

TO: MUNICIPAL MANAGER 1991 MARCH 12
FROM: DIRECTOR ENGINEERING
SUBJECT: MANAGEMENT AND OPERATION OF THE
METROTOWN PARKING FACILITY
PURPOSE: To recommend a strategy for operation of the Metrotown
(Library) Parking Facility.

RECOMMENDATIONS:

1. THAT Council affirm the pricing strategy discussed in this report.
2. THAT Council authorize staff to solicit proposals for the operation and management of the parking facility in Metrotown.

REPORT

1.0 INTRODUCTION

At its meeting of 1991 March 04 staff presented a report outlining a strategy for management of the Municipal parking facility at the Metrotown Civic Complex. Staff's recommendations were derived from a consultant's study, and the Executive Summary of the study was annexed to the Council report. Arising from their consideration, members of Council raised a number of concerns which were referred to staff. These concerns centred on the proposed tariff structure and security, are discussed below.

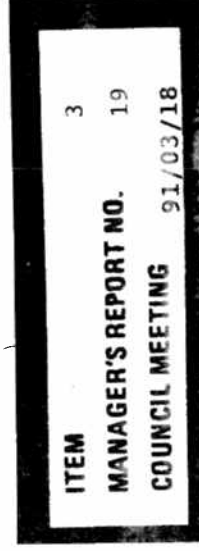
2.0 TARIFF STRUCTURE

2.1 Monthly Parking

A number of Council members felt that the monthly charge for Park-N-Ride use (\$20) was too low in comparison to Downtown charges and the fees at other facilities in Metrotown. The tariff structure at some other Metrotown locations is listed below.

Table 1: Commercial/Undercover Parking Charges in Metrotown

<u>Location</u>	<u>Hourly</u>	<u>Daily</u>	<u>Monthly</u>	
			<u>Random</u>	<u>Reserved</u>
1. Kingsway/Wilson (GVRD Building)	\$1	\$4	\$40	\$65
2. MacKay/Kingsway (Metropole)	n/a	n/a	\$35	\$50
3. Kingsway/Marlborough	\$1	\$2	\$25	\$35
4. Marlborough/Bennet (London Drugs)	n/a	n/a	n/a	\$50
5. Station Square	Free	n/a	\$40 (employee)	



It should be noted that the monthly parking spaces at the above commercial premises are typically let to building tenants or their employees. All of the facilities recently surveyed had spaces available (ie. there was no waiting list).

At the Municipal facility the Library employees will park free in a secured compound. There is at present no intent in the proposed tariff structure to compete against other employee parking. Rather the intent is to provide a transit supportive Park-N-Ride facility. The expectation was that the Park-N-Ride users would have to show a monthly transit pass to secure a monthly parking spot. We estimate that there are at present 300-400 Park-N-Ride commuters' vehicles on-street in the vicinity of SkyTrain stations in the Municipality. The price for parking on-street is nil unless it contravenes Street & Traffic Bylaw regulations. The low initial price proposed reflects this market price. The \$20 charge should also be combined with the \$67 per month cost for a Transit pass when considering Park-N-Ride relative to a car commute.

Because we are delving into a new market the consultant proposes monitoring of usage that would feed back to tariff adjustments as needed. An objective is to operate the facility so that it is well used but not over-capacity.

2.2 Discriminatory Pricing

The table below lists the proposed parking charges relative to user groups.

Table 2: Recommended Parking Prices for Different User Groups

<u>Duration</u>	<u>Price</u>	<u>User Group</u>
Short Term (up to 2 hours)	Free	-Library Patrons and Public
Medium and Long Term	\$1/hour up to \$4/day	-Library Patrons and Public
Long Term (Monthly)	Free (current policy)	-Library Employees (reserved area)
	\$20/month	-SkyTrain Park-n-Ride (reserved area)
	\$4/day	-Public (Metrown Employees)

The following concerns about the proposed price for user groups have been voiced.

2.2.1 "Library patrons who are students should have additional free time."

It would be difficult to operate the facility to allow for such a concession. Library staff would have to determine that a research student is bona fide and issue a date and time limited pass. We will review this possibility with Library management. We note that there was agreement that Library staff would sell the monthly Park-N-Ride pass.



2.2.2 "What would the price be on weekends and holiday."

