



FOR IMMEDIATE RELEASE  
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**ALFORD ANNOUNCES ENERGY PROGRAM START DATE**  
*Notifications mail in mid-February. Program will lower and stabilize electricity costs.*

ALFORD, MA – The Town of Alford is pleased to announce that it's launching its Community Choice Power Supply Program this spring to provide an energy program that is stable and affordable. Alford signed a 7-month contract with Direct Energy Services.

Beginning with the April 2025 meter reads, the Program's rate will be \$0.11450 per kWh which is approximately 22 percent lower than National Grid's Residential Basic Service rate of \$0.14672 per kWh effective February 1, 2025. Residents can expect to see an average savings of \$19 per month through July 2025 (assuming usage of 600 kWh per month).

"I'm glad to see the program will help residents reduce costs on their electric bills this spring without impacting services," said Charles Ketchen, Alford Select Board Chair. "The goal of the Program is to lock in a competitive price that provides savings now and will provide stability moving forward."

The Town's product offering meets the state-mandated minimum for renewable energy which is 63 percent in 2025. When this contract ends in November 2025, the Town will explore the possibility of joining with 17 other Berkshire County communities in negotiating new terms for their energy program which has been active since 2014.

The Alford 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 will be printed under “Supply Services” on National Grid’s monthly bills starting in May 2025. Residents and small business owners will continue to receive one bill from National Grid and to send payments to National Grid 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 Alford residential and business customers currently on National Grid’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 Alford 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 National Grid’s Basic Service. However, future savings cannot be guaranteed.

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

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](https://nationalgridus.com/MA-Home/Bill-Help/Payment-Assistance-Programs).

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

- Saturday, March 8, 2025 at 10 am for Community Cafe, 5 Alford Center Road, Alford, MA

Residents may also visit [colonialpowergroup.com/alford](https://colonialpowergroup.com/alford) or call (866) 485-5858 ext. 1 to learn more about Alford’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.*