



FOR IMMEDIATE RELEASE, OCTOBER 16, 2020

Town of Brighton Launching Groundbreaking 100% Renewable Electricity Program to Benefit Residential Electricity Customers, Small Businesses and our Environment.

Brighton residents, small businesses, and the region's environment will be the beneficiaries of a clean energy program being rolled out to the community starting this month. Thanks to the leadership of Supervisor Bill Moehle and the Brighton Town Board, the Town is taking another giant leap forward in Coloring Brighton Green. Brighton is the first Town in Monroe County to obtain 100% renewable electricity at a competitive price for its residents and small businesses through Monroe Community Power, a local Community Choice Aggregation (CCA) program.

The Town has obtained a 24-month fixed rate for renewable electricity from Source Energy that is less than customers paid for a "standard" mix of nuclear, fossil fuel and renewable supply provided by RG&E over a 24-month period that ended in September, 2020. The new supply rate will begin to be reflected on Brighton customer bills in January 2021. Brighton's default electric supply for residents and small businesses will be a 100% NYS hydro-based renewable electricity product. Eligible residential and small businesses will be automatically enrolled in Brighton's CCA program, but may opt out at any time, with no penalty.

Source Energy will also be offering community solar subscriptions for those who want to further support locally-sourced clean energy and lower their annual electricity bill even more. By participating in this additional program, subscribers will also be contributing to a dedicated sustainability fund to support one or more projects benefitting the environment of Brighton.

This groundbreaking program is adding to the Town of Brighton's portfolio of environmental sustainability projects that include the establishment of a vibrant Farmers Market, designation as a Tree City, regular pharmaceutical collection and electronics recycling events, the creation of a comprehensive plan that incorporates sustainability principles, and a Sustainability Oversight Committee developing a Climate Action Plan. "Brighton's new Community Choice Aggregation is a great win for Brighton and our residents," said Brighton Supervisor William Moehle. "Getting 100% renewable source electricity at a price that is fixed for 2 years and is cheaper than the existing price for electricity that does not come from renewable sources is a remarkable combination."

This program is advancing as part of Monroe Community Power which is administered by Joule Community Power (Joule) and local program manager Roctricity. "These programs are the result of a competitive procurement process," said Mike Gordon, Joule's Chief Executive Officer. "Brighton selected Source Power as their default supplier because they were offered a unique combination of 100% renewable power, competitive pricing, and consumer protection." Todd Coffin, Managing Director of Source Energy commented that "You'd be hard pressed to find a more appropriate opportunity to not only announce to the marketplace the launch of your inaugural product offering but to do it with such a respected CCA program that provides local communities with not only competitive pricing but innovative products. Joule and their Monroe Community Power CCA gave us the chance to showcase our newest hybrid solar product for the community of Brighton and help them access clean and affordable energy. "

The details of the Brighton program will be reviewed in several community zoom meetings starting October 21st at 5:30 pm. The details of the launch, including eligibility, what to look for in the mail, the optional community solar program and a community sustainability fund will be reviewed at this and subsequent online meetings being scheduled through January of 2021.

About Monroe Community Power

Monroe Community Power is a community choice aggregation (CCA) program—comprising communities in Monroe County, NY—that enables participants to support 100% renewable power and pay less for renewable energy than they have historically paid for traditional electricity supply. The participating towns and villages have banded together to pool local electricity demand in order to leverage the collective buying power of their residents and small businesses in effort to support the generation of clean energy in NY State, secure more favorable energy supply rates, and protect consumers. The participating communities are the Towns of Brighton, Irondequoit and Pittsford and the Village of Pittsford. The program was formed in partnership with Joule Community Power. For more information, please visit monroecommunitypower.com

About Joule Community Power

Joule Community Power (Joule) works with municipalities and local partners to empower communities and facilitate their goals of providing residents and businesses with cleaner and cheaper energy. With no upfront cost to a municipality or its residents, Joule's Community Power program helps municipalities and consumers go green and save money. Joule's distinctive expertise in designing and implementing new consumer-protective energy supply contracts was instrumental in the creation of New York State's first community choice aggregation (CCA) energy program. Joule is the only company in NY State offering CCA administrative services with a Public Service Commission-approved implementation plan that integrates community solar projects; To learn more, visit joulecommunitypower.com.

About Roctricity

Roctricity is the local program manager for the Monroe Community Power program. Located in Rochester, NY, the four principal partners formed the small business in order to facilitate the implementation of renewable energy programs, particularly 100% renewable CCA programs. They are focused on providing high quality customer service and energy education to the communities they serve. They can be reached through the Monroe community power program website or by emailing info@roctricity.com ; info@monroecommunitypower.com ; or by calling 585-244-0244.

About Source Power Company

Source Power Company is an approved Energy Service Company and an approved Distributed Energy Resource Supplier in New York State. We provide an innovative solution that marries energy supply with renewable energy generation, providing a unique value proposition to customers and helping further New York State's clean energy goals. With roots in the solar development industry via our sister company Source Renewables we sit strategically at the intersection of project finance, renewable generation and energy supply. This allows us to tactically match products with prospects and use our vertical integration to ensure the efficiencies realized are passed along to our customers in a meaningful competitively priced product. We are the next generation Energy Services Company or ESCO 2.0. We support the reboot of the energy industry and our mission to continually improve our products & services through advanced technology and improved customer experience, while strengthening the community and helping our environment.

Contacts:

Supervisor William Moehle
Town of Brighton
585-784-5252
William.moehle@townofbrighton.org

Susan Hughes-Smith
Roctricity
917-948-7028
sue.hughessmith@roctricity.com