



City of Richmond

Report to Committee

To: Community Safety Committee
From: Sandra Tokarczyk
Manager, Community Bylaws
Re: **Pay Parking Program Review**

To Community Safety - Mar 11, 2003
Date: March 6, 2003
File: 6455-05-03

Staff Recommendation

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.

Sandra Tokarczyk
Manager, Community Bylaws

FOR ORIGINATING DIVISION USE ONLY		
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

Origin

In August 2002 Richmond introduced its on-street pay parking program for a one-year period from August 2002 to July 31, 2003.

The goals of the pay parking program were:

1. User pay - to help limit tax increases by providing a new source of revenue;
2. Increased turnover of limited on-street parking resource;
3. Increased on-street uniformed presence to enhance community safety and to provide an opportunity to have on-street tourist ambassadors; and
4. Improved City Centre transit service provides an alternative for those who want to avoid pay parking.

This report reviews the new pay parking program, which has been operating for a seven month period. The observations and changes are a direct result of our actual experiences to date.

The review covers program goals; customer feedback; key program factors; enhancing existing revenues; and reducing existing operating expenditures.

Analysis of Program Goals

Goal 1: New Source of Revenue

Revenue has been generated from the pay parking program, noted in Table 1, for the five months, between August and December 2002.

Table 1 - Pay Parking Revenue

Source of Revenue	Aug – Dec 2002 Totals
On Street Meters	\$118,900
On-Street Permits	\$18,200
Off-Street Meters	\$49,400
Off-Street Permits	\$19,500
Enforcement	\$198,100
GRAND TOTAL	\$404,100

Expansion of the current user pay parking program beyond the City Centre boundary would allow the program's revenue base to grow.

On-Street Meters

The total revenues of \$118,900, generated from the on-street meters in the City Centre, has been consistent and is not anticipated to change to any significant degree. There are currently 75 on-street meters, shown on *Attachment 1*. Thirty-six on-street meters have performed well financially.

Financial success is determined by the meter's ability to generate a minimum of \$415 monthly. This figure represents the monthly communication costs as well as the amortized monthly payback of the equipment capital purchase. The monthly payback figure is high at the outset of the program as the equipment software, which represents 66% of the cost, is paid back in three years, while the exterior of the machine (representing 34% of the machine value) is returned over 10 years. *Attachment 2* identifies the location of 36 on-street meters that have performed well.

There are 39 meters, which have not performed well financially, the majority of which are located in the long term parking areas. These meters, shown in *Attachment 3*, are located in areas where the demand for public on-street parking is low, mostly due to easy access to a stock of privately owned, free, off-street parking. In the majority of these areas, there is a demand for long term daily parking by employees.

The meters in these areas would be removed through a phasing plan detailed in *Attachment 4*. The areas have been prioritized and phased for ease of transition, with tasks such as meter removal; signage change; patrol route changes; and further promotion of monthly on-street parking opportunities.

This specific program changes contemplated take into consideration:

1. the need to ensure overall program continuity so that revenue on remaining meters and permit parking is not negatively affected;
2. pursuing the revenue opportunity by filling the need for monthly on-street permit parking in the low demand on-street parking areas; and
3. the possibility of the program needs changing in the future back to metered parking.

Changing the wording on the existing parking regulation signs will cost approximately \$5,000 in 2003 as the pay parking machines are phased out in the selected areas.

On-Street Permits

The revised monthly parking permit Zones 1 through 3 are shown on *Attachment 5*. The existing permit zones have been expanded to include areas where the demand for public on-street parking is not high. These areas were identified by the last five months of meter activity. In these areas there is some demonstrated demand for monthly parking bringing in \$18,200 in five months. Currently there are 40 permits in Zone 1; 83 permits in Zone 2; and 7 permits in Zone 3.

Demand for monthly on-street parking in Zone 3 is expected to increase in the future when the City's gravel parking lot is sold and eventually developed.

The replacement of the meters currently in place with permit only parking will keep the overall program integrity intact; protect existing meter revenues; provide an opportunity for pursuing additional permit revenue; and retain consistent program hours and days of operation should the program change in the future.

Off-Street Meters

The six off-street meters shown in **Attachment 2**, are located in various city parking lots in the City Centre, and have been in place since 1999. They have proven successful in addressing enforcement and turnover issues in these lots and provided the city with a steady source of new revenue in the amount of \$49,400 over five months. Special events, are a good, but unreliable source of revenue. Our parking facilities are promoted through the film industry. The Tall Ships event brought in \$45,700 in parking revenue in 2002.

