
Title: Harbour Drive PayByPhone Parking
Date Prepared: July 17, 2019
Report To: Committee of the Whole
Councillor/Theme: Debbie Hanlon - Transportation
Ward: 2

Decision/Direction Required:

Decision is required to determine the next steps the City will take with regards to paid parking on Harbour Drive after the one-year trial of a PayByPhone only area.

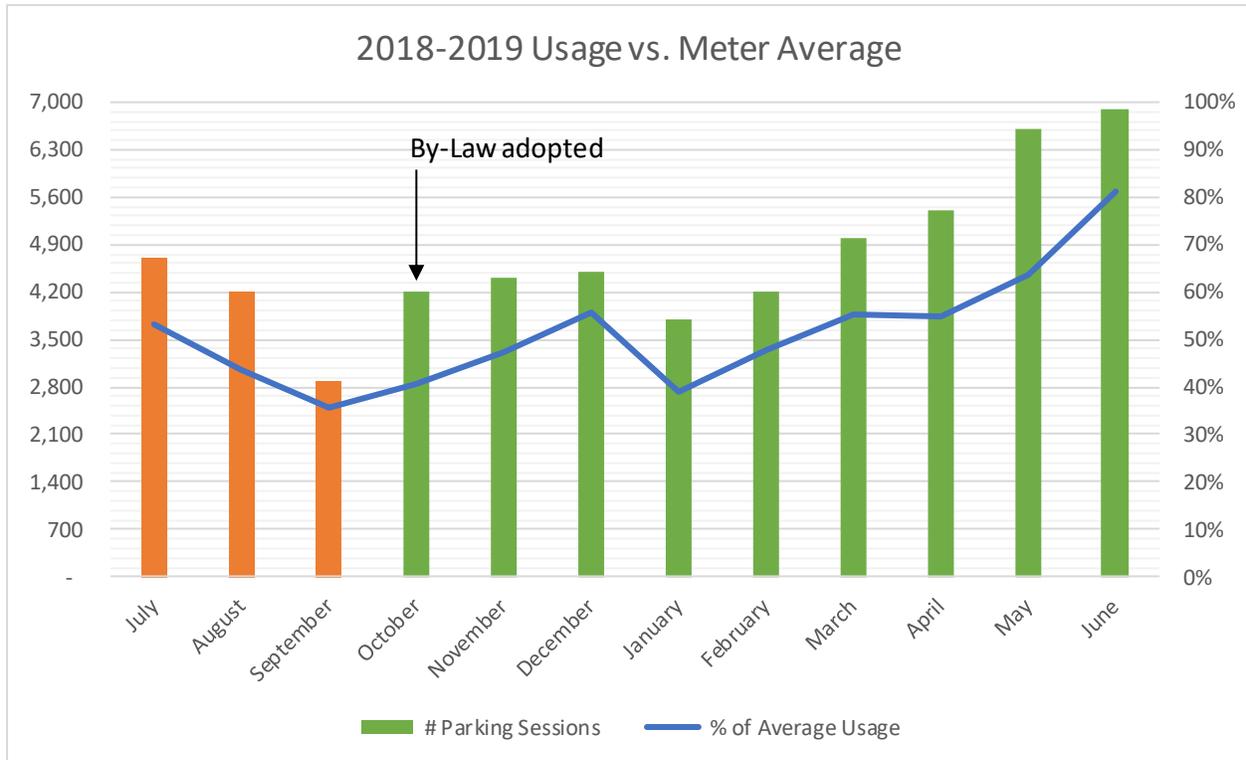
Discussion – Background and Current Status:

Last year the City replaced 136 single-space meters along Harbour Drive with a PayByPhone only area. To pay for parking in this area customers use the PayByPhone smart phone application or call the toll-free number provided. This payment method was trialed as the sole payment option in this area for one calendar year as part of the City's Paid Parking Management Strategy.

Paid parking compliance in this test area saw an initial acceptance followed by a decline in the first few months until the [St. John's Paid Parking Regulations](#) was passed in October and enforcement began. In June of 2019, parking usage on Harbour Drive is at over 80% of average meter use for the area (based on use before vandalism became an issue). **Figure 1** illustrates the total monthly PayByPhone use during this trial year as compared to the average historical meter use for the area.

While the trend of paid parking compliance has improved in the area, continued feedback from the public was monitored. Concerns regarding a lack of alternative payment methods, particularity for those who may not have access to a mobile phone or who are not as comfortable using this application technology, have been identified. Given these concerns and in the interest of making paid parking compliance as easy as possible for all users, it is recommended that pay station meter hardware be installed along Harbour Drive as part of the City's new equipment roll out. It is also recommended that, in future, the standard approach will be to include payment hardware in addition to the PayByPhone option. Exceptions may be made on a case by case basis only with a strong rationale.

Figure 1: Harbour Drive PayByPhone Usage



Key Considerations/Implications:

1. Budget/Financial Implications

Costs to purchase/install parking meter hardware is yet to be determined and will depend on the award of the Supply of and Services for Paid Parking Management and Enforcement RFP. It is anticipated that any capital costs would be covered by the City’s Parking Reserve Fund.

2. Partners or Other Stakeholders

n/a

3. Alignment with Strategic Directions/Adopted Plans

This initiative contributes to implementation of the City’s Paid Parking Management Strategy and advances the City’s goal M2 – “Improve safety for all users on a well-maintained street network” as part of the 2019 action item M2.3 – “Implement recommendations and actions from the Paid Parking Management Strategy”.

4. Legal or Policy Implications

n/a

5. Privacy Implications

n/a

6. Engagement and Communications Considerations

n/a

7. Human Resource Implications

n/a

8. Procurement Implications

Any purchasing would adhere to Procurement legislation and policy.

9. Information Technology Implications

n/a

10. Other Implications

n/a

Recommendations:

It is recommended that, in addition to the PayByPhone option, the City install pay station meter hardware on Harbour Drive as part of the City's new parking meter equipment roll out.

Prepared by:

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Signature: _____

Approved by:

Garrett Donaher, Manager - Transportation Engineering

Signature: _____

Attachments:

N/A