



## Agenda

- Introduction
- Project Background & Objectives
- The Importance of Parking in the Urban Context
- Emerging Trends
- Modern Parking Management Strategies
- Next Steps
- Discussion

# Introduction



## IBI Group

- Globally integrated architecture, planning, engineering, and technology firm.
- Completed parking studies on a municipal level, site specific level, and for large institutions such as post-secondary schools.
- Project staff are recognized experts in parking management and policy.

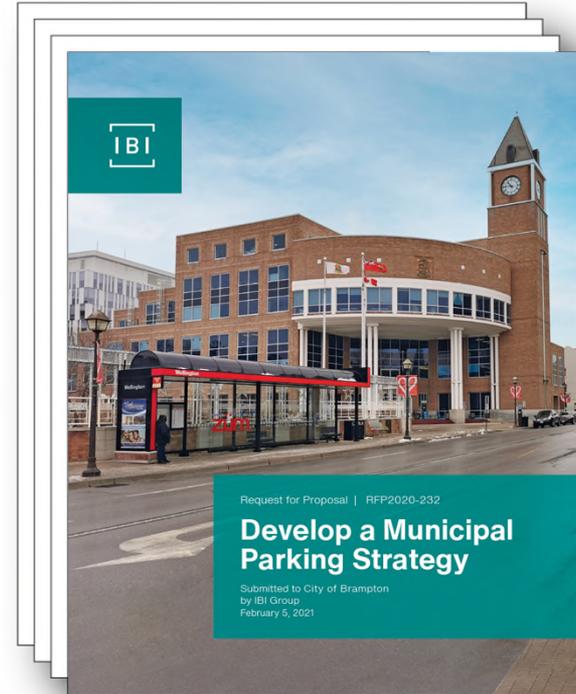


# Project Background & Objectives



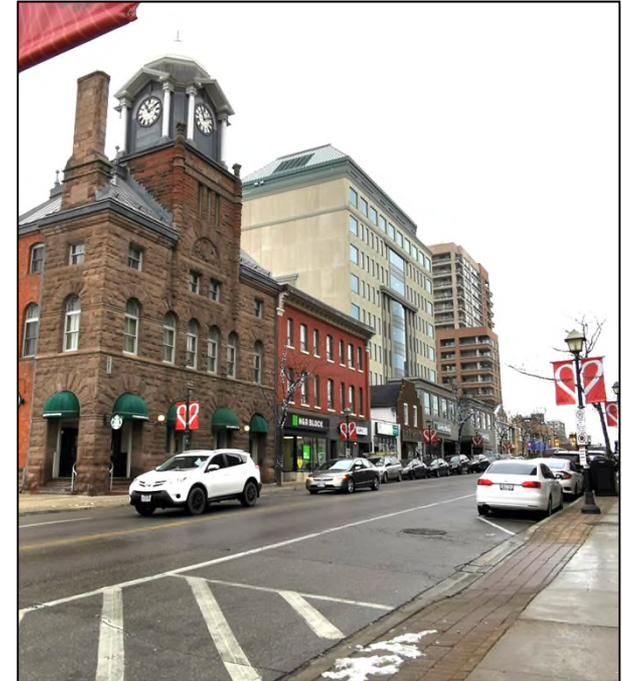
## Project Purpose

The purpose of the Municipal Parking Strategy (MPS) is to develop a **forward thinking, comprehensive parking policy, management and implementation framework** for Brampton that is consistent with the **Brampton 2040 Vision** (2040 Vision), **2018-2022 Term of Council Priorities** (TOCPs), other **relevant City department objectives**, and the **2041 Metrolinx Regional Transportation Plan** (RTP).



