

PowerMarket

COMMUNITY CHOICE AGGREGATION (CCA)

Master Implementation Plan

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TABLE OF CONTENTS

Introduction.....	3
The CCA Program.....	4
Open Energy Platform™	8
Outreach and Engagement Plan	9
Customer Help Center.....	11
Program Implementation.....	12
100% Renewable Electricity Supply	13
Community Solar	18
Decarbonization Retrofits	20
Reporting	22
Program Termination	23
Fee Structure.....	23
Definitions and Acronyms	24
Appendix A – Sample Program Notification Letter	29

INTRODUCTION

The PowerMarket CCA Implementation Plan has been developed to demonstrate compliance with requirements set forth in the New York Public Service Commission (the “Commission”) Order Authorizing Framework for Community Choice Aggregation Opt-Out Program in Case 14-M-0224 (the “PSC CCA Order”) and subsequent orders, as well as Commission Orders in Case 15-E-0082, Proceeding on Motion of the Commission as to the Policies, Requirements and Conditions for Implementing a Community Net Metering Program, and other relevant cases.

PowerMarket's CCA program aims to provide clean, affordable, and sustainable energy solutions for communities across New York State. By fostering strong partnerships and offering flexibility, we support community-led energy initiatives through our powerful technology platform.

This CCA Implementation Plan outlines our approach to program design and implementation, giving municipalities a clear understanding of what to expect when selecting PowerMarket as their CCA Administrator. We are committed to excellent performance in both the startup and operation of the CCA program and look forward to supporting New York communities in their transition to a cleaner, more sustainable energy future.

About PowerMarket

Founded in New York in 2014, PowerMarket is a 100% employee-owned company committed to making clean energy more accessible, affordable, and widespread. Managing tens of thousands of subscribers and over 500 megawatts of community solar across multiple U.S. states, PowerMarket is a registered Distributed Energy Resource (DER) provider in New York and a recognized market leader in partnering with community solar asset owners to acquire customers and provide technology-enabled customer support and management services.

PowerMarket's clients include New York municipalities, Fortune 500 companies, small businesses and residential customers who save on their electricity costs every month through community solar subscriptions managed by PowerMarket. With our municipal partners, we develop and implement turn-key community energy programs. PowerMarket has a proven track record of successfully managing large-scale public outreach and education efforts through our work with municipalities on community campaigns to promote community solar to local residents. We are committed to being responsive to community needs and priorities. Our proprietary technology platform, policy and regulatory know-how, and community-led partnerships provide a clear path forward for communities interested in developing a local CCA program.

THE CCA PROGRAM

Community Choice Aggregation (CCA) is a policy authorized by the state of New York, allowing cities, towns, and villages to accelerate the transition to clean energy for residents and small businesses. By leveraging the combined buying power of community members, CCAs can negotiate competitive prices and terms for energy products and services.

CCA programs are created through passage of a Local Law, giving elected officials the power to decide where energy comes from for their community. These programs buy power and clean energy products and services in bulk for homes and small businesses in the participating jurisdiction. All eligible customers are automatically enrolled in the CCA Electricity Supply, but they can choose to opt out if they wish.

PowerMarket's program offerings work together seamlessly to help communities capture the benefits of clean energy. 100% Renewable Electricity ensures CCA members receive their energy from clean, renewable sources like solar, hydro, and wind. Enrolling in community solar allows them to support new, local solar projects while saving money on their bills. Decarbonization retrofits improve buildings to use less energy and rely more on electricity from clean sources. By connecting these programs, CCA Members can take part in different ways to support clean energy in their community. This all-in-one approach helps more people understand and benefit from the new clean energy economy, leading to increased demand for new clean technologies while dramatically reducing the community carbon footprint.

PowerMarket's CCA approach focuses on strong community outreach and engagement, enabling community members to make well-informed energy decisions. We collaborate with local partners and community representatives to raise awareness and generate interest in the program. Consistent communication and inclusive outreach processes ensure that CCA programs provide long-term value to communities transitioning from fossil fuels to clean energy.

PowerMarket may also explore partnerships or subcontracting opportunities with other CCA Administrators, local groups, and industry partners to support CCA and other clean energy initiatives.

Program Options

Municipalities have options regarding the structure and goals of their CCA programs. PowerMarket offers technology-enabled capability to subscribe large numbers of CCA Members into Electricity Supply and seamlessly incorporate a range of sustainable energy technologies into the CCA program.

➤ **100% Renewable Electricity**

At PowerMarket, we offer 100% Renewable Electricity as our default product for enrollment into the CCA. This means that the electricity you receive is backed by New York Renewable Energy Certificates (RECs), ensuring that it comes from renewable sources that contribute to state clean energy goals. As a member of the CCA, you have the option to switch to a Standard supply mix if you prefer. Choosing 100% Renewable Electricity allows you to make green claims about the renewable attributes of the CCA's electricity mix. Additionally, our CCA program complies with protocols and guidelines governing Climate Action Plans and state climate and clean energy programs.

➤ **Community Solar**

Community Distributed Generation (CDG), also known as community solar, is a program that provides direct, guaranteed cost savings on the Utility bills of participants. Community solar farms generate CDG Credits based on the amount of electricity produced by the solar panels. Households, businesses, and community institutions that elect to participate in the program receive a portion of those CDG Credits directly on their electric bill each month to offset the charges on their bill. It directly supports the development of new solar resources in the Utility territories of participating communities.

