

Council Memo



To	City Council
Service Area	Infrastructure, Development and Enterprise Services
Date	Wednesday, March 29, 2023
Subject	Parking Study Council Orientation Workshop

This memo provides an overview of the agenda and discussion topics for the March 29, 2023, Parking Study Council Workshop. The workshop will review the current state and performance of the parking ecosystem in the [Downtown Secondary Plan area](#), current trends, and make connections to key City goals, objectives, and initiatives. The workshop will focus on four areas of work in the parking study:

1. Macro-influences and changing behaviours;
2. Existing state of operations and projections;
3. Public consultation and engagement; and,
4. Sensitivities and big picture considerations.

The purpose of this workshop is to provide Council with foundational information on the parking system, early findings of the study, future considerations, funding challenges and opportunities and to obtain Council's feedback and input as the update to the Downtown Parking Master Plan is completed. The update to the Downtown Parking Master Plan is scheduled to come to Committee of the Whole on Tuesday, September 5, 2023.

Workshop Agenda

1. Opening remarks and workshop overview (15 minutes)
2. Parking in context (25 minutes)
 - a. Overview presentation:
 - i. Macro-influences and changing behaviours
 - ii. Existing state of the operation and future projections
 - iii. Community perspective and consultation
 - b. Council perspective:
 - i. Sensitivities and big picture considerations
 - ii. Funding approach
 - iii. Alignment with strategic and policy initiatives
 - iv. Pace of change

3. Understanding Council's parking aspirations (50 minutes)
 - a. What do we want the parking system to do for the city?
 - b. Is parking a lever to achieve other City strategies and objectives?
 - c. Is parking an investment in City building or a user-fee enterprise?
 - d. How does parking support a vibrant downtown while balancing pace of change in the Transportation Master Plan?
4. The path forward and Council feedback (20 minutes)
 - a. Public consultation and engagement
 - b. Update to the Downtown Parking Master Plan in Q3 2023
5. Next steps and closing remarks (10 minutes)

Background

Council [approved](#) the full plan in report IDE-BDE-1510 [Downtown Parking Master Plan \(2016 to 2035\)](#) at its meeting of November 18, 2015.

Subsequently, at the meeting of December 7, 2016, Guelph City Council provided the following direction regarding the re-introduction of on-street technology in the downtown:

"That \$700,000 for downtown parking meters be removed from the 2017 Capital Budget."

"That staff report back on the timing of implementation once performance metrics have been put in place and measured."

On July 17, 2017, through [IDE Report 17-80](#), Council awarded the contract for design and build of the Wilson Street Parking Garage to The Newton Group Ltd. including an increase in funding to allow for 496 total parking spaces.

Information Report [IDE-2017-124](#), entitled Parking Master Plan – On-Street Parking Metrics Study Update was provided to Council in October 2017.

At its meeting of March 26, 2018, City Council approved the recommendations within report [IDE-2018.36](#) with the following change to Clause 5 of the recommendations:

"That the implementation of the new on-street paid parking technology be scheduled for Fall of 2019, following the opening of the Wilson Street Parkade" be referred to the May 7, 2018, Committee of the Whole Meeting".

At its meeting of May 28, 2018, City Council received an update to the Downtown Parking Master Plan within report IDE-2018.69, [Parking Technology Selection and Implementation Metrics Study](#). During debate, Council removed from the Downtown Parking Master Plan, direction to implement paid parking on-street in downtown from the funding model.

City Council [approved](#) a revised funding model for the parking operation with the following amendment:

"That staff be directed to use Alternative C within report IDE-2018.69 Downtown Parking Master Plan Update (blended tax and fee support) as the funding model with a review to be conducted within five years."

In 2020, the budget for the parking operation was moved to the non-tax supported budgets as a user-fee driven budget. The budget is built to be a net-zero budget with transfers from the operation going to operating and capital reserves. The operation also shows the costs to service the debt following the construction of the Market Parkade of approximately \$973,000 per year. Since 2020, the operation has received an investment from the property tax reserves to offset any negative variance in the budget between \$970,000 and \$1,200,000 a year.

Existing Master Plan: Progress and opportunities

Downtown Parking Master Plan (DPMP) (2016 to 2035)

The purpose of the DPMP and the associated Parking Financial Plan (PFP) was to establish a strategic plan to support the economic health and growth of downtown Guelph by building new parking facilities to increase the overall number of parking spaces for long term users. It also envisioned implementing a performance-based parking management system, inclusive of on-street paid parking, to increase turnover and ensure that on street short term parking spaces are available for customers. In establishing the strategic plan, the PFP was developed as an appropriate funding strategy and was considered essential to support current and future parking needs.

