

City of Mississauga
Corporate Report



<p>Date: September 12, 2023</p>	<p>Originator's files:</p>
<p>To: Chair and Members of Budget Committee - Fees and Charges</p> <p>From: Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works</p>	<p>Meeting date: October 4, 2023</p>

Subject

Paid Parking Fees and Additional Paid Parking Locations

Recommendation

1. That the Traffic By-law 0555-2000, be amended in accordance with the corporate report entitled "Paid Parking Fees and Additional Paid Parking Locations" from the Commissioner of Transportation and Works and dated September 12, 2023, as follows:
 - a) To increase existing on-street paid parking fees by \$1.00 per hour, as outlined in Appendix 1;
 - b) To increase existing off-street paid parking fees by \$1.00 per hour, as outlined in Appendix 2;
 - c) To implement paid parking at additional off-street parking lots, as outlined in Appendix 2; and
 - d) To implement paid parking at additional on-street paid parking locations, as outlined in Appendix 3.
2. That staff be authorized to enter into discussions with the Credit Valley Conservation Authority and the Region of Peel to seek approval to implement paid parking at the parks outlined in the report from the Commissioner of Transportation and Works, dated September 12, 2023, and entitled "Paid Parking Fees and Additional Paid Parking Locations".
3. That the 2024 Business Plan & Budget incorporate funding for operating cost budget of \$188,000.
4. That 2024 Business Plan & Budget incorporate a new 2024 capital project PN# 24057 "Paid Parking Fees and Additional Paid Parking Locations" with a gross budget and net budget of \$250,000 and that funding be allocated from Parking Meter revenues Reserve Fund Account #35519.
5. That all necessary by-laws be enacted.

Executive Summary

- A general paid parking fee increase of \$1 per hour will align Mississauga's parking fees with parking fees in neighbouring municipalities.
- The implementation of paid parking is being proposed at non-paid Municipal Parking Lots and on-street locations as a method to manage parking demand and create additional revenues.
- Staff are requesting authorization to seek approval from Credit Valley Conservation Authority and the Region of Peel to implement paid parking at the parks listed in this report.
- In 2024 the implementation of the paid parking fee increase and additional paid parking locations indicated in this report is estimated to generate approximately \$1M in gross revenues and incur costs of approximately \$188K in operating and \$250k in capital.

Comments

The Parking Master Plan and Implementation Strategy (PMPIS), as approved by Council in 2019, contains an aggressive five-year implementation plan which outlines a number of initiatives which will review Municipal Parking's fee structure, product offerings, and assess additional opportunities for revenue creation. The review of the City's parking regulations and policies is currently being undertaken in the Parking Matters 2.0 project. This project will prepare a long-term strategy that will ensure the stability of Mississauga's parking fee structure and introduce dynamic pricing for areas of high parking utilization. However, in the interim, there is opportunity to increase parking fees and implement new locations of paid parking.

Parking utilization across the City at managed Municipal Parking facilities continues to grow to pre-pandemic levels.

The scope of paid parking initiatives outlined in this report is based on LT direction, previous Council Budget Committee discussions, individual Councillor de-briefings, and staff feedback; and, includes the following:

- A general increase of paid parking fees
- Implementation of paid parking at non-paid municipal parking lots
- Implementation of paid parking to select on-street locations

The paid parking initiatives indicated in this report will more than double the number of paid parking lots that are currently managed by Municipal Parking. If approved, a staged approach to implementation will be required and additional resources will be needed to successfully operate the parking lots.

Parking Fee Increase

The PMPIS includes recommendations to review and ultimately increase paid parking fees to values that are inline with other municipalities in the Greater Toronto Area (GTA). While the Parking Matters 2.0 project will recommend a strategy for the long-term management of parking fees, there is opportunity for a more immediate price increase to be implemented.

A comparison of Mississauga parking fees to those of other municipalities indicates that Mississauga's hourly parking fee is \$0.75 to \$1.50 less than the average hourly fee in those cities.

City	Avg. Parking Fee	Comparison to Mississauga
Mississauga	\$1.00/hr	-----
Burlington	\$1.75/hr	+ \$0.75
Oakville	\$2.00/hr	+ \$1.00
Toronto	\$3.50/hr	+ \$2.50
Oshawa	\$1.75/hr	+ 0.75
Kingston	\$2.00/hr	+ \$2.00

Based on the comparison above, an immediate fee increase can be accommodated within the current paid parking fee structure without affecting the fee recommendations which will be contained in the Parking Matters 2.0 project.

A fee increase of \$1.00/hr could produce additional gross revenues of \$1,000,000 per year. There is approximately \$150,000 in estimated one-time costs associated with the implementation of a fee increase for parking machine re-programming, signs, communications, and other costs.

Introduction of Paid Parking to Municipal Parking Lots and On-street Areas

The introduction of paid parking is recommended for municipal parking lots that are located within higher demand parking areas.

