



E-BOOK · FOR PARKING FACILITIES

SWTCH



A PRACTICAL GUIDE FOR PARKING OPERATORS

EV Charging for Parking

The 10-step roadmap to ROI

ASSESS · IMPLEMENT · OPERATE · SCALE swtchenergy.com



WHY IT MATTERS

Charging is becoming part of the parking business

As EV adoption grows, charging is turning from a nice-to-have into a profit driver for parking facilities. Done right, it helps you attract customers, create new revenue and protect the long-term value of your property.

● **Attract and keep customers**

EV drivers seek out charging and often stay loyal to the facilities that offer it. As adoption grows, charging sets you apart.

● **Open new revenue streams**

Charging can earn income through energy sales, session fees or premium parking rates.

● **Future-proof your property**

Charging is shifting from luxury amenity to essential infrastructure. Installing early protects asset value and market relevance.

The ten steps that follow take you from a first look at your site to a charging program that grows with demand. Work through them in order, or jump to the stage you're at.

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The roadmap at a glance

Ten steps, three stages: assess your site, implement methodically, then run and grow a sustainable operation.

Assess & plan

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Load management can unlock more chargers from the power you already have.

01

ASSESS & PLAN · STEP 01

Assess your facility's EV-readiness

Before choosing a single charger, get a clear picture of what your site can support and what your parkers need.

- **Electrical capacity** Have an experienced EV electrical contractor assess your service and the power available near potential charger locations. That tells you how many chargers you can install.
- **Load management** Load management extends the capacity you already have. SWITCH Control unlocks the full potential of existing infrastructure, so you can add the chargers you need with zero upgrades.
- **Prime locations** Pick spaces that are visible, accessible, well-lit and near entrances. Balance driver convenience against installation cost.
- **Current demand** Count the EVs already parking with you, survey parkers about their EV plans, and research local adoption and nearby public charging to size your first install and future expansion.

02

ASSESS & PLAN · STEP 02

Set your goals

Clear goals shape every decision that follows, from pricing and equipment to day-to-day operations.

- **Define your primary goal** Is charging mainly a customer amenity, or a direct revenue generator? Your answer shapes pricing, equipment and operations.
- **Plan for future scale** Start with 2–4 chargers based on current demand, but plan your electrical infrastructure for expansion. Adding capacity now costs less than retrofitting later.
- **Set financial targets** Set realistic revenue and ROI goals. Count indirect gains too, like higher occupancy and new corporate parking contracts, not just charging revenue.

Start with 2–4 chargers. Build the electrical for what comes next.





Incentives can cover thousands in costs — in some locations, the entire project.

03

ASSESS & PLAN · STEP 03

Secure funding and solutions partners

The right incentives and partners lower both your costs and your risk.

- **Tap into incentives** Federal, state, utility and local programs can cover thousands of dollars in costs. In some locations, they can fund the entire project.
- **Work with a solutions partner** An EV solutions provider like SWITCH can identify the funding programs you qualify for and improve your chances of approval.
- **Choose reliable hardware** Select commercial-grade chargers with proven reliability, smart connectivity and strong warranties. OCPP-certified hardware makes it easier to change software or chargers later.
- **Hire experienced installers** Use only licensed electrical contractors with extensive EV charging experience. It's the surest way to avoid costly mistakes.

04

ASSESS & PLAN · STEP 04

Plan your installation

Careful planning keeps your project on budget and ready to grow.

- **Complete an electrical assessment**

Work with your installation partner on detailed load calculations to determine whether you need an electrical upgrade, and how large it should be.

