



Communications Objectives

- 1 Promote the Pay-by-Plate system
- 2 Promote Free Parking (Free P!)
- 3 Enlist the support of downtown businesses
- 4 Make parking information and parking spaces easier to find



Promote Pay-by-Plate

- Promote the benefits of Pay-by-Plate, chiefly the convenient payment options.
- Make it easier for users to learn how to use the parking machines and/or to pay by phone or online.

Pay-by-Plate – Parking Machines

Re-skin the parking machines to reduce the clutter of information and make the instructions easier to read, understand and follow.

Current Parking Machine



Re-skinned Parking Machine





Pay-by-Plate Instructions

Create a **downloadable Instruction Sheet**.

Create a **pocket-size Pay-by-Plate guide** that businesses can distribute to employees and customers.



Downtown Pay-By-Plate Parking Instructions

Paying with Coins

- 1 - Press **OK** on keyboard to start
- 2 - Enter your License Plate number
- 3 - Follow instructions on screen
- 4 - Pay by coins - CDN 25¢, \$1, or \$2 (machine does not give change)
- 5 - Press **OK** to print receipt (it's not necessary to place receipt on your dash)

Paying with a Credit Card

- 1 - Press **OK** on keyboard to start
- 2 - Enter your License Plate number
- 3 - Follow instructions on screen
- 4 - Pay by credit card (no debit cards) (insert credit card firmly)
- 5 - Use the **0-9** keys to select the desired amount of time. Note: the minimum payment by credit card is one hour (\$1.75)
- 6 - Select **0** key for the maximum parking time allowed in your location.
- 7 - Press **OK** to print receipt (it's not necessary to place receipt on your dash)

Parking Rates

Monday to Friday 9 am - 6 pm
\$1.75 per hour

Evenings and Weekends - FREE

3 hour maximum parking on the street.
No time limit in the parking lots.

Pay with coins or credit card and get 20 minutes FREE.

Paid time left on your ticket?
Use it on another downtown parking spot.

Paying using **TELE-PARK**

Register Online

Visit www.telepark.ca and register for free. Registration requires: Email Address, Cell Phone, Credit Card and License Plate.

Three Ways to Pay

Call 647-789-0950
Dial the Telepark phone number above from your registered phone and follow the instructions. To end your parking session call the number above and press the pound key #.

Text 647-725-6363
Text 1802 (the zone number posted on the side of the parking meter) from your registered phone to the number above. To end your parking session text "tame" to the number above.

Web Telepark.ca

Log into Telepark.ca and create an online profile for added features. You can start and end your parking session online.

NOTE: Free 20-minute courtesy time is not available when using Telepark.

Remember to end the parking session

When paying by phone or online, be sure to end your parking session to prevent additional charges. You can set a daily maximum limit when registering online.

Need Help with Telepark?

Call 1-855-767-7275

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City of Burlington
Parking Services | 905-335-7816 | 1-877-231-9609
parking@burlington.ca | burlington.ca/parking

Pay-by-Plate App

Investigate a **Parking App** solution as a more user-friendly alternative to Telepark.



5

2

Promote Free Parking

1. Encourage people to visit downtown Burlington.
2. Make people aware of the free parking opportunities during the evenings, weekends, holidays, and in December.



Promote Free P! using **social media**. Take advantage of holidays and special events to highlight all of the free parking opportunities.

Free P! Social Media Promotions

St. Patrick's Day, New Year's Eve	Drink responsibly... but just in case, there's free parking overnight in the municipal parking lots.
Victoria Day, Canada Day	Enjoy the fireworks... and the free parking in downtown Burlington municipal lots.
Ribfest, Sound of Music, Taste of Burlington, Doors Open, Santa Claus Parade	Enjoy free parking in downtown Burlington – evenings, weekends and holidays.
Christmas Shopping Season	Free P! downtown in December on the streets, the municipal parking lots and parking garage.

Free Parking (Free P!)

Boost Facebook posts with **small ad buys** to reach those outside our own networks.

Reach out to businesses and their employees – especially in December – to encourage them to use the parking lots.

3

Engage Downtown Businesses

1. Provide businesses with information and tools they can share with employees and customers.
2. Encourage employees to use the parking lots to free up street parking for visitors.
3. Promote the monthly parking permits.