Off-Street Permits

The city owns a variety of land assets in the city centre, some metered and others not, upon which monthly and special event (filming) parking is being offered. The revenue over five months was \$19,500.

In considering monthly or special event parking requests and the marketing approach, staff are careful to ensure that a balance is kept between the varying demands on parking for time of day and weekdays.

Enforcement

Enforcement revenue of \$198,100 was made in five months from the pay parking program. The user pay program, using meters and monthly parking permits, makes the enforcement of these areas easy and less time consuming than straight time restrictions.

Goal 2: Turnover

The City now has a statistical baseline, provided through the meter, by which to measure parking stall turnover. In the areas where the meters have been monetarily successful, the rate of turnover ranges from a per stall daily turnover rate of a low of one to a high of seven. The turnover rates can be measured annually.

Revenue and meter statistics confirm that turnover of stalls is not an issue in all areas. In the short term parking areas where meters will be retained, turnover is a goal and is achieved through the retention of the parking meter. In long term parking areas, where there is a demonstrated low public on-street parking demand, the meters will be removed and replaced with permit parking. In these areas the turnover goal is replaced with a user pay revenue goal. The long term monthly parking permit program would remain intact until such time as the on-street demand changes, usually with re-development or change in building use and occupancy

Goal 3: Uniformed Presence to meeting Safety and Ambassador Goal

The Parking Offices patrol in vehicles; on bicycle; and by foot throughout the community. Their presence, marked by their highly visible uniforms, has added to the public's awareness and comfort. A mix of ethnicity in the patrollers has assisted in communicating with citizens and visitors. They have assisted individuals to locate their misplaced vehicle, answered questions in regards to business addresses and given directions to many a lost visitor.

Tourism Richmond and the City plan on pursuing a joint project in 2003 that would promote parking and tourism in Richmond.

Goal 4: Use of transit by those wishing to avoid pay parking

This is difficult to measure. However, it is known that the presence of user pay parking causes individuals to consider whether or not to use vehicle or take other forms of transportation (walk; bicycle; bus) to their destination.

Customer Feedback

The main feedback received by staff about the new parking program has been in the areas of: meter purchase time increments; parking signs; and meter visibility.

Meter time increments were an issue with the ability to purchase time only in one hour increments. This caused concern with businesses that have a high frequency of clients who stay for a short duration (eg. tailor shop; mail box storefront; dry cleaner). To respond to this concern a number of meters were selected to allow for the ability to purchase time in 15 minute increments. This appears to have addressed the need of the businesses as no further comments or concerns have been raised. The ability to purchase time in 15 minute increments will be made to all remaining on-street meters. This change will coincide with the next meter electronic prompt change in order to save costs. The clustering of e-prompt changes is important as changes cost \$250.00 per meter.

The placement and size of pay parking signs are still the subject of a few complaints. Individuals who complain about receiving a ticket for not paying have cited this as an issue. The sign size chosen is recommended in the Manual of Uniform Traffic Control Devices for Canada and was selected for this use. The existing timed parking regulatory signs were removed and replaced one for one with the pay parking signs. The signs are approximately 40m apart and no changes are suggested to the existing size or placement. Complaints about the size and location of these regulatory signs were not an issue prior to pay parking and are expected to subside with program familiarity.

Meter visibility was cited as another issue of concern. The meters, although marked with a bright orange "P", were selected because of their ability to blend into our urban streetscape. No changes to the exterior colour of the meter is suggested as it would have a negative impact on the visual street landscape.

The World Harvest Church, located at the north-west corner of Cedarbridge and Elmbridge Ways, has expressed concern over the introduction of pay parking and its negative impact on church attendance.

They have asked for a Sunday exemption from parking fees as they are limited to 20 off-street parking stalls. The on-street meters on Cedarbridge Way are scheduled for removal and replacement with on-street monthly parking permits 7 days 9am to 8-pm. The church's exemption request can be:

- a) denied;
- b) approved by amending the proposed on-street permit regulations to exclude Sunday; or
- c) addressed by an alternate method.