➤ **Decarbonization Retrofits**

Decarbonization retrofits aim to reduce greenhouse gas emissions in existing buildings that elect to participate by enhancing energy efficiency and promoting beneficial electrification. Key strategies include improving energy efficiency, installing heat pumps, utilizing Distributed Energy Resources (DERs), integrating community thermal solutions, and installing electric vehicle charging infrastructure. PowerMarket's Open Energy Platform™ enables CCA Members to access various clean energy products and services, overcoming challenges associated with connecting to these valuable resources. Innovative ownership models and financing, along with community engagement, foster resilience and increase access to community-led clean energy solutions.

Program Goals

Communities and local governments are critical partners in helping to reach New York's clean energy goals. The broad goals of PowerMarket's community energy programs are to save money, help to grow the economy, and improve the environment throughout New York. The ultimate objective is to make clean energy affordable and accessible to everyone.

Contribute Directly to State and Local Clean Energy Goals

- Speed the transition to clean energy by aggregating the buying power of local residents and businesses
- Support renewable energy resources and decarbonization efforts in New York
- Enable municipalities to claim major reductions in their community carbon footprint

Capture the Economic Benefits of Clean Energy for CCA Members

- Secure competitive pricing
- Facilitate aggregation of individual actions to benefit CCA Members
- Spur investment in good-paying jobs and local economic development
- Utilize programs such as community solar and decarbonization retrofits to lower the cost of energy for participants

Empower Communities to Shape Their Energy Future

- Engage and partner with leaders in the business, civic, and environmental communities
- Empower community members to make informed decisions about their energy choices

Address Equity by Increasing Access to Clean Energy

- Prioritize Low-to-Moderate Income (LMI) households, Disadvantaged Communities (DACs), and Environmental Justice Areas
- Address the needs of non-English speakers

Ensure Transparency and Consumer Protection for All CCA Members

- Negotiate protective contract terms
- Offer clear, transparent pricing
- Protect data to ensure the same level of consumer protections as currently provided by Utilities

Roles and Responsibilities

Two primary stakeholders are involved in the implementation of CCA programs: Participating Municipalities and the CCA Administrator. The CCA Administrator leads most tasks throughout the process, while the Participating Municipality collaborates closely with the CCA Administrator to establish priorities, engage in public education and outreach, and protect the interests of CCA Members and the community.

Participating Municipalities

Participating Municipalities authorize the CCA program through passage of CCA Enabling Legislation. They review and approve program materials, agreements, and other regulatory filings. Municipalities also have an important role in communicating about the program with their constituents. The local government in coordination with trusted local groups and volunteers are well-positioned to serve as a source of education, outreach, and communication to all residents about the program.

CCA Administrator

Among the most important decisions a local government will make is selecting a CCA Administrator to provide guidance and deliver performance in the startup and operation of the CCA program. The CCA Administrator ensures the CCA meets all regulatory requirements and obligations as set forth by the Commission and staff. The CCA Administrator represents Participating Municipalities in negotiations with the Utility, Suppliers, and regulatory agencies. This includes development of regulatory submissions, Utility data requests, solicitations and contract negotiations, messaging and training of local partner organization, customer enrollment (including Notification Letters explaining opt-out procedures), reporting, and integration of clean energy products and services. It is also the CCA Administrator's role to educate stakeholders continuously throughout the process.

Local Partner Organization

From time to time, PowerMarket will engage one or more local partners to provide education and outreach on behalf of the CCA and other services. The Local Partner Organization may be a volunteer group, a non-profit organization (existing or newly established), local government, or other third party. The CCA Administrator and Local Partner Organization may enter into agreements describing a partnership to develop the CCA program, work scoping, and funding and/or fee sharing.

Service-Related Contact

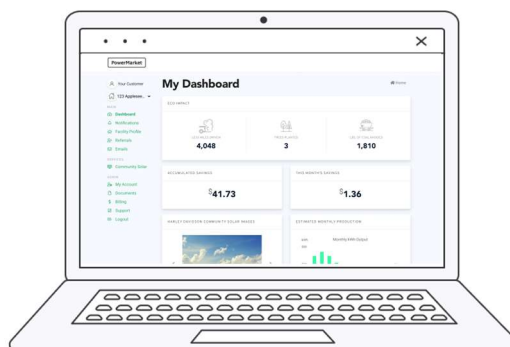
CCA Members will have a single point of contact to address service-related questions and concerns: email our team at hello@powermarket.io, call us at (800) 253-4333, or simply go to www.powermarket.io.

OPEN ENERGY PLATFORM™

PowerMarket's Open Energy Platform™ is a versatile program management and customer engagement platform designed to support innovative clean energy initiatives, including CCA, community solar, and various other offerings. Its modular design and configurable components enable the platform to accommodate a wide range of clean energy products and services. As a customizable and secure solution, the platform can scale alongside the CCA portfolio, offering full integration and white-label capabilities. Furthermore, the platform streamlines billing workflows and services, ensuring seamless and turnkey enrollment into new offerings.

Personal Dashboard

PowerMarket will provide a fully interactive personal dashboard for each CCA Member. After a simple sign-up and onboarding, users can view the current status of their CCA participation, their monthly and cumulative savings, and their environmental impact. The self-service interface makes it easy for CCA Members to enroll in new programs and switch subscription preferences. The platform engages CCA Members with a tangible sense of local participation in clean energy projects and resources.



