

Attachment 1
ENERGY SWITCH MASSACHUSETTS
WEBSITE RULES

I. DEFINITIONS

- A. Competitive Suppliers refer to entities licensed by the Department to sell electricity and related services to Massachusetts retail customers, pursuant to 220 CMR 11.00.
- B. Competitive Supply Products refer to products that are offered by Competitive Suppliers outside of a municipal aggregation program.
- C. Department refers to the Department of Public Utilities.
- D. Municipal Aggregation Default Product refers to the product that a Municipal Aggregator provides to its program participants, unless a participant selects an alternate product option.
- E. Municipal Aggregation Products refer to the products offered by Municipal Aggregators.
- F. Municipal Aggregators refer to municipalities that administer municipal aggregation programs, pursuant to G.L. c. 164 § 134.
- G. Non-Premium Renewable Energy Products refer to Voluntary Renewable Energy Products that are not composed entirely of resources designated as RPS Class I resources.
- H. Premium Renewable Energy Products refer to voluntary renewable energy supply products that are composed entirely of resources designated as RPS Class I resources.
- I. RPS refers to the Commonwealth's Renewable Portfolio Standards.
- J. Suppliers refer jointly to Competitive Suppliers and Municipal Aggregators.
- K. Supply Products refer jointly to Competitive Supply and Municipal Aggregation Products.
- L. Voluntary Renewable Energy Products refers to Supply Products for which the renewable energy content exceeds the minimum required by RPS.

M. Website refers to the Energy Switch Massachusetts Website.

II. GENERAL

- A. Only Competitive Suppliers and Municipal Aggregators can list Supply Products on the Website. Participation in the Website by these entities is voluntary.
- B. Currently, the Website lists only fixed-priced Supply Products.
- C. The Website lists Supply Products available to (1) residential electricity consumers, and (2) small commercial and industrial electricity consumers whose monthly demand does not exceed 25 kilowatts.
- D. Competitive Suppliers must offer the residential and small commercial and industrial Competitive Supply Products listed on the Website to all residential and small commercial and industrial electricity consumers, respectively, within the specified ISO New England Inc. (“ISO-NE”) load zone or electric company service territory (see Section IV.A, below), with the exception that a Competitive Supplier may designate a Competitive Supply Product as available to new customers only (see Section IV.K, below).
- E. Only Competitive Suppliers licensed by Department to serve residential electricity consumers may list residential Competitive Supply Products on the Website.
- F. Suppliers may list up to eight unique Supply Products for each customer class within each ISO-NE load zone located within each electric company’s service territory. To be deemed unique, Supply Products must differ in at least one of the following ways:
 - 1. Contract term – The length of the products’ contract term must differ by at least three months;

2. Renewable energy content:
 - a. For Non-Premium Renewable Energy Products, the products' renewable energy content must differ by at least 25 percent;
 - b. For Premium Renewable Energy Products, the products' renewable energy content must differ by at least one percent.
 3. Inclusion of additional products and services;¹ or
 4. Available to new customers only.²
- G. The Website will update Supply Product information on a daily basis, at 12:00 a.m. (Eastern Standard Time).
- H. Suppliers must honor all Supply Products listed on the Website (see Section IX.C., below, for the one exception to this rule).
- I. The Department may rescind Suppliers' ability to list Supply Products on the Website for reasons that include, but are not limited to:
1. Failure to honor the Supply Product offerings listed on the Website; and
 2. Excessive removal of Supply Products on an intra-day basis (see Section IX.C, below).
- J. Suppliers can include a size appropriate logo and a brief description of its company/municipality on the Website.

¹ Two supply products will be deemed unique if one product includes an additional product or service, and the other product does not. However, two supply products will not be deemed unique if the only difference is that the supply products include different types of additional products or services.

² Two competitive supply products will be deemed unique if one product is only available to new customers and the other product is available to all customers (see Section IV. K, below).

