

Rail Company Improves Parking Station Experience & Revenues

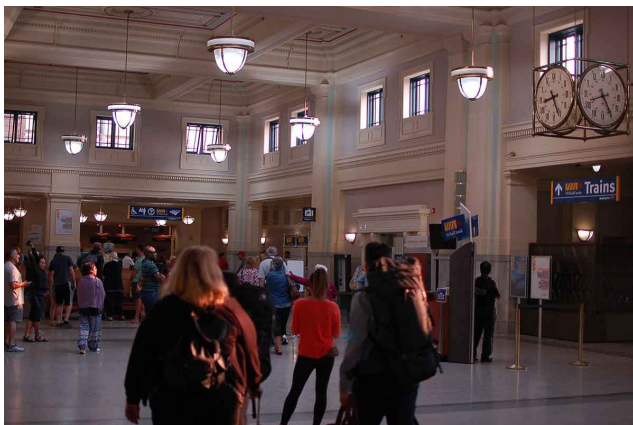


Background and Challenge

Via Rail Canada Inc. (VIA) is a Canadian Crown corporation with the mandate of operating intercity passenger rail service in Canada. It receives an annual subsidy from Transport Canada to offset certain costs associated with operating services connecting remote communities. In Vancouver, Canada the VIA train serves out of Pacific Central Station - a busy location where both residents and tourists make their commutes, resulting in a constant demand for short-term pick-up and drop-off parking.



Everyone that visits the Pacific Central Station in Vancouver benefits from having available parking. The lot directly in front of the station was regulated by old, unreliable parking meters that the VIA was responsible for keeping operational, which remained a constant battle due to the age of the meters.



who chose not to pay, faced no consequences. Parking compliance at Pacific Central Station was at an all-time low.

VIA did not have the budget for new parking equipment and the program's venue could not support the hiring of a full-time parking enforcement officer to ensure compliance. Both problems served to compound the situation. Broken parking meters meant even people who wanted to pay for parking couldn't. And with lax parking enforcement, those



ORGANIZATION

Pacific Central Station

KEY CHALLENGES

Lack of budget for new parking equipment and a full-time parking enforcement officer was resulting in an all-time low parking compliance.

KEY BENEFIT

With MPS payment compliance, parking enforcement at VIA's Pacific Central Station improved dramatically. Parking revenues rose from an average of \$89 to \$400 per month per space. Train passengers now have a more convenient and reliable parking experience and VIA has realized more than a 4X increase in parking and enforcement proceeds.

The Solution

VIA embarked on a new, smarter parking path by engaging with MPS to install its Sentry Smart Parking System at Pacific Central Station. The new smart meters were installed at no cost to VIA. Through an innovative public-private partnership, VIA entered into a multi-year services agreement where MPS provides and maintains the parking equipment and supports VIA with enforcement. The agreement delivers a new, more accessible, and convenient parking environment to Vancouver and its busiest train station.

The meters are highly intuitive for users, making it easier to pay, which served to improve overall compliance. Enforcement also became easier under the MPS Sentry Parking System because each meter is equipped with License Plate Recognition (LPR) cameras and ground sensor technology that ensure realtime parking availability and alerts the enforcement team of possible violators. The meters and sensors detect when a parking space becomes occupied, which triggers a 10-minute free parking grace period. When a parker needs more time at the station, they can pay the meter using either coins or a credit card.

VIA saved thousands of dollars by selecting the managed services model offered by MPS over a more traditional, owner operated parking model. With zero upfront capital investment required and a multi-year agreement to cover the management and maintenance costs of the system, the public-private partnership between MPS and VIA is producing excellent results.

After installation of the Sentry Parking Meter System, both parking payment compliance and parking enforcement at VIA's Pacific Central Station improved dramatically. These two factors caused parking revenues to rise from an average of \$89 to \$400 per month per space under the MPS managed system. VIA points to the easier payment options offered to parkers through the Sentry Parking Meters and because the new system has vastly improved compliance at the station.

With the MPS system's automated parking enforcement capability, VIA receives a time stamp photographic record of each vehicle's entrance and exit along with the license plate data of each parker. That data is shared with VIA parking enforcement and MPS staff through the SentryLink cloud-based reporting and enforcement platform so enforcement staff can review the evidence and issue parking violations, as needed.

Today, parking compliance at VIA's Pacific Central Station is vastly improved and when a parker fails to pay, violations are handled within minutes and fines are issued and in the mail within days. Because of these enhancements, Vancouver train passengers have a more convenient and reliable parking experience and VIA has realized a 4X increase in parking and enforcement proceeds since the program began.

FINANCIAL BENEFITS



4X
INCREASE IN
GROSS REVENUE



+20%
PAYMENT
COMPLIANCE
IMPROVEMENT



+3000%
SUPERIOR
ENFORCEMENT
EFFICIENCY
(IN DEC 20)



4:1
VENDOR
CONSOLIDATION



99%+
REDUCTION IN
MAINTENANCE
BREAK-FIX
EXPENSE



99.99%
SYSTEM
UPTIME