

File No.: 04-1000-20-2018-270

September 21, 2018

s.22(1)

Dear s.22(1)

Re: **Request for Access to Records under the Freedom of Information and Protection of Privacy Act (the "Act")**

I am responding to your request of May 16, 2018 for:

Copy of the bid submitted by Parkmobile, LLC. in response to Request for Proposal PS20160599, <http://vancouver.ca/files/cov/PS20160599-provsn-of-mobile-parking-payment-system.pdf>.

All responsive records are attached. Some information in the records has been severed, (blacked out), under s.21(1) of the Act. You can read or download this section here: http://www.bclaws.ca/EPLibraries/bclaws_new/document/ID/freeside/96165_00

Under section 52 of the Act you may ask the Information & Privacy Commissioner to review any matter related to the City's response to your request. The Act allows you 30 business days from the date you receive this notice to request a review by writing to: Office of the Information & Privacy Commissioner, info@oipc.bc.ca or by phoning 250-387-5629.

If you request a review, please provide the Commissioner's office with: 1) the request number assigned to your request (#04-1000-20-2018-270); 2) a copy of this letter; 3) a copy of your original request for information sent to the City of Vancouver; and 4) detailed reasons or grounds on which you are seeking the review.

Please do not hesitate to contact the Freedom of Information Office at foi@vancouver.ca if you have any questions.

Yours truly,



Barbara J. Van Fraassen, BA
Director, Access to Information & Privacy

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Phone: 604.873.7999
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Encl.

:kt



1.0 Vendor Fees

1.1 Parking Session Pricing

Proponents are to provide the Price per Parking Session for each tier in Table 1 below.

Table 1 – Monthly Parking Session Pricing (note: Table 1 and/or Table 2 should be completed and submitted in the Commercial Proposal)

Tier #	Number of Monthly Parking Sessions	Price per Parking Session
0	1 - 100,000	\$ 0.08
1	100,001 - 200,000	\$ 0.08
2	200,001 - 300,000	\$ 0.08
3	300,001 - 400,000	\$ 0.08
4	400,001 - 500,000	\$ 0.08
5	500,001 - 600,000	\$ 0.07
6	600,001 - 700,000	\$ 0.07
7	700,001 - 800,000	\$ 0.07
8	800,001 - 900,000	\$ 0.05
9	900,001 - 1,000,000	\$ 0.05
10	1,000,001 - 1,100,000	\$ 0.05
11	1,100,001 - 1,200,000	\$ 0.05
12	1,100,001 - 1,200,000	\$ 0.03
13	1,200,001 - 1,300,000	\$ 0.03
14	1,300,001 - 1,400,000	\$ 0.03
15	1,400,001 - 1,500,000	Free
16	1,500,001 - 1,600,000	Free
17	1,600,001 +	Free

1.2 Alternative Pricing

In addition to the Parking Session Pricing (Section 1.1 above), the City may consider Alternative Pricing. Alternative Pricing can be provided in Table 2 below.

Table 2 - Alternative Pricing (note: Table 1 and/or Table 2 should be completed and submitted in the Commercial Proposal)

Alternative Pricing: Revenue Share Proposal: Parkmobile proposes *no fixed transaction fee* on any mobile payment transaction. In lieu of the fixed fee, Parkmobile receives 2.49% of all collected parking revenue initiated through the IVR solution.

1.3 Pricing for Telephone and Online Customer Service for the General Public

The City uses its in-house 311 and Ticket Enquiry Centre customer service teams to provide service to the public for the MPP system.

Should the City choose to change this model, the successful Proponent may be asked to provide these services.



Proponents may provide pricing and details on telephone customer services in Table 3 below.

Table 3 - Telephone Customer Service for the General Public (Optional)

Parkmobile agrees to offer the City Telephone & Online Customer Service for the General Public *at no additional costs to the City*.

1.4 Pricing for Other Services

Pricing for other services *not identified in this RFP* can be noted in Table 4, below.

Table 4 - Pricing for Other Items Not Identified in the RFP (Optional)

Parkmobile agrees to provide the City with all value-added features/functionality outlined in the response to this RFP *at no additional costs to the City*.

2.0 Credit Card Processing Fees

2.1 Credit Cards Processed by Moneris

If the Solution is required to work with Moneris to process credit card transactions (refer to Annex 2 – Detailed Functional Requirements, Section 1.0 - Global), please detail any and all associated costs in Table 5, below.

In addition, please clarify if the credit card processing fees are to be determined on a per Parking Session basis, or on an individual transaction basis (i.e. starting to park is a transaction, extending parking is a separate transaction, stopping parking time is a separate transaction).

Table 5 – Costs if Credit Cards Processed by Moneris (Optional)

Parkmobile agrees to provide the City a **free gateway service** to connect all IVR transactions directly to Moneris on a daily basis.

The City shall only incur the merchant service fees currently charged by Moneris for payment processing. As the existing arrangement for these fees has not been disclosed to Parkmobile, we cannot provide insight into the costs the City shall be assessed.

Moreover, Parkmobile can configure its service so that the City shall only incur credit card processing fees once a parking session has been stopped by a consumer (i.e. on a per Parking Session basis).

2.2 Credit Cards and other Payment Methods Processed by a Proponent's Preferred Service Provider, other than Moneris

If the Solution can be configured to work with a Proponent-brokered service where credit cards are processed entirely by the Solution and revenues are submitted to the City in accordance with a pre-determined schedule (functional requirement in Annex 2, Tab 1.0 Global), indicate all associated costs (gateway fees, credit card processing fees, etc.) in Table 6 below.

In addition, please clarify if the credit card processing fees are to be determined on a per Parking Session basis, or on an individual transaction basis (i.e. starting to park is a transaction, extending parking is a separate transaction, stopping parking time is a separate transaction).

Table 6 – Costs if Credit Cards Processed by Proponent's Preferred Service Provider, other than Moneris (Optional)



Parkmobile agrees to provide the City access to its volume-based rates for payment processing with its Preferred Service Provider. The fees for this option shall be 2.9% plus 15 cents per Parking Session with this proposal. In this fee arrangement, Parkmobile's Preferred Service Provider retains the entire fee proposed (effectively a pass-through cost to the acquirer). No gateway fees are required when Parkmobile is MOR.

As described in Table 5, Parkmobile can configure its service so that the City shall only incur credit card processing fees once a parking session has been stopped by a consumer (i.e. on a per Parking Session basis).



July 8, 2016

City of Vancouver
Supply Management Department
453 West 12th Avenue
4th Floor
Vancouver, BC V5Y 1V4

RE: City of Vancouver RFP PS20160599 Parkmobile IVR Submission

Parkmobile Electronic Parking Solutions Canada, Inc. (Parkmobile) is pleased to provide the enclosed submission to the City of Vancouver in response to the above-referenced Request for Proposal (RFP). Our submission demonstrates that Parkmobile's service offerings not only meet but exceed all of the scope of service requirements for vendors identified in the RFP.

We are proud to have earned the municipal contracts for 36 of the Top 100 cities in the United States, including our most recent contract awards of New York City, Fort Worth, Texas as well as Dallas, Texas. In North America, we have earned the membership of over 3.5 million patrons who pay for parking through one of Parkmobile's platforms. Here at Parkmobile we initiate, authorize, and settle over \$5 million in parking revenues on nearly 2.5 million transactions every month in the United States. The City of Vancouver can take great confidence in knowing that if selected as your mobile payment provider the City's parking patrons are in good hands with Parkmobile.

Parkmobile is consistently chosen by municipalities of similar size across North America to offer our Mobile Application solutions because we have a reputation for excellence and professionalism that is unmatched.

Dedication to our partners is truly one of the hallmarks of our success and we will never stop improving our performance or products.

Thank you for the opportunity to earn your business. Through our submission we demonstrate how our proven record of successful mobile payment products with cities will drive the success of the City of Vancouver Mobile Payment Program.

Please do not hesitate to contact me if you have any questions or need clarifications regarding anything in this submission.

Sincerely,

Brent Paxton
EVP of Sales and Account Management
Brent.Paxton@parkmobileglobal.com

1100 Spring St. NW, Suite 200, Atlanta, GA 30309



PARKMOBILE SMART PARKING SOLUTIONS

City of Vancouver: Request for Proposal
PS20160599 Parkmobile IVR Submission
July 8, 2016



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Parkmobile Supplemental Materials Provided with Submission

- ✓ Parkmobile Key Personnel Resume's
- ✓ Parkmobile Implementation Plan
- ✓ Parkmobile Sign and Decal Branding Guidelines
- ✓ Parkmobile AOC (PCI Compliance)
- ✓ Parkmobile Financials
- ✓ Parkmobile Media Kits (March 2016 – May 2016)
- ✓ Parkmobile Product Brochures



Section 10.1 Executive Summary

The City of Vancouver has a mature public parking customer base that is served by (i) non networked coin only single space meters as well as pay stations; and (ii) networked single space meters and multi space pay stations altogether offer over 10,000 paid on street spaces for residents and visitors. As a central city Vancouver's on street regulations must provide accommodate many different uses, sometimes concurrently. One way the City provides diverse services to all of the stakeholders who need access to on street parking is to provide space specific rules for each metered space.

Parkmobile Electronic Parking Solutions Canada, Inc. (Parkmobile) is the leading provider of mobile payment solutions in the world. No other vendor that will respond to this solicitation has more experience providing Interactive Voice Recognition (IVR) services to municipalities of similar size and needs as the City of Vancouver. Parkmobile has more registered users than any other mobile payment provider in North America. We provide our services to over 30 Top 100 cities in the United States; this is three times larger municipalities compared to our nearest competitor. We also have earned more than 170,000 mobile app downloads per month in North America. Our services are offered on over 180 municipalities, including the City of Grand Rapids, MI; our first North American deployment and the city we continue to see our highest IVR usage.

By the Numbers: Parkmobile is the Industry Leader!

Registered Users (2x more than closest competitor)	5+ Million
On-Demand Spaces	600,000+
Locations Across 42 States (in US)	2,000+
Number of Top 100 Cities in the US (3x our closest competitor)	36*
Transactions Initiated yearly in the US	30 Million
Monthly App Downloads (more than any competitor)	170,000+
Number of Municipal Deployments	180+
*This includes the City of Dallas, TX where we were recently awarded the mobile payment contract over the existing vendor.	

Parkmobile is fully integrated with the City of Vancouver's existing networked meter vendors and several of our large municipal partnerships across North America use the same pay by space architecture employed in Vancouver. Examples of existing Parkmobile pay by space deployments include, Grand Rapids, MI (IVR accounts for nearly 10% of mobile transactions), Tampa, Los Angeles, Atlanta, Milwaukee and Minneapolis.

Parkmobile meets or exceeds all solicitation requirements detailed in the City of Vancouver RFP; in fact, all of the IVR functionality required by the City are default settings in our platform. As a cloud based company we strive to satisfy all of the City's green initiatives and we consistently take part in local programming of our municipal partners designed to serve residents as well as the environment such as our Parkmobile Cares Program¹.

¹ <http://www.houstontx.gov/parking/parkmobilecares.html>



Parkmobile is the most innovative and comprehensive electronic payment solutions provider available in the parking marketplace today. Since 2000, Parkmobile's leadership in IVR, mobile on demand and reservation payments for parking is evidenced by over 2,000 successful implementations throughout the U.S., Europe, Australia and New Zealand.

Parkmobile has the most active municipal deployments in North America customizing our mobile payments solutions to the individual needs of our municipal partners. We are recognized as the best IVR solution for progressive cities that lead in transportation policies and operations.

Other Parkmobile municipal partnerships where we offer IVR services include, Miami Beach, San Diego, Oakland, Sacramento, Fort Worth, Milwaukee, St. Louis, Pittsburgh, Arlington County, Minneapolis, Washington, DC as well as our pending launch as the mobile payments provider for New York City during the summer/fall of 2016².



“Parkmobile has positively impacted the City of Santa Cruz parking experience over the past four years with a 70% increase in usage annually. We’ve seen a reduction in parking citations as compliance is so much easier for our customers. And the elimination of 30,000 lbs. of coins has reduced our labor needs.”
-Marlin Granlund, Parking Program Manager for City of Santa Cruz, CA

Parkmobile provides more customized apps to our municipal partners than any other vendor in the industry. Our latest custom app launch is the Park It! App with the City of Charlotte.³ After five years the City of Charlotte put their mobile payments services back out to bid

last year and we are proud that Charlotte's Department of Transportation chose to remain our partner instead of choosing any other mobile payments provider, including the mobile payments vendor based in Charlotte.

We check all the boxes identified in Section 2.2 of the City's solicitation:

- **2.2.1: Focus on Usability and Customer Experience:** Section 10.2 of this submission details the Ease of Use customer's experience when using our system. We also offer to customize our platform operations for Vancouver.
- **2.2.2: Focus on Innovation:** Section 10.5 of this submission reinforces that we offer the most innovation approaches in the market. We are the only mobile payment provider that offers a Connected Vehicle program with active integrations Original Equipment Manufacturers (OEM's) Ford, Audi, Volvo and BMW.

² <https://www.dnainfo.com/new-york/20160203/central-harlem/mobile-pay-coming-all-muni-meter-spaces-citywide-mayor-says>

³ <http://us.parkmobile.com/news/city-charlotte-and-parkmobile-relaunch-their-mobile-payments-solution-city-branded-app-parking>



By the end of this calendar year we will announce more OEM integrations. Parkmobile is also the only vendor that will respond to this solicitation that offers the City of Vancouver a combined on and off street mobile payment platform through our Click and Park Brand. We have also partnered with Smarking out of San Diego to offer Vancouver the most advanced data analytics in the industry.

- 2.2.3 New Functionality: Besides state of the industry innovation Parkmobile offers the City new functionality such as the introduction of our new on street occupancy data platform through our partnership with INRIX⁴ as well as our Fleet Management Program. Vancouver's solicitation discusses Account Based Parking Rules (ABPR) as a potential function in the future. Our existing Fleet Management Program would provide the City of Vancouver with the ability to deploy ABPR immediately. Currently, our platform provides different parking rules to users in Houston (over 300 users), Indianapolis (over 250 users), Miami Beach (over 200 existing users) and New Rochelle, NY (over 200 users); please see Section 10.5 Value Added Services for details.
- 2.2.3.2 New Ways to Pay: Parkmobile offers the most payment options in the industry. We go beyond accepting all traditional payment methods (i.e., Visa, MasterCard, Discover, AMEX). Parkmobile is the industry pioneer in acceptance of emerging payment methods such as PayPal (since 2011), Visa Checkout (since 2014), MasterPass (since 2015) as well as our innovative Parkmobile Wallet for unbanked or 'cash preferred' members. We also are poised to introduce ApplePay and Google Wallet soon.
- 2.2.3.3 Early Parking Session End: we have offered this option to our municipal partners since 2010. Through our platform the City can deploy this option on every space or individual spaces at different times and different price points.
- 2.2.3.4 Real Time Short Term Parking Restrictions and Event Rates: As mentioned previously we are the only vendor that offers a unified on and off street parking platform through our Click and Park brand. We provide many of our existing large municipal partners with event rate and short term parking functionality. For example, in Los Angeles, Washington, DC and Minneapolis we provide dynamic pricing on metered spaces around their sports venues. Through Click and Park we provide off street short term and event rate parking for events such as the Super Bowl, NCAA football games, PGA tournaments, Major League Baseball and National Hockey League games as well.
- 2.2.3.5 Prepayment of Parking Sessions: we have provided this option to our municipal partners since 2011. For example, in Washington, DC patrons can prepay at both single and multi-space metered spaces and our integration is coordinated with the District's Parking Enforcement platform.
- 2.2.3.6 Strategies to Reduce Vehicle Selection Errors: our experience with over 180 municipal partners provides us with the unique perspective of seeing most issues before. We have found that training as well as providing patrons with detailed instructions mitigates many of these errors. Parkmobile offers to come to Vancouver for annual training sessions of parking enforcement staff and in cities that have experience citation errors in the past we provide materials to patrons before they park. Our operations in Rehoboth Beach, DE demonstrates our ability to create the appropriate messaging for system users. In Rehoboth we provide a Special Note alerting patrons that they need to be sure to enter license plate details correctly to ensure parking enforcement can verify payments.⁵
- 2.2.3.7 Use of Geolocation Services: Parkmobile has provided these services to our municipal partners since 2010. This functionality, including our 'Find My Car' feature is a default setting in our platform. We geocode every parking space for each of our municipal partners in our system.

⁴ <http://www.detroitnews.com/story/business/autos/2016/05/18/inrix-parkmobile-announce-partnership/84524454/>

⁵ <https://parkmobile.zendesk.com/hc/en-us/articles/203300750-Rehoboth-Beach-DE-Parkmobile-Info>



- **2.2.4 Accommodation of Future Parking Policy Changes:** Parkmobile's nimbleness and ability to provide customizable operations to our municipal partners is an integral part of our industry leadership. We enjoy the process of working with our partners on innovative approaches and we stand prepared to provide the City of Vancouver with new initiatives as your team's needs evolve.

Parkmobile Key Benefits

No capital expenditure (CAPEX) requirements for Parkmobile operations

- ✓ Our electronic payment solutions do not require any new CAPEX investments by City of Vancouver.

Parkmobile is already integrated with Vancouver parking operations, including single and multi-space meter vendors as well as the City's merchant processing

- ✓ All major parking industry suppliers, manufacturers, and providers choose to integrate with Parkmobile because of our reliability, proven robustness and global success.

The most reliable and accountable electronic payment solutions

- ✓ All Parkmobile solutions are Payment Card Industry Data Security Standard (PCI DSS) Level 1 v3 certified, SSAE 16 (former SAS 70) and ADA compliant. Parkmobile is a hosted solution through a Tier 1 world class partnership with QTS. This redundant cloud hosting network provides for a 99.9% service level uptime guarantee.

The comfort of working with the global market leader

- ✓ Parkmobile's payment solutions are used daily by tens of thousands of people daily in North America and in 2015 we processed over 30 million transactions in the United States alone. Parkmobile is more than twice the size of the combined competition – in terms of members, transactions and processed parking revenue – and is continuously expanding its global footprint faster than any other provider. We have earned the largest mobile payments membership base in North America. Through our public and private partnerships with parking management companies Vancouver patrons can use their existing Parkmobile accounts to pay for everything from on street on demand parking to off street prepaid/reservation permit parking. We provided all permit parking services for San Francisco's Super Bowl last season and we are under contract to provide the same services for the next Super Bowl in Houston.

Improved customer experience and service

- ✓ Parkmobile delivers a new level of customer experience by providing the most flexible, customizable and user friendly interface for online reservation payments and on demand mobile app parking. Customers will have the ability to purchase and start (and stop) their parking sessions through GPS, QR code and NFC enhanced native mobile apps, IVR (interactive voice recognition, speech or manual entry), Internet, and landline. We offer the City of Vancouver the ability to expand these services through our INRIX and Smarking integrations.

Experienced and Successful Management Team

- ✓ The Parkmobile management team comes from leading companies and governments in the parking and payment sectors with a proven track record of success in building sustainable and scalable businesses. Team members hold several Board member positions in local, national and international parking associations.



A Company with Strong Financial Backing and Strategic Vision

- ✓ The Parkmobile solutions are backed by a group of long term shareholders committed to improving next generation mobility within the intelligent transportation industry. We invite you to review the letter included with this submission from Mr. Bill Ford, Jr., Executive Chairman of the Board of Ford Motor Company as well as one of our lead shareholders. Mr. Ford underscores our shared vision on how we at Parkmobile contribute to the 21st century transportation ecosystem.

Parkmobile is fully integrated with all major vendors in the parking industry, including the single and multi-space vendors used by the City of Vancouver. As a result of our integrations with Vancouver's existing vendors and our deep industry integrations we positioned to grow with your parking management needs.

Please see a list of our integration partners below:

Enforcement Equipment	LPR					
	Handhelds					
Payment Processors						
Mobile Operating Systems						
Parking Meters						
Parking Availability						
Gated Parking Equipment						



Fontinalis Partners
One Woodward Avenue
Suite 1600
Detroit, Michigan 48226

Twenty years ago many people talked about environmental sustainability and good business practices as though they were mutually exclusive. It was difficult to convince them otherwise. Today it's an easier conversation. In fact, the best way to make businesses more profitable is to offer products and services that are sustainable in every sense of the word. This is especially true in transportation industries.

It's important to invest in what you believe. To that end, I co-founded Fontinalis Partners, a firm that strategically engages with companies offering environmental improvements within transportation-related industries. In January 2010 we invested in Parkmobile USA, a company that provides a web-based suite of parking management solutions.

Parking is a critical component of transportation. The world's automotive fleet is now at 800 million vehicles and is projected to reach 2 billion by midcentury. Most of these vehicles are concentrated in urban areas, and as car density increases, so does the challenge for drivers to use and park their vehicles.

The parking process is intricately connected to traffic issues. Recent studies suggest that drivers who are looking for parking spaces generate anywhere from 28-45% of urban traffic congestion. Besides being a global contributor to pollution, heavy traffic is expensive for cities and for businesses. By implementing efficient parking management systems, cities can reduce congestion and the associated environmental and economic costs.

It's inspiring to find business platforms that can lighten our collective carbon footprint and improve local economies. I'm equally impressed by the people at Parkmobile who have committed their professional expertise to the success of the company.

The Parkmobile story is about much more than parking. It's about looking ahead and advancing an industry with new technologies. It's about improving the consumer experience and designing efficient processes. And it's about making the planet a little greener along the way.

I invite you to learn more.

William Clay Ford, Jr.
Founding Partner, Fontinalis Partners
Executive Chairman and Chairman of the Board, Ford Motor Company

Parkmobile's strategic commitment is strengthened and further enhanced by the addition of the BMW Group as a shareholder. Through partnership with Parkmobile the City of Vancouver would enjoy a distinct advantage through participating in green technological initiatives that are working toward unprecedented connectivity and transportation efficiencies for our cities by making these communities smarter and more sustainable with a proven and customizable parking experience for resident, merchants and visitors to your world class City!



PARKMOBILE'S SUCCESS INCREASING ADOPTION RATES

Parkmobile has a proven track record of helping our municipal and university partners increase their mobile payments adoption rates; we provide the best results in the industry. We have a track record of transitioning new partners from their previous vendors with great success. In each example below we provide IVR services.

New Orleans, LA | Parkmobile was chosen by the City to replace a mobile payment provider that had been deployed for five years. Within **three months** Parkmobile **tripled** the number of daily mobile payment transactions in New Orleans – an adoption rate of close to 20% percent!

Pittsburgh, PA | In 2015, the City selected Parkmobile as its mobile payment provider through a competitive RFP process. Parkmobile processed over **\$1.1M in transactions in the first six months** of being deployed. Parkmobile's skinned app in Pittsburgh, Park PGH, has proven to be the **fastest growing** mobile payment deployment in the United States.

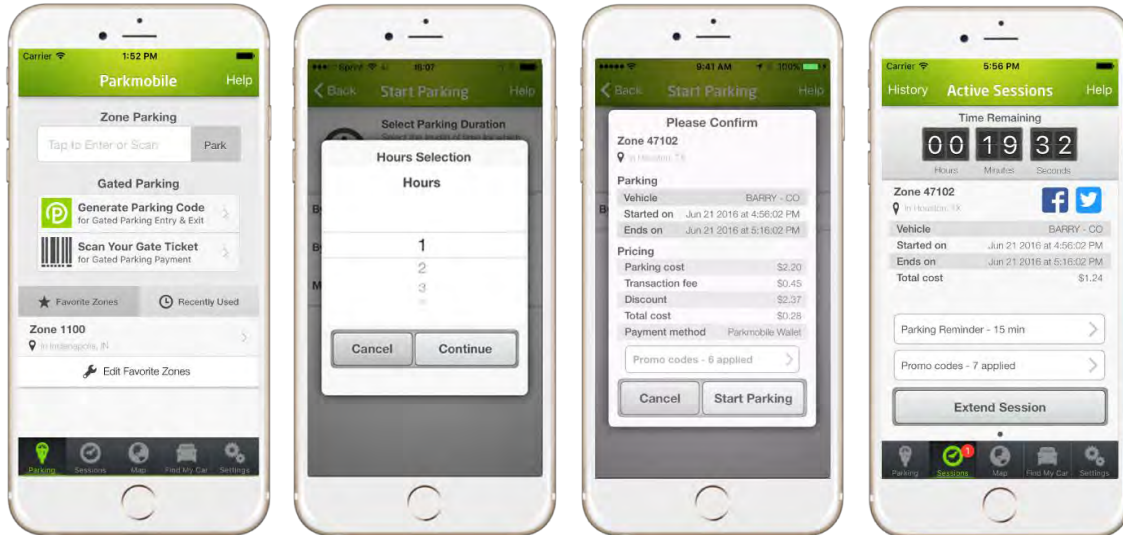
Texas A&M University | Parkmobile **surpassed** the number of daily mobile payment transactions initiated through the University's previous provider in only **one month**. Even more remarkable is that under the incumbent provider there was **no convenience fee** charged to the customer, while the Parkmobile convenience fee paid by the customer is **\$0.35**.

Section 10.2 Understanding of Solution Being Sought by the City of Vancouver

Parkmobile offers the City of Vancouver users with free, fast and easy account set up options. Motorists can register via internet (www.parkmobile.com), mobile website, download one of our native mobile apps (iPhone, Android, Windows Phone, BlackBerry, Amazon Fire phone, a generic browser version) or call a toll free number designated only for Vancouver operations to register via our IVR (Interactive Voice Recognition). We are the only vendor in the industry with an app for every mobile phone operating system. Whether patrons in Vancouver use a Blackberry, Windows or more well know devices such as iPhone's or Android's we have the City of Vancouver covered!

Our state-of-the-industry platform allows Vancouver the operational flexibility to continue its existing pay by space configuration and immediately introduce innovative concepts such as ABPR. Patrons in the City only need to provide:

- Credit card/debit card information (number, CVC, expiration date). Parkmobile also offers alternative payment methods such as PayPal, Visa Checkout, and a stored value ("wallet") payment method
- License plate number
- (Optional) Zone number (if motorist wants to park immediately)



Parkmobile's system is extremely easy to use⁶ (Please see *Parkmobile Video* in footnote)

- **Park:**

Patrons pull into a space and look for co – branded or customized signs or decals on the meter.

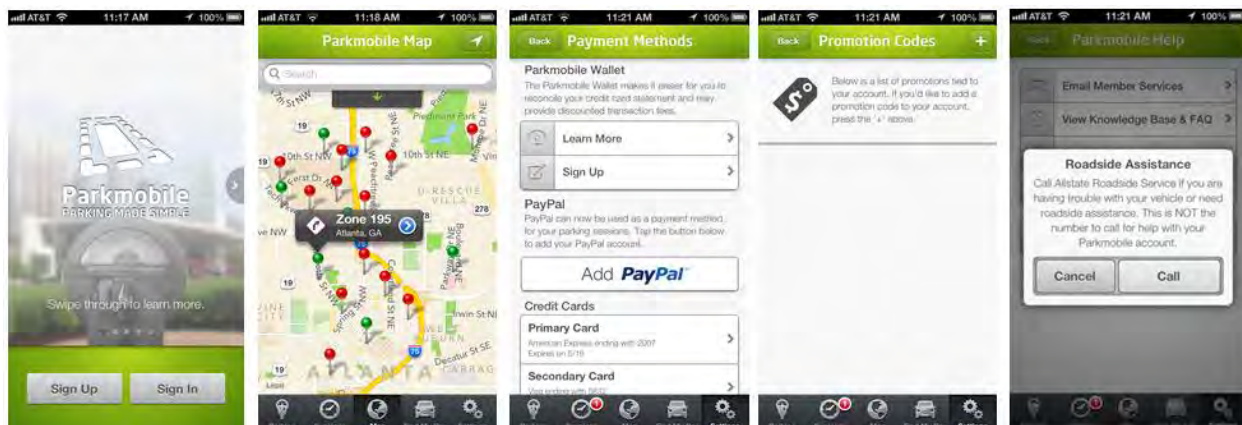
- **Mobile Pay:**

Patrons use one of our mobile apps or give us a call to activate parking sessions and key in the parking zone number.

- **On-The-Go:**

Patrons begin their parking session using all of the industry leading features Parkmobile offers to our members across North America.

Motorists in Vancouver are able to register for any of our apps via Internet (www.parkmobile.com), mobile website, download one of our native mobile apps (iPhone, Android, Blackberry, Windows Mobile7/ 8, Amazon, and a generic browser version) or call the toll free number and register via the IVR (voice computer).



⁶ <http://vimeo.com/44336290>: Video demonstrates Parkmobile system on iPhone (iOS) operating system



Ease of Use

Parkmobile offers the City of Vancouver a superior customer experience that is intuitive and easy to use:

- Simple selection options either to start and stop a parking transaction or purchase “blocks” of time via: mobile apps, IVR (both speech and manual entry of data), and individual online account (called “Personal Pages”); the system does not allow a patron to pay for parking beyond the posted time limits for each space.
- Email confirmation message indicating that a parking transaction has commenced.
- Push notification/email/SMS message alert 15 minutes before parking transaction will reach maximum available time and will be automatically deactivated.
- Helpdesk available 24/7/365 (both toll free number and email) with well trained and motivated agents located both in our Atlanta, Georgia office and our call overflow facility in Orlando.
- Free registration via Internet and quick and easy on street registration options by downloading the mobile app or with the published toll free number which provides direct access to first time users.
- Users enroll once and can initiate parking anywhere in the country with Parkmobile’s service.
- Mobile apps offer extremely fast and user friendly options to add or change information, or start another parking transaction.
- Over 95% of Parkmobile’s customers have chosen to park using these native mobile apps. A new or temporary license plate can also be added in real time and directly available for a parking transaction.
- Users can link multiple vehicles to their phone number, or multiple mobile phone numbers to one vehicle. Our Fleet Management Program (for ABPR functionality) can link an unlimited number of vehicles.
- Parking history and Find my Car functionality available in the mobile app, and multiple ways to start your parking (GPS, QR code, NFC for Android phones, or manual entry of the zone number); these are all default settings in the Parkmobile platform.

Parkmobile Offers the City of Vancouver a Customized Parking App

Parkmobile is the industry leader in providing customized apps for private sector, university and municipal partners. We are proud to provide more customized apps to municipalities compared to any other company in the mobile payments marketplace.

Examples of active customized municipal apps include:

- City of Pittsburgh, Go Mobile PGH (<http://gomobilepittsburgh.com/>)
- City of Milwaukee, MKE Park: (<http://city.milwaukee.gov/park#.VkJs-k05CUK>)
- City of St. Louis, ParkLouie: (<http://www.parklouie.com/>)
- Lancaster, PA: (<http://www.lancasterparkingauthority.com/pay-by-phone/>)
- City of Medford, MA: (<http://www.parkmedford.org/>)

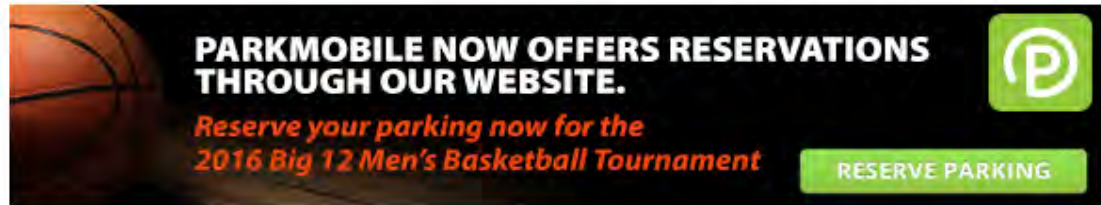
Customized apps provide the City of Vancouver with a unique opportunity to re – brand public parking operations in a cost effective way that can excite your patrons and create ‘champions’ within the Vancouver stakeholder community.



Parkmobile Offers Expanded Marketing and Social Media Campaigns

Parkmobile is fully prepared to develop and deploy expanded and comprehensive marketing campaigns immediately for the City of Vancouver as part of our IVR solution. For example, in Kansas City during March 2016 we marketed parking for the Big 12 Men's Basketball tournament⁷.

Whenever a patron began an on street parking session in the City the banner message below alerted them to off street parking options for all tournament games. template.

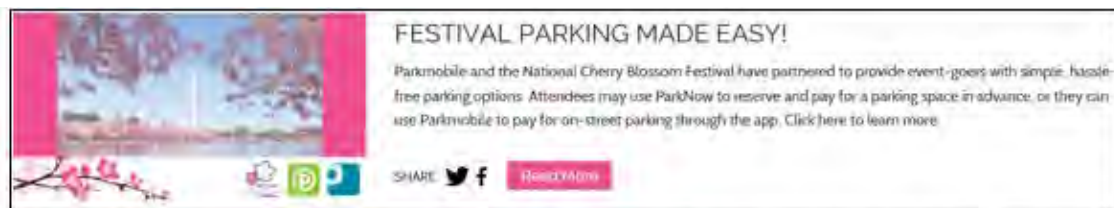


Parkmobile can assist with charitable donations or other not for profit programming attached to events or off street parking programs led by our partners.

Similar to Kansas City, Parkmobile's enhanced comprehensive marketing and social media campaigns for Vancouver would include any desired customized signage as well as the ability to coordinate these new mobile payment services with our state of the art Click and Park reservation platform.

Parkmobile's marketing and public relations efforts would be led by Tina Dyer's team. Her team would work with all stakeholders to monitor progress, identify action items and responsible parties and verify progress to ensure all milestones are met.

On this page are screenshots of Tina and her team's recent work in Washington DC, where we are the official off street online reservation parking partner for the National Cherry Blossom Festival⁸. City of Vancouver parking operations are an integral part of the region that attracts patronage from people beyond the immediate community. Parkmobile's proven track record of marketing our partners parking assets would assist your team in responsiveness to patrons as well as provide new opportunities to introduce Vancouver's parking facilities to new patrons based on your needs.



Parkmobile is the Official Mobile Payment Provider for the National Cherry Blossom Festival. Patrons can either use the Parkmobile app or go directly through the Festival website to identify and pay for off street parking every day of the event.

⁷ <http://www.kansascity.com/news/local/article13386890.html>

⁸ Please see <http://www.nationalcherryblossomfestival.org/> and <https://park-now.com/find-parking.html>



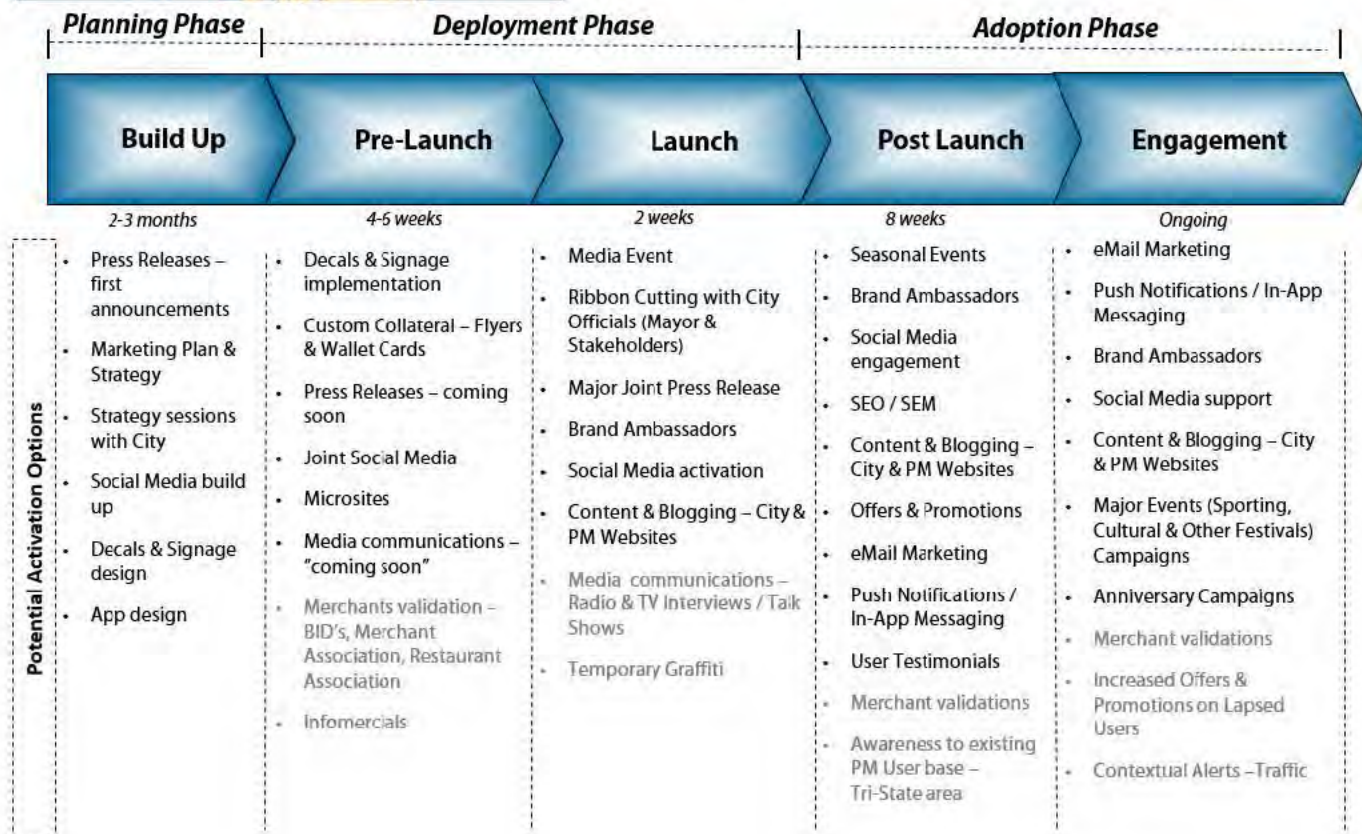
Sample Parkmobile Marketing Strategy Outline



Parkmobile would work closely with all City of Vancouver stakeholders to enhance our existing collaborative marketing strategy to present to the parking team for review and approval. Included throughout this submission are photos, screenshots as well as other materials that demonstrate Parkmobile's programmatic acumen as well as our ability to deliver on time and at low cost on behalf of the City of Vancouver.

Throughout our partnership with Vancouver, Parkmobile would ensure we align our approach to the goals and objectives of the City. Parkmobile's enhanced project approach would continue to follow our proven formula for incorporating our mobile payment solutions into a municipalities current operations while simultaneously informing the local community about a new, customizable mobile payment program which will be available soon for their public parking needs, such as ABPR functionality.

Press Event for City of Miami Beach with Mayor Philip Levine





Throughout our partnership with the City of Vancouver we would continue to identify all stakeholders impacted by the mobile payment parking service and work closely with them and the parking team to identify program goals, Key Performance Indicators (KPI's), operational metrics, and quantify program success factors.

Parkmobile's criteria for success as Vancouver's IVR mobile payment provider would be measured by objectives deemed critical by the City and all stakeholders involved in delivering the very best mobile parking services to residents, merchants and visitors. Parkmobile's marketing team is eager to deploy our expanded public relations and social media campaigns with the City of Vancouver. For example, our team is ready to provide the City as well as merchants in Vancouver with all the materials necessary to market a new mobile payment program such as wallet cards (our latest customized Wallet Card for Fort Worth, TX is shown below), webinars as well as attending any events requested. As always, the City's role in this process is to identify stakeholders and facilitate opportunities for Parkmobile to work with them and engage social media campaign through:

- Twitter
- Facebook
- Instagram

Examples of successful Parkmobile IVR deployments with a strong social media and marketing focus include, Miami Beach where within sixty days more than 25,000 people signed up to use the Parkmobile system; Arlington County, VA where we average over 100,000 transactions per month; and Milwaukee where we publicly launched a customized app.



Best practices learned from our over 2,000 North American IVR deployments include:

- Identify 'champions' early and begin to work with them on outreach efforts. Local support for the mobile payment program is an integral part of success. When stakeholders 'own' the program they become vested in its success.
- Engage tech savvy potential patrons where they live (i.e., social media, emails, existing members). The City of Vancouver is a perfect environment for this approach. The mobile payment market is mature and the region is full of techies already predisposed to use smart devices to interact with their environment.
- Work with existing partners with operations in the new City.
- Boots on the ground are very important to demonstrate to all stakeholders the importance of this project. We are committed to using Brand Ambassadors as well as coordinated events to spread the word about the new functionality and features through the Parkmobile platform.
- Cultivate media relationships so they herald the program to their constituents; below please see some of our fantastic media coverage from our MKE Park launch, led by Tina Dyer's team:
 - <http://www.wisn.com/news/new-app-will-change-how-people-pay-for-parking-downtown/32626900>
 - <http://fox6now.com/2015/04/28/theres-an-app-for-that-mke-park-to-make-paying-for-parking-easier-in-city/>
 - <http://www.cbs58.com/story/28919853/milwaukee-rolls-out-parking-app>
 - <http://onmilwaukee.com/buzz/articles/parkingapp.html>



Press Event for City of Miami Beach with Brand Ambassadors, hired by Parkmobile to promote the new service.

Some limitations to successful IVR deployments include:

- ✓ Not installing mobile payment signs at the outset of the deployment because potential patrons need to know how to pay using the system before they get to the meter; if a municipality only installs stickers at the meters, then patrons are less likely to use the system since they are already at the meter.
- ✓ Not involving politicians and other stakeholders: both in Miami Beach as well as Milwaukee the Mayor's became champions for the mobile payment solution which led to increased exposure for the programs.
- ✓ Complete integrations with all necessary vendors is important because if the system does not work correctly the first time many potential patrons will not try again.
- ✓ Training of enforcement staff because if patrons get erroneous tickets the first time they are less likely to attempt to use the system in the future.

Section 10.3 Parkmobile's Experience, Expertise and References

Parkmobile offers the City of Vancouver 24/7/365 IVR customer support and maintenance in a PCI DSS v3 Level 1 environment. City staff would have direct access to our Program Manager and Account Manager at all times. Furthermore, all Vancouver IVR patrons would have access to Parkmobile's reporting portal at their leisure and make account changes in our PCI DSS v3 Level 1 secure environment.

Parkmobile Mobile Payment Adoption Rates* with Similar Sized Cities to Vancouver

City	Parkmobile Launch Date	Number of Spaces	Mobile Payment Adoption Rate
Washington, DC	July 2010	20,000	62%**
Miami Beach	May 2014	8,400	27%
Minneapolis	September 2015	7,500	20%
Pittsburgh	November 2015	9,000	21%

*Parkmobile App has an 88% Registration to Download Rate

**Washington, DC is the most successful mobile payment program in North America

Other similarly sized Parkmobile municipal partners on track for mobile payment adoption rates at or above 20% include Arlington County, VA (7,000 spaces) and Milwaukee (8,000 spaces). Other notable cities where are on track to break the 20% adoption rate threshold are New Orleans (4,100 spaces), New Haven, CT (3,000 spaces) and Newark, NJ (2,500 spaces).



Parkmobile is a PCI DSS v3 Level 1 Service Provider and our current AOC is included in the Supplemental Materials section. Moreover, Parkmobile includes all of our municipal partners on our \$15 million Cyber Security Insurance Policy that protects against Target or Home Depot type data breaches. No other vendor can offer a higher level of transactional security and confidentiality.

Customer Account Management

Managing an account is simple through our mobile app. Parkmobile apps would allow City of Vancouver motorist to make real time changes to their account such as modifying payment information, vehicle license plate additions/deletions, favorite parking zones, account profiles as well as a parking overview. Parkmobile's apps provide extremely fast and user friendly options to add or change information or start another parking transaction. Vancouver patrons would have the ability to add new or temporary license plates (i.e., a rental car) to their accounts which can be added in real time to an active account thereby being available for a parking transaction with a few touches in our apps for your patrons.

Parkmobile offers City of Vancouver patrons the ability to access our parking guidance and geolocation solutions through our mobile apps. Our implementations team would configure the longitude and latitude coordinates for each parking space for the City of Vancouver system into our GPS enhanced mobile application that interfaces directly with both Apple and Google maps. All City of Vancouver parking spaces would appear as a green pin in our apps displaying zone numbers reflecting a metered space.

