

Memorandum to the Council of Corporation of the Municipality of Temagami

Subject: Modernizing Temagami's Parking with HONK - Enforceable, Contactless, Revenue-Ready

Memo No: 2025-M-122

Date: May 8, 2025

Attachment: Appendix A - HONK Services Overview

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Treasurer

Recommendation

BE IT RESOLVED THAT Council receives Report 2025-M-122 as presented;

AND FURTHER BE IT RESOLVED THAT Council approves the adoption of the HONK contactless parking system for the Municipality of Temagami;

AND FURTHER BE IT RESOLVED THAT Council authorizes the Chief Administrative Officer, Treasurer, or Municipal Clerk to finalize and sign all necessary agreements with HONK Mobile and proceed with implementing the system, including setup of paid parking zones, installation of signage, and public communication.

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1. Executive Summary

The Municipality of Temagami is positioned to modernize its parking infrastructure through the adoption of the HONK contactless parking system. HONK is a proven, hardware-free mobile platform used by both large cities and rural communities across Ontario. The system allows drivers to pay via smartphone, web, text, or tap without any pay machines or kiosks.

With implementation possible within 3–4 weeks—including signage, by-law updates, and configuration—HONK offers negligible setup costs and a scalable, cloud-based interface. It enables remote enforcement, customizable zones and pricing, and real-time usage data. Case studies from Bayham, Wasaga Beach, Kingston, and Niagara-on-the-Lake confirm that HONK reliably generates revenue, reduces staffing burden, and improves user satisfaction.

Temagami can begin with a targeted rollout focused on high-traffic parking areas and adjust based on seasonal demand. HONK supports integrated digital resident permits and offers complete municipal control over rates and rules. A trial-based implementation is recommended with a clear exit clause for flexibility.

2. Key Benefits of HONK for Temagami

- **No Hardware Required:** No meters or kiosks – signage only.
- **Low Labour, High Automation:** Payments, permit tracking, and reporting are all digital.
- **New Revenue Stream:** Modest per-hour fees could generate significant net revenue.
- **Efficient Enforcement:** Real-time license plate lookup via app-enabled by-law tools.
- **User-Friendly:** Drivers pay by app, web, tap, or text; receive expiration reminders.
- **Decentralized Coverage:** Ideal for scattered locations – boat launches, trailheads, downtown.
- **Resident Accommodations:** Offers free or discounted digital permits via online applications.
- **Scalable & Flexible:** Easily add zones, change rates, or modify rules remotely.
- **Inclusivity & Alternatives:** Non-smartphone users can pay via text or phone-in, ensuring accessible options for all.

3. Vendor Terms (As Confirmed by HONK)

Fee Type	Cost Structure	Notes
Control Centre Access	\$50/month per zone	Deducted from gross revenue
Transaction Fee	2.9% + \$0.30 per transaction	Applies to all digital payments
HONK Service Fee	5% of collected fee	Minimum \$0.45 (hourly) / \$3.50 (permit)
Minimum Monthly Fees	\$250/month total to HONK	Not expected to apply based on projected use
Cancellation Terms	30 days' notice	No long-term commitment
Optional Add-Ons	Resident Permits: \$500/mo + \$3.50 ea	Reservation Portal: \$100/month

4. Implementation Plan

1. **Finalize Agreement with HONK** (within 1 week).
2. **Designate Initial Parking Zones** (e.g. waterfront, downtown, trailheads).
3. **Set Rates & Amend By-laws** (e.g. \$2/hr, \$10/day, May–Oct operation).
4. **Signage & Setup** (HONK supplies designs; install signage within 2–3 weeks).
5. **Internal Testing & Staff Training** (1–2 hours per admin/enforcement user).
6. **Public Education Campaign** (notices, website FAQ, on-site signage).
7. **Soft Launch with Grace Period** (warnings for first 1–2 weeks).
8. **Council Update** post-season (report on revenue, compliance, and user feedback).

5. Comparative Case Studies

- **Wasaga Beach:** 1,650 spaces, over \$100K in revenue, full HONK adoption.
- **Bayham:** Seasonal pilot at East Beach, \$4/hr or \$18/day for non-residents, free digital resident permits.
- **Kingston:** HONK integrated into city-wide smart parking.
- **Burlington & Niagara-on-the-Lake:** Tourism-based parking fully digitized.

