

An aerial photograph of a city, likely Chicago, showing a mix of residential and commercial buildings, streets, and green spaces. A prominent blue semi-transparent banner is overlaid across the top half of the image, containing the title text. The background shows a dense urban area with various building styles, parking lots, and a waterfront area with a marina and a large green park area in the lower right.

2019 Parking Strategy Update

June 5, 2019

Finance & Corporate Services Committee

Prepared by Tyrell Turner & Tessa Williams

Business Problems

Convenience

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



i.e. Parking App

Waterfront Parking

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

Competitiveness

- Providing parking for employees can be a barrier to employers located downtown or considering locating downtown.
- Inconvenient parking can make businesses less competitive compared to other businesses.

Decision Making

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

Business Problems ctd.

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.

Free/Discounted Parking

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

Spillover Parking

- Certain neighbourhoods are experiencing spillover from busy destinations nearby.

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-term financial strategy.

Developing a Parking Ecosystem

Customer Benefits

- Tool for Wayfinding
- Option for Cashless Payment
- Ability to 'top up' parking time remotely

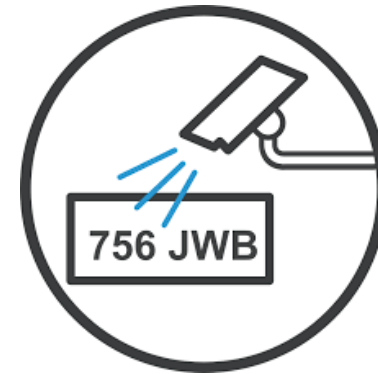
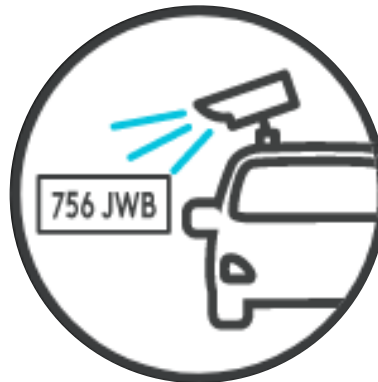
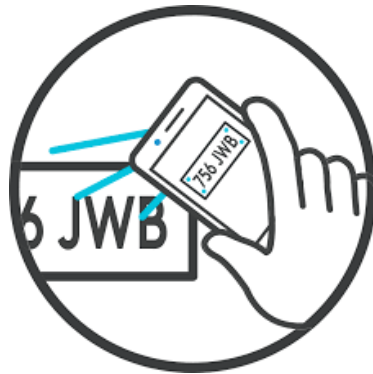
Operator Benefits

- Automated Enforcement
- Streamlined Permit Administration
- Dynamic Pricing
- Evidence-Based Decision Making



Other Parking Considerations

License Plate Recognition (LPR) Pilot	Official Plan Update	Phase 2 / Out of Scope
<ul style="list-style-type: none">Residential Parking Management	<ul style="list-style-type: none">Bicycle ParkingZoning StandardsUrban Design Guidelines	<ul style="list-style-type: none">Commuter ParkingRoad Standards & Geometric DesignsSchool Pick Up/Drop Off



Principles of Parking Services

The following principles (strategies) related to the Parking Service have been developed and reviewed with stakeholders.

- 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 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 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 case 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.)*

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 regularly developed, monitored and reported to evaluate the impact of parking strategy and inform decision making.

