
Traffic Bylaw Amendment – New Parking App

ISSUE

The WayToPark parking application (app) is the smart phone app designed to facilitate purchase of parking time within a pay station zone. A new app is being released by the vendor and amendments are required to Bylaw No. 7200, The Traffic Bylaw (Traffic Bylaw), to facilitate usage of the app as an allowable form of parking payment.

RECOMMENDATION

That the Standing Policy Committee on Transportation recommend to City Council:

1. That any parking app approved by the City of Saskatoon be an acceptable method to pay parking fees under The Traffic Bylaw;
2. That authority to approve future parking apps be delegated to the General Manager of Community Services; and
3. That the City Solicitor be requested to prepare the proposed amendments to Bylaw No. 7200, The Traffic Bylaw.

BACKGROUND

The City of Saskatoon (City) regulates on-street parking through the Traffic Bylaw. The Bylaw identifies pay station zones and outlines acceptable methods to pay parking fees.

The WayToPark app was released for public use on April 15, 2017 as an option to pay for on-street parking in addition to the City's FlexParking pay stations. It will be decommissioned on June 30, 2022 and replaced by the vendor's new parking app known as ParkedIn. The vendor will be releasing ParkedIn on June 1st for public download. Both WayToPark and ParkedIn apps will be available for use in tandem during this transition period.

DISCUSSION/ANALYSIS

Currently, parking payments made via the parking app account for approximately 39% of pay parking transactions on average. App usage remains strong and has increased over the past four years. It is anticipated that app usage has increased due to COVID-19 considerations and a greater familiarity with the WayToPark app.

Yearly Comparison of Parking Payment Methods

Year	Purchase by Coin	Purchase by Card	Purchase by App
2019	39%	29%	32%
2020	35%	27%	38%
2021	31%	29%	40%
2022 (as of March 14, 2022)	27%	26%	47%
Average (YTD)	33%	28%	39%

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The new ParkedIn app will operate and function similar to the WayToPark app, with some additional features such as the ability to support debit payments whereas WayToPark only accepted credit cards. Future mapping and other features will be released at a later date by the vendor.

Because the ParkedIn app is a different app, customers must download the app on their own and it cannot be forced upon current WayToPark app users by the vendor or the City. To facilitate the transition, both apps will be available to pay for parking until the WayToPark app is decommissioned on June 30, 2022.

The Traffic Bylaw makes specific reference to the WayToPark app as the only approved app to pay for parking. An amendment to the Traffic Bylaw is required to allow the use of other apps for the same function. Delegation of authority to approve an app or future apps could be provided to the General Manager of Community Services to avoid the need for future bylaw amendments.

FINANCIAL IMPLICATIONS

Vendor fees for both parking apps remain the same and no additional fees are anticipated.

COMMUNICATIONS PLAN

A public education campaign will commence on June 1, 2022 and conclude in mid-July to encourage users to download the new app. A variety of media platforms will be used to educate the public on the new app release including social media, radio ads, utility bill inserts, website, PSAs and other advertising. New decals will be added to all pay stations to reflect the new app in service.

OTHER IMPLICATIONS

There are no privacy, legal, social, or environmental implications identified.

NEXT STEPS

Should City Council approve the proposed recommendations, the City Solicitor will draft the necessary bylaw amendment for consideration at the City Council Regular Business Meeting on May 24, 2022.

REPORT APPROVAL

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Reviewed by: Matt Grazier, Director of Community Standards
Approved by: Lynne Lacroix, General Manager, Community Services

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