



TO: GENERAL COMMITTEE

SUBJECT: RESIDENT WATERFRONT PARKING PASS PROGRAM

WARD: ALL

PREPARED BY AND KEY CONTACTS: B. FORSYTH, SUPERVISOR OF TRANSIT BUSINESS SERVICES

SUBMITTED BY: B. FORSYTH, SUPERVISOR OF TRANSIT BUSINESS SERVICES

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

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

RECOMMENDED MOTION

1. That Access Barrie staff administer the resident waterfront parking passes as follows:
 - a) Each household is entitled to two free passes to be picked up from Service Barrie upon proof of residency or mailed out upon request.
 - b) Additional or replacement passes shall be available for pick up for Barrie residents at a charge of \$20 per pass, upon proof of residency.
 - c) The pass will not have a set term, but will have a disclaimer that the pass is valid until such time that a new program is released.
 - d) An annual waterfront parking pass shall be available for non-residents at a charge of \$90.00.

2. That staff be authorized to extend the 2016/17 waterfront parking pass until March 31, 2018, to give time for the new resident waterfront parking pass program to become operational.

3. That Traffic By-law 80-138, Schedule "H", "Hours of Enforcement for Parking Meter Zones and Parking Lots", under the "Waterfront Parking" section be amended to delete the following:

Lakeshore Drive – East and West side from Simcoe Street to Tiffin Street	No maximum Paid parking 24 hours/day, 7 days per week
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4. That Traffic By-law 80-138, Schedule "H", "Hours of Enforcement for Parking Meter Zones and Parking Lots", under the "Waterfront Parking" section be amended to add the following:

North Victoria Lot	No maximum Paid parking 24 hours/day, 7 days per week
South Victoria Lot	No maximum Paid parking 24 hours/day, 7 days per week
Lakeshore Drive - Simcoe Street to Minet's Point Road	No maximum Paid parking 24 hours/day, 7 days per week

5. That Traffic By-law 80-138, Schedule “G”, “Parking Meter Zones”, be amended to delete the following:

Lakeshore Drive	East and West side from Simcoe Street to Tiffin Street
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6. That Traffic By-law 80-138, Schedule “G”, “Parking Meter Zones”, be amended to add the following:

Lakeshore Drive	East and West side from Simcoe Street to Minet’s Point Road
North Victoria Lot	Part of the Water Lot in front of Lot 26, Concession 5 (Formerly Township of Vespra), now City of Barrie, County of Simcoe
South Victoria Lot	Part of the Water Lot in front of Lot 26, Concession 5 (Formerly Township of Vespra), now City of Barrie, County of Simcoe

7. That By-law 2017-014, Schedule “J”, “Roads, Parks and Fleet”, under the “Special Event Parking Lot Reservation” section be amended to add the following:

North Victoria Lot	\$7.50/stall/day
South Victoria Lot	\$7.50/stall/day

PURPOSE & BACKGROUND

8. The purpose of this report is to implement the Resident Waterfront Parking Pass program, while maintaining current service levels, defining clear parameters and developing a distribution process intended to improve on previous programs. Also, updates to the Fees By-law and Traffic By-law are required to include the parking reconfiguration that has occurred at the waterfront.
9. The previous program was approved under motion 15-G-226 and was administered as follows:
- a) Two passes shall be mailed out to each household
 - b) A third pass or replacement pass shall be available for pick up at a charge of \$20 upon proof of residency
 - c) A maximum of three passes shall be permitted for each household
 - d) The pass shall have a two year term (2016 and 2017)
 - e) An annual waterfront parking pass shall be available for \$90.00(non-residents, 4th or greater)
10. The previous program initially distributed, via a mass mail out, approximately 52,000 passes and had an initial distribution cost of \$65,000. In addition to the initial mail out, Service Barrie receives approximately 3,500-4,000 requests annually for additional passes.
11. There are currently approximately 500 parking spots along the waterfront (on-street and parking lots) and the current rate structure is \$3/hour with a daily max of \$15 which is enforced 365 days a year.
12. Below is some of the feedback received from residents and issues experienced by staff with the previous program:

- a) The initial mail out extended to households outside the City of Barrie boundaries, as some mailing routes crossed municipal boundaries.
- b) Experienced issues with tracking passes to addresses with unit numbers.
- c) Residents claimed they did not receive their passes as part of the original mail out.
- d) There was difficulty in tracking home ownership changes in order to issue passes to new residents.
- e) There was confusion over the definition of a resident, particularly for renters who had to acquire their passes from the property owner.
- f) Staff are unable to identify the utilization of the program through mass mail out.
- g) Lack of controls in place to address potential revenue loss. For example, parking passes were showing up for sale on Kijiji.
- h) Obstacles with the distribution of passes to residents living in a seniors' residence.
- i) Uncertainty in determining which lots are valid for resident waterfront parking passes.

