

# Massachusetts Energy Market

November 14, 2023

Massachusetts State House



## Paul Hibbard

*Vice President of the Analysis Group and former chairman of the Massachusetts Department of Public Utilities*



## John Hanger

*Former Pennsylvania Public Utilities Commissioner, Secretary of the Department of Environmental Protection and Secretary of Policy and Planning for Gov. Tom Wolf*



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*Vice President, Policy and Advocacy for the Retail Energy Advancement League*



# Retail Choice – Experience and Prospects

Massachusetts Legislator Briefing  
November 2023

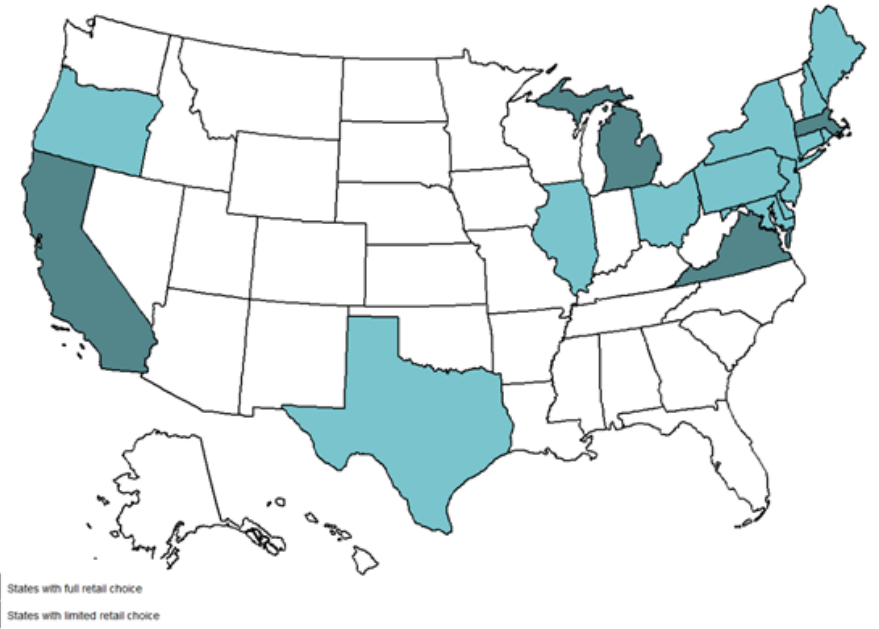
**Paul Hibbard**

## Questions

- While *relatively* new, competitive retail energy supply has had a couple decades to evolve
- What has been the experience to date?
- How should experience with retail supply be evaluated?
- What role may retail competition play in the transition to decarbonized energy supply?
- Recommendations going forward

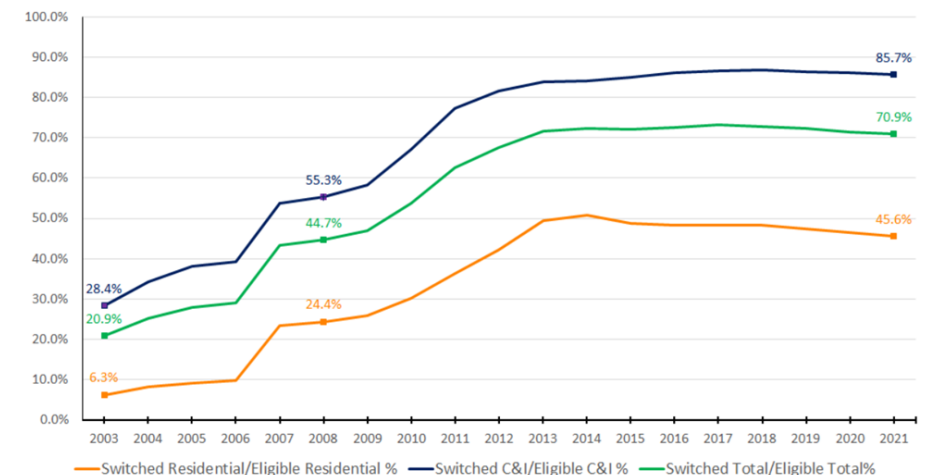
## Experience With Retail Choice

- 20+/- years
- Solid growth in access
- Product diversity and innovation (many tailored to energy/environmental policy goals)
- Wide variety, from all-in (e.g., Texas) to limited access (e.g., commercial/industrial only)
- Disparate market and pricing conditions – variation across states, regions
- Constant hostage to endogenous energy market conditions
- Some bad actors, poor marketing, customer service
- Emergence of community access



### Percentage of Load Switched in the 14 Competitive Jurisdictions

The great majority of eligible load in the choice jurisdictions is served by competitive suppliers  
 Figure 6 of Restructuring Recharged  
 Source: DNV GL 2021 Retail Energy Outlook



## How to Evaluate Retail Competition

- **Competition** – Does retail choice expand consumer options for meeting their electricity needs? Does and will retail competition expand the flexibility and diversity/optionality of electricity supply options?
- **Energy Market Evolution and Climate Goals** – Do retail energy markets empower companies to evolve with customer demand and state policy goals and requirements? Can retail energy markets accelerate the adoption of state climate goals?
- **Consumer Control, Engagement and Preferences** - Do consumers have more control over their usage and products? Are consumers more likely to be active participants and engaged energy users in retail energy markets? Do consumers have options tailored to their unique needs and preferences?
- **Long-Run Consumer Costs** – Is retail choice likely to put downward pressure on energy costs to consumers over time?
- **Education and Transparency** – Does and will retail competition increase consumers' knowledge and understanding of options for electricity service, and does retail choice meet state requirements and objectives for product clarity and transparency?
- **Customer Service and Consumer Protection** – Does and will retail competition meet state requirements and objectives for customer service and consumer protection?

# Retail Choice – Can Help With the Transition to Decarbonized Energy Supply

## Electric Vehicle Products: TXU's Drive for Free and EV Pass

Simple fixed-rate retail electricity supply with free or half-off charging for customer's electric vehicle

- Texas residential product
- Free charging of your EV from 7:00 pm – 1:00 pm, 7 days per week (energy plus delivery)
- Fixed-rate retail electricity supply, 12- or 24-month plans
- 100% renewable energy
- Connects home charger to TXU via mobile app
- *EV Pass* program offers 50% off EV charging, at a lower retail electricity supply rate

## Electric Vehicle Products: Constellation's Green Electricity Plan

Simple fixed-rate retail electricity supply sourced by 100% renewable energy

- Massachusetts residential product
- 100% renewable supply, almost twice the amount required of all suppliers by the Commonwealth
- Long-term, fixed-rate retail electricity supply
- Current price almost half the price of default service

## Electric Vehicle Products: NRG's Bundled Energy with Charitable Contribution

Fixed-rate and variable-rate retail electricity *and* natural gas supply, with donations

- Pennsylvania residential product
- Bundles the customers energy needs into a single product (gas and electric)
- Month-to-month with a three month introductory price
- Up-front contribution of \$100 to Children's Hospital, *plus* annual contribution equal to one percent of total energy bill

- Transportation electrification
- Building electrification
- Distributed energy resources
- Energy efficiency
- Creative pricing
- Bundled energy services

