

**Sustainability Advisory Committee Meeting**  
**February 23, 2015**

**Attending:** Jon Briggs, Deb Harrison, Mark MacLean, Carol Hills, Leigh Hafrey and Chuck Kabat, Virginia LeClair

**Guests:** Jim Kern, Town Manager and Stefano Loretto, Business Development Director for GoodEnergy

Jon Briggs opened the meeting of February 23, 2015.

**Approval of Minutes**

The minutes will be reviewed at the next meeting.

**Introduction of new Town Manager, Jim Kern**

James Kern introduced himself and talked about his experience with Community Electricity Aggregation in his former community in Swansea. He explained that about 14 communities that are part of SERPED joined Good Energy in aggregating their electricity and how this was allowed through deregulation. He has put a placeholder on the May Town Meeting warrant for this subject, which would be a vote to further investigate it, but does not commit the Town to anything. Ideally, we would want to have this up and running by the winter months when electricity prices will increase again.

**Community Electricity Aggregation Discussion with GoodEnergy**

Stefano Loretto, Business Development Director for GoodEnergy introduced himself and further explained how through deregulation you can have a 3<sup>rd</sup> party supplier of electricity, but that your delivery would not change, it would remain Eversource. So for example if the power would go out, you would still be calling Eversource. The supply is deregulated, making it available for competitive pricing, but utility companies, like Eversource are required by the Department of Public Utility (DPU) to go out at certain times during the year to bid. GoodEnergy can go out when the market is right to get the best value. By buying electricity strategically for community residential and business electric accounts they can attract larger suppliers by bundling towns together. Residents can opt out of this agreement at anytime without penalty.

Stefano provided a background about GoodEnergy and how they got their start in IL with community aggregation in 2011 and have not lost a town yet. What makes GoodEnergy unique is that they have partnered with Mass Energy Consumers Alliance to offer a renewable option as part of the package. If Dedham would choose to be part of a buying group they can still choose their percentage of renewable that they would like. The renewable portfolio standard for the state is set at 10%, so we would be opting to add another 5% to that standard, but individuals can opt to add more up to 100%. Chuck Kabat summarized it by saying; it costs a bit more to do better.

GoodEnergy also works to get the message out very early to the public about the change in suppliers to help formulate a clear message as to the change that is occurring and to ward off any predator companies. Visit [www.srpedd-muniagg.com](http://www.srpedd-muniagg.com) for example of this public relations strategy.

Chuck Kabat asked about the two dates that the utility companies are locked into and how that is different for GoodEnergy? Stefano responded saying that GoodEnergy is not required to purchase on a certain day like the big utilities, we can purchase when the market is right.

Chuck Kabat followed up with a question pertaining to what states participate in community aggregation of electricity. Stefano explained that the states have to be deregulated - NJ, CA MA, IL are all deregulated states.

Jon Briggs asked if it's better to go in with a group. Stefano responded that a bigger buying group is not necessarily better, but it all depends on timing of the purchase. However, DPU approval is easier with more communities on board, which increases leverage. Energy services are 30b exempt so you are not required to go out to bid.

Chuck Kabat asked what makes you different from your competitors. Stefano responded the bid, education, and now renewable energy.

### **Goals for 2015**

Continued until the next meeting.

### **Old/New Business**

### **Adjourn**

The next meeting was set for Thursday, March 12<sup>th</sup>.

Carol Hills made a motion to adjourn. Deb Harrison second. All in favor.