

CITY OF MARYSVILLE AGENDA BILL

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: September 6, 2022

AGENDA ITEM: Parking Services Agreement for Ebey Waterfront Park Boat Launch	
PREPARED BY: Dave Hall	DIRECTOR APPROVAL:
DEPARTMENT: Parks, Culture and Recreation	
ATTACHMENTS:	Park Mobile Parking Agreement, Park Mobile Powerpoint
BUDGET CODE:	AMOUNT:
The Marysville Parks, Culture and Recreation Board voted to recommend implementation of boat launch fees at Ebey Waterfront Park at their May meeting. The board is recommending a fee of \$10. Staff researched several payment options and is recommending ParkMobile. This agreement with ParkMobile will provide a simple method for collecting boat launching fees at Ebey Waterfront Park. Customers have the option of paying for the launch fees on the ParkMobile app or by calling customer service and paying by phone.	

RECOMMENDED MOTION:

I move to authorize the Mayor to sign and execute the agreement with ParkMobile for boat launching fee collection.



Parking Services Agreement

This Parking Services Agreement (“Agreement”) is made by and between Parkmobile, LLC, a Delaware limited liability company, with offices at 1100 Spring St. NW, Ste 200, Atlanta, GA 30309 (“ParkMobile”) and City of Marysville, a Washington municipality, with offices at 1049 State Ave., Marysville, WA 98270 (“Client”). This Agreement will become effective as of the last signature date below (the “Effective Date”).

1. TERM.

The term of this Agreement will begin on the Effective Date and continue for a period of three (3) years, unless and until earlier terminated as provided under this Agreement or applicable law (the “Initial Term”).

On expiration of the Initial Term, this Agreement automatically renews for additional successive one (1) year terms unless and until either party provides written notice of non-renewal at least sixty (60) days before the end of the then-current term (each a “Renewal Term” and together with the Initial Term, the “Term”).

2. FEES.

Implementation Fees			
Description	Units	Rate	Price
Setup Fee	0	\$250.00	\$0.00
Custom Development	0	\$165.00/hr	\$0.00
Total Implementation Fees			\$0.00

Signage Fees	
Client is responsible for installation and any associated costs.	
Standard ParkMobile 12x18 sign	\$20 per sign
Standard ParkMobile 18x24 sign	\$40 per sign
Standard ParkMobile Decal (up to 16 sq inches)	\$10 per decal
Standard ParkMobile Decal (17-64 sq inches)	\$20 per decal
Non-Standard Signage	Pricing TBD

Additional Fees	
Call Center & Customer Support	WAIVED
Client Support & Maintenance	WAIVED

Additional Fees	
Hosting	WAIVED
Enforcement Portal	WAIVED
Reporting Portal	WAIVED
Marketing & Advertising	WAIVED

User Fees		
On-Demand User Fee	\$0.35	per Transaction
Reservation User Fee	12%	of Parking Fee
Service Fee for "no-charge" Reservation	\$1.00	per Transaction

ParkMobile reserves the right to increase fees at any time by providing Client thirty (30) days' written notice.

3. MERCHANT OF RECORD.

The parties designate ParkMobile as the merchant of record. **Client agrees to pay ParkMobile \$0.20 + 3% of the total transaction amount per transaction for this service.** ParkMobile will remit any amounts due Client in arrears to Client on the 15th of the following month.

4. ADDITIONAL SERVICES.

Client will receive ParkMobile's standard reservation implementation package, which includes: location programming, parking permit creation, standard integrations, and merchant processing and transaction testing. ParkMobile will include Client's Parking Locations on all ParkMobile internal sales channels including the ParkMobile-branded Application and ParkMobile-branded websites. Additionally, ParkMobile will provide Client with access to ParkMobile's Manager Tool at no additional charge.

ParkMobile does not charge integration fees for standard integrations with third-party partners with which the Services are currently integrated. However, the third-party provider may charge an integration fee, which will be charged to Client.

ParkMobile may provide Client with access to an iOS scanning application at no additional charge for use in enforcement and validation.

