



# Village of Lake Orion, MI **Arrive**<sup>+</sup>

**+ Special Meeting of the Village Council – Arrive Presentation of Downtown Paid Parking**

June 22, 2026

# Introductions



## Julianna Smith

### Regional Sales Manager - Michigan

- Active member of the MI Parking Association, MI Downtown Association and the MI Municipal League
- Midwest local with 10+ years technical experience and 2 years parking industry experience

# Agenda



- 1 Overview
- 2 Checkout Process
- 3 Signage
- 4 Customer Care
- 5 Enforcement
- 6 Dashboard
- 7 Marketing
- 8 Hardware
- 9 Case Studies
- 10 Investment

# Our Story

# The power of coming together

→ **Combined**



- 80+ countries globally
- 6000+ cities and operators
- 300,000+ connected terminals

## Products Offered:

- Pay stations
- Parking enforcement & analytics tools
- Transit ticketing and mobility solutions

- 700+ cities in NA
- 1,300+ parking operators
- 1.6M+ parking spaces
- 6M+ yearly active users in NA

## Products Offered:

- Mobile app for on-street and off-street parking payments
- Parking reservations for events & garages
- Parking enforcement integrations
- Self-service portal with analytics tools

## Combined Benefits

- Leaders in Innovation
- Global Reach, Local Expertise
- End-to-end Parking Ecosystem
- Comprehensive Coverage
- Secure and High-Availability Infrastructure
- Adoption, Users, Familiarity

# ParkMobile App & Guest Checkout

# ParkMobile by the Numbers



73 Million+  
Users  
nationwide



15 Million+  
monthly  
transactions



600+  
cities &  
municipalities



47  
of the top  
100 cities

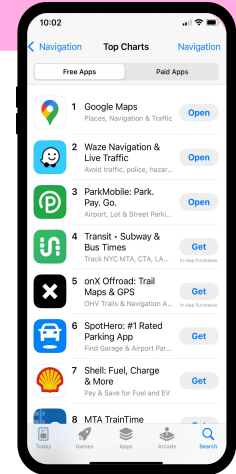


25+  
airports



150+  
universities

- Ranked #3 in the Navigation category of the app store only behind Waze and Google Maps
- Adopted by over 1 in 10 U.S. drivers
- 25% of users engage with the app as they travel to different markets



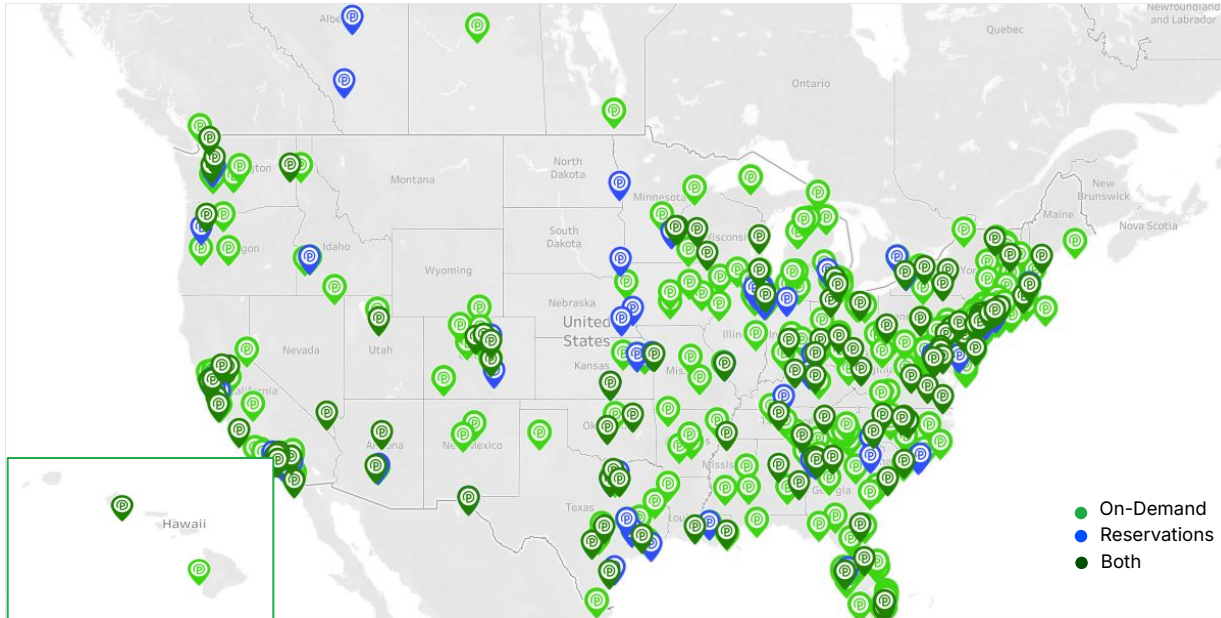
# Harnessing network users to accelerate digital adoption

