

MEETING DATE: October 19, 2005

SUBJECT: Survey Of Parking Utilization At New Downsview And Kennedy Lots AND REVISED PRICING OPTIONS

RECOMMENDATION

It is recommended that the Commission:

1. Approve an adjustment to the price at the Kennedy North - Service Road commuter lot from its current rate of \$4.00, Monday to Friday, 5:00 a.m. to 3:00 p.m. to \$3.00, Monday to Friday, 5:00 a.m. to 3:00 p.m.; and
2. Receive for information commuter parking utilization counts for the Yorkdale, Wilson, Downsview and Kennedy lots.

FUNDING

The pricing change for the Kennedy North – Service Road is anticipated to increase utilization and will therefore increase revenue or be revenue neutral.

BACKGROUND

At the September 22, 2004 meeting the Commission directed staff to report back with updates on the utilization of the Kennedy, Downsview, Wilson and Yorkdale commuter parking lots.

The new Kennedy lot opened on October 4, 2004 as a \$4.00 cash lot from 5:00 a.m. to 3:00 p.m., Monday to Friday. The new Downsview lot opened on June 21, 2005 as a Metropass/\$4.00 cash lot from 5:00 a.m. to 3:00 p.m., Monday to Friday. Both of the lots are free after 3:00 p.m. and on weekends.

DISCUSSION

To increase utilization of the Kennedy North - Service Road lot it is recommended that the daily rate be reduced from \$4.00 to \$3.00. This lot is the furthest lot from the station and due to the walking distances a lower price (compared to more conveniently located lots) is needed in order to increase utilization.

The recommended pricing change to the Kennedy North - Service Road lot has been reviewed by Property Development and Marketing and Public Affairs staff. The major objective is to increase the utilization of the lot and to fill the lot with transit users. Staff will analyze the results of this price change six months after implementation. A similar pricing change at Don Mills (i.e. a reduction from a daily rate of \$4.00 to \$3.00) resulted in lot utilization doubling and the Don Mills lot is now regularly at capacity. If utilization continues to be poor at the Kennedy North - Service Road lot in 6 months time, consideration will be given to converting the lot to a Metropass/cash lot.

The following table outlines maximum weekday vehicle accumulation for September 2004 and September 2005 for various lots at Kennedy Station and on the Spadina Subway north of Yorkdale Station:

Lot	Lot	Type of Lot	Used in 2004	Used in 2005
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	Capacity		%	Actual	%	Actual
A) Spadina North Lots						
Yorkdale	1,144	Metropass/Cash	99%	1,132	100%	1,144
Wilson North	932	Metropass	100%	932	100%	932
Wilson S/W	608	Metropass/Cash	100%	608	97%	590
Wilson S/E	645	Metropass/Cash	62%	400	58%	374
Downsview	641	Metropass/Cash	N/A	0	81%	519
Sub-Total	3,970	N/A	77%	3,072	90%	3,559
B) Kennedy Lots						
Kennedy South	676	Metropass	100%	676	100%	676
Kennedy East	151	Metropass	100%	151	100%	151
Kennedy North	112	Cash	100%	112	100%	112
Kennedy North (Service Road)	199	Cash	*22%	44	36%	72
Sub-Total	1,138	N/A	86%	983	89%	1,011

*Lot occupancy for December 2004 only

Overall usage of the Kennedy lots has increased 3.0% in the past year. Usage of the lots on the Spadina Subway north of Yorkdale Station has increased 16% during the same period. It would appear that the opening of Downsview has had some impact on usage at Wilson but not to a significant degree.

Staff will continue to monitor all lots and any required changes in pricing or operational strategy will be brought forward for approval.

JUSTIFICATION

It is recommended that the pricing change at the Kennedy North - Service Road lot be approved and that the utilization of the Kennedy North - Service Road lot be reviewed 6 months following the price change.

October 19, 2005
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