ES 06:

2026-2027 JOINT ARREARS MANAGEMENT PLAN

COMMUNICATION PLAN

June 1, 2026

I. TABLE OF CONTENTS

I. TABLE OF CONTENTS 2
II. EXECUTIVE SUMMARY 3
A. INTRODUCTION 3
B. GOAL 3
C. CUSTOMER COMMUNICATIONS GUIDING PRINCIPLES 3
D. AUDIENCE 3
III. ONGOING COMMUNICATIONS – TO ALL CUSTOMERS 4
A. PROGRAMS TO HELP 4
B. NEWS RELEASES 4
C. RADIO AND TV 4
D. SOCIAL MEDIA 4
E. EVERSOURCE.COM/ BILLHELP 4
F. CUSTOMER UPDATE E- NEWSLETTER 4
G. ON-BILL MESSAGE NEWS FOR YOU 4
H. BILL ENVELOPE MESSAGE 5
I. LETTERS/ EMAILS/ DIGITAL ALERTS 5
J. STAKEHOLDER E-NEWSLETTER 5
K. CUSTOMER WEBINARS AND IN-PERSON OUTREACH EVENTS 5
L. ** DEPARTMENT OF SOCIAL SERVICES OPPORTUNITY AND RESOURCE CENTERS 5
IV. CUSTOMER OUTREACH CAMPAIGNS 6
A. TARGETED COMMUNITY OUTREACH CAMPAIGN 6
B. GEO-TARGETED, PAID ADVERTISING CAMPAIGN 6
C. HEATING ASSISTANCE AWARENESS MONTH 7
D. PROMOTION OF THE CONNECTICUT ENERGY ASSISTANCE PROGRAM (CEAP) 7
E. CROSS MARKETING PAYMENT ASSISTANCE PROGRAMS WITH ENERGY EFFICIENCY 7
F. CROSS MARKETING PAYMENT ASSISTANCE PROGRAMS WITH RESIDENTIAL RENEWABLE ENERGY SOLUTIONS (RRES) AND ENERGY STORAGE SOLUTIONS (ESS) 8

II. EXECUTIVE SUMMARY

A. INTRODUCTION

As required by PURA Docket 21-07-01, Eversource annually submits a customer education and outreach plan focused on arrearage forgiveness, assistance, clean energy and efficiency programs.

B. GOAL

Drive awareness and engagement in available programs, discounts and protections.

C. CUSTOMER COMMUNICATIONS GUIDING PRINCIPLES

The following principles are used to ensure effective customer communications:

- Adapt key messages and channels based on feedback received from the Energy Affordability Customer Communications Working Group where possible.
- Leverage Voice of the Customer ("VOC") feedback to improve message clarity and recall.
- Simplify and focus messages on a single call to action.
- Generally, target an 8th grade reading level or below (noting exceptions for required proper nouns, such as Company or program names, contact information and website addresses that may raise the reading level).

D. AUDIENCE

- Qualifying residential electric and gas customers
- Community Action Agencies, town social services, community and municipal leaders and public officials
- Partners like Generation Power CT, United Way 211, and Department of Social Services
- General Public
- Media

III. ONGOING COMMUNICATIONS – TO ALL CUSTOMERS

The following direct customer communications are intended for *all* customers. Delivery channel(s), Description and/or key message(s), target audience, timing and frequency are included.

New in 2026
***** Added as a result of feedback from Energy Affordability Customer Communications Working Group.*** [1]

Ongoing Communications to all Customers			
Channel	**Description**	**Audience(s)**	**Timing/ Frequency**
A. Programs to Help insert and handout (English/Spanish)	• Provides information on eligibility for shut-off protections, assistance programs, discounts, and payment plans.	• Customers receiving a service-shut off notice • Eversource.com/billhelp • General public at outreach events • Community Action Agencies, town social services, municipal and community leaders and public officials • Generation Power CT, United Way 211 • Bill insert to residential electric and gas customers Sept. – April	Year-round and upon request
B. News releases	Eversource service shut-off protections, assistance programs, discount rate, and payment plans are promoted several times throughout the year with messaging in news releases as appropriate.	Connecticut media, all customers, general public	Ongoing
C. Radio and TV	Interviews with media outlets throughout the year, also in Spanish as appropriate.	All customers, general public	Ongoing
D. Social media	Postings on Eversource social media channels to promote service shut-off protections, assistance programs and payment plans.	All customers, general public	Ongoing
E. Eversource.com/ billhelp	Direct links to payment plans, protections, discount rate, assistance and efficiency programs to help.	All customers, general public	Ongoing
F. Customer Update e- newsletter	Regular inclusion of assistance programs and payment plans in monthly customer e-newsletter	Residential electric and gas customers for whom we have a valid email address	Ongoing
G. On-bill Message *News for You*	*News for You* on-bill messages promote payment plans and assistance programs regularly.	Residential electric and gas customers	Ongoing

