



CASE STUDY

TD Place



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The Client

TD Place is an outdoor stadium located in Ottawa, the Capital of Canada. Best known as the home of the Canadian Football League's Ottawa Redblacks, United Soccer League Atletico Ottawa, and the Ontario Hockey League's Ottawa 67's, TD Place is also a premier entertainment destination. In addition to the stadium, TD Place features a huge retail component, office and residential space, and Lansdowne Park. This mixed-used site allows people to live, work, and play all under one roof.

The Challenges

Before 2014, TD Place did not have a parking system in place. As a mixed-use development, they required a parking solution that could cater to their diverse visitor's needs. Their parking access and revenue control system needed to help generate some of the revenue necessary to maintain their facilities and manage the use of parking on their site.

TD sought to enhance visitor experiences by connecting journeys from point A to point B into parking access and control. As a result, they knew they needed more than a parking

solution, but instead, a mobility solution that would make visitor journeys throughout their community easier, safer, faster.

The Solutions

TD place chose to invest in a versatile parking solution that would accommodate its unique live-work-play environment. They have experienced the benefits of a real mixed-use parking solution, with aspects of their day-to-day parking operations being successfully managed with a strategic combination of people, hardware and software; from gated parking technology fully supported by local maintenance and technical support program to onsite staffing services, paired with support from our centralized service teams including live central monitoring, permit management and signage services.

As a way to connect visitor journeys from point A to point B, Precise ParkLink was able to integrate its parking infrastructure with Lansdowne stadium's event ticketing system. This integration allows event tickets to be sold with the option of prepaying for parking. When guests arrive at the parking lot, they can scan their mobile confirmation on the parking equipment, making attending events a seamless experience.

The Result

Precise ParkLink's "in-house parking management team has helped contribute to OSEG's success by providing leadership in the parking industry. Using technology and research to overcome any site challenges, managing the parking facility during all of their events, and by providing key financial reporting and recommendations has maximized our growth as partners," said Naddim Sabbah, Site Manager at TD Place.

- Skidata gated parking system
- Maintenance and technical support
- Financial processing
- Reservations
- Signage
- Onsite staff
- Live central monitoring
- Permit management