

TO: FINANCIAL MANAGEMENT COMMITTEE
FROM: GENERAL MANAGER ENGINEERING
SUBJECT: **ON-STREET PUBLIC PAY PARKING FEE RATE UPDATE – METROTOWN TOWN CENTRE**
PURPOSE: To provide information regarding on-street public parking utilization and to seek Council approval for the proposed on-street public parking fee rate increase within Metrotown Town Centre.

RECOMMENDATION

THAT the proposed parking fee rate increase effective September 30, 2024, and detailed in Section 3.0 of the report titled 'On-Street Public Pay Parking Fee Rate Update – Metrotown Town Centre' dated July 16, 2024, be approved.

1.0 POLICY SECTION

The following report responds to the City of Burnaby's Corporate Strategic plan and goals for a connected and dynamic community and is aligned with our Council-adopted policies, plans, and strategies within the Burnaby Transportation Plan, Connecting Burnaby.

2.0 BACKGROUND

The City of Burnaby currently operates approximately 1,100 on-street pay parking meters (or 2,200 on-street pay parking spaces) that are predominantly located within the four Town Centres, including Metrotown, Brentwood, Edmonds, and Lougheed. Additional parking meters are placed around BC Institute of Technology (BCIT) and industrial areas, including Lake City and Production Way SkyTrain stations.

The Burnaby Consolidated Fees and Charges Bylaw No. 14485, Schedule C6 – Parking Meter and Electric Vehicle Charging Meter Bylaw outlines the range for maximum parking fee rates between \$3.00 for 0.5 hours and \$6.00 for 1.0 hours. Depending on the location, the public currently pays between \$0.42 to \$3.00 per hour or \$5.00 per day to park in a metered space. The parking meter fee rate was last increased in 2020.

3.0 GENERAL INFORMATION

The goals for public pay parking initiatives, include the following:

- Achieve optimal parking occupancy rate to provide space usage to the public (for example, the typical industry best practice indicator is 85% on-street utilization);
- Encourage on-street parking turnover and availability to support visitors to local businesses;

- Encourage the usage of alternative modes of transportation to reduce both congestion and greenhouse gas emissions; and,
- Generate revenue to support and offset ongoing parking operations and maintenance.

According to the on-street parking fee rates within Metro Vancouver (refer to FIGURE 1), excluding the City of Vancouver, Burnaby is generally aligned with our neighbouring municipalities.

