

Bridgewater Municipal Aggregation

Local electricity supply with price stability, consumer choice, and cleaner options

“Municipal Aggregation allows us to use the Town’s collective buying power to secure a competitively priced, *fixed* electricity supply for our residents and small businesses—while keeping the same utility service you rely on every day. It allows consumers to make the most cost-effective decision for themselves.”

— Justin Casanova-Davis, *Town Manager*

What is Municipal Aggregation?

A Town-run electricity **buying program** that pools residents and small businesses to negotiate the **supply** portion of your bill. Your **utility** (National Grid) still delivers power, maintains the grid, and responds to outages. Only the “Supply” line item may change.

Why Now: Price Outlook & Stability

- **Stability in a volatile market.** Utility Basic Service prices reset every **6 months**, which can cause swings. Aggregation can lock a **fixed rate** for a longer term to help households **budget with confidence**. (Our program offers a set price for 35 months)
- **Upward pressure on prices.** National and regional forecasts point to higher electricity demand and continued New England winter volatility. A Town-timed competitive bid helps us **manage risk** and avoid chasing seasonal spikes.
- **No promise of monthly savings—promise of predictability.** While month-to-month savings over the utility can’t be guaranteed, aggregation is designed to deliver **price stability and transparency**.

What Stays the Same

- **Same utility** for delivery, maintenance, and outage response.
- **Same bill** format—your utility still bills you.
- **No change to your service quality** or meter reading.

What’s New

- A Town-selected **default product** with a fixed price and a clear term.
- Optional **cleaner electricity** products (e.g., extra MA Class I renewable energy) you can choose.

- **Local control** over products and timing, plus transparent posting of prices and renewable content on the program website.

Consumer Protections

- **Advance notice.** Before enrollment, the Town will mail an **opt-out letter** with the price, term, and renewable content. You'll have **at least 30 days** to opt out **penalty-free** before anything changes.
- **You're in control.** You can **opt out at any time** with no fee, switch between products, or re-join later with no fees or penalties from the Town program.
- **No door-to-door selling** from the Town's program—official notices come by mail and are posted online.

How to Participate

1. **Watch your mail.** Look for the opt-out letter with the program price and term.
2. **Do nothing to join** the default product—or **choose** an optional greener product on the program website.
3. **Prefer to stay with Basic Service?** Opt out—**no penalty**.

Key Facts at a Glance

- **Goal:** Stable, predictable supply pricing; local control; cleaner options (3 overall options).
- **Term:** single or multi-year fixed price (35 months for this initial offering).
- **Cost transparency:** Price, renewable content, and fees are clearly disclosed.
- **Who's eligible:** All residents and small businesses in Bridgewater.