



City of Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE

Meeting #: 19-011
Date: November 12, 2019
Time: 8:00 a.m.
Location: Room 192 and 193, City Hall
71 Main Street West

Angela McRae, Legislative Coordinator (905) 546-2424 ext. 5987

	Pages
1. CEREMONIAL ACTIVITIES	
2. APPROVAL OF AGENDA	
(Added Items, if applicable, will be noted with *)	
3. DECLARATIONS OF INTEREST	
4. APPROVAL OF MINUTES OF PREVIOUS MEETING	
4.1 October 8, 2019	3
5. COMMUNICATIONS	
6. DELEGATION REQUESTS	
7. CONSENT ITEMS	
8. PUBLIC HEARINGS / DELEGATIONS	
9. STAFF PRESENTATIONS	
9.1 2019 Audit Process Verbal Update (No copy)	
9.2 Parking Verbal Update	7
10. DISCUSSION ITEMS	
10.1 Shop Small Saturday Event (No copy)	

10.2 Small Business Week Events / Workshops (No copy)

11. MOTIONS

11.1 Westdale Village Business Improvement Area Expenditure Request 27

12. NOTICES OF MOTION

13. GENERAL INFORMATION / OTHER BUSINESS

13.1 Verbal Update from Julia Davis, Business Development & BIA Officer

13.2 Statements by Members

14. PRIVATE AND CONFIDENTIAL

15. ADJOURNMENT



Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE

MINUTES 19-010

8:00 a.m.

Tuesday, October 8, 2019

Rooms 192 & 193

Hamilton City Hall

71 Main Street West

- Present:** Councillor Esther Pauls (Chair)
 Tracy MacKinnon – Westdale Village BIA and Stoney Creek BIA
 Susie Braithwaite – International Village BIA
 Jennifer Mattern – Ancaster BIA
 Susan Pennie – Waterdown BIA
 Emily Burton – Ottawa Street BIA
 Cristina Geissler – Concession Street BIA
 Lisa Anderson – Dundas BIA
 Kerry Jarvi – Downtown Hamilton BIA
 Rachel Braithwaite – Barton Village BIA
 Heidi VanderKwaak – Locke Street BIA
- Absent:** Anne Marie Bergen – King West BIA
 Bender Chug – Main West Esplanade BIA

THE FOLLOWING ITEMS WERE REFERRED TO THE GENERAL ISSUES COMMITTEE FOR CONSIDERATION:

1. Locke Street Business Improvement Area Expenditure Request (Item 11.1)

(VanderKwaak/Geissler)

That the expenditure request from the Locke Street Business Improvement Area, in the amount of \$2,699.36 for a Street Party, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

CARRIED

2. Barton Village Business Improvement Area Expenditure Request (Added Item 11.2)

(R. Braithwaite/Jarvi)

(a) That the expenditure request from the Barton Village Business Improvement Area, in the amount of \$6,233.41 for Beautification (\$3,233.41) and Office Equipment (\$3,000), to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,

- (b) That the expenditure request from the Barton Village Business Improvement Area, in the amount of \$11,184.32 for the costs of our events throughout the year, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

CARRIED

3. Ancaster Business Improvement Area Expenditure Request (Added Item 11.3)

(Mattern/Anderson)

That the expenditure request from the Ancaster Business Improvement Area, in the amount of \$5,939.02 for the costs of Banners, Beatification (weeding), Promotion of the BIA and Events and Event Costs, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

CARRIED

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

The Committee Clerk advised of the following changes to the agenda:

12. NOTICES OF MOTION

- 12.1 Barton Village Business Improvement Area Expenditure Request
12.2 Ancaster Business Improvement Area Expenditure Request

(Mattern/Pennie)

That the agenda for the October 8, 2019 Business Improvement Area Advisory Committee meeting be approved, as amended.

CARRIED

(b) DECLARATIONS OF INTEREST (Item 3)

There were no declarations of interest.

(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 4)

(i) September 10, 2019 (Item 4.1)

(R. Braithwaite/S. Braithwaite)

That the September 10, 2019 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

CARRIED

(d) STAFF PRESENTATIONS (Item 9)

(i) Digital Main Street Program (Item 9.1)

Jodi Laking, Business Development Officer, addressed the Committee respecting an update on the Digital Main Street Program.

(Mattern/VanderKwaak)

That the staff update on the Digital Main Street Program, be received.

CARRIED

(ii) Creative Industries in Hamilton (Item 9.2)

Debbie Spence, Business Development Consultant, addressed the Committee respecting Creative Industries in Hamilton, with the aid of a presentation.

(Anderson/MacKinnon)

That the staff presentation respecting Creative Industries in Hamilton, be received.

CARRIED

A copy of the presentation and video is available on the City's website at www.hamilton.ca or through the Office of the City Clerk.

(e) DISCUSSION ITEMS (Item 10)

(Geissler/Anderson)

That the following discussion items be deferred to the November 12, 2019 meeting:

- (i) Shop Small Saturday Event (Item 10.1)
- (ii) Small Business Week Events / Workshops (Item 10.2)

CARRIED

(f) NOTICES OF MOTION (Item 12)

(i) Barton Village Business Improvement Area Expenditure Request (Added Item 12.1)

Rachel Braithwaite introduced her Notice of Motion respecting the Barton Village Business Improvement Area Expenditure Request.

(R. Braithwaite/Jarvi)

That the rules of order be waived to allow for the introduction of a Motion respecting the Barton Village Business Improvement Area Expenditure Request.

CARRIED

For disposition of this matter, refer to Item 2.

(ii) Ancaster Business Improvement Area Expenditure Request (Added Item 12.2)

Jennifer Mattern introduced her Notice of Motion respecting the Ancaster Business Improvement Area Expenditure Request.

(Mattern/Anderson)

That the rules of order be waived to allow for the introduction of a Motion respecting the Ancaster Business Improvement Area Expenditure Request.

CARRIED

For disposition of this matter, refer to Item 3.

(g) GENERAL INFORMATION/OTHER BUSINESS (Item 13)

(i) Verbal Update from Julia Davis, Business Development and BIA Officer (Item 13.1)

Julia Davis was not in attendance to provide her update.

(ii) Statements by Members (Item 13.2)

BIA Members used this opportunity to discuss matters of general interest.

(Pennie/Anderson)

That the updates from Committee Members, be received.

CARRIED

(h) ADJOURNMENT (Item 15)

(Mattern/MacKinnon)

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:20 a.m.

CARRIED

Respectfully submitted,

Councillor Esther Pauls
Chair Business Improvement Area
Advisory Committee

Angela McRae
Legislative Coordinator
Office of the City Clerk

HMPS PARKING UPDATE

*Presentation to Business Improvement Areas
November 12, 2019*

AGENDA FOR TODAY

1. PARKING MASTER PLAN (PMP)

2. PARKING ENFORCEMENT/COMPLIANCE

3. PARKING TECHNOLOGY

**4. DRAFT PARKING SURVEY QUESTIONS (PMP) – FOR
INPUT/DISCUSSION**

5. QUESTIONS/COMMENTS

PARKING MASTER PLAN



Project Schedule	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.
Task 1: Project Start-Up and Project Management Plan	★	■	★	★	★	★	★
Task 2: Consultation Process		■	●			●	●
Task 3: Best Practices Review							
Task 4: Data Collection and Consolidation			■				
Task 5: Downtown Parking Strategy							
Task 6: Financial Assessment							
Task 7: City Wide Policy Framework					■		
Task 8: Draft Study Report						■	
Task 9: Final Study Report							■
Provisional Task: Data Collection for Light Rail Transit Corridor							

Meetings

- ★ Project Initiation Meeting
- ★ Progress Meeting
- ★ Project Close-out meeting

Public and Stakeholder Consultation

- Public Consultation Meeting
- Joint Stakeholder Meeting
- Council Meeting

Deliverables

- Study Design & Project Management Plan
- Consultation Plan
- Phase 1 Summary
- Phase 2 Memorandum
- Draft Study Report
- Final Study Report

PARKING ENFORCEMENT/COMPLIANCE

- Summer of 2018 major upgrade to parking enforcement system and equipment
 - Live ticket issuance
 - New parking ticket management system
 - Replacing outdated hand held ticking equipment with smart phones
- All of the above was a pre-requisite for:
 - New Pay Parking Equipment
 - Pay by phone application
 - Use of license plate technology for enforcement/compliance
 - E-commerce solutions for on-line permitting

PARKING TECHNOLOGY

Pay and Display Machines



Faster Transactions

Processes transactions 40% faster than the older models



Improved Customer Experience

AODA Compliant
Electronic Display
Licence Plate Input
Payment Options – Coins, Credit, (Future, Debit)



