



City of
Kelowna

PARKING MANAGEMENT

Rate, Fine and Fee Adjustments - November 2015



AGENDA

- ▶ Guiding Principles
- ▶ OCP
- ▶ Background
- ▶ Parking Rate Theory
- ▶ Competitive Market
- ▶ User Pay System
- ▶ Recommendations
- ▶ Next Steps



FOCUS ON SHORT-TERM PARKING

Focus on excellent short-term parking management to support higher turn-over while maintaining a governing role in long-term parking solutions

Rates must be sufficient to fund the true cost of providing parking. This will encourage private investment in parking infrastructure and a competitive marketplace



SELF-FUNDED SYSTEM

The parking system will continue to pay for itself (will operate under a user-pay cost recovery model)

Pay parking revenue will continue to fund all parking operations including asset renewal and equipment/infrastructure related to growth



CUSTOMER SERVICE AND FAIRNESS

Focus on customer service and fairness in parking practices by providing options, technologies and information

Multi-space pay stations will continue to be deployed that, along with the “PayByPhone” system, offers multiple payment options for customers and provides for merchant validation



WORK WITH INSTITUTIONS, BUSINESSES AND DEVELOPERS

The City will work with institutions, businesses and developers to plan solutions for parking management

The City will continue to work toward eliminating subsidization of off-street parking. This will allow private landowners and parking operators to take on a more active role in providing longer-term off-street parking



SUPPORT A BALANCED TRANSPORTATION SYSTEM

Parking will be used to support a more balanced transportation system

Ensuring that parking rates are aligned with transit will encourage greater usage of alternate modes of transportation

OCP GOALS

- ▶ *“Implement parking management programs that promote reduced car ownership, reduced car trips and increased use of active modes of transportation.”*
- ▶ Reduce community GHGs by 33% by 2020
- ▶ Target pricing for an hour of parking should exceed that of a single transit trip

BACKGROUND

- ▶ March 2015 - Transit Fare report
- ▶ New Transit Rates
 - ▶ \$70 adult monthly pass
 - ▶ \$5 two way transit trip
 - ▶ Effective September 1st 2015
- ▶ Council Report
 - ▶ Identified need to maintain alignment between transit and parking rates
 - ▶ Parking minimum 10% above transit

