TOWN OF AVON

REVISED MUNICIPAL AGGREGATION PLAN

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I. INTRODUCTION

This is the municipal aggregation Plan for the Avon Community Electricity Aggregation Program. The Department approved the Town's Plan in November 19, 2018 and the Town launched its Program in July 2019. The Town has revised its Plan consistent with the municipal aggregation statute, M.G.L. c. 164, § 134(a) and Department Guidelines. Through the Program, the Town will continue to provide electric supply options to Avon residents and businesses. National Grid serves as the Town's Electric Distribution Company and 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 Town residents and businesses, offering a Default Product and optional Products. Upon launch in 2019, all Auto-Enroll Customers were enrolled in the Default Product unless they opted out or selected an optional Product. Participants in the Program can switch to an optional Product or opt out to choose another Competitive Supplier or Basic Service from the Electric Distribution Company. 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.
- Using and 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 by DPU regulations (220 CMR 11.02).

Environmental Justice Population[1] – 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.

[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. (last visited February 13, 2026).

Guidelines – means the Department's Municipal Aggregation Guidelines (D.P.U. 23-67, dated July 9, 2024), as may be amended from time to time.

Municipality or Town means the Town of Avon.

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

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 Avon 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 M.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

Avon obtained the authorization by a majority vote of its Board of Selectmen (now known as Select Board) to initiate a process to develop a municipal aggregation plan on December 1, 2015.

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 November 15, 2017, which included its Consultant, Good Energy.

III.C. PUBLIC REVIEW

The Town originally made the aggregation documents available for public review and comment between October 19, 2017 and November 2, 2017.

The Department approved the Plan on November 19, 2018, and the Program launched in July 2019.

The Town revised the Plan and has made it available for public review from November 24, 2026 through December 23, 2026 at the Town Hall and on its website.

IV. PLAN ELEMENTS

IV.A. ORGANIZATIONAL STRUCTURE OF THE PROGRAM

Table IV.A identifies the 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, Avon-CEA.com to use the online contact forms and to view the latest customer support information and resources.
- Municipality: Jonathan Beders, Town Administrator, at jbeder@avon-ma.gov and 508-588-0414.
- Consultant: Good Energy at support_ma@goodenergy.com and (866) 225-5676.
- Program Supplier: For the current ESA, the Program Supplier is Direct Energy and can be reached at aggregationsupport@directenergy.com. and (866) 968-8065. For future ESAs, supplier contact information will be provided upon the completion of

bidding by Good Energy.

IV.B. PROGRAM OPERATION

IV.B.1. Statutory Requirements

Pursuant to M.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

The Town has retained the services of Good Energy, a Department-approved Electricity Broker that is licensed to provide municipal aggregation consulting services. Retention of this Department-approved broker demonstrates the Town has the support of a technical expert 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)
-	Yes	-	-	-	-

IV.B.2. Procurement of Supply

Table IV.B.2 identifies: (1) the actions the Town 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 Supply[2]

Procurement Steps	Expected Timeline (after Day 0)
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 the proposal most appropriate for Town 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 has the right to 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 Avon will update this table in Section IV.B.7 (Ongoing Program Information), below.

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

	Avon Basic(Default)	Avon 100% Green(Optional)
Supply and Renewable Energy Content	$0.13600	$0.14940
Consultant Services	$0.001	$0.001
Municipality Services	0	0
Other Services	0	0
TOTAL SUPPLY PRICE	$0.13700	$0.15040
Required MA Class MA Class I	30%	30%
Required Other Renewables	39%	39%
Minimum Required by Commonwealth (2026)	69%	69%
Voluntary MA Class I	0%	31%
Total MA Class I (Required +Voluntary)	30%	61%
TOTAL RENEWABLE CONTENT (Minimum Required by Commonwealth + Voluntary MA Class I)	69%	100%
Supplier Name	Direct Energy	Direct Energy
Effective Dates	December 2024 to December 2027	December 2024 to December 2027

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 Avon Basic as designed to meet the Massachusetts renewable energy requirements. The Avon 100% Green 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 for this Program to provide economic and environmental benefits to its community, as well as accelerate the Commonwealth'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 Avon 100% Green Product, in its current ESA. This approach supports the Commonwealth's emissions reduction goals and enables the Town to provide residents with an option for cleaner power to the majority of its Participants and to contribute to the growth of clean energy in the New England region at scale. The Town may 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 Town 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 sub-class of residential customers meeting the regulatory requirements.

The ESA will establish how the Program will distinguish pricing, and such distinctions will be reflected in the Ongoing Program Information that the Town 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 the Default and Opt-In Product 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 offers 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

The Town 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, the Town conducted the following process, which it will also use for ongoing enrollment of new Auto-Enroll customers. Prior to enrollment, the Town sent 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. The Town 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, the Town 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 the Town that they seek to receive an Opt-In Product.