## Retail Choice and the Future of Energy Supply

- The benefits of a functioning competitive market for retail electricity go well beyond price; it allows consumers to exercise choice, drives lower long-run costs through the pressure of competition, fosters innovation, and allows for unique product offerings tailored to consumer interest
- Take active steps to level the playing field between distribution utilities providing default service, community aggregators, and retail suppliers
  - In most states, incumbent utilities have primary or exclusive access to customer data and billing administration, and these frustrate the purpose and conditions of competition
  - Establish fair price to compare (i.e., do not misrepresent other utility costs (transmission etc.) in retail prices)
  - Create level playing field for innovative program offerings like EV charging, energy efficiency, demand response
- The bad experiences some states have had with the actions and predatory practices of some retail suppliers can be effectively ironed out of the framework for retail choice with relatively straightforward changes to the regulatory construct
- States, utilities, and retail suppliers need to double down on efforts to increase consumer education and establish familiarity with retail choice. Competition thrives with active, growing and informed consumer demand

## Contact

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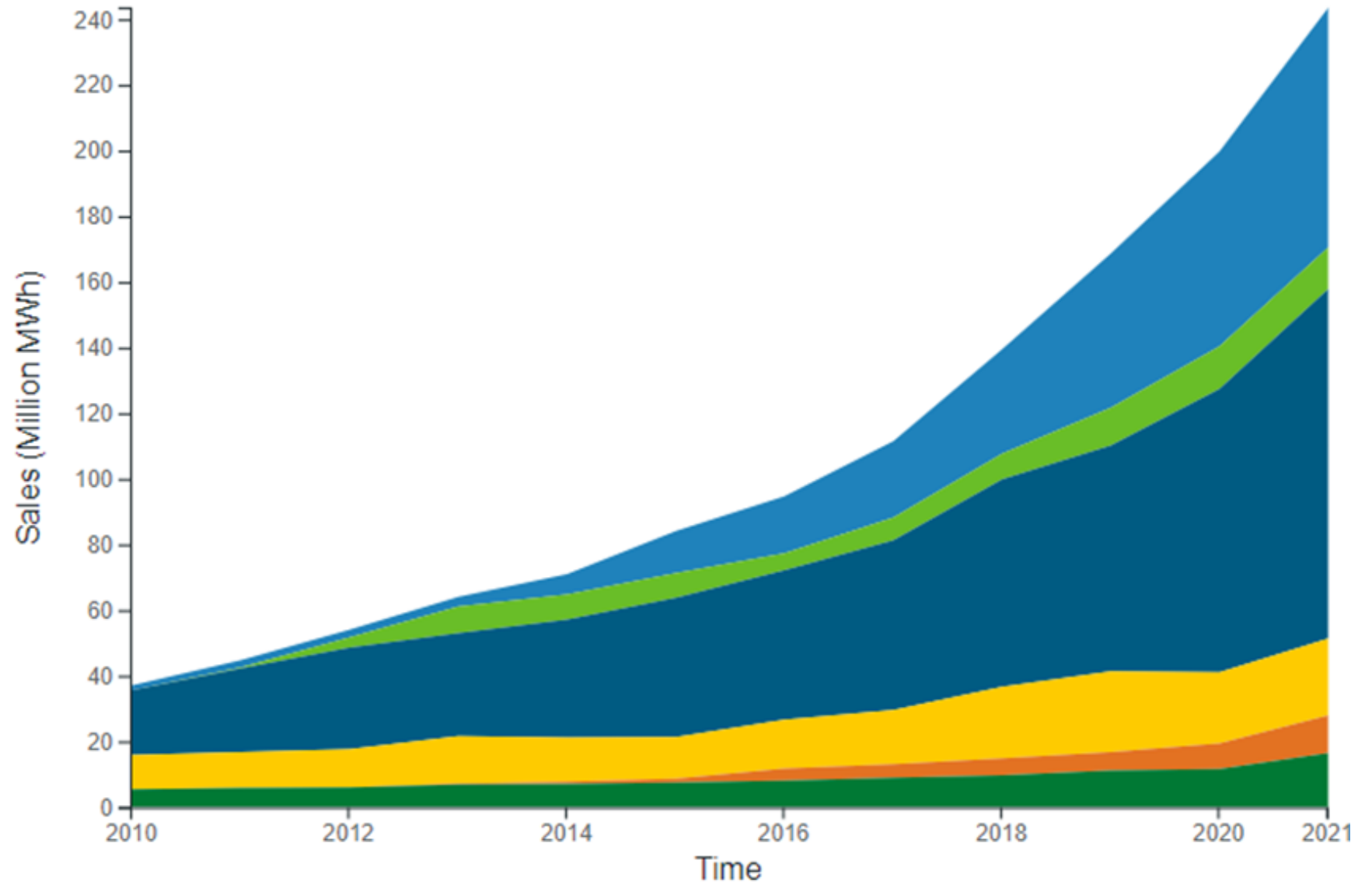




## **John Hanger**

Former Commissioner for the Pennsylvania Public Utility Commission and Secretary of the Pennsylvania Department of Environmental Protection

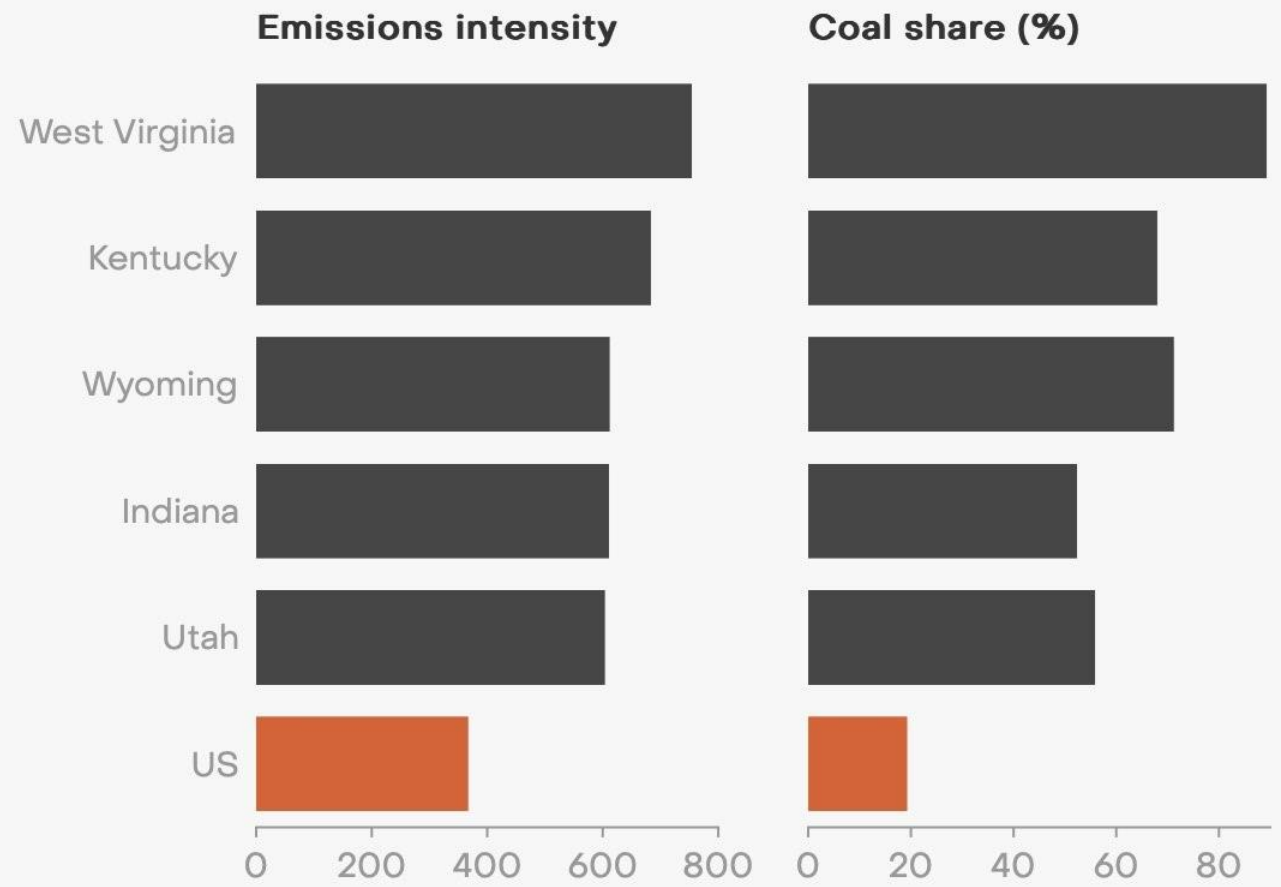
Sales Over Time



- Community choice aggregation
- Competitive suppliers
- Power purchase agreements
- Unbundled RECs
- Utility green pricing
- Utility renewable contracts

