



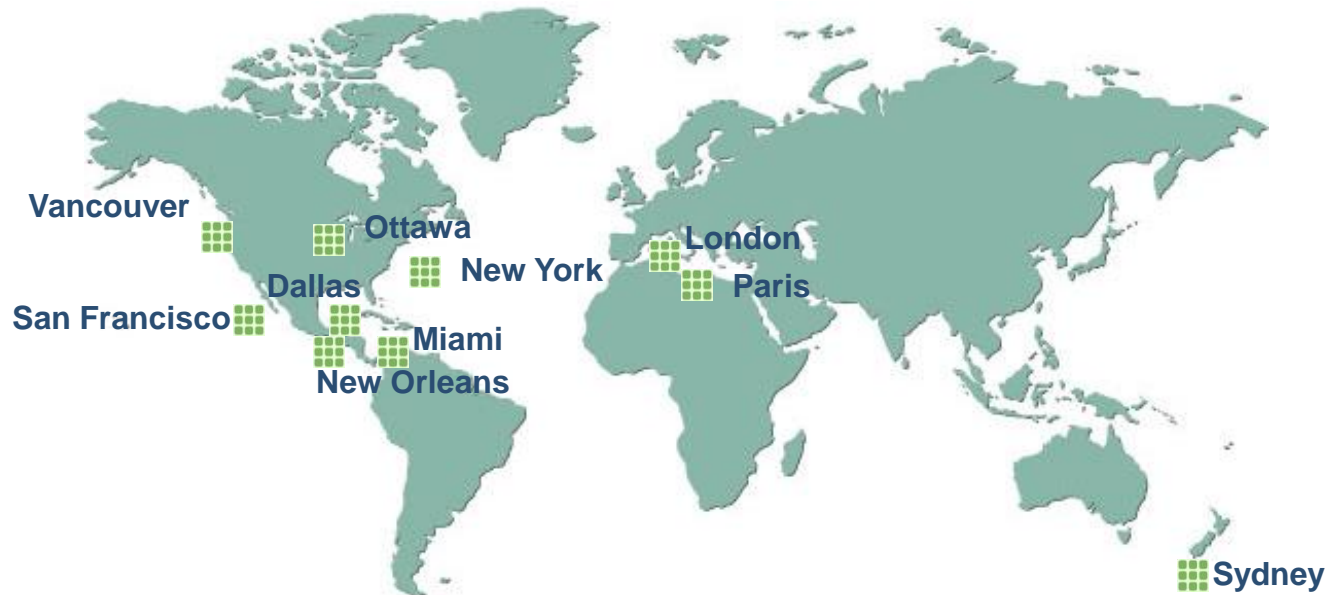
PayByPhone Overview
City of Seattle
June 2013

PayByPhone
works with



PayByPhone clients and operators

- » operating in over 180 cities & towns across 3 continents



- » municipal clients include: Miami, South Miami, Coral Gables, Ft. Lauderdale, LBTS, Univ of Miami, San Francisco, Sacramento, Dallas, Galveston, Seattle, New Orleans, Vancouver, Winnipeg, Ottawa, London, Paris, Sydney & others

financial benefits

- » higher average PayByPhone payment than average coin/cc payment
- » PayByPhone reliability drives compliance: where meter is out of order payment can still be made
- » higher PayByPhone transaction volumes reduces reliance on meters
- » no reduction in citation revenue with PayByPhone launch