Data Security

To ensure the safety and security of data, PowerMarket takes extensive measures including regular security testing, restricting physical access, encryption of sensitive data, and monitoring access to network resources. Our cloud-native software, backed by audits from investor-owned utilities and Fortune 500 companies, is designed to securely store, transmit, and process energy and Customer Data. Our IT security policies and procedures have been hardened by years of active system integration with various entities in the energy industry, and we offer a wide range of secure data capabilities to our clients.

OUTREACH AND ENGAGEMENT PLAN

Community engagement, education, and feedback are of the utmost importance throughout the entire process. CCA regulations mandate that the CCA Administrator conducts extensive public outreach over a period of no less than two months, known as the "Outreach Period." The main objective of this period is to offer potential CCA Members the opportunity to learn about clean energy options and decide which products within the CCA program best suit their needs. This approach ensures that customers receive enough information to make well-informed decisions and the chance to opt out of the program if they wish.

In partnership with reliable community organizations, the CCA program will raise awareness through a comprehensive outreach strategy. This strategy aims to foster a sense of community among CCA Members. The outreach and education program will employ various channels to effectively communicate the benefits and options provided by the CCA.

The Outreach and Engagement Plan will consist of the following:

- *Partnerships* Develop partnerships to build awareness in the community with local business improvement districts, chambers of commerce, local economic development agencies, environmental, business, and civic organizations and associations.
- *Website* Basic program information, educational video, and a form to sign up for email updates.
- *Print Materials* Printed and/or online materials suitable for distribution over email, on municipal website, or in-person (flyer, brochure, FAQ).
- *Information Sessions* In person and virtual events are an important part of connecting with the community. The CCA will meet or exceed all regulatory requirements and may include stand-alone events or tabling at farmer's markets, community festivals and fairs, and school events.
- *Social Media* Strategy involves organic and paid social media including video. Effort may include Nextdoor, Facebook,

Instagram, Twitter, LinkedIn and/or other social platforms.

- *Earned Media* Sample content will be provided to local partners for local announcements as newsworthy milestones are achieved. PowerMarket is available to assist implementing a press strategy to result in multiple articles and mentions in the local media markets. PowerMarket may issue press release its role in the CCA program. Identify and cultivate supporters and influencers that can help create publicity, interest, and support.
- *Direct-mail* Mailings to all eligible residences and small businesses in Participating Municipalities with information about the program and its benefits. Include information about local events and directing to people with questions or concerns to the Help Center.
- *Paid Ads* Identify newspaper, magazine, radio, and TV outlets, ad size, frequency and duration of campaign, as necessary.
- *Help Center* Operates during regular business hours.

Outreach plans will be developed that are specific to each community we work with.

CUSTOMER HELP CENTER

PowerMarket has a dedicated customer support group staffed and open during normal business hours to serve CCA customers via phone and email. Our Customer Support team uses all commercially reasonable efforts to provide customer care to CCA Members to help answer questions and to address all CCA-related needs and issues.

Multilingual Support

PowerMarket is committed to multilingual support for participants in all its programs, including employing bilingual staff members. PowerMarket provides phone support in both English and Spanish and provides some program materials and communications in Spanish to those who request it.

Notification Letters will be available on the program website in both English and Spanish.

PROGRAM IMPLEMENTATION

PowerMarket simplifies the process of implementing CCA programs for communities, managing the entire program while involving municipalities only to the extent required by regulations. Before a program is authorized, we submit an Implementation Plan for the Commission's review and approval. Additionally, we confirm that the program has obtained all necessary local authorizations by providing a certified copy of the Local Law adopted by the participating municipality.

Implementation Plan

The purpose of the CCA Implementation Plan is to clearly define the CCA program goals, milestones, and deliverables, while also defining the roles and responsibilities of each project partner. It also addresses the CCA approach to public engagement, outreach, and education. From time to time, updates and supplements to the Implementation Plan will be filed, including final versions of Notification Letters.

In its role as CCA Administrator, PowerMarket collaborates with Participating Municipalities to develop community-specific Implementation Plans or Appendices that address local needs and priorities. Municipalities can proceed under this Implementation Plan by entering into an agreement with PowerMarket to serve as their CCA Administrator.

Certifications of Local Authorization

Regulations require that each Participating Municipality approve Enabling Local Legislation. Each municipality intending to implement a CCA program must exercise its Municipal Home Rule Law authority by enacting a local law, after holding a public hearing on notice, giving itself the requisite legal authority to implement the program. Passage of authorizing legislation does not commit the Participating Municipality to implement CCA. Commitment to launching the program occurs when entering contracts with Suppliers.

Once the Implementation Plan and Certifications of Local Authorization have been reviewed and receive all regulatory approvals, the implementation of each PowerMarket program option will proceed as described in the following sections.

100% RENEWABLE ELECTRICITY SUPPLY

PowerMarket offers a comprehensive approach to sustainable energy by providing a 100% Renewable Electricity Supply product as the default option for Community Choice Aggregation (CCA) members. This renewable energy product is supported by New York Renewable Energy Certificates (RECs) and offers an opportunity for communities to significantly reduce their carbon footprint. Members can also choose to switch to a Standard Supply product or opt out without any fees or penalties.

CCA allows local governments to work individually or collaboratively to secure competitive electricity supplies with the help of their CCA Administrator. By combining the energy needs of residents and small businesses within participating communities, they can negotiate better prices and terms for energy products and services. PowerMarket assists local governments in negotiating and signing Electricity Supply contracts with reputable Energy Services Companies (ESCOs) on behalf of CCA members.

