ParkMobile®

Integrated Parking Management System

Solicitation #: 32-20

November 19, 2020

ParkMobile Contact

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1850 Highway 351
Abilene, Texas 79601

November 19, 2020

Re: National Cooperative Purchasing Alliance Request for Proposal (RFP) for Integrated Parking Management System Solicitation Number: 32 - 20

To Whom it May Concern:

As an incumbent NCPA-approved vendor, ParkMobile is pleased to submit our response to the NCPA Request for Proposal for Region 14 Education Service Center. Through our decade-long partnership, ParkMobile has demonstrated our understanding of the NCPA's members, Region 14 Education Service Center and their integrated Parking Management System needs. After careful review of your RFP, ParkMobile can meet and exceed your desired scope on DAY ONE. Due to our existing partnerships with the NCPA's membership base the simple truth is that there is no risk involved with the decision to work with ParkMobile. We also offer NCPA members the most comprehensive on and off-street mobile parking payment platform in the industry, and our existing operations throughout the United States demonstrate our commitment to excellence in serving the needs of parking departments.

ParkMobile by the Numbers
By partnering with ParkMobile, NCPA members would continue to have a distinct advantage by participating in ParkMobile's technological initiatives that are working towards connectivity for our streets and cities – making communities "smart" and sustainable – while receiving a proven, hyper-local and customizable parking experience for the citizens and visitors. All these advantages come with the added benefit of our Network Effect, where existing ParkMobile members using our system will be able to easily identify our brand and use their current memberships to park with new NCPA partners.

- ParkMobile has over 21 Million Users. ParkMobile adds 1 Million New Users every 70 days. 1 in 11 US drivers use the ParkMobile Application.
- ParkMobile processes over 370,000 daily transactions, 9 Million monthly and recently surpassed $1 billion transactions total. We are also the largest processor of credit card transactions under $10 of any company in the United States
- ParkMobile clients enjoy the highest levels of mobile app adoption in the industry. ParkMobile's playbook connects effective marketing and signage to the largest user network in the United States to quickly drive awareness and engagement, ultimately driving mobile app adoption levels for our partners.
- ParkMobile connects the parking and transportation ecosystem with over 100 active integrations in enforcement, meters, LPR, PARCS, merchant processors, event handhelds, and much more

ParkMobile Functionality
Several years ago, ParkMobile recognized the parking landscape was evolving. We quickly pivoted to a consumer-centric approach that would allow us to develop and execute our mission statement - *to Power Smart Mobility for Every Driver and Vehicle, Everywhere* - which lead to explosive growth. Today, ParkMobile leads the industry in **EVERY MOBILE PARKING PAYMENT PROGRAM METRIC** in the US and is ranked #3 in the Navigation category of the app store only behind Waze and Google Maps.

ParkMobile is the only app in the market that provides zone parking, reservations, and real-time parking availability in the same app, creating a mobility-management tool of unparalleled value for NCPA members. ParkMobile is uniquely equipped to launch, market and support the most robust mobile payment solution while integrating any other technologies NCPA members choose to implement, now or in the future, as a turn-key solution.

Investing in our Customer and Client Experience
ParkMobile is committed to tirelessly improving our customer experience. This commitment is highlighted throughout our proposal and by our actions. ParkMobile executed numerous releases related to application improvements. Some, like making license plates more visible throughout the purchase process, were client driven and have significantly reduced citations. Others, like displaying parking zones in our map screen, allow customers to quickly navigate through our system.

ParkMobile is committed to the future of parking and mobility. In 2019, ParkMobile teamed up with the City of Columbus and SmartColumbus to deliver the Event Parking Management Application Project for the U.S. Department of Transportation's (USDOT) Smart City Challenge. Throughout 2020 and beyond, the ParkColumbus Application powered by ParkMobile will connect on-street and off-street parking, deeply integrate into PARCS equipment, offer parking availability to promote smart mobility throughout Downtown and the Short North District. These technical enhancements will pollinate ParkMobile's flagship and other white-labeled applications.

ParkMobile invested over $3 million in ParkMobile 360™ ("PM360"). The PM360 platform was released in 2018 and has already been adopted nationwide to manage mobile payments via the ParkMobile app and our 20 private label apps. Currently, over 500 municipalities and operators use PM 360 to manage their rates and policies in real time, and over 1,000 of our clients use PM360 Reporting and Analytics to view and manage their program performance and derive deep insights about their mobile payment operations. PM360 was designed with the vision to function as a platform to manage all parking operations, rates and policies across multiple parking apps and physical hardware on the curb.

Final Thoughts
ParkMobile currently provides the most innovative and successful mobility solution throughout the US today. We have earned this market leadership by providing our municipal and campus partners and their public parking patrons with the very best services, responsiveness, and the most functionality in the industry. **ParkMobile is fully committed to provide, maintain, and tirelessly improve our world class mobility solution for NCPA members.** Dedication to our partners is truly the hallmark of our success, and we will never let it wane. We would be genuinely honored to continue our partnership with the NCPA and its members.

Thank you for the opportunity to submit our response. Should you have any questions or need clarification regarding anything included with this submission, please do not hesitate to contact me at 305.776.9757.

Regards,

David Hoyt
SVP, Sales

Executive Summary

ParkMobile's Proven Track Record of Success for NCPA Partners

ParkMobile is honored to have been serving NCPA and its members for the past decade. We are the leading on and off-street mobile payment provider in North America with twelve years of industry experience and leadership. Through this submission, we demonstrate our abilities to continue to deliver our world class pay-by-cell services to the NCPA members. Since our initial contract was awarded in 2011, ParkMobile has earned mobile payment contracts with **over 35 NCPA members, totaling over 51,000 active parking spaces across the country**. Along with this partnership more municipal and university driver choose ParkMobile over any other parking application on the market.

ParkMobile is pleased to submit this proposal outlining our offerings to the NCPA and its members. We are committed to continuing to innovate to move our industry forward, just as we have been since our initial NCPA contract. We look forward to the opportunity to continue our successful partnership with the NCPA, and to help NCPA members usher in this exciting new era of parking and mobility.

ParkMobile Existing NCPA Partnerships

• City of Roanoke, VA – 2,265 spaces, partner since 2020 • City of Stamford, CT- 4,612 spaces, partner since 2016 • West Windsor Parking Authority – 3,400 spaces, partner since 2016 • Great Neck Plaza, NY - 334 spaces, partner since 2016 • Borough of Belmar, NJ - 455 spaces, partner since 2020 • Texas A&M University, Corpus Christi - 692 spaces, partner since 2019 • City of Lake Worth Beach, FL - 791 spaces, partner since 2013 • Palm Beach County, FL Parks and Recreation - 738 spaces, partner since 2015 • City of West New York, NJ – 2,033 spaces, partner since 2015 • City of North Wildwood, NJ – 1,253 spaces, partner since 2019	• City of Hoboken, NJ – 7,000 spaces, partner since 2016 • City of Cape May, NJ – 1,200 spaces, partner since 2017 • James Madison University - 177 spaces, partner since 2020 • Township of East Brunswick, NJ - 800 spaces, partner since 2020 • Austin Peay State University - 181 spaces, partner since 2020 • University of Houston Clear Lake – 2,717 spaces, partner since 2020 • City of Perth Amboy, NJ – 1,550 spaces, partner since 2018 • Township of Verona, NJ - 237 spaces, partner since 2019 • City of Little Rock, AR – 1,373 spaces, partner since 2020 • Borough of Fairlawn, NJ - 505 spaces, partner since 2014 • Borough of New Hope, PA- 440 spaces, partner since 2015	• City of Sarasota, FL – 1,273 spaces, partner since 2019 • North Carolina State University – 1,390 spaces, partner since 2018 • City of Guttenberg, NJ - 163 spaces, partner since 2018 • City of Boca Raton, FL - 689 spaces, partner since 2019 • City of Somerville, MA – 1,233 spaces, partner since 2014 • City of Wildwood, NJ – 1,578 spaces, partner since 2015 • City of Greensboro, NC - 326 spaces, partner since 2015 • Village of Nyack, NY - 876 spaces, partner since 2020 • City of Birmingham, AL – 3,969 spaces, partner since 2020 • University of Georgia – 3,610 spaces, partner since 2020 • City of Tallahassee, FL – 1,240 spaces, partner since 2019

ParkMobile Company Overview

ParkMobile, LLC is the leader in smart parking and mobility solutions in the U.S. We are a privately held company based in Atlanta and currently have 175 full-time employees. ParkMobile's US operations began in 2008 following 10 years of success in European markets. Based on the strength of our products, tools, and breadth of offerings, ParkMobile has been selected by over 425 US cities and over 140 universities as the mobile parking payment provider, including 7 of the top 10 cities in the US and over 41 of the top 100. Through additional partnerships with airports, private parking operators, and event venues, ParkMobile has a presence in 100% of the Top 100 cities. ParkMobile's unrivaled customer base of over 21 million US drivers continues to grow exponentially; we add an additional 1 million users approximately every 70 days.

Some key metrics around ParkMobile's scale and strength in the market include:

- **Total US Users:** +21 million
- **Monthly Active US Users:** +2 million
- **Monthly Parking Transactions:** +9 million
- **2019 Total Parking Payments Processed:** +$300 million
- **2019 Total Parking Duration (minutes):** +573 million

PARKMOBILE BY THE NUMBERS

21 Million+ USERS NATIONWIDE

9 Million+ MONTHLY TRANSACTIONS

450+ CITIES & MUNICIPALITIES

41 OF THE TOP 100 CITIES

20+ AIRPORTS

140+ UNIVERSITIES

- **Ranked #3** in the Navigation category of the app store only behind Waze and Google Maps
- Adopted by over **1 in 11 U.S. drivers**
- 25% of users engage with the app as they **travel to different markets**

Figure - ParkMobile by the numbers

ParkMobile is Uniquely Qualified to Deliver NCPA Members the Most Successful Smart Parking Programs

As the #1 mobile app in the United States with over 21 million users, one of the biggest milestones ParkMobile aims to achieve for our clients is a mobile adoption rate of over 50%. When more than half of an operation's parking meter revenue is collected via app, their dependence on infrastructure is significantly decreased, and new options like "asset-light" or "mobile-only" parking zones become viable tools for managing mobility. Additionally, in most of our markets, increased mobile adoption leads to higher revenue as people are able to better comply with parking policies and extend time remotely versus letting time expire because they don't want to run back and "feed the meter". ParkMobile is uniquely positioned to help NCPA members achieve the highest possible mobile adoption rates, and to join cities like Washington DC, Minneapolis, and Pittsburgh, all of whom enjoy mobile adoption rates in excess of 50%.

ParkMobile's User and Client Network is the Largest in the US

ParkMobile is proud to provide Pay-by-Cell services for the majority of major US cities, including 7 of the top 10 cities and 41 of the top 100 cities. No other vendor comes close to this level of coverage in the country's major metros. Examples of major cities from coast to coast who partner with ParkMobile include:

• New York City – 81,000+ spaces	• Miami Beach, FL – 14,000+ spaces	• Phoenix, AZ – 2,100+ spaces
• Washington DC – 16,000+ spaces	• Houston, TX – 27,000+ spaces	• San Diego, CA – 2,700+ spaces
• Philadelphia, PA – 16,000+ spaces	• Dallas, TX – 4,600+ spaces	• Fresno, CA – 2,000+ spaces
• Pittsburgh, PA – 9,000+ spaces	• Fort Worth, TX – 5,900+ spaces	• Oakland, CA – 7,600+ spaces
• Orlando, FL – 2,000+ spaces	• El Paso, TX – 1,900+ spaces	• Sacramento, CA – 13,500+ spaces
	• Hoboken, NJ – 7,000+ spaces	• New Orleans, LA – 4,800+ spaces
		• Atlanta, GA – 2,500+ spaces

ParkMobile is the National Market Leader

The ParkMobile network connects drivers to the largest network of mobility related services in the U.S., including parking in over 400 cities and 85% of the top 100 metro areas in the U.S.

Parking Suppliers

Consumers

25% of ParkMobile members use our app as they travel across markets

Figure - ParkMobile Network Across United States

Our competitors describe themselves as the "#1" or "leading" parking solution; however, ParkMobile's position in the market speaks for itself as displayed in the figure here of the iOS App Store. ParkMobile is the #1 parking app in the United States, ranking #1 for the Parking Category, and #3 in overall Navigation (outranked only by Google Maps and Waze).

By choosing to partner with the market leader in contactless parking payments, NCPA members can ensure the highest possible adoption rates and richest customer experience for their Pay-by-Cell programs.

Our experienced marketing and implementations teams will deploy a variety of tactics to quickly build a loyal base of new app users in NCPA partner markets. Additionally, ParkMobile is able to leverage our existing users across the country to drive adoption for our NCPA partners' programs.

More cities, campuses, venues, airports, and parking operators choose ParkMobile than any other Pay-by-Cell parking platform in the US. It is important to note that while other vendors may reference relationships with a large number of cities and universities, in many cases those relationships are for enforcement, LPR, meters, or other back-office products and not the customer-facing application.
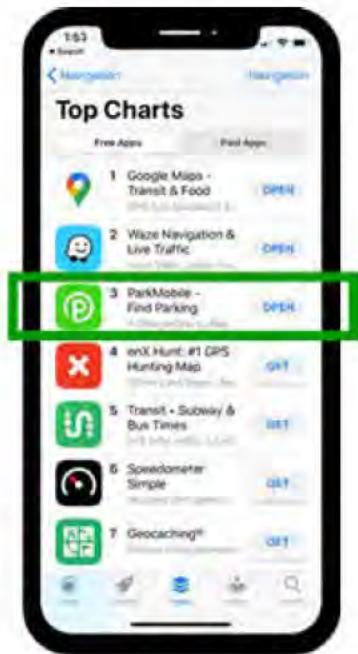
Supporting flexible, customizable solutions across the US

ParkMobile supports sixteen different white label applications for municipal and enterprise clients across the US. Because ParkMobile is an "open loop" network, drivers can use the native ParkMobile app, or any of the white label apps we've developed for partners, anywhere ParkMobile is accepted. In contrast, other vendors who provide white label capabilities often create a "closed loop" network, where drivers cannot use the native application to park in that particular city – they must download the branded app. In addition, these solutions often operate on a "closed loop wallet", which requires drivers to load a minimum value of stored funds ($10-25 for example) in a digital wallet, which can only be used to park in that location. ParkMobile sees this approach as creating a barrier to mobile adoption. Instead, we keep our network open to all users regardless of which version of our app they use, drivers always have the ability to make a one-off parking

purchase without being forced to load a minimum wallet balance, and stored value funds through ParkMobile Wallet can be used at any location that accepts this payment method.

ParkMobile Serves Every Stage of the Parking Journey, Not Just the Transaction
There are several apps on the market, which can allow a driver to make a payment via phone. However, a driver's journey doesn't start when they're standing in front of a parking meter. Many aspects of the parking process take place before and after the moment of transaction, and all of these touchpoints are critical to the overall customer experience.

For example, a driver who spends an hour circling the block searching for a spot is unlikely to consider the experience a positive one just because they can make a payment via phone.

Figure - ParkMobile Serves Every Stage of the Journey

The major difference between other parking apps and what ParkMobile can provide is that ParkMobile can offer NCPA members a solution that serves drivers at every stage of their parking journey, not just the moment of transaction.

A few of the features that enable this richer experience include:
- **Map view:** The map view shows the user nearby zones. A user can then quickly touch the zone number to initiate a parking session.
- **Parking availability:** Data from technology partners shows where parking is available, eliminating the need to circle the block.
- **Reserved parking:** Drivers planning ahead can book a spot in advance for events or daily parking. Integration with gate equipment allows drivers to scan themselves in and out quickly.
- **Wayfinding:** Drivers can get turn-by-turn directions to their reserved parking spot or get walking directions back to their parked vehicle using Google Maps, Apple Maps or Waze.

Integration into the Entire Parking & Mobility Ecosystem
Now more than ever, it's critical for parking operations to connect the various components of their technology ecosystem to ensure a seamless experience for both customers and staff. ParkMobile is proud to offer NCPA members the most comprehensive catalog of integrations in the industry via our open API.

ParkMobile currently maintains active integrations with over 100 different technology partners, including all major providers of parking meters, enforcement and citation management solutions, license plate recognition (LPR technologies), merchant processors, payment methods, parking access revenue control systems (PARCS), and event parking point of sale solutions. We are prepared to offer NCPA members a

seamlessly integrated, best-in-breed parking and mobility management system which can evolve alongside the industry and their operation.

ParkMobile 360 – The Ultimate Back Office Engine for Parking & Mobility
An intuitive and full-featured user experience is equally as important for operational staff as it is for consumers, and the ParkMobile 360 portal stands head and shoulders above competitors in this arena. NCPA member staff will have the ability to manage their rates and policies in real-time, run and automate flexible reporting to gain valuable insights, and expand the capabilities of the ParkMobile platform to their other parking technologies for a fully integrated experience with a single source of truth for reporting and rate management.

Execution at Implementation and Beyond
Having launched over 450 municipal and 140 university parking programs over the past decade, ParkMobile has an unmatched track record of executing timely and accurate implementations. This includes the largest parking operations in the nation: such as our 80,000+ space deployment for the City of New York, and our 10,000+ space deployment at University of California at San Diego. On many occasions, ParkMobile has taken over pay-by-cell operations for a city or university, which used a competing provider, and without exception we have increased mobile app awareness and adoption for these clients, ultimately increasing their revenues.

Not only will our team work with NCPA member staff to ensure all rates, policies, locations, and integrations are fully functional and staff are well-versed in our back office systems, our marketing team will collaborate with NCPA members to develop customized signage, materials, and marketing campaigns to help drive results for your program. While implementation is an important phase regarding marketing efforts, it is far from the only phase. ParkMobile's marketing team and your dedicated Account Manager will be ongoing sources of insight and support for your program, continuously optimizing and improving to help our clients continue to grow app adoption and add value to your operation throughout the entire lifecycle of our partnership.

We greatly appreciate the NCPA's consideration of ParkMobile as a continued partner to its members, and we look forward to the opportunity to discuss the contents of this proposal in more detail.

Table of Contents

Tab 1 – Master Agreement
General Terms and Conditions

- ◆ Customer Support
  - ➢ The vendor shall provide timely and accurate technical advice and sales support. The vendor shall respond to such requests within one (1) working day after receipt of the request.

- ◆ Disclosures
  - ➢ Respondent affirms that he/she has not given, offered to give, nor intends to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor or service to a public servant in connection with this contract.
  - ➢ The respondent affirms that, to the best of his/her knowledge, the offer has been arrived at independently, and is submitted without collusion with anyone to obtain information or gain any favoritism that would in any way limit competition or give an unfair advantage over other vendors in the award of this contract.

- ◆ Renewal of Contract
  - ➢ Unless otherwise stated, all contracts are for a period of three (3) years with an option to renew for up to two (2) additional one-year terms or any combination of time equally not more than 2 years if agreed to by Region 14 ESC and the vendor.

- ◆ Funding Out Clause
  - ➢ Any/all contracts exceeding one (1) year shall include a standard "funding out" clause. A contract for the acquisition, including lease, of real or personal property is a commitment of the entity's current revenue only, provided the contract contains either or both of the following provisions:
  - ➢ Retains to the entity the continuing right to terminate the contract at the expiration of each budget period during the term of the contract and is conditioned on a best efforts attempt by the entity to obtain appropriate funds for payment of the contract.

- ◆ Shipments (if applicable)
  - ➢ The awarded vendor shall ship ordered products within seven (7) working days for goods available and within four (4) to six (6) weeks for specialty items after the receipt of the order unless modified. If a product cannot be shipped within that time, the awarded vendor shall notify the entity placing the order as to why the product has not shipped and shall provide an estimated shipping date. At this point the participating entity may cancel the order if estimated shipping time is not acceptable.
- ◆ Tax Exempt Status
  - ➢ Since this is a national contract, knowing the tax laws in each state is the sole responsibility of the vendor.

♦ Payments
  ➢ The entity using the contract will make payments directly to the awarded vendor or their affiliates (distributors/business partners/resellers) as long as written request and approval by NCPA is provided to the awarded vendor.

♦ Adding authorized distributors/dealers

  ➢ Awarded vendors may submit a list of distributors/partners/resellers to sell under their contract throughout the life of the contract.   Vendor must receive written approval from NCPA before such distributors/partners/resellers considered authorized.
  ➢ Purchase orders and payment can only be made to awarded vendor or distributors/business partners/resellers previously approved by NCPA.
  ➢ Pricing provided to members by added distributors or dealers must also be less than or equal to the pricing offered by the awarded contract holder.
  ➢ All distributors/partners/resellers are required to abide by the Terms and Conditions of the vendor's agreement with NCPA.

♦ Pricing

  ➢ <u>All pricing submitted shall include the administrative fee to be remitted to NCPA by the awarded vendor.</u> It is the awarded vendor's responsibility to keep all pricing up to date and on file with NCPA.
  ➢ All deliveries shall be freight prepaid, F.O.B. destination and shall be included in all pricing offered unless otherwise clearly stated in writing

♦ Warranty
  ➢ Proposals should address each of the following:

    ▪ Applicable warranty and/or guarantees of equipment and installations including any conditions and response time for repair and/or replacement of any components during the warranty period.
    ▪ Availability of replacement parts
    ▪ Life expectancy of equipment under normal use
    ▪ Detailed information as to proposed return policy on all equipment

♦ Indemnity

  ➢ The awarded vendor shall protect, indemnify, and hold harmless Region 14 ESC and its participants, administrators, employees and agents against all claims, damages, losses and expenses arising out of or resulting from the actions of the vendor, vendor employees or vendor subcontractors in the preparation of the solicitation and the later execution of the contract.

♦ Franchise Tax
  ➢ The respondent hereby certifies that he/she is not currently delinquent in the payment of any franchise taxes.

- Supplemental Agreements
  - The entity participating in this contract and awarded vendor may enter into a separate supplemental agreement to further define the level of service requirements over and above the minimum defined in this contract i.e. invoice requirements, ordering requirements, specialized delivery, etc. Any supplemental agreement developed as a result of this contract is exclusively between the participating entity and awarded vendor.

- Certificates of Insurance
  - Certificates of insurance shall be delivered to the Public Agency prior to commencement of work. The insurance company shall be licensed in the applicable state in which work is being conducted. The awarded vendor shall give the participating entity a minimum of ten (10) days notice prior to any modifications or cancellation of policies. The awarded vendor shall require all subcontractors performing any work to maintain coverage as specified.

- Legal Obligations
  - It is the Respondent's responsibility to be aware of and comply with all local, state, and federal laws governing the sale of products/services identified in this RFP and any awarded contract and shall comply with all while fulfilling the RFP. Applicable laws and regulation must be followed even if not specifically identified herein.
- Protest
  - A protest of an award or proposed award must be filed in writing within ten (10) days from the date of the official award notification and must be received by 5:00 pm CST.   Protests shall be filed with Region 14 ESC and shall include the following:

    - Name, address and telephone number of protester
    - Original signature of protester or its representative
    - Identification of the solicitation by RFP number
    - Detailed statement of legal and factual grounds including copies of relevant documents and the form of relief requested
  - Any protest review and action shall be considered final with no further formalities being considered.

- Force Majeure
  - If by reason of Force Majeure, either party hereto shall be rendered unable wholly or in part to carry out its obligations under this Agreement then such party shall give notice and full particulars of Force Majeure in writing to the other party within a reasonable time after occurrence of the event or cause relied upon, and the obligation of the party giving such notice, so far as it is affected by such Force Majeure, shall be suspended during the continuance of the inability then claimed, except as hereinafter provided, but for no longer period, and such party shall endeavor to remove or overcome such inability with all reasonable dispatch.
  - The term Force Majeure as employed herein, shall mean acts of God, strikes, lockouts, or other industrial disturbances, act of public enemy, orders of any kind of government of the

United States or any civil or military authority; insurrections; riots; epidemics; landslides; lighting; earthquake; fires; hurricanes; storms; floods; washouts; droughts; arrests; restraint of government and people; civil disturbances; explosions, breakage or accidents to machinery, pipelines or canals, or other causes not reasonably within the control of the party claiming such inability. It is understood and agreed that the settlement of strikes and lockouts shall be entirely within the discretion of the party having the difficulty, and that the above requirement that any Force Majeure shall be remedied with all reasonable dispatch shall not require the settlement of strikes and lockouts by acceding to the demands of the opposing party or parties when such settlement is unfavorable in the judgment of the party having the difficulty

- Prevailing Wage

  - It shall be the responsibility of the Vendor to comply, when applicable, with the prevailing wage legislation in effect in the jurisdiction of the purchaser. It shall further be the responsibility of the Vendor to monitor the prevailing wage rates as established by the appropriate department of labor for any increase in rates during the term of this contract and adjust wage rates accordingly.

- Miscellaneous

  - Either party may cancel this contract in whole or in part by providing written notice. The cancellation will take effect 30 business days after the other party receives the notice of cancellation. After the 30th business day all work will cease following completion of final purchase order.

- Open Records Policy
  - Because Region 14 ESC is a governmental entity responses submitted are subject to release as public information after contracts are executed. If a vendor believes that its response, or parts of its response, may be exempted from disclosure, the vendor must specify page-by-page and line-by-line the parts of the response, which it believes, are exempt. In addition, the respondent must specify which exception(s) are applicable and provide detailed reasons to substantiate the exception(s).
  - The determination of whether information is confidential and not subject to disclosure is the duty of the Office of Attorney General (OAG). Region 14 ESC must provide the OAG sufficient information to render an opinion and therefore, vague and general claims to confidentiality by the respondent are not acceptable. Region 14 ESC must comply with the opinions of the OAG. Region14 ESC assumes no responsibility for asserting legal arguments on behalf of any vendor. Respondent are advised to consult with their legal counsel concerning disclosure issues resulting from this procurement process and to take precautions to safeguard trade secrets and other proprietary information.

Process

Region 14 ESC will evaluate proposals in accordance with, and subject to, the relevant statutes, ordinances, rules, and regulations that govern its procurement practices. NCPA will assist Region 14 ESC in evaluating proposals. Award(s) will be made to the prospective vendor whose response is determined to be the most advantageous to Region 14 ESC, NCPA, and its participating agencies. To qualify for evaluation, response must have been submitted on time, and satisfy all mandatory requirements identified in this document.

- ♦ Contract Administration
  - ➢ The contract will be administered by Region 14 ESC. The National Program will be administered by NCPA on behalf of Region 14 ESC.
- ♦ Contract Term
  - ➢ The contract term will be for three (3) year starting from the date of the award. The contract may be renewed for up to two (2) additional one-year terms or any combination of time equally not more than 2 years.
  - ➢ It should be noted that maintenance/service agreements may be issued for up to (5) years under this contract even if the contract only lasts for the initial term of the contract. NCPA will monitor any maintenance agreements for the term of the agreement provided they are signed prior to the termination or expiration of this contract.

- ♦ Contract Waiver
  - ➢ Any waiver of any provision of this contract shall be in writing and shall be signed by the duly authorized agent of Region 14 ESC. The waiver by either party of any term or condition of this contract shall not be deemed to constitute waiver thereof nor a waiver of any further or additional right that such party may hold under this contract.
- ♦ Products and Services additions
  - ➢ Products and Services may be added to the resulting contract during the term of the contract by written amendment, to the extent that those products and services are within the scope of this RFP.
- ♦ Competitive Range
  - ➢ It may be necessary for Region 14 ESC to establish a competitive range. Responses not in the competitive range are unacceptable and do not receive further award consideration.
- ♦ Deviations and Exceptions
  - ➢ Deviations or exceptions stipulated in response may result in disqualification. It is the intent of Region 14 ESC to award a vendor's complete line of products and/or services, when possible.
- ♦ Estimated Quantities
  - ➢ The estimated dollar volume of Products and Services purchased under the proposed Master Agreement is $30 million dollars annually. This estimate is based on the anticipated volume of Region 14 ESC and current sales within the NCPA program. There is no guarantee or commitment of any kind regarding usage of any contracts resulting from this solicitation

- Evaluation
  - Region 14 ESC will review and evaluate all responses in accordance with, and subject to, the relevant statutes, ordinances, rules and regulations that govern its procurement practices. NCPA will assist the lead agency in evaluating proposals. Recommendations for contract awards will be based on multiple factors, each factor being assigned a point value based on its importance.
- Formation of Contract
  - A response to this solicitation is an offer to contract with Region 14 ESC based upon the terms, conditions, scope of work, and specifications contained in this request. A solicitation does not become a contract until it is accepted by Region 14 ESC. The prospective vendor must submit a signed Signature Form with the response thus, eliminating the need for a formal signing process.
- NCPA Administrative Agreement
  - The vendor will be required to enter and execute the National Cooperative Purchasing Alliance Administration Agreement with NCPA upon award with Region 14 ESC. The agreement establishes the requirements of the vendor with respect to a nationwide contract effort.
- Clarifications / Discussions
  - Region 14 ESC may request additional information or clarification from any of the respondents after review of the proposals received for the sole purpose of elimination minor irregularities, informalities, or apparent clerical mistakes in the proposal. Clarification does not give respondent an opportunity to revise or modify its proposal, except to the extent that correction of apparent clerical mistakes results in a revision. After the initial receipt of proposals, Region 14 ESC reserves the right to conduct discussions with those respondent's whose proposals are determined to be reasonably susceptible of being selected for award. Discussions occur when oral or written communications between Region 14 ESC and respondent's are conducted for the purpose clarifications involving information essential for determining the acceptability of a proposal or that provides respondent an opportunity to revise or modify its proposal. Region 14 ESC will not assist respondent bring its proposal up to the level of other proposals through discussions. Region 14 ESC will not indicate to respondent a cost or price that it must meet to neither obtain further consideration nor will it provide any information about other respondents' proposals or prices.
- Multiple Awards
  - Multiple Contracts may be awarded as a result of the solicitation. Multiple Awards will ensure that any ensuing contracts fulfill current and future requirements of the diverse and large number of participating public agencies.
- Past Performance
  - Past performance is relevant information regarding a vendor's actions under previously awarded contracts; including the administrative aspects of performance; the vendor's history of reasonable and cooperative behavior and commitment to customer satisfaction; and generally, the vendor's businesslike concern for the interests of the customer.

Evaluation Criteria

- ♦ Pricing (40 points)
  - ➢ Electronic Price Lists
    - ▪ Products, Services, Warranties, etc. price list
    - ▪ Prices listed will be used to establish both the extent of a vendor's product lines, services, warranties, etc. available from a particular bidder and the pricing per item.

- ♦ Ability to Provide and Perform the Required Services for the Contract (25 points)
  - ➢ Product Delivery within participating entities specified parameters
  - ➢ Number of line items delivered complete within the normal delivery time as a percentage of line items ordered.
  - ➢ Vendor's ability to perform towards above requirements and desired specifications.
  - ➢ Past Cooperative Program Performance
  - ➢ Quantity of line items available that are commonly purchased by the entity.
  - ➢ Quality of line items available compared to normal participating entity standards.

- ♦ References (15 points)
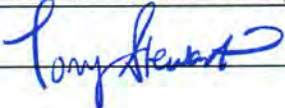 - ➢ A minimum of ten (10) customer references for product and/or services of similar scope dating within past 3 years

- ♦ Technology for Supporting the Program (10 points)
  - ➢ Electronic on-line catalog, order entry use by and suitability for the entity's needs
  - ➢ Quality of vendor's on-line resources for NCPA members.
  - ➢ Specifications and features offered by respondent's products and/or services

- ♦ Value Added Services Description, Products and/or Services (10 points)
  - ➢ Marketing and Training
  - ➢ Minority and Women Business Enterprise (MWBE) and (HUB) Participation
  - ➢ Customer Service

Signature Form

The undersigned hereby proposes and agrees to furnish goods and/or services in strict compliance with the terms, specifications and conditions at the prices proposed within response unless noted in writing. The undersigned further certifies that he/she is an officer of the company and has authority to negotiate and bind the company named below and has not prepared this bid in collusion with any other Respondent and that the contents of this proposal as to prices, terms or conditions of said bid have not been communicated by the undersigned nor by any employee or agent to any person engaged in this type of business prior to the official opening of this proposal.

Prices are guaranteed: **120 days**

Company name	Parkmobile, LLC
Address	1100 Spring Street NW, Ste 200
City/State/Zip	Atlanta, GA 30309
Telephone No.	(770) 818-9036
Fax No.	(770) 818-9039
Email address	legal@parkmobile.io
Printed name	Tony Stewart
Position with company	General Counsel & Corporate Secretary
Authorized signature	*Tony Stewart*

Tab 2 – NCPA Administration Agreement

This Administration Agreement is made as of   December 8, 2020   , by and between National Cooperative Purchasing Alliance ("NCPA") and   ParkMobile LLC.   ("Vendor").