# The dirtiest electricity in the US comes from states with a high share of coal

Emissions intensity (gCO2/kWh) and coal share of electricity generation for the 5 dirtiest electricity producers

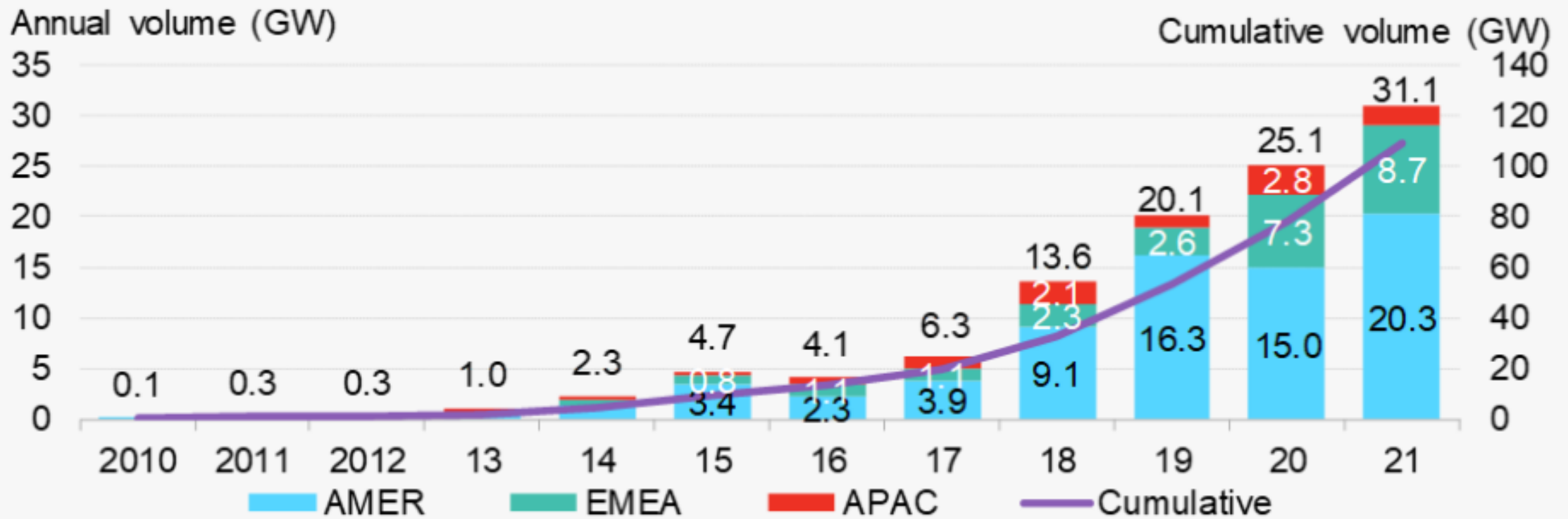


The *five* dirtiest electricity states use government power and monopoly utilities to protect coal and prohibit competition.

Source: Ember US electricity data based on EIA annual electricity generation statistics · ember-climate.org



<sup>1</sup>Fulghum, Nicolas (@nicolasfulghum). Twitter, May, 11 2023, 10:27.



Global corporate PPA volumes, 2010-2021. *Onsite PPAs excluded. APAC volume is an estimate. Pre-reform PPAs in Mexico and sleeved PPAs in Australia are excluded. Capacity is in MW DC* (Source: BloombergNEF).

## **Massachusetts Energy Market - Options & Education**

A review of the options available to Massachusetts electric customers, how to shop based on price and a summary of state best practices in public-facing communications and resources to empower customers in competitive markets with information and options.

*Presented by:*

Abby Foster, Retail Energy Advancement League  
([foster@retailenergychoice.org](mailto:foster@retailenergychoice.org))



# Massachusetts Energy Market

Residential Customers  
(DPU - 2022)

2.4 million

1 million

408,000



## Utility (default service)

*Eversource, National Grid or Unitil*

## Municipal Aggregation

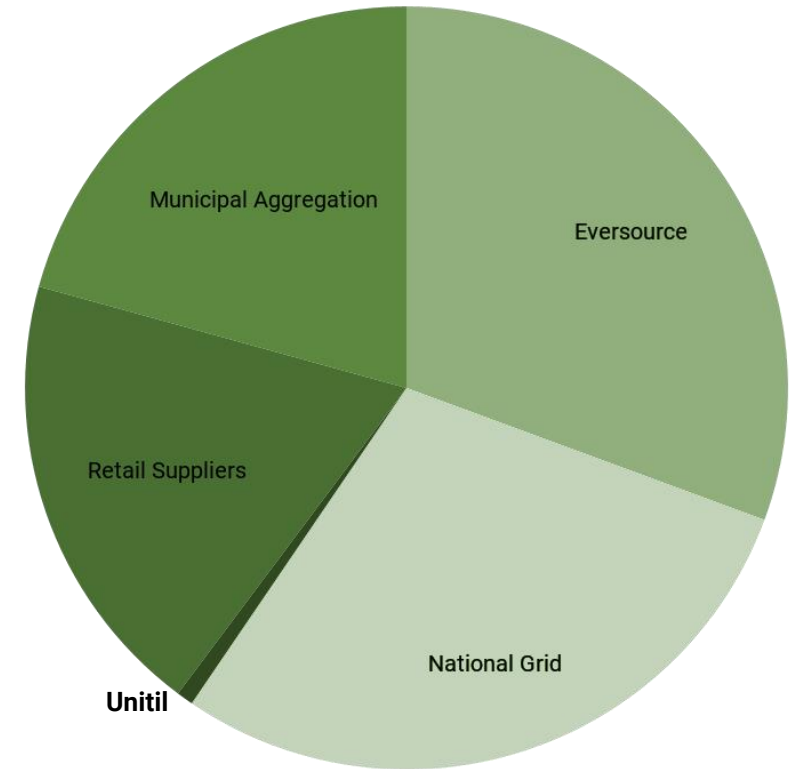
*176 / 351 municipalities offer aggregation plans (2022 data)*

