

# Parking Options

## *Strategies for creating a more sustainable parking service*

Infrastructure, Investment, and Development  
Services Committee

PRESENTED BY

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Roads, Parks and Fleet

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# Current Status

- The parking reserve is in a deficit position of \$443,000 at the end of 2014.
- The increase to permit sales and inclusion of a full year of waterfront and special event revenue is not sufficient to bring the parking reserve out of the deficit position it is in now.
- The average annual operating deficit in parking operations from 2015 to 2031 is \$750,000, increasing the deficit in the parking reserve by \$750,000 per year.



UPDATED: JULY 8, 2014

**Downtown Parking Map Legend**

- Monthly Permit Lots = \$75 / month + Taxes
- Monthly Permit Lot = \$85 / month + Taxes
- Monthly Permit Lots = \$60 / month + Taxes
- \$1.00 / hour - 5 hour parking maximum
- Disabled Parking

**Parking Enforcement**

Parking enforced from Monday to Friday, 9:00am - 5:00pm excluding statutory holidays.

\* Parking in these lots are enforced from Monday to Sunday on a 24-hour basis, excluding statutory holidays.

Hours of enforcement for the Collier Street Parkade 7:30am - 11:00pm, Monday to Sunday, rate of \$1.25/hour, no daily maximum.

**Parking Rates**

- Daily rates for off-street parking lots = \$5.50 / day
- Hourly rates for off-street parking = \$1.00 / hour
- Hourly rates for on-street parking = \$1.25 / hour
- Hourly rates for Collier Street Parkade = \$1.25 / hour

**Monthly parking permits are available at these locations:**

- City Hall, 70 Collier Street 705-739-4230
- Downtown Barrie Business Association, 50 Dunlop Street East 705-734-1414
- Barrie Transit Terminal, 24 Maple Avenue 705-737-2766
- East Bayfield Community Centre, 80 Livingstone Street East 705-739-4225
- Holly Community Centre, 171 Mapleton Avenue 705-792-7925
- Allandale Recreation Centre, 190 Bayview Drive 705-728-5141

Note: Additional paid parking areas Essa Road, Cumberland & Gallie Court

# Council Approved Parking Principles

- 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.
- Ensure that the 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. 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 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.

# Parking Principles cont'd

- A positive business case should be made to support any development or investment in parking lots, structures and equipment.
- Performance measures will be developed, monitored and reported on a quarterly and annual basis.
- 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.
- 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 behaviours.)*

# Paid Parking Hours 24/7 Downtown with 2 hours free at Existing Rates

Pros	Cons	\$Revenue\$
<ul style="list-style-type: none"> <li>• BIA to promote branding and alternatives to Mall shopping.</li> <li>• Fairness to Daytime and Evening Clientele in Downtown.</li> <li>• Rate Fairness as no increase to daytime rates.</li> <li>• Encourages use of Transportation alternatives.</li> </ul>	<ul style="list-style-type: none"> <li>• 82% of all users are parking less than 2 hours.</li> <li>• On-street average stay is 1 hour 22 minutes.</li> <li>• Off-street average stay is 2 hours 19 minutes.</li> <li>• 15 minute grace period.</li> <li>• Impacts to tenants.</li> <li>• Enforcement Issues with time impacts with vehicle monitoring.</li> <li>• Users of the parking system have the ability to relocate their vehicles to other parking areas to take advantage of 2 hour parking.</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately \$460,000 reduction in annual projected revenue.</li> </ul>

Note: Downtown winter maintenance parking currently prohibited 3am-6am

# Evening Parking Hours Mon-Fri (5pm-11pm) Existing Rates

Pros	Cons	\$Revenue\$
<ul style="list-style-type: none"> <li>• Fairness to Daytime and Evening Clientele in Downtown.</li> <li>• Rate Fairness as no increase to daily fare rates.</li> <li>• Ease of implementation.</li> <li>• Encourages use of Transportation alternatives.</li> </ul>	<ul style="list-style-type: none"> <li>• Impact to tenants.</li> <li>• Enforcement patrol issues. (night time security)</li> <li>• Increased collections/meter maintenance.</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately \$825,000 in additional projected annual revenue.</li> </ul>

# Weekend Parking Hours (9am-11pm) Existing Rates

Pros	Cons	\$Revenue\$
<ul style="list-style-type: none"> <li>• Parking costs distributed to all users.</li> <li>• Rate Fairness as no increase to daily fare rates.</li> <li>• Ease of implementation.</li> <li>• Encourages use of Transportation alternatives.</li> </ul>	<ul style="list-style-type: none"> <li>• Impact to tenants, had previously been implemented on Saturdays for a month and removed due to complaints.</li> <li>• Enforcement patrol issues (night time security).</li> <li>• Increased collections/meter maintenance.</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately \$470,000 in additional projected annual revenue.</li> </ul>



