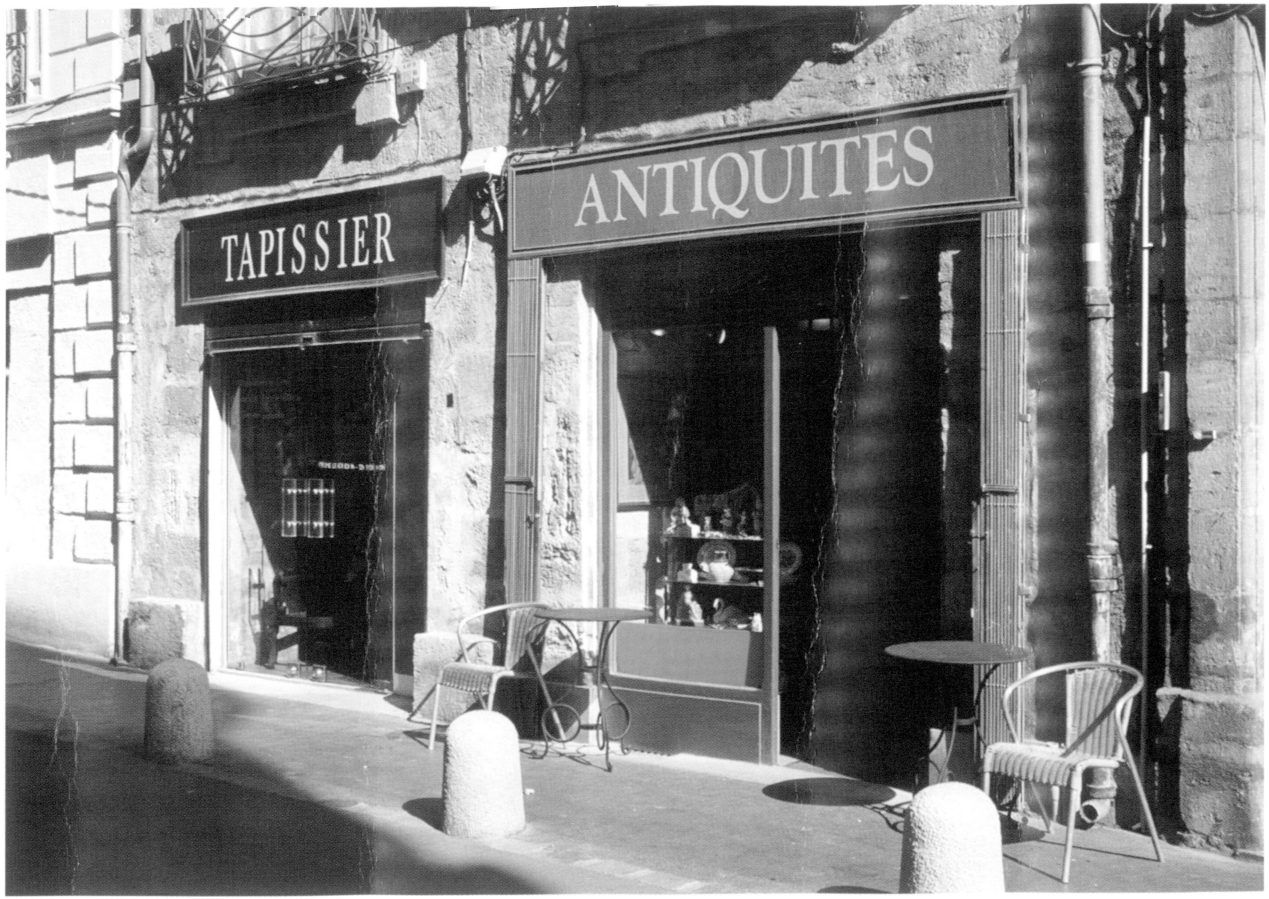
The Opportunity

For nearly a century, AT&T and the Bell System enjoyed exclusive control of the nation's telecommunciations system — from designing, manufacturing and managing local lines, switches and long distance networks to providing integrated billing and customer services.

Then in 1974, MCI won an anti-trust suit against AT&T and the right to provide competitive long distance services. Eight years later, a settlement in a similar action by the Department of Justice was reached resulting in the break-up of the AT&T/Bell monopoly and inaugurating the beginning of true competition in the provision of long distance service to consumers and business.

Although today's long distance market is controlled by three dominant players — AT&T, Sprint and MCI — a new kind of communications integration company has emerged in recent years which purchases long distance services from the major carriers at base prices and offers them to customers at deep discounts. These companies specialize in combining discounts, enhanced billing and customer service for customers whose usage levels are a fraction of what would be required to get comparable pricing directly from the major carriers.

NEMT A is a marketing and communications integration company uniquely positioned to offer telecommunications services to Massachusetts customers through municipal light and power companies.


TAPISSIER
ANTIQUITES

The Value Proposition

Based in Framingham, Massachusetts, New England Municipal Telephone Associates, LLC (NEMTA) has been formed to assist cities and towns across Massachusetts in benefiting from the breakup of the burgeoning $80 billion telecommunications market by keeping the profits generated by long distance usage in the local community. In other words, we keep long distance local.

Through our strategic alliance with LDM systems, Inc. — one of Sprint's largest affiliates — NEMTA can offer your local municipal power and light company a unique, turnkey solution: the ability to provide electric power and state-of-the art long distance service to your residential and business customers.

NEMTA places particular emphasis on the word "your" because your customers remain under your control and we have no direct relationship with them. Instead, we provide you with the capability to offer customers a customized communications solution at substantial savings, comprehensive service and support, and a statement that may be included with their monthly municipal power bill.



The Vision

What if an energy company could truly empower the lives of the people it serves?

What if your city or township were able to generate a sustained, incremental revenue stream that could improve the quality of life for virtually every resident without requiring a bond issue, higher property taxes or major capital investment?

What if the multichannel communications environment of the 21st century — Internet, cable, home security, and telecommunications — were subject to local needs and autonomy?

What if your community were able to embrace the future of telecommunications on its own terms?

What if long distance was local?

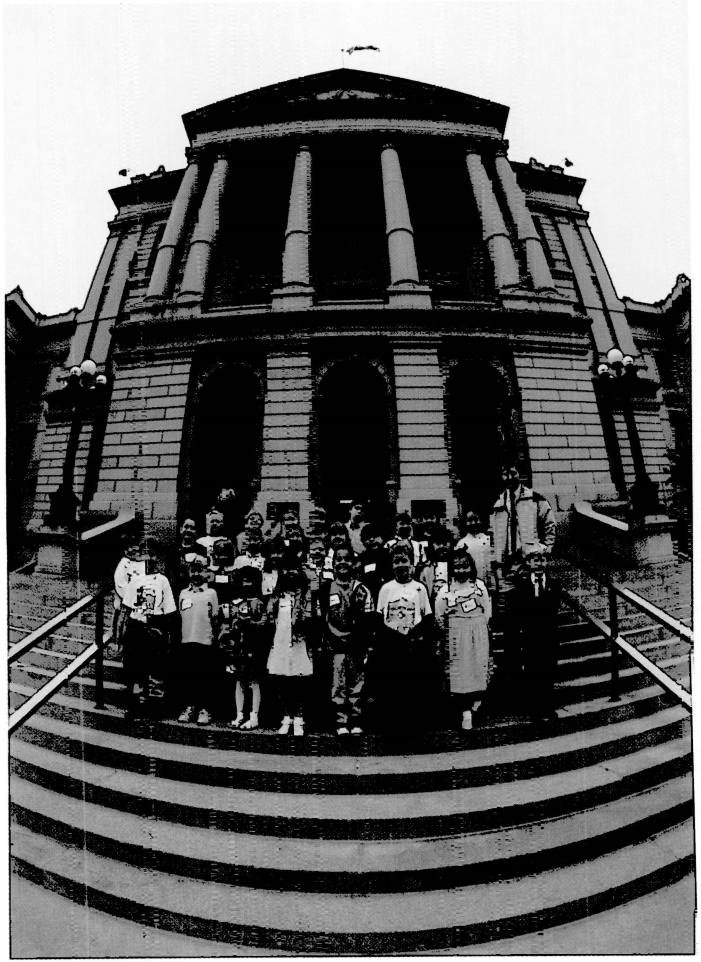

ENTERING
Massachusetts
MASS. DEPT. OF PUBLIC WORKS

What's more, by bundling telecommunications with your community's municipal light and power company you'll be able to provide your customers with a local "bricks and mortar" presence for long distance — a place to go to resolve issues, pay bills, and a familiar face to deal with — in short, the way it used to be. And that's a powerful advantage that none of the big three carriers can offer.

In addition, NEMTA will design, implement and fund the primary marketing program for customer acquisition from initial consideration through customer conversion.

Using a mix of direct response initiatives, bill inserts, collateral materials and general media, NEMTA will help maximize value from each interaction by identifying the most valuable customer segments, supporting continuous improvement, delivering consistent messaging and driving profitable customer behavior. Costs incurred by our marketing efforts will be re-couped through revenue sharing.

NEMTA has a long-term commitment to municipal power and light companies and the communities we serve. With over twelve years of experience in the field, we have a first-hand knowledge of your



business and the challenges you face on a daily basis. We see ourselves as your partner and all of the municipalities we work with are treated equally — regardless of size.

Best of all, a majority of the profits generated by our joint endeavor will be returned to your community.

