

# Success Story

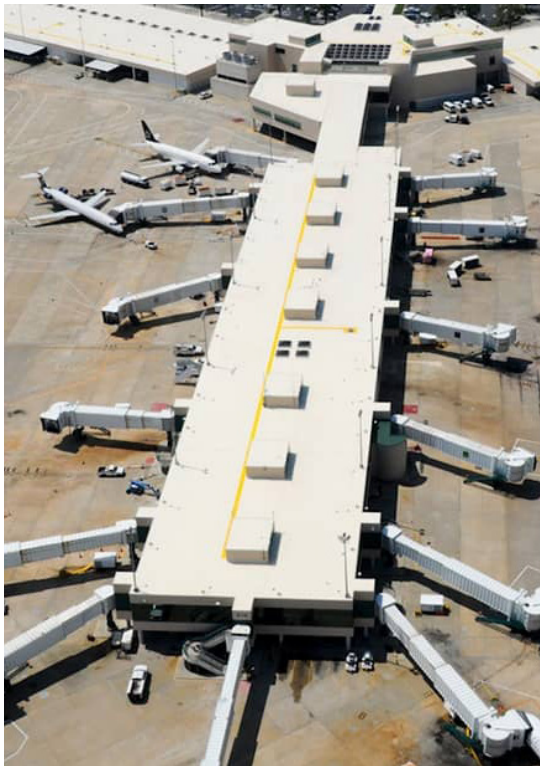


## EV Charging in “Takes Off” At SRQ

The always bustling Sarasota Bradenton International Airport is a jewel in Florida’s collection of airports. SRQ, its international airport code, is located within three jurisdictions: Sarasota County, the city limits of Sarasota, and Manatee County, on the Gulf Coast of Florida.

The region is well-known for its long list of cultural and environmental amenities, including pristine beaches and renowned resorts. Long a destination for retirees from the Northeast U.S. and winter “snowbirds,” it has even earned a moniker for its architecture, the Sarasota School of Architecture.

Another bit of fame SRQ can claim? Sarasota County is second in the state in EVs (electric vehicles) per capita. Florida’s 58,160 registered EVs are the second highest of any state in the U.S.



## The Opportunity

The region where SRQ is located has been “plugged-in” to EVs and working with NovaCHARGE since 2010. Sarasota County has supported EVs with education, installation of charging stations, and government resolutions. It was the first local government in the state to add EVs to its own fleet.

It’s no wonder that SRQ wanted to be part of the state’s progress by showing the benefits of “going green” and spearheading sustainability with EV charging stations on premises. SRQ staff talked with several vendors in 2016 and selected a NovaCHARGE Strategic Sales Partner to do an assessment.

The assessment revealed that SRQ’s challenge was in two parts. First, they had heard “war stories” from other organizations that had implemented EV charging and found again and again that reliability was an issue for many EV vendors. Second, they did not want networked chargers and wanted to start small while retaining the flexibility to expand the number of chargers or network them down the line.

## Why NovaCHARGE?

In business since 2008, NovaCHARGE was able to demonstrate its extensive history of successful and reliable parking structure installations. The long warranty period that NovaCHARGE offered served as additional proof they were up to the challenge.

On the second SRQ challenge, NovaCHARGE and its Strategic Sales Partner were able to point SRQ to a number of successful implementations where NovaCHARGE had future-proofed the ability for a customer to expand the number of charging ports, as well as network chargers after a non-networked installation.



## The Solution

Assured that NovaCHARGE’s reliability, warranties, and flexibility around networking options was a perfect fit with SRQs needs, in 2016 the implementation of a 4-port charging station commenced.


True to its commitment to sustainability and “green” leadership, SRQ had the chargers implemented in short-term parking in front of the terminal building. That placement was purposeful, SRQ wanted to raise awareness and promote the use of alternative fuels vehicles.

As Rick Piccolo, SRQ’s President and CEO has said, “Providing these EV charging stations to our patrons is consistent with our ongoing efforts to integrate sustainability throughout the airport.”

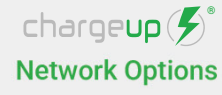
Within two years, SRQ was back and wanted to double-down on its investment by adding four more charging points. Part of SRQs overall strategy was to offer free charging to any EV parked in surface parking to help drive adoption and utilization of the chargers.

Once a small, out-of-the-way airport, in 2022 SRQ experienced a 21.6% increase in travelers over 2021’s passenger count to 3,847,606 and was designated the state’s Commercial Service Airport of the Year by the Florida Department of Transportation. Free EV charging contributed to that recognition.

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