

VMC Sub-Committee Report

DATE: Wednesday, October 4, 2023

WARD: 4

**TITLE: VAUGHAN METROPOLITAN CENTRE (VMC) PARKING PILOT
UPDATE AND RECOMMENDATIONS**

FROM:

Haiqing Xu, Deputy City Manager, Planning and Growth Management

ACTION: DECISION

Purpose

To provide an update on the implementation of the two-year Council-approved paid on-street parking pilot project (Pilot Project) in the Vaughan Metropolitan Centre (VMC). This report also seeks Council approval to extend the project beyond the initial two years for three more years, for a total of five years, as well as approval for additional recommendations to improve and expand the Pilot Project to new streets within the VMC.

Report Highlights

- In 2020, Council approved a two-year Pilot Project in the VMC Mobility Hub that was implemented on New Park Place, Apple Mill Road and Buttermilk Avenue.
- The Pilot Project is recommended to be extended for three more years and be implemented on all applicable new VMC streets.
- Amendments are required to the existing parking by-law to permit parking on Autumn Harvest Road, Mable Smith Way, Millway Avenue extension, White Elm Road, Maplecrete Road and Doughton Road extension.
- The City will need to amend existing agreements and enter into new agreements with landowners to implement the Pilot Project on any new unassumed streets for the duration of the Pilot Project.

Recommendations

1. That the on-street parking Pilot Project be extended for three more years and be implemented on all applicable new VMC streets, illustrated in Attachment 1 of this Report, as they are constructed;
2. That Council approve the increase of parking permit rates within the Pilot Project from \$3.00 to \$3.75 per hour;
3. That Parking By-law, 064-2019, as amended, be further amended to include Bent Tree Drive, Autumn Harvest Road, Mable Smith Way, Millway Avenue, New Park Place, White Elm Road, Maplecrete Road and Doughton Road, in accordance with Attachment 2 of this Report;
4. That Traffic By-law 284-94 as amended, be further amended to include cycling facilities on Autumn Harvest Road, Maplecrete Road, Doughton Road, Millway Avenue, Commerce Street, Interchange Way E-W and Interchange Way N-S, and to designate the use of cycling facilities by power-assisted micromobility vehicles in addition to bicycles, in accordance with Attachment 3 of this Report;
5. That Council authorize the City Manager to execute an amending agreement, and any further amending agreements, amending the previously executed written agreement with Penguin-Calloway (Vaughan) Inc., to remove Buttermill Road and expand the implementation of the Pilot Project on the following unassumed roads and any other unassumed roads owned by Penguin-Calloway (Vaughan) Inc. within the VMC that the Director, Policy Planning and Special Programs determines are appropriate to include in the Pilot Project throughout the duration of the Pilot Project in accordance with this Report and in a form satisfactory to Legal Services:
 - a. Bent Tree Drive from Jane Street to Millway Avenue; and
 - b. New Park Place from Commerce Street to the North-South Mews;
6. That Council authorize the City Manager to execute agreement(s), and any agreements that may be required to amend said agreement(s), between the City and the owner(s) of the following unassumed roads (or those who are responsible for those roads until assumed by the City), throughout the duration of the Pilot Project, to enable the implementation of the Pilot Project in accordance with this Report and in a form satisfactory to Legal Services:
 - a. Autumn Harvest Road from Mable Smith Way to Millway Avenue;
 - b. Mable Smith Way from Interchange Way to Autumn Harvest Road;
 - c. Millway Avenue from Interchange Way E-W to Autumn Harvest Road;
 - d. Maplecrete Road from Doughton Road and Future Freshway Drive;

- e. Doughton Road from Commerce Street to Interchange Way N-S;
 - f. Doughton Road from Maplecrete Road to 100 metres west of Maplecrete Road; and
 - g. White Elm Road from Maplecrete Road to Creditstone Road; and
7. That Council authorize the City Manager to execute agreement(s), and any agreements that may be required to amend said agreement(s), between the City and other landowners (or those who are responsible for the subject roads until assumed by the City) to implement the Pilot Project on unassumed roads and any other required roads within the VMC that the Director, Policy Planning and Special Programs determines are appropriate as they are constructed throughout the duration of the Pilot Project in accordance with this Report and in a form satisfactory to Legal Services.

Background

The volume of traffic in Vaughan continues to grow as more people make Vaughan their home, business areas continue to flourish and expand, and more visitors come to the City for business and leisure.

In 2020, Council approved a two-year on-street paid parking pilot project (Pilot Project), with an extension of three years on a yearly basis, on three streets in the VMC Mobility Hub. The Pilot Project was implemented on New Park Place, Apple Mill Road and Buttermilk Avenue, as identified in Attachment 1 of this Report.

