



Joule Assets, Inc.

Community Choice Aggregation 2019 Annual Report

3-31-2020

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Purpose

This report is hereby submitted by Joule Assets, Inc. ("Joule") on behalf of applicable municipalities in New York State in accordance with annual reporting requirements established in New York Public Service Commission "Order Authorizing Framework for Community Choice Aggregation Opt-Out Program" (effective April 21, 2016) and "Order Approving Joule Assets' Community Choice Aggregation Program with Modifications" (effective March 16, 2018) in Case #14-M-0224.

In 2019, Joule served as Community Choice Aggregation (CCA) Administrator for active Programs in seven NYS municipalities, six in Central Hudson Gas & Electric (Central Hudson) service territory¹, and the Town of Geneva in New York State Electric & Gas (NYSEG) service territory. All municipal Programs began service in July 2019, and remained operational for the duration of the calendar year.

CCA Programs

Joule has been ordered to report on an annual basis on:

1. number of customers served;
2. number of customers cancelling during the year;
3. number of complaints received by the CCA liaison;
4. commodity prices paid;
5. value-added services provided during the year;
6. administrative fees collected; and
7. number of customers who opted-out in response to the initial opt-out letter (first report only).

Customers Served: Accounts by Month²

Municipality	Initial Enrollments	Aug	Sep	Oct	Nov	Dec	Net Attrition
Town of Marbletown	2,618	2,470	2,421	2,377	2,345	2,316	12%
City of Beacon	4,133	3,850	3,745	3,642	3,568	3,499	15%
Village of Cold Spring	855	855	861	864	868	870	-2%
Town of Fishkill	6,215	5,669	5,531	5,381	5,302	5,210	16%
Town of Philipstown	2,543	2,355	2,305	2,258	2,233	2,209	13%
City of Poughkeepsie	9,047	7,891	7,569	7,254	7,087	6,923	23%
Central Hudson Total	25,411	23,090	22,432	21,776	21,403	21,027	17%
Town of Geneva	945	733	685	652	620	606	36%

Customer Cancellations, as of 12/31/2019

Municipality	Acct Closed	Other	Total
Town of Marbletown	142	170	312
City of Beacon	383	296	679
Village of Cold Spring	54	57	111
Town of Fishkill	457	608	1065
Town of Philipstown	118	224	342
City of Poughkeepsie	1134	1165	2299
Central Hudson Total	2288	2520	4808
Town of Geneva	55	288	343

¹ Town of Marbletown, City of Beacon, Village of Cold Spring, Town of Fishkill, Town of Philipstown, City of Poughkeepsie.

² Counts taken at end of each calendar month

Initial Opt-Outs

Municipality	Initial Enrollments	Initial Opt-Outs	Opt-Out Rate
Town of Marbletown	2618	307	10.5%
City of Beacon	4133	548	11.7%
Village of Cold Spring	855	133	13.5%
Town of Fishkill	6215	1180	16.0%
Town of Philipstown	2543	475	15.7%
City of Poughkeepsie	9047	1448	13.8%
Central Hudson Total	25,411	4091	13.9%
Town of Geneva	945	179	15.9%

Electricity Consumption, by Supply Option (kWh): 7/1/2019-12/31/2019

Municipality	Standard	100% Renewable	Total
Town of Marbletown	17,477	117,181	134,658
City of Beacon	20,856	188,523	209,379
Village of Cold Spring	5,007	33,688	38,695
Town of Fishkill	52,219	270,971	323,190
Town of Philipstown	29,919	126,884	156,803
City of Poughkeepsie	25,832	342,602	368,434
Total Central Hudson Usage	151,310	1,079,849	1,231,159
Town of Geneva	1,899	414,468	416,367

Complaints Received, as of 12/31/19

See table below for a summary of complaints received. *Formal* complaints refer to those filed with the Public Service Commission, *Informal* refer to those received by CCA Liaisons and Local Organizers. *General* complaints refer to those referencing the nature of the Program itself (most commonly the opt-out enrollment model), *Specific* refer to complaints about customer billing errors, failed transactions (e.g. customer attempted to opt out, but remained enrolled), and/or customer service experience.

Service Territory	Formal	Informal	General	Specific	Total
NYSEG	1	7	6	2	8
Central Hudson	6	35	34	7	41

Commodity Prices: Program Fixed Rates (\$/kWh)

Each of the seven participating municipalities have contracted with Direct Energy for a 24-month fixed-rate contract with two supply options: Standard (grid mix), and 100% Renewable (New York State Environmental Disclosure Program Compliant). Each of the municipalities have selected the 100% Renewable product as the default. Individual customers may choose to switch to the Standard rate at any time.

