

## Attachment A - Education & Outreach Plan

The following describes the Town’s Education & Outreach plan to fully inform and educate potential participants about their opportunities, options and rights for participation in the aggregation program (“Program”). Eligible customers (as defined in Section I of the Plan), including Eligible Customers with limited English language proficiency and disabilities, must be informed that they will be automatically enrolled in the Program and that they will have the right to opt-out of the Program without penalty. The Education & Outreach Plan has the following parts:

1. Program Launch Outreach & Education
2. On-Going Outreach & Education
3. Approach to Overall Education & Outreach
  - 3.1. Enrollment & Pricing
  - 3.2. Required Disclosures & Notices
  - 3.3. Outreach to Persons with Disabilities and Limited English Proficiency
  - 3.4. Limitations on Supplier Communications

### 1. Program Launch

The Town has prepared a ~~preliminary~~ marketing plan and timeline that identifies the steps the Town may take to implement the broad-based public education efforts and send out the opt-out ~~notification documents~~ (“Customer Notification Documents”). The schedule is designed to work towards the estimated date when Eligible Customers will be enrolled in the Program. ~~the Consumer Notification Documents are scheduled to arrive in Eligible Customer’s mailboxes.~~

From estimated date <u>that Electricity Supply Agreement is executed (i.e. Day 31 per Exhibit 1, Section V, Planned Schedule)</u> <del>Consumer Notification Documents arrive in Eligible Customer mailboxes</del>		
Action	<u>Start</u> Days-before	<u>Finish</u> Days-after
A. Launch Program website	<del>120</del> <u>Already Complete</u>	-
B. Update Program website	<del>15</del> <u>32</u>	Ongoing
C. Work with local media resources	<del>15</del> <u>32</u>	<del>30</del> <u>80</u>
• <u>Issue press release/contract announcement to Newspapers and TV Stations</u>	<u>35</u>	<u>37</u>
• <u>Press releases expected publication in Newspapers Radio and TV Stations</u>	<u>38</u>	<u>50</u>
D. Active social media outreach	<del>15</del> <u>35</u>	<del>30</del> <u>80</u>
E. <del>Initial person P</del> presentations	<del>15</del> <u>35</u>	<del>30</del> <u>80</u>
• <u>Presentations to community groups as desired</u>	<u>35</u>	<u>80</u>
• <u>Community-wide presentation after</u>	<u>55</u>	-

<u>Customer Notification Documents mail</u>		
F. Distribute <u>Program details to local groups including marketing materials/brochure</u>	<u>1535</u>	<u>3050</u>
G. Customer help line	<u>1544</u>	Ongoing
H. Mail postcard to all Eligible Customers	<u>544</u>	-
I. <u>Mail Customer Notification Documents arrives to all Eligible Customers</u>	<u>048</u>	0
J. <u>Earliest date Program enrollments may commence.</u>	<u>85</u>	

Sections 1.A through 1.I provide detail on each of the outreach elements identified in the table above.

### 1.A Launch Program Website

~~Timeframe: At least 120 days before the Consumer Notification Documents arrive~~

All information regarding the Program will be posted on the Program website. The Town's website will include, in a prominent location, basic information about the Program with a link to the Program website. For the duration of the Program, the Program website will provide access to all Plan documents, as may be updated from time to time, including the approved ~~Aggregation~~ Plan, Education Plan, opt-out documents and education materials. The Program website will have links to the website of the Local Distribution Company, the Massachusetts Department of Energy Resources (DOER), the Massachusetts Department of Public Utilities (DPU), and the Competitive Supplier. The current supply prices for each Program product may be found at the Program website, [electricity.medfield.net](http://electricity.medfield.net).

### 1.B. Update Program Website

~~Timeframe: Shortly after signing the ESA (~15 days before the estimated date that the Consumer Notification Documents arrive).~~

The Program website (Attachment A-4) will be updated to include information on the product options, including pricing, term length, renewable energy, ~~via~~ RECs; as well as enrollment, opt-up and opt-out forms and phone numbers.

### 1.C. Press Release and Work with Local Media Resources

~~Timeframe: 15 days before to 30 days after the estimated date that the Consumer Notification Documents arrive.~~

The Town will develop press releases (Attachment A-2) to provide to local media resources, including newspapers and public access TV.