## Retail Energy Supplier

*71 suppliers licensed in Massachusetts (2022 data)*

## Municipal Light Plants

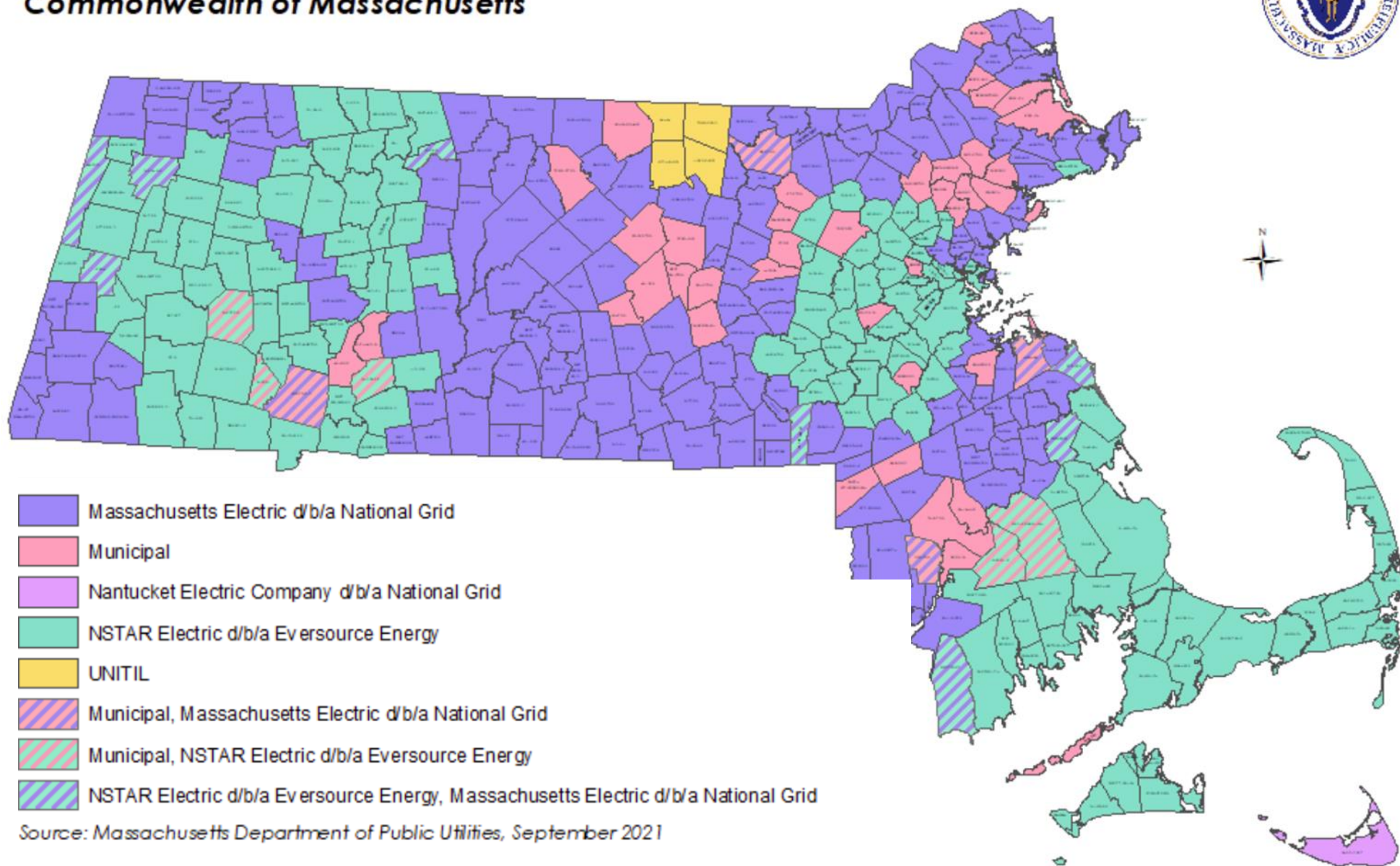
*50 towns where customers must purchase electricity from the plant owned by the town*



**2022 kWh load served  
(R+C+I customers) by supplier**

# Electricity Providers by Municipality

Commonwealth of Massachusetts



Source: Massachusetts Department of Public Utilities, September 2021

# Renewable Energy

The same renewable energy requirements apply across utilities, retail suppliers and municipalities.

Massachusetts Renewable and Alternative Energy Portfolio Standard (RPS & APS) 59% requirement

- Clean energy standard (including RPS Class I) (26%)
- Clean energy standard for clean existing generation units (26%)
- RPS Class II renewable energy (3.5%)
- RPS Class II waste-to-energy (3.7%)

Voluntary RECs purchased and retired on behalf of customers that exceed the 59% state requirement for renewable energy plans can be sourced nationally.

“A renewable energy certificate, or REC is a market-based instrument that represents the property rights to the environmental, social, and other non-power attributes of renewable electricity generation. RECs are issued when one megawatt-hour (MWh) of electricity is generated and delivered to the electricity grid from a renewable energy resource.”





# Massachusetts Customer Plans & Incentives

## 100% renewable plans (49% voluntary additional renewable)

Offered By: **Some Utilities** **Some Municipalities** **Some Retail Suppliers**

## Fixed-rate plans

Offered By: **Utilities** **Municipalities** **Retail Suppliers**

## Variable rate plans

Offered By: **Some Utilities** **Some Retail Suppliers**

## Electric Vehicle Charging Plans

Offered By: **Some Retail Suppliers**

## Flat Monthly Bill

Offered By: **Some Retail Suppliers**

## Home Energy Products

Offered By: **Some Utilities** **Some Retail Suppliers**

## 12+ month Fixed-rate Contracts

Offered By: **Some Municipalities** **Some Retail Suppliers**



enelway

### Clearview Energy ClearCharge Plan

Free nightly EV charging from 11:00 PM to 6:00 AM every day of the week\*  
\$50 cash back when you purchase a ChargePoint or JuiceBox Residential EV Charger\*\*

Enjoy Great Massachusetts  
Electric Rates

Now you can enjoy the best of shopping and entertainment on us.  
Get up to 2 years of Amazon Prime membership with select plans\*.



Pay a flat monthly price  
for your energy supply.

Tired of unpredictable per kilowatt hour rates and seasonal bill spikes? The Inspire One subscription plan provides you with a custom, flat monthly supply price for 100% renewable energy through hot and cold months, 12 months a year. Get your quote for clean energy in 5 minutes or less.

Examples of value-added products or plans available from retail suppliers



# Residential Electric Rates

Utility Supplier	Rate Term	Supply Rate	Rate Term	Supply Rate	Rate Term	Supply Rate	Rate Term	Supply Rate
NStar-Eversource	7/1/22–12/31/22	17.9¢/kWh	1/1/23 – 6/30/23	25.6¢/kWh	7/1/23 - 12/31/23	16.1¢/kWh	1/1/24 – 6/30/24	TBD
WMECo-Eversource	7/1/22–12/31/22	15.4¢/kWh	1/1/23 – 6/30/23	21.9¢/kWh	7/1/23 - 12/31/23	14.9¢/kWh	1/1/24 – 6/30/24	TBD
National Grid	5/1/22–10/31/22	11.5¢/kWh	11/1/22 – 4/30/23	33.9¢/kWh	5/1/23 - 10/31/23	14.1¢/kWh	11/1/23 - 7/31/24	18.2¢/kWh
Unitil	6/1/22–11/30/22 12/1/22–12/30/22	13.4¢/kWh 17.9¢/kWh	1/1/23 – 7/31/23	21.4¢/kWh	8/1/23 – 1/31/24	21.2¢/kWh	2/1/24–7/31/24	TBD

2022 Average Mass. Residential Utility Rate: 25.97 ¢/kWh


2021 Average Mass. Residential Utility Rate: 22.89 ¢/kWh

Data Source: Massachusetts Department of Public Utilities “Basic Service Rates 10.3.2023”

# Reading your Utility Bill

Basic service prices have 3 cost components:

