

Strategic Downtown Parking Management Study 2017

Purpose of this presentation:

- Present the main findings
- Answer questions
- Council endorsement

Study Scope and Objectives

Follow-up to 2007 Study

Objective: Develop a downtown parking strategy that:

- Provides a long term vision;
- Ensures adequate 10 year parking supply;
- Examines supportive transportation demand management (TDM) measures;
- Investigates state-of-the-art parking technology;
- Addresses stakeholder concerns; and
- Ensures accessible parking needs are met.

Vision Statement: Self-sufficient, sustainable, and accessible parking operations are envisioned for Peterborough's Downtown parking system, meeting the parking needs of a rapidly growing Downtown core while promoting alternative modes of transportation.

Study Consultation

March 14 – Stakeholders Interviews

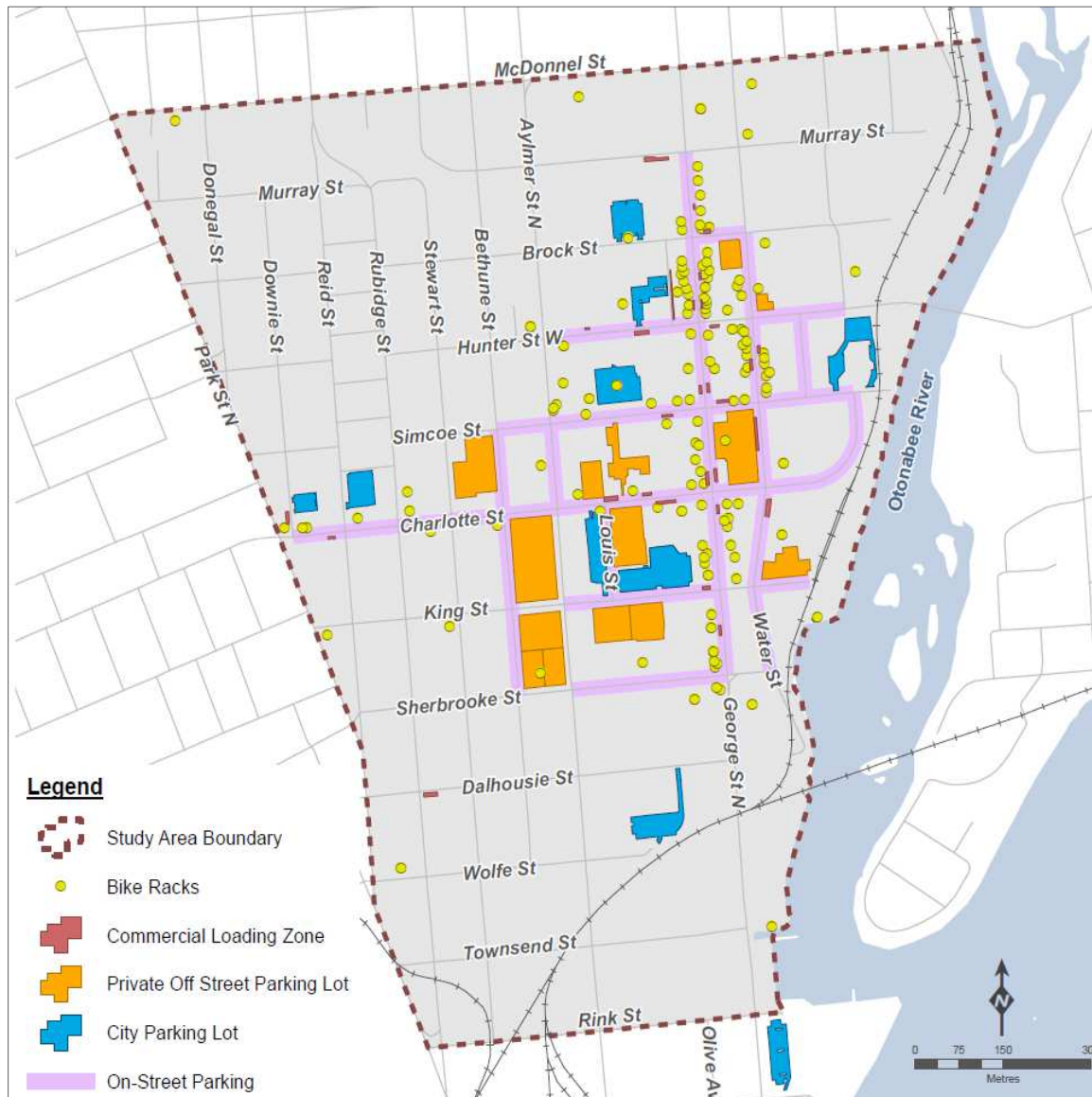
**Downtown BIA, Accessibility Advisory Committee, Developers,
East City Village BIA, Economic Development, Innovation Cluster**

