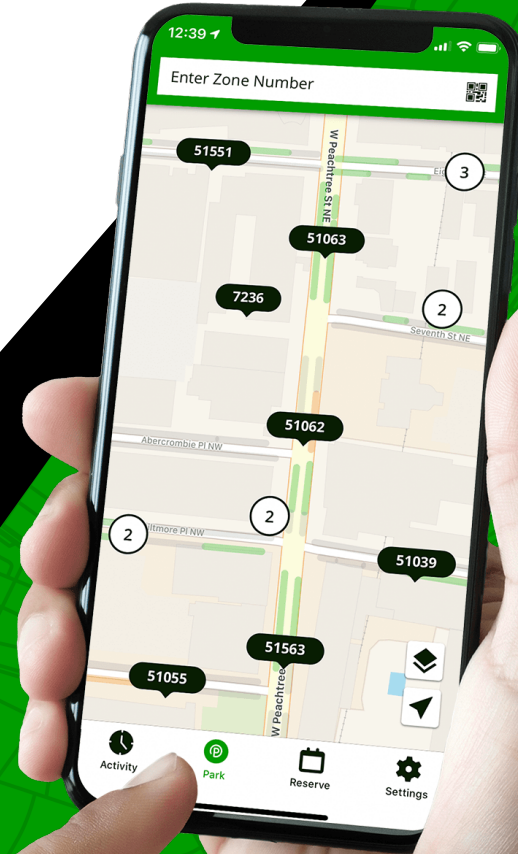




City of Redondo Beach Council Presentation

May 4, 2021



ParkMobile Resources



David Hoyt
SVP Sales

- Head of Partners
- 20 years in the industry



Kristen Locke, CAPP
Senior Regional Sales Manager

- 14 years Industry Experience
- Colorado Based
- Municipal Parking Experience

Customer Choice with ParkMobile



zone #
2021

 **ParkMobile®**

**Contactless
Parking Payments**

Pay on-the-go with ParkMobile.
Available nationwide.

PAY BY APP	PAY ONLINE	TEXT TO PAY
 Download on the App Store  GET IT ON Google Play	 ParkMobile.io	Text "PARK" to 77223

 More To See
redondo
BEACH

No Smartphone?
Call 877-727-5714
Need Help?
Support.ParkMobile.io

Legacy Payment Options

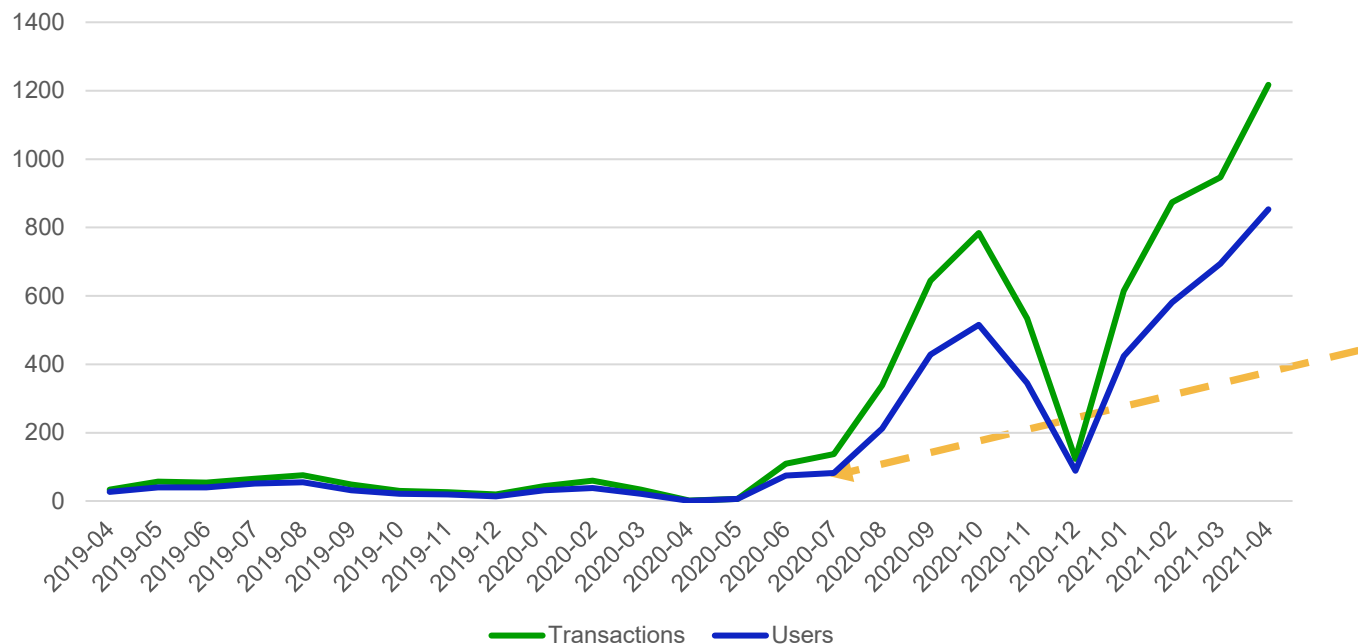
- ParkMobile Powered Applications
- IVR Phone
- ParkMobile Web