1. Supply costs
2. Renewable portfolio standards (RPS) compliance costs
3. Administrative costs

	<small>SERVICE FOR</small> <div style="background-color: black; width: 100px; height: 15px; margin: 2px 0;"></div> <small>ESSEX MA 01929</small>	<small>BILLING PERIOD</small> Feb 8, 2022 to Mar 8, 2022	PAGE 2 of 2
		<small>ACCOUNT NUMBER</small> <div style="background-color: black; width: 50px; height: 15px; margin: 2px 0;"></div>	<small>PLEASE PAY BY</small> Apr 2, 2022
			<small>AMOUNT DUE</small> <b>\$ 70.53</b>

<p><b>Choosing an Energy Supplier</b> You can choose who supplies your energy. No matter which energy supplier you choose, National Grid will continue to deliver energy to you safely, efficiently and reliably. We will also continue to provide your customer service, including emergency response and storm restoration. National Grid is dedicated to creating an open energy market that lets you choose from a variety of competitive energy suppliers, who may offer different pricing options. For information on authorized energy suppliers and how to choose, please visit us online at <a href="http://ngrid.com/ma-energychoice">ngrid.com/ma-energychoice</a></p>	<table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Customer Charge</td> <td style="width: 30%;"></td> <td style="width: 10%; text-align: right;">10.00</td> </tr> <tr> <td>Dist Chg</td> <td>0.06868275 x 249 kWh</td> <td style="text-align: right;">17.10</td> </tr> <tr> <td>Transition Charge</td> <td>-0.00098569 x 249 kWh</td> <td style="text-align: right;">-0.24</td> </tr> <tr> <td>Transmission Charge</td> <td>0.03035571 x 249 kWh</td> <td style="text-align: right;">7.56</td> </tr> <tr> <td>Energy Efficiency Chg</td> <td>0.00938 x 249 kWh</td> <td style="text-align: right;">2.33</td> </tr> <tr> <td>Renewable Energy Chg</td> <td>0.0005 x 249 kWh</td> <td style="text-align: right;">0.12</td> </tr> <tr> <td>Distributed Solar Charge</td> <td>0.0036 x 249 kWh</td> <td style="text-align: right;">0.90</td> </tr> <tr> <td>Electric Vehicle Charge</td> <td>0.00046 x 249 kWh</td> <td style="text-align: right;">0.11</td> </tr> <tr> <td colspan="2" style="text-align: right;"><b>Total Delivery Services</b></td> <td style="text-align: right;"><b>\$ 37.88</b></td> </tr> </table> <p><b>Supply Services</b></p> <p><small>SUPPLIER</small> National Grid</p> <table border="0" style="width: 100%; border-top: 1px solid black;"> <tr> <td style="width: 60%;">Basic Service Fixed</td> <td style="width: 30%;">0.13113 x 249 kWh</td> <td style="width: 10%; text-align: right;">32.65</td> </tr> <tr> <td colspan="2" style="text-align: right;"><b>Total Supply Services</b></td> <td style="text-align: right;"><b>\$ 32.65</b></td> </tr> </table>	Customer Charge		10.00	Dist Chg	0.06868275 x 249 kWh	17.10	Transition Charge	-0.00098569 x 249 kWh	-0.24	Transmission Charge	0.03035571 x 249 kWh	7.56	Energy Efficiency Chg	0.00938 x 249 kWh	2.33	Renewable Energy Chg	0.0005 x 249 kWh	0.12	Distributed Solar Charge	0.0036 x 249 kWh	0.90	Electric Vehicle Charge	0.00046 x 249 kWh	0.11	<b>Total Delivery Services</b>		<b>\$ 37.88</b>	Basic Service Fixed	0.13113 x 249 kWh	32.65	<b>Total Supply Services</b>		<b>\$ 32.65</b>
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# How to Shop Based on Price

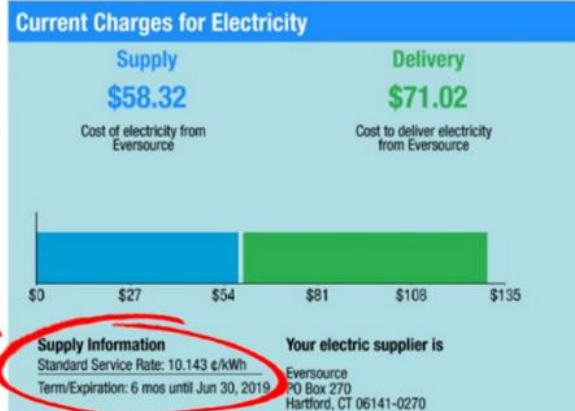
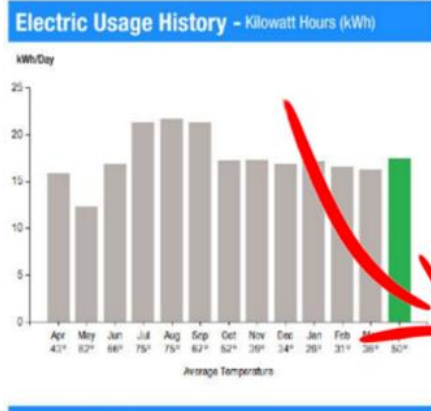
step

1

Find out how much you are currently paying for electric supply by looking at the “standard service rate,” “supplier rate” or “supply services” on your electric bill

**EVERSOURCE**  
 Account Number: 0000 000 0000  
 Statement Date: 04/29/19  
 Service Provided To:  
 JOHN J CUSTOMER

**Total Amount Due by 05/27/19 \$129.34**  
 Amount Due On 04/24/19 \$100.72  
 Last Payment Received On 04/23/19 -\$100.72  
 Balance Forward \$0.00  
 Total Current Charges \$129.34



**nationalgrid** SERVICE FOR ██████████ BILLING PERIOD Feb 8, 2022 to Mar 8, 2022 PAGE 2 of 2  
 ESSEX MA 01929 ACCOUNT NUMBER ██████████ PLEASE PAY BY AMOUNT DUE  
 ██████████ Apr 2, 2022 \$ 70.53

Choosing an Energy Supplier You can choose who supplies your energy. No matter which energy supplier you choose, National Grid will continue to deliver energy to you safely, efficiently and reliably. We will also continue to provide your customer service, including emergency response and storm restoration. National Grid is dedicated to creating an open energy market that lets you choose from a variety of competitive energy suppliers who may offer different pricing options. For information on authorized energy suppliers and how to choose, please visit us online at [ngrid.com/ma-energychoice](http://ngrid.com/ma-energychoice)

Customer Charge			10.00
Dist Chg	0.06868275	x 249 kWh	17.10
Transition Charge	-0.00098569	x 249 kWh	-0.24
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<b>Total Delivery Services</b>			<b>\$ 37.88</b>

**Supply Services**  
 SUPPLIER National Grid

Basic Service Fixed	0.13113	x 249 kWh	32.65
<b>Total Supply Services</b>			<b>\$ 32.65</b>

**Explanation of General Billing Terms**  
 KWH: Kilowatt-hour, a basic unit of electricity used.  
 Off-Peak: Period of time when the need or demand for electricity on the Company's system is low, such as late evenings, weekends and holidays.  
 Peak: Period of time when the need or demand for electricity on the Company's system is high, normally during the day, Monday through Friday, excluding holidays.  
 Estimated Bill: A bill calculated on your typical monthly usage rather than on an actual meter reading, usually rendered because we are unable to read your meter.  
 Meter Multiplier: A number by which the usage on certain meters must be multiplied by to obtain the total usage.  
 Demand Charge: The cost of providing electrical distribution equipment to accommodate your largest electrical load.  
 Supplier Service Charges Consist of:  
 Generation Charge: The charge(s) to provide electricity to the customer by a supplier.

amount of electricity you use.  
 Distribution Charge: The cost of delivering electricity from the beginning of the Company's distribution system to your home or business.  
 Transition Charge: Company payments to its wholesale supplier for terminating its wholesale arrangements.  
 Transmission Charge: The cost of delivering electricity from the generation company to the beginning of the Company's distribution system.  
 Energy Efficiency Charge: The cost of energy efficiency program services offered by the Company.  
 Renewable Energy Charge: A charge to fund initiatives for renewable energy and fostering formation, growth, expansion and retention of renewable energy and related enterprises.  
 Distributed Solar Charge: Recovers the cost of the Massachusetts solar program, including payments to owners of solar systems.  
 Electric Vehicle Charge: Recovers the cost of the Electric Vehicle Program, including rebates for installation of EV charging infrastructure and for off peak charging.

