ParkMobile®

Powering Smart Mobility
Captiva Erosion Prevention District

Contactless Parking Payment Solution

Proposal Prepared For: James Elston

Date: November 22, 2021

ParkMobile Representative: Brooke Bustle
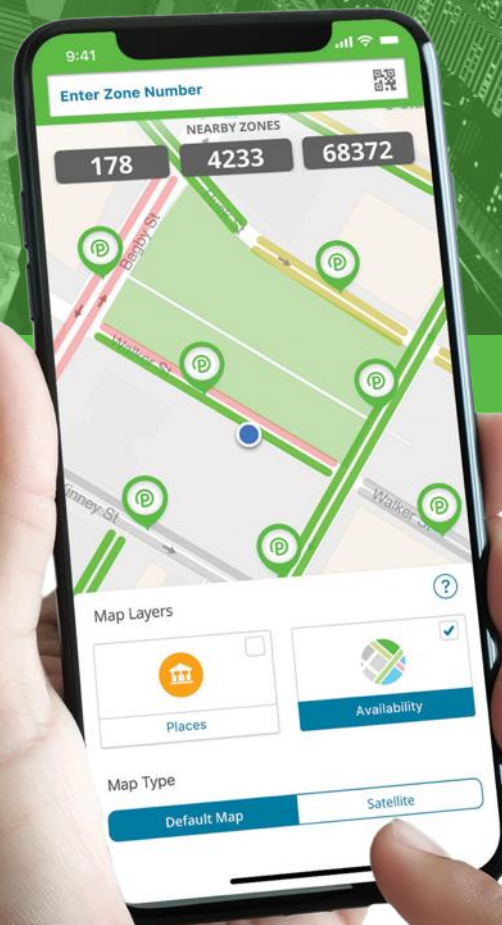**Phone: 850-321-2074**
Email: Brooke.Bustle@parkmobile.io

Captiva
Erosion Prevention District

Table of Contents

Executive Summary

ParkMobile is excited for the opportunity to work with Captiva Island to provide pay-by-cell parking services. Over 4M drivers use the ParkMobile app to pay for parking across Florida, including major cities like Miami Beach, Tampa, St. Petersburg, Tallahassee, Orlando, and Sarasota, plus dozens of private parking lots and garages. We also power Universities like Florida State University and University of South Florida and venues including Raymond James Stadium in Tampa, Amway Center in Orlando, and Hard Rock Stadium in Miami.

As the #1 mobile app in the United States with over 26 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 the parking revenue of a parking operation is paid via app, the 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 cities, 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".

There are three primary reasons why ParkMobile is able to help clients achieve the highest mobile adoption rates in the industry:

1. ParkMobile serves every stage of the customer parking journey, not just the transaction.
2. More people use ParkMobile than any other parking app.
3. ParkMobile's marketing expertise and support to drive user adoption and retention are unrivaled in the industry

ParkMobile Serves Every Stage of the Parking Journey, Not Just the Transaction

Parking apps that simply perform a meter payment are an incremental improvement over no digital payment option at all. 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. 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.

More People Already Use ParkMobile Than Any Other Parking App

With over 25 million users (roughly 1 in 11 drivers), and an additional 1 million added every 45 days, ParkMobile has the largest customer base of any pay-by-cell provider in the United States. Our app is ranked #3 in the app store's Navigation category, behind only Google Maps and Waze.

A noteworthy trend that we see in our data is that people aren't just using the app in the city where they live; they're using ParkMobile as they travel across markets. In general, about 25% of our customers use the app to pay for parking in more than one city, creating a "network effect".

Captiva Island is particularly well-positioned to benefit from this network effect because of ParkMobile's strong and historical presence along the Florida coastline and throughout the state.

ParkMobile's Marketing Expertise and Support is Unrivaled in the Industry

ParkMobile's extensive marketing support is what will enable Captiva Island to fully leverage the network of existing ParkMobile users to promote and grow their pay-by-cell parking program. ParkMobile's integrated marketing program can include digital marketing, PR, geofencing, email campaigns, in-app engagement, and much more.

