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Town of Norfolk

c/o Direct Energy

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DO NOT DISCARD – IMPORTANT Notice Regarding Electricity Rates



TOWN OF NORFOLK

Massachusetts

JUSTIN CASANOVA-DAVIS
TOWN ADMINISTRATOR

ONE LIBERTY LANE
NORFOLK, MASSACHUSETTS 02056
TEL: (508) 440-2855
www.norfolk.ma.us

Dear neighbor,

The Town of Norfolk is launching a new Community Choice Electricity program. The program will allow residents and businesses within the Town to harness our collective buying power to purchase affordable electricity. The details of this program are in the attached insert.

- Most consumers will automatically be enrolled in the program.
- There is also an option that includes a higher renewable energy content as part of its supply at a slightly different rate.
- Of course, there is always the option to opt-out.

We encourage you to read the insert, which provides more information regarding the new community choice aggregation program and pricing for the various options.

Although the program cannot guarantee cost savings, the Town is committed to working towards affordable and stable electric rates. The rates highlighted in this insert for the community choice program are fixed for the duration of 30 months, while Eversource's Basic Service rates change twice a year. Norfolk's program currently is lower than Eversource's Basic Service rates. However, if Eversource's Basic Service rates are ever lower than the community choice program, consumers can opt-out of that program to take advantage of lower service rates and vice versa.

The Town will host several outreach meetings with our aggregation consultant over the forthcoming months, dates to be determined soon and we will provide this information on our website. We are excited to be able to offer this program to our community and invite you to consider participating in this program and take advantage of its benefits.

Sincerely,

Norfolk Select Board



THE TOWN OF NORFOLK’S COMMUNITY CHOICE POWER SUPPLY PROGRAM CONSUMER NOTIFICATION

January 17, 2025

Dear Norfolk Basic Service Consumer:

The Town of Norfolk is pleased to announce that **Direct Energy Services, LLC** (“Direct Energy”) has been selected as the supplier for its Community Choice Power Supply Program (“Program”). This Program is a municipal aggregation which enables local government to combine the purchasing power of its residents and businesses to provide them with an alternative to Eversource Basic Service (M.G.L. c. 164, § 134). This Program only affects the supply portion of your monthly bill. It will not affect the delivery portion of your monthly bill. Eversource will continue to deliver your electricity but Norfolk has chosen the supplier for the Program. Direct Energy will provide electric power supply for all consumers currently on Basic Service in Norfolk. This letter is intended to tell you about this Program for electric power supply. In accordance with state law, it also informs you of your rights and options if you choose not to participate in the Program.

- ✓ **YOU WILL BE AUTOMATICALLY ENROLLED IN THIS PROGRAM** unless you choose not to participate and opt-out.
- ✓ **YOU MUST RESPOND BY FEBRUARY 20, 2025** if you do not wish to be automatically enrolled.

YOU WILL NOT NOTICE ANY CHANGE IN YOUR ELECTRICITY SERVICE. The only difference you will see is that Direct Energy will be printed under the “Supplier Services” section of your monthly bill. You will continue to receive one bill from Eversource. You will continue to send your payments to Eversource for processing. Eversource will continue to respond to emergencies, read meters and maintain the distribution and transmission lines. Reliability and quality of service will remain the same. Furthermore, you will continue to have all existing consumer rights and protections.

COMPARATIVE RATES AND TERMS

	Norfolk’s Program* (Supplier Services Only)		Eversource (Supplier Services Only)
Rate	STANDARD (default)	OPTIONAL	BASIC SERVICE
Residential	\$0.12550 per kWh	\$0.12970 per kWh	\$0.13241 per kWh
Small C&I	\$0.12550 per kWh	\$0.12970 per kWh	\$0.13078 per kWh
Medium & Large C&I	\$0.12550 per kWh	\$0.12970 per kWh	\$0.16847 per kWh
Streetlight	\$0.12550 per kWh	\$0.12970 per kWh	\$0.13078 per kWh
Renewable Energy Content (<i>see insert for required & voluntary percentages by year</i>)	Meets Massachusetts renewable energy requirements	10% MA Class I RECs above minimum state requirements	Meets Massachusetts renewable energy requirements
Duration	March 2025 – September 2027 <i>[Rates apply to service beginning and ending on the days of the month that your meter is read in your service area.]</i>		February 1, 2025 – July 31, 2025 <i>[Residential, Small C&I and Streetlight rates change every 6 months. Medium & Large C&I rate changes every 3 months.]</i>
Exit Terms	NO CHARGE		May receive a reconciliation charge or credit <i>[Large C&I only]</i>

*Rate includes Consultant Services Fee of \$0.001 per kWh to facilitate Norfolk’s Community Choice Power Supply Program.
*Rate may increase as a result of a change in law that results in a direct, material increase in costs during the term of the contract.

