The State of Parking in Canada

Trends & Insights

Findings from the 2026 Parking Priorities Industry Survey



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Presented by:

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Precise Parklink

Where Parking & Mobility Intersect
MONTRÉAL 2026 CPA ACS

A little bit about myself…

13+ years of parking experience, Director of Marketing and Communications, 40 Under 40 with the NPA, BOMA Toronto Board of Directors, Technology enthusiast.











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What we'll cover

01	Who we are	Canadian-owned, coast to coast, for nearly fourty years
02	How we asked	Owners, facility and property managers across the country
03	What they told us	Twelve questions on operations, payments, security, sustainability, technology and amenity
04	What it means	Six priorities worth your budget and attention
05	What comes next	Themes we are already tracking into 2027

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About Precise Parklink

Proudly Canadian. Trusted nationwide. Parking technology and management services.

PROUDLY 100% CANADIAN
FIÈREMENT 100% CANADIEN

100%
Canadian-owned and operated

38
Years of parking technology & management expertise

18
Offices and operational centres

1,000+
Employees in Canada

21,000
Devices serviced and supported

$1B
Total revenue processed annually

BC
Vancouver
Kamloops

AB
Calgary
Edmonton

SK
Saskatoon

MB
Winnipeg

ON
Toronto (*National HQ*)
Ottawa
London
Windsor

QC
Montréal

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Who we work with

Premier destinations across Canada.

Parking Management | **Parking Technology**

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About the survey

2026 Parking Priorities Industry Survey by Precise Parklink

WHEN

January 7 to January 19, 2026

WHO

Owners, operators, facility, property managers, industry stakeholders in Canada, across 11 different markets.

HOW MANY

200+ survey respondents

12 QUESTIONS, ACROSS 6 AREAS

1. Operations

2. Payments

3. Safety & Security

4. Sustainability

5. Technology

6. Property Amenities

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Source: 2026 Precise Parklink Parking Industry Survey Report, p. 2

What this survey can and cannot tell you

Stating the boundaries up front is what makes the numbers useful.

WHAT IT TELLS YOU

- Where parking decision-makers are directing attention and budget
- The relative ranking of priorities within each operation area
- A national view spanning 6 provinces and multiple property types
- Which challenges are widespread vs. concentrated

WHAT IT DOES NOT

- Dollar values or committed budgets — these are stated priorities, not audited spend
- Reliable breakdowns by sub-segment, given the sample size
- Why respondants selected these priorities — the survey captures what, not why
- Year-over-year change as 2026 is our baseline

Respondents self-selected and answered on behalf of their own organizations.
Percentages represent share of responses to each question, not share of the Canadian parking market.

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Source: 2026 Precise Parklink Parking Industry Survey Report, p. 2

YOUR TURN:

What's your biggest challenge today?

Which one is having the biggest impact on your parking operation?

A

Equipment automation and performance

B

Parking enforcement and security

C

Management, administration and BI tools

D

Customer service

E

Digital permits and mobile apps

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Precise Parklink forward-looking analysis; cited figures from the 2026 Precise Parklink Parking Industry Survey Report

Q1

What is the primary challenge you aim to overcome in 2026?

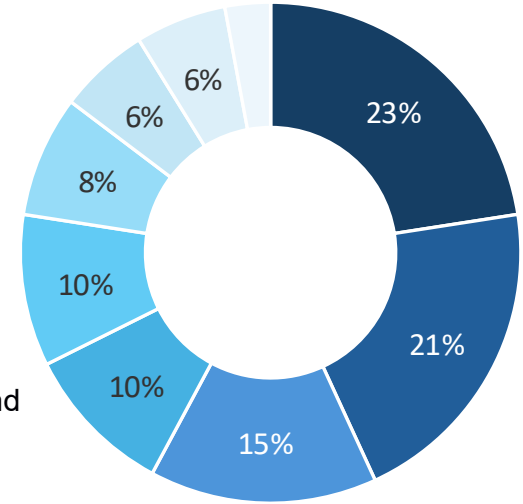
KEY INSIGHTS

Respondents are looking past day-to-day concerns to scalable systems. Uptime, security and data are three levers deciding growth.

