

## CASE STUDY

# Electrifying the Sierra Passage: Strategic EV Charger Installation Lines Up Along California Route 395

US Interstate 395 is a major highway that runs along the eastern side of California, extending from Hesperia in the south to the northern border with Oregon. Along this 557-mile stretch of roadway in California, it passes through various popular tourist towns and parks. This makes Interstate 395 a popular route for travelers headed to locations such as Mammoth Lakes, Bishop, or the Tahoe region for boating, hiking, skiing and more.

EV Range, a commercial EV charging solutions provider, decided to serve EV drivers along this well-traveled route. Installing commercial EV charging stations at way points where visitors would need to recharge their vehicles is part of the company's growth strategy. One such installation was planned for Walker, CA, along Interstate 395, where there had previously been a 60-mile unserved stretch between EV charging stations.

Image source : <https://www.plugshare.com/location/581362>



## The Plan

EV Range's approach to installations includes leveraging available grant funding to offset initial installation costs. EV Range then approaches likely site hosts, such as the owner of an open lot near a convenience or retail store, offering to share net revenue or other incentives in exchange for the charging station installation.

In Walker, the installation was ideally situated near the Walker Country store, allowing drivers and passengers to shop for snacks or sundries while charging. This location not only makes it accessible for highway travelers but also helps promote the local economy with new-found revenue from passing EV drivers.



## Key Approaches

- 1 Grant funding:** The use of grant funding is a strategic move to support the deployment of EV charging infrastructure in under served areas along a well-traveled corridor, making electric vehicle travel more feasible and attractive. There are local, regional, and national funding pools available, which EV Range works to access regularly for its customers. Within the state of California, for example, installers might tap into the California Electric Vehicle Infrastructure Project (CALeVIP) 2.0 funding. On a national level, installers can investigate available NEVI funding for their states.
- 2 Revenue sharing:** This approach benefits both site hosts and the installation company to make installations financially more feasible and viable for all parties.
- 3 Location selection:** Walker, CA, was strategically selected due to its location between Carson City and Mammoth Lakes, making it an ideal spot for a commercial EV charging station to serve travelers on this route at the distance or range where their vehicle most likely would need a charge. This installation was added to an existing gas station, which logically fits into customer expectations and associations for refueling a vehicle.
- 4 Accessibility:** The installation of two state-of-the-art BTC POWER Gen 4 180 kW electric vehicle chargers at the Walker Country Store exemplifies the strategy of placing charging stations just off major highways and near retail locations. This provides EV drivers access to conveniences commonly desired on a lengthy trip and helps boost the local economy.

The installer selected BTC POWER'S Gen 4 180 kW electric vehicle chargers for several reasons. EV Range was particularly drawn to the Gen 4's ability to charge up to four vehicles simultaneously, with each CCS port capable of delivering up to 180kW (500 Amps) each.

BTC POWER's robust and US-based support network was also particularly appealing to EV Range. Easy accessibility and availability of local support assures the installer of a responsive service team. In case of any issues or maintenance requirements, the installer could count on prompt assistance from a local or regional team of technicians and experts.

## Product Choice

BTC POWER'S Level 3 EV chargers include the All-in-One (AiO) DC Fast Charger. These chargers are fully equipped with the latest industry features, supplying an excellent user experience with a combination of speed, convenience, flexibility, and reliability for a low total cost of ownership.

*These AiO DC chargers offer:*

- ▶ Simultaneous charging in 10 to 15 minutes
- ▶ Liquid-cooled cables for 500A continuous charging
- ▶ Optional touchscreens for promotional messaging and payment instructions, with a choice of either 15 or 32 inches
- ▶ Credit card or RFID payment options
- ▶ NEVI compliance
- ▶ Suitable for general retail locations, C-stores, fleets, government, or municipal facilities and more



## EV Range's strategic installation of DC fast charging EV stations in Walker, California, represent a forward-thinking approach.

In conclusion, EV Range's strategic installation of DC fast charging EV stations in Walker, California, represents a forward-thinking approach to enhancing the electric vehicle infrastructure along a significant travel corridor. By selecting a strategic location like Walker, between Carson City and Mammoth Lakes, EV Range addresses a critical gap in the EV charging network, facilitating longer trips for EV drivers in an under served location, reducing range anxiety and promoting the adoption of electric vehicles.

The project, supported by grant funding and a revenue-sharing model, makes the initiative financially viable and promotes local businesses by driving additional foot traffic. This symbiotic relationship between EV infrastructure and local economies is a model for future developments in rural and under served areas.

The choice of BTC Gen4 180kW chargers highlights EV Range's commitment to deploying advanced technology that meets the needs of modern EV drivers—offering high-speed charging capabilities that significantly reduce downtime for travelers.

In essence, EV Range's initiative along Interstate 395 is more than just an infrastructure project; it is a step toward a sustainable transportation ecosystem that supports the growth of electric vehicle usage, bolsters local economies, and contributes to environmental stewardship.

# BTC POWER