



The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at wvOASIS.gov. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at WVPurchasing.gov with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header @ 2

List View

General Information | Contact | Default Values | Discount | Document Information | Clarification Request

Procurement Folder: 902607

Procurement Type: Central Master Agreement

Vendor ID: VC0000043068

Legal Name: PARKMOBILE LLC

Alias/DBA:

Total Bid: \$3,000.00

Response Date: 09/22/2021

Response Time: 11:09

Responded By User ID: brookekrieger

First Name: Brooke

Last Name: Krieger

Email: brooke.krieger@parkmot

Phone: 850-321-2074

SO Doc Code: CRFQ

SO Dept: 0233

SO Doc ID: PKG2200000001

Published Date: 9/15/21

Close Date: 9/22/21

Close Time: 13:30

Status: Closed

Solicitation Description: Addendum No. 1 Parking Meter App

Total of Header Attachments: 2

Total of All Attachments: 2



Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130

**State of West Virginia
Solicitation Response**

Proc Folder: 902607
Solicitation Description: Addendum No. 1 Parking Meter App
West Virginia State Car
Proc Type: Central Master Agreement

Solicitation Closes	Solicitation Response	Version
2021-09-22 13:30	SR 0233 ESR09222100000002029	1

VENDOR

VC0000043068
PARKMOBILE LLC

Solicitation Number: CRFQ 0233 PKG2200000001

Total Bid: 3000

Response Date: 2021-09-22

Response Time: 11:09:24

Comments:

FOR INFORMATION CONTACT THE BUYER

Melissa Pettrey
(304) 558-0094
melissa.k.pettrey@wv.gov

**Vendor
Signature X**

FEIN#

DATE

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Mobile Parking App				3000.00

Comm Code	Manufacturer	Specification	Model #
46171701			

Commodity Line Comments: Contract Amount is transaction fees at \$0.30 per transaction with an estimated quantity of 10,000 per Exhibit A and is paid by the end users (parkers).

Extended Description:

On demand, electronic payment of parking meters at the WV State Capitol Complex, including reservations and parking permits



CRFQ for Parking Meter App

West Virginia State Capitol Complex

September 22, 2021



ParkMobile Contact Info
Brooke Bustle
Regional Sales Manager
Brooke.Bustle@ParkMobile.io
(850) 321-2074



1100 Spring St NW
Suite 200
Atlanta, GA 30309

Melissa Pettrey, Senior Buyer
Department of Administration, Purchasing Division
2019 Washington Street East
Charleston, WV 25305-0130

September 22, 2021

Re: The West Virginia State Capitol Complex CRFP PKG220000001 for Parking Meter App

Ms. Pettrey:

ParkMobile is pleased to submit our proposal to the State of West Virginia. After careful review of the scope of required services, ParkMobile can meet and exceed your requirements on **DAY ONE**. We have an outstanding track record of client success, increased mobile adoption and retention with thousands of deployments across the US, including over 500 municipalities. The following proposal details our combined expertise in providing, implementing, and supporting the best smart parking solutions on the market.

PARKMOBILE BY THE NUMBERS

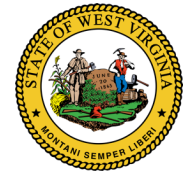
By partnering with ParkMobile, the State of West Virginia would have a distinct advantage by participating in ParkMobile's technological initiatives that are working towards connectivity for our streets and cities – making communities “smart” and sustainable – while receiving a proven, hyper-local and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

- ParkMobile has over **27 Million Users in North America**. ParkMobile adds 1 Million New Users every 30 days. 1 in 11 US drivers use the ParkMobile Application. There are **over 25,000 existing users in Charleston** and nearly **200,000 users in other cities across the State of West Virginia**.
- ParkMobile clients enjoy the highest levels of mobile payment engagement in the industry. ParkMobile's playbook connects effective marketing and signage to the largest user network in the continent to quickly drive awareness and engagement, ultimately driving mobile app adoption levels for our partners.
- ParkMobile connects the parking and transportation ecosystem with over 100 active integrations in parking availability, enforcement, parking meters, LPR, PARCS, merchant processors, and much more.

PARKMOBILE FUNCTIONALITY

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

ParkMobile is the only app in the market that provides zone parking, reservations, and real-time parking availability in the same app, creating a mobility-management tool of unparalleled value for the State. ParkMobile is uniquely equipped to launch, market, and support the most robust mobile payment solution



while integrating any other technologies the State may choose to implement, now or in the future, as a turn-key solution.

INVESTING IN OUR CUSTOMER AND CLIENT EXPERIENCE

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

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



FINAL THOUGHTS

ParkMobile currently provides the most innovative and successful mobility solution throughout North America today. We have earned this market leadership by providing our municipal and campus partners and their public parking patrons with the very best services, responsiveness, and the most functionality in the industry. **ParkMobile is fully committed to provide, maintain, and tirelessly improve our world class mobility solution for the State of West Virginia.** Dedication to our partners is truly the hallmark of our success, and we will never let it wane. We would be genuinely honored to become a partner in the State's smart parking initiatives at the Capitol and support the State as we usher in this exciting new era of connected mobility.

Thank you for the opportunity to submit our response. Should you have any questions, please do not hesitate to contact me via email david.hoyt@parkmobile.io or phone at 305.776.9757.

Regards,

David Hoyt
Chief Revenue Officer

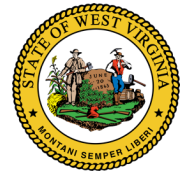
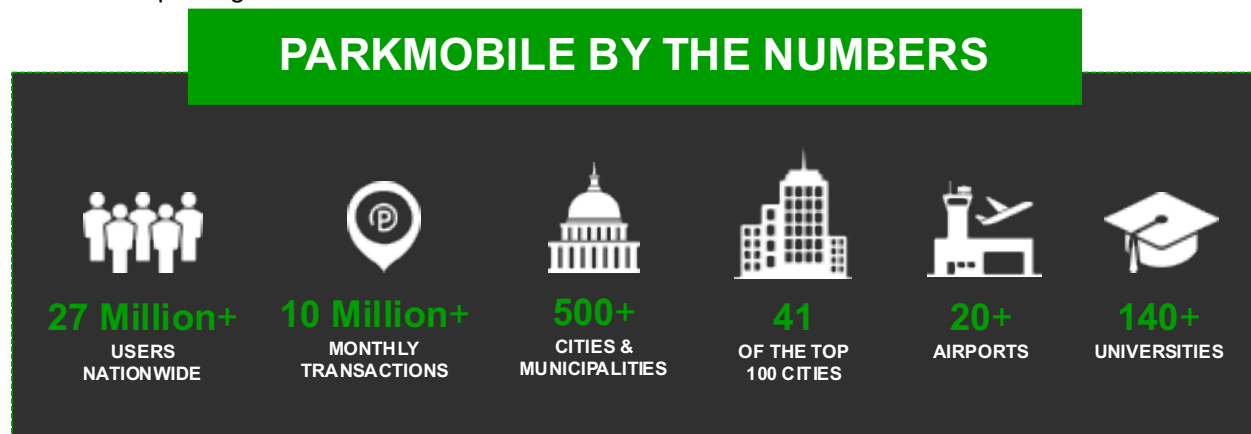


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Qualifications

Since our initial launch in 2008, ParkMobile has become the industry front-runner as a mobile parking solutions provider. We provide efficient and cost-effective operations to all our partners. We deliver innovative smart parking functionality with the flexibility to generate parking zones from individual spaces to entire on-street zones to our clients. We provide services to municipalities, event venues, private operators, college campuses, transits and airports, automotive OEMS, fleet, and businesses. Our solution allows patrons to effortlessly pay for on demand street park or reserve parking prior to an event's start. We are deployed in 8 of the top 10 U.S. cities with 27+ million users. ParkMobile has transformed the parking industry with the click of the finger. Through our state-of-the-art transformative solution users can also extend their parking duration time.



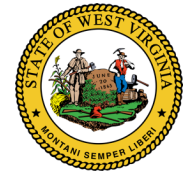
ParkMobile has the largest network of municipal clients both locally and nationwide, with over 500 municipalities and more than 140 universities using our solution. In West Virginia alone there are more than a dozen clients who choose ParkMobile as their mobile payment vendor. Our West Virginia clients include Charleston, Morgantown, Harpers Ferry, Charles Town, Wheeling, and Clarksburg, to name a few.

