



Town electricity program notification of automatic enrollment

July 28, 2026



Your electricity account is eligible for automatic enrollment in Chelmsford Choice, our town's group electricity buying program. Your electricity account number can be found on the enclosed reply card.

Participating in Chelmsford Choice means:

- The electricity supply price on your National Grid electric bill will change to **14.720 ¢/kWh**. This price is **lower** than National Grid's current residential and commercial Basic Service prices. Compare with all of National Grid's current prices on the other side.
National Grid's prices change and future prices are unknown, so future savings compared with National Grid cannot be guaranteed.
- Your new price will be fixed and stable until **November 2027**.
- You will automatically receive an **additional 20%** of your electricity from renewable sources.
- You will remain a National Grid customer, and National Grid will continue to deliver your electricity and send your electric bill.

Your new electricity supply price:

14.720 ¢/kWh

Opt-out deadline:

August 31, 2026

Customer Support:

844-483-5004

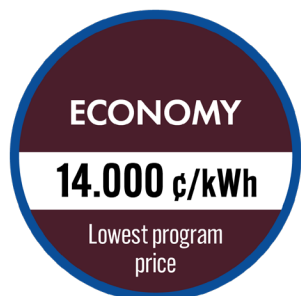
More information and self service:

ChelmsfordChoice.com

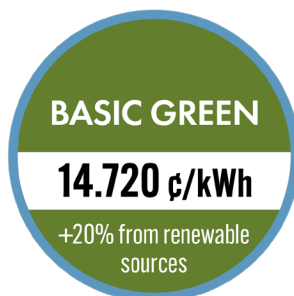


It's your decision. Make the choice that's right for you.

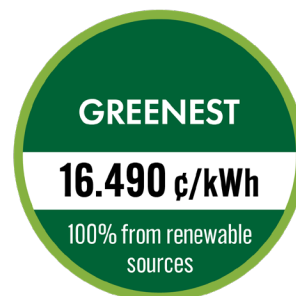
- ▶ **TAKE NO ACTION:** You will be automatically enrolled in the Chelmsford Choice Basic Green option at 14.720 ¢/kWh. The Select Board has selected the mid-tier option as the default for all participants. This choice strikes a balance between advancing our community's sustainability goals and keeping costs affordable for participants.
- ▶ **CHOOSE A DIFFERENT PROGRAM OPTION:** Chelmsford's Greenest option provides 100% of your electricity from renewable sources. Chelmsford's Economy option provides the lowest price in the program but no additional electricity from renewable sources.



OPTION



AUTO-ENROLL



OPTION

- ▶ **OPT OUT:** Participation is not required. There is no fee or penalty to opt out of Chelmsford Choice, and you may do so at any time. To avoid automatic enrollment, submit your opt-out request by **August 31, 2026**. Or you may try the program and opt out at any time in the future.

All Chelmsford Choice prices are fixed until **November 2027**. See the other side for additional details.

To choose the Greenest option or the Economy option, or to opt out, visit ChelmsfordChoice.com or contact customer support with the Town's program consultants at 844-483-5004.

Compare Chelmsford Choice with National Grid's Basic Service:

Auto-enrollment ▼				If you opt out ▼
				
Price	14.000 ¢/kWh	14.720 ¢/kWh	16.490 ¢/kWh	17.185 ¢/kWh - residential 15.568 ¢/kWh - commercial 10.852 ¢/kWh - industrial
Price period	Enrollment - November 2027	Enrollment - November 2027	Enrollment - November 2027	Aug. 1, 2026 - Jan. 31, 2027, residential & commercial. Aug. 1, 2026 - Oct. 31, 2026, industrial.
Electricity from renewable sources (% of total)				
From new renewable sources in the New England region (MA Class I RECs)				
Required by state law	30%	30%	30%	30%
Added by Chelmsford	–	20%	70%	–
Total	30%	50%	100%	30%
From other clean or renewable sources (other RECs) *				
Required by state law	39%	39%	39%	39%

* State law requires all electricity suppliers to purchase Renewable Energy Certificates (RECs) from other sources, including sources that are not new, are renewable but not clean, such as waste to energy, or are clean but not renewable, such as nuclear. This purchase must be made even if the total amount of RECs purchased from either clean or renewable sources exceeds 100% of the electricity used by Chelmsford Choice participants.

Additional information:

Your electricity supplier will change to Direct Energy Services, LLC ("Direct Energy"). On your bill, you will see "Direct Energy-Chelmsford Choice." But your primary relationship for electricity remains with National Grid, and you will continue to call them if your power goes out. In addition, National Grid will continue to send your electric bill, and this is the only electric bill you will receive as a participant in Chelmsford Choice.

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

X _____

Signature

Date

Opt-Out Instructions



If no action is taken, your account will be automatically enrolled in Chelmsford 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 **ChelmsfordChoice.com** or by phone at **844-483-5004**.

Your opt-out request must be made by, or the envelope must be postmarked by, **August 31, 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.