



## REPORT FOR ACTION

### Rate Changes - Off-Street Municipal Parking Facilities: Municipal Carparks 11, 12, 26, 36, 39, 49, 52 and 68

**Date:** January 24, 2019  
**To:** Board of Directors, Toronto Parking Authority  
**From:** Acting President, Toronto Parking Authority  
**Wards:** Ward 8 (Eglinton-Lawrence), Ward 10 (Spadina-Fort York), Ward 11 (University-Rosedale), Ward 12 (Toronto-St. Paul's), Ward 13 (Toronto Centre), and Ward 25 (Don Valley West)

#### SUMMARY

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As part of the City's 2019 budgeting process, and to align with recommendations forthcoming to the Budget Committee and City Council, Toronto Parking Authority (TPA) staff examined the impact of potential rate changes at some of its high-usage off-street parking facilities. It was identified that additional revenue could be generated by increasing the half hour rates at eight (8) parking facilities, including:

- Carpark 11 - 21 Pleasant Boulevard
- Carpark 12 - 30 Alvin Avenue
- Carpark 26 - 37 Queen Street East
- Carpark 36 - 110 Queen Street West (Nathan Philips Square)
- Carpark 39 - 20 Castlefield Avenue
- Carpark 49 - 30 Roehampton Avenue
- Carpark 52 - 40 York Street
- Carpark 68 - 20 St. Andrew Street (Kensington)

This report details the proposed rate changes and seeks TPA Board approval for rate adjustments at the off-street parking facilities as detailed in Table 1: *Proposed Half-Hour Rate Increases*.

## RECOMMENDATIONS

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The Acting President, Toronto Parking Authority recommends that:

1. The Board of Directors of the Toronto Parking Authority approve the parking rate adjustments for Carpark 11 (21 Pleasant Boulevard), Carpark 12 (30 Alvin Avenue), Carpark 26 (37 Queen Street East), Carpark 36 (110 Queen Street West, Nathan Philips Square), Carpark 39 (20 Castlefield Avenue), Carpark 49 (30 Roehampton Avenue), Carpark 52 (40 York Street), and Carpark 68 (20 St. Andrew Street, Kensington), as identified in *Table 1* to the report (January 24, 2019) from the Acting President, Toronto Parking Authority.
2. The Board of Directors of the Toronto Parking Authority direct Toronto Parking Authority staff to implement the rate changes by February 26, 2019.

## FINANCIAL IMPACT

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The proposed rate changes outlined in this report, when fully implemented are forecast to generate annual parking revenue of \$3,038,575, assuming parking demand patterns in these areas remain consistent with past utilization. There is some risk that the estimated revenue target may not be reached.

## DECISION HISTORY

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The Board of Directors of the Toronto Parking Authority, at its meeting of October 24, 2018, in considering the matter, "Rate Review 2018 - Off-Street Municipal Parking Facilities" (Item PA15.5) approved adjustments to parking rates at various Green P facilities based on a comprehensive annual review.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.PA15.5>

## COMMENTS

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Attachment 3 of the approved October 2018 report (Item PA15.5) outlined a comprehensive analysis of local competitor rates located within a 600 foot radius of major TPA facilities in the commercial centres of Toronto. This analysis was reviewed together with all of the applicable parameters for setting parking rates at TPA off-street facilities established in TPA Policy Resolution 2-1 "*Parking Rates Off-Street Facilities*" (refer to Attachment 1). Policy 2-1 sets out that the objective in delivering TPA's service mandate is applying parking rates in Toronto to provide high turnover, low cost, short-term parking, especially in commercial areas. The policy provides benchmarks which are intended to reflect this objective and provide guidance in the evaluation and setting of parking rates in any given carpark. Specifically:

- The guidelines note that the half hour rate should normally be less than 75 percent of the average of the nearby competitor rates; and,
- Actual rates may vary from these benchmarks but variances and their reasons should be clearly identified.

Based on this analysis, staff are proposing to increase the half-hour rate at eight facilities as detailed in the table below. Two of the carparks identified have proposed half-hour rates that will exceed the 75 percent threshold guideline:

- Carpark 11 - This facility was selected for a rate increase due to its high peak demand and utilization. Based on Attachment 1 of Item PA15.5, this facility experiences peak usage of 96% and is therefore an appropriate candidate for increased half hour rates; and,
- Carpark 52 - This carpark exceeds the 75% guideline by under \$0.10. For customer convenience and clear communication it is appropriate for this amount to be rounded.

