



## Media Release

### Midland Council votes to Pause Paid Parking for Review of Program Changes

#### For Immediate Release

(June 16, 2022 - Midland, ON)– At the June 15, 2022 Council Meeting, Council deferred a staff report on changes to the Pay-by-Plate Parking program and directed staff to pause paid parking in all downtown municipal lots and on-street parking until a report with new alternatives can come forward. Until further notice paid parking is suspended.

“We know that the new pay-by-plate machines have been an adjustment for some,” said Mayor Stewart Strathearn. “This pause on paid parking for the coming weeks will provide some relief to downtown businesses, residents and visitors while staff work on alternatives for paid parking or other measures to manage revenue losses”. “We thank our residents and local businesses for engaging with us about the program.”

The parking system that was approved by Council and implemented in 2021 was intended to result in a significant positive impact to the municipal tax levy with an approximate 2% of tax relief annually. In terms of dollars this equates to over \$500,000. Paid parking contributes to maintaining the parking lots and subsidizes Mid-Pen Transit and other projects.

“Staff will review various options to present to Council,” said Chief Administrative Officer, David Denault. “The Town will need to determine in the next review if we can reasonably achieve the tax relief the program was intended to gain or if we need to consider alternatives.”

The Parking Program staff report is expected to return to Council in mid-July, 2022.

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#### Contact:

Angela Grenier | Manager, Customer Experience  
Town of Midland | 575 Dominion Ave. | Midland ON  
705-526-4275 ext. 2223 | [agrenier@midland.ca](mailto:agrenier@midland.ca)