Recitals

WHEREAS, Region 14 ESC has entered into a certain Master Agreement dated December 8, 2020 , referenced as Contract Number   05-50   , by and between Region 14 ESC and Vendor, as may be amended from time to time in accordance with the terms thereof (the "Master Agreement"), for the purchase of Integrated Parking Management System;

WHEREAS, said Master Agreement provides that any state, city, special district, local government, school district, private K-12 school, technical or vocational school, higher education institution, other government agency or nonprofit organization (hereinafter referred to as "public agency" or collectively, "public agencies") may purchase products and services at the prices indicated in the Master Agreement;

WHEREAS, NCPA has the administrative and legal capacity to administer purchases under the Master Agreement to public agencies;

WHEREAS, NCPA serves as the administrative agent for Region 14 ESC in connection with other master agreements offered by NCPA

WHEREAS, Region 14 ESC desires NCPA to proceed with administration of the Master Agreement;

WHEREAS, NCPA and Vendor desire to enter into this Agreement to make available the Master Agreement to public agencies on a national basis;

NOW, THEREFORE, in consideration of the payments to be made hereunder and the mutual covenants contained in this Agreement, NCPA and Vendor hereby agree as follows:

- ◆ General Terms and Conditions
    - ➢ The Master Agreement, attached hereto as Tab 1 and incorporated herein by reference as though fully set forth herein, and the terms and conditions contained therein shall apply to this Agreement except as expressly changed or modified by this Agreement.
    - ➢ NCPA shall be afforded all of the rights, privileges and indemnifications afforded to Region 14 ESC under the Master Agreement, and such rights, privileges and indemnifications shall accrue and apply with equal effect to NCPA under this Agreement including, but not limited to, the Vendor's obligation to provide appropriate insurance and certain indemnifications to Region 14 ESC.
    - ➢ Vendor shall perform all duties, responsibilities and obligations required under the Master Agreement in the time and manner specified by the Master Agreement.
    - ➢ NCPA shall perform all of its duties, responsibilities, and obligations as administrator of purchases under the Master Agreement as set forth herein, and Vendor acknowledges that NCPA shall act in the capacity of administrator of purchases under the Master Agreement.
    - ➢ With respect to any purchases made by Region 14 ESC or any Public Agency pursuant to the Master Agreement, NCPA (a) shall not be construed as a dealer, re-marketer, representative, partner, or agent of any type of Vendor, Region 14 ESC, or such Public Agency, (b) shall not be obligated, liable or responsible (i) for any orders made by Region

14 ESC, any Public Agency or any employee of Region 14 ESC or Public Agency under the Master Agreement, or (ii) for any payments required to be made with respect to such order, and (c) shall not be obligated, liable or responsible for any failure by the Public Agency to (i) comply with procedures or requirements of applicable law, or (ii) obtain the due authorization and approval necessary to purchase under the Master Agreement. NCPA makes no representations or guaranties with respect to any minimum purchases required to be made by Region 14 ESC, any Public Agency, or any employee of Region 14 ESC or Public Agency under this Agreement or the Master Agreement.

➢ The Public Agency participating in the NCPA contract and Vendor may enter into a separate supplemental agreement to further define the level of service requirements over and above the minimum defined in this contract i.e. invoice requirements, ordering requirements, specialized delivery, etc. Any supplemental agreement developed as a result of this contract is exclusively between the Public Agency and Vendor. NCPA, its agents, members and employees shall not be made party to any claim for breach of such agreement.

♦ Term of Agreement
➢ This Agreement shall be in effect so long as the Master Agreement remains in effect, provided, however, that the obligation to pay all amounts owed by Vendor to NCPA through the termination of this Agreement and all indemnifications afforded by Vendor to NCPA shall survive the term of this Agreement.

♦ Fees and Reporting
➢ The awarded vendor shall electronically provide NCPA with a detailed quarterly report showing the dollar volume of all sales under the contract for the previous quarter. Reports are due on the fifteenth (15th) day after the close of the previous quarter. It is the responsibility of the awarded vendor to collect and compile all sales under the contract from participating members and submit one (1) report. The report shall include at least the following information as listed in the example below:

Entity Name	Zip Code	State	PO or Job #	Sale Amount

Total

➢ Each quarter NCPA will invoice the vendor based on the total of sale amount(s) reported. From the invoice the vendor shall pay to NCPA an administrative fee based upon the tiered fee schedule below. Vendor's annual sales shall be measured on a calendar year basis. Deadline for term of payment will be included in the invoice NCPA provides.

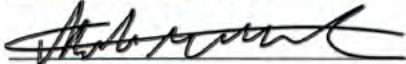| Annual Sales Through Contract	Administrative Fee
0 - $30,000,000	2%
$30,000,001 - $50,000,000	1.5%
$50,000,001+	1%

➢ Supplier shall maintain an accounting of all purchases made by Public Agencies under the Master Agreement. NCPA and Region 14 ESC reserve the right to audit the accounting for a

period of four (4) years from the date NCPA receives the accounting. In the event of such an audit, the requested materials shall be provided at the location designated by Region 14 ESC or NCPA. In the event such audit reveals an under reporting of Contract Sales and a resulting underpayment of administrative fees, Vendor shall promptly pay NCPA the amount of such underpayment, together with interest on such amount and shall be obligated to reimburse NCPA's costs and expenses for such audit.
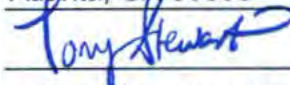
- ◆ General Provisions
  - ➢ This Agreement supersedes any and all other agreements, either oral or in writing, between the parties hereto with respect to the subject matter hereof, and no other agreement, statement, or promise relating to the subject matter of this Agreement which is not contained herein shall be valid or binding.
  - ➢ Awarded vendor agrees to allow NCPA to use their name and logo within website, marketing materials and advertisement. Any use of NCPA name and logo or any form of publicity regarding this contract by awarded vendor must have prior approval from NCPA.
  - ➢ If any action at law or in equity is brought to enforce or interpret the provisions of this Agreement or to recover any administrative fee and accrued interest, the prevailing party shall be entitled to reasonable attorney's fees and costs in addition to any other relief to which such party may be entitled.
  - ➢ Neither this Agreement nor any rights or obligations hereunder shall be assignable by Vendor without prior written consent of NCPA, provided, however, that the Vendor may, without such written consent, assign this Agreement and its rights and delegate its obligations hereunder in connection with the transfer or sale of all or substantially all of its assets or business related to this Agreement, or in the event of its merger, consolidation, change in control or similar transaction. Any permitted assignee shall assume all assigned obligations of its assignor under this Agreement.
  - ➢ This Agreement and NCPA's rights and obligations hereunder may be assigned at NCPA's sole discretion, to an existing or newly established legal entity that has the authority and capacity to perform NCPA's obligations hereunder
  - ➢ All written communications given hereunder shall be delivered to the addresses as set forth below.

National Cooperative Purchasing Alliance:		**Vendor:**	Parkmobile, LLC
Name:	Matthew Mackel	Name:	Tony Stewart
Title:	Director, Business Development	Title:	General Counsel & Secretary
Address:	PO Box 701273	Address:	1100 Spring St NW Ste 200
	Houston, TX 77270		Atlanta, GA 30309
Signature:		Signature:	
Date:	December 8, 2020	Date:	November 19, 2020

Tab 3 – Vendor Questionnaire

Please provide responses to the following questions that address your company's operations, organization, structure, and processes for providing products and services.

- ◆ States Covered
  - ➢ Bidder must indicate any and all states where products and services can be offered.
  - ➢ Please indicate the price co-efficient for each state if it varies.

    [X] **50 States & District of Columbia** (Selecting this box is equal to checking all boxes below)

☐ Alabama	☐ Maryland	☐ South Carolina
☐ Alaska	☐ Massachusetts	☐ South Dakota
☐ Arizona	☐ Michigan	☐ Tennessee
☐ Arkansas	☐ Minnesota	☐ Texas
☐ California	☐ Mississippi	☐ Utah
☐ Colorado	☐ Missouri	☐ Vermont
☐ Connecticut	☐ Montana	☐ Virginia
☐ Delaware	☐ Nebraska	☐ Washington
☐ District of Columbia	☐ Nevada	☐ West Virginia
☐ Florida	☐ New Hampshire	☐ Wisconsin
☐ Georgia	☐ New Jersey	☐ Wyoming
☐ Hawaii	☐ New Mexico	
☐ Idaho	☐ New York	
☐ Illinois	☐ North Carolina	
☐ Indiana	☐ North Dakota	
☐ Iowa	☐ Ohio	
☐ Kansas	☐ Oklahoma	
☐ Kentucky	☐ Oregon	
☐ Louisiana	☐ Pennsylvania	
☐ Maine	☐ Rhode Island	

[X] **All US Territories and Outlying Areas** (Selecting this box is equal to checking all boxes below)

- [ ] American Somoa
- [ ] Federated States of Micronesia
- [ ] Guam
- [ ] Midway Islands

- [ ] Northern Marina Islands
- [ ] Puerto Rico
- [ ] U.S. Virgin Islands

- ◆ Minority   and Women Business Enterprise (MWBE) and (HUB) Participation
  - ➢ It is the policy of some entities participating in NCPA to involve minority and women business enterprises (MWBE) and historically underutilized businesses (HUB) in the purchase of goods and services. Respondents shall indicate below whether or not they are an M/WBE or HUB certified.
    - ▪ Minority / Women Business Enterprise
      - • Respondent Certifies that this firm is a M/WBE   [ ]
    - ▪ Historically Underutilized Business
      - • Respondent Certifies that this firm is a HUB   [ ]
- ◆ Residency
  - ➢ Responding Company's principal place of business is in the city of **Atlanta** , State of **Georgia**
- ◆ Felony Conviction Notice
  - ➢ Please Check Applicable Box;
    - [ ] A publically held corporation; therefore, this reporting requirement is not applicable.
    - [X] Is not owned or operated by anyone who has been convicted of a felony.
    - [ ] Is owned or operated by the following individual(s) who has/have been convicted of a felony
  - ➢ If the 3rd box is checked, a detailed explanation of the names and convictions must be attached.
- ◆ Distribution Channel
  - ➢ Which best describes your company's position in the distribution channel:
    - [X] Manufacturer Direct
    - [ ] Authorized Distributor
    - [ ] Value-added reseller
    - [ ] Certified education/government reseller
    - [ ] Manufacturer marketing through reseller
    - [ ] Other:
- ◆ Processing Information
  - ➢ Provide company contact information for the following:
    - ▪ Sales Reports / Accounts Payable
      Contact Person: **Hank Vanjara**
      Title: **Chief Financial Officer**
      Company: **ParkMobile, LLC.**
      Address: **1100 Spring St NW**
      City: **Atlanta**   State: **Georgia**   Zip: **30309**
      Phone: **678-809-1457**   Email: **hank.vanjara@parkmobile.io**

- Purchase Orders
  - Contact Person: Natasha Matthew
  - Title: Sr. Accounting Associate
  - Company: ParkMobile, LLC.
  - Address: 1100 Spring St NW Suite 200
  - City: Atlanta   State: Georgia   Zip: 30309
  - Phone: Email: natasha.matthew@parkmobile.io
- Sales and Marketing
  - Contact Person: David Holler
  - Title: Vice President Sales
  - Company: ParkMobile, LLC.
  - Address: 1100 Spring St NW Suite 200
  - City: Atlanta   State: Georgia   Zip: 30309
  - Phone: 914.843.2632   Email: david.holler@parkmobile.io

- ♦ Pricing Information
  - ➤ In addition to the current typical unit pricing furnished herein, the Vendor agrees to offer all future product introductions at prices that are proportionate to Contract Pricing.
    - If answer is no, attach a statement detailing how pricing for NCPA participants would be calculated for future product introductions.
      - **X** Yes   ☐ No
  - ➤ Pricing submitted includes the required NCPA administrative fee. The NCPA fee is calculated based on the invoice price to the customer.
    - **X** Yes   ☐ No
  - ➤ Vendor will provide additional discounts for purchase of a guaranteed quantity.
    - **X** Yes   ☐ No

Tab 4 Vendor Profile

Company's official registered name: ParkMobile, LLC

Brief history of your company, including the year it was established:
ParkMobile's US operations began in 2009 following 10 years of success in European markets. Over the past decade, we have launched mobile parking programs in over 450 markets across the US, which include some of the largest cities in the nation (New York City, Washington DC, Philadelphia, and more).
Company's Dun & Bradstreet (D&B) number:
081069526
Company's organizational chart of those individuals that would be involved in the contract:
ParkMobile's leaders come with a wide range of experience in everything from parking, software development to commercial real estate, so we can better connect the practicalities of parking with tech-based solutions that make it hassle free. Our employees are guided by the ParkMobile Core Values that reinforce customer service, accountability, teamwork, detailed work and more. Shown here is our dedicated leadership team that will be directly involved with the execution and management of the NCPA contract, as well as their supporting departments and headcount.
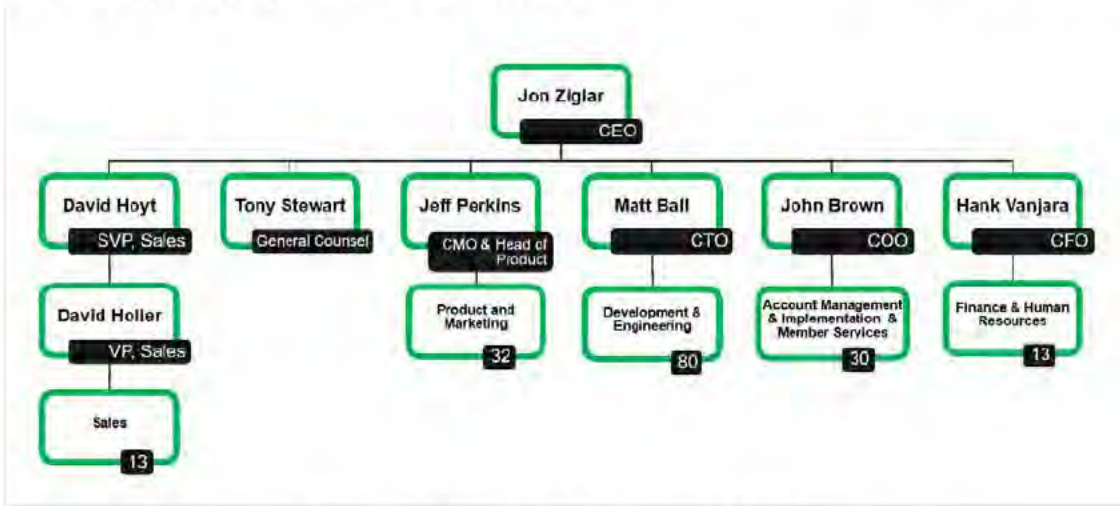

Figure - ParkMobile Departmental Org Chart

Corporate office location:
1100 Spring Street NW Suite 200 Atlanta, GA 30309.
List the number of sales and services offices for states being bid in solicitation:
One - Our corporate headquarters in Atlanta, GA.
List the names of key contacts at each with title, address, phone and e-mail address:

Jon Ziglar	David Hoyt	David Holler	Kristen Locke
Chief Executive Officer	Sr. Vice President, Sales	Vice President of Sales	Senior Regional Sales Manager
1100 Spring Street NW, Suite 200	1100 Spring Street NW, Suite 200	1100 Spring Street NW, Suite 200	1100 Spring Street NW, Suite 200
Atlanta, GA 30309	Atlanta, GA 30309	Atlanta, GA 30309	Atlanta, GA 30309
jon.ziglar@parkmobile.io	david.hoyt@parkmobile.io	david.holler@parkmobile.io	kristen.locke@parkmobile.io
Office: 678- 894-8303	305.776.9757	914.843.2632	678-389-7245

Define your standard terms of payment: Net 30

Who is your competition in the marketplace: Flowbird, PayByPhone, and Passport

What differentiates your company from competitors?

The fundamental differences between ParkMobile and every other mobile parking vendor that may submit a proposal to the NCPA is the unique combination of value derived from our unrivaled network of parking locations and customers, our best-in-breed platform with industry-exclusive integrations to seamlessly bridge all aspects of a parking operation, and our proven ability to execute successful programs on behalf of our clients.
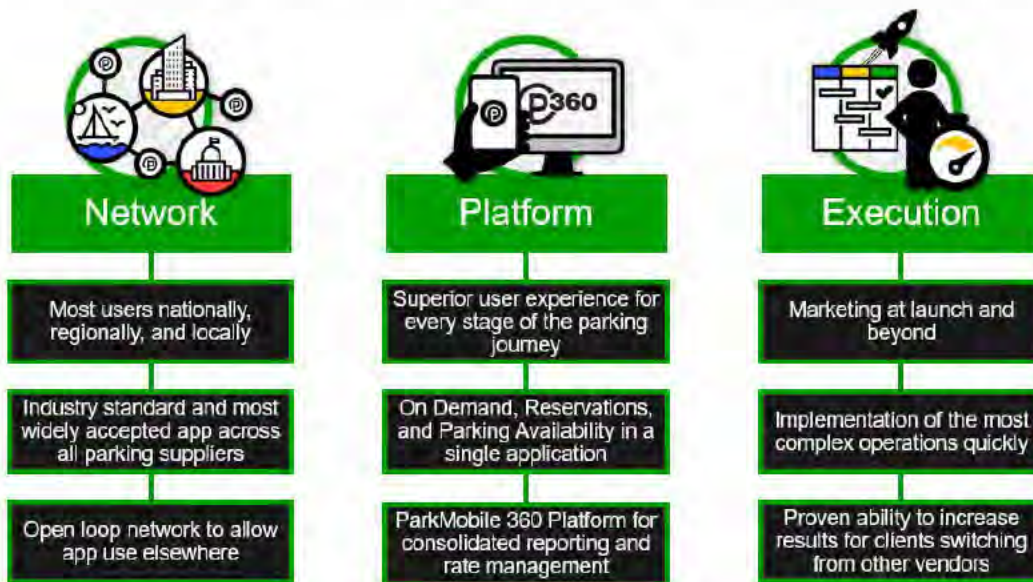

Figure - ParkMobile Differentiators

The ParkMobile Network

By any measure, ParkMobile is the leading provider of pay-by-cell parking services in the United States. More cities, universities, venues, airports, and parking operators accept payment through ParkMobile than any other provider in the industry. By partnering with the market leader and industry standard parking application, NCPA members can reap the benefits of a platform that's trusted by the largest parking departments in the country, such as New York City and Washington DC.

Because ParkMobile is so widely available among all types of parking operation throughout the US, we also offer the largest network of registered app users. Over 21 million US drivers rely on ParkMobile to find and pay for parking across the country, and ParkMobile can help NCPA members tap into this massive customer base through the smart marketing tactics outlined in this proposal.

ParkMobile's native app, and our sixteen private label applications we provide for municipal and enterprise clients, are all open loop applications. This means that a driver can use any of the aforementioned mobile apps to park anywhere ParkMobile is accepted. This open loop network helps promote mobile app adoption as consumers are weary of downloading a different app for every single city they may be parking in. Other vendors that require cities to close off their private label apps from the main user network create a barrier to mobile adoption, ultimately compromising the success of their clients' programs.

The ParkMobile Platform

Supporting the Entire Customer Parking Journey
There are many apps on the market which can complete a basic parking transaction in the most simple context. However, there are many stages to a customer's parking journey prior to standing in front of a meter, and many stages after the moment of transaction. While most parking applications can facilitate the simple transaction, ParkMobile is unique in our support for the entire customer parking journey.

Prior to parking, drivers can view available locations, reserve a spot in advance, and enjoy turn-by-turn directions directly to their chosen location. Additionally, ParkMobile is able to show drivers in applicable cities where on-street spaces are available, helping them to avoid circling the block and creating excessive congestion. After the parking transaction, drivers can get walking directions back to their parked vehicle, and benefit from perks and rewards like discounts on car washes, oil changes, and other vehicle related services through ParkMobile Pro memberships.

Bridging on and off-street parking
Most municipal and university parking operations involve a variety of parking contexts, which can include open parking environments (on-street, ungated surface lots and garages) as well as controlled parking environments (gated lots and garages). Additionally, special events are a major driver of parking demand, and often require a totally different set of rates, policies, and operational environments from daily parking, even in the same parking facilities.

No other app can bring together daily and event parking across all possible parking contexts the way ParkMobile does. ParkMobile has industry-exclusive integrations with parking gate vendors to enable drivers to make contactless payments via app in gated locations, with or without a reservation. This allows NCPA members to deploy a best-in-breed contactless parking solution across their entire portfolio of parking assets, creating a consistent customer experience and allowing for consolidation of back office reporting and rate management.

The ParkMobile 360 Platform
As parking and mobility continues to evolve rapidly, it is becoming increasingly important for parking operations to have a consolidated back office with one source of truth for reporting, analytics, reconciliation, and rate management. The ParkMobile 360 Platform provides this consolidated layer to tie together all of a parking operation's systems and technologies in a single, user-friendly dashboard.

ParkMobile's Execution

Rapid Deployments of Large, Complex Operations
ParkMobile's platform and support teams have been tested and proven on the largest parking operations in the United States. Within the past four years alone, ParkMobile has deployed the largest pay-by-cell

parking program in the Country with New York City, transitioned several large cities like Philadelphia and Alexandria, VA from other pay-by-cell providers and driven increased adoption across the board, and re-earned major municipal contracts with partners like the City of Minneapolis after highly competitive RFP processes.

ParkMobile's typical timeline to launch is 60 days from the time a contract is finalized. Below are examples of actual ParkMobile deployment timelines, many of which are even shorter than the typical 60 days.

Time to Go-Live After Contract Finalized

Phoenix, AZ:	• Less than 60 days
Pittsburgh, PA:	• Less than 45 days
Alexandria, VA:	• Less than 60 days
Dallas, TX:	• Less than 60 days
New Orleans, LA:	• Less than 60 days
Harrisburg, PA:	• Less than 45 days
Columbus, OH:	• Less than 35 days
Allentown, PA:	• 11 days

Figure - ParkMobile Speed to Go Live

Proven Ability to Increase Mobile Adoption for Clients Switching from Other Vendors

Several ParkMobile clients had previously used competing vendors for their pay-by-cell programs. In every case, ParkMobile was able to significantly increase mobile app adoption after taking over the account. The fact that many of these programs introduced a higher convenience fee with ParkMobile than the previous provider and still drastically increased app adoption underscores the value that ParkMobile can bring to NCPA members looking to implement smart parking programs.
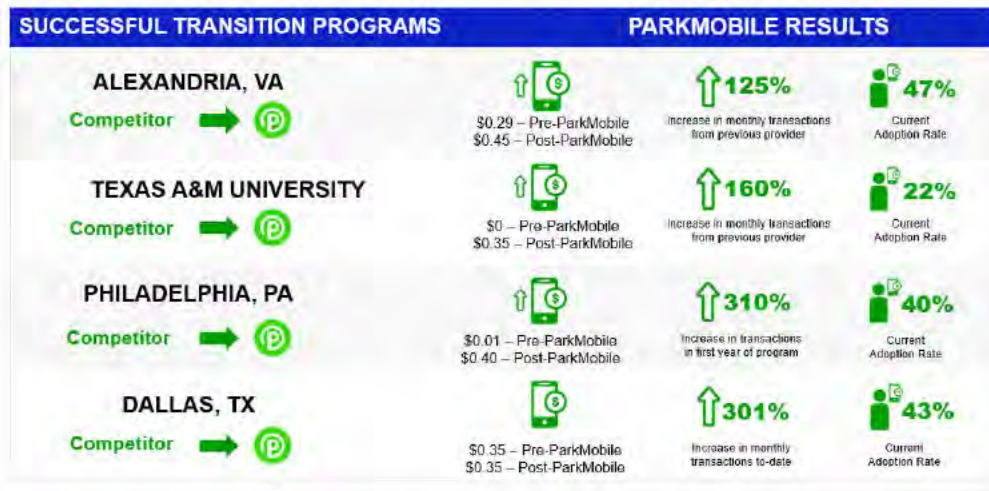
SUCCESSFUL TRANSITION PROGRAMS		PARKMOBILE RESULTS	
ALEXANDRIA, VA Competitor ➡ Ⓟ	$0.29 – Pre-ParkMobile $0.45 – Post-ParkMobile	⬆125% Increase in monthly transactions from previous provider	47% Current Adoption Rate
TEXAS A&M UNIVERSITY Competitor ➡ Ⓟ	$0 – Pre-ParkMobile $0.35 – Post-ParkMobile	⬆160% Increase in monthly transactions from previous provider	22% Current Adoption Rate
PHILADELPHIA, PA Competitor ➡ Ⓟ	$0.01 – Pre-ParkMobile $0.40 – Post-ParkMobile	⬆310% Increase in transactions in first year of program	40% Current Adoption Rate
DALLAS, TX Competitor ➡ Ⓟ	$0.35 – Pre-ParkMobile $0.35 – Post-ParkMobile	⬆301% Increase in monthly transactions to-date	43% Current Adoption Rate

Figure - ParkMobile Success in Mobile Payment Transition

Describe how your company will market this contract if awarded.
Marketing to NCPA Members

As a current NCPA partner, ParkMobile will continue to inform our clients and prospects about the NCPA and the benefits membership can bring to their organization. ParkMobile's website, seen below, allows

NCPA members to learn about our partnership, product, our company, and case studies outlining how we have helped cities and universities transform their parking operations. Additionally, ParkMobile hosts

monthly educational webinars which NCPA members can use to learn industry trends and best practices as they relate to pay-by-cell parking services.

Figure - ParkMobile Promotes NCPA Partnership

Marketing on Behalf of NCPA Members Who Become ParkMobile Clients

ParkMobile is prepared to launch, market and support the most robust mobile payment solution, while integrating any technologies or new hardware the NCPA members choose to implement now, or in the future, as a turn-key solution. Additionally, we will leverage our local network with ParkMobile clients in the area to increase awareness and revenue for NCPA members. ParkMobile provides clients with access to end-to-end marketing support to drive awareness and adoption of their mobile parking programs throughout the life of our partnership - please see our submission for full details on the marketing strategies and tactics we will leverage to drive results for NCPA members who choose to partner with ParkMobile.

Describe how you intend to introduce NCPA to your company.

As an NCPA partner for the past nine years, ParkMobile has integrated the NCPA into our core processes for working with potential new clients. During exploratory conversations with cities and universities, ParkMobile's sales reps routinely inquire about the organization's experience with the NCPA. Where applicable, we work with current NCPA members to contract through the NCPA procurement channel. For organizations not familiar with the NCPA, ParkMobile's reps will educate their teams on the NCPA and the benefits it offers and provide information on becoming members.

Describe your firm's capabilities and functionality of your on-line catalog / ordering website.

Cities and universities interested in exploring a partnership with ParkMobile can view information on our product, including the ability to download case studies, view videos, and read product information materials on our website (parkmobile.io). New potential partners can also request more information, register for educational webinars, and schedule demos with our sales team to learn more about how we can support their needs and tailor our offerings to fit their operation.

Once a city or university has become a ParkMobile client, their customers will be able to quickly and easily find and purchase parking online, in the ParkMobile app (https://app.parkmobile.io/) (iOS and Android), or

in any of our sixteen private-label applications we provide for major clients across the US. Drivers can view available parking locations in an intuitive map view, choose whether to reserve a spot in advance or make a payment after parking, get turn-by-turn directions to their chosen location, and (where available) view where available on-street spaces are located to avoid the need for circling the block.

Describe your company's Customer Service Department (hours of operation, number of service centers, etc.)

For ParkMobile App Users

ParkMobile has the best customer service in the industry and maintains a Net Promoter Score of 57 which is considered "Excellent". Our support team is available 24/7/365 and ready to assist our customers when they need help. Our Level 1 PCI compliant call center ensures customer data is fully secured. ParkMobile maintains a multi-channel call center with phone, email, chat, social media and bilingual support. Our call center services nearly 20,000 customers per month, answering more than 85% of calls within 30 seconds. We also offer a comprehensive support website (https://support.parkmobile.io) so people can get the help they need online without talking to a rep.

For NCPA member staff

ParkMobile will have a dedicated Account Manager, supported by several internal support team members. Account Managers are hands-on partners for our clients' mobile parking programs and are invested in their success. NCPA members' Account Managers will have weekly and monthly check-ins, as well as a quarterly business review. Our team also conducts annual client surveys to ensure that we are meeting and exceeding your expectations. In addition to the Account Manager, ParkMobile also provides a monthly client email newsletter to keep our clients up to date with the latest developments in our company. There are also on-going webinars to provide ideas and insights for clients' parking operations. All webinars are available on-demand in the ParkMobile Resource Center (https://parkmobile.io/resources).

Green Initiatives

ParkMobile supports green initiatives both in our own operations, and in through the services we provide to NCPA members. ParkMobile's platform is a fully digital parking solution, requiring no equipment or infrastructure. We enable NCPA members to digitize their operations, reducing their need to use paper or plastic parking permits, and help them reduce or eliminate their reliance on physical parking equipment. Many of our clients have already begun phasing out parking meters and other equipment as they reach end-of-life, as part of an 'asset-light' approach to parking management where most or all transactions flow through ParkMobile's app and website. Additionally, ParkMobile helps cities combat the largest contributor to pollution; vehicles circling the block looking for parking spaces. Within our app, drivers are able to view available spaces before arriving, book a spot in advance at off-street locations, and enjoy wayfinding directly to their parking facility.

Vendor Certifications (if applicable)
N/A

Tab 5 - Products and Services

Payment Options - The mobile payment for parking system must have the following payment options:
- *Mobile payment system*
- *(IVR) Pay by mobile application*
- *Pay by web*

ParkMobile Response:

ParkMobile is ready to deliver the industry's most flexible mobile parking payment options to NCPA members. Our users have free, intuitive and easy to follow payment options to ensure there is a method that works best for their needs:

- Users can pay through voice with a toll-free IVR platform (using a regional 1-800 number provided by ParkMobile)
- ParkMobile's mobile/smartphone iOS and Android Compatible parking application
- ParkMobile's web/mobile web parking experience on parkmobile.io
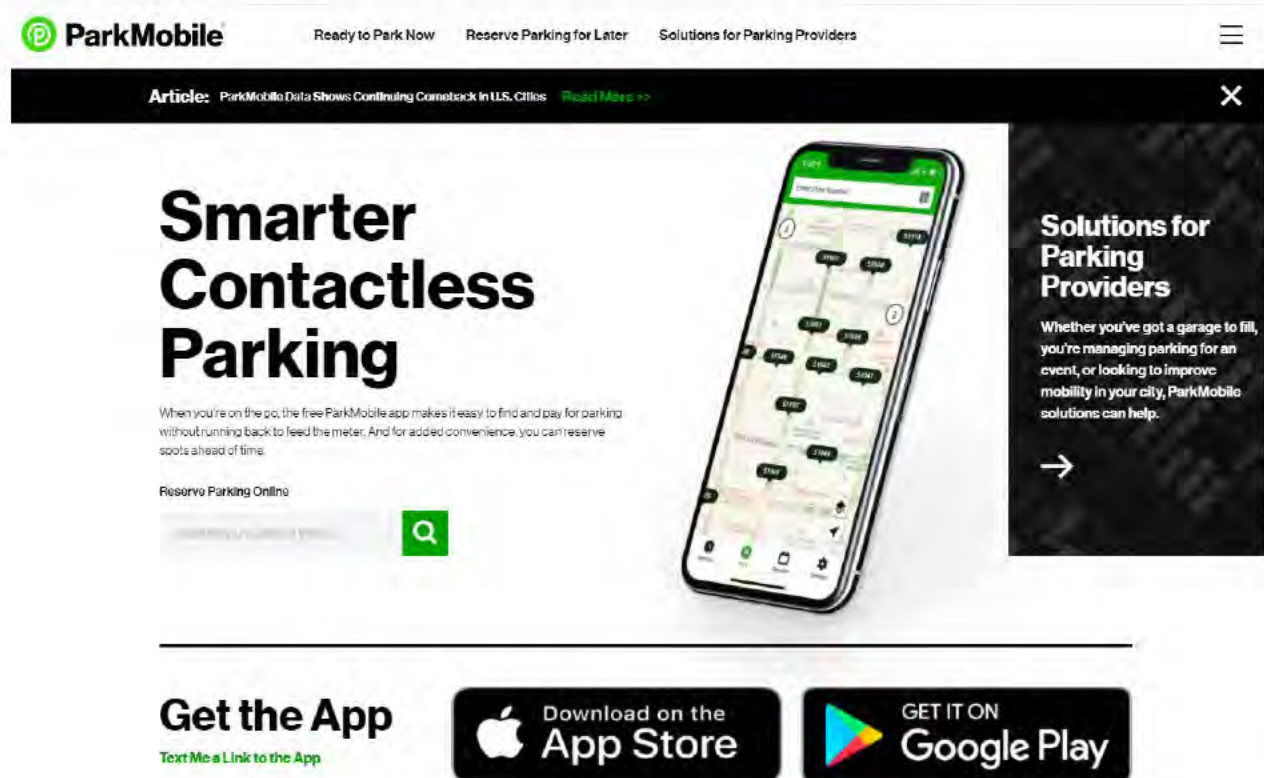
Figure - The New ParkMobile Website: ParkMobile.io

Mobile payment for parking system (IVR) - The vendor must provide an IVR system with the following requirements:

- *Users can call a toll free or local number.*
- *The system recognizes the user (account) based on the incoming number.*
- *One account can be associated with multiple landline or cellular phone numbers.*
- *The IVR system must recognize user inputs by touch tones and speech.*
- *The IVR system must have menu options and dialog, including:*
  - *Begin parking*

- o *One account can hold multiple vehicles (license plate numbers). The system must allow the user to choose a vehicle if multiple vehicles are on the account.*
- o *Extend parking - The system must have the ability to restrict extensions that are beyond the maximum length of stay. The system must have the ability to reject purchases on the same block for a set amount of time after a maximum purchase.*
- o *Sign up as a new user*
- *If a user selects the option to begin parking, the system must:*
  - o *Prompt for a meter/block/zone ID.*
  - o *Query the parking system inventory to confirm that parking is permitted at the current time.*
  - o *Prompt for the time to park - The system must have the ability to impose a minimum time purchase. The system must have the ability to restrict purchases to increments of time. The system must reject an entry greater than the length of stay.*
  - o *Confirm that the purchase is complete.*
  - o *Prompt whether to remind the user that the parking session is set to expire with an automated SMS or email.*
  - o *Prompt for the number of minutes before the expiration to send the reminder.*
- *If a user selects the option to extend parking, the system must:*
  - o *Verify that there is a currently active parking session.*
  - o *Prompt for the time to extend.*
  - o *Confirm that the extension is complete.*

ParkMobile Response:

Drivers Without Smartphones Can Pay Via Toll-Free

ParkMobile provides payment options to improve accessibility for all users, specifically ensuring those without smartphones still have access to pay for parking through a phone call. Any user can create a parking session via the Interactive Voice Response (IVR) system by calling the 1-800 number posted on signage and decals. ParkMobile IVR phone numbers, provided at no charge to the client, are posted on every sticker and sign (see example below). When a user calls the IVR number, that person will be guided through an account setup process. If an account is already setup, the user will be recognized by the phone number on the account and immediately be prompted to initiate a parking session by calling the number on the sticker. The IVR system will ask the user for the zone number, license plate number, duration, and payment method. The IVR system mirrors the user experience on both the web and in-app to start and manage a parking session ensuring the client rules are followed. A user is able to purchase time according to rules and restrictions for the payment area.   For users without credit cards, ParkMobile offers PayPal as a payment option that will connect to a bank account or a pre-paid debit card.