- Area Newspapers: The Town will work with Medfield Hometown Weekly, Patch, Medfield Insider and Medfield02052's Blog to disseminate accurate and timely

information about the Program. As part of this targeted outreach to these papers, the Town may seek a meeting with the editorial board to establish a good foundation for continued dialogue over the course of the contract. Other newspaper outlets may include other local publications.

- Local Public Access Television: The Town intends to work with Medfield TV ([www.medfield.tv](http://www.medfield.tv)). Town can record interviews about the Program and Public Service Announcements for upcoming meetings.
- Municipal Staff Interviews: Develop Q&A Scripts (**Attachment A-43**) and prepare municipal staff or volunteers for interviews.

#### 1.D. Active Social Media Outreach (Attachment A-5)

~~Timeframe: 15 days before to 30 days after the estimated date that the customer notification letter arrives.~~

Boost all traditional media coverage on social media platforms, with the goal of driving traffic to the Program website. In concert with the communication leads of the Town, develop a campaign of planned tweets and Facebook posts, timed to coincide with important milestones in order to keep ratepayers informed, particularly those that may not interact with traditional media on a regular basis. Draft content and graphics to accompany the posts, to be made by Town staff. These accounts may include: Town of Medfield website news alerts, Facebook (@TownofMedfield), Twitter (@TownofMedfield) and YouTube (Medfield TV).

Monitor various channels such as Facebook and Instagram for relevant conversations and questions about the Program. Draft responses to comments and questions and utilize social media as a critical tool in engaging with members of the community. These accounts may include: Concerned Citizens of Medfield, Medfield Today and Friends in Medfield.

#### 1.E. Presentations (Attachment A-6)

~~Timeframe: 15 days before to 30 days after the estimated date that the Consumer Notification Documents arrive. Provide community-wide presentation (Attachment A-6) and any other presentations that may be desired by community groups or Select Board.~~

- Local Groups: Connect with local groups and associations to see if representatives of the Town can participate in an upcoming meeting or offer to host a dedicated event. Seek their assistance in identifying how to best connect with customers with limited-English capabilities or disabilities that may prevent them from accessing Program information. Some of the Community-based groups identified to date which the Town may choose to work with include: Medfield Environment Action and Sustainable Medfield, Parent-Teacher Organizations (MedfieldK8PTO.com and Medfield High School).

Reaching the business community will be important. Presenting to MEMO (Medfield Employers & Merchants Organization) can start this dialogue and lead to additional outreach to and connection with businesses.

- Board of Selectmen Meetings: Present or provide materials for the Board of Selectmen meetings and any constituent meetings they may have.

**1.F. Distribute Program details to local groups including marketing materials/brochure (Attachment A-7)**

~~Timeframe: 15 days before to 30 days after the estimated date that the Consumer Notification Documents arrive.~~

Many groups may have a natural interest in promoting awareness about the Program and can be provided with electronic and hard-copy materials with reference information for the Program.

Distribute to key locations such as Municipal offices, Public Library and the Center at Medfield and offer to local groups identified in 1.E.

**1.G. Customer Help Line**

~~Timeframe: At least 15 days before the estimated date that the customer notification letter arrives and ongoing thereafter.~~

Establish customer helplines with the Competitive Supplier and Aggregation Consultant to answer customer inquiries. Help line will be maintained for duration of the program.

**1.H. Mail Postcard to all Eligible Customers (Attachment A-8)**

~~Timeframe: 5 days before the estimated date that the customer notification letter arrives.~~

A postcard with municipal branding establishes that there is a community-sponsored Program and increases the likelihood that recipient engages with the more detailed Consumer Notification Documents.

**1.I. Mail Customer Notification Documents ~~arrive to~~ all Eligible Customers (Exhibit 1, Attachment B)**

Customer Notification Documents (also known as opt-out documents) will be mailed to every Eligible Customer. The Customer Notification Documents will have the appearance of an official communication of the Town, and it will be sent in an envelope clearly marked as containing time-sensitive information related to the Program. The Customer Notification Documents will include:

- an opt-out notice (“Customer Notification Letter”) that will: (1) introduce and describe the program; (2) inform Eligible Customers of their right to opt out and that they will be automatically enrolled if they do not exercise that right; (3) explain how to opt out; and (4) prominently state all Program charges and compare the price and primary terms of Town's competitive supply to the price and terms of the current basic service offering provided by the Local Distribution Company, Eversource. The Department-approved

notice will indicate that because of market changes and differing terms, the Program cannot guarantee savings compared to basic service over the full term of the Program. The notice will also notify eligible customers that the current Basic Service rates can be found by visiting [www.mass.gov/info-details/basic-service-information-and-rates](http://www.mass.gov/info-details/basic-service-information-and-rates) or by calling Eversource at (800) 592-2000.

