

# AUGUST



## LOCAL LINES

Shrewsbury Electric and Cable Operations  
508-841-8500 | SELCO.ShrewsburyMA.gov

### SHREWSBURY FARMERS MARKET

Check out the new Farmers' Market location at the Senior Center at 98 Maple Ave. every Wednesday from 3:00 to 6:30 pm. There's always lots of fresh local produce to choose from, as well as jams, jellies, honey, baked goods, dairy products, meats, and more!

SELCO will be at the Farmers Market, August 16 and September 13. Please visit our booth each time as SELCO will have a different theme each visit.

For more information, visit the Shrewsbury Farmers Market website at [www.shrewsburyfarmersmarket.com](http://www.shrewsburyfarmersmarket.com)

### 750kWh of Electricity

Cost as of August 1, 2017



### ELECTRIC VEHICLES - THE CHALLENGE

Electric Vehicles are approaching an inflexion point in their development. As costs come down and mile range increases, more and more people are considering Electric Vehicles as an option for their transportation needs. Just a short time ago, electric vehicles were only considered as an extra vehicle and not overly practical due to limited range. But today there are hybrid vehicles with auxiliary gas engines and electric only vehicles with ranges over 200 miles. There are a huge number of variables for the consumer to consider and it appears in the near future Shrewsbury will be becoming home to an increasing number of electric vehicles. This is an issue that could have substantial cost consequences to SELCO and our ratepayers and is therefore of increasing importance. The issue is:



#### When to charge electric vehicles?

Most people with electric cars tend to plug in their vehicle as they park them and enter their home. The challenge for SELCO is that many people may be running errands in the afternoon or coming home from work at a typical time of early evening and plugging in their vehicle.

Typically, there are three ways to charge an electric vehicle. 1) Using a standard 120V extension cord into a standard electric outlet; many refer to this as a "LEVEL 1" charger. 2) There is an optional 240V charger that can decrease the charge time by about 75%, but it also increases the electrical use four times; many refer to this option as a "LEVEL 2" charger. 3) There are also 480V options but due to their high cost and electric requirement, these "LEVEL 3" chargers are typically only installed at commercial establishments.

Refer to the article on the back page of this Local Lines, and you can see that electric use in the late afternoon and evening drive a large percentage of SELCO's costs. You will also be able to see why SELCO has a strong preference for electric vehicles in town not to be charging during our Peak hours.



## Contact Us

### Shrewsbury Electric and Cable Operations

100 Maple Avenue

Shrewsbury, MA 01545

[SELCO.ShrewsburyMA.gov](http://SELCO.ShrewsburyMA.gov)

**Customer Service:** 508-841-8500

**Office Hours:** 7:30 AM to 4:30 PM M-F

**Helpdesk:** 508-841-8572

**Helpdesk Hours:** 8 AM to 10 PM M-Sat.  
10 AM to 10 PM Sun.

## Prime Media

A VISUAL COMMUNICATIONS COMPANY

**Advertise Your Business  
on SELCO Digital Cable**

Cable advertising is the most effective and affordable way to advertise your business!

Let your local Prime Media representative help you choose from top rated networks on SELCO Digital Cable.

*Let our team work for your business!*

For more information contact:

**Guy Ferrante, Account Executive**  
Prime Media  
(508) 826 - 5567  
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## ELECTRIC VEHICLES -

### WHY SCHEDULED CHARGING IS GOOD FOR ALL RATEPAYERS

Nearly 19% of SELCO's costs on a yearly basis are determined by one hour each month which is called the "transmission peak". At the end of every month, the hour that had the highest amount of electric generation in New England is determined. We are billed for our transmission costs based on our contribution in that one hour. This transmission peak hour is typically between 5 and 8 p.m., but as more solar enters the New England market, we expect there to be months when this peak hour is pushed later towards 9 p.m. During the summer, air conditioning load can cause the peak hour to be earlier in the afternoon. As early as 2 p.m. on cloudy humid days when air conditioning is running and solar generation is being thwarted by Mother Nature.

The "capacity peak" hour occurs once a year and accounts for approximately 20.5% of SELCO's costs this year. This all time peak for the year usually occurs on the third day of a heat wave where there is minimal cooling the night before. The capacity peak hour is typically the same hour as the transmission peak hour that month.

Approximately 40% of our costs are determined by an extremely small number of hours each year, you can see why we have a strong preference to postpone electrical vehicle charging during "peak" hours. If you are considering an electric vehicle please consider participating in our scheduled charging program and receive a free "LEVEL 2" charger that SELCO can communicate with.



**Smart.  
Small.  
Swift.**

**LEARN MORE ABOUT OUR  
SCHEDULED CHARGING PROGRAM**

[SELCO.SHREWSBURYMA.GOV/EV](http://SELCO.SHREWSBURYMA.GOV/EV)

**LIMITED TIME OFFER**

**FREE  
LEVEL 2  
EV CHARGER  
FROM SELCO**

**ELECTRIC VEHICLE  
2017 NISSAN LEAF**

**SELCO CUSTOMERS  
SAVE UP TO  
\$20,000**

\$10,000 SELCO INCENTIVE + UP TO \$7,500 FEDERAL TAX CREDIT + \$2,500 MASS. MOR-EV INCENTIVE

**LEARN MORE AT SELCO.SHREWSBURYMA.GOV/EV**

