FALCON HEIGHTS
THE CITY THAT SOARS
MINNESOTA STATE FAIR
abor Day, September 3, 2018
TICKETS
TICKETS
ParkMobile™
PART OF EASYPARK GROUP

ParkMobile + City of Falcon Heights Parking Management Program

- **Locations**
  - Public streets
    - Option for off-street parking as well
  - One zone number for all on-street spaces
  - Signage on posts with additional A-frame signage at street level
- **Parking Policy**
  - Rules set by city
    - Public streets during State Fair period
  - Rates set by city
    - Options depending on municipal goals
      - Flat rate
      - Variable rate based on when parking session starts (early bird, etc.)
- **Enforcement**
  - Two options:
    - Integration w/ police citation writing system
    - ParkMobile nForce
- **Revenue**
  - Revenue is distributed to City monthly

Why ParkMobile?

Network

- Great North America Network
- Open network to allow app use elsewhere
- Most widely used app in North America–with **multiple ways to pay**

Platform

- Broadest functionality for every stage of the journey–on and off street
- Zone, Reservations, Gated, Insights, PM360
- Existing integrations with all of the City's parking technology

Execution

- Proven, rapid implementation of the most complex operations
- Marketing at launch and beyond
- Ongoing success through account management

ParkMobile by the numbers

65 Million+
Users nationwide

15 Million+
monthly transactions

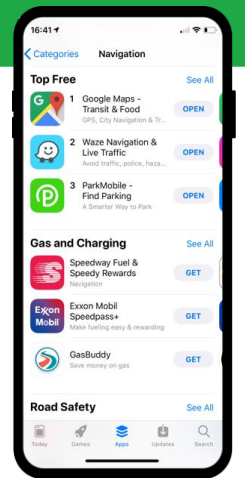
600+
cities & municipalities

47
of the top 100 cities

25+
airports

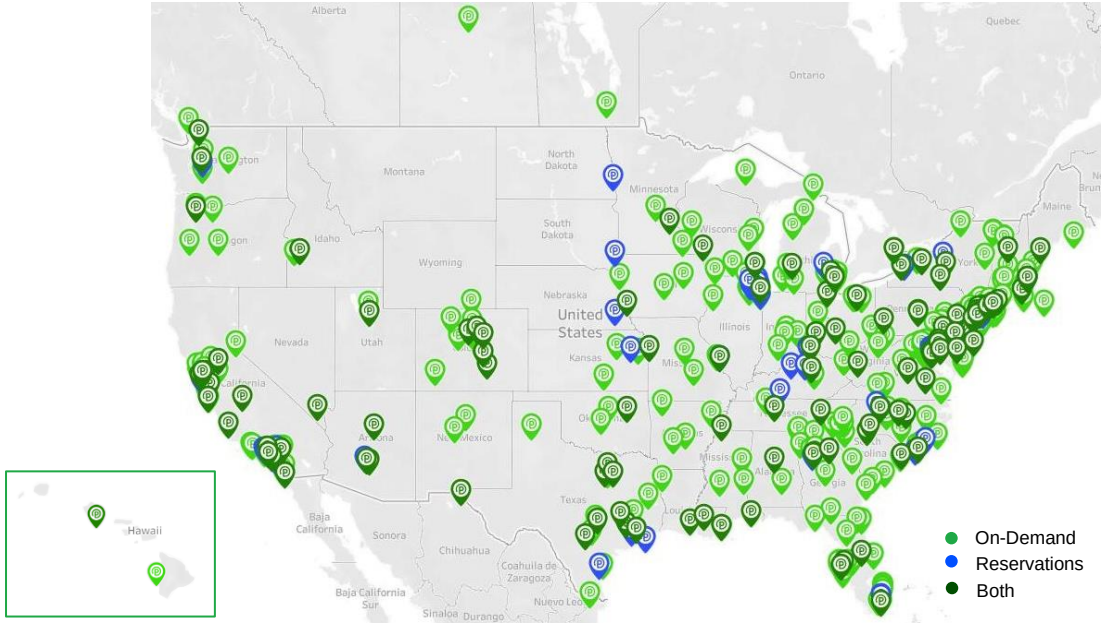
150+
universities

- Ranked #3 in the Navigation category of the app store only behind Waze and Google Maps
- Adopted by over 1 in 10 U.S. drivers
- 25% of users engage with the app as they travel to different markets



The ParkMobile Network

ParkMobile connects consumers to the **largest network** of municipal, private, airport, transit and venue parking inventory in the U.S. We are in **8 of the top 10** U.S. cities.



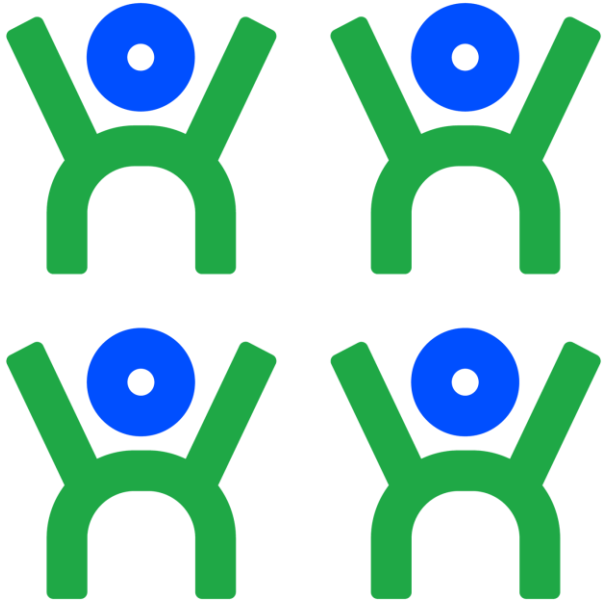
ParkMobile Top Markets

Atlanta
Boston
Dallas
Houston
Indianapolis
Los Angeles
Miami
Montgomery County
Minneapolis
Philadelphia
Pittsburgh
St. Louis
Tampa
Washington D.C.

