










CASE STUDY

206 Simcoe Parkade

 TORONTO, ON	 24% YOY GROSS REVENUE	 MOBILE PAYMENT	 METERED	 427 SPACES
 COMMERCIAL OFFICE	 35% YOY TRANSIENT REVENUE			

Situation

- Gated system caused backups onto street, dissuading people from using the facility.
- Facility was overstaffed, leading to operational inefficiencies and inflated expenditure.
- Improper rates led to a sub-par yield per space and missed opportunities for off-peak business.
- Previous parking operator did not produce marketing collateral to proactively advertise facility.
- Existing deal structure incentivized previous operator to only provide labour.

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Approach

- Replaced gated system with pay-by-plate meters to improve ingress and egress.
- Automated parking facility, reducing labor costs to remote supervision and enforcement.
- Extended business hours to 24/7 at no additional expense due to automation.
- Introduced hangtag as a mobile payment option to enhance customer experience.
- Redesigned rate structures to better reflect parking demand in the area, including maximizing rates during peak hours and providing discounted off-peak rates to attract new customers.

Results

- Greatly improved traffic flow in and around the facility.
- Enhanced overall user-friendliness and appeal of the facility.
- Reduced monthly operating expenses related to hourly labor.
- Converted owner's at-risk income into a larger guaranteed revenue stream.