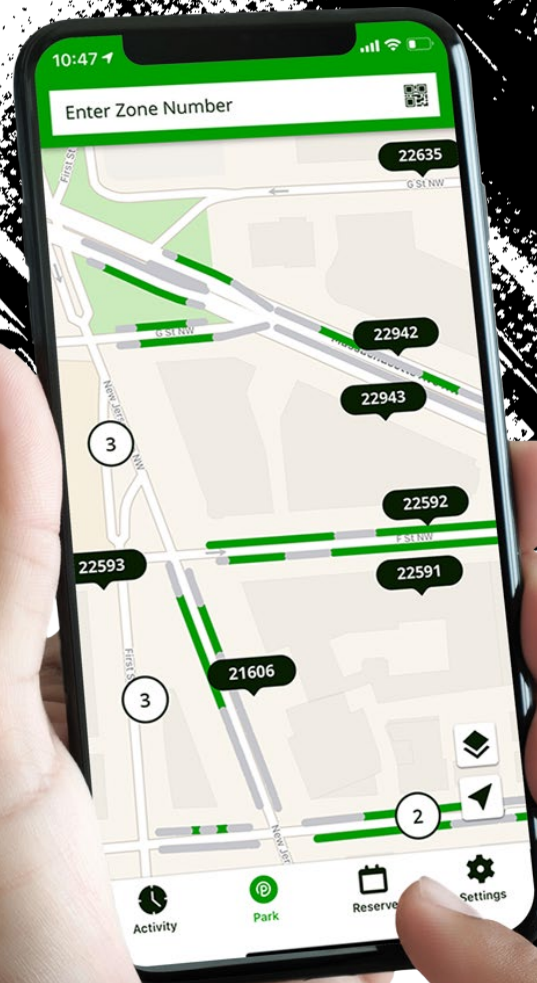# ParkMobile®

City of Redondo Beach

RFP#2021-004
Mobile Parking
Payment Systems

December 15, 2020

ParkMobile Contact

Kristen Locke, CAPP

1100 Spring Road Ste 200

Atlanta, GA 30339

Sr. Regional Sales Manager

Kristen.Locke@parkmobile.io

678-389-7245

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ParkMobile

Mr. David Hoyt
Senior Vice President, Sales
ParkMobile, LLC.
1100 Spring St NW
Suite 200
Atlanta, GA 30309

Andrea Delap
Redondo Beach Police Department
415 Diamond St.
Redondo Beach, CA 90277
andrea.delap@redondo.org

December 4, 2020

Re: The City of Redondo Beach's Request for Proposal (RFP) for MOBILE PARKING PAYMENT SYSTEMS

Ms Delap:

ParkMobile is pleased to submit our response to the City of Redondo Beach. After careful review of the scope of required services and addenda to the RFP 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 North America, including over 450 municipalities, and the following proposal details our combined expertise in providing, implementing, and supporting the best smart parking solutions on the market.

ParkMobile by the Numbers
By partnering with ParkMobile, the City of Redondo Beach would have a distinct advantage by participating in 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 the citizens and visitors. All these advantages come with the added benefit of our Network Effect, both regionally and nationally, where existing ParkMobile members using our system will be able to easily identify our brand and use their current memberships to park in Redondo Beach.

- ParkMobile has over 21 Million Users in North America. ParkMobile adds 1 Million New Users every 70 days. 1 in 11 US drivers use the ParkMobile Application.
- ParkMobile processes over 370,000 daily transactions, 9 Million monthly and recently surpassed $1 billion transactions total. We are also the largest processor of credit card transactions under $10 of any company in the United States
- ParkMobile clients enjoy the highest levels of mobile payment engagement in the industry. ParkMobile's playbook connects effective marketing and signage to the largest user network in the continent to quickly drive awareness and engagement, ultimately driving mobile app adoption levels for our partners.
- ParkMobile connects the parking and transportation ecosystem with over 100 active integrations in parking availability, enforcement, parking meters, LPR, PARCS, merchant processors, and much more.

ParkMobile Functionality
Several years ago, ParkMobile recognized the parking landscape was evolving. We quickly pivoted to a consumer-centric approach that would allow us to develop and execute our mission statement - *to Power Smart Mobility for Every Driver and Vehicle, Everywhere* - which lead to explosive growth. Today, ParkMobile leads the industry in **EVERY MOBILE PARKING PAYMENT PROGRAM 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 for the City of Redondo Beach. ParkMobile is uniquely equipped to launch, market and support the most robust mobile payment solution while integrating any other technologies the City may choose to implement, now or in the future, as a turn-key solution.

Investing in our Customer and Client Experience
ParkMobile is committed to tirelessly improving our customer experience. This commitment is highlighted throughout our proposal and by our actions. ParkMobile executed numerous releases related to application improvements. Some, like making license plates more visible throughout the purchase process, were client driven and have significantly reduced citations. Others, like displaying parking zones in our map screen, allow customers to quickly navigate through our system.

ParkMobile is committed to the future of parking and mobility. In 2019, ParkMobile teamed up with the City of Columbus and SmartColumbus to deliver the Event Parking Management Application Project for the U.S. Department of Transportation's (USDOT) Smart City Challenge. Throughout 2020 and beyond, the ParkColumbus Application powered by ParkMobile will connect on-street and off-street parking, deeply integrate into PARCS equipment, offer parking availability to promote smart mobility throughout Downtown and the Short North District. These technical enhancements will pollinate ParkMobile's flagship and other white-labeled applications.

Final Thoughts
ParkMobile currently provides the most innovative and successful mobility solution throughout North America today. We have earned this market leadership by providing our municipal and campus partners and their public parking patrons with the very best services, responsiveness, and the most functionality in the industry. **ParkMobile is fully committed to provide, maintain, and tirelessly improve our world class mobility solution for the City of Redondo Beach.** Dedication to our partners is truly the hallmark of our success, and we will never let it wane. We would be genuinely honored to become a partner in the City's smart parking initiatives, and support the City as we usher in this exciting new era of connected mobility.
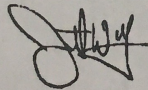
Thank you for the opportunity to submit our response. Our proposal will remain valid for 180 days after submitted, as requested by the City. As part of our response we have reviewed Project Services Agreement (Attachment A) and have included our exceptions in Section 11, ParkMobile reserves the right to further negotiate any terms and conditions once you establish your short list of vendors. Should you have any questions, please do not hesitate to contact Kristen Locke, your Senior Regional Sales Manager, via email kristen.locke@parkmobile.io or phone at 678-389-7245 or myself by phone at 305-776-9757.

Regards,

David Hoyt

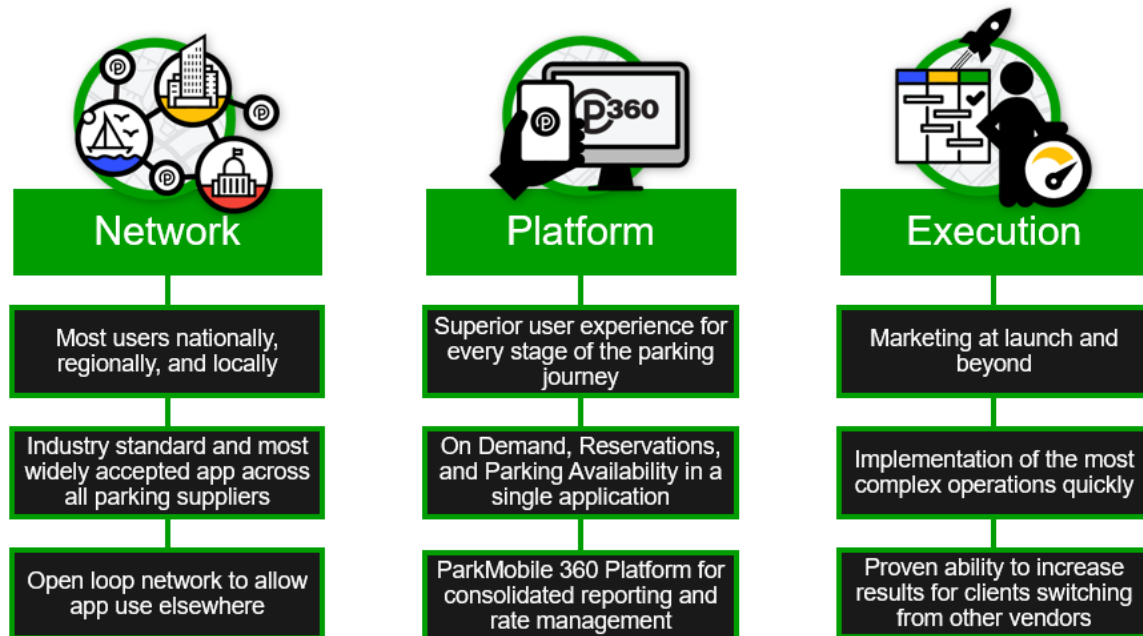David Hoyt
SVP, Sales

Authorized Signatory:
Jon Ziglar, CEO

2. Contractor's qualifications and experience

Describe a brief history of the firm's qualifications, including a description of relevant projects/contracts which illustrate the firm's experience;

ParkMobile Response:

ParkMobile LLC. is the industry leader in mobile parking payment technology. We have worked with over 400 large and small municipalities and we are experienced in deploying our services in a municipal environment and will continue to strive to meet and exceed the expectations set forth by the City of Redondo Beach. As the City's mobile app provider since 2013, we look forward to continuing to offer our seamless app experience to Redondo Beach parkers.

ParkMobile's US operations began in 2008 following 10 years of success in European markets. Over the past decade, we have launched mobile parking programs in over 450 markets across the US, which include some of the largest cities in the nation (New York City, Washington DC, Philadelphia, and more). The fundamental difference between ParkMobile and every other mobile parking vendor that may submit a proposal to the City of Redondo Beach is the unique combination of value derived from ParkMobile's unrivaled network of parking locations and customers, our best-in-breed platform with industry-exclusive integrations to seamlessly bridge all aspects of a parking operation, and our proven ability to execute successful programs on behalf of our clients.

Network

- Most users nationally, regionally, and locally
- Industry standard and most widely accepted app across all parking suppliers
- Open loop network to allow app use elsewhere

Platform

- Superior user experience for every stage of the parking journey
- On Demand, Reservations, and Parking Availability in a single application
- ParkMobile 360 Platform for consolidated reporting and rate management

Execution

- Marketing at launch and beyond
- Implementation of the most complex operations quickly
- Proven ability to increase results for clients switching from other vendors

Figure - ParkMobile Differentiators

The ParkMobile Network

By any measure, ParkMobile is the leading provider of pay-by-cell parking services in the United States. More cities, universities, venues, airports, and parking operators accept payment through ParkMobile than any other provider in the industry. By partnering with the market leader and industry standard parking application, Redondo Beach can reap the benefits of a platform that's trusted by the largest parking departments in the country, such as New York City and Washington DC.

Because ParkMobile is so widely available among all types of parking operation throughout the US, we also offer the largest network of registered app users. Over 21 million US drivers rely on ParkMobile to

find and pay for parking across the country, and ParkMobile can help the City further tap into this massive customer base through the smart marketing tactics outlined in this proposal applied to all of Redondo Beach's parking locations.

Redondo Beach residents, from zip codes 90277 and 90278, have performed over 8,500 transactions in the last 2 years at the City and other ParkMobile locations through ParkMobile. Redondo Beach residents have performed the most of their transactions at ParkMobile locations that fall outside of the city, at Los Angeles DOT, Cal Poly San Luis Obispo, Boulder Colorado, Newport Beach and University of California at San Diego. As Redondo Beach seeks to expand the locations offering ParkMobile for mobile payment for parking we would see a balancing between residents and nearby cities like Torrance and Gardena to allow for the users that already use ParkMobile to have this offered at more locations in their home city.

ParkMobile's native app, and our private label applications we provide for municipal and enterprise clients, are all open loop applications. This means that a driver can use any of the aforementioned mobile apps to park anywhere ParkMobile is accepted. This open loop network helps promote mobile app adoption as consumers are weary of downloading a different app for every single city they may be parking in. Other vendors that require cities to close off their private label apps from the main user network create a barrier to mobile adoption, ultimately compromising the success of their clients' programs.

The ParkMobile Platform

Supporting the Entire Customer Parking Journey

There are many apps on the market which can complete a basic parking transaction in the most simple 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. While most parking applications can facilitate the simple transaction, ParkMobile is unique in our support for the entire customer parking journey.

Prior to parking, ParkMobile is able to show drivers in applicable cities where on-street spaces are available, helping them to avoid circling the block and creating excessive 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 membership subscription.

Bridging on and off-street parking

Most municipal and university parking operations involve a variety of parking contexts, which can include open parking environments (on-street, ungated surface lots and garages) as well as controlled parking environments (gated lots and garages). Additionally, special events are a major driver of parking demand, and often require a totally different set of rates, policies, and operational environments from daily parking, even in the same parking facilities.

No other app can bring together daily and event parking across all possible parking contexts the way ParkMobile does. ParkMobile has industry-exclusive integrations with parking gate vendors to enable drivers to make contactless payments via app in gated locations, with or without a reservation. This allows the City to deploy a best-in-breed contactless parking solution across their entire portfolio of parking assets, creating a consistent customer experience and allowing for consolidation of back office reporting and rate management.

The ParkMobile 360 Platform

As parking and mobility continues to evolve rapidly, it is becoming increasingly important for parking operations to have a consolidated back office with one source of truth for reporting, analytics, reconciliation, and rate management. The ParkMobile 360 Platform provides this consolidated layer to tie together all of a parking operation's systems and technologies in a single, user-friendly dashboard.

ParkMobile's Execution

Rapid Deployments of Large, Complex Operations

ParkMobile's platform and support teams have been tested and proven on the largest parking operations in the United States. Within the past four years alone, ParkMobile has deployed the largest pay-by-cell parking program in the Country with New York City, transitioned several large cities like Philadelphia and Alexandria, VA from other pay-by-cell providers and driven increased adoption across the board. We've also renewed major municipal contracts with partners like the City's of Fort Worth and Minneapolis after highly competitive RFP processes.

ParkMobile's typical timeline to launch is 60 days or less from the time a contract is finalized, this accounts for the large numbers of zone and space configuration and key deliverables. Given that the City of Redondo Beach Pier and Plaza parking structures currently offer ParkMobile for contactless parking payments our timeline for launch can be expedited considerably to offer the fastest implementation timeline of any vendor that submits a proposal, approximately 28 days. Below are examples of actual ParkMobile deployment timelines, many of which are even shorter than the typical 60 days and include complexities ParkMobile skillfully deployed.

Figure - ParkMobile Time to Go-Live

3. Customer references and performance

In accordance with item #2 in Section VII – MINIMUM QUALIFICATIONS, Contractor must provide references and contact information of at least five (5) customers for which the Contractor has provided similar equipment, software, and services within the last five (5) years. Of the references provided, at least three (3) must be municipal governments or other government entities, preferably operating in California, and at least one (1) must involve a current, on-going contract. Contractor must provide a list of all contracts/agreements that were terminated for convenience or default within the past five (5) years and a list of any litigation that now affects or may affect the future use, functionality, or provision of the proposed equipment, software, and services;

ParkMobile Response:

Monterey, California

Mobile Paid Parking Program Results

- 45,000+ lifetime transactions
- 20,000+ Users

Background: City of Monterey partnered with ParkMobile back in December 2019. Monterey opened a competitive bid for mobile payment for parking and ParkMobile was selected as Monterey's partner. Monterey saw a 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. Following the initial deployment at the parking lots Monterey deployed ParkMobile on street at the City's new single space meters installed Fall of 2020.

Address	**City of Monterey Public Works** **340 Tyler Street Monterey, CA 93940**	**1,700 Spaces**
Contact	**Cristie Steffy, Parking Superintendent**	**45,000 Annual ParkMobile Transactions**
Phone Number	**(831) 646-3953**	
Email	**steffy@monterey.org**	

Santa Cruz, California

Mobile Payment for Parking Results

- 2 Million lifetime transactions
- 300,000+ Users

Background: ParkMobile provides mobile parking services for Santa Cruz's beach locations as well as the on-street parking locations. Montclair went live with ParkMobile back in January of 2013, launching both ParkMobile mobile payments on street and ParkMobile's permitting platform in their transit lots. The city has IPS single space meters and uses ParkMobile's nForce platform and IPS handhelds for enforcement. The City's mobile payment program continues to grow at about 65% YoY.

Address	**Public Works** **809 Center Street, Santa Cruz, CA 95060**	**2,400 Spaces**
Contact	**Brian Borguno, Parking Program Manager**	**500,000 Annual ParkMobile Transactions**
Phone Number	**831.420.5184**	
Email	**bborguno@cityofsantacruz.com**	

Milwaukee, Wisconsin

On-Street Parking and Smart City Innovation Results

- 4 Million lifetime transactions

- 243,500+ Users

- Current Mobile Payment Adoption Rate: 42%

MKE PARK **Contactless Parking WITH MKE PARK**

In an effort to reduce the spread of germs and avoid touching parking meters, the City of Milwaukee is encouraging all residents and visitors to pay for parking using the MKE Park app.

Perks of using the MKE Park app:

Contactless
Pay with the app to start your session

Parking Expiring?
We'll alert you before your time is up!

Need More Time?
Extend your session right from the app

Background: 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 MKEPark 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.

Address	City of Milwaukee Dept of Public Works 841 N Broadway Milwaukee, WI 53202	**10,300 Spaces** **1,000,000+ Annual ParkMobile Transactions**
Contact Name	Thomas Woznick, CAPP Parking Operations Manager	
Phone Number	414.286.3635	
Email	thomas.woznick@milwaukee.gov	

CSU Long Beach, California

CALIFORNIA STATE UNIVERSITY LONG BEACH

Mobile Paid Parking Program Results

- 80,000 lifetime transactions

- 13,000 + Users

Background: ParkMobile was deployed at CSU Long Beach in July 2017 on 200 short-term, visitor spaces scattered across campus. Due to the success of the implementation and demand, ParkMobile will be added to all 10,000 permitted spaces in 2021.

Address	Parking and Transportation 1250 Bellflower Blvd Long Beach, CA 90840	**Spaces** **200 (with 10,000 more pending implementation)**
Contact	Brett Palmquist, Parking and Transportation Senior Operations Manager	
Phone Number	(562) 985-8589	**4,000 Monthly ParkMobile Transactions**
Email	brett.palmquist@csulb.edu	

Houston, Texas

Mobile Payment Program Results

- 2.7 Million lifetime transactions

- 240,000+ Users

- Current Mobile Payment Adoption Rate: 22%

Background: 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 we will continue to provide Houston with world class customer service and the best features and functionality in the market.

Address	City of Houston 2020 McKinney Houston, TX 77003	8,115 Spaces
Contact Name	Maria Irshad, Assistant Director	653,000 + Annual ParkMobile Transactions
Phone Number	832-393-8643	
Email	Maria.irshad@houstontx.gov	

Newport Beach, California

Mobile Paid Parking Program Results

- 2.1 million lifetime transactions

- 460,000 + Users

Background: The City of Newport Beach has been a ParkMobile client for almost ten years and has seen consistent YOY application growth since inception in August 2011, surpassing 580,000 transactions in 2020 alone. 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.

Address	City of Newport Beach 100 Civic Center Drive Newport Beach CA 92660	Spaces 2,500
Contact	Evelyn Tseng, Revenue Manager	600,000 Annual ParkMobile Transactions
Phone Number	(949) 644-3153	
Email	etseng@newportbeachca.gov	

Contract Disputes

ParkMobile does not have any contract that were terminated for convenience or default within the past five (5) years.
ParkMobile is not part of litigation that now affects or may affect the future use ParkMobile services.

4. Personnel qualifications and experience

Contractor must provide the names and resumes of all members of the project team and the name and contact information of the person that will be the primary point of contact for this project

ParkMobile Response:

ParkMobile's entire team works to deliver the very best mobile parking platform at a reasonable cost to our public and private sector partners. ParkMobile's key personnel are active in parking industry associations across North America, including the International Parking and Mobility Institute (IPMI), NPA (National Parking Association), and also Pacific Intermountain Parking and Transportation Association where Kristen Locke serves as a Board Member. We are ready to continue to deliver our industry leading best practices to your operations from the outset of deployment planning

David Holler - Vice President of Sales

Dave leads ParkMobile's Regional Sales Manager's responsible for OnDemand operations. He and his team work directly with ParkMobile's public and private sector partners to increase parking revenues by delivering our best in brand mobility solutions. Dave has assisted campus and municipal clients with their parking and mobility technology for the past 13 years.

Kristen Locke, CAPP - Senior Regional Sales Manager, West

Kristen is the City's direct point of contact for details on ParkMobile's mobility solutions and contract execution should ParkMobile be chosen as a vendor on this RFP. Kristen has been active in the parking industry for 13 years starting her parking career in municipal operations at City of Fort Collins She is experienced in managing municipal parking operations and has a background spanning several areas of the parking technology ecosystem. Kristen is accessible to your team at your convenience and ready to set up products and services that the City would like to consider deploying. Lex is also ready to coordinate with City staff on ParkMobile's latest products and services.

Nathan Would – Senior Account Manager, West

Once a deployment is up and running, ParkMobile designates an Account Manager who is the City's primary point of contact. The City of Redondo Beach's mobile parking operations with ParkMobile will be managed by Nathan Would, who has been with ParkMobile for over 3 years and works with some of our largest University and Municipal clients, including Los Angeles, San Diego, Oakland, Berkeley, Sacramento, and Newport Beach, to deliver industry leading client support. Nathan has experience with the City of Redondo Beach's parking operations today and recently helped facilitate a signage and decal refresh at both the Pier and Plaza Structures, resulting in 2,500% YoY jump in contactless transactions this past October.

Garett Snook – Director of Implementations

Having been with ParkMobile for over 10 years Garett has experience in implementing large and small municipal, university, operator, and airport deployments. He has worked on the largest deployments in ParkMobile's history and has a wealth of knowledge when it comes to what goes into a successful launch. He is an expert in this field and will ensure that the City will be set for success for the expanded mobile paid parking operation.

ParkMobile's entire team works together daily to deliver our world class mobility solutions to municipalities across North America. Each of these team members are well versed in ParkMobile's platform and how our current parking technology industry integrations can enhance the City's mobile parking operations.

# 5. Proposed equipment, software, and services

1. Allows payment through multiple options, including voice, website (mobile), mobile SMS texting, QR code, and smartphone application compatible with iOS and Android operating systems;

ParkMobile Response:

ParkMobile On Demand Services are available through IVR (Interactive Voice Response), web based mobile (via URL or launched from QR code scan), short code Text to Park, the Google Pay app as well as iOS and Android ParkMobile apps from the App Store (iOS devices) and the Google Play Store (Android devices). Mobile applications can be downloaded directly from our website, parkmobile.io and can be redirected from the City's website.