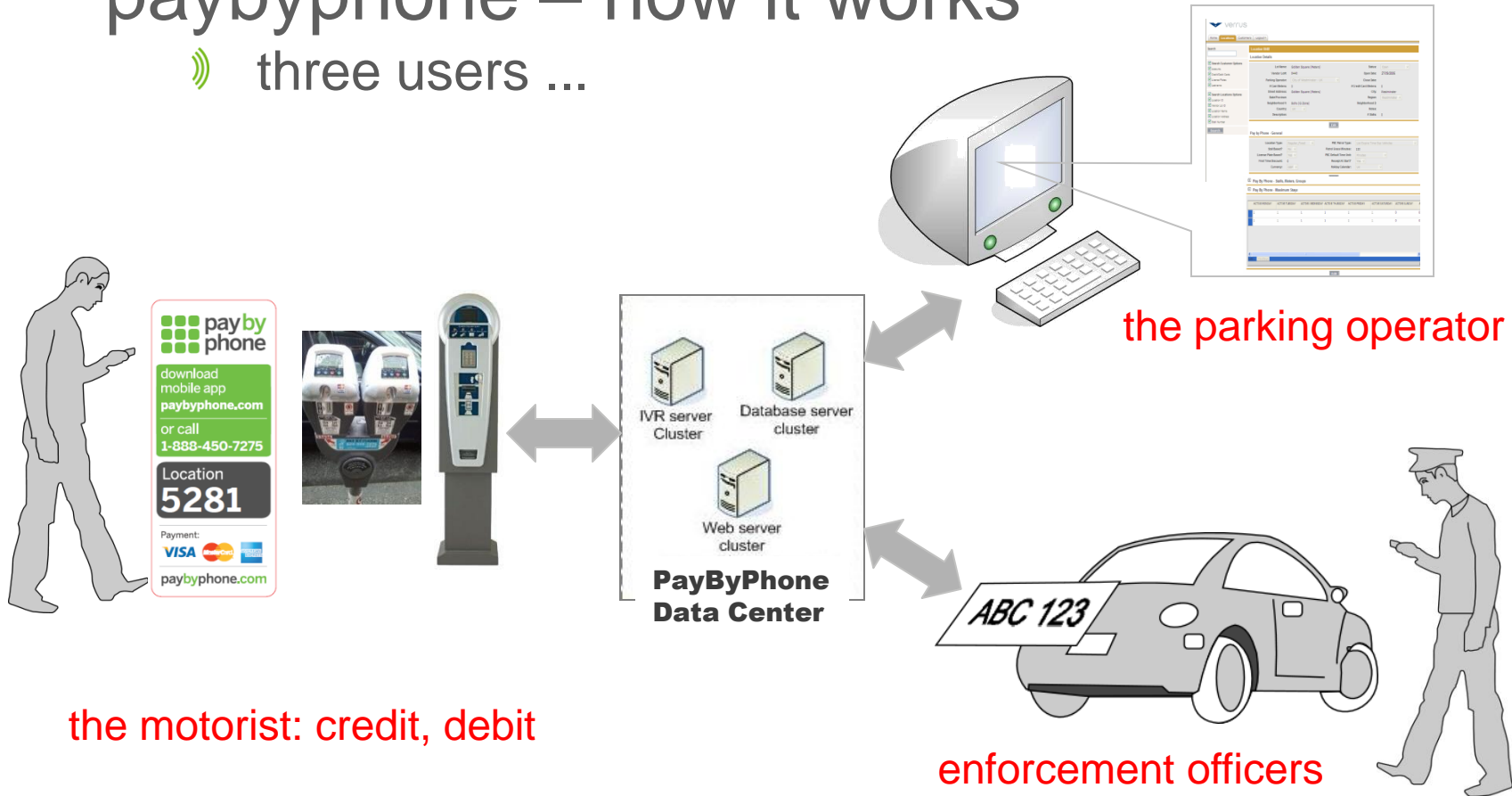
security & convenience

- » pay for parking from safety and comfort of vehicle – no need to walk to pay station (thru weather), wait in line, with cash or credit card in hand
- » extend parking from any location: office, classroom, restaurant
- » email receipts
- » text message reminders

paybyphone

paybyphone – how it works

» three users ...




