



Memorandum

To: Stakeholders
From: Vicky Trotter, Council Committee Coordinator
Date: April 3, 2023
RE: Set Fine Increase - May 1, 2024

The City's set fines for parking are increasing on May 1, 2024.

Background:

At the November 27, 2023, Regular meeting, Council approved amendments to the City's set fines related to the City's Traffic and Parking By-law. Following approval, the City submitted an application to the Province requesting approval of the amended set fines. That application has now been approved and staff are in the process of enacting this change by May 1, 2024.

What does this mean?

This means that set fines for parking related infractions are increasing as of May 1, 2024. For example, an expired meter ticket will carry a set fine of \$60, or a \$40 voluntary payment if paid within 7 days and parking in a No Parking area/space will carry a set fine of \$80, or a \$60 voluntary payment if paid within 7 days.

Is the parking rate increasing?

No. The parking rate is not increasing and the standard parking rate at on-street parking spaces is \$1.50/hr and the rate in lots is \$1.25/hr.

How do I avoid tickets?

- Remember parking time limits, choose a lot that suits your needs
- Pay your meter/machine or use the HotSpot Application
- Free parking continues in the Cooper and Downie Lots

How is this change being communicated?

A communication plan has been created and information about the increase will be provided to the public and shared with stakeholders in various formats to reach as many people as possible. Information will be posted to the:

- City's website
- City social media accounts
- Local newspaper
- Local radio

We would appreciate your organization sharing this information with any shareholders, boards, staff members, etc.

Questions about the increased set fines can be directed to the Clerk's Office at parking@stratford.ca or 519-271-0250, extension 5230 or 5233.

Sincerely,

Audrey Pascual,
Deputy Clerk

apascual@stratford.ca

519-271-0250, extension 5233