

February 25, 2015

***GOOD ENERGY AWARDED THE SRPEDD BID***

On September 25, 2014 the Massachusetts Good Energy Team was unanimously selected by the eight (8) members of the Southeastern Regional Planning and Economic Development District (SRPEDD) Aggregation Committee as their aggregation consultant over five (5) other competitors for 13 municipalities with over 130,000 households in the SRPEDD service area who are interested in aggregating the electricity loads of their residents and businesses.

***GOOD ENERGY SIGNS AN EXCLUSIVE AGREEMENT FOR MA CLASS 1 RECS***

On October 27, 2014 Good Energy signed an exclusive agreement with the recognized leader in the Commonwealth for the sourcing and distribution of Massachusetts Class 1 RECs for its municipal aggregations. This organization provides clear audit trails as it relates to additionality and has unique access to Massachusetts renewable energy projects. This enables customers to have a meaningful impact on the reduction of emissions through local sources with an affordable price-point.

***GOOD ENERGY AWARDED THE CITY OF MELROSE BID CONDUCTED BY MAPC***

On November 3, 2014 the Massachusetts Good Energy Team was selected by the Metropolitan Area Planning Council (MAPC) Selection Committee to be the Aggregation Consultant for the City of Melrose over four (4) other competitors. The criteria for the City of Melrose for renewable energy and greenhouse gas emissions reductions was very strict. It is expected that other municipalities in the MAPC service area will want to participate in this program.

***GOOD ENERGY SUBMITTED MUNICIPAL AGGREGATION PLANS TO DOER***

On February 12, 2015 Good Energy submitted municipal aggregation plans to the Department of Energy Resources (DOER) for 13 municipalities with over 100,000 households to start the DOER / DPU review and approval process. Good Energy is expecting to have municipal aggregation plans for an additional 200,000 households submitted for the DOER / DPU review and approval process by the end of 2015.

***MASSACHUSETTS ELECTRICITY RATES AMONG HIGHEST IN CONTINENTAL U.S.***

The recent local utility fixed Basic Service electric rate increases have made the electric supply rates in Massachusetts among the highest electric supply rates in the continental United States.

The time could not be better for municipal officials to select Good Energy to develop and implement a municipal aggregation plan for the benefit of their residents and businesses.

**MUNICIPAL AGGREGATION  
5 STEPS TO LOWER ELECTRICITY BILLS**

DECISION	WHAT & HOW	WHO
	Place a Municipal Aggregation Article on the Town Meeting Warrant for a vote by residents or vote on Municipal Aggregation at a Town / City Council Meeting. See sample Warrant Article and Town /City Council Motion enclosed.	Selectmen / Town or City Council
	Vote by residents at Town Meeting or vote by Councilors at Town / City Council Meeting.	Voters / Town or City Council
	After acceptance of Municipal Aggregation, the municipality contracts with Good Energy, L.P. Energy and related energy services contracts are exempt from MGL, Chapter 30B.	Selectmen / Town or City Council
	Good Energy, L.P. develops a Municipal Aggregation Plan and guides the plan through the Department of Energy Resources (DOER) and Department of Public Utilities (DPU) municipal aggregation approval process at no cost to the municipality.	GoodEnergy
	After DOER / DPU approval, Good Energy, L.P. develops a Request of Proposals (RFP) for electricity supply from licensed Competitive Suppliers at no cost to the municipality.	GoodEnergy
	Vote to accept or reject Competitive Supplier bid.	Selectmen / Town or City Council
	After acceptance of the Competitive Supplier bid, Good Energy, L.P. mails educational information to residents about the Municipal Aggregation Program at no cost to the municipality.	GoodEnergy
	Accept (by default) or reject (opt-out) participation in the Municipal Aggregation Program.	Individual residents or businesses
	Monitor and operate the Municipal Aggregation Program to maintain lower electricity bills at no cost to the municipality.	GoodEnergy

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## **SAMPLE TOWN MEETING WARRANT ARTICLE FOR MUNICIPAL AGGREGATION OF ELECTRICITY**

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To see if the Town will vote to grant the Board of Selectmen authority to research, develop and participate in a contract, or contracts, to aggregate the electricity load of the residents and businesses in the Town and for other related services, independently, or in joint action with other municipalities, retaining the right of individual residents and businesses to opt-out of the aggregation, or take any other action relative thereto.

