



Town of Rochester

ROCHESTER COMMUNITY ELECTRICITY

November 7, 2025

The Town of Rochester is pleased to introduce you to our electricity supply program, Rochester Community Electricity (RCE). The program is designed to help our community members manage electricity supply costs and increase the use of renewable energy. This letter explains the program and your options.

Your account is scheduled for automatic enrollment in “Rochester Standard” supply beginning with your next available meter read.

Your new supply “Rochester Standard” costs less than Eversource’s current residential supply price.

You may opt out and not participate. You may also select another supply option offered by Rochester.

The deadline to opt out of the program before your enrollment begins is **December 10, 2025**.

RCE is a group purchasing program for electricity supply offered by the Town. Your electric bill from Eversource has two sections: Supply (the source of electricity) and Delivery (getting electricity to you). As your utility, Eversource will always manage Delivery. If you participate in Rochester’s program:

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

RCE is a municipal aggregation program. More than 200 cities and towns operate similar programs. Massachusetts law structures the program as automatic enrollment and requires that customers can opt out before enrollment. You can opt out of the program at any time, without penalty.

ROCHESTER’S SUPPLY PRODUCTS

Our automatic enrollment product, Rochester Standard, is designed to be cost-competitive and contains the minimum renewable energy required by the State. You may also choose an option with more renewable energy.

Our prices are fixed for 36 months, from December 2024 until your December 2027 meter read.

ROCHESTER STANDARD (Auto-enroll)	ROCHESTER PLUS (Option)
13.700 ¢/kWh no additional renewable energy (63% in 2025)	15.040 ¢/kWh adds renewable energy to total 100% (100% in 2025)

The Eversource Basic Service residential price is 14.884 ¢/kilowatt-hour (kWh) from August 1, 2025 – January 31, 2026, and contains the minimum amount of renewable energy required by the State. Because Eversource prices change frequently and future rates are unknown, future savings cannot be guaranteed.

If you participate in the program, your Eversource bill will show “RochesterCommunityElec - Direct” as the supplier. The Rochester price will take effect as of your next available meter read.

NEXT STEPS

- No action is necessary to receive the Rochester Standard product.
- To choose Rochester Plus, call our program’s electricity supplier, Direct Energy, at (866) 968-8065, or submit a request at electricity.townofrochestermass.com.
- To continue with Eversource 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 December 10, 2025:**

Postmark and mail the enclosed opt-out card

or

call Rochester’s supplier at (866) 968-8065

or

submit the opt-out form at electricity.townofrochestermass.com

PROGRAM COMPARISON TO EVERSOURCE BASIC SERVICE

	Eversource Basic Service (If you opt out)	Rochester Standard (Auto-enroll)	Rochester Plus (Option)
Price			
Residential	14.884 ¢/kWh	13.700 ¢/kWh	15.040 ¢/kWh
Small Business	15.150 ¢/kWh		
Large Business	18.037 ¢/kWh*		
Duration	August 1, 2025 – January 31, 2026*	36 months: December 2024 until December 2027 meter reads	36 months: December 2024 until December 2027 meter reads
Renewable Energy Content in 2025 (% of total)			
State required	63%	63%	63%
Voluntary (Class I sources)	0%	0%	37%
Total	63%	63%	100%
Supplier	Eversource	Direct Energy	Direct Energy
The program cannot guarantee savings beyond the current term of Basic Service, because future Basic Service rates are unknown. *The duration for Eversource Basic Service for Large Business customers is three months: November 1, 2025 – January 31, 2026.			

- 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. Eversource will continue to set the Delivery charges on your electric bill.
- Visit electricity.townofrochestermass.com for additional details about our program, including an easy-to-use calculator to compare costs.
- Tax-exempt small business customers participating in the program must provide a copy of their tax-exemption certificate directly to Direct Energy via email at usn.taxexemption@directenergy.com or mail to Direct Energy, Attn: USN Tax Exemption Dept, PO Box 180, Tulsa OK 74101-0180 to maintain tax-exempt status.
- At the end of the pricing term in December 2027, 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 before any such change takes effect. Product details will always be available on the Town’s website for the program: electricity.townofrochestermass.com.
- The State requires all electricity products to include a minimum amount of renewable energy. The Town voluntarily adds more Class I renewable energy to Rochester Plus. Class I renewables come from new sources located within, or delivered to, New England, and were built after 1997. Wind, solar, and low-impact hydropower are some of the most common sources that qualify for Class I. For more details on Class I sources and the minimum amount of renewables required by the State, see <http://www.mass.gov/service-details/program-summaries>.
- Information about Eversource Basic Service: visit www.mass.gov/info-details/basic-service-information-and-rates, or call Eversource at (800) 592-2000.

QUESTIONS & SUPPORT

To make changes to your enrollment (opt out or enroll in a different product), use the online forms at electricity.townofrochestermass.com, or call the supplier at (866) 968-8065. You may opt out of the program at any time with no associated fees or penalties.

- For questions or troubleshooting, please contact Good Energy, the Town’s consultant who manages the program, by using the online form on electricity.townofrochestermass.com, or by calling (508) 301-3868.
- If you are receiving electricity supply from a competitive supplier, you may have signed up after this letter was created. To continue to receive your electricity from that competitive supplier and prevent any possible early termination fees, **you must contact Rochester’s supplier to opt out of the program.** You may do so using the online form on electricity.townofrochestermass.com, or by calling the supplier at (866) 968-8065.