




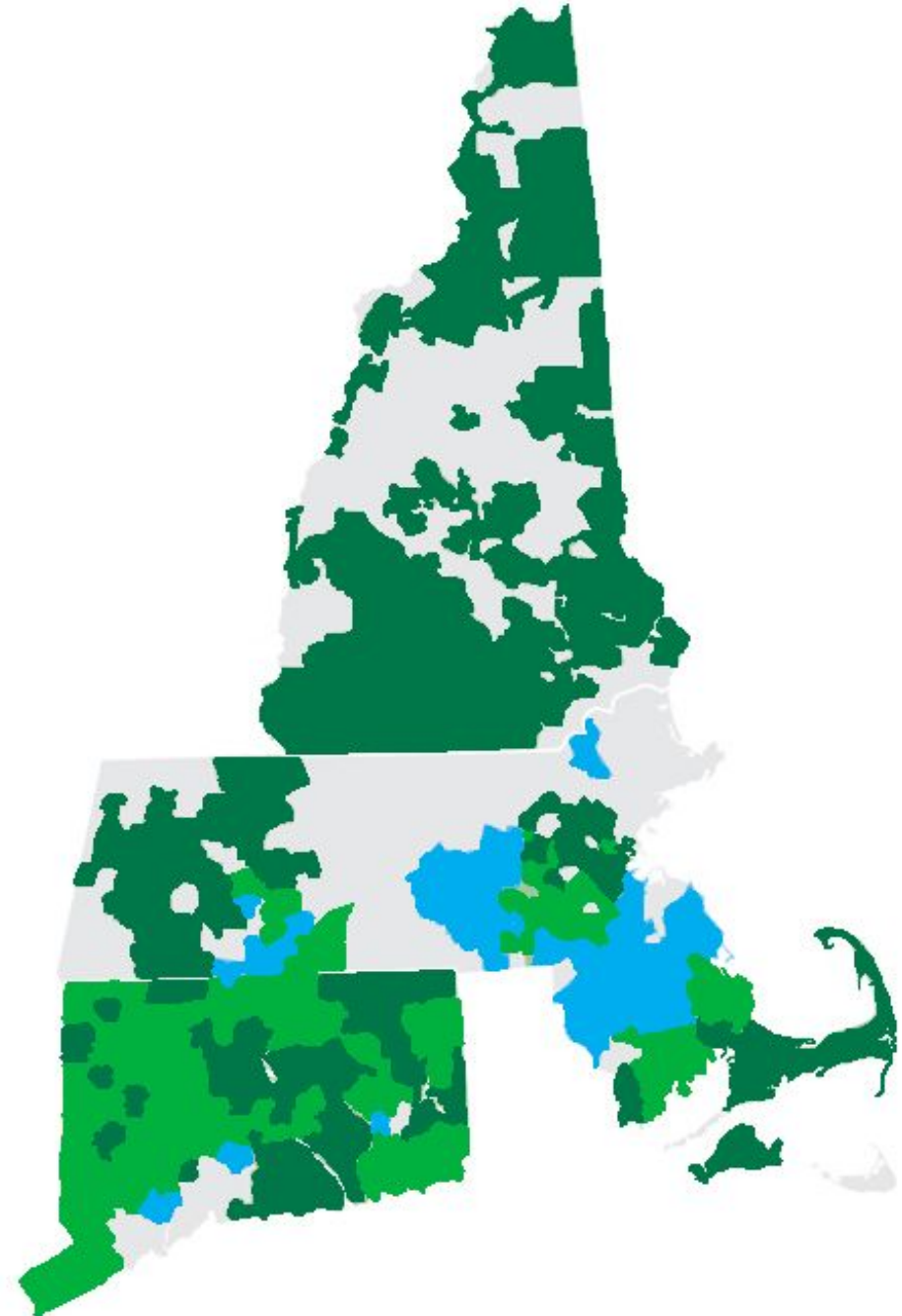
# EVERSOURCE

**Eversource** is New England's largest energy provider, proudly serving more than **3.6 million electric and natural gas customers** in CT, MA and NH.

**Eversource** has been recognized by **Newsweek Magazine** as one of America's most responsible companies and is ranked by **ACEEE as the top utility** in the country for **energy efficiency**.

