



10 Steps to CCA Program Success

- 1. Define the municipality's goals** — rate stability, potential savings, renewable energy content, renewable goals, or other local priorities.
- 2. Develop a CCA Plan** — Maine's LD 2112 requires municipalities to create a plan for how the program will operate.
- 3. Secure Maine PUC approval** — the CCA Plan must be reviewed and approved by the Maine Public Utilities Commission.
- 4. Design the procurement strategy** — determine how and when the municipality will solicit electricity supply proposals.
- 5. Select an electricity supplier from multiple options** — negotiate pricing, term length, renewable energy options, and contract protections.
- 6. Conduct public education and outreach** — explain the program, benefits, participation rules, and opt out process to residents and small businesses.
- 7. Provide opt out notices** — eligible customers must receive clear information and the opportunity to opt out before enrollment.
- 8. Launch the program** — eligible residential and small commercial customers on utility default service are enrolled unless they opt out.
- 9. Administer and monitor the program** — track market conditions, customer participation, savings performance, supplier compliance, and future procurement opportunities.
- 10. Continue monitoring the market** — work closely with your energy advisor for other energy solutions and options, and maintain a watchful eye on the energy market pricing for future early contract renewal.

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