
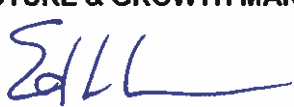

TO: GENERAL COMMITTEE

SUBJECT: PARKING RATE REVIEW

PREPARED BY AND KEY CONTACT: G. MITCHINSON, C.E.T.
TECHNICAL OPERATIONS SUPERVISOR (EXT. 4335)

SUBMITTED BY: D. FRIARY 
DIRECTOR OF ROADS, PARKS & FLEET

GENERAL MANAGER APPROVAL: R.J. FORWARD, MBA, M.Sc., P. Eng.
GENERAL MANAGER OF INFRASTRUCTURE & GROWTH MANAGEMENT

CHIEF ADMINISTRATIVE OFFICER APPROVAL: CARLA LADD 
CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the currently hourly rates for parking be increased by \$0.25 per hour effective April 30, 2014.
2. The current Parkade Monthly Pass rate be raised by \$5.00 from \$80 to \$85 effective April 30, 2014
3. That the hours of paid parking be increased until 11:00 p.m. Monday to Friday commencing April 30, 2014.
4. That By-law 2013-31, Schedule "J", Section 5 – Parking Fees and By-law 80-138 to regulate traffic on highways, be amended in accordance with the above paragraphs.

PURPOSE & BACKGROUND

5. By-law 80-138, the Traffic By-law sets out where parking be regulated by way of pay and display (on and off street) and metered parking. The areas are primarily in the Downtown, but do include some in Allandale and near the Royal Victoria Regional Health Centre. By-law 2013-031, the Fees By-law establishes to annual fees and to what services and activities will be applied.
6. In 2012 Council adopted motion 12-G-109 along with the following parking principles (strategies) as guidance for the provision of paid parking in Barrie.
 - a) Ensure the City of Barrie collaborates and communicates openly and regularly with its key stakeholders such as the Downtown Barrie Business Improvement Area (BIA), Historic Neighbourhood Strategy Group (HNC), Barrie Downtown Neighbourhood Association (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.
 - b) Ensure that the parking policies are resilient enough to withstand projected growth and demographic changes.
 - c) 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.

- d) The 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 and functional and aesthetic designs with a target of 85% occupancy of available supply.
 - e) A positive business case should be made to support any development or investment in parking lots, structures and equipment, and the business case must financially support the goal of sustainability.
 - f) 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.
 - g) Ensure that the parking supply is operated and structured in a way that is able to support new traffic demand management initiatives.
 - h) 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.
 - i) 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.
7. The current parking rates do not generate sufficient revenue to meet operating costs for delivering paid parking services. The Parking Reserve Fund has been depleted and no long available to support the provision of parking services.
8. The objective of the parking fund is to set rates at a level that will address both current operating and future capital needs. Operating costs include salaries and benefits, general operations (maintenance, snow-clearing, repairs, security), utility costs, lease equipment, corporate support, and debt servicing costs. The surpluses generated were to be held in a Parking Reserve Fund in order to fund future capital requirements.
9. Rates are not currently at a level that supports operating costs which means the parking service needs to be subsidized. Historically, the operating deficit has been funded from the parking reserve which was not a sustainable strategy. With the Parking Reserve Fund being depleted, the only other option to fund the deficit is through tax rates.
10. The City of Barrie currently has an inventory of 2,353 paid parking spaces available which includes 917 on-street stalls, 1,436 off street stalls and 303 stalls in the Collier Street Parkade. Currently, Parking fare equipment includes 800 meters (coin only) and 80 pay and display machines (of which 29 accept payment cards).
11. Parking is provided and in effect is operated and maintained 24 hours per day 7 days per week. Parking rates currently apply Monday to Friday from 9:00am until 5:00pm except for the Collier St Parkade which is 7 (seven) days a week from 7:30 am until 11:00 pm.
12. Downtown parking rates are currently structured as follows:
- a) \$1 per hour on-street
 - b) \$0.75 per hour off-street, \$5.50 daily max