25-30% of ParkMobile members use our app as they travel across markets

Harnessing network users to accelerate digital adoption

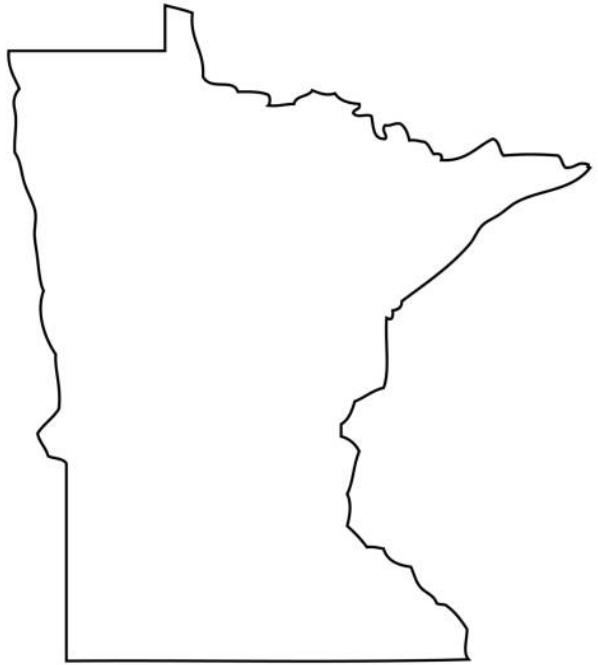
- **What's a network user?** A network user is simply a person who's already using ParkMobile in another market.
- **Benefits for users:** A network user already knows about mobile payment, already has an app downloaded, and are ready to use digital parking when they come to your area.
- **Benefits for clients:** With our vast base of users across the country, ParkMobile accelerates client's digital parking programs with more users, more transactions, and more awareness.



ParkMobile's Regional Presence

2.6+ Million Regional ParkMobile Users

- Minneapolis, MN
- St. Cloud, MN
- Wayzata, MN
- Rochester, MN
- Milwaukee, WI
- La Crosse, WI
- Lake Geneva, WI
- Whitefish Bay, WI
- Davenport, IA
- Des Moines, IA
- Sioux City, IA
- Ames, IA
- Cedar Rapids, IA
- Ames, IA



1,500,000 Minnesota Users

Maximizing the value of your entire parking inventory

On-street zone parking

Regulated zones with curbside parking on-street

Off-street non-gated parking

Open parking lots or garages without gates or access control

Fleet parking

Parking spaces for multiple vehicles owned by a single organization or company

Off-street reservations

Spaces where booking of parking in advance, providing guaranteed parking availability

Off-street gated zone parking

Secured areas with controlled access, equipped with cameras or gates

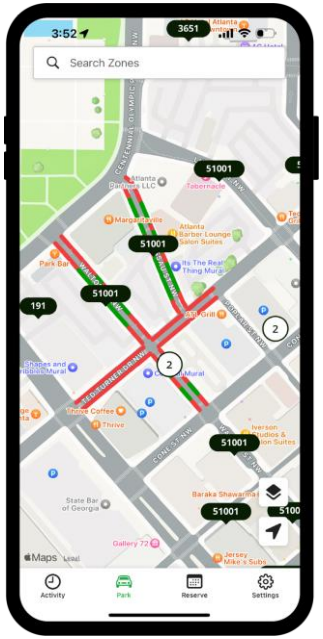
The Parking App

The most user-friendly, popular digital parking app in North America

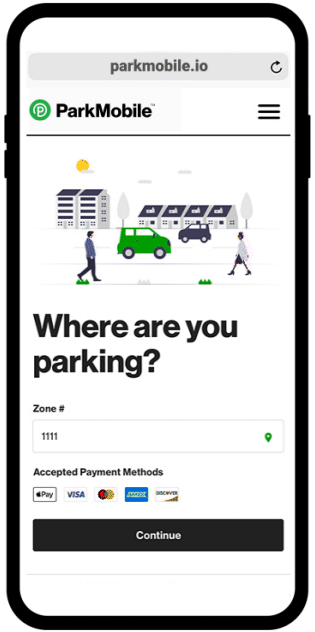
ParkMobile gives more options for contactless payments

Looking to provide more contactless payment options in your city or facility?

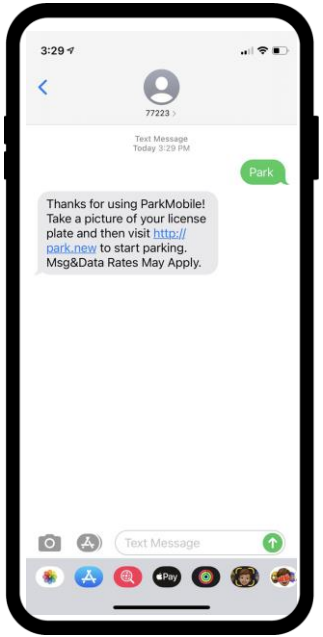
ParkMobile now offers multiple ways for your customers to pay for parking, making it easier than ever to go contactless. People can pay by app, web, or even text, whichever way they choose.



Pay by app



Pay by web



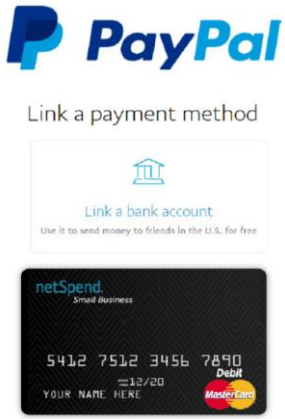
Pay by text

Equitable Access for Patrons Without Smartphones, Credit, or Debit Cards

Pay for parking by calling, by PayPal, or by prepaid card

An Equitable Experience

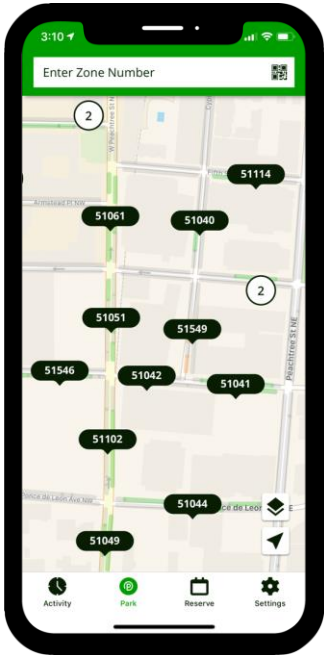
- No smartphone? Drivers who don't own a smartphone can easily pay for parking by calling a toll-free IVR number and making a payment over the phone.
- No credit or debit card? Drivers without a credit card can use PayPal to connect a bank account or use a prepaid card as payment
- Unbanked? Use a prepaid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



