

Parking Ticket Trends and Revenue Analysis

○ City of Toronto

Presented by Paige Li - September 2025



Data Overview

Dataset

Analysis is based on parking ticket records obtained from the official **City of Toronto** website. The data set spans **2017 to 2024** and provides detailed information on individual parking infractions issued across the city

Key Fields

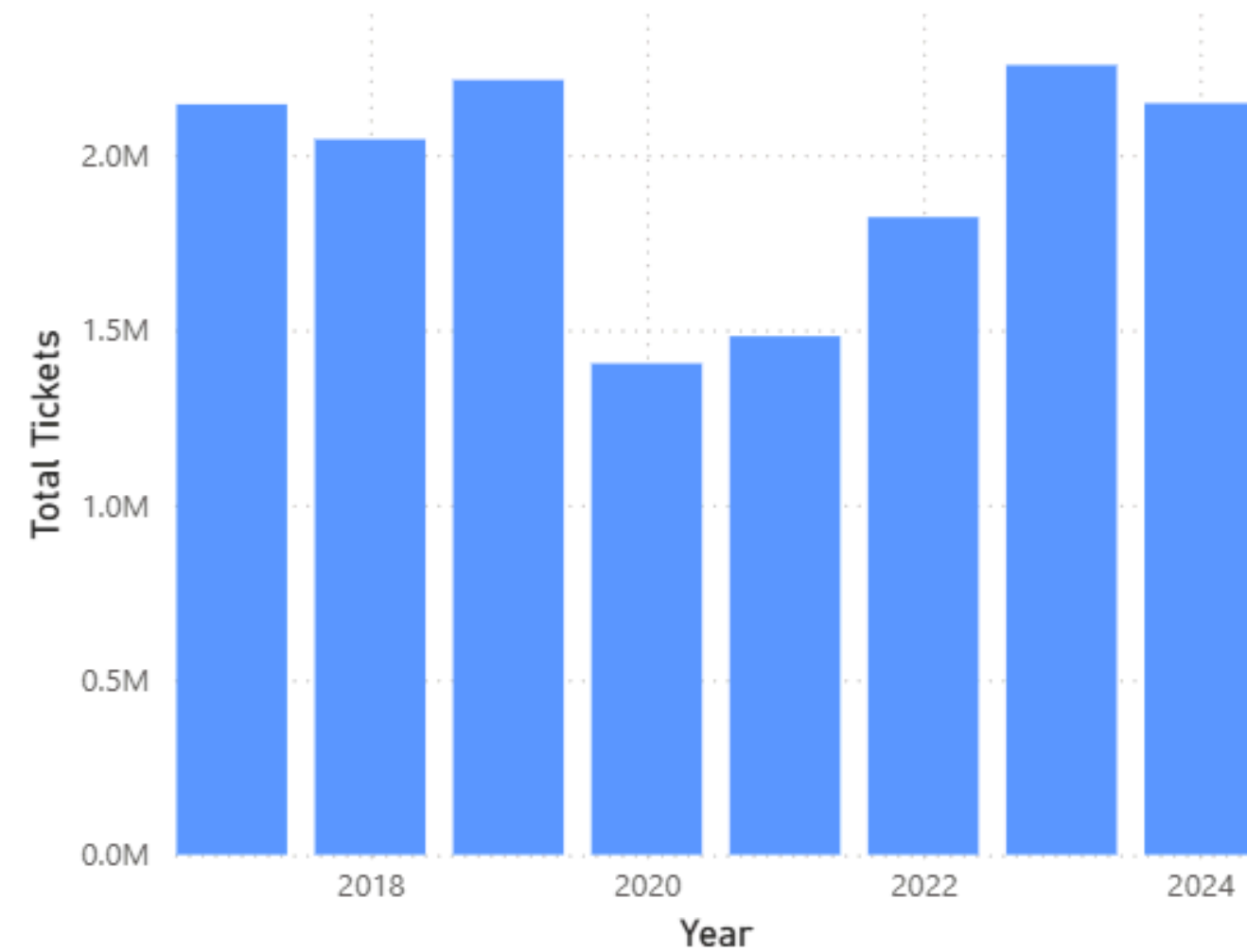
Each ticket record includes **temporal** attributes (date), **geographical** attributes (street name/location), **infraction** details (code and description), and **financial** data (fine amount)