Service Improvement

Paper jams puts pay station out of service and alerts back office for service



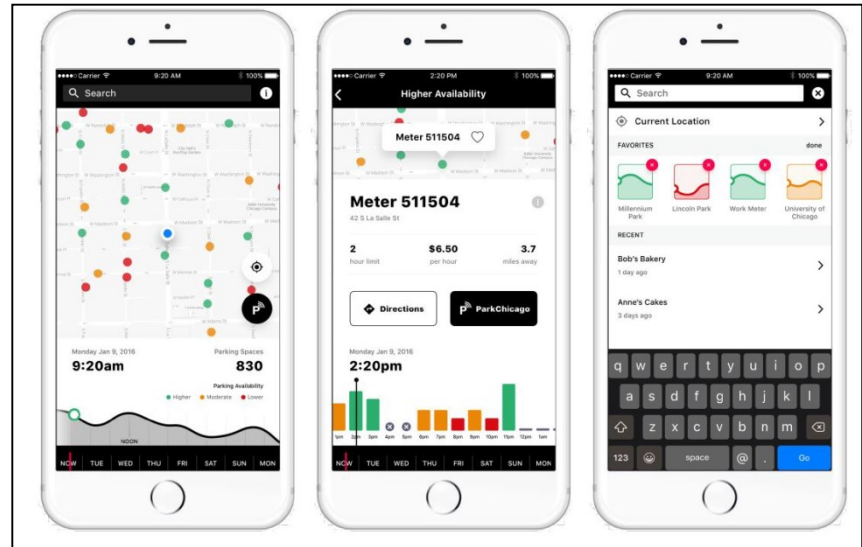
Solar Powered

Project goal is to have all off-street lots equipped with new machines by Spring 2020

PARKING TECHNOLOGY

Pay by Phone Application

- The app will allow users to pay for parking using the Passport app downloaded from the Android or Apple stores;
- Users will be able to pay for their parking using the app at any Municipal Car Parks or on-street meters;
- Users will setup an account, entering in their license plate and payment information (credit, debit, Pay Pal, Apple Pay, Google Wallet). A \$0.15 per transaction cost is passed onto the user; and
- The data collected from the application is essential to move HMPS forward in an ever-changing parking
- Creates an environment to employ initiatives such as dynamic pricing and targeted enforcement.



PARKING TECHNOLOGY

Licence Plate Recognition Technology (LPR)

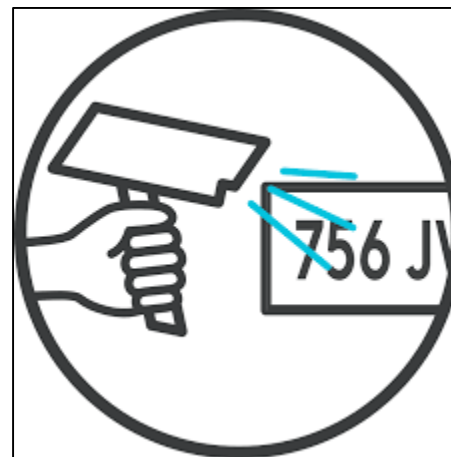
Two Phases to this project.

PHASE 1

- Beta testing of LPR technology on parking handheld ticket devices (underway)
- New Pay and Display machines require customer to enter their license plate (still pull ticket to place on dashboard at this time)
- Once testing is complete move forward at same time we move forward with mobile payment app. to implement full time use of pay by plate

PHASE 2

- Procure enforcement vehicles that are fitted with camera technology and software/hardware to recognize whether or not the vehicle is parked legally
- Vehicle purchase is identified in proposed 2020 capital budget



PARKING MASTER PLAN

PMP Survey Questions

TO BE HANDED OUT AND
DISCUSSED



Parking Master Plan 2019

Stakeholder Survey – Draft #1

November 11, 2019

Part 1: Business Characteristics

1. What is the name of your business or organization?
 - a. Please specify: _____
 - b. Prefer not to say

2. What category does your business or organization fall under?
 - a. Retail
 - b. Food & Beverage
 - c. Entertainment
 - d. Service
 - e. Other (please specify): _____

