



# Town electricity program notification of automatic enrollment

January 16, 2025



You are receiving this notice because your electricity account is eligible for AUTOMATIC ENROLLMENT in Ludlow Power Choice.

Your electricity account number is shown on the enclosed reply card.

**Ludlow Power Choice** is a group electricity buying program from the Town of Ludlow. The program provides long-term, stable prices, protection from seasonal price swings, and consumer protections.

## Participating in Ludlow Power Choice means:

- The supply price on your Eversource electric bill will change to **12.891 ¢/kWh**.
- Your new price is fixed until November 2027 and **lower** than all Eversource's Basic Service prices that will take effect on February 1, 2026.  
*Eversource's prices change and future prices are unknown, so future savings compared with Eversource cannot be guaranteed.*
- You will remain an Eversource customer, and Eversource will continue to deliver your electricity and send your electric bill.

Your new electricity supply price:

**12.891 ¢/kWh**

Customer Support:

**1-888-203-6454**

More information and self service:

**LudlowPowerChoice.com**



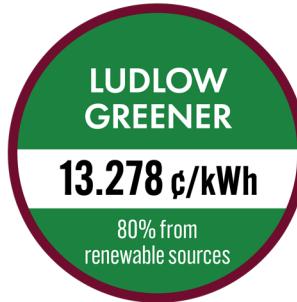
## It's your decision. Make the choice that's right for you.

- ▶ **TAKE NO ACTION:** You will be automatically enrolled in the Ludlow Basic option, which is the lowest-priced option in the program.
- ▶ **CHOOSE A DIFFERENT OPTION IN LUDLOW POWER CHOICE:** Ludlow Greener provides 80% of your electricity from renewable sources. Ludlow 100% Green provides all of your electricity from renewable sources.

Your account will be enrolled here.



**AUTO-ENROLL**



**OPTION**



**OPTION**

Ludlow Power Choice prices are fixed until November 2027. For Eversource prices, please see the back.

- ▶ **OPT OUT:** Participation is not required. There is no fee or penalty to opt out of Ludlow Power Choice, and you may do so at any time. To avoid automatic enrollment, submit your opt-out request by **February 18, 2026**. Or you may try the program and opt out at any time in the future.

To choose a different option or opt out, visit [LudlowPowerChoice.com](http://LudlowPowerChoice.com) or contact customer support with the Town's program consultants at 1-888-203-6454. You may also opt out by mailing the enclosed reply card.

## Compare Ludlow Power Choice with Eversource's Basic Service:

Auto-enrollment ▼				If you opt out ▼
Ludlow Power Choice	LUDLOW BASIC	LUDLOW GREENER	LUDLOW 100% GREEN	EVERSOURCE BASIC SERVICE
Price	12.891 ¢/kWh	13.278 ¢/kWh	14.078 ¢/kWh	13.119 ¢/kWh - residential 13.070 ¢/kWh - sm. business 14.066 ¢/kWh - lg. business
Price period	Enrollment - November 2027	Enrollment - November 2027	Enrollment - November 2027	February 1, 2026 - July 31, 2026, residential and small business. February 1, 2026 - April 30, 2026, large business.
Electricity from renewable sources, like wind and solar (% of total)				
Required by state law	69%	69%	69%	69%
Added by Ludlow (MA Class I RECs)	-	11%	31%	-
Total	69%	80%	100%	69%

### Additional information:

Your electricity supplier will be First Point Power, with its place of business located in Cranston, RI. On your bill, you will see "First Point-Ludlow Power Choice." But your primary relationship for electricity remains with Eversource, and you will continue to call them if your power goes out. In addition, Eversource will continue to send your electric bill, and this is the only electric bill you will receive as a participant in Ludlow Power Choice.

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

If you have solar panels on your property or you participate in a community solar program, you will continue to receive solar credits and/or solar incentive payments, and participating in Ludlow Power Choice will not change how they are calculated.

If you have a tax-exempt account, you are responsible for requesting an exemption from the collection of any tax by providing appropriate tax-exemption documentation to First Point Power. Visit [LudlowPowerChoice.com](http://LudlowPowerChoice.com) to learn more.

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

The automatic enrollment model is in accordance with state law. More than 200 cities and towns in Massachusetts have similar programs, and all operate the same way. However, you are not required to participate. You may opt out at any time with no fee or penalty.

At the end of the contract with First Point Power, the Town intends to sign a new long-term contract. The electricity supplier and renewable energy content may change, and the price may be higher or lower than the current price. You will continue in the same program option at the new price unless you inform the program otherwise. The Town will provide advance notice of any such changes, and you will be free to opt out or change your option before the changes take effect.

# OPT-OUT REPLY CARD

**Sign below if you do NOT wish to participate  
in Ludlow Power Choice.**

X

Signature

Date



## Opt-Out Instructions

If no action is taken, you will be automatically 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, **February 18, 2026**, to opt out of the program before being automatically enrolled. If you choose to participate, you may opt out at any time in the future with no fee or penalty.