



City of Barrie

70 Collier Street (Box 400)
Barrie, ON L4M 4T5

Minutes - Final General Committee

Tuesday, May 12, 2015

6:00 PM

Council Chamber

GENERAL COMMITTEE

For consideration by the Council of the City of Barrie on May 25, 2015.

The meeting was called to order by Mayor Lehman at 6:04 p.m. The following were in attendance for the meeting:

Present: 11 - Mayor, J. Lehman; Councillor, B. Ainsworth; Councillor, R. Romita; Councillor, D. Shipley; Councillor, B. Ward; Councillor, P. Silveira; Councillor, M. Prowse; Councillor, J. Brassard; Councillor, A. Khan; Councillor, S. Morales; and Councillor, M. McCann

STAFF:

Chief Administrative Officer, C. Ladd
Committee and Print Services Supervisor, L. Pearson
Deputy City Clerk, W. Cooke
Deputy Treasurer, M. Jermey
Director of Finance, C. Millar
Director of Roads, Parks and Fleet, D. Friary
Executive Director of Access Barrie, R. James-Reid
Executive Director of Invest Barrie, Z. Lifshiz
General Manager of Community and Corporate Services, P. Elliott-Spencer
General Manager of Infrastructure and Growth Management, R. Forward
Manager of By-law Services, T. Banting
Performance Analyst, H. Miller
Supervisor of Traffic and Parking Services, T. Hanrahan.

The General Committee met and reports as follows:**SECTION "A"****15-G-111 2015 BUSINESS PLAN - PARKING OPERATIONS**

The Committee met and discussed motion 15-G-083 concerning 2015 Business Plan - Parking Operations that was referred back to General Committee by City Council for consideration:

- “1. That the Parking Operations base budget, with gross expenditures of \$2.3 million and gross revenues of \$2.3 million, be approved.
2. That the following changes to parking operations as well as the required changes to any related by-laws, be implemented effective July 1, 2015 with the net impact of a \$23,503 operating deficit in 2015 in the Parking Fund:
 - a) The provision of Gallie Court and Quarry Ridge Paid Parking from 9 a.m. to 12 midnight with an increase in the hourly rate to \$2.50 per hour and including the delineation of parking stalls to reduce sightline conflicts at driveways and maximize on street parking, resulting in an estimated \$60,000 in additional projected annual revenue (\$30,000 in 2015);
 - b) The conversion of the Marina Parking Lot to a 24/7 Hybrid Lot with free parking passes provided to all seasonal boat slip users in 2015 resulting in approximately \$3000 in additional revenue in 2015;
 - c) The implementation of Weekday (Monday to Friday) Evening Parking Hours from 5:01 p.m. to 3:00 a.m. with a flat rate of \$2.00 per evening, resulting in an approximately \$800,000 in additional projected annual revenue (\$400,000 in 2015);
 - d) The following amendments with respect to the Collier Street Parkade operations and rates, resulting in an approximately \$10,000 in reduced projected revenue (\$5,000 in 2015):
 - i. The hours of operation be amended to reflect the standard hours of operation and enforcement in all other off-street lots;
 - ii. The hourly rate between 9:00 a.m. and 5:00 p.m. be established at \$1.25 per hour;

- iii. The rate between 5:01 p.m. and 3:00 a.m. be established at \$2 per evening; and
 - iv. The elimination of paid parking on weekends.
 - e) The implementation of a pay by cell pilot project to provide additional payment options; and
 - f) The development of a plan for a Downtown resident evening parking pass system and a free evening parking pass for volunteers as well as options for patrons of the Uptown Theatre, with a report back to General Committee.
3. That the 2016 Business Plan be prepared with the costs associated with snow clearing related to parking spaces and lots (estimated in the amount of \$126,000 in 2015), transferred from the Parking Reserve to the tax-supported operating budget.
4. That the matter of parking fees and accessibility for boat slip holders be referred back to the Infrastructure, Investment and Development Services Committee for development of a plan for 2016.” (File: T00)

Mayor Lehman advised that motion 15-G-111 was on the floor as it was referred by City Council, and that an amending motion was to be presented for consideration. General Committee voted on the above-noted matter and the motion was LOST.

This matter was recommended (Section "A") to City Council for consideration of receipt at its meeting to be held on 5/25/2015.

15-G-112

2015 BUSINESS PLAN - PARKING OPERATIONS

The presentation concerning the 2015 Business Plan - Parking Operations, as listed on the agenda was not provided.

Mayor Lehman provided the background of the 2015 Business Plan - Parking Operations agenda item.

