



City of Hamilton
GENERAL ISSUES COMMITTEE
AGENDA

Meeting #: 20-002(k)
Date: March 2, 2020
Time: 9:30 a.m.
Location: Council Chambers, Hamilton City Hall
71 Main Street West

Stephanie Paparella, Legislative Coordinator (905) 546-2424 ext. 3993

	Pages
1. APPROVAL OF AGENDA	
2. DECLARATIONS OF INTEREST	
3. APPROVAL OF MINUTES OF PREVIOUS MEETING	
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4. COMMUNICATIONS	
4.1 Correspondence from the Advisory Committee for Persons with Disabilities respecting Sidewalk Snow Removal Report PW19022(a)	10
Recommendation: Be received and referred to staff for review and consideration when preparing the report back to the General Issues Committee respecting Sidewalk Snow Removal.	
5. CONSENT ITEMS	
6. STAFF PRESENTATIONS	
6.1 2020 Operating Budget Update	11
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7. DISCUSSION ITEMS

7.1 Summary of Communications Team Functions (CM20003) (City Wide) 22

7.2 Parking Fee Review (PED19238(a)) (City Wide) 26

(Referred by the Planning Committee at its meeting of February 4, 2020)

7.3 * 2019 Assessment Growth (FCS20019) (City Wide)

MOVED TO ITEM 6.4.

8. MOTIONS

9. NOTICES OF MOTION

10. PRIVATE & CONFIDENTIAL

11. ADJOURNMENT



**GENERAL ISSUES COMMITTEE
(2020 OPERATING BUDGET)
MINUTES 20-002(j)**

9:30 a.m.

Monday, February 24, 2020

Council Chambers

Hamilton City Hall

71 Main Street West

Present: Mayor F. Eisenberger, Deputy Mayor J. P. Danko (Chair)
Councillors M. Wilson, J. Farr, N. Nann, S. Merulla, C. Collins,
T. Jackson, E. Pauls, B. Clark, M. Pearson, B. Johnson,
L. Ferguson, A. VanderBeek, J. Partridge

Absent: Councillor T. Whitehead – Personal

THE FOLLOWING ITEMS WERE REFERRED TO COUNCIL FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 1)

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

1. STAFF PRESENTATIONS (Item 6)
 - 6.1 2020 Budget Update

(Pauls/Pearson)

That the agenda for the February 24, 2020 General Issues Committee (Budget) meeting be approved, as amended.

Result: Motion CARRIED by a vote of 11 to 0, as follows:

YES - Ward 1 Councillor Maureen Wilson
YES - Ward 2 Councillor Jason Farr
YES - Ward 3 Councillor Nrinder Nann
YES - Ward 4 Councillor Sam Merulla
NOT PRESENT - Ward 5 Councillor Chad Collins
NOT PRESENT - Ward 6 Councillor Tom Jackson
YES - Ward 7 Councillor Esther Pauls
YES - Deputy Mayor - Ward 8 Councillor John-Paul Danko
YES - Mayor Fred Eisenberger
YES - Ward 15 Councillor Judi Partridge

NOT PRESENT - Ward 14 Councillor Terry Whitehead
 NOT PRESENT - Ward 13 Councillor Arlene VanderBeek
 NOT PRESENT - Ward 12 Councillor Lloyd Ferguson
 YES - Ward 11 Councillor Brenda Johnson
 YES - Ward 10 Councillor Maria Pearson
 YES - Ward 9 Councillor Brad Clark

(b) DECLARATIONS OF INTEREST (Item 2)

There were no declarations of interest.

(c) APPROVAL OF MINUTES OF PREVIOUS MEETINGS (Item 3)

(Nann/Partridge)

That the following General Issues Committee meeting minutes be approved, as presented:

- (i) February 7, 2020 (Item 3.1)
- (ii) February 10, 2020 (Item 3.2)
- (iii) February 13, 2020 (Item 3.3)

Result: Motion CARRIED by a vote of 11 to 0, as follows:

YES - Ward 1 Councillor Maureen Wilson
 YES - Ward 2 Councillor Jason Farr
 YES - Ward 3 Councillor Nrinder Nann
 YES - Ward 4 Councillor Sam Merulla
 NOT PRESENT - Ward 5 Councillor Chad Collins
 NOT PRESENT - Ward 6 Councillor Tom Jackson
 YES - Ward 7 Councillor Esther Pauls
 YES - Deputy Mayor - Ward 8 Councillor John-Paul Danko
 YES - Mayor Fred Eisenberger
 YES - Ward 15 Councillor Judi Partridge
 NOT PRESENT - Ward 14 Councillor Terry Whitehead
 NOT PRESENT - Ward 13 Councillor Arlene VanderBeek
 NOT PRESENT - Ward 12 Councillor Lloyd Ferguson
 YES - Ward 11 Councillor Brenda Johnson
 YES - Ward 10 Councillor Maria Pearson
 YES - Ward 9 Councillor Brad Clark

(d) COMMUNICATION ITEMS (Item 4)**(Nann/Wilson)**

That the following Communication Items be approved, ***as amended***, as follows:

- (i) Correspondence from Elizabeth McGuire, Disability Justice Network of Ontario, respecting Sidewalk Snow Removal (Item 4.1)

Recommendation: Be received ***and referred to staff for review and consideration when preparing the report back to the General Issues Committee respecting Sidewalk Snow Removal.***

- (ii) Correspondence from Beatrice Ekoko, Senior Program Manager, Environment Hamilton, respecting Sidewalk Snow Removal (Item 4.2)

Recommendation: Be received ***and referred to staff for review and consideration when preparing the report back to the General Issues Committee respecting Sidewalk Snow Removal.***

CARRIED**(d) STAFF PRESENTATIONS (Item 6)****(i) 2020 Budget Update (Item 6.1)**

Mike Zegarac, General Manager of Finance & Corporate Services, addressed Committee and provided a PowerPoint presentation respecting the 2020 Operating Budget update.

