



FOR IMMEDIATE RELEASE  
February 14, 2025

CONTACT: Joy Stanton,  
Assistant Town Administrator  
978-465-0862 ext. 301  
Mark Cappadona,  
Colonial Power Group  
508-485-5858 ext. 3

**NEWBURY ANNOUNCES ENERGY PROGRAM START DATE**  
*Notifications mail in mid-February. Program will lower electricity costs and offer environmental benefits.*

NEWBURY, MA – The Town of Newbury 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. Newbury signed an 18-month contract with Direct Energy Services.

Beginning with the April 2025 meter reads, Newbury's Program will offer three products with varying amounts of renewable energy content. "Through municipal aggregation, we're ensuring that Newbury's energy needs are met in a way that aligns with our values, including affordability, reliability, and sustainability," said Tracy Blais, Newbury Town Administrator.

Product	Renewable Energy Content	Program Rate (per kWh)	National Grid Rate* (per kWh)	% Savings	Est Monthly Savings
Standard (default)	Meets MA renewable energy requirements	\$0.12810	\$0.14672	13%	\$11
Optional Green	100% renewable. Includes 37% National Wind RECs.	\$0.12910	\$0.14672	12%	\$11
Optional Green 25	25% MA Class I RECs above minimum state requirements	\$0.13870	\$0.14672	5%	\$5

\*National Grid'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.

The Newbury 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 Newbury 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 Newbury 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 Newbury’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).

Information sessions to answer questions about Newbury’s Community Choice Power Supply Program will be held by the Town and representatives of Colonial Power Group as follows:

- Friday, February 28, 2025 at 1 pm at Town Library, 0 Lunt Street, Byfield, MA
- Friday, February 28, 2025 at 6 pm at Town Library, 0 Lunt Street, Byfield, MA
- Monday, March 3, 2025 at 6 pm at Police Department (2<sup>nd</sup> Floor Training Room), 7 Morgan Avenue, Newbury, MA
- Monday, March 17, 2025 at 1 pm at Council on Aging, 12 Kent Way, Byfield, MA

Residents may also visit [colonialpowergroup.com/newbury](http://colonialpowergroup.com/newbury) or call (866) 485-5858 ext. 1 to learn more about Newbury'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.*