

[MUNICIPAL LETTER HEAD]

Dear _____,

The [Municipality Name] is pleased to announce our participation in [the program renewal of] a Community Choice Aggregation (CCA) program administered by [CCA Administrator], that puts control of energy supply choices into local hands. [You are receiving this letter because you are newly eligible to participate in the CCA program]. Through a competitive procurement process [ESCO] has been selected to replace [utility] as the default supplier of [electricity, natural gas, or electricity and natural gas] for residential and small-commercial accounts within our community. We have chosen [standard or renewable] supply as the default product offering for our community [but you have the choice to (opt-up or opt-down) to a (standard or renewable) supply option by contacting [ESCO/Admin] at [phone# or website]].

All eligible residential and small-commercial [electricity, natural gas, or electricity and natural gas] customers will be automatically enrolled in the [standard or renewable] supply product[s] beginning with the bill cycle following [date] and will be able to continue to receive the CCA program price of [\$,xxxxx/kWh for electricity and/or \$,xxxxx/Therm for natural gas] through [date]. You may cancel at any time with no fee or penalty [or identify termination fee].

Below is a comparison of [utility] [electricity, natural gas, or electricity and natural gas] supply pricing with the CCA program pricing. While this is not indicative of pricing going forward, it does provide a basis for comparison of standard supply offerings. [If you choose the renewable product offering, you will pay a premium for this product over the utility standard product pricing, however, you will be contributing to NYS clean energy goals.]

	Residential	Small-Commercial
[Utility] Standard Electric Supply*	\$.00000/kWh	\$.00000/kWh
[Utility] Standard Natural Gas Supply*	\$.00000/Therm	\$.00000/Therm
CCA Standard Supply	\$.00000/kWh	\$.00000/kWh
CCA Renewable Supply	\$.00000/kWh	\$.00000/kWh
CCA Natural Gas Supply	\$.00000/Therm	\$.00000/Therm

* 12-month trailing average for [time period] as defined by the Public Service Commission

Please note that if you do not opt-out, you will be enrolled in ESCO service under the contract terms and your information, including energy usage data and APP status, will be provided to [ESCO].

How To Opt-Out

If you decide not to participate in the program, please respond in one of the three ways below:

1. Mail: Return the "Opt-Out" card
2. Phone: Call [] at [].
3. Web: Visit: []. Your Opt-Out Code is [].

Your Municipal Liaison information can be found here: [link](#)
An additional meeting is being held at [location] on [date and time] to outline the program and answer any questions you may have. Please join us!

Sincerely,
Municipality