has historical or projected consumption in excess of 1,000,000 kWh per year. These customers, if any, will be offered a price that reflects market prices at the time of enrollment.

All customers will have the right to opt out of the Program at any time. Customers that opt out will have the right to return to the Program at any time. They may be offered the Program price or a price that reflects market conditions at the time of their return.

### 2. Reliability

Reliability has both physical and financial components. The Program will address both through the ESA with the competitive supplier. From a physical perspective, the ESA commits the competitive supplier to provide all-requirements power supply and to use proper standards of management and operations (ESA, Article 7). The local



distribution company, Eversource, will remain responsible for delivery service, including the physical delivery of power to the consumer, maintenance of the delivery system, and restoration of power in the event of an outage. From a financial perspective, the ESA requires the supplier to pay actual damages for any failure to provide supply at the contracted rate (i.e., to pay the difference between the contract rate and the utility supply rate). The ESA also requires the competitive supplier to maintain insurance (ESA, Article 16). Accordingly, the Program satisfies the reliability requirement of the statute.

### 3. Equitable Treatment of all Customer Classes

The Aggregation Statute requires “equitable” treatment of all customer classes. The DPU has determined that this does not mean that all customers must be treated “equally,” but rather that similarly-situated classes be treated “equitably.” In particular, the DPU has allowed variations in pricing and terms and conditions among customer classes to account for the disparate characteristics of those classes.

The Program makes four distinctions among groupings of customers. First, the Program may distinguish among customer classes (residential, small business, large business) by soliciting separate pricing for each of those classes. The Program will use the customer classes that the local distribution company uses for its Basic Service pricing.

Second, the Program will distinguish among customers receiving different products, for example, the standard product and the optional cleaner product. Customers will be charged the price associated with the product they receive.

Third, as described above under “Universal Access,” among New Customers the Program may distinguish between a) New VLC&I Customers, and b) all other New Customers. The Program will offer New Customers other than New VLC&I Customers the standard contract pricing. However, the Program will offer new VLC&I Customers pricing based on market prices at the time the customer seeks to join the aggregation.

Finally, consistent with DPU rulings, among customers that are served by a competitive supplier at the time of Program launch and later seek to join the aggregation, the Program will distinguish between a) residential and small commercial and industrial (C&I) customers, and b) medium, large, and very large C&I customers. Residential and small C&I customers will be offered standard contract pricing. Medium, large, and very large C&I customers will be offered market based rates which will reflect market conditions at the time the customer seeks to join the aggregation.

Enrollment procedures and pricing are summarized in the tables below:

#### Enrollment procedures

Enrollment scenario	Residential	Small C&I	Medium C&I	Large C&I	Very Large C&I
<b>Eligible customer at program initiation</b>	An opt-out notice will be mailed to all eligible customers before Program launch. After the completion of the opt-out period, the competitive supplier will enroll eligible customers that did not opt out. The enrollments shall commence no sooner than 37 days after the mailing of the opt-out notice.				
<b>New eligible customers moving into the town after Program initiation</b>	An opt-out notice will be mailed to all new eligible customers moving into town after Program initiation. After the completion of the opt-out period, the competitive supplier will enroll eligible customers that did not opt out. The enrollments shall commence no sooner than 37 days after the mailing of the opt-out notice.				
<b>Customers who opt out and</b>	Customers may request enrollment by contacting Program customer support or the program’s electricity supplier.				

subsequently wish to enroll during the same contract term	
<b>Competitive supply customers at Program initiation who wish to enroll in the Program after their competitive supply contract ends</b>	Customers may request enrollment by contacting Program customer support or the program's electricity supplier.

### Pricing procedures

Enrollment scenario	Residential	Small C&I	Medium C&I	Large C&I	Very Large C&I
<b>Eligible customer at program initiation</b>	Standard contract pricing for each product				
<b>New eligible customers moving into the town after Program initiation</b>	Standard contract pricing for each product				Customers will be offered a market-based price that reflects market conditions at the time the customer seeks to join the aggregation
<b>Customers who opt out and subsequently wish to enroll during the same contract term</b>	Customers may be offered either a Program price or a price that reflects market conditions at the time the customer seeks to rejoin the aggregation				
<b>Competitive supply customers at Program initiation who wish to enroll in the program after their competitive supply contract ends</b>	Standard contract pricing for each product		Customers will be offered a market-based price that reflects market conditions at the time the customer seeks to join the aggregation		