# How to Shop Based on Price

step

2

Visit [www.EnergySwitchMA.gov](http://www.EnergySwitchMA.gov), select “Home,” enter your home address zip code and click “start shopping.”



The screenshot shows the Energy Switch Massachusetts website. The header includes the logo, navigation links for "GO SHOPPING", "YOUR ELECTRIC SERVICE", "ABOUT THE WEBSITE", and "CONTACT US", and the "Mass.gov" logo. The main content area has a yellow background with the heading "LET'S GO SHOPPING — FOR ELECTRIC SUPPLY". Below this, there is a paragraph explaining that electricity consumers in Massachusetts have a choice regarding their electric supply. To the right, there are two numbered steps: "1. I am shopping for my:" with radio buttons for "Home" and "Business", and "2. My zip code is:" with a text input field and a "Start Shopping" button. The background of the main content area features a photograph of a person's hands typing on a laptop keyboard, with papers and sticky notes on the desk.

**ENERGY SWITCH MASSACHUSETTS**

GO SHOPPING YOUR ELECTRIC SERVICE ABOUT THE WEBSITE CONTACT US Mass.gov

## LET'S GO SHOPPING — FOR ELECTRIC SUPPLY

Electricity consumers in Massachusetts have a choice regarding who provides their electric supply. The Massachusetts Department of Public Utilities has developed this website to assist consumers in shopping for electric supply products.

1. I am shopping for my:

Home  Business ⓘ

2. My zip code is:

## LET'S GO SHOPPING

for **residential** electric supply products in the **National Grid** service territory. You can filter, sort, and compare the products to help you find which may be right for you. Note that supplier participation on Energy Switch MA is voluntary; as such, suppliers may offer products that are not listed on this website. Click [here](#) to view a list of all suppliers in Massachusetts.

**Average Monthly Usage (kWh)** ⓘ

Usage / month


**Filtering Options**









Sort By

View




**Electric Supply Products**

Total Products: 40

SUPPLIER NAME	PRICE ⓘ	CONTRACT TERM ⓘ	RENEWABLE ENERGY ⓘ	ADDITIONAL PRODUCTS & SERVICES	ESTIMATED MONTHLY COST ⓘ
Basic Service ⓘ	18.213 ¢/kWh TBD	Nov '23 through Jul '24 Aug '24 through Jan '25	Required:59%   Voluntary:0% TOTAL : 59%		\$109.28 through Jul '24
 ⓘ	14.377 ¢/kWh	through Nov '26 No cancellation fee No automatic renewal	Required:59%   Voluntary:0% TOTAL : 59%		\$86.26 through Nov '26
	13.290 ¢/kWh	9 months Cancellation fee ⓘ	Required:59%   Voluntary:0% TOTAL : 59%		\$79.74 through Aug '24

step

3

# How to Shop Based on Price

Select “Show Options” to filter the results based on your preferences.

**Contract Term** – This is the number of months in your contract at the price per kilowatt hour rate you lock in.

**Early Cancellation Fee** – If you decide to change suppliers prior to the end of your contract term, some suppliers charge an early cancellation fee. This will be noted in the terms of your contract.

**LET'S GO SHOPPING**

for residential electric supply products in the NSTAR db/a Eversource Energy service territory. You can filter, sort, and compare the products to help you find which may be right for you. Note that supplier participation on Energy Switch MA is voluntary; as such, suppliers may offer products that are not listed on this website. Click [here](#) to view a list of all suppliers in Massachusetts.

Average Monthly Usage (kWh) ⓘ

Usage / month 600 Update

**Filtering Options**

Hide Options Clear Filter Filter

Pricing	Contract Term	Renewable Energy	Additional Products & Services	Supplier
<b>Monthly cost:</b> \$ 0 \$ 500 <input type="checkbox"/> No monthly charge <input type="checkbox"/> No enrollment fee	<b>Term:</b> 3 months 60 months <input type="checkbox"/> No cancellation fee <input type="checkbox"/> No automatic renewal	<input type="checkbox"/> Renewable product <input type="checkbox"/> 100% renewable <input type="checkbox"/> New regional resources	<input type="checkbox"/> Energy related products & services <input type="checkbox"/> Non-energy related products & services <input type="checkbox"/> No products & services	<b>Supplier</b> <Select>

Sort By Monthly Cost: Low to High View Summary Print Download to CSV (Excel) Compare



step

4

# How to Shop Based on Price

Compare the price per kilowatt hour you are paying from your electric bill with the available offers under “Price.” Consider upcoming rate increases that have been announced by your utility.

Check the varying lengths of contracts under “Term Length.”

The renewable makeup of the product is located under “Renewable Energy.”

Your estimated monthly costs based on your personalized inputted usage at the top is the final column. If you do not adjust this, the estimated monthly costs are calculated using the typical monthly usage of 600 kWh.

The screenshot shows the Energy Switch Massachusetts website. At the top, there is a navigation bar with links for 'GO SHOPPING', 'YOUR ELECTRIC SERVICE', 'ABOUT THE WEBSITE', and 'CONTACT US', along with the 'Mass.gov' logo. Below this is a yellow banner with the text 'LET'S GO SHOPPING' and a sub-header 'Average Monthly Usage (kWh)'. A form allows users to input their usage (600 kWh) and click 'Update'. Below the banner is a 'Filtering Options' section with buttons for 'Pricing', 'Contract Term', 'Renewable Energy', 'Additional Products & Services', and 'Supplier'. A 'Sort By' dropdown is set to 'Monthly Cost: Low to High'. Below the filters is a table of 'Electric Supply Products' with 43 total products. The table has columns for 'SUPPLIER NAME', 'PRICE', 'CONTRACT TERM', 'RENEWABLE ENERGY', 'ADDITIONAL PRODUCTS & SERVICES', and 'ESTIMATED MONTHLY COST'. The first few rows are visible, showing products from 'Basic Service', 'Town of Arlington Community Electricity', 'Town of Arlington Community Electricity', 'Residents Energy', and 'Public Power'.

SUPPLIER NAME	PRICE	CONTRACT TERM	RENEWABLE ENERGY	ADDITIONAL PRODUCTS & SERVICES	ESTIMATED MONTHLY COST
Basic Service	25.776 e/kWh TBD	Jan '23 through Jun '23 Jul '23 through Dec '23	Required: 50%   Voluntary: 0% TOTAL : 50%		\$154.66 through Jun '23
Town of Arlington Community Electricity	17.200 e/kWh	through Nov '24 No cancellation fee No automatic renewal	Required: 50%   Voluntary: 30% TOTAL : 80% New regional resources		\$103.20 through Nov '24
Town of Arlington Community Electricity	10.770 e/kWh	7 months No cancellation fee Automatic renewal	Required: 50%   Voluntary: 0% TOTAL : 50%		\$64.62 through Dec '23
Residents Energy	11.980 e/kWh	8 months No cancellation fee Automatic renewal	Required: 50%   Voluntary: 0% TOTAL : 50%		\$71.88 through Jan '24
Public Power	12.390 e/kWh	6 months Cancellation fee	Required: 50%   Voluntary: 0% TOTAL : 50%		\$74.34 through Nov '23

# How to Shop Based on Price

step

5


After you choose your product and click “Sign Up,” you will be directed to the supplier’s website. If you are not immediately directed to a page with the offer you have selected, review the supplier’s available offers and be sure to select the same product you chose on the Energy Switch MA platform.