6. Risk Mitigation

- **Connectivity:** Verify signal at all lots; remote payments possible if signal is weak.
- **Public Pushback:** Offer free/discounted local permits; use soft launch period.
- **Enforcement:** Ensure routine patrol; explore seasonal by-law staffing support.
- **Financial:** Trial term with cancellation flexibility; zero upfront cost model.

7. Conclusion

HONK represents a smart, scalable solution that modernizes Temagami's parking management. The system allows Temagami to recover costs from seasonal visitors, reduce enforcement burden, and generate revenue without capital infrastructure. A pilot launch with flexible exit terms provides the best of both worlds: innovation without risk.



www.honkmobile.com

Transform Your Parking Operations

Because parking shouldn't be complicated.

WHO WE ARE

Founded in 2013, HONK provides hardware-free, contactless payments for parking and mobility.

Our customers include private parking operators, colleges & universities, municipalities, event venues, airports, hospitals and more.

HONK is trusted by hundreds of parking operators and millions of drivers across North America.



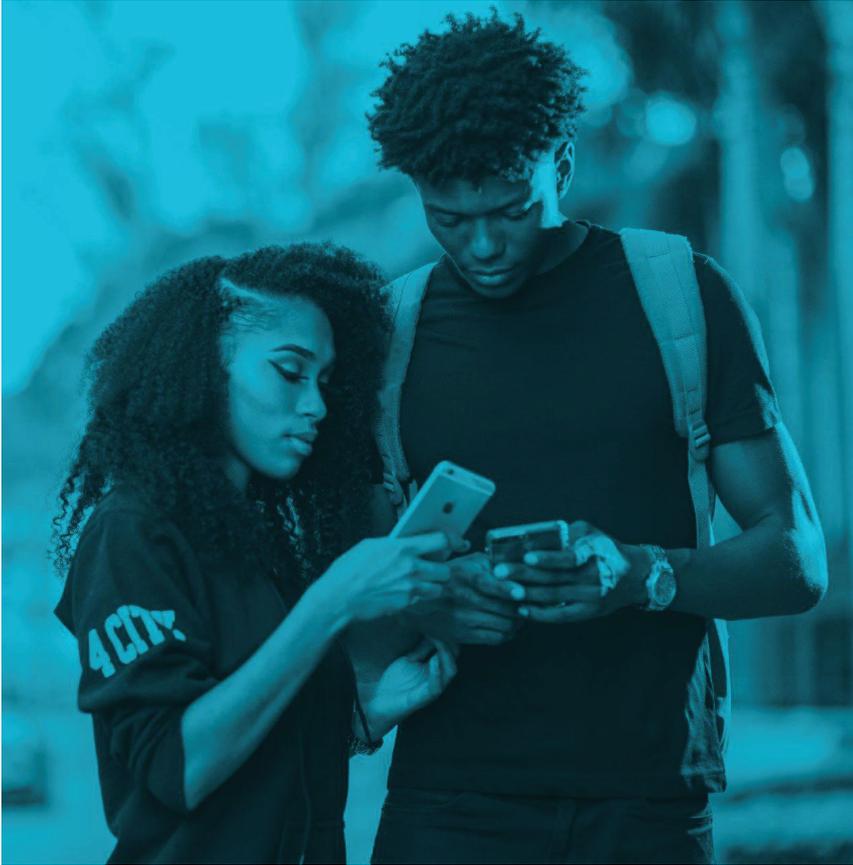
WHY HONK?

Increased revenue

Largest breadth of products

Self-service management tools

Increased user satisfaction



TRY ME!



YOUR COMPLETE PARKING PACKAGE

PAYMENT CHANNELS



TRANSACTION TYPES

DAILY/HOURLY

LONG-TERM

RESERVATIONS

EVENTS

FLEXPASS

VALIDATIONS

EV CHARGING
& MORE

ALL-IN-ONE MANAGEMENT

SELF-SERVICE ADMINISTRATION

FINANCIAL REPORTING

BUSINESS INTELLIGENCE



EXPERIENCE THE HONK ADVANTAGE



Simplify payment

Make paying for parking effortless



Streamline operations

Use DIY tools for efficient management



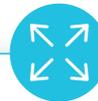
Save Costs

Replace hardware with flexible software



Maximize profit

Sell all products from one convenient platform



Improve scalability

Enjoy unlimited business growth





UNRIVALED PAYMENT CAPABILITIES & INTEGRATIONS

Embrace a vertically integrated payments platform featuring proprietary technology.

