EVERSOURCE

Connecticut Time-varying Rate (TVR) Customer Engagement Plan

Table of Contents

1. EXECUTIVE SUMMARY 2
2. OVERVIEW 4
3. CUSTOMER TIME-VARYING RATE (TVR) RATE OPT-IN 5
4. CUSTOMER RESEARCH 5
5. CUSTOMER OUTREACH 6
   5.1 Awareness Phase 6
   5.2 Consideration Phase 7
   5.3 Engagement Phase 8
   5.4 Measuring Success 9
   5.5 Time-varying Rate (TVR) Options 9
   5.6 Reporting Requirements 11
6. CONCLUSION 11

1. EXECUTIVE SUMMARY

Eversource's Time-varying Rate (TVRs) Customer Engagement Plan, also referred to as Time-of-use rates (TOUs), describes what would be the Company's approach to educating customers about TVR and electric vehicle (EV) rate options that are currently available, as well as providing a consistent framework that can be applied to future TVR offerings as they are introduced. The Company feels strongly that the most effective time to engage customers in the benefits of TVR options is after full implementation of advanced metering infrastructure (AMI), when customers may be able to broadly take advantage of and realize the full benefits. Prior to full implementation of AMI, the primary objective of the plan is to engage interested customers at a more targeted level and provide information to aid in their decision making and in any necessary behavioral shifts. The characteristics and dynamics of TVR make clear, proactive customer education essential to ensuring customer understanding, informed choice, and positive customer experiences.

The purpose of this engagement plan is to ensure that customers understand how TVR and EV rates work, including how electricity prices vary by time of day, what usage patterns may be most compatible with these rates, and what choices are available to customers before and after enrollment. The plan emphasizes transparency, plain-language communication, and customer choice, recognizing that TVR rates may not be appropriate for all customers and that participation should be voluntary, where possible, and well-informed.

Customer engagement efforts focus on three primary objectives:

1. **Increasing awareness of available TVR and EV rate options**
2. **Improving customer understanding of time-based pricing and potential bill impacts**
3. **Supporting customers in determining whether these rates align with their household behaviors or business operations**

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.

Eversource will employ a multi-channel communication strategy that includes print and digital channels, bill communications, customer service interactions, EV program touchpoints, and community outreach. Educational materials will prioritize clear explanations of peak and off-peak periods, practical examples of usage behavior, and straightforward descriptions of eligibility, enrollment steps, and customer protections. Messaging will be optimized for clarity, to help set realistic expectations, and reinforce that customers retain flexibility if a TVR or EV rate does not meet their needs.

The engagement approach is structured to support customers across awareness, consideration, and ongoing education phases. Initial outreach focuses on building familiarity with TVR concepts, followed by more targeted information for eligible customers considering enrollment. Ongoing

education and support will reinforce understanding after customers begin service on a TVR or EV rate.

Eversource will monitor customer feedback, inquiry trends, and participation patterns to evaluate the effectiveness of engagement efforts and refine messaging over time. Through this customer-focused approach, the Company seeks to promote informed choice, support customer satisfaction, and advance broader system objectives related to electric load management and electrification, while maintaining alignment with regulatory expectations and customer protections.

_____

2. OVERVIEW

The Time-varying Rate (TVR) Customer Engagement Plan identifies key phases for educating customers about TVR and EV rate options that are currently available, while establishing a scalable framework that can be applied to future TVR offerings as they are introduced. The engagement approach is designed to support increasing levels of customer understanding—from building awareness of time-based pricing concepts to customer-specific education that helps customers determine whether TVR or EV rates align with their usage patterns.

Customer communications across all available channels will be utilized, including broad outreach to raise awareness of TVR concepts and targeted, customer-specific messaging to support informed consideration and ongoing participation. Messaging and engagement activities may vary by customer segment and will evolve as customers move through each phase of understanding.

PHASE:	Awareness	Consideration	Engagement
What? *(Learning Objective)*	Overview of Time-varying pricing concepts and availability of TVR rate options	Understanding whether a TVR or EV rate may be a good fit based on customer usage patterns and potential for savings	Ongoing education for customers taking service on TVR or EV rates
When?	Ongoing	When customers are eligible for or evaluating rate options	Upon enrollment and throughout participation
How? *(Mediums / Channels)*	- Email and email newsletter - Bill inserts - eversource.com - Social media - Press releases - Outreach through community partners - Customer service Support	- Targeted emails - Rate comparison information on eversource.com - Bill messages - EV program touchpoints - Customer service support	- Targeted emails - eversource.com - Bill messages - Webinars - Outreach through community partners - Customer service support

3. CUSTOMER TIME-VARYING RATE (TVR) RATE OPT-IN

Participation in many TTVR and EV rate options is voluntary, and customers may choose to enroll in these rates if they determine that time-based pricing aligns with their household or business usage patterns.