**ParkMobile Platform 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.
- **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 Apple Pay 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.
- **IVR Phone Number:** For people without a smartphone, use an IVR number to make parking payments over the phone.
- **24/7/365 Customer Support:** ParkMobile offers support via phone, email, and chat. ParkMobile also has an extensive support site where users can get answers to frequently asked questions.

We greatly appreciate your consideration of ParkMobile as a new partner in your parking program!

ParkMobile Company Overview
By the Numbers: The Mobile Payments Market Leader

ParkMobile is the #1 parking app in the United States with a major presence in over 500 cities across the country, including 16 of the top 20 markets. With over 26 million users (roughly 1 in 11 US drivers), and an additional 1 million added every 45 days, ParkMobile makes it quick and easy to pay for parking wherever you go, from New York City to Miami Beach, Washington DC to Los Angeles, Dallas to Minneapolis, and everywhere in between.
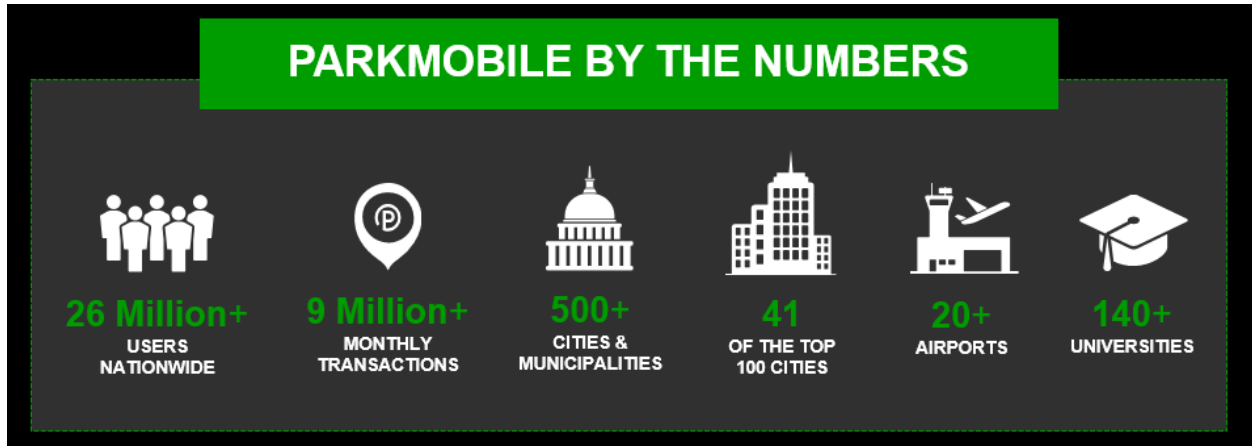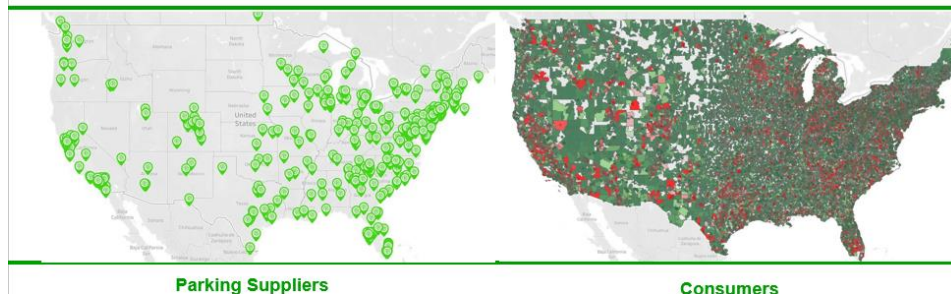

The ParkMobile Network Effect
What is the ParkMobile Network Effect?

ParkMobile connects consumers to the largest network of municipal, private, university, and venue parking inventory in the U.S. We are the mobile payments provider for 8 of the top 10 US Cities. The importance of this network effect is that unlike less established providers, ParkMobile allows users the convenience of using one app for parking wherever they go. A network user is someone who has already used ParkMobile at another supplier. That user doesn't need to be taught about mobile parking payments. They don't need to download an app, create an account, or add a payment method. They already understand parkmobile and have no barriers to start a parking session.