For further information, please contact our corporate offices by calling: 1 508 620-4729.

An Enlightened Approach to Long Distance



NEMTA

New England Municipal Telephone Associates, LLC.



The Company

From an organizational perspective, New England Municipal Telephone Associates most valuable asset is its people. Operating within a tactical and strategic framework, our senior management team can bring to your community decades of financial expertise and marketing acumen as well as unparalleled database and systems proficiency.

Howard F. Bovers

As Director and principal investor in NMETA, Mr. Bovers has earned singular distinction within the energy and financial fields. In addition to being President of the Bradford Trading Company, a privately held investment banking firm, he has assisted in the development of several energy projects both domestically and internationally. Most notably, Mr. Bovers was well recognized throughout the region as the developer and chairman of the Newbay Corporation, a New England-based independent power company.

Paul O. Koether

A NEMTA director and principal investor, Mr. Koether brings solid financial backing and extensive corporate experience to our organization. In addition to his Chairmanship of Kent Financial Services, Inc. (NASDAQ), he is Chairman and Director of Investment Research, T.R. Winston & Company, Inc. (investments) and is Chairman of the board for the very successful Pure World, Inc. (NASDAQ), American Metals Service, Inc. (NASDAQ) and Sun Equities Corporation.

The Company

Robert A. Mancini

As President of NEMTA, Mr. Mancini brings a strong financial, marketing, sales, and customer service background to the comapny principally underscored by two decades of experience in the banking and financial services industry. Distinguished by his leadership role in strategic planning and marketing, portfolio management and client relations for the Fleet Financial Group, Mr. Mancini is a stong advocate of community involvement and serves on the board of several charitable endeavors.

Jerry J. Burgdoerfer

A Senior Marketing Consultant with a broad spectrum of domestic and international business experience, Mr. Burgdoerfer has been President/CEO of Berkey, Inc. (NYSE), Executive Vice-President of Hertz Corporation with responsibility for worldwide marketing, member of the Executive Committee and Board of Directors for Avis, and Vice President of the American Can Company.. He has also held key management roles with A.T. Cross and American Garden Products.

N E M T A
New England Municipal Telephone Associates, LLC.
945 Concord Street
Framingham, MA 01701

N E M T A
New England Municipal Telephone Associates, LLC.

945 Concord Street
Framingham, MA 01701
(508) 620-4729

CCM-101

City of Cambridge

~~51.~~
Calendar #11

IN CITY COUNCIL

~~July 27, 1998~~
September 28, 1998

COUNCILLOR TRIANTAFILLOU
COUNCILLOR BORN
COUNCILLOR DAVIS
VICE MAYOR GALLUCCIO
COUNCILLOR REEVES
COUNCILLOR RUSSELL
COUNCILLOR SULLIVAN
COUNCILLOR TOOMEY

WHEREAS: The town of Shrewsbury has been able to add significant revenues to its treasury without raising taxes and to provide reasonably priced electricity and cable t.v. for its residents through these town-owned services, and is now adding long-distance telephone service to its offerings (see attachment); and

WHEREAS: Municipal provision of these services means that the money spent on them by residents stays in the municipality; and

WHEREAS: Local control of utilities, telephone service and cable t.v. service has the potential to ad enormously to the quality of life of Cambridge residents by improving service, decreasing costs, adding revenue sources to the City budget and keeping dollars spent on these services in the municipality; now therefore be it

RESOLVED: That the City Manager be and hereby is requested to confer with the Assistant City Manager for Finance and Executive Director of the Consumer's Council to report back to the City Council with details of the Shrewsbury experiences and an analysis of the pros and cons of Cambridge providing these services for its residents.

In City Council September 28, 1998.
Adopted by the affirmative vote of nine members.
Attest:- D. Margaret Drury, City Clerk

A true copy;

ATTEST:- D Margaret Drury

D. Margaret Drury
City Clerk

CCM-101

City of Cambridge

51.

IN CITY COUNCIL

July 27, 1998

COUNCILLOR TRIANTAFILLOU
COUNCILLOR BORN
COUNCILLOR DAVIS
VICE MAYOR GALLUCCIO
COUNCILLOR REEVES
COUNCILLOR RUSSELL
COUNCILLOR SULLIVAN
COUNCILLOR TOOMEY

WHEREAS: The town of Shrewsbury has been able to add significant revenues to its treasury without raising taxes and to provide reasonably priced electricity and cable t.v. for its residents through these town-owned services, and is now adding long-distance telephone service to its offerings (see attachment); and

WHEREAS: Municipal provision of these services means that the money spent on them by residents stays in the municipality; and

WHEREAS: Local control of utilities, telephone service and cable t.v. service has the potential to ad enormously to the quality of life of Cambridge residents by improving service, decreasing costs, adding revenue sources to the City budget and keeping dollars spent on these services in the municipality; now therefore be it

RESOLVED: That the City Manager be and hereby is requested to confer with the Assistant City Manager for Finance and Executive Director of the Consumer's Council to report back to the City Council with details of the Shrewsbury experiences and an analysis of the pros and cons of Cambridge providing these services for its residents.

CHARTER RIGHT EXERCISED BY COUNCILLOR TRIANTAFILLOU.

I hereby authorize NEW ENGLAND MUNICIPAL TELEPHONE ASSOCIATES, LLC to act as agent in all matters relating to the primary interexchange carrier changes for the telephone number listed above. I understand that by signing this letter of agency, NEW ENGLAND MUNICIPAL TELEPHONE ASSOCIATES, LLC shall become my long distance company and that I will no longer be served by my current long distance carrier. I also understand that my local telephone company may charge me a fee* to switch my primary long distance carrier to NEW ENGLAND MUNICIPAL TELEPHONE ASSOCIATES, LLC. I further understand that I may designate only one long distance carrier for any one telephone number, and thereby revoke any previous appointments or selections concerning the telephone numbers listed on the other side of this form.

*Send us a copy of your remittance and we'll apply a credit to your first bill.

SELPSCC

SHREWSBURY'S ELECTRIC LIGHT PLANT AND SHREWSBURY'S COMMUNITY CABLEVISION

A Community Owned and Operated System

Order form to change my long distance telephone service provider.

Yes, I want to keep long distance local!

Please switch my long distance carrier to Shrewsbury Long Distance Telephone.

Choose the plan you prefer:

☐ I'd like a flat rate of 15 cents per minute.

☐ I'd like a flat rate of 10 cents per minute with a monthly fee of $4.95.

In addition:

☐ Please send me a calling card.

Telephone Number: ( )_____

Subscriber Billing Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Date: _____

Signature: _____

See back for terms and conditions.

SELPSCC

LocalLINES

Shrewsbury's Electric Light Plant and Shrewsbury's Community Cablevision Quarterly Newsletter - Spring 1998

Cable System Upgrade will bring new services to Shrewsbury

A significant upgrade is planned for Shrewsbury's cable system. Below is a summary of the upgrade plan.

System Upgrade Summary

Shrewsbury's Community Cablevision (SCC) and Shrewsbury's Electric Light Plant (SELP) are proposing to upgrade the existing fifteen-year-old cable system with a new state-of-the-art Fiber optic cable To The Home (FTTH) system. The system will allow for eighty channels of traditional CATV services over one cable, at least 120 channels of digital video services, high speed Internet access, traditional telephone services, and a medium to install automatic meter reading for electric and water, home security, and electric load control. SCC is also reselling long distance service the same way MCI, AT&T or Sprint do.

Why Upgrade?

SCC's goal is to install and operate a cable system to provide high quality reliable service at competitive rates while also providing a financial return to the Town of Shrewsbury. SCC has accomplished this goal. CATV expanded rates are lower than the surrounding cable companies, reliability is excellent, and a total of $1,949,676, has been turned over to the town since 1983. In addition, SCC installed a state-of-the-art, fiber-optic, voice-data communication system for governmental and school use.

The CATV system was designed and built for $5.5 million in 1983 with state of the art technology for that time. Today, SCC's system unlike most other single cable systems of the same vintage, still has channel capacity available. The downside of this dual cable system is its incompatibility with current video electronics. System maintenance requirements have increased over time and, as a result of normal exposure to the elements, connectors corrode and the cable shield has deteriorated. The field plant has about two to five years of additional life left with additional maintenance costs.

Time has come where technology has changed.

continued on page 2

In This Issue

- Cable System Upgrade
- Letter from General Manager
- SELP/SCC Provides Long Distance Telephone Service
- Long Distance Q&A

SCC Now Provides Long Distance Telephone Service

The Town's community owned and operated Electric and Cable companies began providing long distance telephone service to Shrewsbury residents on May 1.

"The telecommunications industry is rapidly changing and Shrewsbury Light and Cable is now in a position to offer residents long-distance telephone service at competitive market prices," said Tom Josie, general manager of Light & Cable. "Our customers have come to rely on a long tradition of quality service, reliability and competitive rates in both light and cable services. They now can rely on the same with our long distance phone service."

Josie said offering long distance service is a matter of optimizing on the opportunity to use Light and Cable resources for the benefit of the town.

"The profits from our new service will stay with the stockholders of Shrewsbury Light and Cable, the town's residents," Josie said. "Buying long distance from your local, town-owned and operated utility benefits the town

continued on page 2

Cable System Needs Upgrade

continued from page 1

Internet use is growing, video programming is available; customers welcome PPV services via cable and competition in both local and long distance telephone services are becoming more prevalent.