During the Term, Client may be eligible to purchase additional services from ParkMobile, which may be available at an additional cost determined by ParkMobile. Additional services may include: (a) zone and rate structure changes after implementation; (b) additional marketing or advertising; (c) customized reporting; (d) custom integrations; (e) citation or enforcement support; (f) replacement signage or decals; and (g) additional training.

5. EXCLUDED SERVICES.

The Services under this Agreement do not include ParkMobile providing or paying for Client’s use of mobile devices for enforcement, including data plans, or integration to third-parties with which the Services are not currently integrated.

6. NOTICES.

All notices must be in writing and addressed to the other party at the addresses set forth on the first page of this Agreement (or to such other address that the receiving party may designate from time to time in accordance with this section). Subject to the foregoing, all notices of termination or breach must be in writing and addressed to the attention of the other party’s legal department (which for ParkMobile is legal-notices@parkmobile.io). Subject to the foregoing, all other notices must be in writing and addressed to the other party’s primary contact. Notice will be effective only upon receipt by the receiving party and if the party giving the notice has complied with the requirements of this section.

PARKING LOCATIONS

The Services will be provided to Client in the following locations/geographical territory:
The boat launching area at Ebey Waterfront Park

ADDITIONAL TERMS

ParkMobile will provide Client with up to 1,000 promotional codes each month for an additional monthly cost of \$250.00.

The parties agree to strike Section 30.4 and Section 31 of the Terms (as defined below).

Nothing contained in this Agreement (including attached exhibits) shall be deemed to limit Client’s legal obligations to retain or disclose any information or records as required by applicable state, federal, or local laws, including without limitation Chapter 42.56 RCW (the Public Records Act) and Chapter 40.41 RCW (Preservation and Destruction of Public Records).

LICENSE TERMS & CONDITIONS

Upon Client's signature, this Agreement is governed by the ParkMobile Client General Terms and Conditions found at <https://parkmobile.io/client-terms/> ("Terms"), and together with the Terms constitute the entire Agreement between Client and ParkMobile. ParkMobile may reject this Agreement if changes have been made to this Agreement (other than by completing Client's information and submitting a signature) or if the signatory does not have authority to bind the parties. The terms of this Agreement are ParkMobile Confidential Information.

The parties have executed this Agreement as of the Effective Date.

CITY OF MARYSVILLE

PARKMOBILE, LLC

By: _____

By: _____

Name:

Name:

Title:

Title:

Date:

Date:



Mobile Parking Solution

**City of Marysville,
Washington**

May 13, 2022



ParkMobile Contact Info

Name: Michael Harlow
Title: Regional Sales Manager
Email: Michael.Harlow@ParkMobile.io
Phone: 760.613.4370

Executive Summary

ParkMobile is the simplest way to implement a modern paid parking program that drives turnover of prime spaces for local merchants and generates much-needed revenue for municipalities. With no out of pocket costs, you can eliminate friction from your customer experience by offering drivers a more convenient, flexible way to pay for parking via phone.

ParkMobile is a perfect complement to any parking meters you may have, or be installing. ParkMobile can also serve as a standalone payment system with no meters needed at all.

Using the free ParkMobile iOS or Android app, drivers can find and pay for parking in seconds with a wide variety of payment methods. Drivers can also receive notifications before their time expires, and extend their parking session from anywhere (if your hours and rules allow it).

ParkMobile also offers convenient payment options outside of our app: Drivers can scan a QR code or text to park, and use our quick and easy mobile website which includes a guest checkout option. Drivers can also pay for parking directly through Google Maps via our seamless integration with Google, and drivers without a smartphone can easily call and make a payment over the phone via IVR.

You will have access to back-office tools to verify which vehicles have paid for enforcement purposes, view financial and operational reporting, and manage your rates and policies. ParkMobile also provides our own nForce enforcement system for use with mobile devices free of charge.

The only equipment needed for the boat launch will be aluminum signs instructing drivers to pay with ParkMobile. We will customize these with your logo and provide them to you free of charge, along with decal stickers.

We currently provide services to many of your neighboring cities throughout Washington and the United States, including the cities of Bellingham, Seattle, Tacoma, Spokane, Everett and more. Because of our large footprint of locations in the area, many of your drivers will already be familiar with ParkMobile and have our app on their phone.