Customer Assistance

ParkMobile members can also utilize the 1-800 number to contact our bilingual support team 24/7/365 for industry-leading multi-channel customer care. ParkMobile provides in app links to our "Help" section and also live in-app chat feature that allows customers to connect to one of our member service agents to assist with an inquiry. New ParkMobile members can register via customer service reps, start a parking session, get answers to questions, request changes to their account and other services.

NCPA member mobile parking patrons will have access to the following:

- ParkMobile's Member Services team who are ready to assist whenever your patrons need it. During business and evening hours Monday-Saturday, the support team is staffed with ParkMobile's own bilingual full-time employees based out of their US offices.
- ParkMobile Level 1 PCI compliant call center ensures customers' data is fully secured.
- ParkMobile is a multi-channel call center with in-house phone, email and social media support.

A unique aspect of ParkMobile's customer support philosophy is in our use of social media to maintain real-time immediate contact with their 21+ million members. ParkMobile views social media as a key way in which to engage and interact with members, including constant monitoring of social media comments to understand needs and support requests. Through this real-time interaction, ParkMobile is not only able to mobilize and deploy new markets and functionality more quickly but maintain industry-leading customer satisfaction scores.

Pay by Mobile Application - *The vendor must provide smart phone applications with the following requirements:*

- *Mobile applications need to support existing and new Android, iOS, BlackBerry and Windows Mobile 7 versions, in addition to a browser version.*
- *Applications can be downloaded from the Android Marketplace or Apple Store, or equivalent. Applications can be downloaded or redirected from the vendor's website.*
- *Applications can be downloaded or redirected from NCPA's website.*
- *When a user launches the application, it must:*
  - o *Prompt for the username and password (for registered users). The application must have the ability to save the username and password to expedite future log ins.*
  - o *Provide an interface to sign up as a new user.*
- *Upon logging in, the application must have the following options, with identical functionality to that of the IVR system:*
  - o *Begin parking via GPS, QR Code, NFC or manual entry.*
  - o *Extend parking.*
  - o *Check account balance.*
  - o *Recharge account with credit card on file.*

ParkMobile Response:
ParkMobile is available on both the iOS and Android platforms from the App Store (iOS devices) and the Google Play Store (Android devices). Mobile applications can be downloaded directly from our website, parkmobile.io, and can be redirected from the NCPA's website. We no longer support our mobile application on Blackberry and Windows Mobile platforms due to lack of support, app usage, customer feedback and many other metrics that lead this decision but no matter the device a user is on, they can always access ParkMobile via the mobile web experience detailed in the subsequent section.

ParkMobile OnDemand Overview

ParkMobile provides a quick and easy process to pay for parking. Our Product team is constantly researching the experience and optimizing the flow for users. For example, use of iOS keychain to prompt a new user to use a strong suggested password to quickly create a secure password and start parking faster provides convenience to the users and secure account management. Once a person downloads the app and creates an account, there's a simple three step process to make a payment. You can watch a short demo of this process here: https://vimeo.com/245994227

.

Enter Zone Number: The user will enter the zone number posted on the stickers and signs around the meter. To make this process easier, the app uses location-based GPS coordinates to show the nearby zone numbers on the map so a user can easily touch the right zone number and then move to the next step in the process.

1. **Select Duration:** The user will select the duration for the parking session. The duration is based on the rates and policies that are setup for that specific zone number in ParkMobile's backend systems. On this screen, the user will also see the vehicle selected and will be able to change that vehicle if necessary. The user will then touch "Proceed to Checkout" to go to the next step.

2. **Confirm Information:** On the confirmation page, a user will see all the key details for the parking session: Zone Number, duration, payment method and vehicle. The user can edit any of this information before starting the parking session. After the user confirms the information, the user touches "Start Parking" to begin the parking session.

3. **Active Session:** Once the parking session is initiated, the user will see a countdown clock showing how much time is remaining. The user can customize the notification alerts when the parking session is about to expire. Once a session has been started a user can extend their parking session remotely with the tap of a button.
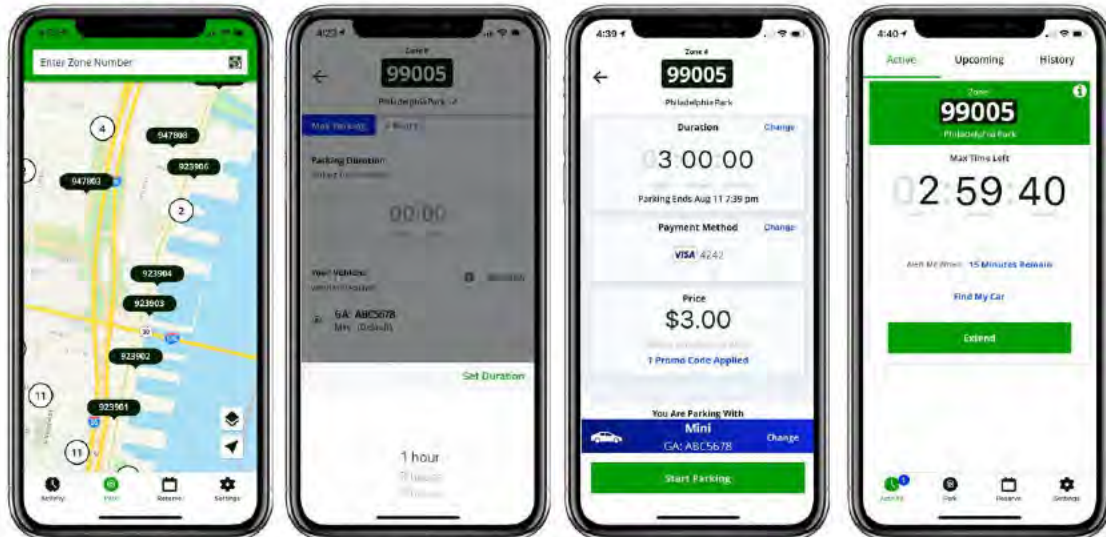
Figure - ParkMobile On Demand Application User Flow

ParkMobile App Core Features Include:

- **Map view:** The map view based on location shows the user nearby zones. A user can then touch the zone number to initiate a parking session.
- **Parking Availability:** Predictive and/or sensor data that shows available on-street parking availability on the map.
- **Start a Parking Session:** Quick process to select your zone, confirm your vehicle and payment type, then start a parking session.
- **Extend Time:** Ability to add time to your existing parking session.
- **Find My Car:** Integration with Apple Maps, Google Maps and Waze to direct users back to their car. See below for more details.
- **Notifications:** Customizable push, text and email alerts to notify a user when parking will expire.
- **Manage vehicles:** Easy to add, remove and update vehicle information.
- **Add and remove payment methods:** Manage multiple credit cards, PayPal and ApplePay accounts.
- **Transient and Event Reservations:** Find and reserve parking ahead of time in area garages and lots. Available for daily parking or events at select venues.
- **Account History:** Complete details of recent parking transactions

Extend-Time Feature

The most popular feature of the ParkMobile app is the ability to remotely extend the time of the parking session. Users can add parking time without having to run back to feed the meter. A user cannot extend time past the maximum parking time allowed for that location. A user cannot extend past the allowed time for that zone. For example, if there is a 2-hour maximum, a user will not be able to extend beyond that 2-hour limit. The ParkMobile app allows users to extend time prior to the expiration of their allotted time in the original session up to the maximum duration allowed by parking ordinances specific to that zone. See the below for a screenshot of the extend time feature. The end user would simply tap the "Extend" green bar, highlighted in red, while the current session is still active.
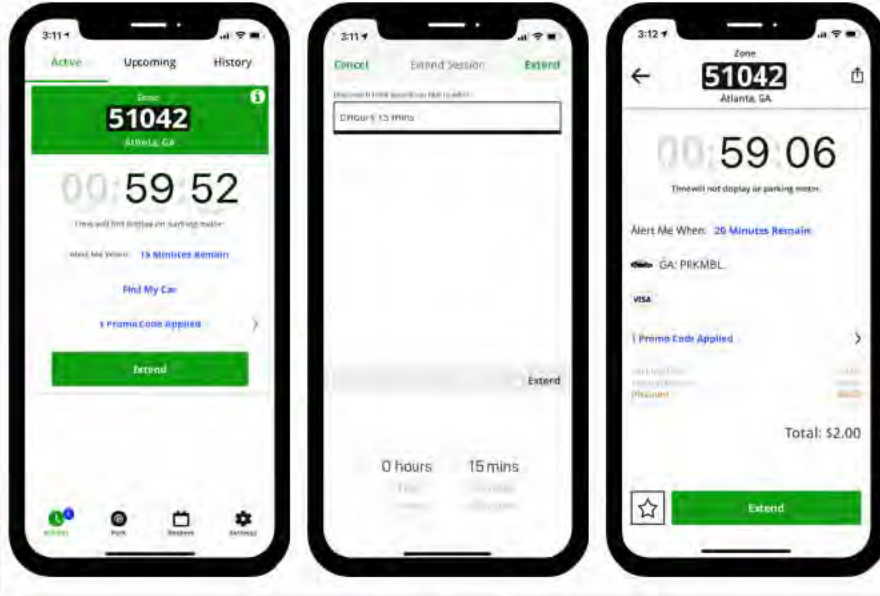
Figure - ParkMobile Extend Time

One App for On-Street Parking and Reservations

ParkMobile is the **only** mobile parking solution in the market that combines both on-street (zone parking) with off-street (reservations) functionality in one single app. By offering multiple parking options for consumers, we are increasing the usefulness and overall value of the app.

Figure - ParkMobile Consolidated App Features

In addition, the application must also have the following functionality:

- o *Manage account: Add, remove, or edit a credit card.*
- o *Manage account: Add, remove, or edit a vehicle.*
- o *Manage account: Select a primary vehicle.*
- o *Manage account : Add funds to the account from a credit card*
- o *Transaction history showing all paid parking sessions by: Date and time, Duration, Rate, Total amount, Payment method, License plate number, Meter/block/zone ID*

ParkMobile Response:

ParkMobile Users will be able to manage their account and will have all of the below functionalities:

- **Add and remove payment methods:** ParkMobile offers several different payment methods including all major credit cards, Apple Pay, PayPal, and the ParkMobile Wallet. Manage multiple credit cards, PayPal and ApplePay accounts.
- **ParkMobile Wallet:** Users can re fill their ParkMobile wallet at any time and check the account balance to see how much funds are left. Refill the ParkMobile wallet with a credit card in denominations of $25, $50, and $75
- **Manage Promo Codes:** Customers can apply the code provided to their account or to an active session and will receive a discount on their transaction. The functionality is fully customizable, so clients can adjust the promo codes number of uses, time frames, zones eligible, and more.
- **Manage vehicles:** Easily add, remove and update vehicle information. Users can select a primary vehicle and nickname each one.
- **Account History:** Complete details of recent parking transactions including Zone, City, Date/Time, Duration, Vehicle (LPN), Payment Method, Parking Fees and Total cost. After the parking session ends, the user will get an email receipt and the record of the transaction will be stored in the "Activity" tab of the app. The user flow is shown below.

Figure - ParkMobile Settings and Activity

- *For new or extended parking sessions, the application must:*
  - *Remind the customer that the session is about to expire with a push notification on the phone. The user must be able to turn this feature on or off.*

ParkMobile Response:
Mobile Notifications
Users can set notification preferences in their account settings. They can choose to receive notifications via SMS text, email, or push notification and can turn on/off these notifications as needed. See screenshot below.

Figure - ParkMobile Notification Settings

The application must have industry-level standards to encrypt and secure credit card and other personal data.

ParkMobile Response:
Application Security Standards
ParkMobile has maintained PCI-DSS compliance for several years. As part of PCI-DSS compliance, ParkMobile ensures card security during capture, transmission and storage. ParkMobile uses more stringent controls than bare minimum necessary for PCI-DSS compliance. Data is encrypted at all stages. Credit Card & other personal data is well segmented. Credit card data flows one way to the storage and retrieved only for backend payment processing.

At no time is credit card data retrieved for display on the consumer devices. ParkMobile does not store any data cardholder & other personal data on mobile devices and web applications. ParkMobile uses secure RESTful APIs to support mobile apps and web applications and hides all business logic as well as data behind it. ParkMobile uses AES-256 bit encryption at application level to encrypt and TLS1.2 for secure transmission of cardholder & other personal data. ParkMobile never uses SSL or lower levels of TLS. 100% of ParkMobile production environment in AWS is in-scope for PCI. It gets same treatment and controls as a Cardholder environment.

Pay by Web - *The system must provide a website with the following requirements:*

- *Participant must have the option to have a customized website (e.g. http://www...com/NCPA) or use the participant's standard website.*
- *Support desktop and mobile browsers.*
- *When a user launches the website, it must:*
  - *Prompt for the username and password (for registered users). The website must have the ability to save the username and password locally on the device (PC or phone) to expedite future logins.*
  - *Provide an interface to sign up as a new user.*
- *Upon logging in, the website must have the following options, with identical functionality to that of the mobile application:*
  - *Begin parking.*
  - *Extend parking.*
  - *Check account balance.*
  - *Recharge account with credit card on file.*
  - *Manage account.*
  - *Transaction history.*
- *The application must have industry-level standards to encrypt and secure credit card and other personal data.*

ParkMobile Response:

ParkMobile's new and improved web experience is offered to all clients. ParkMobile's web-based parking experience is supported on both desktop and mobile web browsers. Upon website launch a user will be promoted to select the type of parking they want. They can toggle between reservation and zone parking. They can begin their search for a zone number using the map view or by manually entering a zone number. They can then choose the parking duration, vehicle, and payment type. The parking experience on web versus app is identical and all features offered on the app are also offered through the web . This includes starting a parking session, extending a parking session and checking their account balance. Before checkout a user will be required to login with their account credentials (for registered users). Credentials are saved to expedite the checkout process for future logins.

- **Lightweight – no app download required**
- **Ability to do a quick transaction on-the-go**
- **Supports text-to-pay option**
- **Enables easy linking from any website or mobile app**
- **Ability to create an account**
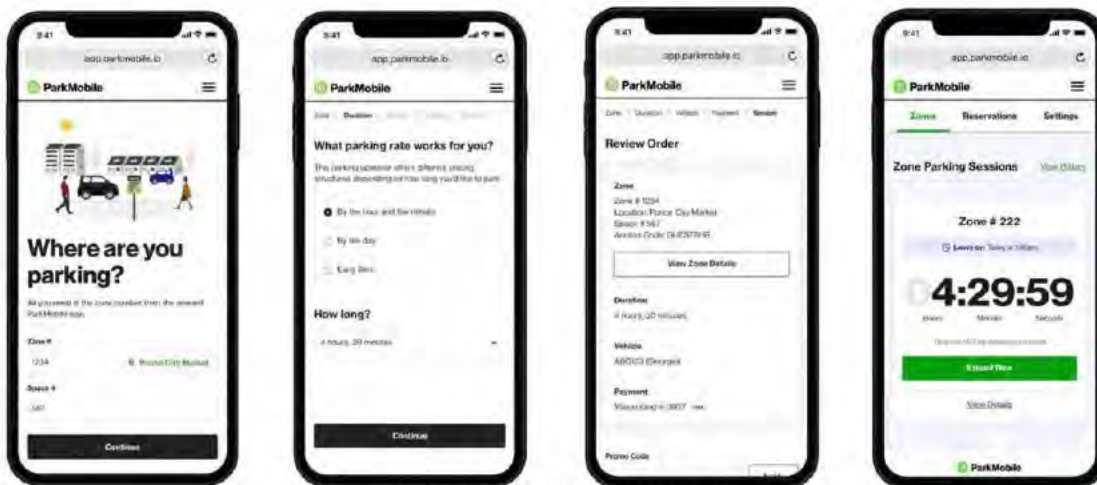
Figure - ParkMobile Mobile Web Experience

ParkMobile users of Mobile Web can manage their account in the settings menu. Users features include:

- **Manage vehicles:** Easy to add, remove and update vehicle information.
- **Add and remove payment methods:** Manage multiple credit cards, The ParkMobile Wallet, PayPal and ApplePay accounts.
- **Notifications:** Customizable push, text and email alerts to notify a user when parking will expire.
- **Account Settings:** Manage phone number, email, and password
- **Favorite Zones:** Select frequently used zones to avoid having to enter the same zone each time.
- **Help:** Any account or parking sessions issues can be addressed via our FAQ page or by calling our customer support team
- **Activity:** Users can access their transaction history via the web by selecting the "Activity" button. They can view complete details of recent parking transactions including Zone, City, Date/Time, Duration, Vehicle (LPN), Payment Method, Parking Fees and Total cost.

Mobile Web Security Standards

At no time is credit card data retrieved for display on the consumer devices. ParkMobile does not store any data cardholder & other personal data on mobile devices and web applications. ParkMobile uses secure RESTful APIs to support mobile apps and web applications and hides all business logic as well as data behind it. ParkMobile uses AES-256 bit encryption at application level to encrypt and TLS1.2 for secure transmission of cardholder & other personal data. ParkMobile never uses SSL or lower levels of TLS. 100% of ParkMobile production environment in AWS is in-scope for PCI. It gets same treatment and controls as a Cardholder environment.

True Consumer Choice

With ParkMobile, NCPA member's parking customers will have the ability to pay for parking either with, or without the ParkMobile app and the only provider that enables OnDemand, Reservations, and real-time Parking Availability in the same user interface. ParkMobile is the only mobile parking provider that truly offers consumer choice whether you are a ParkMobile customer or not. It's the most efficient way of achieving multi-vendor through consumer choice without having to manage multiple vendors.

Because ParkMobile is specifically focused on the consumer-facing side of parking operations, and we bring the largest customer base in the United States with over 21 Million drivers using our app. Our narrow focus also enables a high level of expertise in the nuances of driving mobile app adoption for municipal parking operations. We find users simply want the payment method that is the easiest to use, offers the best features, and is available in the widest number of locations. For drivers in the United States, that is ParkMobile. And now ParkMobile offers new consumer choice features as follows: Guest Checkout, Text To Park, and Google Integration. Whether the parking customer has our app, another ParkMobile powered mobile parking app, or no app at all, anyone can now pay for parking through ParkMobile.

Guest Checkout

ParkMobile also will offer a Guest Checkout feature for on demand parking, allowing ParkMobile users to purchase parking without starting a user account. We have guest checkout for our parking reservation platform today and the feedback we received from users regarding this feature prompted us to roll it out for additional services. With only an email address and no password, users will be able to add their vehicle and payment information on a guest account and start a parking session. This functionality will remove friction from the user flow, making it easier and faster for users to start a parking session.

Benefits Include:

- Increasing on-demand parking transactions
- Decreasing total time to check out for users

- Driving net-new accounts
- Increasing user satisfaction

Google Integration

ParkMobile offers your customers the most ways to park, for an adaptable and seamless customer experience. We are excited to announce the launch of our ParkMobile integration with Google Pay. This feature gives the user ability to start and pay for parking directly from the Google Pay app. It also exposes your parking inventory to Google's network of 140 million users in the U.S.

- ParkMobile has signed an **agreement with Google** to enable **parking payments through the Google Pay** app and mobile web experience

- User can initiate a parking **transaction without leaving the Google experience** by leveraging the ParkMobile infrastructure.

- Links to **"Pay for Parking"**

- **ParkMobile has a highly advantageous** contract with Google versus competition

How it Works

First, users will be able to select their zone and choose how long they want to park. Then, they will be prompted to sign in or create an account, along with the option to continue as a guest. In order to continue as a guest, they will need to provide their email address. Next, the user will need to add their vehicle license plate number and an accepted payment method. Finally, the user will be shown a summary of their session and be allowed to start the session.

Text To Park

Text To Park from ParkMobile is a contactless solution that allows users to quickly and easily pay for their parking without touching a meter or downloading an app. When the user parks in a ParkMobile zone, they can **text the keyword "Park" to 77223** to receive a short link via SMS to start their session. The user can open that link on their mobile phone, enter their zone number, select their duration, and then proceed to start their paid parking session.

Users can also opt in for SMS notifications, so they know when their time is up. They can add more time if they need to, all from the convenience of their smartphone.

Figure – ParkMobile Text To Park

Account Management - *The system must provide multiple ways for a user to manage his or her mobile payment for parking system account. This section contains the requirements for account management.*

- *All interfaces for account management must have industry-level standards to encrypt and secure credit card and other personal data.*
- *Users must be able to create and manage accounts through a website (desktop and mobile versions), mobile application, IVR system, and through a live customer service representative. Ø*
- *Users must be able to create new accounts with the following parameters:*
  - *Username (email).*
  - *Password. o Phone number(s).*
  - *License plate number(s). o Credit card number.*
  - *Billing name and address.*
- *Users must be able to access a history of all transactions made on an account and be able to view reports and receipts showing:*
  - *Date and time.*
  - *Duration.*
  - *Rate.*
  - *Total amount.*
  - *Payment method.*
  - *License plate number.*
  - *Meter/block/zone ID.*
- *Users must able to configure reminders for session expirations, including the ability to:*
  - *Enable or disable reminders.*
  - *Configure the type of reminder (SMS or email).*

ParkMobile Response:

ParkMobile's Web Experience utilizes the existing account management features that are available for our Reservation platform on the web. This unifies the experience of the ParkMobile user for prepaid and on demand parking payments when utilizing our web platform. See below our website account management features.

During the registration process new users will be asked to provide an email and password in order to create an account. Users can also enter:

- A License Plate Number
- Set Notification preferences. They can choose to receive notifications via SMS text or email and can turn on/off these notifications as needed

- A Phone Number (optional)
- Enter promo codes to the user account to apply for future transactions.
- Payment method including billing zip code
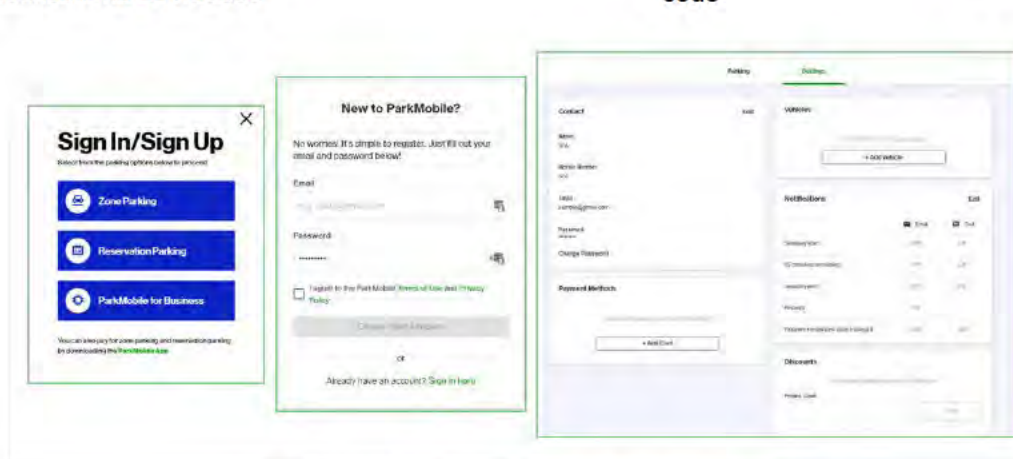
Figure - ParkMobile Web Account Management

- *When funding an account, the system must have the ability to impose a minimum charge/recharge amount.*
- *The system must have the ability to automatically notify a user and/or recharge the account if the account balance falls below a certain amount.*
- *The system must be able to support both pay per transaction and pay out of a "mobile wallet" models.*
- *The participant must explain any difference in cost between these two models.*

ParkMobile Response:

ParkMobile is ready to deliver the industry's most flexible mobile parking payment options. **We lead the industry in the acceptance of innovative payment methods for parking services and this flexibility underscores our best in brand approach.**

ParkMobile supports both pay per transaction and mobile wallet payment models. Users typically receive a $0.05 discount per transaction when using the ParkMobile Wallet. Client's will determine if they would like to enable wallet payment at their parking locations and have ParkMobile serve as Merchant of Record for Wallet transactions.

The mobile wallet allows the user to add funds which will be decremented over time as they pay for parking. ParkMobile users will not be able to start a parking transaction with their ParkMobile wallet if there is not enough money in the account. They will be asked to fund the wallet with more money before completing a transaction. The ParkMobile wallet does not allow users to have a negative balance.

Perks of Using ParkMobile Wallet

Save money on ParkMobile convenience fees for every parking transaction.

Track your spending with only one Wallet transaction versus individual credit card transactions.

Opt in to automatic reloads to your Wallet when your account balance reaches zero.

Cancel your Wallet at any time to be refunded any unused balance to your account.

Administrator Requirements

Administrator Portal - The system must provide a website accessible only to designed system administrators.
- *Customer service representatives must be able to create and manage user accounts.*
- *Customer service representatives must be able to activate or deactivate mobile payment system user accounts.*

ParkMobile Response:

ParkMobile's Member Services team will handle all customer related inquires. ParkMobile will work with the client to create a customized prompt that our member services team will read should a customer call in about a specific issue. The most common questions that come up are those surrounding parking tickets in which we would provide information to the customer about how to contact the client to further assist. Please see link to our Chicago Park District mobile parking Help Center here

ParkMobile's member services support team handles the creation & management of user accounts on behalf of our clients. All of this functionality is provided in a PCI DSS Level 1 secure environment. ParkMobile's Member Services team also has the ability to activate/deactivate any user account when necessary. New ParkMobile members can register via customer service reps, get answers to questions, request changes to their account and other services. ParkMobile also makes most options available within the smart app and website, including partner's websites and provide a robust self-help (FAQ) section to assist members with most questions.

Today, ParkMobile members have access to:
- ParkMobile's Member Services team who are ready to assist whenever users need it. During business and evening hours Monday-Saturday, the support team is staffed with ParkMobile's own bilingual full-time employees based out of our US offices.
- ParkMobile Level 1 PCI compliant call center ensures customers' data is fully secured.
- ParkMobile is a multi-channel call center with in-house phone, email and social media support.

- *Administrators must be able to run reports on transactions and accounts.*
- *Administrators must have an interface to query transactions for ticket adjudication purposes.*

ParkMobile Response:
The ParkMobile 360 platform supplies our clients with a password accessible portal tailored to their specific job role. For adjudication purposes Read-only users can use the Judicial portal to quickly look up vehicle plate numbers to verify all associated parking history. This portal has an intuitive interface and is ideal for reception or office staff who handle customer inquiries regarding parking citations. ParkMobile developed this to streamline the citation process and provide better service to adjudicators tasked with reviewing and deciding citation appeals. The transaction history displayed the necessary documentation that will help resolve disputes related to citations. Accessed data does not include ANY customer person payment information (i.e. full credit card number).

Figure – Judicial Portal Search


Figure - Judicial Portal Results

Reporting - The system must provide reporting functionality to designated administrators of the system. These reports must include data on:

- *Transactions made by:*
  - *License plate number.*
  - *Phone number.*
  - *Username/account number.*
  - *Date and time.*
  - *Duration.*
  - *Rate.*
  - *Total amount.*
  - *Payment method.*
  - *License plate number.*
  - *Meter/block/zone ID.*
- *Account sign ups.*
- *Account charges/recharges.*
- *The system must allow reports to be exported to:*
  - *Microsoft Excel.*
  - *Text files. o Database flat files.*
  - *Direct connection with another database.*
- *Reports must be available for viewing or download within reasonably time. The participant must provide performance metrics on its reporting tool, with scenarios such as:*
  - *Number of new accounts per week.*
  - *Amount of transactions per day by meter/block/zone ID.*
  - *All transactions in a calendar year.*

ParkMobile Response:

The ParkMobile 360 portal is easily accessed by authorized read-only users, providing both operational and financial reporting in a straightforward manner. In ParkMobile 360, NCPA members will have complete access to the data for your parking operation. Reports are provided with ParkMobile 360 in multiple formats such as bar charts, line graphs, heat maps, pie charts, geographical maps or data grids and to configure reporting metrics into dashboards. The ParkMobile 360 back-end is user-definable, interactive, and administrators can 'drill' into reports to get to more detail. Our dashboards and reporting will enable your parking operations to visualize data help you make operational decisions.

In ParkMobile 360, you will have complete access to the data for your parking operation. You can see sample reports below.
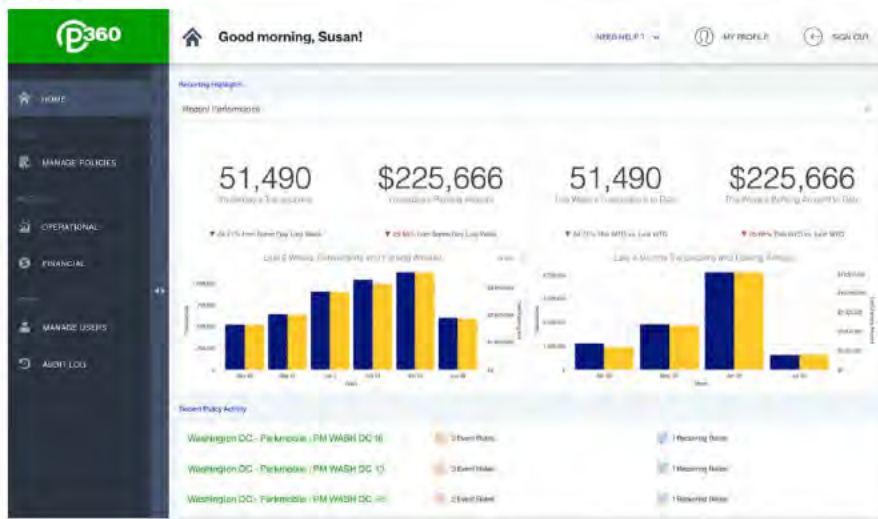
PM360 Easy to Read Dashboards

PM360 Operational Reporting to Show Transactions by Zone
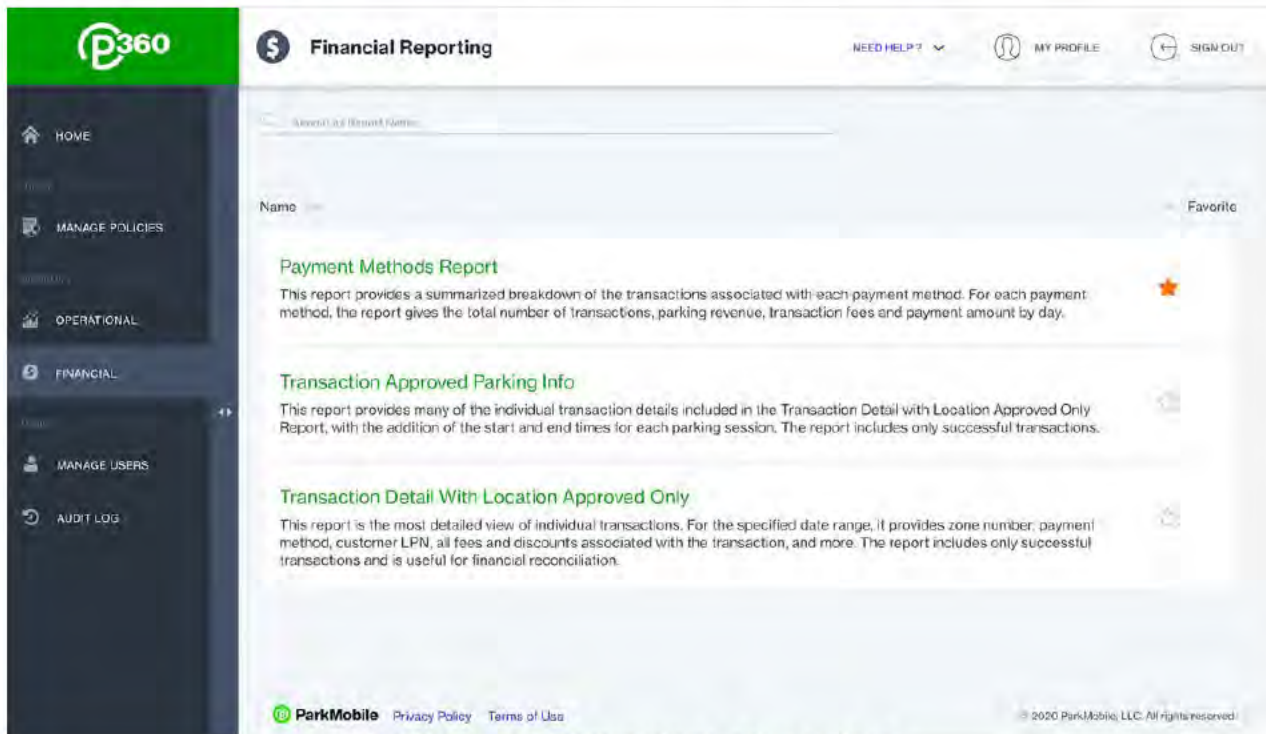
PM360 Financial Reporting – Transactions

PM360 Financial Reporting – Payment Methods

NCPA Members will have access to ParkMobile 360 and provides the following features:

- **Scheduled Reports Delivered to Your Inbox:** ParkMobile 360 gives you the ability to distribute the right information to the right people by scheduling daily, weekly, or monthly reporting emails to select members in your organization.
- **Filter By Date and Supplier:** ParkMobile 360 gives you the ability to filter data by date range and supplier, making it easy to pull the data you want to see and compare historical trends.
- **Download ParkMobile 360 Reporting Data in Multiple Formats:** With ParkMobile 360, you can quickly and easily download your data in the format that best meets your needs. Downloads are available in .xls, .csv, and .pdf formats.

