

Purpose of Presentation

- Present work that staff have completed on a review of parking rates and hours
- Receive feedback on potential considerations for differential rates by area of City
- Present implementation plan and timelines for changes

Note: Proposed changes remain "in development" at this time and will require Council approval



Overview of Proposed Changes

- Incremental increases to parking meter rates across
 City
- Multiple changes to improve consistency, distribution and turnover, and financial sustainability
- Continued deployment of technology upgrades, parking lot upgrades and improved signage
- Planned implementation Spring-Summer 2025



Rationale for Changes

- 2021 Parking Master Plan included several recommendations guiding on-street parking:
 - Adopt predictable rate increases
 - Evaluate the feasibility of extending paid parking to seven days per week
 - Maintain higher prices on-street than off-street
 - Implement performance-based pricing in high demand areas
- On-street parking rates and hours have remained unchanged since 2020, in part to support businesses through the pandemic
- Off-street parking rates have been increased incrementally and, in some cases, now exceed on-street rates

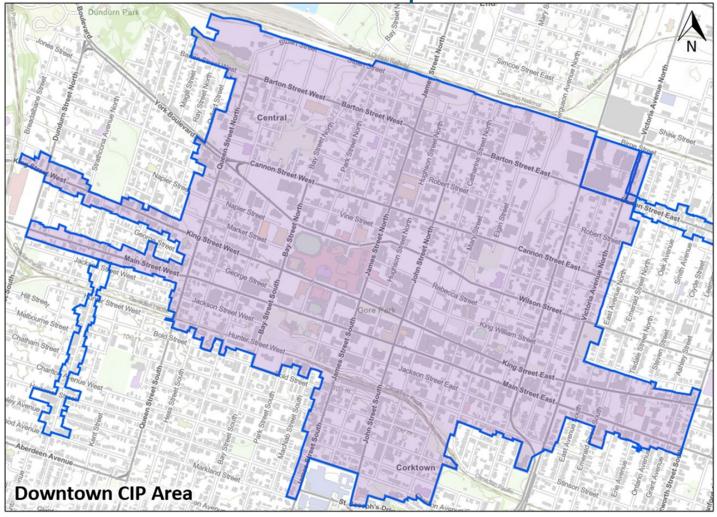


Rate Adjustment Downtown

- Municipal Car Parks in the Downtown and vicinity have an hourly rate of \$3.25/hour, which is lower than private parking lots and higher than the on-street rate.
- The Parking Master Plan (PMP) recommends on-street rates be a minimum of 15% higher than off-street, or ~\$3.75/hour.
- A rate increase from \$2.00/hour to \$3.75 would be excessive
- Proposal is to adopt phased increases to \$3.00/hour in 2025 and \$3.50/hour in 2027
- Off-street hourly rates to be held constant through to 2027



Proposed Area for \$3/hr rate



CIP: Community Improvement Plan



Rate Adjustment Citywide

- On-street parking rates have been \$2.00/hour since 2020.
- The Parking Master Plan recommends increases of 5% per year which correlates to \$2.55/hour for 2025.
- An on-street parking rate of \$2.50/hour is proposed for all on-street paid parking areas outside the Downtown CIPA.



Proposed Standardization of Paid Hours

- Current paid hours are inconsistent and outdated, failing to reflect peak demand periods like evenings and weekends.
- Recommended hours: 8 AM to 9 PM for all on-street paid parking
- Move towards paid parking seven days per week
- Better reflects on-street parking's function to provide short-term parking and turnover for customers and promote use of municipal off-street lots for those who require parking greater than 2 hours..



Standardization of Paid Duration

- Maximum durations for on-street paid parking are predominantly 2 hours
- Variations of 1 and 3 hours are present in some areas, leading to inefficiencies and confusion.
- Standardizing on-street meter spaces to 2-hour maximums, is consistent and intuitive for customers.
- Locke Street BIA and Westdale's angle parking, would be the exception, remaining as 3 hour due to lack of municipal off-street parking.



Implementation

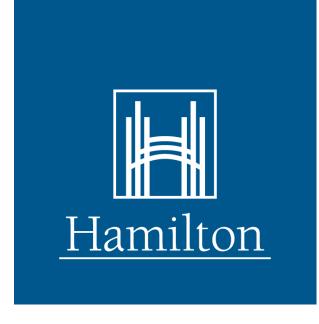
- Changes to on-street parking rates require Council approval. Target is to bring report to Planning Committee in March.
- Implementation of meter rates requires minimum 2 month lead time and are typically tied to first month of a quarter
- Any changes to hours of operation and associated signage will require several months lead time



Summary

- Patchwork regulations from former municipalities no longer serve customers needs and expectations
- On-street parking downtown is dramatically cheaper than off-street, driving demand and stagnating turnover
- Pricing changes will support much needed investment in parking infrastructure
- Changes are guided by the shared goal to provide and protect affordable public parking facilities that support business activity





Feedback and Discussion Period

THANK YOU