Service Class, Supply Option	Central Hudson	NYSEG
Residential, 100% Renewable	0.06361	0.05251
Residential, Standard	0.06078	0.05005
Commercial, 100% Renewable	0.06361	0.05251
Commercial, Standard	0.06078	0.05005

CCA Administrative Fees Collected

Joule has collected administrative fees at the rate of \$.0008/kWh from Direct Energy, the contracted supplier for all seven municipal supply contracts. Joule has agreed to evenly share CCA Administrative fees with Local Organizers Roctricity (NYSEG) and Hudson Valley Energy (Central Hudson) to support local Program operations.

All fees collected have contributed to core Program operational costs (i.e. staff salaries, facility and equipment expenses, travel and meetings expenses, and production of Program materials). In each municipality, Program operations budget has exceeded fees collected. Therefore, in 2019 all Programs have run at a loss respective to administrative revenue, and there is no surplus or net profit to report at this time.

Total fees collected from Direct Energy: **\$61,521.82**

Fees dispersed to Roctricity: **\$748.62**

Fees dispersed to Hudson Valley Energy: **\$30,012.29**

Value-Added Services: Community Distributed Generation (CDG)

Joule has been ordered to report on an annual basis on:

1. overall number of CDG projects;
2. number of CDG projects that began in 2019;
3. number of municipalities who choose to offer CDG credits;
4. overall number of CDG subscribers;
5. number of complaints received by the CCA liaison related to CDG; and
6. number of customers who opted-out of the CDG membership³.

In 2019, all seven participating municipalities have decided to offer CDG subscriptions on a voluntary, opt-in basis to eligible⁴ CCA customers. Five municipalities⁵ chose to actively endorse the CDG offering, requesting a dedicated outreach campaign executed by Joule and Local Organizers. Campaigns in Central Hudson territory have continued in 2020.

Partner CDG Sponsors/subscription agreements were selected according to requisite customer terms to maximize consumer access, benefit, and flexibility:

1. At least 10% customer discount (of VDER Credit value)
2. No exit/early termination fees
3. Soft or no credit check/FICO requirement

CDG Projects

Subscribers have been assigned to a total of eight CDG Projects through the CCA enrolment campaigns; three in NYSEG and five in Central Hudson. Two of the projects reached commercial operation in 2019.

Project Name	Utility Territory	Project Location	Project Sponsor	Project Size	Active
Villa Roma	NYSEG	Callicoon, NY	Delaware River Solar	9272 kW _{dc} *	No
Sackett 2	NYSEG	Monticello, NY	Delaware River Solar	2400 kW _{dc}	No
Gaskill Rd.	NYSEG	Owego, NY	Delaware River Solar	6300 kW _{dc}	No
Rochester Accord	Central Hudson	Rochester (Town), NY	Nexamp	5570 kW _{dc}	Yes
Rochester Airport Rd.	Central Hudson	Rochester (Town), NY	Nexamp	5581 kW _{dc}	No
Wappinger 9D	Central Hudson	Wappinger, NY	Nexamp	2605 kW _{dc}	Yes
Westerlo East	Central Hudson	Westerlo, NY	Nexamp	6996 kW _{dc}	No
Westerlo West	Central Hudson	Westerlo, NY	Nexamp	6996 kW _{dc}	No

³ This requirement is not applicable in this report as no municipalities implemented an opt-out CDG Program.

⁴ Eligibility is primarily limited to non-demand utility customers without an onsite net metered generation resource (e.g. rooftop solar), and not already subscribed to a CDG project. Soft credit requirements were also applied in the Town of Geneva.

⁵ Town of Geneva, Town of Marbletown, City of Beacon, Village of Cold Spring, Town of Philipstown

* Multiple projects co-located on the same parcel.

CDG Subscribers, as of 12/31/2019

NYSEG: 269

Central Hudson: 487

Complaints Received Related to CDG

As most CDG subscribers are assigned to projects that have not yet reached commercial operation, there have been no recorded complaints related to CDG service. We are prepared to receive and respond to CDG complaints in 2020.

Sustainability Funds⁶

Joule has created Sustainability Funds for each participating municipality. Sustainability Funds are capitalized by Joule based on the number of CDG Subscribers that have enrolled. Each municipality designates a sustainability project or initiative salient for the community and its residents. Funds are deployed to the designated recipient at the end of the CDG Campaign. The Town of Geneva campaign concluded in 2019, and \$25,000 was donated to a Seneca Lake Watershed conservation project. Sustainability Funds in the Hudson Valley remain active. As evidenced by the data below, municipalities that have engaged in active CDG campaigns have seen significantly higher enrollment rates.

Learn more about Sustainability Funds at joulecommunitypower.com/results

Municipality	Subscribers	Fund Amount	Fund Recipient
City of Beacon ¹	203	\$10,150	Local Schools
Village of Cold Spring	47	\$2,350	Refrigerant Management Program
Town of Fishkill	4	\$200	TBD
Town of Marbletown	166	\$8,300	Local Walk & Bike Project
Town of Philipstown	144	\$7,200	Refrigerant Management Program
Town of Poughkeepsie	22	\$1,100	TBD
Town of Geneva	269 ⁷	\$25,000	Seneca Lake Watershed Project

⁶ Data represents subscriptions and fund amounts as of March 25, 2020. Retroactive data as of 12/31/2019 was not accessible at the time of this report.