With ParkMobile 360, your data is delivered in an attractive, easy-to-read format with charts and graphs for monitoring trends and drawing insights. The platform design accounts for features that accessibility and usability:

Color Blind-Friendly Reporting

This may surprise you, but approximately 8% of men are color blind. So, it was a very high priority for us to ensure that all visualizations in our reports were color blind-friendly because the majority of our ParkMobile 360 users are men. Our product design team created a beautiful, "easy to digest" color palette in which all colors are distinguishable from each other given any common type of color blindness. This visual allows all of our users to better focus on the information and insights in ParkMobile 360's reporting.

Hover States

Hover states help users learn which elements on a webpage are clickable or interactive. For example, some text on the side of a webpage may change color or show as underlined when you hover your mouse cursor over it. If you click that text, the site takes you to a different webpage that relates to the name of that text. We have added hover states to ParkMobile 360 to help users understand and navigate the robust features across the product including policy management, operational reporting, and user management.

Focus States and Tab Tracking

Focus states and tab tracking are like hover states; however, instead of relying on a mouse, the user can navigate and interact with the ParkMobile 360 platform using only their keyboard or other hardware. This ensures that the site is accessible for someone who has physical disabilities and cannot use a mouse. Now, users can go to any part of ParkMobile 360 and complete tasks such as viewing and managing locations, users, and reports, simply by using their keyboard's tab, enter, and escape keys.

Parking System Inventory - *The system must have the option for a web-based tool to manage the inventory of the parking system. This section describes the requirements of the inventory management tool.*

- *The inventory must hold information on each meter/block/zone, including its:*
    - o *ID.*
    - o *Address.*
    - o *Status (active or inactive).*
    - o *Rate.*
    - o *Hours of operation.*
    - o *Hours of restrictions.*
    - o *Maximum length of stay.*
- *Once a change is made to the inventory, the system must be either updated immediately or queued for update at a set time.*
- *An administrator must be able to use the tool to manually update the attributes of a single meter/block/zone.*
- *An administrator must be able to import a file to update the entire inventory.*
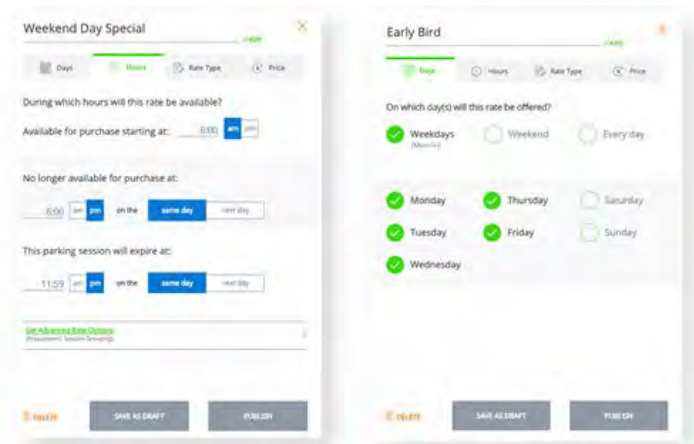
ParkMobile Response:

With ParkMobile 360, staff administrators have role-based access to make changes to parking rates, hours of operation, and set maximum time limits at any time, in advance or in real-time as needed.   ParkMobile understands our clients need to be in control of rates and policies, and ParkMobile 360 to gives complete control of complex rates, time limits, and policies. In addition, ParkMobile 360 gives you a complete view of rates and policies across multiple locations. You can quickly apply policies from one location to another without having to rebuild a location's rate structure.

Staff will have role-based access to ParkMobile 360, our rate/policy management and reporting platform. ParkMobile 360 provides the following features:

- **Calendar View:** ParkMobile 360 shows you daily, weekly and monthly calendar views of all your parking policies, making it easy to visually see all your parking rates and make the necessary adjustments.
- **Rate Creator:** With ParkMobile 360, you can quickly create and import rates for specific days, weeks or months. If you have a festival, street cleaning or weather event, you can change and update your rates across different locations.
- **Policy Management Across Locations:** ParkMobile 360 gives you a complete view of rates and policies across multiple locations. You can quickly apply policies from one location to another without having to rebuild a location's rate structure.
- **Rate Tester:** Before you push out a rate change, ParkMobile 360 gives you the ability to test that rate to make sure it is working properly and avoid any potential customer service issues.
-

ParkMobile can support extremely complex rate structures with multiple rates in effect at different times of day and days week, in addition to special event rates. ParkMobile 360 also includes a Rate Tester, which allows administrators to easily verify what rate customers would be charged on a given date, time, and location. This tool is extremely helpful to ensure rates are being displayed correctly and there are no gaps in the policies when there are multiple, overlapping policies in place.

Rate and Policy Management

Calendar View to Setup Recurring Rates

Test New Rates Before Pushing Them Live

Audit Log Provides a Record of Rate/Policy Changes

Create Custom "No-Parking" Messages

Staff will utilize ParkMobile360 to manage rates and policies in real time, including not allowing payments during periods when NCPA Members do not charge for parking. Non-payment periods are easily editable in ParkMobile 360. Staff will also have the option to request rate updates and non-payment periods from your dedicated Account Manager, and ParkMobile can complete the rate changes on your behalf. A sample of the editable message field staff will be able to create in ParkMobile 360, and the corresponding notification that will be displayed to customers in the ParkMobile app.

As part of the support provided by ParkMobile's industry-best Account Management team, NCPA members are always be able to reach out to your dedicated Account Manager to request ParkMobile assist in implementing those rate changes as well. The Client's dedicated ParkMobile Account Manager can make changes within less than five days of the notification for each area.

ParkMobile Customizable Platform Rules and Rate Structures Options
Mobile Parking Session Options
Customize Platform to Begin Mobile Parking by: Ø Start Duration   Ø Start/Stop   Ø Start Duration with Optional Stop
Mobile Parking Rate Options
Prepay for Mobile Parking Sessions Initiated Before Paid Parking Hours of Operations Begin   Customize Mobile Parking Rates by Day of Week, Time of Day, etc.   Customize Mobile Parking Rates for: **Free Parking (e.g., Access Codes and/or Promo Codes)**   **Flat Rate(s)**   **Progressive Pricing (e.g., 1st hour of parking at X parking rate; additional hours at incrementally higher parking rates)**   **Event Rates (including Rate Override functionality)**   **No Parking**
Mobile Parking Messaging Options
Customized Messaging   Ø On-Street Closures   Ø Off-Street Event Rates (for ParkMobile Reservations Deployments)
Mobile Parking Enforcement Options
Create 'No Return' and/or Block Out Consecutive Parking in Same Zone(s)   **Staff can identify and eliminate parkers attempting to violate max stay rules by paying again to park in the same (or a contiguous) mobile parking zone(s) at the end of a session**   Customizable Reviews for All Mobile Parking Sessions in Real Time   **Ability to Review 'Grouped Mobile Parking Sessions'**

Other Technical Requirements

Data Security - The system must exercise industry standard protocols to ensure the protection of any data stored and transmitted in the system, including:
- *Securing physical servers, storage, etc.*

ParkMobile Response:
ParkMobile Complies. ParkMobile is committed to leveraging best practices and the most reliable technologies to ensure security and reliability for our partners' data. NCPA member data will be stored in secure servers hosted by Amazon Web Services (AWS), the industry-leading platform for secure cloud services. ParkMobile has reduce reliance and potential risk to SLAs on third party services and instead built own Site Reliability Engineering Team to offer 99.9% or higher SLAs. ParkMobile continuously monitors and improves security and scalability as per it's ISO 9001:2015 compliance and standards. ParkMobile is PCI-DSS compliant and so is the AWS providing underlying production infrastructure.

Firewalls to protect against unauthorized access.

ParkMobile Response:
ParkMobile Complies. Our platform maintains industry best-practices regarding firewall protections as per the PCI-DSS requirements. ParkMobile uses following products to protect against unauthorized access in addition to array of other products to effectively manage production systems.
- Amazon GuardDuty: Intelligent threat detection.
- Amazon CloudFront: Securely deliver data, videos, applications, and APIs to customers globally with low latency and high transfer speeds.
- AWS WAF: Web Application Firewall that helps protect web applications or APIs against common web exploits.
- Amazon Security Groups: Network segmentation with virtual firewalls.
- Aviatrix: Network Egress Management.
- DataDog: Log aggregation and monitoring.

Additionally, ParkMobile provides all of our partners (including existing NCPA members) with a $15 million Cyber Security Insurance Policy.

PCI PA-DDS level 1 compliant on all applicable data.

ParkMobile Response:
ParkMobile Complies. We are a PCI DSS v3.2.1 Level 1 Service Provider and our latest Attestation of Compliance (AOC) is included with the Supplemental Materials of this submission. Additionally, please see the links below to the Visa and MasterCard Global Registry of Service Providers for PCI DSS Level 1 compliance:
- Visa:https://www.visa.com/splisting/viewSPDetail.do?spId=1059&coName=PARKMOBILE%2C%20LLC
- MasterCard:https://www.mastercard.us/content/dam/mccom/global/documents/Sitedataprotection/site-data-protection-pci-list.pdf

SAS 70 Type II certified before the Notice of Award.

ParkMobile Response:
ParkMobile Complies. We are SAS 70 Type II certified, now SSAE18 SOC 1 Type II, and can provide this certification upon request to any entities associated with the NCPA.

The participant must minimize NCPA's exposure to sensitive data, such as:
- *Credit card numbers.*
- *Personal information of users.*
- *The participant must describe its data security plan and disclose any breaches of security.*

ParkMobile Response:
ParkMobile complies. At no time will sensitive data such as credit card numbers or personal information of users touch the servers of NCPA members partnering with ParkMobile.

ParkMobile's use of Amazon Web Services and our PCI DSS V3.2.1 Level 1 Service Provider status demonstrate our commitment to minimizing any exposure of sensitive data on behalf of our partners. Additionally, our $15 million Cyber Security Insurance Policy reinforces this commitment.

ParkMobile has never had any data breaches and takes abundant precautions to ensure proper management of records. This entails retaining only those that have current or future value, and properly destroying records that do not have such value. Examples of ParkMobile actions taken include but are not limited to the following:

- Card Holder Data (CHD) is not stored on removable media.
- Information on all media is classified, handled and disposed of in a secure manner.
- ParkMobile encourages minimal use and storage of its confidential data to reduce the risk of data compromise.
- At no time after card authorization, under any circumstance, ParkMobile stores any information from the card magnetic track, to include CVV/CVC, CVV2/CVC2, and PIN block data.
- Cards that have met and exceeded their expiration by 6 months are deleted from all systems.
- All cardholder data from deactivated or closed accounts is deleted from all systems after a 6-month waiting period.
- After 18 months of inactivity, a card is categorized as inactive and deleted from all systems.
- A review of cards matching the above criteria is conducted monthly, with quarterly reviews of the reports.
- Personal account numbers (PAN) are masked when displayed.
- Two-factor authentication is implemented to access any cardholder data.
- CHD is encrypted at capture, transit, and at rest.
- PCI DSS compliant encryption methods, process, and procedures are implemented.
- ParkMobile has implement encryption key management plans to ensure the availability of encrypted authoritative information.
- ParkMobile data security policies prohibit direct database access
- Data does not travel over the network unencrypted.
- ParkMobile has had no security breaches.
- ParkMobile is compliant with California Consumer Privacy Act (CCPA) effective January 1, 2020 and Canada's Personal Information Protection and Electronic Documents Act (PIPEDA).

Included with this submission are our latest **Attestation of Compliance for PCI-DSS and Statement of Compliance** for your review, our safeguards for compliance demonstrate how important it is to minimize any exposure of our partners Please refer to these documents for our data security protocols.

System Availability - The system must provide redundant/failsafe servers which ensure at least 99.9% uptime of all components of the system, including:

ParkMobile Response:

To ensure consistent system performance, ParkMobile maintains high-availability load balancers, firewalls, and other infrastructure components. This helps avoid single points of failures and minimizes interruptions. ParkMobile has logging and monitoring tools such as DataDog in place to automatically detect and notify when there is an interruption, degradation in service, or a security incident. If there is a service or security incident, ParkMobile utilizes OpsGenie, emails, phone calls, and Slack to inform the proper team members.

In order to quickly resolve issues, OpsGenie automatically notifies the team members needed depending on the type of incident. The team assembles on a bridge call in less than 10 minutes from the detection of the incident. Incidents are automatically escalated to managers and directors when necessary. ParkMobile's Application Support Team informs internal stakeholders with updates. ParkMobile Account Management in turn communicate with clients and other key external stakeholders. ParkMobile engages third parties, vendors, and enforcement providers in order to triage and resolve issues.

ParkMobile guarantees uptime levels of 99.9% for NCPA members

IVR, including the availability of live customer service representatives.

ParkMobile Response:

ParkMobile complies. Our IVR system and Atlanta-based customer service representatives are available to facilitate secure transactions and account services 24/7/365 for parking patrons. Additionally, our auxiliary customer service center provides overflow support during peak hours, as well as full bi-lingual support.

Mobile applications

ParkMobile Response:

ParkMobile complies. ParkMobile is the most widely-used parking application in the United States; our flagship and private-label mobile apps are used by over 21 million US drivers and 450 cities throughout the country, including 7 of the top 10 US Cities. Our experience and extensive networks of municipal partnerships demonstrates the robust reliability of our platform.

User and administrator websites.

ParkMobile Response:

ParkMobile Complies. Our user and administrative websites are available at all times. As a backup, we provide live-body operators who can perform any account function, including account registration and initiating a secure parking session over the phone.

Integration with existing multi-space meters (only for the integration part for which the participant is responsible.

ParkMobile Response:

ParkMobile Complies. We are fully integrated will all leading parking vendors in North America, including all multi space meter manufacturers. Our platform is available on over 2,000 deployments in the US (0ver 450 municipal and another 140 universities).

Integration with existing enforcement systems (only for the integration part for which the participant is responsible).

ParkMobile Response:

ParkMobile Complies. We are fully integrated will all leading parking vendors in North America, including enforcement, citation management, and license plate recognition (LPR) providers and their platforms. Our platform is available on over 2,000 deployments in the US (over 450 municipal and another 140 universities).

The proposed system must be able to handle up to 50 million mobile payment transactions, including up to 12,000 transactions per hour.

ParkMobile Response:

ParkMobile Complies. ParkMobile routinely processes over 350,000 transactions daily - this is more than many of our competitors process in an entire month. Our platform supports the needs of the largest, most demanding parking operations in the United States, including New York City, Washington DC, Los Angeles, Houston, San Diego, Oakland, Dallas, and hundreds of others. Our proven track record of ensuring reliable operations for the country's largest parking operations underscores our ability to process any volume of transactions required by NCPA members.

The system must provide system uptime reports from the past 4 years and also provide a plan to scale the system to support additional users and transactions.

ParkMobile Response:

ParkMobile accepts these requirements and can provide these details to any NCPA members upon request.

ParkMobile has several proactive measures in place to ensure stability which includes proper change management and quality assurance functions designed to ensure all production changes are performed safe and securely. We also use an extensive set of application and infrastructure monitors that capture any platform issues and immediately alerts our on-call team to any errors that require immediate attention. We also aim to scale our platforms ahead of our own growth expectations, which is why our platform can handle 5x the largest volume day in ParkMobile history without any changes from engineering team. Coupled with the high availability guarantees of Amazon Web Services, the platform is designed for maximum availability & reliability.

Integration

Multi space meters - The system must be able to communicate with the back office system of the existing multi space meters. The system must have the following requirements:

- *Send each transaction to the existing back office system or a 3rd party system as it happens in real-time.*
- *Accept transactions sent from the back office system or a 3rd party system.*
- *The participant must provide examples of data formats and delivery methods used to communicate transactions to and from external systems.*

ParkMobile Response:

The breadth of our capabilities is based on ParkMobile's ability to integrate to the entire mobility ecosystem. Through these integrations NCPA members will easily be able to validate mobile pay transactions through ParkMobile without additional hardware or software. ParkMobile maintains active integrations with all major Multi-Space Meter and Enforcement vendors. Parkmobile can meet both listed requirements: sending transaction data in real time and accepting transactions from a back office or third-party system.

Through our openly available APIs as well as direct integrations, we integrate to more providers than any other mobile payment platform. meter vendors, enforcement systems, LPR devices, parking operators, parking and traffic data companies and payment providers, enabling the client to adopt a best of breed approach to their mobility strategy and providing flexibility to move vendors. We continue to expand our list of integration partners and will continue to put resources towards securing more vendor partnerships creating a seamless parking operation for our clients.

ParkMobile API and Developer's Portal

ParkMobile is a true platform that allows for the management and support of many parking technologies. Our integration ecosystem includes 100+ technologies across nine different categories, and our developer's portal provides our partners with easy and clear documentation to enable interaction with our API. Through a seamless integration process, our developer's tool kit allows our clients to easily scale their operations with the technologies of their choice.

Figure - ParkMobile Developer Portal

Figure - Examples of data formats and delivery methods used by ParkMobile

Enforcement *- The system must be able to communicate with any enforcement system. The system must have the following requirements:*

- *Allow a device to query the payment status of a vehicle through its license plate number using an API provided by the vendor that is compatible with:*
  - o *Android.*
  - o *iOS.*
  - o *Blackberry.*
  - o *Windows Mobile.*
  - o *A platform agnostic web service.*
- *Allow a device to query a list of paid vehicles through a meter/block/zone ID.*
- *Allow a license plate recognition system to query the payment status of a vehicle through its license plate number.*
- *Pull or receive a list of license plate numbers flagged by law enforcement.*
- *The system must be able to send an alert when a matching vehicle makes a parking transaction.*
- *The participant must provide examples of their enforcement integration models with other clients.*

ParkMobile Response:

To ensure flexibility in all aspects of managing parking if the NCPA member chooses to implement a dedicated enforcement and citation management at the outset of operation or in the future, ParkMobile's open API will send the transaction data displayed in nForce directly to your enforcement system in real-time for a seamless operation. Below are the enforcement and LPR vendors that ParkMobile currently integrates with:

Figure - ParkMobile Enforcement Integrations

ParkMobile also provides all clients with a free enforcement tool called "nForce". This tool is a web enabled link that allows authorized enforcement official to verify parking credentials in real-time in the field. This can be used in conjunction with integrated enforcement systems with handheld devices or as a standalone enforcement solution. **The administrator can search by zone number or by license plate number to verify a vehicle is valid.**

ParkMobile | Enforcement Integration

Note: This integration workflow diagram is specifically for real-time mobile payments integration and enforcement. This does not apply for pre-paid parking reservations.
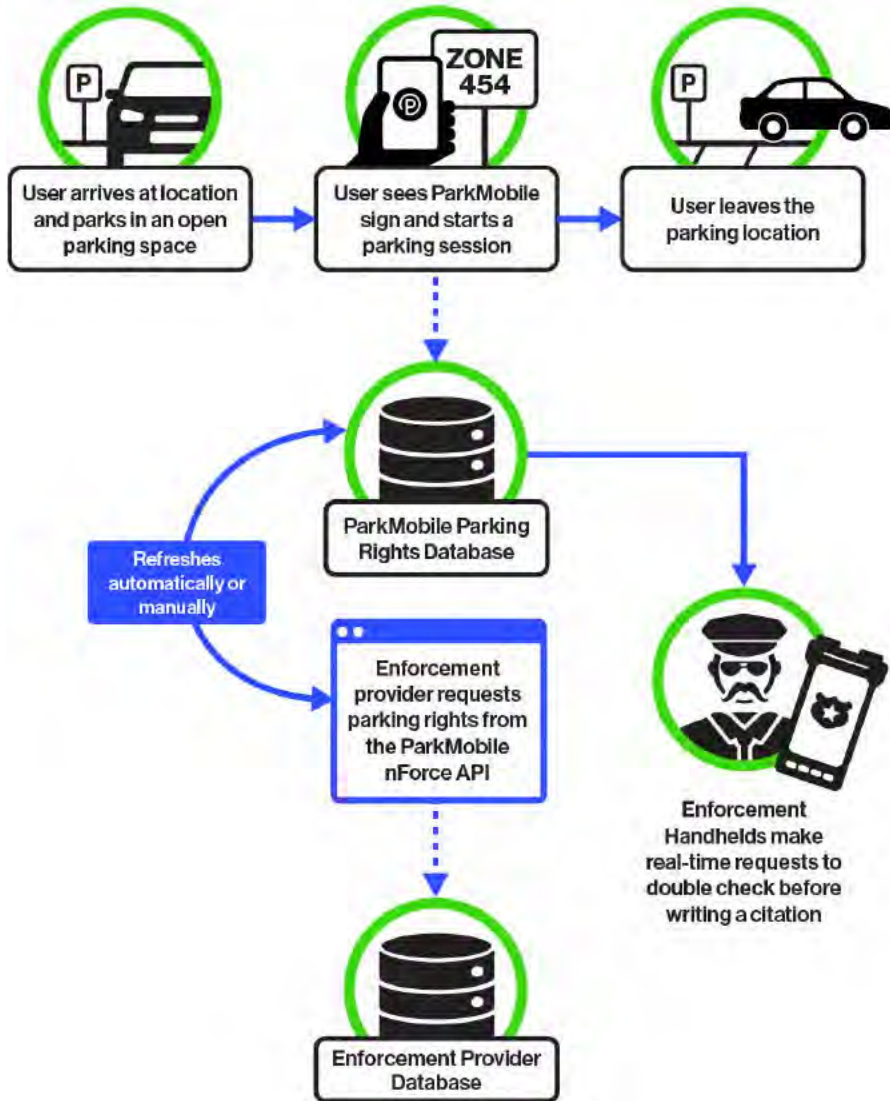
The ParkMobile platform publishes and supports an open API system for integrations with third party vendors. While we have integrated into virtually every possible combination of meter, enforcement, and LPR vendor partners in the market, we will only authorize integrations to the client's program that are explicitly designated by the client as an approved contractor.

Marketing

The vendor must provide examples of marketing plans used in other cities or markets. In addition:
- *The vendor must provide an initial marketing plan to promote the use of the system, including details on the message, medium, location, and frequency of marketing. Ø*
- *The vendor must provide a comprehensive recurring marketing plan.*

ParkMobile Response:

ParkMobile Marketing and Advertising

ParkMobile's experienced marketing team is prepared to work with the municipal staff to design a communications strategy that engages users and helps them meet their goals for the program. Over the past 10 years, ParkMobile has launched in over 1,000 mobile payment programs. Through that experience, we have learned the key marketing strategies, tactics and best practices for introducing a mobile parking app in a new market and continually increasing the app utilization post-launch.

ParkMobile's Smart Marketing Approach

When ParkMobile develops a marketing program for a new launch, one size does NOT fit all. ParkMobile will work closely with your staff to develop the right program for the municipality. ParkMobile builds our marketing programs to focus on five key areas, outlined in the diagram below.

1. Awareness

When launching a new or updated mobile parking app in a market, it is critical to get the word out. The ParkMobile team deploys a variety of tactics to make sure people in the market know about the app. Awareness tactics may include local advertising on TV and radio, press outreach, targeted social media ads, street teams and more. We will use email, in-app messages and push notifications to activate existing ParkMobile users. ParkMobile will also look for opportunities to leverage local programing in the market. For example, in Atlanta we created branded content for integration into a show about local restaurants called "Atlanta Eats".

ParkMobile featured on the TV show Atlanta Eats. See the full segment here.

2. Adoption

Once users have downloaded the app; ParkMobile activates our onboarding program to ensure they know how to get started. We send a welcome email with links to demos on how to use the app. Then follow up to make sure the new users have the information they need. If users download the app and setup an account but don't do a transaction, we keep messaging them to encourage usage and educate them about all the locations where they can use the app to pay for parking.

3. Engagement

Once people are using the app, we engage them on an ongoing basis with emails, in app messages and push notifications. The goal is to keep them engaged with ParkMobile even when they are not actively parking. In addition to the app-based engagement, we retarget users on Facebook and other social platforms to serve up tactical messages and stay top-of-mind.

4. Retention

ParkMobile strives to keep users engaged with the app for the long term. We consistently communicate news and updates to members through email, social media posts and other tactics. ParkMobile also has a re-engagement program for lapsed users who haven't used the app in several months.

5. Advocacy

For loyal power users, ParkMobile urges them to become "ambassadors" for the ParkMobile brand though social media and app store reviews.
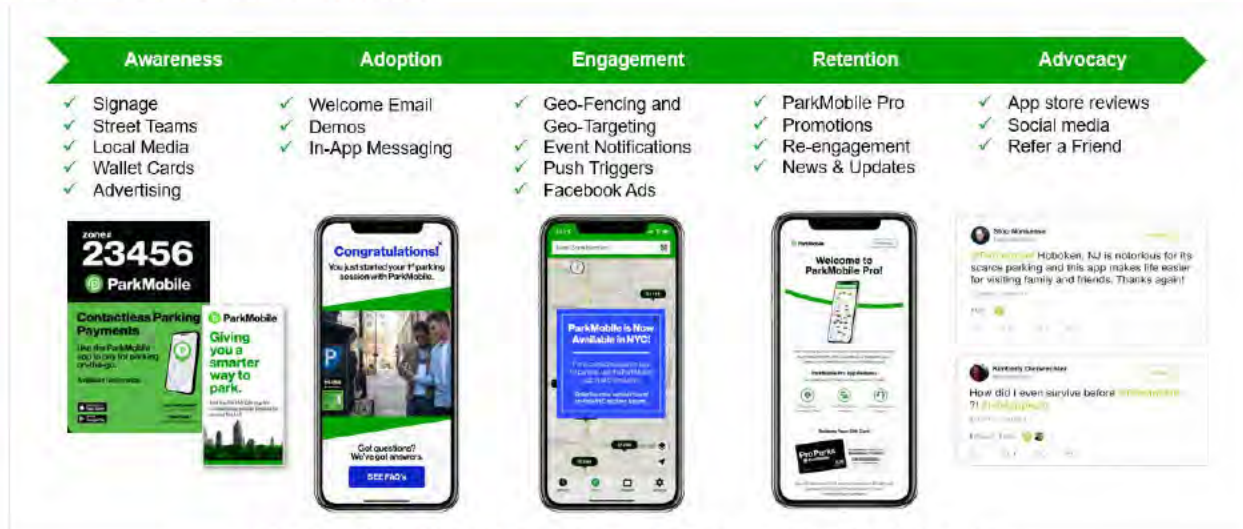

Figure - ParkMobile End to End Engagement and Activation

Geo-Targeting

In addition to targeting users in the Municipal area, ParkMobile can create geo-fencing around cities and universities to target visitors coming into town who already have the app on their phone. Geo-targeted messages will let our entire membership base know that they can use the ParkMobile app to pay to park on and off-street everywhere in the municipal area. Geo-targeted messages help drive the ParkMobile network effect with 25% of our members using the app as they travel to different markets across the country.

In-App Messaging

ParkMobile can push high impact in app messages to our 21 Million users to provide information and drive behavior. These messages are triggered by defined user behaviors-opening the app, starting a parking session, ending a parking session, etc. This tactic can be used to communicate a variety of topics-alerts, promotions, events, etc.
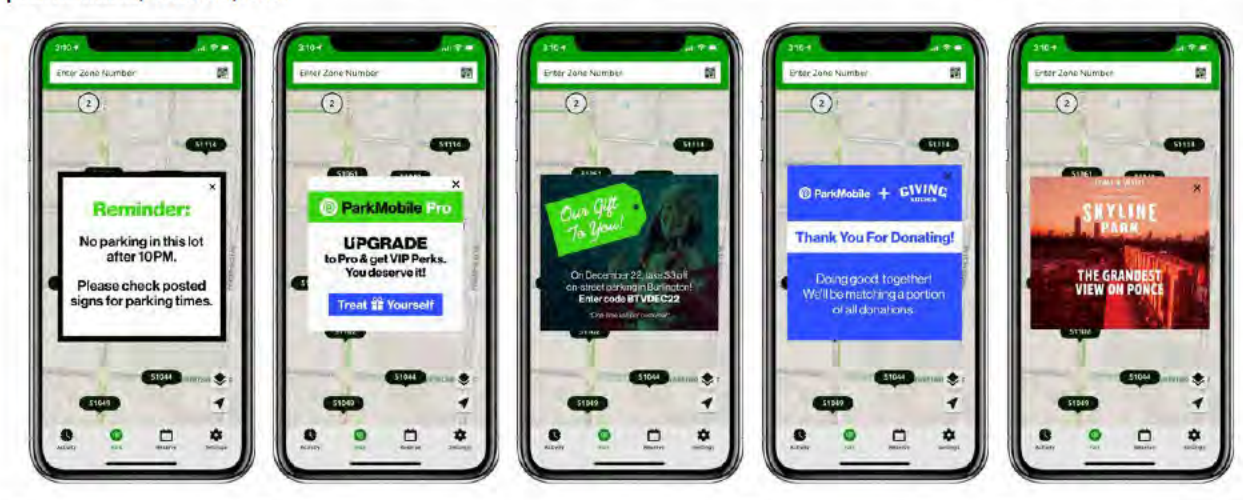
Customized Video Content

ParkMobile has an extensive video library of demos and tutorials that can be embedded on the Municipal website and used in other digital channels. We are also able to customize these videos for white label apps. You can see our full video library of assets here: https://vimeo.com/parkmobile

Using ParkMobile for On/Off-street Parking an…

ParkMobile

How to Use ParkMobile

ParkMobile

Social Media

ParkMobile has a very strong social media presence with over 33,000 followers on Twitter and 35,000 followers on Facebook. We will leverage this industry leading social network to raise awareness for ParkMobile's products and services across the area.

Special Events and Promotions

ParkMobile can set up special promotions for parking around the municipality. For example, the municipality can offer "$1 off", "free parking" or other incentives. The ParkMobile marketing team will work with their staff to design and execute a promotion that is right for them.

Local Media Coverage

ParkMobile's PR team will generate strong local media coverage for the launch of their program.

Branded Swag Kits

We also support our clients by sending out ParkMobile Swag kits for beach and other seasonal communities at the start of their busy season. Items like branded sunglasses, lip balm, koozies; things that can be distributed by the client's parking office to residents and tourists alike. Similarly, we send Swag kits to universities for their new student orientations; so, their new students and parents can become familiar with the benefits of the convenient paid parking option available to them on campus.

Instructional Documents and Website Content

ParkMobile can provide the NCPA Members with helpful one pagers and wallet cards to provide to drivers, as well as content to embed in their website and in customer communications like email and social media.

