



BY ELECTRONIC MAIL

January 27, 2025

Mark D. Marini, Secretary
Department of Public Utilities
One South Station, 5th Floor
Boston, MA 02110

RE: Town of Norton - Municipal Aggregation Plan, D.P.U. 15-101

Dear Secretary Marini:

Enclosed please find a revised Municipal Aggregation Plan for the Town of Norton ("Revised Plan"), consistent with the Department's Municipal Aggregation Guidelines established in D.P.U. 23-67-A ("Guidelines"). The Town of Norton provided for public review of the Revised Plan from December 11, 2024, to January 13, 2025. This Revised Plan is being submitted to the Department for informational purposes pursuant to Section IX.A. of the Guidelines.

Please let me know if you have any questions in regard to this submission.

Respectfully submitted,

Laura S. Olton
Counsel for Good Energy, L.P.
Consultant to the Town of Norton

cc: D.P.U. 15-101 Service List
Michael Yunits, Town of Norton
Lauren Morris, Hearing Officer
Allison O'Connell, Assistant Attorney General
Andrea Keefe, National Grid
Courtney Mulvey, National Grid

TOWN OF NORTON

REVISED MUNICIPAL AGGREGATION PLAN

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I. INTRODUCTION

This is the municipal aggregation Plan for the Norton Community Electricity Aggregation Program. The Department approved the Town's municipal aggregation plan in 2015 and the program launched its Program in January 2016. The Town has revised its Plan consistent with the municipal aggregation statute, G.L. c. 164, § 134(a) and Department Guidelines. Through the Program, the Town will provide electric supply options to Norton residents and businesses. National Grid, the Town's Electric Distribution Company, will remain responsible for the distribution of electricity, maintaining electric infrastructure and responding to power outages.

The Program allows the Town to decide the features of electric supply options, known as Products. It will continue to be available to all residents and businesses and will launch offering a Default Product and an optional Product. Upon launch in 2016, all Auto-Enroll Customers were automatically enrolled in the Default Product unless they opted out or selected the optional Product. While the Program is active, Participants can switch to an optional Product or opt out to choose another Competitive Supplier or the National Grid Basic Service. Those not initially participating can join the Program at any time.

The Program will continue to provide electric supply options that match the diverse needs and preferences of our community, which include:

- Negotiating the best terms and conditions for electric supply: It is important to note that the Program cannot guarantee prices will be lower than the National Grid Basic Service rates at all times, because Basic Service rates change frequently and future prices are unknown.
- Supporting the growth of renewable electricity.
- Supporting electrification, particularly for heating and transportation currently powered by fossil fuels.

II. DEFINITIONS

Annual Report – means the report that the Municipality shall file annually with the Department that includes Program information for the previous year.

Auto-Enroll Customer – means an Electric Customer who is eligible to be enrolled in the Program on an opt-out basis, specifically all Basic Service customers except for those customers who (1) have informed the Electric Distribution Company they do not want their account information shared with their municipality, or (2) are participating in an optional “green power” program that requires them to remain on Basic Service.

Basic Service – means the electric supply product that the Electric Distribution Company provides to Electric Customers that are not receiving an electric supply product from a Competitive Supplier or through participation in the Program.

Competitive Supplier – means an entity licensed by the Department to sell electric supply products to Electric Customers, as defined in 220 CMR 11.02.

Consultant – means the entity retained by the Municipality to assist with the development and operation of the Plan and Program.

DOER – means the Massachusetts Department of Energy Resources.

DOER Best Practices – means the *DOER Recommended Best Practices for Advancing Clean Energy in Municipal Aggregation Plans*, as may be amended from time to time.

Default Product – means the Product that Participants in the Program receive unless they affirmatively select an alternate Product.

Department – means the Massachusetts Department of Public Utilities.

Electric Customer – means the customer of record of an account with an Electric Distribution Company.

Electric Distribution Company or EDC – means National Grid, the company that provides electric distribution service within the Municipality.

Electric Supply Agreement or ESA – means the contract between the Municipality and a Program Supplier concerning electricity supply for the Program.

Electricity Broker – means an entity that is licensed by the Department to facilitate or otherwise arrange for the purchase and sale of electric supply and related services to customers, as defined in 220 CMR 11.02.

