

# VMC Sub-committee Report

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**DATE:** Wednesday, October 30, 2024

**WARD:** 4

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

**FROM:**

Haiqing Xu, Deputy City Manager, Planning and Growth Management

**ACTION:** DECISION

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**Purpose**

This report seeks Council approval to establish the On-Street Paid Parking Pilot Project (Pilot Project) as a permanent initiative in the VMC, as well as additional approval of recommendations to 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 implemented on-street paid parking on New Park Place, Apple Mill Road and Buttermill Avenue with an optional three-year extension.
- In 2023, Council approved the optional three-year extension of the Pilot Project until the end of 2026, as well as the expansion of the Pilot Project to sections of Bent Tree Drive and Mable Smith Way.
- Given the overall success of the Pilot Project, City staff are recommending the Pilot Project be established as a permanent program and to be implemented on all streets referred to in Schedule 4.1 – Metered On-Street Parking in the City's Parking By-law 064-2019 as amended or replaced.
- As an add-on to the Pilot, City staff are exploring the opportunity to pilot paid secured lockers for bicycles and micro-mobility devices at the VMC Mobility Hub as part of the ongoing Pilot Project.
- Amendments to the City's Parking By-law 064-2019, as amended are being recommended to expand the Pilot Project to new streets as well as to address potential traffic issues within the VMC.

## **Recommendations**

The VMC Sub-Committee recommends Council Approve:

1. That on-street paid parking be established as a permanent initiative in the VMC, following the conclusion of the Pilot Project in December 2026, and be implemented on all streets referred to in Schedule 4.1 – Metered On-Street Parking in the City’s Parking By-law 064-2019 as amended or replaced;
2. That staff be authorized to issue a new RFP for the implementation and operation of the proposed permanent on-street paid parking following the conclusion of the Pilot Project in December 2026;
3. That staff be authorized to create a dedicated Parking Reserve to deposit net revenues over expenditures, which will be used to fund the permanent implementation of on-street paid parking, as well as various other transportation-related initiatives in the VMC as approved by Council; and
4. That Parking By-law 064-2019, as amended, be further amended in accordance with Attachment 1 of this Report, to expand the Pilot Project to sections of Autumn Harvest Road, Millway Avenue, and Maplecrete Road, as well as make other minor updates to address potential traffic issues, 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 flourish and expand, and there is an increased number of visitors. This upward trend in traffic underscores the need for effective parking solutions to accommodate the diverse needs of residents, businesses, and tourists.

The Mobility Hub located in the VMC is subdivided into the Bus Terminal, Subway Station, and South Millway sub-districts based on the unique uses associated with each. The Mobility Hub is a bold vision of world-class transit experience and primary point-of-arrivals, that welcomes people to and from the VMC at all times of the day. People can arrive or depart for work and stay well into the evening hours while visiting the VMC and exploring the downtown and beyond. With its creative wayfinding and public art programming to come online along with retail uses, and interactive public space animation, the Mobility Hub offers a truly unique sense of arrival.

In 2020, Council approved a two-year pilot project for on-street paid parking on three streets within the VMC Mobility Hub: New Park Place, Apple Mill Road, and Buttermill Avenue. The pilot was officially launched in October 2021 and was supported by a comprehensive communications and marketing strategy developed in collaboration with the vendor “Precise ParkLink” and the City’s Communications, Marketing and Engagement department.

In October 2023, Council approved the optional three-year extension of the pilot, as well as the expansion of the pilot to include new streets within the VMC. This decision by Council highlights the overall success and potential of the pilot.

In addition to the pilot, staff are actively collaborating with various city-wide departments including By-law and Compliance, Licensing and Permit Services (BCLPS), and Transportation Planning to ensure the development of integrated parking solutions that best enable safe and effective traffic flow throughout the City.

Overall, the ongoing enhancements to parking infrastructure within the VMC represent a proactive approach to managing the city's growth, ensuring that residents and visitors alike have access to convenient and efficient parking options.