- the Language Access Document, which will contain a message in 26 languages encouraging Eligible Customers to have the notification translated and providing the Program website address and toll-free number.
- an opt-out reply card, and
- a postage-paid return envelope.

Exemplar copies of the Customer Notification Documents are included in Attachment B.

The Town requested a waiver to provide a Contract Summary Form directly to each customer and instead (1) to include in the Customer Notification Letter and Renewal Notification Letter (a) all of the information included on the Department's Contract Summary Form and (b) a statement informing readers that Product Summary Forms for each Program product are available on the Program website and on file at the Town Administrator's office and (2) to notify any customer proactively enrolling in the Program that Product Summary Forms for each Program product are available on the Program website and on file at the Town Administrator's office. The Department has granted the Town's request from the requirement.

The Customer Notification Documents will be designed by the Aggregation Consultant and the Town and printed and mailed by the Competitive Supplier, who will process the opt-out replies. Eligible Customers will have 33 days from the date of mailing the Customer Notification Documents to return the reply card if they wish to opt out of the Program and the opt-out notice shall identify the return date by which the reply envelope must be mailed and postmarked. The Competitive Supplier shall allow an additional 3 days from the return date for receipt of the opt-out replies before initiating automatic enrollments in the Program (i.e. 37 days total from mailing before enrollment).

## **2. Ongoing Outreach and Education**

The Town ~~intends will to~~ continue outreach and education for consumers after enrollment in the Program, particularly with respect to changes in offerings and prices, which will be posted on the Program website that is linked to the website of the Town. The types of information the Town ~~expects will to~~ communicate through the continuing education efforts include: revisions to programs and prices; responses to frequently asked questions; Program goals and performance; rights and procedures for Program participants; contact information for consumer inquiries, ~~and~~ details regarding the Program's electric supply and renewable attributes, and energy source disclosure labels.

## 2.A. Revisions to Programs & Prices

All changes in prices and REC content for Program products will be communicated through postings on the Program and Town websites, media releases, social media, a physical posting in Town buildings and a direct mail notice. The communication will be made at least thirty days prior to the effective date of the price or REC change, and Program participants will be informed of the new price, term, fees, renewable energy content and applicable price, term, fees and renewable energy content of their current product, in compliance with all Department language access and design requirements, and will be informed that they may opt out of the Program at any time and return to basic service at no charge.

The direct mail notification for the price change (“Price Change Documents”) will have the appearance of an official communication of the Town and will be sent in an envelope clearly marked as containing time-sensitive information related to the Program. The Price Change Documents will include:

- Renewal Notification Letter: the Renewal Notification Letter is substantially similar to the Customer Notification Letter, particularly in that it will identify price, term and renewable energy content of the current product in which the customer is enrolled, the product into which the customer will be enrolled if the customer takes no action, and the price, term and renewable energy content of the new product or products(s) available via the Program. The Renewal Notification Letter has two versions, one for customers that will automatically renew in their current product at the new price and one for customers that will automatically enroll in the standard product at its new price. See **Exhibit 1, Attachment B** for exemplar copies of the letters.
- Language Access Document, which will contain a message in 26 languages encouraging Eligible Customers to have the notification translated and providing the Program website address and toll-free number.

If, after Program launch, there is a change in law, due to a Regulatory Event under Article 17 of the ESA or a New Taxes under Articles 1.24, 7.4.4 and 17 of the ESA, that results in a direct, material increase in costs during the term of the ESA, the Municipality and the competitive supplier will negotiate a potential change in the Program price. Any resulting price change shall be communicated to Program participants as described above. The Municipality shall also notify the Department’s Consumer Division prior to implementation of any change in the Program price related to a Regulatory Event or New Taxes. Such notice shall be provided to the Department ten days prior to notifying customers and will include copies of all media releases, postings on the Municipality and Program websites and any other communications the Municipality intends to provide to customers regarding the price change.

