



# Hermosa Beach

## RFP for Mobile Parking Payment Systems

October 28, 2021

### ParkMobile Contact

Kristen Locke, CAPP  
Sr. Regional Sales Manager  
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678-389-7245





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## 3.2.1 Cover Letter

We have included our Cover Letter signed by an individual authorized to bind ParkMobile after this page.



October 28, 2021

Mr. Peter Ahlstrom  
City of Hermosa Beach  
City Clerk Department  
1315 Valley Drive,  
Hermosa Beach, CA 90254

**RE: PARKMOBILE RESPONSE TO RFP FOR MOBILE PARKING PAYMENT SYSTEM**

Dear Mr. Ahlstrom,

ParkMobile is pleased to submit our response to the City of Hermosa Beach to propose how we can provide a reliable and complete mobile parking system. After careful review of the Proposed Specifications and Requirements, ParkMobile can meet and exceed your requirements on **DAY ONE**. We have an outstanding track record of client success and retention with thousands of deployments across the US, including over 500 municipalities.

By partnering with ParkMobile, the City of Hermosa Beach will have the distinct advantage of ParkMobile's technological initiatives that are working towards connectivity for our streets and cities – making communities “smart” and sustainable – while receiving a proven, hyper-local and customizable parking experience for Hermosa Beach residents and visitors. The following are just a few key differentiators that position us to best serve the City's parking and mobility program:

- ParkMobile has over 28 million registered users in the US and adds 1 million new users every 30 days. ***In the State of California alone, there are over 2.5 million registered ParkMobile users and active deployments in cities and universities such as Redondo Beach, Ventura, Newport Beach, UCLA, CSU Long Beach, and Santa Ana.***
- ParkMobile processes over 370,000 daily transactions and 9 million monthly. We are also the largest processor of credit card transactions under \$10 of any company in the United States.
- ParkMobile leads the industry in EVERY MOBILE PARKING PAYMENT METRIC and is ranked #3 in the Navigation category of the app store only behind Waze and Google Maps.
- ParkMobile is the only app in the market that provides zone parking, reservations, and real-time parking availability in the same app, creating a mobility-management tool of unparalleled value.
- ParkMobile clients enjoy the highest levels of mobile payment engagement in the industry. ParkMobile's playbook connects effective marketing and signage to the largest member network in the US to quickly drive awareness and engagement, ultimately driving the highest mobile app adoption levels for our partners.

ParkMobile is uniquely equipped to launch, market, and support the most robust mobile payment solution for the City of Hermosa Beach. Our solution will align with the City's main goals of the system in the following ways:

***GOAL: Provide consistent, reliable, cost effective and easy to use mobile parking payment options***

ParkMobile's platform delivers rich functionality and user convenience to our members through intuitive features such as a map view to easily view and select nearby parking zones; an extend

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time feature; a find my car wayfinding feature; and many more that will be discussed in detail in this proposal.

***GOAL: Ensure that the City maintains a flexible infrastructure that can adapt to changing user needs.***

ParkMobile's team of software developers are constantly working on upgrades to the platform to ensure that our software is up to date with consumer expectations and the quickly evolving technological landscape. This, along with ParkMobile's open API architecture and existing 100+ industry integrations will ensure that the City's parking program is future proof for years to come.

***GOAL: Assist the City in identifying improvements in parking asset utilization, including parking rate optimization and technological enhancements.***

The ParkMobile platform is packed with advanced analytical and reporting features via our ParkMobile 360 backend management system. With ParkMobile 360, City staff are able to view a wide range of system data to aide in policy and rate management and optimization, asset utilization, and technological enhancement decisions.

We greatly appreciate your consideration of our proposal, and we look forward to the opportunity to discuss the contents of this proposal in more detail. Should you have any questions, please do not hesitate to contact Kristen Locke, Senior Regional Sales Manager, at (678) 389-7245 or [Kristen.Locke@ParkMobile.io](mailto:Kristen.Locke@ParkMobile.io).

Sincerely,



Tony Stewart (Authorized Representative)  
Chief Legal Officer  
ParkMobile, LLC.



## 3.2.2 Vendor Profile

### Official name and address.

ParkMobile, LLC is the industry leader in smart parking and mobility solutions in the U.S. Based in Atlanta (1100 Spring Street, Suite 200, Atlanta, GA 30309), the company was founded in 2008 and currently has 150+ full-time employees. The goals of the City directly align with ParkMobile's mission statement which is to "power smart mobility for every driver and vehicle, everywhere." We do this by creating innovative solutions that connect parking and mobility ecosystems, thereby eliminating friction and maximizing convenience and efficiency.



2020  
**Best Mobile App** Launch or Redesign



2019  
Honoring the 50 **most**  
**transformative smart city**  
**projects** each year.



2020 Silver Winner for Achievement in  
Product Innovation  
2019 Gold Winner for **Most Innovative**  
**Tech Company and Best Mobile App**  
**for Travel.**

While we take pride in our earned recognitions, what matters even more to us is the recognition our clients receive for their programs. A recent example is the City of Columbus, OH, which was awarded 2019 Innovative Organization of the Year by the National Parking Association (NPA) for their Short North Parking Plan, which involved a custom solution we created for the City.

### Name, address, and telephone number of the primary point of contact.

ParkMobile's primary point of contract for this project is Kristen Locke, CAPP. Kristen can be reached at:

- 1100 Spring Street NW, Suite 200, Atlanta, GA 30309
- [Kristen.Locke@ParkMobile.io](mailto:Kristen.Locke@ParkMobile.io)
- 678-389-7245

### Federal Employer I.D. Number.

ParkMobile's Federal Employer I.D. Number is 38-3941930.

### Any failures or refusals to complete a contract, and explanation.

We certify that ParkMobile has not had any failures or refusals to complete a contract.



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## 3.2.3 Certification of Proposal

We have attached our completed and signed Certification of Proposal form after this page.





## 4. Required Forms

### 4.1 Certification of Proposal

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP):

1. Vendor declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, vendor declares and warrants that no elected or appointed official, officer, or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated, or future material benefit arising therefrom.
2. It is understood that part of or all of the proposed purchase may be completed with grant funds. By submitting a proposal, the vendor certifies that it is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in a transaction by any Federal department or agency.
3. By submitting the response to this request, vendor agrees, if selected to furnish services to the City in accordance with this RFP.
4. Vendor has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the vendor and that the vendor is responsible for them.
5. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
6. The proposal response includes all of the commentary, figures and data required by the Request for Proposal.
7. The proposal shall be valid for no less than 120 days from the date of submittal.

Signature of Authorized Representative:

A handwritten signature in black ink, appearing to read 'Tony Stewart', written over a horizontal line.

Printed Name and Title:

Tony Stewart, Chief Legal & Privacy Officer



## 3.2.5 Vendor Proposal

### 1.1 Invitation for Proposals

ParkMobile is pleased to propose how we can help the City of Hermosa Beach achieve its intended goals for **a reliable and complete mobile parking payment system**. ParkMobile commits to provide the following on **DAY ONE**:

- **Mobile Payment Application:** The ParkMobile mobile payment application maximizes customer convenience, adds payment options, and includes innovative application features and program options.
  - Provide enhanced customer capabilities in accordance with city parking policies and regulations, such as extending parking sessions remotely, where applicable.
  - ParkMobile provides regular maintenance, system updates and enhancements of the application.
- **System Integrations:** With over 100 existing integrations, ParkMobile will leverage our open architecture platform to partner with other service providers, including TurboData and IPS.
- **Administrator Portal:** ParkMobile 360 is our back-office solution where rates and operational schedules can be programmed and reprogrammed, when applicable, in a flexible and immediate fashion that does not require any system downtime by our clients.
- **Reporting:** ParkMobile 360 also provides for regular and advanced reporting capabilities to provide information on trends on performance, productivity, and operational performance, as well as financial performance and reconciliation.
- **Credit Card Processing and Reconciliation:** ParkMobile is Level 1 PCI-DSS compliant and certified.
- **Training:** ParkMobile is prepared to provide thorough and ongoing training to ensure the City is comfortable using our software.
- **Signage:** We offer customizable signage options based on location, meter type and manufacturer (single space, multi-space, gated facility, open lot, on street. etc).
- **Deployment:** Our expert Implementation Team is ready to deploy the industry leading mobile payment system to the City of Hermosa Beach.
- **Rate Management:** ParkMobile can support extremely complex rate structures with multiple rates in effect at different times of day and days week, in addition to special event rates.

### 1.5 General RFP Conditions

We affirm that we have read and are familiar with all the terms and conditions of the RFP and are sufficiently informed in all matters affecting the performance of the work and equipment called for in this RFP. We affirm that the proposal has been checked for errors and omissions and that all information provided is correct and complete.

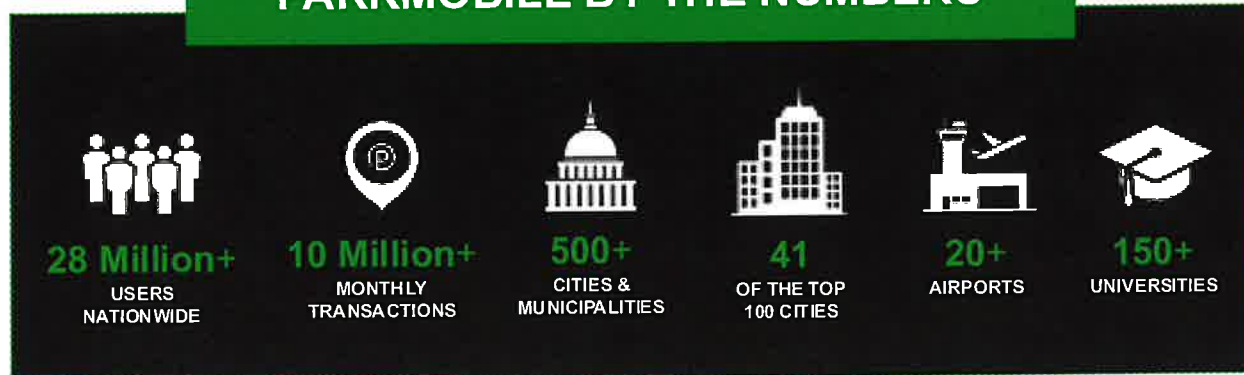
### 2.1 City Location and Characteristics

ParkMobile is perfectly positioned to provide a comprehensive solution that aligns with all the unique characteristics of the City of Hermosa Beach. ParkMobile provides mobile payment



solutions to more than 500 municipalities across the US, including dozens of beach communities such as Redondo Beach, Newport Beach, Ventura, and Miami Beach. ParkMobile offers our beach and tourist destination communities with an unparalleled nationwide **Network Effect**.

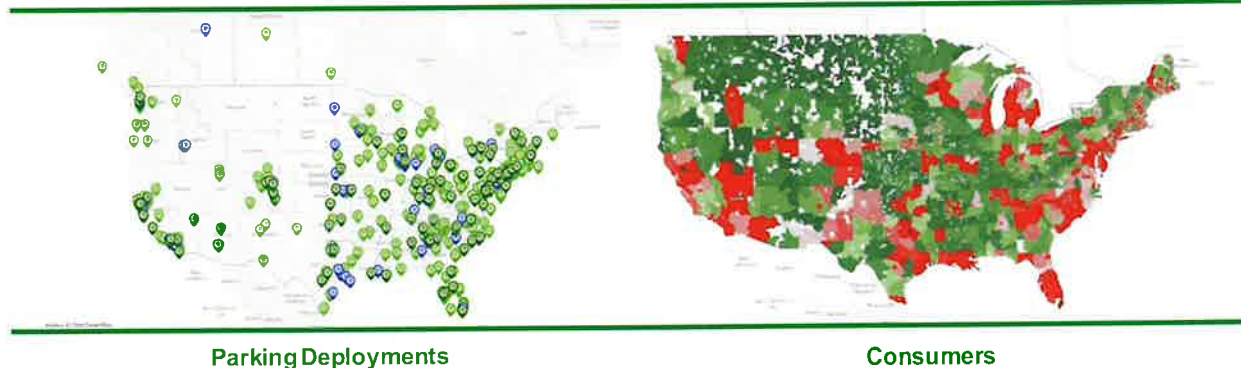
## PARKMOBILE BY THE NUMBERS



As a tourist destination that sees its population increase by as much as 500% during events and busy summer weekends, the City will benefit from a customer network that spans far beyond the city limits. **On day one, ParkMobile will connect Hermosa Beach with the largest membership base in the US.** For example, any of ParkMobile's 28 million US registered members will be able to use their existing account to pay for parking in Hermosa Beach. No other vendor delivers this level of access to potential customers.

## ParkMobile is the National Market Leader

The ParkMobile network connects drivers to the **largest network** of mobility related services in the U.S., with parking in over 500 cities including presence in **ALL 10 of the most populous** in the U.S.



25% of ParkMobile members use our app as they travel across markets

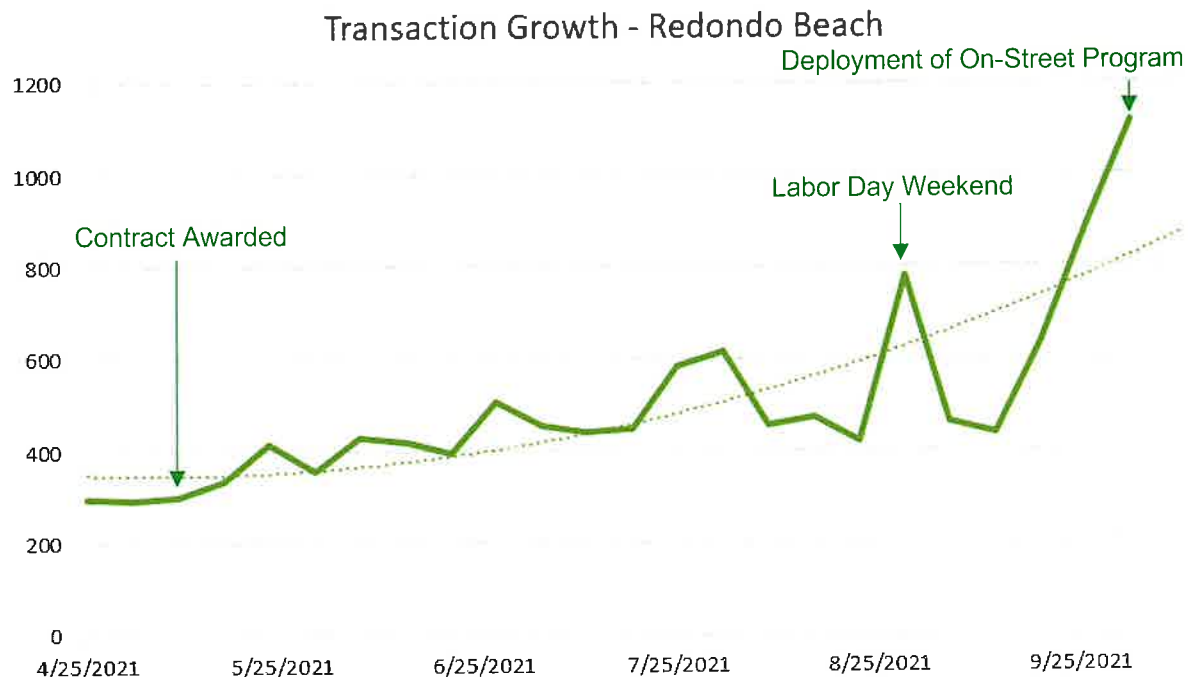
**Figure – ParkMobile provides services to the largest membership base in the industry, in cities from coast to coast.**

## Case Study: Redondo Beach Expansion and LA County Network Presence

ParkMobile's nationwide Network Effect will benefit the City's tourism market, whereas our strong local presence will ensure that adoption of the program begins immediately upon deployment. ParkMobile has provided parking payment services to the City of Redondo Beach's waterfront for several years and the program was formalized in May 2021 after a successful competitive procurement process for the on-street spaces.



As ParkMobile decals and signs were installed at the Redondo Beach waterfront Summer 2021, we immediately began to see exponential program growth and adoption rates. After the on-street program went live at the end of September, we saw an even bigger spike in transactions. The chart below depicts the growth we have seen in Redondo Beach since its contract award in May 2021.

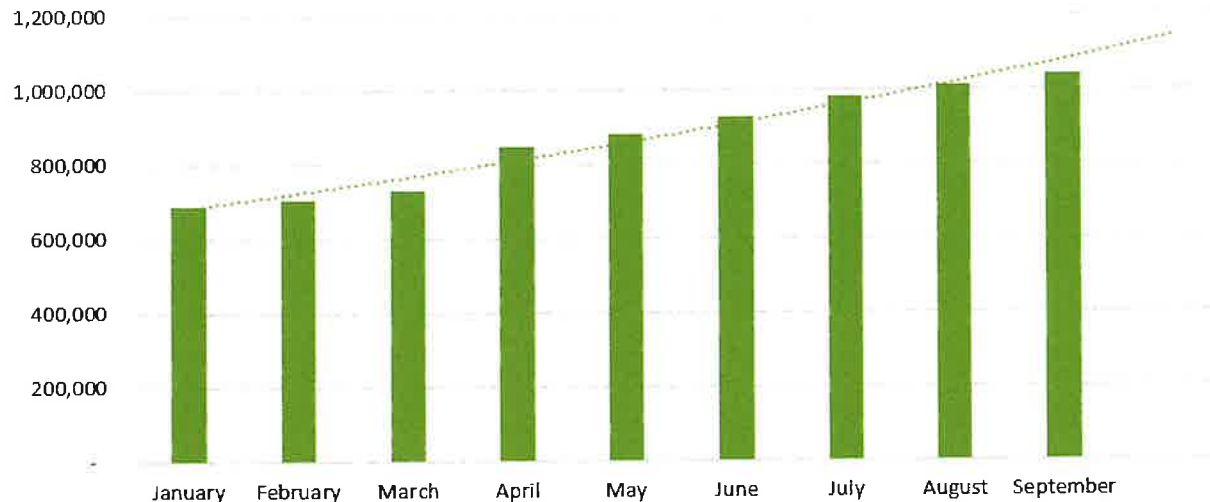


**Figure – Since the formalized deployment of ParkMobile at Redondo Beach’s waterfront, the program has seen consistent growth in the lead up to its on-street deployment.**

If we examine the entire County of Los Angeles, the impact of ParkMobile’s Network Effect is even greater. As the world recovers from the COVID-19 pandemic, we have seen continued growth in our deployments county wide. As you can see in the chart below, we had approximately 700,000 ParkMobile users in Los Angeles County in January 2021 and have since grown our presence to over 1 million county users. That is over 1 million users who already have the ParkMobile app on their phones, already know how to use the app, and will be ready to park in Hermosa Beach on day one of deployment.



