County of Hernando
Procurement Department
Carla Rossiter-Smith, Chief Procurement Officer
15470 Flight Path Drive, Brooksville, FL 34604

[PARKMOBILE, LLC] RESPONSE DOCUMENT REPORT

RFP No. 24-RFP00847/AP

Automated Parking Management Solution for Hernando County Parks

RESPONSE DEADLINE: September 9, 2024 at 10:00 am

Report Generated: Monday, April 21, 2025

ParkMobile, LLC Response

CONTACT INFORMATION

Company:
ParkMobile, LLC

Email:
ashlee.barton@parkmobile.io

Contact:
Ashlee Barton

Address:
1100 Spring Street NW
Atlanta, GA 30309

Phone:
N/A

Website:
https://parkmobile.io/parking-solutions/municipalities/

Submission Date:
Sep 8, 2024 11:43 AM (Eastern Time)

ADDENDA CONFIRMATION

Addendum #1
Confirmed Sep 4, 2024 7:44 PM by Cassie Hoglund

Addendum #2
Confirmed Sep 4, 2024 7:44 PM by Cassie Hoglund

Addendum #3
Confirmed Sep 4, 2024 7:44 PM by Cassie Hoglund

QUESTIONNAIRE

1. Company Information

VENDOR REGISTRATION*
Pass

Please download the below documents, complete, and upload.

- Vendor-Registration-Form.pdf

ParkMobile_Vendor_Registration_Form.pdf

W9 FORM *
Pass

Please upload your company's W9 information

ParkMobile,_LLC_W-9_2024_Signed_(1).pdf

UPLOAD FLORIDA PERMIT

Pass

Bidders who are non-resident corporations shall furnish to the Owner a duly certified copy of their permit to transact business in the State of Florida along with the bid. Failure to submit this evidence or qualification to do business in the State of Florida may be basis for rejection of the bid.

ParkMobile_Florida_Annual_Report.pdf

LOCAL PREFERENCE.
If you are claiming local preference, please download the below documents, complete, and upload.

- LOCAL_VENDOR_AFFIDAVIT_OF_E...

No response submitted

2. Authorizations

AUTHORIZED REPRESENTATIVE*
Pass

Are you fully authorized to bind this company, or corporation.

Yes

AUTHORIZED SIGNATORY/NEGOTIATOR*
Pass

Please provide the information to support the statement below:

The Firm/Contractor represents that the following persons are authorized to sign and/or negotiate contracts and related documents to which the Firm/Contractor will be duly bound:

Name(s)

Title(s)

Email(s)

Phone(s)

Business Address(s)

Justin Clifford, Treasurer, legal-notices@parkmobile.io, 770-818-9036, 1100 Spring Street NW Suite 200, Atlanta, GA 30309

CORPORATE AFFIDAVIT*
Pass

Please download the below documents, complete, and upload.

- Corporate_Affidavit_(4).pdf

Certificate_of_Authority.pdf

3. Confirmations

CONFIRM 180 DAYS PROPOSAL VALIDITY*
Pass

I hereby propose to furnish the goods or services specified in the Request for Proposals at the prices or rates quoted in my Proposal. I agree that my RFP will remain firm for a period of up to one hundred and eighty (180) days in order to allow the County adequate time to evaluate the Proposals. Furthermore, I agree to abide by all conditions of the Proposal.

Confirmed

DOES THIS FIRM TAKE ANY EXCEPTIONS TO THE SAMPLE CONTRACT?*
Pass

I have carefully examined the Request for Proposals/Qualifications (RFP/RFQ), Instructions to Proposers, General and/or Special Conditions, Specifications, RFP/RFQ Proposal and any other documents accompanying or made a part of this invitation.

I certify that all information contained in this RFP/RFQ is truthful to the best of my knowledge and belief. I further certify that I am a duly authorized to submit this RFP/RFQ on behalf of the Consultant/Firm as its act and deed and that the Consultant/Firm is ready, willing and able to perform if awarded the Contract.

I further certify that this RFP/RFQ is made without prior understanding, agreement, connection, discussion, or collusion with any person, firm or corporation submitting a RFP/RFQ for the same product or service; no officer, employee or agent of the Hernando County BCC or of any other Proposer interested in said RFP/RFQ; and that the undersigned executed this Proposer's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

I further certify that having read and examined the specifications and documents for the designated services and understanding the general conditions for Contract under which services will be performed, does hereby propose to furnish all labor, equipment, and material to provide the services set forth in the RFP/RFQ.

I hereby declare that the following listing states any clarifications, any and all variations from and exceptions to the requirements of the specifications and documents. The undersigned further declares that the "work" will be performed in strict accordance with such requirements and understands that any exceptions to the requirements of the specifications and documents may render the Proposer's Proposal non-responsive.

NO EXCEPTIONS ALLOWED AFTER THE RFP/RFQ IS SUBMITTED:

Does this Firm take any Exceptions to the Sample Contract?:

Yes

IF YOU SELECTED "YES" IN THE PRECEDING "EXCEPTIONS" QUESTION, PLEASE UPLOAD ANY EXCEPTIONS TO THIS RFP/RFQ
Pass

Any exceptions to this standard Contract must be clearly indicated by return of the standard Contract with the Proposal, with exceptions clearly noted.

ParkMobile_-_Exceptions_to_the_Sample_Contract.pdf

DRUG FREE WORKPLACE CERTIFICATION *
Pass

I have read and attest to, in accordance with Florida Statute 287.087 (current version), hereby certify that Proposer:

Publishes a written statement notifying that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace named above, and specifying actions that will be taken against violations of such prohibition.

Informs employees about the dangers of drug abuse in the workplace, the firm's policy of maintaining a drug free working environment, and available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug use violations.

Gives each employee engaged in providing commodities or contractual services that are under proposal a copy of the statement specified above.

Notifies the employees that as a condition of working on the commodities or contractual services that are under proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, pleas of guilty or nolo contendere to, any violation of Chapter 893, or of any controlled substance law of the State of Florida or the United States, for a violation occurring in the workplace, no later than five (5) days after such conviction, and requires employees to sign copies of such written statement to acknowledge their receipt.

Imposes a sanction on, or requires the satisfactory participation in, a drug abuse assistance or rehabilitation program, if such is available in the employee's community, by any employee who is so convicted.

Makes a good faith effort to continue to maintain a drug free workplace through the implementation of the Drug Free Workplace Program.

"As a person authorized to sign this statement, I certify that the above named business, firm or corporation complies fully with the requirements set forth herein".

Please Confirm that you have read and attest to this Drug Free Workplace Certificate

Confirmed

VENDOR CERTIFICATION REGARDING SCRUTINIZED COMPANIES*
Pass

Section 287.135 (Current Edition), Florida Statutes, prohibits agencies from contracting with companies for goods or services of $1,000,000.00 or more, that are on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector Lists which are created pursuant to s. 215.473 F.S. (Current Edition), or the Scrutinized Companies that Boycott Israel List, created pursuant to s. 215.4725 F.S. (Current Edition), or companies that are engaged in a boycott of Israel or companies engaged in business operations in Cuba or Syria.

As the person authorized to bind on behalf of respondent, I hereby certify that the company identified above in the section entitled "Respondent Vendor Name" is not listed on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List. I further certify that the company is not engaged in a boycott of Israel. I understand that pursuant to section 287.135 (Current Edition), Florida Statutes, the submission of a false certification may subject company to civil penalties, attorney's fees, and/or costs and does not have business operations in Cuba or Syria.

I have read and attest that I confirm the above is acknowledged.

Confirmed

E-VERIFY CERTIFICATION *
Pass

Vendor/Contractor acknowledges and agrees to the following:

Vendor/Contractor shall utilize the U.S. Department of Homeland Security's E-Verify system, in accordance with the terms governing use of the system, to confirm the employment eligibility of:

All persons employed by the Vendor/Contractor during the term of the Contract to perform employment duties within Florida; and

All persons, including subcontractors, assigned by the Vendor/Contractor to perform work pursuant to the Contract with the department.

Confirmed

AFFIDAVIT OF NON COLLUSION AND OF NON-INTEREST OF HERNANDO COUNTY EMPLOYEES*

Pass

Affidavit of Non Collusion and of Non-Interest of Hernando County Employees

Certification that Vendor/Contractor affirms that the bid/proposal presented to the Owner is made freely, and without any secret agreement to commit a fraudulent, deceitful, unlawful or wrongful act of collusion.

I have read and attest that I am the Vendor/Contractor in the above bid/proposal, that the only person or persons interested in said proposal are named therein; that no officer, employee or agent of the Hernando County Board of County Commissioners (BOCC) or of any other Vendor/Contractor is interested in said bid/proposal; and that affiant makes the above bid/proposal with no past or present collusion with any other person, firm or corporation.

Please confirm that you have read and attest to Affidavit of Non Collusion and of Non-Interest of Hernando County Employees.

Confirmed

SWORN STATEMENT 287.133 (3) (A)*
Pass

I have read and attest that I understand that a "public entity crime" as defined in Paragraph 287.133 (1)(g), Florida Statutes (current version), means a violation of any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any proposal or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

I have read and attest that I understand that "convicted" or "conviction" as defined in Paragraph 287.133 (1)(b), Florida Statutes (current version), means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any Federal or State trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

I have read and attest that I understand that an "affiliate" as defined in Paragraph 287.133 (1)(a), Florida Statutes (current version), means:

A. A predecessor or successor of a person convicted of a public entity crime; or

B. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one (1) person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one (1) person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding thirty-six (36) months shall be considered an affiliate.

I have read and attest that I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes (current version), means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which proposals or applies to proposal on contracts for the provisions of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

I have read and attest that based on information and belief, the statement which I have confirmed below is true in relation to the entity submitting this sworn statement:

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH ONE (1) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31, OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT.

Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

IF YOU CHOSE OPTION 3, TO THE QUESTION ABOVE, 3.10 SWORN STATEMENT 287.133(3) A, ATTACH A COPY OF THE FINAL ORDER.
No response submitted

4. Proposal

PROPOSAL*
Pass

Please upload your proposal. The Proposal Format section of Section 5 of this RFQ describes the required Proposal Format. Proposer's should also reference Section 6 Evaluation Criteria.

ParkMobile_-_Automated_Parking_Management_Solution_Hernando_County_Parks.pdf

ADDITIONAL REQUIRED FORMS - PRICING PROPOSAL FORMAT*
Pass

Please download the below documents, complete, and upload.

- Pricing_Proposal_Format.xlsx

ParkMobile_-_Hernando_County_Pricing.xlsx

ADDITIONAL REQUIRED FORMS - ATTESTATION OF PCI COMPLIANCE
Pass

Please upload your Attestation of PCI (Payment Card Industry) Compliance.

ParkMobile-PCI-DSS-v4_0-AOC--Service-Providers-2023_(1).pdf

HERNANDO COUNTY EMPLOYMENT DISCLOSURE*
Pass

Please download the below documents, complete, and upload.

- HC_Employment_Disclosure_Ce...

ParkMobile_HC_Employment_Disclosure.pdf

Docusign Envelope ID: 5F60BA89-41AA-496E-8E33-16E5548150FF

VENDOR REGISTRATION **HERNANDO COUNTY, FL**

Vendor is:
( ) Corporation
( ) Partnership
( ) Sole Proprietorship
(X) Other Limited Liability Company (Explain)

Federal Employer Identification
Number or Social Security Number: 38-3941930

Firm Name: ParkMobile, LLC

Mailing Address: 1100 Spring Street NW, Suite 200

City Atlanta State GA Zip 30309

Telephone No. 770-818-9036 Fax No. N/A

Web Address: parkmobile.io E-Mail: sales@parkmobile.io

Commodity or Service Supply: Mobile Parking Payment Services

If remittance address is different from the mailing address so indicate below.

Firm Name: _____

Mailing Address: _____

City _____ State _____ Zip _____

Submitted by: Signed by: Justin Clifford 75415BFF6E7D4C5...

Name & Title Printed: Justin Clifford, Treasurer

Directions for Submitting Application:
Vendors: Complete and return to requestor.
Staff: Attach to requisition for processing.

Please attach your completed W-9 Form

PAYMENT WILL NOT BE MADE UNTIL A COMPLETED W9 HAS BEEN RECEIVED.

Form **W-9**
(Rev. March 2024)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Go to *www.irs.gov/FormW9* for instructions and the latest information.

Give form to the requester. Do not send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See *Specific Instructions* on page 3.

1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)

ParkMobile, LLC

2 Business name/disregarded entity name, if different from above.

3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate

☑ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) C

Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

☐ Other (see instructions)

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any)

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any)

(Applies to accounts maintained outside the United States.)

3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions . . . . . ☐

5 Address (number, street, and apt. or suite no.). See instructions.

1100 Spring Street NW Suite 200

Requester's name and address (optional)

6 City, state, and ZIP code

Atlanta, GA 30309-4848

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

			–			–				

or

Employer identification number

3	8	–	3	9	4	1	9	3	0

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here | **Signature of U.S. person** | **Date** 6/6/2024

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to *www.irs.gov/FormW9*.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

2024 FOREIGN LIMITED LIABILITY COMPANY ANNUAL REPORT

FILED
Apr 26, 2024
Secretary of State
4912429160CC

DOCUMENT# M15000000734

Entity Name: PARKMOBILE, LLC

Current Principal Place of Business:

1100 SPRING STREET NW
SUITE 200
ATLANTA, GA 30309

Current Mailing Address:

1100 SPRING STREET NW
SUITE 200
ATLANTA, GA 30309 US

FEI Number: 38-3941930

Certificate of Status Desired: No

Name and Address of Current Registered Agent:

CORPORATION SERVICE COMPANY
1201 HAYS STREET
TALLAHASSEE, FL 32301-2525 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE:

Electronic Signature of Registered Agent — Date

Authorized Person(s) Detail :

Title	MANAGING MEMBER
Name	PARKMOBILE USA, INC.
Address	1100 SPRING STREET NW SUITE 200
City-State-Zip:	ATLANTA GA 30309

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am a managing member or manager of the limited liability company or the receiver or trustee empowered to execute this report as required by Chapter 605, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: JUSTIN CLIFFORD TREASURER 04/26/2024

Electronic Signature of Signing Authorized Person(s) Detail — Date

ParkMobile is a Limited Liability Company, so a corporate resolution does not apply to us. However, we have submitted a Certificate of Authority after this page, which confirms Justin Clifford as our authorized representative to sign any resultant contract or documents.

CERTIFICATE OF AUTHORITY

I, **Justin Clifford**, in the presence of the undersigned notary public, under oath or affirmation make the following statements:

Justin Clifford is currently the Treasurer of Parkmobile, LLC, a Delaware limited liability company authorized and doing business in Florida ("Parkmobile").

Pursuant to Section 5 of the Second Amended and Restated Limited Liability Company Agreement of Parkmobile, LLC, Justin Clifford certifies that he has all necessary authority to execute, deliver and perform all contracts entered into by Parkmobile in the ordinary course of business and to conduce all other business and affairs of Parkmobile.

Signature of Affiant — Date: 3/12/2024

STATE OF GEORGIA **COUNTY OF FULTON**

Signed and sworn to (or affirmed) before me on March 12, 2024 by **Justin Clifford**, who is personally known by me.

Notary Public
State of Georgia

STAMP/SEAL: KIMBERLY J. RAMSEY
Notary Public
State of Georgia
Gwinnett County
My Comm. Expires Feb. 17, 2026

My Commission Expires: 02/17/2026

Exceptions to the Sample Contract

- **Section 2(a) –** The continuation of our services on an "as needed basis" does not apply.

- **Section 6 –** ParkMobile requests mutual indemnification, and ParkMobile requests only to indemnify for losses that directly arise from ParkMobile's breach of the Agreement. ParkMobile also request the addition of our standard language on limitation of remedies and damages. We have provided this language below for the County's consideration.

  10. Limitation of Remedies and Damages
  10.1 Exclusion of Damages. Except as otherwise provided in Section 10.3, in no event will ParkMobile or any of its licensors, service providers, or suppliers be liable under or in connection with this agreement or its subject matter under any legal or equitable theory, including breach of contract, tort (including negligence), strict liability, and otherwise, for any: (a) loss of production, use, business, revenue, or profit or diminution in value; (b) impairment, inability to use or loss, interruption, or delay of the services; (c) loss, damage, corruption, or recovery of data, or breach of data or system security; (d) cost of replacement goods or services; (e) loss of goodwill or reputation; or (f) consequential, incidental, indirect, exemplary, special, enhanced, or punitive damages, regardless of whether such persons were advised of the possibility of such losses or damages or such losses or damages were otherwise foreseeable, and notwithstanding the failure of any agreed or other remedy of its essential purpose.

  10.2 Cap on Monetary Liability. Except as otherwise provided in section 10.3, in no event will the collective aggregate liability of parkmobile arising out of or related to this agreement, whether arising under or related to breach of contract, tort (including negligence), strict liability, or any other legal or equitable theory, exceed one times the total amounts paid to ParkMobile under this agreement in the 12 month period preceding the event giving rise to the claim. The foregoing limitations apply even if any remedy fails of its essential purpose.

  10.3 Exceptions. The exclusions and limitations in Section 10.1 and Section 10.2 do not apply to ParkMobile's obligations or liability for ParkMobile's gross negligence or willful misconduct.

- **Section 9 –** ParkMobile equests the insertion of our standard data ownership language. We have included our proposed language below:

  Client Data. Client Data remains the sole and exclusive property of Client. Client grants ParkMobile a perpetual, irrevocable, royalty-free license to use Client Data in connection with the Services.

  Client Brand Features. Client grants to ParkMobile a nonexclusive, non sublicensable, non transferable, royalty-free license during the term to display Client's Brand Features in connection with providing and/or marketing the Services. ParkMobile will not make any use of Client's Brand Features in a manner that dilutes, tarnishes or blurs the value of such Brand Features.

  ParkMobile IP. Client acknowledges that, as between Client and ParkMobile, ParkMobile owns all right, title, and interest, including all IP Rights, in and to the Services, including but not limited to the ParkMobile Application and the Platform.

  ParkMobile Brand Features. ParkMobile grants to Client a nonexclusive, non sublicensable, non transferable, royalty free license during the term to display ParkMobile's Brand Features in connection with the Services, subject to ParkMobile's Brand Guidelines available at https://parkmobile.io/company/parkmobile-mediaassets/logos/. Client will not make any use of

ParkMobile's Brand Features in a manner that dilutes, tarnishes or blurs the value of such Brand Features.

ParkMobile User Data. ParkMobile User Data remains the sole and exclusive property of ParkMobile. ParkMobile may sublicense certain ParkMobile User Data to Client upon Client's execution of ParkMobile's Data Protection Agreement. Client will not, directly or indirectly: (i) sell or resell ParkMobile User Data in any capacity or form; (ii) create any derivative work using ParkMobile User Data; or (iii) use ParkMobile User Data for purposes other than those specifically allowed in this Agreement. Notwithstanding the foregoing, the parties acknowledge and agree that ParkMobile will not sublicense or provide any PCI Data to Client.

Resultant Data. Resultant Data remains the sole and exclusive property of ParkMobile. ParkMobile grants Client a revocable, royalty-free, non-exclusive, non-assignable, non-transferable license to applicable Resultant Data for the duration of the term only for Client's internal use in connection with the Services.

- **Section 12(a) –** ParkMobile requests mutual termination rights.
- **Section 14(d) –** ParkMobile requests mutual language.

Additional Exceptions to RFP Terms

- **Section 5.8(A)(1) –** ParkMobile request mutual indemnification. In addition, ParkMobile is only willing to indemnify for losses that directly arise from ParkMobile's breach of the Agreement.
- **Section 5.8(A)(2) –** This section does not generally apply to ParkMobile and our SaaS services.
- **Section 5.8(B) –** ParkMobile's insurance does not include fire damage coverage or specific bodily injury and property damage coverage under automobile liability coverage. These coverages do not relate to our services for the County.
- **Section 5.9 –** ParkMobile does not have professional liability insurance as we do not provide professional services.
- **Section 5.18 –** ParkMobile cannot guarantee that the contract will be executed in 10 days after award. Both parties will likely need more time, however, we will do our best to execute the contract as quickly as possible.
- **Section 5.25 –** ParkMobile objects to the performance of an on-site review of our facilities. This does not apply to ParkMobile's SaaS services.
- **Section 5.36 –** ParkMobile objects to the right to request and review our financial records.
- **Section 7(H) (page 43) –** We object to the collection of parking fees inclusive of state taxes. All fees and other amounts payable by Client under this Agreement are exclusive of taxes and similar assessments. Without limiting the foregoing, Client is responsible for all sales, use, and excise taxes, and any other similar taxes, duties, and charges of any kind imposed by any federal, state, or local governmental or regulatory authority on any amounts payable by Client hereunder, other than any taxes imposed on ParkMobile's income.

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ParkMobile™
PART OF EASYPARK GROUP



Hernando County, FL

RFP - Automated Parking Management Solution for Hernando County Parks

September 9, 2024

Ashlee Barton
Regional Sales Manager
Ashlee.Barton@ParkMobile.io
(470) 373-1782

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1.0 - Introduction

September 4, 2024

Carla Rossiter-Smith
County of Hernando
15470 Flight Path Drive
Brooksville, FL 34604

RE: Hernando County's RFP 24-RFP00847/AP for Automated Parking Management Solution for Hernando County Parks

Dear Ms. Rossiter-Smith,

ParkMobile is pleased to submit this proposal in response to Hernando County's RFP for Automated Parking Management Solution for Hernando County Parks. We are proposing the deployment of our industry-leading mobile parking payment system to increase user convenience and aid in operational efficiency while maximizing parking revenue for the County's automated parking system. Additionally, we have provided two parking kiosk options for the County's consideration, however, our mobile parking payment system can be deployed alongside any preferred parking kiosks that the County prefers, or as a fully digital solution with no hardware.

ParkMobile is fully prepared to provide a self-validation parking system in compliance with the RFP's requirements for Hernando County's Parks and Recreation Department. We understand the County's goal of modernizing the parking system at twelve of the County's twenty parks by eliminating the need for physical hangtags or stickers and reducing park attendant interaction. ParkMobile's digital parking solution allows park patrons to easily validate their parking through our app, website, or a custom Hernando County portal, ensuring a seamless and efficient experience. This solution not only enhances user convenience but also aligns with the County's objectives for streamlined operations and improved visitor satisfaction.

We have an outstanding track record of successfully driving strong mobile payment adoption and client retention with thousands of deployments across the US, including cities and counties such as Miami Beach, Pinellas County, Orlando, Pensacola, Clearwater, Jacksonville, and more than 20 other cities across Florida.

ParkMobile by the Numbers

- **Users:** ParkMobile has over 65 Million Users. ParkMobile adds 1 Million New Users every 30-40 days. Within the State of Florida, ParkMobile has over 10.5 million users and has processed over 88 million transactions since initially launching in the state in 2010 with the City of St Petersburg.
- **Transactions:** ParkMobile averages over 370,000 daily transactions and 12 Million monthly transactions. We are also the largest processor of credit card transactions under $10 of any company in the United States
- **Adoption:** ParkMobile has the highest adoption in the industry. ParkMobile's playbook connects effective marketing and signage to the largest network in the United States to increase true adoption levels.
- **High Availability Infrastructure**: ParkMobile's platform boasts an industry-leading uptime of 99.9%. We use top-notch monitoring tools to address and resolve issues quickly.
- **Integrations:** ParkMobile connects the parking and transportation ecosystem with over 100 active integrations in enforcement, meters, LPR, PARCS, merchant processors, event handhelds, and much more.

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ParkMobile Functionality

In 2021, ParkMobile was acquired by EasyPark Group, the leading provider of mobile parking payments in Europe. Together, we have worked to create a global vision and mission statement "to make cities more livable". To us, making cities more livable means providing equitable mobility solutions that make transportation easier and more efficient, ultimately creating less CO2 emissions and increasing the quality of life for those within the cities we serve.

In the past few years, we had over 200 product releases and launched a wide variety of new user enhancements, including:

- Web experience featuring guest checkout
- Payments at gated facilities
- Daily decision permits
- iOS Live Activities time remaining features
- Spanish language in the app
- Automatic Language Translation in the web experience
- Accessibility improvements
- Sign-up with Google and Apple accounts
- Parking Availability integrations

EasyPark Group is backed by private equity firms Verdane Capital and Vitruvian Partners and currently operates in 4,000 cities across 20 countries throughout Europe, Australia, and now North America. EasyPark is committed to pushing the envelope of what is possible in the parking and mobility industry and this includes joining ParkMobile in our initiative to provide the most robust, user-friendly digital parking payment solution in the industry.

Final Thoughts

ParkMobile currently provides the most innovative and successful mobility solution throughout North America. We have earned this market leadership position by providing our municipal and campus partners and their public parking patrons with the best services, responsiveness, and the most functionality in the industry. Dedication to our partners is the hallmark of our success, and we will never let it wane. We would be genuinely honored to become a partner in the County's smart parking initiatives and support the County as we usher in this exciting new era of connected mobility.

ParkMobile certifies that this proposal is submitted to the County without collusion with any other person or entity submitting a Proposal pursuant to this RFP.

ParkMobile is fully committed to providing, maintaining, and tirelessly improving our world-class mobility solution for the County's parking program. Thank you for the opportunity to submit our response. Should you have any questions, please do not hesitate to contact Ashlee Barton, Regional Sales Manager, via email at ashlee.barton@parkmobile.io or phone at (813) 226-7080.

