



# TOWN OF BELLINGHAM ELECTRICITY PROGRAM

## NOTIFICATION LETTER

July 17, 2025

Dear Bellingham Electricity Service Customer,

This letter contains important information about your electric bill.

The Town of Bellingham has an electricity aggregation program called **Bellingham Power Choice**. Bellingham Power Choice is a transparent, Town-vetted alternative to other electricity offers in the marketplace. Through the program, Eversource delivers your electricity, but Bellingham chooses its own electricity supplier. Bellingham Power Choice offers long-term electricity price stability, choices, and the potential for savings (though savings cannot be guaranteed).

**If you received this letter and you do nothing, you will be automatically enrolled in Bellingham Power Choice, in the Power Choice Standard offering, at a price of 13.95 ¢/kWh.**

**If you do not wish to participate, your opt-out request must be postmarked by August 19, 2025, to avoid automatic enrollment in the program.**

- **If you choose to participate:** Eversource will remain your electric utility. You will continue to receive your electric bill from them and call them if the power goes out. However, Eversource will use the Bellingham Power Choice price to calculate the Supply portion of your bill, and Direct Energy will appear on your bill as your electricity supplier. **If you are eligible for a low-income discount or fuel assistance, you will continue to receive those benefits.**
- **If you choose not to participate:** Eversource will continue to calculate the Supply charge on your bill using their Basic Service price.

### Program Benefits

**Price stability** - Bellingham Power Choice prices are fixed until December 2025. This price stability makes the program different from Eversource's Basic Service price, which you have now and which changes seasonally. Stability also makes the program prices different from many commercial electricity supply offers available in the marketplace.

**Choice** - Bellingham Power Choice gives you two alternatives to Eversource's Basic Service. Power Choice Standard provides the minimum amount of renewable electricity required by state law. Power Choice Green provides all of your electricity from renewable sources. You will be automatically enrolled in Power Choice Standard, but you may choose Power Choice Green for a small premium. *(Details for both on the back.)*

**Potential savings** - The program prices offer the potential for savings compared to Eversource's Basic Service prices. **However, because Eversource's prices change, and their future prices are not known, savings compared with Eversource's Basic Service prices can never be guaranteed.**

## Bellingham Power Choice

### Your Electricity Supply Price

**13.95 ¢/kWh**

Compare to Eversource's prices  
on the back. ►

### Customer Support

**1-844-241-8595**

[BellinghamPowerChoice.com](https://BellinghamPowerChoice.com)

[Bellingham@MassPowerChoice.com](mailto:Bellingham@MassPowerChoice.com)

### Don't Want to Participate?

**You don't have to. There is no penalty or fee to opt out of the program, and you may do so at any time.**

If you choose not to participate, you will remain on Eversource's Basic Service.

To opt out before being automatically enrolled, do one of the following before **August 19, 2025**:

- Sign & return the enclosed reply card.
- Opt out online at [BellinghamPowerChoice.com](https://BellinghamPowerChoice.com).
- Call customer support at **1-844-241-8595**.

## Program Options & Pricing

You will be automatically enrolled in Power Choice Standard. You may change to Power Choice Green or leave the program at any time with no fee or penalty. To make a change, visit [BellinghamPowerChoice.com](https://BellinghamPowerChoice.com) or call customer support at **1-844-241-8595**.

Bellingham Power Choice options:		You will be enrolled here ▼		If you do not wish to participate:	
		Power Choice Standard (default program offering)		Power Choice Green (100% renewable energy option)	
Price		13.95 ¢/kWh*		16.77 ¢/kWh*	
Price period		Enrollment - December 2025		Enrollment - December 2025	
Electricity from renewable sources**		2024	2025	2024	2025
From new regional resources (MA Class I RECs) Added by Bellingham		-	-	76%	73%
Required by state law		24%	27%	24%	27%
Total from new regional resources (MA Class I RECs)		24%	27%	100%	100%
From other clean or renewable sources, required by state law		38%	36%	38%	36%
Exit terms		Leave any time. No exit charge.		Leave any time. No exit charge.	
				Eversource's Basic Service (if you opt out)	
				14.884 ¢/kWh - Residential 15.150 ¢/kWh - Small business 12.978 ¢/kWh - Large business	
				August 1, 2025 - January 31, 2026, residential & small business. August 1, 2025 - October 31, 2025, large business.	
				2024	2025
				-	-
				24%	27%
				24%	27%
				38%	36%
				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 credit or charge.	

\* The Power Choice Standard price and Power Choice Green price both include a \$0.001/kWh administrative fee. 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.

\*\* The Commonwealth of Massachusetts requires that all electricity supply products include a minimum of 62% from clean or renewable energy resources in 2024 and 63% in 2025, which includes electricity from MA Class I renewable energy projects and also from other clean or renewable sources such as nuclear and trash-to-energy. Power Choice Standard meets the minimum requirement. Power Choice Green exceeds it by including additional electricity from MA Class I renewable energy projects.

## Frequently Asked Questions

**Are savings guaranteed?** No. While the program goal is to deliver savings when compared with the average of Eversource's changing prices, future Eversource prices are not known. As a result, savings compared with Eversource cannot be guaranteed.

**I have signed my own contract with an electricity supplier. What are my options?** If you have signed a contract and also received this letter, you may have signed your contract after this mailing list was created. To stay in your contract and to avoid potential early termination fees, you need to opt out of this program by the deadline. Otherwise, you will be automatically enrolled in this program.

**I have a tax-exempt account. How can I retain my account's tax-exempt status?** Taxes will be billed as part of the program's power supply charge. Customers are responsible for identifying and requesting an exemption from the collection of any tax by providing appropriate tax-exemption documentation to Direct Energy. Visit [BellinghamPowerChoice.com](https://BellinghamPowerChoice.com) for information on where to submit your documentation.

If you have any additional questions, please visit the program website at [BellinghamPowerChoice.com](https://BellinghamPowerChoice.com) or contact customer support with our Town consultants at [Bellingham@MassPowerChoice.com](mailto:Bellingham@MassPowerChoice.com) or **1-844-241-8595**.

## Opt-Out Reply Card



### Bellingham Power Choice

X \_\_\_\_\_  
Signature Date

### Opt-Out Instructions

You do not need to take any action to participate in Bellingham Power Choice.

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

To opt out using this card:

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

This card must be signed by the Customer of Record whose name appears on this card. The envelope must be postmarked no later than **August 19, 2025**, to opt out before being automatically enrolled. You may also opt out online at **[BellinghamPowerChoice.com](https://BellinghamPowerChoice.com)** or by calling customer support at **1-844-241-8595**. You may also opt out anytime after enrollment.