
TO: GENERAL COMMITTEE

SUBJECT: NON-RESIDENT WATERFRONT PAID PARKING AND TEMPORARY SUSPENSION OF PAID PARKING

WARD: ALL

PREPARED BY AND KEY CONTACT: T. TURNER, MANAGER OF BUSINESS SERVICES
EXT. 5187

SUBMITTED BY: B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING

GENERAL MANAGER APPROVAL: R. JAMES-REID, EXECUTIVE DIRECTOR – ACCESS BARRIE

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That Traffic By-law 80-138, Section 1 “Interpretation”, be amended by adding the following Sections:

(uu) "Downtown Paid Parking Area" shall mean:

- (i) Paid parking that falls within the area depicted in Schedule 3 bounded by Parkside Dr, Ross St, Sophia St W, McDonald St, Codrington St, Berczy St, Dunlop St E, Mulcaster St, Simcoe St inclusive of the lands adjacent the right-of-way that extend to the shore of Kempenfelt Bay between the Barrie North Shore Trail and Kidd's Creek, Bradford St and Dunlop St W, including but not limited to the following parking lots:
- a) 15 Bayfield Street
 - b) Bradford Street
 - c) Chase McEachern Way
 - d) City Hall
 - e) Clapperton Street
 - f) 23 Collier Street
 - g) Collier Street Parkade
 - h) H-Block
 - i) Heritage Park West, East and North
 - j) Lakeshore Drive
 - k) Lakeshore Mews
 - l) Library lot
 - m) Maple Ave South Central and North
 - n) Mary Street
 - o) McDonald Street
 - p) North Marina
 - q) Owen Street
 - r) Simcoe & Bayfield West
 - s) Spirit Catcher

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- (vv) "Hospital Parking Area" shall mean:
- (i) Paid parking on Gallie Court and Quarry Ridge.
- (ww) "Waterfront Parking Area" shall mean:
- (i) Paid parking that falls within the area depicted in Schedule 4 bounded by Lakeshore Drive at Kidd's Creek in the North and Minet's Point Road in the South, including but not limited to the following parking lots:
- a) Lakeshore Drive on-street parking between Victoria Street and Minet's Point Road
- b) Marina
- c) North Centennial
- d) North Victoria
- e) South Victoria
- f) South Centennial
- g) Southshore Centre
- h) Tiffin Boat Launch
- (ii) Parking provided at municipal parks with waterfront access to Kempenfelt Bay, including but not limited to the following parking lots:
- a) Johnson's Beach
- b) Minet's Point Park
- c) Tyndale Park
2. That Traffic By-law 80-138, Schedule 1, be deleted and replaced with the new Schedule 1, identified in Appendix "A" to Staff Report TPS003-20.
3. That staff in the Enforcement Services Branch make an application to the Ministry of the Attorney General as follows:
- a) To increase the set fine from \$30.00 to \$60.00 for paid parking infractions in the Waterfront Area; and
- b) To increase the early payment fine from \$20.00 to \$50.00 for paid parking infractions in the Waterfront Area.
4. That Fees By-law 2020-009, "Schedule J", be amended to increase rates in the Waterfront area for non-residents, effective July 2, 2020 and as identified in Appendix "B" to Staff Report TPS003-20:
- a) The hourly rate be increased from \$3.00 per hour to \$5.00 per hour; and
- b) The daily rate be increased from \$20.00 per day to \$30.00 per day.
5. That paid parking in the 'Waterfront Parking Area' as defined by the amendments to Traffic By-law 80-138, identified in Staff Report TPS003-20, to resume on July 2, 2020 or once the emergency order from the municipality is lifted; whichever is later.
6. That paid parking in the 'Downtown Paid Parking Area' as defined by the amendments to Traffic By-law 80-138 identified in Staff Report TPS003-20, be suspended until September 8, 2020 to support the Downtown Economic Recovery Plan.