Sincerely,



David Holler
VP, Sales
ParkMobile, LLC

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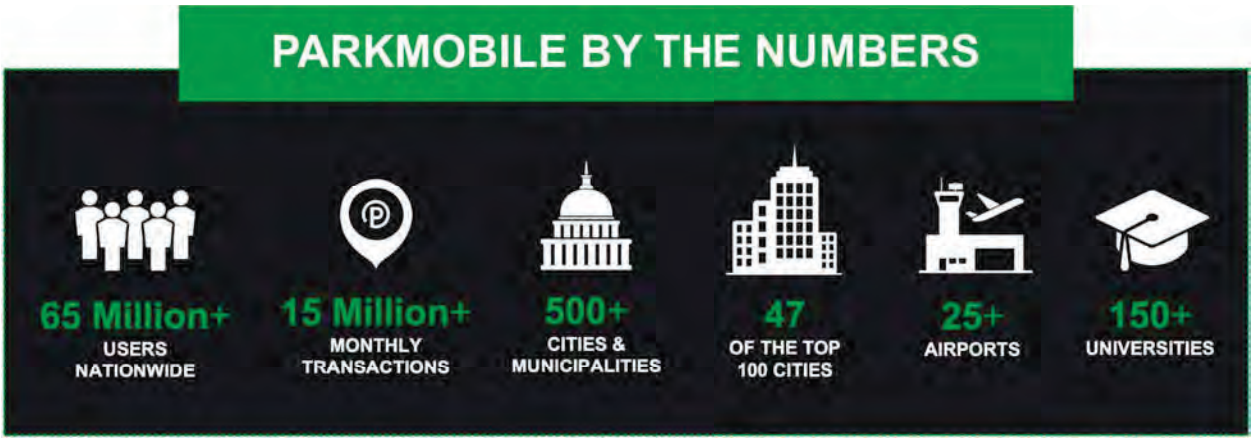
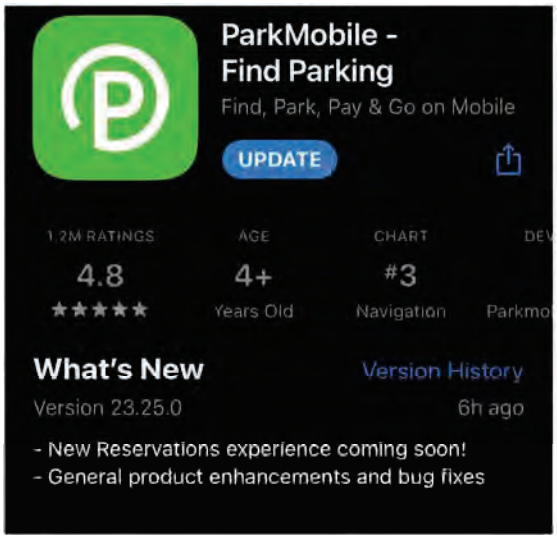
2.0 - Ability, Capacity and Skill of Firm

Since our initial launch in 2008, ParkMobile has become the industry leader in mobile parking solutions. We provide efficient and cost-effective products and services to municipalities, event venues, private operators, college campuses, transit authorities, airports, retail locations and more. Our solutions allow people to pay for parking on their mobile devices or reserve a parking space in advance. We are deployed in 8 of the top 10 U.S. cities with 65+ million users.



While many industry providers describe themselves as the "#1" or "leading" parking solution, ParkMobile's position in the market speaks for itself. In the iOS app store, ParkMobile is the #1 ranked parking app in the United States and the #3 ranked Navigation app (behind only Google Maps and Waze). By partnering with the market leader in consumer parking apps, you can ensure the highest possible adoption rates and the best customer experience for your mobile parking program.





ParkMobile's User Network is the Largest in the US

More cities, campuses, venues, airports, and parking operators choose ParkMobile over any other mobile payment parking platform in the US. The ParkMobile **user base of 65+ million drivers refers to US customers only** and offers exponentially more value to the County, not only in driving adoption, but

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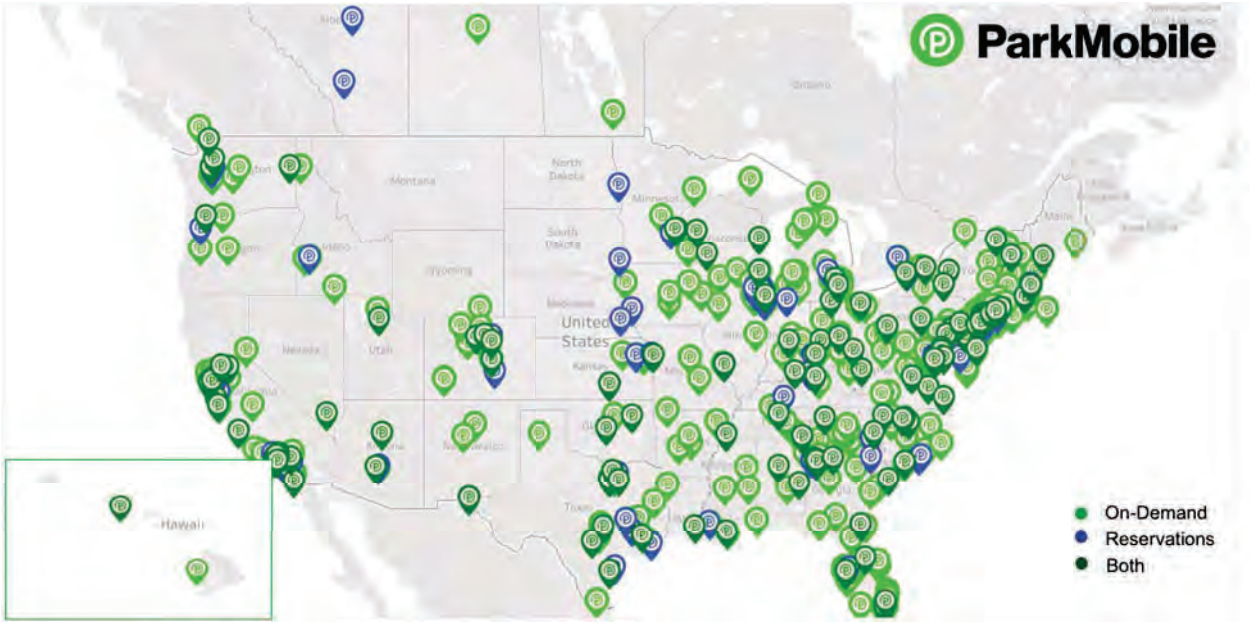
also in reducing friction in the payment process by allowing people to use the mobile app they are most accustomed to.

Large Municipal Clients Nationwide	
• **Washington DC –** 36,000+ spaces • **Philadelphia, PA –** 32,000+ spaces • **Miami Beach, FL –** 30,000+ spaces • **Houston, TX –** 28,000+ spaces • **Columbus, OH –** 23,000+ spaces • **Fort Worth, TX –** 17,000+ spaces • **Tempe, AZ –** 16,000+ spaces • **Oakland, CA –** 15,000+ spaces • **Sacramento, CA –** 13,500+ spaces • **St. Louis, MO –** 13,000+ spaces	• **Arlington, VA –** 11,500+ spaces • **Tampa, FL –** 10,500+ spaces • **Milwaukee, WI –** 10,500+ spaces • **Boston, MA –** 7,200+ spaces • **Hoboken, NJ –** 7,000+ spaces • **New Orleans, LA –** 4,800+ spaces • **Dallas, TX –** 4,600+ spaces • **Atlanta, GA –** 2,500+ spaces • **Phoenix, AZ –** 2,100+ spaces • **Los Angeles DOT -** 1,750+ spaces



Knowledge of the local labor and material markets.

ParkMobile has extensive experience working with diverse local communities across various regions, which is crucial for the successful deployment of our mobile parking payment services. This local market knowledge allows us to tailor our solutions to meet the unique needs of each community, optimize costs, and streamline implementation processes. Our proactive approach ensures that all aspects of the project are aligned with regional standards and practices, guaranteeing smooth integration and effective service delivery.

Just to the South of Hernando County, the County's main point of contact for this RFP, Ashlee Barton, works remotely in the Tampa area. Ashlee has a very strong knowledge of the local Florida market and is additionally support by Regional Sales Director, Brooke Krieger. Brooke is also uniquely qualified to work on this project for the County as she comes from a multigenerational Manatee County family and is very familiar with the unique demands of coastal Florida parking programs.

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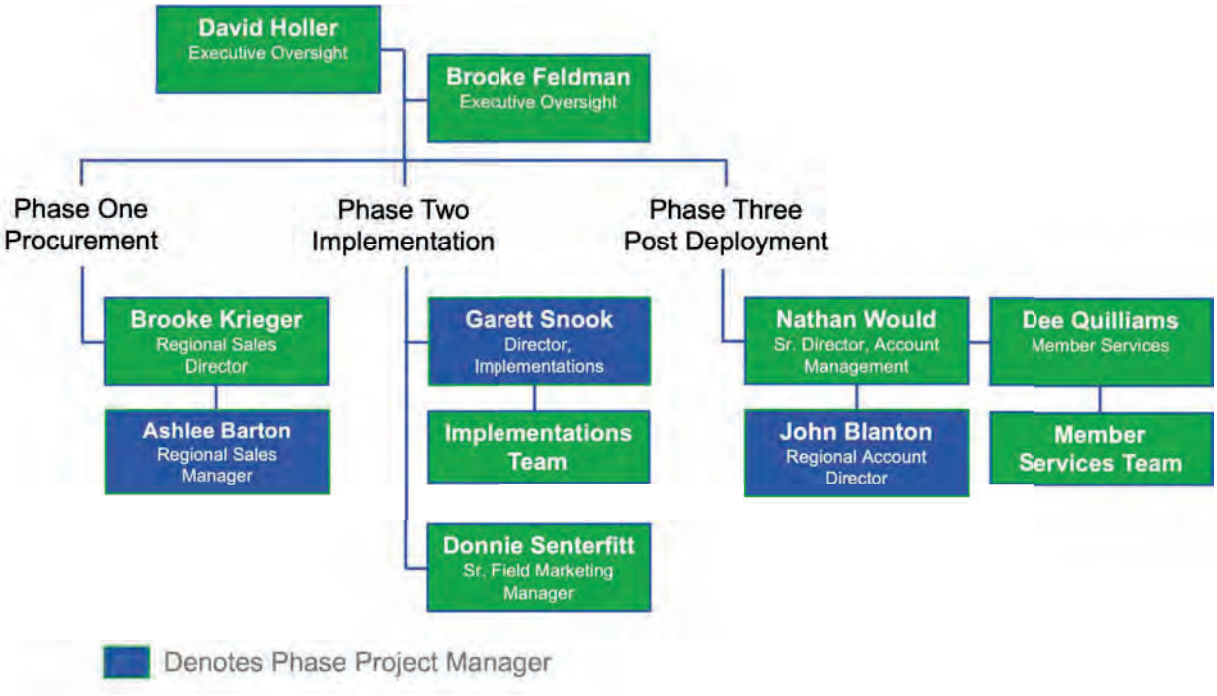
Are the lines of authority and coordination clearly identified?

ParkMobile has the industry's most experienced team of parking, payment, and technology experts. We have worked with hundreds of municipal clients to deploy mobile payment for parking, as such our team is well-versed in every aspect of highly complex municipal parking projects. No other vendor can provide the skillset and experience in their project team that ParkMobile can. ParkMobile's team and software have the skillset to support intricate rate policies and multiple integrations with vendor partners to support the desired program.

ParkMobile takes a phased approach to our project management structure. During the procurement process, Ashlee Barton, Regional Sales Manager, will serve as the project manager. After contract signing, Garett Snook will lead the project's implementation phase and serve as project manager until the system's deployment. After system deployment, the County will be assigned a dedicated Account Manager to manage the contract.



We have provided qualifications for our project staff later in this section.

Are essential management functions identified?

ParkMobile provides a project staff that includes project executives, project managers, sales professionals, customer support representatives, account management, and more. We have identified all of the essential staffing functions in our organizational chart above and in our staff qualifications later in this section.

Are the functions effectively integrated (e.g., subconsultants' roles delineated?)

ParkMobile is proposing two parking kiosk options for the County's consideration. These kiosks are not essential to ParkMobile's operations, so we are proposing them as options and not as materials parts of our proposed solution. Should the County continue with the purchase or rental of parking kiosks, we will

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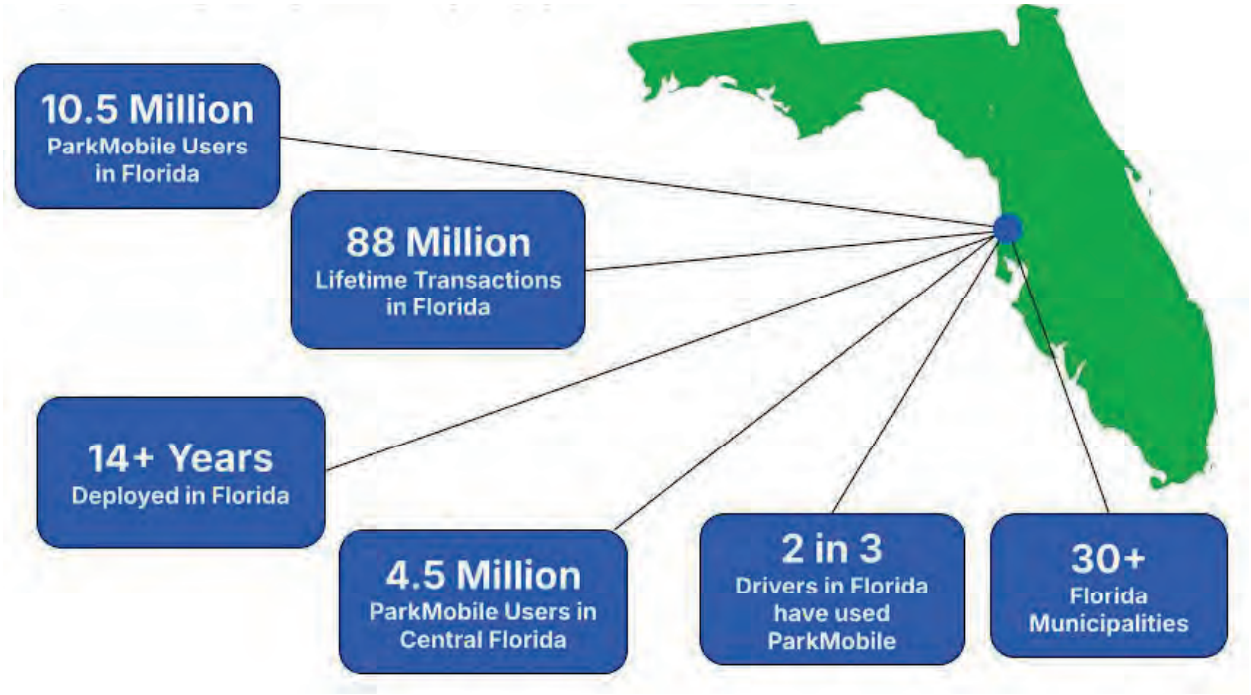
coordinate with VenTek or MacKay Meters to move forward with that process. ParkMobile will perform 100% of the scope of our digital parking solution.

Current and projected workload

ParkMobile is well-equipped to handle a diverse and dynamic workload, ensuring that our services are deployed efficiently and effectively. With a robust infrastructure and a highly skilled team of over 200 employees, we can manage multiple projects simultaneously without compromising on quality or performance. Our streamlined processes and agile project management approach enable us to deploy our services within a rapid timeframe of **40-60 days**. This swift deployment capability ensures that we meet client needs promptly while maintaining high standards of service delivery, allowing for quick adaptation to specific requirements and integration with existing systems.

Firm's familiarity with the project area.

ParkMobile has a massive presence in the region surrounding Hernando County and throughout the State of Florida. ParkMobile has many large beach clients in Florida who currently have similar programs to Hernando County's desired solution for this RFP: Pinellas County, Charlotte County, Orlando, St. Petersburg, Tampa, Clearwater, St. Pete Beach, Sarasota, Madeira Beach, and Treasure Island. ParkMobile has over 10.5 million users within the State of Florida and has processed over 88 million transactions since initially launching in the state in 2010 with the City of St Petersburg.



As detailed previously, two of our key project staff members have extensive experience with the local Florida market, including Ashlee Barton who is a Florida resident and is available for onsite coordination, as needed. In addition to Ashlee and Brooke Krieger, who both have personal connections and professional experience with the State of Florida, John Blanton will be the County's Account Manager after system deployment. John supports all of our Florida clients and thus has a very strong expertise of the market in order to give the best recommendations for continued success in the County.

Below is a list of ParkMobile municipal clients in the State of Florida:

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Florida Municipal Clients	
• **Miami Beach, FL** – 14,000+ spaces • **Tampa, FL** – 9,400+ spaces • **St. Petersburg, FL** – 9,200+ spaces • **Pinellas County, FL** – 5,600+ spaces • **Hollywood, FL** – 3,900+ spaces • **Tallahassee, FL** – 2,800+ spaces • **Lakeland, FL** – 2,800+ spaces • **Clearwater, FL** – 2,700+ spaces • **West Palm Beach, FL** – 2,100+ spaces • **Orlando, FL** – 2,100+ spaces • **Delray Beach, FL** – 1,400+ spaces • **Jacksonville, FL** – 1,400+ spaces	• **St. Pete Beach, FL** – 1,300+ spaces • **Sarasota, FL** – 1,300+ spaces • **Lake Worth Beach, FL** – 900+ spaces • **Charlotte County, FL** – 850+ spaces • **Deerfield Beach, FL** – 850+ spaces • **Boca Raton, FL** – 680+ spaces • **Palm Beach, FL** – 600+ spaces • **Treasure Island, FL** – 570+ spaces • **Wilton Manors, FL** – 400+ spaces • **Boynton Beach, FL** – 390+ spaces • **Belleair Beach, FL** – 160+ spaces • **Captiva Island, FL** – 40+ spaces

Credentials, qualifications and relevant individual experience of firm employees.

With a proven track record in implementing mobile parking solutions across the US, ParkMobile's team is composed of industry-leading professionals who specialize in each phase of the project. Below, we highlight the key qualifications and experience of our team members, showcasing our ability to meet and exceed the expectations of this project.

We have also attached each staff member's resumes at the end of our proposal.

David Holler, VP Sales



Dave leads ParkMobile's Territory Sales Team responsible for municipal and campus markets. He and his team work directly with ParkMobile's public and private sector partners to deliver our best-in-breed mobility solutions. Dave is based in NY and will be available either onsite or virtually for shortlist presentations, contract negotiations and ongoing client meetings.

Dave has worked in the parking and mobility industry for 17 years, with a focus on helping municipal clients utilize technology to help solve their parking problems.

Brooke Krieger, Regional Sales Director



Brooke plays a crucial role in overseeing the procurement process for the County by ensuring that ParkMobile's strategy aligns with the goals and objectives for its parking program. Before her time in the parking industry, Brooke led the fundraising efforts for the long-standing economic and tax policy think tank, Florida TaxWatch. She obtained her Master of Public Administration from Florida State University. She completed her thesis on managing government assets by comparing privately owned, city-owned, and board authority management policies. Brooke is local to Atlanta and will be available to assist the County with questions, contract negotiations, and shortlist presentations.

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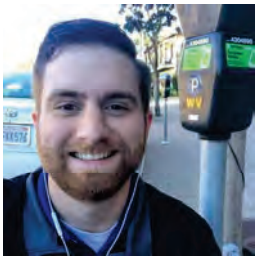
Ashlee Barton, Regional Sales Manager



Ashlee is based in Tampa, FL and will be the main contact point throughout the procurement process. Ashlee joined the ParkMobile team in early 2023 and is focused on driving growth and building strong relationships in the Florida market. Ashlee continues to lead a very strong sales effort in the State of Florida and has led the deployment of our services in several municipalities since she joined ParkMobile, including Pinellas County, Pensacola, Lantana, and most recently, Hallandale Beach.

Garett Snook, Director of Implementations



Garett Snook has been directly involved or has overseen every ParkMobile launch since 2010. Garret and his team will ensure the County's program has a successful launch. Garett has been with ParkMobile for over ten years and has extensive experience managing large municipal deployments. Garett will devote as much time as required by the County, including onsite coordination to support deployment efforts.

Brooke Feldman, VP Account Management



Brooke joined ParkMobile in 2015 and leads the Account Management team that is responsible for helping ParkMobile's clients optimize their mobile payment programs. Brooke works with ParkMobile's most complex and forward-thinking clients to enhance and grow their mobile payment programs. Prior to ParkMobile, Brooke worked in project management for the U.S. Department of Housing and Urban Development. She received her BA and MPA from the University of Georgia and resides in Atlanta. Brooke and team will be actively engaged with the County throughout the life of the contract.

Nathan Would, Director of Account Management



Nathan will oversee the County's program as Director of Account Management. Nathan understands complex parking operations as well as anyone and is well-positioned to support the County's approach to parking payments. He is very familiar with the Florida market. Nathan will advocate for Hernando County to ensure its program continues to grow over the years ahead.

John Blanton, Sr. Account/Project Manager



John joined ParkMobile in 2018 and has quickly become one of our most experienced Account Managers, particularly in the State of Florida. John will work alongside the County's staff to ensure continued growth and success for the parking program. John has over a decade of account and business management experience.

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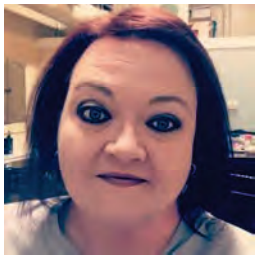
Donnie Senterfitt, Senior Field Marketing Manager



Donnie has over 15 years of marketing experience in both professional services and technology companies. At ParkMobile, Donnie works with clients to implement marketing plans, as described in this proposal. ParkMobile has seen the highest adoption of mobile payments for parking utilizing our launch marketing plan. Donnie will work with the County to promote awareness of the payment methods available and promote adoption of the mobile payment program, ensuring continued growth and success for the program.

Dee Quilliams Senior Director, Member Services



Dee Quilliams joined the ParkMobile team in 2010 and leads the Member Services team. Dee's team is responsible for managing the day-to-day inquiries from ParkMobile users and ensuring high customer satisfaction for the County's program.

Dee's team is available 24/7/365 to assist in any customer support inquiries.

Experience of the key staff and firm with projects of similar scope and complexity.

ParkMobile's team has extensive experience managing projects of similar scope and complexity, particularly within Florida. Ashlee Barton has successfully led the sales effort for key municipalities such as Pinellas County, Pensacola, and other cities throughout the state, ensuring tailored solutions that meet each area's unique needs. John Blanton has served as the account manager for numerous cities and counties across Florida, providing hands-on support and fostering strong client relationships.

Brooke Krieger has spearheaded the sales efforts for some of Florida's largest municipalities, including Miami Beach, Jacksonville, and Tampa, where she has demonstrated her ability to navigate complex urban environments and deliver effective parking solutions. Garett Snook, who has been with ParkMobile since 2010, has led every implementation, ensuring that our solutions are seamlessly integrated and fully operational. Finally, Dave Holler, who has been leading ParkMobile's sales efforts since 2017, has a deep understanding of the challenges and opportunities in the mobile parking industry, making him a valuable asset to any project team.

With this experienced team, ParkMobile is well-equipped to handle projects of similar scope and complexity, ensuring successful outcomes for our clients.

Demonstrated success on past projects of similar scope and complexity.

ParkMobile has a proven track record of success on projects with similar scope and complexity, with adoption rates serving as our primary indicator of success. Our ability to drive high adoption rates among users is a testament to the effectiveness of our solutions and our commitment to meeting client needs. Mobile payment adoption is also a key factor in extending the life of hardware in the field as a heavier reliance on digital payments reduces wear and tear on the meters.

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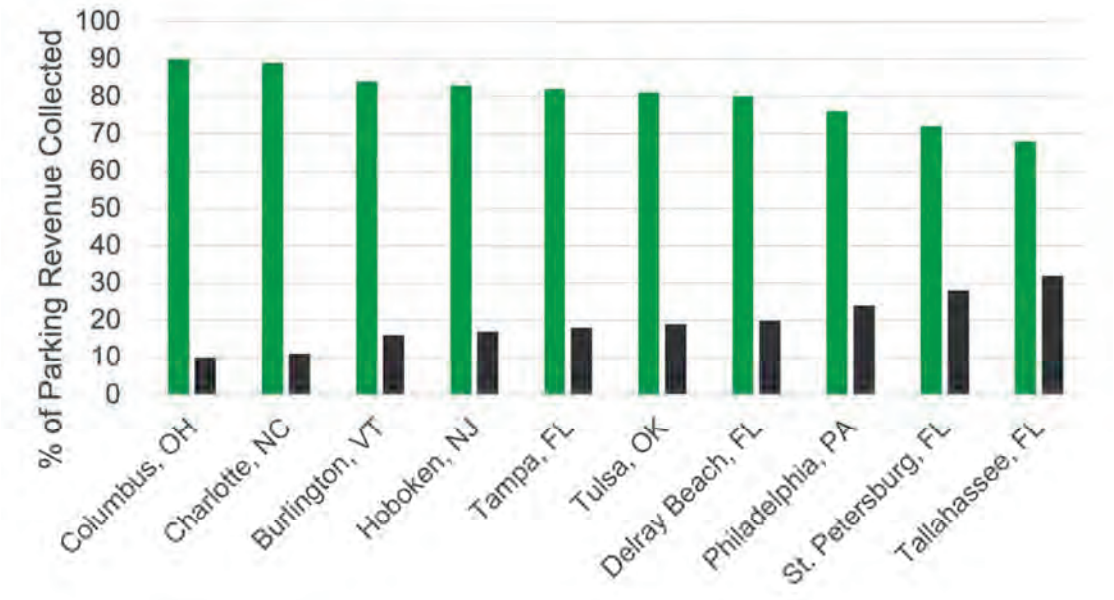

The graph above illustrates ParkMobile's top ten highest client adoption rates across the United States, showcasing our ability to drive exceptional results both nationally and locally. Notably, four of these top ten adoption rates are from clients in Florida, underscoring our strong presence and success in the state. This graph highlights our proven ability to achieve widespread user adoption, demonstrating our effectiveness in tailoring our services to meet the specific needs of different regions while consistently delivering high levels of engagement and satisfaction.

Unique knowledge, credentials of key team members relating to the project.

As outlined in the previous section, each of our key team members brings unique knowledge and credentials that are directly relevant to the success of this project. Our team is composed of industry experts with extensive experience in deploying mobile parking solutions across Florida and beyond. With seasoned professionals like Ashlee Barton, John Blanton, Brooke Krieger, Garett Snook, and Dave Holler, we are fully staffed and equipped to bring our industry-leading solution to Hernando County. Their combined expertise ensures that we are not only prepared to meet the specific challenges of this project but also capable of delivering exceptional results that align with the county's goals.