*Table 1: Proposed Half-Hourly Rate Increases*

Carpark # and Location		Current 1/2 Hour Rate	Proposed Rate Increase (\$)	Proposed Rate Increase (%)	Proposed 1/2 Hour Rate	Average Competitor Rate	Proposed Rate as a % of Local Competitors	Incremental Annual Revenue Impact
11	21 Pleasant Blvd.	\$ 2.50	\$ 0.50	20%	\$ 3.00	\$ 3.50	86%	\$ 278,638
12	30 Alvin Avenue	\$ 3.00	\$ 0.50	17%	\$ 3.50	N/A	N/A	\$ 162,844
26	37 Queen Street East	\$ 3.00	\$ 0.50	17%	\$ 3.50	\$ 5.00	70%	\$ 605,173
36	110 Queen Street West (Nathan Phillips Square)	\$ 3.00	\$ 0.50	17%	\$ 3.50	\$ 5.21	67%	\$ 1,192,884
39	20 Castlefield Avenue	\$ 2.50	\$ 0.50	20%	\$ 3.00	\$ 4.00	75%	\$ 126,134
49	30 Roehampton Avenue	\$ 2.00	\$ 0.50	25%	\$ 2.50	\$ 3.50	71%	\$ 138,934
52	40 York Street	\$ 3.50	\$ 0.50	14%	\$ 4.00	\$ 5.23	76%	\$ 246,832
68	20 St. Andrew Street (Kensington)	\$ 2.00	\$ 0.50	25%	\$ 2.50	N/A	N/A	\$ 287,137
<b>Total Revenue Impact for the 2019 Operating Budget:</b>								<b>\$3,038,575</b>

## **CONTACT**

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## **SIGNATURE**

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Robin Oliphant  
Acting President, Toronto Parking Authority

## **ATTACHMENTS**

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Attachment 1: Toronto Parking Authority Policy Resolution 2-1 - "Parking Rates - Off-Street Facilities"

# ATTACHMENT 1: TORONTO PARKING AUTHORITY

## POLICY RESOLUTION 2-1 "PARKING RATES - OFF-STREET FACILITIES"

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### TORONTO PARKING AUTHORITY

#### POLICY RESOLUTION

**2-1**

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ITEM: **Parking Rates - Off-Street Facilities**

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#### **Objectives for Parking Rates**

Parking rates are set at levels which are expected to foster the general objectives of the Authority which are based on overall City objectives, namely to:

- encourage downtown commuters to park at suburban carparks and transfer to the subway;
- provide low cost short term parking, especially in the neighbourhood commercial areas;
- discourage long term parking, especially in the downtown and mid-town commercial areas and other commercial areas well served by transit.
- generate sufficient revenue to at least cover operating and administrative costs, and either recover past capital costs or allow for future capital costs under normal parking demand and expense conditions.

#### **Parking Rate Structure**

The basic rate is the half-hourly rate, but there are secondary components in the rate structure which complement this basic rate. These include:

- day maximum
- monthly permit price
- night maximum
- flat rate;
- special events

The day maximum is used only in carparks where the number of short term parkers is less than the number of spaces in a carpark, even at the busiest times of the day. This rate is intended to make use of space which would otherwise be unused.

The monthly rate is an extension of the day maximum concept, and is more fully described in the policy resolution on monthly parking permits.

The flat rate is only utilized in circumstances where a carpark serves as a special purpose parking location, or where it supports TPA scheduling.

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FIRST ADOPTED: 79-304 (PAT)

LAST AMENDED: May 15, 2018

LAST REVIEWED: May 15, 2018

BOARD APPROVAL REF: Mtg 11: May 15, 2018 Item PA11.3

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TORONTO PARKING AUTHORITY

POLICY RESOLUTION

2-1

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ITEM: **Parking Rates - Off-Street Facilities**

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**Guidelines and Benchmarks for Parking Rates**

The factors considered when determining new rates, or adjusting existing rates, are as follows:

- the objectives, guidelines and benchmarks, as noted herein;
- rates of nearby carparks, including those of the Parking Authority, and on-street meters;
- the existing and projected level of utilization and cost recovery of the carpark, and;
- annually where usage is below capacity, rate changes only subject to CPI adjustment.

Rates and charges shall be fixed for the use of any municipal parking facility, or part thereof, so that the revenue of the authority shall be sufficient to make all parking facilities under its control and management, self-sustaining, after providing for such maintenance, depreciation and debt charges as the TPA shall think proper.

The following benchmarks are intended to reflect the objectives of the Parking Authority and to provide guidance in the evaluation and setting of parking rates for any given carpark; actual rates may vary from these benchmarks, but these variances and their reasons should be clearly identified:

1. the half-hourly rate should normally be less than 75 percent of the average of nearby competitor rates
2. the day maximum should normally be not less than the average of nearby competitor rates (benchmarked to competitors' early bird rates where appropriate).
3. the monthly rate should normally be between fifteen and twenty times the day maximum

The Final decision on all rates and rate changes is made by the Board of Directors.

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FIRST ADOPTED:	79-304 (PAT)	BOARD APPROVAL REF:	Mtg 11: May 15, 2018 Item PA11.3
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