## Project Objectives

- Develop a vision and guiding principles that are consistent with provincial, regional, and forward-looking municipal plans and address public input
- Develop a modern city-wide parking policy framework that is sensitive to Brampton's context
- Develop a future direction for the City's parking operations and enforcement with regard to on-street and off-street parking assets

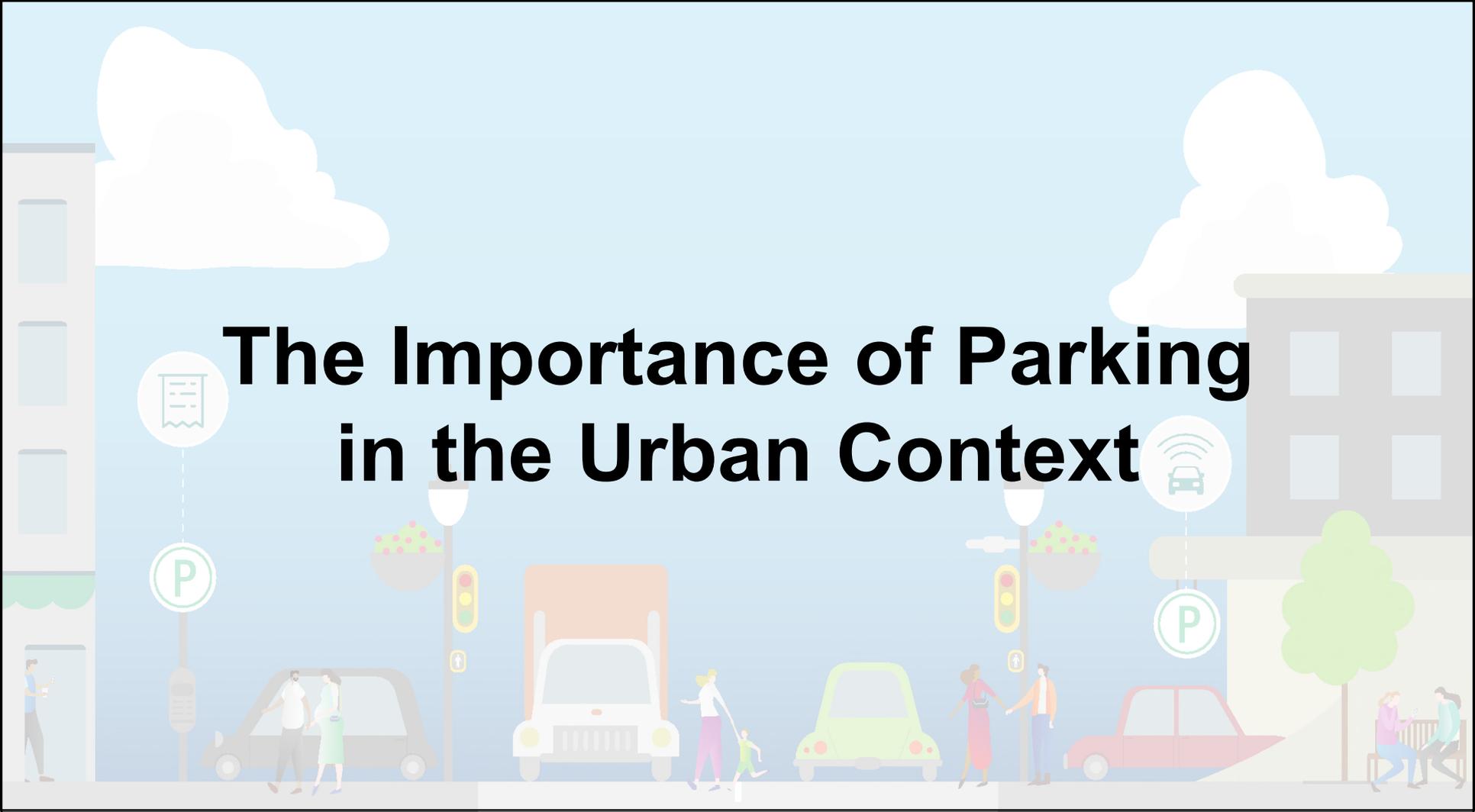


## Project Background

- Brampton’s population and employment are projected to grow by over 40% by 2051
- Brampton is shifting towards greater intensification with goals to reduce parking supply
- Major investments in transit infrastructure, decreasing parking demand
- Goods movements is a key economic activity