- **What's a network user?** A network user is simply a person who's already using ParkMobile in another market.
- **Benefits for users:** A network user already knows about mobile payment, already has an app downloaded, and are ready to use digital parking when they come to your area.
- **Benefits for clients:** With our vast base of users across the country, ParkMobile accelerates client's digital parking programs with more users, more transactions, and more awareness.



# The ParkMobile Network

The ParkMobile network connects drivers to the largest network of mobility related services in the U.S., with parking in over 600 cities including 7 of the top 10 in the U.S.



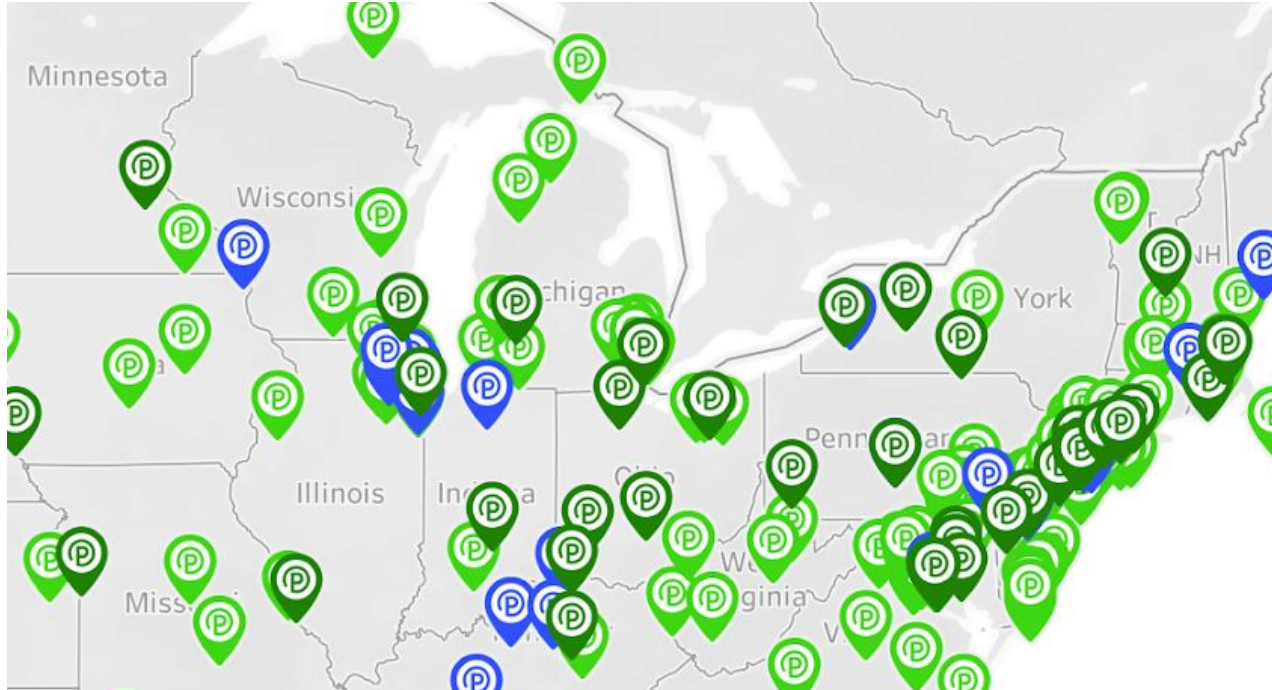
## Top Markets

Washington, DC	Cleveland, OH
Philadelphia, PA	Tampa, FL
Los Angeles, CA	Birmingham, AL
Denver, CO	Dallas, TX
Pittsburgh, PA	Houston, TX
Newark, NJ	Miami Beach, FL
Atlanta, GA	Phoenix, AZ
Boston, MA	New Orleans, LA

**25%** of ParkMobile members use our app as they travel across markets

# The ParkMobile Network Around Michigan

The ParkMobile network connects drivers to the largest network of mobility related services in the U.S., with parking in over 600 cities including 7 of the top 10 in the U.S.