July 5 – Public Information Centre

August 30 – Accessibility Advisory Committee

September 14 - Arts, Culture and Heritage Advisory Committee

Study Area and Parking Supply



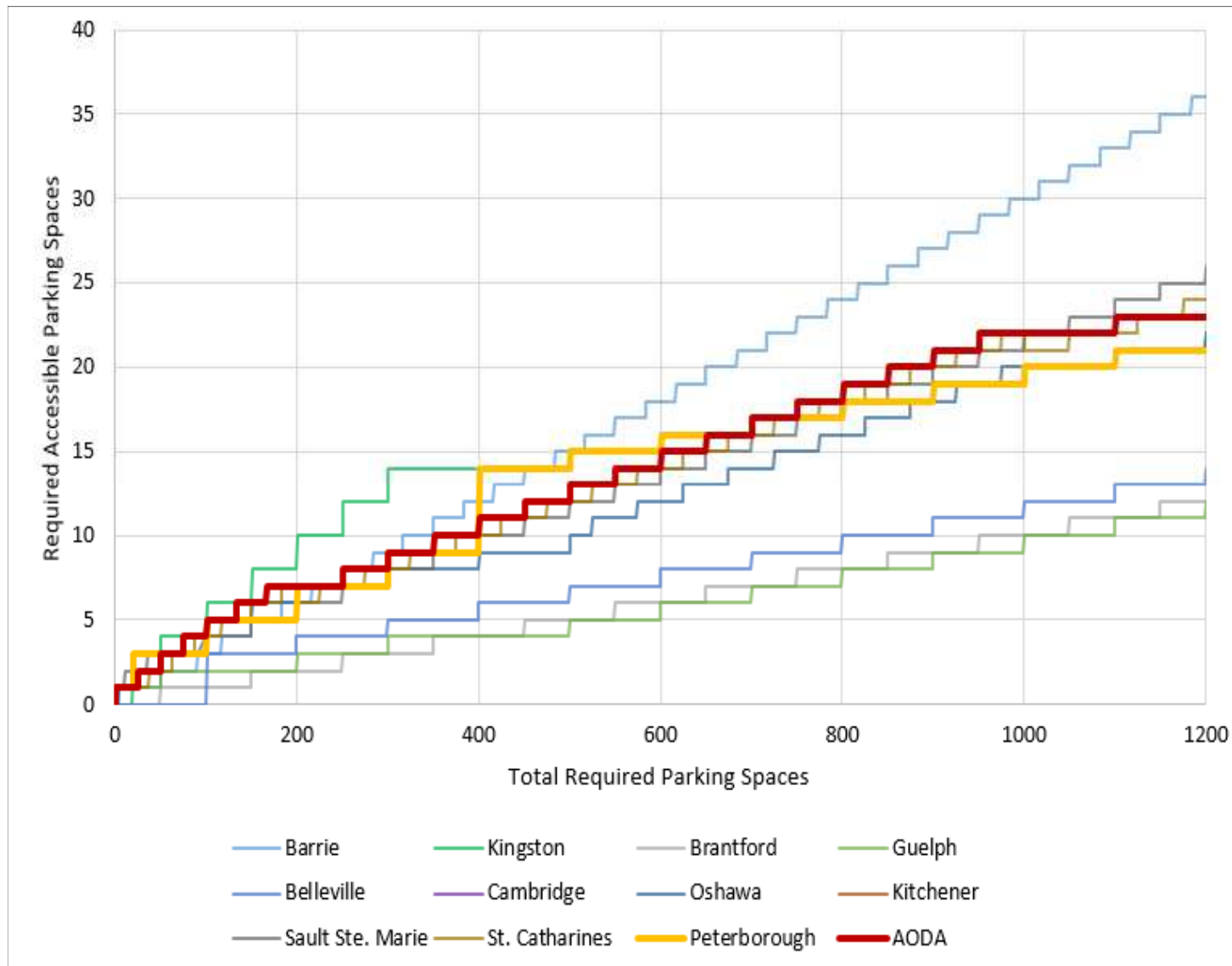
- 516 on-street spaces;
- 1,639 municipally off-street spaces;
- 1,452 private off-street spaces.
- = **3,607 total**

