

DECISION/DIRECTION NOTE

Title:	Update on the Paid Parking Management Strategy (PPMS)
Date Prepared:	May 21, 2024
Report To:	Committee of the Whole
Councillor and Role:	Councillor Sandy Hickman, Transportation and Regulatory Services
Ward:	N/A

Decision/Direction Required: Continued implementation of recommendations from the paid parking management strategy, including long stay parking rates and commercial permits.

Discussion – Background and Current Status:

The Paid Parking Management Strategy (PPMS) was approved by council in 2018 and included fifty-seven recommendations. Many of these recommendations have been implemented, while others are ongoing, require revision, etc. (see Appendix A for update). The strategy included the implementation of variable paid parking rates, aligning permits with demand, and converting timed parking to paid parking.

Recommendation six and seven focused on upgrading the previous single meter heads to pay stations with pay by plate technology where possible. LeMarchant road (between Pleasant St and Albro Lane) was once metered but has remained timed parking. Timed parking is difficult to enforce and doesn't create turnover.

- In alignment with the PPMS, timed parking on LeMarchant road (between Pleasant St and Albro Lane) will be converted to paid parking. The current two hour maximum will remain. Pending public feedback, the time limit may need adjustment at a later date.

Recommendation fifty of the PPMS includes implementing paid parking on Rickett's Road between St. Clare Avenue and Buckmaster's Circle. This included variable parking with a four-hour base rate and a long stay rate beyond four hours. The City has implemented a new sidewalk and paid parking in May of 2024, as previously approved by Council.

- The variable model and long stay rate will now be implemented, where motorists will pay the base rate of \$1.75 per hour for the first four hours of parking, then a long stay rate of \$3.50 per hour if parking beyond four hours. This allows flexibility for those that need to stay longer, while at a rate to still encourage turnover.

Recommendation thirty indicated the City should adopt a policy of setting time and location specific rates for parking meters and permits based on demand. Feedback from businesses on Harvey Road have been that more flexibility is required for parking. There are limited long term

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parking options for the public near Harvey Road, and businesses advised the current two-hour limit is not sufficient for some businesses in the area.

- This area will also have the long stay parking option rolled out. The first two hours will remain at the base rate of \$1.75 for per hour, while each hour after that will be \$3.50 per hour. This allows flexibility for those that need to stay longer, while at a rate to still encourage turnover.

As a continuation of recommendation thirty, the City's commercial permit rates also require adjustment to align with demand. Commercial permits are sold monthly, can be purchased by anyone, and are largely located in the downtown. Recommendation thirty-four of the strategy indicates the City should review commercial permit rates and recommends an adjustment up to \$30 per month, a maximum of once per calendar year. Recommendation thirty-five discussed not completing planned price adjustments for 2019. However, commercial permit rates were increased, while demand has continued to fall for commercial parking. This has resulted in some permit areas remaining near vacant.

- Permit pricing must remain competitive to ensure the utilization of City resources, with rates based on demand in the area. It is recommended monthly commercial permit rates are lowered for 2024, as outlined in the below table:

Commercial Area	Spaces	2018 permit price	2018 active permits	Current price	Current active permits	2024 Rec. Price	Note
Central/Livingstone Street	*12	\$127	35	\$146	8	\$100	*In 2018 the area had 35 spaces. The proposed rate is also based on daily revenue of nearby paid parking spaces.
Queen's Road	19	\$127	3	\$146	1	\$80	
Water Street East	46	\$99	7	\$115	2	\$60	Strategy recommended decreasing 2018 monthly rate. Limited demand in the area.
Gower Street	18	\$127	8	\$146	1	\$80	
Plymouth Road	12	\$99	0	\$146	2	\$60	Strategy recommended decreasing 2018 monthly rate. Limited demand in the area.
City Hall Garage - Level 5	75	\$153	28	\$175	3	\$100	
Prince Street Lot	20	\$153	11	\$175	19	\$150	Demand improved by construction nearby, while Council previously approved a reduced permit rate for the Jag contractors of \$115.

Reducing the permit rates will help establish a post covid demand profile for the commercial spaces in the downtown. Price adjustments can be made again in 2025 to remain aligned with established demand, as outlined in the PPMS.

