

DOCUMENT 3 – Updates to the Rate Setting Guidelines (proposed)

General Provisions

- Council will set a maximum hourly parking rate annually as part of the budget approval process. This maximum represents the highest hourly rate the City can charge, but actual parking rates may vary by rate zone.
- All areas and facilities subject to paid parking will be monitored with respect to occupancy rates. Turnover / duration data will be collected as required.
- Where on-street paid parking exists, occupancy data will be collected twice a year (spring and fall) on different days and times. Data collection should reflect typical conditions, avoiding peak and low-demand months, as well as special events.
- On-street parking rate zones will be established and may be adjusted by staff as necessary so as to capture similar characteristics related to parking demand. They may cover a broader area and will have a single rate in order to best enable communication of rates and rate changes.
- On-street public parking rates, hours and locations may be varied by staff in alignment with the provisions below under “Adjusting On-Street Rates”, “Adjusting On-Street Hours of Operation”, and “On- Street Paid Parking in New Areas”.
- Off-street public parking rates and hours may be varied by staff at any time throughout the year to reflect seasonal and market adjustments or to encourage sustainable modes of transportation, provided the variation of the rates is consistent with the Municipal Parking Management Strategy and is within the range approved by City Council as part of the annual budget.
- Transportation modes that take up less than half of a regular parking stall (such as motorcycles or scooters), or otherwise reduce the demand for space in parking facilities (auto share vehicles or registered car/van pool vehicles) should be considered for a reduced rate where practical.
- Unsecured bicycle parking should be provided free of charge; secured bicycle parking may be provided based on the recovery of operational costs and the appropriate management of the spaces to ensure availability.
- The specific approaches and criteria detailed within these guidelines should be reviewed on a continuing basis. Any adjustments that are necessary in order to better clarify things or further develop the Municipal Parking Management Program will be submitted for Council approval.

Adjusting On-Street Rates – Existing Areas / Times

- Conduct two rate zone adjustment reviews annually using collected data.
- On-street public parking rates may be varied by staff provided the variation is within the range approved by City Council as part of the annual budget and is consistent with the following parameters. These represent the Demand-Based Pricing Model.
 - Adjust hourly rates up by 50-cents within a zone if occupancy peaks at or above 85% over two consecutive data collection periods.
 - Adjust hourly rates down by 50-cents within a zone if occupancy peaks at or below 50% over two consecutive data collection periods.
 - Consideration will be given to removing paid parking if the hourly rate reaches \$1.00 and the parking is still substantially underutilized at peak (less than 50%).
- Consideration should be given to raising the on-street hourly rates when the cumulative effects of inflation align with a 50-cent increase.

Adjusting On-Street Hours of Operation

- Staff will review data annually and adjust on-street hours in areas that have paid parking or have been approved for on-street paid parking if the conditions below are fulfilled. All changes will be reported to Council at the next opportunity as part of the Parking Services Annual Report.
- Extending paid parking hours into evenings and weekends will be based on an 80% peak occupancy threshold. This threshold reflects a high level of parking demand which has a negative impact on the availability of parking in areas that are already considered to be busy..
- Extending on-street paid parking hours will occur if the following conditions are fulfilled:
 - Weekday Evening (5:30 PM – 9:00 PM):
 - If occupancy peaks at or above 80% during weekday evening hours over two consecutive data collection periods.
 - Weekend Daytime (10:00 AM – 5:30 PM):
 - If occupancy peaks at or above 80% during weekend daytime hours (Saturday and/or Sunday), over two consecutive data collection periods.
 - If paid parking is deemed to be warranted per this criteria, it will apply on both Saturday and Sunday.
 - Weekend Evening (5:30 PM – 9:00 PM):
 - If occupancy peaks at or above 80% during weekend evening hours over two consecutive data collection periods.

- If weekday evening parking exists or will be implemented at the same time.
- If paid parking is deemed to be warranted per this criteria, it will apply on both Saturday and Sunday evenings.
- Consideration will be given to reduce the paid parking hours if peak occupancy is below 50% for any of the periods discussed above when paid parking is in effect.

On-Street Paid Parking in New Areas

- Requires a Local Area Parking Study or Parking Assessment which would:
 - Indicate peak occupancy levels at or above 85% over multiple surveys.
 - Consider and address impacts of implementing paid parking.
 - Include consultation with area stakeholders.
- Where warranted based on the results of a Local Area Parking Study or Parking Assessment, on-street parking rates and hours may be established by staff provided doing so is consistent with the Municipal Parking Management Strategy, the rate is within the range approved by City Council part of the annual budget and the local Ward Councillor, BIA and Community Association concur.
- When there is not complete concurrence per above, City Council will be asked to approve moving forward with implementation.
- When on-street paid parking is introduced to a new area, a special introductory rate should be considered, and a communication plan should be developed to advise the public of the change.