

MassEVolves Participant Case Study



MassEVolves is a program that supports and publicly recognizes organizations who take specific steps to encourage greater electric vehicle (EV) adoption, consistent with statewide clean air goals. Participating companies pledge to take action on programs that include installing EV charging stations at the workplace, promoting zero emissions vehicles with employees and the public, and reviewing their own fleet of vehicles for opportunities to convert to electric or plug in hybrid vehicles.

Energy New England (ENE) is Recognized For:



Offering 4 dual-headed Level 2 EV charging stations on campus for a total of 8 charging ports.



Having more than 888 of their customers driving EVs with 400 having signed up for off-peak charging programs.



Launching a used vehicle purchase program, 2nd Drive, where the net sale price of any used EV under \$15k could receive a cash on the hood rebate of \$900.

Read ENE's full profile for all their EV initiatives.

MassEVolves Profile Energy New England

Energy New England (ENE) “walks the talk” when it comes to promoting electric vehicles (EVs). The utility offers four charging stations for their community, where six staff members drive an EV, some of them for nearly a decade. Kristin Dupre, the Director of Demand Side Management at ENE, drives a 2017 Chevrolet Bolt that she bought when the model first came out. “Working in energy efficiency, I wanted to do what I could to reduce greenhouse gases,” she says.

“Before COVID, I commuted 120 Miles a day in my Bolt.”



ENE's EV Charging Infrastructure



ENE's EV Educational Event

In 2018, Kristin launched the EV department at ENE, which now has a dedicated staff of four, with 15 participating municipal utilities, and a new turnkey toolkit to help other utilities roll out their own programs. ENE’s comprehensive programs range from education and support to dealership engagement, ambassador programs, and utility owned infrastructure. In addition, ENE hosts quarterly lunch and learns for its employees and partners with dealerships from auto miles all around the state. Mark Scribner, program manager

for EVs with ENE, drives a 2012 Chevrolet Volt, which he's owned for nine years and has driven over 160,000 all electric miles.

“I am very pleased to be part of New England's drive electric team working with 15 public power utilities to deliver EV programs to help electrification in their municipalities,” Mark says. “I'm very excited to be part of an organization where we can make a difference not only by advancing electrification at our workplace, but also leading by example for other employers.” In 2019, 888 ENE customers drove electric, with 400 having signed up for off-peak charging programs throughout the state of MA.

To encourage further EV adoption, ENE launched a used electric vehicle campaign- 2nd Drive, where the net sale price of any used EVs under \$15k could receive a cash on the hood rebate of \$900. The program is aimed at targeting lower to mid-income buyers. “Electric vehicles are better for the environment, better for our air, better for their sound pollution,” says Alex Banat, ENE's EV Marketing Specialist. “In my opinion, they are a better driving experience.” Alex drives a 2019 Chevrolet Bolt.



ENE's EV Educational Booth

Learn more about Energy New England at ee.ene.org and ev.ene.org.