If the Municipality enters into a new ESA, all current customers will be notified of any changes in price or renewable content of the product offerings as provided in above. If the Town seeks to change the voluntary renewable energy content for any product, it also will notify Program participants of the change as described above. Customers enrolled in an optional opt-in that will change renewable energy content in the new ESA will be informed that they must affirmatively re-enroll in the new optional product (or affirmatively enroll in the standard product or other

optional product) or they will be enrolled in the new standard product. Customers enrolled in the standard opt-out product or an optional opt-in product that will maintain the same renewable energy content in the new ESA will be notified that they will be renewed in their current product under the new ESA unless they opt-out.

### **2.B. Responses to Frequency Asked Questions**

The Town will update the Program website to add or revise content that will address frequently asked questions. The frequency of updates will be based on Town assessment of need.

### **2.C Program Goals & Performance**

Program goals and performance will be communicated via updates to the Program website. Additionally, the Program may include updates on goals and performance as part of any price change communications, defined in Section IV.d of the Plan, including the Renewal Notification Letter (see **Exhibit 1, Attachment B** for exemplar Renewal Notification Letter). Any updates on the Program's financial performance will include appropriate disclaimers per Section 3.B below. The frequency of updates to the Program website will be based on Town assessment of need. The Program may also conduct awareness campaigns for goals to increase participation in optional products that have more renewable energy resources than the minimum amount required by the Commonwealth. Such campaigns may utilize flyers and bookmarks, lawn signs, social media postings, participation in local events and virtual and in-person meetings. The frequency of such campaigns and methods to be used will be determined by the Town based on its assessment of the need and optimal timing.

### **2.D Rights and Procedures for Program Participants**

The Program website will document the rights of Program participants, including the right to opt-out at any time without penalty, and will document the procedures for enrolling, changing products and opting-out. Additionally, the Program website will house a copy of the Plan and Electricity Services Agreement (ESA) for the public to view all of the rights and procedures contained therein. Rights and applicable enrollment procedures will be communicated to:

- To Program participants, when the Program transitions to a new ESA, via the Renewal Notification Letter, defined in Section IV.d of the Plan, (see also **Exhibit 1, Attachment B** for exemplar Renewal Notification Letter); and
- To New Eligible Customers, via the Customer Notification Letter, defined in Section IV.b.ii of the Plan (see also **Exhibit 1, Attachment B** for exemplar Customer Notification Letter).

### **2.E Contact Information for Customer Inquiries**

The Program website will provide phone and email contact information for customer inquiries. Additionally, contact information for customer inquiries will be communicated:

- To Program participants, when the Program transitions to a new ESA, via the Renewal Notification Letter, defined in Section IV.d of the Plan, (see also **Exhibit 1, Attachment B** for exemplar Renewal Notification Letter); and
- To New Eligible Customers, via the Customer Notification Letter, defined in Section IV.b.ii of the Plan (see also **Exhibit 1, Attachment B** for exemplar Customer Notification Letter).

## 2.F. Details Regarding the Program's Electric Supply and Renewable Attributes

The Program website will provide information on the price, term length and renewable energy content of the Program products as both text on the Program website and as Product Summary Forms hosted on the Program website (see **Exhibit 1, Attachment B** for exemplar Product Summary Forms). Additionally, such information will be communicated:

- To Program participants, when the Program transitions to a new ESA, via the Renewal Notification Letter, defined in Section IV.d of the Plan, (see also **Exhibit 1, Attachment B** for exemplar Renewal Notification Letter); and
- To New Eligible Customers, via the Customer Notification Letter, defined in Section IV.b.ii of the Plan (see also **Exhibit 1, Attachment B** for exemplar Customer Notification Letter).

New Eligible Customers moving into the Municipality after Program initiation initially will be enrolled in Basic Service with the Local Distribution Company. New Eligible Customers subsequently will receive the same Customer Notification Documents as other Eligible Customers.

