



FOR IMMEDIATE RELEASE
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ASHFIELD ANNOUNCES ENERGY PROGRAM START DATE
*Notifications mail in mid-January. Program will lower electricity costs and
offer environmental benefits.*

ASHFIELD, MA – The Town of Ashfield is pleased to announce that it's launching its Community Choice Power Supply Program this spring to provide an energy program that is stable, affordable and incorporates additional renewable energy. Ashfield signed a 10-month contract with Direct Energy.

Beginning with the March 2025 meter reads, Ashfield's Program will offer two products with varying amounts of renewable energy content. "Our electricity program allows us to reduce our dependence on non-renewable energy sources and decrease our carbon emissions, while also lowering electricity bills," said Paul McLatchy III, Ashfield Town Administrator.

Product	Renewable Energy Content	Program Rate (per kWh)	Eversource Rate* (per kWh)	% Savings	Est Monthly Savings
Standard (default)	100% renewable. Includes 37% National Wind RECs.	\$0.11300	\$0.11719	4%	\$3
Optional	100% MA Class I RECs	\$0.14250	\$0.11719	---	---

*Eversource's Residential Basic Service meets MA renewable energy requirements and is in effect from February 1-July 31, 2025. Assuming usage of 600-kilowatt hours of electricity per month, residents can expect to see an average savings for that period.

When this contract ends in January 2026, the Town will explore the possibility of joining with 15 other Franklin County communities in negotiating new terms for their energy program which has been active since 2020.

The Ashfield Community Choice Power Supply Program is a municipal aggregation program which, according to Massachusetts law (M.G.L. c. 164, § 134), enables local government to combine the purchasing power of its residents and businesses so that it can provide them with an alternative electricity supply. Approximately 190 Massachusetts communities, to date, have chosen to develop community choice electricity programs to benefit their residents and small business owners.

Residents will not notice any change in their electricity service. The only discernible difference will be that Direct Energy Services of Houston, Texas, will be printed under “Supplier Services” on Eversource’s monthly bills starting in April 2025. Residents and small business owners will continue to receive one bill from Eversource and to send payments to Eversource for processing. There will be no interruption in billing, power, or customer service.

No action is required by ratepayers to participate in this cost-saving program. The Program will be operated on an opt-out basis, meaning that all Ashfield residential and business customers currently on Eversource’s Basic Service will be automatically enrolled into the Program unless they choose to opt-out.

There are no enrollment, early termination, or cancellation fees attached to the Ashfield electricity program. Residents who choose to opt-out can also opt-in at a later date if they so choose at no cost. 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 Eversource’s Basic Service. However, future savings cannot be guaranteed.

Residents or business owners with a supplier block on their account must contact Eversource to request that the block be removed if they want to participate in Ashfield’s electricity program.

Eversource has several programs to help income-eligible families and customers needing special assistance meet their energy needs. To learn more visit eversource.com/content/residential/account-billing/payment-assistance/discount-rate.

An information session to answer questions about Ashfield’s Community Choice Power Supply Program will be held by the Town and representatives of Colonial Power Group as follows:

- Thursday, February 6, 2025 at 6:30 pm at Lower Town Hall, 412 Main Street, Ashfield, MA

Residents may also visit colonialpowergroup.com/ashfield or call (866) 485-5858 ext. 1 to learn more about Ashfield’s Community Choice Power Supply Program, to opt-in or opt-out, or to change your product selection.



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.*