PayByPhone works with



paybyphone

paybyphone – how it works




- » no need for pre-registration
- » no hardware required in car
- » English, French & Spanish



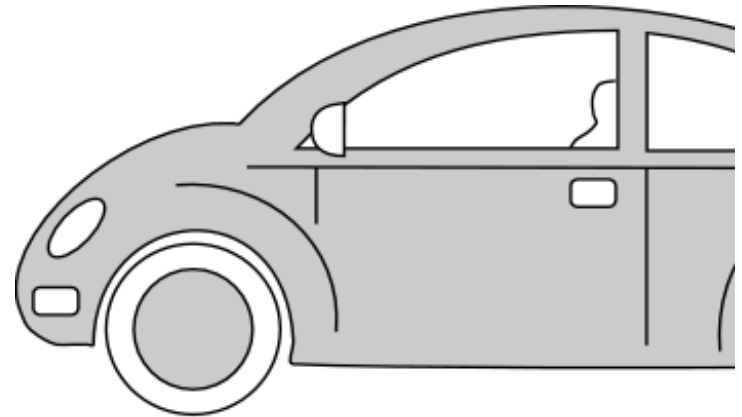
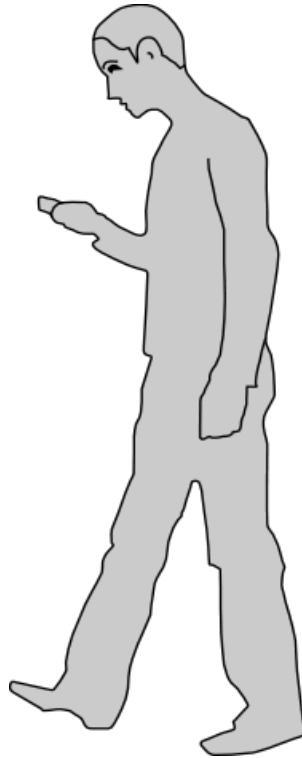
download
mobile app
paybyphone.com

or call
1-888-450-7275

Location
5281

Payment:
  

paybyphone.com



PayByPhone
works with



iPhone, Android, and Blackberry apps

» iPhone, Android and Blackberry apps are live


- allows new users to register & pay for parking
- allows existing users to pay for parking and/or update their account details
- rich interface that allows for maps & other information

» highest rated apps across all platforms



paybyphone

IVR touchtone (phone call)






payby
phone

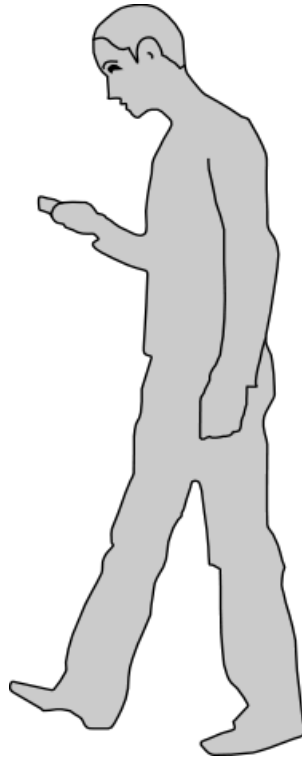
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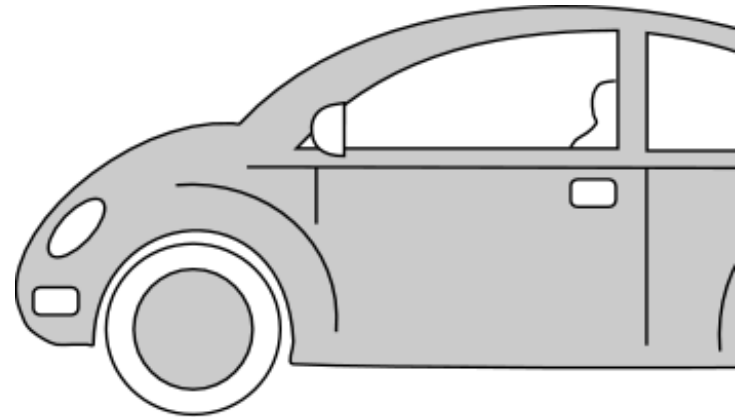
Location
5281

Payment:
  

paybyphone.com



- » call the number on sign
- » enter location number
- » enter duration
- » press 1 to confirm
- » no need to call to stop



pay by QR code

- » scan with any smart phone
- » select option to download app or pay with mobile web
- » enter location code
- » enter duration
- » confirm payment
- » email confirmation
- » SMS reminder