SCC must upgrade its aging system if it is to remain competitive and continue to meet customer needs. Otherwise SCC will become vulnerable to services being offered by the competition. This will erode our customer base and result in lost revenue.

Financial Plan

The project cost is estimated at $7,520,000. This includes fiber optics cable and electronics for both upstream and downstream signals, fiber optic cable services to each house in town, and Universal Demarcation Point (UDP) units which include voice, data and video receiving and transmitting for each home that desires these services.

The project funding includes a request to Town Meeting for approval to borrow $6,100,000 in general obligation bonds. The rest of the project will be funded with $920,000 from the Electric depreciation account and $500,000 from CATV cash reserves.

The business plan includes low, medium, and high sales penetration for each service including Internet, PPV/ digital services, and long distance. The revenue for existing CATV systems is projected to continue at current levels. Detailed plans for offering local phone service as part of this plan have not been finalized so no revenue or expenses were considered for this service but it is a viable business opportunity and will provide additional revenue for the system.

The goal of the system upgrade is to pay for the upgrade without the need for an Expanded Basic rate increase. The projections indicate this goal should be met. SCC will require a rate increase in early 1999 even if the system upgrade is not approved due to ordinary increases in expenses since the last rate increase in April 1995.

SCC Objective and Mission

Objective

To provide cable television, information infrastructure and services to residents, businesses and town government at competitive rates while also providing a financial return to the Town.

To use the data communications infrastructure within the Town of Shrewsbury as a ready access system to state-of-the-art information and information services.

Mission

To provide a communication infrastructure and related services to improve the quality of life and benefit residents, businesses and town government in Shrewsbury.

SCC plans to offer the following services to all residents and businesses in Shrewsbury in conjunction with the proposed system upgrade.

continued on page 4

Town Provides Long Distance Telephone Service

continued from page 1

while buying from someone else puts the profits into the pockets of stockholders of large long distance telephone companies,"

Shrewsbury Telephone will offer Shrewsbury residents long-distance telephone service in alliance with New England Municipal Telephone Associates, Inc. (NEMTA), a Framingham company which is developing alliances with municipals across New England.

"We are excited about our agreement with Shrewsbury," said Bob Mancini, NEMTA president. "It's a business relationship that helps extend the town's abilities to serve its own needs as well as provide benefits unique to towns which own and operate their own Light and Cable companies. Shrewsbury Telephone is all about "Keeping Long Distance Local."

Shrewsbury Telephone is offering its residents long distance service at a flat rate of 15 cents per minute or 10 cents per minute with a $4.95 service fee. Both rates apply 24 hours a day, seven days a week. Also, usage can earn an additional bill credit every quarter.

Shrewsbury residents should call 841-8500 for more information about switching your long-distance telephone service to Shrewsbury long-distance service.



Pedal Pushers - Shrewsbury Electric Light Plant's Billy Ludovico was on hand at the Electrical Safety Open House to coach Shrewsbury's 3rd graders as they used their feet provide the spark to light up the Energy Bike's bulb.



Hazard Help - Sparks were flying at SELP's annual open house while Light Plant Lineman John Welch used the Hazard Hamlet display to show Shrewsbury students how to play it safe around electricity.

Light & Cable News Briefs

Parental Controls

Any resident who would like to block out a specific channel or channels from being viewed on their television is encouraged to call us at 841-8500 for instructions. Our customer service representatives would be glad to help you with this parental control feature.

Share the Warmth

Thanks to all who contributed to our Share the Warmth program this past winter. About $8,400 was contributed to the program which helps Shrewsbury residents who may have difficulty affording basic services.

Notice to Landlords

Please be advised that landlords are responsible for notifying the office at Shrewsbury Electric Light Plant to have electric service shut off when a tenant moves out. Please call us if you have any questions.

Street Light Out? Give us a call

Please call the Light Department if you notice a street light out in your area. Your call helps ensure the quickest response possible to rectify the problem.

SportsChannel Negotiations Continue

We are continuing in our efforts to reach a contract agreement to get SportsChannel (now called Fox Sports New England) back on the air. We will keep you informed regarding the progress of those negotiations.

Free Announcements & Paid Advertising

We want to remind our residents and businesses that Shrewsbury's nonprofit organizations are welcome to submit community announcements to us for free listings on Channel 19.

Residents and businesses in town also can place advertising on Channel 26 at very reasonable rates. Please call us at 841-8500 for more information.

Channel Interference

We continue to work on an interference problem that you may notice on Channel 4. The interference might be related to a problem outside of Shrewsbury and we continue our efforts to solve this problem

Bulk Rate
U.S. Postage Paid Permit
#22
Shrewsbury, MA 01545

SELPCC
SHREWSBURY'S
ELECTRIC LIGHT PLANT AND
COMMUNITY CABLEVISION

100 Maple Avenue ◆ Shrewsbury, MA 01545-5398
ELECTRIC and CABLE 508.841.8500
FAX 508.842.9419

SCC Plans System Upgrade

continued from page 2

Traditional CATV Service

The proposed upgrade replicates the dual forty-channel system to a single cable system. These are analog signals.

Digital signals and services

Digital signals allow the transmission of higher quality and more video signals over less bandwidth.

Internet access

Internet access will be available to customers at T1 (1.54 MBPS) speed. The proposed technology offers significant advantages including speed, bandwidth and simplified technology. Speeds can reach a minimum of 1.5 MBPS which is about 50 times faster than a 28.8 KBPS telephone modem.

TELECOMMUNICATION SERVICES

Reselling long distance

SCC just began offering long distance telephone service.

Local Exchange Service

SCC's system upgrade will present the opportunity of providing local dial tone service similar to what Bell Atlantic is providing to homes and businesses today. This service can be provided over SCC's new infrastructure.

SCC intends to market its telephone service for the second, third or fourth line into the home. SCC service will be priced at or below the Bell Atlantic service second line price.

Automatic Electric Meter Reading

As the electric industry is deregulated it may be necessary to read electric meters more often than once a month or have a third party read the meter. An upgraded system would support automatic metering but the decision to install the system to actually read meters will require a separate study.

Water meters

Water meters being installed today have remote indicators which are very adaptable to automation. A study will be necessary to determine if an automatic system is cost effective.

Other services

Home security and fire alarms could be installed using the infrastructure.



Bucket Brigade - One of the highlights of the Light Plant's annual open house for all of Shrewsbury's 3rd graders is the chance to take a ride on a bucket truck.

Letter From the General Manager

Dear Shrewsbury resident:
I am writing to you with some exciting news.

For nearly a century, the Shrewsbury Electric Plant, and more recently, Shrewsbury Community Cablevision, have been committed to providing customers with lower rates and better service than our investor owned competitors. We have now taken that commitment one step further.

Effective May 1, 1998, we began offering long distance telephone service to our customers in addition to electricity and cable.

Through a strategic alliance with New England Municipal Telephone Associates, LLC, we can offer you *savings* over AT&T One Rate and AT&T One Rate Plus plans. We also provide you with a familiar face in town to answer questions, resolve issues, and pay bills.

Low monthly rates

The way it works is simple. Choose either a flat rate of 15 cents per minute or 10 cents per minute with a $4.95 monthly fee — whichever is more appropriate for your calling patterns. Both rates apply 24 hours a day, seven days a week. Time is billed at a minimum of 18 seconds per call and rounded to the nearest six seconds thereafter. A call of 24 seconds will be billed at 24 seconds - we don't round off to the nearest minute as many major carriers do.

continued on page 5

GM Letter

continued from page 4

Rebate Paid To You Every Quarter

Low rates are just the beginning. You'll also be able to earn a quarterly dividend based on your monthly long distance usage. Use this credit towards your electric or cable bill — it's up to you.

Monthly Billing	Dividend
$10 - 19-99	$1
$20 - 29.99	$2
$30 - 39-99	$3
$40 - 49.99	$4

The dividend increases $1 for each $10 increment thereafter.

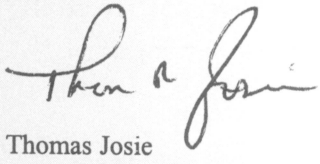
Community Value

What's more, because a large portion of the profits generated by the town's long distance usage will be returned to the Shrewsbury community. The net result — by using our long-distance service, you'll not only help yourself by saving money but you'll help provide an additional benefit to the community.

Finally, your satisfaction is 100% guaranteed. If you're not happy with our long distance service after 60 days, we'll switch you back to your previous carrier for free. No questions asked.

I urge you to give us a try. Because once you do, I'm confident you'll agree that keeping long distance local is the way it should be.

Sincerely,



Thomas Josie
General Manager

Long Distance Telephone Service Q & A

Q:How do I switch my long distance telephone service to Shrewsbury Long Distance Telephone?

It's easy. Simply complete and return the reply card enclosed with a mailing we sent to you or stop by 100 Maple Avenue and sign an authorization form. Your local carrier may charge you a modest fee - usually $5.00 to make the switch. Send us a copy of your remittance and we'll apply a credit to first bill.

Q:What plan should I choose?

If your current long distance bill exceeds $15-20.00 and/or 100 minutes per month, then we would suggest the 10 cents per minute plan with $4.95 monthly service charge. These rates are good 24 hrs./7 days.

Time is billed at a minimum of 18 seconds per call and rounded to the nearest six seconds thereafter. A call of 24 seconds will be billed at 24 seconds - we don't round off to the nearest minute as many major carriers do.

