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Exhibit 1, Attachment D – Education and Outreach Plan

Exhibit: 1 - Attachment D

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Valley Green Energy

Education and Outreach Plan

October 13, 2023

This document presents a draft public Education and Outreach Plan for Valley Green Energy (Program), a Program of the joint powers entity (JPE) named Valley Green Alliance. Member communities of Valley Green Alliance include Amherst, Northampton, and Pelham (Communities). This Education and Outreach Plan was developed in consultation with representatives from the Communities, and these outreach efforts have been customized to ensure that the population of each community has as much access as is possible to Program information and resources.

Valley Green Alliance 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 Valley Green Energy aggregation plan and Valley Green Alliance selects an electricity supplier (Competitive Supplier) for the Program.

I. Education and outreach schedule

A. Aggregation plan development period

While developing its aggregation plan, Valley Green Alliance endeavored to begin engaging members of the public in each community with the Program by announcing a public comment period of 30 days and soliciting comments. A public presentation of the plan was made during that 30-day period on June 6, 2023. The formal announcement, public comment period, and public presentation of the plan were publicized as follows:

- Posted on each municipal website home page:
 - Amherst News & Announcements: amherstma.gov/news
 - The Pelham website: townofpelham.org
 - As a News Flash on Northampton's website: northamptonma.gov
- Posted on the Valley Green Energy aggregation website
- Sent out to the local newspapers:
 - Amherst Bulletin
 - Daily Hampshire Gazette
 - The Reminder
 - Greenfield Recorder
 - The Republican
 - The Pelham Slate, a quarterly newsletter
 - Via local cable access

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- Via social media posts on official municipal social media accounts for each community, including:
 - Facebook
 - **Twitter**
 - LinkedIn
 - All other municipal social media channels
 - Nextdoor Town of Pelham
- Via television stations, including:
 - Western Mass News (CH 40)
 - WWLP 22 News
 - **CBS Springfield**
- Via local radio stations:
 - New England Public Radio
 - New England Public Media
 - WAMC Northeast Public Radio
 - **WRSI The River**
 - **WHMP**
 - WGBY
 - WGGB & WGGB/Western Mass News
- Via web-based news agencies:
 - Amherst Indy (web only)
 - **NEPR**
 - Mass Live

B. Regulatory review period

While the Valley Green Energy aggregation plan is undergoing regulatory review, the Communities plan to build general awareness about aggregation and about their goal to work together to increase the renewable energy content of each community's electricity supply.

As part of those efforts, Valley Green Alliance will endeavor to provide information to residents and businesses through the community organizations that they interact with and that serve them. The Communities 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; and veterans. The effort will also involve groups whose missions focus on environmental and sustainability issues in outreach. Valley Green Alliance will offer to speak to staff and to constituents and provide information about the Program. Exemplar organizations include:

- **Local Energy Advocates**
- Family Outreach of Amherst
- **Area Survival Centers**
- Area Senior Service Organizations and Senior Centers

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- League of Women Voters
- Area Schools and their PGOs and PTOs
- Center for New Americans
- Area Chambers of Commerce
- Amherst Business Improvement District (BID)
- Neighborhood Associations
- Northampton Neighbors
- Climate Action Now
- Amherst NAACP
- 2degrees
- Area Congregations and their affiliated climate action groups
- Mothers out Front
- Servicenet
- Area Libraries
- Community Action Pioneer Valley
- Valley Community Development Corporation

An initial informational handout will be created to help educate the public about the Program and made available online and in the Communities' buildings.

To ensure access to Program information during this period and on an ongoing basis during Program operation, each of the Communities will provide a link to the Valley Green Energy aggregation website and to basic information about the Plan in a prominent location on their municipal website. Once complete and approved by the DPU, the final version of all Program documents and educational materials will be made available and updated on the Valley Green Energy aggregation website.

C. Electricity Service Agreement is Signed

After the regulatory review process is complete, the electricity service agreement (ESA) is signed. Signing the ESA does not itself include any outreach to the general public, but it is a milestone that moves the Communities toward the formal education and outreach efforts that immediately precede Program launch.

The ESA is signed as a result of a competitive procurement process, and includes the Program pricing, the Program structure, the amount of any additional renewable electricity that will be made available to participants, the Competitive Supplier, and the ESA duration.

