



Town of Athol

ATHOL POWERUP PROGRAM

April 24, 2025

The Town of Athol is pleased to introduce you to our Electricity supply program, AtholPowerUp. The program is designed to help our community members manage Electricity costs and increase renewable energy use. Your participation in Athol's program is voluntary and this letter explains your options.

Your account is scheduled for automatic enrollment in the "Athol Standard" product starting Month 202__.	You may opt out and not participate. You may also choose any of the other options offered by Athol.	If you participate, you can leave the program at any time in the future, without penalty.
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The deadline to opt out before the program begins is MONTH DAY, 202__.

WHAT IS AtholPowerUp?

AtholPowerUp is a group purchasing program, managed by the Town, to provide Electricity supply options to residents and businesses in Athol. Your electric bill from National Grid has two sections: Supply (the source of Electricity) and Delivery (getting the Electricity to you). As your utility, National Grid will always manage Delivery. If you participate in Athol's program:

- **What changes?** Participation will only change the name of the supplier and the cost for supply, shown in the Supply section of your electric bill from National Grid.
- **What stays the same?** Everything else stays the same. Delivery costs from National Grid do not change. National Grid will continue to manage all Electricity billing, and all existing payment arrangements remain in effect, such as budget or balanced billing and low-income rate class discounts. Any solar net metering credits or other solar benefits remain the same, too. National Grid will continue to respond to power outages and maintain poles, wires, and your meter.

AtholPowerUp is a municipal aggregation program, and over 170 other cities and towns operate similar programs. State law structures the program as automatic enrollment and requires that customers have the opportunity to opt-out before the program starts. You can opt-out of the program now or at any time in the future, without penalty.

ATHOL'S SUPPLY PRODUCTS

All supply products from AtholPowerUp offer a stable price, fixed price for XX months, from MONTH YEAR to MONTH YEAR. While Athol can never guarantee savings, our automatic enrollment product is designed to be cost-competitive while also providing you additional renewable energy. There are also options for those looking for the lowest cost or the most renewable energy.

ATHOL BASIC (Option)	ATHOL STANDARD (Auto-enroll)	ATHOL TOTAL GREEN (Option)
\$0.0000/kWh	\$0.0000/kWh	\$0.0000/kWh
Meets State minimum renewable energy standards	Adds 10% more renewable energy from Class I sources than State minimum	Adds renewable energy from Class I sources to total 100%

If you participate, you will see [Supplier Name on Bill] as the supplier and the Athol price on your National Grid bill. The Athol price will take effect as of your MONTH YEAR meter read.

YOUR NEXT STEPS

- There is no action necessary to receive the "Athol Standard" product.
- To choose another Athol product, call our Program's Electricity supplier, Supplier Name, at (XXX) XXX-XXXX, or submit a request at AtholPowerUp.com.
- To continue with Basic Service for your Electricity supply, you must opt out. **To opt out before being automatically enrolled you must take one of the following actions on or before Month Day, 2025:**

Postmark and mail the enclosed opt-out card or call Athol's supplier, at (XXX) XXX-XXXX or submit the opt-out form at AtholPowerUp.com

ATHOL PRODUCTS & COMPARISON TO NATIONAL GRID BASIC SERVICE

	National Grid Basic Service (If you opt out)	Athol Basic (Option)	Athol Standard (Automatic)	Athol Plus (Option)
Price				
Residential	\$0.0000/kWh	\$0.0000/kWh	\$0.0000/kWh	\$0.0000/kWh
Small Business	\$0.0000/kWh			
Large Business	\$0.0000/kWh*			
Duration	Month Year to Month Year *Large Business Month Year to Month Year	Month Year to Month Year	Month Year to Month Year	Month Year to Month Year
Renewable Energy				
State-Required	%	%	%	%
Voluntary (Class I sources)	None	None	%	%
Total	%	%	%	%
Supplier	National Grid	Supplier Name	Supplier Name	Supplier Name

The Program cannot guarantee savings beyond the current term of Basic Service, because future Basic Service rates are unknown beyond the term above.

- Program prices apply to service beginning and ending on the days of the month that your meter is read.
- Program prices only apply to the Supply portion of your electric bill. National Grid will continue to set the Delivery charges on your electric bill.
- Tax-exempt small business customers participating in the Program must provide a copy of their Tax-Exemption Certificate directly to Supplier_Name via email at Supplier_Tax_email or mail at Supplier_tax_mail in order to maintain their tax-exempt status.
- At the end of the pricing term, you will be automatically renewed in your current product which may have a higher or lower price and a different percentage of voluntary renewable energy as negotiated by the Town. The Town will announce price changes at least 30 days before any such price change takes effect. Product details will always be available on the website for the Program: AtholPowerUp.com
- The State requires all Electricity products to include a minimum amount of renewable energy. The Class I renewables added voluntarily by the Town are from new sources located within, or delivered to, New England, and built after 1997. Wind, solar, and low-impact hydro-power are some of the most common sources that qualify for Class I. Using these energy sources provides economic and environmental benefits for our area. For more details on Class I sources and the State minimum required renewables, see www.mass.gov/service-details/program-summaries.
- Information about Basic Service: visit www.mass.gov/info-details/basic-service-information-and-rates, or call National Grid at 877-659-6326.

QUESTIONS & SUPPORT

- AtholPowerUp.com has additional detail about our program, including a calculator to compare costs.
- To make changes to your enrollment, use the online forms on AtholPowerUp.com or call the supplier at (XXX) XXX-XXXX.
- For questions or troubleshooting, please contact the Town's consultant that oversees the supplier and manages the program, CRiMSON Power Solutions, by using the online form on AtholPowerUp.com or calling 774.836.0798.
- To speak to someone at the Town directly, please contact _____ or call _____.
- If you are receiving Electricity supply from a competitive supplier, you may have signed up after this mailing list was created. To ensure that you continue to receive your Electricity from that competitive supplier and prevent any possible early termination fees, **you must contact Athol's supplier to opt-out of the program.** You can do this via the online form on AtholPowerUp.com or by calling the supplier at (XXX) XXX-XXXX.