Q:How soon will I be set up for Shrewsbury's Long Distance Service?

As soon as we receive your signed request, processing will take approximately two weeks for activation. This process is totally automated and requires no further action from you.

Q:What do I tell my present long distance provider regarding my change?

Nothing. The process of converting to Shrewsbury Long Distance is automatic. Your signature is the only requirement.

Q:Will my new Shrewsbury Long Distance service affect my relationship with Bell Atlantic?

No. Your Bell Atlantic service will remain the same.

Q:I have multiple phone lines at my residence. May I choose to have some of these on Shrewsbury Long Distance Service, or am I required to have all lines changed?

No. The option is yours. You may choose one or all lines changed to Shrewsbury Long Distance Service.

Q:I have a large and very active business requiring frequent long distance calling. Do you have a special rate program for my type of business activity?

We would be happy to review your current billing statement and provide you with a customized comparison using Shrewsbury's Long Distance Service.

Q:Can I get a calling card"

Yes. On the bottom portion of Tom Josie's letter in the mailing sent to you there is a request for a calling card. If you did not receive this letter, then we'll be happy to take your request by telephone.

"We Keep Long Distance Local"

SELPSCC

SHREWSBURY'S ELECTRIC LIGHT PLANT AND SHREWSBURY'S COMMUNITY CABLEVISION

A Community Owned and Operated System

June 17, 1998

Ms. Donna Lopez
Deputy City Clerk
City of Cambridge
795 Massachusetts Avenue
Cambridge, Massachusetts 02139-3201

Dear Ms. Lopez:

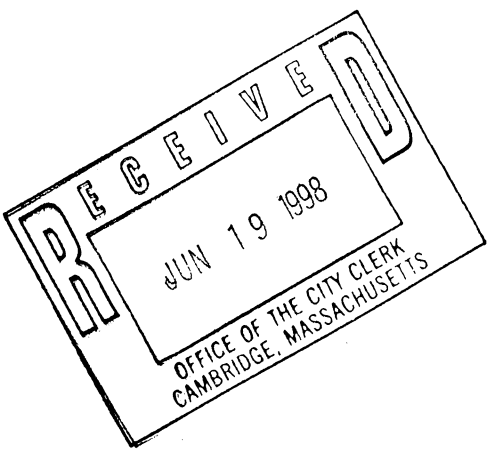
Enclosed is information you previously requested regarding Shrewsbury's Electric Light Plant and Shrewsbury's Community Cablevision's long distance telephone service.

If you have any questions or need additional information, please call Tom Desilets at (508) 841-8314.

Sincerely,

Kathleen Crowley

Kathleen Crowley
Administrative Assistant to the General Manager



100 Maple Avenue ♦ Shrewsbury, MA 01545-5398 ♦ ELECTRIC and CABLE 508.841.8500 ♦ FAX 508.842.9419

SELP/SCC

LocalLINES

Shrewsbury's Electric Light Plant and Shrewsbury's Community Cablevision Quarterly Newsletter - Spring 1998

Cable System Upgrade will bring new services to Shrewsbury

A significant upgrade is planned for Shrewsbury's cable system. Below is a summary of the upgrade plan.

System Upgrade Summary

Shrewsbury's Community Cablevision (SCC) and Shrewsbury's Electric Light Plant (SELP) are proposing to upgrade the existing fifteen-year-old cable system with a new state-of-the-art Fiber optic cable To The Home (FTTH) system. The system will allow for eighty channels of traditional CATV services over one cable, at least 120 channels of digital video services, high speed Internet access, traditional telephone services, and a medium to install automatic meter reading for electric and water, home security, and electric load control. SCC is also reselling long distance service the same way MCI, AT&T or Sprint do.

Why Upgrade?

SCC's goal is to install and operate a cable system to provide high quality reliable service at competitive rates while also providing a financial return to the Town of Shrewsbury. SCC has accomplished this goal. CATV expanded rates are lower than the surrounding cable companies, reliability is excellent, and a total of $1,949,676, has been turned over to the town since 1983. In addition, SCC installed a state-of-the-art, fiber-optic, voice-data communication system for governmental and school use.

The CATV system was designed and built for $5.5 million in 1983 with state of the art technology for that time. Today, SCC's system unlike most other single cable systems of the same vintage, still has channel capacity available. The downside of this dual cable system is its incompatibility with current video electronics. System maintenance requirements have increased over time and, as a result of normal exposure to the elements, connectors corrode and the cable shield has deteriorated. The field plant has about two to five years of additional life left with additional maintenance costs.

Time has come where technology has changed.

continued on page 2

In This Issue

- Cable System Upgrade
- Letter from General Manager
- SELP/SCC Provides Long Distance Telephone Service
- Long Distance Q&A

SCC Now Provides Long Distance Telephone Service

The Town's community owned and operated Electric and Cable companies began providing long distance telephone service to Shrewsbury residents on May 1.

"The telecommunications industry is rapidly changing and Shrewsbury Light and Cable is now in a position to offer residents long-distance telephone service at competitive market prices," said Tom Josie, general manager of Light & Cable. "Our customers have come to rely on a long tradition of quality service, reliability and competitive rates in both light and cable services. They now can rely on the same with our long distance phone service."

Josie said offering long distance service is a matter of optimizing on the opportunity to use Light and Cable resources for the benefit of the town.

"The profits from our new service will stay with the stockholders of Shrewsbury Light and Cable, the town's residents," Josie said. "Buying long distance from your local, town-owned and operated utility benefits the town

continued on page 2

Cable System Needs Upgrade

continued from page 1

Internet use is growing, video programming is available; customers welcome PPV services via cable and competition in both local and long distance telephone services are becoming more prevalent.

SCC must upgrade its aging system if it is to remain competitive and continue to meet customer needs. Otherwise SCC will become vulnerable to services being offered by the competition. This will erode our customer base and result in lost revenue.

Financial Plan

The project cost is estimated at $7,520,000. This includes fiber optics cable and electronics for both upstream and downstream signals, fiber optic cable services to each house in town, and Universal Demarcation Point (UDP) units which include voice, data and video receiving and transmitting for each home that desires these services.

The project funding includes a request to Town Meeting for approval to borrow $6,100,000 in general obligation bonds. The rest of the project will be funded with $920,000 from the Electric depreciation account and $500,000 from CATV cash reserves.

The business plan includes low, medium, and high sales penetration for each service including Internet, PPV/ digital services, and long distance. The revenue for existing CATV systems is projected to continue at current levels. Detailed plans for offering local phone service as part of this plan have not been finalized so no revenue or expenses were considered for this service but it is a viable business opportunity and will provide additional revenue for the system.

The goal of the system upgrade is to pay for the upgrade without the need for an Expanded Basic rate increase. The projections indicate this goal should be met. SCC will require a rate increase in early 1999 even if the system upgrade is not approved due to ordinary increases in expenses since the last rate increase in April 1995.

SCC Objective and Mission

Objective

To provide cable television, information infrastructure and services to residents, businesses and town government at competitive rates while also providing a financial return to the Town.

To use the data communications infrastructure within the Town of Shrewsbury as a ready access system to state-of-the-art information and information services.

Mission

To provide a communication infrastructure and related services to improve the quality of life and benefit residents, businesses and town government in Shrewsbury.

SCC plans to offer the following services to all residents and businesses in Shrewsbury in conjunction with the proposed system upgrade.

continued on page 4

Town Provides Long Distance Telephone Service

continued from page 1

while buying from someone else puts the profits into the pockets of stockholders of large long distance telephone companies,"

Shrewsbury Telephone will offer Shrewsbury residents long-distance telephone service in alliance with New England Municipal Telephone Associates, Inc. (NEMTA), a Framingham company which is developing alliances with municipals across New England.

"We are excited about our agreement with Shrewsbury," said Bob Mancini, NEMTA president. "It's a business relationship that helps extend.the town's abilities to serve its own needs as well as provide benefits unique to towns which own and operate their own Light and Cable companies. Shrewsbury Telephone is all about "Keeping Long Distance Local."

Shrewsbury Telephone is offering its residents long distance service at a flat rate of 15 cents per minute or 10 cents per minute with a $4.95 service fee. Both rates apply 24 hours a day, seven days a week. Also, usage can earn an additional bill credit every quarter.

Shrewsbury residents should call 841-8500 for more information about switching your long-distance telephone service to Shrewsbury long-distance service.



Pedal Pushers - Shrewsbury Electric Light Plant's Billy Ludovico was on hand at the Electrical Safety Open House to coach Shrewsbury's 3rd graders as they used their feet provide the spark to light up the Energy Bike's bulb.



Hazard Help - Sparks were flying at SELP's annual open house while Light Plant Lineman John Welch used the Hazard Hamlet display to show Shrewsbury students how to play it safe around electricity.

SCC Plans System Upgrade

continued from page 2

Traditional CATV Service

The proposed upgrade replicates the dual forty-channel system to a single cable system. These are analog signals.

Digital signals and services

Digital signals allow the transmission of higher quality and more video signals over less bandwidth.

Internet access

Internet access will be available to customers at T1 (1.54 MBPS) speed. The proposed technology offers significant advantages including speed, bandwidth and simplified technology. Speeds can reach a minimum of 1.5 MBPS which is about 50 times faster than a 28.8 KBPS telephone modem.

