

Council Information Memo

To: Mayor and Members of Council

From: Steven Rosati, Manager of Licensing, Strategy & Business Support – Municipal Enforcement Services

CC: Michael Mizzi, Commissioner – Community Development
Selena Campbell, Director – Municipal Enforcement Services

Date: April 22, 2025

Subject: Pay-by-Plate Parking Machine Upgrades and Parking Rate Adjustments

Purpose

The purpose of this memo is to inform Council of Municipal Enforcement Services' plans to upgrade all existing on-street and surface lot pay-by-plate equipment and implement corresponding hourly and daily rate adjustments (excluding the Downtown Parking Garage at 300 Church Street), in alignment with the 2025 Rates and Fees Schedule.

Key Facts

- The current upgrade to the pay-by-plate parking equipment is required as:
 - Rogers Communications Inc. will decommission its third generation (3G) cellular technology network by July 2025. Existing equipment relies on the 3G cellular network.
 - New payment security standards require upgraded machines that support PCI-DSS (Payment Card Industry Data Security Standard) compliant tap payment technology.
- The hourly rate increases range from \$0.25 to \$1.00 (including harmonized sales tax), with the average being \$0.50. (Appendix A)
- The daily rate increases range from \$1.00 to \$2.00 (including HST), with the average being \$1.25. (Appendix A)
- Forecasted budgets have been approved based on these rate increases taking place this fiscal year.
- All rate changes will apply to pay-by-plate machines, traditional meters, and the HONK mobile app.
- Machine upgrades and rate adjustments are to be done in a phased approach, commencing in June with completion by July 31, 2025.

- A communication strategy will be developed and launched in advance of the changes to ensure public awareness and a smooth transition.
- This project does not include the parking parkade, which will have its rates adjusted to match the 2024 approved rates upon reopening.

Background

- The Town introduced pay-by-plate parking technology in 2014 and currently operates 55 machines across the Downtown, Kerr, and Bronte BIAs.
- Hourly and daily parking rate increases were approved by Council as part of the 2024 budget. However, implementation was deferred to align with this upgrade project, as existing machines require on-site servicing to reprogram rates.
- Deferring the rate change avoided additional service fees from the machine vendor.
- All monthly parking permit rate increases approved in the 2024 budget were implemented in late 2024 and early 2025.

Summary

The pay-by-plate machine upgrades will ensure the Town is operating with the most up-to-date and secure payment technology. Adjusting the parking rates will align with Council-approved rates, eliminating the need to revise budget forecasts. Municipal Enforcement Services will collaborate with Communications and Customer Experience staff to develop a comprehensive communication plan to inform stakeholders about the upcoming machine upgrades and rate changes.