Changes to the on-street regulations are not suggested as it would impact adjoining on-street meter revenue on Elmbridge Way; create inconsistent regulations within the City Centre, and set a precedent by which others would request regulatory exemptions from pay parking.

The City is in the process of pursuing, on the church's behalf, an alternate good neighbourhood arrangement for off-street parking.

Key Program Factors

A number of key factors affect the success of the pay parking program, they are:

- a) the private sector parking operations within the metered and permit areas;
- b) ability of the community to input into a city-wide parking program; and
- c) the ability to react in a timely way to parking demand changes and complaints;

There is a direct correlation between what happens with parking in the public and private realms in terms of their individual policies on user pay and enforcement.

Decisions are made in the public realm that impact businesses, tourism, and the citizens of Richmond at a community and neighbourhood level. There are broad transportation policy goals at the local, regional, and world levels to consider.

To address the needs for: coordination between the private and public sector parking operations; community input; support; and a venue to provide suggestions to Council; it is recommended that a City-wide Parking Advisory Committee be created with parking being considered part of its mandate. If the pay parking program is approved to be expanded to beyond the City Centre, the creation of a city-wide Parking Advisory Committee will be the subject of a future detailed report from the Transportation Department.

The creation of a city-wide advisory committee on transportation would not preclude the creation of a short-term task force such as is the case in Steveston. Once a task force has completed its report to Council it would then be disbanded and future changes would be channelled through the City-wide Parking Advisory Committee. This would also provide an opportunity for individuals who served on the smaller task force to consider serving on a City-wide Advisory Parking Committee.

The parking demands in an area can change overnight with redevelopment and/or an occupancy change of a building. The ability to react to these ever changing demands and opportunities related to pay parking is critical to revenue success and addressing public concerns. A series of bylaw changes are proposed in the Parking Program Bylaw Amendment Report to address this operational need. In this model, Council would continue to determine the areas in which user pay parking is appropriate.

Enhancing Existing Revenues

The city receives revenue from many parking parking-related sources. Each revenue area is analysed with an aim at improving our ability to maximize revenues. Improvements are continually sought in each area, for example, working with the city managers in lands and parks to maximize our land assets for parking; looking at our marketing and potential customers of monthly permit parking; reviewing our duties to maximize officer time in the field, towing for outstanding violations, complaint process; success of our collection agency; success in court; etc.

As part of the bylaw amendment report, Council will be asked to consider amending a number of areas that affect our revenue such as:

- i) construction zone - loss of parking revenue from meters or enforcement;
- ii) removal of chalk markings to avoid time limits; and
- iii) elimination of the movement of vehicles within the same block to avoid pay parking.

These changes on their own may not represent large revenue loss, however when placed together can have a positive impact on enhancing the City's revenues.

Reducing Existing Operating Expenditures

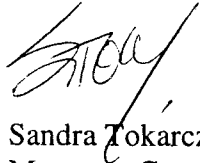
One of the ways to maximize the City's net revenue is to continually look at the program for ways of reducing operating expenditures. Ways to reduce our current operating expenses are detailed in the Parking Program Service Delivery and Pay Parking Pay and Display Equipment Reports. Staff will continue to review all aspects of the program looking for ways of reducing expenditures and maximizing the city's revenue.

Financial Impact

None.

Conclusion

The pay parking program has met the four original principles of introduction. Changes to the current program are needed to allow the program to become more effective. Involvement and support of the private sector into a city-wide program is key to the program's success. Growth of pay parking into new areas will allow for enhanced revenues. Continued monitoring of operating expenses for possible reductions and revenue opportunities helps enhance the bottom line revenue to the City.



