



# Town electricity program notification of automatic enrollment

December 31, 2025

You are receiving this notice because your electricity account is eligible for AUTOMATIC ENROLLMENT in Maynard Power Choice. Your electricity account number is shown on the enclosed reply card.

**Maynard Power Choice** is a community electricity buying program from the Town of Maynard. Maynard Power Choice provides stable and consistent pricing and options for receiving more electricity from renewable sources.

## Participating in Maynard Power Choice means:

- The supply price on your Eversource electric bill will change to **13.800 ¢/kWh**, which is fixed until November 2027 and **lower** than all Eversource's Basic Service prices that take effect February 1, 2026.  
Eversource's prices change and their future prices are unknown, so future savings compared with Eversource cannot be guaranteed.
- An additional **5%** of your electricity will automatically come from clean, renewable sources.
- You will remain an Eversource customer, and Eversource will continue to deliver your electricity and send your electric bill.

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

- **TAKE NO ACTION:** You will be automatically enrolled in the Maynard Standard option, and you will receive an additional 5% of your electricity from clean, renewable sources.
- **CHOOSE A DIFFERENT OPTION IN MAYNARD POWER CHOICE:** Maynard 100% Green provides 100% of your electricity from renewable sources. Maynard Basic provides the lowest price in the program.

Your account will be enrolled here.



**AUTO-ENROLL**



**OPTION**



**OPTION**

Maynard 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 Maynard Power Choice, and you may do so at any time. To avoid automatic enrollment, submit your opt-out request by **February 2, 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 [MaynardPowerChoice.com](http://MaynardPowerChoice.com) or contact customer support with the Town's program consultants at 1-844-202-6266. You may also opt out by mailing the enclosed reply card.



Your new electricity supply price:

**13.800 ¢ /kWh**

Customer Support:

**1-844-202-6266**

More information and self service:

**MaynardPowerChoice.com**



## Compare Maynard Power Choice to Eversource's Basic Service:

Auto-enrollment ▼				If you opt out ▼
				
Price	13.800 ¢/kWh	14.810 ¢/kWh	13.590 ¢/kWh	15.065 ¢/kWh - residential 14.466 ¢/kWh - sm. business 17.329 ¢/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.
<b>From new renewable energy sources in the New England region (MA Class I RECs)</b>				
Required by state law	30%	30%	30%	30%
Added by Maynard	5%	31%	-	-
<b>From other clean or renewable sources (other RECs)</b>				
Required by state law	39%	39%	39%	39%
<b>Total</b>	<b>74%</b>	<b>100%</b>	<b>69%</b>	<b>69%</b>

### Additional information:

**Your electricity supplier will be Direct Energy Services, LLC (Direct Energy).** On your bill, you will see Direct Energy - Maynard 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 Maynard Power Choice.

**If you are eligible for a low-income discount or fuel assistance,** those benefits will continue in Maynard 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 Maynard 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 Direct Energy. Visit [MaynardPowerChoice.com](http://MaynardPowerChoice.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 Maynard 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 Direct Energy,** 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 program 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 they go into effect.

# OPT-OUT REPLY CARD

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

X

Signature

Date

## Opt-Out Instructions

If no action is taken, you will be automatically enrolled in Maynard 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 **MaynardPowerChoice.com** or by phone at **1-844-202-6266**.

To opt out of the program before being automatically enrolled, your opt-out request must be made by, or the envelope must be postmarked by, **February 2, 2026**. If you choose to participate, you may opt out at any time in the future with no fee or penalty.