Key Considerations/Implications:

1. Budget/Financial Implications: Expanding the paid parking program and adding a long stay rate will increase paid parking revenue. It will result in less enforcement (ticket) revenue, as people will have the option to pay for longer parking. Reducing commercial permit rates will increase utilization of parking spaces and increase parking permit revenue. Costs associated with the recommendations include minor signage updates and paid parking software programming fees.

2. Partners or Other Stakeholders:

Commercial Permits: Metrobus was consulted on the commercial permit rates, and it was identified that these rate changes should not impact Metrobus ridership. There are 182 commercial permits spaces near the Downtown, and only 58 spaces would have a rate lower than the monthly bus pass (\$78). There are number of private lots in the Downtown that offer monthly permit options, including parking garages. Private operators may have higher rates for permits, but they also often offer a higher level of service (security, snow clearing, etc.). While the City is not in direct competition with private lots, the City rates must be set at a level that ensures utilization of the City resources.

Businesses near paid parking areas: Businesses in the LeMarchant road area have submitted reports of vehicles parking over the two-hour maximum. Implementing paid parking allows more efficient enforcement and will create turnover. Some businesses along Harvey Road have requested a longer-term parking option, as two hours isn't sufficient for their clients.

3. Is this a New Plan or Strategy: No.

4. Alignment with Strategic Directions:

A Sustainable City: Be financially responsible and accountable.

An Effective City: Achieve service excellence through collaboration, innovation and modernization grounded in client needs.

4. Alignment with Adopted Plans: Paid Parking Management Strategy.
5. Accessibility and Inclusion: There are no new or additional considerations, and pay stations meet accessibility height requirements.
6. Legal or Policy Implications: Implementation of the above aligns with existing by-laws, and standard notice periods for enforcement will be followed.
7. Privacy Implications: There are no new or additional considerations for privacy.

8. Engagement and Communications Considerations: A communications plan will be developed to roll out with the above noted changes, which is standard for the parking program expansion.
9. Human Resource Implications: No additional resources are required.
10. Procurement Implications: All required resources are already under contract.
11. Information Technology Implications: All required systems are already under contract.
12. Other Implications: N/A

Recommendation:

That Council approved the ongoing implementation of the Paid Parking Management Strategy, including:

- 1) Convert the timed parking area on LeMarchant Road to paid parking.
- 2) Implement a long stay parking rate on Ricketts Road (zone 1399).
- 3) Implement a long stay parking rate on Harvey Road.
- 4) Reduce Commercial Parking permit monthly rates to the following amounts (plus tax):
 - Prince Street Lot - \$150
 - City Hall Garage Level 5 - \$100
 - Central/ Livingstone Street - \$100
 - Queen's Road - \$80
 - Gower Street - \$80
 - Plymouth Road - \$60
 - Water Street East - \$60

Prepared by: Mary Beth Delaney, Supervisor Parking Enforcement

Approved by:

Appendix A
Paid Parking Management Strategy – Recommendation Update

Original PPMS as approved by Council		May 2024 Update	
Rec No.	Recommendation	Current Status	Detail
REC - 01	Establish a cashless system as an end goal for paid parking in the City of St. John’s and ensure the transition to a cashless system be planned and managed carefully in recognition of social equity issues raised above.	Completed	The program is now cashless.
REC - 02	Maintain status quo of allowing coin payment for existing meters in the system.	Completed	Meters accepting cash were phased out.
REC - 03	Install new meters with the cash payment option disabled, in carefully targeted areas, as part of a phased trial of a cashless replacement program for new parking meter hardware.	Completed	New pay stations do not accept cash.
REC - 04	Review the cashless rollout strategy once cashless meter hardware has been operating for a full calendar year.	Completed	Cashless program has been well accepted, with some feedback from the public requesting an alternative. <i>A parking card is being reviewed as an option to meet this need. However, software programming and the integrations required for this are a barrier.</i>
REC - 05	Coordinate the installation of new meter hardware with any roadway improvement projects that may arise from time to time.	Ongoing	Most recently, this included Veteran's Square.
REC - 06	Incorporate “pay stations” where determined to be most effective as part of the required hardware replacement program.	Completed	Pay-by-plate was the chosen program.
REC - 07	Implement a pay-by-plate system for all upgraded metered areas.	Completed	Pay Stations and PayByPhone use pay-by-plate.
REC - 08	Leverage the technology and back-end system requirements of a pay-by-plate system to improve the paid parking service the City provides.	Completed	
REC - 09	Use multi-space metered areas as a test bed for a Cashless Paid Parking System.	Completed	Cashless program implemented
<i>Rec 10 to 18 relates to Churchill Square, which have a separate update.</i>			
REC - 19	Convert 21 metered parking spaces on Rickett’s Road to multi-space meter	Completed	

