



**Minutes - Final**  
**Transportation and Economic**  
**Development Committee**

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Tuesday, January 14, 2014

7:00 PM

Council Chamber

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**For consideration by the General Committee of the City of Barrie on January 20, 2014.**

**The Transportation and Economic Development Committee met at 7:02 p.m. in the Council Chamber. The following were in attendance for the meeting:**

**PRESENT:**

Councillor J. Brassard, Transportation and Economic Development Committee  
Chairperson

Mayor Lehman, (ex-officio)

Councillor B. Jackson, Transportation and Economic Development Committee  
Member

Councillor M. Prowse, Transportation and Economic Development Committee  
Member

Councillor B. Ainsworth

Councillor D. Shipley

Councillor L. Strachan

Councillor B. Ward.

**STAFF:**

Chief Administrative Officer, C. Ladd

City Clerk/Director of Legislative and Court Services, D. McAlpine  
Committee and Print Services Supervisor, L. Pearson

Director of Engineering, J. Weston

Director of Roads, Parks and Fleet, D. Friary

General Manager of Infrastructure and Growth Management, R. Forward

General Manager of Community and Corporate Services, E. Archer

Performance Analyst, B. Forsyth

Supervisor of Transportation, S. Rose

Technical Operations Supervisor, G. Mitchinson.

**The Transportation and Economic Development Committee met and reports as follows:**

**SECTION "A"**

**PARKING STRATEGY AND RATE REVIEW PRESENTATION**

Dave Friary, Director of Roads, Parks and Fleet provided a presentation regarding the Parking Strategy and Rate Review. Mr. Friary reviewed background information associated with the development of the Parking Strategy including the mandate of the Parking Strategy and Rate Review Team. He outlined the assumptions related to non-resident paid parking on the waterfront that were utilized to prepare estimates of the financial implication of this alternative. Mr. Friary outlined the potential revenue that could be generated if a \$20.00 annual resident parking pass program was implemented. He provided a chart summarizing the impact on the reserve balance associated with various parking operation scenarios. Mr. Friary noted that increasing the cost of monthly passes and/or consolidating the current pass types could result in additional revenues. Mr. Friary reviewed the current parking enforcement hours and provided the estimated additional revenue associated with extending parking operations on Mondays to Fridays until 11:00 p.m.

Mr. Friary concluded by providing additional options available for consideration that could generate additional parking revenue. He provided a chart which illustrated the potential revenue associated with the various options for parking.

Members of the Committee and Members of Council in attendance asked several questions related to the information provided and received responses.

### **PARKING RATE REVIEW - PARKING ALONG THE WATERFRONT AND EVENING PARKING**

Seven individuals (Ms. C. Benoit of the Barrie Film Festival, Mr. C. Stevens of the Downtown Barrie Business (BIA), Mr. Roly Harris, Ms. Laura Zawadiuk on behalf of Theatre by the Bay, Ms. Marianne Cancilla, Mr. Gary McCluskey, Mr. Peter Bursztyn and Mr. John Fisher) addressed the Committee concerning the Parking Rate Review - Parking Along the Waterfront and Evening Parking and provided comments and concerns related to the following:

- The negative impact extended parking hours would have on attendance at evening Theatre and Film Events in the downtown as patrons will not want to feed the meter;
- Parking is free at other cinema/theatre venues in the City;
- The Barrie Film Festival has had to make significant capital investments to address changes in technology recently that are increasing their costs;
- Ticket prices for Barrie Film Festival events have recently been increased for the first time to address HST and evening paid parking in addition to increased ticket prices may prevent patrons from attending film and theatre events;
- The loss of the primary venue for the Barrie Film Festival should the Uptown Theatre be unable to compete;
- The BIA model to create a complete parking program to create a value added service that is marketable, convenient for patrons and provides financial sustainability through 24 hours per day, 7 days a week, 12 months a year parking operations with a two hour free parking anytime/anywhere component;
- The patchwork approach of the current parking program;
- Other municipalities' approaches to the provision of a limited number of hours of free parking;
- The potential to utilize the BIA's parking model and to explore further the cost and revenue implications of their proposal that initially indicate a net profit of several million dollars;
- Evening parking operations would encourage patrons to shop at big box retailers and malls where parking is free;
- The Downtown is still fragile and a vulnerable location for businesses;
- Two hours of free parking being insufficient to attend a movie, theatre performance or enjoy a leisurely meal;
- The conversion costs associated with the BIA model in equipment and enforcement;
- A preference for increased rates for on and off street parking combined with an increase in the tax rate;
- Support for parking remaining free in the evenings and on weekends to continue patrons for the theatres and the area businesses;
- Comments received by Theatre on the Bay patrons regarding paid parking being a deterrent;

- Support for leveling the playing field by extending parking operations into the evenings;
- Patrons would still support the theatre productions and Barrie Film Festival events as the offerings elsewhere are not the same;
- Support for the BIA model of 24/7 parking operations with two hours free;
- Support for paid parking on the waterfront for visitors;
- The sale of the Collier Street Parkade if its costs exceed operations;
- A review of the requirement for the current level of parking enforcement;
- The introduction of pay and display machines on Dunlop Street and the removal of the meters;
- A parking pass program is preferable to pay and display machines;
- Challenges with operating pay and display machines;
- The impact on non-resident volunteers who support specific community events on the waterfront and/or participants in the Rowing Club or other waterfront area organized activities if paid parking is introduced for non-residents 24/7;
- The potential to collect significant revenues through extending paid parking in the evenings in the Downtown;
- The potential to introduce a non-resident annual pass;
- Support for a 24/7 parking program with two hours of free parking as it will bring people to the downtown;
- Support for non-residents paying to utilize the waterfront as the City pays to maintain the waterfront.

The members of the Committee and members of City Council in attendance provided comments and asked a number of questions related to the information provided.

**The Transportation and Economic Development Committee met and recommends adoption of the following recommendation(s):**

**SECTION "B"**

**PARKING RATE REVIEW - PARKING ALONG THE WATERFRONT AND EVENING PARKING**

1. That visitor parking charges on the waterfront be implemented as soon as practical in 2014.
2. That staff develop a proposed approach to providing additional funding in the parking budget from the proceeds of the sale or improvement of parking lots including the Collier Street Parkade, to ensure sustainability.
3. That the BIA's proposed 24/7, 2 hours free model be referred to staff in the Finance and Engineering Departments for evaluation of the strengths and weaknesses, and revenue and cost estimates, and a report back to the Transportation and Economic Development Committee.
4. That the hours of paid parking be extended to 8:00 a.m. to 6:00 p.m., Monday to Friday, to be preceded by a one month warning/grace period that would start in April 2014. (13-G-327) (13-G-328) (RPF003-13) (File: T02-A)

**This matter was recommended to General Committee consideration of adoption at its meeting to be held on 1/20/2014.**

**The meeting adjourned at 9:12 p.m.**

**CHAIRMAN**