Experience on projects as a team.

The proposed project team for ParkMobile has worked on every competitive procurement in the State of Florida in the past several years, and most of the team frequently works together on projects across the United States. This ensures that the project team for Hernando County possesses the expertise necessary to smoothly deploy and support our system in the County Parks.

Key staff involvement in project management and on-site presence.

As previously detailed in our organizational chart, ParkMobile takes a phased approach to our project management structure. Ashlee Barton will serve as the project manager during the procurement stage and as a Tampa area resident, is available for onsite coordination, as needed. Garett Snook will serve as the project manager during the implementation phase and he or his team can provide on-site support during the implementation phase, if required. Post deployment, John Blanton will serve as the County's

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account manager and will schedule virtual and in person meetings on a regular basis to ensure the continued success of the program.

Time commitment of key staff.

ParkMobile's key staff members are fully committed to the success of this project and are prepared to dedicate the necessary time and resources to ensure its smooth execution. Each team member has been carefully selected based on their expertise and availability, ensuring that they can devote their full attention to this project. From the initial planning stages through deployment and ongoing support, our staff will be actively involved at every step, providing consistent oversight and addressing any challenges promptly. We understand the importance of timely execution and are committed to meeting all deadlines while delivering a high-quality, industry-leading solution for Hernando County.

Credentials, qualifications and relevant subconsultant experience.

As detailed above, ParkMobile is providing parking kiosk options from two firms, Ventek and MacKay Meters, and they are not serving as official subcontractors in this proposal. If the County is interested in deploying either kiosk solution, ParkMobile will coordinate with the County and VenTek or MacKay on next steps.

1. Since 1950 **VenTek International** has been providing a simple to use, reliable, secure and highly modular product for unattended revenue collection. Their solutions encompass a range of services from smart meters and pay stations to comprehensive parking management systems, all tailored to meet the evolving needs of municipalities and private operators. Ventek's commitment to technological excellence and customer satisfaction makes them a trusted partner in transforming parking infrastructure for modern urban environments.

2. **Mackay Meters** is a prominent provider of innovative parking meter solutions known for their reliability and advanced technology. Specializing in modern, user-friendly parking meters, Mackay Meters offers products designed to enhance parking management and improve revenue collection. Their meters incorporate features such as contactless payments, real-time data reporting, and energy-efficient operations. With a focus on durability and ease of use, Mackay Meters serves municipalities and organizations aiming to modernize their parking systems and provide a seamless experience for users. Their commitment to quality and innovation positions them as a key player in the parking management industry.

Letters of Reference (minimum of 3 for projects of similar scope and complexity).

ParkMobile is proud to submit the following Letters of Reference for the County's review:

1. Pensacola, FL
2. Orlando, FL
3. Pinellas County, FL

These letters have been attached after this page and we have also included additional references for the County's consideration after the reference letters. Additional references are available by request.

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County of Hernando
15470 Flight Path Drive
Brooksville, FL 34604

September 9, 2024

Dear Hernando County,

I am writing to provide a reference for ParkMobile and to share our positive experience with their services in the City of Pensacola. As a valued partner, ParkMobile has been instrumental in transforming our parking operations, bringing enhanced convenience and efficiency to residents and visitors.

Since ParkMobile's implementation in Pensacola, we have seen a significant increase in user adoption and satisfaction. The mobile payment system has simplified the parking experience, allowing users to easily find, pay for, and extend parking sessions through their smartphones. This has reduced reliance on traditional meters and streamlined enforcement efforts by enabling real-time monitoring of paid parking sessions based on license plate credentials.

ParkMobile's team has been highly responsive and proactive in supporting our city's unique needs. Their ability to seamlessly integrate with our existing infrastructure, coupled with their commitment to ongoing innovation, has ensured that our parking system remains state-of-the-art.

Furthermore, ParkMobile's presence in Pensacola has contributed to reducing congestion and improving the overall traffic flow, as drivers no longer need to search for change or rush back to their vehicles to extend parking time. The service's digital nature has also provided us with valuable data insights that have informed better decision-making for future parking policies and infrastructure planning.

I highly recommend ParkMobile as a reliable and effective partner for any city or organization looking to enhance its parking services. Their track record in Pensacola is a testament to their dedication to customer service and operational excellence.

Please contact me directly if you require further information or details about our experience with ParkMobile.

Sincerely,

Lissa Dees

Parking and Constituent
Services Director
City of Pensacola
850-436-5646

CITY OF ORLANDO
PARKING

To: County of Hernando

Date: September 6, 2024

Subject: ParkMobile Reference Letter

ParkMobile handles several different parking solutions for our operations. This includes our online parking reservations for event parking, our validation system for off-street parking, and our online payment solution for on-street meters. The event reservations solution allows us to sell pre-paid parking online and provides the customer with a QR code ticket to scan at our Amano McGann PARCS equipment. The validation system allows local businesses to pre-purchase validations online for customers to use upon exit at our facilities. The City of Orlando has hundreds of events annually with a robust and demanding night-time economy which requires attention to detail and strong support. The ParkMobile support team helps us maintain our inventory and provides solutions upon request to help with any parking programs that will benefit our community. We have been working with Parkmobile for several years though integrations with Amano-McGann and IPS Group. The working relationship has exceeded standards and remains flexible to any challenges we face.

Joshua Alves
Parking Assistant Division Manager
City Of Orlando
Transportation Department, Parking Division
407-246-3765, Joshua.Alves@orlando.gov

Pinellas County

Parks & Conservation Resources
Parks & Preserves

County of Hernando
15470 Flight Path Drive
Brooksville, FL 34604

September 6, 2024

Please accept this letter as a reference for ParkMobile, a vendor of parking technology solutions. We have had the pleasure of working with them since April 23, 2023.

ParkMobile has provided us with a comprehensive mobile parking solution that has significantly improved our parking management efficiency, user adoption ratio, and overall customer satisfaction. ParkMobile's established presence in Pinellas County enabled a seamless integration that fully accommodated our unique needs. Their user-friendly app allows our customers to pay for parking quickly, ultimately increasing customer satisfaction.

Furthermore, the ParkMobile team is highly responsive and dedicated to addressing our needs and providing support whenever necessary. Their commitment to continuous improvement and adaptation to emerging technologies makes them a valuable partner.

It is with great pleasure that I recommend ParkMobile for your mobile parking technology needs. Should you require any further information, please feel free to contact me directly.

Sincerely,

Jolanda Jordan

Department Administrative and Fiscal Manager
jljordan@pinellas.gov
727-582-2541

12520 Ulmerton Road
Largo, FL 33774
Phone (727) 582-2100
V/TDD (727) 464-4062
www.pinellascounty.org

Jacksonville, FL

117 W. Duval St., Suite 210, Jacksonville, FL 32202
Contact Name:
Mark Schofield, Parking Services Supervisor
Phone Number:
(904) 630-1500
Email:
marks@coj.net

Background:
ParkMobile began our partnership with the City of Jacksonville in 2022 after a competitive RFP process. Our mobile parking payment system is available in over 1,400 spaces citywide. The city averages over 15,000 ParkMobile transactions per month, with already nearly 100,000 lifetime users.

City of Miami Beach, FL

1755 Meridian Avenue, Suite 100, Miami Beach, Florida 33139
Contact Name:
Monica Beltran, Parking Director
Phone Number:
(305) 673-7505
Email:
monicabeltran@miamibeachfl.gov

Background:
ParkMobile has partnered with the City of Miami Beach since 2014. ParkMobile has continued to invest in the development of our system to ensure ParkMobile fully supports Miami Beach's unique needs, including SKIDATA gated integrations and an innovative residential discount program that has influenced cities across the country to deploy similar programs. The city averages over 400,000 ParkMobile transactions per month with over 3.5 million lifetime users.

City of Tampa, FL

107 N Franklin St, Tampa, FL 33602
Contact Name:
Fednet Revolte, Parking Operations Chief
Phone Number:
813-274-8482
Email:
fed.revolte@tampagov.net

Background:
ParkMobile began our partnership with the City of Tampa in 2013 and our mobile parking payment system is available in over 9,400 spaces citywide. The city averages over 170,000 ParkMobile transactions per month, with more than 1 million lifetime users.

City of Tallahassee, FL

300 S. Adams St., Tallahassee FL 32301
Contact Name:
Shanna Walker, Parking Administration
Phone Number:
(850) 891-8130
Email:
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Background:
ParkMobile began our partnership with the City of Tallahassee in 2012 and our mobile parking payment system is available in over 2,800 spaces citywide. The city averages over 17,000 ParkMobile transactions per month, with more than 151,000 lifetime users.

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3.0 - Functionality of Automated Parking Management Solution

ParkMobile is pleased to offer our industry-leading mobile parking payment system to support Hernando County's initiative to deploy a self-validation parking system established within twelve (12) County parks. ParkMobile provides a simple and quick way to pay for parking via our mobile app, web experience, or our telephone-based Interactive Voice Response (IVR) system.

ParkMobile is proposing the following services and resources to Hernando County:

- Our **ParkMobile Mobile Parking Payment System** provides flexible hourly, daily, and annual parking payment options in an equitable platform. Users can utilize popular features such as 'extend time' to add time to their existing session and customize notification settings to receive alerts about their parking session via the method and timeframe that works best for their needs. ParkMobile also offers digital parking reservations should the County decide to implement prepaid parking reservations.
- The **ParkMobile 360 Self-Administration and Reporting portal** enables staff to make informed rate and policy decisions, such as dynamic pricing, to promote space turnover and create a more efficient parking and mobility operation.
- At launch, our in-house marketing team will provide **complimentary marketing services and signage/decal design**. The most important aspect of ensuring the adoption of a new mobile parking payment deployment is getting the word out about the program. Our marketing team deploys various strategies to drive early and continued adoption of our system.
- ParkMobile's in-house **customer support team is available 24/7** via phone, email, text, chat, and social media to help Hernando County users with any questions or issues.
- After deployment in Hernando County, the County will be directly supported by John Blanton, a **ParkMobile Account Manager,** who will ensure the program's continued success throughout the life of the contract.
- ParkMobile operates on an **open API infrastructure** and is actively integrated with over 100 industry providers across all major technology types. We will utilize our existing relationships and developer portal to integrate with the County's preferred system partners.
- ParkMobile has extensive experience serving as **Merchant of Record** on behalf of our clients. We are also the largest processor of credit card transactions under $10 of any company in the United States.
- We have partnered with Ventek and MacKay to provide two kiosk options for the County's consideration.

Our track record speaks for itself, with successful deployments in over 500 cities and on more than 150 campuses nationwide. We are the undisputed leader in mobile parking payment options, providing consumers and cities with a consistent, reliable, cost-effective, and user-friendly system.

Functionality of web-based park patron portal and management system solution

ParkMobile is dedicated to ensuring a comprehensive customer parking journey, from the initial stages of planning to the post-parking experience. Users can plan by leveraging prepaid reservations, allowing for a hassle-free parking experience upon arrival. The in-app wayfinding and map view features assist customers in navigating effortlessly to their designated parking spaces. With a robust array of payment options, including digital wallets and credit cards, ParkMobile ensures convenience and flexibility in completing transactions. Users can effortlessly extend their parking time as needed, providing flexibility for unpredictable schedules. Moreover, ParkMobile extends its support beyond the parking duration

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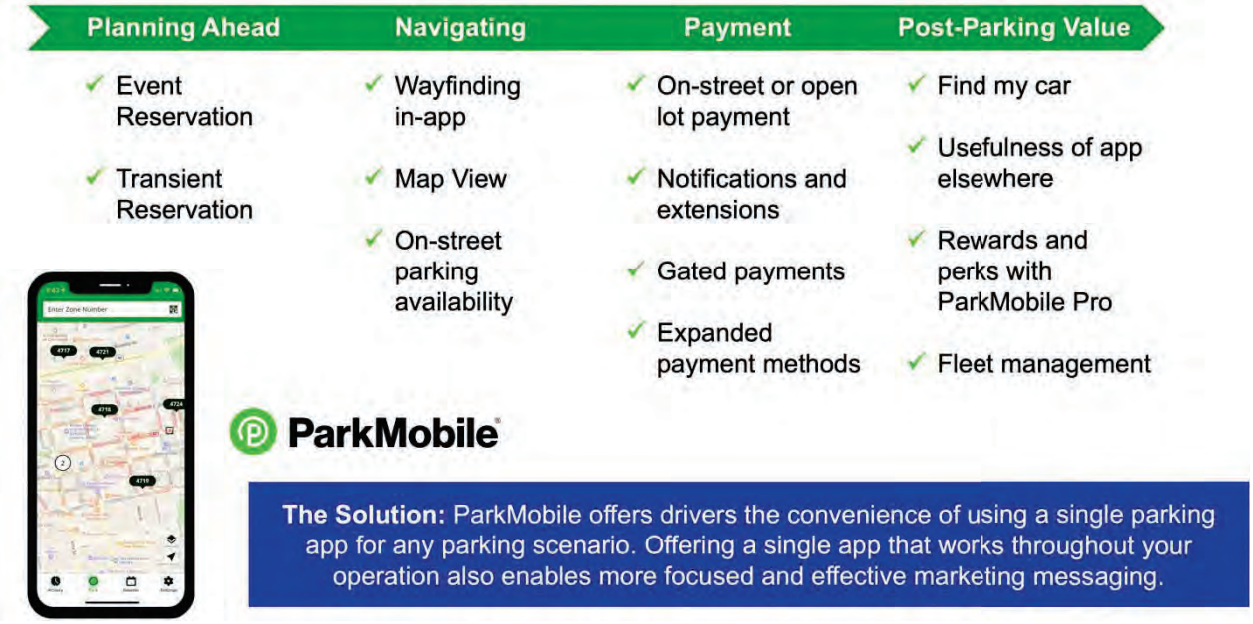
with features like "find my car," offering users a convenient tool to locate their vehicles after their parking session has ended.



ParkMobile core features include:

- **Extend Time:** Ability to add time to your existing parking session to avoid running back to "feed the meter."
- **Multiple Payment Options:** ParkMobile offers a variety of payment options, including most major credit cards (Visa, Mastercard, Amex), Google Pay, Apple Pay, and PayPal. While cash payment is not possible in a mobile app, unbanked and underbanked users can load a debit card in PayPal to easily make a payment.
- **IVR Phone Number:** For people without a smartphone, use an IVR number to make parking payments over the phone. Users who call the IVR will go through the flow-through audio prompts.
- **24/7/365 Customer Support:** ParkMobile offers support via phone, email, text, and chat. ParkMobile also has an extensive support site where users can get answers to frequently asked questions and read technical help articles.
- **Map View:** The map view based on location shows the user nearby zones. A user can then touch the zone number to quickly initiate a parking session.
- **Start a Parking Session:** Quick process to select your zone, confirm your vehicle and payment type, then start a 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.
- **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.

ParkMobile Offers the Most "Ways to Pay"

Today's consumer wants a choice when it comes to parking payments. That's why ParkMobile offers more ways to pay than any other mobile parking app. Beyond the flagship ParkMobile app for iOS and Android devices, users can also make parking payments via web, text, and phone call. Offering more consumer choice drives higher adoption.

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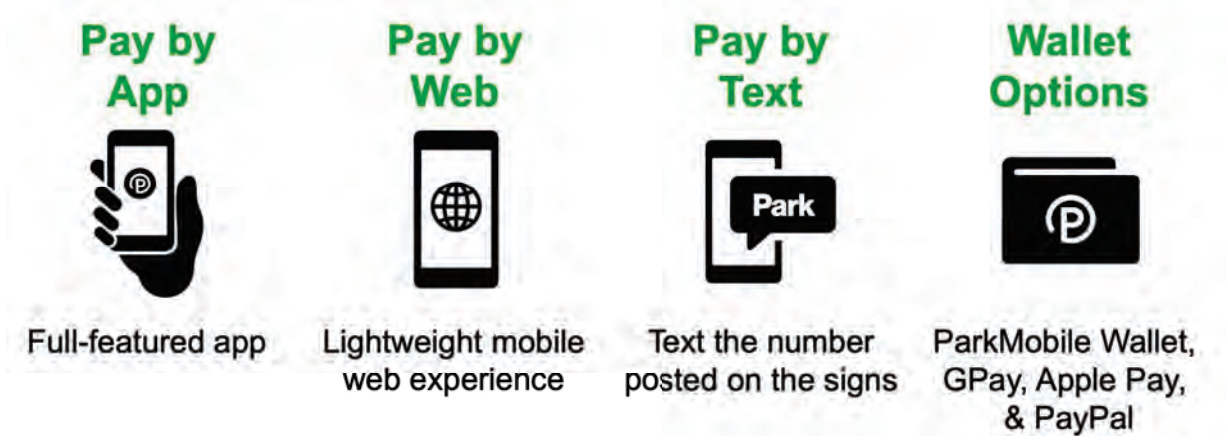

Below are the payment methods available to users:

- **ParkMobile App:** The #1 parking app in the US provides the most robust user experience for iOS and Android devices.
- **Pay By Web at ParkMobile.io:** Lightweight, web-based flow for people who do not want to download the full-featured app
- **Guest Checkout:** Allows users to purchase parking without creating an account.
- **Pay by Text:** 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.
- **IVR:** Drivers who don't own a smartphone can easily pay for parking by calling a toll-free IVR number and paying over the phone.
- **Flexible Payment Methods:** In addition to all major credit and debit cards, the ParkMobile system can accept prepaid cards, Google Pay, Apple Pay, and our own ParkMobile Wallet. This ensures that there are payment options for underbanked users.

We have described these payment options in more detail later in this section.

Publicly accessible websites allowing for annual pass management and parking lot availability updates. Explain how risk associated with the websites or webpages proposed will be managed and what the expectations of the County in relation to that risk will be.

ParkMobile complies with PCI DSS, ISO 9001:2015, and SSAE 18 requirements and is audited annually for continued compliance.



ParkMobile's publicly accessible websites are designed to facilitate seamless management of hourly, daily and annual parking passes. To manage risks associated with these websites, we implement a multi-layered security approach, including regular security audits, encryption of sensitive data, and robust access controls. Our systems are hosted on secure, reliable infrastructure, ensuring high availability and resilience against potential threats.

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ParkMobile has logging and monitoring tools such as DataDog to automatically detect and notify when there is an interruption, degradation in service, or a security incident. ParkMobile ensures 99.9% uptime and routinely far exceeds it. In the unlikely event of an issue, our dedicated support team is available 24/7 to address and resolve any security concerns swiftly.

System vehicle identification.

The ParkMobile system uses the vehicle's license plate as the primary credential for all parking transactions. When a user registers with ParkMobile, their license plate number is linked to their account, allowing for seamless and efficient parking sessions. If the user checks out as a guest in the web experience, they will enter their license plate before completing their purchase. This approach eliminates the need for physical permits or tickets, as enforcement officers can simply check the license plate to confirm payment. By utilizing license plates as credentials, ParkMobile ensures a streamlined, contactless parking experience that enhances convenience and reduces the potential for errors.

Simple User Registration and Management

ParkMobile has an easy registration process via app or mobile web experience. Through the native app experience, users will download the ParkMobile app on iOS or Android. They will be prompted to enter an email address and create a unique password, or they can sign up using their Apple or Google accounts. After account creation, the user will be asked to enter a license plate number. The user is now ready to start parking in Hernando County and at any ParkMobile location in the United States.

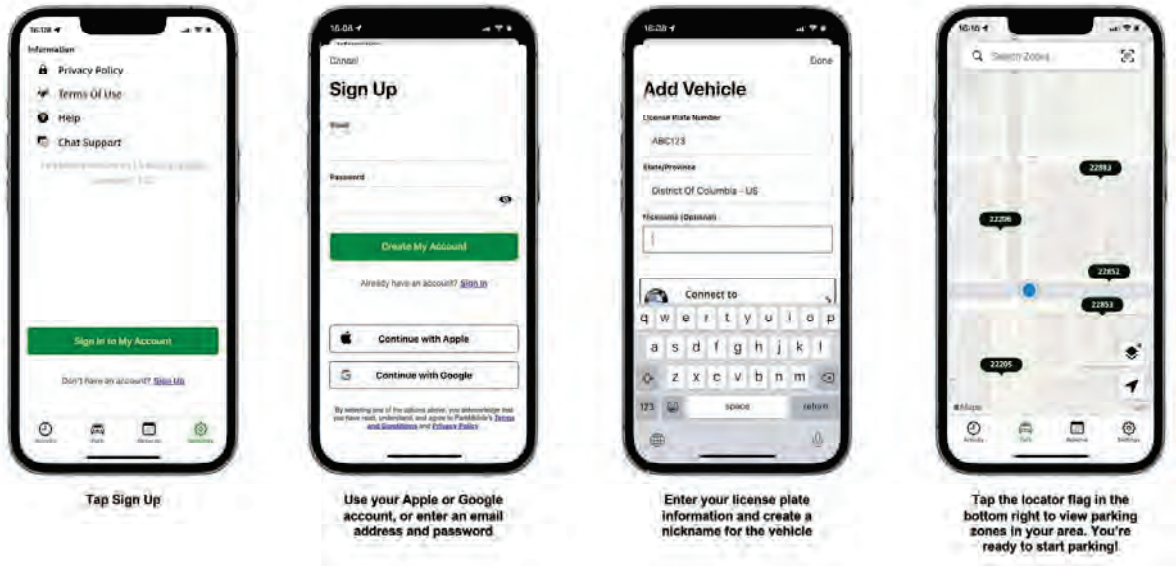

Figure – ParkMobile Registration Process

Users can manage their account through the ParkMobile app or website. They can also contact our Customer Care team to make any changes to their account. Within their ParkMobile account, users can do the following:

- **Add and remove payment methods:** Users can easily manage their stored payment methods within the app and web. This includes selecting a default payment method, as well as adding and deleting payment methods.
- **ParkMobile Wallet:** Users can refill their pre-loaded ParkMobile wallet anytime and check the account balance.

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- **Manage Promo Codes:** Users can apply the code provided to their account or an active session and will receive a discount on their transaction. The functionality is fully customizable, so the Coumty can adjust the promo codes number of uses, time frames, zones eligible, and more.
- **Manage vehicles:** Users can easily add, remove, and update vehicle information. They can also select a primary vehicle and nickname each one.
- **Activity History:** Users can see 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 also get an email receipt.

Self-service vehicle parking, monitoring and parking fee collection

ParkMobile provides visitors and residents of Hernando County with convenient, flexible options for managing their parking needs. Users can easily pay for parking through the ParkMobile app, the ParkMobile website, or a custom Hernando County website, all with the same seamless interface. By offering these multiple access points, we enhance the convenience and usability of the system, encouraging broader adoption and ensuring that everyone can efficiently manage their parking in the County Parks.



The ParkMobile app provides a quick and easy process to pay for parking. Our Product team is constantly researching the experience and optimizing user flow. Once a customer downloads the app and creates an account, there's a simple payment process.

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.

   Through client and user feedback, ParkMobile consistently implements user flow improvements to ensure the accuracy of both the user and enforcement processes. A recent improvement we have released is an alert that is displayed to the user if the ParkMobile system detects that they are located far away from their selected zone.

2. **Select Duration:** The user will select the duration of the parking session (hourly, daily, or annual). The duration is based on the rates and policies that are set up for that specific zone number in ParkMobile's backend systems. On this screen, the user will also see the default vehicle selected and will be able to change that vehicle if necessary. The user will then tap "Proceed to Checkout" to go to the next step.

3. **Confirm Information:** On the confirmation page, the 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 and will then see a countdown clock with the time remaining.

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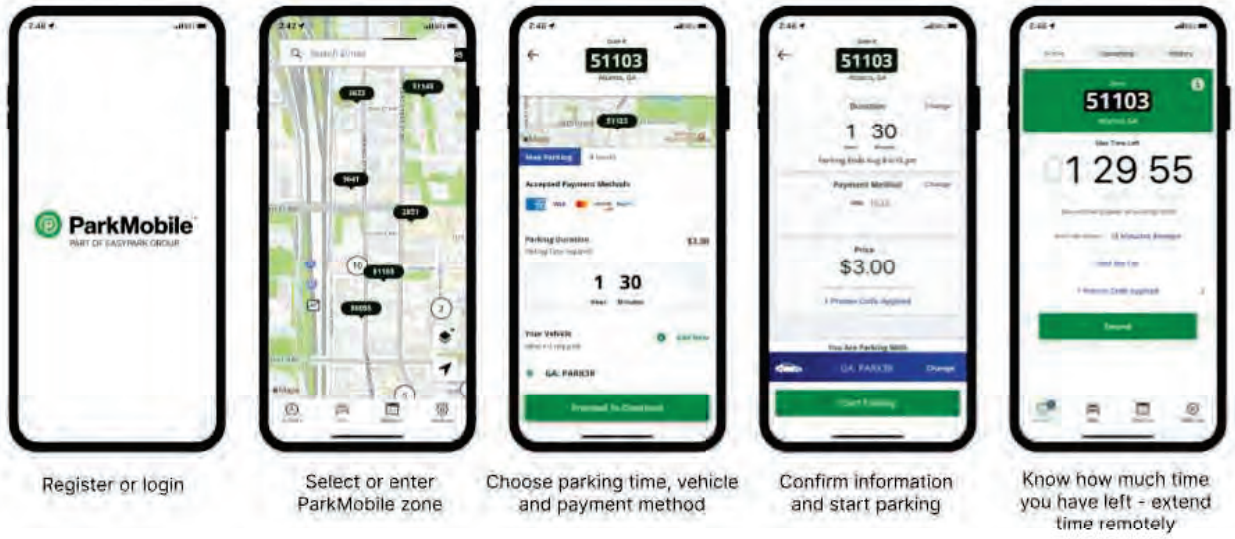
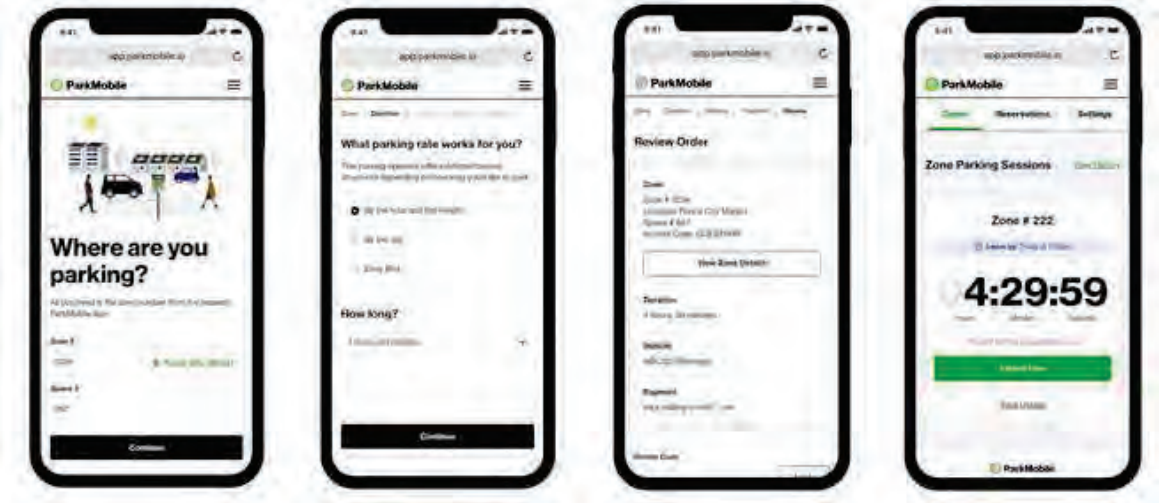


Figure – ParkMobile Zone Parking Process

ParkMobile does not support a "Store and Forward" transaction mode when there is no contact with the application servers (network outage or server down). ParkMobile transactions are validated in real-time to ensure accuracy, however, we have an uptime of 99.9%.

