Town of Northborough
2025 Municipal Aggregation Annual Report
July 1, 2026

Public Access to Plan / Ongoing Program Information

Location	Description
Municipal website	https://www.northboroughma.gov/
Program website	https://www.masspowerchoice.com/northborough
Communication vehicles/ Outreach activities	
Social media accounts	Facebook: - Town of Northborough: https://www.facebook.com/NorthboroughMATownClerk/ - Northborough Senior Center: https://www.facebook.com/NorthboroughSeniorCenter/ - Northborough Media Connection: https://www.facebook.com/Northboroughcableaccesstelevision Instagram: - Town of Northborough: https://www.instagram.com/town_of_northboroughma/
Announcement to local/ regional media	*Telegram and Gazette* *Community Advocate*
Municipal email	Email to town subscribers via *Town News*
Physical postings in municipal buildings	Bulletin boards on the first and second floors in Town Hall
Municipal departments, boards, and committees	Accounting, Administration, Assessors, Building & HHS, Planning (ZBA), DPW, Recreation, Town Clerk, Treasurer, Fire Dept, Board of Health, Youth Commission, Police Department, Library, Senior Center, Veteran's Agent, Extended Day Program, School Department, School Committee, Town Moderator, Community Preservation, Community Affairs Committee, Northborough Historical Commission, Board of Health, Diversity, Equity, Inclusion, & Belonging, Board of Assessors, Conservation

	Commission, Planning Board, Zoning Board, Design Review Committee, Earthwork Board, Parks & Recreation Committee Select Board, Water & Sewer Commission, Recycling Commission Appropriations Committee, Financial Planning Committee, Municipal Code & Bylaw.
Community organizations	Housing Authority, Food Pantry, Helping Hands, Northborough Historical Society, Cultural Council, Lions Club, American Legion Trinity Church, Rotary Club, Friends of the Senior Center, Friends of the Library, Library Trustees, Community Advocate.
Cable access	Northborough Cable Access TV
Events	Two public information sessions were held at the time of program launch: - March 27, 2025, 6:00 – 7:00 PM, Northborough Free Library - April 3, 2025, 1:00 – 2:30 PM, Northborough Senior Center

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			
	Angie Sowden 508-393-5041 asowden@town.northborough.ma.us	MassPowerChoice 833-393-5679 support@NorthboroughPowerChoice.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)
☐	☒	☐	☐	☐	☐

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	January 24, 2025, and February 4, 2025
Evaluate/Select Bids	February 11, 2025
Negotiate/Execute Contracts	February 11, 2025

Representative Opt-Out Notification

Representative Opt-Out Notification for 2025:

https://www.masspowerchoice.com/wpcontent/uploads/2025/10/Northborough_Letter_Combined_103025.pdf

Representative Notification of Product Change

Northborough Power Choice launched in May 2025 and had no product changes in 2025.

Annual Product Information

	Northborough Economy (Default)	Northborough Green (Opt-In)	Northborough Green Plus (Opt-In)
Rate Components (in $/kWh)			
Supply & Renewable Energy Content	$0.13764	$0.14584	$0.16644
Consultant Services	$0.00100	$0.00100	$0.00100
Municipality Services	$0.00100	$0.00100	$0.00100
TOTAL	$0.13964	$0.14784	$0.16844
Renewable Energy Content (in % of total)			
Required	63%	63%	63%
Voluntary – All MA Class I RECs	0%	20%	73%
TOTAL	63%	83%	136%
Supplier Name	First Point Power, LLC	First Point Power, LLC	First Point Power, LLC
Effective Dates	May 2025 — May 2027	May 2025 — May 2027	May 2025 — May 2027

2025 Participants and kWh

Customer Class	Avg. # of participants	kWh	Avg. # of participants	kWh	Avg. # of participants	kWh
Residential	3,558	16,846,394	14	51,323	17	78,687
Low-Income	281	1,276,894	0	0	0	0
Small Commercial & Industrial	481	3,896,700	0	0	0	0
Large Commercial & Industrial	30	2,949,849	0	0	0	0
TOTAL	**4,350**	**24,969,837**	**14**	**51,323**	**17**	**78,687**

Annual Product Rate Component Information

Rate Component	Revenue (in $)
Supply and Renewable Content	$3,507,630
Consultant Services	$25,100
Municipality Services	$25,100

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.

Municipality Services

The Municipality Services rate component is being used to cover a portion of the cost of municipal staff members who support and administer outreach for the program.

Annual Voluntary Renewable Energy Content Information

Category of Renewable Energy	MWh/Certificates	Tracking Mechanism
MA Class I	68	NEPOOL Generation Information System