

# CASE STUDY

City of Lethbridge

Lethbridge, AB



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## About the City of Lethbridge

The City of Lethbridge is the third-largest city in Alberta. It has the charm of a small city, and boasts friendly people and warm Chinook winds. It's known for its central location, beautiful scenery, and attractions that Alberta has to offer.

## The Challenges

### *Automation and Third Party Integrations*

Managed by single-space parking meters, the paid parking system in the City of Lethbridge was overdue for an upgrade. The City had a vision to introduce Pay-by-Licence-Plate parking meters. But in order to do so, the upgraded technology had to be able to integrate with the City's existing third-party enforcement software.

### *Managing Change*

The City was concerned that the transition from single-space to multi-space meters may be too advanced — not only for their patrons, but for those managing the parking system.

In addition to selecting a product that would be reliable and easy for the City to maintain, it needed to partner with a parking provider who would be able to support seamless transition by ensuring all stakeholders were made aware of and prepared for the advancement.

The City of Lethbridge chose to partner with Precise ParkLink because of our more than 30 years' experience in managing municipal and government contracts across Canada.

## The Solutions

### *Ensuring a Smooth Transition*

In May 2018, we completed the deployment phase for a project at the City of Lethbridge that included 174 Pay-by-Licence-Plate CWT parking meters.

To facilitate public awareness of the new parking meters, we delivered two demo pay stations in February and installed them in strategic City buildings, in order to provide the public with the opportunity to try them out by making offline transactions, and providing feedback on their experience.

From February to April, we collaborated with the City to adjust the transaction flow and on-screen instructions in accordance to the public's feedback. This was an important phase in the project

implementation plan and enabled a smooth launch while ensuring acceptance by the public.

### *Ensuring a Smooth Transition*

This project involved integrations with Tannery Creek for enforcement, as well as Tempest and MPowered (the City's enforcement software). The City also selected the flowbird mobile parking app, which enables users to top up purchases initiated at a pay station. This made the project a completely integrated solution. In addition, end users can purchase monthly permits for Zone 10 directly at the pay station and also via the mobile app.

### *City Staff Maintenance*

To meet the City of Lethbridge's requirement of having City Staff maintain the parking equipment, Precise ParkLink trained and provided comprehensive equipment maintenance training manuals to City staff, giving them the expertise required for maintaining the parking meters.

# Summary of Parking Services

Annual Visitors

92,730



Lot Type

On-Street Parking



Cale Pay-by-Plate

 **Flowbird**

Flowbird



Secure Revenue Processing