TELECOMMUNICATION SERVICES

Reselling long distance

SCC just began offering long distance telephone service.

Local Exchange Service

SCC's system upgrade will present the opportunity of providing local dial tone service similar to what Bell Atlantic is providing to homes and businesses today. This service can be provided over SCC's new infrastructure.

SCC intends to market its telephone service for the second, third or fourth line into the home. SCC service will be priced at or below the Bell Atlantic service second line price.

Automatic Electric Meter Reading

As the electric industry is deregulated it may be necessary to read electric meters more often than once a month or have a third party read the meter. An upgraded system would support automatic metering but the decision to install the system to actually read meters will require a separate study.

Water meters

Water meters being installed today have remote indicators which are very adaptable to automation. A study will be necessary to determine if an automatic system is cost effective.

Other services

Home security and fire alarms could be installed using the infrastructure.



Bucket Brigade - One of the highlights of the Light Plant's annual open house for all of Shrewsbury's 3rd graders is the chance to take a ride on a bucket truck.

Letter From the General Manager

Dear Shrewsbury resident:
I am writing to you with some exciting news.

For nearly a century, the Shrewsbury Electric Plant, and more recently, Shrewsbury Community Cablevision, have been committed to providing customers with lower rates and better service than our investor owned competitors. We have now taken that commitment one step further.

Effective May 1, 1998, we began offering long distance telephone service to our customers in addition to electricity and cable.

Through a strategic alliance with New England Municipal Telephone Associates, LLC, we can offer you *savings* over AT&T One Rate and AT&T One Rate Plus plans. We also provide you with a familiar face in town to answer questions, resolve issues, and pay bills.

Low monthly rates

The way it works is simple. Choose either a flat rate of 15 cents per minute or 10 cents per minute with a $4.95 monthly fee — whichever is more appropriate for your calling patterns. Both rates apply 24 hours a day, seven days a week. Time is billed at a minimum of 18 seconds per call and rounded to the nearest six seconds thereafter. A call of 24 seconds will be billed at 24 seconds - we don't round off to the nearest minute as many major carriers do.

continued on page 5

GM Letter

continued from page 4

Rebate Paid To You Every Quarter

Low rates are just the beginning. You'll also be able to earn a quarterly dividend based on your monthly long distance usage. Use this credit towards your electric or cable bill — it's up to you.

Monthly Billing	Dividend
$10 - 19-99	$1
$20 - 29.99	$2
$30 - 39-99	$3
$40 - 49.99	$4

The dividend increases $1 for each $10 increment thereafter.

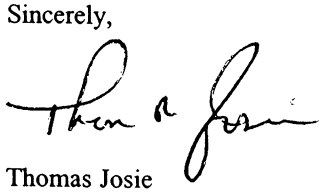
Community Value

What's more, because a large portion of the profits generated by the town's long distance usage will be returned to the Shrewsbury community. The net result — by using our long-distance service, you'll not only help yourself by saving money but you'll help provide an additional benefit to the community.

Finally, your satisfaction is 100% guaranteed. If you're not happy with our long distance service after 60 days, we'll switch you back to your previous carrier for free. No questions asked.

I urge you to give us a try. Because once you do, I'm confident you'll agree that keeping long distance local is the way it should be.

Sincerely,



Thomas Josie
General Manager

Long Distance Telephone Service Q & A

Q:How do I switch my long distance telephone service to Shrewsbury Long Distance Telephone?

It's easy. Simply complete and return the reply card enclosed with a mailing we sent to you or stop by 100 Maple Avenue and sign an authorization form. Your local carrier may charge you a modest fee - usually $5.00 to make the switch. Send us a copy of your remittance and we'll apply a credit to first bill.

Q:What plan should I choose?

If your current long distance bill exceeds $15-20.00 and/or 100 minutes per month, then we would suggest the 10 cents per minute plan with $4.95 monthly service charge. These rates are good 24 hrs./7 days.

Time is billed at a minimum of 18 seconds per call and rounded to the nearest six seconds thereafter. A call of 24 seconds will be billed at 24 seconds - we don't round off to the nearest minute as many major carriers do.

Q:How soon will I be set up for Shrewsbury's Long Distance Service?

As soon as we receive your signed request, processing will take approximately two weeks for activation. This process is totally automated and requires no further action from you.

Q:What do I tell my present long distance provider regarding my change?

Nothing. The process of converting to Shrewsbury Long Distance is automatic. Your signature is the only requirement.

Q:Will my new Shrewsbury Long Distance service affect my relationship with Bell Atlantic?

No. Your Bell Atlantic service will remain the same.

Q:I have multiple phone lines at my residence. May I choose to have some of these on Shrewsbury Long Distance Service, or am I required to have all lines changed?

No. The option is yours. You may choose one or all lines changed to Shrewsbury Long Distance Service.

Q:I have a large and very active business requiring frequent long distance calling. Do you have a special rate program for my type of business activity?

We would be happy to review your current billing statement and provide you with a customized comparison using Shrewsbury's Long Distance Service.

Q:Can I get a calling card"

Yes. On the bottom portion of Tom Josie's letter in the mailing sent to you there is a request for a calling card. If you did not receive this letter, then we'll be happy to take your request by telephone.

"We Keep Long Distance Local"

Light & Cable News Briefs

Parental Controls

Any resident who would like to block out a specific channel or channels from being viewed on their television is encouraged to call us at 841-8500 for instructions. Our customer service representatives would be glad to help you with this parental control feature.

Share the Warmth

Thanks to all who contributed to our Share the Warmth program this past winter. About $8,400 was contributed to the program which helps Shrewsbury residents who may have difficulty affording basic services.

Notice to Landlords

Please be advised that landlords are responsible for notifying the office at Shrewsbury Electric Light Plant to have electric service shut off when a tenant moves out. Please call us if you have any questions.

Street Light Out? Give us a call

Please call the Light Department if you notice a street light out in your area. Your call helps ensure the quickest response possible to rectify the problem.

SportsChannel Negotiations Continue

We are continuing in our efforts to reach a contract agreement to get SportsChannel (now called Fox Sports New England) back on the air. We will keep you informed regarding the progress of those negotiations.

Free Announcements & Paid Advertising

We want to remind our residents and businesses that Shrewsbury's nonprofit organizations are welcome to submit community announcements to us for free listings on Channel 19.

Residents and businesses in town also can place advertising on Channel 26 at very reasonable rates. Please call us at 841-8500 for more information.

Channel Interference

We continue to work on an interference problem that you may notice on Channel 4. The interference might be related to a problem outside of Shrewsbury and we continue our efforts to solve this problem

SHREWSBURY'S
ELECTRIC LIGHT PLANT AND
COMMUNITY CABLEVISION

100 Maple Avenue • Shrewsbury, MA 01545-5398
ELECTRIC and CABLE 508.841.8500
FAX 508.842.9419

Bulk Rate
U.S. Postage Paid Permit
#22
Shrewsbury, MA 01545

Q: Why is Shrewsbury's Electric Light Plant and Shrewsbury Community Cablevision getting into the business of offering long distance service?

By entering into a strategic alliance with New England Municipal Telephone Associates, LLC, SELPSCC can offer its customers high quality long distance service at a *savings* with comprehensive service and integrated billing.

By keeping long distance service under local control, SELPSCC can ensure that the multi-channel communications environment of the 1990's, and the profits generated by these media, will directly benefit the greater Shrewsbury community.

Q: Who is New England Municipal Telephone Associates?

Based in Framingham, Massachusetts, New England Municipal Telephone Associates, LLC (NEMTA) has been formed to help municipal light and power companies across Massachusetts enter the telecommunications market and offer competitive long distance services to consumers.

Q: How will the community benefit from this?

Cities and towns across the Commonwealth are facing ever tighter budgets and spiraling costs as they strive to provide local services and improvements to their infrastructure. Shrewsbury is no exception. The profits generated by Shrewsbury Long Distance Telephone service represents an incremental income stream that will be returned to the community.

Q: Who do I call if I have a problem?

Call 841-8500 or come in person to SELPSCC's offices at 100 Maple Street during regular business hours.

Q: How will I be billed?

Your itemized long distance telephone bill will be combined with your monthly SELPSCC statement. You can write one check for all your expenses or pay for them separately. If you prefer, you may pay your bill in person at 100 Maple Street.

Q: How will this long distance service compare to what I presently receive from my current provider?

There is no difference in quality. One of the benefits of de-regulation is that all domestic and international calls travel over the same worldwide telecommunications grid used by the major carriers.

Q: How do I switch my long distance service to Shrewsbury Long Distance Telephone?

It's easy. Simply complete and return the reply card enclosed with this mailing or stop by 100 Maple Street and sign an authorization form. Your local carrier may charge you a modest fee -- usually $5.00 -- to make the switch. Send us a copy of your remittance and we'll apply a credit to your first bill.

SELPSCC

SHREWSBURY'S ELECTRIC LIGHT PLANT AND SHREWSBURY'S COMMUNITY CABLEVISION

A Community Owned and Operated System

Shrewsbury Long Distance Rate with Tele-Power Dividend℠**	**The Winner**	**AT&T One Rate®***
15¢ per minute any day any time.		15¢ per minute any day any time.
Rates rounded up to the next 6 seconds with a minimum of 18 seconds per call.		Rates rounded up to the next 60 seconds with a minimum of 60 seconds per call.
Tele-Power Dividends are calculated monthly and issued quarterly at a rate of $1 for each $10 of long distance calls. Dividends can be applied as credits to your Shrewsbury light or cable bills. Savings opportunity – up to 10% of your long distance charges.		Not Available.
If your long distance telephone charges regularly exceed $15 a month, Shrewsbury also offers a high volume 10¢ per minute plan with a $4.95 monthly service charge which provides even greater savings and includes Tele-Power Dividends.		Not Available.