- c) Monthly permits depending on location
 - i) Parkade (Blue) Permit \$80 per month
 - ii) Green Permit \$75 per month
 - iii) Yellow Permit \$60 per month

Refer to Appendix "C" for a location map

13. Enforcement is not included in the Operating Budget for parking. Although an integral and vital part of parking services, enforcement is self sustaining and fines do not add to parking revenues or cost the parking business. The current enforcement business area effectively fulfills the requirement to compel customers to pay in accordance with set By-laws. The specific challenges resulting from changes in hours will be analyzed going forward and if required, addressed through budget and program adjustments to ensure continued effective enforcement.
14. Relative to other municipalities using the Ontario Municipal Benchmarking Initiative (OMBI) and other data Barrie has a greater than average supply of parking, is near average operating cost for parking, and charges below average for parking (see Appendix B for OMBI results).
15. Since 2010 changes have been made to improve efficiency and effectiveness of paid parking services. Significant items that have changed include the following:
 - a) The overall supply of paid parking spaces administered has decreased from 2,680 to 2,358 parking spaces. A net decrease of 12 %;
 - b) Average off-street parking utilization has marginally increased
 - c) The major change to Operating costs is the debt servicing costs for the Collier Street Parkade. Other Operating costs are relatively stable and are in keeping with standard indexes.
 - d) Equipment has been improved to accommodate new requirements and customer expectations. Five Pay and Display machines have been converted to accept payment by credit cards, the new standard for Pay and Display equipment includes credit card equipment.
16. Changes to waterfront parking are not with-in the scope of this report. This will be dealt with by separate report in 2014 as a part of the Lakeshore Drive and major improvements projected to be complete in 2016.

ANALYSIS

17. The adopted Parking Principles with respect to being a self-sustaining service are not currently being met. Staff is recommending that the first priority be eliminating the operating deficit which can be accomplished by increasing rates and extending the hours of paid parking operations in 2014. Once the operating deficit has been addressed staff will bring forward a recommendation for rate/revenue changes that will allow the Parking Fund to be self-sustaining.

Extended Hours of Paid Parking

18. Increasing the hours of paid operation until 11:00 p.m. Monday to Friday from 5:00 p.m. is a key component in addressing the current operating deficit in the parking fund. It is estimated based on information from occupancy studies performed in the past and recently that the revenue generated by customers currently parking without fees in the evening hours could range from \$400,000 to \$500,000.

19. Extending the paid operation until 11:00 p.m. can be accommodated with existing parking meters and pay and display machines.
20. In order to achieve the benefit of the extended paid parking hours, the daily maximum rate will no longer be applied.
21. The recommendation to increase the hours of paid parking to 11:00 PM represents a significant step towards equity between patrons of the downtown business whom operate in the evening and those operating during the day. Further extension of hours requires a significantly different business approach and additional cost. Further extension of hours will be analyzed further in the future. In 2012 the Downtown Barrie BIA did support the extension of hours for paid parking to 11:00 PM.
22. Current monthly parking passes are discounted approximately twenty eight percent (28%) for green permits and forty four percent (44%) for yellow compared to paying the daily rate of \$5.50. The proposed monthly pass rates for the Green permits and the Parkade permits are similar in cost to the monthly transit pass (\$82.40). It should be noted that the recently approved parking strategy (motion 12-G-109) recommends that parking passes should be 20% greater than a transit pass to encourage the use of public transit. The Parkade monthly parking rate is higher than the other two parking pass options as the public is receiving a higher level of service in a covered parking facility with security

