



Ludlow Power Choice

Sample Opt-Out Mailing Materials

February 8, 2024 - *Drafts*

Language Access Document cover sheet

Opt-Out Notice

- **Primary version**
- **Large business version** - For large businesses that are eligible for automatic enrollment after launch and eligible for market pricing

Opt-Out Reply Card

External envelope

Product Summary Forms:

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



Ludlow Power Choice

⚠️ IMPORTANT NOTICE

☎️ 844-203-6454

📞 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."

SPANISH/ESPAÑOL 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.	POLISH/POLSKI 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.
PORTUGUESE/PORTUGUÊS 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.	NEPALI/नेपाली तपाईंको विद्युतीय सेवा बारे Ludlow बाट संलग्न गरिएको महत्त्वपूर्ण सूचना । सूचनालाई तत्कालै अनुवाद गर्नुहोस् । मद्दतको लागि, माथि दिइएको नम्बरमा फोन गर्नुहोस् वा वेबसाइटमा जानुहोस् ।
CHINESE (SIMPLIFIED)/中文 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。	MARATHI/मराठी कडून महत्त्वाची सूचना संलग्न केली आहे Ludlow आपल्या विद्युत सेवेसंबंधी. या सूचनेचा अनुवाद त्वरित करावा. मदतीसाठी वरील क्रमांकावर फोन करा किंवा वेबसाईटला/संकेतस्थळास भेट द्या.
CHINESE (TRADITIONAL)/中文 随附以下重要通知 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。	YORUBA/YORÙBÁ Àkíyèsí pàtàkì tí a fi sínú rẹ̀ láti ọ̀dọ̀ Ludlow nípa ìṣẹ́ iná mọ̀nà mọ̀nà rẹ̀. Túmọ̀ àkíyèsí náà lẹ̀sẹ̀kẹ̀sẹ̀. Pe nọ̀nbà náà tàbí bẹ̀ ààyè lórí ayélujára, lókè, wò fún irànlọ̀wọ̀.
HAITIAN/KREYÒL 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.	IGBO/NDI IGBO Ọkwa dị mkpa e zitere na Ludlow gbasara ọrụ ọkụ eletrik gị. Tugharịa ọkwa ozigbo. Kpọọ nọmba à ma ọ bụ gaa na webusajị, dij n'elu, maka enyemaka.

<p>VIETNAMESE/TIẾNG VIỆT 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.</p>	<p>AMHARIC/አማርኛ የኤሌክትሪክ አገልግሎትዎን በተመለከተ ከ Ludlow የተሰጠ ጠቃሚ ማስታወቂያ ከዚህ ጋር በአገሪት ተያይዟል። ማስታወቂያውን በአስቸኳይ ያስተርጉሙት። አዛ ለማግኘት፣ ከላይ በተገለጸው ስልክ ቁጥር ይደውሉ ወይም ድረ ገጹን ይጎብኙ።</p>
<p>RUSSIAN/РУССКИЙ 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.</p>	<p>SOMALI/SOOMAALI 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.</p>
<p>ARABIC/عربي ملاحظة هامة متضمنة من Ludlow حول خدمة الكهرباء خاصتك. يرجى ترجمة الملاحظة فوراً. اتصل بالرقم أو قم بزيارة الموقع أعلاه للحصول على المساعدة.</p>	<p>JAPANESE/日本語 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。</p>
<p>KHMER/ខ្មែរ សេចក្តីជូនដំណឹងសំខាន់ បានភ្ជាប់មកពី Ludlow អំពីសេវាអគ្គិសនីរបស់អ្នក។ បកប្រែសេចក្តីជូនដំណឹងនេះភ្លាមៗ។ ហៅទៅលេខ ឬទស្សនាគេហទំព័រខាងលើ សំរាប់ជំនួយ។</p>	<p>GUJARATI/ગુજરાતી 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.</p>
<p>FRENCH/FRANÇAIS 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.</p>	<p>SWAHILI/KISWAHILI Notisi muhimu ambayo imeambathiswa kutoka kwa Ludlow kuhusu huduma ya umeme unayopokea. Ifasiri notisi papo hapo. Piga simu kwa nambari au zuru tovuti, hapo juu, ili kupata usaidizi.</p>
<p>ITALIAN/ITALIANO 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.</p>	<p>HINDI/हिंदी 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।</p>
<p>KOREAN/한국어 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.</p>	<p>THAI/ไทย ประกาศสำคัญที่แนบมาจาก Ludlow เกี่ยวกับบริการไฟฟ้าของคุณ แปะประกาศทันที โทรไปยังหมายเลข หรือไปที่เว็บไซต์ด้านบน เพื่อขอความช่วยเหลือ</p>
<p>GREEK/ΕΛΛΗΝΙΚΑ 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.</p>	<p>LAO/ລາວ ແຈ້ງການທີ່ສໍາຄັນນໍາມາຈາກ Ludlow ກ່ຽວກັບການບໍລິການໄຟຟ້າຂອງທ່ານ. ແປແຈ້ງການນີ້ໂດຍທັນທີ. ສໍາລັບການຊ່ວຍເຫຼືອ ໂທຫາເບີໂທ ຫຼື ເຂົ້າໄປເບິ່ງໃນເວັບໄຊທ໌ ຢູ່ຂ້າງເທິງ.</p>