## Los Angeles County ParkMobile Users

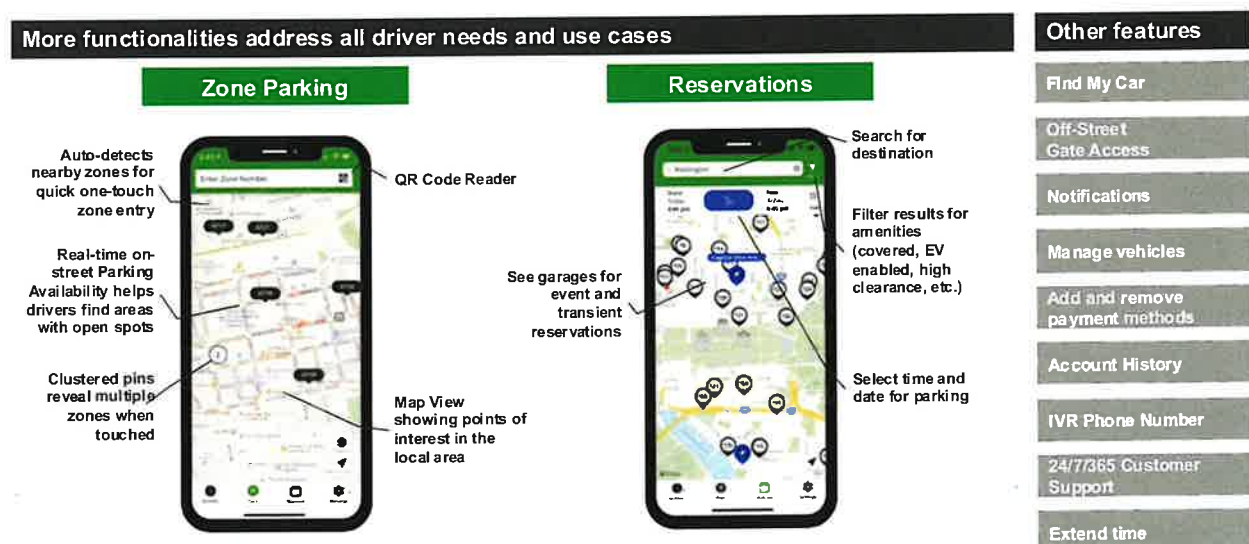


**Figure – ParkMobile users in Los Angeles County continues to grow every month.**

ParkMobile continues to add thousands of new users in Los Angeles county every month and adds 1 million new users nationwide approximately every 30 days. We have seen that these new users are actively adopting mobile payments as their preferred method of payment as they park, a trend that will help Hermosa Beach’s program achieve early adoption success.

### Additional Value-Added Services for Hermosa Beach

An additional advantage that ParkMobile provides to destinations like Hermosa Beach is the ability to pay for daily zone parking and event reservations in the same app. No other provider in the industry allows for this functionality.



**Figure – ParkMobile’s mobile payment is easy to use and provides a comprehensive solution for daily parking and reservations.**

ParkMobile Reservations allows you to pre-sell or pre-arrange parking for special events (such as the recently held Teen Choice Awards, volleyball tournaments, etc.). Selling pre-paid parking for events is an industry best-practice among operators and event venues, which creates a more



streamlined parking operation for staff and event guests. Contactless/cashless payments will be even more important in years to come as the country cautiously resumes events at venues and returning to outdated event management is no longer the only option.

Benefits to the Consumer	Benefits to the City
<ul style="list-style-type: none"><li>• Intuitive search functionality</li><li>• Clear display of available parking for events</li><li>• Easily find location specific info and available amenities</li><li>• An interactive map view allows for the consumer to choose their desired lot/location</li><li>• Easy navigation to events and/or venues</li></ul>	<ul style="list-style-type: none"><li>• Capture event revenue in advance</li><li>• Reduce congestion upon entry during events</li><li>• Reduce need for in-person interactions for entry and payment</li><li>• Migrate toward cashless event operations and reduce slippage</li><li>• Manage staff/VIP/patron parking seamlessly</li></ul>

An additional benefit to offering reservations is the ability to designate VIP Access to special guests, event staff, or media personnel.

ParkMobile can issue access codes for VIPs, which are distributed to the appropriate guests via email. When guests enter these access codes on the ParkMobile app/site, they are able to view special pricing and event options that are not available to the general public, including discounted rates or free parking. This can be a game changer for the City of Hermosa Beach and managing future event parking.

## 2.2 Project Goals

ParkMobile is uniquely positioned to offer Hermosa Beach the most comprehensive and successful mobile parking program of any vendor in the industry. The differentiating value ParkMobile offers is based on the following major areas:

- More consumers use the ParkMobile app than any other platform, especially in the markets most relevant to the City.
- ParkMobile is the only mobile payment platform that can offer Hermosa Beach a solution to manage event parking and daily parking in a single application, future proofing your operation.
- ParkMobile has a proven ability to drive mobile adoption during implementation and beyond and accommodate the largest and most complex parking operations in the country.

We have carefully reviewed the City's Project Goals and have crafted our response and proposed solution with the clear intent of meeting and exceeding the City's expectations for each goal. Below is a breakdown of each of the City's goals and a brief overview our approach for accomplishing them.

### *#1 Provide consistent, reliable, cost effective and easy to use mobile parking payment options.*

ParkMobile is the industry leader in mobile parking payment options because of our commitment to both consumers and cities to provide a consistent, reliable, cost effective and easy to use



system. There are many apps on the market which can complete a basic parking transaction in the simplest context. However, there are many stages to a customer's parking journey prior to standing in front of a meter, and many stages after the moment of transaction. ParkMobile is unique in our support for the entire customer parking journey.

Prior to parking, drivers can view available locations, reserve a spot in advance, and enjoy turn-by-turn directions directly to their chosen location. Additionally, ParkMobile can show drivers where on-street spaces are available, helping them to avoid circling the block and creating unnecessary congestion. After the parking transaction, drivers can get walking directions back to their parked vehicle, and benefit from perks and rewards like discounts on car washes, oil changes, and other vehicle related services through ParkMobile Pro memberships.

ParkMobile offers the most Ways to Pay, including the following options:

- **ParkMobile App:** The most widely used mobile payment parking app that is used by 1 in 11 US drivers.
- **Pay By Web at ParkMobile.io:** Lightweight, web-based flow for people who do not want to download the full-featured app
- **Guest Checkout:** Allows users to purchase parking without starting a user account.
- **Pay by Text:** When the user parks in a ParkMobile zone, they can text the keyword "Park" to 77223 to receive a short link via SMS to start their session.
- **Google Integration:** Users can complete a parking transaction through ParkMobile without ever leaving the Google experience (Google Maps/Google Pay).
- **IVR:** Drivers who don't own a smartphone can easily pay for parking by calling a toll-free IVR number and making a payment over the phone.
- **Flexible Payment Methods:** In addition to all major credit and debit cards, the ParkMobile system can accept pre-paid cards, Google Pay, Apple Pay, PayPal, and our own ParkMobile Wallet.

More detailed information about our mobile parking payment options is included later in our proposal.

## *#2 Ensure that the City maintains a flexible infrastructure that can adapt to changing user needs.*

We offer clients a flexible and future-proof mobile payment platform upon which a best-in-breed parking and mobility system can be built. Through regular touchpoints with our Account Management team, we keep our clients up to date on new/future enhancements and upgrades being made to our platforms. We're also interested in collecting feedback on features or functionality that could be added to our Product Team's roadmap for future releases.

ParkMobile also maintains over 100 industry integrations, so if the City chooses to implement new technology, we can accommodate any integration via our open API architecture.

## *#3 Assist the City in identifying improvements in parking asset utilization, including parking rate optimization and technological enhancements.*

A major key in the success of our deployments across the US has been all about learning what challenges our clients face and brainstorming possible solutions to ensure the continued success of their programs. Continuous communication also helps help identify pain points within the parking operation and if there are ways ParkMobile could assist.



Not only is your Account Manager here to address questions and requests, but they will also be a proactive participant in your program's growth. One of the first steps in establishing the relationship between Account Management and the City will be setting up Monthly Insights Meetings.

During our meetings, we find it helpful to go over recent KPI's of the program to look for trends or areas to improve. A few examples of this are:

- Overall transaction volume growth
- Overall user number growth
- Year-over-year growth of the above metrics
- Top 10 Best and Top 10 Lowest performing zones (by transaction volume)

Outside of the Monthly Insights Meetings, the City will have 24/7 access to its program data through our ParkMobile 360 (PM360) rate/policy management and analytics platform. Our implementations staff will fully train City staff on the best practices for using PM360 to manage the system.

## 2.3 City Proposed Specifications and Requirements

There is no greater starting point for launching a successful mobile payment program than by accepting payments through the app that most of your drivers already use elsewhere. As a result of the explosion of new mobile apps in the past decade, "app fatigue" is common among today's consumers. Before downloading and using a new app, most drivers will ask themselves "will I ever use this app again?" If your operation utilizes an app that is unfamiliar, or only works in one specific location, consumers will be less likely to use it.

ParkMobile is the #1 parking app in the United States, ranking #1 in the App Store for the Parking Category, and #3 in overall Navigation (outranked only by Google Maps and Waze). Our customers don't simply use the ParkMobile app in their hometown or campus; 25% of ParkMobile users use our services as they travel across markets. By choosing to partner with the market leader in consumer parking apps, Hermosa Beach can ensure the highest possible adoption rates for your program.

Whether drivers are existing ParkMobile users with the app already on their phone, or new users downloading the app for the first time, the fact that ParkMobile has the highest levels of brand awareness in the industry will result in higher adoption rates for Hermosa Beach's program. Additionally, ParkMobile can leverage our existing 28 million users to help market the City's program.

Below is a detailed description on how our solution meets the City's proposed specifications and requirements and specifically how it relates to the successful fulfillment of each of the above listed project goals.

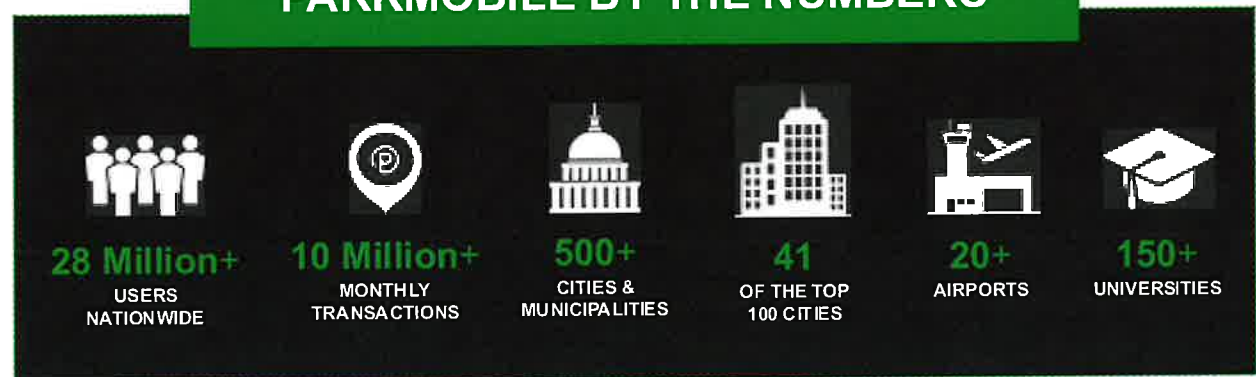


## Minimum Requirements & Features:

Vendor must have a minimum of at least five (5) years of experience providing municipal governments or other governmental entities with mobile parking payment systems.

Since our launch in 2008, we have deployed mobile parking programs in over 500 municipal markets across the US, including some of the largest cities in the nation such as Washington DC, Philadelphia, and more.

### PARKMOBILE BY THE NUMBERS



We provide services to municipalities, event venues, private operators, college campuses, transit agencies, airports, automotive OEMS, fleet, and businesses. Our solution allows customers to effortlessly pay for on demand street park or reserve parking prior to an event's start. We have presence in all 10 of the most populous U.S. cities with 28+ million users.

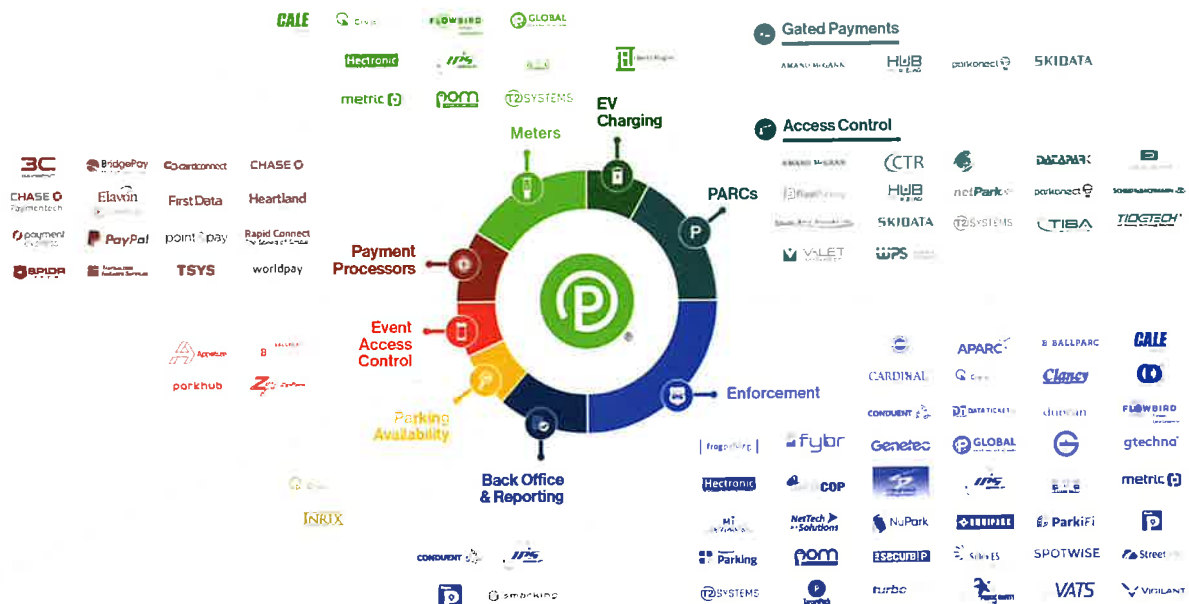
Vendor must have a payment system that provides the following functionality:

*Interfaces with existing parking enforcement citation writing software provided by TurboData, and parking meter services provided by IPS.*

- *Interfaces that allow users to pay with mobile parking payment systems provided by other vendors is highly desirable.*

To ensure flexibility in all aspects of managing parking at the deployment of our system or anytime during the contract period, ParkMobile's open API will allow seamless integration to your TurboData enforcement system, IPS parking meters, and other system providers. Below are the industry partners that ParkMobile currently integrate with:





**Figure – ParkMobile’s Industry Integrations include every major provider category.**

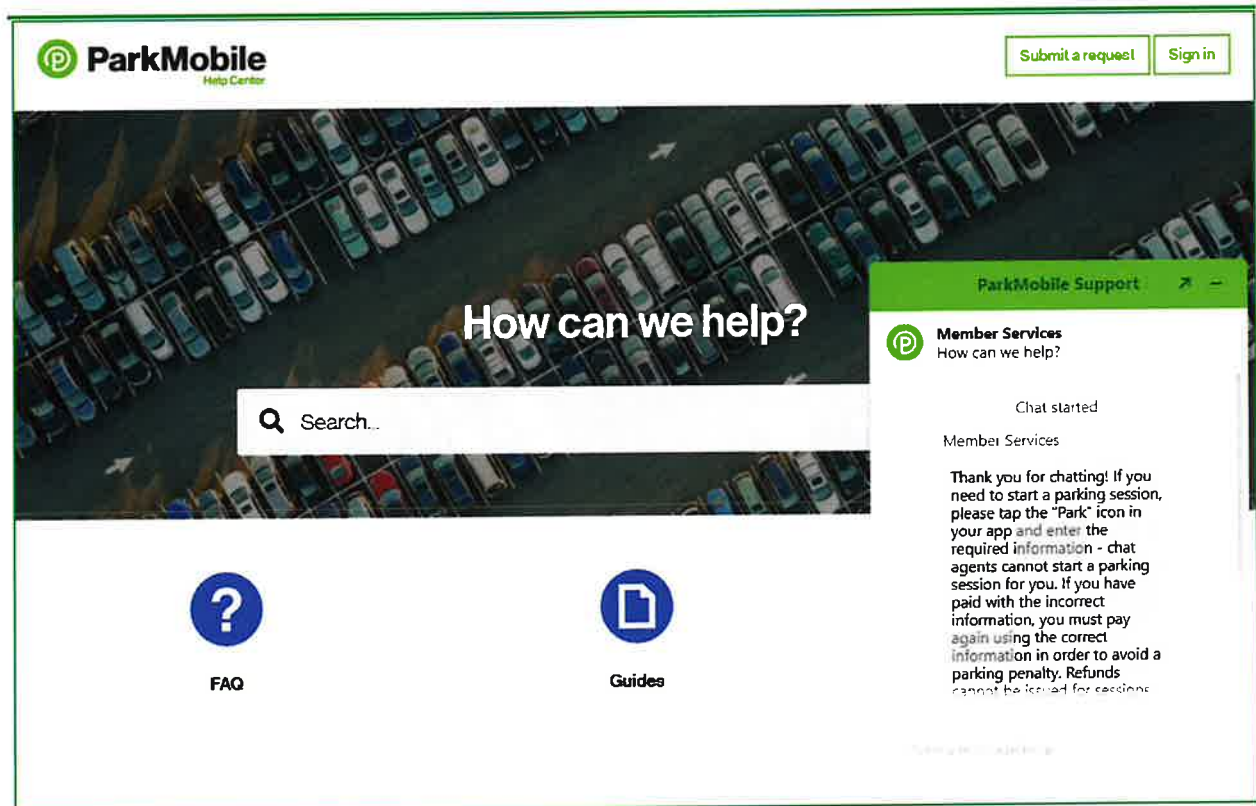
ParkMobile and TurboData are already integrated in several California municipalities, including Newport Beach, Riverside, Fresno, Monterey, and Fullerton. ParkMobile is also integrated with IPS’ parking meters in several California cities, including San Diego, Sacramento, Berkeley, and at LA Express owned meters.