Implementation

23. Staff recommends that the rate increases and extension of paid parking hours be effective as of April 30, 2014. This will provide sufficient time to develop a a communication plan to inform customers and City residents of the changes and to undertake the required equipment programming and other changes. The cost for reprogramming can be accommodated within the current operating budget.
24. Parking master plans and study updates for both the downtown and waterfront parking areas are planned to be conducted every five (5) years to reflect current conditions and future demands generated by intensification and higher density development within the City. These parking studies will assess whether the assumptions that were made are still valid. The last major study was undertaken in 2011. The current parking supply and demand is relatively close to that projected and noted in the 2011 study. Copies of this study prepared by Genivar Inc. are available for review at City of Barrie Engineering Department and other facilities as well as the City's website.
<http://www.barrie.ca/Doing%20Business/PlanningandDevelopment/Pages/ParkingStrategy.aspx>

ENVIRONMENTAL MATTERS

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

ALTERNATIVES

26. There are two (2) alternatives available for consideration by General Committee:

Alternative #1 General Committee could decide to adopt a higher rate structure and accelerate achieving a self sustaining financial position for providing parking services. This would not only eliminate the operating deficit but would allow for infrastructure improvements and would begin to build our reserves.

Increasing the hourly rate by \$0.50 and increasing all passes by \$5.00 per month increase revenue by approximately \$1,150,000 in 2014 and \$1,970,000 annually in 2015.

This increase will address both current financial shortfalls and start to fund required asset life cycle activities and customer desired improvements.

This alternative is not recommended as it could be difficult for customers and downtown businesses to adjust to requirements in one step.

Alternative #2 General Committee could decide to hold parking rates at current levels.

This alternative is not recommended as it would result in a revenue shortfall of approximately \$814,000 annually. This shortfall would ultimately be funded from the tax rate

FINANCIAL

27. By implementing the recommended motion, the Parking Reserve Fund will go towards a sustainable parking business financed by parking revenue without tax support by 2016.

28. The draft 2014 Business Plan currently identifies \$814,000 from the tax rate to fund parking services. Subject to Council's approval, the increased rates and extended paid parking hour will generate additional revenues of \$650,000 if implemented by April 30, 2014. The remaining balance would be drawn from the Parking Rate Fund which will put it deeper into a deficit position for 2014 only. The following table identifies the revenue impact of the proposed changes and demonstrates sustainability by 2015.

	April 30, 2014	Dec 31, 2015
Incremental Parking Rate Revenue	200,000	250,000
Incremental revenue associated with extended hours	450,000	564,000
Total	650,000	814,000
Funding Gap	154,000	0
Required from Parking Reserve	154,000	0

29. Assumptions have been made in developing these recommendations including stable and or growing demand for parking (utilization) and operating costs.

30. The recommended increase to the parkade monthly pass results in the transit pass being only 3% less than the monthly as opposed to the 20% target established in the parking principles. Staff will continue to track the progress toward the 20% principle as rate increases are recommended in the future.

LINKAGE TO COUNCIL STRATEGIC PRIORITIES

31. The recommendations included in this Staff Report support the following goals identified in the 2010-2014 City Council Strategic Plan:
- Strengthen Barrie's Financial Condition
 - Create a Vibrant and Healthy City Centre
32. The proposed parking strategy will strengthen Barrie's financial condition by eliminating the operating deficit for parking services..
33. There is a correlation between the economic vitality of the downtown and the sustainability of the Parking Reserve Fund.

APPENDIX "A"

