



Signage Best Practices Guide

Private Label

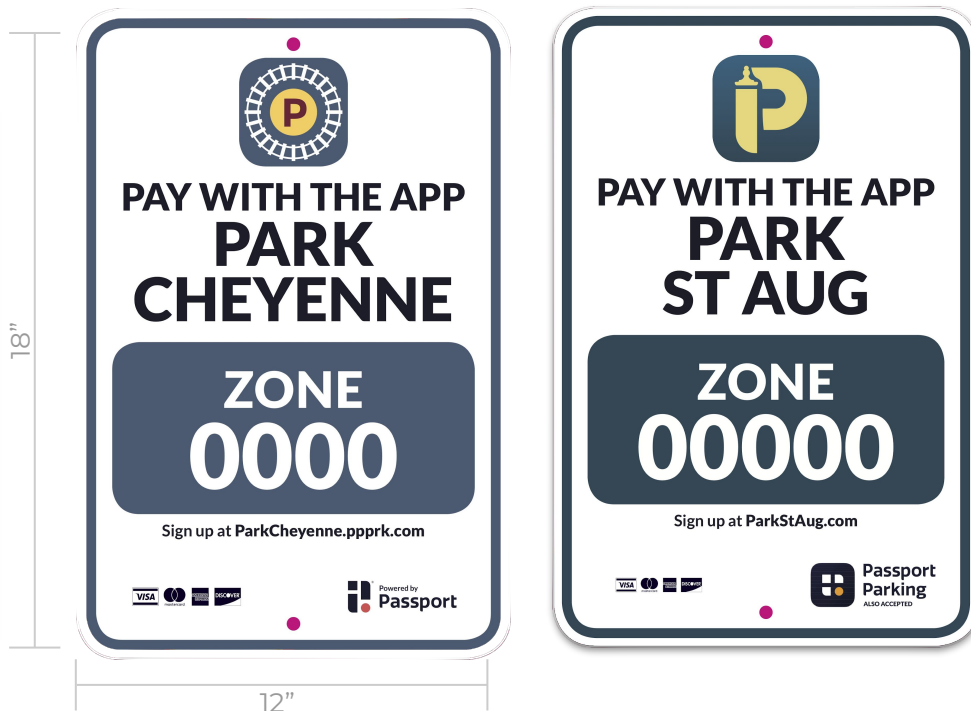


Sign & Decal Design



Sign Design: Standard Use

- 1 Highlight app branding
- 2 Drive immediate awareness and maintain consistency with app interface
- 3 Include the app URL
- 4 Ensure the zone number is prominently displayed





Sign Design: Lot & Garage Entrances

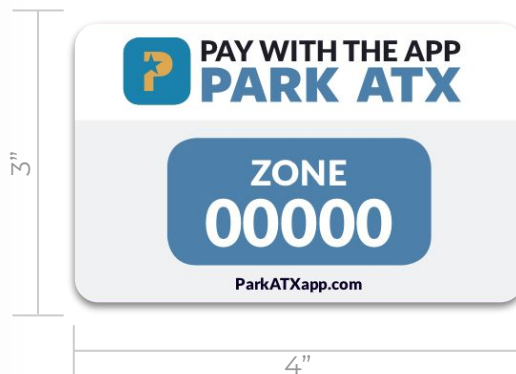
- 1 Drive immediate awareness and maintain consistency with app interface
- 2 Various formats depending on placement opportunities
- 3 Ensure the zone number is prominently displayed
- 4 Ideal to place signs at all entrances