23% said "Equipment automation"

21% said "Parking enforcement and security"

15% said "Management and administration, incl. BI tools"



- Equipment automation (23%)
- Parking enforcement and security (21%)
- Parking management services and BI tools (15%)
- Customer service (10%)
- Digital permits and mobile applications (10%)
- Signage and wayfinding services (8%)
- Financial processing and revenue management (6%)
- Onsite marketing, digital promotions, and amenitization (6%)
- Sustainability and ESG (i.e., EV charging stations) (3%)

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Source: 2026 Precise Parklink Parking Industry Survey Report, Q1 (p. 3)

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Q2

What improvements are you prioritizing for your parking equipment?

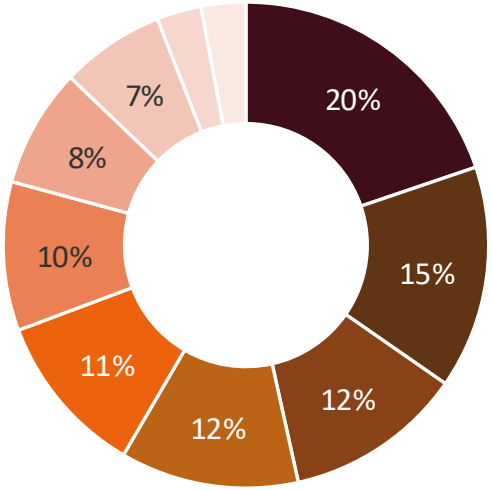
KEY INSIGHTS

Equipment remains priority, but the next tier is customer-facing. Payment-enabled, remotely monitored hardware is an expectation rather than upgrade.

20% said "Reduced maintenance"

15% said "Customer service capabilities"

12% said "Digital payment options"



- Reduced maintenance (20%)
- Customer service capabilities (15%)
- Digital payment options (12%)
- Remote monitoring, real-time alerts, and AI diagnostics (12%)
- Enhanced hardware durability and weather resistance (11%)
- Faster transaction and processing speeds (10%)
- Improved software stability and updates (8%)
- Seamless integration with management platforms (7%)
- Enhanced cybersecurity and systems protection (3%)
- Other (3%)

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Source: 2026 Precise Parklink Parking Industry Survey Report, Q2 (p. 4)

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Q3

What improvements are you prioritizing for your management strategy?

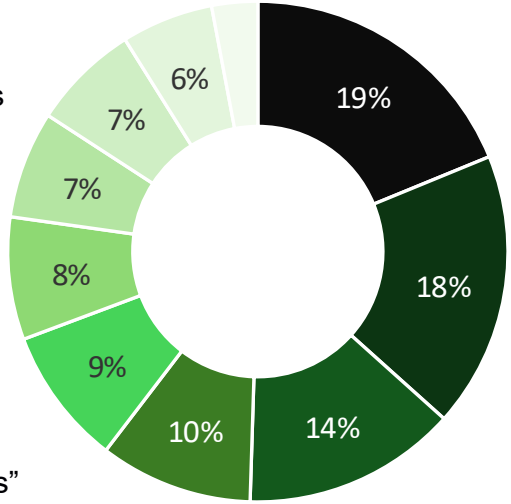
KEY INSIGHTS

Enforcement & communication rank the same, operators want to be firmer and friendlier simultaneously. Automation is how they intend to fund both.

19% said "Parking enforcement tools and processing"

18% said "Enhanced customer communication and support"

14% said "Automation of manual processes"



- Parking enforcement tools and processing (19%)
- Enhanced customer communications and support (18%)
- Automation of manual processes (14%)
- Financial processing and revenue management (10%)
- Advanced data analytics and AI-driven reporting (9%)
- Onsite marketing, amenitization, signage and wayfinding (8%)
- Mobile-first management platforms (7%)
- Integration with property management systems (7%)
- Strong cybersecurity and system reliability (6%)
- Other (3%)

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Source: 2026 Precise Parklink Parking Industry Survey Report, Q3 (p. 5)

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YOUR TURN:

Does Canadian ownership matter?

Which statement best reflects your organizations position?

A

It is essential. We would not award to a foreign-owned provider.

B

It matters, but service level and price decide the award.

C

It makes no material difference to our decision.

