

Transportation Electrification and State Tourism/Public Lands Agencies



As more Americans switch to electric vehicles (EVs) and hundreds of billions of dollars are distributed through the Bipartisan Infrastructure Law (BIL) and Inflation Reduction Act (IRA), state agencies will play a continued role in the successful transition to electric transportation. This guide details immediate actions that state tourism and public land agencies or similarly focused organizations can take to prepare for the shift to EVs, bringing value to their state and constituents.

State tourism agencies develop and enhance a region's visitor facilities and stimulate tourism growth to produce economic benefits for the state, often working with state public lands officials. They also preserve and promote the safe use of state public lands by staffing, cleaning, maintaining, and providing programming in parks. For this reason, they can implement some of the strategies below to ensure visitors have access to EV charging in parks and public lands.



Minimum Actions to Take Now

- Install charging stations at popular tourist destinations such as state parks, forests, and beaches to encourage EV drivers to visit sites and reduce carbon emissions and air pollution in high-traffic areas.*
- Provide high-quality educational materials at rest stops and tourist destinations to ensure drivers know of charging availability within the state.
- Electrify fleet vehicles that service tourist sites and public lands to reduce emissions and protect sites.**

Recommendations for Accelerated Adoption

- Consider additional locations for installing EV charging stations, such as high-traffic tourist destinations, to ensure access to EV charging stations is on pace with growing consumer demand.
- Coordinate with rental car agencies to electrify fleets and install chargers at tourist destinations so visitors can drive electric.

*See more on the opportunities and challenges for electrifying parks, beaches and forests [here](#).

**[Download a compendium of resources](#) to help with electrifying fleet vehicles.

Case Study: State of Washington Tourism

The State of Washington, like many states, understands how different industries and interests bring a variety of tourists to their state. Thus, they contract with nonprofit organizations like **State of Washington Tourism** (SWT) for destination development-investing resources like EV charging in major destinations to ease travel for EV owners and improve EV rental experiences. With a focus on bringing tourism stakeholders together for tourism and transportation infrastructure projects, some key movements in their destination development include:

- **Electrifying key scenic highways:** The **Cascade Scenic Byway** was the nation's first scenic byway to provide EV charging stations for drivers, which allowed tourists to drive EVs and reduced tailpipe pollution along the route, protecting the natural landscape. More recently, SWT worked on developing the **White Pass Scenic Byway**, bridging the charging gap between the eastern and western parts of the state.
- **Partnering with local governments and businesses:** To build momentum for the statewide EV adoption goals, SWT works with all tourism stakeholders to maximize benefit to everyone involved. This complements their approach to community-based tourism, which considers both environmental and community impact to ensure projects protect the environment and drive sustainable business into communities. Thus, local governments and communities are SWT's most strategic partners.
- **Addressing challenges:** The SWT was granted a much smaller budget than anticipated for their EV projects, requiring them to re-prioritize, look for external funding partners, get creative with funding, and install charging where it was most needed.
- **Next steps:** SWT will continue to work with communities around the state to install EV charging stations for tourists.

To learn more about **how tourism and public lands agencies can champion EV charging**, watch the EC's **webinar** featuring Andrew Grossmann from the Colorado Office of Tourism.

About the Electrification Coalition

The Electrification Coalition is a nonpartisan, nonprofit organization that advances policies and actions to facilitate widespread deployment and adoption of electric vehicles in order to reduce the economic, public health and national security risks caused by America's dependence on oil. For more information, visit [electrificationcoalition.org](https://www.electrificationcoalition.org).