Decal Design: Single-space Meter

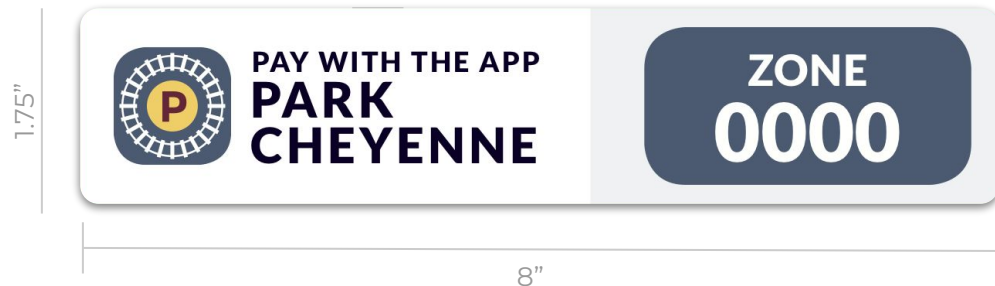
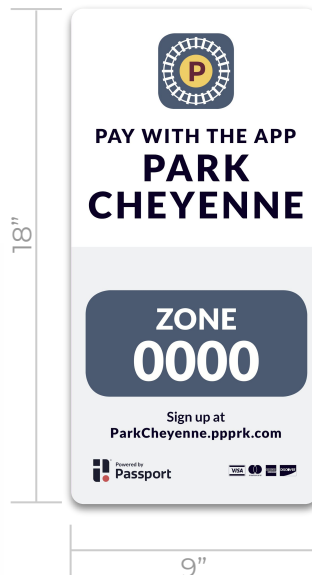
- 1 Reinforce app on meters
- 2 Highlight app branding
- 3 Maintain consistency with sign design and app interface
- 4 Ideal to place decals on the payment side of the meter





Decal Design: Paystation

- 1 Reinforce app on meters
- 2 Highlight app branding
- 3 Maintain consistency with sign design and app interface
- 4 Ideal to place decals on both sides and near the payment details of a paystation





Signage Placement & Quantity



Placement: On-street



1

1 sign per 5 spaces

* If LPN, 2 signs per block face

2

Signs on each block face
above vehicle height

3

Decals on the payment
side of the meter

4

Decals on the sides & front
of paystations



Placement: **Parking Lot**



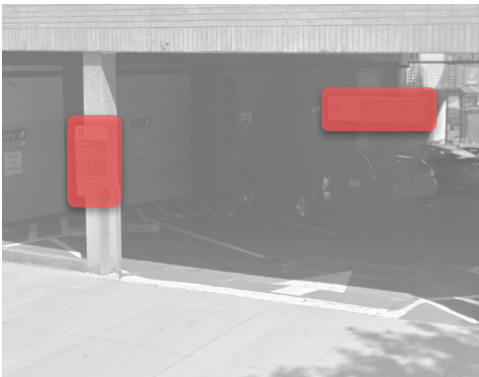
 = Sign  = Paystation

+76%
Mobile Pay
Transactions

- 1 1 sign per 10 spaces
- 2 Signs at the far ends of the lot
- 3 Signs at entrances
- 4 Decals on the sides & front of paystations