Downtown Parking Toolkit

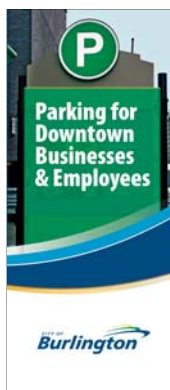
Create an information kit that includes:

- A brochure promoting the parking lots and monthly parking permits
- A pocket-size Pay-by-Plate guide
- New window clings

Downtown Parking Toolkit



Parking Brochure for Businesses



Purpose of the Brochure:

1. Educate those who work downtown
2. Promote the parking lots
3. Promote monthly permits
4. Map showing lots where they can park
5. Free P! information

Parking Brochure for Businesses

Parking for Downtown Businesses

We know your customers and employees want downtown parking to be easy and convenient. There are a few things you can do to make their visit more enjoyable and your own parking experience more meaningful too.

On Street Parking (3 hours max)

Customers and short stay visitors appreciate on street parking close to the places where they shop and dine. By encouraging your employees to use the municipal parking lots instead of street parking you are helping to free up spaces for visitors and making their stay more pleasant and enjoyable.

Municipal Parking Facilities (no time limit)

For those who work downtown on a regular basis, the municipal parking lots and the Laund Street parking garage are a perfect parking solution. There is three levels in the municipal lots - you can park all day and even overnight. There are more than a dozen lots to choose from, several of them just a short walk from where you work. You may even save a lot of money if you buy a monthly permit.



FREE On-Street Parking (three hour maximum)

- Monday to Friday, 8 p.m. to 7 a.m.
- Free Saturday, Sunday, and Holidays
- Free Parking during the month of December

NOTE: Overnight parking is not allowed between 1 a.m. and 6 a.m. on the streets.

FREE Parking in Municipal Parking Lots and Garage (no time limit)

- Monday to Friday, 8 p.m. to 7 a.m.
- Free Saturday, Sunday, and Holidays
- Free Parking during the month of December

NOTE: Overnight parking is permitted in parking lots and the parking garage.

FREE Parking when displaying:

- As a resident permit, a city issued veteran permit or a veteran license plate (3 hour maximum on streets, no time limit in parking garage or lots.)

Drink responsibly

Keep Burlington's roads safe and leave your car overnight

- Can be permitted to park overnight for FREE in municipal parking lots and the Waterfront Parking Garage located at 414 Laund St.
- Pick up the car by 9 a.m. Monday to Friday.

Contact Us

Parking Services
Transportation Services Department
Phone: 802.225.7818
Toll Free: 1.877.233.8626
Email: parking@burlington.ca
Website: www.burlington.ca/parking

Burlington City Hall
414 Laund St., Burlington, ON L7R 1J6
Monday to Friday, 8:30 a.m. to 4:30 p.m.
After Hours Call: 800-485-4160







Parking Map for Businesses

No.	NAME	PERMIT TYPE	SPACES
1	Post Street Lot	Daily and Monthly Permit	10
2	Burlington Avenue Lot	Monthly Permit	44
3	John Street North Lot	Daily and Monthly Permit	116
4	Queen Street Lot	Daily and Monthly Permit	81
5	Beard Street Lot	Daily Parking	48
6	Beard Street South Lot	Daily and Monthly Permit	71
7	Laund Street Lot	Daily and Monthly Permit	86
8	Laund Street Lot	Daily and Monthly Permit	44
9	Laund Street Lot	Monthly Permit	11
10	Waterfront North Lot	Daily Parking	47
11	Waterfront North Lot	Daily Parking	47
12	City Hall Lot	Daily Parking	10
13	Beard Street North Lot	Daily and Monthly Permit	77
14	Waterfront Parking Garage	Daily and Monthly Permit	230*

*Waterfront Parking Garage also has 2 Electric Vehicle Charging Stations and 21 Bike racks.



Monthly Parking Permits – A Better Way to Pay

A monthly parking permit is the most economical solution for most people who work downtown every day. You can purchase a permit for one of the municipal lots by phone or online. For maximum benefit and minimum payment hassle, choose to pay by monthly pre-authorized credit card. Once you're registered, you won't have to worry about renewing again.

Prices range from \$83 – \$112 per month.

For more information, visit www.burlington.ca/parking or call 800-335-7016.

Daily Parking Rates

- \$1.75 per hour
- On-street Parking – 3 hour limit
- Municipal parking lots and parking garage – see time limit (Monday to Friday, 8 a.m. to 4 p.m.)

City of Burlington

Legend:

- P Municipal Parking Lots
- P Municipal Parking Garage
- P Waterfront Lots (Rules Vary)
- P Private Lots (Rules Vary)
- Loading Zones
- Street Pay Parking Areas

NOTE: This map is to show the NEW look only. The map needs to be updated and extended to show the NEW downtown parking area up to Church Avenue and the NEW Hospital Parking Facilities.

In addition to the toolkit...

Promote **Monthly Parking Permits** – offer incentives (e.g. movie tickets) and consider establishing a Rewards/Points Program.

