

# CASE STUDY

City of Saskatoon  
Saskatoon, SK



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## About the City of Saskatoon

The city of Saskatoon is the Province of Saskatchewan's core. Situated along the TransCanada Yellowhead Highway, the city has a population of approximately 278,500.

### The Challenges

#### *Automation Parking Technology*

Historically, the City of Saskatoon's paid parking system consisted of single-space parking meters. As the market evolved, so too did the City's vision, with a specific need for automated and sustainable Pay-by-Licence-Plate parking meter technology. The City also planned to enhance payment solutions with custom rates in different zones, mobile payment technology, and easy payment for residents without a credit card.

#### *Managing Change*

The City was concerned, however, that the transition from single-space to Pay-by-Licence-Plate meters may be too advanced – not only for their patrons, but for those managing the parking system. In addition to selecting a product that was reliable and easy to maintain, it wanted to partner with a parking provider who would be able to support seamless transition by ensuring all stakeholders were made aware of and prepared for the advancement.

The City of Saskatoon chose to partner with Precise ParkLink because of our more

than 30 years' experience in managing municipal and government contracts across Canada.

### The Solutions

#### *Ensuring a Smooth Transition*

After evaluating global Pay-by-Licence-Plate parking meter solutions, the City of Saskatoon chose to invest in solar-powered Cale CWT meters in March 2015. The meters were shipped in batches of 100 units to make for a smooth deployment. The project involved a complete integration with the ParkPlus™ system as well as Tannery Creek for enforcement.

We assisted the City of Saskatoon in its transition from single-space meters to multi-space meters in multiple ways. For instance, we delivered pay stations several weeks prior to deployment so that parking patrons could familiarize themselves with the technology in advance of the system launch. We also created and provided marketing banners and materials that offered details and guidance for those who were testing the pay stations. Custom bags were also used to cover single-space meters during deployment and transition to help people recognize that a change was

underway.

Today, over 325 Pay-by-Licence-Plate parking meters have been deployed in the city.

#### *Payment Zones and Versatile Payment Options*

The development of custom parking solutions based on parking zones was created throughout the city. At the City's request, we also developed a custom Resident Card program that's used as E-Purse cards to pay at the Cale CWT parking meters, for residents who do not have a credit card. The City is also using our flowbird mobile payment application, which allows patrons to pay for and top up parking sessions while on the go.

#### *City Staff Maintenance*

To meet the City of Saskatoon's requirement of having City Staff maintain the pay stations, Precise ParkLink provided comprehensive equipment maintenance training manuals to staff and assisted in training them. This gave the staff members the expertise for maintaining the parking meters on their own. Precise ParkLink also offers ongoing operational support to the City of Saskatoon.

# Summary of Parking Services

Annual Visitors

278,500



Lot Type

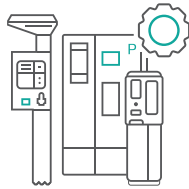
On-Street



Cable Pay-by-Plate



Secure Revenue Processing



Equipment Maintenance & Services