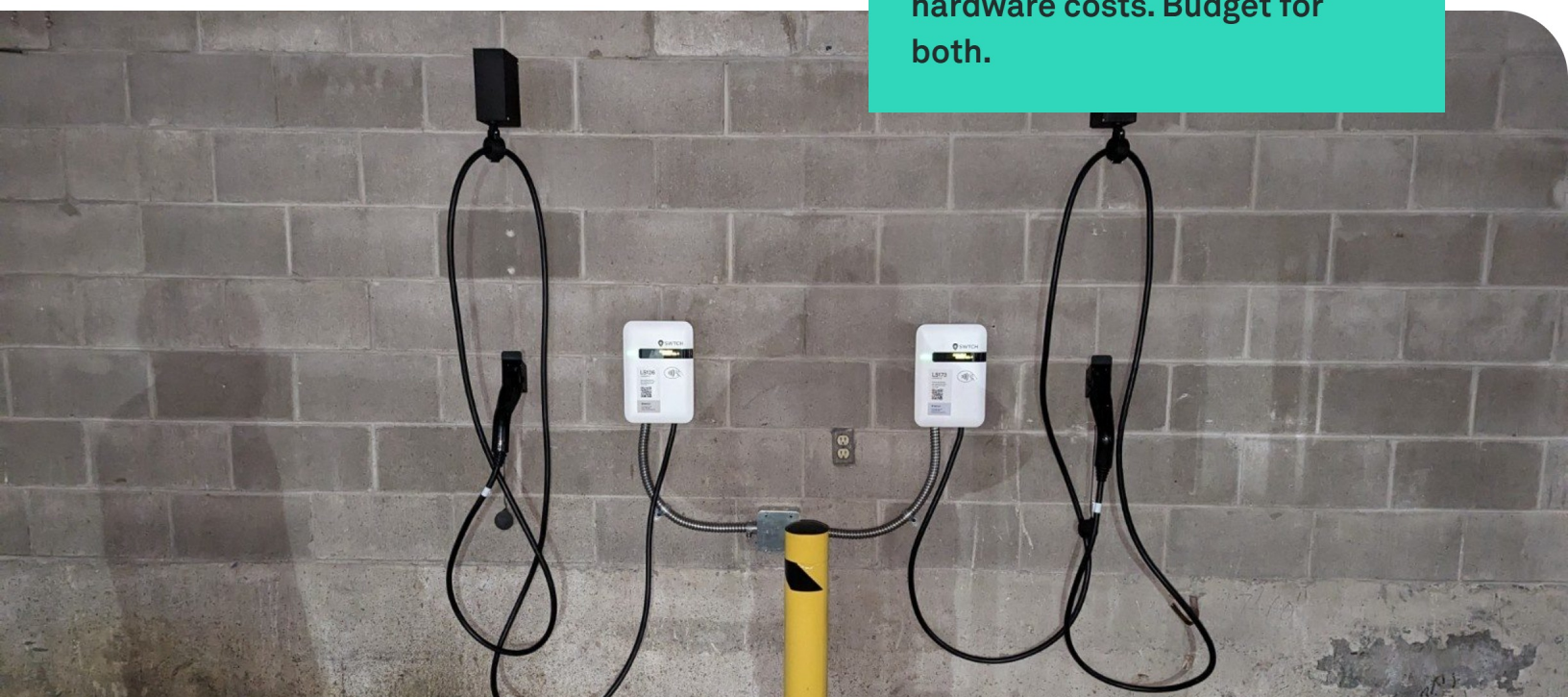
- **Design an efficient layout**

Group chargers to share electrical infrastructure where possible. Plan for accessibility compliance and future expansion from the start.

- **Budget beyond the hardware**

Installation costs far exceed hardware costs. Budget for electrical work, permits, trenching and a contingency fund.

Installation costs far exceed hardware costs. Budget for both.





Test every charger with a real EV before you sign off.

05

IMPLEMENT · STEP 05

Install charging stations

Stay close to the work so your chargers open on time and perform from day one.

- **Oversee the installation**

Keep communication with contractors clear and confirm every permit is in place before work begins. SWITCH can help make sure your deployment is done right.
- **Test everything**

Test each charger with real EVs, verify payment processing and confirm network connectivity before you accept the installation.
- **Secure final approvals**

Get electrical inspection approval, install compliant signage and confirm all safety systems work before opening to drivers.

06

IMPLEMENT · STEP 06

Launch your EV charging service

Decide how drivers will pay, who can charge, and where they'll turn for help.

- **Choose a pricing model** Per-kWh pricing is the fairest, time-based pricing encourages turnover, and session fees keep things simple. Research local rates to stay competitive.
- **Configure access and payment** Open access maximizes utilization; restricted access serves specific user groups. Offer several ways to pay, such as app, RFID card and credit card.
- **Set up driver support** Train on-site staff in basic charging help, spotting issues and escalation, or partner with SWITCH for 24/7 driver support.

THREE WAYS TO PRICE

Per kWh	Fairness
Time-based	Turnover
Session fee	Simplicity



07

IMPLEMENT · STEP 07

Integrate with parking solutions

Charging works best when it feels like part of parking, not a separate errand.

- **Parking app integration** Let drivers start a charging session in the same app they already use to reserve or pay for parking.
- **Unified payment** Ideally, drivers pay once for both parking and charging, with no extra steps.
- **Integrated analytics** Feed charging data into your analytics platform to see how charging affects your overall business.



If drivers can't find your
chargers, they can't use them.

08

OPERATE & GROW · STEP 08

Promote your chargers and educate parkers

Chargers only earn when drivers can find them and know how to use them.

- **Maximize visibility** Use clear directional signage and distinctive EV space markings. List your chargers accurately on PlugShare, ChargeHub and Google Maps; SWITCH can help with listings.
- **Provide user instructions** Offer charging guides through QR codes, instruction cards and station signage, including network support and facility contact details.
- **Engage the community** Announce availability to your existing parkers, partner with local EV groups and use social media to build word of mouth.



FOUR NUMBERS TO WATCH

Utilization rate

Revenue per session

Uptime

User feedback

09

OPERATE & GROW · STEP 09

Monitor performance and optimize

Once chargers are live, the data shows you what's working and what to change.

- **Track key metrics** Watch utilization rates, revenue per session, uptime and user feedback to see how your chargers are performing.
- **Optimize operations** Adjust pricing during peak periods, improve signage based on driver questions and schedule maintenance for low-usage times.
- **Plan for growth** Set expansion triggers based on sustained high utilization, and prepare electrical infrastructure before demand requires it.

10

OPERATE & GROW · STEP 10

Adapt and scale

EV charging keeps evolving. Facilities that adapt stay ahead of demand.

- **Embrace new technology** Evaluate smart charging features like Plug & Charge and demand response, along with advances in payment systems.
- **Expand strategically** Add chargers when utilization consistently exceeds 60–70% during peak periods, reusing the locations and procedures that already work.
- **Build industry connections** Join professional associations, attend conferences and maintain strong relationships with equipment suppliers.

60–70%

Sustained peak utilization is your signal to add chargers.



NEXT STEPS

Ready to put this roadmap to work?

These ten steps give you a clear framework: assess your site, implement methodically and run a sustainable operation that attracts customers and generates consistent revenue.

SWTCH has thousands of charging stations across North America, including at many prominent parking facilities. We can help at every stage — let's talk about yours.

Contact SWTCH

swtchenergy.com