No other mobile parking vendor can deliver the same level of services, combined with our impressive partnerships and membership base. ParkMobile provides a unique combination of value derived from our unrivaled network of parking locations and customers, our best-in-breed platform with industry-exclusive integrations to seamlessly bridge all aspects of a parking operation, and our proven ability to execute successful programs on behalf of our clients.

References

ParkMobile has deployed our industry leading mobile application at over 500 municipalities in North America and counting. We are the industry leader in mobile pay technology and have worked with large and small municipalities to meet their needs. We are experienced in deploying our services in a municipal environment and will strive to meet and exceed the expectations set forth by the State of West Virginia. We are proud to provide the following references as proof of our exceptional track record of successful deployments. Additional references are available by request.

City of Charleston, WV		750+ spaces
Address	501 Virginia St. E	
City, State, Zip	Charleston, WV 25301	
Contact Person	Terri Allen	
Phone Number	(304) 348-0739	
Email	Terri.allen@cityofcharleston.org	



City of Morgantown, WV		
Address	300 Spruce Street	900+ spaces
City, State, Zip	Morgantown, West Virginia 26505	
Contact Person	Dana McKenzie	
Phone Number	304-284-7438	
Email	dmckenzie@morgantownwv.com	


City of Huntington, WV		
Address	800 Fifth Avenue	1200+ spaces
City, State, Zip	Huntington, WV 25701	
Contact Person	Mike Wilson	
Phone Number	(304) 696-5909	
Email	wilsonm@huntingtonwv.gov	

On Demand Electronic Parking Meter Payment System

Many of the mobile payment providers in the parking industry can accommodate a payment, provide customers with notifications, and offer the option to extend parking sessions remotely. However, there are many stages of the customer parking journey that take place before and after the moment of transaction. Most mobile parking apps on the market do not offer valuable features to support these pre- and post-parking stages, and many are limited in their ability to integrate with other industry systems.

More functionalities address all driver needs and use cases

Zone Parking



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

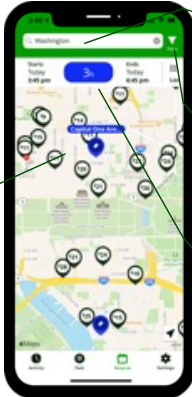
Real-time on-street Parking Availability helps drivers find areas with open spots

Clustered pins reveal multiple zones when touched

QR Code Reader

Map View showing points of interest in the local area

Reservations



Search for destination

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

Select time and date for parking

See garages for event and transient reservations

Other features

- Find My Car
- Off-Street Gate Access
- Notifications
- Manage vehicles
- Add and remove payment methods
- Account History
- IVR Phone Number
- 24/7/365 Customer Support
- Extend time

Figure – ParkMobile is the only app on the market that allows for daily and reserved parking in the same app.

In addition to having the largest base of existing registered users, ParkMobile also offers the State a truly best-in-breed mobile parking ecosystem which can be expanded to support all of the State’s parking needs, not just daily parking. This is an important differentiation between ParkMobile and most other mobile payment vendors.

The core ParkMobile App features include:

- **Map View:** The map view is based on location and shows the user nearby ParkMobile zones. A user can then touch the zone number to initiate a parking session.
- **Parking Availability:** Predictive and/or sensor data is used to display on-street parking availability on the map.
- **Start a Parking Session:** Quick process to select your zone, confirm your vehicle and payment type, and then start a parking session.
- **Extend Time:** Ability to add time to your existing parking session, if allowed.
- **Find My Car:** Integration with Apple Maps, Google Maps and Waze to direct users back to their car.
- **Notifications:** Customizable push, SMS and email alerts to notify a user when parking will expire.
- **Manage vehicles:** Easy to add, remove and update vehicle information.
- **Add and remove payment methods:** Manage multiple credit cards, PayPal and Apple Pay/Google Pay accounts.

- **Transient and Event Reservations:** Find and reserve parking ahead of time in area garages and lots. Available for daily parking or events at select venues.
- **Account History:** Complete details of recent parking transactions
- **IVR Phone Number:** For people without a smartphone, an IVR number is available to make parking payments over the phone. Users who call the IVR will go through the payment flow by following simple audio prompts.
- **24/7/365 Customer Support:** ParkMobile offers support via phone, email, and chat. ParkMobile also has an extensive support site where users can get answers to frequently asked questions.

Below is an overview of how our proposed solution meets each of the State's RFQ requirements.

Vendor must provide an on demand, electronic payment of parking meters at the Capitol Complex. The electronic payment will allow the parker to pay the meter fee by credit card, debit card, and other individual payment preferences, such as PayPal, Android or Samsung Pay, ACH, ApplePay, etc.

ParkMobile delivers the most flexible mobile parking payment options in the industry. ParkMobile's range of mobile payment methods include Visa, MasterCard, AMEX and Discover, as well as stored value solutions like PayPal, ApplePay, ParkMobile Wallet and also external payment applications like GooglePay.

The ParkMobile app provides a quick and easy process to pay for parking. Once a user downloads the app and creates an account, there's a simple three step process to make a payment:

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 tap the right zone number and then move to the next step in the process.
2. **Select Duration:** The user will select the duration for the parking session. The duration is based on the rates and policies that are setup for that specific zone number in ParkMobile's backend systems, including free parking periods. On this screen, the user will also see the vehicle selected and can 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, a user will see all the key details for the parking session: zone number, duration, payment method and vehicle. The user can edit any of this information before starting the parking session. After the user confirms the information, the user taps "Start Parking" to begin the parking session.

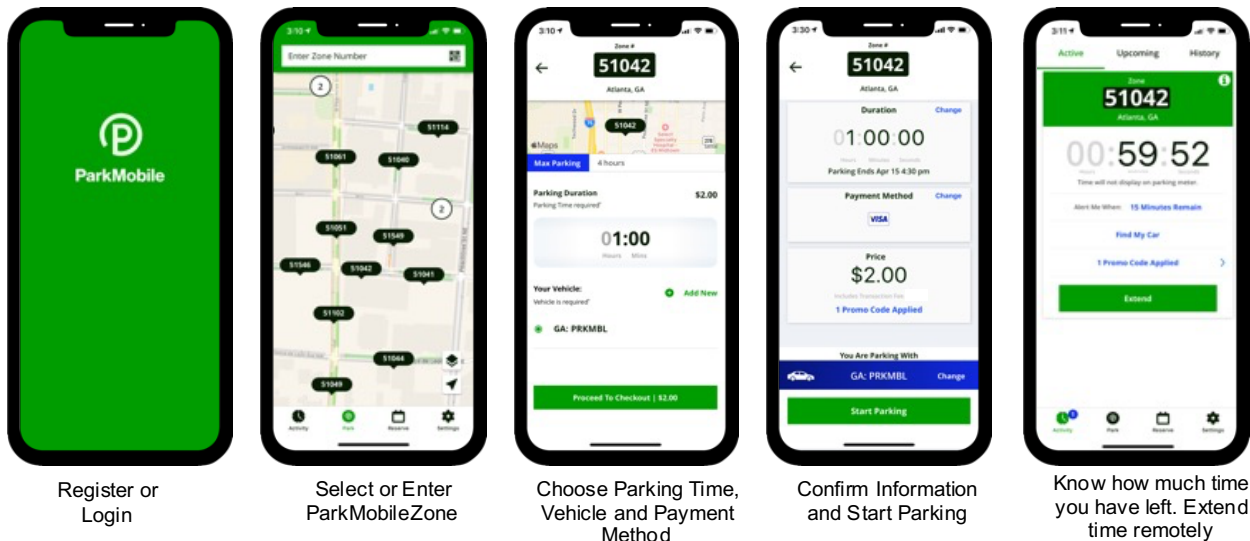


Figure - ParkMobile On Demand Application User Flow

Once the parking session is initiated, the user will see a countdown clock showing how much time is remaining. The user can customize the notification alerts when the parking session is about to expire. Once a session has been started a user can extend their parking session remotely with the tap of a button.