IMPORTANT INFORMATION

- At Program launch, the aggregation rate is lower than Eversource’s Basic Service rate. The aggregation rate is fixed for 30 months while Eversource’s Basic Service rate changes twice a year, in February and August. As a result, the aggregation rate may not always be lower than Eversource’s Basic Service rate. The goal of the aggregation is to deliver savings over the life of the Program against Eversource’s Basic Service rate. However, **FUTURE SAVINGS CANNOT BE GUARANTEED.**
- There is **NO CHARGE TO OPT-OUT** of the Program and return to Eversource Basic Service.

« SEE BACK FOR ADDITIONAL INFORMATION »

ALL BASIC SERVICE CONSUMERS who have been mailed this notification will be AUTOMATICALLY enrolled in the Program and start benefiting from the aggregation rate beginning on the day of the month in March 2025 that your meter is read. This date varies by service area. Your meter reading date is shown on your bill.

WATCH YOUR EVERSOURCE BILL FOR FURTHER NOTIFICATION of the Program.

- Your March 2025 bill will state that you are being switched to Norfolk’s Program.
- Your April 2025 bill will show Norfolk’s supplier and aggregation rate under “Supplier Services”.

BUDGET PLAN OR ELIGIBLE LOW-INCOME RATE CONSUMERS will continue to receive those benefits from Eversource.

SOLAR PANEL AND COMMUNITY SOLAR CONSUMERS will continue to receive net metering or on-bill credits while receiving electricity supply under the Program and the value of these credits will not be altered by participating in the Program.

ANY APPLICABLE TAXES WILL BE BILLED as part of the Program’s power supply charge. You will be responsible for identifying and requesting an exemption from the collection of taxes by providing appropriate documentation.

TAX EXEMPT SMALL BUSINESS CONSUMERS must send, email or fax a copy of their Energy Exemption Certificate directly to Direct Energy Attn: USN Tax Exemption at P.O. Box 180, Tulsa, OK 74101-0180 or usn.taxexemption@directenergy.com (email) or (800) 504-7428 (fax) in order to maintain their tax exempt status.

IF YOU HAVE ALREADY CHOSEN A SUPPLIER ON YOUR OWN you must opt-out of this Program. This will ensure you continue to get your electricity from that supplier.

IF YOU HAVE ALREADY CHOSEN A GREEN POWER SUPPLY OPTION THROUGH EVERSOURCE your participation in this Program will not affect your participation in that Green Power Supply.

HOW TO OPT-OUT

- Sign and return the enclosed opt-out card in the postage paid envelope provided; **OR**
- Visit colonialpowergroup.com/norfolk and click the opt-out button, then fill out and submit the Opt-Out Form; **OR**
- Call Direct Energy at (866) 968-8065 and ask to remain on Eversource Basic Service.

ANY TIME AFTER ENROLLMENT you can still opt-out with NO CHARGE. It may take a couple of billing cycles before you are back on Eversource Basic Service. If you choose to opt-out after the initial enrollment, you may submit an Opt-Out form at colonialpowergroup.com/norfolk **OR** call Direct Energy at (866) 968-8065 and ask to be placed on Eversource Basic Service.

TO CHOOSE A PRODUCT WITH A HIGHER PERCENTAGE OF RENEWABLE ENERGY visit colonialpowergroup.com/norfolk or you may call Direct Energy at (866) 968-8065 and ask to be enrolled in Norfolk’s Optional Product. Norfolk’s Optional Product provides 10% MA Class I Renewable Energy Certificates (RECs) above the state’s then-current requirement for these renewables [27% in 2025; 30% in 2026; 33% in 2027]. This product is being offered at \$0.12970 per kWh for 30 months (March 2025 to September 2027).

