



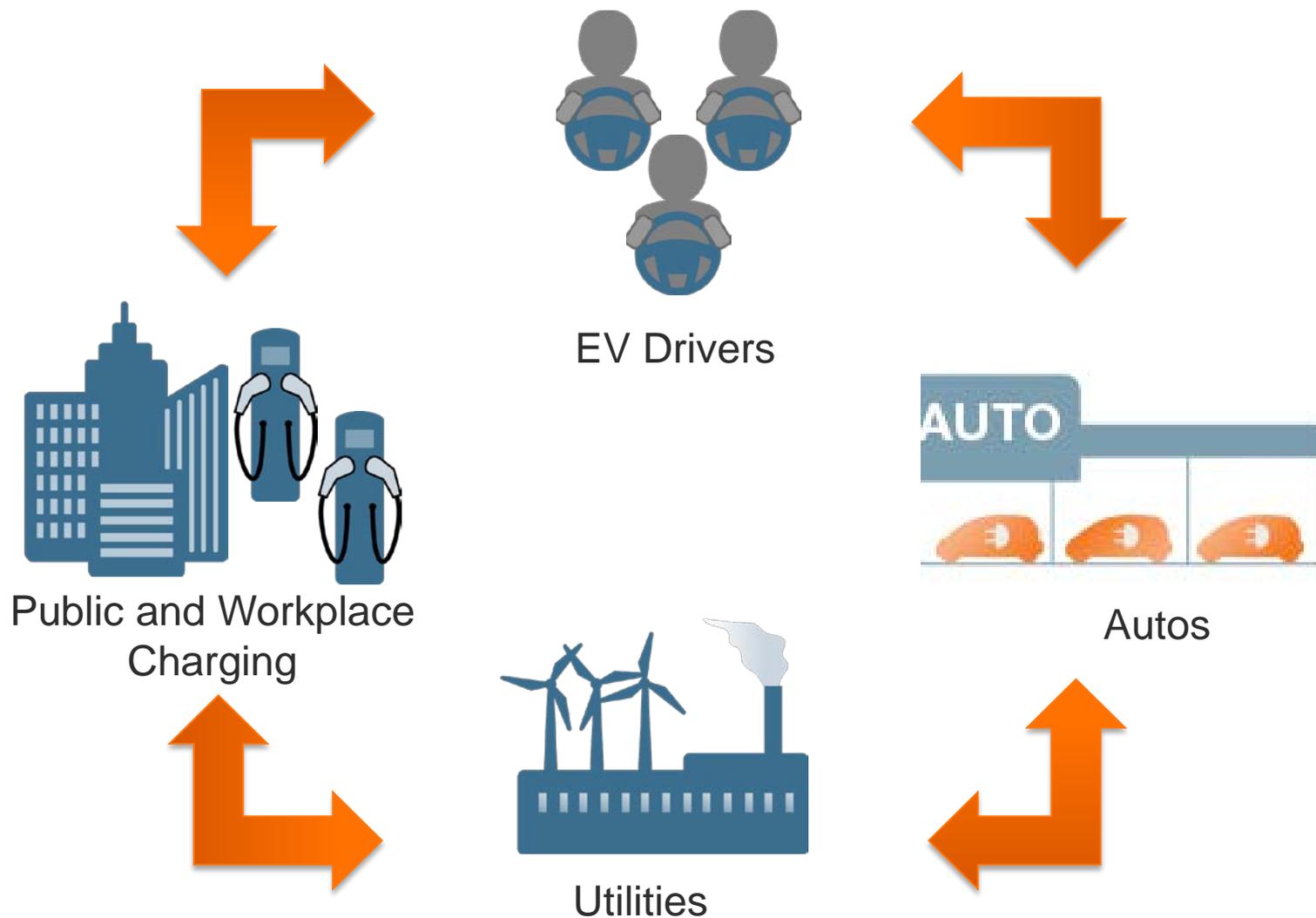
Innovation in Transportation

Pasquale Romano, CEO

August 20, 2014



The EV Ecosystem



Educating EV Drivers

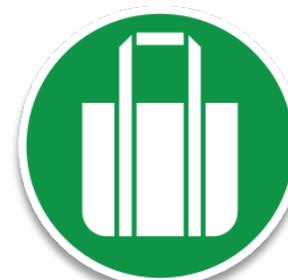
Paradigm Shift:

Fuel when you arrive, not on the way there

Technology doesn't allow for
A gas station model, so...



Drivers will want to **top-off**
wherever they park



2,600+ Organizations Use ChargePoint

Vertical Segments

Workplace + Public

| Workplace | Retail | Parking | Hospitality | MDU | Energy | Fleet | Municipalities | Education | Healthcare |
|-----------|--------|---------|-------------|-----|--------|-------|----------------|-----------|------------|
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The ChargePoint Network



