



## OVERVIEW.

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### **About ParkNow.**

The ParkNow app lets smart drivers easily find and book a parking spot in advance at ParkNow garages located in and around San Francisco. Drivers can locate the nearest available off-street parking options – at both ParkNow locations and non-member garages -- and get real-time information on best parking rates, as well as additional related services, from where to get a car wash to the availability of bike rentals, within ParkNow locations.

ParkNow LLC is a joint venture formed by BMW i Ventures and Urban Mobility. The CEO is Gary Neff, who is a founder and managing director of Garage-Media LLC and the Partnership Committee Co-Chair of the Green Parking Council. He has spent 25 years building and managing parking equipment sales organizations, including 16 years with Amano McGann.

### **About Urban Mobility.**

Having developed a series of flexible and sustainable mobility programs, Urban Mobility works with global partners to address the changing needs of our city centers and the rising demand for basic urban transportation. Recognizing the need for more efficient and collaborative consumption models, Urban Mobility has developed a platform to springboard sustainable strategies for transportation through information sharing, technology and joint program application.

## HOW IT WORKS.

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### **Register.**

Customers can become a ParkNow member starting in mid-September by registering on ParkNow's website ([www.park-now.com](http://www.park-now.com)) or using the ParkNow iPhone or Android smartphone app. There is no membership or registration fee and no obligation. Drivers provide credit card information using the most sophisticated, proven and safe technology when registering, but they only pay when they book a parking space.

### **Find Parking.**

Drivers can search for parking in the city of San Francisco, at San Francisco International Airport and Oakland International Airport and in Palo Alto. Within San Francisco, they can search within neighborhoods, including Downtown, the Mission District, the Financial District and Fisherman's Wharf.

After indicating the current location or destination address, parking options are sorted either by actual price, availability of parking during desired parking time, or distance from destination. Drivers can refine their search by:

- Indicating the maximum distance they are willing to park from their destination.
- Selecting additional available services, including: availability of EV charging or valet service, accessibility for the disabled, proximity to car wash, car-sharing and bike rentals, or garage security features.

Garage information displayed includes number of available spaces, reviews, hours of operation and phone number. An offer screen provides information on available parking discount offers, or premium offers, such as guaranteed parking for events or at designated times when parking can be difficult to find.

ParkNow drivers can also search bookmarked garages, displayed by “favorites,” “recent” or “point of interest.”

**Book Parking.**

Once a parking destination is selected, a booking screen allows the driver to enter a parking date and time – including expected duration – and the pricing is clearly displayed. The system always looks for the cheapest available price, automatically including available discount offers. Drivers can also consult user reviews about the garage before clicking the “Book Now” button.

**At the Garage.**

After booking a parking spot, drivers receive a valet e-ticket with QR code on their mobile phone. When they arrive at a valet garage, the attendant will scan the QR code. At an automated garage, the driver scans the code.

The same procedure is in place when leaving the garage.

**Payment.**

When the driver’s QR code is scanned, payment is automatic with driver’s ParkNow account.

**Manage Account.**

The ParkNow app allows drivers to easily manage their active bookings, review their booking history, bookmark favorite garage options and search for special deals and promotions.

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