Date Filed: October 21, 2026

Witness: Douglas P. Horton, Jared A. Lawrence, Megan Bernardini, Edward A. Davis, Shamus O'Brien and Kimberly Parsons
Request from: UCONN

Question:

(Affordability and Customer Engagement) Refer to Exhibit CLP-RATES 8 at p.3 which states that "engagement strategies are tailored by customer segment, including residential customers, small and medium commercial customers, larger commercial and industrial customers, and customers with separately metered EV charging load." Please describe in detail what engagement strategies have been or are being utilized for larger commercial and industrial customers.

Response:

The Company's customer engagement efforts for large commercial and industrial customers are generally conducted through the Company's Account Executive organization. Account Executives provide ongoing support to business customers and serve as a primary point of contact regarding electric service, including discussions related to rate options, bill impacts, energy efficiency programs, distributed energy resources, reliability and rate comparisons. As part of these interactions, Account Executives may provide information regarding available time-varying rate ("TVR")/time-of-use ("TOU") rate offerings and assist customers in evaluating whether such rates align with their operational needs and usage profiles.

In addition to direct customer engagement, the Company provides communications tailored to larger commercial and industrial customers, including periodic newsletters covering topics of interest to this customer segment. The Company also conducts large meetings/forums, and similar outreach activities from time to time that may include information regarding rate options, electrification initiatives, load management, and other energy-related topics relevant to commercial and industrial operations.

Larger commercial and industrial customers may also obtain information regarding available rates and through the Company's website, eversource.com. Future TVR offerings may also be highlighted through press releases, and other broad communications, as applicable.

These engagement strategies are consistent with the objectives described in Exhibit CLP-RATES 8, including increasing awareness of available rate options, improving customer understanding of potential bill impacts, and supporting informed customer decision-making regarding participation in TVR/TOU offerings.