Selecting 100% Renewable Electricity as the default product mix greatly contributes to reducing greenhouse gas emissions. Municipalities with Climate Action Plans can achieve considerable progress in lowering their community's carbon emissions by implementing this program. Additionally, voluntary REC purchases associated with CCA directly support New York State's ambitious goal of reaching 100% zero-emissions electricity by 2040. Combined with PowerMarket's other programs, this creates a well-rounded strategy for transitioning to clean energy.

Customer Eligibility

Per the PSC CCA Order, all electricity customers, including residential and nonresidential, regardless of size, are eligible to participate in a CCA supply program. Customer classes identified in the PSC CCA Order as opt-out eligible may be included in the CCA opt-out Electricity Supply offering, with the exception that:

- No customer should be included on an opt-out basis if that inclusion will interfere with a choice the customer has already made to take service pursuant to a special rate.
- Customers that are already taking service from an ESCO or have placed a freeze or block on their account shall not be enrolled on an opt-out basis but may be included on an opt-in basis, subject to the conditions of their existing contracts.
- No APP customer may participate in Electricity Supply if enrolled in a Utility's low-income assistance program.

The opt-out format ensures a sufficient customer base for the CCA to achieve economies of scale and buying power in wholesale markets. Eligible customers receive communications through multiple channels, which explains the program details so they can make an informed decision. Members retain full freedom of choice and can switch among Electricity Supply options or opt out at any time for no cost.

Aggregated Utility Data Requests

Utility data acquisition is a critical step because it informs the overall strategy including the solicitations for Electricity Supply. The first step in data acquisition is to execute a Data Security Agreement between the CCA Administrator and the Utility. The agreement extends the Utility's internal requirements and procedures relating to the protection and secure transfer of Customer Data to the CCA Administrator.

The PSC CCA Order requires that utilities provide specific data sets to Participating Municipalities and CCA Administrators within certain timeframes. When the CCA program is near launch, customer specific data is transmitted from the Utility to the CCA Administrator.

At PowerMarket, we have the technical capabilities to efficiently acquire and process Utility data through Electronic Data Interchange (EDI). This allows for secure, reliable, and automated data exchange between the Utility and the CCA Administrator. The use of EDI streamlines the data acquisition process, reducing manual errors and delays, and enabling real-time data processing and reporting.

Electricity Supply Procurement Process

PowerMarket's approach to Electricity Supply procurement is to make the process as organized, transparent, and efficient as possible, while applying the highest standards to select Suppliers and ensure the success of the program in any market conditions. PowerMarket will ensure robust consumer protections by selecting creditworthy Suppliers through a rigorous process. With extensive energy market experience, PowerMarket minimizes risks by diversifying energy services to reduce dependence on a single supplier or source, and incorporating iron-clad protections in supply contracts to safeguard CCA Members and Participating Municipalities from market volatility, disputes, and unforeseen events. The Electricity Supply procurement process has four phases:

Establishing the Goals

- Goals and criteria are detailed in an agreement between the CCA Administrator and the Participating Municipality that governs the selection process.

- The agreement ensures that contracts can be executed at a given strike price provided the bid is compliant and that the vendor agrees to all terms and conditions.
- The Participating Municipality can sign the supply contract if it achieves the threshold pricing and terms detailed in the agreement.

Prequalifying Suppliers

- A rigorous prequalification process ensures that only qualified, creditworthy vendors are selected to participate in the Electricity Supply bidding process.
- The CCA's Electricity Supply contract includes consumer protections to ensure the selected Supplier meets all its contractual obligations in the event of a dispute between the parties.

Seeking Pricing for Electricity Supply

- The solicitation for Electricity Supply describes the CCA program's features and specifications, including a firm full-requirements power supply covering 100% of the Electricity Supply needs of participating customers at the contracted rate for the term of the supply contract.
- The solicitation includes other specifications related to data security, customer service, enrollment management, and reporting.
- A competitive procurement process will be used to request pricing on a range of product types, contract term lengths, rate classes, renewable content, quantities, and other criteria.

Awarding Contracts

- PowerMarket will consider vendors with whom they have pre-existing relationships only if they meet all solicitation requirements and criteria, offer better or equal price and terms than other bidders, and if there is a valid reason, such as inability to secure responsive bids or unique expertise. Any exceptions will be documented and disclosed to the municipality, and the municipality will have the right to review and approve them. PowerMarket will ensure the interests of the municipality are protected and that the transaction is conducted fairly and transparently in exceptional situations.
- The results will be presented to officials in the Participating Municipality, and the bids determined to be in the best interest of the community are awarded and contracts duly executed.

The Electricity Supply procurement process is well-positioned to secure competitive fixed-rate pricing with strong consumer protections. However, savings from Electricity Supply contracts cannot be guaranteed as Utility rates are variable and not known in advance.

Customer-Specific Data

After the Electricity Supply contract is awarded, the CCA Administrator will obtain specific data about the customers from the Utility. The Utility has five days to provide this data upon request, and once received, the Administrator will send a Notification Letter within five business days. At the same time, the Supplier and the Utility will conduct Electronic Data Interchange (EDI) testing to ensure that customer information and enrollment status can be securely and effectively communicated electronically. Once any opt-outs have been accounted for, the CCA Administrator will request additional Customer Data, including usage, for eligible customers from the Utility.