(Pearson/Clark)

That the presentation, respecting the 2020 budget update, be received.

CARRIED

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

(a) Amendments to the 2020 Operating Budget**(Collins/Merulla)**

That the following amendments to the 2020 Operating Budget be approved, as follows:

(i)	Healthy & Safe Communities	Elimination of Vacant Position (Recreation) (1.00 FTE)	(\$82,000)
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General Issues Committee (Budget)
Minutes 20-002(j)

February 24, 2020
Page 4 of 7

(ii)	Healthy & Safe Communities	Revised Scheduling	(\$24,000)
(iii)	Healthy & Safe Communities	Align Training and Conference Budget to 2019 Actuals	(\$20,000)
(iv)	Healthy & Safe Communities	Use of City Vehicles Reduction	(\$10,000)
(v)	Healthy & Safe Communities	Defer Increased Reserve Transfer to Hamilton Fire Department Vehicle and Equipment Reserve to 2021	(\$356,000)
(vi)	Healthy & Safe Communities	Align Contribution to Line of Duty Death Budget to Forecasted Levels	(\$300,000)
(vii)	Healthy & Safe Communities	Defer Increased Reserve Transfer to Hamilton Paramedic Services Vehicle and Equipment Reserve to 2021	(\$108,100)
(viii)	Healthy & Safe Communities	Request 100% Provincial Funding (Raccoon Rabies Outbreak Program)	(\$111,500)
(ix)	Public Works	Shift Optimization (Winter Control)	(\$125,000)
(x)	Public Works	TransCab Contract Savings	(\$130,000)
(xi)	Corporate Financials	10% Reduction of Advertising and Promotion Costs	(\$270,000)
(xii)	Corporate Financials	Provincial Offences Administration (POA) Automated Speed Enforcement	(\$130,000)
(xiii)	Corporate Financials	Provincial Cannabis Funding (OCLIF)	(\$292,000)
(xiv)	City Manager's Office	Cost Efficiencies via Review of 2019 Actuals	(\$20,000)
(xv)	Corporate Services	Cost Efficiencies via Review of 2019 Actuals	(\$69,100)
(xvi)	Corporate Services	Increases in Taxation Related and Miscellaneous Revenues	(\$43,000)
(xvii)	Planning & Ec. Dev.	Elimination of Vacant Position (Licensing By-Law Services) (1.00 FTE)	(\$77,400)
(xviii)	Planning & Ec. Dev.	Elimination of Vacant Position (Transportation Planning & Parking) (1.00 FTE)	(\$66,600)
(xix)	Planning & Ec. Dev.	Align to 2019 Actuals – Airport Lease	(\$250,000)

Result: Motion CARRIED by a vote of 12 to 0, as follows:

YES - Ward 1 Councillor Maureen Wilson
 YES - Ward 2 Councillor Jason Farr
 YES - Ward 3 Councillor Nrinder Nann
 YES - Ward 4 Councillor Sam Merulla
 YES - Ward 5 Councillor Chad Collins
 YES - Ward 6 Councillor Tom Jackson
 NOT PRESENT - Ward 7 Councillor Esther Pauls
 YES - Deputy Mayor - Ward 8 Councillor John-Paul Danko
 YES - Mayor Fred Eisenberger
 YES - Ward 15 Councillor Judi Partridge
 NOT PRESENT - Ward 14 Councillor Terry Whitehead
 NOT PRESENT - Ward 13 Councillor Arlene VanderBeek
 YES - Ward 12 Councillor Lloyd Ferguson
 NOT PRESENT - Ward 11 Councillor Brenda Johnson
 YES - Ward 10 Councillor Maria Pearson
 YES - Ward 9 Councillor Brad Clark

(ii) Operating Costs for the 5th Year of the 10-Year Transit Plan

(Collins/Ferguson)

That the \$990,000 operating costs for the 5th year of the 10-Year Transit Plan, be funded from the Tax Stabilization Reserve.

Result: Motion CARRIED by a vote of 11 to 1, as follows:

NO - Ward 1 Councillor Maureen Wilson
 YES - Ward 2 Councillor Jason Farr
 YES - Ward 3 Councillor Nrinder Nann
 YES - Ward 4 Councillor Sam Merulla
 YES - Ward 5 Councillor Chad Collins
 YES - Ward 6 Councillor Tom Jackson
 NOT PRESENT - Ward 7 Councillor Esther Pauls
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 NOT PRESENT - Ward 13 Councillor Arlene VanderBeek
 YES - Ward 12 Councillor Lloyd Ferguson
 NOT PRESENT - Ward 11 Councillor Brenda Johnson
 YES - Ward 10 Councillor Maria Pearson
 YES - Ward 9 Councillor Brad Clark

(iii) Winter Quality Maintenance Standards for Roads

(Wilson/Nann)

That staff be directed to review the winter quality maintenance standards for roads, through service level alignments to comparator municipalities, industry standards, best practices and legislative requirements and identify where the City exceeds those comparators along with the financial implications.