ParkMobile Web Experience

ParkMobile's mobile web experience is available at parkmobile.io or a custom-branded website located at the County's preferred URL. The web experience features the same simple way to pay for parking without having to download the full-featured app. The ParkMobile web app also offers a Guest Checkout option, allowing users to purchase parking without creating an account. This is a good option for the infrequent parker who prefers to make a mobile payment but does not want to download an app and create an account.



While the ParkMobile app is currently available in English or Spanish, the ParkMobile Web Experience is available in hundreds of languages (depending on the user's device settings). This ensures that all ParkMobile users have flexible contactless payment options regardless of their native language.

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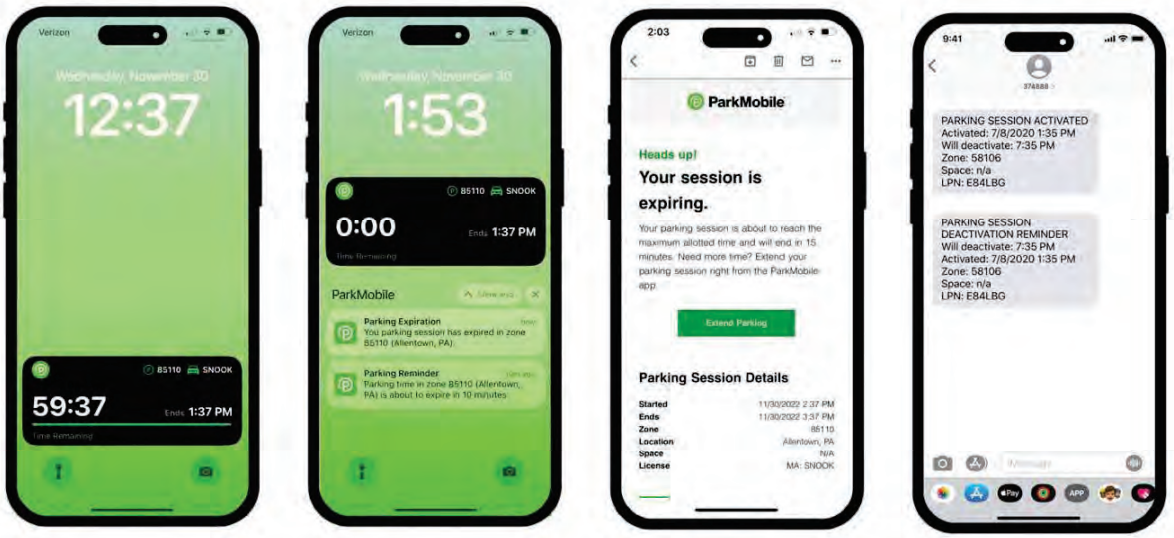
Customizable Notifications

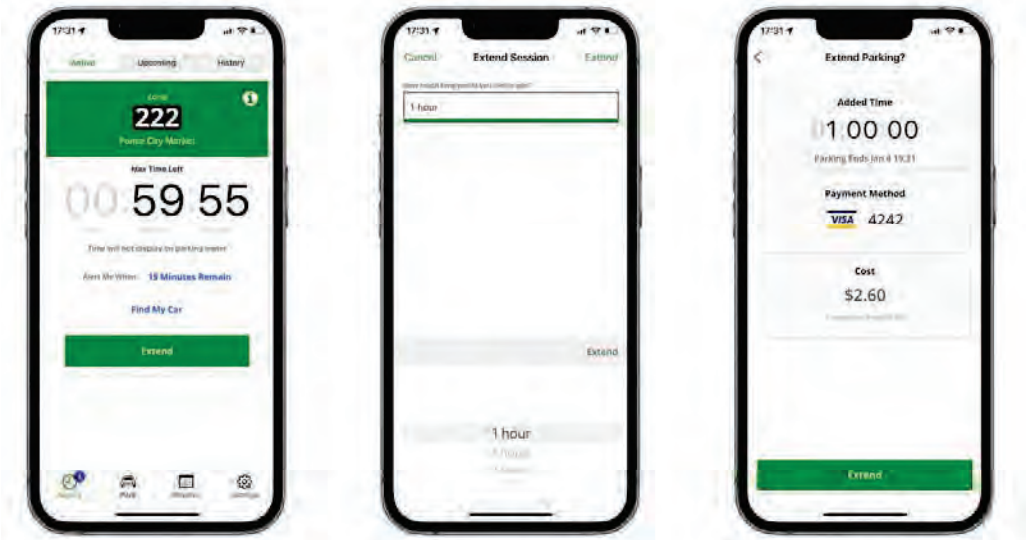
ParkMobile offers automatic real-time alerts to notify customers before their parking session expires. The timing of these alerts can be customized according to the customer's preference, and notifications can be delivered via email, SMS, or push notifications. Additionally, ParkMobile users will receive an in-app message and an email alert once their parking session has expired.

To further enhance user convenience, ParkMobile has introduced a new feature compatible with iOS Live Activities, allowing users to view the remaining time on their parking session directly from their device's lock screen. This feature simplifies the process of monitoring the time left in the current session, ensuring a seamless parking experience.



Extend Time

The most popular feature of the ParkMobile app is the ability to extend the time of the parking session remotely. Users can add parking time without returning to "feed the meter." A user cannot extend time past the maximum parking time allowed for that location.



1. Select Extend
2. Select the amount of additional time to add
3. Confirm information and start parking

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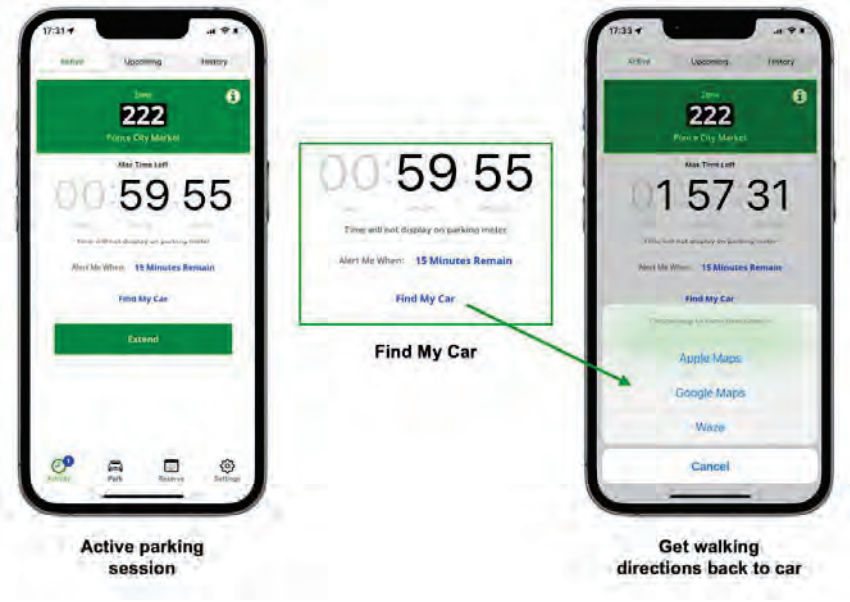
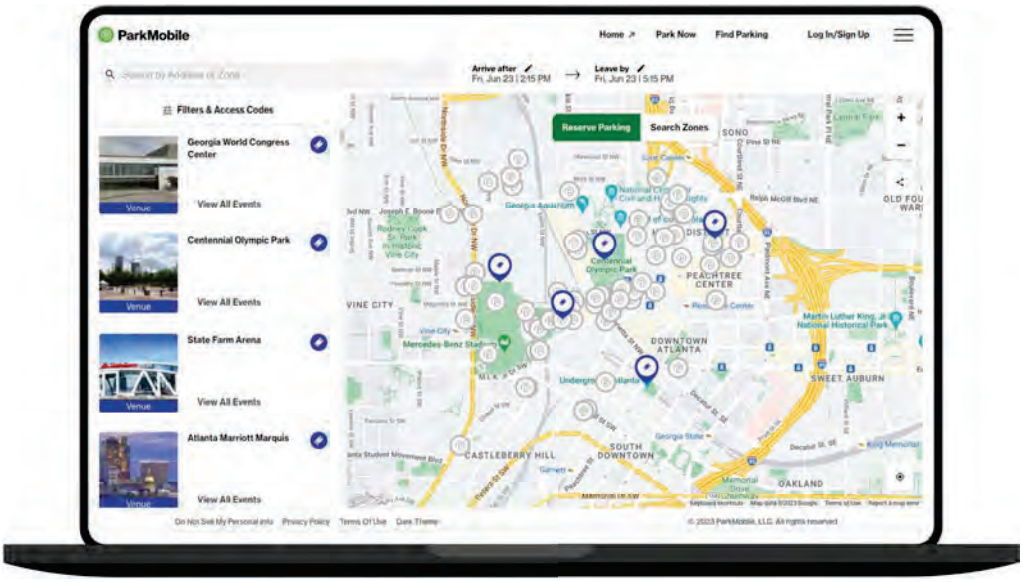
Find My Car

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: Apple Maps, Google Maps, and Waze.



ParkMobile Digital Parking Reservations

If the County decides to implement reservations at any of the Parks, ParkMobile also offers digital parking reservations. Users can easily secure a parking space in advance through the flagship website at ParkMobile.io or the custom-branded reservations website. ParkMobile aims to simplify the parking process and enhance the overall customer experience by providing flexible booking options.



ParkMobile offers a simple and fast way to reserve parking. To begin, users can visit the ParkMobile or client-branded reservations website and follow these simple steps:

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1. **Search**: Enter the desired date and time to find available parking. The map interface will display available parking locations. Users can select their desired location and confirm details such as the selected date/time and amenities available.
2. **Confirm Details**: Users will then be prompted to log in to their ParkMobile account, create an account if they don't have one, or checkout as a guest (web experience only). Customers will then be asked to provide their email address, license plate number, and payment information to complete the reservation purchase. If the customer is logged into their ParkMobile account, most of these fields will be pre-populated with their preferred options.
3. **Complete Purchase**: After completing the reservation, users will receive an email confirmation and a QR code. Depending on the client's operation, the email, QR code, or the user's license plate may be used to verify the paid reservation.

Event reservations follow the same steps, except that the user selects the venue on the ParkMobile map and then has a list of events to reserve parking for.

Patron Educational Materials

Over the past 16 years, ParkMobile has launched in over 500 cities. 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.

When ParkMobile develops a marketing program for a new launch, one size does NOT fit all. To ensure the program's continued success, ParkMobile will work closely with your staff to develop the right program. ParkMobile builds our marketing programs to focus on five key areas, outlined in the diagram and sections 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 programming in the market.

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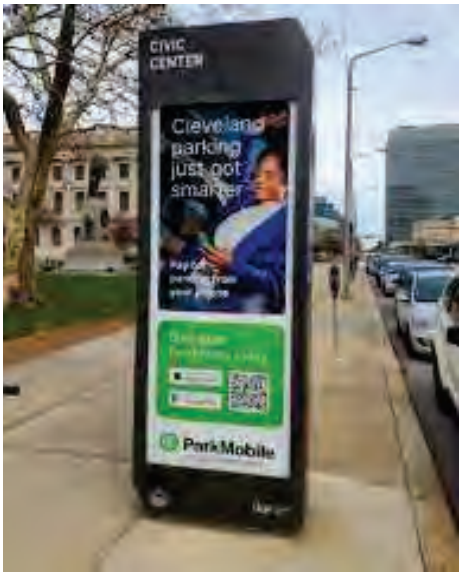
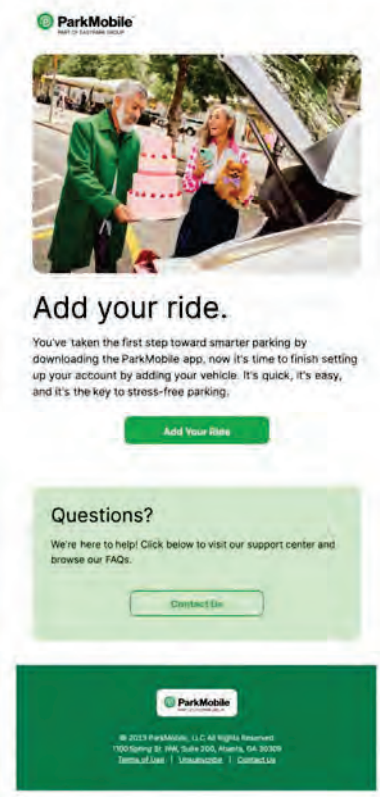
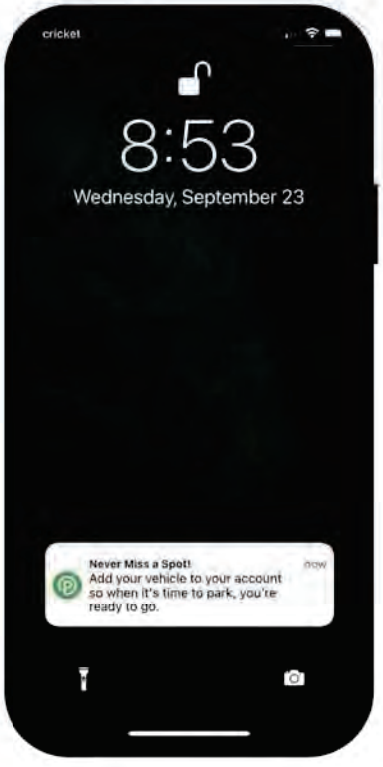


2. Adoption

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 set up an account but don't complete 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. As a result of our adoption tactics, almost 90% of users who download the app go on to complete a parking transaction.





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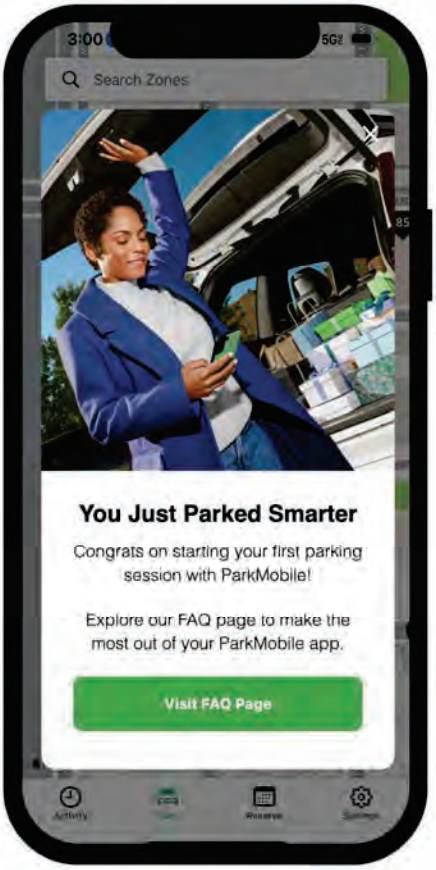
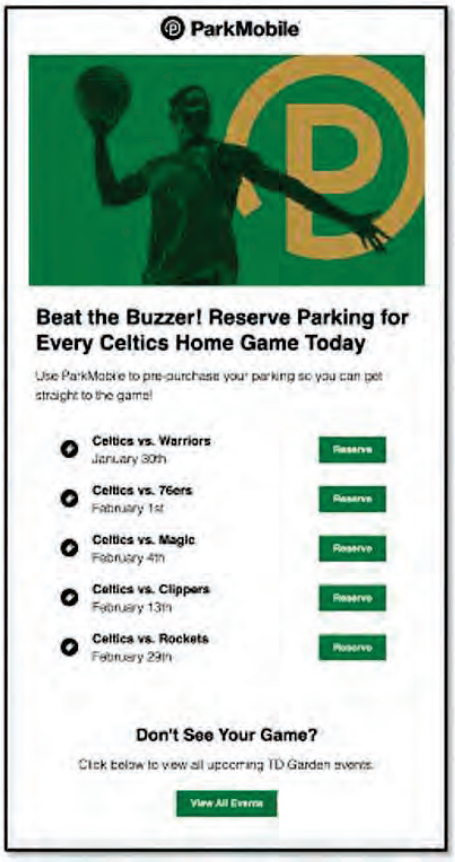
3. Engagement

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.





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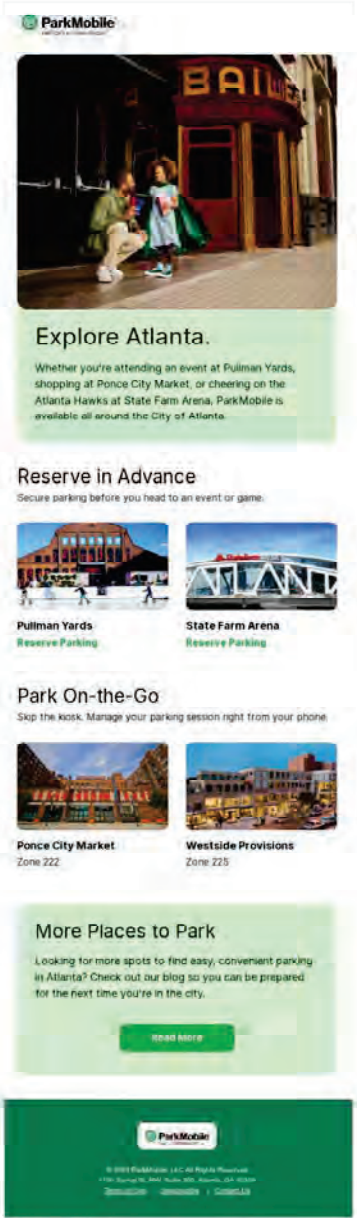
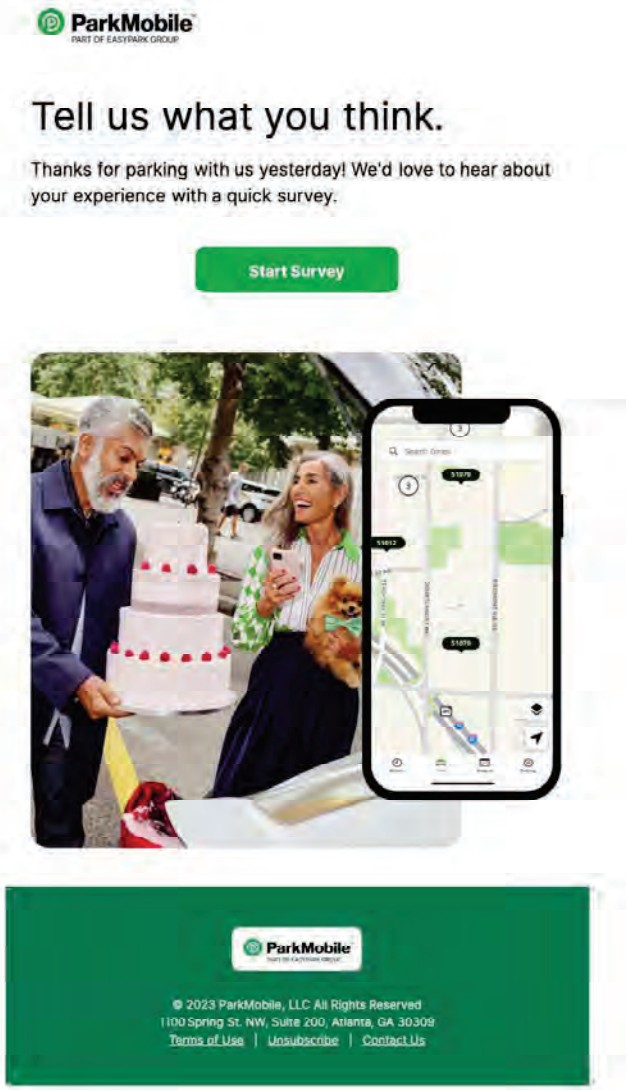
4. Retention

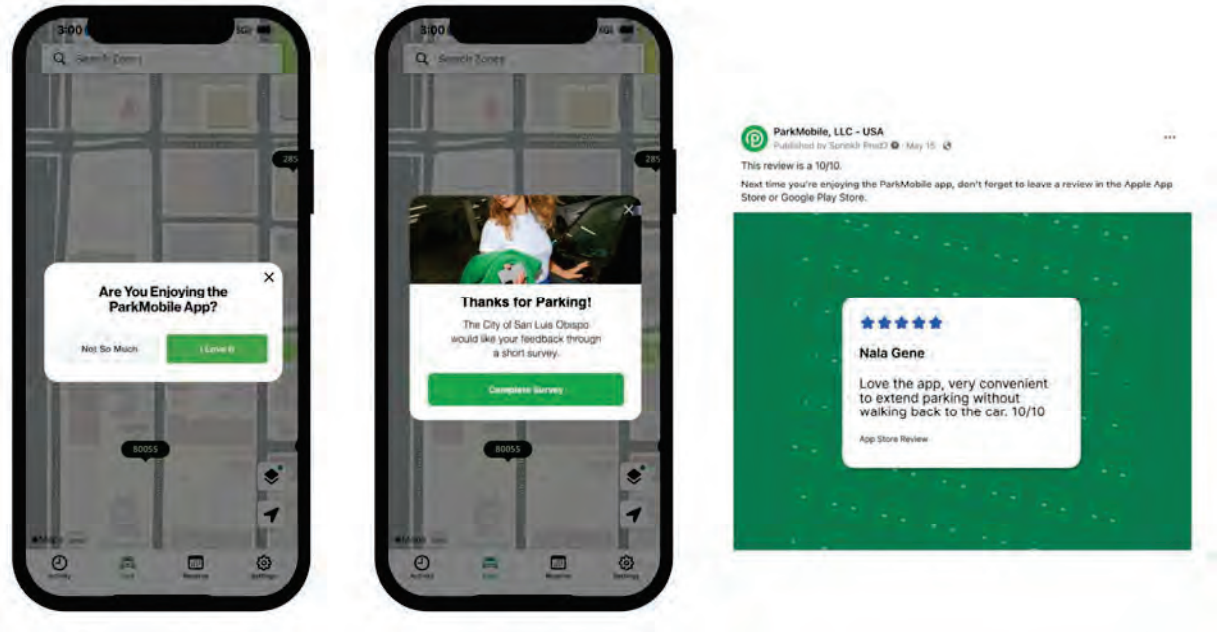
ParkMobile strives to keep users engaged with the app for the long term. We consistently communicate news and updates to members through email, social media posts, and other tactics. ParkMobile also has a re-engagement program for lapsed users who haven't used the app in several months.





5. Advocacy

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



To help the adoption of Hernando County's automated parking payment program not only see early success, but also continuously grow, we will deploy various marketing tactics and strategies, including, but not limited to, the options listed below as examples.

Instructional Documents and Website Content

ParkMobile can provide the County with helpful one-pagers and wallet cards, as well as content to embed in the Parks or County website, email, and social media channels.



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Customized Video Content

ParkMobile has an extensive video library of demos and tutorials that can be embedded on the County's parking website and used in other digital channels. We are also able to produce any custom video asset as needed to support the program. You can see our full video library here: https://vimeo.com/parkmobile.

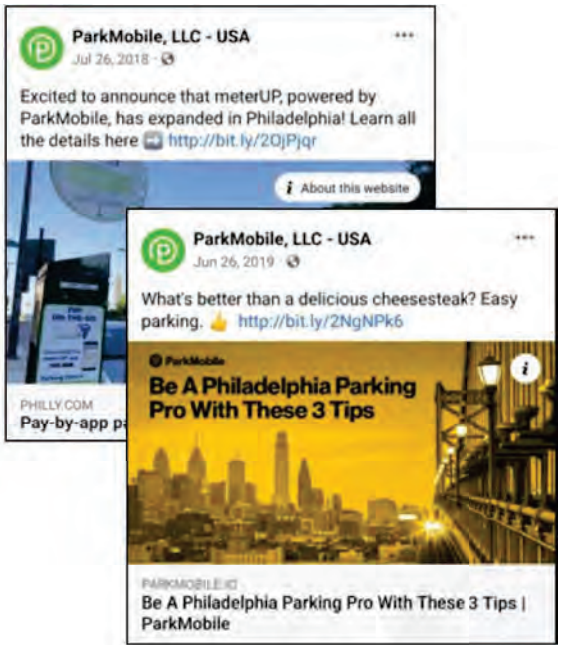




Social Media

ParkMobile has a very strong social media presence with over 31,700 followers on Twitter, 34,500 followers on Facebook, 5,300 on LinkedIn and 1,650 followers on Instagram. We will leverage this industry-leading social network to raise awareness for ParkMobile's products and services across the area. We also engage with local influencers to post about ParkMobile on their social channels.