IV.B.5.b. Ongoing Enrollment

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

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

The Town 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 Town 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

The Town 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 the Town'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.

The Town 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

The Town 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

The Town may deliver information and educational materials regarding its Program to each Electric Customer within its boundary, including Participants and non-Participants. The Town 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. The Town will not share this information provided by National Grid with Program Suppliers. In the event the Town 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 directly with Participants regarding the Program and, if applicable, energy-related products or services.

IV.B.7. Ongoing Program Information

The Town will provide the public access to the ongoing Program information IV.B.7.a through IV.B.7.c, below. This information will be available to the public through a link displayed prominently on the Town's website. Table IV.B.7 identifies the methods by which the Town 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 IV.B.7.a 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 will be available on the website, Avon-CEA.com .
Social media accounts	Posts on the official Town social media account, such as the Town of Avon pages on Facebook and Instagram.
Municipal cable access TV	Announcements sent to Avon Community Access https://www.avontv.org/ .
Announcement to local/ regional media	Announcements sent for publication in the local media, including The Enterprise.
Physical posting in municipal buildings	Flyers and announcements will be posted in Town Hall, Avon Public Library and Avon 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

Community organizations	Updates sent to local groups with requests that they publicize it to their constituents: -Self-Help, Inc. (https://selfhelpinc.org/) Serves as the regional community action network providing fuel assistance, SNAP application support, and emergency financial stabilization for lower-income families. -Avon Council on Aging (https://www.avon-ma.gov/1734/Council-on-Aging) Coordinates comprehensive health programming, senior socialization networks, medical transportation, and resource referrals for older adults and care partners. -Avon Civic Association (https://www.avoncivic.org/) An all-volunteer civic organization that runs local community engagement initiatives, town calendar publishing, and municipal public gatherings. -Avon Coalition for Everyone's Success (ACES) (https://www.acesavon.com/about) A localized health and wellness coalition focusing on community-wide educational workshops, youth advocacy programs, and public resource sharing.

In the table above:

- The Town has a significant population of residents with limited English proficiency, and commonly speak French, Spanish, and Portuguese, and they will be able to access the entire Program website through embedded machine translation. Translated copies of the Opt-Out Notice and product change notifications, as well as translation services for public meetings, will be provided upon request. The Program Supplier’s customer support will also offer translation services.
- Avon has Environmental Justice zones identified based on minority. The Town will connect with local organizations that are likely to engage with such individuals (e.g., religious groups, the Avon Council on Aging., and Self Help Inc.). The Town will also support residents with limited English proficiency by including a language access document with the Opt-Out Notice. This document will feature a message in 26

languages, encouraging Auto-Enroll Customers to translate the notice and offering the Program website and a toll-free number. The Town will also provide machine translation for the program website.

- 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 its 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 accessible spaces for those with mobility issues and/or live-streamed for remote access.

IV.B.7.a. Updated Product Information

The Town 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

The Town 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

The Town will provide and maintain access to Program-related documents (e.g., Plan, Department Order, Program press releases).

IV.B.8. Termination of the Program

The Town 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 Town'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, the Town 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 the Town has returned all Participants to Basic Service. The new Plan will fully describe the circumstances that led to the termination, and the steps the Town 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

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

Avon's representative before the Department is its Consultant, Good Energy. The Department should include Jonathan "JB" Beders, Town Administrator, at jbeder@avon-ma.gov and 508-588-0414, on all correspondences with the Town's Consultant.

VI. ANNUAL REPORTS

The Town 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

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

VIII.B. ELECTRIC SUPPLY AGREEMENT

Avon, 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 Avon provides the necessary information to National Grid.

IX. PLAN AND PROGRAM CHANGES

IX.A. PLAN MODIFICATIONS

In the event that Avon 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, Avon will submit the revised Plan to the Department for informational purposes. Avon 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 Avon 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- STANDARD REPRESENTATIVE OPT-OUT NOTICE

See next page

Town of Avon

Avon Community Electricity Aggregation

Month Day, Year

The Town of Avon is pleased to introduce you to our electricity supply program, Avon CEA. The program is designed to help our community members manage electricity supply costs and increase the use of renewable energy. This letter explains the program and your options.

Your account is scheduled for automatic enrollment in "Avon Basic" supply beginning with your next available meter read.	Your new supply "Avon Basic" has a fixed price until December 2027.	You may opt out and not participate. You may also select another supply option offered by Avon.

The deadline to opt out of the program before your enrollment begins is Month Day, Year.