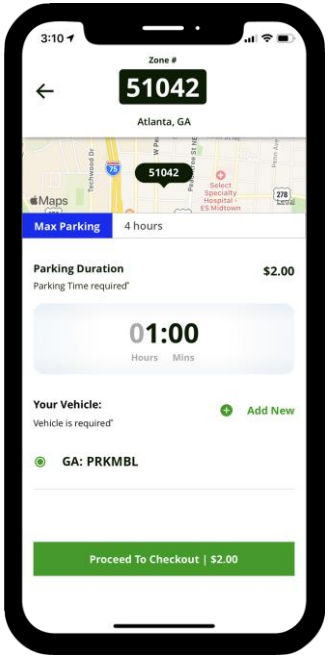
ParkMobile On-Demand / Zone Parking

Quickly find and pay for parking with a feature-rich mobile app

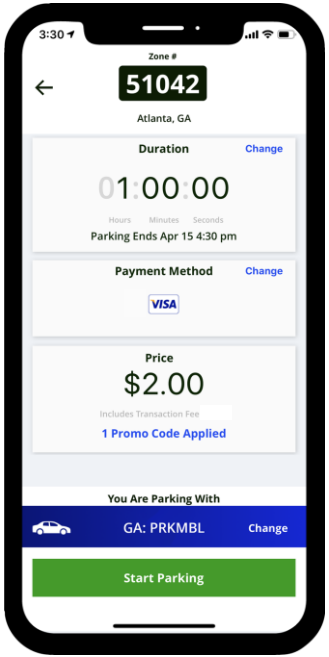
Register or Login



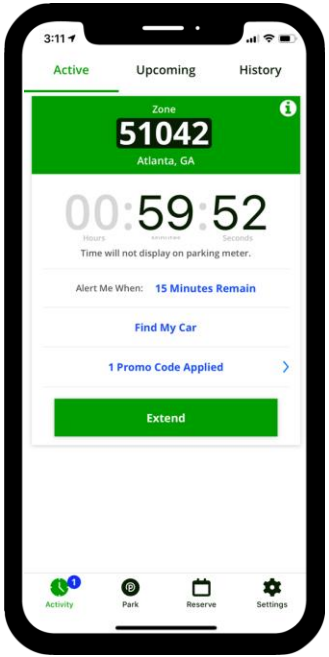
Select or Enter ParkMobile Zone



Choose Parking Time, Vehicle and Payment Method



Confirm Information and Start Parking

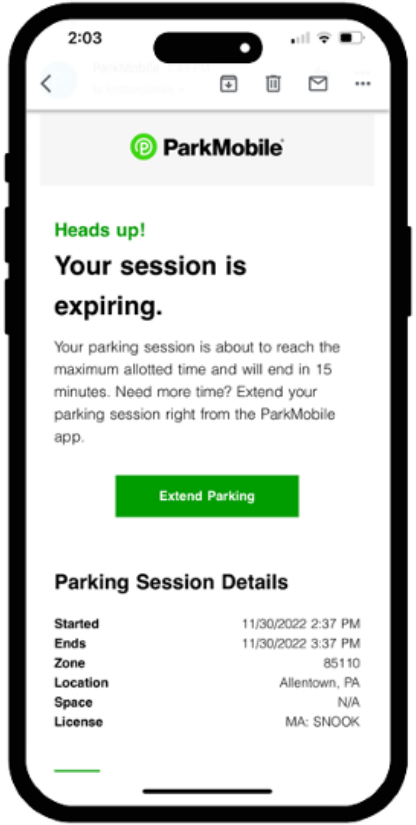


Know how much time you have left. Extend time remotely

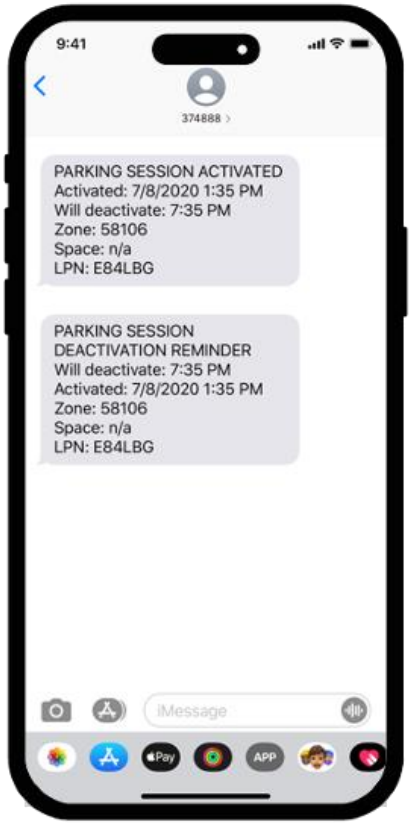
Parking Expiration Notification Reminders

Live Activities

Push Notifications



Email Notifications

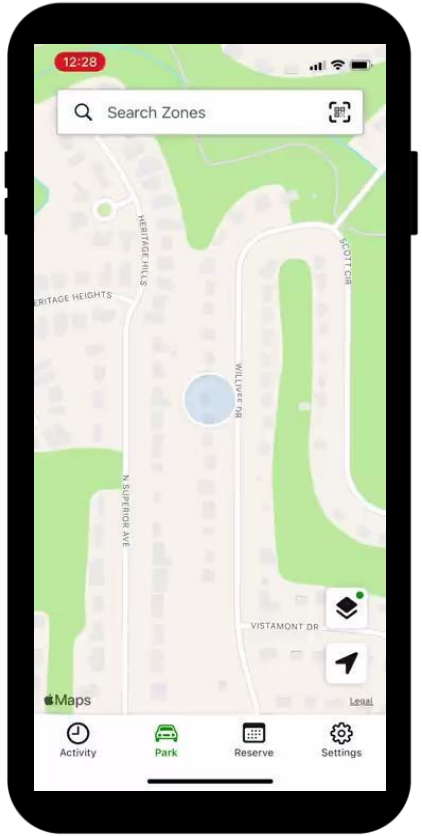


Text Notifications

App accessibility

ParkMobile focuses on making our solution accessible, so all users have an equivalent user experience, regardless of disability.