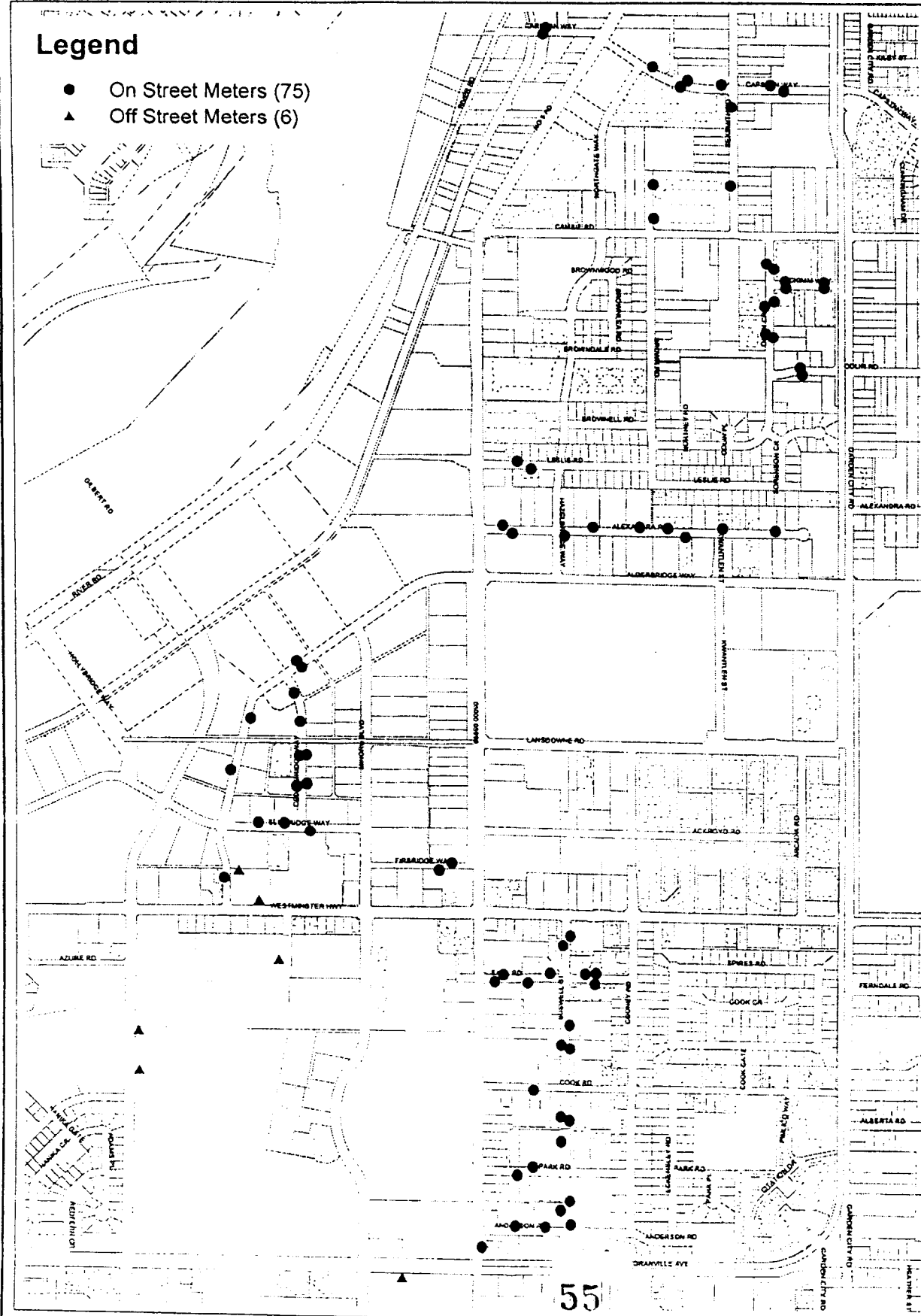
Sandra Tokarczyk
Manager, Community Bylaws

SLT:slt

City of Richmond Policy Planning

Legend

- On Street Meters (75)
- ▲ Off Street Meters (6)



City of Richmond Parking Meters

Current Locations

Note:

This information shown on this map is compiled from various sources and is warranted as to its accuracy by the City. Users are reminded that lot sizes and descriptions must be confirmed at the L.T. office in New Westminster.

The Zoning information sheet forms a continuation of the zoning map of Richmond as amended to the date of the 1998 B.C.O.C.

This is NOT a legal document, and is published for information and convenience purposes only.