Based on City of Vancouver's preferences, Parkmobile can provide different fee structures based on operational needs. Functionality such as administrative password access, multiple meter rates (on the same meter), prepayments and reservations (at off street facilities) are standard configurations in our system. For example, with many of our municipal partners we provide travel demand management and reservation services for off street operations such as the Parking Authority of Baltimore City (PABC) detailed in Section 10.5 Value Added Services.

All of these features are scalable in the Parkmobile system. Therefore, the City of Vancouver would have the ability to consider different configurations and make changes to your fee structures at any time based on operational needs as well as stakeholder feedback.

Parkmobile's offers City of Vancouver patrons payment processing in an easy three step process:

- Customer provides payment method information (Parkmobile accepts the most payment methods in the industry)
- Customer provides license plate number (we can also use permit numbers, for off street online reservation operations or combine a large number of license plate numbers for Fleet Accounts)

Parkmobile allows the City of Vancouver's IVR program to accept all electronic payment methods available in the United States, including emerging payment options such as PayPal and Visa Checkout.

Our partnership with PayPal allows Parkmobile to provide Vancouver with a seamless IVR approach for utilizing a PayPal membership account to fund payment of parking transactions. Within the Parkmobile system, each customer has the ability to link their PayPal account to their Parkmobile membership.



According to Randall Davies, PayPal's Head of Global Business Development:

"At PayPal, we look to forge relationships with innovative companies that are bringing services to consumers to make their everyday lives easier...Parkmobile's mobile parking solutions do just that, and now Parkmobile members will be able to pay with PayPal, making it even easier, more secure and faster to pay for parking." ⁹

Since PayPal supports the ability for customers to fund the loading of their account via their bank account or direct cash payment, City of Vancouver customers would enjoy the flexibility to go directly to their bank website and transfer cash into their PayPal account to use Parkmobile's service with their phone. No other mobile payments provider has this level of integration with PayPal or can offer this service to City of Vancouver patrons.

"Cash Preferred" customers can also use Parkmobile by loading cash onto their PayPal account similar to the way consumers buy prepaid phone cards. It is noteworthy that over 20% of all parking transactions initiated within the first several months of operations in Miami Beach were paid by customers through PayPal.

Parkmobile integrated with VISA Checkout as a new payment method in 2014. Last winter in conjunction with the City of Houston we held a Visa Checkout sweepstakes that was very successful and spurred a spike in Parkmobile membership and usage. We are so successful in the State of Texas that since we began operations in Houston both the cities of Fort Worth and Dallas have become partners as well.

Parkmobile's partnership with Visa Checkout allows us to offer City of Vancouver customers:

- Pay the Way You Want: Patrons add any preferred major credit or debit card to their Visa Checkout account.
- Enhanced Security Protection: Visa protects patron's accounts with advanced security tools.
- Worldwide Access to Visa Network: The Visa Checkout program would allow patrons in Vancouver to access the entire global network of Visa services.
- Brand Recognition and Confidence: Visa came to Parkmobile because of the volume of mobile payments we process daily worldwide and they are comfortable partnering with our brand. Parkmobile chose Visa because of the confidence associated with the Visa name.

No other IVR mobile payments vendor in the industry can offer the City of Vancouver this type of Visa Checkout integration for their patrons. Parkmobile also offers customers the ability to participate in a "Mobile Wallet" program. The Wallet payment method allows a customer to create an account in which a specific dollar amount of money will be stored for future payment of their parking transactions anywhere the Parkmobile's service is available across North America.

By selecting the Wallet option during registration, or opting-in at a later date, the customer is entitling Parkmobile to charge their credit card(s) for a specific dollar amount they have elected. The auto reload functionality charges the credit card originally used to establish the account in the same denomination as was initially selected during the registration process. Parkmobile has built its payment platform in such a manner as to accept the addition of future innovative payment methods that have and will continue to hit the mobile market in the coming years (i.e., ApplePay and Google Wallet). By partnering with Parkmobile, these emerging payment solutions can be accepted by Vancouver patrons without the need for the City to invest in new equipment or redesign.

⁹ <http://in.reuters.com/article/2012/11/07/idUS225486+07-Nov-2012+PRN20121107>



Parkmobile makes the acceptance of any traditional or emerging payment methods through our IVR platform seamless to Vancouver's parking team administratively, eliminating the reconciliation challenges caused by multiple settlement streams to a City bank account. This is a key component of an integrated multi- system approach.

Customer Service Operations

Parkmobile provides live body customer service operations 24/7/365 and our offices are open 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.

Patrons can initiate a parking session via IVR or using the 800 number designated specifically for City of Vancouver operations. Live body service representatives are also available 24/7/365 and 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. All of these functions are performed here in North America (no off shore operators) in a PCI DSS v3 Level 1 secure environment.

System Maintenance and Auditing

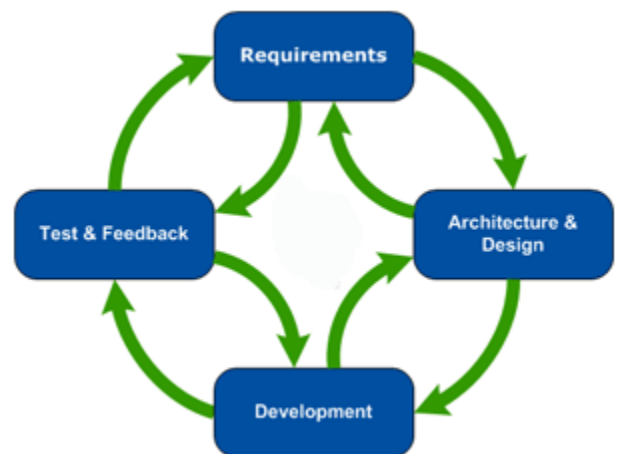
Parkmobile exceeds all City of Vancouver solicitation requirements. We mitigate any potential system failures through our hosted solution that is a tier 1 world class partnership with QTS. Our redundant cloud hosting network provides for a 99.9% service level uptime guarantee.

Parkmobile utilizes agile software development methodology (process diagram inset) with 2-3 week sprints (development cycles) followed by thorough testing prior to release. It is typical for Parkmobile to maintain, update and improve our software solutions on a quarterly basis as determined by internal and external factors.

Parkmobile performs network maintenance (hardware and software) on a schedule determined to avoid downtime. Updates are performed outside of paid parking hours.

Our development team based in our Atlanta offices work on our apps every day. They regularly check for bugs and fix them through app updates to all of the native operating 'stores' on a regular basis. Parkmobile provides our partners with details in advance of app updates being released. We follow this same protocol for customized app updates on iOS and Android.

Scheduled Network Infrastructure Maintenance for the Network Infrastructure is scheduled on the first Sunday of every third month of the calendar year - 3am to 6am ET.





System Functionality and Capabilities

Parkmobile exceeds all of the City of Vancouver IVR system functionality requirements for customers. As a result of our industry leading IVR system functionality the City of Vancouver would not need to make any investments in hardware or software to maximize customer satisfaction with Parkmobile's mobile payments platform.

Our suite of mobile payments products is cloud based, therefore City of Vancouver personnel would be able to use all system features from WiFi enabled smart devices as well as desktop computers. The Parkmobile system is monitored 24/7/365 and technical support on call 24 hours per day.

Parkmobile Discount and Validations

Parkmobile provides flexible discount programs so that the City of Vancouver can coordinate with local businesses on validation programs. Patrons have the ability to scan the QR code linked to the promo or manually enter a promo code. All of this functionality works through our IVR platform and our customer service team can initiate a parking session to assist patrons.

Parkmobile's validation program has the ability to create codes for any City related or sanctioned special events where City of Vancouver staff decide to offer validated or discounted parking.

The codes are easily tracked through the Parkmobile reporting portal and it allows City staff to track in real time so there is never any over selling of inventory. Parkmobile offers multiple approaches to merchant validation programs; all of which the City of Vancouver can deploy concurrently.

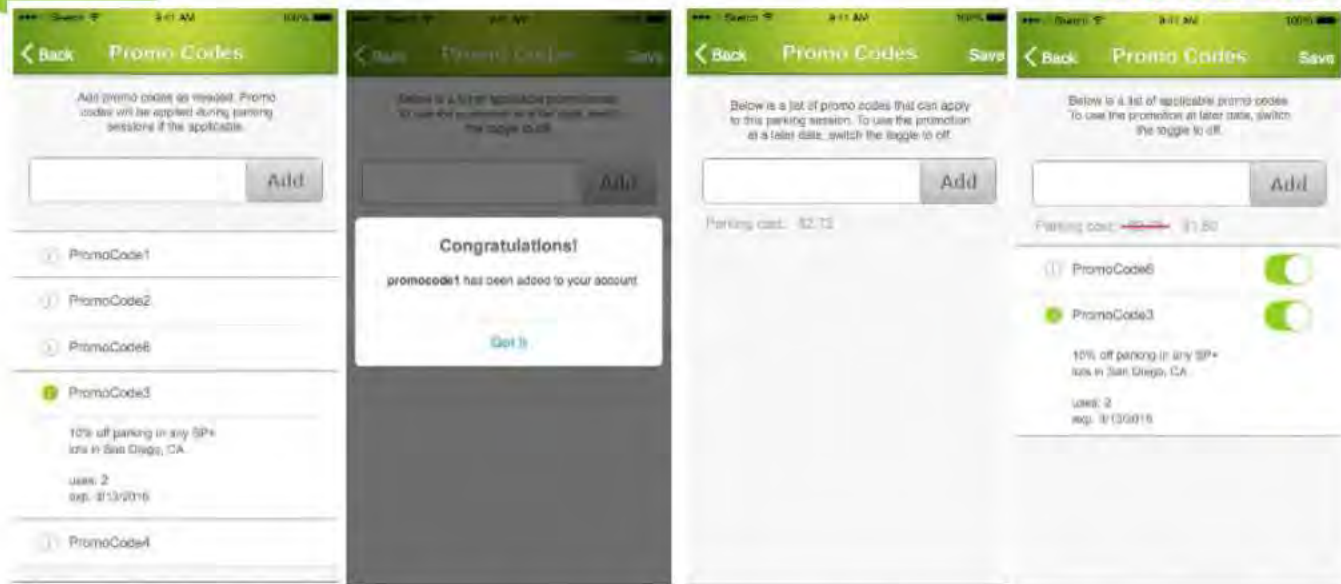
Option 1 Discount on Next Parking Sessions: our most used validation process flow provides one time use QR Codes or alpha numeric codes to the City or designated merchants.

Parkmobile can work directly with merchants if authorized by Vancouver. These validation/discount codes are valid for the next parking session. To access the code(s), a patron merely scans the QR code or puts the alpha numeric code into the app when they begin their next parking session.

The benefit of this approach is parking patrons get the discount on the next visit, ensuring full revenue for the existing parking session while incentivizing patrons to come back to Vancouver merchants to spend more money in the future.

Additionally, Parkmobile offers the City of Vancouver access to our beacon technology partnerships with HotSpot as well as Warble to further complement our state of the industry discount and validation programs. Through Parkmobile's beacon technology integrations with these innovation leaders Vancouver parking patrons can receive notifications of specials offered by merchants directly through the City's IVR system.





- Option 2 Discount on Current Parking Sessions: we can also provide the City and its merchants with the ability to discount existing parking sessions:
 - Vancouver can customize our Parking Confirmation Screen to display number of Active Promo Codes the member has available from Vancouver merchants
 - Parkmobile member then taps on Active Promo Code(s) and is taken to a promo codes page in one of the Parkmobile apps
 - Parkmobile member then inputs the alpha numeric code or scans the QR Code
 - Once Parkmobile's system authenticates the validation/discount code(s) the initial parking rate gets a strikethrough and the new cost is displayed in the app
 - The Parkmobile Confirmation Screen is updated to show the validation/discount
- Option 3 Discount on Off Street Parking Sessions: for off street reserved or prepaid parking members:
 - Begin by going to a microsite set up on behalf of the City of Vancouver by Parkmobile
 - Member identifies the date/time of the desired event they would like to pay for parking
 - At the Confirmation Screen the member is prompted to input their validation/discount code(s)
 - Once system authenticates the code, then the initial parking rate is reduced to the new cost and displayed for the member to confirm
 - The Parkmobile Confirmation Screen is updated to show the validation/discount

In each of the abovementioned process flows the City of Vancouver has the ability to review all validations through your reporting portal and if so desired we can set up the system where merchants purchase the validation/discount codes from us and the City would not lose any revenue on these transactions.

Description of Customer Feedback Process

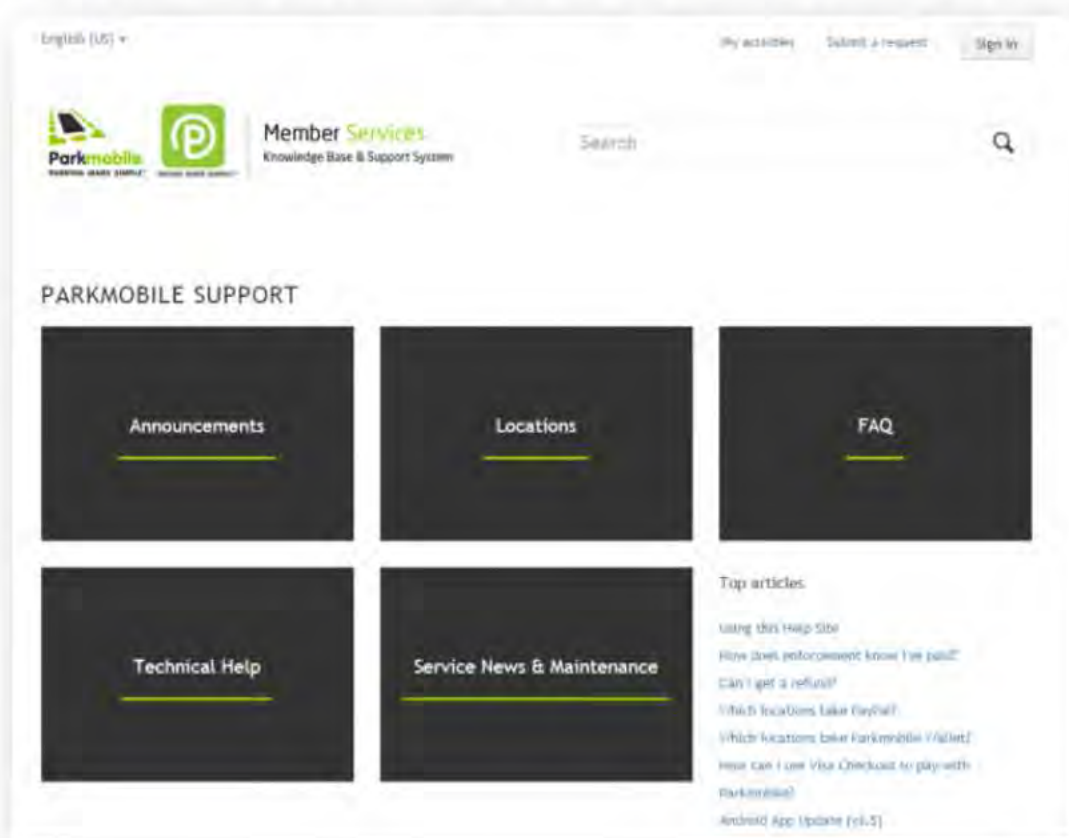
Despite receiving thousands of customer inquiries in an average month, we are able to maintain an average response time of 11 business hours (our team has the ability to scan for and address real-time issues more quickly using keyword searches). The Zendesk system we employ also allows our Specialists to tag support tickets, enabling a simple way to track and report the number of inquiries received for the City of Vancouver.



These reporting capabilities also allow Parkmobile to determine themes for a given subject matter or situation. Parkmobile can then proactively educate customers to ensure the best user experience possible. Customer feedback for City of Vancouver would be handled by our support team and Parkmobile support agents are willing and able to review transaction details with patrons or City staff to avoid future issues. Parkers in Vancouver would enjoy the ability to submit inquiries or disputes via phone, email, through the Parkmobile app, and online at the Parkmobile website.

The Parkmobile Reporting Portal is scalable to individual City of Vancouver parking team needs including specific ranges from by the minute to daily reports and all data is downloadable to Excel, CSV or other formats. Parkmobile can also address any ad-hoc reporting needs desired by City of Vancouver as well as develop City of Vancouver-centric presentation materials for distribution to stakeholders.

Parkmobile also provides Vancouver with a Cashless Parking report that provides specific operational details such as the total number of transactions total dollar and amount of parking per day.



As a continuous learning company Parkmobile strives to stay on the cutting edge of operational features and functionality. At IPI last year in Las Vegas we participated in Park Tank and were impressed with the Smarking team. Over the past several months we have worked closely Smarking to integrate our operations and provide our partners with the best customizable reporting options in the industry.



Parkmobile and Smarking Customized Reporting

Smarking is a management team-owned Delaware C-Corporation with origins from the Massachusetts Institute of Technology (MIT) in Cambridge, Massachusetts. The company develops and provides advanced parking data analytics solutions to high-volume parking facility owners/operators with a focus in municipality, airport and private parking.

The company has extensive working experiences with both public entities and private companies. Smarking's client list includes Brookfield Properties, Boston Properties, Allentown Parking Authority, Equity Office, Millennium Partners, VPNE, Related, Crestone Partners, Logan International Airport, Imperial Parking, Nexus Properties, Regency Partners, AEW, IPM, SFMTA, City of Grand Rapids, City of Tempe, City of Long Beach, Miami Parking Authority and many more.

Smarking's team specializes in transportation and logistics, data analytics, software development, engineering, and design. Smarking has extensive experience in parking data analytics related projects. Recently Smarking has been featured in various prestigious publications including the Wall Street Journal, TIME, TechCrunch, the Boston Globe, and was awarded the IPI Park Tank Winner for 2015!



SMARKING EXPERIENCE

Smarking has a partnership in place with Parkmobile which allows Parkmobile clients to view both their real time and historical data through our existing Reporting Portal. This partnership offers the City of Vancouver the most advanced and customizable data analytics in the parking marketplace.

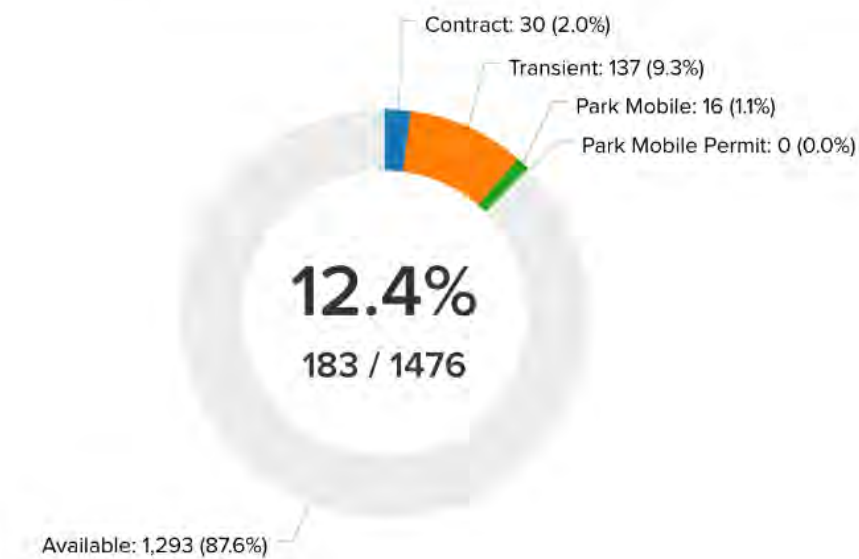


Below is an example of current projects Smarking + Parkmobile Collaboration:

City of Vallejo, CA

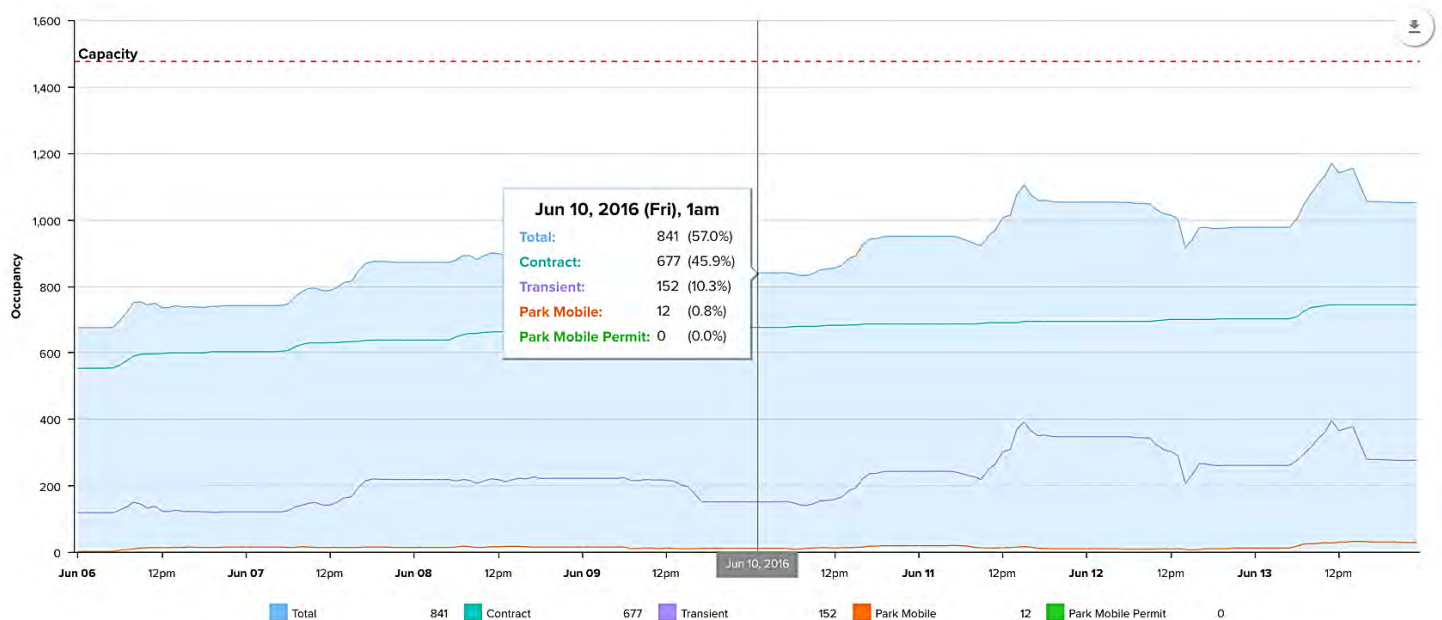
Smarking + Parkmobile allow for a real-time view into your parking occupancy. Get fast and accurate occupancy for all of your parking spaces as seen below:

Current Occupancy



Hourly Peak Occupancy

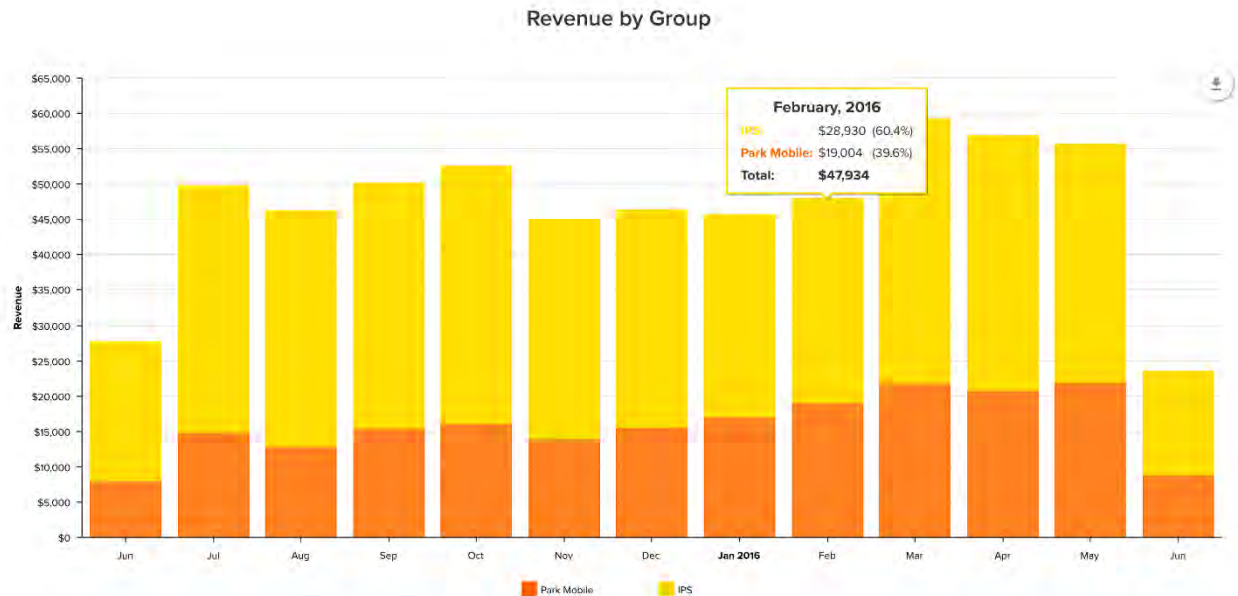
Jun 06, 2016 Jun 13, 2016 Time Range Hourly





Smarking Occupancy report (shown on the previous page), displays the hourly occupancy broken down by type of parker. You'll notice the breakdown of contract, transient, Parkmobile user and Parkmobile Mobile Permit holder. This allows the city to understand behavior patterns and measure mobile adoption as well.

City of New Haven, CT



Smarking's Revenue report (shown above), displays overall revenue and the breakdown by revenue source. Having the information above allows parking professionals to measure mobile revenue as well as gives a sense of seasonality with respect to their parking operation.

The Duration Distribution report (shown on the previous page), displays the average duration for a particular facility on any day chosen by the user. From this report a parking manager can gain a better understanding of how long her clients are staying (i.e. short-term, medium-term, long-term durations).

SMARKING METHODOLOGY

Smarking is an enterprise software-as-a-service platform that aggregates and normalizes data generated from parking infrastructure. Smarking's data scientists consolidate the data, clean the data, and deliver it in real time via web-based visualizations. In addition to real time occupancy - the data team works with local parking managers to understand what factors drive demand at local facilities - such as weather, events, holidays, and traffic patterns - to build predictive algorithms that can forecast demand up to a week into the future.





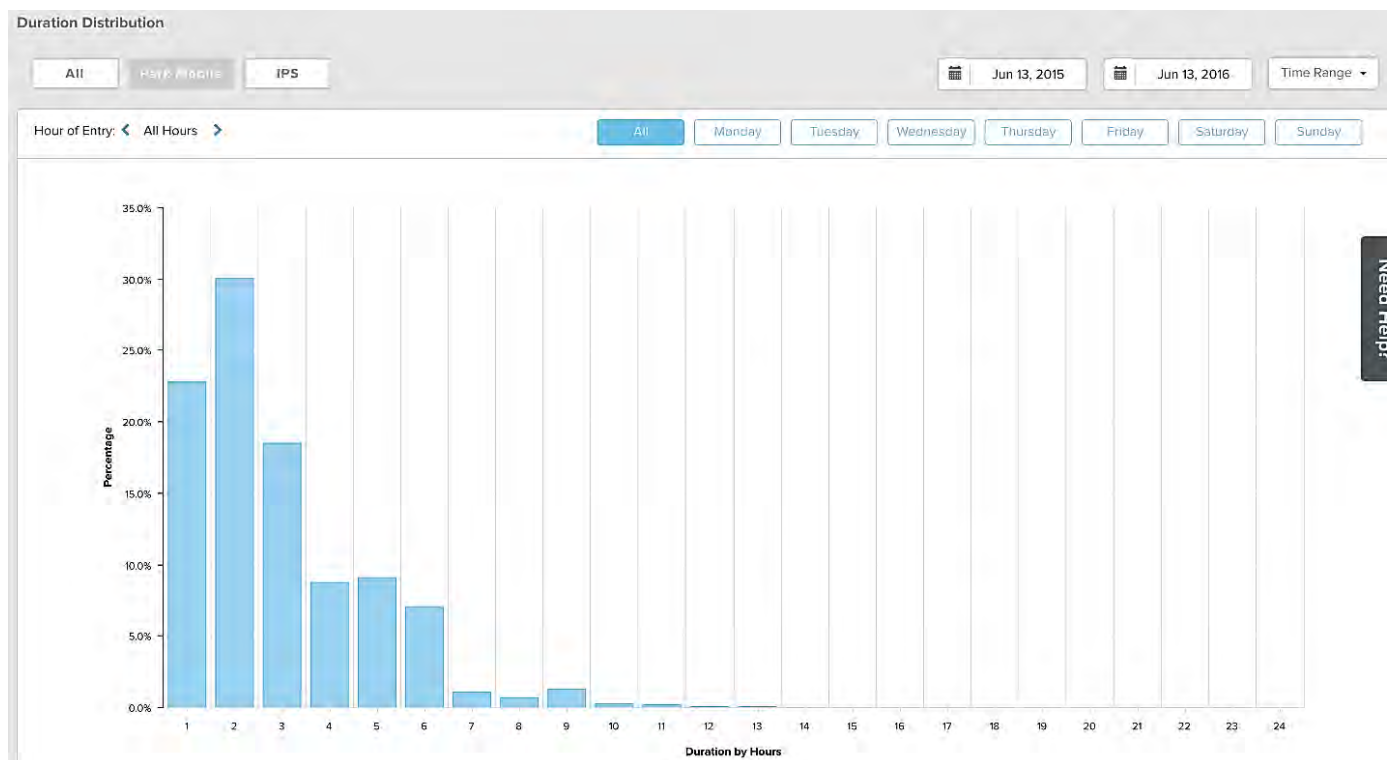
To aggregate the data Smarking's data scientists configure the software to periodically fetch data from all relevant sources. Smarking accommodates a variety of data interfaces, including but not limited to API through HTTP requests, database accounts, and/or periodical data dumps into Smarking's server.

The data fetching frequency can be as high as every minute, depending on various usage scenarios and data availabilities. After consolidating the data from multiple data sources into one location in the cloud, the data is normalized into the same format.

Once the data is normalized, the data team furthers the cleaning process by identifying errors and missing data by cross-referencing the multiple sources of data. This validates the accuracy of the data.

Once this step is completed additional data pre-processing and transformations, the data is then visualized - both historical and real-time - in a centralized dashboard through a web application. In addition to the occupancy dashboard, the data is manipulated into key metrics such as duration analysis, financial analysis, and other relevant metrics upon request. These figures are updated in real-time.

For the predictive analytics component of the platform, Smarking's data scientists develop algorithms and mathematical models to predict future occupancy and availability. The data team applies its expertise in data visualization, statistical methods, and machine learning to find patterns, correlations, and trends that are hidden between the data sets. The algorithms continually adjust and improve themselves through machine learning techniques by comparing predicted values with observed values - and adjusting load factors accordingly in order to achieve a higher accuracy rate. Once the algorithms are written - they are validated through rigorous back testing.





SMARKING SERVICE AND HOSTING

Hosting: Smarking's servers are hosted using Amazon Web Services (AWS), the industry standard cloud-computing platform. Amazon hosts AWS on roughly 1.4 million servers and works with a diverse range of clients including large corporate entities and the US Federal Government.

Other Companies and Institutions That Use AWS:



DOW JONES



SIEMENS



Comcast, Netflix, The National Aeronautics and Space Administration (NASA), Dow Jones, Hess Corporation, Center for Disease Control and Prevention (CDC), Novartis, US Food and Drug Association (FDA) and TIME.

The Data: Smarking's management system is based on data collected from existing parking hardware. The only data collected is the data required for the business intelligence dashboard. No personal financial information is collected.

Data We Collect:

- ✓ Entry Time
- ✓ Exit Time
- ✓ Payment Amount
- ✓ Payment Type
- ✓ License Plate No.

Data we DO NOT Collect:

Other Payment Data (e.g., Credit Card No., Account No.) Personally Identifiable Information (e.g., Name, Phone Number, Address, etc.)

SMARKING CONFIDENTIALITY AND DATA SECURITY

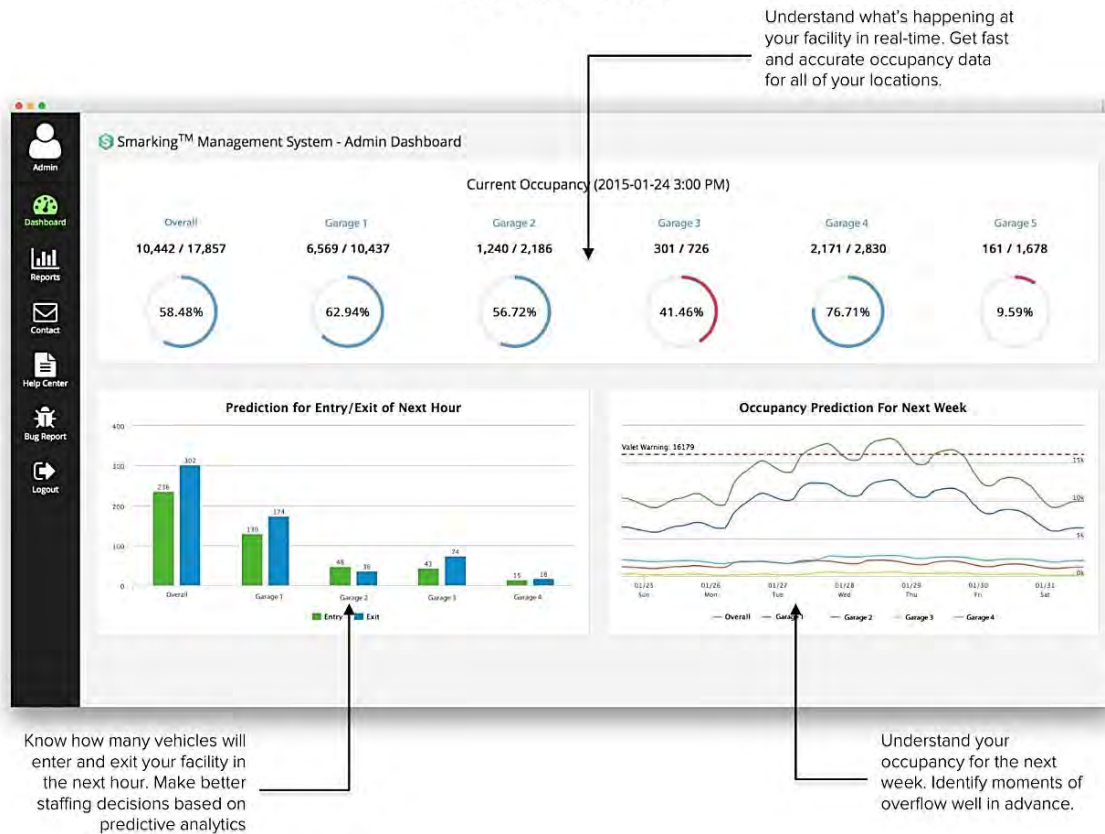
The client and Smarking shall maintain in confidence all business information, which becomes available to each other in connection with this project. The deliverables to be developed hereunder, as well as any documents or information provided to the both parties for the preparation of these deliverables, contain sensitive security information as it relates to both parties' facilities and operations. Therefore, the deliverables, and all information contained therein, are privileged and strictly confidential. Except as required for special reasons and agreed mutually or as otherwise required by law, neither the client nor Smarking shall communicate or release any such deliverable, document, or information in any form to any third party. Unauthorized release may result in civil penalty or other action or otherwise. Both parties shall inform all persons to whom any such deliverables, documents, or information has been or will be released of the privileged and confidential nature of such deliverable, document, or information, and shall ensure that all steps necessary to ensure that such persons treat the deliverable, document, or information confidentially shall be taken. While Smarking does not anticipate requiring customer payment information for implementation of its system, it is the client's obligation to protect customer payment information prior to releasing said data to Smarking.



SMARKING SIMILAR SERVICES OFFERED

Below are a series of screenshots which display our software built for Boston Logan International Airport.

Dashboard



Smarking Management System (shown on previous page), displays current occupancy for all Logan Parking Facilities as well as predictive demand analytics. The predictive analytics suite is derived by tying historical and real time data to ancillary data sets known impact demand including weather, events, holidays, flight schedules and traffic patterns. This allows Logan Airport to prepare staff and management of future demand.

Smarking Historical Report displays historical occupancy at all Logan Parking Facilities. The report can be customized with respect to time frame and facilities under analysis. The report is particularly useful in identifying “peaks” and “valleys” - periods of low demand and high demand that lend themselves to discount rates / raised rates, respectively. Parkmobile and Smarking offer all of this functionality to Vancouver mobile payments operations as part of this submission and the ongoing services to the City.

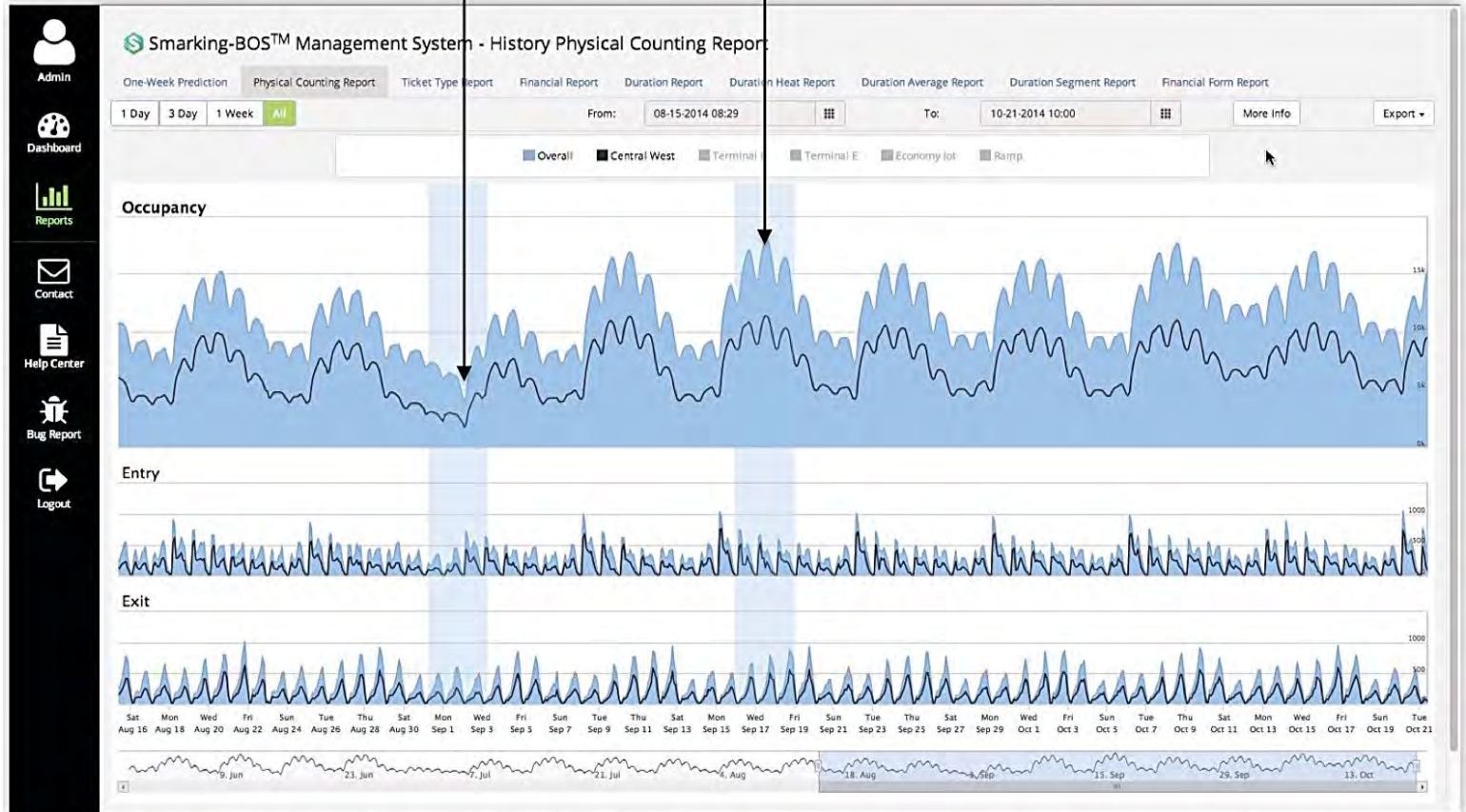


Historical Report

View all of your historical parking information in an interactive, easy to read chart

Identify periods of low activity to plan targeted promotions

Identify and prepare for high volume periods





Duration Segment Report

Know how long your customers stay parked in your facility.

In this case, 31min-2hour parkers (light blue) represent over 25% of this facility's clients

However, the same demographic represents only 5% of total revenue.

Identify Inconsistencies to discover revenue opportunities



Have a full understanding of exactly how many of your total resources (total # of parking spaces * hours of operation) your customers consume

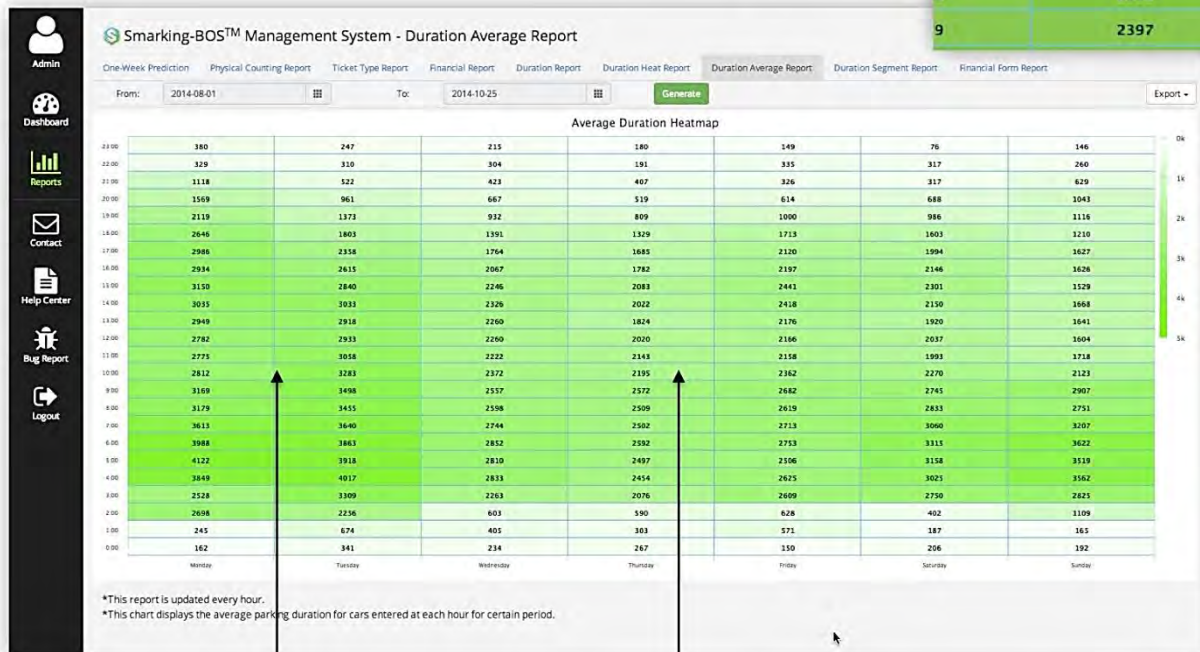
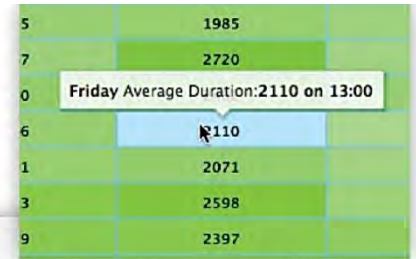
Smarking's Duration Segment Report analyses a parking operation's clientele by rate band and/or access group. From this report a parking manager can gain a better understanding of who her clients are (i.e. short-term, medium-term, long-term, or access group parkers) and the revenue associated with each specific demographic. The report is customized to fit the rate bands and access groups specific to each client.



Duration Average Report

Know how long customers stay (in minutes) based on their time of arrival. Identify 'hot' and 'cold' periods throughout the week

The deeper the green, the longer the durations are



Monday and Tuesdays show the longest stays in this facility

Parking durations tend to become shorter around the middle of the week

Smarking's Duration Average Report analyses the average duration associated an entry time into a facility. The X-axis displays days of the week. The Y-axis displays time of day. Through this report a parking manager can better understand what type of parker is likely to arrive given the day and time - and optimize her inventory accordingly. Like other reports, the Duration Average Report is fully customizable with respect to time frame and facilities under analysis.