Rates quoted are current as of 5/15/98
*AT&T One Rate® is a registered trademark of AT&T.
**Shrewsbury Long Distance Service offered through NEMTA.

TO START MAKING CENTS TODAY,
STOP BY OUR OFFICE AT 100 MAPLE AVENUE
OR JUST GIVE US A CALL AT 841-8500.

KT

7/1 (57)

Whereas: The town of Shrewsbury has been able to add significant revenues to its coffers without raising taxes and ~~pro~~ provide reasonably priced electricity and cable t.v. for its residents and is now adding long-distance telephone service to its offerings ~~and~~ (see attachment); and

Whereas: ~~City~~ Municipal ~~owned~~ provision of these services means that the money spent on them by residents stays in the municipality; and

Whereas: Local control of utilities, telephone service and cable t.v. service has the potential to add enormously to the quality of life of Cambridge residents by improving service, decreasing costs, adding revenue sources to the City budget and keeping ~~dollars~~ collars spent on these services in the municipality; now therefore be it

Resolved: That the CM be + hb is requested to confer w/ the Executive Director of the Consumers' Council to report back to the City Council w/ details of the Shrewsbury experience and an analysis of the pros and cons of Cambridge providing these services for its residents

SELP/SCC

LocalLINES

Shrewsbury's Electric Light Plant and Shrewsbury's Community Cablevision Quarterly Newsletter - Spring 1998

Cable System Upgrade will bring new services to Shrewsbury

A significant upgrade is planned for Shrewsbury's cable system. Below is a summary of the upgrade plan.

System Upgrade Summary

Shrewsbury's Community Cablevision (SCC) and Shrewsbury's Electric Light Plant (SELP) are proposing to upgrade the existing fifteen-year-old cable system with a new state-of-the-art Fiber optic cable To The Home (FTTH) system. The system will allow for eighty channels of traditional CATV services over one cable, at least 120 channels of digital video services, high speed Internet access, traditional telephone services, and a medium to install automatic meter reading for electric and water, home security, and electric load control. SCC is also reselling long distance service the same way MCI, AT&T or Sprint do.

Why Upgrade?

SCC's goal is to install and operate a cable system to provide high quality reliable service at competitive rates while also providing a financial return to the Town of Shrewsbury. SCC has accomplished this goal. CATV expanded rates are lower than the surrounding cable companies, reliability is excellent, and a total of $1,949,676, has been turned over to the town since 1983. In addition, SCC installed a state-of-the-art, fiber-optic, voice-data communication system for governmental and school use.

The CATV system was designed and built for $5.5 million in 1983 with state of the art technology for that time. Today, SCC's system unlike most other single cable systems of the same vintage, still has channel capacity available. The downside of this dual cable system is its incompatibility with current video electronics. System maintenance requirements have increased over time and, as a result of normal exposure to the elements, connectors corrode and the cable shield has deteriorated. The field plant has about two to five years of additional life left with additional maintenance costs.

Time has come where technology has changed.

continued on page 2

In This Issue

- Cable System Upgrade
- Letter from General Manager
- SELP/SCC Provides Long Distance Telephone Service
- Long Distance Q&A

SCC Now Provides Long Distance Telephone Service

The Town's community owned and operated Electric and Cable companies began providing long distance telephone service to Shrewsbury residents on May 1.

"The telecommunications industry is rapidly changing and Shrewsbury Light and Cable is now in a position to offer residents long-distance telephone service at competitive market prices," said Tom Josie, general manager of Light & Cable. "Our customers have come to rely on a long tradition of quality service, reliability and competitive rates in both light and cable services. They now can rely on the same with our long distance phone service."

Josie said offering long distance service is a matter of optimizing on the opportunity to use Light and Cable resources for the benefit of the town.

"The profits from our new service will stay with the stockholders of Shrewsbury Light and Cable, the town's residents," Josie said. "Buying long distance from your local, town-owned and operated utility benefits the town

continued on page 2

Cable System Needs Upgrade

continued from page 1

Internet use is growing, video programming is available; customers welcome PPV services via cable and competition in both local and long distance telephone services are becoming more prevalent.

SCC must upgrade its aging system if it is to remain competitive and continue to meet customer needs. Otherwise SCC will become vulnerable to services being offered by the competition. This will erode our customer base and result in lost revenue.

Financial Plan

The project cost is estimated at $7,520,000. This includes fiber optics cable and electronics for both upstream and downstream signals, fiber optic cable services to each house in town, and Universal Demarcation Point (UDP) units which include voice, data and video receiving and transmitting for each home that desires these services.

The project funding includes a request to Town Meeting for approval to borrow $6,100,000 in general obligation bonds. The rest of the project will be funded with $920,000 from the Electric depreciation account and $500,000 from CATV cash reserves.

The business plan includes low, medium, and high sales penetration for each service including Internet, PPV/ digital services, and long distance. The revenue for existing CATV systems is projected to continue at current levels. Detailed plans for offering local phone service as part of this plan have not been finalized so no revenue or expenses were considered for this service but it is a viable business opportunity and will provide additional revenue for the system.

The goal of the system upgrade is to pay for the upgrade without the need for an Expanded Basic rate increase. The projections indicate this goal should be met. SCC will require a rate increase in early 1999 even if the system upgrade is not approved due to ordinary increases in expenses since the last rate increase in April 1995.

SCC Objective and Mission

Objective

To provide cable television, information infrastructure and services to residents, businesses and town government at competitive rates while also providing a financial return to the Town.

To use the data communications infrastructure within the Town of Shrewsbury as a ready access system to state-of-the-art information and information services.

Mission

To provide a communication infrastructure and related services to improve the quality of life and benefit residents, businesses and town government in Shrewsbury.

SCC plans to offer the following services to all residents and businesses in Shrewsbury in conjunction with the proposed system upgrade.

continued on page 4

Town Provides Long Distance Telephone Service

continued from page 1

while buying from someone else puts the profits into the pockets of stockholders of large long distance telephone companies,"

Shrewsbury Telephone will offer Shrewsbury residents long-distance telephone service in alliance with New England Municipal Telephone Associates, Inc. (NEMTA), a Framingham company which is developing alliances with municipals across New England.

"We are excited about our agreement with Shrewsbury," said Bob Mancini, NEMTA president. "It's a business relationship that helps extend.the town's abilities to serve its own needs as well as provide benefits unique to towns which own and operate their own Light and Cable companies. Shrewsbury Telephone is all about "Keeping Long Distance Local."

Shrewsbury Telephone is offering its residents long distance service at a flat rate of 15 cents per minute or 10 cents per minute with a $4.95 service fee. Both rates apply 24 hours a day, seven days a week. Also, usage can earn an additional bill credit every quarter.

Shrewsbury residents should call 841-8500 for more information about switching your long-distance telephone service to Shrewsbury long-distance service.



Pedal Pushers - Shrewsbury Electric Light Plant's Billy Ludovico was on hand at the Electrical Safety Open House to coach Shrewsbury's 3rd graders as they used their feet provide the spark to light up the Energy Bike's bulb.



Hazard Help - Sparks were flying at SELP's annual open house while Light Plant Lineman John Welch used the Hazard Hamlet display to show Shrewsbury students how to play it safe around electricity.

Light & Cable News Briefs

Parental Controls

Any resident who would like to block out a specific channel or channels from being viewed on their television is encouraged to call us at 841-8500 for instructions. Our customer service representatives would be glad to help you with this parental control feature.

Share the Warmth

Thanks to all who contributed to our Share the Warmth program this past winter. About $8,400 was contributed to the program which helps Shrewsbury residents who may have difficulty affording basic services.

Notice to Landlords

Please be advised that landlords are responsible for notifying the office at Shrewsbury Electric Light Plant to have electric service shut off when a tenant moves out. Please call us if you have any questions.

Street Light Out? Give us a call

Please call the Light Department if you notice a street light out in your area. Your call helps ensure the quickest response possible to rectify the problem.

SportsChannel Negotiations Continue

We are continuing in our efforts to reach a contract agreement to get SportsChannel (now called Fox Sports New England) back on the air. We will keep you informed regarding the progress of those negotiations.

Free Announcements & Paid Advertising

We want to remind our residents and businesses that Shrewsbury's nonprofit organizations are welcome to submit community announcements to us for free listings on Channel 19.

Residents and businesses in town also can place advertising on Channel 26 at very reasonable rates. Please call us at 841-8500 for more information.

Channel Interference

We continue to work on an interference problem that you may notice on Channel 4. The interference might be related to a problem outside of Shrewsbury and we continue our efforts to solve this problem

SELPSCC

SHREWSBURY'S
ELECTRIC LIGHT PLANT AND
COMMUNITY CABLEVISION

100 Maple Avenue ◆ Shrewsbury, MA 01545-5398
ELECTRIC and CABLE 508.841.8500
FAX 508.842.9419

Bulk Rate
U.S. Postage Paid Permit
#22
Shrewsbury, MA 01545

SCC Plans System Upgrade

continued from page 2

Traditional CATV Service

The proposed upgrade replicates the dual forty-channel system to a single cable system. These are analog signals.