Environmental Justice Population¹ – in Massachusetts, an environmental justice population is a neighborhood that meets one or more of the following criteria:

- the annual median household income is not more than 65 percent of the statewide annual median household income;
- minorities comprise 40 percent or more of the population;
- 25 percent or more of households lack English language proficiency; or
- minorities comprise 25 percent or more of the population and the annual median household income of the Municipality in which the neighborhood is located does not exceed 150 percent of the statewide annual median household income.

Guidelines – means the Department-approved Municipal Aggregation Guidelines in D.P.U. 23-67, as may be amended from time to time.

Municipality or Town – means the Town of Norton.

Opt-In Product - means a Product that Participants in the Program must affirmatively select to receive.

¹ See Environmental Justice Policy of the Executive Office of Energy and Environmental Affairs (Updated June 24, 2021) available at <https://www.mass.gov/doc/environmental-justice-policy6242021-update/download>.

Opt-Out Notice – means the document sent to Auto-Enroll Customers to inform them of their right to opt-out of such enrollment (see Section IV.B.6.a, below).

Participant – means an Electric Customer that is participating in the Program.

Plan – means this municipal aggregation plan.

Product – means an electric supply product available to Participants in the Program.

Program – means the Norton Community Electricity Aggregation program, which aggregates Electric Customers located within its municipal boundaries for the purpose of procuring electric supply and energy-related products and services, pursuant to G.L. c. 164, § 134(a).

Program Supplier – means the Competitive Supplier that is providing electric supply and, if applicable, energy-related products and services to Participants.

III. PROCEDURAL REQUIREMENTS

III.A. INITIATION OF PROCESS

Norton obtained the authorization by a majority vote of its Town Meeting to initiate a process to develop a municipal aggregation plan on October 20, 2014.

III.B. CONSULTATION WITH DOER

The Town consulted with DOER in developing its Plan, pursuant to G.L. c. 164, § 134(a), in a meeting on May 20, 2015 which included its Consultant, Good Energy.

III.C. PUBLIC REVIEW

The Town made its proposed Plan available for public review from March 30, 2015 through April 14, 2015 through a prominent link on its municipal website.

The Department approved the Plan on October 2, 2015, and the Program launched on January 2016.

The Town revised the Plan and made it available for public review from December 11, 2024, through January 13, 2025, at the Town Hall and on its website.

IV. PLAN ELEMENTS

IV.A. ORGANIZATIONAL STRUCTURE OF THE PROGRAM

Table IV.A identifies the entity or entities (Municipality, Consultant, Program Supplier) that will perform core functions of the Program.

Table IV.A – Organizational Structure

Core Functions	Performing Entity			Plan section in which tasks are described
	Municipality	Consultant	Supplier	
Liaisons/Representatives/Agents				
Municipal Representative/Agent before Department		X		Section V
Liaison with DOER		X		Section III.B
Liaison with Electric Distribution Companies		X		Section VIII
Plan Elements				
Procurement of Supply		X		Section IV.B.2
Product Determination	X			Section IV.B.3
Other Funding/Costs	X			Section IV.B.4
Customer Enrollment			X	Section IV.B.5
Customer Notifications/Outreach/Education	X	X		Section IV.B.6
Ongoing Program Information		X		Section IV.B.7
Program Termination	X			Section IV.B.8
Annual Reports		X		Section VI
Customer Service		X	X	Section IV.A

Customer Service information:

- The Town encourages customers to visit the Program website, MassCEA.com/Norton, to use the online contact forms and to view the latest customer support information and resources.
- Municipality: Michael Yunits, Town Manager, at myunits@nortonmaus.com and 508-285-0210.
- Consultant: Good Energy at support_ma@goodenergy.com and (844) 627-7232.
- Program Supplier: For the current ESA, the Program Supplier is Constellation and can be reached at vst@constellation.com and (833) 461-0813. For future ESAs, supplier contact information will be determined based upon completion of bidding.

IV.B. PROGRAM OPERATION

IV.B.1. Statutory Requirements

Pursuant to G.L. c. 164, § 134(a), a Plan shall provide for:

IV.B.1.a. Universal Access

All customers residing or located within the municipal boundary are eligible to participate in the Program, either through an automatic enrollment process or upon request of the customer to join the Program (see Section IV.B.5, below).

IV.B.1.b. Reliability

Norton has retained the services of Good Energy, a Department-approved Electricity Broker that is licensed to provide municipal aggregation consulting services. Norton offers this as demonstration that it has the technical expertise necessary to operate and manage the Program.

