



TRANSIT AND PARKING STRATEGY MEMORANDUM

TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING STRATEGY

NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: WATERFRONT PARKING PERMIT PROGRAM UPDATE

DATE: MAY 10, 2023

The purpose of the Memorandum is to provide members of Council an update on the progress of the Waterfront Parking Permit program.

On March 28, 2022, City Council adopted motion 22-G-056 regarding 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.

The digital waterfront parking permit was launched in May 2022 with a comprehensive communication plan that included city-wide mail outs, media release, new articles, radio ads, barrie.ca, social media, and waterfront signage.

The no-cost digital permit for residents is valid for 2 calendar years and is issued on a per-vehicle basis with a requirement to provide proof of residency and vehicle ownership. The non-resident digital permit is valid for one calendar year and costs \$90 for residents of neighbouring municipalities (Innisfil, Essa, Springwater, Oro-Medonte) and \$130 for residents of non-neighbouring municipalities.

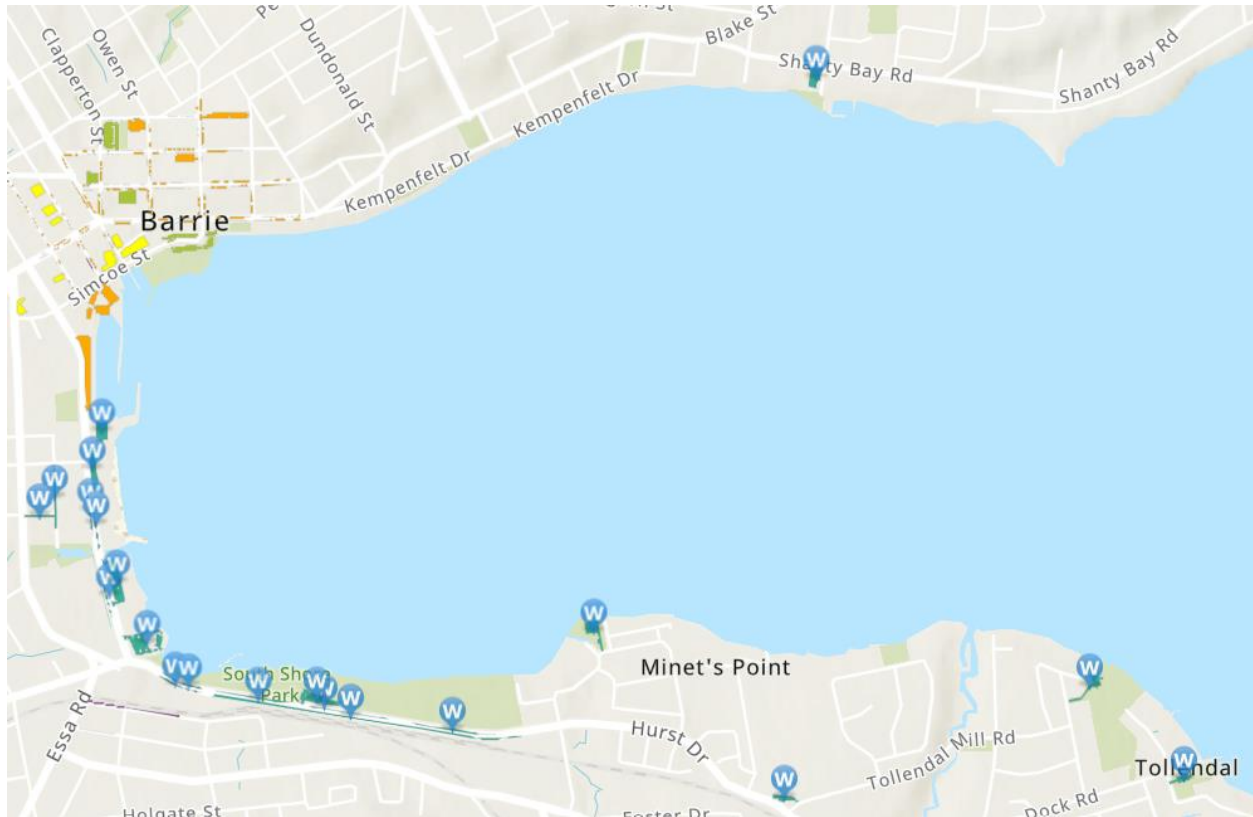
Summary of the main features of the digital permit include:

- No Risk of Lost or Damaged Parking Pass - with a digital permit, there is no risk of losing a hangtag. Once the digital permit is registered, it is associated to the licence plate number that the applicant registered. Once the permit is issued, there is no need to remember to transfer it between vehicles.
- No Limit to the Number of Permits Residents Can Register For - flexibility to register each vehicle (provided that the vehicle is registered to the municipal address).
- No Fee for Extra Permits - with the hangtags, residents were charged \$20 for third or additional waterfront passes.
- Apply Anywhere & Anytime - apply for a waterfront parking permit anytime, anywhere (residents need only apply once, then renew their permit when it expires).
- Expanded Customer Service - HotSpot's frontline support can assist with technical concerns.

The City worked with HotSpot to complete a Privacy Impact Assessment to ensure the app/website is set up to protect the data. At no time will the personal information collected be shared or sold to third parties. Images provided (proof of address and vehicle ownership) within the HotSpot application are automatically deleted from the system after the application is reviewed.

If more comfortable in person, the applicant can come to Service Barrie at City Hall and no HotSpot account needs to be created. Service Barrie staff will review the documents in person at the counter (no copies are made or kept) and if approved, will activate the permit directly within Hotspot.

Once the permit is active, there is no need to bring anything to park at the permitted waterfront parking areas noted below with a “W”. Enforcement Officers have a tool that checks if the licence plate number on a parked vehicle has a valid permit associated to it. They do not have access to any further personal information and do not track the vehicle.



Source: <https://barrie.maps.arcgis.com/apps/webappviewer/index.html?id=79934141119a44aeb39a70d50441e0aa>

Note: Those with a valid & visible provincially issued accessible parking permit do not require a waterfront parking permit as they are permitted to park for free in all municipal paid parking locations, including the waterfront parking areas.

To date, over 16,600 digital waterfront parking permits have been issued, with 99% of the digital permits issued to residents. The remaining 1% were to non-residents (\$90 neighbouring municipality permit & \$130 non-resident permit), totaling \$22,750 in revenue. This represents an increase in revenue of 62% in comparison to the average non-resident permit sales (\$8,610) from 2018 to 2021.

The shift from hangtag to digital permits resulted in greatly reducing the residents wait time for a permit from as much as 5 weeks to 3 days (but in most cases, same day approval).

Under the delegated authority within the waterfront permit program, staff are planning to extend the expiry date for all residents who currently have a digital permit to December 31, 2024 as a means to have all passes expire as of the same date. By having all permits expire on the same date, will improve communications efforts, reduce public confusion, provide greater efficiency for administration and improve the customer experience for those that registered in 2022 and would have needed to re-register their permit in 2024.