



## NOTICE OF PROJECT COMMENCEMENT

### PARKING STUDY

Parking plays a crucial role in our everyday lives, as the Town of Midland grows and thrives, so does the need for parking. The Town has initiated a strategic parking study to identify existing and future parking needs of the Downtown and Waterfront Areas. The purpose of this study is to develop a parking strategy to optimize parking resources for residents, businesses and tourists. A review will be conducted to increase the efficiency of parking operations and improve the user experience. The Town has retained R.J. Burnside & Associates Limited to lead the study.

#### Study Area:

The study area includes the downtown and Harbour areas as illustrated by the map provided on the reverse side of this notice.

#### How you can get involved:

Your voice matters, and we encourage you to be a part of this exciting initiative! We invite you to share your thoughts and experiences in several different ways:

- Public meetings
  - We will be holding two public open houses to share our findings and get feedback directly from you. The first open house will be held on April 29, 2025 in the Bill Thompson Room at the North Simcoe Sports and Recreation Centre, located at 527 Len Self Boulevard. The Open House sessions will take place between 2:00 p.m. and 4:00 p.m. and between 6:00 p.m. and 8:00 p.m.
- Online surveys
  - The first online survey will be available mid-April 2025.
- Visit the Engage Midland website at [midland.ca/engage](http://midland.ca/engage) and navigate to the Parking Study page where you can register for project updates.

If you have any further questions or would like to be added to the project contact list to receive updates about the study, please contact:

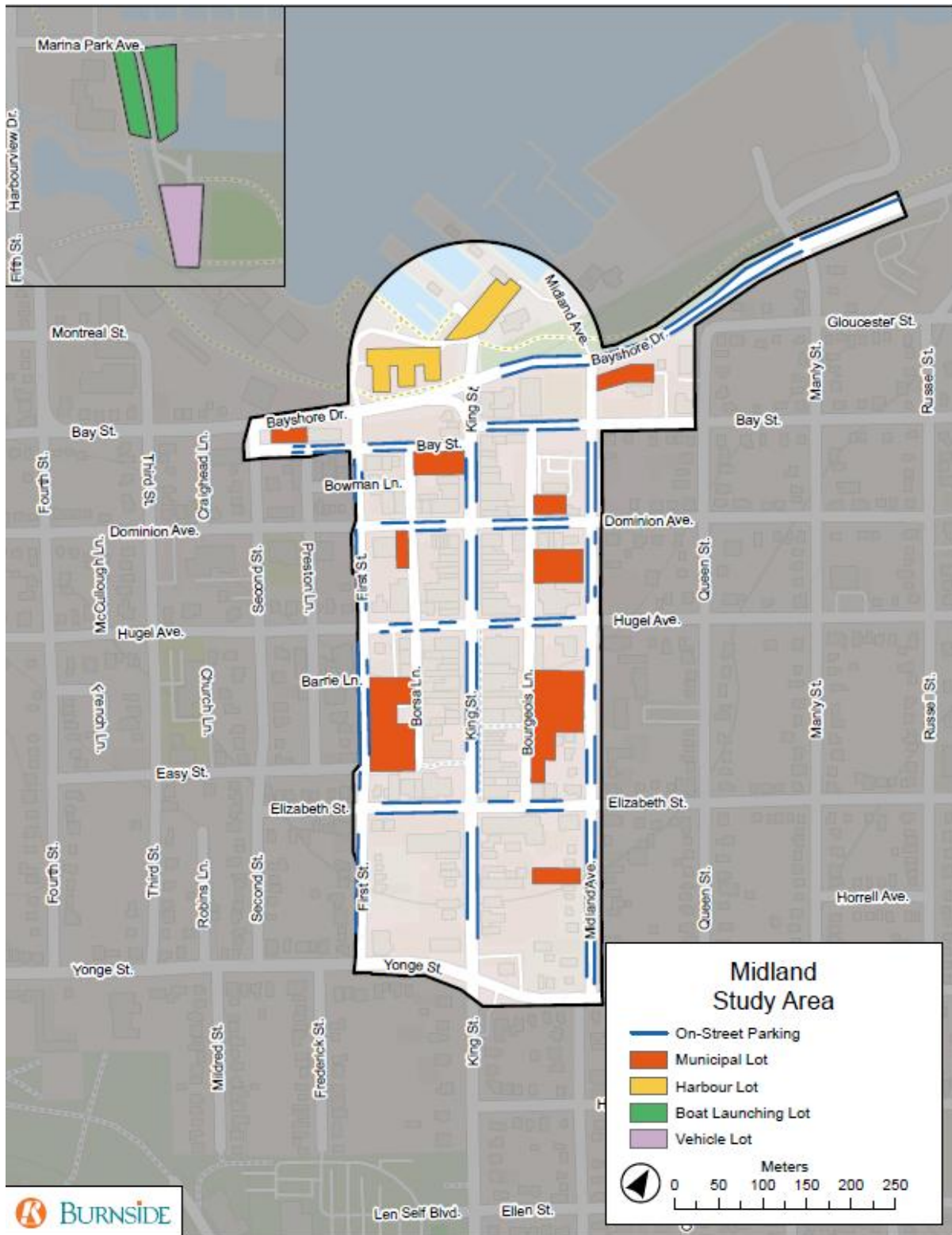
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## Study Area Map



### Your privacy is important to us

Personal information collected by the Town of Midland will be used for the purpose or activity for which it was originally collected. The use of personal information for any other purpose shall only be permitted with the consent of the individual to whom the information relates, or in accordance with the provisions of Section 31 of the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA).