



**Hawaiian  
Electric**

## NEWS RELEASE

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### **Hawaiian Electric and ev.energy launch Smart Charge Hawaii to help electric vehicle drivers optimize charging**

*Managed EV charging contributes to a cleaner, more resilient grid*

**HONOLULU, May 24, 2023** – Hawaiian Electric is partnering with global electric vehicle software provider ev.energy to offer customers a smart charging mobile app that will enable EV drivers to optimize their charging sessions while helping inform Hawaiian Electric’s development of future charging programs and EV-specific rate options.

Customers who enroll in the [Smart Charge Hawaii](#) pilot will have the choice of receiving an incentive of either \$150 in cash or 10,000 HawaiianMiles under Hawaiian Airlines’ frequent flyer program. Ulupono Initiative provided funding support for the program, which is available to up to 2,000 residential customers with EVs on O’ahu, Hawai’i Island and in Maui County.

As part of their participation, customers will be given access to ev.energy’s mobile app that provides EV drivers with the ability to track their EV charging costs and consumption at home and on the go. The app includes smart charging features such as automated low carbon charging for customers with rooftop solar.

“For me and other EV owners Smart Charge Hawaii gives us a tool to manage our charging so we remember to power our cars when the sun is shining,” said Aki Marceau, Hawaiian Electric’s director of electrification of transportation. “It also helps Hawaiian Electric understand how to better serve current and future customers with electric vehicles. We hope to create a system that allows for our communities to easily take advantage of all the renewable energy on Hawaiian Electric’s grid, a critical step to meeting Hawaii’s 2045 zero emissions goals.”

Smart Charge Hawaii was approved by regulators and developed with input from stakeholders involved in electric transportation, including members of the Drive Electric Hawaii network. Through the collaboration it became clear that charging analytics could help identify customer charging patterns and allow Hawaiian Electric and other stakeholders to operate more effectively in their support of EV charging.

By helping to accelerate broader EV deployment, Smart Charge Hawaii supports electrification of the state’s transportation sector. Increasing EV energy demand is expected to result in net benefits for all customers as the utilities’ fixed costs for generating and distributing energy are spread across a broader base, thereby lowering the cost to all customers.

“The Smart Charge Hawaii pilot is a great example of how collaboration between stakeholders can lead to effective solutions that give users deeper insights into EV charging behavior and, as

a result, empowers pilot participants to make decisions that save money while reducing greenhouse gas emissions,” said Michael Colon Ulupono Initiative’s energy director.

“Hawaii is a global leader on net zero and beneficial electrification,” added Joseph Vellone, head of North America for ev.energy. “We’re proud to partner with Hawaiian Electric on Smart Charge Hawaii, which is a key building block toward a future of clean, affordable transportation for everyone.”

#### About Ulupono Initiative

A mission-driven venture of The Omidyar Group, Ulupono Initiative was founded in 2009 and strives to improve the quality of life for the people of Hawai’i by working toward sustainable solutions that support and promote locally produced food, renewable energy, clean transportation choices, and better management of freshwater resources. For more information about Ulupono Initiative, visit [ulupono.com](http://ulupono.com) or connect with Ulupono on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

#### About ev.energy

ev.energy is a Certified B Corp with a mission to make EV charging greener, cheaper, and smarter for utilities and their customers. Its end-to-end software platform wirelessly connects to a range of electric vehicles and chargers to intelligently manage EV charging while working with utilities to put cash back in customers’ wallets for helping grid charging at grid-friendly times. With a global base of utility, vehicle OEM and charging-station partners, ev.energy manages more than 150,000 EVs on its platform each day. Learn more at <https://ev.energy/business>.

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