One App for On-Street Parking and Reservations

ParkMobile is the **only** mobile parking solution in the market that combines both on-street (zone parking) with off-street (reservations) functionality in one single app. By offering multiple parking options for consumers, we are increasing the usefulness and overall value of the app.
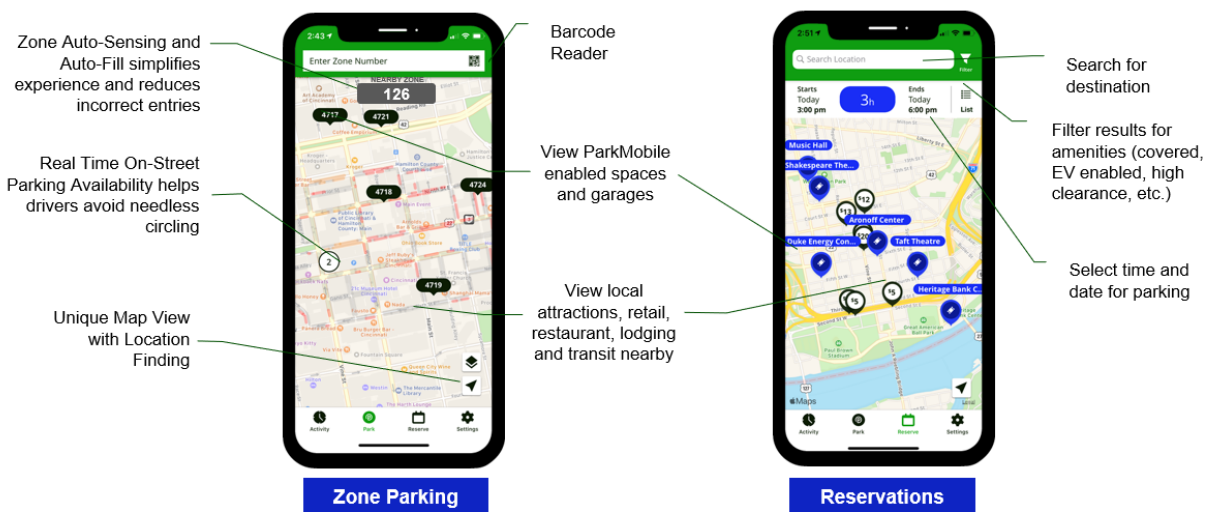
Figure - ParkMobile Consolidated App Features

ParkMobile OnDemand Overview

ParkMobile Application

ParkMobile provides a quick and easy process to pay for parking. Our Product team is constantly researching the experience and optimizing the flow for users. For example, use of iOS keychain to prompt a new user to use a strong suggested password to quickly create a secure password and start parking faster provides convenience to the users and secure account management. Once a person downloads the app and creates an account, there's a simple three step process to make a payment. You can watch a short demo of this process here: https://vimeo.com/245994227

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 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, a 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.

4. **Active Session:** Once the parking session is initiated, the user will see a countdown clock showing how much time is remaining. The user can customize the notification alerts when the parking session is about to expire. Once a session has been started a user can extend their parking session remotely with the tap of a button.

| 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 |

Figure - End-to-End Customer Payment Process in the ParkMobile Smartphone App (iOS and Android)

ParkMobile App Core Features Include:

- **Map view:** The map view based on location shows the user nearby zones. A user can then touch the zone number to initiate a parking session.
- **Parking Availability:** Predictive and/or sensor data that shows available on-street parking availability on the map.
- **Start a Parking Session:** Quick process to select your zone, confirm your vehicle and payment type, then start a parking session.
- **Extend Time:** Ability to add time to your existing parking session.
- **Find My Car:** Integration with Apple Maps, Google Maps and Waze to direct users back to their car. See below for more details.
- **Notifications:** Customizable push, text and email alerts to notify a user when parking will expire.
- **Manage vehicles:** Easy to add, remove and update vehicle information.
- **Add and remove payment methods:** Manage multiple credit cards, PayPal and ApplePay accounts.
- **Transient and Event Reservations:** Find and reserve parking ahead of time in area garages and lots. Available for daily parking or events at select venues.
- **Account History:** Complete details of recent parking transactions
- **IVR Phone Number:** For people without a smartphone, use an IVR number to make parking payments over the phone. Users who call the IVR will go through the flow through audio prompts.

- **24/7/365 Customer Support:** ParkMobile offers support via phone, email, and chat. ParkMobile also has an extensive support site where users can get answers to frequently asked questions.

ParkMobile Mobile Web

ParkMobile's web experience is available for both desktop and mobile web browsers. Upon website launch a user will be prompted to select the type of parking they want. They can toggle between reservation and zone parking. They can begin their search for a zone number using the map view or by manually entering a zone number. They can then choose the parking duration, vehicle, and payment type. The parking experience on web versus app is identical and all features offered on the app are also offered through the web. This includes starting a parking session, extending a parking session and checking their account balance. Before checkout a user will be required to login with their account credentials (for registered users). Credentials are saved to expedite the checkout process for future logins.

- *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*
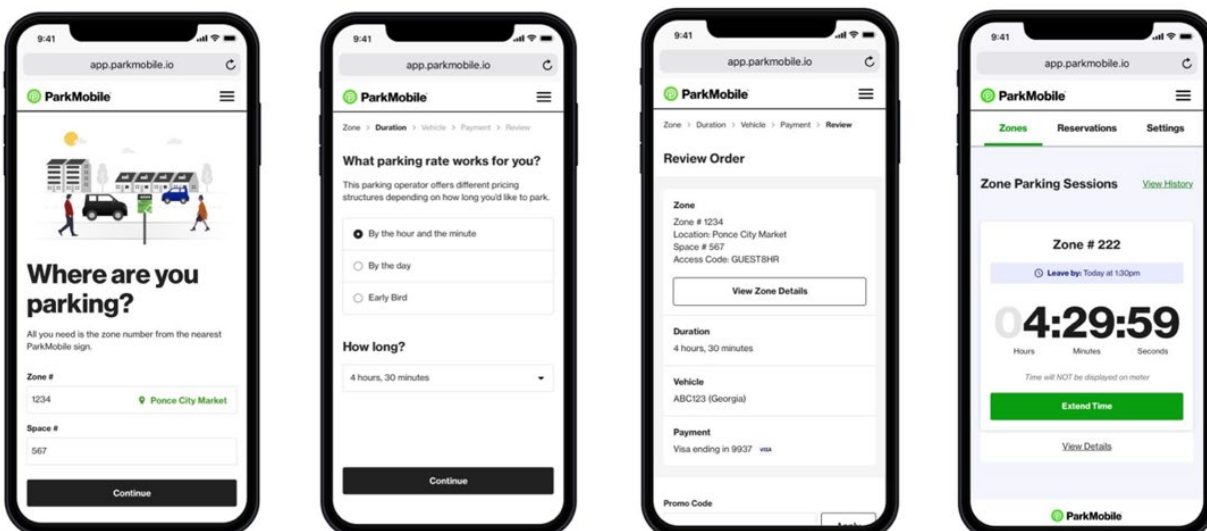
Figure - ParkMobile Mobile Web Experience

ParkMobile users of Mobile Web can manage their account in the settings menu. Users features include:

- **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.

Google Pay

ParkMobile offers your customers the most ways to park, for an adaptable and seamless customer experience. We are excited to announce the launch of our ParkMobile integration with Google Pay. This feature gives the user the 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.
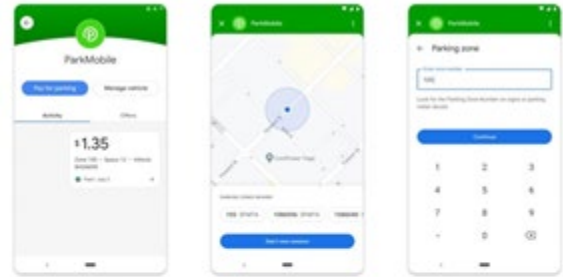
- User is able to do a parking **transaction without leaving the Google experience** by leveraging the ParkMobile infrastructure.

- Links to **"Pay for Parking"**

- **ParkMobile has a highly advantageous** contract with Google versus competition

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. The user can open that link on their mobile phone, enter their zone number, select their duration, and then proceed to start their paid parking session.

Users can also opt in to SMS notifications so they know when their time is up. They can add more time if they need to, all from the convenience of their smartphone.

Figure - ParkMobile Text To Park

Drivers Without Smartphones Can Pay Via Toll-Free via IVR

ParkMobile provides payment options to improve accessibility for all users, specifically ensuring those without smartphones still have access to pay for parking through a phone call. Any user can create a parking session via the Interactive Voice Response (IVR) system by calling the 1-800 number posted on signage and decals. ParkMobile IVR phone numbers, provided at no charge to the client, are posted on every sticker and sign (see example below). When a user calls the IVR number, that person will be guided through an account setup process. If an account is already setup, the user will be recognized by the phone number on the account and immediately be prompted to initiate a parking session by calling the number on the sticker. The IVR system will ask the user for the zone number, license plate number, duration, and payment method. The IVR system mirrors the user experience on both the web and in-app to start and manage a parking session ensuring the client rules are followed. A user is able to purchase time according to rules and restrictions for the payment area.   For users without credit cards, ParkMobile offers PayPal as a payment option that will connect to a bank account or a pre-paid debit card.

Figure - ParkMobile's IVR Number Standard on Signage

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2. Provides a "white label" experience for the City of Redondo Beach customers. The proposer will be responsible to set up and maintain the white label website/app;

ParkMobile Response:

With ParkMobile, the City's parking customers will have the ability to pay for parking either with, or without the ParkMobile app in the options above. ParkMobile is the only mobile parking provider that truly offers consumer choice whether you are a ParkMobile customer or not. 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 21 Million ParkMobile users.

Customized Parking Applications

Parkmobile is the industry leader in providing customized apps for private sector, university and municipal partners. ParkMobile's white labeled applications include: New York, Philadelphia, Minneapolis, Pittsburgh, Columbus, Milwaukee and Houston. These are open loop apps where our standard ParkMobile app is also accepted. The benefit of the open loop app is that the user does not have to download another app because the white label city app works for any ParkMobile location. Redondo Beach has benefitted from this open loop experience as we see examples of users of the ParkHouston app have parked in Redondo and paid for parking with the ParkMobile powered ParkHouston App. We allow ParkMobile to be available in our white label cities to accommodate visitors, so they are not required to download and setup a new parking app if they already have ParkMobile installed on their phone. We are proud to provide more customized apps to municipalities compared to any other company in the mobile payments marketplace. Parkmobile active customized municipal apps include over 20 white labeled applications powered by ParkMobile.

Figure ParkMobile White Label Applications.

A Branded White Label Reservations Web Experience

We can also create a white labeled, fully branded Reservation web experience for our clients. ParkMobile's digital platform offers the ability to link directly from your website to a customized branded page where customers can easily reserve and pay for parking at your locations.
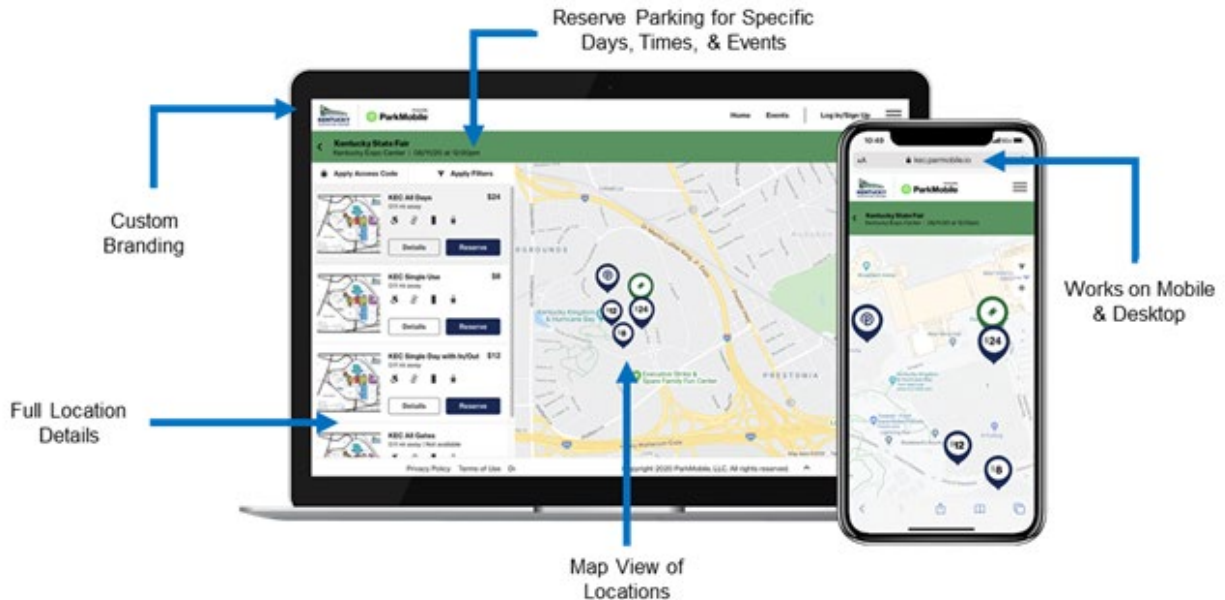
ParkMobile's Reservations sites are customizable and mobile-friendly
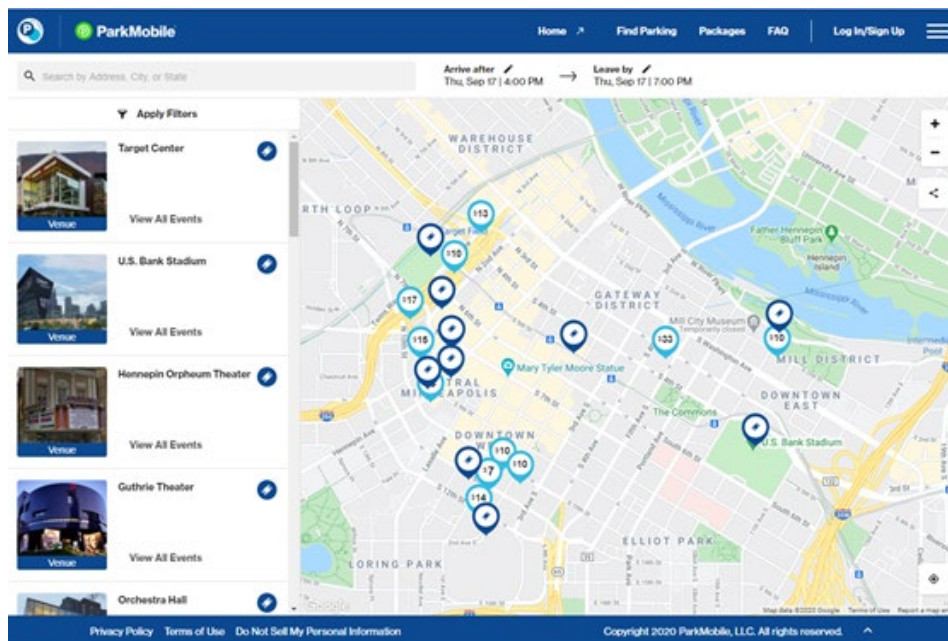
The white label Reservations site we built for the City of Minneapolis

Options for Customizing White Label Sites

ParkMobile's white label sites are highly configurable and flexible to meet the needs of a wide range of parking environments. A few of the options available to the client are:

- Map view and/or event view with search bar
- Option to allow nearby private parking locations to appear in the client's white label site, or filter to only show client owned parking locations

An example of white label sites we've developed: **https://usc.parkmobile.io/**

3. Allows customers to pay for a specific period of parking time with a single call or action;

ParkMobile Response:

ParkMobile allows customers to pay for a specific period of time within the app, from parkmobile.io, or with a single call to the provided 1-800 number. Please see the details of the On Demand user workflow in *Requirement #1* above.

4. Provide online password-protected portal for registered end-users: a) Create and manage accounts, including access credentials, payment information, vehicle, and personal information.
b) View and/or print transactions, including location, license plate, date, time, amount.
c) Customer registration available 24/7/365 via phone call, app, or web page.
d) Customer may purchase parking immediately upon successful registration.
e) Toll-free customer support available 24/7/365 including holidays
f) No unrequested communication with the customer allowed (unless required to maintain the use of the account).
g) No customer information may be shared with or sold to any entity and must be returned to City, with all other copies destroyed at the conclusion of the contract.
h) Pay by cell terms and conditions and/or end-user agreement must be pre-approved by City. Pay by cell services and fees above and beyond posted parking fees must be pre- approved by City;
i) Pay by cell services and fees above and beyond posted parking fees must be pre-approved by City

ParkMobile Response:

Customer Service

ParkMobile members can also utilize the 1-800 number not only to perform a transaction through our IVR automated payment system but also to contact our bilingual support team 24/7/365 for industry-leading multi-channel customer care. ParkMobile provides in app links to our "Help" section and also live in-app chat feature that allows customers to connect to one of our member service agents to assist with an inquiry. New ParkMobile members can register via customer service reps, start a parking session, get answers to questions, request changes to their account and other services.

Mobile parking patrons will have access to the following:

- ParkMobile's Member Services team who are ready to assist whenever your patrons need it. During business and evening hours Monday-Saturday, the support team is staffed with ParkMobile's own bilingual full-time employees based out of their US offices.
- ParkMobile Level 1 PCI compliant call center ensures customers' data is fully secured.
- ParkMobile is a multi-channel call center with in-house phone, email and social media support.

A unique aspect of ParkMobile's customer support philosophy is in our use of social media to maintain real-time immediate contact with their 21+ million members. ParkMobile views social media as a way in which to engage and interact with members, including constant monitoring of social media comments to understand 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 maintain industry-leading customer satisfaction scores.

User Account Management

Registered users can add and update personal information, phone number and login information, and payment methods in our smartphone app or online.

ParkMobile Users will be able to manage their account and will have all of the below functionalities:

- **Add and remove payment methods:** ParkMobile offers several different payment methods methods including all major credit cards, Apple Pay, PayPal, and the ParkMobile Wallet. Manage multiple credit cards, PayPal and ApplePay accounts.
- **ParkMobile Wallet:** Users can refill their ParkMobile wallet at any time and check the account balance to see how much funds are left. Refill the ParkMobile wallet with a credit card in denominations of $25, $50, and $75
- **Manage Promo Codes:** Customers can apply the code provided to their account or to an active session and will receive a discount on their transaction. The functionality is fully customizable, so clients can adjust the promo codes number of uses, time frames, zones eligible, and more.
- **Manage vehicles:** Easily add, remove and update up to 5 vehicles. Users can select a primary vehicle and nickname each one.
- **Account History:** Complete details of recent parking transactions including Zone, City, Date/Time, Duration, Vehicle (LPN), Payment Method, Parking Fees and Total cost. After the parking session ends, the user will get an email receipt and the record of the transaction will be stored in the "Activity" tab of the app. The user flow is shown below.
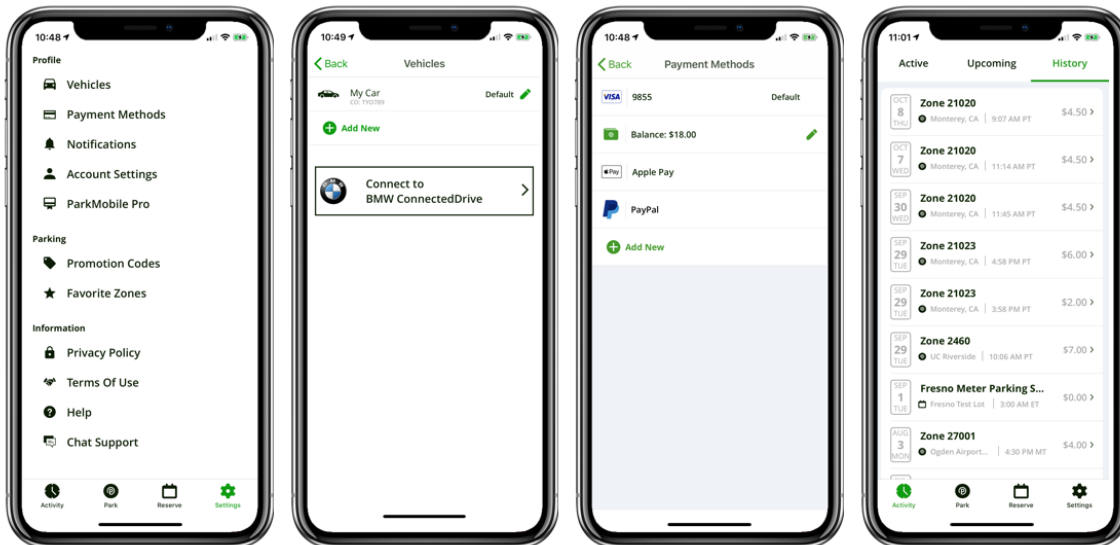
Figure - ParkMobile Settings and Activity

ParkMobile takes Privacy and security very seriously. ParkMobile has completed an internal privacy assessment in the past and developed our privacy program to be best in class. 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 recently-passed California Consumer Privacy Act (CCPA) and Canada's Personal Information Protection and Electronic Documents Act (PIPEDA), the most stringent legislations to-date regarding consumer privacy**.

In addition, the ParkMobile privacy policy can be accessed easily by end users at https://parkmobile.io/privacy-policy/ and through a link in the ParkMobile app. ParkMobile's PCI-DSS Level 1 certification demonstrates a commitment to the IT security. ParkMobile is also ISO 9001:2015 compliant demonstrating our commitment to organizational quality.

ParkMobile will not change pricing without prior approval from the City and the ParkMobile contract clearly sets the terms for any changes to the convenience fee.

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5. Allows customers an option to be informed at a predetermined time period of the expiration of their paid parking session;

ParkMobile Response:

Notifications

ParkMobile provides automatic real time alerts via push notification that will alert a customer prior to the expiration of their parking sessions. Timing of these alerts can be set to a duration of the customer's choosing. Alerts can be configured to be sent via email, SMS, and PUSH notifications.
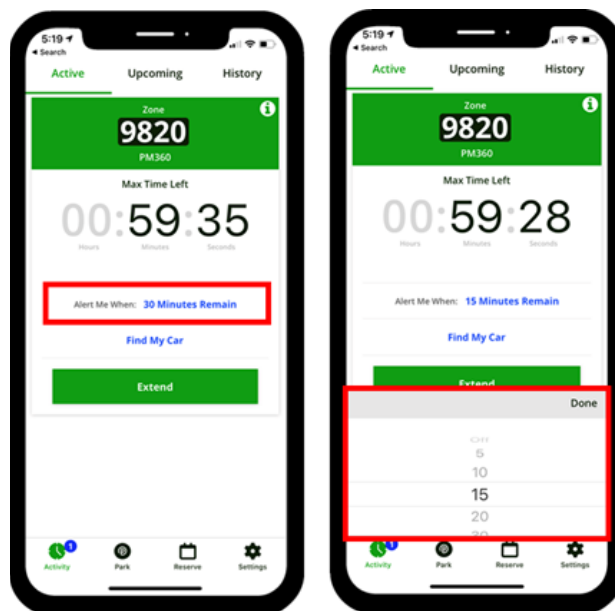
Customizable notifications in the ParkMobile app

ParkMobile users will receive an in-app message and email alert once their parking session has expired.

