



FOR IMMEDIATE RELEASE
November 26, 2025

CONTACT: Véronique Blanchard,
Town Administrator
413-369-4235 ext. 3
Mark Cappadona,
Colonial Power Group
508-485-5858 ext. 3

CONWAY ENERGY PROGRAM ANNOUNCES NEW LOWER LONG-TERM RATES AND NEW SUPPLIER

CONWAY, MA – The Town of Conway has signed a thirty-four month contract with a new supplier, First Point Power. Beginning with the January 2026 meter reads, the Conway Community Choice Power Supply Program, designed to meet the specific needs of the Town's electricity ratepayers, will continue to offer the same options but at new rates:

- A standard product that meets Massachusetts Renewable Energy Requirement (MA Req) of 69.1% plus an additional 25% Massachusetts Class I Renewable Energy Certificates (RECs) at a rate of \$0.13852 per kWh.
- An optional product that meets MA Req at a rate of \$0.12952 per kWh.
- A second optional product that meets MA Req plus uses 100% Massachusetts Class I RECs at a rate of \$0.15452 per kWh.

For Conway residents and businesses who are enrolled in the Town's standard product, the current rate of \$0.15136 per kWh will expire and the new rate of \$0.13852 per kWh will take effect with the January 2026 meter reads. This represents a decrease of \$8 per month on the supply side of the bill given average usage of 600 kWh. However, this new rate is 3 percent higher than Eversource's Residential Basic Service rate of \$0.13493 per kWh for the month of January 2026. Eversource's Basic Service rates will change on February 1, 2026.

Conway launched its electricity program in August 2020 in an effort to develop an energy program that would be stable, affordable and incorporate renewable energy. From inception through June 2025, the Program has saved residents and small businesses over \$473,000 in electricity costs as compared to Eversource Basic Service.

It is important to note that no action is required by current participants. This change will be seen on the February 2026 bills. All accounts currently enrolled in the Program will remain with their current product offering and see the new rate and First Point Power printed under the “Supplier Services” section of their monthly bill.

The Conway Community Choice Power Supply Program has no fees or charges. However, anyone switching from a contract with a third-party supplier may be subject to penalties or early termination fees charged by that supplier. Ratepayers should verify terms before switching.

Basic Service rates change twice a year or more, depending on rate class. As a result, the aggregation rate will not always be higher 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.

Eversource has several programs to help income-eligible families and customers needing special assistance meet their energy needs. To learn more visit eversource.com/content/residential/account-billing/payment-assistance/discount-rate.

Residents may also visit colonialpowergroup.com/conway or call (866) 485-5858 ext. 1 to learn more about Conway’s Community Choice Power Supply Program, to opt-in or opt-out, or to change product selection.



ABOUT COLONIAL POWER GROUP: Based in Marlborough, Mass., Colonial Power Group is the leading aggregation-consulting firm in Massachusetts. Colonial Power has been working with local governments since 2002 in the design, implementation and management of municipal aggregation programs.