



FOR IMMEDIATE RELEASE
December 2, 2024

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SALISBURY SELECTS NEW ELECTRICITY SUPPLIER AND LOCKS IN RATE FOR THREE YEARS

SALISBURY, MA – The Town of Salisbury has signed a thirty-six month contract with a new supplier, Direct Energy. Beginning with the January 2025 meter reads, the Salisbury Community Choice Power Supply Program will have a new rate of \$0.13330 per kWh for a 100 percent green product derived from National Wind Renewable Energy Certificates.

For Salisbury residents and businesses who are enrolled in the Town's Program, the current rate of \$0.11599 per kWh will expire and the new rate of \$0.13330 per kWh will take effect with the January 2025 meter reads. This represents an increase of \$10 per month on the supply side of the bill given average usage of 600 kWh. However, this new rate is 16.8 percent lower than National Grid's Residential Basic Service rate of \$0.16029 per kWh. Residents can expect to see an average savings of \$16 per month for January 2025. National Grid's Residential Basic Service rate of \$0.16029 per kWh will change on February 1, 2025 and should be known in late December.

"Although the Program rate is increasing due to market conditions, the rate is locked in for the term of the contract and will insulate ratepayers from market fluctuations that can occur. The Program's product offering also allow residents and businesses to take positive steps to reduce their dependence on non-renewable energy," said Neil Harrington, Salisbury Town Manager.

Salisbury launched its electricity program in January 2019 in an effort to develop an energy program that would be stable and affordable. From inception through June 2024, the Program has saved residents and small businesses over \$5.6 million in electricity costs as compared to Basic Service.

It is important to note that no action is required by current participants. This change will be seen on the February 2025 bills. All accounts currently enrolled in the Program will see the new rate and Direct Energy under the “Supply Services” section of their monthly bill.

The Salisbury Community Choice Power Supply Program has no fees or charges. However, anyone switching from a contract with a third-party supplier may be subject to penalties or early termination fees charged by that supplier. Ratepayers should verify terms before switching.

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 National Grid’s Basic Service. However, future savings cannot be guaranteed.

National Grid has several programs to help income-eligible families and customers needing special assistance meet their energy needs. To learn more visit nationalgridus.com/MA-Home/Bill-Help/Payment-Assistance-Programs.

Residents may also visit colonialpowergroup.com/salisbury or call (866) 485-5858 ext. 1 to learn more about Salisbury’s Community Choice Power Supply Program or to opt-in or opt-out.



ABOUT COLONIAL POWER GROUP: Based in Marlborough, Mass., Colonial Power Group is the leading aggregation-consulting firm in Massachusetts. Colonial Power has been working with local governments since 2002 in the design, implementation and management of municipal aggregation programs.