



REPORT TO FINANCE AND CORPORATE SERVICES COMMITTEE

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TO: FINANCE AND CORPORATE SERVICES COMMITTEE

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SUBMITTED BY: B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING STRATEGY

GENERAL MANAGER APPROVAL: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

DATE: JUNE 5, 2019

SUBJECT: PARKING GUIDING PRINCIPLES

RECOMMENDED MOTION

1. That the revised Parking Guiding Principles attached as Appendix “B” to the Finance and Corporate Services Report dated June 5, 2019, be approved.

PURPOSE & BACKGROUND

2. Genivar Inc. completed a Parking Study Technical Memorandum as part of the 2011 Active Transportation Master Plan. This information was used by City of Barrie staff to develop a Parking Strategy and Rate Review Report in 2012.
3. Barrie has changed significantly since 2012 and there is a need to update the parking strategy in order to identify solutions for existing problems in the short-term and create a long-term plan that will address emerging issues.
4. City staff have formed a working group with representation from various departments across the organization including; Transit & Parking Strategy; Business Development; Roads, Parks & Fleet; and Legislative & Court Services.
5. Based on feedback from the public, the professional experiences of staff, and the pending motions list, the working group identified business problems that informed the scope and desired outcomes of the Parking Strategy Update.
6. The full list of Business Problems is attached in Appendix “A” for reference purposes.
7. The Parking Strategy Update aims to achieve the following:
 - a) Understand current and future demand for parking
 - b) Make recommendations on the management of current and future parking inventory
 - c) Create a financial strategy to ensure parking is sustainable within the user rate
 - d) Recommend solutions to existing business problems
 - e) Engage with key stakeholders and residents

- f) Consider technology options to increase efficiency and increase service levels
- g) Develop an implementation plan to achieve desired improvements

ANALYSIS

- 8. To ensure the Parking Strategy provides meaningful and thoughtful recommendations it was necessary to review, analyse, and revise the existing Parking Guiding Principles because they create the framework for understanding how parking fits into Council's Strategic Priorities and City-wide goals.
- 9. Through discussions with the internal working group and advice from the senior management team the parking principles have been organized into the following four (4) strategic priorities.
 - a) Financial Sustainability – the parking reserve should be sustainable in both the short-term and long-term in order to maintain levels of service to the community and meet financial obligations. Parking is intended to remain its own user rate with expenses funded from parking revenues.
 - b) Downtown Enrichment – parking should support an attractive, vibrant downtown and waterfront that are inviting to residents, visitors, and businesses.
 - c) Transportation Diversification – parking should support the comprehensive transportation initiatives of the City.
 - d) Continuous Improvement – parking should be a cohesive service that is citizen-driven and future-ready.
- 10. The full list of revised Parking Guiding Principles is attached in Appendix “B” and organized into the above mentioned categories.
- 11. For reference purposes the current Principles of Parking Services approved in 2012 have been included in Appendix “C”.
- 12. Staff are in the process of securing a consultant to contribute technical expertise and diverse professional experience to the Parking Strategy Update. Work is anticipated to begin in August 2019 and staff are targeting Q1 2020 for the completion of the project and final presentation to Council.

ENVIRONMENTAL MATTERS

- 13. There are no environmental matters related to the recommendation.

ALTERNATIVES

- 14. The following alternatives are available for consideration by the Finance and Corporate Services Committee:

Alternative #1

The Finance and Corporate Services Committee choose not to adopt the revised Parking Guiding Principles.

This alternative is not recommended as City staff believe the revised principles are easier to understand and better reflect current policy goals.

FINANCIAL

- 15. There are no financial implications for The Corporation resulting from the proposed recommendation.



LINKAGE TO 2018–2022 STRATEGIC PLAN

16. The recommendation(s) included in this Report support the following goals identified in the 2018-2022 Strategic Plan:
- Offering Innovation and Citizen Driven Services
 - Improving the Ability to Get Around Barrie
17. The Parking Guiding Principles will form the foundation for the Parking Strategy Update that will recommend improvements to the existing parking system.

