

BUDGET COMMITTEE REQUEST:

Provide the cost of installing parking pay stations in the downtown parking garage located at 300 Church Street.

RECOMMENDATION:

- That the information be received.

KEY FACTS:

- The parking garage (parkade) was closed in April 2024 to undergo essential repairs to extend the durability of the garage by an additional 15 years.
- The parking garage reopened on Friday, August 22, 2025.
- The facility is five levels, providing 290 parking spaces and operates 24/7, offering hourly, daily, and 24-hour parking rates.
- Before the closure, the garage operated on a pay-on-exit system with gates with cash and credit card payment options. Contract staff were on-site 24/7, primarily providing cashier services and a limited level of security.
- The parkade primarily serves monthly permit holders, with over 200 permits issued before closure and 132 currently active. Permits are paid for using the Town's online services.
- Currently, hourly parking can only be paid through HONK Mobile, either via the app or its 'text-to-pay' option, both of which require a smartphone. While HONK Mobile offers ease of payment and the ability to extend parking time without returning to the vehicle, Municipal Enforcement Services has received feedback that some customers lack smartphone access or are uncomfortable using the app.
- Offering an alternative payment option, such as credit card tap technology could enhance convenience and improve overall customer satisfaction with the commercial parking program.

COMMENTS/OPTIONS:

Costs for parking systems

Pay-on-exit system

A pay-on-exit system is a parking payment method where customers pay for the time parked upon leaving the facility, typically at a staffed booth or automated machine at the exit.

During the parkade rehabilitation, MES issued a Request for Information (RFI) for a Payment, Revenue, and Traffic Control Solution to manage parking for transient users, permit holders, and events. The RFI aimed to gather market information for budgeting and planning, potentially informing a future Request for Proposal (RFP). Three responses were received, two of which included cost estimates for gated systems.

Response	Hardware, installation and set-up cost*	Annual software & service fee*
1	\$125,000	\$25,000
2	\$200,000	\$15,000

*Pricing provided in 2024

These costs do not include:

- Monthly/quarterly maintenance and cleaning of equipment
- Staff administration/management of system/solution/equipment
- Replacement, damage, vandalism, repair costs

Pay-by-plate machines

A pay-by-plate machine is a parking payment system where customers enter their vehicle's licence plate number at a kiosk and pay for their parking time upfront, eliminating the need for physical tickets or pay-on-exit gates. These types of machines are currently being used in Town open air parking lots and for on-street parking in commercial areas.

Using pay-by-plate machines inside the garage would require additional setup costs for electrical and internet connections, as solar-powered units with cellular communication cannot operate indoors.

Hardware & installation	Electrical set-up*	Internet connection set-up*	On-going costs
\$14,370	~\$1,000	~\$500	~\$300/year

*These figures are preliminary estimates based on previous work completed in the garage; obtaining official quotes will require more time for vendor site visits and technical assessments.

As these units require upfront payment, it is recommended to install one on each level, totaling five units.

Hardware & installation (x5)	Electrical set-up (x5)	Internet connection set-up (x5)	On-going costs (x5)
\$71,850	~\$5,000	~\$2,500	~\$1,500/year

In addition to machine costs, other expenses include approximately:

- \$2,000 for new signage
- \$3,000 for miscellaneous items such as labor, site preparation, testing, and integration with AIMS technology.

Total estimated set-up cost: \$79,350

Additional operating costs: \$1,500/year

Other Considerations

Since the reopening of the parking garage, there have been 3,968 hourly parking transactions processed through HONK, generating \$19,926 in revenue for the Town. HONK collects payment directly via a transaction fee at the time of purchase.

Of these transactions, 2,854 were completed through the HONK app, while 1,114 used the “text-to-pay” option, demonstrating strong adoption of digital payment methods.

Monthly parking permits continue to be the primary revenue driver for the parking garage, generating over \$30,000 year-to-date.

As the Parking program is self-funded, any required funding in the operating or capital budgets would come from the Town’s Parking Enterprise Reserve.