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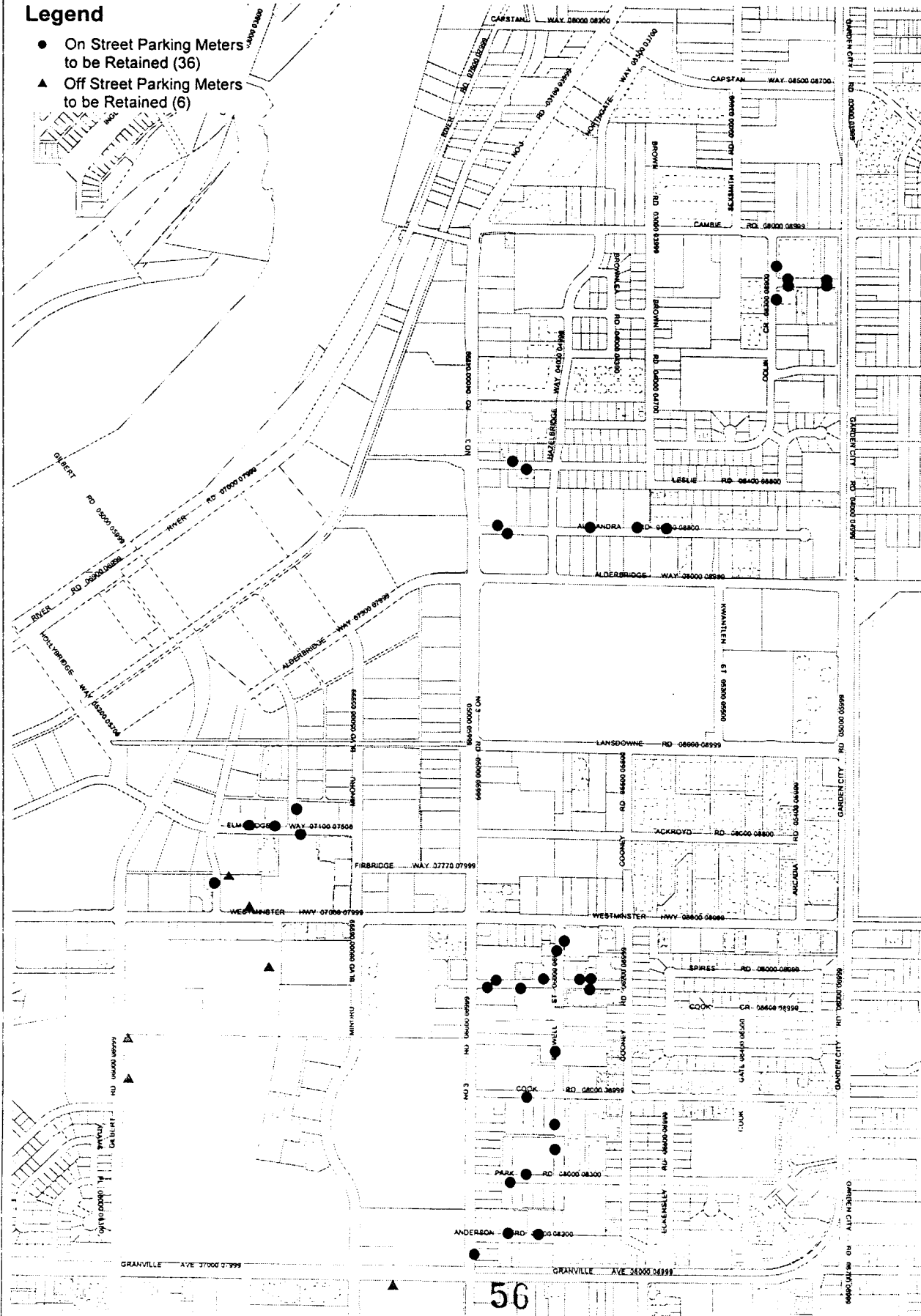
City of Richmond



City of Richmond Policy Planning

Legend

- On Street Parking Meters to be Retained (36)
- ▲ Off Street Parking Meters to be Retained (6)

