



TO: GENERAL COMMITTEE

SUBJECT: DELEGATED AUTHORITY - DOWNTOWN CURBSIDE PICK-UP PILOT PROJECT

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PREPARED BY AND KEY CONTACT: N. GAVARRE, BUSINESS DEVELOPMENT OFFICER, EX4431

SUBMITTED BY: S. SCHLICHTER, DIRECTOR ECONOMIC AND CREATIVE DEVELOPMENT
B. FORSYTH, DIRECTOR TRANSIT AND PARKING STRATEGY

GENERAL MANAGER APPROVAL: A. MILLER, RPP, GENERAL MANAGER, INFRASTRUCTURE AND GROWTH MANAGEMENT
R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

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

RECOMMENDED MOTION

1. That the Director of Transit and Parking Strategy, in consultation with the Director of Legislative and Court Services and Director of Economic and Creative Development receive delegated authority to convert up to 8 spaces in the downtown area as identified in Appendix “A” to Staff Report ECD021-20 to implement a one-year pilot project that provides dedicated curb-side pick up spots in the downtown.
2. That staff in the Transit and Parking Strategy, and Economic and Creative Development and Legislative and Court Services Departments work together along side the BIA to identify, implement, and assess the impact of the pilot project as part of economic recovery measures for businesses.

PURPOSE & BACKGROUND

3. On May 11th, 2020, Council Resolution 20-A-058 was approved for the implementation of a temporary loading zone standard on Dunlop Street from Poyntz Street to Toronto Street in support of traffic movement and curbside pick-up as a result of COVID-19 impacts to business operations.
4. On June 29th, 2020, Council Resolution 20-G-100 was approved to retain the temporary “Loading Only Zone” standard in place until the BIA requested their removal or a decision was made to move back to enforcing paid parking operations.
5. Enforced paid parking operations resumed on September 8th, 2020.
6. On September 14th, 2020 Council Resolution 20-G-137 extended the Loading Zone Only standard until the BIA requested its removal, or until the Dunlop Streetscape Project is complete.

7. As the Dunlop Streetscape Project comes to a close, current conditions regarding a second surge of the pandemic, the onset of the winter season and the completion of the Downtown Patio Program, continue the need for downtown restaurateurs to provide take-out service to maintain their survival. Further, retailers need to provide physically distanced options for patrons to shop and pick-up goods.
8. As part of the Covid-19 Economic Recovery Action Plan, the Economic and Creative Development have been engaging in a second set of consultations with local business community including key sectors like the downtown. The consultations have focused on assessing impacts of the pandemic and second surge on businesses, response and recovery efforts to date, and ideas/opportunities to further support recovery.
9. During consultations with the downtown BIA, there was interest expressed that the City of Barrie could assist with implementing 'curbside pick up' dedicated spaces in order to facilitate ease of customers to do business and access takeout/curbside service within the downtown.
10. The BIA has consulted with their members to identify key strategic locations along Dunlop Street that could best provide access and requested only four stalls be converted.

ANALYSIS

11. For the month of December, consumers can shop downtown Barrie during the holiday season with free parking in all on-street spaces and in the Chase McEachern lot for the first two hours of their visit. This will facilitate quick pickups from local merchants and help consumers support local businesses.
12. On January 1st 2021, there will be no program in place to facilitate curb-side pick-up.
13. As part of the Economic Recovery Plan, responding to the needs of businesses by implementing new programs, services and piloting solutions within the control of the municipality is a key role the City can play in supporting businesses through the pandemic.
14. Ensuring a balance of both longer-term parking stalls, and 'loading zone only' short-term, on-street parking stalls can satisfy the needs of different consumer groups, ensures store front accessibility, and ensures the City can retain a portion of its on-street parking revenues.
15. The Downtown BIA has worked with businesses to identify locations in the downtown (Dunlop Street) that equate to approximately 1 space per block for a total of four spaces to be converted to a temporary loading zone standard. These spots have been selected to best support easy access to the greatest number of local merchants so that downtown businesses can benefit from the pilot project and opportunities for revenue generation.
16. Pending approval of the report, Staff will work with the BIA to review the spaces they have identified for suitability, seeking even disbursement amongst each block in the downtown and determine the appropriate method to identify the spaces with businesses and visitors to the downtown.
17. Economic and Creative Department staff and Transit and Parking Strategy staff will work with the City Communications team and the BIA to provide "Curbside Pickup" signage to make the spots visible to customers and share the messaging.

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18. By providing staff with delegated authority to select the spots that will be used for curb-side pick up, it will provide staff the flexibility to respond to any necessary changes and make adjustments to the pilot program as needed to ensure the flow and movement of traffic
 19. Staff are requesting with delegated authority to convert up to eight (8) on-street parking spaces in the geographic area of the downtown outlined in Appendix A. Eight spaces provide staff with flexibility to be responsive to the needs of local businesses should the first four spaces be successful, while providing an upward limit that retains a balance of regular, timed parking and associated revenues with flow through curbside parking.
 20. As the designated spaces will provide a 10-minute parking maximum, enforcement of the “temporary loading / curb side” pick up areas will be done on a reactive (complaint only) basis. As staff within the Enforcement Services Branch regularly monitor the Downtown Paid Parking Areas, they will respond to any concerns of vehicle remaining in the designated areas beyond the 10-minute maximum, as required.
 21. The pilot program will be for a one-year period to provide staff the opportunity to monitor economic recovery and the continued needs of businesses. If health restrictions become modified or reduced within the one-year period, staff with the BIA and downtown businesses would leverage the pilot program to assess the ongoing need to support designated curbside pick-up in the downtown as an evolving post-pandemic business model.
 22. After the one-year period, should there be a further request to provide ‘loading zone only’ spaces in the downtown, staff would report back to Council accordingly.

ENVIRONMENTAL MATTERS

23. There are no environmental matters related to the recommendation.

ALTERNATIVES

24. The following alternatives are available for consideration by General Committee:

Alternative #1 Council could not support the pilot program.

This alternative is not recommended as the BIA, representing their membership, has requested support for their membership and this action is in response to the needs of businesses.

Alternative #2 Council could choose not to provide delegated authority for up to 8 spaces.

This alternative is not recommended as eight spaces provide staff with flexibility to be responsive to the needs of local businesses should the first four spaces be successful, while providing an upward limit that retains a balance of regular, timed parking and associated revenues with flow through curbside parking.

FINANCIAL

25. The financial implication of delivering the pilot project is the potential lost revenues from the on-street parking spaces that are converted to ‘Temporary Loading Zone’ spaces, that would have a parking limit of ten minutes.



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26. Currently, four spaces have been requested, that would result in average lost revenue of \$3,524 per year or \$13.56 per weekday. At the maximum utilization, the lost revenue would be \$10,400 per year or \$40/weekday.
 27. Should all eight spaces be leveraged, the average lost revenue would be \$7,048 for a twelve-month period.
 28. Costs of signage associated with designating 'loading zone only' standard on-street parking stalls will be assessed as part of implementation of the program.
 29. It is anticipated that the costs of the signage would be shared with the BIA and that the City portion would be accommodated within existing operating budget allocations.

LINKAGE TO 2018-2022 COUNCIL STRATEGIC PLAN

30. The recommendation(s) included in this Staff Report support the following goals identified in the 2018 - 2022 Strategic Plan:

 Growing Our Economy
 - a) Making it easier to do business.
31. Converting some on-street parking spaces in the downtown to a 'temporary loading zone' standard in a pilot project supports economic recovery by facilitating quick and easy curbside pick up solutions for downtown businesses to increase revenue opportunities during the pandemic.

APPENDIX 'A'

