



**ELECTRICITIES
ANNUAL CONFERENCE**

Aug. 12-14 | Williamsburg, Va.

ENE EV Programs for Public Power: Impacts, Successes, & Future Plans

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Energy New England (ENE)

Agenda

- New England public power and EV market
- Why EV programs & public power are a great fit
- ENE's competitive advantage & positive impacts of a successful EV program
- ENE's current EV program successes & 7 pillars
- The future of EV programs: 2020 and beyond



ENE Drives Electric

About Energy New England (ENE)

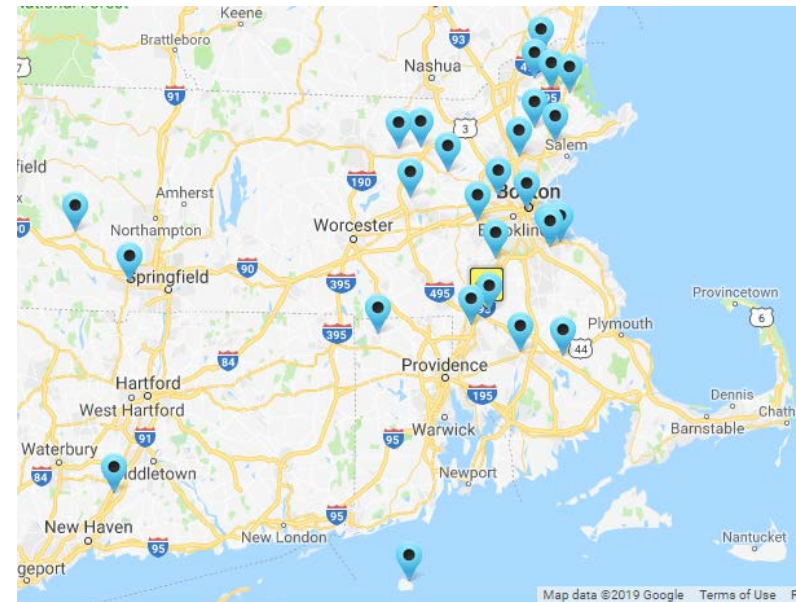
- Largest risk management & energy trading organization serving NE MLPs
- Manages the power supplies of over twenty municipal electric systems
- Promotes the principles of conservation, efficiency, and environmental stewardship

The 4 C's of sustainability: Conservation, Carbon Mitigation, Commodity Services, and Clean Technologies.

New England Municipal Light & Power (MLP) background

Town light departments / light(ing) “plants”:

- 41 MA municipal-owned public power utilities
- Not obligated to make a profit for investors
- Under the direction of the General Manager or governed by elected board of commissioners
- Often are human resourced constrained