The Largest Municipal Parking Operations in the US Run on ParkMobile

Large municipal parking operations require advanced rate engines to support complex policies, robust platforms that won't crash under high volumes, and committed vendor partners who provide outstanding support. For the largest Cities in the US, that partner is ParkMobile. Many of your patrons have used our app in these destination Cities, and this familiarity will help to further boost mobile adoption in Captiva Island.

ParkMobile connects consumers to the **largest network** of municipal, private, airport, transit and venue parking inventory in the U.S. We are in 8 of the top 10 U.S. cities.

ParkMobile Top Markets

Atlanta
Chicago
Dallas
Houston
Indianapolis
Los Angeles
Miami
Minneapolis
New York City
Philadelphia
St. Louis
Washington D.C.

- On-Demand
- Reservations
- Both

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

Driving the Highest Mobile Adoption Rates

Understanding Mobile Adoption Rate
Mobile adoption rate is the primary metric for success in a pay-by-cell parking program. ParkMobile leads the industry with the highest **true** mobile adoption rates, many of which exceed 50%.

WASHINGTON D.C.	**70%** Adoption Rate	⬆ **31%** increase in avg revenue per parking session
PITTSBURGH PA	**58%** Adoption Rate	⬆ **18%** increase in avg revenue per parking session
MINNEAPOLIS MN	**58%** Adoption Rate	⬆ **11%** increase in avg revenue per parking session
HOBOKEN NJ	**54%** Adoption Rate	⬆ **21%** increase in avg revenue per parking session

A number of factors related to the pay-by-cell vendor affect a client's mobile adoption rate, including:
- **User experience** – people won't continue to park with an app that's frustrating to use
- **Signage** – signs and meter decals need to be visible and create a clear call to action
- **Marketing** – using a variety of channels to build awareness and engagement
- **Brand recognition** – consumers are less likely to use an app they've never heard of
- **Regional network** – consumers are more likely to use an app they have already used elsewhere, or feel they will be able to use elsewhere

Current Government Contracts

ParkMobile has contracts with over 500 government entities across the U.S. Captiva Island would be joining the following Florida municipalities as a partner of ParkMobile:

- **City of Boca Raton**
- **City of Orlando**
- **City of Miami Beach**
- **City of Treasure Island**
- **City of Lake Worth**
- **City of Hollywood**
- **City of Boynton Beach**
- **City of Delray Beach**
- **City of West Palm Beach**
- **Town of Palm Beach**
- **City of Tampa**
- **City of St. Petersburg**
- **City of Clearwater**
- **City of Sarasota**
- **City of Tallahassee**
- **City of St. Petersburg Beach**
- **City of Madeira Beach**
- **City of Lakeland**
- **City of Wilton Manors**

ParkMobile welcomes the opportunity to piggyback off of current government contracts or utilizing our NCPA agreement.

The ParkMobile Platform

One App for On-Street Parking and Reservations

ParkMobile is the **only** mobile parking solution in the market that combines on-street (zone parking), parking availability, and 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.

Flexible Configuration to Support Any Parking Program

ParkMobile's advanced rate engine and broad catalog of integrations enable clients to offer a consistent customer experience across all parking scenarios:

| Parking Context	Functionality
☑ On-street parking ☑ Surface lots ☑ Gated and ungated garages ☑ Special events ☑ Mobile-only (no meters present)	☑ 2-hour free parking once per day ☑ First hours/minutes free and paid parking afterwards ☑ Garage PARCS integrations to raise the gate, with or without a prepaid reservation ☑ Flat, hourly, and progressive rate configurations ☑ Merchant validations ☑ Resident discounts

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. 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

1. **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.
2. **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.
3. **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.