- Our web and native consumer applications in compliance with Section 508 accessibility requirements and we are working toward WCAG 2.1 AA compliance.
- App colors are accessible for color-blind users, and we offer an audio screen reader for visually impaired users.



App Screen Reader Demo

ParkMobile Pricing

There is **no** upfront cost and **no** annual fee.

- Signage, enforcement, account management, back office and 24/7/365 customer service are included **at no cost to the city**
- Transaction fees **paid by the user**

All ParkMobile's Standard Terms and Conditions Shall Apply to this Pricing Proposal	Fees
Mobile Payment (OnDemand) Transaction Fee paid by City. Price does not include credit card processing fees. City or ParkMobile can serve as Merchant of Record (MOR).	**$0.45 per transaction**
Pre-Paid Parking Mobile Payment (Reservations) Transaction Fee paid by the End User. Price does not include credit card processing fees. Client or ParkMobile can serve as Merchant of Record (MOR).	**15% of parking fee amount**
No Charge Parking Reservations Fee paid by City. Zero Dollar Parking Reservation using access code to unlock a non-public parking product.	**$1.00 Per transaction**

If ParkMobile is Merchant of Record (MOR), our processing fees for credit card payments are 3% plus $0.20 per transaction.

****Transaction fee is $0.40 per transaction if City uses Omnia cooperative purchasing***

ParkMobile

ParkMobile

Implementations, Marketing, and Support

Implementation Process

Data Collection & Set Up

Gather ZAR (zone and rate structure) information on parking inventory, location, rates, integrations, merchant account information, signage, etc.

Marketing

Discuss marketing initiatives for launch!

- **Press Release**
- **Social Media**
- **Geo Fencing**
- **Collateral**

Testing & Training

Conduct testing and train the client on ParkMobile tools to self-manage their parking rates and provide access to reporting.

Launch & Support

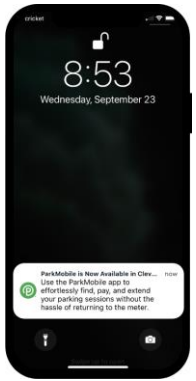
Client will **go live** with ParkMobile transactions and have continued support with our talented teams!

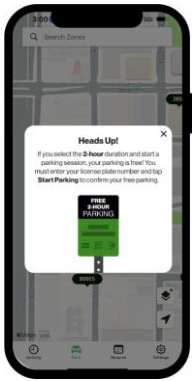
- **Implementations**
- **Client Support**
- **Account Management**
- **Customer Care**

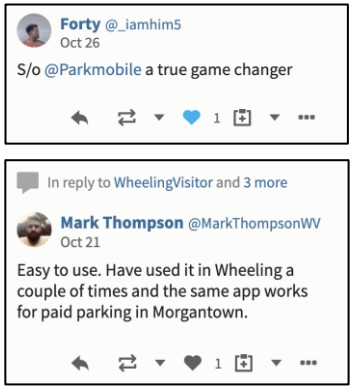
End-to-end engagement and activation

- ParkMobile deploys and embeds sophisticated marketing technology, tools and tactics in every step of the consumer cycle, driving awareness, adoption and sustained growth
- Our experienced team delivers results significantly above all competitors in the market

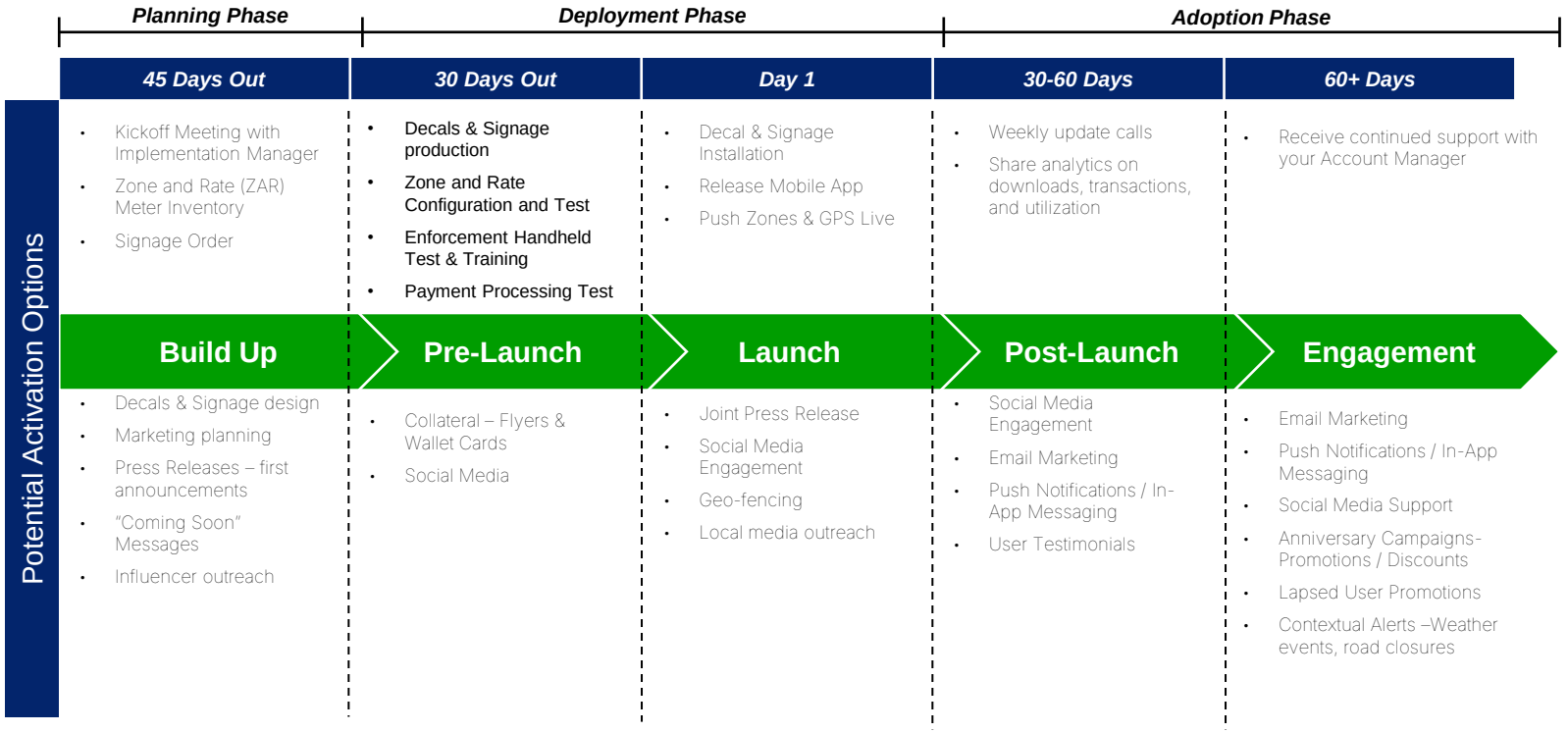
Awareness	Adoption	Engagement	Retention	Advocacy
✓ Signage	✓ Welcome email	✓ Geo-fencing and Geo-targeting	✓ ParkMobile Pro	✓ App store reviews
✓ Local media	✓ Demos	✓ Event notifications	✓ Promotions	✓ Social media
✓ Wallet cards	✓ In-app messaging	✓ Push triggers	✓ Re-engagement	✓ Refer a friend
✓ Advertising		✓ Facebook ads	✓ News & updates	





