



Maynard Power Choice

Sample Opt-Out Mailing Materials

March 28, 2024 - *Drafts*

Language Access Document cover sheet

Opt-Out Notice

- **Primary version**
- **Large commercial and industrial version** - For large businesses that are eligible for automatic enrollment after launch and eligible for market pricing

Opt-Out Reply Card

External envelope



Maynard Power Choice



IMPORTANT NOTICE



844-202-6266



TTY 771 or 800-439-2370 / Español 866-930-9252



MaynardPowerChoice.com

The Massachusetts Department of Public Utilities directs that we include the following message in all of these different languages. The message states: "Important notice enclosed from Maynard about your electricity service. Translate the notice immediately. Call the number or visit the website, above, for help."

<p>SPANISH/ESPAÑOL Incluye importante notificación de Maynard sobre su servicio eléctrico. Traduzca la notificación inmediatamente. Si necesita ayuda, llame al número o visite el sitio web indicado anteriormente.</p>	<p>POLISH/POLSKI Załączono ważne powiadomienie od Maynard dotyczące usług w zakresie dostaw energii elektrycznej. Prosimy o niezwłoczne przetłumaczenie tego powiadomienia. W celu uzyskania pomocy należy zadzwonić pod wyżej podany numer telefonu lub odwiedzić wyżej wymienioną stronę internetową.</p>
<p>PORTUGUESE/PORTUGUÊS Aviso importante incluído do Maynard sobre seu serviço de eletricidade. Traduzir o aviso imediatamente. Ligar para o número ou visitar o site, acima, para obter ajuda.</p>	<p>NEPALI/नेपाली तपाईंको विद्युतीय सेवा बारे Maynard बाट संलग्न गरिएको महत्त्वपूर्ण सूचना । सूचनालाई तत्कालै अनुवाद गर्नुहोस् । मद्दतको लागि, माथि दिइएको नम्बरमा फोन गर्नुहोस् वा वेबसाइटमा जानुहोस् ।</p>
<p>CHINESE (SIMPLIFIED)/中文 随附来自 Maynard 的重要通知, 有关您的供电服务。请立刻翻译此通知。如果您需要帮助, 请通过上面提供的信息致电或者访问网站。</p>	<p>MARATHI/मराठी कडून महत्त्वाची सूचना संलग्न केली आहे Maynard आपल्या विद्युत सेवेसंबंधी. या सूचनेचा अनुवाद त्वरित करावा. मदतीसाठी वरील क्रमांकावर फोन करा किंवा वेबसाईटला/संकेतस्थळास भेट द्या.</p>
<p>CHINESE (TRADITIONAL)/中文 随附以下重要通知 Maynard 事關您的電力服務。請立即翻譯通知。如需協助, 請致電上述號碼或瀏覽網站。</p>	<p>YORUBA/YORÙBÁ Àkíyèsí pàtàkì tí a fi sínú rẹ̀ láti ọ̀dọ̀ Maynard nípa ìṣẹ́ iná mọ̀nà mọ̀nà rẹ̀. Túmọ̀ àkíyèsí náà lẹ̀sẹ̀kẹ̀sẹ̀. Pe nọ́nbà náà tàbí bẹ̀ ààyè lórí ayélujára, lókè, wò fún irànlọ̀wọ̀.</p>
<p>HAITIAN/KREYÒL Wap jwenn yon avi enpòtan ki soti nan Maynard osijè sèvis elektrisite w. Tradwi avi a imedyatman. Rele nimewo a oswa vizite sit entènèt ki anwo a, pou w jwenn èd.</p>	<p>IGBO/NDI IGBO Ọkwa dị mkpa e zitere na Maynard gbasara ọrụ ọkụ eletrik gị. Tugharịa ọkwa ozigbo. Kpọọ nomba à ma ọ bụ gaa na webusajị, dij n'elu, maka enyemaka.</p>

