VILLAGE OF DOBBS FERRY BOARD OF TRUSTEES AGENDA

MEETING DATE: AUGUST 11, 2020
AGENDA ITEM SECTION: PRESENTATION
AGENDA ITEM NO. : 1
AGENDA ITEM: PRESENTATION ON PARKING PERMIT SYSTEM AND THE PARK MOBILE APP
ITEM BACKUP DOCUMENTATION: 1. COPY OF PARK MOBILE PRESENTATION

ParkMobile

Powering Smart Mobility for the Village of Dobbs Ferry

Prepared by: Lex Blum

Date: 7/14/2020

DOBBS FERRY
NEW YORK

Agenda

1. ParkMobile Company Overview
2. General Overview of Products and Platform
3. Consumer Engagement
4. Final Thoughts

PARKMOBILE BY THE NUMBERS

19 Million+
USERS NATIONWIDE

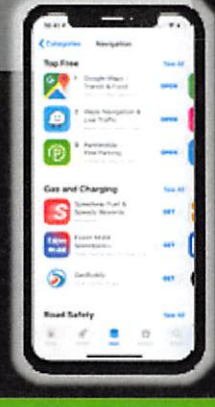
9 Million+
MONTHLY TRANSACTIONS

400+
CITIES & MUNICIPALITIES

41
OF THE TOP 100 CITIES

20+
AIRPORTS

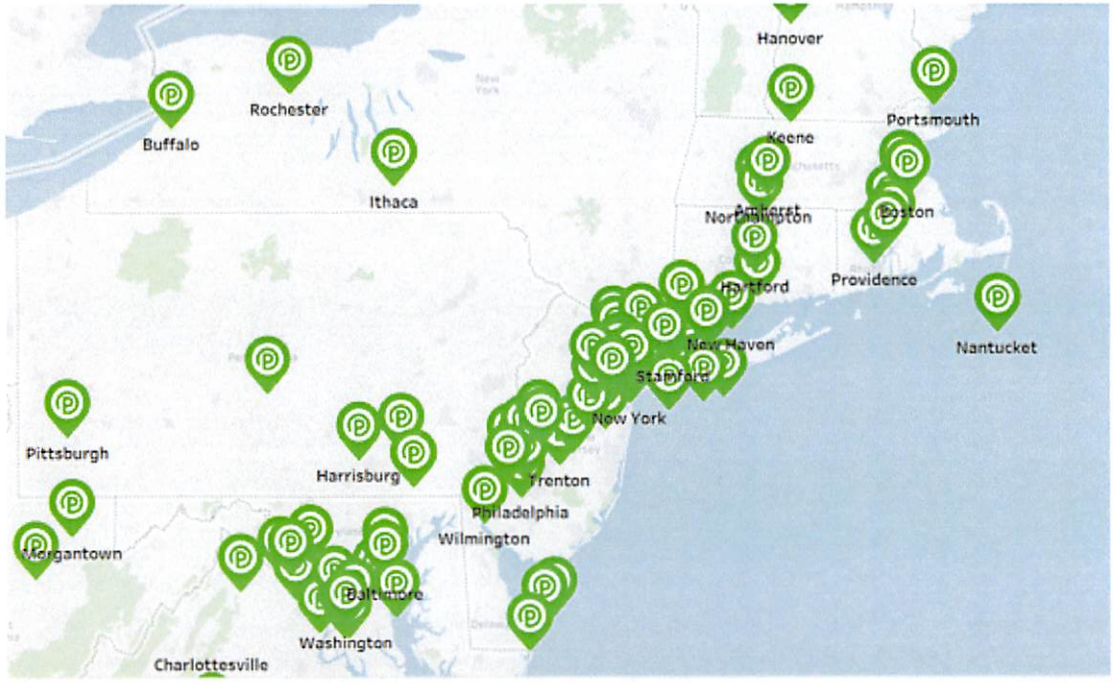
125+
UNIVERSITIES



- **Ranked #3** in the Navigation category of the app store only behind Waze and Google Maps
- Adopted by over **1 in 13 U.S. drivers**
- **To date over 785K App Store Reviews**

