



# Ludlow Power Choice

## Exemplar Opt-Out Mailing Materials

August 3, 2023 - *Drafts*

Language Access Document cover sheet

Opt-out letter

- **Standard version** - assumes additional renewable energy purchased on a voluntary basis is from “premium” renewable energy projects in the New England region (MA Class I RECs).
- **Large Business version** – To be sent to medium and large commercial customers that are eligible for a market price instead of the program price at the time of enrollment.

Product summary form

- **Ludlow Standard version**
- **Ludlow 100% Green version**
- **Ludlow Basic version**

Opt-out reply card

External envelope



## Ludlow Power Choice



## IMPORTANT NOTICE



844-XXX-XXXX



TTY 771 or 800-439-2370 / Español 866-930-9252



LudlowPowerChoice.com

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 Ludlow about your electricity service. Translate the notice immediately. Call the number or visit the website, above, for help."

<p><b>SPANISH/ESPAÑOL</b> Incluye importante notificación de Ludlow sobre su servicio eléctrico. Traduzca la notificación inmediatamente. Si necesita ayuda, llame al número o visite el sitio web indicado anteriormente.</p>	<p><b>POLISH/POLSKI</b> Załączono ważne powiadomienie od Ludlow dotyczące usług w zakresie dostaw energii elektrycznej. Prosimy o niezwłoczne przetłumaczenie tego powiadomienia. W celu uzyskania pomocy należy zadzwonić pod wyżej podany numer telefonu lub odwiedzić wyżej wymienioną stronę internetową.</p>
<p><b>PORTUGUESE/PORTUGUÊS</b> Aviso importante incluído do Ludlow sobre seu serviço de eletricidade. Traduzir o aviso imediatamente. Ligar para o número ou visitar o site, acima, para obter ajuda.</p>	<p><b>NEPALI/नेपाली</b> तपाईंको विद्युतीय सेवा बारे Ludlow बाट संलग्न गरिएको महत्त्वपूर्ण सूचना । सूचनालाई तत्कालै अनुवाद गर्नुहोस् । मद्दतको लागि, माथि दिइएको नम्बरमा फोन गर्नुहोस् वा वेबसाइटमा जानुहोस् ।</p>
<p><b>CHINESE (SIMPLIFIED)/中文</b> 随附来自 Ludlow 的重要通知, 有关您的供电服务。请立刻翻译此通知。如果您需要帮助, 请通过上面提供的信息致电或者访问网站。</p>	<p><b>MARATHI/मराठी</b> कडून महत्वाची सूचना संलग्न केली आहे Ludlow आपल्या विद्युत सेवेसंबंधी. या सूचनेचा अनुवाद त्वरित करावा. मदतीसाठी वरील क्रमांकावर फोन करा किंवा वेबसाईटला/संकेतस्थळास भेट द्या.</p>
<p><b>CHINESE (TRADITIONAL)/中文</b> 隨附以下重要通知 Ludlow 事關您的電力服務。請立即翻譯通知。如需協助, 請致電上述號碼或瀏覽網站。</p>	<p><b>YORUBA/YORÙBÁ</b> Àkíyèsí pàtàkì tí a fi sínú rè láti òdò Ludlow nípa isẹ́ iná mọ̀nà mọ̀nà rè. Tùmọ̀ àkíyèsí nàà lẹ̀sẹ̀kẹ̀sẹ̀. Pe nọ̀nbà nàà tàbí bè ààyè lórí ayélujára, lókè, wò fún ìràn l'ọ̀wọ̀.</p>
<p><b>HAITIAN/KREYÒL</b> Wap jwenn yon avi enpòtan ki soti nan Ludlow osijè sèvis elektrisite w. Tradwi avi a imedyatman. Rele nimewo a oswa vizite sit entènèt ki anwo a, pou w jwenn èd.</p>	<p><b>IGBO/NDI IGBO</b> Ọkwa dị mkpa e zitere na Ludlow gbasara ọrụ ọkụ eletrik gị. Tugharịa ọkwa ozigbo. Kpọọ nomba à ma ọ bụ gaa na webusaitị, dị n'elu, maka enyemaka.</p>