In addition to paying directly at the meter or using the ParkMobile app, we provide additional options to ensure motorists have the widest selection of payment options at their disposal whether they have a smartphone or not. Additional options include:

1. Web Experience

ParkMobile's new lightweight web-based application provides the best user experience for users who do not want to download the full-featured app. For users that prefer to pay for parking through the web, this user flow will allow them to start a real-time session on a mobile device without downloading an app.

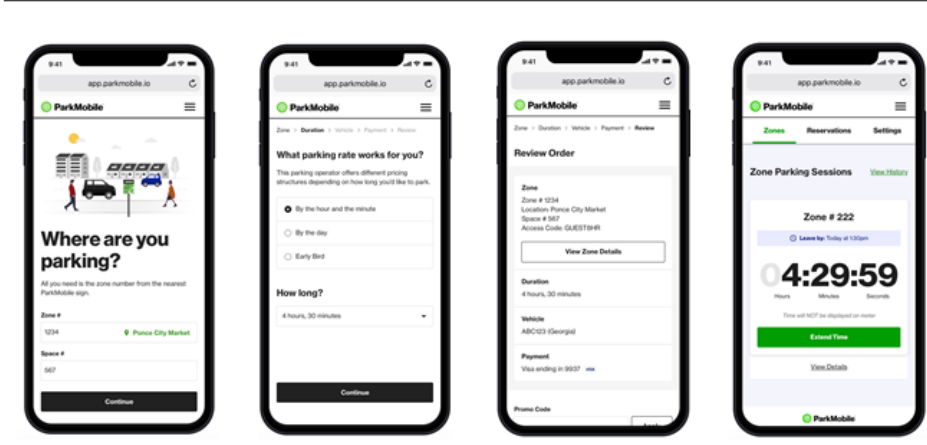
Mobile Web Experience	Commentary
	<p>Lightweight – no app download required</p> <p>Ability to do a quick transaction on-the-go</p> <p>Supports text-to-pay option</p> <p>Enables easy linking from any website or mobile app</p> <p>Ability to create an account</p> <p>User acquisition point to drive people to the full-featured app experience</p>

Figure - ParkMobile Mobile Web Checkout Experience

ParkMobile also offers a Guest Checkout feature, allowing users to purchase parking without starting a user account. With only an email address and no password, users are able to add their vehicle and payment information on a guest account and start a parking session. This functionality will remove friction from the user flow, making it easier and faster for users to start a parking session.

2. IVR

Users without smartphones can pay through a **toll-free IVR** platform (using a regional 1-800 number provided by ParkMobile) where they will speak with and begin their session via our Member Services team.

3. SMS Messaging

Text To Park from ParkMobile allows users to pay for parking quickly and easily without touching a meter or downloading an app. When the user parks in a ParkMobile zone, they can text the keyword “Park” to 77223 to receive a short link via SMS to start their session.

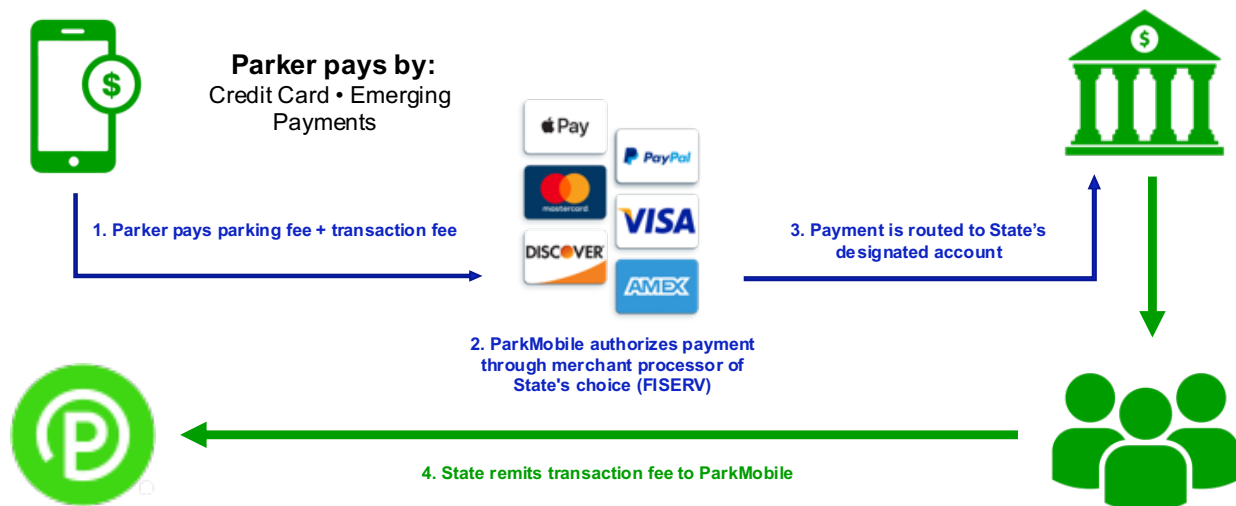
4. Google Pay

This feature gives the user the ability to start and pay for parking directly from the Google Pay app, making parking easier for Google’s network of 140+ million users in the U.S.

Merchant of Record: The State of West Virginia must be the merchant of record under Vendor’s proposed system and settled deposits must comply with state law requirements, including, but not limited to, deposits being received within one business day.

We understand that the State of West Virginia must be the merchant of record and acknowledge that settled deposits must comply with state law requirements, including, but not limited to, deposits being received within one business day. Below is a flow chart depicting the process flow with the State as merchant of record and FISERV as the State’s preferred merchant processor.

Money Flow with State of WV as Merchant of Record



Compatibility: Vendor’s system must be compatible with and integrate with, at no cost to the state, the current ticketing system “Clancy” that is used by Real Estate for citation and parking enforcement support.

ParkMobile maintains active integrations with all major equipment and software vendors across every segment of the parking technology ecosystem. Specifically, we have active integrations with Clancy’s ticketing system in dozens deployments across the US, including in the City of Charleston, WV.

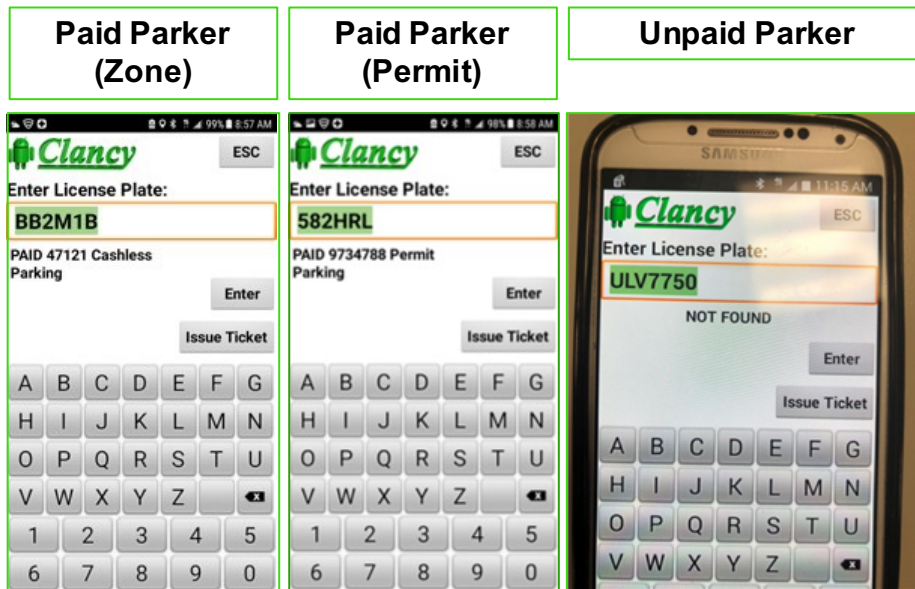


Figure: ParkMobile payment data is integrated with Clancy in real-time to provide accurate enforcement operations.

As a result, ParkMobile can power the entire range of current mobility solutions, while offering the capability to support future growth and innovation as new technologies are developed and introduced, internally and among third parties, which the State may choose to adopt.