## VI. Planned Schedule

Milestone	Day Estimate
RFQ for competitive supplier issued	Day 1
RFP for final supply prices issued	Day 30
Electricity Supply Agreement executed	Day 44
Broad-based educational campaign begins, including the announcement of supply contract and pricing and an update of Program web site, and including an opt-up campaign for greener power.	Day 45
Opt-out notice mailed to customers	Day 55
Opt-out postmark deadline	Day 88
Earliest date program enrollment may begin	Day 92

The planned schedule is presented for illustrative purposes. The final schedule will be established when the Town receives DPU approval.<sup>4</sup>

## VII. Conclusion

The Program meets all of the requirements of the municipal aggregation statute, including universal access, a reliable power supply, and equitable treatment of all customer classes, and will bring the benefits of renewable energy and electricity choice to the town's residents and businesses.

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<sup>4</sup> The planned schedule is designed to give the competitive supplier sufficient time to satisfy EDI testing requirements. However, the schedule will be adjusted if additional time is needed to meet those requirements.

## Attachment A – Education and Outreach Plan

# Sherborn Power Choice

## Education and Outreach Strategy

This document presents a draft public Education and Outreach Plan for the Sherborn Power Choice Program (the Program). These efforts have been customized to ensure that the population of Sherborn has as much access as is possible to program information and resources.

Sherborn (the Town) 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 Town's aggregation plan and the Town selects an electricity supplier for the Program.

### I. Education and outreach schedule

#### A. Aggregation plan development period

While developing its aggregation plan, the Town began engaging the community with the Program by making the plan available for public comment on \_\_\_\_\_ (see Petition for Approval of Municipal Aggregation Plan (Petition), Attachment F for a copy of the presentation). The formal announcement and public presentation of the proposed draft plan was publicized as follows:

- On the Town website
- On the Program website
- Through the Town's e-alert distribution
- Sent to local media publications, including the Hometown Weekly
- Announcement at Select Board meetings
- In social media outlets known or believed to be widely accessed by the Town's citizens
- In the Council on Aging weekly email communication

The draft plan was made available on the Program's website. A public comment period of three weeks was announced and comments were solicited (see Petition, Exhibit 3, Attachment G for copies of comments received).

The Town also developed initial program branding and an initial handout, and launched an informational website, which is available at [SherbornPowerChoice.com](http://SherbornPowerChoice.com), and made customer support available to the public through the website so the public 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 Sherborn's aggregation plan is undergoing regulatory review, the Town plans to continue building general awareness about aggregation and about the Town goals to increase the renewable energy content of the community's electricity supply.

As part of those efforts, the Town will endeavor to connect with community organizations. These are expected to include 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, seniors, and veterans, as well as existing organizations that support other community institutions and faith-based institutions. The Town will also target groups whose missions focus on environmental and sustainability issues.

## 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 Town 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 Town 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 Sherborn signs its electricity supply contract and program enrollments, the Town 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 Town will publicize a **press release/announcement** about the Program launch and Program details via/to:

- On the Town website
- On the Program website
- Through the Town's e-alert distribution
- Sent to local media publications, including the Hometown Weekly
- Announcement at Select Board meetings
- In social media outlets known or believed to be widely accessed by the Town's citizens
- In the Council on Aging weekly email communication and, if its publication schedule permits, in the Council on Aging newsletter, *The Link*

The Town will send program details to the community groups and organizations and faith-based communities mentioned previously with specific information about options, pricing and launch. The Town 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 Town, a “coming soon” postcard will be mailed to eligible customers in Sherborn. 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 Sherborn.
- The Town will host **at least two community-wide public education sessions** that are available to the general public: **at least one public education session through the Sherborn Council on Aging that is targeted for seniors** and at least one additional session for the general public. The public information sessions will be publicized in the Program announcement and on the Program website. In addition, the Town 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. Anticipated materials for the public education effort**

- **Informational presentation:** An informational presentation will be created to provide a Program overview at public education events
- **Revised informational brochure:** The informational brochure created previously will be revised and distributed as is possible in public buildings, to community groups, and at public information sessions about the Program, as well as electronically. The brochure will provide Program details such as pricing, Program options, how to opt out, and participation information.
- **E-alert and a press release for local print media**

**E. After program launch**

After Program launch, customer support will remain available via phone, email, and the web for the duration of the Program.