<b>VIETNAMESE/TIẾNG VIỆT</b> Có đính kèm thông báo quan trọng từ  Ludlow  về dịch vụ điện của quý vị. Hãy phiên dịch thông báo này ngay. Xin gọi số điện thoại hoặc vào mạng lưới của chúng tôi, bên trên, để được giúp đỡ.	<b>AMHARIC/አማርኛ</b> የኤሌክትሪክ አገልግሎትዎን በተመለከተ ከ  Ludlow  የተሰጠ ጠቃሚ ማስታወቂያ ከዚህ ጋር በአገሪት ተያይዟል። ማስታወቂያውን በአስቸኳይ ያስተርጉሙት። እዛ ለማግኘት፣ ከላይ በተገለጸው ስልክ ቁጥር ይደውሉ ወይም ድረ ገጹን ይጎብኙ።
<b>RUSSIAN/РУССКИЙ</b> Прилагается важное сообщение от  Ludlow  касательно вашего снабжения электроэнергией. Переведите это сообщение безотлагательно. Если вам нужна помощь, позвоните по указанному номеру или зайдите на вебсайт.	<b>SOMALI/SOOMAALI</b> Ogeysiin muhiim ah oo ku lifaaqan oo ka timid  Ludlow  oo ku saabsan adeegaaga korontada. Fasir ogeysiinta isla markaas. U soo wac lambarka ama u booqo websaydka, koreeyo, wixii caawin ah.
<b>ARABIC/عربي</b>  ملاحظة هامة متضمنة من  Ludlow  حول خدمة الكهرباء خاصتك. يرجى ترجمة الملاحظة فوراً. اتصل بالرقم أو قم بزيارة الموقع أعلاه للحصول على المساعدة.	<b>JAPANESE/日本語</b>  Ludlow  からの電力供給に関する重要なお知らせが添付されています。このお知らせをすぐに翻訳してください。ご質問がある場合は、上記の電話番号までお電話いただくか、ウェブサイトをご覧ください。
<b>KHMER/ខ្មែរ</b> សេចក្តីជូនដំណឹងសំខាន់ បានភ្ជាប់មកពី  Ludlow  អំពីសេវាអគ្គិសនីរបស់អ្នក។ បកប្រែសេចក្តីជូនដំណឹងនេះភ្លាមៗ។ ហៅទៅលេខ ឬទស្សនាគេហទំព័រខាងលើ សំរាប់ជំនួយ។	<b>GUJARATI/ગુજરાતી</b> ના તરફથી મહત્વપૂર્ણ નોટિસ બીડેલ છે  Ludlow  તમારી વીજળી સેવા વિશે. સૂચનાનું તુરંત જ ભાષાંતર કરો. મદદ માટે ઉપરના નંબર પર કોલ કરો અથવા વેબસાઇટની મુલાકાત લો.
<b>FRENCH/FRANÇAIS</b> Avis important ci-joint de  Ludlow  à propos de votre service d'électricité. Traduisez immédiatement l'avis. Appelez le numéro ou visitez le site Web ci-dessus pour obtenir de l'aide.	<b>SWAHILI/KISWAHILI</b> Notisi muhimu ambayo imeambatishwa kutoka kwa  Ludlow  kuhusu huduma ya umeme unayopokea. Ifasiri notisi papo hapo. Piga simu kwa nambari au zuru tovuti, hapo juu, ili kupata usaidizi.
<b>ITALIAN/ITALIANO</b> Comunicazione importante in allegato da  Ludlow  riguardante il suo servizio di elettricità. Tradurre il comunicato immediatamente. Se ha bisogno di assistenza chiami il numero o visiti il sito internet sopra indicato.	<b>HINDI/हिंदी</b> यह महत्वपूर्ण सूचना  Ludlow  की ओर से आपकी बिजली सेवा के बारे में है। सूचना का तुरंत अनुवाद करें। मदद के लिए ऊपर के नंबर पर कॉल करें या वेबसाइट पर जाएं।
<b>KOREAN/한국어</b> 귀하의 전기 서비스와 관련하여  Ludlow  에서 보낸 중요한 통지 사항이 동봉되어 있습니다. 통지 사항을 즉시 번역하시기 바랍니다. 도움이 필요할 경우 위의 전화 번호로 연락하거나 웹사이트를 방문해 주십시오.	<b>THAI/ไทย</b> ประกาศสำคัญที่แนบมาจาก  Ludlow  เกี่ยวกับบริการไฟฟ้าของคุณ แปลประกาศทันที โทรไปยังหมายเลข หรือไปที่เว็บไซต์ด้านบน เพื่อขอความช่วยเหลือ
<b>GREEK/ΕΛΛΗΝΙΚΑ</b> Εσκλείεται σημαντική ειδοποίηση από  Ludlow  που αφορά τον πάροχο ηλεκτρικής σας ενέργειας. Μεταφράστε την ειδοποίηση αμέσως. Καλέστε τον αριθμό ή επισκεφτείτε την παραπάνω ιστοσελίδα για βοήθεια.	<b>LAO/ລາວ</b> ແຈ້ງການທີ່ສໍາຄັນນໍາມາຈາກ  Ludlow  ກ່ຽວກັບການບໍລິການໄຟຟ້າຂອງທ່ານ. ແປແຈ້ງການນີ້ໂດຍທັນທີ. ສໍາລັບການຊ່ວຍເຫຼືອ ໂທຫາເບີໂທ ຫຼື ເຂົ້າໄປເບິ່ງໃນເວັບໄຊຕ໌ ຢູ່ຂ້າງເທິງ.