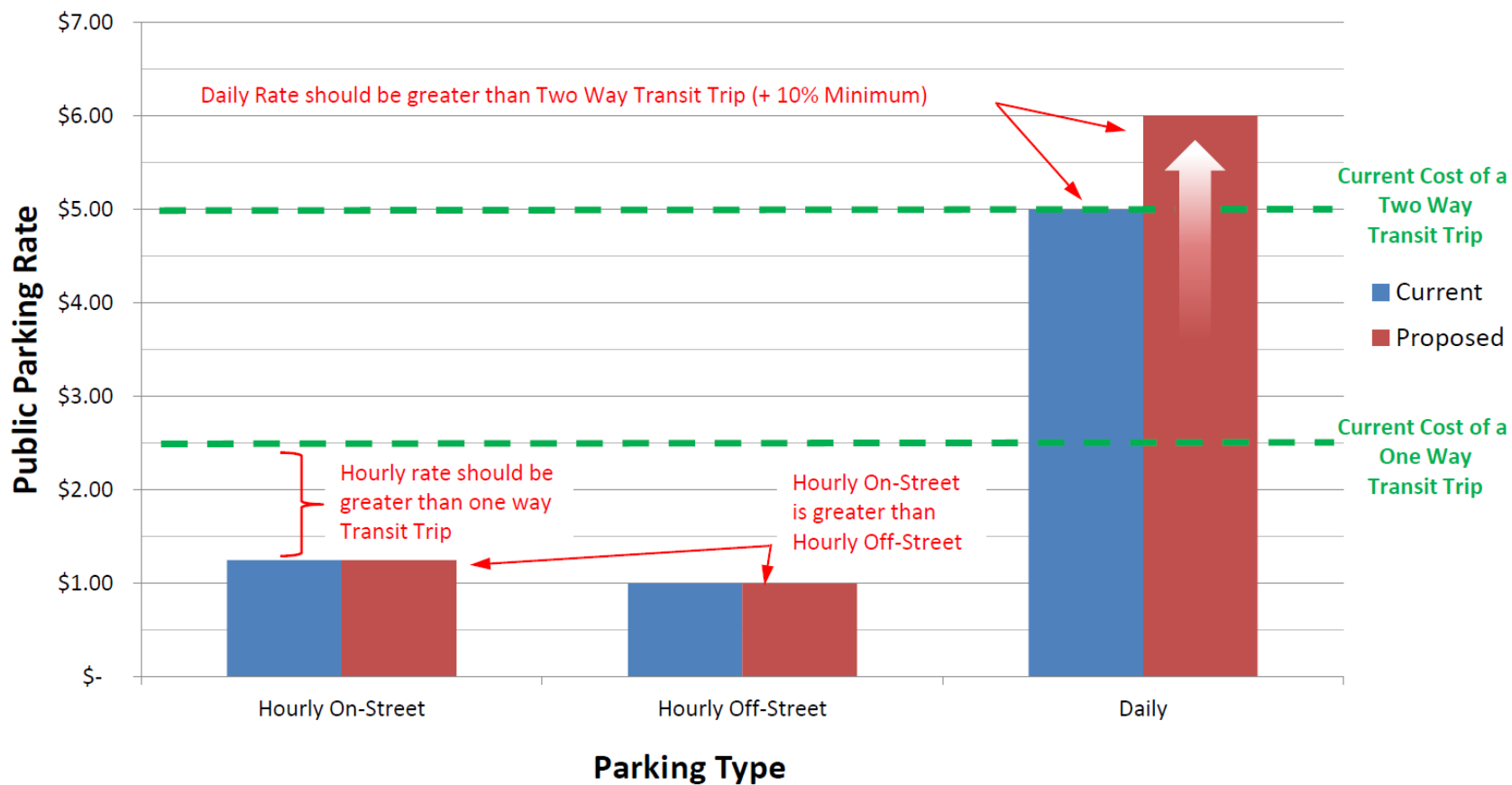
PARKING RATE THEORY

- ▶ Adequate rates encourage on-street turnover
 - ▶ 85% occupancy goal
- ▶ Promote a balanced transportation network
 - ▶ Pricing influences mode choice
 - ▶ Parking should be more expensive than transit to encourage use

PROPOSED RATE CHANGES

Type of Parking	Today	Recommended Base Parking Rates
Off-street		
Hourly	\$ 1.00	\$ 1.00 
Daily	\$ 5.00	\$ 6.00
Monthly	\$ 53.00 to \$ 66.00	\$ 62.00 to \$ 77.00
Reserved	\$ 99.00	\$ 116.00
On-street	\$ 1.25	\$ 1.25 

BASE PARKING RATE-TRANSIT MATRIX



COMPETITIVE MARKET

- ▶ Desire greater private participation
 - ▶ Encourage private investment

- ▶ Narrow rate gap
 - ▶ Eliminate subsidized off-street parking

COMPETITIVE MARKET

CURRENT LOCAL PRIVATE RATES

	Monthly	Hourly	Daily
Kelowna Private Lots & Parkades (Median Pricing)	\$85.00	\$1.00	\$6.00

PROPOSED CITY RATES

	Monthly	Hourly	Daily
City of Kelowna Owned Lots & Parkades	\$77.00	\$1.00	\$6.00

Difference - City vs. Private

	-\$8.00	\$0.00	\$0.00
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COMPETITIVE MARKET

