



AGENDA

SPECIAL MEETING OF THE VILLAGE COUNCIL - PARKMOBILE PRESENTATION OF DOWNTOWN PAID PARKING

Monday, June 22, 2026

5:30 PM

Village Hall – 21 East Church Street, Lake Orion, MI 48362

(248) 693-8391 ext. 102

ADDRESSING THE VILLAGE COUNCIL: Each person wishing to address the Village Council shall be afforded an opportunity to do so. If you wish to comment, please stand or raise a hand to indicate that you wish to speak. When recognized, give your name and address and direct your comments to the Chair.

PURPOSE OF MEETING:

The purpose of the special meeting of the Lake Orion Village Council is to receive a presentation from ParkMobile on its downtown paid parking services and to discuss next steps.

1. **Call to Order**
2. **Roll Call and Determination of Quorum**
3. **Call to the Public**
4. **Presentations**
 - A. Downtown Paid Parking - ParkMobile
5. **Adjournment**

In the spirit of compliance with the Americans with Disabilities Act, individuals with a disability should feel free to contact the Village, at least three (3) business days in advance of the meeting, if requesting accommodations. The Village of Lake Orion will provide foreign language or hearing impaired interpretation services for those individuals who contact the village to request such services at least seven (7) days prior to the meeting.

En el espíritu de la observancia de la Ley de Estadounidenses con Discapacidades, las personas con discapacidad debe sentirse libre para ponerse en contacto con el pueblo, por lo menos tres (3) días hábiles de antelación a la fecha de la reunión, si se solicitan alojamiento. El municipio de Lake Orion proporcionará

idioma extranjero o personas con problemas de audición servicios de interpretación para las personas que se ponen en contacto con el pueblo de solicitar dichos servicios con no menos de siete (7) días antes de la reunión.



Village of Lake Orion, MI **Arrive**⁺

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

June 22, 2026



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

Section 4, Item A.



- 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

Section 4, Item A.

The power of coming together



- 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

Section 4, Item A.

ParkMobile by the Numbers

Section 4, Item A.



73 Million+
Users
nationwide



15 Million+
monthly
transactions



600+
cities &
municipalities



47
of the top
100 cities

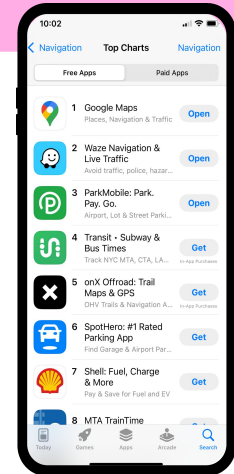


25+
airports



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

Section 4, Item A.

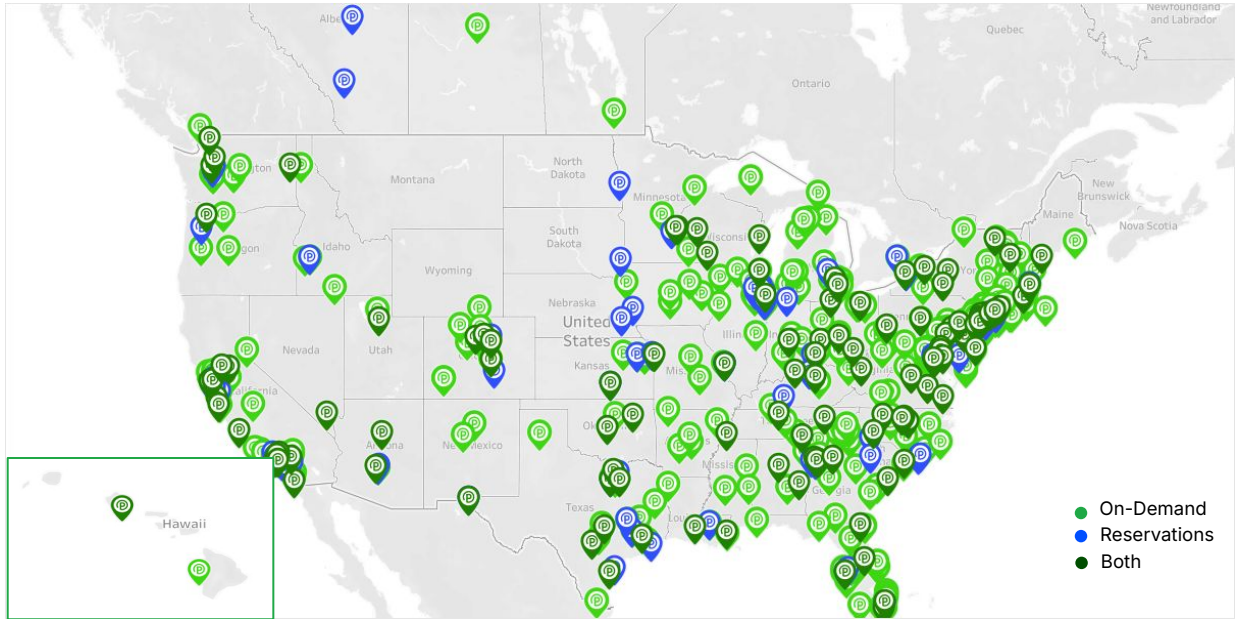
- **What's a network user?** A network user is simply a person who's already using ParkMobile in another market.
- **Benefits for users:** A network user already knows about mobile payment, already has an app downloaded, and are ready to use digital parking when they come to your area.
- **Benefits for 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