The above is the customer facing Smarking application leveraging Smarking's predictive analytics. This allows future parkers to better understand future availability of parking and will also help alert parkers of closed or full lots.





Signage

Please see Parkmobile Branding Guidelines included in the Supplemental Materials section of this submission for comprehensive details. We provide customized signs to our partners across North America assisting in the branding of their public parking operations.





PARKMOBILE KEY PERSONNEL AND REFERENCES

Qualifications of Key Personnel: Brent Paxton, EVP Sales (serves as Project Manager)			
Project Name: City of LA Express Parking Technology Program (Parkmobile is the Prime)			
Name/Email Address	Phone Number	Contract Award/ Completion Date	Number of Spaces
Ken Husting, P.E. ken.husting@lacity.org	(213) 473-8276	2/2012 through Present	10,563
Project Description	Parkmobile began mobile payment operations in Los Angeles with Xerox as part of the federally funded LA Express project. Through Brent's leadership we are now a prime contract with the City and our operations have expanded beyond the initial pilot zone.		
Project Name: City of New Haven, CT Mobile Payment Program			
Name/Email Address	Phone Number	Contract Award/ Completion Date	Number of Spaces
Michael Mohler, Deputy Director mmohler@newhavenct.net	203-946-8077	7/2013 through Present	3,000
Project Description	New Haven is one of Parkmobile's successful small city deployments. We provide on street mobile payment services on all metered spaces and when the City issued an enforcement RFP recently integration with Parkmobile was a requirement to participate.		
Project Name: City of Charlotte Mobile Payment Program			
Name/ Address Email	Phone Number	Contract Award/ Completion Date	Number of Spaces
Clement Gibson , Manager cgibson@ci.charlotte.nc.us	704-375-3177	3/2012 through Present	1,300
Project Description	Parkmobile began operations in Charlotte in 2011 and the City released a new RFP last year. Parkmobile earned a contract renewal with the Charlotte beating all of the major industry vendors and last month we released a customized Park It! app for the Department of Transportation.		



Qualifications of Key Personnel: Damon Harvey, SVP Public Sector (serves as Senior Application Systems Specialist)

Project Name: Arlington County, VA Mobile Payment Program (Parkmobile is the Prime)

Name/Email Address	Phone Number	Contract Award/ Completion Date	Number of Spaces
Jaime Lees, PMP Project Manager and Analyst Jlees@arlingtonva.us	703-228-0752	7/2014 through Present	7,333
Project Description	Parkmobile averages over 80,000 transactions in Arlington and the program is so successful that our mobile payment platform is available on all metered spaces in every municipality in the County. Our contract was renewed late last year.		

Project Name: City of Milwaukee Mobile Payment Program

Name/Email Address	Phone Number	Contract Award/ Completion Date	Number of Spaces
Thomas Woznick, CAPP, Parking Operations Manager thomas.woznick@milwaukee.gov	414-286-3635	4/2015 through Present	6,700
Project Description	Parkmobile won this contract through a competitive bidding process. We created a customized app, MKE Park, and our program is so successful that it is being expanded to include all off street parking lots under the authority of the City. As a result of the success of this program Parkmobile is now available at the University of Wisconsin Milwaukee and the Madison campus.		

Project Name: City of St. Louis Mobile Payment Program

Name/ Address Email	Phone Number	Contract Award/ Completion Date	Number of Spaces
L. Jared Boyd Chief of Staff and Counsel boydia@stlouis-mo.gov	314-612-1478	3/2014 through Present	9,063
Project Description	Parkmobile won this contract through a competitive bidding process and six-month pilot where our mobile payment platform was evaluated by a group of community, merchant and government stakeholders. After the six-month pilot the evaluation committee as well as a local newspaper poll ranked our system as better than our competitor. We have created a customized app for the City, ParkLouie, and we are working on expanding our services to the off street facilities controlled by the City of St. Louis.		



Qualifications of Key Personnel: Tina Dyer, Director of Marketing

Project Name: Arlington County, VA Mobile Payment Program (Parkmobile is the Prime)

Name/Email Address	Phone Number	Contract Award/ Completion Date	Number of Spaces
Jaime Lees, PMP Project Manager and Analyst Jlees@arlingtonva.us	703-228-0752	7/2014 through Present	7,333
Project Description	Parkmobile averages over 80,000 transactions in Arlington and the program is so successful that our mobile payment platform is available on all metered spaces in every municipality in the County. Our contract was renewed late last year. Tina hired and her team trained the Brand Ambassadors and deployed them across the County during our rolling kickoffs in the summer of 2014.		

Project Name: City of Milwaukee Mobile Payment Program

Name/Email Address	Phone Number	Contract Award/ Completion Date	Number of Spaces
Thomas Woznick, CAPP, Parking Operations Manager thomas.woznick@milwaukee.gov	414-286-3635	4/2015 through Present	6,700
Project Description	Parkmobile won this contract through a competitive bidding process. We created a customized app, MKE Park, and our program is so successful that it is being expanded to include all off street parking lots under the authority of the City. As a result of the success of this program Parkmobile is now available at the University of Wisconsin Milwaukee and the Madison campus. Tina set up media events for the Parkmobile team and coordinated the rollout of our customized app and signage.		

Project Name: City of St. Louis Mobile Payment Program

Name/ Address Email	Phone Number	Contract Award/ Completion Date	Number of Spaces
Saul Frances, Deputy Director saulfrances@miamibeachfl.gov	305-673-7000 ext. 6483	5/2014 through Present	12,000
Project Description	Parkmobile has one of the highest adoption rates for a mobile payment program in the country in Miami Beach. Tina led all of the on the ground public relations efforts, including hiring Brand Ambassadors as well as local models for the press events and kickoff ceremonies that were widely covered by the media. Our high adoption rate in Miami Beach is directly attributable to her hard work on this project.		



Qualifications of Key Personnel: Garrett Snook, Director of Implementations (serves as Integration Architect and Mobile Specialist)

Project Name: Arlington County, VA Mobile Payment Program (Parkmobile is the Prime)

Name/Email Address	Phone Number	Contract Award/ Completion Date	Number of Spaces
Jaime Lees, PMP Project Manager and Analyst Jlees@arlingtonva.us	703-228-0752	7/2014 through Present	7,333

Project Description

Parkmobile averages over 80,000 transactions in Arlington and the program is so successful that our mobile payment platform is available on all metered spaces in every municipality in the County. Our contract was renewed late last year. Garrett spent nearly two weeks in Arlington directing our on the ground deployment operations. He managed the decal and signage installations, trained the PEO's and made sure the program was coordinated across multiple cities all within the County.

Project Name: City of Milwaukee Mobile Payment Program

Name/Email Address	Phone Number	Contract Award/ Completion Date	Number of Spaces
Thomas Woznick, CAPP, Parking Operations Manager thomas.woznick@milwaukee.gov	414-286-3635	4/2015 through Present	6,700

Project Description

Parkmobile won this contract through a competitive bidding process. We created a customized app, MKE Park, and our program is so successful that it is being expanded to include all off street parking lots under the authority of the City. As a result of the success of this program Parkmobile is now available at the University of Wisconsin Milwaukee and the Madison campus. Garrett spent a week in Milwaukee training PEO's and managing the installation process. This was especially arduous because Milwaukee is a pay by space deployment so each space needed to be 'touched' by his team.

Project Name: City of Grand Rapids Mobile Payment Program

Name/ Address Email	Phone Number	Contract Award/ Completion Date	Number of Spaces
Barbara Singleton, Parking Meter Operations Supervisor/DASH Manager bsinglet@grand-rapids.mi.us	616-456-3755	11/2009 through Present	2,750

Project Description

The City of Grand Rapids was Parkmobile's first North America deployment and we are proud that they remain a partner. Garrett's team set up the IVR system (Grand Rapids is one of the only cities that use IVR more than our apps). He also trained the PEO's on our system as well as updated their training over the years as we introduced new functionality to our platform.



Section 10.4 Technical and Functional Requirements

Please see Supplemental Materials of this submission for the Annex 2 and Annex 3 spreadsheets provided by the City of Vancouver.

Section 10.5 Value Added Services

The fundamental difference between Parkmobile and every other mobile payments vendor that will submit a proposal to the City of Vancouver is our complete suite of service offerings. Through our platform Parkmobile offers the City of Vancouver (i) the most comprehensive IVR system in North America; (ii) the most payment methods; (iii) the only connected vehicle program in the market; and (iv) the most industry integrations with vendors.

Parkmobile Additional Services: Ongoing PEO Training

Parkmobile's training goal is to continuously educate our municipal partner's Parking Enforcement Officers (PEO's) on enhancements to their enforcement devices, ensuring a high comfort level with using the citation work flow through the City's mobile payment solution system. Parkmobile offers classroom training at the outset of operations in Vancouver and we are willing to refresh enforcement training in the same classroom environment with a maximum of 10 PEO's in attendance on an annual basis. Each session will last two hours for a total of ten training sessions, spanning a four or five-day timeline. Enforcement training will be scheduled at the convenience of Vancouver's parking management team. Best practices from our experience has proven that it is important to provide 'continuing education' with enforcement training since we regularly update the features of our system.

The first of the two hours of new training is held in a classroom. Trainers will describe the workflow to check payments through their enforcement devices. Each PEO will need an enforcement device during training so they are able to use the equipment for testing. Several transactions will be demonstrated via the mobile app so each PEO will see how the payments will reflect on their devices as well as the new functionality we provide the City. During the training session, PEO's can ask questions about the equipment. Parkmobile trainers share general details concerning the new program with classroom participants.

The second of the two hours is held out in the field where the PEO's can share their experiences enforcing payments through the City's existing integrations. A Parkmobile representative leads the group and will shadow the team of PEO's to ensure they are using their devices correctly and enforcing properly. Transactions are started through the mobile app so each PEO is able to view real live data out in the field.

Our training plan for existing partners has proven very successful in past experiences with large municipalities (i.e., Washington DC, Oakland, and Arlington County). At the conclusion of the classroom sessions, each PEO is provided with a training manual as a reference tool, highlighting the workflow demonstrated during the training courses.



We also offer the City administrative training with other stakeholders such as the meter shop, adjudication/hearing, finance, and contract administration groups are also conducted in a classroom setting. These are one-hour administrative training sessions that cover the reporting portal for adjudication/finance purposes. Another one-hour training session can be conducted to explain how to use the Self-Administration, Special Event services portals. This second session is offered to the applicable departments handling routine parking operations. A training manual for both sessions is also provided for future reference.

Parkmobile Value Added Services: Fleet Management

Parkmobile's Fleet Management Program is deployed in several large North American cities and is the perfect approach for Vancouver's envisioned ABPR program. Patrons can use our IVR system to access this program and our functionality is dynamic enough to allow an unlimited number of users who can be part of the same 'group' or different 'groups' thereby streamlining the tracking and administration of large parking needs. No other vendor responding to this submission has this caliber of IVR program for offering different parking rates to patrons in real time. Parkmobile has deployed this system across the United States with several of our existing municipal partners such as Miami Beach, New Rochelle, NY and we are set to begin operations later this summer with Minneapolis and Milwaukee.

Through this program the City of Vancouver has the ability to discount certain parking sessions; while charging higher rates at the same space at the same time for patrons not enrolled in the ABPR program. Our system is customizable based on the needs of the City. Below are details about our Fleet Management Program:

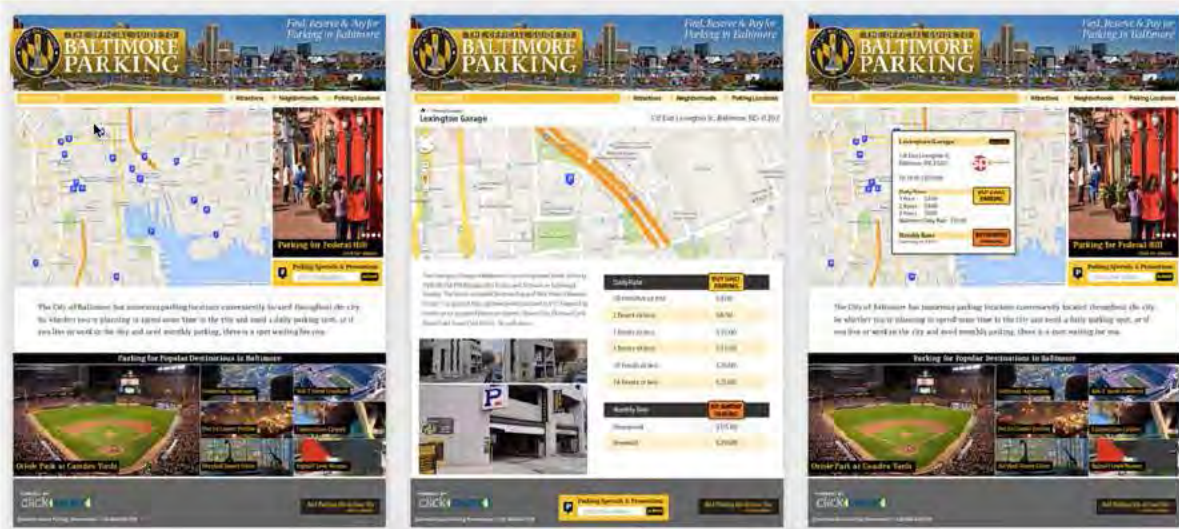
- Signing up is quick and easy and can be done using Parkmobile's Customer Support Division
- All data is protected using the highest payment processing industry standards
- The program administrator of the account has the ability to create tracking reports, showing date, membership usage and vehicle used for each parking session
- Fleet members can have the option of paying regular parking rates or discounted rates and can be members of different groups all at the same time

Parkmobile manages the headaches surrounding a discount parking permit system, keeping track of all parking receipts, payments (if applicable), and we can begin this program at the outset of our operations.

Parkmobile Value Added Services: Reservation Platform

Through Parkmobile's reservation platform and mobile app functionality, we offer many of our partners the most comprehensive reservation program options in the market place. For example, on behalf of the Parking Authority of Baltimore City (PABC), Parkmobile created and manages a website for the sell prepaid parking reservations for PABC owned facilities (see screen shot on previous page).

Our system can incorporate privately owned facilities in the area if requested by the City of Vancouver. This functionality provides all visitors to the City with one central website to research and purchase parking. All of these features operate seamlessly within our IVR environment.



Parkmobile has the ability to perform all of these operations for City of Vancouver through a website that your patrons can navigate on their own. These options are based on the customer's preference based on your discretion¹⁰.

Parkmobile Value Added Services: Connected Vehicle Programs



Parkmobile is the unrivaled leader in the connected vehicle payment space. We offer mobile payments integrations, parking data, parking availability and parking guidance within the vehicle's head unit (built-in GPS screen). We have direct integrations with Ford, Volvo, BMW and Audi head units thereby optimizing the navigation and parking payment experience. Patrons can use our IVR system to access this functionality. Later this year and into 2017 we will introduce more OEMs into our existing program.

As a result of guiding drivers to available parking, Parkmobile is able to assist in eliminating the average time to find a parking space by 90%. This mitigates urban congestions and Co2 emissions significantly. This underscores our commitment to green initiatives across North America.

A large amount of urban congestion is caused by cruising traffic looking for a parking space in congested areas. Parkmobile's partnership with car manufacturers around the world is designed to reduce this problem while providing customers with a frictionless parking and payment experience.

¹⁰ Parkmobile currently provides this service to the Parking Authority of Baltimore City (PABC), Please see at: <http://baltimoreparking.com/>



As part of this push by Parkmobile to provide our partners with state of the industry green technology we are also incorporating into this program the ability for our patrons to directly interface with availability solution providers, such as INRIX which would provide the City of Vancouver with the ability to find and pay for parking all within a single user experience.

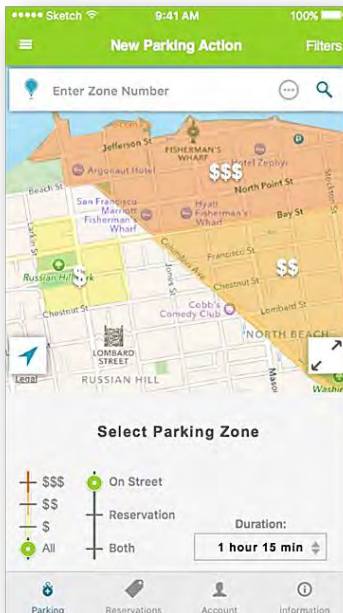
Parkmobile's integration with INRIX will provide the following functionality to City of Vancouver operations:

- Consolidated customer accounts between real-time, prepaid, & long-term permit payments: This consolidation will allow customers to use a single account (and sign-in) to buy any parking they need. The app becomes the ultimate parking utility and tool to find, book, and navigate to the ultimate parking destination.
- Consolidated payment processing engine: Allows clients and customers to use any of our payment integrations or emerging payment methods across our full suite of product offerings.
- New and improved app and web user experiences: Allows the customer to make a reservation, start a real-time parking session or view their permit details all within a single app and/or website. In addition, new features and functionality like traffic, wayfinding, real-time availability, and predictability will also be introduced.

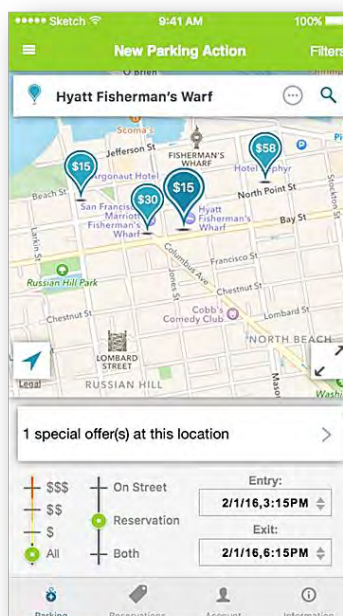
Parkmobile also has the ability to integrate this Connected Vehicle functionality as well as INRIX green technology analytics into the City's existing web pages. Below, we have provided design screenshots for our new Parkmobile/INRIX consolidated app functionality that has not been released publicly yet.

App Enhancements with Combined Payment Functionality – Phase I

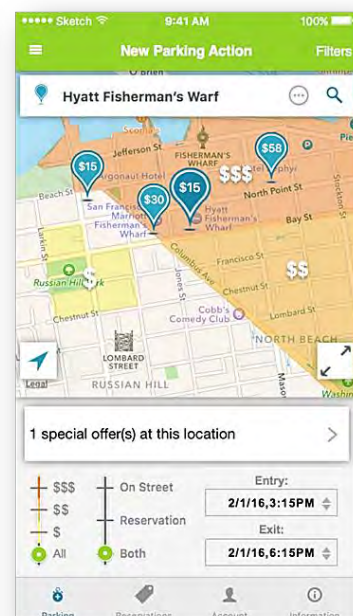
On-Street Payments



Off-Street Reservations

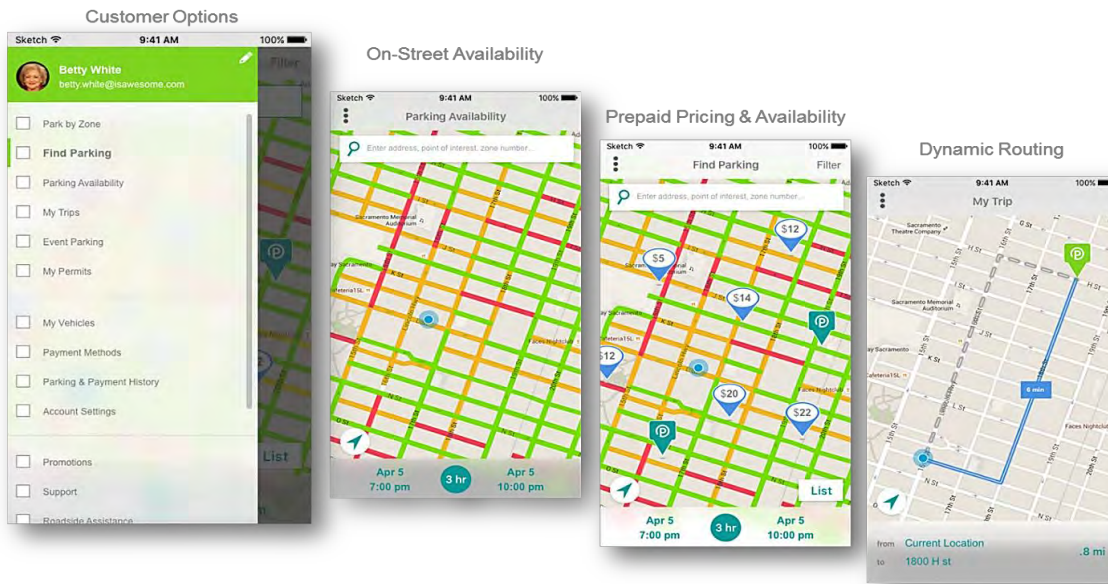


Both





App Enhancements with added Traffic, Availability, & Routing Functionality – Phase II



Section 10.6 Proposed Alternatives

Parkmobile has thoroughly reviewed all the elements of the City of Vancouver IVR RFP and we accept all solicitation elements, including functional requirements. Based on the scope of services detailed in the solicitation we offer no proposed alternatives. Furthermore, if awarded this contract we are fully prepared to deploy, including an ABPR within 50 days of a signed contract or Notice to Proceed from the City. Please see our comprehensive 50 Implementation Plan as well as our recommended mobile payment program Transition Plan included with this submission. These are the same materials we provided to the City of Dallas when they chose Parkmobile over their previous mobile payment vendor.

Conclusion: Parkmobile is the Best Solution for Vancouver!

Parkmobile delivers cutting edge IVR technology combined with (i) a superior user experience and proven benefits, such as PCI DSS v3 Level 1 certified Service Provider; (ii) the most traditional and emerging payment options; (iii) the most industry integrations (with existing City of Vancouver vendors as well as the innovators in the industry); and (iv) the most Value Added features of any vendor responding to this solicitation. We are consistently chosen by the largest municipalities in North America because of industry best customer service and platform functionality.



It is noteworthy that many of the requirements described in Annexes 2 and 3 are default settings in our solution. This is because as a result of our over 180 municipal deployments in North America and over 2,000 public and private active partnerships we have the experience and expertise to provide the very best IVR services to all Vancouver stakeholders.

We are the best IVR solution for the City of Vancouver because of our:

Active Integrations with existing City of Vancouver meter vendors as well as with INRIX and Smarking

- ✓ Parkmobile's active integrations mean a seamless transition process. Bringing in INRIX and Smarking to help customized Vancouver's reporting portal sets the stage for new innovations in the industry that other municipalities will want to duplicate!

Customer Service and Call Center

- ✓ Parkmobile offers the City of Vancouver and your parking patrons best-in-industry Customer Care and Member Services based in our corporate headquarters in Atlanta, GA. To manage customer inquiries and educate consumers, the Parkmobile Customer Care and Member Services Team relies on the leading cloud-based customer service software system, Zendesk which provides a ticket management system, advanced analytics and insights, integrated live chat, and an online Help Center.

Reservations, Parking Guidance and Special Event (i.e., Super Bowl LI) Parking Operations

- ✓ The City of Vancouver can integrate our parking reservation system with any special events, including and all regional professional sports franchises games by providing digital passes for parking and parking guidance to the reserved parking space. We provide these services to New York Islanders NHL Hockey team in New York as well as NBA, MLB and NCAA teams.

Locally Branded Applications

- ✓ Parkmobile offers the City of Vancouver a branded smartphone application, on iOS and Android operating systems, with mobile payments service information specifically designed for Vancouver operations. We provide more municipal customized apps than all of our competitors combined!

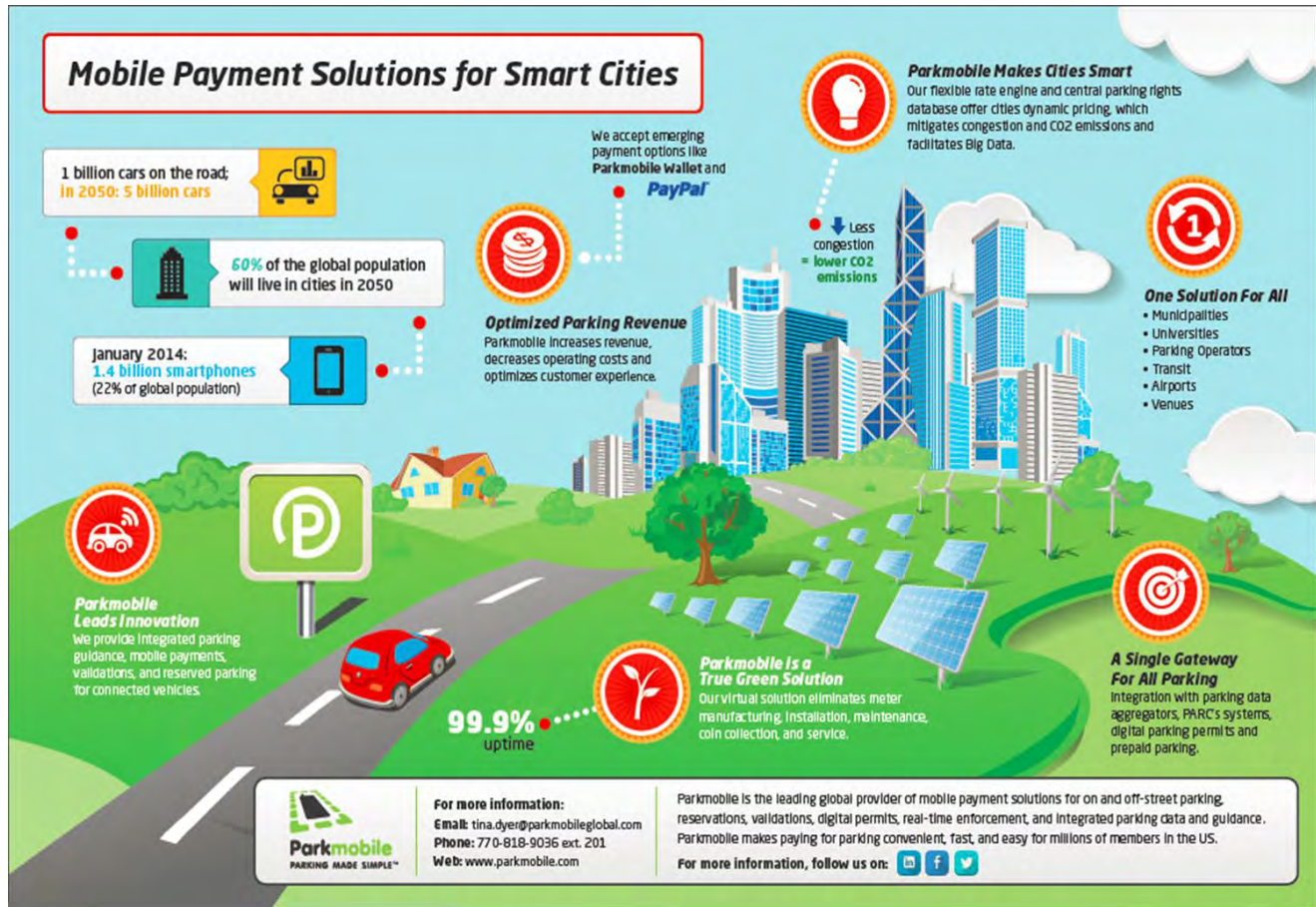
Leader in Smart City Initiatives

- ✓ Parkmobile leads the industry in providing municipal partners with "turn-key" frictionless parking payment solutions for their customers by combining the parking experience for both on-demand and prepay needs. By creating a single tool for the customer's parking options within a single mobile app, Parkmobile accelerates our lead in the market and we offer all of this functionality to the City of Vancouver.

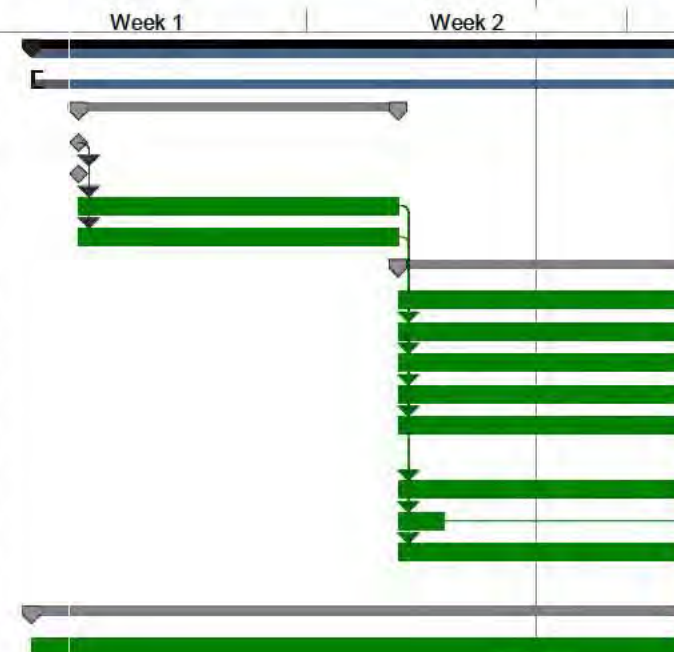
Parkmobile has over 180 municipal partnerships throughout North America. Our technical expertise and experience demonstrate our ability to assist the City of Vancouver in developing, implementing and managing a state of the industry IVR solution for its parking program.



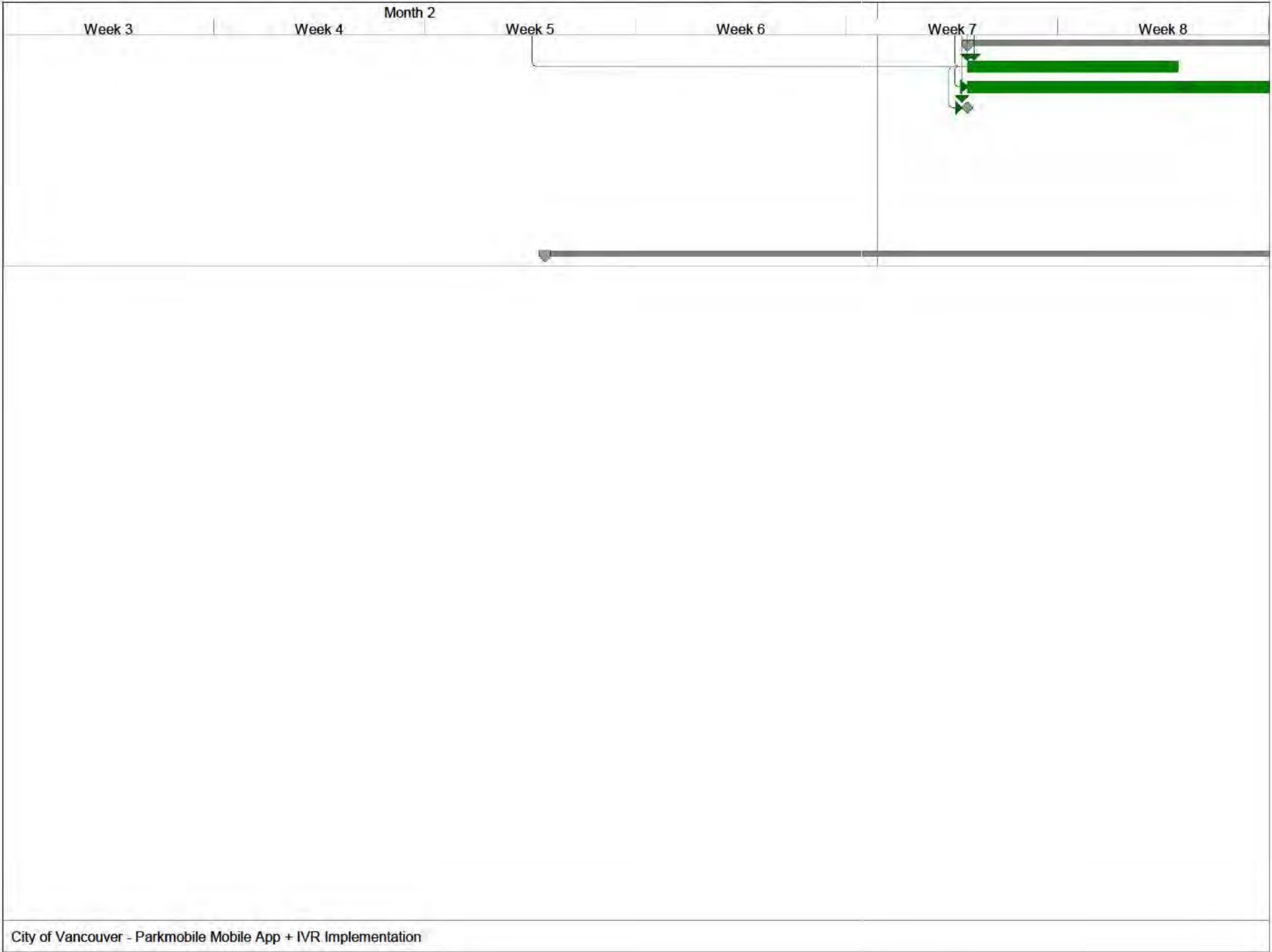
The Parkmobile team appreciates the opportunity to respond to the City of Vancouver IVR solicitation. Our team is available, at the convenience of City staff, to answer any questions related to our IVR mobile payment platform as well as how our digital solutions are expandable to meet the growing needs of the City of Vancouver as your decision makers consider this important decision.



ID	Task Name	Duration	Resource Names	
1	Vancouver, BC - Parkmobile Mobile App + IVR Implementation	50 days		
2	Plan Includes a Comprehensive Marketing and Social Media Rollout			
3	Contract	5 days		
4	Contract	0 days	Parkmobile (PM)	
5	Internal Sales Operations Handoff Meeting	0 days	PM	
7	Zone and Rate Information	5 days	City	
8	Merchant Processor Information	5 days	PM	
9	Project Planning	10 days	4	
10	Marketing Plan	5 days	PM	
11	Merchant Account Integration	5 days	PM	
12	Enforcement Integrations	5 days	PM	
13	Meter Integrations	5 days	PM	
14	Review and Finalize Zone and Rate Structure	5 days	PM	
15	Zone and Rate Client Formal Sign Off	0 days	City	
16	Phased Deployment Planning	5 days	PM	
17	Review Existing Handheld Specs	1 day	PM and City	
18	Update Sticker/Sign Design	10 days	PM	
19	Signage/Sticker Released for Fabrication	0 days	PM and City	
20	Communications	90 days		
21	Weekly Status Meetings	90 days	PM and City	
22	System Environment Configuration and Development	32 days		
23	Rate and Zone Set Up	10 days	PM	
24	Payment Processor Set Up	10 days	PM	
25	GPS Coordinates with Zone Numbers	10 days	PM	
26	Integration with Meters	10 days	PM	
27	Integration with Enforcement	10 days	PM	
28	Business Review and Application Configuration/Validation	1 day		
29	Review Rate and Zone Set Up based on Client's expectations	1 day	PM	
30	Review Enforcement Interface based on Client's expectations	1 day	PM	
31	Stabilization and Testing	6 days		
32	Configuration Testing	2 days	PM	
33	Integrations Verification	2 days	PM	
34	Client Acceptance Testing	3 days	City	
35	Supplier Reporting Verification	1 day	PM	
36	Deployment	21 days		
37	Training and Documentation	6 days		
38	Help Desk Trained	5 days	PM	
39	Parking Administration Trained	1 day	PM	
40	Configure of Enforcement Smart Devices for City of Durham	4 days		
41	PM nForce Software active on Smart Devices	2 days	City	
42	Test nForce configuration on all Smart Devices	2 days	City	
43	Enforcement Officer Training	5 days	City	





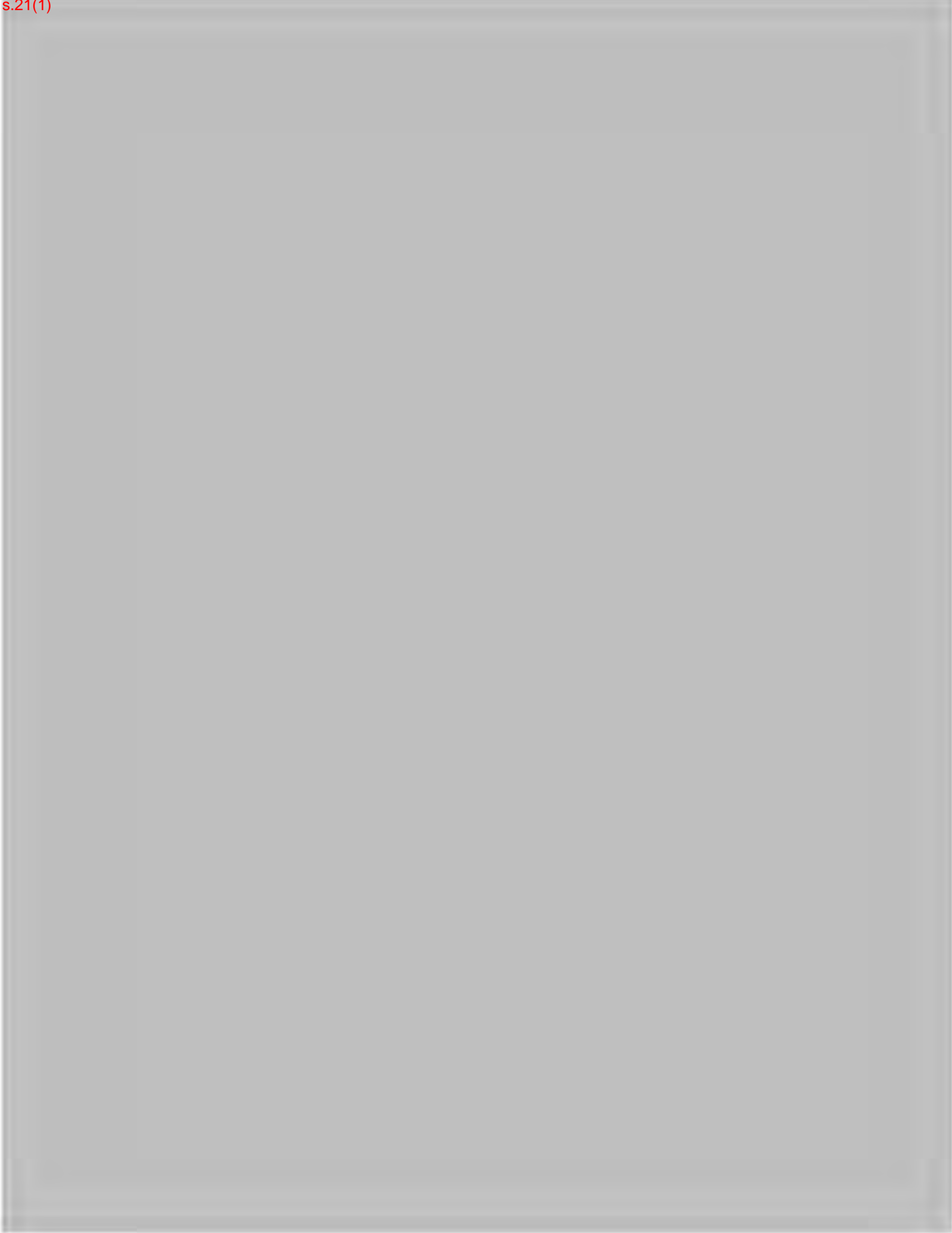


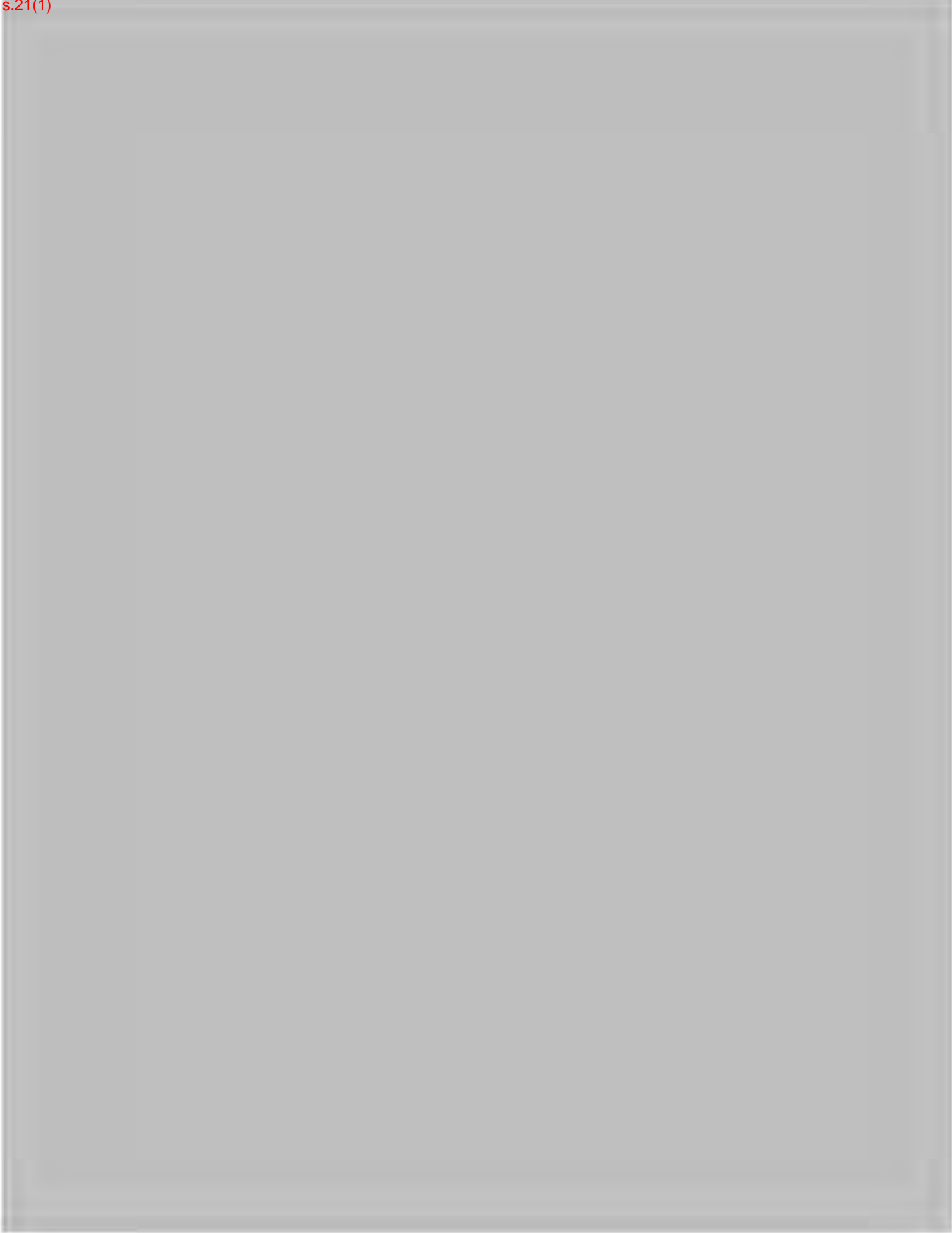
PARKMOBILE, LLC AND SUBSIDIARIES
CONSOLIDATED FINANCIAL STATEMENTS
DECEMBER 31, 2015

