

CASE STUDY

City of Edmonton
Edmonton, AB



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About the City of Edmonton

The city of Edmonton is the capital of Alberta, located in Western Canada. With a population of approximately 1 million, Edmonton is home to the largest mall in North America — the West Edmonton Mall.

The Challenges

Integration with Payment Zones

The City of Edmonton was looking to upgrade its parking solutions to meet current payment zone requirements. Because on-street parking was already divided into numerous zones with customized regulations, the City needed a parking provider who could accommodate and program the equipment to work with already-existing city zones.

The Need for Upgraded Technology

The City of Edmonton expected high-performing third-party technology integrations that would be conducive to solar-powered Pay-by-Licence-Plate parking meter technology. It not only needed the integrations to make parking enforcement easier; it required a solution that the City could maintain, and one that would of course make the parking experience as seamless as possible for drivers.

The Solutions

The City of Edmonton chose to partner with Precise ParkLink because of its more than 30 years' experience in managing municipal and government contracts across Canada.

Integrative Solutions

In September 2015, Precise ParkLink completed the deployment for a project with the City of Edmonton that included 400 Pay-by-Licence-Plate CWT pay stations. This project involved integrations with the ParkPlus™ system and Tannery Creek for enforcement, as well as mobile (smart phone) payment.

Today, the City has over 425 pay stations, after purchasing additional machines in order to accommodate growing parking requirements.

Custom Zoning

In order to meet the City's zone requirements, we developed a custom interface of predefined zones. As a result,

when a parking patron walks up to a CWT pay station, the zone the person is parked in automatically appears on the display, which reduces the transaction process by one step.

The patron also has the option to change the predefined zone if, for example, they parked in Zone X and purchased parking time at a pay station located in Zone Y. Therefore, end users can purchase parking time and add additional time from any CWT pay station in the city. All pay stations are fully customized with overlays and decals.

City Staff Maintenance

To meet the City of Edmonton's requirement of having City staff maintain the pay stations, Precise ParkLink trained and provided comprehensive equipment maintenance training manuals to City staff. This gave staff members the expertise required for maintaining the parking meters on their own.

Summary of Parking Services

Annual Visitors

981,280



Lot Type

On-Street & Parkade



Cale Pay-by-Plate

 **Flowbird**

Flowbird



Secure Revenue Processing