Location/
Emplacement **00000**



Ottawa

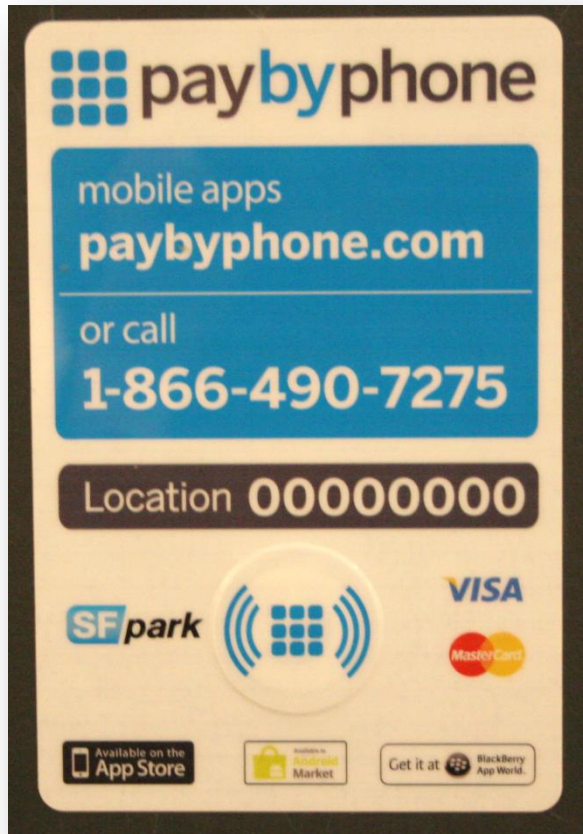


paybyphone.com

TRY
ME !

paybyphone

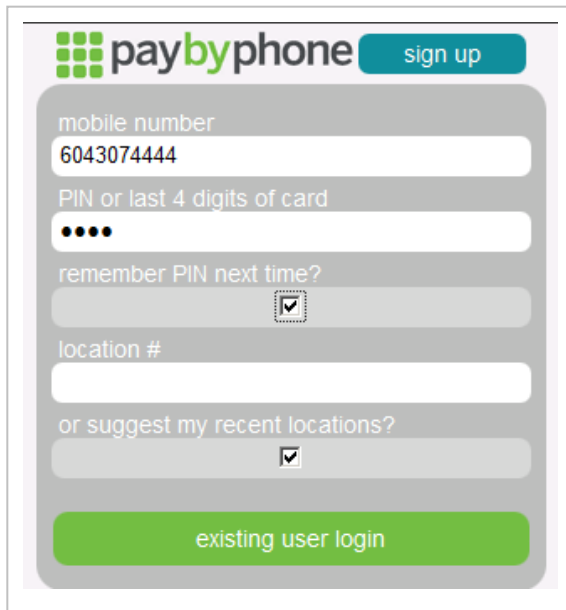
pay by NFC



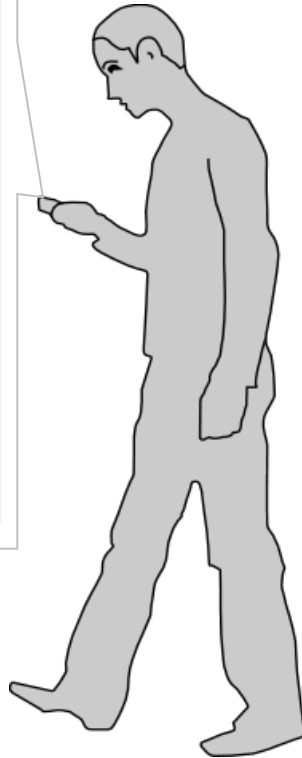
- » launched in San Francisco 2011
- » customers with NFC phones tap the NFC logo
- » app launches automatically
- » enter duration
- » press confirm
- » e-mail confirmations and text reminders
- » If app not on phone, user directed to download app or pay via Mobileweb