ANALYSIS

- 13. When developing the resident waterfront parking pass program, the goal was to develop a strategy where it is convenient for the residents to acquire their passes, while properly allocating city resources. The previous process lacks control with distribution, tracking capabilities, clear parameters and has a greater chance for a loss in revenue, which are all areas that staff intend to improve upon as part of the proposed program moving forward.
- 14. Staff surveyed neighboring municipalities to collect data regarding their resident waterfront parking pass programs. The results of that survey are in Appendix A.
- 15. The City of Barrie is the only municipality to provide a mail out option to its entire population and would continue to offer this elevated level of service to their residents with consideration given to improvements in the distribution method.
- 16. The significant costs and lack of tracking capabilities leading to potential loss in revenue associated with the mass mail out make it an extremely undesirable solution moving forward for the issues described in the background section of this report.
- 17. Staff reviewed various software options with the IT department and identified the ability to leverage an existing City platform (Nordat) to administer the program. Nordat has the ability for residents to request their passes online, while tracking and confirming the requests by address (including the unit number).
- 18. Having resident's request their passes will give staff additional information regarding utilization of this program. This is data not currently available and is important to acquire for analysis moving forward to ensure an optimal service solution is provided to the residents of Barrie.
- 19. Staff had also investigated the option to include a fee as part of the mailing option, however at this time the City of Barrie does not have a platform that would accommodate online transactions that

- would include validating addresses. The ultimate plan for Acela will include this functionality and could be considered at that point.
20. The initial distribution of passes is very costly versus the ongoing operational maintenance of the program. This is why staff are recommending that going forward, the passes have no set term. If Council wishes to modify the program in the future, staff would ensure a thorough communication plan was developed to inform residents.
 21. To create clarity and address some of the additional administrative issues experienced in the past, staff will administer the program with the following parameters:
 - a) As well as property owners, residents renting within the City of Barrie would be entitled to a pass upon proof of residency.
 - b) Senior Residences will be able to contact the City of Barrie to request an equivalent number of passes to ensure each of the residents in their facility receive their passes.
 - c) Residents are responsible for their passes. If the pass is damaged, it can be returned to Service Barrie for replacement. If a pass is lost, it will be responsibility of the resident to purchase a replacement pass.
 22. Staff will be planning a parking pass distribution blitz program where staff will be on site at target locations(including recreation centers and public events) focusing on times of the year when requests are higher than the norm, making it more convenient for residents to acquire their passes.
 23. To remain consistent with the current plan and programs offered by neighboring municipalities, non-residents will have the ability to purchase a non-resident pass at \$90 per year.
 24. Pending decision on the proposed resident waterfront parking pass program, staff plan to be operational as of January 1, 2018. In the event that the program is not operational as of January 1, 2018 staff will request delegated authority to extend the validity of 2016/17 resident waterfront parking pass for up to an additional 3 months to ensure proper roll out of the program.
 25. Through feedback received from residents and in consideration of the construction that has taken place at the waterfront, staff aim to ensure there is clarity pertaining to the lots where resident waterfront parking passes are valid. Appendix B lists and illustrates the lots. The Traffic By-law and Fees By-Law also need to be updated to reflect the changes.
 26. Whether a resident picks up their passes or one is mailed to them, a map clearly defining the applicable lots will be supplied. In light of feedback from the public and the recent construction to the parking lots at the waterfront, staff will update the signage to ensure the lots are clearly marked and visible to avoid confusion.

ENVIRONMENTAL MATTERS

27. There are no environmental matters related to the recommendations.

ALTERNATIVES

28. There are alternative available for consideration by General Committee:



Alternative #1

General Committee could choose to distribute via mass mail out as they did for the 2016/17 pass.

This alternative is not recommended given the high costs and lack of control and tracking capabilities.

Alternative #2

General Committee could choose to eliminate the mailing option, requiring residents to pick up their passes from Service Barrie.

This alternative is not recommended given this would be a reduction to the current service level.

FINANCIAL

29. The estimated initial distribution costs for the recommended program is approximately \$50,000 which include pass production, distribution, and resourcing costs. This is approximately \$15,000 less than the previous program.

LINKAGE TO 2014-2018 STRATEGIC PLAN

30. The recommendations included in this Staff Report support the following goal identified in the 2014-2018 City Council Strategic Plan:
- Well Planned Transportation
 - Responsible Spending



APPENDIX "A" – RESIDENT WATERFRONT PARKING PASS COMPARISON

Location	Resident Parking Permit	Fees	Distribution Method
Innisfil	Yes	Free	Resident to pick up at multiple municipal facilities
Oro Medonte	Yes	Free	Resident to pick up at municipal office (Will mail permit if resident is unable to pick up)
Town of Georgina	Yes	Free	Resident to pick up at multiple municipal facilities (Will mail permit if resident is unable to pick up)
Wasaga	Yes	\$20	Resident to pick up at municipal office
Bracebridge	No	N/A - Free Public Parking	
Brock- Beaverton, Cannington, Sunderland	No	N/A - Free Public Parking	
Collingwood	No	N/A - Free Public Parking	
Georgian Bay - Honey Harbour, Port Severn, Mactier	No	N/A - Free Public Parking	
Gravenhurst	No	N/A - Free Public Parking	
Midland	No	N/A - Free Public Parking	
Orillia	No	N/A - Free Public Parking	
Owen Sound	No	N/A - Free Public Parking	

APPENDIX "B" – WATERFRONT PARKING LOTS (VALID WITH RESIDENT PASS)

