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## 2019 OPERATING BUDGET BRIEFING NOTE

### King Street Transit Pilot: Parking Discounts

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#### Issue/Background:

- The King Street Transit Pilot was launched on November 12, 2017. The pilot is about moving people more efficiently on transit, improving public space, and supporting business and economic prosperity along King Street. The pilot aims to improve transit reliability, speed, and capacity on the busiest surface transit route in the city by giving transit priority on King Street from Bathurst Street to Jarvis Street.
- Initiated in December 2017, Toronto Parking Authority offers the equivalent of two free hours of parking (up to \$10) in support of the King Street Transit Pilot to encourage visits to local businesses, restaurants and theatres in the King Street area. Drivers may use a discount code when parking at any of the designated on-street and off-street parking locations when paying with the Green P mobile app.
- The discount for the King Street Transit Pilot was scheduled to end on January 2, 2019.
  - On December 4, 2018, Council adopted Item CC1.5 to extend the King Street Transit Pilot to July 31, 2019, in order to provide sufficient time for Council to consider the findings of the evaluation in the first quarter of 2019 and reach a decision on whether or not to make the pilot permanent prior to the start of Council's summer recess period. Item CC1.5: <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.CC1.5>
  - TPA is continuing to offer the parking discount to support local businesses during the extension of the King Street Transit Pilot with a final date yet to be determined.
- At its meeting on February 6, 2019, Budget Committee requested a briefing note from Toronto Parking Authority, in consultation with Transportation Services and City Planning, with the metrics of the parking discount and supporting data to assist City Council with reviewing whether the parking discounts are still necessary.

#### Parking Discount:

- As of December 31, 2018, the parking discount offered in support of the King Street Transit Pilot cost Toronto Parking Authority a total of \$509,520, with a total number of 78,868 uses in 2018.
- On average, the discount code was used 6,572 times per month at an average cost per use of \$6.46, resulting in a monthly impact of \$42,460 for Toronto Parking Authority.

- The average cost per discount use increased throughout the year, from \$5.39 per use in January to \$6.95 in December, reflecting an increase in the amount of time customers were staying in the King Street area.
- As visitors have been increasingly made aware of the discount availability the financial impact associated with the discount has continued to rise, with the current pace reflecting an annual impact of \$600,000.
- A preliminary estimate of the parking revenue in the pilot area as of June 30, 2018 was approximately \$5.9 million.
- The estimated impact in 2019 for the provision of the King Street parking discount for a six month period is approximately \$300,000. The cost of the discounts to Toronto Parking Authority in 2019 may increase, should the pilot be extended and should it be determined that the parking promotion would also continue.

#### **Additional King Street Transit Pilot Data:**

- The King Street Transit Pilot includes a robust monitoring and evaluation program. A wide range of data was collected both before and during the pilot to assess the impacts and benefits and inform the final evaluation for Council's consideration. A dashboard of key metrics has been published on a public-facing website regularly throughout the pilot.
- Findings from the evaluation will cover various metrics aligned with the project's three key objectives:
  - *Move People More Efficiently on Transit*
    - Transit reliability, speed and capacity
    - Multi-modal volumes, travel time, compliance rates and corridor throughput
  - *Support Business and Economic Prosperity*
    - Network traffic impacts and compliance rates
    - Curbside activity
    - Economic point-of-sale data
    - Parking utilization
  - *Improve Public Space*
    - Public realm programming
    - Noise, air quality and greenhouse gases
- A comprehensive evaluation report on the pilot will be brought forward to the Executive Committee in April 2019, inclusive of data collected on the pilot through to December 31, 2018.
- As of May 31, 2018, customer spending on King Street since the initiation of the pilot has seen slight growth (0.3%) from the average rate of spending over the same months from the year before. Average year-over-year growth in the same period was 5.7% for the area surrounding the pilot and 3.8% for the City overall.

- Drivers on King Street continue to access local businesses or residences, conduct loading and deliveries, and pick-up/drop-off passengers. Traffic previously using King Street has generally shifted to alternative east and west routes. Generally during the pilot project, average car travel times on most streets in the downtown vary less than a minute compared to before the pilot.
- Pedestrian volumes on King Street during the pilot project generally continue to be higher than on the same sections of Queen Street.

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Additional data and information including key metrics, staff reports, and studies on the King Street Transit Pilot can be located at the City of Toronto's dedicated webpage: <https://www.toronto.ca/city-government/planning-development/planning-studies-initiatives/king-street-pilot/data-reports-background-materials/>

**Date:** February 8, 2019