Extensive public consultation informed the 2016-2035 DPMP with information gathered from multiple Public Information Centres, surveys, and mail outs. This data contributed to the development of various parking financial models.

Staff and the Downtown Advisory Committee considered five parking financial models, with the Scenario #3 option approved by Council. This scenario required an increase in tax base contribution of 14%, representing 29% of total projected revenue requirements. This approved scenario also included revenue from paid on-street parking whereby it is re-introduced in a measured and phased approach. This would also serve as a method to support turnover, enhance customer service, and enforceability.

Scenario #3 provided the best ability to achieve the following within the first five years:

- Support the economic health and growth of the downtown;
 - Address risk transfer matters;
 - Establish investment performance criteria for the City;
 - Improve economies of scale to attract investment;
 - Leverage private sector expertise to produce new facilities in a cost effective manner;
 - Address infrastructure life cycle needs/risk; and
 - Optimize municipal financial requirements.
- Table 1 illustrates the **Council approved Scenario #3 option** and the estimated rates presented during the Community Engagement Public Information Centres and to Council as part of the November 18, 2015, staff report.

Table 1 – Original Council Approved Scenario #3

	City Contributions	User Pay Contributions	Comments
City Contribution (tax base)	\$1.9M	-	See note 1 below
Tax Burden per \$300k Household Value	\$29 (up \$6)	-	See note 1 below
% of Total Parking Budget	29%	-	See note 1 below
Downtown Monthly Parking Permits	-	Monthly \$120-160 Daily:\$14	See note 1 below
% of total parking budget	-	54%	See note 1 below
Downtown Paid On-Street Parking	-	\$1.75/hr.	See note 1 below
% of total parking budget	-	16%	See note 1 below
Downtown Periphery Parking Permits	-	\$65K (nominal amount)	See note 1 below
% of total parking budget	-	1%	See note 1 below

Note 1: Blended scenario introduces on-street paid parking, downtown periphery parking permits and balances user-pay with City contribution.

Timeline and Staging Overview

As part of the approved DPMP, a timing and staging plan was established for a five year ramp up period between 2016 and 2020 that identified key infrastructure and program elements for development. Table 2 provides the staging plan with original timing, as well as a revised view of their program phases. Table 2 - Revised Staging of Downtown Parking Master Plan

Plan Component	Original Timing	Revised Timing
Wilson Parkade RFP Program Development (Governance, On-street management, technology selection, enforcement, zoning)	2016	2017-2018
Wilson Parkade Complete	2017	Fall 2019
Refurbish Parkades (deck and corbel repairs)	2017	2017-2018
Implement preferred on- street management technology and approach	2017	Fall 2019
Program development, Refurbish Parkades (corbel and elevator repairs)	2018	2018
Neeve Structure RFP	2019	Not req'd due to increased capacity in Wilson Parkade
Parking Access and Revenue Control installation	2019	2019
Neeve Structure Complete	2020	Not req'd
Mobile parking payment implementation	2020	2020
Baker Parkade RFP	2020	2020
Baker Parkade Complete	2023	2025 (projected)

Progress to Date

Since the approval of the 2015 Downtown Parking Master Plan, there has been progress on several components of the plan, as shown in Table 2. Specifically, the following key components have moved forward:

- Dedicated Program Manager, Parking hired
- Construction and activation of Market Parkade on Wilson Street
- Anticipated construction of Baker Street underground garage
- West & East Parkade major refurbishment projects and elevator upgrades completed
- Completion of a Parking Technology Selection and Implementation Metrics Study
- Procurement of new Parking Management Software
- Procurement of Parking Access Revenue Control System (PARCS)
- Installation of Occupancy Space Counters in facilities
- Installation of On-Street Occupancy Sensors on select streets
- Launch of HONK mobile pay application
- Upgrade of LED lighting in East and West Parkades
- Refurbishment of Neeve Street surface lot (planned 2023)
- Installation of EV charging stations in East, West, and Market Parkades
- Transfer of Farmer's Market surface lot to 10 Carden
- Closure and end of lease on Elizabeth Street surface lot
- Cashless payment options at event parking
- Financial model of the operation changed at Council direction on May 28, 2018

Next Steps

Input gathered at the Council workshop will be used to inform the public engagement approach, the direction of the study, areas to explore and considerations raised during discussion. An update to the Downtown Parking Master Plan will come to Committee of the Whole on Tuesday, September 5, 2023.

Attachments

Attachment-1 Downtown Parking Master Plan March 29 Council Workshop

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