

*****PUBLIC NOTICE*****

THE TOWN OF ASHFIELD’S
COMMUNITY CHOICE POWER SUPPLY PROGRAM
CONSUMER NOTIFICATION



The Town of Ashfield is pleased to announce that **Direct Energy Services, LLC** (“Direct Energy”) has been selected as the supplier for its Community Choice Power Supply Program (“Program”). Direct Energy will provide electric power supply for all consumers currently on Basic Service in Ashfield. This notice is intended to tell you about this Program for electric power supply. In accordance with state law, it also informs you of your rights and options if you choose not to participate in the Program.

YOU WILL NOT NOTICE ANY CHANGE IN YOUR ELECTRICITY SERVICE. The only difference you will see is that Direct Energy will be printed under the “Supplier Services” section of your monthly bill. You will continue to receive one bill from Eversource. You will continue to send your payments to Eversource for processing. Eversource will continue to respond to emergencies, read meters and maintain the distribution and transmission lines. Reliability and quality of service will remain the same. Furthermore, you will continue to have all existing consumer rights and protections.

COMPARATIVE RATES AND TERMS

	Ashfield’s Program* (Supplier Services Only)		Eversource (Supplier Services Only)
Rate	STANDARD (default)	OPTIONAL	BASIC SERVICE
Residential	\$0.11300 per kWh	\$0.14250 per kWh	\$0.11719 per kWh
Small C&I	\$0.11300 per kWh	\$0.14250 per kWh	\$0.11438 per kWh
Medium & Large C&I	\$0.11300 per kWh	\$0.14250 per kWh	\$0.12255 per kWh
Streetlight	\$0.11300 per kWh	\$0.14250 per kWh	\$0.11507 per kWh
Renewable Energy Content (see below for required & voluntary percentages by year)	100% renewable. Includes 37% National Wind RECs.	100% MA Class I RECs	Meets Massachusetts renewable energy requirements
Duration	March 2025 – January 2026 [Rates apply to service beginning and ending on the days of the month that your meter is read in your service area.]		February 1, 2025 – July 31, 2025 [Residential, Small C&I and Streetlight rates change every 6 months. Medium & Large C&I rate changes every 3 months.]
Exit Terms	NO CHARGE		May receive a reconciliation charge or credit [Large C&I only]

*Rate includes Consultant Services Fee of \$0.001 per kWh to facilitate Ashfield’s Community Choice Power Supply Program.
*Rate may increase as a result of a change in law that results in a direct, material increase in costs during the term of the contract.

IF YOU ARE A BASIC SERVICE CONSUMER WHO HAS BEEN MAILED A NOTIFICATION LETTER you do not need to take any action to participate. You will be AUTOMATICALLY enrolled and start benefiting from the aggregation rate beginning on the day of the month in March 2025 that your meter is read. This date varies by service area. Your meter reading date is shown on your bill.

- WATCH YOUR EVERSOURCE BILL FOR FURTHER NOTIFICATION of the Program.
- Your March 2025 bill will state that you are being switched to Ashfield’s Program.
 - Your April 2025 bill will show Ashfield’s supplier and aggregation rate under “Supplier Services”.

BUDGET PLAN OR ELIGIBLE LOW-INCOME RATE CONSUMERS will continue to receive those benefits from Eversource.

SOLAR PANEL AND COMMUNITY SOLAR CONSUMERS will continue to receive net metering or on-bill credits while receiving electricity supply under the Program and the value of these credits will not be altered by participating in the Program.

ANY APPLICABLE TAXES WILL BE BILLED as part of the Program’s power supply charge. You will be responsible for identifying and requesting an exemption from the collection of taxes by providing appropriate documentation.

TAX EXEMPT SMALL BUSINESS CONSUMERS must send, email or fax a copy of their Energy Exemption Certificate directly to Direct Energy Attn: USN Tax Exemption at P.O. Box 180, Tulsa, OK 74101-0180 or usn.taxexemption@directenergy.com (email) or (800) 504-7428 (fax) in order to maintain their tax exempt status.

TO CHOOSE A PRODUCT WITH 100% NEW ENGLAND RENEWABLE ENERGY visit colonialpowergroup.com/ashfield or you may call Direct Energy at (866) 968-8065 and ask to be enrolled in Ashfield’s Optional Product. Ashfield’s Optional Product provides 100% MA Class I RECs achieved by purchasing 73% additional Renewable Energy Certificates (RECs) above the state’s current requirement for these renewables. This product is being offered at \$0.14250 per kWh for 10 months (March 2025 to January 2026).

IF YOU DO NOT WISH TO PARTICIPATE you must OPT-OUT by signing and returning the Opt-Out Reply Card included with the mailed notification letter **OR** visit colonialpowergroup.com/ashfield, click the OPT-OUT button and follow the instructions specified **OR** call Direct Energy at (866) 968-8065.

IF YOU WISH TO JOIN THIS PROGRAM you may OPT-IN at colonialpowergroup.com/ashfield **OR** call Direct Energy at (866) 968-8065 and ask to be enrolled. If you are currently contracted with your own competitive supplier, you should confirm with them that you will not incur any early termination fees or penalties for leaving their supply.

THROUGHOUT THE LIFE OF THE PROGRAM each subsequent contract may vary by rate, term and possibly supplier. You will be automatically enrolled in the next contract at the new aggregation rate unless you opt-out. The new aggregation rate may be higher or lower than the current rate and the voluntary renewable energy content may change. There will be advance notice of each automatic renewal to inform you of your supply options should you choose to opt-out.

TO ACCESS EVERSOURCE’S BASIC SERVICE RATES please visit:

- Residential Rates – eversource.com/content/residential/account-billing/manage-bill/about-your-bill/rates-tariffs/electric-supply-rates.
- Business Rates – eversource.com/content/business/account-billing/manage-bill/about-your-bill/rates-tariffs/electric-supply-rates.

Basic Service rates change twice a year or more, depending on rate class. As a result, the aggregation rate may not always be lower than the Basic Service rate. The goal of the aggregation is to deliver savings over the life of the Program against Eversource Basic Service. However, future savings cannot be guaranteed.

Colonial Power Group, Inc. is an energy consulting company chosen on a competitive basis by the Town of Ashfield to facilitate the Community Choice Power Supply Program. For more detailed information, call us toll-free at (866) 485-5858 ext. 1.

RENEWABLE ENERGY CONTENT – Required and Voluntary Percentages by Year

Community Choice Power Supply		Year	Required by State*		Voluntary**		TOTAL
			MA Class I	Other	MA Class I	Other	
Town of Ashfield	STANDARD (default)	2025	27%	36%	---	37%	100%
		2026	30%	39%	---	37%	106%
	OPTIONAL	2025	27%	36%	73%	---	136%
		2026	30%	39%	70%	---	139%
Eversource BASIC SERVICE		2025	27%	36%	---	---	63%
		2026	30%	39%	---	---	69%

*Required by State – Mandatory minimum percentage of renewable energy resources required by MA law.
**Voluntary – Additional renewable energy that exceeds the minimum required by the state in the specified year.
For additional detail on MA renewable energy requirements, please visit mass.gov/info-details/program-summaries.