Result: Motion DEFEATED by a vote of 10 to 4, as follows:

YES - Ward 1 Councillor Maureen Wilson
 YES - Ward 2 Councillor Jason Farr
 YES - Ward 3 Councillor Nrinder Nann
 NO - Ward 4 Councillor Sam Merulla
 NO - Ward 5 Councillor Chad Collins
 NO - Ward 6 Councillor Tom Jackson
 NOT PRESENT - Ward 7 Councillor Esther Pauls
 YES - Deputy Mayor - Ward 8 Councillor John-Paul Danko
 NO - Mayor Fred Eisenberger
 NO - Ward 15 Councillor Judi Partridge
 NOT PRESENT - Ward 14 Councillor Terry Whitehead
 NO - Ward 13 Councillor Arlene VanderBeek
 NO - Ward 12 Councillor Lloyd Ferguson
 NO - Ward 11 Councillor Brenda Johnson
 NO - Ward 10 Councillor Maria Pearson
 NO - Ward 9 Councillor Brad Clark

(iv) List of Under-Performing HSR Routes

(Ferguson/Clark)

Staff be directed to report back during the 2020 budget process with a list of under-performing HSR routes.

Result: Motion CARRIED by a vote of 10 to 4, as follows:

NO - Ward 1 Councillor Maureen Wilson
 YES - Ward 2 Councillor Jason Farr
 NO - Ward 3 Councillor Nrinder Nann
 YES - Ward 4 Councillor Sam Merulla
 YES - Ward 5 Councillor Chad Collins
 YES - Ward 6 Councillor Tom Jackson
 NOT PRESENT - Ward 7 Councillor Esther Pauls
 NO - Deputy Mayor - Ward 8 Councillor John-Paul Danko
 NO - Mayor Fred Eisenberger
 YES - Ward 15 Councillor Judi Partridge

NOT PRESENT - Ward 14 Councillor Terry Whitehead
YES - Ward 13 Councillor Arlene VanderBeek
YES - Ward 12 Councillor Lloyd Ferguson
YES - Ward 11 Councillor Brenda Johnson
YES - Ward 10 Councillor Maria Pearson
YES - Ward 9 Councillor Brad Clark

(e) DISCUSSION ITEMS (Item 7)

**(i) Summary of Communications Team Functions (CM20003) (City Wide)
(Item 7.1)**

(Jackson/Collins)

That the Report CM20003, respecting the Summary of Communications Team Functions, be DEFERRED to the March 2, 2020 General Issues Committee budget process.

CARRIED

(f) ADJOURNMENT (Item 11)

(Ferguson/Pearson)

That, there being no further business, the General Issues Committee (Budget), be adjourned at 12:05 p.m.

CARRIED

Respectfully submitted,

Deputy Mayor J. P. Danko
Chair, General Issues Committee

Stephanie Paparella
Legislative Coordinator
Office of the City Clerk

4.1

February 11, 2020

Members of the General Issues Committee (GIC),

Re: Sidewalk Snow Removal Report PW19022(a)

While it is understood that Report PW19022(a), respecting Sidewalk Snow Removal, was written for Budget purposes, and given that “staff were asked to prepare a report that integrated an Equity, Diversity and Inclusion (EDI) framework”, the Advisory Committee for Persons with Disability (ACPD) feels that an important stakeholder (namely persons with disabilities) was forgotten in the consultation process.

Further, insufficient time was provided to request a Delegation to present at GIC when the Report was first presented.

ACPD respectfully requests that Council advise Staff to consult with ACPD regarding any further matters with respect to Sidewalk Snow Removal.

ACPD perennially discusses this matter, and feels they have much experiential knowledge and wisdom to offer.

Many thanks for considering this issue, and for your continued support.

Regards,

Members of the Advisory Committee for Persons with Disability
(ACPD)



Hamilton

2020 BUDGET UPDATE

GENERAL ISSUES COMMITTEE

Report FCS20001

March 2nd, 2020

2020 BUDGET AMENDMENTS

			Residential Impact
Preliminary Residential Tax Increase - Budget Book		\$48,217,460	5.0%
APPROVED AMENDMENTS:			
Total Approved Amendments		(10,129,760)	
PENDING AMENDMENTS:			
Planning & Economic Dev.	Parking fines and rates	(500,000)	
Capital Financing	Corporate Capital Financing	143,360	
Board & Agencies	Police Services Board: Capital Financing	(143,360)	
Board & Agencies	Police Services Board: Operating	569,020	
Board & Agencies	Grand River Conservation Authority	17,270	
Board & Agencies	MPAC	(6,710)	
Total Pending Amendments		79,580	
PROPOSED AMENDMENTS:			
All departments	Increased gapping targets	(450,000)	
Total Proposed Amendments		(450,000)	
TOTAL AMENDMENTS		(10,500,180)	(1.2%)
		\$37,717,280	3.8%
Updated Assessment Growth Impact (from 1.0% to 1.2%)			(0.2%)
Elimination of tax discount for vacant & excess lands subclass			(0.2%)
AVERAGE RESIDENTIAL MUNICIPAL TAX IMPACT			3.4%
AVERAGE RESIDENTIAL TOTAL TAX IMPACT (INCLUSIVE OF EDUCATION)			3.0%