PURPOSE & BACKGROUND

Report Overview

7. The recommendations and analysis contained within this Staff Report support two objectives; to realize short-term goals for the 2020 summer season; and to support the downtown economic recovery plan.
8. The rate and set fine increases are part of a greater Parking Strategy Update and strategy that has not yet been presented to members of Council with the recent impacts from COVID-19 and the changing economic landscape. However, to achieve short-term paid parking objectives surrounding the waterfront, staff feel it is important to bring forward these recommendations ahead of the summer season to ensure the immediate benefits can be realized.
9. The temporary suspension of paid parking is intended to support the downtown economic recovery plan as identified through feedback from the downtown Business Improvement Association.

ANALYSIS

10. The following analysis represents the benefits that would be achieved by implementing the proposed rate and set fine increases such as increased compliance; financial gain for the Parking Rate; and equity among neighbouring municipalities.

Increase rates for non-residents on the waterfront

11. Staff recommend increasing hourly rates from \$3 /hr to \$5/hr and daily rates from \$20/day to \$30/day to better align with neighbouring municipalities with waterfront parking (see Figure X-1).

Figure X-1: Waterfront Parking Rate Comparison

Hourly		Daily	
Innisfil	\$10	Innisfil	\$50
Georgina	\$5	Barrie - proposed	\$30
Barrie - proposed	\$5	Georgina	\$25
Wasaga Beach	\$3	Oro-Medonte	\$20
Barrie - current	\$3	Barrie - current	\$20
Oro-Medonte	daily	Wasaga Beach	\$15

12. A total of 144,195 parking demand hours from non-residents were expected in 2020 which at \$3.00/hr would result in \$432,585 in total revenue. At \$5.00/hr and assuming no decrease in demand this would translate to \$720,975 in revenue, or an increase of \$288,390. This increase would represent the best case scenario in future years at normal conditions which would be unrealistic to expect considering the known decrease in demand; waterfront restrictions such as accessing the beach and playground; and the mid-season change for 2020.

The following represents the difference in projected revenues under the following scenarios.

Percentage of Normal	\$3.00 / Hour	\$ 5.00 / Hour	Difference
100%	\$ 432,585	\$ 720,975	\$ 288,390
75%	\$ 324,439	\$ 540,731	\$ 216,293
50%	\$ 216,293	\$ 360,488	\$ 144,195
25%	\$ 108,146	\$ 180,244	\$ 72,098

Increase the fine for paid parking infractions in the waterfront

13. Staff recommend increasing the early payment fine for waterfront parking lots from \$20 to \$50 and increasing the set fine from \$30 to \$60. There are no changes proposed to the fine structure for the downtown parking lots at this time. Fine revenues are used to cover the costs of enforcement and therefore do not directly contribute to the parking reserve. The intent is to drive compliance by ensuring there is a financial incentive to pay for parking compared to the risk of receiving an expensive ticket. These increases will better align fines with the fine structure in neighbouring municipalities (see Figure X-2). The proposed fines will not be effective until they are approved by the Ministry of the Attorney General.

Figure X-2: Waterfront Parking Fine Comparison

Set Fine		Early Payment	
Innisfil	\$90	Innisfil	\$75
Barrie - proposed	\$60	Barrie - proposed	\$50
Oro-Medonte	\$60	Oro-Medonte	\$40
Wasaga Beach	\$55	Wasaga Beach	\$40
Georgina	\$50	Georgina	\$50
Barrie - current	\$30	Barrie - current	\$20

14. With the temporary measure to restrict access to our waterfront parking lots to residents only to minimize the risk of COVID-19 transmission, Enforcement Services has initiated patrolling of the waterfront area to ensure compliance. As of July 2nd or when the municipality lifts the emergency order, whichever is later, we will resume normal paid parking operation on the waterfront. Enforcement on the waterfront will ramp up as resources are transitioned back from COVID-19 related matters.