Notification Letter and Opt-Outs

The Notification Letter must be mailed to all Opt-Out Eligible Customers, and they must be given at least thirty days to opt-out before customers are automatically enrolled. A copy of PowerMarket's standard Notification Letter is in Appendix A. The Notification Letter will also include documentation of applicable program terms and conditions.

The Supplier will be responsible for the cost and execution of printing and distributing the Notification Letter. Pursuant to the PSC CCA Order, CCA Administrator will file the draft Notification Letter with the Commission at least five days before mailing. For addresses that bounce back as "undeliverable," Supplier should check mailing address for errors and re-send and/or re-send to alternate mailing address, if available.

A thirty-day opt-out period will begin upon postmark of second mailing, if delivered. If still undeliverable, Default Customer will not be enrolled in the program until successful delivery of the Notification Letter.

Enrollment Management

At the end of the thirty-day opt-out period, there will be an additional three-day rescission period before Competitive Supplier will begin submitting enrollment transactions to the Utility via EDI. Supplier will then submit enrollment transactions for all Default Customers that have not opted out, and any customers that have opted in. These transactions will be submitted a minimum of one week prior to the first meter-read (program start date). Customer migration should take effect for the following billing cycle, unless transaction is processed less than two days before Customer's next meter read, in which case it may take effect in the following billing cycle.

Customers that had previously opted out, had a freeze or block on their account, or were taking service with another ESCO when enrollments were processed, may opt-in at any time. Customers of non-Opt-Out Eligible service classes (large commercial, industrial, municipal, school) may also opt-in to the program. Rates for customers who opt in, by service class, will be determined by the supply contract.

Electricity Supply Post-Launch Program Management

PowerMarket will in an ongoing manner:

- Continue outreach and education efforts in the community
- Provide customers with a personal online dashboard where they can find details about status of their CCA participation
- Manage customer relationships using a large-scale CRM software implementation
- Ensure data security, protect confidential Utility Information including personal information, and prepare and meet all obligations included in the Data Security Agreement
- Provide a dedicated website and toll-free call center for participants to have questions answered, troubleshoot issues, or opt in or out of the program
- Engaging directly with Supplier(s) and utilities to validate customers each month (i.e. removing customers with finalised accounts, removing customers that opt-out, adding customers that opt-in, etc.)
- Prepare and send Notification Letters as required
- Request monthly list of new Customers sent from Utility to Supplier and Notification Letter by Supplier within 30 days of receipt
- Prepare, issue, and review responses to Electricity Supply solicitations working in close collaboration with Participating Municipalities
- Prepare agreements and contract with Suppliers
- Support development of new clean energy and decarbonization offerings
- Support communities in preparing submissions to state climate and clean energy programs
- Comply with all reporting and other regulatory requirements
- Work with Staff to refine and improve the program and address issues as they arise

COMMUNITY SOLAR

PowerMarket's community solar offering allows community members the opportunity to support local solar farms and enjoy cost savings on their utility bills. By participating in the program, community members receive credits, known as CDG Credits, based on the electricity generated by the solar farm's panels. These credits are applied directly to their utility bills, offsetting their monthly charges.

The community solar program will be promoted through a series of campaigns involving extensive outreach and engagement efforts within the community. These campaigns will employ a multi-channel strategy aimed at building awareness and directing people to the dedicated landing page where they can sign up for community solar as part of the CCA program. The campaigns will encompass a variety of communication channels, ensuring a comprehensive approach to reach potential participants, including low-income households and facilitate their enrollment in the program.

The environmental benefits of community solar are clear. It encourages the growth and integration of new solar projects within New York's energy grid, leading to more clean energy production and helping to meet state and local clean energy goals. Together with PowerMarket's other offerings, the community solar program plays a key role in creating a comprehensive strategy for allowing our communities to benefit from clean and affordable energy.

Team Approach

PowerMarket views collaboration with our municipal partners to be integral to a successful and impactful community solar program. PowerMarket will organize a kick-off meeting and maintain regular communication to ensure effective collaboration and progress monitoring.

Outreach Plan

PowerMarket provides comprehensive outreach support for the community solar program. The plan includes obtaining municipal approval for all outreach materials, press releases, and events promoting the program. Once approved, PowerMarket will send letters on municipal letterhead to potential subscribers within the jurisdiction. Additionally, PowerMarket representatives will be available to participate in informational webinar sessions to further educate the community.

Dedicated Landing Page

Outreach materials direct residents to a dedicated landing page, streamlining navigation and enrollment into community solar projects featured on the page. Incorporating the Town seal or logo, showcases municipal involvement in the campaign and the broader

CCA program. This not only enhances the campaign's credibility but also fosters community awareness and participation and helps CCA members feel more connected to the solar projects in which they are enrolled.

Simple Sign Up and Subscriber Dashboard

PowerMarket provides a simple sign-up process as well as a support team that is available to answer any questions. The enrollment process collects basic information about the subscriber and how much electricity they use. This is needed to determine what portion of the solar farm's credits to allocate to each account. The subscriber signs and submits a subscriber agreement through an online portal. Once enrolled, the subscriber receives a welcome email with instructions to log into their personal dashboard which provides subscribers access to their documents (i.e., contracts, etc.), message center, information about the community solar project, a savings summary, and more. Once the community solar project becomes operational, the credits will appear on their Utility bill and they will start saving.

