

# Public Works & Community Development Committee

## Agenda

August 1, 2024

12:00 PM



119 W FIRST STREET  
CLE ELUM, WA 98922

CITY ADMINISTRATOR  
ROBERT OMANS

CITY CLERK  
DEBBIE LEE

FINANCE DIRECTOR  
ROBIN NEWCOMB

PUBLIC WORKS

POLICE CHIEF  
RICH ALBO

FIRE CHIEF  
ED MILLS

PLANNER

MAYOR  
MATTHEW LUNDH

MAYOR PRO TEM  
STEVEN HARPER

PUBLIC WORKS &  
COMMUNITY  
DEVELOPMENT  
COMMITTEE  
AUDREY MALEK  
KEN RATLIFF  
JERRED WEIS - CHAIR

CITY ATTORNEY  
ALEXANDRA KENYON

Join Virtually with Zoom: <https://zoom.us/j/7573184018?pwd=dERndjBJVC9GdVQ1d2ISRExwZFhXZz09>

Meeting ID: 757 318 4018 Passcode: 98922

Join by Phone: 1-(253)215-8782, Meeting ID: 757 318 4018, Passcode:98922

 Receive city text alert notifications: text CLEELUM to 91896

**DISCLAIMER:** The City does not guarantee that virtual or telephonic access to the City Council meeting will be available and the City does not warrant audio quality. Attendees are encouraged to attend in-person.

1. **Call to Order/Pledge Allegiance**
2. **Unfinished Business**
  - a. Water Reserve Rate - Mayor Lundh
  - b. Downtown Parking Discussion - Mayor Lundh
  - c. Approve June 6, 2024, Public Works & Community Development Meeting Minutes
3. **New Business**
  - a. Cemetery Clean Up - Discussion
  - b. Waste Management - Recycle
  - c. Garbage - Discussion (municipally owned)
  - d. New City Park -
  - e. Coal Mines Trail Interlocal Agreement - Mayor Lundh
  - f. First Street Handicap Parking
4. **Other Committee Comments**
5. **Adjourn**

*Upcoming Meetings:*

*Next Public Works & Community Development Committee Meeting: September 5, 2024 @ 12:00 p.m.*

# **Public Works & Community Development Committee Agenda August 1, 2024**

119 W FIRST STREET  
CLE ELUM, WA 98922

*Regular Council Meeting: August 13, 2024 @ 6:00 p.m.*

*Planning Commission Meeting: August 6, 2024 @ 6:00 p.m.*

*General Government Committee Meeting: August 28, 2024 @ 8:30 a.m.*

*Lodging Tax & Events Committee Meeting: August 12, 2024 @ 8:30 a.m.*

*Public Safety & Health Committee Meeting: August 20, 2024 @ 1:00 p.m.*

**CITY OF CLE ELUM  
WASHINGTON**

**RESOLUTION NO. 2023-026**

---

**A RESOLUTION OF THE CITY OF CLE ELUM,  
WASHINGTON, ADOPTING THE 2024 WATER RATES  
FEE SCHEDULE**

WHEREAS, CEMC 13.12.100 authorizes the city to increase water rates by 3% each year; and

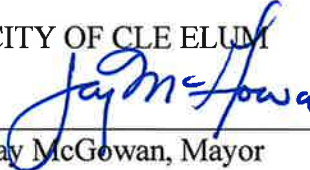
WHEREAS, the city desires to adopt a fee schedule to reflect new water rates for 2024.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CLE ELUM, WASHINGTON, DOES RESOLVE AS FOLLOWS:

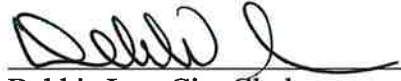
Section 1. 2023 Water Rates Fee Schedule, Adopted. The “2024 Water Rates Fee Schedule” attached hereto as Exhibit A is adopted by reference as if fully set forth herein.

PASSED BY THE CLE ELUM CITY COUNCIL AT A REGULAR MEETING THEREOF ON THE 13<sup>th</sup> DAY OF November 2023.

CITY OF CLE ELUM

  
Jay McGowan, Mayor

ATTEST/AUTHENTICATED:

  
Debbie Lee, City Clerk

Approved as to form:

\_\_\_\_\_  
Alexandra L. Kenyon, City Attorney

Filed with the City Clerk: 11-13-23

Passed by the City Council: 11-13-23

Resolution No.: 2023-026

Date Posted: 11-16-23

# Exhibit A

## 2024 Water Rates

Resolution 2023-026

| <u>Description</u>           | <u>2023</u> | <u>3% Increase</u> | <u>2024</u> |
|------------------------------|-------------|--------------------|-------------|
| 3/4-inch Single Premises     | \$ 58.38    | \$1.75             | \$ 60.13    |
| 3/4-inch Senior Low Income   | \$ 43.80    | \$1.31             | \$ 45.11    |
| 3/4-inch Commercial          | \$ 58.38    | \$1.75             | \$ 60.13    |
| 3/4-inch Standby Rate        | \$ 58.38    | \$1.75             | \$ 60.13    |
| 3/4-inch Senior Standby Rate | \$ 43.80    | \$1.31             | \$ 45.11    |
| 1-inch Single Premises       | \$ 106.45   | \$3.19             | \$ 109.64   |
| 1-inch Senior Low Income     | \$ 79.85    | \$2.40             | \$ 82.25    |
| 1-inch Commercial            | \$ 106.45   | \$3.19             | \$ 109.64   |
| 1-inch Standby Rate          | \$ 106.45   | \$3.19             | \$ 109.64   |
| 1-inch Senior Standby Rate   | \$ 79.85    | \$2.40             | \$ 82.25    |
| 1 1/2-inch Single Premises   | \$ 216.23   | \$6.49             | \$ 222.72   |
| 1 1/2-inch Senior Low Income | \$ 162.17   | \$4.87             | \$ 167.04   |
| 1 1/2-inch Commercial        | \$ 216.23   | \$6.49             | \$ 222.72   |
| 1 1/2-inch Standby Rate      | \$ 216.23   | \$6.49             | \$ 222.72   |
| 1 1/2-inch Senior Standby    | \$ 162.17   | \$4.87             | \$ 167.04   |
| 2-inch Single Premises       | \$ 353.52   | \$10.61            | \$ 364.13   |
| 2-inch Senior Low Income     | \$ 265.14   | \$7.95             | \$ 273.09   |
| 2-inch Commercial            | \$ 353.52   | \$10.61            | \$ 364.13   |
| 2-inch Standby Rate          | \$ 353.52   | \$10.61            | \$ 364.13   |
| 2-inch Senior Standby Rate   | \$ 265.14   | \$7.95             | \$ 273.09   |
| 3-inch Single Premises       | \$ 353.52   | \$10.61            | \$ 364.13   |
| 3-inch Senior Low Income     | \$ 265.14   | \$7.95             | \$ 273.09   |
| 3-inch Commercial            | \$ 353.52   | \$10.61            | \$ 364.13   |
| 3-inch Standby Rate          | \$ 353.52   | \$10.61            | \$ 364.13   |
| 3-inch Senior Standby Rate   | \$ 265.14   | \$7.95             | \$ 273.09   |
| 3/4-inch Outside City Limits | \$ 64.08    | \$1.92             | \$ 66.00    |
| 3/4-inch OCL Standby Rates   | \$ 64.08    | \$1.92             | \$ 66.00    |
| Owens Packing Plant          | \$ 282.82   | \$8.48             | \$ 291.30   |
| Outside limits 3/4 Senior    | \$ 48.06    | \$1.44             | \$ 49.50    |
| Outside City limits 1"       | \$ 117.09   | \$3.51             | \$ 120.60   |
| Water Reserve                | \$ 10.25    | \$0.31             | \$ 10.56    |

## 2024 Water Rates (continued)

### Additional Usage

|                                    |       |         |             |
|------------------------------------|-------|---------|-------------|
|                                    | 0.015 | 0.00045 | <b>0.15</b> |
| 800 cubic feet to 1999 cubic feet  | 0.017 | 0.00051 | <b>0.17</b> |
| 2000 cubic feet to 3999 cubic feet | 0.019 | 0.00057 | <b>0.19</b> |
| Any Amount Over 4000 cubic feet    |       |         |             |

### Water Reserve Summary

#### Current Water Reserve Fee Structure - Fixed Fee

Currently, water reserve fee is fixed amount regardless of meter size and usage, \$10.56/customer  
Current monthly revenue from 1,258 customers for fixed water reserve at \$10.56/customer = \$13,284/month  
Current monthly payment to regional reserve account is \$4,999, leaving balance of \$8,285/month to City reserve

Loan monthly payment for Second Street Water Main Replacement project will be \$14,500/month  
With reserve revenues of only \$8,285/month, **the deficit is \$6,215/month**

#### Proposed Water Reserve Fee Structure - ERU-based Fee

Proposed water reserve fee to be \$10.56/ERU, to account for usage and associated wear on system components  
Current 1,258 customers equates to 1,800 ERUs  
Proposed monthly revenue from 1,800 ERUs at \$10.56/ERU = \$19,008/month  
Proposed monthly payment to regional reserve account is \$4,999, leaving balance of \$14,009/month to City reserve