Scope & Size

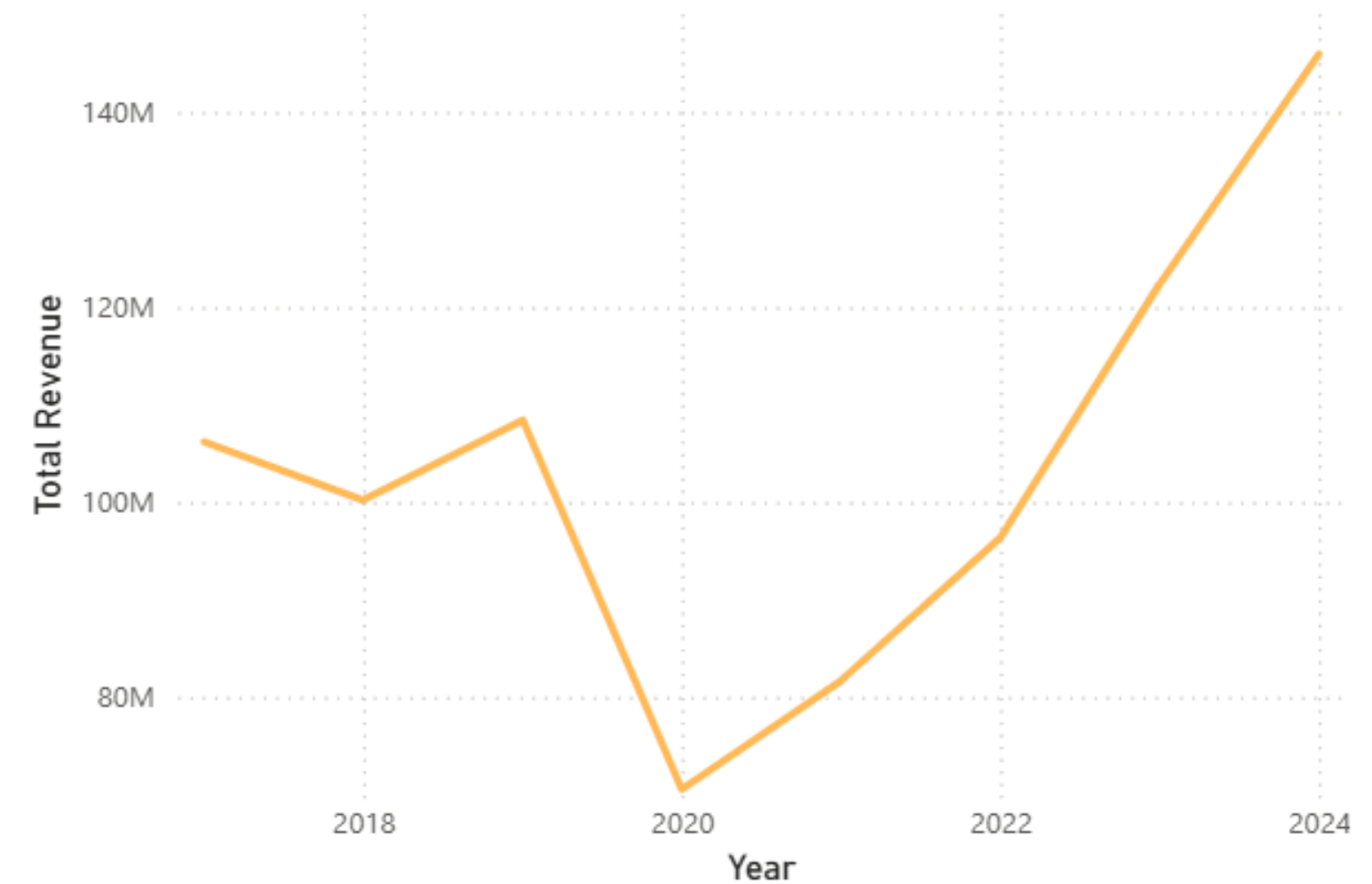
The dataset covers **eight years** of enforcement activity, from 2017 through 2024, containing approximately **15M** individual records, each representing a single infraction. With this level of detail, we were able to analyze patterns over time

Annual Parking Ticket Trends

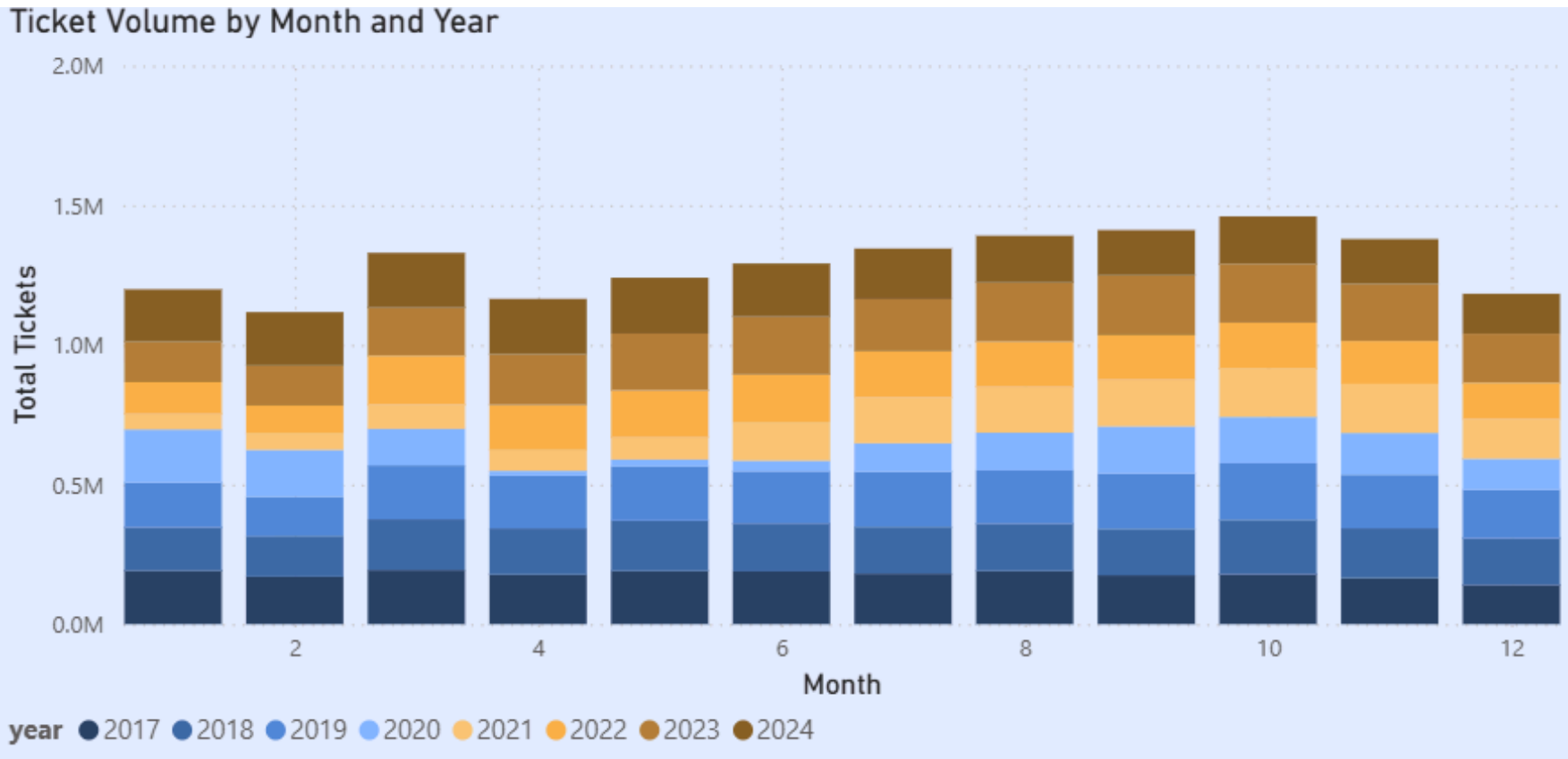
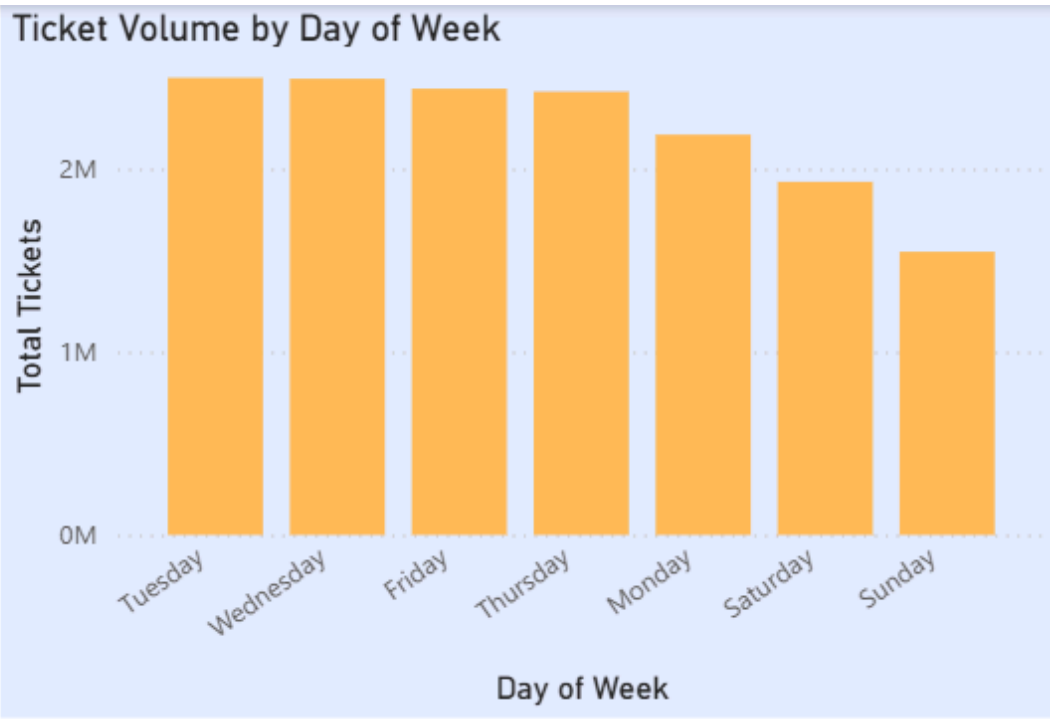
Total Tickets by Year