6.2



Hamilton

**2020 PRELIMINARY TAX
OPERATING BUDGET
BUSINESS CASES**

GENERAL ISSUES COMMITTEE

March 2, 2020

2020 BUSINESS CASES

- **9 Business Cases**

DEPARTMENT	# OF ITEMS	2020 IMPACT		
		\$ GROSS	\$ NET	FTE
Planning & Economic Development	3	593,120	168,000	7.50
Healthy and Safe Communities	1	1,039,500	1,039,500	10.00
Public Works - Tax	2	424,270	(89,530)	6.70
City Manager	1	120,000	-	1.00
Corporate Services	2	206,950	-	2.00
TOTAL	9	\$ 2,383,840	\$ 1,117,970	27.20

- **Results in a 0.1% tax impact**

2

2020 BUSINESS CASES

#	DEPARTMENT	DETAILS	\$ GROSS	\$ NET	FTE
BC-01	Planning & Economic Development	Real Estate - Converting Contract Positions to Permanent	323,620	-	3.00
BC-02	Planning & Economic Development	By-Law Enforcement - Graffiti Management- Amended	168,000	168,000	3.50
BC-03	Planning & Economic Development	Animal Services - PED18004(b) Now Council Referred: Dec 11, 2019 Council Minutes 19-022	Council Referred	Council Referred	Council Referred
BC-04	Planning & Economic Development	Transportation Development Review – Converting Contract Position to Permanent	101,500	-	1.00
BC-05	Healthy and Safe Communities	Hamilton Paramedic Service Enhancement (Ambulance)	1,039,500	1,039,500	10.00

2020 BUSINESS CASES

#	DEPARTMENT	DETAILS	\$ GROSS	\$ NET	FTE
BC-06	Public Works - Tax	T.O.M - Converting Consultant Inspectors to In-house Permanent Technologist Inspector & Student Inspectors	284,270	(89,530)	4.40
BC-07	Public Works - Tax	Tim Horton's Field - Assistant Stadium Technicians to handle the addition of Forge FC Soccer games	140,000	-	2.30
BC-08	City Manager	HR - Return to Work Services Specialist (funded by Fire)	120,000	-	1.00
BC-09	Corporate Services	Payroll - Enhanced WSIB Payroll Processing Services	100,000	-	1.00
BC-10	Corporate Services	IT - Conversion of an FTE from Temporary to Permanent	106,950	-	1.00
TOTAL			\$2,383,840	\$1,117,970	27.20

6.3



Hamilton

**2020 PRELIMINARY TAX
OPERATING BUDGET
COUNCIL REFERRED ITEMS**

GENERAL ISSUES COMMITTEE

March 2, 2020

2020 COUNCIL REFERRED ITEMS

- Items previously considered at Council and referred to the budget process for further discussion.

DEPARTMENT	# OF ITEMS	2020 IMPACT		FTE
		\$ GROSS	\$ NET	
Planning & Economic Development	3	135,000	45,000	1.50
Healthy and Safe Communities	3*	781,340	743,340	14.00
Public Works - Tax	3*	30,000	30,000	-
City Manager	2	295,280	295,280	-
Corporate Services	1	-	-	-
Board and Agencies	1	145,000	145,000	-
TOTAL	13	\$ 1,386,620	\$ 1,258,620	15.50

- Results in a 0.1% tax impact.**

*Including one council referred item (CR-10) jointly submitted with City Manager

2

2020 COUNCIL REFERRED ITEMS

#	DEPARTMENT	DETAILS	\$ GROSS	\$ NET	FTE
CR-01	Planning & Economic Development	Cigarette Butt By-law Enforcement Officer (PED18154(a))	45,000	45,000	0.50
CR-02	Planning & Economic Development	Hess Village Paid Duty Policing (PED18081(a))	TBD	TBD	-
CR-03	Healthy and Safe Communities	10 Year Fire Service Delivery Plan	610,420	572,420	14.00
CR-04	Healthy and Safe Communities	Enhancement for CANUSA Funding	10,920	10,920	-
CR-05*	Public Works - Tax	Sidewalk Clearing Program - PW19022 (a) Option 1: Existing Service Option 2: Priority 1 and 2A Roadways - additional \$1.78 M *Option 3: City Wide Roadways - additional \$3.78 M	DEFERRED	DEFERRED	-

*Updated gross and net amounts post budget book

3

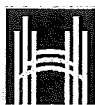
2020 COUNCIL REFERRED ITEMS

#	DEPARTMENT	DETAILS	\$ GROSS	\$ NET	FTE
CR-06*	Public Works - Tax	Snow Angels Program - PW19022 (a)	REMOVED	REMOVED	-
CR-07	City Manager	City Enrichment Fund – Concession BIA	2,730	2,730	-
CR-08*	City Manager	Implement Living Wage: Option 1 Non-Union PT Casuals: \$432,640 Option 2 Non-Union FT Summer Students: \$119,600 Option 3 Unionized Summer Students: \$325,420 One Instalment (Options 1, 2 and 3): \$877,660 *Three Year (2020 - 2022) Phase-In: \$292,550/year	292,550	292,550	-
CR-09	Corporate Services	Establish Climate Change Reserve for Sustainable Funding	TBD	TBD	-

*Updated gross and net amounts post budget book

2020 COUNCIL REFERRED ITEMS

POST BUDGET BOOK					
#	DEPARTMENT	DETAILS	\$ GROSS	\$ NET	FTE
CR-10	Healthy and Safe Communities & City Manager	Corporate Goals and Areas of Focus for Climate Change Mitigation and Adaptation	160,000	160,000	-
CR-11	Public Works - Tax	Ongoing care and maintenance of the Aviary and birds	30,000	30,000	-
CR-12	Board and Agencies	Parkdale Landing Library Mini Branch	145,000	145,000	-
CR-13	Planning & Economic Development	Animal Adoption Pilot Program	90,000	-	1.00
TOTAL			\$ 1,386,620	\$ 1,258,620	15.50



Hamilton

INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	February 24, 2020
SUBJECT/REPORT NO:	Summary of Communications Team Functions (CM20003) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	John Hertel
SUBMITTED BY:	John Hertel Director Strategic Partnerships and Communications
SIGNATURE:	

COUNCIL DIRECTION

At General Issues Committee Budget meeting January 29, 2020, Council requested a more detailed summary of roles and responsibilities within the Communications team.

INFORMATION

Communications is an enabling support to all the Divisions of the Corporation, communicating with the public and staff about City business, programs, services, and engagement opportunities through a variety of channels.

The Communications team supports all 70 of the City's services through a unique set of skills in four main categories; an organized, integrated approach to delivering services to the community and the corporation:

<ol style="list-style-type: none"> 1. Media relations and information 2. Marketing and Social Media 3. Graphic Design and Production 4. Digital Communication Operations 	Roles: The prime point of contact for all media relations, keeps the public informed through all media channels, develops & executes campaigns with operating departments, manages the City's digital channels. Seeks out savings through media buys, use of digital tools
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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

**SUBJECT: Summary of Communications Team Functions – February 24, 2020
(CM200003) (City Wide) - Page 2 of 4**

The City of Hamilton is a 24-hour, 7 day a week operation, as is the news cycle. The majority of staff including the Communications Officers, Social Media and Digital Communications Officers are available seven (7) days a week to provide timely public communications related to emergencies, closures, cancellations, roads and inclement weather events, urgent matters, etc. The strong media relationships that have been established through the team are very important to the City.

In the past, many of these resources were decentralized across the operating departments. Council approved Centralization of City Internal support Services (HUR17007/CM17012 /FCS170560), dated May 8, 2017, to gain consistency, efficiency, and standards across the corporation. Centralized media buying, for example, has resulted in a dramatic reduction in rates and better placements of ads in the appropriate media channel.

Many of these Communications deliverables would otherwise require contracting out to suppliers. Bringing the work in house for core projects is a cost-effective delivery method compared to outsourcing. For example, some of our operating groups used 3rd party suppliers to develop and maintain micro web sites for their Division. The Digital team developed a framework within Hamilton.ca to meet their needs and eliminate the costs for design, content management, and hosting.

Both digital and traditional media activity has continued to increase significantly in 2019, for example, there was a 42% increase in the number of campaigns and projects, continued growth across our digital platform followers, and Hamilton.ca enhancements that created \$35,000 in savings.

While the team has grown modestly through centralization, the incremental FTE's and their funding have mostly resulted from transfers of work, and in some cases people, from the operating groups. Much of this work was previously outsourced. By centralizing these resources, it has provided capacity through efficiencies that enabled additional work to be handled, and it has avoided additional staffing or outsourcing costs.

There are four (4) functional teams within the collective group, each reporting to the Director: Total current FTE = 24

<p>Communications Officer Team – 9 FTE</p> <p>Manager 1 - supports team, CMO and all departments:</p>	<p>Key responsibilities:</p> <p>Leads public communications on behalf of the corporation:</p> <ul style="list-style-type: none"> • Media relations • Issues management messaging and plans
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OUR Vision: To be the best place to raise a child and age successfully.

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**SUBJECT: Summary of Communications Team Functions – February 24, 2020
(CM200003) (City Wide) - Page 3 of 4**

