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<b>TO:</b>	<b>CHAIR AND MEMBERS ENVIRONMENT AND TRANSPORTATION COMMITTEE MEETING ON NOVEMBER 16<sup>TH</sup>, 2009</b>
<b>FROM:</b>	<b>PAT McNALLY, P. ENG. GENERAL MANAGER OF ENVIRONMENTAL &amp; ENGINEERING SERVICES &amp; CITY ENGINEER</b>
<b>SUBJECT</b>	<b>FREE PARKING INITIATIVES</b>

**RECOMMENDATION**

That on the recommendation of the General Manager of Environmental & Engineering Services & City Engineer this report **BE REFERRED** to the 2010 Operating Budget process; noting that an annual revenue shortfall of \$455,000 is anticipated.

**PREVIOUS REPORTS PERTINENT TO THIS MATTER**

For additional information, please refer to the following committee reports:

1. February 19<sup>th</sup>, 2004, Environment and Transportation Committee - Item 10 "Parking Policies, Strategies and Initiatives Update";
2. November 26<sup>th</sup>, 2007, Environment and Transportation Committee - Item 4 "Parking Strategy Business Plan – 2008";
3. September 25<sup>th</sup>, 2008: Service Level Review Committee "Parking Business Plan"; and
4. September 28<sup>th</sup>, 2009: Environment and Transportation Committee - Item 5 "Parking Strategy Issues Update"

**BACKGROUND**

**Purpose:**

On October 6<sup>th</sup>, 2009 Municipal Council asked Civic Administration to determine the feasibility of providing:

1. Free permanent two-hour parking year-round on Saturdays; and providing, additionally,
2. Free permanent two-hour parking on Monday through Friday, inclusive, for the month of December.

All of the above would apply in the Downtown, Richmond Row and the Old East Village areas This report serves to respond to that direction of Council/

**Discussion:**

FREE PARKING ON SATURDAYS

Stickers will be placed on all 1,000 2-hour limit on-street parking meters in the Downtown, Richmond Row and the Old East Village areas (see Appendix "A"). The seven pay and display meters along Richmond Street have been programmed to display a "Free Parking 2 hour limit" message and they will not accept payment during this time.

**SATURDAY ONLY  
2 HOUR LIMIT  
FREE PARKING**

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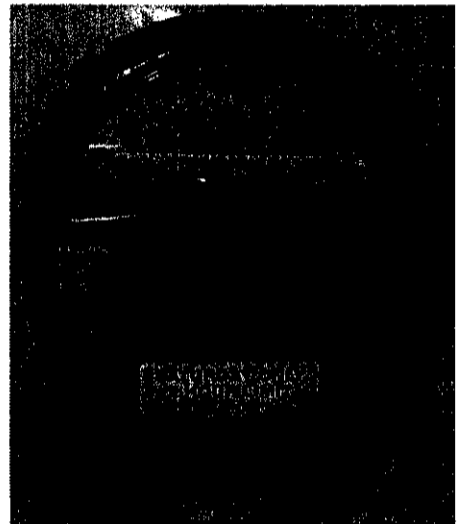
Not all of the parking meters within the above zone have a two hour limit. In order to address these variances the following is being done:

1. There are seven 30-minute and 50 4-hour parking meters within these areas. In order to avoid confusion 30-minute and 4-hour limit free parking stickers will be installed in the near future.
2. Evening parking rates with no time limit apply to the Richmond Street pay and display meters. Restricting drivers to the two hour limit will likely result in confusion; therefore, the meters will be programmed to display a "Free Parking" message and not accept payment on Saturday evenings.

As drivers become accustomed to the free parking offer and as the City migrates to more pay and display meters the estimated meter revenue shortfall will be **\$300,000**.

FREE PARKING IN DECEMBER

The Free Parking in December is being applied to the same area and in the same manner as the Free Parking on Saturdays area. In order to advise the public of the free parking offer news releases will be issued in addition to the advertising done by the business associations. Each individual meter within this zone will also have a small hood installed over the electronic mechanism advising the user of the free parking offer. These hoods will be installed starting December 1<sup>st</sup> and will be removed at the end of December. The pay and display meters on Richmond Street will be programmed to display a free parking message and not accept payment.



The estimated lost meter revenue in 2009 and future years associated with free parking in December is **\$155,000**.


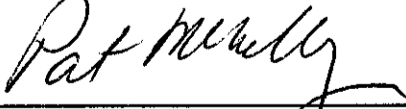

**Summary:**

Minor adjustments to the free parking offers are required to address the varying parking limits within the designated zones noted in 1 and 2 above which should mitigate any confusion by the user.