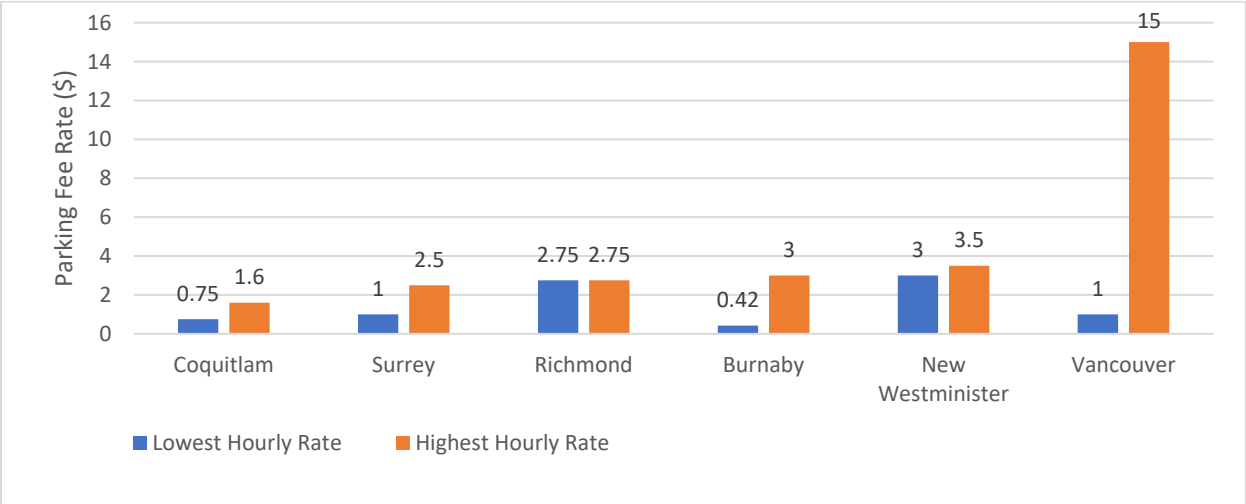


FIGURE 1: Parking Fee Rate by Municipalities

3.1 On-Street Pay Parking Review – Metrotown and Brentwood Town Centres

Based on observation and operations by Parking Services and Bylaws Enforcement, Metrotown and Brentwood Town Centres have the highest on-street parking usage. Typical parking utilization and occupancy data were collected through drone surveillance and confirmed with on-site observation at these two Town Centres. The drone footage was collected during the fall and summer seasons to reflect the various demands within these areas with parking meters. Through technical review, the data collected helped delineate the boundaries of areas (refer to Attachment 1) where overall on-street parking utilization is optimal, which includes the following streets.

Metrotown Town Centre

- Boundary Road (between Kingsway and Vanness Avenue)
- Patterson Avenue (between Central Boulevard and Mayberry Street)
- Kingsway (between Willingdon Avenue and Marlborough Avenue)
- Kingsway (between Wilson Avenue and Olive Avenue)
- Wilson Avenue (between Kemp Street and Grange Street)
- Hazel Street (between Nelson Avenue and McMurray Avenue)
- Beresford Street (between Patterson Avenue and Silver Avenue)
- Silver Avenue (between Beresford Street and laneway)

- Telford Avenue (between Beresford Street and laneway)
- Marlborough Avenue (between Kingsway and Newton Street)
- Newton Street (between Nelson Avenue and Marlborough Avenue)
- Bonsor Avenue (Central Boulevard and Driveway)

Brentwood Town Centre

- Rosser Avenue (between Lougheed Hwy and Halifax Street)
- Douglas Road (between Halifax and Buchanan Street)
- Madison Avenue (between Lougheed Hwy and Laneway)
- Madison Avenue (south of Dawson Street)
- Dawson Street (between Gilmore Avenue and Madison Avenue)

3.2 Pay-By-Phone Review

The Pay-By-Phone system accounts for approximately half of all on-street pay parking options. The total revenue generated can provide a perspective view for on-street parking demands based on the location and parking fee rate. For example, identical parking fee rates are used on various streets and the observed higher revenue streets are typically a result of higher utilization. Further details regarding revenue are provided in *Attachment 2* with the highest revenue generating streets listed below:

Metrotown Town Centre

- Kingsway
- Marlborough Avenue
- Beresford Street
- Silver Avenue
- Telford Avenue
- Hazel Street
- Grimmer Street
- Wilson Avenue

Brentwood Town Centre

- Buchanan Street
- Dawson Street
- Buchanan Street
- Rosser Avenue

Note that September 2023 is the highest revenue generating month in 2023. The summary of Pay-By-Phone data supports findings outlined in Section 3.1.

3.3 Next Steps

To support the overall initiatives for pay parking, including turnover, and to align with the Consumer Price Index (CPI), staff recommends increasing the pay parking fee rate within the Metrotown Town Centre only. The proposed increase are as follow:

- Short-Term Parking (2 to 3 hour maximum) – \$0.50 per hour
- Long-Term Parking (10 to 12 hour maximum) – \$1.00 per day

Overall, the fee rate increase is approximately 15% that would be effective September 30, 2024. As the proposed price increase is within the permitted range in the current Burnaby Consolidated Fees and Charges Bylaw No. 14485, Schedule C6 – Parking Meter and Electric Vehicle Charging Meter Bylaw, no additional amendments are required. See *Attachment 3* for the areas within Metrotown Town for the proposed rate increase.

Although some areas within the Brentwood Town Centre have high on-street parking usage, the pay parking rate is not recommended to be increased at this time due to the availability of parking spaces, and the optimal parking utilization threshold for most streets has not been achieved.

4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT

Not applicable.

5.0 FINANCIAL CONSIDERATIONS

The proposed on-street pay parking fee rate increase will generate additional revenue. Based on current usage, it is anticipated that \$150,000 additional revenue could be generated per year. Overall, approximately 600 on-street parking meter spaces will be adjusted with the new rate. The additional revenue will continue to contribute to the public pay parking operational and maintenance cost for the city.

Respectfully submitted,

May Phang, P.Eng., General Manager Engineering

ATTACHMENTS

- Attachment 1 – Observed Parking Utilization Map
- Attachment 2 – Pay-By-Phone Revenue Map
- Attachment 3 – Parking Fee Update Location Map

REPORT CONTRIBUTORS

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