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	hardware with the installation of multi-space pay stations.		
REC - 20	Convert 31 metered parking spaces on Cathedral Street to multi-space meter hardware with the installation of multi-space pay stations.	Completed	
REC - 21	Convert 20 metered parking spaces on Cavendish Square to multi-space meter hardware with the installation of multi-space pay stations.	Completed	
REC - 22	Double the base hourly rate at multi-space meters to a premium long stay rate for parking beyond four hours at new multi-space meters on Rickett's Road, on Cathedral Street, and on Cavendish Square.	Ongoing	Recommending this is rolled out to the new section of Ricketts Road, while further roll out will be based on feedback and demand impact.
REC - 23	Procure a pay-by-phone parking system that is capable of serving as the foundation for the other recommendations in this strategy.	Completed	
REC - 24	Implement a start duration model in the recommended pay-by-phone system.	Completed	
REC - 25	Upgrade the City's back-end paid parking management system to serve the recommendations of this Strategy.	On Hold	While included in the tender, costs are a current barrier to implementation.
REC - 26	Explore integration and incentive opportunities available through a pay-by-phone platform.	Completed	City has explored viable integration options, while it is not viable to integrate with another institution (i.e. MUN) due to prosecution, financial, and privacy considerations.
REC - 27	Trial the replacement of parking meters with pay-by-phone only payment in two locations – Westerland Road and Harbour Drive – and explore coordination with MUN pay-by-phone system for Westerland Road.	Completed	The City provides two forms of payment options, while it is not viable to integrate with MUN.
REC - 28	Operate pay-by-phone only areas with a base price + premium long stay model rather than a set maximum parking duration.	Completed	All PBP only areas have been converted to have Pay Stations as well.
REC - 29	Set the base price duration, for the purposes of the base price + premium long stay model, to four hours on Westerland Road and to three hours on Harbour Drive	On Hold	While there are no current PBP only areas, variable parking rate implementation is on hold.

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REC - 30	Review these pay-by-phone only areas after a one year trial period to determine if pay-by-phone only is a viable payment scheme.	Completed	Not currently implementing PBP only areas.
REC - 31	Adopt a policy of setting time and location specific rates for parking meters and permits based on demand.	Ongoing	Discussed in this council note.
REC - 32	Review standard metered parking pricing and recommend to Council adjustments of up to \$0.25 per hour (increase or decrease) up to twice per calendar year. Cashless meter rates may be adjusted in multiples of \$0.05.	Completed/ Ongoing	Rates were previously increased, while there are no current planned increases to hourly parking base rates. It may be required in the future.
REC - 33	Review parking trial area pricing and recommend to Council adjustments of up to \$0.25 per hour (increase or decrease) up to six times per calendar year. Cashless meter rates may be adjusted in multiples of \$0.05.	Ongoing	Long stay rates may require adjustment once parking demand can be established.
REC - 34	Review commercial permit parking pricing and recommend to Council adjustments of up to \$30.00 per month (increase or decrease) a maximum of once per calendar year.	Ongoing	No recent adjustments, while this council note recommends a change to commercial rates.
REC - 35	Complete an initial round of price adjustments for commercial permits based on the 2017 demand as shown in Table 6.	Completed	Commercial Rates were adjusted, but they are not in alignment with 2024 demand. This council note recommends a change to commercial rates.
REC - 36	Delegate the authority to City staff to make changes to maximum parking duration in paid parking areas.	Ongoing	Staff monitor and gather feedback, while Council are made aware of any changes.
REC - 37	Adopt a policy of implementing duration based pricing where found to be appropriate as a tool to manage turnover and demand while providing flexibility to users.	Ongoing	This council note recommends implementation of duration-based (variable rates) parking.
REC - 38	Adopt a policy of allowing price, stay duration, and other incentives within the paid parking system to encourage desired parking behavior (such as cashless payment or frequent turnover).	Ongoing	Cashless program has been implemented, max parking time limits have been adjusted, while this council note recommends implementation of duration-based parking in specific areas.