Avon CEA is a group purchasing program for electricity supply offered by the Town. Your electric bill from National Grid has two sections: Supply (the source of electricity) and Delivery (getting electricity to you). As your utility, National Grid will always manage Delivery. If you participate in Avon's program:

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

Avon CEA is a municipal aggregation program. More than 200 cities and towns operate similar programs. Massachusetts law structures the program as automatic enrollment and requires that customers can opt out before enrollment. You can opt out of the program at any time, without penalty.

Avon Supply Products

Our automatic enrollment product, Avon Basic, is designed to be cost-competitive and contains the minimum renewable energy required by the State. You may also choose an option with more renewable energy.

Our prices are fixed for 36 months, from December 2024 until your December 2027 meter read.

Avon Basic (Auto-enroll)	Avon 100% Green (Option)
13.700 ¢/kWh	**15.040 ¢/kWh**
meets MA renewable energy requirements	adds MA Class I RECs to required State standards to total 100% RECs

The National Grid Basic Service residential price is 17.185 ¢/kWh August 1, 2026 - January 31, 2027, and contains the minimum amount of renewable energy required by the State. Because National Grid prices change frequently and future rates are unknown, future savings cannot be guaranteed.

If you participate in the program, your National Grid bill will show "Avon Community Electricity - Direct" as the supplier. The Avon price will take effect as of your next available meter read.

Next Steps

- No action is necessary to receive the Avon Basic product.
- To choose Avon 100% Green, call our program's electricity supplier, Direct Energy, at (866) 968-8065, or submit a request at Avon-CEA.com.
- To continue with National Grid Basic Service for 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, Year:**

Postmark and mail the enclosed opt-out card *or* call Avon's supplier at (866) 968-8065 *or* submit the opt-out form at Avon-CEA.com.

Program Comparison to National Grid Basic Service

	National Grid Basic Service (If you opt out)	Avon Basic (Auto-enroll)	Avon 100% Green (Option)
Price			
Residential	17.185 ¢/kWh	13.700 ¢/kWh	15.040 ¢/kWh
Small Business	15.568 ¢/kWh		
Large Business	11.024 ¢/kWh* (SEMA)		
Duration	August 1, 2026 - January 31, 2027	36 months: December 2024 until December 2027	36 months: December 2024 until December 2027
Renewable Energy Content in 2026 (% of total)			
State required	69%	69%	69%
Voluntary (Class I sources)	0%	0%	31%
Total	69%	69%	100%
Supplier	National Grid	Direct Energy	Direct Energy

The program cannot guarantee savings beyond the current term of Basic Service, because future Basic Service rates are unknown.
*The duration for National Grid Basic Service for Large Business customers is three months: August 1, 2026 - October 31, 2026.

- Program prices apply to service beginning and ending on the days of the month that your meter is read.
- Program prices only apply to the Supply portion of your electric bill. National Grid will continue to set the Delivery charges on your electric bill.
- Visit Avon-CEA.com for additional details about our program, including an easy-to-use calculator to compare costs.
- Tax-exempt small business customers participating in the program must provide a copy of their tax-exemption certificate directly to Direct Energy via email at usn.taxexemption@directenergy.com, or mail to Direct Energy, Attn: USN Tax Exemption Dept, PO Box 180, Tulsa OK 74101-0180, to maintain tax-exempt status.
- At the end of the pricing term in December 2027, 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 before any such change takes effect. Product details will always be available on the Town's website for the program: Avon-CEA.com.
- The State requires all electricity products to include a minimum amount of renewable energy. The Town voluntarily adds more Class I renewable energy to Avon 100% Green. Class I renewables come from new sources located within, or delivered to, New England, and were built after 1997. Wind, solar, and low-impact hydropower are some of the most common sources that qualify for Class I. For more details on Class I sources and the minimum amount of renewables required by the State, see http://www.mass.gov/service-details/program-summaries.
- Information about National Grid Basic Service: visit www.mass.gov/info-details/basic-service-information-and-rates or call National Gridat (800) 322-3223.

Questions & Support

To make changes to your enrollment (opt out or enroll in a different product), use the online forms at Avon-CEA.com, or call the supplier at (866) 968-8065. You may opt out of the program at any time with no associated fees or penalties.

- For questions or troubleshooting, please contact Good Energy, the Town's consultant who manages the program, by using the online form on Avon-CEA.com, or by calling (866) 225-5676.
- If you receive electricity supply from a competitive supplier, you may have signed up after this letter was created. To continue to receive your electricity from that competitive supplier and prevent any possible early termination fees, **you must contact Avon's supplier to opt out of the program**. You may do so using the online form on Avon-CEA.com, or by calling the supplier at (866) 968-8065.