

City of Salem
2025 Municipal Aggregation Annual Report
July 9, 2026

Public Access to Plan / Ongoing Program Information

Location	Description
Municipal website	SalemMA.gov
Program website	SalemMA.gov/PowerChoice
Communication vehicles/ Outreach activities	
Social media accounts	<p>City of Salem</p> <ul style="list-style-type: none"> - Facebook: facebook.com/cityofsalemma - Instagram: instagram.com/cityofsalem <p>Sustainability, Energy, and Resiliency Committee</p> <ul style="list-style-type: none"> - Facebook: facebook.com/SalemSERC <p>Resilient Together</p> <ul style="list-style-type: none"> - Facebook: facebook.com/ResilientTgthr - Instagram: instagram.com/resilient_together
Announcement to local/ regional media	City media list
Physical postings in municipal buildings	Bulletin board and service counters in City Hall
Municipal departments, boards, and committees	As appropriate.
Community organizations	As appropriate.
Cable access	Salem Access Television (SATV): satvonline.org/wordpress
Events	<ul style="list-style-type: none"> - Living Green Expo – May 10, 2025 - Monthly Office Hours w/Energy Coach & National Grid - June 18, August 6, September 3, October 1, November 5, December 3 2025 - Back to School Fair – August 20, 2025 - Barnes Clark Wyman Ave. Block Party – Sept. 6 2025

	<ul style="list-style-type: none">- Broad St. Block Party – Sept. 7 2025- Energy and Resource Fair -September 18, 2025- Fowler & North Pine St. Block Party – Oct. 11
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Organizational Structure

Core Functions	Performing Entity		
	Municipality	Consultant	Supplier
Liaisons/Representatives/Agents			
Municipal Representative/ Agent before Department		X	
Liaison with DOER		X	
Liaison with Electric Distribution Companies		X	
Plan Elements			
Procurement of Supply		X	
Product Determination	X		
Other Funding/Costs	X		
Customer Enrollment			X
Customer Notifications/Outreach/ Education	X	X	
Ongoing Program Information	X	X	
Program Termination	X		
Annual Reports		X	
Customer Service			
	Neal Duffy 978-745-9595 x41012 nduffy@salem.com	MassPowerChoice 844-483-5004 salem@masspowerchoice.com	First Point Power 888-875-1711

Equitable Treatment of Customer Classes

Plan Element					
Procurement of Supply (§ IV.B.2)	Product Rate Setting/Renewable Energy Content (§ IV.B.3)	Other Funding Sources/Costs (§ IV.B.4)	Customer Enrollment (§ IV.B.5)	Customer Notification (§ IV.B.6)	Ongoing Program Information (§ IV.B.7)
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Table IV.B.1.c identifies the Plan elements for which there may be variances in the treatment between customer classes or subclasses. Those variances in treatment are described below.

Medium/Large commercial and industrial customers enrolling in the Program after Program launch may be offered a market-based price rather than the contract price. Such differential treatment is equitable because these customers have more choices in the marketplace and impose greater costs on the Program than other customers when they join after Program launch.

Customers that previously opted out and later wish to re-enroll in the Program may be offered a market-based price. This differential treatment is equitable because these customers previously made a choice not to participate in the Program and as a result their load was no longer planned for by the electricity supplier.

Procurement of Supply

Procurement Steps	Timeline
Issue RFQs/RFPs	N/A
Evaluate/Select Bids	N/A
Negotiate/Execute Contracts	N/A

Representative Opt-Out Notification

Representative Opt-Out Notifications for 2025 can be found here:

- **English:**
https://www.masspowerchoice.com/wpcontent/uploads/2025/10/Salem_Letter_Combined_103025.pdf
- **Spanish:**
https://www.masspowerchoice.com/wpcontent/uploads/2025/10/Salem_Letter_Combined_103025_SPA.pdf

Representative Notification of Product Change

Salem Power Choice had no product changes in 2025.

Annual Product Information

	Standard (Default)	Plus (Opt-In)	Basic (Opt-In)			
Rate Components (in \$/kWh)						
Supply & Renewable Energy Content	\$0.14181	\$0.16251	\$0.13381			
Consultant Services	\$0.00100	\$0.00100	\$0.00100			
TOTAL	\$0.14281	\$0.16351	\$0.13481			
Renewable Energy Content (in % of total)						
Required	63%	63%	63%			
Voluntary – All MA Class I RECs	0%	73%	0%			
TOTAL	63%	136%	63%			
Supplier Name	First Point Power, LLC	First Point Power, LLC	First Point Power, LLC			
Effective Dates	December 2024 – December 2026	December 2024 – December 2026	December 2024 – December 2026			
2025 Participants and kWh						
Customer Class	Avg. # of participants	kWh	Avg. # of participants	kWh	Avg. # of participants	kWh
Residential	10,114	57,805,878	145	946,996	1,184	8,613,625
Low-Income	1,521	8,928,889	2	11,063	163	1,193,587
Small Commercial & Industrial	2,124	17,739,080	7	28,262	148	1,454,131
Large Commercial & Industrial	28	5,553,350	0	0	6	1,203,620
TOTAL	13,787	90,027,197	154	986,321	1,500	12,464,963

Annual Product Rate Component Information

Rate Component	Revenue (in \$)
Supply and Renewable Content	\$14,689,459
Consultant Services	\$103,478

Descriptions:

Supply and Renewable Content

The Supply and Renewable Content rate component covers the cost of the products and services necessary to provide firm power supply to program participants, including:

- electrical energy;
- capacity;
- reserves;
- ancillary services;
- transmission services;
- the cost of distribution system losses; and
- congestion management.

This rate component also covers the cost of Renewable Energy Certificates (RECs), including:

- the RECs needed to meet the requirements of state law; and
- the additional RECs specified by the town.

Consultant Services

The Consultant Services rate component covers the costs of administering the program, including:

- representing the Town before the Department of Public Utilities, including securing regulatory approvals and maintaining regulatory compliance;
- conducting procurements for electricity supply as needed;
- providing customer support by telephone and email;
- providing public education, including through in-person events, printed communications (signs, banners, brochures), electronic communications (video, slides), and social media;
- developing and maintaining a comprehensive, branded program website, including ongoing updates to ensure regulatory compliance;
- receiving customer requests to enroll, change program options, or opt-out; forwarding those requests to the electricity supplier; and monitoring implementation;
- overseeing periodic automatic-enrollment mailings to new customers;
- monitoring electricity supplier performance;
- monitoring electricity market and regulatory developments; and
- preparing reports to the Department of Public Utilities and the town.

Annual Voluntary Renewable Energy Content Information

Category of Renewable Energy	MWh/Certificates	Tracking Mechanism
MA Class I	720	NEPOOL Generation Information System