~~In addition to the websites, outreach and education may also be provided through: bilingual public service announcements; bilingual interviews with local media outlets; bilingual news releases in local media; notices in newspapers; public postings in municipal offices and other public buildings (i.e. library, Senior Center, etc.) where residents may meet for municipal events; presentations to municipal officials and interested community groups; and information disclosure labels posted quarterly on the Program website.~~

## 2.G. Quarterly Energy Source Disclosure Labels

### 2.1 — Quarterly Information Disclosure

As part of its ongoing service, the Town will provide the quarterly disclosure information required by G.L. c. 164, § 1(F)(6) and 220 C.M.R. § 11.06. The Town requested a waiver from the requirement that the disclosure label be mailed to every customer and sought permission instead to provide the information through alternative means, ~~including press releases, postings at municipal offices or postings on the Program website.~~ The Town expects to make the required disclosures by posting disclosure labels on the Program website on a quarterly basis with notification to customers of the posting through the alternate means described ~~above~~below:

- Each quarter, the Town will publicize the availability of the disclosure label on the Town website with a link to download a PDF of the disclosure label along with explanatory text such as:  
“Medfield Community Electricity, the Town’s electricity Program, has posted the latest Electricity Disclosure Label in the Resources section on the Program website. The Label provides detail on the energy mix for all Program options. The Label is updated quarterly, and the most recent Label is always available on the Program website: [URL] or by request at [Customer Support #].”
- For Quarter 1, the Town will issue a press release with a link to the Program website

- For Quarter 2, the Town will post a notice on the Town’s primary social media account
- For Quarter 3, the Town will post physical notice and disclosure label at the Council on Aging, the Town’s library branches and the Town bulletin board
- For Quarter 4, the Town will submit a notice to the Town’s local access TV station

Collectively, these notifications will cover a diverse range of communication channels and serve to reinforce awareness that the latest label can always be found on the Program website or via phone request.

The notifications of the quarterly disclosure will be made by May 7 for Quarter 1, by August 7 for Quarter 2, by November 7 for Quarter 3 and by February 7 for Quarter 4.

- The Department has granted the Town’s request for a waiver from the information disclosure requirements, subject to the Town’s demonstration in each Annual Report to the Department that its Competitive Supplier has provided the same information to Program ~~participating consumers~~ as effectively as the quarterly mailings required under 220 CMR 11.06(4)(c).

### 3. Approach to Overall Education & Outreach

The outreach efforts described in this section apply to the Program launch as well as on-going outreach.

#### 3.1 ~~A~~ Enrollment and Pricing

Customers will be informed of the various enrollment and pricing procedures both at and after Program initiation. The following is a summary of the enrollment process and pricing by customer class.

##### i. Enrollment

Enrollment <del>S</del> scenario	<del>All Customer Classes</del> Enrollment Procedures
Eligible Customers at <del>P</del> program launch	<u>All Customers</u> <del>A</del> Customer Notification <del>Letter</del> <u>Documents</u> will be mailed to all Eligible Customers at the launch of the Program initiation. After the completion of the 37-day opt-out period, the competitive supplier will enroll all Eligible Customers who did not opt out in the standard product.
New Eligible Customers identified after <del>P</del> program launch	<u>Residential and Small Business Customers</u> <del>A</del> Customer Notification <del>Letter</del> <u>Documents</u> will be mailed to all identified <del>N</del> new Eligible Customers after <del>P</del> program launch. After the completion of the 37-day opt-out period, the competitive supplier will enroll all <del>N</del> new Eligible Customers who did not opt out in the standard

	<p>product.</p> <p><u>Medium, Large and Very Large Business Customers</u> Same as above except Customer Notification Letter will include then-current market-based prices</p>
Customers who opted out and later want to enroll	<p><u>All Customers</u> Customers may request enrollment in any Program product by contacting Program customer support or the <u>Competitive supplier</u> Supplier, who will provide then-current market-based prices.</p>
Customers on third party supply at Pprogram launch who want to enroll in the Pprogram after their supply contract ends	<p><u>All Customers</u> Customers may enroll in any Program product by contacting Program customer support or the <u>Competitive S</u>supplier.</p>
<u>All customers enrolled in the Program at the start of a supply term under a new ESA, including any customers currently on market-based prices.</u>	<p><u>All Customers</u> At least thirty days prior to the effective date of a price change under a new ESA, Program participants will be informed through postings on the Program and Town websites, media releases, social media, a physical posting in Town buildings and a direct mail notice containing the new price, term, fees, renewable energy content and applicable price, term, fees and renewable energy content of their current product, in accordance with Section IV.d of the Plan. Customers enrolled in an optional opt-in that will change renewable energy content in the new ESA will be informed that they must affirmatively re-enroll in the new optional product (or affirmatively enroll in the standard product or other optional product) or they will be enrolled in the new standard product. Customers enrolled in the standard opt-out product or an optional opt-in product that will maintain the same renewable energy content in the new ESA will be notified that they will be renewed in their current product under the new ESA unless they opt-out.</p>

