



CITY OF ST. ALBERT ADMINISTRATIVE BACKGROUNDER

TITLE: CAMPBELL ROAD PARK & RIDE PRICING STRUCTURE

On May 23, 2017 Council passed the following motion:

“That Administration bring back to Council a pricing structure for parking at a future Campbell Park and Ride to ultimately be included in any applicable bylaws.”

BACKGROUND:

The City of St. Albert is currently in the early stages of construction of the new Campbell Road Park & Ride Transit Centre. The facility will offer 500 paved parking spaces and 300 unpaved spaces as well as the bus transfer area and heated shelter building. Although it was anticipated that the facility would open in the spring of 2019, discussions with ATCO Gas on the necessary relocation of a natural gas line that runs through the property will delay project opening to the summer of 2020.

It is not uncommon for Transit Agencies across the country, and in particular Edmonton and Strathcona County, to charge a fee to park in Park & Ride (PnR) facilities or a portion of them. Payment guarantees that a parking spot will be available for the permit holder within the preferred parking area.

After extensive consideration of parking fees being applied by regional and national agencies, and the extra advantages that some facilities offer (access to rail transit, vehicle plug-ins, etc.), Administration intends to designate a small portion of the Campbell Road Park and Ride, approximately 4%, as monthly paid preferred parking. This will allow for an assessment of public acceptance and of demand for paid parking. If the program is successful and oversubscribed, the number of paid stalls can be expanded in the future. Assigning more paid parking to start, in Administration’s opinion, could be viewed negatively by the residents and users of the facility. Also, the fee charged will be set with consideration of those set by our regional partners.

In accordance with City Council Policy C-FS-16, which states:

The City Manager shall:

- a. review and set fees for the programs, services, goods and requirements noted within this policy. The City Manager shall also advise Council annually of these fees during the budget process

- b. develop fees considering elements such as the direct or indirect costs of service and / or the costs of similar services in comparable organizations.

Administration will recommend a pricing structure and percentage of stalls to the City Manager for approval as part of the 2020 Fees & Charges.

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

All St Albert Transit users have had the opportunity to provide input through the 2018 Transit System Survey. 77% of passengers are not in favor of paying for preferred parking.

IMPLICATIONS

Financial:

Provides a stream of revenue to partially offset facility maintenance costs. Places an additional cost on the transit user for the certainty of having an available parking spot on a regular basis. There will be costs associated with printing products and administering the system.

Legal / Risk:

No associated legal risks. Paid parking is a common practice in the Transit industry.

Program or Service:

Potential to be viewed as preferential service dedicated to those with means to pay.

Organizational:

Creates the need to dedicate staffing resources to the administration of the paid-parking program. Additional staff positions are not anticipated.

ALTERNATIVES AND IMPLICATIONS CONSIDERED

Council may recommend an alternative course of action with respect to the establishment (or non-establishment) of paid preferred parking at the Campbell Road Transit Centre.

STRATEGIC CONNECTIONS

Council Strategic Priorities:

- 3.5: Complete the Campbell Park & Ride facility...
- 4.3: Explore non-traditional funding options...