

CASE STUDY

Nonprofit Expands EV Charging Across Eastern Washington

Women of Wisdom, a nonprofit organization and Northwest Small Business Transportation Resource Center, is leading an initiative to expand EV charging infrastructure across historically underserved Eastern Washington through a multi-funding source strategy.

The organization selected BTC POWER as its charging equipment provider, ordering both Level 3 DC fast EV chargers and Level 2 EV chargers to install at strategic multi-use locations serving highway travelers and local communities. This initiative demonstrates how nonprofits can effectively combine multiple funding sources and manufacturer partnerships to advance sustainable transportation solutions in rural areas.



Empowering Rural Communities: Nonprofit Organization Leads EV Infrastructure Expansion in Eastern Washington

Eastern Washington presents a stark contrast to its Western counterpart in terms of electric vehicle adoption and infrastructure. While the Seattle area and its surroundings have embraced EV technology, the state's eastern region has remained significantly underserved, with limited charging options and fewer electric vehicles on the road.



Washington state is second only to California regarding EV adoption; however, charging stations follow EV ownership patterns with the heaviest concentration of EVs and chargers located west of the Cascade Mountains.¹ Women of Wisdom, a nonprofit organization designated as the Northwest Small Business Transportation Resource Center by the U.S. Department of Transportation, is taking action to transform the EV landscape on the state's eastern side.

Initially focused on EV car-sharing programs, Women of Wisdom identified an opportunity to expand its impact by developing the EV charging infrastructure across Eastern Washington and into Idaho. This strategic initiative aims to make electric vehicle adoption more feasible in traditionally underserved areas while supporting local economic development.

The Plan: Multi-Source Funding Strategy Aids Program Implementation

Women of Wisdom's approach combines strategic funding acquisition with careful site selection to create sustainable EV infrastructure. The organization secured funding through the Washington State WAEVCP (Washington Electric Vehicle Program) grant and is actively pursuing additional opportunities, including Washington State CFI funding and NEVI funding. This multi-source funding strategy enables broader deployment of both Level 3 DC fast EV chargers and Level 2 EV charging stations.

The deployment strategy focuses on creating versatile charging solutions that serve highway travelers and local communities. Initial installations target multi-use locations, such as office buildings near highway access points, providing travelers with quick charging options while accommodating local businesses' longer-term parking needs.

Key Approaches for Success

- **Strategic site selection:** The organization carefully evaluates locations that can serve multiple purposes, such as multi-use office buildings that combine highway accessibility with local business needs. This approach ensures maximum utility for both passing travelers and community members.
- **Funding expertise:** By leveraging its experience as a USDOT-designated resource center, Women of Wisdom successfully navigates complex funding landscapes, combining federal, state, and local resources to support infrastructure deployment.
- **Community integration:** Women of Wisdom aims to be a leading force in regional EV infrastructure while maintaining strong connections with local communities and businesses.



Choice of Provider

After evaluating multiple manufacturers, Women of Wisdom selected BTC POWER as its EV charger manufacturer. Key factors in its decision included:



- 1 Personalized support:** Direct engagement from BTC POWER's leadership team, including the CEO and President, demonstrated a commitment to partnership that aligned with Women of Wisdom's community-focused approach.
- 2 Design flexibility:** The sleek, modern design of BTC POWER's commercial EV chargers, combined with white-labeling capabilities, allows Women of Wisdom to maintain its brand identity while providing professional-grade charging solutions.
- 3 U.S.-based manufacturing:** The ability to visit manufacturing facilities and maintain direct communication with the production team ensures quality control and responsive support.
- 4 Technical specifications:** Its initial order includes six Level 3 DC fast EV chargers and three Level 2 chargers, providing a versatile range of charging options for different user needs.
- 5 Industry-leading uptime:** BTC POWER EV chargers maintain a 97.5% uptime, meaning they are ready for the next charge with minimal downtime.

Commercial EV Charger Product Choice



Level 2 EV chargers could serve vehicles with a longer dwell time, such as employees or visitors to a medical office. Level 3 DC fast chargers could aid the general public passing through the area, requiring a quicker charge.

BTC POWER's Level 3 EV chargers include the [Gen 4 Public Dispenser DC Fast Charger](#). These chargers are fully equipped with the latest industry features for an upgraded user experience that combines speed, convenience, flexibility, and reliability.

These Public Dispenser DC chargers offer:

Simultaneous charging in 10 to 15 minutes

Credit card or RFID payment options

NEVI and Buy America compliance

OCPP 2.0.1

Modular system for future upgrades and serviceability

Suitable for general retail locations, C-stores, fleets, government, municipal facilities, public locations and more



BTC POWER's Level 2 AC product family provides access to certified, reliable charging solutions.

These AC charging stations offer:

Choice of single or double ports

Various amps ranging from 30-80

Pedestal or wall-mount style

Fully calibrated, tested, and sealed

Supports various authentication methods, including RFID, credit cards, QR code, and mobile app payments

Suitable for commercial locations such as hotels, office buildings, medical centers, parking garages, and more

Tailor the pricing strategy to your specific needs



Conclusion:

Women of Wisdom's expansion into EV charging infrastructure represents an innovative approach to addressing rural electrification challenges. By combining its experience in EV car-sharing with strategic infrastructure deployment, WoW is creating a model for nonprofit-led EV infrastructure development in underserved regions.

The partnership with BTC POWER demonstrates how manufacturer-customer relationships can extend beyond traditional business transactions to support community development goals. The organization's steady deployment schedule, with new orders planned every 4-6 weeks, is evidence of a sustainable approach to infrastructure growth.

This initiative serves as a blueprint for other regions facing similar challenges in EV infrastructure deployment, showing how nonprofit organizations can leverage multiple funding sources and strategic partnerships with commercial EV charger manufacturers, such as BTC POWER, to drive sustainable transportation solutions in underserved communities. For more information about collaborating with BTC POWER, contact us today.

¹ <https://www.seattletimes.com/seattle-news/environment/ev-sales-have-soared-in-wa-our-map-shows-where-theyre-registered/&searchscope=image%2Cfilm&adpopup=true>