Administrative Support: Vendor must provide back office administrative services and customized reporting to include transaction ID, transaction date and time, parking start and end time and date, price charged to parker, breakdown of price (parking fee, service fee, discount if any, total paid), and payment method

ParkMobile 360 enables the State to manage parking inventory and adjust rates, set policies, and track analytics. Currently, over 500 municipalities and operators use PM360 to manage their rates and policies in real time, and over 1,000 of our clients use PM360 Reporting and Analytics to view and manage their program performance and derive deep insights about their mobile payment operations.

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

ParkMobile 360 provides the following features:

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

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

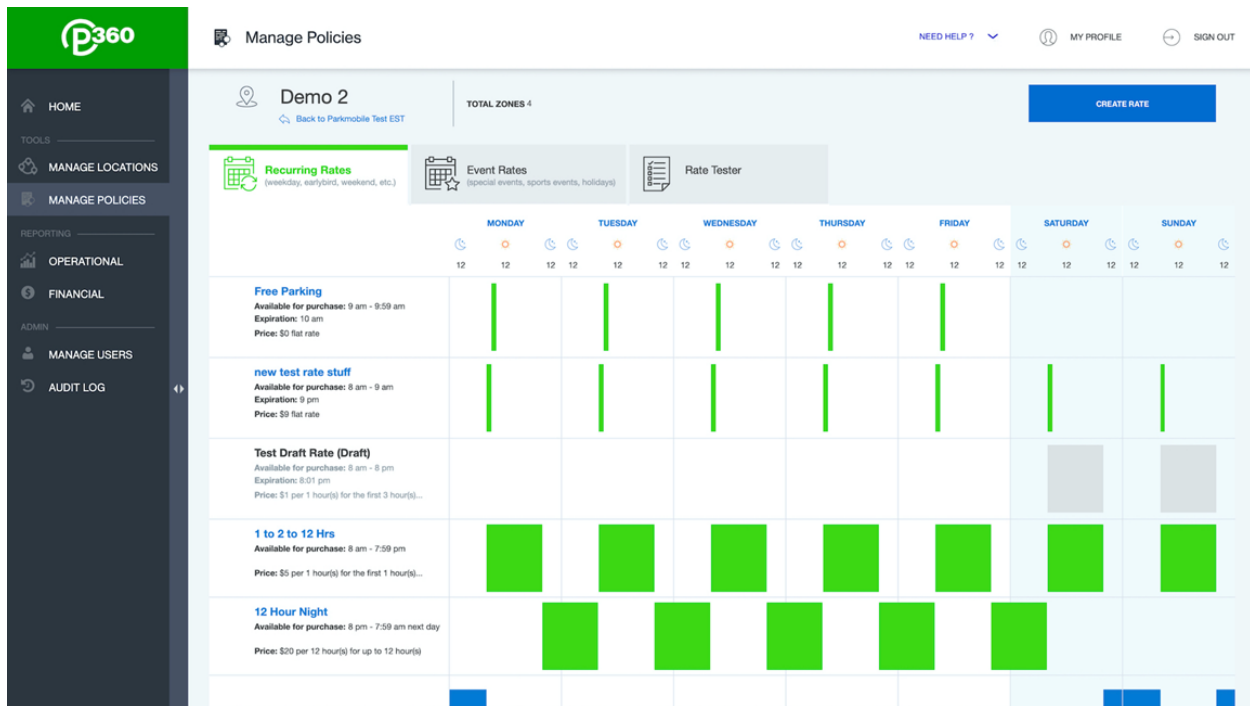
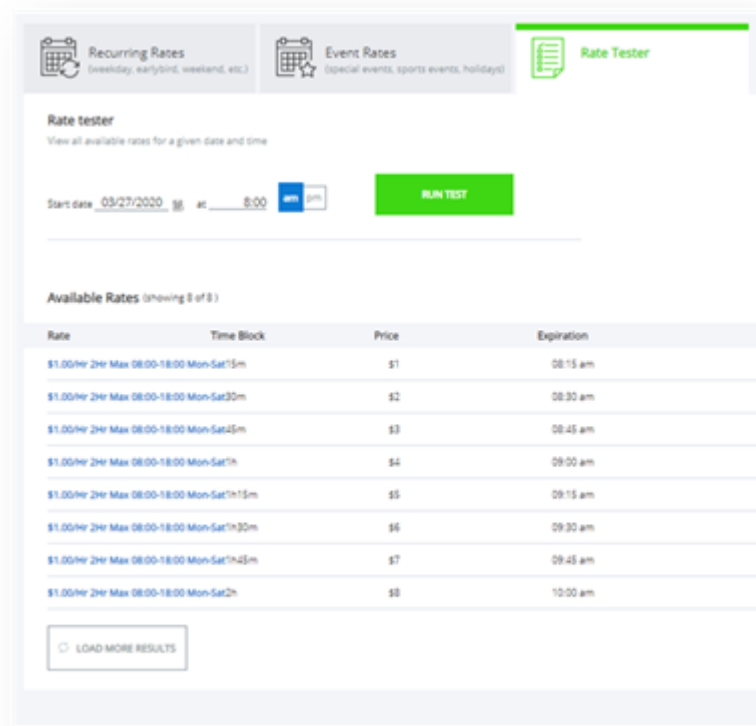


Figure - Calendar View to Setup Recurring Rates



Rate tester
View all available rates for a given date and time

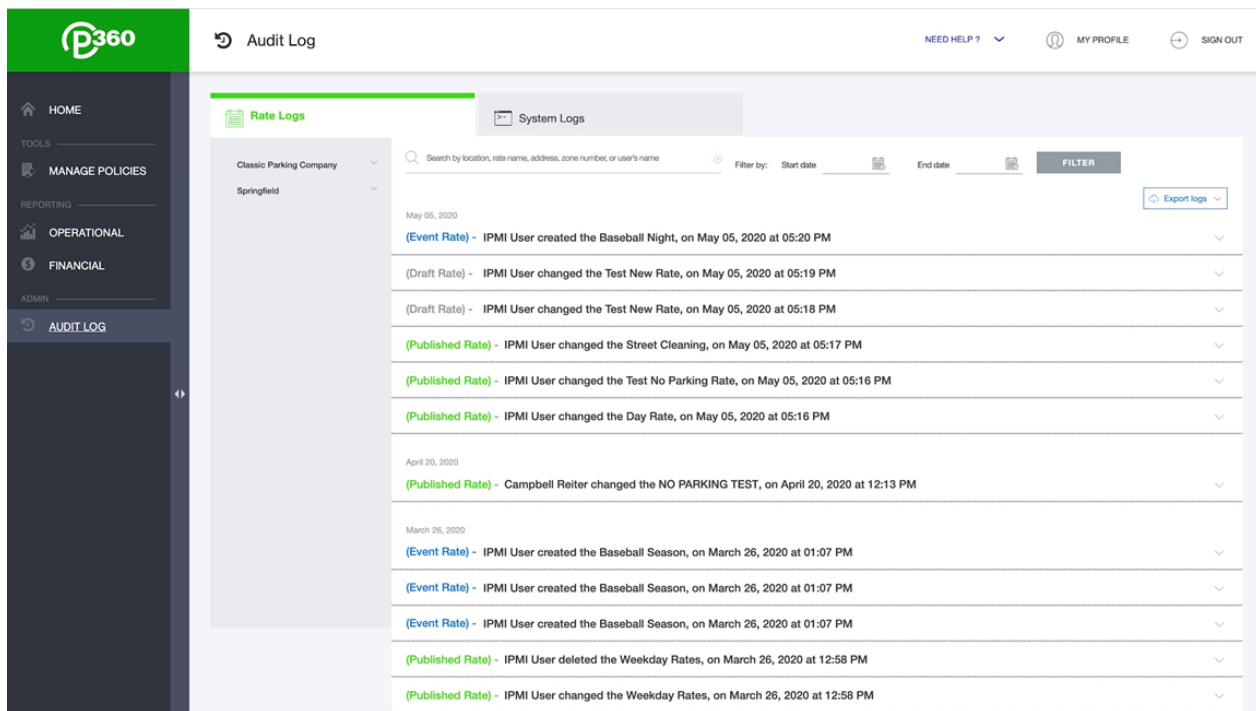
Start date: 03/27/2020 at 8:00 am am pm RUN TEST