## Michigan ParkMobile Clients

- Birmingham
- Traverse City
- Rochester
- Petoskey
- Kalamazoo
- Mt. Clemens
- Royal Oak
- Ferndale
- Charlevoix
- Michigan Tech University
- Western Michigan University
- Grand Valley State University
- Dearborn
- Houghton
- Milford
- Park Rite, Inc.

## Regional Clients

- Columbus
- Cleveland
- University of Toledo
- Indianapolis

# Arrive's Footprint Across the State

## Existing Mobile Payment Clients



## Existing Pay Station Clients

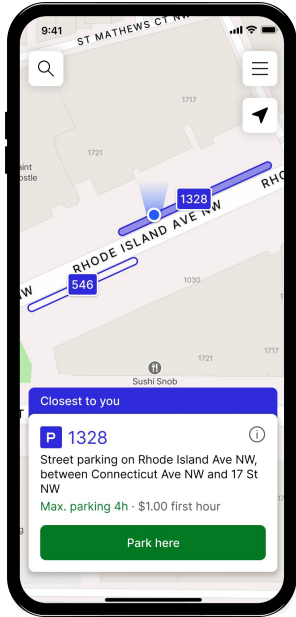


# Paid Parking Makes Lake Orion More Liveable

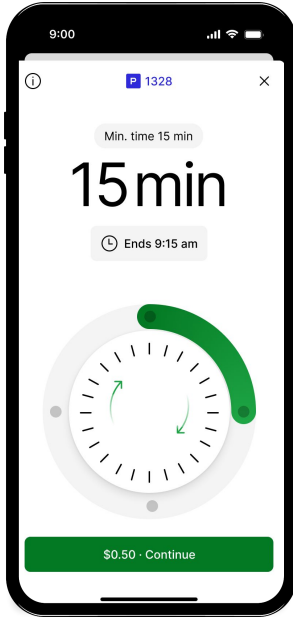
Transitioning from free to paid parking programs offers numerous advantages for both residents and visitors. Embrace the convenience and efficiency of digital parking payments with ParkMobile, and experience the future of parking and mobility today.



# App Workflow Overview



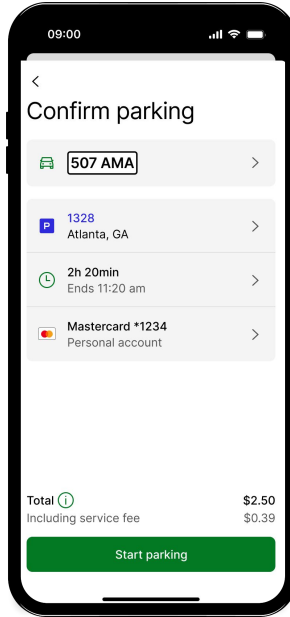
Select area



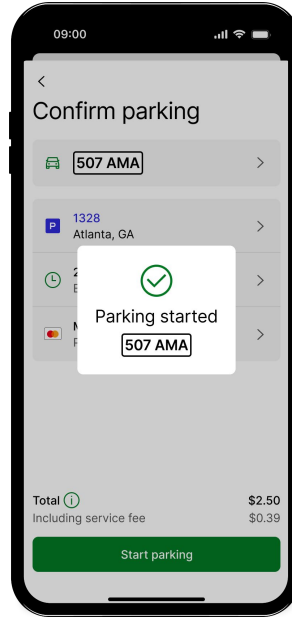
Set time



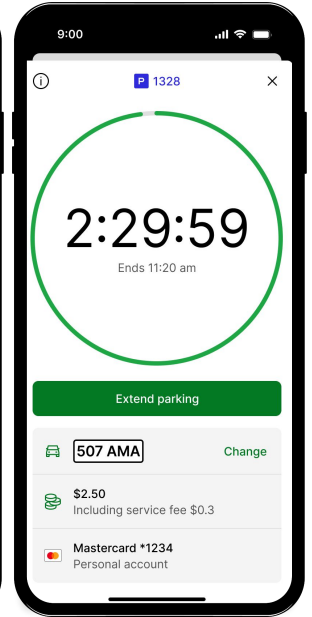
Press "continue"



