

# Passport

## WHITE PLAINS CASE STUDY

### Before Passport

White Plains, NY was experiencing low utilization and recurring issues in app functionality, prompting a decision to look for another provider.

9%

Utilization

X

No Customization

### After Passport

Passport launched the private label application, ParkWhitePlains, in May 2015 after winning the contract in a competitive bid process. Upon winning, Passport worked closely with the City of White Plains to develop a customized solution to improve its mobile parking offering.

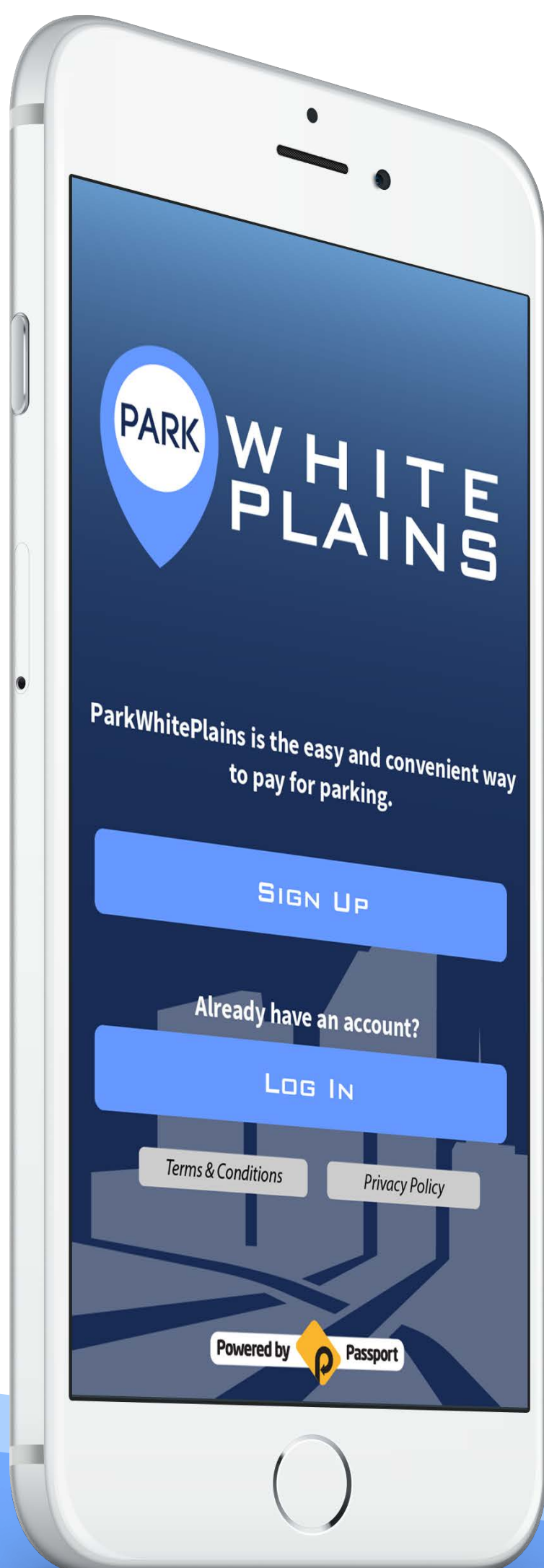
Within 2 months of switching to the Passport platform, White Plains surpassed the utilization of their prior vendor's mobile application, which peaked at 9%. This was due in part to the stellar marketing campaign performed by the City.

25% +16%

of revenue comes  
from ParkWhitePlains

### New Features

Custom app flow and  
design to meet customer  
demand



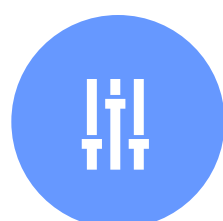
*ParkWhitePlains provided us with flexible parking technology suited for our city's needs. Passport worked closely with us from the very beginning in order to include customizations in the system that worked for our users.*

**John Larson**, Parking Commissioner

# White Plains' Success

The turnaround in White Plains can be attributed to several important factors. Namely, the consultative partnership approach led to many innovations throughout the implementation process. Customized features, cohesive marketing and promotions, and an engaged community also contributed to the overall success.

There is rapid growth in transactions month after month.



## Custom Features

A streamlined app flow and free parking extensions were some of the updated features



## Coordination & Dedication

Open communication between teams provided valuable insights into what was important to their users



## Community Involvement

The City and Passport worked together to involve the business community to create additional excitement

# Passport

Let's Talk. Schedule a Demo Today | [sales@passportinc.com](mailto:sales@passportinc.com)

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