

TO:	CHAIR AND MEMBERS CIVIC WORKS COMMITTEE MEETING TUESDAY, FEBRUARY 2, 2016
FROM:	GEORGE KOTSIFAS MANAGING DIRECTOR DEVELOPMENT AND COMPLIANCE SERVICES AND CHIEF BUILDING OFFICIAL and JOHN BRAAM, P.ENG. MANAGING DIRECTOR, ENVIRONMENTAL & ENGINEERING SERVICES AND CITY ENGINEER
SUBJECT:	FREE PARKING IN DECEMBER <u>UPDATE</u>

RECOMMENDATION

That, on the recommendation of the Managing Director, Development and Compliance Services and the Managing Director, Environmental & Engineering Services and City Engineer; this report **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

1. February 19th, 2004, Environment and Transportation Committee - Item 10 "Parking Policies, Strategies and Initiatives Update";
2. November 26th, 2007, Environment and Transportation Committee - Item 4 "Parking Strategy Business Plan – 2008";
3. September 25th, 2008: Service Level Review Committee "Parking Business Plan"; and
4. September 28th, 2009: Environment and Transportation Committee - Item 5 "Parking Strategy Issues Update"
5. November 16th, 2009: Environment and Transportation Committee - Free Parking Initiatives
6. November 3rd, 2015: Civic Works Committee – "Free Parking in December"

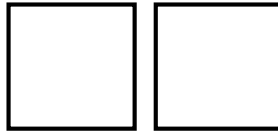
2015-19 STRATEGIC PLAN

The following report supports the Strategic Plan through the strategic focus areas of *Strengthening Our Community, Building a Sustainable City and Growing our Economy* by addressing the need for convenient short-term consumer/visitor parking which benefits businesses that rely on this parking.

BACKGROUND

In December 2008, free 2 hour parking was implemented in the Downtown BIA area and the initiative was expanded in 2009 to include Richmond Row and the Old East Village areas.

At the Strategic Priorities and Policy Committee meeting held on October 26, 2015, the Committee received an added communication to request delegation status by Janette



MacDonald, Downtown London. The Committee resolved that:

“That the communication dated September 24, 2015, from J. MacDonald, CEO and General Manager, Downtown London, requesting the City of London to provide financial assistance for Downtown London's proposed recruitment initiative, through MainStreet London, in the amount of \$200,000 annually, for four years from 2015 to 2018, BE REFERRED to the Civic Administration for review and report back; it being noted that the requested amount is an amount equal to the revenue that the City currently forgoes by providing free daytime parking downtown during December each year; it being further noted that the funding would be in return for Downtown London waiving its request for free parking in December for the above-noted four years, thereby making the funding request revenue neutral for the City of London; it being noted that the Strategic Priorities and Policy Committee heard the attached presentation from J. MacDonald, CEO and General Manager, Downtown London, with respect to this matter.”

At the Civic Works Committee held November 3, 2015 Civic Administration reported that it concurred with Downtown London that free December parking was not being utilized as it was intended in these two areas and resulted in less available short term parking during the month of December than the rest of the year and Civic Administration would report back the results of the revenue received during this time. The CWC recommended as follows:

That, on the recommendation of the Managing Director, Development and Compliance Services and the Managing Director, Environmental and Engineering Services and City Engineer;

- a) *the removal of free parking in Downtown and Richmond Row in December BE APPROVED; it being noted that the return of paid parking is supported by Downtown London;*
- b) *the parking meter revenues noted in a) above, BE INCLUDED in the Parking Services operating budget; it being noted that the additional revenue will help mitigate loss of other revenues; and,*
- c) *the Downtown London Proposal for funding of their new initiative BE REFERRED to the 2016 budget deliberations. (2015-T02) purpose of on-street parking meters is to manage short-term parking by creating turnover of the parking space. Businesses in the vicinity benefit by creating available parking for their customers and guests. Customers also benefit from parking stall turnover; by ensuring the most convenient parking is not utilized by employees. Two-hour free parking may benefit Downtown businesses; however, it is evident that workers are also taking advantage of the free parking. This reduces the available parking for customers which may ultimately negatively impact the businesses. Parking services regularly receives calls from frustrated motorists who complain that there is less available parking during December than throughout the year.*

FINANCIAL IMPACT

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During December 2015, parking services calculated the financial impact in meter revenue totaled \$158,896 in the Downtown and Richmond Row areas. It should be noted that in 2014, \$35,845 was received within these two business areas despite free parking as there was often confusion and some motorists did feed the meters. The 2015 net revenue over 2014 was \$123,051 in these two areas for December.

CONCLUSION

The removal of the on-street parking meter exemption for the Downtown London and Richmond Row areas in the month of December be continued in future years; noting no change to the Old East area.

Acknowledgement

This report was prepared by Annette Drost, Manager of Municipal Law Enforcement.

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