



Memo to Council

Date: April 25, 2023

Subject: Pay Parking – Motion Served by Councillor Knowles

Motion Served

Notice of the following motion was provided at the April 25, 2023 Regular Council meeting:

THAT pay parking at key City-owned locations and facilities be implemented.

Background

In almost every respect, supporting paid parking in Port Moody aligns with this Council's strategic plan, and I believe fully that it will improve the resident experience in our City.

Most other cities in Metro Vancouver, as well as our regional parks and beaches, have already instituted paid parking, so Port Moody would be catching up to our neighbours in that respect.

Benefits include:

1. Encouraging the use of Transit and Other Modes of Transportation, thereby reducing traffic in our core. We know that raising the price of parking reduces demand as habitual users begin to seek alternate modes of transport.
2. Encouraging Turnover at Key City Locations - As everyone knows, trying to find a parking spot near or at Rocky Point in the summer is nearly impossible, beginning at around 8am. Families come with umbrellas, picnic lunches and blankets and park there the entire day for free, because they can. Employees of the breweries and other retailers along Murray also park at Rocky Point all day for free, despite the fact that all-day parking is available at the West Coast Express just across the overpass for only \$3/day. That parking lot is rarely, if ever, full except during rare event exceptions like Ribfest. As such, parking along Murray and at Rocky Point must, at the very least, exceed the cost to park at the West Coast Express lot.
3. Revenues for City Hall - We all know that Port Moody needs to increase and diversify its revenue sources to take the pressure off taxpayers. Paid parking could and should help municipalities offset the cost of maintaining our existing infrastructure, which comprises a large part of city budgets. It shifts the financial burden of these costs to actual users (user-pay) who often aren't even Port Moody residents.
4. Support for Local Businesses – Paid parking has been shown to assist businesses with customer turnover where parking time limits are enforced.
5. Climate-Smart Policy - we are in a climate change emergency and need to get people out of their cars wherever possible.

6. Progressive Social Policy - Unlike property taxes which are a form of regressive taxation, paid parking is classified as progressive social policy. We can't build more parking spaces in Port Moody; there's no more land. Constructing and maintaining parking spaces is more expensive than most people realize. Costs to cities are recuperated through taxation, costs to developers are recuperated through higher unit prices and rents, and costs to businesses are recuperated through higher prices and lower wages for employees.

Council Strategic Priorities

The above motion aligns with the following stated Strategic Priorities of this Council:

- Align service levels and financial planning
- Increase and diversify revenues
- Embrace a multi-modal approach for mobility
- Implement best practices that result in growth that is consistent with community needs
- Prioritize implementation of climate action initiatives
- Optimize park-user experiences
- Facilitate events and festivals in our community

Council Options

Refer to staff to bring back previous reports and work completed on the feasibility of the proposed motion for Council's review and consideration.