2021 Payment Options

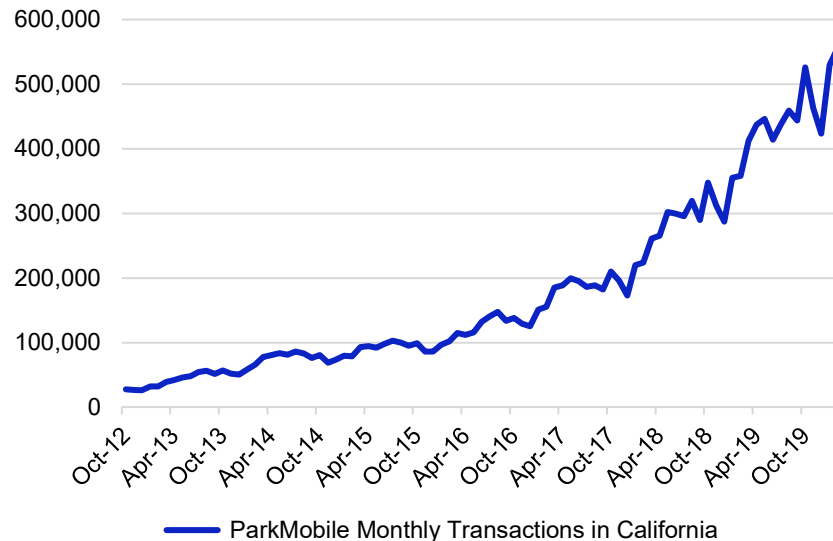
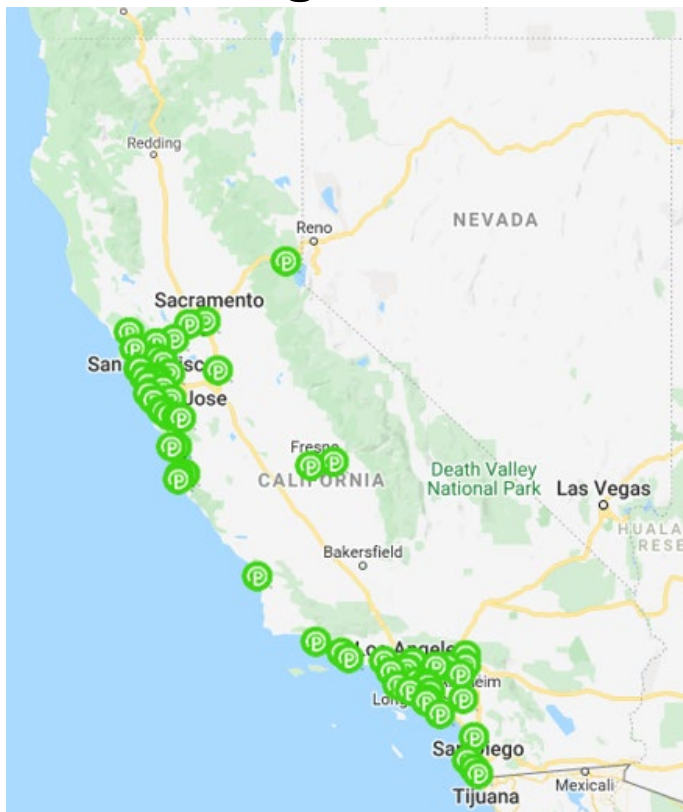
- ParkMobile Powered Applications
- IVR Phone
- **Enhanced ParkMobile Web**
 - Text to Pay
 - Scan to Pay
 - Park.New
- Guest Checkout for Web
- Google
 - Google Pay
 - Google Maps for iOS and Android