4,900,000
gallons of gas avoided



36,000,000
pounds of CO₂ avoided



117,000,000
gas-free miles driven



18,500+
places to charge



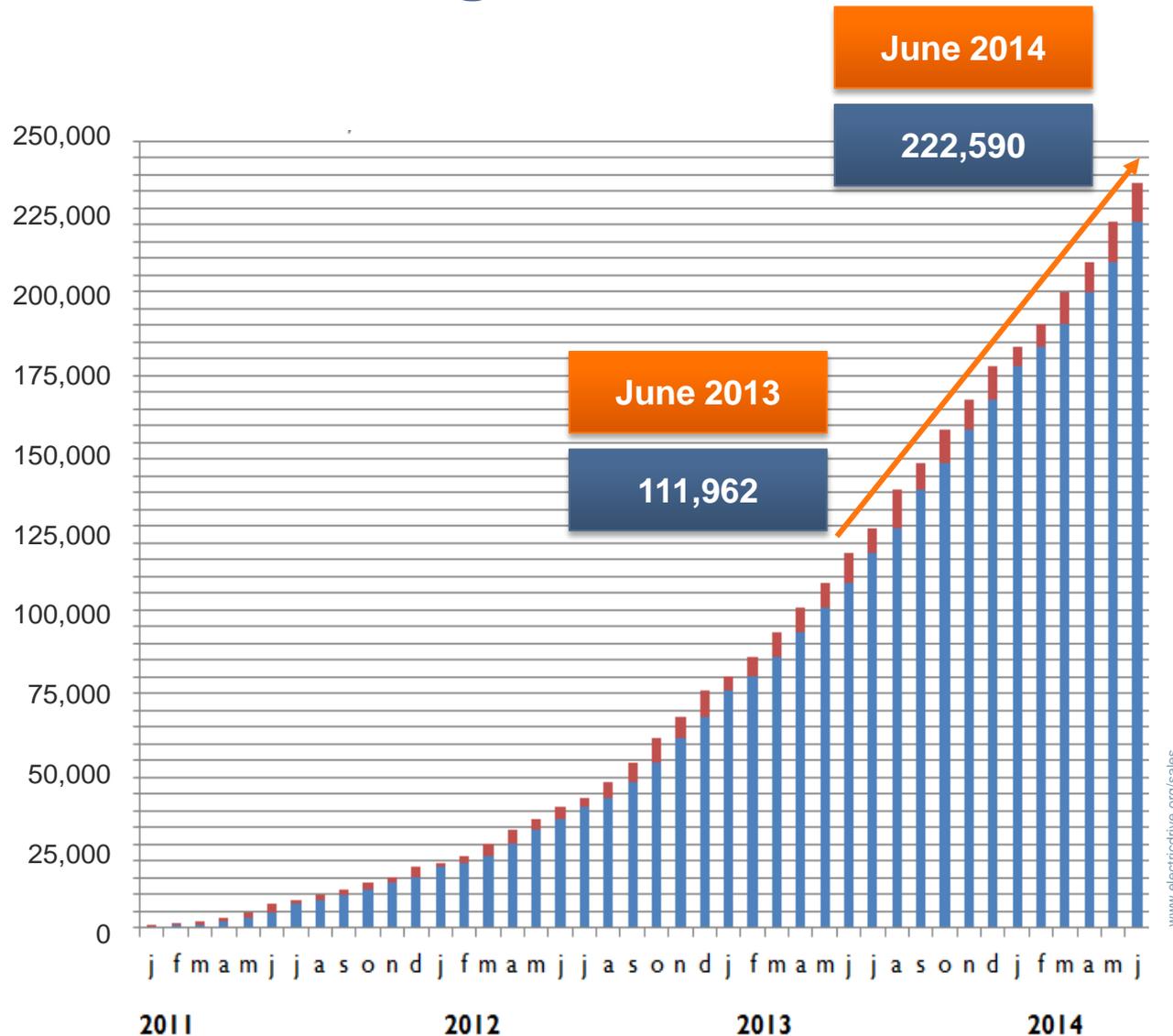
5,600,000
charges delivered



5,000+
Drivers every month

An EV driver plugs in to a ChargePoint station every 8 seconds

Cumulative U.S. Plug-In Vehicle Sales



www.electrify.org/sales

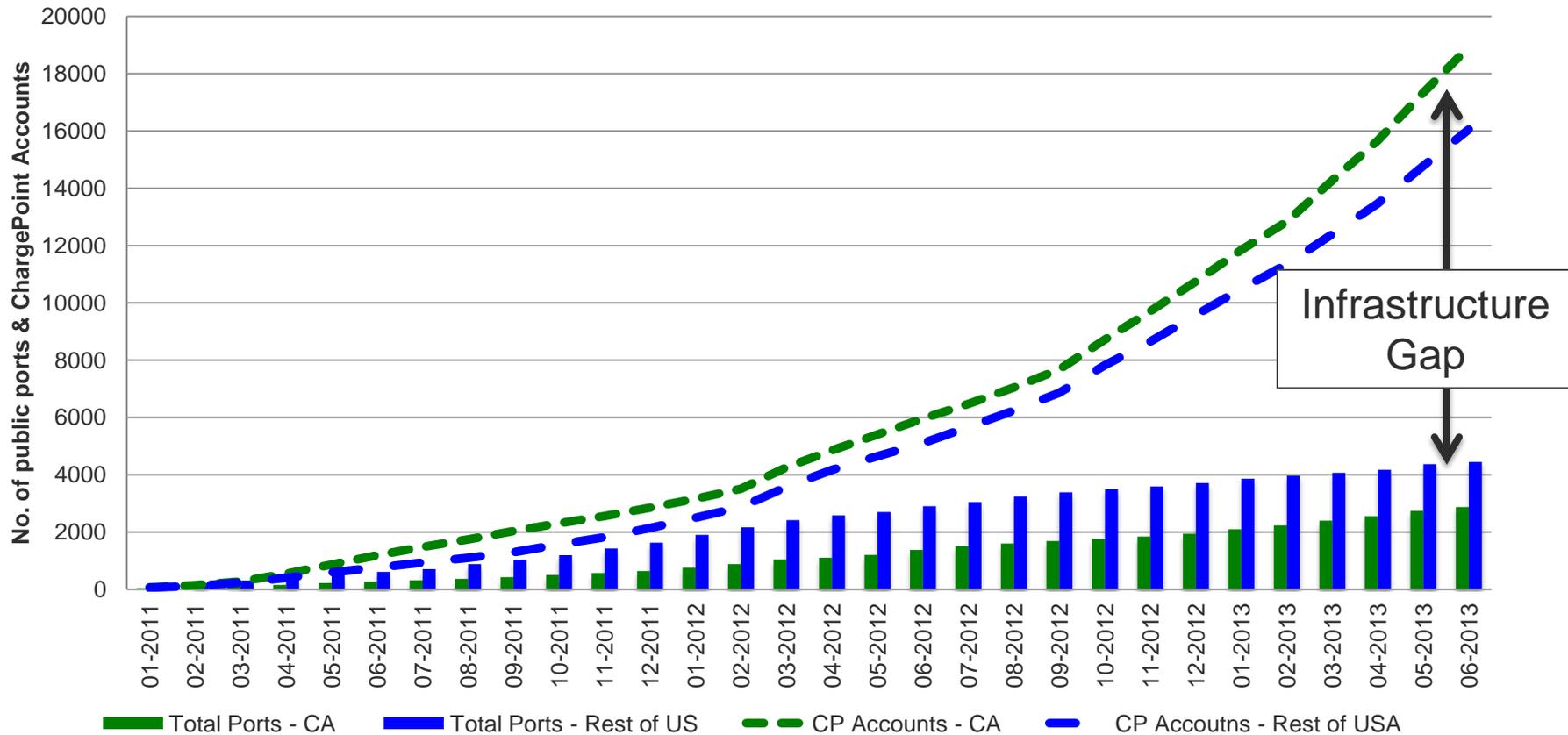
California Policy Opportunities

