



City of
Peterborough

To: Members of the Committee of the Whole

From: Blair Nelson, Acting Director of Utility Services

Meeting Date: May 11, 2015

**Subject: Report USTR15-010
Parking Operations Review**

Purpose

A report to review current parking enforcement levels, parking fees and fine structure and recommend changes to improve the services provided.

Recommendations

That Council approve the recommendations outlined in Report USTR15-010 dated May 11, 2015, of the Acting Director of Utility Services, as follows:

- a) That the downtown Expired Meter set fine of \$15.00 remain, and that the set fine of all other parking infractions with a set fine of \$15.00 be increased to \$25.00;
- b) That on July 1, 2015 the parking rate for the King Street and Simcoe Street parking garages be increased to \$1.25 per hour;
- c) That on July 1, 2015 all monthly permit fees at the King Street and Simcoe Street parking garages be increased by 10%;
- d) That a Saturday evening patrol car shift be implemented between December 1, 2015 and April 1, 2016 to assist with enforcement of Winter Parking Restrictions and that \$5,000 be included in the draft 2016 operating budget to cover the costs;

- e) That the current Courtesy Card program be revised by displaying a copy of the Courtesy Card directly on the Pay and Display machine informing the user that once their validation stub expires they will receive an additional 10 minutes of parking time;
- f) That \$75,000 be included in the draft 2016 budget to complete an update to the Strategic Downtown Parking Management Study; and
- g) That the Comprehensive Parking By-Law 09-136 be amended as required to incorporate the changes in Recommendations a to d inclusive.

Budget and Financial Implications

The following increased revenues are estimated based on existing conditions.

Recommendation	Estimated Increased Revenue	
	2015	2016
a	\$49,000	\$99,000
b	\$15,000	\$30,000
c	\$32,000	\$65,000
d	\$0	\$0
e	\$0	\$0
g	\$0	\$0
h	\$0	\$0
TOTAL	\$96,000	\$194,000

Additional enforcement costs of \$5,000 per year will occur as a result of approving recommendation (d) and \$75,000 in new capital costs will be incurred resulting from approval of recommendation (f), both of which will be included in the draft 2016 budget.

Background

City Council at its budget meeting of January 12, 2015 requested:

“Staff review the on-street parking fee and fine structure and that staff increase the level of parking enforcement.”

Parking fines were last adjusted in June 2008 when Council approved eliminating the voluntary or early payment options (effectively increasing all parking fines by 33%) and also approved a \$10.00 increase to monthly parking permits (Report USTR08-011 dated June 30, 2008). Subsequently, all monthly parking permit fees were increased by 5% in April 2010 and all permits were increased by \$2.00 in January 2014.

Parking fee and fine revenues are used to offset the costs required to administer the parking program including staffing, equipment purchases, maintaining the parking infrastructure and paying off the debentures issued to finance construction of the King and Simcoe Street parking garages. In the 2015 approved budget, parking fees and fines covered 84% of the overall cost of the parking program.

Typically a review of all aspects of the Parking Program (including fines, fees and enforcement levels) is undertaken every 10 years. The last review of the parking program was completed in 2007, and Council at their meeting of November 13, 2007 approved Report USTR07-013 outlining the results of the Strategic Downtown Parking Management Study, completed by the IBI Group. The report provided a number of recommendations including increasing both parking fines and monthly permit rates. With eight years passing since the last Strategic Downtown Parking Management Study, much has changed including the emergence of new mixed use development areas in the downtown, the future conversion of the Louis Street Lot to a public square, and the potential elimination of some on-street parking to provide wider sidewalks on some blocks. The 2016 Budget will include a request for \$75,000 to conduct a follow up Strategic Downtown Parking Management Study, which will include an assessment of long term parking supply in the downtown.

To address the request of Council this report has been structured to review and provide recommendations to update parking fees, set fine infraction rates and parking enforcement levels, only. The update of the Strategic Downtown Parking Management Study will review and provide recommendations on the broader parking program including staffing levels, parking occupancy/turnover rates, parking technologies, and will review short and long term parking requirements, etc...

1. Review of Set Fine Rates

Comments from many residents have suggested that an increase in parking fine rates could reduce the frequency of parking violations in neighbourhoods and in the downtown. Most municipalities establish their Parking Fine rates at levels which are comparable with other similar sized municipalities, while ensuring that the fines are enough of a disincentive to encourage compliance with the parking by-law.