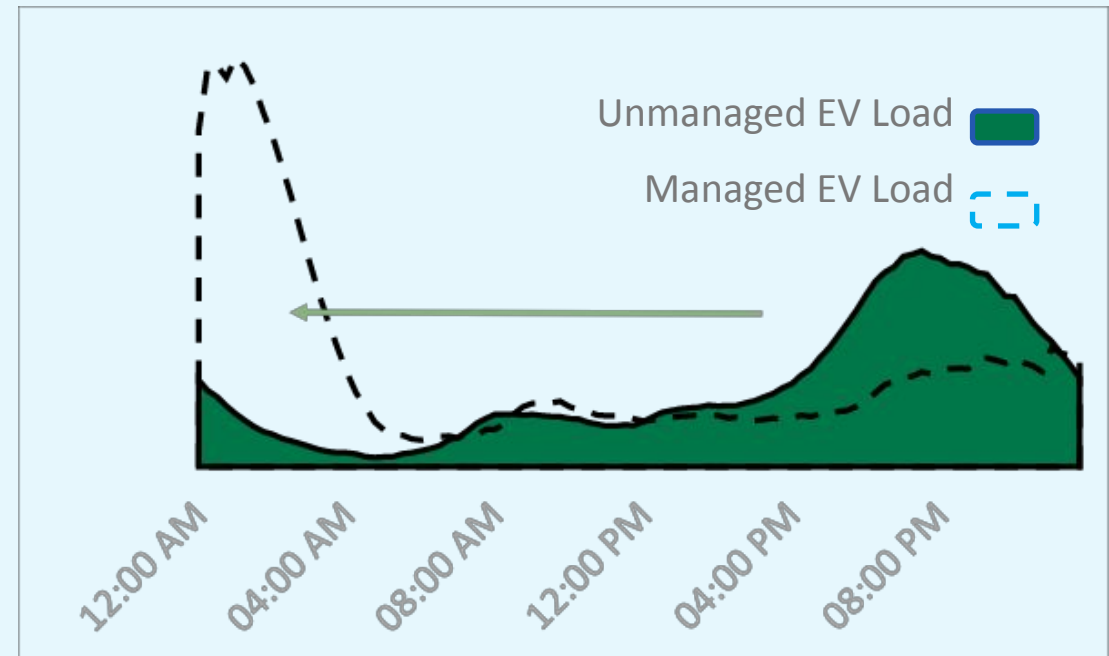
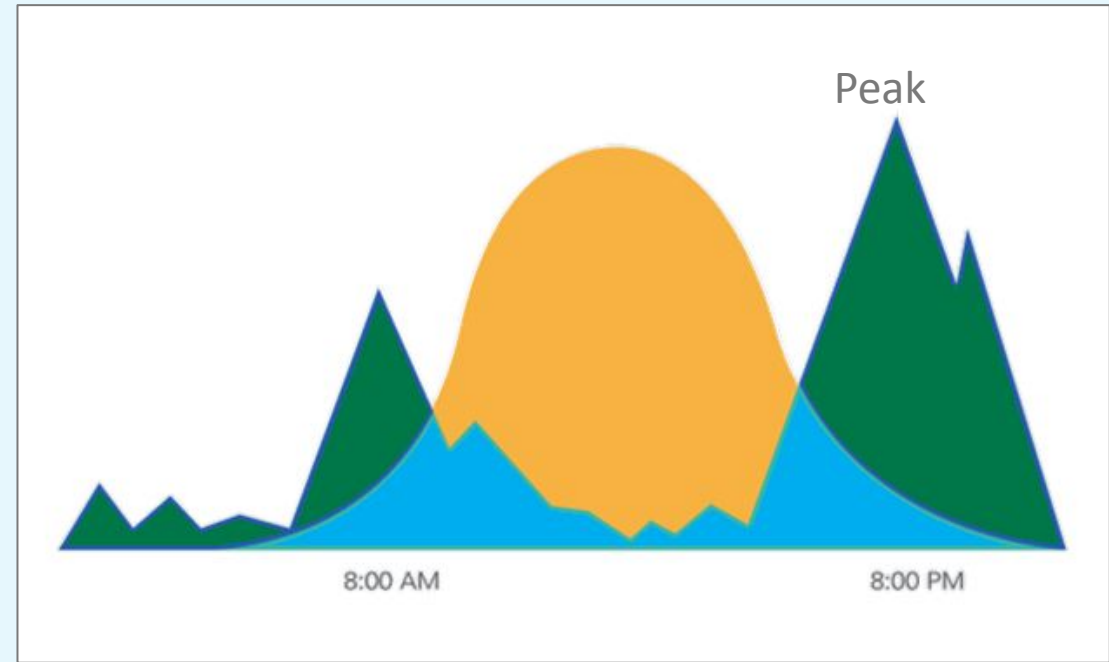
**Eversource** is leading the way, serving as a catalyst for clean energy, finding new and innovative ways to power New England.

-  **EVERSOURCE Electric**
-  **EVERSOURCE Gas**
-  **EVERSOURCE Electric & Gas Combined**



## Underlying Challenge

As we incorporate **renewables** onto the grid and end uses are **electrified**, there is an increased need for **flexible load**, especially in densely populated areas with residential-driven peaks.



