



## Town of Marbletown Hudson Valley Community Power



May 10, 2023

Dear Town of Marbletown Resident,

The Town of Marbletown is pleased to announce our participation in the program relaunch of Hudson Valley Community Power, a Community Choice Aggregation (CCA) program administered by Joule Community Power, a division of Joule Assets, Inc., that puts control of energy supply choices into local hands. Through a competitive procurement process Direct Energy Services, LLC has been selected to replace Central Hudson as the default supplier of electricity for residential and small-commercial accounts within our community. We have chosen 50% renewable supply as the default product offering for our community, but you have the choice to opt-up or opt-down to a 100% renewable or standard supply option by contacting Hudson Valley Community Power at (845) 859-9099 or [info@hudsonvalleycommunitypower.com](mailto:info@hudsonvalleycommunitypower.com).

All eligible residential and small-commercial electricity customers will be automatically enrolled in the 50% renewable supply product beginning with the bill cycle following July 1, 2023 and will be able to continue to receive the CCA program price of \$0.11240/kWh through June 30, 2025. You may cancel at any time with no fee or penalty.

Below is a comparison of Central Hudson electricity 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 100% renewable product offering, you will pay a premium of \$0.00287 for this product over the utility standard product pricing, however, you will be contributing to NYS clean energy goals.

Product Offering	Residential	Small-Commercial
Central Hudson Standard Electric Supply*	\$0.11953/kWh	\$0.12554/kWh
CCA Standard Supply	\$0.09870/kWh	\$0.09870/kWh
CCA 50% Renewable Supply	\$0.11240/kWh	\$0.11240/kWh
CCA 100% Renewable Supply	\$0.12240/kWh	\$0.12240/kWh

\*12-month trailing average for January 1, 2022-December 31, 2022 as defined by the Public Service Commission  
If applicable, rates do not include Gross Receipt Tax (GRT)

Please note that if you do not opt-out before June 9, 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 Direct Energy Services, LLC.

### 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 Hudson Valley Community Power at (845) 859-9099
3. Web: Visit: [www.hudsonvalleycommunitypower.com/secureform](http://www.hudsonvalleycommunitypower.com/secureform)

Your Municipal Liaison information can be found here: [www.hudsonvalleycommunitypower.com/town-contact](http://www.hudsonvalleycommunitypower.com/town-contact)

**An additional meeting is being held at Town Hall on Tuesday, June 6 at 7pm to outline the program and answer any questions you may have. Please join us!**

Sincerely,

Town of Marbletown





# HUDSON VALLEY COMMUNITY POWER

## COMMUNITY CHOICE AGGREGATION (CCA)

### FREQUENTLY ASKED QUESTIONS



#### **What is Community Choice Aggregation?**

On April 21, 2016, the NYS Public Service Commission enabled Community Choice Aggregation (CCA) Opt-Out Programs, which offer residential and small-commercial customers an opportunity to receive more attractive energy supply terms through the bargaining power that aggregation provides. As well as educating, encouraging, and empowering communities and individuals to take control of their energy future through engagement with existing opportunities and development of new programs.

#### **What is a CCA Administrator?**

The CCA Administrator is a company, non-profit, or local government that has been authorized by the Public Service Commission to administer a CCA program in New York State. The CCA Administrator is responsible for working with participating municipalities to design and implement a CCA program consistent with the goals of the municipality and its constituents and in compliance with the CCA program requirements. The CCA Administrator solicits bids, awards a supply contract, and performs the necessary program outreach and education to ensure residents are well educated about the program. For those customers who do not opt-out of the program, the CCA Administrator works with your utility to ensure proper enrollment.

#### **What role does my municipality play?**

The municipality is the primary party responsible for meeting the requirements established by the Public Service Commission. First, to enable CCA in your municipality, there must be a Local Law passed that allows for opt-out enrollment for eligible residential and small-commercial accounts. The municipality would then either administer the CCA program themselves or select a CCA Administrator to perform the necessary CCA program requirements.

#### **What does opt-out enrollment mean?**

Opt-out enrollment means that you will automatically be enrolled to participate in the CCA program unless you take action to opt-out of the program. There are multiple ways to opt-out of participation: by phone, online, or by mail. The specific contact information, as well as the date you must opt-out by, will be included on the opt-out letter. If you opt-out of the CCA program, that choice will be recognized for the life of the program.

