



Staff Report

By-law Enforcement

Report To: COW_Finance_Admin_Fire_Community_Services
Meeting Date: November 18, 2024
Report Number: CSOPS.24.073
Title: Residential Parking Registration Process
Prepared by: Debbie Young, Manager of By-law & Licensing

A. Recommendations

THAT Council receive Staff Report CSOPS.24.073, entitled “Residential Parking Registration Process”;

AND THAT Council direct staff to proceed with the digital residential parking pass program that aligns with the Town’s new parking software.

AND THAT Council direct staff to implement that all veteran and accessible parking permits/passes park for free at any paid parking area in the Town.

AND THAT No physical parking passes be provided for 2025 and moving forward.

B. Overview

The purpose of this report is to obtain direction from Council in relation to moving forward with the residential parking program for 2025. Although it was a process that the residents were required to adjust to, we have had an overwhelmingly positive response to the digital plate registration process. There was a small number of residents that did not approve of the digital process, but overall staff believe the digital process was a success. With the new parking enforcement software in place, residents will be able to register their plates through an online portal on the Town’s website. This process will lead to a significant reduction in staff time for the residential plate registration.

C. Background

Staff brought a Report before Council dated April 29, 2024 providing an overview of the residential parking pass process, together with 4 possible options in relation to the parking pass program set out in [FAF.24.057](#). At that time, Council elected to proceed with Option #1, which was a Hybrid Parking Pass System including a parking pass hanger and/or registration of the license plates for residents.

D. Analysis

1. The Town has a new digital plate recognition software that is used for enforcement purposes. Staff anticipate that the parking enforcement software will be in effective by December 2024 and available for use.
2. Since council's directive to proceed with the hybrid option of hanging parking passes and the digital registration process, there was an extra expense associated with the purchase of the passes and extra staff time. Staff kept an excel sheet of the number of passes that were sold at \$5.00 per pass. Additional information that was captured on the excel sheet also indicated if the resident has registered their vehicle and purchased 1 or 2 additional passes and indicated if they wanted the passes for family and friends.
3. Staff spent an enormous amount of time at the counter having discussions with residents about why the passes were not available for them to purchase for family and friends. This time spent is equivalent to approximately 30 hours for just the physical parking pass hangers.
4. It appears that the majority of the concerns for residents in relation to the paid parking is that they believe their friends and family should also have the benefit of parking for free. Staff have been advised by the software specialist that it is possible with the new software that friends and family can park for a reduced fee for a one-week period which would have to be uploaded by the resident into the new parking software. If Council wishes this to happen, Council will have to reconsider direction to staff to extend this benefit to family and friends.
5. The physical parking passes also required staff to keep track of the passes that were issued to certain residents as the limit was two (in accordance with council's directive) and residents were coming back on different dates to try to purchase additional passes. Since the parking passes have been implemented by council in May 2024 to September 2024, there have been 355 people attending at the counter to purchase the passes, there have been 573 parking passes sold. Approximately 75% of the 573 parking passes sold to residents have also registered their plates and have indicated that the passes are for family and friends. This was the work around for the residents to be able to have the passes in addition to registering their plates.
6. There have been approximately 5,800 vehicle registrations since January 2024. The registration process will be very easy and effective with the parking enforcement software. For those residents, who do not have access to the internet, staff will be able to register their plates for them.

7. The Town currently allows eligible residents to register as many vehicles that are in their name with no limit. Staff engaged with surrounding municipalities as well as other municipalities that currently have the digital residential parking system in place. It was noted that those municipalities cap the registration of vehicles at two. There are also no concessions made for residents without vehicles in other municipalities.
8. If the parking passes are going to be implemented in 2025, we will require additional staff to process them and additional enforcement staff to deal with the hanging parking passes as they do not align with the enforcement parking software. This creates an additional 10-15 minutes for the officer for each parking pass hanger. In 2024, it took additional time for officers to locate the pass as they were not all hanging from the rear-view mirror. Some passes were located some on the dash, on the consoles and on the seats. Several 2023 parking pass hangers remained in vehicles, and some residents believed that would be sufficient for the 2024 parking season. Residents received tickets and then disputed them as they were residents but did not opt to purchase a parking pass or register their license plates.
9. Implementing that individuals with accessible parking permits will be eligible to park for free within the Town's paid parking areas will assist the residents that do not have a vehicle to register a license plate. An accessible parking permit which can be obtained from the Ministry of Transportation without a driver's license.
10. Staff have had to deal with very angry residents and have suffered some verbal abuse surrounding the parking passes as residents felt that the passes should be available for family and friends.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

Alleviate the need to produce paper and/or plastic parking pass hangers.

G. Financial Impacts

Moving forward with the digital plate registration will have a cost savings of approximately \$10,000. This will also reduce staff time and not require any additional staffing.

H. In Consultation With

Ryan Gibbons, Director of Community Services

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Debbie Young, Manager of By-law & Licensing bylawadmin@thebluemountains.ca.

J. Attached

None

Respectfully submitted,

Debbie Young
Manager of By-law & Licensing

For more information, please contact:
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Report Approval Details

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Attachments:	
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This report and all of its attachments were approved and signed as outlined below:

Ryan Gibbons - Nov 7, 2024 - 12:01 PM