*Free online and telephone customer service support for users and City staff. Telephone options must include the option to speak with a live customer service agent during the vendor’s standard business hours.*

ParkMobile offers you and your parking customers a Customer Care and Member Services Center based in our corporate headquarters in Atlanta, GA. We utilize the leading cloud-based customer service software, Zendesk, to handle customer inquiries and to provide consumer education through a FAQ feature, help guides and technical help topics. Inquiries or disputes can be submitted via phone, email, ParkMobile app and the ParkMobile website. ParkMobile members can contact our bilingual support team 24/7/365 for industry leading multi-channel customer care, start a parking session, get answers to questions, request changes to their account and other services.

ParkMobile also utilizes social media to engage and interact with users, including constant monitoring of social media comments to understand their needs and support requests. Through this real time interaction, ParkMobile is not only able to mobilize and deploy new markets and functionality more quickly, but also maintain industry leading customer satisfaction scores.





**Figure - ParkMobile Support Website**

*Capability to interface with multiple platforms, such as a smartphone (both Android and iOS systems), desktop browser, and mobile browser.*

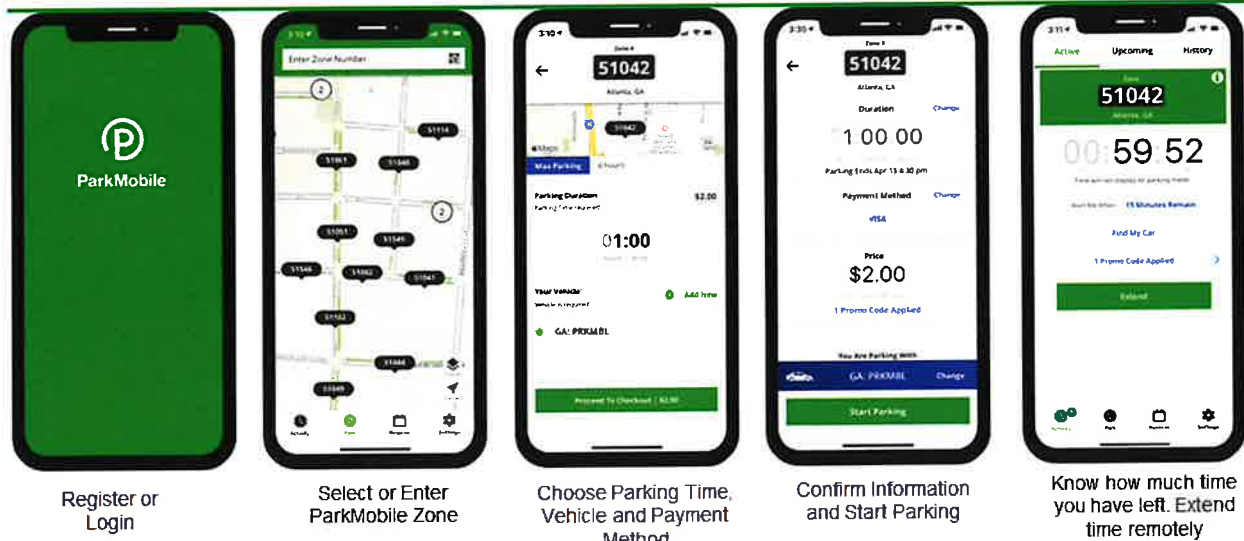
ParkMobile is ready to deliver the industry's most flexible mobile parking payment options to motorists in Hermosa Beach. Our users have free, intuitive, and easy to follow payment options to ensure there is a method that works best for their needs:

### **Smartphone Application**

ParkMobile has an easy registration process via app or mobile web experience. Through the app experience, users will download the ParkMobile app on iOS or Android. They will then be prompted to enter an email address and create a unique password. After account creation the user will be asked to enter a license plate number. They can conveniently nickname their car to easily select for future usage. The user is now ready to start parking and they can re-use their account for future parking sessions at any ParkMobile deployment across the United States.

The ParkMobile app provides a quick and easy process to pay for parking. Our Product team is constantly researching the experience and optimizing the flow for users. Once a customer downloads the app and creates an account, there's a simple three step process to make a payment.





**Figure – ParkMobile Zone Parking Process**

1. **Enter Zone Number:** The user will enter the zone number posted on the stickers and signs around the meter. To make this process easier, the app uses location-based GPS coordinates to show the nearby zone numbers on the map so a user can easily touch the right zone number and then move to the next step in the process.
2. **Select Duration:** The user will select the duration for the parking session. The duration is based on the rates and policies that are setup for that specific zone number in ParkMobile's backend systems. On this screen, the user will also see the default vehicle selected and will be able to change that vehicle if necessary. The user will then touch "Proceed to Checkout" to go to the next step.
3. **Confirm Information:** On the confirmation page, the user will see all the key details for the parking session: zone Number, duration, payment method and vehicle. The user can edit any of this information before starting the parking session. After the user confirms the information, the user touches "Start Parking" to begin the parking session.

### Website (Mobile or Desktop Browser)

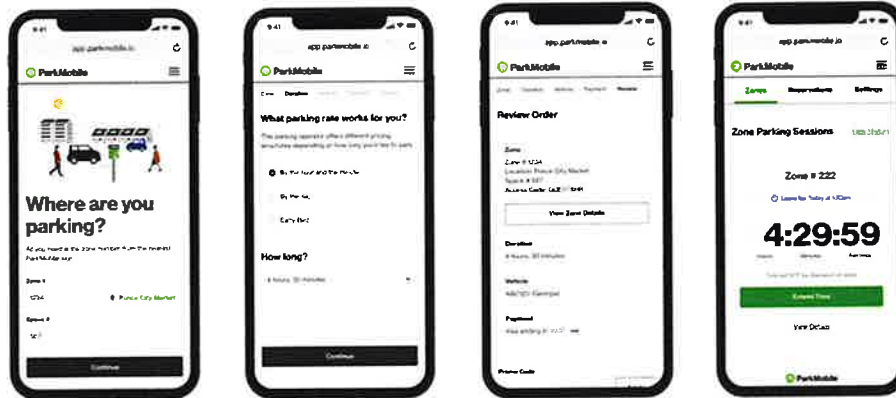
ParkMobile's new lightweight web-based application provides the best user experience for users who do not want to download the full-featured app. For users that prefer to pay for Zone (on-demand) parking through the web, this user flow will allow them to start a real-time session on a mobile device without downloading an app.

ParkMobile also offers a Guest Checkout feature, allowing users to purchase parking without starting a user account. With only an email address and no password, users will be able to add their vehicle and payment information on a guest account and start a parking session. This functionality will remove friction from the user flow, making it easier and faster for users to start a parking session.



## Mobile Web Experience

## Commentary



Lightweight – no app download required  
Ability to do a quick transaction on-the-go  
Supports text-to-pay option  
Enables easy linking from any website or mobile app  
Ability to create an account  
User acquisition point to drive people to the full-featured app experience

**Figure - ParkMobile Mobile Web Checkout Experience**

## QR Code

Customers can also initiate a parking session by scanning a QR code with their smartphone. QR codes can be included on each meter or sign and will bring up the website process outlined above.



**Figure – Kiosk Decal with QR Code**

## Other User Experiences

Because ParkMobile is specifically focused on the consumer-facing side of parking operations, we bring the largest customer base in the United States with over 28 million drivers using our app. Our narrow focus also enables a high level of expertise in the nuances of driving mobile app adoption for municipal parking operations. We find users simply want the payment method that is the easiest to use, offers the best features, and is available in the widest number of locations. For drivers in the United States, that is ParkMobile.

ParkMobile offers additional consumer choice features as follows:

- **IVR Payment:** Users can pay through voice with a toll-free IVR platform (using a regional 1-800 number provided by ParkMobile).
- **Text-to-Park:** Text to Park from ParkMobile is a contactless solution that allows users to quickly and easily pay for their parking without touching a meter or downloading an app. When the user parks in a ParkMobile zone, they can text the keyword "Park" to 77223 to receive a short link via SMS to start their session.



- **Google Pay:** This feature gives the user ability to start and pay for parking directly from the Google Pay app. It also exposes your parking inventory to Google's network of 140 million users in the U.S.

#### An Equitable Experience

- **No smartphone?** Drivers who don't own a smartphone can easily pay for parking by calling a toll-free IVR number and making a payment over the phone.
- **No credit or debit card?** Drivers without a credit card can use PayPal to connect a bank account or use a prepaid card as payment
- **Unbanked?** Use a prepaid card or a reloadable prepaid card from a retailer like GreenDot or NetSpend.



**Figure – ParkMobile Payment Options For Users Without Smartphones**

*Provides users the opportunity to create individual and multi-user (e.g., family or business) accounts, register multiple license plates/vehicles, view past transactions, and modify customer account data (e.g., customer profile, mailing and billing addresses, credit/debit card payment information, passwords, etc.).*

- *The City would prefer that all accounts provide users multi-layer security features that exceed industry standards (e.g., multi-factor authentication options, automatic logout, password encryption, etc.).*

ParkMobile has an easy registration process via app or web experience. Customers will be prompted to enter an email address and create a unique password. After account creation the customer will be asked to enter a license plate number. They can conveniently nickname their car to easily select for future usage. The customer will then be ready to start parking and they can re-use their account for future parking sessions at any ParkMobile deployment across the United States.

ParkMobile users can easily modify their account and view past transactions from the app or web experience:

- **Manage vehicles:** Easy to add, remove and update vehicle information.
- **Add and remove payment methods:** Manage multiple credit cards, The ParkMobile Wallet, PayPal and ApplePay accounts.
- **Notifications:** Customizable push, text and email alerts to notify a user when parking will expire.
- **Account Settings:** Manage phone number, email, and password
- **Favorite Zones:** Select frequently used zones to avoid having to enter the same zone each time.
- **Help:** Any account or parking sessions issues can be addressed via our FAQ page or by calling our customer support team



- **Activity:** Users can access their transaction history via the web by selecting the "Activity" button. They can view complete details of recent parking transactions including Zone, City, Date/Time, Duration, Vehicle (LPN), Payment Method, Parking Fees and Total cost.

Users in the same household/family can simply use the same account for their individual parking needs by adding multiple license plates to the account. Each user can use the app simultaneously to pay for their respective parking sessions.

### **ParkMobile Fleet**

When it comes to parking, managing expenses for multiple drivers can be challenging. ParkMobile's Fleet Program alleviates this challenge by allowing a company to manage fleet parking expenses through one corporate account. By joining the program, companies can save time and money while keeping track of all the fleet vehicle parking receipts, payments, and reimbursements.

- **Maximize Visibility:** With all employee and company vehicles registered under one corporate account, companies have full visibility into their operation. Through a fleet account, managers can see when and where each of their employees is parking at any given time when they use ParkMobile to process their parking transactions. Fleet managers can manage spending and download monthly statements.
- **Streamline Expenses:** With all parking expenses being processed under one account, it's easy for companies to manage fleet parking expenses. Employees no longer have to carry cash, collect receipts, or file expense reports. With ParkMobile's Fleet Program, drivers can easily pay for parking using the ParkMobile app linked to a corporate account, so the company has complete records of all parking transactions.
- **Provide Momentum:** When companies give employees an easy way to find and pay for parking, they are not only improving their employee experience, but also ensuring that they're navigating smoothly and arriving to their destinations on-time. With ParkMobile, drivers don't have to constantly run back and feed the meter to avoid getting a parking ticket. Instead, they can pay for parking directly from their mobile device and extend time remotely.

Over 1,200 companies across the United States are currently using ParkMobile's Fleet Program including Whole Foods, AT&T, Comcast, and Best Buy.

### **Security**

ParkMobile has implemented custom authentication with encrypted, complex passwords. ParkMobile currently does not offer multi-factor authentication or two-factor authentication for user accounts, however, these are features that could be implemented in the future.

We take data security seriously and have outlined our security standards in the next section.

*Comply with, or exceed, all parking payment industry credit card processing security standards, and applicable Payment Card Industry Data Security Standards.*

ParkMobile maintains the highest degrees of security and privacy standards in the industry. In addition to being compliant with all requirements stated here, ParkMobile is also fully compliant with the California Consumer Privacy Act (CCPA), Canada's Personal Information Protection and Electronic Documents Act (PIPEDA), the most stringent legislations to-date regarding consumer privacy.



ParkMobile is committed to the proper management of records to retain those that have current or future value and to properly destroy records that do not have such value. Examples of ParkMobile actions taken include but are not limited to the following:

- Card Holder Data (CHD) is not stored on removable media.
- Information on all media is classified, handled and disposed of in a secure manner.
- ParkMobile encourages minimal use and storage of its confidential data to reduce the risk of data compromise.
- At no time after card authorization, under any circumstance, ParkMobile stores any information from the card magnetic track, to include CVV/CVC, CVV2/CVC2, and PIN block data.
- Cards that have met and exceeded their expiration by 6 months are deleted from all systems.
- All cardholder data from deactivated or closed accounts is deleted from all systems after a 6-month waiting period.
- After 18 months of inactivity, a card is categorized as inactive and deleted from all systems.
- A review of cards matching the above criteria is conducted monthly, with quarterly reviews of the reports.
- Personal account numbers (PAN) are masked when displayed.
- Two-factor authentication is implemented to access any cardholder data.
- CHD is encrypted at capture, transit, and at rest.
- PCI DSS compliant encryption methods, process, and procedures are implemented.
- ParkMobile has implement encryption key management plans to ensure the availability of encrypted authoritative information.
- ParkMobile data security policies prohibit direct database access
- Data does not travel over the network unencrypted.



*Accepts, at a minimum, the following payment options:*

- *Credit, debit, and prepaid cards displaying the Visa, Mastercard, American Express, and Discover logos.*
- *Apple Pay (Apple Wallet), Google Pay.*

We lead the industry in the acceptance of innovative payment methods for parking services and this flexibility underscores our best in brand approach. ParkMobile's range of mobile payment methods include Visa, Master Card, American Express, and Discover as well as stored value solutions like PayPal, Google Pay, Apple Pay, Visa Checkout and our ParkMobile Wallet.



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*Allows users to: Easily discern the cost of parking, any fees charged by the vendor, and the total cost of the parking session prior to approving payment (purchase).*

ParkMobile charges users a small convenience fee per transaction to use our solution. This fee is clearly communicated at the time of the transaction. There is a section beneath the total cost of parking that displays this convenience fee.

*Allows users to: Purchase and pre-purchase parking session time within specific zones or areas. The system should be capable of prohibiting purchases during periods when posted signs restrict parking (e.g., during restricted periods in City lots, during street sweeping periods, etc.). The pre-purchase of parking session time would allow users to pay for parking in advance of the designated enforcement period, but not in excess of the posted time limit.*

The ParkMobile app allows users to purchase or pre-purchase parking time within specific zones or areas, as long as parking is allowed. Once the enforcement period begins, the time the user has purchased will begin to countdown. Users will not be allowed to purchase time in excess of the posted time limit.

*Allows users to: Provide for the use of discount codes or coupons.*

ParkMobile allows for the use of discount codes or coupons. For example, ParkMobile partners with municipalities such as Miami Beach and Portsmouth, NH to offer residents a discount on parking when using ParkMobile. ParkMobile can import a list of license plate numbers to program the resident discount on each plate number provided by the City.

With ParkMobile, merchants that operate within Hermosa Beach can also easily purchase validation codes that offer their customers discounted parking sessions when paying through the app. ParkMobile members are able to redeem and/or validate parking sessions. We deliver these services in real time, so customers will be able to receive parking discounts with their very first on-street ParkMobile transaction.

The functionality is fully customizable, clients can facilitate promo codes with a percent or dollar amount off parking, set number of uses, time frames, zones eligible, and more. A few examples that have been used are:

- Municipalities who want to offer a merchant validation program
- Municipalities who want to offer discounted holiday parking
- Universities who offer discounted parking to visitors via Campus Departments

*Easily view remaining parking session time using an app or other mobile device and receive a near “end of session” warning of the user’s choice (e.g., text message 10 minutes prior to end of session).*

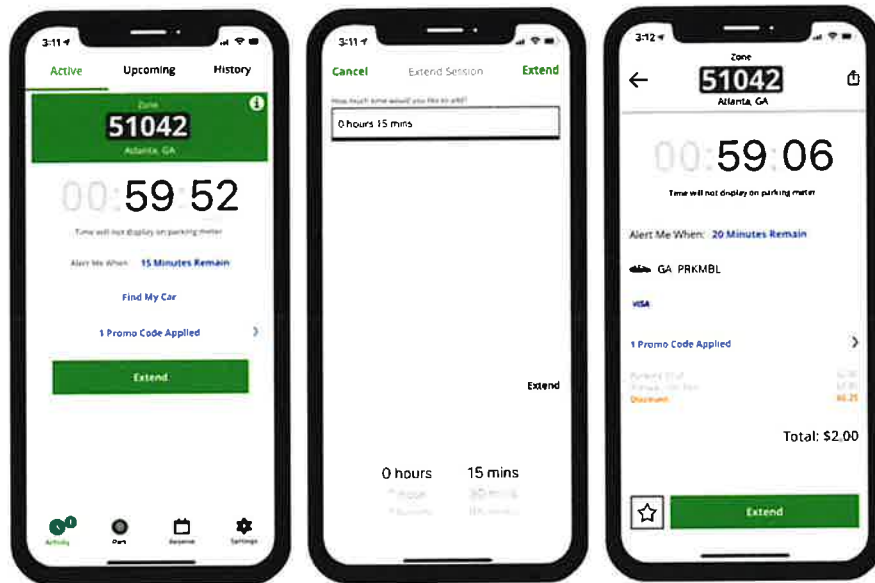
ParkMobile customers can either check their mobile app or web experience to view remaining parking session time. Customers are sent a notification before the end of their session and are also given the option to extend their session at that time. Customers can set notification preferences in their account settings and can choose to receive notifications via SMS text, email, or push notification and can turn them on or off as needed.



*Extend parking session time via an app, or by text message. The City values a system that would allow users to purchase additional parking time by text message and via app with little effort.*

One of the most popular features of the ParkMobile app is the ability to remotely extend the time of the parking session. Customers can add parking time without having to run back to feed the meter. A customer cannot extend past the allowed time for that zone. For example, if there is a 2-hour maximum, a customer will not be able to extend beyond that 2-hour limit.

See the below for a screenshot of the extend time feature. The customer would simply tap the "Extend" green bar, while the current session is still active.



**Figure - ParkMobile Extend Time**

*Receive a detailed receipt via email and/or text message after each parking session purchase (users may opt-in or out of each type of receipt).*

After the parking session ends, the customer will get an email receipt and the record of the transaction will be stored in the "Activity" tab of the app. Customers may opt-in or out of receipts via their account settings.

*Vendor must be able to provide to the City: "Back office" access to create accounts, reports, and download parking occupancy data into Excel. City shall be able to determine:*

- *In real-time, for every parking session: the applicable zone; the length of the parking session; the date and time the parking session was initiated; the license plate associated with the parking session; the dollar amount of each parking session; and the payment method of each parking session.*
- *Parking zone or area occupancy, revenue, and coupon or discount code use.*
- *Options that users select when paying for parking sessions (e.g., rate at which users purchase minimum or maximum time allowed or extend sessions).*

The ParkMobile 360 "back office" platform provides our clients with a password-protected portal tailored to their specific job role. We offer administrative controls for specific access including



read-only accounts, enforcement accounts, and administrative accounts. Administrators can create and manage user accounts, as well as assign staff members specific roles/access.

The ParkMobile 360 portal is easily accessed by authorized users, providing both operational and financial reporting in a straightforward manner. In ParkMobile 360, staff members have complete access to the data for your parking operation. Reports are provided with ParkMobile 360 in multiple formats such as bar charts, line graphs, heat maps, pie charts, geographical maps or data grids and to configure reporting metrics into dashboards.

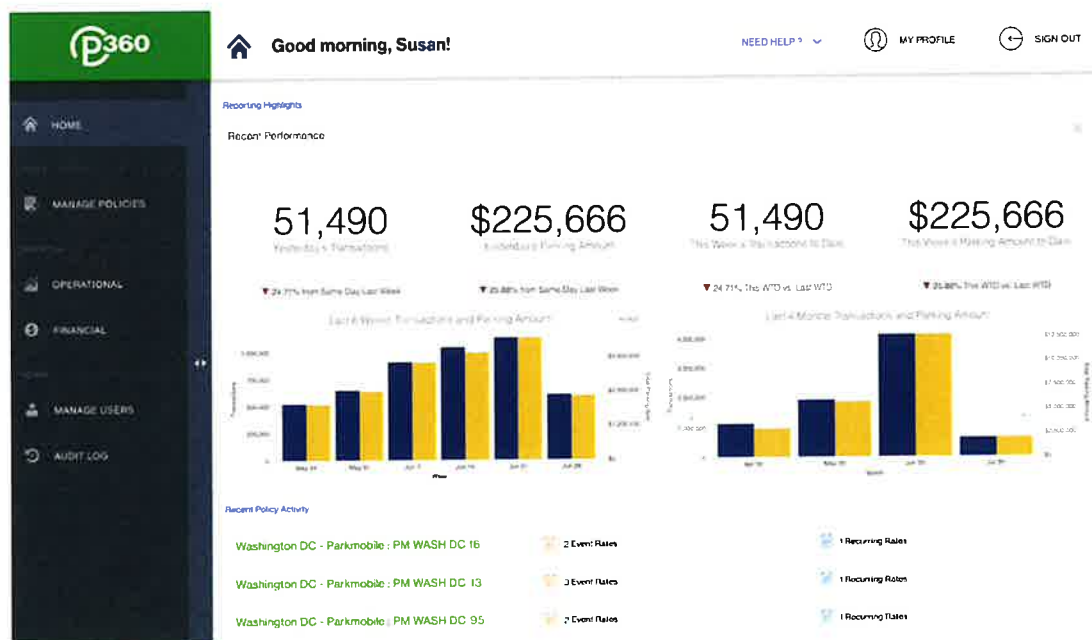
The ParkMobile 360 back-end is user-definable, interactive, and administrators can 'drill' into reports to get to more detail. Our dashboards and reporting will enable your parking operations to visualize data help you make operational decisions.

ParkMobile 360 provides the following reporting features:

- **Scheduled Reports Delivered to Your Inbox:** ParkMobile 360 gives you the ability to distribute the right information to the right people by scheduling daily, weekly, or monthly reporting emails to select members in your organization.
- **Filter By Date and Supplier:** ParkMobile 360 gives you the ability to filter data by date range and supplier, making it easy to pull the data you want to see and compare historical trends.
- **Download ParkMobile 360 Reporting Data in Multiple Formats:** With ParkMobile 360, you can quickly and easily download your data in the format that best meets your needs. Downloads are available in .xls, .csv, and .pdf formats.

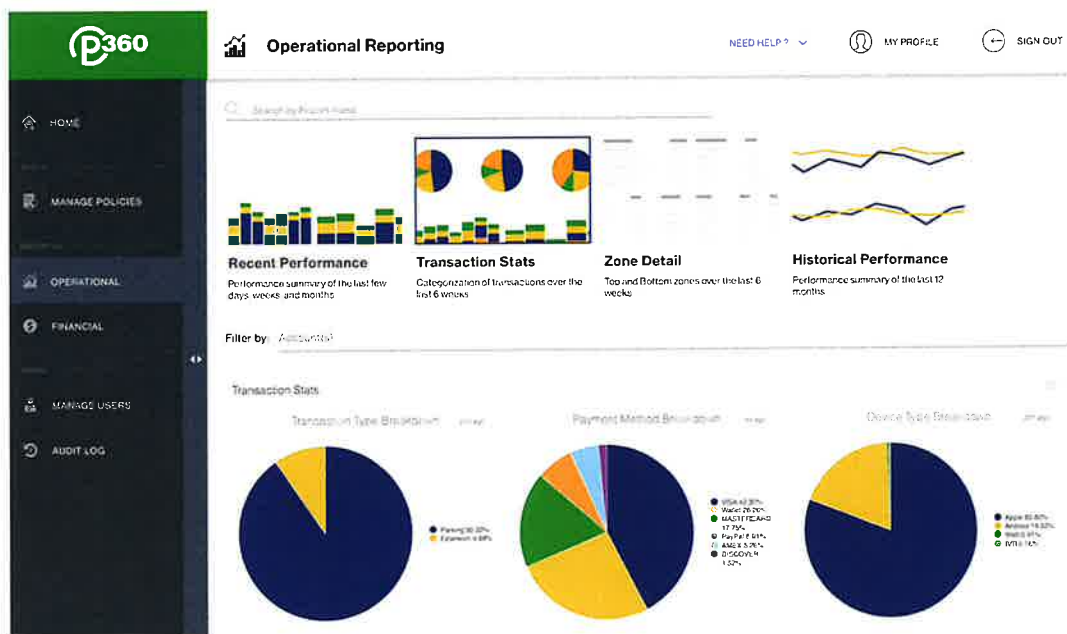
With ParkMobile 360, your data is delivered in an attractive, easy-to-read format with charts and graphs for monitoring trends and drawing insights.

We have included sample analytics and reports below.



**PM360 Easy to Read Dashboards**





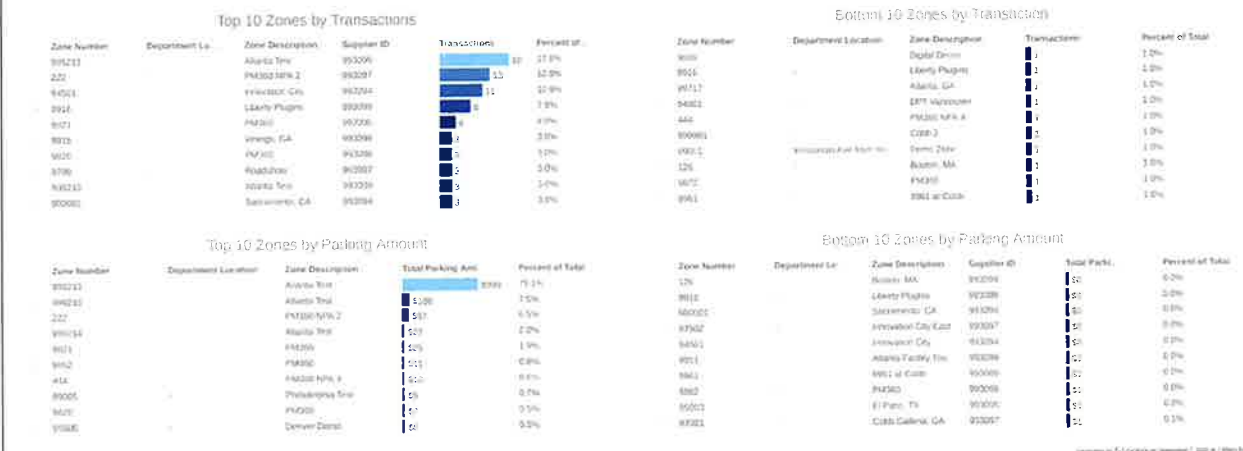
**PM360 Operational Reporting to Show Transactions by Zone**

Zone	License Plate	Start Time	End Time	Amount	Payment Method	Device Type	Transaction Type	Zone	License Plate	Start Time	End Time	Amount	Payment Method	Device Type	Transaction Type	Zone	License Plate	Start Time	End Time	Amount	Payment Method	Device Type	Transaction Type
1	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	1	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	1	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking
2	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	2	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	2	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking
3	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	3	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	3	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking
4	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	4	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	4	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking
5	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	5	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	5	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking
6	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	6	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	6	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking
7	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	7	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	7	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking
8	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	8	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	8	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking
9	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	9	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	9	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking
10	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	10	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	10	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking
11	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	11	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking	11	1NTE 18485	03:34:00	04:00:00	\$0.00	Parking	Apple	Parking

**Figure – PM360 includes a variety of detailed spreadsheet reports which include: In real-time, for every parking session: the applicable zone; the length of the parking session (purchased amount); the date and time the parking session was initiated; the license plate associated with the parking session; the dollar amount of each parking session; and the payment method of each parking session.**

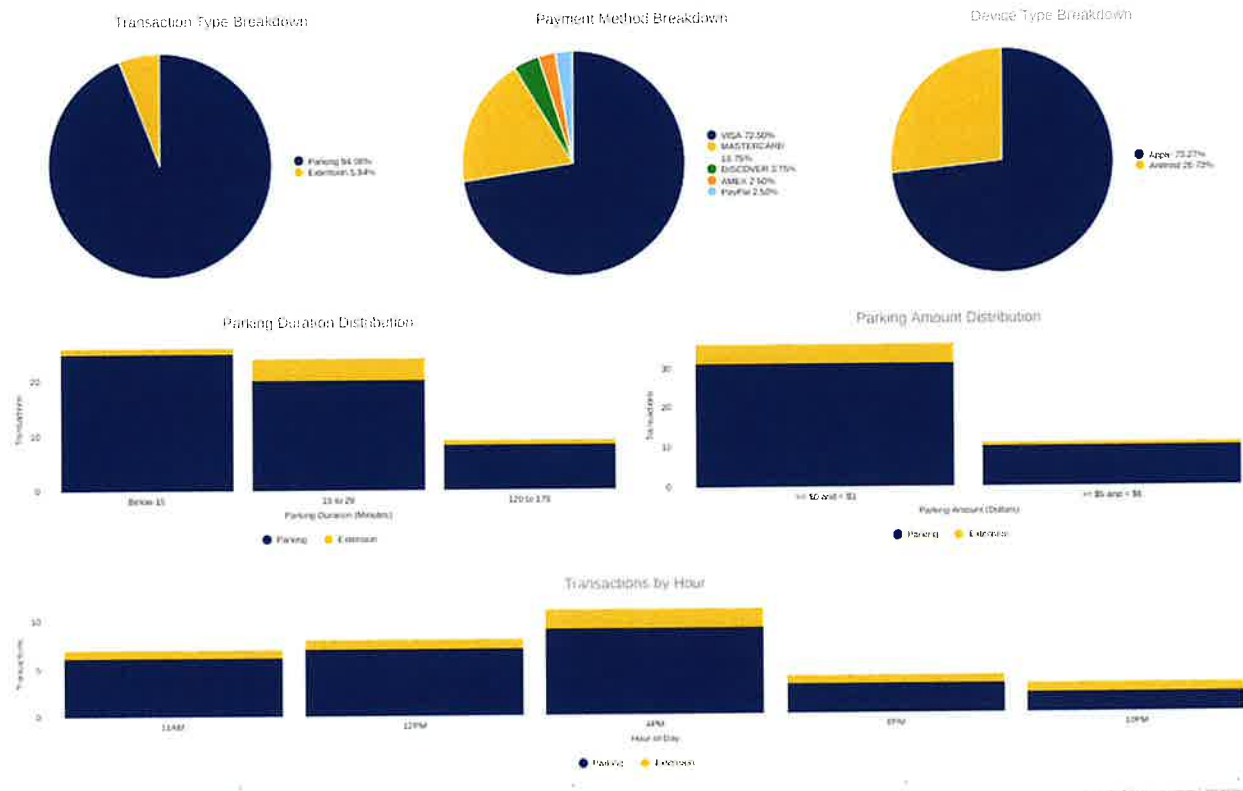


### Zone Detail



**Figure – PM360 includes data on each zone, including: parking zone or area occupancy, revenue, and coupon or discount code use.**

### Transaction Stats



**Figure – The City will also be able to view a variety of analytics related to transactions, including: options that users select when paying for parking sessions (e.g., rate at which users purchase minimum or maximum time allowed or extend sessions). These options also include device type, transaction method, and more.**

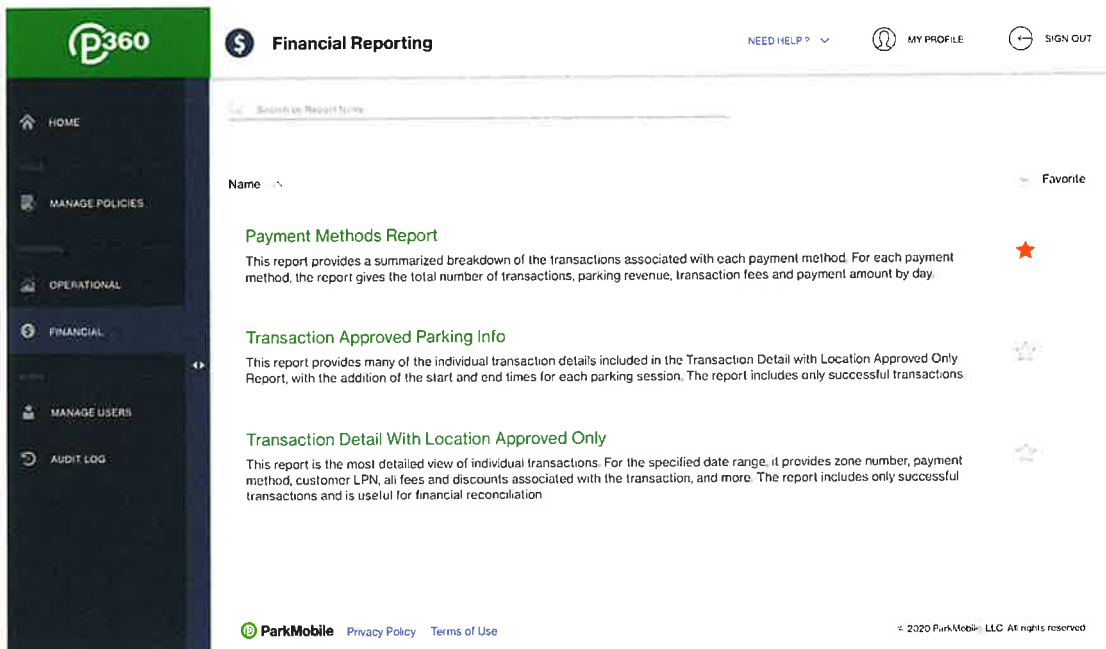


### Financial transactions and services that include:

- Automated clearing house (ACH) transaction debits for fees, and credits for deposits (revenue) to City accounts.
- Any applicable merchant account reporting should include, at a minimum, the following elements: summary by day; summary by card type; summary by batch; chargebacks and reversals; adjustments; fees.

ParkMobile is the leading provider in parking payment solutions, processing over 8 million transactions every month. In fact, we process more transactions under \$10 than any other company in the U.S.

ParkMobile will send monthly settlement reports to you in addition to giving your staff administrative access through ParkMobile 360. ParkMobile 360 will give real-time reporting access to a multitude of financial and revenue data for the City's parking zones including but not limited to: transaction volume by time of day/day/month/year, peak sales times, payment methods used, average parking times, and total sales revenue for any given time frame.



### PM360 Financial Reporting – Transactions



## Payment Methods Report

Account:

Payment Date Range:  1

Payment Methods Report

Supplier Name	Payment Date Local	Location	Transactions Total	Payment Amount	Parking Amount	Val Amount	Transaction Fee	Amex Amount	Amex Count	Chasepay Amount	Chasepay Count	Disc Amount	Disc Count	Job Amount	Job Count	Mt Amount	Mt Count	Paypal Amount
ParkMobile Test EST	2019-02-04		2	\$10.00	\$10.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-04-25		3	\$11.00	\$11.00	\$0.00	\$0.00	\$1.00	1	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-08-02		4	\$1.00	\$1.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-02-19		1	\$1.00	\$1.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-09-02		1	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-06-24		4	\$10.00	\$10.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-02-20		1	\$1.00	\$1.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-05-21		1	\$10.00	\$10.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-08-14		4	\$1.00	\$1.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-09-15		1	\$1.00	\$1.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-06-05		1	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-09-22		1	\$1.00	\$1.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-07-01		1	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
ParkMobile Test EST	2019-03-24		1	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00

## PM360 Financial Reporting – Payment Methods

The ability to make parking price changes; add, delete, or change parking zones; create special parking session rules (e.g., prevent parking session purchases during City events).

ParkMobile 360 enables the City to manage parking inventory, set preferences, adjust rates, create events, and track analytics. Currently, over 500 municipalities and operators use PM360 to manage their rates and policies in real time, and over 1,000 of our clients use PM360 Reporting and Analytics to view and manage their program performance and derive deep insights about their mobile payment operations.