Eversource's Time-varying Rate (TVR) Customer Engagement Plan is designed to support an informed opt-in approach by emphasizing customer education, transparency, and choice. Customers will be provided clear, plain-language information on how TVR and EV rates operate, the potential benefits and considerations associated with time-based pricing, and the types of usage behaviors that may be better suited to these rate options. This engagement enables customers to evaluate TVR rates thoughtfully.

Customers who choose not to enroll in a TVR or EV rate will continue to receive service under their existing rate and may elect to opt in at a later time, subject to eligibility and availability. Educational materials and communications will remain available to support customers whose preferences, usage patterns, or technologies change over time.

This opt-in structure is intended to respect customer preferences for control and flexibility in rate selection, particularly in the absence of default enrollment. By prioritizing education and voluntary participation, where possible, the approach supports informed decision-making, helps minimize bill confusion, and aligns TVR enrollment with customer needs and expectations.

4. CUSTOMER RESEARCH

Eversource maintains a robust Customer Experience and Voice of the Customer program that informs the development, refinement, and evaluation of customer-facing initiatives. This program includes a combination of customer research activities such as surveys, interviews, focus groups, usability testing, and ongoing feedback captured through the Company's online customer community and advisory forums. Insights gathered through these efforts are used to guide customer communications, program design, and educational strategies across a range of topics, including electric rates and pricing structures.

Customer research plays an important role in the development and implementation of the Time-varying Rates (TVR) Customer Engagement Plan. Prior to and throughout the plan period, Eversource will use customer research to better understand customer awareness of TVR concepts, preferences related to rate choice and control, and information needs when evaluating time-based pricing options. These insights will help ensure that customer communications are clear, relevant, and aligned with how customers make decisions about electric rates.

Research findings indicate that customers value having sufficient information to understand how Time-varying Rates work, what changes may be required to participate effectively, and how these rates compare with existing rate options. Customers have also expressed a preference for maintaining control over enrollment decisions. This reinforces the importance of an education driven, voluntary opt in approach. The TVR Customer Engagement Plan is designed to reflect

these preferences by emphasizing transparency, clarity, and customer choice.

As the engagement plan progresses, customer research will continue to be used to test messaging, evaluate clarity and comprehension of materials, and identify areas where additional education or refinement may be needed. This includes assessing how different customer segments interpret TVR information, where confusion may arise, and what additional tools or explanations are most helpful in supporting informed decision making.

Because TVR rates have the potential to influence customer usage behavior, ongoing research will also help Eversource understand how customers experience time-based pricing over time, including reasons why some customers may change usage patterns while others may not. These insights will be used to refine educational content, improve customer support, and ensure that engagement efforts remain customer focused.

Through this continuous, research informed approach, Eversource seeks to ensure that the TVR Customer Engagement Plan supports positive customer experiences, aligns with customer preferences for choice and control, and evolves as customer familiarity with TVR rates increases.

5. CUSTOMER OUTREACH

Customer outreach is a core component of the TVR Customer Engagement Plan and is designed to educate customers, support informed decision making, and reinforce customer choice over time. Outreach activities will be phased to correspond with increasing levels of customer understanding, beginning with broad awareness of TVR pricing concepts, followed by more targeted support as customers consider enrollment, and ongoing education for customers taking service under TVR or EV rates.

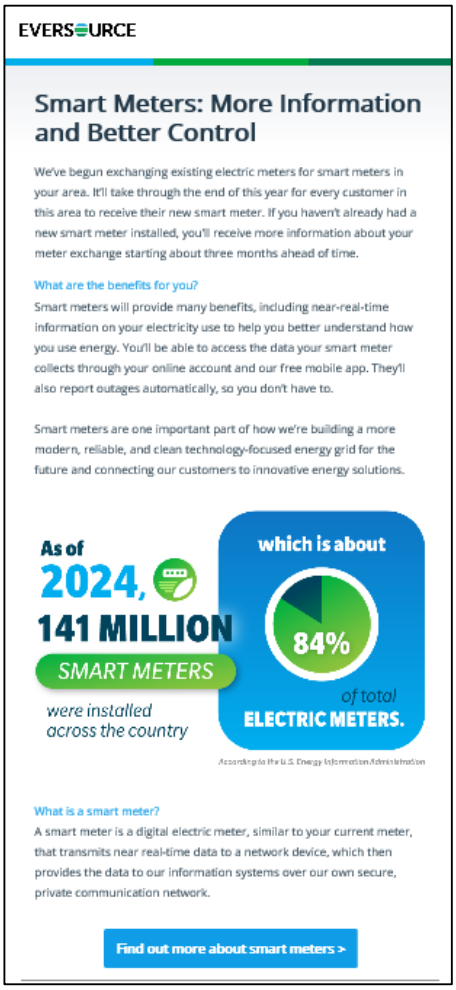
The Company will leverage multiple communication channels to ensure customers can access information in formats and settings that best meet their needs. Outreach efforts will be scaled and tailored based on customer eligibility, usage characteristics, and the presence of electric vehicle load, where applicable.

