

# The next generation parking application

A seamless experience for you and your parkers

## **Passport Private Label**

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A Private Label Application creates a trusted experience for the end user, and gives control to the Village of both the branding and the feature set required for its environment. Passport's private label applications are built on the highest rated, fastest, and most reliable software in the industry and allow the Village to take ownership of its system. Passport takes its industry leading platform and creates tailored solutions to meet the specific needs of the Village and its customers. Every parking operator is unique, so Passport's technology is built to flex to solve unique challenges

## **Elite Company**

The Village, by implementing a private label system from Passport, will join a distinguished group of forward-thinking cities in North America that have taken control of their metered operation. Not only have these Municipalities taken control of their destiny, and future-proofed their paid parking operations, but they have seen tremendous results. Below are a few partners on the Passport network with private label mobile payment systems.

## Chicago, IL

**36,000**  
parking spaces

Dedicated **WALLET**

**50,000+**  
transactions per day

Handles **OVER 150 DIFFERENT**  
parking rate structures



## Vancouver, BC

**14,000**  
parking spaces

**CHAT**  
Feature

**FIND PARKING**  
information first technology

**MERCHANT**  
Validation



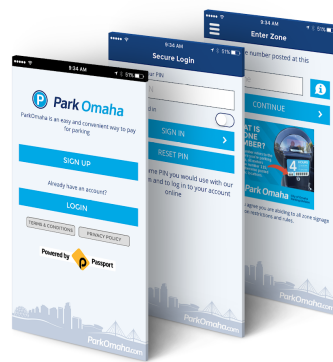
## Omaha, NE

**5,000**  
parking spaces

**INDUSTRY'S FIRST**  
Private Label parking app

View nearby **PARKING**

**IN-APP**  
Citation Payment



## Technology Architecture

Passport's private label offering opens up possibilities for the Village, enabling a custom feature set to enhance the parkers experience, create efficiencies for the Village, and expand the mobile platform to new areas.



In addition to the expanded feature sets, a core private label system offering is taking ownership of the branding of the applications, associated websites, city signage, and collateral in addition to city-specific Privacy Policies and Terms and Conditions

As part of this proposal, the Village will be able to customer or enable the following configurations or features:

- **In-App Citation Payments, enabling parkers to use their credit card on file to resolve citations they have received**
- **In-App permit management - allowing users to view and purchase all permits, passes, and Vehicle “stickers”.**
- Branded Merchant Validation System with self-service merchant portal
- Custom side links
- Branded Landed page to be linked to Village

# Oak Park Private Label

Oak Park will not only be adding a branded version of the highest rated application in the market, but will be doing so on Passport's new platform. Below are several mockups of how Oak Park's Private Label application could look.