Comment:

The Commonwealth of Massachusetts, by enacting Chapter 164 of the Acts of 1997, has established a competitive marketplace through deregulation and restructuring of the electric utility industry. The residents and businesses of our Town have substantial economic, environmental, and social interests at stake and are interested in reducing their electricity rates. If an aggregation of electricity load is implemented in our Town, individual residents and businesses would retain the right to opt-out of the aggregation with no penalty and to choose any other competitive supplier or stay with the default utility.

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## **SAMPLE TOWN / CITY COUNCIL MOTION FOR MUNICIPAL AGGREGATION OF ELECTRICITY**

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That it be ordered that the Town (City) Council authorize the appropriate department(s) to research, develop and participate in a contract, or contracts, to aggregate the electricity load of the residents and businesses in the Town (City) and for other related services, independently, or in joint action with other municipalities, and authorize the Town Manager (Mayor) to execute all documents necessary accomplish the same.

Comment:

The Commonwealth of Massachusetts, by enacting Chapter 164 of the Acts of 1997, has established a competitive marketplace through deregulation and restructuring of the electric utility industry. The residents and businesses of our Town have substantial economic, environmental, and social interests at stake and are interested in reducing their electricity rates. If an aggregation of electricity load is implemented in our Town, individual residents and businesses would retain the right to opt-out of the aggregation with no penalty and to choose any other competitive supplier or stay with the default utility.

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## MUNICIPAL AGGREGATION FREQUENTLY ASKED QUESTIONS

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### **1 What is municipal aggregation?**

Municipal aggregation is simply the formation of a buying group composed of the residents and businesses of one or more municipalities that is developed and operated through the municipal officials of one or more municipalities.

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### **2 What is the objective of municipal aggregation?**

The objective of municipal aggregation is simply to lower the electricity bills through the formation of a buying group composed of the residents and businesses of one or more municipalities without interfering with the level of service provided by the utility (National Grid, Nstar or WMECo) that distributes the electricity supply.

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### **3 What is the cost of municipal aggregation to my municipality?**

**None.** The cost of developing, writing and submitting the municipal aggregation plan; of guiding the plan through the DOER / DPU approval process; of the informational mailing to residents and businesses; of the RFP to competitive suppliers is borne by the municipal aggregation consultant.

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### **4 Why can a municipality or group of municipalities aggregate the electricity load of the residents and businesses within its boundaries?**

In 1997, Massachusetts passed the nation's first electric deregulation law that gives municipalities a strong hand for consumers and the environment. The law builds on traditional franchise authorities of municipalities to act as "community aggregators" (MGL, Chapter 164, Section 134(a)) in a deregulated electric industry, and allows communities to administer tens of millions of dollars paid by their citizens for energy efficiency and renewable energy programs (MGL, Chapter 164, Section 134(b)).

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### **5 Why should a municipality or group of municipalities aggregate the electricity load of the residents and businesses within its boundaries?**

Municipal officials have the opportunity to give their residents and businesses lower electricity rates by aggregating the electricity load of their community and requesting competitive bids for electricity supply from large, national suppliers. This gives a municipality or group of municipalities much stronger buying power than any individual resident or business has when dealing with the utility (National Grid, Nstar or WMECo) that distributes electricity to your community.

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**6 If my municipality votes to participate in a Municipal Aggregation Program, who maintains the electricity system infrastructure?**

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The maintenance and service of the electricity system infrastructure (poles, lines, transformers, etc.) is still the responsibility of the utility that distributes electricity to your community. Municipal Aggregation Programs deal only with the electricity supply that is distributed by the utility.

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**7 If my municipality votes to participate in a Municipal Aggregation Program, is there any risk that electricity supply would not be delivered to me through the electricity system infrastructure?**

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**No.** Electricity will always be delivered by the utility (National Grid, Nstar or WMECo) that distributes electricity to your community.

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**8 Is there any risk to municipal officials, residents or businesses for participating in a Municipal Aggregation Program?**

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**No.** There is no financial or failure of service risk for the municipality. There would never be an interruption of service due to participation in a municipal aggregation. Municipal officials can accept or reject any competitive supplier bid that does not fulfill their objectives for the municipal aggregation plan. Individual residents and businesses can opt-out of the Municipal Aggregation Program at any time without penalty.

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**9 Is there an opportunity to participate in green / renewable energy options through the municipal aggregation process?**

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**Yes.** Good Energy, L.P. has many options for municipalities to participate in green / renewable energy programs.