The state of the Southern New England EV market – a brief overview

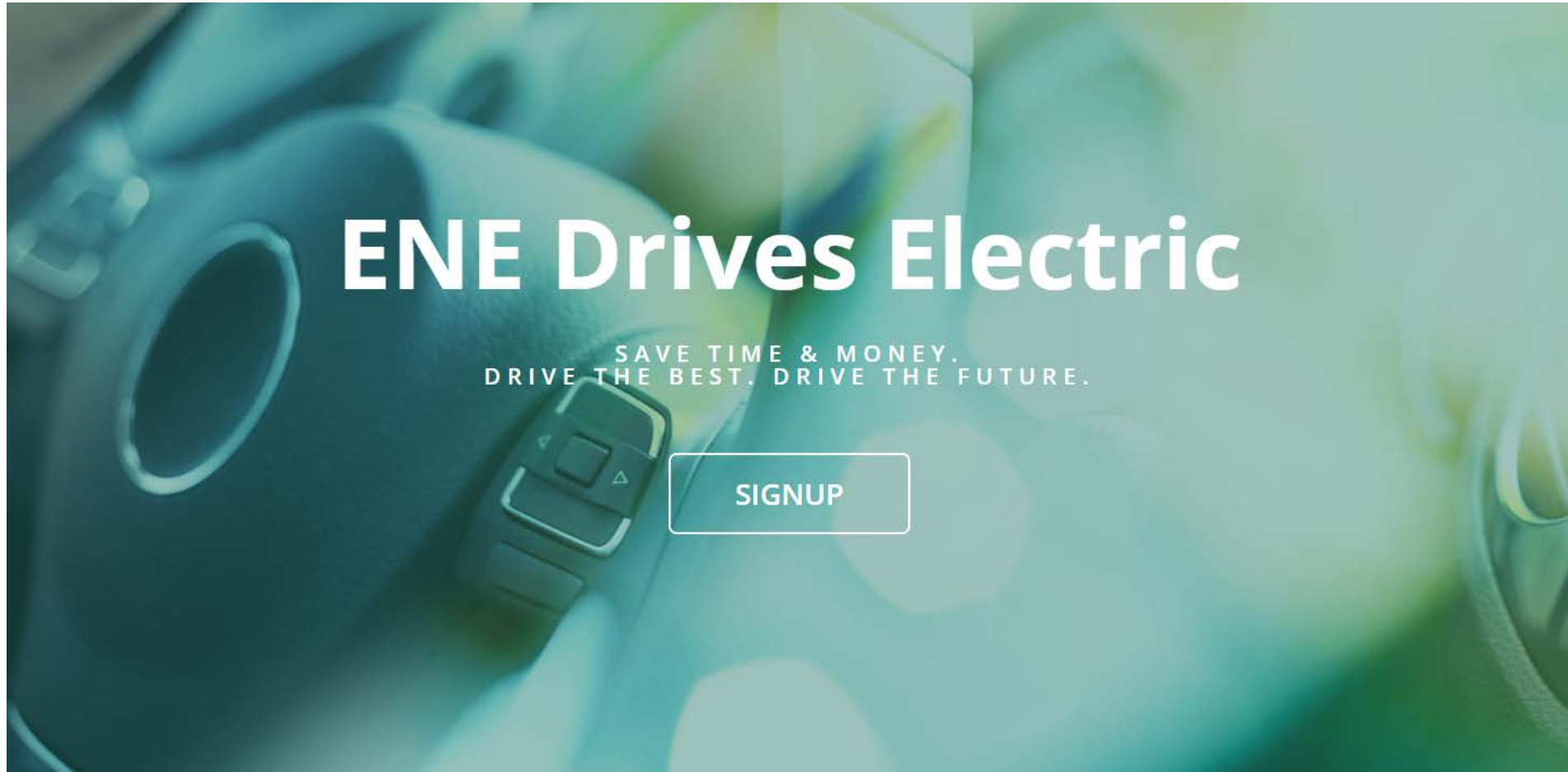
- Massachusetts is the largest car market
- All are ZEV states (signed a 2013 MOU to put 3.3M ZEVs on the road by 2025)
- EV model availability above US average
- MA MOR-EV rebate restructured twice in 2019, ends 10/1/19?
- Tesla Model 3 & other large battery BEVs now trending



Why EV programs & public power are a great fit

- Lower kWh rates mean greater \$ benefit
- Less red tape = agile program innovation
- Support of local government & other orgs
- MLP is often already trusted / well liked
- Some with cleaner power / emissions goals
 - Concord, MA: Carbon-free electricity by 2030

ENE's competitive advantage & impacts of a successful EV program



ENE's competitive advantage & impacts of a successful EV program

Utility Goals:

Trusted Advisor

Source of Information

Local Resource

Electricity as a Fuel

Load Growth

Increased revenue

Decreased rate

Off Peak Charging

Reduce risk

Control expenses

The Utility as the ‘Trusted Advisor’

- Utility = new “fuel source” for transportation
- Branding: Keep it local = Trusted
- Provide factual, relevant and local information
- Relay opportunity to save money
- Build community



Our team of knowledgeable and friendly professionals specialize in all things EV

FIND OUT:

What models are available and affordable?

How and where can I charge my EV?

How much will I save on fuel, energy and emissions by driving electric?

