



Electric Vehicle Case Study

Mass Audubon

Background

Mass Audubon, Massachusetts' largest nature conservation nonprofit, maintains more than 38,000 acres of land with the goal of saving birds and other wildlife, and making nature more accessible. Mass Audubon is a nationally recognized environmental education leader, offering thousands of camp, school, and adult programs. In addition to environmental protection efforts, the nonprofit conducts conservation research to preserve the state's natural heritage.

The Challenge

Recognizing climate change as one of the century's greatest challenges, Mass Audubon developed a Climate Action Plan with the goal of achieving net-zero emissions by 2050. Through a number of actions to meet that goal, Mass Audubon has reduced its annual carbon emissions from its buildings and vehicles by almost 50 percent over the past 17 years. Although these are valuable efforts to combat the negative impacts of greenhouse gas emissions (GHG), Bancroft Poor, Mass Audubon's Vice President for Operations, knew that there was more work to be done.

With 40 percent of Massachusetts' greenhouse gas emissions coming from the transportation sector, adoption of electric vehicles (EVs) is a crucial step to reduce transportation carbon emissions. Despite recent incentives and technologies making EVs increasingly popular and more affordable, there is still a significant need for public charging ports throughout the state of Massachusetts.

The Eversource Solution

Mass Audubon partnered with Eversource to install electric vehicle charging stations at nine of the organization's wildlife sanctuaries. These stations provide the nonprofit's nearly half a million yearly visitors the opportunity to charge their vehicles while hiking, birding and enjoying nature. In addition to minimizing 'range anxiety', the charging stations provide EV owners with peace of mind knowing that the electricity generated by the ports is from renewable sources.

Mass Audubon was an early participant in Eversource's EV Charging Station program, which covers all costs for electrical infrastructure needed to install EV charging stations. Eversource's energy experts also helped to manage the planning and installation processes from start to finish. Through the EV Charging Station program, Eversource installed 24 charging ports at nine locations, including: Broadmoor Wildlife Sanctuary; Moose Hill Wildlife Sanctuary; Boston Nature Center; Wellfleet Bay Wildlife Sanctuary; Drumlin Farm; North River Wildlife Sanctuary; the Museum of American Bird Art; Stony Brook Wildlife Sanctuary and the Mass Audubon Headquarters.

Results Summary

- Network of wildlife sanctuaries with more than 500,000 visitors a year
- 24 EV charging ports installed at 9 locations across the state
- More than 1800 charging sessions and 17,000 kWh of clean energy provided to EV drivers since installation
- More than 13 tons in avoided GHG emissions - equivalent to the carbon stored by 16 acres of forest

"As Massachusetts' largest nature conservation nonprofit, we believe that working with Eversource to expand EV charging access demonstrates our commitment to reducing our carbon footprint and creating a clean environment. We're proud to offer our visitors electric vehicle charging options."

- Bancroft Poor
Mass Audubon Vice President
for Operations

For more information and ways to save, visit eversource.com

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