Total Revenue by Year



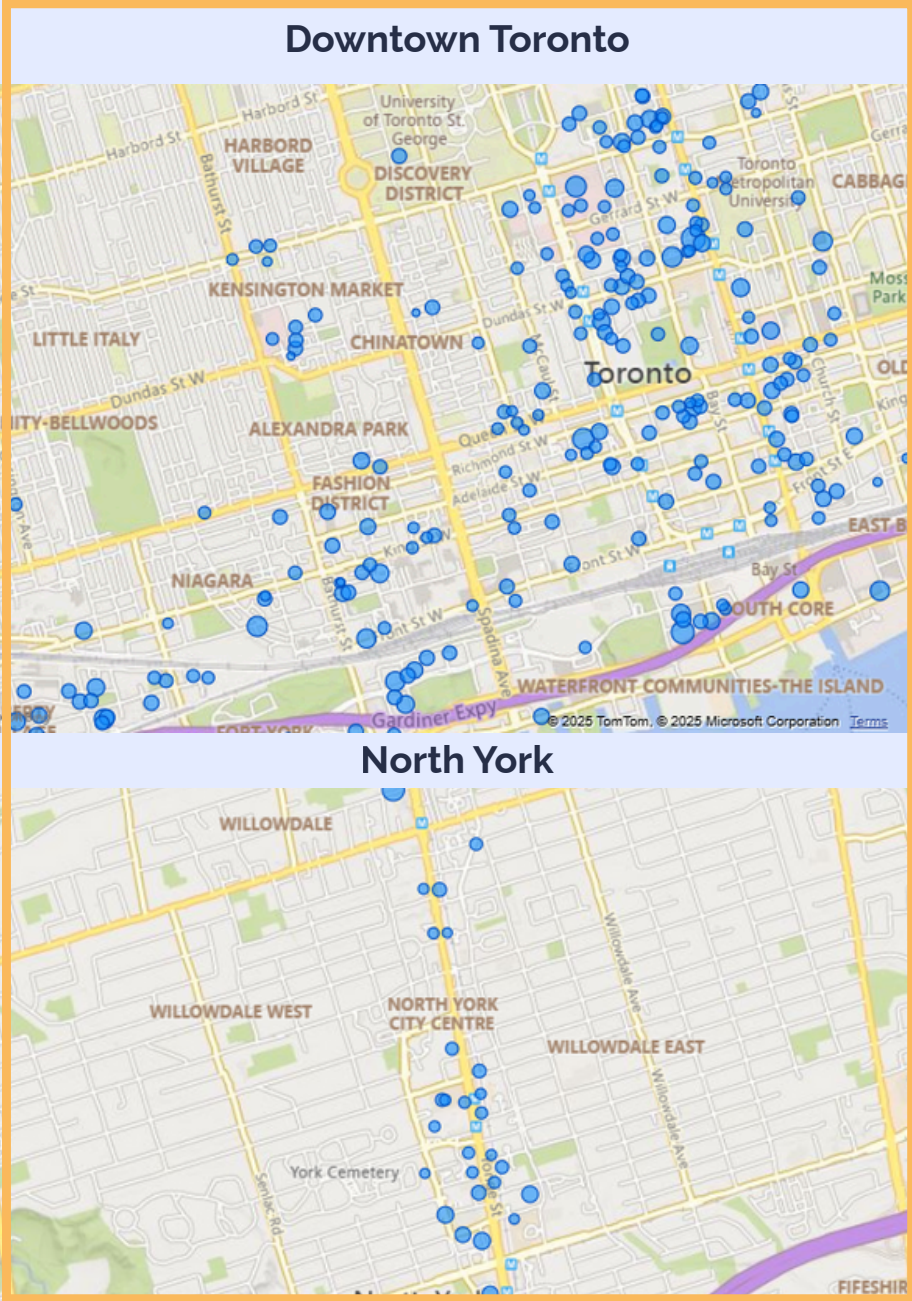
