



MEDIA RELEASE

Thursday, March 31, 2022

FOR IMMEDIATE RELEASE

**Barrie making it easier for residents to access waterfront parking
Resident waterfront pass going digital, available ahead of summer 2022**

(Barrie, ON) - The City of Barrie is making the waterfront parking pass (currently in a hangtag format) available as a digital permit through the HotSpot app and website. The program is currently being developed and will be available in May 2022, ahead of the summer season. Like the current hangtag system, the waterfront parking permit will be free for Barrie residents.

“Offering the waterfront parking permit through HotSpot will provide greater public access to parking at the waterfront, reduce wait times and allow greater flexibility for residents,” says Brent Forsyth, Director of Transit and Parking Strategy. “We hear from residents that there is a need for better parking access at the waterfront. By digitizing the waterfront parking program, our hope is to limit misuse of hangtags, and therefore free up parking spaces to allow residents better access.”

Residents will have almost two years to make the transition to the digital waterfront parking permit, with existing resident waterfront hangtags valid up until December 31, 2023.

Digital waterfront parking permits for residents will be valid for two calendar years. For residents applying for the waterfront parking permit, HotSpot will be free to use and no payment information will be required.

Digitizing the waterfront parking program has many benefits for residents, including:

- no limit to the number of permits residents can register for, offering flexibility to register each vehicle (provided that the vehicle is registered to the municipal address)
- no risk of losing a hangtag or having to remember to transfer it between vehicles
- no fee for extra permits (currently, residents are charged \$20 for third or additional waterfront passes)
- expanded customer service through HotSpot’s frontline support for technical concerns
- ability to apply for a waterfront parking permit anytime, anywhere (residents need only apply once, then renew their permit when it expires after two calendar years)

Once the program has launched in May 2022, residents can apply for their digital permit with their vehicle registration information and proof of residency through HotSpot. For those unable to use HotSpot or prefer to apply in person, they can bring their documentation to Service Barrie (City Hall), where City staff will validate and set them up in HotSpot.

Once the program has launched, more information and instructions on how to apply for the digital waterfront parking permit will be available via barrie.ca/WaterfrontParking.

For more information about parking in the city, visit barrie.ca/parking.

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For more information, please contact:



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