



**CITY OF HAMILTON**  
**CORPORATE SERVICES DEPARTMENT**  
**Finance, Administration and Revenue Generation Division**

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	February 4, 2015
<b>SUBJECT/REPORT NO:</b>	Hamilton Farmers' Market Pilot Parking Project Extension FCS14051(a) (City Wide) (Outstanding Business List Item)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	John Hertel 905-546-2424 x2739
<b>SUBMITTED BY:</b>	Mike Zegarac General Manager Finance & Corporate Services Department
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- (a) That the Hamilton Farmers' Market parking validation program be made permanent at an estimated annual net levy impact of \$0 (Gross \$60,000) reflecting additional revenue generation and cost saving.
- (b) That the matter respecting the investigation of long-term funding options for the Hamilton Farmers' Market be considered complete and removed from the General Issues Committee's Outstanding Business List.

**EXECUTIVE SUMMARY**

The four month validated parking pilot program was approved by Council on January 29, 2014 to operate from March 1 to June 30, 2014. The extension of the parking pilot program to the end of 2014 was approved by Council on July 11, 2014.

The validated parking program is an important resource and marketing tool for the Hamilton Farmers' Market to provide 1 hour complimentary parking for its customers. The vendors and Management recognize the critical importance of having a parking program and would like to see the parking program continue. Monies have been identified in the 2015 budget to facilitate the parking program, including monies re-directed from the vendors' advertising budget and from anticipated revenue generated from other sources including the flat screen advertising program starting in the Market in February 2015. Management proposes that in partnership with the new governance structure of the Market with the incoming not-for-profit incorporated Board of Directors, that the parking program will be reviewed for further consideration as part of the ongoing review of the management of the Market. Along with a number of other

initiatives being implemented at the Market, the validated parking has helped to create positive momentum.

It would be a setback to the Market if validated parking were not continued.

***Alternatives for Consideration –Not Applicable.***

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS (for recommendation(s) only)**

Financial: Estimated annual cost for parking program \$60,000. The cost being absorbed through a combination of operational efficiencies plus new revenue streams such as:

- Transitioning Community Kitchen from cost centre to revenue generation
- Rolling out network of 12 advertising “flat screens”
- Repurposing selected spaces to create more vendor revenue opportunities

Staffing: No implications

Legal: No implications

**HISTORICAL BACKGROUND (Chronology of events)**

The Hamilton Farmers’ Market Sub-Committee presented Report 14-001 to the General Issues Committee on January 22, 2014 and respectfully recommended:

1. Validated Parking for Patrons of the Hamilton Farmers’ Market:
  - (a) That staff implement a parking validation program in the York Street Parkade, which provides patrons of the Hamilton Farmers’ Market with 1 hour of validated parking in the York Street Parkade during Market hours;
  - (b) That a portion of Level 1B in the York Street Parkade be designated for short-term parking;
  - (c) That the parking validation program be implemented, on a pilot basis, commencing in February 2014 and ending no later than June 30, 2014;
  - (d) That the parking validation program be funded by stallholder fees designated for promotional purposes;

- (e) That staff report back to the Hamilton Farmers' Market Sub-committee on the results of the parking validation program prior to the expiry of the pilot period.

The Hamilton Farmers' Market Sub-Committee then presented Report Report 14-003 to the General Issues Committee on July 11<sup>th</sup> 2014 and respectfully recommended:

- 15. Report 14-003 of the Hamilton Farmers' Market Sub-Committee – June 12, 2014 (Item 8.11)
  - (b) Hamilton Farmers' Market Pilot Parking Project Extension (FCS14051) (City Wide)
    - (i) That the Hamilton Farmers' Market parking validation pilot program be continued until the end of December 2014;
    - (ii) That monies identified from stallholder fees within the 2014 budget be re-directed from other priorities to accommodate the continuation of the program for 2014;
    - (iii) That staff be directed to complete an investigation of long-term funding options and provide a report and recommendations to the Hamilton Farmers' Market Sub-Committee before December 31, 2014.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

None

## **RELEVANT CONSULTATION**

Legal Services was consulted about the legal implications of extending the parking program.

Parking and By-law Services was consulted to discuss other parking solutions. It was identified that time was required to examine other parking solutions; none were available at present time.

Stallholders were consulted to determine the business impact of the 1 hour validated parking.

## **ANALYSIS AND RATIONAL FOR RECOMMENDATION**

**(Include Performance Measurement/Benchmarking Data if applicable)**

The attraction and benefit of 1 hour validated parking is identified as a critical necessity for the Market to be competitive by the Hamilton Farmers' Market Stallholders Committee. Since comparable larger food vendors in the city's core also offer validated

parking, it is imperative that the Market extend this initiative to maintain its competitiveness in the marketplace.

Statistics from the City of Hamilton Parking Authority indicate consistent growth in the number of parking users as the parking program becomes known by customers and the public. By the end of 2014, the Market was doing an average of 40 validations per weekday (on weekdays when the Market was open) and an average of 400 validations per Saturday. Customer feedback overwhelmingly suggests that this initiative makes visiting the Hamilton Farmers' Market and the City's core in general, more appealing.

### **ALTERNATIVES FOR CONSIDERATION**

**(Include Financial, Staffing, Legal and Policy Implications and Pros and Cons for each alternative)**

None

### **ALIGNMENT TO THE 2012 – 2015 STRATEGIC PLAN**

#### **Strategic Priority #1**

A Prosperous & Healthy Community

*WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.*

#### **Strategic Objective**

- 1.3 Promote economic opportunities with a focus on Hamilton's downtown core, all downtown areas and waterfronts.
- 1.5 Support the development and implementation of neighbourhood and City wide strategies that will improve the health and well-being of residents.

#### **Strategic Priority #2**

Valued & Sustainable Services

*WE deliver high quality services that meet citizen needs and expectations, in a cost effective and responsible manner.*

#### **Strategic Objective**

- 2.2 Improve the City's approach to engaging and informing citizens and stakeholders.
- 2.3 Enhance customer service satisfaction.

**APPENDICES AND SCHEDULES ATTACHED**

N/A