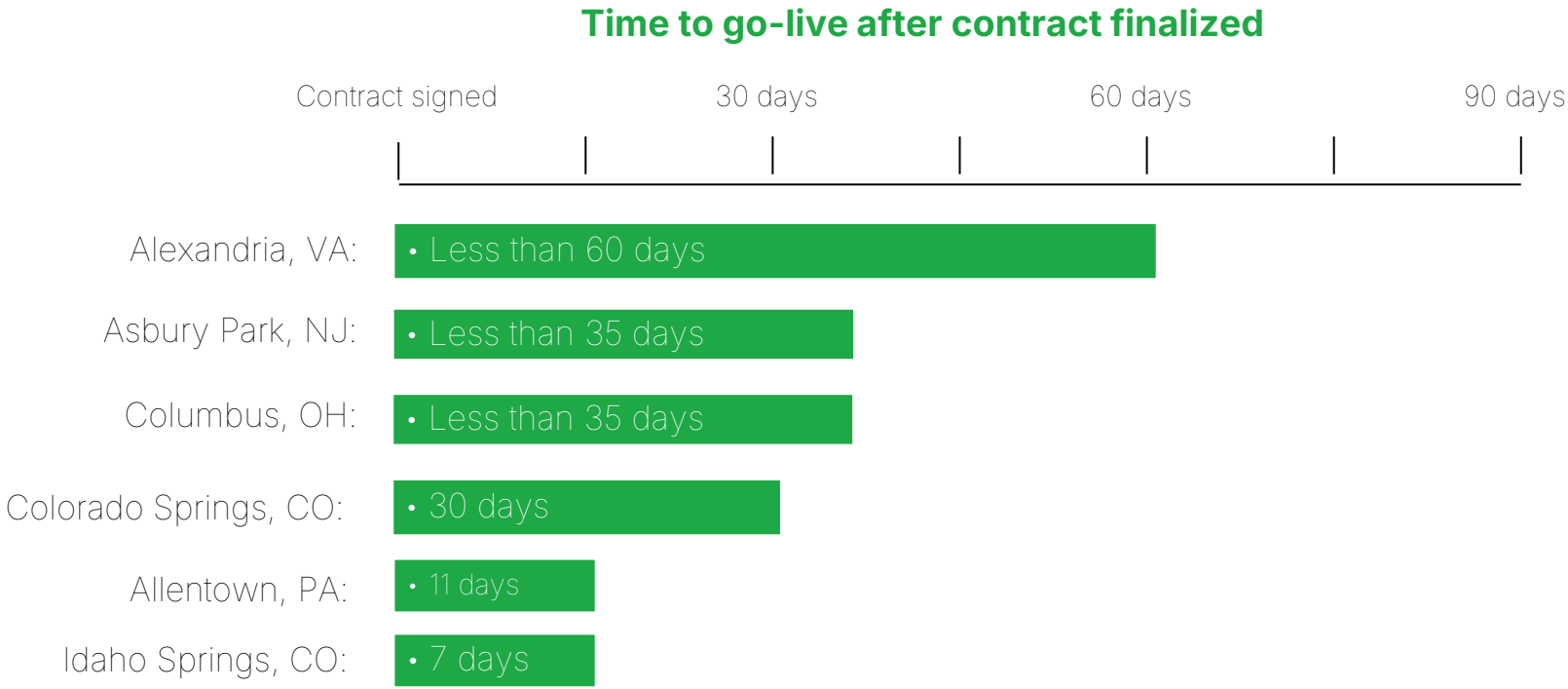


Complete End-to-End Launch Plan



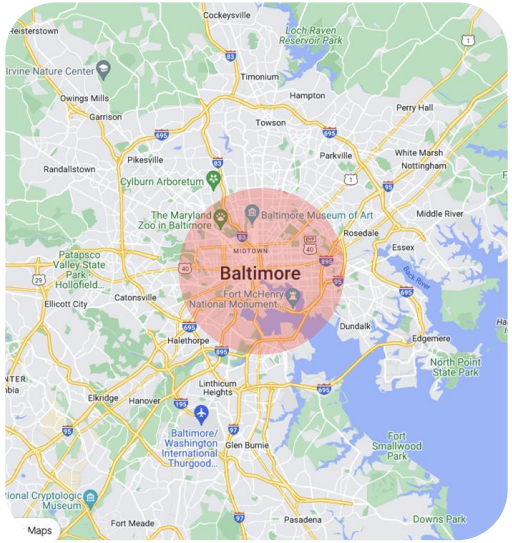
ParkMobile

ParkMobile's Rapid Deployment of Pay-by-Cell



Geo-targeting

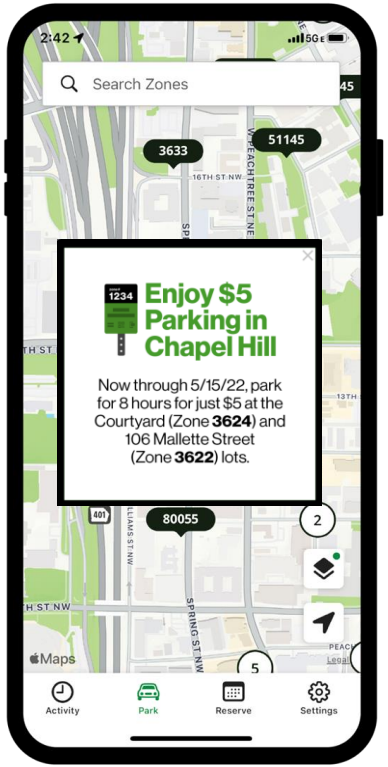
- ParkMobile can geo-fence messages around the city and airport to target visitors coming into town who already have the app on their phone.
- Geo-targeted messages will let people know that they can use the ParkMobile app all around the city.

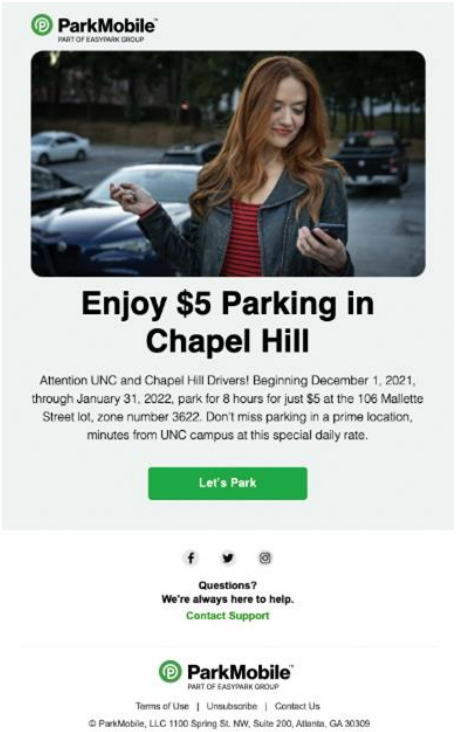


Promotions

ParkMobile can set up special promotions for parking in the city, such as discounted or free parking.

The ParkMobile marketing team will work with you to design and execute a promotion that is right for you.





Structured, Secured and Privacy Compliant

- ParkMobile maintains the broadest certifications and highest levels of insurance coverage in the industry
  - ✓ **SSAE 16 – Statements of Standards for Attestation Engagements**
  - ✓ **PCI DSS Level 1 – Payment Card Industry Data Security Standard**
  - ✓ **ISO 9001 2015 – Quality Management Certification**
  - ✓ **Cyber Insurance of $15,000,000+**
  - ✓ **NCPA Approved**
  - ✓ **Compliant with new privacy regulations - PIPEDA (Canada) and CCPA (California)**

The market leader in customer support

Best-in-class support 24/7/365

We take the burden of customer service off of your team so you can focus more on what's important to you.