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. A user can also extend the time of the parking session in the app by touching the "Extend' button. 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. 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.
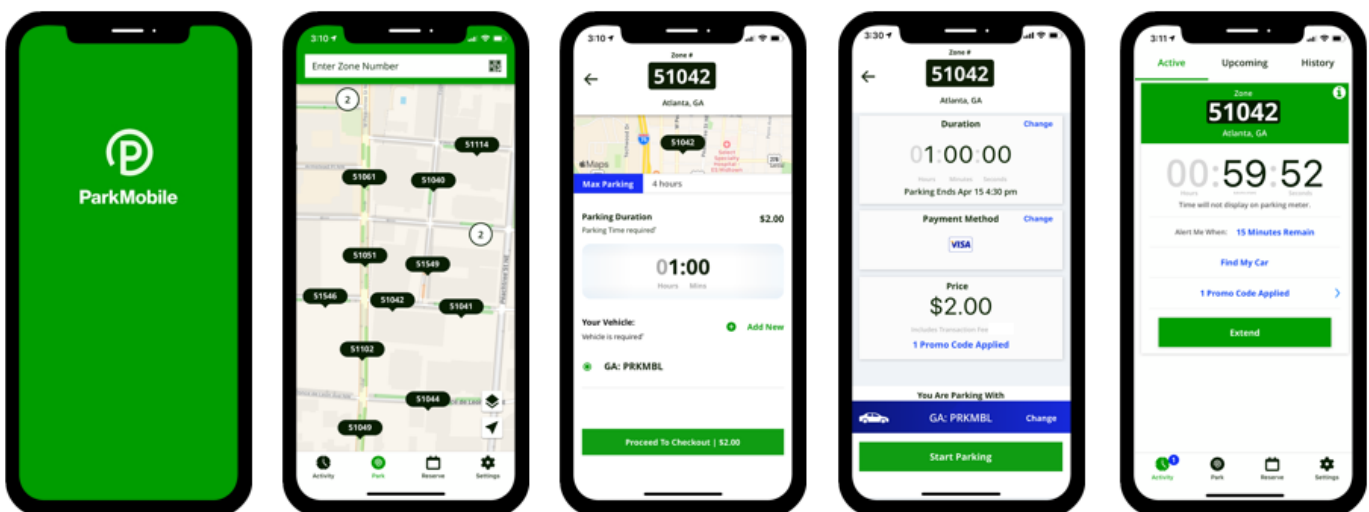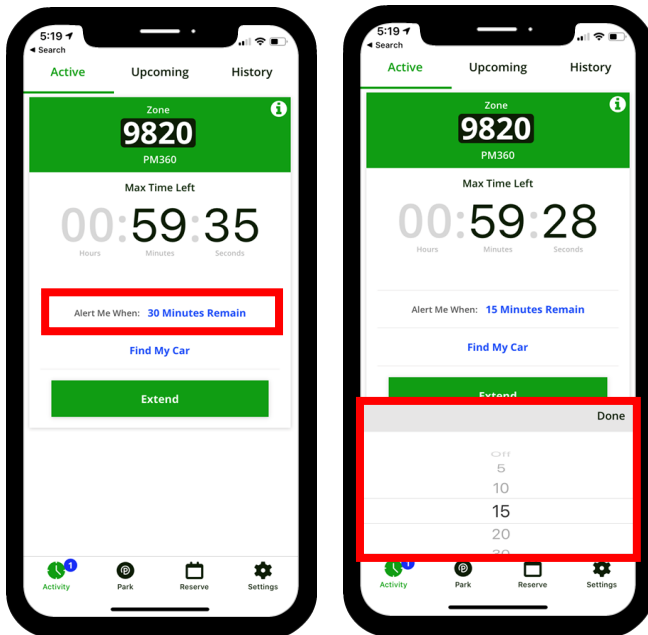
Register or Login