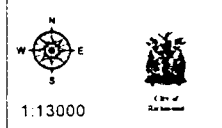


City of Richmond
Parking
Meters

To be
Retained

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February 27 2003



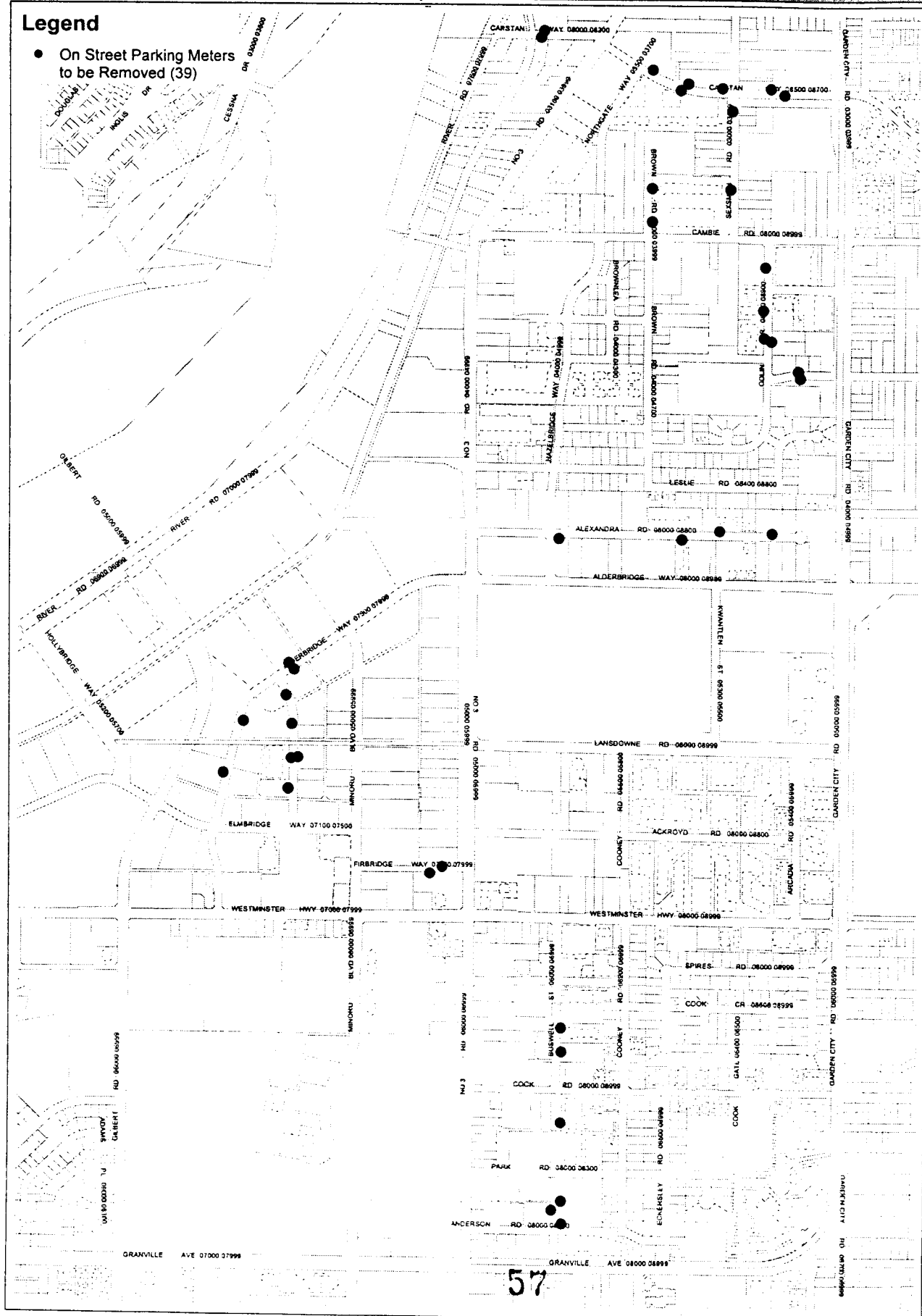
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City of Richmond Policy Planning

Legend

- On Street Parking Meters to be Removed (39)