Section 4, Item A.

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

Section 4, Item A.

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

Section 4, Item A.

Existing Mobile Payment Clients



Existing Pay Station Clients



Paid Parking Makes Lake Orion More Liveable

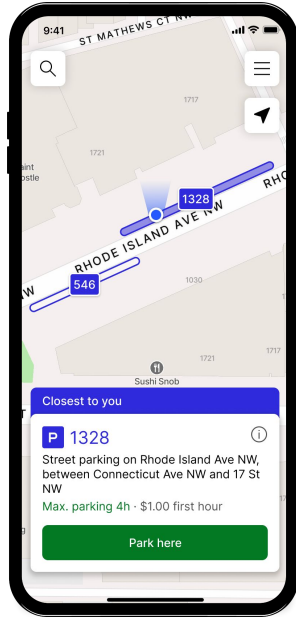
Transitioning from free to paid parking programs offers numerous advantages for both residents and visitors. Embrace the convenience and efficiency of digital parking payments with ParkMobile, and experience the future of parking and mobility today.

Section 4, Item A.

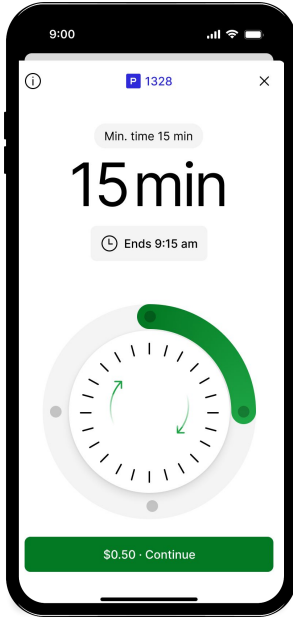


App Workflow Overview

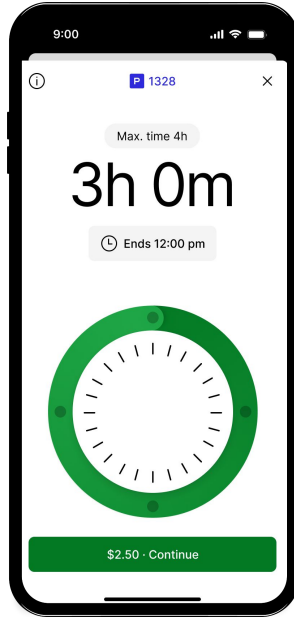
Section 4, Item A.



