STATE OF CONNECTICUT
PUBLIC UTILITIES REGULATORY AUTHORITY

ANNUAL EV CHARGING PROGRAM REVIEW – YEAR 6	**:**	**DOCKET NO. 26-08-06**
	:	**MAY 15, 2026**

JOINT MOTION FOR REVIEW AND APPROVAL OF ORDER NO. 16

The Connecticut Light and Power Company d/b/a Eversource Energy ("Eversource") and The United Illuminating Company ("UI," and collectively the "Companies" or "EDCs") hereby submit the following filing, for review and approval, in compliance with Order No. 16 of the December 17, 2025 Decision (the "Decision") of the Public Utilities Regulatory Authority (the "Authority") in Docket No. 25-08-06. More specifically, Order No. 16 states:

> *No later than May 18, 2026, the EDCs shall jointly file a proposal, via motion for review and approval in the 2026 Annual Review Docket, detailing each Company's current efforts to reach EV owners at or after the point of purchase to establish an enrollment pathway for the Program's upfront incentive and managed charging programs, and proposing how the EDCs can collaborate to expand efforts to consistently deploy strategies and build relationships with Auto and EVSE OEMs, as discussed in Section IV.E, Marketing and Outreach.*

In compliance with Order No. 16, the Companies provide the following details of current efforts to reach Electric Vehicle ("EV") owners at or after the point of purchase to establish an enrollment pathway for the CT EV Charging Program (the "Program") upfront incentive and managed charging programs, and proposing how the EDCs can collaborate to expand efforts to consistently deploy strategies and build relationships with Auto and Electric Vehicle Supply Equipment ("EVSE") Original Equipment Manufacturers ("OEMs").

A. Introduction

The EDCs conduct a range of EV-targeted education and outreach activities designed to build customer awareness of Program incentives and support EV adoption and Program

participation. Customer engagement throughout the EV journey requires multiple touch points. The EDCs outreach strategy is therefore multi-faceted, and may include community and industry events, paid digital advertising, particularly for managed charging, targeted emails and mailings, program cross-promotion and joint marketing with program vendors and business partners. A comprehensive summary of these activities is included in the Joint EDC EV Annual Report submitted in Docket No. 25-08-06.[1]

Within this broader strategy, the Companies employ several tactics specifically designed to reach new EV owners at or after the point of sale ("POS"), consistent with PURA's directive. The Companies also outline opportunities to expand and evolve post-POS outreach. These opportunities are presented in three pathways: POS Engagement, After POS Engagement, and OEM Engagement.

In evaluating these pathways, the Companies have considered how EV purchase behaviors are evolving, the effectiveness and scalability of in-dealership engagement, and the relative cost efficiency of alternative outreach channels to ensure prudent use of program resources.

B. POS Engagement

The Companies continue to pursue targeted efforts to explore engagement with customers at the dealership point of sale, recognizing that the EV purchase journey continues to evolve toward a digitally influenced, hybrid model. Customers increasingly conduct research and decision-making activities prior to entering a dealership, often arriving at the POS with established preferences and reduced reliance on in-dealership education as a primary source of information.

The Companies' previous experience has shown manual identification of EV-forward dealerships and individualized engagement with dealership ownership and staff is necessary to

[1] "Joint EDC Annual Report – Program Cycle Year 4 (2025)", submitted August 1, 2025, in Docket No. 25-08-06, pg. 99 – 107.

assess participation. These efforts demonstrate that establishing dealership-based enrollment pathways is time-intensive and resource-dependent, requiring ongoing coordination and negotiation to align with dealer operations and OEM requirements. Across these experiences, the EDCs have observed that dealership-based engagement is inherently relationship-driven, variable, and difficult to scale consistently across markets. Key considerations include:

- Variability in dealership participation and prioritization of EV sales across locations;
- Differences in OEM policies regarding in-dealership materials and third-party program promotion, including instances where certain OEM brands (e.g., Porsche) limit or restrict in-store signage and third-party materials;
- The need for individualized, relationship-based engagement with dealership ownership and staff to establish participation;
- Operational variability in how EV deliveries are conducted and communicated to customers; and
- The level of effort required to establish and maintain dealership partnerships across multiple markets.

Based on these factors, dealership engagement represents a valuable but constrained channel, where scalability is limited by time, cost, and reliance on third-party participation.