Carefully review the terms and conditions before signing up. If you are in the middle of a billing cycle, your updated rate and supplier information will be reflected on the bill following the close of the current cycle you are in.


# Shopping Tips

- When you sign up for a new supplier, note the contract end date and set a reminder on your calendar in advance of the end date to review the terms of the contract (if it will be automatically renewed) or shop for a new supplier.
- Even if you are in a long-term contract, check the Energy Switch MA site monthly to determine if you can find an offer that better suits your needs.
- If you are shopping for cost savings, consider your local utility's upcoming rate increases in addition to the current rates. Many suppliers provide long-term, fixed-rate contracts. While the price might not be lower than the current utility rate, it may be lower than what the utility rate will be in the upcoming term and worth switching for future savings.

# Shopping Tips (hedging)



[GO SHOPPING](#)
[YOUR ELECTRIC SERVICE](#)
[ABOUT THE WEBSITE](#)
[CONTACT US](#)



## LET'S GO SHOPPING

for **residential** electric supply products in the **National Grid** service territory. You can filter, sort, and compare the products to help you find which may be right for you. Note that supplier participation on Energy Switch MA is voluntary; as such, suppliers may offer products that are not listed on this website. [Click here](#) to view a list of all suppliers in Massachusetts.



Average Monthly Usage (kWh) ⓘ

Usage / month  Update

Filtering Options [Show Options](#) [Clear Filter](#) [Filter](#)

Pricing
Contract Term
Renewable Energy
Additional Products & Services
Supplier

Sort By 
View 
[Print](#)
[Download to CSV \(Excel\)](#)
Compare

Electric Supply Products					Total Products: 19
SUPPLIER NAME	PRICE ⓘ	CONTRACT TERM ⓘ	RENEWABLE ENERGY ⓘ	ADDITIONAL PRODUCTS & SERVICES	ESTIMATED MONTHLY COST ⓘ
Basic Service ⓘ	11.491 ¢/kWh <i>TBD = 33.9¢/kWh beginning Nov. 1</i>	May '22 through Oct '22 Nov '22 through Apr '23	Required 51%   Voluntary 0% TOTAL : 51%		\$68.95 through Oct '22
 <a href="#">Sign Up</a> <a href="#">Compare</a> <input type="checkbox"/>	17.990 ¢/kWh	36 months Cancellation fee ⓘ Automatic renewal ⓘ	Required 51%   Voluntary 0% TOTAL : 51%		\$107.94 through Oct '25
 <a href="#">Sign Up</a> <a href="#">Compare</a> <input type="checkbox"/> New Customers Only ⓘ	20.000 ¢/kWh	18 months Cancellation fee ⓘ Automatic renewal ⓘ	Required 51%   Voluntary <del>0%</del> 49% TOTAL : 100%		\$120.00 through Apr '24

Nov. 2022 example



## **Consumer Protection Services from the State**

If a customer is unhappy with the service provided by a supplier or identifies a billing discrepancy, they should review the terms of their contract and contact the supplier. If they are unable to resolve the issue with the company, they can contact the Commonwealth resources below for assistance.

### **Massachusetts Department of Public Utilities**

Phone: (877) 886-5066

[File a complaint online](#)

([www.mass.gov/how-to/file-a-complaint-involving-a-gas-electric-or-water-company](http://www.mass.gov/how-to/file-a-complaint-involving-a-gas-electric-or-water-company))

### **Massachusetts Attorney General's Consumer Advocacy & Response Division**

Phone: (617) 727-8400

Monday-Friday, 8 a.m. - 4 p.m.

# Customer Resources

## **EnergySwitchMA shopping FAQs:**

- [energyswitchma.gov/#/faq/restructuredmarketfaq](https://energyswitchma.gov/#/faq/restructuredmarketfaq)

## **Current and posted future utility rates:**

- [mass.gov/info-details/basic-service-information-and-rates](https://mass.gov/info-details/basic-service-information-and-rates)
- [retailenergychoice.org/monthly-state-product-summaries](https://retailenergychoice.org/monthly-state-product-summaries)

## **Shopping Guide Using EnergySwitchMA.gov:**

- [retailenergychoice.org/wp-content/uploads/2023/06/MA-Energy-Shopping-Guide-2023.pdf](https://retailenergychoice.org/wp-content/uploads/2023/06/MA-Energy-Shopping-Guide-2023.pdf)

## **Energy Assistance Programs:**

- [mass.gov/info-details/help-paying-your-utility-bill](https://mass.gov/info-details/help-paying-your-utility-bill)



### PUC Educational Forum

April 26, 2022 | 6 p.m.



**PAPUC\_ConsumerEd** @PAPUCConsumerEd · Dec 21, 2022

.@PA\_PUC Consumer Education is one of the commissions core purposes and throughout 2022 the PUC urged financially-stressed households across the state to explore the many options available to help keep their monthly utility bill affordable. #CallUtilitiesNow



# Do ratepayers know they have the option to shop?

- Energy market education videos
- Dedicated space on retail shopping on commission website
- Dedicated space on utility bill on options available to ratepayers with link to state shopping platform
- Community engagement
- Promotion of state shopping website

<b>Supply</b>	<b>\$53.88</b>	Usage from May 15 - Jun 14	<b>\$46.59</b>	<b>Delivery</b>
<b>NextEra Energy Services - Res</b> 1-800-882-1276	<b>Effective Date</b> 6/5/23			<b>PPL Electric Utilities</b>
See Supply Details for information.				
<b>PPL Electric Utilities Price to Compare</b>				
<b>\$0.12126</b>	Use this price when comparing supplier offers.			
<b>SHOP FOR ELECTRICITY</b>				
Visit PAPowerSwitch.com or www.oca.state.pa.us If you're shopping, know your contract expiration date. Account Number: <b>25310-67028</b> The price to compare is updated June 1 <sup>st</sup> and December 1 <sup>st</sup> . Rate: RS. View schedule at ppelectric.com/rates				

**Usage Charges \$100.47**

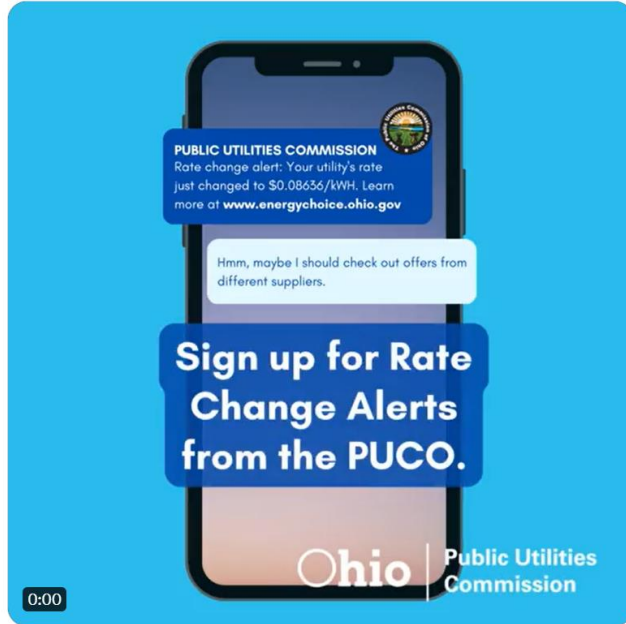
**WANT TO SAVE?**  
Shaded air conditioning units use up to 10% less electricity than if they operate in the sun.

