



Clean Power Research®

Utility Solutions

CASE STUDY

ENE Drives EV Awareness with evAPP™

How ENE leveraged evAPP from Clean Power Research to offer holistic EV program awareness and education for their partner utilities and their customers



ENE Drives Electric

Since 1998, Energy New England (ENE) has partnered with local municipal utilities to provide energy efficiency programs and services to their residential and commercial customers. A cornerstone of ENE's Electric Vehicle (EV) awareness and education efforts is proactively communicating the benefits of EVs to the customers of their partner municipal utilities. At the same time, they are securing valuable insights into how transportation electrification will impact their territories.

ENE Launches Digital Campaigns to Raise EV Awareness and Secure Customer Insights

ENE recently launched digital campaigns to promote their electric vehicle education resources, and gauge customers' perceptions of EVs for grid and program planning purposes.

During the summer of 2020, customers from six of ENE's partner municipal utilities were surveyed to gauge EV interest. Questions asked included the likelihood to purchase an EV and by which year. In the spring of 2021, a separate campaign directed customers to ENE's self-service EV education tool hosted on the website of their member utilities in Braintree and Concord, Massachusetts. The tool is powered by evAPP and offers customers personalized advice on EVs, while promoting enrollment in strategic initiatives such as time-of-use rates and collecting rich customer insights.

Customers who used the EV education tool were offered a chance to win a gift card and were sent a feedback survey on the tool.



"It helped me...by comparing like models with the price adjustments from incentives, and the map with range and charging stations."

-SURVEY RESPONDENT

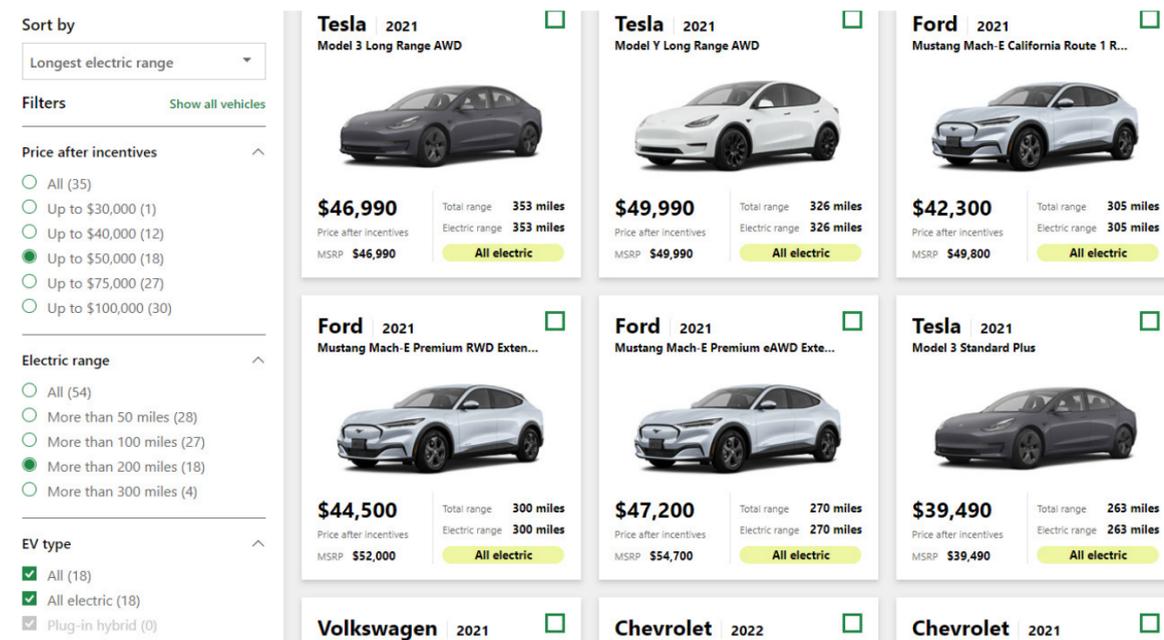
Shifting Customer Opinions on Transportation Electrification

ENE partners Braintree Electric Light Department and Concord Municipal Light Plant served as pilots for the EV education tool campaign, and the results were extremely compelling. The email and gift card incentive from Braintree resulted in a 100x increase in website traffic to the evAPP education platform. Concord also witnessed a significant increase, highlighting the importance of proactive outreach by utilities.



"Inquiries to our Concord EV support service doubled during the marketing campaign for the cost and emissions estimation tool," according to ENE EV Program Manager Mark Scribner. The increase in web traffic is particularly notable given the reality that customers do not instinctively visit utility websites to find information on electric vehicles, even though utilities are well-placed due to their expertise and role in "electric fueling."

Comparing EVs with evAPP



At Braintree and Concord, data revealed how evAPP positively shifted the opinions of customers: the number of “very likely” EV purchasers in Concord nearly doubled, and the number of “likely interested” or “maybe interested” customers increased in both areas.

