

PARKING TICKETS

CITY OF TORONTO

Alla B.



OVERVIEW: PARKING TICKET REVENUES

- The City of Toronto's parking ticket revenue has been declining year after year.
- Opportunity: To reverse this trend and boost revenue.
- How: By implementing a more efficient Administrative Penalty System (APS).

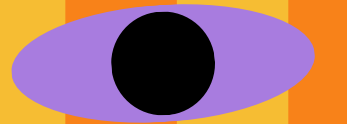
1 PARKING TICKETS ISSUED PER YEAR BEFORE 2019: 2.8 MLN TICKETS

2 PARKING TICKETS ISSUED IN 2021: 1.5 MLN TICKETS

3 PARKING TICKETS ISSUED IN 2022: 1.8 MLN TICKETS

4 ANNUAL REVENUE 2019: 124 MLN

5 ANNUAL REVENUE 2021: 90 MLN





THE BIG IDEA

- Priority Areas:
 - Areas where the most infractions are observed
- Time of Infraction
 - Time of day when the infraction occurred
- Amount of Fine
 - By time of infraction
 - By area of infraction
 - Combined





IMPACT

Potential revenue opportunity: 30 mln

Potential damage prevention to economic prosperity: 6 bln

Safer city: more residents and tourists





DATASET

DATASET: <https://open.toronto.ca>

DATA QUALITY GRADE: GOLD



DATA: 2020, 2021, 2022

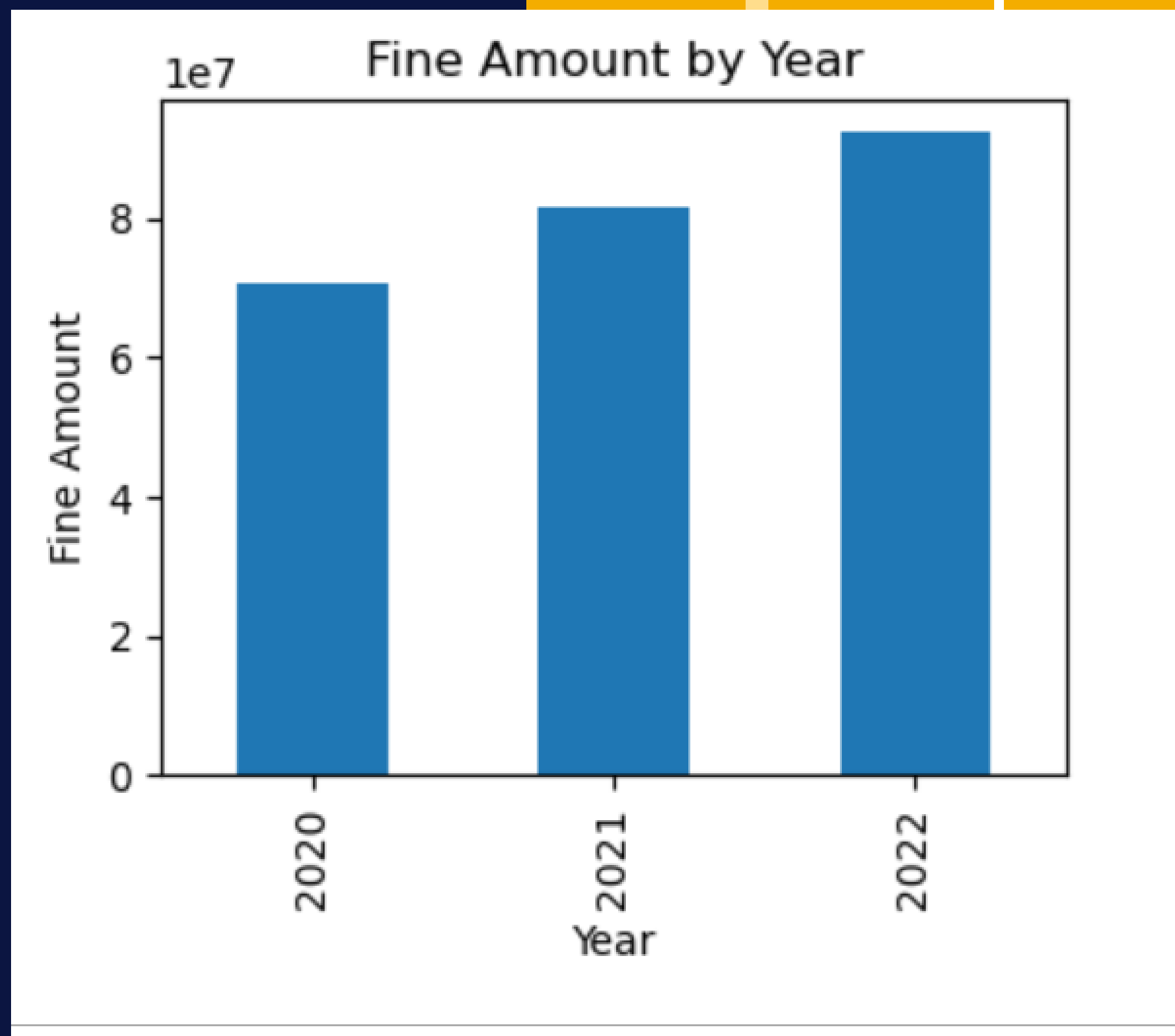
- DATE OF INFRACTION
- TIME OF INFRACTION
- INFRACTION DESCRIPTION
- SET FINE AMOUNT
- LOCATION

