

Borough of Glen Rock  
Sustainable Essex Alliance  
Renewable Government Energy Aggregation  
Program  
(SEA R-GEA)  
Round 2

Public Information Session  
February 25, 2021

Consultants:

Gabel Associates, Inc.

[www.gabelassociates.com](http://www.gabelassociates.com)



# Government Energy Aggregation: What is It?

- Implemented under the Government Energy Aggregation (GEA) law and Board of Public Utilities (BPU) rules.
- GEA allows a municipality to pool its residents together to create ‘purchasing power’ and obtain power supply at a better price; under more favorable terms and conditions than residents could obtain when shopping on their own.
- A municipality first passes an ordinance to establish a Government Energy Aggregation Program.
- Once an ordinance is passed, a municipality can implement a GEA program on its own or join together with other municipalities to form a larger cooperative purchasing group.
- Municipalities must conduct a public, competitive bid process. Draft bid documents are submitted to the BPU and Division of Rate Counsel for review, to assure compliance with the BPU’s rules.

# SEA R-GEA: Background

- The Borough passed necessary ordinance in 2018 creating the Glen Rock Discounted Energy Aggregation Plan (DEAL).
- Glen Rock's Round 1 program started with a competitive bid in February 2019
  - Awarded a power supply contract to the low bidder, Direct Energy, for 18-month term June 2019-December 2020
  - Contract had a lower price and higher renewable energy content as compared to power supply provided under PSE&G Basic Generation Service tariff.
- The Borough of Glen Rock and The Township of Livingston later joined the SEA, a purchasing cooperative composed of Glen Ridge, South Orange, Montclair, Verona, and Maplewood, bringing participating municipality count to seven, which created additional purchasing power.

# SEA R-GEA: Round 2 Bid Results

- The current RFP was issued in August 2020 for a Round 2 contract.
  - Unfavorable market conditions resulted in no initial contract award.
  - All program participants in SEA R-GEA towns returned to PSE&G for power supply at end of Round 1 contract in December 2020.
- Refreshed proposals were received 11/4/20. Borough accepted the proposal from Energy Harbor, LLC (Energy Harbor), which had the most value.
  - A 17-month contract beginning April 2021 at a price of \$.12696/kWh.
  - 40% renewable energy content (compared to the current State-required renewable energy content of about 23.5%) for the SEA consists of about 5% in-State NJ solar RECs and about 35% regional renewable (primarily wind) RECs.

# SEA R-GEA: Round 2 Bid Results

- Even with monthly fluctuations in the PSE&G tariff price, and enhanced renewable content, the SEA contract is projected to provide savings:
  - Initial conservative savings estimate for the typical resident was approximately \$20.
  - With recently-announced PSE&G price increase effective June 2021, current savings estimate is now approximately \$50-60 for the typical resident.
  - Program includes a voluntary 100% renewable product at \$.13437/kWh, i.e. for a \$.00741/kWh price premium.

# Benefits of the SEA Program

- Aggregate purchasing power creates competition that provides residents access to power supply with nearly double the renewable energy content at a price that is competitive with PSE&G power supply.
- Consumer Protections:
  - Borough able to manage risk by designing the contract and bid specifications to protect consumers
  - Contract terms are reviewed by the BPU and Rate Counsel
  - The price is known for the full contract term; no ‘bait and switch’ on price; no ‘market-based’ variable prices; no hidden fees
  - Length of contract is definite
  - No fine print
  - Free opt-out at any time

# Benefits of the SEA Program (cont'd)

- Transparency: customers are fully informed of price, power, supply content, and terms and conditions.
- Customer Choice: Customers may opt out at any time with no exit fee.
- No Hassle: Third party supplier charge shows up directly on PSE&G bill.
- Local purchasing: SEA program allows the municipality to fulfill procurement role normally taken by the state. Borough shops on behalf of the residents and to customize the product and contract terms.

# SEA Program: Building on Past Success and Blazing New Trails

- Dozens of municipalities across NJ have implemented GEA since 2012.
- The vast majority of towns that have implemented a GEA program have implemented 2<sup>nd</sup> round.
- The Round 2 program is anticipated to provide savings for participants, while also providing enhanced renewable energy content.
- Glen Rock was one of the first communities in NJ to embrace R-GEA.
- The voluntary 100% renewable 'opt-up' product is highly competitive versus marketplace offerings, with the added benefit that the renewable energy is sourced from wind power in the regional power grid. 'Opt-Up' is simple phone call to Energy Harbor.