Recent User and Transaction Growth in Redondo Beach

Following new signage and decal installation in June/July 2020, **unique ParkMobile users grew to 515 in October 2020, combining for 784 transactions.**



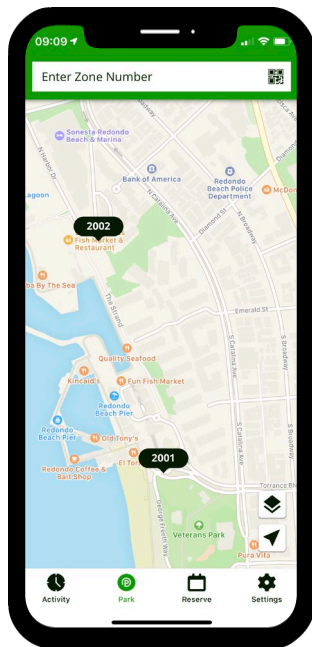
More than **1.7 Million People** Used ParkMobile in California, Combining for **20,000,000 Transactions**



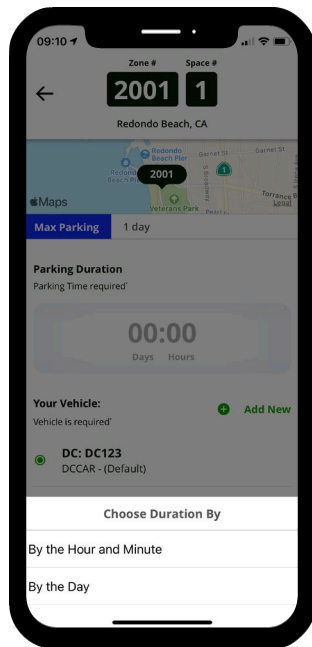
- **Recent ParkMobile Additions:**
 - Rancho Palos Verdes, CA
 - University of California, Davis
 - University of California, Santa Barbara

The ParkMobile Application

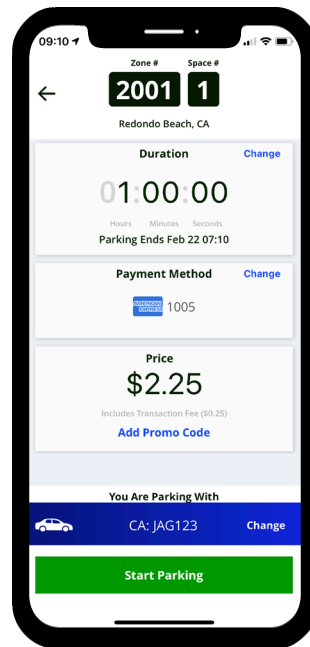
Enhanced intuitive interface reduces steps, driving efficiency and convenience