The ParkMobile Network

Connecting Drivers all along the I-95 Corridor



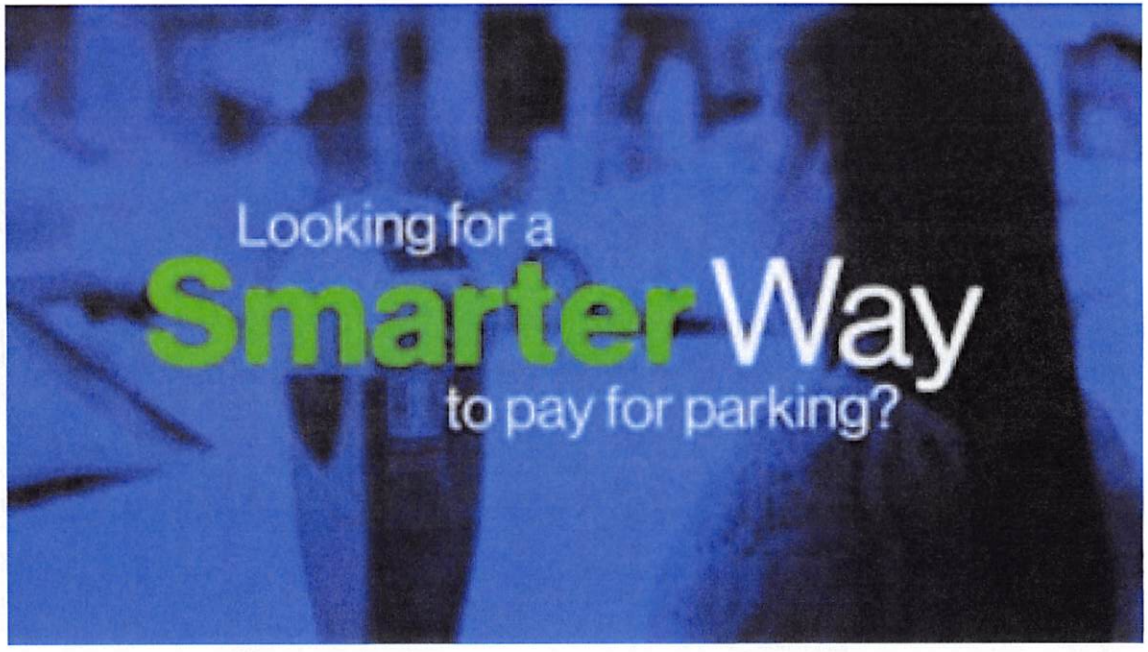
Current NY/NJ/CT Clients

- New York City
- Ardsley
- Elmsford
- Yonkers
- Orangetown
- Mamaroneck
- Cornwall on Hudson
- Croton on Hudson
- Suffern
- Greenwich
- Danbury
- Stamford
- New Haven
- Bridgeport
- Tuxedo
- Norwalk
- Ridgewood
- Englewood
- Hoboken
- Jersey City
- Union City
- West New York
- Guttenberg
- Caldwell
- Montclair
- Bloomfield
- East Orange

