

#### CHRISTMAS FREE PARKING PROGRAM

**Presentation to the BIA Advisory Committee** 

**September 13, 2022** 

#### **Outline of Presentation**

- Operational Issues with Previous Years
- Options to Address Issues
- Alternatives to Free Holiday Parking
- Feedback and Discussion



## **Operational Issues with Previous Years**

- Traditional method of changing inserts takes weeks of staff time and exempts payment beyond program period due to changeover
- Time limited enforcement is significantly more labour- intensive reducing the overall level of enforcement leading to poor turnover
- Poor customer awareness in 2021 season without on-site indication of program



Option 1: Improve on 2021 model and change dates of program to December 12 – January 2 to account for additional resources (signs, staffing, stickers, etc.)

Option 2: Return to meter inserts and change dates to December 12 – December 26 to account for additional staff time and revenue loss.

Option 3: Offer two-hour free parking through the Passport app only



#### Improve on 2021 model

- Post signs at entrances to free zones and key locations within
- Provide stickers to the BIA for installation on meters
- Include maps in promotional materials
- This option does not address enforcement limitations



#### **Return to Inserts with Modified Dates**

- Change program dates to December 12 –
  December 26
- Later start mitigates revenue loss (payment and tickets) associated with required staff time.
- This option does not address enforcement limitations



#### **Operate Program through Passport**

- Can be operated with different time limits than traditional 2 hour free parking i.e. 1 hour free with the option to pay for additional time
- Can also be applied to lots
- Promotes the app
- Allows normal enforcement, promoting turnover and addressing abuse
- Would be advertised like Option 1 with signs and stickers



**2**H FREE in Lots

Use Code HOLIDAY in Passport Parking App

Additional time can be purchased for longer stays

Parking sessions must be registered in the mobile app to

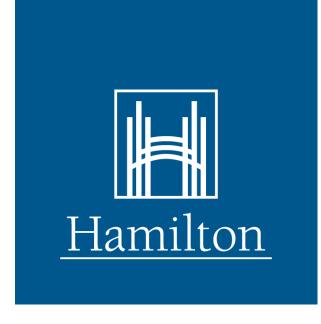


## **Alternatives to Free Christmas Parking**

Instead of offering free parking in a high demand season:

- Discontinue Free Parking Program similar to other municipalities.
- Offer program in certain lots and not on-street.
- Transfer the program to a once a week free afternoon in the slower winter season from January to March i.e. two Hour Tuesdays or Winter Wednesdays. Advertise on-line, in stores and with meter stickers.





Feedback and Discussion Period

# THANK YOU