Special Events and Promotions

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

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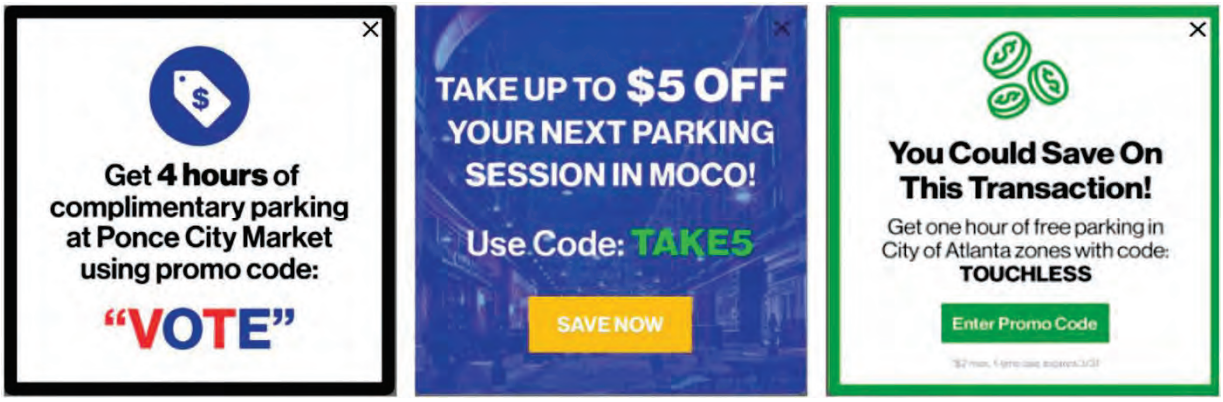

Branded Swag Kits

We provide our clients with swag kits that include branded items like hats, shirts, water bottles, lip balm, koozies, and more. These items can be distributed at the Parks during the first week after launch or at events to help raise awareness of the parking program. We also use these items when we deploy street teams as an incentive to download the app.



Signage and Decals

ParkMobile provides all operational and promotional graphics, including all signage and decal stickers for parking equipment at no additional charge.

Signage and decal design is a critical aspect of deploying a successful mobile parking program. According to our research, almost 49% of users first learn about our app through the signage at the meter. We have an in-house graphic design team that creates sign proofs for approval. We can create different shapes and sizes to meet the needs of each individual client.

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 payment options.

We have recently refreshed our ParkMobile signage, showing consumers that they have a wide variety of contactless payment options available to them with ParkMobile.

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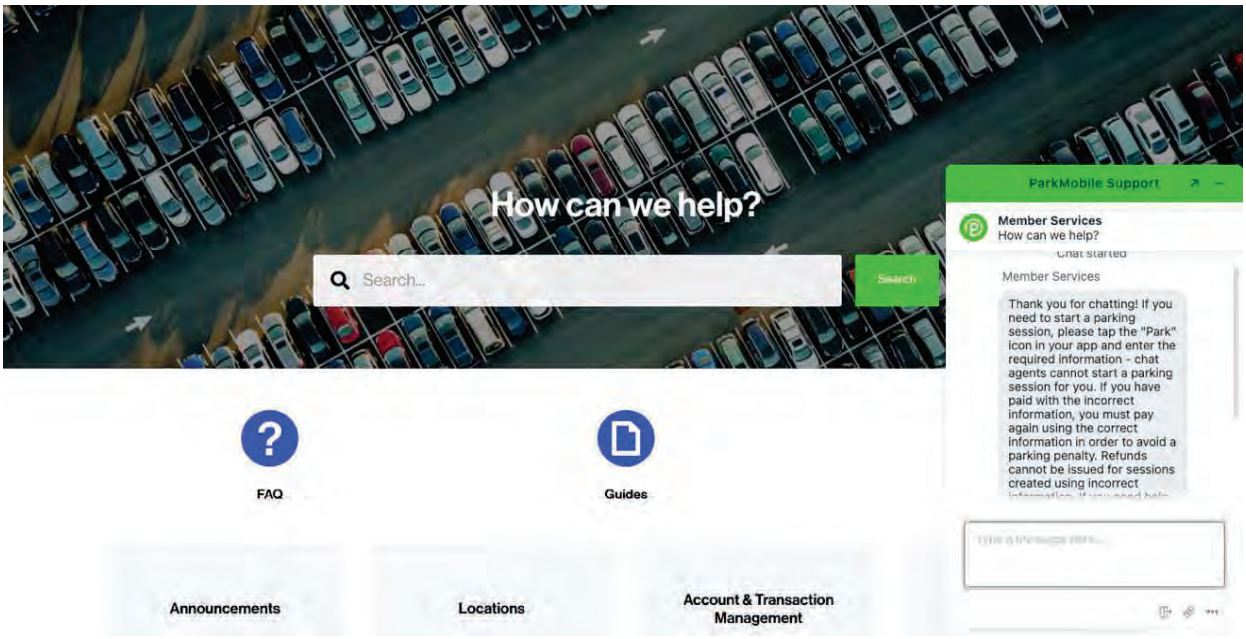
Note: ParkMobile does not install parking signage and we recommend that the County completes the installation or contracts with a third-party vendor.

24/7 Multi-Channel Customer Support

ParkMobile offers you and your parking customers a Customer Care Center based in our corporate headquarters in Atlanta, GA along with an additional support team in Monterey, Mexico. We utilize the leading cloud-based customer service software, Zendesk, to handle customer inquiries and to provide consumer education through detailed FAQs, guides, video demos and technical help articles.



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ParkMobile's Customer Care team can be reached easily using the customer's preferred method of contact. Users can call, email, text, use in-app chat, and use social media to contact a ParkMobile representative. This level of customer support will enable the County to reduce the number of support requests directed to the department. ParkMobile is a first line of defense and will help ensure users receive the best customer support in the industry.

When customers require further assistance, our Customer Care Specialists provide customizable responses based on the customer's needs. Moreover, a unique aspect of ParkMobile's customer support philosophy is our use of social media to maintain real-time contact with our 65+ 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.

Best Customer Support in the Industry

- Our Customer Care team is available 24/7/365 and ready to assist whenever our customers need it.
- Our Level 1 PCI-compliant call center ensures customer data is fully secured.
- ParkMobile maintains a multi-channel call center with in-house phone, email, web and in-app chat, social media & bilingual support.
- Our call center services nearly 25,000 customers per month, answering more than 85% of our calls within 30 seconds with an average of 20 seconds.
- ParkMobile maintains a minimum average Customer Satisfaction score of 90% for all interactions involving our Customer Care team.
- ParkMobile's Net Promoter Score is 57 which is considered "excellent". For comparison, here are other NPS scores for other top brands:
    - Apple's: 47
    - Google: 11
    - Toyota: 33
    - Amazon:25
    - Microsoft: 33

Monitoring and reporting plan

ParkMobile is proposing two main methods for the monitoring and reporting of the County's program: our client analytics tools and our nForce lightweight enforcement tool. Our system can also integrate with full featured parking enforcement systems.

ParkMobile provides robust analytics and reporting capabilities that include the ability to consolidate all of an operation's parking data in one portal. ParkMobile Metrics provides information with regard to total transactions and revenue across varying time frames, as well as transaction statistics such as the distribution of parking by hour of day, duration, and parking cost. The financial reports contain transaction-level information, including pricing, user, zone, and payment information. These reports can be scheduled to be delivered to the user's email inbox on whatever cadence they prefer - daily, weekly or monthly.

Below are some of the key features of ParkMobile's client analytics tool:

- **Easy-To-Read Dashboard View**: Your data is delivered in an attractive, easy-to-read format with charts, KPIs, and graphs for monitoring trends and drawing insights.
- **Scheduled Reports Delivered to Your Inbox**: ParkMobile allows you to distribute the right information to the right people by scheduling daily, weekly, or monthly reporting emails to select staff members.
- **Filter By Date and Supplier**: You can filter data by date range and supplier, making it easy to pull the data you want to see and compare historical trends.
- **Download ParkMobile Reporting Data in Multiple Formats**: Quickly and easily download your

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data in the format that best meets your needs. Downloads are available in .xls, csv, and .pdf formats.

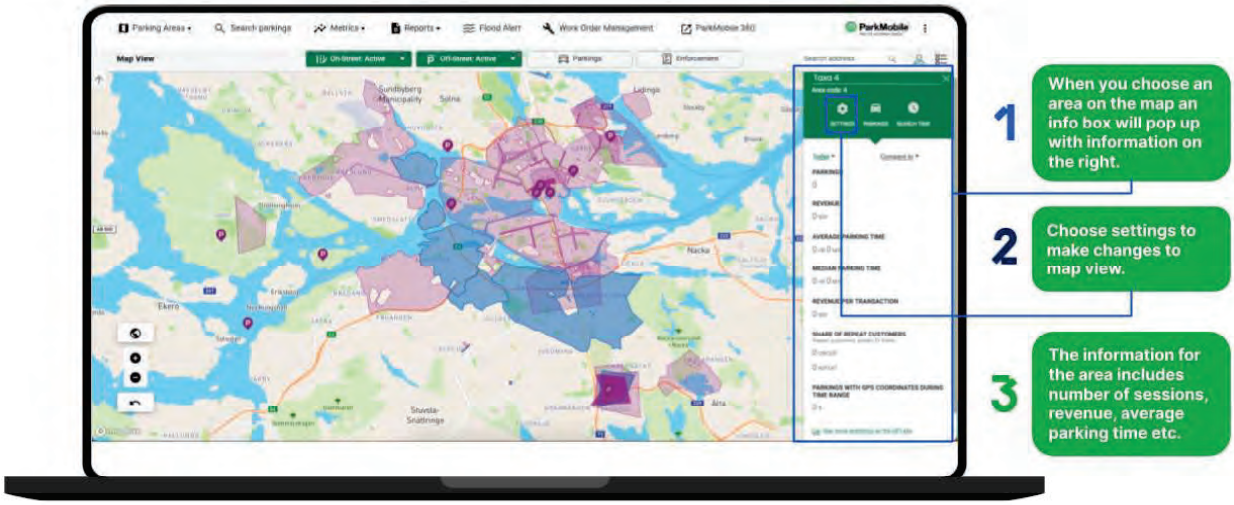

Figure - ParkMobile's client analytics map view displays parking areas on a map to quickly select the desired location's data

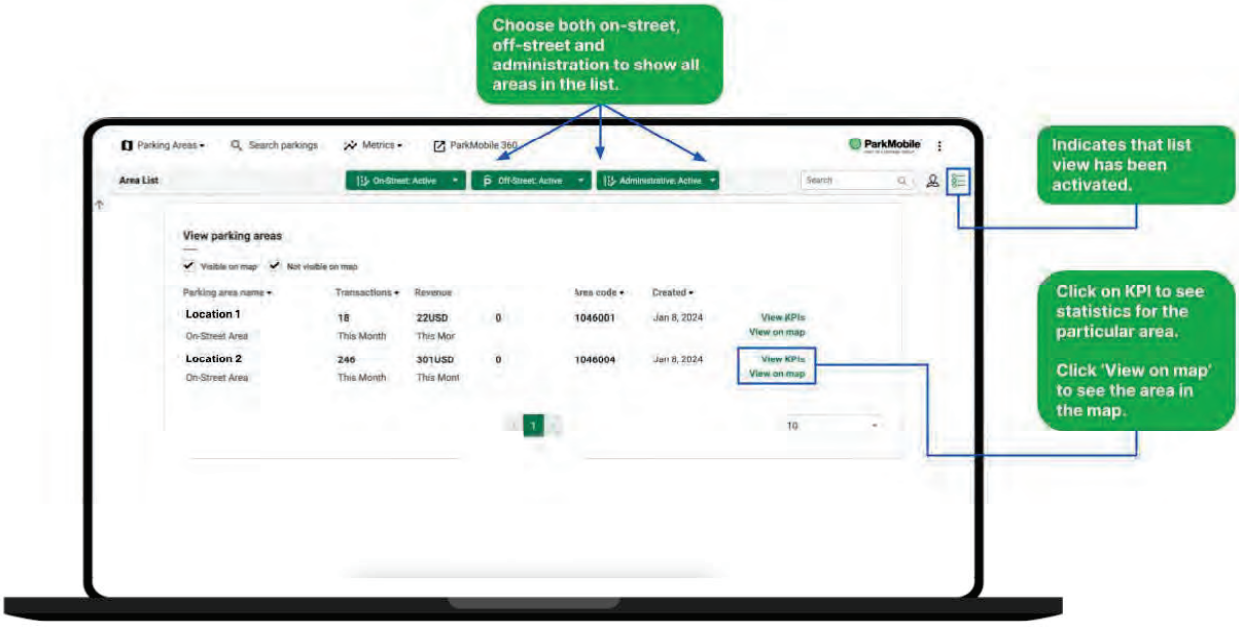

Figure - The location list view provides a quick glance at each parking location's performance metrics. Clicking' View KPIs' allows users to view deeper analytics.

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Figure - The KPI analytics dashboard view provides a variety of visualizations of the program's performance metrics. Visualizations include previous 24 hours and monthly views.

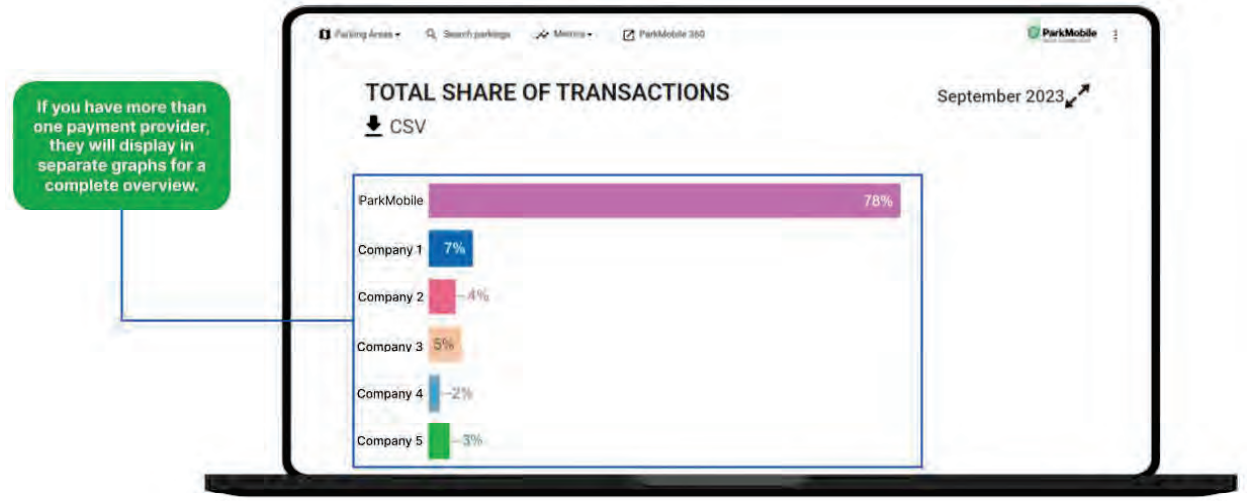

Figure - The multi-channel analytics view provides a breakdown of the share of transactions for all payment channels utilized by the client.

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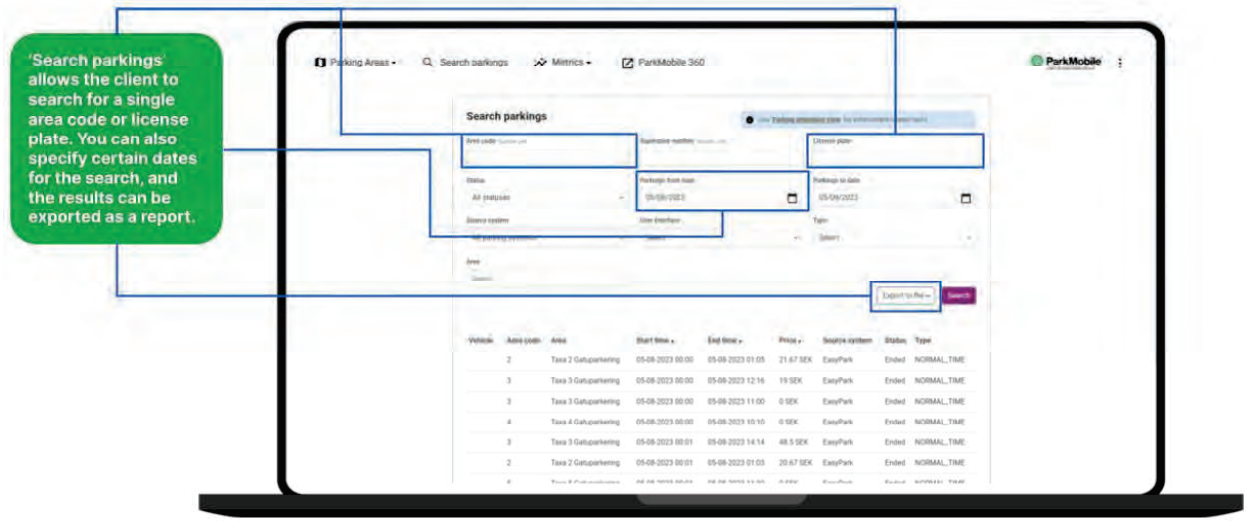

Figure - ParkMobile's search feature enables clients to filter parking sessions by area code, license plate, and date. Reports can also be exported as a report.

ParkMobile nForce and Integration with Enforcement Solutions

ParkMobile provides all of our clients with a free enforcement tool called "nForce". This tool is a web enabled link that allows any enforcement official to verify parking credentials in real-time in the field. This can be used in conjunction with integrated enforcement systems such as the current handheld devices or as a standalone enforcement solution.

ParkMobile is also committed to empowering cities to plan and operate more effective, efficient parking and mobility programs with robust administrative tools and powerful marketing capabilities. Through our open API infrastructure and 100+ integration partners, ParkMobile allows cities to use the hardware and enforcement technologies of their choosing while providing a consistent user experience through our platform.

Recommended parking rates and rate structures

ParkMobile understands that the County currently has set rates for parking at the areas designated for this project. While ParkMobile clients typically program their own preferred rates and rate structures, ParkMobile is happy to coordinate with the County to analyze regional trends to align the County's rates with similar parking programs to ensure it is realizing its maximum revenue potential while still providing fair market rates.

Plan for any future programmatic parking rate increases

ParkMobile offers Hernando County staff unparalleled flexibility in managing parking operations. Through ParkMobile 360, staff members gain role-based access to self-administrative tools that enable them to adjust rates and policies as needed. This system provides a comprehensive '360' view of the entire parking program, complete with robust analytics and reporting features. This capability allows the County to respond quickly to changing conditions, optimize parking management, and make data-driven decisions that enhance the overall efficiency and effectiveness of the parking program.

ParkMobile 360's self-administration portal provides the following features:

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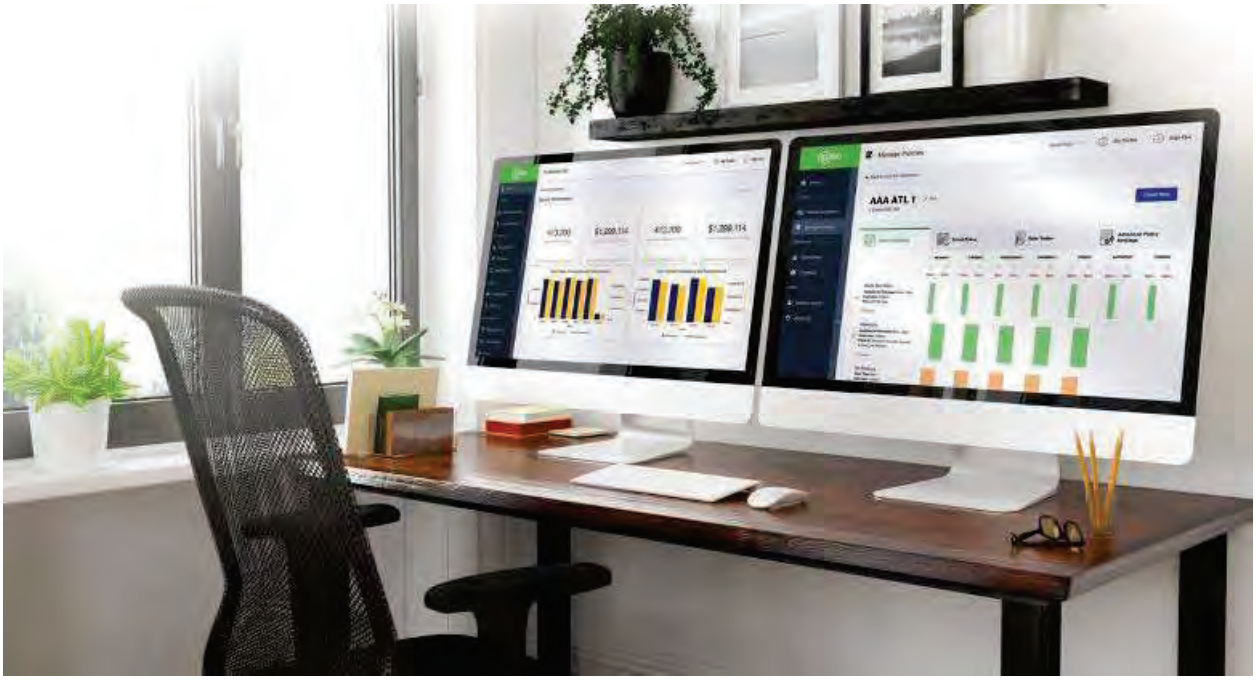
- **Calendar View:** ParkMobile 360 shows you daily, weekly, and monthly calendar views of all your parking policies, making it easy to visually see all your parking rates and make the necessary adjustments.
- **Rate Creator:** With ParkMobile 360, you can quickly create and import rates for specific 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 rebuilding a location's rate structure.
- **Rate Tester:** Before you push out a rate change, ParkMobile 360 allows you to test the rate to ensure it is working properly and avoid potential customer service issues.



ParkMobile 360 also allows clients to manage rates and policies in real-time. County staff can make rate changes and push them out instantly or schedule them for a later date. ParkMobile can support extremely complex rate structures with multiple rates in effect at different times of day and days of the week, in addition to special event rates. ParkMobile 360 also includes a Rate Tester, which allows staff 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.

ParkMobile's account management and clients services teams are also available to make these changes on the County's behalf, if preferred. However, the County will be fully trained in the usage of ParkMobile 360 before full system deployment.

Contingency plan for unforeseen events

ParkMobile has several proactive measures to ensure stability, including meeting reliability, availability, disaster recovery, and accuracy standards. We use an extensive set of best-in-class application and infrastructure monitors that capture any platform issues and immediately alert our on-call team to address any errors that require immediate attention. We also aim to scale our platforms ahead of our growth expectations, which is why our platform can handle 5x the largest volume day in ParkMobile

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history without any changes from the engineering team. Coupled with the uptime guarantees of Amazon Web Services, the platform is designed for maximum availability & reliability.

As a digital payment solution, ParkMobile provides a reliable parking service that remains unaffected by unforeseen weather events, such as hurricanes in Hernando County. Unlike traditional parking payment methods like parking kiosks that might be compromised during severe weather conditions, ParkMobile's mobile app allows users to pay for parking remotely and securely. This ensures uninterrupted access to parking services, regardless of external conditions, providing peace of mind and convenience to both the residents and visitors of Hernando County.

Control measures for preventing fraudulent transactions and loss prevention

ParkMobile employs a robust set of fraud prevention and loss mitigation strategies to ensure the security and integrity of our payment system. We have implemented several layers of verification checks, including the Address Verification Service (AVS) and Card Verification Value (CVV) checks. AVS allows us to verify a cardholder's address with the information on file with the credit card processor, providing an additional layer of security against unauthorized transactions. The CVV, a series of numbers printed on each credit card, is used to verify that the cardholder is present during the transaction, further reducing the risk of fraud.

In addition to these measures, ParkMobile has implemented email verification and validation processes to ensure that users can receive emails and have access to the email addresses they provide for registration. This helps prevent the creation of fraudulent accounts. We have also introduced rate limits on account creation, adding card functions, and transaction attempts to reduce the likelihood of automated fraudulent activity. ParkMobile utilizes the magic link verification system, where instead of a password, the user logs in by clicking the link sent to the email address associated with the account. This is an added layer of security to ensure that only the person who registered the account can access it.

We have also taken proactive steps to block AWS IP addresses that were being used for card testing and have implemented a Bank Identification Number (BIN) blocklist to prevent transactions from known high-risk banks. Additionally, our finance team runs regular reports to monitor for fraud and chargeback attempts, allowing us to quickly identify and respond to suspicious activity. Through these comprehensive fraud prevention methodologies, ParkMobile maintains a secure environment for all users and reduces the risk of financial loss for the County.

Full-service payment kiosks for two (2) park locations

ParkMobile is optionally offering parking kiosks from Ventek and MacKay Meters, two leading providers of advanced parking technology. These kiosks are integrated seamlessly with ParkMobile's digital platform, allowing for a unified parking experience that combines the convenience of mobile payments with the ability to accept physical cash at the kiosks. Ventek kiosks are known for their innovative design and user-friendly interfaces, while MacKay Meters provides durable and versatile machines that can handle a variety of payment methods. By partnering with Ventek and MacKay Meters, ParkMobile ensures that municipalities and private operators can offer a full spectrum of parking solutions to meet diverse customer needs and preferences.

- Both Ventek and MacKay utilize their preferred payment processors and exact processor used will be dependent on which kiosk solution the County prefers. ParkMobile utilizes Cybersource and will be the merchant of record for all digital payments.
- All parking kiosks options are solar-powered to ensure operability without any additional connection needs.

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ParkMobile is optionally proposing these kiosks for the County's consideration, however, the County may choose to deploy any kiosk solution that it prefers. Through our openly available Application Programming Interfaces (APIs) as well as direct partnerships, we integrate with most major industry providers, enabling our partners to adopt a best-of-breed approach to their mobility strategy and providing flexibility to move vendors.