Digital signals and services

Digital signals allow the transmission of higher quality and more video signals over less bandwidth.

Internet access

Internet access will be available to customers at T1 (1.54 MBPS) speed. The proposed technology offers significant advantages including speed, bandwidth and simplified technology. Speeds can reach a minimum of 1.5 MBPS which is about 50 times faster than a 28.8 KBPS telephone modem.

TELECOMMUNICATION SERVICES

Reselling long distance

SCC just began offering long distance telephone service.

Local Exchange Service

SCC's system upgrade will present the opportunity of providing local dial tone service similar to what Bell Atlantic is providing to homes and businesses today. This service can be provided over SCC's new infrastructure.

SCC intends to market its telephone service for the second, third or fourth line into the home. SCC service will be priced at or below the Bell Atlantic service second line price.

Automatic Electric Meter Reading

As the electric industry is deregulated it may be necessary to read electric meters more often than once a month or have a third party read the meter. An upgraded system would support automatic metering but the decision to install the system to actually read meters will require a separate study.

Water meters

Water meters being installed today have remote indicators which are very adaptable to automation. A study will be necessary to determine if an automatic system is cost effective.

Other services

Home security and fire alarms could be installed using the infrastructure.



Bucket Brigade - One of the highlights of the Light Plant's annual open house for all of Shrewsbury's 3rd graders is the chance to take a ride on a bucket truck.

Letter From the General Manager

Dear Shrewsbury resident:
I am writing to you with some exciting news.

For nearly a century, the Shrewsbury Electric Plant, and more recently, Shrewsbury Community Cablevision, have been committed to providing customers with lower rates and better service than our investor owned competitors. We have now taken that commitment one step further.

Effective May 1, 1998, we began offering long distance telephone service to our customers in addition to electricity and cable.

Through a strategic alliance with New England Municipal Telephone Associates, LLC, we can offer you *savings* over AT&T One Rate and AT&T One Rate Plus plans. We also provide you with a familiar face in town to answer questions, resolve issues, and pay bills.

Low monthly rates

The way it works is simple. Choose either a flat rate of 15 cents per minute or 10 cents per minute with a $4.95 monthly fee — whichever is more appropriate for your calling patterns. Both rates apply 24 hours a day, seven days a week. Time is billed at a minimum of 18 seconds per call and rounded to the nearest six seconds thereafter. A call of 24 seconds will be billed at 24 seconds - we don't round off to the nearest minute as many major carriers do.

continued on page 5

GM Letter

continued from page 4

Rebate Paid To You Every Quarter

Low rates are just the beginning. You'll also be able to earn a quarterly dividend based on your monthly long distance usage. Use this credit towards your electric or cable bill — it's up to you.

Monthly Billing	Dividend
$10 - 19-99	$1
$20 - 29.99	$2
$30 - 39-99	$3
$40 - 49.99	$4

The dividend increases $1 for each $10 increment thereafter.

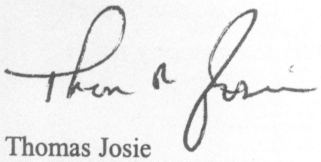
Community Value

What's more, because a large portion of the profits generated by the town's long distance usage will be returned to the Shrewsbury community. The net result — by using our long-distance service, you'll not only help yourself by saving money but you'll help provide an additional benefit to the community.

Finally, your satisfaction is 100% guaranteed. If you're not happy with our long distance service after 60 days, we'll switch you back to your previous carrier for free. No questions asked.

I urge you to give us a try. Because once you do, I'm confident you'll agree that keeping long distance local is the way it should be.

Sincerely,



Thomas Josie
General Manager

Long Distance Telephone Service Q & A

Q:How do I switch my long distance telephone service to Shrewsbury Long Distance Telephone?

It's easy. Simply complete and return the reply card enclosed with a mailing we sent to you or stop by 100 Maple Avenue and sign an authorization form. Your local carrier may charge you a modest fee - usually $5.00 to make the switch. Send us a copy of your remittance and we'll apply a credit to first bill.

Q:What plan should I choose?

If your current long distance bill exceeds $15-20.00 and/or 100 minutes per month, then we would suggest the 10 cents per minute plan with $4.95 monthly service charge. These rates are good 24 hrs./7 days.

Time is billed at a minimum of 18 seconds per call and rounded to the nearest six seconds thereafter. A call of 24 seconds will be billed at 24 seconds - we don't round off to the nearest minute as many major carriers do.

Q:How soon will I be set up for Shrewsbury's Long Distance Service?

As soon as we receive your signed request, processing will take approximately two weeks for activation. This process is totally automated and requires no further action from you.

Q:What do I tell my present long distance provider regarding my change?

Nothing. The process of converting to Shrewsbury Long Distance is automatic. Your signature is the only requirement.

Q:Will my new Shrewsbury Long Distance service affect my relationship with Bell Atlantic?

No. Your Bell Atlantic service will remain the same.

Q:I have multiple phone lines at my residence. May I choose to have some of these on Shrewsbury Long Distance Service, or am I required to have all lines changed?

No. The option is yours. You may choose one or all lines changed to Shrewsbury Long Distance Service.

Q:I have a large and very active business requiring frequent long distance calling. Do you have a special rate program for my type of business activity?

We would be happy to review your current billing statement and provide you with a customized comparison using Shrewsbury's Long Distance Service.

Q:Can I get a calling card"

Yes. On the bottom portion of Tom Josie's letter in the mailing sent to you there is a request for a calling card. If you did not receive this letter, then we'll be happy to take your request by telephone.

"We Keep Long Distance Local"

Get *significant savings*

over AT&T long distance rates and a familiar face to answer questions, resolve issues and pay bills.

I like the idea of *returning profits* to the community instead of paying dividends to corporate shareholders.

We keep long distance local.℠

SELRECC

SHREWSBURY'S ELECTRIC LIGHT PLANT AND
SHREWSBURY'S COMMUNITY CABLEVISION

100 Maple Avenue • Shrewsbury, MA • 01545-5398

An enlightened approach to long distance.

Q: Why is Shrewsbury's Electric Light Plant and Shrewsbury Community Cablevision getting into the business of offering long distance service?

By entering into a strategic alliance with New England Municipal Telephone Associates, LLC, SELPSCC can offer its customers high quality long distance service at a *savings* with comprehensive service and integrated billing.

By keeping long distance service under local control, SELPSCC can ensure that the multi-channel communications environment of the 1990's, and the profits generated by these media, will directly benefit the greater Shrewsbury community.

Q: Who is New England Municipal Telephone Associates?

Based in Framingham, Massachusetts, New England Municipal Telephone Associates, LLC (NEMTA) has been formed to help municipal light and power companies across Massachusetts enter the telecommunications market and offer competitive long distance services to consumers.

Q: How will the community benefit from this?

Cities and towns across the Commonwealth are facing ever tighter budgets and spiraling costs as they strive to provide local services and improvements to their infrastructure. Shrewsbury is no exception. The profits generated by Shrewsbury Long Distance Telephone service represents an incremental income stream that will be returned to the community.

Q: Who do I call if I have a problem?

Call 841-8500 or come in person to SELPSCC's offices at 100 Maple Street during regular business hours.

Q: How will I be billed?

Your itemized long distance telephone bill will be combined with your monthly SELPSCC statement. You can write one check for all your expenses or pay for them separately. If you prefer, you may pay your bill in person at 100 Maple Street.

Q: How will this long distance service compare to what I presently receive from my current provider?

There is no difference in quality. One of the benefits of de-regulation is that all domestic and international calls travel over the same worldwide telecommunications grid used by the major carriers.

Q: How do I switch my long distance service to Shrewsbury Long Distance Telephone?

It's easy. Simply complete and return the reply card enclosed with this mailing or stop by 100 Maple Street and sign an authorization form. Your local carrier may charge you a modest fee -- usually $5.00 -- to make the switch. Send us a copy of your remittance and we'll apply a credit to your first bill.

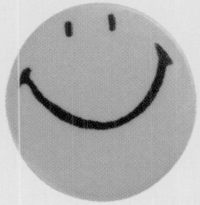


SHREWSBURY'S ELECTRIC LIGHT PLANT AND
SHREWSBURY'S COMMUNITY CABLEVISION
100 Maple Avenue • Shrewsbury, MA • 01545-5398

We keep long distance local.℠

A COMPARISON

THAT MAKES CENTS.

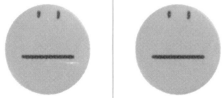
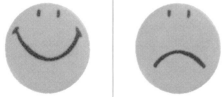
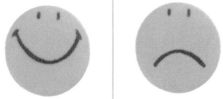


AND AN OPPORTUNITY

TO SAVE DOLLARS

ON YOUR ELECTRIC

AND CABLE TV BILL.

Shrewsbury Long Distance Rate with Tele-Power Dividend℠**	**The Winner**	**AT&T One Rate®***
15¢ per minute any day any time.		15¢ per minute any day any time.
Rates rounded up to the next 6 seconds with a minimum of 18 seconds per call.		Rates rounded up to the next 60 seconds with a minimum of 60 seconds per call.
Tele-Power Dividends are calculated monthly and issued quarterly at a rate of $1 for each $10 of long distance calls. Dividends can be applied as credits to your Shrewsbury light or cable bills. Savings opportunity – up to 10% of your long distance charges.		Not Available.
If your long distance telephone charges regularly exceed $15 a month, Shrewsbury also offers a high volume 10¢ per minute plan with a $4.95 monthly service charge which provides even greater savings and includes Tele-Power Dividends.		Not Available.