Users can set notification preferences in their account settings. They can choose to receive notifications via SMS text, email, or push notification and can turn on/off these notifications as needed. See screenshot below.
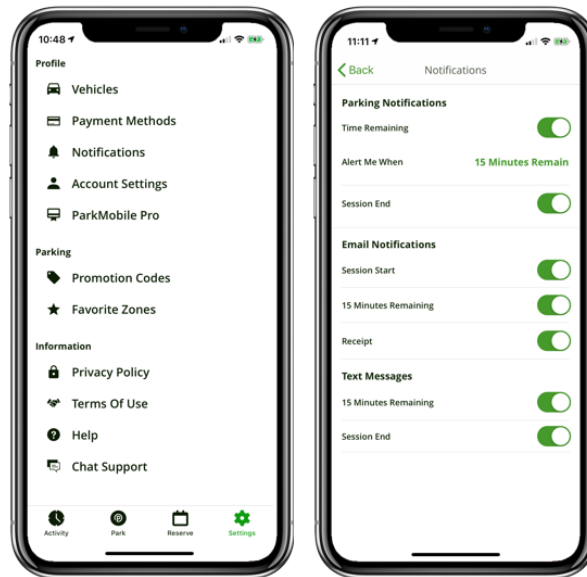
Figure - ParkMobile Notification Settings

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6. Allows purchase of additional parking time (not past the maximum time allowed for that specific parking space);

ParkMobile Response:

Extend-Time Feature

The most popular feature of the ParkMobile app is the ability to remotely extend the time of the parking session. Users can add parking time without having to run back to feed the meter. A user cannot extend time past the maximum parking time allowed for that location. A user cannot extend past the allowed time for that zone. For example, if there is a 2-hour maximum, a user will not be able to extend beyond that 2-hour limit. The ParkMobile app allows users to extend time prior to the expiration of their allotted time in the original session up to the maximum duration allowed by parking ordinances specific to that zone. See the below for a screenshot of the extend time feature. The end user would simply tap the "Extend" green bar, highlighted in red, while the current session is still active.
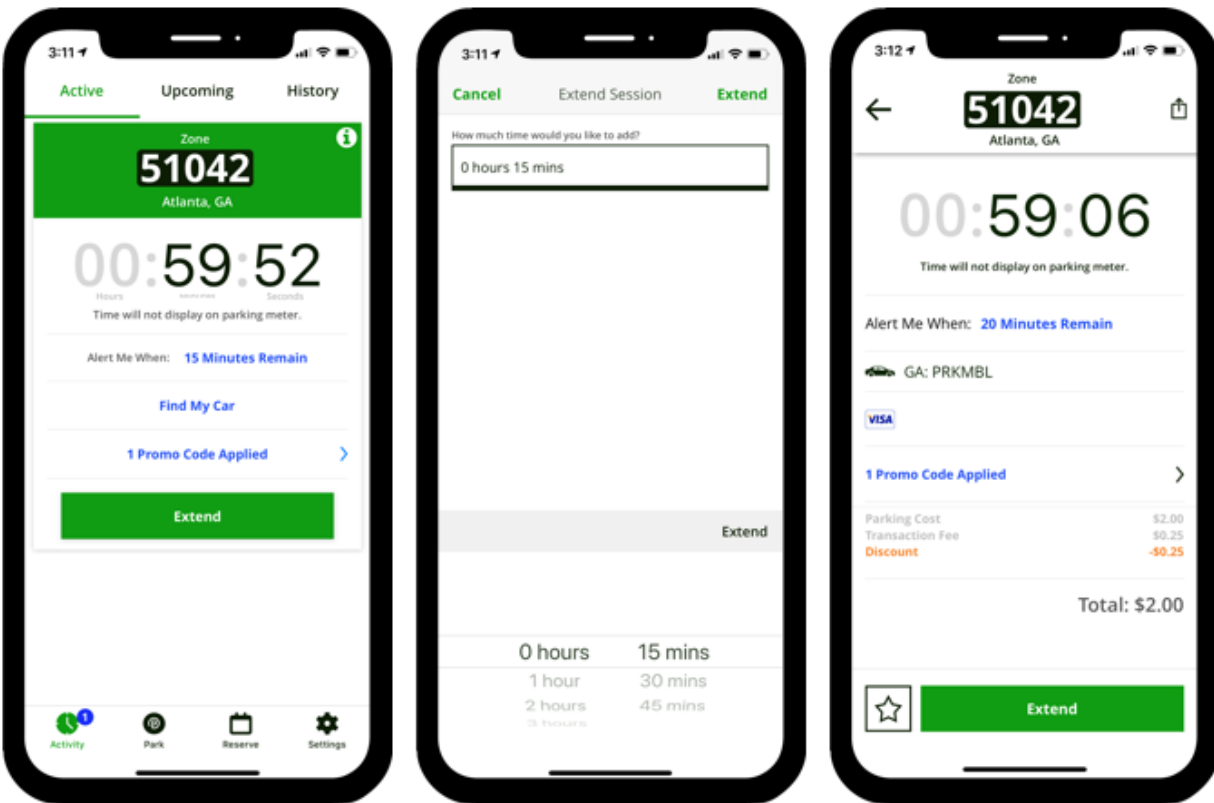
Figure - ParkMobile Extend Time

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7. Allows for enforcement of all system time limits;

ParkMobile Response:
ParkMobile gives our clients control of rates and policies through ParkMobile 360 for complex rates, time limits, and policies. In addition, ParkMobile 360 gives you a complete view of rates and policies across multiple locations. We detail the policy management features in *7. Examples of software functionality and reporting capabilities*;

---

8. Does not allow purchase when desired time includes restricted parking periods (i.e. street sweeping restrictions or paid parking holidays);

ParkMobile Response:
ParkMobile provides ParkMobile 360 to manage rates and policies in real time, including not allowing payments during periods when the City does not charge for parking. Our rate engine also includes the ability to restrict parking transactions during blocked out periods such as holidays, street sweeping or free parking hours. Non-payment periods are easily editable in ParkMobile 360. We detail this feature in *7. Examples of software functionality and reporting capabilities*;

---

9. Provides a customer option to be informed via text, email, or app notification prior to the expiration of their parking session;

ParkMobile Response:

ParkMobile's platform provides automatic real-time alerts when parking sessions are about to expire in the form of SMS (text), email, and in-app push notifications. Users can set their preferences by turning on/off alerts, as well as adjust the alert timing to a customized schedule (ie. 5,10,15 minutes) before a session is about to expire. Please see more detailed information on real-time alerts and push notifications for session expirations in our response in *Requirement #5* above.

---

10. Allows for pre-payment of parking up to designated timeframe prior to paid parking operational hours (This is not intended to be a system, but a payment held in escrow for the vehicle in the space until the meter operational hours go into effect e.g. pay for parking at 5.30am for parking at 6am when enforcement begins);

ParkMobile Response:

The City's customers will be able to prepay for parking sessions with the ParkMobile app before paid parking hours have begun. ParkMobile's experienced teams are well-versed in supporting a wide variety of municipal parking deployments, including Pay-by-Space and Pay-by-Plate operations.

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11. Allows the City and other entities to validate paid parking in various increments and/or provide coupon codes (on & off-street) and/or use other creative ways to enhance the overall customer and downtown parking experience;

ParkMobile Response:

ParkMobile members are able to redeem and/or validate parking sessions using our combined platform for on and off-street parking. We deliver these services in real-time, so the City's parkers are able to receive parking discounts as early as their very first transaction.

Seamless Validations for Your Parking Operations

Promo codes and validations allow clients to validate parking by offering a percentage or dollar amount off of parking. Customers can apply the code provided to their account or to an active session and will receive a discount on their transaction. The functionally is fully customizable, so clients can facilitate promo codes with a set number of uses, time frames, zones eligible, and more.

Types of codes:

1. Multi-use - codes that can be claimed multiple times by the same users.

2. Single-use - unique codes that once claimed are no longer valid

How it works:

- Clients submit code requests to our client support team via promo code order form
- Our support team configures codes and provides spreadsheet of configured codes to the client
- Client can then distribute codes to customers or merchants as they see fit. Coupon packs can be sold at a discount or for full value, treating them like cash and receiving the revenue up front.

A few use cases:

- 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

This program can be easily added to the current parking program ParkMobile provides today.
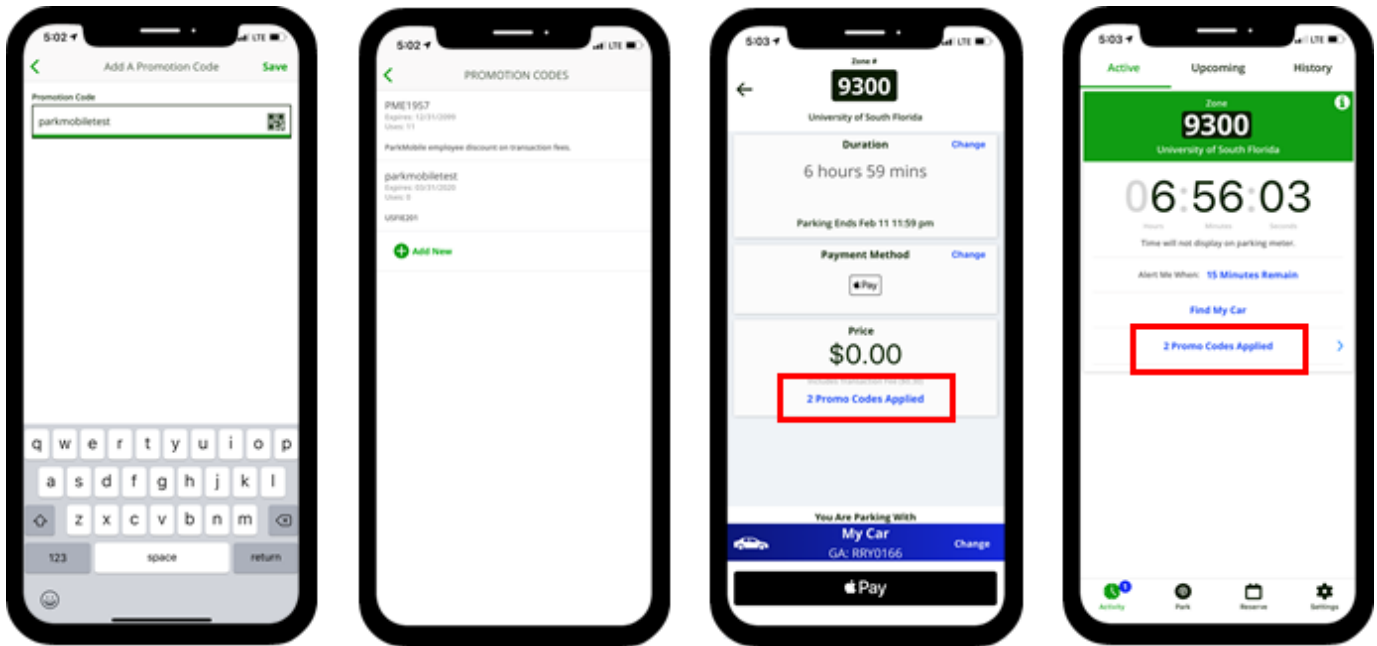
Figure – ParkMobile Validation App Workflow

Benefits of ParkMobile's Validations Program

Drive more business for merchants with an easy and configurable option for parking validations

Improve the parking experience for customers as they engage with participating establishments

Allow customers to apply parking validations to both current and retroactive parking sessions

Encourage customers to continue using the ParkMobile app to process their parking transactions

12. Responsible for full integration of pay by phone system with all current Parking Access and Revenue Control System (PARCS) systems and enforcement systems and ability to integrate with future parking management and enforcement systems;

ParkMobile Response:

Integrations

The breadth of our capabilities is based on ParkMobile's ability to integrate to the entire mobility ecosystem. Through these integrations the City will easily be able to enforce mobile pay transactions through ParkMobile without additional hardware or software. ParkMobile maintains active integrations with all major Meter and Enforcement vendors, including DataTicket, IPS, MacKay and T2 Systems.

Figure – ParkMobile Integrations

Through our openly available APIs as well as direct integrations, we integrate to more providers than any other mobile payment platform. This includes meter vendors, enforcement systems, LPR devices, parking operators, parking and traffic data companies and payment providers, enabling the client to adopt a best of breed approach to their mobility strategy and providing flexibility to move vendors. We continue to expand our list of integration partners and will continue to put resources towards securing more vendor partnerships creating a seamless parking operation for our clients.

To ensure flexibility in all aspects of managing parking if the City chooses to implement a dedicated enforcement and citation management at the outset of operation or in the future, ParkMobile's open API will send the transaction data displayed in nForce directly to your enforcement system in real-time for a seamless operation. Below are the enforcement and LPR vendors, including DataTicket, that ParkMobile currently integrates with:

Figure - ParkMobile Enforcement Integrations

Bridging On and Off-Street Parking With Gated Integrations

ParkMobile also has unique capabilities that will allow the city to accept contactless payment in gated and non-gated locations with the same app, *with or without a prepaid reservation made by the customer*. Parking operations that leverage ParkMobile's exclusive capabilities for drive-up mobile payments at gated locations include the Cities of Minneapolis, MN, Miami Beach, FL, Walnut Creek, CA, as well as parking operations in New Jersey, Virginia, Seattle, and several other markets across the US.

ParkMobile interacts with gated PARCS systems in two different ways

Zone Parking (Pay-by-Cell)

1. Aka "OnDemand", "Contactless Payments", or "Mobile Payments"
2. Drive up parking similar to what is often used for on-street or open surface lot parking
3. No need to actively manage inventory or hold spaces available

Reservations

1. Pre-paid parking that ensures a space for the customer before arrival
2. Can be used for special events, daily parking, and complimentary guest parking
3. Inventory is actively managed to balance occupancy and hold pre-purchased spaces available

Benefits of Adding ParkMobile at Gated Locations

Give customers a contactless payment solution

Offer customers a quick and easy mobile pay option

Provide a faster entrance and exit at the parking garage

Reduce wear and tear on your equipment

Shorten wait times at the pay-on-foot stations

Differentiate your facilities by offering ParkMobile

Integrate easily with your validations program

Reach ParkMobile's network of millions of users

Zone Parking at Gated Parking Locations

ParkMobile's integrations with PARCS providers allow drive-up or transient parkers to use the ParkMobile app to pay in two different workflows, depending on the PARCS brand:

Zone Parking *Ticket Takeover* User Flow

1 The driver enters the facility and pulls a ticket from the machine.

2 Once parked, the driver enters the zone number from nearby signage into the app.

3 The driver then scans the barcode from the pulled ticket in the ParkMobile app.

4 To exit, the driver inserts the ticket into the machine, prompting the app to process payment and the gate to lift.

Zone Parking *Scan In & Out* User Flow

1 The driver enters the zone number from signage on PARCS equipment into the ParkMobile app

2 The driver scans the QR code generated by the ParkMobile app, raising the gate for entry.

3 The gate is lifted and the driver enters the facility.

4 To exit, the driver selects "Ready to Leave" in the ParkMobile app and follows prompts for the app to process payment and lift the gate.

13. Payment data uploaded in real-time:
a) License plate
b) Time of purchase
c) Location/zone
d) Dollar amount
e) Expiration time
f) Payment method;

ParkMobile Response:

City staff will have role-based access to financial reporting tools through ParkMobile 360 and will have access to this data at all times. ParkMobile 360 includes access to all available data at all times.

14. Provide unlimited web-based password-protected role-based accounts for the City, including options for read-only accounts, enforcement accounts, and administrative accounts;

ParkMobile Response:

ParkMobile complies. Our back office systems are all web-based and password-protected. We offer administrative controls for specific access including role based accounts for read-only accounts, enforcement accounts, and administrative accounts. Further detail on these systems is in *7. Examples of software functionality and reporting capabilities* *section of this proposal.*

15. Notify City via email and phone of any system errors or service interruptions and provide at a minimum:
a) Nature of error or interruption.
b) Scope of error or interruption.
c) Estimated time to return system to normal operation.
d) Available workarounds.
e) Notification for planned outages to be made at least seven calendar days prior to outage;

ParkMobile Response:

ParkMobile processes over 350,000 transactions every day. Maintaining 99.95% uptime is a top priority for our technology team.

To ensure consistent system performance, ParkMobile maintains high-availability load balancers, firewalls, and other infrastructure components. This helps avoid single points of failures and minimizes interruptions. ParkMobile has many monitoring tools such as DataDog in place to automatically notify when there is an interruption, degradation in service, or a security incident. If there is a service or security incident, ParkMobile utilizes OpsGenie, emails, phone calls, and Slack to inform the proper internal team members.

In order 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 Account Management in turn communicate with clients and other key external stakeholders. ParkMobile engages third parties, vendors, and enforcement providers in order to triage and resolve issues.

ParkMobile will not perform maintenance between 9:00 AM-9:00 PM unless it is critical, and we will give advance notice to the City of any planned downtime for maintenance. This will include the date, time and estimated duration. ParkMobile's standard Service Level Agreement (SLA) is 99.95%. System uptime

during paid parking hours can be expected to be much higher.

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16. Provide system up-time of 99.9%. Provide a pro-rated credit of any non-transactional service fees for any error or unplanned outage preventing normal use of the system and occurring for more than four consecutive hours;

ParkMobile Response:
ParkMobile exceeds this SLA requirement. ParkMobile's standard SLA is 99.95%.

---

17. System must be expandable to include:
a) New parking areas and facilities both on and off-street
b) Additional payment options such as QR codes, Pay Pal, Google Wallet, Apple Pay, etc.
c) Integration with Automated License Plate Recognition Systems;

ParkMobile Response:
ParkMobile is prepared to facilitate expansion of the mobile payment services to new parking areas including on and off street as soon as the City is ready. ParkMobile is the only vendor equipped with the platform and active integrations to fully integrate with all of the City's on-street and off-street operations and providing value to drivers with a single app that serves all of their parking needs.

Additionally, ParkMobile can enable the City to sell prepaid reservations for daily parking and special events through the same platform drivers use for on-street parking. See *ParkMobile Reservations For Pre-paid & Complimentary Parking* for more information on our Reservation capabilities.

Figure - ParkMobile Integration Categories

True Consumer Choice

With ParkMobile, the City of Redondo Beach parking customers will have the ability to pay for parking either with, or without the ParkMobile app in the options discussed above in Requirement #1 above. ParkMobile is also the only mobile payment platform in the market that provides OnDemand, Reservations, and real-time Parking Availability in the same user interface. ParkMobile's true consumer choice features as follows: Guest Checkout, Text To Park, and Google Integration. Whether the parking customer has our app, another ParkMobile powered mobile parking app, or no app at all, anyone can now pay for parking through ParkMobile.

License Plate Recognition

ParkMobile currently has over 200 clients using LPR to enforce paid parking. ParkMobile is prepared to deploy our active integrations with the City's current enforcement vendor, as well as any other enforcement and/or License Plate Recognition systems the City may wish to implement in the future as part of a conversion to Pay-by-Plate operations. The diagram below details the data flow and enforcement procedures for ParkMobile's integrations for LPR.

ParkMobile | Enforcement Integration

Note: This integration workflow diagram is specifically for real-time mobile payments integration and enforcement. This does not apply for pre-paid parking reservations.

User arrives at location and parks in an open parking space

User sees ParkMobile sign and starts a parking session

ZONE 454

User leaves the parking location

ParkMobile Parking Rights Database

Refreshes automatically or manually

Enforcement provider requests parking rights from the ParkMobile nForce API

Enforcement Handhelds make real-time requests to double check before writing a citation

Enforcement Provider Database

18. Allows for the ability to handle dynamic pricing and for rates and schedules to be programmed and reprogrammed in a flexible manner, in real-time and without any system downtime. Rate structure to be established by City. Capability for: a) Graduated hourly rates.
b) Day, evening, night, and weekend rates.
c) Weekly and monthly permit rates.
d) Grace periods (i.e.,15 minutes free).
e) Flat rates for events.
f) Holiday rates.
g) Residential rates.
h) Programmable time slots as small as ten minutes.
i) User-defined maximums (2-hour, 4-hour, 12-hour, 24-hour, etc.)
j) Submit the minimum number of programmable time slots per day and per week
k) Automatic adjustment for daylight saving time and leap year in fee calculations;

ParkMobile Response:

We detail the capabilities of the ParkMobile dynamic pricing and programming of rates and policies in *7. Examples of software functionality and reporting capabilities*; as well as the chart here displaying ParkMobile customizable rules and rate structures to accommodate the needs of the City today and into the future.

ParkMobile Customizable Platform Rules and Rate Structures Options
Mobile Parking Session Options
Customize Platform to Begin Mobile Parking by: • **Start Duration** • **Start/Stop** • **Start Duration with Optional Stop**
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**
Mobile Parking Messaging Options
Customized Messaging • **On-Street Closures** • **Off-Street Event Rates (for ParkMobile Reservations Deployments)**
Mobile Parking Enforcement Options
Create 'No Return' and/or Block Out Consecutive Parking in Same Zone(s) • **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** • **Staff has ability to identify high volume mobile parking zones to determine if mobility solutions like tiered and/or dynamic pricing are appropriate** Customizable Reviews for All Mobile Parking Sessions in Real Time • **Ability to Review 'Grouped Mobile Parking Sessions'**

19. Allows for the ability to track revenues by designated district or zones to ensure funds are allocated accordingly;

ParkMobile Response:

Transactions can be listed for a specific department to ensure funds are allocated properly. Reports can be configured for automatic delivery via email at the City's desired interval (daily, weekly, monthly, etc.) to streamline reconciliation activities and revenue tracking.

20. Allows for full auditability and tracking of all transactions including tracking of validations and coupon codes.

ParkMobile Response:

City staff will have access to a wide variety of flexible reports in the ParkMobile 360 Self-Administration Portal, which can be used to audit transactions, fees, and parking revenue. Please see the sample reports and product brochures included with this submission for detailed information on the financial and operational reporting that will be available to City staff with ParkMobile 360.

21. Can be scaled to include weekly and monthly permit sales via web or smartphone app.

ParkMobile Response:

ParkMobile is unique from other Pay-by-Cell platforms in the sense that our app serves every stage of the customer parking journey, not just the moments of making or extending a transaction. Whether a driver is planning weeks or days in advance by reserving a spot for a concert or event, looking for an available spot before reaching their destination, obtaining a monthly permit or completing a traditional Pay-by-Cell transaction, ParkMobile offers unique functionality to deliver a richer customer experience through additional platforms.

