

### **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



Powering Smart
Mobility for the Village
of Dobbs Ferry

Prepared by: Lex Blum Date: 7/14/2020



### Agenda

- ParkMobile Company Overview
- General Overview of Products and Platform
- **3** Consumer Engagement
- Final Thoughts

## PARKMOBILE BY THE NUMBERS





















OF THE TOP 100

CITIES & MUNICIPALITIES

TRANSACTIONS MONTHLY

**USERS NATIONWIDE** 

 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

Tuxedo

Ardsley

Norwalk

Elmsford

Ridgewood

Yonkers

• Englewood

Orangetown

\_\_\_\_\_

Mamaroneck

Hoboken

· Cornwall on Hudson

Jersey City

Union City

Croton on Hudson

· West New York

Suffern

Guttenberg

Greenwich

Caldwell

Danbury

Caldwell

V-8 - 8 - 8

Montclair

Stamford

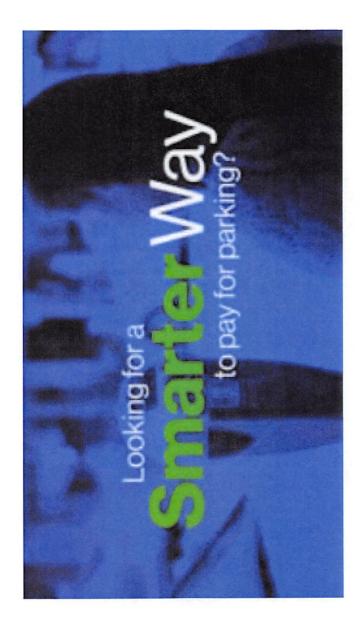
· Bloomfield

New Haven

· East Orange

Bridgeport

+450 other municipal and university deployments across the US



### Simple, Intuitive User Flow Eliminates Friction



Download the ParkMobile App



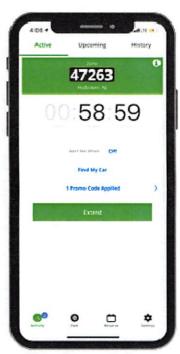
Select or Enter ParkMobile Zone



Choose Parking Time, Vehicle and Payment Method

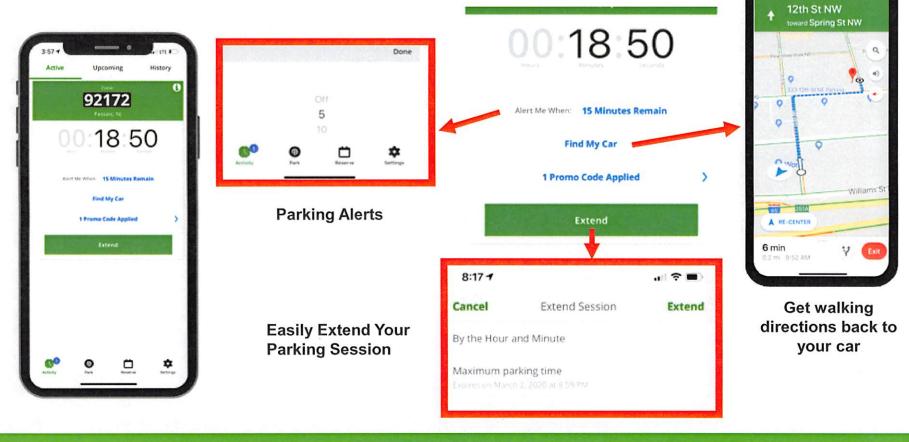


Confirm Information and Start Parking



Know how much time you have left. Extend time remotely

### **Feature Rich Customer Experience**



### **Parking Expiration Notifications Reminder**

### **Email**

### **SMS Text**

### In- App notifications

Your Parking is About to Expire





Location:

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 Hoboken,

NJ

n/a Space:

License Plate Number: E84LBG

You can extend this parking session if you

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



PARKMOBILE now **Parking Reminder** Parking time in zone 4927 (Newark, NJ)

is about to expire in 10 minutes



### Leader in the Connected Car

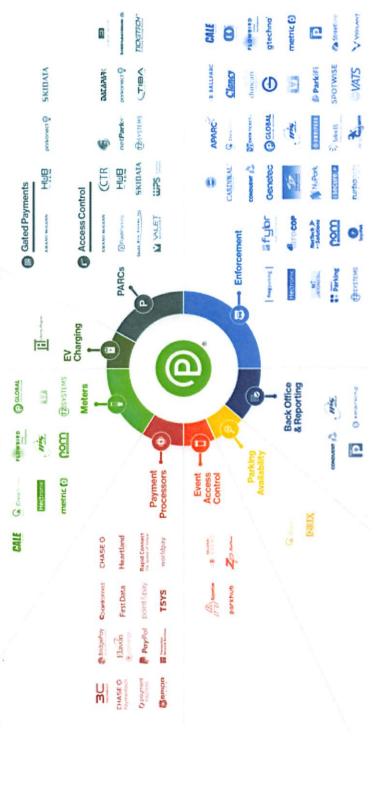
### **Truly Frictionless Parking**

- 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)



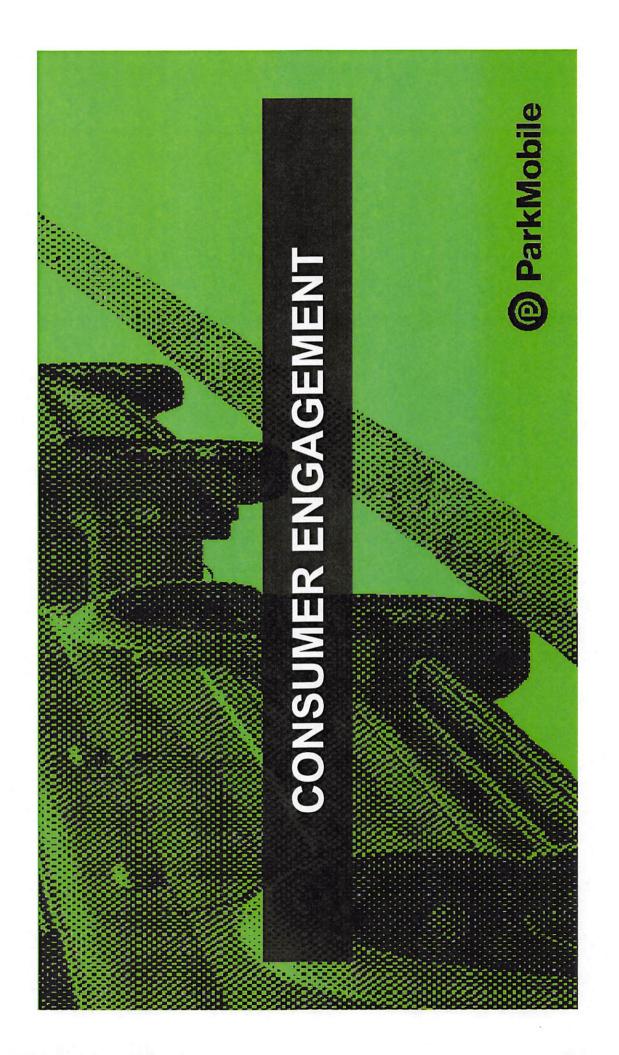












### **End-to-End Engagement and Activation**

- 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

Check out this video to see how simple to to be set up your account & get started

### **Adoption** Retention Advocacy **Engagement Awareness** Geo-Fencing and ParkMobile Pro App store reviews Welcome Email Signage Geo-Targeting Street Teams Demos **Promotions** Social media **Event Notifications** Refer a Friend Local Media In-App Messaging Re-engagement Wallet Cards **Push Triggers** News & Updates Facebook Ads Advertising ParkMobile Thanks for Downloading the 14001 ParkMobile App! bile Hoboken, NJ is notorious for its scarce parking and this app makes life easier ParkMobile for visiting family and friends. Thanks again! ParkMobile Pay by App Parking the meter, with your



