

# **Town of Drumheller COMMITTEE OF THE WHOLE MEETING AGENDA**

**December 17, 2018 at 6:00 PM  
Council Chamber, Town Hall  
224 Centre Street, Drumheller, Alberta**



Page

## **1.0 CALL TO ORDER**

## **2.0 REVIEW OF STRATEGIC PLAN WORK PRIORITIES - UPDATE DECEMBER 17**

3-6

- 2.1 Economic Development Strategy Action Plan
- Emergency Plan - Flood Component - Communication
- Downtown Development Strategy - Terms of Reference / \$
- Poverty Reduction Terms of Reference
- Parks and Recreation Master Plan - Terms of Reference
- Elks Demolition
- Dyke Design
- Downtown Plaza Phase 1.5 - Capital Budget Discussions
- Infrastructure Master Plan TC Asset - Engage Municipal Account
- Parking Pay and Play

## **3.0 DELEGATIONS**

- 3.1 April Harrison - FCSS Activities

## **4.0 REPORTS FROM ADMINISTRATION**

### **4.1. CAO'S REPORT**

### **4.2. DEPUTY CAO/DIRECTOR OF CORPORATE SERVICES' REPORT**

- 4.2.1 Budget Reduction Options Discussion

### **4.3. DIRECTOR OF INFRASTRUCTURE SERVICES' REPORT**

### **4.4. DIRECTOR OF EMERGENCY / PROTECTIVE SERVICES' REPORT**

### **4.5. EDO / COMMUNICATIONS OFFICER**

## **5.0 ANNUAL BUDGET REVIEW**

**6.0 COUNCIL MEMBERS ROUND TABLE DISCUSSION**

**7.0 IN-CAMERA MATTERS**

## Agenda Item # 2.1



### Town of Drumheller REQUEST FOR DIRECTION

<b>TITLE:</b>	<b>PAY AND PARK SYSTEM</b>
<b>DATE:</b>	December 12, 2018
<b>PRESENTED BY:</b>	Greg Peters
<b>ATTACHMENT:</b>	

#### **OPTIONS:**

The following are estimated costs associated to an electronic Park Plus System and an Honor Pay Parking System to be considered to generate revenue at town surface parking lots.

#### **PARK PLUS SYSTEM**

##### **BASIC FEATURES**

To implement a Park Plus System on the cloud we would be looking at \$7875.00 (One time fee). The purchase of a paid parking machine similar to the ones in Calgary is approximately \$8500.00. A tablet and printer combination that comes with our software preloaded would be \$3,000. We would need two as we have one full time and one part time enforcement staff not including the director. We would then host a website under the auspices of Park Plus where visitors would be able to pay for their tickets online. This would be \$250/month. Finally, we would need our citation tracking module that manages the violation from time of issuing to payment. This software with year support is \$790/month. Once it was established how many parking lots we may wish to implement paid parking at, we would look at how many pay machines need to be installed.

In total, there would be an upfront cost of approximately \$19,000.00 which includes the purchase of a pay and receipt dispensing machine and a monthly fee of \$1040. Standard length of contract would be 5 years.

These are estimated numbers until we know the complete scope of what you would like to do. These estimates help with the budgeting in the event council decides to proceed with this option.

It also would need to be calculated what daily rate we would charge (whether it be \$5.00 or \$10.00 etc) per day and then calculate what the earnings per stall would be.

##### **BENEFITS**

The revenue stream could be quite significant after you take out the expenses from what we estimate if you implement paid parking at the big dinosaur and the suspension bridge locations. The big dino lot has approximately 70 spaces and the suspension bridge lot has 33 plus 6 for recreational vehicles. Unfortunately, without reliable

cellphone service, we cannot monitor the hoodoos parking lot. Estimating if half the spots at the big dino were paying \$5 per day to park for one month then the revenue is potentially \$5250.00 per month. If 17 parking spots of the 33 available at the suspension bridge paid \$5 per day to park for one month then the revenue is potentially \$2550.00 per month. These are conservative estimates based on half occupancy of the parking stalls. If all the spots at the big dinosaur paid \$5 per day for one month for example then the potential revenue increases to \$10,500. In addition it should be noted that there will be multiple parking fees paid for one parking spot. One user will pay for part of the day then depart and another user will attend the lot and use that spot and again pay all during the same day. This will occur at both lots. This system is reliable and allows for strict enforcement for non compliance. The revenue figures are only estimates and revenues collected may vary. There is also revenue availability that would be collected for fines and non compliance.

### **HONOR BOX**

#### **BASIC FEATURES**

An “honor box” option would see the installation of a parking panel type device that would be mounted on a post and accompanied by appropriate signage advising of the rate per day and how to pay. It would be essentially unmonitored but could be checked from time to time by enforcement staff to see if persons are indeed complying. Such panels are prefabricated and commercially available and there are several configurations available depending on the size of lot that is to be accommodated. They are touted by the producers of them to take the concern out of having a fee for parking lot and they can be, although this is not advised, left round the clock potentially collecting parking fees.