We detail our reservation and digital permit services in *10. Additional information*

22. Provide for the minimum accuracy levels:
a) Fee Calculation: 100%
b) Revenue Amounts: 100%;

ParkMobile Response:
ParkMobile accepts this requirement.

23. Allows customers to contact the Contractor with complaints and for refund requests;

ParkMobile Response:

ParkMobile's member services team are ready to provide assistance to all customer complaints and issues related to use of ParkMobile's system. During business and evening hours Monday-Saturday, the support team is staffed with ParkMobile's own bilingual full-time employees based out of our US offices. ParkMobile's Level 1 PCI compliant call center ensures customers' data is fully secured.

Parkmobile customer service standard hours of operations are from 7 a.m. until 9 p.m. Monday through Saturday, 8 a.m. until 8 p.m. on Saturday, and as needed on Sunday and holidays. Our phone and email channels are monitored by well trained and motivated agents located in our Atlanta, GA offices or our

back up facilities in Orlando. At all times a customer can reach a live body operator. Furthermore, patrons can initiate a parking session via IVR or using the 1-800 number designated specifically for our partner's operations. Live body service representatives are available 24/7/365 with a bilingual English and Spanish speaking customer service team. They can assist with any operational functions, including beginning a session, assisting with purchasing online reservations for off street operations as well as updating account details. Additionally, the Help Center which currently has English only knowledge base articles will be fully translated into Spanish later this year.

24. Allows for integration with, or directly provides space availability information, including directional maps and signage;

ParkMobile Response:

Find My Car Feature

A popular feature of the ParkMobile app is Find My Car. This enables a user to get walking directions back to the location of her car. The user can select from multiple mapping options to get the directions - Apple Maps, Google Maps, and Waze.
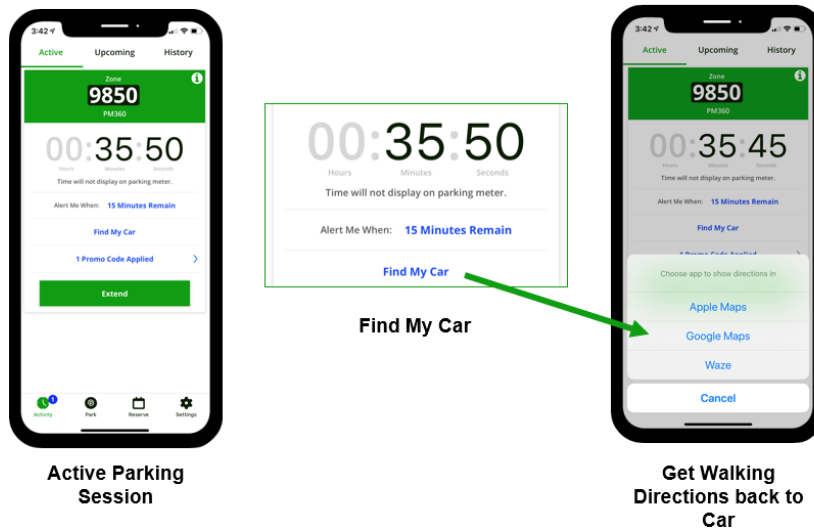
Figure - ParkMobile Find My Car Feature
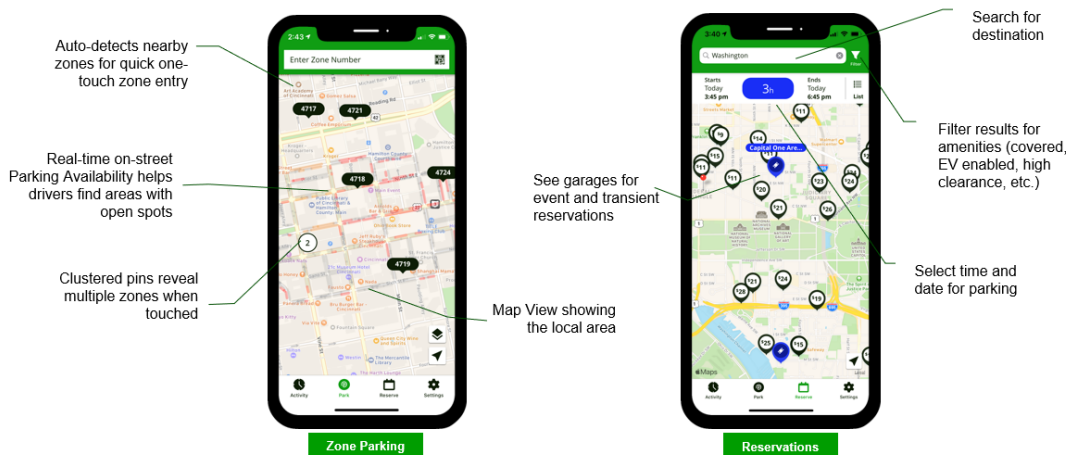
Map views in the ParkMobile app provide drivers with intuitive location information for both Zone (pay-by-cell) parking and Reservations

ParkMobile's Platform Serves Every Stage of the Customer Journey

Many of the mobile payment providers in the parking industry are able to accommodate a payment, provide customers with notifications, and offer the option to extend parking sessions remotely. However, there are many stages of the customer parking journey that take place before and after the moment of transaction. The majority of mobile parking apps on the market do not offer valuable features to support these pre- and post-parking stages. ParkMobile serves customers throughout all stages of the parking journey, while most pay-by-cell apps simply support the transaction stage

Planning Ahead	Navigating	Payment	Post-Parking Value
✓ Event Reservation	✓ Wayfinding in-app	**Basic Pay-by-Cell** ✓ On-street or open lot payment	✓ Find my car
✓ Transient Reservation	✓ Map View	✓ Notifications and extensions	✓ Usefulness of app elsewhere
	✓ On-street parking availability	✓ Gated payments	✓ Rewards and perks with ParkMobile Pro
		✓ Expanded payment methods	✓ Fleet management

Figure - ParkMobile offers more than other Pay-By-Cell Vendors

ParkMobile's platform delivers rich functionality and user convenience to our members through a mobile first native map view embedded in app as well as web properties with deep integrations to the leading map, navigation and parking data providers. Please see link demonstrating this feature: https://vimeo.com/261903714

Redondo Beach's mobile parking patrons would have access to the following capabilities:

- Native map view with location identification showing the user nearby zones. A user can then touch the zone number to initiate a parking session.
- Integration to major mapping platforms (Apple, Google, Waze) to expose nearby retail, lodging and transit options
- Wayfinding and turn by turn directions to nearby parking facilities (for reservations)
- Find My Car feature to get walking directions back to parked vehicle after a Zone (pay-by-cell) parking session.
- **Parking availability and map enabled wayfinding to navigate to open spaces on-street**

The ParkMobile app can use location services on the parker's device to detect which zone they are parking in for a specific location. This helps ParkMobile show nearby parking zones to the users reducing friction and errors. Location services can be turned on or off by the user.
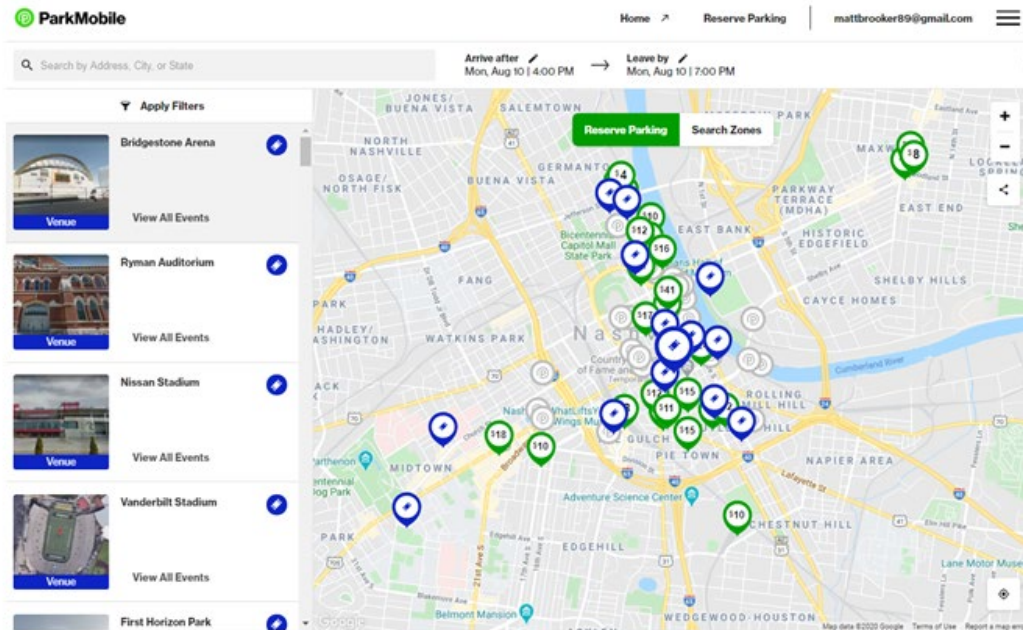
Drivers can also find map views and detailed location information online at parkmobile.io
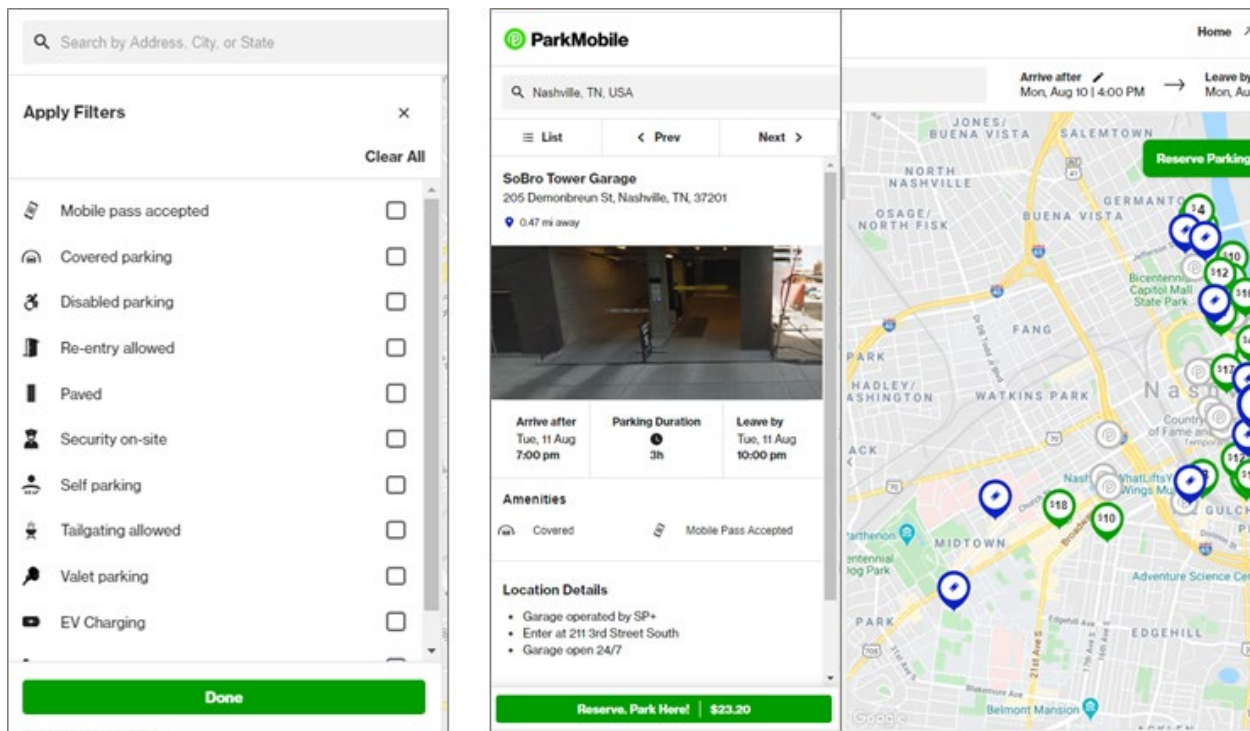
ParkMobile Reservations displays location details, photos, and amenities. Drivers can even filter their search based on location amenities

Parking Availability

ParkMobile's Parking Availability feature shows a user where the open on-street parking spaces are in her area. The user no longer has to circle the block looking for parking, saving time, frustration, and gas money. This feature can also help reduce a driver's carbon footprint. ParkMobile currently has availability integrations with INRIX and CivicSmart. ParkMobile enables real time availability for on-street parking in over 100 cities across the US and Canada. In this area of availability and parking data, the industry is rapidly evolving. ParkMobile is committed to retaining maximum flexibility for our partners. In the future, availability information will also be available for off-street parking locations. The image on the left below shows actual availability data in Nashville as it is currently visible to ParkMobile Pro subscribers. You can watch a video demo of the Parking Availability here: https://vimeo.com/261903714

INRIX   **CivicSmart**
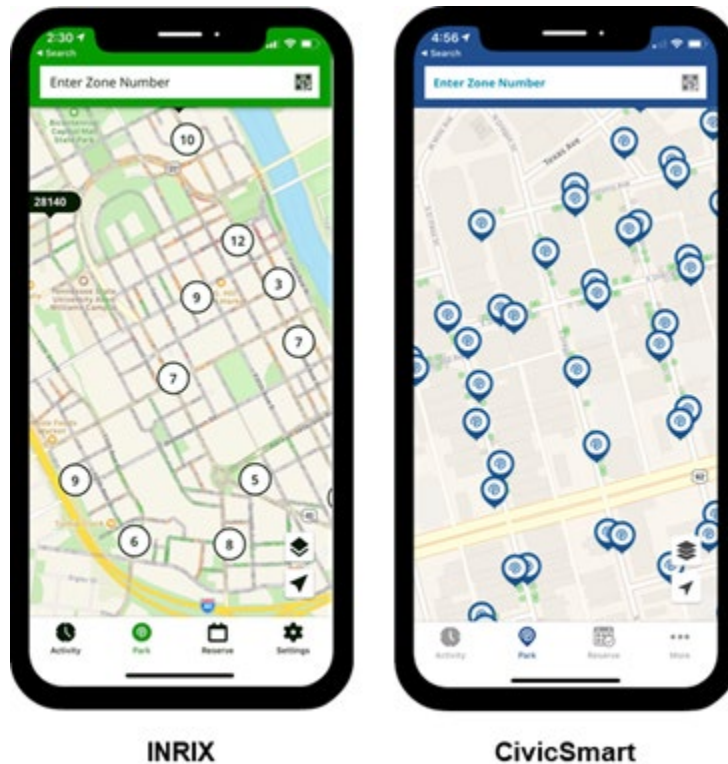
On-street parking availability displayed in the ParkMobile app. The left image shows what is currently viewable to ParkMobile Pro users in downtown Nashville today

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25. Payments must be available through multiple options (Application, website, SMS/text, phone, etc.);

ParkMobile Response:
ParkMobile details the multiple options for ParkMobile payments in *Requirement #1* above including App, web, SMS/Text and phone.

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26. Application must be available for both iOS and Android operating systems;

ParkMobile Response:
ParkMobile is available on both the iOS and Android platforms from the App Store (iOS devices) and the Google Play Store (Android devices).

27. System must have a mobile website that works on most older devices and that can be accessed by computer;

ParkMobile Response:

ParkMobile details our mobile website functionality in *Requirement #1* above.

28. System must be able to communicate the paid status of vehicle to enforcement handheld devices and LPR software system in real-time;

ParkMobile Response:

ParkMobile active integrations to enforcement providers enables real-time communication to handheld and LPR software systems. We detail our integration capabilities in *Requirement #12* and *Requirement #17* above.

29. Any convenience fee must be clearly communicated to the customer, and the Contractor must demonstrate methods used to minimize any convenience and processing fees to the extent possible (digital wallets, etc.), City must be informed of all costs;

ParkMobile Response:

ParkMobile has flexible pricing models that allow us to tailor convenience fee structures to meet the goals of our clients. In #*9. Cost proposal* we provide several options for the City to choose from regarding convenience fee and pricing structures. ParkMobile understands and appreciates the City's desire to minimize the cost of services. ParkMobile welcomes the opportunity to work with Redondo Beach staff to determine the best convenience fee structure to meet the City's goals and maximize adoption of mobile payments.

Fees for ParkMobile services are transaction-based and paid by the end users, with no upfront costs, setup costs or hidden fees to the City. The fee is clearly communicated to the end user at the time of the transaction. The ParkMobile contract clearly sets the terms for any changes to the convenience fee.

ParkMobile is ready to deliver the industry's most flexible mobile parking payment options. ParkMobile supports both pay per transaction and mobile wallet payment models. Client's will determine if they would like to enable wallet payment at their parking locations and have ParkMobile serve as Merchant of Record for Wallet transactions.

The mobile wallet allows the user to add funds which will be decremented over time as they pay for parking. ParkMobile users will not be able to start a parking transaction with their ParkMobile wallet if there is not enough money in the account. They will be asked to fund the wallet with more money before completing a transaction. The ParkMobile wallet does not allow users to have a negative balance.

Perks of Using ParkMobile Wallet

Save money on ParkMobile convenience fees for every parking transaction.

Track your spending with only one Wallet transaction versus individual credit card transactions.

Opt in to automatic reloads to your Wallet when your account balance reaches zero.

Cancel your Wallet at any time to be refunded any unused balance to your account.

30. The Contractor will be responsible for the installation and removal, and costs of signage, decals and/or QR codes, and marketing;

ParkMobile Response:

Because ParkMobile is already deployed in Redondo Beach the City can choose to use the newly designed signs installed at the Pier and Plaza parking structures or work with ParkMobile for newly branded signs and decals for on street parking payment with ParkMobile. ParkMobile will provide these signs as part of a new contract term should we be awarded this contract. 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 the City is pleased with for the mobile payment system. The City will be responsible for installation of any signs or decals provided by ParkMobile.

31. Provides reporting and data that integrate with existing parking management systems and provides access to data via API for future needs;

ParkMobile Response:

ParkMobile API and Developer's Portal

ParkMobile is a true platform that allows for the management and support of many parking technologies. Our integration ecosystem includes 100+ technologies across nine different categories, and our developer's portal provides our partners with easy and clear documentation to enable interaction with our API. Through a seamless integration process, our developer's tool kit allows our clients to easily scale their operations with the technologies of their choice.
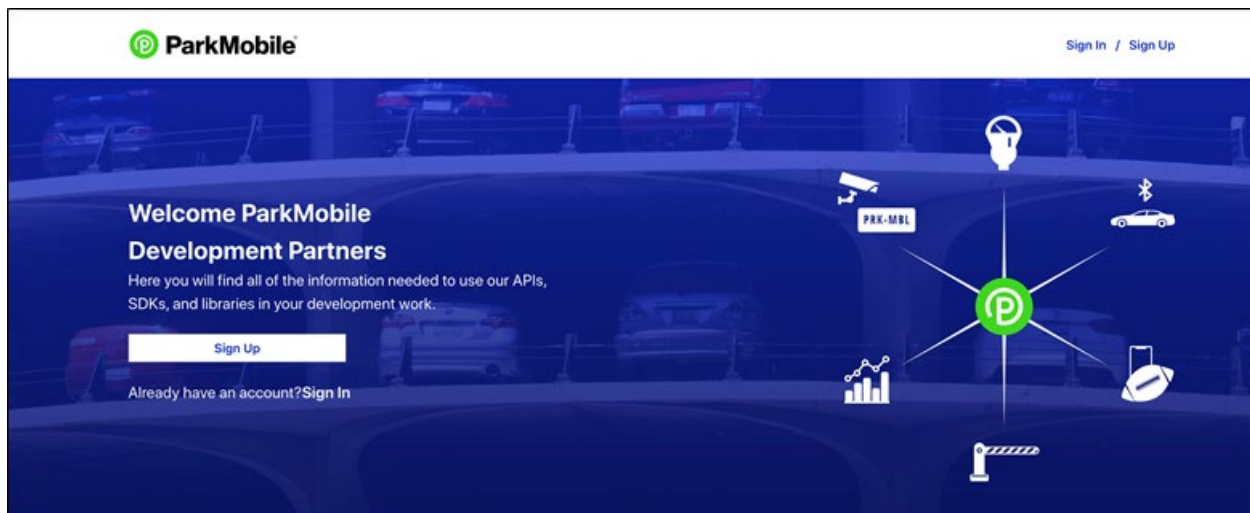
32. Credit Card Processing:
a) All applications and software that provide the ability to process Card Not Present transactions as defined by the PCI Council must be listed on the Visa Level-1 Service Provider Registry.
b) Real-time payment processing.
c) Ability to identify all CC payments by type of CC;

ParkMobile Response:

ParkMobile complies with these requests. We maintain PCI DSS compliance and we are listed as a Level 1 Service Provider.

33. Accept the following cards:
a) Visa
b) MasterCard
c) American Express
d) Discover
e) Bank-Issued Debit Cards with any of the above card brand affiliations, accepted as a credit card.
f) Ability to create and send receipts via SMS or email.
g) Ability to create and send receipts via SMS or email;

ParkMobile Response:

ParkMobile is ready to deliver the industry's most flexible mobile parking payment options. 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 includes Visa, Master Card, AMEX, Discover as well as emerging payments such as Apple Pay, the GooglePay app and stored value payments such as PayPal and the ParkMobile Wallet. Users can pay with the iOS and Android compatible app and extend payments through SMS text or email reminders, pay through the website at parkmobile.io, and with a voice toll-free 1-800 number.

ParkMobile provides detailed history of all parking transactions in the app and web. Additionally, email receipts of all parking transactions are provided. The receipt and session will provide an individual confirmation code to ensure each sale is unique.

34. Proposer will be the Merchant of Record, unless otherwise stated.

ParkMobile Response:

ParkMobile provides an option for ParkMobile to be the Merchant of Record as well as the City to be the merchant of record (MOR). As stated in the RFP specification and subsequent addendum, the City would prefer for ParkMobile to be merchant of record and that is how we process all ParkMobile transactions at Redondo Beach today.

ParkMobile is flexible on pricing options and we've laid out 3 options for the City to review in our pricing section to select the best fit in passing the fees to the end user and minimizing cost to the City.

If the City chooses to be Merchant of Record (MOR), parking transactions would be deposited directly into the City account. The City would be responsible for credit card processing costs through your chosen payment processor, and ParkMobile would invoice the City monthly for our transaction fee. ParkMobile is integrated directly to many payment processors including Bank of America FirstData (and extensive experience with the AMG Payments offering).

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35. All credit card system components must be compliant with PCI-DSS and EMV;

ParkMobile Response:

ParkMobile is compliant with PCI DSS, ISO 9001:2015, and SSAE 18 requirements. 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.

- ParkMobile has had no security breaches.

EMV requirements do not apply since our app payments are "card not present" transactions. EMV applies to hardware solutions with "card present transactions".