With reserve revenues of \$14,009/month, **the deficit is \$500/month**



**ParkMobile™**

PART OF EASYPARK GROUP



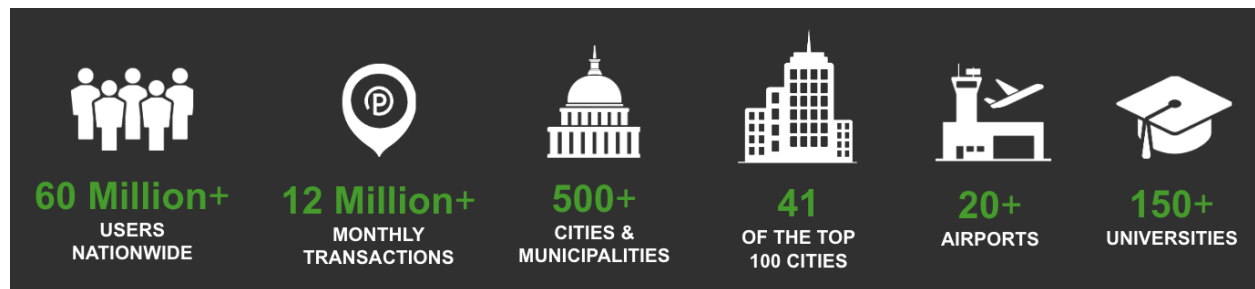
# Mobile Parking Payment System & Digital Reservations

Kat Franchuk  
Regional Sales Manager  
[kat.franchuk@parkmobile.io](mailto:kat.franchuk@parkmobile.io)  
470-427-0003



## ParkMobile: Who We Are

Since our initial launch in 2008, ParkMobile has become the industry leader in mobile parking solutions. We provide efficient and cost-effective products and services to all our clients. We provide services to municipalities, event venues, private operators, college campuses, transit authorities, airports, retail locations and more. Our solutions allow people to pay for parking on their mobile device or reserve a parking space in advance. We are deployed in 8 of the top 10 U.S. cities with 50+ million users.

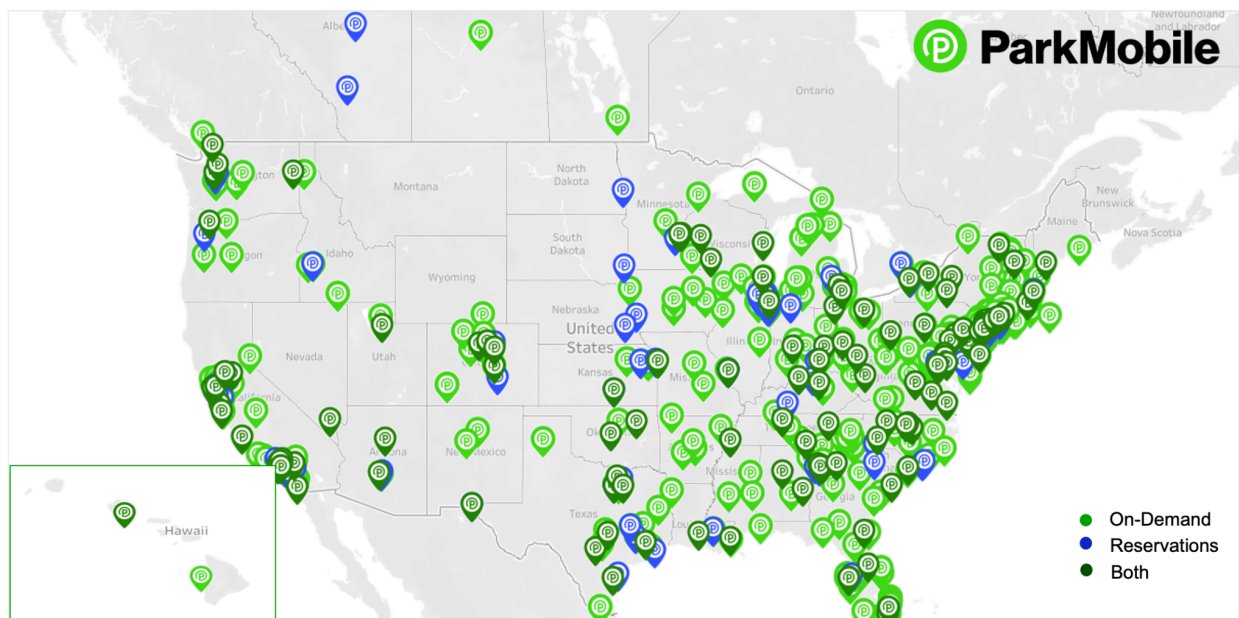


While many industry providers describe themselves as the “#1” or “leading” parking solution, ParkMobile’s position in the market speaks for itself. In the iOS app store, ParkMobile is the #1 ranked parking app in the United States and the #3 ranked Navigation app (behind only Google Maps and Waze).

By partnering with the market leader in consumer parking apps, you can ensure the highest possible adoption rates and the best customer experience for your mobile parking program.

### ParkMobile's User Network is the Largest in the US

More cities, campuses, venues, airports, and parking operators choose ParkMobile over any other mobile payment parking platform in the US. The ParkMobile **user base of 60+ million drivers refers to US customers only** and offers exponentially more value to Alameda not only in driving adoption but also in reducing friction in the payment process by allowing people to use the mobile app they are most accustomed to.





| Large Municipal Clients Nationwide                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• <b>Washington DC</b> – 16,000+ spaces</li> <li>• <b>Boston, MA</b> – 7,200+ spaces</li> <li>• <b>Philadelphia, PA</b> – 16,000+ spaces</li> <li>• <b>Houston, TX</b> – 27,000+ spaces</li> <li>• <b>Dallas, TX</b> – 4,600+ spaces</li> <li>• <b>Fort Worth, TX</b> – 5,900+ spaces</li> <li>• <b>Phoenix, AZ</b> – 2,100+ spaces</li> </ul> | <ul style="list-style-type: none"> <li>• <b>San Diego, CA</b> – 2,700+ spaces</li> <li>• <b>New Orleans, LA</b> – 4,800+ spaces</li> <li>• <b>Orlando, FL</b> – 2,000+ spaces</li> <li>• <b>Miami Beach, FL</b> – 14,000+ spaces</li> <li>• <b>Hoboken, NJ</b> – 7,000+ spaces</li> <li>• <b>Atlanta, GA</b> – 2,500+ spaces</li> <li>• <b>El Paso, TX</b> – 1,900+ spaces</li> </ul> |

## How ParkMobile Works for Your Customers

ParkMobile is the industry leader in mobile parking payment options because of our commitment to both consumers and cities to provide a consistent, reliable, cost-effective and easy to use system. There are many apps on the market that can complete a basic parking transaction in the simplest context. However, there are many stages to a customer's parking journey prior to standing in front of a meter and many stages after the moment of transaction. ParkMobile is unique in our support for the entire customer parking journey.

| Planning Ahead                                                                                         | Navigating                                                                                                                          | Payment                                                                                                                                                                                 | Post-Parking Value                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>✓ Event Reservation</li> <li>✓ Transient Reservation</li> </ul> | <ul style="list-style-type: none"> <li>✓ Wayfinding in-app</li> <li>✓ Map View</li> <li>✓ On-street parking availability</li> </ul> | <ul style="list-style-type: none"> <li>✓ On-street or open lot payment</li> <li>✓ Notifications and extensions</li> <li>✓ Gated payments</li> <li>✓ Expanded payment methods</li> </ul> | <ul style="list-style-type: none"> <li>✓ Find my car</li> <li>✓ Usefulness of app elsewhere</li> <li>✓ Rewards and perks with ParkMobile Pro</li> <li>✓ Fleet management</li> </ul> |



**The Solution:** ParkMobile offers drivers the convenience of using a single parking app for any parking scenario. Offering a single app that works throughout your operation also enables more focused and effective marketing messaging.

## ParkMobile core features include:

- **Extend Time:** Ability to add time to your existing parking session to avoid running back to “feed the meter.”
- **Multiple Payment Options:** ParkMobile offers a variety of payment options, including most major credit cards (Visa, Mastercard, Amex), Google Pay, Apple Pay, and PayPal. While cash payment is not possible in a mobile app, unbanked and underbanked users can load a debit card in PayPal to easily make a payment.