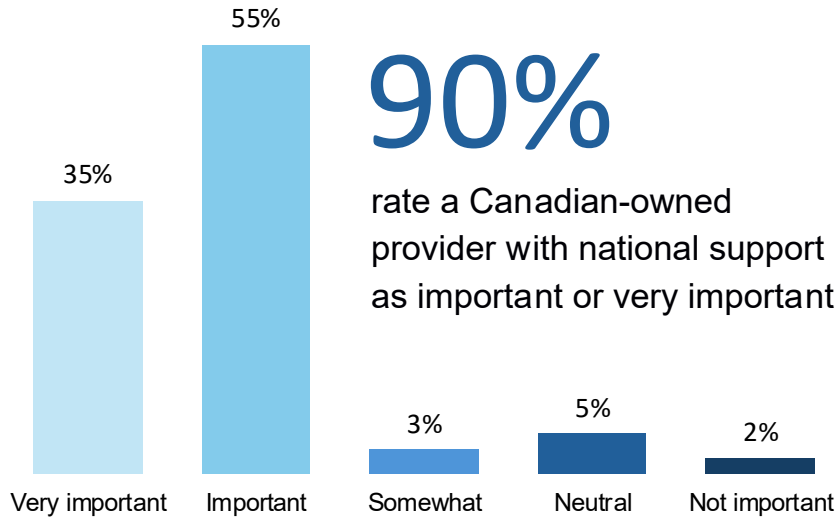
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Precise Parklink forward-looking analysis; cited figures from the 2026 Precise Parklink Parking Industry Survey Report

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Q4

How important is it that your parking provider is Canadian-owned?



90%

rate a Canadian-owned provider with national support as important or very important

Source: 2026 Precise Parklink Parking Industry Survey Report, Q4 (p. 6)



KEY INSIGHTS

This is about capability as much as sentiment: regional regulatory knowledge, familiarity with local market conditions, and the ability to deliver consistent service standards across provinces.

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Q5

What are you prioritizing to improve payments and revenue management?

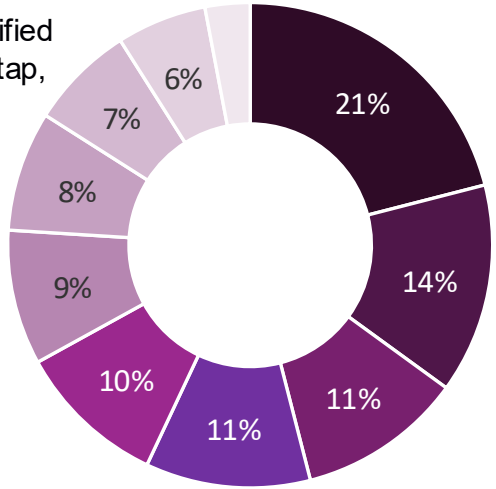
KEY INSIGHTS

Convenience leads, but the rest is about control: fraud, reconciliation and monitoring.

21% said “Simplified payment options (tap, QR, mobile)”

14% said “Faster incident response and resolution”

11% said “Enhanced fraud detection and prevention”



- Simplified payment options (i.e., tap, QR, mobile) (21%)
- Faster incident response and resolution (14%)
- Enhanced fraud detection and prevention (11%)
- Improved reconciliation and reporting (11%)
- Real-time transaction monitoring and alerts (10%)
- PCI compliance and certification upgrades (9%)
- Improved access controls and user authentication (8%)
- Integration with secure third-party payment providers (7%)
- Chargeback reduction (6%)
- Other (3%)

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Source: 2026 Precise Parklink Parking Industry Survey Report, Q5 (p. 7)

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Q6

What payment-related challenges are you experiencing?

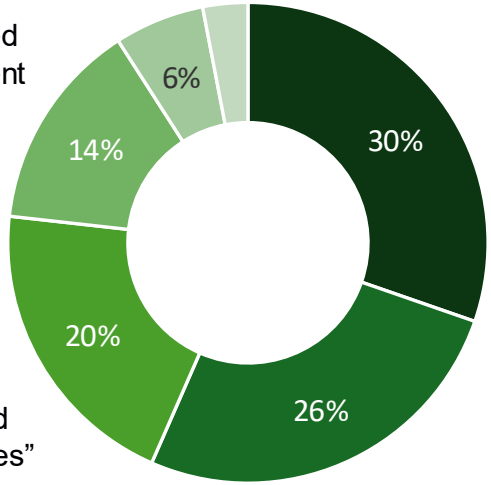
KEY INSIGHTS

The three leading challenges sit in the same 3 places. Chargebacks and reconciliation are quiet, recurring admin costs that rarely appear in a capital plan.