[1] Eversource provides an update related to discussions with the Energy Affordability Customer Communications Working Group. Eversource discussed the Medical Certification of Illness form with the working group in March 2026. Eversource provides an update that it will make a small change to the medical protection form to make it consistent with the medical protection web portal. The change is adding a requirement to provide the child's date of birth. This item is already required within the medical web portal

Ongoing Communications to all Customers			
Channel	**Description**	**Audience(s)**	**Timing/ Frequency**
H. Bill envelope message	*Programs to Help* are promoted directly on the billing envelope with a QR code linking to eversource.com/billhelp.	Customers receiving printed bills	Oct. – Dec. 2026
I. Letters/ emails/ digital alerts	To increase awareness and successful participation in assistance programs and protections, eligible customers receive year-round communications via letters or digital alerts (email and text) regarding enrollment status and actions required: • Financial Hardship Status (eligibility for protections and assistance programs) • Matching Payment Program	Customers with a financial hardship status and/or enrolled in Matching Payment Program.	Year-round
J. Stakeholder e-newsletter	Program information regularly included in monthly digital newsletter for state and municipal leaders.	State and municipal leaders	Ongoing
K. Customer webinars and in-person outreach events	Virtual and in-person events to educate on shut-off protections, assistance programs, payment plans and energy efficiency. **Events are promoted in several ways:** • Emails sent to customers with past-due balances. • Flyers shared with community action agencies, town services, leaders and public officials for promotion on their websites, social media and other channels. • News releases, social media and eversource.com/billhelp**.** • Flyers shared at community events and food banks.	• Residential customers with past-due balances. • Residential customers in community where event will be held • Community Action Agencies, Municipal and Community Leaders, and Public Officials • Media	Ongoing
L. ** **Department of Social Services Opportunity and Resource Centers**	Partnering with Department of Social Services Opportunity and Resource Centers across the state to share bill help handouts and messaging.	Clients and customers visiting DSS Resource Centers in Eversource service territories	2026 and ongoing

IV. CUSTOMER OUTREACH CAMPAIGNS

Campaigns			
A. TARGETED COMMUNITY OUTREACH CAMPAIGN			
Campaign	**Description**	**Audience**	**Timing/ Frequency**
Targeted community outreach campaign	Outreach efforts strategically targeting the cities of Stamford, Bristol, Danbury, Waterbury and Hartford, selected as a result of overlaying data on arrearages, EJ census blocks and communities with less than 50% awareness of programs. **Tactics**: • Bill help wallet cards: ✓ 100% approval in customer testing ✓ Translated to Spanish ✓ Distributed by customer-facing teams and field workers • Toolkit for local leaders and communities • Social media • Community-based advertising • * Ad hoc bill help email sent to customers in the five targeted communities • * State and municipal leaders bill help email created for summer peak usage	Electric and gas residential customers	Ongoing
B. GEO-TARGETED, PAID ADVERTISING CAMPAIGN			
Campaign	**Description**	**Audience**	**Timing/ Frequency**
Geo-targeted, paid advertising campaign	**2025 paid advertising campaign media approach and results, used to inform 2026 channel mix:** • Used a programmatic media partner to run Standard Display, Native Display, and High Impact Mobile Interscroller ads targeting Household-Income (HHI less than $50K) and Spanish-speaking audiences with keywords like *Bill Assistance* and *Income-Based Payment Plans.* • Expanded reach with large, high-visibility Out of Home (OOH) billboards along I-91 and I-84. • Paid media delivered over 93.5 million impressions in 2025. Out of those impressions, there were 55.6K clicks which is a 468% increase from 2024. • Impressions for English and Spanish audiences were split 58% and 42%. English audiences had a click through rate of .14% and Spanish audiences had a click through rate of .16% In 2026, these same core *Bill Help* and *Bill Discount* messages will run in English and Spanish beginning in June through year end, and our media plan may include both programmatic display targeted by household income and language, and high-profile billboard locations along interstate highways I-84 & I-91 in Connecticut. This year we	Geo-targeted to English and Spanish speaking customers in Connecticut towns with highest number of customers with accounts past due by 60 or more days.	July 14, 2025-December 31, 2025 *(See description for 2026 schedule)*

