



Hamilton

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

Options to Address Issues

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

Options to Address Issues 1

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

Options to Address Issues 2

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

Options to Address Issues 3

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



**PARK
BY APP FOR
FREE THIS
DECEMBER**

**1H FREE On-Street
2H 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
utilize free period

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.



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Feedback and Discussion Period

THANK YOU