30% said “Limited or complex payment options”

26% said “Chargeback and dispute management”

20% said “Reconciliation and reporting challenges”



- Limited or complex payment options (tap, QR, mobile) (30%)
- Chargeback and dispute management (26%)
- Reconciliation and reporting challenges (20%)
- Other (14%)
- PCI and EMV compliance requirements (6%)
- Fraud and unauthorized transactions (3%)

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Source: 2026 Precise Parklink Parking Industry Survey Report, Q6 (p. 8)

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YOUR TURN:

What's your biggest security challenge?

Which issue is having the greatest impact on your parking operation?

A

Vandalism and property damage

B

Monitoring and surveillance gaps

C

Personal safety of customers or staff

D

Lighting and visibility

E

Cybersecurity and data protection

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Precise Parklink forward-looking analysis; cited figures from the 2026 Precise Parklink Parking Industry Survey Report

Q7

Are you experiencing security challenges within your parking operations?

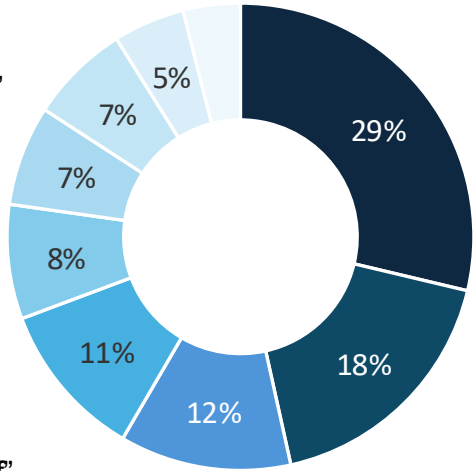
KEY INSIGHTS

Vandalism is the most commonly reported security challenge, while gaps in monitoring can delay detection and response.

29% said "Vandalism and property damage"

18% said "Ineffective monitoring or surveillance systems"

12% said "Personal safety concerns for customers or staff"



- Vandalism and property damage (29%)
- Ineffective monitoring or surveillance systems (18%)
- Personal safety concerns for customers or staff (12%)
- Other (11%)
- Emergency response challenges (8%)
- Cybersecurity threats (7%)
- Insufficient lighting or visibility (7%)
- Payment security (i.e., fraud prevention) (5%)
- Data protection and privacy (4%)

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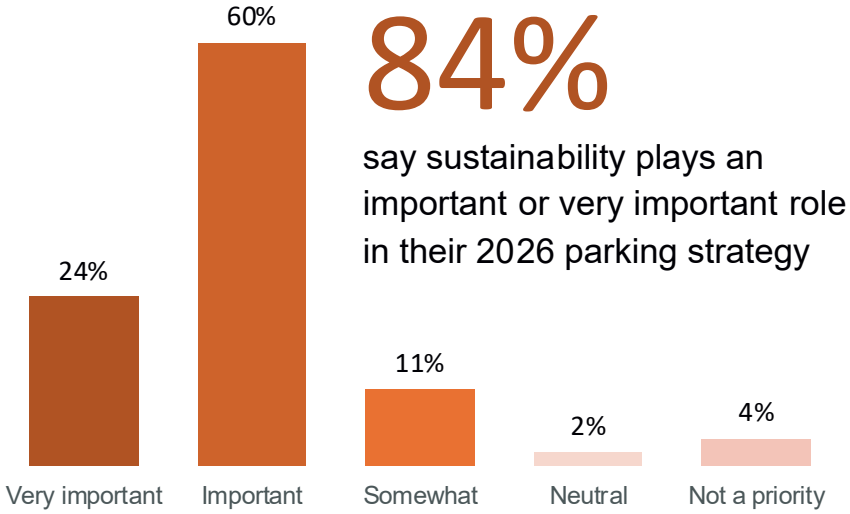
Source: 2026 Precise Parklink Parking Industry Survey Report, Q7 (p. 9)

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Q8

How important is sustainability in your 2026 parking strategy?



