

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].

Price Comparison	[UTILITY] Average Price*	CCA Fixed-Rate Price	Estimated Savings
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]

No penalties or fees will be charged to you for opting out of the Program. No penalties or fees will be charged if you move before the contract expires. [If there is an opt-out fee charged after the end of the third billing cycle it will be indicated here.]

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,

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

ASSISTANCE PROGRAM PARTICIPANT (APP) SAMPLE OPT-OUT LETTER (ON MUNICIPALITY LETTERHEAD AND ENVELOPE)

[MONTH XX], 2017

Dear Residential 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 a participant in one of [UTILITY]'s payment assistance programs, you can easily take advantage of this opportunity. There are *no enrollment or switching fees* to participate and your new electricity fixed rate will be **\$0.0XXX** through [MONTH 20XX]. Through the CCA Program you will be guaranteed savings over your existing costs of electric supply. Your electric account will be transitioned to the CCA Program, unless you opt-out by [MONTH] XX, 2017.

[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 participants in [UTILITY]'s payment assistance program 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]. In addition, as a participant in a payment assistance program you are guaranteed savings over your existing costs of electric supply.

[UTILITY] Average Price*	CCA Fixed-Rate Price	Estimated Savings

*[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***
- ***Participants in payment assistance programs are guaranteed savings***

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]

No penalties or fees will be charged to you for opting out of the Program. No penalties or fees will be charged if you move before the contract expires. [If there is an opt-out fee charged after the end of the third billing cycle it will be indicated here]

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,

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