**SCHEDULE J
ROADS/PARKS/FLEET AND ENVIRONMENTAL SERVICES**

ITEM	2014 RECOMMENDED FEE
SECTION 5: PARKING FEES	
PARKING PERMIT FEES (Rates in Parking Meter Zones and Parking Lots between the hours of 9:00 A.M. AND 5:00 P.M. on Mondays, Tuesdays, Wednesdays, Thursdays and Fridays. No rates are payable Saturdays, Sundays or Statutory Holidays.)	
- Annual Permits	\$1,400.00
Monthly Permits:	
15 Bayfield St. Lot	\$75.00 per month
Bradford St. Lot	\$60.00 per month
Collier Street - Mulcaster Street to Poyntz Street	\$60.00 per month
Collier Street - North side from Poyntz Street to Berczy Street	\$60.00 per month
Collier St. Parkade	\$85.00 per month 7:30 a.m. to 11:00 p.m. Monday to Sunday
Lakeshore Lot (Spirit Catcher)	\$60.00 per month
Library Lot	\$60.00 per month
Bayfield St West Lot	\$75.00 per month
Bayfield St & Maple Ave Lot	\$75.00 per month
Clapperton Street Lot	\$75.00 per month
23 Collier Street Lot	\$75.00 per month
H-Block Lot	\$60.00 per month
Lakeshore Mews	\$75.00 per month
Maple Ave & Ross St Lot	\$60.00 per month
Mary St. Lot	\$60.00 per month
Mulcaster St. Lot	\$75.00 per month
North Marina Parking Lot	\$60.00 per month
Owen Street Lot	\$60.00 per month
Parkside Drive – Park Street to Ross Street	\$60.00 per month
Poyntz Street – Dunlop Street to Collier Street	\$60.00 per month
Toronto Street – Ross Street to Park Street	\$60.00 per month
Simcoe Street Lot East	\$75.00 per month

PARKING METER AND PAY & DISPLAY FEES (Note: credit card payment minimum of one hour)	
Bayfield Street – Worsley Street to Simcoe Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Bayfield Street and Maple Avenue (Salvation Army) Lot	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
15 Bayfield Street – Bayfield Street Lot	\$1.00/hr Mon-Fri 9:00 a.m.- 11:00 p.m
Bradford Street Lot	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
City Hall Lot	\$1.00 hr, \$0.50/hr Motorcycle/Scooter Mon-Fri 9:00 am - 11:00 p.m. 5 hour max stay
Clapperton Street Lot	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
Clapperton Street – Worsley Street to McDonald Street	\$1.25/hr Mon-Fri 9a.m.- 11:00 p.m
Clapperton Street – Collier Street to Worsely Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Clapperton Street – Dunlop Street to Collier Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Collier Street – Bayfield Street to Mulcaster Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Collier Street – Mulcaster Street to Poyntz Street	\$1.25/ hr, Mon- Fri 9:00AM – 5:00PM
Collier Street Parkade	\$1.25/hr., 7:30 a.m. to 11:00 p.m. Monday to Sunday

PARKING METER AND PAY & DISPLAY FEES (Note: credit card payment minimum of one hour)	
Cumberland Street – Essa Road to William Street	\$1.25/ hr, Mon- Fri 9:00AM – 11:00PM
Dunlop Street East – Mulcaster Street to east of Sampson Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Dunlop Street West – Toronto Street to Mulcaster Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Essa Road – Gowan Street to south of Cumberland Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Fred Grant Square	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Gallie Court	\$1.25/ hr, Mon - Fri 9:00AM – 11:00PM
H-Block	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
Heritage Park Lot	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
High Street – West side, Dunlop Street to Park Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
High Street – East side, Dunlop Street to Park Street	\$1.25/ hr, Mon - Fri 9:00AM – 11:00PM 1 hour max
Lakeshore Lot (Spirit Catcher)	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
Lakeshore Mews	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
Library Lot	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m

