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**To:** General Purposes Committee  
**From:** Sandra Tokarczyk  
Manager, Community Bylaws  
**Re:** **Parking Revenue**

**Date:** February 8, 2002  
**File:** -

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**Staff Recommendation**

That the introduction of pay parking in the balance of Minrou Park be moved from Phase I activities into Phase II.

Sandra Tokarczyk  
Manager, Community Bylaws

<b>FOR ORIGINATING DIVISION USE ONLY</b>
<b>CONCURRENCE OF GENERAL MANAGER</b>

## **Staff Report**

### **Origin**

Council at their January 14, 2002 meeting considered a report on pay parking. The report contained a series of recommendations regarding the introduction of pay parking in the City's Steveston and Minoru Park off-street parking lots.

The three Steveston parking lots, one of which includes Garry Point Park, were referred to the Steveston Advisory Task Force for consideration and report back to Council as quickly as possible.

The following Minoru Park parking lot recommendation:

“That the balance of Minoru Park parking lots be added to the pay parking lot inventory.”

was endorsed with the request that staff:

- a) Clarify if the turnover of parking stalls in this area of Minoru Park is an issue;
- b) Identify the number of groups, and volume of users, who frequent the south Minoru Park facilities (for the purposes of considering the issuance of passes); and
- c) Develop a policy for the issuance of pay parking exemption passes on City lots to ensure consistency in all City pay off-street parking lots.

### **Public Interest**

As anticipated, the issue of parking has generated public attention with the receipt of various phone calls; e-mails; letters and articles in the local papers. Of note however, are recent communications with the Minoru Seniors' Society; Richmond Seniors Advisory Council; Richmond Public Library; Arena and Pool. They are concerned with the possible impact on their volunteer base and potential reduction in facility use, which in the case of the arena and pool affects their revenue stream.

These issues are similar to those raised by the Gateway Theatre and Minoru Chapel when pay parking was first introduced. Staff were able to work through these concerns with the individual groups and find many “win/wins” for both parties. In the case of the Gateway, they saw an increase in season ticket holders as free parking was offered as an incentive to the show package (a first for theatres in Canada). In the case of Family Place, free parking passes were offered to those who were members of that organization. This resulted in an increase in their membership base and provided additional revenue to them.

### **Actions to Date**

Staff have undertaken, since receiving Council's direction, a number of steps relating to the Phase I activities. An update on those actions will be the subject of a further information staff report. However, in the case of pursuing pay parking in the City's off-street parking lots, the following steps are underway:

- 1) **Steveston Advisory Task Force on Parking** – Staff Report on membership has been prepared and is being considered by Planning Committee of Council on February 19, 2002. The report identifies that the Task Force will give a priority to discussing pay parking on the 3 Steveston off-street parking lots (one of which is Garry Pt. Park).
- 2) **Proposal Call to Operate City Off-Street Pay Parking Lots** – The existing contractor, Imperial Parking, has agreed to extend their current contract with the City on a month-to-month basis until such time as the decisions on Garry Point Park and the timing of Minoru Park have been considered by Council. Staff will then proceed with the proposal call for a two year operating term.
- 3) **Stall Turnover** –staff are currently in the process of conducting a field survey that will gather the data on stall usage for analysis and reporting purposes.
- 4) **Key Users** – staff are currently in the process of gathering key user groups names and numbers of users from the various groups in Minoru Park. An analysis of the information for the possibility of issuing parking passes will be made and reported out.
- 5) **Pass Policy** – staff are in the process of analysing past pay parking exemption pass practices and are developing a written policy for consideration. This would be presented in conjunction with the key user survey information collected in #4 above.

### **Considerations**

Previously staff have been able to work with affected user groups to find win/win opportunities around the introduction of pay parking at different facilities. Simple things such as hours of operation; rates; and free parking alternatives were introduced as a result of these discussions.

Given the concerns raised by the various groups, staff would like to spend time with the various groups in order to explore the opportunities and the findings of our survey and draft policy.

This would mean delaying the implementation of Minoru Park from a Phase I activity to a Phase II activity with a likely timing of the end of 2002 or early 2003 for a solution.

The findings would be presented back to Council for consideration.

### **Financial Impact**

Delays in the implementation of pay parking in Minoru and Garry Point parks will affect the 2002 budgeted revenue stream. Minoru Park was projected at \$75,000 and Garry Point Park at \$37,000 for a total of \$112,000.

### **Conclusion**

The introduction of pay parking in City lots has raised concerns from some of the major user groups.

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Staff would like to have time to meet with the various affected user groups to explore the various opportunities to address their concerns and present that information back to Council as part of Phase II parking revenue activities. This decision has a financial impact on 2002 revenues.



Sandra Pokarczyk  
Manager, Community Bylaws

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