

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: April 15, 2024
TO: Mayor and Council
FROM: Anne Berry, Director Planning and Development Services
SUBJECT: Proposed Annual Parking Decal Option for Non-White Rock Residents

RECOMMENDATION(S)

THAT Council

1. Receive for information the corporate report dated April 15, 2024 from the Director of Planning and Development Services titled Annual Parking Decal Option for Non-White Rock Residents.
 2. Approve the creation and sale of an Annual Parking Decal Option for Non-White Rock Residents on a Pilot basis.
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EXECUTIVE SUMMARY

At its meeting of June 26th, 2023, Council resolved that staff review and report back regarding a pilot project program for purchase of an Annual Parking Decal option for Non-White Rock residents.

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2023-282 2023-06-26	<i>THAT Council direct staff to review and report back regarding a pilot project program for purchase of an Annual Parking Decal option for Non-White Rock residents.</i>

INTRODUCTION/BACKGROUND

White Rock residents are eligible to purchase a pay parking decal which exempts them from hourly parking fees and provides added convenience since decal holders do not have to initiate parking sessions at a pay station or through an app.

It's intended that the free parking that the decal provides correlates with an increase in patronage for waterfront businesses, and that providing free parking to non-residents by way of a decal would encourage patronage from this user type.

Council have asked staff to create a pilot decal program that extends Decal privileges to non-residents.

Past Non-Resident decal initiatives:

In 2012, by recommendation from the Mayor's Pay Parking Task Force, Council implemented a Pilot Non-resident decal program at a cost of \$175 per decal. The decal was only good for use in the "off" season between November and April. Only 13 of these decals were sold and the Pilot was abandoned the following year due to a lack of sales.

In 2008, after consideration of selling a non-resident decal, Council instead chose as an alternative to provide free Monday-Thursday parking during the winter months.

Proposed Non-Resident Decal Program:

Per Council direction, staff have developed parameters for a Non-Resident Parking Decal Pilot Program. The proposed Non-Resident decal would be good for use year-round at the City's Waterfront pay parking locations on a pilot basis. As the main intent of providing free parking to decal holders is to encourage support of local businesses, Centennial Park and Peace Arch Hospital pay parking areas are not included. Fraser Health provides a parking discount to Hospital staff so the City's supply of Hospital area parking is intended to suit the needs of patients and visitors, and a decal exclusive to Centennial Park parking needs is already available to non-residents.

Should Council endorse the program, staff recommend that decal sales commence on June 3rd, 2024, and have an expiry date of December 31st, 2025. See maps below for parking location details.

Expected program Uptake:

How much a decal is used varies depending on the user. If used to cover the cost of 2 hours of waterfront parking - 3X per week – year round, the revenue impact would equate to \$1,200 per year. Based on this example and assuming it as a potential average amount of decal use in a non-resident scenario, staff recommend a similar purchase price of \$1,200. This amount will help limit the potential negative impact of Non-Resident decal use on City parking revenues. For comparative purposes, if a Decal is used to its maximum *conditions of use* potential of 4 hours per day - 365 days per year, a decals potential value equates to \$5,610.

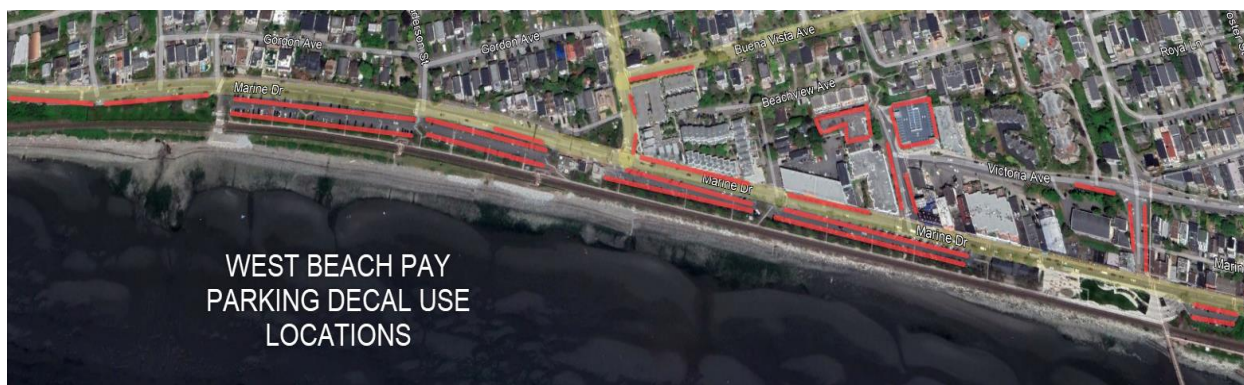
Due to the timing of the initiation of the Pilot program, staff recommend pro-rating the 2024 Non-Resident Decal to \$696.00.