- + **Governor Brown's Goal of 1.5 Million EVs by 2025**
- + **AB 2565 (Murastuchi)** will give renters the right to install EV charging stations at their dedicated parking space as long as they're willing to pay for it.
- + **CPUC on Alternative-Fueled Vehicle (AFV) Programs** will define the role of utilities in supporting deployment of EV charging infrastructure.



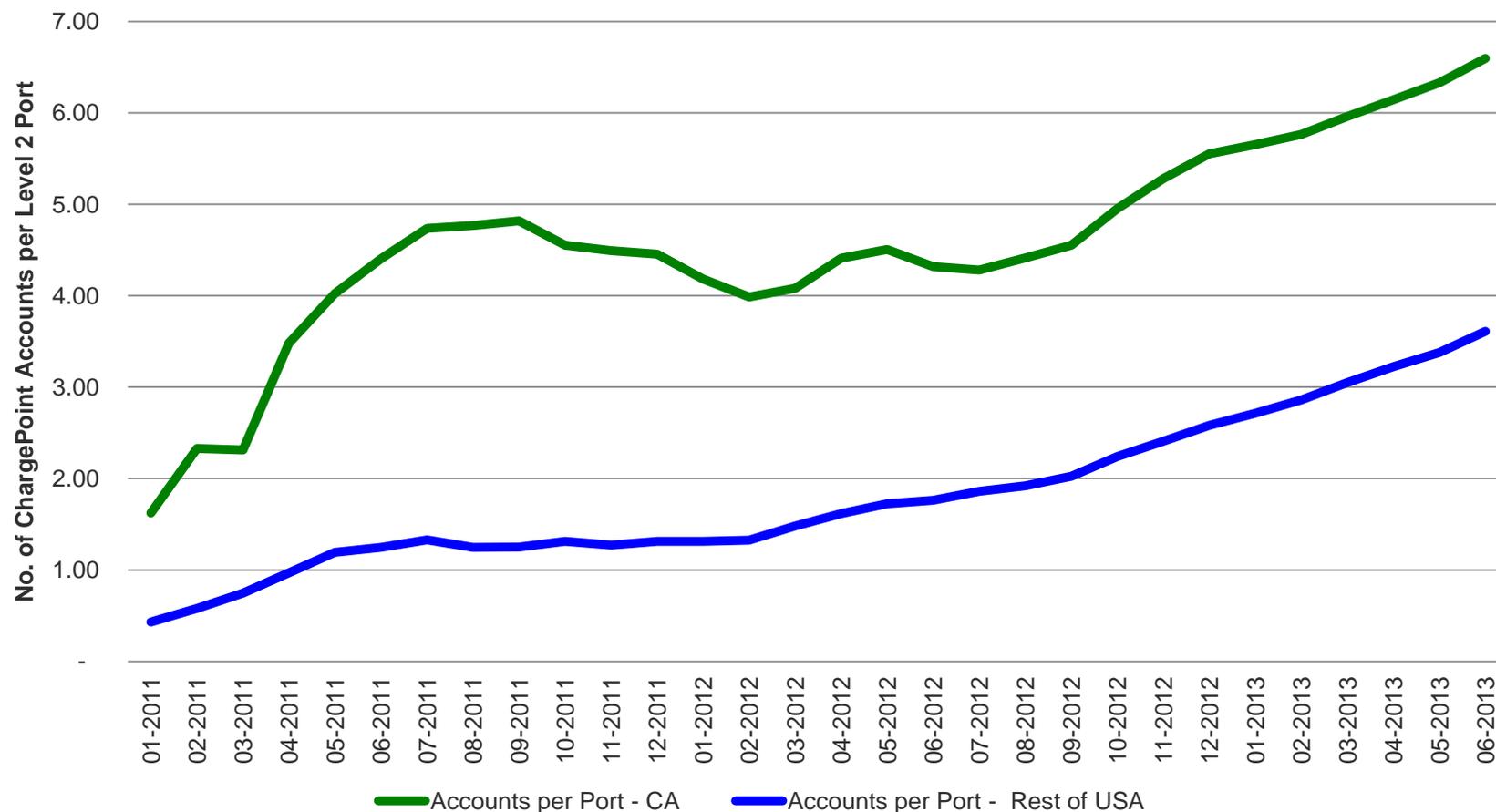
Public EV Infrastructure is not keeping up with EV Adoption