Confirm details and start



Parking started



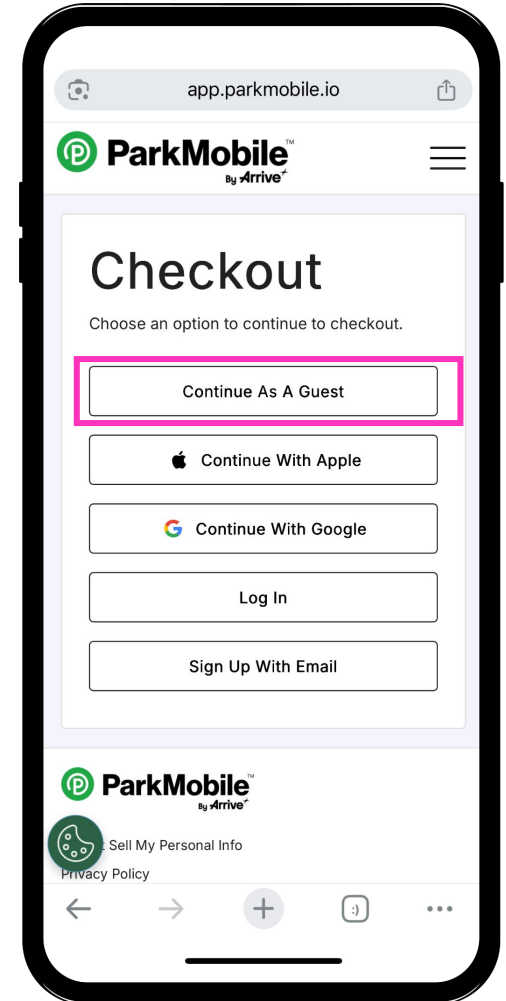
Countdown & extend

# Guest Checkout

Pay for parking without creating an account

## Benefits Include:

- Increasing on-demand parking transactions
- Decreasing total time to check out for users
- Driving net-new accounts
- Increasing user satisfaction



# Signage

# ParkMobile Standard Signage Proof - Logo

## Aluminum Signage

- 12x18
- 18x24
- 24x36

## A-Frames

- 24x36

## Windmaster

- 28x44

Your logo goes here!

**ParkMobile™**

## Fast & Easy Parking Payments

**Download ParkMobile**  
Download on the App Store  
GET IT ON Google Play

**Scan to Pay at ParkMobile.io**

**Text "Park" to 77223\***

**CITY LOGO**

**ZONE# 23456**

No smartphone? Call XXX XXX XXXX  
Need help? Support.ParkMobile.io

# Customer Care

# Market Leader in Customer Care

## Best-in-class support 24/7/365

We take the burden of customer service off of your team so you can focus more on what's important to you.

- **50,000+** customer service contacts per month
- Minimum **Satisfaction score of 90%** for all Customer Care interactions.
- **85% of calls** answered within **30 seconds**
- Level 1 PCI compliant ensuring data security
- Multi-channel call center with in-house phone, email, web and in-app chat, social media & bilingual support.



# Equitable Access for Patrons Without Smartphones, Credit, Debit Cards, or Bank Accounts

## No Smartphone?

Drivers who don't own a smartphone can easily pay for parking by calling a toll-free IVR number and making a payment over the phone.



## No credit card, debit card, or bank account?

Drivers without a credit or debit card can use a reloadable prepaid card like GreenDot or NetSpend or cash at the paystation.



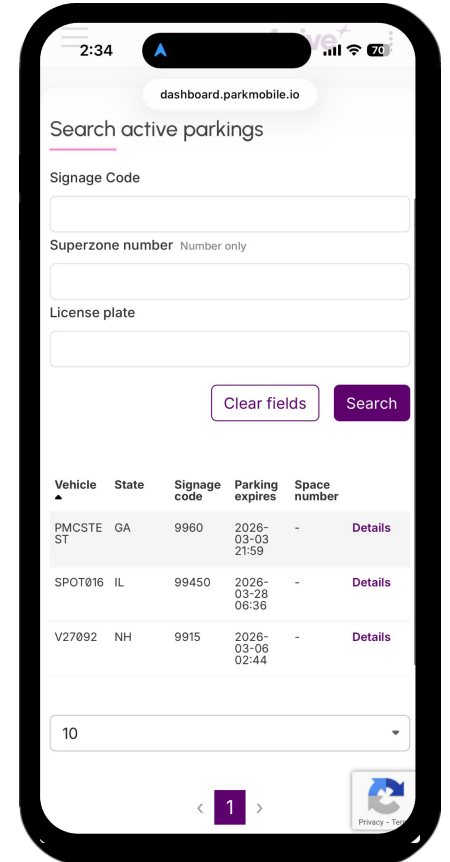
# Integrations & Enforcement

# Verify Active Session with Parking Attendant

**Parking Attendant** 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.

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

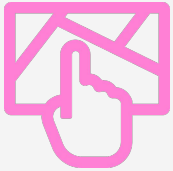
If you use another enforcement solution that integrates with ParkMobile, you may not need access to ParkMobile Parking Attendant. In these cases, Parking Attendant serves as a backup for your primary enforcement solution.