# Weekday Evening Parking Hours (After 5 pm) Flat Rate \$2/hour

Pros	Cons	\$Revenue\$
<ul style="list-style-type: none"> <li>• Promote evening use of Downtown compared to other evening options.</li> <li>• Discounted Evening Parking compared to daily hourly rates.</li> <li>• Existing electronic machines can handle conversion.</li> <li>• Encourages use of Transportation alternatives.</li> </ul>	<ul style="list-style-type: none"> <li>• Impact to tenants.</li> <li>• Enforcement patrol issues (night time security).</li> <li>• Increased collections/meter maintenance.</li> <li>• On-street single space meters not able to reset after first purchase of evening use.</li> <li>• P&amp;D conversion for busy areas</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately \$800,000 in additional projected annual revenue.</li> </ul>

## Weekday Hourly Rate Increase (9am-5pm) of \$0.25/hr or \$0.50/hr

Pros	Cons	\$Revenue\$
<ul style="list-style-type: none"> <li>• Ease of implementation.</li> <li>• Larger discount for monthly permits as sales increase.</li> <li>• Encourages use of Transportation alternatives.</li> <li>• No change to enforcement costs or practices.</li> </ul>	<ul style="list-style-type: none"> <li>• Rate increase at expense of daytime users</li> <li>• Potential increase of parking sprawl to peripheral areas where no parking metres exist.</li> </ul>	<ul style="list-style-type: none"> <li>• \$0.25/hr increase approximately \$250,000 in additional projected annual revenue.</li> <li>• \$0.50/hr increase approximately \$475,000 in additional projected annual revenue.</li> </ul>

Note: Daily maximum rate increase to \$8.75 or \$10.50 from \$5.50 existing

# Monthly Pass Increase

Existing Rates: \$60, \$75 & \$85 to \$5 increase per pass

Pros	Cons	\$Revenue\$
<ul style="list-style-type: none"> <li>• Ease of implementation.</li> <li>• Still discounted for monthly permit users.</li> <li>• Reduced maintenance on parking metre devices.</li> <li>• Ease of enforcement.</li> <li>• Consistent with Parking Principles.</li> <li>• Encourages use of Transportation alternatives.</li> </ul>	<ul style="list-style-type: none"> <li>• Does not meet parking principles as Yellow &amp; Green passes still below cost of a monthly transit pass of \$82.40.</li> <li>• Small component of total parking revenue.</li> <li>• Does not align with the Parking Strategy Recommendation of incremental 5 year increases (2017 next update).</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately \$60,000 in additional projected annual revenue.</li> </ul>

## Additional Paid Parking Areas i.e. Recreation Centres, Barrie Molson Centre, South Library

Pros	Cons	\$Revenue\$
<ul style="list-style-type: none"><li>• Potential revenue from areas that no paid parking exists.</li><li>• Encourages use of Transportation alternatives.</li></ul>	<ul style="list-style-type: none"><li>• Parking Rate assumes maintenance and reconstruction costs of parking areas.</li></ul>	<ul style="list-style-type: none"><li>• This option would be difficult project annual revenue.</li></ul>

## Gallie Court/Quarry Ridge Paid Parking Existing Rate increased hours to 9am-Midnight

Pros	Cons	\$Revenue\$
<ul style="list-style-type: none"> <li>• Ease of implementation.</li> <li>• Proper parking stalls painted to reduce sightline conflicts at driveways and maximizes on street parking.</li> </ul>	<ul style="list-style-type: none"> <li>• Additional equipment to maintain on Quarry Ridge.</li> <li>• Enforcement patrol issues (night time security). High complaint area.</li> <li>• Potential increase of parking sprawl to peripheral areas where no parking metres exist.</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately \$60,000 in additional projected annual revenue.</li> </ul>