Rise in EV Drivers Outpaces Available Ports



Consequently, Public Ports are Increasingly Over-Utilized

+ *Current attach rate (EVs per port) in CA is ~7:1*



EVs and Public Transportation

DriveNow

HOW IT WORKS

BMW ACTIVE E

LOCATIONS

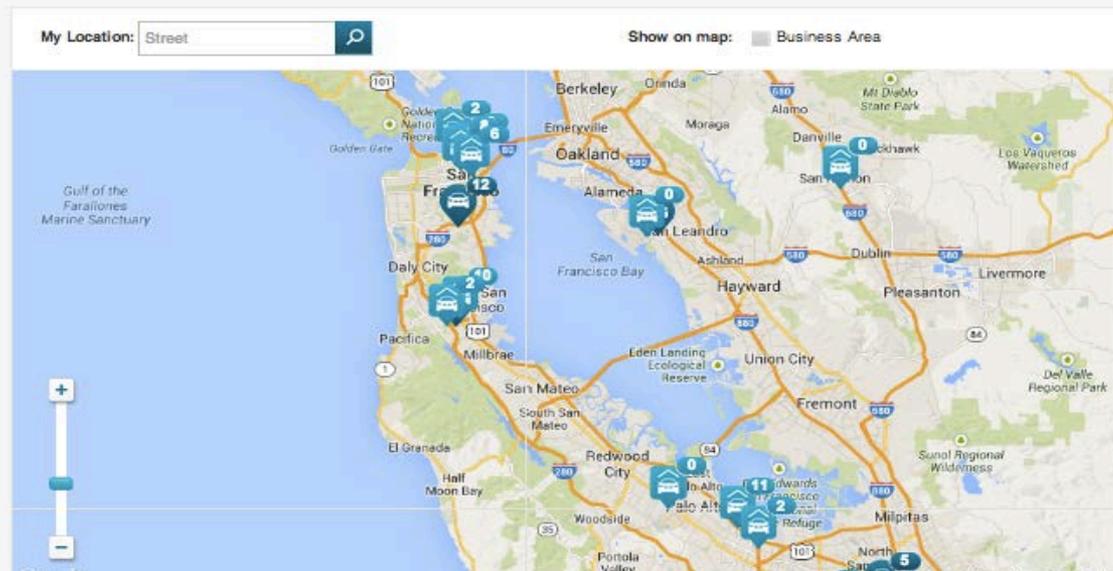
RATES

Carsharing by BMW i



Find the DriveNow location near you

On the streets of SF or at a Bay Area station, our cars are reachable via Muni, BART, Cable Car, AC Transit, foot, longboard and bike. Check the map for the closest one and book your high-performance, 100% electric BMW now.



Thank You

For further information,
please contact Anne Smart,
Director, Government Relations:
anne.smart@chargepoint.com

408.841.4522



STREETLINE

Connecting the Real World

ACCELERATING THE SMART CITY

A unique opportunity to invest in the future of your City. Smart parking as a cornerstone for your Smart City platform.



SENSORS



NETWORK



APPLICATIONS

PARKING CHALLENGE CAUSES 30% OF TRAFFIC IN CITY



The New York Times

15 blocks **for 1 year in Los Angeles**

950,000 miles – **excess vehicle miles driven**

47,000 gallons – **wasted gas**

730 tons – **carbon dioxide greenhouse gas**

20 Cities- **Global Parking Survey 2011**

6 of 10 drivers – **abandoned parking search at least once**

18-20 minutes – **on average spent finding parking**

- Based on 2007 UCLA Study by Prof. D. Shoup
- Based on IBM Global Parking Survey, 2011

All this driving **to get nowhere**

RETHINKING THE PARKING EXPERIENCE



1923: Traffic light patented in the US



1935: First parking meter installed



2011–Time to ReThink Parking !

- Consumer Search – based on luck !
- Payment method - coins & inconvenient
- Parking policy – opaque & confusing
- Enforcement – Random & expensive
- Merchants – Parking woes hurt business



PARKING- THE GREAT UNSOLVED URBAN PROBLEM



For Cities & Universities

- Parking revenue loss
- Severe congestion (30% of traffic)
- Inefficient resource allocation
- Major environmental impact



For Consumers

- Significant waste of time
- Economic cost
- Ineffective pricing
- Major source of frustration



For Merchants

- Loss of business due to lack of parking
- Customer frustration
- Limited ability to influence – no data