ii.b. Pricing

Enrollment <u>S</u> scenario	<u>Customer Classes</u> Enrollment Procedures
Eligible Customers at Pprogram launch	<u>All Customers</u> <u>Classes</u> <u>Standard contract</u> Program pricing for all product offers.

<p>New Eligible Customers identified after <u>P</u>program launch</p>	<p><i>Residential and Small <del>C&amp;I</del>Business Customers- <del>Standard contract</del>Program pricing for all product offers.</i></p> <p><i>Medium, Large <del>&amp; and</del> Very Large <del>C&amp;I</del>Business Customers</i></p> <p><i>Market-based price based on <u>then-current wholesale prices and Competitive Supplier costs market conditions</u> at the time the customer wants to enroll. <u>Competitive Supplier will provide a market-based price that is fixed for the remainder of the current ESA.</u></i></p>
<p>Customers who opted out and later want to enroll</p>	<p><i>All Customers <del>Classes</del></i></p> <p><i>Market-based pricing based on <u>then-current wholesale prices and Competitive Supplier costs market conditions</u> at the time the customer wants to enroll. <u>The Competitive Supplier will provide a market-based price that is fixed for the remainder of the current ESA.</u></i></p>
<p>Customers on third party supply at <u>P</u>program launch who want to enroll in the <u>P</u>program after their supply contract ends</p>	<p><i>Residential and Small <del>C&amp;I</del>Business Customers <del>Standard contract</del>Program pricing for all product offers.</i></p> <p><i>Medium, Large and Very Large <del>C&amp;I</del>Business Customers</i></p> <p><i>Market-based pricing based on <u>then-current wholesale prices and Competitive Supplier costs at the time the customer wants to enroll. The Competitive Supplier will provide a market-based price that is fixed for the remainder of the current ESA.</u> <del>Customers may enroll in the Program by contacting Program customer support or the competitive supplier.</del></i></p>
<p><u>All customers enrolled in the Program at the start of a supply term under a new ESA, including any customers currently on market-based prices.</u></p>	<p><i>All Customers <u>Program pricing for all product offers.</u></i></p>

### **3.2-B Required Disclosures & Notices**

Savings Not Guaranteed - Any Program materials which include the Town’s goals of lower cost power or cost savings, or which reference price savings, price stability, economic benefits or a like term, will also include in each instance a disclaimer that the Town cannot guarantee that the Program will provide customers with prices lower than the local distribution company's basic service rate that may be in effect at any point of time during the term of any supply contract entered into by the Town.

Automatic Enrollment - All customer education materials (i.e., announcements, slides,

scripts presentations and the Customer Notification Letter) will disclose to Eligible Customers that they will be automatically enrolled in the Program unless they exercise their right to opt-out.

Low Income Discounts Not Affected - Program materials will also include a statement, where appropriate, that discounts provided by the Local Distribution Company to low-income consumers are not affected by the Program.

Competitive Supply Customers – To the extent the Town's Program materials seek to inform competitive supply customers about the Program, it will disclose that such customers may be subject to penalties or early termination fees if they switch from competitive supply to the Program during the term of a contract with the competitive supplier.

