



Media Release

Midland Council approves “lots” of free parking and moves to convert terminals to pay and display.

For Immediate Release

(Midland, ON – July 15, 2022)– Town Council unanimously voted Wednesday July 13th to make sweeping changes to the Town’s Downtown Parking Program. The current pause on paid parking will end September 15, 2022, when updates will be implemented.

The new program provides parking revenues to generate moderate tax relief while providing a majority of the spaces for free and affordable parking rates in the paid areas. The following changes were approved:

- Free Parking seven days per week in all downtown parking lots, excluding the Harbour
- Free Parking in December.
- Free Resident Parking at Pete Pettersen Boat Launch (non-resident fee).
- Paid On-street parking six days per week at the current rate of \$1.00 per hour.
- Increase the Harbour rate to \$1.50 per hour.
- Expand Paid Parking to Bayshore Drive.
- Seasonal Boat Slip Parking Passes at Harbour, \$99.00 per season effective 2023.
- Conversion of all paid parking machines to Pay and Display.

“We’ve been listening and responding to the challenges our parking users have shared with us. We are confident these changes will strike a balance between the Town’s need to offset our costs and the concerns expressed by residents and downtown merchants,” said Mayor Stewart Strathearn. “Free parking in the downtown lots will hopefully encourage people to support the downtown and the conversion to ‘Pay and Display’ paid parking will provide our residents with a more familiar concept and easier way to pay for parking.”

There are many options to pay for parking, including the convenient Hotspot App, Tap with debit or credit cards, or coin. Credit cards can also be used in the card reader slot. The machines will be updated with clear directions both on-screen and on the sides of the machines.

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Town staff met with local business groups to develop a plan that could be embraced by the Town, the community, and downtown merchants. “The Downtown Midland BIA and Southern Georgian Bay Chamber of Commerce are enthusiastic that discussions we had with Town staff helped direct the parking option that was approved by Council,” said outgoing BIA President, Scott Campbell. “With over 500 free parking spots and easier options to pay, we predict locals and visitors will show renewed confidence in shopping local. As business owners we can understand the escalating costs of running a municipality and would like to thank the BIA and Chamber members for their input, Town staff for their engagement and Council for approving a system of free and paid parking that supports both the community and businesses located in our picturesque downtown.”

Implementation of the new changes occurs September 15th when the current pause on paid parking ends. Over the coming weeks Town staff will work with the supplier to implement the technology updates and terminal relocation and install new signage, update the Town’s website, and communicate the changes to the public.

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L-R: Scott Campbell, outgoing President, Downtown Midland BIA; Cathy Tait, General Manager, Southern Georgian Bay Chamber of Commerce; Town of Midland Mayor Stewart Strathearn.