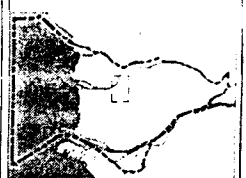


City of Richmond
Parking
Meters

To be
Removed

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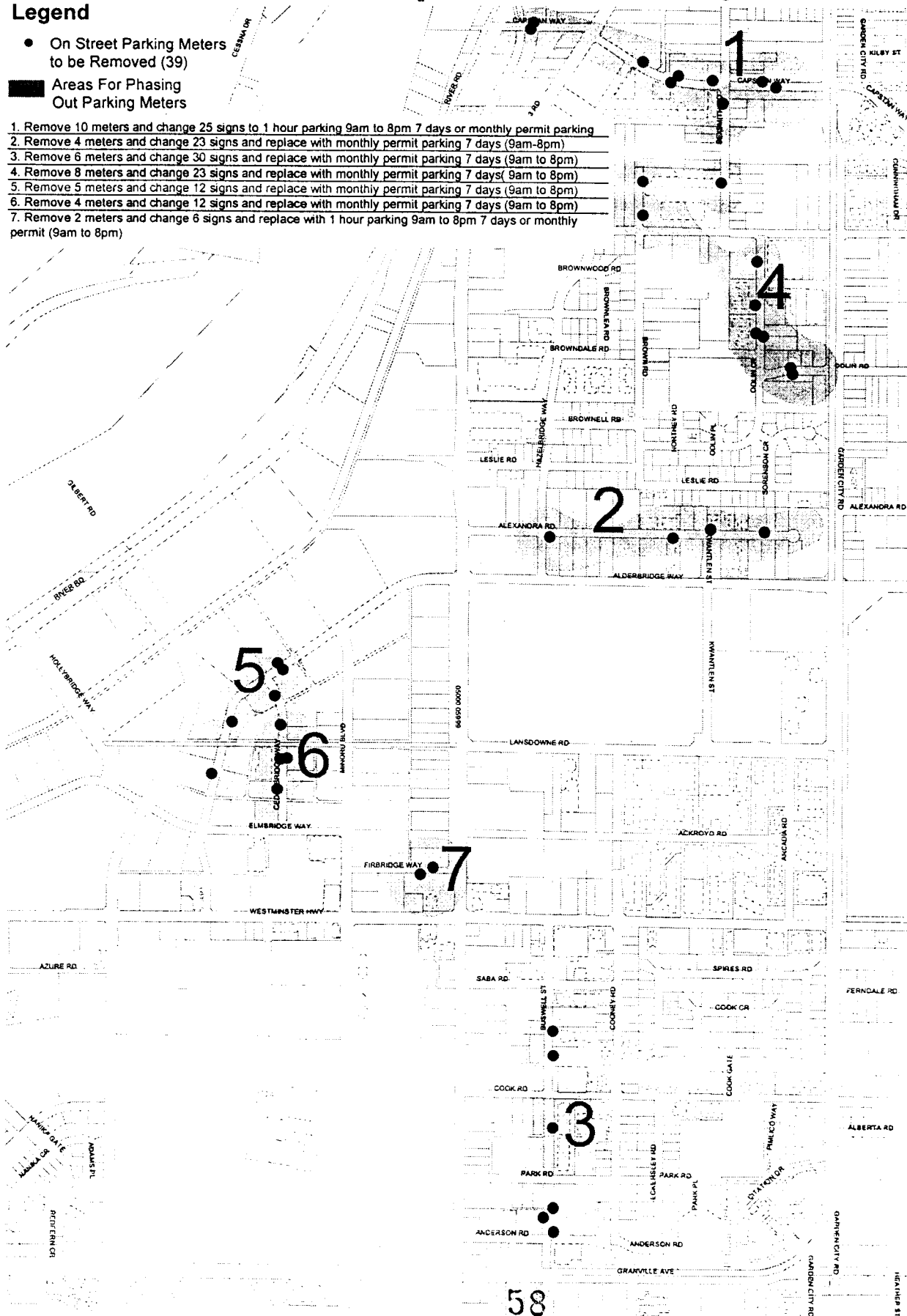


City of Richmond Policy Planning

Legend

- On Street Parking Meters to be Removed (39)
- Areas For Phasing Out Parking Meters

1. Remove 10 meters and change 25 signs to 1 hour parking 9am to 8pm 7 days or monthly permit parking
2. Remove 4 meters and change 23 signs and replace with monthly permit parking 7 days (9am-8pm)
3. Remove 6 meters and change 30 signs and replace with monthly permit parking 7 days (9am to 8pm)
4. Remove 8 meters and change 23 signs and replace with monthly permit parking 7 days(9am to 8pm)
5. Remove 5 meters and change 12 signs and replace with monthly permit parking 7 days (9am to 8pm)
6. Remove 4 meters and change 12 signs and replace with monthly permit parking 7 days (9am to 8pm)
7. Remove 2 meters and change 6 signs and replace with 1 hour parking 9am to 8pm 7 days or monthly permit (9am to 8pm)



City of Richmond Parking Meter Removal Phasing

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Monthly on-street parking permits will be available in these limited areas.

Zone 1
Mon -Fri 8 am to 4 pm

Zone 2 & 3
7 Days 9 am to 8 pm

Permits are \$40.00 per month

