



**TRANSIT AND PARKING STRATEGY
MEMORANDUM**

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TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING STRATEGY

NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

RE: EVENING PAID PARKING INVESTIGATION DEFERRAL

DATE: SEPTEMBER 20, 2021

The purpose of this Memorandum is to provide members of Council with information that the Transit and Parking Strategy department brought forward the 2020 Parking Strategy to Council on October 19th, 2020, with Staff Report TPS006-20, that outlined key strategic changes for the parking system including recommendations on parking devices and technologies, rules and restrictions, forecasted future demand and supply, and financial interventions required to ensure the parking rate is sustainable including approved pricing changes.

Several of these recommendations have been implemented or are planned to be implemented in the short-term including parking rate changes that will go into effect on October 4th, 2021 (\$1.00 to \$1.25 parking lots and \$1.25 to \$1.50 on-street). One of the key recommendations considered was the extension of paid parking into the evening during weekdays until 9:00pm. Understanding the extension of paid parking into the evening would be a significant change to our existing parking system Council directed staff to further investigate this option to understand the evening utilization, municipal comparators, impact on users and businesses, and the necessity based on the financial condition of the parking reserve. The following motion was passed. "That the extension of paid parking to include weekday evenings in the Downtown area be referred back to staff in the Transit and Parking Strategy Department for further investigation and to report back to General Committee in the third quarter of 2021."

Staff have been monitoring parking revenue and collecting utilization data in the evening hours, however it is apparent that we haven't yet returned to normal conditions with the continued impacts of the pandemic. The provincial restrictions, heightened safety concerns, cancellation of events, increase in work from home, lowered or redirected enforcement, economic recovery of the downtown, and overall reduction in travel have resulted in reduced parking activity in the downtown.

With that realization staff do not feel we can accurately provide the requested information at present. Staff are not comfortable recommending this alternative at this time as businesses and users recover from the impacts of the pandemic. We will commit to monitoring and assessing the economic recovery in the downtown through the utilization of our parking facilities with the intention to report back with recommendations to Council in the summer or fall of 2022 unless directed otherwise by Council. Performance of the parking rate and reserve forecasts will be communicated through the annual Business Plan to Council.