The 2010 Operating Budget was prepared prior to the above programs being approved by Council. The total estimated deficit in the net Parking budget associated with the above programs is **\$455,000** which represents a budget shortfall of 18%. This shortfall cannot be accommodated within the existing program resulting in an increased burden on the tax base funding. If the free parking programs are made permanent then it is recommended that this initiative be tabled as a "Service Growth" item during the Draft 2010 Operational Budget deliberations of Council.

**Acknowledgements:**

This report was prepared by Larry Scheer and Shane Maguire of the Parking & Traffic Signal Division.

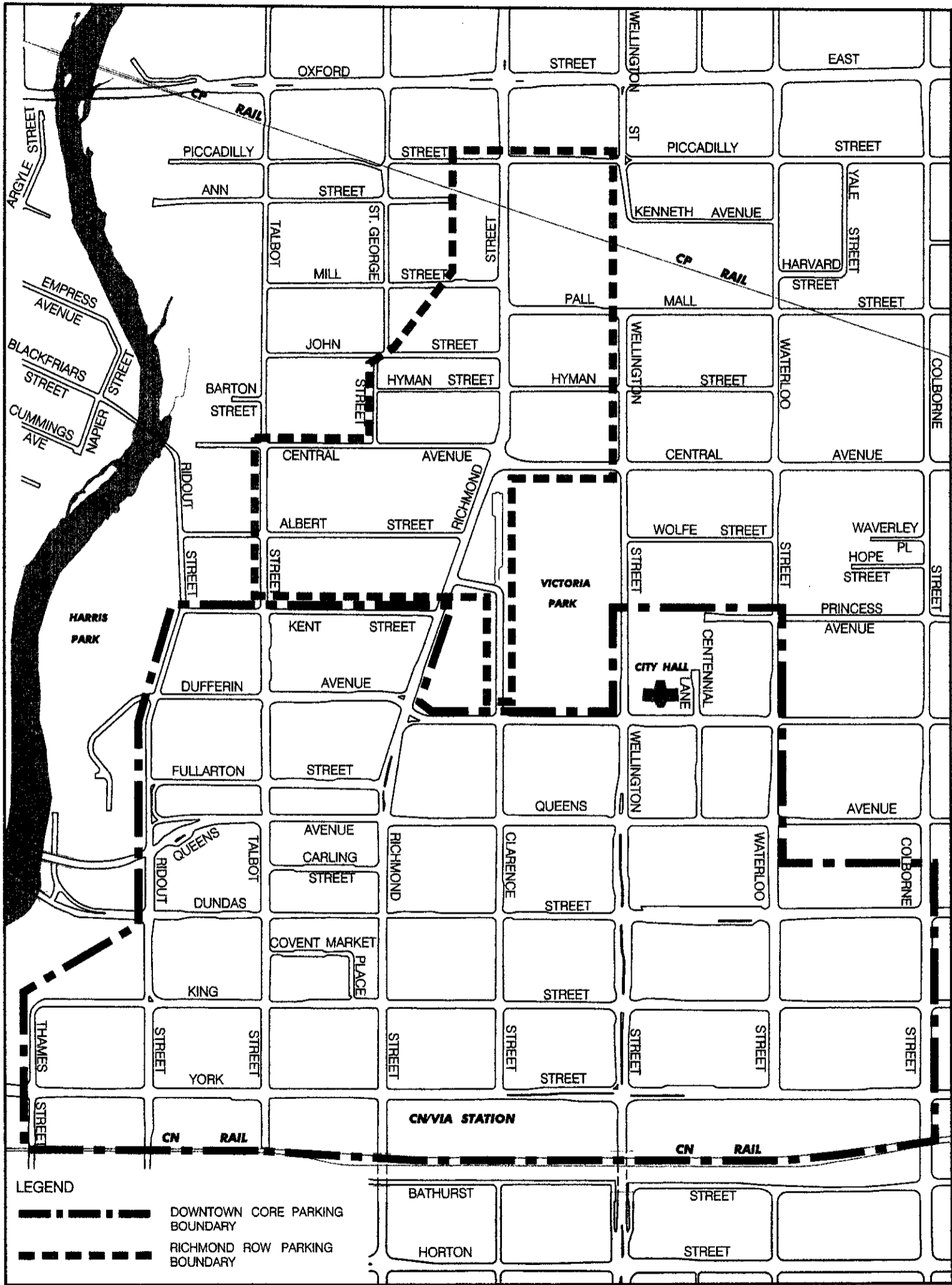
<b>PREPARED BY:</b>	<b>RECOMMENDED BY:</b>
	