PARKING METER AND PAY & DISPLAY FEES (Note: credit card payment minimum of one hour)	
Maple Avenue – Ross Street to Simcoe Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Maple Avenue and Ross Street Lot	\$1.00/hr, or \$0.50/hour, for Motorcycle/Scooter Mon - Fri 9:00AM – 11:00PM
Maple Avenue Lot	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
Maple Avenue and Dunlop Street Lot	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
Mary Street – Simcoe Street to Dunlop Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Mary Street – Dunlop Street to Ross Street	\$1.25/ hr, Mon- Fri 9:00AM – 11:00PM
Mary Street Lot	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
McDonald Street – Mulcaster Street to Codrington Street	\$1.25/ hr, Mon- Fri 9:00AM – 11:00PM
McDonald Street – Clapperton Street to Owen Street	\$1.25/ hr, Mon- Fri 9:00AM – 5:00PM
McDonald Street – Mulcaster Street to Poyntz Street	\$1.25/ hr, Mon- Fri 9:00AM – 5:00PM
Mulcaster Street Lot	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
Mulcaster Street – Worsley Street to Codrington Street	\$1.25/ hr, Mon- Fri 9:00AM – 5:00PM
Mulcaster Street – Lakeshore Drive to Worsley Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay

PARKING METER AND PAY & DISPLAY FEES (Note: credit card payment minimum of one hour)	
North Marina Lot	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
Owen Street – Collier Street to Sophia Street	\$1.25/ hr, Mon- Fri 9:00AM – 5:00PM
Owen Street – Dunlop Street to Collier Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Owen Street Lot	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
Park Street	\$1.25/ hr, Mon- Fri 9:00AM – 5:00PM
Parkside Drive – Park Street to Ross Street	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
Poyntz Street – Dunlop Street to Collier Street	\$1.25/ hr, Mon- Fri 9:00AM – 11:00PM
Ross Street - Toronto Street to Parkside Drive	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Simcoe East Lot	\$1.00/hr, or \$0.50/hour, for Motorcycle/Scooter Mon - Fri 9:00AM – 11:00PM
Chase McEachern Way – north side, Fred Grant Square to Bayfield Street	\$1.25/hr. Mon - Fri 9:00 a.m.- 11:00 p.m. 2 hour max stay
Toronto Street – Ross Street to Park Street	\$1.00/hr Mon-Fri 9a.m.- 11:00 p.m
Worsley Street - Bayfield Street to Poyntz Street	\$1.25/ hr, Mon- Fri 9:00AM – 11:00PM

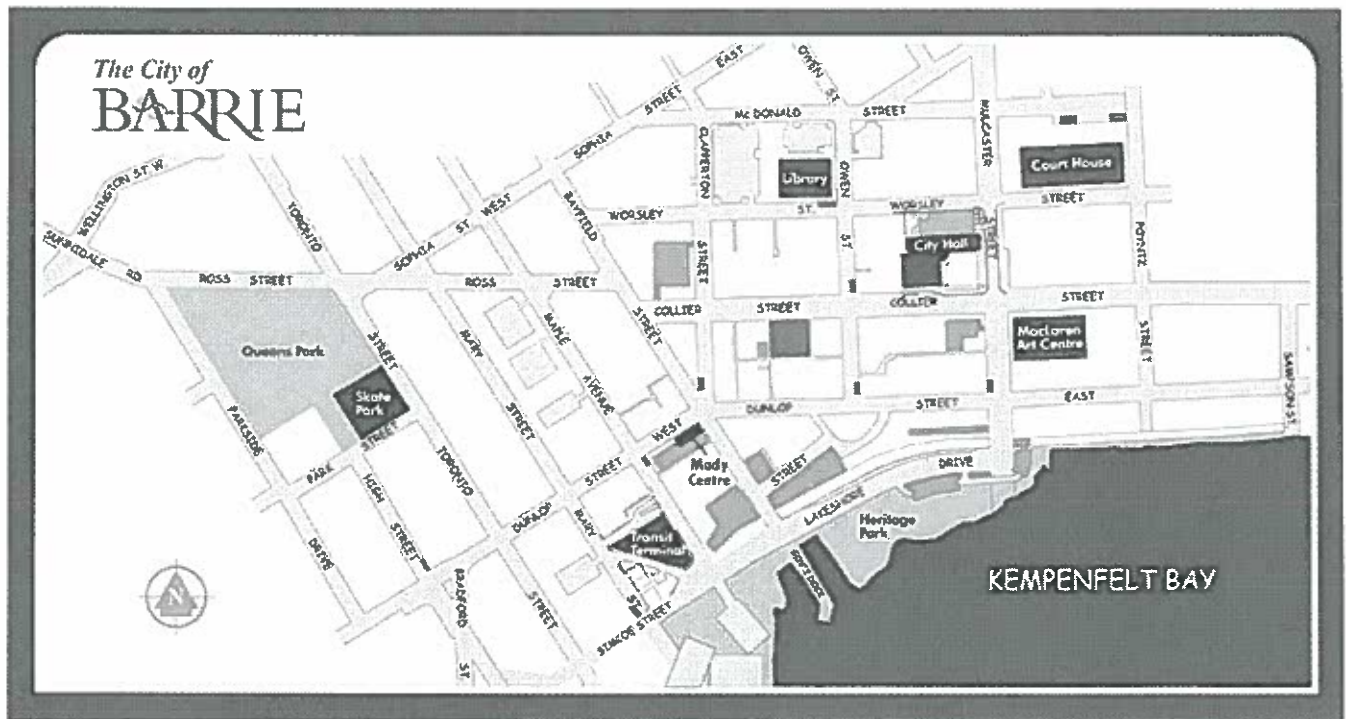
*** HST is included in the parking meter posted price. NOTE: During the month of December, on-street parking is free for the first 2 hours