Table 1 lists the set fine rates for No Parking, No Stopping and Accessible Parking related offences in municipalities comparable in population to Peterborough and located outside of the GTA.

Table 1 – Set Fine Rate Comparison

Municipality	Population (2011 Census)	No Parking	No Stopping	Accessible Parking
Kingston	123,000	*\$15.00-\$25.00	\$30.00	\$300.00
Ajax	110,000	\$25.00	\$30.00	\$300.00
Brantford	94,000	\$30.00	\$30.00	\$300.00
Pickering	89,000	\$38.00	\$38.00	\$300.00
Clarington	85,000	\$25.00	\$30.00	\$300.00
Newmarket	80,000	\$25.00	\$50.00	\$300.00
Sault St. Marie	75,000	\$15.00	\$15.00	\$300.00
Sarnia	72,000	\$20.00	\$30.00	\$300.00
North Bay	54,000	\$35.00	\$35.00	\$325.00
Belleville	50,000	\$20.00	\$20.00	\$300.00
Average	83,200	\$25.80	\$30.80	\$302.50
Peterborough	79,000	\$15.00	\$30.00	\$300.00

*Kingston has a \$15.00 Expired Meter infraction with all other No Parking infractions being \$25.00

The review revealed that the set fine amount for a No Parking related offence in the City of Peterborough is approximately \$10.00 below the average of the other municipalities surveyed although the No Stopping and Accessible Parking set fines were in line with fines in the other municipalities reviewed. Increasing the set fine for “No Parking” violations will assist with encouraging compliance with the parking by-law. In 2014 there were 33,000 parking infractions issued, generating \$530,000 in gross parking fine revenue.

The City typically collects about 60% of the parking fines issued through direct payment, with the remaining 40% of tickets sent for collection through the provincial offences office or cancelled due to errors or disputes. The City also receives a portion of the revenues collected by the province.

Of the 33,000 parking infractions issued in 2014, approximately 19,000 (58%) were issued in the Downtown Area and 14,000 (42%) were issued outside the Downtown Area. Of the 33,000 infractions issued approximately 29,500 were \$15.00 infractions, meaning a \$10.00 increase could result in approximately \$177,000 in additional revenue.

However, with numerous store fronts currently vacant in the downtown, a one time set fine increase of \$10.00 would most likely be met with resistance from many merchants and the DBIA. An alternative approach, similar to the rate structure used in the City of Kingston, would maintain the Expired Meter set fine at \$15.00 and increase all other \$15.00 infractions to \$25.00. In 2014 the City issued 13,000 Expired Meter infractions with 16,500 infractions issued for other “no parking” offences. Increasing the set fine for these other no parking infractions to \$25.00 could generate approximately \$99,000 in additional revenue and would target the type of parking violations that are most often occurring in residential neighbourhoods.

2. Review of Parking Fees

The City has historically charged fees for parking in the downtown at metered on-street parking spaces, off-street surface parking lots, and in parking garages. The approach to managing the parking fees and time limits applied to each type of parking are designed to balance the needs of merchants and their employees (who require longer parking time periods), with the needs of customers (who are primarily looking for short term, easily accessible parking spaces that are close to their destination).

For on-street parking, the primary objective is to provide parking at a reasonably competitive price to the free parking provided in suburban malls, while allowing a reasonable amount of time for customers to complete their activities. This is balanced by the need to ensure turnover in the parking supply, so that customers have a chance of finding an on-street parking space in proximity to their destination. This is achieved through the use of time limits applied to on-street parking spaces, where employees and customers looking for a longer parking session are encouraged to use one of the off-street surface lots or one of the two parking garages.

Table 2 lists parking fees in the same set of municipalities shown in Table 1.