The objective of the Pilot Project was to introduce short-term on-street parking to address the rising demand for on-street parking in the City's downtown due to the rapid growth in the VMC Mobility Hub and the overall development of the downtown. More specifically, the Pilot Project aimed to provide short-term, accessible, and convenient on-street parking adjacent to key destinations for residents, businesses, delivery operators, transit passenger pick-up/drop-off activities, taxis, and transportation network companies.

The Pilot Project was launched on October 25, 2021, and was supported by a comprehensive communications and marketing strategy. City staff worked closely with the vendor, Precise ParkLink, and the City's Corporate and Strategic Communications department to rollout a public communications campaign that included:

- A dedicated [project webpage](#) managed by the vendor providing details about the project, frequently asked questions and contact details
- City website content
- Media outreach
- Paid social media, organic social media and videos

- Digital marketing
- Digital signage and corporate channel graphics.

Since the launch, regular update reports on the Pilot Project were brought to the VMC Sub-Committee in 2022 and early 2023. The project seems to be successful in achieving its objectives to provide short-term parking and manage demand from residents, businesses, and visitors to the VMC.

In addition to the Pilot Project, staff have undertaken a number of initiatives to ensure that there is adequate parking to respond to the City's growth, such as the Parking Governance Study (in progress). Staff are collaboratively working towards development of integrated parking solutions that best enable safe and effective traffic flow throughout the City.

Previous Reports/Authority

[VMC Capital Projects and Implementation Plan Update April 2023](#)

[VMC Capital Projects and Implementation Plan Update September 2022](#)

[VMC Capital Projects and Implementation Plan Update November 2021](#)

[VMC Capital Projects and Implementation Plan Update November 2020](#)

[VMC Pay-And-Display On-Street Parking Pilot Project June 2020](#)

[VMC Current Parking Conditions and Strategy for Management June 2019](#)

[VMC Implementation Plan and Priority Infrastructure Project Update March 2019](#)

Analysis and Options

Per previous council approval, the Pilot Project is recommended to be extended for three more years and on all applicable new VMC streets

The Pilot Project has been successfully operating on the three existing streets in the VMC Mobility Hub for nearly two years as of October 2023. Since the day of implementation up to July 2023, the Pilot Project has generated approximately \$182,000 in revenue whilst costing approximately \$98,000 in operations and maintenance, which equates to a profit of approximately \$84,000 (approximately \$7,500 per month since August 2022). The breakdown of monthly revenue generation, illustrated in **Figure 1**, identifies a steady increase in on-street parking usage as the project becomes more established.

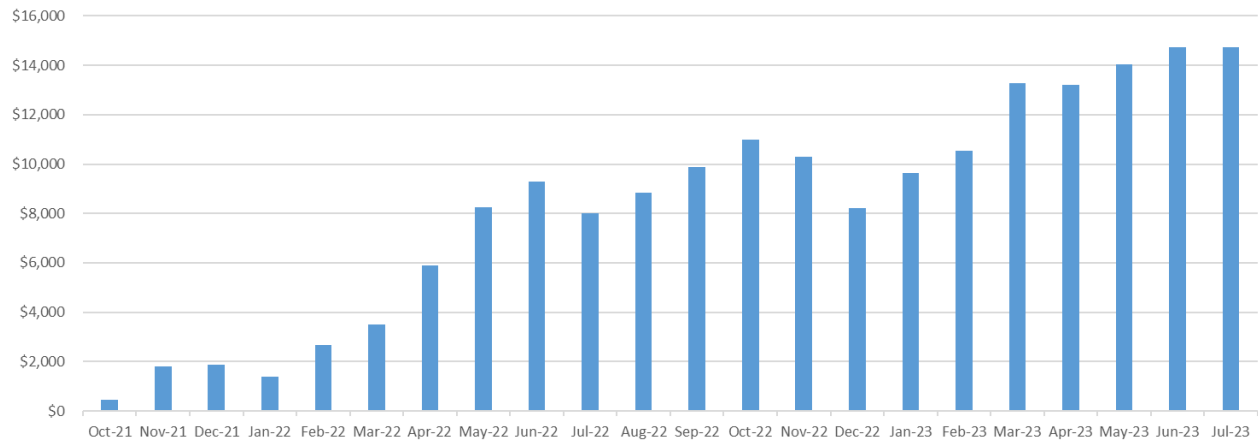


Figure 1 - Monthly Revenue Generated from the VMC On-Street Parking Pilot Project

A three-month grace period was granted where warnings were issued prior to issuing parking penalties to allow residents and visitors to get accustomed to the newly initiated program. Enforcement of the Pilot Project started in March 2022 with a \$50 penalty fine for parking without a valid parking permit. The enforcement revenue collected for parking without valid permits between March 2022 and July 2023 totals \$155,300 for the 17-month period (approximately \$9,000 per month).

