DOCUMENT 2 – Implementation Plan

Implementation Plan – On-Street Demand-Based Rate Changes

Current Changes

In alignment with the Municipal Parking Management Strategy's Rate Setting Guidelines and inflation data / 2023 occupancy data that has been collected and accounted for in this report, the following on-street rate changes will be implemented in August 2024:

	Zone	Current Hourly Rate	New Hourly Rate
2	Holland Cross	$1.50	$1.00
3	Ruskin	$3.50	$4.50
4	Vanier	$2.00	$1.50
5	Terminal	$1.50	$1.00
8	Little Italy South	$3.50	$4.00
10	Chinatown	$3.50	$4.00
11	Glebe South	$3.50	$4.00
15	Downtown	$3.50	$4.00
16	King Edward	$3.50	$4.00
18	ByWard Core	$3.50	$4.00
20	Rideau	$1.50	$1.00

Go-Forward Process

Parking Services staff will monitor the inflationary impacts on all on-street rate points on an annual basis and will identify any corresponding changes through the Parking Services Annual Report.

Occupancy data will continue to be collected across the entire on-street parking network twice per year:

- Spring (May / June)
- Fall (September / October)

At a minimum, data will be collected at the following times of day on a weekday, Saturday and Sunday:

- Morning
- Midday
- Afternoon
- Evening

Following the data collection, processing and analysis, rate changes will be identified on the following basis:

– If the weekday daytime peak occupancy is either high (>85%) or low (<50%) over two consecutive data collection periods (Spring-Fall or Fall-Spring)
– Occupancy data from a given zone will only be considered for the purpose of determining rate changes if it has been at least six months since the last rate change was applied in that zone

Prior to implementing any on-street rate changes for a zone, staff will:

– Engage with the Ward Councillor, any impacted Business Improvement Areas, and community representatives to ensure diversity presenting the data and any other details related to the rate change for the purpose of receiving feedback
– Develop communications materials in multiple languages as required in alignment with the Communications Strategy elements below

Communications Strategy
Objectives:

1. Increase awareness of on-street rate changes when they occur
2. Increase familiarity of rates and rate variations by area on an on-going basis

Actions:

Item	Objective Reference	Timing
a) Develop a feature story and social media posts	1	Align with initial and any subsequent changes in rates
b) Create an article for ottawa.ca	1	Align with initial and any subsequent changes in rates
c) Produce communications catered to community partners (e.g. BIA's / businesses) which can be used to complement existing communication / promotional information streams	1/2	Align with initial changes in rates and review on an area-by-area basis annually or when there is a rate change
d) Produce materials in multiple languages that the BIA's and businesses can share with or make available to their patrons	2	Develop initial materials by year-end 2024 and review on an area-by-area basis annually or when there is a rate change
e) Develop an improved interface through ottawa.ca to share zone and rate information	1/2	Prior to initial changes and updated on a continuing basis
f) Make zone and rate data available through Open Data Ottawa to encourage the development of supporting applications	2	Prior to initial changes and maintained on a continuing basis

Reporting

In alignment with the Municipal Parking Management Strategy, Parking Services produces an Annual Report each year which is tabled at Transportation Committee and Council. This will be leveraged in the following ways to ensure an awareness of how this model is being implemented and the outcomes:

– Peak occupancy from the prior data collections will be provided by zone
– Any rate changes that have been implemented in the previous year will be detailed

Additionally, Parking Services staff will engage with stakeholders prior to implementing any rate changes and they will also keep the Parking Stakeholder Consultation Group updated on a continuing basis of any rate changes or developments in the process to implement the model.