



Newton Power Choice: “40% More” Campaign Fact Sheet

Part 1: The Rationale for “40% More” Renewables in the Standard Plan

The Newton Coalition for Climate Action (NCCA) strongly supports having the Standard Plan for Newton Power include 40% Class 1 New England renewable energy above the state mandate (40% More)

1. The State law that governs Community Aggregation requires having a Standard Plan that eligible participants are automatically enrolled in.

The Standard Plan is the power plan that all Newton residents who currently buy their electricity from Eversource will automatically be enrolled in if they do nothing.

In addition to the Standard, Newton residents will be able to Opt Up to 100% renewables, Opt Down to 0% renewables, or Opt Out of Newton Power Choice.

2. “40% More” means that these renewables are in addition to the state mandate of 13% renewables

State law requires that all electricity sold in Massachusetts contain a minimum of 13% renewable energy, which means that the energy you are buying today from Eversource already contains 13% renewables. The proposed 40% more is in addition to the state mandate, making the total renewables in Newton Power Choice 53% (40%+13%).

Note: The State-mandated amount increases at 1% per year. 13% is the mandate for 2018.

3. Why set the level of renewables in the Standard Plan to 40% more? Why not set a lower level and let people Opt Up if they want more renewables?

The amount of renewables in the Standard Plan is important because most people will end up going with the standard. It is well-established that when faced with the option of doing something vs. doing nothing, most people will do nothing even if they say they would prefer to do something. In fact, the 2017 Nobel prize in Economics was awarded to Richard Thaler for proving exactly this point.

This has been exactly the experience of Brookline, which introduced their power plan with a 25% More in July 2017. As of March 2018:

- 83% stayed with the Standard Plan
- 3% Opted Up to 100% renewables
- 4% Opted Down to 0% renewables
- 10% Opted Out of the program

4. 40% More renewables is the easiest, fastest way for Newton to reduce emissions

The emissions eliminated by having 40% more renewables is equivalent to taking 10,000 cars off the road overnight and will be a major step forward in the fight against climate change in our community. There is no other step the City can take that will have a comparable impact.

5. The cost to the ‘typical’ Newton household will be less than \$5/month, about the same as a slice of pizza and a drink or 2 cups of Dunkin’ Donuts coffee.

For the typical Newton household, which uses about \$100 of electricity a month, 40% more renewables is expected to cost an additional \$5 a month, *assuming they continue to use the same amount of electricity as they do now.*

There are actually a lot of relatively easy ways for many Newton residents to use less energy and save money and numerous subsidies and programs available such as Green Newton's Home Energy Audit program to help. One of the outcomes of 40 More is to make Newton residents aware of their energy usage and encourage conservation.

WE STRONGLY BELIEVE THAT MANY NEWTON RESIDENTS CAN ULTIMATELY SAVE MONEY BY DECREASING THE AMOUNT OF ENERGY THEY USE

6. The amount it will cost any specific household will depend on how much electricity they use

Having 40% more renewables increases electric bills by about 5%, so the amount of anyone’s individual increase will vary based on the amount of electricity they use. Table 1 shows the incremental cost of renewables for different amounts of renewables and different electricity bills.

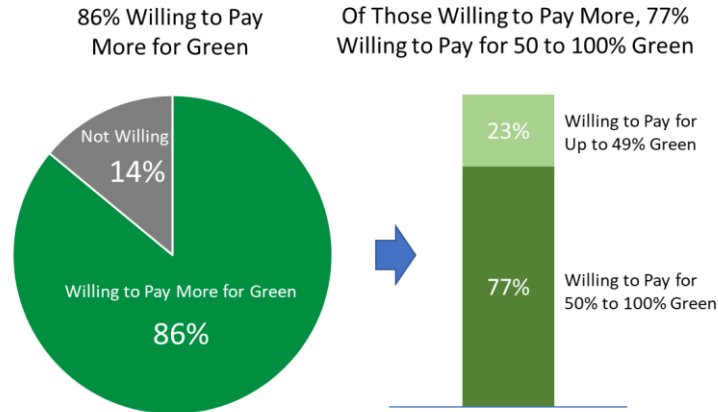
Table 1: Additional Cost for Renewables by NPC Additional Green and Average Monthly Electric Bill

Average Monthly Electric Bill	State Mandated Green					
	13%	13%	13%	13%	13%	13%
	Newton Power Choice Additional Green					
	0%	20%	30%	40%	60%	87%
	Total Green					
	13%	33%	43%	53%	73%	100%
\$60	\$0.00	\$1.50	\$2.00	\$3.00	\$5.00	\$7.00
\$90	\$0.00	\$2.00	\$3.50	\$5.00	\$7.00	\$11.00
\$150	\$0.00	\$4.00	\$6.00	\$8.00	\$12.00	\$18.00
\$195	\$0.00	\$5.00	\$7.00	\$10.00	\$15.00	\$24.00
\$225	\$0.00	\$5.50	\$9.00	\$12.00	\$18.00	\$27.50
\$270	\$0.00	\$7.00	\$10.50	\$14.00	\$21.00	\$33.00

7.
8. There is strong support among Newton residents for 40% More in the Standard Plan

In the Fall of 2017, Green Newton conducted a random survey of residents from across Newton to determine the willingness to pay more for additional renewable energy, and if so, how much more. Over the course of several weeks, a dozen volunteers stood at locations throughout the city: supermarkets, delicatessens, drugstores, Dunkin Donuts, etc., representing all of Newton's thirteen villages. In total, 380 people were polled (95% statistical accuracy). In total 86% of residents were willing to pay more for more renewables and of those, 77% were willing to pay for 50% to 100% renewables.

