



# City electricity program notification of automatic enrollment

January 31, 2025



You are receiving this notice because your electricity account is eligible for **AUTOMATIC ENROLLMENT** in Salem PowerChoice.

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

**Salem PowerChoice** is a group electricity buying program from the City of Salem. The program provides long-term, stable electricity supply prices, more electricity from renewable sources, and consumer protections.

### Participating in Salem PowerChoice means:

- The electricity supply price on your National Grid electric bill will change to **14.281 ¢/kWh**, which is **lower** than National Grid's current residential Basic Service price and fixed until December 2026.

*National Grid's prices change and future prices are unknown, so future savings compared with National Grid cannot be guaranteed.*

- An additional 20% of your electricity will automatically come from clean, renewable sources.
- You will remain a National Grid customer, and National Grid will continue to deliver your electricity and send your electric bill.

Your new electricity supply price:

**14.281 ¢/kWh**

(\$0.14281/kWh)

Customer Support:

**1-844-483-5004**

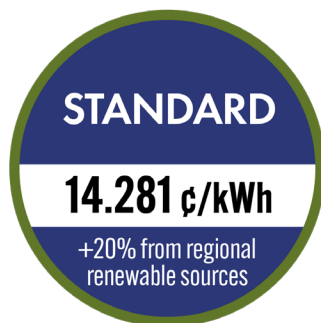
More information and self service:

**SalemMA.gov/  
PowerChoice**

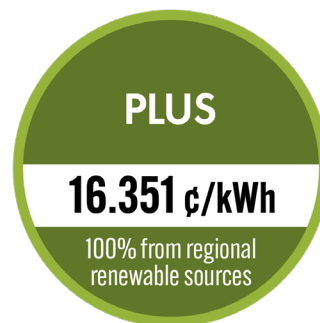


## It's your decision. Make the choice that's right for you.

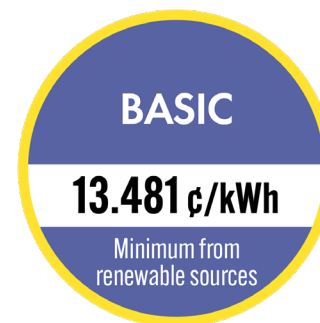
- TAKE NO ACTION:** Your account will be automatically enrolled in Salem's Standard option.
- CHOOSE A DIFFERENT OPTION IN SALEM POWERCHOICE:** Salem's Plus option provides 100% of your electricity from new renewable sources in the New England region. Salem's Basic option provides the lowest price in the program.



**AUTO-ENROLL**



**OPTION**




**OPTION**

Salem PowerChoice prices are fixed until December 2026. For National Grid prices, please see the back.

- OPT OUT:** Participation is not required. There is no penalty to opt out of Salem PowerChoice, and you may do so at any time. To avoid automatic enrollment, submit your opt-out request by **March 5, 2025**. Or you may try the program and opt out at any time in the future.

To choose a different option or opt out, visit [SalemMA.gov/PowerChoice](https://SalemMA.gov/PowerChoice) or contact customer support with the City's program consultants at 1-844-483-5004. You may also opt out by mailing the enclosed reply card.

## Compare Salem PowerChoice with National Grid's Basic Service:

	Auto-enrollment ▼			If you opt out ▼
	STANDARD	PLUS	BASIC	NATIONAL GRID'S BASIC SERVICE
				
<b>Price</b>	<b>14.281 ¢/kWh</b> (\$0.14281/kWh)	<b>16.351 ¢/kWh</b> (\$0.16351/kWh)	<b>13.481 ¢/kWh</b> (\$0.13481/kWh)	<b>14.672 ¢/kWh</b> - residential (\$0.14672/kWh) <b>13.409 ¢/kWh</b> - commercial (\$0.13409/kWh) <b>14.398 ¢/kWh</b> - industrial (\$0.14398/kWh)
<b>Price period</b>	Enrollment - December 2026	Enrollment - December 2026	Enrollment - December 2026	February 1 - July 31, 2025, residential & commercial. February 1 - April 30, 2025, industrial.
<b>Electricity from renewable sources (% of total)</b>				
<b>From new renewable sources in the New England region (MA Class I RECs)</b>				
Required by state law	27%	27%	27%	27%
Added by Salem	20%	73%	-	-
<b>Total MA Class I RECs</b>	<b>47%</b>	<b>100%</b>	<b>27%</b>	<b>27%</b>
<b>From other clean or renewable sources (other RECs)*</b>				
Required by state law	36%	36%	36%	36%

\* 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 Salem PowerChoice participants.

### Additional information:

#### Your electricity supplier will be First Point Power.

On your bill, you will see "Salem PowerChoice - First Point Power." But your primary relationship for electricity remains with National Grid, and you will continue to call them if your power goes out. In addition, National Grid will continue to send your electric bill, and this is the only electric bill you will receive as a participant in Salem PowerChoice.

**If you are eligible for a low-income discount or fuel assistance**, those benefits will continue in Salem PowerChoice.

**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 Salem PowerChoice 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 First Point Power. Visit [SalemMA.gov/PowerChoice](http://SalemMA.gov/PowerChoice) 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 Salem PowerChoice.**

**The automatic enrollment model is in accordance with state law.** More than 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 First Point Power**, the City 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 the program otherwise. The City 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.

[SalemMA.gov/PowerChoice](http://SalemMA.gov/PowerChoice)

## OPT-OUT REPLY CARD

Sign below if you do **NOT** wish to participate  
in Salem PowerChoice.

X \_\_\_\_\_  
Signature Date



### Opt-Out Instructions

If no action is taken, you will be automatically enrolled in Salem PowerChoice.

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 **SalemMA.gov/PowerChoice** or by phone at **1-844-483-5004**.

Your opt-out request must be made by, or the envelope must be postmarked by, **March 5, 2025**, to opt out of the program before being automatically enrolled. If you choose to participate, you may opt out at any time in the future with no fee or penalty.