

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: October 19, 2011

SUBJECT: COMMUTER PARKING PRICING STRATEGY

ACTION ITEM

RECOMMENDATION

It is recommended that the Commission approve the implementation of a Commuter Parking Pricing Strategy of charging a \$2.00 fee after 3:00 p.m., Monday to Friday (excluding weekends and statutory holidays), effective January 1, 2012 at the lots referenced on Attachment A.

FUNDING

The new pricing strategy is expected to increase annual revenue by approximately \$408,000. This projected impact has been factored into the 2012 TTC Operating Budget.

BACKGROUND

The TTC operates 30 commuter parking lots, with a total capacity of approximately 14,000 spaces. Currently, 8 lots charge for parking during the hours of 5:00 a.m. to 2:00 a.m. and 20 other lots do not charge after 3:00 p.m. Two lots (Yorkdale and Don Mills) are an exception as they provide free shopping mall parking after 9:30 a.m.

At its meeting of August 27, 2008, the Commission approved a commuter parking pricing report recommending the elimination of "free" metropass parking and the implementation of a system-wide "cash only" pricing strategy. The changes went into effect on April 1, 2009. This was necessary in order to generate additional revenue and begin to offset the gap between parking revenues and expense. At that time, the changeover was seamless with a moderate number of complaints from customers regarding equipment or operational changes.

The "cash only" pricing strategy has proven to be a successful decision that will generate approximately \$1.6 million in net revenue in 2011.

DISCUSSION

The pricing changes described in this report are lot specific based on, and supported by, the weekday accumulations surveys. Approximately 2,680 vehicles are entering the commuter lots for free after 3:00 p.m., Monday to Friday.

Based on the above, it is recommended that all commuter parking lots with the exception of Don Mills, Yorkdale, Leslie, Eglinton West/West, Eglinton West/East, Islington Cordova, Islington Lomond, Islington Fieldway, Keele and York Mills have a \$2.00 charge for parking after 3:00 p.m., Monday to Friday (excluding weekends and statutory holidays). Currently, commuter parking is free after 3:00 p.m. except at the 10 above noted commuter parking lots, which already have after 3:00 p.m. and/or weekend rates in effect or as in the case of Don Mills and Yorkdale do not provide commuter parking after 9:30 a.m., Monday to Friday.

This change is supported by the fact that other parking lots in the vicinity of the TTC lots are also charging after 3:00 p.m. A fee of \$2.00 is still competitively priced and the lots will continue to be free on weekends and holidays. Also, the new pricing has been established taking into consideration modes lost ridership revenue.

All changes will be monitored closely by the TTC's Property Development and Marketing departments. Staff will implement signage and equipment changes and inform customers at all impacted lots of the changes that will be taking place. A public information campaign consisting of an information flyer, subway on-line messages, signage changes and a press release will also be organized.

JUSTIFICATION

The price changes associated with this report are being made to maximize revenues and to bring the lots in line with current market conditions without adversely affecting ridership. Staff will continue to monitor the commuter parking lot changes.

October 19, 2011

22-11-3

Attachment: Attachment A

SUMMARY OF COMMUTER PARKING LOTS

ATTACHMENT A

As of: January 1, 2012

Parking Lot	Normal Capacity	Weekdays		Weekends / Holidays		Hours of Paid Parking	
		5 am - 3 pm	3 pm - 2 am	5 am - 3 pm	3 pm - 2 am		
Don Mills	366	\$5	Free	Free	Free	Mon. - Fri.	5 am - 9:30 am
Downsview	641	\$4	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Eglinton West - East	102	\$6 \$2/hour, 10 am - 3 pm	\$4	\$6 \$2/hour, 10 am - 3 pm	Free	Mon. - Sun.	5 am - 2 am
Eglinton West - West	56	\$6	\$4	\$6	Free	Mon. - Sun.	5 am - 2 am
Ellesmere	68	\$3	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Finch - East	1,683	\$5	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Finch - West	1,562	\$5	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Islington - Cordova	473	\$4	\$4	\$4	\$4	Mon. - Sun.	5 am - 2 am
Islington - Fieldway	270	\$3	\$2	\$2	\$2	Mon. - Sun.	5 am - 2 am
Islington - Lomond	283	\$7	\$4	\$7	\$4	Mon. - Sun.	5 am - 2 am
Islington - Main	543	\$5	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Keele	221	\$4	\$4	Free	Free	Mon. - Fri.	5 am - 2 am
Kennedy - East	151	\$3	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Kennedy - North	112	\$5	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Kennedy - North Service Rd.	199	\$5	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Kennedy - South	676	\$5	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Kipling - North	564	\$5	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Kipling - South	852	\$5	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Kipling - Subway Cr.	72	\$5	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Lawrence East	90	\$3	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Leslie	102	\$5 \$2/hour	\$5 \$2/hour	\$5 \$2/hour	\$5 \$2/hour	Mon. - Sun.	5 am - 2 am
Victoria Park	180	\$4	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Warden - North	899	\$4	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Warden - South	151	\$4	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Wilson - Main	932	\$4	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Wilson - South	645	\$3	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Wilson - Transit Rd.	72	\$4	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
Wilson - West	608	\$3	\$2	Free	Free	Mon. - Fri.	5 am - 2 am
York Mills	260	\$7	\$4	\$4	\$4	Mon. - Sun.	5 am - 2 am
Yorkdale	1,217	\$5	Free	Free	Free	Mon. - Fri.	5 am - 9:30 am
Total	14,050	Lot maps are available at: http://www3.ttc.ca/Riding_the_TTC/Parking/index.jsp					