3. Which days of the week is your business or organization open?
 - a. Weekdays
 - b. Weekends
 - c. Weekdays & weekends

4. What are the hours of operation for your business or organization?
 - a. Daytime
 - b. Evening
 - c. All day

5. Which area of Hamilton is your business located in: [to provide map]
 - a. Downtown Hamilton
 - b. Ancaster Hamilton Village BIA
 - c. Barton Village BIA
 - d. Concession Street BIA
 - e. Locke Street BIA
 - f. Main Street Esplanade BIA
 - g. Ottawa Street BIA
 - h. Stoney Creek BIA
 - i. Other: _____

6. How do you believe your customers travel to your business or organization? Provide an approximate percentage for each of following options.
 - a. Walk
 - b. Drive
 - c. Cycle
 - d. Transit
 - e. Other (please specify): _____

Parking Master Plan 2019

7. How often do you receive complaints from customers regarding parking?
 - a. Daily
 - b. Weekly
 - c. Monthly
 - d. Rarely

8. State the two most common parking-related complaints received:
 - a. _____
 - b. _____

9. Do you have dedicated parking for your business or organization on-site? Check all that apply:
 - a. Yes, for staff
 - b. Yes, for customers
 - c. Yes, for deliveries
 - d. No, we do not have dedicated parking on-site

Part 2: Solutions

10. Where is there the most room for improvement with regards to parking? Select up to 2 responses.
 - a. Inconvenient payment process
 - b. Hard to find available parking
 - c. Expensive rates
 - d. Located too far from amenities
 - e. Difficult to understand rules
 - f. Safety (lack of lighting or visibility to the street)
 - g. Other (please specify): _____

11. In Downtown Hamilton, would you support an increase in parking prices to facilitate improved parking operations (increased parking opportunities, improved technology, convenience of having closer parking, etc.)?
 - a. Yes
 - b. No
 - c. Unsure / don't know

12. Do you want to see more of the following designated zones at the expense of existing parking? Select all that apply:
 - a. Passenger pick up and drop off zones
 - b. Commercial Loading Zones
 - c. Electric Vehicle Charging Spaces
 - d. Bike Storage
 - e. Transit Zones
 - f. Car Share Parking Spaces (these are short-term car rentals such as Zipcar)
 - g. Autonomous Vehicle Parking (long term)
 - h. Other: _____

Parking Master Plan 2019

13. What is your preferred option to raise more revenue if parking operations were not financially sustainable? (*Currently parking is self-funded through user rates, meaning it is intended to generate sufficient revenue to fully fund parking expenses.*)
- Increase parking prices
 - Charge for parking on weekday evenings
 - Charge for parking on Saturdays
 - Remove free parking in December
 - Increase prices for residential parking permits
 - Shift funding model to support parking through property taxes (i.e. City subsidization)
 - Other (please specify): _____
14. Which strategy do you think will most improve the parking experience in terms of finding available parking? Please rank the following options.
- Implement a parking app that displays the locations of parking facilities
 - Improve wayfinding signage to help users find parking
 - Signage displaying real-time parking occupancy data (i.e.: where there is available parking)
 - Other (please specify): _____
15. Which strategy do you think will most improve the parking experience in terms of payment process? Please rank the following options.
- Adopt pay-by-phone as a method of payment
 - Ability to purchase and manage monthly permits online
 - Upgrade existing pay parking machines to ones that can accept multiple methods of payment and are more user friendly (smart meters, pay-by-plate, etc.)
 - Other (please specify): _____
16. Are you supportive of a parking equilibrium policy, where all parking supply lost due to redevelopment is replaced elsewhere?
- Yes
 - Yes, but parking supply should be consolidated in parking structures versus surface lots
 - No, parking supply should strategically be managed to promote alternative modes of transportation (walking, cycling, and transit)
 - No (please specify why): _____
17. How would you prioritize the use of curb space on public streets? Please rank from high priority to low priority (high = 1).
- Vehicle Storage (long-term parking)
 - Vehicle Storage (short-term parking)
 - Access for Commerce (loading zones, taxi stands, etc.)
 - Mobility (bike lanes, bus lanes, widened sidewalks)
 - Beautification (planter boxes, food trucks, street festivals)
 - Seasonal activation (pop-up patios)
 - Other (please specify): _____

Parking Master Plan 2019

18. Do you think parking enforcement should be increased to combat illegal parking?
- a. Yes
 - b. No
 - c. Unsure / don't know