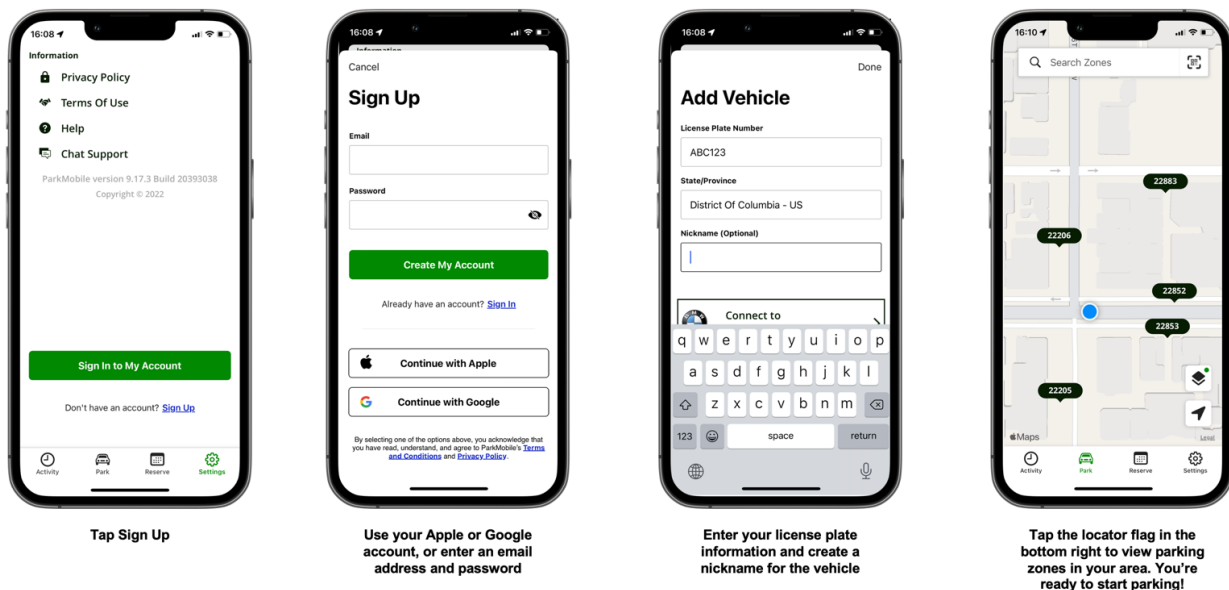


- **IVR Phone Number:** For people without a smartphone, use an IVR number to make parking payments over the phone. Users who call the IVR will go through the flow-through audio prompts.
- **24/7/365 Customer Support:** ParkMobile offers support via phone, email, text, and chat. ParkMobile also has an extensive support site where users can get answers to frequently asked questions and read technical help articles.
- **Map View:** The map view based on location shows the user nearby zones. A user can then touch the zone number to quickly initiate a parking session.
- **Parking Availability:** Predictive and/or sensor data that shows available on-street parking availability on the map.
- **Start a Parking Session:** Quick process to select your zone, confirm your vehicle and payment type, and then start a parking session.
- **Find My Car:** Integration with Apple Maps, Google Maps, and Waze to direct users back to their car.
- **Notifications:** Customizable push, text, and email alerts to notify a user when parking will expire.
- **Manage vehicles:** Easy to add, remove, and update vehicle information.
- **Transient and Event Reservations:** Find and reserve parking ahead of time in area garages and lots. Available for daily parking or events at select venues.

No other vendor offers a more feature-rich system that is solely focused on the total customer experience than the ParkMobile.

## Simple Registration and User Account Management

ParkMobile has an easy registration process via app or mobile web experience. Through the native app experience users will download the ParkMobile app on iOS or Android. They will be prompted to enter an email address and create a unique password, or the user can sign up using their Apple or Google accounts. After account creation, the user will be asked to enter a license plate number. The user is now ready to start parking at any ParkMobile location in the United States.



**Figure – ParkMobile Registration Process**

Users have full control to manage their account through the ParkMobile app or website. They can also contact our Customer Care team to make any changes to their account. Within their ParkMobile account, users are able to do the following:



- **Add and remove payment methods:** Users can easily manage their stored payment methods within the app and web. This includes selecting a default payment method, as well as adding and deleting payment methods.
- **ParkMobile Wallet:** Users can refill their pre-loaded ParkMobile wallet anytime and check the account balance.
- **Manage Promo Codes:** Users can apply the code provided to their account or to an active session and will receive a discount on their transaction. The functionality is fully customizable so that the City can adjust the promo codes number of uses, time frames, zones eligible, and more.
- **Manage vehicles:** Users can easily add, remove, and update vehicle information. Users can select a primary vehicle and nickname each one.
- **Activity History:** Users can see complete details of recent parking transactions including Zone, City, Date/Time, Duration, Vehicle (LPN), Payment Method, Parking Fees, and Total cost. After the parking session ends, the user will also get an email receipt.

## ParkMobile Offers the Most “Ways to Pay”

Today’s consumer wants a choice when it comes to parking payments. That’s why ParkMobile now offers more ways to pay than any other mobile parking app. Beyond the flagship ParkMobile app for iOS and Android devices, users can also make parking payments via the web, text, phone, and even Google Maps. Offering more consumer choice drives higher adoption.

### Pay by App



Full-featured app

### Pay by Web



Lightweight mobile web experience

### Pay by Text



Text the number posted on the signs

### Wallet Options



ParkMobile Wallet, GPay, Apple Pay, & PayPal

Below are the payment methods available to users:

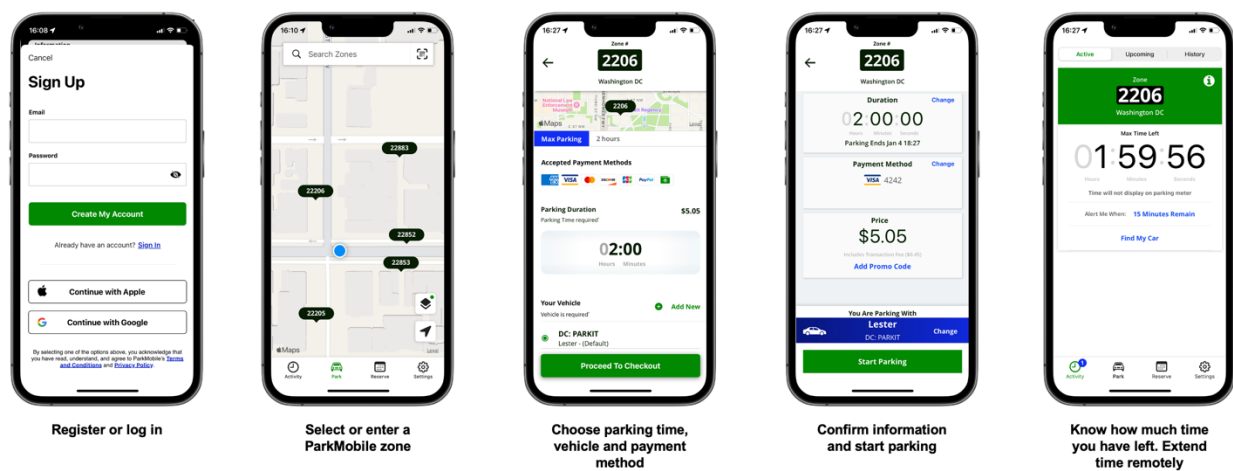
- **ParkMobile App:** The #1 parking app in the US provides the most robust user experience for iOS and Android devices.
- **Pay By Web at ParkMobile.io:** Lightweight, web-based flow for people who do not want to download the full-featured app
- **Guest Checkout:** Allows users to purchase parking without creating an account.
- **Pay by Text:** When the user parks in a ParkMobile zone, they can text the keyword “Park” to 77223 to receive a short link via SMS to start their session.
- **IVR:** 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.



- **Flexible Payment Methods:** In addition to all major credit and debit cards, the ParkMobile system can accept prepaid cards, Google Pay, Apple Pay, PayPal, and our own ParkMobile Wallet. This ensures that there are payment options for underbanked users.

## ParkMobile App for iOS and Android

The ParkMobile app provides a quick and easy process to pay for parking. Our Product team is constantly researching the experience and optimizing the flow for users. Once a customer downloads the app and creates an account, there's a simple process to make a payment.

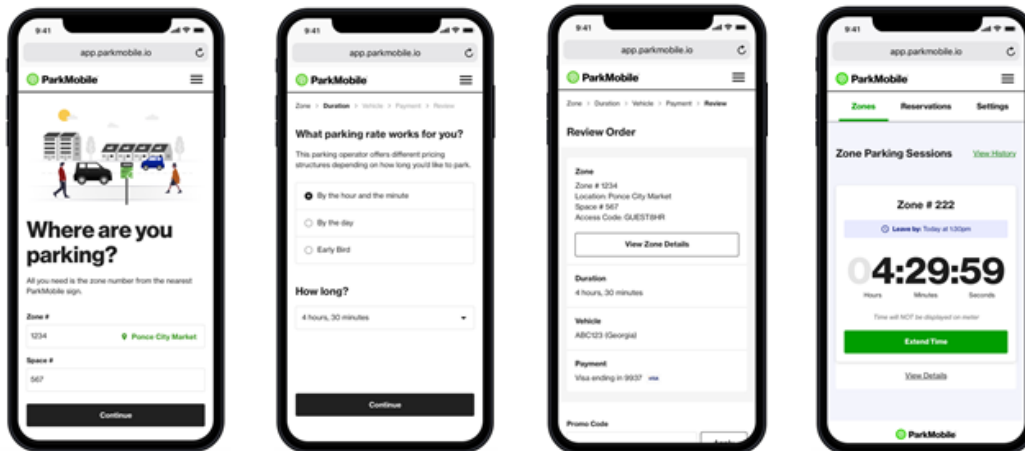


**Figure – ParkMobile Zone Parking Process**

1. **Enter Zone Number:** The user will enter the zone number posted on the stickers and signs around the meter. To make this process easier, the app uses location-based GPS coordinates to show the nearby zone numbers on the map so a user can easily touch the right zone number and then move to the next step in the process.
2. **Select Duration:** The user will select the duration for the parking session. The duration is based on the rates and policies that are set up for that specific zone number in ParkMobile's backend systems. On this screen, the user will also see the default vehicle selected and will be able to change that vehicle if necessary. The user will then touch "Proceed to Checkout" to go to the next step.
3. **Confirm Information:** On the confirmation page, the user will see all the key details for the parking session: zone number, duration, payment method, and vehicle. The user can edit any of this information before starting the parking session. After the user confirms the information, the user touches "Start Parking" to begin the parking session and will then see a countdown clock with the time remaining.

## ParkMobile Web App

ParkMobile's lightweight mobile web application enables a user to pay for parking without having to download the full-featured app.



