

**Report to
Rapport au:**

**Transportation Committee
Comité des transports
6 May 2015 / 6 mai 2015**

**and Council
et au Conseil
13 May 2015 / 13 mai 2015**

**Submitted on April 29, 2015
Soumis le 29 avril 2015**

**Submitted by
Soumis par:
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Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2015-COS-PWS-0007

SUBJECT: Parking Services 2015 Business Plan

OBJET: Plan d'affaires de 2015 du Service du stationnement

REPORT RECOMMENDATIONS

That the Transportation Committee recommend that Council approve the Parking Services 2015 Business Plan report, which includes budgetary details for 2015, as described in the adopted 2015 Budget.

RECOMMANDATIONS DU RAPPORT

Que le Comité des transports recommande au Conseil d'approuver le rapport du plan d'affaires de 2015 du Service du stationnement, qui comprend les détails budgétaires pour l'année 2015, comme il est décrit dans le budget de 2015 adopté.

BACKGROUND

The City of Ottawa provides paid public parking through the Municipal Parking Management Program. Delivered primarily by the Parking Services branch of the Public Works Department, the Municipal Parking Management Program is mandated to provide public parking services that are in alignment with the goals and objectives of the Council approved Municipal Parking Management Strategy ([ACS2009-COS-PWS-0009](#)).

The Municipal Parking Management Strategy requires that the Municipal Parking Management Program have an "Annual Budget and Work Plan" approved by Council annually and a "Capital Program Plan" approved by Council and updated as required. The 2015 Business Plan fulfills these reporting requirements.

DISCUSSION

Branch Overview

The Parking Services branch currently manages approximately 4,000 paid on-street parking spaces, 2,737 off-street spaces in 5 multi-storey parking structures and 13 surface parking lots, and 2,542 ring and post bicycle parking spaces.

An external supplier is contracted to supply, maintain, and process revenue from the Pay and Display and Pay on Foot machines located on-street and in off-street facilities, respectively. An external service provider is also contracted to provide the PayByPhone parking payment system and process the associated revenues.

The Parking Services branch delivers the following services:

- Operational management of on-street paid parking;
- Operational management of off-street paid parking, including maintenance at garages and surface lots;
- Oversight and management of third party contractors;
- Paid parking policy management (rates, hours, etc.);
- Local Area Parking Studies and other evaluations;

- Implementation of recommendations from Local Area Parking Studies and other evaluations;
- Evaluations and other analysis, as required (e.g. investigating requests for parking changes via data collection/analysis, competitive rate surveys of private lots, etc.);
- Management of technical reviews, as required;
- Monitoring of financial processes and revenue reconciliation;
- Financial planning and management;
- Development and management of contracts and agreements with private parking providers;
- Regular consultation through the Parking Stakeholder Consultation Group and other stakeholders; and,
- On-going performance management and data management.

2015 Projects and Initiatives

The 2015 Business Plan (Document 1) identifies the following projects and initiatives that will be undertaken in 2015:

- On-street Paid Parking Occupancy and Compliance Survey Program
- Off-street Public Parking Rate Review Program (Winter, Spring, and Fall)
- Local Area Parking Study Program
 - Little Italy (final report)
 - Centretown
 - Wellington West
 - Assessments for Lynda Lane, Sandford Fleming Avenue / Terminal Avenue, Cumberland Street (south of Rideau Street), Gladstone Avenue, and Rideau Street (between King Edward Avenue and the Rideau River)
- Privately Owned Off-street lots that provide Public Parking – Feasibility of City-Wide Policy for Signage
- On-street Rate Setting Guideline – Consultation and Review
- Parking Study Data System Trial
- Glebe Parking Garage Construction
- Parking Guidance System Phase II and New Visual Identity & Signage for Parking Facilities
- Facilities Improvement Plan
- Tour Bus Parking Study (final report)
- Ring & Post Bicycle Parking Program

- 2014 Annual Report
- 2016 Business Plan

Each project and initiative is in alignment with the goals and objectives of the Municipal Parking Management Strategy and Transportation Master Plan. The Branch has continued to implement its Service Excellence Plan, designed to improve the customer experience.

Budget

The operating and capital budgets described in the 2015 Business Plan provide an overview of revenue and expense estimates for 2015 as contained in the adopted 2015 City budget. Also included are long-term strategies for the Parking Reserve Fund and the Cash-in-Lieu of Parking Fund, and a Capital Forecast that projects anticipated capital expenses to 2024.

2015 Parking Rates

The following rates, included in the adopted 2015 City budget, are the maximum rates that can be charged by the City of Ottawa. The actual rates charged are typically lower and are adjusted under delegated authority to ensure each facility on and off-street is optimized.

- Hourly
 - On-street: \$3 per hour maximum (no change from 2014)
 - Lots & garages: \$5 per hour maximum; rates may vary based on utilization (no change from 2014)
- Daily Maximum
 - Lots & garages: \$22 (increase from \$20 in 2014)
- Monthly
 - Lots & garages: \$210 (increase from \$190 in 2014)

RURAL IMPLICATIONS

There are no rural implications to implementing the recommendations of this report since there is no municipal paid parking in rural Ottawa.

CONSULTATION

The 2015 Business Plan was presented to the Parking Stakeholder Consultation Group (PSCG) on February 26, 2015. The PSCG includes representation from BIAs, places of

worship, community associations, the tourism industry, the field of transportation demand management, accessibility, and the development industry.

LEGAL IMPLICATIONS

There are no legal impediments to implementing the recommendation in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications to implementing the recommendations of this report.

FINANCIAL IMPLICATIONS

The Financial information presented is consistent with the 2015 adopted budget.

ACCESSIBILITY IMPACTS

Staff will ensure that any applicable accessibility standards are adhered to during the execution of the projects and initiatives identified in this report. This will involve consulting with the appropriate staff within the City. A representative from the Accessibility Advisory Committee is a member of the Parking Stakeholder Consultation Group.

TERM OF COUNCIL PRIORITIES

The report's recommendation supports the following objectives of the City's 2011 – 2014 Strategic Plan:

- Service Excellence:
 - Objective 1: Ensure a positive experience for every client interaction.
 - Objective 2: Improve operational performance.
- Financial Responsibility
 - Objective 1: Align strategic priorities to Council's tax and user fee priorities.
 - Objective 2: Maintain and enhance the City's financial position.

SUPPORTING DOCUMENTATION

Document 1 – Parking Services 2015 Business Plan

DISPOSITION

Parking Services branch staff will carry out the projects and initiatives identified in the 2015 Business Plan and will report on the status of this work in the 2015 Annual Report.