



Municipality of Port Hope

Staff Report

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Report Title: Mobile Parking Application

Report to: Fire & Emergency Services Committee

Date of meeting: March 15, 2022

Report Author:

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Department responsible:

Fire & Emergency Services

Report Number: FES-02-22

Recommendation:

Receive for information.

Highlights:

- Current parking payment is a coin only option
- Staff are working on a multi-year project to implement new options for paid parking.
 - The first option to be implemented is through a mobile parking application available on a mobile device. This implementation is scheduled for 2022.
 - The second option is through the installation of new pay and display parking consoles. This implementation is scheduled for 2023.

Background:

As part of the 2022 budget review process, the parking enforcement program was identified as an area needing improvement. Staff have broken this project down into a multi-step process. The first component which was approved in the 2022 operating budget was the implementation of a new parking enforcement application. This application will be rolled out in mid to late 2022. The enforcement tool allows for a more efficient way of collecting parking ticket fees through an online system as well as utilizing a mobile device for producing parking tickets. The vendor of choice offering the enforcement tool also offer as part of the package a mobile parking app. This app allows patrons to utilize their handheld device to pay for parking instead of using coins. The shift away from coin only options is something that is being considered in municipalities across Ontario.

Discussion:

Staff have reviewed various options for coinless parking and have deemed that having multiple options available best suits our residents and visitors. With the approval of this

project, residents and visitors will be able to pay for parking by means of coin, or through pre-loaded funds on their mobile device. Staff reviewed mobile applications in a number of municipalities and have considered things such as advertising, ease of use, payment collection and enforcement.

The mobile parking application is utilized by entering the number affixed to each parking meter. Users must have the parking application HotSpot pre-loaded on their handheld device which can be downloaded through their mobile provider app store. Funds are added to a user account and once parked, users enter the number affixed to the associated parking meter, apply funds, lock their car and walk away.

User fees for the App are applied to the user with no revenue loss for the municipality. Users have three options for fees; paid per use of \$0.25, \$2.00 per month for unlimited usage, and \$20.00 for annual with unlimited usage. These options are paid on top of the hourly usage fees.

The application also has an alert to notify users that their time is almost up, thus avoiding a parking ticket. If they have time left over, they can apply it to their next trip into town or donate it to the United Way, which is a predetermined charity chosen by HotSpot.

Signage with instructions will also be posted in the Elias Street parking lot as well as the boat launch where users presently only have the option of pay and display. The HotSpot app will not be available for electric vehicle charging stations as present setup is by credit card and payment is the activation mechanism for charging.

On the back end, our bylaw enforcement staff will be utilizing handheld devices to scan licence plates to determine if they have paid for parking if the parking meter reads zero or no pay and display ticket can be found.

Added benefits to the mobile application include reduced staff time in coin collection and counting, banking impacts and security of funds.

HotSpot is presently available in Ontario municipalities of Peterborough, Belleville, Barrie, Collingwood, Ottawa and Sudbury. They also service a number of colleges and universities including, Trent University, Carleton University and Cambrian College. Parking users can use this app in all HotSpot locations where funds are transferable.

This mobile app is ready for launch starting April 1st, 2022.

Financial Considerations:

There is no financial consideration for this application as it is a complimentary option with the parking enforcement tool being purchased through the approved 2022 operating budget.

Communication and Public Engagement:

Communications have been prepared for local media, and municipal social media. Staff also intend to do outreach with the local BIA.

Conclusion:

This recommendation allows Port Hope to offer diversified options for parking payment methods, increases the municipalities technological capabilities and allows users from out of town to access parking funds from an app that is available Canada wide.

Attachments:

None.