5.1 Awareness Phase

The Awareness phase focuses on introducing customers to TVR pricing concepts and informing them of the availability of optional TVR and EV rate options. Outreach during this phase will emphasize plain language explanations, high level descriptions of TOU periods (e.g., peak and off-peak periods) and transparency about customer choice.

Communications during the Awareness phase will utilize broad outreach channels, including general email communications, bill inserts, website content, social media, press releases, community partners, and customer service support. The objective of this phase is to build baseline understanding and familiarity without prompting immediate enrollment.

The following example of geo-targeted outreach to customers preparing for smart meter deployment illustrates the education principles that can be used in the early awareness phase to build understanding.



5.2 Consideration Phase

The Consideration phase supports customers who are eligible for, or seeking more information about TVR and EV rate options. Outreach during this phase is more targeted and is intended to help customers assess whether time-based pricing aligns with their household or business usage patterns.

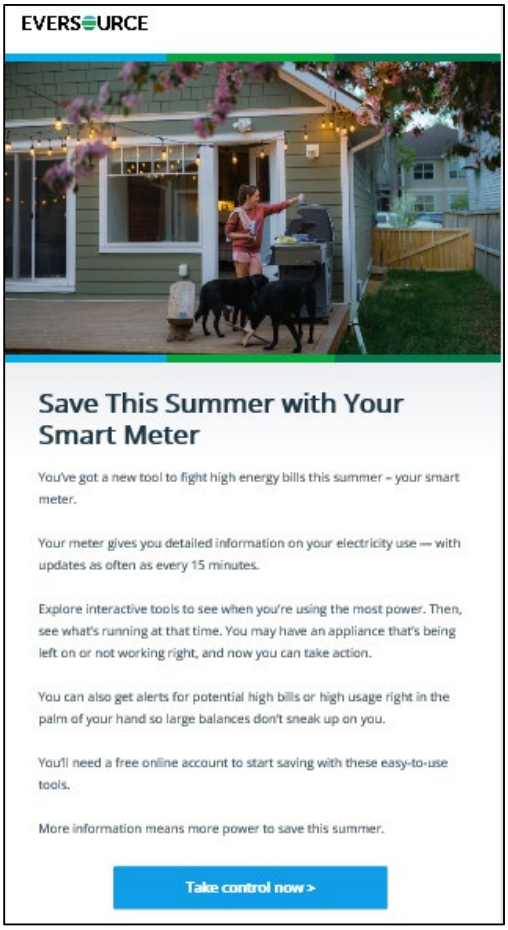
Communications may include targeted emails, enhanced website content and rate comparisons, bill messages, electric vehicle program touchpoints, and customer service interactions. Educational materials will focus on eligibility requirements, rate structure basics, usage examples, and customer protections, enabling customers to evaluate options and ask questions before choosing to opt in.

5.3 Engagement Phase

The Engagement phase provides ongoing education and support for customers who have enrolled in TVR or EV rates. Outreach during this phase reinforces understanding of rate mechanics, encourages continued awareness of usage patterns, and supports positive customer experiences over time.

Communications may include targeted follow up email messages, web portal or website content, bill messages, webinars, community-based outreach, and customer service support. This phase is designed to help customers remain informed as their usage patterns evolve and as their familiarity with time-varying pricing increases.

While not specific to rate enrollment, the following communication to customers in Massachusetts with a smart meter provides an example of how customers may be engaged in efforts to maximize cost savings. These same principles can be applied to outreach and education related to TVR.



5.4 Measuring Success

The effectiveness of outreach and education efforts can be measured in several ways, including:

- **Awareness metrics:** message recall and community-level awareness, channel-specific reach. Awareness or message recall will be measured through post-message surveys.
- **Engagement metrics:** click-through rates, email open rates, event attendance, web views and engagement per social post.
- **Enrollment metrics:** The number of customers that enroll on a TVR rate.

