



HELPS EV Scheduled Charging Program



HELPS
Home Energy Loss
Prevention Services

The HELPS EV Scheduled Charging program, offered by the **Marblehead Municipal Light Department (MMLD)**, offers free or deeply discounted level 2 Electric Vehicle (EV) chargers to **MMLD** customers. In exchange, customers allow **MMLD** to reduce or restrict EV charging during peak times (5-9 p.m. on non-holiday weekdays). These programs benefit EV owners, municipal light plants (MLPs), and all customers in that community by reducing peak energy usage, reducing carbon emissions, and keeping rates stable. Want to learn more about the benefits of enrolling in an EV Scheduled Charging program? Keep reading below.



Reason #1: Reduced Carbon Emissions

- To meet New England's electricity demand during the peak hours of 5- 9 p.m., older, higher carbon-emitting power plants are often called upon. By reducing the amount of electricity used during peak hours, overall carbon emissions are decreased.



Reason #2: Savings for MLPs and Customers

- MLPs design their systems to meet the peak energy demands of their customers. Reducing electricity usage during peak hours helps MLPs avoid costly expansions of their systems, which helps keep rates stable for their customers.



Reason #3: Overnight Charging

- EV owners are able to charge their cars at the regular rate after 9 p.m. The majority of EVs take less than eight hours to charge, leaving owners with a fully-charged battery by 5 a.m.



Reason #4: No Disruption

- Most EV owners do 80% of their charging at home. Participating in a scheduled charging program allows EV owners to do just that with no disruption from their daily schedules.



Reason #5: Get a FREE or Discounted Charger!

- MMLD offers their EV-owning customers a FREE or discounted Level 2, WiFi-equipped residential charger as an incentive for participating in a Scheduled Charging program.



Marblehead Municipal
Light Department

Access MMLD's Incentives Today!

Monitor and Control Charging of your
Electric Vehicle from
the Palm of your Hand!

As part of our efforts to accelerate clean transportation alternatives in Massachusetts while effectively managing our distribution system **Marblehead Municipal Light Department** is partnering with our energy efficiency program manager **MMWEC**, to provide free of charge*, for a limited time, Wi-Fi-equipped Level 2 residential electric vehicle chargers to customers signing on to our **Scheduled Charging Program**.

What is a Scheduled Charging Program?

Scheduled charging is a set schedule to determine when you can and cannot use your charger at full power. Through the Wi-Fi connection enabled in your charger, **MMLD** can curtail the charge rate during periods of peak energy usage for the rest of our distribution system.

How it Works:

Between the hours of 5:00 p.m. and 9:00 p.m. on non-holiday weekdays, your charge level will be reduced in time with daily peak energy use. Outside of this time period, the charger will automatically unlock to allow you full Level 2 fast-charging functionality.

Emergency Scheduling

Sometimes major events happen on the electrical system outside of our control. To respond to these events, emergency scheduling allows **MMLD** to temporarily access your charger via Wi-Fi connection to lower your charging rate until the event passes. This limits strain to our system and allows us to continue to deliver low-cost, reliable electricity.

Did You Know:

- Costs for these peak charging events are spread across **MMLD's** entire residential customer base.
- Modern electric vehicles utilizing Level 2 charging can go from empty to full-charge in eight hours or less, ensuring that your car will be fully charged at 5 a.m.

Full Battery EVs

- MMLD's Scheduled Charging Program** provides you with a **Free** Chargepoint Wi-Fi Equipped Level 2 charge (a \$650 value); customer arranges installation.

*NEW! Plug in Hybrid EVs (PHEVs)

- Plug in Hybrid Drivers are eligible to receive an incentive to cover a portion of the charger costs. Please contact MMWEC to learn how to receive your incentive!



For more details on this program or to learn how to get your Free Level 2 Wi-Fi-equipped home vehicle charger, please call **413-589-0141** or email **EV@mmwec.org**