ParkMobile doesn't just provide top quality launch marketing, we continue to provide marketing at no charge throughout the lifetime that you are a client.

Figure - ParkMobile End to End Launch Plan

- *The vendor must supply all promotional and operational graphics, excluding the street signage used to identify meter/block/zone IDs. All marketing plans and materials shall be approved by NCPA prior to implementation*

ParkMobile Response:

ParkMobile provides all operational and promotional graphics, including all signage at no additional charge to NCPA members. ParkMobile is pleased to submit any marketing plans and materials to NCPA for approval.

Signage and decal design is one of the most important aspects of a mobile parking program. Our team works directly with our clients to understand the equipment out in the field and what the lots or equipment look like to come up with the best sign and decal package. We have a graphic design team in house creating our proofs and we are able to create different shapes and sizes to meet the needs of each individual client. We are prepared to work with the NCPA members to finalize a design to meet the needs of the mobile parking program. Please see below our initial sign designs for a mobile parking program. Our design team is ready to work with NCPA Members to create high impact signage that meets your needs.

Best practices for mobile app signage include:
- Bigger is better. Larger stickers and signs have been proven to drive greater app adoption.
- Minimize the elements on the sign. Less is more.
- Have a large zone number that is easy to read from a distance.
- Simple instructions on how to pay.
- Show that ParkMobile is also accepted to provide more pay

ParkMobile Standard Signage Design

Customer Service

End User Customer Service - The vendor must provide the following customer services to end users:
- *Live operators available 24/7 to create accounts and resolve issues.*
- *Language support for:*
  - *English.*
  - *Spanish (if available).*
- *Customers looking to establish contact with a live operator must be provided the option at the start of a parking action.*
- *Callers seeking a live operator must not be on hold for longer than 2 minutes.*
- *Music and updated messaging must be provided during calls on hold.*

ParkMobile Response:

ParkMobile's member services team are ready to provide assistance to all customer complaints and issues related to use of ParkMobile's system. During business and evening hours Monday-Saturday, the support team is staffed with ParkMobile's own bilingual full-time employees based out of our US offices. ParkMobile's Level 1 PCI compliant call center ensures customers' data is fully secured.

ParkMobile customer service standard hours of operations are 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. At all times a customer can reach a live body operator. Furthermore, patrons can initiate a parking session via IVR or using the 1-800 number designated specifically for our partner's operations. Live body service representatives are available 24/7/365 with a bilingual English and Spanish speaking customer service team. 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. Additionally, the Help Center which currently has English only knowledge base articles will be fully translated into Spanish as well later this year.

ParkMobile uses a Net Promoter Score (NPS) to measure the efficiency and satisfaction of our customer service. Our current NPS score is 60 with feedback comments citing primarily "quick," "easy," and "convenient."

- *Customers looking to find parking must be provided a web-based or mobile app based map, or other method of locating metered parking.*

ParkMobile Response:

ParkMobile's platform delivers rich functionality and user convenience to our members through a mobile first native map view embedded in app as well as web properties with deep integrations to the leading map, navigation and parking data providers. Please see link demonstrating this feature: https://vimeo.com/261903714

NCPA Member's mobile parking patrons would have access to the following capabilities:
- Native map view with location identification showing the user nearby zones. A user can then touch the zone number to initiate a parking session.

- Integration to major mapping platforms (Apple, Google, Waze) to expose nearby retail, lodging and transit options
- Wayfinding and turn by turn directions to nearby parking facilities (for reservations)
- Find My Car feature to get walking directions back to parked vehicle after a Zone (pay-by-cell) parking session.
- **Parking availability and map enabled wayfinding to navigate to open spaces on-street**

The ParkMobile app can use location services on the parker's device to detect which zone they are parking in for a specific location. This helps ParkMobile show nearby parking zones to the users reducing friction and errors. Location services can be turned on or off by the user.

Find My Car Feature

Another popular feature of the ParkMobile app is Find My Car. This enables a user to get walking directions back to the location of her car. The user can select from multiple mapping options to get the directions - Apple Maps, Google Maps, and Waze.
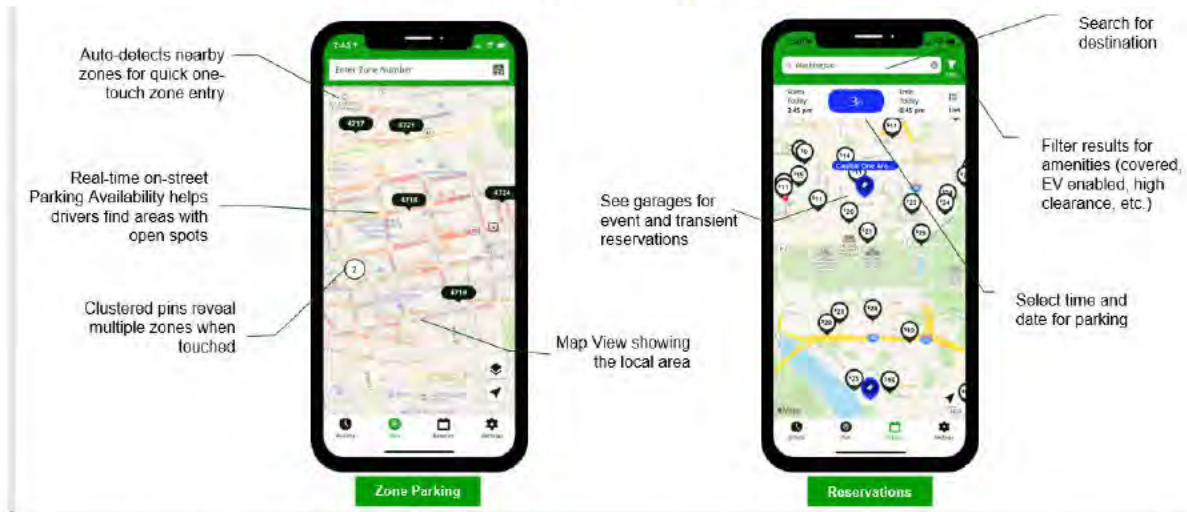
Walking Directions Back to Parked Vehicle

Active Parking Session

Find My Car

Get Walking Directions back to Car
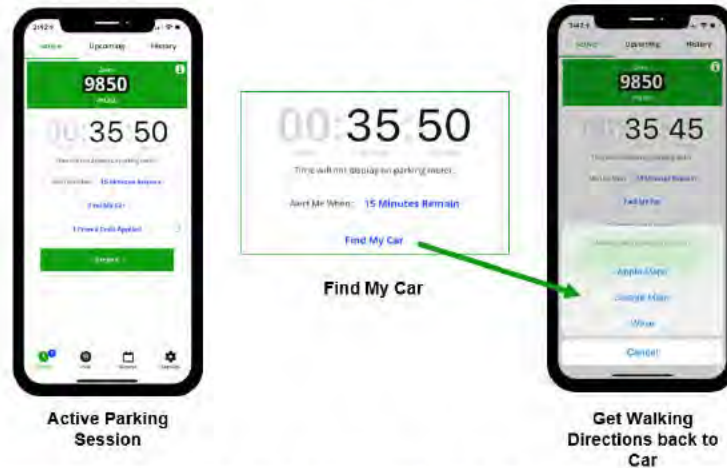
Figure - ParkMobile Find My Car Feature

Auto-detects nearby zones for quick one-touch zone entry

Real-time on-street Parking Availability helps drivers find areas with open spots

Clustered pins reveal multiple zones when touched

Map View showing the local area

Zone Parking

Search for destination

Filter results for amenities (covered, EV enabled, high clearance, etc.)

See garages for event and transient reservations

Select time and date for parking
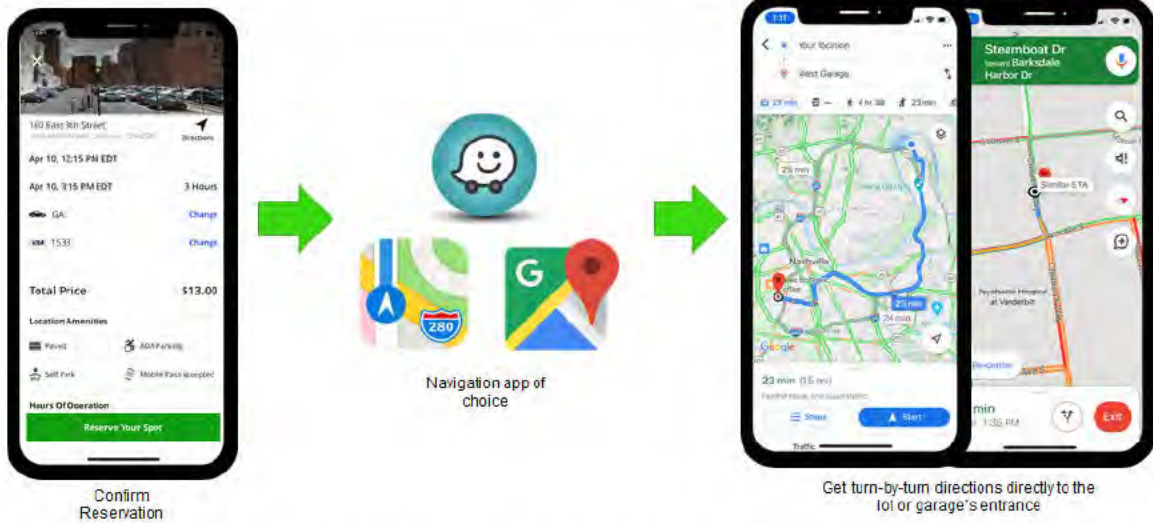
Reservations

Map views in the ParkMobile app provide drivers with intuitive location information for both Zone (pay-by-cell) parking and Reservations
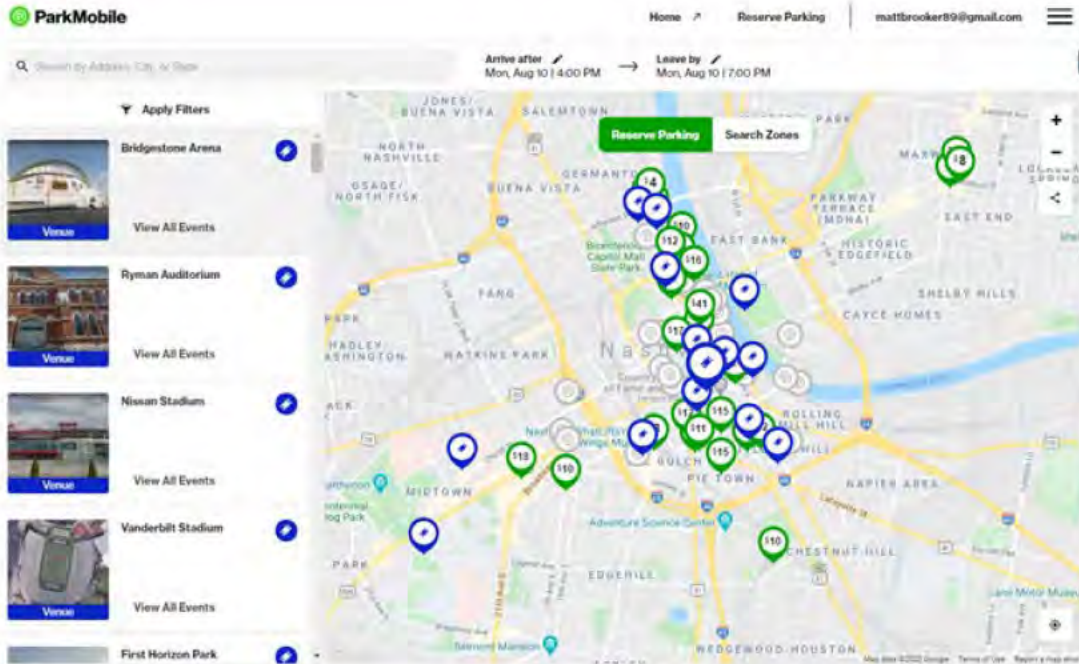
Drivers can also find map views and detailed location information online at _parkmobile.io_
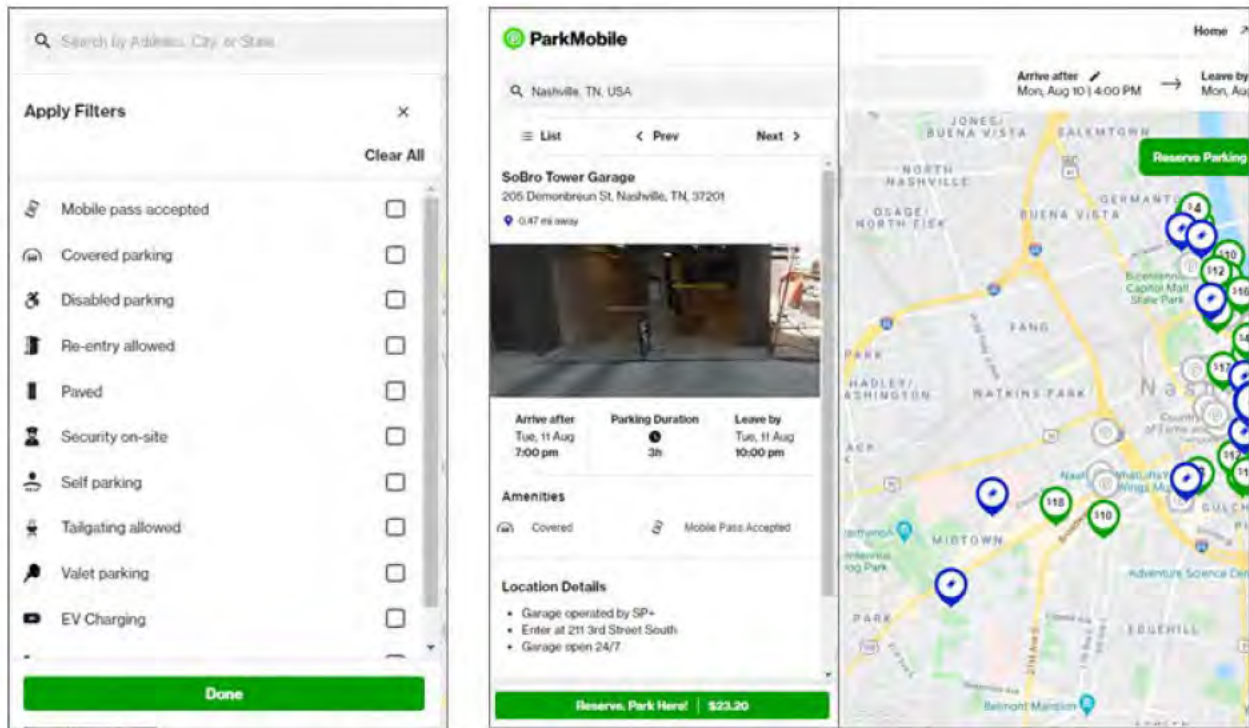
ParkMobile Reservations displays location details, photos, and amenities. Drivers can even filter their search based on location amenities

Confirm
Reservation

Navigation app of
choice

Get turn-by-turn directions directly to the
lot or garage's entrance

The ParkMobile app provides turn by-turn directions using the customer's preferred navigation app before or after a customer books a Reservation

Parking Availability

ParkMobile enables real time availability for on-street parking in over 100 cities across the US and Canada. In this area of availability and parking data, the industry is rapidly evolving. ParkMobile is committed to retaining maximum flexibility for our partners. Currently, ParkMobile is integrated to the following parking analytics vendors and we continue to add to this list: CivicSmart, INRIX and Smart Columbus.

ParkMobile users do not have to circle the block to find a spot, because availability in app reduces traffic, congestion, pollution and emissions. Parking availability also improves travel efficiency by decreasing time to destination and miles traveled.

ParkMobile's innovative Parking Availability Engine allows our Development Team to customize configurations based on which availability provider your team chooses based on the following criteria:

- Geographic Area
- User Account Type (i.e., Basic, ParkMobile Pro, or Fleet)
- Smart Device Application

**Figure - ParkMobile Availability Vendors
INRIX (left), CivicSmart (middle), Smart Columbus (right)**

The vendor must provide a customer support plan that includes projected call volumes and number of support staff available.

ParkMobile Response:

ParkMobile is ISO 9001:2015 compliant demonstrating our commitment to organizational quality. Quality management gives ParkMobile the ability to consistently provide products and services that meet customer and regulatory requirements. ParkMobile customer support is available through multiple channels and upon launch of a new market our member services team (32 in-house employees) is alerted to ensure they are up to date on the client specifics of the deployment.

Testament to our quality products and services, despite launching a record number of markets in 2020 and increasing transaction volume our support team has not seen an increase in support ticket numbers.

NCPA Support - *The vendor must provide the following services to NCPA:*
- *Technical support during normal business hours of 8:30 am to 6:00 pm, (EST).*
- *Engineering staff to perform development, testing, and deployment.*
- *Response times of less than 30 minutes for urgent issues.*
- *Resolution of urgent issues in less than 2 hours.*

The vendor must provide examples of development project plans and issue resolution processes with other clients.

ParkMobile Response:

ParkMobile provides Technical Support during normal business hours from 8:00 AM to 6:00 PM. We have a full team of engineers that perform development, testing, and deployment for all technical needs to support ParkMobile's entire platform.

ParkMobile's Account Management team has a well-defined issue communication process to notify clients of planned outages more than seven days in advance and is available as needed for any additional assistance or troubleshooting. The client can designate the contacts they would like to receive these communications, so the appropriate people are always informed right away. Planned outages are normally done late at night or on weekends (non-peak hours) to minimize operational impact.

Our back-office systems are all web-based and password-protected. We offer administrative controls for specific access including read-only accounts, enforcement accounts, and administrative accounts. Further detail on these systems is provided in the Training section included with this response

To ensure consistent system performance, ParkMobile maintains high-availability load balancers, firewalls, and other infrastructure components. This helps avoid single points of failures and minimizes interruptions. ParkMobile has many monitoring tools such as DataDog in place to automatically notify when there is an interruption, degradation in service, or a security incident. If there is a service or security incident, ParkMobile utilizes OpsGenie, emails, phone calls, and Slack to inform the proper team members. The team assembles on a bridge call in less than 10 minutes from the detection of the incident. Incidents are automatically escalated to managers and directors when necessary. ParkMobile's Application Support Team informs internal stakeholders with updates. ParkMobile Account Management in turn communicate with clients and other key external stakeholders. ParkMobile engages third parties, vendors, and enforcement providers in order to triage and resolve issues.

Training

The vendor must provide training to personnel designated by NCPA and cooperating agencies in the following areas:
- *Use of payment methods.*
- *Use of any websites designed for users and administrators.*
- *Use of any enforcement tools.*

ParkMobile Response:

ParkMobile is prepared to provide thorough and ongoing training to ensure all designated personnel are comfortable using ParkMobile's back office systems prior to launch. Because there is no physical hardware involved, we find that web-based training is most effective because it allows for training to be delivered via more frequent sessions over the course of several weeks, rather than a smaller number of longer, in-person sessions. These sessions can be recorded and shared with staff who could not attend due to scheduling or seating constraints. Training manuals will also be made available to all personnel.

Training sessions will be broken out for the following types of personnel users:

Admin Users (Reporting and Policies in ParkMobile 360)
- Update rates and policies in real-time
- Run, customize, export, and schedule recurring operational and financial reports
- Create and manage user login credentials

Read only-users (Reporting and Policies in ParkMobile 360)
- Full access to viewing operational and financial reports, but no ability to make changes

Enforcement-oriented users
- Verify parking credentials in real-time in the field, in conjunction with integrated enforcement systems

Read-only users (Customer Transaction Lookup)
- Quickly look up vehicle plate numbers to verify all associated parking history
- Simple interface is ideal for reception or office staff who handle customer inquiries about reviewing and waiving violations

Training will consist of multiple 1-hour training sessions leading up to the go live date. Enforcement training is scheduled at the convenience of the client's parking management team. Enforcement training focuses on the workflow to check client mobile parking sessions through the client's enforcement platform. Each enforcement officer will need their enforcement device during training so they can run and test the enforcement workflow. Several transactions will be demonstrated via the ParkMobile app so each PEO will see how the payments reflect on their devices in real-time. During the training sessions, PEO's can ask questions about the platform and how to use it effectively.

Ongoing Training

ParkMobile is committed to ongoing training for our clients and regularly offer webinars that our clients can join for a refresher on our products and systems. ParkMobile will also make available standard user guides for our products for the client to distribute to new personnel. The client retains the right to copy training materials as frequently as required for ongoing internal use only.

Account Management's #1 goal is the success and growth of your program.

Not only is your Account Manager here to address questions and requests, but they will also be a proactive participant in your program's growth. One of the first steps in establishing your relationship with Account Management will be setting up your Monthly Insights Meeting. This cadence can also be quarterly or as requested, but we find that most of our clients prefer once a month for this touchpoint.

Weekly and Monthly Insights Meetings

During our meetings, we find it helpful to go over recent KPI's of the program to look for trends or areas to improve. A few examples of this are:

- Overall transaction volume growth
- Overall user number growth
- Year-over-year growth of the above metrics
- Top 10 Best and Top 10 Lowest performing zones (by transaction volume)
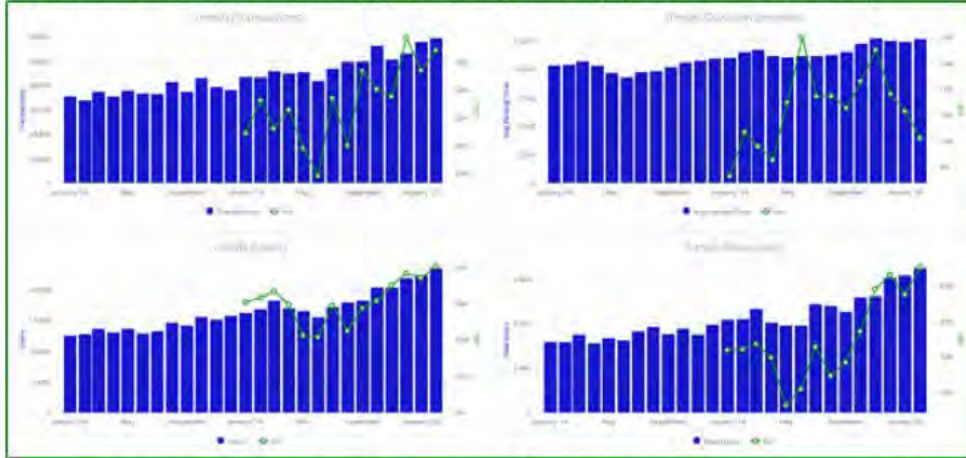

Figure - KPI dashboard shared by Account Management at monthly insight meeting

ParkMobile 360 is an extremely powerful and useful tool that is constantly evolving and improving. Your Account Manager is there to provide all the ongoing training and support needed to ensure you're getting the most out of this tool.

NCPA members will have the ability to make rate & policy changes on the fly, add in event rates, and access transaction reports and data analytics to make informed decisions. By reviewing the 360 dashboards and identifying transaction trends on most popular parking times, average parking duration/ticket price, we can work with you to brainstorm ideas of how to make the program more successful and generate more parking revenue.
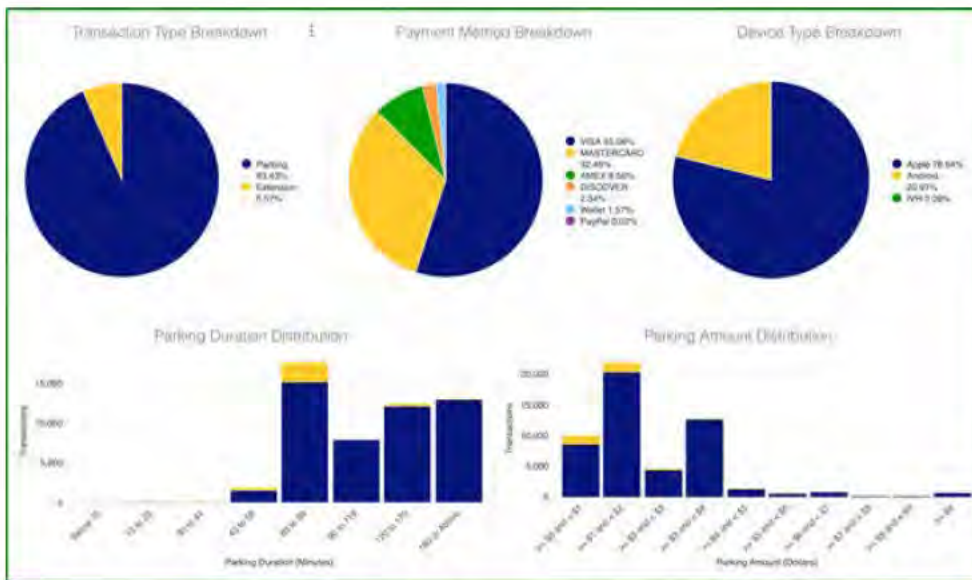
Figure - ParkMobile 360 Dashboards

New Features and Program Enhancements

Through regular touchpoints with Account Management, we keep our clients up to date on new/future enhancements and upgrades being made to our platforms. We're also interested in collecting client feedback on features or functionality that could be added to our Product team's roadmap for future releases.

It's all about learning what challenges our clients face and brainstorming on possible solutions to ensure the continued success of their programs.

Continuous communication also helps help identify pain points within the parking operation and if there be a way ParkMobile could assist. Your Account Manager will discuss what we've learned from other clients and how we could help. The items below are often discussed after launch to meet a new need and enhance the mobile payment program:

- A promo code/validation program
- Hidden zone (without signage or GPS marker) used for a particular set of users
- Visitor parking portal, useful for an office manager/reception desk to initiate visitor parking fees for their guests.

The vendor must also provide training for end users, including, but not limited to a frequently asked questions (FAQ) section and/or instructional videos on the vendor's website.

ParkMobile Response:

ParkMobile also offers you and your parking customers a Customer Care and Member Services Center based in our corporate headquarters in Atlanta, GA. We utilize the leading cloud-based customer service software system, Zendesk, to handle customer inquiries and to provide consumer education through FAQ, guides and technical help topics. Inquiries or disputes can be submitted via phone, email, ParkMobile app, and the ParkMobile website. ParkMobile members can contact our bilingual support team 24/7/365 for industry leading multi-channel customer care, start a parking session, get answers to questions, request changes to their account and other services. ParkMobile also makes most options available within the smart app and website, including partner's websites and provide a robust self-help (FAQ) section to assist members with most questions and an instructional How-To video.

When customers require further assistance, our Member Services Specialists provide customizable responses depending on the needs of the customer. Moreover, a unique aspect of ParkMobile's customer support philosophy is our use of social media to maintain real time contact with our 21+ million members.

ParkMobile also utilizes social media to engage and interact with users, including constant monitoring of social media comments to understand their needs and support requests. Through this real time interaction, ParkMobile is not only able to mobilize and deploy new markets and functionality more quickly but maintain industry leading customer satisfaction scores.
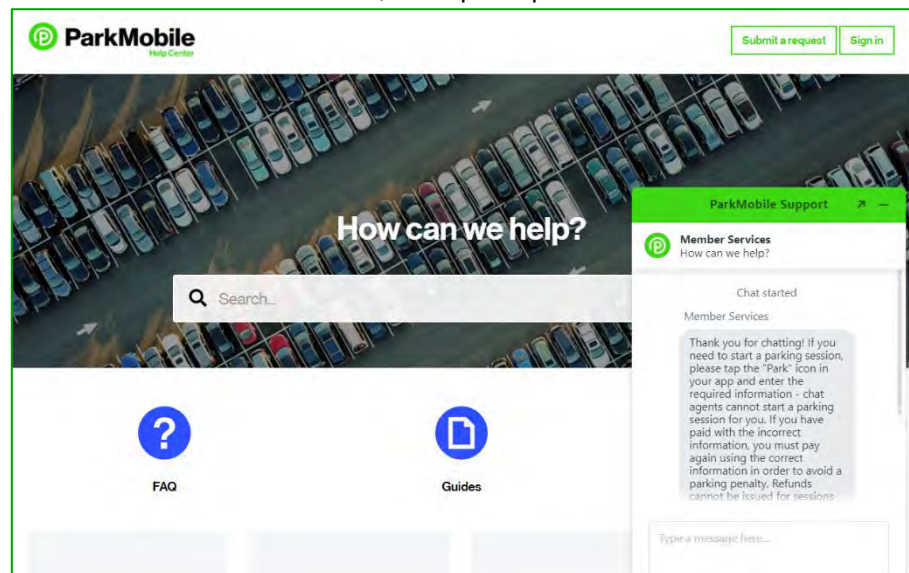

Figure - ParkMobile Support Website

Deployment

The vendor must provide examples of deployment plans with other clients that include the following:
- *Development schedule.*
- *Testing schedule.*
- *Roll out schedule.*
- *Marketing schedule.*
- *Training schedule.*

The participant must provide a tentative deployment schedule for NCPA that includes all services.

ParkMobile Response:

ParkMobile experience and expertise deploying a mobile payment program is second to none. Because we are keenly aware that a successful deployment leads to a quicker adoption of the program, ParkMobile has a department exclusively dedicated to implementations lead by our most seasoned employees. The knowledge provided by our implementation staff will ensure a smooth deployment for NCPA members.

Once the service agreement has been finalized, our sales and implementation team will have a kickoff call with the client to discuss implementation deliverables within 10 business days, listed here and described in detail below. At kickoff we will briefly talk about pre/post go live activities and establish a timeline for market launch. Coordination of ongoing communications, such as the scheduling of a weekly status update call, will be established at this time.

Please also refer to the attached 50 Day implementation plan provided on the following page.

Figure - ParkMobile Deployment Lifecycle

Task Name	Duration	Month 1				Month 2				
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
Parkmobile Implementation	**45 days**									
Contract	**5 days**									
Contract	0 days									
Internal Sales Operations Handoff Meeting	0 days									
Meter/Lot/ Locations Overview Map	5 days									
Zone and Rate Information	5 days									
Merchant Processor Information	5 days									
Project Planning	**10 days**									
Marketing Plan	5 days									
Merchant Account Integration Planning	5 days									
Enforcement Integration Planning	5 days									
Meter Integration Planning	5 days									
Review and Finalize Zone and Rate Structure	5 days									
Zone and Rate Client Formal Sign Off	0 days									
Phased Deployment Planning	5 days									
Review Enforcement Integration Requirements	1 day									
Update Sticker/Sign Design	10 days									
Signage/Sticker Released for Fabrication	0 days									
Communications	**45 days**									
Weekly Status Meetings	45 days									
System Environment Configuration and Development	**32 days**									
Rate and Zone Set Up	10 days									
Payment Processor Set Up	10 days									
GPS Coordinates with Zone Numbers	10 days									
Integration with Meters Set Up	10 days									
Integration with Enforcement Set Up	10 days									
Business Review and Application Configuration/Validation	**1 day**									
Review Rate and Zone Set Up based on Client's expectations	1 day									
Review Enforcement Interface based on Client's expectations	1 day									
Stabilization and Testing	**6 days**									
Zone and Rate Configuration Testing	2 days									
Integrations Verification	2 days									
Client Acceptance Testing	3 days									
Supplier Reporting Verification	1 day									
Deployment	**23 days**									
Training and Documentation	**6 days**									
Help Desk Trained	5 days									
Parking Adminstration Trained	1 day									
Configure Enforcement Ingtegration	**4 days**									
Web Access active on Handhelds	2 days									
Update Handhelds with Parkmobile Integration	2 days									
Enforcement Officer Training	5 days									
Implementation	**12 days**									
Meter Sticker Installation	5 days									
Signage Installation	12 days									
Go Live Date - First Location	**0 days**									
Go Live Date - All Locations	**0 days**									
Ribbon Cutting/Launch Party	**1 day**									
Marketing	**50 days**									

Parkmobile Implementation

Deployment

1. Zone and Rate Structure (ZAR)
Complete inventory where ParkMobile will be deployed

2. Merchant Account
Establish banking information for flow of funds from transactions to Client

3. Signage and Decals
Approved by Client prior to launch and displayed on assets to promote adoption

4. Setup Integrations
Confirm all integration needs and workflows for enforcement and/or meters

ParkMobile Zone and Rate (ZAR) Structure Workplan

ParkMobile delivers to its clients innovative smart parking functionality with the flexibility to generate parking zones from individual spaces to entire on-street zones. The main deliverable for deployment is the zone and rate structure (ZAR) and this document is an overview of all the inventory and assets where ParkMobile will be offered with the client. It is initially an Excel document that includes specifics about meter assets. Information like, the location, street and block, the lot name and address, type of meter equipment, single space meter or multi space meter, meter/space count, or maybe there aren't any meters and ParkMobile is going to be the only payment method available. We also include all the rates/rules and parking policies/regulations in the ZAR spreadsheet, and we work very closely with the client to make sure we have everything we need to properly configure the system. We then communicate the finalized ZAR details to our support team, and they use the ZAR to build out the client's ParkMobile360 policies, zones and supplier account.