When prices change, the Town will notify consumers by issuing a media release and posting a notice on the Town 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 Town 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 Town will notify consumers of the change in price by issuing a media release and posting a notice in Town Hall and on the Town website. The Town 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, Town Hall and website postings, and other communications the Town intends to provide to customers regarding the change in price.

As part of its ongoing service, the Town 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 Town 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 Town Hall and postings on the Town 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 Sherborn and also that population's percentage of the total population of Sherborn. The table assumes a total Sherborn population of 4,058, and that total and all data in the table are taken directly from the 2015 American Community Survey 5-year estimate.<sup>5</sup> 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 Sherborn population
Spanish or Spanish Creole	12	0.30%
Italian	9	0.22%
Portuguese or Portuguese Creole	26	0.64%
Russian	14	0.34%
Chinese	18	0.44%

To ensure adequate access to the aggregation opt-out letter and other information about the Program for electricity customers with limited English proficiency, Sherborn will:

- Provide on-demand machine translation of the Program website before, during, and after Program launch, including price change announcements, which are featured on the website home page.
- 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 Sherborn 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 for both Spanish and English speakers.

<sup>5</sup> Table B16001: Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over

- Provide on-demand phone interpreting in 200 languages via the Program’s toll-free customer service telephone number before, during, and after Program launch.

Any further need for interpreting or translation will be addressed on an ad hoc basis as the need becomes known to the Town, both 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 Town buildings. In the event that 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 Town’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 Town’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 Town’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&t=Language%20Spoken%20at%20Home&g=8600000US01770&tid=ACSDT5Y2015.B16001&hidePreview=true>

A copy of the original data table is below. The data was accessed on 110520:

GEO_ID	id	8600000US01770	
NAME	Geographic Area Name	ZCTA5 01770	
		Estimate	Margin of Error
B16001_001E	Total	4058	73
B16001_002E	Speak only English	3805	112
B16001_003E	Spanish or Spanish Creole	36	32
B16001_004E	Spanish or Spanish Creole!!Speak English very well""	24	26
B16001_005E	Spanish or Spanish Creole!!Speak English less than very well""	12	19
B16001_006E	French (incl. Patois, Cajun)	18	19
B16001_007E	French (incl. Patois, Cajun)!!Speak English very well""	18	19
B16001_008E	French (incl. Patois, Cajun)!!Speak English less than very well""	0	12
B16001_009E	French Creole	0	12
B16001_010E	French Creole!!Speak English very well""	0	12
B16001_011E	French Creole!!Speak English less than very well""	0	12
B16001_012E	Italian	18	21
B16001_013E	Italian!!Speak English very well""	9	15
B16001_014E	Italian!!Speak English less than very well""	9	15
B16001_015E	Portuguese or Portuguese Creole	45	40
B16001_016E	Portuguese or Portuguese Creole!!Speak English very well""	19	21
B16001_017E	Portuguese or Portuguese Creole!!Speak English less than very well""	26	38
B16001_018E	German	16	18
B16001_019E	German!!Speak English very well""	16	18
B16001_020E	German!!Speak English less than very well""	0	12
B16001_021E	Yiddish	0	12
B16001_022E	Yiddish!!Speak English very well""	0	12
B16001_023E	Yiddish!!Speak English less than very well""	0	12