This familiarity creates what we refer to as the “ParkMobile Network Effect”, and it is one of the most significant differentiators between ParkMobile and other parking apps. We not only provide you with an industry-leading platform, we unlock a built-in customer base for you on day one.

For example: to help build awareness as you launch your pay-by-cell program, we can do things like creating a geo-fence around your location(s), and sending a push notification to existing ParkMobile users the first time they arrive to let them know they can pay with ParkMobile.

We greatly appreciate your consideration of ParkMobile as a new partner in your parking program, and we look forward to the opportunity to discuss the contents of this proposal in more detail.

Should you have any questions, please do not hesitate to contact me at 760.613.4370.

Sincerely,



Michael Harlow
Regional Sales Manager

Convenient Payment Options with ParkMobile



ParkMobile Gives More Options for Contactless Payments

ParkMobile offers multiple ways for your customers to pay for parking, making it easier than ever to go contactless. Drivers can pay by app, web, text, or even through Google Maps, whichever way they choose.

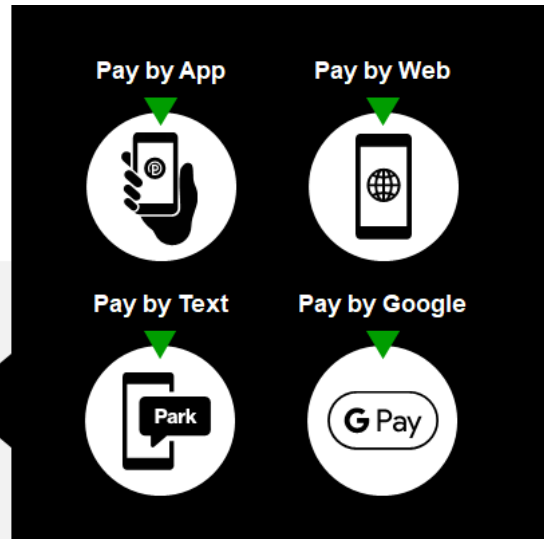


Figure - ParkMobile Payment Options

About ParkMobile

ParkMobile is the most widely-accepted mobile parking payment solution in the United States. Available at over 3,000 locations across the country, ParkMobile serves over 500 municipal parking operations, including over 40 of the top 100 US cities and 8 of the top 10 US cities. Many cities, including Washington DC, Pittsburgh, and Minneapolis, collect over **50% of their parking meter revenues** through the ParkMobile platform, enabling significant cost-savings and operational efficiencies.

Approximately **25% of ParkMobile's 34 million+ customers use the app as they travel** across markets, creating a "network effect". With a large base of existing users in Bellingham, Seattle, Tacoma, Spokane, Everett meet customers where they're at by accepting their preferred parking payment method.

ParkMobile integrates seamlessly with smart meters, enforcement solutions, gate equipment, and all other components of the parking technology ecosystem to provide a consistent customer-facing overlay that can be used for on-street, off-street, gated garage, fleet, and special event parking scenarios.

Sample Cities That Partner With ParkMobile	
<ul style="list-style-type: none"> • New York City – 81,000+ spaces • Minneapolis, MN – 32,700+ spaces • Milwaukee, WI – 10,000+ spaces • Washington DC – 16,000+ spaces • Philadelphia, PA – 16,000+ spaces • Pittsburgh, PA – 9,000+ spaces • Houston, TX – 27,000+ spaces • Dallas, TX – 4,600+ spaces • Chattanooga, TN – 3,200+ spaces • Columbus, OH – 6,800+ spaces 	<ul style="list-style-type: none"> • St. Louis, MO – 9,100+ spaces • San Diego, CA – 2,700+ spaces • Little Rock, AR – 1,300+ spaces • Oakland, CA – 7,600+ spaces • Sacramento, CA – 13,500+ spaces • New Orleans, LA – 4,800+ spaces • Orlando, FL – 2,000+ spaces • Miami Beach, FL – 14,000+ spaces • Atlanta, GA – 2,500+ spaces • Birmingham, AL – 3,900+ Spaces

Figure - ParkMobile Sample Municipal Clients

Where Drivers Are Using ParkMobile Already

ParkMobile Locations Across the US

The ParkMobile network connects drivers to the largest network of mobility related services in the U.S., including parking in over 500 cities and 85% of the top 100 metro areas in the U.S.