IV.B.1.c. Equitable Treatment of All Customer Classes

Table IV.B.1.c identifies the Plan elements for which the treatment between customer classes (or subclasses) may vary. For each Plan element identified, the Plan explains (in the applicable section below) why the varied treatment is reasonable and appropriate in consideration of the disparate characteristics of each customer class or subclass.

Table IV.B.1.c Equitable Treatment of Customer Classes

Plan Element					
Procurement of Supply (§ IV.B.2)	Product Rate Setting/Renewable Energy Content (§ IV.B.3)	Other Funding Sources/Costs (§ IV.B.4)	Customer Enrollment (§ IV.B.5)	Customer Notification (§ IV.B.6)	Ongoing Program Information (§ IV.B.7)
-	X	-	-	-	-

IV.B.2. Procurement of Supply

Table IV.B.2 identifies: (1) the actions Norton expects to take to procure supply for the Program in the future; and (2) the expected timeline for each action, identified as the number of days after Day 0, the day the Town has determined to proceed with a bid.

Table IV.B.2 - Procurement of Supply²

Procurement Steps	Expected Timeline
Issue Request for Proposals	15
Negotiate ESA	15 through 44
Evaluate Bids & Execute ESA	45

The Consultant will manage the procurement of supply, and all final procurement decisions will be made by the Town. Whether the Town conducts an individual solicitation or participates in a solicitation with a buying group, at the conclusion of the bidding process it will select a Competitive Supplier offer appropriate for its residents and businesses. Participation in a buying group shall not require the Town to select the same price, terms or Competitive Supplier as other members of the buying group. If none of the bids are satisfactory, the Town will reject all bids and repeat the solicitation for bids as often as needed until market conditions yield an offer that is acceptable.

IV.B.3. Product Information

Table IV.B.3 identifies, for each Product, (1) the components of the rates that will be charged to Participants, and (2) the renewable energy content, including the types of renewable energy resources that comprise the voluntary component. All funds collected through rates will be used specifically for the benefit of the Program.

The Table and discussion below describe the Town's Products in the current ESA and its expected approach to its Products and its process to make final determinations for future ESAs. The Plan addresses how Norton will update this table in Section IV.B.7 (Ongoing Program Information), below.

² As Norton has already launched its program, the Town does not need to notify the EDCs of Department approval nor file any updates on procurement timelines in the docketed proceeding with the Department.

Table IV.B.3 - Product Information

	Standard (Default)	Plus (Optional)
Rate Components (in \$/kWh)		
Supply and Renewable Energy Content	\$0.15684	\$0.17272
Consultant Services	\$0.001	\$0.001
Municipality Services	0	0
Other Services	0	0
TOTAL	\$ 0.15784	\$ 0.17372
Renewable Energy Content (in % of total)		
Required (2024)	62%	62%
Voluntary RPS Class I	0%	38%
TOTAL	62%	100%
Supplier Name	Constellation	Constellation
Effective Dates	December 2023 through November 2025 meter reads	December 2023 through November 2025 meter reads

Number of Products: The Program currently offers a Default Product and one Opt-In Product.

Rate Components - Uses and Values:

- *Supply and renewable energy component:* This component comprises the cost of all-requirements power supply, all renewable energy required by the Commonwealth, and any additional renewable energy added by the Town. The value of this component is determined by the unit pricing provided by bidding suppliers and the quantity of additional renewable energy the Town desires in each Product. In the current ESA, the Town selected the Standard Product as designed to meet the Massachusetts renewable energy requirements. The Plus Product was chosen to incorporate enough voluntary renewable energy to always total 100% renewable content.
- *Consultant services component:* This component is the cost of Consultant services to administer the Program, whose responsibilities include: representing the Town before the Department, including securing regulatory approvals and maintaining compliance with legal and regulatory requirements; strategizing for and managing the procurement of electric supply; developing and implementing the public education plan; interacting with the Electric Distribution Company; monitoring the ESA; preparing reports to the Town; developing and maintaining a comprehensive, branded Program website; providing Program customer support by telephone and email, including addressing customer complaints; receiving customer requests to enroll, change program options, or opt-out; forwarding those requests to the Program Supplier and monitoring implementation; overseeing periodic automatic enrollment mailings to new customers; monitoring Program Supplier performance; monitoring electricity market and

regulatory developments; and producing regulatory reports and managing supplemental filings with the Department (e.g., Plan amendments). The value of this component in the current ESA is \$0.001 per kilowatt hour for all Products.

- *Municipality services or other services components:* The Town does not include additional components in the current ESA.

