



**blink**

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# Parking EV Charging Solutions

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Attract EV  
Drivers and  
Drive Loyalty

Increase  
Revenue per  
Parking Spot

Become a  
Sought-After  
Charging  
Destination

# EV Charging for Parking Facilities



Parking facilities are a natural fit for Blink electric vehicle charging stations bringing to your facility a sought-after EV driver amenity while gaining market share from non-EV friendly locations. Providing EV charging stations can also increase parking revenues bringing in an additional revenue stream and the ability to charge more for EV charging spots.

Whether operating one location or hundreds, providing EV charging stations makes your property a parking and EV charging destination.

## Drive Occupancy Rates Up With **DESTINATION EV CHARGING**

- The availability of charging stations attracts EV drivers
- Blink EV charging solutions provide an additional revenue stream
- Partner with local businesses to advertise on the Blink screen or pedestal wrap
- Utilize dynamic load share to manage electricity costs
- Attract commuters, residents and visitors as an EV parking destination
- Encourage frequent parker loyalty
- Stand out among competing parking facilities
- Improve your green appeal by offering EV charging and supporting alternative and green energy solutions
- Help improve air quality and reduction of CO<sup>2</sup> emissions in congested urban areas

## The Blink Parking Solution

Throughout the United States parking facilities are turning to Blink to install EV charging stations in their garages, helping to attract the EV driver audience and unlock additional revenue opportunities.



Blink IQ 200 charging stations are ideal for parking facilities offering maximum flexibility and control.

- Works on all electric vehicles (Tesla adapter may be required)
- Billing can be time-based, kWh-based, session-based billing or even can be set as a complimentary benefit
- Easy payment options via RFID, Apple Pay, Google Wallet and all major credit cards
- Centrally manage your EV charging stations via the Blink Network
- Text and email alerts inform EV drivers of charging station status
- Networked solution allows for full control, monitoring and reporting of EV station usage
- Dynamic load management allows you to maximize usage
- EV charging stations can contribute to LEED certification
- 24/7 customer service for EV drivers and station hosts
- Fully customizable pedestal wraps for branded messaging

**25%**  
ELECTRIC  
VEHICLE  
POPULATION  
BY 2025

**25%**  
CHARGING  
STATIONS IN  
PUBLIC PARKING  
FACILITIES



## EV Charging Station Considerations

- Does my property wish to attract EV drivers?
- Can I leverage Blink's 155,000+ members to drive traffic to my facility?
- How can I use EV charging stations to create repeat customers?
- What value can Blink EV charging stations bring to my property?
- What will the driver experience be while charging their EV on my property?
- Can I use the charging equipment to sell advertisements or pedestal wraps for promotions?
- Does the equipment allow for the smart use of electricity, including load management?

## Assessing Visitor & Guest Needs

It may be helpful to inquire with operations, facilities management, and valet staff as to the number of electric vehicles they see frequenting your facility.

As research indicates EV adoption is growing exponentially therefore it is best to plan for the future when deploying EV charging stations.

When you're ready, a Blink representative can help you accurately assess the need for your facility.

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