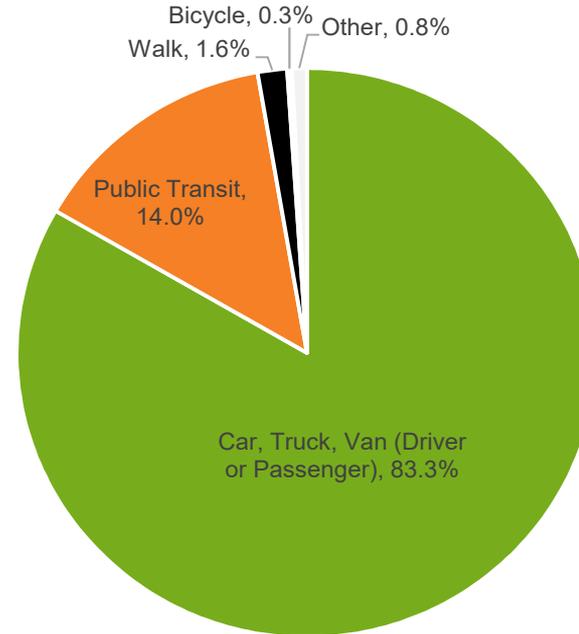
# The Importance of Parking in the Urban Context



## Parking

- Parking is an essential part of a transportation network
- Automobiles are the most common mode of commuting
- Existing low density land use patterns have contributed to auto-dependency

Brampton 2016 Main Mode of Commuting



## Negative Impacts of Parking

- Increases automobile use (induced demand)
  - Urban sprawl and congestion
  - Greenhouse gas emissions
  - Health impacts
- Increases housing costs
- Inefficient use of space, decreases accessibility for non-automobile users
- Impermeable surfaces contribute to runoff and the urban heat island effect



## Parking in North America

- Parking is often over-supplied and over-prioritized in the North American context
- Each individual car has approximately 4-5 parking spots
- Parking should be approached strategically to meet the demands of the local context while minimizing negative impacts

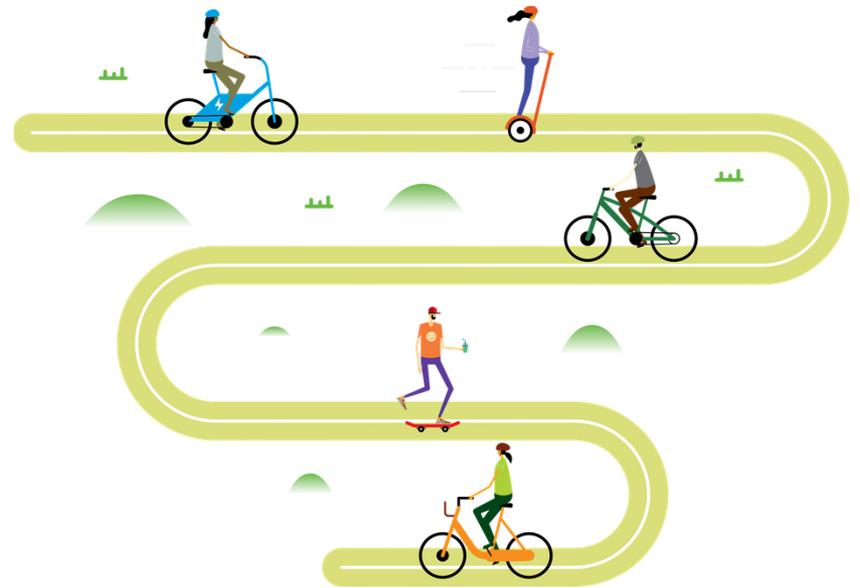


# Emerging Trends



## Shared Economy

- The use of shared transportation modes is increasing
  - Rideshare
  - Carshare
  - Micromobility
  - Others?



