



CITY OF ST. ALBERT
ADMINISTRATIVE BACKGROUNDER

TITLE: Campbell Road Park & Ride Pricing Structure

On April 24, 2017 Councillor MacKay provided notice in accordance with Section 23 of Procedure Bylaw 22/2016 that he intended to bring forward the proposed motion below.

In order for Council to debate the motion, the motion must be formally moved.

That Administration bring back to Council a pricing structure for parking at a future Campbell Park and Ride to ultimately be included in the Master Rates Bylaw.

BACKGROUND:

The majority of the parking at Campbell Road Park & Ride was originally proposed to be free to align with StAT's Long Term Department Plan. However, St Albert's regional transit partners (Strathcona & Edmonton) offer paid parking. StAT has always considered this as an option and incorporated this into the final design as well.

The intent is to have a number of different parking options to increase the attractiveness of the facility. Most of the parking will be free (tier 1) and will include handicap parking close to the terminal, as well as a kiss & ride area for passenger drop-offs. There will also be a small percentage of the total parking reserved for those that want to pay an additional monthly parking fee, to ensure a spot and have that spot in close proximity to the terminal area (tier 2). Depending on the final detailed design costs, the original plans also discussed a higher price premium parking product that included electrical plugs for vehicles (tier 3). This option may not be feasible within the current project, but will still be 'roughed in' so that when future funds are made available, this aspect of the design could then be incorporated.

The intent for paid parking (tier 2) is to have a reserved parking area that will be on a first come – first served basis, but the entire area will be reserved for monthly parking pass holders. Meaning, all parking in that particular area will be dedicated to customers who have purchased the monthly pass; but no particular spot is guaranteed or reserved.

For paid parking to be successful, there likely needs to be a significant demand for available parking spaces. The original objective, as mentioned, is to include a reserved paid parking area; but when this is implemented, this will be somewhat

flexible. The paid parking could be phased in after a year or two of operation (as parking becomes denser), or the Park & Ride could open with that new feature available on opening day. In either case, the pricing would not need to come forward prior to the 2019 Fees and Charges approvals by the City Manager.

For comparison, Strathcona Transit has approximately 8% of their total parking stalls set aside for customers who pay for the parking (in a preferred location). ETS has a significant shortage of Park & Ride locations so their solution is to charge more to discourage this type of use. Almost 34% of all Edmonton Park & Ride stalls are reserved for paying customers.

To sum up, Administration will be proposing a pricing structure for when the Park and Ride opens. The exact pricing and percentage of paid stalls will be determined once all factors have been weighed and considered over the next 10 months, prior to the 2019 Fees and Charges deadline.

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