



To:	Community Safety Committee	Date:	March 6, 2003
From:	Sandra Tokarczyk Manager, Community Bylaws	File:	-
Re:	Pay Parking Program Overview & Recommendation Summary		

Recommendation Summary

Pay Parking Program Review Report:

That the concept of creating a City-wide Parking Advisory Committee be endorsed, with the understanding that a separate staff report would be provided detailing the terms of reference and Committee's mandate.

Parking Program Service Delivery Report:

1. That Option 2, as set out in the report "Parking Program – Service Delivery" dated March 6, 2003 be endorsed as the preferred service delivery model;
2. That coin collection/processing and complex maintenance be provided through contract services;
3. That the following regular full-time positions be authorized:
 - a) 1 Technical/Clerical Support to the Program;
 - b) 3 Parking Enforcement Officers
4. That the *EasyPark* contract not be extended beyond the current July 31, 2003 expiry date, with the exception for the coin processing and collection services to September 30, 2004.

Parking Program Bylaw Amendments Report:

That the following amendment bylaws aimed at making the pay parking program more flexible, responsive and effective, be given first, second, and third readings:

- (a) Amendment Bylaw No. 7481 which amends Parking (Off-Street) Regulation Bylaw No. 7403; and
- (b) Amendment Bylaw No. 7482 which amends Traffic Control and Regulation Bylaw No. 5870.

Parking Program – Pay and Display Equipment Report:

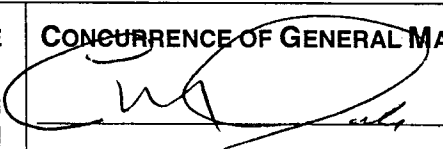
That the cost of purchasing the pay and display meter equipment be included in the 2004 Capital Program budget.

Pay Parking Program Expansion Report:

That staff report on the potential of expanding user pay parking.



Sandra Tokarczyk
Manager, Community Bylaws

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ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Budgets.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>	
Transportation.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>	

Staff Report

Report Package Summary

In August 2002 the City introduced on-street pay parking in the City Centre area. The program has been in operation for a total of seven months. During that time, experience has shown that, as with all new programs a number of adjustments are appropriate and key to the growth and success of the program in meeting its goals.

The series of reports contained in this package have been prepared on the premise that the program will continue. The reports address the following major components of the program:

Current Pay Parking Program Review Report provides an analysis of:

- Program goals of: revenue, turnover, safety/ambassador, and use of transit;
- Customer feedback;
- Key factors affecting the program, including the creation of an Advisory Committee;
- Enhancing existing revenues; and
- Reducing operating expenses.

Service Delivery Options Report provides a financial and service delivery analysis of eight different service delivery options.

Parking Bylaw Amendments Report identifies a number of bylaw changes that will assist in the effective and efficient delivery of parking services at the operational level.

Pay and Display Parking Equipment Report addresses equipment selection / purchase; holiday exemptions; and equipment options / maintenance.

Pay Parking Program Expansion Report identifies six new potential areas within which program expansion, outside of the City Centre, could be investigated.

A series of recommendations accompany each of these reports and are summarized on this report cover for convenience purposes.

There are a number of key points to keep in mind while reviewing the package of reports:

➤ The program:

- is new and in its infancy;
- has been running under an inefficient split service delivery model for 7 months;
- would run for 5 months in 2003 under an efficient single service delivery model;
- program start-up costs invested in 2002 by both EasyPark and the City are one-time program expenses;
- will continue the current service delivery model to July 31, 2003;

- needs adjustments that will have a positive outcome on the program; and
 - can grow and continue to improve its performance as a new revenue source.
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- The 2003 projected net revenue of \$484,000, as reported by Finance is an achievable goal;
 - Upcoming changes such as service delivery and equipment modifications are important to reducing the program's operating expenditures;
 - The financial program performance should improve in 2004 under a single service delivery model; and
 - The amortized capital equipment re-payment schedule starts in 2004 and will impact net revenues heaviest over three years and to a lesser degree for the following seven years.

Financial Impact

Attachment 1 shows the *net* revenue status of the program as of December 31, 2002. All program start-up costs paid for by either EasyPark or the City have been included in the table. Start up costs cover signs (on and off-street); handheld ticket machines and software; cement pads; office set-up costs; and program marketing).

Key revenue points are shown and include projected revenue to the end of December 2003 and August 2004. The decline in net revenue between August 2004 and 2005-2008 is due to the inclusion of meter payments. The revenue stream would level off at 2015 when the payments are completed.

For consistency in reporting, all future revenue information on the program will be reported to Council as *net* revenue.



Sandra Tokarczyk
Manager, Community Bylaws (4206)

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Parking Program Net Revenue Projections

