



CASE STUDY

University Of Toronto

Toronto, ON



The Client

The University of Toronto (UofT) is Canada's leading institution of learning, discovery and knowledge creation. The university was founded in 1827 and is recognized as one of the world's top research-intensive universities. Comprised of three campuses, Mississauga, St. George and Scarborough, the University of Toronto is the oldest post-secondary institution in the country.

The Challenges

As one of Canada's largest universities with thousands of visitors each day, UofT was set on implementing a student-focused parking solution. In addition to convenience and ease-of-use, UofT's parking solution needed to generate some of the revenue required to maintain their facilities, grow student-success and manage the use of parking on their site.

The Solutions

UofT selected Precise ParkLink's technology and support services to meet the distinct needs of their three campuses. The open-concept of the downtown Toronto St. George campus played a significant role in UofT's business planning. Interlocked with the downtown city streets, UofT was naturally drawn to the City of Toronto's parking solution. The interface was familiar, and it was easy to pay for parking.

Over the past ten years, UofT campuses have experienced the benefits of a student-focussed parking solution. All aspects of their day-to-day parking operations have been managed successfully with advanced hardware and software, from multi-space parking meters supported by complete maintenance and technical support plan to signage and mobile payment apps. UofT has successfully acquired worry-free parking solutions for its students, staff and visitors.

The Result

- Pay-and-display parking meters
- Gated parking systems
- Mobile payment solutions
- Ongoing maintenance and technical support
- Enhanced student experiences
- Wayfinding and instructional signage
- Financial services