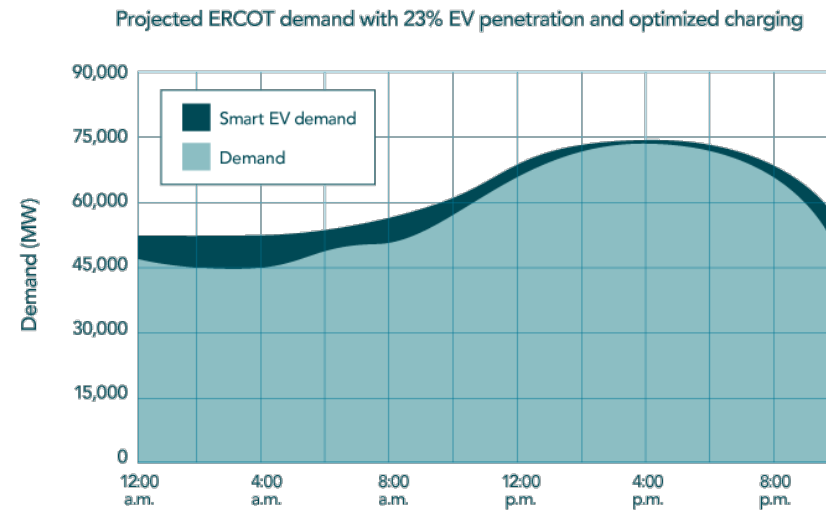
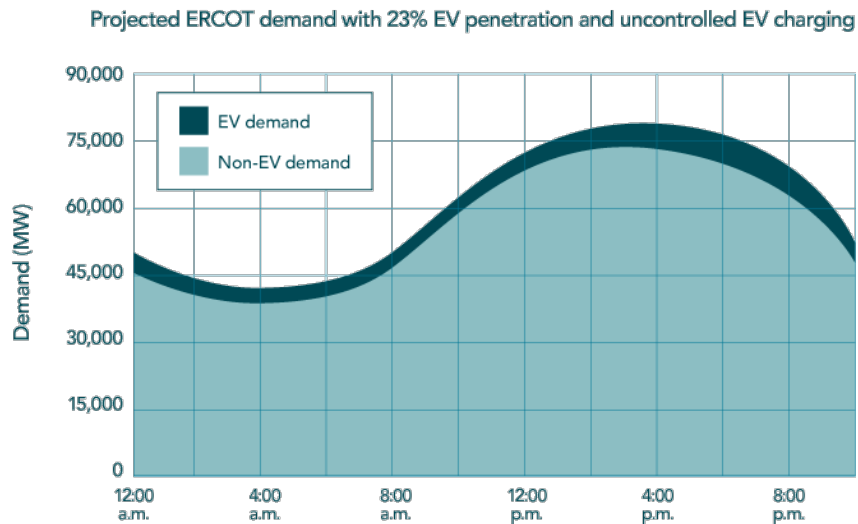
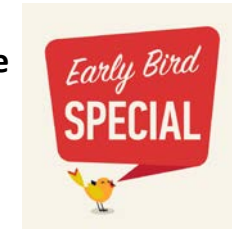
And more...



LELWD Drives Electric Support connects current and potential EV drivers with our experts to answer questions about vehicles, charging, incentives and more. This service is free for LELWD customers.

WIIFM?: Add load off-peak (revenue) while reducing on-peak charging (risk)

- Enables better grid management
- Saves consumers and utilities \$
- Reduces GHG impact
- Shifting system load to off-peak lowers the total cost to procure power
- Increased load factors will lead to lower transmission & distribution costs



➤ **Solution: Educate and train customers; Market & incentivize off-peak charging now!**



