



APRIL 2015

### ELEC. RATE DECREASE

Effective for all bills issued as of April 1, 2015:

The "GTA" component on all SELCO electric bills will decrease to \$0.0033. As a result of this adjustment, the R-1 residential rate will drop approximately 8% from \$0.13116 /kWh to \$0.12016 /kWh.



### APRIL HOURS

Patriots' Day  
APRIL 20, 2015  
OFFICE: CLOSED  
HELP DESK: 10AM to 6PM



### 750kWh of Electricity

Cost as of April 1, 2015



As of Feb. 2, 2015 NSTAR is now Eversource Energy.

### ANNUAL ARBOR DAY CELEBRATION

Sat. April 25 – 8:30 to 11:00 am @ Shrewsbury Town Common

Join us for SELCO's annual Arbor Day celebration on Saturday, April 25, from 8:30 to 11:00 am at the Shrewsbury Town Common.

FREE Tree Giveaway - SELCO will be giving away 750 free trees to Shrewsbury residents. All selected varieties are resistant to Asian Longhorn Beetle infestation, and are not classified as host trees.

Seedling quantities are limited - first come, first served. Trees will not be distributed before 8:30 a.m. Trees are available to SELCO customers only. Please bring a SELCO bill or other ID proving Shrewsbury residency. Available varieties include:

- **Tuliptree** - Bright green leaves that resemble tulip flowers, golden yellow fall colors. Grows 70' to 90' with 40' spread.
- **River Birch** - This fast growing tree has unique, peeling, cinnamon-colored bark. Year-round color standing out in the fall and winter. Grows 40' to 70' with a 40' to 60' spread.
- **Washington Hawthorn** - This late blooming, flowering tree is the preferred tree for songbirds! It has great fall color: orange, scarlet or purple. Grows 25' to 30' with a 25' spread.
- **Eastern Redbud** - Spectacular rosy pink blossoms that appear in April. Great colorful foliage year round with reddish-brown leaves changing to dark green then to yellow in fall. Grows to 20' to 30' with 25' to 35' spread.
- **Prairie Fire Flowering Crabapple** - This hardy tree capable of growing in a wide range of conditions. Bright red flowers and Showy Fall foliage make this tree perfect addition to any yard. Bird- and wildlife-friendly fruit. Short ornamental tree 15'-20' tall by 15' wide

**Eco-Friendly Program Info & Giveaways** - Information about SELCO's green initiatives and free eco-friendly promotional items will be available. Local environmental and community groups will also be on hand.



## Contact Us

### Shrewsbury Electric and Cable Operations

100 Maple Avenue

Shrewsbury, MA 01545

[SELCO.ShrewsburyMA.gov](http://SELCO.ShrewsburyMA.gov)

**Customer Service:** 508-841-8500

**Office Hours:** 7:30 AM to 4:30 PM M-F

**Help Desk:** 508-841-8572

**Help Desk Hours:** 8 AM to 10 PM M-Sat.  
10 AM to 10 PM Sun.

## BENEFITS OF A MUNICIPALLY OWNED UTILITY

In addition to the cash benefits to the Town highlighted below, each SELCO cable customer saved approximately \$100.00 in 2014 compared to what they would have paid Charter Cable for basic and expanded basic cable services (not including taxes and fees, which would make the savings even greater).

The average SELCO residential electric customer with 750 kWh monthly energy use saved \$461.91 by having SELCO instead of National Grid. That's a total savings of approximately \$561.91 per customer!

### ESTIMATED FINANCIAL BENEFITS OF MUNICIPAL OWNERSHIP – ELECTRIC

\$237,569	Direct cash payment in lieu of taxes (although SELCO is tax exempt, the Light Commission votes annually to make a payment to the Town.)
\$19,442	Estimated interest income from operating cash and depreciation funds.
\$721,959	Reduced electric rates for all Town buildings when compared to rates of neighboring investor-owned electric companies.
\$273,459	Reduced street lighting rates SELCO charges the Town for street lighting. These rates are below those charged by neighboring investor-owned electric companies.
<u>\$73,942</u>	SELCO labor used to assist other town departments.
<b>\$1,326,371</b>	<b>Total Value of SELCO Electric to the Town for 2014</b>

### ESTIMATED FINANCIAL BENEFITS OF MUNICIPAL OWNERSHIP – CABLE

\$1,259,250	The total franchise payment was \$794,361. This is significantly more than the maximum mandatory payment of the 5% of signal revenue that cable operators are required to pay. Under the federal formula the payment would have been only \$440,057. In addition SELCO contributed a total of \$464,889 in cash, salaries, and benefits for Shrewsbury Media Connection (SMC).
\$11,963	Estimated interest income from SELCO cable operating cash held by the Town.
\$76,800	Value of Institutional Network including fiber and electronics for transfer of computer data, voice, and Internet between all town buildings, including schools and police.
\$34,560	Internet services provided to Town and Schools.
<u>\$11,000</u>	Telemetry lines for water pump stations.
<b>\$1,393,579</b>	<b>Total Value of SELCO Cable to the Town for 2014</b>

**TOTAL SELCO CONTRIBUTIONS TO THE TOWN FOR 2014 = \$2,719,944**

**Prime Media**  
A VISUAL COMMUNICATIONS COMPANY

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on SELCO Digital Cable**

**Cable advertising is the most effective and  
affordable way to advertise your business!**

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help you choose from top rated networks  
on SELCO Digital Cable.**

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For more information contact:

**Gail Pearson, Account Executive**  
**Prime Media**  
781.929.9459  
gpearson@pmpmail.net

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Premieres Sunday, 4/12 at 9pm

Blended

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