More information

ParkMobile®

Spanish Language in ParkMobile App
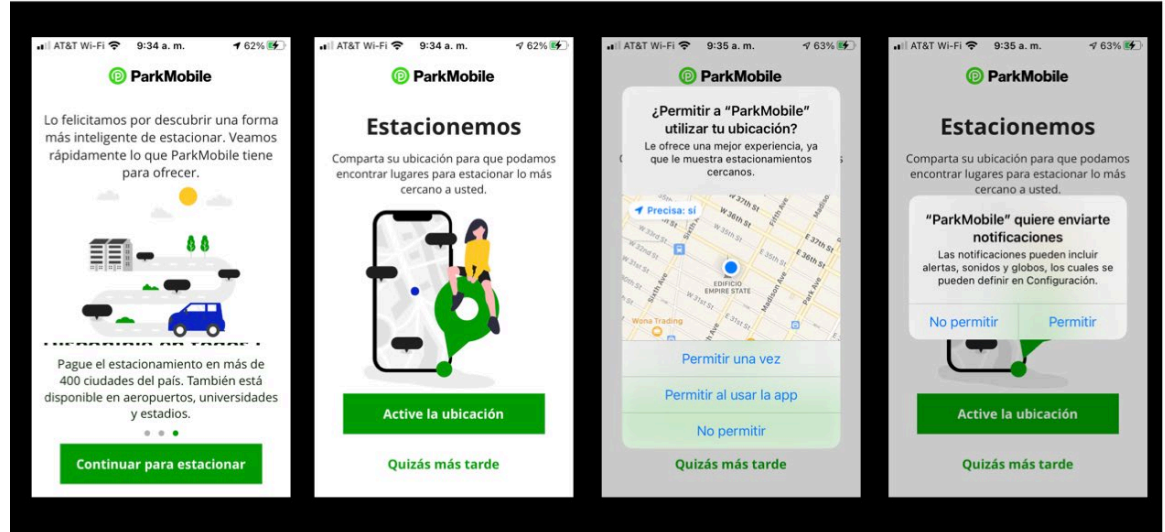
- Equity and access continues to be top of mind for our services.
- Our latest 9.13 release for iOS and Android allows parkers to now use the app in Spanish
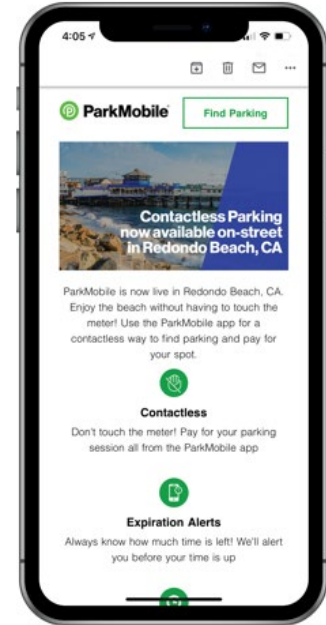
Targeted User Engagement

- Engagement program sends the right message to the right consumer at the right time.

- Tactics include email, in-app messages and geo-targeted push messages

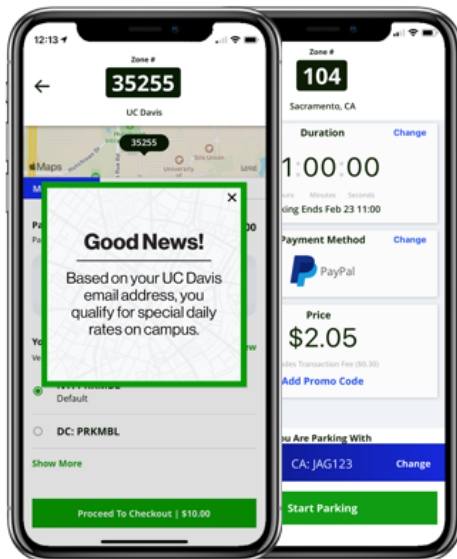- Continued user engagement enables us to retain users over time

In-app messages
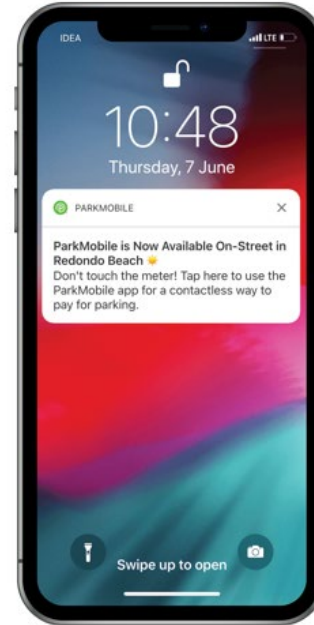
Geo-targeted push

Email Campaigns

Features and Functionality to Help *Everyone*

Flexible Configuration

- Supporting the most complex rate structures
- Email/LPN Eligibility for Discounts
- Prepay option
- Event Override

Find My Car
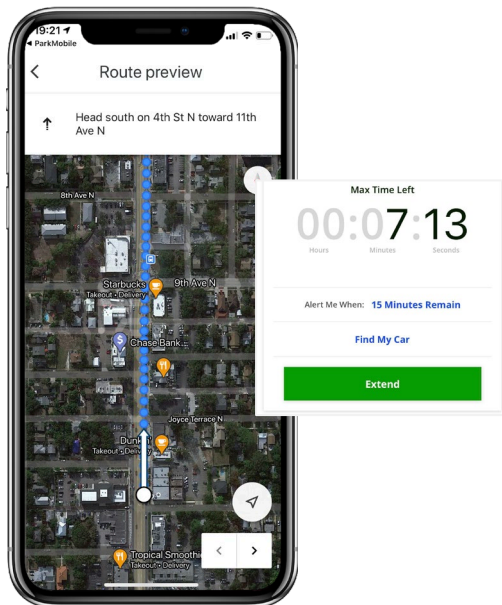
- Find My Car takes the stress out of transient visitors
- 20% of ParkMobile's customers have used this feature