B16001_024E	Other West Germanic languages	0	12
B16001_025E	Other West Germanic languages!!Speak English very well""	0	12
B16001_026E	Other West Germanic languages!!Speak English less than very well""	0	12
B16001_027E	Scandinavian languages	0	12
B16001_028E	Scandinavian languages!!Speak English very well""	0	12
B16001_029E	Scandinavian languages!!Speak English less than very well""	0	12
B16001_030E	Greek	0	12
B16001_031E	Greek!!Speak English very well""	0	12
B16001_032E	Greek!!Speak English less than very well""	0	12
B16001_033E	Russian	14	27
B16001_034E	Russian!!Speak English very well""	0	12
B16001_035E	Russian!!Speak English less than very well""	14	27
B16001_036E	Polish	0	12
B16001_037E	Polish!!Speak English very well""	0	12
B16001_038E	Polish!!Speak English less than very well""	0	12
B16001_039E	Serbo-Croatian	0	12
B16001_040E	Serbo-Croatian!!Speak English very well""	0	12
B16001_041E	Serbo-Croatian!!Speak English less than very well""	0	12
B16001_042E	Other Slavic languages	0	12
B16001_043E	Other Slavic languages!!Speak English very well""	0	12
B16001_044E	Other Slavic languages!!Speak English less than very well""	0	12
B16001_045E	Armenian	0	12
B16001_046E	Armenian!!Speak English very well""	0	12
B16001_047E	Armenian!!Speak English less than very well""	0	12
B16001_048E	Persian	0	12
B16001_049E	Persian!!Speak English very well""	0	12
B16001_050E	Persian!!Speak English less than very well""	0	12
B16001_051E	Gujarati	0	12
B16001_052E	Gujarati!!Speak English very well""	0	12
B16001_053E	Gujarati!!Speak English less than very well""	0	12
B16001_054E	Hindi	0	12
B16001_055E	Hindi!!Speak English very well""	0	12
B16001_056E	Hindi!!Speak English less than very well""	0	12
B16001_057E	Urdu	0	12
B16001_058E	Urdu!!Speak English very well""	0	12
B16001_059E	Urdu!!Speak English less than very well""	0	12
B16001_060E	Other Indic languages	22	37

B16001_061E	Other Indic languages!!Speak English very well""	22	37
B16001_062E	Other Indic languages!!Speak English less than very well""	0	12
B16001_063E	Other Indo-European languages	0	12
B16001_064E	Other Indo-European languages!!Speak English very well""	0	12
B16001_065E	Other Indo-European languages!!Speak English less than very well""	0	12
B16001_066E	Chinese	18	27
B16001_067E	Chinese!!Speak English very well""	0	12
B16001_068E	Chinese!!Speak English less than very well""	18	27
B16001_069E	Japanese	0	12
B16001_070E	Japanese!!Speak English very well""	0	12
B16001_071E	Japanese!!Speak English less than very well""	0	12
B16001_072E	Korean	9	13
B16001_073E	Korean!!Speak English very well""	9	13
B16001_074E	Korean!!Speak English less than very well""	0	12
B16001_075E	Mon-Khmer, Cambodian	0	12
B16001_076E	Mon-Khmer, Cambodian!!Speak English very well""	0	12
B16001_077E	Mon-Khmer, Cambodian!!Speak English less than very well""	0	12
B16001_078E	Hmong	0	12
B16001_079E	Hmong!!Speak English very well""	0	12
B16001_080E	Hmong!!Speak English less than very well""	0	12
B16001_081E	Thai	0	12
B16001_082E	Thai!!Speak English very well""	0	12
B16001_083E	Thai!!Speak English less than very well""	0	12
B16001_084E	Laotian	0	12
B16001_085E	Laotian!!Speak English very well""	0	12
B16001_086E	Laotian!!Speak English less than very well""	0	12
B16001_087E	Vietnamese	0	12
B16001_088E	Vietnamese!!Speak English very well""	0	12
B16001_089E	Vietnamese!!Speak English less than very well""	0	12
B16001_090E	Other Asian languages	19	29
B16001_091E	Other Asian languages!!Speak English very well""	19	29
B16001_092E	Other Asian languages!!Speak English less than very well""	0	12
B16001_093E	Tagalog	0	12
B16001_094E	Tagalog!!Speak English very well""	0	12
B16001_095E	Tagalog!!Speak English less than very well""	0	12
B16001_096E	Other Pacific Island languages	0	12
B16001_097E	Other Pacific Island languages!!Speak English very well""	0	12

B16001_098E	Other Pacific Island languages!!Speak English less than very well""	0	12
B16001_099E	Navajo	0	12
B16001_100E	Navajo!!Speak English very well""	0	12
B16001_101E	Navajo!!Speak English less than very well""	0	12
B16001_102E	Other Native North American languages	0	12
B16001_103E	Other Native North American languages!!Speak English very well""	0	12
B16001_104E	Other Native North American languages!!Speak English less than very well""	0	12
B16001_105E	Hungarian	30	48
B16001_106E	Hungarian!!Speak English very well""	30	48
B16001_107E	Hungarian!!Speak English less than very well""	0	12
B16001_108E	Arabic	8	13
B16001_109E	Arabic!!Speak English very well""	8	13
B16001_110E	Arabic!!Speak English less than very well""	0	12
B16001_111E	Hebrew	0	12
B16001_112E	Hebrew!!Speak English very well""	0	12
B16001_113E	Hebrew!!Speak English less than very well""	0	12
B16001_114E	African languages	0	12
B16001_115E	African languages!!Speak English very well""	0	12
B16001_116E	African languages!!Speak English less than very well""	0	12
B16001_117E	Other and unspecified languages	0	12
B16001_118E	Other and unspecified languages!!Speak English very well""	0	12
B16001_119E	Other and unspecified languages!!Speak English less than very well""	0	12