Should the Pilot be deemed worthy of extension, staff recommend that the Non-Resident decal be good for use year round to encourage local business patronage in the off season months. Summer months are included since previous Non-Resident decal initiatives indicated there is little demand for a Winter use only decal.

It is important to note that Council recently increased the hourly parking rates at the waterfront in an effort to help increase revenues to off-set taxes for residents. Staff have taken this into

consideration when suggesting the non-resident decal purchase price. Given the potential for maximum decal use by a non-resident, staff also looked for comparisons to similar programs in other jurisdictions. While no specifically comparable program was identified, the Cities of Red Deer and Surrey had monthly parking passes for city owned parkades. Also, parking companies (owners of private parking lots) have programs for monthly parking purchase. Rates varied from approximately \$55 per month to \$200 per month depending on the location of the lot. The rate proposed by staff is comparable at \$100 per month (based on the yearly rate of \$1200). Given that the waterfront is a prime destination, staff believe this rate is reasonable.

Proposed locations for Non-Resident Decal Use (indicated by red lines):



FINANCIAL IMPLICATIONS

The revenue impact of selling a Non-Resident Decal is difficult to determine due to the nature of the decal program in that the decal can be used as often or as little as one wishes. When decal holders occupy a parking space, with the exception of the initial purchase cost, \$0 in revenue is collected from that parker or generated from that parking stall. Decal holders are not required to initiate their parking sessions, and therefore detailed data on their use is not recorded. As a result, any time-limit placed on decal use is difficult to enforce by reasonable/efficient means, and the financial impact of a pilot program may not be fully understood.

Council increased the Waterfront parking rates in 2023 in an effort to help offset tax increases to property owners. Though decal sales create revenue in and of itself, it's expected that decal use generally results in an overall loss in the City's parking revenues.

A goal of a Decal program is to encourage support of local businesses, though the intent of waterfront parkers varies. Decal holders may utilize free parking simply to visit local residents,

walk on the pier/promenade or while going to work as local staff, and in turn provide no direct financial benefit to waterfront businesses. Though providing free parking to non-residents may translate into increased revenues for waterfront businesses it may also result in a loss in the City's waterfront parking revenues.

The inefficient enforcement of pay parking as a result of decal enforcement leaves less time available for staff to patrol in other locations of the City which may result in a decrease in fine revenue, and it is expected that there will be added administrative needs and costs of implementing and managing a Non-Resident decal program.

Should the pilot be determined by Council to be successful, staff recommend modifying the decal program at that time to a program that would link decal registration to the vehicle license plate and require decal holders to initiate parking sessions via an app or at a paystation. Instead of a decal, staff recommend that in the future the City could then provide 'decal holders' with a discount to the hourly rate, in place of a physical decal.

LEGAL IMPLICATIONS

The amount of time needed to enforce decal use amongst pay parking stalls results in less time available to patrol other pay parking areas, Resident Permit Parking, Town Center time-limits and respond to Calls For Service. Providing non-residents with decals and the additional time required to enforce pay parking as a consequence may result in less overall compliance by the public to City Bylaws.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

White Rock residents may find it more difficult to find available parking, should non-resident decal use result in an increase in parking occupancy by those user types.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

Depending on the demand and amount of requests for non-resident decals, there is the potential for an increase in work load for administering decal sales by the Finance Department.

Enforcing decal use is more labour intensive compared to standard pay parking enforcement. An increase in the number of decals being used by parkers may slow parking enforcement efficiency, impacting other areas in the City.

CLIMATE CHANGE IMPLICATIONS

Parking decals may have the unintended effect of encouraging people to drive, which increases traffic congestion as opposed to parking fees which may motivate people to consider alternative/greener travel options.

ALIGNMENT WITH STRATEGIC PRIORITIES

While providing a Non-resident decal has no specific Strategic Priority goal, by encouraging more visitors it's expected to support a vibrant waterfront, which is in keeping with Council's Strategic Vision.

OPTIONS / ALTERNATIVES

The following alternative options are available for Council's consideration:

1. Maintain status quo by not implementing a Non-Resident Parking Decal program.
2. Implement any other cost for the Non-Resident Parking Decal at the expense of loss of revenues.

CONCLUSION

Council directed staff to develop a Non-Resident Parking Decal Pilot Program. Though there are concerns that non-resident decal use may result in a loss of parking revenue for the City, and is labour intensive to administer and enforce, the expectation that decal use in general will result in increased patronage of waterfront businesses can also be applied to non-resident decal use.

Respectfully submitted,

Reviewed and Approved by,



Ralph Volkens
Manager of Parking Services

Anne Berry
Director, Planning & Development Services
Acting Chief Administrative Officer