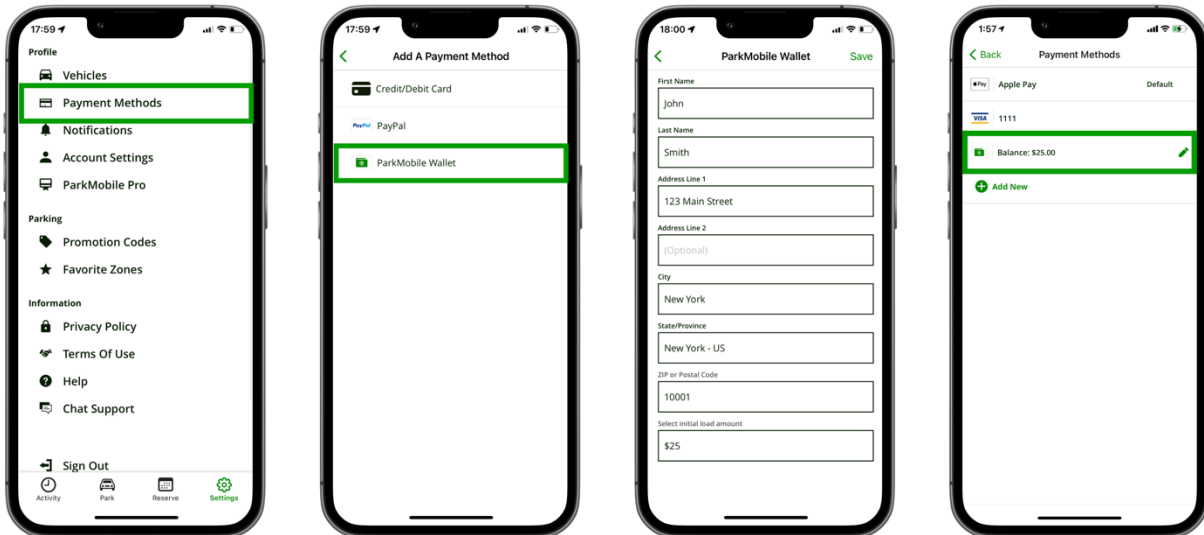
**Figure - ParkMobile Mobile Web Checkout Experience**

The ParkMobile web app also offers a Guest Checkout option, allowing users to purchase parking without creating an account. This is a good option for the infrequent parker who prefers to make a mobile payment but does not want to go through the process of downloading an app and creating an account.

## ParkMobile Wallet

ParkMobile leads the industry in the acceptance of innovative payment methods for parking services and this flexibility underscores our best-in-breed approach. ParkMobile supports both pay-per-transaction and mobile wallet payment models.

The ParkMobile wallet allows the user to add funds, which will be withdrawn over time as they pay for parking. There will be one transaction on their credit card statement when their wallet is loaded, instead of multiple transactions on their credit card statement each time they pay. ParkMobile users will not be able to start a parking transaction with their ParkMobile wallet if there is not enough money in the account. They will be asked to confirm funding of the wallet with more money before completing a transaction. The ParkMobile wallet does not allow users to have a negative balance.



**Figure – ParkMobile Wallet User Experience**

## Value-Added Services

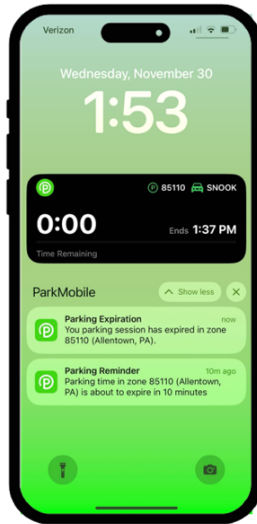
The ParkMobile system offers several value-added features that millions of ParkMobile customers throughout the US already know and have come to expect from their mobile payment provider today:

### Customizable Notifications

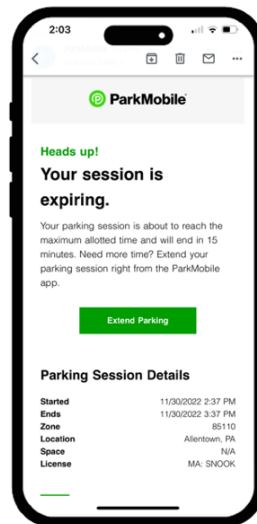
ParkMobile provides automatic real-time alerts via push notification that will notify a customer prior to the expiration of their parking session. The timing of these alerts can be set to a duration of the customer's choosing. Alerts can be configured to be sent via email, SMS, and push notifications. ParkMobile users will receive an in-app message and email alert once their parking session has expired.



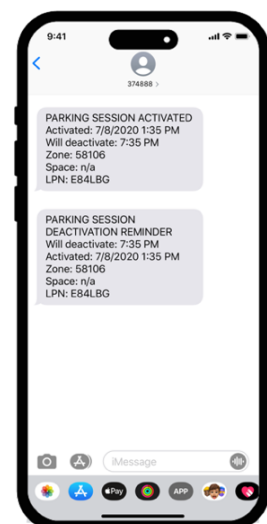
**Live Activities**



**Push Notifications**



**Email Notifications**

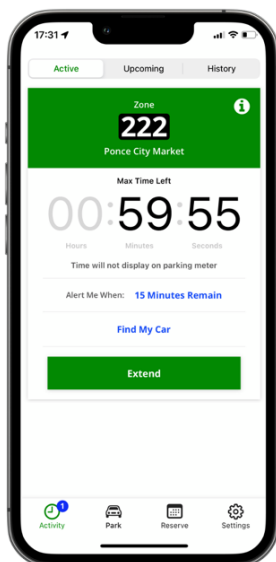


**Text Notifications**

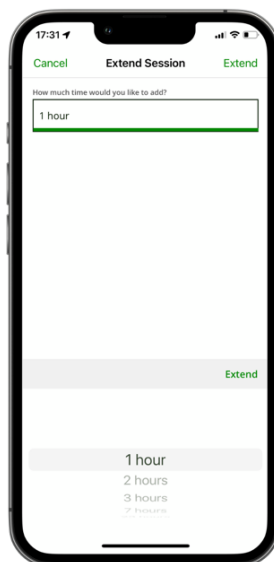
ParkMobile has developed a new feature for the iOS Live Activities capability that allows users to see the remaining time left for their session from their device's lock screen. This is a user convenience option that simplifies the process of checking on how much time is remaining for the current session.

## Extend Time

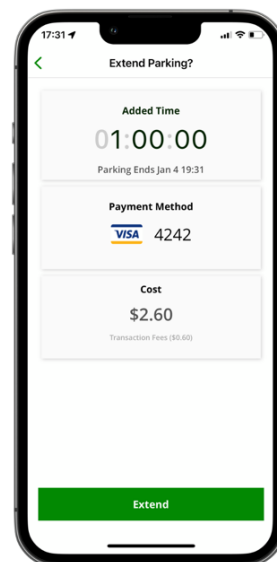
The most popular feature of the ParkMobile app is the ability to extend the time of the parking session remotely. Users can add parking time without having to run back to "feed the meter". A user cannot extend time past the maximum parking time allowed for that location.



**1. Select Extend**



**2. Select the amount of additional time to add**

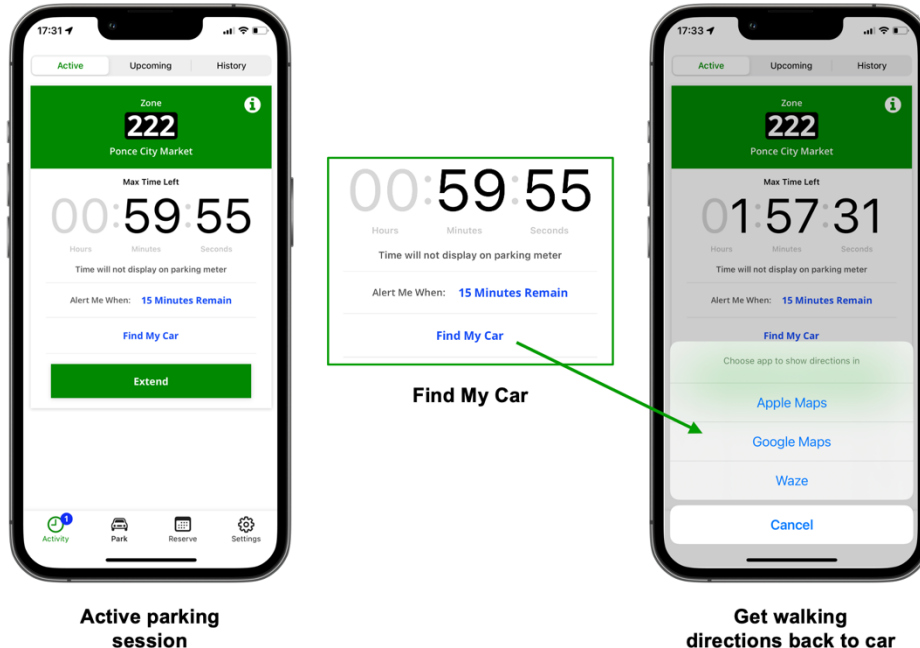


**3. Confirm information and start parking**



## Find My Car

Another popular feature of the ParkMobile app is Find My Car. This enables a user to get walking directions back to the location of her car. The user can select from multiple mapping options to get the directions - Apple Maps, Google Maps, and Waze.



## One App for On-Street Parking and Reservations

ParkMobile is the **only** mobile parking solution on the market that combines both on-street (zone parking) with off-street (reservations) functionality in one single app. By offering multiple parking options for consumers, we are increasing the usefulness and overall value of the app, which will help increase adoption over time.



ParkMobile Reservations allow the City or private parking operators to pre-sell parking in lots and garages for special events and daily parking. Reservations can be made on the web at [app.parkmobile.io](http://app.parkmobile.io), or in the same ParkMobile app. Having consumers reserve parking in advance can help reduce congestion in cities by eliminating the need for people to circle the block looking for open parking.