DOER Best Practices: The Town is aware of the DOER Best Practices. The Town intends this Program to provide economic and environmental benefits to the community, as well as accelerate the State's progress toward its clean energy goals. The Town utilizes DOER's Best Practice #3, the purchase of additional Massachusetts Class I RECs (i.e. New England-based renewable energy) in the optional Plus Product, in its current ESA. This approach supports the Commonwealth's emissions reduction goals and enables the Town to provide its residents and businesses an option for cleaner power and to contribute to the growth of clean energy in the New England region at scale. The Town expects to explore the opportunity to use rate components to finance new, local clean energy facilities (DOER's Best Practice #1), and, if pursued, is most likely to integrate such a solution in a subsequent ESA. The Municipality will assess the need for and benefits of using a rate component to fund some or part of municipal staff time (DOER's Best Practice #2) but is not doing so during the current ESA.

Differences in Rate Setting: The Program may distinguish among customer rate classes by soliciting separate Program pricing for each of those classes. Such varied treatment is appropriate given differences in load profile and individual customer usage and demand, such that pricing will be based on the cost to serve each customer class.

The Program may distinguish among the following Participants:

- Medium, large and very large business customers that join after the start of an ESA may receive pricing based on then-current market prices at the time the customer joins the Program. This treatment is reasonable as these customers represent a greater quantity risk to the Program Supplier than other new customers, and therefore they would impose greater costs on the Program, and the costs to serve them at that time may be different.
- Customers re-joining the Program after having previously opted out may be offered market-based pricing. This treatment is reasonable because after leaving the Program, the Program Supplier would not expect to serve that customer's load, and the costs to serve them upon return may be different.
- To the extent authorized by the Department pursuant to D.P.U. 20-145-D and the Guidelines, the Town may pursue Low Income Community Shared Solar established in the Solar Massachusetts Renewable Target (SMART) regulations (225 CMR 20.00) to provide discounts to the low-income residential customers meeting the regulatory requirements. The treatment is reasonable as Community Shared Solar SMART incentives and requirements are unique for the low-income residential customers.

The ESA will establish how the Program will distinguish pricing, and such distinctions will be reflected in the Ongoing Program Information that Norton will make available (see Section

IV.B.7.b).

Decision Making: The Town will finalize the number of Products, the level of renewable energy in each Product, and the values for all rate components and term length for each ESA after conducting a procurement for electric supply and receiving price bids. The Town will make its decisions by assessing the competitiveness of the final prices, the potential environmental benefits and incremental value the Town could create for Program Participants.

Other Energy-Related Products & Services: In addition to Default and Opt-In Products described above, the Town has the discretion to offer other energy-related products or services. At this time, the Town has not identified any such products or services to offer; however, the Town will consider proposals by prospective competitive suppliers during bidding, as well as by its Program Supplier, while the Program is active. The Town will make a decision whether to offer such additional energy-related products and services if the Town determines that doing so would provide incremental value to Program Participants.

IV.B.4. Other Funding Sources/Other Costs to Participants

Norton has not identified other funding sources. Participants will incur no additional costs beyond Product rates.

IV.B.5. Customer Enrollment

IV.B.5.a. Initial Enrollment

For its initial enrollment at launch, Norton conducted the following process, which it will also use for ongoing enrollment of new Auto-Enroll customers. Prior to enrollment, Norton will send an Opt-Out Notice to Auto-Enroll Customers, informing them that they will be automatically enrolled in the Program unless they take the action(s) specified in the Opt-Out Notice. Norton will provide customers with at least 30 calendar days (plus six days to account for delivery) to opt-out of the Program. After that time, Norton will enroll all Auto-Enroll Customers that did not opt out, in accordance with the requirements of the Electric Distribution Company. Auto-Enroll Customers that do not opt out will be enrolled in the Default Product, unless they notify Norton that they seek to receive an Opt-In Product.

IV.B.5.b. Ongoing Enrollment

On a periodic basis, Norton will obtain from National Grid lists of new Auto-Enroll customers that have opened accounts within the municipality, and Norton will automatically enroll such new Auto-Enroll Customers, subject to the opt-out provisions for initial enrollments described above.

Any Electric Customer in the Municipality may voluntarily enroll in (i.e., opt-in to) the Program by any of the following methods: 1) calling the Program's toll-free number; 2)

submitting a form on the Program website; or 3) calling the Program Supplier's toll-free number. Certain customers may receive market pricing, as described above in Section IV.B.3. Rate Setting.

