



April 7, 2023

BY E-MAIL

Daniel Goldner, Chairman
New Hampshire Public Utilities Commission
21 S. Fruit Street, Suite 10
Concord, NH 03301-2429

Re: DE 20-170, Unitil Energy Systems, Inc.,
First Report on Electric Vehicle Time of Use Rates

Dear Chairman Goldner:

On April 7, 2022, the New Hampshire Public Utilities Commission (the “Commission”) approved a settlement agreement concerning separately-metered electric vehicle (“EV”) time of use (“TOU”) rates by and among Liberty Utilities; Unitil Energy Systems, Inc. (“Unitil” or the “Company”); the Office of the Consumer Advocate; the Department of Energy; and the Department of Environmental Services (the “Settlement Agreement”). *Electric Distribution Utilities*, Order 26,604, at 27 (April 7, 2022). As part of the approved Settlement Agreement, Unitil was authorized to implement three EV TOU rates (subject to clarifications): (1) a Domestic EV TOU rate (TOU-EV-D); (2) a Small General Service EV TOU rate (TOU-EV-G2); and (3) a Large General Service EV TOU rate (TOU-EV-G1).¹ As part of the Settlement Agreement, Unitil agreed to file reports 12 months (i.e., by April 7, 2023) and then again at 24 months (i.e., by April 7, 2024) after the Commission’s April 7 Order describing:

- Marketing efforts to date;
- The number of customers enrolled per rate;
- The average load shape per rate; and
- The average utilization rate per rate class.

Settlement Agreement at § II.C.3.

In compliance with the Settlement Agreement, the Company hereby files its first (12 month) report to the Commission.

¹ *Electric Distribution Utilities Electric Vehicle Time of Use Rate*, DE 20-170, Order No. 26,604 (April 7, 2022) at 19-22, 27.

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Marketing Efforts to Date

The Company has engaged with customers through a variety of communications channels to promote the benefits of EVs and the EV TOU rates approved by the Commission.

Following the Commission's approval of the EV TOU rates in DE 20-170, Unitil partnered with Clean Energy New Hampshire to promote an EV Ride and Drive event at the Company's electric operations facility in Exeter. The Ride and Drive event was designed to help educate consumers about the latest innovations in EVs by bringing together a wide array of makes and models in one place. The event was free and open to the public and held on June 4, 2022. The dealerships with vehicles on display—some of which were available for test drives—included Seacoast Volkswagen, McFarland Ford, Volvo Cars of Exeter, and BMW of Stratham. The press and marketing materials for the EV Ride and Drive event are provided as Attachment EV Report-1.²

Beginning on July 18, 2022, the Company conducted a digital survey to assess customers' awareness and perceptions of EVs, motivations and barriers to purchasing an EV, and factors that would influence their decision to purchase an EV in the future. This baseline survey provides the Company with a benchmark against which its marketing efforts can be measured as well as important insights about the best ways to provide customers with information and resources about EVs and EV rates. The survey generated 984 responses and some of the high-level findings from that survey include:

- The higher cost to purchase an EV is the most significant barrier to EV ownership.
- Limited range/distance per charge and low availability of public charging stations were also identified as barriers.
- Roughly two-fifths of respondents indicated that the next vehicle they purchase is somewhat or very likely to be electric.
- Two-fifths of respondents reported being likely to install an EV charger at home.
- Nearly four fifths of respondents indicated they would anticipate charging most frequently at home.
- Over three-fifths of respondents reported being somewhat or very aware of time-of-use or on-peak/off-peak rate programs.
- More than half of the respondents indicated they would be somewhat or very likely to switch to TOU rates if available.

² These materials can also be accessed at the following links: <https://unitil.com/news/unitil-clean-energy-nh-hold-ev-ride-drive>; <https://myemail.constantcontact.com/Learn-more-about-Electric-Vehicles-in-NH.html?soid=1132346230290&aid=H5D4MWtFQes>; <https://www.facebook.com/111879652320906/posts/2041378346037684/>; <https://unitil.com/news/ride-and-drive-expo-showcases-latest-ev-market>; <https://twitter.com/Unitil/status/1535303790903144448>; <https://www.facebook.com/111879652320906/posts/2053702894805229/>; <https://www.linkedin.com/feed/update/urn:li:activity:6941483451069976576>.

Also in July 2022, the Company included messaging on customers’ bills informing them about Unitil’s new TOU rate offerings and a link to a landing page (<https://unitil.com/time-of-use>) with more information about those rates. The July 2022 bill message is provided as Attachment EV Report-2.

The TOU Landing Page features a Rate Comparison Calculator, which allows customers to estimate bill savings based on switching to TOU rates. The Rate Comparison Calculator was developed by an outside vendor, Apogee Interactive, Inc., to help customers understand not only what rate options they now have available, but also to evaluate the best rate option available to meet their personal needs. The Apogee tool computes customers’ monthly and annual energy costs and then evaluates how those costs are impacted given changes made to their usage patterns or with the purchase an EV Charger.

The TOU Landing Page also has a link dedicated to the Company EV TOU rate offerings (<https://unitil.com/time-of-use/ev-tou>). This link provides information about the benefits of EV ownership, charging options, and answers to commonly asked questions about EV TOU rates.

In addition to the marketing efforts described above, the Company has regularly promoted its EV TOU rate offerings through social media posts. Examples of those posts are provided in Attachment EV Report-3.

Customers Enrolled Per Rate

The table below summarizes the customers enrolled, cumulative totals by month, on the TOU rates offered by the Company.

Rate	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23
TOU-EV-D	1	1	1	1	1	4	5	5	5
TOU-D	0	10	13	20	21	35	38	41	42
TOU-EV-G2	0	0	0	0	0	0	0	0	0
TOU-EV-G1	0	0	0	0	0	0	0	0	0

Average Load Shape Per Rate

The table below summarizes the period in which the charging occurred each month for customers enrolled on the TOU rates offered by the Company.

TOU-EV-D	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23
On-Peak	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.8%	0.5%	0.1%
Mid-Peak	0.0%	0.0%	0.5%	3.0%	0.0%	0.0%	0.3%	0.2%	0.8%
Off-Peak	100.0%	100.0%	99.5%	92.8%	100.0%	100.0%	98.9%	99.2%	99.1%

TOU-D	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23
On-Peak	0.0%	10.2%	10.0%	10.0%	10.5%	10.5%	10.8%	11.6%	11.4%
Mid-Peak	0.0%	16.3%	17.7%	19.9%	22.4%	21.8%	23.0%	24.3%	23.6%
Off-Peak	0.0%	73.5%	72.3%	70.1%	67.1%	67.7%	66.2%	64.1%	65.0%

Average Utilization Rate Per Rate Class

The Company does not have any customers enrolled on the TOU-EV-G1 or TOU-EV-G2 rates, so an average utilization rate cannot be provided at this time.

Respectfully Submitted,

UNITIL ENERGY SYSTEMS, INC.

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cc: Service List