84%

say sustainability plays an important or very important role in their 2026 parking strategy

Source: 2026 Precise Parklink Parking Industry Survey Report, Q8 (p. 10)



KEY INSIGHTS

Sustainability has moved from a future consideration to a present-day requirement, increasingly tied to the property's broader ESG commitments and to tenant expectations rather than to parking alone.

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Q9

Which sustainability initiatives are a priority for your organization?

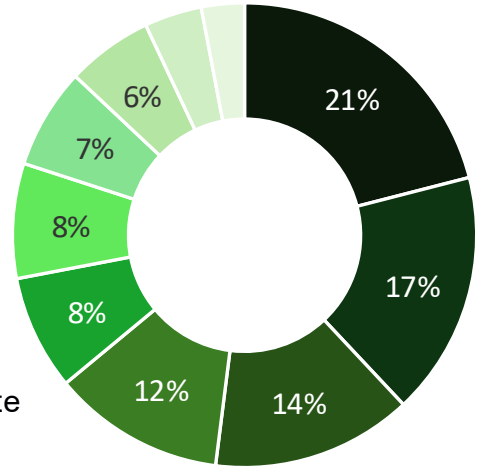
KEY INSIGHTS

Investment concentrated where payback is visible. EV charging, lighting and smart energy deliver measurable savings/ revenue, while reporting initiatives rank lowest.

21% said "EV charging infrastructure"

17% said "Energy-efficient lighting and equipment"

14% said "Waste reduction"



- EV charging infrastructure (21%)
- Energy-efficient lighting and equipment (17%)
- Waste reduction (14%)
- Smart technology to reduce energy consumption (12%)
- Renewable energy use (i.e., solar) (8%)
- Sustainable mobility and transportation programs (8%)
- Sustainable construction materials (7%)
- Carbon footprint measurement reporting (6%)
- ESG reporting and compliance (4%)
- Other (3%)

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Source: 2026 Precise Parklink Parking Industry Survey Report, Q9 (p. 11)

The technology in plain language

Six terms that appear on the next slide, defined before we get there.

LPR: cameras read plates at entry and exit, replacing tickets and physical permits.

Smart hardware: meters, lanes and pay station that report their own statuses

Occupancy data: sensors or cameras showing which spaces are full, in real time.

Digital permitting: permits issued and revoked online, tied to a plate, not a hang tag.

Cloud management: the system runs off-site, with remote updates and reporting.

Open APIs: connections that pass parking data into property and finance systems

Source: 2026 Precise Parklink Parking Industry Survey Report, p. 15; supporting figures from Q1–Q12

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Q10

Which technologies are you prioritizing or interested in learning about?

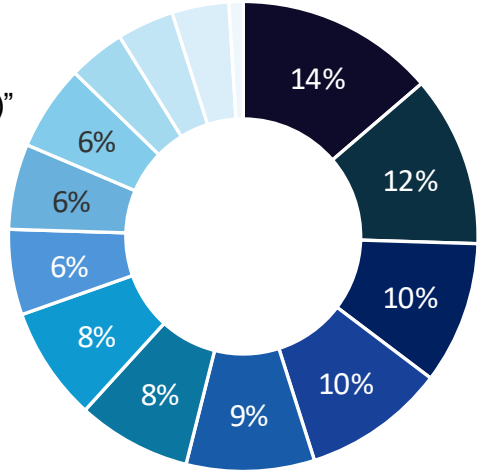
KEY INSIGHTS

Interest spread across 14 technologies with no winner. Market still assembling its stack. LPR leads as it impacts enforcement, access & revenue.

14% said "License Plate Recognition (LPR)"

12% said "Smart hardware (meters, gated systems)"

10% said "Mobile app and management platforms"



- License Plate Recognition (LPR) (14%)
- Smart hardware (meters, gated systems, pay stations) (12%)
- Real-time occupancy data and analytics (10%)
- Mobile parking app and management platforms (10%)
- Digital and contactless payment technologies (9%)
- Smart parking systems and sensors (8%)
- Customer experience and engagement technologies (8%)
- Automation and AI applications (6%)
- Digital permitting credentialing (6%)
- Sustainability and energy management technologies (6%)
- Cybersecurity and data protection technologies (4%)
- Cloud-based management systems (4%)
- System integrations and open APIs (4%)
- Other (1%)

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Source: 2026 Precise Parklink Parking Industry Survey Report, Q10 (p. 12)

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YOUR TURN:

Amenity or infrastructure?

