REPORT
By-law Services Department

TO: Mayor and Members of Council

FROM: Hilary Williams, Director of By-Law Service and Animal Control

DATE: December 11, 2023

REPORT: BL-07/23 **FILE NO.**

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SUBJECT: Change of Permit Parking Application to HotSpot

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BACKGROUND: Approximately two years ago the Township of Uxbridge commenced a Pilot Permit Parking project for seven trailheads and the Fields of Uxbridge. At that time, the parking management system was adopted by the Township to streamline permit parking for both residents and visitors.

Over the past two years there have been issues and complaints related to the functionality and ease of use of the current application. Further, the Township requires replacement of a related legacy Records Management System by-law application to improve cyber security.

DISCUSSION:

The Township of Uxbridge has decided to transition to Hotspot, a more advanced and efficient parking management system. The choice of Hotspot is based on several key factors that make it a superior alternative:

2.1 Improved Customer Experience: The transition to Hotspot will result in a smoother and more efficient parking experience for residents and customers.

2.2 User-Friendly Interface: Hotspot boasts an intuitive and user-friendly interface, making it easy for the public and enforcement officers to navigate and use the system effectively. This will significantly reduce the learning curve and improve overall productivity.

2.3 Improved Support Experience: HotSpot provides 24/7 customer support.

2.4 Handheld Ticket Printers: HotSpot provides handheld ticket printers, allowing enforcement officers to issue tickets quickly and accurately in real-time. This eliminates the need and staff time to manually enter data and reduces the chances of errors in ticket issuance.

2.5 Record Management System with Self-Generation: HotSpot comes with its own robust Records Management System (RMS) that automates data generation and reporting. This ensures accurate record-keeping, minimizes data entry errors, and enhances the efficiency of parking management. Further, with automated data generation, infractions are immediately imported allowing customers to pay an infraction instantly upon receipt. This will replace the legacy RMS system.

2.7 Widely Used in Ontario: HotSpot has gained significant traction across Ontario, with numerous municipalities, including Pickering, Barrie, Clarington, Timmins, Sudbury, Tiny, Port Hope, and many more, successfully implementing the system. This widespread adoption demonstrates its reliability and effectiveness in diverse municipal settings.

COST/BENEFIT ANALYSIS:

For the annual cost of $32,000, HotSpot provides both a permitting system and e-ticketing management and RMS system vs the approximate annual total cost of the existing systems and fees and charges of $45,000.

One-time Onboarding Costs:

There will be a one-time onboarding fee of $8,000 for the Enforcement Enterprise configurations. This includes consultation, customization, training, and other services necessary to ensure a smooth transition to the new platform.

In addition, the purchase of two (2) zebra ticketing machines total a one-time cost of $2,400 with the ongoing cost of special weather-proof paper costing approximately $1,675 for 5,000 tickets. Currently, manual ticket books cost $5,000 for 5000 tickets. The move to e-ticketing provides the Township a substantial saving in printing alone.

QR codes at the permit parking lots are the only signs requiring a transition. All other signs can remain consistent. A one-time design fee of $300 for the new QR is required, allowing the Township to contract out the signs manufacturing through local businesses. The estimate to resign QR codes is approximately $2,000 - $3,000.

Annual Cost Analysis:	
Current Systems Annual Costs & Fees + Ticket books	**$45,000**
Hot Spot Annual Costs/ Ticket Paper	**33,500**

One time Implementation Cost Total	**$10,700**

All data collected is stored in Canada, in two separate data centres. HotSpot is PCI compliant and will soon be the only pay-by-phone vendor in Canada with Cyber Secure Canada Certification. Meeting the highest level of security compliance, HotSpot has CSA-STAR Level 1 Certification, PCI-DSS Compliant (Payment Processor PCI-DSS Level 1 Certified) and is ISO 27000 & ISO 27001 Compliant.

Should Council approve, HotSpot can start implementation March 2024 and will provide communication support (with Township support and approval) to existing customers. With its many implementations across Canada, HotSpot provides a proven onboarding process document outlining messaging to customers including an overview of the transition via email and what to expect. HotSpot then emails existing permit holders asking them to create an account to "claim" their permit, no further payment is required. The entire communication process is collaborative and transparent and is included in the Enforcement Enterprise set up cost.

The Treasury Department has confirmed that the one-time implementation costs can be funded through 2023 Operational Savings. The Trail Sustainability Committee has reviewed and approved this recommendation.

ALIGNMENT TO STRATEGIC PRIORITIES:

- Good Governance
- A Vibrant and Growing Economy
- Collaboration and Partnerships
- Community Engagement
- Community Well-being

RECOMMENDATION

THAT Report BL-07/23 of 2023 received for information;

AND THAT Council approve the one-time implementation costs of $10,700 to transition to HotSpot, funded through 2023 Operational Savings.

AND THAT Council approve the Township of Uxbridge enter into agreement with HotSpot as recommended in report BL-07/23.

Respectfully Submitted by:

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Hilary Williams, Director By-law Services and Animal Control
Lara Perroni, Project Manager