Select or Enter ParkMobile Zone

Choose Parking Time, Vehicle and Payment Method

Confirm Information and Start Parking

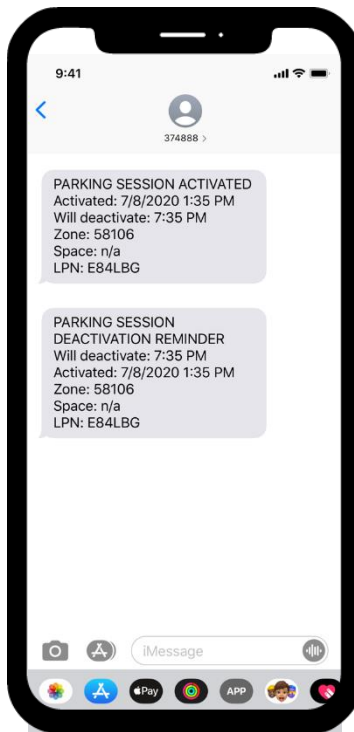Know how much time you have left. Extend time remotely
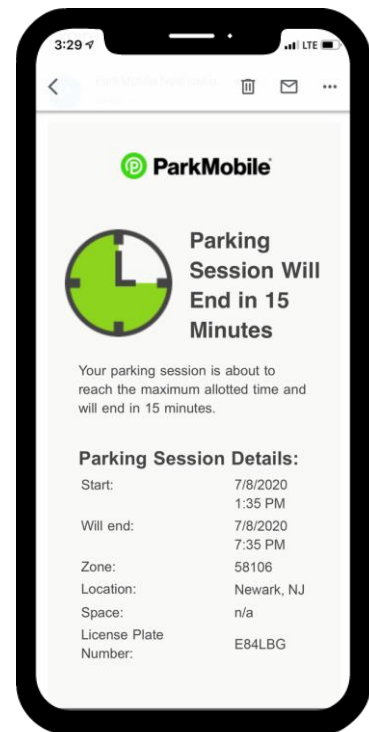
Customizable Notifications Before Time Expires

Parking Expiration Notifications
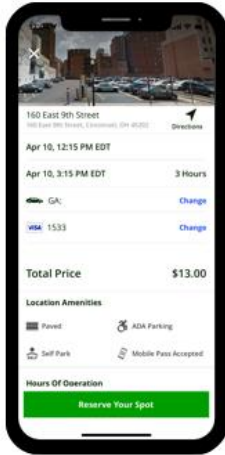

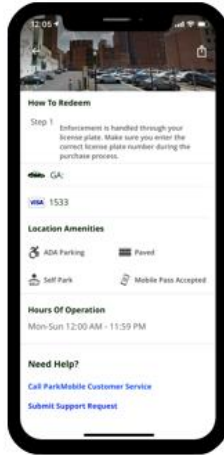| **In-App Notification** | **SMS Text** | **Email** |

ParkMobile Reservations Overview

ParkMobile provides innovative and flexible reservation solutions to our partners. Our smart parking products are flexible and easy to deploy while providing customers with the a high quality parking experience.The ParkMobile Reservations parking platform is ready 'out of the box' to enable users to find, reserve and pay for parking using web or mobile.
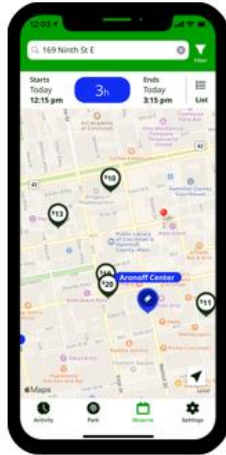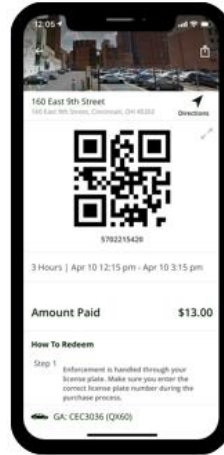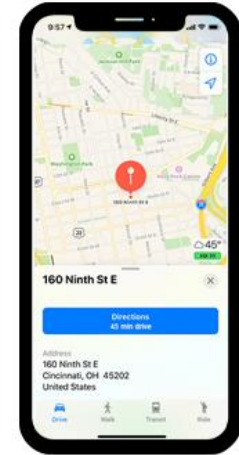