Streetline™ Integrated Smart Parking Platform



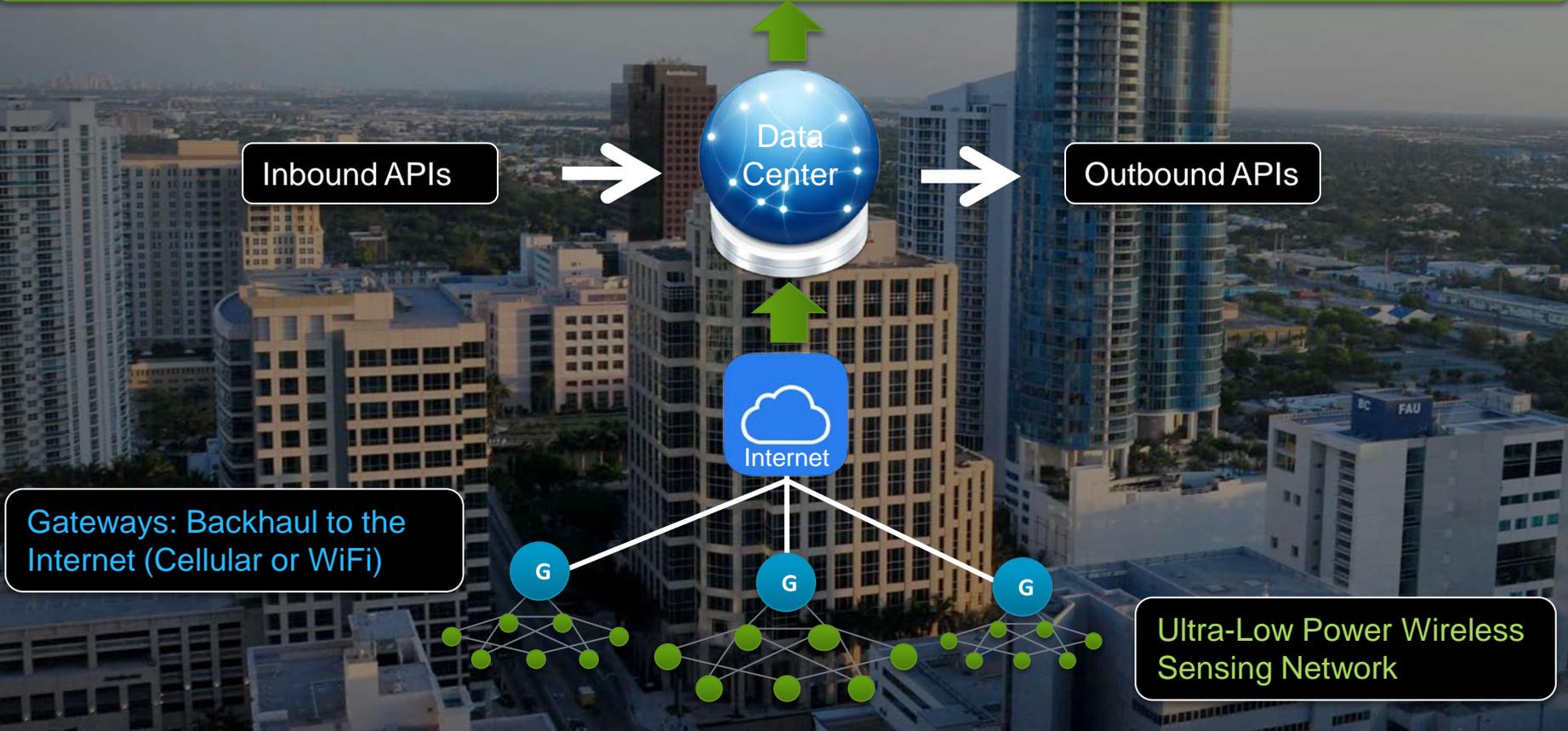
Parker™ & ParkerMap™
Consumer Guidance
Mobile and Web Apps

ParkerData™
API for Application Developers

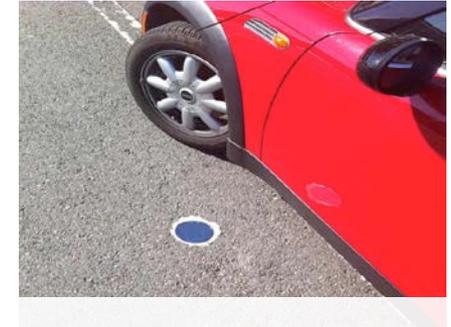
ParkEdge™
Parking Facility Management
Web App

ParkSight™ & Guided Enforcement™
Parking Enforcement,
Management and Analytics
Web & Mobile Apps

Streetline™ Integrated Smart Parking Platform



CONNECTING THE REAL WORLD – STREETLINE SENSORS



✓ **Patented, proven occupancy detection sensors**

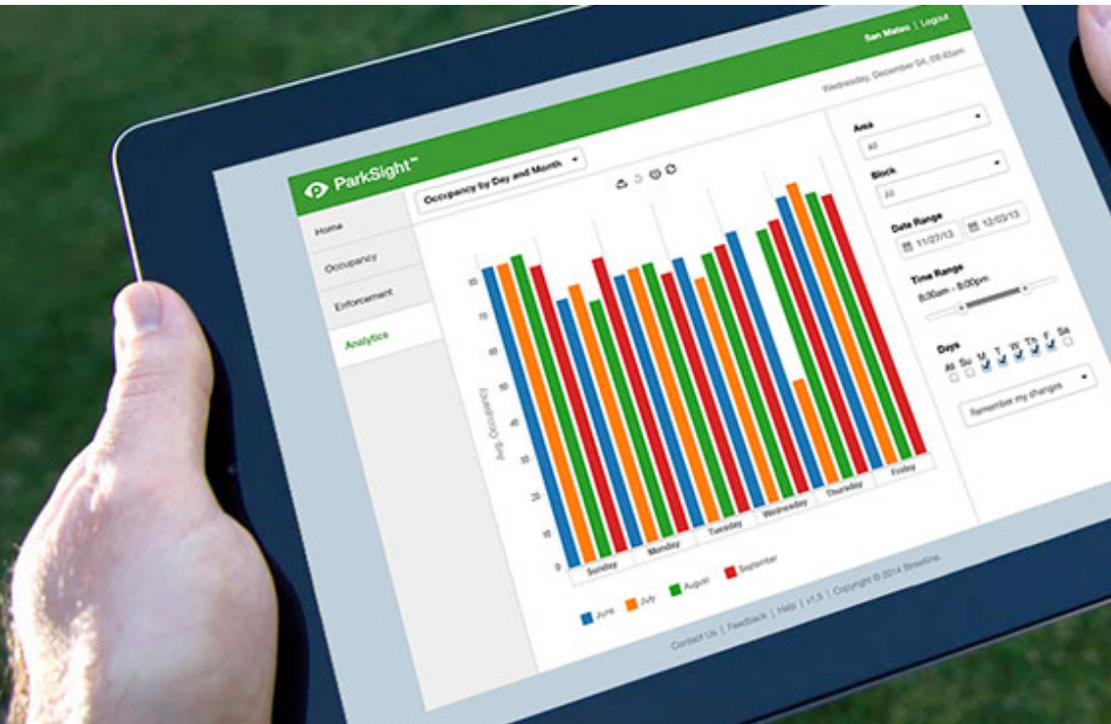
- Surface and embedded
- Proven snow deployment
- 4-5 year battery life
- dual detection – magnetometer & light
- Sensors field programmable
- Easy to deploy 400-500 day (Siemens)