# Parking Dashboard & Rate Management

# Parking Dashboard

Giving you added visibility and self-service tools to optimize parking management.



## Interactive parking map

Get a comprehensive visual overview of your parking environment and see a live view of parking activity in the Dashboard's interactive map.



## Operational reporting

Access new and improved operational metrics and KPI tracking, including the ability to compare and optimize zones, set custom reporting areas, and more.



## Parking search

Easily search for historical parking session information by license plate, zone, date, and more to expedite parking disputes.



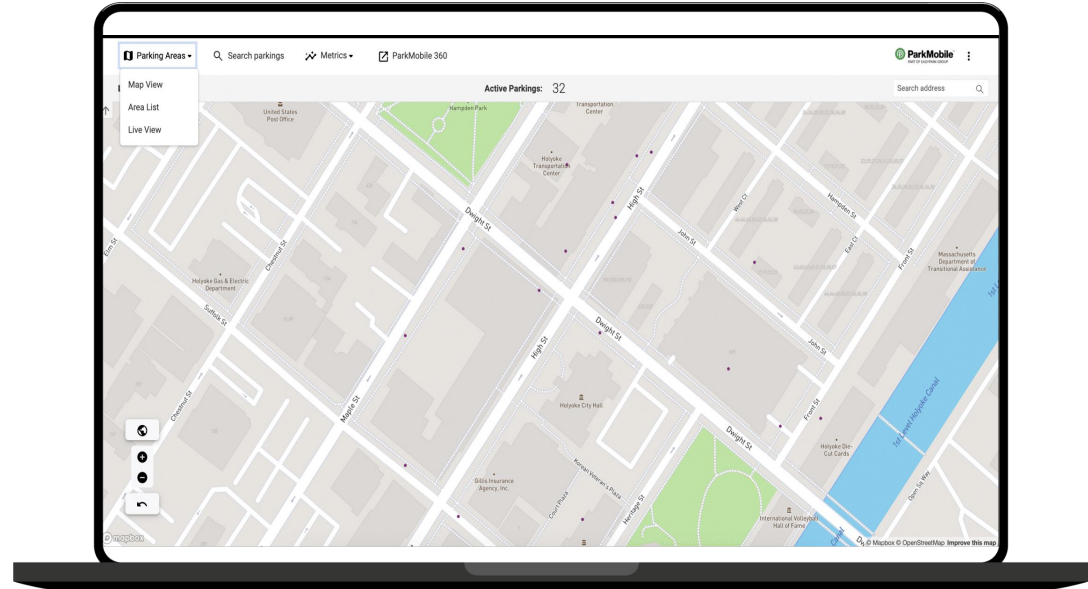
## Parking health check

Fill out data on your population, number of parking spots, and other information, then see how your parking compares with other cities in your area or ones of similar size.

# Parking Dashboard

The Parking Dashboard helps cities optimize their parking ecosystem and:

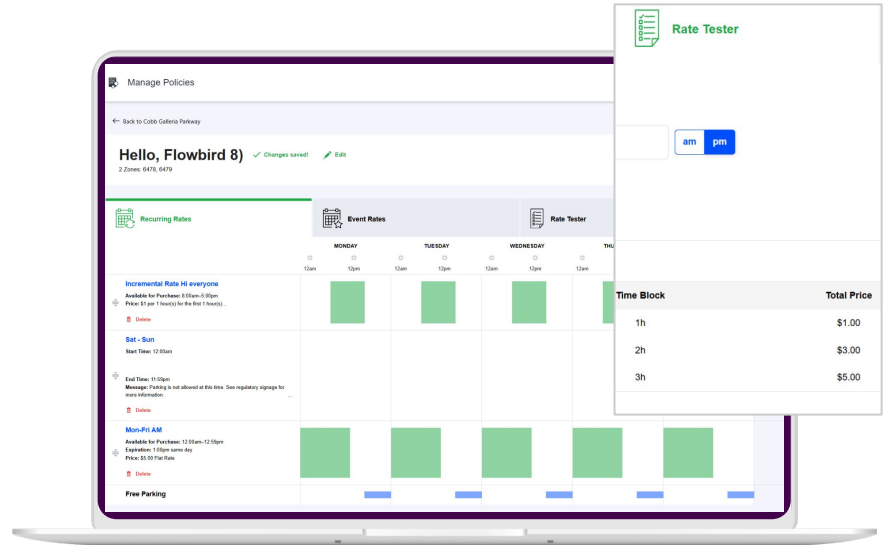
- **Manage** parking easily.
- **Visualize** enforcement and quick transaction checks when handling fine appeals.
- Provide financial and operational overview of your parking program and parking **behavioural patterns**.
- Gain insight on the **next steps** to optimize, estimate and measure the impact of actions on key metrics.
- Visualize Parking Inventory and Parking Occupancy data available in our EasyPark **Insights** solution.



