

# CERTIFIED PARTNER PROGRAM



## MAKE PARKING EASY

By providing potential customers the option of reserving parking through the SacPark app system, your operation will benefit from guaranteed revenue, more efficient operations planning and return customers who will be more likely to choose your facility for their future parking needs.



## QUESTIONS OR CONCERNS

### Business Services

Monday - Friday: (916) 808-2606

8:00 a.m. – 4:30 p.m.

Email: [ParkingCSR@cityofsacramento.org](mailto:ParkingCSR@cityofsacramento.org)

## MARKETING SERVICES

### Website

With over 2.6 million page views per year received on the City of Sacramento website and direct access to Golden I Center event parking, your facility will gain increased exposure to potential customers

### Reservation Maintenance

A participating facility will have the ability to adjust the number of spaces available for reservations or simply be invisible on the app/website, when necessary, to accommodate its own operations.

### Media

Participating facilities will be recognized in online media. Radio and television marketing will direct users to the app to increase exposure of your facility to potential customers.

### App Features

- Navigation to your facility
- Reservations
- Faster ingress and egress time
- Cashless operation
- Control your own facility pricing

## EVENT PARKING

### Credentials

Customers using the reservation system may choose to print out a bar/QR coded parking pass or display the code on a smart phone to be scanned at the facility entrance.

The facility may utilize an existing compatible credential scanner or an external handheld device such as an iPhone 6. Manual redemption methods may also be used at facilities without existing compatible equipment.

## PORTAL SECURITY

The City of Sacramento abides by all Payment Card Industry Data Security Standards (PCI DSS) to ensure the safest payment portals for app users. Credit card information is not stored on the City's environment.





# REGISTRATION

(916) 808-2606

[ParkingCSR@cityofsacramento.org](mailto:ParkingCSR@cityofsacramento.org)

# CERTIFIED PARTNER

# P R I C I N G

## NO-RISK START UP

A trial period for three months of free marketing services is provided with the Base Package. Reservation Processing and Credit Card Gateway fees apply to reservations made online or via the SacPark app. Payment of the Marketing Services fee is required to continue participation after the initial trial period.

### BASE PACKAGE

#### Marketing Services

- First 3 months free
- \$200 per month thereafter

#### Reservation Processing (Web or App)

- 15% of transaction amount

#### Credit Card Gateway

- \$0.07 per transaction

## OPTIONAL EQUIPMENT UPGRADES

Facilities may use existing compatible parking system equipment to scan reservation credentials, however equipment is not required as manual redemption methods may be utilized.

Upgrades are available, at an additional cost, for partners who wish to supplement their systems.

Compatible equipment, software and user training available for additional fee through our partner, Parking Panda

(443) 417-4219

Email: [Patrick@parkingpanda.com](mailto:Patrick@parkingpanda.com)



## HANDHELD DEVICE SOFTWARE OPTION

- Includes: Unlimited devices, users and access to all facility entries from any device and 4,000 free transactions
- Features: Track and record onsite payments, revenue control with reports, flat rate price configuration, process digital validations, monitor facility dashboard and link to Bluetooth printer for receipts
- Credit card merchant fees may apply

## COMPS AND VALIDATION OPTION

- Features: Digital passes, email or text distribution, add managers, track passes created and redeemed, ability to scan at integrated locations via P3OS
- Works with handheld devices, most major PARCs equipment and manual redemption