Image courtesy of CLEAResult Consulting

ENE EV Programs successes: 11 public power clients as of July 2019



BRAINTREE ELECTRIC LIGHT DEPARTMENT



CONCORD MUNICIPAL
LIGHT PLANT

ELECTRIC | BROADBAND | ENERGY MANAGEMENT



Taunton Municipal Lighting Plant



MIDDLEBOROUGH
Gas and Electric Department

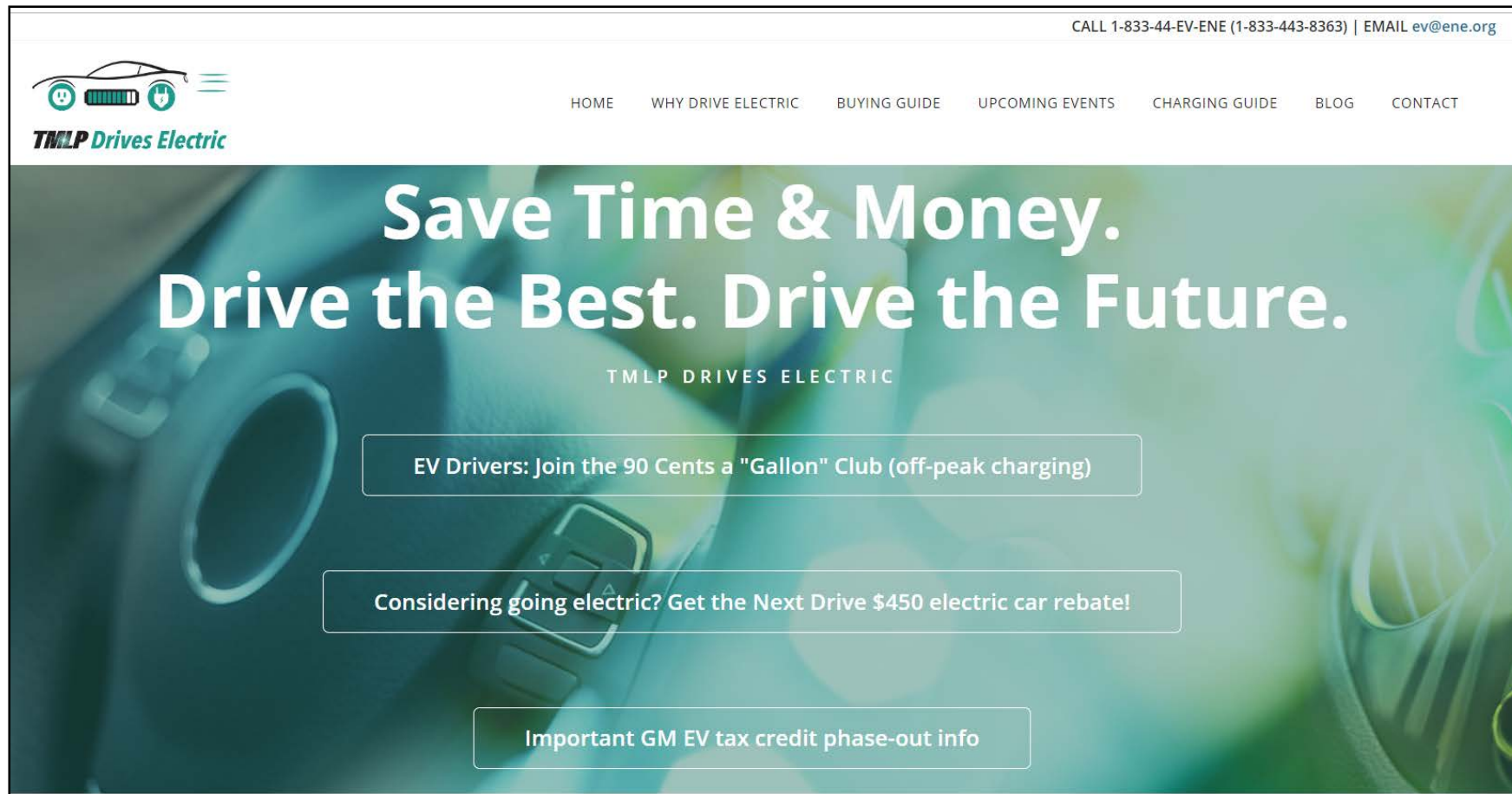


Electric Vehicle Awareness & Incentive Programs – 7 Pillars

- Education and active outreach
- EV Specialist support services
- Incentives – charging, equipment, vehicles
- Marketing – plans, materials and promotions
- EVents – beyond the EV show/ride & drive
- Auto dealership engagement
- Partnerships – state, local, business, OEM

Education and active outreach

- Comprehensive and user-friendly web portal
- Landing page integrated with MLP sites



Education and active outreach

- Content for newsletters, blasts, & blogs
- Creation of program educational materials



BRIGHT IDEAS
A monthly newsletter for BELD & BELD Broadband customers, published June

Braintree Celebrates Drive Electric Earth Day

Braintree hosted an electric vehicle Event Saturday, April 27, as part of the first ever national "Drive Electric Earth Day" campaign. Plug In America, Sierra Club, and the Electric Auto Association served as the national team supporting events throughout the country, which were designed to share information about electric vehicles during Earth Month.