Available Rates (showing 8 of 8)

Rate	Time Block	Price	Expiration
\$1.00/Hr 2hr Max 08:00-18:00 Mon-Sat	15m	\$1	08:15 am
\$1.00/Hr 2hr Max 08:00-18:00 Mon-Sat	30m	\$2	08:30 am
\$1.00/Hr 2hr Max 08:00-18:00 Mon-Sat	45m	\$3	08:45 am
\$1.00/Hr 2hr Max 08:00-18:00 Mon-Sat	1h	\$4	09:00 am
\$1.00/Hr 2hr Max 08:00-18:00 Mon-Sat	1h15m	\$5	09:15 am
\$1.00/Hr 2hr Max 08:00-18:00 Mon-Sat	1h30m	\$6	09:30 am
\$1.00/Hr 2hr Max 08:00-18:00 Mon-Sat	1h45m	\$7	09:45 am
\$1.00/Hr 2hr Max 08:00-18:00 Mon-Sat	2h	\$8	10:00 am

LOAD MORE RESULTS

Figure - Test New Rates Before Pushing Them Live



Audit Log

Rate Logs | System Logs

Classic Parking Company: Springfield

Search by location, rate name, address, zone number, or user's name | Filter by: Start date | End date | FILTER | Export logs

- May 05, 2020
 - (Event Rate) - IPMI User created the Baseball Night, on May 05, 2020 at 05:20 PM
 - (Draft Rate) - IPMI User changed the Test New Rate, on May 05, 2020 at 05:19 PM
 - (Draft Rate) - IPMI User changed the Test New Rate, on May 05, 2020 at 05:18 PM
 - (Published Rate) - IPMI User changed the Street Cleaning, on May 05, 2020 at 05:17 PM
 - (Published Rate) - IPMI User changed the Test No Parking Rate, on May 05, 2020 at 05:16 PM
 - (Published Rate) - IPMI User changed the Day Rate, on May 05, 2020 at 05:16 PM
- April 20, 2020
 - (Published Rate) - Campbell Reiter changed the NO PARKING TEST, on April 20, 2020 at 12:13 PM
- March 26, 2020
 - (Event Rate) - IPMI User created the Baseball Season, on March 26, 2020 at 01:07 PM
 - (Event Rate) - IPMI User created the Baseball Season, on March 26, 2020 at 01:07 PM
 - (Event Rate) - IPMI User created the Baseball Season, on March 26, 2020 at 01:07 PM
 - (Published Rate) - IPMI User deleted the Weekday Rates, on March 26, 2020 at 12:58 PM
 - (Published Rate) - IPMI User changed the Weekday Rates, on March 26, 2020 at 12:58 PM

Figure - Audit Log Provides a Record of Rate/Policy Changes

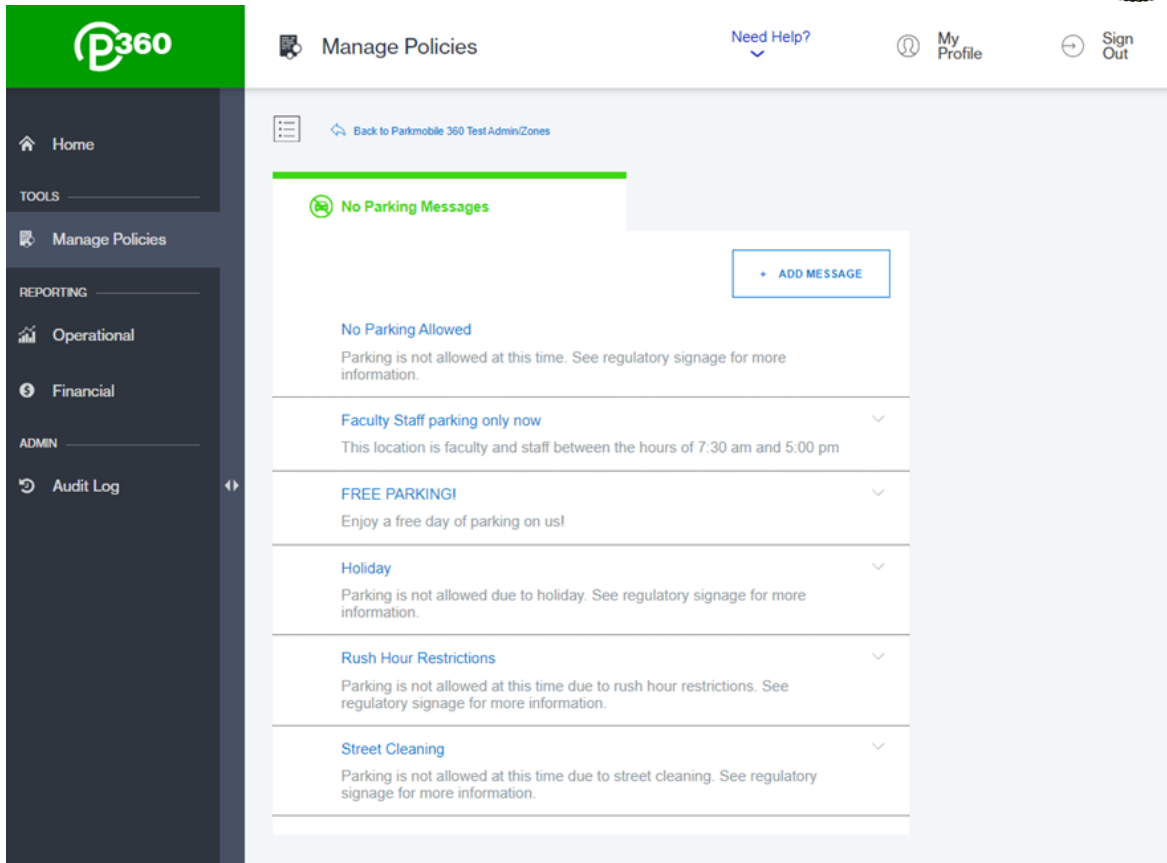


Figure - Create Custom "No-Parking" Messages

The ParkMobile 360 back-end is user-definable, interactive, and administrators can ‘drill’ into reports to get to more detail. Our dashboards and reporting will enable your parking operations to visualize data help you make operational decisions.

ParkMobile 360 provides the following reporting features:

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

With ParkMobile 360, your data is delivered in an attractive, easy-to-read format with charts and graphs for monitoring trends and drawing insights.

We have included sample analytics dashboards and reports below.

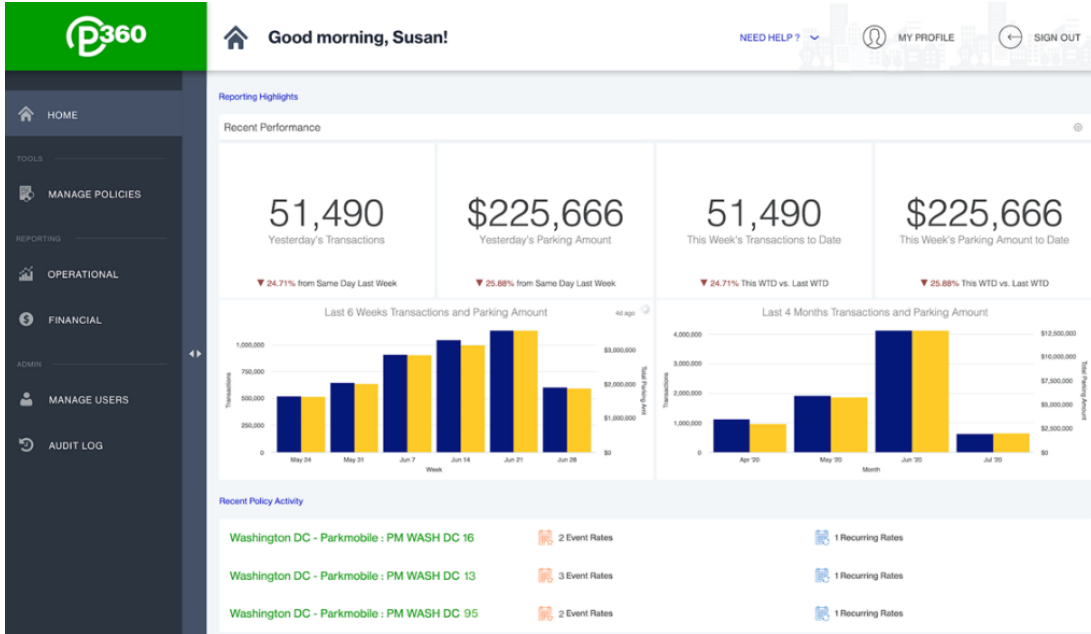


Figure - PM360 Easy to Read Dashboards



Figure - PM360 Operational Reporting to Show Transactions by Zone

Financial Reporting

Search by Report Name

Name ^ Favorite

- Payment Methods Report**

This report provides a summarized breakdown of the transactions associated with each payment method. For each payment method, the report gives the total number of transactions, parking revenue, transaction fees and payment amount by day.
- Transaction Approved Parking Info**