Placement: Parking Garage



1

1 sign per 10 spaces

2

Signs at entrances

3

Signs on pillars and/or interior walls

4

Decals on the sides & front of paystations



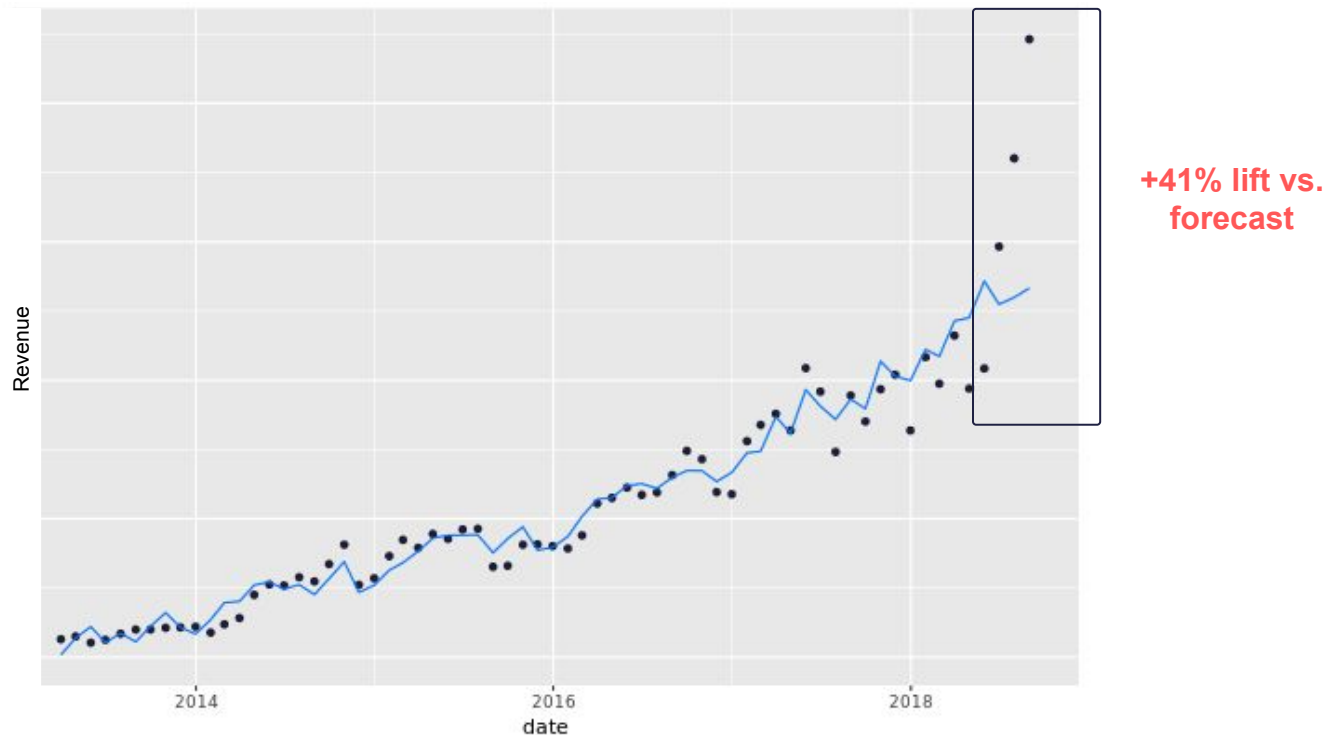
The figure is a line plot with 'date' on the x-axis and 'Revenue' on the y-axis. The x-axis is labeled with the years 2016, 2017, and 2018. The y-axis is labeled 'Revenue'. A blue line represents the trend, showing a general upward trajectory with some fluctuations. Black dots represent individual data points, which are scattered around the blue line. A rectangular box is drawn on the right side of the plot, highlighting a period of rapid growth in late 2018, where the revenue increases sharply and then levels off.

11



Great Falls MT: Forecast (line) vs. Actual (dots)