Figure - The ParkMobile Network

ParkMobile’s Presence In and Around the City of Marysville

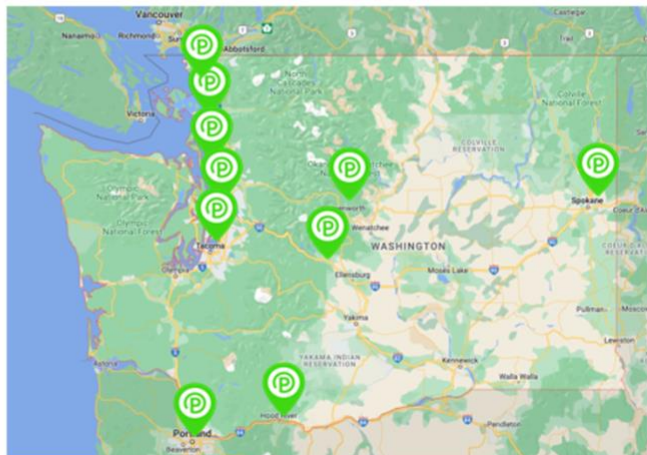
ParkMobile is familiar to drivers parking in your city due to our established presence in the region, which continues to grow rapidly (Network Effect)

Washington

- **Bellingham**
- **Seattle**
- **Leavenworth**
- **Spokane**
- **Everette**
- **Tacoma**
- **Anacortes**
- **Roslyn**

Oregon border

- **Portland**
- **Hood River**



How ParkMobile Works for Your Customers



Available on



Contactless Parking with ParkMobile

When you're parking on-the-go, use the ParkMobile app to avoid the spread of germs through contactless parking payments. Easily find and pay for parking from your phone without having to touch the meter.






Enter zone number by referring to nearby signage or using the map.

Select the duration of time you want to park.

Confirm your information and start your parking session.

Monitor your session and extend time remotely if needed.


Perks of Using ParkMobile

- 

Easily register and start your first session
- 

Use the app in thousands of locations nationwide
- 

Save “favorite” and recently used parking zones
- 


Customize your parking expiration reminders
- 

Extend your parking session on-the-go
- 

Add up to 5 vehicles to your account

Other Ways to Pay

Mobile Web Checkout



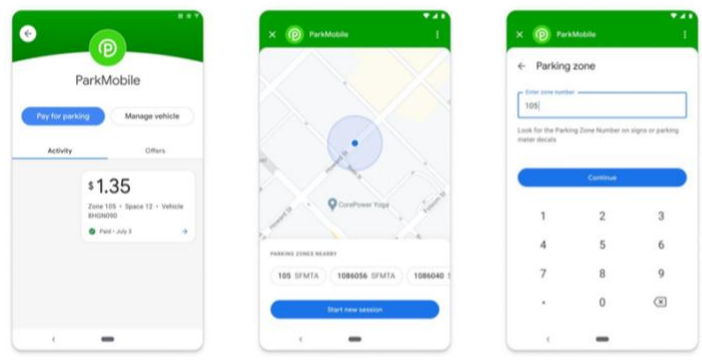
Scan to Park **Text to Park**

Quick and easy mobile website

- No download required
- Guest checkout available

Pay Through Google Maps & Google Pay

Third Party App Experience



Key Features


ParkMobile is integrated with **Google** to enable parking payments through the **GPAY** app on **Android and iOS** and mobile web experience.

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

Customers can use their stored payment info with Google to easily pay for parking. The same ParkMobile purchasing experience embedded in a micro-app.

Works with all of your enforcement, reporting, and integrations – no action required!

Opportunity for ParkMobile to **expose client parking inventory to a market of over 140 million handsets** in the U.S.



