[MUNICIPAL LETTER HEAD]

*Drafting Note: This letter should reflect the specific terms of the Electric Service Agreement. For example, prices may be fixed or variable. There may be early termination fees. The power may be 100% renewable or not. The Electric Service Agreement may include the development of Distributed Energy Resources (DER) or not. In addition, the municipality may want to note that it does not guarantee that the CCA will save money for participating customers.*

Dear [Participating Customer Name],

As the [Mayor] of the [City / Town / Village of \_\_\_\_\_ ], I’m pleased to announce the launch of [CCA name], a Community Choice Aggregation (CCA) program that replaces [Utility Name] as the default supplier of electricity for virtually all homes and businesses located within our community. CCA puts control of choosing energy supply in local hands. By pooling demand, we’ve built the clout necessary to negotiate fixed-rate prices with an Energy Services Company (ESCO).[[1]](#footnote-1) [ESCO] has been selected through a competitive procurement process to be the supplier of electricity in our community.

By participating in [CCA Name], you will receive a fixed rate for electricity supply. These fixed-rate prices will not increase for a [three-year] period. You may cancel at any time with no fee or penalty. In addition, you can take pride that the power you receive through this program is 100% clean, renewable energy derived from sources like solar and wind. Finally, participating customers may choose to “opt-up” to purchase shares in new CCA-developed local renewable generation or receive energy efficiency measures in your home or business.

|  |  |  |  |
| --- | --- | --- | --- |
| **Price Comparison** | Last Year’s Utility Price\* | New Fixed-Rate Price | Savings |
| Residential | [$0.0776/kWh] | [$0.07085/kWh] | **[9%]** |
| Small Commercial | [$0.0841/kWh] | [$0.07085/kWh] | **[16%]** |

\* average utility supply price for 12 months ending [month year] for customer taking supply from [Utility Name]

**You’re Automatically Enrolled**

Participation is easy. All eligible residential and small commercial electricity customers will be automatically enrolled in the program unless you decide to opt-out. Please note that energy usage data and the Assistance Program Participants (APP) status will be provided to [ESCO]. If you decide to opt-out, you will simply continue to receive electricity supply from [Utility Name]. This program will run through your [Month Year] meter read cycle.

**How To Opt-Out of this Program**

You do not need to do anything to secure this new rate! However, if you decide not to participate in the program, please respond in one of the three ways below by [date at least 30 days after receipt of this letter].

1. Mail: Return the “Opt-Out” form below in the pre-addressed stamped envelope.
2. Phone: Call [ESCO] at [phone number].
3. Web: Visit [Opt-Out URL]. Your Opt-Out Code is [####].

Thank you for your participation in this exciting program.

**How To Opt-Up**

In order to request offers of energy efficiency measures to be installed in your home or business or ownership shares in new local renewable generation facilities, please respond in one the three ways below by [date at least 30 days after receipt of this letter].

1. Mail: Return the “Opt-Up” form below in the pre-addressed stamped envelope.
2. Phone: Call [CCA Administrator] at [phone number].
3. Web: Visit [Opt-Up URL]. Your Opt-Up Code is [xxxx].

Sincerely,

[Name]

[Mayor]

[City / Town / Village of \_\_\_\_\_ ]

1. We do not guarantee that the CCA will save you money. [↑](#footnote-ref-1)