We have outlined kiosk solutions from Ventek and MacKay for the County's consideration on the next several pages.

ParkMobile + Ventek

ParkMobile is offering **Ventek's M600 kiosks** as an option to Hernando County, providing a seamless and integrated solution for parking management. Our collaboration with Ventek allows for a cohesive system where users can enjoy the convenience of paying for parking through both mobile and kiosk platforms. This flexibility ensures that all residents and visitors have easy access to parking payment options. ParkMobile and Ventek have successfully partnered in other municipalities, including Auburn, AL, and Durham, NH, where our systems work in tandem to deliver efficient and reliable parking services. We are confident that this proven partnership will bring similar benefits to Hernando County.

VenTek International
engineering the future of automated payment systems







Ventek's M600 is ideal for parks and recreational usage as intended by Hernando County. It supports complex rate structures, including hourly, daily, and annual passes. The versatile design of the M600 allows you to set it for pay-by-space, pay-and-display, pay-by-foot, pay-on-entry or a combination of payment methods. The machines can be operated by battery, AC with battery backup or solar with battery backup while accepting an array of payment methods.

We have attached detailed product information for the M600 kiosk, including pricing, at the conclusion of our proposal.

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ParkMobile + MacKay Meters

ParkMobile is also providing a kiosk option from MacKay Meters: the Tango pay station. Over the past 64+ years, MacKay has gained crucial experience in deploying large scale procurements. Over the past 5 years, MacKay has successfully delivered over 600 Tango pay stations to the City of Vancouver, 1400 pay stations to the City of Montreal, and recently 2500+ Tango pay stations to the San Francisco Municipal Transportation Agency (SFMTA).

MacKay Meters







The Tango is protected by a strong, stainless steel cabinet with high security locks, reinforced doors, and separate cabinets for the coin vault, electronics and anchors. The coin vault includes a locked stainless steel coin box for added protection. The Tango supports various payment options including coins, tokens, smart cards, credit cards, and optionally, contactless payment. The MacKay Tango is EMV compliant using contactless/NFC technology in conjunction with our payment processing partner - Payroc . MacKay also supports mobile payment options through integration with ParkMobile.

The Tango supports a Pay by Plate configuration as well as Pay by Space or Pay and Display. It's smaller design makes it less intrusive than larger pay stations while still providing all the functionality cities currently demand. It is easy to use with customizable display screens and durable all-weather keypads for selecting options. The Tango can support hourly payment, daily payment or even permit style payment and the thermal printer can provide customizable receipts. The Tango is solar powered with a large rechargeable battery (or 2 battery configuration).

Additionally, the MacKay Tango is designed to adhere to today's stringent PCI DSS, PA-DSS, ADA and ISO 9001:2015 requirements.

We have provided detailed product information for the Tango pay station, including pricing, at the conclusion of our proposal.

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4.0 - Revenue Sharing Cost

We have submitted our pricing excel sheet separately to the submission portal. We are proposing Ventek and MacKay's parking meters as optional add-ons for the County's consideration, so we have attached their respective pricing after this page. ParkMobile's pricing does not include kiosk pricing since we are proposing kiosks as an optional solution to the County.

Additional Pricing Information

ParkMobile's services are based on a small convenience fee added to each transaction. This model allows you to collect your full parking fee amount and allows you to use our services without any up-front costs or monthly subscription fees.

In a revenue share model, the County will keep their entire parking fee (ie. $5 for a daily pass), while ParkMobile will collect the transaction fee that is added to the transaction ($0.35). The County can opt to cover the transaction fee on behalf of the parking customers, however, this fee is typically paid for by the customer.

OnDemand Parking Fees	Fees
Option 1: Mobile Payment (OnDemand) Transaction Fee paid by the end user. Price does not include credit card processing fees. Client or ParkMobile can serve as Merchant of Record (MOR)*.	**$0.35 per transaction**
Option 2: ParkMobile Wallet Transaction Fee paid by the end user. Price does not include credit card processing fees. Client or ParkMobile can serve as Merchant of Record (MOR)*.	**$0.25 per transaction**
Optional - Reservations Parking Fees	
Pre-Paid Parking Mobile Payment (Reservations) Transaction Fee paid by the end user. Price does not include credit card processing fees. Client or ParkMobile can serve as Merchant of Record (MOR).	**15% of parking fee amount**
No Charge Parking Reservations Fee paid by client. Zero Dollar Parking Reservation using access code to unlock a non-public parking product.	**$1.00 Per transaction**

With ParkMobile as Merchant of Record (MOR), our processing fees for credit card payments are 3% plus $0.20 per transaction.

ParkMobile Services Included At No Cost

- Signage and decal stickers for the initial rollout
- Setup and Implementation
- Training
- Call Center, Customer Support, Hosting and Maintenance
- Social media, PR, standard marketing, and advertising for program launch
- Integrations with meter, enforcement and LPR vendors
- As a backup to the integrations, ParkMobile will provide a cloud-based enforcement portal with secure credentials to validate active OnDemand smart parking sessions for each of your location(s) where your smart parking services are made available.
- ParkMobile 360 Customizable Self-Administration Toolset for reporting and setting rates.

All ParkMobile's standard terms & conditions shall apply to this parking proposal
ParkMobile does not collect taxes or related fees.

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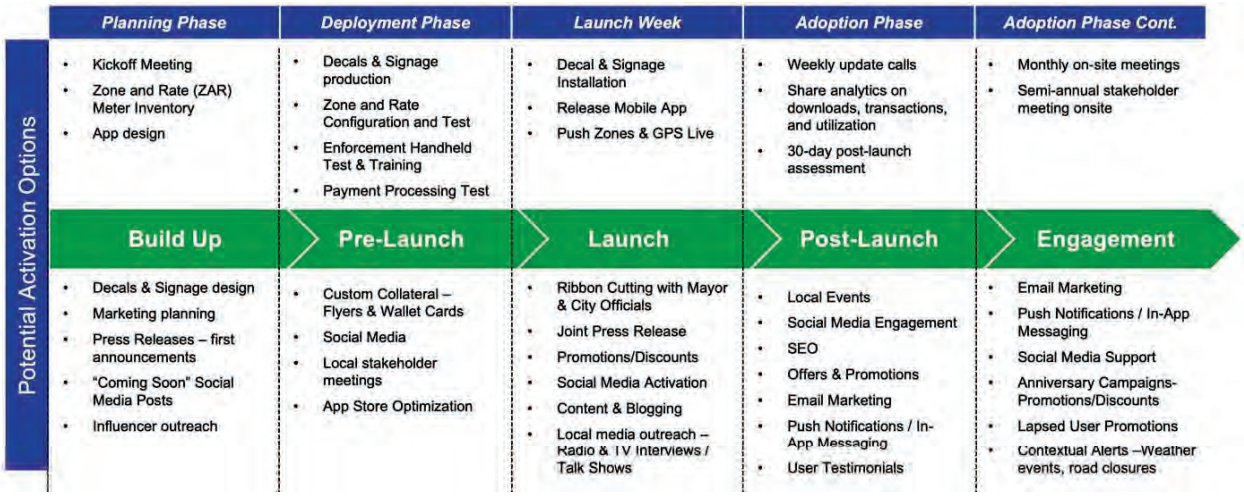
5.0 - Implementation Plan

ParkMobile's experience and expertise in deploying a mobile payment program is second to none. Because we are keenly aware that a successful deployment leads to quicker adoption of the program, ParkMobile has a department exclusively dedicated to implementations led by our most seasoned employees. **ParkMobile's expected timeline for launching Hernando County's automated self parking payment program is 40-60 days or less from contract execution**.



ParkMobile's Implementation plan consists of a three-stage approach: Planning, Deployment, and Adoption.

Phase One: Planning Phase

ParkMobile will work with the County immediately after contract executionto set up an initial "kickoff call" with the project team to begin initial discussions of the implementation deliverables and begin the Planning Phase. The project has four main deliverables which will be discussed during the kickoff: zone and rate structure (ZAR), marketing and signage, integrations, and merchant account setup. To wrap up the kickoff call, we briefly discuss pre/post-go-live activities and a rough timeline for the go-live date.

Deliverable 1: Zone and Rate Structure (ZAR)

The first major deliverable is the Zone and Rate Structure (ZAR), which provides an overview of all the inventory and assets where ParkMobile will be deployed. The ZAR includes specific details about the meter assets such as their location, the name and address of the lot, the type of meter equipment, and the number of meters and spaces. Additionally, all the rates and policies are included in the ZAR spreadsheet. Our team will collaborate closely with the County to ensure we have all the necessary information for a successful launch. Once the ZAR has been finalized and approved by the County, we send it to the ParkMobile Client Support Team who then configures it into the ParkMobile system.

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Location
- Location Address
- GPS Coordinates

Meter Details
- Single Space vs Multi Space vs PM Only
- Meter Brand
- # of Meters/Spaces
- Enforced Plate or Space

Parking Policies
- Rate per Hour
- Time Limit
- Days of Paid Parking
- Hours of Paid Parking
- No Parking Restrictions
- Free Parking Days

PM Zone Number	Address	Meter Count	Meter Type	Hourly Rate	Max Duration	Paid Days/Hours
2901	4900 Alberta N	16	SSM	$1.00	10 Hour	Mon-Sat 8am-10pm
2902	4900 Alberta S	20	SSM	$1.00	10 Hour	Mon-Sat 8am-10pm
2903	200 Baltimore S	10	SSM	$1.00	4 Hour	Mon-Sat 8am-10pm
2904	100 Blanchard N	5	SSM	$1.00	10 Hour	Mon-Sat 8am-10pm
2905	100 Blanchard S	5	SSM	$1.00	10 Hour	Mon-Sat 8am-10pm
2906	200 Chihuahua E	4	SSM	$1.00	10 Hour	Mon-Sat 8am-10pm
2907	200 Chihuahua W	5	SSM	$1.00	10 Hour	Mon-Sat 8am-10pm
2908	100 Cincinnatti S	4	SSM	$1.00	6 Hour	Mon-Sat 8am-10pm
2909	200 Cincinnatti N	5	SSM	$1.00	2 Hour	Mon-Sat 8am-10pm
2910	200 Cincinnatti S	9	SSM	$1.00	2 Hour	Mon-Sat 8am-10pm
2911	300 Cincinnatti N	8	SSM	$1.00	2 Hour	Mon-Sat 8am-10pm
2912	300 Cincinnatti S	4	SSM	$1.00	2 Hour	Mon-Sat 8am-10pm
2913	100 Coldwell E	8	SSM	$1.00	6 Hour	Mon-Sat 8am-10pm
2914	100 Coldwell W	10	SSM	$1.00	4 Hour	Mon-Sat 8am-10pm
2915	400 East 1st N	4	SSM	$1.00	2 Hour	Mon-Sat 8am-10pm
2916	400 East 1st S	4	SSM	$1.00	2 Hour	Mon-Sat 8am-10pm



Deliverable 2: Marketing and Signage

Signage and decals are essential to the success and adoption of ParkMobile in Hernando County. Our team will work directly with County staff to understand the meters in the field to design the best signage and decal package. Our expert in-house graphic design team creates proofs in all sizes and shapes to meet the needs of each client. Signage and stickers are the most important deliverables for driving end-user adoption because if the customers can't see that ParkMobile is available, they won't know they can use our system.

In addition to signage and decal design, our in-house marketing team will coordinate with the County to deploy a comprehensive launch marketing plan to spread awareness of the system in Hernando County. Previous marketing strategies include contacting local media, street teams handing out ParkMobile merchandise, social media campaigns, and more. ParkMobile can also use a geofence around Hernando County parks to alert existing ParkMobile users that they can use ParkMobile to pay for their parking.

Deliverable 3: Integrations

ParkMobile is actively integrated with over 100 industry providers. We have an open API that is easily accessible to new vendors who may come into the market or that we are not already integrated with. On the kickoff call, we will discuss the enforcement, meter, and LPR integration needs.

As previously detailed, ParkMobile also has an enforcement solution called "nForce" which we provide to all our clients. nForce is a web-based tool accessible via any internet-capable device, and it will reflect all paid, active ParkMobile parking transactions in real-time. During our prelaunch efforts and training, ParkMobile's team will review nForce with the enforcement staff and train staff on how to use it, but it is designed to be straightforward and user-friendly.

Deliverable 4: Merchant Account

The merchant account deliverable is the deciding factor around how the funds from ParkMobile transactions are distributed to the County. ParkMobile understands that the County prefers the vendor to serve as Merchant of Record for this project. When ParkMobile is Merchant of Record, ParkMobile remits net revenue (minus processing fees and transaction fees) monthly. Parkmobile can send monthly settlement reports to the County in addition to 24/7 administrative access through ParkMobile 360.

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Phase Two: Deployment

The next phase is the deployment phase, where the implementation team will produce signage and decals and finalize zone configuration in our system. We will also test transactions to ensure merchant accounts are set up correctly, and the customer payment process is running as expected.

The implementation team will also introduce the County project team to our marketing department. They will create customized marketing collateral and work on press releases to local media outlets. We will begin our social media campaigns to communicate to the public that ParkMobile will be available in Hernando County. ParkMobile will provide digital assets that the County can use on its websites, emails, social posts, etc.

Parking kiosk installation will be handled by the kiosk provider (Ventek, MacKay, or any other kiosk provider that the County prefers). The kiosk provider will be responsible for making sure all necessary permits are obtained. If the County selects Ventek or MacKay, they may be involved in the project kickoff call or any other implementation tasks alongside ParkMobile.

Once everything has been tested and the systems are a go, the ParkMobile and County's teams will set a go-live date when drivers can use ParkMobile to pay for parking.

Training

ParkMobile is prepared to provide thorough and ongoing training to ensure all designated personnel are comfortable using ParkMobile's back-office systems before 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 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, PEOs can ask questions about the platform and how to use it effectively.

County staff will also have 24/7 access to the ParkMobile Training Hub, which includes user manuals and step-by-step instructional videos. If staff still need guidance on using our system or if new staff

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members need to be trained, access to the Training Hub will be made available to all personnel. We have included a screenshot of the hub below.

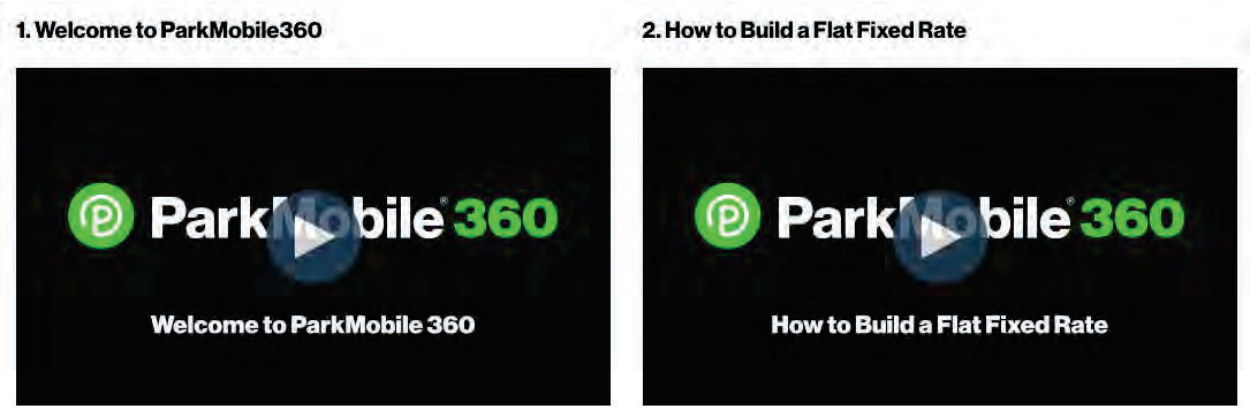

Figure - ParkMobile Zone Parking Hub Training Website

User Acceptance Testing

ParkMobile conducts user acceptance testing pre-go live throughout the implementation and training process, to ensure that everything is functioning correctly before the service is available to the public. 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.

Below are tests that will be conducted by ParkMobile pre-go-live:

- Test transactions will be performed for different zones throughout the Parks to confirm parking policies are accurate in pricing and reflecting the appropriate maximum duration.
- Test transactions will be conducted on varying days and times to ensure the County's parking rates and policies are correctly reflected in the system.
- Tests with merchant accounts will be conducted to ensure that payment methods on file are correctly charged. Multiple payment methods, such as VISA, Mastercard, Discover, AMEX, etc., will be tested for comprehensive accuracy.
- Tests will be conducted with all integration partners. Test transactions will be initiated in the ParkMobile system, and ParkMobile will coordinate directly with the enforcement provider (or any other selected vendor partner) to confirm that the transactions started in ParkMobile populate and reflect in the enforcement systems. This will ensure drivers who pay through the ParkMobile application will not receive erroneous citations.

Phase Three: Adoption Phase

Post system launch, ParkMobile will set weekly and monthly calls as needed with the County project team to discuss any improvements that can be made (signage, communications, zone configuration, etc) to enhance the contactless parking system. The implementations team will also introduce the County to John Blanton, the Account Manager who will be the County's key point of contact for all things related to the program. John will help the County set KPIs and track the usage and performance of the program. They can also help train individuals who might still have questions about how the ParkMobile app or ParkMobile 360 works.

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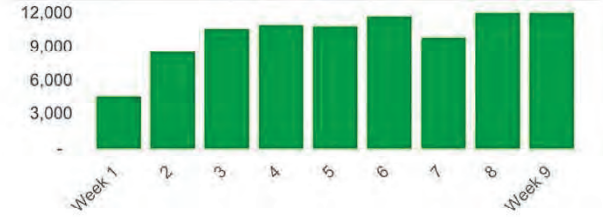
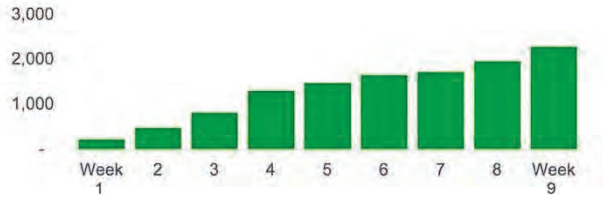
Rapid Adoption Of ParkMobile Post-Launch

ParkMobile is able to immediately generate high transaction volume as soon as the location goes live and sustain strong growth rates over time

Alexandria



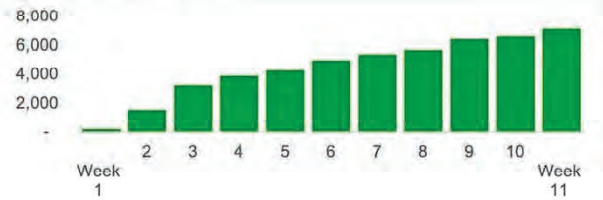
University of Georgia



Colorado Springs, CO



Birmingham, AL



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Attachments

ParkMobile Staff Resumes

We have attached resumes for our entire project team after this page.

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DAVID **HOLLER**

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David.Holler@ParkMobile.io · LinkedIn

Dave leads ParkMobile's Regional Sales Team responsible for municipal and campus markets. He and his team work directly with ParkMobile's public and private sector partners to deliver our best-in-breed mobility solutions. Dave has worked in the parking and mobility industry for 13 years, with a focus on helping municipal clients utilize technology to help solve their parking problems.

EXPERIENCE

DEC. 2017 – PRESENT

VICE PRESIDENT, SALES, PARKMOBILE, LLC.

Responsible for revenue growth and achieving sales quota for on demand mobile payments business – leading a team of 3 Regional Sales Directors and many Regional Sales Managers.
Attend parking and municipal trade shows, present to large groups, draft proposals, quotes and oversee RFP responses and contract process.
Has acted as the managing lead on all of ParkMobile's largest client additions since 2017. These include clients such as Boston, MA; Jacksonville, FL; Cleveland, OH; and many more.

FEB. 2015 – DEC. 2017

NORTHEAST REGIONAL SALES MANAGER, T2 SYSTEMS

Responsible for growth of multi-space parking meters, BI data analytics tool, PARCS and enforcement product line revenue in the Northeast via direct and channel sales.
Attended trade shows, presentations and industry events.

JAN. 2007 – AUG. 2014

DIRECTOR/VP OF SALES & BUSINESS DEVELOPMENT, COMPLUS DATA INNOVATIONS, INC.

Responsible for putting together formal RFP responses, informal proposals and multi-year contracts for municipal parking enforcement software and hardware.
Responsible for leading client presentations to local government groups.
Established corporate social media presence, Search Engine Optimization efforts and oversaw traditional marketing, promotion and advertising campaigns.

EDUCATION

BACHELOR OF SCIENCE - MARKETING, KEUKA COLLEGE

Men's Lacrosse Team
Students in Free Enterprise

BROOKE **KRIEGER**

1100 Spring Street NW, Suite 200, Atlanta, GA 30309 · 850-321-2074
Brooke.Krieger@ParkMobile.io · LinkedIn

Brooke (Bustle) Krieger is the Regional Sales Director for the South East Region at the leading mobility solutions company, ParkMobile. Before her time in the parking industry, Brooke led the fundraising efforts for the longstanding economic and tax policy think tank, Florida TaxWatch. She obtained her Master of Public Administration from Florida State University where she completed her thesis on managing government assets by comparing privately owned, city owned, and board authority management policies.

EXPERIENCE

MAR. 2023 – PRESENT

REGIONAL SALES DIRECTOR (SOUTH EAST), PARKMOBILE, LLC.

Responsible for revenue growth and achieving sales quota for on demand mobile parking payments, covering the South East territory of the US.
Partners with municipalities, universities, and parking operators to help modernize their operations in ways that better serve their patrons, streamline day-to-day operations, and provide staff with the insights needed to make smart decisions around parking and mobility policies.

DEC. 2018 – MAR. 2023

PREV. POSITIONS, PARKMOBILE, LLC

Held two previous positions at ParkMobile before being promoted to Regional Sales Director in 2023. Most recently, the Regional Sales Manager for the South East and previously an Account Manager for the Northeast region.

EDUCATION

MASTERS IN PUBLIC ADMINISTRATION (MPA) – FLORIDA STATE UNIVERSITY

BACHELOR'S DEGREE, PUBLIC POLICY ANALYSIS – FLORIDA STATE UNIVERSITY

ASHLEE **BARTON**

1100 Spring Street NW, Suite 200, Atlanta, GA 30309 · 470-373-1782
Ashlee.Barton@ParkMobile.io · LinkedIn

Ashlee Barton joined the ParkMobile team in early 2023 and is focused on driving growth and building strong relationships in the Florida market.

EXPERIENCE

APR 2023 – PRESENT

REGIONAL SALES MANAGER - FLORIDA, PARKMOBILE, LLC.

Partners with municipalities, universities, and parking operators to help modernize their operations in ways that better serve their patrons, streamline day-to-day operations, and provide staff with the insights needed to make smart decisions around parking and mobility policies. Has led the sales effort for several significant ParkMobile deployments in Florida, including Pinellas County and Pensacola.

APR 2019 – JAN 2023

PARTNER TRAINING SPECIALIST, SMILE DIRECT CLUB

Held two previous positions at ParkMobile before being promoted to Regional Sales Director in 2023. Most recently, the Regional Sales Manager for the South East and previously an Account Manager for the Northeast region.

EDUCATION

APPAREL DESIGN – THE ART INSTITUTE OF INDIANAPOLIS

GARETT **SNOOK**

1100 Spring Street NW, Suite 200, Atlanta, GA 30309
Garett.Snook@ParkMobile.io · LinkedIn

Garett has led all ParkMobile implementations since 2010 and is an expert in the successful deployment of the ParkMobile mobile parking payment system. Garett has a keen understanding of the unique needs of each new client to efficiently deploy ParkMobile in environments of every type (municipal, university, etc.) size, and age (brand new paid parking program to mature parking programs).

EXPERIENCE

APR. 2012 – PRESENT

DIRECTOR, IMPLEMENTATIONS, PARKMOBILE, LLC.

Responsible for managing a team of implementations staff to ensure the successful deployment of the ParkMobile system nationwide.
Developed current implementation process to efficiently onboard new clients
Launched ParkMobile in major municipalities including Pittsburgh, Milwaukee, Columbus, Boston, Philadelphia, St. Louis, Indianapolis, Washington DC, and more.
100% successful public sector implementation rate

Previous Position Held
MAY 2010 – APR 2012

IMPLEMENTATION MANAGER, PARKMOBILE, LLC.

EDUCATION

BACHELOR'S DEGREE - ACCOUNTING, NORTHWOOD UNIVERSITY

ASSOCIATE'S DEGREE - ACCOUNTING, DELTA COLLEGE

RECEIVED ACCOUNTING CERTIFICATE OF ACHIEVEMENT

BROOKE **FELDMAN**

294 Prospect Pl. NE, Atlanta, GA 30312 · 229-403-4226
Brooke.Feldman@ParkMobile.io · LinkedIn

Brooke joined ParkMobile in 2015 and leads the Account Management team responsible for helping ParkMobile's clients optimize their mobile payment program.

EXPERIENCE

JAN 2018 – PRESENT

DIRECTOR OF ACCOUNT MANAGEMENT, PARKMOBILE, LLC.

Lead 9-person account management team responsible for retention and incremental revenue growth of +1000 ParkMobile clients across all product verticals.

- 99+% annual client retention rate
- Outperformed annual revenue targets in 2017, 2018, and 2019.

Liaise between client base and cross-functional internal teams to inform product strategy and drive growth opportunities, providing industry expertise within the business.

JULY 2015 – JAN 2018

VARIOUS ACCOUNT MANAGEMENT POSITIONS, PARKMOBILE, LLC.

Led Account Management team of three directs through a period of 126% growth in ParkMobile users.
Leveraged and coordinated resources across ParkMobile departments to implement client initiatives.

JUNE 2013 – JULY 2015

PROJECT MANAGER, U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

Accelerated grant investment from less than $100,000 year one to $1.5 million by year three.
Directed design, marketing and implementation of three new incentive programs under HUD RFI:

- Job creation: Exceeded job creation target by 22%.
- Downtown development: Exceeded commercial and residential unit creation target by 31% and raised additional $1.2 million in downtown investment.

Led HUD RIF publicity efforts, resulting in local, state and national media placements, including CNN Money, Arkansas Business, and Arkansas Democrat Gazette.

