

Date: November 4, 2021	Originator's files:
To: Chair and Members of General Committee	
From: Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works	Meeting date: November 17, 2021

Subject

Port Credit and Clarkson On-Street Parking Fees – Request for Fee Holiday (Wards 1 and 2)

Recommendation

1. That General Committee provide direction regarding the Port Credit Business Improvement Area's request to waive on-street parking charges within the Port Credit Business Improvement Area from November 25, 2021 to January 14, 2022, as outlined in the report dated November 4, 2021, from the Commissioner of Transportation and Works, entitled, "Port Credit and Clarkson On-Street Parking Fees – Request for Fee Holiday (Wards 1 and 2)".
2. That General Committee provide direction regarding waiving on-street parking charges in Port Credit outside the Port Credit Business Improvement Area from November 25, 2021 to January 14, 2022, as outlined in the report dated November 4, 2021, from the Commissioner of Transportation and Works, entitled, "Port Credit and Clarkson On-Street Parking Fees – Request for Fee Holiday (Wards 1 and 2)".
3. That General Committee provide direction regarding the Clarkson Business Improvement Area's request to waive on-street parking charges within the Clarkson Business Improvement Area from November 25, 2021 to January 14, 2022, as outlined in the report dated November 4, 2021, from the Commissioner of Transportation and Works, entitled, "Port Credit and Clarkson On-Street Parking Fees – Request for Fee Holiday (Wards 1 and 2)".

Background

The Christmas shopping season is important to the success of the Port Credit and Clarkson Business Improvement Areas (BIA's), especially this year. The retail members of these BIA's must compete with shopping malls and plazas that do not charge for parking.

The Transportation and Works Department is in receipt of requests from the Port Credit BIA to waive parking fees on Lakeshore Road East from fifty metres west of Stavebank Road to Seneca Avenue, within the BIA's business boundary, as well as the area north of Lakeshore Road East, between Stavebank Road and Hurontario Street which is outside the business area boundary, and the Clarkson BIA to waive on-street parking charges on Lakeshore Road West within the Clarkson BIA from November 25, 2021 to January 14, 2022. This would allow customers of the respective BIA's to park in those areas at no cost. Both BIA's Board of Directors feel that this initiative will be well received by the community and will assist their member businesses during the holiday season.

Comments

Parking charges function as a tool to manage parking demand and create additional streams of revenue to offset the cost of parking maintenance and the development of new parking facilities. Developing and maintaining parking is costly, particularly with respect to the purchase of land and the construction of parking structures. While some funding for potential new parking infrastructure is collected through the Payment-in-lieu of Parking (PIL) program in various parts of the City, additional funding is generated through the implementation of parking charges.

Parking charges are implemented throughout the commercial district of Port Credit through a program of parking pay and display machines (multi-bay pay-and-display ticket spitters) located within the lay-bys along Lakeshore Road East, Port Street East, and on each side street adjacent to the commercial developments. Parking charges are also implemented in the high density condominium area in Port Credit through a program of parking pay and display machines (multi-bay pay-and-display ticket spitters) located within the boulevard on streets north of Lakeshore Road East, between Stavebank Road and Hurontario Street adjacent to the condominium developments. Parking charges in Clarkson are implemented in two lay-bys along Lakeshore Road West through pay and display machines.

Pay for parking is used to regulate prime storefront parking through enforcement of a maximum three-hour parking duration. This encourages more frequent vehicle turnover, which is necessary to ensure that prime storefront parking spaces are available for customers. Long-term customer and employee parking are encouraged in the municipal parking lots located throughout the BIA's. Removal of the charge for parking would also remove the incentive for employee and long-term parking customers to use the off-street parking lots.

As identified in City of Mississauga By-Law 518-92, the Port Credit BIA boundary ends at approximately 50 meters (164 feet) north of Lakeshore Road East between Stavebank Road and Hurontario Street. The BIA's request to waive paid parking in Port Credit only applies to the BIA area as identified in City of Mississauga By-Law 518-92. The paid parking area 50 meters north of Lakeshore Road East, between Stavebank Road and Hurontario Street is located outside the BIA boundary and direction on whether to waive paid parking in this area is also required.

To facilitate the waiving of parking charges in the Port Credit BIA and Clarkson BIA, Transportation and Works Department staff would 'bag' the pay and display machines on Lakeshore Road on November 25, 2021 and 'un-bag' the parking meters and pay and display machines on January 15, 2022.

Financial Impact

Parking charges waived within the BIA's from November 25, 2021 to January 14, 2022 will have the following impact in cost centre 24006 Lakeshore BIA Parking:

- An estimated revenue loss of \$35,000 if all parking meters are bagged or \$28,000 if only parking meters within the BIA boundaries are bagged, and these funds will not be realized in the Parking Reserve Fund 35351 Cash In-Lieu of Parking – Port Credit;
- An estimated revenue loss of \$500 will not be realized in the Parking Reserve Fund 35353 Cash In-Lieu of Parking – Clarkson; and
- Associated operational costs with the affected pay and display machines will continue to be assumed by the City are approximately \$8,000 to \$11,000, operating budget 24006-715636.

Conclusion

The Port Credit Business Improvement Area and the Clarkson Business Improvement Area have requested that parking charges be waived from November 25, 2021 to January 14, 2022. Waiving parking fees within the BIAs will result in an estimated parking gross revenue loss of \$35,500 or \$28,500 and a decrease in the funds realized in the Parking Reserve Funds for Port Credit and Clarkson; as well as impact the ability stimulate on-street parking turnover.

Attachments

Appendix 1: Location Map - Port Credit BIA Boundary Limits



Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works

Prepared by: Tomasz Brzeziak, C.E.T., Parking Coordinator