Which statement best reflects how your organization views parking?

A

An amenity, measured like the rest of the tenant experience.

B

We call it an amenity, but we budget it as infrastructure.

C

Infrastructure, it needs to work, nothing more.

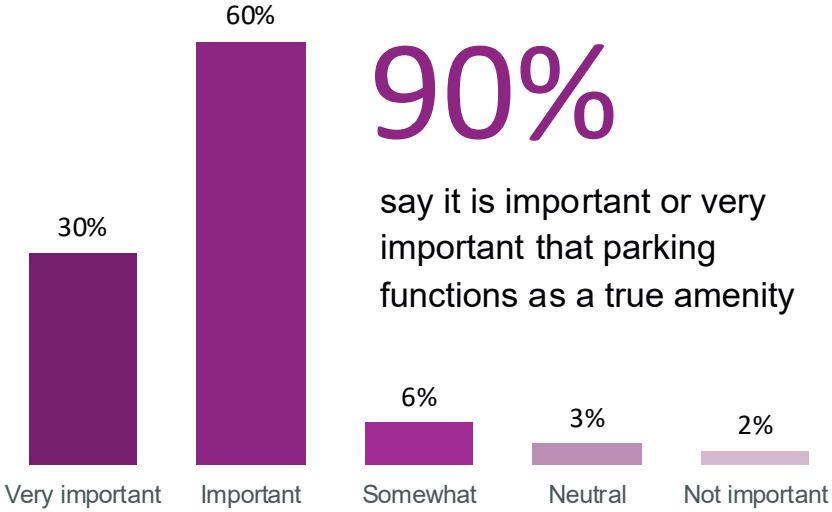
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Precise Parklink forward-looking analysis; cited figures from the 2026 Precise Parklink Parking Industry Survey Report

Q11

How important is it for parking to function as a true amenity?



90%

say it is important or very important that parking functions as a true amenity

Source: 2026 Precise Parklink Parking Industry Survey Report, Q11 (p. 13)



KEY INSIGHTS

Parking is being assessed as part of the property experience. It shapes tenant and visitor satisfaction, brand perception and, ultimately, asset value — which changes who inside the organization cares about it.

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Q12

Which amenity-focused improvements would create the most value?

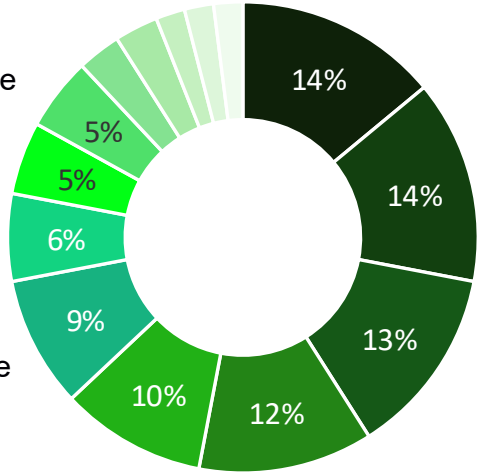
KEY INSIGHTS

Highest-value amenities are least glamorous. Clear signage, a person to ask, a working app beat premium products. Infrequent users set the bar.

14% said "Enhanced signage and wayfinding"

14% said "Customer service and onsite support"

13% said "Mobile app features and self-service tools"



- Enhanced signage and wayfinding (14%)
- Customer service and onsite support (14%)
- Mobile app features and self-service tools (13%)
- Enhanced digital experience (payments, frictionless entry) (12%)
- Real-time availability and guidance systems (10%)
- Electric vehicle availability and infrastructure (9%)
- Improved lighting and safety features (6%)
- Concierge-style support (5%)
- Premium or reserved parking options (5%)
- Multi-modal storage (bicycles, e-scooters, etc.) (3%)
- Accessibility and inclusive design improvements (3%)
- Sustainability-focused amenities (2%)
- Beautifications, branding, and atmosphere (2%)
- Onsite events and activations (2%)

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Source: 2026 Precise Parklink Parking Industry Survey Report, Q12 (p. 14)

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The context these all answers sit in

External data, not survey findings. These are conditions that decide how priorities are funded.