IV.B.5.c. Opt-In Product Enrollment

Any electric customer in the Municipality may voluntarily enroll in (i.e., opt-in to) any Opt-In Product as described in Section IV.B.5.b.

Norton will notify Participants enrolled in an Opt-In Product prior to any change in the Product's rates and/or renewable energy content. At the commencement of the new price/renewable energy content, Participants will continue to receive their current Product, subject to the new applicable price and renewable energy content, unless the Participant informs the Municipality otherwise.

A Participant enrolled in an Opt-In Product that is being discontinued must affirmatively select another Product. If the Participant does not make such a selection, the Participant will be enrolled in the Default Product.

IV.B.6. Customer Notifications

IV.B.6.a. Opt-Out Notice

Norton will deliver an Opt-Out Notice to all Auto-Enroll Customers at least 36 calendar days prior to enrollment. The Opt-Out Notice will inform customers (1) that they are to be automatically enrolled in the Program, (2) that they have the right to opt out of the Program without penalty, and (3) of the actions they must take to opt out. The Notice will include Product information related to price, term, and renewable energy content, and will identify the actions that a customer must take to select an Opt-In Product. Finally, the Notice will include information on Basic Service rates, including how to access it, and the fact that it is available to them without penalty. Attachment 1 includes a representative form of Norton's Opt-Out Notice.

The Town will address residents with limited English proficiency by including a language access document with the Opt-Out Notice. The language access document will contain a message in 26 languages encouraging Auto-Enroll Customers to have the notification translated and providing the Program website address and toll-free number. The Town will provide machine translation of the Program website.

Norton will (1) send the Opt-Out Notices in a clearly marked municipal envelope that identifies it contains important information regarding participation, and (2) include a self-addressed, postage-paid envelope for the opt-out reply card.

IV.B.6.b. Notification of Product Change

Norton will notify Participants of changes in price or renewable energy content of any of its Products. The notification will identify both the Product's existing and new price and renewable energy content and will identify the actions Participants must take if they no longer seek to purchase the existing Product.

IV.B.6.c. Other Notifications

IV.B.6.c.i. General Program Information

Norton may deliver information and educational materials regarding its Program to each Electric Customer within its boundary, including Participants and non-Participants. Norton may request, no more than quarterly, that National Grid provide the information (customer name, mailing address (and service address, if different), and rate class) necessary to facilitate such notifications. Norton will not share this information with Program Suppliers. In the event that Norton sends notices or educational materials to customers enrolled to receive service from a Competitive Supplier, such notification or educational materials will inform those customers that, if they enroll in the Program, they may incur an early cancellation fee from their Competitive Supplier, and that they should check with their Competitive Supplier on this matter before enrolling in the Program.

IV.B.6.c.ii. Program Supplier Communications

Upon approval from the Town, an active Program Supplier may communicate with Participants regarding the Program and, if applicable, energy-related products or services.

IV.B.7. Ongoing Program Information

Norton specifies that it will provide the public with access to the ongoing program information listed in sections a through c, below. Norton will make this information available to the public through a prominent link on the Town's website. Table IV.B.7 identifies the methods by which Norton will communicate to the public how they can access this information.

Table IV.B.7 - Public Access to Ongoing Program Information

Location	Description
Municipal website	Program announcements displayed in a prominent location, consistent with other municipal updates. Machine translation is available on the website. Detailed Program information available through a prominently displayed link to the Program website.
Program website	Will include current rates and all information listed in section 7.a through c below. Copies of the Opt-Out Notices and notifications of product change will be posted on the website. Presentation materials and recordings of public meetings will be posted on the website. Machine translation is available on the website, MassCEA.com/Norton .
Social media accounts	Posts on official Town social media accounts, such as the Norton MA Town Hall on Facebook.
Municipal cable access TV	Announcements sent to Norton Media Center https://www.nortonmediacenter.org/ .
Announcement to local/regional media	Announcements sent for publication in the local media, including The Sun Chronicle https://www.thesunchronicle.com/ .
Physical posting in municipal buildings	Flyers and announcements will be posted in Town Hall, Norton Public Library and Norton Council on Aging.
Municipal departments, boards, and committees	Updates presented to the Select Board as part of regular meetings, which can be attended in person or remotely via virtual meeting platform.