They do not require as much capital investment and potentially improve the profitability of a surface lot. Appropriate signage must be present to instruct users on expectations, how to pay, how long to reasonably park, rates, rules and emergency information. Research shows that they appear to be durable, the boxes and stands constructed of welded steel, have a money dumping system which immediately sends all payments to an independent locked cash box and internal money storage system. To limit theft and vandalism it is recommended that all money be removed at the end of each day and this depends on the hours designated by the signage that users are expected to pay.

The honor box will cost approximately \$3-5000 to set up in two lots. Our public works will assist us in the installation of the boxes. We will develop appropriate signage and a policy for monitoring and removal of money collected. There will be needed policy changes if either is adopted to permit their use and enforcement. The Park Plus will necessitate also the creation of a policy that interfaces with provincial law to allow infractions not paid for to be committed to a user's driver license/vehicle file.

#### **ISSUES TO CONSIDER**

Also municipalities that currently employ this precise honor box system were canvassed. One is in Massachusetts and the enforcement officer spoken to states citizens in her experience abuse the privilege of the town employing this low key



approach to parking revenue and enforcement. Rarely if ever does the number of vehicles in a surface lot even closely reflect the money in the box storage system. It did not help this municipality that the fine for non compliance was also close to the amount citizens were requested to voluntarily pay. In the opinion of the enforcement officer the system was abused and people essentially given the amount of the fine were simply "rolling the dice" when not voluntarily paying and betting they would not get a fine and if they did it was so minor they could feel they were money ahead if not caught in non compliance.

An assistant town manager in a town in the American mid west that employed the same honor box system was spoken to. It was generally regarded that the number of vehicles in the voluntary pay lot never reflected the funds that were recovered from the box storage system. During a recent community event it became difficult to accommodate parking for all the vehicles citizens brought to one area of the municipality that was the centre of activity. Town staff thought that revenue generated from the honor box would be considerable after a three day weekend that had approximately three thousand people attend each day and an uncounted but considerable number of motor vehicles parked. However at the end of the event there was less than forty dollars collected for the weekend. This municipality however had not employed any enforcement ordinances, ticketing of offenders etc but instead had included on the signage something to the effect that the lots were patrolled regularly by bylaw officers and left it at that.

Both municipalities report that they believe they have advertised the honor system adequately, it had some media exposure in both locales as to how citizens would use it, there was signage at lot entrances and at the pay box itself supplying information and outlining expectations. There was disappointment with the resulting revenue generated and as such to recuperate the costs of the system would take time.

## **CONCLUSION**

At this time I am seeking discussion and direction on a preferred system.

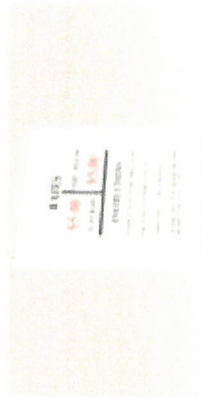


Submitted by Greg Peters,  
Director of Protective Services

## Greg Peters

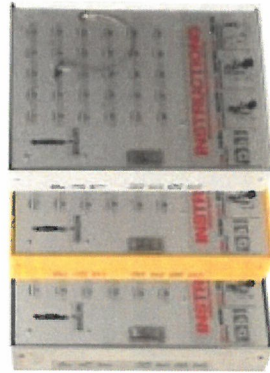
**From:** Greg Peters  
**Sent:** Monday, December 10, 2018 1:19 PM  
**To:** Greg Peters  
**Subject:** parking zone honor box

Economic Development Strategy  
Action Plan



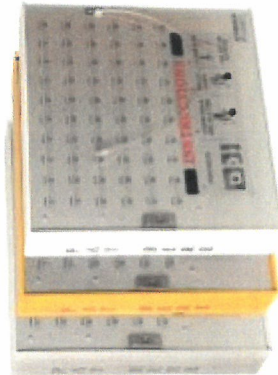
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**\$219.75**



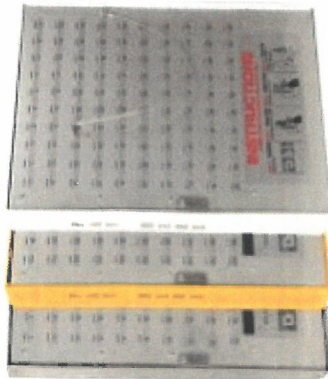
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30 Space Honor Box

**\$1,911.50**



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60 Space Honor Box

**\$2,013.00**



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100 Space Honor Box

**\$2,545.00**

<https://www.parkingzone.com/revenue-enforcement/honor-boxes.html>