paybyphone

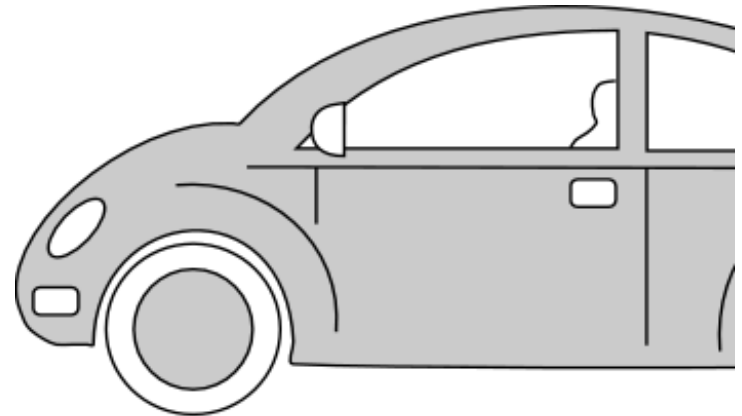
pay by mobile web or internet <https://m.paybyphone.com/>



The screenshot shows the paybyphone mobile web interface. At the top left is the paybyphone logo, and to its right is a blue 'sign up' button. Below the logo is a form with the following fields: 'mobile number' with the value '6043074444', 'PIN or last 4 digits of card' with four dots, 'remember PIN next time?' with a checked checkbox, 'location #' with an empty field, and 'or suggest my recent locations?' with a checked checkbox. At the bottom of the form is a green button labeled 'existing user login'.



- » create & modify accounts
- » easy to add license plates
- » cross platform (iPhone, Android, Blackberry, Windows Mobile, Palm OS, tablet browsers, PC, etc)



PayByPhone
works with



Multi-vendor integrations

- » pay station integration
 - partnership with IPS, CALE, DPT, Duncan, others
 - real time information exchange
 - consolidated reporting
- » enforcement integration
 - partners include Pocket PEO, Aparc, EZ Tag, T2, Duncan and ParkTrak
 - prevents accidental ticketing of valid pay by phone transactions



paybyphone

standardized signs/branding

A vertical sign for SeaPark. At the top is a blue circle with a white 'P'. Below it is the paybyphone logo. A green box contains the text: "2 ways to pay: Download the app or use mobile website paybyphone.com Call the number and follow the prompts 1-866-234-7275". Below this is a black box with "Location 00000". At the bottom, there is a QR code labeled "scan for app" and an NFC symbol labeled "tap for NFC". The SeaPark logo and paybyphone.com are at the very bottom.

Side Sticker 8" x 14.2"

A side sticker for paybyphone. It features the paybyphone logo at the top. A green box contains: "Download the app or use mobile web paybyphone.com Or call the number & follow the prompts 1-866-990-7275". Below is the text "3 easy steps:" followed by three numbered steps: "1 Load App or Call", "2 Enter Location #", and "3 Enter Time". A black box shows "Location 11216". At the bottom, there is a QR code, the Florida state seal with "The City Beautiful" text, a dashed box for a sticker, and the paybyphone.com logo.



A rounded rectangular sign for impark and Bellevue College. It features the paybyphone logo at the top. A green box contains: "download mobile app paybyphone.com or call 1-866-234-7275". Below is a black box with "Location 0000". At the bottom, the impark logo and the Bellevue College logo are displayed.

