



Sustainable Energy Committee



For Immediate Release

Bring Your Own Charger Program Helps Wellesley Reduce Peak Electric Demand

May 15, 2019 (Wellesley, MA and Woburn, MA) - The Wellesley Municipal Light Plant (WMLP), the Town of Wellesley Sustainable Energy Committee (SEC), and Sagewell are pleased to announce the launch of a new program for electric vehicle (EV) drivers called [Bring Your Own Charger®](#) (BYOC). BYOC encourages Wellesley's EV drivers to charge their vehicles during overnight hours (between 10 p.m. and 12 p.m. Monday-Friday and any time on the weekend), in exchange for an \$8.00 credit on their electric bill each month—an estimated 3,000 miles of free driving per year!

In other municipalities, the BYOC incentive program has demonstrated the ability to shift over 90% of EV charging sessions to overnight hours. Wellesley is the fifth municipal electric department in Massachusetts to launch the BYOC program.

"We're excited to be working with Sagewell on the BYOC program. The program offers our residents an opportunity to have an impact on their carbon emissions while safeguarding the electric infrastructure in Wellesley," said WMLP Assistant Director, Don Newell.

Wellesley is among the leaders in Massachusetts for EV adoption with more than 270 registered electric vehicles in a town with less than 28,000 residents. The town is also a recognized leader in environmental efforts, receiving a Green Community designation from the Massachusetts Department of Energy Resources in 2017, and winning the state's Leading by Example award in 2018.

WMLP is partnering with the SEC, which develops and implements initiatives to reduce greenhouse gas emissions from Wellesley's municipal, residential, commercial, industrial and institutional sectors.

WMLP's partner, [Sagewell, Inc.](#), has provided energy efficiency programs and consulting services to utilities and cities for more than ten years. Sagewell's data-driven solutions enable utility customers and partner communities to combine the environmental benefits of strategic electrification with favorable economics that reduce electric rates. Bring Your Own Charger® was recognized as an American Public Power Association Energy Innovator award winner in 2018.