Table 2: Parking Fee Comparison

Municipality	Population (2011 Census)	On-Street	Off-Street	Monthly Permits
Kingston	123,000	\$1-\$1.50 hr	\$1.00 hr	\$60.50 - \$114.95
Ajax	110,000	*N/A	*N/A	*N/A
Brantford	94,000	Free - 2hrs	\$0.75-\$1 hr	\$50 - \$55
Pickering	89,000	*N/A	*N/A	*N/A
Clarington	85,000	\$0.50 hr	Free - 2hrs	\$40
Newmarket	80,000	\$0.50 hr	Free	N/A
Sault St. Marie	75,000	\$1 hr	Free - 2hrs	\$40
Sarnia	72,000	Free - 2Hrs	\$0.50 hr	\$36 - \$53
North Bay	54,000	\$1-\$1.25 hr	\$1-\$1.50 hr	\$39 - \$116
Belleville	50,000	Free - \$1 hr	\$1 hr	\$45 - \$65
Average	83,200	\$0.50 - \$0.72	\$0.53 - \$0.63	\$ 44.35 – \$69.14
Peterborough	79,000	\$1 per hr	\$1 per hour	\$33.50 - \$65

*N/A – Ajax and Pickering do not have DBIA areas within their Municipalities and use commuter lots throughout the City for off-street parking.

The results show that on and off-street parking fees in the municipalities compared range from free to \$1.50 per hour. Monthly parking permit rates range from \$33.50-\$116.00 per month.

2.1 Time Limits for On-Street Parking

On-street parking in the downtown area is currently restricted to a two hour maximum parking duration. These on-street areas are considered prime parking spaces, as most individuals want to park as close as possible to the location they will be visiting. Ensuring short duration parking space turnover is essential so that customers have a reasonable prospect of finding a parking space within proximity of their destination. The city has tried a number of other parking time limits in the downtown, with various different operational challenges.

In 2002 most of the DBIA area had a maximum 1hr parking limit, except for 58 metered spaces on the periphery of the DBIA area that had a 2hr limit. Council, in approving Report USTR02-004, converted the 2hr spaces to 1hr time limit spaces to provide consistency for enforcement and to increase turnover in the two hour spaces.

In 2005, Council adopted the recommendations of Report USTR05-001 which converted all on-street parking from a 1hr time limit to the current 2hr maximum limit. This change was implemented in response to complaints that shoppers, diners and medical patients did not have enough parking time to conduct their business within a 1 hour period.

The City has also experimented with longer parking time limits during the Downtown Christmas Parking promotion event. In 2003 and 2004, three hours of free parking were provided at the off-street lots and on-street metered spaces. In 2005, Council approved report USTR05-014 which shortened the free parking time limit from 3 hours back to 2 hours to encourage a greater turnover in space utilization, but more importantly, it was found that the 3 hour time limit was prone to abuse by those seeking long term or all day parking.

The majority of the other municipalities in our survey also provide 2 hour parking time limits in their on-street parking spaces and some of their off-street lots as well. These include Belleville, Kingston, Brantford, Clarington, Newmarket and Sault Ste. Marie.

It is therefore recommended that there be no change to the parking time limits for on-street parking spaces. For those customers or employees seeking longer parking sessions, there are 600 spaces in 8 different off-street lots spread throughout the downtown, plus over 1,200 spaces in our two parking garages. This represents 75% of the municipally controlled parking inventory.

2.2 On-Street and Surface Lot Parking Fees

On-street parking in the downtown area is currently priced at \$1 per hour with a two hour maximum parking duration to encourage turnover of parking spaces. If the current \$1 per hour rate for on-street and surface parking was increased to \$1.25 the estimated increase in revenue could be approximately \$150,000 per year.

Discussions with downtown merchants indicate that in recent years the convenience of on-line shopping, shopping malls and big box stores with large parking lots and free parking have made it more difficult for them to compete. As such, the convenience factor for users is an important factor to consider in setting on-street parking fees.

The current \$1 per hour rate allows users to purchase the maximum 2-hour parking payment with the use of one or two coins, simplifying the process for users. Increasing the hourly rate for on-street parking to \$1.25 would increase the number of coins required for users, increasing the level of frustration and reducing the overall convenience of parking in the downtown for users. For the above reasons, it is believed the parking rates for on-street and surface parking lots should remain at \$1.00 per hour.

Given the relatively low parking rates charged in Peterborough and high cost of credit card transaction fees and communication costs, the City does not currently accept credit or debit card payments at our on-street or surface lot pay and display meters, as a significant portion of the fee revenue would be lost to these charges. Most of the pay and display meters used in the City are solar powered devices, and the addition of wireless communication devices and credit card processing technology can result in increased power demand and the potential for power failures particularly in colder months. With the emerging popularity of mobile payment applications for smart phones, it may be better to leverage this new technology to provide a wider range of payment options for parking customers. This will be explored further in the proposed Strategic Parking Management Study Update.