# Who is Energy Harbor?

- Electric power supplier licensed by NJ Board of Public Utilities.
- One of North America's largest retail energy suppliers, serving over 700,000 residential customers.
- Currently serving about 500,000 residential accounts in OH, IL, and NJ through energy aggregation programs like the SEA.
- Recently expanded into the NJ aggregation market; in addition to the SEA program, they currently provide enhanced renewable energy power supply to Piscataway and Plainsboro residents under R-GEA programs.

# Who is Energy Harbor?

- For questions regarding SEA, to opt-out, opt-up, or if you did not receive the Notification Letter and wish to become a SEA program participant, you can reach Energy Harbor in the following manners:
  - Call toll-free at: 1-866-636-3749
  - E-mail to: [firstchoice@energyharbor.com](mailto:firstchoice@energyharbor.com)
  - Or visit their aggregation website at:  
[energyharbor.com/en/community-programs/find-your-program](http://energyharbor.com/en/community-programs/find-your-program)

# Who is Gabel Associates?

- Gabel Associates is an independent energy consulting firm
- A State-registered energy agent hired by the Borough to help implement the SEA program.
- Gabel has no affiliation with any retail energy supplier.
- The consultant works for the Borough to impartially assist with the implementation of the energy supply competitive bid process and selection of the winning bidder.
- If you have any questions regarding the SEA, to opt-out, or if you did not receive the Notification Letter and wish to become a SEA program participant, you can contact Gabel Associates for assistance:
  - ▶ Call toll-free at: 855-365-0770
  - ▶ Website: [gabelassociates.com/GEA](http://gabelassociates.com/GEA)
  - ▶ E-mail to: [SEA-info@gabelassociates.com](mailto:SEA-info@gabelassociates.com)



# Overview of SEA: How does it work?

- On February 6th, Energy Harbor mailed Notification Packages to all PSE&G residential customers in Borough. Certain residents were excluded and did not receive the mailing: those with existing third-party supply contract or existing solar system, or who previously requested to be placed on a 'Do Not Disturb' list.
- The Notification Package includes a short introductory letter, a Program Summary, a 1-page FAQs, an 'opt-out' card and business reply envelope.



Sustainable Essex Alliance  
Community Energy Aggregation  
Frequently Asked Questions



**What is Community Energy Aggregation?**  
Community Energy Aggregation is a program that allows municipalities to pool together residents and conduct a bid for power supply from third-party suppliers, with the aim of obtaining a power supply price that is cheaper, and/or has more renewable energy than the power supplied by the electric utility. Permitted under New Jersey state law for 17 years, the program is conducted under the oversight of the New Jersey Board of Public Utilities, the Division of Rate Counsel, and the Department of Community Affairs. The Borough of Glen Rock has joined with the municipalities of Glen Ridge, Livingston, Mahwah, Montclair, South Orange, and Verona, to form a single purchasing cooperative, which has been named the Sustainable Essex Alliance (SEA).

**Has this type of program been implemented previously?**  
Yes. Since 2012, a growing number of NJ municipalities have implemented Community Energy Aggregation programs in order to address concerns regarding air quality and climate change. These programs have recently been focused on obtaining power supply with enhanced renewable energy content, in addition to cost savings. In 2016, the Borough of Glen Rock entered into its first Community Energy Aggregation program (named the DEAL). The Borough awarded a contract under the SEA program that provided enhanced renewable energy content to the electric supply to participating Borough residents. This contract recently expired in December 2020. The Borough has now joined with six other municipalities, under a Community Energy Aggregation program, the SEA program, to obtain even greater purchasing power in order to continue to offer enhanced renewable energy content at a price close to or less than the current average PSE&G Basic Generation Service tariff price for power supply.

**Who has been selected as the SEA program supplier?**  
Following a competitive public bid process, which included submitted proposals from competing suppliers, the SEA selected Energy Harbor, which submitted the lowest proposed price, as the supplier for the next round of the SEA program. Energy Harbor is an electric power supplier licensed by the New Jersey Board of Public Utilities. It currently serves tens of thousands of residential customers in New Jersey, and hundreds of thousands nationwide, through energy aggregation programs like the SEA.