## **Previous Reports/Authority**

[VMC PARKING PILOT UPDATE OCTOBER 2023](#)

[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**

### ***Establishing the Pilot Project as a permanent initiative within the VMC.***

The Pilot Project, launched in 2021, has demonstrated consistent growth and success over its duration. Revenue generation has shown a steady upward trend year-over-year, indicating increasing adoption and utilization of on-street parking in the VMC.

Figure 1 below, illustrates the quarterly revenue generation, highlighting a consistent increase in on-street parking usage since the pilot's inception. This upward trajectory suggests growing demand and acceptance of paid parking options in the VMC.

In October 2023, Council approved a three-year extension of the Pilot Project beyond its initial two-year period. This decision also included the addition of new streets to the project scope, further highlighting the overall success and potential of the initiative.

Since its launch, the Pilot Project has generated \$395,115 in permit sales. Expenses including installation and the all-inclusive rental fees during this time amounted to \$159,992 resulting in a net profit of \$235,112. Additionally, the Pilot project has generated a potential \$216,850 in enforcement revenue.

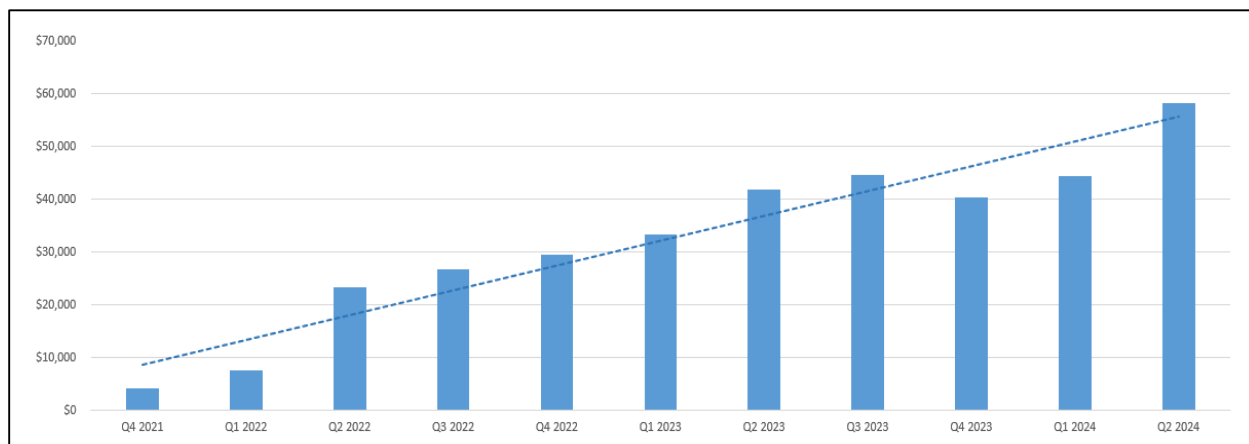


Figure1, Quarterly permit sales revenue from Q4 2021 to Q2 2024

Preliminary analysis and projections conducted by City staff indicate that the current annual permit sales revenue is approximately \$170,000; however, the proposed permanent initiative could generate upwards of \$2M. This projection assumes full implementation of the program across all eligible street sections within the VMC, encompassing more than 8 kilometers of on-street parking. The revenue estimate also considers the gradual rollout and growth of the initiative over the next 20 years.

As per Recommendation No.1 of this Report, the report suggests that the parking pilot project be established as a permanent initiative within the VMC.

***Issuing a Request for Proposal (RFP) for the implementation of the permanent on-street paid parking in the VMC***

To transition from the pilot phase to a permanent program, the City will need to issue a new Request for Proposal (RFP) to secure external services, similar to the procurement process undertaken in 2020 for the pilot project. The RFP will need to be issued in early 2026 to complete the procurement process and onboard the successful vendor by the end of the year to align with the expiry of the parking pilot in December 2026.