<ul style="list-style-type: none"> • 3 - supporting Healthy and Safe Communities (1 solely funded by the Province) • 1 - supporting Public Works • 2 - supporting PED • 1 - supporting the CMO and Corporate Services • 1 - Videographer – supports team and all departments 	<ul style="list-style-type: none"> • Emergency response communications • Public awareness campaigns • Event protocols and support • Media training • Internal communications; employee communications, support organizational changes, etc. • Video production to communicate with the public about City programs, services and initiatives
<p>Marketing & Social Media – 4*</p> <p>Senior Communications Officer – 1</p> <ul style="list-style-type: none"> • 1 - Media Buyer • 1 - Marketing Officer (moved from Recreation Division)1 • *1- Social Media and Marketing Coordinator – FTE and funding transferring to HSR 	<p>Key Responsibilities:</p> <ul style="list-style-type: none"> • Social Media & Marketing: Leads City's social media strategy, policy and disclaimer, brand and reputation management, marketing strategies, plans and tactics, logo/brand development • Management of City of Hamilton social media accounts (Twitter, Instagram, LinkedIn, YouTube) • Media Buyer: Management of centralized media buying program to achieve significant savings • Marketing Officer: Responsible for all marketing and outreach tactics for Recreation including Municipal Golf
<p>Graphic Design – 6</p> <p>Creative Design Lead – 1</p> <ul style="list-style-type: none"> • 5 - Graphic Designers (1 moved from Recreation and 1 funded by Waste & HSR vs. outsource) 	<p>Key Responsibilities:</p> <ul style="list-style-type: none"> • Supports communications efforts by developing creative and professionally designed materials for public and internal campaigns
<p>Digital Communications – 5</p> <p>Senior Digital Officer – 1</p> <ul style="list-style-type: none"> • 2- Digital Communications Officers • 2- Digital Media Administrator (1 incremental 	<p>Key Responsibilities:</p> <ul style="list-style-type: none"> • Ensuring that the City's suite of digital channels' presence is strategic, professional, and effective in reaching key audiences

OUR Vision: To be the best place to raise a child and age successfully.

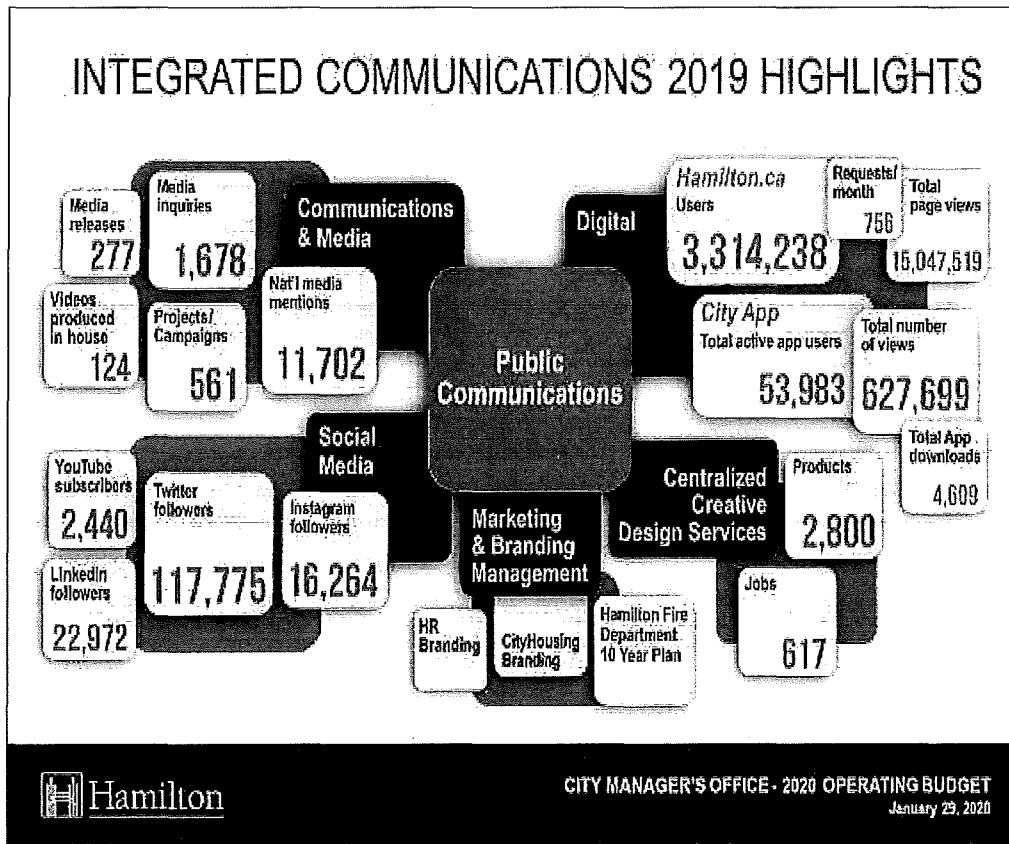
OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

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**SUBJECT: Summary of Communications Team Functions – February 24, 2020
(CM200003) (City Wide) - Page 4 of 4**

<p>FTE approved by Council in 2019 budget)</p>	<ul style="list-style-type: none"> Operational management of City’s digital channels: Hamilton.ca, CityApp, Open Data Portal, Public Engagement Portal, Intranet/ internal communications, Google Analytics program Each channel has its own plan of action and implementation roadmap including: standards and policies, KPIs, business, user and legislative requirements, continuity planning, vendor management/procurement
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The intentional move towards centralization and the use of digital media has resulted in a significant increase in the volume of work, and importantly, a higher level of integration of the effectiveness and approaches to communications, branding, and campaigns.



OUR Vision: To be the best place to raise a child and age successfully.
 OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.
 OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.