Table IV.B.7 (Continued) - Public Access to Ongoing Program Information

Updates sent to local groups with requests that they publicize it to their constituents:

- Self-Help, Inc. (<https://selfhelpinc.org/>) is a community action agency that serves Whitman and various areas in Southeastern Massachusetts, working with low-income households on programs related to energy assistance and related issues.
- Tri Town Chamber of Commerce (<https://www.tri-townchamber.org/>) is chosen to help connect with non-residential electricity users.
- Norton Housing Authority (<https://www.nortonhousing.org/>) provides low-income families, seniors, and people with disabilities the opportunity to live in safe, decent, affordable and accessible housing.
- Cupboard of Kindness (<https://cupboardofkindness.org/>) provides services to individuals and households in Norton that are experiencing food insecurity and is chosen to help connect the program with that demographic.
- Norton Lions Club (<https://www.e-clubhouse.org/sites/nortonma/>) is chosen to help connect the Program with those interested in the environmental benefits of the electricity supply options.
- Norton Council on Aging (<https://www.nortonma.org/council-aging>) is the Town's organization to support senior citizens in the community and is chosen to help the Program connect with that demographic.
- Religious institutions, such as Saint Mary's Parish (<https://www.stmarysnorton.com/>).

Community
organizations

In the table above:

- The Town does not have substantial populations that have limited English proficiency. Nevertheless, those needing English language assistance will have full access to the Program website via the machine translation option embedded in the website. Additionally, Norton will translate materials if language support needs are identified by the Town or community members in the future.
- Norton does not have any Environmental Justice zones identified based on income, minority status, or language isolation. However, the Town will engage with local

organizations that support economically disadvantaged individuals (e.g. religious groups, Self-Help, Inc.) to help connect with these communities.

- Those who require audial assistance will have access to digital copies of presentations and all announcements will be written, either electronically or in-print. Customer support will be available via email as well.
- Those who require visual assistance will have access to live-streamed meetings as well recordings of those meetings for future access. Screen reader technology will be able to read announcements posted via social media, local media, and on the Program website. Customer support will be available via phone.
- The Town seeks to reach those who may not routinely access the Municipality's website or are otherwise hard to reach by utilizing a diversity of outreach approaches, including existing governmental and non-governmental communication channels (e.g., Select Board meetings and diversity of local community groups), local media, social media, and physical postings. Additionally, meetings will be held in Town-run accessible spaces for those with mobility issues and/or live-streamed for remote access.

IV.B.7.a. Updated Product Information

Norton will update Product rates and renewable energy content as necessary, in the format shown in Table IV.B.3.

IV.B.7.b. Annual Program Information for the Previous Year

Norton will provide Program information annually for the previous year as required by the Guidelines.

- IV.B.7.b.i. Product information - rate components, renewable energy content, and participation
- IV.B.7.b.ii. Product rate component information
- IV.B.7.b.iii. Renewable energy content information
- IV.B.7.b.iv. Organizational structure, as set forth in Table IV.A
- IV.B.7.b.v. Equitable treatment of customer classes, as set forth in Table IV.B.1.c
- IV.B.7.b.vi. Supply procurement activities, as set forth in Table IV.B.2
- IV.B.7.b.vii. Representatives of all notifications sent during the previous year
- IV.B.7.b.viii. Methods of Public Access, as set forth in Table IV.B.7.c.iii

- IV.B.7.b.ix. Other funding source/costs to Participants, if applicable

IV.B.7.c. General Program Information

Norton will provide and maintain access to Program-related documents (e.g., Plan, Department Order, Program press releases) on its Program website.

IV.B.8. Termination of the Program

Norton will take all reasonable actions to ensure a continuous supply of electricity to Participants. Although the Town is not contemplating a termination date, the Program could be terminated upon the termination or expiration of the ESA without any extension or negotiation of a subsequent supply contract, or upon the decision of the Town to dissolve the Program effective on the end date of the existing ESA.

To minimize the chance of termination, at least 90 days prior to the end of the term of the initial ESA, the Town will solicit bids for a new supply agreement to continue the Program with the same or new Competitive Supplier.

In the event of Program termination:

- At least ninety (90) days prior to the termination: the Town will notify the Electric Distribution Company and Department
- At least thirty (30) days prior to the termination:
 - The Town will notify Program Participants through postings on the Program and Town websites, media releases, social media, and a physical posting in Town buildings.
 - The Town will notify the service list for the docket in which the Department approved the Municipality's Plan.
- It will be the responsibility and requirement of the Competitive Supplier to return the customers to Basic Service of the Electric Distribution Company in accordance with the then applicable Electronic Data Interchange rules and procedures.