# Self-Service Rate Management

Allows Operators to set, adjust, and optimize their own parking offerings (prices, times, etc) without needing intervention from Arrive

- Enables Operators to add, change, or delete Recurring Rates (or “everyday rates”). These are the prices and times that might be posted on signage.
- Management of Event Rates (or “special/exception rates”). Think giving free parking for a holiday, blocking off roads for a festival with no parking, or an upcharge for a music concert.
- Rate Tester allows users to ensure that rates are configured properly.
- Bigger picture changes, or things you can’t manage on your own? Your dedicated Account Manager is there to help



# Hardware

# Unparalleled Multi-Space Parking Meter Experience



- Introduced the Multi-Space Meter (MSM) concept to the United States
- 49,000 MSMs Deployed in the US
- 20,000+ Touch Screen MSMs Deployed
- \$25 million invested annually in R&D to support our mobility platform
- Long Term Customers
  - New York City – 1988
  - Portland – 2004
  - Pittsburgh – 2005
  - Philadelphia – 2006
  - Chicago – 2009
  - Minneapolis – 2010
  - Detroit – 2015

# CWT Pay Station



- High efficiency solar charging system or AC-mains power
- 4G LTE wireless communications and Ethernet
- 9.7" High Definition Touch Screen Display
- Multiple payment including Coins, Credit/Debit, Contactless/NFC
- Certified EMV configurations
- Printed Receipt, Text Receipt, Extend by Text options
- Stainless Steel, All Weather Design
- Separately keyed maintenance and collection compartments
- Double security vault access and optional Electronic locks
- Standardized API interfaces

# Long-Lasting Durability



- ▶ Heavy gauge steel design
- ▶ Corrosion resistant
- ▶ Graffiti resistant powder coating



# Customized Wraps



# Ultra-Secure for Unattended Environments



- ▶ Individually locked cabinets
- ▶ 4 point locking system for upper and lower cabinets
- ▶ No access to cash by maintenance team (unless authorized)
- ▶ Double security vault access
- ▶ Door hinges and seams are internal and tight to prevent the pay station from being pried open
- ▶ Locks and bolts are out of public sight

# Pay Station: All-Weather Performer

## From extreme cold...



- Reliable in subzero temperatures in northern regions
- Screens and buttons stay responsive in snow and ice
- Easy to start a parking session even with gloves or winter gear
- Engineered for rugged, freezing environments

## ... to record breaking heat.



- Operates flawlessly in triple-digit temperatures
- Withstands intense sun and UV exposure
- No overheating or system failures during record-breaking heat
- Designed for durability in the harshest hot-weather conditions

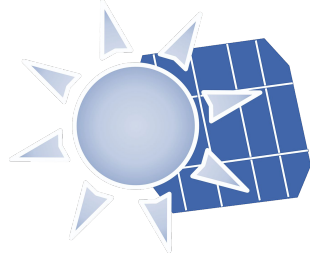
All internal components are dipped in conformal coating, and all printed circuit boards are protected with a double solder mask lacquer for maximum durability.

# All-Weather Performer

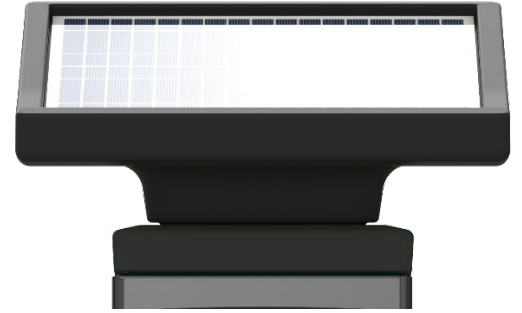


- ▶ Proven in all climates
- ▶ Operating temp: -13° F to 131° F (over 99% relative humidity)
- ▶ Internal components are dipped in conformal coating
- ▶ All Printed Circuit boards are protected with a double solder mask lacquer