Suspension of Paid Parking to Support the Downtown Economic Recovery Plan

15. The following benefits are anticipated by suspending paid parking requirements until September 8th, 2020.
 - a) Provide incentive for customers to access downtown businesses
 - b) Provide financial relief for downtown owners, staff, and customers
 - c) Remove potential barrier from customers visiting the downtown

16. The downtown parking system generated the following revenue in 2019.

January	\$ 135,527
February	\$ 128,719
March	\$ 152,786
April	\$ 144,848
May	\$ 168,476
June	\$ 166,454
July	\$ 196,979
August	\$ 186,174
September	\$ 159,200
October	\$ 154,191
November	\$ 145,244
December	\$ 62,100
Total	\$ 1,800,694

17. Under normal conditions the suspension of paid parking would result in the following lost revenue totals. These projections would be worse case scenario considering the known existing decline in utilization and therefore the various scenarios have been depicted that represent the percentage of normal conditions.

	100% Normal	75% Normal	50% Normal	25% Normal
Jul 1st – Sep 8th	\$ 420,300	\$ 315,225	\$ 210,150	\$ 105,075
Jul 1st – Oct 31st	\$ 696,544	\$ 522,408	\$ 348,272	\$ 174,136
Jul 1st – Dec 31st	\$ 903,888	\$ 677,916	\$ 451,944	\$ 225,972

18. The following represents the projected Parking Reserve for 2020.

Uncommitted Balance, Jan 1, 2020	\$ (273,124)
Funds committed to McDonald Reconstruction	\$ (844,860)
Original 2020 Projected Operating Deficit	\$ (619,702)
Parking Revenues Lost to Date	\$ (538,921)
Expected Lost Revenue of Suspension to Sep 8 th	\$ (420,300)
Savings from Lower Revenue Collection	\$ 50,000
Expected Lost Revenue (50%) Sep 8 th – Dec 31 st	\$ (241,794)
Projected Year End Deficit, Dec 31, 2020	\$ (2,048,101)

19. The Parking Strategy Update that considered financial sustainability and recommendations to achieve this over a 20 year forecast timeframe was set to be presented to members of Council on April 6th, 2020; however has been put on hold with the impacts of COVID-19 and the changing economic landscape. Staff will plan to revisit the recommended strategies in consideration of our new environment and bring forward an updated parking strategy to sub-committee in Q4 2020 for consideration.

ENVIRONMENTAL AND CLIMATE CHANGE IMPACT MATTERS

20. There are no environmental and climate change impact matters related to the recommendation.

ALTERNATIVES

21. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could maintain the existing parking rate and fine structure for non-residents within the waterfront area.

This alternative is not recommended as the City would not realize the benefits of increased compliance, the financial incentive for the Parking Rate, and equity within neighbouring municipalities.

Alternative #2

General Committee could choose to not extend the suspension of paid parking.

This alternative is not recommended as although it would result in additional revenue for the parking rate it would not support downtown businesses and the associated long-term benefits.

FINANCIAL

22. The increase in transient non-resident parking rates would result in up to \$288,390 projected increase in revenue which will offset lost parking revenues within the 2020 parking operating budget and be incorporated into future business plans.
23. The suspension of paid parking to September 8th would result in up to \$420,300 in lost revenue that would contribute to the expected year end deficit and would be mitigated through future parking rate sustainability strategies.

