



CASE STUDY: EV PORT MANAGEMENT

# 5 HOUSTON CENTER

## HOUSTON, TX

### CHALLENGE

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5 Houston Center is a Class A, high-rise office building in Downtown Houston. LAZ was hired to oversee their parking operation. The client expressed interest in adding EV charging stations to their garage, so LAZ managed the procurement and installation of 18 charging ports at a low cost.

Shortly after the installation, LAZ noticed station utilization was low and wasn't performing to standard. Upon careful analysis of the Integrated Mobility Platform, a LAZ-managed system that accounts, reports and maintains the EV revenue center while ensuring chargers are always fully operational, the LAZ team saw possible points of concern and provided solutions to improve the EV program.



### SOLUTION

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**ACTIVE SPACE MANAGEMENT:** LAZ began monitoring vehicles that were parking in the EV charging spaces and noticed that non-electric vehicles were taking up a majority of the spots. To reduce these numbers, we limited these spaces to 2-hour parking.

**DATA DRIVEN DECISIONS:** Utilizing BI, the local LAZ team reviewed EV charging data to understand why parkers who had electric vehicles were not using the ports. They also performed in-person surveys on-site to get more insight. After reviewing the data and customer feedback, we saw that price per kWh could be a factor, so LAZ lowered the price from 45¢/kWh to 30¢/kWh.

**UPTIME ASSURANCE:** Understanding the importance of charger uptime, LAZ staff was properly trained in basic EV port maintenance to ensure the units were cleaned, functional and maintain power and data.



### RESULTS

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Charging Sessions:

**+ 241%**

kWh Consumed:

**+ 252%**

Revenue:

**+ 135%**

Since implementing the solutions that LAZ proposed, 5 Houston Center has seen a **significant increase in all aspects of their EV charging program**, including higher station utilization, kWhs consumed, and gross revenue.