Capturing Insights for Planning Purposes

From the six EV interest surveys conducted in the fall of 2020, ENE found that 51% of customers from their municipal utility partners were likely to purchase an EV by 2030. They also identified an unexpected “bump” in likely EV adoption from 2022 - 2025—useful data for grid and charging infrastructure planning.

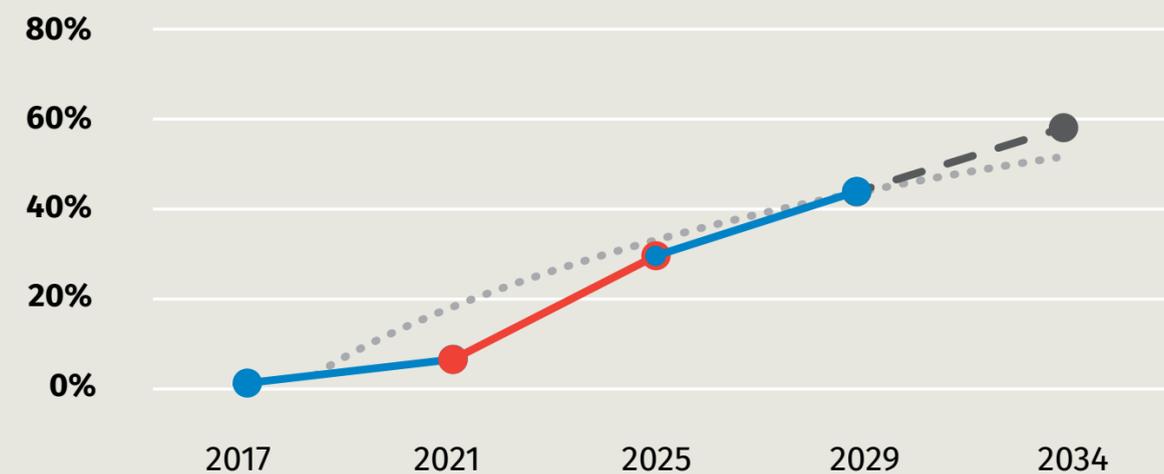
The surveys also assessed factors influencing EV purchases to help inform future program investments. Cash rebates and operational savings were identified as the primary motivations for an EV purchase, while sticker price, charging access and range limitations were selected as the biggest concerns.

“Our surveys found fuel savings was in a virtual tie with incentives as the primary motivator for consumers to consider an EV, at 55% and 56% respectively,” Scribner explained. “This indicates that simply raising awareness about the significant fuel savings from driving an EV could have as much influence on accelerating EVs sales as incentives alone.”

Utility Proactivity on Transport Electrification Delivers Compelling Results

ENE’s EV campaigns demonstrate the value of proactively engaging customers on the benefits of transport electrification. Their initiatives also helped collect rich customer insights for grid and charging infrastructure planning purposes. By actively facilitating EV adoption and gathering predictive datasets, ENE and their partner utilities are well positioned to capture the opportunities presented by transport electrification.

Likely to own an EV by what year?



evAPP™

evAPP, the enabling technology behind ENE's EV campaigns, provides an integrated software platform for comprehensive EV education, enrollment and program administration. When paired with proactive outreach by utilities, evAPP can drive increased awareness of EV benefits and accelerate EV adoption, all while capturing key insights for utilities along the way.

evAPP consists of two services that be leveraged in full or in part:



PowerClerk®

EV and EVSE program digitization, automation and management



WattPlan®

Customer engagement and enrollment, and DER planning

[Learn More About evAPP](#)



Energy New England (ENE) was founded in 1998 to enhance the competitive position of public power entities in response to deregulation and to attain operating efficiencies in energy risk management and retail account management. ENE's ownership is made up of light departments in Braintree, Taunton, Concord, Hingham, and Wellesley, Massachusetts. ENE is the largest wholesale risk management and energy trading organization serving the needs of municipal utilities in the northeast. ENE currently manages the power supplies of over twenty municipal electric systems serving more than 1100 MW of electric load and more than 550 MW of generation in all six New England states. ENE advises on and/or conducts more than one billion kilowatt hours in wholesale power transactions and 100-150 million kilowatt hours in retail transactions annually. ENE also manages up to 250,000 therms of natural gas per day within our customers' portfolios, as well as up to 5,000 barrels per day of fuel oil.

ENE works with numerous businesses, residents and utilities to help promote the principles of conservation, efficiency, and environmental stewardship, and advances the many benefits available through integrated sustainability planning. The ENE service portfolio encompasses the 4 C's of sustainability: Conservation, Carbon Mitigation, Commodity Services, and Clean Technologies.

[Learn More About ENE Drives Electric](#)