- **50,000+** customer service contacts per month
- Minimum **Satisfaction score of 90%** for all Member Services interactions.
- **85% of calls** answered within **30 seconds**
- Level 1 PCI compliant ensuring data security
- Multi-channel call center with in-house phone, email, web and in-app chat, social media & bilingual support.

Support & Account Management

- Account Management team will be 1st point of contact.
  - Regular touchpoints
  - New Features, Future enhancements, upgrades
  - KPI run-through: Transaction Growth, User Growth, YOY growth, Best/Worst performing zones (by trx volume)
  - #1 Goal is Success for your program
- Client Support works to enact any changes to program needed
- Member Services team will support city parkers 24x7x365
- Sales & AM work together for new solution implementations

VENDOR PROVIDED SIGNAGE

ParkMobile®

ParkMobile Provides High Impact Signage

Signage includes permanent signs, stickers, and can even include temporary signage like A-frames.

It includes any visualizations that help drive awareness and adoption of mobile payment as an option.

12x18 Sign

Rider to Place Under Existing Sign

Rider sticker to go below Multispace Meters (e.g. 8”x12”)

On-Demand Signage

18x24 Sign

24x36 A-Frame

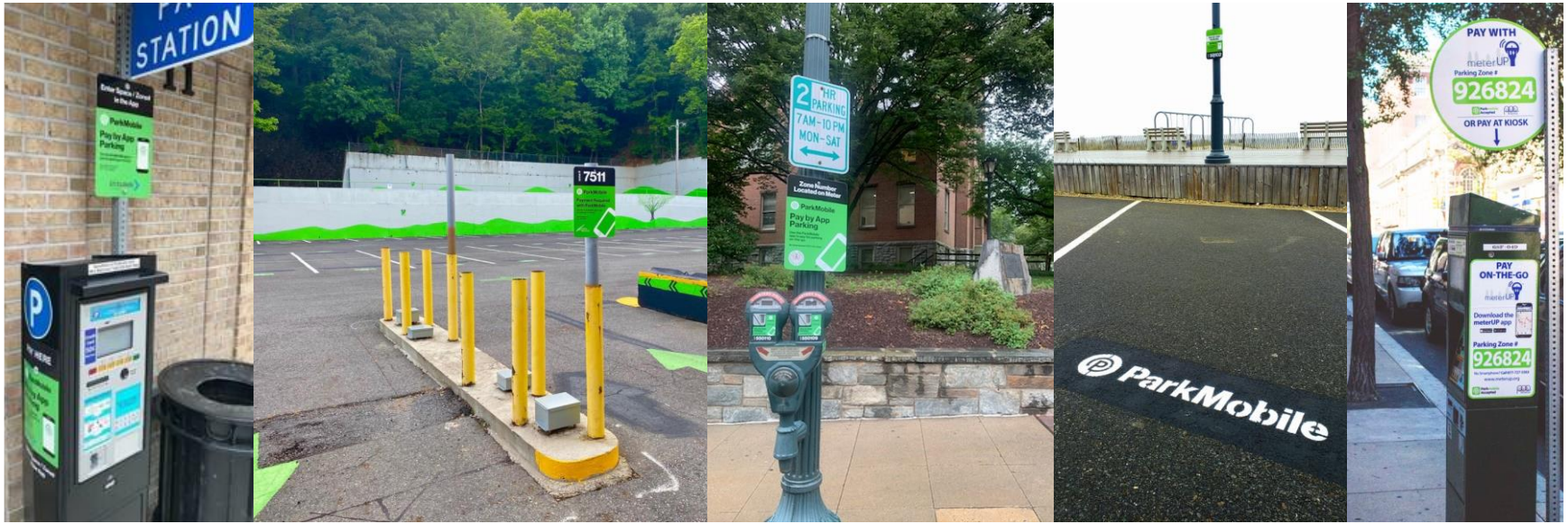
24x36 "Perks" A-Frame

28x44 "Windmaster"