D. Formal public education and outreach period

During the period of time between electricity supply contract signing and Program enrollment, the Communities will conduct a formal public education and outreach effort. That effort will include:

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

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The Communities will publicize a **press release/announcement** about the Program launch and Program details as follows:

- Posted on each municipal website home page:
 - Amherst News & Announcements: amherstma.gov/news
 - The Pelham website: townofpelham.org
 - As a News Flash on Northampton's website: northamptonma.gov
- Posted on the Valley Green Energy aggregation website
- Posted on municipal bulletin boards, such as at Town/City Hall and at the public library
- Sent out to the local newspapers:
 - Amherst Bulletin
 - Daily Hampshire Gazette
 - The Reminder
 - Greenfield Recorder
 - The Republican
 - The Pelham Slate, a quarterly newsletter
 - Via local cable access
 - Via social media posts on official municipal social media accounts for each community, including
 - Facebook
 - Twitter
 - LinkedIn
 - All other municipal department social media channels
 - Nextdoor Town of Pelham
- Via television stations, including:
 - Western Mass News (CH 40)
 - WWLP 22 News
 - CBS Springfield
- Via local radio stations:
 - New England Public Radio
 - New England Public Media
 - WAMC Northeast Public Radio
 - WRSI The River
 - WHMP
 - WGBY
 - WGGB & WGGB/Western Mass News
- Via web-based news agencies:
 - Amherst Indy (web only)
 - The Amherst Current (web only)
 - NEPR

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- Mass Live
- Sent to the list of community organizations and agencies listed in Section 1.B.

The Valley Green Energy aggregation website will be updated to include the following information:

- Competitive Supplier name
- 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 Competitive Supplier

To ensure the public is looking for and recognizes the Opt-Out Notice as an important and legitimate communication from the Communities, a "coming-soon" postcard will be mailed to eligible customers. The contracted Competitive Supplier will cover the cost of the postcard and will execute the mailing.

3. Opt-Out Notice mailing by the Competitive Supplier + public education events

- The Opt-Out Notice and reply card will be mailed to eligible customers in the Communities, accompanied by the D.P.U.-required Language Access Document.¹
- The Communities will host at least two public education sessions in each city or town that are available to the general public: at least one public education session in each Council on Aging Senior Center that is targeted for seniors and at least one additional session. The public information sessions will be publicized in the Program announcement, on the Valley Green Energy aggregation website, and through the Communities' social media accounts. In addition, the Communities will publicize the schedule of the information sessions to select community groups and committees listed in D. 1. and ask them to share with their members via email, social media, and other means.
- The Communities will offer to provide brief informational presentations during regularly scheduled civic association and other meetings.

¹ The required Language Access Document translates the following text into 26 languages that, according to U.S. Census Bureau data, are the languages spoken by Massachusetts residents with limited English proficiency:

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

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4. Anticipated materials for the public education effort

- **a. Informational presentation:** An informational presentation will be created to provide a Program overview at public education events
- **b. An informational handout:** An informational handout will be created and distributed in public buildings, to community groups, and at public information sessions about the Program. The handout will provide updated Program details such as pricing, Program options, how to opt out, and participation information.

c. Social media posts

5. Illustrative Program outreach timeline

Valley Green Alliance will endeavor to launch the Program as soon as is possible after signing an ESA. The timeline below is illustrative. The actual timeline will be dependent on the actual length of time between when the supply contract is signed and the Program is scheduled to launch, as well as other factors such as the availability of public spaces for meetings.

