



Parking Management Inc.

# PMI's Electric Vehicle Infrastructure

February 1, 2013

Business Models, Marketing Goals,  
Financing, Environmental Leadership



## Company Overview

- Locally owned and operated
- 500 employees, 100 + locations
- Urban Parking: DC and Baltimore

## Why Do We Invest in EVs?

- Social & Environmental Goals
- Early Adopter
- Emerging urban driver
- Tax incentives and rebates
- Zeitgeist – *Spirit of the Time*



**Data Analytics**  
**Design Build**  
**Customer Service**



[www.pmi-parking.com](http://www.pmi-parking.com)

# Business Model & Financial Strategy

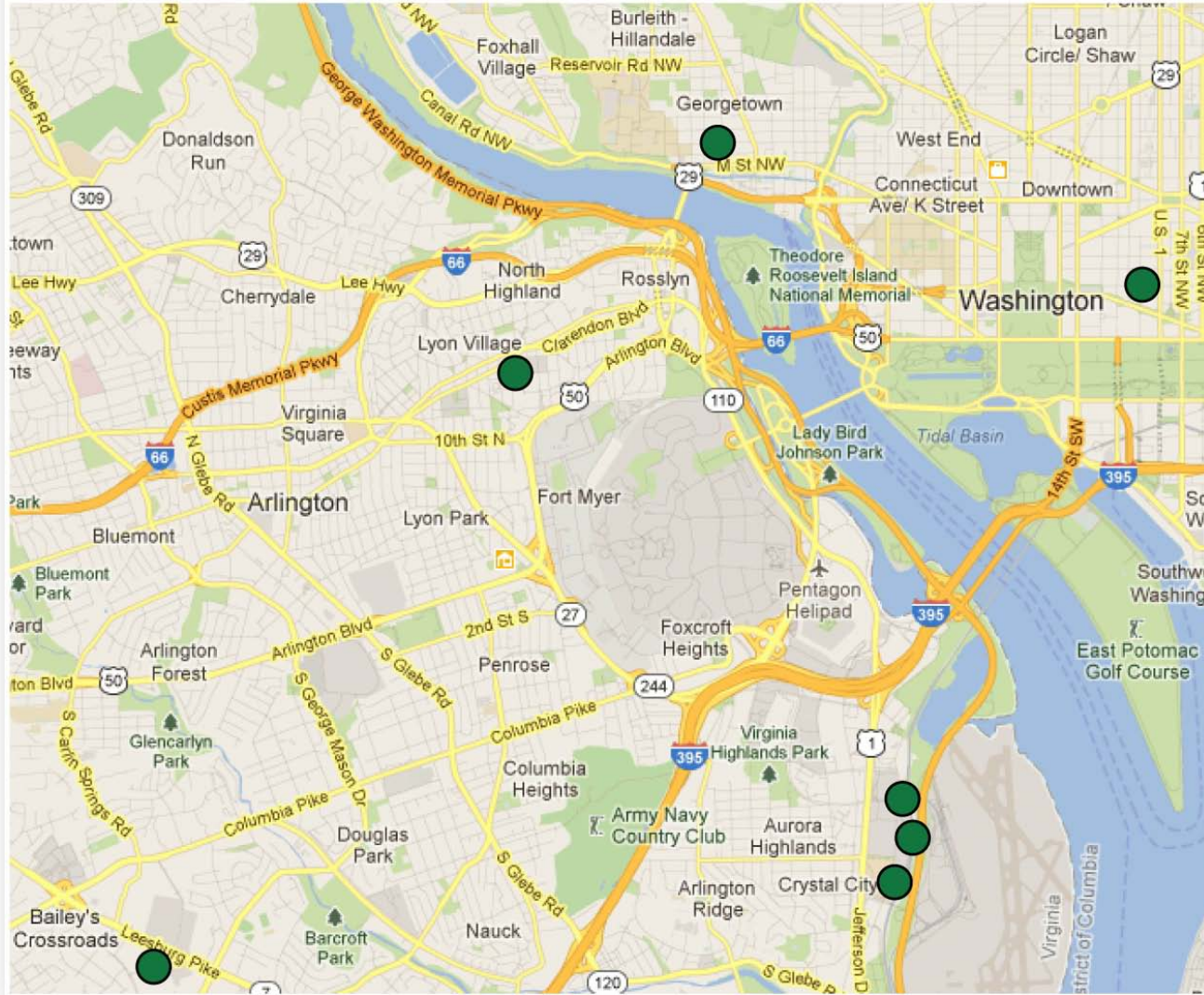


EV Charging Station, The Concord, Crystal City

- Design-Build-Manage
- Tenant Amenity
- LEED certification- up to 3 points for commercial and multi-family.
- Tax Rebates: 30% tax rebate, plus tax credits.
- Marketing & P.R.

