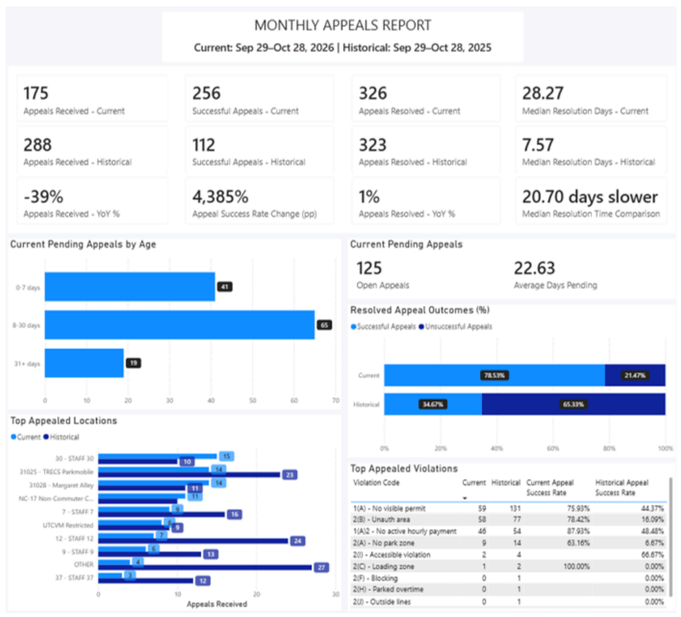
Spooky Mistall Monthly - October 2026



What's inside...

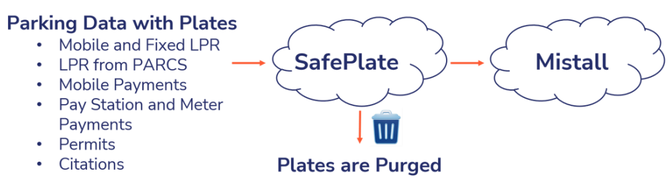
- Metric of the Month
- Using Plate Data Safely
- Point In Time Count Data
- Events
- Something Funny

Monthly Appeals Report



Something new to scare your parkers into compliance! As Mistall moves beyond occupancy data, here's an example of a monthly automated report delivered to assist your Appeals Committee. With historical and current metrics, the committee can keep track of status and trends as they process appeals.

SafePlate



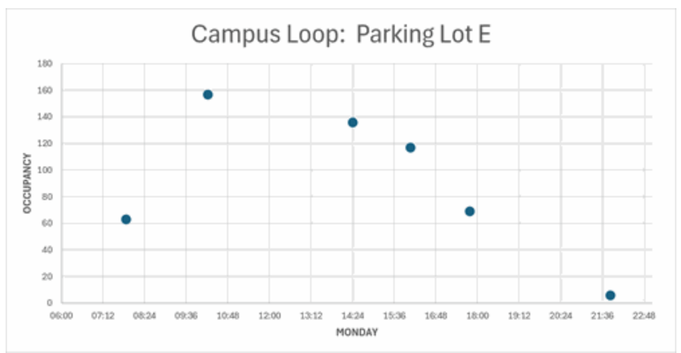
SafePlate

License plates provide valuable information to your parking operation; however, there can be a lot of scrutiny around their use. Mistall's SafePlate gives you the best of both worlds: the insight of plate-level analytics **without the risk of storing raw plate data.**

SafePlate is a new Mistall add-on that ingests data containing license plates from your existing systems, hashes each plate, and purges the original values before it's added to Mistall. That removes the privacy risk while preserving uniqueness, so you can still tie vehicle observations across your different data sources, measure occupancy, repeat visits, and parking behavior, without storing identifiable plate data.

Don't let anti-plate legislation haunt you! Ask about SafePlate today.

A little data adds up over time



What are "point-in-time" counts? Unlike continuously updated counting, PIT counts are a single count at a single time. Gathering manual counts a couple times a day results in a few PIT counts. Do this over a week or a month and suddenly you can see an occupancy trendline that is based on real observations. Mistall helps gather PIT data with the mCount mobile web app, as well as other PIT data sources such as mobile LPR.

Events



Blake and Franklin at the Campus Parking & Transportation Association conference at the University of South Carolina. USC put on a fantastic conference - **We parked it like a Gamecock!**

Next, Blake and Franklin will be at the California Mobility and Parking Association conference in Los Angeles, CA, Nov 2-5, followed by the T2 Connect conference in Palm Valley, FL, Nov 16-19.

You can see the full list of events here: https://www.mistall.com/about-us/events.

Hope to see you at one of these events!

Trunk or Treat with Car Costumes

Contact Mistall

Mistall Insight
3-35 Stone Church Rd. Ste 343, Hamilton, ON, L9K1S4, Canada