Example of language making customers aware of their ability to shop on a utility bill in Pennsylvania. This also includes information on where customers can shop and where they can look up the utility rate and scheduled changes.



Public Utilities Commission of Ohio @PUCOhio · Apr 24

This could be you, if you signed up for Rate Change Alerts from the PUCO. [bit.ly/rate-change-al...](https://bit.ly/rate-change-al...)



# Do ratepayers receive timely updates to make informed decisions?

## Timely Updates

- Changes in Utility Rates
  - Subscription for rate change alerts
  - Press Release
  - Social media
  - Partner amplification
    - Media
    - Consumer advocate
    - Legislators
    - Towns and local government
    - Consumer groups
    - Community groups
    - Retail energy suppliers
    - Industry trade groups
    - Organizations that represent minorities
- Seasonal Usage Reminders



Lindsey Williams @SenWilliamsPA

How much can you #SaveInPA by shopping for an electric supplier? 💡  
👉👉 The average Pennsylvania household could save up to \$49 per month, according to offers on the PUC's PAPowerSwitch electric shopping website. Learn more about how you can save: [buff.ly/3nhZeD1](https://buff.ly/3nhZeD1)





← Tweet



Public Utilities Commission of Ohio  
@PUCOhio

...

If you've decided to switch energy suppliers, there's a few things you should do to get the most out of it. Let's break down the steps:



Sort by

Price (low to high)

### Price

- Variable price
- Fixed price
- Unlimited price

### Term Length

- Any -

- Introductory Price
- Discounts/Incentives Available

### Terms & Conditions

- No Cancellation Fee
- No Monthly Fee
- No Enrollment Fee

### Special Programs

- Net Metering
- Renewable Energy
- PA Wind
- Renewable PA
- Solar

Past Prices | Current Price | Future Price

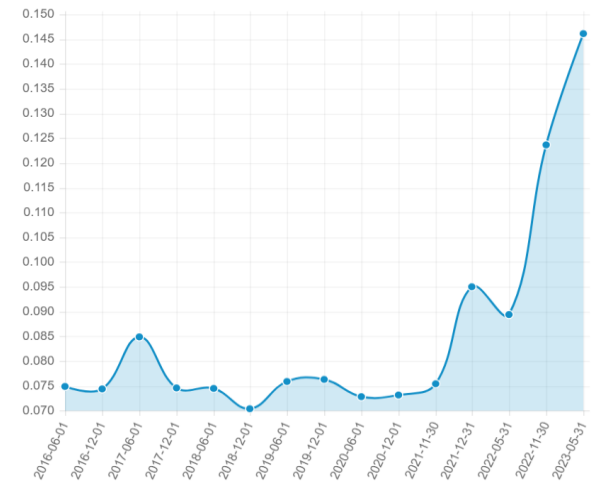
PPL Electric  
Utilities  
1-800-DIALPPL

\$0.12126  
per kWh

**\$84.88**  
Estimated per Month

Your Individual Price to Compare depends on your actual usage. For more information, please visit [PPL Electric Utilities's website](#).

Rate Schedule: RS - Regular Residential Service



# Are ratepayers empowered with information to identify bad actors?

## Consumer information and protections

- Questions to ask a supplier
- Contract term requirements
- Supplier marketing requirements
- Easy noncompliance reporting
- Complaint reporting transparency



Energy choice: How to handle a door-to-door sales pitch

Maryland PSC  
831 subscribers

19 likes, Share, Save, and other video controls.

PA PUC @PA\_PUC · Jul 18, 2022  
Consumers should watch out for deceptive or high-pressure energy marketing efforts & misleading claims about savings [ow.ly/qkfZ50JYnyG](#) #PUC4U

**BEWARE OF ENERGY SCAMS**  
Watch for deceptive or high-pressure energy marketing efforts and misleading claims about savings

**CLEAR RULES FOR ENERGY MARKETING**  
Sales agents must immediately identify themselves and explain the reason for the call or visit

PAPUC  
PENNSYLVANIA PUBLIC UTILITY COMMISSION

**PAPUC**  
PENNSYLVANIA PUBLIC UTILITY COMMISSION

## #CheckForID

For door-to-door energy sales & marketing, always know who you are dealing with!

➔ VISIT [PUC.PA.GOV](http://PUC.PA.GOV) FOR TIPS AND MORE INFO ABOUT ENERGY SALES IN PA

Shop. Compare. Choose.

75001 | 1-10 OF 38 | SORT BY PRICE/kWh | VIEW 10 PER PAGE

COMPARE	Company	Plan Details	Price/kWh	Pricing Details	Ordering Info
<input type="checkbox"/>	CleanSky	• Embrace Green 8 - New Customer Special • Fixed Rate • 8 Months • 100% Renewable • NEW CUSTOMERS	1,000 kWh <b>12.8¢</b> 500 kWh 2000 kWh 13.2¢ 12.6¢	Cancellation Fee: \$100.00 Fact Sheet Terms of Service YRAC	(888) 733-5557 OR <b>SIGN UP</b>
<input type="checkbox"/>	octopus energy	• Octo 12 with Electric Vehicle (EV) Connected • Fixed Rate • 12 Months • 100% Renewable	1,000 kWh <b>13.2¢</b> 500 kWh 2000 kWh 14.7¢ 12.5¢	Cancellation Fee: \$100 Fact Sheet Terms of Service YRAC	(833) 628-6888 OR <b>SIGN UP</b>
<input type="checkbox"/>	octopus energy	• Octo 12 with Smart Thermostat Connected • Fixed Rate • 12 Months • 100% Renewable	1,000 kWh <b>13.2¢</b> 500 kWh 2000 kWh 14.7¢ 12.5¢	Cancellation Fee: \$100 Fact Sheet Terms of Service YRAC	(833) 628-6888 OR <b>SIGN UP</b>
<input type="checkbox"/>	CleanSky	• Embrace Green 12 - New Customer Special • Fixed Rate • 12 Months • 100% Renewable • NEW CUSTOMERS	1,000 kWh <b>13.4¢</b> 500 kWh 2000 kWh 13.8¢ 13.2¢	Cancellation Fee: \$150.00 Fact Sheet Terms of Service YRAC	(888) 733-5557 OR <b>SIGN UP</b>

# Summary of Resources Available Online

[retailenergychoice.org/summary-of-resources-consumer-education](http://retailenergychoice.org/summary-of-resources-consumer-education)

## Examples from state commissions

- Energy choice explanations
- Questions to Ask
- Mailers
- Videos
- Campaign materials
- Graphics
- Press releases

## Resources from REAL

*Unbranded materials available upon request*

- State shopping guides
- Monthly market summaries



# Questions?

## Massachusetts Energy Market

November 14, 2023  
Massachusetts State House



### **Paul Hibbard**

*Vice President of the Analysis Group and former chairman of the Massachusetts Department of Public Utilities*



### **John Hanger**

*Former Pennsylvania Public Utilities Commissioner, Secretary of the Department of Environmental Protection and Secretary of Policy and Planning for Gov. Tom Wolf*



### **Abby Foster**

*Vice President, Policy and Advocacy for the Retail Energy Advancement League*