## Structured, Secured and Privacy-Focused

ParkMobile is compliant with PCI DSS, ISO 9001:2015, and SSAE 18 requirements.



ParkMobile is committed to the proper management of records to retain those that have current or future value and to properly destroy records that do not have such value. Examples of ParkMobile actions taken include but are not limited to the following:

- Card Holder Data (CHD) is not stored on removable media.
- Information on all media is classified, handled and disposed of in a secure manner.
- ParkMobile encourages minimal use and storage of its confidential data to reduce the risk of data compromise.
- At no time after card authorization, under any circumstance, ParkMobile stores any information from the card magnetic track, including CVV/CVC, CVV2/CVC2, and PIN block data.
- Cards that have met and exceeded their expiration by 6 months are deleted from all systems.

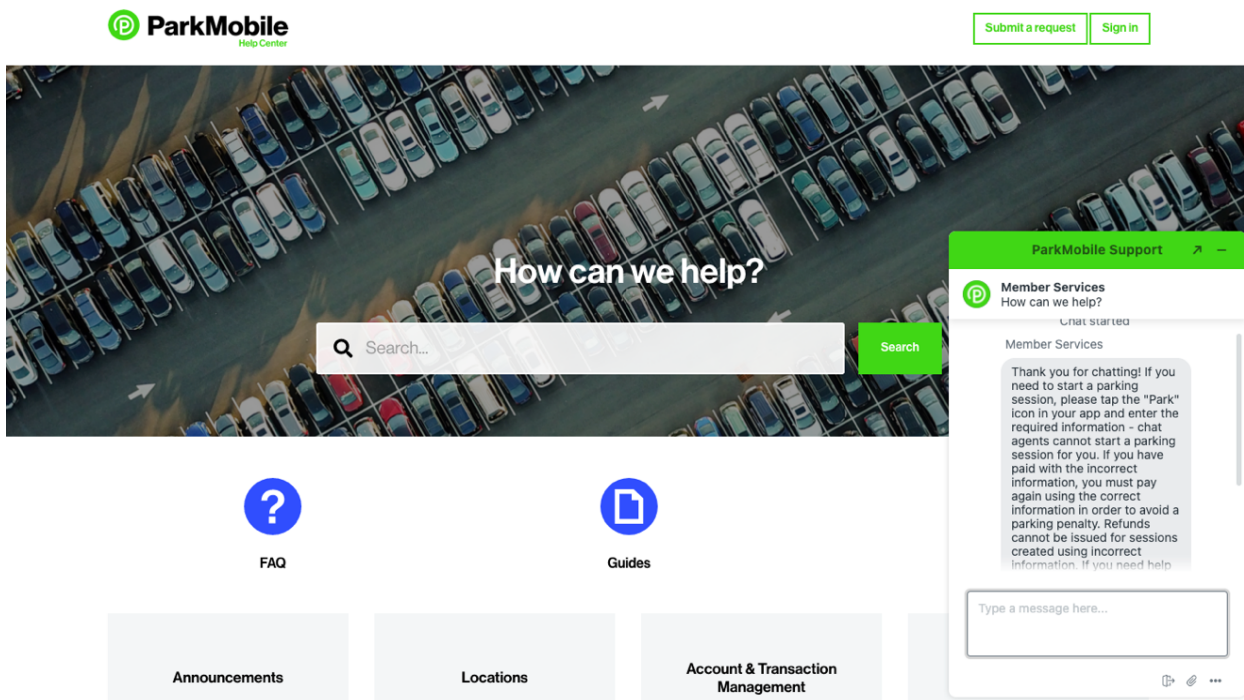


- All cardholder data from deactivated or closed accounts is deleted from all systems after a 6-month waiting period.
- After 18 months of inactivity, a card is categorized as inactive and deleted from all systems.
- A review of cards matching the above criteria is conducted monthly, with quarterly reviews of the reports.
- Personal account numbers (PAN) are masked when displayed.
- Two-factor authentication is implemented to access any cardholder data.
- CHD is encrypted at capture, transit, and at rest.
- PCI DSS-compliant encryption methods, processes, and procedures are implemented.
- ParkMobile has implemented encryption key management plans to ensure the availability of encrypted authoritative information.
- ParkMobile data security policies prohibit direct database access
- Data does not travel over the network unencrypted.

We also prioritize data usage transparency and have our Customer Privacy Policy easily accessible to users via our website. This policy is designed to help customers understand how we collect, use, and share information that is collected through the ParkMobile websites, mobile applications, and other services we operate. The policy can be reviewed here: <https://parkmobile.io/privacy-policy/>.

## Multi-Channel Customer Service

ParkMobile offers you and your parking customers a Customer Care Center based in our corporate headquarters in Atlanta, GA along with an additional support team in Monterey, Mexico. We utilize the leading cloud-based customer service software, Zendesk, to handle customer inquiries and to provide consumer education through detailed FAQs, guides, video demos and technical help articles.



**ParkMobile**  
Help Center

Submit a request Sign in

How can we help?

Search...

Search

FAQ Guides

Announcements Locations Account & Transaction Management

**ParkMobile Support**

Member Services  
How can we help?

Chat started

Member Services

Thank you for chatting! If you need to start a parking session, please tap the "Park" icon in your app and enter the required information - chat agents cannot start a parking session for you. If you have paid with the incorrect information, you must pay again using the correct information in order to avoid a parking penalty. Refunds cannot be issued for sessions created using incorrect information. If you need help

Type a message here...

ParkMobile's Customer Care team can be reached easily using the customer's preferred method of contact. Users can call, email, text, in-app chat, and use social media to contact a ParkMobile representative. This level of customer support will enable the City to reduce the number of support requests that are directed to



the department. ParkMobile is a first line of defense and will help to ensure users receive the best customer support in the industry.

When customers require further assistance, our Customer Care Specialists provide customizable responses depending on the needs of the customer. Moreover, a unique aspect of ParkMobile's customer support philosophy is our use of social media to maintain real-time contact with our 50+ million members. ParkMobile also utilizes social media to engage and interact with users, including constant monitoring of social media comments to understand their needs and support requests.

## Best Customer Support in the Industry

- Our Customer Care team is available 24/7/365 and ready to assist whenever our customers need it.
- Our Level 1 PCI-compliant call center ensures customer data is fully secured.
- ParkMobile maintains a multi-channel call center with in-house phone, email, web and in-app chat, social media & bilingual support.
- Our call center services nearly 25,000 customers per month, answering more than 85% of our calls within 30 seconds with an average of 20 seconds.
- ParkMobile maintains a minimum average Customer Satisfaction score of 90% for all interactions involving our Customer Care team.
- ParkMobile's Net Promoter Score is 57 which is considered "excellent". For comparison, here are other NPS scores for other top brands:
  - Apple's: 47
  - Google: 11
  - Toyota: 33
  - Amazon: 25
  - Microsoft: 33

## How ParkMobile Works for the City

With ParkMobile 360, staff will have role-based access to self-administrative rate and policy management tools and a “360” view of the parking program with robust analytics and reports. ParkMobile 360’s self-administration portal provides the following features:

- **Calendar View:** ParkMobile 360 shows you daily, weekly and monthly calendar views of all your parking policies, making it easy to visually see all your parking rates and make the necessary adjustments.
- **Rate Creator:** With ParkMobile 360, you can quickly create and import rates for specific days, weeks, or months. If you have a festival, street cleaning or weather event, you can change and update your rates across different locations.
- **Policy Management Across Locations:** ParkMobile 360 gives you a complete view of rates and policies across multiple locations. You can quickly apply policies from one location to another without having to rebuild a location’s rate structure.
- **Rate Tester:** Before you push out a rate change, ParkMobile 360 gives you the ability to test that rate to make sure it is working properly and avoid any potential customer service issues.



ParkMobile 360 also gives clients the ability to manage rates and policies in real time. City staff will be able to make rate changes and push them out instantly. ParkMobile can support extremely complex rate structures with multiple rates in effect at different times of day and days of the week, in addition to special event rates. ParkMobile 360 also includes a Rate Tester, which allows staff to easily verify what rate customers would be charged on a given date, time, and location. This tool is extremely helpful to ensure rates are being displayed correctly and there are no gaps in the policies when there are multiple, overlapping policies in place.

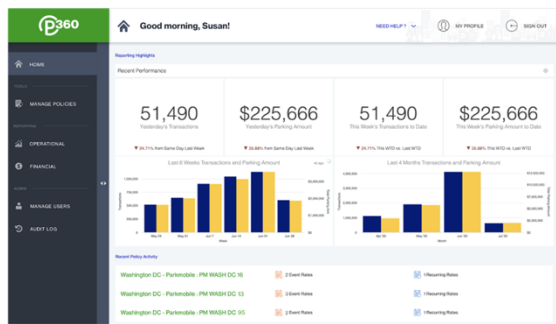
ParkMobile 360 provides two types of reports: operational and financial. Within the operational reports, there is information with regard to total transactions and revenue across varying time frames, as well as transaction



statistics such as the distribution of parking by hour of day, duration, and parking cost. Within the financial reports, there is transaction level information including all pricing information, user information, zone information and payment information. These reports can be scheduled to be delivered to the user's email inbox on whatever cadence they prefer - daily, weekly or monthly.