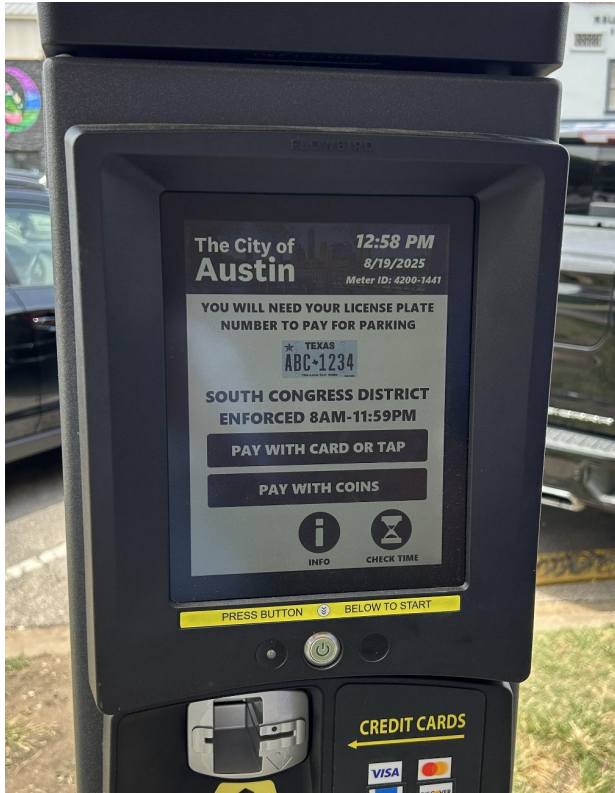
# Proven Solar Performance



- ▶ Integrated Solar Panel
- ▶ Long lasting battery (3 to 5 years)
- ▶ Fast battery replacement if needed
- ▶ AC power option




# 9.7" Color Touch Screen




- ▶ City branded logos/colors
- ▶ Customizable screen flow (supports custom messaging & local information)
- ▶ Accommodates Pay by Plate, Pay by Space, Pay & Display parking modes
- ▶ Protected from impact
- ▶ ADA compliant

# Custom Branded Screens

 **TOWNSHIP OF ABINGTON**  
Montgomery County, Pennsylvania  
Meter ID:

7:16 AM 4/30/2025



**YOU WILL NEED YOUR LICENSE PLATE NUMBER TO PAY**



**TOWN HOLIDAY**  
**Enforcement Hours:**  
8:00am to 8:00pm  
Monday thru Saturday

**PAY TO PARK**

**15 MINUTES FREE ONLY**

 **INFO**  **CHECK TIME**

8:12 AM 5/27/2020

 **Welcome to Detroit**  
Detroit **YOU ARE IN ZONE 101**

You Need A License Plate Number to Continue



WHERE ARE YOU PARKED?

**Parked in this zone**

**Parked in another zone**

 6:51 AM 5/7/2019

**Welcome to Philadelphia**

You Need A License Plate Number to Continue



WHERE ARE YOU PARKED?