POS Marketing and Offers

The Companies will continue POS marketing activity in 2026, beginning with a new flyer featuring updated 2026 Program rebates and managed charging offerings for distribution at interested auto dealerships, and are also evaluating the issuance of light-touch promotional materials (e.g., branded air freshener with QR codes) to support post-purchase enrollment. The

Companies are also exploring new and existing collaborations with the Connecticut Automotive Retailers Association to broaden dealership engagement through potential newsletter placements, information sharing and dealership awareness or training opportunities.

Additionally, the Companies' Online Marketplaces provide a POS opportunity for residential customers to purchase eligible EVSE equipment, which can support awareness of rebate and managed charging offerings.

C. After POS Engagement

In general, the EDCs deploy similar strategies in their targeted marketing efforts to reach EV drivers after the point of sale. While individual tactics may vary, as detailed in the Companies' annual reports, there are several primary objectives and audiences the Companies share. Beginning in 2026, the Companies are focused primarily on outreach and engagement for managed charging, using both broad and targeted channels, while, for rebates, employing more targeted, direct outreach channels to engage those who are likely eligible. The Companies leverage multiple data-driven and community-based channels to reach customers who are most likely to own or be considering an EV. This data, including customer data from third-party resources, helps identify high-propensity EV drivers that likely meet eligibility criteria for targeted direct response outreach and webinars. Cross-promotion with adjacent programs (e.g., solar or energy efficiency offerings) provides an additional low-cost recruitment pathway by engaging customer segments already demonstrating clean energy interest or behaviors.

The Companies also deploy digital advertising designed to reach audiences interested in EVs through behavioral and contextual targeting to promote visibility of managed charging. This approach enables broad reach and sustained engagement aligned with increasingly digital vehicle

purchasing behaviors, while directing customers to program resources and enrollment pathways. These efforts generate meaningful customer activity and support awareness and consideration

Beyond direct marketing, the Companies use established community and partner channels, attend community events, and conduct webinars and other publicly available events in efforts to broaden program visibility and drive enrollment.

To further strengthen awareness and build trust, the Companies have recently adopted customer testimonial strategies. Given the established presence of the Program in 2026, testimonials from enthusiastic customers are an asset that can be used to highlight real customer experiences and reinforce the value of the Program.

Expanding After POS Efforts

Additional State Program Collaboration

The EDCs are exploring cross-promotion opportunities with the State's Connecticut Hydrogen and Electric Automobile Purchase Rebate ("CHEAPR") program, which offers incentives to Connecticut residents who purchase or lease an eligible new or used EV.[2] In April, the EDCs met with the Department of Energy and Environmental Protection's ("DEEP") Air Bureau, which is responsible for administering the CHEAPR program to discuss potential approaches for post-rebate outreach, including:

- CHEAPR program implementor emails to customers upon rebate confirmation with EV Program information for EVSE rebates and Managed Charging information and enrollment links;
- Possibilities for sharing customer lists (contingent upon applicable Terms & Conditions and/or customer opt-ins); and

[2] https://portal.ct.gov/DEEP/Air/Mobile-Sources/CHEAPR/CHEAPR---Home.

- Additional cross-promotion, such as hosting information about EVSE rebates and Managed Charging programs on the CHEAPR website.

State Data Leveraging

Because statewide publicly available EV registration data does not include customer-specific information that would allow for targeted marketing efforts, the EDCs are exploring whether access to municipal Assessor Grand Lists with EV registration indicators is feasible. Even partial access could provide valuable, recent data on known EV registrations for targeted outreach.

D. OEM Engagement

Among the many touchpoints on the journey from EV consideration and purchase to long-term ownership and operation, engaging with automakers and EVSE manufacturers to reach customers at the moments they are most engaged with their new device is a key strategy of EDCs. Customers may acquire EVs through new dealerships, used car markets, fleet programs, and private sales. They install chargers through utility rebate programs, retail purchase, contractors, and automakers. An effective enrollment strategy requires flexibility to continuously pursue new partnership opportunities as they emerge across this landscape.