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**10 Is the municipal aggregation process difficult and time consuming?**

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The municipal aggregation process is simple and fast for municipal officials. The municipal aggregation consultant handles all of the difficult and time consuming parts of the process. See **"5 STEPS TO LOWER ELECTRICITY BILLS"** for a summary of the process.

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**11 Why should my municipality contract with a professional municipal aggregation consultant?**

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Your municipality should contract with a professional municipal aggregation consultant for the same reason your municipality retains a Town Counsel to deal with legal issues and an Auditor to monitor and analyze the financial position of your municipality.

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**12 Why should my municipality contract with Good Energy, L..P. to develop a Municipal Aggregation Plan and operate a Municipal Aggregation Program?**

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Good Energy, L.P. is the largest, most successful municipal aggregation consultant in the country with over 150 municipal aggregations. Good Energy, L. P. has very strong purchasing power with many large, national electricity suppliers to get lower electricity prices. Good Energy, L.P. recently became local by opening an office in Massachusetts.

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## WHY GOOD ENERGY

### **1 National leader in energy aggregation**

Good Energy ran the largest single buying group bid in the country, 50 municipalities, multiple counties, 210,000 households, achieving the lowest rate. Operating in all deregulated markets, we bring the best ideas, methodologies and practices to our clients.

### **2 Track record in saving residents money**

Through 2014, Good Energy is saving 500,000 households about \$100 million on their electricity bills. We will continue to grow our portfolio of households under management in the multiple state deregulated markets.

### **3 Expertise in public sector energy procurement**

We have been consultants for the electric aggregation for public sector entities since 2008.

### **4 Indepth knowledge of suppliers**

Good Energy is supplier neutral, maintaining relationships with 40 national suppliers, knowing their capabilities and understanding that operational excellence is as important as price.

### **5 Aiming for the lowest electric rates**

Proven track record of achieving the lowest electric rates in municipal electricity aggregation.

### **6 The best contract terms and conditions**

Expertise in knowing what to ask for and how to secure the most favorable terms from the suppliers for the benefit of your communities.

### **7 Knowledge of the energy markets**

Managing billions of dollars of energy expenditure for our clients.

### **8 Educating residents and business people**

Infomercials, mailings, FAQs palm cards, Facebook campaigns, call-in centers and more. Good Energy makes the education of residents a high priority.

### **9 Extensive experience with media and the press**

We know how to work with local media to assist with the education process.

**High electricity prices don't have to be a fact of life.  
Buy electricity together and save money for your community's  
residents and businesses.**

**The Problem:**

Up to 60% of electricity generated in Massachusetts is fueled by natural gas. There are not enough pipelines to transport natural gas efficiently into the state. As a result, residential electric rates are highly volatile and have increased dramatically in the last 24 months. This situation is likely to continue until new natural gas pipelines are complete in 2018, at the earliest.

**The Financial Impact to Residents:**

EVERSOURCE electricity supply rates increased dramatically on January 1 2015, to 14.972 cents per kilowatt hour (kWh) for 6 months until July 1, 2015. This represents a 60% increase from the January 2014 electricity supply rate of 9.33 cents per kWh and more than a 100% increase from the January 2013 supply rate of 7.031 cents per kWh.