## Attachment B-1 Exemplar Opt-Out Notice

### EXEMPLAR OPT-OUT NOTICE



TOWN OF SHERBORN, MA

Town Electricity Aggregation Program  
Notification Letter



[MONTH] [DAY], 2021

Dear Sherborn Electricity Customer,

I am writing with important information about **Sherborn Power Choice**, a new Town electricity program that will help our community to take a big step toward achieving its sustainability goals. Through Sherborn Power Choice, our community will receive an additional XX% of our electricity from renewable sources. The program also provides options for you to receive more or less renewable electricity.

**If you received this letter and you do nothing, you will be automatically enrolled in Sherborn Power Choice in [MONTH] 202X.**

If you don't want to participate, you don't have to. **To prevent your account from being automatically enrolled, you must opt out by [MONTH] [DAY], 202X.** You are also free to try the program and opt out later at any time with no fee or penalty.

Sherborn Power Choice offers three new choices for your electricity supply:

- ▶ If you choose to participate, you will be automatically enrolled in **Standard**. Your electricity supply price will be **XX.XXX ¢/kWh**. You will receive **XX% renewable** electricity [TO BE DESCRIBED], in addition to the minimum amount required by state law.

As an alternative, you may request one of the other two choices in the program instead:

- ▲ **Opt UP to 100% Clean** and receive 100% renewable electricity [TO BE DESCRIBED] for XX.XXX ¢/kWh.
- ▼ **Opt DOWN to Basic** and receive only the minimum amount of renewable electricity required by state law [TO BE DESCRIBED] for XX.XXX ¢/kWh.

**Sherborn Power Choice will not replace Eversource as your electric utility, and you will not notice any change in your electricity service.** Eversource will continue to deliver your electricity and send your electricity bill, and you will continue to call Eversource if your power goes out. You will see just two changes on your electricity bill:

1. [SUPPLIER NAME] will be listed on your bill as your electricity supplier. Sherborn has signed a contract with [SUPPLIER NAME] to supply electricity to the community until [MONTH] 202X.
2. Eversource will calculate the supply charges on your bill using a Sherborn Power Choice price instead of the Basic Service price. Eversource's delivery charges will not be impacted.

Sherborn Power Choice prices will not change until [MONTH] 202X. In comparison, Eversource's Basic Service prices change every 6 months for residential and small business customers and every 3 months for large business customers. **(Please note: Because future Eversource prices are not known, savings compared with Eversource cannot be guaranteed.)**

*More details on the back →*

#### Customer support

**1-8XX-XXX-XXXX**

support@SherbornPowerChoice.com  
SherbornPowerChoice.com

#### Don't want to participate?

**There is no penalty or fee to opt out of Sherborn Power Choice, and you may opt out at any time.**

If you opt out, you will remain with Eversource's Basic Service price.

To submit your opt-out request, do any one of the following. **If you wish to opt out before being automatically enrolled, you must submit or postmark your opt out request by [MONTH] [DAY], 202X.**




- ▶ Sign & return the enclosed reply card
- ▶ Opt out online at **SherbornPowerChoice.com**
- ▶ Call customer support at **1-8XX-XXX-XXXX**

### It's your choice...

If you do nothing, you will be enrolled in **Standard**, and Eversource will use the Standard price to calculate the supply portion of your electricity bill. The following chart can help you decide whether to remain with Standard or make another choice.

- **To opt up to 100% Clean or opt down to Budget**, visit [SherbornPowerChoice.com](http://SherbornPowerChoice.com) or call customer support at 1-8XX-XXX-XXXX.
- **To learn about the renewable electricity in the program offerings**, visit <https://www.mass.gov/service-details/program-summaries>.