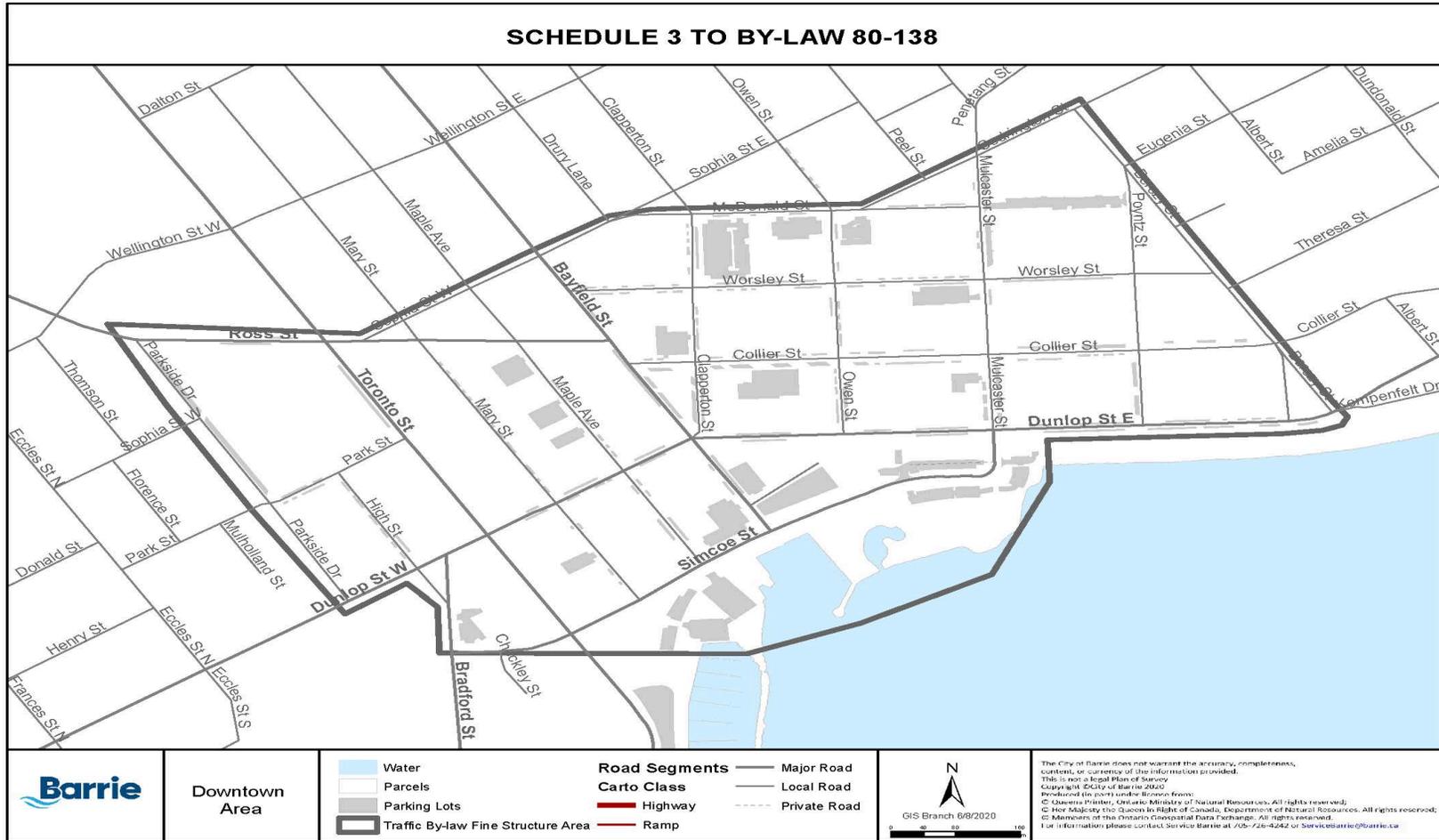
LINKAGE TO 2018–2022 STRATEGIC PLAN

24. The recommendation(s) included in this Staff Report support the following goals identified in the 2018-2022 Strategic Plan:
- Growing Our Economy
25. The proposed recommendations will result in additional parking revenues that will support for future economic incentives.
26. The proposed recommendations will support the downtown economic recovery plan to ensure the long-term sustainability and health of our downtown businesses.