In the event of Program termination, Norton will not file a new Plan for Department approval for a minimum of two years from the date of termination, defined as the date by which Norton has returned all Participants to Basic Service. The new Plan will fully describe the circumstances that led to the termination, and the steps Norton has taken to protect against a second termination.

IV.B.9. Rights and Responsibilities of Program Participants

Participants will be able to: (1) select any of the Products offered to the applicable customer class or subclass; (2) switch from one Product to another by contacting the Consultant or the

Program Supplier; and (3) leave the Program at any time without penalty by contacting the Consultant, the Program Supplier or Electric Distribution Company.

V. DEPARTMENT REVIEW

Norton will submit this revised Plan to the Department for informational purposes, consistent with the Guidelines, and Section IX below.

Norton's representative before the Department is its Consultant, Good Energy. The Department should include Michael Yunits, Town Manager, at myunits@nortonmaus.com and 508-285-0210, on all correspondences with the Town's Consultant.

VI. ANNUAL REPORTS

Norton will submit the following information annually to the Department related to Program operations during the previous year:

- An Excel spreadsheet in the format shown in the Guidelines, Attachment VI;
- A document that includes the information requirements set forth in Section IV.B.7.b, above.

VII. {RESERVED}

VIII. NOTIFICATIONS TO ELECTRIC DISTRIBUTION COMPANIES

VIII.A. PLAN FILING

Norton, via its Consultant, will notify the Electric Distribution Company upon filing the revised Plan with the Department.

VIII.B. ELECTRIC SUPPLY AGREEMENT

Norton, via its Consultant, will (1) notify National Grid, in a timely manner, when it has executed an agreement with a Program Supplier, and (2) provide the Electric Distribution Company with the information necessary to enroll customers with the Program Supplier. The Town, via its Consultant, shall file the notification in its docketed proceeding at the Department. Customer enrollment will begin no sooner than 60 days from when Norton provides the necessary information to National Grid.

IX. PLAN AND PROGRAM CHANGES

IX.A. PLAN MODIFICATIONS

In the event that Norton seeks to modify its Plan in a manner consistent with the Guidelines, it will allow at least 30 calendar days for public review of the revised Plan. Following public review, Norton will submit the revised Plan to the Department for informational purposes. Norton may seek consultation with the Department to determine if a proposed modification is consistent with the Guidelines.

IX.B. PROGRAM CONSULTANT

In the event that Norton hires a new Consultant, it will notify the Department in writing, identifying the new Consultant and including, if applicable, documentation that the Consultant is an Electricity Broker licensed to provide municipal aggregation consulting services (see Section IV.B.1.b, above).

ATTACHMENT 1 – REPRESENTATIVE OPT-OUT NOTICE

See next page



Town of Norton

NORTON COMMUNITY ELECTRICITY AGGREGATION

Month, Day, Year

The Town of Norton is pleased to introduce you to our electricity supply program, MassCEA.com/Norton. The program is designed to help our community members manage electricity costs and increase renewable energy use. Your participation in Norton’s program is voluntary and this letter explains your options.

Your account is scheduled for automatic enrollment in the Norton Standard supply starting Month 2024.

You may opt out and not participate. You may also choose any of the other options offered by Norton.

If you participate, you can leave the Program at any time in the future, without penalty.

The deadline to opt out is MONTH DAY, 2024.

WHAT IS NORTON COMMUNITY ELECTRICITY AGGREGATION?

Norton Community Electricity Aggregation (CEA) is a group purchasing program, managed by the Town, to provide electricity supply options to residents and businesses in Norton. Your electric bill from National Grid has two sections: Supply (the source of electricity) and Delivery (getting the electricity to you). As your utility, National Grid will always manage Delivery. If you participate in the program:

- What changes?** Participation in the program will only change the name of the supplier and the cost for supply, shown in the Supply section of your electric bill from National Grid.
- What stays the same?** Everything else stays the same. Delivery costs from National Grid do not change. National Grid will continue to manage all electricity billing, and all existing payment arrangements remain in effect, such as budget or balanced billing and low-income rate class discounts. Any solar net metering credits or other solar benefits remain the same, too. National Grid will continue to respond to power outages and maintain poles, wires and your meter.

Norton CEA is a municipal aggregation program, and over 170 other cities and towns operate similar programs. State law structures the program as automatic enrollment and requires that customers have the opportunity to opt out before the program starts. You can opt out of the program now or at any time in the future, without penalty.