Under the permanent program, Staff will be exploring the implementation of a zoned and dynamic pricing system that allows the city to adjust rates based on location and time, ensuring that pricing reflects the value of parking in different zones and at different times.

Additionally, Staff will explore opportunities to leverage ongoing city-wide initiatives, including an EV charging strategy and a shared e-scooter/bike micromobility pilot to enhance the alignment of the parking program with the VMC's broader urban mobility and sustainability goals. This approach supports the advancement of the Vaughan Transportation Plan's objectives by fostering a more integrated and forward-thinking urban infrastructure.

As per Recommendation No.2 of this Report, Council approval is sought to permit Staff to issue an RFP for the implementation of the proposed permanent on-street paid parking program within the VMC.

***Creating a VMC Parking Reserve to fund the permanent program as well as various other transportation-related initiatives in the VMC.***

The pilot project was allocated a capital budget of \$350,000 sourced from the Development Charges - Engineering Reserve as identified in the 2018 Development Charges background study. To date, \$159,992 of the allocated budget has been spent, covering monthly parking meter rental fees, pavement marking, and signage changes/improvements.

Currently, revenue generated from the pilot is deposited into the Planning Reserve. The transition to a permanent program presents an opportunity to create a dedicated VMC Parking Reserve. This reserve will allow staff to better track revenue generated from the Pilot Project and utilize the surplus to fund the implementation of the permanent parking program in the VMC as well as other initiatives.

Beyond funding the permanent parking program, the VMC Parking Reserve will also allow City staff, upon Council's approval, to embark on various transportation-related initiatives to enhance other modes of transportation in the City's downtown. These enhancements would include, but not be limited to, the provision of secured bicycle parking (lockers) for the VMC Mobility Hub, converting on-street bicycle lanes to protected cycle tracks, improving pedestrian crossings and implementing intersection safety improvements.

As per Recommendation No.3 of this Report, Council approval is sought to permit the creation of the VMC Parking Reserve.

***Exploring the opportunity to provide secured bicycle/micro-mobility lockers in the VMC Mobility Hub.***

The VMC Mobility Hub offers a valuable opportunity to introduce secured lockers for bicycles and micromobility devices.

This initiative will provide residents and businesses with an option for secured bicycle parking, enhancing the current user experience in the VMC Mobility Hub, which has only offered basic ring-and-post bike racks since inception in December 2017. While the current bike racks are effective, they provide minimal security and little protection from weather elements, which can deter potential users.

Staff are looking to pilot this initiative as part of the ongoing Pilot Project. If recommended, Staff will report back with an implementation plan to roll out this initiative and seek Council's approval.

***Parking by-law amendments are required to implement paid parking on additional VMC streets.***

The City's Parking By-law 064-2019 as amended, requires amendments to schedule 4.1 – Metered On-street Parking, to expand the Pilot Project to the following additional street sections within the VMC:

1. Maplecrete Road (East side lay-by parking, 35 metres north of Highway 7 to 78 metres north of Highway 7 and Maplecrete Road (East side lay-by parking, 116 metres north of Highway 7 to 152 metres north of Highway 7)
2. Autumn Harvest Road (South side from Mable Smith Way to Millway Avenue)
3. Millway Avenue (both sides from Interchange Way to Autumn Harvest Road)

***Minor amendments to the Parking by-law are being recommended to optimize traffic operations.***

In addition to the above parking bylaw amendments, the following amendments to schedule 3 – No Stopping, are required to improve traffic flow and address potential traffic issues.

1. No stopping at any time on Millway Avenue (from HWY 7 to Portage Parkway)
2. No stopping at any time on Buttermill Avenue (East side from Portage Parkway to 70metres south of Portage Parkway)
3. No stopping at any time on Buttermill Avenue (West side from Portage Parkway to 43metres south of Portage Parkway)
4. No stopping at anytime on Maplecrete Road (East side from HWY 7 to 35metres north of HWY 7).

