



FOR IMMEDIATE RELEASE  
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## **DEERFIELD IMPLEMENTS ELECTRICITY PROGRAM TO PROVIDE SAVINGS AND STABILITY**

*10% overall savings on electricity during contract term*

DEERFIELD, MA – A new alternative energy supply program, selected and approved by the Town, will allow Deerfield electricity customers to realize cost savings and pricing stability on their electric bills.

The Deerfield Community Choice Power Supply Program will bring collective savings of more than \$450,000 to local residents and small business owners over the life of the 41-month contract. This represents **a 10% overall savings on local electric bills** during that period.

The program is scheduled for implementation in August 2020 with local electricity customers seeing the change reflected in their bills as of September 2020.

Deerfield's program's standard plan meets the mandated Massachusetts Renewable Energy Portfolio Standard (RPS) of 28% renewable energy sources plus an additional 5% Massachusetts Class I Renewable Energy Certificates (RECs), which results in more green energy being added to the grid. RECs are used to track and trade power generated from alternative sources such as solar arrays. Class I RECs represent renewable energy generated within New England and may serve to increase Massachusetts job opportunities in the renewable energy field.

“We are excited to put this program in action and do our share for the environment by reducing carbon emissions,” said Deerfield Selectboard Chairman Trevor McDaniel. “Equally exciting is knowing that we will also be helping citizens to save a little money in their budgets. It is a unique opportunity to be able to have a positive impact on both those fronts.”

Deerfield's program includes an optional plan that gives Deerfield customers the opportunity to increase their use of renewable, green energy by offering RPS plus 50% Mass Class I RECs. In other words, those who choose this option are willing to save somewhat less on their electricity

bill in order to promote more local, renewable energy generation. This part of the program requires that ratepayers request enrollment by opting-in. The standard portion of the program is opt-out, meaning all Deerfield customers currently on Eversource's Basic Service will be automatically enrolled and thus realize the savings and price stability.

“Residents have also expressed considerable concern about the environment and the need to lessen our dependence on fossil fuels,” Chairman McDaniel said. “In response, we ensured that additional renewable energy requirements were incorporated into both plans in our program.”

Deerfield, along with 11 other Franklin County communities and the Town of Huntington, has contracted with consultant Colonial Power Group and electricity supplier Dynegy Energy Services to bring more affordable and locally controlled electricity programs to the region.

***“Residents have also expressed considerable concern about the environment and the need to lessen our dependence on fossil fuels...”***

Deerfield residents and small business owners are able to opt-in and opt-out of the Deerfield electricity program at any time. There are no fees or penalties for joining or leaving the program and Deerfield ratepayers may opt-in and opt-out as often as they choose.

Residents who have already signed up with a third-party supplier will **not** be automatically switched to the new program, but may opt-in if they choose to do so. However, anyone switching from a contract with a third-party supplier may be subject to penalties or early termination fees charged by that supplier. Ratepayers should verify terms before switching.

The Deerfield Community Choice Power Supply Program is a municipal aggregation program which allows local government to combine the purchasing power of residents and businesses to provide an alternative electricity supply approved by the Town. By joining with the other communities, Deerfield—through Colonial Power Group—is able to bargain for savings by representing a larger pool of customers.

Ratepayers will experience no change in service and there will be no interruption in billing or power. Customers may notice that Dynegy Energy Services, the selected electricity supplier for the Community Choice Program, will be printed under “Supplier Services” on their Eversource bills. Customers will continue to receive one bill from Eversource and Eversource will continue to process all payments.

Basic Service rates change twice a year or more, depending on rate class. As a result, the aggregation rate may not always be lower than the Basic Service rate. The goal of the aggregation is to deliver savings over the life of the program against Eversource Basic Service. However, such savings and future savings cannot be guaranteed.

Any ratepayer with a supplier block on their electricity account must contract Eversource to request that the block be removed if they would like to be enrolled in Deerfield's new community program.

For additional information on the Deerfield's Community Choice Power Supply Program, residents may visit [www.colonialpowergroup/deerfield](http://www.colonialpowergroup/deerfield) or call (866) 485-5858 ext. 1.

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*ABOUT COLONIAL POWER GROUP: Based in Marlborough, Mass., Colonial Power Group is the leading aggregation-consulting firm in Massachusetts. Colonial Power has been working with local governments since 2002 in the design, implementation and management of municipal aggregation programs.*