# TOWN OF LUDLOW, MA

Town Electricity Aggregation Program  
Automatic Enrollment Notification



[MONTH] [DAY], 202X

Dear Ludlow Electricity Customer,

This letter contains important information about **Ludlow Power Choice**, a new Town electricity program. The program is an electricity aggregation, which is a kind of group electricity buying program for cities and towns with no hidden fees or penalties.

By participating in Ludlow Power Choice, you will automatically receive more of your electricity from clean, renewable sources of electricity and less from fossil fuels. Participating will also change the Supply price on your Eversource bill, which is the part of the bill where you pay for the electricity you use.

**MORE INFORMATION AND SELF SERVICE:**

Visit [LudlowPowerChoice.com](https://LudlowPowerChoice.com)

**ASK QUESTIONS:**

Contact customer support at 1-844-XXX-XXXX  
or [support@LudlowPowerChoice.com](mailto:support@LudlowPowerChoice.com).

**DEADLINE FOR OPTING OUT:**

Opt out by (postmark by) [MONTH] [DAY], 202X  
to avoid automatic enrollment.

**Your electricity account will be AUTOMATICALLY enrolled in Ludlow Power Choice for a price of XX.XXX ¢/kWh, and you will receive XX% additional renewable electricity, unless you choose not to participate. The automatic enrollment model is in accordance with Massachusetts state law.**

**Why participate in Ludlow Power Choice:**

- ▶ **A stable, competitive electricity supply price.** Ludlow Power Choice offers long-term electricity supply prices that do not change seasonally, unlike Eversource’s Basic Service prices. Ludlow Power Choice prices may also provide savings compared with Eversource’s prices. **However, because Eversource’s prices change and their future prices are not known, savings compared with Eversource’s prices cannot be guaranteed.**
- ▶ **Transparency and consumer protections.** Ludlow Power Choice is a consumer-friendly program with no hidden fees, the ability to leave any time with no penalty, and protections for consumer data.
- ▶ **More renewable electricity.** Ludlow Power Choice participants automatically buy more electricity from renewable sources of energy and less from fossil-fuel-based sources than you receive through Eversource.

**Three options in Ludlow Power Choice:**

- 1 Automatic enrollment in Ludlow Standard.** If you take no action, your electricity account will be automatically enrolled in the Ludlow Standard offering. You will receive XX% of your electricity from renewable sources, which includes XX% renewable electricity from [SOURCE TO BE DETERMINED] added by Ludlow and XX% required by state law.
- 2 Choose Ludlow 100% Green:** You can request the Ludlow 100% Green option to receive 100% of your electricity from renewable resources from [SOURCE TO BE DETERMINED] for XX.XXX ¢kWh.
- 3 Choose Ludlow Basic:** You can request the Ludlow Basic option to enjoy price stability and consumer protections but receive no additional electricity from renewable sources beyond the minimum required by state law for XX.XXX ¢kWh.