Campaigns			
	will also explore a mix of placements static and digital posters, bus shelters, and platform kiosks in targeted communities.		
C. HEATING ASSISTANCE AWARENESS MONTH			
Channel	**Description**	**Audience (s)**	**Timing/ Frequency**
Toolkit	Connect residents to Eversource, state and federal assistance programs annually in Nov. at the start of the winter heating season leveraging a variety of channels, including. ✓ Email/letter (from community and municipal leaders, public officials, and community action agencies to their constituents and our customers) ✓ Talking points/Outbound call script ✓ Messaging for websites and social media pages ✓ Graphic for social media	Community and municipal leaders, public officials, libraries, churches, senior centers, social service agencies	Sent throughout November
Email	An email promoting Heating Assistance Awareness Month and programs to help.	Customers for whom we have a valid email address	Third week in November
Customer Update e-newsletter	Promoted and linked in our monthly customer e-newsletter.	Customers for whom we have a valid email address	First week in November
Flyer	Flyer promoting Eversource, state and federal programs annually in November.	General public at outreach events	November
Bill insert	Bill insert promoting Eversource, state and federal programs annually in November.	Residential electric and gas customers	November
Eversource.com	Direct link and promotion from the eversource.com homepage.	All customers	November
News release	Heating Assistance Awareness Month promoted via a news release and all social media platforms.	All customers	November
Social media	Heating Assistance Awareness Month promoted via all social media platforms.	All customers	November
D. PROMOTION OF THE CONNECTICUT ENERGY ASSISTANCE PROGRAM (CEAP)			
Channel	**Description**	**Audience**	**Frequency**
Letter or email	In compliance with Order No. 28 in Docket 23-05-01 and to maximize participation in CEAP, we will continue our promotion of CEAP assistance during the winter heating season with a targeted email or letter sent twice during the season, to eligible customers to encourage them to apply for CEAP with a compelling call to action to receive up to the maximum award amount towards their heating bill.	Financial hardship, residential gas or electric heating customers, not receiving CEAP	November 2026 and March 2027
E. CROSS MARKETING PAYMENT ASSISTANCE PROGRAMS WITH ENERGY EFFICIENCY			

Campaigns			
For the Company's full cross promotional plan, refer to PURA Docket No. 17-12-03RE01, written comments on PRO's Track 4 Sprint Report.			
Channel	**Description**	**Audience (s)**	**Timing/ Frequency**
Direct mail	Regular inclusion in customer letters.	Residential electric and gas customers	Periodically
Bill inserts	Promotion in bill inserts that are also promoting assistance programs.	Residential electric and gas customers	Periodically
Programs to Help insert/handout	Included in handout distributed during events, inserted with shut off notices and available on eversource.com/billhelp, and used as a bill insert.	• Customers receiving a service-shut off notice • General public at outreach events	Ongoing
Webinars/outreach events	Home Energy Solutions - Income Eligible program is discussed during customer webinars and outreach events.	Customers with past due balances/ All customers	Ongoing
Eversource.com/billhelp	A direct link to Home Energy Solutions – Income Eligible program is available on eversource.com/billhelp.	General public	Ongoing
Home Energy Guide	A guide with products, tips, ways to save and additional resources that Home Energy Solutions – Income Eligible participants receive after their home energy assessment.	Residential electric and gas customers	On going
Assessment Report	A personalized report outlining energy-saving recommendations and potential savings that customers receive after their home energy assessment.	Residential electric and gas customers	Ongoing
F. **CROSS MARKETING PAYMENT ASSISTANCE PROGRAMS WITH RESIDENTIAL RENEWABLE ENERGY SOLUTIONS (RRES) AND ENERGY STORAGE SOLUTIONS (ESS)**			
Channel	**Description**	**Audience(s)**	**Timing/ Frequency**
Matching Payment Program Letter/email	Promoted in letters/emails to customers on the Matching Payment Program.	• Customers on Matching Payment Program	Ongoing
Webinar	Discussed during annual webinar for Community Action Agencies and social service agencies.	• Community Action Agencies and social service agencies	Annually
Programs to Help One Pager insert and handout	Included in handout distributed during events, inserted with shut off notices and available on eversource.com/billhelp.	• Customers receiving a service-shut off notice • General public at outreach events	Ongoing
Eversource.com/billhelp	Direct links to RRES and ESS available on eversource.com/billhelp.	• All customers/general public	Ongoing