ParkMobile's comprehensive ZAR workplan at the outset of mobile payment operation will enable staff to fully document the parking inventory for mobile payment. NCPA Members will also have the flexibility to deploy smart parking features like demand-based pricing as well as the option to restrict access for specific spaces based on street sweeping, rush hour restrictions, holidays, loading zones, etc.

Figure: Sample ParkMobile ZAR from our Chicago Park District deployment.

Merchant Account Setup

ParkMobile has a long track record of successful deployments where we integrate to the Client's merchant processor. We are integrated to numerous processors, as shown below. The Client will dictate the card types accepted for transactions ensuring their negotiated processing rates and receiving funds directly into their merchant account daily.

Current ParkMobile Payment Integrations

- BridgePay NETWORK SOLUTIONS
- PayPal
- TSYS
- point&pay
- payment express
- Elavon
- Transaction Network Services (TNS)
- CHASE (Chase Paymentech and Chase Spectrum)
- Heartland Payment Systems (Heartland Bolletta and Heartland SpIDR)
- First Data (Rapid Connect, First Data Nashville, and CardConnect)
- worldpay (Vantiv and Fifth Third)
- 3C PAYMENT

ParkMobile is the leading provider in parking payment solutions, processing over 98 million transactions every month. In fact, we process more transactions under $10 than any other company in the U.S. Should the client wish for ParkMobile to function as Merchant of Record we can provide our merchant services for a set processing rate for all card types and emerging payments including ApplePay, PayPal and ParkMobile Wallet.

Signage, Decals and Ongoing Marketing

Signage and decal design is also an important aspect of deploying a mobile parking program. Our team works directly with our clients to understand the hardware assets out in the field and what the pay station/meter looks like to come up with the best sign and decal package. We have a graphic design team in house creating our proofs and we can create different shapes and sizes to meet the needs of each individual client. We are prepared to work NCPA Members to finalize a design for their mobile payment program.

Integrations

Testing and validation of required integrations is also important before the system is live. ParkMobile is integrated with over 100 different systems available in the parking industry and have an open API that is easily able to integrate to, in the event a new integration need arises. On the kickoff call we will have an understanding of integration needs and be able to proceed with standard programming immediately.

We also will provide NCPA members access to our web-based enforcement tool, nForce, which is accessible via any internet capable device (e.g. iPhone, android, tablet). nForce will reflect all active ParkMobile sessions in real-time. During our pre-launch efforts and training, we review nForce with the client and provide training on how to use it. This training is included regardless of the integration programmed for enforcement and serves as a backup method of enforcement and to ensure the client can test their enforcement integration, if necessary.

Figure – ParkMobile nForce

User Acceptance Testing

ParkMobile's user acceptance testing is performed pre-go live, throughout the implementation and training process, to ensure that everything is functioning correctly prior to the service being made available for use. In addition, we like to revisit the testing process after the initial 30 days to check in and ensure that everything is functioning to the client's satisfaction.

Testing Procedures

ParkMobile's testing procedures, both before go-live and after the initial 30 days, will include:

- Test transactions will be performed for different zones throughout the client to confirm parking policies are accurate with charging the correct amount and reflecting the appropriate max duration.
- Test transaction will be performed on varying days and times to ensure that days and times of the client's parking rates and policies are accurately reflecting in the system.
- Tests with merchant accounts will be performed to ensure payment methods on file are being charged appropriately. Multiple payment methods will be tested for comprehensive accuracy (i.e. VISA, Mastercard, discover, AMEX, etc.)
- Tests will be performed with any and all integration partners, such as the client's meter and enforcement solutions. Test transactions will be initiated in the ParkMobile system and we will coordinate directly with enforcement provider (or any other selected vendor partner) to confirm the transactions started in ParkMobile populate and reflect in the enforcement systems, ensuring that drivers who pay through the ParkMobile application will not receive erroneous citations.

Additional Integrated Services

The vendor must incorporate additional integrated services and pricing to their proposal, including but not limited to:

- *Digital virtual permit management system for monthly, residential, visitor and other parking related permits*
    - *The whole life cycle of a permit must be automated.*
    - *Registration, application, (auto renewal) payments, approval (if applicable), and issuance must be performed online.*
    - *Permits can be assigned to the vehicle's license plate number, send to the permit holder's smart phone or other mobile device or printed at home.*
    - *Online personal account for permit holder to update information and manage their account.*
    - *Waiting list and mass email functionality.*

ParkMobile Response:

ParkMobile industry leading mobile payment platform enables options for how paid parking is offered, daily, reserved or via permit. ParkMobile's permitting platform provides our partners with the ability to manage all parking permit types through one web – based platform.

STEPS 1 AND 2: RESIDENT LANDING/HOMEPAGE: Users apply for any permit type configured (i.e., residential, visitor, employee). The drop-down menus are customizable based on the Client's unique needs.

STEP 3: RESIDENTIAL PERMIT APPLICATION: Users provide vehicle information and can elect to have their permit renewed with it expires. Vehicle and license plate information is required. A confirmation page will appear after completing the application to provide an overview before residents can continue to payment section.

STEP 4: APPLICATION CONFIRMATION: Parkmobile platform confirms User's permit request.

STEP 5: APPLICATION COMPLETED: Approval is subject to the client's protocols. Parkmobile does not charge the user until staff affirmatively approves the permit application.
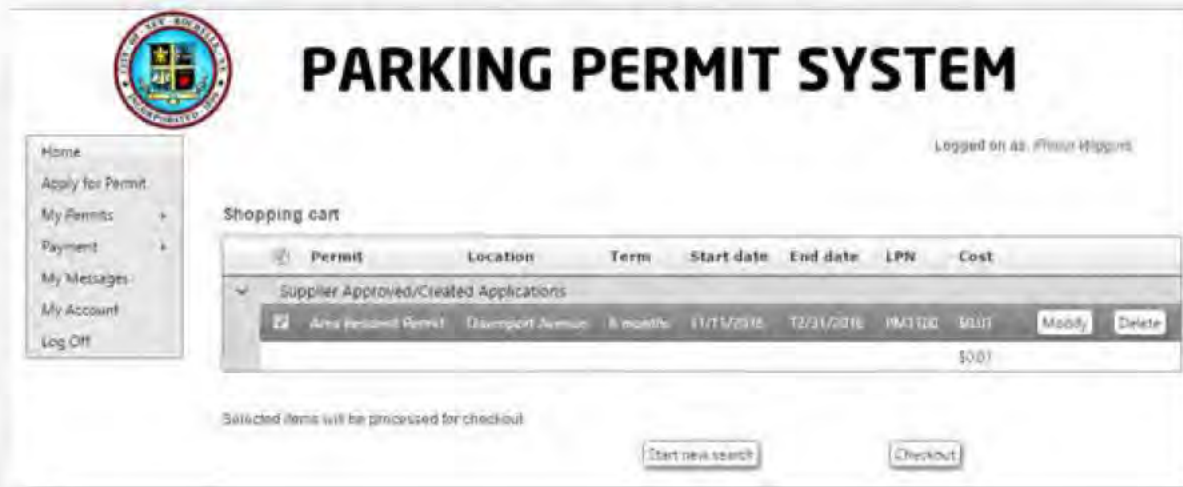
STEP 6: PARKMOBILE'S SHOPPING CART: This functionality allows the purchase of multiple permits at the same time, making it easy for users, visitors and businesses to handle all their permit needs in one consolidated payment platform.

STEP 7: ONLINE PAYMENT SECTION: Users are prompted to pay for their permit via credit card or ACH online. Users can elect to have their payment method charged automatically at time of renewal. If the customer chooses not to be charged automatically, the system will email the customer notifying them that their permit is ready and requires payment for a renewal. All ParkMobile permit requests are processed only after the user reviews and agrees to the rules and regulations outlined and the application is approved by the client. ParkMobile's mobile permit system is a PCI DSS v3.2 Level 1 Service Provider certified environment.

STEP 8: PARKING PERMIT CONFIRMATION: Staff approve the permit application, ParkMobile confirms payment and the transaction is completed. Permit customers will have the option to print out a receipt and/or receive an email with the payment details as well as receive a paper permit.

PERMIT PRINTING OPTIONS: ParkMobile's web - based permit platform can provide patrons with printable hangtags or the entire process can be cloud based and staff can perform permit enforcement digitally through our full integrations. ParkMobile performs these web-based permitting services daily across North America.

The entire web-based permitting process flow will take place in the same PCI DSS v3.2 Level 1 Service Provider secure environment ParkMobile uses to process on demand mobile parking transactions.

The Client's will choose the credentials that residents, visitors or businesses need to provide for permit approval. No permit is approved in ParkMobile's permitting platform without prior approval from your team. Staff will control the permitting approval process at all times.

ParkMobile's web-based permitting platform will provide staff with the ability to post emails and correspondences as well as customize announcements for special events to patrons. Permit holders will also have access to invoices and transactions.

PARKMOBILE MESSAGING CENTER: ParkMobile's web-based permitting platform also provides the Client with the ability to post custom announcements to inform customers of pending events such as festivals.
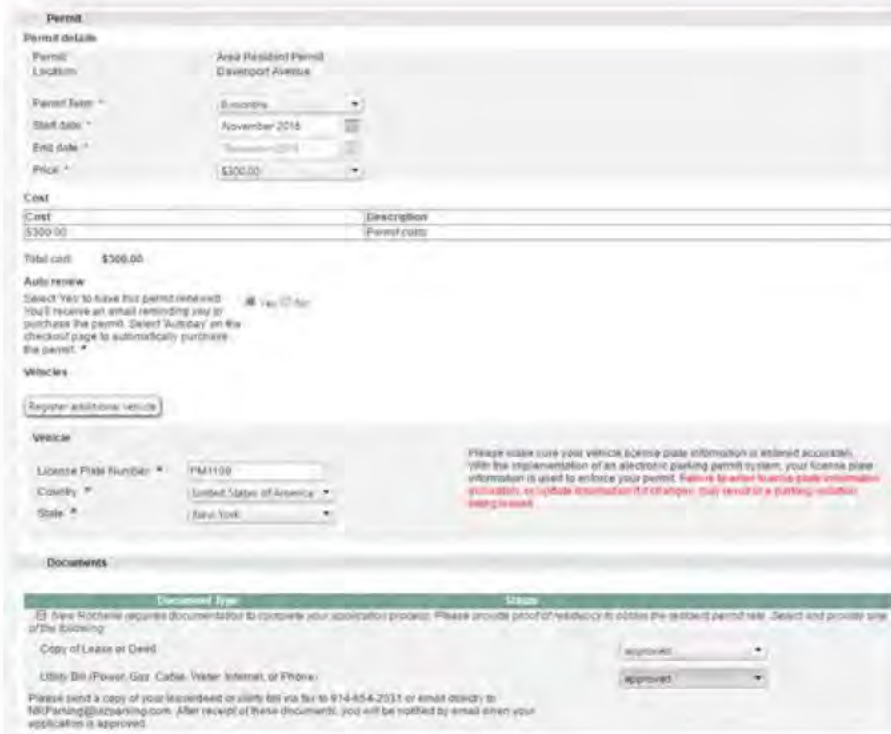
PARKMOBILE PERMIT PERSONAL PAGES: Permit holders will have a simple application dashboard that provides a quick overview of all permit applications.

PARKING PERMIT SYSTEM

ELECTRONIC INVOICING AND PERMIT HOLDER EMAIL CORRESPONDENCE: Permit holders will have access to all permit invoices and transactions details for record keeping purposes. The system also generates email correspondences customized for each permit holder.

ADMINISTATIVE VIEW OF PERMIT: ParkMobile's permitting back office provides credentialed staff with the ability to view all permit details throughout the entire approval process. ParkMobile also customizes their partner's back offices based on required documentation needed to approve a permit.

PARKMOBILE BACK OFFICE PERMIT APPLICATION TRACKING: ParkMobile's web-based permitting platform provides credentialed staff with the ability to track all permits, either active or in the queue for approval. Tracking details include name of permit holder, permit type (e.g., residential, visitor or employee), area where permit is valid as well as the effective dates of the permit(s).

- Central database repository for aggregated parking data (analysis), central enforcement and integration of several parking methods and technologies, such as but not limited to:
  - Mobile payments for parking system.
  - Pay by plate (multi space meter).
  - Digital permit management system.
  - Enforcement.

ParkMobile Response:

The Platform That Powers Your Parking & Mobility Operation

ParkMobile 360 was purpose-built to manage complex, multi-endpoint, and multi-app environments, consolidating all parking payment options into a single rate engine and reporting solution. This provides cities and operators with the tools to efficiently manage their entire parking and mobility operation through a single, intuitive, consolidated platform. From single-space meters to multi-space kiosks, to gates, to enforcement, to mobile parking apps, ParkMobile 360 gives you one platform to manage your operation.

After three years of development, the ParkMobile 360 platform was officially launched in 2018. It has already been adopted nationwide to manage mobile payments via the ParkMobile app and our 20+ white-label apps. Over 500 municipalities and operators currently use ParkMobile 360 to manage rates and policies in real-time, and more than 1,000 clients use ParkMobile 360's reporting and analytics to track performance and gain deep insights into their operations.

Multichannel Reporting enables clients to view their ParkMobile transactions along with data from single-space meters, multi-space meters, or even other parking apps – all using the same reporting formats and software that we use today for ParkMobile Operational Reporting. This advancement of the ParkMobile 360 Platform empowers our clients with a truly 360-degree view of the parking transactions and revenue of their entire parking operation. ParkMobile is currently under contract with four cities – Orlando, Clearwater, Fresno, and Chattanooga – to consolidate their different parking technologies in the ParkMobile 360 Platform.

ParkMobile is building these functionalities to help our clients better understand the full scope of their parking business and to empower them to make data-driven decisions about their parking operations.

ParkMobile 360 Platform Benefits:

- Streamlined Process
- Instant Updates
- One Source of Truth
- API Double-Check

Figure – ParkMobile Multi-Channel Dashboard

- *Access for mobile payment users to gated parking facilities via:*
  - *QR Code, either via scanning within a mobile app or scanning at the gate.*
  - *Near Field Communication (NFC).*
  - *RFID or Proximity Cards.*
  - *License Plate Recognition (LPR).*

ParkMobile Response:

Even as mobile payments have become increasingly common over the past decade, a stark divide has remained between gated and non-gated parking scenarios. Historically, transient payments made by app could only apply in non-gated scenarios such as on-street metered parking or open surface lots.

Reserved parking services have grown in popularity and these have enabled drivers to book a spot in advance for gated facilities, but these have traditionally been provided by a separate set of vendors from those used for on street and open lot payments.

ParkMobile has unique capabilities that allow NCPA members to accept contactless payment in gated and non-gated locations with the same app, *with or without a prepaid reservation made by the customer*.

Bridging On and Off-Street Parking with Gated Integrations

Parking operations that leverage ParkMobile's exclusive capabilities for drive-up mobile payments at gated locations include the Cities of Minneapolis, MN, Miami Beach, FL, Walnut Creek, CA, as well as parking operations in New Jersey, Virginia, Seattle, and several other markets across the US.

ParkMobile interacts with gated PARCS systems in two different ways

Zone Parking (Pay-by-Cell)

1. Aka "OnDemand", "Contactless Payments", or "Mobile Payments"
2. Drive up parking similar to what is often used for on street or open surface lot parking
3. No need to actively manage inventory or hold spaces available

Reservations

1. Pre-paid parking that ensures a space for the customer before arrival
2. Can be used for special events, daily parking, and complimentary guest parking
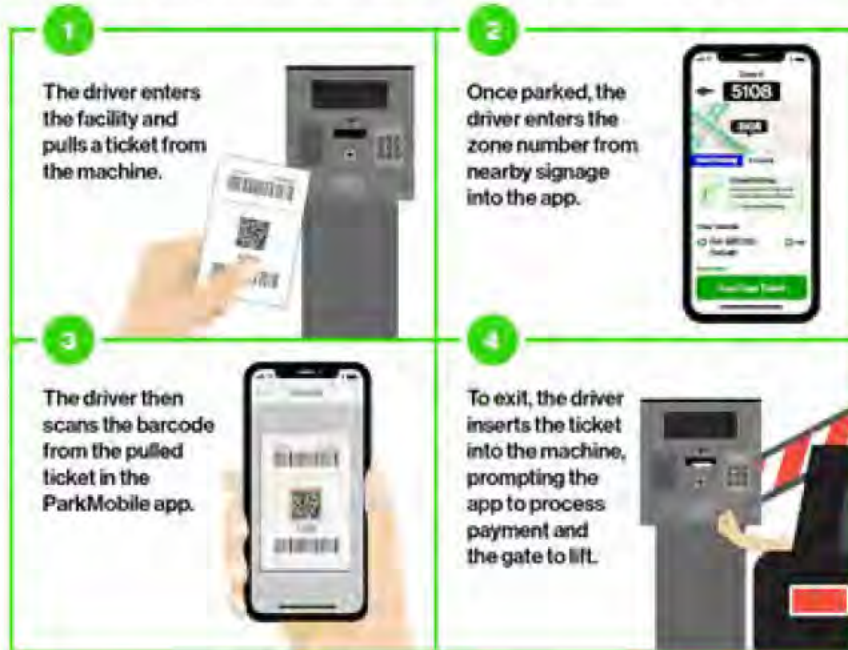3. Inventory is actively managed to balance occupancy and hold pre-purchased spaces available

Benefits of Adding ParkMobile at Gated Locations

- Give customers a contactless payment solution
- Offer customers a quick and easy mobile pay option
- Provide a faster entrance and exit at the parking garage
- Reduce wear and tear on your equipment
- Shorten wait times at the pay-on-foot stations
- Differentiate your facilities by offering ParkMobile
- Integrate easily with your validations program
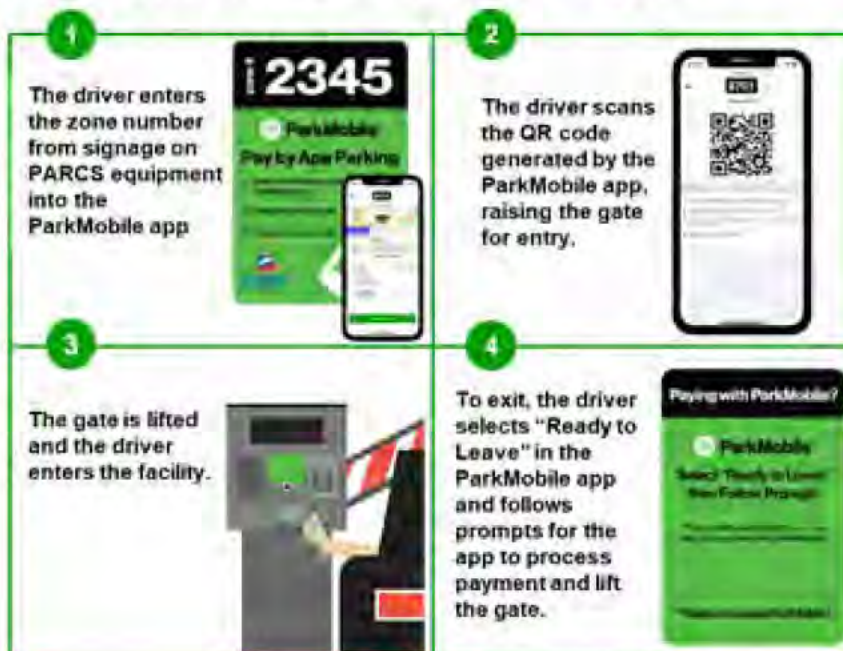- Reach ParkMobile's network of millions of users

Zone Parking at Gated Parking Locations

ParkMobile's integrations with PARCS providers allow drive-up or transient parkers to use the ParkMobile app to pay in two different workflows, depending on the PARCS brand:

Zone Parking *Ticket Takeover* User Flow

1 The driver enters the facility and pulls a ticket from the machine.

2 Once parked, the driver enters the zone number from nearby signage into the app.

3 The driver then scans the barcode from the pulled ticket in the ParkMobile app.

4 To exit, the driver inserts the ticket into the machine, prompting the app to process payment and the gate to lift.

Zone Parking *Scan In & Out* User Flow

1 The driver enters the zone number from signage on PARCS equipment into the ParkMobile app

2 The driver scans the QR code generated by the ParkMobile app, raising the gate for entry.

3 The gate is lifted and the driver enters the facility.

4 To exit, the driver selects "Ready to Leave" in the ParkMobile app and follows prompts for the app to process payment and lift the gate.

- *Electrical Vehicle Charging.*

ParkMobile Response:

ParkMobile maintains integrations to systems for Electrical Vehicle Charging, specifically Liberty Plugin. We can deploy the same workflow with additional charging systems using the same API.

ParkMobile's integration facilitates the unlocking of the unit for the user through a payment session:
- User would see signage indicating they cannot charge their vehicle until they enter a code to unlock the unit.
- They pay with a ParkMobile zone session and they will receive the CODE to unlock via ParkMobile app.

Here is a screenshot of what they receive in app:
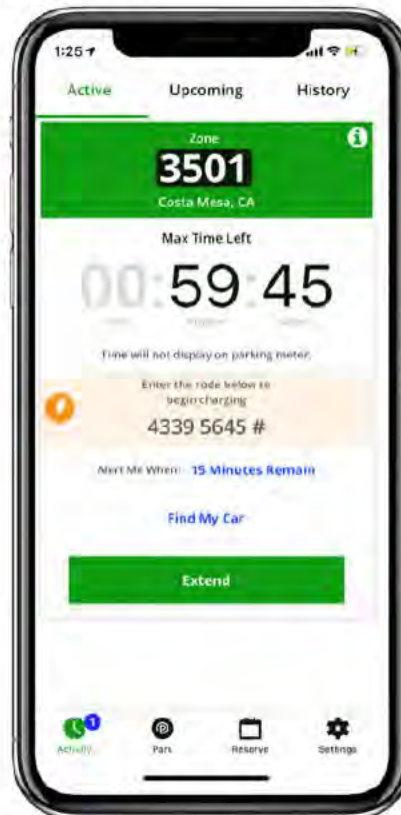
Figure – ParkMobile Unlock Code for EV Charging

ParkMobile also supports an alternative using our 'rates by space' configuration for a charging station that isn't locked. Parking rates can be applied specifically to the space number and amenity offered. For example, a charging space rate for parking is higher to account for the premium space that they are taking up while they charge. This would be ideal for a charging station that does not require the user to unlock before use and the enforcement would just need to verify that they have paid for the parking space they occupy while charging.

- *Event permit system, either via mobile payments for parking system (temporary event rate override of regular parking rates).*
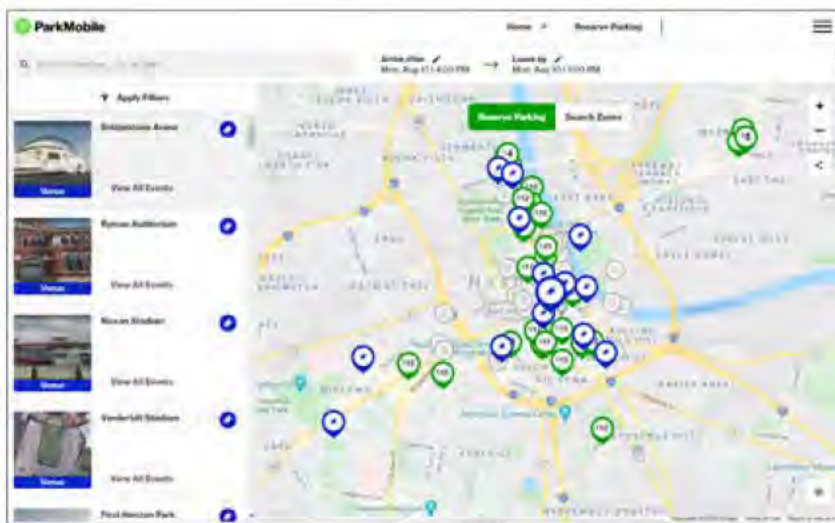
ParkMobile Response:
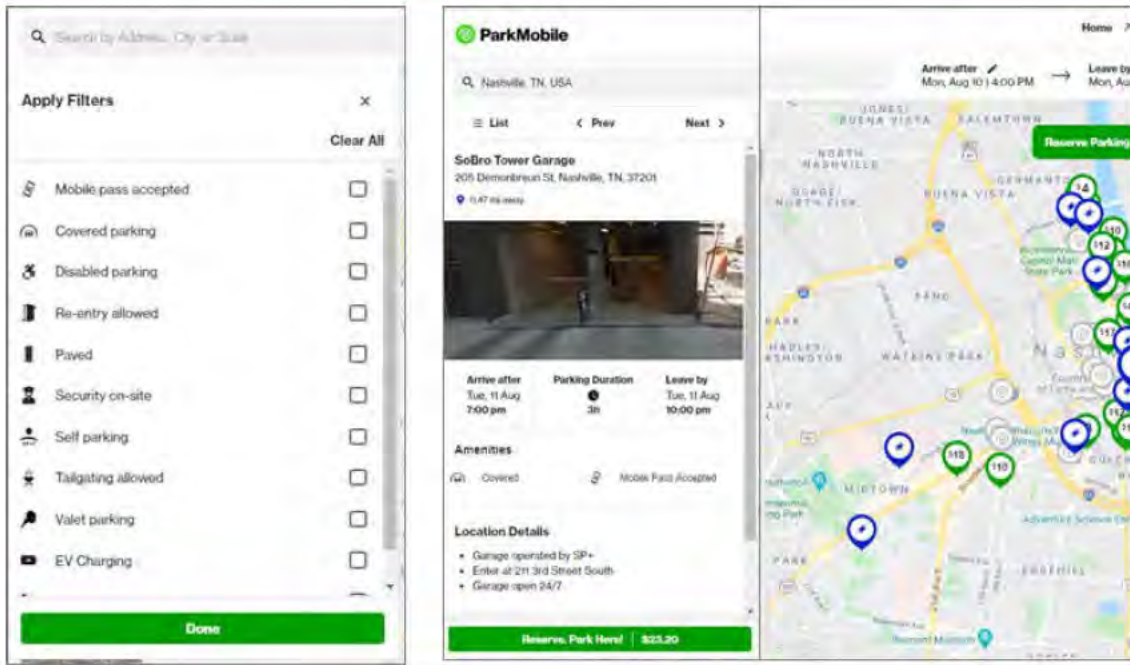
ParkMobile Reservations & Prepaid Parking

ParkMobile Reservations can allow you to pre-sell parking for special events and daily parking in busy gated garages. Reservations can be made on the web at app.parkmobile.io, or in the same ParkMobile smartphone app used for Zone (Daily) parking. Reservations made online will also be reflected in the smartphone app for registered users. Drivers will have the same wide variety of payment methods available as they do when paying for daily parking with ParkMobile.

Selling pre-paid parking major events is an industry best-practice among operators and event venues, which creates a more streamlined parking operation for staff and event guests. Contactless/cashless payments will be even more important in years to come as the country cautiously resumes events at venues.

Benefits to the Consumer	Benefits to the Parking Operation
• Intuitive search functionality • Clear display of available parking for events • Easily find location specific info and available amenities • An interactive map view allows for the consumer to purchase at the lot of their choice • Easy navigation to events and/or venues	• Capture more revenue by balancing garage occupancy • Capture event revenue in advance • Reduce congestion upon entry during events • Reduce need for in-person interactions for entry and payment • Migrate toward cashless event operations and reduce slippage

*Reserved parking can be purchased online at __parkmobile.io__ or via the ParkMobile app*

*ParkMobile Reservations displays location details, photos, and amenities.*

Drivers can even filter their search based on location amenities (left)

ParkMobile Reservations Features Include:

- Intuitive web and mobile interface with secure checkout process
- Customers can browse by location or by event
- Turn-by-turn directions directly to their parking location prevents the need for circling and congestion
- Faster event ingress compared to on-site transactions
- Ability to validate reservations in real-time to prevent copying of passes
- Ability to run cashless or cash-light event operations
- Real-time reporting on performance and revenue
- 24/7 customer support
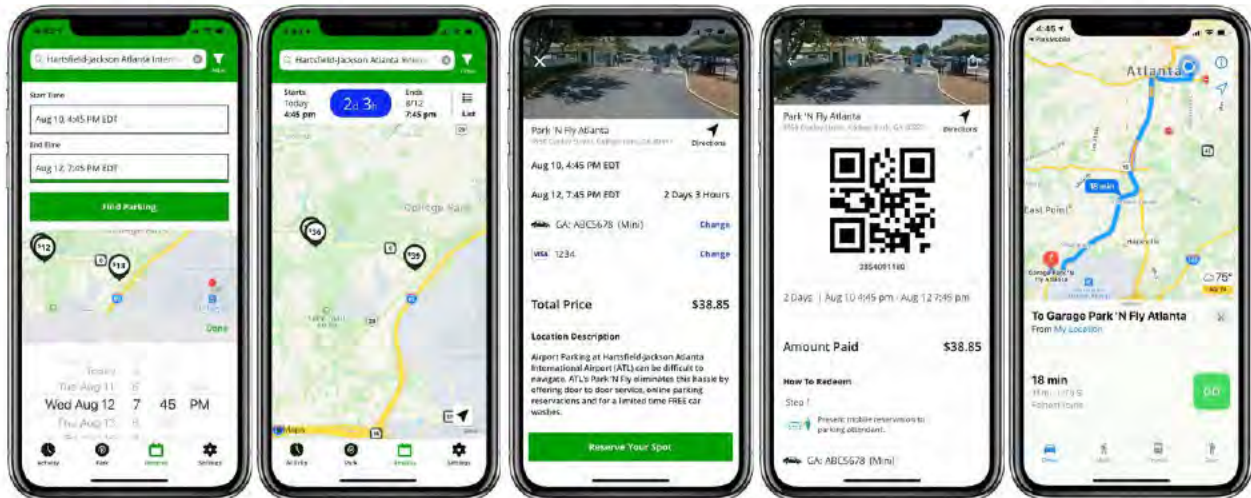
Customers can quickly book reservations based on day and time in the ParkMobile app
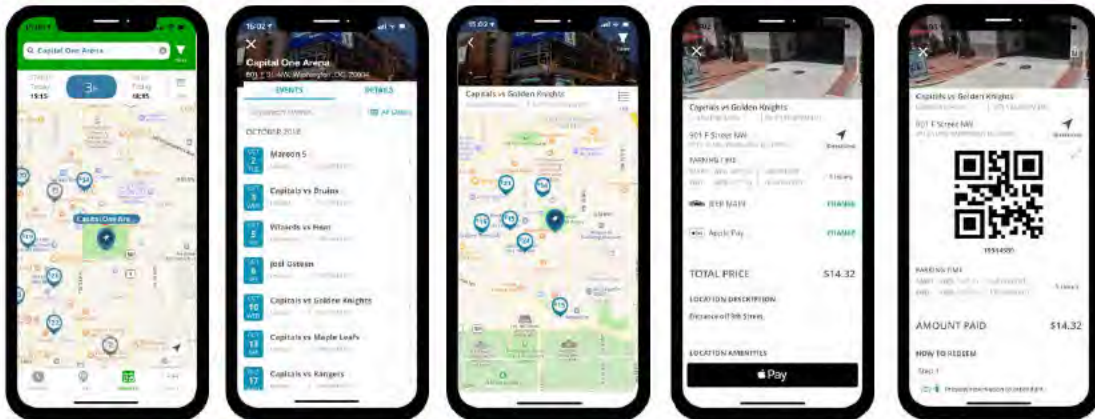
| Reservations Map with Venue Pins | Select Venue and See Full Event Listing. Select Event | Parking Locations and Pricing for Selected Event. Select your Garage. | Confirm Reservation | QR code for Event Entry. Navigate Directly to the Entrance. |

Customers also have the option to browse and book reservations based on upcoming events

Using ParkMobile Reservations for VIP or Complimentary Guest Parking

In addition to enabling the sale of parking spaces in advance, ParkMobile Reservations can also be used to manage parking situations where no paid transaction takes place. Common examples of this include VIP or season ticketholder parking, contractor parking, and parking for events where the event host purchases parking on behalf of its attendees.