Survey Respondents' Willingness to Pay for Green Energy



9. This would be a one-time increase in costs

Whenever a new charge of any kind is introduced, one concern is that it is just the beginning and that the \$5 will become \$6, \$7, \$8, etc. until we get to 100% renewable. While it is true that the goal is to get to 100% renewable, WE WILL NOT NEED TO INCREASE COSTS AGAIN to get there. Because the cost of renewables continues to decline, in about 10 years, that same \$5 is likely to be able to get us to 100% renewables. After that, the extra cost for 100% renewables will start declining and within a couple of years, 100% renewables will cost less than fossil fuels.

Part 2: The Benefits of Fighting Global Warming

Not sure that fighting global warming is worth the effort? Think again. The benefits to our health, our economy, and even our City budget far outweigh any costs.

10. Improving our health

Pollution from burning fossil fuels has been proven by many scientific studies to cause cardiovascular disease, respiratory disease, cancer, premature births, asthma attacks, heart attacks, and more. Phasing out fossil fuels will save lives and billions in health care costs. A recent Harvard Study of just one piece of legislation to fight global warming currently under consideration at the State House, measured the benefits for Massachusetts at \$2.9B in healthcare cost savings and 340 lives. Based on population, Newton's share of those benefits comes to \$38M.

11. Keeping more of our money here at home and creating jobs

Because Massachusetts does not produce any oil, gas, or coal, every dollar we spend on fossil fuels, \$20 billion a year, leaves the state and creates jobs elsewhere. However, renewable energy creates jobs right here at home. Already, there are over 100,000 clean energy jobs in Massachusetts.

12. Making Massachusetts a leader in Clean Technology

The Massachusetts economy has been driven by innovation, and being a leader in fighting global warming will help ensure that the State is also a leader in the emerging field of clean technology. Already, in just the last 5 years over \$4B has been invested in Massachusetts-based clean technology companies, creating thousands of more high-paying jobs.

13. Lowering the cost to the City of the impact of climate change – An Ounce of Prevention is Worth a Pound of Cure

Right here in Newton, the impact of global warming is already being felt. In March 2018, 4 Nor'easters in 4 weeks brought an unprecedented amount of snow, downed power lines and caused flooding. Due to climate change, increasingly, these types of storms will become the norm. This will result in higher costs to the city, which means higher taxes for all Newton residents.

However, if we can mitigate the impact of climate change by reducing our emissions now, we can limit the costs to the city and save us all money.

Part 3: Saving Money for Our Most Vulnerable Citizens

A very important part of the Newton Power Choice is to save money for the city's most vulnerable citizens.

14. The lowest income residents who currently receive subsidized electric rates are automatically opted out of Newton Power Choice

Anyone who qualifies for a reduced Eversource rate based on need is exempted from Newton Power Choice. They do not need to do anything to remain on the subsidized plan they have today.

15. Low-income residents who do not qualify for subsidized rates will be able to Opt Down to 0% additional green energy and will likely save money.

Other communities who have adopted similar plans have found that their 0% additional green plans actually cost a little less than Eversource. As a result, these individuals will likely save money through Newton Power Choice.

16. The City is planning an aggressive campaign to make sure that low-income residents know about their options.

The campaign will be launched before Newton Power Choice goes into effect and is being designed to make sure that low-income residents know their options so they can Opt Down and take advantage of the potential cost savings.

17. Green Newton is establishing a \$10,000 fund to help those who don't learn about the rate increase until AFTER they have been charged.

In the event that a low-income resident overlooks the advanced notification and only learns about the extra cost AFTER they have been charged, Green Newton has commitments for a \$10,000 fund that would be available to reimburse residents. That is enough money to cover 2 months of higher charges for 1,000 households (2 months x an average of \$5/month).

Part 4: Frequently Asked Questions

18. How does Newton Power Choice affect me if I am currently using a Mass Energy renewable power program?

If you are in a Mass Energy renewable power program, you are actually still buying electricity generated from fossil fuels from Eversource and then offsetting your electricity by buying renewable energy credits. As an Eversource customer, unless you take action, you will automatically be enrolled in the Newton Power Choice standard plan. Therefore, if you also continue your contract with Mass Energy you will effectively double your impact. You can also end your contract with Mass Energy and opt up to 100% renewable content as part of the aggregation. Either way, Mass Energy is an add-on, not a replacement for aggregation.

19. Is there enough capacity of renewables available if Newton chooses a 40% default?

First, the contract with the energy supplier requires that they provide us with all of the renewables that are called for in the contract. Second, the amount of electricity Newton will require at a 40% default, 125 gigawatt-hours is just a tiny bit of the 10,000 gigawatt-hours of capacity currently installed and the 20,000 gigawatt-hours that is proposed to be built between now and 2024. As a result, there really isn't any real risk that our supplier will be unable to fulfill our contract. Furthermore, by creating more demand for renewables, our purchase will help ensure that the proposed 20,000 gigawatt-hours of new capacity is actually built.