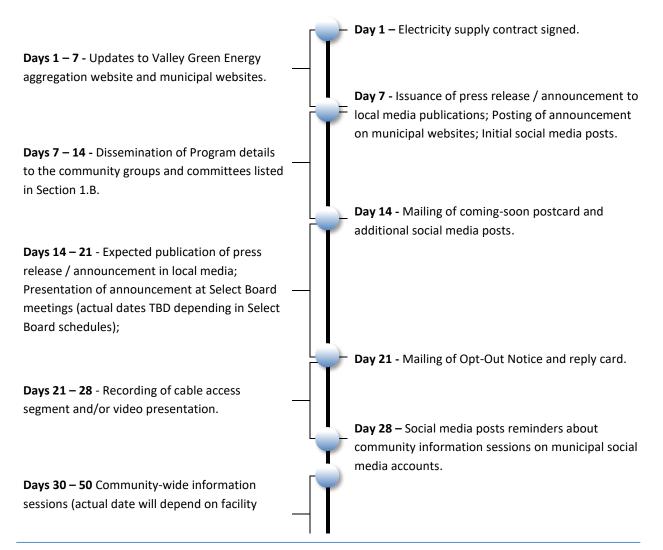
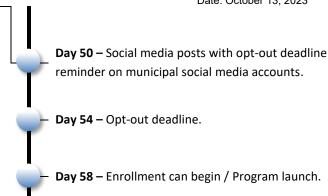


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availability); Distribution of informational handout.



Discounts provided by Eversource to low-income customers will not be impacted by their enrollment in the Program.

E. After Program launch

After Program launch, customer support provided by MassPowerChoice, Valley Green Energy's Program consultant, will remain available via phone, email, and the web for the duration of the Program.

The Valley Green Alliance will notify customers of any change in product price or renewable energy content consistent with all notification requirements for the competitive supply market required by the Department of Public Utilities that are applicable to aggregation programs. The Valley Green Alliance will notify customers of any change in Program price (including a change in Program price at the start of a new supply period) at least 30 days prior to any such change. At a minimum, the Valley Green Alliance will provide that notification by sending a mailing to all active participants and by issuing a media release, posting a notice in each City or Town Hall, posting a notice on each municipal website, and posting a notice on the Valley Green Energy aggregation 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 Valley Green Alliance 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 Valley Green Alliance will notify consumers of the change in price through a direct mail notice and by issuing a media release and posting a notice in each City or Town Hall and on each municipal website. The Valley Green Alliance 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 or Town Hall and website postings, and other communications the Valley Green Alliance intends to provide to customers regarding the change in price.

As part of its ongoing service, Valley Green Alliance will provide the disclosure information required by G.L. c. 164, § 1(F)(vi) and 220 C.M.R. § 11.06. The Valley Green Alliance 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. Specifically, on a quarterly basis, the Communities

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will each publicize either the disclosure label or a link to download a PDF of the complete disclosure label along with explanatory text such as the following:

The electricity supplier for Valley Green Energy, a municipal electricity program from the Valley Green Alliance for residents and businesses in Amherst, Northampton, and Pelham, has sent an updated electricity disclosure label. Participants in Valley Green Energy can use this label to learn about the electricity supplied through the Program, including the sources of that electricity.

The Valley Green Alliance's intention is to publicize the labels in March, June, September, and December. Each community will publicize them in the following ways:

- By posting a physical notice and disclosure label on a bulletin board at City or Town Hall, the Council on Aging's Senior Center, and the Public Library
- As a news item on the home page of the municipal website
 - Via social media posts on official municipal social media accounts for each community, including
 - Facebook: @TownofAmherst, @CityofNorthampton
 - Twitter: @TownofAmherst
 - LinkedIn: linkedin.com/company/town-of-amherst-ma
 - All other Amherst department social media channels, such as the Senior Center,
 Recreation, etc. See amherstma.gov/socials
 - Nextdoor Pelham
- Via announcement on municipal cable access channels
- By posting a notice and disclosure label on the Valley Green Energy aggregation website

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

The American Community Survey offers information on languages and language groups within the Valley Green Alliance Communities.

The most recent data is from 2020² and provides information about a combination of specific languages and language groups. Based on that 2020 report data for residents over the age of five:

- 55,142 speak only English across the Communities, while, 12,898 or 23% speak other languages.
- Of those that speak other languages, 3,119 speak English "less than very well" (approximately 5.7% of the total population).
 - 12 in Pelham
 - 2.065 in Amherst

² Table C16001: Language Spoken at home for the population 5 years and over

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- 1,042 in Northampton
- Among those who speak English "less than very well," the largest language populations include:
 - Speakers of Spanish with 965 speakers (659 residing in Northampton)
 - Speakers of Chinese with 886 speakers (807 reside in Amherst)