THROUGHOUT THE LIFE OF THE PROGRAM each subsequent contract may vary by rate, term and possibly supplier. You will be automatically enrolled in the next contract at the new aggregation rate unless you opt-out. The new aggregation rate may be higher or lower than the current rate and the voluntary renewable energy content may change. There will be advance notice of each automatic renewal to inform you of your supply options should you choose to opt-out.

FOR MORE DETAILED INFORMATION regarding Norfolk’s Program, please visit colonialpowergroup.com/norfolk or call us toll-free at (866) 485-5858 ext. 1.

TO ACCESS EVERSOURCE’S BASIC SERVICE RATES please visit:

- Residential Rates – eversource.com/content/residential/account-billing/manage-bill/about-your-bill/rates-tariffs/electric-supply-rates.
- Business Rates – eversource.com/content/business/account-billing/manage-bill/about-your-bill/rates-tariffs/electric-supply-rates.

Colonial Power Group, Inc. is an energy consulting company chosen on a competitive basis by the Town of Norfolk to facilitate the Community Choice Power Supply Program.



**THE TOWN OF NORFOLK'S
COMMUNITY CHOICE POWER SUPPLY PROGRAM**



IMPORTANT NOTICE



(866) 485-5858 ext. 1



TTY (800) 720-3480 / Español (866) 930-9252



colonialpowergroup.com/norfolk

The Massachusetts Department of Public Utilities directs that we include the following message in all of these different languages. The message states: "Important notice enclosed from Town of Norfolk about your electricity service. Translate the notice immediately. Call the number or visit the website, above, for help."

<p>SPANISH/ESPAÑOL</p> <p>Incluye notificación importante del Town of Norfolk sobre su servicio de electricidad. Traduzca el aviso inmediatamente. Si necesita ayuda, llame al número o visite el sitio web indicado anteriormente.</p>	<p>POLISH/POLSKI</p> <p>Załączono ważną informację od Town of Norfolk na temat usług energetycznych. Niezłownicznie przetłumacz powiadomienie. Zadzwoń pod numer lub odwiedź powyższą witrynę, aby uzyskać pomoc.</p>
<p>PORTUGUESE/PORTUGUÊS</p> <p>Aviso importante incluído da Town of Norfolk sobre seu serviço de eletricidade. Traduza o aviso imediatamente. Ligue para o número ou visite o site, acima, para obter ajuda.</p>	<p>NEPALI/नेपाली</p> <p>तपाईंको विद्युतीय सेवा बारे Town of Norfolk संलग्न गरिएको महत्वपूर्ण सूचना। सूचनालाई तुरुन्तै अनुवादन गर्नुहोस्। मद्दतको लागि माथि भएका नम्बरमा फोन गर्नुहोस् वा वेबसाइटमा जानुहोस्।</p>
<p>CHINESE (SIMPLIFIED)/ 中文</p> <p>随函附上来自 Town of Norfolk 有关您供电服务的重要通知。请立即翻译该通知。如需帮助，请依上述信息致电或访问网站。</p>	<p>MARATHI/मराठी</p> <p>आपल्या विद्युत सेवेसंबंधी Town of Norfolk महत्वाची सूचना संलग्न केली आहे. या सूचनेचा अनुवाद त्वरित करावा. मदतीसाठी वरील क्रमांकावर फोन करा किंवा वेबसाइटला/संकेतस्थळाला भेट द्या.</p>
<p>CHINESE (TRADITIONAL)/ 中文</p> <p>隨附 Town of Norfolk 有關您電力服務的重要通知。請立即翻譯此通知。若需協助，請撥打電話或瀏覽上方所列網站。</p>	<p>YORUBA/YORÙBÁ</p> <p>Àkíyèsí pàtàkì tí a fi sínú rẹ̀ láti ọ̀dọ́ Town of Norfolk nípa isẹ́ iná mọ̀nà mọ̀nà rẹ̀. Tùmọ̀ àkíyèsí náà lẹ̀sẹ̀kẹ̀sẹ̀. Pe nọ̀nbà náà tàbí kànsì ayélujára, lókè, fún irànlọ̀wọ́.</p>
<p>HAITIAN/KREYÒL</p> <p>Ou gen yon notifikasyon enpòtan de Town of Norfolk sou sèvis elekrisite ou. Tradwi notifikasyon sa imedyatman. Rele nimewo a oubyen vizite sit entènèt, ki anlè a, si ou bezwen èd.</p>	<p>IGBO/NDI IGBO</p> <p>Ọkwa dị mkpa ezitere maka ọrụ latrik gị si n'aka Town of Norfolk. Tụgharịa asụsụ ọkwa ahụ ozugbo. Kpọọ nọmba ahụ ma ọ bụ gaa na weebụsaịtị ahụ, dị n'elu, maka enyemaka.</p>
<p>VIETNAMESE/TIẾNG VIỆT</p> <p>Đính kèm thông báo quan trọng từ Town of Norfolk về dịch vụ điện của quý vị. Xin dịch thông báo này ngay. Vui lòng gọi điện hoặc truy cập trang web ở trên để được giúp đỡ.</p>	<p>AMHARIC/አማርኛ</p> <p>የኤሌክትሪክ አገልግሎትዎን በተመለከተ የተሰጠ አስፈላጊ ማስታወቂያ ከዚህ ጋር በ Town of Norfolk እንደ ዓባሪ ተያይዟል። ማስታወቂያውን በአስቸኳይ ያስተርጉሙት። እገዛ ለማግኘት ከላይ ወደተገለጸው ስልክ ቁጥር ይደውሉ ወይም ድር ጣቢያውን ይጎብኙ።</p>