✓ **Payment Integration**

- Coin operated meter sensor
- Credit card meter API integration
- Mobile phone payment integration
- Actuation of coin meter with mobile

✓ **Scalable Multi-Hop Network**

- 2nd Generation highly reliable mesh network
- Dust/Linear Technology technology
- Redundant networks
- Constant monitoring



PARKING DATA & ANALYTICS

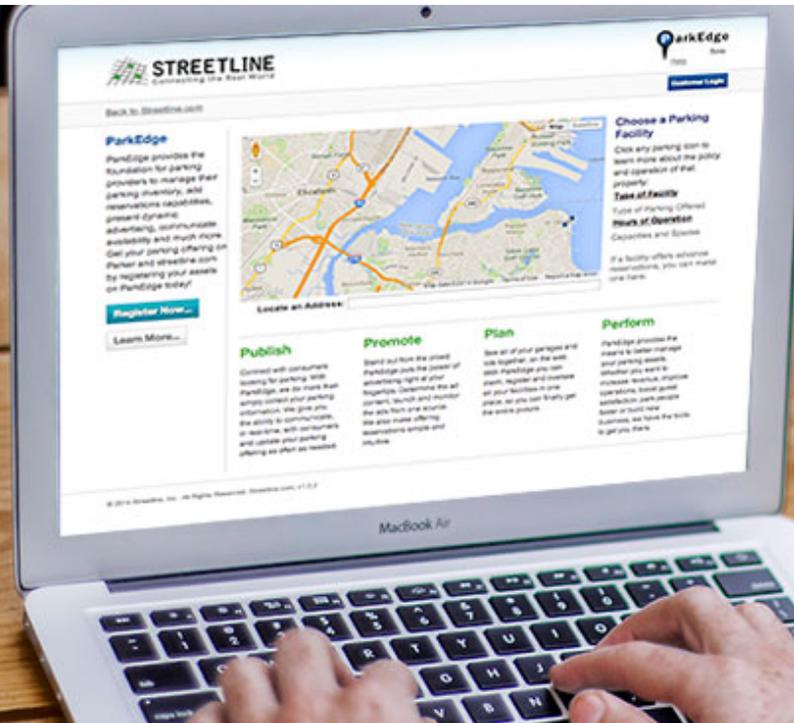
Confidently make decisions. Actionable insights help to optimize (and simplify!) parking in our communities.

ParkSight™ (on-street parking)

- Policy management and analytics
- Reduce congestion
- Increase revenue
- Real-time data + cloud-based parking apps = Smart Parking for Cities

“We’ve always believed technology would help us to more easily make decisions based on data. [With Streetline], we are increasing turnover on Main Street, attracting customers, helping businesses and making visiting Ellicott City easier.”

*- Ken Ulman, County Executive
Howard County, MD*



PARKEDGE
PUBLISH. PROMOTE. PLAN.

An entirely new way to reach motorists, maximize occupancy, and enhance facility operations.

ParkEdge™ (off-street parking)

- Publish facility location, hours, & policies
- Provide real-time availability to motorists
- Offer advance reservations
- Run promotions and special offers
- Increase occupancy and revenue
- Improve operations

“[ParkEdge] allows MSU Parking and Transit services to communicate parking information using existing resources and infrastructure. **Within seconds, parking status is available to users via Parker and the web-based ParkerMap.**”

- Mike Harris, Director of Parking & Transit Services, Mississippi State University

PARKING MADE EASY

Find spaces that are open right now with Parker™, Streetline's award-winning parking guidance app.