Braintree's Event at the Town Hall parking lot was an opportunity learn from real electric vehicle drivers about the many advantages of driving electric. Local EV owners showed off their affordable plug-in electric vehicles including an all-electric Volkswagen e-Golf and the plug-in hybrid Toyota Prius Prime, Chevy

EV owners shared their experiences with EVs and charging, and Braintree Drives Electric (BDE) EV Specialists provided information on BELD's incentives for off-peak charging and for installing Level 2 charging at home.

Many attendees were interested in learning not only how driving an EV can help the environment, but also how it can help them save money on their daily drive. **Driving an electric vehicle in Braintree is like paying the equivalent of just around a dollar a gallon for gasoline.** Some of the owner's vehicles had more than 100,000 electric miles with the battery still going strong.

If you missed this Event and want to know more about upcoming EV happenings in

***Example: EV
feature monthly
in Bright Ideas, a
monthly
newsletter for
BELD customers***

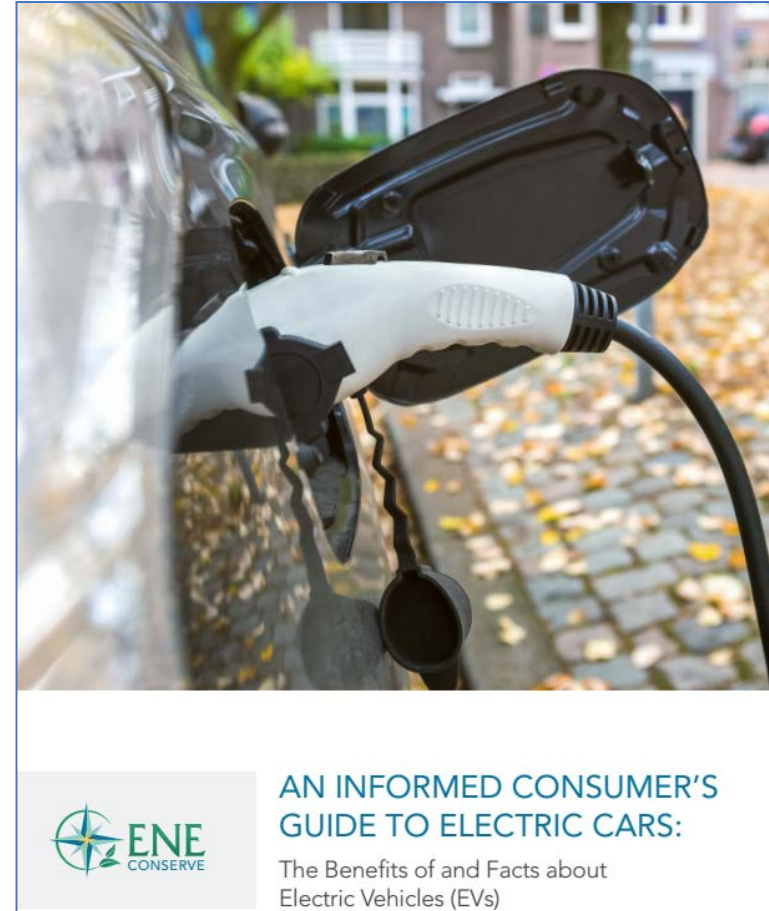
Education and active outreach

Create materials to use across multiple programs, cut through noise or hype

Example:

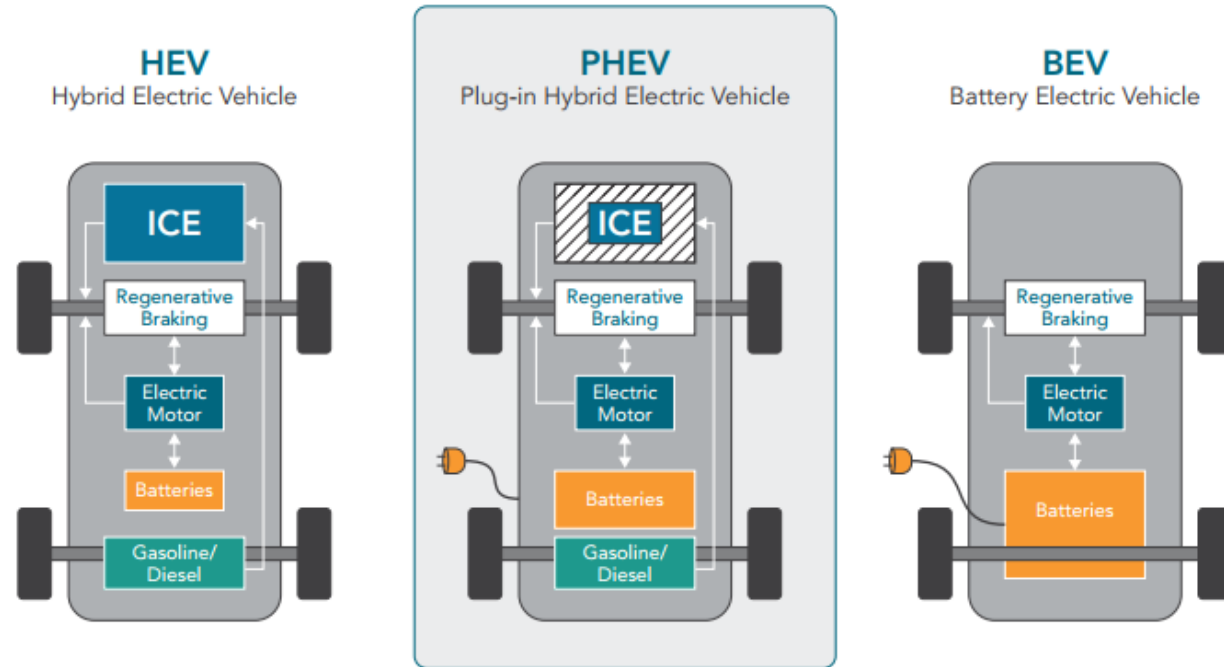
ENE's "An Informed Consumer's Guide to Electric Cars":

EV Benefits & Facts



EV basics: HEV vs PHEV vs BEV

Barrier Removal: Technology



Source: Image courtesy of Gary Kendall, PhD.

Uncover truths for consumers, such as: There is already a plug-in electric vehicle for nearly every lifestyle and budget.

EV Specialist support services

 *The EV interested still want guidance & reassurance*

- EV specialists, qualified via assessment
- Answer questions about vehicles, charging, and incentives
- Paid staff (salary, hourly, paid internships)
- Website contact form
- Email – ev@ene.org
- Toll free number – 1.833.443.8363 (1.833.44-EV-ENE)
- Use of CRM to track & engage EV leads

EV Specialist support – branding styles

Customers value local, trusted, and personal service

**YOU HAVE QUESTIONS ABOUT
ELECTRIC CARS.** TMLP Drives Electric Vehicle
Support has all the answers!



A team of local,
knowledgeable and friendly
professionals who specialize
in all things EV.

FIND OUT:

What models are available and affordable?

How and where can I charge my EV?

How much will I save on fuel, energy and
emissions by driving electric?

And more...



TMLP Drives Electric support connects current and
potential EV drivers with our experts to answer questions
about vehicles, charging, incentives and more. This
service is a free benefit for TMLP customers.


833.443-8363


EV@ENE.ORG


@TMLPEV



ELECTRIC VEHICLE SUPPORT

*Meet Mark!
Concord's EV expert*

*Have questions about
driving electric?
What models are available?
How to charge?
How much can I save?*

*Contact Mark today for
FREE 1:1 support and
coaching.*




833-443-8363




EV@ENE.ORG

Incentives

- Rebate guidance
 - Off peak charging
 - Level 2 charging (EVSE)
 - Vehicle incentives
- Evaluate rebate requests
- Provide monthly reporting
- Check cutting services


**GO GREEN! TMLP** helps you save some green\$ while driving greener.

Electric Vehicle Rebates and Incentives



Next Drive Rebate

\$450 customer rebate for the purchase of a new or used Electric Vehicle, either a battery electric vehicle (BEV) or a plug-in hybrid electric vehicle (PHEV).



