

## How to manage signage in an open ecosystem

### Signage Strategy

As cities begin to implement an open parking ecosystem, how to properly manage signage with multiple payment options suddenly becomes a very important question. The goal should be to minimize confusion by making parking simple and convenient for app users.

Passport has created a solution to help accomplish this goal, while also providing cities the ability to never have to update signage again.



### One system, endless possibilities

With Passport, enabling an open ecosystem is easy to implement and allows people to use the applications they use in their daily lives, such as navigation apps or in-car infotainment systems, to pay for parking.

With that in mind, the possibilities for payment options for parking are endless -- but how can endless options be fairly represented on signs for users to choose from?



### Never update signage again

Passport takes a consistent and coordinated approach to sign designs to accommodate multiple payment options, and uses one zone number across all providers. By utilizing ParkingApp.com, a directory for new parkers to select available apps, cities can easily add and remove payment options dynamically.

Once parkers select the app they prefer, they no longer need to visit ParkingApp.com unless they want to check out which providers have been added.



### Declutter your streets and sidewalks

Cities can now future proof for innovation by eliminating the need to lock in exclusive parking vendors.

Passport will work with all payment partners to ensure there is equal representation on city streets. Cities can select between featuring certain app logos on their signs to drive higher utilization, or maintain total neutrality to encourage user choice.