

Dear Mayor Elmslie and Esteemed Members of Council,

To begin, we would like to acknowledge how much we appreciate the dedication of our city's municipal service staff and we understand the complexities involved in managing the more urban spaces of our municipality effectively – especially in regards to the City's parking inventory. Today, we would like to address the recent changes to parking fines that affect our downtown area and propose constructive recommendations that align with our shared goal of fostering a vibrant and welcoming environment for residents and visitors.

As you may know, the Lindsay Downtown BIA has a long history at the forefront of Downtown Lindsay's parking management. During the City's Parking Study in 2014, the BIA lobbied for the removal of paid parking in the downtown, instead of the proposed pay-and-display installation, which we knew would incur a high financial cost to taxpayers and an even greater cost to visitor traffic. This 'pilot project' remains in effect over a decade later. In 2017, we successfully advocated for the innovative concept of employing Parking Control Officers to enforce the City's parking by-law, a program that has drawn admiration from other BIAs across the province. We were proud to present this successful model at the Ontario Business Improvement Area Association (OBIAA) conference, where it garnered interest from many attendees. Furthermore, the City's consultants in the 2021 Parking Study recognized our program as an exemplary format that they would like to see replicated in other communities, affirming the positive impact of our approach on both parking enforcement and the downtown experience.

However, this past November, we became aware through our officers, of significant increases in parking fines, implemented without prior consultation or notification to our BIA. While we recognize the need to adjust fines to keep pace with inflation, we believe that the current rates may be excessive, particularly for common infractions such as exceeding the time limit of our two-hour free street parking. The section of the by-law that enforces a 2 hour time limit is specific to Downtown Lindsay, as it is not a parking restriction anywhere else in the municipality.

In an effort to address this concern, we are presenting a proposed schedule of adjusted fines that we believe will strike a balance between maintaining order and turnover, and ensuring a friendly atmosphere in our downtown. Our proposed adjustments are designed to be both reasonable and effective in discouraging misuse of free parking, while still being considerate of the local businesses and visitors who contribute to our community's vibrancy, and are intended to be raised reasonable amounts over a 5 year period instead of a more significant hike all at once. We understand that changes to the short-form wording – as indicated in the table below – require approval by the Ontario Court of Justice, but also that that their process of approvals may not be as lengthy as we once believed. The most significant issue we are facing is that the current increase – which we feel to be extreme - will most certainly repel visitors from returning to the downtown if they have the misfortune of receiving a ticket – which is certainly the opposite of our goal. As these increases took place in November, this is most certainly already happening.

Additionally, our research into parking fines across other municipalities in Ontario reveals that the new fine structure already put in place by the Municipal Law Enforcement & Licensing Department exceeds those of many Ontario municipalities, including much larger urban areas. As such, we respectfully urge Council to consider our recommendations, which we believe will reflect a fairer standard and enhance the overall appeal of Downtown Lindsay. We are addressing only the most common fines given by our officers in our downtown, as this is all that we feel we have the qualifications to make recommendations on, even though new and increased fine amounts were assigned across much of the entire by-law for the entire municipality, and may warrant a closer look by City Staff.

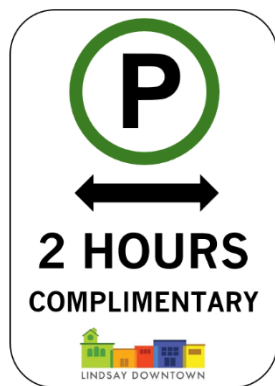
Moreover, we would like to address the matter of signage regarding the availability of downtown parking, and the regulations. We are patiently awaiting the results of the city-wide signage study that we are optimistic will bring much-needed wayfinding and directional signage for parking, but understand that this is still under staff review. However, in terms of the existing signage that indicates 2 hour free parking along Lindsay's main streets, we believe it is currently inadequate in promoting this vital service. We would like to propose the installation of attractive, branded signage on lampposts along the main streets. This initiative would not only utilize existing infrastructure, thereby minimizing costs, but also enhance awareness and education about our free parking benefits. By clearly communicating this complimentary

service, we can cultivate a welcoming atmosphere that encourages more visitors to explore and enjoy what Downtown Lindsay has to offer.

In conclusion, we appreciate the Council's consideration of these recommendations. We are proud of the parking enforcement structure that we have all been able to create together, that is often widely coveted and complimented by BIA's across Ontario, as well as by the consultants who completed the last Parking Study. We are confident that by collaboratively working together, we can enhance the downtown experience for everyone, while still upholding the necessary regulations that protect our community. We welcome any discussions on this matter and look forward to your support in fostering a thriving Downtown Lindsay.

Thank you for your consideration,
Lindsay Downtown BIA

OFFENSE SHORT FORM WORDING (Top 8 Given by BIA) LDBIA PROPOSED FINE ADJUSTMENTS (In Red)		OLD FINE		NEW FINE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
25% of all tickets given	2.08.1 - Park longer than 2 hours (street, specific to LDBIA)	20.00		45.00	25.00	25.00	30.00	30.00	30.00
60% of all tickets given	3.10 - Park longer than permitted maximum hours in municipal lot	30.00		45.00	35.00	35.00	40.00	40.00	45.00
5% of all tickets given	3.06 - Park outside designated area in municipal lot	30.00		45.00	35.00	35.00	40.00	40.00	45.00
	2.04 - Park outside designated area (street)	30.00		45.00	35.00	35.00	40.00	40.00	45.00
	2.18 - Park/stop in loading zone	65.00		65.00	No recommendation to change				
	2.14(a) - Park/stop on sidewalk or footpath	50.00		50.00	No recommendation to change				
	2.15 - Park in 'no parking' zone	65.00		65.00	No recommendation to change				
	2.03 - Angle parking backed in	30.00		45.00	30.00	30.00	35.00	35.00	40.00



**LDBIA PROPOSED
STREET PARKING SIGNS**

Summary of Requests to City of Kawartha Lakes Council

1. Incremental Increase of Parking Fines

We request that the fines for the most common parking infractions in Downtown Lindsay be incrementally increased over a five-year period, as detailed in the attached table. This approach aims to balance enforcement with community needs.

2. Enhanced Signage for Free Parking

We request the creation of additional signage to inform visitors of the two-hour free parking on downtown Lindsay's streets. This signage, featuring the Lindsay Downtown BIA's branding, will promote free parking as an enhanced service of our downtown. We propose that this signage be installed on all downtown lampposts to maximize visibility and awareness.