<p>RUSSIAN/РУССКИЙ Прилагается важное уведомление от Town of Norfolk о вашей услуге снабжения электроэнергией. Переведите уведомление безотлагательно. Позвоните по вышеуказанному номеру или зайдите на вышеуказанный вебсайт, чтобы получить помощь.</p>	<p>SOMALI/SOOMAALI Oageysiis muhiim oo ka yimid Town of Norfolk kuna saabsan adeegga korontada. Si degdeg ah u turjun ogaysiiska. Wac nambarka ama booqo webseetka, kore, si aad u hesho caawimaad.</p>
<p>ARABIC/عربي مرفق إخطار مهم من Town of Norfolk عن خدمة الكهرباء الخاصة بكم. يُرجى ترجمة الإخطار فورًا. اتصل بالرقم أو قم بزيارة الموقع الإلكتروني عبر الإنترنت المذكورة أعلاه طلبًا للمساعدة.</p>	<p>JAPANESE/倭 剋 铂 「電気供給サービスに関する Town of Norfolk からの重要なお知らせを同封しております。本通知を速やかに翻訳してください。ご質問は上記の電話番号もしくはウェブサイトをご覧ください。」</p>
<p>KHMER/ខ្មែរ សេចក្តីជូនដំណឹងសំខាន់ដែលភ្ជាប់មកជាមួយមកពីទីក្រុង Town of Norfolk គឺនិយាយអំពីសេវាកម្មភ្លើងរបស់អ្នក។ ចូរបកប្រែសេចក្តីជូនដំណឹងនេះភ្លាមៗ។ សូមទូរស័ព្ទទៅលេខ ឬចូលទៅកាន់គេហទំព័រខាងលើ ដើម្បីសុំជំនួយ។</p>	<p>GUJARATI/ગુજરાતી તમારી વીજળી સેવા અંગે Town of Norfolk તરફથી મહત્વપૂર્ણ સૂચના બીડલ છે. સૂચનાનું તુરંત જ ભાષાંતર કરો. મદદ માટે ઉપરના નંબર પર કોલ કરો અથવા વેબસાઈટની મુલાકાત લો.</p>
<p>FRENCH/FRANÇAIS Avis important de Town of Norfolk concernant votre service d'électricité. Traduisez immédiatement l'avis. Appelez le numéro ou visitez le Site Web, ci-dessus, si vous avez besoin d'aide.</p>	<p>SWAHILI/KISWAHILI Notisi muhimu ambayo imeambatishwa kutoka Town of Norfolk kuhusu huduma yako ya umeme. Itafsiri notisi mara moja. Piga simu kwa nambari au tembelea tovuti iliyo hapo juu ili upate usaidizi.</p>
<p>ITALIAN/ITALIANO Comunicazione importante in allegato della Town of Norfolk riguardante il suo servizio di fornitura di energia elettrica. Tradurre il comunicato immediatamente. Qualora occorra assistenza, chiami il numero o visiti il sito Internet sopra indicati.</p>	<p>HINDI/हिंदी आपकी बिजली सेवा के बारे में Town of Norfolk से महत्वपूर्ण सूचना संलग्न है। सूचना का तुरंत अनुवाद करे। सहायता के लिए ऊपर के नंबर पर कॉल करें या वेबसाइट पर जाएं।</p>
<p>KOREAN/한국어 귀하의 전기 서비스와 관련하여 Town of Norfolk 에서 온 중요한 통지 사항이 동봉되어 있습니다. 통지 사항을 즉시 번역하시기 바랍니다. 도움이 필요할 경우 위의 전화번호로 연락하거나 웹사이트를 방문해 주십시오.</p>	<p>THAI/ไทย ประกาศสำคัญที่แนบมาจาก Town of Norfolk เกี่ยวกับการไฟฟ้าของคุณ กรุณาแปลประกาศทันที โทรไปยังหมายเลขหรือไปที่เว็บไซต์ด้านบนเพื่อขอความช่วยเหลือ</p>
<p>GREEK/ΕΛΛΗΝΙΚΑ Εσωκλείεται σημαντική ειδοποίηση από την Town of Norfolk που αφορά τον πάροχο ηλεκτρικής ενέργειας σας. Μεταφράστε την ειδοποίηση άμεσα. Καλέστε τον τηλεφωνικό αριθμό ή επισκεφθείτε την ιστοσελίδα που αναφέρεται παραπάνω, για βοήθεια.</p>	<p>LAO/ລາວ ແຈ້ງການສໍາຄັນທີ່ຕິດຄັດມາຈາກ Town of Norfolk ແມ່ນກ່ຽວກັບການບໍລິການໄຟຟ້າຂອງທ່ານ. ແບ່ແຈ້ງການທັນທີ. ໂທຫາໝາຍເລກ ຫຼື ເຂົ້າເບິ່ງເວັບໄຊທ໌ຂ້າງເທິງສໍາລັບຄວາມຊ່ວຍເຫຼືອ.</p>