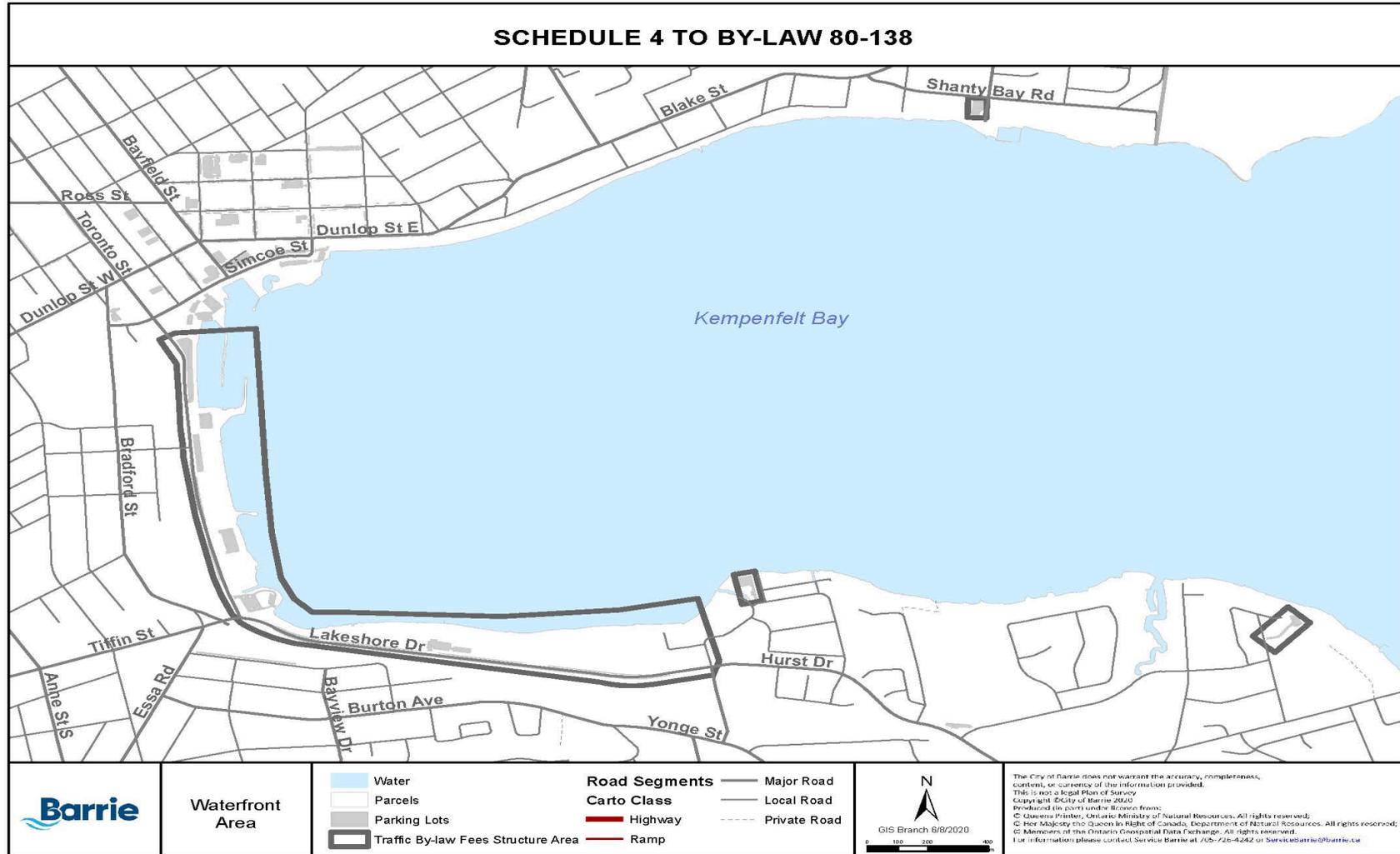
APPENDIX "A"
SCHEDULE 1 TO BY-LAW 80-138 SCHEDULE OF VOLUNTARY PAYMENTS

Offence	Section #	Downtown Area	Hospital Area	Waterfront Area
		Voluntary Payment		
Two-way street - park facing wrong direction	3(1)	\$20.00	\$20.00	\$20.00
Park - right wheels more than 1.5 m from curb/ Roadway	3(1)	\$20.00	\$20.00	\$20.00
One way street - park facing wrong direction	3(3)	\$20.00	\$20.00	\$20.00
Park on/over sidewalk	4(1)(a)	\$20.00	\$20.00	\$20.00
Park on/over boulevard	4(1)(b)	\$20.00	\$20.00	\$20.00
Park within intersection	4(1)(c)	\$20.00	\$20.00	\$20.00
Park within designated pedestrian crossover	4(1)(d)	\$20.00	\$20.00	\$20.00
Park within 3 metres of a fire hydrant	4(1)(e)	\$20.00	\$20.00	\$20.00
Park within 15 metres of railway track	4(1)(f)	\$20.00	\$20.00	\$20.00
Park within 9 metres of intersection	4(1)(g)	\$20.00	\$20.00	\$20.00
Park in front of/within 1.5 metres of an entrance to a public lane/private driveway	4(1)(h)	\$20.00	\$20.00	\$20.00
Park on bridge	4(1)(i)	\$20.00	\$20.00	\$20.00
Park within 100 metres of bridge	4(1)(i)	\$20.00	\$20.00	\$20.00
Park on street – obstruct traffic	4(1)(j)	\$20.00	\$20.00	\$20.00
Park - interfere with removal of vehicle	4(1)(k)	\$20.00	\$20.00	\$20.00
Park in front of main entrance to theatre/hotel/ auditorium/or (specify building)	4(1)(l)	\$20.00	\$20.00	\$20.00
Park in front of emergency exit from theatre/hotel/auditorium/or (specify building)	4(1)(l)	\$20.00	\$20.00	\$20.00
Park within 3 metres of driveway/lane prohibited a by sign	4(2)(a)	\$20.00	\$20.00	\$20.00
Park within 15 metres of intersection prohibited by sign	4(2)(b)	\$20.00	\$20.00	\$20.00
Park within 15 metres of any through highway prohibited by sign	4(2)(b)	\$20.00	\$20.00	\$20.00
Park within 9 metres of a pedestrian crossover prohibited by sign	4(2)(c)	\$20.00	\$20.00	\$20.00