III. SUPPLIER INFORMATION

- A. The Website will list the Supplier's name with each Supply Product. The Competitive Supplier name shall be the name listed on its most recent license application (new or renewal) at the Department. The Website will display additional information when a user hovers over the Supplier's name.
- B. Suppliers must provide a working hyperlink for display on the Website that brings users to the Supplier's website homepage.
- C. Suppliers may, but are not required to, provide a logo for display on the Website.
- D. Suppliers may, but are not required to, enter a company description for display on the Website. The company description may not exceed 400 characters.
- E. Suppliers may, but are not required to, provide a telephone number for display on the Website.

IV. SUPPLY PRODUCT INFORMATION

- A. Product availability:
 - 1. Competitive Suppliers must identify at least (1) one electric company service territory, (2) one ISO-NE load zone located within the service territory (where applicable),³ and (3) one customer class, for which each of their products is available. Competitive Suppliers may identify multiple electric company service territories, ISO-NE load zones, and customer classes for which the product is available.
 - 2. Municipal Aggregators must identify the municipality and zip codes where their products are available.
- B. Suppliers must express prices for fixed-price Supply Products in cents per kilowatt-hour ("kWh") and/or dollars per month.

³ This is applicable only for the service territories of NSTAR Electric Company d/b/a Eversource Energy (which includes the Northeast Massachusetts and Southeast Massachusetts load zones) and Massachusetts Electric Company d/b/a National Grid

- C. Contract Term:
1. Competitive Suppliers must express product contract term in number of months.⁴ To be listed on the Website as a fixed-priced Supply Product, the contract term must be three months or greater.
 2. Municipal Aggregators must identify the month and year through which the product is available.
- D. For Supply Products with an introductory price offer, Suppliers must (1) express the introductory price in cents per kWh or dollars per month, and (2) identify the number of months the introductory price offer will be in effect. To be listed on the Website as a fixed-price Supply Product with an introductory price offer, the contract term must be six months or greater and the introductory term must be equal to, or less than, one-half of the contract term.
- E. For Supply Products with an enrollment fee, Suppliers must express the fee as a fixed dollar amount.
- F. For Supply Products with an early termination fee, Suppliers must express the fee as either (1) a dollar amount per month remaining on the contract, or (2) a fixed dollar amount.
- G. For Supply Products with an automatic renewal provision, Suppliers must identify (1) the pricing structure to which the contract will automatically renew (i.e., fixed or variable), and (2) if renewed to a fixed pricing structure, the term (in months) during which the new fixed price will be in effect. To be listed on the Website as a Supply Product with an automatic renewal provision, the initial contract term must be six months or greater.

(which includes the Northeast Massachusetts, Southeast Massachusetts, and West/Central Massachusetts load zones).

⁴ The Department uses months as a proxy for customer billing cycles (i.e., three months is the same as three billing cycles).

- H. Renewable Energy Content:⁵ For Voluntary Renewable Energy Products, Suppliers must identify the percentage of renewable resources that comprise the product, inclusive of the resources required by RPS.
1. Minimum Content:
 - a. Non-Premium Renewable Energy Products must include a minimum of 50 percent renewable energy resources, inclusive of the resources required by RPS. Suppliers must express the percentage of the product that is composed of renewable energy resources in multiples of five.
 - b. Premium Renewable Products must include a minimum of one percent of renewable energy resources above the resources required by RPS. Suppliers must express the percentage of the Supply Product that is composed of renewable energy resources in whole numbers.
 2. Resource Types:
 - a. For Voluntary Renewable Energy Products, Suppliers must identify:
 - i. the type(s) of renewable energy resources (biomass, hydro, solar, wind, other, or unspecified) that comprise the product; and
 - ii. the percentage of the voluntary component of the product that is composed of each identified resource type.
 - b. For Non-Premium Renewable Energy Products, Suppliers may, but are not required to, enter the percentage of each identified resource type that qualifies as a RPS Class I resource.
- I. For Supply Products that include additional energy-related products or services, Suppliers must (1) identify the type of products or services, and (2) provide a description of the identified products or services, limited to

⁵ This section of the Website Rules addresses the information requirements that apply to a product's renewable energy content. The manner in which the Website will display information regarding such content is addressed in Section V, below.