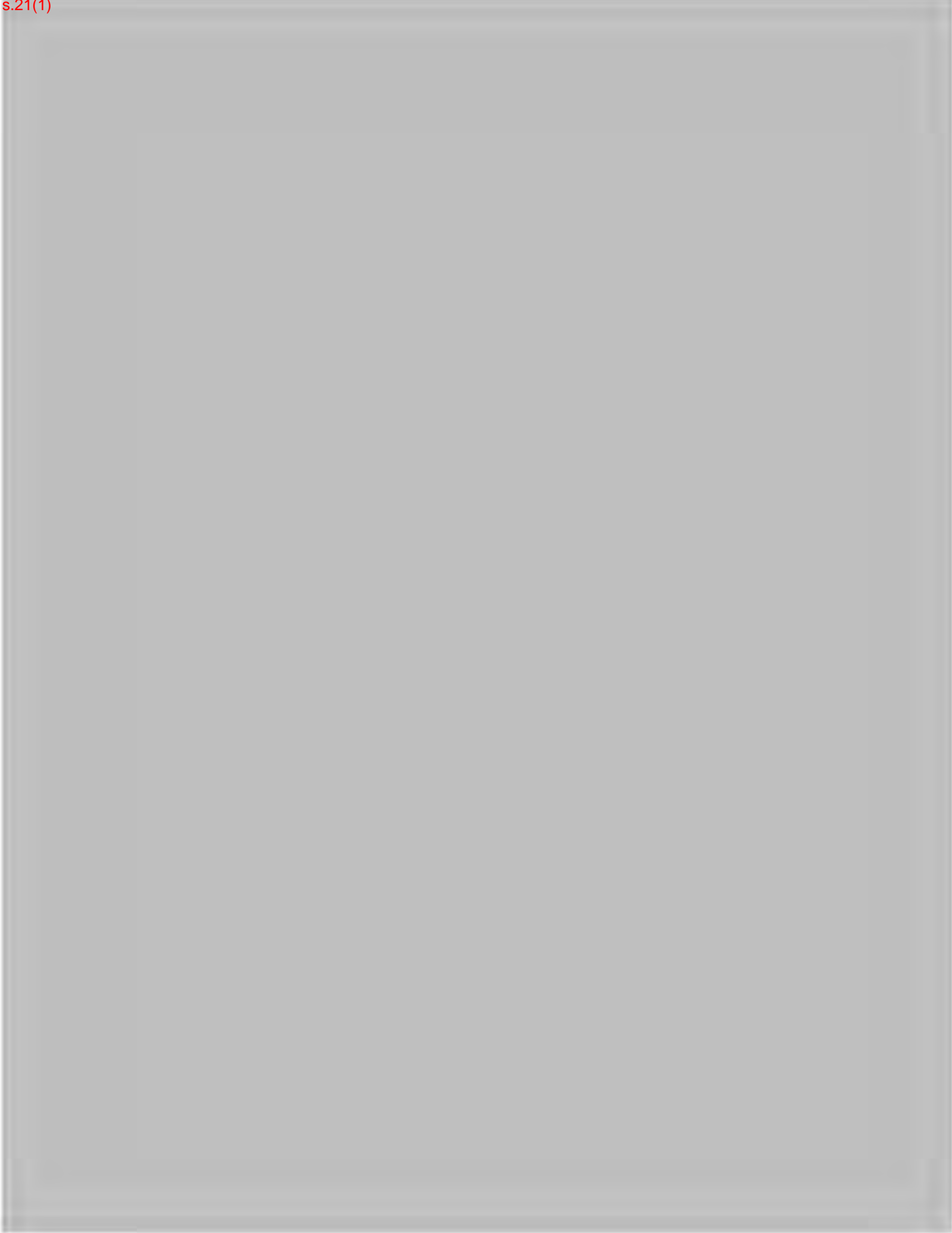
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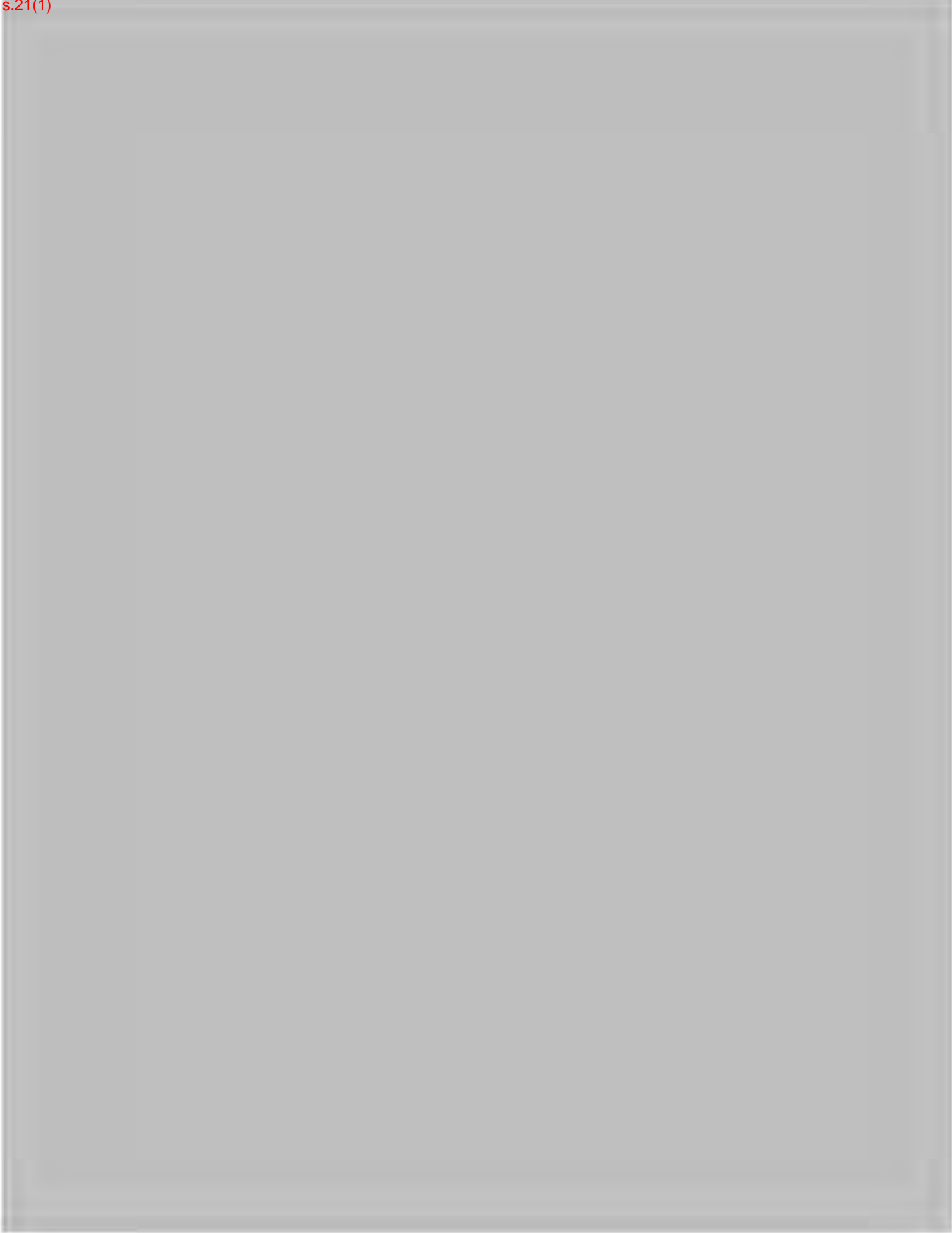
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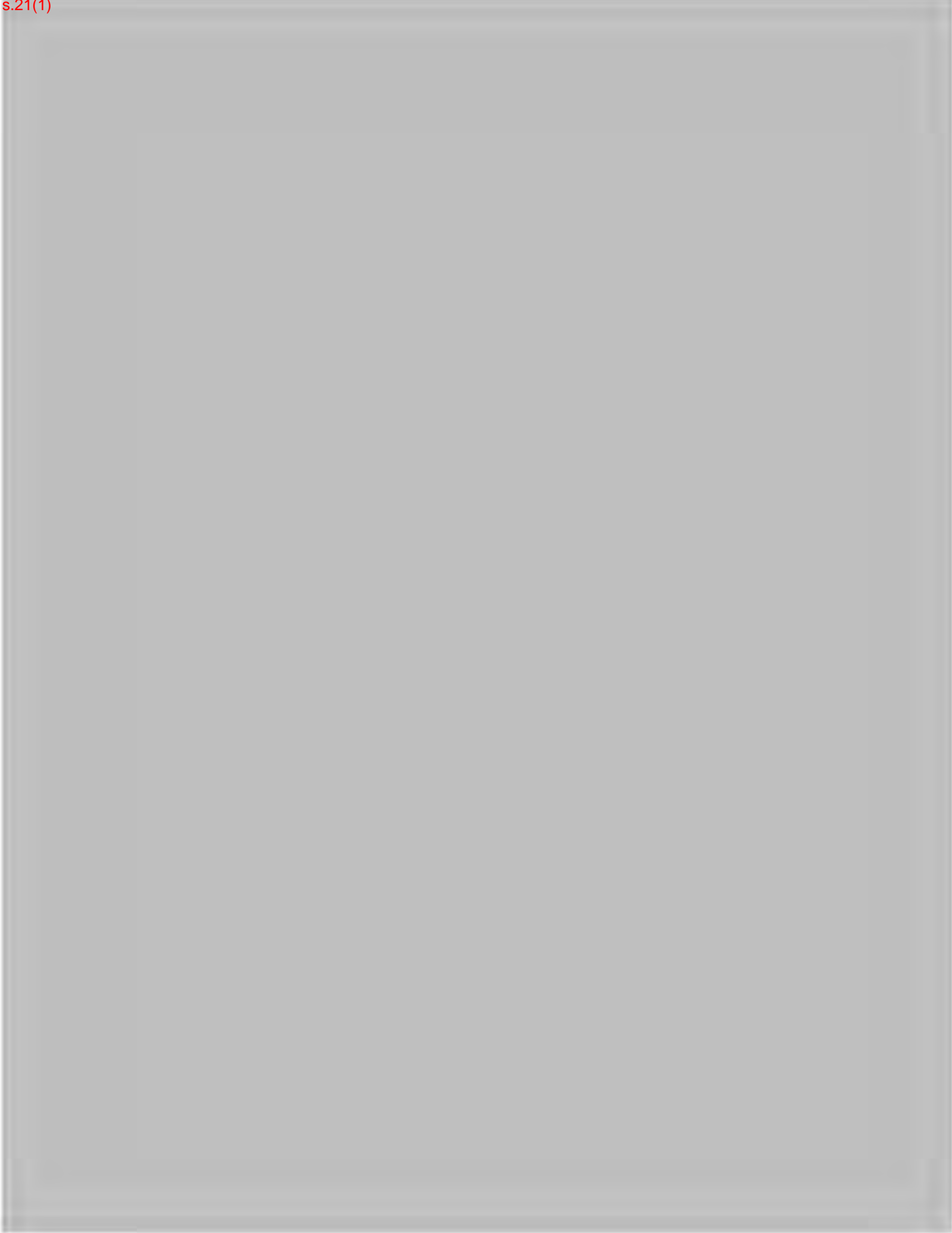