The following amended motion was introduced:

- “1. That the Parking Operations base budget, with gross expenditures of \$2.3 million and gross revenues of \$2.3 million, be approved, with the following amendments to reflect changes since the Business Plan’s publication on February 2, 2015.
- 2. The provision of Gallie Court and Quarry Ridge Paid Parking from 9:00 a.m. to 12 midnight at the hourly rate of \$1.25/hr and including the delineation of parking stalls to reduce sightline conflicts at driveways and maximize on street parking, resulting in an estimated \$60,000 in additional projected annual revenue (\$20,000 in 2015) and that \$10,000 be added to the Capital Budget for the purchase of 1 Pay and Display Machine;

3. That the 2016 Business Plan be prepared with the costs associated with snow removal costs related to parking spaces and lots (estimated in the amount of \$126,000 in 2015), removed from the Parking Budget and funded through the tax-supported operating budget.
4. That the hours of parking enforcement at the Collier Street parkade be aligned with the hours of enforcement in all other paid parking areas in the Downtown.
5. That staff work with the Barrie Downtown Business Improvement Area to develop a parking strategy that will minimize impacts on their members and address the long-term sustainability of the parking fund.
6. That staff bring forward the recommended parking strategy in conjunction with the Downtown Business Improvement Area in future budgets, as such time that the fiscal situation is deemed to require it.
7. That staff monitor the quarterly budget performance of the parking budget, including projected land sales.
8. That a pay by cell pilot project be implemented to provide additional payment options"

Pursuant to Procedural By-law 2013-072, Section 4, Subsection 14, the Committee adopted a procedural motion to permit members of the public to address General Committee concerning the 2015 Business Plan - Parking Operations.

Mayor Lehman invited members of the public to provide comments:

1. **Mr. Paul Lynch of the Downtown Barrie Business Association (BIA)**, provided a slide presentation regarding Parking in the Downtown.

Mr. Lynch discussed the following topics:

- The request for a time extension to come up with a parking solution for the downtown;
- That parking is an expense of doing business;
- Possible impacts on large retail areas such as parking if paid parking was to be implemented;
- Examples of businesses where it is crucial to offer free parking such as McDonalds;
- Possible impacts on Georgian Mall if charged \$2.00 to park, it would not be as popular of a destination as it is now;

- Suggesting that downtown should be treated the same as developers and offer free parking and would attract more vibrant businesses;
- Chart illustrating the BIA tax assessment over past 10 years and opportunities for it to increase;
- Businesses attraction resulting from the Parkade and requested City Council to look at the alternatives for the future of the Parkade;
- Possibility of increase in revenues for downtown businesses that free parking in the downtown could generate;
- Costs associated with maintaining one parking space; and
- Details associated with a sponsorship parking solution which the BIA would like to further explore with the City.

Mr. Lynch noted that the solution involves securing business sponsors for each parking lot which would result in free parking. In closing, Mr. Lynch noted that the solution is to look at the bigger picture and provide a business solution to a business problem and reiterated that the BIA is requesting more time to develop a comprehensive solution including a free parking program.

Members of General Committee asked questions of Mr. Lynch and staff and received responses.

2. **Tyler Murray of TygerShark**, discussed that as a business owner in the downtown he looks after parking for his employees as a value added incentive. He noted that he feels approximately \$15,000.00 can be generated per year per parking lot. Mr. Murray feels that it is an opportunity for businesses to work together collectively to come up with a parking solution. He noted that he does not feel that signs would be necessary for sponsored lots and that parking expenses could be absorbed through other mechanisms. Mr. Murray noted that his company is willing to provide resources to promote the BIA's sponsorship parking solution.
3. **Mr. Rob Burns, 2 Toronto Street**, explained that he feels the parking garage is a subsidy for the downtown and the City does not have a parking problem but a parking inventory problem, and feels that the City has too much parking and continuing to increase parking rates is not the solution. Mr. Burns commented that he believes that the elimination of some parking spots would increase usage of the parking garage. Mr. Burns indicated that he believes that if the parking garage did not exist, the new development along Collier Street would not have occurred. Mr. Burns commented that the angled parking stalls in front of the TD Bank are dangerous. Mr. Burns also commented that he feels that additional parking spaces should be available for the Marina Slip Holders, as only a limited number are provided. Mr. Burns suggested parking options for the Marina Slip Holders including the Spirit Catcher Lot. He requested

that the Marina Slip Holders be notified when the parking discussion is going to take place at the Infrastructure, Investment and Development Services Committee.