+450 other municipal and university deployments across the US

OVERVIEW OF OUR
PRODUCTS & PLATFORM
ParkMobile

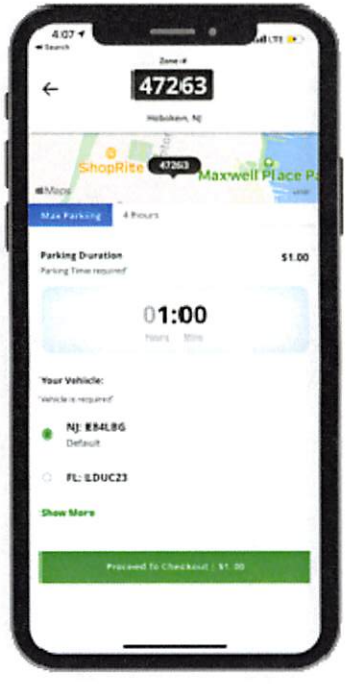
How ParkMobile Works



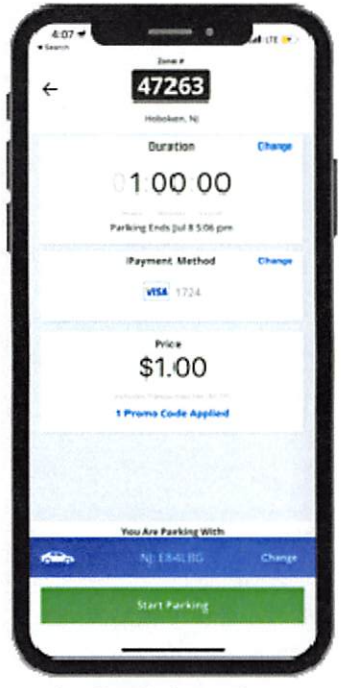
Simple, Intuitive User Flow Eliminates Friction

Download the ParkMobile App

Select or Enter ParkMobile Zone



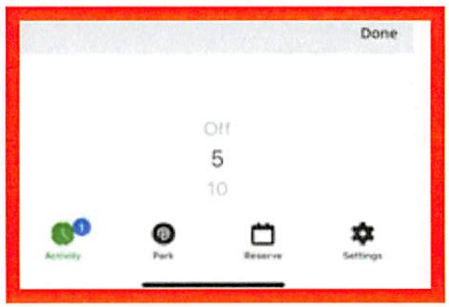
Choose Parking Time, Vehicle and Payment Method



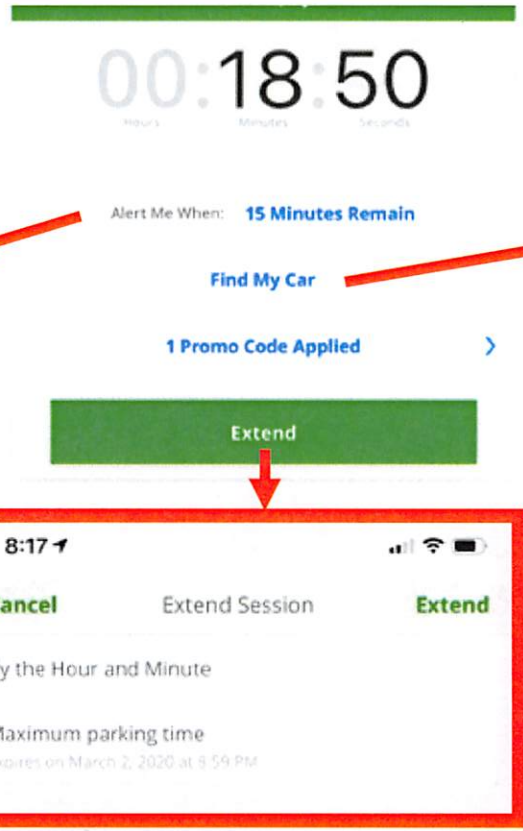
Confirm Information and Start Parking

Know how much time you have left. Extend time remotely

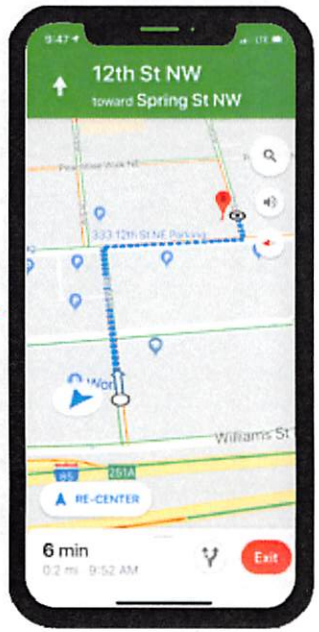
Feature Rich Customer Experience



Parking Alerts



Easily Extend Your Parking Session



Get walking directions back to your car

Parking Expiration Notifications Reminder

Email

Your Parking is About to Expire

ParkMobile

Parking Session Will End in 15 Minutes

Parking Session Details:

Started:	7/8/2020 4:07 PM
Will end:	7/8/2020 5:07 PM
Zone:	47263
Location:	Hoboken, NJ
Space:	n/a
License Plate Number:	E84LBG