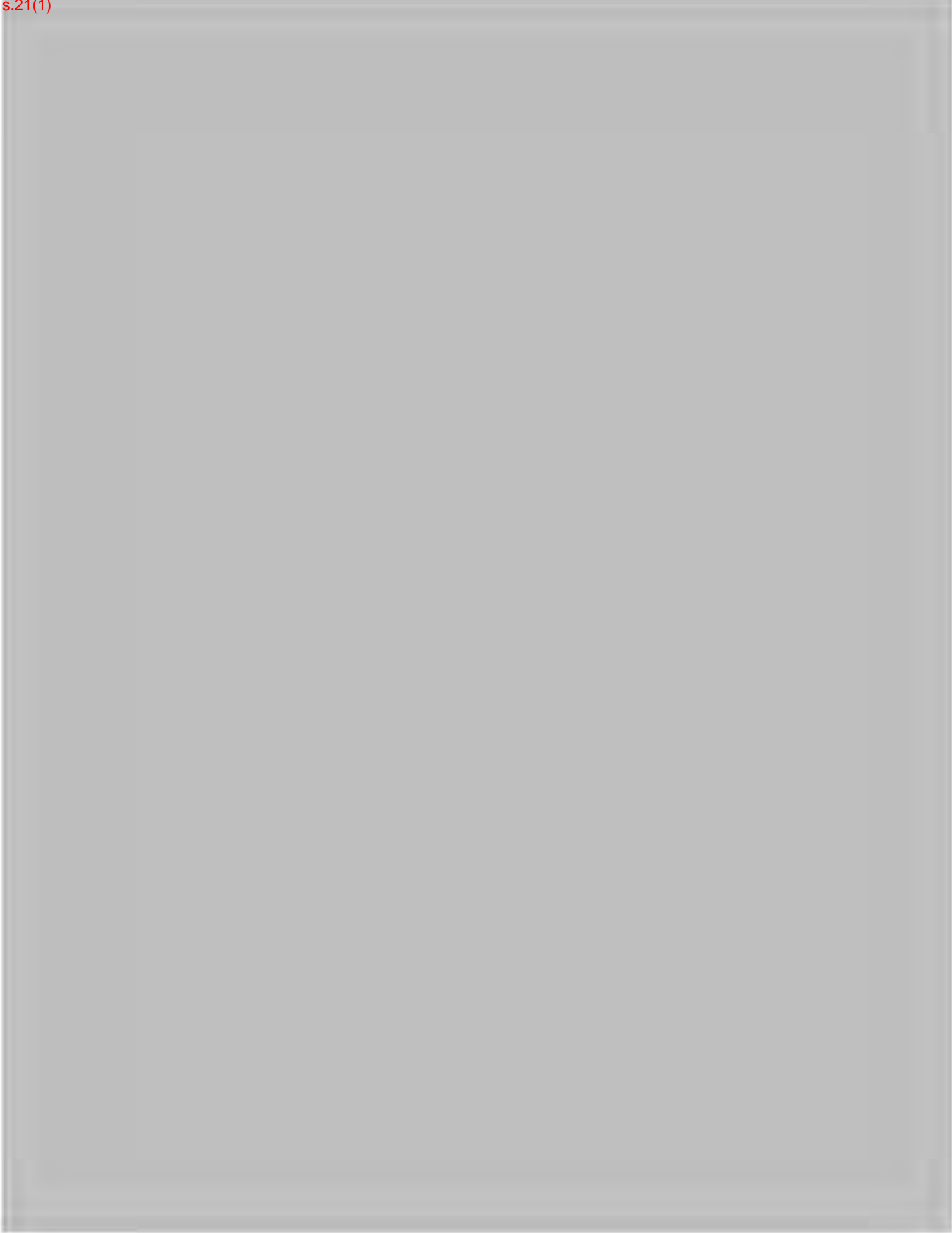


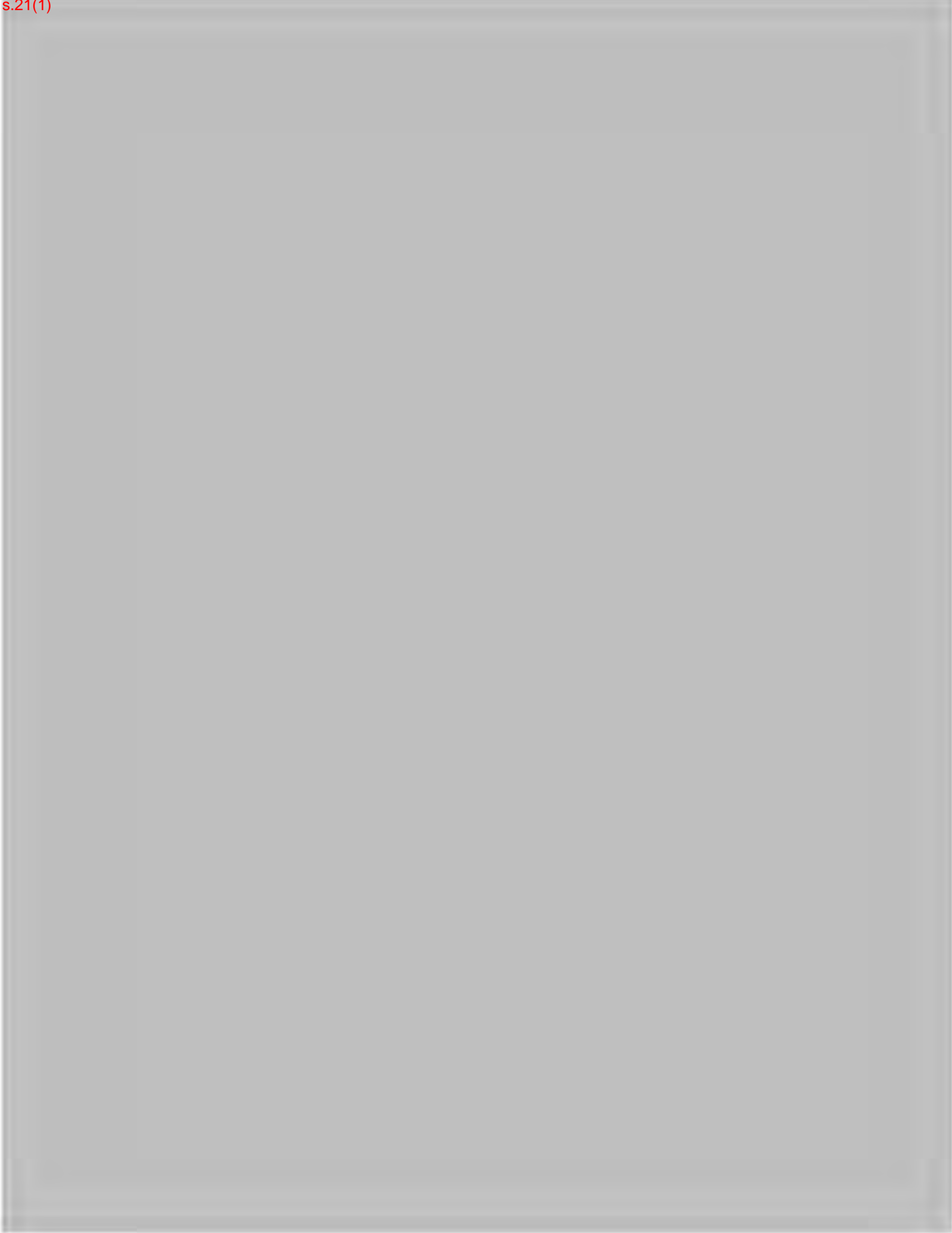


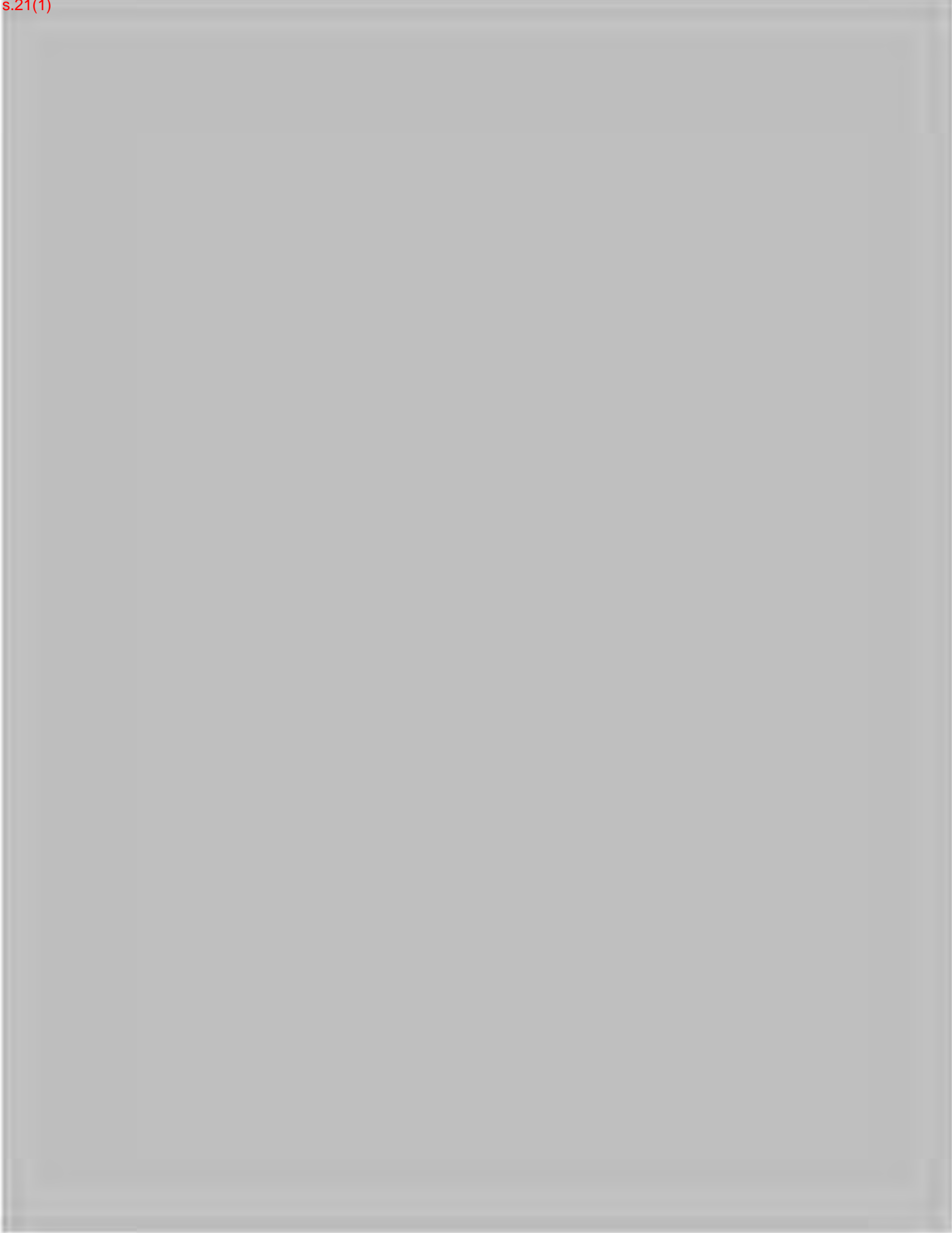


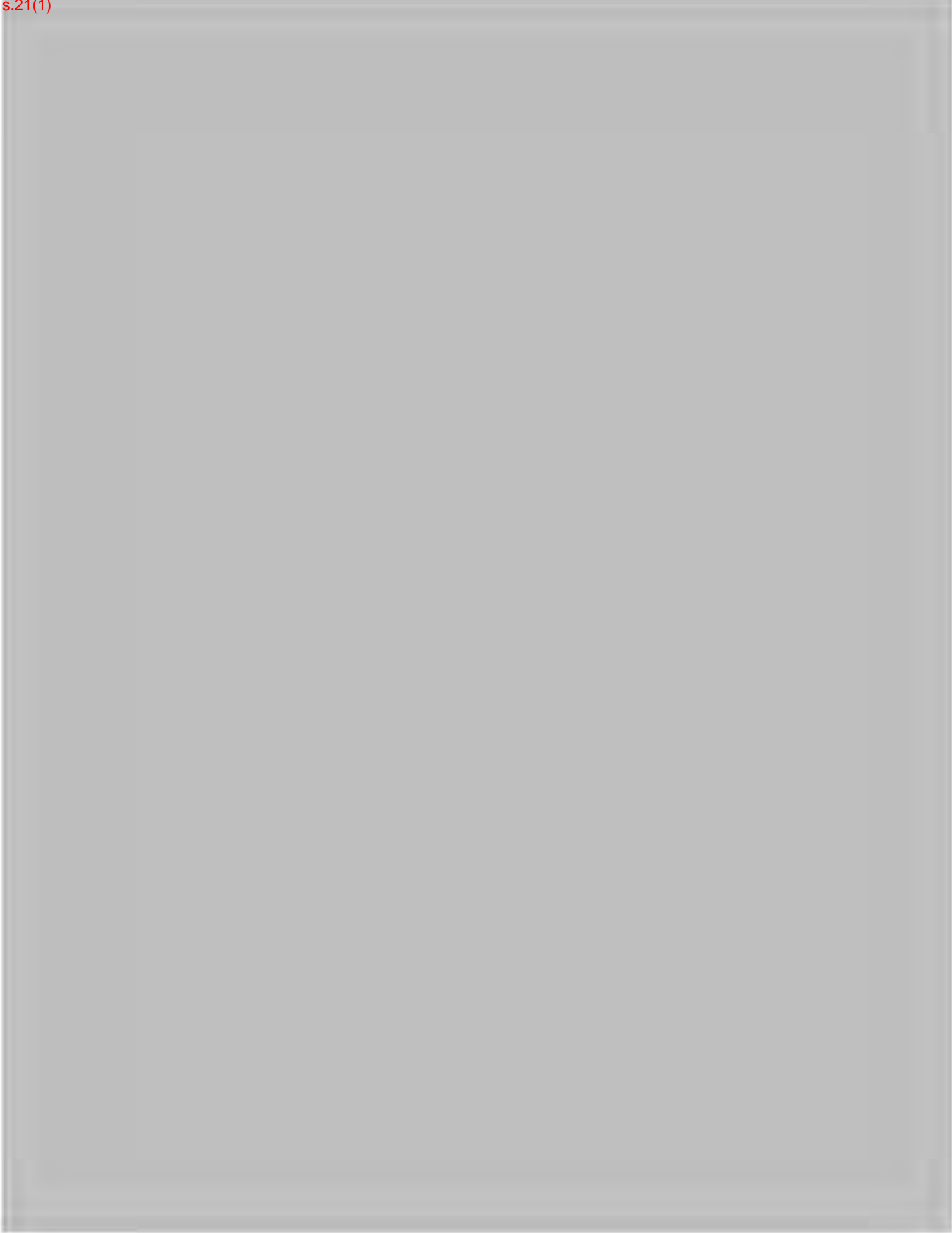


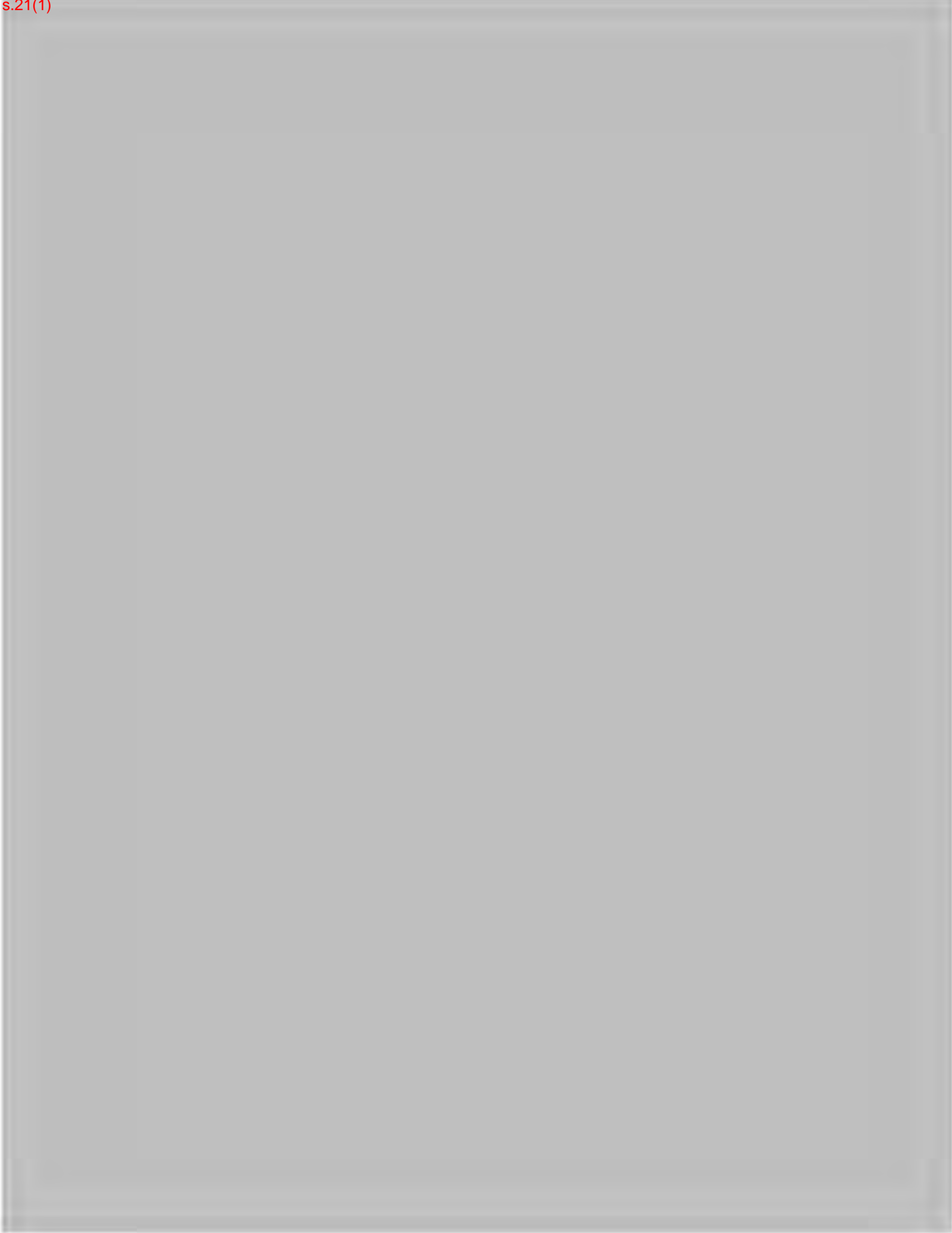


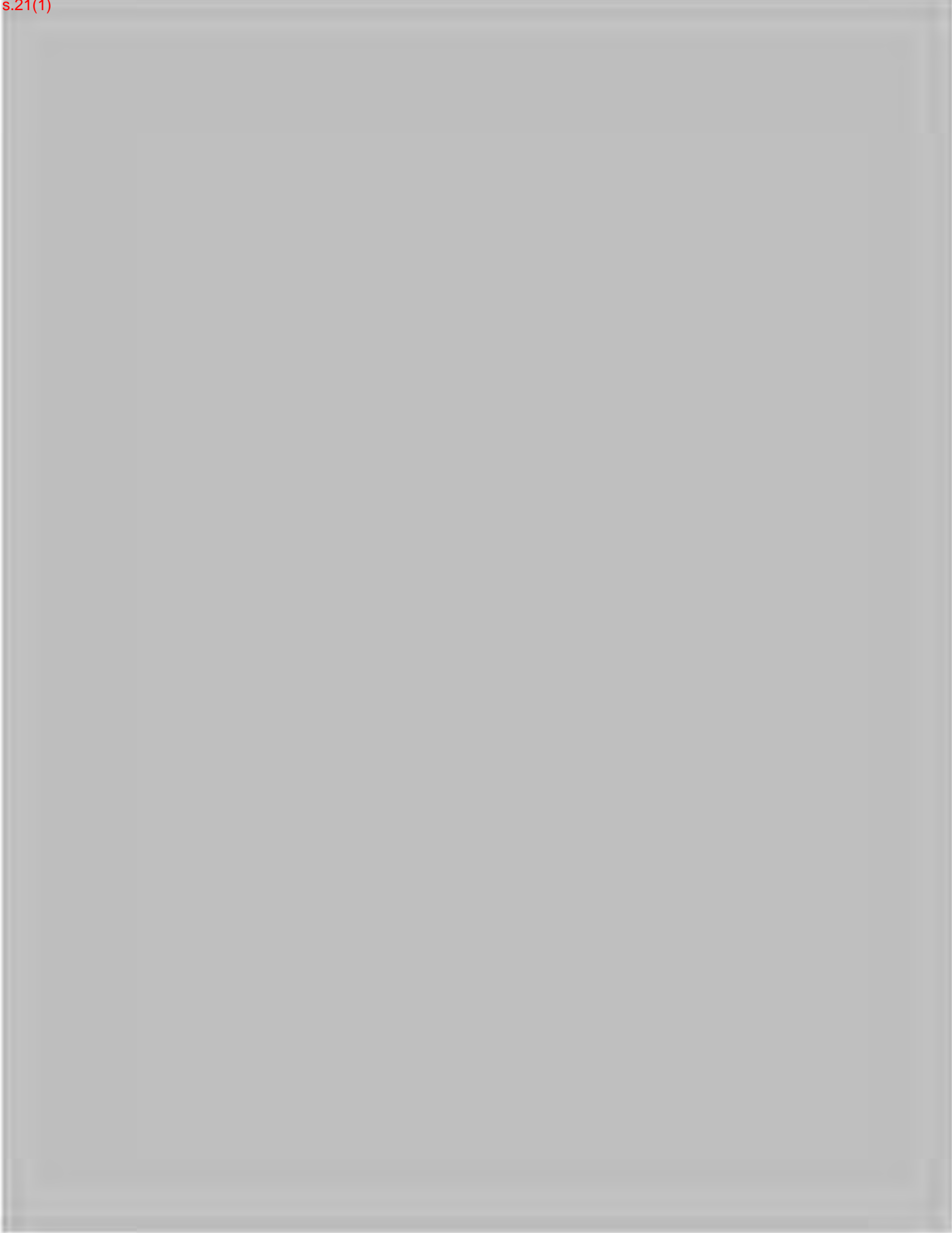


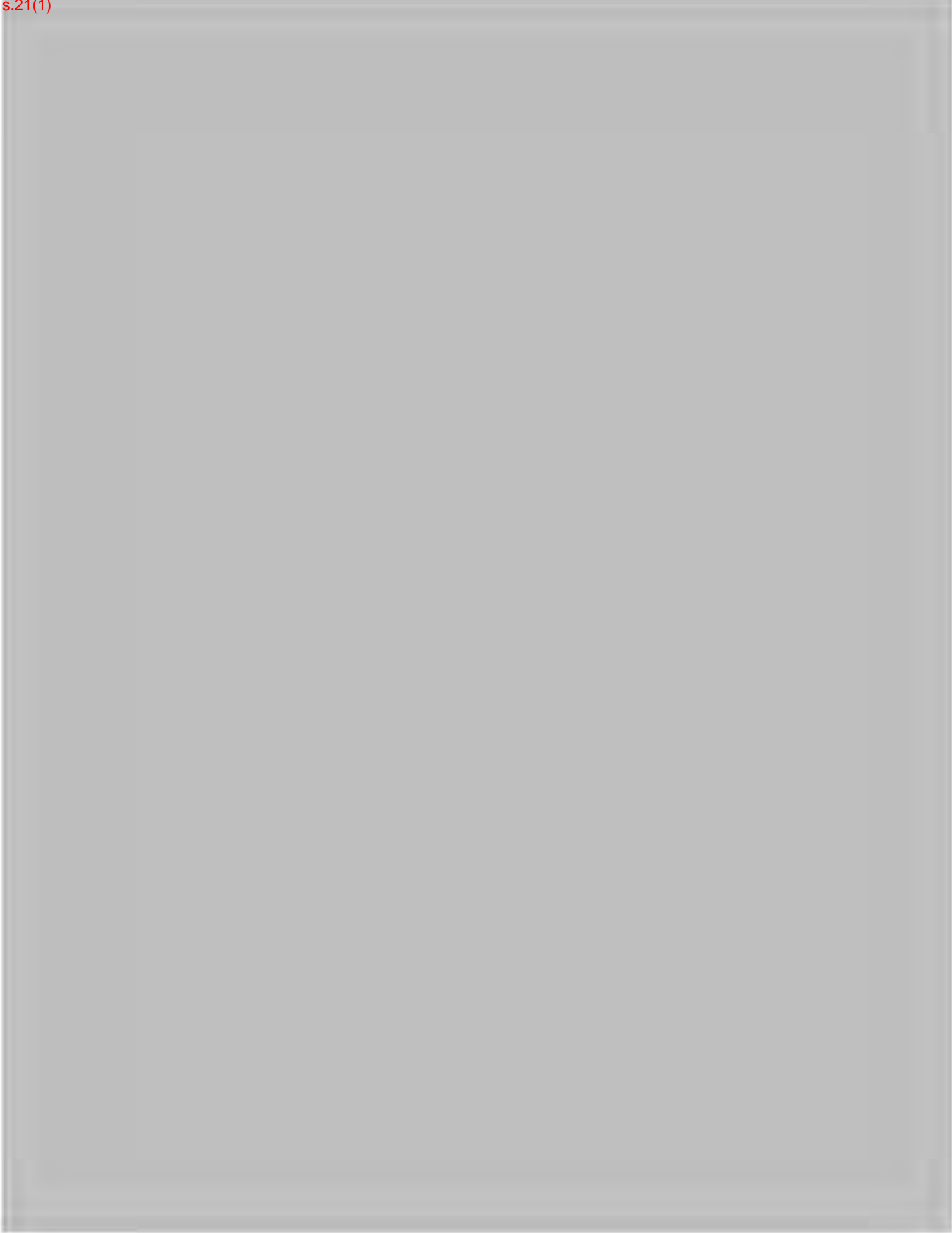


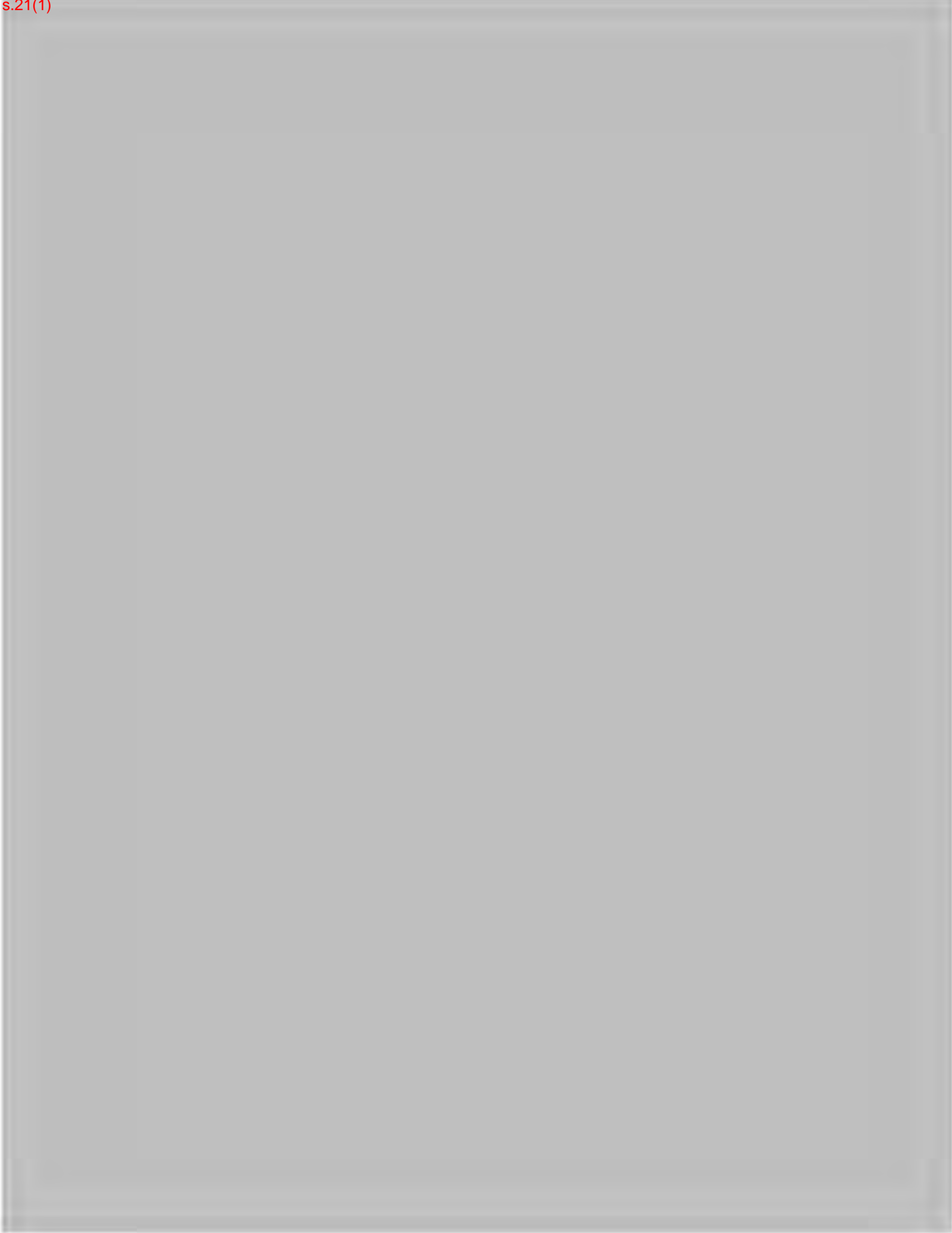


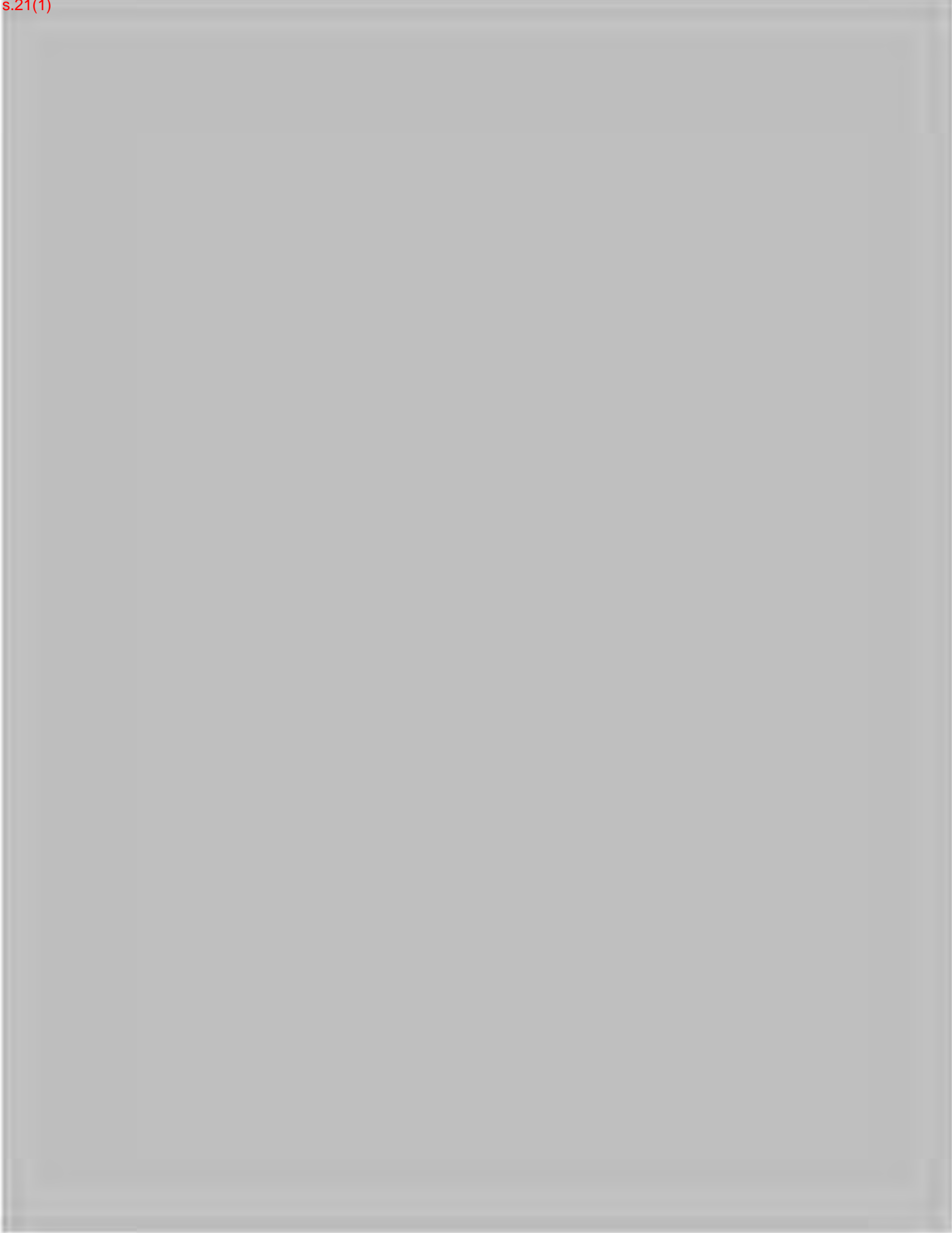


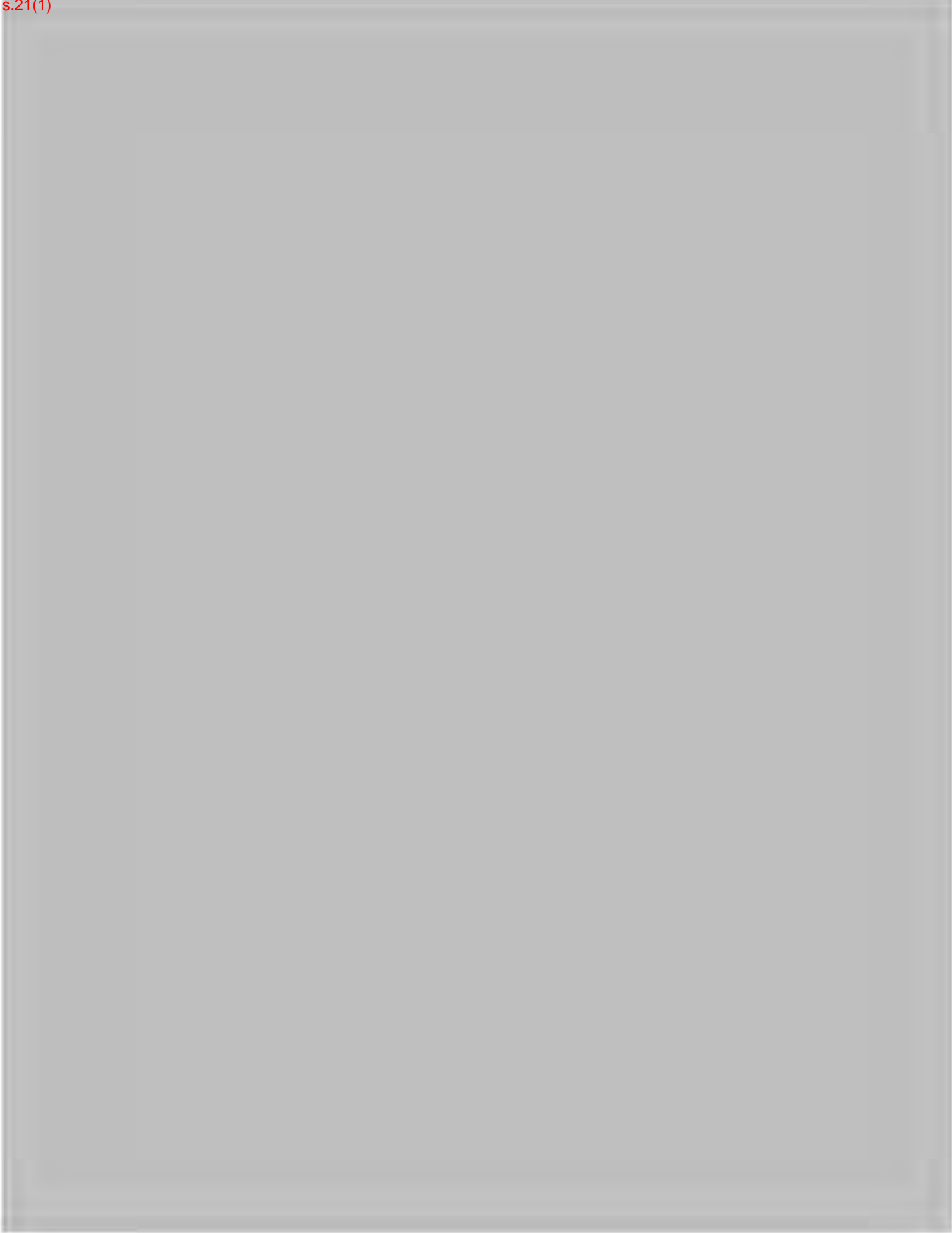


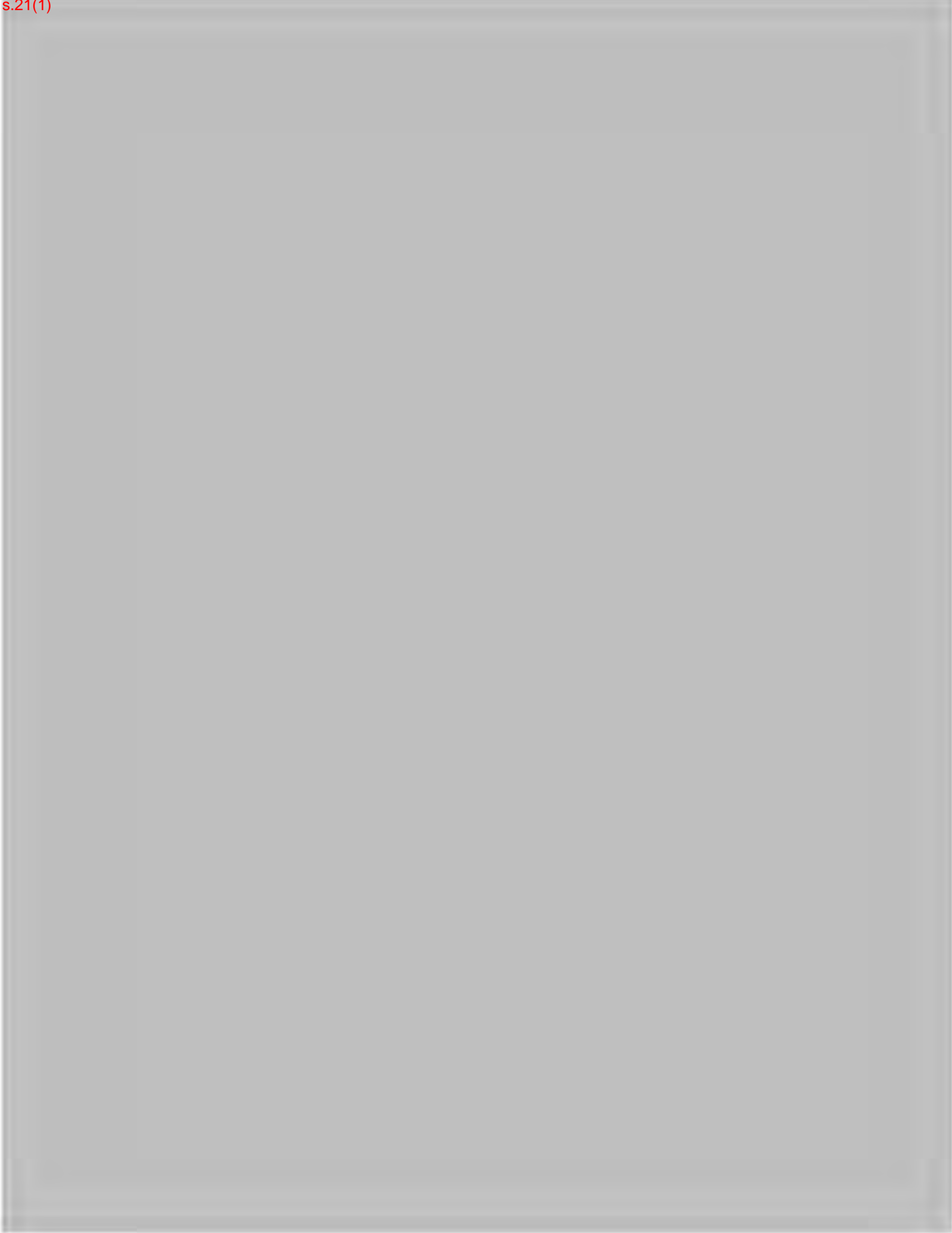


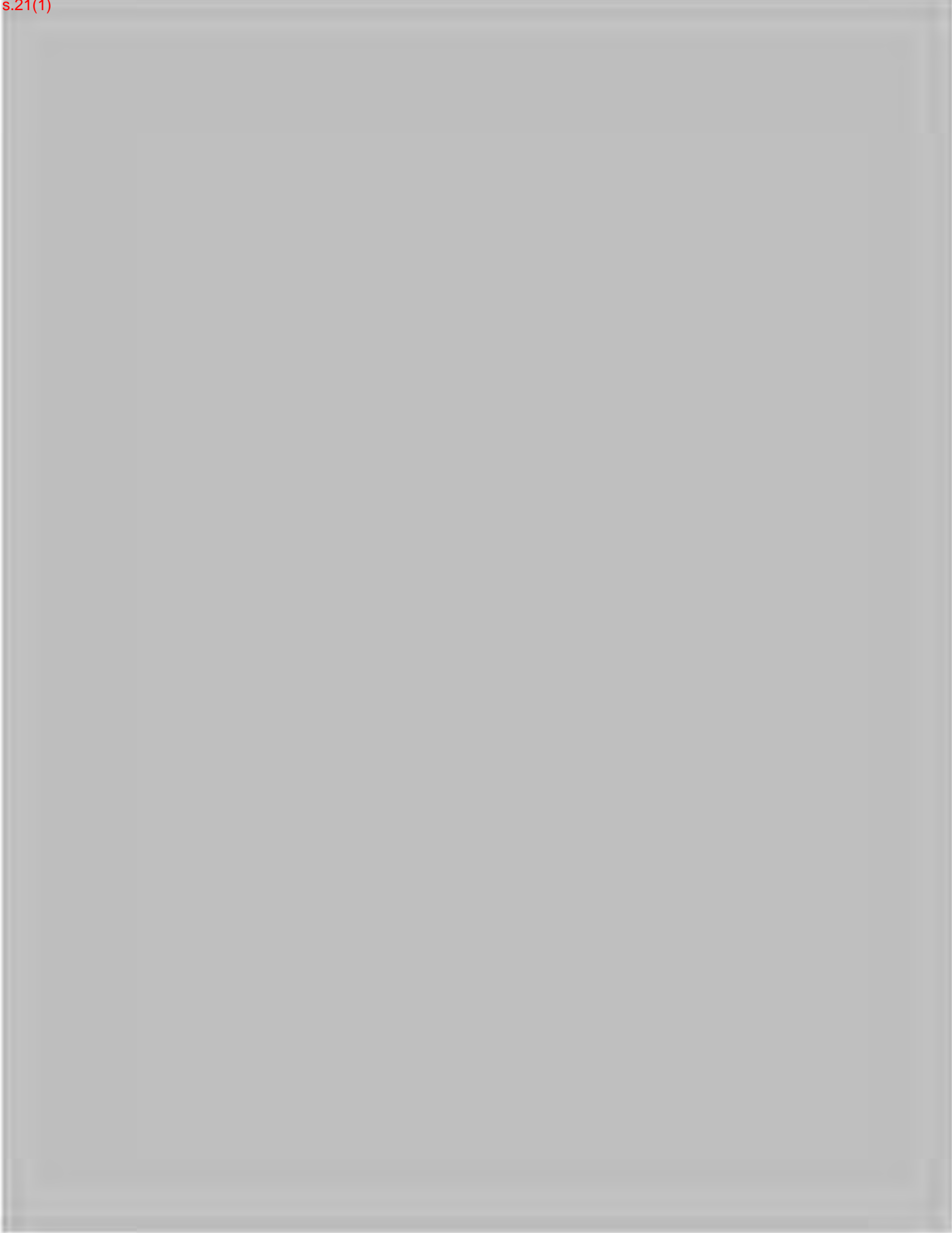


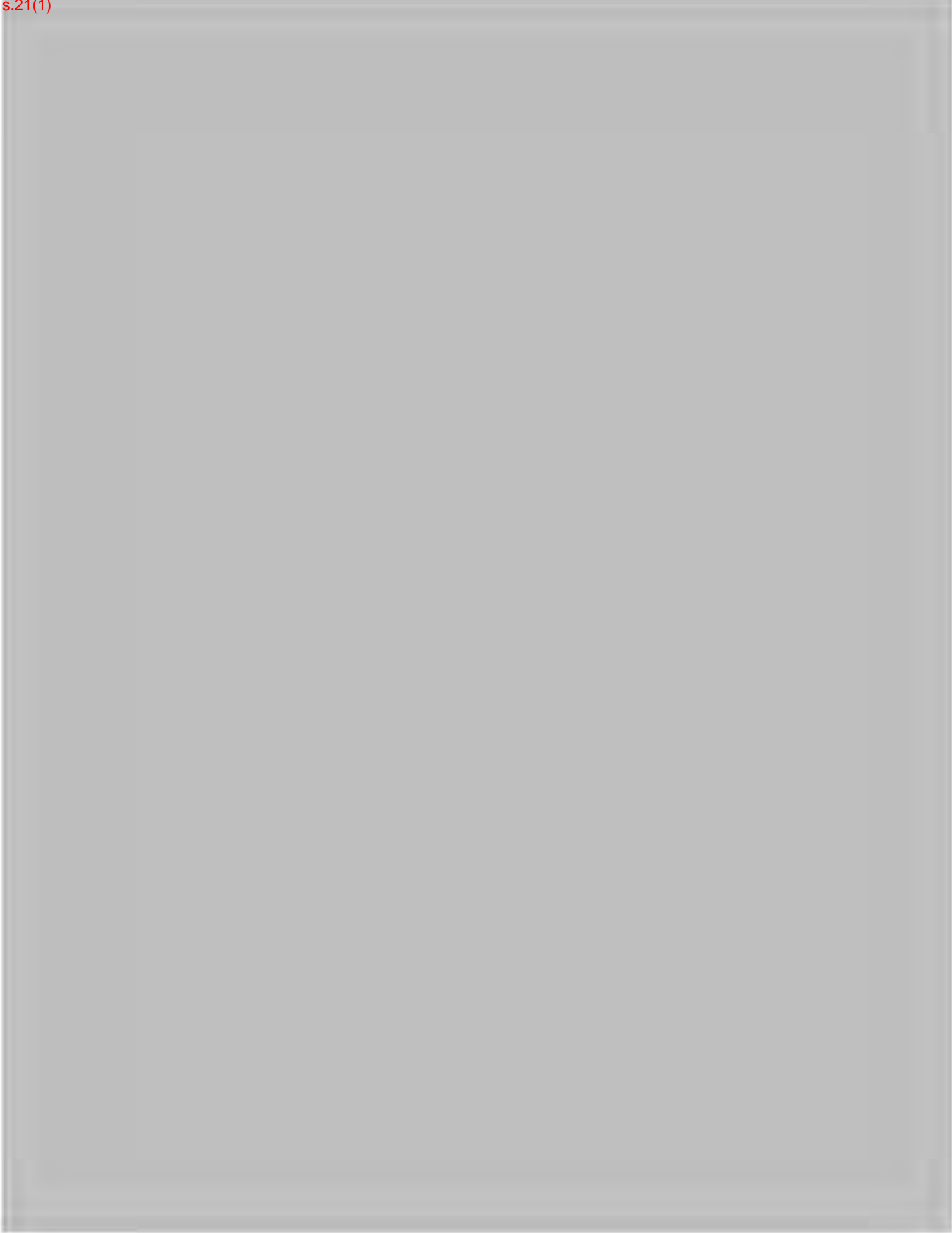


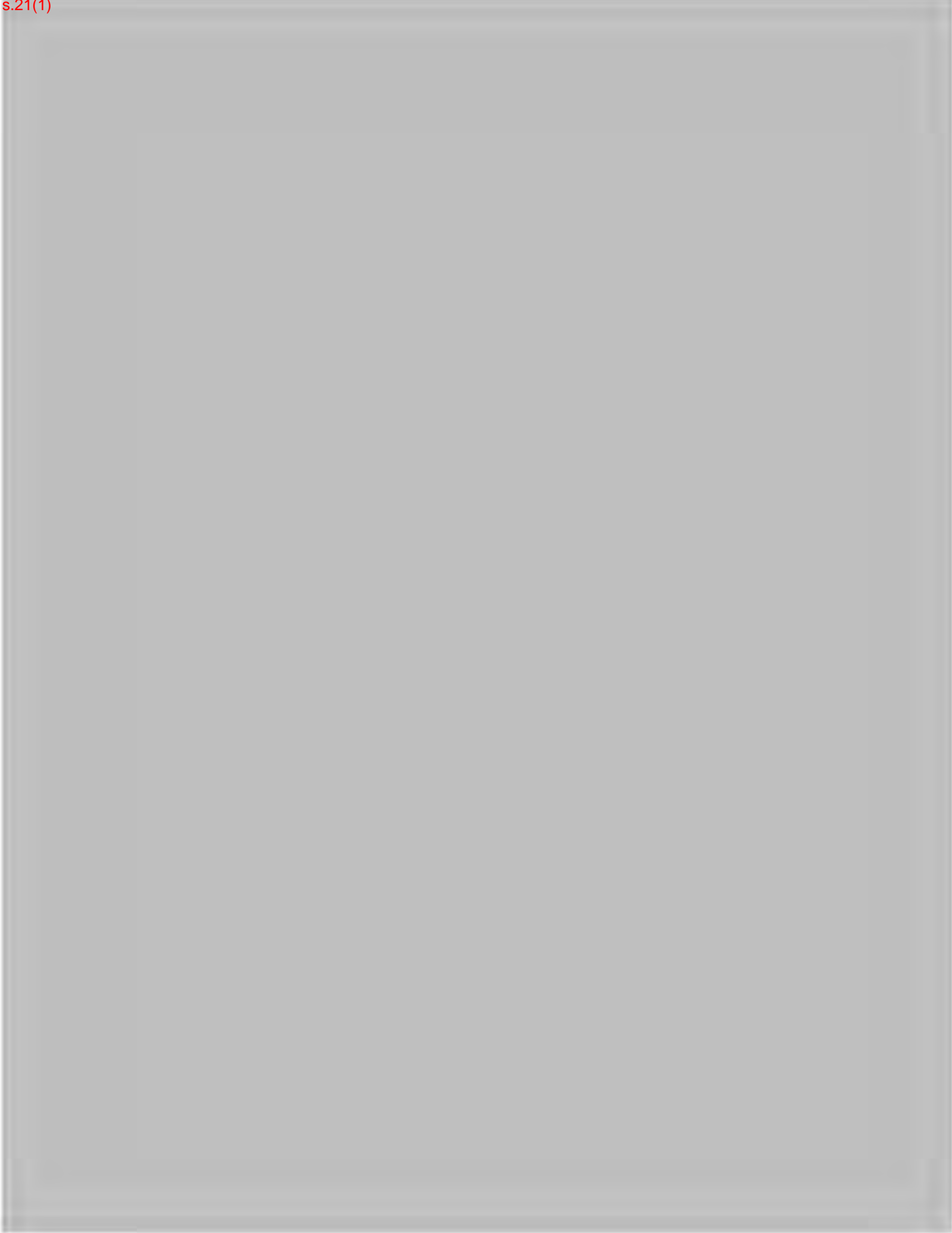














Parkmobile Terms and Conditions/SLA is also available at:

<http://us.parkmobile.com/terms-and-conditions>

PARKMOBILE TERMS AND CONDITIONS/SLA

PLEASE READ THE FOLLOWING TERMS AND CONDITIONS RELATING TO YOUR USE OF THIS SITE CAREFULLY. BY ACCESSING, BROWSING OR OTHERWISE USING THIS SITE YOU, THE INDIVIDUAL USER OF THIS SITE HAVE READ, UNDERSTOOD AND AGREE TO BE LEGALLY BOUND BY THESE TERMS AND CONDITIONS, AND TO COMPLY WITH ALL APPLICABLE LAWS AND REGULATIONS, WITHOUT LIMITATION OR QUALIFICATION, AND FURTHER ACKNOWLEDGE THAT YOU HAVE THE AUTHORITY AND DO HEREBY LEGALLY BIND THE BUSINESS ENTITY, IF ANY, TO WHICH YOU SERVE AS AGENT, INDEPENDENT CONTRACTOR OR EMPLOYEE THEREOF TO THE SAME TERMS, WITHOUT LIMITATION OR QUALIFICATION. THESE TERMS SHALL TAKE EFFECT IMMEDIATELY ON YOUR FIRST USE OF THE SITE. IF YOU DO NOT AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS, DO NOT PROCEED ANY FURTHER AND DO NOT USE THIS SITE. We reserve the right to modify these Terms and Conditions at any time. You should check these Terms and Conditions periodically for changes. By using this site after we post any changes to these Terms and Conditions, you agree to accept those changes, whether or not you have reviewed them. If at any time you choose not to accept these Terms and Conditions of use, please do not use this website. These Terms do not apply to any website owned and/or operated by or on behalf of any third party even if we provide a link to such website on one of our Sites. Please refer to the terms of use of any such third-party websites for information regarding the terms and conditions of your use of such websites.

1. GENERAL

The terms "we," "us," and "our" refer to Parkmobile USA, Inc. and its subsidiaries and affiliates (collectively, "Parkmobile"). The term "Services" refers to our parking payment system for on-street and off-street parking areas and the related products and Services (collectively, the "Services") provided pursuant to these terms and conditions ("Terms and Conditions"). The terms "you" and "yours" refer to the individual or company registering for or using the Services offered by us on this website.

2. SCOPE OF TERMS AND CONDITIONS

2.1 These Terms and Conditions apply to your use of all of the sites and Services owned or operated by Parkmobile USA, Inc. ("Parkmobile") ("we" and "us"), for the benefit of users in the United States of America ("USA") and any other site that we may own or operate in the future (collectively, the "Site"). Unless we say otherwise, all references to the Site in these Terms and Conditions include all such sites. Please note that this Site is intended for use in the USA only and these Terms and Conditions apply only to use in the USA. Parkmobile agrees to provide the Services that you register for through this Site. You agree to perform the obligations set forth in these Terms and Conditions that are required to allow Parkmobile to deliver the Services.

2.2 The contents of this Site are protected by national and international copyright and trademark laws and are the property of Parkmobile. The information and content provided includes, but is not limited to, the text, graphics, image, video, audio, animation, software, their related files and their arrangement on the Site.

All trademarks, servicemarks, logos, model and brand names, emblems and protectable trade dress elements (collectively "Marks"), whether explicitly marked or not, used on this site are owned by Parkmobile, its subsidiaries, affiliated companies or joint partners, or user under license, and are subject to U.S. (federal and state) and international trademark and unfair competition laws. You may not copy, reproduce, download, upload, post, broadcast, transmit, distribute, publish, republish, or otherwise use any information, content or Marks provided on this Site in any form or by any means, or by any information storage or retrieval system for any commercial use without the express written permission of Parkmobile. You may, however, copy, print or otherwise use the information, content or Marks provided on this Site provided that the use is for your personal, educational or internal business use only and further provided that you: (1) maintain all copyright and other intellectual property notices together and intact with any information or content; (2) do not modify or otherwise alter any information or content; and (3) do not expressly or implicitly suggest an association with any services, product, brands or affiliates through the use of any information or content. Other use of any information, contents or



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Marks except as specifically permitted in these Terms or in a written instrument signed by Parkmobile is strictly prohibited. You may not change or delete any author credit, trademark, Mark, legend, proprietary or copyright notice. You must follow and observe all additional copyright notices or other restrictions contained in any parts of the Site.

Nothing contained in this Site shall be construed as conferring by implication, estoppel, or otherwise, any license or right to any copyright, patent, trademark or other proprietary interest of Parkmobile or any third party.

You are not permitted to create a hyperlink to any page or portion of this Site or frame any page of portion of this Site without the prior written permission of Parkmobile.

2.3 Parkmobile hereby grants you a non-exclusive, non-transferable, limited right to access and use the Site and the Services for your own personal or your internal commercial use only. You agree not to interrupt, or attempt to interrupt, the operation of the Site in any way. We reserve the right to restrict your access to part or all of the Site (including any password protected areas) at any time without notice or liability.

2.4 These Terms expressly include any and all additional terms and conditions that are set forth in any of the Sites, including but not limited to any such terms and conditions that are specified in posted agreements and frequently asked questions listings. To the extent any of these Terms are in conflict with any terms and conditions set forth in any of the Sites, the terms and conditions set forth in the Sites shall control with respect to the particular Site to which the terms and conditions are posted.

If applicable, you agree to honor and abide by the terms and conditions of any parking facilities or transportation vehicles that you may access as a result of any purchases made through any of our Sites

3. YOUR USE OF THE PARKMOBILE SERVICES

3.1 You are responsible for providing Parkmobile with the correct information about you when you register for the Parkmobile Service. Required details may include, without limitation, your name, address, license plate number, , mobile telephone number, business details (if relevant), email address and method of payment details. Account details may be updated within the Personal Pages for the users account within the Parkmobile website, or via the mobile applications. Additionally, changes may be made by calling Parkmobile's Helpdesk during regular business hours at 877-727-5457. You are responsible for keeping your password and login information for our website secret so that only you can access your account's personal pages on our website. Until you notify us of an unauthorized use of your Personal Pages, we will continue to bill you for the Services.

3.2 You activate the Services by either: (a) using your mobile phone to call us or (b) using the Parkmobile app on your smart phone device or (c) using the Parkmobile website (www.parkmobile.com) when you park your vehicle in a designated parking space. You are responsible for all fees associated with the use of your mobile phone (e.g., per-minute phone charges).

3.3 You are responsible for correctly entering the relevant parking zone number, which is indicated on the parking meters or signs nearest to the relevant parking space, as well as the license plate number of the vehicle you are parking. Additionally, where applicable, you are responsible for correctly entering your parking space number. The parking zone number informs us of the rate to charge you for your parking and of any time restrictions on the amount of time you are permitted to park your vehicle in that zone. Note that use of the Services does not guarantee you a parking space. You only activate the Services after you have found an available space. To correctly activate the Services when you have parked, you must input the necessary details required to activate your parking session.

3.4 All notices and signs or directions made by relevant government authorities, traffic attendants or authorized persons (e.g., the suspension of a parking space) shall take precedence over any information that you receive from Parkmobile. The parking garage or parking lot owner's parking regulations apply to you and your use of the Services does not exempt you from following their rules. Parking rates can be changed by the parking garage or parking lot owner at any time. Increases or modifications to parking fees are beyond Parkmobile's control. We pass the fees through to you and we are not responsible for any fee increases.



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3.5 You are responsible for ensuring that you have properly activated the Services for the relevant parking zone before you leave your vehicle unattended. You are responsible for any fine, ticket or penalty charge issued between the time of parking the vehicle and the notification via mobile telephone or internet that the vehicle is validly parked. In parking locations that allow for early deactivation of your parking session, it is your responsibility to deactivate your parking session (i.e., before you leave the parking facility).

3.6 Parkmobile is not responsible for any fines, parking tickets, penalty notices and the enforcement of vehicle parking related offenses you incur or receive. You are solely responsible for resolving with the relevant authorities any issues that you may have regarding the issuance of fines, parking tickets, penalty notices or your vehicle being impounded. If you authorize Parkmobile to contact the relevant authorities on your behalf regarding the issuance of fines, parking tickets or penalty notices, you acknowledge and agree that in such cases, Parkmobile may provide all or a portion of your personal details to the relevant authorities. In addition, in the event that you fail to pay any amounts owing for the Services (whether due to a declined credit card or other circumstances), then Parkmobile, upon the reasonable request of the relevant authorities, may provide all or a portion of your personal details to such authorities, which you acknowledge and agree that they may use solely for purposes of collecting or attempting to collect any unpaid amounts owed by you. Notwithstanding the foregoing, in no event shall Parkmobile provide any of your credit card data to the relevant authorities in connection with such collection matters.

3.7 We attempt to be as accurate as possible when describing our Services, however, we do not warrant that the service descriptions are complete, reliable, current or error-free. If a service offered on the Site is not as described, your sole remedy is to cancel the Services.

4. PERMITS AND PAYMENTS *

Because the Sites sell parking and/or transportation permits for certain events (e.g. sporting events) and for other general purposes (e.g. daily/monthly parking or transportation), certain terms may not apply to you.

4.1 Permit Purchase Policy

We provide consumers with opportunities to purchase parking or transportation permits ("Permits") from our clients ("Clients"), such as venues, teams, theaters, event organizers and parking facility owners. A Permit serves as the official confirmation of your purchase of a particular item offered for sale by our Clients, which may be, for example, event parking, daily parking, monthly parking, transportation or a parking validation.

Our Clients, not Parkmobile, set the Permit prices, maintain the parking space inventory or vehicle capacities, as applicable. Policies set forth by our Clients prohibit us from issuing exchanges or refunds after a purchase has been made or to replace lost, stolen, damaged or destroyed Permits. When you receive your Permit, please keep it in a safe place. Please note that direct sunlight or heat can sometimes damage Permits.

The Permit will be in the form of a physical permit mailed to you, an electronic print-at-home permitted emailed to you or a digital image that can be displayed from your smart phone, as applicable. Clients will reject any entry attempt made with any document other than the actual Permit. Any confirmation page or email will not be accepted and you will be subject to any charges for use of such services established by the Client. No refunds will be issued for unused Permits.

Permits purchased less than seven days prior to an event may also be available for pick up at the event venue and/or the on-site office prior to the day of the event. Unless otherwise specified for a particular event on a Site, Permits will not be available for purchase or pick-up on the day of an event. Valid ID and credit card used for purchase must be presented upon pick-up.

Our goal is to make your purchasing experience easy, efficient and equitable, so we can get you on your way to live events as quickly as possible. This purchase policy is designed to ensure your satisfaction and understanding of the purchase process on the Sites. If you have any questions about the information contained herein, please contact us.

4.2 Payment Methods

We accept several methods of payment to accommodate your needs, including Visa, MasterCard and American Express.



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4.3 Payment Processing Fees and Service Fees

Permits purchased on the Sites may be subject to service fee(s) and a non-refundable per order payment processing fee.

4.4 Aggregate Payments

Parkmobile may choose to aggregate transactions under the rules set forth by Visa and MasterCard for small transactions. Aggregation means your transactions may be grouped and submitted together rather than processed individually. Aggregation may be over a period of 72 hours with a maximum value of \$15 USD. A pre-authorization of up to \$15 USD may be placed on your debit card which may reduce the funds you have available for your use. Any additional funds not used to complete your transaction will be released after 72 hours. Details of all your transactions are available from your Personal Pages at www.parkmobile.com and on your mobile app under payment history.

4.5 International Use

Parkmobile makes no representation that materials on this Site are appropriate or available for use in locations outside the United States, and accessing them from territories where their contents are illegal is prohibited. Those who choose to access this site from other locations do so on their own initiative and are responsible for compliance with local laws.

4.6 Cancelled Events

Occasionally, events are cancelled or postponed by our Clients due to weather conditions or situations affecting the staff or audience. When this occurs, Parkmobile makes every effort to ensure you receive a prompt refund of the Permit price and associated service fee (this per order payment processing fee is not refundable) if applicable. If an event is cancelled, please contact us for information on receiving a refund. If the event was moved or rescheduled, the Client may set refund limitations. Contact us for exact instructions. Please make sure to provide your Parkmobile order ID number so we can expedite your refund if applicable.

4.7 Refunds and Exchanges

Before purchasing Permits, carefully review your event details, such as date and time. Policies set forth by our Clients prohibit Parkmobile from issuing exchanges or refunds after a Permit has been purchased or for lost, stolen damaged or destroyed Permits. If, however, you are turned away from a parking facility or transportation vehicle, as applicable, while in possession of a valid Permit for any reason, but for your error or your failure to follow and abide by the applicable rules and regulations, please contact us. We will make every effort to refund to you the Permit price less the non-refundable payment processing fees.

4.8 Delivery of Permits

Orders are processed only after a billing address has been verified. Occasionally, we receive incorrect billing or credit card account information for a Permit order that can delay processing and delivery. In these cases customer service will attempt to contact you, using the information provided at the time of attempted purchase. If we are unable to reach you, Parkmobile may cancel your order and may sell your Permit(s) to another customers.

4.9 Standard Mail or Federal Express Delivery

Please allow enough time for the delivery of your Permit order. If you have selected delivery by United States Postal Service standard mail, please allow 7-10 business days after your order is placed to receive your Permit. Permits sent via USPS can be sent only to the verified billing address within the U.S. or Canada. FedEx packages are sent only to the verified billing address in the U.S. and cannot be sent to Canada or to any other country. If you selected FedEx, please allow at least three (3) business days for delivery. These are approximate times, and Parkmobile is not responsible for deliveries that take longer. If you have not received your Permit(s) within 48 hours of the event, please contact us.

4.10 Amount of Permits Per Customers



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When purchasing Permits on the Site, you are limited to a specified number of permits for each event. This amount is included on the unique event page and is verified with every transaction. This policy is in effect to discourage unfair Permit buying practices. All orders are tracked by name, address and credit card number. Customer orders for more than the stated limit will be void and charges will be non-refundable.

4.11 User Contributions to the Site

There may be opportunities for you to contribute to the Site. These may include among others, uploading your user profile, participating in chats, using our bulletin boards, etc. which collectively, we call "Content". Parkmobile is not liable or responsible for any Content provided by its users or other third parties to the Site ("User Content"). The contributions of third parties do not necessarily represent the view or opinions of Parkmobile. Parkmobile cannot preview User Content before it appears. You can be held liable for any illegal or prohibited User Content you provide to the Site, including among other things, infringing, defamatory or offensive materials. If you discover this kind of material on the Site, please notify us at reservations@parkmobileglobal.com. We will investigate your claim and may then take the actions deemed appropriate.

5. COMPLIANCE AND OWNERSHIP OF PARKMOBILE WEBSITE

5.1 You are responsible for your own continuous compliance with these Terms and Conditions and other guidelines released by us from time to time. You shall not, and shall not permit others to, engage in activities prohibited by us, including, without limitation: (a) intentionally accessing data not intended for your use; (b) attempting to breach security or authentication measures without proper authorization, or interfere with this Site and any products or Services offered on the Site; (c) taking any action to obtain Services to which you are not entitled; or (d) assisting or permitting any persons in engaging in any of the activities described above.

5.2 We own and shall retain all rights and interest in the intellectual property rights in the Site content, Services, and our proprietary information, which includes without limitation, all software, source and object code, specifications, metrics, customizations, designs, processes, techniques, concepts, improvements, discoveries and inventions, including, without limitation, any modifications, improvements or derivative works thereof and all works of authorship or inventions created, invented, reduced to practice or delivered by us or any third party either solely or jointly with others, arising from these Terms and Conditions, including all copies and portions thereto, whether made by or under the direction of us or you.

6. SMS MESSAGES, MOBILE APPLICATION PUSH AND EMAIL NOTIFICATIONS

6.1 As part of the Services, Parkmobile may send reminders, alerts (further referred to as 'notifications'), or critical service-related notifications via SMS text message, ("Mobile application") push or email to its users, and you acknowledge and consent to the receipt of such messages. Parkmobile may use one or more of the following carriers for SMS message delivery: Cellular One Dobson, Centennial Cellular Corp, Sprint, Verizon Wireless, RCC – Unicef, Virgin Mobile USA, Boost, T-Mobile, Cincinnati Bell, AT&T, ALLTEL, and U.S. Cellular.

6.2 You may set up SMS text message, push or email notifications via your Personal Pages By agreeing to these Terms and Conditions, you certify that you are the account holder of the mobile phone number provided to Parkmobile or that you have the account holder's express permission to use the specified phone to receive text messages about your account from Parkmobile.

6.3 With each parking session, you may receive standard SMS messages, push or emails relating to your parking session or Parkmobile service communications. Message and data rates may apply.

6.4 You acknowledge and agree that the reception of SMS messages, push and emails is not 100% guaranteed and that you are responsible for the timely activation or deactivation of a parking transaction. You further acknowledge and agree that the reception of SMS messages, push and emails is dependent on the operation of your mobile phone provider and/or internet service provider and the service of the mobile phone company and/or internet service provider with which you have an account or prepaid card. Parkmobile shall have no responsibility or liability for the damages and costs incurred by your not receiving an SMS message, push or email on time or by the insufficient operation of your mobile network, mobile phone company and/or internet service provider.



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6.5 You may opt out of receiving SMS text messages, push or email notifications at any time. Opting out of SMS, email or push notifications can be completed within the Parkmobile website. (In the case of Push notifications the user must choose to stop receiving within their mobile phone). To stop the messages from coming to your phone, you may opt out of receiving SMS by texting the word "STOP" to 69646. You will then receive a one-time opt-out confirmation text message, and after that, you will receive no future SMS messages. Alternatively, you may also visit parkmobile.zendesk.com, or text us at any time from your mobile phone by texting the word "HELP" to 69646, or contact us at 1-877-727-5457 for questions or assistance in receiving or opting out of receiving SMS text messages or email notifications.

7. FEES

7.1 You agree to pay all fees for Services provided to you pursuant to these Terms and Conditions.

7.2 Parkmobile shall process the parking fee and other Services by charging your credit card, debit card, or PayPal account at the time of your parking transaction. You must have a valid credit, or debit card, or PayPal account, or suspension of services may occur. If your credit card or debit card is declined your Parkmobile account may be blocked or terminated. Additionally, Parkmobile reserves the right to transfer the claims for unpaid parking fees to third parties.

7.3 A history of your parking transactions, indicating the parking locations, times and costs is accessible by you from your Personal Pages on this website. If you require a printed invoice, you must print it from your Personal Pages on this website. Alternatively, if you wish to receive an invoice by mail, you may request one from us, and we will provide you with one, subject to a processing fee.

7.4 If in good faith you dispute any amount billed to you, you must provide us written notice of the dispute, and the applicable parking authority, if any, within thirty (30) days of receipt of such invoice. You agree to pay any undisputed portion of such invoice when due. Your failure to comply with this procedure shall constitute your approval of such amounts billed to you. You will reimburse us for all costs of collection, including reasonable attorneys' fees. You will pay interest on all amounts not paid when due at the rate of 1.5% per month, or the highest lawful rate, whichever is less.

8. MEMBERSHIP

There are three Parkmobile Membership levels. Basic Membership does not carry a monthly membership fee. Preferred or Company Membership incurs a \$0.99 monthly membership fee per vehicle on the account. Parkmobile, LLC will automatically renew your Membership on the 1st day of each month and will charge any associated membership fees at that time. By signing up for the Service and choosing a Membership level, you authorize Parkmobile, LLC to charge your payment method on file for any applicable Membership fee. Each Membership renewal period is for one month.

You may change your Membership from a Preferred to a Basic membership or from a Basic Membership to a Preferred Membership at any time by accessing your account at www.parkmobile.com. Company Memberships cannot be changed to any other Membership. You may cancel your account, and thereby Membership at any time, by sending your request to helpdesk@parkmobileglobal.com. Membership changes, change requests and/or account cancellation requests received after the first day of the month shall take effect immediately upon processing of your request, but the membership fee assessed for the current month will not be refunded or prorated. Parkmobile, LLC requires a reasonable amount of time to process your Membership change or cancellation request. Failure to use the account does not make you eligible for a refund of past or current Membership fees. No refunds will be given for a failure to utilize the account during the Membership term.

9. TERMINATION AND REMEDIES

9.1 Without limiting other rights or remedies set forth in these Terms and Conditions or as otherwise available by law or in equity, we may immediately issue a warning, temporarily suspend, indefinitely suspend or terminate your access to this website and the Services, in whole or in part: (a) if you breach these Terms and Conditions; (b) if we are unable to verify or authenticate any information you provide to us, should we elect to engage in such verification; or (c) if we believe, in our sole discretion, that your actions may cause legal liability for you, other users, us or third parties.

9.2 * For the avoidance of doubt, we may cancel your Permit order or exercise any other remedy available and remove unauthorized User Content, if we believe that the User Content you provided has violated or is inconsistent with these Terms or violated the rights of Parkmobile, another User, or the law. You agree that monetary



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damages may not provide a sufficient remedy to Parkmobile for violations of these Terms and you consent to injunctive or other equitable relief for such violations. Parkmobile may release user information about you if required by law or subpoena, or if the information is necessary or appropriate to release to address an unlawful or harmful activity. Parkmobile is not required to provide any refund to you if you are terminated as a User because you have violated these Terms.

Parkmobile is not responsible for the products, services, actions or failure to act of any venue, performer, promotor or other third party in connection with or reference don the Site. Without limiting the foregoing, you may report the misconduct of user and/or third party advertisers, service and/or product providers referenced on or included in the Site to Parkmobile at reservations@parkmobileglobal.com. We may investigate the claim and take appropriate action, in its sole discretion.

10. WARRANTY DISCLAIMER; LIMITATION OF LIABILITY

10.1 YOU USE THIS SITE AND THE PRODUCTS AND SERVICES OFFERED ON THIE SITE AT YOUR OWN RISK. ALL INFORMATION AND CONTENT AND ALL PRODUCTS AND SERVICES OFFERED THROUGH THIS SITE, INCLUDING CONTENT PROVIDED BY THIRD PARTY ADVERTISERS AND SPONSORS AND PERMITS FOR THIRD PARTY VENUES AND FACILITIES, ON THIS SITE ARE PROVIDED "AS IS" WITHOUT ANY EXPRESS OR IMPLIED WARRANTY OR REPRESENTATION OF ANY KIND INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURCHASE, TITLE OR NON-INFRINGEMENT.

IN NO EVENT WILL PARKMOBILE, ITS SUBSIDIARIES, DIVISIONS, AFFILIATED COMPANIES, JOINT VENTURES, OFFICERS, DIRECTORS, EMPLOYEES, SHAREHOLDERS, AGENTS OR REPRESENTATIVES, BE LIABLE TO ANY PARTY FOR ANY DIRECT, INDIRECT, SPECIAL OR OTHER CONSEQUENTIAL DAMAGES ARISING OUT OF OR RELATED TO YOUR USE OF THIS SITE OR ANY OF THE PRODUCTS OR SERVICES OFFERED THROUGH THIS SITE, OR ANY OTHER HYPERLINKED SITE INCLUDING, WITHOUT LIMITATION, ANY LOST REVENUES, LOST PROFITS, LOSS OF PROSPECTIVE ECONOMIC ADVANTAGE, BUSINESS INTERRUPTION, LOSS OF PROGRAMS OR OTHER DATA ON YOUR HANDLING SYSTEM OR OTHERWISE ARISING OUT OF THE USE, MISUSE OF OR INABILITY TO USE THIS SITE OR THE INFORMATION, CONTENT DOCUMENTS OR SOFTWARE THEREOF, EVEN IF PARKMOBILE, ITS SUBSIDIARIES, DIVISIONS, AFFILIATED COMPANIES, JOINT PARTNERS, OFFERS, DIRECTORS, EMPLOYEES, SHAREHOLDERS, AGENTS OR REPRESENTATIVES ARE ADVISED OF THE POSSIBILITY OF SUCH DAMAGES OR FOR ANY CLAIM BY A THIRD PARTY. YOUR SOLE AND EXCLUSIVE REMEDY AGAINST PARKMOBILE IS TO DISCONTINUE USE OF THIS SITE AND ANY HYPERLINKED SITES AND TO DISCONTINUE THE USE OF PRODUCTS AND SERVICES OFFERED ON THIS SITE AND ANY HYPERLINKED SITES.

10.2 For the avoidance of doubt, the Sites may not be used by our visitors for any commercial purposes such as to conduct sales of Permits, event tickets, merchandise or services of any kind. You must obtain our prior written consent to make commercial offers of any kind, whether by advertising, solicitations, links, or any other form of communication. Without limiting the foregoing, you may not resell or link to other sites for the purposes of selling Permits of any kind. We will investigate and take appropriate legal action against anyone who violates this provision, including without limitation, removing the offending communication from the Site and barring such violators from use of the Site. We reserve the right to block access to or cancel a Permit order for any user known or reasonably believed to be associated with any permit broker or scalper, or utilizing automated means to process or place Permit orders, or whose Permit order exceeds the stated limit.

10.3 Parkmobile is not responsible for any loss or damage that you may suffer as a result of you not using the Services correctly or if you fail to comply with these Terms and Conditions or any other instructions given to you by Parkmobile.

11. INDEMNIFICATION

You agree to indemnify, defend and hold us, our subsidiaries and affiliates and each of our respective officers, directors, agents, employees, independent contractors and suppliers, harmless from any claim, demand, action, cost and expense, including reasonable attorneys' fees, due to or arising out of the following events: (i) your giving us any information which is inaccurate; (ii) your breach of any warranty, representation or other obligation set forth in these Terms and Conditions; (iii) your negligence or willful misconduct; (iv) your violation of any law, regulation or right of any third party; (v) any dispute or action between you and any third party, including parties selling or advertising goods or Services on this website; and (vi) your use of this website or the products or Services of Parkmobile or any third party.



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12. GOVERNING LAW; JURISDICTION AND VENUE

12.1 These Terms and Conditions shall be governed and interpreted in accordance with the laws of the State of Georgia without regard to its conflicts of laws principles. Contracts shall not apply to or govern these Terms and Conditions. You consent to the exclusive jurisdiction and venue of the state and federal courts in Atlanta, Georgia, U.S.A., and you irrevocably commit to the jurisdiction and venue of said courts and waive any right to object thereto. The parties further agree that these Terms and Conditions shall be deemed to have been entered into, executed and performed for all purposes within the State of Georgia.

