

Arlington Community Electricity

Rebranding Arlington's Municipal Aggregation Program
& Launching Opt Up Campaign

A partnership between the Town of Arlington, Good Energy and Mothers Out Front



Presenters



Ken Pruitt , Energy and Project
Manager, Arlington
Department of Planning and
Community Development



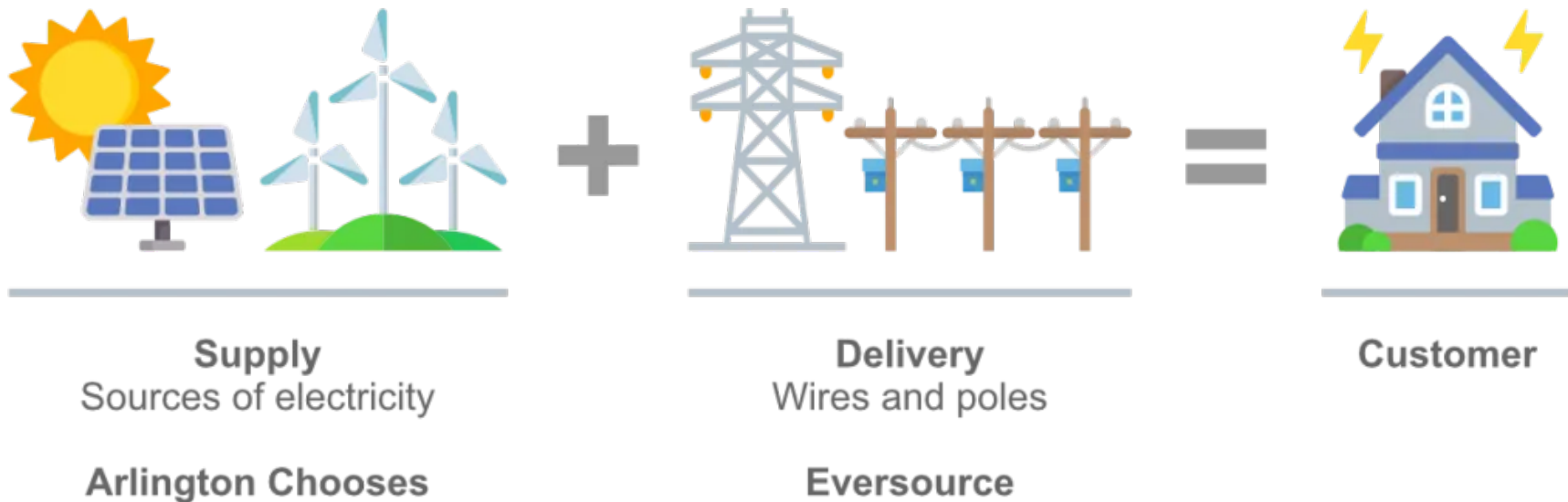
Patrick Roche, Director of
Innovation, Good Energy



Jill Manca, volunteer,
Arlington Mothers Out Front



What is Municipal Aggregation?



Program has been active since August 2017, under the name Arlington Community Choice Aggregation or Arlington CCA

Program Accomplishments

- **Participation** ~14,000 households and 1,000 businesses participating
- **Savings**
 - Cumulative savings of \$2.6 million (future savings cannot be guaranteed)
 - Equates to \$165 savings/household
- **Renewables**
 - Standard product includes 11% additional renewable energy from New England (MA Class I)
 - State minimum is 16% in 2020
 - $11\% + 16\% = 27\%$ MA Class I renewables in 2020
 - Annually, we collectively purchase over 12,100 MWh of additional renewable energy
 - Enough to fully power over 2,200 Arlington homes!