The Companies' approach is to meet EV customers wherever they interact with their vehicles and charging equipment, through channels that maintain a clear data chain of custody from enrollment through ongoing Program participation. Every enrollment pathway - whether through an automaker's mobile app or a charger manufacturer's platform, must meet two basic requirements: provide user-friendly access to customers, and support the EDCs' obligation as Program Administrator to comply with Program parameters including regulatory requirements as established by PURA. The EDCs propose several strategies to expand consistent outreach with and through Auto and EVSE OEMs.

EVSE OEM Engagement

The EDCs are collaborating on a new joint monthly meeting with their shared managed charging platform provider to coordinate customer engagement and explore additional OEM promotion opportunities. Several of the opportunities the EDCs are exploring are listed below.

ChargePoint

ChargePoint is one of the leading residential EVSE manufacturers by installed units and their chargers are on the Program's Qualified Products List ("QPL"). The EDCs, in collaboration with their managed charging platform provider, are exploring targeted email recruitment campaigns through ChargePoint, reaching customers at the point of charger registration and on an ongoing basis thereafter. These campaigns would be sent from ChargePoint to their charger owners in the EDCs' service territory, promoting the managed charging program and directing customers to the Program's enrollment page. ChargePoint also maintains a public-facing incentives directory[3] where the Program is listed, providing an additional passive discovery channel for ChargePoint charger owners browsing available programs in their area. There are currently more than 3,600 ChargePoint chargers enrolled in the Program.

Emporia Energy

Emporia Energy is a growing residential EVSE manufacturer whose chargers are on the Program's QPL. The EDCs, in collaboration with their managed charging platform provider, are exploring a multi-channel partnership with Emporia that includes both in-app promotion and targeted email campaigns.

The partnership would operate through two channels. First, Emporia charger owners would see the Program listed within the Emporia app Energy Management section under the "Enroll in a

[3] www.chargepoint.com/incentives.

Utility Program" feature. The program listing would include a description of the incentive structure, and a direct path to enrollment. This in-app placement would run continuously as an evergreen campaign for all Emporia charger owners in the EDCs' ZIP codes. Second, Emporia would conduct targeted email campaigns to existing charger owners in the EDCs' service territory, promoting Program enrollment and directing customers to the appropriate program page. To date, there are over 1,300 Emporia charger enrollments in the Program.

Automaker OEM Engagement

Tesla In-App Enrollment Integration

This engagement is a hybrid effort with the automaker and its OEM EVSE. The EDCs, in collaboration with their managed charging platform provider, are developing direct, in-app enrollment integration through Tesla's Partner Program. This integration allows Tesla Wall Connector owners to discover and enroll in the EDCs' managed charging program directly within the Tesla app, without leaving the OEM experience. It represents the deepest form of OEM integration currently available in the managed charging space - embedding the full enrollment flow within the manufacturer's own platform. This experience allows customers to create accounts within the Program, perform all Program functions (for example, accepting terms and conditions and ongoing load management) relevant to their participation tier, receive all regular communications, and access all relevant Program analytics and insights – all as any other participant in the Program.

Tesla Wall Connectors are among the most widely deployed Level 2 home chargers, and in many service territories Tesla owners represent the single largest addressable segment for managed charging enrollment. Adding an in-app enrollment pathway means the Program can reach these customers in the environment where they already manage their charging equipment, creating

an additional high-visibility channel alongside existing outreach approaches. Meeting customers within an app they already use regularly increases the likelihood of engagement and strengthens overall program enrollment growth.

Other OEM Integrations

The EDCs, in collaboration with their managed charging platform provider, are actively pursuing recruitment-oriented partnerships with automakers. Eversource works with an additional managed charging platform provider to enable OEM in-app managed charging enrollment and recruitment by BMW and Ford. As opportunities arise, the EDCs will evaluate and pursue partnership opportunities that offer the best combination of addressable market, cost effectiveness, load management capabilities, and alignment with the data chain of custody model.

E. Conclusion

This filing has been prepared in good faith and in accordance with the requirements of the Decision. The Companies appreciate the Authority's review and respectfully request approval of the same.

RESPECTFULLY SUBMITTED,

THE CONNECTICUT LIGHT AND POWER COMPANY

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CERTIFICATION

This is to certify that on this 15th day of May 2026, the foregoing document was filed with the Authority, and copies of the foregoing document were served upon each person designated on the Authority's official service list in this proceeding in accordance with R.C.S.A. § 16-1-15.

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