**When does the program with Energy Harbor begin?**  
Service will begin with the April 2021 meter read date and will continue for 17 months, until September 2022.

**How does the SEA program contract game compare to the PSE&G tariff price for electricity supply?**  
The price of \$0.12095 per kilowatt-hour (kWh) is below the current average PSE&G Basic Generation Service tariff price for power supply. Because the net PSE&G price-compare includes an on-peak load, as compared to the flat pricing for the SEA program contract, the net PSE&G price-compare is not an apples-to-apples comparison. The net PSE&G price-compare also does not take into account the various credits, discounts, and rebates that are available to customers on their bills. The other SEA participating municipalities will be required to save the full contract amount compared to the average PSE&G tariff price-to-compare for the period April 2021 through September 2022. For more information, please visit [www.seaenergy.com/contract](https://www.seaenergy.com/contract), nearly double the amount of renewable energy content provided by PSE&G default energy supply.

**Can I receive 100% renewable energy through the SEA program? And what is the deadline to 'opt-out'?**  
Yes. Individual residents can voluntarily "OPT-UP" to a high-quality 100% Class 1 based utility renewable energy product, at a slightly higher price of \$0.14453/kWh, or approximately \$8 a month on average more than the default baseline 40% renewable energy product under the SEA program. While monthly higher than the PSE&G rate, the price for the 100% renewable product compares favorably to similar products available in the marketplace. This "OPT-UP" is entirely voluntary and you will not be charged until March 7, 2021. Please note, which is the deadline to opt-out of the SEA program at any time without being charged the 100% renewable option until "OPT-UP" within the initial 30-day window that ends March 7, 2021. To "OPT-UP" and to support Energy Harbor, call 888-930-3748.

**What makes the SEA electricity contract renewable?**  
The renewable energy content/residents will receive consists of: 1) the renewable energy that all NJ suppliers are required to supply based on the New Jersey Renewable Portfolio Standard (RPS), and 2) an additional amount of RPS-compliant PJM Class 1 Renewable Energy Certificates (RECs) to reach 40% renewable energy in total. PJM Class 1 RECs are sourced mainly from wind power in our region. The additional 100% OPT-UP product consists of an additional 100% RPS-compliant PJM Class 1 RECs, above the basic SEA product. For more information about RECs, NJ's Renewable Portfolio Standard and other terms in this FAQ, go to <https://www.seaenergy.com/contract>.

Sustainable Essex Alliance (SEA) Program Summary	
<b>Energy Harbor, LLC Information:</b>	Energy Harbor, LLC (EPU) License # EEL-0240 Toll Free Telephone Number: 1-866-634-3749 Website: <a href="https://www.energyharbor.com/community-programs/flat-rate-program">https://www.energyharbor.com/community-programs/flat-rate-program</a> Address: 188 East Market Street, Akron, Ohio 44308 Email Address: <a href="mailto:enquiries@energyharbor.com">enquiries@energyharbor.com</a>
<b>Price Structure:</b>	Non-Volatile Price <sup>1</sup>
<b>Generation/Supply Price:</b>	\$0.12095 per kilowatt-hour (kWh)
<b>Statement Regarding Savings:</b>	The contract price is below the current average PSE&G Basic Generation Service ("BGS") tariff price of about \$0.1293/kWh. Savings, while not guaranteed, are projected to be about \$20 over the contract term. Actual savings will vary monthly due to fluctuations in PSE&G's set price-to-compare. For budget billing details, see footnote below <sup>2</sup> .
<b>Amount of Time Required to Change Back to Default Service or Another TPS:</b>	The request to switch out of the SEA program will be become effective on the next available meter read date in accordance with program implemented by PSE&G. Standard Power Product (SPP) 12000 kWh: 40% renewable energy content. Voluntary "OPT-UP" Power Product (PP) 13473 kWh: 100% renewable energy content (to OPT-UP to the 100% renewable option, call 1-866-634-3749 or 630/721).
<b>Incentives:</b>	You will be automatically enrolled in the SEA program unless you submit an "opt-out" request during the 30-day opt-out period, which ends March 7, 2021. If you choose to "opt-out," please sign and return the enclosed postage-paid card, or call Energy Harbor toll-free at 1-866-634-3749 by March 7, 2021. If you do not opt out by March 7, 2021 you will be enrolled, however, you may still leave the SEA program at any time thereafter.
<b>Right to Opt Out / Revoke/Cancel:</b>	You may also opt out through the Township's Energy Consultant at <a href="mailto:sea@abnassociates.com">sea@abnassociates.com</a> , or via <a href="https://www.seaenergy.com">www.seaenergy.com</a> .
<b>Program Start Date:</b>	Service will begin with your April 2021 meter read date.
<b>Program Term/Length:</b>	17 months, ending September 2022, unless read date.
<b>Cancellation/Early Termination Fee:</b>	None. You can opt out at any time, with no penalties or cancellation fee.
<b>Reasons Term:</b>	No automatic rollover or renewal. If your contract is reached by the Township, you will be notified, provided a new Program Summary, and will again be given the opportunity to participate in the program or opt out. If no new contract is awarded by the Township, program participation will be returned to PSE&G supply service in September 2022.
<b>PSE&amp;G Contact Information:</b>	Toll-Free Telephone Number: 800-456-9262 (7/24) Please discuss meter information in English for faster service: a toll number: 1-866-636-3748. Residents receiving this notice who are outside the geographic boundaries of Township of Livingston, please contact Energy Harbor to be removed from the program. Township of Livingston residents who do not receive this notice are permitted to join the program any time.

