
CITY OF KELOWNA

MEMORANDUM

Date: March 3, 2009
File No.: 0550-05
1611-01
To: City Manager
From: Deputy Director, Airport Operations
Subject: **AUTOMOBILE PARKING FEES –
KELOWNA INTERNATIONAL AIRPORT**

RECOMMENDATION:

THAT Council receive the Report of the Deputy Director; Airport Operations dated March 3, 2009;

AND THAT bylaw No. 10166 being Amendment No. 20 to City of Kelowna Airport Fees Bylaw No. 7982 be advanced for reading consideration.

BACKGROUND:

The airport is requesting approval of the following service and fee changes to Section 14.

Effective April 15, 2009:

14. AUTOMOBILE PARKING FEES

14.1 PARKING LOTS:

- | | | |
|-----|----------------|--|
| (a) | Short Term Lot | First 15 minutes free
\$1.00 for the 1 st hour or part thereof (includes first 15 minutes)
\$2.00 for each additional hour or part thereof to a maximum of \$12.00 per 24 hours
\$714.00 for "Gold Pass" a six month pre-purchase program. |
| (b) | Long Term Lot | First 15 minutes free
\$1.00 per hour or part thereof (includes first 15 minutes), to a maximum of \$8.00 per 24 hours and a weekly maximum rate of \$42.00. |

- (c) North End Lot & North Airport Way 1st 24 hours free
\$5.00 for each additional 24 hours or part thereof.

14.2 CURBSIDE PARKING METERS \$1.00 per 30 minutes

Note: All automobile parking fees include G.S.T.

The 2010 Development Program approved by Kelowna City Council in 2007 included a review of Parking Demand Management to address reallocation of parking resources following completion of Phase I Parking/Roadways.

The recently completed 2010 Phase I Parking/Roadways project increased curbside meter parking stalls to 29; Short Term Lot parking stalls to 597; and paved Long Term Lot parking stalls to 2241. The Parking Demand Management Study highlighted an in-balance between the Short Term Lot and Long Term Lot customer needs while maintaining our low cost model; recognition of the frequent airport user through an innovative product; a need to address an increase in short term passenger drop-off/pick-up; and a need to decrease GHG/Carbon footprint from private automobile GHG emission through innovative pricing incentives.

A resolution from the Airport Advisory Committee on November 7, 2008 accepted "the YLW 2009 Pricing Strategy (effective April 15, 2009) as presented and recommended forwarding to Kelowna City Council for adoption in early 2009."

The attached matrix of parking fees at airports of comparative passenger volume size to YLW indicates we will remain the lowest parking cost airport in this group.

The Short Term Lot rate daily maximum of \$12 is a 55% decrease on a weekly basis.

The frequent traveler is recognized through the introduction of the "Gold Pass" rate. The rate of \$714 for a six month Gold Pass which equates to \$119 monthly is set at 1/3 the monthly maximum equivalent. The prepaid Gold Pass will be vehicle and driver specific.

The "15 minute free parking" in the Short Term and Long Term lots is targeted at reducing the curbside idling for passenger drop-off/pick-up and the ring road drive around traffic. The Airport will promote use of the free 15 minute parking to encourage "cell call pick up" from an arriving passenger(s).

Marketing of the Parking Pricing Strategy (local media, Chamber of Commerce's, Airport Website YLW.AERO, YLW Connection Magazine) will include alternate transportation options to/from the Airport and initiatives to reduce GHG emissions from private automobile use.

FINANCIAL/BUDGETARY CONSIDERATIONS:

The projected increase to the Airport's parking revenue is \$471,500 and is based on a 26% increase in the number of stalls, a projected 3% increase in passenger growth, the increase to fees in the long term lot and the decrease to fees in the short term lot.

INTERNAL CIRCULATION TO: Financial Planning Director

Considerations that were not applicable to this report:

LEGAL/STATUTORY AUTHORITY: N/A

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS: N/A

EXISTING POLICY: N/A

PERSONNEL IMPLICATIONS: N/A

TECHNICAL REQUIREMENTS: N/A

EXTERNAL AGENCY/PUBLIC COMMENTS: N/A

ALTERNATE RECOMMENDATION: N/A

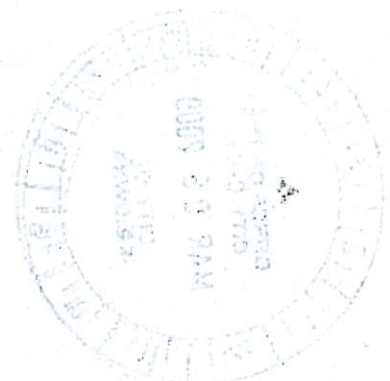
Submitted by:



D. Fuller
Deputy Director, Airport Operations

DF/cmm

Approved for Inclusion:



Airport to Airport Pricing Comparison after April 15/09:

Kelowna – (2007 rank #10 in pax volume, 1,363,391 pax's)

Curbside Parking Meters - \$1 per ½ hour

Short Term – *First 15 minutes free; \$1 first hour; \$2 per hour after the first hour; daily Max \$12.00 first 24 hours; "Gold Rate" \$119 per month.*

Long Term – *First 15 minutes free; \$1 per hour; daily Max \$8; weekly \$42 per week.*

Note: *April 15/09 changes in italics*

Victoria (2007 rank #9 in pax volume, 1,481,606 pax's)

Curbside Parking Meters – n/a

Short Term - \$2 for two hours (a credit of \$1 (50%) is given to each customer for use in ATB shopping)

Long Term - \$1 per ½ hour; \$15 per day for first five days; \$7 per day after first five days; first week Max \$89; subsequent weekly rate \$35 per week.

Note: Overflow Long Term Parking is pre-paid at same rates above.

Saskatoon (2007 rank #12 in pax volume, approx 1,035,000 pax's *no report to TC)

Curbside Parking Meters - \$1 per ½ hour

Short Term - \$1 per ½ hour; after first hour \$1 per hour; Daily Max \$9 (24 hours).

Long Term - \$1 per hour; Max \$9 (per 24 hours); Weekly special rate \$54.

Regina (2007 rank #13 in pax volume, 956,632 pax's)

Curbside Parking Meters - \$1 per ½ hour; Max two hours use.

Short Term – N/A

Long Term - \$2 per hour; Daily Max \$8 (24 hours); Weekly special rate \$48.

St. John's (2007 rank #11 in pax volume, 1,185,302 pax's)

Curbside Parking Meters – N/A

Short Term - \$1.25 per ½ hour.

Long Term - \$1.25 per ½ hour; Daily Max \$10; Weekly special rate \$50; Monthly parking pass \$59 per month, six month minimum contract.

Quebec City (2007 rank #14 in pax volume, 810,057 pax's)

Curbside Parking Meters – N/A

Short Term - \$1.75 per 15 minutes; Daily Max \$12 (24 hours); first 15 minutes free

Long Term - Daily Max \$12; Weekly special rate \$84.