




**CITY OF HAMILTON**  
**PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT**  
**Transportation Planning and Parking Division**

<b>TO:</b>	Chair and Members Planning Committee
<b>COMMITTEE DATE:</b>	August 13, 2024
<b>SUBJECT/REPORT NO:</b>	Toys for Tickets (PED24145) (City Wide) <b>(Outstanding Business List Item)</b>
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	James Buffett (905) 546-2424 Ext. 3177
<b>SUBMITTED BY:</b>	Brian Hollingworth Director, Transportation Planning and Parking Planning and Economic Development Department
<b>SIGNATURE:</b>	

### RECOMMENDATION

That Council approve the implementation of a Toys for Tickets pilot program for 2024 that provides a one-week window of opportunity, December 2 to 6, 2024, for recipients of parking administrative penalties to pay a penalty with a toy donation equal to or greater in monetary value of the issued penalty with the Director of Transportation Planning and Parking (or delegate) to authorize the donation value as payment, the donations be directed to United Way Halton and Hamilton, and for staff to report back in the first quarter of 2025 with program results and further recommendations for a possible ongoing annual program offering.

### EXECUTIVE SUMMARY

Following a motion which was passed in December 2023 by Council, staff were directed to examine existing Toys for Tickets programs in other municipalities and bring forward recommendations for possible implementation in Hamilton in 2024.

Several municipalities across Ontario offer programs whereby during the December holiday season, toys are accepted as payment for parking penalties. Based on a review of these municipalities, it can be concluded that, there are positive outcomes in terms of community interaction and engagement with minimal financial impact.

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

Accordingly, it is recommended that the City of Hamilton pilot test a similar Toys for Tickets initiative. It is expected, that, there will be modest impacts to the operating budget, in terms of fine revenue, with an upper range of approximately \$12,000 in revenues forgone. It is not expected, nor has any municipality reported, a high level of participation (percentage of penalties paid via donation) in such a program.

Hamilton Municipal Parking System Staff would collaborate with City of Hamilton Communication Staff on public notification and messaging. Hamilton's Toys for Tickets program can be implemented utilizing the Hamilton Municipal Parking System Office during the week of December 2 to 6, 2024.

**Alternatives for Consideration – Not Applicable**

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

- Financial:** During 2023 and 2024, the City of Hamilton received an average of \$120,000 per week of administrative penalty payments (voluntary payment of penalties via online payment portal, mail, or Municipal Service Centres). The vast majority of payments are related to parking penalties (98%), while some fall under Licensing and By-law Services (2%). Forecasting a conservative estimate of 10% of payments via donation during the week of the program, approximately \$12,000 in penalty revenue would be “lost”, and, in-turn, provide \$12,000 or more in donated toys for a charitable organization.
- Staffing:** Existing staff within Hamilton Municipal Parking System would be able to administer the program at no extra cost.
- Legal:** Parking Enforcement Officers, or Screening Officers, will not be utilized for the administration portion, so as, to not conflict with the Administrative Penalty By-law Section 27 that speaks to Officers not being able to accept payment for administrative penalties.

**HISTORICAL BACKGROUND**

On December 5, 2023, the Planning Committee passed a motion that staff examine existing “toys for tickets” payment programs in applicable municipalities and report back in Q2 2024 with recommendations with a possible implementation of a similar program in Hamilton in 2024. This was ratified by Council on December 13, 2023.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

A review of existing City of Hamilton Policies, and present legislation, concluded that there are no legal or legislative barrier which would prevent a program such as this from being implemented. The financial impact is the main area of concern with there being a minimal impact to budgeted fine revenues.

The Administrative Penalty System Financial Reporting Policy speaks to the tracking of Penalty payments. Every penalty that is paid via this program would be tracked and reported on via annual budget process.

## **RELEVANT CONSULTATION**

Legal, Finance, and Licensing and By-law Services have all been consulted with prior to the submission of this Report.

## **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

Several municipalities within Ontario offer a “Toys for Tickets” program including Bradford West Gwillimbury, Clearview, New Tecumseh, Orillia, Oshawa, Aurora, Ajax, and Kingston, as examples. Each program has some unique variables, but the consistent unifying element of each program is the provision of a small window of time for recipients of penalties to donate an equal to or greater value toy instead of a monetary payment for penalty.

A penalty payment substitution program like this offers for persons receiving a parking ticket to give back to the community for the betterment of a person or family in need, thus, turning the experience of receiving a parking ticket into a more positive one. The program can also partner with a local charity or existing relationships the City of Hamilton has formed, like that of the United Way.

Municipalities reported as low as 0.2% and as high as 6% of penalties during their respective donation windows. Utilizing a conservative estimate of 10% would equate to a penalty revenue value of \$12,000 being remitted.

## **ALTERNATIVES FOR CONSIDERATION**

Council could choose to direct staff to investigate other potential approaches for parking payment substitution during the holiday season, however, the Toys for Tickets model appears to be the most common model in Ontario.

## **APPENDICES AND SCHEDULES ATTACHED**

Not Applicable.