As per Recommendation No. 1 of this Report, the report suggests the extension of the Pilot Project for three more years as well as the implementation of the Pilot Project on all applicable new VMC streets as illustrated in Attachment 1 of this Report.

On-street parking costs are recommended to be increased from \$3.00 per hour to \$3.75 per hour for a maximum of 3-hours

Currently, the cost to park on-street within the VMC is \$1.00 per 20 minutes or \$3.00 per hour for a maximum of three hours. This rate was based on a jurisdictional review of parking rates across various similar municipalities in Ontario and local private parking rates in the VMC and surrounding areas in 2020.

Based on an updated review of the private parking rates in the VMC area, the average private parking rate is \$9.67 per hour; staff recommend increasing the public on-street parking meter rate to \$1.25 per 20 minutes or \$3.75 per hour for a maximum of three hours to account for increased implementation costs and to align with similar increases in neighbouring municipalities which are outlined in Attachment 4 of this Report.

Per Recommendation No. 2 of this Report, Council approval is required to increase the parking meter rate from \$3.00 per hour to \$3.75 per hour.

Parking by-law amendments are required to implement paid parking on all applicable VMC streets

The current parking by-law for the VMC includes no parking and no stopping restrictions on all streets within the downtown. As part of the first phase, paid on-street parking was implemented on New Park Place, Apple Mill Road between Edgeley Boulevard and Millway Avenue, and Buttermill Avenue between Apple Mill Road and Portage Parkway. The by-law also permits short-term, 10-minute passenger pick-up and drop-off along Millway Avenue and New Park Place. Proposed by-law amendments will be consistent with the current paid on-street parking permissions i.e. maximum of three hours with no overnight parking between 2:00 to 6:00 AM.

With the extension of the Pilot Project, parking by-law amendments will be required for the following additional streets that are anticipated to be included in the Pilot Project in the next three years as streets become available:

1. Bent Tree Drive (lay-by parking on both sides of the street between Jane Street and Millway Avenue)
2. Autumn Harvest Road (on-street parking on the south side of the street between Mable Smith Way and Millway Avenue)
3. Mable Smith Way (on-street parking on the east side of the street between Interchange Way and Autumn Harvest Road)
4. Millway Avenue (on-street parking on both sides of the street between Interchange Way E-W and Autumn Harvest Road)
5. New Park Place (lay-by parking on both sides of the street between Commerce Street and the North-South Mews)
6. White Elm Road (on-street parking on the south side of the street between Maplecrete Road and Creditstone Road)
7. Maplecrete Road (on-street parking on the west side of the street between Doughton Road and Future Freshway Drive)
8. Doughton Road (on-street parking on both sides of the street between Commerce Street and Interchange Way N-S)
9. Doughton Road (on-street parking on the south side of the street between Maplecrete Road and 100 metres west of Maplecrete Road)

As per Recommendation No. 3 of this Report, Council approval is sought to permit the necessary parking by-law amendments, a draft of which is included in Attachment 2 of this Report, required to facilitate the implementation of the Pilot Project on all applicable new VMC streets.

Additional accessible on-street parking spaces will be explored

Currently, there is one dedicated accessible on-street parking space on Buttermill Avenue adjacent to the Centre of Community building, and two dedicated accessible on-street parking spaces on New Park Place adjacent the VMC subway station entrances.

Through the Pilot Project, staff will continue to explore opportunities for additional accessible on-street parking spaces similar to those already implemented on New Park Place and Buttermill Avenue. This will be done in collaboration with Traffic Engineering and Diversity, Equity and Inclusion staff.

Accessible spaces will exclusively be reserved for all persons with an accessible vehicle permit and vehicles used primarily for the conveyance of passengers with disabilities, including accessible taxicabs and paratransit, which may stop for purposes of picking up or dropping passengers with accessibility needs. Accessible on-street parking spaces will be free of cost; however, will be limited to a maximum of three hours with no overnight parking between 2:00 and 6:00 AM.

Traffic by-law amendments are required for the inclusion of upcoming cycling facilities on new VMC collector roads

In addition to the parking by-law amendments, traffic by-law amendments will be required to designate bicycle and cycle track lanes for the cycling facilities adjacent to the parking lane on both sides of the following streets:

1. Autumn Harvest Road from Mable Smith Way to Millway Avenue
2. Maplecrete Road from Doughton Road to Future Freshway Drive
3. Doughton Road from Maplecrete Road to 100 metres west of Maplecrete Road
4. Millway Avenue from Interchange Way to Autumn Harvest Road
5. Commerce Street from Apple Mill Road to Interchange Way
6. Interchange Way N-S from Highway 7 to Interchange Way E-W
7. Interchange Way E-W from Interchange Way N-S to Millway Avenue

Traffic by-law amendments are also proposed to amend definitions of a cycle track and bicycle lane, designating it for use by cyclists and power-assisted micromobility vehicles such as electric scooters and power-assisted bicycles. Power-assisted micromobility vehicles will be prohibited on sidewalks and on roads where there are cycling facilities.

