

**APPENDIX B: SAMPLE OPT-OUT LETTER (ON MUNICIPALITY LETTERHEAD AND ENVELOPE)**

[MONTH XX], 2017

Dear Residential or Small Business Customer:

The City/Town/Village [MUNICIPALITY] is able to offer residents and small businesses an opportunity to *lower and stabilize* rates on your electric bill. New rules in New York State allow our community to develop a Community Choice Aggregation (CCA) Program where you and your neighbors increase your individual buying power through a group purchase of electricity.

As an eligible Participant, you can easily take advantage of this opportunity. Your electric account will be transitioned to the CCA Program, unless you opt-out by [MONTH] XX, 2017. There are *no enrollment or switching fees* and your new electricity fixed rate will be **\$0.0XXX** through [MONTH 20XX].

[UTILITY] will still be responsible for your electricity delivery, general maintenance and respond to power outages. You will still receive one bill and pay [UTILITY], you can still take advantage of budget billing and you can participate in the CCA if you have solar.

Our community has joined with others in our region and through the power of aggregation and a competitive bidding process, the Energy Services Company [ESCO] was selected to replace [UTILITY] as your default supplier of electricity.

[ESCO] is able to offer our community electric supply at a fixed rate of **\$0.0XXX** for a period of XX months. With a fixed rate, you will pay the same price per kilowatt hour each month through [MONTH 20XX].

<b>Price Comparison</b>	<b>[UTILITY] Average Price*</b>	<b>CCA Fixed-Rate Price</b>	<b>Estimated Savings</b>
Residential			
Small Commercial			

\*[UTILITY] price is the average supply cost for the past 24 months (XXXX through XXXX)

With the City/Town/Village of [MUNICIPALITY]’s CCA there are:

- ***No Rate Increases for Term of Contract (through [MONTH 20XX])***
- ***No Changes in Billing or Service Delivery***

***CCA Enrollment Information***

After your enrollment is finalized, you will receive two additional letters. One from [ESCO] welcoming you to the CCA Program and one from [UTILITY] to confirm your enrollment with [ESCO] as your new electric supplier. [UTILITY] is required by law to inform you of your option to rescind your enrollment (not participate in the CCA) with adequate notice prior to the scheduled switch.

*More information on back*

***How to Opt-Out***

If you do not wish to participate in the City/Town/Village of [MUNICIPALITY]'s CCA Program, you must opt-out by Month XX, 2017.

If you wish to opt-out:

1. Mail: return the enclosed pre-paid postcard
2. Phone: call [ESCO] at [XXX.XXX.XXXX]
3. Web: visit [opt-out url]

If you have any questions, please refer to the enclosed Frequently Asked Questions document, contact [ESCO] toll-free at XXX-XXX-XXXX or visit megacca.org. Representatives are available 24 hours a day, 7 days a week.

Sincerely,

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Mayor/Supervisor/Municipal Officials  
City/Town/Village of [MUNICIPALITY]