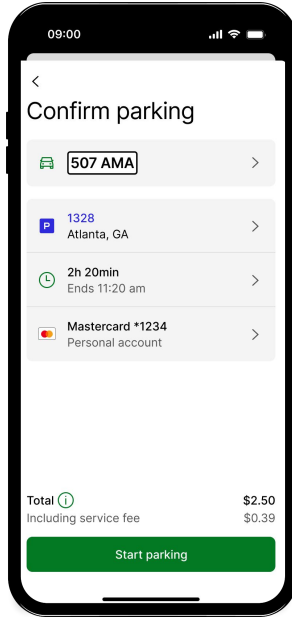
Select area



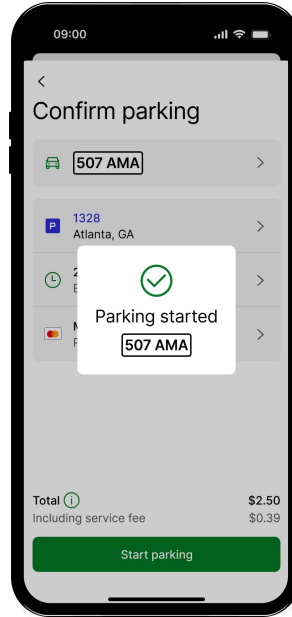
Set time



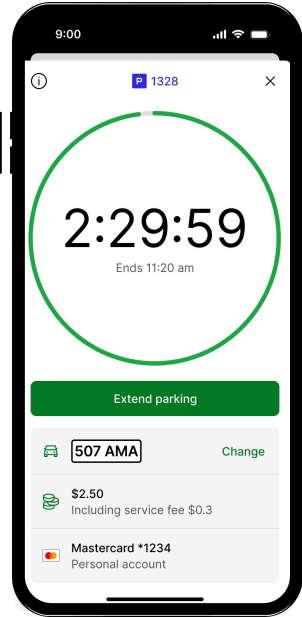
Press "continue"



Confirm details and start



Parking started



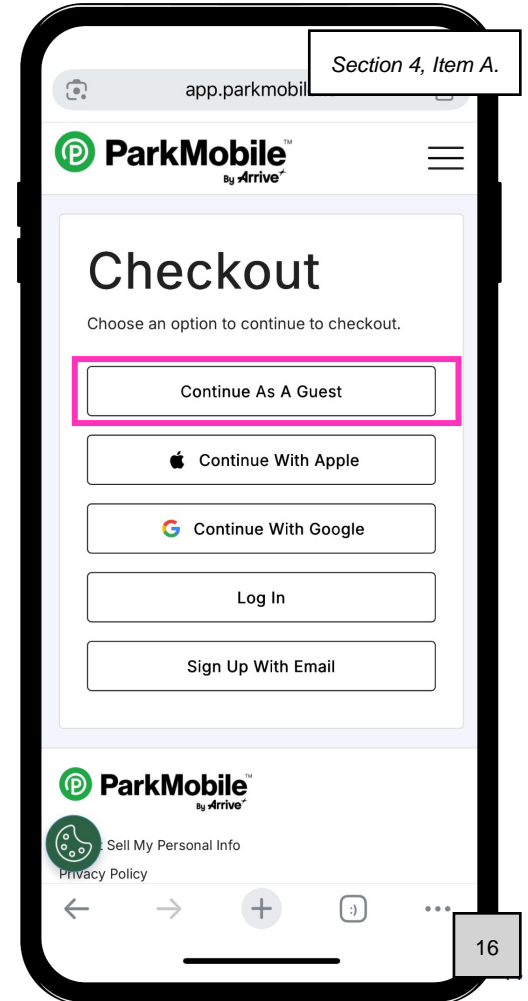
Countdown & extend

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

Section 4, Item A.

ParkMobile Standard Signage Proof - Logo

Aluminum Signage

- 12x18
- 18x24
- 24x36

A-Frames

- 24x36

Windmaster

- 28x44



Section 4, Item A.



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

Section 4, Item A.

Market Leader in Customer Care

Section 4, Item A.

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

Section 4, Item A.

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 Smartphone?
Call 877-727-5088
Need Help?
Support.ParkMobile.io



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

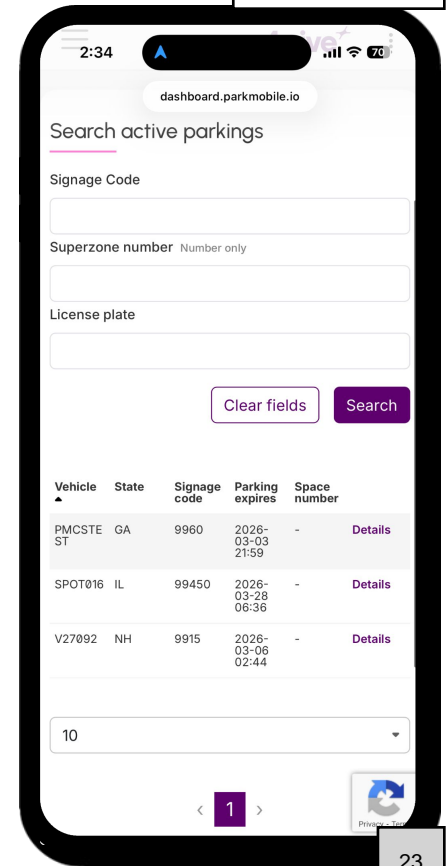
Section 4, Item A.

