

Transit Paid Park and Ride Pilot Project

Recommendation:

That Transportation and Public Works Committee recommend to City Council:

That the following motion passed at the March 24, 2010, Council meeting, "That Administration include an LRT Park and Ride Reserved Stall Pass Program for up to 18 percent of the parking spaces, on a one-year trial basis, as part of the preparation for the 2011 Operating Budget submission" be amended as follows:

by deleting "Administration include" and replacing everything after "spaces" with the following, "on a sixteen month trial basis, at four specified LRT Park and Ride lots starting in September with funding from generated revenue, be approved.

In order to consider this motion, a Councillor who voted on the prevailing side on March 24, 2010, must move to reconsider the March 24, 2010 motion and that motion must pass by a 2/3 vote, then the above motion may be considered.

Report Summary

The Paid Park and Ride pilot project has been fast tracked to commence in the fall 2010 to incorporate Edmontonian's seasonal travel patterns. The project will be extended to a sixteen month trial period.

Previous Council/Committee Action

At the March 24, 2010, City Council meeting, the following motion was passed:

That Administration include an LRT Park and Ride Reserved Stall Pass Program for up to 18 percent of the parking spaces, on a one-year trial basis, as part of the preparation for the 2011 Operating Budget submission.

Report

If the amendments are passed, the final motion will read:

That an LRT Park and Ride Reserved Stall Pass Program, for up to 18 percent of the parking spaces, on a sixteen-month trial basis at four specified LRT Park and Ride lots starting in September 2010 with funding from generated revenue, be approved.

Administration has developed a pilot project with the objective to implement by September 2010. This project has been fast tracked to incorporate Edmontonian's seasonal (fall) travel patterns to include the use of Paid Park and Ride. Offering paid parking during the fall return to work and school will provide commuters the opportunity to secure guaranteed parking.

The monthly parking passes (to be referred to as parking memberships) will cost purchasers \$42.53 (\$40.50 plus G.S.T.)

Parking members will have the option to purchase; monthly, three-month, six-month or annual parking membership.

The parking membership guarantees the purchaser access to a parking stall not a dedicated parking stall.

Four specified Paid Park and Ride lots or 721 Paid Park and Ride stalls (18

percent of the total Park and Ride stalls) have been identified and will be included in the pilot project. The parking lots and number of stalls are:

- Clareview 252 stalls
- Belvedere 117 stalls
- Stadium 168 stalls
- Century Park 184 stalls

Existing handicap parking stalls will remain free at the Paid Park and Ride lots. Attachment 1 highlights the parking lot diagrams.

Membership guarantees the purchaser reserved parking during weekdays from 6 a.m. to 5 p.m. including statutory holidays, while all stalls will be open to ETS customers to use free of charge on weekends and evenings.

The project's daily operations will be managed by a private operator, as ETS does not have the capacity to administer, enforce and manage ongoing customer inquiries. A formal request for proposal has been completed, and ETS is reviewing the proposals. The private operator's primary duties include selling and administering the parking memberships, managing customer inquiries/complaints and enforcing the Paid Park and Ride parking lots. An attendant at each parking lot will be on site to provide awareness, education and enforce paid parking.

Charging \$40.50 per month (plus G.S.T.) per paid parking stall, would net approximately \$260,000 to \$320,000 over a sixteen-month period assuming a utilization rate between 80 percent and 100 percent. Attachment 1 provides

detailed revenue projections. This equates to \$2 per day for each member.

The revenue generated will be used to fund the annual operation and maintenance of the Paid Park and Ride including the ongoing maintenance of the remaining Park and Ride operations.

Focus Area

The report relates to the City's

- "The Way Ahead"
- Shift Edmonton's Transportation Modes
- Ensure Edmonton's Financial Sustainability,
- Transform Edmonton's Urban Form Preserve
- Sustain Edmonton's Environment.

Justification of Recommendation

Implementing the program in September will provide the opportunity to take advantage of fall travel. This will offer secure paid parking for the return to work and school commuters.

Attachments

1. Paid Park and Ride projected revenues