

Promote contactless payments with an open ecosystem

The parking industry is undergoing a transformation in the wake of the COVID-19 Pandemic. Now more than ever, digital solutions are critical to all municipal operations to ensure the health and safety of our communities. Passport's operating system provides cities with an open ecosystem that enables a city to deploy multiple options for contactless parking payments while limiting operational complexity. Passport believes that the more contactless payment options a City can offer, the more safe and convenient you make it for your residents to pay and your staff to operate.

An open ecosystem can help your parking operation:

1. Promote public health and safety
2. Increase parking revenue
3. Improve accessibility
4. Drive innovation



Promote public health and safety with contactless payments

According to Visa, card-not-present transactions have increased 20% since the COVID-19 outbreak. As demand for healthy and safe ways to pay continues to increase, experts predict this broader shift to contactless payments will likely stick. By implementing an open ecosystem, you provide more ways for a person to choose to pay. This ultimately can help deter parkers from using hardware as a preferred form of payment which promotes a healthier and safer community.

Increase revenue and lower costs with digital payments

According to industry data, on average, mobile parking sessions are 25-50% larger than those at the meter. By providing more ways to pay digitally through an open ecosystem, you increase your revenue opportunity.

Additionally, hardware requires upkeep which can be expensive. Cities like Buffalo, NY, Miami, FL and Sacramento, CA have begun implementing mobile only zones to help reduce the daily use of the hardware they have invested in. Less usage will help increase the lifetime of meters and reduce overall maintenance costs.



Drive innovation

By creating an open ecosystem, cities can establish guardrails specific to their operation's policies and let innovation take it from there. Operating on an open ecosystem allows you to keep up with industry trends and push the boundaries of contactless parking payments as mobility continues to change.

Mobile parking sessions are
**25%-50%
LARGER**
than those at the meter

Improve adoption by providing more ways to pay

Cities often struggle with driving adoption of mobile parking apps. With an open ecosystem, a 3rd party parking application or digital interface that already has high adoption rates can drive ubiquity of mobile parking payments in your city eliminating the headache of promoting adoption and utilization.

An open ecosystem also promotes improved access for underserved communities by solving for the unbanked and ADA community through the promotion of mobile parking payments in applications that are unique to their everyday lives.



To learn more about our solutions, contact us today.

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