2.3 Hours for Paid vs. Free Parking

Currently parking is free from 6pm to 9am daily and all day on Saturday, Sunday and Statutory holidays.

Many municipalities have had success generating additional parking revenue by charging a flat rate fee for parking after 6pm in high demand areas of the downtown, such as parking garages and busy surface lots.

Council, in 1999 approved an agreement between the City, Galaxy Entertainment Inc. and RHK Capital Inc. to provide free parking downtown in the evenings and weekends for 20 years (until May 1, 2019), or until such time that the cinema complex in the Peterborough Square Mall is no longer in operation. Accordingly, until either of the conditions of this agreement is met, no changes to the current policy of free parking after 6 pm and on Saturday, Sunday and Statutory Holidays is contemplated. With expiration of the above noted agreement in four years, there may be an opportunity to further review this option as part of the proposed Strategic Downtown Parking Management Study.

2.4 Limits of On-Street Paid Parking Program

Payment is required for on-street parking within the area bounded by Brock Street, Bethune Street, the Otonabee River and Sherbrooke Street.

There may be opportunity to implement additional on-street parking locations such as Hunter Street East, the Reid/Rubidge corridor, or sections of Hunter Street and Simcoe Streets west of Aylmer Street. This additional on-street inventory would help offset the loss of the Library Lot, Louis Street Lot and potential spaces being eliminated as part of the Charlotte Street reconstruction.

It is proposed that this issue be further reviewed as part of the upcoming Strategic Downtown Parking Management Study.

2.5 Parking Garage Fees

Of the approximately 2,250 municipal parking spaces available, 1,163 are located within the King Street and Simcoe Street parking garages. These spaces provide the most convenient payment options for customers (credit/debit), offer one hour free parking, include 24-hour security and the bulk of the spaces are covered from the elements. However, these spaces cost significantly more in capital expenditures to implement and maintenance costs are considerably higher than on-street and surface lot parking spaces.

The initial capital costs to construct these facilities result in ongoing obligations to cover outstanding debenture debts with the cost in the 2015 budget totaling \$660,000. Both parking garages are also in need of rehabilitation with approved Capital projects 5-12.02 (\$1.2 million) at King Street Garage and 5-12.03 (\$600,000) at Simcoe Street Garage being planned for 2015/2016.

Based on the higher costs to provide and operate these facilities, combined with additional flexibility in payment options, it is suggested that the hourly parking rates for these facilities be increased from \$1.00 to \$1.25 per hour and the \$7.00 daily maximum rate be increased to \$8.75. This increase would result in approximately \$30,000 in additional parking revenue per year.

2.6 Monthly Permit Rates

Monthly parking permits in Peterborough currently range from \$33.50-\$65.00 per month. The rates are established by the location of the lot in proximity to the DBIA area and also the demand at the location. For example, monthly parking at the Del Cray Lot is \$33.50 while the King Street Parking garage is \$65.00. Since the 2007 Strategic Downtown Parking Management Study the monthly permit rates were increased 5% in April 2010 and in January 2014 all permits were increased by \$2.00.

One of the goals of the Transportation Master Plan is to manage the supply and cost of “Long Term” parking in the City core and to increase use of non-auto modes of travel, including walking, cycling and transit. One of the challenges often cited for increasing transit use is that the differential cost between driving and parking vs. taking transit is not significant enough to induce a behaviour change towards transit use.

In an effort to better balance the use of the private automobile with transit use, the cost of a monthly parking permit should be higher than an adult monthly transit pass. The current price of a monthly transit pass is \$60.00 which is higher than the monthly pass rate at all parking facilities except the King Street Garage, which is priced at \$65.00 per month. In an attempt to narrow the gap between the costs of a monthly parking permit and a monthly transit pass, it is suggested that all monthly parking permits be increased by 10% in July 2015.