**Changes to your electric bill:**

Ludlow Power Choice will not replace Eversource as your electric utility, and you will not notice any change in your electricity service. Eversource will continue to deliver electricity, fix power outages, provide customer service, and handle billing. Ludlow Power Choice will make the following two changes on your Eversource electric bill:

1. [SUPPLIER NAME] will be listed on your bill as your electricity supplier.
2. The Supply charge on your bill will be calculated using a Ludlow Power Choice price instead of Eversource’s Basic Service price. Eversource’s Delivery charges will not be impacted.

**If you do not wish to participate:**

Participation is not required. There is no penalty to opt out, and you may do so at any time. If you opt out, Eversource will continue to use their Basic Service price to calculate the Supply charge portion of your electric bill.

**To opt out before being automatically enrolled, you must do one of the following before [MONTH] [DAY], 202X:** Sign and mail the enclosed reply card (postmark by [MONTH] [DAY], 202X), opt out online at [LudlowPowerChoice.com](https://LudlowPowerChoice.com), or call 1-844-XXX-XXXX and **opt out by phone. You are also free to try the program and opt out at any time in the future.**


*More details on the back ▶*

It’s your choice:

The table below can help you decide whether to participate in the Ludlow Standard option or make another choice.  
To make another choice, visit [LudlowPowerChoice.com](https://LudlowPowerChoice.com) or call customer support at 1-844-XXX-XXXX.

Three options in Ludlow Power Choice:

If you do not wish to participate:

	<div><div>1</div><div>You will be auto-enrolled here ▼</div><div>2</div><div>3</div></div>			<b>Eversource’s Basic Service (opt out)</b>
	<b>Ludlow Standard (auto enroll)</b>	<b>Ludlow 100% Green (option)**</b>	<b>Ludlow Basic (option)</b>	
	<b>Prices</b>			
	<b>XX.XXX ¢/kWh*</b>	<b>XX.XXX ¢/kWh*</b>	<b>XX.XXX ¢/kWh*</b>	
<b>Renewable electricity</b> From [SOURCE TO BE DETERMINED], added by Ludlow	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X	-	-
Renewable or clean energy required by state law	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X
<b>Price period</b>	[MONTH] 202X - [MONTH] 202X	[MONTH] 202X - [MONTH] 202X	[MONTH] 202X - [MONTH] 202X	Residential and small business: [MONTH] [DAY], 202X – [MONTH] [DAY], 202X.  Large business: [MONTH] [DAY], 202X – [MONTH] [DAY], 202X.
<b>Exit terms</b>	Leave any time. No exit charge.	Leave any time. No exit charge.	Leave any time. No exit charge.	Leave any time. No exit charge. However, large C&I (rates G-3, T-2, and WR) and street lighting customers on the fixed-price Basic Service option may receive a billing adjustment, which may be either a credit or a charge.

\* Program prices include a \$0.001/kWh administration fee and a \$0.001/kWh operational fee to support Ludlow Power Choice program management. Program prices could increase as a result of a change in law that results in a direct, material increase in costs during the term of the electricity supply agreement.

\*\* For participants in Ludlow 100% Green, Ludlow’s electricity supplier will purchase renewable energy from MA Class I-eligible renewable energy projects to equal 100% of their electricity use. However, state law requires Ludlow’s electricity supplier to also purchase renewable energy from other sources for Ludlow 100% Green participants. As a result, the renewable percentages for Ludlow 100% Green may exceed 100% when added together.

Additional information:

**At the end of the price period**, your participation in the Program will automatically renew at a new price unless you inform the Town otherwise. The new price may be higher or lower than the existing price, and the renewable energy content may change. The Town will contact you no later than 30 days before each automatic renewal to notify you of your supply options.

**If you are eligible for a low-income discount or fuel assistance**, those benefits will continue in Ludlow Power Choice. You will continue to receive your benefit with no change.

**If you have a tax-exempt account**, you should know that taxes will be billed as part of the Ludlow Power Choice power supply charge, and you are responsible for identifying and requesting an exemption from the collection of any tax. If you wish to retain your tax-exempt status in the program, you must provide appropriate tax-exemption documentation to [SUPPLIER NAME]. Visit [LudlowPowerChoice.com](https://LudlowPowerChoice.com) for information on how to submit your documentation.