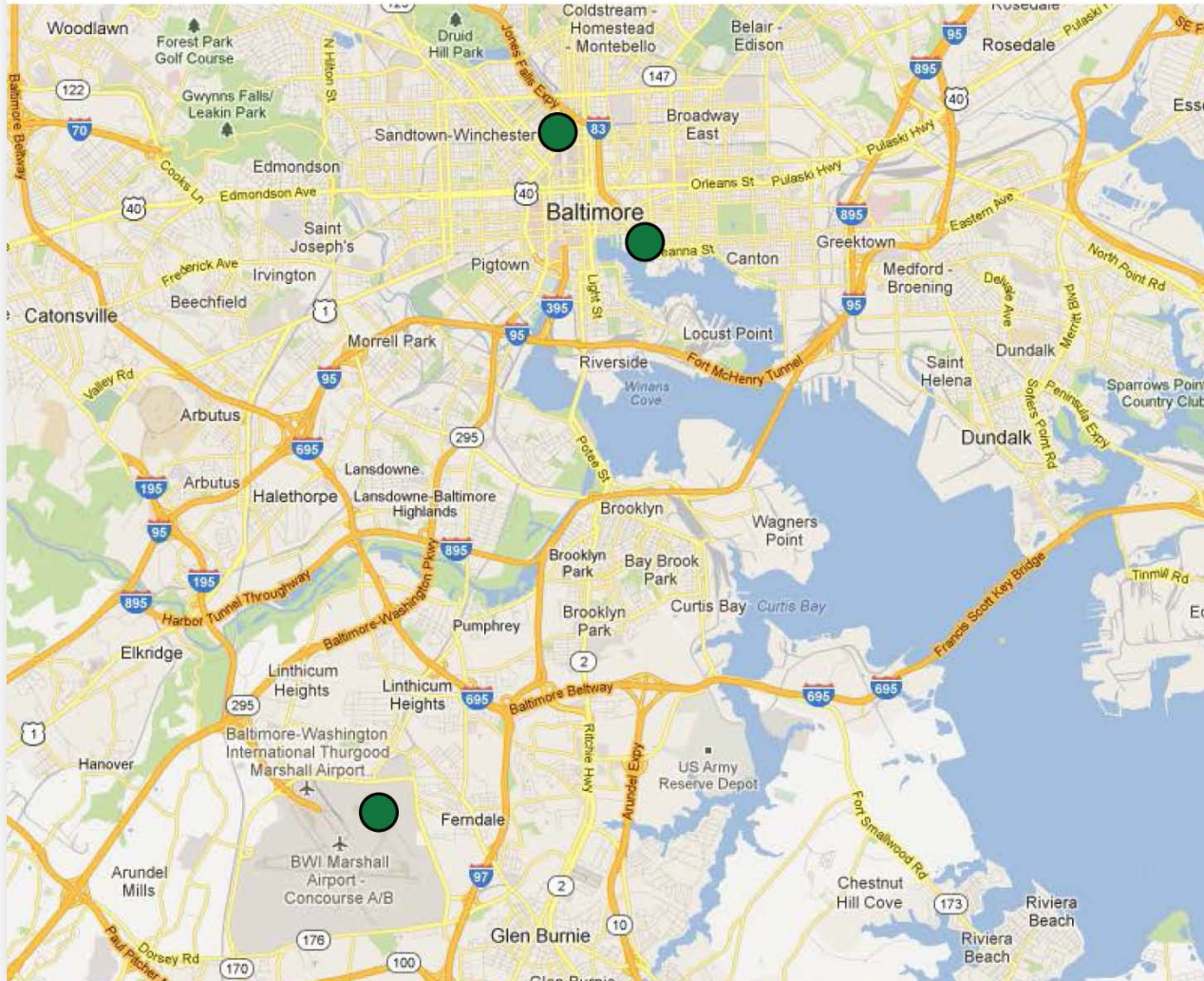


# EV Charging Station Locations- DC/Virginia





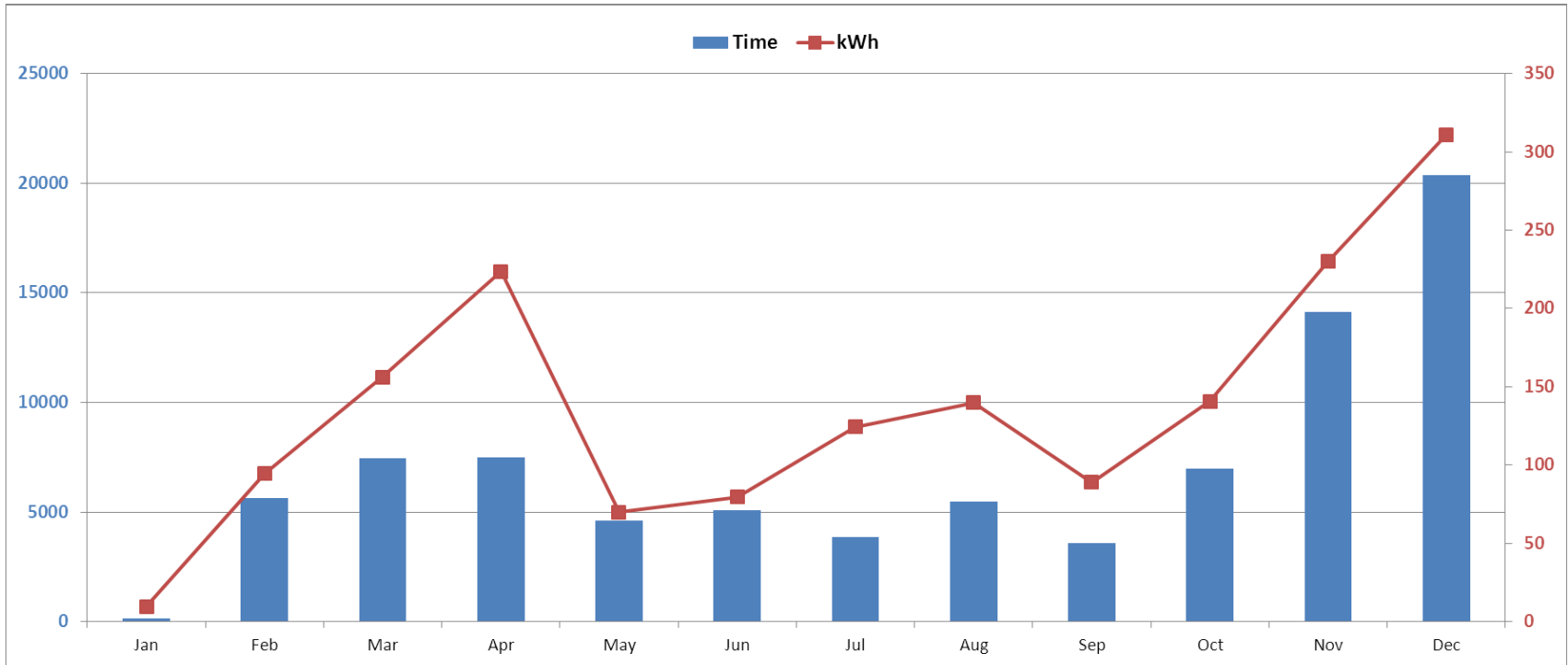
# EV Charging Station Locations- Baltimore/BWI Airport



# Success & Results

Time (Min)

Power (kWh)