Table 3: Monthly Permit Rates

Location	Current Rate	July 2015 Rate Increase (+10%)
King Street Garage	\$65.00	\$71.50
Simcoe Garage	\$54.50	\$60.00
Brock Lot	\$44.00	\$48.00
Rehill Lot	\$33.50	\$37.00
Del Crary Lot	\$33.50	\$37.00

The City also provides a bulk permit purchase program that allows businesses to purchase a number of permits at a reduced rate for the benefit of their employees. If a business purchases 5-25 permits per month they receive a 15% discount and a business that purchases 26 or more receives a 20% discount. This program is well received by a number of businesses in the DBIA and makes it attractive for businesses looking to locate to Peterborough. It is recommended that this bulk purchase program continue.

3. Enforcement Levels

Securitas Canada has been providing parking control services to the City of Peterborough since 2001 (recommended supplier through 3 RFP's from 2001 to present). During that time Parking Section staff has worked with Securitas to implement systems and protocols covering the day-to-day operation of the Parking Section. Downtown enforcement is conducted using three by-law officers on foot patrol. An officer in a patrol car provides residential enforcement for the rest of the City usually on a complaint basis.

Table 4 illustrates the number of infractions issued per person in various municipalities in 2014.

Table 4: Parking Enforcement Comparison

Municipality	Population (2011 Census)	Infractions Issued In 2014	Infractions per person
Kingston	123,000	95,000	0.77
Peterborough	79,000	33,000	0.42
North Bay	54,000	15,443	0.29
Belleville	50,000	12,450	0.25
Pickering	89,000	21,673	0.24
Sarnia	72,000	13,472	0.19
Brantford	94,000	17,212	0.18
Sault St. Marie	75,000	10,267	0.14
Ajax	110,000	12,311	0.11
Clarington	85,000	8,760	0.10
Newmarket	80,000	8,000	0.10

Some Municipalities in this comparison, such as Ajax and Pickering, do not have concentrated downtown locations with significant on-street parking and numerous surface parking lots, and they do not have DBIA areas within their Municipalities. As a result, the enforcement levels in these municipalities tend to be lower and their percentage of infractions per person is lower than those with busier downtown areas. The results show that Peterborough issues a higher number of parking infractions per resident than many municipalities of a similar size.

3.1 Downtown Enforcement

In the downtown area the main objective is to balance enforcement to encourage parking turnover and compliance with the parking by-law but not deter visitors and shoppers to downtown. There are currently three by-law officers on foot, dedicated to the downtown area from 9am-6pm Monday to Friday. With free parking on Saturday and Sunday at all Municipal parking facilities, enforcement does not produce enough fine revenue to justify enforcement personnel during these periods. This level of staffing provides about 135 person hours of enforcement for a typical week and represents about 54% of the total enforcement hours across the entire city.

Each officer has a dedicated route/area that they are responsible for maintaining on a daily basis. In 2014 approximately 33,000 parking infractions were issued within the City, with 19,000 (58%) issued in the downtown area.

Staff has worked with Securitas over the years to instill in the by-law officers that on most occasions they are the first point of contact a visitor to the downtown has and they are to take on the role of an ambassador for the City. The officers are to be flexible and assist individuals, not only with parking matters but any other items that they can assist with. This approach has worked well over the years with very few complaints from merchants, and has provided balance between not enough and too much enforcement. However, if Council would like increased enforcement in the downtown area this can be accommodated with the existing by-law staff but it would be anticipated that the number of complaints from visitors and merchants will increase. The revenue increase would be dependant on the mandate that Council directs staff to implement.

3.2 Courtesy Card Program

Another element of the downtown enforcement approach is the Courtesy Card program, shown in Appendix #1. Created in 1992, this program was designed to provide customers with an additional 10 minutes of time once the parking meter expired. While this program is popular with customers who briefly overstay their paid parking session, over the years this program has also been abused by merchants and downtown workers. Many people will not pay for their initial parking session and will expect the officer to give them a courtesy card before issuing an infraction. Once they receive their courtesy card, they will wait for the officer to return to issue the infraction and only then, they will confront the officer and pay for parking. Some individuals repeat this process numerous times a day. The intent of the courtesy card is to provide a 10 minute grace period to extend a paid parking session for those who honestly cannot make it back within their allotted time. It is not intended to provide 10 minutes of free parking before expecting a motorist to pay for a parking session.

The second issue with the program is that with parking meters the officer could not determine if a user deposited any money at all in the meter, but would still be required to extend their parking time by 10 minutes before issuing an infraction.