On-street parking spaces are premium parking spaces for high turn-over short term visitors (less than 2 hours).

Off-street parking spaces are intended to serve Downtown visitors staying longer than 2 hours.

Free on-street parking is available in select areas outside of the commercial core.

Accessible Parking Requirements



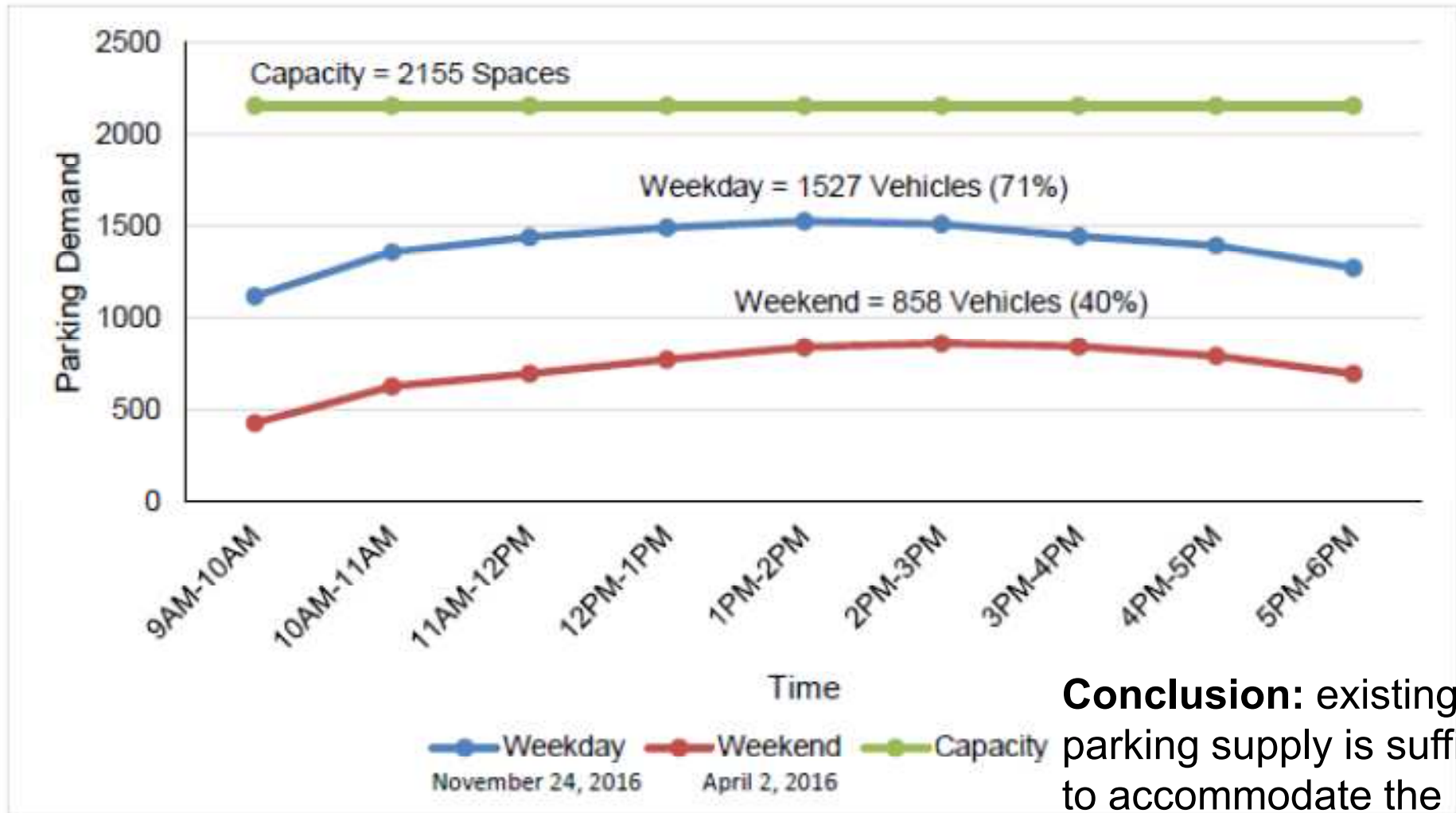
Barrie has the highest requirement.