**The Solution:**

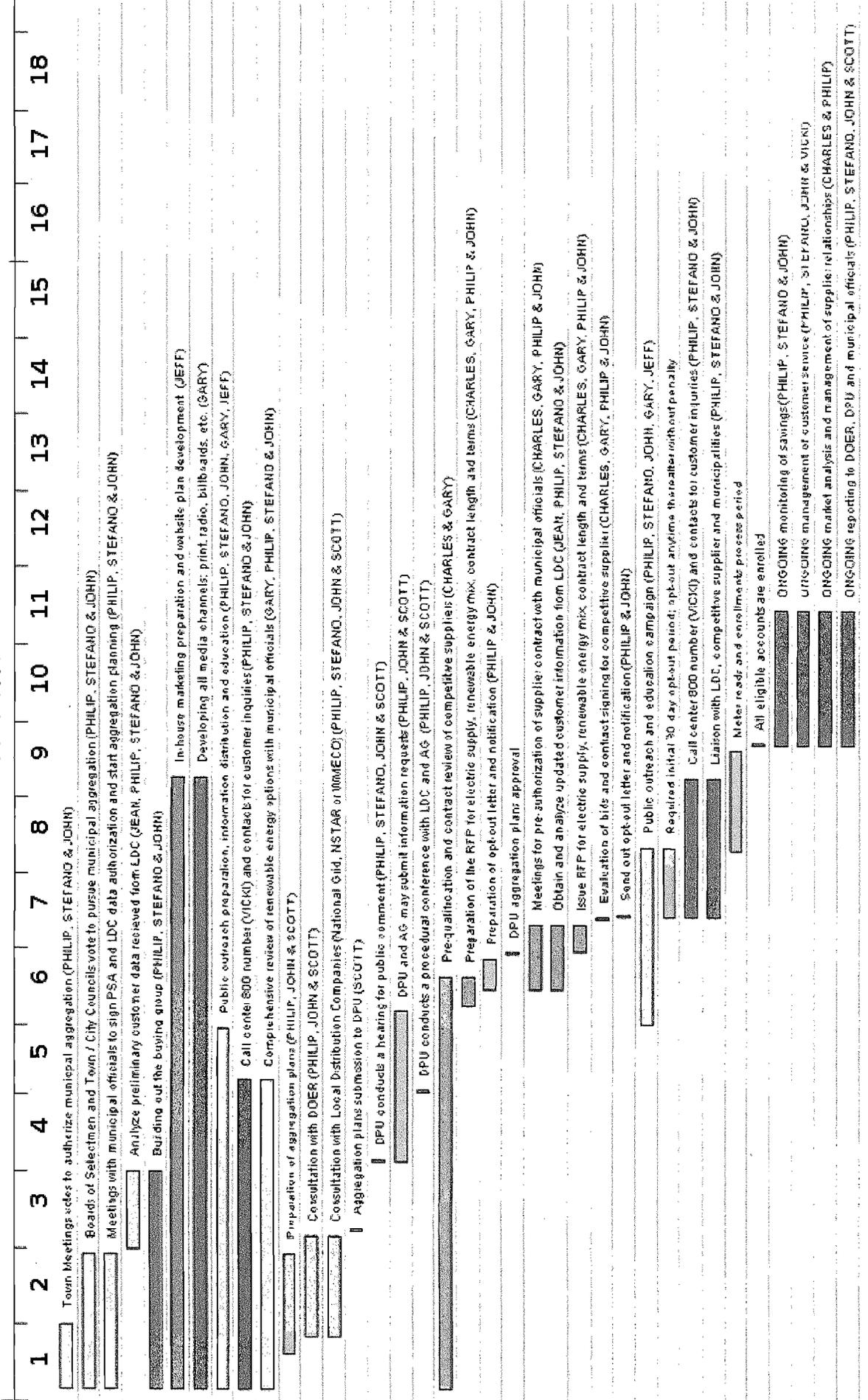
Take control of the electricity prices of your Town. Leverage the collective purchasing power of the residents and businesses to create a buying group for the purpose of procuring the bulk purchase of electricity for lower rates than NSTAR can offer.

**The Benefits:**

- Gain competitive choice
- Gain price stability for the term of the contract and protection from the volatility of local utility pricing;
- Save money with lower electricity rates;
- Increased renewable or "green" energy options
- Individual residents and businesses can opt-out anytime with no penalty or termination fee
- Continue to receive a single bill from EVERSOURCE
- Continue to receive electricity distribution and service from EVERSOURCE
- Protection from unscrupulous direct marketers of electricity.

## AGGREGATION PROCESS TIMELINE WITH MASSACHUSETTS AGGREGATION TEAM ROLES

MONTHS





## SUMMARY OF MASSACHUSETTS AGGREGATION TEAM FUNCTIONS

Team member	Title	Function on Massachusetts Aggregation Team
Charles de Casteja	Managing Partner and Director of Mass Markets and Aggregation	Overall responsibility for all municipal aggregation functions, processes and procedures
Philip Carr	Director of Business Development	Responsible for business development on a national basis for municipal aggregation and customer service in all deregulated markets; currently specializing in the Massachusetts market
John P. O'Rourke	Director of Marketing Northeast	Responsible for all aspects of municipal aggregation for the Massachusetts market including DOER and DPU relationships; aggregation plan marketing, development and operation; and customer service
Scott J. Mueller	Attorney at Law	Responsible for all legal issues concerning municipal aggregation and legal representation before DOER and DPU
Jeff Feith	Chief Marketing Officer	Responsible for all conventional and electronic media design, development and project management and assists in public awareness and education campaigns
Stefano Loretto	Director of Business Development	Responsible for business development for municipal aggregation, specialized commercial accounts and customer service in the Massachusetts and New Jersey markets
Gary Fogelman	Manager, Mass Markets & Renewable Energy	Responsible for all marketing, media, public awareness campaigns; development and management of operational guidelines; specializing in issues concerning renewable energy
Edward Carey	Director of Retail Energy	Responsible for large energy related sales in municipal, commercial and industrial markets in the northeast.
Jean Ketchandi	Manager, Pricing and Contracts	Responsible for all pricing and contracts with competitive suppliers for municipal aggregations and other public and private sector accounts.
Rachel Osinski	Pricing Support & Data Collection	Responsible for administrative support for pricing, data collection, database development and customer service
Vicki Browning	Customer Support, Call Center	Responsible for the call center customer support that answers and resolves customer inquiries and issues