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.



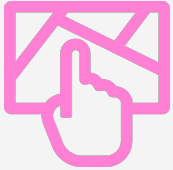
Parking Dashboard & Rate Management

Section 4, Item A.

Parking Dashboard

Section 4, Item A.

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

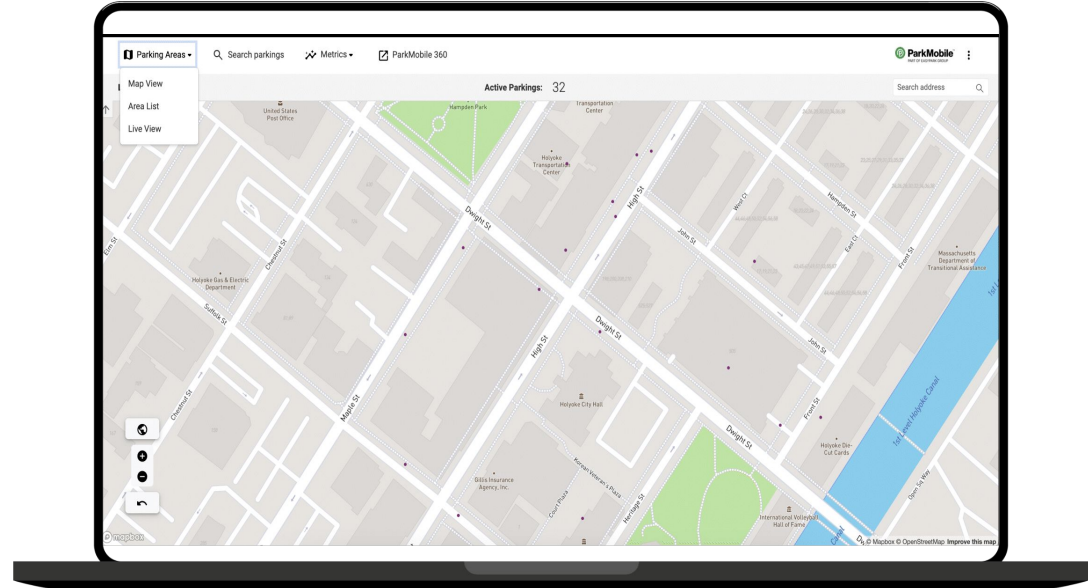
Fill out data on your population, number of parking spots, and other information, then see how your parking compares with other cities in your area or ones of similar size.

Parking Dashboard

Section 4, Item A.

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

Section 4, Item A.

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

The screenshot displays the 'Manage Policies' interface for 'Cobb Galleria Parkway'. It shows a calendar view for 'Recurring Rates' and 'Event Rates' across days of the week. A 'Rate Tester' overlay is visible on the right, showing a table of time blocks and their corresponding total prices.

Time Block	Total Price
1h	\$1.00
2h	\$3.00
3h	\$5.00

Hardware

Section 4, Item A.

Unparalleled Multi-Space Parking Meter Experience

Section 4, Item A.



- 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

Section 4, Item A.



- 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

Section 4, Item A.



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



Customized Wraps

Section 4, Item A.



Ultra-Secure for Unattended Environments

Section 4, Item A.



- ▶ 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

Section 4, Item A.

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

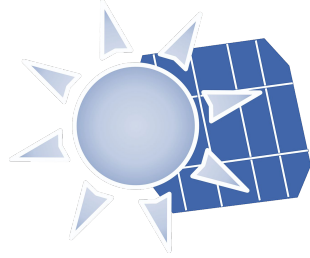
Section 4, Item A.



- ▶ 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

Section 4, Item A.

