

Barrie Parking Strategy

General Committee Presentation
Prepared by the Transit & Parking Strategy Dept.
October 19th, 2020



Introduction

Seeking **adoption** of guiding document and **approval** of staff report to implement the following:

- Traffic Bylaw amendments
- Fees Bylaw amendments
- Funding requests
- Direct Motions



Parking provides Access



Financial Sustainability



**Continuous
Improvement**



**Transportation
Diversification**

**Downtown
Enrichment**

Engagement

Stakeholder Initiatives

- Business Owner Survey
- Roundtable Discussion
- Walking Tour
- BIA Townhall
- Waterfront Spillover Parking Investigations

Public Initiatives

- Building Barrie Survey
- Map-based Input Tool
- Open House





Downtown: Key Findings

Issues

- Inconvenience
- Concentrated demand
 - Current Peak Utilization: 50%
 - 2041 System Peak Utilization: 88%

Opportunities

- Technology
- Municipal control of parking supply



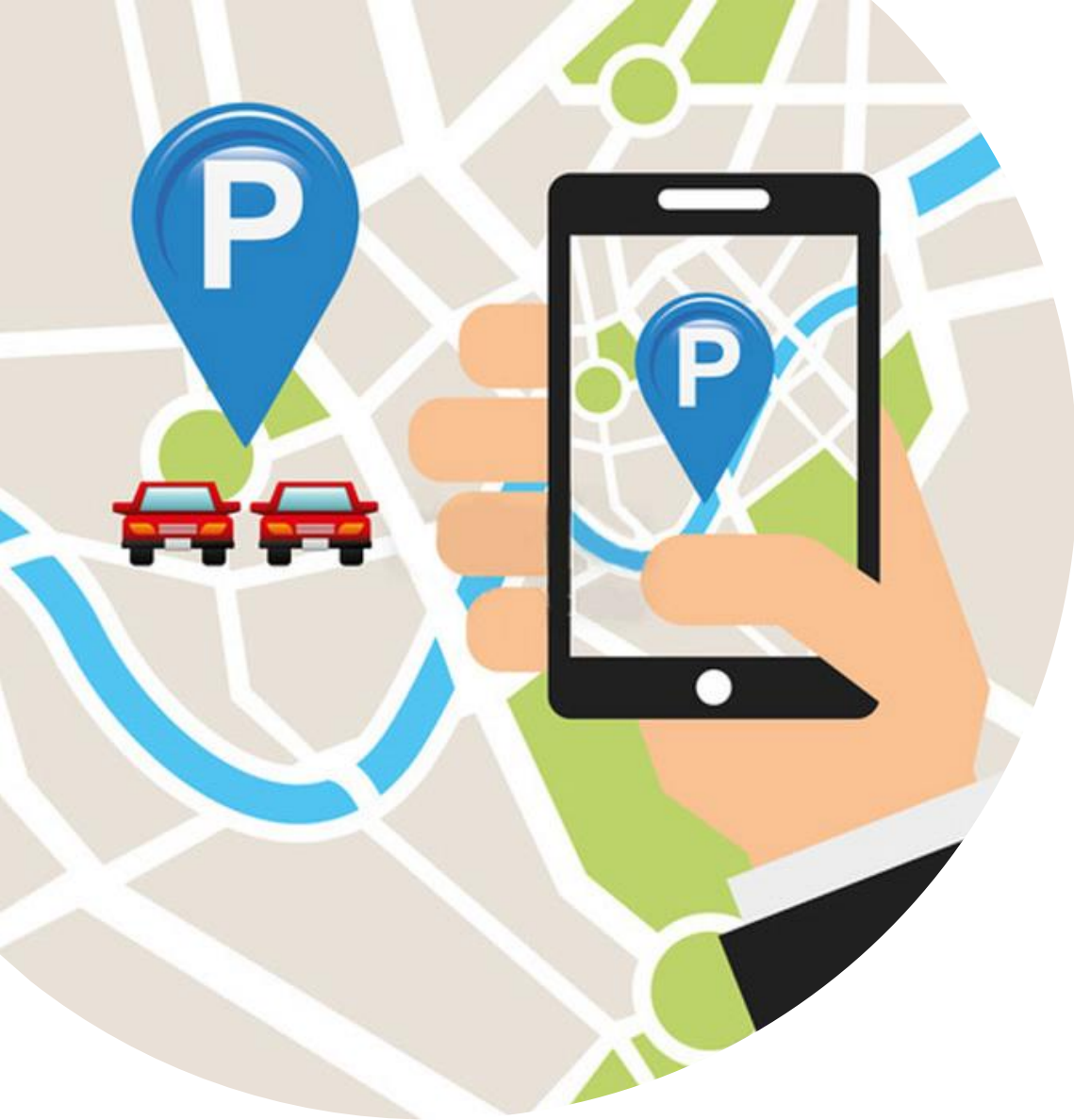
Waterfront: Key Findings

Issues

- Seasonal spike in demand
 - Current System Peak Utilization: 100%
 - 2041 System Peak Utilization: 143%
- Expansion is expensive and sacrifices green space
- Additional capacity is not required outside summer weekends
- Spillover difficult to control without impacting rights of residents

Opportunities

- Go Station
- Downtown capacity



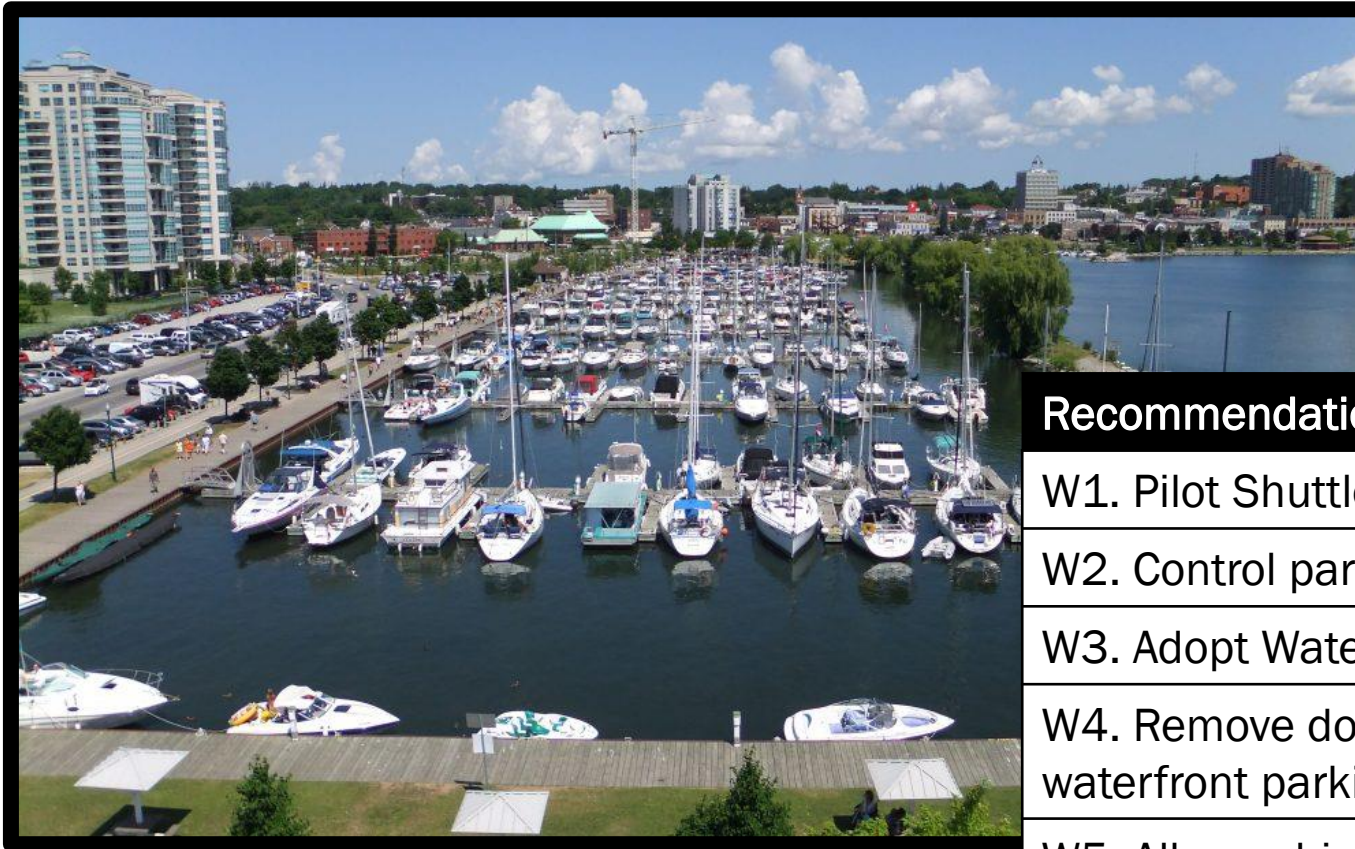
What is the future of Parking in Barrie?