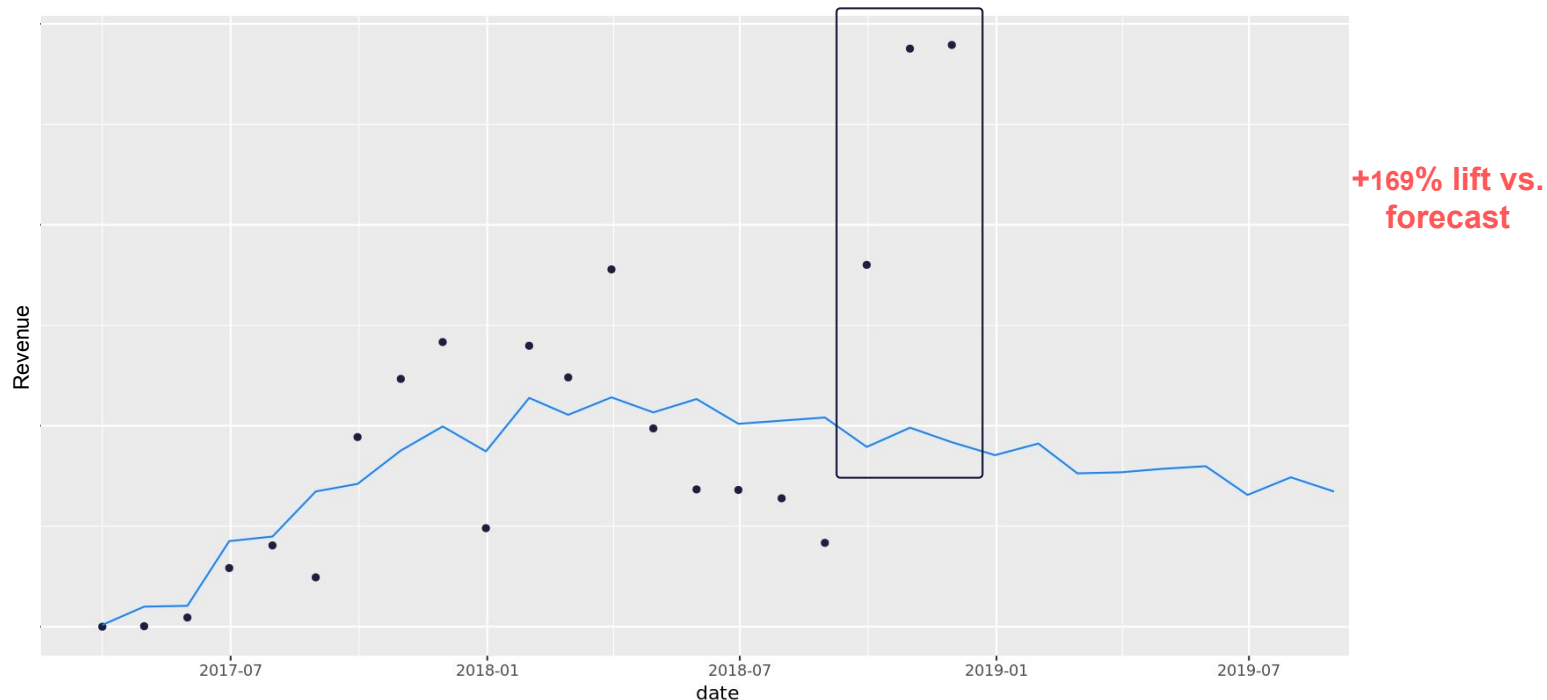
Effect of signage: Increase in Transactions and Revenue





