

CASE STUDY: CITY OF EDMONTON

The City of Edmonton has been working with ParkPlus System for over three years. The initial interaction was a focused test of their market to assess the user's needs and desires in Edmonton. The trial started in June 2013. Pay-by-plate stations were installed to the underground parkade in the Edmonton City Hall and in nine curbside zones in the downtown district replacing approximately 290 meters.

In the fall of 2013, a survey conducted by the City of Edmonton showed:

- 80% overall satisfaction with ParkPlus System
- 75% said that what they like the most about ParkPlus was that it is "easy to use"
- 57.4% said that they disliked "nothing at all" about the technology

In 2014, the City of Edmonton's Transportation Services released a pay-by-plate trial project report. In this document, the City recognized that by using the ParkPlus System they achieved:

- Approximately 10% increase in curb-side parking availability due to the removal of space delineations.
- A reduction of staff effort for identifying and processing parking violations.
- An improvement of officer comfort and more efficient use of officer time due to a reduction in the number of foot patrol officers needed and minimization of tire chalking.

The success of the trial triggered a full-scale roll-out in 2015. The City of Edmonton's desire was to produce a mirror image solution to the ParkPlus System in Calgary. The parking solution is under the branding of E-Park and is entirely powered by the ParkPlus System for integration to pay stations (pay-by-plate), all back-end solutions, integration into their fines system, and a custom branded version of the ParkPlus System's Mobile App.