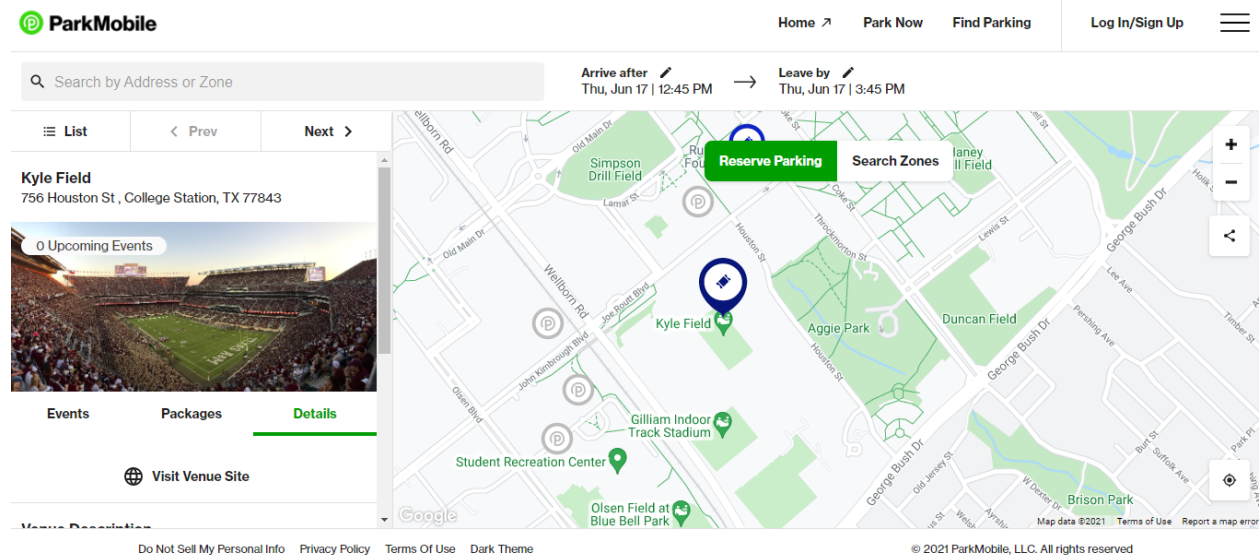| Reserve Parking Tab | Detailed Description of Facility | Reserve and Receive Redemption Instructions | QR Code for Event Entry | Get Turn-by-Turn Directions |

ParkMobile also hosts pre-paid parking sales for a number of venues. Below is the Texas A&M University football program page.

Ways to Pay

ParkMobile now offers multiple ways for your customers to pay for parking, making it easier than ever to go contactless. People can pay by app, web, or even text, whichever way they choose, including our guest check out experience, enabling a user to pay without having to create an account.

Now Introducing GPay

ParkMobile is integrated with Google to enable parking payments through the GPay app on Android and iOS and mobile web experience. Users can complete a parking transaction without leaving the Google experience by leveraging the ParkMobile infrastructure. Customers can use their stored payment info with Google to easily pay for parking. The same ParkMobile purchasing experience embedded in a micro-app. Works with all of your enforcement, reporting, and integrations – no action required!
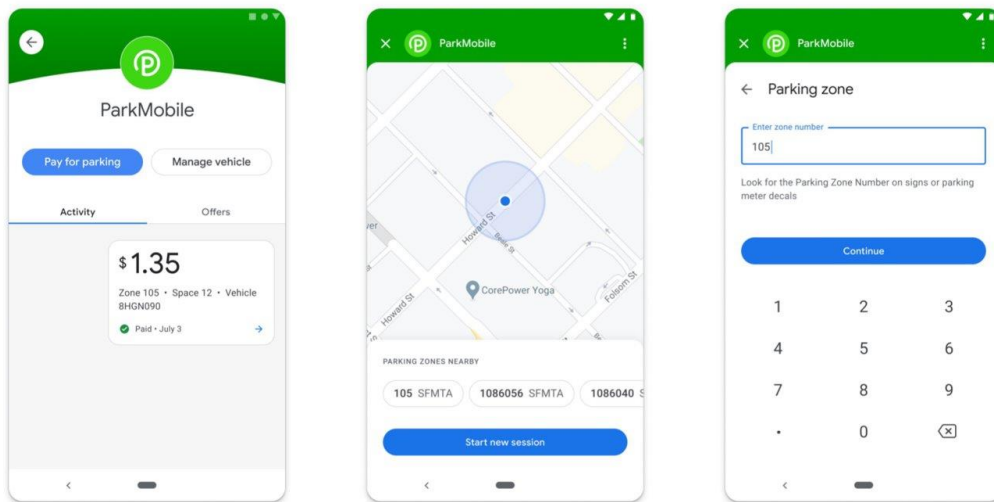
ParkMobile Signage
Signage and Meter Decals

ParkMobile will provide customized signage and decal stickers to install on and around parking meters. Meter decals will be sized and shaped to fit any existing meters and signs. Our design team works with clients' existing branding and vendors in order to not overshadow historical sites or landmarks with bright coloring or distractions outside of the parking experience. We can add any client logos or customization as requested.

