



INFORMATION UPDATE

TO:	Mayor and Members City Council
DATE:	July 2, 2020
SUBJECT:	Pay-by-Phone Parking Mobile Application Launch (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Brian Hollingworth Director, Transportation Planning and Parking Planning and Economic Development Department
SIGNATURE:	

Based on Council direction, and with input from the City's Business Improvement Areas (BIAs), Hamilton Municipal Parking System staff have been preparing to implement a mobile payment option for parking, referred to as "pay-by-phone." City staff are planning to launch the mobile parking application on Monday, July 6, 2020. The mobile parking application is inclusive of all on-street parking meters and Municipal car parks. Payment by coin at meters and coin/credit card in off-street lots will still be available.

The mobile payment application is being provided by Passport Labs Incorporated (Passport). Passport provides similar applications for a number of cities, including Kitchener, Windsor, and Toronto, and was selected through a procurement process. The application has been in the beta-testing stage since early March.

To support the launch of the new mobile application, a number of promotional activities are planned, including a media release and social media campaign, as well as, working with the BIAs.

As part of this launch, the increase in on-street meter rates from \$1.50 per hour to \$2.00 per hour, as approved by Council through the budget process, will take effect. In addition, the temporary 30-minute free on-street parking will be removed, and enforcement of meters will return to normal operations.

If you have any questions regarding the above, please contact Amanda McIlveen, Manager, Parking Operations and Initiatives, at Ext. 6009 or via email.

APPENDICES AND SCHEDULES ATTACHED

N/A