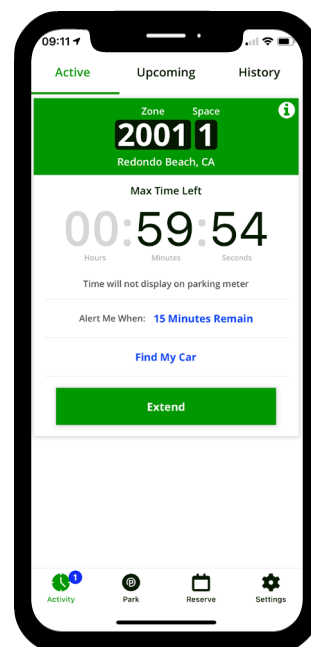
Map view displaying supported zones



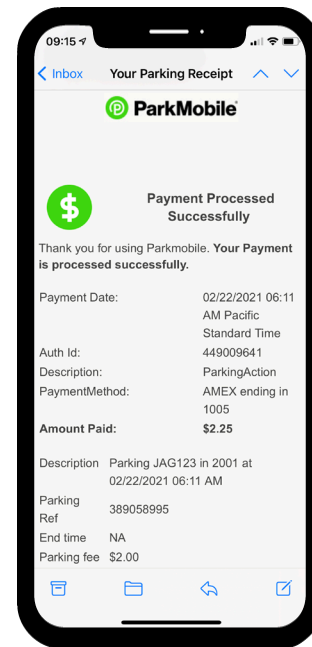
Select LPN and duration



Adjust duration, payment method, LPN, and add promo code



Extend anywhere, adjust alerts, and find your car

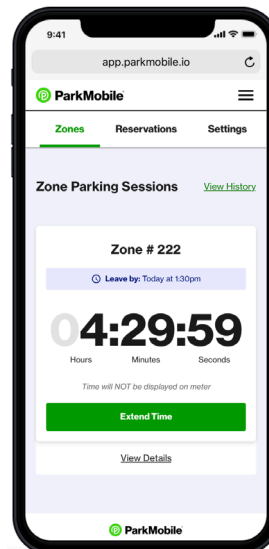
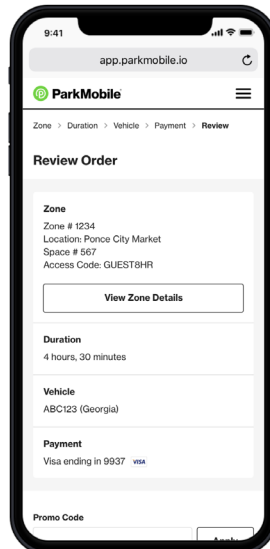
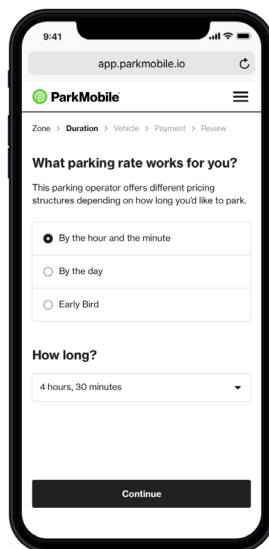
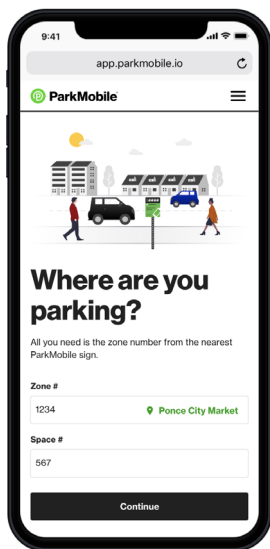


Email receipts and text reminders

Mobile Web

Lightweight web-based flow for people who do not want to download the full-featured app

Mobile web experience



Commentary

- Lightweight – no app download required
- Ability to do a quick transaction on-the-go
- Supports text-to-pay option
- Enables easy linking from any website or mobile app
- When the user parks in a ParkMobile zone, they can text the keyword "Park" to 77223 to receive a short link to Mobile Web via SMS to start their session.

Guest Checkout

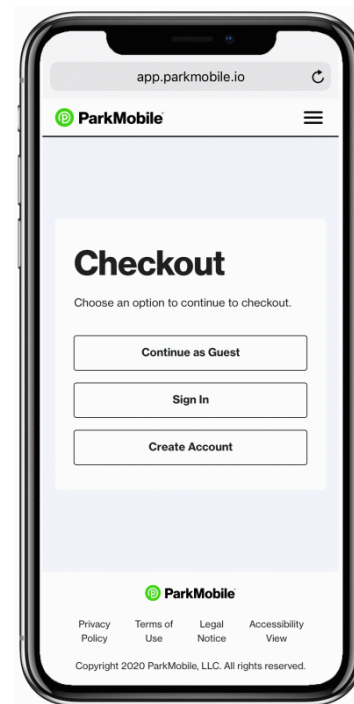
Pay for parking **without creating an account**