You can **extend this parking session** if you

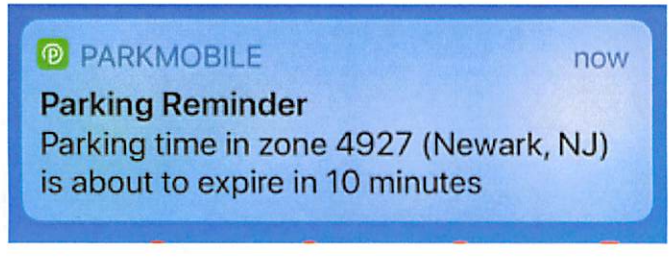
SMS Text

Today 7:20 PM

PARKING SESSION DEACTIVATION REMINDER
Will deactivate: 7:35 PM
Activated: 7/8/2020 1:35 PM
Zone: 58106
Space: n/a
LPN: E84LBG

Text Message

In- App notifications



Leader in the Connected Car

Truly Frictionless Parking

- ParkMobile is the only parking technology company natively integrated into full production automobiles
- On-demand and reservations available in-dash with companion app
- Enhanced user experience
  - Reserve and navigate to off-street parking directly through the vehicle head unit.
  - Automated prompt for on-street parking. Zone number locations are based on GPS of smartphone.
  - In-screen payment option combined with parking data and availability.
  - Remote extensions with ParkMobile app
- Live with BMW and Volvo
- Pilots completed with GM, Ford, Audi

Integrated to the Entire Mobility Ecosystem

- Integrated into 100+ different systems including:

Structured, Secured and Privacy Compliant

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

SSAE 16 CERTIFIED

PCI DSS CERTIFIED SERVICE LEVEL 1

INTERNATIONAL CERTIFICATIONS ISO 9001

NCPA National Cooperative Purchasing Alliance

PIPEDA

CCPA

CONSUMER ENGAGEMENT
ParkMobile

End-to-End Engagement and Activation

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

Awareness

- ✓ Signage
- ✓ Street Teams
- ✓ Local Media
- ✓ Wallet Cards
- ✓ Advertising

Adoption

- ✓ Welcome Email
- ✓ Demos
- ✓ In-App Messaging

Engagement

- ✓ Geo-Fencing and Geo-Targeting
- ✓ Event Notifications
- ✓ Push Triggers
- ✓ Facebook Ads

