



# CASE STUDY

City of Kamloops



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## The Client

The City of Kamloops is located in British Columbia's (BC) Southern Interior and is known as Canada's Tournament Capital. The city attracts residents and visitors alike who enjoy their renowned and vibrant art community. No matter the time of year, the City of Kamloops always has something exciting to offer.

## The Challenges

To meet society's evolving needs, the City of Kamloops on- and off-street parking system was due for an upgrade. As a result, the city released a tender for trusted and reliable parking meter technology. In addition to hardware reliability, it was vital for the new parking technology seamlessly integrate with their existing cloud-based enforcement software— Genetec AutoVu's™. For the parking system to be successful, it was essential for a real-time connection between the two third party technologies.

## The Solutions

In 2013, the City of Kamloops chose to partner with Precise ParkLink Pay-by-License-Plate meter technology for their on- and off-street parking operations. The installation of 110 meters represents the largest deployment of Pay-by-License-Plate technology in BC. In addition to the meters, the City of Kamloops also chose to install Precise ParkLink's mobile payment app, enabling users to top up purchases initiated at a parking meter or through the mobile parking app.

In their decision to select Precise ParkLink, the City of Kamloops took into consideration our extensive experience in effectively managing municipal and government contracts across Canada. They also took into consideration our existing local presence and proven technology. However, we could configure our parking meter technology to seamlessly communicate in real-time with Genetec AutoVu's enforcement software that made us the most reliable option for them.

## The Result.

Since partnering with Precise ParkLink's technology and services, there has been an increase in the number of parking spaces available for residents and visitors. This, in turn, has resulted in increased parking revenue for the city.

- Mobile payment app
- DG7 Pay-by-Plate meters
- Signage
- Ongoing maintenance and technical support
- Financial processing