



# TRANSIT AND PARKING STRATEGY MEMORANDUM

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**TO: MAYOR J. LEHMAN 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: JOINT WATERFRONT PARKING PASS**

**DATE: APRIL 12, 2021**

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The purpose of this Memorandum is to provide members of Council with an update on investigating the feasibility of a joint waterfront parking pass program with neighbouring municipalities.

In June 2020, Council approved the following motion(20-G-103):

“That staff in the Transit and Parking Strategy Department, in consultation with various stakeholder groups, investigate the feasibility of a joint waterfront parking pass that would be valid for residents of Barrie, Innisfil, Springwater and Oro-Medonte to park at all respective beaches (with the ability for Essa to buy in at a discounted rate), including estimated financial implications and report back to General Committee in advance of the 2021 summer season.”

Since the adoption of the motion, City of Barrie staff have discussed opportunities with neighbouring municipalities of a joint waterfront parking pass. The Town of Innisfil and Township of Oro-Medonte declined participation at this time in a reciprocal parking pass that would allow both area residents to access their respective beaches free of charge, noting supply constraints, impacts on infrastructure, and safety concerns with the continued presence of the pandemic. Although Springwater and Essa do not have available beach facilities, they felt there was limited value in a contribution from their municipality to reduce or eliminate parking fees for their residents.

In 2019, the City sold 23 non-resident parking passes for a total of \$2,070. In 2020, the City of Barrie sold 58 discounted and 21 non-discounted non-resident passes for a total of \$7,950.

Based on these findings, City staff plan to continue with the existing model that allows the neighbouring municipalities to purchase a Non-Resident pass at a discounted rate of \$90 for the season in comparison to the standard Non-Resident rate of \$130 per season as approved by Council in the summer of 2020.