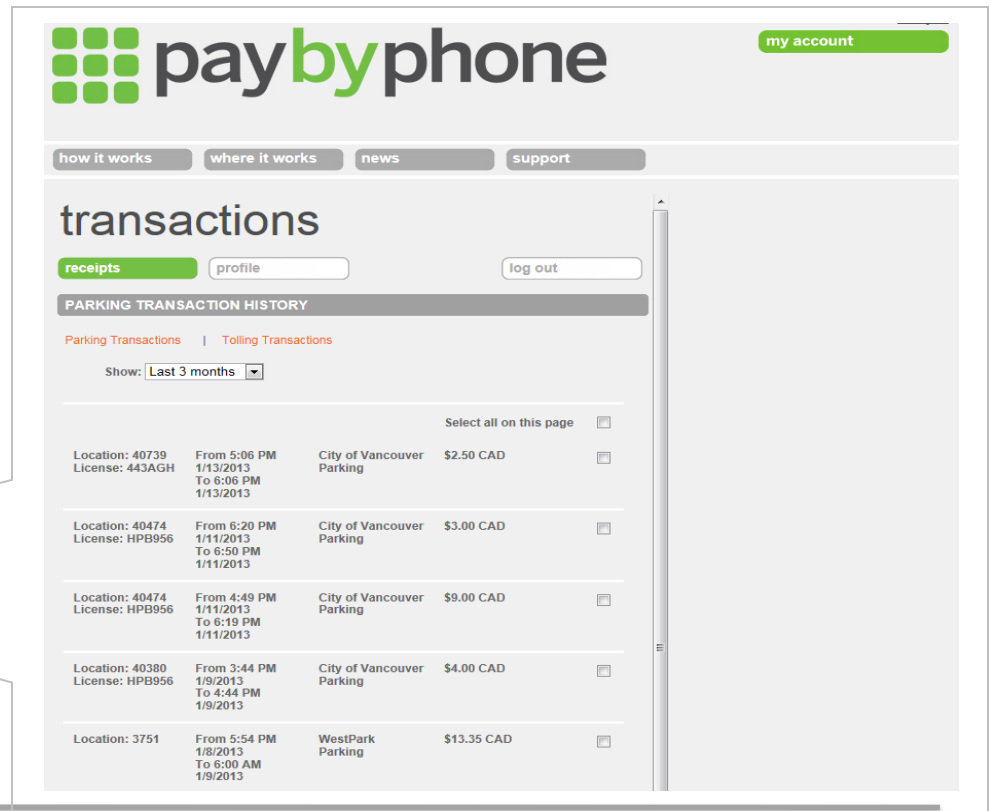
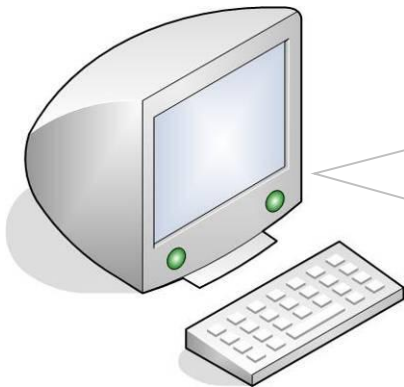
PayByPhone works with



account management

» paybyphone.com allows customers to:

- view payment history
- print receipts
- change account details
- modify credit card details
- change text and/or email settings



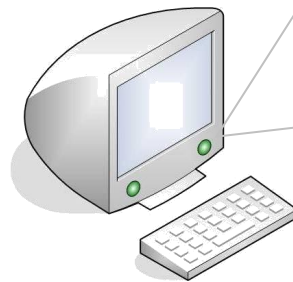
The screenshot shows the paybyphone.com website interface. At the top right, there is a "my account" button. Below the logo, there are navigation tabs for "how it works", "where it works", "news", and "support". The main heading is "transactions", with sub-tabs for "receipts" (selected) and "profile". A "log out" button is also present. The page displays a "PARKING TRANSACTION HISTORY" section with a filter set to "Last 3 months". Below this is a table of transactions:

				Select all on this page
Location: 40739 License: 443AGH	From 5:06 PM 1/13/2013 To 6:06 PM 1/13/2013	City of Vancouver Parking	\$2.50 CAD	<input type="checkbox"/>
Location: 40474 License: HPB956	From 6:20 PM 1/11/2013 To 6:50 PM 1/11/2013	City of Vancouver Parking	\$3.00 CAD	<input type="checkbox"/>
Location: 40474 License: HPB956	From 4:49 PM 1/11/2013 To 6:19 PM 1/11/2013	City of Vancouver Parking	\$9.00 CAD	<input type="checkbox"/>
Location: 40380 License: HPB956	From 3:44 PM 1/9/2013 To 4:44 PM 1/9/2013	City of Vancouver Parking	\$4.00 CAD	<input type="checkbox"/>
Location: 3751	From 5:54 PM 1/8/2013 To 6:00 AM 1/9/2013	WestPark Parking	\$13.35 CAD	<input type="checkbox"/>

web based tools

» Service Management website allows parking operations staff to:

- modify locations
- update rates
- set event pricing
- use specialized pricing / rules
- utilize promotional codes
- Start/credit pkg
- Change user info
- View transactions