Eligibility

The community solar program allows participants to enroll without being part of the CCA Electricity Supply, offering greater flexibility and inclusiveness. Special incentives for low-income residents may be available, and PowerMarket will screen customer accounts for eligibility. To qualify for the 60% of a community solar project designated for mass market customers, the average annual demand must be less than 25 kW, the account must use at least 1,000 kWh annually, and have no rooftop or ground-mounted solar. Additionally, municipal buildings and facilities as well as master-metered properties like nursing homes and affordable housing complexes with a demand greater than 25kW might also be eligible. For customers with a demand exceeding 25kW, PowerMarket will individually evaluate their potential to serve as anchor participants, responsible for 40% of the project.

Low-to-Moderate Income Benefits

PowerMarket is committed to providing opportunities for communities to support low-to-moderate income residents through community solar projects that participate in incentive programs like the Inclusive Community Solar Adder (ICSA) and the Federal Inflation Reduction Act (IRA). These programs aim to increase access to community solar, reduce operating costs for affordable housing and nonprofit entities serving disadvantaged communities, and deliver significant electric bill savings to low-to-moderate income households. By leveraging the incentives and benefits offered through these programs, PowerMarket helps communities create a more inclusive and sustainable clean energy future for all residents.

DECARBONIZATION RETROFITS

Decarbonization retrofits refer to improvements made to existing buildings and facilities to reduce their greenhouse gas (GHG) emissions, particularly carbon dioxide (CO₂), with a focus on beneficial electrification. These upgrades focus on replacing fossil fuel-based systems with electric technologies, and using cleaner energy sources.

By implementing decarbonization retrofits, communities can lower energy costs, reduce the carbon footprint, and improve building performance, ultimately creating healthier, more vibrant communities. When combined with PowerMarket's other programs, Decarbonization Retrofits contribute to a comprehensive approach that supports sustainable energy within communities.

Examples of decarbonization retrofit strategies for buildings and facilities include:

- Implementing building shell improvements with health and safety upgrades to reduce energy loss and decrease heating or cooling demands.
- Upgrading heating, ventilation, and air conditioning (HVAC) systems to more energy-efficient models and designs, including clean heating and cooling technologies like air-source and ground-source heat pumps.
- Offering distributed energy resources (DERs), energy storage, demand response, and peak shaving strategies to enhance overall energy efficiency and minimize peak demand, further contributing to a lower carbon footprint.
- Integrating community thermal solutions to distribute heating water through a network of pipes to a group of buildings, providing energy-efficient space heating, domestic hot water, and potentially chilled water for cooling purposes.
- Installing electric vehicle charging infrastructure to encourage the adoption of electric transportation options.
- Purchasing Renewable Energy Certificates (RECs) to offset the carbon emissions associated with electricity consumption.

PowerMarket's Open Energy Platform™ offers an innovative opportunity for Community Choice Aggregation (CCA) members to access a diverse range of cutting-edge clean energy products and services.

At PowerMarket, we not only bring valuable partnerships to the table, but we also provide flexibility to support community-led solutions through our platform. By connecting CCA Members with industry partners, our platform assists communities in overcoming financial, legal, and technical challenges associated with linking customers to innovative

projects. This approach empowers communities to explore and implement their own clean energy solutions while benefiting from the resources and expertise provided by our network of partners.

Communities are increasingly exploring innovative ownership models, such as cooperative enterprises, to enable local, community-owned clean energy solutions. These solutions can be sited on and in buildings, parking lots, and in various urban, suburban, and rural settings. Innovative financing models and technology, combined with deep community engagement and local community partners, are increasing access to community-scale clean energy solutions and fostering community resilience.

PowerMarket's platform serves as a hub that connects individuals with various clean energy opportunities, allowing them to easily participate in these solutions. With the Open Energy Platform™, CCA participants have access to a personal dashboard to manage their clean energy subscriptions, enabling them to explore and choose from various clean energy products and services.

REPORTING

Annual reports to the Commission are required and regular reporting to constituents and Customers is integral to program success. Reports to the Commission must be filed by March 31 each year for the previous calendar year. All data points required by the Commission and Staff will be included.

Implementation Plan Update

This Implementation Plan will be revised and resubmitted at least 120 days prior to the expiration of executed Supply Contract(s) describing Participating Municipalities' intentions with regards to:

- Supply Contract renewal, extension, and/or re-solicitation.
- New or revised Supply Contract terms.
- Implementation timeline for new Supply Contract.
- Changes to Administrator, Local Partner Organization, Service-Related Contact, or related scope of work.
- New DER or other program feature integrations.
- Opt-out procedures for all Customers in advance of effective date of new Supply Contract.
- Any other updates required by the Commission or Staff.

PROGRAM TERMINATION

Should Participating Municipalities choose not to pursue new contracts with ESCO Suppliers, or fail to reach terms, Customers shall revert back to Utility supply customers in the billing cycle immediately following contract expiration. The Supplier will be responsible for transferring all program accounts back to Utility service.

FEE STRUCTURE

Pursuant to the PSC CCA Order, CCA Administrators are permitted to collect administrative fees to support program operations including staffing and overhead, outreach and communications, legal expenses, and program development.

ESCO Suppliers and/or DER providers will be responsible for remitting administrative fees to the Administrator, and charges on the Utility bills of Customers must be inclusive of administrative fees. Participating Municipalities are not liable for the recovery of any fees.

All administrative fees will be plainly and transparently communicated in all relevant agreements and program documents. Provision governing administrative fees, remittance responsibility, chain of custody, timeline of collection and remittance, and fee sharing arrangements will be included in relevant agreements among the parties.

DEFINITIONS AND ACRONYMS

Administration Agreement: The agreement between the CCA Administrator and the Participating Municipality that authorizes the CCA Administrator to administer the CCA including program organization, administration, procurement, communications, and for meeting all requirements for program implementation specified in PSC CCA Order and other related Public Service Commission Orders.

Assistance Program Participant (or “APP”): Customer enrolled in Utility’s low-income assistance program as defined by the Public Service Commission.

Climate Action Plan: A climate action plan is a detailed and strategic framework for measuring, planning, and reducing greenhouse gas (GHG) emissions and related climatic impacts. Municipalities design and utilize climate action plans as customized roadmaps for making informed decisions and understanding where and how to achieve the largest and most cost-effective emissions reductions that are in alignment with other municipal goals. Climate action plans, at a minimum, include an inventory of existing emissions, reduction goals or targets, and analyzed and prioritized reduction actions. Ideally, a climate action plan also includes an implementation strategy that identifies required resources and funding mechanisms.

Community Choice Aggregation (or “CCA”): A municipal energy procurement model authorized under the PSC CCA Order that replaces the Utility as the default Supplier of electricity and/or natural gas for all Opt-out Eligible Customers within Participating Municipalities. CCA shall also mean efforts to procure CDG Credits, RECs, energy assessments, energy efficiency, beneficial electrification, Distributed Energy Resources, and other clean energy products and services on behalf of CCA Members.

CCA Administrator (or “Administrator”): The entity selected by Participating Municipalities to manage design and implementation of the CCA program. In this instance, the Administrator selected is PowerMarket. CCA Administrator is responsible for convening Participating Municipalities and representing them in requisite interface with Utilities, Suppliers, DER Suppliers, and the DPS. This includes overseeing regulatory submissions, Utility data requests, solicitations of Suppliers and contract negotiations, public outreach and education, and customer enrollment. The CCA Administrator shall be retained by the municipality.

Community Distributed Generation (or “CDG”): Community shared renewables program expanding customer access to the environmental and system benefit of renewable projects. Established in New York State by a July 2015 DPS Order in Case 15-E-0082 (the “CDG Order”), CDG allows qualified generators located behind a non-residential host meter to remotely share net metering or VDER monetary credits. CDG projects must meet

size requirements and maintain a minimum of ten member customers (meters) located within the same Utility service territory and load zone. Customers receive a proportional monetary credit on their monthly Utility bill.

Community Distributed Generation Credit (or “CDG Credit”): Monetary credit applied to Utility bills of Participating Customers enrolled in a CCA program that includes procurement from CDG projects. Credit value is determined either by net metering rules or by the Value of Distributed Energy Resources tariff (depending on the commission date of the project).

Customer Data: Utility data of any kind, aggregated or specific, that is shared by the Utility and protected by the Data Protection Plan.

Customers:

Eligible Customers: Customers of electricity and/or natural gas eligible to participate in CCA, either on an opt-out or opt-in basis, as delineated in the PSC CCA Order.

Opt-out Eligible Customers: Eligible Customers that are eligible for opt-out treatment as delineated in the PSC CCA Order.

Participating Customers (or “CCA Members”): Opt-out Eligible Customers who have been enrolled subsequent to the opt-out process and other customers who have opted in.

Customer-Specific Data: Utility data for all Opt-out Eligible Customers including account holder name, service address, primary language, if available, any customer-specific alternate billing name and/or address, and other relevant, authorized data.

Data Security Agreement: Agreement between CCA Administrator and Utility extending the Utility’s internal requirements and procedures relating to the protection and secure transfer of Customer Data to the CCA Administrator. Data Security Agreement will be consistent with the PSC CCA Order and DPS rules, regulations and guidelines relating to confidential data.

Department of Public Service (or “DPS” or “Commission”): The New York State Department of Public Service governed by the New York State Public Service Commission.

Distributed Energy Resources (or “DER”): Local renewable energy projects, Community

Distributed Generation, demand response, peak load reduction, energy management, storage, decarbonization retrofits, and other innovative initiatives aimed at optimizing system benefits and reducing the cost of service for Participating Customers.

Electricity Supply:

Standard Supply: Electricity Supply option that represents a mix of the existing energy sources, including but not limited to natural gas, nuclear, hydroelectricity, etc., meeting the Renewable Energy Standard (RES) for electric power established by New York State.

100% Renewable Supply: Electricity Supply option that is comprised of Standard Supply matched with New York Renewable Energy Certificates or other RECs approved by the DPS for use by CCAs in renewable Electricity Supply products.

Enabling Local Legislation (or “Local Law”): A local law or ordinance, adopted by a municipality according to Municipal Home Rule Authority and in compliance with PSC CCA Order, which authorizes the municipality to join a CCA program.

Energy Services Company (or “ESCO”): A load serving entity duly authorized to conduct business in the State of New York as an ESCO, and eligible to serve as a Supplier of energy and other commodities for CCA Members.

kW, kWh, and MWh: kilowatt (1,000 watts), kilowatt-hour and megawatt-hour (1,000, and 1,000,000 watts sustained over an hour), respectively.

Notification Letter: A letter, on Participating Municipality letterhead, that will be mailed to every Opt-Out Eligible Customer within respective Participating Municipalities, describing the nature of the CCA program, its offerings, terms and conditions and the accompanying customer rights.

NYSERDA: The New York State Energy Research and Development Authority. A public benefit corporation aimed at helping New Yorkers achieve greater energy efficiency, savings and use of renewable energy to create green jobs and reduce dependence on fossil fuels.