<sup>1</sup>Supplier's set price monthly or adjust price for changed market conditions, or change the rate after an initial "lock-in" period. The price will remain unchanged for the contract term. The only exception is a discrete contract price adjustment resulting from a change in rate that affects the total of energy rights provided by PSE&G, in which case the contract price adjustment will be obtained directly from the rate of energy as compared to the PSE&G set price per power supply.



Borough of Glen Rock  
Energy Aggregation Program/Sustainable Essex Alliance  
Program Announcement

Dear Glen Rock Resident:

In 2016, the Borough of Glen Rock formed the Discounted Energy Aggregation Plan ("DEAL") with the goal of using bulk purchasing power to procure a selective power supply on behalf of Borough residents with a higher renewable content and at a lower price than the power supply provided by PSE&G. This contract recently expired in December 2020. To ensure additional purchasing power for the next round of the program, Glen Rock has joined together with the towns of Glen Ridge, Livingston, Mahwah, South Orange Village, and Verona, under the program referred to as the Sustainable Essex Alliance Renewable Government Energy Aggregation ("SEA R-GEA").

We are pleased to inform you that as a result of a recent competitive bid process, a new 17-month contract was awarded to the low bidder, Energy Harbor, LLC, for residents in the participating SEA R-GEA municipalities located in the PSE&G territory, including those in the Borough of Glen Rock. The new contract with Energy Harbor, which begins April 2021, will provide electric supply with an additional 40% renewable energy content, and with no change to the net PSE&G price-to-compare, at a fixed price of \$0.12095/kWh. As compared to the PSE&G price that fluctuates monthly at \$0.1293/kWh, you will receive steady and consistent electricity supply at a fixed price for a typical participating resident over the 17-month contract term, with a substantially higher renewable energy content, and with no change to the level of service. Residents also have the ability to "OPT-UP" to a 100% renewable energy product at a modest price premium of approximately \$8 per month for a typical participating resident. If you wish to select the additional 100% renewable energy product option, please call Energy Harbor at 1-866-634-3749 or e-mail by March 7, 2021.

If you do not wish to participate in the SEA R-GEA program for any reason, you are welcome to opt-out at any time by following the instructions on the reverse side of this notice. The SEA R-GEA program information is also posted on the Borough website and, when municipal offices resume, program documents may be reviewed in person by visiting the Office of the Borough Clerk at Borough Hall, 1 Harding Plaza, Glen Rock, NJ 07031. If you do not opt out of the SEA R-GEA program, you will receive a notification from PSE&G in March that your account is being enrolled with the new SEA R-GEA supplier, Energy Harbor, effective with the April 2021 meter read.