Location 9999

Location Details

Lot Name:	999 Verrus Drive	Status:	Open
Vendor Lot#:	9999	Open Date:	
Parking Operator:	Venus	Close Date:	
# Coin Meters:	0	# Credit Card Meters:	0
Street Address:		City:	Chicago
State/Province:	Illinois	Region:	Demo Region CST
Neighborhood 1:		Neighborhood 2:	
Country:	USA	Notes:	
Description:		# Stalls:	300

[Update](#) [Cancel](#)

Pay by Phone - General

Location Type:	Regular_Fixed	PBC Patrol Type:	List
Stall Based?:	Yes	Patrol Grace Minutes:	
License Plate Based?:	No	PBC Default Time Unit:	Minutes
First Time Discount:	0	Receipt At Start?:	No
Currency:	USD	Holiday Calendar:	Traditional US
Disable Reminders:	No	Reminder Fee:	0
Receipt Fee:	0	Only Use Input Time:	No
Wait Time After Max.Stay:	0	PBC Alt. Time Unit:	
Prompt for CVV:	No		

[Updated Location General](#)

[Edit](#)

Pay By Phone - Stalls, Meters, Groups

Stall Range: 1 - 200

Location Groups: 9999

Vendor Stall Mapping: [View Mapping](#)

reports and export

» three types of reports

- financial

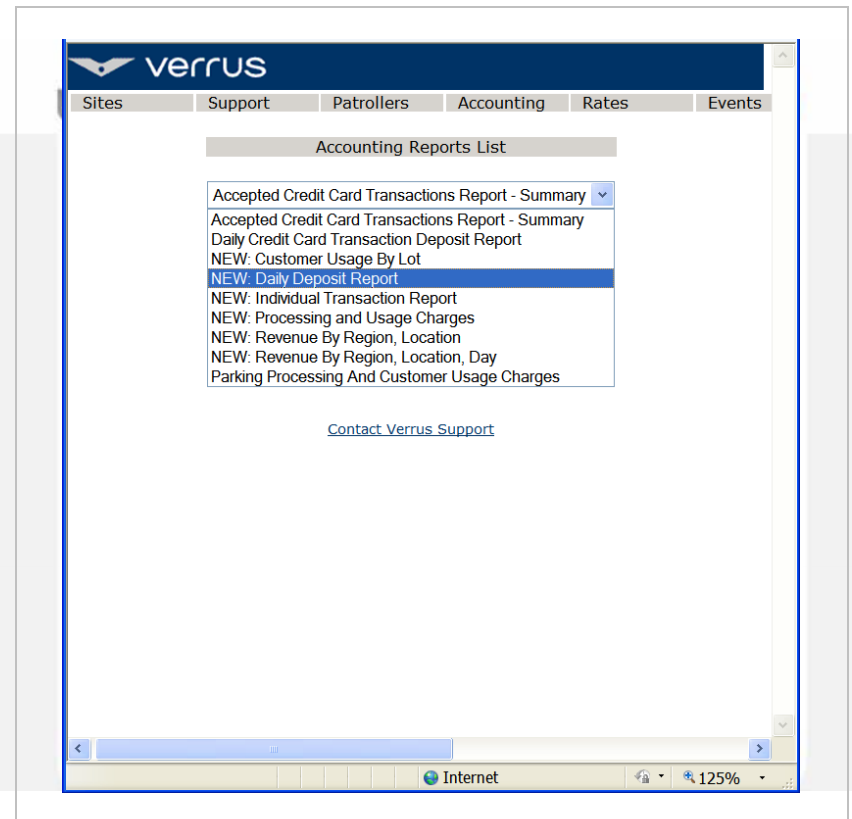
- daily deposit report
- revenue by region, location
- customer usage by lot
- individual transaction report

- support

- customer parking history
- parking sessions by lot and date
- history by last 4 digits of credit card
- information dashboard

- patrolling

- currently parked vehicles



paybyphone

in-app advertising -
coming soon

find parking - coming
soon



PayByPhone
works with





Thank You

Geoff Goldsmith-Jones

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ggjones@paybyphone.com

paybyphone.com

PayByPhone
works with