<p>VIETNAMESE/TIẾNG VIỆT Có đính kèm thông báo quan trọng từ Maynard về dịch vụ điện của quý vị. Hãy phiên dịch thông báo này ngay. Xin gọi số điện thoại hoặc vào mạng lưới của chúng tôi, bên trên, để được giúp đỡ.</p>	<p>AMHARIC/አማርኛ የኤሌክትሪክ አገልግሎትዎን በተመለከተ ከ Maynard የተሰጠ ጠቃሚ ማስታወቂያ ከዚህ ጋር በአገሪት ተያይዟል። ማስታወቂያውን በአስቸኳይ ያስተርጉሙት። አዛ ለማግኘት፣ ከላይ በተገለጸው ስልክ ቁጥር ይደውሉ ወይም ድረ ገጹን ይጎብኙ።</p>
<p>RUSSIAN/РУССКИЙ Прилагается важное сообщение от Maynard касательно вашего снабжения электроэнергией. Переведите это сообщение безотлагательно. Если вам нужна помощь, позвоните по указанному номеру или зайдите на вебсайт.</p>	<p>SOMALI/SOOMAALI Ogeysiin muhiim ah oo ku lifaaqan oo ka timid Maynard oo ku saabsan adeegaaga korontada. Fasir ogeysiinta isla markaas. U soo wac lambarka ama u booqo websaydka, koreeyo, wixii caawin ah.</p>
<p>ARABIC/عربي ملاحظة هامة متضمنة من Maynard حول خدمة الكهرباء خاصتك. يرجى ترجمة الملاحظة فوراً. اتصل بالرقم أو قم بزيارة الموقع أعلاه للحصول على المساعدة.</p>	<p>JAPANESE/日本語 Maynard からの電力供給に関する重要なお知らせが添付されています。このお 知らせをすぐに翻訳してください。ご質問がある場合は、上記の電話 番号までお電話いただくか、ウェブサイトをご覧ください。</p>
<p>KHMER/ខ្មែរ សេចក្តីជូនដំណឹងសំខាន់ បានភ្ជាប់មកពី Maynard អំពីសេវាអគ្គិសនីរបស់អ្នក។ បកប្រែសេចក្តីជូនដំណឹងនេះភ្លាមៗ។ ហៅទៅលេខ ឬទស្សនាគេហទំព័រខាងលើ សំរាប់ជំនួយ។</p>	<p>GUJARATI/ગુજરાતી ના તરફથી મહત્વપૂર્ણ નોટિસ બીડેલ છે Maynard તમારી વીજળી સેવા વિશે. સૂચનાનું તુરંત જ ભાષાંતર કરો. મદદ માટે ઉપરના નંબર પર કોલ કરો અથવા વેબસાઇટની મુલાકાત લો.</p>
<p>FRENCH/FRANÇAIS Avis important ci-joint de Maynard à propos de votre service d'électricité. Traduisez immédiatement l'avis. Appelez le numéro ou visitez le site Web ci-dessus pour obtenir de l'aide.</p>	<p>SWAHILI/KISWAHILI Notisi muhimu ambayo imeambathiswa kutoka kwa Maynard kuhusu huduma ya umeme unayopokea. Ifasiri notisi papo hapo. Piga simu kwa nambari au zuru tovuti, hapo juu, ili kupata usaidizi.</p>
<p>ITALIAN/ITALIANO Comunicazione importante in allegato da Maynard riguardante il suo servizio di elettricità. Tradurre il comunicato immediatamente. Se ha bisogno di assistenza chiami il numero o visiti il sito internet sopra indicato.</p>	<p>HINDI/हिंदी यह महत्वपूर्ण सूचना Maynard की ओर से आपकी बिजली सेवा के बारे में है। सूचना का तुरंत अनुवाद करें। मदद के लिए ऊपर के नंबर पर कॉल करें या वेबसाइट पर जाएं।</p>
<p>KOREAN/한국어 귀하의 전기 서비스와 관련하여 Maynard 에서 보낸 중요한 통지 사항이 동봉되어 있습니다. 통지 사항을 즉시 번역하시기 바랍니다. 도움이 필요할 경우 위의 전화 번호로 연락하거나 웹사이트를 방문해 주십시오.</p>	<p>THAI/ไทย ประกาศสำคัญที่แนบมาจาก Maynard เกี่ยวกับบริการไฟฟ้าของคุณ แปลประกาศทันที โปรดไปยังหมายเลข หรือไปที่เว็บไซต์ด้านบน เพื่อขอความช่วยเหลือ</p>
<p>GREEK/ΕΛΛΗΝΙΚΑ Εσκλείεται σημαντική ειδοποίηση από Maynard που αφορά τον πάροχο ηλεκτρικής σας ενέργειας. Μεταφράστε την ειδοποίηση αμέσως. Καλέστε τον αριθμό ή επισκεφτείτε την παραπάνω ιστοσελίδα για βοήθεια.</p>	<p>LAO/ລາວ ແຈ້ງການທີ່ສໍາຄັນນໍາມາຈາກ Maynard ກ່ຽວກັບການບໍລິການໄຟຟ້າຂອງທ່ານ. ແປແຈ້ງການນີ້ໂດຍທັນທີ. ສໍາລັບການຊ່ວຍເຫຼືອ ໂທຫາເບີໂທ ຫຼື ເຂົ້າໄປເບິ່ງໃນເວັບໄຊທ໌ ຢູ່ຂ້າງເທິງ.</p>



TOWN OF MAYNARD, MA

Town Electricity Aggregation Program
Automatic Enrollment Notification



[MONTH] [DAY], 202X

Dear Maynard Electricity Customer,

This letter contains important information about Maynard Power Choice, a new Town electricity program. The program is an electricity aggregation, which is a kind of group electricity buying program for cities and towns with no hidden fees or penalties. More than 170 communities in Massachusetts already have similar programs.