⁷ Initial subscription agreements executed exceeded Program goal of 400. Attrition stems from failed enrollments from processing error and/or incorrect customer information, as well as subscriber migration due to project delays.

Website Activity, as of 12/31/2019

Joule developed and launched three Program websites in 2019. Websites are resources for consumers to learn more about Program features and FAQ, rates, customer options, Program team, CDG offerings, to change enrollment/account status, and to contact Program staff.

Town of Geneva CDG Program: genevacommunitypower.com⁸

launched January 2019

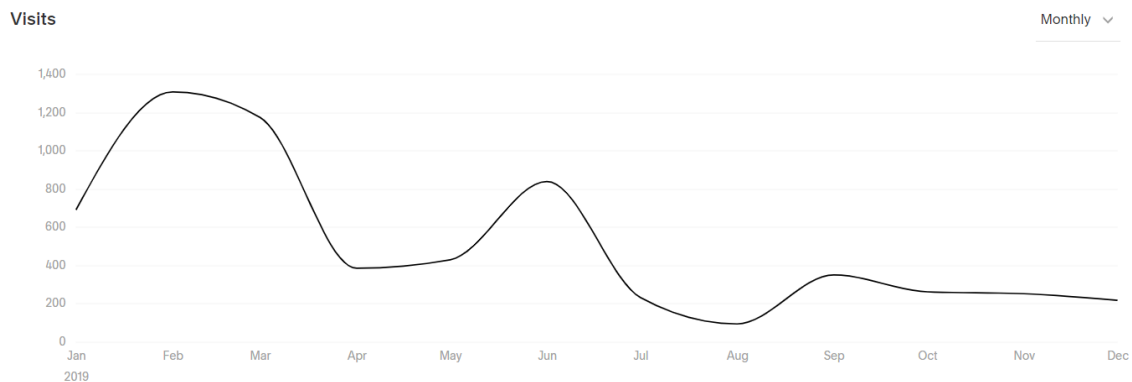
Unique website visitors: 5,124

Visits: 6,221

Page views: ~13,000

Traffic sources:

- Direct: 52.8%
- Referral: 23.1% (top 5: fltimes.com, fingerlakesdailynews.com, prnewswire.com, app.hellosign.com, <https://www.fingerlakescommunitychoice.com/>)
- Social: 12.2%
- Search: 11.6%
- Other: 0.3%



⁸ Website for CDG subscriptions only. CDG campaign launched prior to CCA Program; distinct websites were created to avoid consumer confusion.

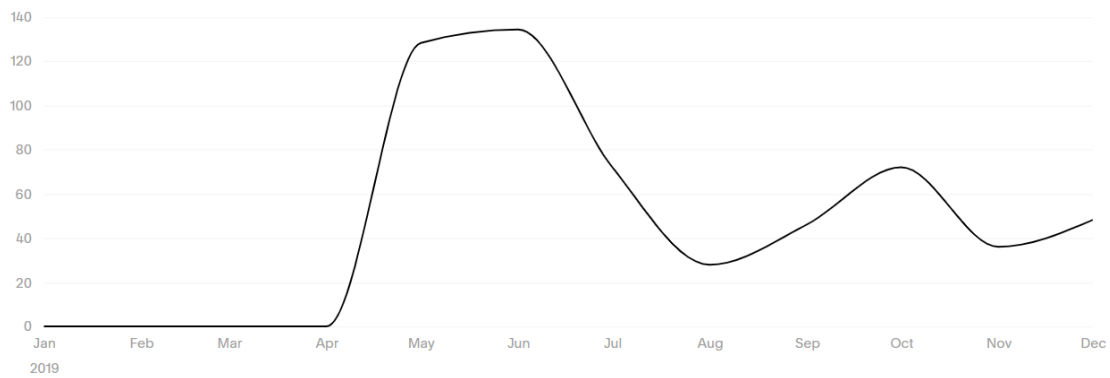
Town of Geneva CCA Program: fingerlakescommunitychoice.com launched April 2019

Unique website visitors: 326
Visits: 564
Page views: 1,411
Traffic sources

- Direct: 64.6%
- Search: 15.7%
- Referral: 15.3% (top 3: joulecommunitypower.com, rocpc.org, roctricity.com)
- Social: 4.4%

Visits

Monthly ▾



Central Hudson Hudsonvalleycommunitypower.com (cca & cdg) launched Jan 2019

Unique website visitors: 8,814
Visits: 9,875
Page views: ~29,100
Traffic sources

- Direct: 60.3%
- Search: 18.3%
- Referral: 10.9% (top 3: app.hellosign.com, joulecommunitypower.com, fishkill-ny.gov, <https://www.marbletown.net/>, <https://www.greentechmedia.com/>)
- Social: 9.7%
- Email: 0.7%
- Other: 0.1%

Visits

Monthly ▾