This report provides many of the individual transaction details included in the Transaction Detail with Location Approved Only Report, with the addition of the start and end times for each parking session. The report includes only successful transactions.
- Transaction Detail With Location Approved Only**

This report is the most detailed view of individual transactions. For the specified date range, it provides zone number, payment method, customer LPN, all fees and discounts associated with the transaction, and more. The report includes only successful transactions and is useful for financial reconciliation.

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Figure - PM360 Financial Reporting – Transactions

Payment Methods Report

Account:

Payment Date Range:

Payment Methods Report just now

Supplier Name	Payment Date Local Date	Location ^	Transactions Total	Payment Amount	Parking Amount	Vat Amount	Transaction Fee	Amex Amount	Amex Count	Chasepay Amount	Chasepay Count	Disc Amount	Disc Count	Jcb Amount	Jcb Count	Mc Amount	Mc Count	Paypal Amount
Parkmobile Test EST	2019-02-04		2	\$10.70	\$10.00	\$0.00	\$0.70	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$10.70	2	\$0.00
Parkmobile Test EST	2019-04-20		3	\$11.05	\$10.00	\$0.00	\$1.05	\$11.05	3	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Parkmobile Test EST	2019-08-02		1	\$5.35	\$5.00	\$0.00	\$0.35	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$5.35	1	\$0.00
Parkmobile Test EST	2019-02-16		1	\$5.35	\$5.00	\$0.00	\$0.35	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$5.35	1	\$0.00
Parkmobile Test EST	2019-05-02		1	\$8.35	\$8.00	\$0.00	\$0.35	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Parkmobile Test EST	2019-08-24		2	\$10.70	\$10.00	\$0.00	\$0.70	\$10.70	2	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Parkmobile Test EST	2019-02-26		1	\$5.35	\$5.00	\$0.00	\$0.35	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Parkmobile Test EST	2019-05-21		1	\$10.35	\$10.00	\$0.00	\$0.35	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Parkmobile Test EST	2019-09-14		1	\$5.35	\$5.00	\$0.00	\$0.35	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Parkmobile Test EST	2019-03-15		1	\$5.35	\$5.00	\$0.00	\$0.35	\$5.35	1	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Parkmobile Test EST	2019-06-05		1	\$8.35	\$8.00	\$0.00	\$0.35	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Parkmobile Test EST	2019-09-22		1	\$5.35	\$5.00	\$0.00	\$0.35	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Parkmobile Test EST	2019-01-05		5	\$28.75	\$28.00	\$0.00	\$1.75	\$5.35	1	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Parkmobile Test EST	2019-03-24		1	\$8.35	\$8.00	\$0.00	\$0.35	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00

Figure - PM360 Financial Reporting – Payment Methods

WV Treasurer’s Office Requirements: Vendor must process credit/debit card payments through the West Virginia’s Treasury’s merchant services contract. Currently, the processor for all credit/debit card payments is FISERV. Real Estate will incur all interchange costs. Additionally, ACH payments must be processed through the West Virginia Treasury by delivering a NACHA file daily.

ParkMobile currently works with more than 15 payment processors, and we are constantly adding more, allowing you to manage your operation with the most advanced payment engine on the market. During project deployment, we will set up an integration with FISERV for payment processing.

Equipment: Vendor must not require additional equipment to be added or installed on the meter itself.

Our solution does not require additional equipment to be added or installed on the meter itself.

Implementation: Vendor’s integrated parking management system must be operational within 120 days of the award of this contract.

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

ParkMobile's expected timeline for launching the State’s program is **60 days** from the time a contract is executed. This includes gathering the rate and policy information; creating, approving, and producing signage; configuring and testing your operation and integrations; training staff on back-office systems; and creating and launching marketing campaigns.

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

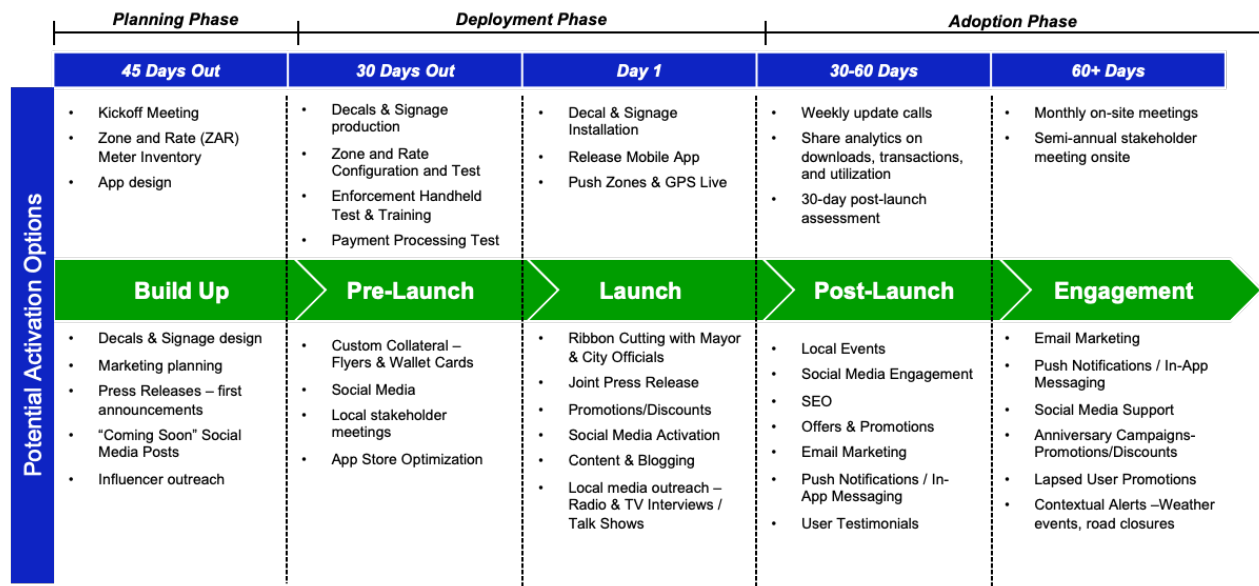


Figure – Typical Project Launch Plan

Planning Phase

ParkMobile will work with the State during the planning phase to set up an initial “kickoff call” with the project team within 10 days of contract close. The sales team will introduce the State to the implementations team. They will discuss items such as the ZAR (Zone and Rate Structure). We will need to know location name, addresses, space count, equipment onsite, parking rates, hours, no parking times, etc. This will enable us to build out each zone in our system. The implementations team will also

discuss signage options and the integration that will be needed to the systems already in place at the Capitol.

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 Cincinnati S	4	SSM	\$1.00	6 Hour	Mon-Sat 8am-10pm
2909	200 Cincinnati N	5	SSM	\$1.00	2 Hour	Mon-Sat 8am-10pm
2910	200 Cincinnati S	9	SSM	\$1.00	2 Hour	Mon-Sat 8am-10pm
2911	300 Cincinnati N	8	SSM	\$1.00	2 Hour	Mon-Sat 8am-10pm
2912	300 Cincinnati 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

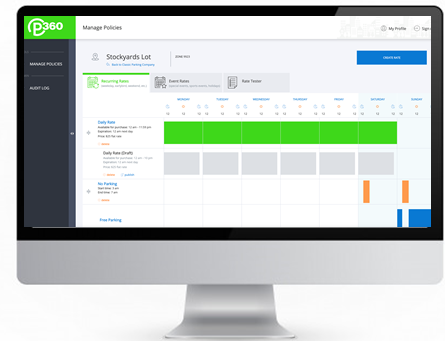


Figure – Zone and Rate (ZAR) Configuration

Deployment Phase

The next phase is the Deployment phase where the implementations team will produce signage and stickers/decals and finalize zone configuration in our system. We will also test transactions to ensure merchant accounts are set up properly and the customer payment process is operating as expected.