Metrotown is an activity focus 7 days per week although 'traffic' is somewhat reduced on Sundays and Holidays. Whether the weekend parking charge should be nil, nominal or not reduced remains to be addressed through experience. Our expectation would be that the proposed weekday charges should be reduced to encourage usage. This pricing issue would be considered in the context of the monitoring and price adjustment process recommended by our consultant.

2.2.3 "Can we ensure that the parkade is not used by non-Burnaby residents."

We do not believe that it is practicable or necessarily desirable to exclude non-residents from the Civic parking facility. However we would expect that the majority of the potential user demand would be from Burnaby residents.

2.2.4 "What would the cost be for monthly parking other than Park-N-Ride."

At present as indicated by Table 2, the price would be \$4 per day or about \$84 per month. If the Municipality were to provide a price break for monthly parking an appropriate initial charge should be about \$40, reflecting the "market price" evidenced by Table 1 above. However Metrotown has good transit accessibility and it would run somewhat counter to Council's policy of discouraging car usage if a concession were made to car commuting.

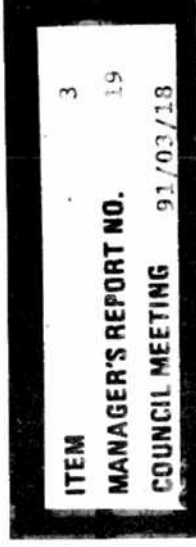
3.0 SECURITY

A number of Council members expressed concern regarding security and suggested the deployment of closed circuit television (CCTV) monitoring. On this matter our consultant wrote as follows:

"It should be recognized that full security for any parking operation can seldom be achieved, and that security measures should be considered as a deterrent instead of prevention of incidents and vandalism. It should further be recognized that attendants used in manned parking operations should not be used as security personnel, or their presence taken as an effective security measure. Generally, the duties of the attendants are confined to payment collection and access control. Fully qualified security personnel must be used for security measures.

For the security and operation of parking facility, the following measures should be implemented.

1. The provision of bright lighting.
2. The provision of an overhead security grille at the entrance and exit of the parking facility to provide security to the facility and equipment during non-operating hours; vehicular egress is normally allowed for after the exit is sealed by the grille by means of pneumatic loops, card readers or push-button equipment.



In addition to the provision of bright lighting and the security grille, the following measures can be considered:

110

1. The patrolling of the facility by qualified security personnel.
2. The installation of an alarm and/or telephone communication system.
3. The installation of closed-circuit television (CCTC) monitoring; the cameras must be monitored by qualified security personnel.

It should be noted that the installation of monitoring devices such as CCTV cameras and alarm systems, have liability implications on the operators. This point should be considered when implementing any security measures."

The consultant recommended against casual monitoring or passive (taped) camera surveillance. The presence of a surveillance camera raises the expectation by the public that there is continual monitoring (while the villains quickly learn that there is not). CCTV camera coverage cannot be 100% given parked cars, vans, and other blind spots. Accordingly it is more cost effective to deploy the security staff to patrol on-site rather than monitoring a video screen bank that does not provide total coverage. For the present we believe that initial patrolling of the facility by the Corps of Commissioners provides a higher than normal level of security. Staff will be reviewing security options and report to Council any changes proposed as appropriate.

4.0 DISCUSSION

The opening of the Civic parking facility raises operations and management issues that are new to the Municipality. Our consultant has addressed most of the concerns raised but because the "market" for parking in Metrotown is still developing an experiential learning approach to pricing is proposed. It is recommended that the facility should, at least initially, be operated by a parking management firm that would benefit from scale economies of operation as well as experience.

We anticipate that parking management firms would offer a range of contractual arrangements that balance our respective uncertainty and risk against revenue and profit. With Council's concurrence, we would invite parking management firms to offer this range to the Municipality. Thus staff could recommend the best firm/proposal combination to Council. To do this, our request for proposals would be relatively unrestricted by preconditions apart from the usual ones and the requirement that future significant variations in pricing policy be subject to Council approval.

If Council concurs with this approach, we could appoint a manager within six weeks if the process is expedited. Thus in the interim we will continue to restrict parking to Library patrons with hours of operation to coincide with Library hours. The Corps of Commissioners' security presence would be continued until staff are in a position to recommend a permanent security strategy to Council.

DIRECTOR ENGINEERING