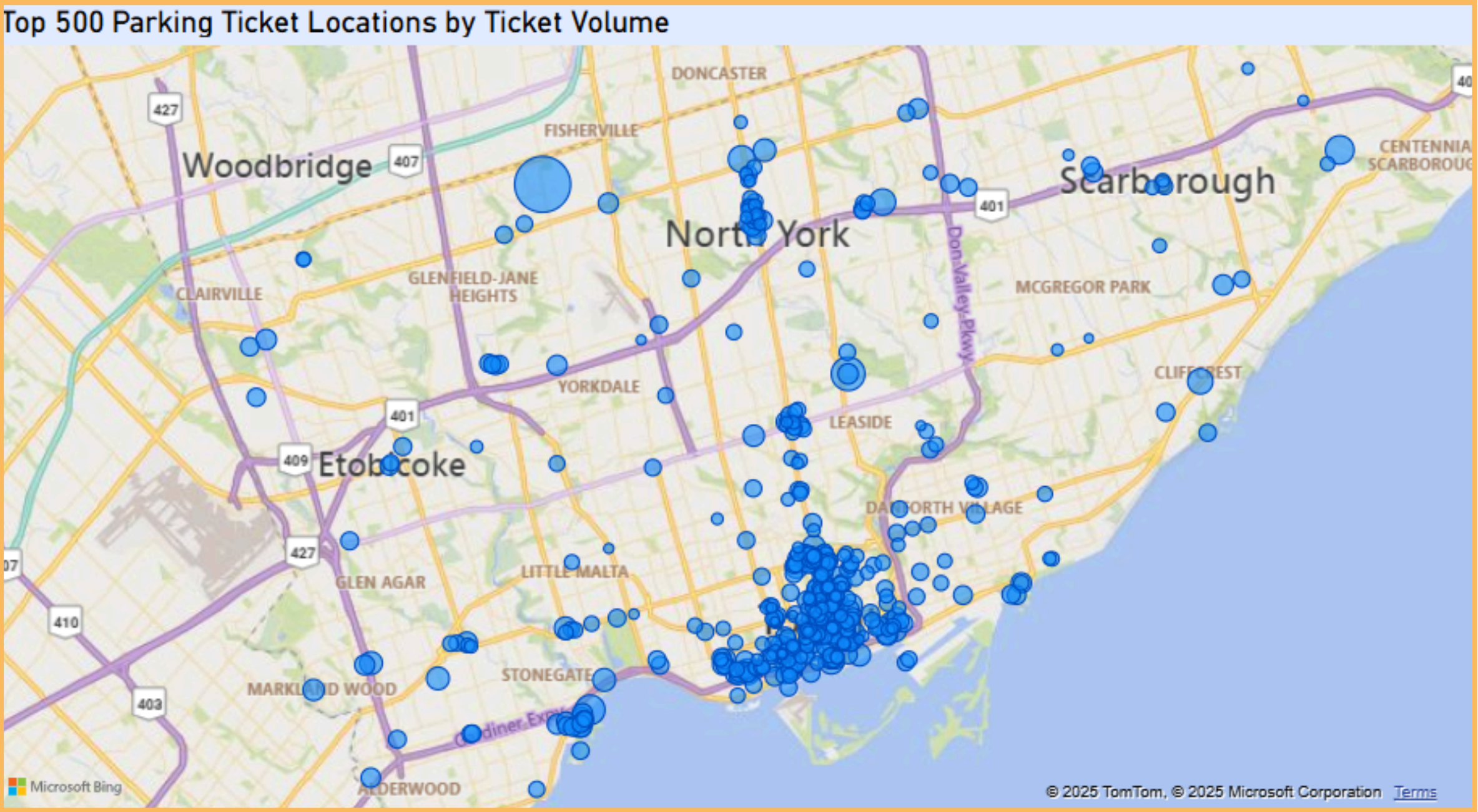
Temporal Patterns



