

Convenient for the Parker. Money-making for the Provider.

Quickly add the option to take electronic payments at no cost, no annual contracts, and no shenanigans! Provide convenience to your customers by providing multiple options for payment type while increasing revenue and benefiting from the cost savings resulting from reduced cash collection and efficient monitoring.

Customers are clearly voting with their phones. The service is a hit with motorists due to the ability to add time without returning to their vehicles, text reminders before their parking expires, and overall ease of use.

The results are a compelling endorsement for mobile payment in general – but also show that Passport's Mobile payment service is seen by both parking providers and motorists as the preferred solution.

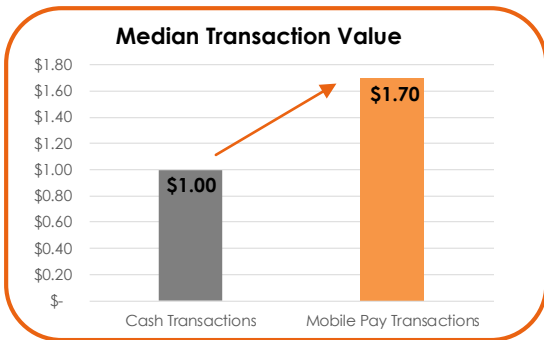
Legacy Coin Meters – Asheville, NC

A 70% increase in per transaction revenue

The City of Asheville chose to run a trial of Passport's Mobile Pay service. The trial took place across ~100 spaces in downtown Asheville and was launched in September 2012. The trial was a huge success – a decision was taken some three months later to extend the service across the whole city. The City was able to avoid the large capital outlay required by other alternatives while achieving their ultimate objective – enhance the parking experience.



“Asheville is a digital city and the ability to make the parking experience easier through cell phones and smart phones is the kind of service enhancement the City of Asheville enjoys providing.” – Transportation Director



Drive incremental revenue – two main factors behind this increase:

- Customers are no longer constrained by the amount of change in their pockets
- Flexibility to extend their parking sessions more easily

Surface Lots - Southland Parking

Over 30% adoption after only 5 months

The service was introduced as an alternative way to pay – the honor box stations remained. The service got off to a flying start with customers immediately moving to electronic payments. The steep ramp up in adoption is similar to what we have seen in other Passport Mobile Pay implementations