INFORMATION REPORT

TO:	Chair and Members Planning Committee
COMMITTEE DATE:	February 4, 2020
SUBJECT/REPORT NO:	Parking Fee Review (PED19238(a)) (City Wide) (Outstanding Business List Item)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Allister McLveen (905) 546-2424 Ext. 5958
SUBMITTED BY:	Brian Hollingworth Director, Transportation Planning and Parking Planning and Economic Development Department
SIGNATURE:	

COUNCIL DIRECTION

At the November 19, 2019, Planning Committee, staff were directed to report back to Planning Committee on the following:

- (a) That the options of a \$0.25 and \$0.50 increase for on-street metered parking be referred to local Business Improvement Areas for feedback;
- (b) That staff report back to the Planning Committee with additional information related to increasing parking penalties to a level equal to comparator municipalities;
- (c) That staff report back to the Planning Committee with the net budget revenues associated with the increasing parking permit fees by \$5.00 and \$10.00 per month;
- (d) That staff report back to the Planning Committee following consultation with Hamilton schools and school boards regarding issues related to parking and stopping in front of schools; and,
- (e) That staff report back to the Planning Committee with information related to increasing Special Event Rates in line with privately operated lots.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

SUBJECT: Parking Fee Review (PED19238(a)) (City Wide) - Page 2 of 4**INFORMATION****On-Street Parking Meter Increase**

As presented in Report PED19238, in 2018, parking meters in Hamilton generated approximately \$2.4 M in gross revenue. It is estimated that a \$0.25 cent increase in hourly meter rates would result in a net increase in revenue of \$280 K per year, after accounting for a potential reduction in demand due to the price increase. A \$0.50 cent increase could generate additional revenues of \$560 K.

Staff met with the Business Improvement Areas' (BIA) representatives at their regularly scheduled meeting of December 10, 2019 to discuss the direction from Planning Committee to refer the options of a \$0.25 and \$0.50 increase for on-street metered parking to the local BIA for feedback. The consensus from the BIA representatives was that they were not in support of an increase at this time in on-street parking meter rates but would consider an increase in conjunction with the implementation of the mobile app for Pay-by-Phone parking (scheduled for June-July 2020). At the writing of this Report, staff has received three written responses upon their request for formal feedback. The BIA written responses to date are outlined in Appendix "A" attached to this Report.

Increasing Parking Penalties to a Level Equal to Comparator Municipalities

Parking penalties are used to encourage compliance and increases in penalties can lead to greater compliance.

Staff previously indicated that in applying an average increase in parking fines of \$1.00, the incremental revenue impacts were estimated at \$161 K annually. As outlined in Table 1, Parking Violations, an increase in the most common parking penalties to a level equal to comparator municipalities, ranging from \$1.00 to \$5.00, generates a revised increase in the estimated annual revenue to \$383,633.

Table 1 - Parking Violations

EXISTING FINE	PROPOSED FINE	MUNICIPAL AVERAGE	COMMON VIOLATION TYPES	ESTIMATED ADDITIONAL REVENUE
\$24.00	\$25.00	\$27.00	Expired Meter	\$28,629
\$29.00	\$30.00	\$30.00	Exceeding Time Limit	\$19,250
\$33.00	\$35.00	\$37.00/\$43.00	Signed No Parking Area, Alternate Side Parking	\$79,244
\$50.00	\$55.00	\$42.00	Unauthorized Parking Private/Municipal Property	\$134,080
\$75.00	\$80.00	\$65.00	Signed No Stopping Area	\$122,430
TOTAL POTENTIAL NEW REVENUE				\$383,633

SUBJECT: Parking Fee Review (PED19238(a)) (City Wide) - Page 3 of 4

At the Planning Committee meeting of November 19, 2019 questions were raised regarding the misuse of Accessibility Parking Permits (APP). The permits are issued by the Province and enforced by the Municipality. Clarity on eligibility requirements and rules for APP usage is outlined in Appendix "B" attached to this Report.

Hamilton's current fine for illegally parking in an accessible space is \$350. However, fraudulent use of an accessible parking permit, whether it is forged, altered, expired or somebody else's, is a separate provincial offence, and if found to be the case, Enforcement Officers can take away the permit and charge the driver with a fine up to \$5,000 and the person who the permit was issued to will no longer have access to his/her permit.

Increasing Parking Permit fees by \$5.00 and \$10.00 per Month

As indicated in Report PED19238, an increase in all monthly permit fees by \$10 per month, is estimated to generate a net annual increase in revenue of \$306 K based on monthly permits issued. An increase of \$5.00 per month is estimated to generate a net annual increase of \$153 K.

The estimated financial impact to City Departments whose employees qualify for permit parking and for City-owned vehicles for a \$5.00 and \$10.00 increase is \$24,180 and \$48,360 respectively. Table 2 – Monthly Permits, is a high-level summary of existing monthly permit holders.

Table 2 – Monthly Permits

Type of Permit	TOTAL
City Department Paid	403
City Employees (self-paid)	575
Police Subsidized	19
General Public	1052
Companies	324
TOTAL	2373

Parking and Stopping in Front of Schools

The current City of Hamilton Parking Bylaw No. 01-218, being a bylaw to regulate on-street parking does not make any differences in the penalty amounts for stopping and parking violations that typically occur near schools, creating localized traffic congestion and safety concerns for parents and students.

