Date Filed: September 03, 2026

Witness: Edward A. Davis, Kimberly R. Parsons and Megan Bernardini
Request from: Conservation Law Foundation

Question:

(SPACE HEATING RATE) Please describe the Company's plan to notify customers about the availability of Rate 6. Provide copies of all advertising, marketing and educational materials, including bill inserts, transcripts of any media spots, and scripts for customer service representatives. If such materials have not been prepared, when does the Company intend to provide them for review and comment by interested parties?

Response:

Pending approval of the Space Heating Rate, the Company will communicate availability of the rate and potential cost savings through a variety of channels, which may include:

- Bill inserts
- On-bill messaging
- Information on eversource.com
- Direct email and/or letter
- Customer e-newsletter
- Outreach to community leaders, legislators and community-based organizations
- Traditional and social media
- Talking points for Customer Service Representatives

These materials will be developed prior to the potential launch of the rate, when details of the rate design are finalized and approved. It is the Company's standard practice, as time allows, to solicit feedback on customer messaging with our online customer panel. That feedback will be incorporated into the final messaging to maximize clarity and engagement. Feedback from other stakeholders or interested parties may be solicited prior to launch of the rate, as determined by PURA.