



ParkMobile™

PART OF EASYPARK GROUP



RFP 24-S835 - Parking Meters, Software, Systems and Related Products and Services

Section 2 - Pricing

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A. Availability of Products and Pricing

1. Describe how the Supplier ensures the availability and timely fulfillment of parking related products, software, systems, and services.

ParkMobile ensures the availability and timely fulfillment of our mobile parking payment solution via our extensive dedicated resources. With over 200 employees and a sales force of more than 30 sales staff representing every region of the US and Canada, we are well-positioned to meet the needs of our clients quickly and efficiently. Additionally, 50% of our employees are dedicated to our solution's continued innovation and development, ensuring that we stay at the forefront of the industry.

2. Describe the Suppliers pricing structures for products, systems, services, labor, warranties, etc. Price lists provided will be used to establish both the extent of a supplier's product lines, services, warranties, etc. available from the supplier and the pricing per item.

ParkMobile's mobile parking payment and digital parking reservation solutions are based on a transaction fee model. A small fee is added to each transaction, typically paid by the end user (parker).

This model allows our clients to collect the full parking fee amount and use our services without any up-front costs or monthly subscription fees. If ParkMobile serves as the merchant of record, an additional fee is incurred for credit card processing. ParkMobile provides a discount off our standard transaction fee to OMNIA participating entities. For more information, please refer to our pricing tables provided later in this document.

Our ParkMobile Insights solution is tier-based on the total distance to be mapped by the system. The Data Collection fees for ParkMobile's Insights solution for Tier 3 and 4 cities (500+ mapping miles) may receive an additional discount when implementing ParkMobile MPP services and will be quoted separately.

No warranty is available as we are a software provider.

Discounted pricing is available through OMNIA Partners. Most products and services offer a 10% discount. One item does not offer a discount as its list price is already highly competitive. One item offers a 50% discount.

3. Propose the frequency of updates to the supplier's pricing structure. Describe any proposed indices to guide price adjustments. If offering a catalog contract with discounts by category, while changes in individual pricing may change, the category discounts should not change over the term of the contract.

ParkMobile reviews our pricing annually to ensure continued financial stability. OMNIA members will

continue to receive the same discount percentage for the life of the master agreement.

4. Describe, if any, any additional accessories, sizing options as applicable to the product, system, and/or service offering being provided. An example for handheld enforcement computers is providing a description of any additional accessories available such as charging devices, carrying options, cases, spare/replacement parts, etc.

ParkMobile pricing is provided as-is, and we have described all applicable pricing in our price list.

5. Describe, if any, any minimum purchase quantities as applicable to the product, systems, and/or services being offered. An example for citation paper stock and envelopes would be minimum purchase quantities and specifications for ordering custom paper and envelopes.

Minimum purchase quantities do not apply to ParkMobile.

6. Describe any shipping charges. All deliveries shall be freight prepaid, F.O.B. destination and shall be included in all pricing offered unless otherwise clearly stated in writing.

ParkMobile does not charge any shipping fees.

7. Describe any delivery or installation services provided by Offeror and how these services are priced. Include any fees such as setup/cleaning, design/layout, special orders, etc. Supplier may enter into additional negotiations with a purchasing agency for additional delivery or installation charges based on onerous conditions. Additional delivery and/or installation charges may only be charged if mutually agreed upon by the purchasing agency and Supplier.

ParkMobile's mobile parking payment and reservation solutions include complimentary implementation services. While ParkMobile provides free signage and decal design, signage/decal installation is to be handled by the Client or a third party.

8. Describe if distributors/dealers/resellers/subsidiaries/partners (“affiliates”) will be used to fulfill the contract. Submit a list of those affiliates authorized to sell under the proposed contract.

ParkMobile intends to be the single point of sale for all solutions made available through this RFP process. ParkMobile’s sales and support teams are direct employees of ParkMobile. We often partner and/or integrate with other industry companies who may offer our mobile payment solution under their contract; however, our staff still works directly with client staff in those cases.

9. Describe any special offers, promotions, additional discounts or rebates offered. Additional discount or rebates may be offered for large quantity purchases, single ship to location programs, growth, annual spend, guaranteed quantity, etc.

ParkMobile Insights Data Collection fees for Tier 3 & 4 cities may receive an additional discount when implementing ParkMobile’s mobile parking payment services and will be quoted separately.

10. Describe how customers verify they are receiving the correct contract pricing.

ParkMobile will provide the OMNIA Master Agreement to all applicable customers so they can verify that they are receiving the correct contract pricing. The ParkMobile Master Agreement will also be published on the OMNIA website and linked from the ParkMobile website. ParkMobile will provide this link to every prospective customer so they may verify that they are receiving the correct discount.

ParkMobile is already compliant with this procedure for our current OMNIA Partners agreement.

11. Describe supplier’s invoicing process. Include payment terms and acceptable methods of payments. Suppliers shall describe any associated fees pertaining to credit cards/p-cards.

The ParkMobile billing and invoice process depends on whether ParkMobile or the client is Merchant of Record. If the client is Merchant of Record, ParkMobile invoices the client monthly for our transaction fee. Invoices and payments are made to the ParkMobile Finance team. To complete a payment, clients can send an ACH from their own internal ERP or banking system, mail a check, or have the option to pay via credit card from a link on the invoice. If paying via credit card, they enter their credit card data into the third-party portal and are charged a 3% convenience fee for credit card payments. We have provided a sample invoice on the next page.



INVOICE

BILL TO: Client Name
Client Address
City, State ZIP

CUSTOMER ID: #####
INVOICE #: INV#####
INVOICE DATE: 08/31/2022
DUE DATE: 09/30/2022
TERMS: Net 30
PO NUMBER:

TRANSACTIONS FOR THE MONTH OF August 2022

DESCRIPTION	QUANTITY	UNIT PRICE	AMOUNT
End User Fees	#,###	\$0.45	\$#,###.##

REMITTANCE ADDRESS:
ParkMobile, LLC.
Attn: Accounts Receivable
1100 Spring Street NW
Suite 200
Atlanta, GA 30309-2848

SUBTOTAL: \$#,###.##
INVOICE DISCOUNT: \$0.00
TAX: \$0.00
TOTAL: \$#,###.##

Figure - Sample ParkMobile Invoice if the Client is Merchant of Record

If ParkMobile is Merchant of Record, ParkMobile remits parking revenue (minus transaction and processing fees) to the client on a monthly basis. ParkMobile communicates to clients the advantages of utilizing ParkMobile as the Merchant of Record. Advantages include:

- **Payment Methods** - With ParkMobile as Merchant of Record, clients can ensure that the maximum amount of payment methods are available to customers, including the ParkMobile Wallet, which is only available when ParkMobile is MOR. ParkMobile Wallet also provides customers with a lower transaction fee.
- **Chargeback Coverage** - ParkMobile covers the costs of chargebacks, so clients are not responsible for them.

12. Describe how future product introductions will be priced and align with contracting pricing proposed.

ParkMobile will work with OMNIA to amend pricing for future product introductions. ParkMobile will apply discounted pricing in line with the products that have already been proposed as part of this RFP.

13. Provide any additional information relevant to this section.

ParkMobile does not have any additional information relevant to pricing. We have included our proposed pricing on the following pages.