Rates quoted are current as of 5/15/98
*AT&T One Rate® is a registered trademark of AT&T.
**Shrewsbury Long Distance Service offered through NEMTA.

TO START MAKING CENTS TODAY,
STOP BY OUR OFFICE AT 100 MAPLE AVENUE
OR JUST GIVE US A CALL AT 841-8500.

MASS INNOVATIONS

Shrewsbury answers call for service

On May 1 Shrewsbury became the first community in the state – and one of the first in the country – to provide long-distance phone service to its residents and businesses.

The program is the latest service to be offered by the central Massachusetts town. Shrewsbury is one of 40 Massachusetts communities that owns and operates its own municipal electric light department, and is one of only two communities that operates its own cable television company.

Shrewsbury officials hope the long-distance program will increase town revenues while holding taxes down, according Tom Josie, general manager of the Shrewsbury Light & Power Company and Community Cablevision.

"There's always pressure on town officials to come up with additional sources of revenues, and this is a creative way, one that doesn't cost taxpayers anything for us to start," Josie said.

Shrewsbury Light & Power returned $1.5 million to the town's coffers last year, he said, including $400,000 from the cable operation. Josie said long-distance service could generate another $200,000. Revenues from the program will be used to upgrade the town's cable television service.

Shrewsbury officials hope to sign up half of the town's 12,000 households within the first year of the program. Their marketing strategy is simple: Keep long-distance local.

"There are two very appealing aspects of the plan," Josie said. "First, the money stays in our town instead of going to some large company out of state. And second, customers will receive a consolidated bill for electric, cable and long-distance phone service. One check covers it all. That's what people want, bundled service."

Town officials have marketed the program through direct mailings, cable television programming and open houses. Unlike the other long-distance providers, the town will not use telephone solicitation to market the service.

Shrewsbury is able to offer its long-distance program because it is a municipal cable operator, Josie said.

"Since the town owns the cable company, we are no different than private companies like MediaOne or RCN," he said.

Approval from the board of selectmen was not required to initiate the program, though Josie kept them apprised of the program's progress. Local officials say they support Josie's proactive approach to generating revenues.

Shrewsbury Light & Power buys long-distance service from New England Municipal Telephone Associates and RSL Associates and then resells it to its customers. Customers are offered two options: a flat rate of 15 cents per minute or 10 cents per minute with a $4.95 monthly service fee. Both rates apply 24 hours a day, seven days a week. Depending on usage, customers can also earn quarterly credits toward their electric bill.

For more information, contact Josie at (508) 841-8311 or by e-mail Tjosie@ci.shrewsbury.ma.us.

– Ken Carty

This monthly column highlights some of the innovative approaches and strategies Massachusetts municipalities are using to deliver services and solve problems. If you know of a Mass Innovation that could be featured in this column, contact Ken Carty at (800) 882-1498 or fax information to (617) 695-1314.

Well guidelines published

The Massachusetts Department of Environmental Protection has published guidelines to assist boards of health in regulating private wells.

Private Well Guidelines discusses design, construction, maintenance, testing, contamination sources and closure procedures for private wells. It also provides a model health regulation for private wells.

This fact sheet is designed to give guidance to boards of health, public water suppliers, plumbing inspectors, and present and potential well owners.

Neither the federal government nor the state has direct jurisdiction over private water supplies. Under Massachusetts law, local boards of health have broad authority to "make reasonable health regulations" and are specifically authorized to require a safe and adequate supply of water for any place of habitation.

Most private wells are not tested for volatile organic compounds, which include many of the most common – and potentially dangerous – groundwater contaminants, such as industrial solvents and gasoline, according to the DEP. The standard well test includes only bacteria and a few inorganic chemicals, such as nitrate and sodium. Most VOCs are tasteless and odorless in drinking water; they cannot be detected without testing.

Due in part to prevailing water rates and summer water restrictions, an increasing number of residents in greater Boston are installing private wells even when public water is available.

Those who intend to install a private well must contact their local board of health and, if presently connected to a public water supply, their local water supplier.

Private Well Guidelines may be obtained from the State Bookstore in Boston (Statehouse, Room 116, (617) 727-2834) or Springfield (21 Elm St., (413) 784-1376). Also available are Guidelines and Policies for Public Water Systems and Drinking Water Regulations. ✷

Court upholds selectmen's authority

By Joseph M. Hamilton

The Massachusetts Appeals Court has upheld the authority of the state and chief elected municipal officials to review and approve changes to affordable housing programs submitted under the Local Initiative Program.

Welch vs. Executive Office of Committees and Development (now the Department of Housing and Community Development) arose from an LIP project in the town of Easton.

Under state regulations, LIP projects are endorsed and then submitted to the state by the chief elected official of a municipality, which in this case was the board of selectmen. Once a project is approved by the state, the developer may then apply for a comprehensive permit from the zoning board of appeals.

The Easton selectmen and EOCD had approved a 76-unit development to be constructed by a local developer. Subsequently, the developer sought to enlarge the project by an additional 19 units by applying directly to the board of appeals for modifications to the comprehensive permit. The developer did not seek or obtain approval from either the selectmen or EOCD prior to requesting the modifications to the comprehensive permit.

The board of appeals approved the modifications to the comprehensive permit, but the board of selectmen withheld the issuance of building and other permits until the board and EOCD had reviewed and approved the changes to the project.

The developer filed suit in Superior Court against the selectmen, the town administrator, and EOCD alleging unlawful interference with the issuance of the permits. The Superior Court entered a judgment in favor of EOCD and the selectmen, and on Dec. 2, 1997, the Appeals Court affirmed the decision.

No reported decision of the Massachusetts appellate courts has addressed the scope of authority of municipalities for LIP projects. In this decision, the Appeals Court held that the board of appeals lacked jurisdiction to consider any modification to the project until a developer first obtains approval of EOCD and the selectmen. Without these prerequisites being met, the Appeals Court held, the board of appeals is without jurisdiction to consider the changes to the project.

As argued by the selectmen and echoed by the Appeals Court, adopting the developer's view that the board of appeals could grant the modification to enlarge the project would violate the purpose of the LIP regulations and would provide the board of appeals with the power to grant by modification what it cannot grant originally.

Noting that the purpose of LIP is to encourage municipalities to provide low- and moderate-income housing, the court noted that if the developer's view were to prevail, municipalities "could hardly be expected to take stock in a program that allowed the developer to solicit their endorsement for his product, then use it to sell a different product with no opportunity to rescind that endorsement."

While the Appeals Court decision was issued under its Rule 1:28, which means the decision will not be contained in the Appeals Court reporter, the decision is a strong endorsement of the authority of chief elected officials of Massachusetts municipalities to approve and oversee LIP projects.

Joseph M. Hamilton, a partner with the Worcester law firm Mirick, O'Connell, DeMallie & Lougee, represented the town of Easton in this case.

New selectmen's handbook available

Orders are now being taken for the third edition of the Handbook for Massachusetts Selectmen, to be published this month.

The revised handbook provides up-to-date information about town governance. It is designed to assist both new and veteran selectmen and to provide useful information to other local officials who are involved in municipal governing.

The handbook covers complex issues as well as the basic roles and responsibilities of selectmen. Summaries of key state laws and references to essential written materials provide a framework for new members of select boards.

To order, contact MMA Membership Associate Hillari Wennerstrom. ✸



Hiring practices discussed

Sylvana Deluca of Alternative Management Resources (left) listens to a question during the spring seminar of the Massachusetts Municipal Personnel Association, held May 14 in Shrewsbury. Also pictured are (l-r) Joseph Bartulis Jr. of the law firm Murphy, Hesse, Toomey and Lehane, and Robert F. Jones of R.F. Jones Investigations. The panel led a discussion on the nuts and bolts of hiring, including pre-employment background checks. A second session addressed possible changes to the state retirement system.

CCM-101

City of Cambridge

51.

IN CITY COUNCIL

July 27, 1998

COUNCILLOR TRIANTAFILLOU

WHEREAS: The town of Shrewsbury has been able to add significant revenues to its treasury without raising taxes and to provide reasonably priced electricity and cable t.v. for its residents through these town-owned services, and is now adding long-distance telephone service to its offerings (see attachment); and

WHEREAS: Municipal provision of these services means that the money spent on them by residents stays in the municipality; and

WHEREAS: Local control of utilities, telephone service and cable t.v. service has the potential to ad enormously to the quality of life of Cambridge residents by improving service, decreasing costs, adding revenue sources to the City budget and keeping dollars spent on these services in the municipality; now therefore be it

RESOLVED: That the City Manager be and hereby is requested to confer with the Assistant City Manager for Finance and Executive Director of the Consumer's Council to report back to the City Council with details of the Shrewsbury experiences and an analysis of the pros and cons of Cambridge providing these services for its residents.

Cal. 11

Consent Order #51 CM493

Councillor Triantafillou re: report on the feasibility of the City providing Electricity and cable t.v. services for residents.

In City Council July 27, 1998

CHARTER RIGHTS
BY Council 10A Triantafillou

9/14/98

Tabled on motion of C. Russell

SEP. 28 1998

ORDER ADOPTED