5.5 Time-varying Rate (TVR) Options

As part of the TVR Customer Engagement Plan, Eversource provides customers with education and information on time-varying electric service rates and options that are currently available under the Company's tariffs. Customers can access this information on eversource.com. Pricing under TVR structures varies based on the time of day and are intended to reflect differences in system demand among various TOU periods.

TVR rates are available to different customer classes, may be mandatory or offered on an optional or conditional basis, and depend on a number of factors including customer size, usage characteristics and service configuration. The Customer Engagement Plan is designed to support customer understanding of these rate options at a high level and to provide customers with the information needed to determine whether participation is required or voluntary and, where optional, whether a Time-varying Rate is appropriate for their needs.

The table below summarizes the TVR electric service rates currently available to Eversource customers.

Time-varying Electric Service Tariffs

Mandatory Time-varying Rates

Rate Schedule	Customer Class	Participation Status	Notes
Rate 41	Large Church and School Electric Service	Closed to New Customers	Grandfathered customers may switch off
Rate 55	Intermediate Time-of-Day Electric Service, Manufacturers	Mandatory	Applies to eligible manufacturing customers
Rate 56	Intermediate Time-of-Day Electric Service, Non-Manufacturers	Mandatory	Applies to eligible non-manufacturing customers
Rate 57	Large Time-of-Day Electric Service, Manufacturers	Mandatory	Applies to large manufacturing customers
Rate 58	Large Time-of-Day Electric Service, Non-Manufacturers	Mandatory	Applies to large non-manufacturing customers

Optional or Conditional Time-varying Rates

Rate Schedule	Customer Class	Participation Status	Notes
Rate 7	Residential Time-of-Day Service	Optional	Enrollment is voluntary
Rate 27	Small Time-of-Day General Electric Service	Optional	Small commercial
Rate 27A	Small Time-of-Day General Electric Service Alternative	Optional	Alternative design for small commercial
Rate 37	Intermediate Time-of-Day General Electric Service	Optional for customers under 200 kW	Mandatory for customers over 200 kW
Rate 39	Large Interruptible Service	Optional, Closed	Closed to new customers
Rate EV-M	Medium Electric Vehicle Charging Service	Optional	Separately metered medium EV charging
Rate EV-L	Large Electric Vehicle Charging Service	Optional	Separately metered large EV charging
Rate EV-MHD	Medium Heavy Duty Electric Vehicle Charging Service	Optional	Separately metered medium heavy duty EV charging

Companion Schedules and Riders

Certain companion schedules and riders may apply to customers taking service under Time-varying Rates, depending on customer class and service configuration. These include, but are not limited to:

- Generation Service, including time-varying supply pricing where applicable
- Distributed Generation Rider
- Rate 980 Non-Firm Power Purchase
- Virtual Net Metering Rider, depending on the reference rate class
- Variable Peak Pricing Rider, where applicable to energy supply
- Transmission Adjustment Clause and Federally Mandated Congestion Charge, which align with whether a rate schedule is time-varying

These schedules and riders are addressed through existing tariff provisions and are referenced in customer education materials where relevant.

5.6 Reporting Requirements

The Company proposes reporting to PURA on its TVR Customer Engagement Plan, including all required documentation as directed by PURA, annually on June 1st following the Docket No. 26-05-10 rate case Order. However, CL&P notes this reporting cadence may be adjusted or superseded by reporting requirements PURA may set for a future AMI-related TVR customer engagement plan as an outcome of future AMI-related proceedings.

6. CONCLUSION

The Time-varying Rate (TVR) Customer Engagement Plan outlines Eversource's approach to educating customers about TVR electric rates in a manner that prioritizes clarity, transparency, and informed decision making. By focusing on plain-language communication, phased outreach, and customer-driven enrollment, the plan is designed to help customers understand how TVR and EV rates work, who can participate, and whether participation aligns with their individual needs and usage patterns.

Through a combination of customer research, targeted and broad outreach, and ongoing education, the Company seeks to support customers at each stage of awareness, consideration, and engagement. The plan emphasizes customer choice by maintaining an opt-in approach to TVRs, where applicable, and by ensuring customers have access to the information needed to make thoughtful, voluntary enrollment decisions. This approach also helps minimize bill confusion and supports positive customer experiences.

As customer familiarity with TVR pricing evolves, Eversource will continue to refine its engagement efforts based on customer feedback and observed information needs. Through this educational and customer-centric approach, the Company aims to support effective participation in TVR rates while aligning regulatory expectations and broader system objectives related to load management and electrification.