



TRANSIT AND PARKING MEMORANDUM

TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING

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

RE: DIGITAL WATERFRONT PARKING PERMIT UPDATE

DATE: DECEMBER 16, 2023

The purpose of the Memorandum is to provide an update to members of Council on the Digital Waterfront Parking Permit and a reminder regarding the upcoming expiry of the physical hangtag parking pass.

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.

Digital waterfront parking permits can be applied for via the Hotspot app or the Hotspot website. The steps to apply and required documentation is clearly outlined on the Barrie website.

Residents who do not have technology access or would like to apply in person can do so at Service Barrie, the three community centres, and the Parkview Centre. In September 2023 the option to apply in person for the digital waterfront parking permit was expanded from just Service Barrie to also include the East Bayfield Community Centre, Allandale Recreation Centre, Peggy Hill Team Community Centre, and the Parkview Centre. This change expanded the service hours to include evenings and weekends and provided more location coverage across the City.

There is no limit to the number of permits residents can register for, offering flexibility to register each vehicle (provided that the vehicle is registered to a Barrie address). There is no risk of losing a hangtag or having to remember to transfer between vehicles.

City staff with support from Hotspot monitor incoming applications and provide frontline support for technical concerns. Within 3-5 days, but often less, the applicant will receive an e-mail advising if their application has been approved or rejected. Once the permit is approved it is active and the applicant may enjoy free parking at the applicable waterfront areas (there is no need to bring anything with you).

The resident digital permit is valid for up to two calendar years. All permits issued in 2022 were extended to expire on December 31, 2024, to have all passes expire as of the same date. By having all permits expire on the same date, it 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.

A comprehensive communication plan was developed in May 2022 to advise on the advancement of the digital waterfront parking permit, and timeline for the expiration of the physical hangtag. On-going communication strategies and digital permit application support has continued through 2023 and will continue into 2024. The campaign has included city-wide mail outs, media releases, news articles, radio ads, ad boards, barrie.ca, social media, and waterfront signage. In addition, information sessions were held at City Hall, East Bayfield Community Centre, Allandale Recreation Centre, Peggy Hill Team Community Centre, and the Parkview Centre to help residents complete their permit application in-person and to provide support for the Hotspot app.



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As of October 31st, 2023, there have been 29,970 digital waterfront parking permits issued, with 98% of the digital permits issued to Barrie residents. The remaining 2% were to non-residents totaling \$30,070 in revenue in 2023.

- 15,745 Barrie resident waterfront parking permits were issued to date in 2023
- 13,956 Barrie resident waterfront parking permits were issued in 2022
- 269 non-resident waterfront permits were issued in 2023
 - The non-resident waterfront permit is an annual permit – expires December 31st every year

The majority (80%) of digital waterfront parking permits have been applied for digitally via the Hotspot app while 20% were completed in person. For in person activations, no HotSpot account needs to be created. City staff will review the documents in person at the counter and if approved, will activate the permit directly within Hotspot.

Over the course of this program, there have been some concerns raised regarding the eligibility for the resident waterfront parking permit. Each concern raised is reviewed and staff follow-up to provide information and when possible, alternative options. Staff will continue to review concerns raised with the digital waterfront parking program and if warranted, bring forth enhancements to the program.

The program continues to realize the benefits set out at the beginning of the program including improved public access, reduced wait times as it relates to receiving your permit, cost reduction with a self-serve model, and improved controls to ensure the program is free to just Barrie residents.