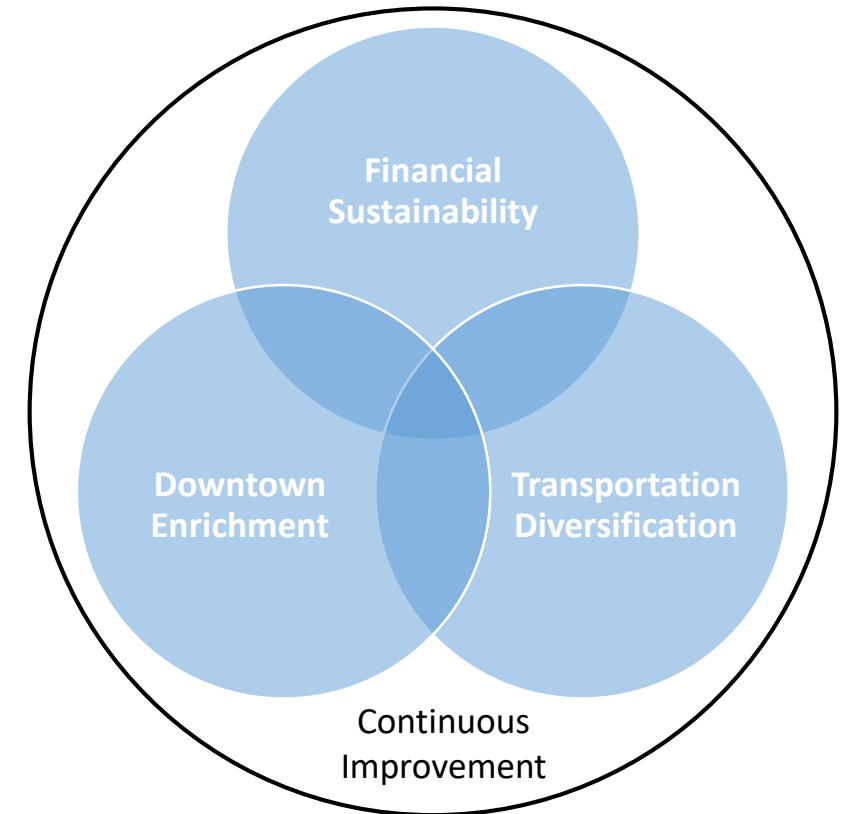
Refreshed Guiding Principles

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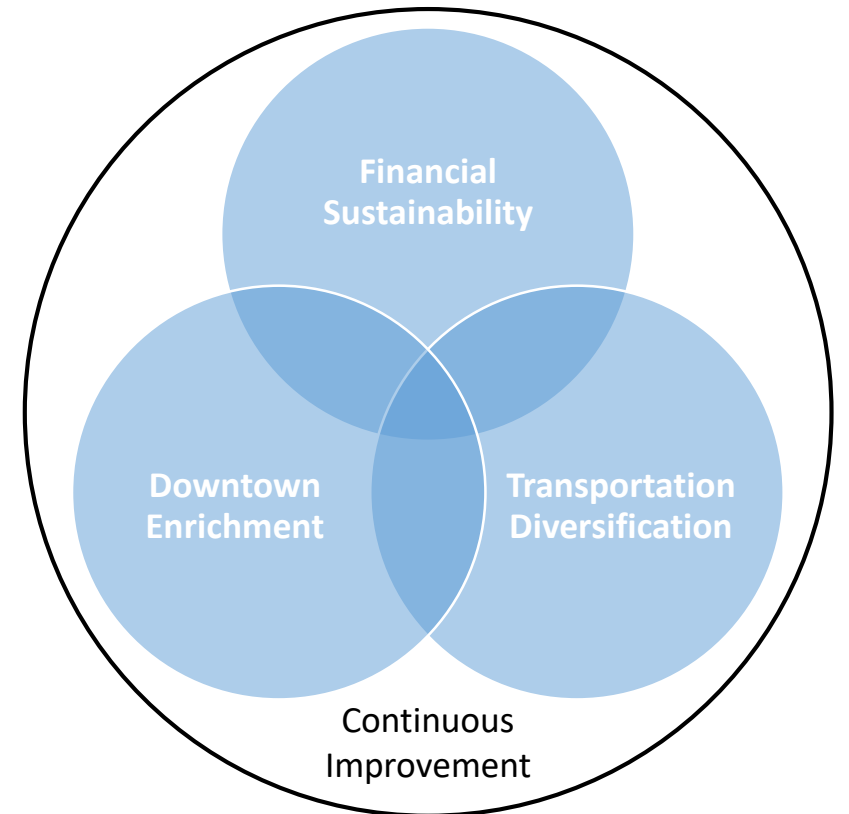
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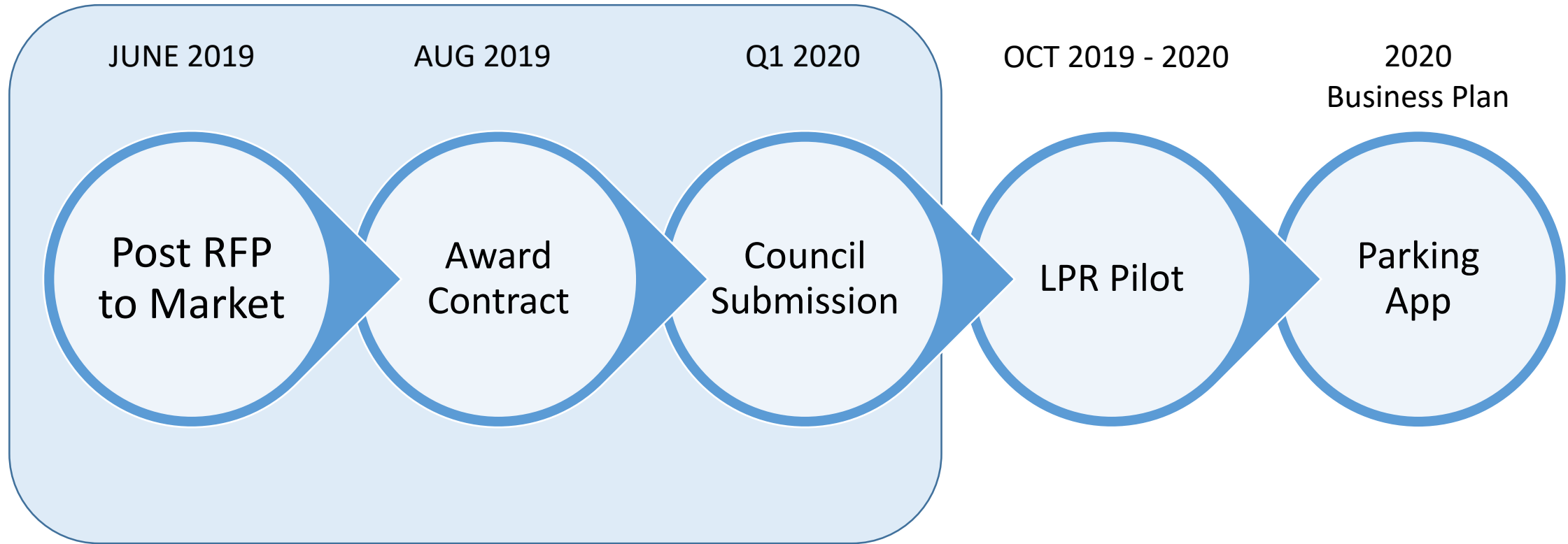


Evaluation Framework



Example Recommendation	Financial Sustainability	Transportation Diversification	Downtown Enrichment
Introduce Parking App	Support	Neutral	Support
<i>Explanation</i>	<i>Offering a cashless payment method increases compliance and revenue.</i>	<p>Support: Making it easier to find parking will reduce congestion.</p> <p>Oppose: Making it easier to find and pay for parking does not encourage walking, cycling or transit.</p>	<i>Offering a more convenient payment method removes a barrier to visiting the downtown and waterfront.</i>

Tentative Timeline



PARKING STRATEGY UPDATE