**Parked in this zone**

**Parked in another zone**

 **CHECK TIME**  **INFORMATION**  **LANGUAGE**

# Extend by Text

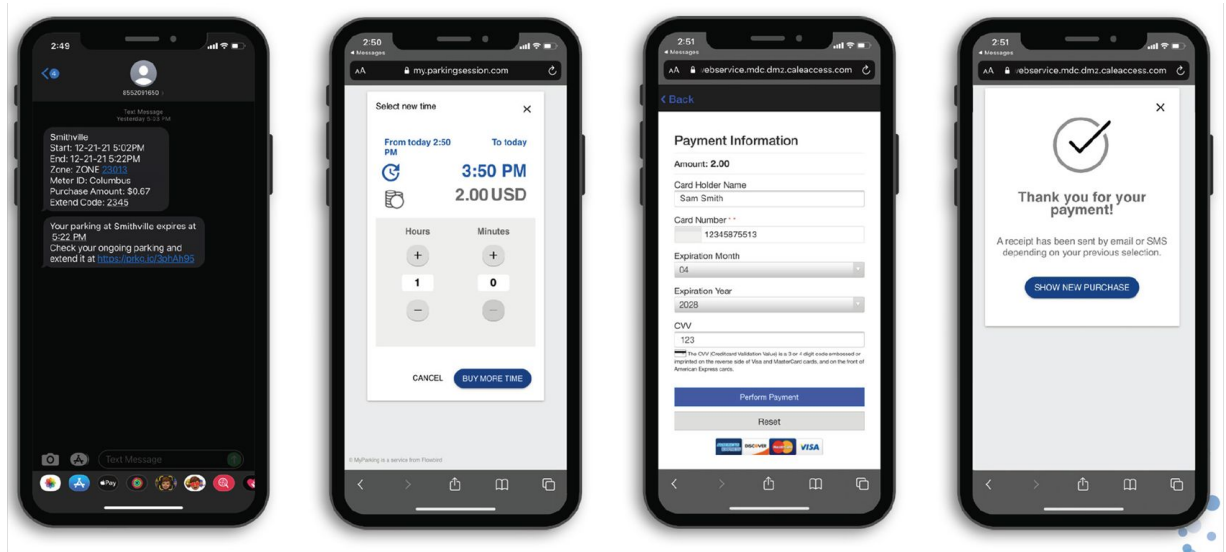
**p** 4:00 PM 1/8/2018 METER ID 1234567

**Enter Your Phone Number**

1	2	3
4	5	6
7	8	9
+	0	X

**Back** **OK**

By entering my wireless phone number, I consent to receiving a text message receipt from Chicago Parking Meters, LLC. Message & data rates may apply.



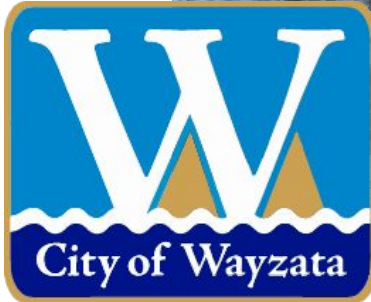
Text message with digital receipt is sent after purchase at CWT Pay Station

Reminder text sent before time expiration. Contains link to MyParking portal.

MyParking Portal allows user to extend their time

# Case Studies

# Similar scenarios

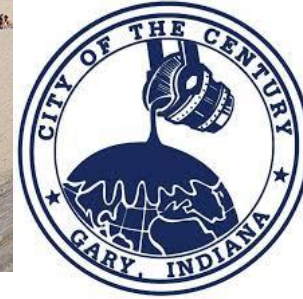


## Wayzata, MN

ParkMobile client

**Client needs:** A solution for managing boat parking, promote turnover, honor residents

**Solution:** Summer only ParkMobile zone parking with resident rates



## Gary, IN

ParkMobile client

**Problem:** Parkers weren't using the honor box, needed better enforcement

**Solution:** Year round ParkMobile zone parking with resident rates

# Benefits of transitioning to a paid parking model

## Improve traffic flow



- ✓ Paid parking **reduces congestion by encouraging the turnover** of parking spaces, ensuring more availability for everyone.
- ✓ Enhanced traffic management leads to less circling and searching for spots, **reducing carbon emissions and saving time** for drivers.
- ✓ Paid parking allows greater insight into a city's parking ecosystem, allowing them to **better understand how drivers move** throughout their downtowns.

## Enhance city revenue



- ✓ **Funds generated from paid parking programs can be reinvested** into city infrastructure, such as beaches, playgrounds and parks.
- ✓ By offering tailor pricing Lake Orion can, **ensure that the costs are borne by those who benefit from the service.**
- ✓ **Sustainable revenue** sources contribute to better maintenance and development of urban spaces.

## Better parking management



- ✓ Paid parking programs help **manage demand**, preventing overcrowding and ensuring fair access to parking for all.
- ✓ **Improved data collection** enables city planners to make informed decisions about future parking and transportation needs.
- ✓ Implementing dynamic pricing models, where rates vary based on demand, can further **optimize the use of parking spaces, balancing availability with affordability.**

[Revenue projection tool for research purposes only \(clickable link\)](#)

# Investment

# Your Investment

There is **no** upfront cost and **no** annual fee for ParkMobile. What is included?



## Signage

Reduces upfront expenses while ensuring clear, professional communication to drivers that helps drive adoption and increase parking revenue.



## Enforcement

Gives you the ability to integrate with our API with your existing enforcement partner or use our in-house solution, nForce.



## Analytics & Insights

Gives you added visibility and self-service tools to optimize parking management.



## 24/7/365 Customer Care

Takes the burden of customer service off of your team so you can focus more on what's important to you.

***Flowbird hardware pricing is variable depending on many factors including quantity, configuration and others.***

# Convenience and Processing Fees

All ParkMobile's Standard Terms & Conditions Shall Apply to this Pricing Proposal	Fees
Mobile Payment (OnDemand) Transaction Fee paid by City. Price does not include credit card processing fees. City or ParkMobile can serve as Merchant of Record (MOR).	\$0.45 per transaction
Our processing fees for credit card payments if ParkMobile is Merchant of Record (MOR).	3% plus \$0.20 per transaction

\*\*Transaction fee is \$0.40 per transaction if City uses OMNIA cooperative purchasing

# Thank you

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**Regional Sales Manager**

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# Questions