Below are some of the key features of the ParkMobile 360 reporting portal:

- **Easy-To-Read Dashboard View:** With ParkMobile 360, your data is delivered in an attractive, easy-to-read format with charts and graphs for monitoring trends and drawing insights.
- **Scheduled Reports Delivered to Your Inbox:** ParkMobile 360 gives you the ability to distribute the right information to the right people by scheduling daily, weekly, or monthly reporting emails to select staff members.
- **Filter By Date and Supplier:** ParkMobile 360 gives you the ability to filter data by date range and supplier, making it easy to pull the data you want to see and compare historical trends.
- **Download ParkMobile 360 Reporting Data in Multiple Formats:** With ParkMobile 360, you can quickly and easily download your data in the format that best meets your needs. Downloads are available in .xls, csv, and .pdf formats.



## Enforcement with ParkMobile nForce

ParkMobile nForce 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.

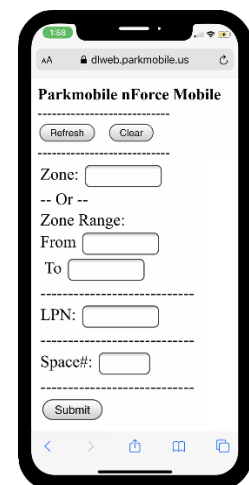
ParkMobile nForce can be accessed via any internet-enabled mobile device. It will show all active ParkMobile parking sessions in real-time.

For areas which also have coin-operated parking meters, an officer would first visually check the meter for payment. If there is not payment displayed on the meter, the officer would then reference ParkMobile nForce to determine whether the vehicle has paid via app. If no payment is viewable on the meter or the nForce portal, the officer would issue a paper citation.

## Integration to Enforcement Tools

If you use handheld units and/or license plate recognition (LPR) systems for enforcement, ParkMobile can integrate with those systems to seamlessly connect your operation. Parking session data from ParkMobile's system will be made visible in your enforcement system via our real-time API.

## Integrations with Other Parking & Mobility Technologies





The ParkMobile system is purpose-built to integrate with the parking and mobility ecosystem through our unsurpassed integration capabilities and simple, easy-to-use tools.

Through our openly available Application Programming Interfaces (APIs) as well as direct partnerships, we integrate to most major industry providers, enabling our partners to adopt a best of breed approach to their mobility strategy and providing flexibility to move vendors and evolve with the industry. The below graphic shows all of the providers that we are actively integrated with today.





# ParkMobile Signage & Marketing

## Signage and Decals

ParkMobile provides all operational and promotional graphics, including all signage and decal stickers for parking equipment at no additional charge.

Signage and decal design is a critical aspect of deploying a successful mobile parking program. According to our research, almost 49% of users first learn about our app through the signage at the meter. Our team works directly with our clients to understand the hardware assets in the field and what the pay station/meter looks like to produce the best sign and decal package. We have an in-house graphic design team that creates sign proofs for approval. We can create different shapes and sizes to meet the needs of each individual client. We also recommend refreshing signage on a consistent basis to ensure the highest quality.

Best practices for mobile app signage include:

- Bigger is better. Larger stickers and signs have been proven to drive greater app adoption.
- Minimize the elements on the sign. Less is more.
- Have a large zone number that is easy to read from a distance.
- Simple instructions on how to pay.
- Show that ParkMobile is also accepted to provide more pay

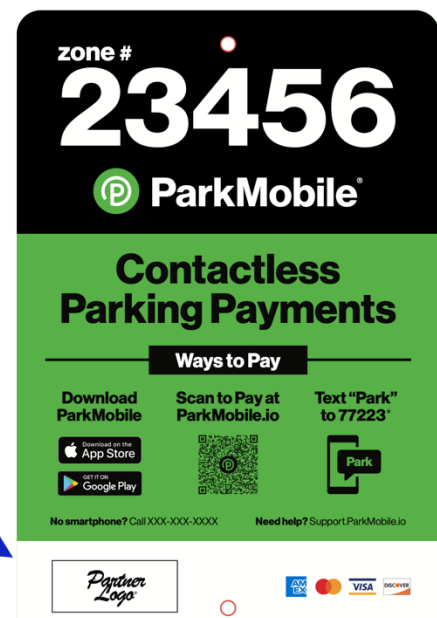
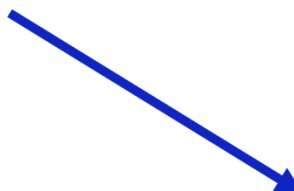
We have recently refreshed our ParkMobile signage to include “Ways to Pay” messaging, showing consumers that they have a wide variety of contactless payment options available to them with ParkMobile.

## ParkMobile Standard Signage

### 12” x 18” Aluminum sign

#### Your Logo Goes Here

Please provide us with a high quality version to avoid pixilation. EPS or Vector formats are ideal.

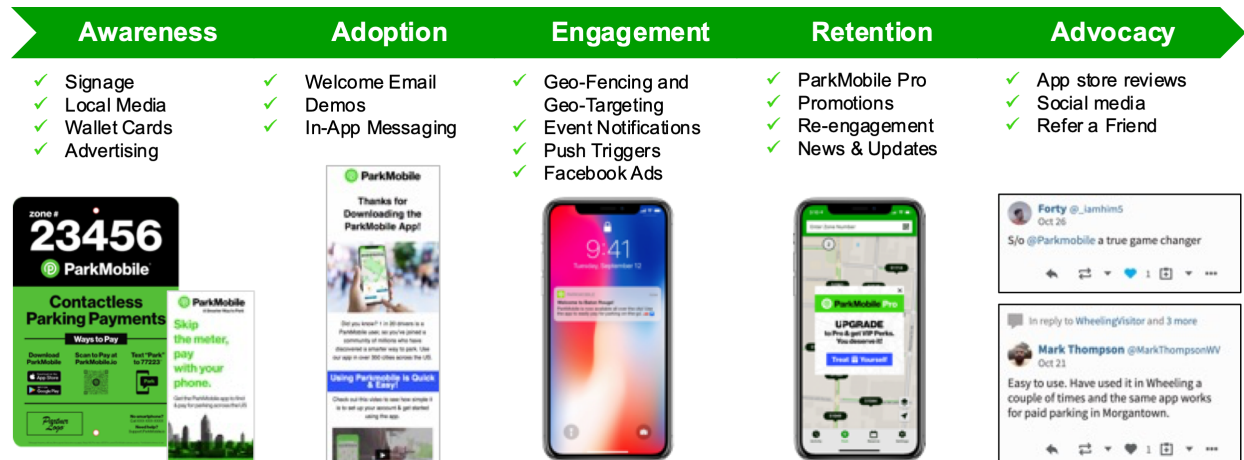


## Comprehensive Marketing Services

Over the past 12 years, ParkMobile has launched in over 500 cities. Through that experience, we have learned the key marketing strategies, tactics, and best practices for introducing a mobile parking app in a new market

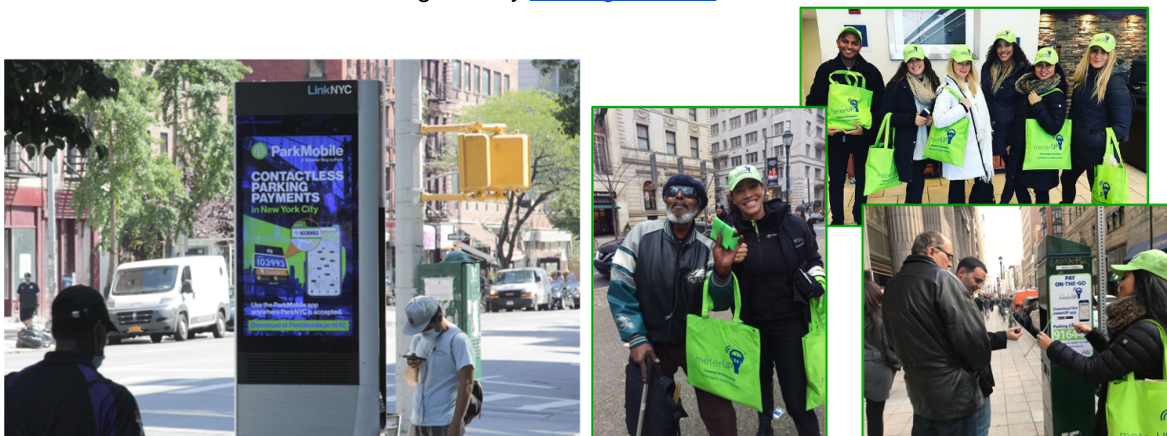
and continually increasing the app utilization post-launch. We even wrote an e-book on the subject that [you can download here](#).

When ParkMobile develops a marketing program for a new launch, one size does NOT fit all. To ensure the program's continued success, ParkMobile will work closely with your staff to develop the right program. ParkMobile builds our marketing programs to focus on five key areas, outlined in the diagram and sections below.



## 1. Awareness

When launching a new or updated mobile parking app in a market, it is critical to get the word out. The ParkMobile team deploys a variety of tactics to make sure people in the market know about the app. Awareness tactics may include local advertising on TV and radio, press outreach, targeted social media ads, street teams, and more. We will use email, in-app messages, and push notifications to activate existing ParkMobile users. ParkMobile will also look for opportunities to leverage local programming in the market. For example, in Atlanta, we created branded content for integration into a show about local restaurants called "Atlanta Eats." You can see the entire segment by [clicking this link](#).



## 2. Adoption

Once users have downloaded the app, ParkMobile activates our onboarding program to ensure they know how to get started. We send a welcome email with links to demos on how to use the app. Then follow up to make sure the new users have the information they need. If users download the app and set up an account



but don't complete a transaction, we keep messaging them to encourage usage and educate them about all the locations where they can use the app to pay for parking. As a result of our adoption tactics, almost 90% of users who download the app go on to complete a parking transaction.