As the table below suggests, the 2020 data blends speakers of other languages into groups, making it a challenge to discern the specific languages spoken. Please see Appendix A for a copy of the original data and the data source.

| | Pelham | | Amh | Amherst | | Northampton | | |
|---|------------------|-----------------------|------------------|-----------------------|------------------|-----------------------|--|--|
| Label | # of Speakers | % of Total Pop. | # of Speakers | % of Total Pop. | # of Speakers | % of Total Pop. | | |
| Spanish: | 0 | 0.00% | 306 | 0.78% | 659 | 2.38% | | |
| French, Haitian, or Cajun: | 0 | 0.00% | 79 | 0.20% | 0 | 0.00% | | |
| German or other West Germanic languages: | 4 | 0.31% | 32 | 0.08% | 0 | 0.00% | | |
| Russian, Polish, or other Slavic languages: | 8 | 0.62% | 25 | 0.06% | 32 | 0.12% | | |
| Other Indo-European languages: | 0 | 0.00% | 340 | 0.87% | 242 | 0.87% | | |
| Korean: | 0 | 0.00% | 136 | 0.35% | 0 | 0.00% | | |
| Chinese (incl. Mandarin, Cantonese): | 0 | 0.00% | 807 | 2.07% | 79 | 0.28% | | |
| Vietnamese: | 0 | 0.00% | 72 | 0.18% | 17 | 0.06% | | |
| Tagalog (incl. Filipino): | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | |
| Other Asian and Pacific Island languages: | 0 | 0.00% | 245 | 0.63% | 3 | 0.01% | | |
| Arabic: | 0 | 0.00% | 12 | 0.03% | 10 | 0.04% | | |
| Other and unspecified languages: | 0 | 0.00% | 11 | 0.03% | 0 | 0.00% | | |

For detail on specific languages instead of language groups, the older 2015 American Community Survey³ provides greater detail. (The same detail is not available in 2020 American Community Survey

³ Table B16001: Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over

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data.) The table below offers that detail and assumes a total population across the Communities of 67,373, as reported in the 2015 data. As compared with the 2020 data for residents over the age of five:

- 57,742 spoke only English in 2015, as compared with 55,142 in 2020. This suggests the population who speaks a language other than English grew by approximately 2,600 from 2015 2020.
- Of those that spoke other languages in 2015, 2,508 spoke English "less than very well," as compared with 3,119 in 2020. This suggests the population who speaks English "less than very well" grew by approximately 611 from 2015 2020.
- Among those who speak English "less than very well":
 - While speakers of Spanish and Chinese were dominant in 2015 as in 2020, the greatest growth was in speakers of Spanish who speak English "less than very well": 682 speakers of Spanish in 2015 compared with 965 in 2020.

Please see Appendix A for a copy of the original data and the data source.

Population speaking English less than very well

| | Pelham | | Amherst | | Northampton | |
|----------------------------------|------------------|-----------------------|------------------|-----------------------|------------------|-----------------------|
| Label | # of Speakers | % of Total Pop. | # of Speakers | % of Total Pop. | # of Speakers | % of Total Pop. |
| Spanish or Spanish Creole: | 10 | 0.79% | 301 | 0.78% | 371 | 1.35% |
| French (incl. Patois, Cajun): | 13 | 1.03% | 0 | 0.00% | 0 | 0.00% |
| French Creole: | 0 | 0.00% | 0 | 0.00% | 6 | 0.02% |
| Italian: | 6 | 0.48% | 0 | 0.00% | 0 | 0.00% |
| Portuguese or Portuguese Creole: | 0 | 0.00% | 10 | 0.03% | 0 | 0.00% |
| German: | 3 | 0.24% | 0 | 0.00% | 0 | 0.00% |
| Yiddish: | 0 | 0.00% | 13 | 0.03% | 0 | 0.00% |
| Other West Germanic languages: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Scandinavian languages: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Greek: | 0 | 0.00% | 0 | 0.00% | 32 | 0.12% |
| Russian: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Polish: | 0 | 0.00% | 0 | 0.00% | 42 | 0.15% |
| Serbo-Croatian: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |

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| Other Slavic languages: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
|--|---|-------|-----|-------|----|-------|
| Armenian: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Persian: | 0 | 0.00% | 60 | 0.16% | 22 | 0.08% |
| Gujarati: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Hindi: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Urdu: | 0 | 0.00% | 20 | 0.05% | 9 | 0.03% |
| Other Indic languages: | 0 | 0.00% | 0 | 0.00% | 11 | 0.04% |
| Other Indo-European languages: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Chinese: | 0 | 0.00% | 794 | 2.06% | 97 | 0.35% |
| Japanese: | 0 | 0.00% | 30 | 0.08% | 23 | 0.08% |
| Korean: | 0 | 0.00% | 147 | 0.38% | 32 | 0.12% |
| Mon-Khmer, Cambodian: | 0 | 0.00% | 109 | 0.28% | 85 | 0.31% |
| Hmong: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Thai: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Laotian: | 0 | 0.00% | 47 | 0.12% | 0 | 0.00% |
| Vietnamese: | 0 | 0.00% | 57 | 0.15% | 49 | 0.18% |
| Other Asian languages: | 0 | 0.00% | 24 | 0.06% | 8 | 0.03% |
| Tagalog: | 0 | 0.00% | 12 | 0.03% | 0 | 0.00% |
| Other Pacific Island languages: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Navajo: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Other Native North American languages: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Hungarian: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Arabic: | 0 | 0.00% | 0 | 0.00% | 9 | 0.03% |
| Hebrew: | 0 | 0.00% | 0 | 0.00% | 8 | 0.03% |
| African languages: | 0 | 0.00% | 48 | 0.12% | 0 | 0.00% |
| Other and unspecified languages: | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |

To ensure adequate access to the aggregation Opt-Out Notice and other information about the Program for electricity customers with limited English proficiency, Wayland will:

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- Provide on-demand machine translation of the Valley Green Energy aggregation 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 Notice mailing. The Language Access document will include the following text translated into 26 languages:
 - Important notice enclosed from Wayland 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.
- Provide on-demand phone interpreting in 200 languages via the Program's toll-free customer service telephone number before, during, and after Program launch.
- Endeavor to communicate directly with organizations that provide ESOL instruction to ensure their staff and students have a clear understanding of Program communications and price change announcements.
- Any further need for interpreting or translation will be addressed on an ad hoc basis as the need becomes known to the City or Town, both before and after Program launch.

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

Outreach will be conducted in both print and audio formats and will include handouts and electronic and web-based materials as well as live presentations.

To the extent possible, all public education events will be held in accessible spaces such as municipal buildings. 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.

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 Valley Green Energy website, which will include price-change information, by calling the customer support number. The Program website will be designed so that content to be read aloud by computer-assistive technology. For customers who are deaf or hard of hearing, the Language Access Document, which will accompany the Opt-Out Notice, will include TTY phone numbers for use by both English- and Spanishspeaking 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 Communities' 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

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penalties or early termination fees from their competitive supplier if they switch from competitive supply to the Communities' Program during the term of a competitive supply contract.

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

Table C16001, Language Spoken at home for the population 5 years and over

Original source data for Table C16001, entitled *Language Spoken at home for the population 5 years and over*, from the 2020 American Community Survey.⁴