RENEWABLE ENERGY CONTENT – Required and Voluntary Percentages by Year

Community Choice Power Supply		Year	Required by State*		Voluntary**		TOTAL
			MA Class I	Other	MA Class I	Other	
Town of Norfolk	STANDARD (default)	2025	27%	36%	---	---	63%
		2026	30%	39%	---	---	69%
		2027	33%	43%	---	---	76%
	OPTIONAL	2025	27%	36%	10%	---	73%
		2026	30%	39%	10%	---	79%
		2027	33%	43%	10%	---	86%
Eversource BASIC SERVICE		2025	27%	36%	---	---	63%
		2026	30%	39%	---	---	69%
		2027	33%	43%	---	---	76%

*Required by State – Mandatory minimum percentage of renewable energy resources required by MA law.

**Voluntary – Additional renewable energy that exceeds the minimum required by the state in the specified year.

For additional detail on MA renewable energy requirements, please visit mass.gov/info-details/program-summaries.



NORFOLK COMMUNITY CHOICE POWER SUPPLY PROGRAM

OPT-OUT REPLY CARD

Account No:
Service Reference No:

If you want to participate in the Norfolk Community Choice Power Supply Program, you do not need to take any action. You will be automatically enrolled.

Opt-Out Instructions

If you do not want to participate:

- 1) Sign and date
- 2) Place in envelope provided
- 3) Drop in the mail

The card must be signed by the customer of record whose name appears in the address on this card. **The envelope must be postmarked by February 20, 2025 to opt-out of the Program before being automatically enrolled.**

X

Signature

Date



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 1482 HOUSTON, TX

POSTAGE WILL BE PAID BY ADDRESSEE

TOWN OF NORFOLK
c/o DIRECT ENERGY
PO BOX 180
TULSA OK 74101-0180