**If you have received this letter and also you have signed a contract with an electricity supplier**, you may have signed your contract after this mailing was created. To continue receiving electricity from the supplier you chose and to prevent any early termination fees from that supplier, you should opt out of Ludlow Power Choice.

**If you have solar panels on your property or participate in a community solar program**, there will be no change. You will continue to receive solar credits and/or solar incentive payments, and there will be no change to the way they are calculated.

**Eversource will continue to deliver the electricity that you use**, and they are responsible for the Delivery charges that appear on your monthly bill. In addition, Eversource will remain responsible for billing you, and your Eversource electric bill is the only electric bill you will receive as a participant in Ludlow Power Choice. If you have set up electronic billing with Eversource, there will be no change. If you have questions about the Delivery portion of your bill, contact Eversource at 1-800-592-2000 or by visiting [Eversource.com](https://Eversource.com).

**If you have Eversource’s budget billing**, that will change. For participants in Ludlow Power Choice, budget billing will apply only to Eversource’s Delivery charge and will no longer apply to Eversource’s Supply charge. If you wish to retain budget billing for the Supply charge portion of your bill, you should opt out of Ludlow Power Choice and remain on Eversource’s Basic Service.





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[MONTH] [DAY], 202X

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By participating in Ludlow Power Choice, you will automatically receive more of your electricity from clean, renewable sources of electricity and less from fossil fuels. Participating will also change the Supply price on your Eversource bill, which is the part of the bill where you pay for the electricity you use.

**MORE INFORMATION AND SELF SERVICE:**

Visit [LudlowPowerChoice.com](http://LudlowPowerChoice.com).

**ASK QUESTIONS:**

Contact customer support at 1-844-XXX-XXXX  
or [support@LudlowPowerChoice.com](mailto:support@LudlowPowerChoice.com).

**DEADLINE FOR OPTING OUT:**

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to avoid automatic enrollment.

**Your electricity account will be AUTOMATICALLY enrolled in Ludlow Power Choice for a price of XX.XXX ¢/kWh, and you will receive XX% additional renewable electricity, unless you choose not to participate. The automatic enrollment model is in accordance with Massachusetts state law.**

**Why participate in Ludlow Power Choice:**

- ▶ **A stable, competitive electricity supply price.** Ludlow Power Choice offers long-term electricity supply prices that do not change seasonally, unlike Eversource’s Basic Service prices. Ludlow Power Choice prices may also provide savings compared with Eversource’s prices. **However, because Eversource’s prices change and their future prices are not known, savings compared with Eversource’s prices cannot be guaranteed.**
- ▶ **Transparency and consumer protections.** Ludlow Power Choice is a consumer-friendly program with no hidden fees, the ability to leave any time with no penalty, and protections for consumer data.
- ▶ **More renewable electricity.** Ludlow Power Choice participants automatically buy more electricity from renewable sources of energy and less from fossil-fuel-based sources than you receive through Eversource.

**Three options in Ludlow Power Choice:**

- 1 Automatic enrollment in Ludlow Standard.** If you take no action, your electricity account will be automatically enrolled in the Ludlow Standard offering. You will receive XX% of your electricity from renewable sources, which includes XX% renewable electricity from [SOURCE TO BE DETERMINED] added by Ludlow and XX% required by state law.
- 2 Choose Ludlow 100% Green:** You can request the Ludlow 100% Green option to receive 100% of your electricity from renewable resources from [SOURCE TO BE DETERMINED].
- 3 Choose Ludlow Basic:** You can request the Ludlow Basic option to enjoy price stability and consumer protections but receive no additional electricity from renewable sources beyond the minimum required by state law.

**Changes to your electric bill:**

Ludlow Power Choice will not replace Eversource as your electric utility, and you will not notice any change in your electricity service. Eversource will continue to deliver electricity, fix power outages, provide customer service, and handle billing. Ludlow Power Choice will make the following two changes on your Eversource electric bill:

1. [SUPPLIER NAME] will be listed on your bill as your electricity supplier.
2. The Supply charge on your bill will be calculated using a Ludlow Power Choice price instead of Eversource’s Basic Service price. Eversource’s Delivery charges will not be impacted.

**If you do not wish to participate:**

Participation is not required. There is no penalty to opt out, and you may do so at any time. If you opt out, Eversource will continue to use their Basic Service price to calculate the Supply charge portion of your electric bill.