~~Price Change - In the event of a price change, customers will be notified of through media releases and postings on the Town and CEA websites at least 30 days prior to the effective date of the price change. At least thirty days prior to the effective date of a price change, Program participants will be informed through postings on the Program and Town websites, media releases, social media, a physical posting in Town buildings and a direct mail notice containing the new price, term, fees, renewable energy content and applicable price, term, fees and renewable energy content of their current product, in compliance with all Department language access and design requirements, and that informs Program participants that they may opt out of the Program at any time and return to basic service at no charge.~~

~~Termination of the ESA - In the event an ESA is terminated as the result of a dispute over a Regulatory Event or New Taxes, and the Municipality does not obtain a replacement ESA, the Municipality will follow the procedures for termination of the Program under Section III (7) of the Plan. In the event the Municipality obtains a replacement ESA it will follow the procedures for termination of the existing ESA and extension of the Program under Section IV.d and IV.e of the Plan.~~

### **3.3—C Outreach to Persons with Disabilities or Limited English Proficiency**

~~The Town will use its Program notifications, customary media outlets and Program website to reach and educate all residents about the details of the Program, including those with limited English proficiency.~~

~~As detailed in Section 3.B, all price change notifications will be in compliance with all Department language access and design requirements.~~

~~Persons with Disabilities - The Town seeks to ensure that all eligible customers are properly informed about their rights and obligations under the aggregation program including those with disabilities.~~ In addition to the Customer Notification ~~Letter~~Documents, the Town plans on using the Program website ~~and radio advertising~~ as well as posters and handouts to ensure effective communication with all eligible customers. To the extent possible public education events will be held in accessible spaces or, in the alternative, will be available on-line for the mobility

impaired. Outreach efforts may be communicated in print and audio formats to provide access to both the hearing and visually impaired.

The Program website will include an Americans with Disabilities Act (ADA) commitment statement asking visitors to contact us to help resolve any accessibility issues on an ad hoc basis.

Assistive technologies such as TTY (TeleTYpe) for the hearing impaired will be integrated into the public outreach materials to accommodate individuals with hearing impairments, such as the reference to the TTY number included in the Language Access Document. Price charts on the Program website~~s~~ will use text rich formats and .pdf files, rather than .jpeg and .png images, so that the charts can be read aloud by a computer. Images will also employ alternate text options so that every page on the website can be read out loud by a computer, leveraging assistive technology.

In addition, the Program website will use WordPress, which conforms with web content accessibility guidelines and is actively working to make their Content Management System (CMS) ADA compliant.

Persons with Limited English Proficiency - ~~The Town will make reasonable efforts through its Program notifications, customary media outlets and program website to reach and educate all residents about the details of the Program, including those with limited English proficiency.~~ At the launch of the Program, the Town will include in its Customer Notification Documents a Language Access Document in the language of limited-English speaking residents. The Language Access Document includes a message in 26 languages encouraging Eligible Customers to have the notification translated and providing the Program website address and toll-free number. The Program website will have translation services that can translate the website text and Program information into more than 100 languages. The website is the primary vehicle for communicating Program information, both before and after the Program launch ~~and any price changes will be announced through media releases and posted on the website with the translation function.~~

The Town will also ~~endeavor to~~ work with individuals who need language support as those needs are identified. The Town has identified those residents within the Town that speak English “less than very well” and that speak another language as their primary language, all of which are less than 1%. The percentages are based on a population of approximately 11,962 residents.

Based on this data, the Town intends to make Program information available in English. Non-English speaking customers can also access the Program website which includes a translation function that translates materials on the website into over 100 different languages.

Population speaking English less than very well		
Language Spoken at Home	Number of Speakers in Medfield	Percent of Total Medfield Population

Spanish	36	0.30%
French (incl. Patois, Cajun)	21	0.18%
Greek	13	0.11%
Hindi	14	0.12%
Other Indic Languages	33	0.28%
Other Indo-European Languages	23	0.19%
Japanese	17	0.14%

Source: 2015 American Community Survey 5-year estimate, Table B16001: Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over. See Attachment A-1 for original source data.

The above-described outreach efforts to educate all customers shall also apply to the Town’s on-going outreach and education as described in Section 2 above.

### **3.4 Limitations on Supplier Communications**

The Competitive Supplier may only communicate with Program participants and/or use the lists of Eligible Customers and Program participants to send Department-approved educational materials, opt-out notices, or other communications essential to the operation of the Program. Such lists may not be used by the Competitive Supplier to market any additional products or services to Eligible Customers or Program participants.

#### Attachments

- A-1 – Residents with Limited English Language Proficiency
- A-2 – Press Release
- A-3 – Q&A Script
- A-4 – Website Screen Shot
- A-5 – Social Media Outreach
- A-6 – PowerPoint Presentation
- A-7 – Brochure
- A-8 – Postcard