The implementations team will also introduce the State’s project team to our marketing department. They are responsible for creating customized marketing collateral and writing press releases to local media outlets. We will begin our social media campaigns to communicate to the public that ParkMobile is going to be available at the State Capitol. Any digital collateral can be sent to the State’s team should you want to include information on how to use the mobile app on a website.

Once everything has been tested and systems are a go, the ParkMobile team and the State’s team will set a go live date when drivers can officially begin to use ParkMobile to pay for parking.

Adoption Phase

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

ParkMobile’s platform and support teams have been tested and proven on the largest parking operations in the United States. Within the past four years alone, ParkMobile has deployed the largest pay-by-cell parking program in the Country with New York City, transitioned several large cities like Philadelphia and Alexandria, VA from other pay-by-cell providers and driven increased adoption across the board, and re-earned major municipal contracts with partners like the City of Minneapolis after highly competitive RFP processes.

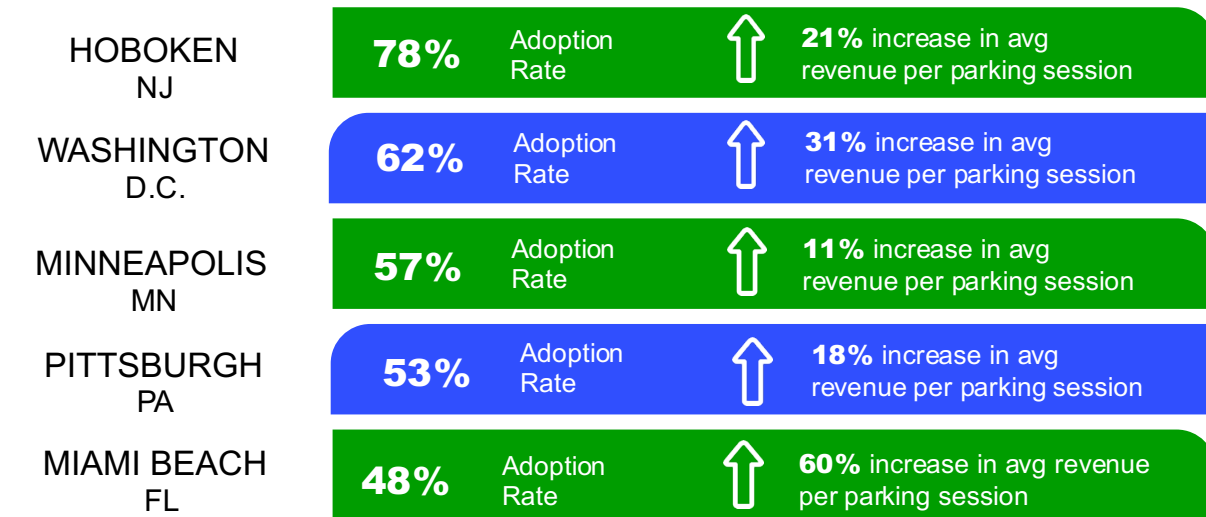


Figure – ParkMobile’s adoption rates are the best in the industry.

Software Maintenance: Vendor must at no additional cost, perform software maintenance and services outside of parking’s business hours, Monday through Friday, 7AM to 5PM, except state holidays.

Through regular touchpoints with Account Management, we keep our clients up to date on new/future enhancements and upgrades being made to our platforms. All updates are completed remotely during off hours (such as 1AM) to ensure the State’s system does not experience any downtime due to the update. No updates/upgrades or maintenance and service will be conducted during the regular parking business hours of Monday through Friday, 7AM to 5PM.

Signage, Stickers, Marketing

ParkMobile provides clients with access to end-to-end marketing support to drive awareness and adoption of their mobile parking programs throughout the life of our partnership. Effective marketing is the biggest key to widespread adoption of a mobile payment system and ParkMobile has the highest adoption rates in the industry.

ParkMobile’s Smart Marketing Approach

When ParkMobile develops a marketing program for a new launch, we understand that one size does NOT fit all. 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 below.

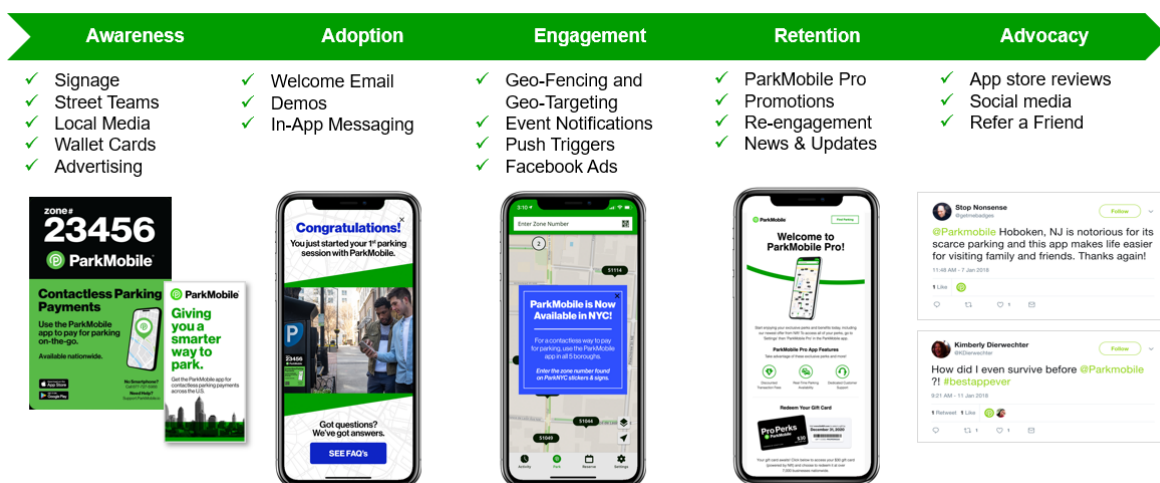


Figure - ParkMobile End to End Engagement and Activation

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 notify existing ParkMobile users. ParkMobile will also look for opportunities to leverage local programming in the market. For example, in Atlanta we created branded content for integration into a show about local restaurants called “Atlanta Eats”.

2. Adoption

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

3. Engagement

Once people are using the app, we engage with 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 target users on Facebook and other social platforms to serve up tactical messages and stay top-of-mind.

4. Retention

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

5. Advocacy

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

Vendor must provide and maintain signage, stickers, and training, at no additional cost to the state.

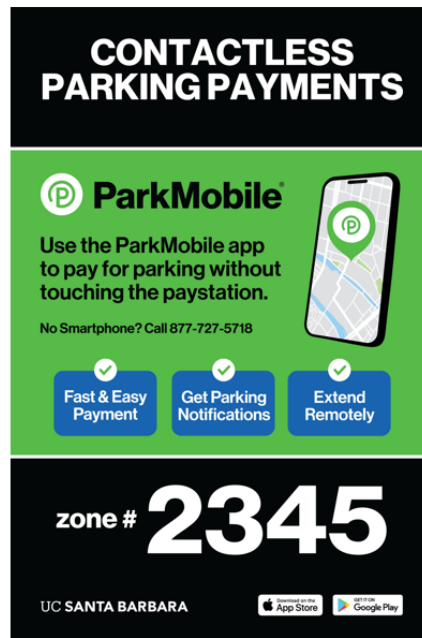
Standard ParkMobile signs and decals will be provided to the State at **no cost** during the deployment of the system.

