



To: Richmond City Council
From: Sandra Tokarczyk
Manager, Community Bylaws
Date: July 18, 2002
File: -
Re: **Private/Public Partnership Opportunities – Parking Management**

Staff Recommendation

That staff explore the benefits of a P3 service delivery model to provide parking services to the private sector.

Sandra Tokarczyk
Manager, Community Bylaws

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Staff Report

Origin

Council has asked staff to look for public/private partnership opportunities that would be beneficial to the City. An opportunity has recently presented itself in the area of managing a larger, private, off-street parking facility in Richmond's downtown core. An unsolicited expression of interest in using our services under the EasyPark Richmond service branding has been made.

Analysis

The delivery of our parking services to the private sector could benefit the City in the following ways:

1. **Financially**, in that the parking management service fees received could be used to reduce the City's operational (ie. enforcement and administrative overhead) costs and increase the City's net revenue from the downtown parking program.
2. **Services to the Parking Public**, could be enhanced by providing a recognizable, under the EasyPark Richmond branding, network of quality and consistently managed private and public parking facilities. Thereby further lending itself to a regional EasyPark parking network established in both Vancouver and Richmond for the benefit of the parking public.

The departure from managing solely public properties to include private facilities would likely be seen negatively by the private sector parking management companies. To address this concern initially, we could consider only pursuing opportunities where we have been approached directly, and on an unsolicited basis, by a private property owner.

There are a great many matters to consider before entering into such a type of public/private arrangement, for example: liability, delivery of enforcement services, ability to ticket on private property, and the degree of financial benefit to the City. At this point, direction from Council on a policy level is being sought. If approved, then staff could pursue investigating in detail the opportunity and report back to Council.

Financial Impact - None.

Conclusion

There are merits in pursuing the public management of private parking facilities. Staff are seeking Council policy direction on this issue before investigating this opportunity in detail.



Sandra Tokarczyk
Manager, Community Bylaws