- Waterfront Shuttle Pilot Project
- Waterfront Master Plan
- Wayfinding Master Plan
- Parking App
- Transition from Hangtags to Digital Parking Passes
- Investment in Enforcement
- Update Parking Strategy regularly to address emerging issues

Downtown Recommendations

Recommendation	Target
D1. Adopt Parking Equilibrium Policy	Q4 2020
D2. Optimize Pricing Structure	Q1 2021
D3. Introduce new parking controls at the Library Lot	Q1 2021
D4. Adjust parking controls at City Hall	Q1 2021
D5. Withdraw pass access to on-street parking locations	Q1 2021
D6. Implement Spillover Controls	Q2 2021



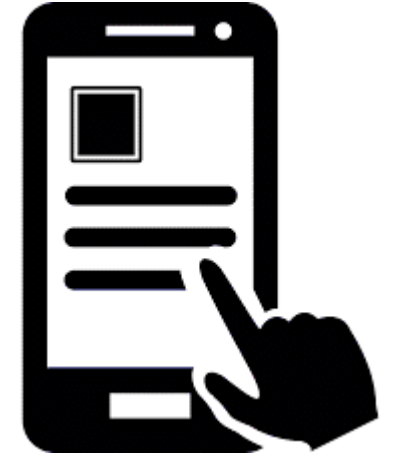


Waterfront Recommendations

Recommendation	Target
W1. Pilot Shuttle Service	Q2 2021
W2. Control parking near waterfront access points	Q2 2021
W3. Adopt Waterfront Spillover Parking Policy	Q2 2021
W4. Remove downtown pass access from waterfront parking	Q1 2021
W5. Allow vehicles without trailers to park at boat launches during the winter	Q4 2020
W6. Expand Marina Pass eligibility	Q2 2021
W7. Contribute to Wayfinding Master Plan	Q2 2021
W8. Investigate Simcoe County Parking Pass	Q2 2021
W9. Adjust Hybrid Lot Structure	Q1 2021