ELECTRICITY SUPPLY PRODUCTS

All supply products from Norton CEA offer a stable price, fixed for 23 months, from December 2023 to November 2025. While Norton can never guarantee savings, our automatic enrollment product is designed to be cost-competitive. There is also an option for those looking to support 100% renewable energy.

Norton Standard (Auto-enroll)	Norton Plus (Option)
15.784 ¢/kWh	17.372 ¢/kWh
Meets State minimum renewable energy standards	Adds renewable energy from Class I sources to total 100%

If you participate, you will see Constellation NewEnergy (Norton Agg) as the supplier and the Norton price on your National Grid bill. The Norton price will take effect as of your MONTH YEAR meter read.

YOUR NEXT STEPS

- There is no action necessary to receive the “Norton Standard” product.
- To choose another Norton product, call our Program’s electricity supplier, Constellation, at (833) 461-0813, or submit a request at MassCEA.com/Norton.
- To continue with Basic Service for your electricity supply, you must opt out. **To opt out before being automatically enrolled you must take one of the following actions on or before Month Day, 2024:**

Postmark and mail the enclosed opt-out card

or

call Norton’s supplier, at (833) 461-0813

or

submit the opt-out form at MassCEA.com/Norton

NORTON & COMPARISON TO NATIONAL GRID BASIC SERVICE

	National Grid Basic Service (If you opt out)	Norton Standard (Automatic)	Norton Plus (Option)
Price			
Residential	16.055 ¢/kWh	15.784 ¢/kWh	17.372 ¢/kWh
Small Business	14.823 ¢/kWh		
Large Business	17.453 ¢/kWh* (SEMA)		
Duration	Aug 1, 2024 through Jan 31, 2025 *Large Business: Nov 1, 2024 through Jan 31, 2025	Enrollment through November 2025meter read	Enrollment through November 2025meter read
Renewable Energy			
State-Required	62%	62%	62%
Voluntary (Class I sources)	None	None	38%
Total	62%	62%	100%
Supplier	National Grid	Constellation	Constellation

The Program cannot guarantee savings beyond the current term of Basic Service, because future Basic Service rates are unknown beyond the term above.

- Program prices apply to service beginning and ending on the days of the month that your meter is read.
- Program prices only apply to Supply portion of your electric bill. National Grid will continue to set the Delivery charges on your electric bill.
- Tax-exempt small business customers participating in the Program must provide a copy of their Tax-Exemption Certificate directly to Constellation via email at CNETaxForms@constellation.com or mail at Attn: Tax Team, 1001 Louisiana Street, Suite 2300, Houston, TX 77018 in order to maintain their tax-exempt status.
- At the end of the pricing term, you will be automatically renewed in your current product which may have a higher or lower price and a different percentage of voluntary renewable energy as negotiated by the Town. The Town will announce price changes at least 30 days before any such price change takes effect. Product details will always be available at the Town’s website for the Program: [MassCEA.com/Norton](https://www.mass.gov/service-details/program-summaries).
- The State requires all electricity products to include a minimum amount of renewable energy. The Class I renewables added voluntary by the Town are from new sources located within, or delivered to, New England, and built after 1997. Wind, solar, and low-impact hydro-power are some of the most common sources that qualify for Class I. For more details on Class I sources and the State minimum required renewables, see www.mass.gov/service-details/program-summaries.
- Information about Basic Service: visit www.mass.gov/info-details/basic-service-information-and-rates, or call National Grid at (800) 322-3223.

QUESTIONS & SUPPORT

- [MassCEA.com/Norton](https://www.mass.gov/service-details/program-summaries) has additional details about our program, including a calculator to compare costs.
- To make changes to your enrollment, use the online forms on [MassCEA.com/Norton](https://www.mass.gov/service-details/program-summaries) or call the supplier at (833) 461-0813.
- For questions or troubleshooting, please contact the Town’s consultant that oversees the supplier and manages the program, Good Energy, by using the online form on [MassCEA.com/Norton](https://www.mass.gov/service-details/program-summaries) or calling (844) 627-7232.
- To speak to someone at the Town directly, please contact myunits@nortonmaus.com or call 508-285-0210.
- If you are receiving electricity supply from a competitive supplier, you may have signed up after this mailing list was created. To ensure that you continue to receive your electricity from that competitive supplier and prevent any possible early termination fees, **you must contact Town’s supplier to opt out of the program**. You can do this via the online form on [MassCEA.com/Norton](https://www.mass.gov/service-details/program-summaries) or by calling the supplier at (833) 461-0813.