



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.

