

[MUNICIPAL LETTER
HEAD]

[Date]

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]. The program puts control of energy supply choices into local hands [and provides access to renewable electricity]. [You are receiving this letter because you are newly eligible to participate in the CCA program]. Through a competitive procurement process an Energy Service Company (ESCO), [ESCO name], 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 option for our community [but you have the choice to switch to a (standard or % renewable) supply option by contacting [ESCO/Admin] at [phone# or website below]].

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 opt-out at any time with no fee or penalty [or identify termination fee].

Below is a comparison of the [utility] posted 12-month trailing [electricity, natural gas, or electricity and natural gas] average supply pricing compared against the CCA program pricing. While the [utility] average is not indicative of [utility] pricing going forward, as [utility] supply pricing is variable and may change each month, the CCA supply offering is [fixed] for the contract period and provides a basis for comparison. [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.]

Product Offering	Residential	Small-Commercial
[Utility] Standard Electric Supply *	\$.00000/kWh	\$.00000/kWh
[Utility] Standard Natural Gas Supply*	\$.00000/Therm	\$.00000/Therm
CCA Standard Supply [DEFAULT]	\$.00000/kWh	\$.00000/kWh
CCA 100% Renewable Supply [DEFAULT]	\$.00000/kWh	\$.00000/kWh
CCA 50% Renewable Supply [DEFAULT]	\$.00000/kWh	\$.00000/kWh
CCA Natural Gas Supply [DEFAULT]	\$.00000/Therm	\$.00000/Therm

*Utility posted 12-month trailing average for [time period] as defined by the Public Service Commission [Rates do not include Gross Receipt Tax (GRT). If GRT is collected in your municipality it will be added to your rate.]

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

How To Opt-Out or Change your Product Offering

If you decide not to participate in the program, or want to change your product offering from the default, please respond in one of the ways below:

For Opt-Outs only: Mail the enclosed "Opt-Out" card

For Opt-Outs or to change your Product Offering: please Call [] at [] or visit : []. [Your Opt-Out Code is [].]

Notice Regarding Contact Information Use

Please be advised that your contact information may be used to inform you of additional product offerings that require your explicit opt-in. If you choose not to receive communications for the marketing of additional products and services [provide procedural steps necessary to remove contact information from the CCA Participant list]

Your Municipal Liaison information can be found here: [link](#)

[An informational 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