01

Zero emission vehicles were 10.7% of Canadian registrations in Q2 2026

02

18.7% in BC vs. 8.2% in ON. EV demand is regional.

03

National office vacancy fell to 17% in Q2 2026 from 18.7% a year earlier.

04

Federal employees moved to 4 days onsite as of July 2026.

05

Large employers still average about 2.5 days/ week in office.

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Precise Parklink forward-looking analysis; cited figures from the 2026 Precise Parklink Parking Industry Survey Report

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Five numbers that define 2026

23%

are still focusing on parking automation

Q1 · pg.3

30%

find their payment options limited or overly complex

Q6 · p. 8

29%

are dealing with vandalism and property damage

Q7 · p. 9

90%

say parking should function as a true amenity

Q11 · p. 13

90%

value a Canadian-owned provider with national support

Read together, these numbers describe a market that wants its basics to work flawlessly and has started treating parking as part of the property experience rather than infrastructure beneath it.

Source: 2026 Precise Parklink Parking Industry Survey Report — Q1, Q4, Q6, Q7 and Q11 (pp. 3–13)

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Where the data argues with itself

Three findings sit in tension with each other. Reading them together says more.

84% vs 3%

Sustainability matters to everyone and is urgent for no one.

Q8 (p. 10) and Q1 (p. 3)

29% vs 4%

Physical security is a live problem. Digital security barely registers.

Q7 (p. 9) and Q10 (p. 12)

90% vs 5%

Parking as an amenity matters. Premium parking ranks much lower.

Q11 (p. 13) and Q12 (p. 14)

Source: 2026 Precise Parklink Parking Industry Survey Report; analysis by Precise Parklink

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Six strategic priorities for 2027

Six priorities shaping parking strategies heading into 2027.

01
Operational reliability comes first

02
Better payments, protected revenue

03
Security handled proactively

04
Sustainability that is achievable

05
Parking as an integrated amenity

06
Canadian ownership, national coverage

Source: 2026 Precise Parklink Parking Industry Survey Report, p. 15; supporting figures from Q1–Q12

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What this means for your property type

The same six priorities land differently depending on what you actually operate.

Office towers: uneven, midweek attendance makes occupancy data highly valuable.

School campuses: permit volume and enforcement hours make automation the fastest payback.

Healthcare: first time, overwhelmed visitors set the bar, so signage and onsite support lead.

Retail & mixed-use: frictionless payments reflect dwell time and tenant sales.

Municipal: enforcement fairness and public accountability come before convenience.

Multi-site portfolios: consistent national service standards may help explain the value placed on Canadian ownership.

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Preparing parking management for what's next

Parking is no longer just about managing space. It's about supporting people, protecting assets and enhancing the overall property experience.

WHERE TO START

- Measure the parking experience like the rest of the property
- Build the EV case on utilization, not compliance
- Close the gap between real and visible security

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Source: 2026 Precise Parklink Parking Industry Survey Report, p. 16

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What we're monitoring in 2027

Five themes we expect to shape parking and mobility conversations over the next year. These are our projections, not survey findings.

01
AI in daily operations

02
LPR access and enforcement modernization

03
EV charging monetization

04
Security by design with lighting, music, ambiance

05
Integration amongst platforms

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Precise Parklink forward-looking analysis; cited figures from the 2026 Precise Parklink Parking Industry Survey Report

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Monday morning

Three things you can do next week without a budget approval.

01

Find out how many hours a month disputes cost you.

02

Check whether your EV case is written on payback or compliance.

03

Walk your own site once, as a first time visitor.

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Precise Parklink forward-looking analysis; cited figures from the 2026 Precise Parklink Parking Industry Survey Report



Help shape the 2027 report

The 2027 Parking Priorities Industry Survey will be sent this fall!

- **About ten minutes**
- **Anonymous**
- **Early access**

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Frequent questions

A few starting points for our discussion.

01

Where do I start if my equipment and my data are both behind?

02

How do I build an EV case that survives a budget review?

03

Is LPR ready now or should I wait?

04

How do I prove that the parkinghas improved the tenant experience?

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Precise Parklink forward-looking analysis; cited figures from the 2026 Precise Parklink Parking Industry Survey Report

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Thank you & Questions

Questions, or want the full 2026 report?



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