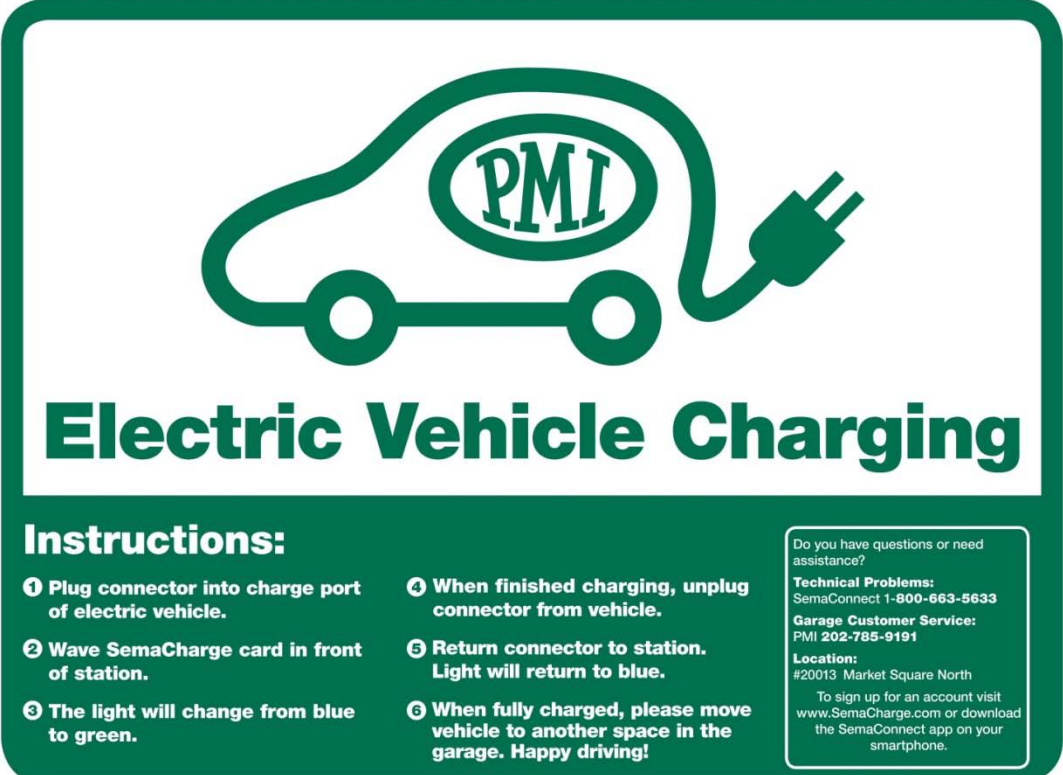


- Study Period: January 2012- December 2012
- Time Increase: 2.62 hrs- 339.73 hrs
- Power Increase: 9.75 kWh – 310.84 kWh



# Challenges & Opportunities

- Map Standardization, Fees, Signage, etc.
- Biz Partner Selection
- SemaConnect
- Advanced Technology
- Local Business.



The image shows a green and white sign for an electric vehicle charging station. At the top, there is a green outline of a car with a charging cable plugged into its rear. The letters 'PMI' are written inside the car's body. Below the car, the text 'Electric Vehicle Charging' is written in a bold, green, sans-serif font. Underneath this, the word 'Instructions:' is written in a bold, white, sans-serif font. Below the instructions, there are six numbered steps in white text on a green background. To the right of the instructions, there is a small white box with green text containing contact information and a note about signing up for an account.

**Electric Vehicle Charging**

**Instructions:**

- 1 Plug connector into charge port of electric vehicle.
- 2 Wave SemaCharge card in front of station.
- 3 The light will change from blue to green.
- 4 When finished charging, unplug connector from vehicle.
- 5 Return connector to station. Light will return to blue.
- 6 When fully charged, please move vehicle to another space in the garage. Happy driving!

Do you have questions or need assistance?  
**Technical Problems:**  
SemaConnect 1-800-663-5633  
**Garage Customer Service:**  
PMI 202-785-9191  
**Location:**  
#20013 Market Square North  
To sign up for an account visit [www.SemaCharge.com](http://www.SemaCharge.com) or download the SemaConnect app on your smartphone.





# The Future of EVs & Charging

- Electric Vehicles company cars; Rachel and Justin Bieber prefer the Fisker Karma.
- Battery exchanges
- Alternative production of electricity; solar, hydro, wind, biofuel, etc.
- Electric and hybrid car-sharing







Parking Management Inc.

Charles Lancaster  
Director of Sales & Marketing  
202-467-6738  
[clancaster@pmi-parking.com](mailto:clancaster@pmi-parking.com)

