



Introducing

# BLUE RIBBON PRIME

## The New Parking Era

### COVID-19 AND PARKING'S NEW NORMAL

These are an unprecedented times in the parking industry! Now more than ever, we are in a race to eliminate as much friction and touchpoints in the customers journey to a parking facility; all while stabilizing and maintaining as much revenue generation as possible. The time has come for parking to catch up to the modern age and adapt to the changing landscape of our clients and industry.

#### New work patterns with more variability

- More mixed commuters who work at home often
- Employers will seek solutions that aid workers who want to avoid public transit, ride-share and other shared forms of mobility
- Traditional monthlies will need more flexibility

#### A heightened sense of safety and security in daily life

- More awareness of cleanliness and safety
- A preference for touchless interactions where possible
- A rapid increase in mobile payments in retail, fueling, quick serve food and parking

#### A larger focus on value and cost

- More people will seek cheaper commute alternatives as convenience takes a backseat to budgets
- Employers and operators will seek lower operating and labor costs

#### New Challenges

- Less investment capacity for new technologies, PARCS and other capital improvements
- A potential decrease in reliable monthly parkers
- A rapidly changing recovery marketplace will make price responses more difficult

### New Work Patterns

Employers seeking solutions that aid workers who want to avoid public transit, ride-share and other shared forms of mobility



### Safety and Security

People are seeking touchless interactions where possible



### Focus on Value and Cost

More people will seek cheaper commute alternatives as convenience takes a backseat to budgets





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## PRIME PARKING'S SERVICE ADVANTAGE

Your current Parking Operator simply cannot, and should not, be the same as they were before! If they are, or continue the same-old-same-old way of operating, you will be missing out on revenue and increasing the risk to patrons and tenants of your facility. Prime Parking goes well beyond the everyday customary practices and addresses the new challenges of our time. We know and understand the challenges of the market and are poised to return a sense of peace within your parking world. We are addressing the new challenges, offering reliable guidance, increasing safety, providing high level security and delivering the revenue solutions in our industry. Prime Parking is here to deliver results!

### Touch Free, Digital Payments

- Mobile payment solutions for every lot type, gate or operation
- Very low-cost options to enhance existing PARCS
- Works for both pre-paid and on-site transactions
- Android and Apple Pay supported
- Tap to Pay solutions to limit contact or traditional paystations

### Solutions for every type of PARCS, Enforcement and Operating Scenario

- QR/Bar Code
- License Plate Recognition (LPR)
- Scan Tickets – Monthly, Event or Hospitality using

window clings or paper tickets

- Bluetooth Based – Low Energy and Beacon technology

### Integration solutions to drive revenue, experience, and retention

- Dynamic Pricing - Available to community business partners, online reservation vendors and hospitality/retail tenants in multiuse facilities.
- Safety - decrease or eliminate need to visit high traffic touchpoints like ticket machines, pay stations or human contact for validations
- Security – Know the who, what, when, where and why someone is visiting your facility. Time stamps, patron and vehicle data are available if there is an incident at the facility.

### Creative parking solutions tailored specifically to your location, building type and surrounding community

- Mobile based ingress and egress options – eliminate key-fobs and prox cards
- Split/Shared Permits
- Private pricing – available for pre-pay and on-demand scenarios. Target a select group, tenant, employee, or other stakeholders to drive retention, loyalty, and benefits
- Private kiosks, links or website integration for local businesses to offer parking
- Event parking tie-ins
- Flex Pack parking – allows for pre-purchase of discounted 5, 10, 15 day passes to be used within the month.
- API integrations with all industry partners

**BLUE  
RIBBON  
PRIME**



**HIGH  
REVENUE  
PARKING  
SOLUTIONS**



## ACCOMPLISHING HIGHER REVENUE AND STREAMLINING OPERATIONS

### Start with a Digital Access Evaluation

- Inventory your locations and access control systems
- Work collectively to identify the best upgrade path depending on existing equipment and desired customer experience
- Set up each site and install signage to educate customers

### Identify your Target Customers

- Establish groupings of tenants, target employers, target businesses and affiliates then build strategies for each
- Build out a marketing plan for each use case
- Build out the toolset and distribute to partners

### Set pricing to align with the market and surrounding businesses

- Establish benchmark pricing and strategies for drive-up and online sales channels
- Measure often and adjust frequently

**1** Digital Access Evaluation

**2** Identify Target Customers

**3** Align Market Pricing

Get Started with Prime Parking's **Blue Ribbon Service** TODAY!  
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