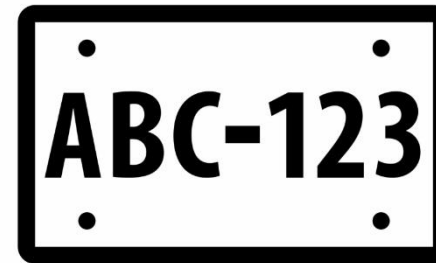
Technology Recommendations

T1. Upgrade payment hardware to Smart Meters



T2. Procure third party Parking App

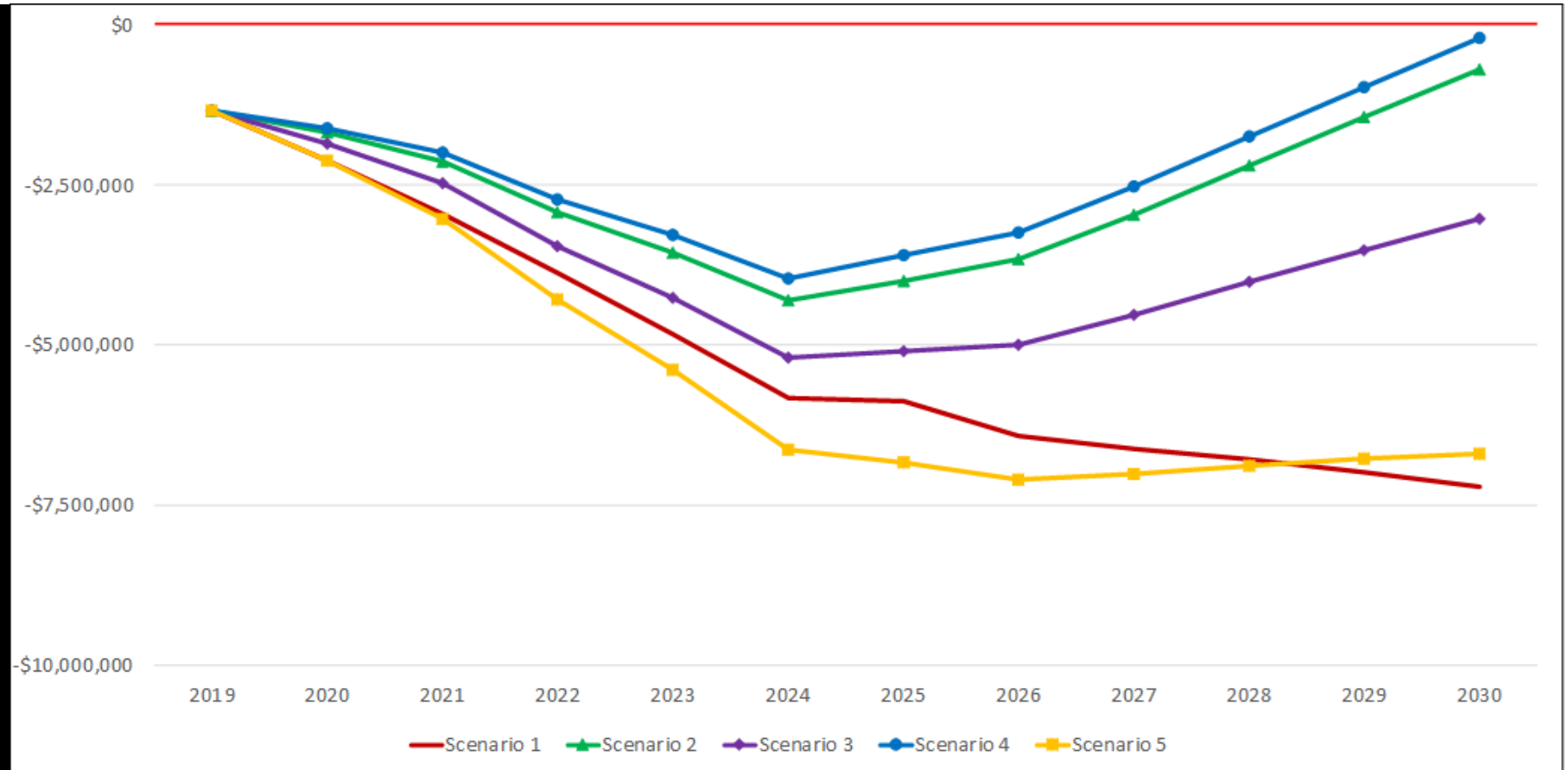
T3. Leverage License Plate Recognition



T4. Transition from hangtags to Digital Passes



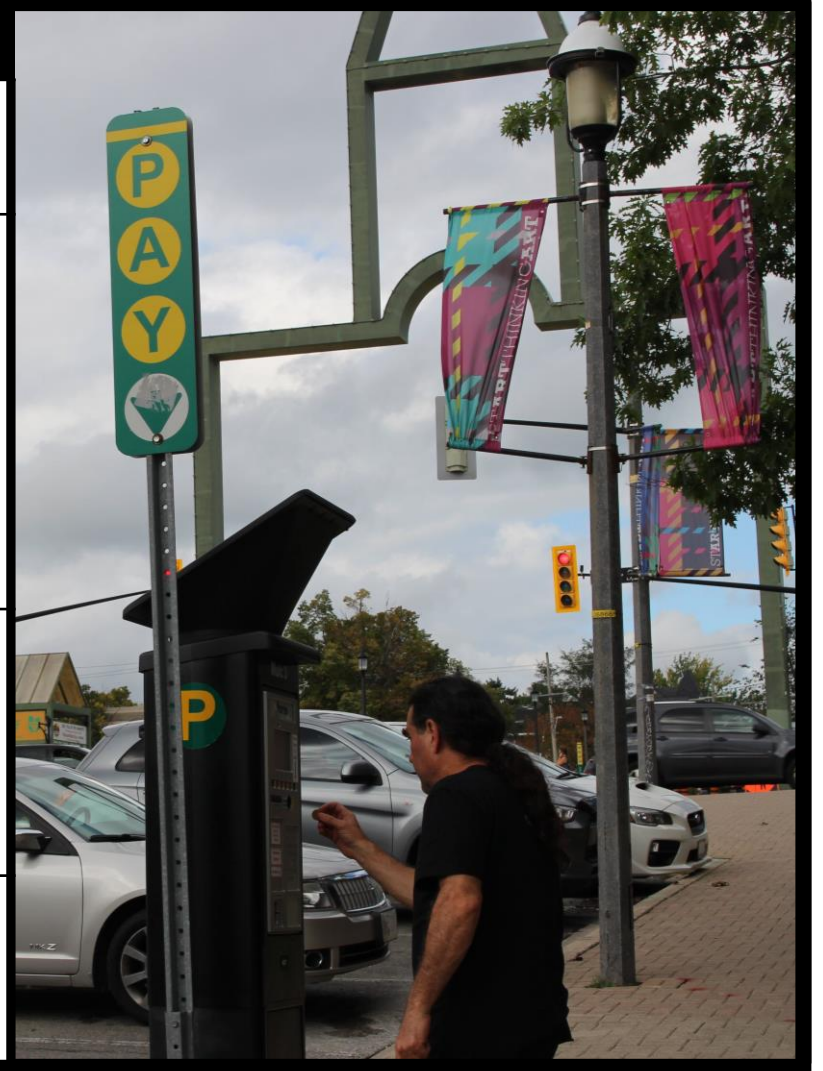
Annual Projected Reserve Balance



Possible Financial Interventions	Scenario 1 Status Quo	Scenario 2 Rate Increases & Evening Paid Parking	Scenario 3 Rate Increases & Saturday Paid Parking	Scenario 4 Rate Increases & Waterfront Paid Parking*	Scenario 5 Rate Increases
F1. Increase Downtown Rates	No	Yes	Yes	Yes	Yes
F2. Increase Hospital Rates	No	Yes	Yes	Yes	Yes
F3. Increase Waterfront Rates (non-residents only)	No	Yes	Yes	Yes	Yes
F4. Evening Paid Parking	No	Yes	No	No	No
Saturday Paid Parking	No	No	Yes	No	No
Waterfront Paid Parking * (including residents)	No	No	No	Yes	No
		Recommended Scenario			

Financial Recommendations

Recommendation	Target
F1. Increase waterfront rates & fines for non-residents	Already implemented
F2. Increase downtown rates <ul style="list-style-type: none">• \$0.25 increase to hourly rates• \$1.50 increase to daily rates• %10 increase to monthly and annual rates• Last increase was 2014	Q4 2021 for hourly and daily rates Q1 2021 for monthly and annual rates
F3. Increase hospital rates & fines <ul style="list-style-type: none">• Proposed Barrie rate: \$5/hr• RVH rate: \$6.50/hr• Extend paid parking to seven days a week	Q1 2021
F4. Introduce evening paid parking in the downtown (9am – 9pm)	Q2 2022



**Simple.
Stress-free.
Sustainable.**



Thank you.

Questions?

Barrie