With the introduction of Pay and Display technology the officer is now able to determine from the paper validation stub if an individual initially paid for parking and when that time expired. This virtually eliminates the uncertainty in terms of knowing if an infraction has occurred. Under current policy, enforcement officers will continue to provide a 10 minute grace period for customers with an expired Pay and Display ticket, and provide the Courtesy Card on the driver's windshield. There are approximately 20,000 Courtesy Cards issued per year with these cards costing about \$800 a year to print. An unfortunate off-shoot of this program is that a significant number of the Courtesy Cards placed on vehicles end up on the ground as litter.

A recommended revision to the program would be to display a copy of the Courtesy Card directly on the Pay and Display machine informing the user that once their validation stub expires they will receive an additional 10 minutes of parking time. This would encourage users to purchase the initial parking time, eliminate 20,000 Courtesy Cards a year from the landfill and save \$800 per year in printing costs while continuing

to maintain the customer service elements of the program. All remaining single space parking meter locations would continue to receive the 10 minute Courtesy Cards until they are replaced with Pay and Display technology.

3.3 Enforcement Outside the Downtown Core

Currently the Parking Section has one patrol car dedicated to enforcement of all areas outside of the downtown core. Patrol car enforcement is available Monday to Friday for twenty-two hours a day between 8am-6am and between 9am-6pm every second Saturday. There is no enforcement on Sundays. Weekend enforcement was scaled back approximately 3 years ago, as there was not enough fine revenue being generated to cover the operating costs. This level of staffing provides about 115 person hours of enforcement for a typical week and represents about 46% of the total enforcement hours across the entire city.

The by-law officer has a dedicated route and is responsible for enforcing calendar parking areas (1st-15th/16th-end month), rush hour routes, all areas adjacent to the hospital, bike lanes and winter restrictions. Outside of these areas the officer has free reign to enforce all aspects of the comprehensive parking by-law.

Our current policy for enforcement in residential areas is based on resident complaints and the enforcement approach is designed to educate and encourage compliance with the by-law where problems arise, rather than simply seek out and punish all offenders. In many cases, residents who are ticketed for exceeding the 3 hour parking limit in residential areas are not aware of the by-law or have some short term circumstances that require them to park on-street in excess of the 3 hour limit. As a result, parking staff do cancel a number of infractions for “first time offenders” as part of the education approach.

Once a complaint is received it is logged and dispatched to the patrol car for investigation. The complaint area is monitored numerous times a day over a 72 hour period, and vehicles parked illegally will be ticketed. A 72 hour enforcement period is normally enough time to encourage compliance with the parking by-law and will often resolve the complaint. However if the parking complaint persists the officer can continue to enforce the area and escalate the matter by towing a problem vehicle if required.

In some cases, neighbourhood disputes over on-street parking arise and parking staff are often called in to enforce the by-law which, more often than not, results in an escalation of the dispute. Parking staff and the enforcement officers are careful to avoid being used in this manner, and our 72 hour enforcement approach for problem areas is designed to provide just enough enforcement to educate residents about the by-law without getting dragged into the middle of protracted neighbourhood parking disputes.

The current enforcement policy and approach has evolved over the years and generally provides adequate enforcement coverage to address neighbourhood parking problems while generating enough fine revenue to cover all enforcement operating costs. Staff is

aware that many residents feel that our current level of enforcement is not adequate, but we are also aware that many feel we are already too aggressive in our approach to parking enforcement.

If Council wishes to change the policy with respect to neighbourhood parking enforcement there are a number of possible enforcement approaches that may be adopted. Each of these approaches has a number of positive and negative implications that need to be considered in determining the best overall policy for the city:

Approach	Pros	Cons
Proactive enforcement of all parking by-laws in all neighbourhoods	<ul style="list-style-type: none"> • Would initially generate significant revenue until residents are aware of increased risk of infractions. • Most effective at reducing illegal on-street parking in neighbourhoods • Would treat everyone and every neighbourhood the same - fairness 	<ul style="list-style-type: none"> • Would generate a significant number of complaints. • May require an additional enforcement officer and vehicle \$45,000 • May require additional parking staff resources to deal with complaints • Reduced flexibility to deal with short term exceptions • Over time additional enforcement administration cost may exceed revenue generated
Existing Complaint Driven Enforcement with additional proactive enforcement of "identified problem areas"	<ul style="list-style-type: none"> • Would initially generate added revenue until residents are aware of increased risk of tickets. • Effective at reducing illegal on-street parking in neighbourhoods with parking problems. • Can likely be accommodated with existing enforcement resources. 	<ul style="list-style-type: none"> • Would generate a significant number of complaints in neighbourhoods targeted for enhanced enforcement. • May seem to be unfair targeting of certain neighbourhoods. • May require additional parking staff resources to deal with complaints. • Would require a process or criteria to determine "problem neighbourhoods".