Level 2 Charging Rebate

Get a rebate of up to \$300 to help offset the cost of the purchase and installation of a Level 2 system.

90 Cents a "Gallon" Club
(off-peak charging)

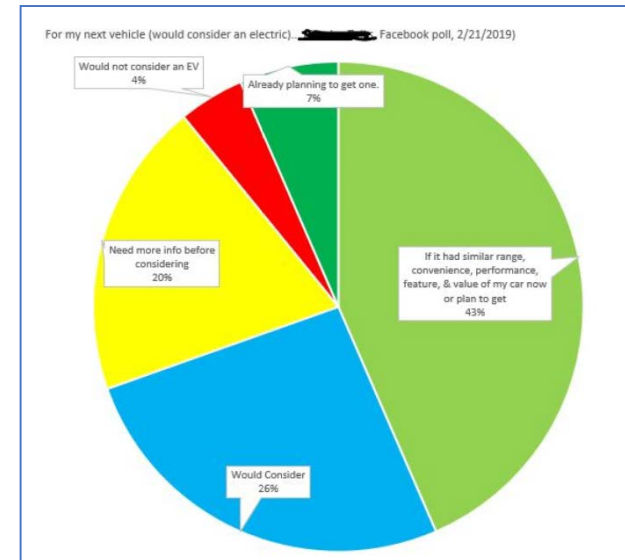
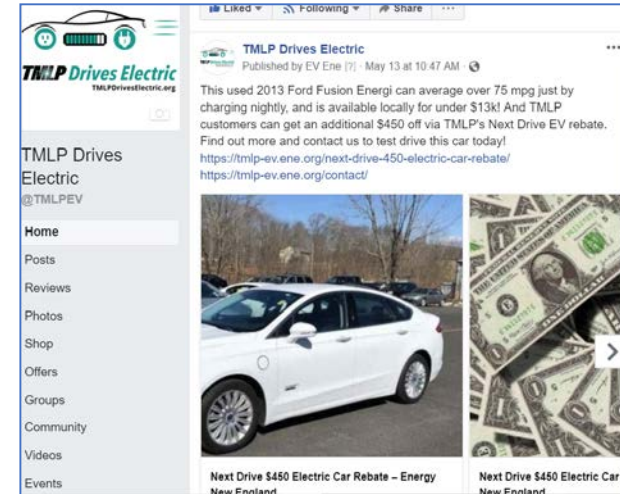
Earn a \$50 sign-up bonus (limited time only) and an ongoing \$10/month bill credit. How? By signing up to charge your electric vehicle only between 9 p.m. to 9 a.m. weekdays and any time on weekends. You'll only pay around the equivalent of 90 cents a "gallon" for your electric driving!

Join the Electric REVolution today!

To contact an EV specialist about program eligibility requirements, call **833.443.8363**, email **ev@ene.org** or visit **TMLPDrivesElectric.org**.

Marketing

- Develop an annual marketing strategy & marketing plan
- Develop effective branding & messaging
- Coordinate with & leverage client's marketing team
- Develop and design materials for outreach campaigns
- Create and implement social media & engagement strategies



Marketing – importance of *branding*

- Business cards
- Yard Signs
- Branded attire
- Select branded giveaways/prizes



The Town of Concord has its own EV Working Group comprised of utility and town employees, volunteers, and ENE EV Specialists. They meet bi-weekly.

Engage with *messaging*



Benefits to drivers

PERFORMANCE. Electric motors have more of something called torque, that tire-turning rotational force right off the line. Inherently better handling due to superior weight distribution and a low center of gravity. It's a driving experience.

The car that "refuels" while you sleep!

Simply plug in your car when you get home and it's typically re-charged back to full even before you wake up the next morning. And there are three levels of charging speed available to meet your lifestyle.

faster (Level 2) charging are here to help! Braintree expects you to licensed have been vetted and need to ensure you receive a positive experience.

our Own Charger® Program is equivalent of about 175 dollars per month for charging. Earn \$8 per month off your bill by setting your car to charge between midnight on weekdays, and 6am on weekends. (See website for details.)

an \$8 monthly credit

RAISE YOUR STANDARDS

LOWER YOUR EMISSIONS

DRIVE ELECTRIC

Concord Drives Electric
ConcordDrivesElectric.org

Join Over 300 Concord Residents Who Drive Electric!

pressure environment? Our EV Ambassador Ride & Drive program will connect you with a nearby EV Ambassador, an experienced EV owner who lives in your community.