APPENDIX "B"






MUNICIPAL PARKING COMPARISONS FROM OMBI

	Barrie 2009	Barrie 2010	Barrie 2011	Barrie 2012	OMBI Average 2012	Calgary 2012	Hamilton 2012	London 2012	Ottawa 2012	Sudbury 2012	T - Bay 2012	Toronto 2012	Windsor 2012	Winnipeg 2012
Average Hourly Rate for On Street Parking	\$1.00	\$1.00	\$1.00	\$1.00	\$1.49	\$2.91	\$0.98	\$1.50	\$2.95	\$1.30	\$1.00	\$2.13	\$1.25	\$1.34
Gross Parking Revenue Collected per Paid Parking Space	\$534	\$477	\$588	\$594	\$1,424	\$3,596	\$1,413	\$1,181	\$2,695	\$1,101	\$463	\$3,038	\$667	\$1,666
Parking Services Operating Costs per Paid Parking Space Managed	\$630	\$725	\$791	\$978	\$867	\$1,342	\$1,324	\$432	\$1,078	\$596	\$397	\$1,392	\$614	\$989
Number of Paid Parking Spaces Managed/100,000 population	1,908	1,901	1,602	1,646	1,447	1,325	1,327	815	726	1,251	2,903	1,520	2,134	698

APPENDIX 'C'



Downtown Parking Map Legend

-  Monthly Permit Lots = \$75 / month + taxes
-  Monthly Permit Lots = \$80 / month + taxes
-  Monthly Permit Lots = \$60 / month + taxes
-  \$0.75 / hour - 5 hour parking maximum
-  Disabled parking

Parking enforced from Mon-Fri, 9am-5pm
excluding statutory holidays and weekends.

Hours of enforcement for the Collier Street
Parkade 7:30am - 11:00pm Monday to Sunday, rate
of \$1/hr, no daily maximum, effective Jan 1, 2013

Daily Rates

Evenings, statutory holidays and weekends are FREE
(Except for Collier Street Parkade)

Off-street Parking Lots = \$5.50 / day

Hourly rates for Off-street Parking = \$0.75 / hr

Hourly rates for On-street Parking = \$1.00 / hr

Hourly rates for Collier Street Parkade = \$1.00 / hr

Monthly parking permits are available at these locations:

City Hall, 70 Collier Street 705-739-4232

Downtown Barrie Business Association, 50 Dunlop St. E.

Barrie Transit Terminal, 24 Maple Ave 705-737-2766