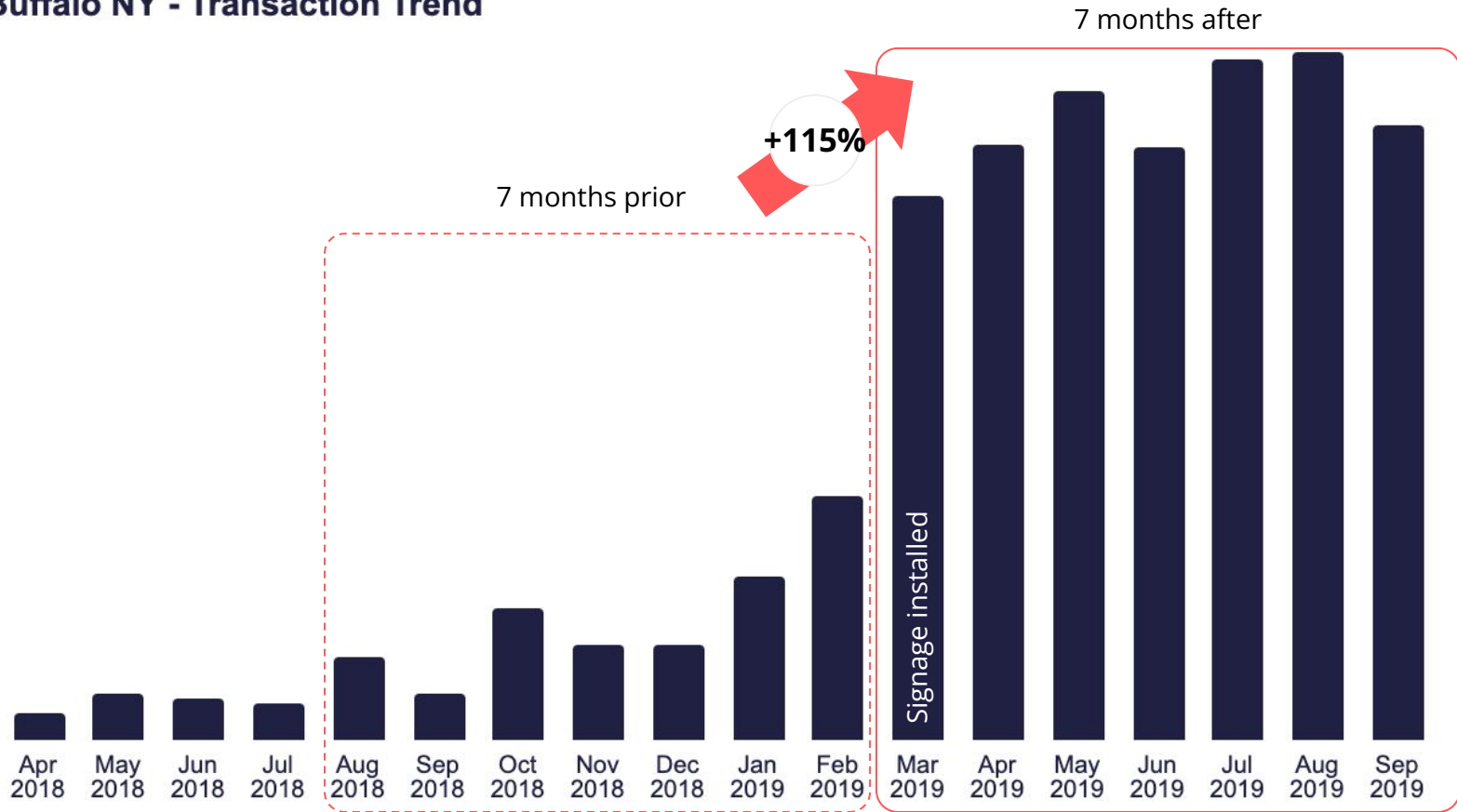
Memorial University: Forecast (line) vs. Actual (dots)