SAMPLE OPT-OUT NOTICE



TOWN OF LUDLOW, MA

Town Electricity Aggregation Program
Automatic Enrollment Notification



[MONTH] [DAY], 202X

Dear Ludlow Electricity Customer,

This notice contains important information about our Town's new electricity program called **Ludlow Power Choice**. The program is a Town alternative to other electricity offers, but without high pressure or fees. More than 170 communities in Massachusetts already have similar programs.

If you received this letter and take no action, you will be AUTOMATICALLY enrolled in Ludlow Power Choice, in accordance with state law. However, participation is not required.

If you participate, Eversource will continue to deliver your electricity and send your electric bill, but you will have a new price for the Supply charge portion of your bill. Through the program, you will automatically receive more of your electricity from renewable sources. Additional benefits include stable prices, consumer protections, and a lower price than Eversource's current residential Basic Service price, though future savings cannot be guaranteed.

Your Choices

- 1 Automatic enrollment: You will be AUTOMATICALLY enrolled in the Ludlow Standard option. Your new electricity supply price will be **XX.XXX ¢/kWh**.** You will receive an additional XX% of your electricity from renewable sources, in addition to the minimum required by state law.
- 2 Choose the Ludlow 100% Green option:** Receive all of your electricity from renewable sources (100% Green means 100% renewable) for XX.XXX ¢/kWh.
- 3 Choose the Ludlow Basic option:** Receive the minimum amount of electricity from renewable sources required by state law for XX.XXX ¢/kWh.
- 4 Choose not to participate and remain with Eversource's Basic Service:** Receive the minimum amount of electricity from renewable sources required by state law. Residential customers that opt out will remain with Eversource's Basic Service price of XX.XXX ¢/kWh. Please see the back for Eversource's small and large business prices. ►

To avoid being automatically enrolled, you must do one of the following before [MONTH] [DAY], 202X:

Sign and mail the enclosed reply card, visit LudlowPowerChoice.com and opt out online, or call 1-888-203-6454 and opt out by phone. You are also free to try the program and opt out at any time in the future. There is no penalty or fee to opt out.

All Ludlow Power Choice prices are fixed until [MONTH] 202X. In comparison, Eversource's Basic Service prices change every 6 months for residential and small business customers and every 3 months for large business customers.

- **Ludlow Power Choice offers the potential for savings compared with Eversource's Basic Service prices, but because Eversource's future prices are not known, future savings compared with Eversource cannot be guaranteed.**

Changes to Your Eversource Bill

1. Your electricity supplier will be [SUPPLIER NAME].
2. Your Supply charge will be calculated using a Ludlow Power Choice price instead of Eversource's Basic Service price.

More details on the other side. ►

**Deadline to opt out
before automatic enrollment:**

[MONTH] [DAY], 202X

**Get more information
or submit a request:**

LudlowPowerChoice.com
1-8XX-XXX-XXXX
support@LudlowPowerChoice.com

It's your choice

If you do nothing, you will be enrolled in Ludlow Standard for the Supply portion of your Eversource electric bill. The table below can help you decide whether to remain in Ludlow Standard or make another choice. To make another choice, visit LudlowPowerChoice.com or call customer support with Ludlow's program consultants at 1-888-203-6454.

