



## CITY COUNCIL REPORT

**TITLE:**

**BY-LAW NO. 7452 - TO AMEND TRAFFIC BY-LAW NO. 5463 TO ALLOW DIGITAL PARKING PAYMENT**

**PRESENTER:**

Ryan Nickel

**DEPARTMENT:**

Planning & Buildings

**ATTACHMENTS:**

**DATE:**

3/18/2026

**CLEARANCE / APPROVALS:**

Alexis Sukaroff

Ryan Nickel            General Manager

Dave Wardrop        City Manager

**RECOMMENDATION(S):**

That By-law No. 7452 to amend Traffic By-law No. 5463 to allow for digital parking payment in the City be given first reading.

**BACKGROUND:**

Parking meters are utilized to manage parking availability and turnover by promoting the timely departure of vehicles within designated time limits. The city currently administers 668-coin payment metered parking spaces located in the downtown area (614 spaces) and at Prairie Mountain Health (54 spaces). The meters were mostly installed in the late 1950's, early 1960's when downtown was the centre of commerce and shopping. The payment rate is currently set at \$1 per hour for parking on weekdays from 8:00 a.m. to 4:00 p.m.

Previous attempts to modernize the parking system were unsuccessful, largely due to the high costs associated with installing physical pay stations for credit card payments. In the past decade, the pay station systems have become outdated, and more cost-effective third-party digital app-based solutions have emerged as the standard for managing parking resources. Revisions to the Traffic By-law are required to support the implementation of the digital payment option.

**ANALYSIS:**

The current coin-operated system generated approximately \$278,000 in revenue in 2024, representing around 400 paid hours of use or \$400 per parking space annually. With a utilization rate of just 20%, this

indicates that parking spaces are either unoccupied or used without payment 80% of the time. The low utilization rate indicates a surplus of available street parking in the downtown area and underscores the need to evaluate both the downtown parking strategy and its associated payment system. Digital payment systems for parking are very common and used in larger, mid-sized and smaller municipalities throughout Canada and their multiple service providers who offer digital parking solutions.

The main modification of the parking system involves transitioning from the current coin-operated parking meters to online digital payment. The adoption of this digital parking system offers several advantages:

- Payment Options – Payment through app or guest payment options
- Flexibility – Easy to adjust time restrictions and rates based on demand
- Cost-Effective – Uses existing infrastructure (stickers on parking meters), less staffing required to administer (coin removal, meter repair)
- Enforcement Options – Transition to digital app for enforcement with option for scanning of license plates
- Tracking Supply – On-going tracking of parking utilizing, allowing staff to identify areas of parking shortages or availability to adjust rates or permitting accordingly
- Mapping - Digital platforms help users locate open parking spaces by using mapping technology

### **Downtown Meter Digital Transition**

By-law amendment allows both coin operated and digital parking options. Future amendments may be required following transitional period (2026 & 2027) to transition to a fully digital system. Phased approach is in alignment from feedback from Downtown Biz and allows time to evaluate usage of different payment options to make an informed decision of timing of transition to fully digital. The downside of the transitional period is that operating both payment systems is inefficient and costly, with annual expenses estimated at \$100,000 due to maintaining coin-operated machines and staffing for coin payments.

### **Prairie Mountain Health Digital Transition**

Prairie Mountain Health (PMH) currently offers pay-station options for parking lots. Following discussions with PMH staff, their preference is to transition immediately to digital payment only for parking meters on closed city streets managed by PMH. It is recommended the City follow the lead of PMH for their transition plan, including digital parking, and parking meter rates around PMH.

### **Key Amendments to the Traffic By-law**

- Updating definitions to allow for digital parking option, including expired parking, fraudulent payment, parking session, and parking zone.
- Updating enforcement provisions to allow for digital payment tracking
- Updating parking meters and parking meter zones to allow for digital payments
- Update exemptions to apply to both coin and digital payment options
- Update parking meter zone to allow for zone-based payment in addition to parking meter payment
- Updating weekend and holiday exemptions to align with existing meter signage
- Updating schedule E to update Rosser Avenue to from one to two-hour parking between 7<sup>th</sup> and 11<sup>th</sup> Street and include the streets with existing metered parking
- Parking at churches clause removed as there is already other sections of by-law regulating parking on private property.
- Removing references to "handicapped" and substituting with "disabled person" and "accessible parking".

