



CASE STUDY

Rogers Centre



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The Client

The Rogers Centre is a monumental, multi-purpose stadium located in the heart of Toronto's downtown core, nesting directly beside the City's iconic CN Tower. The stadium is best known for being home to Canada's only Major League Baseball (MLB) team, the Toronto Blue Jays.

The Challenges

The parking technology at the Rogers Centre experienced regular technical difficulties. Malfunctions became so frequent that the pay stations remained out of order and unable to collect revenue for the stadium. This resulted from the parking technology provider not being able to maintain, service and support its solution.

In addition to the malfunctioning parking system, the Rogers Centre was faced with a new municipal bylaw prohibiting busses from picking-up and dropping-off passengers in front of the stadium. This bylaw was passed with hopes to reduce congestion throughout the City. However, despite this bylaw, busses continued to pick-up and drop-off fans in restricted zones, which became a liability for the Rogers Centre.

As a result, the Rogers Centre required a parking solution that consisted of reliable parking technology and successful parking management strategies. Two factors that would help them regain and generate revenue and successfully manage shuttle parking.

The Solutions

The Rogers Centre chose to invest in Precise ParkLink's gated parking technology fully supported by local maintenance and technical support program. Connected in real-time to a 24/7 live central monitoring facility—IPARC—the Rogers Centre's parking devices are monitored at all times, ensuring technicians are dispatched immediately when maintenance or technical service is required.

To withstand the high volumes of traffic flowing in and out of the stadium each day, Precise ParkLink designed the parking infrastructure to accommodate reversible entry and exit lanes. As a result, entry lanes can be converted into exit lanes and vice versa, accommodating large influxes of one-way traffic during peak times.

As a solution to the newly imposed bylaw, Precise ParkLink's in-house Research and

Development team created a parking reservation system enabling busses to prepay and reserve parking. This shuttle reservation system allowed all stakeholders to operate entirely within Toronto's bylaws.

The Result

Precise ParkLink's partnership with the Rogers Centre has resulted in a successful parking operation. There has been a significant increase in parking revenue due to the reliable technology, smart traffic infrastructure, and an effective shuttle parking system.

- Skidata gated parking technology
- Technical maintenance and support
- Live central monitoring
- Shuttle services
- Reservations
- Signage
- Financial processing