For residents seeking additional information, a remote Public Information Session has been scheduled for 7:30 pm to 8:00 pm on February 23, 2021 via Zoom. The Borough's energy consultant, Gabal Associates, will make a local presentation and answer questions. Please see page 21, +312-626-6799, 852-7883-0274, +732-331-4144/852-6799, 852-7883-0274, 771-3314. Dial in US: +1 312 626 6799 or +1 445 583 8654 or +1 301 715 8972 or +1 344 248 7799 or +1 649 700 8128 or +1 331 523 8762; Webex: 852 7883 0274; Passcode: 713131. You may also see this link, which is also posted on the website: <https://www.glenrocknj.com/SEA/SEA%20R-GEA%20FAQ%20111621>

If you have questions about the program and are unable to attend the remote Public Session, you can reach out directly via telephone or email to the Borough's energy consultant, Gabal Associates, or to Energy Harbor who have the experience and resources to help you and whose contact information is provided in the enclosed program notice.

Please note that the energy aggregation program is only for the energy supply portion of your electric service. The delivery portion will continue to be provided by PSE&G at regulated rates and PSE&G will continue to provide all emergency and safety services. PSE&G will also continue to provide customer service such as meter reading, billing, and service restoration. If you are on a PSE&G budget billing plan, you will continue to receive that service. Please take the time to read the enclosed materials and familiarize yourself with this program.

<sup>2</sup>Please note: If you do not opt-out, you will receive a notice from PSE&G in approximately 30-45 days confirming your switch to Energy Harbor. Again, NO ACTION is required to participate in the SEA R-GEA program.

# Overview of SEA: If You Decide to Opt-Out

- All residents have the option to ‘opt-out’ of the program.
- Options for fast and easy “opt-out” are:
  - Sign and return “opt-out” card in the mail
  - Call Energy Harbor’s toll-free program phone number: 1-866-636-3749
  - E-mail Energy Harbor’s SEA e-mail address:  
[firstchoice@energyharbor.com](mailto:firstchoice@energyharbor.com)
  - Visit Gabel’s website: [gabelassociates.com/GEA](http://gabelassociates.com/GEA) (case sensitive)
  - E-mail Gabel’s helpdesk: [SEA-info@gabelassociates.com](mailto:SEA-info@gabelassociates.com)
- The initial 30-day opt-out period concludes on March 7th, 2021. Residents who opt-out by March 7<sup>th</sup> will not be enrolled in the program.
- After March 7th, Energy Harbor will begin enrolling residents for service beginning with your April 2021 meter read date.
- Energy Harbor will be reflected on your May PSE&G bill.

# Overview of SEA:

## What Happens After the Initial 30-Day Opt-Out Period?

- ❖ If you do not opt-out by March 7<sup>th</sup>, Energy Harbor will enroll your account for the April 2021 meter read date.
- ❖ You will receive a separate notice from PSE&G in mid-March informing you that the supplier has enrolled your account.
- ❖ **No further action is required if you wish to participate.**
- Even after initial enrollment, residents may change their mind and opt-out at ANY time during the contract without penalty or termination fee.

# Overview of SEA: Residents Removed from the Initial Pool of Eligible Customers

- Residents with existing third-party supply contract or solar were excluded from the initial eligibility pool and did not receive the mailing. These residents may still participate in the program, by deciding to 'opt-in' to SEA, *however*:
  - Customers with a third party supply contract should review contract to compare prices and renewable energy content. Carefully read existing contract language to check for early termination fees (unlike the SEA program which prohibits termination fees, some third-party supply contracts include provisions for early termination penalties).
  - Customers with solar panels, should review PSE&G bills and/or discuss with solar vendor whether your solar system does or will rely on net-metering and banking of monthly 'over-production.' If you rely on net-metering and banking, you are likely better off remaining on PSE&G supply rather than participate in the SEA or have any third-party supplier.

# SEA Program: Anticipated Timeline

Below you'll find an SEA timeline with important dates to remember:

Sustainable Essex R-GEA Timeline		
Thursday, February 25, 2021		
	Action Item	Actual/Tentative Dates
1	Bid Award	Wednesday, November 4, 2020
2	Opt-Out Packages Mailed	Friday, February 5, 2021
3	Public Information Session	Thursday, February 25, 2021
4	30 Day Opt-Out Period Ends	Sunday, March 7, 2021
5	Enrollment Notification Letter Mailed by PSE&G	Mid-March 2021
6	Service Commences	April 2021 Meter Reads
7	Service Concludes	September 2022



# Reading Your PSE&G Bill

- ▶ Your PSE&G bill is split up into two portions: Delivery Charges and Supply Charges.
- ▶ For SEA-Round 2 participants, charges from Energy Harbor will replace the supply line item charges for power supply on your PSE&G bill.
- ▶ In order to opt-in or out through any one of the available means, we ask that residents have available their 20 digit PoD ID number that begins with the letters 'PE', a unique identifier which allows us to enroll or unenroll an account with the supplier.
- ▶ The PoD ID number can be found on the right side of the lower portion of your bill which reads Details of your electricity charges.