Belleville, Brantford and Guelph require the least.

Peterborough generally aligns with AODA requirement but slightly less.

Based on Peterborough demographics, recommend adopting AODA requirements or slightly higher.

System-Wide Public Parking Demand



Conclusion: existing parking supply is sufficient to accommodate the existing demand at all times

Projected Parking Supply Losses

Lost due to Municipal Parking Supply Changes:

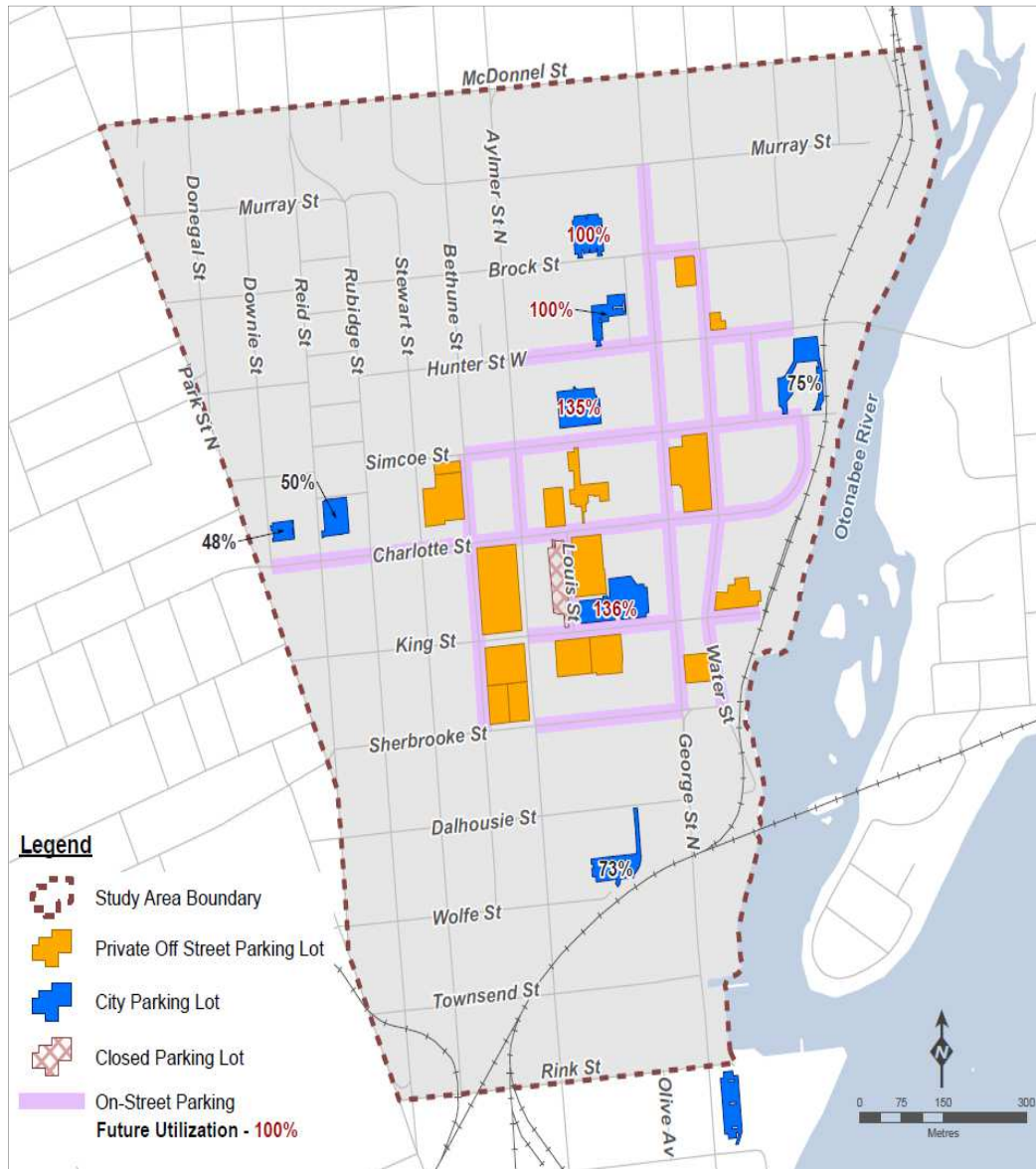
Louis St. Lot	100
Brock St. Lot	50
Bethune St. Streetscape	60
Charlotte St. Streetscape	24
King St. Bike Lane	25
Total Lost	259

Lost due to Planned / Anticipated Development:

375 Alymer St.	100
263 Simcoe St.	20
343 Bethune St.	80
225 Charlotte St.	62
270 George St.	55
216 Charlotte St.	76
205 King St.	63
220 King St.	40
Total Lost	496

Total Potential Downtown Parking Loss = 750 Spaces

Projected Parking Demand for 2027



- Peak Period Over Capacity 117%
- Garages Over Capacity 135%
- On-street System At Capacity
- Maximum 750 spaces needed by 2027

Parking Operation Best Practices

Recommended strategies for improving efficiency of current parking operations.

Strategy	Rationale
Lower parking by-law requirements in Downtown core	<ul style="list-style-type: none">• Promote redevelopment within the Downtown core
Adopt accessible parking requirements that are consistent with the AODA	<ul style="list-style-type: none">• Better meet parking needs of the accessible community
Update Residential On-street Permit Parking Program. Add On-street Accessible Parking Program	<ul style="list-style-type: none">• Increase the availability of on-street parking for local residents near the Downtown core
Convert existing part time Parking Services Assistant to full time.	<ul style="list-style-type: none">• To manage increase downtown parking supply and implement study recommendations.

Parking Operation Best Practices

Recommended strategies for improving efficiency of current parking operations.

