Date Filed: October 27, 2026

Witness: Jared A. Lawrence, Shamus O'Brien, Edward A. Davis and Kimberly R. Parsons
Request from: Department of Energy and Environmental Protection

Question:

(TVR Customer Engagement Plan) Refer to Exhibit CLP-RATES-8, Section 5.4. Please describe the objective performance standards that are contemplated for the TVR Customer Engagement Plan, including any numerical targets or benchmarks for customer awareness, engagement, enrollment, complaints, and opt-outs. If numerical targets have not yet been established, identify when and through what process they will be proposed.

Response:

The Company has not established objective performance standards, numerical targets, or benchmark levels for customer awareness, engagement, enrollment, complaints, or opt-outs as part of the TVR Customer Engagement Plan described in Exhibit CLP-RATES-8. As discussed in Exhibit CLP-RATES-8, the Company's proposed Customer Engagement Plan is intended to provide a framework for customer education, outreach, and evaluation of customer engagement efforts. The Company intends to monitor customer feedback, inquiry trends, participation patterns, customer research results, awareness measures, engagement metrics, and enrollment metrics to assess the effectiveness of customer engagement activities.

As stated in Exhibit CLP-RATES-8, the most effective time to engage customers regarding the benefits of TVR options is following full deployment of Advanced Metering Infrastructure ("AMI"), when customers will be better positioned to realize the full benefits of TVR offerings and the Company will have access to interval usage data that will support evaluation of customer participation and bill impacts. Accordingly, the Company has not proposed specific numerical targets at this time. Any future performance standards, targets, or reporting requirements may be informed by experience gained through customer engagement activities, customer research results, AMI deployment, TVR program implementation, and any requirements established by PURA in this or future proceedings.