Accept all digital payment types



World-class security



Tap into top-tier industry partners



COMPLETE CONTROL OF YOUR BUSINESS OPERATIONS

Manage all operations from a single dashboard.



Self-service tools

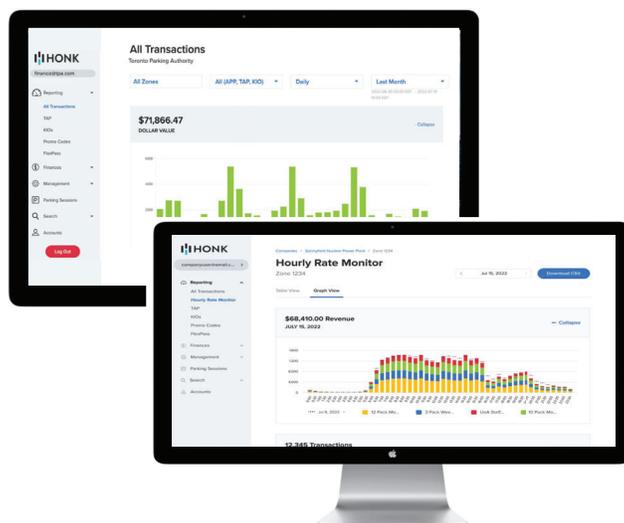
Set and manage rates, promo codes, events, and more.

Business intelligence

Analyze performance and compare with historical data.

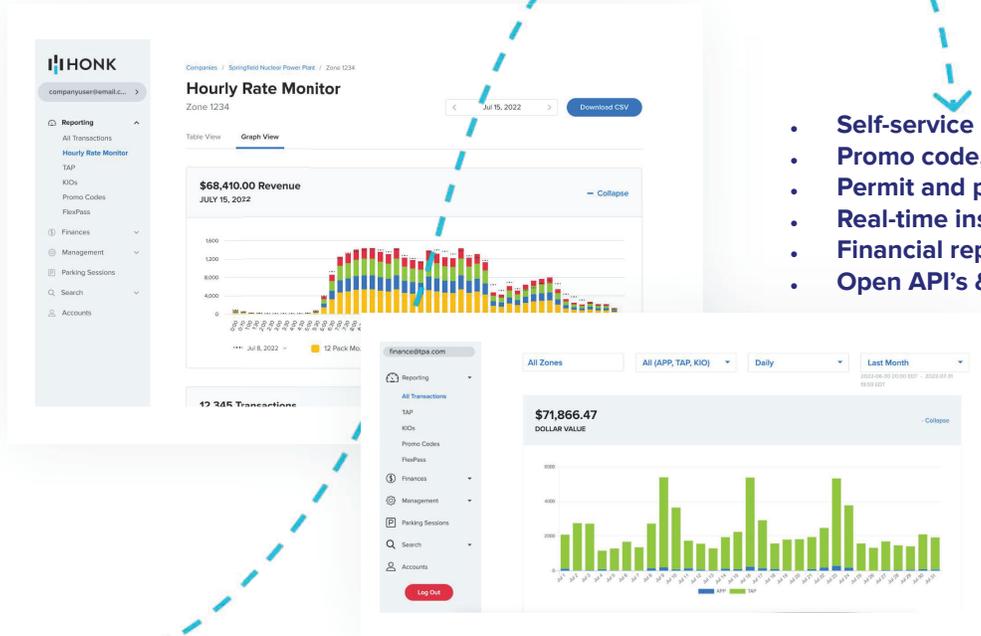
Financial reporting

Get real-time access to all reporting, company-wide.





Your data. **Your way.**



- Self-service administration and rate configuration
- Promo code, event rate & validation management
- Permit and pass management
- Real-time insight into performance
- Financial reporting
- Open API's & integrations



MEET SOME OF OUR CUSTOMERS

PRIVATE OPERATORS



COLLEGES & UNIVERSITIES



MUNICIPALITIES

