

June 21, 2017

To the Honorable Board,

As requested, I am submitting an update on the communications activities related to the launch of the Somerville Community Choice Electricity (Somerville CCE) program.

Ongoing Outreach

- Program website (www.somervillecce.com) launched in early May 2017. The website contains FAQs, rate details, and contact information for opting out.
- Brochures placed in City buildings in mid-May
- Press release and social media blast announcing Somerville CCE program on May 22, 2017
- Item on Somerville CCE in City weekly newsletter week of May 22, 2017
- Community note on Somerville CCE week of May 22, 2017
- Videos in English, Spanish, and Portuguese posted on City Cable loop, City YouTube channel, and program website week of May 22, 2017
- Mailer sent to all homes on June 1, 2017
- Community meeting and Q&A session on evening of June 8, 2017
- Information at 311 table at all summer events and festivals
- Newspaper advertisements, June-July
 - Boston Globe
 - print 6/11, 6/18, 6/25, 7/2
 - digital 6/5-6/30
 - Somerville Scout
 - print July/Aug edition
 - digital 6/6 - 6/30 bottom tile, all July - side tile
 - Somerville Times
 - print 6/7, 6/14, 6/21, 7/2
 - Somerville Journal (Wicked Local)
 - print 6/8-7/5
 - digital 6/8-7/5
- Social media campaign on Somerville 100% Local Green option

Special Outreach to Seniors

- Special insert on Somerville CCE in Council on Aging newsletters for May and June 2017
- Somerville CCE Q&A at Council on Aging breakfast on June 5, 2017
- Outreach to large building managers in Council on Aging database
- Reminder postcard with simplified program information to be sent to seniors (approx. 6,000 addresses) imminently
- Increased frequency of explanatory video on City Cable in June
- Increased frequency of program information on City Cable electronic bulletin board in June

Public outreach prior to DPU approval

- OSEE Committee/BOA vote on creating aggregation plan in October 2015
- Community Choice Aggregation page created for SustainaVille website in April 2015
- Press release and social media blast on April 13, 2016 for comments on draft plan
- Draft Plan at Central Library and online
- Comment period 4/14/16-5/4/16
- Comment period Q&A event on April 28, 2016
- OSEE Committee/BOA vote on approving plan in May 2016

In order to increase awareness of the Somerville CCE program among members of the community, the City of Somerville has undertaken a variety of outreach activities in addition to those specified in the outreach plan that was approved by the MA Department of Public Utilities, which is available on p. 79 of Somerville's electricity aggregation plan (Attachment 3 <http://www.somervillema.gov/sites/default/files/community-choice-aggregation-cca-plan.pdf>).

I am available to answer any additional questions on Somerville CCE, and I look forward to updating this Board's Special Committee on Open Space, Environment, and Energy throughout the duration of the program.

Oliver Sellers-Garcia

Director, Office of Sustainability & Environment