ParkMobile can issue access codes for events like these, which can be distributed to the appropriate guests via email. When guests enter these Access Codes on the ParkMobile site, they will be able to view special pricing and event options that are not available to the general public, including discounted rates or free parking. After proceeding through the checkout process just as they would if they were purchasing paid parking, the guest's license plate information and parking credentials will be sent to the client's enforcement system in real-time.
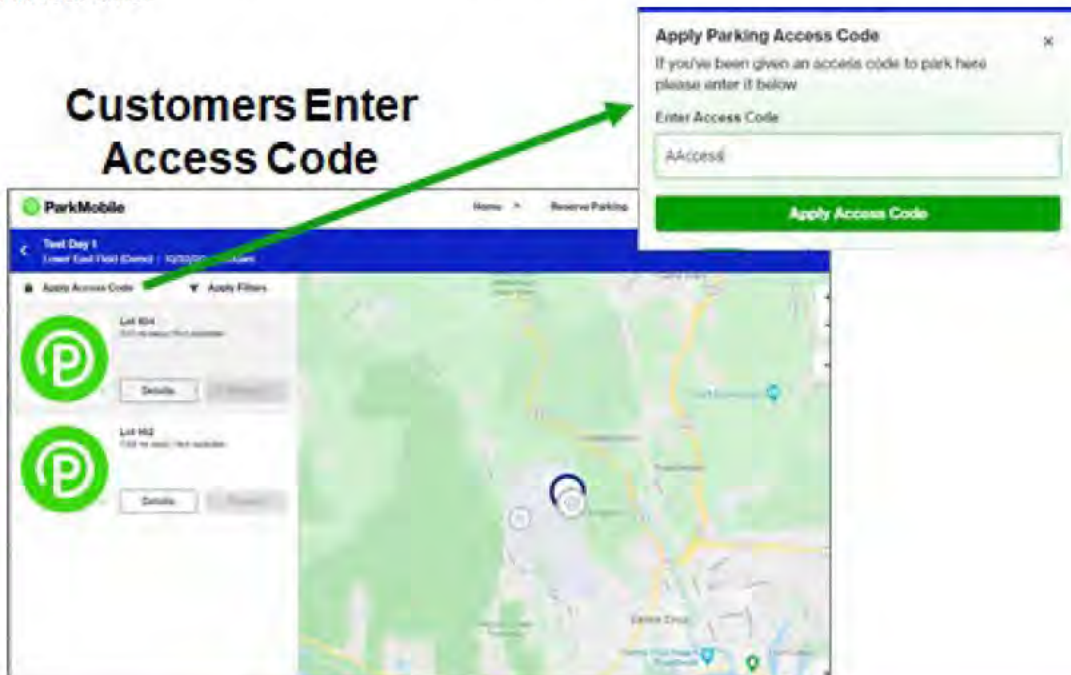

Figure - Access Code Interface on ParkMobile.io

ParkMobile's Spectra Partnership for Venue Parking

ParkMobile recently solidified a partnership to become the preferred parking reservations partner for Spectra, the industry leader in venue management. ParkMobile is in active discussions with local Spectra-operated venues throughout the US. There is great opportunity for synergy between these venues and the local NCPA members to provide a superior parking and mobility experience for all patrons in the community. More details on ParkMobile's partnership with Spectra can be viewed in the recent press release here: https://parkmobile.io/newsroom/spectra-official-parking-reservations-partner/

ParkMobile, the leading provider of smart parking and mobility solutions in North America, announced today a new multi-year partnership with Spectra, industry leader in venue management, hospitality and partnerships, to become the company's official parking reservations provider. ParkMobile's contactless pre-paid reservations

ParkMobile is the official parking reservations partner for Spectra,

who manage event venues across the US.

Event Override in On Demand Parking

ParkMobile also facilitates event rates that override regular parking rates in our on-demand parking function. Event rates can be mass imported via the ParkMobile 360 interface by staff or created on the fly. Event rates take over at the set time and regular rates take over when the event rate is complete. The most important configuration for event rates by ParkMobile is that an event session can be valid past the time the event rate is no longer for sale to accommodate the use of event parkers separately from regular rates and still maintain revenue collection of recurring rates.
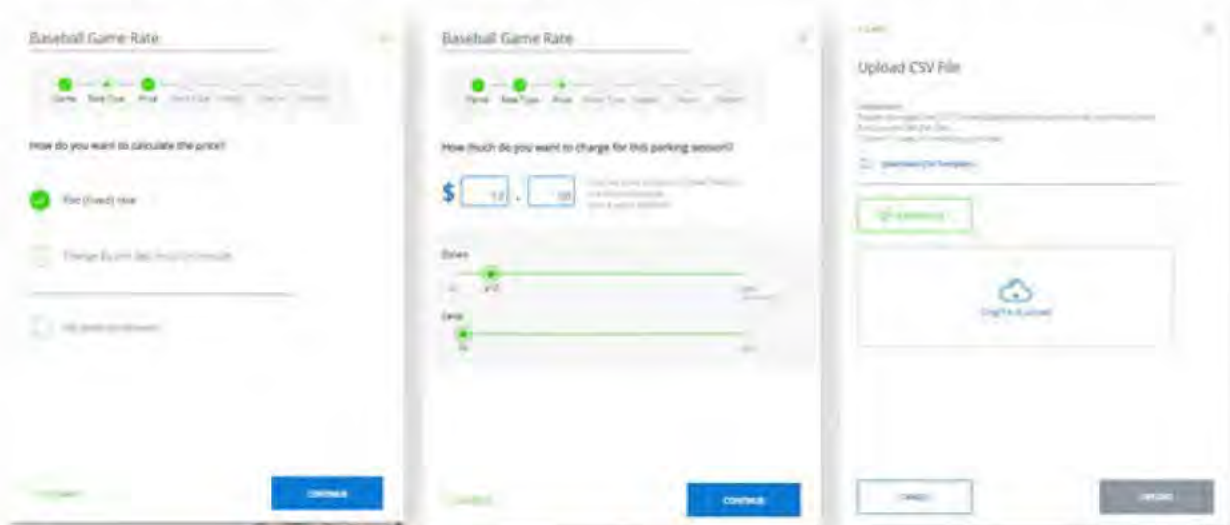

Figure - ParkMobile360 Set or Import Rates for Future Events in Advance

Sample ParkMobile Reservations Partnerships

Event Venues Using Reservations	ParkMobile Reservations Partner(s)
• Professional Sports Stadiums • Concerts/Specia Events • Season Ticket Holders	

Municipal Reservations Services	ParkMobile Reservations Partner(s)
• On and Off-Street Mobile Parking Services • Marketing and Social Media Services	

University Reservations Services	ParkMobile Reservations Partner(s)
• Campus Parking • Web-Based Digital Permitting • Event Venues and Campus Parking	

- *Integrations with all major meter equipment, ticket software applications and sensor technology providers.*

ParkMobile Response:

ParkMobile maintains active integrations with all major equipment vendors across every segment of the parking technology ecosystem We offer clients a flexible and future-proof pay-by-cell platform upon which a best-in-breed transportation demand system can be built. Below is a list of our entire integrated ecosystem:

Figure - ParkMobile Integrations

Tab 8 Value Added Services

Include any additional products and/or services available that vendor currently performs in their normal course of business that is not included in the scope of the solicitation that you think will enhance and add value to this contract for Region 14 ESC and all NCPA participating entities

ParkMobile Response:

ParkMobile offers several unique capabilities which add value for NCPA members and their patrons in addition to the specific requirements stated in this RFP. Ultimately, these capabilities enable NCPA members to fully bridge their on and off-street parking operations and provide a seamless, contactless experience for patrons regardless of when and where they're parking.

Customized Parking Applications

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 parking payment marketplace. ParkMobile active customized municipal apps include over 20 white-labeled applications powered by ParkMobile.

ParkMobile's white labeled applications include New York, Philadelphia, Minneapolis, Pittsburgh, Columbus, Milwaukee and Houston. These are open loop apps where our standard ParkMobile app is also accepted. The benefit of the open loop app is that the user does not have to download another app because the white label city app works for any ParkMobile location. We allow ParkMobile to be available in our white label cities to accommodate visitors, so they are not required to download and setup a new parking app if they already have ParkMobile installed on their phone. Essentially ParkMobile brings multiple payment applications to the NCPA members on day one of operation through our ParkMobile brand app, white label application development and extensive customer support.


Figure – ParkMobile White Label Applications

A Branded White Label Reservations Experience

We can create a white-labeled, fully branded Reservation web experience for our clients. ParkMobile's digital platform offers the ability to link directly from your website to a customized branded page where customers can easily reserve parking at your locations.

ParkMobile's Reservations sites are customizable and mobile-friendly
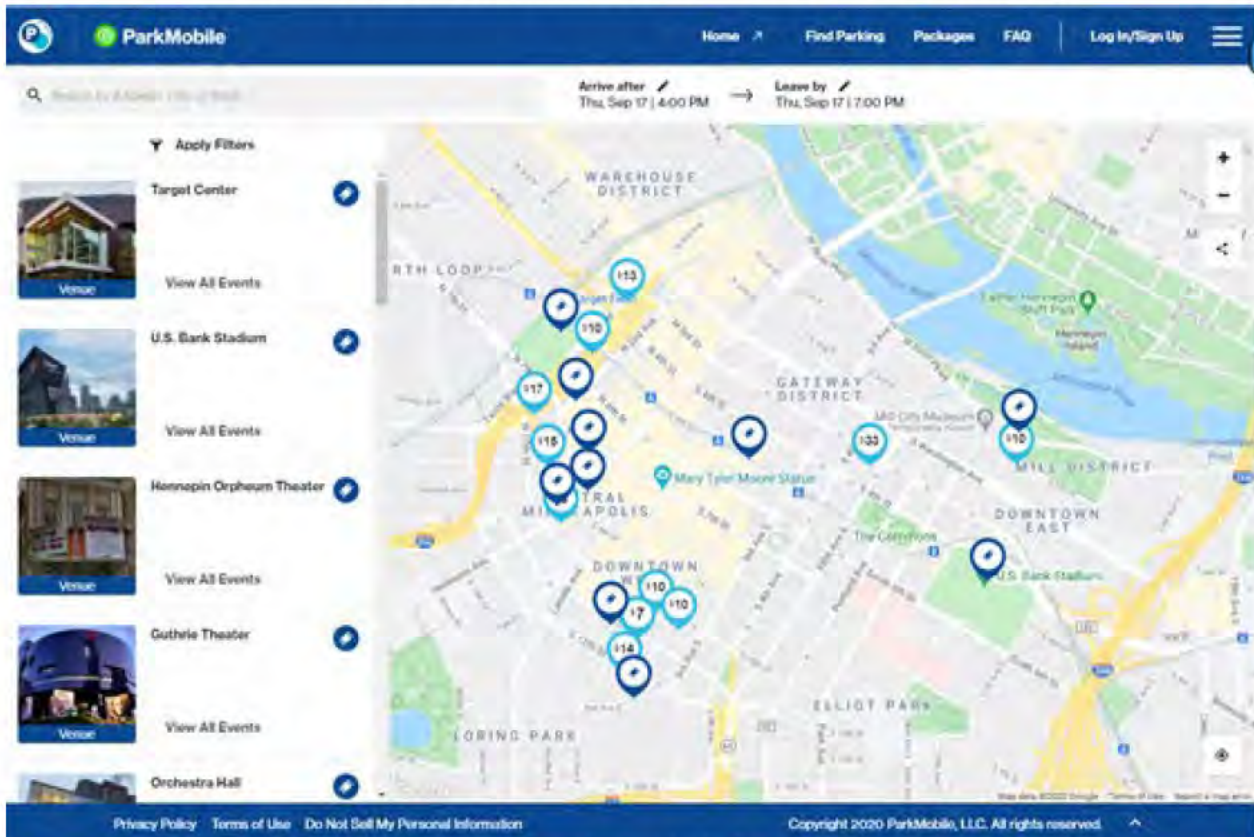
The white label Reservations site we built for the City of Minneapolis

Options for Customizing White Label Sites

ParkMobile's white label sites are highly configurable and flexible to meet the needs of a wide range of parking environments. A few of the options available to the client are:

- Map view and/or event view with search bar
- Multi-venue format to highlight events at different locations around campus
- Option to allow nearby private parking locations to appear in the client's white label site, or filter to only show client owned parking locations

A few examples of white label sites we've developed for other municipal and university clients are:
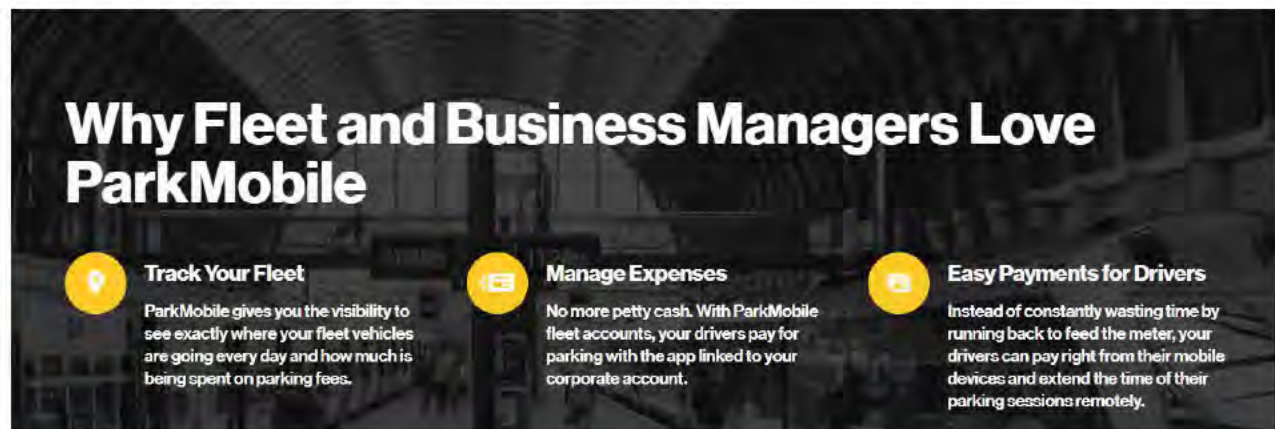
- **University of Southern California** - https://usc.parkmobile.io/
- **The Arena District in Columbus, OH -** **https://arenadistrict.parkmobile.io/**
- **The City of Minneapolis, MN -** **https://mplsparking.parkmobile.io/search**
- **The Spectrum Center -** **https://spectrumcenter.parkmobile.io/**

ParkMobile for Business

When it comes to parking, managing expenses for multiple drivers can be challenging. ParkMobile's Fleet Program alleviates this challenge by allowing a company to manage fleet parking expenses through one corporate account. By joining the program, companies can save time and money by using the ParkMobile Fleet Program to keep track of all of fleet vehicle parking receipts, payments, and reimbursements.

- **Maximize Visibility.** With all of employees and company vehicles registered under one corporate account, companies have full visibility into their operation. Through a fleet account, managers can see when and where each of their employees is parking at any given time whenever they use ParkMobile to process their parking transactions. Fleet managers can manage spending and download monthly statements.
- **Streamline Expenses.** With all parking expenses being processed under one account, it's easy for companies to manage fleet parking expenses. Employees no longer have to carry cash, collect receipts, or file expense reports. With ParkMobile's Fleet Program, drivers can easily pay for parking using the ParkMobile app linked to a corporate account, so the company has complete records of all parking transactions.
- **Provide Momentum.** When companies give 're employees an easy way to find and pay for parking, they not only improving their employee experience, but also ensuring that they're navigating smoothly and arriving to their destinations on-time. With ParkMobile, drivers don't have to constantly run back and feed the meter to avoid getting a parking ticket. Instead, they can pay for parking directly from their mobile device and extend time remotely.

Over 1,200 companies across the United States are currently using ParkMobile's Fleet Program including Whole Foods, AT&T, Comcast and Best Buy.

Why Fleet and Business Managers Love ParkMobile

Track Your Fleet
ParkMobile gives you the visibility to see exactly where your fleet vehicles are going every day and how much is being spent on parking fees.

Manage Expenses
No more petty cash. With ParkMobile fleet accounts, your drivers pay for parking with the app linked to your corporate account.

Easy Payments for Drivers
Instead of constantly wasting time by running back to feed the meter, your drivers can pay right from their mobile devices and extend the time of their parking sessions remotely.

Fully Integrated into Production Automobiles

ParkMobile is the only mobile parking vendor that is currently live in automobile navigation systems, including every BMW coming off the assembly line. Through this solution, ParkMobile enables truly frictionless parking, allowing a vehicle prompt to initiate parking sessions, remote extensions and turn by turn in dash navigation to reserved parking facilities.

ParkMobile also has deployed pilots with Ford, Nissan, Audi and we have signed agreements to integrate our smart mobility solutions into other auto manufacturers.

ParkMobile's way finding functionality extends to our industry leading connected vehicle products and service offerings. ParkMobile users have access to exclusive OEM smart parking integrations that provide parking data, parking availability and parking guidance either through ParkMobile's app or many vehicle's head units (built- in GPS screens). No other mobile payment vendor can deliver the same level of integrated services.

Leader in the Connected Car
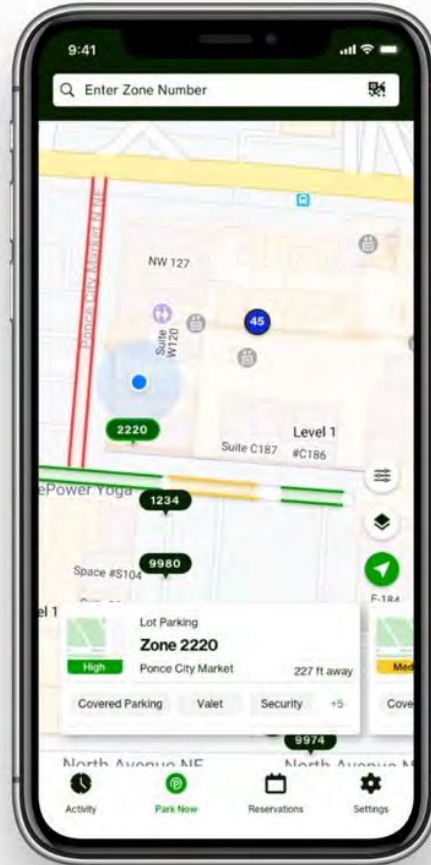
Truly Frictionless Parking

- 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
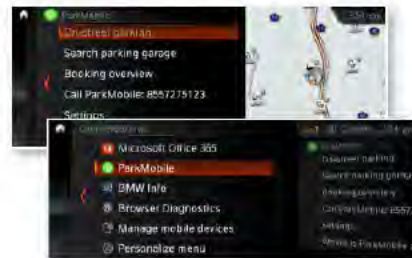
ParkMobile Pro Membership Services

Another innovative ParkMobile smart parking initiative delivered available to ParkMobile users through our combined platform is ParkMobile Pro auto-related and parking benefits members receive such as:

- Parking Availability
- Discounted Transaction Fees
- Roadside Assistance Coverage
- Discounted Car washes
- In App Signup: 75% increase in membership since November 2017 when ParkMobile made it possible to sign up in ParkMobile's smart phone application
- **ParkMobile Pro is accessible for $0.99 per month**
- ParkMobile Pro offerings demonstrate the flexibility of ParkMobile's mobility solutions by giving members a wide variety of transportation related discounts.

ParkMobile Pro and Availability

ParkMobile Member Reports

All our reports are available in CSV, HTML, Excel or PDF formats and can be filtered for custom date ranges. The ParkMobile Personal Parking Pages provides technical features and functionality that is customizable and fully scalable to the needs of the NCPA Members.

Monthly Parking Report: Using ParkMobile's Monthly Statement Report members are able to download mobile parking session statements and charges for each individual month.
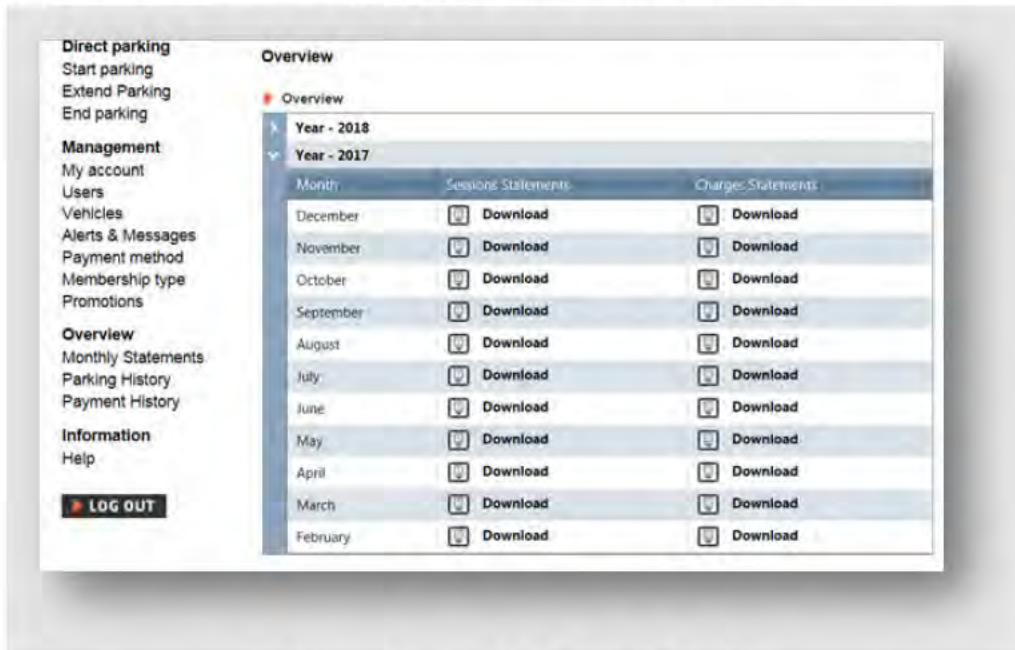

Figure - ParkMobile Monthly Report

Parking History Report: ParkMobile members have access to comprehensive data for every smart parking session like vehicle type, amount paid, length of session and license plate details, for LPR enforcement.
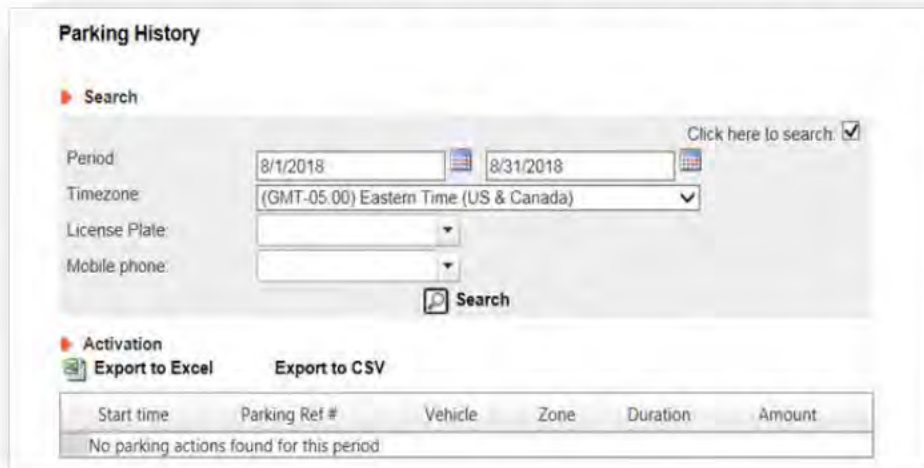

Figure - ParkMobile History Report

ParkMobile Rate Eligibility Discount Program

ParkMobile partners with municipalities such as Miami Beach and Portsmouth, NH and Universities that offer residents and affiliates a discount on parking when using ParkMobile. ParkMobile can import a list of license plate numbers and email addresses provided by the client to program the rate eligibility discount on each plate number or email address provided. Should the client be interested in creating a program like this, ParkMobile will co-manage it with the client.

ParkMobile Promo Codes and Validations

With ParkMobile, merchants that operate within your parking location can easily purchase validation codes that offer their customers discounted parking sessions when paying through the app. ParkMobile members are able to redeem and/or validate parking sessions using our combined platform for on and off-street parking. We deliver these services in real time, so customers will be able to receive parking discounts with their very first on-street ParkMobile transaction.

The functionally is fully customizable, clients can facilitate promo codes with a percent or dollar amount off parking, set number of uses, time frames, zones eligible, and more.

A few use cases:

- Municipalities who want to offer a merchant validation program
- Municipalities who want to offer discounted holiday parking
- Universities who offer discounted parking to visitors via Campus Departments

Benefits of ParkMobile's Validations Program

Drive more business for merchants with an easy and configurable option for parking validations

Improve the parking experience for customers as they engage with participating establishments

Allow customers to apply parking validations to both current and retroactive parking sessions

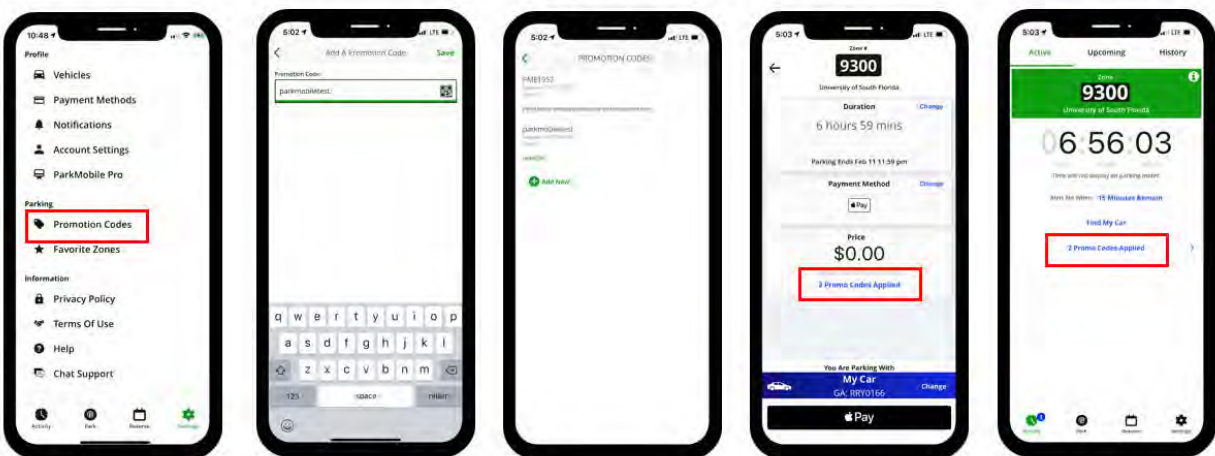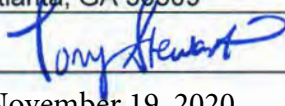Encourage customers to continue using the ParkMobile app to process their parking transactions

Figure – Promo Code Workflow on Account

Clean Air and Water Act & Debarment Notice

I, the Vendor, am in compliance with all applicable standards, orders or regulations issued pursuant to the Clean Air Act of 1970, as Amended (42 U.S. C. 1857 (h), Section 508 of the Clean Water Act, as amended (33 U.S.C. 1368), Executive Order 117389 and Environmental Protection Agency Regulation, 40 CFR Part 15 as required under OMB Circular A-102, Attachment O, Paragraph 14 (1) regarding reporting violations to the grantor agency and to the United States Environment Protection Agency Assistant Administrator for the Enforcement.

I hereby further certify that my company has not been debarred, suspended or otherwise ineligible for participation in Federal Assistance programs under Executive Order 12549, "Debarment and Suspension", as described in the Federal Register and Rules and Regulations

Potential Vendor	Parkmobile, LLC
Print Name	Tony Stewart, General Counsel & Corporate Secretary
Address	1100 Spring St NW, Ste 200
City, Sate, Zip	Atlanta, GA 30309
Authorized signature	*[signature: Tony Stewart]*
Date	November 19, 2020

Contractor Requirements

Contractor Certification
Contractor's Employment Eligibility

By entering the contract, Contractor warrants compliance with the Federal Immigration and Nationality Act (FINA), and all other federal and state immigration laws and regulations. The Contractor further warrants that it is in compliance with the various state statues of the states it is will operate this contract in.

Participating Government Entities including School Districts may request verification of compliance from any Contractor or subcontractor performing work under this Contract. These Entities reserve the right to confirm compliance in accordance with applicable laws.

Should the Participating Entities suspect or find that the Contractor or any of its subcontractors are not in compliance, they may pursue any and all remedies allowed by law, including, but not limited to: suspension of work, termination of the Contract for default, and suspension and/or debarment of the Contractor. All costs necessary to verify compliance are the responsibility of the Contractor.

The offeror complies and maintains compliance with the appropriate statutes which requires compliance with federal immigration laws by State employers, State contractors and State subcontractors in accordance with the E-Verify Employee Eligibility Verification Program.

Contractor shall comply with governing board policy of the NCPA Participating entities in which work is being performed

Fingerprint & Background Checks

If required to provide services on school district property at least five (5) times during a month, contractor shall submit a full set of fingerprints to the school district if requested of each person or employee who may provide such service. Alternately, the school district may fingerprint those persons or employees. An exception to this requirement may be made as authorized in Governing Board policy. The district shall conduct a fingerprint check in accordance with the appropriate state and federal laws of all contractors, subcontractors or vendors and their employees for which fingerprints are submitted to the district. Contractor, subcontractors, vendors and their employees shall not provide services on school district properties until authorized by the District.
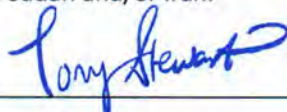
The offeror shall comply with fingerprinting requirements in accordance with appropriate statutes in the state in which the work is being performed unless otherwise exempted.

Contractor shall comply with governing board policy in the school district or Participating Entity in which work is being performed

Business Operations in Sudan, Iran
In accordance with A.R.S. 35-391 and A.R.S. 35-393, the Contractor hereby certifies that the contractor does not have scrutinized business operations in Sudan and/or Iran.

Authorized signature _____

Date _____ November 19, 2020 _____

Antitrust Certification Statements (Tex. Government Code § 2155.005)

I affirm under penalty of perjury of the laws of the State of Texas that:

(1) I am duly authorized to execute this contract on my own behalf or on behalf of the company, corporation, firm, partnership or individual (Company) listed below;

(2) In connection with this bid, neither I nor any representative of the Company has violated any provision of the Texas Free Enterprise and Antitrust Act, Tex. Bus. & Comm. Code Chapter 15;

(3) In connection with this bid, neither I nor any representative of the Company has violated any federal antitrust law; and

(4) Neither I nor any representative of the Company has directly or indirectly communicated any of the contents of this bid to a competitor of the Company or any other company, corporation, firm, partnership or individual engaged in the same line of business as the Company.

Company name	Parkmobile, LLC
Address	1100 Spring St NW, Ste 200
City/State/Zip	Atlanta, GA 30309
Telephone No.	(770) 818-9036
Fax No.	(770) 818-9039
Email address	legal@parkmobile.io
Printed name	Tony Stewart
Position with company	General Counsel & Corporate Secretary
Authorized signature	*[signature]*

Required Clauses for Federal Funds Certifications

Participating Agencies may elect to use federal funds to purchase under the Master Agreement. The following certifications and provisions may be required and apply when a Participating Agency expends federal funds for any purchase resulting from this procurement process. Pursuant to 2 C.F.R. § 200.326, all contracts, including small purchases, awarded by the Participating Agency and the Participating Agency's subcontractors shall contain the procurement provisions of Appendix II to Part 200, as applicable.

APPENDIX II TO 2 CFR PART 200

(A) Contracts for more than the simplified acquisition threshold currently set at $150,000, which is the inflation adjusted amount determined by the Civilian Agency Acquisition Council and the Defense Acquisition Regulations Council (Councils) as authorized by 41 U.S.C. 1908, must address administrative, contractual, or legal remedies in instances where contractors violate or breach contract terms, and provide for such sanctions and penalties as appropriate.

(B) Termination for cause and for convenience by the grantee or subgrantee including the manner by which it will be effected and the basis for settlement. (All contracts in excess of $10,000)

(C) Equal Employment Opportunity. Except as otherwise provided under 41 CFR Part 60, all contracts that meet the definition of "federally assisted construction contract" in 41 CFR Part 60-1.3 must include the equal opportunity clause provided under 41 CFR 60-1.4(b), in accordance with Executive Order 11246, "Equal Employment Opportunity" (30 CFR 12319, 12935, 3 CFR Part, 1964-1965 Comp., p. 339), as amended by Executive Order 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and implementing regulations at 41 CFR part 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor."

Pursuant to Federal Rule (C) above, when a Participating Agency expends federal funds on any federally assisted construction contract, the equal opportunity clause is incorporated by reference herein.

(D) Davis-Bacon Act, as amended (40 U.S.C. 3141-3148). When required by Federal program legislation, all prime construction contracts in excess of $2,000 awarded by non-Federal entities must include a provision for compliance with the Davis-Bacon Act (40 U.S.C. 3141-3144, and 3146-3148) as supplemented by Department of Labor regulations (29 CFR Part 5, "Labor Standards Provisions Applicable to Contracts Covering Federally Financed and Assisted Construction"). In accordance with the statute, contractors must be required to pay wages to laborers and mechanics at a rate not less than the prevailing wages specified in a wage determination made by the Secretary of Labor. In addition, contractors must be required to pay wages not less than once a week. The non-Federal entity must place a copy of the current prevailing wage determination issued by the Department of Labor in each solicitation. The decision to award a contract or subcontract must be conditioned upon the acceptance of the wage determination. The non- Federal entity must report all suspected or reported violations to the Federal awarding agency. The contracts must also include a provision

for compliance with the Copeland "Anti-Kickback" Act (40 U.S.C. 3145), as supplemented by Department of Labor regulations (29 CFR Part 3, "Contractors and Subcontractors on Public Building or Public Work Financed in Whole or in Part by Loans or Grants from the United States"). The Act provides that each contractor or subrecipient must be prohibited from inducing, by any means, any person employed in the construction, completion, or repair of public work, to give up any part of the compensation to which he or she is otherwise entitled. The non-Federal entity must report all suspected or reported violations to the Federal awarding agency.