Signage and decal design are one of the most important aspects of a mobile parking program. Our team works directly with our clients to understand the locations and equipment out in the field to come up with the best sign and decal package. We have a graphic design team in-house creating our proofs and we can create different shapes and sizes to meet the needs of each individual client.

We are prepared to work with the State to finalize a design for the mobile payment system that meets ParkMobile's branding guidelines while also meeting the State's ideal formatting and design.

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.
- Explain that ParkMobile is available as a contactless payment option.



ParkMobile Standard Signage Design

Signage Placement: Vendor must coordinate with Real Estate regarding placement of signage.

Installation of signage is usually handled by the client, but we will coordinate with Real Estate regarding the best practices for placement using knowledge that we've gained through hundreds of deployments across the country.

Sticker Supply: Vendor must provide Real Estate with the number of stickers/decals sufficient to attach one to each meter covered under this contract, as well as, any replacement stickers that may be necessary during the course of the contract.

We will provide the State with the necessary amount of decals sufficient to attach one to each meter covered under the contract, as well as any replacement stickers that may be necessary. We have included a few best practices for installing decals on single space meters below.

Signage Best Practices for Single Space Meters

- Decals can be customized as needed to fit your meter housings.
- Placing decals on the street-facing side is ideal so drivers see them as they pull in and walk up to the meter



Figure – ParkMobile’s best practices for installing decals on parking meters.

Marketing: All marketing plans and materials must be approved by the Real Estate Division in advance.

Our Marketing Team will coordinate with the Real Estate Division to plan and seek approval of all marketing plans and materials.

Training

Vendor will provide training to Real Estate Division personnel on proper operation of the integrated parking management system.

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

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

Admin Users (Reporting and Policies in ParkMobile 360)

- Update rates and policies in real-time
- Run, customize, export, and schedule recurring operational and financial reports
- Create and manage user login credentials

Read only-users (Reporting and Policies in ParkMobile 360)

- Full access to viewing operational and financial reports, but no ability to make changes

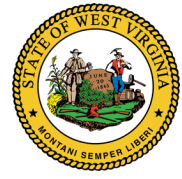
Enforcement-oriented users

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

Read-only users (Customer Transaction Lookup)

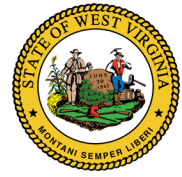
- Quickly look up vehicle plate numbers to verify all associated parking history
- Simple interface is ideal for reception or office staff who handle customer inquiries about reviewing and waiving violations

Training will consist of multiple 1-hour training sessions leading up to the go live date. Enforcement training is scheduled at the convenience of the enforcement team. Enforcement training focuses on the workflow to check client mobile parking sessions through the client's enforcement platform (Clancy). 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 officer will see how the payments reflect on their devices in real-time.



Pricing Page

We have completed Exhibit A: Pricing Page and have uploaded it separately in the bid portal.



Certification and Signature Form

We have completed our Certification and Signature Form and have attached it after this page.



Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia
 Centralized Request for Quote
 Service - Misc

Proc Folder: 902607			Reason for Modification:
Doc Description: Parking Meter App West Virginia State Capitol Complex			
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2021-09-09	2021-09-22 13:30	CRFQ 0233 PKG2200000001	1


BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Customer Code: VC0000043068
Vendor Name : ParkMobile LLC
Address : 1100
Street : Spring Street NW, Suite 200
City : Atlanta
State : Georgia **Country :** US **Zip :** 30309
Principal Contact : Brooke Bustle
Vendor Contact Phone: (850) 321-2074 **Extension:** N/A

FOR INFORMATION CONTACT THE BUYER
 Melissa Pettrey
 (304) 558-0094
 melissa.k.pettrey@wv.gov

Vendor Signature X  **FEIN#** 38-3941930 **DATE** 9/22/2021

All offers subject to all terms and conditions contained in this solicitation

DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

Brooke Bustle, Regional Sales Manager

(Name, Title)

Brooke Bustle, Regional Sales Manager

(Printed Name and Title)

1100 Spring Street, Suite 200, Atlanta, GA 30309

(Address)

(850) 321-2074

(Phone Number) / (Fax Number)

Brooke.Bustle@ParkMobile.io

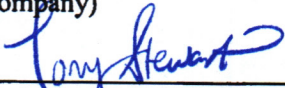
(email address)

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law.

ParkMobile LLC

(Company)



(Authorized Signature) (Representative Name, Title)

Tony Stewart, Chief Legal & Privacy Officer

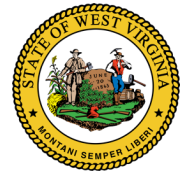
(Printed Name and Title of Authorized Representative)

09/22/2021

(Date)

(770) 818-9036

(Phone Number) (Fax Number)



Purchasing Affidavit

We certify that we do not owe a debt to the State or a political subdivision of the State and have completed the required Purchasing Affidavit which is attached after this page.

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

CONSTRUCTION CONTRACTS: Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

ALL CONTRACTS: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceed five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: ParkMobile LLC
DocuSigned by

Authorized Signature: Hank Vanjaria Date: 9/21/2021
USCA 0054 004 14/18

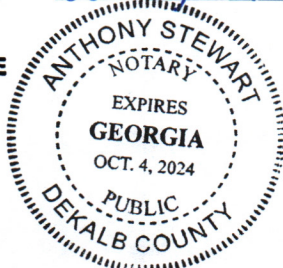
State of Georgia

County of DeKalb, to-wit:

Taken, subscribed, and sworn to before me this 21 day of September, 2021.

My Commission expires Oct 4, 2024, 2024.

AFFIX SEAL HERE



NOTARY PUBLIC [Signature]
Purchasing Affidavit (Revised 01/19/2018)



Contract Manager

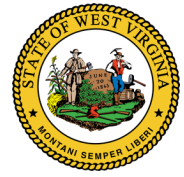
We have attached our Contract Manager form which lists the contact for ParkMobile after this page.

REQUEST FOR QUOTATION
Electronic Parking Meter On Demand Payment
CRFQ PKG220000001

9. MISCELLANEOUS:

9.1. Contract Manager: During its performance of this Contract, Vendor must designate and maintain a primary contract manager responsible for overseeing Vendor's responsibilities under this Contract. The Contract manager must be available during normal business hours to address any customer service or other issues related to this Contract. Vendor should list its Contract manager and his or her contact information below.

Contract Manager: Brooke Krieger
Telephone Number: 850-321-2074
Fax Number: N/A
Email Address: Brooke.Bustle@parkmobile.io



Addendum Acknowledgement Form

We acknowledge the receipt of one (1) addendum and have signed and attached our completed Addendum Acknowledgement Form after this page.

**ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.:**

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

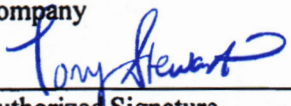
(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

ParkMobile LLC

Company


Authorized Signature

09/22/2021

Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.

EXHIBIT A- Pricing Page

CONTRACT ITEM

Item #	Item	Vendor Description	Unit of Measure	Quantity	Unit Price	Extended Cost
1	on demand, electronic payment of parking meters including reservations and parking permits, and back-office administration payment	price is per transaction and is paid by the end user (par	EACH	10,000	\$0.30	\$3,000.00

CONTRACT SERVICE

Item #	Item	Vendor Description	Unit of Measure	Quantity	Unit Price	Extended Cost
2	Second Year Maintenance and Support/Warranty/Hosting	No additional cost.	Year	1.00	\$0.00	\$0.00
3	Third Year Maintenance and Support/Warranty/Hosting	No additional cost.	Year	1.00	\$0.00	\$0.00
4	Fourth Year Maintenance and Support/Warranty/Hosting	No additional cost.	Year	1.00	\$0.00	\$0.00
		Total Bid Amount				\$3,000.00

APP MUST BE COMPATIBLE WITH DUNCAN METERS

Contract will be evaluated on all lines but **only awarded on first year.**

Renewal options for years 2, 3, and 4 will be initiated by the Agency, Agreed to by the Vendor and Processed by the West Virginia Purchasing Division as Change Orders for subsequent years.

Total Bid Amount should be entered on the wvOASIS commodity line when submitting.

Vendor **must** submit the Exhibit A pricing page with their bid documents. If submitting bid electronically, use the electronic version in the document attachments.