Municipal Parking Lot #3
Stavebank Road South

Municipal Parking Lot #4
3 Elmwood Avenue

Municipal Parking Lot #5
80 Port Street

Municipal Parking Lot #6

Municipal Parking Lot #7

Municipal Parking Lot #11

Budget Committee - Fees and Charges	2023/09/12	4
-------------------------------------	------------	---

182 Lakeshore Road West	5 Cayuga Avenue	278 Church Street
Municipal Parking Lot #12 5 Hiawatha Parkway	Municipal Parking Lot #15 20 Lakeshore Road East	Municipal Parking Lot #16 794 Lakeshore Road East
Municipal Parking Lot #19 129 Queen Street	Municipal Parking Lot #20 180 Broadway Street	Front Street (Marina Park)
St. Lawrence Drive (Lakefront Promenade Park)		

The implementation of paid parking at municipal parking lots in Port Credit, St. Lawrence Drive (on-street), and Front Street (on-street) was recommended in the City of Mississauga Parking Strategy – Phase II: Port Credit and Lakeview (Port Credit Parking Strategy) and represents an opportunity to provide greater management of high demand parking areas and stimulate additional parking revenues. Front Street and St. Lawrence Drive are both on-street parking areas that provide parking for high demand waterfront parks. Paid parking is required for these streets to manage parking demand from the adjacent parks.

Introduction of Paid Parking to Selected Parks Parking Lots

A number of Mississauga's destination parks experience higher parking demand than their parking lots can accommodate. This has led to parking issues at the parks themselves and in the areas surrounding these locations. This increased parking demand is not contained to the traditional peak park season as these parking lots are often used as general use parking lots throughout the year.

Paid parking is a common tool that is used by municipalities to manage parking demand at waterfront and destination parks and is currently utilized by a number of GTA municipalities including Toronto, Oakville, and Burlington.

As a method to manage parking demand, encourage parking turnover, and discourage longer-term general use parking; paid parking is recommended for the following parks.

Jack Darling Park	Richards Memorial Park	JC Saddington Park
Lakeside Park	RK MacMillan Park	Erindale Park
Riverwood Park		

The Parks Division is supportive of paid parking being implemented at these parks and has indicated that the paid parking program will need to accommodate the park permit program which allows permit holders to use a park for 8 or more hours per day.

In order to accommodate park permits and encourage higher turnover of casual park users, Municipal Parking recommends parking regulations for parks which allow a longer time stay, but employ an hourly fee structure consistent with paid parking fees at on-street and Municipal Parking lot locations.

Net yearly revenues from the paid parking program at these destination parks would be re-invested in parks and parking infrastructure by being placed in the Parks and Parking reserves respectively, and will be used for the development and improvement of parks and parking infrastructure.

These parks are leased fully or in part from Credit Valley Conservation Authority (CVC) and the Region of Peel. Staff have reviewed the corresponding leases between the City and these agencies and recommend that approval be requested from the CVC and Region for the implementation of paid parking and the installation of required parking infrastructure. Staff are requesting authorization from Council to enter into these discussions with the CVC and Region.

The implementation of paid parking at these locations would require additional capital, operating, and staffing resource. Staff estimate that capital funding of \$250,000, operating funding of \$65,000, and a Parking Technician will be required to meet the operations, maintenance, and customer service requirements of these paid parking installations. Staff estimate that these costs will be offset by parking revenue.

These resources are in addition to the resources requested in this report and will be requested when paid parking is implemented at the parks.

Additional Resources

The implementation of paid parking at additional municipal parking lots and on-street locations and a general paid parking fee increase will require operating and capital funding for initial installation, ongoing operations, maintenance, and repairs. These costs are outlined in the Finance section of this report and it is expected that costs will be recouped from revenues generated by these initiatives.

Timeline for Implementation

Implementation of these initiatives will be multi-faceted and will include physical installations, policy and by-law updates, and enhancement of existing customer service practices. Barring any pay and display parking machine supply or installation delays, it is estimated that the implementation of the parking hourly fee increase and installation of paid parking at the municipal parking lots and on-street areas indicated in this report will be completed by the end of Spring 2024.

Financial Impact

The implementation of the paid parking fee increase and installation of paid parking at additional locations as outlined in this report will require capital, operating, and operational support. The following table outlines the prorated 2024 and full year 2025 estimated revenues and costs.

	2024 Jun-Dec		2025 Full year			
Operating Budget	Municipal Parking	Fee Increase	Total 2024	Municipal Parking	Fee Increase	Total 2025
Other Operating Costs	38,000	150,000	188,000	65,000		65,000
Total Costs	38,000	150,000	188,000	65,000	-	65,000
Parking Revenue	490,000	583,000	1,073,000	840,000	1,000,000	1,840,000
Net Surplus	452,000	433,000	885,000	775,000	1,000,000	1,775,000
Transfer to/from Parking Meter Reserve			885,000			1,775,000
Net Impact to Tax			-			-
Capital Project funded from Parking Meter Revenues Reserve fund			250,000			

Notes:

- Municipal parking is revenue from new parking meters/lots
- Fee increase is current parking meter fee increase of \$1/per hour
- Capital project for purchase and installation of new parking machines

Net revenues created from these initiatives will be placed in the Parking Meter Revenues Reserve Fund to be used for the development of future parking infrastructure and enhancement of Municipal Parking services.

All estimated projections are based on current parking utilization levels.

Conclusion

While the Parking Master Plan and Implementation Strategy's five-year work plan contains a number of initiatives to increase parking revenues, there are opportunities that can be realized in advance of the completion of the Parking Matters 2.0 project. Inclusion of non-paid municipal parking lots in the paid parking program will provide demand management at those and create additional revenues.

Attachments

Appendix 1: On-street Paid Parking Fees

Appendix 2: Off-street Paid Parking Lot Fees

Appendix 3: Additional On-street Paid Parking Locations



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

Prepared by: Jamie Brown, Manager, Municipal Parking