# Particular Obstacles for 'Hard to Reach' Populations



Customers may lack the technology to participate in flexible load programs



The value proposition of participation may not be clear to customers

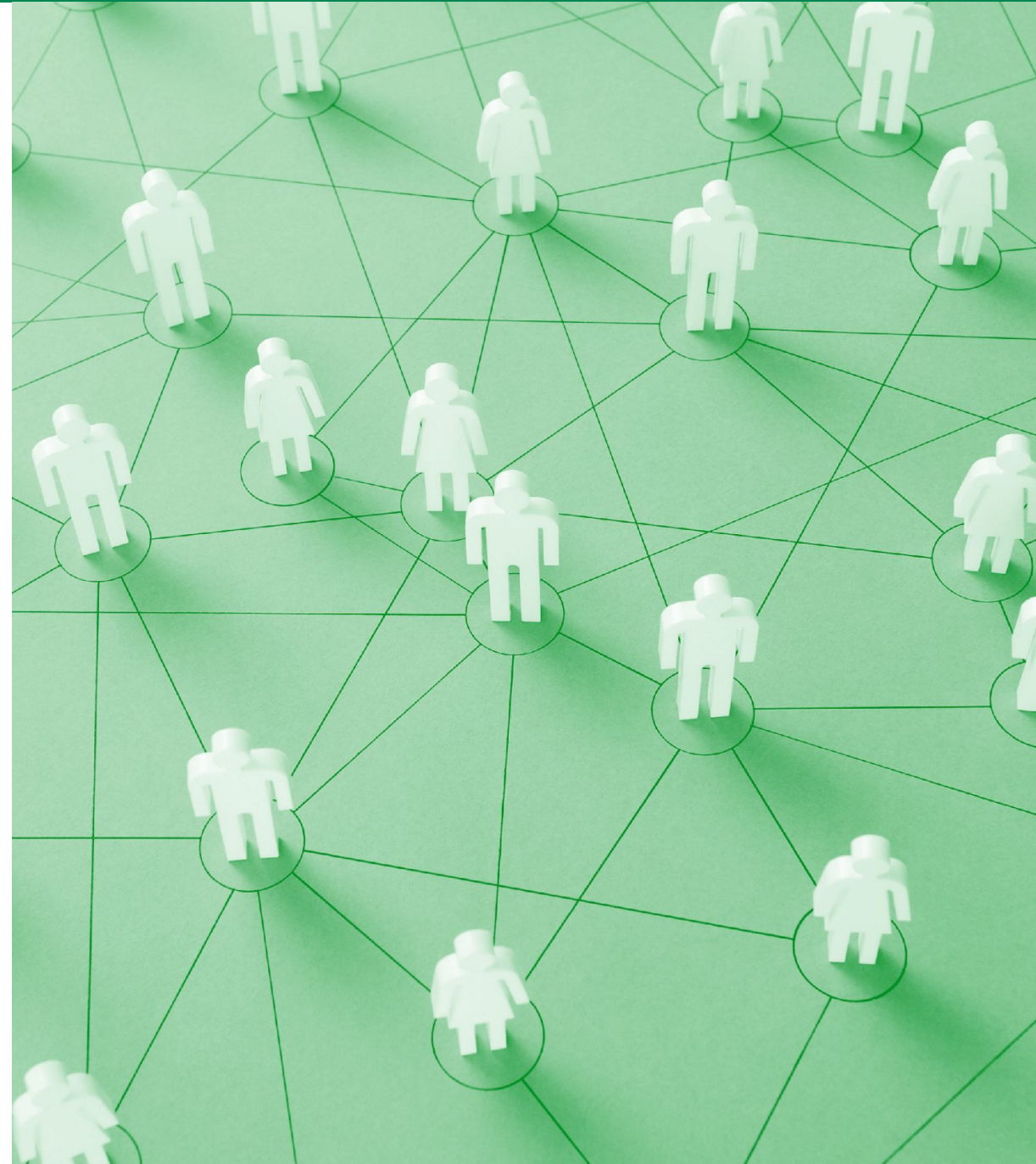


Customers (especially the most vulnerable) have limited time/energy/willingness to engage

## Multi-layered Benefits from Improving Participation

A more **coordinated approach** to outreach in certain communities may **increase** the likelihood of **participation** in load management programs compared to stand-alone program marketing.

Enrolling more **vulnerable customers** in programs ensures everyone **benefits** from the energy transition in addition to creating **value for grid** management.



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Regarding Grid Modernization, to achieve Boston's Carbon & Equity goals, a critical obstacle for Eversource to overcome is enabling flexible load management among harder-to-reach populations.