Note: Quarry Ridge parking are the first on street parking spots taken

# Convert Marina Lot to 24/7 Hybrid Lot Similar to Spirit Catcher, North Marina & Lakeshore Lot

Pros	Cons	\$Revenue\$
<ul style="list-style-type: none"> <li>• Provides parking spaces for marina boat slip rentals and other users as approximately half the lot is used all day to avoid paying for parking elsewhere.</li> <li>• Marina to become another point of sale for monthly permits.</li> <li>• Allows boat slip users who purchase monthly parking pass ability to park in Yellow downtown parking areas.</li> <li>• Approximately 30-50 vehicles park all day from adjacent condos/Downtown employees with free resident pass.</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction in resident pass parking along waterfront.</li> <li>• Marina Slip users would need to purchase monthly pass on top of slip rental.</li> <li>• Parking lot may appear as empty during the year depending on marina slip usage.</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately \$40,000 in additional projected annual revenue.</li> </ul>

Note: Approximately 81 parking spaces in Marina Lot, 326 Boat Slips

## Pay by Cell Parking Pilot

Pros	Cons	\$Revenue\$
<ul style="list-style-type: none"><li>• Provides additional payment options.</li><li>• Allows implementation in areas without parking infrastructure reducing costs. i.e. Lakeshore Drive from Minets Point to Lakeshore Drive.</li><li>• Customer service improvement.</li></ul>	<ul style="list-style-type: none"><li>• Moderate service fee to end user depending on agreement with provider.</li><li>• Additional equipment (cell phone) for enforcement staff to carry if not incorporated into existing handhelds.</li></ul>	<ul style="list-style-type: none"><li>• Value Added</li></ul>

# Recap of Options

Option	Approximate Annual Revenue	Average Annual Operating Surplus / (Deficit)
24/7 Downtown with 2 Hours Free	\$460,000 reduction in revenue	(\$1,261,493)
Weekday Evening 5pm-11 pm Ex Rates	\$825,000 additional revenue	\$163,729
Weekend Parking 9am-11pm Ex Rates	\$470,000 additional revenue	(\$230,009)
Weekday Evening After 5pm \$2/Flat Rate	\$800,000 additional revenue	\$136,001
Weekday Hourly Rate Increase \$0.25 or \$0.50	\$0.25 is \$250,000... \$0.50 is \$475,000 additional revenue	(\$474,016) (\$224,463)
Monthly Pass Increase by \$5/Pass	\$60,000 additional revenue	(\$684,749)
Additional Parking Areas – Rec Centres etc	Difficult to project	N/A
Gallie Court/Quarry Ridge Parking	\$60,000 additional revenue	(\$684,749)
Marina Lot conversion to Hybrid 24/7 Ex Rates	\$40,000 additional revenue	(\$706,932)
Pay by Phone Parking Pilot	Customer Service Improvement	N/A



# 2015 Budget Recommendation

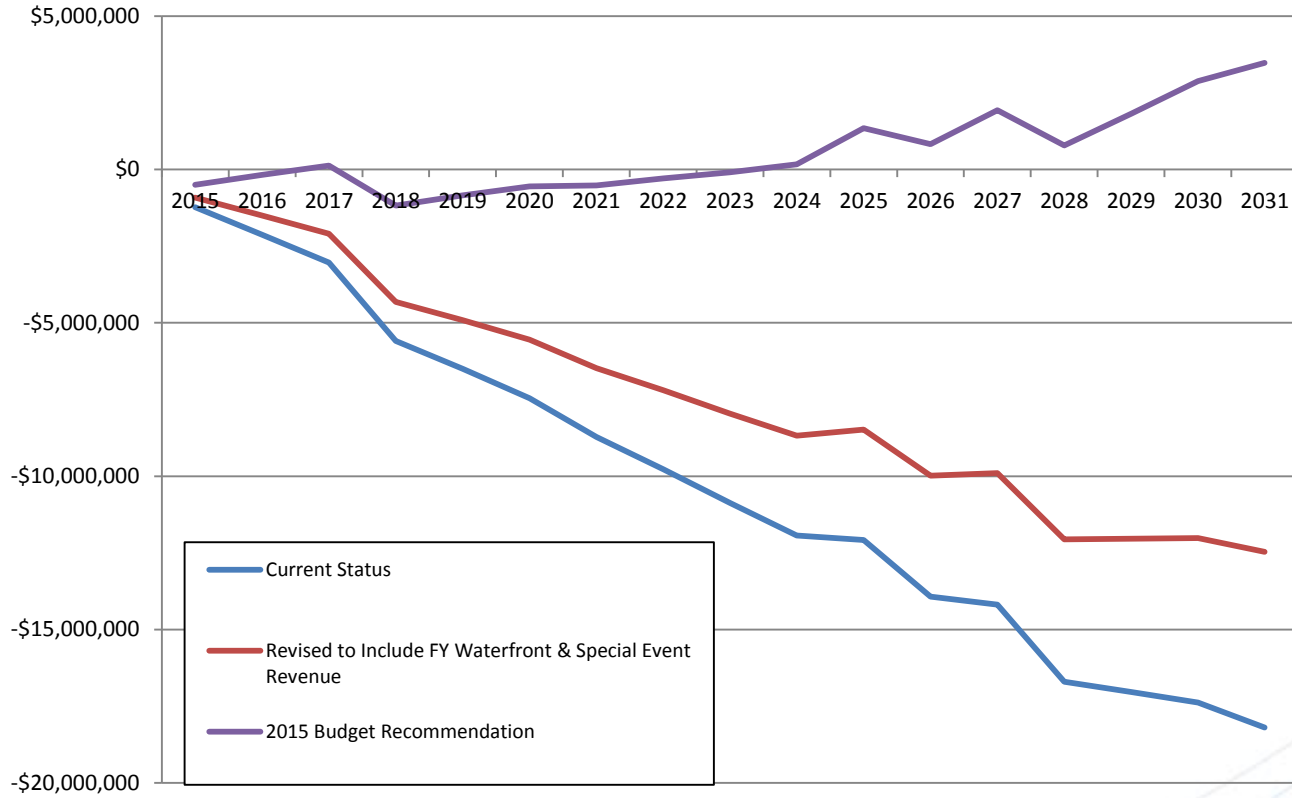
- Paid Parking Hours of Operation
  - Monday to Friday 9am to 5pm at existing rates \$1/hr off-street, \$1.25 on-street
  - Monday to Friday After 5pm - \$2/hr flat rate
  - Downtown BIA has confirmed that they can support this option
- Convert Marina Lot to Hybrid Lot
  - 365/7days a week existing Downtown parking rates
- Gallie Court/Quarry Ridge Parking
  - Implement paid parking on Quarry Ridge
  - Implement parking hours of operation from 9am to Midnight at existing rates
- Pay by Phone Pilot Study
  - Pilot pay by phone technology
- Additional Parking Revenue
  - \$900,000