Key features of ParkMobile 360 are:

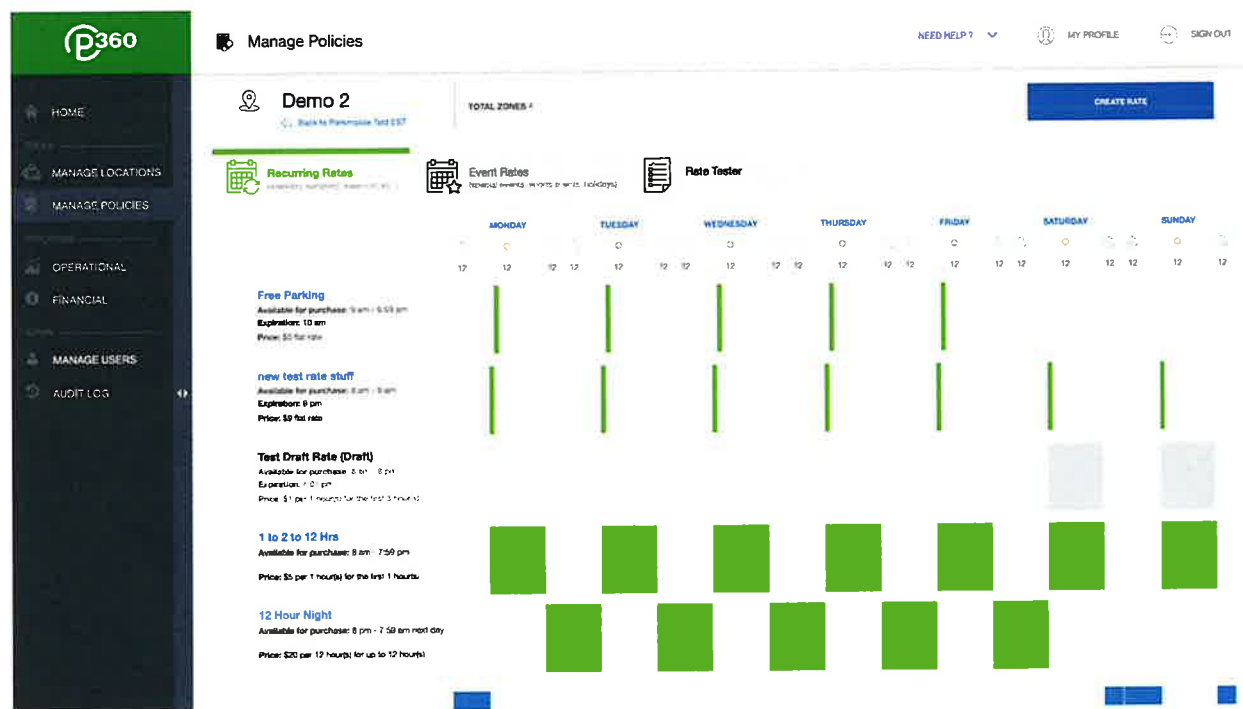
- **Calendar View:** ParkMobile 360 shows daily, weekly, and monthly calendar views of all parking policies, making it easy to visually see all parking rates and make the necessary adjustments.
- **Rate Creator:** With ParkMobile 360, a user can quickly create rates for specific days, weeks, or months. If there's a festival, street cleaning or a weather event, a user can just change and update rates across different locations.
- **Policy Management Across Locations:** ParkMobile 360 provides a complete view of rates and policies across multiple locations. A user can quickly apply policies from one location to another without having to rebuild a location's rate structure.
- **Rate Tester:** Before pushing out a rate change, ParkMobile 360 offers the ability to test that rate to make sure it is working properly and avoid any potential customer service issues.






With ParkMobile 360, staff administrators have role-based access to make changes to parking rates, hours of operation, and set maximum time limits at any time, in advance or in real-time as needed. ParkMobile understands our clients need to be in control of rates and policies, and ParkMobile 360 gives complete control of complex rates, time limits, and policies. In addition, ParkMobile 360 gives you a complete view of rates and policies across multiple locations. You can quickly apply policies from one location to another without having to rebuild a location's rate structure.


ParkMobile can support extremely complex rate structures with multiple rates in effect at different times of day and days week, in addition to special event rates. ParkMobile 360 also includes a Rate Tester, which allows administrators to easily verify what rate customers would be charged on a given date, time, and location. This tool is extremely helpful to ensure rates are being displayed correctly and there are no gaps in the policies when there are multiple, overlapping policies in place.



**Calendar View to Setup Recurring Rates**



 **Recurring Rates**  
 (Weekly, bi-weekly, monthly, etc.)

 **Event Rates**  
 Special events, sports events, holidays

 **Rate Tester**

#### Rate Tester

Enter an existing rate for a test date and time

Start date: 05/07/2020 To: 05/07/2020




RUN TEST

#### Available Rates (showing 1 of 1)

Rate	Time Block	Price	Expiration
\$1.00/hr (Test New Rate 05/05/18:00 Mon-Sat 5am		\$1	05/15 AM
\$1.00/hr (Test New Rate 05/05/18:00 Mon-Sat 5am		\$2	05/20 AM
\$1.00/hr (Test New Rate 05/05/18:00 Mon-Sat 5am		\$3	05/25 AM
\$1.00/hr (Test New Rate 05/05/18:00 Mon-Sat 5am		\$4	05/30 AM
\$1.00/hr (Test New Rate 05/05/18:00 Mon-Sat 5am		\$5	05/15 AM
\$1.00/hr (Test New Rate 05/05/18:00 Mon-Sat 5am		\$6	05/20 AM
\$1.00/hr (Test New Rate 05/05/18:00 Mon-Sat 5am		\$7	05/25 AM
\$1.00/hr (Test New Rate 05/05/18:00 Mon-Sat 5am		\$8	05/30 AM

LOAD MORE RESULTS

### Test New Rates Before Pushing Them Live



- HOME
- MANAGE POLICIES
- OPERATIONAL
- FINANCIAL
- AUDIT LOG

**Audit Log**

Classic Parking Company

Springfield

Search by: (Select by: ID, Name, Address, Date, Location, or User's Name)

Filter by: Start date: End date: FILTER

Export logs

May 05, 2020

(Event Rate) - IPMI User created the Baseball Night, on May 05, 2020 at 05:20 PM

(Draft Rate) - IPMI User changed the Test New Rate, on May 05, 2020 at 05:19 PM

(Draft Rate) - IPMI User changed the Test New Rate, on May 05, 2020 at 05:18 PM

(Published Rate) - IPMI User changed the Street Cleaning, on May 05, 2020 at 05:17 PM

(Published Rate) - IPMI User changed the Test No Parking Rate, on May 05, 2020 at 05:16 PM

(Published Rate) - IPMI User changed the Day Rate, on May 05, 2020 at 05:16 PM

April 20, 2020

(Published Rate) - Campbell Reiter changed the NO PARKING TEST, on April 20, 2020 at 12:13 PM

March 26, 2020

(Event Rate) - IPMI User created the Baseball Season, on March 26, 2020 at 01:07 PM

(Event Rate) - IPMI User created the Baseball Season, on March 26, 2020 at 01:07 PM

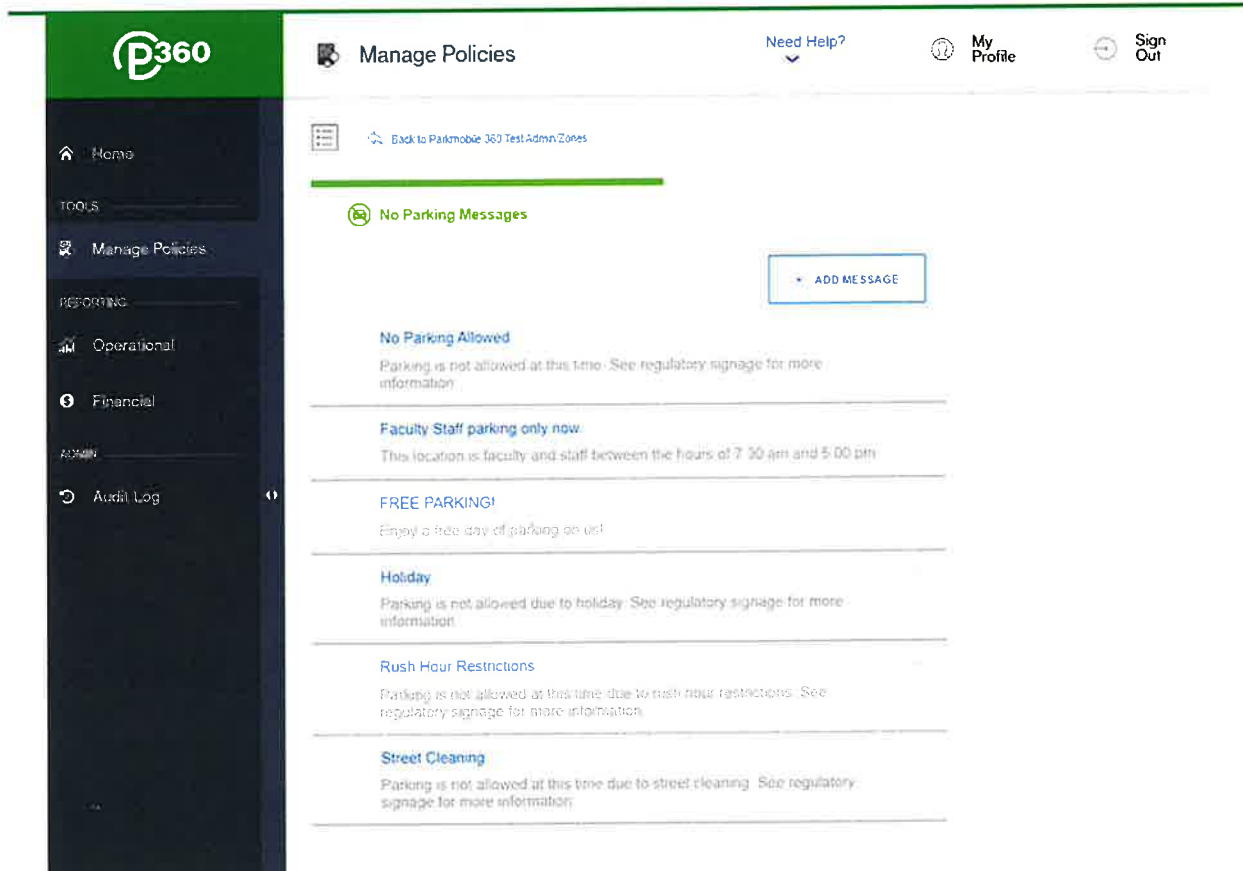
(Event Rate) - IPMI User created the Baseball Season, on March 26, 2020 at 01:07 PM

(Published Rate) - IPMI User deleted the Weekday Rates, on March 26, 2020 at 12:58 PM

(Published Rate) - IPMI User changed the Weekday Rates, on March 26, 2020 at 12:58 PM

### Audit Log Provides a Record of Rate/Policy Changes





### **Create Custom "No-Parking" Messages**

Staff will utilize ParkMobile360 to manage rates and policies in real time, including not allowing payments during periods when the City does not charge for parking. Non-payment periods are easily editable in ParkMobile 360. Staff will also have the option to request rate updates and non-payment periods from your dedicated Account Manager, and ParkMobile can complete the rate changes on your behalf. A sample of the editable message field staff will be able to create in ParkMobile 360, and the corresponding notification that will be displayed to customers in the ParkMobile app.

#### **ParkMobile Customizable Platform Rules and Rate Structures Options**

##### **Mobile Parking Session Options**

Customize Platform to Begin Mobile Parking by:

Ø Start Duration  
Stop

Ø Start/Stop

Ø Start Duration with Optional

##### **Mobile Parking Rate Options**

Prepay for Mobile Parking Sessions Initiated Before Paid Parking Hours of Operations Begin  
Customize Mobile Parking Rates by Day of Week, Time of Day, etc.

Customize Mobile Parking Rates for:

- **Free Parking (e.g., Access Codes and/or Promo Codes)**
- **Flat Rate(s)**
- **Progressive Pricing (e.g., 1st hour of parking at X parking rate; additional hours at incrementally higher parking rates)**
- **Event Rates (including Rate Override functionality)**
- **No Parking**



<b>Mobile Parking Messaging Options</b>	
Customized Messaging	
Ø On-Street Closures Deployments)	Ø Off-Street Event Rates (for ParkMobile Reservations
<b>Mobile Parking Enforcement Options</b>	
Create 'No Return' and/or Block Out Consecutive Parking in Same Zone(s)	
<ul style="list-style-type: none"> <li>• <b>Staff can identify and eliminate parkers attempting to violate max stay rules by paying again to park in the same (or a contiguous) mobile parking zone(s) at the end of a session</b></li> </ul>	
Customizable Reviews for All Mobile Parking Sessions in Real Time	
<ul style="list-style-type: none"> <li>• <b>Ability to Review 'Grouped Mobile Parking Sessions'</b></li> </ul>	

*Initial implementation training for City staff for all services associated with the system and user manuals (online or paper based). Provide an annual training at the City's request. The City may consider a combination of in person or live online training.*

ParkMobile is prepared to provide thorough and ongoing training to ensure all designated personnel are comfortable using ParkMobile's back-office systems prior to launch. Because there is no physical hardware involved, we find that web-based training is most effective because it allows for training to be delivered via more frequent sessions over the course of several weeks, rather than a smaller number of longer, in-person sessions. These sessions can be recorded and shared with staff who could not attend due to scheduling or seating constraints. Training manuals will also be made available to all personnel.

Training sessions will be broken out for the following types of personnel users:

#### **Admin Users (Reporting and Policies in ParkMobile 360)**

- Update rates and policies in real-time
- Run, customize, export, and schedule recurring operational and financial reports
- Create and manage user login credentials

#### **Read only-users (Reporting and Policies in ParkMobile 360)**

- Full access to viewing operational and financial reports, but no ability to make changes

#### **Enforcement-oriented users**

- Verify parking credentials in real-time in the field, in conjunction with integrated enforcement systems

#### **Read-only users (Customer Transaction Lookup)**

- Quickly look up vehicle plate numbers to verify all associated parking history
- Simple interface is ideal for reception or office staff who handle customer inquiries about reviewing and waiving violations

Training will consist of multiple 1-hour training sessions leading up to the go live date. Enforcement training is scheduled at the convenience of the client's parking management team. Enforcement training focuses on the workflow to check client mobile parking sessions through the client's enforcement platform. Each enforcement officer will need their enforcement device during training so they can run and test the enforcement workflow. Several transactions will be demonstrated via the ParkMobile app so each officer will see how the payments reflect on their devices in real-time. During the training sessions, officers can ask questions about the platform and how to use it effectively.



*Timely notification of system errors or service interruptions and provide an estimated time for resumption of service.*

ParkMobile has several proactive measures in place to ensure stability which includes proper change management and quality assurance functions designed to ensure all production changes are performed safe and securely. We also use an extensive set of application and infrastructure monitors that capture any platform issues and immediately alerts our on-call team to any errors that require immediate attention. We also aim to scale our platforms ahead of our own growth expectations, which is why our platform can handle 5x the largest volume day in ParkMobile history without any changes from engineering team. Coupled with the high availability guarantees of Amazon Web Services, the platform is designed for maximum availability & reliability.

To quickly resolve issues, OpsGenie automatically notifies the team members needed depending on the type of incident. The team assembles on a bridge call in less than 10 minutes from the detection of the incident. Incidents are automatically escalated to managers and directors when necessary. ParkMobile's Application Support Team informs internal stakeholders with updates. ParkMobile's Account Management Team in turn communicates with clients and other key external stakeholders.

We aim to resolve issues as soon as possible and no longer than two hours from the time the issue has been identified.

*System up-time of 99% and provide pro-rated allowances for any non-transaction-based fees paid by the City when system services are unable to process user transactions.*

ParkMobile guarantees uptime levels of 99.9% for Hermosa Beach.

*A detailed implementation project management plan, and a system acceptance testing plan.*

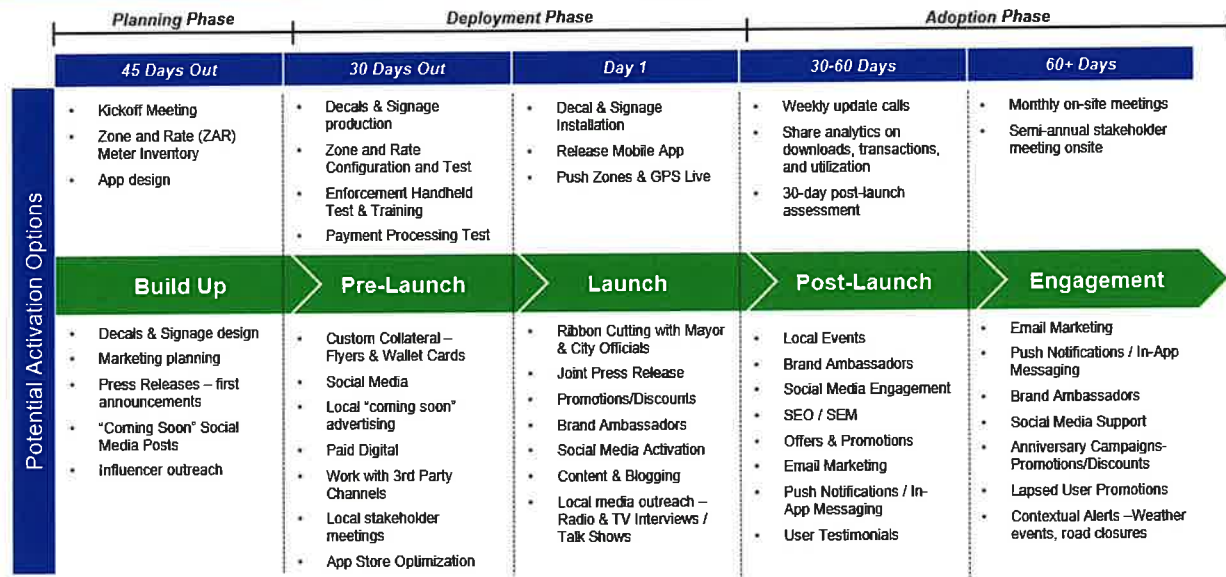
ParkMobile understands the importance of a well-planned project. No other company has the same level experience in successfully adding and transitioning a client to a new mobile payment technology platform as ParkMobile does. Our success through these projects is supported through a phased approach to our implementation. Our phased project approach allows time in the initial phases to gather first-hand information about project characteristics, requirements, and dependencies. Then, based on this information, our team can design a detailed roll-out plan that maximizes the potential for success.

### **Implementation Project Management Plan**

Upon award of contract, our sales and implementation team led by Garrett Snook, Kristen Locke and David Holler will have a kickoff call with the client to discuss implementation deliverables. At kickoff we will briefly talk about integrations, pre/post go live activities and attempt to establish a timeline for market launch. Coordination of ongoing communications, such as the scheduling of a weekly status update call, will be established at this time.