(E) Contract Work Hours and Safety Standards Act (40 U.S.C. 3701-3708). Where applicable, all contracts awarded by the non-Federal entity in excess of $100,000 that involve the employment of mechanics or laborers must include a provision for compliance with 40 U.S.C. 3702 and 3704, as supplemented by Department of Labor regulations (29 CFR Part 5). Under 40 U.S.C. 3702 of the Act, each contractor must be required to compute the wages of every mechanic and laborer on the basis of a standard work week of 40 hours. Work in excess of the standard work week is permissible provided that the worker is compensated at a rate of not less than one and a half times the basic rate of pay for all hours worked in excess of 40 hours in the work week. The requirements of 40 U.S.C. 3704 are applicable to construction work and provide that no laborer or mechanic must be required to work in surroundings or under working conditions which are unsanitary, hazardous or dangerous. These requirements do not apply to the purchases of supplies or materials or articles ordinarily available on the open market, or contracts for transportation or transmission of intelligence.

(F) Rights to Inventions Made Under a Contract or Agreement. If the Federal award meets the definition of "funding agreement" under 37 CFR §401.2 (a) and the recipient or subrecipient wishes to enter into a contract with a small business firm or nonprofit organization regarding the substitution of parties, assignment or performance of experimental, developmental, or research work under that "funding agreement," the recipient or subrecipient must comply with the requirements of 37 CFR Part 401, "Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements," and any implementing regulations issued by the awarding agency.

(G) Clean Air Act (42 U.S.C. 7401-7671q.) and the Federal Water Pollution Control Act (33 U.S.C. 1251-1387), as amended— Contracts and subgrants of amounts in excess of $150,000 must contain a provision that requires the non-Federal award to agree to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. 7401- 7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. 1251- 1387). Violations must be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA).

(H) Debarment and Suspension (Executive Orders 12549 and 12689)—A contract award (see 2 CFR 180.220) must not be made to parties listed on the government wide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR part 1986 Comp., p. 189) and 12689 (3 CFR part 1989 Comp., p. 235), "Debarment and Suspension." SAM Exclusions contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549.

(I) Byrd Anti-Lobbying Amendment (31 U.S.C. 1352)—Contractors that apply or bid for an award exceeding $100,000 must file the required certification. Each tier certifies to the tier above that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee

of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352. Each tier must also disclose any lobbying with non-Federal funds that takes place in connection with obtaining any Federal award. Such disclosures are forwarded from tier to tier up to the non-Federal award.

RECORD RETENTION REQUIREMENTS FOR CONTRACTS INVOLVING FEDERAL FUNDS

When federal funds are expended by Participating Agency for any contract resulting from this procurement process, offeror certifies that it will comply with the record retention requirements detailed in 2 CFR § 200.333. The offeror further certifies that offeror will retain all records as required by 2 CFR § 200.333 for a period of three years after grantees or subgrantees submit final expenditure reports or quarterly or annual financial reports, as applicable, and all other pending matters are closed.

CERTIFICATION OF COMPLIANCE WITH THE ENERGY POLICY AND CONSERVATION ACT

When Participating Agency expends federal funds for any contract resulting from this procurement process, offeror certifies that it will comply with the mandatory standards and policies relating to energy efficiency which are contained in the state energy conservation plan issued in compliance with the Energy Policy and Conservation Act (42 U.S.C. 6321 et seq.; 49 C.F.R. Part 18).

CERTIFICATION OF COMPLIANCE WITH BUY AMERICA PROVISIONS

To the extent purchases are made with Federal Highway Administration, Federal Railroad Administration, or Federal Transit Administration funds, offeror certifies that its products comply with all applicable provisions of the Buy America Act and agrees to provide such certification or applicable waiver with respect to specific products to any Participating Agency upon request. Purchases made in accordance with the Buy America Act must still follow the applicable procurement rules calling for free and open competition.

Required Clauses for Federal Assistance provided by FTA

ACCESS TO RECORDS AND REPORTS

Contractor agrees to:

a) Maintain all books, records, accounts and reports required under this Contract for a period of not less than three (3) years after the date of termination or expiration of this Contract or any extensions thereof except in the event of litigation or settlement of claims arising from the performance of this Contract, in which case Contractor agrees to maintain same until Public Agency, the FTA Administrator, the Comptroller General, or any of their duly authorized representatives, have disposed of all such litigation, appeals, claims or exceptions related thereto.

b) Permit any of the foregoing parties to inspect all work, materials, payrolls, and other data and records with regard to the Project, and to audit the books, records, and accounts with regard to the Project and to reproduce by any means whatsoever or to copy excerpts and transcriptions as reasonably needed for the purpose of audit and examination.

FTA does not require the inclusion of these requirements of Article 1.01 in subcontracts. Reference 49 CFR 18.39 (i)(11).

CIVIL RIGHTS / TITLE VI REQUIREMENTS

1) Non-discrimination. In accordance with Title VI of the Civil Rights Act of 1964, as amended, 42 U.S.C. § 2000d, Section 303 of the Age Discrimination Act of 1975, as amended, 42 U.S.C. § 6102, Section 202 of the Americans with Disabilities Act of 1990, as amended, 42 U.S.C. § 12132, and Federal Transit Law at 49 U.S.C. § 5332, Contractor or subcontractor agrees that it will not discriminate against any employee or applicant for employment because of race, color, creed, national origin, sex, marital status age, or disability. In addition, Contractor agrees to comply with applicable Federal implementing regulations and other implementing requirements FTA may issue.

2) Equal Employment Opportunity. The following Equal Employment Opportunity requirements apply to this Contract:

   a. Race, Color, Creed, National Origin, Sex. In accordance with Title VII of the Civil Rights Act, as amended, 42 U.S.C. § 2000e, and Federal Transit Law at 49 U.S.C. § 5332, the Contractor agrees to comply with all applicable Equal Employment Opportunity requirements of U.S. Dept. of Labor regulations, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor, 41 CFR, Parts 60 et seq., and with any applicable Federal statutes, executive orders, regulations, and Federal policies that may in the future affect construction activities undertaken in the course of this Project. Contractor agrees to take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, creed, national origin, sex, marital status, or age. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation; and selection for training, including apprenticeship. In addition, Contractor agrees to comply with any implementing requirements FTA may issue.

   b. Age. In accordance with the Age Discrimination in Employment Act (ADEA) of 1967, as amended, 29 U.S.C. Sections 621 through 634, and Equal Employment Opportunity Commission (EEOC) implementing regulations, "Age Discrimination in Employment Act", 29 CFR Part 1625, prohibit employment discrimination by Contractor against individuals on the basis of age, including present and prospective

employees. In addition, Contractor agrees to comply with any implementing requirements FTA may issue.

   c. <u>Disabilities</u>. In accordance with Section 102 of the Americans with Disabilities Act of 1990, as amended (ADA), 42 U.S.C. Sections 12101 *et seq.*, prohibits discrimination against qualified individuals with disabilities in programs, activities, and services, and imposes specific requirements on public and private entities. Contractor agrees that it will comply with the requirements of the Equal Employment Opportunity Commission (EEOC), "Regulations to Implement the Equal Employment Provisions of the Americans with Disabilities Act," 29 CFR, Part 1630, pertaining to employment of persons with disabilities and with their responsibilities under Titles I through V of the ADA in employment, public services, public accommodations, telecommunications, and other provisions.

   d. <u>Segregated Facilities</u>. Contractor certifies that their company does not and will not maintain or provide for their employees any segregated facilities at any of their establishments, and that they do not and will not permit their employees to perform their services at any location under the Contractor's control where segregated facilities are maintained. As used in this certification the term "segregated facilities" means any waiting rooms, work areas, restrooms and washrooms, restaurants and other eating areas, parking lots, drinking fountains, recreation or entertainment areas, transportation, and housing facilities provided for employees which are segregated by explicit directive or are in fact segregated on the basis of race, color, religion or national origin because of habit, local custom, or otherwise. Contractor agrees that a breach of this certification will be a violation of this Civil Rights clause.

3) <u>Solicitations for Subcontracts, Including Procurements of Materials and Equipment</u>. In all solicitations, either by competitive bidding or negotiation, made by Contractor for work to be performed under a subcontract, including procurements of materials or leases of equipment, each potential subcontractor or supplier shall be notified by Contractor of Contractor's obligations under this Contract and the regulations relative to non-discrimination on the grounds of race, color, creed, sex, disability, age or national origin.

4) <u>Sanctions of Non-Compliance</u>. In the event of Contractor's non-compliance with the non-discrimination provisions of this Contract, Public Agency shall impose such Contract sanctions as it or the FTA may determine to be appropriate, including, but not limited to: 1) Withholding of payments to Contractor under the Contract until Contractor complies, and/or; 2) Cancellation, termination or suspension of the Contract, in whole or in part.

Contractor agrees to include the requirements of this clause in each subcontract financed in whole or in part with Federal assistance provided by FTA, modified only if necessary to identify the affected parties.

DISADVANTAGED BUSINESS PARTICIPATION

This Contract is subject to the requirements of Title 49, Code of Federal Regulations, Part 26, "*Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs"*, therefore, it is the policy of the Department of Transportation (DOT) to ensure that Disadvantaged Business Enterprises (DBEs), as defined in 49 CFR Part 26, have an equal opportunity to receive and participate in the performance of DOT-assisted contracts.

1) <u>Non-Discrimination Assurances</u>. Contractor or subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this Contract. Contractor shall carry out all applicablerequirements of 49 CFR Part 26 in the award and administration of DOT-assisted contracts. Failure by Contractor to carry out these requirements is a material breach of this Contract, which may result in the termination of this Contract or other such remedy as public agency deems appropriate. Each subcontract Contractor signs with a subcontractor must include the assurance in this paragraph. (See 49 CFR 26.13(b)).

2) <u>Prompt Payment</u>. Contractor is required to pay each subcontractor performing Work under this prime Contract for satisfactory performance of that work no later than thirty (30) days after Contractor's receipt of payment for that Work from public agency. In addition, Contractor is required to return any retainage payments to those subcontractors within thirty (30) days after the subcontractor's work related to this Contract is satisfactorily completed and any liens have been secured. Any delay or postponement of payment from the above time frames may occur only for good cause following written approval of public agency. This clause applies to both DBE and non-DBE subcontractors. Contractor must promptly notify public agency whenever a DBE subcontractor performing Work related to this Contract is terminated or fails to complete its Work, and must make good faith efforts to engage another DBE subcontractor to perform at least the same amount of work. Contractor may not terminate any DBE subcontractor and perform that Work through its own forces, or those of an affiliate, without prior written consent of public agency.

3) <u>DBE Program</u>. In connection with the performance of this Contract, Contractor will cooperate with public agency in meeting its commitments and goals to ensure that DBEs shall have the maximum practicable opportunity to compete for subcontract work, regardless of whether a contract goal is set for this Contract. Contractor agrees to use good faith efforts to carry out a policy in the award of its subcontracts, agent agreements, and procurement contracts which will, to the fullest extent, utilize DBEs consistent with the efficient performance of the Contract.

ENERGY CONSERVATION REQUIREMENTS

Contractor agrees to comply with mandatory standards and policies relating to energy efficiency which are contained in the State energy conservation plans issued under the Energy Policy and Conservation Act, as amended, 42 U.S.C. Sections 6321 *et seq.* and 41 CFR Part 301-10.

FEDERAL CHANGES

Contractor shall at all times comply with all applicable FTA regulations, policies, procedures and directives, including without limitation those listed directly or by reference in the Contract between public agency and the FTA, as they may be amended or promulgated from time to time during the term of this contract. Contractor's failure to so comply shall constitute a material breach of this Contract.

INCORPORATION OF FEDERAL TRANSIT ADMINISTRATION (FTA) TERMS

The provisions include, in part, certain Standard Terms and Conditions required by the U.S. Department of Transportation (DOT), whether or not expressly set forth in the preceding Contract provisions. All contractual provisions required by the DOT, as set forth in the most current FTA Circular 4220.1F, dated November 1, 2008, are hereby incorporated by reference. Anything to the contrary herein notwithstanding, all FTA mandated terms shall be deemed to control in the event of a conflict with other provisions contained in this Contract. Contractor agrees not to perform any act, fail to perform any act, or refuse to comply with any public agency requests that would cause public agency to be in violation of the FTA terms and conditions.

NO FEDERAL GOVERNMENT OBLIGATIONS TO THIRD PARTIES

Agency and Contractor acknowledge and agree that, absent the Federal Government's express written consent and notwithstanding any concurrence by the Federal Government in or approval of the solicitation or award of the underlying Contract, the Federal Government is not a party to this Contract and shall not be subject to any obligations or liabilities to agency, Contractor, or any other party (whether or not a party to that contract) pertaining to any matter resulting from the underlying Contract.

Contractor agrees to include the above clause in each subcontract financed in whole or in part with federal assistance provided by the FTA. It is further agreed that the clause shall not be modified, except to identify the subcontractor who will be subject to its provisions.

PROGRAM FRAUD AND FALSE OR FRAUDULENT STATEMENTS

Contractor acknowledges that the provisions of the Program Fraud Civil Remedies Act of 1986, as amended, 31 U.S.C. §§ 3801 et seq. and U.S. DOT regulations, "Program Fraud Civil Remedies," 49 CFR Part 31, apply to its actions pertaining to this Contract. Upon execution of the underlying Contract, Contractor certifies or affirms the truthfulness and accuracy of any statement it has made, it makes, it may make, or causes to me made, pertaining to the underlying Contract or the FTA assisted project for which this Contract Work is being performed.

In addition to other penalties that may be applicable, Contractor further acknowledges that if it makes, or causes to be made, a false, fictitious, or fraudulent claim, statement, submission, or certification, the Federal Government reserves the right to impose the penalties of the Program Fraud Civil Remedies Act of 1986 on Contractor to the extent the Federal Government deems appropriate.

Contractor also acknowledges that if it makes, or causes to me made, a false, fictitious, or fraudulent claim, statement, submission, or certification to the Federal Government under a contract connected with a project that is financed in whole or in part with Federal assistance originally awarded by FTA under the authority of 49 U.S.C. § 5307, the Government reserves the right to impose the penalties of 18 U.S.C. § 1001 and 49 U.S.C. § 5307 (n)(1) on the Contractor, to the extent the Federal Government deems appropriate.

Contractor agrees to include the above clauses in each subcontract financed in whole or in part with Federal assistance provided by FTA. It is further agreed that the clauses shall not be modified, except to identify the subcontractor who will be subject to the provisions.

State Notice Addendum

The National Cooperative Purchasing Alliance (NCPA), on behalf of NCPA and its current and potential participants to include all county, city, special district, local government, school district, private K-12 school, higher education institution, state, tribal government, other government agency, healthcare organization, nonprofit organization and all other Public Agencies located nationally in all fifty states, issues this Request for Proposal (RFP) to result in a national contract.

For your reference, the links below include some, but not all, of the entities included in this proposal:

http://www.usa.gov/Agencies/State_and_Territories.shtml

https://www.usa.gov/local-governments

PARKMOBILE, LLC

Electronic Parking Solutions

SOC 1, Type II

System and Organization Controls (SOC) for Service Organizations Report throughout the period of August 16, 2019 to August 15, 2020

Report of Independent Service Auditors issued by Aprio LLP

Payment Card Industry (PCI)
Data Security Standard

Attestation of Compliance for
Onsite Assessments – Service Providers

Version 3.2.1

June 2018

Section 1: Assessment Information

Instructions for Submission

This Attestation of Compliance must be completed as a declaration of the results of the **service provider's** assessment with the Payment Card Industry Data Security Standard Requirements and Security Assessment Procedures (PCI DSS). Complete all sections: The service provider is responsible for ensuring that each section is completed by the relevant parties, as applicable. Contact the requesting payment brand for reporting and submission procedures.

Part 1. Service Provider and Qualified Security Assessor Information

Part 1a. Service Provider Organization Information

Company Name:	Parkmobile, LLC	DBA (doing business as):	Not Applicable
Contact Name:	Matt Ball	Title:	Chief Technology Officer
Telephone:	(678) 954-3372	E-mail:	Matt.ball@ parkmobile.io
Business Address:	1100 Spring Street NW, Suite 200	City:	Atlanta
State/Province:	Georgia	Country: USA	Zip: 30309
URL:	https://parkmobile.io		

Part 1b. Qualified Security Assessor Company Information (if applicable)

Company Name:	Aprio, LLP		
Lead QSA Contact Name:	Dan Schroeder	Title:	Partner
Telephone:	(770) 353-8373	E-mail:	Dan.Schroeder@ aprio.com
Business Address:	5 Concourse Pkwy, Suite1000	City:	Atlanta
State/Province:	Georgia	Country: USA	Zip: 30328
URL:	www.aprio.com		

Part 2. Executive Summary

Part 2a. Scope Verification

Services that were INCLUDED in the scope of the PCI DSS Assessment (check all that apply):

Name of service(s) assessed:	Parkmobile and Parkmobile Reservations
Type of service(s) assessed:	

Hosting Provider:
- ☒ Applications / software
- ☐ Hardware
- ☐ Infrastructure / Network
- ☐ Physical space (co-location)
- ☐ Storage
- ☒ Web
- ☐ Security services
- ☐ 3-D Secure Hosting Provider
- ☐ Shared Hosting Provider
- ☐ Other Hosting (specify):

Managed Services (specify):
- ☐ Systems security services
- ☐ IT support
- ☐ Physical security
- ☐ Terminal Management System
- ☐ Other services (specify):

Payment Processing:
- ☐ POS / card present
- ☒ Internet / e-commerce
- ☒ MOTO / Call Center
- ☐ ATM
- ☐ Other processing (specify):

☐ Account Management	☐ Fraud and Chargeback	☐ Payment Gateway/Switch
☐ Back-Office Services	☐ Issuer Processing	☐ Prepaid Services
☐ Billing Management	☐ Loyalty Programs	☐ Records Management
☐ Clearing and Settlement	☐ Merchant Services	☐ Tax/Government Payments
☐ Network Provider		
☐ Others (specify):		

Note: These categories are provided for assistance only, and are not intended to limit or predetermine an entity's service description. If you feel these categories don't apply to your service, complete "Others." If you're unsure whether a category could apply to your service, consult with the applicable payment brand.

Part 2a. Scope Verification (continued)

Services that are provided by the service provider but were NOT INCLUDED in the scope of the PCI DSS Assessment (check all that apply):

Name of service(s) not assessed:	Not Applicable

Type of service(s) not assessed:

Hosting Provider:	**Managed Services (specify):**	**Payment Processing:**
☐ Applications / software	☐ Systems security services	☐ POS / card present
☐ Hardware	☐ IT support	☐ Internet / e-commerce
☐ Infrastructure / Network	☐ Physical security	☐ MOTO / Call Center
☐ Physical space (co-location)	☐ Terminal Management System	☐ ATM
☐ Storage	☐ Other services (specify):	☐ Other processing (specify):
☐ Web		
☐ Security services		
☐ 3-D Secure Hosting Provider		
☐ Shared Hosting Provider		
☐ Other Hosting (specify):		

☐ Account Management	☐ Fraud and Chargeback	☐ Payment Gateway/Switch
☐ Back-Office Services	☐ Issuer Processing	☐ Prepaid Services
☐ Billing Management	☐ Loyalty Programs	☐ Records Management
☐ Clearing and Settlement	☐ Merchant Services	☐ Tax/Government Payments
☐ Network Provider		

☐ Others (specify):

Provide a brief explanation why any checked services were not included in the assessment:	Not Applicable

Part 2b. Description of Payment Card Business

Describe how and in what capacity your business stores, processes, and/or transmits cardholder data	Parkmobile provides integrated solutions for management of parking related functions. This includes the Parkmobile parking environment including digital parking permits (Permixx), cashless payment method for on and off the street parking (Phonixx), an environment which is hosted and managed by Quality Technology Services (QTS) Data Centers in Dulles, Virginia with call center support at the the Parkmobile Corporate Office in Atlanta, GA. Parkmobile also owns and supports Parkmobile Reservations, another cashless parking application hosted on Amazon Web Services (AWS) Cloud Data Centers.
Describe how and in what capacity your business is otherwise involved in or has the ability to impact the security of cardholder data.	Parkmobile accepts credit cards for their cashless payment applications in order to purchase a parking space. Card Holder Data (CHD) is stored for historical transaction purposes and to enhance customer experience by allow ease of use capabilities.

Part 2c. Locations

List types of facilities (for example, retail outlets, corporate offices, data centers, call centers, etc.) and a summary of locations included in the PCI DSS review.

Type of facility:	Number of facilities of this type	Location(s) of facility (city, country):
Example Retail outlets	3	Boston, MA, USA
Corporate Offices	1	Atlanta, Georgia, USA
QTS Data Center	1	Dulles, Virginia, USA
AWS Data Center	1	Cloud Service Provider

Part 2d. Payment Applications

Does the organization use one or more Payment Applications? ☒ Yes   ☐ No

Provide the following information regarding the Payment Applications your organization uses:

Payment Application Name	Version Number	Application Vendor	Is application PA-DSS Listed?	PA-DSS Listing Expiry date (if applicable)
Parkmobile US Phonixx	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable
Parkmobile US IOS	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable

Parkmobile US Android	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable
Parkmobile US Phonixx	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable
Parkmobile US Phonixx Mobile Web	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable
PM Reservations	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable
Parkmobile Permixx	N/A	Internally Developed	☐ Yes ☒ No	Not Applicable
			☐ Yes ☐ No	

Part 2e. Description of Environment

Provide a **high-level** description of the environment covered by this assessment. For example: • Connections into and out of the cardholder data environment (CDE). • Critical system components within the CDE, such as POS devices, databases, web servers, etc., and any other necessary payment components, as applicable.	Customers access Parkmobile payment solutions to reserve and pay for auto parking under one of Parkmobile's various brands. Customers may access through internally developed and maintained applications using credit cards to complete transactions. These applications are hosted at data centers maintained by Quality Technology Services and Amazon Web Services. Systems within scope include web servers, databases, security systems, network devices and supporting systems.
Does your business use network segmentation to affect the scope of your PCI DSS environment? *(Refer to "Network Segmentation" section of PCI DSS for guidance on network segmentation)*	☒ Yes ☐ No

Part 2f. Third-Party Service Providers

Does your company have a relationship with a Qualified Integrator & Reseller (QIR) for the purpose of the services being validated?	☐ Yes ☒ No

If Yes:

Name of QIR Company:	Not Applicable
QIR Individual Name:	Not Applicable
Description of services provided by QIR:	Not Applicable

Does your company have a relationship with one or more third-party service providers (for example, Qualified Integrator Resellers (QIR), gateways, payment processors, payment service providers (PSP), web-hosting companies, airline booking agents, loyalty program agents, etc.) for the purpose of the services being validated?	☒ Yes ☐ No

If Yes:

Name of service provider:	Description of services provided:
Offsite Data Storage (QTS and AWS)	Data Centers and MSP
Payment Processors (Chase Paymentech	Credit Card Payment Processor

Note: Requirement 12.8 applies to all entities in this list.

Part 2g. Summary of Requirements Tested

For each PCI DSS Requirement, select one of the following:

- **Full** – The requirement and all sub-requirements of that requirement were assessed, and no sub-requirements were marked as "Not Tested" or "Not Applicable" in the ROC.
- **Partial** – One or more sub-requirements of that requirement were marked as "Not Tested" or "Not Applicable" in the ROC.
- **None** – All sub-requirements of that requirement were marked as "Not Tested" and/or "Not Applicable" in the ROC.

For all requirements identified as either "Partial" or "None," provide details in the "Justification for Approach" column, including:

- Details of specific sub-requirements that were marked as either "Not Tested" and/or "Not Applicable" in the ROC
- Reason why sub-requirement(s) were not tested or not applicable

Note: One table to be completed for each service covered by this AOC. Additional copies of this section are available on the PCI SSC website.

Name of Service Assessed:	Parkmobile and Parkmobile Reservations			
	Details of Requirements Assessed			
PCI DSS Requirement	**Full**	**Partial**	**None**	**Justification for Approach** (Required for all "Partial" and "None" responses. Identify which sub-requirements were not tested and the reason.)
Requirement 1:	☒	☐	☐	
Requirement 2:	☐	☒	☐	2.1.1.a - 2.1.1.e - N/A - No Wireless networks connected to the CDE 2.6 - N/A - Entity is not a shared hosting provider
Requirement 3:	☐	☒	☐	3 2 a N/A Entity is not an Issuer 3.4.1 - N/A - Column level database encryption 3.6 - N/A - Entity does not shares encryption keys with their customers 3.6.6 - N/A - No clear-text cryptographic keys are used
Requirement 4:	☐	☒	☐	4.1.1 - N/A - No Wireless networks connected to the CDE 4.2 - N/A - End user messaging technologies are not used to send PAN
Requirement 5:	☒	☐	☐	
Requirement 6:	☒	☐	☐	
Requirement 7:	☒	☐	☐	

Requirement 8:	☐	☒	☐	8.5.1 - N/A - Entity does not have access to other customer premises.
Requirement 9:	☐	☒	☐	9.9, 9.9.1, 9.9.2, 9.9.3 - N/A - Entity does not use POS devices
Requirement 10:	☒	☐	☐	
Requirement 11:	☒	☐	☐	
Requirement 12:	☒	☐	☐	
Appendix A1:	☐	☐	☒	
Appendix A2:	☐	☐	☒	

Section 2: Report on Compliance

This Attestation of Compliance reflects the results of an onsite assessment, which is documented in an accompanying Report on Compliance (ROC).

The assessment documented in this attestation and in the ROC was completed on:	December 17, 2019
Have compensating controls been used to meet any requirement in the ROC?	☐ Yes ☒ No
Were any requirements in the ROC identified as being not applicable (N/A)?	☒ Yes ☐ No
Were any requirements not tested?	☐ Yes ☒ No
Were any requirements in the ROC unable to be met due to a legal constraint?	☐ Yes ☒ No

Section 3: Validation and Attestation Details

Part 3. PCI DSS Validation

This AOC is based on results noted in the ROC dated December 17, 2019.

Based on the results documented in the ROC noted above, the signatories identified in Parts 3b-3d, as applicable, assert(s) the following compliance status for the entity identified in Part 2 of this document **(check one):**

☒	**Compliant:** All sections of the PCI DSS ROC are complete, all questions answered affirmatively, resulting in an overall **COMPLIANT** rating; thereby Parkmobile, LLC has demonstrated full compliance with the PCI DSS.
☐	**Non-Compliant:** Not all sections of the PCI DSS ROC are complete, or not all questions are answered affirmatively, resulting in an overall **NON-COMPLIANT** rating, thereby (Service Provider Company Name) has not demonstrated full compliance with the PCI DSS. **Target Date** for Compliance: An entity submitting this form with a status of Non-Compliant may be required to complete the Action Plan in Part 4 of this document. Check with the payment brand(s) before completing Part 4.
☐	**Compliant but with Legal exception:** One or more requirements are marked "Not in Place" due to a legal restriction that prevents the requirement from being met. This option requires additional review from acquirer or payment brand. If checked, complete the following:

Affected Requirement	Details of how legal constraint prevents requirement being met

Part 3a. Acknowledgement of Status

Signatory(s) confirms:

(Check all that apply)

☒	The ROC was completed according to the PCI DSS Requirements and Security Assessment Procedures, Version 3.2.1, and was completed according to the instructions therein.
☒	All information within the above-referenced ROC and in this attestation fairly represents the results of my assessment in all material respects.
☐	I have confirmed with my payment application vendor that my payment system does not store sensitive authentication data after authorization.
☒	I have read the PCI DSS and I recognize that I must maintain PCI DSS compliance, as applicable to my environment, at all times.
☒	If my environment changes, I recognize I must reassess my environment and implement any additional PCI DSS requirements that apply.

Part 3a. Acknowledgement of Status (continued)

☒ | No evidence of full track data[1], CAV2, CVC2, CID, or CVV2 data[2], or PIN data[3] storage after transaction authorization was found on ANY system reviewed during this assessment.

☒ | ASV scans are being completed by the PCI SSC Approved Scanning Vendor Qualys

Part 3b. Service Provider Attestation

Matt Ball

Signature of Service Provider Executive Officer ↑ | Date: 12/18/2019

Service Provider Executive Officer Name: **Matt Ball** | Title: **Chief Technology Officer**

Part 3c. Qualified Security Assessor (QSA) Acknowledgement (if applicable)

If a QSA was involved or assisted with this assessment, describe the role performed:	The QSA performed PCI-DSS Assessment services including
	-Interviews with Parkmobile internal team, VerSprite, and QTS teams.
	-Reviewed network and application architecture diagrams provided by Parkmobile and VerSprite PCI Staff.
	-Conducted testing of sampled systems based on the following:
	a)Observation, including of system settings, configuration files, processes, action, and state as indicated during the period of onsite assessment.
	b)Inspection of prepared by client (Parkmobile) such as policies and procedures, lists, inventories, configuration, screen captures and security settings.
	c)Inquiry was corroborated by observation and inspection of the system state, security settings, policies, management organization, and business and IT process.

Edwards

Signature of Duly Authorized Officer of QSA Company ↑ | Date: 12/17/2019

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[1] Data encoded in the magnetic stripe or equivalent data on a chip used for authorization during a card-present transaction. Entities may not retain full track data after transaction authorization. The only elements of track data that may be retained are primary account number (PAN), expiration date, and cardholder name.

[2] The three- or four-digit value printed by the signature panel or on the face of a payment card used to verify card-not-present transactions.

[3] Personal identification number entered by cardholder during a card-present transaction, and/or encrypted PIN block present within the transaction message.

Duly Authorized Officer Name: Bruce Edwards	QSA Company: Aprio, LLP

Part 3d. Internal Security Assessor (ISA) Involvement (If applicable)

If an ISA(s) was involved or assisted with this assessment, identify the ISA personnel and describe the role performed:	Not Applicable

Part 4. Action Plan for Non-Compliant Requirements

Select the appropriate **response for "Compliant to PCI DSS Requirements"** for each requirement. If you **answer "No" to any of the requirements, you** may be required to provide the date your Company expects to be compliant with the requirement and a brief description of the actions being taken to meet the requirement.

Check with the applicable payment brand(s) before completing Part 4.

PCI DSS Requirement	Description of Requirement	Compliant to PCI DSS Requirements (Select One)		Remediation Date and Actions (If "NO" selected for any Requirement)
		YES	**NO**	
1	Install and maintain a firewall configuration to protect cardholder data	☒	☐	
2	Do not use vendor-supplied defaults for system passwords and other security parameters	☒	☐	
3	Protect stored cardholder data	☒	☐	
4	Encrypt transmission of cardholder data across open, public networks	☒	☐	
5	Protect all systems against malware and regularly update anti-virus software or programs	☒	☐	
6	Develop and maintain secure systems and applications	☒	☐	
7	Restrict access to cardholder data by business need to know	☒	☐	
8	Identify and authenticate access to system components	☒	☐	
9	Restrict physical access to cardholder data	☒	☐	
10	Track and monitor all access to network resources and cardholder data	☒	☐	
11	Regularly test security systems and processes	☒	☐	
12	Maintain a policy that addresses information security for all personnel	☒	☐	
Appendix A1	Additional PCI DSS Requirements for Shared Hosting Providers	☒	☐	
Appendix A2	Additional PCI DSS Requirements for Entities using SSL/early TLS for Card-Present POS POI Terminal Connections	☒	☐	

Signature Certificate

🔒 Document Reference: **L9X3PXIB73HV72YRXJAGVW**

RightSignature
Easy Online Document Signing

Bruce Edwards
Party ID: GNJYSSJL45MM7G7WIXIZ6V
IP Address: 45.41.142.208
| VERIFIED EMAIL: | bruce.edwards@ aprio.com |

Electronic Signature

Multi-Factor
Digital Fingerprint Checksum   **1b0b4c97ad0625e859af712f1436dd142ad3b3ea**

Matt Ball
Party ID: K3PKIKIIEILZU8MWZYDZS3
IP Address: 38.142.251.10
| VERIFIED EMAIL: | matt.ball@ parkmobile.io |

Electronic Signature

Multi-Factor
Digital Fingerprint Checksum   **91c50841f6a258b7fffdf67cda8574ab5d16733c**

Timestamp	Audit
2019-12-18 08:28:49 -0800	All parties have signed document. Signed copies sent to: Bruce Edwards, Matt Ball, and Karyn Croteau.
2019-12-18 08:28:48 -0800	Document signed by Matt Ball (matt.ball@parkmobile.io) with drawn signature. - 38.142.251.10
2019-12-18 08:26:03 -0800	Document viewed by Matt Ball (matt.ball@parkmobile.io). - 38.142.251.10
2019-12-17 11:30:59 -0800	Document signed by Bruce Edwards (bruce.edwards@aprio.com) with drawn signature. - 208.87.234.180
2019-12-17 11:29:11 -0800	Document viewed by Bruce Edwards (bruce.edwards@aprio.com). - 45.41.142.208
2019-12-17 10:55:32 -0800	Document created by Karyn Croteau (karyn.croteau@aprio.com). - 208.87.234.180

This signature page provides a record of the online
activity executing this contract.

Page 1 of 1