



Hamilton

INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	March 20, 2014
SUBJECT/REPORT NO:	Municipal Carparks – Revenue Generation (PED14066) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Ted Arnold (905) 546-2424 Ext. 6006
SUBMITTED BY:	Joe-Anne Priel Acting General Manager Planning and Economic Development Department
SIGNATURE:	

Council Direction:

The General Issues Committee, on March 4, 2014, approved the following motion:

“That staff report back on the feasibility of revenue generation as it relates to off-street surface parking with a report and analysis for Council’s consideration for the General Issues Committee on March 20, 2014”.

Information:

Parking rates in municipal carparks are traditionally increased/decreased following a review of the following factors:

- market demand;
- competition with nearby private parking lot operations; and,
- increased operating and maintenance expenses.

In accordance with Section 6 (Fees and Permits) of the Municipal Carpark By-law 01-216, staff use delegated authority to establish parking rates in off-street carparks “...as may be deemed necessary, appropriate and consistent with sound business practices...”.

Using this delegated authority, staff increased most, if not all the monthly rates in Hamilton, in 2012, by an amount of \$5 per month. Hourly and daily rates were also increased in several locations. The hourly rates were increased between \$0.20/hour and \$0.50/hour and daily rates were increased by \$1/day. Rates were not increased in 2013.

SUBJECT: Municipal Carparks – Revenue Generation (PED14066) (City Wide)
Page 2 of 2

Further, City Council, on October 9, 2013 approved the following motion:

“That staff be directed to establish a staff working group including representatives from parking, traffic, transportation, and HSR to strategize on a more coordinated and comprehensive approach to advancing the various Transportation Demand measures (for example, car share, bike lanes, carpooling, bike lockers, etc.) and in devising a more coordinated approach to pricing downtown parking rates as a whole.”

Planning and Public Works Department staff have briefly met to review opportunities concerning the relationship between parking and Transportation Demand Management (TDM) initiatives, including, but not limited to, parking supply and parking rates. Options including increasing parking rates and the increased revenue being utilized to enhance TDM programs or applied to public transit will be explored. Staff were contemplating rate increases for 2014 but have withheld implementing increases until such time as the working group has met.

Staff conclude that under current parking demand additional parking revenues could be generated under the following scenarios:

	Description	Comments	Net Revenue Increase
1.	Increasing monthly rate by \$5 in Downtown surface carparks	Would increase overall Hamilton Municipal Parking System revenues by \$65,880 but would cost various Departments \$11,580	\$54,300
2.	Increasing monthly rate by \$5 in Downtown garages	Would increase overall Hamilton Municipal Parking System revenues by \$72,720 but would cost various Departments \$16,020	\$56,700
3.	Increasing monthly rate by \$5 in all other carparks	No impact on other Departments	\$11,760

In conclusion, should Committee desire monthly rate increases as part of the 2014 Budget process, additional annual revenues could be in the range of \$54,300 to \$111,000 in Downtown carparks and \$11,760 in all other carparks.

TA/dt