Below is an overview of key sub-tasks that will be completed in various phases of system deployment.





**Figure - ParkMobile End to End Launch Plan**

### Sub-Task: Inventory and Rate Configuration

The main deliverable to program inventory, configure rates and policies is the zone and rate structure (ZAR) and this document is an overview of all the inventory and assets where paid parking will be offered with the client. It is initially an Excel document that includes meter asset locations, street/block/lot name/address, type of meter equipment, meter/space count, rates/rules, policies, and restrictions. Alternatively, mobile payment could be the only payment method available, and we would collect similar information about the zone and rates required for mobile payment. We then communicate the finalized ZAR details to our internal configuration team, and they use the ZAR to build out the client’s ParkMobile360 policies, zones and supplier account.

#### Location

- Location Address
- GPS Coordinates

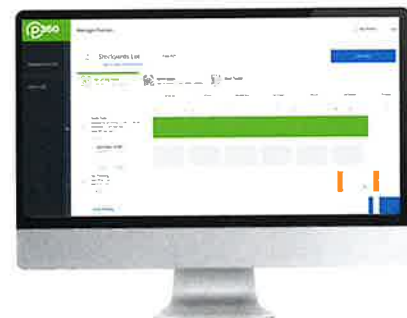
#### Meter Details

- Single Space vs Multi Space vs PM Only
- Meter Brand
- # of Meters/Spaces
- Enforced Plate or Space

#### Parking Policies

- Rate per Hour
- Time Limit
- Days of Paid Parking
- Hours of Paid Parking
- No Parking Restrictions
- Free Parking Days

PM Zone Number	Address	Meter Count	Meter Type	Hourly Rate	Max Duration	Paid Days/Hours
2901	4900 Alberta N	16	SSM	\$1.00	10 Hour	Mon-Sat 8am-10pm
2902	4900 Alberta S	20	SSM	\$1.00	10 Hour	Mon-Sat 8am-10pm
2903	200 Baltimore S	10	SSM	\$1.00	4 Hour	Mon-Sat 8am-10pm
2904	100 Blanchard N	5	SSM	\$1.00	10 Hour	Mon-Sat 8am-10pm
2905	100 Blanchard S	5	SSM	\$1.00	10 Hour	Mon-Sat 8am-10pm
2906	200 Chihuahua E	4	SSM	\$1.00	10 Hour	Mon-Sat 8am-10pm
2907	200 Chihuahua W	5	SSM	\$1.00	10 Hour	Mon-Sat 8am-10pm
2908	100 Cincinnati S	4	SSM	\$1.00	6 Hour	Mon-Sat 8am-10pm
2909	200 Cincinnati N	5	SSM	\$1.00	2 Hour	Mon-Sat 8am-10pm
2910	200 Cincinnati S	9	SSM	\$1.00	2 Hour	Mon-Sat 8am-10pm
2911	300 Cincinnati N	8	SSM	\$1.00	2 Hour	Mon-Sat 8am-10pm
2912	300 Cincinnati S	4	SSM	\$1.00	2 Hour	Mon-Sat 8am-10pm
2913	100 Coldwell E	8	SSM	\$1.00	6 Hour	Mon-Sat 8am-10pm
2914	100 Coldwell W	10	SSM	\$1.00	4 Hour	Mon-Sat 8am-10pm
2915	400 East 1st N	4	SSM	\$1.00	2 Hour	Mon-Sat 8am-10pm
2916	400 East 1st S	4	SSM	\$1.00	2 Hour	Mon-Sat 8am-10pm





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**Sub-Task: Merchant Account Setup**

ParkMobile has a long track record of successful municipal deployments where we integrate to the client's merchant processor. The City will dictate the card types accepted for transactions ensuring their negotiated processing rates and receiving funds directly into their merchant account daily.

ParkMobile is the leading provider in parking payment solutions, processing over 9 million transactions every month. In fact, we process more transactions under \$10 than any other company in the U.S. Should the client wish for ParkMobile to function as Merchant of Record we can provide our merchant services for a set processing rate for all card types and emerging payments including ApplePay, PayPal and ParkMobile Wallet.

**Sub-Task: ParkMobile Platform API Integrations**

Testing and validation of required integrations that are currently available will be performed before the system is live. On the kickoff call we will have an understanding of integration needs and be able to proceed with standard programming immediately.

**Sub-Task: Signage, Decals and Ongoing Marketing**

Signage and decal design is also an important aspect of deploying a mobile parking program. Our team works directly with our clients to understand the hardware assets out in the field and what the pay station/meter looks like to come up with the best sign and decal package. We have a graphic design team in house creating our proofs and we are able to create different shapes and sizes to meet the needs of each individual client. We are prepared to work with Hermosa Beach to finalize a design for their mobile payment program.

**System Acceptance Testing Plan**

ParkMobile's user acceptance testing is performed pre-go live, throughout the implementation and training process, to ensure that everything is functioning correctly prior to the service being made available for use. In addition, we like to revisit the testing process after the initial 30 days to check in and ensure that everything is functioning to the client's satisfaction.

ParkMobile's testing procedures, both before go-live and after the initial 30 days, will include:

- Test transactions will be performed for different zones throughout the client to confirm parking policies are accurate with charging the correct amount and reflecting the appropriate max duration.
- Test transaction will be performed on varying days and times to ensure that days and times of the client's parking rates and policies are accurately reflecting in the system.
- Tests with merchant accounts will be performed to ensure payment methods on file are being charged appropriately. Multiple payment methods will be tested for comprehensive accuracy (i.e. VISA, Mastercard, discover, AMEX, etc.)
- Tests will be performed with any and all integration partners, such as the client's meter and enforcement solutions. Test transactions will be initiated in the ParkMobile system and we will coordinate directly with enforcement provider (or any other selected vendor partner) to confirm the transactions started in ParkMobile populate and reflect in the enforcement systems, ensuring that drivers who pay through the ParkMobile application will not receive erroneous citations



*All signage, stickers, appliques, decals, and advertising collateral necessary to successfully implement the system. [NOTE: The City has allocated \$75,000 in the 2021-2022 fiscal year budget for labor costs associated with the installation of stickers, signage, and poles where necessary.]*

Standard ParkMobile signs and decals will be provided to the City at **no cost** during the initial deployment of the system.

Signage and decal design are one of the most important aspects of a mobile parking program. Our team works directly with our clients to understand the locations and equipment out in the field to come up with the best sign and decal package. We have a graphic design team in-house creating our proofs and we can create different shapes and sizes to meet the needs of each individual client.

We are prepared to work with the City to finalize a design for the mobile payment system that meets ParkMobile branding guidelines and gains the objective of the multivendor approach of the City.

**Best practices for mobile app signage include:**

- Bigger is better. Larger stickers and signs have been proven to drive greater app adoption.
- Minimize the elements on the sign. Less is more.
- Have a large zone number that is easy to read from a distance.
- Simple instructions on how to pay.
- Explain that ParkMobile is available as a contactless payment option.



**ParkMobile Standard Signage Design**



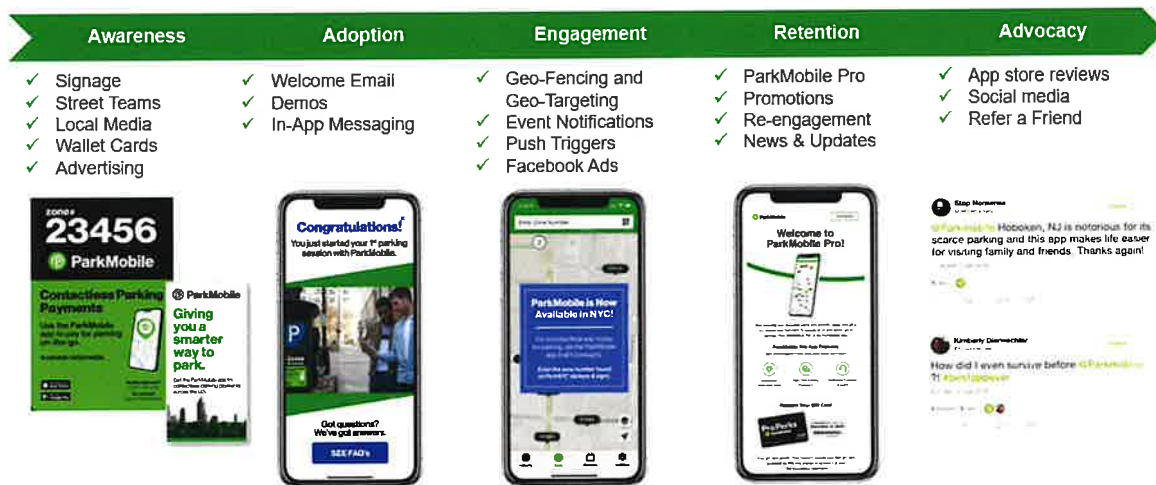
*A City branded advertising package for social media and direct email use. The City's primary social media websites are Facebook and Instagram. The City also uses a direct email system.*

If the City chooses to take advantage of our complimentary marketing services, our marketing team will collaborate with the City to develop customized signage, materials, and marketing campaigns to help drive results for your program.

ParkMobile provides clients with access to end-to-end marketing support to drive awareness and adoption of their mobile parking programs throughout the life of our partnership. Effective marketing is the biggest key to widespread adoption of a mobile payment system and ParkMobile has the highest adoption rates in the industry.

### ParkMobile's Smart Marketing Approach

When ParkMobile develops a marketing program for a new launch, one size does NOT fit all. ParkMobile will work closely with your staff to develop the right program for the municipality. ParkMobile builds our marketing programs to focus on five key areas, outlined in the diagram below.



**Figure - ParkMobile End to End Engagement and Activation**

#### 1. Awareness

When launching a new or updated mobile parking app in a market, it is critical to get the word out. The ParkMobile team deploys a variety of tactics to make sure people in the market know about the app. Awareness tactics may include local advertising on TV and radio, press outreach, targeted social media ads, street teams and more. We will use email, in-app messages and push notifications to activate existing ParkMobile users. ParkMobile will also look for opportunities to leverage local programming in the market. For example, in Atlanta we created branded content for integration into a show about local restaurants called "Atlanta Eats".

#### 2. Adoption

Once users have downloaded the app; ParkMobile activates our onboarding program to ensure they know how to get started. We send a welcome email with links to demos on how to use the app. Then follow up to make sure the new users have the information they need. If users download the app and setup an account but don't do a transaction, we keep messaging them to encourage usage and educate them about all the locations where they can use the app to pay for parking.



### 3. Engagement

Once people are using the app, we engage them on an ongoing basis with emails, in app messages and push notifications. The goal is to keep them engaged with ParkMobile even when they are not actively parking. In addition to the app-based engagement, we retarget users on Facebook and other social platforms to serve up tactical messages and stay top-of-mind.

### 4. Retention

ParkMobile strives to keep users engaged with the app for the long term. We consistently communicate news and updates to members through email, social media posts and other tactics. ParkMobile also has a re-engagement program for lapsed users who haven't used the app in several months.

### 5. Advocacy

For loyal power users, ParkMobile urges them to become “ambassadors” for the ParkMobile brand through social media and app store reviews.

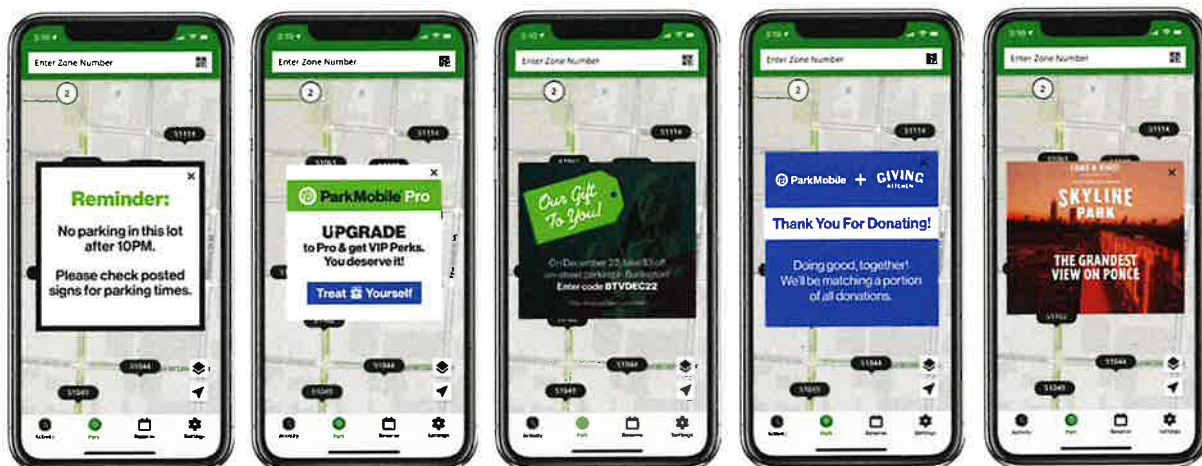
Below are examples of marketing campaigns that we can setup to drive user adoption in Hermosa Beach.

#### Geo-Targeting

In addition to targeting users in the Municipal area, ParkMobile can create geo-fencing around cities and universities to target visitors coming into town who already have the app on their phone. Geo-targeted messages will let our entire membership base know that they can use the ParkMobile app to pay to park on and off-street everywhere in the municipal area. Geo-targeted messages help drive the ParkMobile network effect with 25% of our members using the app as they travel to different markets across the country.

#### In-App Messaging

ParkMobile can push high impact in app messages to our 28 Million users to provide information and drive behavior. These messages are triggered by defined user behaviors-opening the app, starting a parking session, ending a parking session, etc. This tactic can be used to communicate a variety of topics-alerts, promotions, events, etc.






## Customized Video Content

ParkMobile has an extensive video library of demos and tutorials that can be embedded on the Municipal website and used in other digital channels. We are also able to customize these videos for white label apps.




Using ParkMobile for On/Off-street Parking an...

 ParkMobile



How to Use ParkMobile

 ParkMobile

## Social Media

ParkMobile has a very strong social media presence with over 33,000 followers on Twitter and 35,000 followers on Facebook. We will leverage this industry leading social network to raise awareness for ParkMobile's products and services across the area.



## Special Events and Promotions

ParkMobile can set up special promotions for parking around the municipality. For example, the municipality can offer "\$1 off", "free parking" or other incentives. The ParkMobile marketing team will work with their staff to design and execute a promotion that is right for them.

## Local Media Coverage

ParkMobile's PR team will generate strong local media coverage for the launch of their program.





## Branded Swag Kits

We also support our clients by sending out ParkMobile Swag kits for beach and other seasonal communities at the start of their busy season. Items like branded sunglasses, lip balm, koozies; things that can be distributed by the client's parking office to residents and tourists alike. Similarly, we send Swag kits to universities for their new student orientations; so, their new students and parents can become familiar with the benefits of the convenient paid parking option available to them on campus.

## Instructional Documents and Website Content

ParkMobile can provide the City with helpful one pagers and wallet cards to provide to drivers, as well as content to embed in their website and in customer communications like email and social media.



ParkMobile doesn't just provide top quality launch marketing, we continue to provide marketing at no charge throughout the lifetime that you are a client.

*A project manager must be designated for the entire duration of the project and until the City agrees to conclude system acceptance testing. Contract management and support must continue to be provided to the City throughout the duration of the contract.*

Kristen Locke will serve as the City's main point of contact throughout the project implementation process. After the conclusion of system acceptance testing and the program is live, the City will be introduced to a designated Account Manager who will then take over as the City's main point of contact throughout the life of the contract.

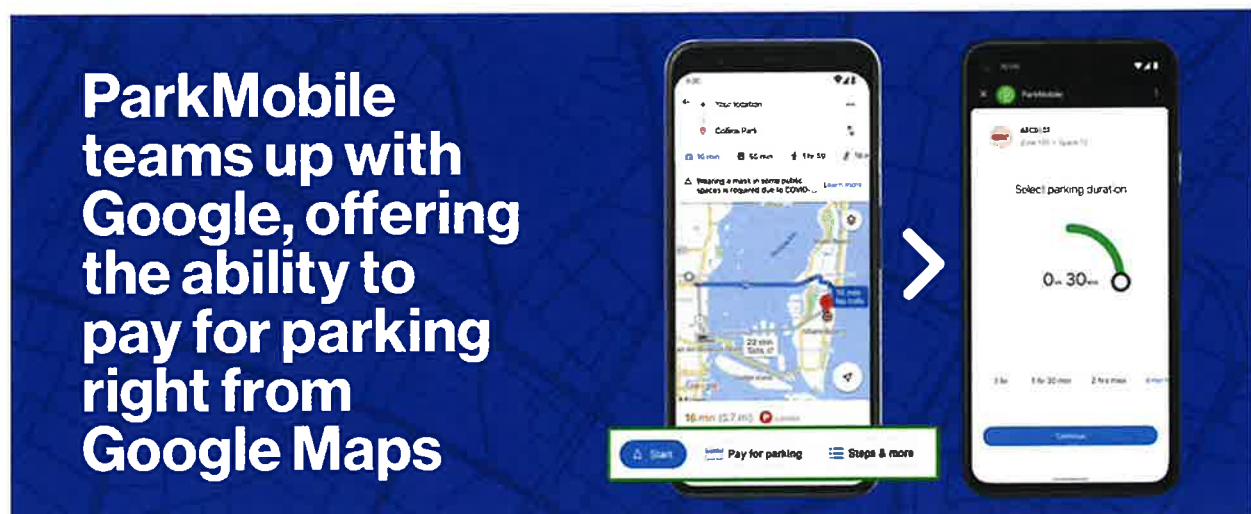


## Preferred System Features

*Integration with third-party wayfinding services, such as Google Maps, so that parking availability is displayed to users via the wayfinding service, and users are able to pay for parking sessions within that service.*

ParkMobile's integration with Google Pay has enabled customers to pay for parking in over 240 cities across the U.S. without needing to download a separate parking app or create an account. Now with the new Google Maps feature, customers can navigate to their destination and then, with just a few taps, quickly pay for parking at locations where ParkMobile is accepted.

To make a parking payment, a customer taps the "pay for parking" button from driving navigation in Google Maps. They are then taken directly to the ParkMobile section in the Google Pay app, where they enter their parking zone number, add time, and finish the payment with any credit or debit card saved to their Google Pay account. If it is the customer's first-time using Google Pay to park, the customer will also enter the car's license plate number. Once the session has started, the customer can easily extend parking time from the Google Pay app without going back to the meter.



