



CASE STUDY

Toronto Parking Authority



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The Client

The Toronto Parking Authority (TPA) operates on- and off-street parking throughout the City of Toronto. More commonly known as Green P, the TPA is a staple in Toronto.

The Challenges

In the late '90s, the City of Toronto's parking relied solely on single-space parking meters. Requiring one meter per parking space not only hindered the amount of parking available. However, the coin only system impacted the amount of revenue being collected. To meet the needs of our evolving, cashless society, the city's on- and off-street parking system was due for an upgrade.

Moreover, in the mid-2000s, the City of Toronto wanted to increase the development, awareness and purchase of environmentally preferred products (EPP) and services to lower the City of Toronto's environmental footprint. As Canada's largest city, the TPA was fixed

on setting a good example, ensuring their parking system serviced the general public, businesses and municipality, and the environment.

The Solutions

The TPA is as confident today as it was in the '90s, and again in the 2000's that choosing Precise ParkLink as their multi-space meter technology partner has helped them exceed their program goals.

In 1998, the TPA and Precise ParkLink pioneered automated Pay-and-Display parking meters in the Canadian marketplace. At this time, it represented the third-largest deployment of Pay-and-Display parking meters world-wide.

In the 2000s, Precise ParkLink developed the world's most extensive sustainable parking program, geared toward meeting the TPA's sustainable endeavours. Through this program, Precise ParkLink, in partnership with the TPA, saves 1 million pounds of waste from landfills every year.

Over the past 30 years, the TPA has experienced the benefits of a municipal-

focused parking solution. All aspects of the TPA's Pay-and-Display parking operation have been successfully managed with a strategic combination of people, hardware and software, secure revenue processing to reliable maintenance and technical support program and meeting municipal demands backend processes required for successful execution.

The Result

Over 20 years later, the TPA still chooses to deploy Pay-and-Display parking meters in the City of Toronto, making the Green P parking meters a staple on the city streets. The success of the TPA parking solutions is marked by the transfer of 75% of the revenue generated from Pay-and-Display machines to the City of Toronto.

- DG4 Pay-and-Display parking meters
- Financial processing
- Signage
- Technical maintenance and support
- myParkfolio central management system