The current complaint based system that provides 72 hours of enforcement has been in place for a number of years and provides specific enforcement to an area to eliminate neighbourhood parking issues. The benefit of this policy is that it is flexible enough to alter the enforcement level as required by extending or reducing enforcement as required by each situation. Implementing an aggressive enforcement program would remove the flexibility that currently exists in the system and shift the parking philosophy from an education based enforcement approach to one that is rigid and highly restrictive. This approach may also reinforce the perception that staff is aggressively and unfairly targeting parking offenders in an effort to raise revenue.

It is suggested that the current enforcement policy be maintained and that the issue of enforcement levels be reviewed as part of the proposed Strategic Downtown Parking Management Study.

3.4 Introduction of Saturday Evening Shift

On occasion it has been suggested that additional enforcement on a Saturday evening would be beneficial in reinforcing the 2am-6am No Parking December 1st to April 1st winter restriction to assist with timely snow clearing operations.

Implementing a Saturday evening shift between December 1st and April 1st of the next following year would require approximately \$7,500 in additional staff time and operating expenses. It is anticipated that these additional operating costs would be offset by additional fine revenue. Staff suggests that this change be implemented on December 1, 2016 as a pilot program and that the program be monitored to determine the feasibility of establishing this shift permanently.

4.0 Consultation with DBIA

In recognition of the potential implications that increased parking fees and fines may have on downtown businesses, staff met with the DBIA to discuss the parking review and solicit feedback from the DBIA Board at their meeting of April 22, 2015. The DBIA board generally supported the recommendations to maintain the on-street and surface lot parking rates and expired meter fine structure at current levels. Some members of the board expressed concerns with an increase in parking fees in the parking garages and for monthly permit parking, although there was a recognition of the increased costs being incurred by the City to maintain the parking infrastructure.

The DBIA Board did approve the following recommendation at their meeting.

“The DBIA Board would like the grace period for parking extended from the current 10 minutes to 30 minutes between 11am and 2pm”.

As noted in Section 2, the time limits for on-street parking represent a delicate balance between providing enough time to permit customer activities while restricting the available time to avoid abuse of the time limits and to encourage parking turnover so

that downtown shoppers and visitors have a reasonable chance of finding parking in the vicinity of their destination. The current parking by-law does not recognize any grace periods, as these are operational policies designed to provide a reasonable and fair enforcement approach while reducing disputes related to the time of the infraction. Establishing different grace periods for different times of day has the potential to increase motorist confusion about the rules and how they will be applied consistently. Increasing the grace period from 10 minutes to 30 minutes would also reduce parking turnover and would reduce parking availability by up to 14% during the peak time of the day when competition for spaces is at a premium. For these reasons, an extension to the grace period for parking infractions incurred between 11 am and 2 pm is not recommended.

Summary

The parking user fees and set fine structure has experienced minimal change over the last seven years. During the same period the cost to operate the parking system and meet the demands requested of the general public and merchants has changed considerably. A review of parking fees, fine rates used by similar sized municipalities, suggests that some targeted adjustments to parking fines and parking rates may be appropriate and would not be inconsistent with the policies adopted in other similar municipalities.

Implementation of the proposed changes will provide increased revenue to sustain the current parking operating costs and reduce the reliance on general tax revenues to maintain the existing staffing levels and infrastructure. Increasing fine rates for certain parking infractions should increase compliance with the parking by-law and will help address some of the neighbourhood parking concerns that have been expressed.

With approximately eight years passing since the last Strategic Downtown Parking Management Study, funds will be requested in the 2016 budget to conduct a follow up Strategic Downtown Parking Management Study to further review all aspects of the City's Parking operations.

Submitted by,

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Attachment:

Appendix A: Courtesy Card

Appendix A: Courtesy Card