Options For Drivers Without Smartphones

ParkMobile provides payment options to improve accessibility for all city residents. Users without smartphones still have options to use ParkMobile through a phone based Interactive Voice Response (IVR) system. ParkMobile IVR phone numbers are posted on all stickers and signage (see sample below). When a user calls the IVR number, that person will be guided through an account setup process. Once an account is setup, a user can initiate a parking session by calling the number on the sticker. For users without credit cards, ParkMobile offers PayPal as a payment option that will connect to a bank account or a pre-paid debit card.

24/7/365 Customer Support

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



Structured, Secured and Privacy-Focused

ParkMobile provides turnkey PCI Compliance and maintains the broadest certifications and highest levels of insurance coverage in the industry:

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



How ParkMobile Works for Your Operation

Signage

ParkMobile can serve as a standalone parking management system, or be used alongside any kind of parking meter equipment. If meters are present, we can work with you to create customized decal stickers to fit the space available on your meters.



Hard signage for on and off-street paid parking areas



Customized decal stickers for multi-space meters



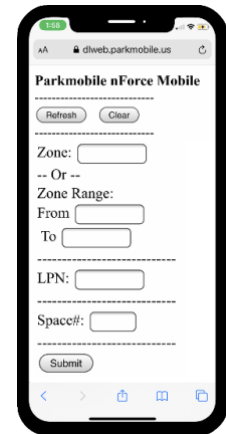
Customized decal stickers for single-space meters

Enforcement Tools

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

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

For areas which also have coin-operated parking meters, an officer would first visually check the meter for payment. If there is not payment displayed on the meter, the officer would then reference ParkMobile nForce to determine whether the vehicle has paid via app. If no payment is viewable on the meter or the nForce portal, the officer would issue a paper citation.

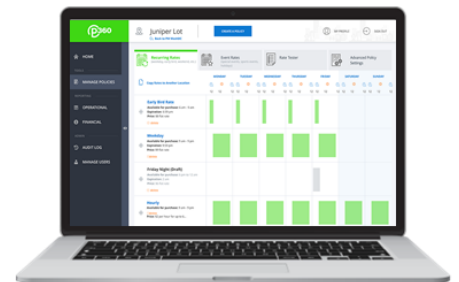


Reporting & Rate Management Dashboard

ParkMobile equips operators with the most intuitive, flexible, and powerful back-office systems on the market, including our new ParkMobile 360 rate/policy management and reporting portal for Zone Parking. ParkMobile 360 provides the following features:

- **Calendar View**
- **Rate Creator**
- **Policy Management Across Locations:**
- **Rate Tester**
- **Easy-To-Read Reporting Dashboard View**
- **Scheduled Reports Delivered to Your Inbox**
- **Filter By Date and Supplier**
- **Download ParkMobile 360 Reporting Data in Multiple Formats**

[Download the ParkMobile 360 analytics and reporting brochure here.](#)



Marketing Support to Help You Launch Your Program



Strong Brand Awareness



High Impact Signage



Prominent Digital Presence





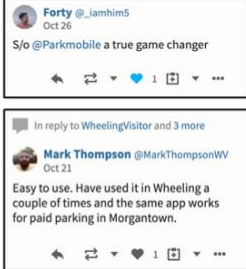


Targeted User Engagement



Turnkey Market Launch Programs

Our experienced marketing team drives revenue for our partners by focusing on the five primary areas of the customer journey outlined below:

Awareness	Adoption	Engagement	Retention	Advocacy
<ul style="list-style-type: none"> ✓ Signage ✓ Local Media ✓ Wallet Cards ✓ Advertising 	<ul style="list-style-type: none"> ✓ Welcome Email ✓ Demos ✓ In-App Messaging 	<ul style="list-style-type: none"> ✓ Geo-Fencing and Geo-Targeting ✓ Event Notifications ✓ Push Triggers ✓ Facebook Ads 	<ul style="list-style-type: none"> ✓ ParkMobile Pro Promotions ✓ Re-engagement ✓ News & Updates 	<ul style="list-style-type: none"> ✓ App store reviews ✓ Social media ✓ Refer a Friend
				

Targeted User Engagement

- Engagement program sends the right message to the right consumer at the right time.
- Tactics include email, in-app messages and geo-targeted push messages
- In 2020, we've sent 15 million emails with an open rate of 30-35% much higher than industry average of 20%
- Continued user engagement enables us to retain users over time



