

CASE STUDY: CALGARY ZOO

Calgary Zoo

The Calgary Zoo is one of the most popular attractions in the city, hosting around 1.5 million guests every year. This venue offers its visitors three parking lots and over 2,100 stalls, which have been continually operated by CPA using the ParkPlus solution since October 2014.

The parking technology currently used by the Zoo includes a gateless solution with fixed-cameras using pay-by-plate methodology. On the ground, light sensors are placed in pairs to determine the direction of vehicles. This design allows redirecting the four lines access to facilitate the flow during peak hours.

At the Zoo, the license plate recognition system is configured to allow drivers, who are simply dropping off their passengers, access the parking lot for a maximum of 30 minutes without charge. At the exit, the system automatically validates and allows the vehicle to leave if the free time limit applies for the corresponding vehicle.

The design of the Calgary Zoo's parking system is highly reliable since guarantees redundancy. Each entry and exit lane is controlled by a computer; if one of them fails the lane is blocked and another lane is used in its place. The payment system is also fully redundant. Multiple pay stations are conveniently located around the surface; although if they fail, alternative payment methods can be used. Visitors are able to pay through the ParkPlus mobile app, make a quick call to an interactive voice response IVR system or even send a text message.

The implementation of this parking solution has been very successful. Statistics show 93.3% payment compliance. The access flow of vehicles is now 10 times faster than with the previous gated system. Vehicles spend on average 4 seconds to enter or exit the parking lot. The gate-free-automatic parking design has ended the congestion at the gates. It eliminated the two kilometer lineups that caused visitors to wait extended periods of time to entry or exit the Zoo during peak hours.

