



Town electricity program notification of automatic enrollment

[MONTH] [DAY], 202X



You are receiving this notice because your electricity account is eligible for **AUTOMATIC ENROLLMENT** in Ludlow Power Choice.

Your electricity account number is shown on the enclosed reply card.

Ludlow Power Choice is a new group electricity buying program from the Town of Ludlow. The program provides long-term, stable prices and cleaner electricity.

Participating in Ludlow Power Choice means:

- The supply price on your Eversource electric bill will change to **XX.XXX ¢/kWh**, which is **lower** than Eversource’s current residential Basic Service price and fixed until [MONTH] 202X.
Eversource’s prices change and future prices are unknown, so future savings compared with Eversource cannot be guaranteed.
- An additional XX% of your electricity will come from clean, renewable sources.
- You will remain an Eversource customer, and Eversource will continue to deliver your electricity and send your electric bill.

Your new electricity supply price:

XX.XXX ¢/kWh

Customer Support:

1-888-203-6454

More information and self service:

LudlowPowerChoice.com



It’s your decision. Make the choice that’s right for you.

- ▶ **TAKE NO ACTION:** You will be automatically enrolled in the Ludlow Standard option with your [MONTH] 202X meter read, and you will receive an additional XX% of your electricity from clean, renewable sources.
- ▶ **CHOOSE A DIFFERENT OPTION IN LUDLOW POWER CHOICE:** Ludlow 100% Green provides 100% of your electricity from renewable sources. Ludlow Basic provides the lowest price in the program.

Your account will be enrolled here.







Ludlow Power Choice prices are fixed until [MONTH] 202X. For Eversource prices, please see the back.

- ▶ **OPT OUT:** Participation is not required. There is no penalty to opt out of Ludlow Power Choice, and you may do so at any time. To avoid automatic enrollment, submit your opt-out request by [MONTH] [DAY], 202X. Or you may try the program and opt out at any time in the future.

To choose a different option or opt out, visit LudlowPowerChoice.com or contact customer support with the Town’s program consultants at 1-888-203-6454. You may also opt out by mailing the enclosed reply card.

Compare Ludlow Power Choice with Eversource's Basic Service:

	Auto-enrollment ▼			If you opt out ▼
				
Price	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	[MONTH] [DAY], 202X - [MONTH] [DAY], 202X, residential and small business. [MONTH] [DAY], 202X - [MONTH] [DAY], 202X, large business.
From new renewable energy sources in the New England region, like wind and solar (MA Class I RECs)				
Required by state law	XX%	XX%	XX%	XX%
Added by Ludlow	-	XX%	XX%	-
Total	XX%	XX%	100%	XX%
From other clean or renewable sources (other RECs)*				
Required by state law	XX%	XX%	XX%	XX%

* State law requires all electricity suppliers to purchase Renewable Energy Certificates (RECs) from other sources, including sources that are not new, are renewable but not clean, such as waste to energy, or are clean but not renewable, such as nuclear. This purchase must be made even if the total amount of RECs purchased from either clean or renewable sources exceeds 100% of the electricity used by Ludlow Power Choice participants.

Additional information:

Your electricity supplier will be [SUPPLIER NAME].

On your bill, you will see "[ON-BILL TEXT]." But your primary relationship for electricity remains with Eversource, and you will continue to call them if your power goes out. In addition, Eversource will continue to send your electric bill, and this is the only electric bill you will receive as a participant in Ludlow Power Choice.

If you are eligible for a low-income discount or fuel assistance, those benefits will continue in Ludlow Power Choice.

If you have solar panels on your property or you participate in a community solar program, you will continue to receive solar credits and/or solar incentive payments, and participating in Ludlow Power Choice will not change how they are calculated.

If you have a tax-exempt account, you are responsible for requesting an exemption from the collection of any tax by providing appropriate tax-exemption documentation to [SUPPLIER NAME]. Visit LudlowPowerChoice.com to learn more.

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

The automatic enrollment model is in accordance with state law. Over 200 cities and towns in Massachusetts have similar programs, and all operate the same way. However, you are not required to participate. You may opt out at any time with no fee or penalty.

At the end of the contract with [SUPPLIER NAME], the Town intends to sign a new long-term contract. The electricity supplier and renewable energy content may change, and the price may be higher or lower than the current price. You will continue in the same program option at the new price unless you inform Ludlow otherwise. The Town will provide advance notice of any such changes, and you will be free to opt out or change your option before the changes take effect.

LudlowPowerChoice.com