*Six to eight additional Good Energy personnel can be allocated to the Massachusetts municipal aggregation team as needed to function in the areas of public outreach and education, customer service, administration and reporting, and aggregation plan operation.*

# Marketing Campaigns

## Direct Mail, Websites, Infomercials and Analytics.

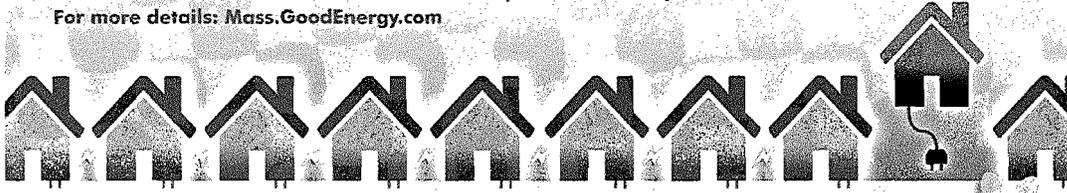
Learn how municipal leaders are saving their residents and businesses millions of dollars on electricity.

CALL NOW: 844-MASS-AGG (627-7244)

For more details: [Mass.GoodEnergy.com](http://Mass.GoodEnergy.com)



Mark your calendars!



**GoodEnergy** Uniquely experienced to save your community money.

### The Problem:

Up to 60% of electricity generated in Massachusetts is fueled by natural gas. There are simply not enough pipelines to efficiently transport natural gas into the state.

### The Impact:

Residential electric rates have increased dramatically in the last 12 months and will remain volatile. Residents don't know what they will be paying for electricity six months from now.

### The Solution:

Take control of your community's electricity needs. Join the Good Energy Municipal Energy Aggregation buying group of cities and towns, leveraging massive bulk purchasing power for your residents and businesses.

### The Benefits:

- Save residents money on their electric bill
- Long-term budget stability
- Renewable energy options
- No early termination fees
- Protection from volatile, rising energy prices

### What Municipal Leaders Need to Do:

Cut-off date for enrollment is November 30, 2014. By that time, communities must have approved the Motion at Council or Article at Fall Town Meeting.

For more information, call or email the leading national consultant in residential aggregation today:

toll free: (844) MASS-AGG (627-7244)

e-mail: [mass-cgg@goodenergy.com](mailto:mass-cgg@goodenergy.com)

website: [www.mass.goodenergy.com](http://www.mass.goodenergy.com)

### ABOUT GOOD ENERGY, L.P.

Good Energy, L.P. is the industry leader in municipal energy aggregation, and uses its national experience to design and implement the most successful turnkey programs. Since 2012, Good Energy has saved 600,000 households in 150 communities more than \$100 million.

**GoodEnergy**  
A Smarter Way to Buy Energy

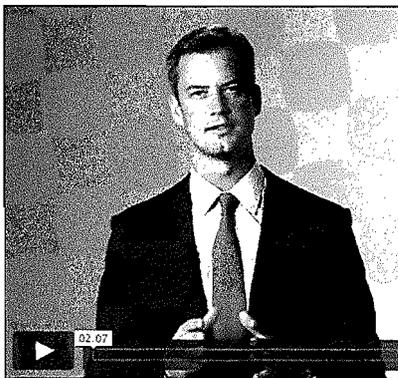
**GoodEnergy**  
A Smarter Way to Buy Energy

Overview | FAQ | Steps to Lower Electricity Bills | Testimonial

High electricity prices don't have to be a fact of



Buy electricity together and save money for your community's residents and businesses.



Request more information

### Overview

Pageviews \* VS. Selected Metric

Pageviews

3,000

1,500

Pageviews  
2,482

Unique Pageviews  
1,393

Avg. Time on Page  
00:01:06

Bounce Rate  
31.70%

Hourly Day Week Month

Aug 1, 2014 - Aug 27, 2014  
Pageviews 2,482