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REC - 39	Do not limit reparking but track it through system upgrades and, should an issue be identified, introduce a policy to limit the area and/or times within which reparking would be prohibited. This new policy would take the form of an amendment to this section of the Paid Parking Management Strategy.	Completed	City now enforces zone parking.
REC - 40	Complete a study of: parking supply in the RPP areas; effects of any visitor permit changes (REC - 42); and eligibility criteria for residential permits.	On Hold	
REC - 41	Bring forward a recommendation to council on how to manage the total number of RPP permits issued based on the study in REC - 40. This recommendation would take the form of an amendment to this section of the Paid Parking Management Strategy.	On Hold	
REC - 42	Conduct a public engagement process to gather feedback on changing the current annual visitor parking permits for RPP areas and incorporate feedback into permit program changes.	On Hold	
REC - 43	Move toward a policy of setting the price of the annual residential parking permit based on a revenue neutral price target based on recouping the cost to the City of administering and enforcing the program.	Completed	Initial increase was completed, increasing the permit to \$27.50
REC - 44	As part of developing the 2019-2022 budget, conduct public engagement to inform the process described in REC - 43.	Completed	
REC - 45	Delegate the authority to staff to make minor changes to the parking permits available, such as: application process, definitions of intended permit use, and eligibility criteria to align with and support the intent of the RPP program.	Completed	This is completed within the By-Law
REC - 46	Expand the currently delegated authority to staff to introduce paid parking in areas of high parking demand that would benefit from managed parking.	Ongoing	Staff continue to monitor demand and make recommendations to Council for changes,

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REC - 47	Conduct an engagement process to determine the appropriate parameters for a parklets program and develop the necessary policy and tools to implement such a program.	Completed	City has since implemented a parklet program.
REC - 48	Conduct a public engagement process to discuss the concept and introduction of off-peak pricing to select existing metered spaces in the downtown.	On Hold	City received feedback that was not favorable from the Downtown businesses when this was originally proposed.
REC - 49	Revise this section of the report based on the engagement process conducted in REC - 48 and implement any required changes to metered parking.	On Hold	
REC - 50	Introduce approximately 33 multi-space metered parking stalls along the south side of Rickett's Road between St. Clare Avenue and Buckmaster's Circle operating with a standard base hourly rate of \$1.50 for the first four hours and a premium rate of \$3.00 per each additional hour.	Ongoing	Implementation was approved in 2023, site work completed in May 2024. This Council note includes long stay price for parking, updated to reflect previous increase to base rate.
REC - 51	Retain parking management control over any public use parking supply developed, in whole or in part, by the City.	Ongoing	Most recently recommended related to the Prince Street Lot and the new parking on Rowan Place.
REC - 52	Update City By-Laws and Policies as required to support the recommendations of this Paid Parking Management Strategy.	Completed	Completed, pending any possible changes to residential parking by-laws.
REC - 53	Allow free parking in metered spaces that are out of service for any reason, other than being designated a no parking zone, but retain the maximum parking duration applicable to the area as an enforceable restriction.	Completed	Payment is required unless the paid parking system is down. Vehicles can park in these spaces when the system is down. Unable to enforce the same maximum time for parking, but this occurrence is not common.
REC - 54	Review Downtown Parking Standards contained within the City's Development Regulations to consider more flexibility.	Ongoing	Parking is captured in the <i>Envision St. John's Development Regulations</i> .
REC - 55	Review the Paid Parking Management Strategy every five years to ensure the content and recommendations remain relevant and continue to align with City vision.	Ongoing	Strategy was approved by Council in 2019, currently updating recommendations and continuing rollout.

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REC - 56	Develop a communications plan that informs residents of each change to the existing paid parking system as they occur and provides information to the public on the added features and operation of paid parking system and any new technology and hardware introduced.	Ongoing	Developed to coincide with program changes.
REC - 57	Develop a public engagement strategy for each of the recommendations in this Strategy that are identified for further public discussion. This strategy must include a plan for how the input received will be incorporated into the resulting recommendations and decisions.	Completed	

Report Approval Details

Document Title:	Update on the Paid Parking Management Strategy (PPMS).docx
Attachments:	
Final Approval Date:	May 23, 2024

This report and all of its attachments were approved and signed as outlined below:

Randy Carew - May 22, 2024 - 10:10 PM

Jason Sinyard - May 23, 2024 - 3:34 PM