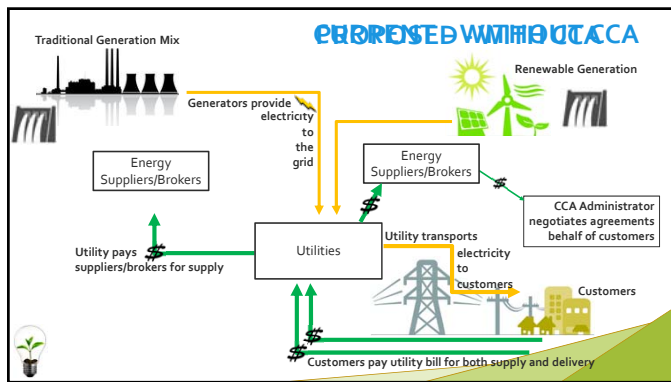


WHAT IS COMMUNITY CHOICE AGGREGATION (CCA)?

- Energy purchase program authorized by the Public Service Commission (PSC) in April 2016
- Allows municipalities to aggregate energy demand and negotiate bulk purchase
- All energy customers are eligible to participate, but some are automatically in the program (opt-out) and some must opt-in based on their service classification

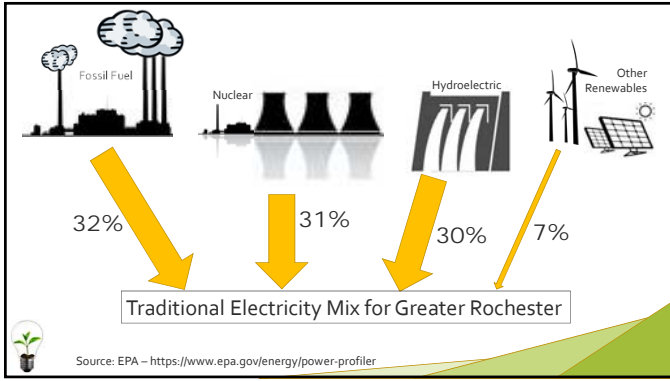


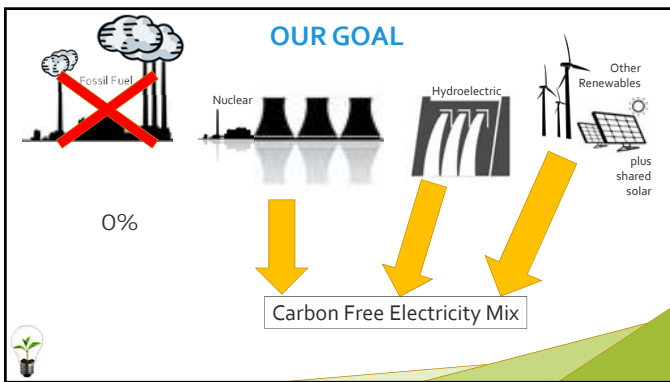


WHAT ARE THE BENEFITS OF CCA?

- Reduced electric rates for residents and small businesses
- Reduced price volatility through fixed rate and longer term contracts
- Can accelerate the transition to renewable energy
- Encourage local renewable energy development and jobs







WHO CAN AUTHORIZE CCA?

- Villages
- Towns
- Cities



Multiple municipalities can work together to form a single CCA that serves several communities.

Authorization requires passage of local enabling legislation

CCA PROGRAM OVERVIEW

- May aggregate electric supply, gas supply, or both
- May include energy efficiency and distributed energy resources like solar
- Customers enrolled on an opt-out basis, but opt out to be easy
- May include customers already contracted with ESCOs on an opt-in basis
- May choose a 100% renewable electricity supply as the default



IMPACT TO CUSTOMERS



Option	Without CCA	With CCA
Choose utility supplied electricity	Yes default – do nothing	Yes opt out of CCA
Choose ESCO supplied electricity	Yes	Yes opt out or remain out
Enjoy bulk buying benefits	No	Yes default – do nothing



CCA ADMINISTRATION FLEXIBILITY

- Municipality can administer its CCA program itself
- Can have a third party administer its CCA program
- Administration costs can be paid from the charges for electricity and are folded into the supplier contract