**Sherborn Power Choice program choices**

	 <b>Standard</b> (automatic enrollment)	 <b>100% Clean</b> (opt UP option)	 <b>Basic</b> (opt DOWN option)	<b>Eversource's Basic Service (if you opt OUT)**</b>
Total renewable electricity you receive	XX% [TO BE DESCRIBED] in addition to the minimum XX% required by state law in 202X	100% (100% MA Class I RECs)	Meets minimum state renewable energy requirements [TO BE DESCRIBED]	Meets minimum state renewable energy requirements [TO BE DESCRIBED]
Residential	<b>XX.XXX ¢/kWh* for all customers</b>	<b>XX.XXX ¢/kWh* for all customers</b>	<b>XX.XXX ¢/kWh* for all customers</b>	XX.XXX ¢/kWh
Sm. Business				XX.XXX ¢/kWh
Lg. Business				XX.XXX ¢/kWh
Price period	[MONTH] 2021 - [MONTH] 20XX	[MONTH] 2021 - [MONTH] 20XX	[MONTH] 2021 - [MONTH] 20XX	[MONTH] [DAY], 2021 - [MONTH] [DAY], 20XX, for residential and small business accounts. [MONTH] [DAY], 20XX - [MONTH] [DAY], 20XX, for large business accounts***

\* Program prices could increase as a result of a change in law that results in a direct, material increase in costs during the term of the electric supply agreement.

\*\* Exit terms for Eversource's Basic Service: No penalty charge. However, large C&I (rates G-3, T-2, and WR) and street lighting customers on the fixed-price Basic Service option may receive a billing adjustment, which may be either a credit or a charge.

\*\*\* Eversource's fixed Basic Service prices change every 6 months for residential and commercial accounts and every 3 months for industrial accounts. They will next change on [MONTH] [DAY], 20XX, for residential, commercial, and industrial accounts.

### Additional information

If you are eligible for a **low-income rate or fuel assistance**, those benefits will continue in Sherborn Power Choice.

If you have a **tax-exempt account**, taxes will be billed as part of the Sherborn Power Choice power supply charge. You are responsible for identifying and requesting an exemption from the collection of any tax by providing appropriate tax exemption documentation to [SUPPLIER NAME]. Visit [SherbornPowerChoice.com](http://SherbornPowerChoice.com) for information on how to submit your documentation.

If you have received this letter and also you have signed a contract with an electricity supplier, you must opt out of Sherborn Power Choice if you wish to retain your current contract. If you do not opt out, your account will be enrolled in Sherborn Power Choice, and that may trigger early termination fees from your existing electricity supplier.

For additional information, please visit [SherbornPowerChoice.com](http://SherbornPowerChoice.com) or contact customer support with the Town's program consultants at 1-8XX-XXX-XXXX or [support@SherbornPowerChoice.com](mailto:support@SherbornPowerChoice.com).

David Williams  
Town Administrator

## Attachment B-2 – Exemplar Language Access Document



Sherborn Power Choice

**IMPORTANT NOTICE**

8XX-XXX-XXXX



TTY 771 or 800-439-2370 / Español 866-930-9252



SherbornPowerChoice.com

The Massachusetts Department of Public Utilities directs that we include the following message in all of these different languages. The message states: "Important notice enclosed from Sherborn about your electricity service. Translate the notice immediately. Call the number or visit the website, above, for help."


