An important message about a change in your electricity supply price

October 28, 2026

SALEM PowerChoice
More powerful, together.

You are receiving this notice because your electricity supply price will change in December.

Your electricity account is enrolled in Salem PowerChoice, our City's group electricity buying program. Through the program, you receive a Salem PowerChoice price for the Supply Services portion of your electric bill. You are enrolled in the **Basic** option, which means you receive the lowest price available through the program.

Since the program launched in 2016, Salem residents and businesses have saved more than **$24.1 million** compared with National Grid's prices.

In December, the current program prices will expire and new, 3-year prices will take effect. Electricity prices are higher now than when Salem locked in the current prices. As a result, Salem PowerChoice prices are increasing.

- Your current electricity supply price is 13.481 ¢/kWh.
- Your new price will be **15.560 ¢/kWh**. This price will be in effect from December 2026 until December 2029.
- Your new price will be **lower** than all of National Grid's current electricity supply prices. See the table for National Grid's current prices. *National Grid's prices will change, and future savings compared with National Grid cannot be guaranteed.*

Your new electricity supply price:
15.560 ¢/kWh
($0.15560/kWh)

Look for it on your January bill.

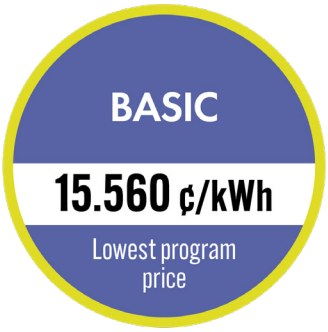
For account:

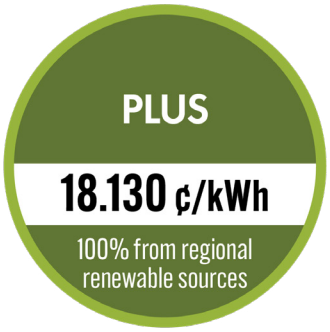
Customer Support:
844-483-5004

More information and self service:
SalemMA.gov/PowerChoice

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

- **TAKE NO ACTION.** Your enrollment will renew automatically in the Basic option at 15.560 ¢/kWh in December. You will see the new price on your January National Grid electric bill.
- **CHOOSE PLUS.** The Plus option provides 100% of your electricity from renewable sources for 18.130 ¢/kWh.
- **OPT OUT.** Participation is not required. There is no fee or penalty to opt out, and you may do so at any time. If you opt out, you will receive National Grid's current Basic Service price. See the table for National Grid's current prices.





To choose Plus or opt out, visit SalemMA.gov/PowerChoice or contact customer support with our program consultants at 844-483-5004.

Basic comparison:

Price and renewable energy information	CURRENT	NEW	Compare to National Grid
Price	**13.481 ¢/kWh** ($0.13481/kWh)	**15.560 ¢/kWh** ($0.15560/kWh)	**17.185 ¢/kWh** - residential. ($0.17185/kWh) **15.568 ¢/kWh** - commercial. ($0.15568/kWh) **21.746 ¢/kWh** - industrial. ($0.21746/kWh)
Price period	December 2024 to December 2026	December 2026 to December 2029	August 1, 2026, to January 31, 2027, residential & commercial. November 1, 2026, to January 31, 2027, industrial.
Electricity from renewable sources, *required by state law*	69%	69%	69%

Additional information:

- **National Grid will remain your electric utility, and First Point Power will remain your electricity supplier.** National Grid will continue to deliver your electricity, send your bill, and address power outages. On your bill, your electricity supplier will continue to appear as "Salem PowerChoice — First Point Power."
- **If you recently signed a private electricity supply contract and also you received this notice**, this mailing list may have been created before you signed your contract. **If you wish to remain in your contract, you should opt out of Salem PowerChoice.** Opt out online at SalemMA.gov/PowerChoice or by calling customer support with our program consultants at 844-483-5004.
- **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.
- **The Standard option is retiring.** Currently, Salem PowerChoice has three options, with most participants enrolled in the middle option, which is Standard. The price of Standard has included a small premium for purchasing additional electricity from renewable sources, above minimum state requirements. The goal was to build demand for renewable energy, which would drive the development of new renewable energy projects.

  It has now become difficult to build new renewable energy projects because of changes at the federal level. With higher demand no longer able to drive the construction of new projects, the City cannot justify the extra cost to participants. As a result, the Standard option is being retired as the new prices take effect. All participants in the Standard option will be moved to the Basic option, which includes only the minimum from renewable sources required by state law with no additional premium. The Plus option remains available for those who wish to opt up and buy electricity that is 100% from renewable sources.

  The City of Salem remains committed to supporting renewable energy and anticipates adding renewable energy back into Salem PowerChoice in the future, as the renewable energy landscape continues to evolve.