11:00
Peak Hour of Parking Infractions

1131995
Ticket Volume at Peak Hour

Geographic Hotspots



Parking Activity at 4700 Keele Street

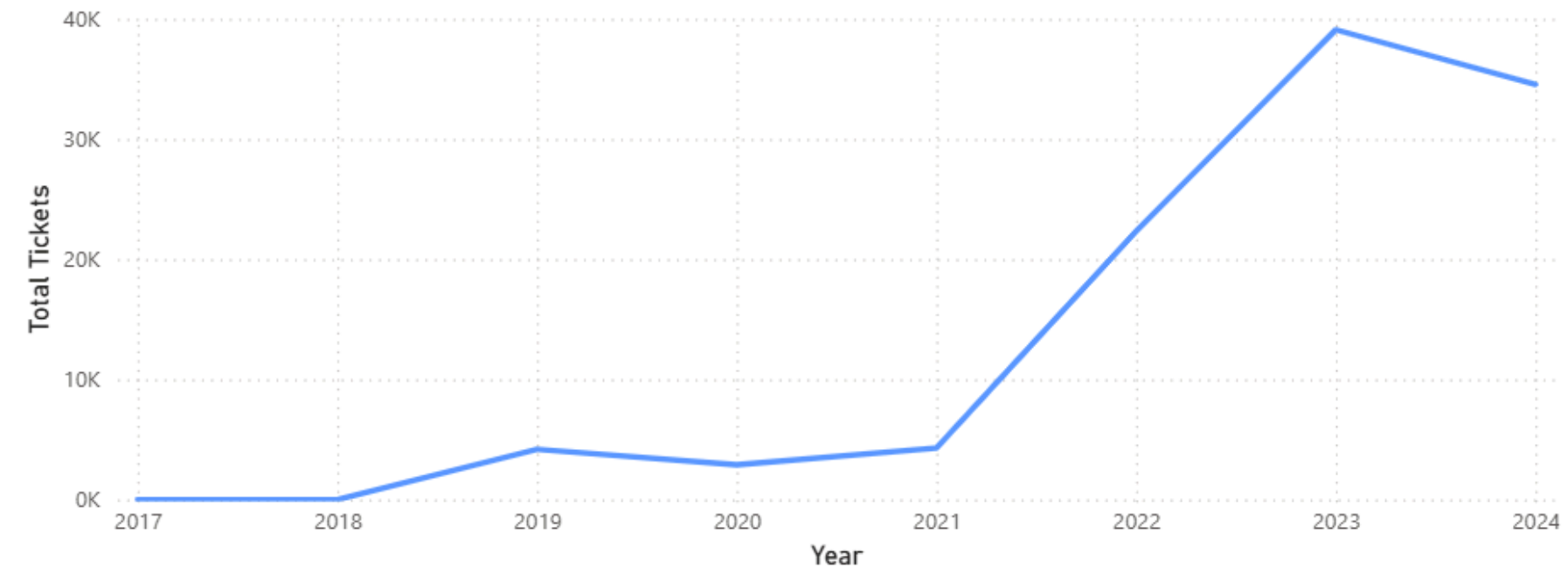
Highest Ticket Volume Location:

- 4700 Keele Street is the **York University** Keele Campus
- The location issued no tickets in 2017-2018, but ticketing increased sharply from **2019** onward

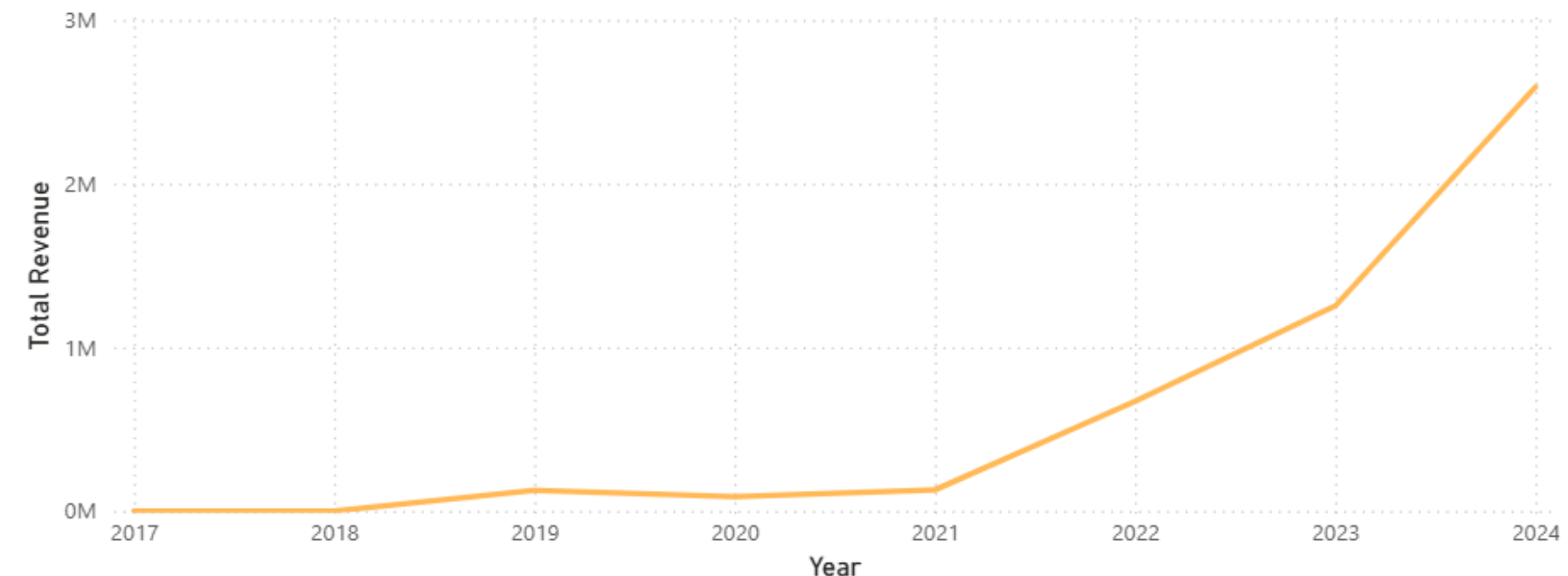
Possible Contributing Factors:

- Major campus construction and the **subway extension** opening in December 2017 may have temporarily reduced enforcement