Staff have requested to be put on the agendas for the Hamilton-Wentworth District School Board (HWDSB) Liaison Committee and the Hamilton-Wentworth Catholic District School Board (HWCDSB) Liaison Committee in early 2020 to discuss parking

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and stopping issues adjacent to schools, and possible solutions, including an increase in penalty amounts for stopping and parking violations.

Special Event Rates

Special event parking rates in City of Hamilton municipal lots are adjusted by staff based on the reservation of space, and not per regular operational hours and fees. With few exceptions, a special event fee of \$10.00 is utilized.

For the most part, private parking facility owners utilize their established day, weekend or evening rates and do not adjust based upon most typical special events occurring in the downtown areas. A review, of a number, of comparable municipalities provided a range of special event fees from \$5.50 to \$10.00 per event. The City of Niagara Falls implements a \$25.00 parking fee for their New Year's Eve special event activities.

As this Report addresses the issue of increasing parking fees, on the Planning Committee Outstanding Business List, it is appropriate to be identified as complete and can be removed from the list.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" - Written Feedback from the BIAs

Appendix "B" - Eligibility Requirements and Rules for Accessibility Parking Permits Usage

AM:BH:cr

Written Feedback from BIAs

International Village:

Our board met this morning and we are not in support of an increase to parking rates Unless the parking app is unveiled at the same time. It's hard enough getting people down to our BIAs to shop when they have to pay for parking, especially when the convenience of paying for that parking is non-existent.

Dundas Board of Management:

- We suggest peer municipalities in our area for comparison, other areas where our customers shop, within southern Ontario, remove out of province municipalities from the peer group comparison to give those reviewing a clearer overview;
- As small business owners we are in constant competition with big box and malls that have free parking;
- We request a preferred rate at BIA parking meters to encourage shoppers to stay longer in BIA areas;
- Removing cities from outside of Ontario lowers the parking average below \$1.50;
- A \$0.25 cent increase is higher than the rate of inflation over the past three years, may we have an explanation as to why the City wants to drive business out of the downtown cores into the suburbs;
- \$0.25 cents is approximately a 15% increase, \$0.50 cents is a 30% increase in parking, what is the justification in these increase amounts?;
- Neither increase is beneficial to us or to the people shopping in our communities;
- Keep the hours of enforcement in Dundas as they currently exist, Monday to Friday 9 a.m. to 6 p.m. free parking on Saturday and Sunday; and,
- The Dundas BIA is not in favour of raising parking fines.

Concession Street BIA:

- Parking rates were already adjusted on June 1, 2017 from \$1.00 to \$1.50/hour;
- As small business owners, we are in constant competition with big box, strip malls and large shopping centres that offer free parking;
- Neither the \$0.25 cent or \$0.50 cent increase is beneficial to the Concession BIA or to the people shopping in our area. To date, we have seen no changes or improvements with pay by app or pay by credit card implemented by the City in our BIA to justify this rate increase;
- We request a preferred rate for BIA parking meters so we can offer an advantage/perceived value to our shopping corridors. This will act not only to encourage shoppers to stay longer in BIA areas but will also attract potential new businesses to set up shop on our areas; and,
- The Concession BIA is not in favour of raising parking rates at this time without any changes to our current model or methods for customers to pay for meter parking.

Eligibility Requirements and Rules for Accessibility Parking Permits Usage

Eligibility

To qualify for Accessibility Parking Permits (APP), the individual must be certified by an APP program recognized health practitioner as having one or more of the following conditions:

- Cannot walk without assistance of another person or a brace, cane, crutch, a lower limb prosthetic device or similar assistive device or who requires the assistance of a wheelchair;
- Suffers from lung disease to such an extent that forced expiratory volume in one second is less than one litre;
- Portable oxygen is a medical necessity;
- Cardiovascular disease impairment classified as Class III or Class IV to standards accepted by the American Heart Association or Class III or IV according to the Canadian Cardiovascular Standard;
- Severely limited in the ability to walk due to an arthritic, neurological, musculoskeletal or orthopaedic condition;
- Visual acuity is 20/200 or poorer in the better eye with or without corrective lenses or whose greatest diameter of the field of vision in both eyes is 20 degrees or less;
- Condition(s) or functional impairment that severely limits his or her mobility; and,
- Licensed physician, chiropractor, nurse practitioner (extended class), physiotherapist or occupational therapist must certify the applicant's condition on the permit application.

A licensed physician, chiropractor, registered nurse practitioner (extended class), physiotherapist or occupational therapist, chiropodist or podiatrist must certify the applicant's condition on the permit application.

Permanent permit is valid for five years; temporary permits are issued when the disability is expected to last more than two months to a maximum of 12 months.

Permit Holder Rules

Permit must be displayed on the dashboard or sun visor of the car you are travelling in so the permit number and expiry date is clearly visible.

(P) means that the person who is the permit holder can be a passenger only.

(P/D) means that the person who is the permit holder can be a passenger or driver.

Only the person named on the permit can use it to park in an accessible parking space. The permit must be returned to a ServiceOntario centre when the person named on the permit is either deceased, the holder is no longer a person with an eligible health condition, the permit contains incorrect information, or the permit is cancelled. If another person uses the permit, it can result in fines of up to \$5,000 and the permit may be seized.