<b>SHANE MAGUIRE, P. ENG.                  DIVISION MANAGER                  PARKING &amp; TRAFFIC SIGNALS</b>	 <b>PAT McNALLY, P.ENG.                  GENERAL MANAGER OF                  ENVIRONMENTAL &amp; ENGINEERING                  SERVICES &amp; CITY ENGINEER</b>


November 4<sup>th</sup>, 2009

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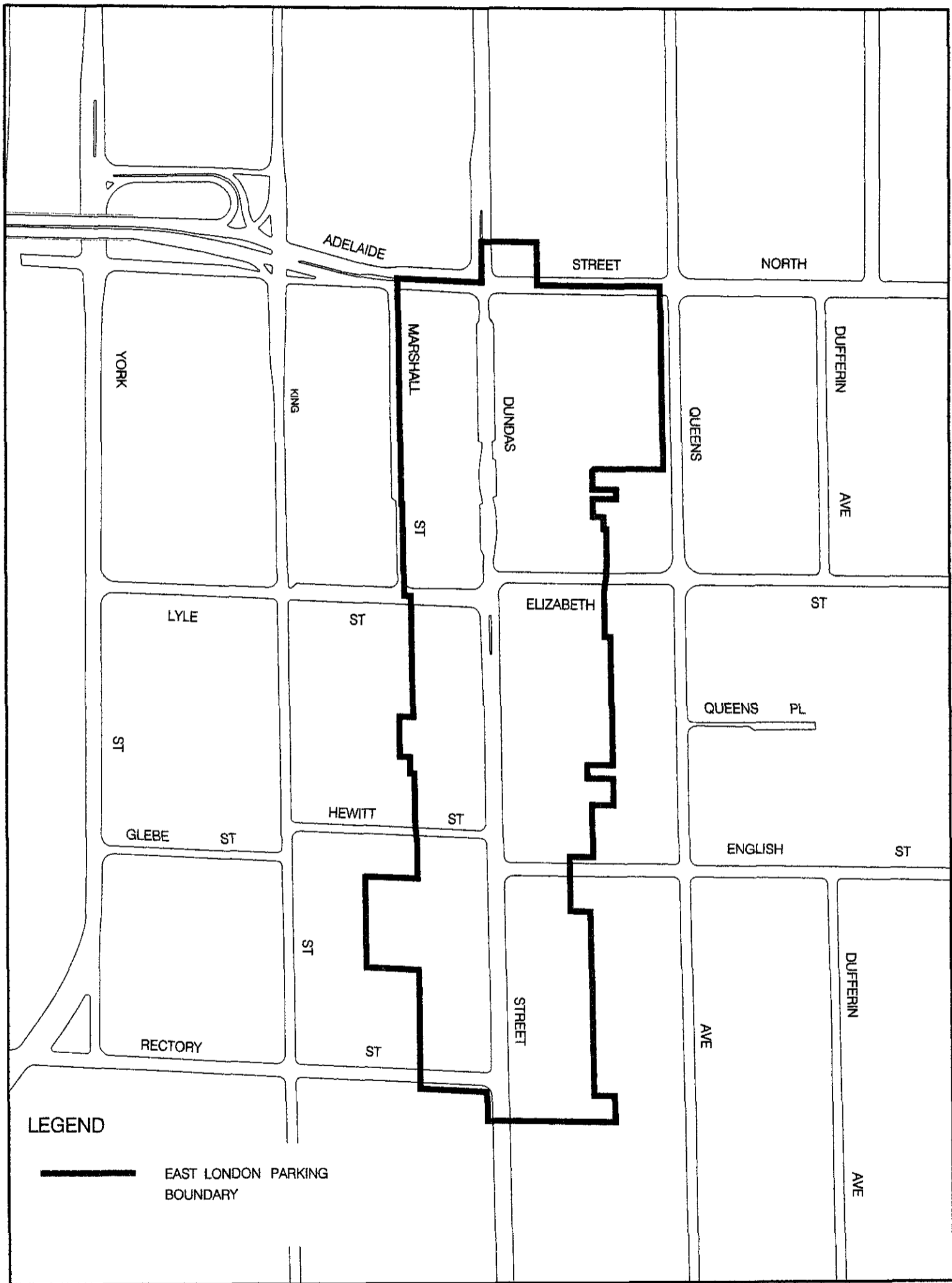
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<b>LOCATION MAP</b>			SHEET NO.
ENVIRONMENTAL AND ENGINEERING SERVICES DEPARTMENT			CITY OF LONDON
<b>PARKING ZONES</b>			DATE : 09/10/30

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<b>LOCATION MAP</b> ENVIRONMENTAL ENGINEERING SERVICES DEPARTMENT      CITY OF LONDON			SHEET NO. 2 OF 2
<b>EAST LONDON PARKING ZONE</b>			DATE : 09/10/30