

# Electric Vehicles are coming to your campground: Are you ready?

The hottest trend in the automotive industry is the electrification of cars. According to the International Energy Agency, more than 10 million electric cars were sold worldwide in 2022, with expectations that sales will grow by another 35% this year to reach 14 million. This represents a projected 18% of the overall car market will be EVs.

Following quickly on the heels of this rapid growth, trucks, and buses are the next wave in the electric revolution. The Ford Lightning F-150 was the best-selling truck in 2022, with strong sales again in 2023 to date, and an expected capacity to deliver up to 200,000 units this year. Newcomer Rivian is aiming to deliver 50,000 of its iconic trucks this year. And Dodge Ram introduced an all-electric RAM at the Consumer Electronic Show this January. SUVs and other tow-worthy vehicles are also going electric.

What does this mean for you? It means that electric vehicles will be coming to your campground – if you have the amenities to support them, specifically EV charging stations for guests and visitors. The good news is that there are generous funding opportunities on the federal, state, and local levels that can reduce the cost of chargers to as little as \$0 out-of-pocket!

What's more, as an EV charging site host, you can control the price drivers pay to 'fuel up' when they plug in as you see fit. Do you want to offer charging as a free amenity to attract patrons? Do you want the fee your charge to cover the costs of your electricity and make a modest profit? Or do you want to charge one rate for your long-term guests and another for short-stay visitors?

Let's look at the types of chargers and the advantages of each. Level 2 chargers are economical chargers that can fully charge a vehicle in 6-8 hours, perfect for your overnight guests. Level 3 fast chargers deliver full charging in 15-30 minutes and are being installed across the country along interstates. The benefit of these chargers is that they turn your location into a destination for long-trip drivers, who also tend to spend more at adjacent retail shops during their 15–30-minute wait time.

It is important to understand what funding and incentives are available to you. Work with an EV charging company that will research the available grants, incentives, and programs that are offered for your specific location. Next, consider who your customers are – and who they could be. Traditionally campground guests stay overnight for 2-3 days, but could you also benefit from attracting drive-through traffic? Do you have a retail store/restaurant that could accommodate-and profit from- short-stay visitors?

Finally, choose an EV charging partner who will handle the permitting process, the installation, and the maintenance and support of the stations. Caution: Not all EV charging companies do! You want a partner who supports, upgrades, and maintains your stations for the long haul. For more information on this topic contact Kate Kruk with LIVINGSTON ENERGY GROUP, A LYNKWELL CO. [kkruk@solution.energy](mailto:kkruk@solution.energy)