High Impact Signage

Research shows signage is the #1 way people learn about ParkMobile

ParkMobile works closely with clients to deploy high impact signage around parking spots

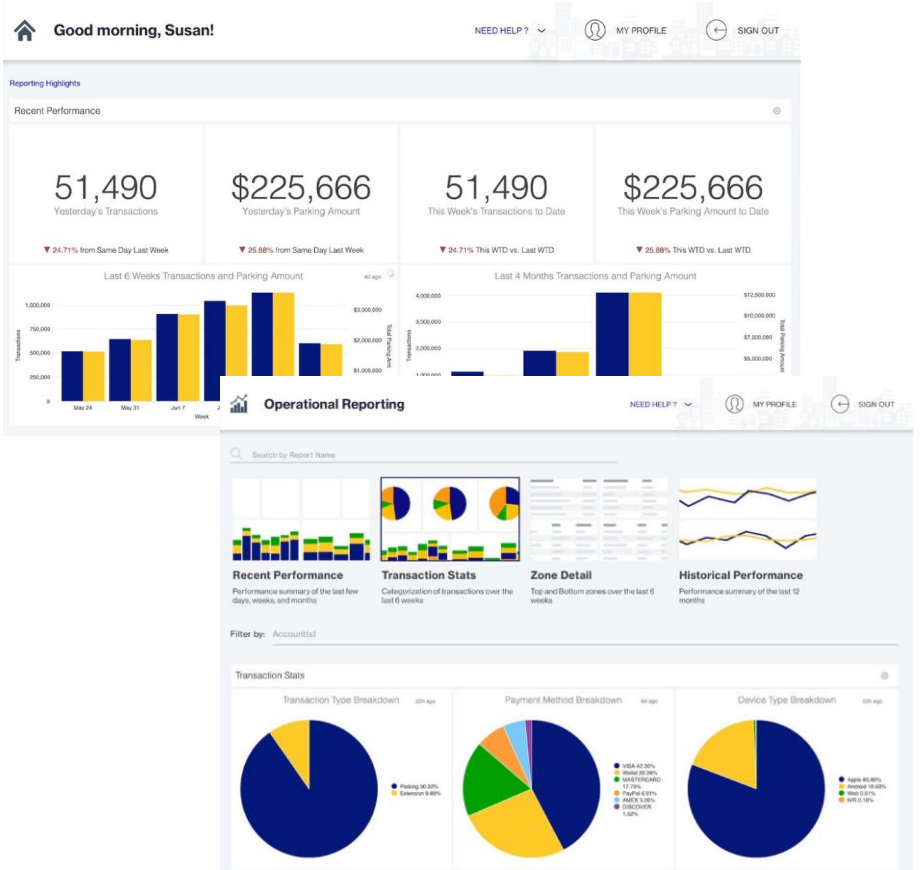


ParkMobile 360

Rate Management and Analytics

ParkMobile 360™ Analytics and Reporting

- Easy-To-Read Reporting Dashboard View
- Scheduled Reports Delivered to Your Inbox
- Filter By Date and Supplier
- Download ParkMobile 360 Reporting Data in Multiple Formats: (.xls, .csv, and .pdf)



ParkMobile

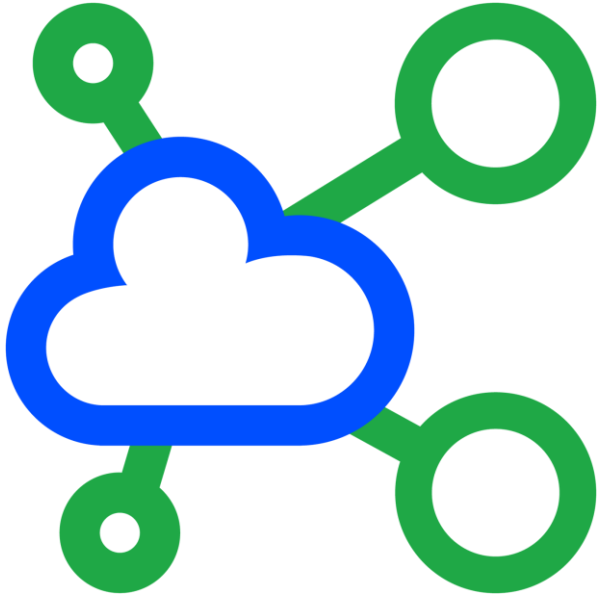
ParkMobile 360 – A comprehensive tool for all your parking data

Aggregate all hardware, data sources, and information from your parking operations in one place

- Improves enforcement processes and standardizes all transactional data within your Parking Operations.
- Real-time communication with every component of the parking operation.
- Improved visibility into inventory, transactions, and usage.