### Pick How You Pay!

It'd be great if parking was free. But if you have to pay to park, use ParkMobile to make it quick & easy.

You've already downloaded the app, now add a payment method to your account. So, when it's time to park, you're ready to pay.

[Add Payment Method](#)

### Adding A Payment Method

Adding your preferred payment method is easy! Choose a credit or debit card, Apple Pay\*, PayPal or ParkMobile Wallet.

1. Select "Settings" Tab

2. Tap "Payment Methods"

3. Select "Add New"





### Have Questions?

We're here to help! Contact our customer service team, and we'll be in touch ASAP.

[Contact Us](#)

### Add a Payment Method In-App Message



### Thanks for Downloading the ParkMobile App!



Did you know? 1 in 20 drivers is a ParkMobile user, so you've joined a community of millions who have discovered a smarter way to park. Use our app in over 350 cities across the US.

### Using ParkMobile is Quick & Easy!

Check out this video to see how simple it is to set up your account & get started using the app.



### Reserve Your Parking Spot

Choose from 100's of lots and garages across the US and save up to 50% on drive-up rates when you make a parking reservation.



Reserve Your Spot!

[RESERVE NOW](#)

### Join ParkMobile Pro!

For only \$0.99 a month, you can see real-time parking availability, get reduced transaction fees, and discounts on rental cars, oil changes, and more!

### Welcome Email






### You're Almost Ready to Park!

Pick how you pay - Choose a credit/debit card, PayPal, ParkMobile Wallet, or Apple Pay.

[ADD PAYMENT](#)

### Add a Payment Method Reminder Email

### 3. Engagement

Once people are using the app, we engage them on an ongoing basis with emails, in-app messages, and push notifications. The goal is to keep them engaged with ParkMobile even when they are not actively parking. In addition to the app-based engagement, we retarget users on Facebook and other social platforms to serve up tactical messages and stay top-of-mind.

#### *First Parking Transaction In-app Pop Up and Email*





#### 4. Retention

ParkMobile strives to keep users engaged with the app for the long term. We consistently communicate news and updates to members through email, social media posts, and other tactics. ParkMobile also has a re-engagement program for lapsed users who haven't used the app in several months.

#### *Lapsed User Campaign Examples*



### We Miss You!

It's been awhile. Come back and see us! We're adding new cities every day, from Berkeley to Dallas to Bethesda, so chances are there's always a ParkMobile parking spot near you.

9 Million registered users can't be wrong. There's so much to love!



-  **In a hurry?** Skip the line, pay with the app, and start your parking session in seconds.
-  **Parking expiring?** We'll alert you before your time's up!
-  **Need more time?** Extend your parking session, right from the app!

**Technical issues? Questions?**  
Visit our Knowledge Base to read our FAQs



### Why Use ParkMobile?

We're constantly working to make parking easier and smarter. Check out two of our most popular features:

**Extend Your Time**  
Running late? Need more time? Extend your parking session right from the app!



[Learn More About "Extend Your Time"](#)



**"Find My Car"**  
Forgot where you parked? Use the app to see exactly where your car is parked, and receive directions back to it.



[Learn More About "Find My Car"](#)



**Technical issues? Questions?**  
Visit our Knowledge Base to read our FAQs



### We Want to Hear From You!

We noticed that you recently registered for the ParkMobile app but have not yet used it. Help us understand why by taking this short survey.

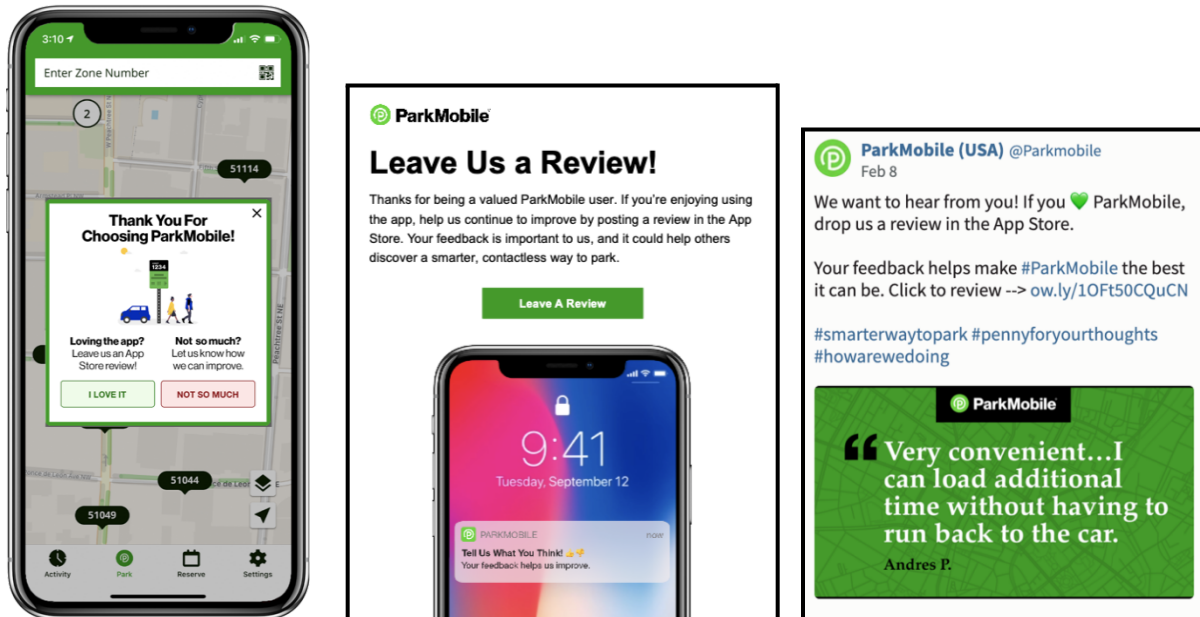
As a thank you for your time, when you complete this survey and provide your email address, you will be entered for a chance to win a \$100 gift card.

[Share Your Thoughts](#)



## 5. Advocacy

For loyal power users, ParkMobile urges them to become “ambassadors” for the ParkMobile brand through social media and app store reviews.



To help adoption of the City’s mobile parking payment program not only see early success, but also continuously grow, we will deploy a variety of marketing tactics and strategies, including, but not limited to the options listed below as examples.

## Instructional Documents and Website Content

ParkMobile can provide the City with helpful one-pagers and wallet cards, as well as content to embed in the City’s website, email, and social media channels.



 **ParkMobile**  
A Smarter Way to Park

**Always know where you're going to park.**

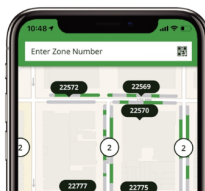
Get the ParkMobile app for contactless parking payments across the U.S.



**ParkMobile Perks**

- Get expiration reminders
- Extend time remotely when available
- Reserve parking ahead of time
- See available parking spots in select areas

**Get the app or visit ParkMobile.io**



 **ParkMobile**

**Giving you a smarter way to park.**

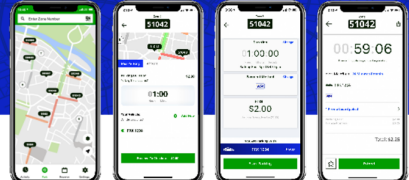
Get the ParkMobile app for contactless parking payments across the U.S.



 **ParkMobile**

**Contactless Parking with ParkMobile**

When you're parking on-the-go, use the ParkMobile app to avoid the spread of germs through contactless parking payments. Easily find and pay for parking from your phone without having to touch the meter.



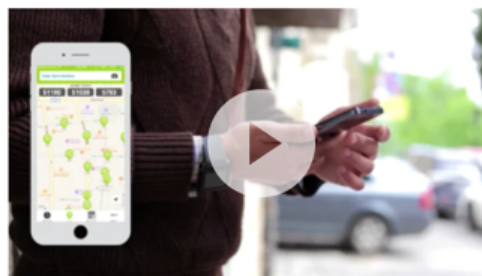
Enter zone number by referring to nearby signage or using the map. | Select the duration of time you want to park. | Confirm your information and start your parking session. | Monitor your session and extend time remotely if needed.

**Perks of Using ParkMobile**

-  Easily register and start your first session
-  Save "favorite" and recently used parking zones
-  Extend your parking session on-the-go
-  Use the app in thousands of locations nationwide
-  Customize your parking expiration reminders
-  Add up to 5 vehicles to your account

## Customized Video Content

ParkMobile has an extensive video library of demos and tutorials that can be embedded on the City's parking website and used in other digital channels. We are also able to produce any custom video asset as needed to support the program. You can see our full video library here: <https://vimeo.com/parkmobile>.



Using ParkMobile for On/Off-street Parking an...