By participating in Maynard Power Choice, you will automatically receive more of your electricity from clean, renewable sources of electricity and less from fossil fuels. Participating will also change the Supply price on your Eversource bill, which is the part of the bill where you pay for the electricity you use.

Your electricity account will be AUTOMATICALLY enrolled in Maynard Power Choice for a price of XX.XXX ¢/kWh, and you will receive XX% additional renewable electricity, unless you choose not to participate. The automatic enrollment model is in accordance with Massachusetts state law.

Why participate in Maynard Power Choice:

- ▶ **More renewable electricity.** Maynard Power Choice participants automatically buy more electricity from renewable sources of energy and less from fossil-fuel-based sources than you receive through Eversource.
- ▶ **A stable, competitive electricity supply price.** Maynard Power Choice offers long-term electricity supply prices that do not change seasonally, unlike Eversource's Basic Service prices. Maynard Power Choice prices may also provide savings compared with Eversource's prices. **However, because Eversource's prices change and their future prices are not known, savings compared with Eversource's prices cannot be guaranteed.**
- ▶ **Transparency and consumer protections.** Maynard Power Choice is a consumer-friendly program with no hidden fees, the ability to leave any time with no penalty, and protections for consumer data.

Three options in Maynard Power Choice:

- 1 Automatic enrollment in Maynard Standard.** If you take no action, your electricity account will be automatically enrolled in the Maynard Standard offering. You will receive XX% of your electricity from renewable sources, which includes XX% from [SOURCE TO BE DETERMINED] added by Maynard and XX% required by state law.
- 2 Choose Maynard 100% Green:** You can request the Maynard 100% Green option to receive 100% of your electricity from renewable resources from [SOURCE TO BE DETERMINED] for XX.XXX ¢kWh.
- 3 Choose Maynard Basic:** You can request the Maynard Basic option to enjoy price stability and consumer protections but receive no additional electricity from renewable sources beyond the minimum required by state law for XX.XXX ¢kWh.

Changes to your electric bill:

Maynard Power Choice will not replace Eversource as your electric utility, and you will not notice any change in your electricity service. Eversource will continue to deliver electricity, fix power outages, provide customer service, and handle billing. Maynard Power Choice will make the following two changes on your Eversource electric bill:

1. [SUPPLIER NAME] will be listed on your bill as your electricity supplier.
2. The Supply charge on your bill will be calculated using a Maynard Power Choice price instead of Eversource's Basic Service price. Eversource's Delivery charges will not be impacted.

If you do not wish to participate:

Participation is not required. There is no penalty to opt out, and you may do so at any time. If you opt out, Eversource will continue to use their Basic Service price to calculate the Supply charge portion of your electric bill.

To opt out before being automatically enrolled, you must do one of the following before [MONTH] [DAY], 202X: Sign and mail the enclosed reply card (postmark by [MONTH] [DAY], 202X), opt out online at MaynardPowerChoice.com, or call 1-844-202-6266 and opt out by phone. **You are also free to try the program and opt out at any time in the future.**

More details on the back ▶

MORE INFORMATION AND SELF SERVICE:

Visit MaynardPowerChoice.com

ASK QUESTIONS:

Contact customer support at 1-844-202-6266
or support@MaynardPowerChoice.com.

DEADLINE FOR OPTING OUT:

Opt out by (postmark by) [MONTH] [DAY], 202X
to avoid automatic enrollment.


It's your choice:

The table below can help you decide whether to participate in the Maynard Standard option or make another choice.

To make another choice, visit MaynardPowerChoice.com or call customer support at 1-844-202-6266.