"Best Mobile App For Smart Cities"
February 2013

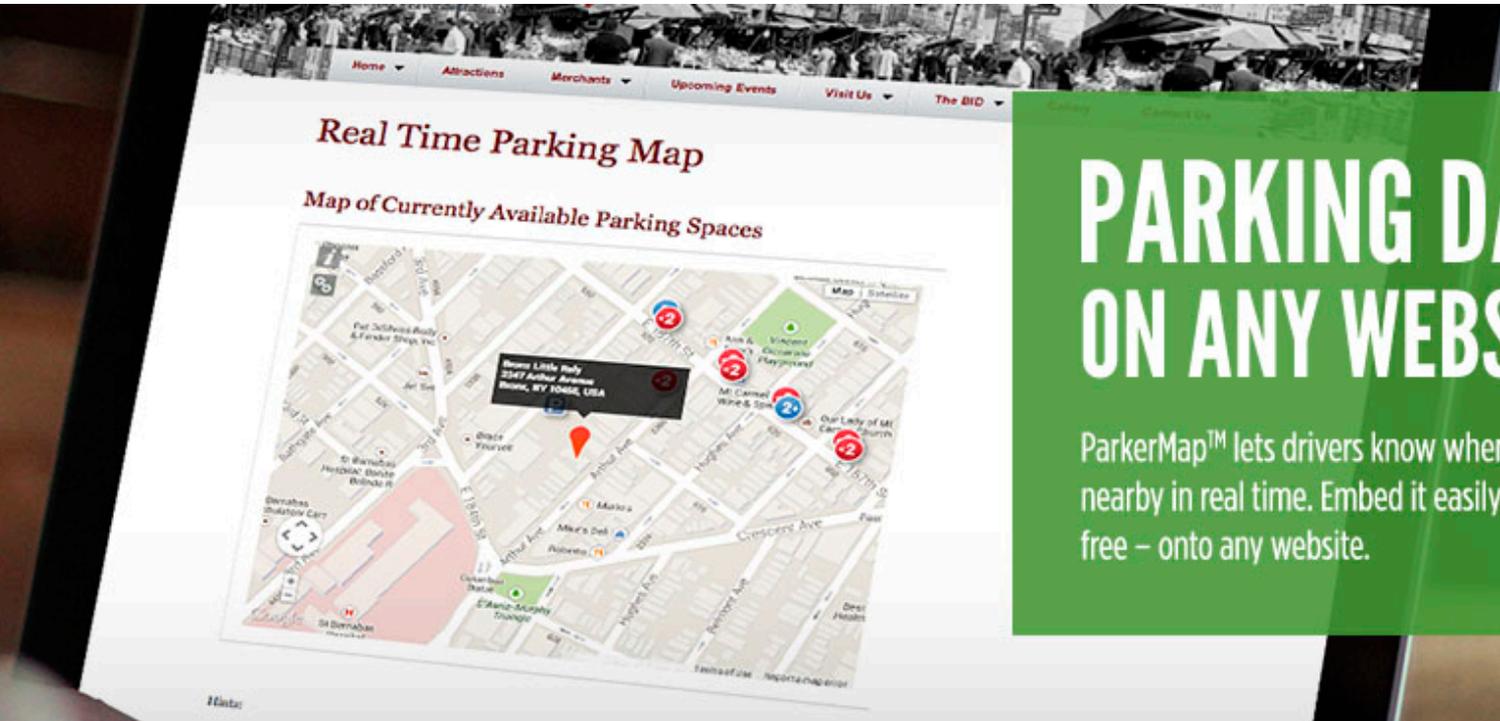


Parker™ by Streetline

- Motorist guidance
- Hands-free functionality
- Easily find and pay* for parking
- Reduce driving time and vehicle miles traveled

**"We tried out the (Parker) app
and wish it were already
available in every city we've
ever driven!"**

WIRED



PARKING DATA ON ANY WEBSITE

ParkerMap™ lets drivers know where parking is nearby in real time. Embed it easily – and for free – onto any website.

ParkerMap™

- Easily embedded in any website
- Show visitors where to find parking
- Free for local merchants, universities...any website!

“Adding ParkerMap to our website allows us to inform guests of the parking options near our restaurant. It is a clear way to show where parking is available in relation to our location and it was simple and easy to use.”

- Basim Nimri, Owner
 Mandaloun Restaurant

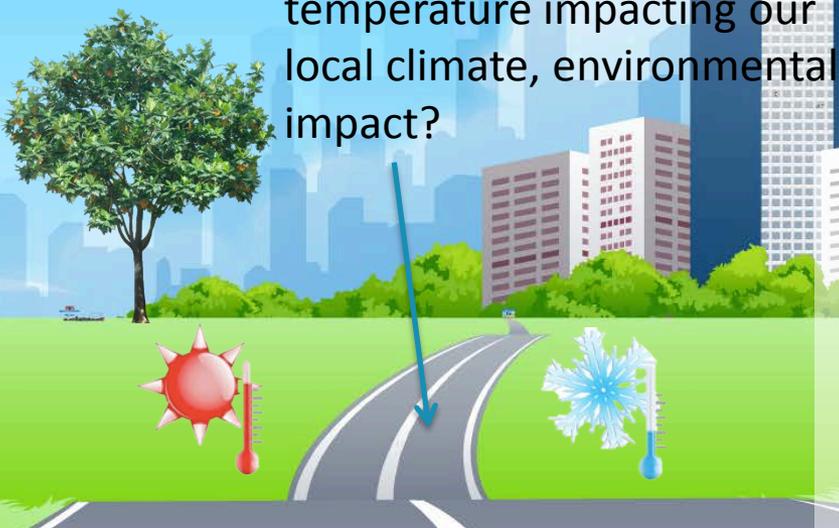
Mandaloun

PARKING AS THE FOUNDATION FOR A SMART CITY

The Streetline Platform can be expanded to include other sensing types:

- Road surface temperature
- Noise levels

How is the road temperature impacting our local climate, environmental impact?



Where and when are noise violations happening?



Benefits:

- Maximize resources and funds
- Respond in real time as issues happen
- Analyze trends, set policies based on data
- Deploy resources or implement environmental impact plans based on real, actionable data

STREETLINE – SOLVING GLOBAL PARKING FROM CALIFORNIA



2008/2009

San Francisco

Founded with the goal to use sensor technology to change cities. Initial focus on improving parking.



2010

First Deployment

Hollywood becomes Streetline's first commercial deployment, and with it the first guidance app.



2011

Los Angeles

LA becomes Streetline's largest deployment with over 7,000 sensors deployed covering the downtown area.



