
CITY OF KELOWNA

MEMORANDUM

Date: October 22, 2004
File No.: 5480-08

To: City Manager

From: Ron Westlake, Transportation Manager

Subject: On street parking meter replacement trial

Report prepared by Jerry Dombowsky, Transportation Demand Supervisor

RECOMMENDATION:

THAT City Council approve the issuance of an RFP for "Pay and Display" parking meters to be installed on Bernard Avenue on a limited trial basis with an option to purchase;

AND THAT Council approve the introduction of pay parking to Sunset Drive from Water Street to Manhattan Drive, and that it be included as part of the trial area;

BACKGROUND:

Current on street parking meters are aging and require replacement due to technological, financial management and practical issues. The 10 year Capital Plan has provision for this replacement, through utilization of the Parking Reserve fund. A 2004 budget request was approved by Council for this purpose.

The current on street meters are encountering difficulty with the millennium coin sets which make currency identification difficult. This results in consumers being incorrectly credited for parking paid, increased dissatisfaction due to frequent "out of order" problems. Vandalism of existing meters is frequent, problematic and causes significant loss of revenue and costs of repair. Audit of meter collections is not possible given current equipment deficiencies.

"Pay and Display" parking equipment is an on-street parking technology that provides numerous centrally located ticket dispensers which customers access to receive a time stamped ticket which is then displayed in their vehicle windscreen. Benefits to this technology include:

- complete coin set acceptance eliminating miscredits or out of order problems
- credit card capability increases customer payment options
- customers can take unused time with them to another stall location
- meters are programmable to eliminate confusion as to when parking payment is required
- two part ticket option reminds customers exactly when parking time will expire
- wireless communication from machines means out of orders are immediately reported
- cash collection time is dramatically reduced
- anti-vandalism features reduce maintenance costs and lost revenue from equipment "down time"
- improved cash box security
- financial audit capability is assured
- automated computer database of usage is logged and saved on a central server for future access

- individual meter posts are eliminated freeing up valued sidewalk space for other uses and improves the streetscape

A trial period of 12 months is proposed after which the decision to purchase could be made based upon customer, business owner, and parking management feedback. The request for proposals will set out a procedure that shares the risk associated with a trial period (the supplier will be reimbursed for a portion of depreciation and lease costs if the trial is unsuccessful for them). The entire pay area of Bernard Avenue is proposed to be equipped with Pay and Display machines as part of this trial.

Parking management's research has shown strong satisfaction in municipalities of all sizes that have moved to this parking technology. The Kelowna Parking Committee has recommended the selection of Pay and Display meters and a trial period. The Downtown Kelowna Association has also provided a letter of support.

Sunset Drive Pay Parking

Due to the development of commercial and residential on Sunset Drive and the amount of construction vehicle parking, the Transportation Division has received ongoing requests to provide parking management services from residents, business owners and Rotary Marshes park patrons. The eventual introduction of pay parking on Sunset Drive was originally contemplated with the development of the Prospera Place arena.

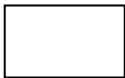
The business owners are in strong support of pay parking to encourage convenient customer access. Longer term parking is available in the adjacent Waterfront Park lot and on Recreation Avenue. All residential buildings on Sunset Drive have longer term visitor parking on-site.

Pay parking encourages vehicle turnover and availability to customers and short term visitors more than time restrictions alone. In addition, revenues from pay parking cover the cost of parking enforcement.

Sunset Drive is proposed to be part of the "Pay and Display" equipment trial as it is a good opportunity to test customer acceptance in a parallel parking situation.

Given the above rationale, Council's approval is respectfully requested.

Ron Westlake
Transportation Manager



Approved for inclusion:
John Vos
Director of Works & Utilities

cc: Paul Macklem, Director, Finance