Ticket Volume at 4700 Keele St

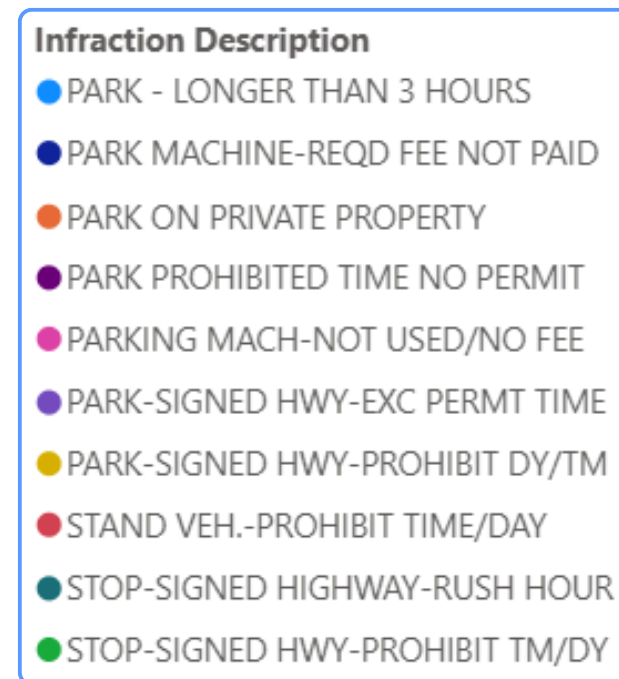


Total Revenue by Year at 4700 Keele St



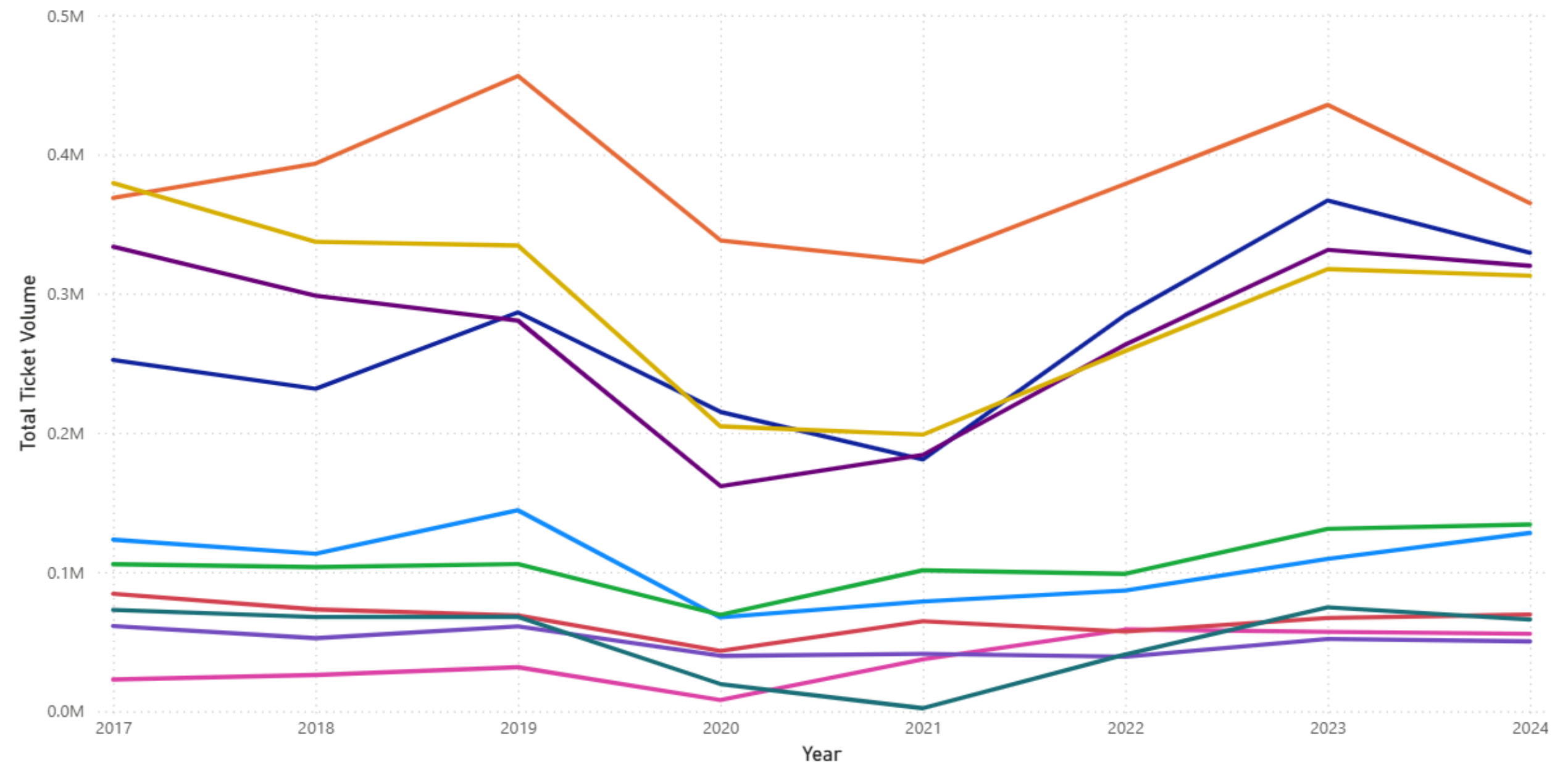
Trends in Most Common Parking Infractions