**LEGISLATIVE REQUIREMENTS:**

Amendments to the traffic by-law are required to implement digital parking payment.

**STRATEGIC ALIGNMENT:**

The modernization of the parking system aligns with Council's adopted Strategic Priority to encourage the Redevelopment of the Downtown.

**FINANCIAL IMPACT:**

- Capital start-up fees (signage, annual licensing fees, other) to be determined through RFP process
- Intent to off-set ongoing digital parking transaction fees with increased revenues

**RISK ASSESSMENT:**

Digital payments have become the standard method of transaction today. Failing to adopt this form of payment may deter people from using downtown services and businesses.

**COMMUNICATION STRATEGY:**

Website, social media posts, frequently asked questions, partner messaging with downtown BIZ and BDDC.

**CONCLUSION:**

That By-law No. 7452 to amend Traffic By-law No. 5463 to allow for digital parking payment in the City be given first reading.

**BY-LAW NO. 7452**

**BEING A BY-LAW** of the City of Brandon to enable digital payment for public parking.

**WHEREAS** City Council in By-law No. 5463 established regulations for traffic and parking and the use of streets and sidewalks in the City of Brandon to be known as the “Traffic By-law”; and

**WHEREAS** Clauses 232(1)(b) and (c) of The Municipal Act authorize City Council to pass by-laws respecting the matter of, among other things, activities and things in municipal roads and in or on private property; and

**WHEREAS** Subsection 90(1) of The Highway Traffic Act authorizes City Council to pass by-laws respecting the matter of, among other things, parking on City streets; and

**WHEREAS** it is deemed necessary and expedient to amend said by-law to provide regulations on paying for parking using digital means;

**NOW THEREFORE** the Council of the City, duly assembled, enacts as follows:

1. That By-law No. 5463 be amended as follows:
  - a. Under Subsection 2(c) of the by-law, adding the following in appropriate sequential order:
    - (22.3) **“DIGITAL PARKING APPLICATION”** means a City-authorized mobile or web-based application allowing drivers to pay for parking, manage parking sessions, and receive notifications electronically.
    - (24.2.0.1) **“EXPIRED PARKING SESSION”** means a parking session that has reached its maximum purchased time, as indicated on a parking meter's display or digital parking application.
    - (25.1) **“FRAUDULENT PAYMENT”** means any attempt to avoid lawful payment for parking, including but not limited to the use of slugs, devices, counterfeit coins, or unauthorized manipulation of a parking meter or digital parking application.
    - (42.0.1) **“PARKING SESSION”** means the period of time purchased by a driver through either a parking meter or digital parking application, during which the vehicle is legally authorized to occupy a space.
    - (42.0.2) **“PARKING ZONE”** means a designated area or group of parking spaces identified by signage or meter markings.

- b. Deleting Clause 2(c)(27) in its entirety and substituting therefor as follows:
  - (1) **“ACCESSIBLE PARKING AUTHORIZATION”** means a decal, placard, or permit issued to a person or organization by the Province of Manitoba or its delegate under Section 124.3 of the Act.
- c. Deleting Clause 2(c)(37) in its entirety and substituting therefor as follows:
  - (37) **“OFF STREET PARKING AREA”** means a parking area owned or operated by the City beyond a street.
- d. Deleting Clause 2(c)(42) in its entirety and substituting therefor as follows:
  - (42) **“PARKING METER”** means a City-installed device regulating parking in designated parking lanes or stalls, equipped with a display showing purchased time when City-accepted forms of payment are used.
- e. Deleting Subsection 35(u) in its entirety.
- f. Deleting Subsection 35(w) in its entirety and substituting therefore as follows:
  - (w) a vehicle parked in a parking lane or parking stall subject to parking stall rental unless authorized pursuant to Subsections 44(h) and (i) of this by-law.
- g. Under Clause 36(b)(1), deleting the words “physically handicapped” and substituting therefor the word “disabled”.
- h. Under Subsections 41(a) and 44(b.1), deleting the words “handicapped person” and substituting therefor the words “disabled person”, and deleting the words “Handicapped Parking Authorization Permit” and substituting therefor the words “Accessible Parking Authorization Permit”.
- i. Deleting Section 42 in its entirety and substituting therefor as follows:

**42. TRACKING OF PARKED VEHICLES AND ENFORCEMENT**

- (a) An Officer, for the purpose of enforcing the provisions of this or any other By-law or regulation of the City respecting the parking of vehicles, may inspect the display of a parking meter to determine whether valid time remains, or access the City’s authorized digital parking application records.
- (b) It shall be an offence for any person to remove, alter, obliterate or deface a mark made or placed upon a vehicle by an Officer provided in Subsection (a) until the vehicle has been moved through the nearest intersection.
- (c) Where no valid payment is recorded in either the meter or the digital parking application, the Officer may issue a traffic citation in accordance with this by-law.
- (d) If an Officer determines that a meter or the digital parking application system is not functioning properly or is functioning contrary to this by-law, the Officer shall cancel any citation issued arising from such malfunction.

- j. Deleting Section 44 in its entirety and substituting therefor as follows:

**44. PARKING METERS AND PARKING METER ZONES**

Notwithstanding Section 32:

- (a) The driver of a vehicle wishing to occupy a metered parking space shall:
- (1) Operate the meter in accordance with the instructions printed thereon; or
  - (2) Pay for the metered parking space using the City's authorized digital parking application by:
    - i) Entering the correct parking zone number displayed on signage or the meter;
    - ii) Entering the vehicle's license plate number accurately;
    - iii) Submitting payment through the digital parking application by credit card or other accepted digital method; and
    - iv) Ensuring that the digital parking application confirms active paid time for the vehicle; and
  - (3) Remove the vehicle from the space at or prior to the expiration of the time indicated on the digital display.
- (b) Upon the expiration of the maximum time indicated on a parking meter or recorded in the digital parking application, it shall be an offence for a person to further deposit coins or extend time in the digital parking application for the purpose of obtaining parking time beyond the maximum prescribed.
- (b.1) Any vehicle operating with an Accessible Parking Authorization Permit may park for no more than four (4) consecutive hours in any metered parking space without charge.
- (b.2) Any motor vehicle displaying a Veteran's License Plate shall have free parking on a Street or Off Street Parking Area.
- (b.3) It shall be an offence to park a vehicle in a parking meter zone in such a way that does not comply with a Traffic Control Device (parking zone signage) or a parking meter.
- (c) Any vehicle parked in any parking space marked and controlled by a parking meter must position its front or rear bumper adjacent to the parking meter that designates and controls that specific parking space. It shall be an offense to park said vehicle in such a way that the same shall not be within the area as designated by the positions of the meters, or with either the front or rear bumper of the vehicle being further than 2.0 metres to the front or rear of the said parking meter.
- (d) It shall be an offence for a person to park a vehicle having an overall length of more than 6.0 metres in any parking meter area unless the area is designated by traffic control devices as an over-length vehicle parking area.
- (e) It shall be an offence for a person to commit or attempt fraudulent payment for parking.
- (f) Schedules "E1" and "E2" set out the location of parking meter zones on City streets, with time limits indicated on the schedules.

- (g) Unless specifically required or permitted by other provisions of this by-law or the direction of an Officer, it shall be an offence for a person to cause a vehicle to occupy, or allow a vehicle that they have care and control of to continue to occupy, a metered parking space where the parking meter digital display or the digital parking application indicates that the parking time has expired.

#### **METERED PARKING STALL RENTALS**

- (h) The TAAC or its designate may authorize the rental of one or more metered parking stalls if satisfied such space or spaces are to be used during, and for the purpose of, construction, renovation, or maintenance work to be carried out on adjacent property. This may require the removal or disabling of parking meters or the digital parking application. The various fees to be charged for disabling or removing of meters, the disabling of the digital parking application, related application fees, and other charges are set out in the City's annual fee schedule. Regulations relating to such rentals are set out in Schedule "K" of this by-law. Any person wishing to rent such metered parking spaces shall make application to the Supervisor of Municipal Licensing, in the form attached hereto as Schedule "L", for a Metered Parking Space Rental permit. Issuance of such a permit shall be subject to payment of the required fees set out in the City's annual fee schedule and compliance with the regulations as set out in Schedule "K".
- (i) Subject to subsection (h) above, no vehicle shall be parked in a parking lane or parking stall subject to parking stall rental unless the vehicle operator is in possession of a valid Metered Parking Space Rental permit for said parking lane or parking stall.