12.2 We intend for this website to be used by adults only and individuals or companies that can form legally binding contracts under applicable law. This Site and Services should not be used by minors. If you do not qualify, you are not permitted to use this Site or order or use the Services, and you do not have our consent to do so.

12.3 Without limiting any other remedies, we may suspend or terminate your account if you are found (by conviction, settlement, insurance or escrow investigation, or otherwise) to have engaged in fraudulent activity in connection with this website or to have otherwise violated these Terms and Conditions.

12.4 The Site may contain links and pointers to other sites on the Internet that may be maintained by third parties. Such links are not controlled by Parkmobile and do not constitute an endorsement by Parkmobile or its affiliates. Parkmobile and its affiliates do not control, and are not responsible for, the availability, accuracy, or currency of such third-party sites or any information, content, products or Services accessible from such third-party sites. Once you leave the Parkmobile Site and go to another site, be aware that those sites may have terms and conditions that differ from the provisions provided herein. Parkmobile recommends that you review the privacy policy and terms and conditions of those sites prior to use. Parkmobile is not responsible for, and expressly disclaims any and all liability related to actions of such linked sites, their terms and conditions or the content of such sites.

13. MISCELLANEOUS

13.1 Privacy. Our current Privacy Policy is available on this website and is incorporated in these Terms and Conditions by reference. We may change our Privacy Policy from time to time, as stated therein. Please see our Privacy Policy by clicking here.

13.2 Miscellaneous. You warrant to Parkmobile that you will not attempt to gain unauthorized access to any services offered by Parkmobile or computer systems or networks connected to any Parkmobile server through hacking, password mining or any other means. You may not obtain or attempt to obtain any materials or information through any means not intentionally made available by Parkmobile. When using the Site you agree not to pretend to be someone else or spoof their identity.

By using this Site, you further agree that you will not use this Site or any materials available thereon for any unlawful activity, or use it in any way that would violate any of these Terms.

If any provision of these Terms and Conditions are found unlawful, void or for any reason unenforceable, then that provision will be considered severable from the remaining Terms and Conditions, and will not affect the validity and enforceability of the remaining provisions. These Terms and Conditions are the entire agreement between you and us relating to the subject matter hereof. These Terms and Conditions may be modified only by our posting of changes to these Terms and Conditions, or by a writing signed by both parties. Any inquiries concerning these Terms and Conditions should be directed to info@parkmobileglobal.com.

14. PARKMOBILE WALLET TERMS & CONDITIONS

14.1 By activating a Parkmobile Wallet account on the site you agree to be bound by all terms and conditions of this Section 12.

14.2 For purposes hereof "transaction" is defined as an action which requires payment, and "replenishment" is any time Parkmobile adds value to your wallet account.

14.3 Each time you use your Wallet to pay (a transaction) the applicable charges will be deducted from your account.



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14.4 Your Wallet funds are deposited in an Escrow account at Citibank linked to your Parkmobile account. The Parkmobile Wallet is FDIC insured.

14.5 You will not receive interest or other earnings on the funds in your Wallet account.

14.6 Parkmobile does not allow split payments (paying a transaction with both the Parkmobile Wallet and a credit card or PayPal). Only one means of payment is accepted per transaction.

14.7 Method of Payment: Account replenishment will occur when the transaction fees deducted from your prepaid balance reaches the threshold value set by Parkmobile.

14.7.1 Your credit card or PayPal account will automatically be charged according to the replenishment amount selected in your account settings on the site.

14.8 If your account balance falls below \$0.00 and Parkmobile is unable to replenish your account, the account will be disabled.

14.8.1 The account can be enabled when a valid credit card or PayPal account is provided to replenish the account. You shall remain fully liable to us for the amount of any outstanding transaction costs.

14.9 Users with an active Wallet account will use the Wallet payment method where applicable.

14.10 In the event that your Wallet account is closed for any reason, the unused balance will be returned (refunded) to your primary credit card associated to the account, or your PayPal account associated to the Parkmobile account, or check only if neither of the first two refund methods are possible.

14.10.1 Accounts with a negative balance will not be refunded.

14.10.2 A check refund may take up to twenty (20) business days to be processed and delivered to you.

14.11 You agree that you are responsible for supplying Parkmobile with a valid credit card, debit card or PayPal account to cover the costs associated with using the Wallet account.

14.12 You are responsible for all authorized transactions initiated using the Wallet account. If you permit another person or persons to use the same Parkmobile account (Individual or Corporate), we will treat this as if you have authorized such use and you will be liable for all transactions incurred by those persons using the wallet account.

14.13 If you become aware of a discrepancy in your account balance and would like to dispute the value of the account, Parkmobile must be notified in writing within sixty (60) days from the last transaction against the Wallet account (parking transaction or account replenishment).

14.13.1 Discrepancy details must be sent via email to the following email addresshelpdesk@parkmobileglobal.com.

14.13.2 Please include your name, mobile phone number, discrepancy details and any other pertinent details in any correspondence to us regarding a discrepancy.

*Applies to permits only



Parkmobile Privacy Policy is also available at:

<http://us.parkmobile.com/privacy-policy>

PARKMOBILE PRIVACY POLICY

PRIVACY POLICY

The Parkmobile Group (hereinafter referred to as "Parkmobile," "us," "we," or "our") is committed to respecting your privacy and to complying with applicable data protection and privacy laws. We have provided this Privacy Policy to help you understand how we collect, use, and protect your information. We wish to help you make informed decisions; therefore, please take a few moments to read the sections below and learn how we may use your personal information. You should read this notice in conjunction with the Terms and Conditions.

If you have arrived at this Privacy Policy by "clicking" on an authorized link from the Site, then this Privacy Policy applies to such Site.

This Privacy Policy does not apply to any website owned and/or operated by or on behalf of any third party even if we provide a link to such website on one of our Sites.

When we refer to "you" or "your", we mean the person accessing the Site. If the person accessing the Site acts on behalf of, or for the purposes of another person, including a business or other organization, "you" or "your" also means that other person, including a business organization.

Please review this Privacy Policy periodically as we may update it from time to time. Each time you visit the Site or provide us with information, by doing so you are accepting practices described in this Privacy Policy at that time. Note that this Privacy Policy contains several important exceptions, most notably the exception involving use of information to identify and/or pursue persons who are under criminal investigation or who damage, or may damage, our information or other resources. Please read the entire Privacy Policy to be sure that you understand these exceptions.

1. Personal Information

We endeavor to collect and use your personal information only with your knowledge and consent and typically when you use services, make customer inquiries, register for information or other services, or when you respond to communications from us (such as questionnaires or surveys). The type of personal information we may collect could include, for example, your name and mailing address, country, company name, date of birth, gender, telephone and fax numbers, license plate number, email address, financial information, when provided (e.g. passwords, credit and debit card numbers, bank and other financial institution account number and billing address) and lifestyle and other information collected at registration or through surveys. If you choose to provide us with personal information, it will be used in support of the intended purposes stated at the time at which it was collected and subject to any preferences indicated to you. We reserve the right to use your personal information to tailor our website to your particular needs. We also reserve the right to use your personal information to send you emails specific to the website and required for the normal functioning of the website, plus additional emails, subject to your right to opt-out and discontinue such emails. You acknowledge that by providing data to us, you consent to the processing of your data in accordance with this Privacy Policy.

This Privacy Policy does not apply to any other website or offline point of contact between us and you. This Privacy Policy does not cover information we collect by means other than the Site. If you have any questions about how we use information collected by means other than the Site, you should inquire at or before the time you give such information to us.

2. Access to your information

If you have submitted personal information through this website, or if someone else has submitted your personal information, and you would like to request changes or have your personal information deleted from our databases, please contact us via email or send a letter to us. We will use all reasonable efforts to change or remove your personal information from our files, unless we are entitled or required to retain such information pursuant to other agreements or by law. You may also contact us at any time to request or review the personally identifiable information that we have collected about you. We would be grateful if you could also provide brief details of



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what information you want a copy, which helps us to more readily locate your personal data. We will then use reasonable efforts to supply you with such information and correct any factual inaccuracies in such information.

3. Information Security

Information collected by this website is stored in secure operating environments that are not available to the public. Our employees are required by us to maintain and uphold your privacy and security and are aware of our privacy and security policies. Unfortunately, no data transmission over the Internet can be guaranteed 100% secure. As a result, while we strive to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk. Parkmobile cannot accept responsibility for any unauthorized access or loss of personal information that is beyond our control.

4. Other information that we may collect

We offer a number of services that do not require you to register for an account or provide any personal information to us. To provide our full range of services and to help us administer and improve our website, we may collect the following types of information:

Cookies

Cookies are pieces of information that a website transfers to your computer's hard disk for record-keeping purposes. Cookies in and of themselves do not personally identify users, although they do identify a user's computer. Most browsers are initially set up to accept cookies. If you prefer, you can set your browser to refuse cookies; however, you may not be able to take full advantage of a website if you do so. We reserve the right to use cookies to collect demographic and profile data for purposes of delivering content specific to your interests. You should also know that companies that advertise on our Site (and their agents) one or more of the organizations with which we do business, or to which we provide links from the Site, might use their own cookies. We have no control over such organizations' uses of cookies and users should review the privacy policies of such organizations to determine the uses such organizations make of cookies. This Privacy Policy does not cover how these companies use their cookies.

IP Addresses

IP addresses are used by your computer every time you are connected to the Internet. Your IP address is a number that is used by computers on the network to identify your computer. IP addresses are automatically collected by our web server as part of demographic and profile data known as 'traffic data' so that data (such as the web pages you request) can be sent to you. With your permission (upon being prompted), we will use your IP address in the process of identifying your location solely for the purposes of centering our [locations map](#) on your location. We will not use your IP address to attempt to identify your personal information.

Log Files

We or our hosting provider may collect traffic information from visitors for statistical analysis and Site improvement. When you access the Site, we or our hosting provider may collect information about your visit in a log file on a server. Log file information may include, but is not limited to, internet protocol (IP) address, browser types, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, pages visited, mouse movements and number of clicks. We or our hosting provider use this information to analyze trends, administer sites, track users' movements in the aggregate and gather demographic information for aggregate use in order to monitor data to ensure that it complies with our Terms of Service and to enhance or improve the user experience and our Site. Our hosting provider and we may review this information to understand overall trends and to determine what kinds of content are popular and useful to users.

Referrers

A referrer is the information passed along by a web browser that references the Web URL you linked from, and is automatically collected by our web server as 'traffic data.' We reserve the right to use this information to identify broad demographic trends that may be used to provide information tailored to your interests. You will not be personally identified from this information.

System Information



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System information that we collect as part of 'traffic data' includes time, the type of web browser being used, the operating system/platform and CPU speed. This information is sent automatically by your web browser when you are connected to a website. We reserve the right to use this information for purposes of identifying broad demographic trends and may be used to provide information appropriate for your computer system. You will not be personally identified from this information.

5. Sharing of information

We feel strongly that your personal data should only be seen by you, unless you choose to share it with others. We will never sell, rent, license or exchange personal information with a third party without your permission, except as otherwise provided. No personal information will be shared with advertisers or partners without your permission. Some of your information may be shared on an aggregate basis only, as a part of a larger set of statistics (for example, statistics that indicate the percentage of our users that are female), but that information will not be sufficient to permit the recipient to identify you.

Notwithstanding the foregoing, we will only disclose personal information without your permission in the following limited circumstances: (i) if we are required to do so by law, or (ii) if we have the good faith belief that such action is necessary to conform to applicable laws or comply with legal process served on us, or to protect and defend this site's rights or property or the rights or property of an account holder of this site. We may disclose personal information about you to our affiliates. For the purpose of this Privacy Policy, 'Affiliates' means any person or entity which directly or indirectly controls, is controlled by or is under common control with us, whether by ownership or otherwise. Any information relating to you that we provide to our Affiliates will be treated by those Affiliates in accordance with this Privacy Policy.

We may provide to third parties information about you that does not allow you to be identified or contacted, including where such information is combined with similar information of other users of our website. For instance, we may provide information to third parties regarding the number of users who visit our website, the demographic breakdown of the registered users of our website, or the activities that visitors to our website engage in while on our website. The third parties to which we may provide this information may include potential or actual advertisers, providers of advertising services (including website tracking services), commercial partners, sponsors, licensees, researchers and other similar parties. We may employ independent contractors, vendors and suppliers (collectively, 'Outside Contractors') to provide specific services and products related to our website and online products, such as hosting and maintaining our message boards and developing applications for our website and email services or processing payments and making deliveries. These Outside Contractors may sometimes have limited access to information collected on our website, including your personal information, in the course of providing products or services to us. Access to your personal information by these Outside Contractors is limited to the information reasonably necessary in order for the Outside Contractors to perform their limited function for us. We also require that these Outside Contractors (i) protect the privacy of your personal information in a manner consistent with this Privacy Policy, and (ii) not use or disclose your personal information for any purpose other than providing us with the products or services for which we contracted.

6. Other websites, links and advertisers

This website contains links to other websites. We reserve this right to have advertisers or other third parties on this website who may also have links on this website and may link to this website. The privacy practices of advertisers or websites linked to this website are not covered by this privacy statement, and we are not responsible for the privacy practices or the content of such websites. Additionally, if you make a purchase from a store or merchant listed on or linked to this website, any information that you give, such as your credit card number and contact information, is provided to those merchants. These merchants have separate privacy and data collection practices, and we have no responsibility or liability for these independent policies. You should be careful to review any privacy policies posted on any of those sites before registering with and using them.

7. E-mails

We may use your e-mail to notify you about the status of an order (if you have placed one) or inquiry, provide customer service information, or answer your questions and request. We may also occasionally send you our e-mail updates, notifications, or other promotional information about our products and services or about the products and services of our affiliated companies or trusted third party partners. We may share your e-mail address with our affiliated companies to enable them to send you emails directly regarding their products and services, sales and other promotions. We include information in each commercial email that allows you to stop receiving future communications.

8. Telephone Contact



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If you provide us with your phone number, you may receive telephone contact from us for customer service communications, such as to ask about your order, if you have placed one, or an inquiry. If you call our customer service toll-free number, we may ask you for personal identification information, depending on the nature of your request, to assist us in responding to your requests and questions. We may retain this information for business and marketing purposes and to help us with future orders and requests from you.

9. Contests, Promotions or Surveys *

If you participate in a contest, promotion or survey (whether online, over the phone or by mail), we may use your personal information to manage your entry in such promotion, to notify you if you are a winner, or to fulfill promotional obligations.

We select the information we send to you and may send you offers that may be of value to you, such as discounts, exclusive offers or special event information. The Site provides you with the option of declining to receive offers from us by "option-out" of receiving this type of communication.

To process transactions on the Site, we may share your personal information with our agents, representatives, contractors, service providers and other third parties so they can provide us with support services such as authorization of credit card transactions, order fulfillment, contests and promotional fulfillment, as well as to your credit card issuer for their purposes. By purchasing a parking permit, or completing a registration form so that you are able to access a purchase page for a parking permit, to a concert, game or other event on the Site, you consent (i.e. you opt-in) to us sharing your personal information with the venues, promoters, artists, teams, leagues and other third parties associated with that concert, game or other event ("Event Partners") and other third parties. We do not offer you a separate opportunity to opt-out, or not to consent, to our sharing of your personal information with them. Event Partners and other third parties may use our personal information in accordance with their own privacy policies, and may consequently use your personal information to contact you and may share your personal information with others. You will need to contact those Event Partners and other third parties who contact you to instruct them directly regarding your preferences for the use of your personal information by them.

By purchasing, or making reservations for, products or services, electing to receive communications (such as emails) or electing to participate in, or register for, contests, promotions, or other programs (such as discount or rewards programs), offered or sponsored by third parties on the Site, you consent to our providing your personal information to those parties. Those third parties may use your personal information in accordance with their own privacy policies, and may consequently use your personal information to contact you and may share your personal information with others. You will need to contact those third parties to instruct them directly regarding your preferences for the use of your personal information by them. We have no control over the personal information practices of Event Partners and other third parties. You agree that we are not responsible or liable for any of their actions or omissions. Additionally, you agree that we will have the right to use and disclose all such information submitted by you for such third party offers in the same manner in which we use and disclose all other information submitted by you for offers we sponsor.

10. How We Use Financial Information

We may use your financial information to process your order, check your qualifications, to bill you for products and services and to enable you to participate in discount, automated billing and similar programs in which you may elect to participate. By making a purchase or engaging in any other kind of activity that uses financial information, on the Site, you consent to our providing your financial information to our service providers and to such third parties as we determine is necessary to process your transactions, as well as to your credit card issuer for their purposes. These third parties may include the credit card companies and banking institutions used to process the transaction. Also, depending on the circumstances of our arrangements, we may share your financial information with applicable Event partners, primarily for facilitating dispute resolution and customer service at the event venue on or about the date of the event. By purchasing, or making reservations for products or services of third parties offered on the Site, or by participating in programs offered on the Site that are administered by third parties and that require you to submit financial information in order to use the, you also consent to our providing your financial information to those third parties. Any of these various third parties are authorized to use your financial information in accordance with our contractual arrangements with such third parties and in accordance with their own privacy policies, over which we have no control. When we provide financial information pertaining to a transaction, we may also provide payment information pertaining to that transaction, such as the amount of money paid or types of payment methods used.



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11. Authorized Third Parties *

There is a link on the Site that directs customers to a Bank of America website that provides an on-line service for managing monthly parking payments. If you follow the link and you enroll in such service, your name, credit card and bank account information and other information will be transferred to Bank of America so that they can fulfill your order and charge your credit card or execute an electronic funds transfer. If you choose to make an online payment, please review Bank of America's privacy policy prior to any transfer of your personal, credit card, bank account or other information.

We may also contract with some third parties to monitor certain pages of our website for the purpose of reporting website traffic, as well as to serve offer and advertisements that may be of interest to you. Where authorized by us, these third parties may use cookies and/or other monitoring technologies to compile information about our website visitors.

12. Transfer of Business Assets

We consider the information that you provide to us to be a business asset. Consequently, your information may be shared with a third party and may be among transferred assets if we, any or all of our subsidiaries or affiliates, or any of their assets is ever acquired by a third party.

13. Disclosure of Information for Legal and Other Purposes

We may also disclose personal, financial and other information that you have provided when we determine that such disclosure is necessary to comply with law, required in connection with a legal proceeding, to cooperate with law enforcement or to protect the interests or safety of our company or other visitors to the Site or users of services or products provided by us. We may also disclose personal, financial and other information that you have provided to our subsidiary and parent companies and business, and other affiliated legal entities and business with whom we are under common corporate control.

14. Clickstream Data

As you use the Internet, a trail of electronic information is left at each website you visit. This information, which is sometimes referred to as "clickstream data", can be collected and stored by a website's server. Clickstream data can tell us the type of computer and browsing software you use and the address of the website from which you linked to our Site. We may use clickstream data as a form of non-personally identifiable information to anonymously determine how much time visitors spend on each page of the Site, how visitors navigate throughout the Site and how we may tailor our web pages to better meet the needs of visitors.

15. Our Security Precautions; Geographic Location of Information

No website is 100% secure. You can usually tell whether encryption is being used by noting the "locked" or other status indicator on the browser you are using. If the browser you are using does not indicate that the session is secure (e.g. by displaying a lock, a key or similar icon), you should assume that the connection is not secure and that third parties will receive information shared by you and us during that part of the session.

Your information may be transferred to and maintained on computer networks which may be located outside of the state, province, country or other governmental jurisdiction in which you reside and the country or jurisdiction in which these computer networks are located may not have privacy laws as protective as the laws in your country or jurisdiction.

16. International Users

If you are visiting the Site from outside the U.S., your connection may be through and to servers located in the U.S., your registration, entries and orders placed through the Site may be fully processed in and from the U.S. and all information you provide may be processed and maintained in our web servers and internal systems located in the U.S. By using the Site, you authorize the export of personal information to the U.S. and its storage and use as specified above when you provide such information to us. This Privacy Policy and our legal obligations are subject to the laws of the State of Georgia and the U.S. regardless of the location of any user. Any claims or complaints must be filed in the U.S. and the State of Georgia, City of Atlanta.



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17. Misappropriation of Personal Information

For the purposes of any applicable law regarding notification of persons whose personal information was or is reasonably believed to have been, acquired by an unauthorized person, any required notification may, where permitted by law, be made by the use of e-mail, telephone, fax, mail (including a notice printed in an available rea of a bill or statement) or posting a notice on the Site. The specific means used is up to us and we will use our judgment based on the circumstances. Where any notice is to be sent to a specific address or number (such as e-mail address, physical address, telephone number, etc.), we will use the latest available address in our records. YOU AGREE TO THIS MEANS OF NOTIFICATION

18. Site and Service Update

We may also send to you updates and service announcements about our Site. You may not un-subscribe or opt not to receive such announcements because such announcements contain important information about the services offered through the relevant Site(s).

19. Response Times

We will use commercially reasonable efforts to make any changes you request. Many such changes may be accomplished using batch processing (i.e. collection a number of similar change requests and making all such changes at once), so the changes may not be immediately effective. If you require an immediate change to your personally identifiable information and are unable to make such a change using the available Site resources, please contact us.

20. Correcting or Updating Personal Information

If your personal information changes or you have reason to believe that your personal information as we maintain it is incorrect and you are unable to change your personal information by logging into your account, you may contact us through the "Contact us" form click ere, and we shall attempt to accommodate all reasonable requests for such changes. Note that some information may only be changed by contacting the administrator of the Site.

21. Choice/Opt-out

We recommend that users who no longer wish to receive promotional materials or have their information provided to third parties log into their accounts and modify their account settings, as users may have chosen to receive promotional materials in the account registration process. If you are still receiving promotional materials 30 days after modifying your account settings, you may contact us directly using the information below to opt out of receiving such communications or having information shared. Our compliance with such requests may involve batch processing and other processes that take 30 days or longer. If you opt not to receive such communications or allow us to share your information and then give your personal information to us again using the Site or under other circumstances that permit us to use your information, we will regard your opt-out as rescinded. Also, please note that users may not necessarily opt out of receiving all communications form us or opt out of sharing certain information with third parties, as specified as being necessary in various portions of this Privacy Policy.

You may additionally opt-out of receiving email communications by using the opt-out instructions included in an email you may receive from us. Please note that changing or deleting your information through the Site, or otherwise opting-out of receipt of email communications form us and third parties (other than Event Partners*) will only change or delete the date in our database for purposes of transacting future business on the Site and for managing future communications from us and third parties. These changes and deletions will not change or delete:

* Information already collected as part of a particular permit purchase in our transaction database which may be shared with our Event Partners regardless of our email preferences; or

* Information that we may have already forwarded to Event Partners, credit card companies or any other third parties, all as provided above in this Privacy Policy

22. No liability for acts of third parties

Although we will use reasonable efforts to safeguard the confidentiality of your personal information, transmissions made by means of the Internet cannot be made absolutely secure. We will have no liability for disclosure of information due to errors in transmission or unauthorized acts of third parties. In addition, we will release



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specific information about you to comply with any valid legal process such as a search warrant, subpoena, statute or court order. We will also release specific information in special cases, such as if there is an attempted breach of security.

23. Minors

This website is directed toward and designed for use by persons aged 18 or the age of majority in the jurisdiction in which you reside. We will not approve applications of, or establish or maintain accounts for, any child that we know to be under the age of 18. We do not solicit or knowingly collect personal information from children under the age of 18. If we nevertheless discover that we have received personal information from an individual who indicates that he or she is, or that we otherwise have reason to believe is, under the age of 18, we will promptly delete such information from our systems. Additionally, a child's parent or legal guardian may request that the child's personal information be corrected or promptly deleted from our files by contacting us.

24. Privacy support

We reserve the right to amend or modify this Privacy Policy at any time upon prior notice to you by email, and by thereafter posting amended terms on this website. Your continued use after such notice indicates your acceptance of the amended Privacy Policy. You should check this Privacy Policy periodically for modifications by referencing the Effective Date posted above.

25. Contact us

If you have any inquiry about Parkmobile's data protection and privacy policy or practices, please write or [email us](#). Thanks for taking the time to read this.

*Applies to permits only

SEASONED BUSINESS EXECUTIVE & PROVEN PERFORMER with consistent successes in growth-oriented companies with revenues ranging from \$10 million to over \$1 billion annually. Holds detailed experience in accounting & operating system implementations thereby improving closing ratio for sales opportunities. Retains exceptional proficiency in Microsoft Office products with an established report & proposal writing track record. Maintains exemplary verbal and written communication capacity in conjunction with proven people skills. Excels in devising strategies that increase revenues, minimize expenses, and improve overall performance for client accounts. Adept in training and motivating others to achieve results. Leads by example.

- | | | |
|--|--------------------------------------|--|
| • Business Development | • Asset Management | • Asset Purchase & Dispositions |
| • High Profile Account Management | • Channel Partner Management | • M&A/Due Diligence |
| • System Implementations | • Strategic Business Analysis | • Senior/Junior Debt Procurement & Refinancings |
| • Presentation Skills | | |

CAREER ACHIEVEMENTS

PARKMOBILE USA, INC. (PRIVATE COMPANY)**ATLANTA, GA**

EVP Sales & Account Management • 9/09 – Current

- ▶ Retained by US licensee of related company, Parkmobile Group to assist in start-up of North American market for distribution of parking technology solutions. Currently responsible for overseeing sales & business development in the US; implementation of products sold; and management of channel partner program. Executive lead in the development of the company's Account Management Division, handling all business accounts currently serviced by Parkmobile solutions.
 - Increased gross revenues over 100% in past 18 months, accounting for over 75 new clients in same timeframe.
 - Achieved 99% client retention since joining company.
 - Introduced Parkmobile solutions to critical geographical markets and parking verticals over tenure with company.

STRATEGIC ADVISORS, LLC (PRIVATE COMPANY)**ATLANTA, GA**

Managing Member • 9/08 – Current

- ▶ Formed new company to focus primarily upon financial and asset management services. Currently serve four clients within the real estate development, parking, & manufacturing industries.
 - Orchestrated separate competitive RFP processes on three parking assets for two clients, increasing expected parking revenues by over 30% (\$300k) annually for five years on the assets.
 - Performed financial database conversion for client, saving company \$15,000 in annual costs.
 - Streamlined accounting close through software integration & developing new routine reporting templates for client, and eliminated a full time position that exceeded \$100,000 in annual overhead costs from the organization.

AMERIPARK, INC. (PRIVATE COMPANY)**ATLANTA, GA**

VP-Finance/Chief Financial Officer \$75MM in Revs, staff: 14 • 9/03 – 8/08

- ▶ Challenged to grow a local \$10MM valet company into a national full-service parking management organization. Successfully converted from Peachtree software, implementing a robust accounting software platform, Microsoft Dynamics Nav, to report and track revenues and operational costs at 200+ individual business unit locations spanning 25 states. Customized and installed a web-based time & attendance system as well as revenue management systems for operations. Analyzed historical activity, structured contract terms & conditions, and designed financial proformas for over 50 new business opportunities

awarded the Company. Built Company's budget templates used to create annual forecasts for all managed accounts and corporate departments.

BRENT C. PAXTON

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- Expanded revenues 750% to \$75MM in five years.
- Grew revenue volume by 38% to \$80MM in 3½ years.
- Increased line of credit capacity 400% from \$500K to \$2MM annually.
- Purchased, financed, and integrated a \$30MM hotel valet service company into the organization.
- Provided exit to shareholders to divest/cash out of a significant portion of business for handsome gains.

CLEMENS CONSTRUCTION COMPANY, INC. (PRIVATE COMPANY)**PHILADELPHIA, PA**

Chief Financial Officer \$80MM in Revs, staff: 12 • 4/00 – 9/03

- ▶ Recruited by Company Owner to build the infrastructure of a \$50MM progressive construction management firm and prepare for corporate expansion. Implemented monthly management meetings leading to a 25% reduction in delinquent accounts receivable as well as increased cost control, thereby strengthening profit margins. Created an innovative tracking program for project management cost & profitability analysis. Managed risk/loss control as well as contract review for all operations. Coordinated the corporate growth strategy by overseeing the opening and administrative operations of two regional offices in New Jersey.
- Expanded line of credit capacity 300% from \$500k to \$1.5MM and bonding capacity 200% from \$35MM to \$70MM in the aggregate.
- Secured a 20% (\$150K) reduction in the organization's insurance program for the 2003 renewal.

FOGELMAN PROPERTIES, INC. (PRIVATE COMPANY)**MEMPHIS, TN**

VP-Controller of Accounting Services \$70MM in Revs, staff: 7 • 4/98 – 4/00

- ▶ Recruited by former colleague to improve the technology and reporting systems of a second-generation real estate owner and management firm. Responsible for the seamless migration from an AS400 system to a Timberline accounting software platform. Established standardized financial reporting packages for new business development and fee-managed clients. Supported 35 Regional & Property Managers within the organization.
- Designed & developed an assumption-based budget model used throughout the organization.
- Received the Michael H. Hirsh Memorial Award in 1999 for Corporate Employee of the Year.

INSIGNIA FINANCIAL GROUP, A FULL SERVICE REAL ESTATE COMPANY (PUBLIC COMPANY)

Regional Operations Manager staff: 35 • 8/96 – 4/98**GREENSBORO, NC**

-
- ▶ Recruited internally from Asset Management Department to manage and assume full responsibility for a portfolio of seven multifamily communities located in upper NC and lower VA. Served as corporate liaison between Insignia and local & federal government agencies, owners, vendors, and contractors. Secured government loans to perform capital renovations at four separate communities.
 - Preserved \$400K in annual management fees for Insignia that were at risk.
 - Increased asset value by \$11MM within portfolio by procuring loans for over \$1MM in capital expenditures.
-

Asset Manager & Financial Analyst • 3/94 – 8/96

GREENVILLE, SC

-
- ▶ Recruited internally from Accounting Department to restructure and stabilize a portfolio of thirty (30) distressed real estate partnerships (representing over 3,800 apartment units along the East Coast corridor). Implemented value enhancement capital improvement programs at multiple locations. Negotiated workout plans, refinancings, and creative debt strategies with mortgage lenders for six (6) assets. Created
-

individual budget forecasts annually for all locations and monitored operations versus plans. Assumed full financial ownership and business planning for portfolio.

- Promoted from Financial Analyst to Asset Manager after one year of service in department.

BRENT C. PAXTON

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(Continued)

- Refinanced approximately \$75MM in mortgage value within the portfolio.
- Managed a portfolio with asset value in excess of \$300MM.

Portfolio Accountant staff: 2 • 12/91 – 3/94

GREENVILLE, SC

- ▶ Accepted upon college graduation the daily accounting functions of a portfolio of one hundred (100) diverse residential multifamily assets. Traveled monthly to regional offices all over the country to meet with Property Management on location P&L's. Supported fifteen (15) District Managers within the organization.
- Promoted to senior status while in the department.
- Completed 2nd College Degree (in Accounting) while continuing employment.

EDUCATION

B.A., Double Major in History & Business • Bob Jones University, Greenville, SC • 1991 • GPA-3.97

B.A., Accounting • Furman University Night Program, Greenville, SC • 1994

Tina Dyer

Marketing Manager at Parkmobile, LLC

Experience

Marketing Manager at Parkmobile USA, Inc.

April 2011 - Present (4 years)

- Manage and coordinate all marketing, advertising and promotions activities •Assist with a wide range of projects, including organic search engine optimization, paid search marketing campaigns, blog implementation, link-building, etc. •Create a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility, awareness, memberships and branding
- Implement and manage social media programs •Manage client implementations: ordering and updating graphics for signage, ordering marketing collateral, event planning, write and distribute press releases
- Develop marketing plans for new and existing implementations to increase adoption rates •Plan and coordinate parking tradeshow and conferences •Develop and deploy: website updates, customer emails, surveys and monthly marketing newsletter •Develop insightful, thorough recommendations to improve social media content and optimization elements using key words •Knowledge of Search Engine Optimization (SEO), internet advertising campaigns and online marketing strategies •Assist in the development and management of PPC accounts, evaluating costs and determine methods to increase ROI •Determine and manage marketing budget for tradeshow and implementations

Director of Marketing and Leasing at The Muntzing Sattelle Company

November 2005 - May 2011 (5 years 7 months)

- Provide sales and marketing solutions including: presentations, marketing materials, advertising, signage and billboards, sales support, on-site project management • Consult with clients to plan and develop brand identity and expansion • Plan and execute public relations strategy • Developed sustainability program, branding strategies and complete marketing programs including manuals, company website, and external communications • Relationship management, networking, and public relations within the commercial real estate industry to introduce the company to potential clients • Handle all leasing of 5speciality retail centers and out-parcels in and around metro Atlanta • Provide consultation on site plans, construction issues, and architectural design • Perform financial analysis and make recommendations for each property location
- Conduct market reviews and set market development strategies • negotiate letter of intents and lease terms • Prepare all letter of intents and lease documents • Show all vacant properties to possible tenants • Prepare weekly status reports of leasing activity • Provide representation at ICSC and CREW conferences and throughout the industry

Senior Leasing Representative at North American Properties

October 2004 - November 2005 (1 year 2 months)

- Identified possible retail tenants
- Developed marketing packages
- Distributed marketing packages via email, fax and mail outs
- Updated leasing reports for each project
- Prepared proposals such as LOI's and Leases
- Attended International of Council of Shopping Center Conferences
- Handled all leasing inquiries about the retail shopping centers
- Conducted site tours to prospective tenants
- Generated weekly status reports and leasing activity reports

Marketing and Leasing Representative at GBT Realty Corporation

May 2000 - September 2004 (4 years 5 months)

Supported marketing initiatives and directed all marketing, public relations, advertising, promotions and special events for the company portfolio. Coordinated advertising functions with ad agency, and designed invitations, posters, flyers, and brochures. Developed a marketing plan, forecast and operating budget, prepared monthly and YTD reports and met financial goals. Assisted in leasing 3 million square foot regional and power centers through- out the Southeast region. Negotiated letters of intent, leases, renewals, land sales, and parcels. Managed and distributed client leads and production of marketing materials. Provide recommendations on tool development priorities and costs based on input from business analyst. Provide point of view to upper management team regarding best marketing developments options to fit client's needs and increase client revenue. Managed implementation of company website www.gbtrealty.com Attended International Council of Shopping Centers Conferences and other industry related conferences.

Languages

Gujarati

Skills & Expertise

Social Media Marketing

Commercial Real Estate

Tenant

Real Estate

Marketing

Marketing Strategy

Online Advertising

Advertising

Management

Negotiation

Marketing Communications

Social Media

SEO

Public Relations

Event Management

Press Releases

Event Planning

Sales Operations

Trade Shows

SEM

Leases

Newsletters

Retail

Market Planning

Online Marketing

Strategic Partnerships

B2B

Education

University of Tennessee-Knoxville

Bachelor of Science in Business Administration Marketing, Business, Management, Marketing, and Related Support Services, 1995 - 1999

Georgia Real Estate License- Georgia Institute of Real Estate

Interests

Client acquisition and management, Marketing/Advertising including plan development, public relations, event and media planning and placement, managing and working with diverse groups, reading novels, gourmet cooking, swimming, traveling

Tina Dyer

Marketing Manager at Parkmobile, LLC



[Contact Tina on LinkedIn](#)

Garett R. Snook

3775 Eton Place
Saginaw, MI 48603
(989) 245-6718
garett.snook@parkmobileglobal.com

PERSONAL PROFILE:

- Experience in variety of fast-paced environments requiring high level of professionalism, customer service, efficiency and high attention to detail
- Extremely hard worker, going the extra mile to accomplish each and every job
- Problem solver with an analytical mindset focused on getting any task done
- Demonstrated success with managing and leading individuals and team members to achieve or exceed goals

WORK EXPERIENCE:

Parkmobile USA – Atlanta, GA

Director of Implementations

4/2012 - Present

- Manage implementations team to successfully deploy product
- Supervised, trained, managed, and delegated responsibilities among team members
- Point of contact for 70+ accounts
- Responsible for running daily meeting with 4 different company departments
- Managed projects and team members from remote locations showing a high level of cost savings

Implementations Manager

5/2010 – 4/2012

- Project Manager for implementations with transit authorities, municipalities, and private operators across United States
- 100% successful implementation rate
- Managed projects from remote locations showing a high level of cost savings
- Account Manager after implementation maintaining outstanding relationships with clients
- Trained clients on multiple software products, reporting, and financial tools
- Showed great initiative with sales even though not part of job description with successfully implementing those cities sold to

Heritage High School – Saginaw, MI

Head Coach Boys Swimming

11/2009-Present

Assistant Coach Boys Swimming

11/2005-03/2009

- Built program into team with state qualifiers every season
- Enthusiastic, motivational, and inspiring coach dedicated to make an impact on every individuals life
- Supervise and mentor team of 20-30 swimmers; organize and run daily practices, analyze swimmer strokes, evaluate performance and determine lineup for meets
- Utilize in-depth knowledge of competitive swimming skills to manage, motivate and mentor each swimmer to accomplish the best of their abilities
- Manage all swim fund finances with general ledger including fundraising revenue and expenses for apparel and banquets
- Responsible for safety and well-being of all team members during practices, meets and travel

Dial Tent and Awning – Saginaw, MI

Inventory Manager/Foreman

May 2006 – September 2009

- Hired in as laborer and within one year promoted to Crew Leader in charge of 1-5 laborers depending on the job and primary contact for securing accounts receivable payments
- Effectively balance two jobs (60+ hours per week in summer and part-time during academic year) while managing full-time college courses and maintaining strong GPA
- Demonstrate professionalism along with strong communication and problem solving skills to interact with clients and resolve any issues to ensure 100% satisfaction
- Perfect attendance

EDUCATION:

Northwood University – Midland, MI

Bachelor of Business Administration – Accounting

May 2010

Cumulative G.P.A.: 3.85/4.0

Delta College – University Center, MI

Associate of Arts – Accounting

December 2009

Accounting Certificate of Achievement

Liberal Arts – MACRAO Advanced Certificate

Cumulative G.P.A.: 3.6/4.0

DAMON M. HARVEY

Damon.Harvey@parkmobileglobal.com

EDUCATION

University of Michigan, Ann Arbor, MI

Juris Doctor, U of M Law School, May 2000

Masters of Public Policy, U of M Ford School of Public Policy, May 1999

The joint degree JD/MPP program is designed to prepare individuals for responsible executive management positions in public and private sector organizations. The program is highly selective, admitting only three or four students a year.

Morehouse College, Atlanta, GA

Bachelor of Arts in Political Science, May 1995

The political science curriculum's primary objective is to prepare students for law and graduate school degree work. A secondary objective of Morehouse's political science program is student preparation for employment in public and private sector organizations.

University of California, Berkeley, CA

Woodrow Wilson Fellow of Public Policy, Summer 1994

An intensive summer program emphasizing quantitative methods and policy analysis including educational, urban, environmental, transportation, and health care issues. The Woodrow Wilson Fellowship Program paid full tuition and fees for the duration of my graduate policy degree work.

EXPERIENCE

Parkmobile USA, Inc., Atlanta, GA

Senior Vice President for Public Sector Solutions, August 2013 – Present

Serves as the policy expert on public sector affairs. Leads Parkmobile efforts with municipal stakeholders, including coordinating and drafting Requests for Proposals (RFPs), Requests for Bids (RFBs) as well as Invitations for Bids (IFBs). Leads Parkmobile's municipal outreach efforts, including formal presentations before municipal organizations and coordination with elected officials.

District Department of Transportation (DDOT), Washington, DC

Deputy City Wide Program Manager, October 2011-August 2013

Manages a staff of eight responsible for daily operations of the \$38 million (FY '12) parking meter program. Serves as the department's leading parking policy expert responsible for developing and implementing innovative solutions to parking congestion problems. Responsible for developing the DDOT plan to spend \$25 million in local funds to expand metered parking program over five fiscal years.

District Department of Transportation (DDOT), Washington, DC

Research and Technical Development Program Manager, January 2008-September 2011

Developed and managed successful projects including, the Ward 1 Columbia Heights and Ward 6 Ballpark District Performance Parking Pilot Zones, the District of Columbia Residential Parking Permit Program as well as expanding the District of Columbia Visitor Parking Pass Program.

Recipient of the 2008 *Annual Livable, Walkable Community Award* presented by Ward 6 District of Columbia City Council Member. Award honors residents, District employees and civic organizations for their contributions to community life in Washington DC's Ward 6.

DAMON M. HARVEY

Damon.Harvey@parkmobileglobal.com

Received award for exemplary management of the District of Columbia Ward 6 Performance Based Parking Pilot Zone.

Impark USA, LLC, Park USA and Imperial Parking (Impark) USA, Washington, DC

Vice President (Park USA, Inc), August 2005-December 2007

General Manager (Impark USA, LLC), August 2005-December 2007

Served as Vice President of Park USA, a certified Local Small Business Enterprise (LSBE) in the District of Columbia. Managed approximately 1,100 surface/garage parking spaces serving more than 20,000 customers per month. Parking management services were provided to facility owners, including the DC Government Office of Property Management (OPM), District Department of Transportation and Industrial Bank.

Served as General Manager of Impark USA, LLC, a certified joint venture between Park USA and Imperial Parking (Impark). Managed 10,000 parking spaces at Robert F. Kennedy (RFK) Stadium and the DC National Guard Armory complex on behalf of the joint venture, the District of Columbia Sports and Entertainment Commission, the Washington Nationals (Major League Baseball), and DC United (Major League Soccer).

District Department of Transportation (DDOT), Washington, DC

Regional Liaison, January 2004-July 2005

Served as liaison to the Metropolitan Washington Council of Governments (COG) Transportation Planning Board (TPB) and related subcommittees. Served as Chairman of COG Aviation Technical Subcommittee. Directed development of the DDOT Regional Constrained Long Range Plan (CLRP), the Transportation Improvement Program (TIP), and Unified Planning Work Plan (UPWP). Developed DDOT policy positions regarding regional and national transportation issues. Selected by DDOT Director to serve as point person for DDOT/Major League Baseball (MLB) South Capitol Street Stadium transportation infrastructure planning activities (this stadium project is now Washington Nationals Park).

Ward 4 Transportation Planner, April 2002- December 2004

Managed transportation infrastructure planning projects in Ward 4 of the District of Columbia. Projects included: Takoma Transportation Study; Ward 4 Traffic Calming Studies, and Ward 4 Parking Studies. Also managed special projects for DDOT Director including, the MLB Transportation Infrastructure Needs Assessment, the Klinge Road Implementation Strategy, and the Military Road/Missouri Avenue Transportation Study.

United States House of Representatives, Del. Eleanor Holmes Norton, Washington, DC

Legislative Staffer, July 2001-April 2002

Served as the Transportation and Infrastructure Committee staffer. Assisted the District of Columbia Water and Sewer Authority (WASA) secure \$1.8 million in federal financing for a Combined Sewer Overflow System (CSO) through the VA-HUD Appropriation of FY 2002.

Request for Proposals PS20160599 Provision of Mobile Parking Payment Solution
Technical Requirements

Annex 3 - Detailed

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INSTRUCTIONS TO PROPONENTS	
Evaluation of the proposed Solution’s functional capabilities shall be based on the requirements stated in this Annex 3; therefore, the Proponent’s responses in the Comments column should present detailed information regarding the proposed Solution’s capabilities.	
Proponents must include all specifications tables of this Annex 3 in their response. Proponents should first respond directly to each specification entry by placing an “X” in the applicable column in each row. Proponent’s may mark “X” in more than one column for a particular specification; however, the Proponent should provide an explanation, in the Comments column, of why more than one column has been marked. Explanations of responses are provided in the Answer Key below.	
NOTE: The City expects that for requirements where the Proponent has not marked a "Yes" to signify that the Proponent’s Solution fully satisfies the requirement, the Proponent shall use the Comments column to describe why their Solution does not fully satisfy the requirement, or, the Proponent should use the Comments column to provide a detailed description of a proposed alternative.	
The Proponent shall use the Comments column to enter a detailed response to <u>each</u> specification, whether the response is a 'Yes', 'No', 'Third Party', or 'Customized'. In the absence of a detailed response in the Comments column, the City may not be able to determine the Proponent's ability to meet the specification and/or deliverable. The City seeks a Solution that meets all specifications with minimal configuration required.	
For all requirement type specifications, if there is an associated cost for the custom development and costs for its on-going maintenance support, any and all costs must be detailed in the pricing table provided in the RFP Part C - <u>Commercial Proposal (Annex 3)</u> .	
If the Proponent does not itemize the pricing for custom development, the City may not be able to determine if the requested functionality/capability can be satisfied by the proposed Solution.	
The Proponent shall use the numbering format provided in this Annex 3, and Proponents should add explanatory details as necessary. The following answer key should be used when responding to each of the requirements.	
ANSWER KEY	
Proponent's Response	Explanation of Response
Yes =	Yes, this feature is currently provided, or the software can be configured to provide the required functionality for the Solution <u>in time for go-live</u> .
No =	No, this feature is currently not provided, or the software can't be configured to provide the required functionality for the Solution.
Third Party =	A Third Party Software will be integrated into the Solution, to enable the Solution to provide the required feature and functionality.
Customized=	Yes, the Solution can be configured to provide the functionality within the timeframe of the contract, <u>but not in time for go-live</u> . Note: if the response is 'Customized', please describe the degree of, or level of effort needed to provide the customization, and <u>when</u> the functionality will be available (e.g. " <i>can be provided to the City within six months of go-live</i> ").
Comment =	Proponents shall use the Comments column to provide the City with a detailed explanation for <u>each</u> requirement, whether the response is 'Yes', 'No', 'Third Party', or 'Customized'. In particular, if the response to a requirement is “No” or "Customized", the Proponent should provide a detailed explanation.