APPENDIX 'A'

Business Problems

Convenience

- Customers can't find parking.
- Customers want more options to pay for parking
- Customers struggle to understand parking restrictions.

Competitiveness

- Providing parking for employees can be a barrier to employers located downtown or considering locating downtown.
- Inconvenient parking can make businesses less competitive when compared to businesses outside the downtown and waterfront areas.

Waterfront Parking

- The boundary between the waterfront and downtown is confusing.
- The Resident Parking Pass is susceptible to exploitation.

Free/Discounted Parking

- There is no framework for evaluating requests for free/discounted parking.

Long-Term Parking

- Employees parking for longer periods are making it difficult for users to access amenities for shorter periods.
- There is no framework for evaluating requests for overnight parking, shared parking or reserved parking spaces.

Spillover Parking

- Certain neighbourhoods are experiencing spillover from busy destinations nearby.
- It is unclear which methods for mitigating spillover are the most suitable, including but not limited to implementing payment, time limits, daily restrictions and/or permit programs.
- It is unclear if a city-wide or neighbourhood-specific approach is more appropriate.

Parking Inventory

- It is unclear if the surplus designation should still apply to some lots.
- It is unclear if public parking needs to be replaced when surplus lots are redeveloped.

Financial Sustainability

- The parking reserve is in a deficit.
- There is no long-range financial strategy.

Decision Making

- The consistency and transparency of the existing decision making process could improve.

APPENDIX "B"

Proposed Parking Guiding Principles

Financial Sustainability

- Parking should be user rate funded and sustainable to ensure financial obligations are met and service levels are maintained.
- A positive business case should be made to support any investment in parking lots, structures, equipment and technology.

Transportation Diversification

- Parking should support the comprehensive transportation initiatives of the City including walking, cycling, driving and transit.

Downtown Enrichment

- Parking should contribute to an attractive and vibrant downtown that is accessible and easy to navigate for residents, visitors and businesses.
- Parking should be managed efficiently to maximize the value of downtown land.
- Parking should balance the needs of short-term and long-term users to ensure supply is shared effectively.

Continuous Improvement

- All parking decisions should align with guiding principles and contribute to policy goals.
- Parking should be a cohesive and standardized system that is easily understood by residents, visitors, businesses and municipal staff.
- The perceived value of parking should be enhanced through education and communication.
- There should be regular communication and meaningful collaboration between the City and key stakeholders to facilitate the identification and achievement of common goals.
- Performance measures should be routinely developed, monitored and reported to evaluate the impact of parking strategy and inform decision making.

APPENDIX "C"

2012 Principles of Parking Services

- Ensure that the City of Barrie Collaborates and communicates openly and regularly with its key stakeholders, such as the BIA, HNC, BDNA, the community, and other groups affected by parking, to ensure that common goals are attained. A committee including representatives from the community interest groups and City Departments will be continued.
- Ensure that parking policies are resilient enough to withstand projected growth and demographic changes.
- Paid parking services will be provided in consideration of supporting and complementing transit and other transportation modes, it will endeavour to create a people/transit environment with diminished use of and dependency on cars. To this end, monthly parking passes should cost at least 20% more than monthly adult transit passes.
- Parking supply must be rationalized against demand and be designed and constructed in a manner considering the needs and demands of customers including walk times to destinations, functional and aesthetic designs with a target of 85% occupancy of available supply.
- A positive business case should be made to support any development or investment in parking lots, structures, and equipment and the business base must financially support the goal of sustainability.
- Performance measures will be developed, monitored and reported on a quarterly and annual basis. For example, but not to be limited to: OMBI Measures including public and private supply, occupancy rates, revenue and expenses by lot, customer satisfaction, and enforcement costs and effectiveness.
- Ensure that parking supply is operated and structured in a way that is able to support new traffic demand management initiatives.
- Continue to have a parking reserve that is user rate funded and is sustainable. Sustainable means the degree to which financial obligations and service commitments are maintained.
- Rates should be competitive and supportive of policy decisions – neither the highest nor the lowest when compared to similar parking services and other municipalities. Parking must be perceived as having a value. (Free or discounted parking must be carefully considered and aligned to strategy, desired goals and behaviors.)