**To opt out before being automatically enrolled, you must do one of the following before [MONTH] [DAY], 202X:** Sign and mail the enclosed reply card (postmark by [MONTH] [DAY], 202X), opt out online at [LudlowPowerChoice.com](http://LudlowPowerChoice.com), or call 1-844-XXX-XXXX and **opt out by phone. You are also free to try the program and opt out at any time in the future.**

*More details on the back ▶*


It’s your choice:

The table below can help you decide whether to participate in the Ludlow Standard option or make another choice.  
**To make another choice, visit [LudlowPowerChoice.com](https://LudlowPowerChoice.com) or call customer support at 1-844-XXX-XXXX.**

The table below shows market pricing for the account number listed on the opt-out reply card. Market pricing within Ludlow Power Choice is provided for Large Business customers. Market pricing applies only to the electricity supply contract in place at the time of enrollment. Once enrolled, this account would receive standard program pricing for future contracts.

Three options in Ludlow Power Choice:

If you do not wish to participate:

	<div><div>1</div><div>You will be auto-enrolled here ▼</div><div>2</div><div>3</div></div>			<b>Eversource’s Basic Service (opt out)</b>	
	<b>Ludlow Standard (auto enroll)</b>	<b>Ludlow 100% Green (option)**</b>	<b>Ludlow Basic (option)</b>		
	<b>Prices</b>	<b>XX.XXX ¢/kWh*</b>	<b>XX.XXX ¢/kWh*</b>		<b>XX.XXX ¢/kWh*</b>
	<b>Renewable electricity</b> From [SOURCE TO BE DETERMINED], <b>added by Ludlow</b>	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X		-
	Renewable or clean energy required by state law	XX% - 202X XX% - 202X	XX% - 202X XX% - 202X		XX% - 202X XX% - 202X
	<b>Price period</b>	[MONTH] 202X - [MONTH] 202X	[MONTH] 202X - [MONTH] 202X		[MONTH] 202X - [MONTH] 202X
<b>Exit terms</b>	Leave any time. No exit charge.	Leave any time. No exit charge.	Leave any time. No exit charge.		
Leave any time. No exit charge. However, large C&I (rates G-3, T-2, and WR) and street lighting customers on the fixed-price Basic Service option may receive a billing adjustment, which may be either a credit or a charge.					

\* Program prices include a \$0.001/kWh administration fee and a \$0.001/kWh operational fee to support Ludlow Power Choice program management. Program prices could increase as a result of a change in law that results in a direct, material increase in costs during the term of the electricity supply agreement.

\*\* For participants in Ludlow 100% Green, Ludlow’s electricity supplier will purchase renewable energy from MA Class I-eligible renewable energy projects to equal 100% of their electricity use. However, state law requires Ludlow’s electricity supplier to also purchase renewable energy from other sources for Ludlow 100% Green participants. As a result, the renewable percentages for Ludlow100% Green may exceed 100% when added together.

Additional information:

**At the end of the price period,** your participation in the Program will automatically renew at a new price unless you inform the Town otherwise. The new price may be higher or lower than the existing price, and the renewable energy content may change. The Town will contact you no later than 30 days before each automatic renewal to notify you of your supply options.

**If you are eligible for a low-income discount or fuel assistance,** those benefits will continue in Ludlow Power Choice. You will continue to receive your benefit with no change.

**If you have a tax-exempt account,** you should know that taxes will be billed as part of the Ludlow Power Choice power supply charge, and you are responsible for identifying and requesting an exemption from the collection of any tax. If you wish to retain your tax-exempt status in the program, you must provide appropriate tax-exemption documentation to [SUPPLIER NAME]. Visit [LudlowPowerChoice.com](https://LudlowPowerChoice.com) for information on how to submit your documentation.

**If you have received this letter and also you have signed a contract with an electricity supplier,** you may have signed your contract after this mailing was created. To continue receiving electricity from the supplier you chose and to prevent any early termination fees from that supplier, you should opt out of Ludlow Power Choice.

**If you have solar panels on your property or participate in a community solar program,** there will be no change. You will continue to receive solar credits and/or solar incentive payments, and there will be no change to the way they are calculated.

**Eversource will continue to deliver the electricity that you use,** and they are responsible for the Delivery charges that appear on your monthly bill. In addition, Eversource will remain responsible for billing you, and your Eversource electric bill is the only electric bill you will receive as a participant in Ludlow Power Choice. If you have set up electronic billing with Eversource, there will be no change. If you have questions about the Delivery portion of your bill, contact Eversource at 1-800-592-2000 or by visiting [Eversource.com](https://Eversource.com).

**If you have Eversource’s budget billing,** that will change. For participants in Ludlow Power Choice, budget billing will apply only to Eversource’s Delivery charge and will no longer apply to Eversource’s Supply charge. If you wish to retain budget billing for the Supply charge portion of your bill, you should opt out of Ludlow Power Choice and remain on Eversource’s Basic Service.



TOWN OF LUDLOW, MA



## Electricity Supply Product Summary for LUDLOW STANDARD from Ludlow Power Choice

You will receive an electric supply product through Ludlow Power Choice.  
Your electric utility, Eversource, will continue to deliver the electricity you use to your home or business.

<b>Price</b>	<b>XX.XXX cents per kWh.</b> This does not include the price that your electric utility will charge you for the delivery component of your electric service.
<b>Term</b>	The price is fixed from your enrollment through [MONTH] 20XX.
<b>Early Cancellation Fee</b>	There is no cancellation fee. You may leave Ludlow Power Choice at any time with no fee or penalty.
<b>Automatic Renewal</b>	You will be automatically enrolled in Ludlow Standard at a new price at the end of the contract term unless you inform the Town otherwise. The new price may be higher or lower than the existing price. The Town will contact you no later than 30 days before each automatic renewal to notify you of your supply options.
<b>Renewable Energy Content</b>	The Commonwealth of Massachusetts requires that all electric supply products include a minimum of XX% renewable energy resources in 202X and XX% in 202X. This product exceeds the minimum requirement. The renewable energy content may change at the end of the contract term. If it does, the Town will contact you no later than 30 days in advance of that change.
<b>Rescission Period</b>	If you have received this form as part of an automatic enrollment notice, you have until the deadline indicated on the notice to opt out and avoid automatic enrollment in Ludlow Power Choice. You may leave Ludlow Power Choice at any time after being enrolled with no fee or penalty.
<b>Competitive Supplier Information</b>	Ludlow Power Choice is a program of the Town of Ludlow. The program is served by [SUPPLIER NAME], DPU license number: [DPU LICENSE NUMBER, TELEPHONE NUMBER, WEBSITE]. [SUPPLIER NAME] is only responsible for the electric generation portion of your bill.
<b>Electric Utility Information</b>	Eversource will continue to deliver the electricity that you use in your home and is responsible for the delivery charges that appear on your monthly bill. If you have questions about the delivery portion of your bill, contact Eversource at 877-659-6326, or by visiting its website at Eversource.com.

The Massachusetts Department of Public Utilities recommends that consumers visit the Energy Switch website to view the broad range of available electric supply products, including your electric utility's basic service price. You can visit the website at <http://energyswitchma.gov>.





TOWN OF LUDLOW, MA



## Electricity Supply Product Summary for LUDLOW 100% GREEN from Ludlow Power Choice

You will receive an electric supply product through Ludlow Power Choice.  
Your electric utility, Eversource, will continue to deliver the electricity you use to your home or business.

