



TRANSIT AND PARKING MEMORANDUM

TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING

**NOTED: R. JAMES-REID, GENERAL MANAGER OF ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

RE: DIGITAL RESIDENT WATERFRONT PARKING PERMIT EXTENSION

DATE: SEPTEMBER 11, 2024

The purpose of the Memorandum is to provide members of Council on staff’s intention to extend the resident Digital Waterfront Parking Permit expiry date from December 31, 2024, to December 31, 2026. As this is a cost neutral change it falls within staff’s delegated authority, however staff wanted to share this with Council at this time, should Council wish to provide staff with other direction.

On March 28, 2022, City Council adopted motion 22-G-056 regarding the Waterfront Parking Permit to transition to a digital permit, with the plan to move away from the previous physical hangtag program by December 31, 2023.

All digital resident permits issued since 2022, and currently being issued in 2024, are set to expire on December 31, 2024. Having all permits expire on the same date allowed City staff to improve communications efforts, reduce public confusion, provide greater efficiency for administration, and improve the customer experience for those that registered.

Since launching the Digital Waterfront Parking Permit, staff have validated 53K residential permits, which is broken down by year below. Residents can register for their permit online through the Hotspot App, or in person at Service Barrie or one of the City’s Recreation Centres. Approximately 70% of the permits issued to date have been processed through the online validation system in the Hotspot App.

Active Permits Issued	
2022	12K
2023	21K
2024(to date)	20K
Total	53K

Justification for extension is due in part to the current successful implementation of the program and the widespread increase in permits issued since the hangtag system ended in 2023. Many residents were late adopters of the digital permit and waited until their hang tags expired in 2024. Some of the most common in-person feedback received was the desire to not need to be validated again so soon when the permit expired at end of 2024. Providing this extension will increase resident satisfaction in the program, limit confusion with some residents who just applied for the permit, limit the residents need to apply again in a short timeframe (specifically those that applied in 2024) and reduce administrative costs with the validation process.

The Transit and Parking Strategy Department is planning to extend the expiry date of currently active resident Waterfront Parking Permits to December 31, 2026. This includes setting the expiry date for all future issued permits between now and December 31, 2026 to expire on this date as well.