EDUCATION

MASTER OF PUBLIC ADMINISTRATION, THE UNIVERSITY OF GEORGIA

4.00 GPA
Awarded Research and Teaching Assistantship in the Department of Political Science

BACHELEOR OF ARTS IN JOURNALISM, THE UNIVERSITY OF GEORGIA

Graduated with Summa Cum Laude honors

NATHAN **WOULD**

1100 Spring Street NW, Suite 200, Atlanta, GA 30309 · 770-818-9036
Nathan.Would@ParkMobile.io · LinkedIn

Nathan Would is a skilled leader who has a proven track record in account management, client retention, and growth strategies, particularly in the SaaS and technology sectors. He has an MBA and a degree in English, which has helped him develop a strong ability to communicate effectively in the business world. Nathan has a passion for making cities more livable and has been instrumental in ParkMobile's industry leading client retention and satisfaction record.

EXPERIENCE

2022 – PRESENT

DIRECTOR OF ACCOUNT MANAGEMENT, PARKMOBILE, LLC.

Leads B2G team of 14 in the implementation of account retention and growth initiatives across 500+ municipal and university accounts
Supports RFP responses and presentations before establishing and forming long-lasting relationships with key stakeholders
Plays pivotal client leadership communication role in large scale, public impact transitions, most recently systems migrations, security enhancements, and GPay partnership rollout.

2021 – 2022

MANAGER, ACCOUNT MANAGEMENT, PARKMOBILE, LLC

Led small team of 4 in the west, focusing on ensuring cities' and universities' MPP programs are fully optimized, promoting client satisfaction, retention, and growth.

2017 – 2021

SR. ACCOUNT MANAGER, PARKMOBILE, LLC

Used face-to-face meetings and frequent communication to learn current clients' needs, strategy, and goals while establishing and building productive, professional relationships.

EDUCATION

M.A. BUSINESS ADMINSTRATION AND MANAGEMENT – THOMAS UNIVERSITY

B.A. ENGLISH – THOMAS UNIVERSITY

JOHN **BLANTON**

1100 Spring Street NW, Suite 200, Atlanta, GA 30309
John.Blanton@ParkMobile.io · LinkedIn

John joined ParkMobile in 2018 and as an Account Manager is vital to our clients' success. John works alongside our clients to ensure that their operations are running smoothly and seeing program adoption growth. John has over a decade of account and business management experience.

EXPERIENCE

MAR. 2022 – PRESENT
SR. ACCOUNT MANAGER, PARKMOBILE, LLC
Manages several major ParkMobile clients in Southeastern US, including Miami Beach FL, Charlotte NC, Atlanta, GA, and Montgomery County, MD.

DEC. 2018 – MAR. 2022
SOUTHEAST ACCOUNT MANAGER, PARKMOBILE, LLC

JUNE 2014 – DEC. 2018
DIRECTOR OF OPERATIONS, CLARENDON COMPANIES

MAR. 2013 – FEB. 2014
BUSINESS DEVELOPMENT REPRESENTATIVE, ACHIEVEIT
Grew company revenue throw developing relationships with potential clients
Consistently led company in generating new leads and leading detailed software demonstrations

EDUCATION

B.S., BUSINESS MANAGEMENT – VIRIGINA TECH
INTERNATIONAL BUSINESS – ANGLO-AMERICAN COLLEGE OF PRAGUE

DONNIE **SENTERFITT**

1100 Spring Street NW, Suite 200, Atlanta, GA 30309 · 770-818-9036
Donnie.Senterfitt@ParkMobile.io · LinkedIn

Donnie has over 15 years of marketing experience in both professional services and technology companies. At ParkMobile, Donnie works with all new clients to implement marketing strategy and plans.

EXPERIENCE

2018 – PRESENT

FIELD MARKETING MANAGER (B2B AND B2C), PARKMOBILE, LLC

Works with all new clients/markets to develop and execute a customized marketing plan for launch.
Serves as the liaison between client, implementations, and digital marketing teams to plan and execute customer engagement campaigns, including email, social, and website best practices.
Writes and distributes national press releases for all new market launches.
Supports lead generation through field marketing programs and custom email campaigns around events.
Works closely with the sales team to develop SLA's to drive customer engagement and develop effective programs to drive sales and market share.
Has had a direct influence on client adoption rates with several clients over 70% adoption and many over the 50% mark.

2017 – 2018

MARKETING MANAGER, AVITRU

Worked with CMO and sales leadership to develop and execute the company's annual marketing plan.
Managed customer marketing, including developing a customer advisory board, a win/loss program, customer testimonials, and case studies.
Managed partner marketing, including working with strategic partners to collaborate on marketing plans and co-marketing opportunities.
Communicated event results to stakeholders and tracked campaigns and leads to measure ROI.

2014 - 2017

FIELD MARKETING MANAGER, PGI

Planned and managed quarterly regional field hospitality events to stimulate pipeline activity with customers and prospects.
Researched and recommended event sponsorship opportunities for the annual marketing plan to build awareness and lead generation.

EDUCATION

BACHELOR'S DEGREE - MARKETING, GEORGIA STATE UNIVERSITY

DEE **QUILLIAMS**

1100 Spring Street NW, Suite 200, Atlanta, GA 30309 · 877-727-5457
Dee.Quilliams@ParkMobile.io · LinkedIn

Dee Quilliams joined the ParkMobile team in 2010, when ParkMobile first launched in the U.S., and leads the Member Services Team remotely from Alabama.

EXPERIENCE

FEB. 2010 – PRESENT

SENIOR DIRECTOR, MEMBER SERVICES, PARKMOBILE, LLC.

Provide omnichannel support (phone, chat, web, email, app review, and social media) with average of 26,000 inquiries per month, while meeting key metrics for ASA, Abandonment, Answer Rate, SLA and maintaining an average CSAT rating of 92%.
Recipient of The Stevie Awards for Customer Service Team of the Year (2019).
Drive self-service by creating and maintaining robust Help Center content with 1,400+ internal and customer-facing knowledge base articles.

OCTOBER 2007 – FEB. 2010

DIRECTOR, MARKET RESEARCH, HAND PROPERTIES, INC.

Built retail profiles and success matrices to assist clients when preparing to enter new markets.
Performed detailed demographic analysis of potential sites, neighborhoods, and cities to ascertain likelihood of site selection by retail clients.
Developed customized location and site maps to assist with site selection determinations.
Assisted with the closure of three of the most profitable and high optics development deals.

OCTOBER 2006 – OCTOBER 2007

OPERATIONS MANAGER, FORRER & ASSOCIATES, INC.

Support recruiting efforts – candidate sourcing, management of contracted roles throughout lifecycle, client communications, candidate support from resume writing to interview prep.

EDUCATION

BS – HUMAN ENVIRONMENTAL SCIENCES, UNIVERSITY OF ALABAMA

Dean's List
Phi Upsilon Omicron Honor Society

Ventek M600 Kiosk Product Information and Pricing

We have attached detailed information about Ventek's M600 kiosk after this page.

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VenTek International
engineering the future of automated payment systems

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VenTek M600





Cabinet

- Cabinet constructed of 10 gauge reinforced steel with 1” stock around door and cabinet. Also includes 2 ½” by ¾” angle bracket along door hinge area and 5/8” bar stock along inside of cabinet on the hinged side.
- Cabinet design is large enough to allow for easy removal of internal components; bill acceptor, coin acceptor, printer, etc.
- Cabinet color can be: High gloss "Safety" yellow or NPS brown. Various custom colors are available on request.
- Front of the cabinet includes an area approx. 25" x 17 3/4" covered with a silkscreen graphic for the display of instructions and additional information. Can be customized with logos and other distinguishing features.
- Cabinet door features a recessed clear Lexan cover (of dimensions 5-1/8" x 3-3/8") protecting the display.
- Cabinet has a locking system with one locking point secured by a door bolt assembly, requiring one key to open.
- The cabinet is designed to bolt to a steel pedestal 12" x 12" square, with four 3/4" bolts.
- The cabinet can accommodate three separate conduit connections.

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- The Cabinet has a built-in door and cabinet sensor suite for intrusion detection and a siren to warn of an improper door opening.
- The door open sensor will activate when the front door opens 1/8" or more.
- The interior temperature is thermostatically controlled utilizing an optional 110v strip heater for AC machines only.
- Cabinet dimensions are 25" W x 34" H x 17" D with an approximate weight of 325 lbs., with internal components installed.
- Cabinet lock is a Medeco Lock keyed with a proprietary combination exclusively for new installations.
- The cabinet contains internal insulation for better temperature control in harsh climates.
- "After Hours" shutter system is available to protect against vandalism.



LCD Display

VenTek's screen is back lit, 6" LCD (grayscale) screen. This backlit screen makes it extremely easy to read in any lighting situation from high sun to low light. The letters and number are clear and sharp. With four lines of type at 22pt font as shown here, the message is easily read by the customer, even vision impaired and color blind customers can easily see the message. We can also offer additional lighting above the face plate of the pay station if needed for very dark situations.

- It is back lit with a Lexan cover to prevent glare and scratches
- The pay station's Display Module features a high visibility Liquid Crystal Display (LCD) with graphical capability. The LCD can be configured to display either 8 lines containing 40 characters text in so called, "Single Height, Single Width" format, or 8 lines of 24 characters text in "Double Height, Double Width" format, to improve usability for the visually impaired. In conjunction with this text mode, the LCD also supports a "pixel-addressable" mode capable of rendering graphical images.



- The message on the screens is programmable through the rate table and can be uploaded in real time to each pay station as needed. These changes can be made by contacting the VenTek Client Relations group or by a trained staff member on site.
- The flow of the message can be programmed from Welcome to message complete transaction complete message.
- Operating status messages can be programmed to show on the screen for both users and maintenance personnel.
- Displays customer transaction information

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- A red light can be added when there is a fault at the pay station.

Keypad

VenTek meets the Keypad requirements.

- VenTek's keyboards are push button, and back lit for easier viewing in low light conditions.
- They are resistant to freezing rain, sand, snow and other elements.
- We have two options either a 3x4 key pad with numbers 1-12 (most often used for ticket vending), alphanumeric (used for pay by plate parking). Our alphanumeric plate is backlit for easier viewing.

- Buttons are made of non-heat conductive material and will not become too hot because of being exposed to sunlight.

Card reader

VenTek meets the requirements in this RFP for Credit Card reader and operation – EMV Compliant Card Reader.

- The All in One (AIO) card reader is housed where it will not be affected by the elements.
- AIO card reader is located in the main cabinet.
  - It will read dual striped cards and smart cards with magnetic stripes, smart memory, and microprocessor cards.
  - Pay Stations shall be outfitted with dual-sided magnetic stripe and EMV capable credit card readers.
  - Our Pay Stations offer near-field communication (NFC) contactless payment options; Apple Pay, Samsung Pay, and Google Pay are available with select EMV processors.
  - VenTek hardware and firmware maintains compliance with EMV chip/pin configuration and all PCI emergent technology.
  - Pay Stations will only accept payment by credit cards and PCI insignia branded debit cards along with PCI credit card industry brands including VISA, MasterCard, and American Express, Discover, and Diner's Club. Inclusion of new credit card industry brands shall be added as necessary.



- The Pay Station will also accept other payments if the credit card slot is not working.
  - A message will display on the screen regarding the use of credit cards.
  - A message/alert will be sent to the back office of the problem, and we can also program the system to send text messages or emails to the appropriate staff to let them know of the issue.

Coin Acceptance

VenTek meets the requirements for the Coin and Bill Acceptance.

- The coin validator is housed inside the cabinet.
- VenTek's coin acceptance system is free fall in design.
- There is an automatic shutter that opens for coin insertion.

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- We use both optical and magnetic detectors to determine a coins validity.
- Any rejected coins are existed through the coin return.
- The coin escrow can meet the requirements as long as the visitor pushes cancel before the transaction is completed.
- Type of coins is defined through the Central Management Software.
- If the coin slot becomes in operable, other forms of payment will still operate.
    - A message will display on the screen regarding the use of coins
    - A message/alert will be sent to the back office of the problem and we can also program the system to send text messages or emails to the appropriate staff to let them know of the issue.

Coin Collection

- Coin collection is performed by removing the coin vault (with key) and replacing it with an empty vault. (Vault removed will still be locked.)
- There is a handle built into the vaults
- A collection transaction can be printed at the pay station and a report is also made at the back office for auditing.
- The coin canister has a capacity of 4 liters which would fit approximately 1,500 quarters.

Coin/Ticket Cup:

1. Constructed of stainless steel.
2. Mounted to the front door.
3. Includes a clear lexan door.
4. With Change-giving, single cup used for dispensing receipts, providing change and coin return.
5. Drain hole to allow water or condensation to escape.

Bill Acceptor:

1. Manufactured by either a U.S. or Canadian based company.
2. Bill acceptor has a double-locking, removable bill cassette (LRC).
3. Easily removed for servicing.
4. Utilizes 12 VDC @ 2 Amp (max) for operation.
5. Capable of accepting $1, $5, $10, $20, $50 & $100 dollar bills.
6. Bill denomination acceptance is configurable.
7. Bills are stacked in a vertical position.
8. Bill acceptor is capable of stacking approx. 1000 bills.
9. Bill acceptor is able to accept bills in all four orientations.
10. Capable of verifying bill and holding bill in a non-stacked escrow position, pending approval to stack the bill from the pay station controller. Otherwise, bill is returned to customer.
11. Is upgradeable to accept changes in bill currency introduced by the government.

Coin Acceptor:

1. Manufactured by a U.S. based company.
2. Validates U.S. nickels, dimes, quarters and dollar coins.
3. Easily removed for serviceability -- no tools are required to remove coin acceptor.
4. Utilizes 12 VDC @ 1.1 Amp max for operation.

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5. In non-change giving systems, rejected coins are returned to a visible tray below the coin entry slot easily viewed by customers.

Coin Bag:

1. Constructed of red canvas with a metal attachment mechanism to install below the coin acceptor.
2. Utilizes a double-locking system to prevent unauthorized entry.
3. Includes a locking system which, when removed, and is padlocked, will not allow access to the coins nor allow the bag to be re-inserted until the padlock is opened, and the locking mechanism within the coin bag is reset.
4. When bag is removed a micro-switch automatically signals the Pay Station to print a cash audit report and update the venVUE® database with the event and the audit totals.
5. Includes a clear plastic slot underneath the bag to store cash audit reports issued during the coin collection process.



Coin Vault (optional replacement for coin bag):

1. Constructed of stainless steel. Installed below the coin acceptor.
2. Utilizes a double-locking system to prevent unauthorized entry.
3. Volume is approximately 4 liters
4. Includes a locking system which, when removed, will not allow access to the coins nor allow the box to be re-inserted until the locking mechanism within the coin box is reset.
5. When vault is removed a micro-switch automatically signals the Pay Station to print a cash audit report and update the venVUE® database with the event and the audit totals.

- VenTek's pay stations can be programmed to accept bills, credit cards and/or coins. This can be changed as needed in the field.

VenTek Response: Data Security



- Data leaving the pay stations via Amazon Web Services (AWS) S3 server-side encryption uses one of the strongest block ciphers available, 256-bit Advanced Encryption Standard (AES-256), to encrypt your data.
- VenTek's Transaction Processing System is both PCI DSS and PA-DSS compliant and is certified by the PCI Standards Council. As a Level 1 PCI-DSS service provider, VenTek's two PCI data security certifications represent the strongest in the industry. In the eyes of the PCI Standards Council, this puts VenTek on the highest data security tier of any payment system provider.

Cellular Connected

- Each pay station is equipped with a modem and software for 4G communications.

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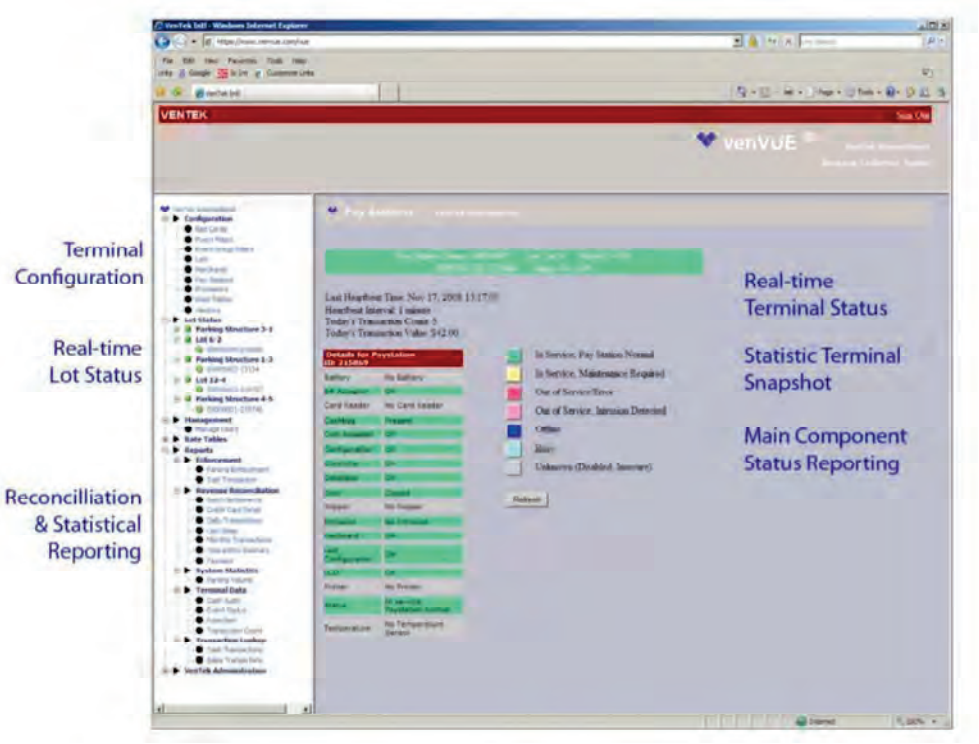
  - All pay stations are linked via venVUE®, our central management system. This system is connected via cloud-based web service so that information is available in real-time from the pay stations to the back office.
  - Transactions and alarms are communicated to the back office via internet access, and the system can also be programmed to send text messages or emails to appropriate personnel for any specific alarms.
  - Any connectivity charges will be included in the pricing sheet.
- Ethernet communication is an option if the cables are available.

Software - Back Office Operations

VenTek's venVUE® central management software meets all of the requirements above. See below for further description for venVUE® Secure Web Revenue Portal.

VenTek International offers a complete management system for your revenue collection network called venVUE®. This web-based platform provides real-time pay station status, remote active and passive monitoring, remote pay station configuration, and report generation for status, operational statistics, revenue collection and reconciliation. Whether your network is one or one-thousand, venVUE® can help you manage and maintain your revenue collection system. The system uses American English language and the back office will be able to access venVUE® through their existing PCs with URLs and ID supplied initially by VenTek. This program and all of its data is available to our customer at any time.



The User Interface

venVUE® provides a window into the network of meters via the Central Control Unit (CCU) and the system database. With venVUE®, users can view status and transactional data in real-time, render reports to support audits and generate an array of statistical data.

- Controlled Information Access
- venVUE® allows for different levels of user access. Access to each module of venVUE® can be granted or restricted, ensuring that employees only have access to the amount of detail necessary.

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Real-Time Status and Monitoring

In using venVUE®, a revenue network can be monitored in real-time and from remote locations at any time day or night. VenTek pay terminals provide database information and routine status reports using access to the internet via a direct connection, Wi-Fi or digital cellular. Should unauthorized access to a pay terminal take place, the system is able to generate an email or text message to alert authorities.

Audit and Reporting

All transactional and statistical data is uploaded to the CCU in real-time. This provides a second level of audit control for revenue collected at each terminal, as-well-as a much more extensive suite of audit and reconciliation reporting from venVUE®. All transaction detail is automatically uploaded to the CCU and is instantly available through a number of standard reports. Each audit period is also automatically closed through the cash collection process, and reports are generated at both the terminal level and through the CCU. Custom reports are available; however the system comes standard with a variety of reports that provide detailed information regarding revenue, enforcement, terminal details, statistics and sales transactions. venVUE® generates all reports in PDF format. Optionally, venVUE® can export any of the existing report data fields into a variety of other file formats (tab delimited, Excel, etc.) to allow the user to import data into other applications.

The venVUE® remote management system's reporting capabilities include:

- System Statistics
  - Usage patterns
- Revenue Reconciliation
  - Cash Pickup
  - Payment Card Settlements
- Transaction Lookup
  - By Payment Made: Cash, electronic
  - Cash Transactions with change payload by denomination
- Terminal Data
  - Machine status indications (Door open/close, etc.)
  - Peripheral status indications (Bill/coin Acceptor jam, printer fault condition, etc.)

M600 AFM - RENTAL

Project	**Hernando County Parks - FL - Park Mobile**	**Date**	**19-Aug-2024**
Client	**Ashlee Barton - Park Mobile**	**Client Phone**	**813.226.7080**
Address		**Client Email**	ashlee.barton@easypark.net
Contact	**Victoria Iacovetto**	**Validity**	**90 days**
Email	victoria@ventek-intl.com	**Phone**	**415-246-3138**

Thank You for Choosing VenTek

Capital Costs - Hardware, Installation, Setup & Services

KIOSK				
Item	**Description**	**Quantity**	**Unit Price**	**Extended Price**
E1	M600 Pay by License Includes 1 year Warranty Power Configuration: AC Connectivity: Cellular Payment Mode: All Pay All in One Payment Device - Provides EMV Near Field Contactless Credit Card Read (Tap and Pay) EMV Chip Read and Traditional Swipe. Future Mobile Payments like Apple, Samsung, Google - First Implementation of Mobile Payment with Chase Paymentech then Fiserv/First Data then Elevon Bill Acceptance w/ Spare Bill Locking Revenue Collection Unit Coin Acceptance w/ Spare Coin Revenue Collection Unit Custom Wrap - Door Only Heater for AC Systems only Pedestal - 12", 18", 24", 30", 35" options	2	$14,800	$29,600
			Total Kiosk	**$29,600**
			Total Kiosk with Cancel Transaction Refund	**$31,600**

INSTALLATION & TRAINING				
Item	**Description**	**Quantity**	**Unit Price**	**Extended Price**
INSTS1	Installation & Training - Base Fee for 1st day Installation & training - based on a standard installation. Training Conducted on site and unlimited while technician is available onsite	1		$2,500
	Shipping[1]	2	$600	$600
			INSTALLATION & TRAINING	**$3,100**

Part II - Operating Costs - Software Subscription Fees

ANNUAL SOFTWARE SUBSCRIPTION FEES				
Item	**Description**	**Quantity**	**Unit Price**	**Extended Price**
SW	Cloud Based System Management - User cerdential for venVUE®, VenTek's web based management system, Secure PCI Level 1 Certified Server on Amazon Cloud for Data Storage & Payment Gateway, and Cellular Connectivity.	2	$1,140	$2,280
			ANNUAL SOFTWARE SUBSCRIPTION FEES	**$2,280**

SERVICE				
Item	**Description**	**Quantity**	**Unit Price**	**Extended Price**
STDW	Standard Warranty: Free Unlimited Tech Support for 3 Months / Warranty Issues for 12 months	Incl.	incl.	incl.
EXTW	Extended 1 Year Factory Warranty (Recommended for years 2+) - Configuration Deper	2	$900	$1,800
SERVICE	Service - 4 preventative maintenance calls & 8 service calls	LOT		$19,200
OL1	Onsite Service Calls billed at $150/hr. Including Time and Material	per hour	$150	
AH1	After Hours Telephone Support Hourly Labor Rate $150.00/hr. (Billed in 15 min increments)	per hour	$150	

Kiosk per spec with cancelled transactions refunded	**$31,600**
Installation and Training	**$3,100**
Annual Recurring Software Subscription	**$2,280**
Service	**$21,000**
Total	**$57,980**
Down Payment	**$3,100**
Montly	**$2,936**

Notes:

1 **Shippping is an Estimate Only - Actual Costs will be billed upon shipment**

2 **Payment Gateway - VenTek, as a Level 1 PCI Service Provider, ensures secure payment processing through its Secure Electronic Gateway. This direct connection between the VenTek System and your Payment Card Processor guarantees PCI compliance**

3 **Installation Includes securing the unit to a surface prepared per installation drawing, connecting existing electrical inside the unit, installing software, network programming and configuration, and installation of all parts and peripherals necessary for unit operation.**

3 **Installation Quote does not include Site Prep: Concrete or Conduit Work, Pulling Electrical or Communication Cables or Removal of**

5 **For an AC-powered machine, please ensure that a qualified electrician is available to connect the machine to the power source. While we won't be checking for proof of certification, it's important to prioritize safety and adhere to local regulations when working with**

6 **Onsite Training is conducted during and/or after installation. If VenTek must come back onsite, time wil be billed at $150/hr Including**

7 **venVUE System Management training conducted remotely via WebEx**

CONFIDENTIAL

8 **All funds due are in U.S. dollars. Terms Net 30 from date of delivery. 1.25% finance charge (15% per annum) applied to balances over 30**

M600 AFM

WARRANTY				
Item	Description	Quantity	Unit Price	Extended Price
STDW	Standard Warranty: Free Unlimited Tech Support for 3 Months / Warranty Issues for 12 months	Incl.	incl.	incl.
EXTW	Extended 1 Year Factory Warranty (Recommended for years 2+) - Configuration Dependent			TBD
OL1	Onsite Service Calls billed at $150/hr. Including Time and Material	per hour	$150	
AH1	After Hours Telephone Support Hourly Labor Rate $150.00/hr. (Billed in 15 min increments)	per hour	$150	

SPARES				
Item	Description	Quantity	Unit Price	Extended Price
SP1	Spare 40A Battery	1	$252	252
SP2	Spare 17 A Battery	per unit	$135	
SP3	Spare 80 A Battery	per unit	$458	
SP4	Spare Credit Card Reader	per unit	$840	
SP5	Spare All In One	1	$1,600	1600
SP6	Spare Bill Acceptor	1	$2,500	2500
SP7	Spare Coin Acceptor	1	$1,394	1394
SP8	Spare Controller	1	$1,320	1320
SP9	Spare Display	1	$826	826
SP10	Spare Printers, Including Cable	1	$1,650	1650
SP11	Spare keypads 1x4	1	$170	170
SP12	Spare keypads 3x4		$229	0
SP13	Spare Keypad - Alpha-Numeric	1	$483	483
SP14	Spare Modem	1	$595	595
SP21	Recommended Spares - Configuration dependent	1 per 10	Quote	$10,790.00