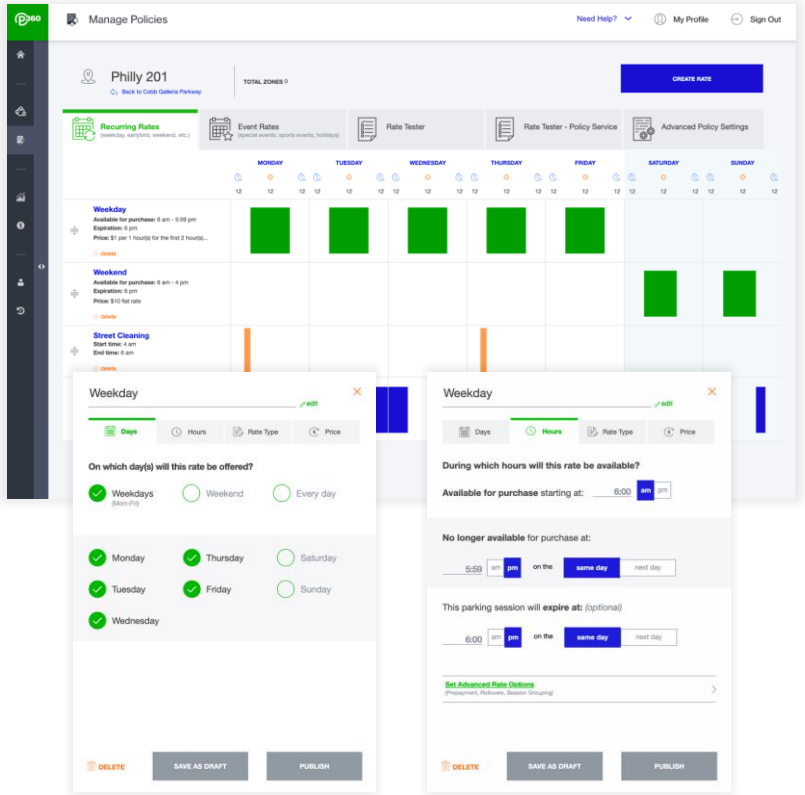
We offer API integration to all parties:

- Parking meter providers
- Mobile parking providers
- Enforcement platforms and control interface integrators

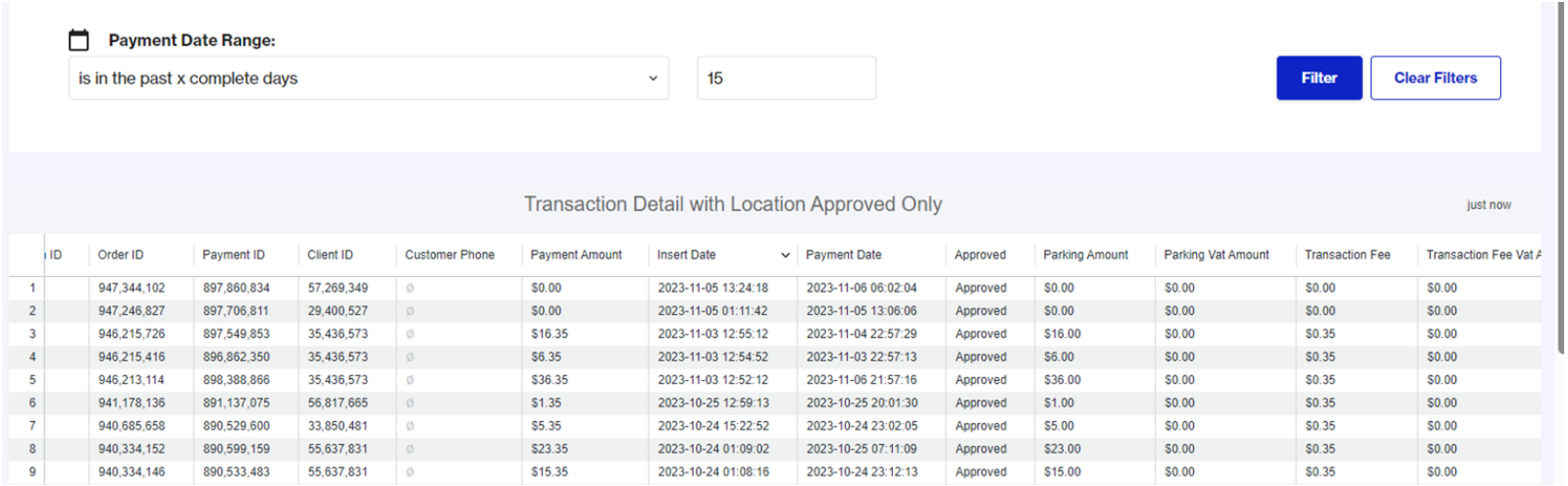


ParkMobile 360 Rate and Policy Management

- **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:** 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:** 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, test that rate to make sure it is working properly and avoid any potential customer service issues.



ParkMobile 360 Reporting



Payment Date Range:

is in the past x complete days | 15 | Filter | Clear Filters

Transaction Detail with Location Approved Only — just now

	ID	Order ID	Payment ID	Client ID	Customer Phone	Payment Amount	Insert Date	Payment Date	Approved	Parking Amount	Parking Vat Amount	Transaction Fee	Transaction Fee Vat A
1		947,344,102	897,860,834	57,269,349	∅	$0.00	2023-11-05 13:24:18	2023-11-06 06:02:04	Approved	$0.00	$0.00	$0.00	$0.00
2		947,246,827	897,706,811	29,400,527	∅	$0.00	2023-11-05 01:11:42	2023-11-05 13:06:06	Approved	$0.00	$0.00	$0.00	$0.00
3		946,215,726	897,549,853	35,436,573	∅	$16.35	2023-11-03 12:55:12	2023-11-04 22:57:29	Approved	$16.00	$0.00	$0.35	$0.00
4		946,215,416	896,862,350	35,436,573	∅	$6.35	2023-11-03 12:54:52	2023-11-03 22:57:13	Approved	$6.00	$0.00	$0.35	$0.00
5		946,213,114	898,388,866	35,436,573	∅	$36.35	2023-11-03 12:52:12	2023-11-06 21:57:16	Approved	$36.00	$0.00	$0.35	$0.00
6		941,178,136	891,137,075	56,817,665	∅	$1.35	2023-10-25 12:59:13	2023-10-25 20:01:30	Approved	$1.00	$0.00	$0.35	$0.00
7		940,685,658	890,529,600	33,850,481	∅	$5.35	2023-10-24 15:22:52	2023-10-24 23:02:05	Approved	$5.00	$0.00	$0.35	$0.00
8		940,334,152	890,599,159	55,637,831	∅	$23.35	2023-10-24 01:09:02	2023-10-25 07:11:09	Approved	$23.00	$0.00	$0.35	$0.00
9		940,334,146	890,533,483	55,637,831	∅	$15.35	2023-10-24 01:08:16	2023-10-24 23:12:13	Approved	$15.00	$0.00	$0.35	$0.00

Financial reports in PM360 clearly show:

- Payment Amount
- Parking Amount
- Transaction Fee.