Call Center and Customer Service

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.

Our customer support services are available 24/7/365 in both English and Spanish.

The support team is staffed with ParkMobile's own full-time employees based out of our US offices. Furthermore, ParkMobile is a Level 1 PCI compliant call center, which ensures our customers' data is fully secured. Patrons have the ability to submit inquiries or disputes via phone, email, ParkMobile app, and the ParkMobile website.

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 25+ 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.
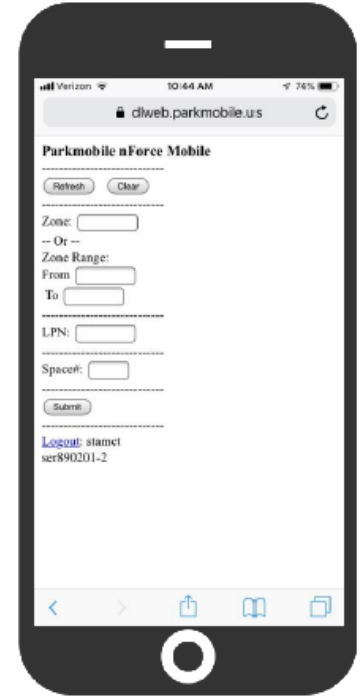
Enforcement

ParkMobile nForce enables your enforcement team to check that the vehicles parked on-street or in lots have paid for parking. Your enforcement team can use this solution in the field to verify parking payment prior to issuing a citation or other penalty.

ParkMobile nForce can be accessed via any internet-enabled mobile device. It will show all active ParkMobile parking sessions in real-time.

Once logged in to ParkMobile nForce, you have several search options to verify vehicle payment:

> **1.Zone:** This will show you all the vehicles that have paid to park in a specific zone.
> **2.Zone Range:** This will show you all the vehicles that have paid to park across multiple zones.
> **3.License Plate Number (LPN):** This will show you if a vehicle with a specific license plate number has paid for parking.
> **4.Space Number:** For pay by space locations, this will show you if a vehicle has paid for parking in a specific space. Note, you will also need to enter the zone number for the location in addition to the space number.

All of the data in ParkMobile nForce is generated in real-time so your enforcement team should always have the latest information on the active parking sessions in a location. Enforcement personnel should frequently refresh ParkMobile nForce to ensure the information is always up-to-date.

To search for vehicles by zone, follow the steps below:

1 Enter the ParkMobile zone number and touch "Submit" at the bottom of the page.

2 You will see the LPNs parked in that zone with an active parking session. The LPNs will be listed in alphanumeric order. Touch "Refresh" at any time to update the data.