Strategy	Rationale
Add one full time Parking Services position	<ul style="list-style-type: none">• To manage any future Residential On-street Permit Parking Program
Adopt a policy requiring parking spaces lost due to redevelopment to be replaced elsewhere	<ul style="list-style-type: none">• Incorporate into Official Plan to ensure the current parking supply is maintained
Increase Cash-in-lieu of Parking rate from \$6,000/required space today to \$8,000 - \$10,000	<ul style="list-style-type: none">• To reflect increased capital and O&M costs of off-street parking in the Downtown
Maintain current parking fines for the short term except increase the Expired Meter and Overtime Parking fines to \$25	<ul style="list-style-type: none">• Peterborough recently increased all \$15 parking infractions to \$25 (excluding the Expired Meter and Overtime Parking infractions which remained at \$15)

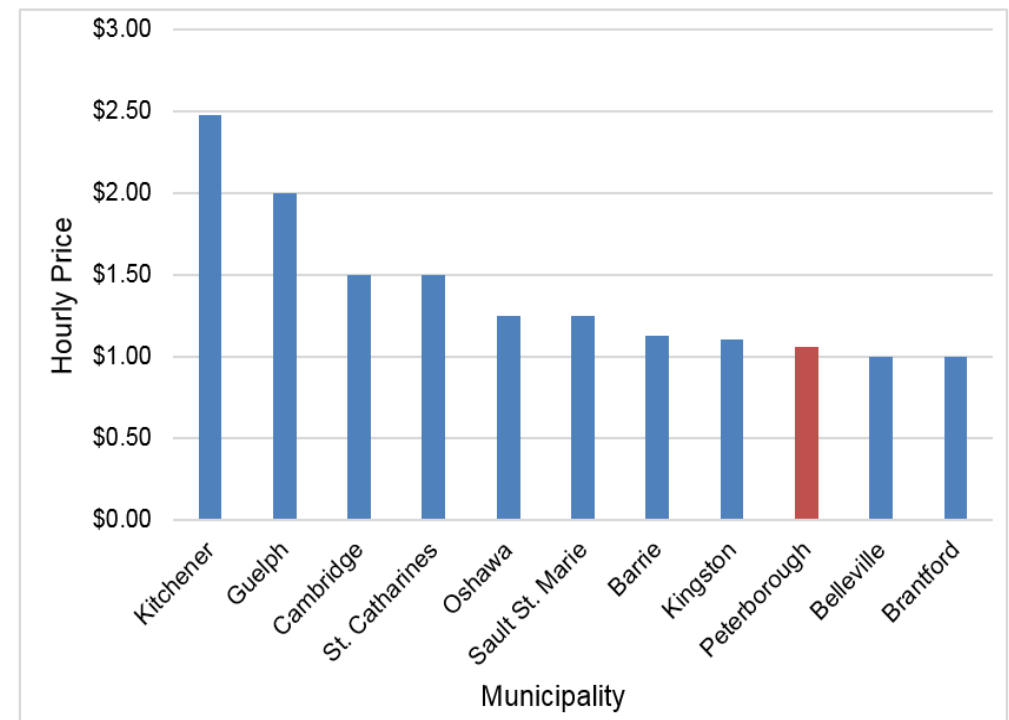
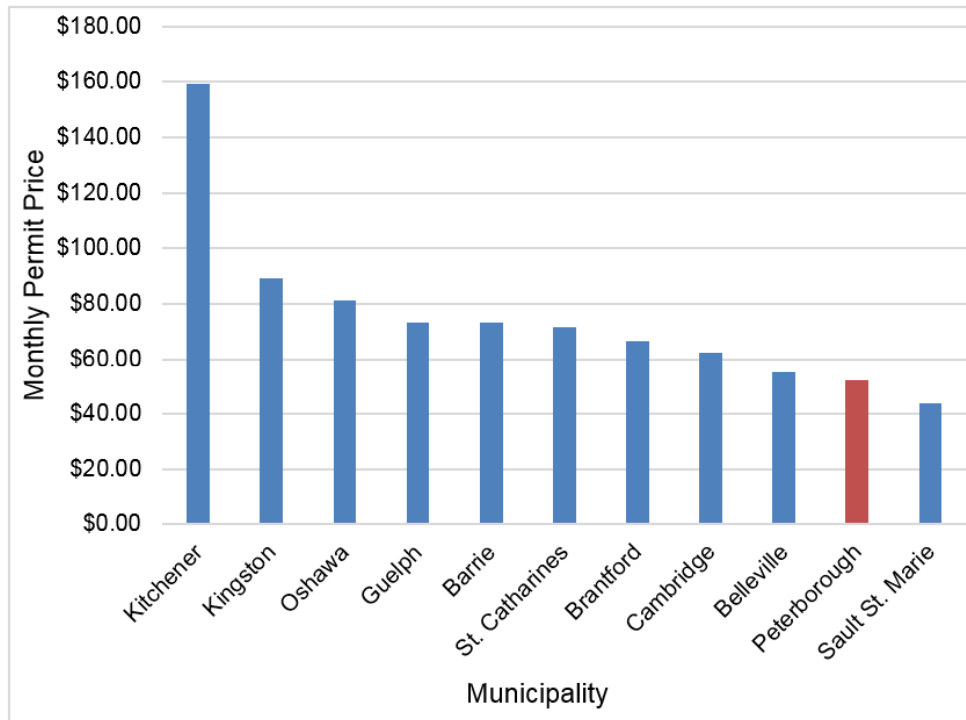
Parking Operation Best Practices