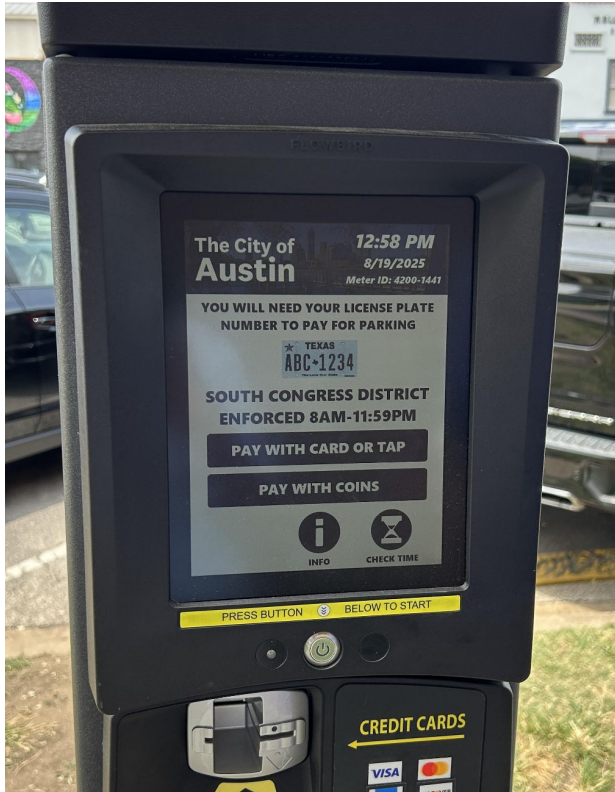


- ▶ Integrated Solar Panel
- ▶ Long lasting battery (3 to 5 years)
- ▶ Fast battery replacement if needed
- ▶ AC power option



9.7" Color Touch Screen


Section 4, Item A.



- ▶ 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

Section 4, Item A.

 **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

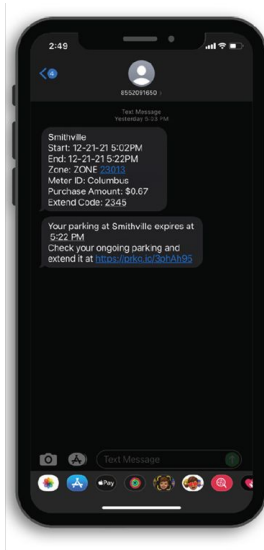
Section 4, Item A.

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

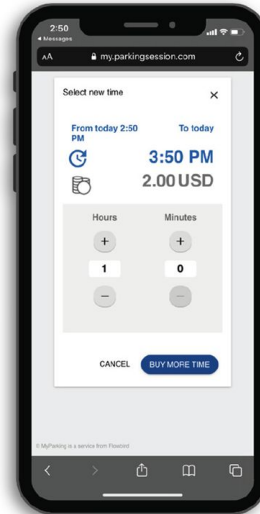
Enter Your Phone Number

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

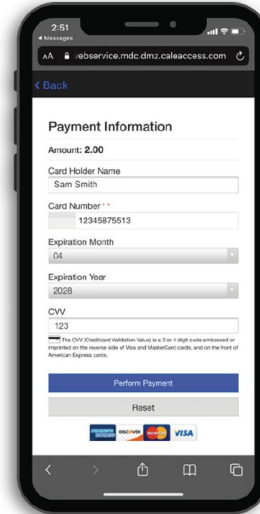
Back **OK**



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

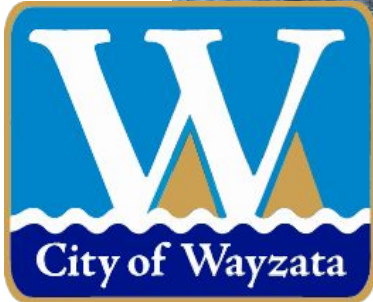
By entering my wireless phone number, I consent to receiving a text message receipt from Chicago Parking Meters, LLC. Message & data rates may apply.

Case Studies

Section 4, Item A.

Similar scenarios

Section 4, Item A.



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 network

Section 4, Item A.

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

Section 4, Item A.

Your Investment

Section 4, Item A.

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

Section 4, Item A.

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

Section 4, Item A.

Julianna Smith

Regional Sales Manager

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Arrive

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Questions

Section 4, Item A.