



Case Study

Hotels: Best Western Plus, City of Orange

June 2021



Introduction

A franchisee of a major hotel brand in the City of Orange, Southern California wanted to attract eco-conscious travelers while offering a great hospitality experience for anyone with an electric vehicle. This was 2020, a year when COVID-related supply chain issues made many infrastructural improvements slow and challenging. This franchisee needed a partner with industry experience, a team who had handled both big and small charging installations, and who knew the EV charging space inside and out. They vetted ChargeTronix.

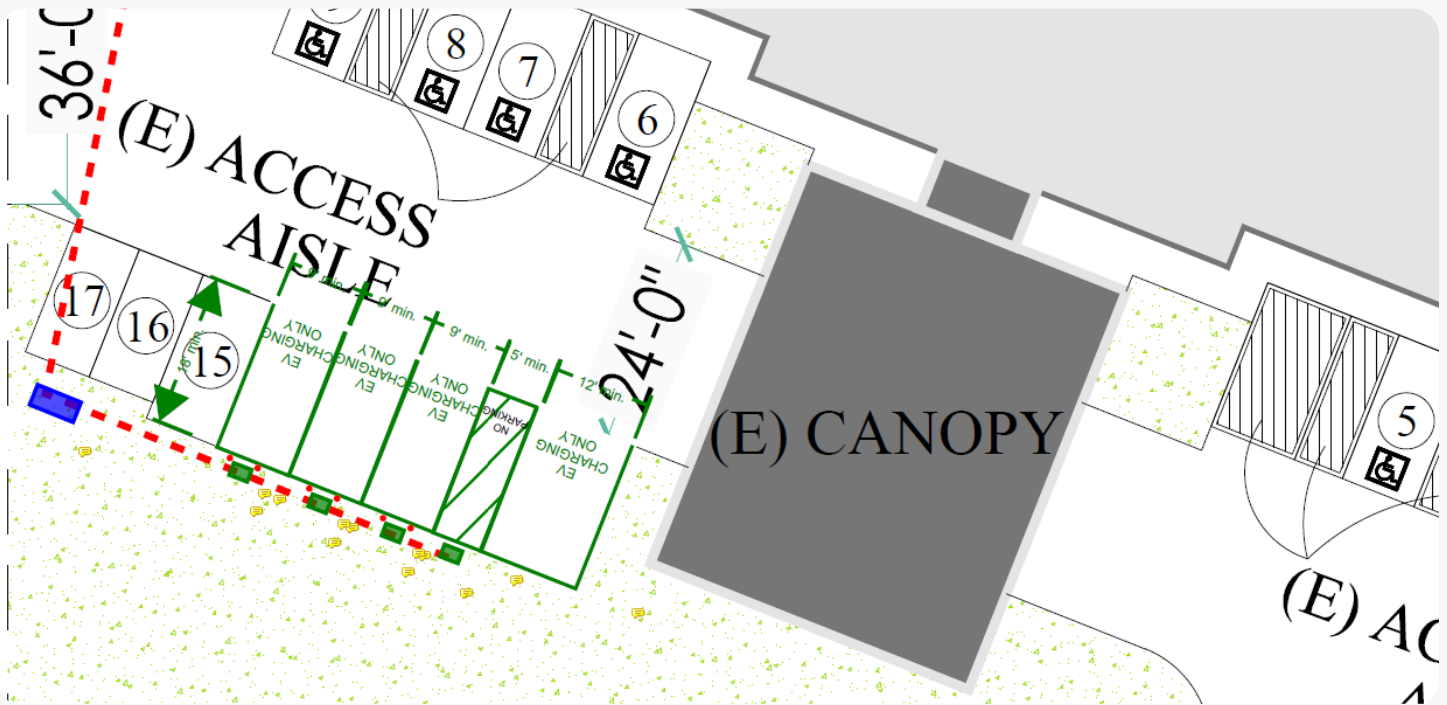


Since 2018, ChargeTronix has handled more than 200 installations of charging stations across California, both level-2 “destination” chargers and powerful level-3 fast chargers. Some of their previous customers included hotel franchisees just like the subject of this case study. The franchisee decided to move forward with the ChargeTronix team.

We started with a careful site plan. They quickly put together a team of electrical engineers to assess the site. In consultation with the franchisee, the team chose an area near the hotel lobby to install four level-3 DC Fast Chargers.

Managing the electrical company’s needs with those of the site are part of project challenges. The team hosted a pre-construction meeting with the utility (Edison) to present potential challenges and find solutions before they became problems. The project plans were delivered to the city, and on Oct. 9, 2020, the City of Orange granted a building permit and construction moved forward soon thereafter.

It was now time for ChargeTronix to go to work. Our team consists of expert electricians across California who are state-certified to install EV charging stations.



This job required extensive trenching. Our team dug beneath a wall that separated the main transformer that would feed the power to the charging stations.

This required more digging than usual, and much of it was carefully hand-trenched to avoid hitting below-ground infrastructure.

Some landscaping was removed in the process, but that was a better choice than digging up asphalt, explained supervising electrician Dave Bavaro.

Next, the crew made sure each charger was wired with Internet connections. This would be necessary to run the EVOLV-brand software that serves the charging stations with intelligent tools to help optimize ROI and uptime. This internet connection was strung from a canopy across the roof into the manager's office.

Then it was time to build the concrete pads. The crew needed to build one for the switchgear, and another for each charger. (A switchgear is an electrical device that controls, protects, or isolates power, and is typically necessary for such projects). Each concrete pad was protected by several bollards.

Finally, in June 2021, these EV charging stations were energized and ready to provide service to customers.



Results

Despite challenging supply chain-related issues and construction challenges, these sites hosted their first charging session on June 22, 2021, about 8 months after the building permit was issued. Since that time, they have produced about \$5,000 in charging revenue from 586 individual charges. In the meantime they have supplied about 11,440 kWh of electricity, the equivalent to about 57,000 miles driven. A piece of yarn that was 57,000 miles long could wrap around the Earth's equator about 2.3 times! It's also equivalent to more than nine metric tons of CO₂ equivalent removed from our atmosphere—enough to fill 2 Olympic-sized swimming pools! That's enough CO₂ emissions removed to make up the difference for 4 metric

tons of burned coal. It would take 200 mature trees more than four years to provide a similar remediation of CO₂.

Conclusion

This case study highlights the substantial benefits hotel locations can reap by investing in EV charging stations. By partnering with ChargeTronix, the client has future-proofed their operations, improved their sustainability credentials, and generated a new revenue stream while making a positive contribution to the environment—a four-way win. This collaboration demonstrates the importance of strategic partnerships in driving sustainability initiatives and adapting to the evolving needs of customers in the retail industry.

As the demand for EV charging infrastructure continues to grow, hotels that proactively invest in this technology will be well-positioned to attract environmentally-conscious customers and contribute to the global transition toward cleaner transportation.

Contact

Get in touch with ChargeTronix for your clean energy transition.

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