APPENDIX A: On-street and surface lot hourly and daily parking rate increases

Service Provided	Location / Description	Unit of Measure	HST Y/N	Current Fee (Tax Included)	2024 Approved Fee (Tax Included)	Increase for 2025 (Tax Included)
Full Cost Recovery						
* Parking at Metered Spaces for maximum 3 hours within Central Business District	Lakeshore Rd East, Navy St, Thomas St, George St, Dunn St, Trafalgar Rd, Reynolds St, Church St	per hour (3 hrs. max)	Y	\$2.00	\$2.50	\$0.50
* Parking at Metered Spaces for maximum 5 hours within Central Business District	Robinson St, Randall St	per hour (5 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Parking at Metered Spaces for maximum 9 hours	Robinson St, Randall St	per hour (9 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Parking at Metered Spaces for maximum 9 hours	Douglas Ave, Ontario St	per hour (9 hrs. max)	Y	\$1.50	\$1.50	\$0.00
* Daily Parking Rate on street (9 hrs. max period per day)	Douglas Ave, Ontario St	per day (9 hrs. max)	Y	\$6.00	\$6.00	\$0.00
* Parking at Metered Spaces for maximum 9 hours outside the Central Business District	Water St, Navy St	per hour (9 hrs. max)	Y	\$1.00	\$1.25	\$0.25
* Daily Parking Rate before 10am on street (9 hours max period per day)	Water Street	per day (9 hrs. max)	Y	\$4.00	\$4.00	\$0.00
* Daily Parking Rate (9 hrs. max period per day)	Water Street	per day (9 hrs. max)	Y	\$6.00	\$6.00	\$0.00
* Parking at a 20 Minute Metered Space	Downtown Oakville	per 20 minutes	Y	\$0.25	\$0.50	\$0.25
* Parking at Metered Space	Kerr Business Village, Bronte Village	per hour (2 hour max)	Y	\$1.50	\$2.00	\$0.50
* Parking at a 20 Minute Metered Space	Kerr Business Village, Bronte Village	per 20 minutes	Y	\$0.25	\$0.50	\$0.25
* Parking on Municipal Lot 1 (\$0.25 minimum)	Church St, south side, between Navy & Thomas	per hour (5 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Parking on Municipal Lot 2 (\$0.25 minimum)	Church St, south side, between Thomas & George	per hour (5 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Parking on Municipal Lot 3 (\$0.25 minimum)	Church St, south side, between George & Dunn	per hour (5 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Parking on Municipal Lot 5	Robinson & Dunn, southeast corner	per hour (9 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Daily Parking Permit on Municipal Lot 5, per entry (\$0.25 Minimum)	Robinson & Dunn, southeast corner	per day (9 hrs. max)	Y	\$7.00	\$9.00	\$2.00
* Parking on Municipal Lot 6	Randall St, south side, between Thomas & George	per hour (9 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Parking on Municipal Lot 6A	Randall St, south side, between Thomas & George	per hour (9 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Daily Parking Permit on Municipal Lot 6A, Lot 6, per entry (\$0.25 Minimum)	Randall St, south side, between Thomas & George	per day (9 hrs. max)	Y	\$8.00	\$9.00	\$1.00
* Parking on Municipal Lot 7	Church & Dunn, southeast corner	per hour (9 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Daily Parking Permit on Municipal Lot 7, per entry (\$0.25 Minimum)	Church & Dunn, southeast corner	per day (9 hrs. max)	Y	\$8.00	\$9.00	\$1.00
* Parking on Municipal Lot 8	Randall St, south side, between Allan & Reynolds	per hour (9 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Daily Parking Permit on Municipal Lot 8, per entry (\$0.25 Minimum)	Randall St, south side, between Allan & Reynolds	per day (9 hrs. max)	Y	\$7.00	\$9.00	\$2.00
* Parking on Municipal Lot 10 (\$0.25 minimum)	Behind Library	per hour (5 hrs. max)	Y	\$1.00	\$1.25	\$0.25

* Parking on Municipal Lot 11A (\$0.25 minimum)	Fire Hall - Water St. south of Randall St. Bridge	per hour (9 hrs. max)	Y	\$1.00	\$1.25	\$0.25
* Parking on Municipal Lot 11B (\$0.25 minimum)	Fire Hall - Water St. north of Randall St. Bridge	per hour (9 hrs. max)	Y	\$1.00	\$1.25	\$0.25
* Daily Parking Permit on Municipal Lot 11B, per entry	Fire Hall - Water St. north of Randall St. Bridge	per day (9 hrs. max)	Y	\$5.00	\$6.00	\$1.00
* Daily Parking Rate before 10am in Lot 11A, 11B, Lot 14 (9 hours max period per day)	Water Street	per day (9 hrs. max)	Y	\$4.00	\$4.00	\$0.00
* Parking on Municipal Lot 12	Kerr and Florence	per hour (9 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Daily Parking Permit on Lot 12 (\$0.25 minimum)	Kerr and Florence	per day (9 hrs. max)	Y	\$7.00	\$8.00	\$1.00
* Parking on Municipal Lot 14	Water St., west side, north of Randall St. Bridge	per hour (9 hrs. max)	Y	\$1.00	\$1.25	\$0.25
* Daily Parking Permit on Lot 14 (\$0.25 minimum)	Water St., west side, north of Randall St. Bridge	per day (9 hrs. max)	Y	\$5.00	\$6.00	\$1.00
* Parking on Municipal Lot 15 (\$0.25 minimum)	Robinson St, north site, east of Navy St.	per hour (5 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Parking on Municipal Lot 16 (\$0.25 minimum)	Thomas St, east side, Lakeshore Rd E & Robinson St	per hour (3 hrs. max)	Y	\$1.50	\$2.50	\$1.00
* Parking on Municipal Lot 17	258 Kerr Street	per hour (9 hrs. max)	Y	\$1.50	\$2.00	\$0.50
* Daily Parking Permit on Lot 17 (\$0.25 minimum)	258 Kerr Street	per day (9 hrs. max)	Y	\$7.00	\$8.00	\$1.00
* Parking on Municipal Lot F	125 Navy Street	per hour (9 hrs. max)	Y	\$1.00	\$1.50	\$0.50
* Daily Parking Permit on Lot Of (\$0.25 minimum)	125 Navy Street	per day (9 hrs. max)	Y	\$5.00	\$6.50	\$1.50