

TOWN OF ASHFIELD

COMMUNITY CHOICE POWER SUPPLY PROGRAM

PUBLIC SERVICE ANNOUNCEMENT

The Town of Ashfield is pleased to announce that **Direct Energy Services** (“Direct Energy”) has been selected as the supplier for its Community Choice Power Supply Program. Direct Energy will provide electric power supply for all consumers currently on Eversource Basic Service in Ashfield.

Following the approval of Article 33 at Town Meeting in May 2023, the Town of Ashfield developed and published its Aggregation Plan (“Plan”) in compliance with Massachusetts law regarding municipal aggregation of electric consumers (M.G.L. c. 164, § 134). The Select Board approved the Plan in October 2023, and a power supply agreement was executed this past December to take effect March 2025.

LOOK FOR A MAILING WITH THE TOWN SEAL that contains information about the Program. Those on Eversource Basic Service should receive an envelope with a Consumer Notification Letter and Opt-Out Reply Card. Those already enrolled with a third-party supplier should receive an informational postcard.

BASIC SERVICE CONSUMERS do not need to take any action to participate. You will be **AUTOMATICALLY** enrolled.

IF YOU DO NOT WISH TO PARTICIPATE you must **OPT-OUT** by signing and returning the Opt-Out Reply Card **OR** visit colonialpowergroup.com/ashfield, click the **OPT-OUT** button and follow the instructions specified **OR** call Direct Energy at (866) 968-8065. There is **NO CHARGE TO OPT-OUT** of the Program and return to Eversource Basic Service.

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 supplier, you should confirm with them that you will not incur any early termination fees or penalties for leaving their supply.

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.