## Connected Automated Vehicles (CAVs)

- Impacts of CAVs on parking supply may include:
  - Reduced parking demand
  - Increased parking capacity
  - Additional curb space for pick-ups and drop-offs



Image Source: National Association of Counties

## Municipal Parking Strategies

- Partnerships with local developers to supply public parking in new developments
- Shared private parking facilities for land uses with opposite peak periods
- Shared parking facilities for truck parking



## Key Lessons

- Future parking demand is uncertain given emerging trends
- Flexibility should be included in parking strategies to increase resilience to future changes

# Modern Strategies for Parking Management



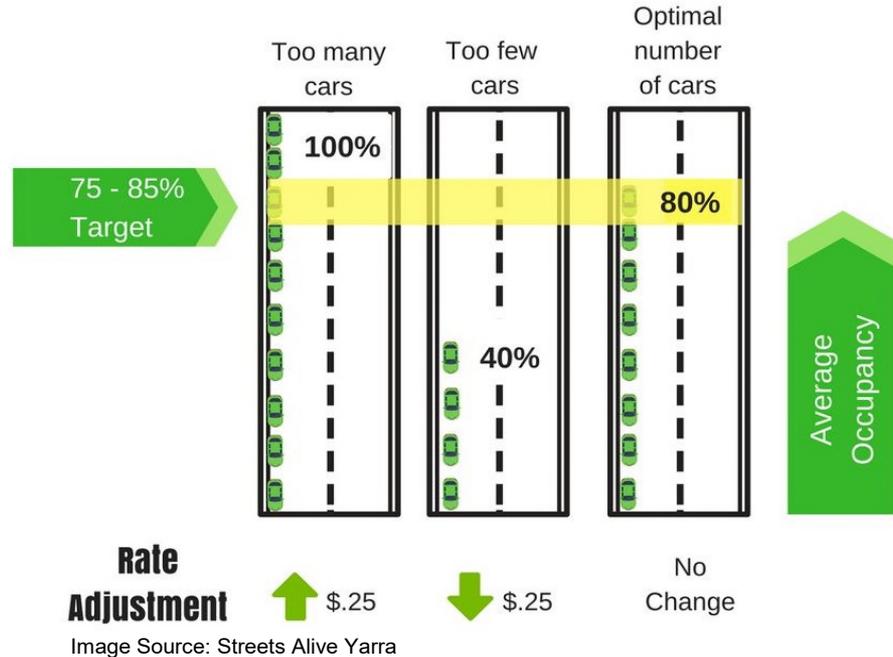
## Parking Management for Smart Growth

1. **Parking Prices** that reflect market demand
2. **Parking Revenues** that benefit the neighbourhoods from which they are collected
3. **Parking Minimums** elimination
4. **Partnerships & Shared Facilities**
5. **Parking Enforcement** identified as key to successful strategy



# 1. Parking Prices

- Parking prices can be used to achieve targeted utilization levels
- **Pricing Strategies:**
  - Location based pricing
  - Time based pricing
  - Performance based pricing



## 2. Parking Revenues

- Parking Benefits Districts:
  - Geographic areas where parking revenues are reinvested into the district
- Uses of Revenue
  - Active transportation infrastructure
  - Street enhancements (i.e. lighting, benches)
  - Street repairs



### 3. Parking Minimums

- Minimum parking requirements often result in developers oversupplying parking
- Removal of parking minimums can be implemented on city-wide or area-specific basis
- Being adopted in some parts of Brampton



## 4. Partnerships & Shared Facilities

- Shared parking spaces can lead to higher parking utilization
- Public parking facilities allow municipalities to adjust rates to achieve desired utilization levels
- Mutually-beneficial partnerships with local developers