3 Select any of the LPNs to see the complete details of the parking transaction.
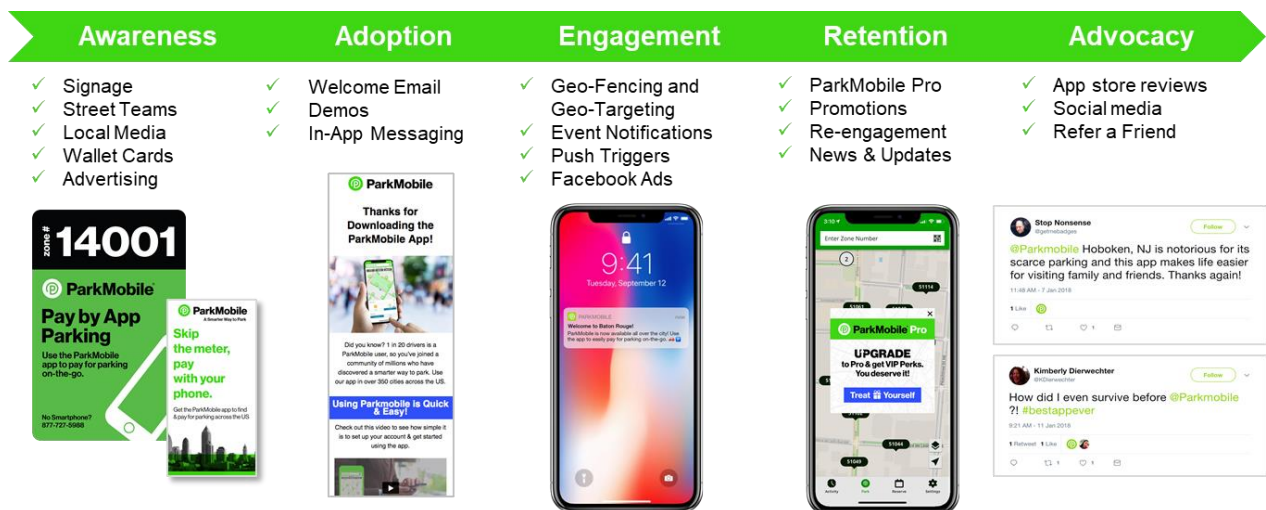
Implementation

ParkMobile's 45-day implementation plan begins at contract execution. We break up our implementation in three phases: Planning, Deployment, and Adoption. These phases are detailed below.

Complete End-to-End Launch Plan

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

Potential Activation Options

ParkMobile deploys and embeds sophisticated marketing technology, tools, and tactics in every step of the customer lifecycle. Our experienced marketing team drives revenue for our partners by focusing on the five primary areas of the customer journey outlined below:

Awareness	**Adoption**	**Engagement**	**Retention**	**Advocacy**
✓ Signage ✓ Street Teams ✓ Local Media ✓ Wallet Cards ✓ Advertising	✓ Welcome Email ✓ Demos ✓ In-App Messaging	✓ Geo-Fencing and Geo-Targeting ✓ Event Notifications ✓ Push Triggers ✓ Facebook Ads	✓ ParkMobile Pro ✓ Promotions ✓ Re-engagement ✓ News & Updates	✓ App store reviews ✓ Social media ✓ Refer a Friend

Pricing

All ParkMobile's Standard Terms and Conditions Shall Apply to this Pricing Proposal	Fees
Security & Support Fees	Waived
Hosting Fee	Waived
Maintenance Fee	Waived
Basic Setup Fee	Waived
Decals and Off-Street Signs	Waived
Data Costs	Waived
Zone Mobile Payment Convenience Fee Due to ParkMobile Either the Client or ParkMobile can serve as Merchant of Record (MOR). If ParkMobile is MOR, processing will be provided at a rate of 3% + $.15 per transaction, paid by the Client.	ParkMobile Rate: $.35 per transaction (paid by the consumer)
Reservation Mobile Payment Convenience Fee Due to ParkMobile Either the Client or ParkMobile can serve as Merchant of Record (MOR). If ParkMobile is MOR, processing will be provided at a rate of 3% + $.15 per transaction, paid by the Client.	ParkMobile Rate: 10% of transaction (paid by the consumer)

ParkMobile Services Provided at No Additional Costs

- ParkMobile agrees to host and maintain the client's Smart Parking Program at no additional costs.

- ParkMobile agrees to provide both a Call Center and Customer Support at no additional costs.

- To demonstrate our commitment to the success of your Mobile Parking Program, ParkMobile agrees to cover all social media, standard marketing and advertising costs.

- ParkMobile agrees to provide Client with free access to our integrations with meter manufacturers, enforcement vendors and LPR manufacturers so that seamless enforcement of smart parking transactions continues to occur.

- As a backup to the free integrations, ParkMobile agrees to provide the client with a cloud-based enforcement portal with secure credentials to validate active mobile parking sessions for each of your location(s) where your smart parking services are made available.

- ParkMobile agrees to provide the Client with free access to our new **ParkMobile 360 Customizable Self-Administration Toolset** with secure credentials to evaluate usage by unique identification numbers established directly for your mobile parking footprint.