140 characters. The Website will list the following types of additional energy-related products or services:

1. smart thermostats;
2. photo-voltaic solar installations;
3. heating, ventilation, and air conditioning services;
4. insurance or home warranty protections;
5. energy efficiency services;
6. carbon offsets; and
7. community solar program.

J. For Supply Products that include non-energy products or services, Suppliers must (1) identify the type of products or services, and (2) provide a description of the specific products or services, limited to 140 characters. The Website will list the following types of additional non-energy products or services:

1. rewards programs;
2. gift cards;
3. cash back;
4. charitable contributions; and
5. sponsored promotions.





K. Competitive Suppliers may designate that a Competitive Supply Product is available to new customers only (i.e., the product is not available to its existing customers).

L. Suppliers may, but are not required to, provide a hyperlink for each Supply Product listed on the Website that takes users directly to a page on the Supplier's website containing information related to the specific Supply Product (i.e., the unique hyperlink should not bring the user to a generic website homepage).

- M. Suppliers may, but are not required to, provide a phone number that is specific to a particular Supply Product.
 - N. For each Supply Product, Suppliers must specify a start date, which is the date on which the Supply Product information will be initially listed on the Website.
 - O. For each Competitive Supply Product, Competitive Suppliers may, but are not required to, specify an end date, which is the date on which the Supply Product information will no longer be listed on the Website. If a Competitive Supplier does not specify an end date, the Website will continue to list the Supply Product information until the Competitive Supplier submits updated information for the Supply Product.
 - P. For each Supply Product, the Website will (1) calculate the estimated average monthly cost over the Supply Product's contract term based on the Supply Product's price (see Section IV. B, D, and E, above),⁶ and (2) display the month and year through which the estimated average monthly cost applies based on the length of the contract term.
 - Q. The Website will calculate the estimated average monthly cost based on an "average" monthly usage value (in kWh). This value will be 600 kWh and 1,000 kWh for residential and small commercial and industrial consumers, respectively, unless a user specifies a different monthly usage value.
- V. DISPLAY OF RENEWABLE ENERGY CONTENT INFORMATION
- A. The Website will display the percentage of renewable energy resources that comprises each Supply Product. This includes the percentage required by RPS and the percentage that exceeds the RPS requirement (the Website will display the percentage that exceeds the RPS requirement as the "voluntary" component of the product).
 - B. For all Voluntary Renewable Energy Products, the Website will:
 - 1. display those renewable resource types (e.g., wind, solar) that comprise at least 50 percent of the product's voluntary renewable resources; and

⁶ Initially, the Website will not calculate the costs associated with the delivery component of the bill. The Department may add this calculator function in the future.

2. identify whether all of the product’s voluntary renewable resources are RPS Class I resources (the Website refers to these resources as “New regional resources”).
- C. Below, we provide examples of how the Website will display a product’s renewable resource content information:

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Non-renewable product (<u>i.e.</u> , includes no voluntary renewable resources); | Required:22% Voluntary:0%
TOTAL : 22% |
| 2. 50 percent renewable product (including RPS requirement), for which the voluntary component is composed entirely of RPS Class I solar resources; | Required:22% Voluntary:28%
TOTAL : 50% ⓘ
 100%
New regional resources |
| 3. 75 percent renewable product (including RPS requirement), for which the voluntary component is composed entirely of RPS Class I wind resources; | Required:22% Voluntary:53%
TOTAL : 75% ⓘ
 100%
New regional resources |
| 4. 100 percent renewable product (including RPS requirement), for which the voluntary component is composed of 50 percent solar resources and 50 percent wind resource. | Required:22% Voluntary:78%
TOTAL : 100% ⓘ
 50%  50% |

VI. DISPLAY OF BASIC SERVICE INFORMATION

- A. For each customer class within each electric company service territory, the Website lists the fixed basic service price that is currently in effect, and, if known, the fixed basic service price that will be in effect during the upcoming six-month basic service term. The Website will display the upcoming basic service price as “to be determined” when the upcoming price is not yet known.⁷
- B. The Website displays the six-month terms during which the basic service prices are/will be in effect.
- C. Sorting - The Website displays basic service as the top product regardless of a

⁷ The Department will be responsible for uploading basic service information to the Website.

user's sorting preferences (see, Section VIII.A, below).