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36. Credit Card gateway to be part of PCI P2PE as listed on the PCI-SSC website and VISA Level-1 Service Provider as listed on the VISA website;

ParkMobile Response:

ParkMobile Complies. We are a PCI DSS v3.2.1 Level 1 Service Provider and our latest *Attestation of Compliance (AOC)* is included with the Supplemental Materials of this submission. Additionally, please see the links below to the Visa and MasterCard Global Registry of Service Providers for PCI DSS Level 1 compliance:

- Visa:*https://www.visa.com/splisting/viewSPDetail.do?spId=1059&coName=PARKMOBILE%2C%20LLc*

- MasterCard:*https://www.mastercard.us/content/dam/mccom/global/documents/Sitedataprotection/site-data-protection-pci-list.pdf*

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37. SSL-256 encryption;

ParkMobile Response:

- 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.

38. Contractor must provide back office support and access for payment inquiries, data storage and retrieval, and reporting. Provide online, password-protected portal for administrative users to include ability to:
a) Create and manage accounts, including access credentials for administrative staff.
b) View customer registration records.
c) View reports.
d) Manage parking zones by block-face or geographic area.
e) Manage rate structures and application to parking zones;

ParkMobile Response:

Member Inquiries and Account Management
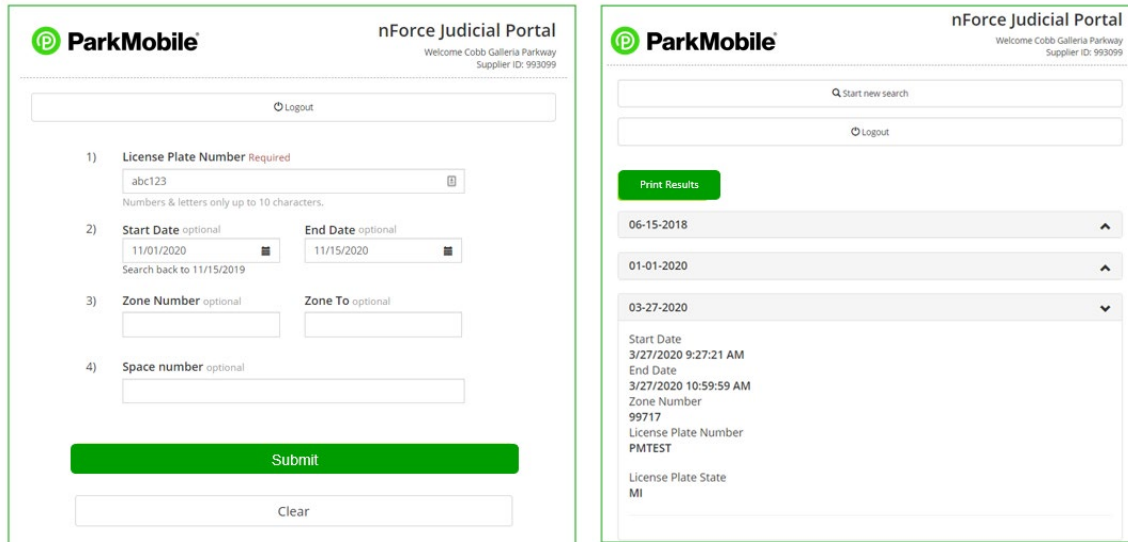
ParkMobile's Member Services team will handle all customer related inquires. ParkMobile will work with the client to create a customized prompt that our member services team will read should a customer call in about a specific issue. The most common questions that come up are those surrounding parking tickets in which we would provide information to the customer about how to contact the client to further assist. Please see link to our City of Redondo Beach Help Center *HERE*

ParkMobile's member services support team handles the creation & management of user accounts on behalf of our clients. All of this functionality is provided in a PCI DSS Level 1 secure environment. ParkMobile's Member Services team also has the ability to activate/deactivate any user account when necessary. New ParkMobile members can register via customer service reps, get answers to questions, request changes to their account and other services. ParkMobile also makes most options available within the smart app and website, including partner's websites and provide a robust self-help (FAQ) section to assist members with most questions.

Admin Portals

The ParkMobile 360 platform supplies our clients with a password accessible portal tailored to their specific job role. 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 that 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. We detail ParkMobile 360 in more detail in *7. Examples of software functionality and reporting capabilities;*

For adjudication purposes Read-only users can use the Judicial portal to quickly look up vehicle plate numbers to verify all associated parking history. This portal has an intuitive interface and is ideal for reception or office staff who handle customer inquiries regarding parking citations. ParkMobile developed this to streamline the citation process and provide better service to adjudicators tasked with reviewing and deciding citation appeals. The transaction history displayed the necessary documentation that will help resolve disputes related to citations. Accessed data does not include ANY customer person payment information (i.e. full credit card number).

Figure – ParkMobile Judicial Portal Search and Results

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39. Contractor shall supply and install all related signs, decals, and other information in the public right- of-way;

ParkMobile Response:

ParkMobile will furnish all pay-by-smartphone/app related signs and decals. ParkMobile will advise on appropriate marketing/signage of the product to encourage customer use and education.

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40. Provide details of operating sequence to the City e.g.
i. Customer calls designated Pay by Cell phone # or accesses smartphone app.
ii. System prompts customer to identify location.
iii. System prompts customer to select duration of stay or payment amount.
iv. System accepts payment via stored, touchtone, or app inputted payment card data.
v. System confirms purchase.
vi. Customer receives notification of impending time expiration and option to extend purchase (if within parking rules);

ParkMobile Response:

ParkMobile provides this information above in Requirement #1

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41. Contractor must provide City with full instruction and training on system.
a) Fully instruct the City's designated personnel in the operation of the system.
b) Coordinate scheduling of on-site and in-person instructional classes with City's designated personnel to avoid conflicts and peak-period personnel demands.
c) Submit a proposed instruction schedule prior to equipment installation. City will tentatively approve or suggest changes to the training schedule.
d) Ample time should be allotted within each session for the instructor to fully describe and demonstrate all aspects of the system and allow City personnel to have hands-on experience.
e) All instruction courses will consist of classroom instruction and actual "hands-on" experience. Classes will be set up in a room designated by the City. Generally, in-person training is preferred vs. online training.

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f) Provide all documentation required for instructing City personnel. The City retains the right to copy training materials as frequently as required for ongoing internal use only.
g) Provide an instructional notebook or user's manual to accompany every instruction course. Submit a hard copy and electronic version of all manuals (operation and maintenance) written in common English with appropriate photos, diagrams, and schematics to supplement the text;

ParkMobile Response:

ParkMobile will provide the City with full instruction and training on the system. We detail our thorough and ongoing training in *8. Customer support and training;.*

42. The successful Contractor must provide City with a detailed System Acceptance Testing Plan;

ParkMobile Response:

ParkMobile complies with this request and performs these activities for each deployment. 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. For the City of Redondo Beach, we will detail the requested items in a System Acceptance Plan to demonstrate full functionality, passing acceptance and performance standards.

43. Provide product data, including the following:
a) Provide a plan that demonstrates the full functionality of the system.
i. Include demonstrations of compliance with all specifications, contractual compliance, definitions of all test objectives, participant responsibilities, documentation of tests, and procedures for dealing with failures during tests.
ii. Include testing for completeness and accuracy of all required system reporting.
iii. Confirm that all specified features are provided and fully operational before Acceptance Testing.
iv. Notify City or City's Representative in writing at least one week prior to official test session. If a test is not successful, correct noted deficiencies and advise City or City's Representative, at least two days in advance, that test session is ready to resume.
v. City or City's Representative may participate in and/or witness tests.
b) Passing Acceptance testing, even if performed in the presence of the City or City's Representative, does not relieve the Proposer of the responsibility to provide a system in accordance with the Specifications.
c) Promptly correct all problems encountered at no cost to the City and schedule and perform re-testing of system to ensure problems have been corrected.
d) Thirty (30) Day Operational Test and Final Acceptance. After the go-live date, the City will conduct an operational test for thirty (30) days. Performance Standards:
i. System is fully operational for the complete monthly reporting cycle. For each down- time period of between one hour and eight hours, or programming problems that delay the report cycle, two days will be added to the test duration.
ii. All reports correlate 100% with credit card reconciliation;

ParkMobile Response:
a) Software applications and version(s).

As of the submission of this proposal ParkMobile application versions were:

Version 9.8 of the ParkMobile iOS application

Version 9.10 of the ParkMobile Android application

Version 7.3 ParkMobile Web

Version 6.71 ParkMobile Reservations

b) Application hosting service provider.

Amazon Web Services (AWS)

c) Payment card processing provider.

ParkMobile uses CHASE as our payment processing provider when ParkMobile is the merchant of record.

d) Payment card storage provider.

Amazon Web Services (AWS)

e) Payment card storage methodology and security.

Our platform maintains industry best-practices regarding firewall protections as per the PCI-DSS requirements. ParkMobile uses following products to protect against unauthorized access in addition to array of other products to effectively manage production systems.

- Amazon GuardDuty: Intelligent threat detection.
- Amazon CloudFront: Securely deliver data, videos, applications, and APIs to customers globally with low latency and high transfer speeds.
- AWS WAF: Web Application Firewall that helps protect web applications or APIs against common web exploits.
- Amazon Security Groups: Network segmentation with virtual firewalls.
- Aviatrix: Network Egress Management.
- DataDog: Log aggregation and monitoring.

Additionally, ParkMobile provides all of our partners with a $15 million Cyber Security Insurance Policy.

f) Screenshots of customer account app and web pages.
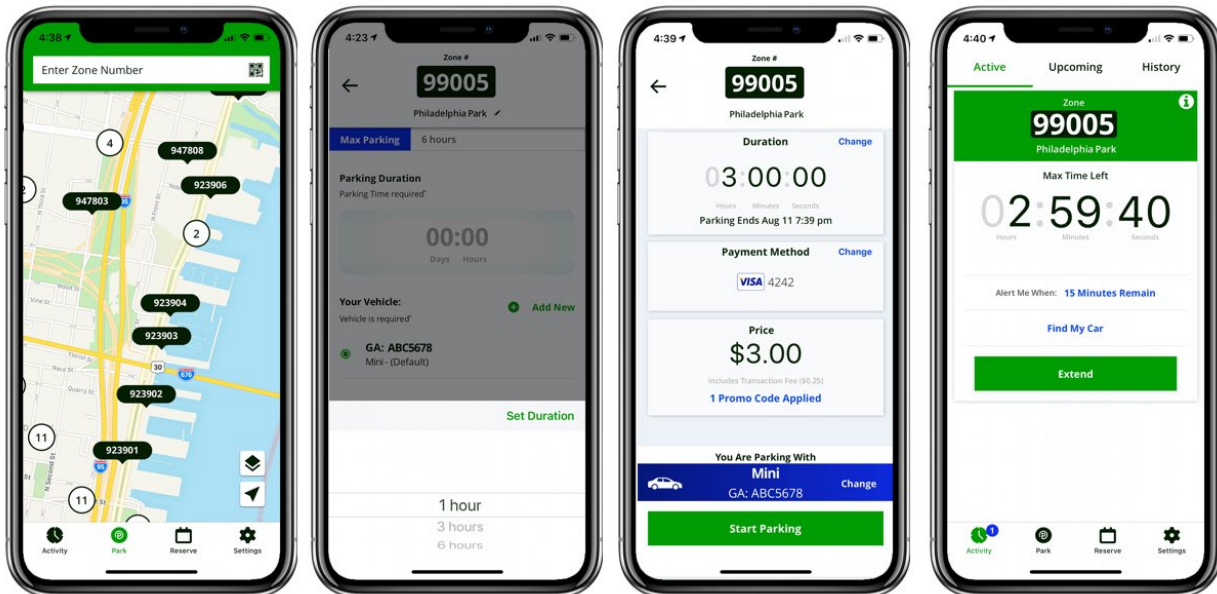
Figure - ParkMobile On Demand Application User Flow
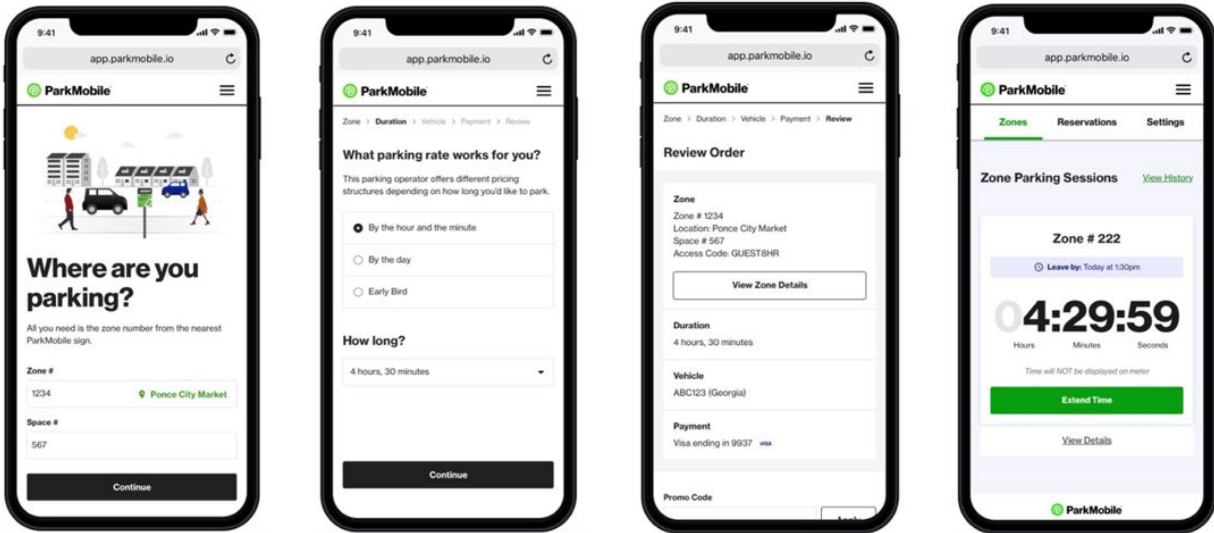
Figure - ParkMobile Mobile Web Experience

g) Sample transaction and revenue reports.

ParkMobile currently uses advanced reporting through Looker, which is embedded in our ParkMobile 360 platform. Our dashboards and reporting will enable your parking operations in a quick and easy way to slice and dice information to help you make better decisions. Examples of information you will be able to access are:

- Transactions
- User Trends
- Revenue
- Zone comparisons

In ParkMobile 360, you will have complete access to the data for your parking operation. You can see sample reports below.

PM360 Easy to Read Dashboards

PM360 Operational Reporting to Show Transactions by Zone

PM360 Financial Reporting - Transactions

PM360 Financial Reporting – Payment Methods

Financial Reporting — Payment Methods Report

Account: Cobb Galleria Parkway ✕

Payment Date Range: is in the range yyyy-mm-dd to yyyy-mm-dd   Start: 2020-03-01   End: 2020-03-31

Payment Methods Report

	Supplier Name	Payment Date Local Date	Location	Transactions Total	Payment Amount	Parking Amount	Vat Amount	Transaction Fee	Amex Amount	Amex Count	Chasepay Amount	Chasepay Count	Disc Amount	Disc Count	Jcb Amount	Jcb Count	Mc Amount	Mc Count
1	Cobb Galleria Parkway	2020-03-23		1	$0.10	$0.10	$0.00	$0.00	$0.00	0	$0.00	0	$0.00	0	$0.00	0	$0.00	
2	Cobb Galleria Parkway	2020-03-08		2	$8.10	$8.00	$0.00	$0.10	$0.00	0	$0.00	0	$0.00	0	$0.00	0	$0.00	
3	Cobb Galleria Parkway	2020-03-14		1	$4.05	$4.00	$0.00	$0.05	$0.00	0	$0.00	0	$0.00	0	$0.00	0	$0.00	
4	Cobb Galleria Parkway	2020-03-27		6	$11.65	$11.50	$0.00	$0.15	$5.10	2	$0.00	0	$0.00	0	$0.00	0	$4.05	
5	Cobb Galleria Parkway	2020-03-24		1	$4.05	$4.00	$0.00	$0.05	$0.00	0	$0.00	0	$0.00	0	$0.00	0	$0.00	
6	Cobb Galleria Parkway	2020-03-31		5	$18.25	$18.00	$0.00	$0.25	$0.00	0	$0.00	0	$0.00	0	$0.00	0	$0.00	
7	Cobb Galleria Parkway	2020-03-09		3	$14.15	$14.00	$0.00	$0.15	$5.05	1	$0.00	0	$0.00	0	$0.00	0	$9.10	
8	Cobb Galleria Parkway	2020-03-15		1	$4.05	$4.00	$0.00	$0.05	$0.00	0	$0.00	0	$0.00	0	$0.00	0	$4.05	
9	Cobb Galleria Parkway	2020-03-28		1	$3.35	$3.00	$0.00	$0.35	$0.00	0	$0.00	0	$0.00	0	$0.00	0	$0.00	
10	Cobb Galleria Parkway	2020-03-07		2	$7.10	$7.00	$0.00	$0.10	$3.05	1	$0.00	0	$0.00	0	$0.00	0	$0.00	

h) Description of customer payment process.

ParkMobile OnDemand Overview

Once a person downloads the app, they can navigate the map to initiate their parking session. You can watch a short demo of this process here: https://vimeo.com/245994227

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 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, a 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.
4. **Active Session:** Once the parking session is initiated, the user will see a countdown clock showing how much time is remaining. The user can customize the notification alerts when the parking session is about to expire. Once a session has been started a user can extend their parking session remotely with the tap of a button.

i) Sample signage design to market the pay by cell program.

ParkMobile will furnish all pay-by-smartphone/app related signs and decals. However, we will not install the poles and signs ourselves. We have provided a few options for sample signage that can be used to begin the design process specific to Redondo Beach.

j) Sample pay by cell sticker to adhere to parking meters to market the program.

We have provided various sizes for sample decals for the parking meters that can be used to begin the design process specific to Redondo Beach.

44. Contractor will outline timeline from contract award date to planned implementation/"go-live" date;

ParkMobile Response:

ParkMobile has over ten years of experience deploying our mobility solutions with municipal and university partner operations. Moreover, we have existing interfaces in place with T2 Systems, DataTicket, IPS and MacKay that will streamline the deployment timeline. Included in the *6. Project schedule and timeline* we include our sample 28 Day Implementation Plan for Redondo Beach. We are ready to deploy additional parking locations at the City of Redondo Beach including full marketing and social media services at no additional costs.

45. Contractor will provide any requested changes by the City within 5 business days of request.

ParkMobile Response:

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. The City's dedicated ParkMobile Account Manager is also available to assist in making any changes within five days of the request for each area.

6. Project schedule and timeline

Provide a timeline for completion and implementation of the Scope of Required Services;

ParkMobile Response:

ParkMobile experience and expertise deploying a mobile payment program is second to none. Because we are keenly aware that a successful deployment leads to a quicker adoption of the program and customer satisfaction, ParkMobile has a department exclusively dedicated to implementations led by our most seasoned employees. The knowledge provided by our implementation staff will ensure a smooth deployment for the City of Redondo Beach beyond the deployment. See here the ParkMobile Lifecycle.
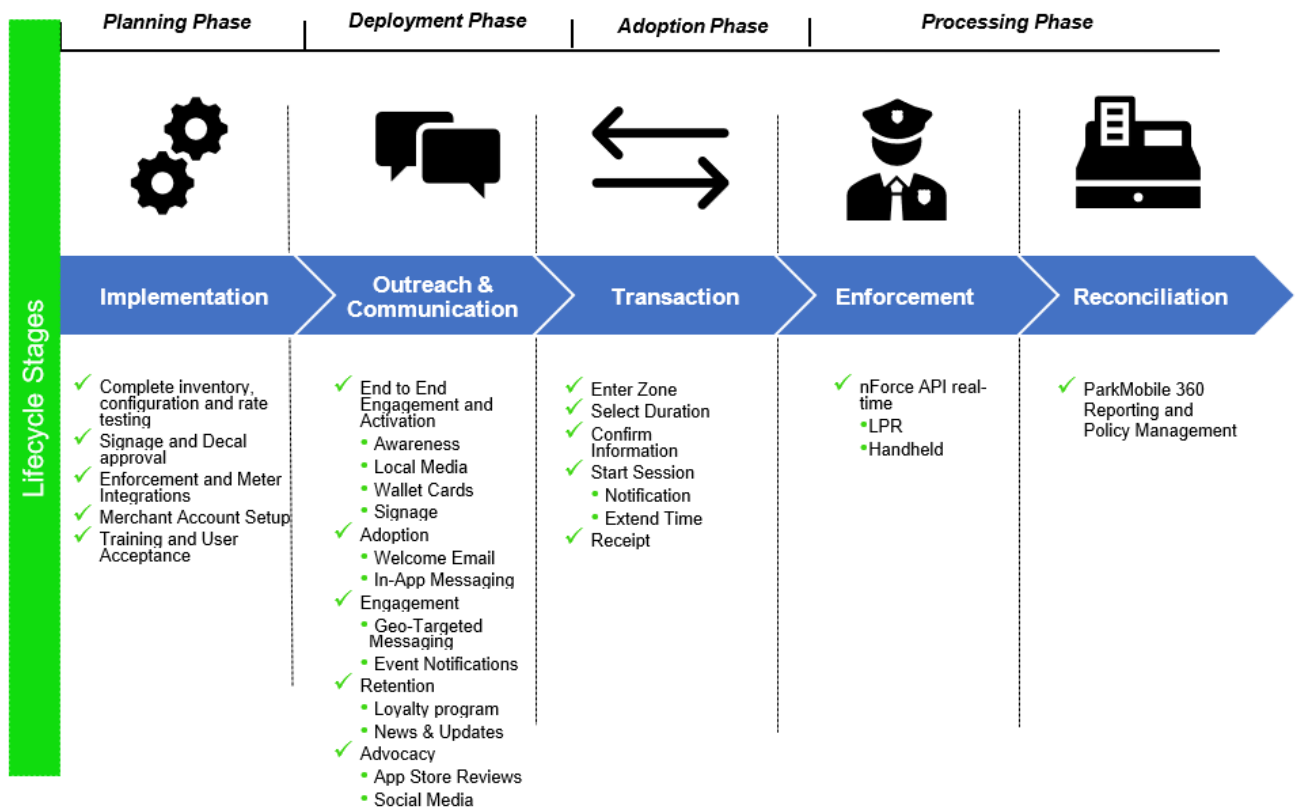
Figure - ParkMobile Lifecycle

Deployment

ParkMobile deployment process focuses on 4 main deliverables that must be coordinated/completed prior to go live and launch. These include.

1. **Zone and Rate Structure (ZAR):** Complete inventory where ParkMobile will be deployed
2. **Merchant Account:** Establish banking information for flow of funds from transactions to Client
3. **Signage and Decals:** Approved by Client prior to launch and displayed on assets to promote adoption
4. **Setup Integrations:** Confirm all integration needs and workflows for enforcement and/or meters

Please also refer to the proposed 28 Day Timeline provided where these deliverables are listed along with expected complete date within the timeline.