<b>SPANISH/ESPAÑOL</b> Incluye importante notificación de Sherborn sobre su servicio eléctrico. Traduzca la notificación inmediatamente. Si necesita ayuda, llame al número o visite el sitio web indicado anteriormente.	<b>POLISH/POLSKI</b> Załączono ważne powiadomienie od Sherborn dotyczące usług w zakresie dostaw energii elektrycznej. Prosimy o niezwłoczne przetłumaczenie tego powiadomienia. W celu uzyskania pomocy należy zadzwonić pod wyżej podany numer telefonu lub odwiedzić wyżej wymienioną stronę internetową.
<b>PORTUGUESE/PORTUGUÊS</b> Aviso importante incluído do Sherborn sobre seu serviço de eletricidade. Traduzir o aviso imediatamente. Ligar para o número ou visitar o site, acima, para obter ajuda.	<b>NEPALI/नेपाली</b> तपाईंको विद्युतीय सेवा बारे Sherborn बाट संलग्न गरिएको महत्वपूर्ण सूचना । सूचनालाई तत्कालै अनुवाद गर्नुहोस् । मद्दतको लागि, माथि दिइएको नम्बरमा फोन गर्नुहोस् वा वेबसाइटमा जानुहोस् ।
<b>CHINESE (SIMPLIFIED)/中文</b> 随附来自 Sherborn 的重要通知, 有关您的供电服务。请立刻翻译此通知。如果您需要帮助, 请通过上面提供的信息致电或者访问网站。	<b>MARATHI/मराठी</b> कडून महत्त्वाची सूचना संलग्न केली आहे Sherborn आपल्या विद्युत सेवेसंबंधी. या सूचनेचा अनुवाद त्वरित करावा. मदतीसाठी वरील क्रमांकावर फोन करा किंवा वेबसाईटला/संकेतस्थळास भेट द्या.
<b>CHINESE (TRADITIONAL)/中文</b> 隨附以下重要通知 Sherborn 事關您的電力服務。請立即翻譯通知。如需協助, 請致電上述號碼或瀏覽網站。	<b>YORUBA/YORUBÁ</b> Àkíyèsí pàtàkì tí a fi sínú rẹ̀ láti ọ̀dọ̀ Sherborn nípa isẹ́ iná mọ̀nàmọ̀nà rẹ̀. Túmọ̀ àkíyèsí náà lẹ́sẹ̀kẹ́sẹ̀. Pẹ̀ nọ́nbà náà tàbí bẹ̀ ààyè lórí ayélujára, lókè, wò fún irànlọ̀wọ̀.
<b>HAITIAN/KREYÒL</b> Wap jwenn yon avi enpòtan ki soti nan Sherborn osijè sèvis elektrisite w. Tradwi avi a imedyatman. Rele nimewo a oswa vizite sit entènèt ki anwo a, pou w jwenn èd.	<b>IGBO/NDI IGBO</b> Okwa dị mkpa e zitere na Sherborn gbasara ọrụ ọkụ eletrik gị. Tugharia ọkwa ozigbo. Kpọọ nomba à ma ọ bụ gaa na webusaiti, dị n'elu, maka enyemaka.