This Annex 3 - Detailed Technical Requirements, includes the following Sections:

Section #	Title	
1.0	IT Architecture	
2.0	IT Standards	
3.0	Support	
4.0	Integration	
5.0	Data management	
6.0	Cloud	

Annex 3 - Section 1.0 - Mobile Parking Payment (App & IVR) - IT Architecture Goals & Needs

NOTE: The Architectural Goals & Needs outlined below detail the anticipated functional expectations of the proposed Solution in terms of current and future vision.

ID	Category	Associated Functionality within Proposed Solution	Mandatory/ Critical / Desirable / Optional	Yes	No	Third Party	Customized	Comment
1.1	Scalable	The application is scalable and extensible to meet anticipated workload. The architecture should consider all scale metrics both current and future anticipated. Typical scalable and extensible solutions include: - Distributed deployment; - Powerful servers; - Fast networking components; and - Performance sensitive software design.	Critical	Yes				Parkmobile exceeds these solicitation requirements. Our mobile payment platform is fully scalable to the needs of our municipal partner, including our partnership with QTS that guarantees a 99% uptime and we just completed server upgrades at our North American headquarters in Atlanta, Georgia. The fundamental difference between Parkmobile and every other mobile payment vendor that will submit a proposal to the City of Vancouver is our complete suite of service offerings. Through our platform Parkmobile provides the City with (i) the most payment methods; (ii) the most native apps; (iii) the most customized apps; (iv) the only connected vehicle program in the market; and (v) the most industry integrations vendors.
1.2	Open Architecture	The architecture should be open such that The City may access, augment, enhance, repurpose or extend the implemented systems for uses and applications as the City's needs evolve in the future.	Critical	Yes				Parkmobile exceeds this solicitation requirement. We have earned over 180 municipal partnerships in North America and we have experience enhancing our platform for the specific needs of cities. Examples include customized landing pages created on behalf of partners such as St. Louis, Milwaukee, Minneapolis as well as the Parking Authority of Baltimore City (PABC).
1.3	Flexible	The architecture is not singularly focused on specific functionality, but should allow for growth, changing requirements, and simplicity of configuration.	Critical	Yes				Parkmobile exceeds these requirements. Our mobile payment platform has the ability to deploy multiple pay rates, including dynamic and surge pricing (e.g., in Washington, DC around Nationals Ballpark and Los Angeles around the Staples Center). All of these features are customizable and can be changed based on the City's needs or stakeholder feedback. One of the hallmarks of our success are our integrations with industry leaders. We are the only company with: (i) OEM/connected vehicle integrations (Vovlo, Ford, Audi, and BMW); (ii) on street parking availability functionality (INRIX integration); off street prepayments (Click and Park) serving NCAA events, PGA Tour events, NBA as well as NFL games including the upcoming Super Bowl. Furthermore, as part of this submission we offer to integrate our Reporting Functionality with Smarking to provide the City of Vancouver with the best reporting tools in the industry.
1.4	Expandable	The Solution architecture supports expansion over time, both in terms of processing volume, as well as enhancements and new functionality.	Critical	Yes				Parkmobile exceeds this requirement. We provide our services to cities ranging in size from Myrtle Beach, SC where our platform is used on less than 1,000 metered spaces to Washington, DC where we operate on over 20,000 spaces. In each deployment we recognize the unique differences and strive to provide each partner with customized services directly related to their needs and operational protocols.
1.5	Integratable	The architecture accommodates integration of new auxiliary devices, complementary systems, and management systems without causing unmanageable disruption.	Critical	Yes				Parkmobile exceeds this requirrement. We have earned the most integrations in the industry, from payment processors such as Moneris, to all meter vendors in North America. We also provide more payment options than any other vendor and we have the only Connected Vehicle OEM integrations as well as operations with INRIX, Parkopedia, ParkME and our Click and Park off street reservation brand.
1.6	Maintainable	Initial development is only a part of the system lifecycle; maintenance generally requires greater effort. To aid in this regard, the architecture needs to accommodate a simplified maintenance regime by having a clear and concise layout of components, responsibilities, and extension points.	Critical	Yes				Parkmobile exceeds this requirement. Our development team based in Atlanta works on a regular basis with our partners on architectural updgrades and customized functionality for their operations. The Parkmobile team will work directly with City of Vancouver stakeholders throughout the system lifecycle and we perform regular maintenance on our platform.
1.7	High Performance Metrics	Performance is a constant concern for the architecture and reduncancy should be built into the soution. Performance failures will cause Users to revert to paper-based procedures and systems.	Critical	Yes				Parkmobile exceeds this requirement. Our integration with QTS guarantees 99% uptime and we have built our own in house support system at our Atlanta headquarters. We are also the only vendor responding to this submission that carries a \$15 million Cyber Security Insurance Policy and put all of our municipal partners on before we begin operations.
1.8	Clear, Consistent, and Coherent Interfaces	The foundation of a solid implementation is rooted in the elegance of the interfaces. The overall architecture and design should lend itself to well placed, logical, intuitive interfaces.	Critical	Yes				Parkmobile exceeds this requirement. Our mobile payment is easy to use by both our municipal partners and their stakeholders. We regularly update our platform and provide our partners with Account Managers who can make updates to the platform on their behalf usually within 24 hours. We also have the ability to provide Self Administration functionality to our partners.
1.9	Loose Coupling	Loose coupling allows one or more clients of the functions of the Solution to access a specific implementation of a software function without having to know the address or specifics of the implementation. Clients may include users or other software components in the Solution. Loose coupling is usually accomplished by implementing functions as software services (often a web service) and by registering the address of the current implementation of the service in a service registry. Loose coupling supports flexibility, expandability, maintainability and reuse.	Critical	Yes				Parkmobile meets this requirement. We are prepared to support these efforts through our deployment protocols for the City of Vancouver and maintain this process for the life cycle of our operations.
1.10	Component based	The Solution should be designed as an interacting set of relatively granular software components. A component-based design facilitates software reuse and maintainability.	Critical	Yes				Parkmobile exceeds this requirement. Our cloud based platform facilitates software flexibility and we can accommodate individual operational needs of individual municipal partners.
1.11	Convenience	Minimizing time, effort, and/or costs in the achievement of some tasks or goals.	Critical	Yes				Parkmobile accepts this solicitation requirement.
1.12	Consistency & Ease of Use	Ease of use and consistency of application are key to ensuring productive system use by the Users.	Desirable	Yes				Parkmobile exceeds this requirement. Our developers ensure ease of use for all of our functionality and we regularly gain feedback on our platform from in house as well as outside user groups.

1.13	Trust & Security	Measures taken to protect the privacy and safety of citizens; to protect information and resources with respect to privacy, confidentiality, and integrity; to be seen and understood as doing the above. Ensures that: - Only authorized users/roles have access to view or modify documents based on their security profiles; - Sensitive information can be encrypted and be shared with appropriate controls; - Administrators can delegate access privileges to authorized users at the branch level; and - The system keeps an audit trail of all activity with reporting capabilities.	Desirable	Yes					Parkmobile exceeds these requirements. We never store credit/debit card or any other payment method details, therefore, the City of Vancouver does not have to worry about access to Personally Identifiable Information (PII) being shared or stolen. As a continuous learning company we are consistently updating our reporting features, such as our new partnership with Smarking that we offer Vancouver. While we grow with new functionality all of these options will be offered to the City as one of our most important partners.
1.14	Metadata Driven	A focus on collecting data about the business and items related to the parking business operations	Desirable	Yes					Parkmobile exceeds this requirement. We provide the best data analytics in the industry. Furthermore, our newest integration with Smarking (that we offer the City of Vancouver) further demonstrates our commitment to providing our partners with the best data collection efforts in the industry.

Annex 3 - Section 2.0 - Mobile Parking Payment (App & IVR) - IT Standards Matrix

NOTE: The capabilities listed below are the technical specifications for the Solution. The proponent is expected to provide details regarding the proposed architecture to support the overall solution.

ID	Category	Associated Functionality within Proposed Solution	Mandatory/ Critical / Desirable / Optional	Yes	No	Third Party	Customized	Comment
2.1	IT Standards	The Solution will provide for Database Failure/Corruption Recovery, i.e. off-site data storage and redundancy and fail over.	Critical	Yes				Parkmobile exceeds this requirement. System failure backups and corruption recovery are standard default features of our mobile payment platform.
2.2	IT Standards	The Solution should allow for 3rd party reporting tools to pull data from the solution to satisfy unanticipated reporting requirements	Critical	Yes				Parkmobile exceeds this requirements. Examples of current third party reporting tools pulling or pushing data into our system include all major meter vendors in North America (e.g., Digital, MacKay, IPS, Parkeon, Cale), all major payment processors and all major parking guidance providers (e.g., INRIX, Parkopedia, ParkMe, Smarking).
2.3	IT Standards	Where applicable, the End-User Solution shall support either Google Chrome or Internet Explorer 11+ for the browser-based components of their solution.	Critical	Yes				Parkmobile exceeds this requirement. Our mobile payment platform is supported on all internet browsers, including Google Chrome and Explorer 11+.
2.4	IT Standards	The COV supports the following standards: - Java Message Service (JMS) API v1.0 2 - JavaScript Object Notation (JSON) (also - GeoJSON) - Extensible Markup Language (XML) v1.0 and related specifications (e.g., XML Namespaces, XML Signature, XML Encryption) - Representational State Transfer with a XML MIME (Multipurpose Internet Mail Extensions) type - Simple Object Access Protocol (SOAP) v1.1 and v1.2 - Web Services Description Language (WSDL) v1.1 and v2.0 - Web Services Security (WS-Security or WSS) – Username Token Profile v1.0 and X.509 Token Profile v1.0 - Hypertext Transfer Protocol (HTTP) v1.0 (IETF RFC 1945) and v1.1 (IETF RFC 2616) - Hypertext Transfer Protocol Secure (HTTPS), also known as HTTP over TLS (Transport Layer Security) (IETF RFC 2818) The Proponent's solution should integrate with COV applications using these standards.	Desirable	Yes				Parkmobile exceeds these requirements. Our mobile payment platform is used on a daily basis by over 180 municipal partners including 34 of the top 100 cities in the United States. We fully support these standards and our system is regularly maintained and upgraded to ensure we remain ready to satisfy new requirements as they are introduced in the industry.
2.5	IT Standards	Web-based interfaces should incorporate Responsive Web Design fundamentals	Desirable	Yes				Parkmobile exceeds this requirement. Adherence to these fundamentals are standard operating procedures in our platform.
2.6	Security	All information will be encrypted to acceptable security standards, both "at rest" and "in transit". The data includes personal information (such as license plate/license information) and financial information (such as payment information (credit/debit card info)).	Critical	Yes				Parkmobile exceeds this requirement. We are a PCI DSS v3 Level 1 Service Provider and our latest Attestation of Compliance (AOC) is included with the Supplemental Materials of this submission. Please see links to the Visa and MasterCard Global Registry of Service Providers for PCI DSS Level 1 compliance: • http://www.visa.com/splisting/searchGrsp.do • https://www.mastercard.com/us/company/en/docs/SP_Post_List-1-15-14.pdf
2.7	Security	The Solution should monitor and log all security events. - The Solution should alert administrators of suspected security violations.	Critical	Yes				Parkmobile exceeds this requirement. All security events are logged and if there were any security violations we would alert all stakeholders immediately. We are proud that there has never been any security violations and we carry a \$15 million Cyber Security Insurance Policy that each of our municipal partners is included on before our operations begin.
2.8	Security	Username/Password Management. Conforms to City security standards, preference for City AD domain authentication for internal accounts. If not using City domain authentication: a) Enforce periodic password changes (the City standard is every 60 days); b) Enforce a minimum password length (the City standard is 7 characters); c) Enforce requirement that passwords contain alpha and numeric characters and symbols; and d) Prevent assigning of a previously used password.	Critical	Yes				Parkmobile accepts these solicitation requirements and we are fully prepared to customize any username or password features as needed by the City of Vancouver. We provided these customized services to some of our University partners.
2.9	Security	Limit the system functionality available to the User based on their username/group association.	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default feature in our platform.
2.10	Security	The Proponent shall ensure that all security updates to the Solution, including, but not limited to, the application, operating solution, and databases are incorporated within 30 days of their release.	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default feature in our platform.
2.11	Security	All web services associated with the Solution should incorporate security, such as: - Web Services Security (WS-Security or WSS) – Username Token Profile v1.0 and X.509 Token Profile v1.0 - Hypertext Transfer Protocol Secure (HTTPS), also known as HTTP over TLS (Transport Layer Security) (IETF RFC 2818)	Desirable	Yes				Parkmobile exceeds these requirements. These security protocols are standard default features as part of our operations.

2.12	User Security Profiles	The Solution must have the capability to have a robust security profile methodology. Proponents will use the Comments column to describe the security methodology used within the Solution.	Mandatory	Yes				Parkmobile exceeds this requirement. We are a PCI DSS v3 Level 1 Service Provider and our latest Attestation of Compliance (AOC) is included with the Supplemental Materials of this submission.
2.13	Security	The Solution will restrict unauthorized viewing for financial data and financial reports.	Critical	Yes				Parkmobile exceeds this requirement. Restricting access to both municipal as well as member financial data and reports are standard default features of our platform.
2.14	Security	The Solution will include separate control over viewing and editing data via roles and security	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default feature in our platform.
2.15	Security	The Solution will lock a User account after a preset number of unsuccessful logon attempts	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default feature in our platform.
2.16	Security	The Solution will timeout a User after a preset time. Note timeout should be in line with the City's security policies.	Critical	Yes				Parkmobile exceeds this requirement. As a standard default feature a session is timed out after five minutes of inaction.
2.17	Security	Ability to restrict or prevent changes to specific data elements by role as provided by the City	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default feature in our platform.
2.18	Audit - City Staff	The Solution will provide audit logs of key events and when transaction logs are cleared, records when and by whom	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default feature in our platform and we have the ability to customize this functionality based on the needs of the City of Vancouver.
2.19	PCI Compliance	The Solution is Payment Card Industry Data Security Standard V3.1 compliant. Please provide: 1) date of Attestation; and 2) targeted timelines associated with compliance against V3 2.	Mandatory	Yes				Parkmobile meets this requirement. As mentioned previously our latest AOC is included with this submission. Our next targeted timeline for updating complaince is December 2016.
2.20	Coordinate System	The Solution should have the capability to associate the location of an inquiry to a geographic point location which can then be displayed in an industry acceptable G.I.S format; either: 1) Universal Transvers Mercator coordinate system - zone 10 (referenced in meters X,Y) with a North American Datumn 1983 (NAD 83)* OR 2) Geographic coordinate system (Latitude, Longitude) with a North American Datumn 1983 (NAD 83)* *Not NAD 83 (CSRS) Note: All City meters have been surveyed to the nearest cm.	Desirable	Yes				Parkmobile exceeds this requirement. As a standard default feature we provide geographic point location details for each parking space included in our platform and we update these details as spaces are taken in and out of the system. All of this data is kept in real time and City of Vancouver patrons will be able to use this functionality for our apps Find My Car feature (where they can get turn by turn walking directions back to their vehicle after parking).
2.21	System	The Solution should synchronize its server clock no less than two times per day to the NTP.org time protocol or the City's server time protocol. During any given 30 day period, the server time should deviate no more than two seconds from the source for 99.5% of the time and should not deviate more than 30 seconds from the source at any time.	Critical	Yes				Parkmobile satisfies this requirement. This is a standard default feature in our platform.

Annex 3 - Section 3.0 - Mobile Parking Payment (App & IVR) - Support Matrix

NOTE: The capabilities listed below are the technical specifications for the Solution. The proponent is expected to provide details regarding the proposed architecture to support the overall solution.

ID	Category	Associated Functionality within Proposed Solution	Mandatory/ Critical / Desirable / Optional	Yes	No	Third Party	Customized	Comment
3.1	Standard SLA	The City will have expectations for a very robust SLA agreement and this will be reviewed as part of the final selection criteria. Do you have a standard SLA? Please include your standard SLA in your response	Critical	Yes				Parkmobile exceeds this requirement. We are very proud of our customer service SLA, for example: – 90% of support requests have first response in under 24 hours – 90% of calls answered within 3 minutes (for reservations) and 2 minutes (for on-demand) – 90% of voicemails are returned within 24 hours Please see a link to our customer service Terms and Conditions: http://us.parkmobile.com/terms-and-conditions
3.2	Ongoing Maintenance & Support	The Proponent shall provide recurring application maintenance support for the Solution such as Mobile Apps, End-User Interface, Administration tools, Reporting and Database for the term of the contract.	Critical	Yes				Parkmobile exceeds this solicitation requirement. We perform network maintenance support (hardware and software) on a schedule determined to avoid downtime. Scheduled Network Infrastructure Maintenance for the Network Infrastructure is scheduled outside of paid parking hours on the first Sunday of every third month of the calendar year - 3am to 6am ET.
3.3	3rd Party Service Maintenance	For any 3rd party services used by the Proponent to deliver the Solution to the City, the Proponent should ensure the availability of these services is maintained to meet all the availability requirements described in this Annex 3.	Critical	Yes				Parkmobile accepts this requirement and we guarantee all of our third party services will adhere to this standard for all City of Vancouver operations.
3.4	Ongoing Maintenance & Support	Please indicate your product release schedule for major and minor versions. How long do you continue to support previous versions?	Critical	Yes				Our release schedule for Parkmobile varies but we typically have a release once every couple of months. We continue to support older versions of the app forever meaning customers are not usually forced to upgrade to the most recent version in the store.
3.5	Maintenance Deliverables	Please refer to Annex 1, section 6 for the details of the required deliverable. Please outline any exceptions to the required list in the Comments column.	Critical	Yes				Parkmobile accepts this requirement. There are no exceptions to the solicitation in order for us to deploy our mobile payment platform on behalf of the City of Vancouver.
3.6	Payment Test & Maintenance	The Solution should provide means for the City staff to perform test transactions by using mobile application, mobile web and IVR (Interactive Voice Recognition) system. Such transactions should be recorded differently to identify test transactions. All of the test payments should be communicated but not affect any of the monthly revenue totals and transaction totals.	Desirable	Yes				Parkmobile exceeds this requirement. This is a standard default feature of our app and we provide this accommodation to all of our municipal partners before our system 'goes live.' The City would also have the ability to test our system once 'live' transactions begin.

Annex 3- Section 4.0 - Mobile Parking Payment (App & IVR) - Integration Functionality Matrix

NOTE: The capabilities listed below are the technical specifications for the Solution. The proponent is expected to provide details regarding the proposed architecture to support the overall solution.

ID	Category	Associated Functionality within Proposed Solution	Mandatory/ Critical / Desirable / Optional	Yes	No	Third Party	Customized	Comment
4.1	Middleware Standards	In general, all integration from/to the Solution will be real time with the use of BizTalk middleware unless otherwise stated. The City requires that web services (API) be the general method of integration. Refer to Appendix E - Integration State Diagram Refer to Appendix F - Integration Details	Critical	Yes				Parkmobile exceeds this requirement. All of our integrations provide real time data to our partners and all of our API's are open and accessible to our partners.
4.2	Parking Enforcement Platform Integration	Confirm if you have created an integration solution with a third party Parking Enforcement Platform application. If so, please list the solutions. The Solution should provide the capability for users to verify mobile payments based on license plate, MPP ID, and vehicle type. Refer to Appendix E - Integration State Diagram Please describe the solution architecture for pushing or pulling the payment information and the interaction with the Parking Enforcement Platform.	Critical	Yes				Parkmobile exceeds this solicitation requirement. We are fully integrated with all major parking industry parking enforcement providers. Examples of existing enforcement integrations include: Genetec, Gtechna, T2 Systems, Complus, OmniPark, and Cardinal. Furthermore, we integrate directly with all meter vendors, therefore, in many instances our platform can provide mobile payment parking details through the pay stations stall reports.
4.4	Connected Meter and Paystation Integration	The City currently has 17 Pay Stations that transmit approximately 30,000 annual transactions to the current MPP vendor to be made available for enforcement querying. The Solution will be required to complete this task. List examples of where you have undertaken a similar task in the comments section. Refer to Appendix E - Integration State Diagram	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default feature of our integrations with pay station vendors. We have over 180 existing municipal partnerships in North America using every major vendor in the market place. Examples of pay stations manufacturers where we either push or pull transmitted data to pay stations include: Digital, Cale, Metric, Hectronic, Siemens, IPS and MacKay.
4.5	Account Based Parking Rules Database	In order to manage access to Account based Parking Rules (ABPR), it is anticipated that a database of Customers will be maintained by City staff. This database could be cloud-hosted by successful Proponent or part of the City's parking permit database. As the City's parking permit database is not yet configured for ABPR, in the short term the City may wish to provide ABPR Customer information manually, and periodically by providing .csv files or equivalent. In the long-term, the Solution should either host the ABPR database in the cloud (with access available via website or software) or integrate into the City's fully developed hosted permit database.	Desirable	Yes				Parkmobile exceeds this solicitation requirement. As mentioned previously we can immediately accommodate the City of Vancouver's ABPR program through our existing Fleet Management Program. We can host the database or work with City staff as you create your own capacity. We provide services similar to ABPR in cities such as New Rochelle, NY, Houston, Miami Beach and Minneapolis. We also provide similar services to universities such as the University of Wisconsin Milwaukee.

Annex 3 - Section 5.0 - Mobile Parking Payment (App & IVR)- Data Management Functionality Matrix

NOTE: The capabilities listed below are the technical specifications for the Solution. The proponent is expected to provide details regarding the proposed architecture to support the overall solution.

ID	Category	Associated Functionality within Proposed Solution	Mandatory/ Critical / Desirable / Optional	Yes	No	Third Party	Customized	Comment
5.1	Data Performance	Please indicate how your Solution supports data reporting and queries without affecting the performance of the Solution (e.g. indexing, report warehouse)	Critical	Yes				Parkmobile exceeds this requirement. We provide all of our partners with customizable reports and dashboards as part of our standard reporting functionality. We also offer the City of Vancouver access to our new state of the industry Smarking integration for advanced analytics. Staffing for these efforts are completely separate from our mobile payment platform operations, therefore, there are no impacts on system performance.
5.2	Data Transactions	The Solution should have the ability to support the anticipated transaction volume and number of mobile app Customers and allow for future growth. Current volume is approx. 12 million transactions a year, and growing rapidly. Refer to Appendix C – Gross Revenue and Transactions.	Critical	Yes				Parkmobile exceeds this solicitation requirement. We are the largest mobile payment provider in the world with partners including half of all Boroughs in the United Kingdom (including Westminster), 34 of the top 100 cities in the US (such as LA, San Diego, Oakland, Houston, Milwaukee, Washington, DC and Pittsburgh). We are also set to launch our services on all 85,000 on street metered spaces in New York City and we were recently awarded the mobile payment contract for the City of Dallas, TX (taking over for the existing mobile payment provider).
5.3	Data Transactions	There are approximately 30,000 pay station transactions per year (in addition to mobile payment transactions). Please indicate if the Solution is able to host/store paystation transaction data	Critical	Yes				Parkmobile exceeds this requirement. We process over 3 million transactions on a monthly basis in North America all in a PCI DSS v3 Level 1 secure environment. As a result of our daily transactional volume our platform has the ability to host/store all City of Vancouver mobile payment transaction data.
5.4	Data Availability	The Solution will allow reporting on historical Customer activity and transactions. Please explain any limitation to the number of months/years that data is available to City staff	Critical	Yes				Parkmobile exceeds this requirement. All historical customer data will be available to the City of Vancouver throughout the entire life cycle of operations. As a result of partnering with so many municipalities we regularly accommodate these requests.
5.5	Data Availability	All data collected should be <u>readily available</u> (for searching, display, reporting, etc.), for at least 24 months in a production system environment. Please detail in the Comments column how long data will be available to Users - in a query / reporting capacity, within the Solution.	Critical	Yes				Parkmobile exceeds this requirement. All data collected will remain readily available to members for the entire length of their membership with Parkmobile. Each member will have the ability to go into our system and review their parking history, including parking sessions, length of stay(s); our system is robust enough that it can differentiate between vehicles using the same account (by using license plate numbers).
5.6	Data Availability	The Solution should support pulling of all required data into a data infrastructure of the City's choice as needed without further cost. Please describe the method for pulling data from your Solution.	Critical	Yes				Parkmobile exceeds this requirement. We regularly create customized reporting dashboards to present required data to our partners. Examples of customized dashboards we have created for municipalities include: Miami Beach, Oakland and San Diego.
5.7	Data Quality	The Solution should guarantee the quality, delivery, accuracy and validity of the data it captures, transmits and stores.	Critical	Yes				Parkmobile exceeds this solicitation requirement. We fully guarantee all data transmitted or stored through our platform. We also offer the City of Vancouver a \$15 million Cyber Security Insurance Policy that will protect against a Home Depot or Target type breach.

Annex 3 - Section 6.0 - Mobile Parking Payment - Cloud Matrix

NOTE: The capabilities listed below are the technical specifications for the Solution. The proponent is expected to provide details regarding the proposed architecture to support the overall solution.

ID	Category	Associated Functionality within Proposed Solution	Mandatory/ Critical / Desirable / Optional	Yes	No	Third Party	Customized	Comment
6.1	Cloud Based	The Solution is a Canadian cloud hosted option.	Critical		No			Parkmobile's cloud hosted solution is managed through QTS and is based here in Georgia, within the United States. We are willing to make any accomodations the City of Vancouver needs related to our mobile payment platform.
6.2	Cloud based	All data centres are hosted in Canada. In the Comments column, please provide details on the system architecture of the cloud solution.	Critical		No			Data center hosting takes place in the United States. Our cloud based system earns 99% uptime.
6.3	Canada Security and Privacy Policy Compliance	The Proponent can comply with all Canadian security and privacy policies. i. BC's Personal Information Protection Act, SBC 2003 c. 36 ii. Federal Personal Information Protection and Electronic Documents Act, SC 2000 c 5 iii. Freedom of Information and Protection of Privacy Act, RSBC 1996, c 165 (FIPPA)	Critical	Yes				Parkmobile's cloud hosted solution is managed through QTS and is based here in Georgia. We are willing to make any accomodations the City of Vancouver needs related to our mobile payment platform. Please see link to our privacy policy posted on our app as well as website: http://us.parkmobile.com/privacy-policy
6.4	Solution Availability	The Proponent should provide detailed availability data for the Solution (for the entire service not individual servers): - Mean Time To Failure (MTTF): How long it takes before service delivery is interrupted - Mean Time To Recover (MTTR): How long it takes to recover from a complete service outage back to normal operations - Average Transaction processing speed (in seconds) - Average number of transactions supported (per hour) - Web page delivery times (in seconds) - Average query response times (in seconds)	Desirable	Yes				Parkmobile exceeds this solicitation requirement. Our platform acquires all of this data for each parking session and we have the ability to create a custom dashboard in conjunction with our Smarking partnership detailed in this submission for City of Vancouver operations that will provide all of these details to parking managers.
6.5	Performance and Service	Indicate how the Solution will meet or exceed the criteria provided in Section 3.1 (Standard SLA) and Section 6.4 given the anticipated usage.	Critical	Yes				Parkmobile will exceeds this criteria based on our existing municipal operations across North America. Currently, we successfully deal with very high usage with several of our large municipal partners, such as adoption rates over 20% in Miami Beach and Minneapolis. Parkmobile and Washington DC also partner on the most successful mobile payment program in the world with over 55% of all on street metered payments coming through our platform.
6.6	Solution Availability	All system functionality will be available to City Users 24 hrs per day, 365 days per year (note: exception(s) to be made for scheduled updates and system maintenance, as agreed upon under a Service Level Agreement). Note: the operating hours of Parking Operations & Enforcement Branch are 6am-12am PST.	Critical	Yes				Parkmobile exceeds this solicitation requirement. We provide the requested level of system functionality and services to all of our over 180 municipal partners on a daily basis, these are default features for our system. We also provide our municipal partners with 24/7/365 live body operators available to your patrons.
6.7	Solution Test Environment	Please state if the Solution provides a test environment for implementation and on-going support	Critical	Yes				Parkmobile exceeds this requirement. City of Vancouver staff will have access to our test environments at all times beginning with beta testing of the system before our 'Go Live' date.
6.8	Solution Development Environment	Please explain your process for transferring of customization and configuration from the development instance to production	Critical	Yes				Parkmobile exceeds this solicitation's customization and configuration requirements. Our Atlanta based IT team will configure and customized attributes requested by the City of Vancouver and provide access to your parking management staff in a beta environment. City staff will have the ability to test out all elements of the system before it 'Go Live' and make any changes before it is finalized.
6.9	On-Premise	If an on-premise option is provided, are there any differences in your product roadmap. Please identify if there are any current or planned functional differences between the two platforms.	Optional		No			There are no differences with Parkmobile's product road regardless of on premises or remote activities.

Request for Proposals PS20160599 Provision of Mobile Parking Payment Solution
Functional Requirements

Annex 2 - Detailed

INSTRUCTIONS TO PROPONENTS	
Evaluation of the proposed Solution’s functional capabilities shall be based on the requirements stated in this Annex 2; therefore, the Proponent's responses in the Comments column should present detailed information regarding the proposed Solution’s capabilities.	
Proponents must include all specifications tables of this Annex 2 in their response. Proponents should first respond directly to each specification entry by placing an “X” in the applicable column in each row. Proponent’s may mark “X” in more than one column for a particular specification; however, the Proponent should provide an explanation, in the Comments column, of why more than one column has been marked. Explanations of responses are provided in the Answer Key below.	
NOTE: The City expects that for requirements where the Proponent has not marked a "Yes" to signify that the Proponent’s Solution fully satisfies the requirement, the Proponent shall use the Comments column to describe why their Solution does not fully satisfy the requirement, or, the Proponent should use the Comments column to provide a detailed description of a proposed alternative.	
The Proponent shall use the Comments column to enter a detailed response to <u>each</u> specification, whether the response is a 'Yes', 'No', 'Third Party', or 'Customized'. In the absence of a detailed response in the Comments column, the City may not be able to determine the Proponent's ability to meet the specification and/or deliverable. The City seeks a Solution that meets all specifications with minimal configuration required.	
For all requirement type specifications, if there is an associated cost for the custom development and costs for its on-going maintenance support, any and all costs must be detailed in the pricing table provided in the RFP Part C - <u>Commercial Proposal (Annex 3)</u> .	
If the Proponent does not itemize the pricing for custom development, the City may not be able to determine if the requested functionality/capability can be satisfied by the proposed Solution.	
The Proponent shall use the numbering format provided in this Annex 2, and Proponents should add explanatory details as necessary. The following answer key should be used when responding to each of the requirements.	
ANSWER KEY	
Proponent's Response	Explanation of Response
Yes =	Yes, this feature is currently provided, or the software can be configured to provide the required functionality for the Solution <u>in time for go-live</u> .
No =	No, this feature is currently not provided, or the software can't be configured to provide the required functionality for the Solution.
Third Party =	A Third Party Software will be integrated into the Solution, to enable the Solution to provide the required feature and functionality.
Customized=	Yes, the Solution can be configured to provide the functionality within the timeframe of the contract, <u>but not in time for go-live</u> . Note: if the response is 'Customized', please describe the degree of, or level of effort needed to provide the customization, and <u>when</u> the functionality will be available (e.g. " <i>can be provided to the City within six months of go-live</i> ").
Comment =	Proponents shall use the Comments column to provide the City with a detailed explanation for <u>each</u> requirement, whether the response is 'Yes', 'No', 'Third Party', or 'Customized'. In particular, if the response to a requirement is “No” or "Customized", the Proponent should provide a detailed explanation.

This Annex 2 - Detailed Functional Requirements, includes the following Sections:

Section #	Title	
1.0	Global Functional Requirements	
2.0	Mobile App	
3.0	IVR	
4.0	Reporting	
5.0	Customer Service	
6.0	Transition Plan	
7.0	Training & Documentation	

Annex 2 - Section 1.0 - Mobile Parking Payment (APP + IVR) - Global Functionality Matrix

NOTE: These capabilities are the business unit specifications for the Solution. The proponent is expected to provide details regarding the proposed Solution functionality which will enable the business unit to achieve the associated capability.

ID	Category	Associated Functionality within Proposed Solution	Mandatory/ Critical / Desirable / Optional		Yes	No	Third Party	Customized	Comment
1.1	System Design - General	The Solution must be functional for both a Mobile App and IVR platform	Mandatory		Yes				Parkmobile exceeds this functional requirement for payment options. We provide patrons with multiple ways to pay for a parking session, such as through (i) a dedicated toll free number; (ii) IVR; (iii) apps for all smart phones, including Google and Amazon; (iv) SMS/text messages; (v) QR Codes; and (vi) desktop computer web access. No other vendor offers as many payment options.
1.2	System Design - General	Ability to accommodate an MPP ID location numbering system similar to what is detailed in Appendix B. If the Proponent proposes a different MPP ID numbering system to enhance Customer experience, please detail in the Comment section.	Critical		Yes				Parkmobile meets or exceeds this requirement. We can incorporate the City's existing number system and we have experience deploying systems based on our partners needs. For example, in Tampa and Minneapolis we provide an individual space numbering system; while in Washington DC and Arlington VA our system is based on block faces.
1.3	System Design - General	- Ability to support 10,000-20,000 metered parking spaces/zones which have parking regulations and rates that can vary individually and/or by block according to the current parking regulations and rates are described in Appendix A - Current parking regulations and rates for all City metered parking spaces/zones are detailed in Appendix B	Critical		Yes				Parkmobile meets or exceeds these requirements. We perform these functions on a daily basis for some of the largest cities in North America. We provide our services on over 18,000 meters in Washington DC; over 10,000 in Houston, Milwaukee and St. Louis and over 8,000 in Oakland, Los Angeles, Pittsburgh and Minneapolis.
1.4	System Design - General	Ability to support 10,000-20,000 metered parking spaces/zones which have parking regulations and rates that can vary individually and/or by block according to the future parking regulations and described in Appendix A	Desirable		Yes				Parkmobile meets or exceeds these requirements. As part of our default mobile payment platform settings, Parkmobile provides dynamic and surge pricing on individually metered spaces as well as block faces for many of our existing partners. Both Minneapolis and Milwaukee are pay by space deployments and Washington DC and Houston are pay by block implementations.
1.5	System Design - Adjusting Space/Zone Attributes	- The Solution should accept the addition of new metered parking spaces/zones as well as changes to the parking regulations and rates of existing metered parking spaces/zones in at least two ways: 1. Manually, via an user-friendly website or software 2. Automatically, via XML or CSV file deposited to the Proponent's SFTP site or similar. - The Solution will be able to verify that data supplied by City has been entered/loaded correctly. The Solution should also allow the User to set effective time and date when the new metered space/zone attributes go into effect - Please specify how the Solution will accomplish this task in the Comment section	Critical		Yes				Parkmobile meets or exceeds these requirements. Setting up new zones or updating existing zones can be done (i) manually (we can provide the City with Self Administration functionality); or (ii) automatically (by providing the City's assigned Account Manager with a file so we can update the details). Under either scenario the work begins with the City of Vancouver providing Parkmobile with a Zone and Rate (ZAR) spreadsheet at the outset of our operations. the ZAR becomes the Standard Operating Procedures (SOP) that holds all operations details (e.g., hours of operations, meter rates, holiday schedules). Our mobile payment platform is smart enough that Parkmobile can incorporate different SOP details for the same metered space based on time of day. When the City is ready to change any parking rights for individual or blocks of spaces they merely need to (i) update their ZAR or (ii) request that their Parkmobile Account Manager update the ZAR on their behalf. Automate ZAR modifications include holiday scheduling where a municipal partner provides us with their local holiday dates and parking rules of operation either yearly or at the outset of operations and the system will automatically update all parking rights for the impacted spaces.
1.6	System Design - Special Event	To accommodate Special Event Scheduling, for every MPP ID, temporary parking regulations and rates should have the ability to be programmed in advance	Critical		Yes				Parkmobile exceeds this requirement. We are the only vendor submitting a response that has a branded off street special event platform (Click and Park) that is used by cities, universities, airports and event venues across the North America. Our special events platform would allow City of Vancouver patrons to use their same mobile payment account to pay for on street, off street and special event services. Examples of our special event clients include, the NCAA (for college campus events), the Professional Golfers Association (PGA), National Football League (NFL) where we provide all digital parking permit services as well as universities like the University of Virginia and the University of North Carolina Charlotte.
1.7	System Design - Special Event	To accommodate Special Event Scheduling, for every MPP ID, temporary parking regulations and rates should have the ability to be programmed in real-time.	Optional		Yes				Parkmobile exceeds this requirement. Real time operations changes are default settings in our app for special event scheduling.
1.8	Date / Time Formatting	Date formatting should follow MM/DD/YYYY and Time formatting should follow 24hr clock (HH:MM:SS)	Desirable		Yes				Parkmobile understands and accepts this solicitation requirement.
1.9	Date/time automatic update	The date/time should be reported in local time and be capable of automatically adjusting for daylight savings time	Desirable		Yes				Parkmobile understands and accepts this solicitation requirement. These are default settings in our apps.
1.10	System Availability	All system functionality should be available to all users 24 hrs per day 365 days per year (with exception(s) to be made for scheduled updates and system maintenance - subject to agreement SLA). The operating hours of the business units are 6am-12am PST.	Critical		Yes				Parkmobile exceeds these scope of service requirements. All users have access to their accounts 24/7/365 in a PCI DSS v3 Level secure environment. We also provide City operations with live body operators as well as IVR and 800 number services to patrons to assist with account management questions. We never spam our members and we do not sell our membership lists to any third parties.
1.11	Audit Process	The Solution should have a reliable and proven audit trail process, including minimum specifications to keep an audit of when data is created, modified, and by whom	Critical		Yes				Parkmobile exceeds this requirement. In conjunction with our partner, Smarking, we offer the City of Vancouver customizable auditing and reporting tools as well as credentials for all designated City staff to access the financial details related to operations. Parkmobile never stores credit/debit card or any other payment method details, therefore, the City does not have to worry about access to Personally Identifiable Information (PII) being shared or stolen.

1.12	List for stolen credit cards & plates	The Solution should allow the PEOB supervisors to maintain a list of reported stolen credit cards and plates which cannot be used to complete a parking transaction. Should a Customer attempt to use a credit card/plate on the list, PEOB supervisor should be notified via email.	Desirable	Yes				Parkmobile accepts this solicitation requirement.
1.13	Configuration Options	The Solution is able to change fee calculation and billing schedule without software modification	Critical	Yes				Parkmobile exceeds this requirement. The ability to change rates, including demand based as well as surge pricing are default features in our platform. These features are used regularly by municipal partners in Washington DC (around their Major League Baseball stadium) and Los Angeles (near the Staples Center). Many of our partners also deploy this functionality on their off street facilities.
1.14	Screen Display for Customers	All information displayed to and requiring data entry should be optimized for display depending on the resolution of the device being used.	Critical	Yes				Parkmobile exceeds this requirement. All of our app details are optimized for each device. We are the only vendor in the market with an app for all operating systems.
1.15	Infrastructure	Do some features of your Solution require physical infrastructure at a metered parking space/zone location (e.g. decals, NFC tags, QR codes, sensors, etc.)? If yes, please specify in the comment section	Critical	Yes				Parkmobile meets these requirements. We provide most of our municipal partners with signs and/or decals for their meters. We were the first in the industry to introduce QR codes on signs and we are integrated with all sensor vendors in the market. That being said, installation of physical infrastrurce is at the sole discretion and we have deployed in the past without using some of these elements.
1.16	Connected Meters	The City has pay-by-plate pay stations. It may be possible for a Customer to exceed the Maximum Stay if they purchase time using the Solution then "re-meter" using the pay-by-plate paystation (or vice versa). The Solution should be able to prevent this re-metering from occurring. Please provide details on how this would be implemented in the comments section.	Optional	Yes				Parkmobile accepts this requirement. Parkmobile is fully integrated with Cale's WebOffice and Parking Enforcement personnel in Vancouver will be able to obtain share data from the Cale system to ensure patrons are not attempting to 're-meter.'
1.17	Connected Meters	Solution should be capable of intergrating with Connected Meters to allow of communication/display of MPP payments at Connected Meters in real-time.	Optional	Yes				Parkmobile meets this requirement. We are fully integrated with Cale's WebOffice as well as the back office of IPS meters. Through these integrations we offer the City of Vancouver real time communicaiton between its meter infrasturcture and our mobile payment platform.
1.18	Account-Based Parking Rules (ABPR)	The Solution should be able to support Account-Based Parking Rules (ABPR) that would allow City-registered Customers to: - Be eligible to park in a space/zone that the general public cannot; - Have access to different metered parking rates (including free); and; - Allow for a longer/shorter Maximum Stay; or, - Any combination of the above	Desirable	Yes				Parkmobile exceeds this requirement. The City's solictitaiton refers to ABPR as a potential deliverable during the tenure of the contract. Parkmobile can provide this functionality at the outset of operations in Vancouver. For example, in Miami Beach we provide resident discounts on all metered spaces in the City during all hours of operation. Furthermore, in Milwaukee, Minneapolis, Houston and New Rochelle, NY we provide our municipal partners with Fleet Management Programs that allow them to create 'white lists' of vehicles that are allowed to park at no cost or reduced rates in the same metered spaces where other vehicles must pay full price. Finally, in New York City we have created a customized process for their mobile payment transactions that will begin this summer/fall. We offer all of our experience to the City of Vancouver to customized these mobile payment program elements for your operations.
1.19	Account-Based Parking Rules (ABPR)	The Solution should be able to support multiple types of ABPR user groups. Examples of these user groups include: - On-duty City staff - Able to park for free at metered parking spaces/zones for a maximum of three hours; able to park in any time limited zone (e.g. 1 hour parking) for a maximum of three hours - On-duty City inspectors – Able to park for free at metered parking spaces/zones for a maximum of three hours; able to park in City of Vancouver lanes for a maximum of three hours; able to park in all Residential Permit Zones (except for near City Hall) for a maximum of three hours - Tradespeople – Able to park at metered parking spaces/zones at a public rate for a maximum of 12 hours and in select Residential Permit zones at set rate for a maximum of 5 hours between 7 AM and 5 PM - Commercial vehicles – Able to park at commercial loading zones for up to 30 minutes (general public cannot do this) - Resident authorized visitors – able to park in select Residential Parking Permit zones for up to 24 hours using a daily rate OR able to park for a discount rate for up to 8 hours in a neighbourhood - Customers may be part of more than one user group. If you Solution can provide this feature, please provide details in the comment section on how the Solution will implement this feature.	Desirable	Yes				Parkmobile exceeds this requirement. We provide all of these services to current municipal partners. For example: -On duty City staff: Parkmoible has a Fleet Management Program that provides the functionality requested by the City. Currently, Miami Beach, Houston, Minneapolis, Milwuakee, and New Rochelle, NY all participate in Citywide fleet management services. - On duty City inspectors; would follow the same process flow as City staff with our Fleet Management Program. - Tradespeople: existing municipal partners use our Fleet Management program for private sector trades (i.e., plumbers, locksmiths, etc) commercial carriers as well and we are further customizing this process flow for our upcoming operations in New York City. - Commercial Vehicles: we provide customized services for commercial fleets through our Fleet Management program on a daily basis across North America. - Residents: as mentioned previously in Miami Beach we currently provide a Resident Discount for mobile payment sessions on all metered spaces. We offer all of these options to the city of Vancouver and our solution allows customers to be part of more than one user group.
1.20	Concurrent Vendors	Are there limitations or risks for your Solution if it is offered in a multi-vendor environment(i.e. where two (2) MPP services are available to users concurrently)? If yes, specify in the comment section.	Optional		No			In Europe Parkmobile operates in several cities with multiple vendors. Potential drawbacks to this approach is confusion for patrons which in turn could decrease mobile application revenues. Furthermore, coordinating back office integrations as well as Customer Service could become a concern. That being said, if the City chooses to go this route Parkmobile has the knowledge and experience to deploy our mobile payment platform successfully.