#### **Who is eligible to participate?**

Most residential and small-commercial customers are eligible to be opt-out enrolled in the CCA program. However, if you have placed a ESCO block on your account or are currently receiving supply services from an ESCO you would not be eligible for opt-out enrollment. If you are an Assistance Program Participant (APP) you would be eligible to participate only if the CCA program has an approved guaranteed savings product offering.

#### **Does the CCA Program replace my utility company?**

No. You will still receive one bill from the utility company, but the supply section of your bill will show the name of the ESCO/CCA Administrator. The utility company will still be responsible for your billing and responding to any power outages.

#### **Will I save money on my monthly bill?**

Unless you are receiving a guaranteed savings supply product offering, such as what is required for APP

customers, there is not a savings guarantee over the utility supply rate. However, with the ability to aggregate or pool demand this would potentially lead to competitive pricing for CCA program participants that would potentially provide greater savings than what the individual account would receive without participating. If your municipality has chosen a renewable supply product offering, you may pay a premium over the default utility supply rate.

### **How will my bill change?**

You will continue to receive your bill from the utility company. The only portion of the bill that will change will be the Supply section which would now include the name of the ESCO and CCA Administrator serving your municipality.

### **What products are available?**

CCA programs are designed with municipalities deciding which supply products will be offered to their constituents, including the default supply product that your account would automatically be enrolled under. These products can be a standard supply product or, for electric supply, a renewable product. While your municipality will decide what the default product offering is, you may have other product options available to you, contact the CCA Administrator to find out more.

### **How do I opt-out?**

There are multiple ways to opt-out of participation: by phone, online, or by mail. The specific contact information, as well as the date you must opt-out by, will be included on the opt-out letter.

### **Can I participate if I opted out previously?**

Yes, you can always opt-back into the program after previously opting-out, but you may need to wait until the next billing period for the change to take effect. Contact the CCA Administrator to join the program.

### **Will this program affect my APP status?**

The CCA program will not affect APP status. If a CCA intends to serve APPs, it must first get approval of the guaranteed savings product that it intends to provide to its APP customers to ensure that the product will provide them with a guaranteed savings.

### **Is there a fee for cancellation or opting-out?**

No, there is never a fee for cancellation or opting-out.

### **What account information is being shared?**

Customer energy usage data is aggregated and anonymized and used for bid solicitations, this does not contain any customer specific details. Your name and address are provided in order to send the opt-out letter. Upon enrollment, your information, including energy usage data and APP status will be provided to the ESCO serving the CCA program.

### **How is my information being protected?**

Before receiving any data from the utility, the CCA Administrator and ESCO must sign a Data Security Agreement (DSA) with your utility. The DSA ensures they have the appropriate cybersecurity and privacy protections in place to protect your information.

### **Who can I contact to report a problem or voice a complaint?**

Complaints should be made to the CCA Administrator, Municipal Liaison, or the ESCO supplier. The information should be listed on the opt-out letter and website. Additionally, complaints can always be made to the NYS Department of Public Service Office of Consumer Services at 1-800-342-3377.

## OPT-OUT REPLY CARD

**Town of Marbletown**

**Community Choice Aggregation**

**Pre-Enrollment ID: [00000000000]**

**Service to: [Service Address]**

**Customer Name**

**Customer Mailing Address**

X \_\_\_\_\_  
Signature Date

**If you want to participate** in the Town of Marbletown 50% Renewable electricity supply Community Choice Aggregation Program, **you do not need to take any action, you will be automatically enrolled.**

**If you do not want to participate, complete the steps listed below.** This card and envelope must be returned within 30 days of the date of this letter to opt-out of the program, otherwise you will be automatically enrolled.

**Opt-Out Instructions if you do not want to participate:**

- 1) Choose one of the following reasons why you are opting out
- 2) Sign and date this card
- 3) Insert into postage pre-paid envelope
  - ☐ I do not agree with opt out enrollment
  - ☐ I am not familiar with this program or its offerings
  - ☐ I do not like the CCA program or administrator
  - ☐ I do not feel I will benefit from this program
  - ☐ Other