From incentives available to just Braintree residents to all up-to-date info on state, and federal incentives, and which discount programs and dealerships are EV Champions (saving you the most on your first EV).

more about these benefits to all on our website at BraintreeDrivesElectric.com.

1.833.443.8363
BraintreeDrivesElectric.com
BraintreeDrivesElectric@BELD.com

Innovate with EVents

Presented by Braintree Drives Electric and Energy New England

2019 ELECTRIC CAR SHOWCASE

Save time and money. Drive the best. Drive the future.

DECEMBER 26, 2018 – MARCH 31, 2019
South Shore Plaza (Center Court), Braintree, MA

Check out the affordable electric vehicles on display, featuring both all-electric and Plug-in Hybrid EVs

Discover the many benefits of driving electric—get your questions answered by an onsite EV Specialist*

Learn about rebates and incentives that lower the cost to purchase or lease

Schedule a private test drive with an EV Ambassador or local EV Champion auto dealer**

Sign up for off-peak charging incentives and charger rebates available to Braintree residents!

Partners:



**QUIRK CHEVROLET****Central Mitsubishi**
www.mitsubishi.com

*EV Specialists are brand-neutral, trained and knowledgeable, not automotive salespersons. Visit BraintreeDrivesElectric.com to get the showcase staffing schedule.
**Test drives may be scheduled in advance by contacting Braintree Drives Electric via website form, by an email to BraintreeDrivesElectric@beld.com, or by phone: 1.833.443.8363



Events – engagement beyond the (stand alone) EV show / ride & drive

- Display & tabling at existing public events
- Engaging games, trivia, contests, swag
- Coordinating Lunch & Learns at employers
- Partnering with conferences and shows



EV Ambassador Program

- Develop and manage a team of trained local EV Ambassadors
- Utilize Ambassadors for display vehicles & support at EVentS
- Connect EV interested customers with matched Ambassador



Auto dealership engagement

- Target and engage local dealers; build relationships
- Provide education on local EV programs & incentives
- Engage with group purchase and incentive programs
- Develop new & used EV dealer and customer support
- Provide EV showcase and display opportunities
- Celebrate and incentivize champions; develop new ones
- Report to client on engagement, performance and inventory



Partnerships – state, local, business

- Existing state government programs
 - MassEVolves, a new employers pledge & recognition program
- Local sustainability groups & coalitions
- Chapters of the Sierra Club and Electric Auto Association
- Engage OEMs on discounts, loaners, etc.

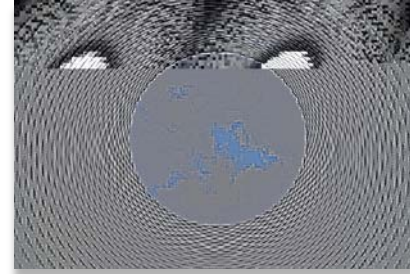
Mass*EVolves*



Innovation – new services, offerings, support & recognition

- WattPlan EV Advisor – compare cost tool
- Active smart charge mgmt. w/ new partners
- Apply Grants for innovative incentives –
Example: used EV rebate for lower income
- Workplace Charging development & EVents
- Develop state/regional EV Dealer Awards
 - Partner with the state Auto Dealers Assoc.
 - Hold awards ceremony at Auto show

The future of EV programs: 2020 and beyond



- Utilities aligning their EV goals with state/IOUs
- Shift toward Time of Use Rate incentives for EVs
- Incentives to ensure 24/7 EV charging optimized
- Merging of solar, efficiency & EV initiatives
- Increase in utility-owned charging stations
- Infrastructure investment in MUD & workplaces
- Smart grid management utilizing EVs (V2G)
- Advanced partnerships with dealers & OEMs



Thank You

**Participate in conference discussions on Twitter:
#ECAC2019**



@ncpublicpower



facebook.com/Electricities



@ElectriCitiesNC