Ludlow Power Choice options:

You will be auto-enrolled here ▼

Ludlow Power CHOICE	1 Ludlow Standard (automatic)		2 Ludlow 100% Green (option)		3 Ludlow Basic (option)	
	Prices	XX.XXX ¢/kWh*		XX.XXX ¢/kWh*		XX.XXX ¢/kWh*
Price period	[MONTH] 202X - [MONTH] 202X		[MONTH] 202X - [MONTH] 202X		[MONTH] 202X - [MONTH] 202X	
Electricity from renewable sources	202X	202X	202X	202X	202X	202X
Added by Ludlow						
From new regional resources (MA Class I RECs)	XX%	XX%	XX%	XX%	-	-
From [SOURCE TBD]	XX%	XX%	XX%	XX%	-	-
Required by state law						
From new regional resources (MA Class I RECs)	XX%	XX%	XX%	XX%	XX%	XX%
From other clean or renewable sources	XX%	XX%	XX%	XX%	XX%	XX%
Total from renewable sources	XX%	XX%	XX%	XX%	XX%	XX%
Exit terms	Leave any time. No exit charge.		Leave any time. No exit charge.		Leave any time. No exit charge.	

If you do not wish to participate:

4 Eversource's Basic Service (opt out)
XX.XXX ¢/kWh - Residential XX.XXX ¢/kWh - Sm. Business XX.XXX ¢/kWh - Lg. Business
[MONTH] [DAY], 202X – [MONTH] [DAY], 202X, for residential & small business. [MONTH] [DAY], 202X – [MONTH] [DAY], 202X, for large business.
202X 202X
- -
- -
XX% XX%
XX% XX%
XX% XX%
Leave any time. No exit charge. However, large business customers may receive a billing adjustment charge or credit.

* Program prices include a \$0.001/kWh administration fee. Prices also include an operational fee of \$0.001/kWh to support the cost of Town staff who work on the Program. 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 those customers subject to electricity taxes, taxes will be billed as part of the Ludlow Power Choice power supply charge.

Additional information

If you are eligible for a low-income discount or fuel assistance, those benefits will continue in Ludlow Power Choice.

If you have a tax-exempt account, you are responsible for identifying and requesting an exemption from the collection of taxes by providing appropriate tax-exemption documentation to [SUPPLIER NAME]. Visit LudlowPowerChoice.com to learn more.

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.

If you have Eversource's budget billing, budget billing will apply only to Eversource's Delivery charge and will no longer apply to your Supply charge. If you wish to retain budget billing for your Supply charge, you should opt out of Ludlow Power Choice.



TOWN OF LUDLOW, MA

Town Electricity Aggregation Program
Automatic Enrollment Notification



[MONTH] [DAY], 202X

Dear Ludlow Electricity Customer,

This notice contains important information about our Town's new electricity program called **Ludlow Power Choice**. The program is a Town alternative to other electricity offers, but without high pressure or fees. More than 170 communities in Massachusetts already have similar programs.

If you received this letter and take no action, you will be AUTOMATICALLY enrolled in Ludlow Power Choice, in accordance with state law. However, participation is not required.

If you participate, Eversource will continue to deliver your electricity and send your electric bill, but you will have a new price for the Supply charge portion of your bill. Through the program, you will automatically receive more of your electricity from renewable sources. Additional benefits include stable prices, consumer protections, and the potential for savings compared with Eversource's price, though savings cannot be guaranteed.

Your Choices

- 1 Automatic enrollment: You will be AUTOMATICALLY enrolled in the Ludlow Standard option. Your new electricity supply price will be **XX.XXX ¢/kWh**.** You will receive an additional XX% of your electricity from renewable sources, in addition to the minimum required by state law.
- 2 Choose the Ludlow 100% Green option:** Receive all of your electricity from renewable sources (100% Green means 100% renewable) for XX.XXX ¢/kWh.
- 3 Choose the Ludlow Basic option:** Receive the minimum amount of electricity from renewable sources required by state law for XX.XXX ¢/kWh.
- 4 Choose not to participate and remain with Eversource's Basic Service:** Receive the minimum amount of electricity from renewable sources required by state law. Residential customers that opt out will remain with Eversource's Basic Service price of XX.XXX ¢/kWh. Please see the back for Eversource's small and large business prices. ►

To avoid being automatically enrolled, you must do one of the following before [MONTH] [DAY], 202X:

Sign and mail the enclosed reply card, visit LudlowPowerChoice.com and opt out online, or call 1-888-203-6454 and opt out by phone. You are also free to try the program and opt out at any time in the future. There is no penalty or fee to opt out.

All Ludlow Power Choice prices are fixed until [MONTH] 202X. In comparison, Eversource's Basic Service prices change every 6 months for residential and small business customers and every 3 months for large business customers.