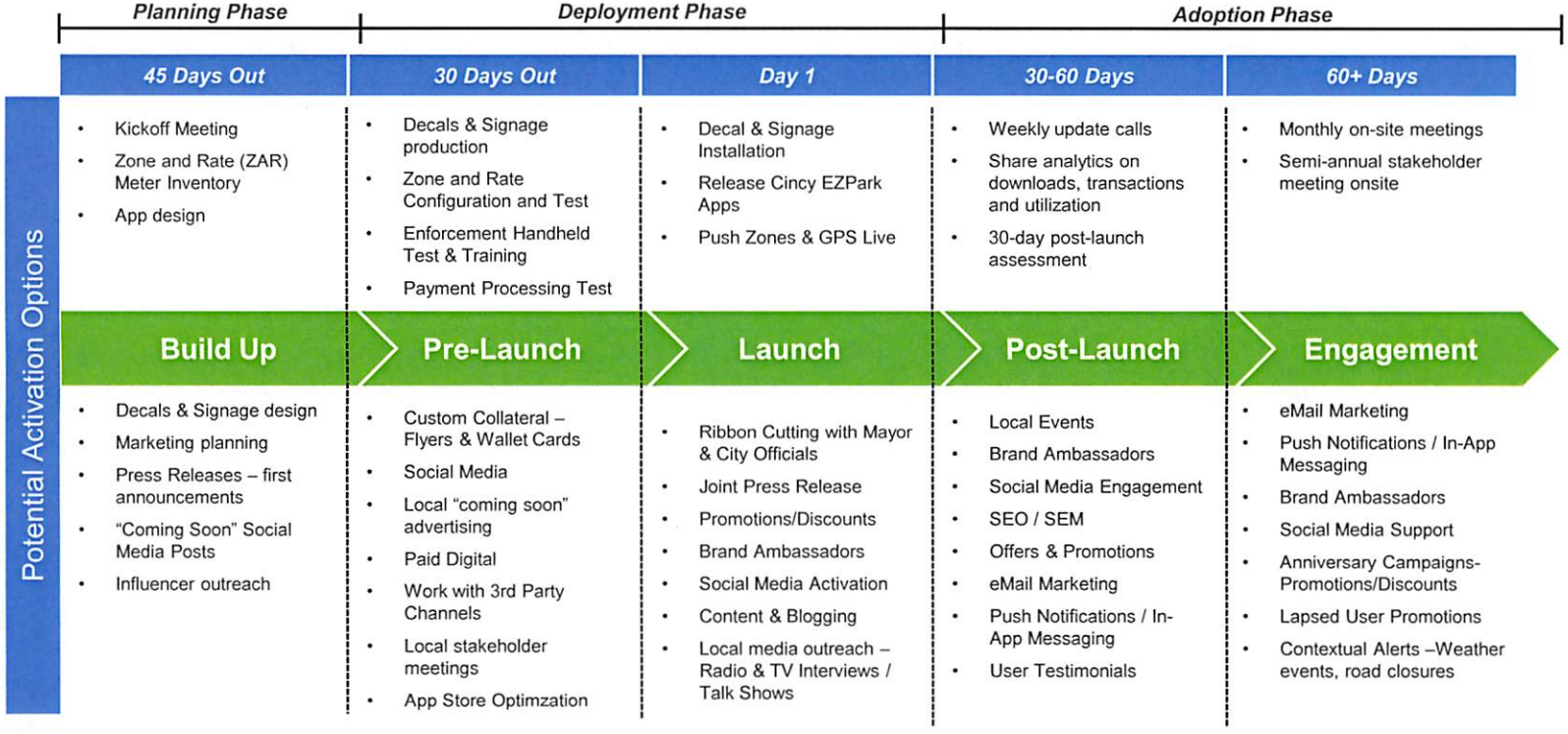
Retention

- ✓ ParkMobile Pro
- ✓ Promotions
- ✓ Re-engagement
- ✓ News & Updates

Advocacy

- ✓ App store reviews
- ✓ Social media
- ✓ Refer a Friend

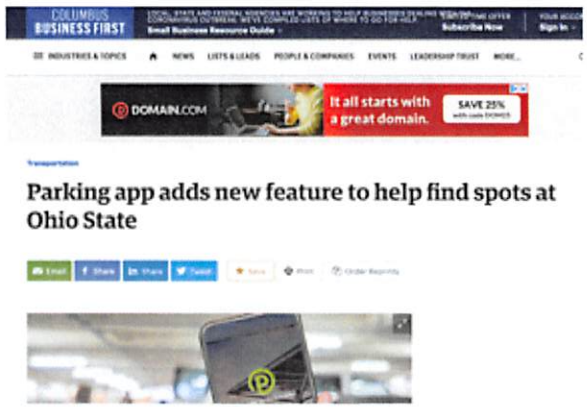
Complete End-to-End Launch Plan

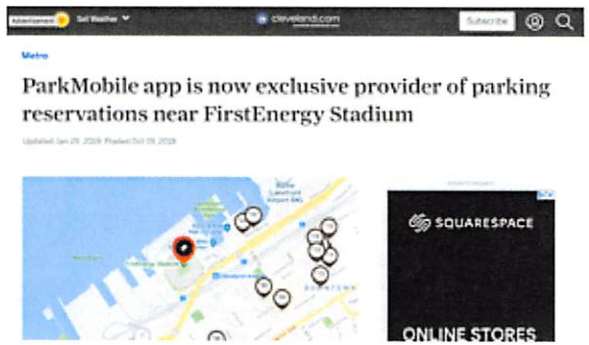


Updated Signage

Local Media

- Local and national print and television are some of the most powerful drivers of adoption and awareness, at launch and beyond. ParkMobile's PR team generates strong local media coverage for the launch of new markets.