As per Recommendation No.4 of this Report, Council approval is sought to make the recommended parking by-law amendments in accordance with Attachment 1 of the report.

## **Financial Impact**

A capital project with a budget of \$350,000 was previously established to fund the Pilot Project, funded from the citywide Development Charge - Engineering Reserve as identified in the 2018 Development Charges background study.

### ***Current Expenditure and Projections***

To date, \$159,992 of the allocated budget has been spent, covering monthly parking meter rental fees, pavement marking, and signage changes/improvements.

With the approximate yearly expense of \$53,000, the remaining balance on the capital budget is anticipated to sufficiently cover the operational costs including the all-inclusive rental costs and the installation costs for any new meters and signages for the remainder of the Pilot Project. There should be no additional budget request to complete the Pilot Project.

Should the pilot receive approval for permanent implementation, it is anticipated that the project will remain financially self-sufficient, effectively covering its own costs as well as supporting other initiatives.

### ***Future Projections and Considerations***

As the Pilot Project transitions to a permanent initiative with expanded coverage in the VMC, staff anticipate that the contract value of the permanent program will be greater than the pilot. The exact contract value will be determined when the RFP is issued.

Staff project an annual parking revenue of \$409,000 in 2027 and \$480,000 in 2028, with net surpluses of \$250,000 and \$300,000 respectively. By 2028, the estimated parking reserve balance is expected to reach \$1.6M, enabling staff to pursue additional initiatives without impacting the City's tax levy. The related costs will be brought forward to council through a future annual budget process.

BCLPS staff anticipate the need for increased parking enforcement resources to ensure timely and effective enforcement across the VMC as the city's downtown population grows.

## **Operational Impact**

The following departments were consulted during the preparation of this report:

- Policy Planning and Special Programs
- Transportation and Fleet Management Services
- Parks, Forestry and Horticulture Operations
- By-law & Compliance, Licensing & Permit Services

- Legal Services
- Infrastructure Planning and Corporate Asset Management
- Financial Planning and Development Finance

This extensive consultation ensures a comprehensive understanding of the project's implications across various city functions.

Staff will continue to work closely with all stakeholders, including BCLPS and Public Works to manage the ongoing operation and maintenance (O&M) of the parking initiative. This collaborative approach aims to ensure smooth implementation and address any operational challenges that may arise.

If additional O&M costs are identified, staff will work with the impacted department(s) to assess the extent of additional resources required. These findings and recommendations will be presented in future reports, ensuring transparency and proper financial planning for the project's long-term sustainability.

### **Broader Regional Impacts/Considerations**

The permanent implementation of on-street paid parking within the VMC is expected to have positive impacts that extend beyond the City's downtown, affecting the broader region in several ways such as:

1. **Traffic Management and Flow:** On-street paid parking, combined with other VMC initiatives, will contribute to more effective traffic flow and parking management within the City's thriving downtown.
2. **Economic Development:** Ensuring turnover of parking spaces is crucial for businesses in a thriving downtown area. This can attract more visitors and shoppers to the VMC, potentially boosting local commerce and contributing to the area's economic vitality.
3. **Sustainability and Urban Planning:** The on-street paid parking strategy aligns with the VMC's vision of transitioning from a car-dependent landscape to a dense, mixed-use, transit-oriented community. This approach supports sustainable urban development practices and aligns with the Regional Municipality of York's broader planning objectives.

### **Conclusion**

Since its launch in October 2021, the Pilot Project has successfully provided existing residents, businesses and visitors with additional parking options to help conveniently access the VMC community.



As such, the Pilot Project is recommended to be established as a permanent project and implemented on all streets referred to in Schedule 4.1 – Metered On-Street Parking in the City's Parking By-law 064-23019, as amended or replaced.

**For more information**, please contact:

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## **Attachment**

### **1. PARKING BYLAW AMENDMENT.**

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