Park 'n Walk campaign to encourage parking lot use. Add ten minutes of healthy exercise to your daily routine.

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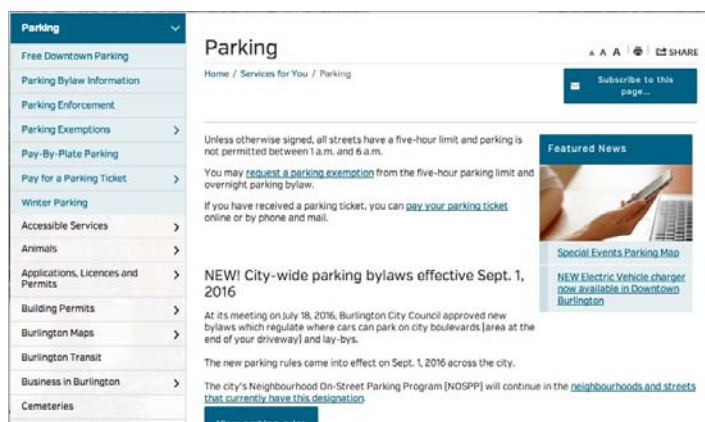
Make Parking Easy to Find

1. Make parking information easier to find and easy to understand.
2. Make it easier to find parking spaces by improving signage and other navigational tools.
3. Promote the Parking Garage.

Make Parking Information Easier to Find

1. Reorganize information on the **City website**.
2. Add parking lots to **Google Maps**.
3. Create a better **downtown parking map** for members of the public.

City Website





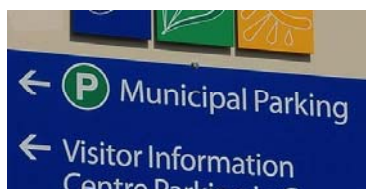
Make Parking Easy to Find

Implement
Vehicle Counters
and **Digital Signs**
in all parking lots.



Make Parking Easy to Find

Review **Wayfinding Signs** on city streets.



Make Parking Easy to Find

Promote the **Parking Garage** – use social media and create a simple rack brochure.



Make Parking Easy to Find

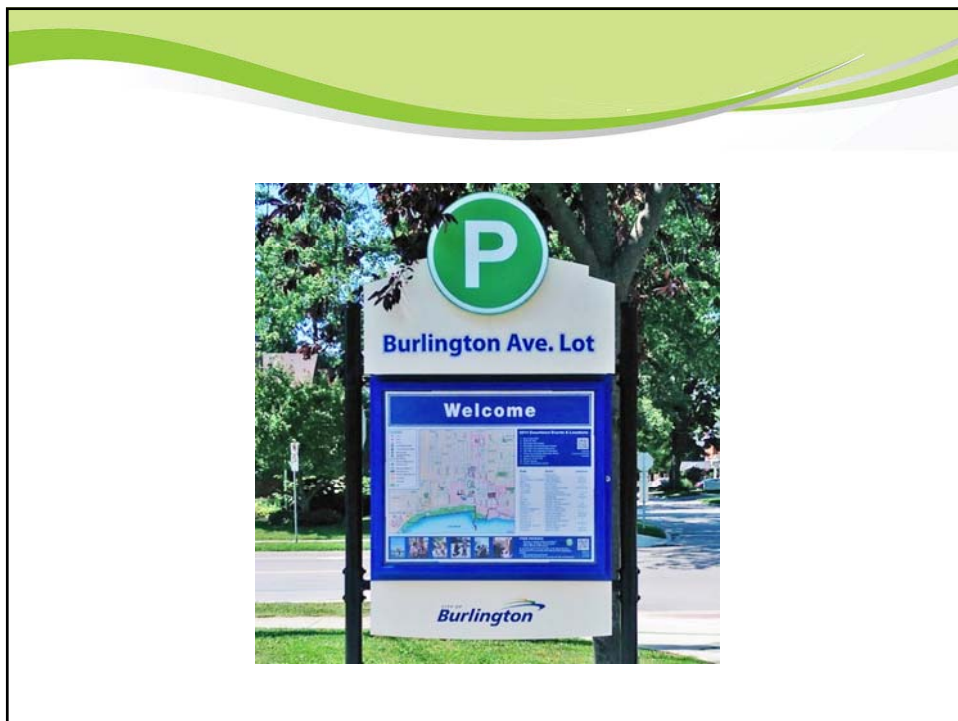
Use the “**Green P**” on all communications.
Make it the brand of municipal parking.



Brand Strategy

The “Green P” is the most recognizable symbol of municipal parking. Make it a **brand tool**.







Brand Integration



City of Burlington
Municipal Parking



Free Parking in
the Downtown