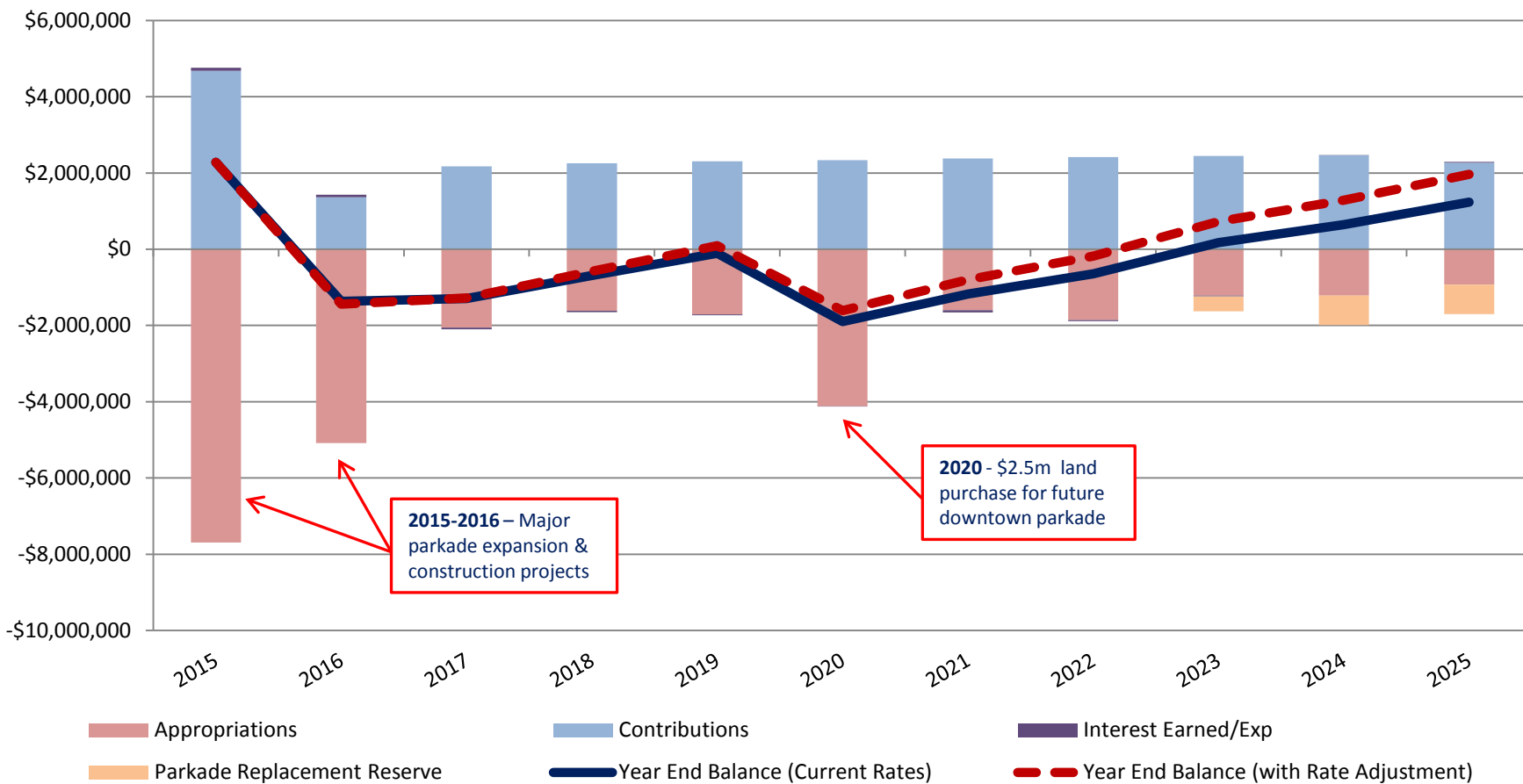
- ▶ Construction and operating costs for structured parking (with a 30 year recovery):
 - ▶ Construction
 - ▶ \$ 34,402 per stall - \$ 96 per month
 - ▶ Operating & Maintenance
 - ▶ \$ 311 per stall/yr - \$ 26 per month
 - ▶ Minimum Revenue Required
 - ▶ **\$ 122 per month/per stall****