Redondo Beach Sample 28 Day Implementation	No. Days	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2
Communications																																			
Weekly Status Meetings	28																																		
Project Planning	7																																		
Review and Finalize New Zone and Rate Structure	6																																		
Proof Review Sticker/Sign Design	6																																		
Meter Integration Planning	6																																		
Signage/Sticker Released for Fabrication	1																																		
Zone and Rate Client Formal Sign Off	1																																		
Development	7																																		
Rate and Zone Set Up	7																																		
ParkMobile Integration with Meters	7																																		
ParkMobile Integration with Enforcment	7																																		
Stabilization and Testing	7																																		
Zone and Rate Configuration Testing	7																																		
Integrations Verification	7																																		
Sticker/Signage Received by Client	2																																		
Client Acceptance Testing	3																																		
Training and Documentation	7																																		
Parking Administration Trained	3																																		
Enforcement Officer Training	3																																		
Implementation	5																																		
Meter Sticker and Signage Installation	4																																		
GO LIVE DATE	1																																		
Marketing	20																																		

Once the service agreement has been finalized, our sales and implementation team will have a kickoff call with the client to discuss implementation deliverables, listed here and described in detail below. At kickoff we will also plan for pre/post go live activities and 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.

ParkMobile Zone and Rate (ZAR) Structure Workplan

ParkMobile delivers to its clients innovative smart parking functionality with the flexibility to generate parking zones from individual spaces to entire on-street zones. The main deliverable for deployment is the zone and rate structure (ZAR) and this document is an overview of all the inventory and assets where ParkMobile will be offered with the client. It is initially an Excel document that includes specifics about meter assets. Information like, the location, street and block, the lot name and address, type of meter equipment, single space meter or multi space meter, meter/space count, or maybe there aren't any meters and ParkMobile is going to be the only payment method available. We also include all the rates/rules and parking policies/regulations in the ZAR spreadsheet, and we work very closely with the client to make sure we have everything we need to properly configure the system. We then communicate the finalized ZAR details to our support team, and they use the ZAR to build out the client's ParkMobile360 policies, zones and supplier account.

ParkMobile's comprehensive ZAR workplan at the outset of mobile payment operation will enable staff to fully document the parking inventory for mobile payment. ParkMobile has a current ZAR in place with Redondo Beach for the Pier and Plaza Structures that will enable ParkMobile to expedite deployment of smart parking for all areas of paid parking in Redondo Beach.

Merchant Account Setup

ParkMobile has a long track record of successful deployments where we integrate to the Client's merchant processor. We can integrate to your preferred merchant services provider with our current ParkMobile integrations including but not limited to Bank of America First Data (and our extensive experience working with AMG Payments).

ParkMobile understands that Redondo Beach prefers to have the chosen vendor serve as merchant of record and there is no better parking vendor to provide merchant services than ParkMobile. 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. With ParkMobile as the 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.

Signage, Decals and Ongoing Marketing

Signage and decal design is also an important aspect of deploying a mobile parking program. We know that signage is the primary way a parking patron will be introduced to ParkMobile and should be high impact and fit with the City messaging. 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 have recently refreshed ParkMobile signage at the Plaza and Pier parking structures which will enable ParkMobile to expedite this portion of the deployment for Redondo Beach to finalize a new design for the mobile payment program across all city parking locations.

Integrations

Testing and validation of required integrations is also important before the system is live. ParkMobile is integrated with over 100 different systems, including DataTicket, available in the parking industry and have an open API that is easily able to integrate to, in the event a new integration need arises. On the kickoff call we will have an understanding of integration needs and be able to proceed with standard programming immediately.

We also will provide our clients access to our enforcement tool website, nForce, which is a Web-based tool accessible via any internet capable device (e.g. iPhone, android, tablet). NForce will reflect all active ParkMobile sessions in real-time. During our pre-launch efforts and training, we review nForce with the client and provide training on how to use it. This training is included no matter the integration programmed for enforcement and serves as a backup method of enforcement and to ensure the client can test their enforcement integration, if necessary.

User Acceptance Testing

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.

Testing Procedures

Figure – ParkMobile nForce

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
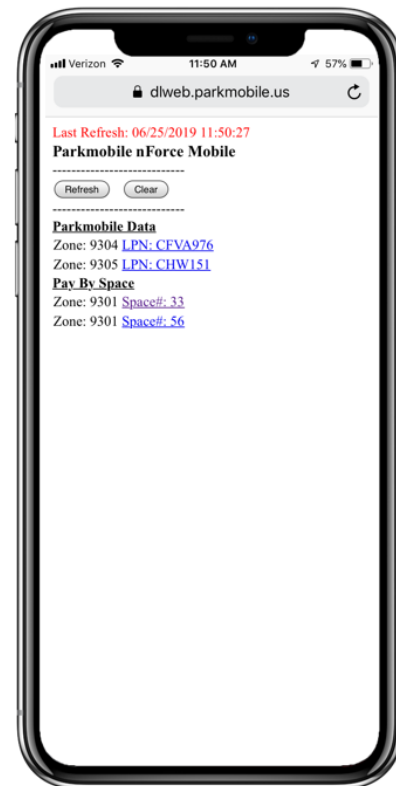
Launch

Upon the completion of the deliverables to deploy ParkMobile we will begin a communications strategy tailored to Redondo Beach that engages users and helps meets goals for the program. Over the past 10 years, ParkMobile has launched in over 400 cities. Through that experience, we have learned the key marketing strategies, tactics and best practices for introducing a mobile parking app in a new market and continually increasing the app utilization post-launch.

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. See here a diagram outlining our engagement with users after the launch of ParkMobile.

ParkMobile End to End Engagement and Activation
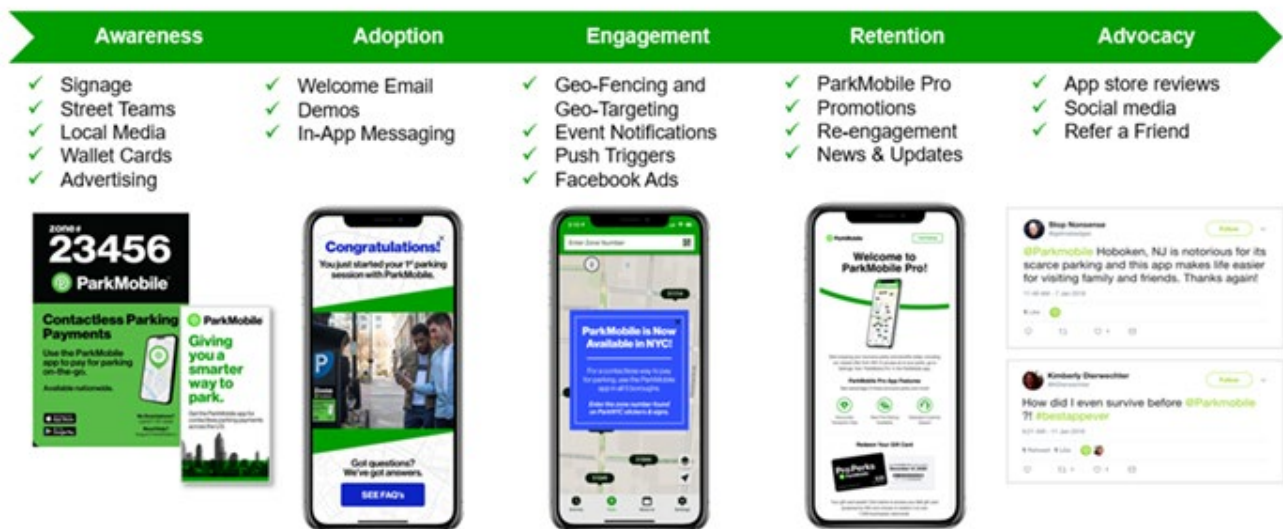
7. Examples of software functionality and reporting capabilities;

Examples of software functionality and reporting capabilities

ParkMobile Response:

The Platform That Powers Your Parking & Mobility Operation

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 that 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.

After three years of development, the ParkMobile 360 platform was officially launched in 2018. It has already been adopted nationwide to manage mobile payments via the ParkMobile app and our 20+ white-label apps. Over 500 municipalities and operators currently use ParkMobile 360 to manage rates and policies in real-time, and more than 1,000 clients use ParkMobile 360's reporting and analytics to track performance and gain deep insights into their operations.

ParkMobile's vision to help our clients better understand the full scope of their parking business and to empower them to make data-driven decisions about their parking operations includes:

- Streamlined Process
- Instant Updates
- One Source of Truth
- API Double-Check
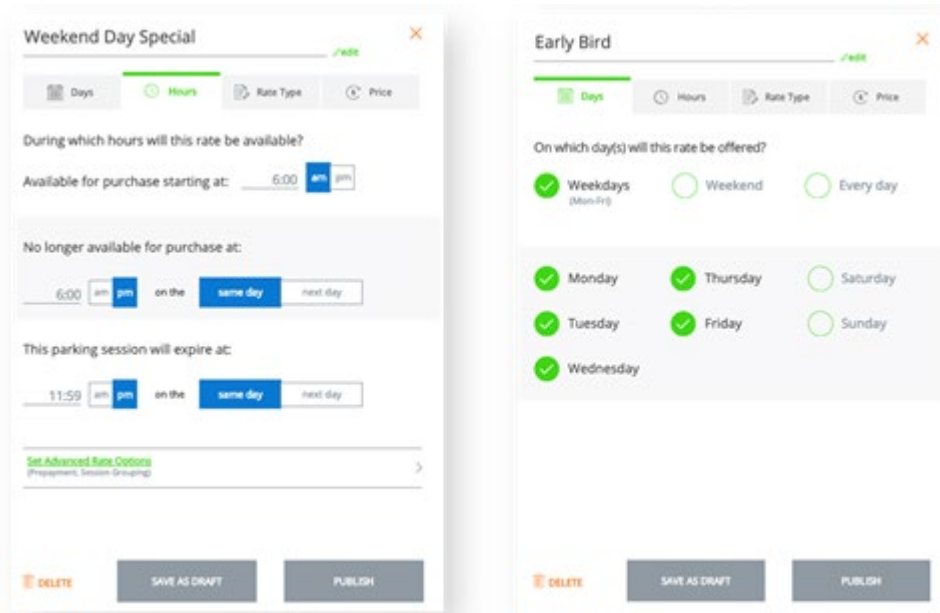
ParkMobile has always been known for our ability to deliver convenience to our consumers and it's our mission to deliver the same for our clients. Our ParkMobile 360 platform is constantly being updated and improved upon and we are building out new features into this platform on a rolling basis. In the future, ParkMobile360 will be the single platform to manage rates, policies, and inventory for any channel Redondo Beach wishes to deploy. ParkMobile reduces the overhead of managing these items across multiple backend systems. Through ParkMobile, Redondo Beach can maintain the flexibility to introduce alternative vendors in the future and can manage all vendors, rates and inventory via a single platform.

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 to 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.

Staff will have role-based access to ParkMobile 360, our rate/policy management and reporting platform. ParkMobile 360 provides the following features:

- **Calendar View:** ParkMobile 360 shows you daily, weekly and monthly calendar views of all your parking policies, making it easy to visually see all your parking rates and make the necessary adjustments.

- **Rate Creator:** With ParkMobile 360, you can quickly create and import rates for specific days, weeks or months. If you have a festival, street cleaning or weather event, you can change and update your rates across different locations.

- **Policy Management Across Locations:** 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.

- **Rate Tester:** Before you push out a rate change, ParkMobile 360 gives you the ability to test that rate to make sure it is working properly and avoid any potential customer service issues.

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.

Rate and Policy Management

Calendar View to Setup Recurring Rates

Test New Rates Before Pushing Them Live

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.

As part of the support provided by ParkMobile's industry-best Account Management team, the City of Redondo Beach is always able to reach out to your dedicated Account Manager to request ParkMobile's assistance in implementing those rate changes as well. Your dedicated ParkMobile Account Manager can make changes within five days of the notification for each area.

The ParkMobile 360 portal is easily accessed by authorized read only users, providing both operational and financial reporting in a straightforward manner. In ParkMobile 360, City staff will 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.

In ParkMobile 360, you will have complete access to the data for your parking operation. You can see sample reports below.
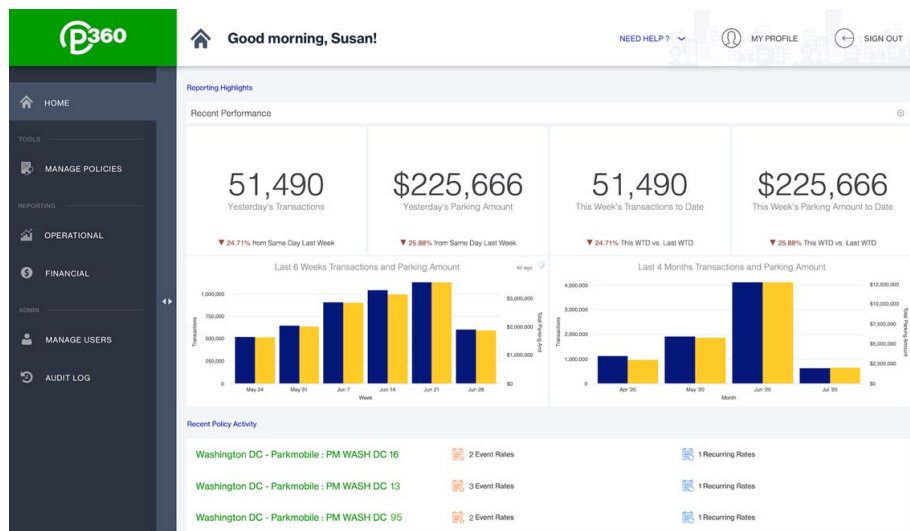
PM360 Easy to Read Dashboards

ParkMobile Consolidated Reporting enables clients to view their ParkMobile transactions along with data from single-space meters, multi-space meters, or even other parking apps – all using the same reporting formats and software that we use today for ParkMobile Operational Reporting. This advancement of the ParkMobile 360 Platform empowers our clients with a truly 360-degree view of the parking transactions and revenue of their entire parking operation. ParkMobile is currently under contract with four cities – Orlando, Clearwater, Fresno, and Chattanooga – to consolidate their different parking technologies in the ParkMobile 360 Platform.

PM360 Multi-Channel Reporting

PM360 Operational Reporting to Show Transactions by Zone

PM360 Financial Reporting – Transactions

PM360 Financial Reporting – Payment Methods

Redondo Beach staff will have access to ParkMobile 360 and provides the following features:

- **Easy-To-Read Reporting Dashboard View:** With ParkMobile 360, your data is delivered in an attractive, easy-to-read format with charts and graphs for monitoring trends and drawing insights.
- **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.

These reports are highly visual and easy to read including being Color blind friendly. Our product design team created a beautiful, "easy to digest" color palette in which all colors are distinguishable from each other given any common type of color blindness. This visual allows all of our users to better focus on the information and insights in ParkMobile 360's reporting. Data is easily viewed on screen, downloaded (.xls, .csv, and .pdf formats), sent, or scheduled to be sent. You can also schedule the reports to be emailed to key personnel daily, weekly or monthly. Download the ParkMobile 360 analytics and reporting brochure here.

8. Customer support and training;

Customer support and training

ParkMobile Response:

Customer Support

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 system, Zendesk, to handle customer inquiries and to provide consumer education through FAQ, 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 makes most options available within the smart app and website, including partner's websites and provide a robust self-help (FAQ) section to assist members with most questions and an instructional How-To video.

When customers require further assistance, our Member Services Specialists provide customizable responses depending on the needs of the customer. Moreover, a unique aspect of ParkMobile's customer support philosophy is our use of social media to maintain real time contact with our 21+ million members. 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 maintain industry leading customer satisfaction scores.
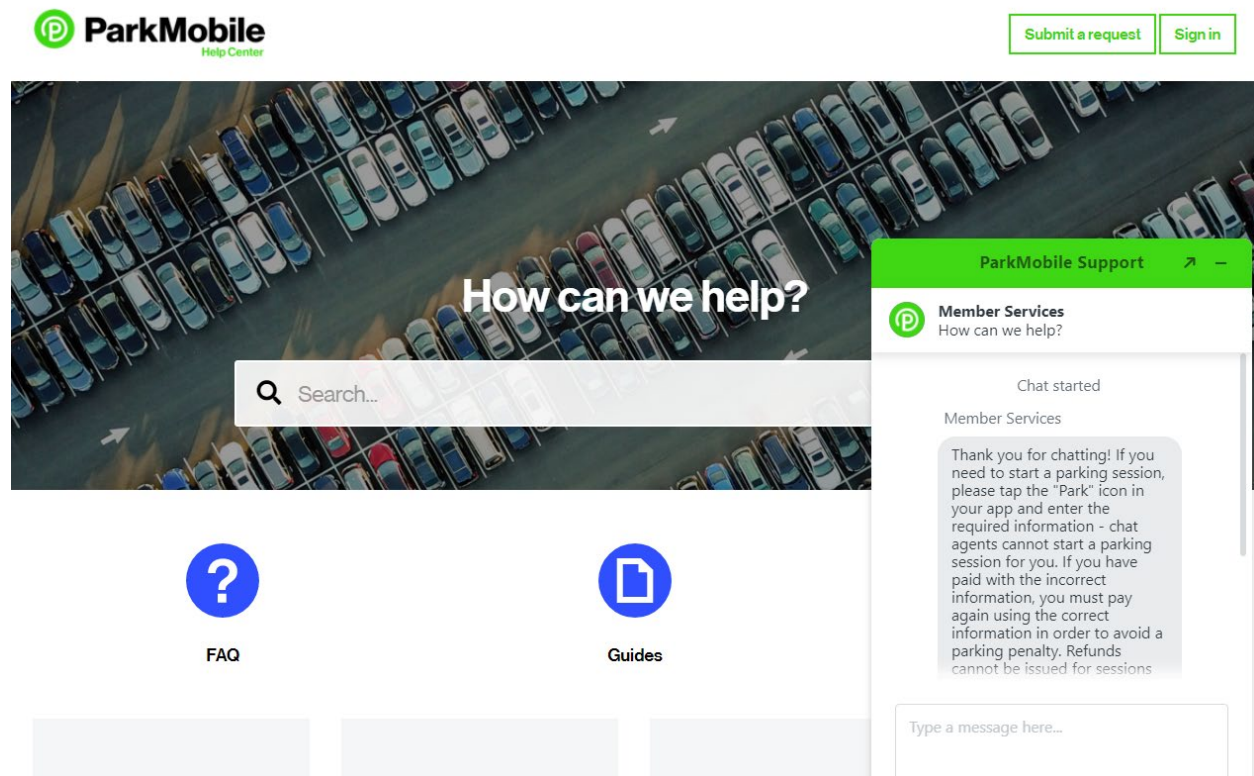
Figure - ParkMobile Support Website

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 Parking Enforcement Officer (PEO) will see how the payments reflect on their devices in real-time. During the training sessions, PEO's can ask questions about the platform and how to use it effectively.

Ongoing Training

ParkMobile is committed to ongoing training for our clients and regularly offer webinars that our clients can join for a refresher on our products and systems. ParkMobile will also make available standard user guides for our products for the client to distribute to new personnel. The client retains the right to copy training materials as frequently as required for ongoing internal use only.

Account Management's #1 goal is the success and growth of your program.

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 your relationship with Account Management will be setting up your Insight Meeting.

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)

Figure - KPI dashboard shared by Account Management at insight meeting

ParkMobile 360 is an extremely powerful and useful tool that is constantly evolving and improving. Your Account Manager is there to provide all the ongoing training and support needed to ensure you're getting the most out of this tool.

Redondo authorized staff will have the ability to make rate & policy changes on the fly, add in event rates, and access transaction reports and data analytics to make informed decisions. By reviewing the 360 dashboards and identifying transaction trends on most popular parking times, average parking duration/ticket price, we can work with you to brainstorm ideas of how to make the program more successful and generate more parking revenue.
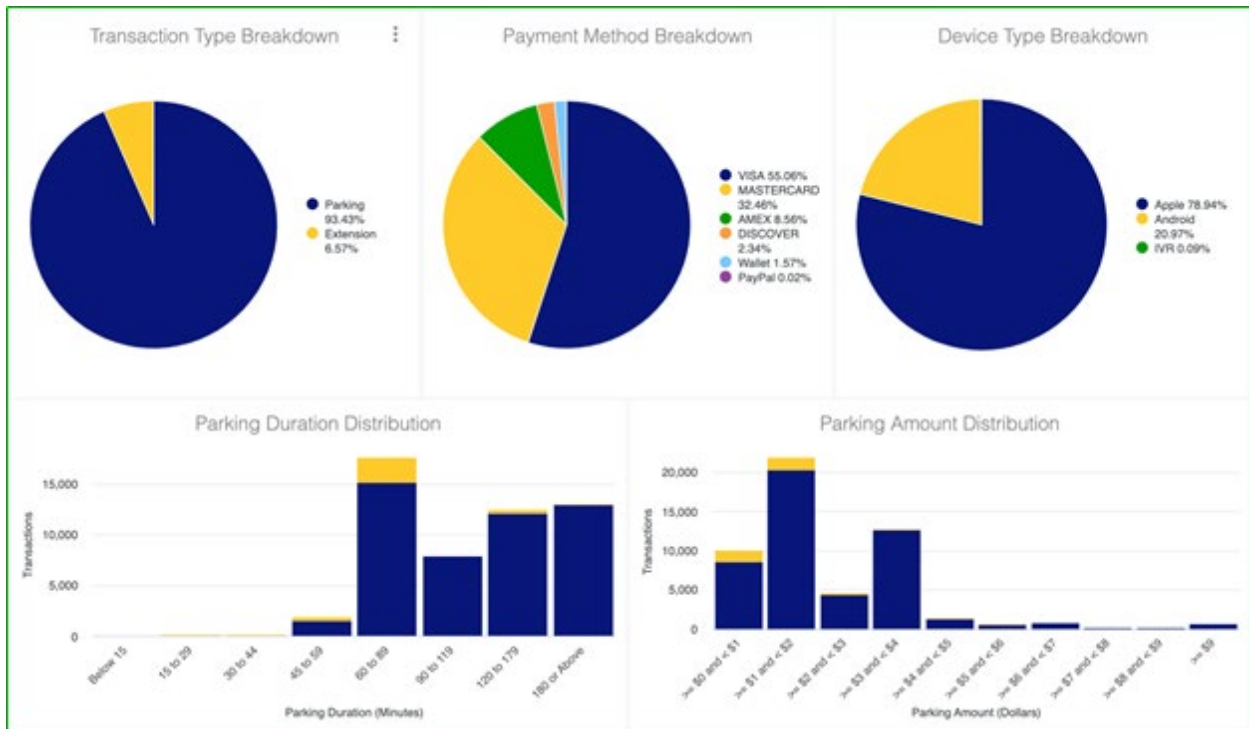
Figure - ParkMobile 360 Dashboards

New Features and Program Enhancements

Through regular touchpoints with Account Management, we keep our clients up to date on new/future enhancements and upgrades being made to our platforms. We're also interested in collecting client feedback on features or functionality that could be added to our Product team's roadmap for future releases.

