

Legislation Text

File #: EMT001-18, **Version:** 1

PRESENTATION - 2015 BUSINESS PLAN - PARKING OPTIONS

Mr. D. Friary, Director of Parks, Roads and Fleet provided a slide presentation concerning Parking Options - Strategies for creating a more sustainable parking service.

Mr. Friary discussed slides concerning the following topics:

- The current status of parking reserve;
- Available parking in the downtown areas;
- Council approved Parking Principles;
- The pros, cons and revenue associated with the following
- Options available for creating a more sustainable parking service:
 - Option 1 - Paid Parking Hours, 24/7 Downtown with 2 hours free at existing rates;
 - Option 2 - Evening Parking Hours Monday - Friday (5:00 p.m. to 11:00 p.m.) at existing rates;
 - Option 3 - Weekend Parking Hours (9:00 a.m. to 11:00 p.m.) at existing rates;
 - Option 4 - Weekday Evening Parking Hours (after 5:00 p.m.) at a Flat Rate of \$2.00 per evening;
 - Option 5 - Weekday Hourly Rate Increase (9:00 a.m. to 5:00 p.m.) at \$0.25 per hour or \$0.50 per hour;
 - Option 6 - Monthly Pass Increase of \$5.00 per pass;
 - Option 7 - Additional Paid Parking Areas;
 - Option 8 - Convert Marina Lot to 24/7 Hybrid Lot;
 - Option 10 - Gallie Court/Quarry Ridge Paid Parking including an increase in the hours (9:00 a.m. to Midnight);
 - Option 11 - Convert Marina Lot to 24/7 Hybrid Lot; and
 - Option 12 - Pay by Cell Parking Pilot.
 - A recap of each of the options, and their approximate impact on the annual revenue and annual operating surplus/deficit.
- The staff recommendation concerning parking;
- The 2015 parking operating costs and reserve fund balancing; and
- The Parking Operations Reserve Forecast.

Mr. C. Stevens, Managing Director of the BIA addressed the Committee concerning the proposed parking options and provided comments related to the following:

- The BIA's evaluation criteria related to parking program that offers simplicity, consistency, comparable pricing with other municipalities and financial value to the customer;
- The importance of a parking program that can be branded as a complete marketing program which utilizes technology and is sustainable;
- The concerns related to the 24/7 parking option; and
- The addition of a beautification component to the parking program.

Members of the Committee and Council Members in attendance asked a number of questions related to the

information provided and received responses from staff and Mr. Stevens.