** Not including enforcement costs, land acquisition, major maintenance or future facility replacement.

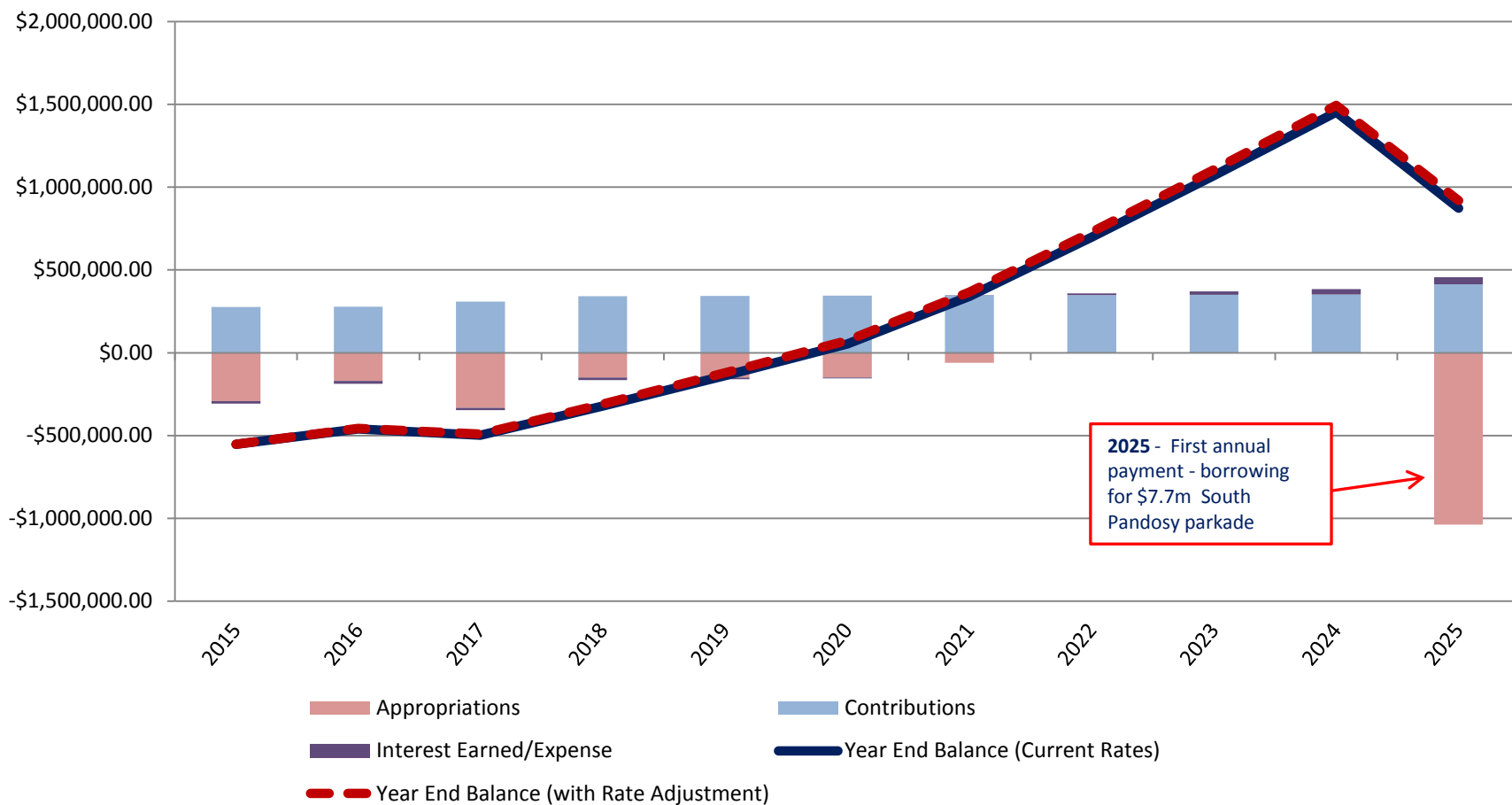
USER PAY - KEY FINANCIAL ISSUES

- ▶ Reserve funds depleted by infrastructure investments
 - ▶ Memorial Parkade
 - ▶ Library Parkade expansion
 - ▶ Osprey Parking lot
- ▶ Asset replacement costs now incorporated into capital planning

USER PAY - DOWNTOWN RESERVE



USER PAY - S. PANDOSY RESERVE



PROPOSED FINE ADJUSTMENTS

Offence	CURRENT			NEW		
	Base Penalty	Early Payment	Late Payment	Base Penalty	Early Payment	Late Payment
Parked off-street parking without pass	\$30.00	\$10.00	\$35.00	\$30.00	\$20.00	\$35.00
Expired parking meter	\$30.00	\$10.00	\$35.00	\$30.00	\$20.00	\$35.00
Expired parking meter - Dispenser	\$30.00	\$10.00	\$35.00	\$30.00	\$20.00	\$35.00
Parked outside metered space	\$10.00	\$ 5.00	\$15.00	\$20.00	\$15.00	\$25.00
Parked in same block	\$10.00	\$ 5.00	\$15.00	\$20.00	\$15.00	\$25.00

PROPOSED FEE AMENDMENTS

Fee Description	Current	New
Accessible Parking Permit <i>Permanent</i> , Valid for 3 Years	\$10.50	\$20.00
Accessible Parking Permit <i>Temporary</i> , Valid up to a maximum of 1 Year	\$10.50	\$20.00
Reserved On-Street Parking Permit (<i>Construction Meter Bags</i>), Per Stall/Per Day	\$ 5.00	\$11.00

NEXT STEPS

- ▶ **Immediate**
 - ▶ Public notification
 - ▶ Letters / e-mails sent to monthly parkers

- ▶ **February 1, 2016**
 - ▶ New Rates, Fees and Fine adjustments

STAY INFORMED

- ▶ Visit kelowna.ca/parking and sign up for e-Subscribe to stay informed and receive updates.

QUESTIONS?