**Example PSE&G Bill** – the current Delivery price charged by PSE&G will always appear. The charges of SEA’s supplier Energy Harbor will appear below, replacing PSE&G Supply charges

 **Details of your electric charges**  
Your rate: Residential Service (RS)


Meter # 127 [REDACTED]	Usage
Actual reading Mar 18, 2019	48979
<i>Less</i> Actual reading Feb 14, 2019	48152
<b>Total electric you used in 32 days</b>	<b>827 kWh</b>

**Delivery charges**

Monthly service charge		\$4.95
Charges for delivering electric to you:		
kWh charges		
For the first	600 kWh x \$0.039983	\$23.99
For the next	227 kWh x \$0.040000	\$9.08
<b>Total electric delivery charges</b>		<b>\$38.02</b>

**Supply charges**

Cost of electric supplied by PSE&G:		
Charges		
For the first	263 kWh x \$0.139772	\$36.76
For the next	98 kWh x \$0.139796	\$13.70
For the next	338 kWh x \$0.129734	\$43.85
For the next	128 kWh x \$0.129766	\$16.61
<b>Total electric supply charges</b>		<b>\$110.92</b>

 **Total electric charges** **\$148.94**

**Explaining electric charges**

We charge for the electric you use in kilowatt hours (kWh). 1 kilowatt is equal to 1,000 watts.



If you used a 100 watt light bulb, it would take 10 hours of use to equal to 1 kWh of energy.

**Price to compare**

If you want to consider getting your electric supply from another supplier, compare their price with ours. This month, your cost for energy supply is \$110.92 (or an average of 0.134123 per kWh). This price to compare varies month to month, depending on your usage.

**Your PoD ID is: PE0000089635 [REDACTED]** – Your PoD ID is your Point of Delivery identification within PSE&G’s system. You will need this number if you are considering enrolling with another supplier.

# Government Energy Aggregation Recap/Facts

- All residents, except those who have a third-party supplier or an installed solar system, are automatically included in the program.
- SEA provides 40% renewable energy content nearly double the current renewable content of PSE&G supply, at a price that is lower than the current average PSE&G tariff 'price-to-compare.'
- Even with monthly fluctuations in the PSE&G net price-to-compare, SEA is now estimated to save the typical Borough resident about \$50-60 over the 17-month contract term based upon recently-announced PSE&G price increases.
- Residents may opt out at any time without penalty and will be removed from the program. If you opt-out by March 7<sup>th</sup> you will be removed from the eligibility list and will not be enrolled. Opt-outs occurring after March 7<sup>th</sup> will take effect at the next available PSE&G meter read date.
- The contract price is 'non-variable.' Supplier cannot vary prices monthly, adjust prices for changed market conditions, or change the rate after an initial 'teaser' period.

# Government Energy Aggregation Recap/Facts (Cont'd)

- The price remains unchanged for the full contract term.
- PSE&G will continue to provide the power delivery and reliability. Please continue to call PSE&G at 800-436-7734 (PSEG) in the case of a power outage and to have power restored.
- Residents will still receive **one** bill for electricity; the third party supplier's cost will replace PSE&G's power supply line item on their bill.
- **Residents who have budget billing (Equal Payment Plan) arrangements with PSE&G will still be able to obtain budget billing for power supply charges.**
  - Energy Harbor will monitor budget billing customers monthly, to reduce true-up as much as possible at the end of a plan.
  - Budget amount will be adjusted if necessary, over the contract.
- **There will be no effect on financial assistance received (LIHEAP, etc.) on PSE&G bills.**

# Thank You

# Questions?

Visit Glen Rock's SEA Round 2 program link on  
the Borough's website at  
[glenrocknj.net](http://glenrocknj.net)  
for more information.