

Report to Community and Protective Services Committee

To: Chair and Members
Community and Protective Services Committee
From: Scott Mathers, MPA, P.Eng
Deputy City Manager, Housing and Community Growth
Subject: Amendment to Fees and Charges By-Law: Honk Mobile
Date: February 18, 2025

Recommendation

That on the recommendation of the Deputy City Manager, Housing and Community Growth, the following actions **BE TAKEN** with Honk Mobile Inc.:

- (a) That the attached proposed by-law (Appendix "A") **BE INTRODUCED** at the Municipal Council meeting to be held on March 4, 2025, to amend the Various Fees and Charges By-law to include a transaction fee of \$0.35 for the City-approved mobile parking fee vendor, Honk Mobile Inc., and
- (b) The Mayor and City Clerk **BE AUTHORIZED** to execute an amended contract with Honk Mobil Inc. recognizing a transaction fee of \$0.35.

Executive Summary

The purpose of this report is to request approval to establish a new transaction fee of \$0.35 in the City of London's Fees and Charges By-law for users of the Honk Mobile application (app). The current fee of \$0.25 has not changed since the app was introduced in 2016 as an enhanced process to pay for parking.

Linkage to the Corporate Strategic Plan

Civic Administration continues to recognize the importance of having a user friendly and efficient means to provide parking opportunities. The Strategic Plan specifically recognizes a Well-Run City as an area of focus.

Analysis

1.0 Background Information

Honk Mobile Inc. (HONK) is a public facing app that can be accessed through a downloadable software onto a smartphone. Users are able to pre-pay for a parking space or pay at time of arrival at a parking space. HONK notifies users of expiring sessions and allows users to extend their parking payment remotely.

London was one of the first major Cities in Canada to partner with HONK in providing a technologically advanced method of paying for a parking space without having to purchase and display a receipt printed from a pay station or display time on a stand-alone parking meter. Since 2016, HONK has been providing this service at municipal lots and on-street parking spaces.

HONK Back-Office software affords Civic Administration the ability to create unique promotion codes for reduced parking rates. The software also generates reports on usage, allows immediate rate changes, set limitations and expirations of needed changes, and identifies metrics of how the public accesses HONK (QR Code, manual Zone ID). The longstanding partnership with HONK allows Civic Administration to explore new innovations within the parking industry such as long-term parking solutions.

It is transparent through the app that there is a user fee of \$0.25 to process a paid

parking transaction. This fee has not changed since the City originally partnered with HONK in 2016. HONK is proposing a ten-cent increase (to \$ 0.35) to the transaction fee to take effect on April 1, 2025, for a period of 5 years, to March 31, 2030. HONK has identified various factors for needing an increase in user transaction fees, such as inflation and increasing expenses related to technology, support and infrastructure.

1.1 Financial Impact

The proposed ten cent transaction fee increase will have no financial impact to the municipality as the fee is applied to the users of the HONK app.

In 2024, there were 425,532 transactions made by front-end users of the HONK app for municipal parking services. The proposed fee increase of ten cents per transaction would generate \$42K directly to HONK to cover administrative and technological services.

Conclusion

An amendment to the Fees and Charges By-law is recommended to reflect a transaction fee of \$0.35 for the use of the HONK app to pay for parking transactions in municipal lots and on-street parking. The current transaction fee of \$0.25 was established in 2016 when the HONK app was introduced in London. In 2024, the HONK app was used over 425,000 times to pay for parking in municipal lots and on-street. There is no financial impact to the municipality as the fee is applied to the users of the HONK app.

Prepared by: Sean Steenbergen
Manager, Parking Services and Compliance

Submitted by: Orest Katolyk
**Director, Municipal Compliance, Housing and
Community Growth**

Recommended by: Scott Mathers, MPA, P.Eng
Deputy City Manager, Housing and Community Growth

Appendix A A by-law to amend By-law A-59 being “A by-law to provide for Various Fees and Charges”

Appendix A

Bill No.
2025

By-law No.

A By-law to amend By-law No. A-59, entitled
“A by-law to provide for Various Fees and
Charges”

WHEREAS section 5(3) of the *Municipal Act, 2001*, S.O. 2001, c.25, provides that a municipal power shall be exercised by by-law;

NOW THEREFORE the Municipal Council of The Corporation of the City of London enacts as follows:

1. Schedule 1 of By-law No. A-59 is amended by inserting on page 39 the following new fees:

Service/Activity	Unit of Measure	2025 Effective Date	2025 Fee
Mobile Application Parking Transaction Fee	Per transaction	April 1, 2025	\$0.35

2. This by-law shall come into force and effect on the day it is passed.

PASSED in Open Council _____, 2025, subject to the provisions of Part VI.1 of the Municipal Act, 2001.

Josh Morgan
Mayor

Michael Schulthess
City Clerk

First reading -
Second reading -
Third reading -