It's all about learning what challenges our clients face and brainstorming on 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 be a way ParkMobile could assist. Your Account Manager will discuss what we've learned from other clients and how we could help. The items below are often discussed after launch to meet a new need and enhance the mobile payment program:

- A promo code/validation program
- Hidden zone (without signage or GPS marker) used for a particular set of users
- Visitor parking portal, useful for an office manager/reception desk to initiate visitor parking fees for their guests.

9. Cost proposal

In accordance with Section IX - PRICING, Contractor shall provide pricing for all proposed equipment, software, and services as specified in this RFP;

ParkMobile Response:

ParkMobile Pricing Proposal

Transaction Fees for ParkMobile services are typically passed on to the end user. Fees do not include credit card processing fees unless indicated. All ParkMobile's Standard Terms and Conditions Shall Apply to this Pricing Proposal.

** ParkMobile Pro membership is accessible through a $0.99 per month subscription. Pro members receive all the benefits of ParkMobile Basic membership (no monthly cost for Basic) as well as discounts and special offers. To learn more visit: https://parkmobile.io/parkmobile-pro/

ParkMobile Services Included

- Setup, Implementation, Hosting and Maintenance
- All initial signage and meter decals
- Call Center and Customer Support
- Social media, PR, standard marketing and advertising for program launch
- Integrations with meter, enforcement and LPR vendors
- As a backup to the integrations, ParkMobile will provide a cloud-based enforcement portal with secure credentials to validate active OnDemand smart parking sessions for each of your location(s) where your smart parking services are made available.
- ParkMobile 360 Customizable Self – Administration Toolset for reporting and setting rates.

- Call Center and Customer Support
- Social media, PR, standard marketing and advertising for program launch
- Integrations with meter, enforcement and LPR vendors
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- ParkMobile 360 Customizable Self – Administration Toolset for reporting and setting rates.

10. Additional information

Any supplemental information regarding the proposed equipment, software, and services that the Contractor believes is pertinent or helpful to the City in understanding and evaluation of the proposal; and

ParkMobile Response:

In addition to the program requirements stated in this RFP, ParkMobile offers additional benefits that add value to City of Redondo Beach and your patrons. Ultimately, these capabilities would allow the City of Redondo Beach to fully bridge the on and off-street parking operations and provide a seamless, contactless experience for patrons.

Guest Checkout

ParkMobile also will offer a Guest Checkout feature, allowing ParkMobile 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.

Benefits Include:

- Increasing on-demand parking transactions
- Decreasing total time to check out for users
- Driving net-new accounts
- Increasing user satisfaction

How it Works

First, users will be able to select their zone and choose how long they want to park. Then, they will be prompted to sign in or create an account, along with the option to continue as a guest. In order to continue as a guest, they will need to provide their email address. Next, the user will need to add their vehicle license plate number and an accepted payment method. Finally, the user will be shown a summary of their session and be allowed to start the session.

ParkMobile Resident Location Based Discount Program

ParkMobile partners with municipalities such as Miami Beach and Portsmouth, NH that offer residents a discount on parking at a location when using ParkMobile. ParkMobile can import a list of license plate numbers provided by the client to program the resident discount (% off or $ off) on each plate number provided. Should the client be interested in creating a program like this, ParkMobile will co-manage it with the client.

ParkMobile Reservations for Pre-paid & Complimentary Parking

ParkMobile Reservations can allow you to pre-sell parking for special events and daily parking in busy gated garages or lots. Reservations can be made on the web at app.parkmobile.io, or in the same ParkMobile smartphone app used for zone parking. Reservations made online will also be reflected in the smartphone app for registered users. Drivers will have the same wide variety of payment methods available as they do when paying for daily parking with ParkMobile.

Selling pre-paid parking for events is an industry best-practice that dramatically improves the guest parking experience, eliminates operational bottlenecks, and provides a safer, contactless parking experience for staff and customers alike.

For many ParkMobile clients, the ability to accept payment for on-street parking and Reserved parking through the same consumer-facing application helps to drive higher levels of mobile adoption and creates synergy in the City's operation.
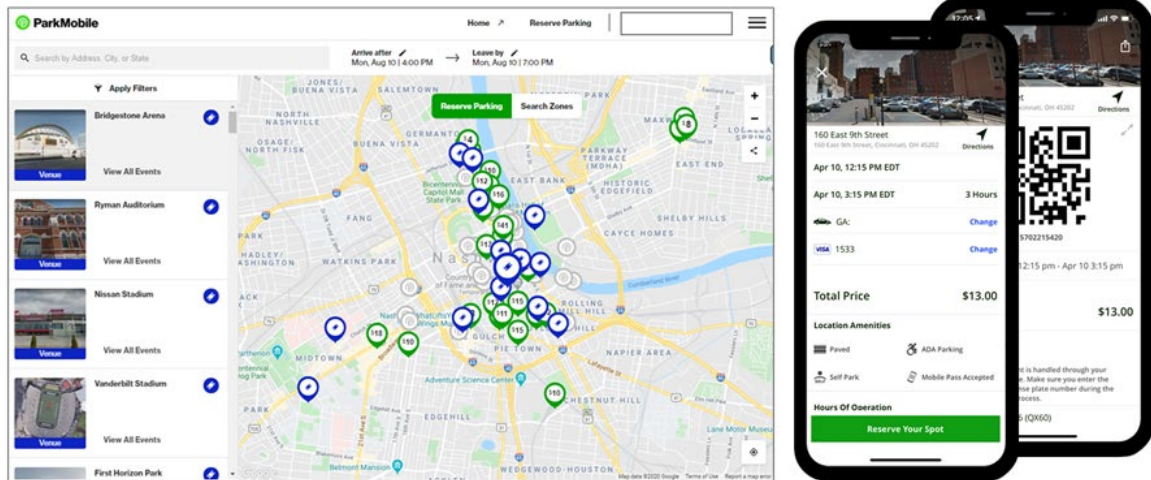
ParkMobile Reservations can be purchased online or via the ParkMobile smartphone app

ParkMobile Reservations Features Include:

- Intuitive web and mobile interface with secure checkout process
- Customers can browse by location or by event
- Turn-by-turn directions directly to their parking location prevents the need for circling and congestion
- Faster event ingress compared to on-site transactions
- Ability to validate reservations in real-time to prevent copying of passes
- Ability to run cashless or cash-light event operations
- Real-time reporting on performance and revenue
- 24/7 customer support
- Eliminate manual processes and in-person permit purchases

Transient Reservation User Checkout Process in the ParkMobile App

| Reserve Parking Tab | Detailed Description of Facility | Reserve and Receive Redemption Instructions | QR Code for Event Entry | Get Turn-by-Turn Directions |

Event Reservation User Checkout Process in the ParkMobile App

Reservations Map with Venue Pins | Select Venue and See Full Event Listing. Select Event | Parking Locations and Pricing for Selected Event. Select your Garage. | Confirm Reservation | QR code for Event Entry. Navigate Directly to the Entrance.
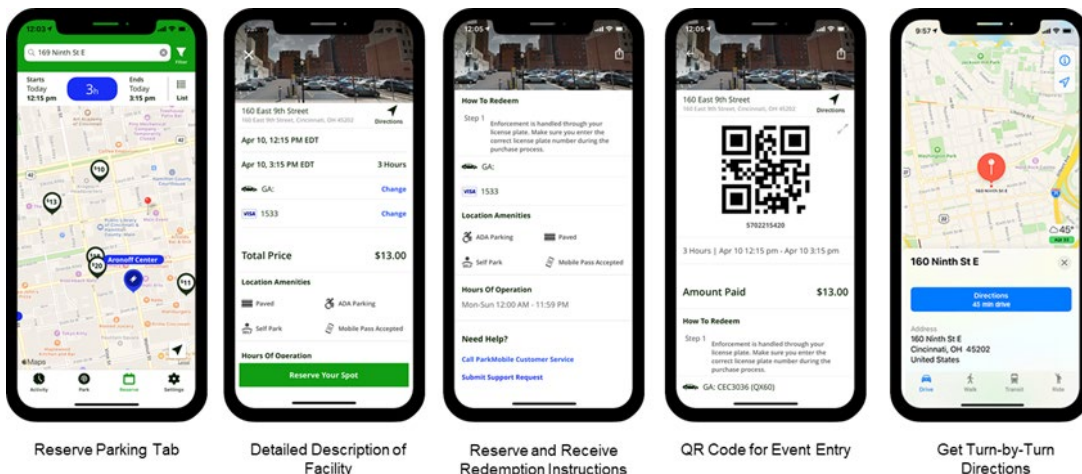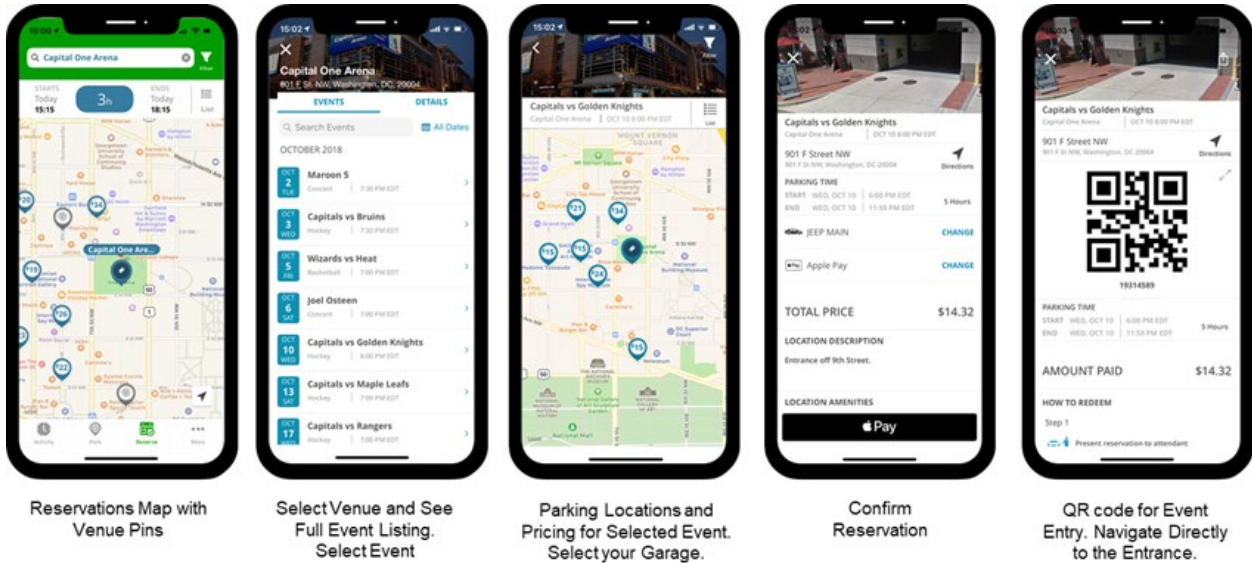
Wayfinding with ParkMobile Reservations

Confirm Reservation | Navigation app of choice | Get turn-by-turn directions directly to the lot or garage's entrance
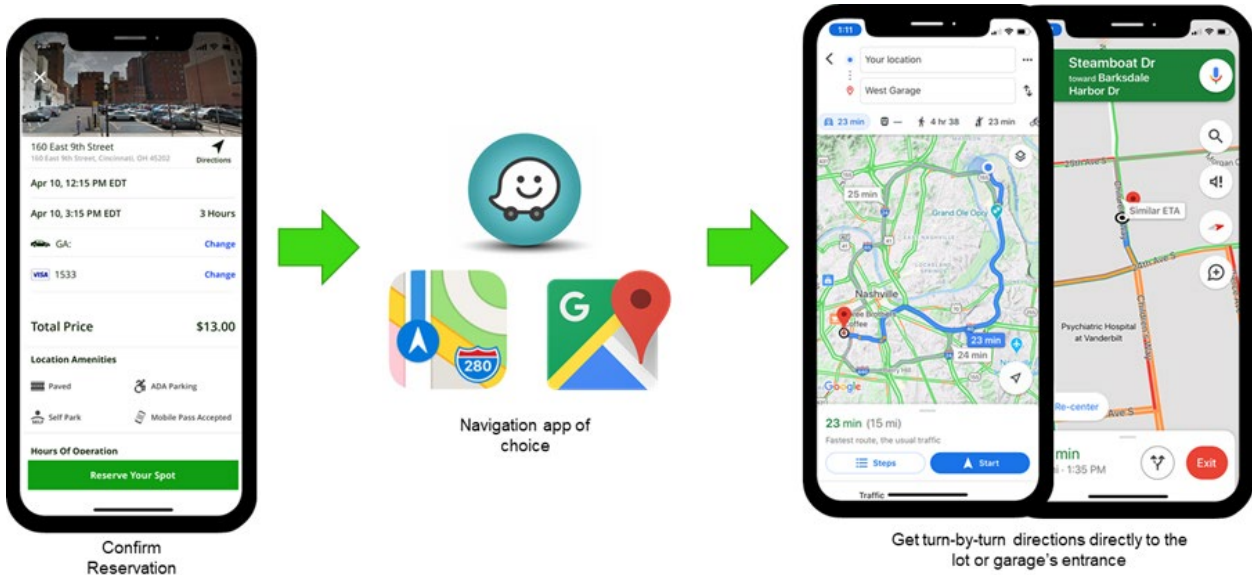
ParkMobile Pro Membership Services

Another innovative ParkMobile smart parking initiative delivered available to ParkMobile users through our combined platform is ParkMobile Pro auto-related and parking benefits members receive such as:

- Parking Availability
- Discounted Transaction Fees
- Roadside Assistance Coverage
- Discounted Car washes
- In App Signup: 75% increase in membership since November 2017 when ParkMobile made it possible to sign up in ParkMobile's smart phone application
- **ParkMobile Pro is accessible for $0.99 per month**
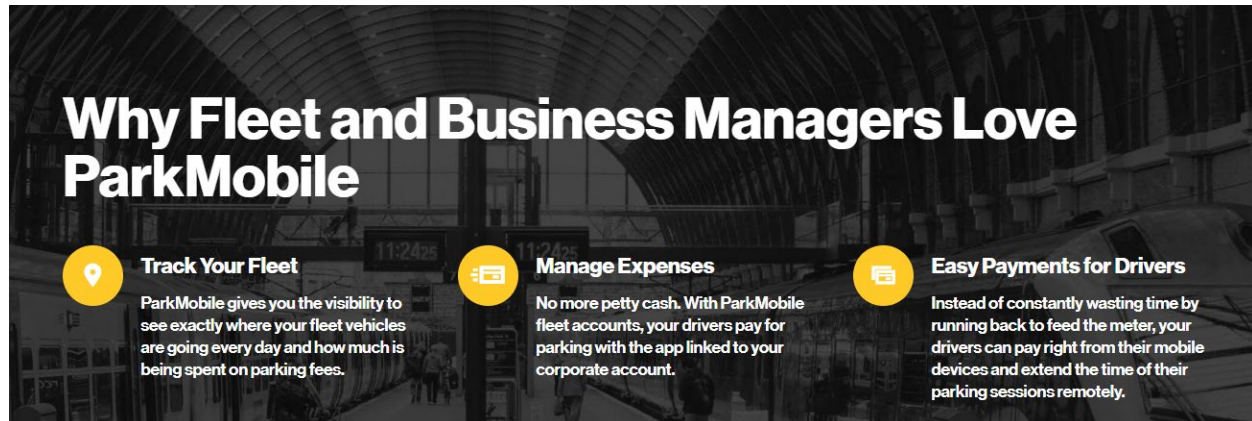
ParkMobile Pro offerings demonstrate the flexibility of ParkMobile's mobility solutions by giving members a wide variety of transportation related discounts.

ParkMobile for Business

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 by using the ParkMobile Fleet Program to keep track of all of fleet vehicle parking receipts, payments, and reimbursements.

- **Maximize Visibility.** With all of employees 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 whenever 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 're employees an easy way to find and pay for parking, they 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.

Why Fleet and Business Managers Love ParkMobile

Track Your Fleet
ParkMobile gives you the visibility to see exactly where your fleet vehicles are going every day and how much is being spent on parking fees.

Manage Expenses
No more petty cash. With ParkMobile fleet accounts, your drivers pay for parking with the app linked to your corporate account.

Easy Payments for Drivers
Instead of constantly wasting time by running back to feed the meter, your drivers can pay right from their mobile devices and extend the time of their parking sessions remotely.

Fully Integrated into Production Automobiles

ParkMobile is the only mobile parking vendor that is currently live in automobile navigation systems, including every BMW coming off the assembly line. Through this solution, ParkMobile enables truly frictionless parking, allowing a vehicle prompt to initiate parking sessions, remote extensions and turn by turn in dash navigation to reserved parking facilities.

ParkMobile also has deployed pilots with Ford, Nissan, Audi and we have signed agreements to integrate our smart mobility solutions into other auto manufacturers. ParkMobile's way finding functionality extends to our industry leading connected vehicle products and service offerings. ParkMobile users have access to exclusive OEM smart parking integrations that provide parking data, parking availability and parking guidance either through ParkMobile's app or many vehicle's head units (built- in GPS screens). No other mobile payment vendor can deliver the same level of integrated services.

Leader in the Connected Car

Truly Frictionless Parking

- ParkMobile is the only parking technology company natively integrated into full production automobiles

- On-demand and reservations available in-dash with companion ParkNow app

- Enhanced user experience

  - Reserve and navigate to off-street parking directly through the vehicle head unit.

  - Automated prompt for on-street parking. Zone number locations are based on GPS of smartphone.

  - In-screen payment option combined with parking data and availability.

  - Remote extensions with ParkMobile/ParkNow app

ParkMobile Member Reports

The ParkMobile Personal Parking Pages provides members with reports available in CSV, HTML, Excel or PDF formats and can be filtered for custom date ranges. technical features and functionality that meet the needs of ParkMobile users throughout North America.

Monthly Parking Report: Using ParkMobile's Monthly Statement Report members are able to download mobile parking session statements and charges for each individual month.

Figure ParkMobile Monthly Report

Parking History Report: ParkMobile members have access to comprehensive data for every smart parking session like vehicle type, amount paid, length of session and license plate details, for LPR enforcement.

Figure: ParkMobile History Report

Payment Report: ParkMobile members are able to review how they paid for every smart parking session using the smart application. ParkMobile tracks data like payment type (method), promo codes (if used) and payment status.
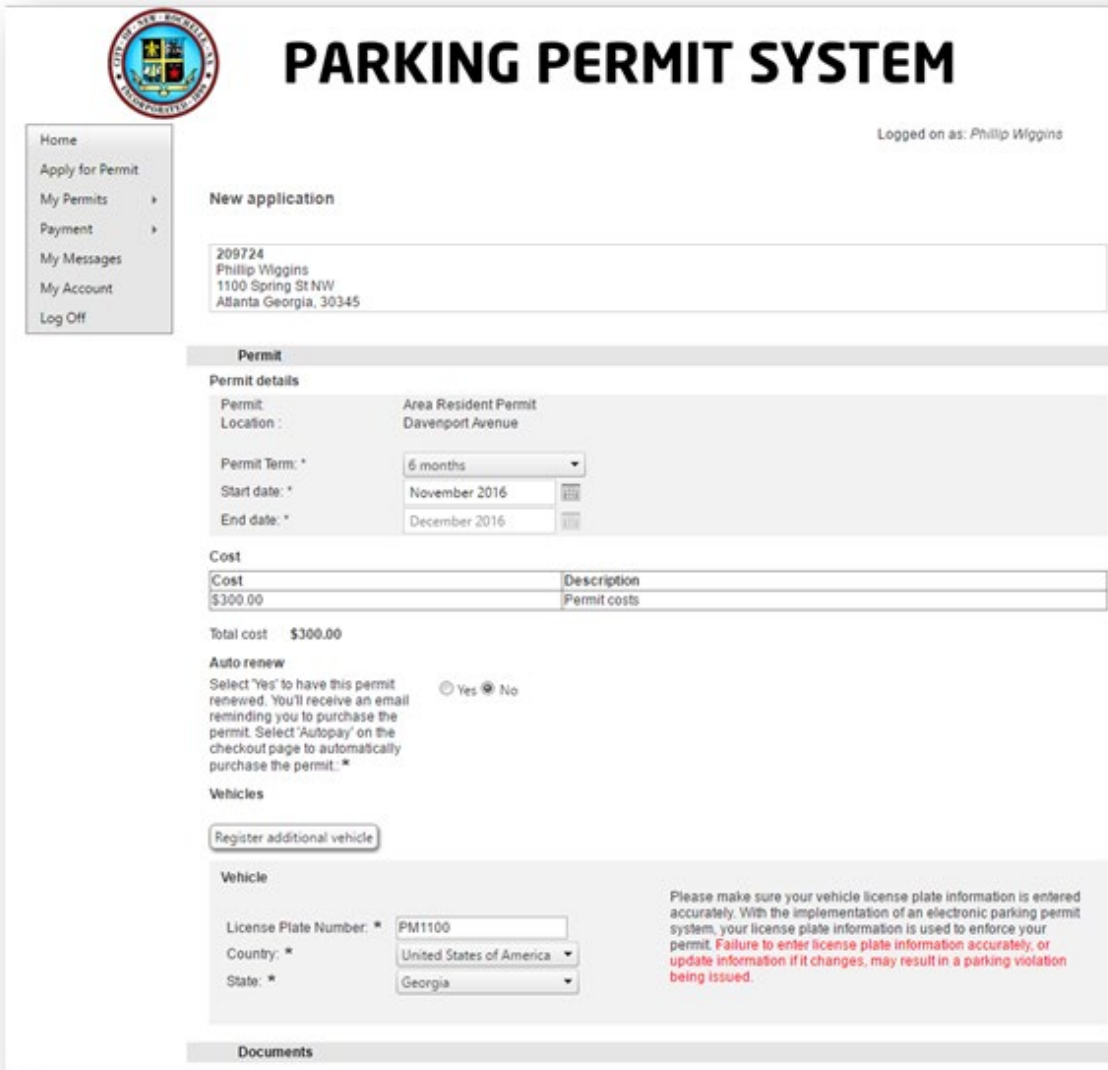
Figure: ParkMobile Payment Report

ParkMobile Permits

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.

STEPS 1 AND 2: RESIDENT LANDING/HOMEPAGE: Users apply for any permit type configured (i.e., residential, visitor, employee). The drop-down menus are customizable based on the Client's unique needs.

STEP 3: RESIDENTIAL PERMIT APPLICATION: Users provide vehicle information and can elect to have their permit renewed with it expires. Vehicle and license plate information is required. A confirmation page will appear after completing the application to provide an overview before residents can continue to payment section.

STEP 4: APPLICATION CONFIRMATION: Parkmobile platform confirms User's permit request.

STEP 5: APPLICATION COMPLETED: Approval is subject to the client's protocols. Parkmobile does not charge the user until staff affirmatively approves the permit application.

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.

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 charged automatically at time of renewal. If the customer chooses not to be charged automatically, the system will email the customer notifying them that their permit is ready and requires payment for a renewal. All Parkmobile permit requests are processed only after the user reviews and agrees to the rules and regulations outlined and the application is approved by the client. ParkMobile's mobile permit system is a PCI DSS v3.2 Level 1 Service Provider certified environment.

STEP 8: PARKING PERMIT CONFIRMATION: Staff approve the permit application, Parkmobile confirms payment and the transaction is completed. 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.

The entire web -based permitting process flow will take place in the same PCI DSS v3.2 Level 1 Service Provider secure environment Parkmobile uses to process on demand mobile parking transactions. 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.

PARKMOBILE MESSAGING CENTER: ParkMobile's web - based permitting platform also provides the Client with the ability to post custom announcements to inform customers of pending events such as festivals.

ELECTRONIC INVOICING AND PERMIT HOLDER EMAIL CORRESPONDENCE: Permit holders will have access to all permit invoices and transactions details for record keeping purposes. The system also generates email correspondences customized for each permit holder.

ADMINISTATIVE VIEW OF PERMIT: ParkMobile's permitting back office provides credentialed staff with the ability to view all permit details throughout the entire approval process. Parkmobile also customizes their partner's back offices based on required documentation needed to approve a permit.

PARKMOBILE BACK OFFICE PERMIT APPLICATION TRACKING: ParkMobile's web -based permitting platform provides credentialed staff with the ability to track all permits, either active or in the queue for approval.   Tracking details include name of permit holder, permit type (e.g., residential, visitor or employee), area where permit is valid as well as the effective dates of the permit(s).

11. Exceptions

Indicate any exceptions to the requirements and/or terms and conditions of this RFP and the Project Services Agreement (Attachment A). Where exceptions are taken, the City shall determine the acceptability of the proposed exceptions. The City reserves the right, at its sole discretion, to accept or reject exceptions and is under no obligation to accept any exceptions.

ParkMobile Response:
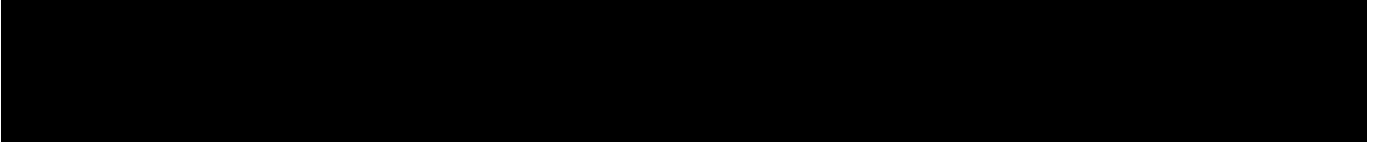
Supplemental Materials
Addendum #1
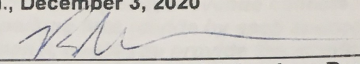
ADDENDUM #1 (7 Pages)

RFP NUMBER: 2021-004

RFP NAME: MOBILE PARKING PAYMENT SYSTEMS

ADDENDUM DATE: 9:00 p.m., December 3, 2020

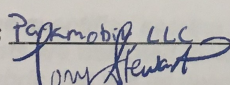**ISSUED BY:** _____

Robert Norman, Financial Services Dept.

The following constitutes Addendum #1:

1. Responses to questions received is provided on pages 2 – 7 of this Addendum.

2. RFP due date is extended to <u>4:30 p.m., Tuesday, December 15, 2020</u>.

3. RFP Schedule/Timeline (page 8) has been revised and replaced by the following:

Description	Date
RFP issued	Tuesday, November 10, 2020
Deadline to submit written questions	4:30 pm, Tuesday, December 1, 2020
Addenda and answers to questions distributed	4.30 pm Thursday, December 3, 2020
Proposal due (Revised)	4:30 pm, Tuesday, December 15, 2020
Contractor Presentations (If needed) (Revised)	Week of January 4 and 11, 2021
City Council awards contract (Revised)	Tuesday, February 2, 2021
Contract period begins (Revised)	Wednesday, February 3, 2021

ontractor must acknowledge this Addendum in their proposal.

CKNOWLEDGED:

ompany Name: ParkMobile LLC

gnature: _____ Date: 12/4/2020

Authorized Representative

of Redondo Beach
2021-004 / Addendum #1

Page

PARKMOBILE, LLC

Electronic Parking Solutions

SOC 1, Type II

System and Organization Controls (SOC) for Service Organizations Report throughout the period of August 16, 2019 to August 15, 2020

Report of Independent Service Auditors issued by Aprio LLP

Payment Card Industry (PCI)
Data Security Standard

Attestation of Compliance for
Onsite Assessments – Service Providers

Version 3.2.1

June 2018

Section 1: Assessment Information

Instructions for Submission

This Attestation of Compliance must be completed as a declaration of the results of the service provider's assessment with the Payment Card Industry Data Security Standard Requirements and Security Assessment Procedures (PCI DSS). Complete all sections: The service provider is responsible for ensuring that each section is completed by the relevant parties, as applicable. Contact the requesting payment brand for reporting and submission procedures.

Part 1. Service Provider and Qualified Security Assessor Information				
Part 1a. Service Provider Organization Information				
Company Name:	Parkmobile, LLC	DBA (doing business as):	Not Applicable	
Contact Name:	Matt Ball	Title:	Chief Technology Officer	
Telephone:	(678) 954-3372	E-mail:	Matt.ball@parkmobile.io	
Business Address:	1100 Spring Street NW, Suite 200	City:	Atlanta	
State/Province:	Georgia	Country: USA		Zip: 30309
URL:	https://parkmobile.io			

Part 1b. Qualified Security Assessor Company Information (if applicable)				
Company Name:	Aprio, LLP			
Lead QSA Contact Name:	Dan Schroeder	Title:	Partner	
Telephone:	(770) 353-8373	E-mail:	Dan.Schroeder@aprio.com	
Business Address:	5 Concourse Pkwy, Suite1000	City:	Atlanta	
State/Province:	Georgia	Country: USA		Zip: 30328
URL:	www.aprio.com			

Part 2. Executive Summary

Part 2a. Scope Verification

Services that were INCLUDED in the scope of the PCI DSS Assessment (check all that apply):

Name of service(s) assessed:	Parkmobile and Parkmobile Reservations

Type of service(s) assessed:

Hosting Provider:	**Managed Services (specify):**	**Payment Processing:**
☒ Applications / software	☐ Systems security services	☐ POS / card present
☐ Hardware	☐ IT support	☒ Internet / e-commerce
☐ Infrastructure / Network	☐ Physical security	☒ MOTO / Call Center
☐ Physical space (co-location)	☐ Terminal Management System	☐ ATM
☐ Storage	☐ Other services (specify):	☐ Other processing (specify):
☒ Web		
☐ Security services		
☐ 3-D Secure Hosting Provider		
☐ Shared Hosting Provider		
☐ Other Hosting (specify):		
☐ Account Management	☐ Fraud and Chargeback	☐ Payment Gateway/Switch
☐ Back-Office Services	☐ Issuer Processing	☐ Prepaid Services
☐ Billing Management	☐ Loyalty Programs	☐ Records Management
☐ Clearing and Settlement	☐ Merchant Services	☐ Tax/Government Payments
☐ Network Provider		
☐ Others (specify):		

Note: These categories are provided for assistance only, and are not intended to limit or predetermine *an entity's service description. If you feel these categories don't apply to your service, complete "Others." If you're unsure whether a category could apply to your service, consult with the applicable* payment brand.

Part 2a. Scope Verification (continued)
Services that are provided by the service provider but were NOT INCLUDED in the scope of the PCI DSS Assessment (check all that apply):

Name of service(s) not assessed:	Not Applicable

Type of service(s) not assessed:

Hosting Provider:	**Managed Services (specify):**	**Payment Processing:**
☐ Applications / software	☐ Systems security services	☐ POS / card present
☐ Hardware	☐ IT support	☐ Internet / e-commerce
☐ Infrastructure / Network	☐ Physical security	☐ MOTO / Call Center
☐ Physical space (co-location)	☐ Terminal Management System	☐ ATM
☐ Storage	☐ Other services (specify):	☐ Other processing (specify):
☐ Web		
☐ Security services		
☐ 3-D Secure Hosting Provider		
☐ Shared Hosting Provider		
☐ Other Hosting (specify):		
☐ Account Management	☐ Fraud and Chargeback	☐ Payment Gateway/Switch
☐ Back-Office Services	☐ Issuer Processing	☐ Prepaid Services
☐ Billing Management	☐ Loyalty Programs	☐ Records Management
☐ Clearing and Settlement	☐ Merchant Services	☐ Tax/Government Payments
☐ Network Provider		

☐ Others (specify):

Provide a brief explanation why any checked services were not included in the assessment:	Not Applicable

Part 2b. Description of Payment Card Business

Describe how and in what capacity your business stores, processes, and/or transmits cardholder data.	Parkmobile provides integrated solutions for management of parking related functions. This includes the Parkmobile parking environment including digital parking permits (Permixx), cashless payment method for on and off the street parking (Phonixx), an environment which is hosted and managed by Quality Technology Services (QTS) Data Centers in Dulles, Virginia with call center support at the the Parkmobile Corporate Office in Atlanta, GA. Parkmobile also owns and supports Parkmobile Reservations, another cashless parking application hosted on Amazon Web Services (AWS) Cloud Data Centers.
Describe how and in what capacity your business is otherwise involved in or has the ability to impact the security of cardholder data.	Parkmobile accepts credit cards for their cashless payment applications in order to purchase a parking space. Card Holder Data (CHD) is stored for historical transaction purposes and to enhance customer experience by allow ease of use capabilities.

Part 2c. Locations

List types of facilities (for example, retail outlets, corporate offices, data centers, call centers, etc.) and a summary of locations included in the PCI DSS review.

Type of facility:	Number of facilities of this type	Location(s) of facility (city, country):
Example: Retail outlets	3	Boston, MA, USA
Corporate Offices	1	Atlanta, Georgia, USA
QTS Data Center	1	Dulles, Virginia, USA
AWS Data Center	1	Cloud Service Provider

Part 2d. Payment Applications

Does the organization use one or more Payment Applications? ☒ Yes   ☐ No

Provide the following information regarding the Payment Applications your organization uses:

Payment Application Name	Version Number	Application Vendor	Is application PA-DSS Listed?	PA-DSS Listing Expiry date (if applicable)
Parkmobile US Phonixx	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable
Parkmobile US IOS	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable

Parkmobile US Android	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable
Parkmobile US Phonixx	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable
Parkmobile US Phonixx Mobile Web	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable
PM Reservations	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable
Parkmobile Permixx	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable
			☐ Yes ☐ No	

Part 2e. Description of Environment

Provide a **high-level** description of the environment covered by this assessment. For example: • Connections into and out of the cardholder data environment (CDE). • Critical system components within the CDE, such as POS devices, databases, web servers, etc., and any other necessary payment components, as applicable.	Customers access Parkmobile payment solutions to reserve and pay for auto parking under one of Parkmobile's various brands. Customers may access through internally developed and maintained applications using credit cards to complete transactions. These applications are hosted at data centers maintained by Quality Technology Services and Amazon Web Services. Systems within scope include web servers, databases, security systems, network devices and supporting systems.
Does your business use network segmentation to affect the scope of your PCI DSS environment? *(Refer to "Network Segmentation" section of PCI DSS for guidance on network* segmentation)	☒ Yes ☐ No

Part 2f. Third-Party Service Providers	

Does your company have a relationship with a Qualified Integrator & Reseller (QIR) for the purpose of the services being validated?	☐ Yes ☒ No

If Yes:	
Name of QIR Company:	Not Applicable
QIR Individual Name:	Not Applicable
Description of services provided by QIR:	Not Applicable

Does your company have a relationship with one or more third-party service providers (for example, Qualified Integrator Resellers (QIR), gateways, payment processors, payment service providers (PSP), web-hosting companies, airline booking agents, loyalty program agents, etc.) for the purpose of the services being validated?	☒ Yes ☐ No

If Yes:

Name of service provider:	Description of services provided:
Offsite Data Storage (QTS and AWS)	Data Centers and MSP
Payment Processors (Chase Paymentech	Credit Card Payment Processor

Note: Requirement 12.8 applies to all entities in this list.

Part 2g. Summary of Requirements Tested

For each PCI DSS Requirement, select one of the following:

- **Full** – The requirement and all sub-requirements of that requirement were assessed, and no sub-requirements were marked as "Not Tested" or "Not Applicable" in the ROC.
- **Partial** – One or more sub-requirements of that requirement were marked as "Not Tested" or "Not Applicable" in the ROC.
- **None** – All sub-requirements of that requirement were marked as "Not Tested" and/or "Not Applicable" in the ROC.

For all requirements identified as either "Partial" or "None," provide details in the "Justification for Approach" column, including:

- Details of specific sub-requirements that were marked as either "Not Tested" and/or "Not Applicable" in the ROC
- Reason why sub-requirement(s) were not tested or not applicable

Note: One table to be completed for each service covered by this AOC. Additional copies of this section are available on the PCI SSC website.

Name of Service Assessed:	Parkmobile and Parkmobile Reservations

PCI DSS Requirement	Details of Requirements Assessed			
	Full	**Partial**	**None**	**Justification for Approach** (Required for all "Partial" and "None" responses. Identify which sub-requirements were not tested and the reason.)
Requirement 1:	☒	☐	☐	
Requirement 2:	☐	☒	☐	2.1.1.a - 2.1.1.e - N/A - No Wireless networks connected to the CDE 2.6 - N/A - Entity is not a shared hosting provider
Requirement 3:	☐	☒	☐	3.2.a - N/A Entity is not an Issuer 3.4.1 - N/A - Column level database encryption 3.6 - N/A - Entity does not shares encryption keys with their customers 3.6.6 - N/A - No clear-text cryptographic keys are used
Requirement 4:	☐	☒	☐	4.1.1 - N/A - No Wireless networks connected to the CDE 4.2 - N/A - End user messaging technologies are not used to send PAN
Requirement 5:	☒	☐	☐	
Requirement 6:	☒	☐	☐	
Requirement 7:	☒	☐	☐	

Requirement 8:	☐	☒	☐	8.5.1 - N/A - Entity does not have access to other customer premises.
Requirement 9:	☐	☒	☐	9.9, 9.9.1, 9.9.2, 9.9.3 - N/A - Entity does not use POS devices
Requirement 10:	☒	☐	☐	
Requirement 11:	☒	☐	☐	
Requirement 12:	☒	☐	☐	
Appendix A1:	☐	☐	☒	
Appendix A2:	☐	☐	☒	

Section 2: Report on Compliance

This Attestation of Compliance reflects the results of an onsite assessment, which is documented in an accompanying Report on Compliance (ROC).

The assessment documented in this attestation and in the ROC was completed on:	December 17, 2019	
Have compensating controls been used to meet any requirement in the ROC?	☐ Yes	☒ No
Were any requirements in the ROC identified as being not applicable (N/A)?	☒ Yes	☐ No
Were any requirements not tested?	☐ Yes	☒ No
Were any requirements in the ROC unable to be met due to a legal constraint?	☐ Yes	☒ No

Section 3: Validation and Attestation Details

Part 3. PCI DSS Validation

This AOC is based on results noted in the ROC dated December 17, 2019**.**

Based on the results documented in the ROC noted above, the signatories identified in Parts 3b-3d, as applicable, assert(s) the following compliance status for the entity identified in Part 2 of this document (**check one**):

☒	**Compliant:** All sections of the PCI DSS ROC are complete, all questions answered affirmatively, resulting in an overall **COMPLIANT** rating; thereby Parkmobile, LLC has demonstrated full compliance with the PCI DSS.
☐	**Non-Compliant:** Not all sections of the PCI DSS ROC are complete, or not all questions are answered affirmatively, resulting in an overall **NON-COMPLIANT** rating, thereby (Service Provider Company Name) has not demonstrated full compliance with the PCI DSS. **Target Date** for Compliance: An entity submitting this form with a status of Non-Compliant may be required to complete the Action Plan in Part 4 of this document. Check with the payment brand(s) before completing Part 4.
☐	**Compliant but with Legal exception:** One or more requirements are marked "Not in Place" due to a legal restriction that prevents the requirement from being met. This option requires additional review from acquirer or payment brand. If checked, complete the following: <table><tr><th>Affected Requirement</th><th>Details of how legal constraint prevents requirement being met</th></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>

Part 3a. Acknowledgement of Status

Signatory(s) confirms:

(Check all that apply)

☒	The ROC was completed according to the PCI DSS Requirements and Security Assessment Procedures, Version 3.2.1, and was completed according to the instructions therein.
☒	All information within the above-referenced ROC and in this attestation fairly represents the results of my assessment in all material respects.
☐	I have confirmed with my payment application vendor that my payment system does not store sensitive authentication data after authorization.
☒	I have read the PCI DSS and I recognize that I must maintain PCI DSS compliance, as applicable to my environment, at all times.
☒	If my environment changes, I recognize I must reassess my environment and implement any additional PCI DSS requirements that apply.

Part 3a. Acknowledgement of Status (continued)	
☒	No evidence of full track data[1], CAV2, CVC2, CID, or CVV2 data[2], or PIN data[3] storage after transaction authorization was found on ANY system reviewed during this assessment.
☒	ASV scans are being completed by the PCI SSC Approved Scanning Vendor Qualys

Part 3b. Service Provider Attestation

[signature: Matt Ball]

Signature of Service Provider Executive Officer ↑	Date: 12/18/2019
Service Provider Executive Officer Name: **Matt Ball**	Title: **Chief Technology Officer**

Part 3c. Qualified Security Assessor (QSA) Acknowledgement (if applicable)

If a QSA was involved or assisted with this assessment, describe the role performed:	The QSA performed PCI-DSS Assessment services including
	-Interviews with Parkmobile internal team, VerSprite, and QTS teams.
	-Reviewed network and application architecture diagrams provided by Parkmobile and VerSprite PCI Staff.
	-Conducted testing of sampled systems based on the following:
	a)Observation, including of system settings, configuration files, processes, action, and state as indicated during the period of onsite assessment.
	b)Inspection of prepared by client (Parkmobile) such as policies and procedures, lists, inventories, configuration, screen captures and security settings.
	c)Inquiry was corroborated by observation and inspection of the system state, security settings, policies, management organization, and business and IT process.

[signature]

Signature of Duly Authorized Officer of QSA Company ↑	Date: 12/17/2019

---

[1] Data encoded in the magnetic stripe or equivalent data on a chip used for authorization during a card-present transaction. Entities may not retain full track data after transaction authorization. The only elements of track data that may be retained are primary account number (PAN), expiration date, and cardholder name.

[2] The three- or four-digit value printed by the signature panel or on the face of a payment card used to verify card-not-present transactions.

[3] Personal identification number entered by cardholder during a card-present transaction, and/or encrypted PIN block present within the transaction message.

Duly Authorized Officer Name: Bruce Edwards	QSA Company: Aprio, LLP

Part 3d. Internal Security Assessor (ISA) Involvement (if applicable)

If an ISA(s) was involved or assisted with this assessment, identify the ISA personnel and describe the role performed:	Not Applicable

Part 4. Action Plan for Non-Compliant Requirements

Select the appropriate response for "Compliant to PCI DSS Requirements" for each requirement. If you answer "No" to any of the requirements, you may be required to provide the date your Company expects to be compliant with the requirement and a brief description of the actions being taken to meet the requirement.

Check with the applicable payment brand(s) before completing Part 4.

PCI DSS Requirement	Description of Requirement	Compliant to PCI DSS Requirements (Select One)		Remediation Date and Actions (If "NO" selected for any Requirement)
		YES	NO	
1	Install and maintain a firewall configuration to protect cardholder data	☒	☐	
2	Do not use vendor-supplied defaults for system passwords and other security parameters	☒	☐	
3	Protect stored cardholder data	☒	☐	
4	Encrypt transmission of cardholder data across open, public networks	☒	☐	
5	Protect all systems against malware and regularly update anti-virus software or programs	☒	☐	
6	Develop and maintain secure systems and applications	☒	☐	
7	Restrict access to cardholder data by business need to know	☒	☐	
8	Identify and authenticate access to system components	☒	☐	
9	Restrict physical access to cardholder data	☒	☐	
10	Track and monitor all access to network resources and cardholder data	☒	☐	
11	Regularly test security systems and processes	☒	☐	
12	Maintain a policy that addresses information security for all personnel	☒	☐	
Appendix A1	Additional PCI DSS Requirements for Shared Hosting Providers	☒	☐	
Appendix A2	Additional PCI DSS Requirements for Entities using SSL/early TLS for Card-Present POS POI Terminal Connections	☒	☐	

Signature Certificate

🔒 Document Reference: L9X3PXIB73HV72YRXJAGVW

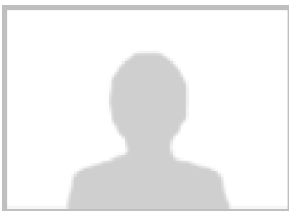**Bruce Edwards**
Party ID: GNJYSSJL45MM7G7WIXIZ6V
IP Address: 45.41.142.208

| VERIFIED EMAIL: | bruce.edwards@aprio.com |

Electronic Signature:

Multi-Factor
Digital Fingerprint Checksum   `1b0b4c97ad0625e859af712f1436dd142ad3b3ea`

Matt Ball
Party ID: K3PKIKIIEILZU8MWZYDZS3
IP Address: 38.142.251.10

| VERIFIED EMAIL: | matt.ball@parkmobile.io |

Electronic Signature:

Multi-Factor
Digital Fingerprint Checksum   `91c50841f6a258b7fffdf67cda8574ab5d16733c`

Timestamp	Audit
2019-12-18 08:28:49 -0800	All parties have signed document. Signed copies sent to: Bruce Edwards, Matt Ball, and Karyn Croteau.
2019-12-18 08:28:48 -0800	Document signed by Matt Ball (matt.ball@parkmobile.io) with drawn signature. - 38.142.251.10
2019-12-18 08:26:03 -0800	Document viewed by Matt Ball (matt.ball@parkmobile.io). - 38.142.251.10
2019-12-17 11:30:59 -0800	Document signed by Bruce Edwards (bruce.edwards@aprio.com) with drawn signature. - 208.87.234.180
2019-12-17 11:29:11 -0800	Document viewed by Bruce Edwards (bruce.edwards@aprio.com). - 45.41.142.208
2019-12-17 10:55:32 -0800	Document created by Karyn Croteau (karyn.croteau@aprio.com). - 208.87.234.180

This signature page provides a record of the online activity executing this contract.

Page 1 of 1