



# CASE STUDY



## St. Joseph's Healthcare Hamilton



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### The Client

St. Joseph's Healthcare Hamilton (SJHH) is made up of three campuses: Charlton, King and West 5th.

### The Challenges

SJHH went to tender in 2015 to explore alternative parking organizations and solutions for its facilities. At that time, SJHH's parking program was managed by two separate firms. Response times were unsatisfactory, program recommendations were sparse, and technology and services were limited. SJHH was looking for a full-service parking solution. To the organization, this meant receiving an immediate response for technical issues, getting valuable program recommendations with ongoing guidance, and being supplied reliable technology as part of a solution that met all of its parking needs.

### The Solutions

SJHH selected Precise ParkLink as its managed parking services and technology provider. And since the partnership commenced, SJHH has achieved its goal of having an efficient and effective parking solution.

To start, Precise ParkLink designated a parking operations manager for SJHH to provide the organization with successful program recommendations and ongoing guidance. We also deployed a strategic combination of gated parking technology and parking meters, enhanced with a mobile payment app, and a variety of permits to meet the needs of employees, patients and visitors. We also implemented instructional and wayfinding signage.

SJHH parking operation is also supported by a 24/7 live central monitoring facility with a real-time connection to the parking equipment, ensuring that it's performing at all times. When maintenance or technical service is required, it's taken care of immediately.

### The Result

Since partnering with Precise ParkLink, SJHH has exceeded the parking revenue goals required to maintain its facilities, grow its patient care, and manage the use of parking at its site. SJHH's goal of deploying an efficient and effective full-service parking solution with valuable program recommendations, reliable technology, and immediate service and response time has been achieved.

- Gated parking system
- Parking meters
- Mobile payment app
- Live central monitoring
- Parking management services
- Monthly parking passes
- HPASS
- Signage and wayfinding
- Construction services
- Facility maintenance services
- Financial processing

### Final Words

"SJHH has seen a huge difference between Precise ParkLink's technology and services compared to that of their competitors. It is like night and day. The firm's technical response is fast and efficient. Precise ParkLink understands the time constraints within the healthcare industry and the importance of ensuring a continuously smooth parking operation. Their exceptional management services provide SJHH with the expertise and guidance needed to achieve our goals—something our last parking provider failed to do."