*Ability to allow the City to issue plate-based parking permits with handheld parking enforcement hardware/software integration. Ability to allow users to re-purchase parking permits (e.g., monthly permits) once eligibility of an initial purchase is approved by the City.*

ParkMobile industry leading mobile payment platform enables options for how paid parking is offered, daily, reserved or via permit. ParkMobile's permitting platform provides our partners with the ability to manage all parking permit types through one web – based platform.

On the following pages is a step-by-step description of our industry leading web – based parking permit system; demonstrating our electronic permitting workflow.





# PARKING PERMIT SYSTEM

Logged on as: Philip Higgins

- Home
- Apply for Permit
- My Permits
- Payment
- My Messages
- My Account
- Log Off

## Active permits

Permit ID	Permit type	Location	Lpn	Vehicle owner	Start date	End date	Enabled	Renew	Auto pay
No records to display									

## Purchase by Location

Location:

Permit:

**Steps 1 and 2: Resident Landing/Homepage:** Users apply for any permit type configured (i.e., residential, visitor, etc.). The drop-down menus are customizable based on the City's unique needs.





# PARKING PERMIT SYSTEM

Logged on as: Philip Wiggins

[Home](#)  
[Apply for Permit](#)  
[My Permits](#)  
[Payment](#)  
[My Messages](#)  
[My Account](#)  
[Log Off](#)

## New application

209724  
Philip Wiggins  
1100 Spring St NW  
Atlanta Georgia 30345

**Permit**

**Permit Details**

Permit: Area Resident Permit

Location: Davenport Avenue

Permit Term: 6 months

Start date: November 2016

End date: December 2016

Cost	Description
\$300.00	Permit costs

**Total cost: \$300.00**

**Auto renew:**  
 Select 'Yes' to have this permit renewed. You'll receive an email reminding you to purchase the permit. Select 'Autopay' on the checkout page to automatically purchase the permit.
 
☐ Yes ☒ No

**Vehicles**

Register additional vehicle

**Vehicle**

License Plate Number: PM1100

Country: United States of America

State: Georgia

Please make sure your vehicle license plate information is entered accurately. With the implementation of an electronic parking permit system, your license plate information is used to enforce your permit. Failure to enter license plate information accurately, or update information if it changes, may result in a parking violation being issued.

**Documents**

**Figure – Step 3: Residential Permit Application: Users provide vehicle information and can elect to have their permit renewed when it expires. A confirmation page will appear after completing the application to provide an overview before residents can continue to payment section.**





# PARKING PERMIT SYSTEM

Logged on as: Philip Wiggins

- Home
- Apply for Permit
- My Permits
- Payment
- My Messages
- My Account
- Log Off

## Application Confirmation


You are requesting the following:

**Permit Summary**  
You are applying for the following:

Permit:	Area Resident Permit
Location:	Davenport Avenue
Permit Term:	6 months
Start date:	11/11/2016
End date:	12/31/2016
Total cost:	\$300.00
License Plate Number:	PM1100 (GA)

Stop
Back
Continue

**Figure – Step 4: Application Confirmation**



# PARKING PERMIT SYSTEM

Logged on as: Philip Wiggins

- Home
- Apply for Permit
- My Permits
- Payment
- My Messages
- My Account
- Log Off

## Application Completed!

Confirmation

You have successfully completed the application.

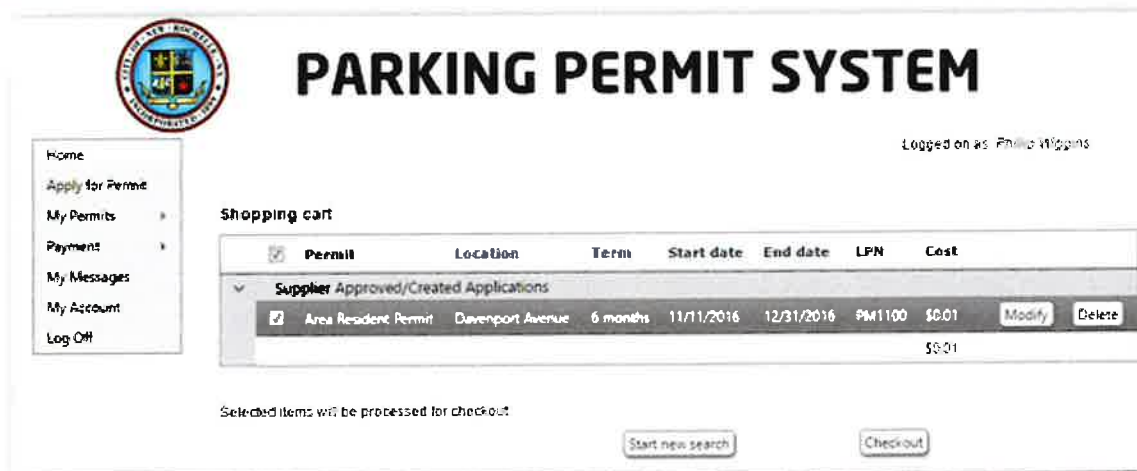
You will be notified by email once your application has been approved.

**Suggested links:**

Trace	Review your application in the Track & Trace section.
Permit Overview	View your current and archived permits.
Home	Go to your Personal Homepage.

**Figure – Step 5: Application Completed: Approval is subject to the City's policies. ParkMobile does not charge the user until staff approves the permit application.**





**PARKING PERMIT SYSTEM**

Logged on as: Philip Higgins

Home  
Apply for Permit  
My Permits  
Payment  
My Messages  
My Account  
Log Off

**Shopping cart**

Permit	Location	Term	Start date	End date	LPN	Cost
Supplier Approved/Created Applications						
<input checked="" type="checkbox"/> Area Resident Permit	Davenport Avenue	6 months	11/11/2016	12/31/2016	PM1100	\$0.01
						\$0.01

Selected items will be processed for checkout.

[Start new search](#) [Checkout](#)

**Figure – Step 6: ParkMobile’s Shopping Cart: This functionality allows the purchase of multiple permits at the same time, making it easy for users, visitors, and businesses to handle all their permit needs in one consolidated payment platform.**



**PARKING PERMIT SYSTEM**

Logged on as: Philip Higgins

Home  
Apply for Permit  
My Permits  
Payment  
My Messages  
My Account  
Log Off

**Checkout**

Permit	Renew	Autopay	Location	Term	Start date	End date	LPN	Cost
Area Resident Permit	No		Davenport Avenue	6 months	11/11/2016	12/31/2016	PM1100	\$0.01
								\$0.01

By checking the Autopay box above, I authorize the City of New Rochelle, New York to charge my credit card during the last month of the permit's term to issue the subsequent renewal.

**Invoice**

Invoice ID	Client	Amount paid	Payment date	Method	Status
735874		\$0.01			New Invoice

**Select Payment Method**

Payment method:

Payment amount: \$0.01

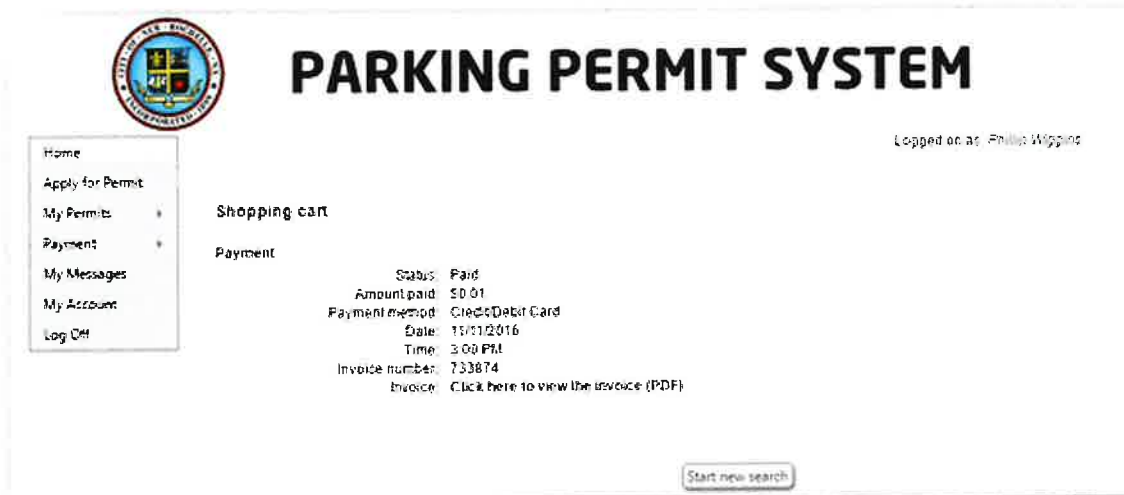
Payment details:

Card details:

[Back to shopping cart](#) [Submit payment](#)

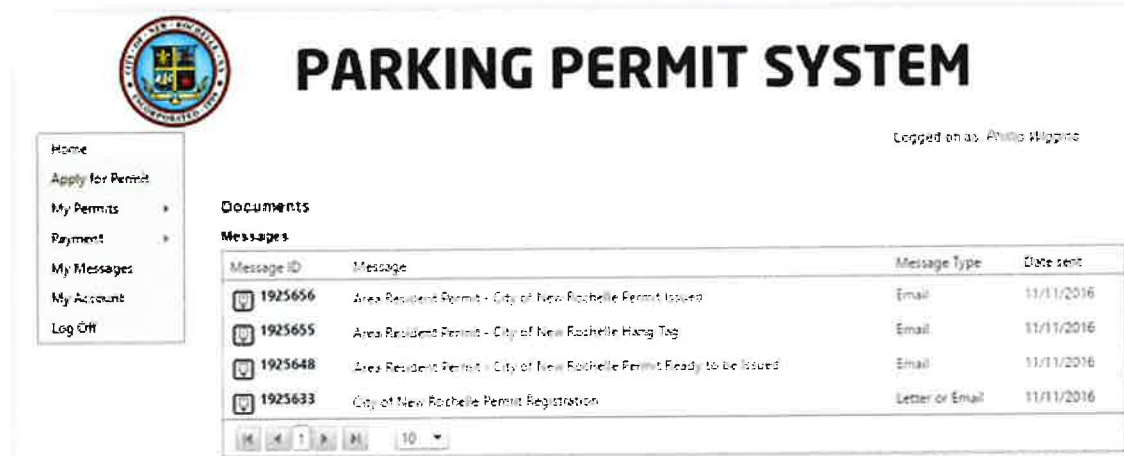
**Figure – Step 7: Online Payment Section: Users are prompted to pay for their permit via credit card or ACH online. Users can elect to have their payment method automatically charged at the time of renewal. If the user does not opt in to automatic renewals, the system will email them notifying that their permit is ready and requires payment for renewal.**





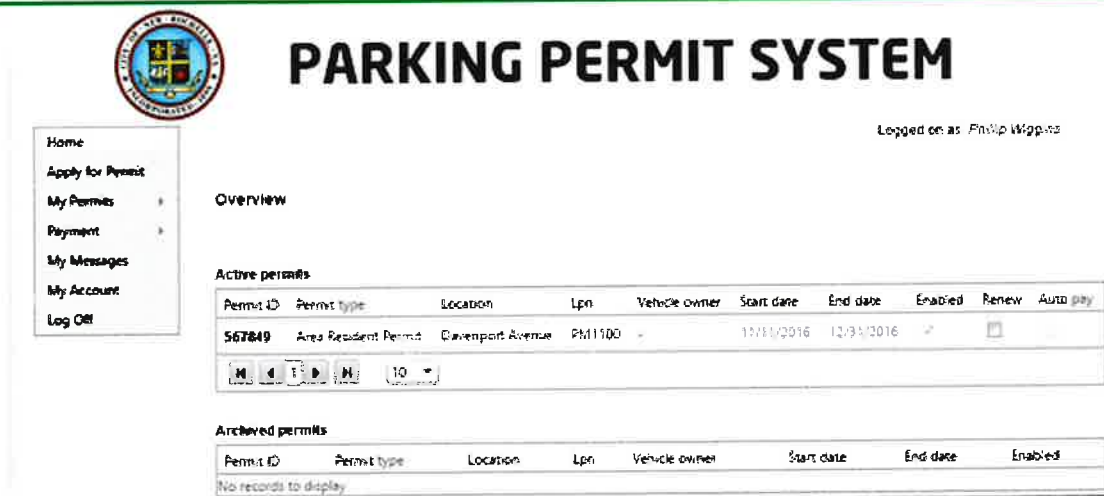
**Figure – Step 8: Parking Permit Confirmation: Staff approve the permit application and ParkMobile confirms payment. Permit customers will have the option to print out a receipt and/or receive an email with the payment details as well as receive a paper permit.**

ParkMobile's web-based permitting platform will provide staff with the ability to post emails and correspondences as well as customize announcements for special events to patrons. Permit holders will also have access to invoices and transactions and ParkMobile's permitting system supports pre-tax employer supported programs such as Wage Works.



**Figure – ParkMobile Messaging Center: ParkMobile's web-based permitting platform also provides the City with the ability to post custom announcements to inform customers of pending events.**





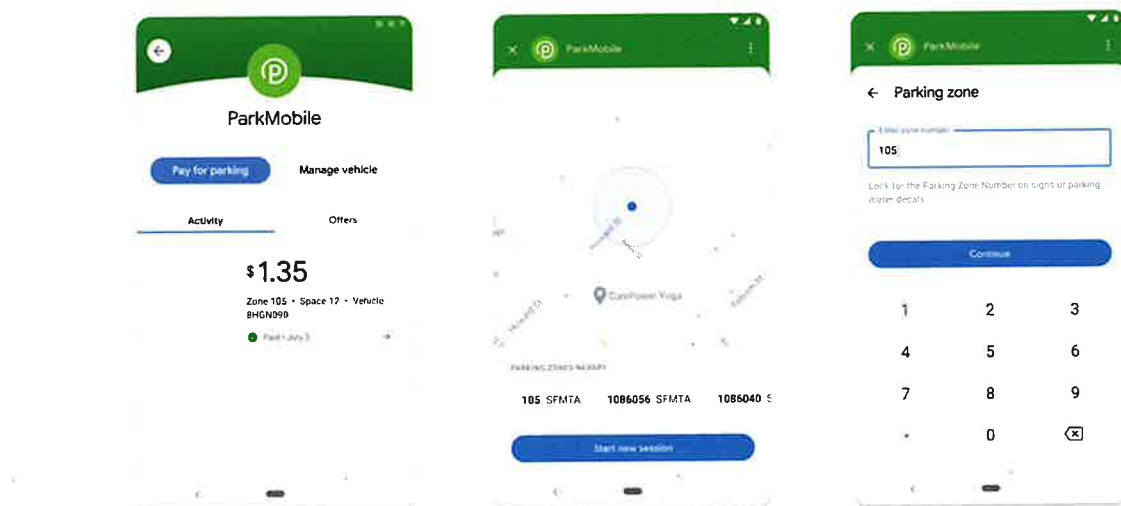
**Figure – ParkMobile Permit Personal Pages: Permit holders have a simple application dashboard that provides a quick overview of all permit applications.**

ParkMobile's permitting features integrate seamlessly with the City's enforcement handhelds, provided by TurboData, to accurately display valid permits within the enforcement software.

*Interfaces that allow users to pay with mobile parking payment systems provided by other vendors is highly desirable.*

ParkMobile is deployed in several multi-vendor environments across the US, and we offer several interfaces that allow users to pay with alternative mobile parking payment systems.

1. Our integration with Google provides a multi-app experience for Google's 250 million users who can use their existing Google apps to pay for parking via ParkMobile.



**Figure – Google users can pay for parking with ParkMobile directly from their Google Pay app.**

2. Customers that already have one of our 20+ white-label applications installed will also be able to pay for parking in Hermosa Beach without downloading an additional app. For



example, someone who lives in Milwaukee and regularly uses the MKE Park app will be able to use the same app to pay for parking while on vacation in Hermosa Beach.



**Figure – Users of any of our white label apps can use their same app while in Hermosa Beach.**

3. Our ParkMobile 360 backend system also has a platform capability, meaning it can serve as the central management portal for all the City's parking technologies. This includes the ability to manage rates and policies for other parking apps.

## **ParkMobile 360**

**Centralize all the data and information from your parking technologies in one place.**

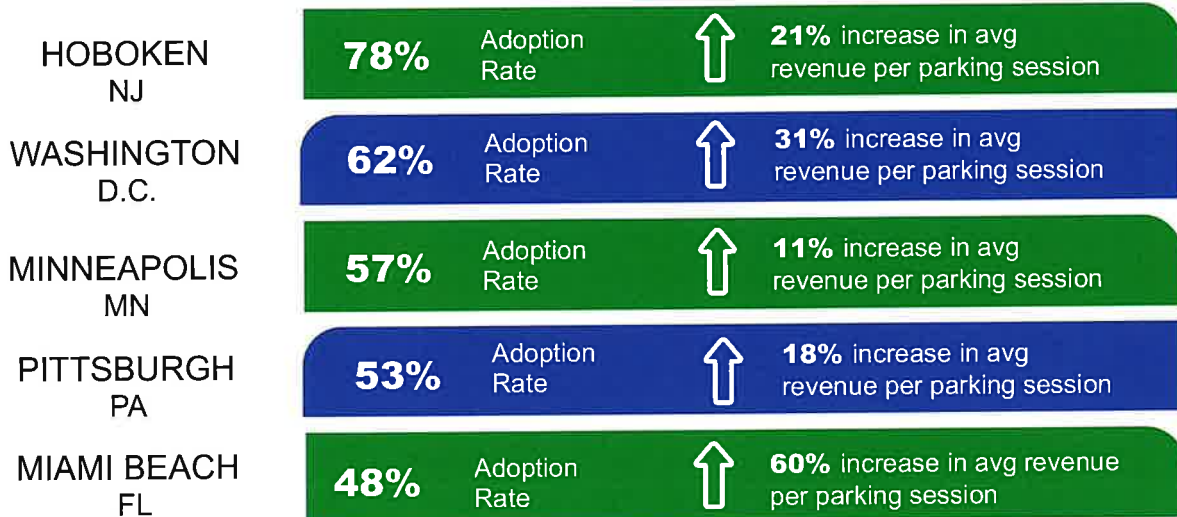


**Figure – ParkMobile 360 gives you one unified platform that brings together all the different technologies used to run your parking operation.**

ParkMobile has the highest adoption rates in the industry and provides a proven approach to adoption for each of our clients. Because ParkMobile is specifically focused on the consumer-



facing side of parking operations, and we bring the largest customer base in the United States with over 28 Million drivers using our app. Our narrow focus enables a high level of expertise in the nuances of driving mobile app adoption for municipal parking operations. We find users simply want the payment method that is the easiest to use, offers the best features, and is available in the widest number of locations. For drivers in the United States, that is ParkMobile.