Top 10 Most Frequent Parking Infractions by Year



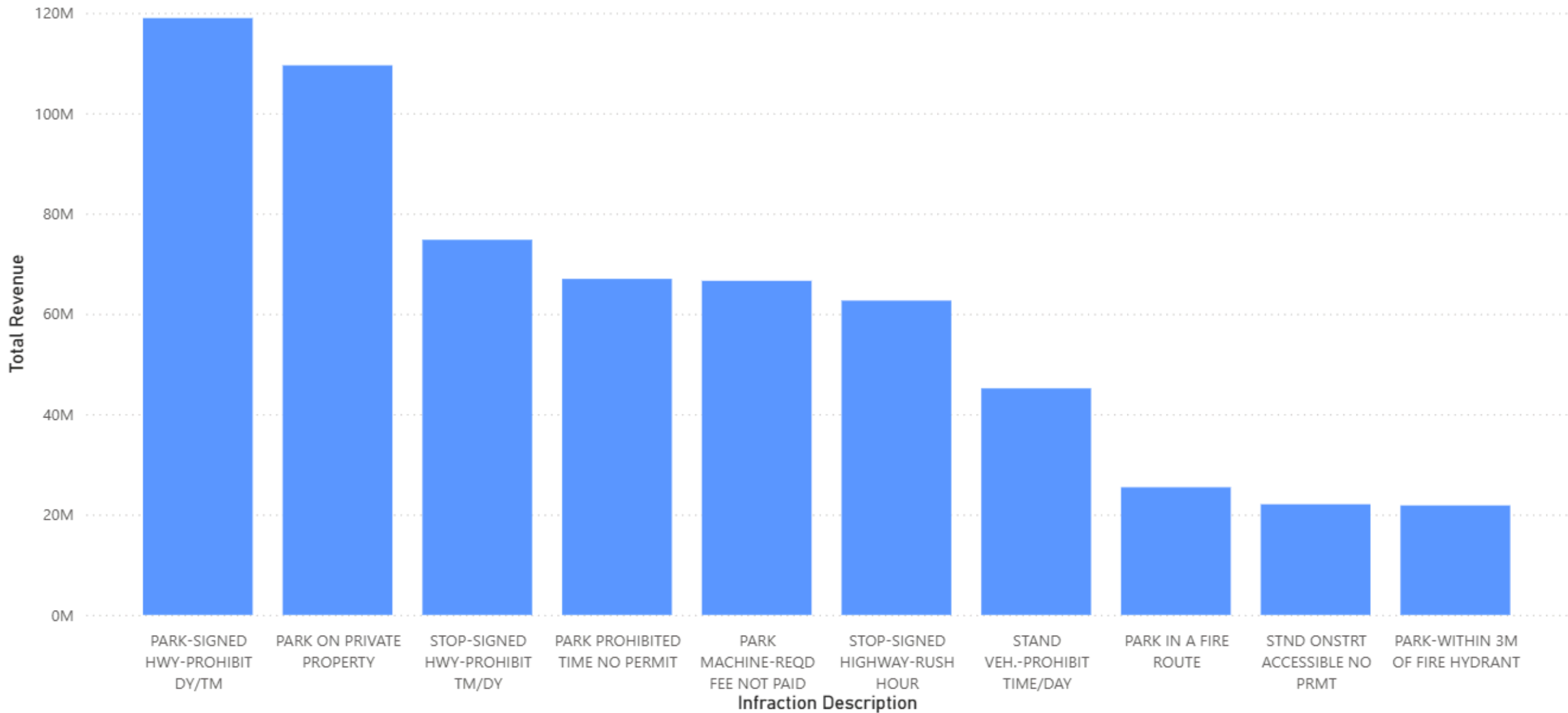
Some infractions like *Parking on Private Property* consistently account for the largest number of tickets per year.

Other infractions fluctuate over time, possibly due to **policy changes**



High-Revenue Parking Infractions Overview

Top 10 Revenue Generating Parking Infractions



73.81%

Revenue Contribution of Top 10
Infractions to Total Revenue

119M

Highest Revenue from Single Infraction
(Infraction Code 5)

Recommendations for Enforcement & Increased Revenue

01

Enforcement
timing

02

High-risk
locations

03

Top
infractions

04

Increased public
awareness

05

Revenue
optimization

06

Policy Reviews and
Updates



Thank you!

Q&A Period