Effect of signage: Increase in Transactions and Revenue





Buffalo NY - Transaction Trend



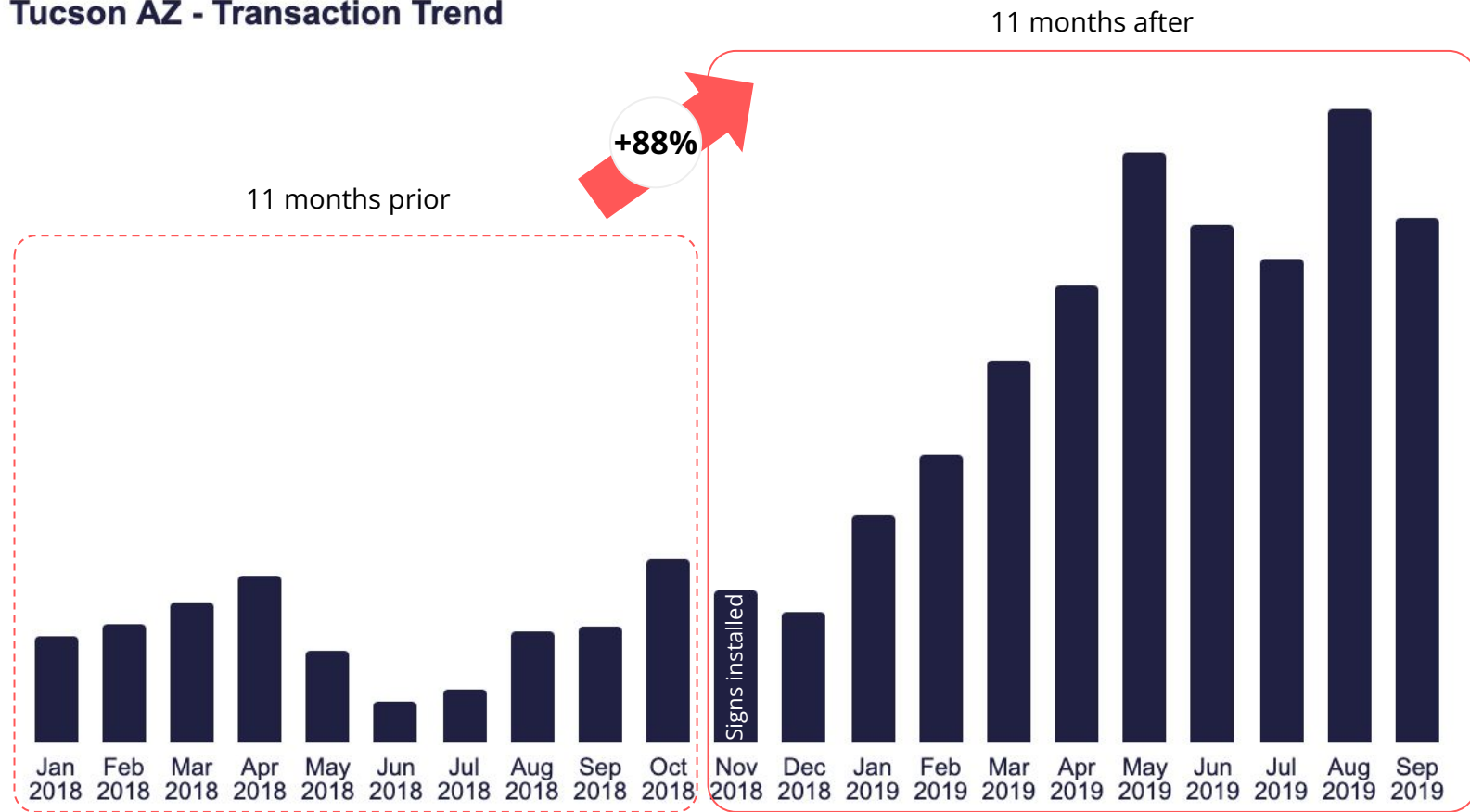


Norfolk VA - Transaction Trend





Tucson AZ - Transaction Trend





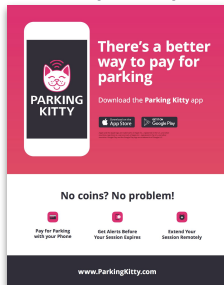
Washington Park, OR: Utilization Case Study



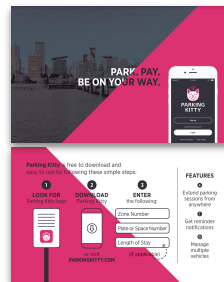
Signage
(1 sign per 10 spaces)



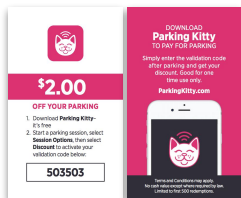
Posters (11x14")



How-to flyers (5"x3")

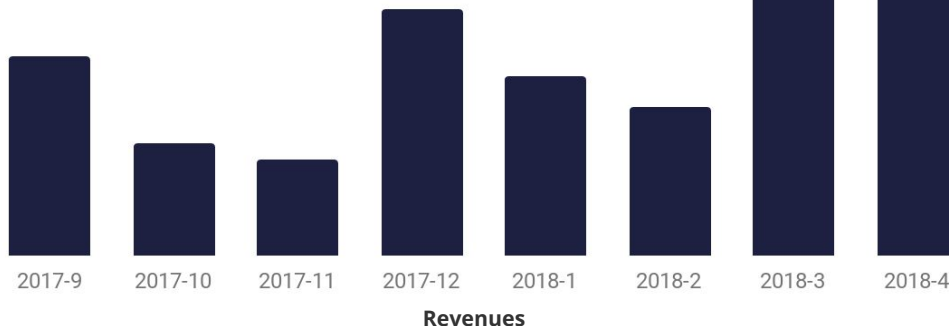


Validation Code Cards



+73%
mobile pay
revenues

+45%
mobile pay
transactions



*Increases based on Sep'17 - Feb'18 vs. Mar-Apr'18
~1,500 parking space environment w/ multispace meters (parking lots)*