



Town of Hadley Hadley Community Electricity Program



10/15/2021

Dear Hadley Electricity Customer,

The Town of Hadley is offering Hadley Community Electricity Aggregation (Hadley CEA), which provides new Town-vetted options for electricity supply. Eversource will continue to deliver your electricity, however, the electricity supplier was chosen by the Town of Hadley through a competitive bid process that leveraged the bulk-buying power of our community, understanding that future savings cannot be guaranteed.

You will be automatically enrolled in the Hadley CEA product, “Standard,” as of your December 2021 electricity meter read, unless you choose one of our optional products or choose to opt out.

To opt out and avoid automatic enrollment in the Hadley CEA program, you must do one of the following before 11/17/2021:

 **mail and postmark the enclosed opt-out card** OR  **call Direct Energy at (866) 968-8065** OR  **submit the opt-out form at HadleyCEA.com**

Participants may also opt out of Hadley Community Electricity Aggregation at any time during the Program without penalty. Please read further to learn more about Hadley CEA.

HADLEY CEA GOALS



Competitive and Stable Prices

All Hadley CEA prices are fixed for 27 months (August 2019 through November 2021), whereas Eversource Basic Service prices change every six months for Residential and Commercial customers and every three months for Large Commercial and Industrial customers. Hadley CEA offers options that are intended to be price-competitive with Eversource Basic Service, however, **savings cannot be guaranteed**. This is because Basic Service rates are not known for the entire period of Hadley’s contract and may therefore be above or below Hadley CEA rates in any subsequent period.



No Obligation

Hadley CEA includes the ability to leave the Program at any time without penalty.



Electricity Choice

Hadley CEA offers three different electricity supply choices with different levels of renewable energy certificates (RECs) to match your budget and climate goals.

HADLEY CEA PRODUCTS

Standard Product



Standard: This is the **standard product** that you will be automatically enrolled in if you do nothing. The goal for this product is to be equal to, or lower than, the average Eversource Basic Service rates over Hadley’s contract term. However, as future Basic Service rates are unknown, **savings cannot be guaranteed**.

Other Products

Hadley CEA also offers two optional electricity products, each with differing amounts of RECs relative to mandated requirements. To enroll in any of these optional products, you must contact the supplier, **Direct Energy**, at (866) 968-8065 or sign up on the Program website: HadleyCEA.com.



Hadley 100% Green: This is an **optional product**. It includes renewable energy certificates (MA Class I) equal to one hundred percent (100%) of a customer's electricity consumption, in addition to the minimum number of RECs required by the Commonwealth.

GREEN

Products described as Green contain additional renewable energy credits (RECs) above that required by MA law. The additional RECs qualify for MA Class I designation from generation located within, or delivered to, New England.

HADLEY CEA PRICING

	Electricity Supply Product	Renewable Energy Certificates (RECs)	Residential	Commercial	Large Commercial and Industrial (C&I)	Price Period
Hadley CEA	Standard	Meets minimum MA Class I requirements	\$0.10101/kWh	\$0.10101/kWh	\$0.10101/kWh	August 2019- November 2021 Rates apply to service beginning and ending on the days of the month that your meter is read
	Hadley 100% Green (optional)	MA Class I RECs equal to 100% of customer's metered consumption	\$0.12903/kWh	\$0.12903/kWh	\$0.12903/kWh	
What You Have Now	Eversource Basic Service	Meets minimum MA Class I requirements	\$0._/kWh	\$0._/kWh	WCMA \$0._/kWh	Month, Year - Month, Year Residential and Commercial Month, Year - Month, Year Large C&I
<p>No guarantee of savings. Eversource Basic Service rates for electric supply change every six months for Residential and Commercial customers and every three months for Large Commercial and Industrial customers. Eversource Basic Service rates may be above or below Hadley CEA rates for customers during any subsequent period. Program prices could also increase as a result of a change in law that results in a direct material increase in costs during the term of the electric supply contract.</p> <p>Rates indicated above are for Supply Services only. Commission fee for all Hadley CEA products is included in above rates. This fee is \$0.001/kWh for the aggregation consultant. Rates also include taxes which are billed as part of the power supply charge.</p>						

HADLEY CEA PARTICIPATION

To enroll in the Hadley Community Electricity Aggregation Standard product, you do not need to take any action. To enroll in an optional Hadley CEA product, contact the supplier, Direct Energy, or use the online form at HadleyCEA.com. If you don't wish to participate, mail and postmark the enclosed opt-out card on or before **11/17/2021** to avoid automatic enrollment in the Hadley CEA program.

Budget Plan or Eligible Low-Income delivery rate consumers will continue to receive those benefits from Eversource.

Solar Electricity Consumers will not be impacted and will continue to receive their net metering credits while participating in the Program.

Exit Terms for Basic Service: There is no penalty charge for leaving Eversource's Basic Service, however, Large Commercial, and Industrial customers may receive a billing adjustment charge or credit.

You can leave the Program any time after you've enrolled, with no early termination fees. If you leave the program, your account(s) will be returned to Eversource's Basic Service on the next available meter read.

How to access information about Basic Service: visit www.mass.gov/info-details/basic-service-information-and-rates, or call Eversource at (800) 592-2000.

If you are receiving electricity supply from a competitive supplier and believe you have received this opt-out letter in error, you must sign and return the enclosed opt-out card. This will ensure you continue to receive your electricity from that competitive supplier and prevent any possible early termination fees.

Tax-exempt small business customers must provide a copy of their Energy Exemption Certificate directly to Direct Energy via email at usn.taxexemption@directenergy.com, fax at (800)-504-7428, or mail at Direct Energy, Attn: USN Tax Exemption Dept, PO Box 180, Tulsa OK 74101-0180 in order to maintain their tax-exempt status.

CUSTOMER SUPPORT & MORE INFORMATION

For more information, visit HadleyCEA.com or call (866) 968-8065.

To select an optional Hadley CEA product, or to opt out of the program, please contact Direct Energy at (866) 968-8065, between 8am and 8pm, or email at aggregationsupport@directenergy.com.