



# CASE STUDY

The City of Mississauga

Ontario, Canada



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## The Client

The City of Mississauga is located in the province of Ontario, on Toronto's west end. It is situated on the shores of Lake Ontario in the Regional Municipality of Peel. With over 700,000 people, the City of Mississauga is the sixth-most populous municipality in Canada, third-most in Ontario, and second-most in the Greater Toronto Area. The city is known to be a popular destination for shopping, recreation and events.

## The Challenges

Before partnering with Precise ParkLink, the City of Mississauga had no prior procurement contract with a parking provider. This posed a series of challenges for the city, as it had no way of regulating both on and off-street parking. As one of Ontario's most populous cities, with thousands of visitors each day, the City of Mississauga was set on implementing a parking solution that would meet the city's distinct needs.

In addition to increasing the number of parking spaces available to residents and visitors, the City of Mississauga's parking solution needed to generate revenue to manage parking for the municipality successfully.

## The Solutions

Precise ParkLink was able to offer best in class management and technical integration services for the City of Mississauga. For nearly 15 years, Precise ParkLink and the City of Mississauga's partnership has allowed for a resident and visitor focused parking solution for the city. The municipality's investment in [Flowbird's Strada DG7 meters](#) for both on- and off-street parking, secure revenue processing, a maintenance and technical support package to sustain their parking equipment, and mobile payment solutions have proven to be successful and will maintain the needs of the city for years to come.

## The Result

- Flowbird Strada DG7 parking meters
- Secure revenue processing
- Ongoing maintenance and technical support
- Mobile payment solutions
- Wayfinding and instructional signage
- 24/7 on-demand service and support