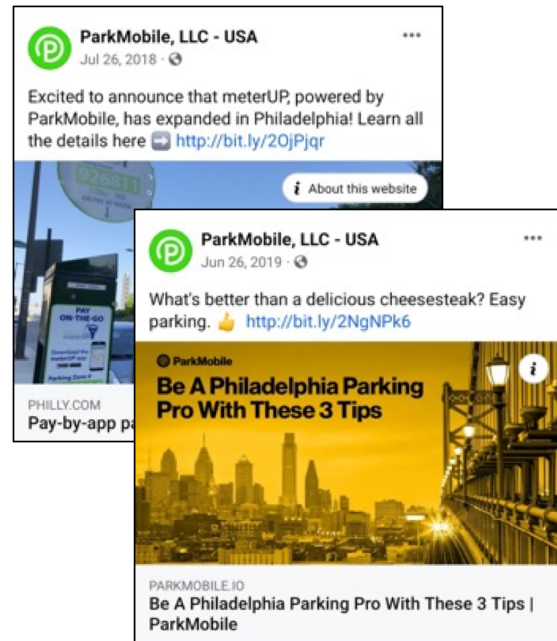
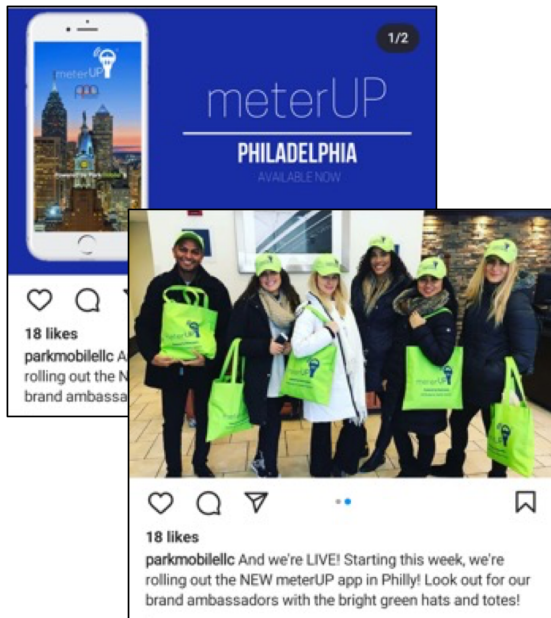


How to Use ParkMobile



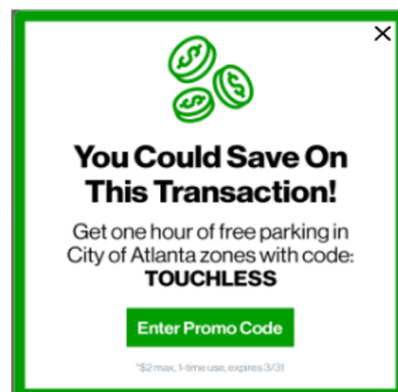
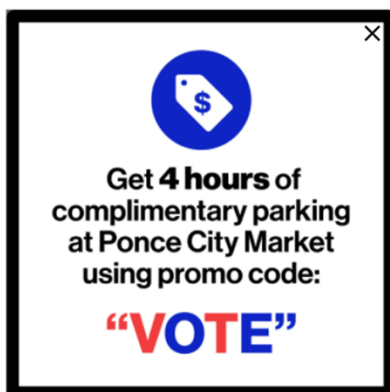
## Social Media

ParkMobile has a very strong social media presence with over 31,700 followers on Twitter, 34,500 followers on Facebook, 5,300 on LinkedIn and 1,650 followers on Instagram. We will leverage this industry-leading social network to raise awareness for ParkMobile's products and services across the area. We also engage with local influencers to post about ParkMobile on their social channels.



## Special Events and Promotions

ParkMobile can set up special promotions for parking around the municipality. For example, the City can offer "\$1 off", "free parking," or other incentives. The ParkMobile marketing team will work with staff to design and execute a promotion that is right for you.



## Branded Swag Kits

We provide our clients with swag kits that include branded items like hats, shirts, water bottles, lip balm, koozies, and more. These items can be distributed at the City's parking office or at other events to help raise awareness of the parking program. We also use these items when we deploy street teams as an incentive to download the app.





## Pricing & Information on Getting Started

ParkMobile's services are based on a convenience fee added to each transaction, which is paid for by the end customer. This model allows you to collect your full parking fee amount, and allows you to use our services without any up-front costs or monthly subscription fees.

| All ParkMobile's Standard Terms and Conditions Shall Apply to this Pricing Proposal                                                                                         | Fees                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Mobile Payment (OnDemand) Transaction Fee paid by end user. Price does not include credit card processing fees. Client or ParkMobile can serve as Merchant of Record (MOR). | <b>\$0.45<br/>per transaction</b> |

***\*If ParkMobile is Merchant of Record (MOR), our processing fees for credit card payments are 3% plus \$0.20 per transaction.***

### ParkMobile Services Included At No Cost

- Signage and decal stickers for the initial rollout
- Setup and Implementation
- Call Center, Customer Support, Hosting and Maintenance
- Social media, PR, standard marketing, and advertising for program launch
- Integrations with meter, enforcement and LPR vendors
- As a backup to the integrations, ParkMobile will provide a cloud-based enforcement portal with secure credentials to validate active OnDemand smart parking sessions for each of your location(s) where your smart parking services are made available.
- ParkMobile 360 Customizable Self – Administration Toolset for reporting and setting rates.

### Timeline for Getting Started

**From the time a contract is finalized, the time to launch is typically 40-60 days.** Through our streamlined onboarding process, our implementation team will configure your rates, train your staff on back office systems, collaborate with our marketing team to plan your launch promotion, and create signage.

***All ParkMobile's standard terms & conditions shall apply to this parking proposal  
Proposal pricing valid for 30 days***

**CLE ELUM PUBLIC WORKS & COMMUNITY DEVELOPMENT  
COMMITTEE**

**MINUTES**

**JUNE 6, 2024**

**12:00 PM**

119 W FIRST STREET  
**CLE ELUM, WA 98922**

**1. Call to Order**

Audrey Malek - Committee Member absent  
Ken Ratliff - Committee Member present  
Jerred Weis - Committee Member present

Rob Omans - City Administrator  
Debbie Lee - Clerk  
Audrey Cassasa - Utility Clerk  
Matthew Lundh - Mayor  
Ben Annen - HLA  
Dean Smith - HLA

**2. Unfinished Business**

**a. Sewer Rate Recap - HLA Ben Annen**

Ben Annen of HLA stated that the open house the City held for the Sewer Rate Increase Discussion was well attended.

The reason behind using the city of Yakima Sewer Rate Structure is that there is a larger sampling size, more car wash businesses, smaller and larger businesses compared to Cle Elum.

**5/9/24 Public Meeting - Comment Summary:**

- Businesses should be sampled/tested to confirm category.
- Confirmation of use needs to be confirmed before implementing a category.
- Sampling protocol should be detailed in the ordinance.
- Increases should be tied to the Consumer Price Index, not an automatic 3% annual increase.
- Landscaping should be subtracted from sewer rates
- It seems sewer costs will be higher than the heating bill.
- Raise rates over time instead of all at once.
  - 1. Will discuss later in the meeting
- Increases are too high and will cause companies to go out of business.
- Require grease interceptors to reduce loading from Class C customers.
- Customers should not be required to pay for sampling.

# Public Works & Community Development Committee Agenda

## June 6, 2024

119 W FIRST STREET  
CLE ELUM, WA 98922

- Consider increasing residential also and not just commercial to lessen the impact on businesses.

### **Phased Implementation Alternatives to New Rates:**

Modify the proposed ordinance to reflect:

- The initial step to phase in Commercial B, C and Industrial accounts will increase by 50% in 2024, followed by a full increase in future years(s).
- Proposed new revenue was \$530,000 under the prior rate proposal
  1. The revised new revenue is \$230,000 under a phased implementation rate proposal for 2024.

### Question & Answer Time - Public

Craig Sill had some questions regarding the calculations and if they were equitable. Discussion was had about irrigation usage, the cost to connect a new irrigation meter and how this would increase a sewer bill.

### Committee - Discussion/Decision

Discussion was had about adding a flat increase to all residential and commercial accounts. The Committee also talked about the priority of pipes that will be fixed. These are only in the City of Cle Elum, not regional pipes.

Committee Member Ratliff also wanted to know if a fund would be established to make sure this increased revenue was earmarked for the specific purpose of repairing sewer lines.

HLA will bring back to the Public Works & Community Development Committee what the revenues would be for placing a flat fee on all residential and commercial accounts, possible penalty examples, and how the City would monitor grease traps.

### 3. **New Business**

- a. Approve the Public Works & Community Development Committee Meeting Minutes Dated May 2, 2024

**MOTION: Committee Member Ratliff made a motion to approve the meeting minutes dated May 2, 2024; seconded by Committee Member Weis.**

**MOTION CARRIED: 2 yes 0 no.**

- b. Reschedule July 4, 2024, Public Works & Community Development Meeting to July 11, 2024

**MOTION: Committee Member Ratliff made a motion to approve moving the July 4,**

# **Public Works & Community Development Committee Agenda**

## **June 6, 2024**

119 W FIRST STREET  
CLE ELUM, WA 98922

**2024, Public Works & Community Development Meeting to July 11, 2024; seconded  
by Committee Member Weis.**

**MOTION CARRIED: 2 yes 0 no.**

**4. Other Committee Comments**

**5. Adjourn**

Meeting adjourned at 1:35 p.m.

---

Jerred Weis, Chair

---

Debbie Lee, Clerk

## AGENDA STAFF REPORT

**AGENDA DATE:** August 1, 2024

**ACTION REQUESTED:** Look at creating a new City Park

**BACKGROUND:** I have met with Gary Berndt at the city park in Ederra to chat about some ideas for making it better. He was going to have Gordon Jones call so I could get his take on the piles of concrete rubble in the park, but I have not talked to Gordon yet.

Regardless, it's a city park so I am reaching out to the city with some ideas that Gary and I thought would be helpful. We are going to build a pathway from 6<sup>th</sup> to Outfitter to connect lots 15-18 and 19-21 to public ROW. We think it would be great to meander the path through the east end of the park and provide a way for future park pathways to connect. This would add a bit to our cost, but should be the city some enhancements at no expense to the tax payer. I expect a plan from the landscape architect soon, but you can get an idea of what I'm on about in the snip below.