4. **Mr. Clare Riepma, Ward 1 resident**, encouraged City Council to look at the big picture as it relates to parking and the commitment to the Downtown. He feels that the downtown is a great place with a great deal of unrealized potential and has the best waterfront in the country. He feels that the parking solution will dictate the success of the downtown. Mr. Riepma provided examples of additional costs associated with doing business in the downtown. Mr. Riepma advised that he believes if free parking were offered in the Downtown it would attract more patrons.
5. **Angela Baldwin on behalf of the Barrie Film Festival**, advised that she is an Urban Planner and a supporter of the Downtown. She noted that she feels the discussions around parking should include cultural groups as they spend and bring money and vibrancy to the Downtown. She questioned the budget revenue estimates that were outlined in the Business Plan. Ms. Baldwin requested that Cultural Groups be included in the parking discussions.
6. **Robb Meier, Ward 1 Resident**, stated that he lives a car-free lifestyle and feels that there is a lack of bicycle paths in the downtown. He noted that statistics suggest that cyclist spend more money than automobile drivers. He suggested that a pilot project offering a bicycle coral in the downtown be implemented.
7. **Gary McCloskey, 111-117 Dunlop St. E.**, commented that he does not believe paying for parking is a problem. He noted that he is supportive of an evening parking fee but is concerned about permitting free parking behind buildings as he feels the parking spaces would be used by employees and tenants of the downtown.

Members of General Committee asked questions of Mr. McCloskey and the BIA representatives and received responses.

General Committee recessed from 7:47 p.m. and reconvened at 7:58 p.m.

8. **Al McNair of the Brereton Field Naturalists** feels that the parking problem is more of an accounting and cash flow problem and not a revenue problem. He questioned if revenue from parking tickets goes into a general revenue account or is allocated to the parking budget. Mr. McNair asked a question related to the debenture for the Parking Garage. Mr. McNair encouraged City Council to look at parking with a holistic approach that keeps the big picture in mind.

9. **Emma MacTier, Student at Andrew Hunter Elementary School,** noted that she is working on a parking program project for school. She feels that the pay by cell app. is a good idea as it is convenient and people will spend more time downtown especially for family events. She discussed the benefits of the app. and requested the City consider implementing its use.

The General Committee recommends adoption of the following recommendation(s):

SECTION "B"

15-G-113 2015 BUSINESS PLAN - PARKING OPERATIONS

1. That the Parking Operations base budget, with gross expenditures of \$2.3 million and gross revenues of \$2.3 million, be approved, with the following amendments to reflect changes since the Business Plan's publication on February 2, 2015.
2. The provision of Gallie Court and Quarry Ridge Paid Parking from 9:00 a.m. to 12 midnight at the hourly rate of \$2.00/hr and including the delineation of parking stalls to reduce sightline conflicts at driveways and maximize on street parking, resulting in an estimated \$60,000 in additional projected annual revenue (\$20,000 in 2015) and that \$10,000 be added to the Capital Budget for the purchase of 1 Pay and Display Machine;
3. That the 2016 Business Plan be prepared with the costs associated with snow removal costs related to parking spaces and lots (estimated in the amount of \$126,000 in 2015), removed from the Parking Budget and funded through the tax-supported operating budget.
4. That the hours of parking enforcement at the Collier Street parkade be aligned with the hours of enforcement in all other paid parking areas in the Downtown resulting in a reduction in revenue of \$10,000 annually (\$3,000 in 2015).
5. That staff work with the Downtown Business Improvement Area to develop a parking strategy that will minimize impacts on their members and impacts on the City's budget and report back to the Infrastructure, Investment and Development Services Committee.
6. That staff monitor the quarterly budget performance of the parking budget, including projected land sales.

7. That a pay by cell pilot project be implemented to provide additional payment options. (15-G-083) (File: T00)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 5/25/2015.

SECTION "C"

15-G-114 2015 BUSINESS PLAN - PARKING OPERATIONS - MARINA PARKING LOT

That the matter of parking fees and accessibility for boat slip holders be referred back to the Infrastructure, Investment and Development Services Committee for development of a plan for 2016. (File: T00)

Councillor D. Shipley declared a potential pecuniary interest with respect to the foregoing matter as he owns a boat slip in the marina. He did not participate in discussion or vote on the matter. He remained in his seat at the Council Table.

This matter was recommended (Section "C") for consideration of adoption at its meeting to be held on 5/25/2015.

The meeting adjourned at 8:38 p.m.

CHAIRMAN