

# Report to Council



**Date:** April 3, 2023  
**To:** Council  
**From:** City Manager  
**Subject:** Complimentary 2-hr Saturday Parking & Transit for Downtown Kelowna Promotions  
**Department:** Real Estate / Transit & Programs

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**Recommendation:**

THAT Council receives, for information, the report from the Real Estate/Transit & Programs departments dated April 3, 2023, with respect to complimentary 2-hour on-street parking and transit service on select Saturdays in 2023;

AND THAT Council approves waiving the first 2-hours of on-street parking fees in the downtown area on April 29<sup>th</sup>, September 23<sup>rd</sup>, and the five (5) Saturdays in December 2023;

AND THAT Council approves complimentary transit service, within City of Kelowna service boundaries, on the five (5) Saturdays in December 2023;

AND FURTHER THAT Council directs staff to bring forward an amendment to Delegation of Authority to Enter into Leases and Licences of Occupation Bylaw No. 11550 to delegate authority to staff for future requests from business improvement area associations for complimentary parking.

**Purpose:**

To obtain Council approval to provide complimentary city-wide transit service and up to 2-hours of complimentary on-street parking in the downtown core on the five (5) Saturday's in December 2023, as well as to provide the up to 2-hours of complimentary parking on two additional Saturday's in April and September.

**Background:**

From September to May, there is generally no charge for *off-street* parking on weekends in most downtown City owned lots and parkades, except during special events; however, *on-street* pay parking is in effect year-round, Monday to Saturday.

At the request of the Downtown Kelowna Association (the "DKA"), the City has offered complimentary on-street Saturday parking in the downtown core during the month of December for the past twenty-

eight (28) years. This long-standing tradition provides important support for businesses in our community. Additionally, in several prior years, the City has also approved complimentary on-street parking in support of Downtown Kelowna's "Small Shop Saturday" initiatives in the spring and fall of each year.

Previous approvals for complimentary parking in the downtown area included a resolution that Staff consider providing complimentary transit service during this time as well, as per the resolution below.

*Previous Council Resolution*

Resolution	Date
THAT Council direct staff to investigate and report back on the implications of free transit on Saturdays in the City for the month of December	R1001/21/11/01 November 1, 2021

**Discussion:**

As per the attached letter ("Schedule A"), the DKA has requested the City's approval for 2-hours of complimentary parking on seven (7) Saturdays in 2023. Staff have reviewed and considered this request in conjunction with the Council resolution reproduced above; accordingly, Staff are also recommending complimentary, city-wide transit service on the five (5) Saturdays in December 2023 for both conventional and custom (handyDART) service.

(It should be noted that restricting complimentary transit specific to the downtown area is not technically possible, and offering complimentary city-wide transit has the added promotional benefit in that it may attract new riders who become regular ongoing customers.)

**Conclusion:**

The Staff recommendation aligns with the City's corporate objectives of creating vibrant neighborhoods and increasing the economic resiliency of our community, while at the same time supporting alternate modes of transportation and increased transit ridership.

**Considerations applicable to this report:**

***Financial/Budgetary Considerations:***

A summary of financial impacts associated with these requests is provided below.

Parking: The estimated forgone revenue as a result of the proposed promotions on the downtown parking reserve is \$40,000. Due to the long-standing nature and consistency of these initiatives, Parking Services' operating budget generally reflects this exclusion.

Transit: The estimated cost of forgone revenue in both the conventional and custom (handyDART) service is \$5,000 per Saturday for a total of \$25,000 for the month of December.

Staff continue to actively seek sponsorship opportunities to support these initiatives without impacting revenue. The shift to 2-hours of complimentary parking (*per customer/per day*) will help to maintain

turnover and allow for the collection of valuable usage data with the use of “no charge” transactions. This data will help inform future initiatives and provide statistics to aid in obtaining a sponsor.

***External Agency/Public Comments:***

Request letter received from the Executive Director, Downtown Kelowna Association.

***Communications Comments:***

A press release will be issued to notify the public.

**Considerations not applicable to this report:**

*Internal Circulation*

*Legal/Statutory Authority*

*Legal/Statutory Procedural Requirements*

*Existing Policy*

**Submitted by:** D. Duncan, Manager, Parking Services  
J. Dombowsky, Manager, Transit & Programs

**Approved for inclusion:** J. Säufferer, Department Manager, Real Estate

**Attachment:** Schedule A – Request Letter (Downtown Kelowna Association)  
Schedule B – Power Point

**cc:** T. Wilson, Manager, Media Relations  
K. Mead, Manager, Bylaw Services  
J. Hamilton, Manager, Sponsorship & Advertising