How did I even survive before @Parkmobil

Millerant Miller | 10 2

### **Complete End-to-End Launch Plan**

$\vdash$	Planning Phase	Deployment Phase		Adoption Phase	
Ø.	45 Days Out	30 Days Out	Day 1	30-60 Days	60+ Days
suond	Kickoff Meeting  Zone and Rate (ZAR)  Meter Inventory  App design	Decals & Signage production  Zone and Rate Configuration and Test  Enforcement Handheld Test & Training  Payment Processing Test	Decal & Signage Installation Release Cincy EZPark Apps Push Zones & GPS Live	Weekly update calls     Share analytics on downloads, transactions and utilization     30-day post-launch assessment	Monthly on-site meetings     Semi-annual stakeholder meeting onsite
)	Build Up	Pre-Launch	Launch	Post-Launch	Engagement
roteritial Activation	Decals & Signage design Marketing planning Press Releases – first announcements "Coming Soon" Social Media Posts Influencer outreach	Custom Collateral – Flyers & Wallet Cards Social Media Local "coming soon" advertising Paid Digital Work with 3rd Party Channels Local stakeholder meetings App Store Optimzation	Ribbon Cutting with Mayor & City Officials Joint Press Release Promotions/Discounts Brand Ambassadors Social Media Activation Content & Blogging Local media outreach — Radio & TV Interviews / Talk Shows	Local Events     Brand Ambassadors     Social Media Engagement     SEO / SEM     Offers & Promotions     eMail Marketing     Push Notifications / In-App Messaging     User Testimonials	eMail Marketing     Push Notifications / In-App Messaging     Brand Ambassadors     Social Media Support     Anniversary Campaigns-Promotions/Discounts     Lapsed User Promotions     Contextual Alerts –Weather events, road closures

### **Updated Signage**



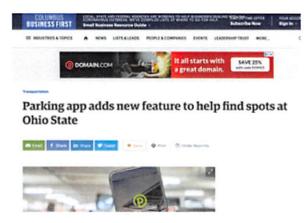




### **Local Media**

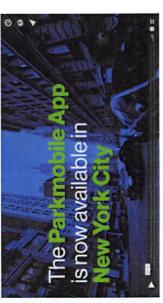
 Local and national print and television are some of the most powerful drivers of adoption and awareness, at launch and beyond. ParkMobile's PR team generates strong local media coverage for the launch of new markets.







# **Extensive Video Assets to Drive Engagement**



City Videos



White Labels



Product Features



Commercials

How-To Videos



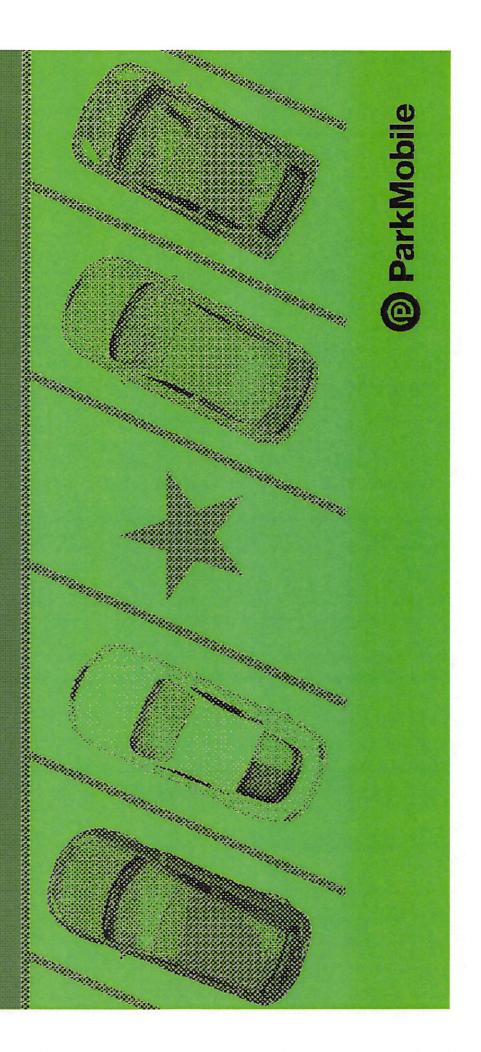
Venues



JP31

Jeff Perkins, 6/28/2020

### FINAL THOUGHTS



THANK YOU!

ParkMobile