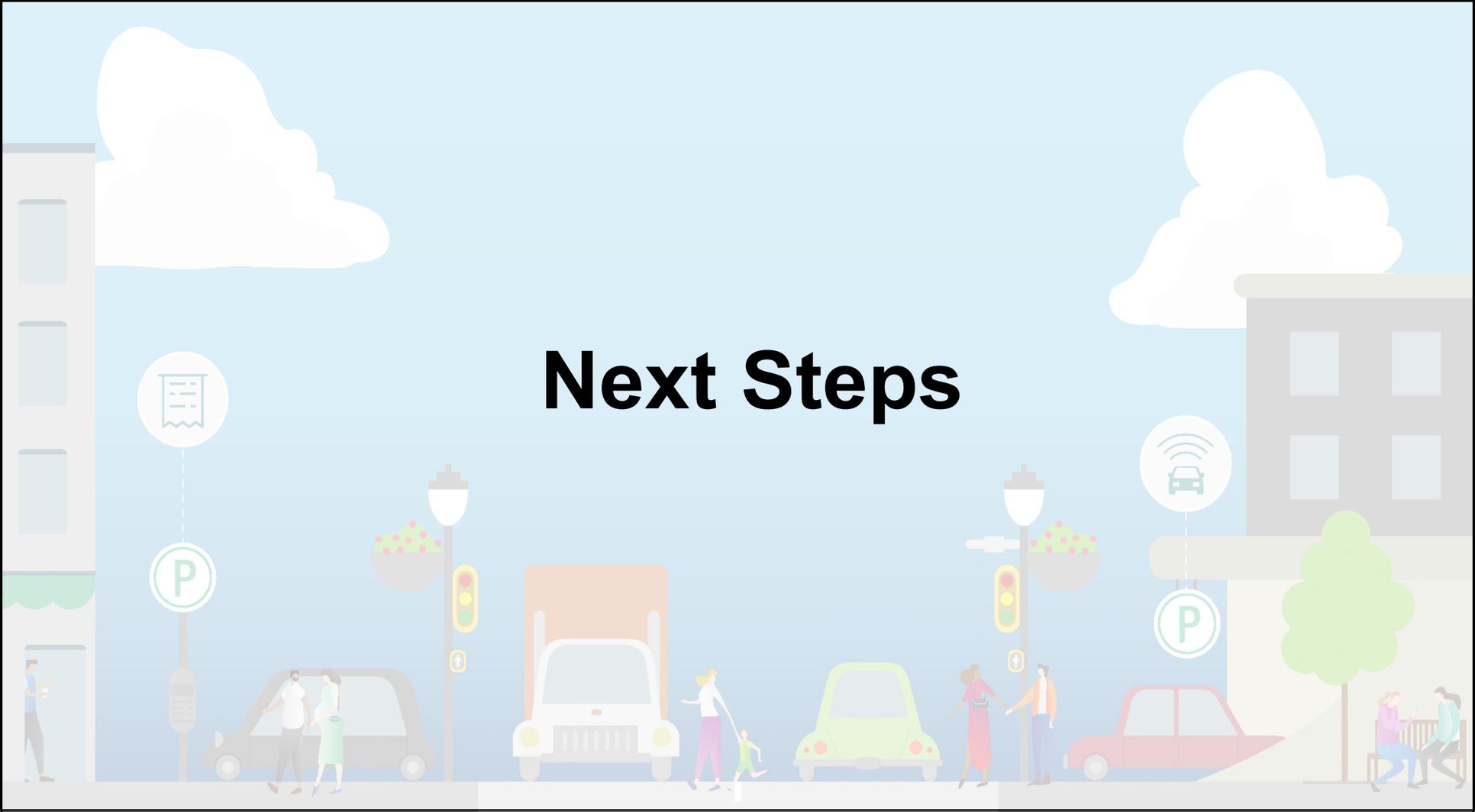
## 5. Parking Enforcement

- Enforcement is an important piece of effective parking management
- Parking fines should cover the cost of parking enforcement
- **Key Principles:**
  - Consistency
  - Fairness
  - Desired rate of compliance



Image Source: City of Brampton

# Next Steps



## Next steps

- Complete work on Task 2 Data Collection & Consolidation and Task 3 Best Practices Review
- Kick-off engagement & consultation tasks
- Phase 1 to be complete Q1 2022

# What Are You Hearing?



# Initial Aspirations