| | Pelham town, Hampshire County, Massachusetts | | | Amherst Town city, Massachusetts | | on city, etts |
|---|--|--------------------|----------|----------------------------------|----------|------------------|
| Label | Estimate | Margin of Error | Estimate | Margin of Error | Estimate | Margin of Error |
| Total: | 1,285 | ±183 | 39,014 | ±186 | 27,741 | ±174 |
| Speak only English | 1,196 | ±189 | 30,159 | ±965 | 23,787 | ±611 |
| Spanish: | 12 | ±13 | 1,841 | ±407 | 2,124 | ±482 |
| Speak English "very well" | 12 | ±13 | 1,535 | ±335 | 1,465 | ±414 |
| Speak English less than "very well" | 0 | ±13 | 306 | ±134 | 659 | ±250 |
| French, Haitian, or Cajun: | 14 | ±14 | 457 | ±234 | 238 | ±84 |
| Speak English "very well" | 14 | ±14 | 378 | ±175 | 238 | ±84 |
| Speak English less than "very well" | 0 | ±13 | 79 | ±79 | 0 | ±25 |
| German or other West Germanic languages: | 14 | ±12 | 320 | ±142 | 126 | ±76 |
| Speak English "very well" | 10 | ±10 | 288 | ±130 | 126 | ±76 |
| Speak English less than "very well" | 4 | ±6 | 32 | ±46 | 0 | ±25 |
| Russian, Polish, or other Slavic languages: | 27 | ±41 | 281 | ±113 | 132 | ±67 |
| Speak English "very well" | 19 | ±28 | 256 | ±106 | 100 | ±56 |
| Speak English less than "very well" | 8 | ±13 | 25 | ±25 | 32 | ±27 |
| Other Indo-European languages: | 0 | ±13 | 2,106 | ±498 | 677 | ±209 |
| Speak English "very well" | 0 | ±13 | 1,766 | ±472 | 435 | ±168 |
| Speak English less than "very well" | 0 | ±13 | 340 | ±143 | 242 | ±125 |
| Korean: | 0 | ±13 | 327 | ±119 | 23 | ±25 |
| Speak English "very well" | 0 | ±13 | 191 | ±90 | 23 | ±25 |
| Speak English less than "very well" | 0 | ±13 | 136 | ±78 | 0 | ±25 |
| Chinese (incl. Mandarin, Cantonese): | 8 | ±13 | 1,828 | ±270 | 358 | ±118 |
| Speak English "very well" | 8 | ±13 | 1,021 | ±215 | 279 | ±109 |
| Speak English less than "very well" | 0 | ±13 | 807 | ±179 | 79 | ±47 |
| Vietnamese: | 0 | ±13 | 415 | ±116 | 56 | ±43 |
| Speak English "very well" | 0 | ±13 | 343 | ±117 | 39 | ±35 |
| Speak English less than "very well" | 0 | ±13 | 72 | ±48 | 17 | ±25 |
| Tagalog (incl. Filipino): | 0 | ±13 | 71 | ±98 | 0 | ±25 |

⁴ The table can be accessed directly at the following link:

 $\frac{https://data.census.gov/cedsci/table?q=c16001\&g=0600000US2501552560_1600000US2501370,2546330\&y=20200\&tid=ACSDT5Y2020.C16001_$

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| Speak English "very well" | 0 | ±13 | 71 | ±98 | 0 | ±25 |
|-------------------------------------|----|-----|-----|------|----|-----|
| Speak English less than "very well" | 0 | ±13 | 0 | ±28 | 0 | ±25 |
| Other Asian and Pacific Island | | | | | | |
| languages: | 0 | ±13 | 644 | ±302 | 92 | ±47 |
| Speak English "very well" | 0 | ±13 | 399 | ±190 | 89 | ±47 |
| Speak English less than "very well" | 0 | ±13 | 245 | ±157 | 3 | ±5 |
| Arabic: | 0 | ±13 | 115 | ±90 | 29 | ±28 |
| Speak English "very well" | 0 | ±13 | 103 | ±76 | 19 | ±24 |
| Speak English less than "very well" | 0 | ±13 | 12 | ±18 | 10 | ±17 |
| Other and unspecified languages: | 14 | ±18 | 450 | ±174 | 99 | ±57 |
| Speak English "very well" | 14 | ±18 | 439 | ±172 | 99 | ±57 |
| Speak English less than "very well" | 0 | ±13 | 11 | ±19 | 0 | ±25 |

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

Original source data for Table B16001, entitled Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over, from the 2015 American Community Survey.⁵