	2015 (Jul-Dec) Revenue	Annual Revenue	2015 Current Budget	2015 Budget Revised - Includes Full Year of Waterfront Meter and Special Events Revenue <sup>2</sup>	Alternative Recommendation March 25th, 2015 <sup>3</sup>
<b>Operating Revenues:</b>					
Permits, Meters, Parkade Spaces, Cash in Lieu			\$1,349,400	\$1,383,400	\$1,383,400
Waterfront Meter & Special Events Revenue			\$220,000	\$500,000	\$500,000
Weekday Evening (5pm-11pm)	\$412,500	\$825,000			
Weekday Evening (5pm-Midnight) Flat Rate \$2	\$400,000	\$800,000			\$400,000
Saturday Day (9am-5pm)	\$108,217	\$216,434			
Saturday Evening (5pm-Midnight) Flat Rate \$2	\$75,000	\$150,000			
Marina Lot Conversion	\$20,000	\$40,000			\$20,000
Callie Court / Quarry Ridge Paid Parking	\$30,000	\$60,000			\$30,000
Operating Revenues sub-total			\$1,569,400	\$1,883,400	\$2,333,400
<b>Operating Costs:</b>					
General Operating Expenditures			\$1,068,246	\$1,068,246	\$1,068,246
OH Allocations			\$308,180	\$308,180	\$308,180
Operating Costs sub-total			\$1,376,426	\$1,376,426	\$1,376,426
<b>Net Operating Funds</b>			\$192,974	\$506,974	\$956,974
Collier Street Parkade Debenture			\$965,986	\$965,986	\$965,986
Pay & Display Machine Replacement			\$11,817	\$11,817	\$11,817
Pay & Display Machines Installed at Quarry Ridge					\$30,000
<b>Parking Reserve Fund Balance/(Tax Subsidy)<sup>1</sup></b>			(\$1,227,829)	(\$913,829)	(\$493,829)

**Notes:**

1. Parking reserve is in a **deficit** position of \$443K at the end of 2014.
2. The increase to permit sales and inclusion of a full year of waterfront and special event revenue is not sufficient to cover operating costs and bring the parking reserve out of the deficit position it is in now. The average annual operating **deficit** from 2015 to 2031 with this revised budget is \$750K, increasing the deficit in the reserve by \$750K per year.
3. The 2015 budget recommendation results in **surplus** balance in parking reserve of \$125K at the end of 2017. The average annual operating **surplus** from 2015 to 2031 that would be transferred to the parking reserve is \$245K.

## Parking Operations Reserve Forecast



Questions?