- **Ludlow Power Choice offers the potential for savings compared with Eversource's Basic Service prices, but because Eversource's future prices are not known, future savings compared with Eversource cannot be guaranteed.**

Changes to Your Eversource Bill

1. Your electricity supplier will be [SUPPLIER NAME].
2. Your Supply charge will be calculated using a Ludlow Power Choice price instead of Eversource's Basic Service price.

More details on the other side. ►

**Deadline to opt out
before automatic enrollment:**
[MONTH] [DAY], 202X

**Get more information
or submit a request:**

LudlowPowerChoice.com

1-8XX-XXX-XXXX

support@LudlowPowerChoice.com

It's your choice

If you do nothing, you will be enrolled in Ludlow Standard for the Supply portion of your Eversource electric bill. The table below can help you decide whether to remain in Ludlow Standard or make another choice. To make another choice, visit LudlowPowerChoice.com or call customer support with Ludlow's program consultants at 1-888-203-6454.

Ludlow Power Choice options:		You will be auto-enrolled here ▼				If you do not wish to participate:	
Ludlow Power CHoice		1	2	3	4		
		Ludlow Standard (automatic)	Ludlow 100% Green (option)		Ludlow Basic (option)		Eversource's Basic Service (opt out)
Prices		XX.XXX ¢/kWh*	XX.XXX ¢/kWh*		XX.XXX ¢/kWh*		XX.XXX ¢/kWh
Price period		[MONTH] 202X - [MONTH] 202X	[MONTH] 202X - [MONTH] 202X		[MONTH] 202X - [MONTH] 202X		[MONTH] [DAY], 202X – [MONTH] [DAY], 202X
Electricity from renewable sources		202X	202X	202X	202X	202X	202X
Added by Ludlow							
From new regional resources (MA Class I RECs)		XX%	XX%	XX%	XX%	-	-
From [SOURCE TBD]		XX%	XX%	XX%	XX%	-	-
Required by state law							
From new regional resources (MA Class I RECs)		XX%	XX%	XX%	XX%	XX%	XX%
From other clean or renewable sources		XX%	XX%	XX%	XX%	XX%	XX%
Total from renewable sources		XX%	XX%	XX%	XX%	XX%	XX%
Exit terms		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 business customers may receive a billing adjustment charge or credit.

* Program prices include a \$0.001/kWh administration fee. Prices also include an operational fee of \$0.001/kWh to support the cost of Town staff who work on the Program. 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 those customers subject to electricity taxes, taxes will be billed as part of the Ludlow Power Choice power supply charge.

Additional information

If you are eligible for a low-income discount or fuel assistance, those benefits will continue in Ludlow Power Choice.

If you have a tax-exempt account, you are responsible for identifying and requesting an exemption from the collection of taxes by providing appropriate tax-exemption documentation to [SUPPLIER NAME]. Visit LudlowPowerChoice.com to learn more.

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.

If you have Eversource's budget billing, budget billing will apply only to Eversource's Delivery charge and will no longer apply to your Supply charge. If you wish to retain budget billing for your Supply charge, you should opt out of Ludlow Power Choice.



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 **1-888-203-6454**.

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.**



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.

Price	XX.XXX cents per kWh. This does not include the price that your electric utility will charge you for the delivery component of your electric service.
Term	The price is fixed from your enrollment through [MONTH] 20XX.
Early Cancellation Fee	There is no cancellation fee. You may leave Ludlow Power Choice at any time with no fee or penalty.
Automatic Renewal	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.
Renewable Energy Content	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 by including an additional XX% renewable electricity. 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.
Rescission Period	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.
Competitive Supplier Information	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.
Electric Utility Information	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 visit 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.

Price	XX.XXX cents per kWh. This does not include the price that your electric utility will charge you for the delivery component of your electric service.
Term	The price is fixed from your enrollment through [MONTH] 20XX.
Early Cancellation Fee	There is no cancellation fee. You may leave Ludlow Power Choice at any time with no fee or penalty.
Automatic Renewal	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.
Renewable Energy Content	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 provides 100% renewable electricity, which exceeds the minimum requirement.
Rescission Period	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.
Competitive Supplier Information	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.
Electric Utility Information	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 visit 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.

Price	XX.XXX cents per kWh. This does not include the price that your electric utility will charge you for the delivery component of your electric service.
Term	The price is fixed from your enrollment through [MONTH] 20XX.
Early Cancellation Fee	There is no cancellation fee. You may leave Ludlow Power Choice at any time with no fee or penalty.
Automatic Renewal	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.
Renewable Energy Content	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.
Rescission Period	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.
Competitive Supplier Information	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.
Electric Utility Information	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 visit 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>.