In-app messages



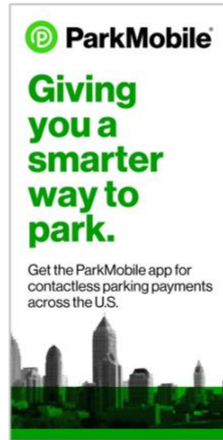
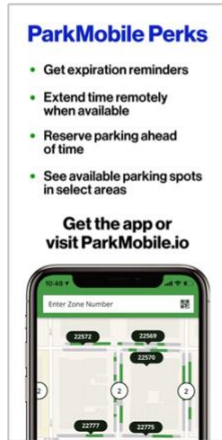
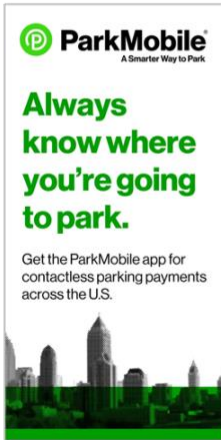
Geo-targeted push



Email Campaigns

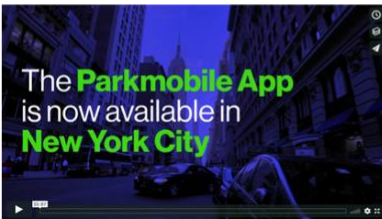
Printed Collateral To Inform and Educate

- ParkMobile will provide wallet cards, flyers, and swag to distribute locally to help get the word out



Extensive Video Assets to Drive Engagement

ParkMobile provides a full library of turnkey digital content for your website and marketing



City Videos



White Labels



Product Features



How-To Videos



Commercials



Venues

CLICK ANY VIDEO TO PLAY

Pricing & Information on Getting Started

Pricing for ParkMobile Services

ParkMobile's services are based on a convenience fee added to each transaction, which is paid for by the end customer. 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.

All ParkMobile's Terms and Conditions Shall Apply to this Pricing Proposal	Fees
Security & Support Fees	Waived
Hosting Fee	Waived
Maintenance Fee	Waived
Basic Setup Fee	Waived
Decals and Off-Street Signs	Waived
Data Costs	Waived
Zone Mobile Payment Convenience Fee Due to ParkMobile Either the Client or ParkMobile can serve as Merchant of Record (MOR). If ParkMobile is MOR, processing will be provided at a rate of 3% + \$.20 per transaction, paid by the Client.	ParkMobile Rate: \$.35 per transaction (paid by the consumer)
Reservation Mobile Payment Convenience Fee Due to ParkMobile Either the Client or ParkMobile can serve as Merchant of Record (MOR). If ParkMobile is MOR, processing will be provided at a rate of 3% + \$.20 per transaction, paid by the Client.	ParkMobile Rate: 12% of transaction (paid by the consumer)

Optional Additional Services

- ParkMobile can provide customized promo codes for merchant validations, which can provide discounted or free parking to the end user. The price for this service is \$250/month for 1,000 promo codes per month.

ParkMobile Services Provided at No Additional Costs

- ParkMobile agrees to host and maintain the client's Smart Parking Program at no additional costs.
- ParkMobile agrees to provide both a Call Center and Customer Support at no additional costs.
- To demonstrate our commitment to the success of your Mobile Parking Program, ParkMobile agrees to cover all social media, standard marketing and advertising costs.
- ParkMobile agrees to provide Client with free access to our integrations with meter manufacturers, enforcement vendors and LPR manufacturers so that seamless enforcement of smart parking transactions continues to occur.
- As a backup to the free integrations, ParkMobile agrees to provide the client with a cloud-based enforcement portal with secure credentials to validate active mobile parking sessions for each of your location(s) where your smart parking services are made available.

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

Timeline for Getting Started

From the time a contract is finalized, the time to launch is typically about 45-75 days. Through our streamlined on boarding process, our implementations team will configure your rates, train your staff on back office systems, collaborate with our marketing team to plan your launch promotion, and create signage.

***All ParkMobile's standard terms & conditions shall apply to this parking proposal
Proposal pricing valid for 30 days***