<b>Price</b>	<b>XX.XXX cents per kWh.</b> This does not include the price that your electric utility will charge you for the delivery component of your electric service.
<b>Term</b>	The price is fixed from your enrollment through [MONTH] 20XX.
<b>Early Cancellation Fee</b>	There is no cancellation fee. You may leave Ludlow Power Choice at any time with no fee or penalty.
<b>Automatic Renewal</b>	You will be automatically enrolled in Ludlow 100% Green at a new price at the end of the contract term unless you inform the Town otherwise. The new price may be higher or lower than the existing price. The Town will contact you no later than 30 days before each automatic renewal to notify you of your supply options.
<b>Renewable Energy Content</b>	The Commonwealth of Massachusetts requires that all electric supply products include a minimum of XX% renewable energy resources in 202X and XX% in 202X. This product exceeds the minimum requirement.
<b>Rescission Period</b>	If you have received this form as part of an automatic enrollment notice, you have until the deadline indicated on the notice to opt out and avoid automatic enrollment in Ludlow Power Choice. You may leave Ludlow Power Choice at any time after being enrolled with no fee or penalty.
<b>Competitive Supplier Information</b>	Ludlow Power Choice is a program of the Town of Ludlow. The program is served by [SUPPLIER NAME], DPU license number: [DPU LICENSE NUMBER, TELEPHONE NUMBER, WEBSITE]. [SUPPLIER NAME] is only responsible for the electric generation portion of your bill.
<b>Electric Utility Information</b>	Eversource will continue to deliver the electricity that you use in your home and is responsible for the delivery charges that appear on your monthly bill. If you have questions about the delivery portion of your bill, contact Eversource at 877-659-6326, or by visiting its website at Eversource.com.

The Massachusetts Department of Public Utilities recommends that consumers visit the Energy Switch website to view the broad range of available electric supply products, including your electric utility's basic service price. You can visit the website at <http://energyswitchma.gov>.



TOWN OF LUDLOW, MA



## Electricity Supply Product Summary for LUDLOW BASIC from Ludlow Power Choice

You will receive an electric supply product through Ludlow Power Choice.  
Your electric utility, Eversource, will continue to deliver the electricity you use to your home or business.

<b>Price</b>	<b>XX.XXX cents per kWh.</b> This does not include the price that your electric utility will charge you for the delivery component of your electric service.
<b>Term</b>	The price is fixed from your enrollment through [MONTH] 20XX.
<b>Early Cancellation Fee</b>	There is no cancellation fee. You may leave Ludlow Power Choice at any time with no fee or penalty.
<b>Automatic Renewal</b>	You will be automatically enrolled in Ludlow Basic at a new price at the end of the contract term unless you inform the Town otherwise. The new price may be higher or lower than the existing price. The Town will contact you no later than 30 days before each automatic renewal to notify you of your supply options.
<b>Renewable Energy Content</b>	The Commonwealth of Massachusetts requires that all electric supply products include a minimum of XX% renewable energy resources in 202X and XX% in 202X. This product meets the minimum requirement.
<b>Rescission Period</b>	If you have received this form as part of an automatic enrollment notice, you have until the deadline indicated on the notice to opt out and avoid automatic enrollment in Ludlow Power Choice. You may leave Ludlow Power Choice at any time after being enrolled with no fee or penalty.
<b>Competitive Supplier Information</b>	Ludlow Power Choice is a program of the Town of Ludlow. The program is served by [SUPPLIER NAME], DPU license number: [DPU LICENSE NUMBER, TELEPHONE NUMBER, WEBSITE]. [SUPPLIER NAME] is only responsible for the electric generation portion of your bill.
<b>Electric Utility Information</b>	Eversource will continue to deliver the electricity that you use in your home and is responsible for the delivery charges that appear on your monthly bill. If you have questions about the delivery portion of your bill, contact Eversource at 877-659-6326, or by visiting its website at Eversource.com.

The Massachusetts Department of Public Utilities recommends that consumers visit the Energy Switch website to view the broad range of available electric supply products, including your electric utility's basic service price. You can visit the website at <http://energyswitchma.gov>.



X \_\_\_\_\_

Signature

Date

## Opt-Out Instructions

If no action is taken, you will automatically be enrolled in Ludlow Power Choice.

**If you DO NOT wish to participate, you MUST opt out.**

To opt out by mail:

1. Sign and date this card.
2. Place the card in the enclosed envelope and mail it.

This card must be signed by the Customer of Record whose name appears in the address on this card. You may also opt out online at **LudlowPowerChoice.com** or by phone at **1-8XX-XXX-XXXX**.

Your opt-out request must be made by, or the envelope must be postmarked by, **[MONTH] [DAY], 202X**, to opt out of the program before being enrolled automatically. If you choose to participate, you may opt out at any time in the future with no fee or penalty.





**TOWN OF LUDLOW**

C/O [SUPPLIER NAME]

[SUPPLIER ADDRESS]

[CITY], [STATE] [ZIP]

**Time-sensitive notice sent on behalf of the Town of Ludlow  
regarding your electricity supply price.**