



April 5, 2024

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.,
Second Report (24-Month) 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 Electric Vehicle (“EV”) time-of-use (“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 second (24 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.

I. MARKETING EFFORTS TO DATE

In 2023, the Company continued to actively promote EV adoption and its EV TOU rates through customer education and outreach efforts, including e-mails and on-line content, as well as in-person events.

A. Education and Outreach

In 2023, the Company conducted a series of outreach efforts to educate customers on electric vehicle topics and time-of use rates. The Company selected the outreach topics based on findings from its awareness and perceptions survey (conducted in 2022) and these topics included:

Topic	Outreach Efforts
EV TOU Rates	<ul style="list-style-type: none"> Email to New Hampshire Electric Customers – April 13, 2023 (https://conta.cc/43tXkzC) (also provided as Attachment EV Report-1). Social Media Posts – March 29, 2023 (also provided as part of Attachment EV Report-2) Blog Post – June 9, 2023 (https://unitil.com/blog/making-most-electric-vehicle-time-use-rates) (also provided as Attachment EV Report-3)
EV Range	<ul style="list-style-type: none"> Email to New Hampshire Electric Customers – May 4, 2023 (https://conta.cc/44GrbFz) (also provided as Attachment EV Report-4) Social Media Posts – May 9, 2023 (also provided as part of Attachment EV Report-2)
Availability of Public EV Charging	<ul style="list-style-type: none"> Email to New Hampshire Electric Customers – June 7, 2023 (https://conta.cc/43tGVdy) (also provided as Attachment EV Report-5). Social Media Posts – June 13, 2023 (also provided as part of Attachment EV Report-2)

The Company also continued to leverage its website as part of its marketing efforts. For example, the Company featuring multiple educational blogs on an assortment of EV topics on Unitil.com in 2023:

- <https://unitil.com/blog/how-estimate-ev-fuel-efficiency>
- <https://unitil.com/blog/whats-your-charging-plan>
- <https://unitil.com/blog/incentives-lower-purchase-price-electric-vehicle>
- <https://unitil.com/blog/thinking-about-buying-electric-vehicle-ask-yourself-these-questions>
- <https://unitil.com/blog/electric-car-battery-life-fact-vs-fiction>

In addition, the Company continues to offer a Rate Comparison Calculator on the Unitil.com website, 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.

Lastly, the TOU Landing Page on the Company's website also has a link dedicated to the Company's 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.

B. In-Person Events

EV Ride & Drive Event

For the second year in a row, Unitil held 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 November 4, 2023. The dealerships with vehicles on display—some of which were available for test drives—included McFarland Ford of Exeter, Volvo Cars of Exeter, Enxing Kia of North Hampton, Porsche Stratham, and Green Wave Electric Vehicles of North Hampton. The Company promoted this event through email, social media posts, and press releases:

- Email to New Hampshire Electric Customers, October 24, 2023 (<https://conta.cc/491FR4h>) (also provided as Attachment EV Report-6)
- Social Media Posts – multiple (provided as part of Attachment EV Report-2)
- Press Releases:
 - <https://unitil.com/news/ev-enthusiasts-gearing-ride-and-drive-exeter>
 - <https://unitil.com/news/ride-and-drive-ev-event-exeter-rescheduled-nov-4>
 - <https://unitil.com/news/expo-puts-electric-vehicle-enthusiasts-drivers-seat>

Green Your Fleet Event

In June 2023, Unitil participated as an exhibitor at a Green Your Fleet Event to educate New Hampshire businesses and fleet managers on electric vehicles and EV infrastructure organized by Granite State Clean Cities. Unitil also promoted the event to its customers:

- Email to New Hampshire Commercial Electric Customers, May 31, 2023 (<https://conta.cc/3MJXdIR>) (also provided as Attachment EV Report-7)
- Social Media Post – May 31, 2023 (provided as part of Attachment EV Report-2)

II. CUSTOMERS ENROLLED PER RATE

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

Customers Enrolled Per Rate												
Rate	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
TOU-EV-D	5	5	7	7	7	7	7	7	7	6	6	7
TOU - D	45	47	49	49	47	47	45	44	43	42	42	44
TOU-EV-G2	0	0	0	0	0	1	1	1	1	1	1	1
TOU-EV-G1	0	0	0	0	0	0	0	0	0	0	0	0

III. AVERAGE LOAD SHAPES PER RATE

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

Average Load Shape Per Rate												
TOU-EV	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
On-Peak	1.2%	0.5%	0.4%	1.1%	0.6%	0.7%	2.2%	0.6%	0.0%	0.5%	2.8%	0.2%
Mid-Peak	0.6%	2.0%	0.2%	0.0%	0.2%	0.8%	2.8%	0.3%	1.0%	1.2%	0.3%	1.6%
Off-Peak	98.3%	97.4%	99.4%	98.9%	99.2%	98.5%	95.0%	99.1%	99.0%	98.3%	96.9%	98.2%
Average Load Shape Per Rate												
TOU-D	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
On-Peak	12.0%	11.5%	11.5%	12.7%	13.8%	12.7%	11.9%	11.5%	12.8%	13.0%	14.0%	12.7%
Mid-Peak	24.1%	22.8%	20.8%	21.0%	22.5%	23.1%	24.2%	24.7%	23.9%	22.9%	25.2%	25.3%
Off-Peak	64.0%	65.7%	67.7%	66.3%	63.7%	64.2%	63.8%	63.8%	63.3%	64.1%	61.0%	62.0%
Average Load Shape Per Rate												
TOU-EV-G2	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
On-Peak						0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mid-Peak						0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Off-Peak						100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

IV. AVERAGE UTILIZATION RATE PER RATE CLASS

The Company does not have any customers enrolled on the TOU-EV-G1 rate, so an average utilization rate cannot be provided for this rate class. The Company currently has one customer enrolled on the TOU-EV-G2 rate, but the Company does not have a full year of data for this customer as of the date of this report. Therefore, at this time, the Company is providing an average utilization rate for this rate class for September 2023 to March 2024.

Load Factor												
TOU-EV-G2	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
Customer 1						8.0%	7.2%	6.4%	6.9%	8.1%	7.3%	8.7%

Respectfully Submitted,

UNITIL ENERGY SYSTEMS, INC.

By its Attorney:

A handwritten signature in black ink that reads "Matthew Campbell". The signature is written in a cursive style with a large, sweeping initial "M".

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cc: Service List