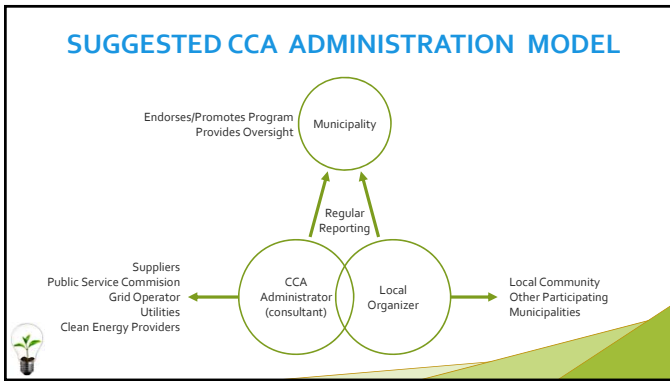


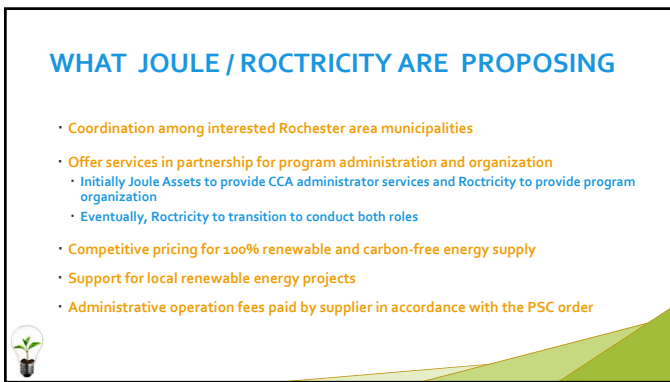
ROCHESTER AREA EFFORT

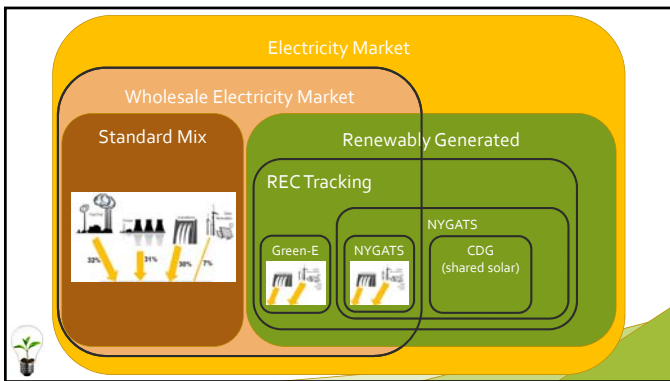
- Group of local professionals concerned about climate change
- Development of Roctricity, LLC / Partnership with Joule
- Synthesis of area goals from many municipalities with focus on
 - Renewable energy
 - Customer savings
 - Local solar generation projects
- Potential future program enhancements

CCA ADMINISTRATOR IMPLEMENTATION PLAN COMPARISONS

Admin. Company:	Good Energy	Joule Assets	MEGA
Company Focus	Energy procurement & Cost saving	Energy procurement, Market-based energy use reduction & Cost saving	Energy Procurement & Cost Saving
Company Type	For-profit	For-profit with local partner	Non-profit
Company Location	NYC headquarters	New York State based	New York State based
ESCO Eligibility	Largest ESCOs serving the region	NY's registered ESCOs, prequalified based on ability to supply renewables	Prequalified ESCOs, based on experience, ability to do admin. work
Pricing	Fixed rate	Fixed rate	Variable or fixed rate
Default Supply	System mix includes: fossil fuel, hydro, nuclear, wind	Municipal Choice (100% renewable, or carbon-free)	Not specified
Renewable Energy	Additional charge: option to buy Renewable Energy Certificates	Sign focus: path created to incorporate local solar generation	Option available: details unspecified
Admin. & Program Organizer	Administrator in NYC Organizer not mentioned	Administrator in NY's Organizer based in service area	ESCO will do admin tasks
Affiliated Organizations	Association of Towns and Conference of Mayors	Local Community Based Partners Disclosed in Appendices, RPCC is one	Not known
Administration Compensation	ESCO remit fee to administrator 15% shared with AOT and CCM. Maintain Platinum Level Sponsorships	ESCO remit fee to administrator. Originate listed in implementation plan would split fee with Joule Assets	ESCO would remit fee to administrator
Local Community Distributed Generation Focus	Not addressed in implementation plan	Develop local renewables Fully addressed in implementation plan	None Not addressed in implementation plan
Additional Initiatives	Green option on option basis, support community sustainability goals	Energy efficiency, Local employment, implement and incentivize sustainability goals	Not mentioned







WHY ROCTRICITY AND JOULE

- **Joule Assets**
 - Comprised of professionals who set up the Westchester CCA
 - Worked with NYSERDA and the PSC to put the New York CCA program in place
 - Implementation plan approved by PSC with shared solar strategy
- **Roctricity**
 - Made up of involved citizens and technical experts in the Rochester area
 - Interest in maximizing the full array of benefits for the community
 - Long-term interest in the success of a greater Rochester CCA
- **The Joule/Roctricity team has already been working with local municipalities and conducting public outreach**



ADMINISTRATOR RESPONSIBILITIES

	Phase I: Planning & Authorization			Phase II: Outreach & Sourcing			Phase III: Launch		Phase IV: Program Development			
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Organizer	Identify Program goals and structure with Municipality; Stakeholder education			Public Outreach Period						Launch Local Operation	Prepare Notification Letter	Process opt-out and enrollment; Customer service
Administrator	Submit Implementation & Data Protection Plans	PSC approval of Program Proposal	Data Security Agreement with Utility; Request Aggregated Data; Source development of Program Portal	Prequalify Competitive Supplier; Solicitation for Renewables and DER; Municipal tax impact analysis	Award Renewables and DER contract(s); Solicitation for Commodity Supply	Evaluate Commodity Supply bids and award Contract	Launch Program Portal; Request Customer-Specific Data; Oversee Notification Letter mailing and ED testing	Train and Support Organizer in Portal management	Ongoing: Program performance analysis, development and integration of DER, regulatory submissions, information sharing, grant writing support, and reporting			
Program Municipality	Select CCA Administrator	Adopt Enabling Local Legislation			Approve MRO and Supply Contract	Execute Supply Contract(s); Identify Contract Liaison	Approve Notification Letter					

ROCHESTER AREA STATUS

May 2018

Municipality	Passed Local Law	Selected Administrator
Village of Lima	Yes	Yes
Town of Geneva	Yes	Yes
Village of Brockport	Yes	Yes
Village of Scottsville	Yes	Exploring
City of Geneva	Yes	Pending
Town of Brighton	Yes	Exploring
City of Rochester	Pursuing	Pending
Village of Pittsford	Considering	Pending
Town of Pittsford	Pursuing	Exploring
Town of Irondequoit	Considering	Pending
Village of Honeoye Falls	Considering	Pending



QUESTIONS

Questions and comments about CCA and this presentation can be directed to:

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