Three options in Maynard Power Choice:

If you do not wish to participate:

	You will be auto-enrolled here ▼			Eversource's Basic Service*** (opt out)
	1 Maynard Standard (auto enroll)	2 Maynard 100% Green (option)**	3 Maynard Basic (option)	
Renewable electricity From [SOURCE TO BE DETERMINED], added by Maynard	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X	-	-
Renewable or clean energy required by state law	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X
Prices	XX.XXX ¢/kWh*	XX.XXX ¢/kWh*	XX.XXX ¢/kWh*	XX.XXX ¢/kWh - Residential XX.XXX ¢/kWh - Sm. business XX.XXX ¢/kWh - Lg. business
Price period	[MONTH] 202X - [MONTH] 202X	[MONTH] 202X - [MONTH] 202X	[MONTH] 202X - [MONTH] 202X	Residential and small business: [MONTH] [DAY], 202X – [MONTH] [DAY], 202X. Large business: [MONTH] [DAY], 202X – [MONTH] [DAY], 202X.
Exit terms	Leave any time. No exit charge.	Leave any time. No exit charge.	Leave any time. No exit charge.	Leave any time. No exit charge. However, large C&I (rates G-3, T-2, and WR) and street lighting customers on the fixed-price Basic Service option may receive a billing adjustment, which may be either a credit or a charge.

* Program prices include a \$0.001/kWh administration fee and a \$0.002/kWh operational fee to support Maynard Power Choice program management. Program prices could increase as a result of a change in law that results in a direct, material increase in costs during the term of the electricity supply agreement.

** For participants in Maynard 100% Green, Maynard's electricity supplier will purchase renewable energy from MA Class I-eligible renewable energy projects to equal 100% of their electricity use. However, state law requires Maynard's electricity supplier to also purchase renewable energy from other sources for Maynard 100% Green participants. As a result, the renewable percentages for Maynard 100% Green may exceed 100% when added together.

Additional information:

At the end of the price period, your participation in the Program will automatically renew at a new price unless you inform the Town otherwise. The new price may be higher or lower than the existing price, and the renewable energy content may change. The Town will contact you no later than 30 days before each automatic renewal to notify you of your supply options.

If you are eligible for a low-income discount or fuel assistance, those benefits will continue in Maynard Power Choice. You will continue to receive your benefit with no change.

If you have a tax-exempt account, you should know that taxes will be billed as part of the Maynard Power Choice power supply charge, and you are responsible for identifying and requesting an exemption from the collection of any tax. If you wish to retain your tax-exempt status in the program, you must provide appropriate tax-exemption documentation to [SUPPLIER NAME]. Visit MaynardPowerChoice.com for information on how to submit your documentation.

If you have received this letter and also you have signed a contract with an electricity supplier, you may have signed your contract after this mailing was created. To continue receiving electricity from the supplier you chose and to prevent any early termination fees from that supplier, you should opt out of Maynard Power Choice.

If you have solar panels on your property or participate in a community solar program, there will be no change. You will continue to receive solar credits and/or solar incentive payments, and there will be no change to the way they are calculated.

Eversource will continue to deliver the electricity that you use, and they are responsible for the Delivery charges that appear on your monthly bill. In addition, Eversource will remain responsible for billing you, and your Eversource electric bill is the only electric bill you will receive as a participant in Maynard Power Choice. If you have set up electronic billing with Eversource, there will be no change. If you have questions about the Delivery portion of your bill, contact Eversource at 1-800-592-2000 or by visiting Eversource.com.

If you have Eversource's budget billing, that will change. For participants in Maynard Power Choice, budget billing will apply only to Eversource's Delivery charge and will no longer apply to Eversource's Supply charge. If you wish to retain budget billing for the Supply charge portion of your bill, you should opt out of Maynard Power Choice and remain on Eversource's Basic Service.



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Your electricity account will be AUTOMATICALLY enrolled in Maynard Power Choice for a price of XX.XXX ¢/kWh, and you will receive XX% additional renewable electricity, unless you choose not to participate. The automatic enrollment model is in accordance with Massachusetts state law.

Why participate in Maynard Power Choice:

- ▶ **More renewable electricity.** Maynard Power Choice participants automatically buy more electricity from renewable sources of energy and less from fossil-fuel-based sources than you receive through Eversource.
- ▶ **A stable, competitive electricity supply price.** Maynard Power Choice offers long-term electricity supply prices that do not change seasonally, unlike Eversource's Basic Service prices. Maynard Power Choice prices may also provide savings compared with Eversource's prices. **However, because Eversource's prices change and their future prices are not known, savings compared with Eversource's prices cannot be guaranteed.**
- ▶ **Transparency and consumer protections.** Maynard Power Choice is a consumer-friendly program with no hidden fees, the ability to leave any time with no penalty, and protections for consumer data.

Three options in Maynard Power Choice:

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- 2 Choose Maynard 100% Green:** You can request the Maynard 100% Green option to receive 100% of your electricity from renewable resources from [SOURCE TO BE DETERMINED] for XX.XXX ¢kWh.
- 3 Choose Maynard Basic:** You can request the Maynard Basic option to enjoy price stability and consumer protections but receive no additional electricity from renewable sources beyond the minimum required by state law for XX.XXX ¢kWh.

