

Parking Management Zone Change - Bridgeland

RECOMMENDATION:

That the Infrastructure and Planning Committee recommend that Council amend Council policy CP2021-04 "Calgary Parking Policies" to replace the current zone map 21 with the map in Attachment 2.

RECOMMENDATION OF THE INFRASTRUCTURE AND PLANNING COMMITTEE, 2022 APRIL 20:

That Council amend Council policy CP2021-04 "Calgary Parking Policies" to replace the current zone map 21 with the map in Attachment 2.

HIGHLIGHTS

- Ongoing commercial development in the Bridgeland business area has expanded the footprint of commercial activities in the neighbourhood. With this growth there is increased parking pressure and Administration requires the additional tool of pricing to be able to manage parking consistently across the neighbourhood. Studies completed in 2021 support expanding where paid parking is used to better manage this parking pressure.
- *What does this mean to Calgarians?* Adjusting the parking management zone allows Administration to manage parking across this business area in a uniform and unbiased manner, guided by the policies outlined by Council. This will address the emerging issue, improving local parking conditions, parking efficiency and traffic.
- *Why does it matter?* Parking congestion in popular areas can be detrimental to surrounding businesses by discouraging customers from visiting if parking is often unavailable. Adjusting the parking management zone addresses this concern.
- Calgary's parking policy framework uses a spectrum of parking management tools to ease parking pressures in commercial areas. When maximum-time restrictions are no longer enough to manage parking pressure, the next stage in parking management is to add pricing.
- Policies for paid parking are outlined in Calgary Parking Policies (CP2021-04). This Council Policy calls for the use of data on an ongoing basis to measure parking demand and adjust prices to maintain parking efficiency and availability.
- The majority of the Bridgeland commercial area has paid parking today. This report seeks to adjust the paid parking area's boundary to better fit the area following recent community growth.
- Strategic Alignment to Council's Citizen Priorities: A well-run city

DISCUSSION

The Bridgeland-Riverside community has seen significant commercial and residential development over the past two decades. As new businesses move into the area, they attract more visitors and generate more parking demand. Many parts of this neighbourhood already use paid parking, approved in accordance with Council Policy. However, recent growth has pushed parking pressures beyond the current paid area. The result is an area with considerable parking congestion that Administration is unable to fully address.

Parking Management Zone Change - Bridgeland

Calgary uses a staged approach to parking management in commercial areas. By default, parking is not managed if there is no parking congestion. As parking pressures in a neighbourhood increase, maximum time limits are used to manage increased parking demand. When time limits alone cannot manage the parking issues, charging is the final stage used. The “Calgary Parking Policies” Council policy (CP2021-04) guides Administration in creating new paid parking areas and sets out what conditions warrant this stage of parking management. From time-to-time Administration reports to Council to adjust these areas or to add new ones following the approved Council Policy.

The main objectives of the policy are to:

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

Studies were conducted throughout the commercial portions of the Bridgeland-Riverside community in 2021 to determine how parking demand had shifted in recent years. The studies confirm that many blocks have the tools necessary to manage parking effectively but also show an area that warrants expanding the paid parking area. This area exceeds the 80 per cent occupancy threshold set by Council as shown in this data.

Occupancy of Parking Spaces in Expansion Area	
Time Period	Average Observed Occupancy
Weekday Morning	94%
Weekday Afternoon	95%
Saturday	100%

While introducing fees in any time period or area is not always popular, the intent of the policy is to make parking space available for those who are seeking to park and visit neighbourhood businesses. The result of these changes will be to:

- Ensure spaces are available for those who want to conveniently and dependably access street parking in the community,
- Reduce congestion, particularly by reducing ‘cruising’ for available on-street parking,
- Encourage people to park in less congested areas, access off-street parking, visit at less congested times and generally use the space more efficiently, and
- Encourage people to consider alternate travel options.

Parking Management Zone Change - Bridgeland

STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)

- Public Engagement was undertaken
- Public Communication or Engagement was not required
- Public/Stakeholders were informed
- Stakeholder dialogue/relations were undertaken

Consultation with the Bridgeland Business Improvement Area occurred through 2021 and 2022 and they are generally supportive of the zone expansion for the 7A Street area. A letter of support was provided as Attachment 3.

As with all paid parking conversations, there are a variety of perspectives on this issue. The Council Policy does not contemplate consensus when moving towards paid parking and it is acknowledged that some stakeholders may not support this transition.

IMPLICATIONS

Social

A consistent approach to parking policy ensures fair treatment for all businesses and residents. Parking access should be improved for all users by providing a more uniform and managed approach across the Bridgeland commercial area.

Environmental

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

Economic

Paid parking increases parking availability and reliability of parking for customers, improving parking availability and reliability. Therefore, customers are less likely to avoid the area because of unreliable parking availability.

Additionally, paid parking areas see additional benefit through the Parking Revenue Reinvestment Fund. This program returns a portion of parking revenue back to communities to invest in local priorities.

Service and Financial Implications

Increase in rates or fees

Up to \$1.25 per hour

The rate charged for parking will be consistent with the existing rate in the Bridgeland paid parking zone following the policies set by Council. These are currently between \$1.00 and \$1.25 per hour depending on the time/day during the time periods when paid parking is in effect.

Parking Management Zone Change - Bridgeland

RISK

As the majority of this neighbourhood already uses charged parking, there is minimal risk that this change will adversely affect local businesses.

There is risk in not approving this change, as parking pressure will continue without additional tools to manage it. This is expected to create additional traffic from drivers searching for on-street parking and may disproportionately harm the directly adjacent businesses compared to the rest of the neighbourhood.

ATTACHMENT(S)

1. Current zone 21 map page
2. Proposed zone 21 map page
3. Letter of support – Bridgeland BIA
4. Presentation

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Doug Morgan	Operational Services	Approve
Chris Blaschuk	Calgary Parking Authority	Consult
Michael Thompson	Infrastructure Services	Inform