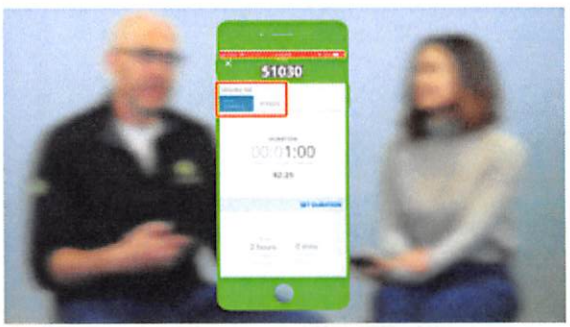
JP31

Extensive Video Assets to Drive Engagement

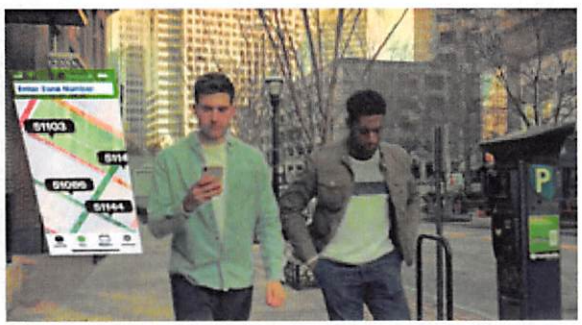
City Videos

White Labels

Product Features



How-To Videos



Commercials

Venues

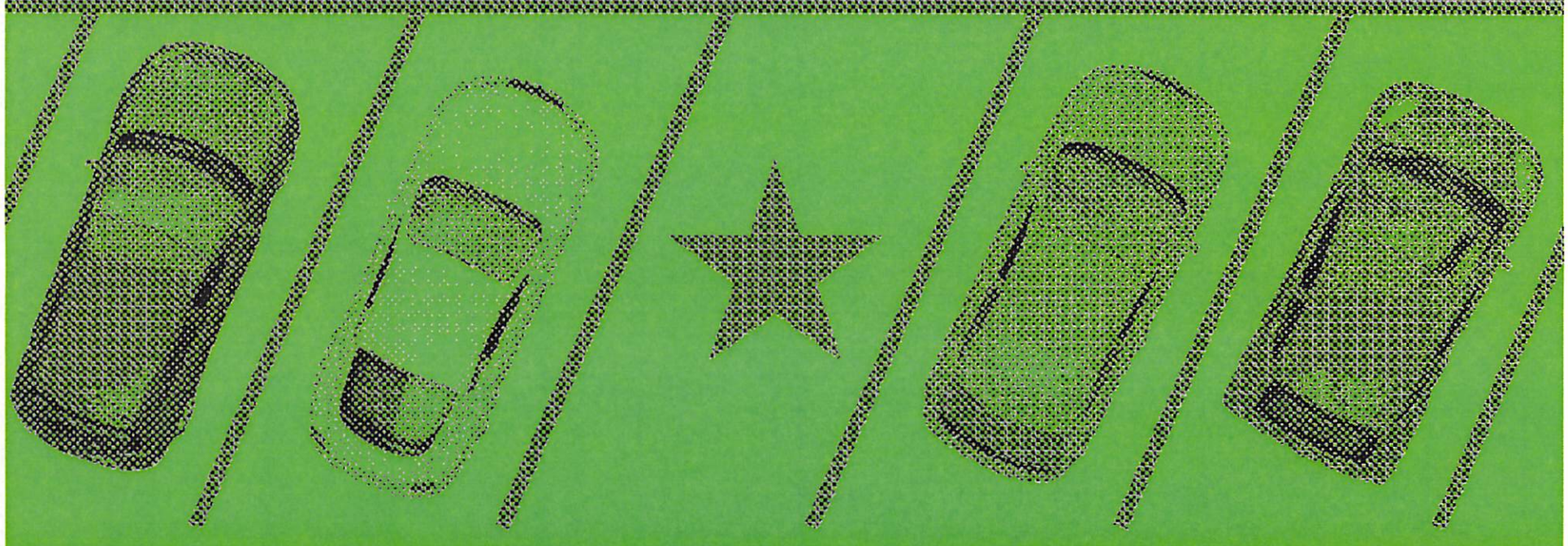
ParkMobile

CLICK ANY VIDEO TO PLAY

Slide 18

JP31 Jeff Perkins, 6/28/2020

FINAL THOUGHTS



ParkMobile

THANK YOU!
ParkMobile