



Town of Avon

February 26, 2025

Dear Avon Electricity Customer,

The Town of Avon is offering a program called Avon Community Electricity Aggregation (Avon CEA). The Program is a carefully designed alternative to your current electricity supply options that include those offered by Avon and other third-party electricity suppliers. By implementing the Program, Avon aims to provide electricity products that increase our community's renewable energy use and reduce carbon pollution.

You will be automatically enrolled in the Avon Community Electricity Aggregation product, "Avon Basic", unless you affirmatively opt out by mailing and postmarking the enclosed opt-out card by March 31, 2025.

YOUR OPTIONS

Your participation in the Program is voluntary. You can leave the Program at any time without penalties or fees.

- 1 Automatically enroll in Avon Basic, which meets MA renewable energy requirements**
If you take no action, you will be automatically enrolled in the default product, Avon Basic, starting on your next available meter read. The electricity supplier for the Avon Community Electricity Aggregation Program is Direct Energy.
- 2 Choose to enroll in another Avon product with more or less renewable energy content**
To choose a different product, call the program's electricity supplier, Direct Energy, at (866) 968-8065, or submit an online request at Avon-CEA.com.
- 3 Choose to continue with National Grid Basic Service**
To remain with National Grid Basic Service for your electricity supply, you must opt out. To opt out before being automatically enrolled, you must take one of the following actions before **March 31, 2025**:

Sign, date and mail the enclosed opt-out card

or

call Direct Energy at (866) 968-8065

or

submit the opt-out form at Avon-CEA.com

PRODUCT SUMMARY

	National Grid Basic Service (if you opt out)	Avon Basic (automatic)	Avon 100% Green
Price			
Residential	14.672 ¢/kWh	13.700 ¢/kWh	15.040 ¢/kWh
Small Business	13.409 ¢/kWh		
Large Business	14.946 ¢/kWh*		
Voluntary Renewable Energy Content	-	meets MA renewable energy requirements	adds voluntary renewable energy (MA Class I RECs) to total 100% each year
Duration	February through July 2025 *Large Business: February through April 2025	Enrollment through December 2027	Enrollment through December 2027

The Avon Community Electricity Aggregation Program cannot guarantee savings compared to National Grid Basic Service for the duration of the Program pricing as future Basic Service rates are unknown.

Program prices could also increase as a result of a change in law that results in a direct material increase in costs during the term of the electric supply contract. Program prices include a commission fee of 0.1 ¢/kWh for the aggregation consultant. Program prices also include taxes which are billed as part of the power supply charge.

Avon Community Electricity Aggregation prices apply to service beginning and ending on the days of the month that your meter is read. Rates indicated above are for Supply Services only.

Some products contain additional Renewable Energy Certificates (RECs) above that required by MA law. The additional RECs qualify for MA Class I designation from generation located within, or delivered to, New England.

RENEWABLE ENERGY DETAIL

The Commonwealth of Massachusetts requires that all electric supply products include a minimum of 62% renewable energy resources in 2024, 63% in 2025, 69% in 2026, and 75% in 2027. Some program products, as shown below, contain additional renewable energy that exceeds the minimum required by the Commonwealth.

Name	Year	Required RPS MA Class I	Required Other	Voluntary MA Class I	Total
National Grid Basic Service (if you opt out)	2024	24%	38%	-	62%
	2025	27%	36%	-	63%
	2026	30%	39%	-	69%
	2027	33%	42%	-	75%
Avon Basic (automatic)	2024	24%	38%	-	62%
	2025	27%	36%	-	63%
	2026	30%	39%	-	69%
	2027	33%	42%	-	75%
Avon 100% Green	2024	24%	38%	38%	100%
	2025	27%	36%	37%	100%
	2026	30%	39%	31%	100%
	2027	33%	42%	25%	100%

The Renewable Portfolio Standard (RPS) is the minimum renewable energy required each year by the Commonwealth of Massachusetts. MA Class I renewables are from new sources located within, or delivered to, New England, and built after 1997. For details on all required sources, see <http://www.mass.gov/service-details/program-summaries>.

PROGRAM DETAIL

- National Grid will continue to deliver the electricity that you use in your home and is responsible for the delivery charges that appear on your monthly bill. If you have questions about the delivery portion of your bill, contact National Grid at (800) 322-3223, or by visiting <https://www.nationalgridus.com/ma-home/>.
- The Program is served by Direct Energy, DPU license number CS-047, (866) 968-8065, <https://www.directenergy.com/>.
- You can switch to a different program supply product any time after you've enrolled.
- Budget Plan or Eligible Low-Income delivery rate consumers will continue to receive those benefits from National Grid.
- Solar Electricity Consumers will not be impacted and will continue to receive their net metering credits while participating in the Program.
- You can leave the Program with no associated early termination fees any time after you've enrolled. If you leave the Program, your account(s) will be returned to National Grid Basic Service on the next available meter read.
- Exit Terms for Basic Service: There is no penalty charge for leaving National Grid Basic Service, however, Large Business customers may receive a billing adjustment charge or credit.
- Information about Basic Service: visit www.mass.gov/info-details/basic-service-information-and-rates, or call National Grid at (800) 322-3223.
- If you are receiving electricity supply from a competitive supplier and believe you have received this opt-out letter in error, you must sign and return the enclosed opt-out card. This will ensure you continue to receive your electricity from that competitive supplier and prevent any possible early termination fees.
- Tax-exempt small business customers participating in the Program must provide a copy of their Tax Exemption Certificate directly to Direct Energy via email at usn.taxexemption@directenergy.com, or mail at Direct Energy, Attn: USN Tax Exemption Dept, PO Box 180, Tulsa OK 74101-0180 in order to maintain their tax-exempt status.
- If you participate in the Program, you will be automatically enrolled at a new price at the end of the contract term unless you inform the Town otherwise. The new price may be higher or lower than the existing price, and the voluntary 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.

CUSTOMER SUPPORT & MORE

Please visit Avon-CEA.com, or call (866) 968-8065 for additional program details.

The Massachusetts Department of Public Utilities recommends that consumers visit the Energy Switch website to view the broad range of available electric supply products, including your electric utility's basic service price. You can visit the website at <http://energyswitchma.gov>.