Recommended strategies for improving efficiency of current parking operations.

Strategy	Rationale
In 2018 increase parking rates by: <ul style="list-style-type: none">• \$0.25 for on-street hourly• \$1.75 for daily flat rate in lots• \$0.25 daily in garages to \$10.50• Monthly permits by 25%	<ul style="list-style-type: none">• In response to increase O&M costs and comparisons with similar cities• Will generate an additional \$250,000 - \$300,000 annually
Starting in 2023, every 5 years increase: <ul style="list-style-type: none">• hourly rate by \$0.25• daily rate by \$1.75• Monthly permit by 10%	<ul style="list-style-type: none">• In response to increased O&M costs
Do not alter existing enforcement practices within and outside Downtown	<ul style="list-style-type: none">• Current practices are appropriate and effective

Parking Price Structure Comparison

Average Downtown rate shown can vary by location.



Peterborough at the low end amongst comparable cities across Southern Ontario.

Recommended Parking Technologies

- Static and dynamic wayfinding signs to help users find available off-street parking opportunities.
- Parking information (parking lot location, parking price, and wayfinding) in the planned Downtown Peterborough app.
- Upgrade Simcoe Street and King Street garage technologies (entry/exit, payment, and management software).
- Implement the pay on foot technology for the two garages while maintaining the automated permit scanner system.
- Implement pay by phone to provide an alternative method of payment. Free Wi-Fi in summer 2017 which will help facilitate pay by phone.



Conclusions and Recommendations

The Strategic Downtown Parking Management Study findings support the following conclusions and recommendations:



- Existing parking supply is sufficient to accommodate current parking demand at all times.



- To accommodate future growth, plan to add 250-300 new parking spaces in next 5 years, and up to 750 in total by 2027.



- Consider Transportation Demand Management (TDM) measures to help manage future parking demand i.e. carpooling, transit, Active Transportation.



- Implement a wayfinding strategy to promote underutilized off-street parking options.



- Upgrade Simcoe Street and King Street garage technologies (entry/exit, payment, and management software).



- Implement pay by phone as an alternative method of payment.



- Free WiFi and a smart phone app for Downtown Peterborough.

Conclusions and Recommendations



- Peterborough's parking rates determined to be lower than average of similar Ontario municipalities.



- Increase hourly fees by \$0.25, daily flat rate by \$1.75, and monthly permit prices by 25% in 2018.



- Increase hourly fees by \$0.25, daily flat rate by \$1.75, and monthly permit prices by 10% every 5 years starting in 2023.



- Lower parking by-law requirements in Downtown core.



- Adopt accessible parking requirements consistent with AODA.



- Redesign the current on-street residential permit parking program.



- Maintain current parking fines for the short term prior but increase the Expired Meter and Overtime Parking fines to \$25 from \$15.

Comments and Questions