

Transportation Report to
SPC on Transportation and Transit
2019 September 18

ISC: UNRESTRICTED
TT2019-0694

Parking Management Zone Change: Britannia

EXECUTIVE SUMMARY

The Calgary Parking Policies (Council Policy TP017) establishes a staged process for introducing parking management strategies. As areas experience parking congestion, hourly restrictions and then pricing areas are established to encourage the efficient use of parking in the area. Administration monitors areas of the city for parking congestion and reports to Council from time to time when policy warrants new pricing areas.

Increasing popularity, new businesses and nearby land redevelopment have increased parking pressure at the commercial node surrounding Elbow Drive and 49 Avenue SW. Studies conducted in 2018 and 2019 show that parking occupancy is significantly over the 80 per cent threshold set in the Council Policy. After analysis and meeting with stakeholders, adding the additional tool of paid parking is proposed as a practical and flexible approach to manage parking in this area.

ADMINISTRATION RECOMMENDATION:

That the SPC on Transportation and Transit recommend that Council:

1. Amend the Council Policy TP017 "Calgary Parking Policies" to add the new Britannia pricing area zone 25 as proposed in attachment 1.
2. Implement the changes in recommendation 1 by the end of December 2019.

PREVIOUS COUNCIL DIRECTION / POLICY

Council Policy TP017 "A Parking Policy Framework for Calgary", now called "Calgary Parking Policies" was approved in 2011. It contains a set of pricing areas where The City may use paid on-street parking as a parking management tool. This set of areas is modified over time as new areas are added or existing ones expanded, using a criteria and method established in the policy. The most recent pricing area change was made in May 2016.

BACKGROUND

Council approved the commercial on-street parking policies as part of "A Parking Policy Framework for Calgary" (Council Policy TP017) at the 2013 May 27 Regular Meeting of Council. This Council Policy has since been renamed "Calgary Parking Policies". The main objectives of these policies are to:

- Promote efficiency
- Set expectations and reduce uncertainty
- Ensure fairness
- Ensure consistency
- Provide predictability
- Provide transparency

Section 5.1.2 of Calgary Parking Policies includes policies guiding the creation of new paid parking areas and charging for parking in new time periods (defined as "parking management periods") in commercial areas. These areas and time periods are updated periodically as different areas of the city experience different parking pressures. This report addresses issues at and adjacent to the Britannia commercial node.

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INVESTIGATION: ALTERNATIVES AND ANALYSIS

Attachment 1 identifies the proposed new pricing area “zone 25”. Occupancy levels were measured by Calgary Parking Authority in ten locations across the proposed area to assess if pricing was warranted. Data was collected on multiple days in 2018 and 2019 covering the morning and afternoon periods of weekdays and Saturdays. The observed data shows that the occupancy levels are over 80 per cent for weekday mornings, weekday afternoons, Saturday mornings and Saturday afternoons.

Occupancy of Parking Spaces in Britannia and Surrounding Streets	
Period	Average Observed Parking Occupancy
Weekday 09:00-12:00	94%
Weekday 12:00-18:00	90%
Saturday 09:00-12:00	87%
Saturday 12:00-18:00	84%

While introducing charging in any time period or area is not popular, the intent of the policy is to make parking space available for those who are seeking to park in these areas at these times. The result of these changes will be to:

- Encourage people to park in less congested areas, access off-street parking, or come at less congested times.
- Reduce peak congestion, particularly by reducing ‘cruising’ for available on-street parking stalls.
- Encourage people to consider alternate travel options.
- Ensure spaces are available for those who want to come park at these times and are currently unable to find street parking (better turnover for businesses).

The surrounding residential communities of Britannia, Elboya and Windsor Park currently participate in the Residential Parking Permit program which mitigates spillover parking issues in the neighbourhood.

Stakeholder Engagement, Research and Communication

Administration contacted and met with property owners and businesses in the affected area to discuss current parking constraints and possible solutions to the problems they encounter daily. There is consensus that the pricing area as proposed is necessary and warranted. Some business owners are concerned that paid parking will be a deterrent to customers. Administration in partnership with Calgary Parking Authority have worked with interested businesses on possible solutions to these concerns.

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Strategic Alignment

Managing parking pricing through demand directly supports the Calgary Transportation Plan, more specifically 3.9.d: "Technology, time restrictions and pricing should be used for addressing parking demand issues, instead of increasing supply in existing areas of the city."

The solution recommended in this report is a direct application of Council Policy TP017.

Social, Environmental, Economic (External)

Social: A consistent approach to parking policy will ensure fair treatment for all businesses. Parking access should be improved for all users by providing a wider variety of parking options through more varied pricing and pricing periods responsive to demand.

Environmental: The focus on reducing vehicle cruising for parking spaces is anticipated to marginally reduce GHG emissions.

Economic: By encouraging turnover of on-street spaces customers are less likely to avoid the area due to a lack of parking supply, promoting business vitality.

Financial Capacity

Current and Future Operating Budget:

Calgary Parking Authority anticipates an increase in revenue due to the new pricing area. With the introduction of a pricing area, the community may also participate in the Parking Revenue Reinvestment Program, whereby a portion of parking revenue can be used to fund local improvements.

Current and Future Capital Budget:

Capital costs for signage, payment systems and enforcement activities will be accommodated within existing budgets.

Risk Assessment

There is risk that parkers may relocate to an alternate location where parking is available free of charge. This is weighed against the risks of minimal parking turnover during high-demand periods, increased parking congestion resulting from parkers searching for available on-street parking, and increased spillover parking on the surrounding residential communities. Spillover parking is also mitigated through work that landowners are completing independently to optimize their off-street spaces, which makes all parking in the area more efficient.

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REASON(S) FOR RECOMMENDATION(S):

Council Policy TP017 “Calgary Parking Policies” is intended to apply a fair and consistent approach to addressing parking concerns, that aligns to City strategy. The addition of a new pricing area in Britannia will improve efficiency in the street usage and improve long-term business vitality in this area.

If Council chooses to not approve the new pricing area, Administration will not bring forward a recommendation over the next three-year period for this area unless there are substantial changes to parking supply and/or demand, in accordance with policy 9.d.v in section 5.1.2 of the Calgary Parking Policies.

ATTACHMENT(S)

1. Attachment 1 – Zone 25 Britannia (DRAFT)