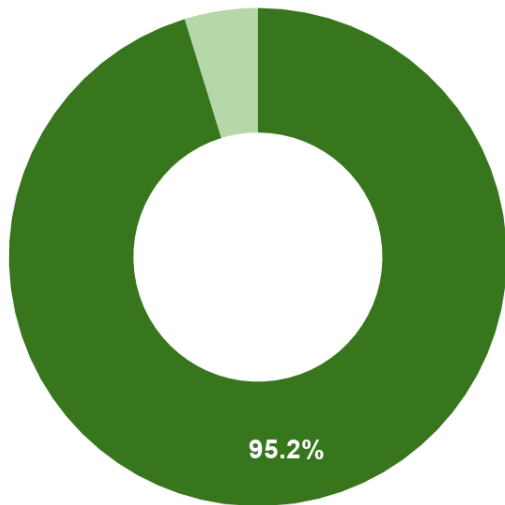
Program Accomplishments

- **Opt Ups as of July 2020: 731 Accounts**

- 50% renewable: 142
- 100% renewable: 589

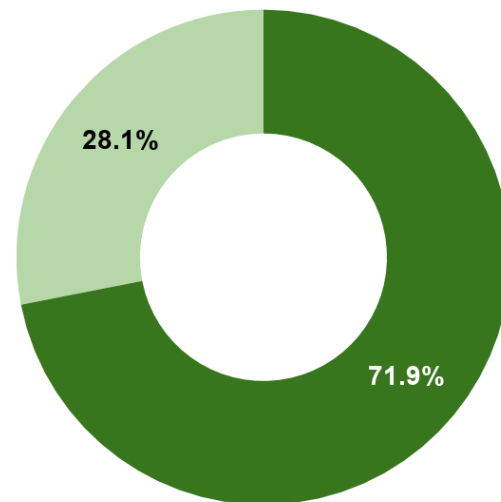
Participating Accounts

● All Participants ● 50% and 100% Participants



Extra Renewables Purchased

● All Participants ● 50% and 100% Participants





Program Name

Arlington Community Choice Aggregation (Arlington CCA)



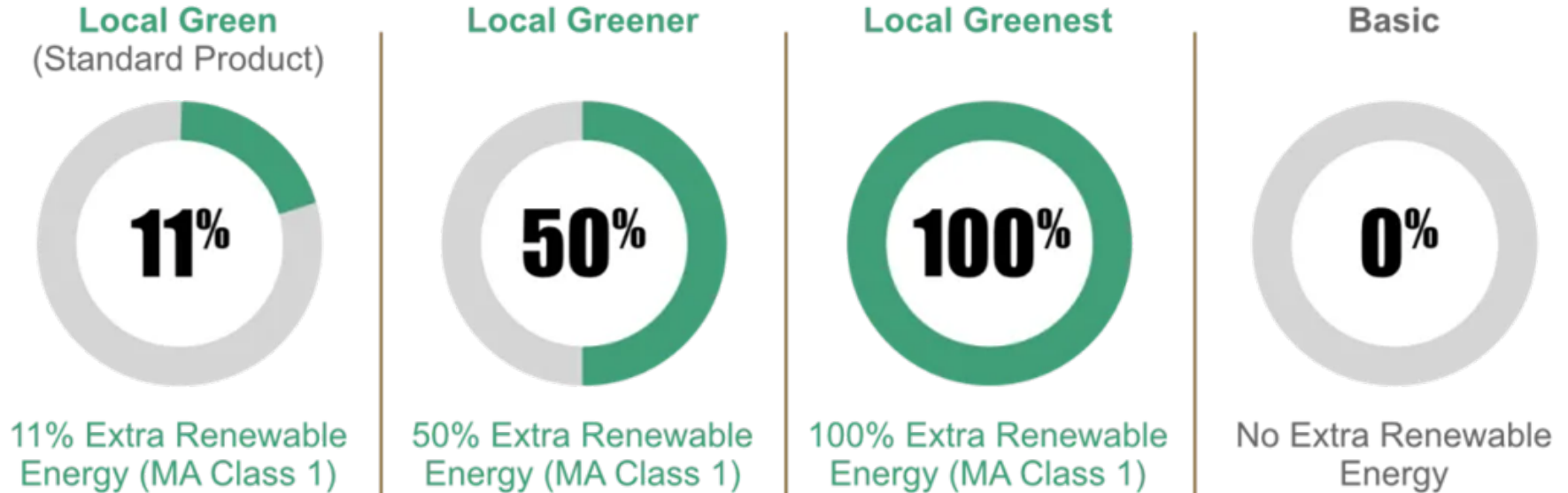
Arlington Community Electricity (ACE)







Product Names


- Names of the 50% and 100% products have changed







[ACT NOW!](#) [DETAILS](#) [SUPPORT](#) [TRANSLATE](#) [ARLINGTONMA.GOV](#)



Arlington Community Electricity (ACE) is Arlington's program that provides more renewable electricity to Arlington residents and businesses.

ACT NOW!

Choose 100% renewable electricity and be a climate champion.

SAME PROGRAM, NEW NAME

The Town has renamed Arlington Community Choice Aggregation (Arlington CCA) as Arlington Community Electricity (ACE). Residents will continue to receive electricity based on your previously chosen product. No action needed.

Coming soon at:
ace.arlingtonma.gov

Opt Up Campaign: Kicks off in September

- Will be a steady stream of activity throughout the year to promote awareness of program and encourage choosing the *Local Greener* or *Greenest* options
 - Goal for 1,000 total by end of 2020
- Monthly social media
- Regularly engaging with *Local Greener* and *Greenest* participants to help recruit others
 - Letters to the editor
 - Lawn signs
 - Spreading social media
- Other signage (e.g. banners) as appropriate
- Partnering with Mothers Out Front