CONSUMABLES				
Item	Description	Quantity	Unit Price	Extended Price
C1	Custom VenTek Annual Pass/Value Cards - Lot of 1000	per card	$1.50	
C2	Standard Ticket Paper Rolls (Order quantity10+ rolls) 1" core	per roll	$55	
C3	Custom Ticket Paper Rolls (Order quantity 55+ rolls) - Estimate only	per roll	Quote	
C5	Cleaner - Thermal Printer, box of 25	per cleaner	$1	
C6	Cleaner - Credit Card Reader, box of 50	per cleaner	$1	

M600 AFM - PURCHASE

VenTek International
engineering the future of automated payment systems

Project	**Hernando County Parks - FL - Park Mobile**	**Date**	**19-Aug-2024**
Client	**Ashlee Barton - Park Mobile**	**Client Phone**	**813.226.7080**
Address		**Client Email**	ashlee.barton@easypark.net
Contact	**Victoria Iacovetto**	**Validity**	**90 days**
Email	victoria@ventek-intl.com	**Phone**	**415-246-3138**

Thank You for Choosing VenTek

Capital Costs - Hardware, Installation, Setup & Services

KIOSK				
Item	**Description**	**Quantity**	**Unit Price**	**Extended Price**
E1	M600 Pay by License Includes 1 year Warranty Power Configuration: AC Connectivity: Cellular Payment Mode: All Pay All in One Payment Device - Provides EMV Near Field Contactless Credit Card Read (Tap and Pay) EMV Chip Read and Traditional Swipe. Future Mobile Payments like Apple, Samsung, Google - First Implementation of Mobile Payment with Chase Paymentech then Fiserv/First Data then Elevon Bill Acceptance w/ Spare Bill Locking Revenue Collection Unit Coin Acceptance w/ Spare Coin Revenue Collection Unit Custom Wrap - Door Only Heater for AC Systems only Pedestal - 12", 18", 24", 30", 35" options	2	$14,800	$29,600
			Total Kiosk	**$29,600**
			Total Kiosk with Cancel Transaction Refund	**$31,600**

INSTALLATION & TRAINING				
Item	**Description**	**Quantity**	**Unit Price**	**Extended Price**
INSTS1	Installation & Training - Base Fee for 1st day Installation & training - based on a standard installation. Training Conducted on site and unlimited while technician is available onsite	1		$2,500
	Shipping[1]	2	$600	$600
			INSTALLATION & TRAINING	**$3,100**

Part II - Operating Costs - Software Subscription Fees

ANNUAL SOFTWARE SUBSCRIPTION FEES				
Item	**Description**	**Quantity**	**Unit Price**	**Extended Price**
SW	Cloud Based System Management - User cerdential for venVUE®, VenTek's web based management system, Secure PCI Level 1 Certified Server on Amazon Cloud for Data Storage & Payment Gateway, and Cellular Connectivity.	2	$1,140	$2,280
			ANNUAL SOFTWARE SUBSCRIPTION FEES	**$2,280**

SERVICE				
Item	**Description**	**Quantity**	**Unit Price**	**Extended Price**
STDW	Standard Warranty: Free Unlimited Tech Support for 3 Months / Warranty Issues for 12 months	Incl.	incl.	incl.
EXTW	Extended 1 Year Factory Warranty (Recommended for years 2+) - Configuration Deper	2	$900	$1,800
SERVICE	Service - 4 preventative maintenance calls & 8 service calls	LOT		$19,200
OL1	Onsite Service Calls billed at $150/hr. Including Time and Material	per hour	$150	
AH1	After Hours Telephone Support Hourly Labor Rate $150.00/hr. (Billed in 15 min increments)	per hour	$150	

Kiosk per spec with cancelled transactions refunded	**$31,600**
Installation and Training	**$3,100**
Annual Recurring Software Subscription	**$2,280**
Service	**$21,000**
Total	**$57,980**

Notes:

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M600 AFM

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SPARES				
Item	**Description**	**Quantity**	**Unit Price**	**Extended Price**
SP1	Spare 40A Battery	per unit	$252	
SP2	Spare 17 A Battery	per unit	$135	
SP3	Spare 80 A Battery	per unit	$458	
SP4	Spare Credit Card Reader	per unit	$840	
SP5	Spare All In One	per unit	$1,125	
SP6	Spare Bill Acceptor	per unit	$2,500	
SP8	Spare Controller	per unit	$1,320	
SP9	Spare Display	per unit	$826	
SP10	Spare Printers, Including Cable	per unit	$1,650	
SP11	Spare keypads 1x4	per unit	$170	
SP12	Spare keypads 3x4	per unit	$229	
SP13	Spare Keypad - Alpha-Numeric	per unit	$483	
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SP21	Recommended Spares - Configuration dependent	1 per 10	Quote	

CONSUMABLES				
Item	**Description**	**Quantity**	**Unit Price**	**Extended Price**
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C3	Custom Ticket Paper Rolls (Order quantity 55+ rolls) - Estimate only	per roll	Quote	
C5	Cleaner - Thermal Printer, box of 25	per cleaner	$1	
C6	Cleaner - Credit Card Reader, box of 50	per cleaner	$1	

MacKay Tango Pay Station Product Information and Pricing

We have attached detailed information about MacKay Meters' Tango Pay Station after this page.

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MacKay TANGO™



MacKay TANGO™

Key features:

- High strength stainless steel keeps it secure and rust free.
- Flexible, modular design that is easy to upgrade, service and maintain.
- Powerful off-site monitoring capabilities by adding a communications kit and Sentinel ™ Meter Management System. Monitor your equipment remotely, generate reports, and receive alerts, no matter where you are.
- Comprehensive and easy-to-use display menus
- ADA Compliant.
- Features a large color Liquid Crystal Display with back light, capable of displaying graphics.
- English? Español? Français? The multi-language capability allows users to select the language of their choice to carry out transactions.
- Optional credit card payment. Offer end users security, convenience, and reject fraudulent payment. Use MacKay's On-line Real-time Credit Card Approval feature utilizing secure PCI compliant electronic payment processes.
- MacKay Meters backs its product lines with a solid warranty based on the confidence in the quality of its products.

<over for specifications>

www.mackaymeters.com

MacKay TANGO™

SPECIFICATIONS



GENERAL SPECIFICATIONS

Environmental

- Extended operating temperature range[1]: -30°C (-22°F) to +50°C (+122°F)
- Humidity: Up to 95% RH (non condensing)

Cabinet Materials, Dimensions & Weight

- Welded reinforced Grade 304-2B stainless steel (9 gauge carbon steel equivalence)[2] for cabinet and doors
- Aluminium front with Lexan® display covers for the LCD screens, rate/instruction plate, LED panel and site branding display
- Overall dimensions: 1359 mm (53.5 inches) (H) x 315 mm (12.4 inches) (W) x 349mm (13.75 inches) (D)
- Weight (without battery) 72 Kg (160 lbs)

Power Supply Configurations/Options

- Solar powered with commercially available battery
- AC Single Phase, 110/120VAC, 50/60 Hz

Communication Options

- Cellular wireless technology supporting GPRS or CDMA modem[3]

Payment Systems

- Coins
- Tokens (optional)
- Credit cards utilizing secure, on-line real-time PCI compliant processes (optional)
- MacKay Smart (Chip) Cards (optional)
- Cell phone payment (optional)

Ticket Printing

- Thermal printer offers alphanumeric printing in various fonts and languages

COMPONENTS

Display

- High contrast, color, sunlight readable, 320 x 240 pixels graphics LCD
- Viewing area 114mm (4.5 inches) x 89mm (3.5 inches)

Coin Acceptor

- Programmable: Accepts up to 16 coins or tokens
- 3-coil design provides accurate coin reads and long life.
- Straight drop coin chute allows for superior detection and removal of foreign objects.
- High security, stainless steel coin box that holds 4.2 L or approximately 2400 US quarters.
- Escrow and coin return holds up to 50 quarters

Card Reader

- Single slot, dual mode card reader captures magnetic stripe (ISO 7810/11) credit card data, and provides an ISO 7816 interface for smart card acceptance
- EMV upgradeable (supports multiple payment options)

Keypads & Buttons

- Alphanumeric keypad
- Vandal resistant and rated for resistance to impact, shock and vibration to MIL standards
- Sealed against ingress of water and dust to IP67, and designed for exposed outdoor and extreme environmental conditions

Printer

- Heavy-duty printer head with minimal moving parts ensuring quality, reliability and endurance
- Print life of over 20 million character lines
- Designed for high-resolution printing
- Guillotine type cutter with full or partial paper cutting options (software selectable)
- Accessible for ease of maintenance

FEATURES

Security

- High security locks for cash box, cash vault, and main door
- System monitored access sensors on main and vault doors and sensor detecting presence of cash box

Audit and Statistic

- Remote monitoring of grand totals and subtotals for coins and card transactions per type
- Full or quick audit tickets are software selectable

Maintenance

- User-friendly graphic interface tools for diagnostics, configuration and editing
- Easy access modular design

Web-Based Hosted Sentinel™ Meter Management System

- Remotely monitor and generate audit, transaction and occupancy reports for all on-street equipment using a web browser and secure web portal
- Generates a variety of reports including grand totals and subtotals for coins and card transactions per type, which can be exported as PDF or CSV files, or imported into other applications

Warranty

J.J. MacKay Canada Limited, the manufacturer, guarantees for a period of one year from the date of shipment against defects in workmanship and /or materials.

As our policy is one of continuous product improvement and development, we reserve the right to alter product specification and design.

Photos are representative; product appearance may differ.

[1] All MacKay Tango™ components are operational within this range. Standard sealed lead acid battery operational temperature rating is from -20C (-4F) to 50C (122F) when charging, and from -30C (-22F) to 60C (140F) when discharging.
[2] Independent laboratory tests indicate that all things being equal, a component made of 11-gauge 304-2B stainless steel, would have equal or greater tensile strength, shear strength and malleability, as compared to the same component made out of 9-gauge carbon steel.

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MACKAY METERS™

95LT0000700TANGO-v10-02/22

Head Office:
J.J. MacKay Canada Limited
1342 Abercrombie Road, PO Box 338,
New Glasgow, Nova Scotia, Canada B2H 5E3
Phone (902) 752-5124
Fax (902) 752-5955

Head Office customer support and technical support:
Toll free in North America: 1-888-4MACKAY (462-2529)
Fax (902) 752-4889
Email customer.service@mackaymeters.com
Web www.mackaymeters.com

Sales Office:

MacKay multi-space

SENTINEL™
Meter Management System



New Reporting Tools with Analytics



User-Friendly Screen Editors for Modifying Displays



Flexible Maintenance Ticket Functionality and Alert Notification

Sentinel™
Meter Management System

Version 2.0
Key features:

- Browser driven application
- Secure web interface
- Supports both wireless single space and multi space meters
- Allows for remote monitoring of key components for maintenance purposes
- Integrated mkAnalytics with customizable reports
- Choose from a variety of pre-designed reports for transaction and audit data
- Provides an interface to export data to other applications including Microsoft® Excel®
- User Group Permission based access
- Remote Alert Notification for quick communication of meter alarms
- Maintenance tickets to track and resolve tasks online including maintenance
- Rate, screen and ticket editors allow administrator the ability to change meters remotely
- Pay by Space and Pay by Plate enforcement reports that are viewable from any Internet enabled device, including cell phones
- Customizable functionality for each user based on user group settings
- Superior filtering for quickly finding important data
- Permit editor for adding plates to enforcement reports for special circumstances

<over for specifications>

www.mackaymeters.com

SENTINEL™
Meter Management System

SPECIFICATIONS

System Administration
The system administration feature gives the administrator control over the set up and specifications of the meters. Features include:

- Display Configuration
- Dashboard Configuration
- Editable Alert Codes / Work performed
- Add User to Sentinel™ Meter Management System (MMS)
- View / Edit Users and User Groups

Alert Notification Management
Allows administrator to decide which users will be notified when alerts happen from single space wireless meters or from multi space meters.

Rate / Tariff Management
Allows administrator to build, modify and deploy rate/tariff files remotely to the wireless single space and multi space meters. Rates can be sent to a single meter or to a group of meters.



Maintenance Tickets
Control maintenance more efficiently by using the customizable maintenance tickets and alert tools. Works with a mobile version that can update maintenance tickets onstreet.
Features include:

- Custom Alert messages
- Custom Maintenance codes
- Custom work performed descriptions
- Full maintenance history
- Ticket import for third party integration
- Staff comments section

Location Management
In Meter Management, users can view each individual meter and see the Unit Info, Status and location for each. From this menu, detailed histories, reports, and maintenance tickets can be viewed or assigned. Features include:

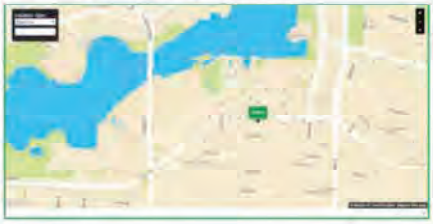
- Add / View Meters (single space and multi space)
- Add / View Zones (for grouping meters)
- Add / View Inventory (meters not yet deployed)
- View transaction reports, occupancy reports, audit reports, reconciliation reports
- View alert history and maintenance history



MAP Display
With the MAP display feature, the user can search for a specific meter or a group of meters using the digital map interface. Each meter is represented by an icon that can be selected to show detailed meter information.

Features include:

- Digital MAP Display with building footprints
- View Locations
- Import locations from third party applications



Pay by Space / Pay By Plate Enforcement
The Pay by Space and Pay by Plate applications allow users who have pay stations in those configurations to setup, view and enforce parking using Sentinel ™ MMS. A mobile app is also available for enforcement.

Current Alerts
The Current Alarms application provides an up-to-date report on any alerts that have been sent from the meters to Sentinel ™ MMS. The report lists the alerts currently active. Filters allow for a quick search of specific alerts.



Battery and Signal Strenth Monitoring
Sentinel ™ MMS includes several analytics reports that monitor the battery levels and signal strength of each meter.



Ticket / Receipt Editor
Sentinel includes an easy to use receipt editor that allows the administrator level users the ability to create various ticket layouts for pay stations.



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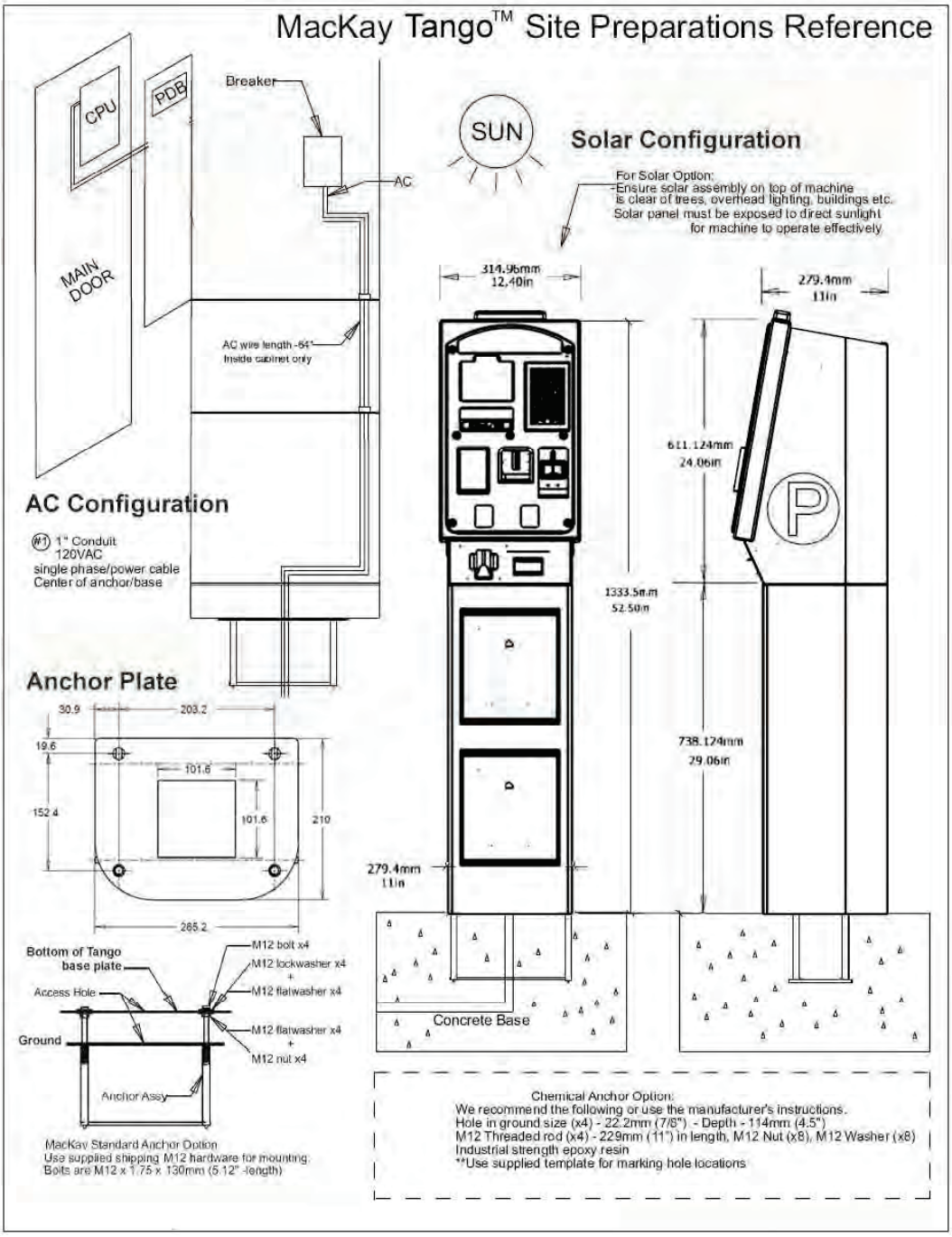
MacKay systems

90LT0000350-05/20

Tango Installation and Mounting

Pricing for installation on pre-prepared locations is outlined in the pricing section



MACKAY TANGO PRICING

Quantity	Description	Price Each	Extended
2	Solar Powered MacKay Tango pay station – supports pay by plate, pay by space and pay and display modes. Supports coin, credit card, and smart card payment. Compatible with mobile payment. Includes 40 Ah battery, 1 roll of ticket paper, 2 sets of high security keys (3 separate compartments), 2 coin boxes. Includes 1 year warranty.	$6250.00	$13,500.00
1	Credit card gateway setup fee	$295	$295.00
	Shipping		$325.00
		Sales Tax	TBD
		Total	**$ 14,120.00**
2	Optional Contactless EMV Reader	$1000.00	$2,000.00
2	Optional AC Power Configuration-Tango's can be set up for AC operations at no additional charge.	No charge	No charge

MONTHLY FEES

Quantity	Description	Price Each	Extended
2	MacKay Tango monthly fees – includes unlimited credit card transactions, cellular communications package, Sentinel MMS hosted solution and toll-free support from Customer Service. $55.00 / month	$660 / year	$1,320.00 / year



1.3 MULTI SPACE (TANGO) OPTIONAL

1.3.1 SPARE PARTS LIST (OPTIONAL)

MacKay Part #	Description	Unit Price
46PD0651100	Tango Pedestal Assembly	$995.95
46PD6000250	Service Door Assy	$89.95
46PD3052000	Elite Cash Box Assembly	$210
30PD6051000	Cash Box_Vault Switch Assy	$29.95
46PD3051750	Elite Lower Coin Chute Assy	$19.95
46PD6051200	Vault Door Assembly	$449.95
50PD0000100	Vault Door Lock Assy	$74.95
50PD0000340	M3 Medeco Lock	$49.95
46PD6051525	Tango Upper Coin Chute	$48.95
15PD5051022	Power Distribution Board	$499.95
30PD6051200	Tango Printer Assembly	$939.95
70TK0000050	Paper Roll	$40.00
46PD6051575	Tango Printer Chute	$29.95
46PD6051050	Tango Main Door Lock Assembly	$149.95
50PD0000320	M3 Medeco Lock c/w nut	$49.95
30PD6051050	Cabinet to Main Dorr Switch Assy	$29.95
46PD6051700	Tango Main Door Assembly	$599.95
30MM0000100	1x6 Keypad	$89.95
46PD6000110	Tango Aluminum Front 1x6 Keypad PaybyPl/Coin/Card	$89.95
30PD3000200	Pay by Plate c/w 4 -M4 nuts	$499.95
20GD0000025	Smart Chute Plus	$48.95
30PD0000166	Escrow	$159.95
46PD6051750	Tango Coin Cup Assembly	$3.00
25PD0000005	Magstripe Card Reader Assembly	$249.95
25PD0000040	Card Reader	$149.95
30PD6052051	Tango Radio Assembly (LTE)	$369.95
30PD6000000	Custom Solar Panel 6.5 Watt	$34.95
30PD6052010	Antenna for Solar Configuration	$19.95
30PD6051300	Tango CPU Assembly	$899.95
30PD0000105	40-Amp Battery Assembly	$250
46PD6000905	Tango Anchor	$150.00
25PD9051500	VP5300 EMV Card Reader c/w Contactless Assembly	$1,000.00

1.3.2 TANGO EXTENDED WARRANTY (OPTIONAL)

MacKay is offering the MacKay Tango™ machine with a one-year warranty.

The City may desire to purchase MacKay Tango™ machines with an extended warranty. The following pricing will apply and is shown per parking meter terminal:

Part Number	Description	Unit Price
PD00002Warranty	1 Year Standard Warranty	Included
Extended Warranty	2 Year Warranty	$500.00
	3 Year Warranty	$600.00
	4 Year Warranty	$700.00
	5 Year Warranty	$800.00

Extended warranty must be purchased at the same time as the machine is purchased.

Pricing Proposal Format for 2

Charged to Park Patron:

Proposed Services:	Rate:	Sales Tax: (in percent) Rate x Percent	Credit Card Fee: (in percent) Rate x Percent	or
		N/A**	N/A	
Parking Rate Collection- Hourly	$1.00	N/A**	N/A	
Parking Rate Collection - Daily	$5.00	N/A**	N/A	
Parking Rate Collection - Monthly	$10.00	N/A**	N/A	
Parking Rate Collection - Annually	$50.00	N/A**	N/A	

Other services (if applicable)	
Parking Reservations	For Parking Reservations, ParkMobile charges a 15% transacti
Free Parking Reservations	ParkMobile charges the County $1.00 for a free/no charge Par
Signage and decal stickers	Included - No Cost
Setup and Implementation	Included - No Cost
Training	Included - No Cost
Support Call Center	Included - No Cost
Hosting and Maintenance	Included - No Cost
Integrations w/ System Partners	Included - No Cost
nForce Lightweight Enforcement	Included - No Cost
ParkMobile 360 Self Adminstration Too	Included - No Cost
ParkMobile Client Analytics Tools	Included - No Cost

***NOTE: Parking Rates are based on the County's current rates. ParkMobile does not set parking rate**

****NOTE: All fees and other amounts payable by County under this Agreement are exclusive of taxes federal, state, or local governmental or regulatory authority on any amounts payable by County her**

24-RFP00847/AP Automated Parking Management Solution for He

			Charged to County: (if applicable)		
Credit Card Fee (flat fee) Rate + Fee	Transaction Fee if applicable	**Park Patron: TOTAL:**	Fee: (in percent) Rate x Percent	**AND**	Fee: (flat fee) Fee
N/A	$0.35		3		$0.20
N/A	$0.35	**$1.35**	$0.03		$0.20
N/A	$0.35	**$5.35**	$0.15		$0.20
N/A	$0.35	**$10.35**	$0.30		$0.20
N/A	$0.35	**$50.35**	$1.50		$0.20

on fee to the Park Patron and standard processing fees to the County.
rking Reservation.

es on behalf of our clients, however, we can discuss ideas for parking rates with the County, if n
s and similar assessments. Without limiting the foregoing, County is responsible for all sales, us
reunder, other than any taxes imposed on ParkMobile's income.

ernando County Parks

Revenue Share:

(if applicable)

County:	Net Profit Minimum	Share to Vendor: (Transaction Fee	Share to County:
TOTAL:	before revenue share	+ Credit Card Fees)	(Parking Fee - Credit Card Fees)
	Rate + Transaction Fee	Transaction + CC Fees	Parking - CC Fees
$0.23	$1.35	$0.58	$0.77
$0.35	$5.35	$0.70	$4.65
$0.50	$10.35	$0.85	$9.50
$1.70	$50.35	$2.05	$48.30

ıeeded.

e, and excise taxes, and any other similar taxes, duties, and charges of any kind imposed by any

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HERNANDO COUNTY EMPLOYMENT DISCLOSURE CERTIFICATION STATEMENT

9/8/2024
(date)

Hernando County
Purchasing and Contracts Department
15470 Flight Path Drive
Brooksville, FL 34604

The undersigned certifies that to the best of his/her knowledge:

Is any officer, partner, director, proprietor, associate or member of the business entity a former employee of Hernando County within the last two (2) years? No ☐ Yes ☐

Is any officer, partner, director, proprietor, associate or member of the business entity a relative or member of the household of a current Hernando County employee that had or will have any involvement with this procurement or contract authorization?

No ☐ Yes ☒

If the answer to either of the above questions is "Yes", complete the "Relatives and Former Hernando County Employees - Roles and Signatures" table (Part A and/or Part B, as applicable).

Bidder: ParkMobile, LLC

sales@parkmobile.io (Email address)	1100 Spring Street NW, Atlanta, GA 30309 (Address)
Signed by: Justin Clifford 75415BEE6E7D4C5... (Signature required)	770-818-9036 (Phone)
Justin Clifford (Print name)	N/A (Fax)
Treasurer (Print title)	38-3941930 (Federal Taxpayer ID Number)