ISSUE: TIME OF INFRACTION



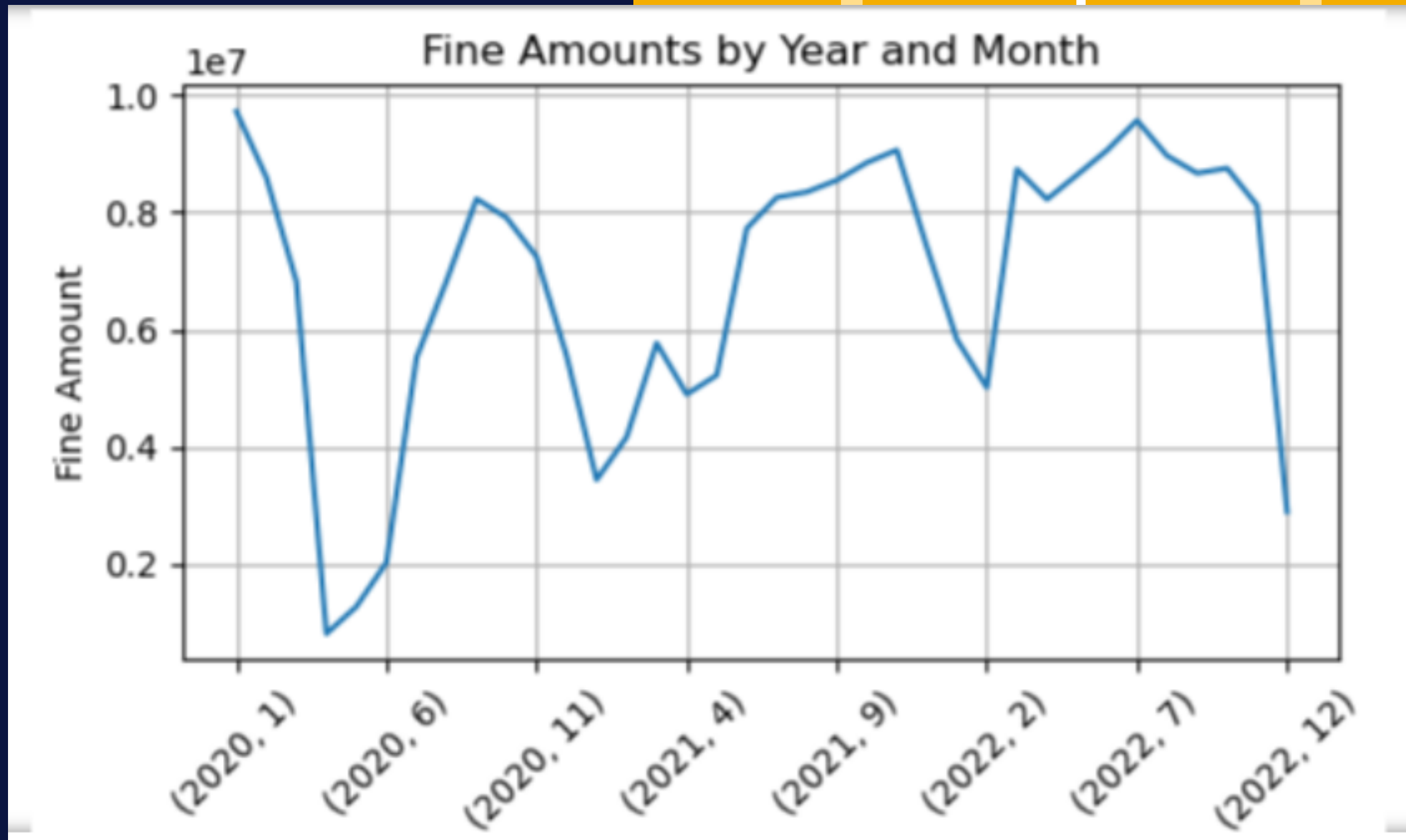


DATASET



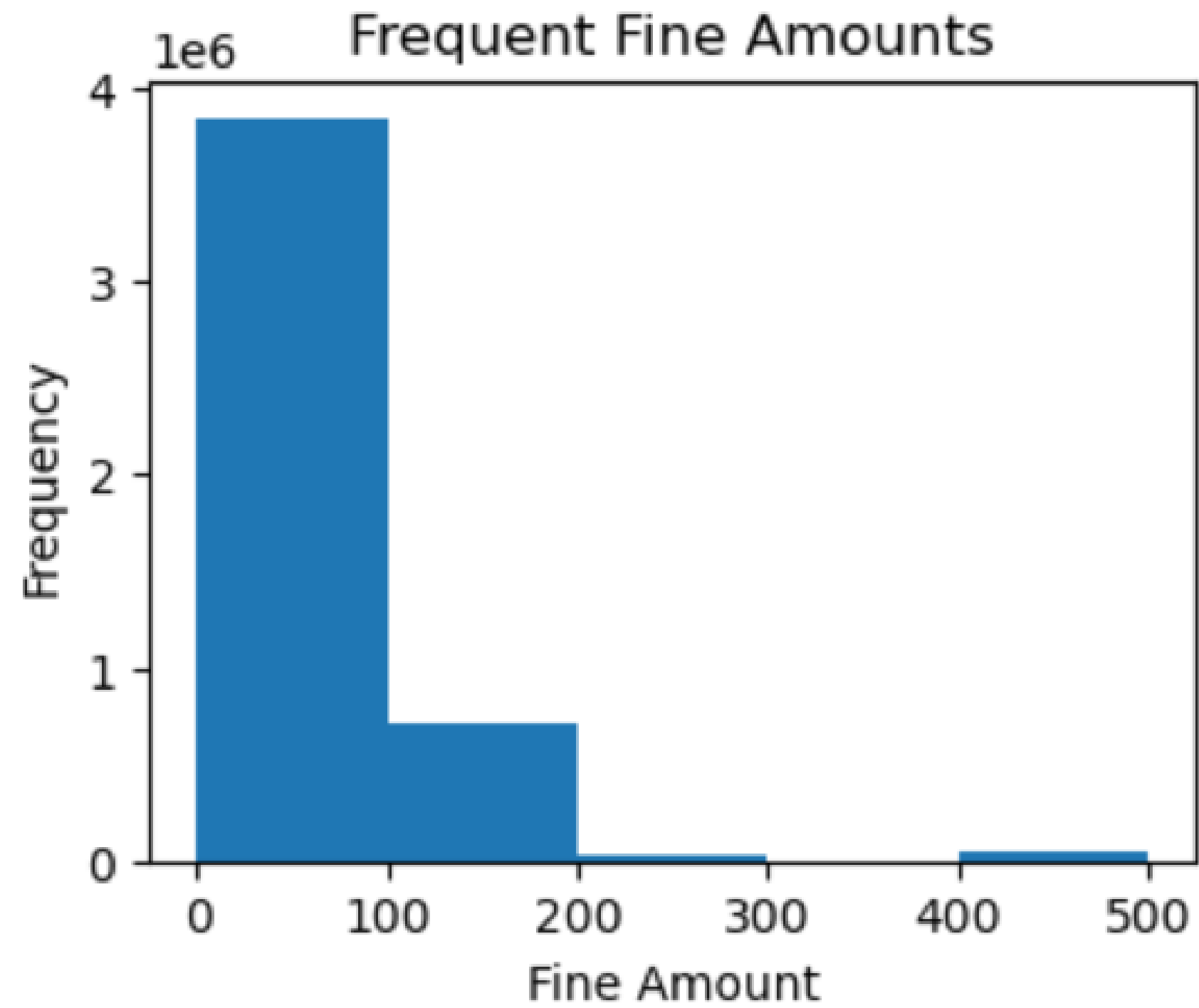


DATASET





DATASET





NEXT STEPS

CONVERT LOCATION TO LATITUDE AND LONGITUDE

FIX ISSUE: TIME OF INFRACTION

CONVERT: TIME OF INFRACTION

ADVANCED EDA

BUILDING A MODEL





THANK YOU!