Parking Master Plan 2019

General Public Survey

1. Are you a resident of the City of Hamilton?
 - a. Yes
 - b. No

2. What is the first three digits of your postal code?
 - a. Please specify: _____
 - b. Prefer not to say

Part 1: User Experience

3. New subdivisions should promote alternative modes of transportation over personal vehicles by providing supporting infrastructure (convenient cycling and pedestrian networks, nearby rapid transit stations, on-site carshare service, etc.) while minimizing vehicle parking spaces.
 - a. Strongly agree
 - b. Moderately agree
 - c. Neutral
 - d. Moderately disagree
 - e. Strongly disagree

4. Which area of Hamilton do you visit most often: [map to be provided]
 - a. Downtown Hamilton
 - b. Ancaster Hamilton Village BIA
 - c. Barton Village BIA
 - d. Concession Street BIA
 - e. Locke Street BIA
 - f. Main Street Esplanade BIA
 - g. Ottawa Street BIA
 - h. Stoney Creek BIA

**Note: The remaining questions for this section will be based off the area you typically visit (Downtown Hamilton written in questions as default).*

5. How often do you visit Downtown Hamilton?
 - a. Every day
 - b. More than once a week
 - c. More than once a month
 - d. Less than once a month

Parking Master Plan 2019

6. Is using an alternative mode of transportation (transit, cycling, walking, etc.) to access Downtown Hamilton an option for you? Please choose the response that best describes your situation.
 - a. Yes, I already use an alternative mode of transportation such as biking, walking, public transit, or ride share
 - b. Yes, I prefer driving but would consider switching to an alternative modes of transportation if services were improved (increased transit reliability and area of service, a carshare service, more cycling infrastructure, etc.).
 - c. No, I have no interest in taking an alternative mode of transportation.
 - d. Other (please specify): _____

7. In general, what is your primary purpose for visiting Downtown Hamilton?
 - a. Work
 - b. Shopping/Business/Service
 - c. Recreation/Event
 - d. Food & Beverage
 - e. Resident
 - f. Other (please specify): _____

8. When visiting Downtown Hamilton, how long do you typically stay?
 - a. Less than 30 minutes
 - b. 30 minutes to 1 hour
 - c. 1 hour to 2 hours
 - d. 2 hours to 3 hours
 - e. More than 3 hours

9. When visiting Downtown Hamilton, what is the maximum distance you are willing to walk from a parking spot to your destination?
 - a. Less than 200m (less than 3 minutes)
 - b. 200m to 400m (3 to 5 minutes)
 - c. 400m to 800m (5 to 10 minutes)
 - d. More than 800m (more than 10 minutes)

10. Would you walk further from your parked vehicle to your destination if it was cheaper to do so?
 - a. Yes
 - b. No

11. Do you find that there is adequate and clear signage to direct you to off-street parking lots?
 - c. Yes
 - d. No

12. Do you have difficulty finding an available parking space in your preferred parking location?
 - a. Yes
 - b. No

Parking Master Plan 2019

13. In Downtown Hamilton, parking prices are:
- A bargain
 - Slightly inexpensive
 - Fair
 - Slightly expensive
 - Way too expensive
 - Unsure / don't know
14. When visiting Downtown Hamilton, how satisfied are you with your overall parking experience?
- Completely satisfied
 - Slightly satisfied
 - Neutral
 - Slightly unsatisfied
 - Completely unsatisfied

Part 2: Solutions

15. Where is there the most room for improvement with regards to parking? Select up to 2 responses.
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Parking Master Plan 2019

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 - Beautification (planter boxes, food trucks, street festivals)
 - Seasonal activation (pop-up patios)
 - Other (please specify): _____

Parking Master Plan 2019

23. Do you think parking enforcement should be increased to combat illegal parking?
- a. Yes
 - b. No
 - c. Unsure / don't know

CITY OF HAMILTON

MOTION

Business Improvement Area Advisory Committee

Date: November 12, 2019

MOVED BY T. MACKINNON.....

SECONDED BY.....

WESTDALE VILLAGE BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

- (a) That the expenditure request from the Westdale Village Business Improvement Area, in the amount of \$12,067.20 for Westdale LIVE!, Jazz WEST, OktoberWEST, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,
- (b) That the expenditure request from the Westdale Village Business Improvement Area, in the amount of \$18,255.16 for the costs of streetscapes, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.