Outreach Period: Period of at least two months, that follows DPS review and approval of the CCA program, during which CCA Administrator and Participating Municipality will inform residents, community groups, local businesses about the CCA program, benefits and features, and their options to participate or opt-out through several media and available distribution outlets.

Participating Municipality: Municipality or Municipalities that have passed Enabling Local Legislation and are filing for DPS approval of a CCA program in connection with this Implementation Plan.

Public Service Commission (or “PSC” or “Commission”): The New York State Public Service Commission, or any successor state agency.

PSC CCA Order: The April 21, 2016 “Order Authorizing Framework for Community Choice Aggregation Opt-Out Program” issued by the New York State Public Service Commission in Case 14-M-0224, “Proceeding on Motion of the Commission to Enable Community Choice Aggregation Programs.”

Renewable Energy Certificates (or “RECs”): Tradable environmental commodities, created by a tracking system, such as the New York Generation Attribute Tracking System (NYGATS), representing that one megawatt-hour (MWh) of electricity was generated by a renewable energy resource. Each REC embodies the renewable energy attributes (environmental and social) associated with the generation of power from that resource. RECs are needed to substantiate environmental claims related to energy use.

Suppliers: Energy service companies (ESCOs) that procure electric power, natural gas and/or DERs for Participating Customers or, alternatively, generators of electricity, natural gas and/or DERs or other entities who procure and resell electricity, RECs, natural gas, CDG Credits, or DERs.

Uniform Business Practices: Regulations governing the business practices of Utilities and Energy Services Companies with regards to service, billing, marketing, data, and customer rights, issued by the Public Service Commission (Case 98-M-1343).

Uniform Business Practices for Distributed Energy Resource Suppliers: Regulations governing the business practices of Distributed Energy Resource Suppliers, issued by the Public Service Commission (Case 15-M-0108).

Utility: The owner or controller of the means of distribution of the electricity and/or natural gas in the Municipality. The Utility also serves as the default Supplier of electricity and/or natural gas preceding the establishment of a CCA program.

Value of Distributed Energy Resources (or “VDER”): Proceeding (Case 15-E-0751) that replaces the net metering program with a weighted value stack tariff mechanism for accurately pricing distributed energy resources on the grid as a reflection of their system value. Value stack components include the price of energy, capacity, avoided carbon emissions, cost savings to customers and Utilities, demand reduction and locational relief. The goal of this proceeding is to increase DER penetration and benefits of DER installations.

Acronyms

APP: Assistance Program Participant

CCA: Community Choice Aggregation

CDG: Community Distributed Generation

CRM: Customer Relationship Management

DAC: Disadvantaged Community

DER: Distributed Energy Resource

DPS: Department of Public Service

EDP: Environmental Disclosure Program

ESCO: Energy Service Company

LMI: Low to Moderate Income

NYGATS: New York Generation Attribute Tracking System

NYSERDA: New York Energy Research and Development Authority

PSC: Public Service Commission

REC: Renewable Energy Certificate

VDER: Value of Distributed Energy Resource

APPENDIX A – SAMPLE PROGRAM NOTIFICATION LETTER

[Municipal Letter Head]

DEAR NEIGHBOR,

The [Municipality Name] is pleased to announce our participation in [the program renewal of] a Community Choice Aggregation (CCA) program administered by [CCA Administrator], that puts control of energy supply choices into local hands. [You are receiving this letter because you are newly eligible to participate in the CCA program]. Through a competitive procurement process [ESCO] has been selected to replace [utility] as the default supplier of [electricity] for residential and small-commercial accounts within our community. We have chosen [standard or % renewable] supply as the default product offering for our community [but you have the choice to (opt-up or opt-down) to a (standard or % renewable) supply option by contacting [ESCO/Admin] at [phone# or website below]].

All eligible residential and small-commercial electricity customers will be automatically enrolled in the [standard or % renewable] supply product[s] beginning with the bill cycle following [date] and will be able to continue to receive the CCA program price of [\$xxxxx/kWh for electricity] through [date]. You may cancel at any time with no fee or penalty [or identify termination fee].

Below is a comparison of [utility] electricity supply pricing with the CCA program pricing. While this is not indicative of pricing going forward, it does provide a basis for comparison of standard supply offerings. [If you choose the renewable product offering, you will pay a premium of \$0.0000 for this product over the utility standard product pricing, however, you will be contributing to NYS clean energy goals.]

Product Offering	Residential	Small-Commercial
[Utility] Standard Electric Supply*	\$.00000/kWh	\$.00000/kWh
CCA Standard Supply	\$.00000/kWh	\$.00000/kWh
CCA Renewable Supply	\$.00000/kWh	\$.00000/kWh

* 12-month trailing average for [time period] as defined by the Public Service Commission If applicable, rates do not include Gross Receipt Tax (GRT)

Please note that if you do not opt-out before [Date], you will be enrolled in ESCO service under the contract terms and your information, including energy usage data and APP status, will be provided to [ESCO].

How To Opt-Out

If you decide not to participate in the program, please respond in one of the three ways below:

1. Mail: Return the “Opt-Out” card

2. Phone: Call [] at [].

3. Web: Visit: []. [Your Opt-Out Code is [].]

Your Municipal Liaison information can be found here: link

[An additional meeting is being held at [location] on [date and time] to outline the program and answer any questions you may have. Please join us!]

Sincerely,
Municipality