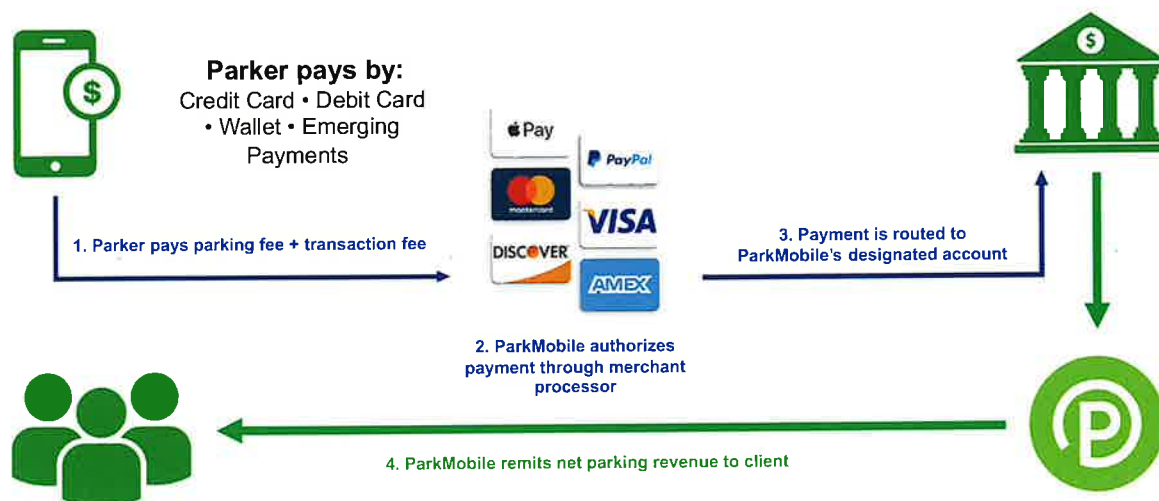


**Figure – ParkMobile’s commitment to provide the best user experience drives our industry leading adoption rates.**

*The option to allow the vendor or City to act as the merchant of record for transactions. The City welcomes recommendations that represent industry best practices.*

ParkMobile offers our clients the choice to be Merchant of Record, or ParkMobile can be Merchant of Record. ParkMobile is the leading provider in parking payment solutions, processing over 8 million transactions every month. In fact, we process more transactions under \$10 than any other company in the U.S.

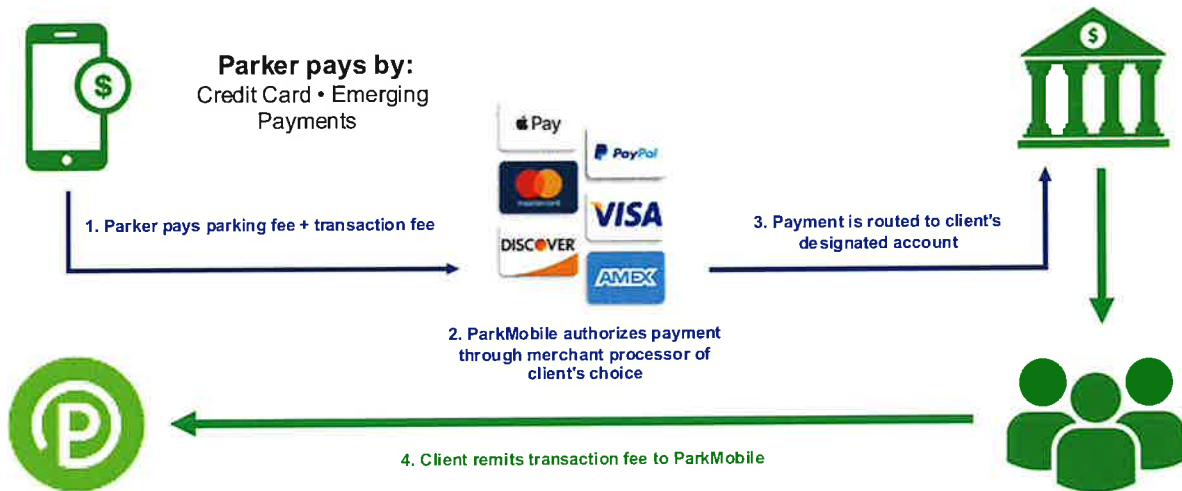
## Money Flow if ParkMobile is Merchant of Record





Below is the money flow chart should the City decide to serve as merchant processor.

## Money Flow if Client is Merchant of Record



If the City would prefer to be the Merchant of Record, we can integrate with the City's merchant processor of choice. We have active integrations with dozens of payment processors, including the following:



**ParkMobile's Current Payment Processor Integrations**



## Insurance

*For the duration of the contract, the vendor shall procure and maintain insurance against claims for injuries to their employees, other persons, and/or damages to property which may arise from or in connection with services, products, or materials supplied to the City. The cost of such insurance shall be the sole responsibility of the vendor. The vendor must provide an endorsement to any applicable insurance policies naming the City as an additional insured. Specific insurance provisions, such as insurance that covers financial losses due to data breaches (e.g., cyber liability insurance), may be required.*

ParkMobile certifies that we meet these insurance requirements and will provide a certificate which names the City as an additional insured upon contract award.

*The City reserves the right to make changes to insurance underwriting standards and practices.*

ParkMobile acknowledges that the City reserves the right to make changes to insurance underwriting standards and practices.

## References

*Vendor must provide references and contact information for at least five (5) customers for which the vendor has provided similar services, within the last five (5) years. Of the references provided, at least three (3) must be municipal governments or other governmental entities, preferably within California, and at least one (1) must involve a current, ongoing contract. Reference and contact information must include the following specific information:*

- *Entity name and address.*
- *Brief project summary with operational dates.*
- *Reference contact name and title, phone number, and email address.*

### Reference #1: Newport Beach, California

100 Civic Center Drive, Newport Beach, CA 92660

#### Brief Project Summary

The City of Newport Beach has been a ParkMobile client for ten years and has seen consistent YOY application growth since its inception in August 2011, surpassing 600,000 lifetime users. In the month of September the City surpassed 95,000 transactions. The contactless parking program continues to expand and evolve, as the City gradually removes meters and pay-stations in select lots to further promote contactless payment adoption. The City also utilizes ParkMobile's Reservation system for Catalina Flyer parking.

#### Contact:

- **Evelyn Tseng, Revenue Manager**
  - 949-644-3153
  - [etseng@newportbeachca.gov](mailto:etseng@newportbeachca.gov)



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## Reference #2: Monterey, California

340 Tyler Street, Monterey, CA 93940

### Brief Project Summary

City of Monterey partnered with ParkMobile in December 2019. Monterey opened a competitive bid for mobile payment for parking and ParkMobile was selected as Monterey's partner. Monterey saw an immediate adoption of ParkMobile at the marina and waterfront parking destinations allowing users to pay from their cell devices, reduce lineups at pay stations and overall customer experience.

### Contact:

- **Cristie Steffy, Parking Superintendent**
  - 831-646-3953
  - [steffy@monterey.org](mailto:steffy@monterey.org)

## Reference #3: Santa Cruz, California

809 Center Street, Santa Cruz, CA 95060

### Brief Project Summary

ParkMobile provides mobile parking services for Santa Cruz's beach locations as well as the on-street parking locations. The City's mobile payment program continues to grow and regularly sees 40,000 transactions a month.

### Contact:

- **Brian Borguno, Parking Program Manager**
  - 831-420-5184
  - [bborguno@cityofsantacruz.com](mailto:bborguno@cityofsantacruz.com)

## Reference #4: Fresno, California

### Brief Project Summary

ParkMobile has provided mobile parking services for Fresno since 2019 and have accounted for almost 150,000 transactions. After a drop in usage due to the COVID-19 pandemic, the City has seen recent usage surpass pre-COVID numbers, averaging around 10,000 transactions per month.

### Contact:

- **Brian Borguno, Parking Program Manager**
  - 831-420-5184
  - [bborguno@cityofsantacruz.com](mailto:bborguno@cityofsantacruz.com)

## Reference #5: Houston, Texas

### Brief Project Summary

ParkMobile began Houston operations in July 2011 with a total of nine transactions from two customers for total revenue paid to the City of \$16.15 for the entire month! Today, Houston's mobile payments program has processed over \$7,650,350.03 in revenue. The program has earned steady and impressive growth. We renewed our contract in September 2016 and will continue to provide Houston with world class customer service and the best features and functionality in the market.



**Contact:**

- **Maria Irshad, Assistant Director**
  - 832-393-8643
  - [Maria.irshad@houstontx.gov](mailto:Maria.irshad@houstontx.gov)

**Reference #6: Milwaukee, Wisconsin****Brief Project Summary**

ParkMobile earned this smart parking contract in August 2015 through an RFP procurement in which we competed against all major established North American industry vendors. ParkMobile created a customized app, MKE Park.com, and the program has been extremely successful. Milwaukee is another example of ParkMobile's Network Effect. As a result of our success with the City, the University of Wisconsin at Milwaukee, the University of Wisconsin at Madison and the City of Lake Geneva have all become ParkMobile partners.

The MKE Park program leverages ParkMobile's innovative parking availability feature to display available on-street spaces within the app based on occupancy data from Inrix. This helps to combat circling the block in search of a space, reducing congestion and carbon emissions while improving the parking experience for drivers. ParkMobile has also integrated with the MKE Hop to display real time locations of the Milwaukee streetcar directly in the MKE Park app.

**Contact:**

- **Thomas Woznick, CAPP, Parking Operations Manager**
  - 414-286-3635
  - [Thomas.woznick@milwaukee.gov](mailto:Thomas.woznick@milwaukee.gov)

**Key Personnel**

*Vendors shall include a list of key personnel and their qualifications with their proposal.*

ParkMobile has the most experienced team of parking, payment and technology experts in the industry. We have worked with hundreds of municipal clients to deploy mobile payment for parking, as such our team is well versed in every aspect of highly complex municipal parking projects. No other vendor can provide the skillset and experience in their project team that ParkMobile can. ParkMobile's team and software has the skillset to support intricate rate policies and multiple integrations with vendor partners to support the desired program.

ParkMobile is proud to put together this project team that will yield a successful result for the City and we want to mention that our Executive Leadership Team is actively engaged in all new client projects. Below is the project team that will work with the City daily to ensure a successful launch.

**Garett Snook, Director of Implementations**

Garett Snook has been directly involved or has overseen every ParkMobile launch since 2010. Garett directs ParkMobile's deployments across North America from his remote office in Michigan and his team will ensure the City's mobile parking program has a successful launch. Garett has been with ParkMobile for over ten years and has extensive experience managing large municipal deployments. Garett will devote as much time as required by the City, including onsite coordination to support deployment efforts.



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**Kristen Locke, CAPP, Senior Regional Sales Manager**

Kristen is the main point of contact throughout the project and will be readily accessible to the City team and ready to coordinate with staff. Kristen has been active in the parking industry for 13 years, starting her parking career in municipal operations for the City of Fort Collins, CO. Kristen came to ParkMobile in 2018 after 8 years at T2 Systems building her knowledge of parking operations, integrations, and software configuration. Kristen serves on the PIPTA (Pacific Intermountain Parking and Transportation Association) Board of Directors as the vendor liaison for sponsorships. The communications and interactions Kristen fosters with all vendors in the industry will benefit the City and achieve the intended result for this project. Kristen will be available for onsite coordination and support during implementation and can be reached at [kristen.locke@parkmobile.io](mailto:kristen.locke@parkmobile.io) and at 678-389-7245.

**David Holler (On-Street Project Executive), VP Sales**

Dave leads ParkMobile's Regional Sales Team responsible for municipal and campus markets. He and his team work directly with ParkMobile's public and private sector partners to deliver our best-in-breed mobility solutions. Dave has worked in the parking and mobility industry for 13 years, with a focus on helping municipal clients utilize technology to help solve their parking problems. Dave is based in NY and will be available either onsite or virtually for shortlist presentations, contract negotiations and ongoing client meetings.

**Donnie Senterfitt, Field Marketing Manager**

Donnie has over 15 years of marketing experience in both professional services and technology companies. At ParkMobile, Donnie works with all new clients to implement the marketing plans, as described in this proposal. ParkMobile has seen the highest adoption of mobile payments for parking utilizing our launch marketing plan. Donnie will work with the City to promote awareness of the payment methods available and promote adoption of the mobile payment program, ensuring continued growth and success for the program. Donnie will be available onsite or virtually for meetings during implementation and in preparation for deployment.

**Key Personnel Post Project:****Brooke Feldman, Director of Account Management**

Brooke joined ParkMobile in 2015 and leads the Account Management team that is responsible for helping ParkMobile's clients optimize their mobile payment programs. Brooke works with ParkMobile's most complex and forward-thinking clients to enhance and grow their mobile payment programs. Prior to ParkMobile, Brooke worked in project management for the U.S. Department of Housing and Urban Development. Brooke and her team will be actively engaged with the City throughout the life of the contract.

**Dee Quilliams Senior Director, Member Services**

Dee Quilliams joined the ParkMobile team in 2010 and leads the Member Services team. Dee's team is responsible for managing the day-to-day inquiries from ParkMobile users and ensuring high customer satisfaction for the City's program.

## Employees

*Vendor agrees that all individuals assigned by the vendor throughout the duration of the contract shall be employees of the vendor.*

ParkMobile acknowledges this requirement and certify that all individuals assigned to the City's program throughout the duration of the contract shall be ParkMobile employees.



*Vendor must have a written policy regarding a drug and alcohol-free work environment that is available to the City, when requested.*

ParkMobile has a written drug and alcohol-free work environment policy in our Employee Handbook and will be available to the City when requested. Below is a sample paragraph from our existing policy:

*"All employees are expected to arrive at work fit for duty, and to remain so for the entirety of the workday. Employees are prohibited from entering Company property and/or the property of one of the Company's clients while under the influence of any intoxicating beverage or behavior altering drug of any kind (including marijuana) during working time. Employees are further prohibited from having any behavior altering drug of any kind (including marijuana) in their possession while on Company property and/or the property of one of the Company's clients. Finally, employees are prohibited from using, selling, transferring, and/or possessing marijuana, illegal drugs or controlled substances while (a) on the job, (b) on Company or client property, or (c) in personal vehicles while conducting Company business."*

We can provide our written policy in its entirety at the City's request.

*Vendor shall be solely responsible for complying with all applicable state and federal employment laws.*

ParkMobile certifies that we currently do and will continue to comply with all applicable state and federal employment laws.

## Equipment

*Vendors shall provide a list of any and all equipment to be used by vendor staff within the City.*

ParkMobile does not anticipate the use of any equipment by our staff within the City, other than equipment necessary to test the functionality of the mobile payment system (personal cellphones, City computers, etc.).

## 5.1 Pricing

### ParkMobile On Demand Pricing Option

Product Name	Description	Price
On Demand Transaction Fee	Mobile Payment Transaction Fee Due to ParkMobile Per Parking Session	\$0.25**
<b>Free Services to Hermosa Beach</b>		
<i>Setup and Implementation</i>		
<i>All initial signage and meter decals/stickers</i>		
<i>Hosting and Maintenance</i>		
<i>Call Center and Customer Support</i>		
<i>Social media, PR, standard marketing and advertising for program launch</i>		
<i>Standard integrations with third-party partners with which the Services are currently integrated</i>		



**\*\*Pricing excludes all credit card costs associated with the processing of monthly permit, or reservation transactions.** If ParkMobile will act as merchant of record for processing credit card payments on behalf of Client the rate will be 3% & 20 cents per transaction. If the Client will act as merchant for record ParkMobile will integrate to one of our existing payment processor partners at a rate of 5 cents per transaction.

*All ParkMobile's standard terms & conditions shall apply to this parking proposal*

## Optional Services:

### ParkMobile Digital Permit Portal Pricing Option

Product Name	Description	Price
Initial Permit Type Set-Up	One Time Fee for initial configuration of Digital Permit Portal with permit types, templates for email communication to users and standard page header.	\$750.00
Additional Permit Type Set-Up	Fee per permit type configuration request after initial deployment.	\$500.00
Monthly Minimum Fee	Fee per month, waived if volumes listed for one or more permit types are exceeded.	\$1,500.00
Monthly Permit Fee	Per Transaction Fee if volume exceeds 750 permit transactions	\$1.25**
Quarterly Permit Fee	Per Transaction Fee if volume exceeds 1,000 permit transactions	\$2.50**
Annual Permit Fee	Per Transaction Fee if volume exceeds 1,500 permit transactions	\$9.00**
<b>Free Services to Hermosa Beach</b>		
<i>Hosting and Maintenance</i>		
<i>Call Center and Customer Support</i>		
<i>Standard integrations with third-party partners with which the Services are currently integrated</i>		
<i>Web-based administration portal with secure credentials for reporting and management.</i>		

### ParkMobile Reservations Pricing Option

Product Name	Description	Price
Prepaid Parking Reservation	Service Fee for prepaid Reservation per Transaction. Minimum fee of \$1 assessed per reservation	15%**
No-Charge Parking Reservation	Convenience Fee for No-Charge parking Reservation per Transaction. No Charge reservation is defined as a complimentary or zero-dollar transaction.	\$1.00
<b>Free Services to Hermosa Beach</b>		
<i>Setup and Implementation</i>		





<i>Hosting and Maintenance</i>
<i>Call Center and Customer Support</i>
<i>Social media, PR, standard marketing and advertising for program launch</i>
<i>ParkMobile will include Client's Parking Locations on all ParkMobile internal sales channels including the ParkMobile-branded Application and ParkMobile-branded websites</i>
<i>Access to an iOS scanning application at no additional charge for use in enforcement and validation</i>
<i>Standard integrations with third-party partners with which the Services are currently integrated</i>
<i>Web-based manager tool with secure credentials for reporting and management.</i>



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## 3.2.4 Exceptions to RFP

We do not wish to take any exceptions to the Terms & Conditions in the RFP and ParkMobile agrees not to hold the City responsible if material from responses is obtained under the Freedom of Information Act by parties other than the City. ParkMobile acknowledges the public proposal process that renders proposals submitted as public documents.