2012

International

Streetline expands to Europe with its first deployment in Germany. Global headquarters in Foster City.



2013

Expansion

Secures \$25M in financing to promote expansion. Secured over 40 municipal and university customers.

Streetline Today:

Headquarters: Foster City, CA

Largest Customer: Los Angeles, CA

Manufacturing Site: Sunnyvale, CA

California Customers: LA, Martinez, Redwood City, San Mateo, San Carlos, 2 Silicon Valley tech companies

Employees: 40+ Californians

Over 275 million parking events sensed to date.

Customer Quotes:

"The reports we are getting from the Client Services team at Streetline are invaluable. We get to see what's happening in our city in terms of parking, in real-time, and compare that to historical data. That is the way informed and educated decisions are made to improve the city."

— Lisa Costa Sanders, City Planner for City of San Carlos

"Parking is the first thing and the last thing a consumer experiences when visiting our downtown. Showing them where to find adequate parking is essential to a thriving downtown. ParkerMap helps our businesses inform visitors where they can park, how much it costs, and the availability of on-street parking in real time for key blocks in the heart of downtown."

— Jessica Evans, Executive Director, Downtown San Mateo Association

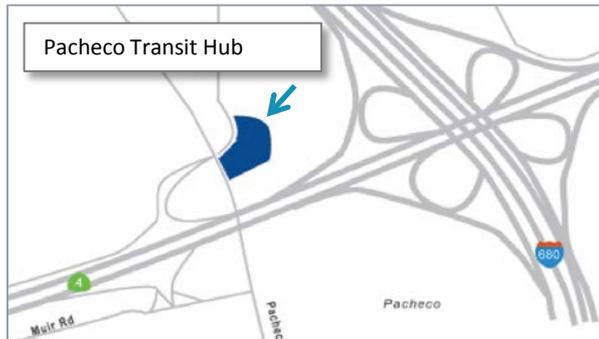
CCTA – LEADING CALIFORNIA IN INNOVATION



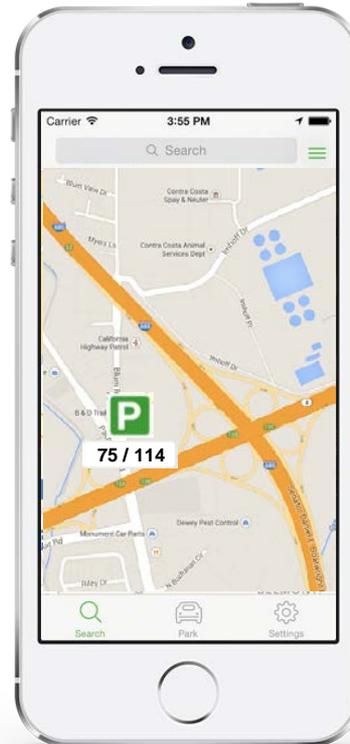
Randell Iwasaki
 Executive Director, CCTA



The Contra Costa Transportation Authority is a leader in transportation innovation in California. The Pacheco Transit Hub will provide parking availability on Parker, Streetline's mobile app, and later on a message sign that will inform drivers of the availability of parking for access to alternative transit options.



Phase 1 - Parker



Phase 2 – Dynamic Message Sign

HEAVY TRAFFIC ON HWY 4

USE PACHECO TRANSIT HUB

75 PARKING SPACES
 AVAILABLE



Pacheco Transit Hub

Located off of highway 4, near the 680 interchange, the hub is available for:

- Carpooling
- Bus transit

Real-time availability information will make multi-modal and alternative transit options more convenient and predictable for commuters.

SIGNIFICANT ECOSYSTEM OF PARTNERS

| Active Partners | |
|-----------------------|--|
| Resellers |           |
| Auto OEMs |    |
| Technology |    |
| Carriers |    |
| Meters / Counting |         |
| Financial/Mobile Pmt. |    |

SIGNIFICANT MEDIA AND PRESS MOMENTUM

The Washington Post

“City-management issues, from parking to water use, are going high-tech as cities seek to **use analytics and information to improve their operations.**”

GCN
Government Computer News

“**If you want a smarter city, start with parking.**”

USA TODAY

“It’s a good way to use technology to help the public. **How can I find a parking space faster?**”

npr

“If you live and drive in the city, you’ve probably suffered at least one of the many perils of parking. But **the tech world is approaching the perennial parking problem full force.**”

CNN

“**A silver bullet for urban traffic problems....**”

Bloomberg

“**Trillions of sensors will change life as apps have.**”

Mashable

“Streetline’s system helps drivers locate parking spots, **lowering emissions and improving traffic flow.**”

THE HUFFINGTON POST
TOP NEWS AND OPINION

“The Internet of Things creates a connected city that can talk...**We’re only just beginning to see the impacts of the connected city.**”

Entrepreneur

“...there’s nothing worse than circling the block hoping to find a parking space. **Parker solves that problem by delivering parking options in real-time.**”

STREETLINE LEADERSHIP TEAM AND INVESTORS



ROCKPORT
CAPITAL

citi

FONTINALIS
PARTNERS

QUALCOMM
VENTURES

SUTTER HILL VENTURES

true ventures



Bill Ford, Executive Chairman Ford & Founding Partner Fontinalis

“We’re excited to announce our partnership with the Streetline team. Streetline’s pioneering real-time smart parking technology will be instrumental in improving personal mobility across the globe.”



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ACCELERATING THE SMART CITY

A unique opportunity to invest in the future of your City. Smart parking as a cornerstone for your Smart City platform.



SENSORS



NETWORK



APPLICATIONS