Per Recommendation No. 4 of this Report, Council approval is sought to permit the above-noted traffic by-law amendments, a draft of which is included in Attachment 3 of this Report, required for these anticipated roads as they are constructed.

The City will need to amend the agreement with Penguin-Calloway (Vaughan) Inc. to remove Buttermill Avenue and add Bent Tree Drive

Since the implementation of the Pilot Project, Buttermill Avenue has been assumed by the City.

The City will need to amend the previously established agreement with Penguin-Calloway (Vaughan) Inc., in a form satisfactory to Legal Services, to add new streets such as Bent Tree Drive (Millway Avenue to Jane Street) and New Park Place (between

Commerce Street and the North-South Mews), and remove Buttermill Avenue as it is now an assumed City street, in accordance with Recommendation No. 5 of this Report.

The City will also need to enter into agreements with other landowners to implement the Pilot Project on new unassumed streets

As per existing practices, City's Public Works maintains existing assumed streets and unassumed streets are maintained by the respective private landowners until assumption. Therefore, implementation of the Pilot Project on unassumed roads will require the City to enter into individual agreements with landowners, in a form satisfactory to Legal Services. These agreements will address the installation of the parking meters, the maintenance of the road and boulevard surrounding the parking meters, and other details required to successfully extend the Pilot Project on the following unassumed streets:

1. Autumn Harvest Road
2. Mable Smith Way
3. Millway Avenue extension
4. White Elm Road
5. Maplecrete Road widening
6. Doughton Road extension

The full maintenance of the parking meters (battery replacement, troubleshooting, paper-refills, cash/coin collections, etc.) shall be the obligation of the vendor, in accordance with the executed contract with the City and Precise ParkLink as per RFP20-268.

As per Recommendation No. 6 and 7 of this Report, Council approval is sought to enter into the required agreements with the landowners of additional unassumed roads within the VMC to implement the Pilot Project.

Financial Impact

In line with the previous Council-approved report, a capital project of \$350,000 was established to fund this Pilot Project. This capital project is funded from the DC Engineering Reserve, as identified in the 2018 Development Charges background study. Of this allocated budget, approximately \$100,000 has been spent to date in the first two years. This amount includes monthly parking meter rental fees, integration with parking enforcement software and any pavement marking and signage changes/improvements that were required throughout the Pilot Project.

There is a balance of \$250,000 for the Pilot Project that will be utilized for the remainder of the term. Therefore, this Pilot Project does not have an impact on the City's tax base.

If additional paid parking is implemented in the VMC, By-Law and Compliance, Licensing and Permit Services staff anticipate that more parking enforcement resources may be needed in order to provide timely enforcement. Staff will monitor parking enforcement and report back to City Council, as required.

Operational Impact

Policy Planning and Special Programs, Transportation and Fleet Management Services, Parks, Forestry and Horticulture Operations, By-Law and Compliance, Licensing and Permit Services, Legal Services, Infrastructure Planning and Corporate Asset Management, and Financial Planning and Development Finance were consulted prior to and during the preparation of this Report.

Staff will also continue to work with all stakeholders including Public Works for the ongoing operation and maintenance (O&M). If additional O&M costs are identified, staff will work with the impacted department(s) to allocate appropriate budget requirements and funding sources in a future report at the end of the term.

Broader Regional Impacts/Considerations

This on-street parking Pilot Project, in tandem with other VMC initiatives, will contribute to effective traffic flow and parking management within the City's thriving downtown and Regional Municipality of York.

Conclusion

The Pilot Project has successfully provided existing residents, businesses and visitors with additional parking options to help conveniently access the VMC community since its launch in October 2021. As such, the Pilot Project is recommended to be extended for the additional three years and on all applicable new VMC streets.

In support of the extension of this Pilot Project, staff are recommending increasing parking meter rates from \$3.00 to \$3.75 per hour, amending the traffic and parking by-laws, entering into the required landowner agreements, and implementing the necessary improvements to expand the Pilot Project throughout the VMC as the area further develops.

For more information, please contact:

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Attachments

1. VMC On-Street Parking Pilot Location Map.
2. Parking By-law Amendments.
3. Traffic By-law Amendments.
4. Jurisdictional Review: Meter-Related Parking Rates and Penalties.

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