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DEADLINE FOR OPTING OUT:

Opt out by (postmark by) [MONTH] [DAY], 202X
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It's your choice:


The table below can help you decide whether to participate in the Maynard Standard option or make another choice.

To make another choice, visit MaynardPowerChoice.com or call customer support at 1-844-202-6266.

The table below shows market pricing for the account number listed on the opt-out reply card. Market pricing within Maynard Power Choice is provided for Large Business G-3 customers that use 1,000,000 kWh or more annually. Market pricing applies only to the electricity supply contract in place at the time of enrollment. Once enrolled, this account would receive standard program pricing for future contracts.

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	1 Maynard Standard (auto enroll)	2 Maynard 100% Green (option)**	3 Maynard Basic (option)	
Renewable electricity From [SOURCE TO BE DETERMINED], added by Maynard	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X	-	-
Renewable or clean energy required by state law	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X
Prices	XX.XXX ¢/kWh*	XX.XXX ¢/kWh*	XX.XXX ¢/kWh*	XX.XXX ¢/kWh
Price period	[MONTH] 202X - [MONTH] 202X	[MONTH] 202X - [MONTH] 202X	[MONTH] 202X - [MONTH] 202X	[MONTH] [DAY], 202X – [MONTH] [DAY], 202X.
Exit terms	Leave any time. No exit charge.	Leave any time. No exit charge.	Leave any time. No exit charge.	Leave any time. No exit charge. However, large C&I (rates G-3, T-2, and WR) and street lighting customers on the fixed-price Basic Service option may receive a billing adjustment, which may be either a credit or a charge.

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Additional information:

At the end of the price period, your participation in the Program will automatically renew at a new price unless you inform the Town otherwise. The new price may be higher or lower than the existing price, and the renewable energy content may change. The Town will contact you no later than 30 days before each automatic renewal to notify you of your supply options.

If you are eligible for a low-income discount or fuel assistance, those benefits will continue in Maynard Power Choice. You will continue to receive your benefit with no change.

If you have a tax-exempt account, you should know that taxes will be billed as part of the Maynard Power Choice power supply charge, and you are responsible for identifying and requesting an exemption from the collection of any tax. If you wish to retain your tax-exempt status in the program, you must provide appropriate tax-exemption documentation to [SUPPLIER NAME]. Visit MaynardPowerChoice.com for information on how to submit your documentation.

If you have received this letter and also you have signed a contract with an electricity supplier, you may have signed your contract after this mailing was created. To continue receiving electricity from the supplier you chose and to prevent any early termination fees from that supplier, you should opt out of Maynard Power Choice.

If you have solar panels on your property or participate in a community solar program, there will be no change. You will continue to receive solar credits and/or solar incentive payments, and there will be no change to the way they are calculated.

Eversource will continue to deliver the electricity that you use, and they are responsible for the Delivery charges that appear on your monthly bill. In addition, Eversource will remain responsible for billing you, and your Eversource electric bill is the only electric bill you will receive as a participant in Maynard Power Choice. If you have set up electronic billing with Eversource, there will be no change. If you have questions about the Delivery portion of your bill, contact Eversource at 1-800-592-2000 or by visiting Eversource.com.

If you have Eversource's budget billing, that will change. For participants in Maynard Power Choice, budget billing will apply only to Eversource's Delivery charge and will no longer apply to Eversource's Supply charge. If you wish to retain budget billing for the Supply charge portion of your bill, you should opt out of Maynard Power Choice and remain on Eversource's Basic Service.

OPT-OUT REPLY CARD



X _____
Signature Date

Opt-Out Instructions

If no action is taken, you will automatically be enrolled in Maynard Power Choice.

If you DO NOT wish to participate, you MUST opt out.

To opt out by mail:

1. Sign and date this card.
2. Place the card in the enclosed envelope and mail it.

This card must be signed by the Customer of Record whose name appears in the address on this card. You may also opt out online at **MaynardPowerChoice.com** or by phone at **1-844-202-6266**.

Your opt-out request must be made by, or the envelope must be postmarked by, **[MONTH] [DAY], 202X**, to opt out of the program before being enrolled automatically. If you choose to participate, you may opt out at any time in the future with no fee or penalty.





TOWN OF MAYNARD
C/O [SUPPLIER NAME]
[SUPPLIER ADDRESS]
[CITY], [STATE] [ZIP]

Time-sensitive notice sent on behalf of the Town of Maynard regarding your electricity supply price.