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Witness: Tully, Sean
Request from: Public Utilities Regulatory Authority

Question:

Annual Report, p. 65. Table 24 shows Eversource sent five direct email campaigns during the program period. Provide the costs associated with these email communications and explain why the program budget reduction necessitated a reduction in consumer outreach.

Response:

In mid-2025, following the enactment of Public Act 25-173 and in anticipation of significant program changes taking effect in 2026, Eversource reviewed forecasted customer demand, program participation, and available marketing resources. Based on this assessment, Eversource shifted its 2025 marketing strategy to align with the expected market conditions in 2026.

Public Act 25-173 substantially reduced the pool of residential customers eligible for EV charger rebates beginning in 2026 and significantly limited the total amount of commercial incentives that could be awarded. Given these changes, Eversource anticipated lower customer acquisition needs and a reduced need for broad-based marketing and outreach activities. As a result, customer outreach efforts were scaled appropriately to reflect the smaller eligible customer population, reduced incentive availability, and corresponding reduction in the program marketing budget.

The five email campaigns referenced in Table 24 were distributed through an email marketing service that charges on a per-contact basis. Eversource purchases credits that are used to support these email sends. During the program year, Eversource incurred $1,474.18 in email marketing service credit charges. There were no other external costs associated with the five email campaigns sent during the reporting period.