



Report to: Development Services Committee

Meeting Date: March 7, 2022

SUBJECT: City-wide Parking Strategy Terms of Reference
PREPARED BY: Loy Cheah, Senior Manager, Transportation, Ext. 4838
Samson Wat, Senior Project Engineer, Ext. 2077

RECOMMENDATION:

1. That the report entitled “City-wide Parking Strategy Terms of Reference” be received; and,
2. That the Terms of Reference outlined in this report be endorsed; and further
3. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

This report seeks Council’s endorsement of the Terms of Reference for the development of a Citywide Parking Strategy (CWPS).

BACKGROUND:

One of the priority actions in the Building Markham’s Future Together (BMFT) 2020-2023 Strategic Plan is establishing a City-wide parking strategy to support the building of complete communities. As part of the 2022 budget process, Council approved a capital project to develop the CWPS.

Accordingly, staff is preparing to retain a qualified consultant to undertake the CWPS study. The selected transportation consultant will work with staff in Engineering, By-law Enforcement and other relevant departments to lead the study and collaborate with multi-disciplinary stakeholders to develop a comprehensive parking policy framework and implementation strategy related to parking in the City.

OPTIONS/ DISCUSSION:

Study Objectives

A primary objective of the CWPS Study is to provide direction on how parking in the City should evolve over the next 20 to 30 years. In recent years, there has been a rapid change in how parking is viewed by the public, businesses, development industry and municipalities. Many factors have influenced parking demand, including the adoption of new technologies and services, urban intensification, travel mode choices, and business operations and needs.

Traditionally, parking is planned and managed based on supply and demand. As the City continues to grow, intensify and urbanize, the goal of providing a sufficient parking

supply to meet the peak parking demand is no longer the only approach as it may conflict with land-use, sustainability and financial objectives. Therefore, the CWPS Study will look beyond simply addressing the supply and demand issue and will consider other objectives, initiatives and policies to develop a holistic parking strategy and approach that aligns and supports City-wide policies, operations and financial goals that are multi-disciplinary. The study will guide the evolution of the City-wide parking strategy and establish an overall policy framework, organization management model, governance, and business/financial model.

Study Area and Horizon

The CWPS study will cover the entire City to establish an evolving plan for City-wide parking management to 2051. The study will identify, assess and recommend City-wide and area-specific parking strategies as appropriate.

Proposed Terms of Reference for CWPS Study

The CWPS Study is proposed to be completed in three phases. The draft study Terms of Reference is summarized below:

1. Review the City's current practices and compare them to best practices from other peer municipalities with respect to policy, planning, standards, finance, operations and enforcement perspectives.
2. Determine emerging trends and innovations, including technological advances, and their impact on parking demand and provision.
3. Develop parking needs assessment to determine existing and future parking needs across the City.
4. Establish an overarching vision and guiding principles for the CWPS in consultation with internal and external stakeholders.
5. Develop strategic parking policies that align with the Regional and City's planning and transportation policies and strategic goals.
6. Develop specific parking strategies to guide the evolution of parking in Markham, including assessing strategies such as:
 - a. On-street Parking Strategy – review and develop recommendations on temporary residential parking and on-street parking permit program
 - b. Curbside Management Strategy – review and develop recommendations on techniques and practices to allocate curb use effectively, including transit stops, pick-up and drop-off (PUDO) areas for goods and parcel deliveries, parking, etc. The curbside management strategy will also review the use of boulevard space to accommodate parking options for future micro-mobility devices.
 - c. Bicycle, E-bicycle and Micro-mobility Parking Strategy – review and develop recommendations to support the adoption of personal electric travel devices as a first and last kilometre solution and for short trips.
 - d. Trails Parking Strategy – review and develop recommendations that address current and future parking needs along the Rouge Valley Trail

- system, the Lake-to-Lake Route/trail, and the new Markham Centre Trail system.
- e. New and Emerging Technology Parking Strategy – review the impact of electric, autonomous and connected vehicles on planning and designing parking facilities. It will also review and identify parking technologies to improve parking management, operation and enforcement efficiency, and user experience.
 - f. Land Development related Parking Strategy – review and develop recommendations for parking standard requirements, transportation demand management requirements for land use planning, shared-parking policy, privately paid parking program, payment-in-lieu parking policy, etc.
7. Undertake an organization and business model assessment for parking management in Markham. The review will identify opportunities to improve customer service efficiency and establish governance, roles and responsibilities of various City departments for day-to-day operations and decision-making around parking. The review will also undertake the necessary financial analysis.
 8. Develop an implementation and monitoring plan that will include a priority action plan with corresponding timeline and resource requirements. A funding strategy and a preliminary budget will be identified to facilitate the implementation of the CWPS recommendations.

Phase 1 is the background review phase and consists of items #1, #2 and #3 above. Phase 2 is development of the parking policy direction and includes items #4 and #5. Phase 3 involves the development of specific parking strategies and the implementation and monitoring strategy, covering items #6, #7 and #8.

Study Deliverables

In addition to the final study report, the consultant will be required to prepare interim reports on each of the items listed below for the three phases of the study.

Phase	Interim Deliverables
1	<ul style="list-style-type: none"> • Consultation Plan • Background Review • Best Practice Review • Emerging Trends & Innovation Paper • Parking Needs Assessment
2	<ul style="list-style-type: none"> • Purpose Statement, Guiding Principle and Strategic Objectives • Policy Directions
3	<ul style="list-style-type: none"> • Parking management strategies • Organization and business model assessment • Implementation strategy

	<ul style="list-style-type: none">• Monitoring strategy
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Consultation

Consultation with stakeholders will be an integral part of the CWPS Study. The Terms of Reference for the CWPS envisions a comprehensive consultation program that will ensure internal and external stakeholders have multiple channels to provide inputs and feedback throughout the project. The CWPS stakeholders will include residents, City Council, the business community, the development industry, public agencies, and other interest groups and advisory committees.

Next Steps

Staff will initiate the procurement process to solicit a qualified transportation planning firm immediately following Council endorsement of the CWPS study Terms of Reference. The CWPS study will take at least 18 months to conduct with the study completion anticipated by Q1 2024.

As noted above, the study will require the consultant to prepare interim deliverables that will permit staff to report back to Council at the end of Phase 2, approximately in Q2 2023, to seek Council endorsement of the policy direction and guiding principles before the detailed parking strategies and the implementation and monitoring strategy are developed.

FINANCIAL CONSIDERATIONS

Council approved the necessary 2022 capital budget for the completion of the CWPS Study.

HUMAN RESOURCES CONSIDERATIONS

Not applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES:

The Study aligns with the City's Strategic goal of building Safe, Sustainable and Complete Communities.

BUSINESS UNITS CONSULTED AND AFFECTED:

Planning & Urban Design, Engineering, By-Law, Operations, Fire and Emergency Services, Finance, Economic Development, and Sustainability and Asset Management departments have been consulted in the preparation of the Terms of Reference for the CWPS Study.

RECOMMENDED BY:

Frank Clarizio, P.Eng.
Director of Engineering

Arvin Prasad, MPA, RPP, MCIP
Commissioner of Development Services