| | | n, Hampshire | Amherst town, Hampshire County, Massachusetts | | Northampton city, Massachusetts | |
|-------------------------------------|----------|--------------------|---|-----------------|------------------------------------|-----------------|
| Label | Estimate | Margin of Error | Estimate | Margin of Error | Estimate | Margin of Error |
| Total: | 1,260 | ±102 | 38,608 | ±185 | 27,505 | ±191 |
| Speak only English | 1,174 | ±92 | 32,330 | ±623 | 24,238 | ±490 |
| Spanish or Spanish Creole: | 15 | ±17 | 1,424 | ±304 | 1,452 | ±333 |
| Speak English "very well" | 5 | ±7 | 1,123 | ±288 | 1,081 | ±284 |
| Speak English less than "very well" | 10 | ±16 | 301 | ±121 | 371 | ±149 |
| French (incl. Patois, Cajun): | 29 | ±13 | 334 | ±266 | 364 | ±154 |
| Speak English "very well" | 16 | ±11 | 334 | ±266 | 364 | ±154 |
| Speak English less than "very well" | 13 | ±9 | 0 | ±25 | 0 | ±22 |
| French Creole: | 0 | ±12 | 20 | ±29 | 6 | ±13 |
| Speak English "very well" | 0 | ±12 | 20 | ±29 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 6 | ±13 |
| Italian: | 6 | ±8 | 30 | ±33 | 29 | ±37 |
| Speak English "very well" | 0 | ±12 | 30 | ±33 | 29 | ±37 |
| Speak English less than "very well" | 6 | ±8 | 0 | ±25 | 0 | ±22 |
| Portuguese or Portuguese Creole: | 7 | ±7 | 151 | ±99 | 142 | ±100 |
| Speak English "very well" | 7 | ±7 | 141 | ±97 | 142 | ±100 |

⁵ The table can be accessed directly at the following link: https://data.census.gov/cedsci/table?q=b16001&g=0600000US2501501325,2501552560 1600000US2546330

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|-------------------------------------|----|-----|-----|------|------------------|-----|
| Speak English less than "very well" | 0 | ±12 | 10 | ±20 | 0 | ±22 |
| German: | 26 | ±21 | 183 | ±72 | 81 | ±60 |
| Speak English "very well" | 23 | ±17 | 183 | ±72 | 81 | ±60 |
| Speak English less than "very well" | 3 | ±5 | 0 | ±25 | 0 | ±22 |
| Yiddish: | 0 | ±12 | 13 | ±20 | 0 | ±22 |
| Speak English "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 13 | ±20 | 0 | ±22 |
| Other West Germanic languages: | 0 | ±12 | 39 | ±36 | 5 | ±9 |
| Speak English "very well" | 0 | ±12 | 39 | ±36 | 5 | ±9 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Scandinavian languages: | 0 | ±12 | 24 | ±26 | 0 | ±22 |
| Speak English "very well" | 0 | ±12 | 24 | ±26 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Greek: | 0 | ±12 | 22 | ±26 | 43 | ±54 |
| Speak English "very well" | 0 | ±12 | 22 | ±26 | 11 | ±17 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 32 | ±38 |
| Russian: | 3 | ±4 | 26 | ±27 | 63 | ±46 |
| Speak English "very well" | 3 | ±4 | 26 | ±27 | 63 | ±46 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Polish: | 0 | ±12 | 4 | ±8 | 147 | ±89 |
| Speak English "very well" | 0 | ±12 | 4 | ±8 | 105 | ±76 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 42 | ±51 |
| Serbo-Croatian: | 0 | ±12 | 39 | ±33 | 22 | ±27 |
| Speak English "very well" | 0 | ±12 | 39 | ±33 | 22 | ±27 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Other Slavic languages: | 0 | ±12 | 13 | ±17 | 0 | ±22 |
| Speak English "very well" | 0 | ±12 | 13 | ±17 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Armenian: | 0 | ±12 | 9 | ±17 | 10 | ±15 |
| Speak English "very well" | 0 | ±12 | 9 | ±17 | 10 | ±15 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Persian: | 0 | ±12 | 60 | ±50 | 22 | ±29 |
| Speak English "very well" | 0 | ±12 | 24 | ±33 | 15 | ±21 |
| Speak English less than "very well" | 0 | ±12 | 36 | ±37 | 7 | ±12 |
| Gujarati: | 0 | ±12 | 82 | ±53 | 0 | ±22 |
| Speak English "very well" | 0 | ±12 | 82 | ±53 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Hindi: | 0 | ±12 | 60 | ±70 | 0 | ±22 |
| Speak English "very well" | 0 | ±12 | 60 | ±70 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Urdu: | 0 | ±12 | 137 | ±93 | 18 | ±28 |