Park on street prohibited by sign	4(2)(d)	\$20.00	\$20.00	\$20.00
Park within 30 metres of signalized intersection prohibited by sign	4(2)(e)	\$20.00	\$20.00	\$20.00
Park during hours/days prohibited by sign	4(3)	\$20.00	\$20.00	\$20.00
Park on street - exceeding time limit posted by sign	4(4)	\$20.00	\$20.00	\$20.00
Park where prohibited by temporary "NO PARKING" signs	4(5)	\$20.00	\$20.00	\$20.00
Stop - prohibited by sign	4(8)	\$20.00	\$20.00	\$20.00
Stop/Park vehicle in designated taxicab stand	4(9)	\$20.00	\$20.00	\$20.00
Park – not at correct angle indicated by marking/pos sign	4(10)	\$20.00	\$20.00	\$20.00
Park bicycle along curb/on sidewalk - not upright	4(12)	\$20.00	\$20.00	\$20.00
Fail to park entirely in parking space	5(3)	\$20.00	\$20.00	\$20.00
Park vehicle exceeding 6.5 metres in length in metered area	5(6)	\$20.00	\$20.00	\$20.00
Park at expired meter	5(9)	\$20.00	\$20.00	\$50.00
Permit vehicle to remain parked beyond maximum time indicated on meter	5(16)	\$\$20.00	\$\$20.00	\$\$20.00
Blocking a signalized intersection	2(3)	\$110.00	\$110.00	\$110.00

Schedule 3 Fine Structure Areas Downtown



Scheduled 4 Fine Structure Areas Waterfront Area



APPENDIX "C"

Fees By-law Schedule J

ITEM	2020 APPROVED FEE	2020 PROPOSED FEE
Waterfront Parking for non-residents: - Marina, Southshore, North Victoria Lot, South Victoria, North Centennial, South Centennial, Tiffin Boat Launch, Minets Point, Tyndale Park, Johnsons Beach, Lakeshore Drive, Gables, Dock Road	\$3.00 per hour, \$20.00 daily max. Rates are enforced 24/7	\$5.00 per hour, \$30.00 daily max. Rates are enforced 24/7
Marina Lot	\$3.00 per hour, \$20.00 daily max. Rates are enforced 24/7, excluding marina annual parking pass holders	\$5.00 per hour, \$30.00 daily max. Rates are enforced 24/7, excluding marina annual parking pass holders