<b>VIETNAMESE/TIẾNG VIỆT</b> Có đính kèm thông báo quan trọng từ Sherborn về dịch vụ điện của quý vị. Hãy phiên dịch thông báo này ngay. Xin gọi số điện thoại hoặc vào mạng lưới của chúng tôi, bên trên, để được giúp đỡ.	<b>AMHARIC/አማርኛ</b> የኤሌክትሪክ አገልግሎትዎን በተመለከተ ከ Sherborn የተሰጠ ጠቃሚ ማስታወቂያ ከዚህ ጋር በአባሪነት ተያይዟል። ማስታወቂያውን በአስቸኳይ ያስተርጉሙት። እገዛ ለማግኘት፣ ከላይ በተገለጸው ስልክ ቁጥር ይደውሉ ወይም ድረ ገጽን ይጎብኙ።
<b>RUSSIAN/РУССКИЙ</b> Прилагается важное сообщение от Sherborn касательно вашего снабжения электроэнергией. Переведите это сообщение безотлагательно. Если вам нужна помощь, позвоните по указанному номеру или зайдите на вебсайт.	<b>SOMALI/SOOMAALI</b> Ogeysiin muhiim ah oo ku lifaaqan oo ka timid Sherborn oo ku saabsan adeegaaga korontada. Fasir ogeysiinta isla markaas. U soo wac lambarka ama u booqo websaydka, koreeyo, wixii caawin ah.
<b>ARABIC/عربي</b> ملاحظة هامة متضمنة من Sherborn حول خدمة الكهرباء خاصتك. يرجى ترجمة الملاحظة فوراً. اتصل بالرقم أو قم بزيارة الموقع أعلاه للحصول على المساعدة.	<b>JAPANESE/日本語</b> Sherborn からの電力供給に関する重要なお知らせが添付されています。このお 知らせをすぐに翻訳してください。ご質問がある場合は、上記の電話 番号までお電話いただくか、ウェブサイトをご覧ください。
<b>KHMER/ខ្មែរ</b> សេចក្តីជូនដំណឹងសំខាន់ បានភ្ជាប់មកពី Sherborn អំពីសេវាអគ្គិសនីរបស់អ្នក។ បកប្រែសេចក្តីជូនដំណឹងនេះភ្លាមៗ។ ហៅទៅលេខ ឬទស្សនាគេហទំព័រខាងលើ សំរាប់ជំនួយ។	<b>GUJARATI/ગુજરાતી</b> ના તરફથી મહત્વપૂર્ણ નોટિસ બીડેલ છે Sherborn તમારી વીજળી સેવા વિશે. સૂચનાનું તુરંત જ બાષાંતર કરો. મદદ માટે ઉપરના નંબર પર કોલ કરો અથવા વેબસાઇટની મુલાકાત લો.
<b>FRENCH/FRANÇAIS</b> Avis important ci-joint de Sherborn à propos de votre service d'électricité. Traduisez immédiatement l'avis. Appelez le numéro ou visitez le site Web ci-dessus pour obtenir de l'aide.	<b>SWAHILI/KISWAHILI</b> Notisi muhimu ambayo imeambatishwa kutoka kwa Sherborn kuhusu huduma ya umeme unayopokea. Ifasiri notisi papo hapo. Piga simu kwa nambari au zuru tovuti, hapo juu, ili kupata usaidizi.
<b>ITALIAN/ITALIANO</b> Comunicazione importante in allegato da Sherborn riguardante il suo servizio di elettricità. Tradurre il comunicato immediatamente. Se ha bisogno di assistenza chiami il numero o visiti il sito internet sopra indicato.	<b>HINDI/हिंदी</b> यह महत्वपूर्ण सूचना Sherborn की ओर से आपकी बिजली सेवा के बारे में है। सूचना का तुरंत अनुवाद करें। मदद के लिए ऊपर के नंबर पर कॉल करें या वेबसाइट पर जाएं।
<b>KOREAN/한국어</b> 귀하의 전기 서비스와 관련하여 Sherborn 에서 보낸 중요한 통지 사항이 동봉되어 있습니다. 통지 사항을 즉시 번역하시기 바랍니다. 도움이 필요할 경우 위의 전화 번호로 연락하거나 웹사이트를 방문해 주십시오.	<b>THAI/ไทย</b> ประกาศสำคัญที่แนบมาจาก Sherborn เกี่ยวกับบริการไฟฟ้าของคุณ แปะประกาศทันที โทษไปยังหมายเลข หรือไปที่เว็บไซต์ด้านบน เพื่อขอความช่วยเหลือ
<b>GREEK/ΕΛΛΗΝΙΚΑ</b> Εσπεύρεται σημαντική ειδοποίηση από Sherborn που αφορά τον πάροχο ηλεκτρικής σας ενέργειας. Μεταφράστε την ειδοποίηση αμέσως. Καλέστε τον αριθμό ή επισκεφτείτε την παραπάνω ιστοσελίδα για βοήθεια.	<b>LAO/ລາວ</b> ແຈ້ງການທີ່ສຳຄັນມາຈາກ Sherborn ກ່ຽວກັບການບໍລິການໄຟຟ້າຂອງທ່ານ. ແປແຈ້ງການນີ້ໂດຍທັນທີ. ສຳລັບການຊ່ວຍເຫຼືອ ໂທຫາເບີໂທ ຫຼື ເຂົ້າໄປເບິ່ງໃນເວັບໄຊທ໌ ຢູ່ຂ້າງເທິງ.



Attachment B-3 – Exemplar Opt-Out Reply Card

OPT-OUT REPLY CARD	
<div></div> <div><div>X _____</div><div>Signature Date</div></div>	<div><b>Opt-Out Instructions</b></div> <p>You do not need to take any action to participate in Sherborn Power Choice.</p> <p><b>If you DO NOT wish to participate, you MUST opt out.</b></p> <p>To opt out by mail:</p> <ol style="list-style-type: none"><li>1. Sign and date this card</li><li>2. Place the card in the enclosed envelope</li><li>3. Drop the envelope in the mail</li></ol> <p>This card must be signed by the Customer of Record whose name appears in the address on this card. The envelope must be postmarked by [MONTH] [DAY], 2021, to opt out of the program before being enrolled. You may also opt out online at <b>SherbornPowerChoice.com</b> or by phone at <b>1-8XX-XXX-XXXX</b>.</p>

## Attachment B-4 – Exemplar Opt-Out Reply Card Envelope

	<b>TOWN OF SHERBORN</b> C/O [SUPPLIER NAME] [Supplier Address] [City], [State] [Zip]	Presorted Standard U.S. Postage <b>PAID</b> XXXX XXXXX
<p><b>Time-sensitive notice sent on behalf of the Town of Sherborn regarding your electricity rates.</b></p>		