

# Big updates are coming to ParkMobile

## See what's coming to ParkMobile's best-in-class parking management platform

ParkMobile has been the leading innovator in digital parking for over 15 years – and this year, we're introducing some changes to our platform. Since our merger with EasyPark in 2021, we've been working hard to identify the best features and innovations from around the globe and bring them home to our partners and customers here in the US.

Based on insights gained from our data along with parking operations and experts from the US and beyond, these upcoming changes are specifically designed to give parking operators more flexibility to tackle unique challenges, capitalize on new opportunities, and address parking needs as they evolve.

In the coming months, we'll reach out to you to help with the update and ensure a smooth transition. As more clients update to the new system, we'll be listening carefully to any feedback and concerns so we can make continuous improvements along the way.



## Preparing for change

We want to give you an overview of everything that's changing, including both the legacy features that are being phased out along with some new and exciting features that will enhance the way you manage parking.



## New visual interface and operational reporting

Starting this year, you'll have access to the new ParkMobile Parking Dashboard, an interactive map that gives you a comprehensive overview of your parking environment. From here you'll have access to new and improved operational reporting, with the ability to compare and optimize zones, set custom reporting areas, and more.



## ParkMobile 360

Financial reporting and self-service rate management will remain in ParkMobile360, which you can log into from the top of the Parking Dashboard interface or directly through a new ParkMobile360 URL. To help streamline operations moving forward, we'll be looking for ways to consolidate all the resources you need into one place.



## Additional camera parking support

Camera parking allows parkers to park, pay, and leave without ever having to lift a finger. ParkMobile is embracing innovations and exploring partnerships in camera technology and license plate recognition to support more automated parking experiences for off-street parking. These opt-in camera services will help streamline the parking experience for users and increase revenue for operators.



## Reservation enhancements

We're working to enhance how reservations are handled and reported on in backend systems. Soon, you'll have access to new intuitive self-service options that will streamline your reservation inventory management. We'll be releasing more details on these features in the coming months.



## Enhanced support tools

ParkMobile will continue to support robust self-service tools for policy and rate adjustments in PM360. Additionally, based on client feedback, we are also equipping our client support team with better tools to help with zone and rate changes made outside of PM360, including rate scheduling, rates per vehicle type, GPS pin adjustment, and other common requests.



## Payments

Due to low demand, we'll be removing PayPal as a payment option for customers moving forward. Instead, we'll be focusing on additional support for popular digital payment alternatives like Apple Pay and Google Pay in the future.



## Robust insights and opportunities

Uncover even more insights with optional opportunities to increase parking compliance by using our parking occupancy scanners to get a digitized parking inventory, city-wide occupancy maps, and enforcement reports. ParkMobile is excited to work together with municipalities, universities, operators, and enforcement providers to create better ways to measure, monitor, and communicate parking challenges to make data-driven policy decisions.



## Continued innovation

Being part of EasyPark enables us to accelerate innovation and adopt successful parking features in the US market. We're looking into adding more support for things like electric vehicle charging and integrating our best-in-class parking app directly into vehicles and more smart devices for a better user experience. We continue to make decisions based on your input so we can better address the needs of your market and your customers.

## The Update Timeline

We'll be rolling out these new updates for clients and users in 2024 and 2025. Here's what to expect.



### For clients

Updates for most clients will be completed by the end of 2024. Expect us to reach out again within the next few months when the time comes for your account to be transitioned.



### For users

Starting in 2025, we'll be doing a similar update of the ParkMobile app for our users, bringing them the best of EasyPark's global platform. We will provide more details on the app changes as final designs take shape.

## Laying the foundation for the future of parking

These updates were created with the client and user experience in mind, and we'd love to hear what you think, so please reach out to your account manager any time to share feedback, questions, or concerns.