Amenities and Restrictions

- Notify customers of specific restrictions
- Filter by Location Type
  - Loading Zones
  - ADA Spaces
  - EV Charging
  - PUDO

ParkMobile®

Structured, Secured, and Privacy Compliant

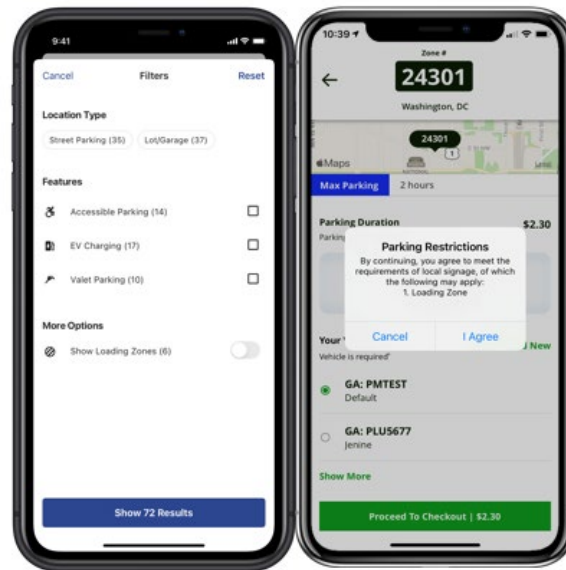**ParkMobile maintains the broadest certifications and highest levels of insurance coverage in the industry**

- ✓ **SSAE 16** – Statements of Standards for Attestations Engagements
- ✓ **PCI DSS Level 1** – Payment Card Industry Data Security Standard
- ✓ **ISO 9001 2015** – Quality Management Certification
- ✓ Cyber Insurance of $15,000,000+
- ✓ Compliant with new privacy regulations - PIPEDA (Canada) and CCPA (California)

ParkMobile 360™ Rate and Policy Management

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

- **Rate Creator:** With ParkMobile 360, a user can quickly create rates for specific days, weeks or months. If there's a festival, street cleaning or a weather event, a user can just change and update rates across different locations.

- **Policy Management Across Locations:** ParkMobile 360 provides a complete view of rates and policies across multiple locations. A user can quickly apply policies from one location to another without having to rebuild a location's rate structure.

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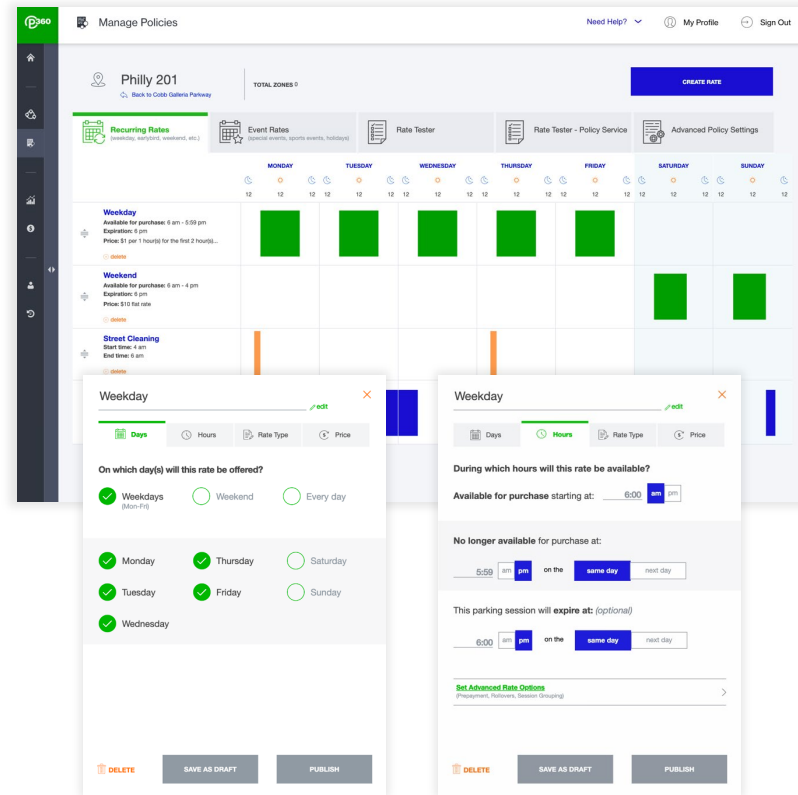
ParkMobile 360™ Analytics and Reporting

- **Easy-To-Read Reporting Dashboard View:** With ParkMobile 360, 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 offers the ability to distribute the right information to the right people by scheduling daily, weekly, or monthly reporting emails to select members in an organization.

- **Filter By Date and Supplier:** ParkMobile 360 offers the ability to filter data by date range and supplier, making it easy to pull the data and compare historical trends.

- **Download ParkMobile 360 Reporting Data in Multiple Formats:** With ParkMobile 360, a user can quickly and easily download data in in .xls, .csv, and .pdf formats.