In App Guest Experience

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



More Ways to Pay

zone #

2021

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PAY ONLINE

Scan to Pay at
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TEXT TO PAY

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to 77223*





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Ways to Pay

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ParkMobile



Pay Online at
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to 77223*



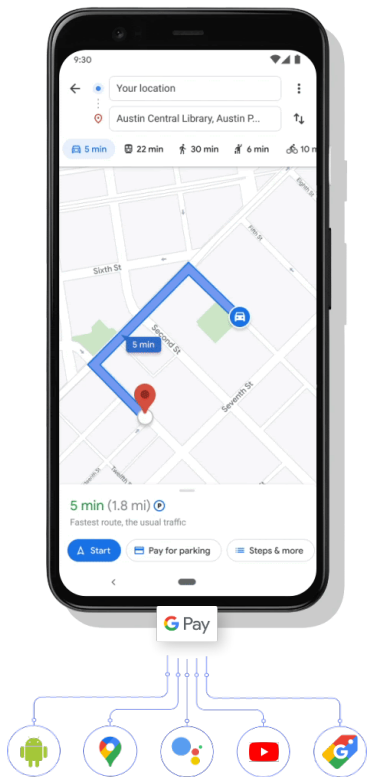
Pay with
Google Pay®



Pay by Google Pay

Enabling **supplier and customer choice** at scale

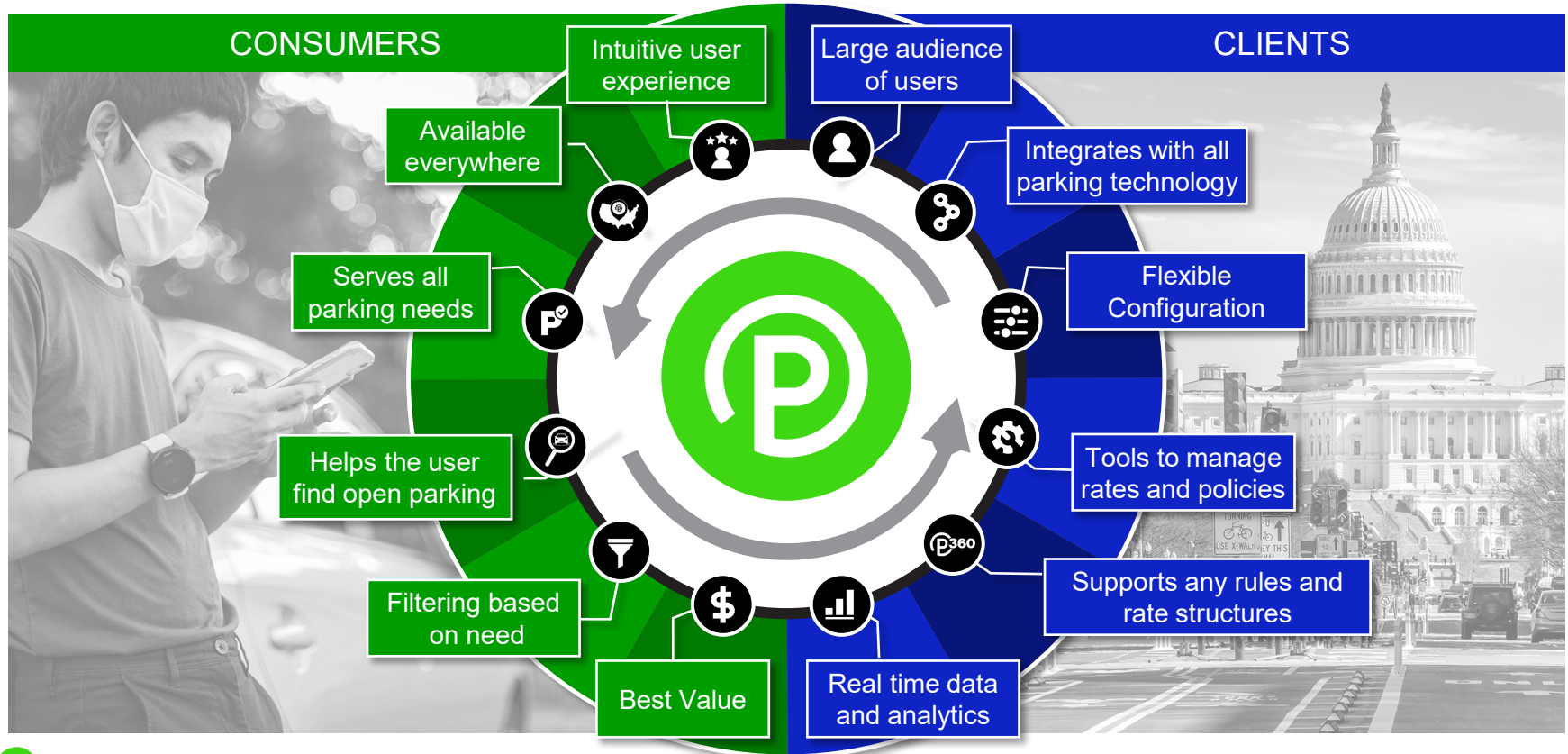
Third Party App Experience



Key Features

- ParkMobile is integrated with **Google** to enable **parking payments through the GPay app on Android and iOS** and mobile web experience.
- User can complete a parking **transaction without leaving the Google experience** by leveraging the ParkMobile infrastructure.
- Customers can use their stored payment info with Google to easily pay for parking.
- The same ParkMobile purchasing experience embedded in a micro-app.
- Works with all of your enforcement, reporting, and integrations – no action required!
- Opportunity for ParkMobile to **expose client parking inventory to a market of over 140 million handsets** in the U.S.

Meeting The Needs Of Consumers And Clients





Thank you!



ParkMobile®