- D. Filtering - The Website displays basic service as the top product regardless of a user's filtering preferences related to pricing and contract term (see Sections VIII.B.1 and 2, below). The Website does not display basic service when a user filters products to view only Voluntary Renewable Energy Supply Products or products that include additional products or services (see Sections VIII.B. 3 and 4, below).
- E. Product Comparison - The Website always displays basic service as the top product on the Compare page regardless of a user's selection of products for that page (see Section VIII.C, below).
- F. The Website count of total and filtered Supply Products does not include basic service.

VII. DISPLAY OF MUNICIPAL AGGREGATION PRODUCT INFORMATION⁸

- A. Sorting - The Website displays the Municipal Aggregation Default Product directly beneath basic service regardless of a user's sorting preferences (see Section VIII.A, below).
- B. Filtering - The Website displays the Municipal Aggregation Default Product directly beneath basic service regardless of a user's filtering preferences related to pricing and contract term (see Sections VIII.B.1 and 2, below). The Website does not display the Municipal Aggregation Default Product when a user filters products to view only Voluntary Renewable Energy Supply Products or products that include additional products or services (see Sections VIII.B.3 and 4, below).
- C. Product Comparison - The Website displays the Municipal Aggregation Default Product directly beneath basic service on the Compare page regardless of a user's selection of products for that page (see Section VIII.C, below).

⁸ The Website displays all Municipal Aggregation Products besides the Municipal Aggregation Default Product according to the rules set forth in Sections VIII.A, VIII.B, and VIII.C, below.

VIII. USER PREFERENCE OPTIONS

- A. Sorting – The Website initially will list Supply Products by average monthly cost, from low to high. Users can change the Website listing of Supply Products based on average monthly costs, contract term, and renewable energy content based on the following categories:
1. Average monthly costs
 - a. low to high
 - b. high to low
 2. Contract term
 - a. short to long
 - b. long to short
 3. Renewable energy content
 - a. high to low
 - b. low to high
- B. Filtering – Users can filter Supply Products listed on the Website to view only those Supply Products that meet the user’s preferences, based on the following categories:
1. Pricing
 - a. Estimated monthly cost
 - b. No monthly charge
 - c. No enrollment fee
 2. Contract term
 - a. Length of term
 - b. No cancellation fee
 - c. No automatic renewal
 3. Renewable energy
 - a. Renewable Supply Products
 - b. 100 percent renewable Supply Products
 - c. New regional resource (RPS Class I) Supply Products

4. Other

- a. Additional energy-related products and services
- b. Additional non-energy products and services
- c. No additional products and services
- d. Supplier (view Supply Products offered by all Suppliers or by an identified subset of Suppliers)

- C. Product Comparison - Users can select Supply Products for direct comparison on a compare page.

IX. UPLOADING PRODUCT INFORMATION

- A. Suppliers are responsible for uploading their Supply Product information through the supplier portal of the Website.
- B. Competitive Suppliers can upload Supply Product information in two ways:
 - 1. Entering the information directly through the supplier portal; or
 - 2. Entering the information into a spreadsheet (downloaded from the supplier portal) and importing the spreadsheet through the portal.
- C. Municipal Aggregators can upload product information by entering the information directly through the supplier portal.
- D. Suppliers cannot revise or remove Supply Products from the Website during a day. Through the supplier portal, however, Suppliers can mark a Supply Product as unavailable for the remainder of the day. The Website will remove the Supply Product from the Website when it updates Supply Product information for the following day.