1.21	Concurrent Vendors	<p>The City has another concurrent RFP open to provide App only MPP services. It may be possible for a Customer to exceed the Maximum Stay if they purchase time using the Solution then "re-meter" using the other MPP service (or vice versa).</p> <p>The Solution should be able to prevent this re-metering from occurring. Please provide details on how this would be implemented in the comments section.</p>	Optional	Yes					Parkmobile accepts this solicitation requirement.
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Annex 2 - Section 2.0 - Mobile Parking Payment (APP + IVR) - Mobile App Functionality Matrix

NOTE: These capabilities are the business unit specifications for the Solution. The proponent is expected to provide details regarding the proposed Solution functionality which will enable the business unit to achieve the associated capability.

ID	Category	Associated Functionality within Proposed Solution	Mandatory/ Critical / Desirable / Optional		Yes	No	Third Party	Customized	Comment
2.1	Core Elements	Mobile App should be available on iOS and Android Platforms	Critical		Yes				Parkmobile exceeds this requirement. Not only do we have apps available on both iOS and Android; Parkmobile patrons with many of our municipal partners with customized apps for iOS and Android. Users can enroll 24/7/365 and initiate parking at any metered space.
2.2	Core Elements	Mobile App should be available via an internet browser optimized for mobile.	Desirable		Yes				Parkmobile exceeds this requirement. We are the only vendor in the industry that offers mobile apps on all native operating systems (e.g., Amazon, Android, Apple, Blackberry, and Google). On all platforms our app is optimized and it is available on all internet browsers in use in North America.
2.3	Core Elements	Mobile App should be available on other platforms. Please list the platforms in the comment section	Optional		Yes				Parkmobile's apps are available on all platforms currently available in North America.
2.4	Core Elements	Mobile App should be integrated with and/or exposed to wearables such as smart watches (e.g. Apple Watch, Samsung Gear,etc)	Desirable		Yes				Parkmobile meets this requirement. Our apps are available on all platforms.
2.5	Core Elements	Mobile App should be offered in multiple languages (Mandarin, Cantonese, Punjabi, Vietnamese, French, Spanish, Farsi)	Optional		Yes				Parkmobile meets this requirement. We provide mobile payment services throughout Europe, New Zealand, Australia and North America. As a result of providing our services in all of these markets our app is available and scalable to multiple languages.
2.6	Core Elements	The Solution should allow for customization of the brand identity (e.g make changes to the design and/or look of the app to reflect or compliment the City of Vancouver brand) in the Mobile App.	Optional		Yes				Parkmobile exceeds this requirement. We have created the most customized apps for municipalities in the market. Examples of customized apps on these platforms are for the cities of Milwaukee, Minneapolis, St. Louis, Pittsburgh, Medford, MA, Lancaster, PA and Fort Worth, TX.
2.7	Account Set-up/Maintenance	Customers can to create a secure MPP account for their exclusive use	Critical		Yes				Parkmobile exceeds this requirement. In our default platform settings members have access to their accounts 24/7/365 in a PCI DSS v3 Level secure environment. We also provide City operations with live body operators as well as 800 number services to patrons to assist with account management questions. We never spam our members and we do not sell our membership lists to any third parties.
2.8	Account Set-up/Maintenance	Customers can create a secure MPP account using social media login (e.g. Facebook) (Note: a Solution meeting this requirement must be compliant with all applicable privacy laws)	Optional		Yes				Parkmobile exceeds this requirement. Patrons can secure an account via social media.
2.9	Account Set-up/Maintenance	Customers can add one or more licence plates (from all North American jurisdictions)	Critical		Yes				Parkmobile exceeds this requirement; this is a default setting for all of our apps. On individual accounts patrons have the ability to add up to five vehicles at one time and they can switch plates out at their discretion (i.e., rental cars that a member will use for a limited amount of time). Furthermore, on our Fleet Management Accounts for municipal employees as well as our Commercial Fleet accounts an unlimited number of license plates can be put in and taken out of the system. We have over 300 registered Fleet Management vehicles on some of our existing municipal accounts.
2.10	Account Set-up/Maintenance	Customers can specify vehicle type (e.g. regular vehicle or motorcycle) to each plate on MPP account	Desirable		Yes				Parkmobile exceeds this requirement. This is a default setting on all of our apps.
2.11	Account Set-up/Maintenance	To reduce licence plate selection errors, Customers can add custom identifiers (e.g. nickname, picture, colour) to each plate on MPP account. Describe how the Solution will use custom identifiers to reduce licence plate errors in the comments section. If other methods to reduce licence plate selection errors are part of the Solution, include a description in the comments section.	Desirable		Yes				Parkmobile accepts this solicitation requirement. We offer the City of Vancouver the ability to customize these identifiers for their operations and be ready to deploy this process flow.
2.12	Account Set-up/Maintenance	Customers can add/modify/remove credit card information to their MPP account	Critical		Yes				Parkmobile exceeds this requiriement. In the default settings of our app all of the payment methods available to the member are displayed and the member has the ability to toggle between payment methods for each parking session.
2.13	Account Set-up/Maintenance	Customers can add/modify/remove a non-credit card payment option to their account in lieu of a credit card (debit cards, Apple Pay, Android Pay, Samsung Pay, PayPal, digital wallets, ability to carry balance, among others.) List all available.	Desirable		Yes				Parkmobile exceeds this requirement. We offer more payment methods than any other vendor in the market. We accept all traditional credit/debit cards (e.g., Visa, MasterCard, Discover, AMEX) and we accept the most emerging payment methods (e.g., PayPal (since 2011), VisaCheckout, MasterPass and our own Parkmobile Wallet. Our platform is designed to accept new payment methods as they hit the marketplace with no additional costs to our municipal partners.
2.14	Account Set-up/Maintenance	Customers can add/modify/remove additional payments methods to MPP account (Credit Card or non-Credit Card). This will result in multiple payment options stored on one MPP account.	Desirable		Yes				Parkmobile exceeds this requirement. These is a standard default feature in our app and patrons have the ability to toggle between payment methods before they begin each parking session.
2.15	Account Set-up/Maintenance	Customers can add/modify/remove email address to MPP account for reporting and other messaging related to the MPP system.	Desirable		Yes				Parkmobile exceeds this requirement. These are standard default features in our apps.

2.0 Mobile App

2.16	Transaction	<ul style="list-style-type: none">- Using their MPP account, Customers can purchase a Parking Session using license plate, MPP ID, and valid payment information according to the metered space/zone's parking rate- The time period to be purchased should be in accordance with any parking rules and regulations for the metered parking space/zone- Prior to finalizing a purchase, the details (location, MPP ID, time, cost, warning messages) of the transaction should be clear to the Customer	Critical	Yes					Parkmobile exceeds these requirements. These are standard default features in all of our apps. Moreover, before a parking session begins the patron must affirmatively accept the payment terms by tapping OK in the app; no charges are ever placed on a members account without first going through this process.
2.17	Transaction	<ul style="list-style-type: none">- The Mobile App should not allow Customers to purchase more time than indicated by the Maximum Stay regulations- If a Customer attempts to purchase more time than the Maximum Stay, the Mobile App should provide guidance to the Customer on what the issue is and how to proceed	Critical	Yes					Parkmobile exceeds this requirement. This is a standard default feature of our apps. We also have a 'No Return Time' protocol that allows a municipality to prohibit a vehicle from paying to park again in the same space for a time determined by the City. Some cities set this protocol for five minutes, others up to a half hour and in some instances (where long term parking is allowed) up to 24 hours. Our system is completely customizable based on the City of Vancouver's needs.
2.18	Transaction	<ul style="list-style-type: none">- The Mobile App should not allow Customers to purchase a time period that overlaps with the time period that the No Stopping regulations are in effect- In instances where Customers attempt to purchase a time period that overlaps with the time period that the No Stopping regulations are in effect, the Mobile App should provide guidance to the Customer on what the issue is and how to proceed	Critical	Yes					Parkmobile exceeds this requirement. This is a standard default setting in all of our apps. The City also has the ability to change these rules, either for one space or for all spaces, at any time based on special events or changes in regulations.
2.19	Transaction	<ul style="list-style-type: none">- The Mobile App should not allow Customers to park a plate specified as a regular vehicle in a designated motorcycle space- If a Customer attempts to complete a transaction with a plate specified as a regular vehicle in a designated motorcycle space, the Mobile App should provide guidance to the Customer on what the issue is and how to proceed	Desirable	Yes					Parkmobile exceeds this requirement. This is a standard default setting in all of our apps.
2.20	Transaction	<ul style="list-style-type: none">- For a Customer's first transaction on a City street, they should be presented with a message that indicates:<ol style="list-style-type: none">1. The purpose for which the information is being collected2. The legal authority for collecting it, and3. The title, business address and business telephone number of an officer or employee who can answer questions about the collection- If this can occur prior to the first transaction, please provide details in the comment section	Critical	Yes					Parkmobile accepts this solicitation requirement and we are willing to customize our City of Vancouver operations to accommodate this protocol.
2.21	Transaction	The Solution should enable the City to control messaging (e.g. No Stopping Messaging) in the Mobile App	Desirable	Yes					Parkmobile exceeds this requirement. We regularly provide our municipal partners with 'Banner Messages' that go out to their patrons when they begin a parking session. Our platform is smart enough to only provide these messages in 'local areas' therefore, a patron in another Parkmobile city would not receive the alert, even if they are registred in the City of Vancouver.
2.22	Transaction	<p>There are two scenarios that require Customers to pay for parking in advance:</p> <ol style="list-style-type: none">1. Customers that park in the morning prior to pay parking coming into effect (e.g. a customer that arrives at 8 AM and wishes to pay for parking between 9 AM - 10:15 AM)2. Customers that park at a space in the evening should be able to pre-pay for parking for the next morning	Critical	Yes					Parkmobile meets these requirements. These are features we provide to several existing municipal partners including Washington DC.
2.23	Transaction	<ul style="list-style-type: none">- Without using an account, Customers can purchase a Parking Session using license plate, MPP ID, and valid payment information according to the metered space/zone's parking rate- The time period to be purchased should be in accordance with any parking rules and regulations for the metered parking space/zone- Prior to finalizing a purchase, the details (location, MPP ID, time, cost, warning messages) of the transaction should be clear to the Customer- The Mobile app may offer to create account post-transaction using information provided	Desirable	Yes					Parkmobile meets this requirement. We provide this functionality to several private parking management partners and offer this same functionality to the City of Vancouver.
2.24	Other Features	<p>The Mobile App should be able to direct the Customer to a configurable URL (e.g. http://vancouver.ca/streets-transportation/pay-your-ticket.aspx) to allow paying for City issued parking tickets</p> <ul style="list-style-type: none">- If a more direct way to pay a parking ticket is an option, please note in the comment section	Optional	Yes					Parkmobile meets this requirement. We work with several of our municipal partners to guide patrons to additional services. Examples, include the cities of Milwaukee and St. Louis where patrons can go to websites setup and using Parkmobile or the Cities customized url to pay for citations, register for permits, etc on a daily basis.
2.25	Transaction	<ul style="list-style-type: none">- Using a device's GPS features, the Mobile App should automatically suggest the exact metered parking space/zone or a short list of metered parking spaces/zones to help the Customer to complete a transaction faster and more accurately- If the Solution can offer other location aware features to enhance Customer experience, note them in the comments section	Desirable	Yes					Parkmobile exceeds this requirement. Our Find My Car/GPS enabled functionality is a default setting in our apps. We update these details for each new space everytime new parking inventory is added by a municipal partner.

2.26	Transaction	<div>- Vancouver is home to four distinct car sharing organizations (Modo, car2go, Evo, ZipCar) and approximately 2500 car share vehicles</div> <div>- For Customers to pay for parking with a car share vehicle, the Mobile App should provide a user-friendly way to pay for a car sharing vehicle without having to manually enter the car sharing vehicle's plate</div>	Desirable	Yes					Parkmobile meets this requirement. We have existing relationships with Car Sharing programs across North American and we can customized the City of Vancouver's system to integrate with any of these vendors.
2.27	Post Transaction	<div>- Customer should receive a reminder notification a set time period prior to the end of the their Parking Session</div> <div>- Mobile App push notifications are more desirable than text messages for this purpose</div> <div>- If more than one option available, the Customer should be able to select their preference (or none)</div>	Critical	Yes					Parkmobile exceeds this requirement. These are standard default features in our apps. Patrons have the ability to choose how they are notified, including push notifications.
2.28	Post Transaction	<div>In instances when the end of a Customer's Parking Session is close to a No Stopping regulation coming into effect, the Customer should receive a reminder with messaging that informs them of this</div>	Optional	Yes					Parkmobile meets this requirement. We provide patrons in many markets with these notifications in several of our larger market partnerships. Our platform has the ability to customized this process flow for each block in the City and to update these protocols as needed.
2.29	Post Transaction	<div>- Customer should be able to extend the time purchased on an individual Parking Session</div> <div>- If conflicts with the Maximum Stay or No Stopping restrictions regulations are encountered, appropriate messages and guidance should be provided to the Customer</div>	Critical	Yes					Parkmobile exceeds this requirement. These are default settings in all of our apps.
2.30	Post Transaction	Customer should be able to extend Parking Sessions created using the IVR system	Optional	Yes					Parkmobile exceeds this requirement. This is a default setting on all of our apps.
2.31	Post Transaction	Customer should be able to see on the Mobile App how much time is remaining on their current Parking Session	Critical	Yes					Parkmobile meets this requirement. We have the ability to customized this protocol for the City of Vancouver.
2.32	Post Transaction	<div>- Customer should be able to end a Parking Session with time remaining and only pay for time that has elapsed. This would not be available for areas that require minimum amounts of time to be purchased.</div> <div>- Customer should be able to end a Parking Session created using the IVR system</div>	Desirable	Yes					Parkmobile exceeds these requirements. These are standard default features in all of our apps.
2.33	Post Transaction	<div>- If selected as an option for their account, the Customer should receive a confirmation of the cost and duration of their Parking Session via one or more of the following options: 1. An email 2. A text message 3. A Mobile App notification</div> <div>- If more than one option available, the Customer should be able to select their preference (or none)</div>	Optional	Yes					Parkmobile exceeds these requirements. These are standard default featues in all of our apps and patons have access to all of this data in a PCI DSS v3 Level 1 secure environemnt 24/7/365.
2.34	Post Transaction	<div>- Using the Mobile App, Customers should be able to access history of all of their Parking Sessions that includes information such as location of a Parking Session, license plate used, amount paid, time purchased, time of transaction (including Parking Session extensions)</div> <div>- Reporting should include some basic filtering capability (plate, date range, location)</div> <div>- Report should be exportable to other file formats (e.g. pdf, csv)</div> <div>- Customer should be able to send a history of Parking Sessions to an email address</div>	Desirable	Yes					Parkmobile exceeds these requirements. Our customer service team uses Zendesk and provides all of our patrons with self service features 24/7/365. All of our call centers are based in North America and patrons can get to a live body operator at any time, if necessary.
2.35	Post Transaction	<div>- The City's most common customer call to the 311 call centre is related to the use of the MPP System (such as resolving a ticket as a result of using a wrong license plate)</div> <div>- The Mobile App should provide some self-service help features to help mitigate these calls. For example, this could be address by introducing the ability to change a plate for an active Parking Session</div> <div>- If the Solution can offer self-service help features to enhance Customer experience, note them in the comments section</div>	Optional	Yes					Parkmobile meets this requirement. Our customer call center personnel regularly receive broken meter information and pass along to our municipal partners.
2.36	Other Features	Customer should be able to report broken meter equipment to the City using the Mobile App	Optional	Yes					Parkmobile exceeds this requirement. Earlier this year at the International Parking Institute (IPI) Conference we introduced our partnership with INRIX. Through this relationship we now have the ability to offer Houston available space functionality both on as well as off street. INRIX is the preferred provider of parking information and services to leading automakers, including Audi, BMW, Lexus and Porsche, as well as transportation agencies and drivers around the world.
2.37	Other Features	<div>- All parking meters within the City are mapped with GIS coordinates</div> <div>- The Mobile App should present Customers with an interface map showing the locations of metered parking spaces/zones and associated parking regulations and rates</div>	Optional	Yes					Parkmobile exceeds these requirements. Patrons have access to their historical parking at all times in a PCI DSS v3 Level 1 secure environment. Our new INRIX integration will soon allow for real time availability data and we are fully integrated with all the sensor vendors in North America and Eurpoe.
2.38	Other Features	<div>- For the functionality described in 2.37, the Mobile App should offer the ability to show historical parking availability by time of day</div> <div>- Although information is not currently available, the Mobile App should offer the ability to show real time parking availability</div> <div>- The City does not currently have sensors, but there may be the capability to infer parking availability based solely on MPP use in the future</div>	Optional	Yes					Parkmobile accepts this requirement.

2.39	Other Features	If a Customer has a plate registered on their account that has been flagged for ticketing or towing by City PEOs (likely via the Parking Enforcement Platform), the Solution should notify the Customer that this has occurred.	Optional	Yes				Parkmobile exceeds this requirement. This is a standard default setting in our Fleet Management module and is regularly used by trades vehicles, commercial vehicles as well as private vehicles with residential permitting permissions on a daily basis across North America.
2.40	Account-Based Parking Rules (ABPR)	Prior to paying for parking, the Mobile App should give Customers the option of using their ABPR privileges (if applicable) or using what is available publically (e.g. a City worker entitled to free parking at meters while working but would not want to use this feature on a day off).	Desirable	Yes				Parkmobile excceeds these requirements. These are standard default settings for our Fleet Management module.
2.41	Account-Based Parking Rules (ABPR)	If the Customer chooses to use their ABPR on their account, this functionality should meet the same requirements as listed in 2.16 but take into account the APBR overrides where applicable - For example, if the metered space/zone has a max stay of 2 hours, but the Customer's ABPR allows for a Max Stay of 3 hours at this space, then the Customer could stay for a maximum of 3 hours	Desirable	Yes				Parkmobile excceeds these requirements. These are standard default settings for our Fleet Management module.
2.42	Account-Based Parking Rules (ABPR)	- If applicable, the Mobile App should not allow Customers to purchase more time than indicated by the Maximum Stay regulations permitted by ABPR - If a Customer attempts to purchase more time than the Maximum Stay permitted by ABPR privileges, the Mobile App should provide guidance to the Customer on what the issue is and how to proceed	Desirable	Yes				Parkmobile excceeds these requirements. These are standard default settings for our Fleet Management module.
2.43	Account-Based Parking Rules (ABPR)	- Customer's ABPR may allow some vehicles to park in No Stopping regulations (e.g. Registered Commercial vehicles could pay to park in marked Commercial Loading Zones)	Desirable	Yes				Parkmobile exceeds these requirements. These are standard default settings for our Fleet Management module; in fact, we are customizing a commercial vehicle feature for our upcoming operations in New York City. We offer this same functionality with the ability to customized to the City of Vancouver as well.
2.44	Account-Based Parking Rules (ABPR)	Customers should have the option to link specific payment information to use of their ABPR features (e.g. a corporate credit card(or account that can be invoiced) is used for ABPR privileges, a private credit card is used for non-ABPR transactions)	Desirable	Yes				Parkmobile exceeds this requirement. We also offer the City of Vancouver the ability to allow their customers to link pre tax discount payment methods to their Fleet Management accounts. All of these features are customizable based on the needs of the City.
2.45	Account-Based Parking Rules (ABPR)	- Using the Mobile App, Customers with ABPR privileges should be able to access a history of all their Parking Sessions as listed in 2.34 including information on ABPR features utilized	Desirable					Parkmobile exceeds this requirement. We can also offer the City of Vancouver the ability to review the parking history's for any City owned vehicles in this program.

Annex 2 - Section 3.0 - Mobile Parking Payment (APP + IVR) - IVR System Functionality Matrix

NOTE: These capabilities are the business unit specifications for the Solution. The proponent is expected to provide details regarding the proposed Solution functionality which will enable the business unit to achieve the associated capability.

ID	Category	Associated Functionality within Proposed Solution	Mandatory/ Critical / Desirable / Optional	Yes	No	Third Party	Customized	Comment
3.1	Account Set-up/Maintenance	Customers can to create a secure MPP account for their exclusive use	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default setting for our IVR platform
3.2	Account Set-up/Maintenance	Customers can add one or more licence plates (from all North American jurisdictions)	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default setting for our IVR platform
3.3	Account Set-up/Maintenance	Customers can specify vehicle type (e.g. regular vehicle or motorcycle) to each plate on MPP account	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default setting for our IVR platform
3.4	Account Set-up/Maintenance	To reduce licence plate selection errors, Customers can add custom identifiers (e.g. nickname) to each plate on MPP account. Describe how the Solution will use custom identifiers to reduce licence plate errors in the comments section. If other methods to reduce licence plate selection errors are part of the Solution, include a description in the comments section.	Desirable	Yes				Parkmobile accepts this solicitation requirement. We offer the City of Vancouver the ability to customize these identifiers for their IVR operations and be ready to deploy this process flow.
3.5	Account Set-up/Maintenance	Customers can add/modify/remove credit card information to their MPP account	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default setting for our IVR platform
3.6	Account Set-up/Maintenance	Customers can add/modify/remove additional payments methods to MPP account (Credit Card or non-Credit Card). This will result in multiple payment options stored on one MPP account.	Desirable	Yes				Parkmobile exceeds this requirement. We offer more payment methods than any other vendor in the market. We accept all traditional credit/debit cards (e.g., Visa, MasterCard, Discover, AMEX) and we accept the most emerging payment methods (e.g., PayPal (since 2011), VisaCheckout, MasterPass and our own Parkmobile Wallet. Our platform is designed to accept new payment methods as they hit the marketplace with no additional costs to our municipal partners.
3.7	Transaction	- Using their MPP account, Customers can purchase a parking session using license plate, MPP ID, and valid payment information according to the metered space/zone's parking rate - The time period to be purchased should be in accordance with any parking rules and regulations for the metered parking space/zone - Prior to finalizing a purchase, the details (location, MPP ID, time, cost, warning messages) of the transaction should be clear to the Customer	Critical	Yes				Parkmobile exceeds these requirements. These are standard default features for our IVR platform. Moreover, before a parking session begins the patron must affirmatively accept the payment terms by tapping OK in the app; no charges are ever placed on a members account without first going through this process.
3.8	Transaction	- The IVR system should not allow Customers to purchase more time than indicated by the Maximum Stay regulations - If a Customer attempts to purchase more time than the Maximum Stay, the IVR system should provide guidance to the Customer on what the issue is and how to proceed	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default feature for our IVR platform. We also have a 'No Return Time' protocol that allows a municipality to prohibit a vehicle from paying to park again in the same space for a time determined by the City. Some cites set this protocol for five minutes, others up to a half hour and in some instances (where long term parking is allowed) up to 24 hours. Our system is completely customizable based on the City of Vancouver's needs.
3.9	Transaction	- The IVR system should not allow Customers to purchase a time period that overlaps with the time period that the No Stopping regulations are in effect - In instances where Customers attempt to purchase a time period that overlaps with the time period that the No Stopping regulations are in effect, the IVR system should provide guidance to the Customer on what the issue is and how to proceed	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default feature for our IVR platform. The City also has the ability to change these rules, either for one space or for all spaces, at any time based on special events or changes in regulations.
3.10	Transaction	- The IVR system should not allow Customers to park a plate specified as a regular vehicle in a designated motorcycle space - If a Customer attempts to complete a transaction with a plate specified as a regular vehicle in a designated motorcycle space, the IVR system should provide guidance to the Customer on what the issue is and how to proceed	Desirable	Yes				Parkmobile exceeds this requirement. This is a standard default setting in our IVR platform.
3.11	Transaction	For a Customer's first transaction on a City street, they should be presented with a message that indicates: 1. The purpose for which the information is being collected 2. The legal authority for collecting it, and 3. The title, business address and business telephone number of an officer or employee who can answer questions about the collection	Critical	Yes				Parkmobile accepts this solicitation requirement and we are willing to customize our City of Vancouver operations to accommodate this protocol.
3.12	Transaction	The Solution should enable the City to control messaging (e.g. No Stopping Messaging) for IVR system.	Desirable	Yes				Parkmobile exceeds this requirement. We regularly provide our municipal partners with 'Banner Messages' that go out to their patrons when they begin a parking session. Our platform is smart enough to only provide these messages in 'local areas' therefore, a patron in another Parkmobile city would not receive the alert, even if they are registred in the City of Vancouver.

3.13	Transaction	There are two scenarios that require Customers to pay for parking in advance: 1. Customers that park in the morning prior to pay parking coming into effect (e.g. a customer that arrives at 8 AM and wishes to pay for parking between 9 AM - 10:15 AM) 2. Customers that park at a space in the evening should be able to pre-pay for parking for the next morning	Desirable	Yes				Parkmobile meets these requirements. These are features we provide to several existing municipal partners including Washington DC.
3.14	Transaction	- Without using an account, Customers can purchase a parking session using license plate, MPP ID, and valid payment information according to the metered space/zone's parking rate - The time period to be purchased should be in accordance with any parking rules and regulations for the metered parking space/zone - Prior to finalizing a purchase, the details (location, MPP ID, time, cost, warning messages) of the transaction should be clear to the Customer - The IVR system offers to create account post-transaction using information provided	Desirable	Yes				Parkmobile meets this requirement. We provide this functionality to several private parking management partners and offer this same functionality to the City of Vancouver.
3.15	Post Transaction	- Customer should receive a text message a set time period prior to the end of the their parking session	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default setting for our IVR platform
3.16	Post Transaction	In instances when the end of a Customer's Parking Session is close to a No Stopping regulation coming into effect, the Customer should receive a reminder with messaging that informs them of this	Optional	Yes				Parkmobile meets this requirement. We provide patrons in many markets with these notifications in several of our larger market partnerships. Our IVR platform has the ability to customized this process flow for each block in the City and to update these protocols as needed.
3.17	Post Transaction	- Customer should be able to extend the time purchased on an individual parking session - If conflicts with the Maximum Stay or No Stopping restrictions regulations are encountered, appropriate messages and guidance should be provided to the Customer	Critical	Yes				Parkmobile exceeds this requirement. This is a standard default setting for our IVR platform.
3.18		Customer should be able to extend parking sessions created using the Mobile App		Yes				Parkmobile exceeds this requirement. This is a standard default setting for our IVR platform.
3.19	Post Transaction	If selected as an option for their account, the Customer should receive a confirmation of the cost and duration of their parking session via one or more of the following options: 1. An email 2. A text message - If more than one option available, the Customer should be able to select their preference (or none)	Desirable	Yes				Parkmobile exceeds this requirement. This is a standard default setting for our IVR platform.

Annex 2 - Section 4.0 - Mobile Parking Payment (APP + IVR) - Reporting Functionality Matrix

NOTE: These capabilities are the business unit specifications for the Solution. The proponent is expected to provide details regarding the proposed Solution functionality which will enable the business unit to achieve the associated capability.

ID	Category	Associated Functionality within solution	Mandatory/ Critical / Desirable / Optional	Yes	No	Third Party	Customized	Comment
4.1	Reporting Standards	<div><div>- In general, the Solution reporting requirements will provide access to the underlying raw data, ideally via a direct feed on an on-demand frequency. For example, the underlying, directly-accessed raw data can be coupled with a data visualization / reporting layer (such as Business Objects, Tableau, QlikView).</div><div>- The Solution should support pulling of all required data into a data infrastructure of City’s choice</div></div>	Desirable	Yes				Parkmobile exceeds these requirements. We provide our municipal partners with customizable Reporting Portals as well as credentials for all designated City staff to access all details related to operations. Parkmobile never stores credit/debit card or any other payment method details, therefore, the City does not have to worry about access to Personally Identifiable Information (PII) being shared or stolen. As a continuous learning company we are consistently updating our reporting features, such as our new partnership with Smarking that we offer the City of Vancouver. While we grow with new functionality all of these options will be offered to the City.
4.2	Rights and permissions	<div><div>- Specific User roles and audience permissions will need to be specified, including support for data level permissions (depending upon design).</div><div>- The Solution will enable reports to be allocated to specific levels of employee e.g. PEOB Supervisor, TE CSR, etc.</div></div>	Critical	Yes				Parkmobile meets these requirements. We provide this level of service to many of our existing municipal partners.
4.3	Reporting - Financial	<div>City should have unimpeded access to a user-friendly website or software for financial purposes. The following reports should be available for viewing and export/download in tabular (.xlsx and .csv) format:<div><div>- Customer contact information (phone number, email address, plate, veh type)</div><div>- Individual transaction reports (i.e. reports that includes complete transaction details e.g. MPP ID, Meter ID, type of metered parking space, Street and block, pre-defined City areas, rate, transaction amount, start/end time, license plate, payment type, charge reference number, MPP type [App or IVR], type of transaction i.e. start/extension)</div><div>- Summary transaction reports e.g. daily, weekly, monthly or annual reports (which also allow for filtering such as by parking space or zone, block, pre-defined COV areas, rate, amount paid, license plate, time of day).</div></div><div>Please see Appendix G MPP Sample Reports for a listing of most of the current reports used by City</div></div>	Critical	Yes				Parkmobile exceeds these requirements. These are standard default features for our municipal partners in our Reporting Portal. All of the functionality details required by the City of Vancouver are provided by Parkmobile to our partners in exportable formats (i.e., Excel, CSV, pdf, etc). Furthermore, our new integration with Smarking will provide the City of Vancouver with even more reporting functionality beyond the requirements of this solicitation.
4.4	Reporting - Customer Service Agents (311 & Parking Enforcement Customer Service)	<div>City should have unimpeded access to a user-friendly website or software for customer service purposes. The following reports should be available for viewing and for export/download in tabular (.xlsx or .csv) format:<div><div>- Customer transaction reports (i.e. Customer's parking transaction history) e.g. history of dates, times, space location (Meter ID /MPP ID), transaction amount, type of transaction (initial / extension), payment type, last four digit of credit card, parking time credits & refunds.</div><div>- IVR Transaction Log Report</div><div>- Mobile App Transaction Log Report</div></div><div>These report can be generated by querying phone number, email address, license plate or last four digits of a credit card.</div><div>Please see Appendix G MPP Sample Reports for a listing of most of the current reports used by City</div></div>	Critical	Yes				Parkmobile exceeds these requirements. These are all standard features of our Reporting Portal for our municipal partners. All of this functionality is provided in exportable formats as mentioned above.

4.0 Reporting

4.5	Reporting - Parking System Analysis	<p>City should have access to a user-friendly website or software to view reports online to evaluate:</p> <ul style="list-style-type: none">- parking usage and revenue patterns- program performance <p>Reports would summarize results in tables and/or graphs, and if applicable, results can be visually displayed on a map interface. Example of these summary reports may include statistics on:</p> <ul style="list-style-type: none">- Parking activity (revenue and paid occupancy) by metered space/block/area- Parking duration by metered space/block/area- Time of day parking activity by metered space/block/area- Number of new Customer transactions per month- Number of Parking session per Customer per month- Value (\$) and duration (min) of initial/extension Transaction per month- MPP Solution outages (MPP mobile App, IVR system) <p>The reports should allow for selection, either from a list (space, block, pre-defined City areas, rate, amount paid, MPP type, ABPR user group) or by using an interactive map where geofences (areas of concern, analysis areas) can be defined in variety of methods (e.g. import a GIS file, manually created).</p> <p>These summary reports (tables, graphs, maps) should be available for export in tabular (.xlsx and .csv) and/or PDF format.</p>	Desirable	Yes				Parkmobile exceeds these requirements. These are standard default features for our municipal partners in our Reporting Portal. All of the functionality details required by the City of Vancouver are provided by Parkmobile to our partners in exportable formats (i.e., Excel, CSV, pdf, etc). Our new integration with Smarking will provide the City of Vancouver with even more reporting functionality beyond the requirements of this solicitation. We have created city specific reporting dashboards for partners such as the cities of Oakland, CA, San Diego and Miami Beach.
4.6	Reporting - ABPR	<p>The Solution should allow organizations with multiple subordinates with ABPR to see reports on how ABPR is being used via a user-friendly website or software.</p>	Optional	Yes				Parkmobile exceeds this requirement. As mentioned previously, we can immediately accommodate all ABPR functions through our existing Fleet Management program. Through this platform we can allow any organization identified by the City to access these report details.
4.7	Ad-hoc Report Capability	<p>The Solution has query logic to support ad-hoc reports. For example, create a mechanism that allows a User to create a 'Custom report' using predefined fields that are being searched for in a specific way (query).</p> <p>To the extent reports cannot be modified by the User, the Contractor shall develop additional, non-standard reports at no extra cost to the City during the term of the contract. Timing of the reports’ development will be dependent on the complexity of the request and will be mutually agreed upon between the City and the Proponent.</p> <p>Please see Appendix G MPP Sample Reports for a listing of most of the current reports used by City</p>	Critical	Yes				Parkmobile exceeds this requirement. Currently, members have the ability to customized the details of their parking history. We are also willing to provide th City of Vancouver with ad hoc report at no additional costs; we regularly perform these services for our municipal partners.
4.8	Reporting Standards	<p>Reports can be run on-demand or saved and run on a schedule (date/time) with output type and destination to be specified by the City</p>	Desirable	Yes				Parkmobile exceeds this requirement. This is a standard default feature of our mobile payment platform.

Annex 2 - Section 5.0 - Mobile Parking Payment (APP + IVR) - Customer Service Functionality Matrix

NOTE: These capabilities are the business unit specifications for the Solution. The proponent is expected to provide details regarding the proposed Solution functionality which will enable the business unit to achieve the associated capability.

ID	Category	Associated Functionality within solution	Mandatory/ Critical / Desirable / Optional	Yes	No	Third Party	Customized	Comment
5.1	View MPP account profile	The Solution should enable the CSR to review a Customer MPP account profile. The following attributes would be required with this review: - Search / filter options - Capability to view all plates on the account - View current and historical parking transactions details (such as time, date, plate, MPP ID, payment details and duration) as listed in 4.4 Reporting - Customer Service Agent requirement - Display of last 4 digit of the current credit card info with expiry date	Critical	Yes				Parkmobile meets these requirements. City of Vancouver staff will have the ability to access all of these details through our default reporting portal provided to our municipal partners.
5.2	Customer Service Agent access	The Solution should enable the CSR to add/update Customer MPP account information. - Add/Edit credit card number & expiry date, plates and vehicle type - Modify PIN - Suspend account and/or delete account - View customer IVR access log, Mobile App access log and data communication - Capability to access user current parking transaction, and parking time credit report	Critical	Yes				Parkmobile exceeds these requirements. These are standard default features related to account set up in our system, including the ability to add/edit/suspend or delete account details. All of this functionality is provided in a PCI DSS v3 Level 1 secure environment.
5.3	Customer Service Agent access	The Solution should enable the CSR (while assisting a Customer) to search and view metered parking regulations and rates for a specific MPP ID or Meter ID	Desirable	Yes				Parkmobile exceeds this requirement.
5.4	Customer Service Agent access Customization	The Solution should allow the City to customize web-site/software interface to accommodate CSRs workflow for assisting Customers	Desirable	Yes				Parkmobile accepts this solicitation requirement and would have this process flow in place before operations begin.
5.5	Customer Service Agent tools	The Solution should allow for the CSR to issue: - Parking time credit - Manually initiate a transaction	Critical	Yes				Parkmobile meets this requirement.
5.6	Customer Service Agent tools	When a CSR issues a parking time credit or initiates a transaction on a Customer's MPP account, the Solution should allow: - Entering an explanation comment for the parking credit/transaction (e.g. from a drop-down menu with "Broken Meter", "Incorrect MPP ID", etc. as selections) for recording purposes. - A CSR to view explanation comment (as described above) when viewing parking transaction history and/or parking time credit report	Desirable	Yes				Parkmobile meets this requirement.
5.7	Customer Service Agent tools	When a CSR issues a parking time credit on a Customer's MPP account, the Solution should allow the CSR to enter the time credit in either a time or dollar value	Desirable	Yes				Parkmobile meets this requirement.
5.8	Customer Service Supervisor tools (PEOB supervisor only)	The Solution should allow for a PEOB Supervisor to perform the following: - To reverse a transaction (refund an existing transaction) - Capability to search a transaction by the last 4 digit of the credit card number	Critical	Yes				Parkmobile exceeds these requirements.
5.9	Telephone Customer Service for the General Public	The City is planning on using its 311 and Ticket Enquiry Centre CSR's to provide telephone and online customer service for the MPP system. However, should the City choose to change its model for providing this customer service, the successful Proponent may be asked to provide it. Provide details on what services can be provided in the comments section. A separate section for pricing customer service for the general public will be available.	Desirable	Yes				Parkmobile exceeds this requirement. We currently provide these services to several of our municipal partners, including the Golden Gate Bridge District in the Bay Area of Northern California.

Annex 2 - Section 6.0 - Mobile Parking Payment (APP + IVR) - Transition Plan

NOTE: These capabilities are the business unit specifications for the Solution. The proponent is expected to provide details regarding the proposed Solution functionality which will enable the business unit to achieve the associated capability.

ID	Category	Associated Functionality within solution	Mandatory/ Critical / Desirable / Optional	Yes	No	Third Party	Customized	Comment
6.1	Transition Plan	The successful Proponent will be required to create and execute a comprehensive Marketing and Transition Plan. Details of the expected content of the Plan can be found in Annex 1, Section 5.6. Please provide comments on how you would approach the Marketing and Transition Plan in the comments section.	Critical	Yes				Parkmobile exceeds these requirements. These are standard features for our municipal deployments and we have provided a SAMPLE Transition Plan as well as marketing and social media details with this submission.

Annex 2 - Section 7.0 - Mobile Parking Payment (APP + IVR) - Training & Documentation Functionality Matrix

NOTE: These capabilities are the business unit specifications for the Solution. The proponent is expected to provide details regarding the proposed Solution functionality which will enable the business unit to achieve the associated capability.

ID	Category	Associated Functionality within Solution	Mandatory/ Critical / Desirable / Optional					Comment (required when not Yes or when specifically requested)
				Yes	No	Third Party	Partial or Custom	
7.1	Training Overview	Please outline any exceptions to the required list in the comments section. The Proponent is to provide training services for the following service types: - Front-end staff e.g. 311 customer service - Back-end staff: Administrative & Configuration services such as: * Adjusting the meter system inventory i.e. addition of new parking spaces/zones, parking rate changes, time limits, no stopping restrictions. * Set up special event rate schedule * Set up temporary special zone restriction - Reporting & Analytics, such as selecting, viewing and downloading transaction/summary reports - End-User training regarding general operations of the Solution.	Critical	Yes				Parkmobile understands and accepts this solicitation provision. We always provide our new municipal partners with class room based training and our implementations team offers to come to Missoula during at the outset of operations and go out into the field with parking enforcement officers as they familiarize themselves with our platform. Please see our details in the submission regarding maintenance of our platform.
7.2	Training Overview	Do you provide any alternative ongoing methods of providing training such as webinars, videos, test scenario for a new user.	Desirable	Yes				Parkmobile accepts this solicitation requirement and provides ongoing training through webinars, Parkmobile Manual Updates as well as in person training to many of our existitng partners. We offer the City of Vancouver annual training updates as well as in person assistance anytime requested by the management team.
7.3	Training Plan: Installation & Maintenance	The Training Plan should include/describe, at a minimum: details regarding the required materials, amount of time and expected learning objectives of a training course; In the comments section, please provide an example of your standard training material.	Critical	Yes				Parkmobile accepts this solicitation requirement. For each of our municipal deployments Parkmobile begins classroom based training for City staff prior to the Go Live date and we would send members of our Implementations Team to Vancouver to work with staff, including Parking Enforcement Officers to ensure they are comfortable with our platform before operational deployment. A copy of our nForce Training Manual is included with the Supplemental Materials of this submission.
7.4	Training Schedule	The Proponent should create a training schedule during city core hours and to include designated training locations in conjunction with the Project Team or other designated City training personnel.	Critical	Yes				Parkmobile’s training goal for each new deployment is to educate Parking Enforcement Officer’s (PEO’s) on how to user of their enforcement devices for mobile payments on our platform ensuring a high comfort level with using the citation work flow through the existing system. Our team will come to Vancouver and provide enforcement training in a classroom-like setting with a maximum of 10 PEO’s in attendance per session on the timeline determined by the City. We provide these training sessions across North America for new as well as existing partners.
7.5	Project Documents & Deliverables	Please refer to Annex 1, section 4 for the details of the required deliverable. Please outline any exceptions to the required list in the comments section.	Critical	Yes				Parkmobile accepts all of these required deliverables. There are no exceptions needed on our part.
7.6	Document Format	All documents should be provided in both electronic and hard copy format	Critical	Yes				Parkmobilie accepts this solicitation requirement.

Annex 2 - Section 8.0 - Mobile Parking Payment (APP + IVR) - References

ID		Mandatory/ Critical / Desirable / Optional	Yes	No	Partial or Custom	Response
8.1	<p>The proposed Solution should have been fully operational for a minimum of one year.</p> <p>The latest version of the proposed solution and functionality should currently be in production (for a period of at least 6 months);</p> <p>Prototypes or items in test production and not formally announced for market availability are to be flagged clearly with comments in the responses.</p> <p>Provide at least two (2) descriptions of where a system similar to the Solution has been implemented. For each description, provide a corresponding reference.</p>	Critical	Yes			<p>Parkmobile exceeds all IVR platform requirements. Please see descriptions below for our similar municipal operations in Washington, DC (approximatley 20,000 on street spaces); Miami Beach (approximately 8,000 on street spaces); and the Golden Gate Bridge and Transportation District (approximately 1,500 off street spaces):</p> <p>-- In Washington, DC Parkmobile began mobile payment operations as a pilot in 2010 in direct competition with another mobile payment company. Together the District Department of Transportation (DDOT) and Parkmobile have developed and deployed the most successful mobile payment program in the world today. We collect nearly 55% of all on street meter revenue in the District and were the first mobile payment company to market with dynamic pricing in designated areas of DC (including around the Washington Nationals Ballpark) and state of the industry analytics that have been used in industry periodicals. Parkmobile's operations in Washington, DC underscore our commitment to our municipal partners and our ability to modify our operations based on the needs and feedback of our partners.</p> <p>-- In Miami Beach Parkmobile has one of the highest adoption rates for a mobile payment program in the country. Our deployment here is an example of how Parkmobile can customized our platform to accomodate local needs. For example, we created a customized portal for the City where they can track residential usage of on street metered parking (the City offers a discount to residents that park at meters). It is noteworthy that approximately 20% of all parking transactions initiated in Miami Beach are paid by customers through PayPal.</p> <p>-- Parkmobile currently provides our mobile payment services at all Golden Gate Ferry parking lots in the Bay operating in approximately 1,800 spaces. Our mobile payment platform generates over \$400,000 per year in municipal revenue. All revenue generated by the Bridge District is directly attributable to Parkmobile operations because our payment solutions are the only way to purchase daily or monthly permits on all lots.</p>
8.2	<p>If the Solution does not include a proven system as per the above section, then please describe how you would mitigate the risk to the City</p>	Optional	Yes			<p>Parkmobile exceeds all IVR platform requirements and our solution is used by over 2,000 partners across North America on a daily basis.</p>