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|---|---|-----|-------|------|------------------|------|
| Speak English "very well" | 0 | ±12 | 117 | ±77 | 9 | ±15 |
| Speak English less than "very well" | 0 | ±12 | 20 | ±26 | 9 | ±14 |
| Other Indic languages: | 0 | ±12 | 100 | ±98 | 11 | ±16 |
| Speak English "very well" | 0 | ±12 | 100 | ±98 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 11 | ±16 |
| Other Indo-European languages: | 0 | ±12 | 62 | ±47 | 12 | ±17 |
| Speak English "very well" | 0 | ±12 | 62 | ±47 | 12 | ±17 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Chinese: | 0 | ±12 | 1,852 | ±470 | 196 | ±114 |
| Speak English "very well" | 0 | ±12 | 1,058 | ±288 | 99 | ±52 |
| Speak English less than "very well" | 0 | ±12 | 794 | ±313 | 97 | ±88 |
| Japanese: | 0 | ±12 | 102 | ±71 | 83 | ±81 |
| Speak English "very well" | 0 | ±12 | 72 | ±57 | 60 | ±72 |
| Speak English less than "very well" | 0 | ±12 | 30 | ±34 | 23 | ±37 |
| Korean: | 0 | ±12 | 490 | ±202 | 131 | ±76 |
| Speak English "very well" | 0 | ±12 | 343 | ±144 | 99 | ±65 |
| Speak English less than "very well" | 0 | ±12 | 147 | ±108 | 32 | ±47 |
| Mon-Khmer, Cambodian: | 0 | ±12 | 135 | ±88 | 90 | ±93 |
| Speak English "very well" | 0 | ±12 | 26 | ±34 | 5 | ±9 |
| Speak English less than "very well" | 0 | ±12 | 109 | ±77 | 85 | ±92 |
| Hmong: | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Speak English "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Thai: | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Speak English "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Laotian: | 0 | ±12 | 47 | ±53 | 0 | ±22 |
| Speak English "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 47 | ±53 | 0 | ±22 |
| Vietnamese: | 0 | ±12 | 172 | ±76 | 168 | ±159 |
| Speak English "very well" | 0 | ±12 | 115 | ±64 | 119 | ±113 |
| Speak English less than "very well" | 0 | ±12 | 57 | ±44 | 49 | ±66 |
| Other Asian languages: | 0 | ±12 | 314 | ±147 | 38 | ±30 |
| Speak English "very well" | 0 | ±12 | 290 | ±141 | 30 | ±27 |
| Speak English less than "very well" | 0 | ±12 | 24 | ±27 | 8 | ±12 |
| Tagalog: | 0 | ±12 | 41 | ±36 | 12 | ±19 |
| Speak English "very well" | 0 | ±12 | 29 | ±29 | 12 | ±19 |
| Speak English less than "very well" | 0 | ±12 | 12 | ±20 | 0 | ±22 |
| Other Pacific Island languages: | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Speak English "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| . • • • • • • • • • • • • • • • • • • • | 1 | | I. | I | 1 | |

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| Navajo: | 0 | ±12 | 0 | ±25 | 0 | ±22 |
|-------------------------------------|---|-----|-----|------|----|-----|
| Speak English "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Other Native North American | | | | | | |
| languages: | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Speak English "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Hungarian: | 0 | ±12 | 0 | ±25 | 9 | ±16 |
| Speak English "very well" | 0 | ±12 | 0 | ±25 | 9 | ±16 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Arabic: | 0 | ±12 | 28 | ±34 | 82 | ±67 |
| Speak English "very well" | 0 | ±12 | 28 | ±34 | 73 | ±59 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 9 | ±15 |
| Hebrew: | 0 | ±12 | 12 | ±19 | 27 | ±31 |
| Speak English "very well" | 0 | ±12 | 12 | ±19 | 19 | ±29 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 8 | ±12 |
| African languages: | 0 | ±12 | 253 | ±173 | 4 | ±9 |
| Speak English "very well" | 0 | ±12 | 205 | ±130 | 4 | ±9 |
| Speak English less than "very well" | 0 | ±12 | 48 | ±55 | 0 | ±22 |
| Other and unspecified languages: | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Speak English "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |
| Speak English less than "very well" | 0 | ±12 | 0 | ±25 | 0 | ±22 |