ANNUAL REVIEW OF THE ELECTRIC VEHICLE CHARGING PROGRAM - YEAR 6	:	DOCKET NO. 26-08-06
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Expanding Program Marketing and Outreach Efforts

Provide comments on the EDCs' update and proposal regarding expanding marketing efforts to enroll EV drivers in the Program at the point of purchase and building relationships with Auto and electric vehicle supply equipment (EVSE) original equipment manufacturers (OEMs) (filed as Motion No. 7), including but not limited to, the EDCs' proposals to coordinate with the Connecticut Hydrogen and Electric Automobile Purchase Rebate (CHEAPR) program, increased EVSE and Auto OEM engagement, and statement that Auto dealership engagement is "a valuable but constrained channel" for increasing Program enrollment.

ev.energy supports a variety of marketing outreach channels to ensure that potential customers are aware of the opportunity to enroll in managed charging programs. We encourage the EDCs to focus on efforts that have proven effective in the past while also considering the evolution of the EV market and customer preferences for marketing channels. We emphasize that it will likely be necessary to inform customers about managed charging programs through multiple channels at multiple touchpoints across the journey from purchasing an EV to charging it at home to managing charging over time. No single marketing touchpoint can be found to work for every customer, every time.

EV education can be a long process that encompasses understanding the vehicle itself, purchasing a vehicle, researching available charging options, purchasing and installing a charger, and finally understanding managed charging program requirements and completing enrollment. It is challenging for a single marketing channel alone to meet all customer needs.

Additionally, as the EV market continues to mature, it will be essential for EDCs to consider ways to reach not only those who buy new EVs, but buyers of used EVs, those trading in leased EVs for different models, customers who are switching one EV brand for another, and EV owners who may be moving between utility service territories and learning about new offers–not to mention people who live in multifamily housing or may charge at workplaces with access to charging. Everyone's EV experience is different, yet everyone deserves the option to participate in managed charging. We recommend the following marketing options.

Engage with complementary incentive programs

We highly recommend leveraging the Connecticut Hydrogen and Electric Automobile Purchase Rebate (CHEAPR) program as a source of customer information and a marketing

platform for program outreach. Contacting rebate recipients has proven effective in New York State with NYSERDA incentives, and we expect it to have potential in Connecticut as well. These marketing efforts can occur through direct outreach to program participants and by adding relevant managed charging program offers on the CHEAPR website as well.

Continue to improve auto dealership education

Auto dealerships are not a leading venue for charging information: only about 20% of EV owners received education or advice from their purchasing dealer on how to optimize home charging according to the J.D. Power 2026 U.S. Electric Vehicle Experience Home Charging Study.[1] There is potential for improvement in this area, though we anticipate that significant investment in education and incentives to dealers will be needed to make this channel an effective option. It is also worth considering that dealerships may not be located in the same utility service territory as their customers, and it may prove challenging for dealerships to become and remain educated on a number of different charging programs across utilities.

Leverage EV charger OEMs and installer marketplaces

Consumers may purchase an EV prior to having access to Level 2 EV charging at home. As a result, attempting to enroll drivers in programs directly at the dealership may be impossible (if a compatible Level 2 charger is required) or distract from the EV purchase experience. Another option is to provide residential managed charging program information through EVSE providers and installers. Educating installers on managed charging offerings allows them to walk customers through program enrollment as soon as they have the home charging equipment necessary to participate in the program.

Make sure to reach the used EV marketplace

According to Cox Automotive, used EV sales are setting record highs, up nearly 30% from Q2 2025 to Q2 2026.[2] Given that used EV drivers may not be purchasing their vehicles directly from the original OEM, there must be pathways in place to reach this driver base through incentive, installer, or utility outreach. A failure to do so may present a potential equity issue and result in low-income drivers not being aware of managed charging options.

Listen to consumer preferences

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[1] JD Power 2026 U.S. Electric Vehicle Experience Ownership Study. March 23, 2026. https://www.jdpower.com/business/press-releases/2026-us-electric-vehicle-experience-evx-home-charging-study/

[2] Cox Automotive 2026 Mid-Year Review. June 24, 2026. https://www.coxautoinc.com/wp-content/uploads/2026/06/Q2-2026-Cox-Automotive-Mid-Year-Review-Presentation_NEW.pdf

The 2026 Plugin America EV Driver Annual Survey[3] found that EV drivers self-report EV-specific websites or forums (78.6%), video reviewers (57.1%), and friends and family (31.9%) as top sources of "useful" information about EVs, above automakers (23.2%) auto dealers (4.3%), and utilities (3.9%). EDCs could consider posting program information on EV forums and other popular channels to build awareness of managed charging offers and establish utilities as a reliable source of trusted information on such programs.

Simplify enrollment and expand eligibility

Program awareness is not always enough. Enrollment in programs must be simple and open to as many vehicles as possible. Simplifying and opening up participating criteria for the program itself to as many makes and models of EVs and EVSE and possible could have the potential to improve enrollment as much as marketing spend in some areas. Removing barriers such as specific technology requirements and reducing the number of steps required to enroll are good best practices.

Make the most of email outreach

Email has proven to be one of the most effective recruitment channels for program enrollment, with ev.energy's own email outreach to utility customer lists receiving high (>50%) open and clickthrough rates. Utilities generally have their customer email addresses and may be able to identify prospective DER owners based on relevant incentives received or requested, solar interconnection records, load shapes, time of use rate plans, or even survey responses. Sending targeted emails to promote relevant incentives or rate plans can be a low-cost way to surface willing participants in managed charging and other VPP programs. Email contact can also be essential in maintaining active program participation and communicating updates about new program offerings.

ev.energy appreciates the opportunity to provide comments on this important topic in the interest of expanding enrollment in managed charging programs.

Respectfully submitted,

/s/

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[3] Plugin America Annual Driver Survey, 2026. https://pluginamerica.org/wp-content/uploads/2026/07/2026-Plug-In-America-EV-Driver-Annual-Survey-Report.pdf