#### **SUNDAY AND HOLIDAY EXEMPTIONS**

- (j) Any space within a parking meter zone may be used without payment on Saturdays, Sundays, on Public Holidays, and between 1600 hours on any day and 0800 hours the following day unless otherwise indicated on the parking meter digital display or within the digital parking application.

#### **DESIGNATED EXEMPTIONS**

- (k) The Traffic Authority may, by resolution, designate any day or days when parking without payment will be allowed in a parking zone.
- (l) Notwithstanding Subsections (j) and (k), every vehicle parked in a parking zone is subject to all other provisions of this by-law.
- (m)
  - (1) No more than one vehicle may park in a single parking meter space at one time except for motorcycles, which may park to a maximum of three motorcycles in a single parking meter space.
  - (2) Where the motorcycles under Clause (1) are parked in violation of any provisions of this by-law, each such motorcycle shall be cited.
- k. Under Subsection 48(b), deleting the word "handicapped" and substituting therefor the word "disabled".
- l. Under Subsections 48(c), 48(c), (f), and (f.1), and 49(c) and (d), deleting the word "handicapped" and substituting therefor the word "accessible".
- m. Deleting Subsection 49(a) in its entirety and substituting therefor the following:

(a) For the purpose of parking on off-street parking lots or on private property it shall be lawful to rent parking spaces to the public by means of tickets, dispensed by hand or by machine, or through a digital parking application. It shall be an offence for any driver to enter such area, or to park or leave a vehicle in such area without complying with the requirements and instructions for such area as posted at the entrance thereto, or to leave a vehicle in such an area beyond the period of time permitted by the ticket issued or the digital parking application.

n. Deleting Schedule "E" in its entirety and substituting therefor Schedule "E" as attached to this by-law.

2. This By-law shall come into force and take effect on the day following its passage.

**DONE AND PASSED** by the Council of the City of Brandon duly assembled this    day of    A.D. 2026.

\_\_\_\_\_  
**MAYOR**

\_\_\_\_\_  
**CITY CLERK**

**Read for a first time this                      day of                      A.D. 2026**

**Read for a second time this                      day of                      A.D. 2026**

**Read for a third time this                      day of                      A.D. 2026**

## SCHEDULE "E1"

To Traffic By-law No. 5463/16/87

(EN. B/L 5810/85/90; AM. B/L 6295/22/95)

Following are the streets and avenues where paid parking zones or meters are located within the City of Brandon, excluding those areas designated by Traffic Control Devices as bus stops, loading zones, taxicab stands, and other similar parking zones:

### **Two Hour**

Rosser Avenue, both sides

6<sup>th</sup> Street, both sides

7<sup>th</sup> Street, both sides

8<sup>th</sup> Street, both sides

9<sup>th</sup> Street, both sides

10<sup>th</sup> Street, both sides

11<sup>th</sup> Street, both sides

11<sup>th</sup> Street, east side

12<sup>th</sup> Street, both sides

Dennis Street, west side

Lorne Avenue, both sides

Louise Avenue, both sides

Pacific Avenue, both sides

Princess Avenue, both sides

Rosser Avenue, both sides

Rosser Avenue, both sides

6<sup>th</sup> Street to 11<sup>th</sup> Street

Pacific Avenue to Princess Avenue

Pacific Avenue to Princess Avenue

Lorne Avenue to lane north of Princess Avenue

Pacific Avenue to Louise Avenue

Pacific Avenue to Victoria Avenue

Pacific Avenue to Princess Avenue

Princess Avenue to 21 meters south

Princess Avenue to lane north of Rosser Avenue

Van Horne Avenue to Victoria Avenue

8<sup>th</sup> Street to 10<sup>th</sup> Street

8<sup>th</sup> Street to 10<sup>th</sup> Street

9<sup>th</sup> Street to 11<sup>th</sup> Street

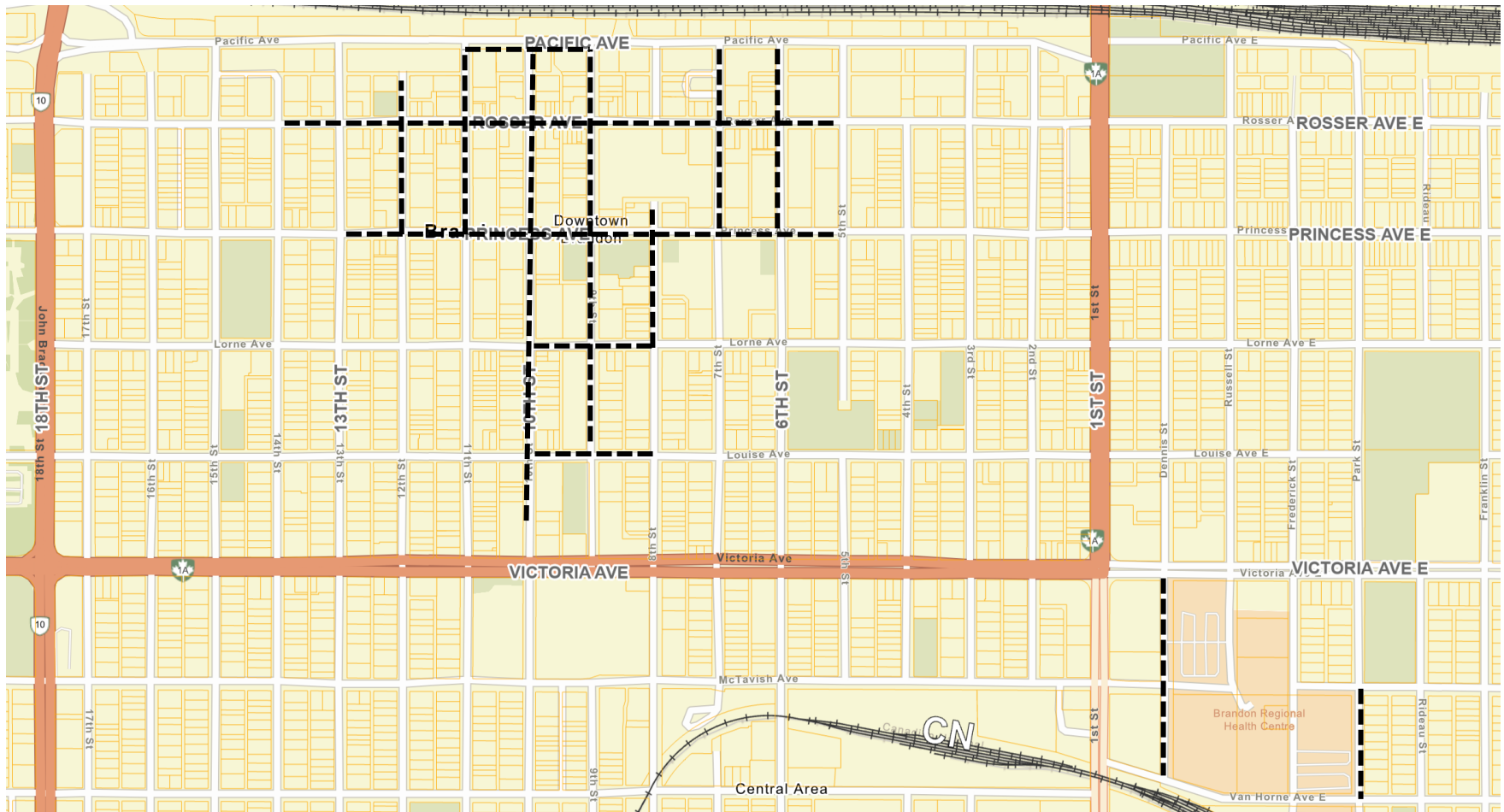
5<sup>th</sup> Street to 13<sup>th</sup> Street

5<sup>th</sup> Street to 6<sup>th</sup> Street

11<sup>th</sup> Street to 14<sup>th</sup> Street

## SCHEDULE "E2"

To Traffic By-law No. 5463/16/87  
(EN. B/L 5810/85/90; AM. B/L 6295/22/95)



(AM. B/L 5693/59/89; B/L 5810/85/90; B/L 6295/11/95)

April 2026