Staff Report 2025-0179

Meeting:	General Committee Meeting
Meeting Date:	May 6, 2025
Subject:	Southfields Village Parking Strategy Study
Submitted By:	Gurpreet Walia, Acting Manager, Transportation Engineering Joel Assaly, Analyst, Municipal Law Enforcement

RECOMMENDATION

That the Parking Strategy Study for Southfields Community Village attached as Schedule A to staff report Staff Report 2025-0179 be endorsed and implemented as a one (1) year pilot program for on-street paid parking permits in Southfields Village supported by educational campaigns on related topics; and

That staff be authorized to continue working with Gtechna, the Town's existing software service provider, as a single-source vendor to expand the Town's online parking permit system for the implementation of the paid parking program over a four (4) to six (6) month period before being made operations and negotiate the execution of a new master agreement for the future integration of an Administrative Monetary Penalty System, subject to the approval of the Commissioner of Corporate Services & Chief Legal Officer and Commissioner of Engineering, Public Works & Transportation; and

That funding be approved for a one-time, initial capital expense of $30,000.00 for software upgrades and subscriptions funded from Tax Funded Contingency Reserve; and

That the Fee By-law 2024-106 be revised to include the proposed fees for the on-street parking permit pilot program as follows:

- $70 per month
- $350 for six months
- $700 for one year; and

That revenue generated from the pilot program be used to offset the initial capital cost and replenish the Tax Funded Contingency Reserve, with any remaining funds being incorporated into the Town's annual surplus; and

That staff will report back to Council after the one-year pilot program.

REPORT HIGHLIGHTS

- Summary of existing conditions including challenges associated with the parking supply and demands within the Southfield Village community; number and type of parking violations.
- Understanding the demand for additional parking in Southfields Village, a comprehensive parking strategy was developed based on best practices, consultation with the public and stakeholders.

- The strategy recommends five short-term and five long-term solutions, including a paid on-street parking program, a review of zoning by-laws, and educational campaigns.

DISCUSSION

Southfields Village is a high-density urban residential community in Caledon with an extra demand for parking. This demand has resulted in challenges in the community, such as parked vehicles overhanging roadways and sidewalks, the hardscaping of front yards and removal of green space or landscaping to create additional parking. As such, Council directed staff in October 2023 to holistically review the community's parking issues and develop countermeasures and strategies to curb illegal parking usage. In 2024, the Town retained R.V Anderson, a consulting engineering firm to undertake the Southfields Village Parking Strategy study. Understanding the demand for additional parking in the community, a comprehensive parking strategy was developed based on best practices, consultation with the public, and stakeholders such as Planning, Municipal Law Enforcement, Operations and Emergency Services, field observation, and analytical work using MTO database. This strategy comprises short- and long-term solutions, including a paid on-street parking program, a review of zoning by-laws, and educational campaigns.

Objectives

The overall goal of the study was to develop parking strategies that address parking needs and identify gaps in current by-laws, that will result in an overall decline in parking violations/infractions.

Stakeholders and Public Consultations

A comprehensive consultation process was undertaken from the outset of the study to gather community and stakeholder input. A variety of tools were used including in-person meetings, webpage hosted on the Town's “Have Your Say” website, social media (Facebook, X), and town press releases.

Two public information centres (PICs) were held during the study to inform the public of the study activities and provide opportunities for the public to ask questions and provide feedback to the study team. In addition to in-person meetings, the PIC materials were hosted on the Town’s website after the meetings for the public to review and provide additional feedback. The PIC events were held on:

- June 12, 2024 – this first PIC presented a preliminary parking gap analysis and potential solutions were introduced. The feedback collected from the public session was used to develop the parking strategies.

- September 19, 2024 – this second PIC presented a complete parking analysis and recommendations for short- and long-term parking strategies. Input from the public was taken into account during finalizing the parking strategies.

Relevant stakeholders were invited to participate in the Technical Agencies Committee (TAC). The TAC consisted of Town staff, including Planning, Municipal Law Enforcement, Engineering, Emergency Services, Operations and Ontario Provincial Police (OPP).

Furthermore, individual meetings took place with members of Council, Planning Department, Facility Divisions, Municipal Law Enforcement (MLE), IT, and Operations Department.

Background Document Review

As part of the study, the Town's by-laws, policies, studies and regulations related to parking, as well as best practices from twelve (12) municipalities within the Greater Toronto Area (GTA), were reviewed. This process included a comparative analysis of municipal parking regulations, considering critical factors such as maximum on-street parking limits, on-street parking exemptions and permits, required minimum soft landscaping ratios, and commercial vehicle restrictions.

Existing Conditions

The project team collected data from various sources to assess the parking situation in Southfields Community Village, including the Town's GIS database, the Ministry of Transportation (MTO) vehicle registration database, field parking surveys, draft plans of the Community Village, historical records on the parking-law infraction, and public complaints. The major highlights are as follows:

- Housing Typology: There are 3,667 residential units within the Southfields Community Village, of which 63% are detached, 30% semi-detached and 7% are townhouses.
- Registered Vehicles: Approximately 11,040 vehicles are registered within the Community, and the average number of registered vehicles per residential unit was found to be about 3.
- On-Street Parking Supply: Approximately 1,500 on-street parking spaces are currently available within the Southfields Community Village, where residents can park during daytime or by permit according to the traffic bylaw.
- Driveway / Apron extensions: Based on field investigations, there are approximately 300 residential units where driveway/apron extensions were completed.
- Parking-related By-law Infractions: Between 2020 and March 2024, a total of 17,643 parking-related infractions tickets were issued. Of these about 53% were

for overnight parking violations, and 17% were related to parking in designated No-Park Zones. The analysis highlighted that on some days, as many as 129 infractions were issued, with an average of 100 tickets issued daily.

- Current Permitting System: Town currently issues permits to park on streets or parking lots for up to 16 days per year per vehicle, with an additional 7 days granted for driveway improvements or if construction projects undertaken by the Town and/or the Region obstruct access. This will enable the permit holders to park on streets for more than 3 hours and overnight between 2 a.m. and 6 a.m. Residents can apply for the permit online through the Town's website, at no cost.

Parking Issues Identified

To develop effective parking solutions and strategies for the community, it is essential to first identify the key issues. Based on the inputs from stakeholders, feedback from the public and thorough analysis conducted, including field observation by the project team, the following key issues were identified:

- High volume of Parking Infractions: The parking-related by-law infractions database confirms the overnight on-street parking issue.
- Parking infraction hotspot analysis concludes that residents are parking on-street overnight because of the lack of parking availability or not using parking garages.
- Overhanging Vehicles: Residents are parking vehicles on the apron, causing overhanging onto the sidewalk and roadway.
- Need for Increased Parking Enforcement: Public expressed interest in additional parking enforcement as feedback during the PIC events.
- Paved Front Lawns: Public expressed concerns that few residents had paved front lawns which were confirmed during field investigations.

Recommended Parking Strategies

Addressing the parking issues identified, an action plan was developed, and the following five (5) short-term and five (5) long-term parking strategies were developed. The community and stakeholders presented and supported the strategies, which were also drafted using best practices from other municipalities. These ten (10) strategies are summarized below

1. Short-term strategies (within 1 to 2 years)

1.1. Implementation of On-Street Paid Parking Permit

To address overnight parking demands and optimize the use of available on-street parking, it is recommended that the Town expand its existing on-street parking program in Southfields Village to include the option of a year-round on-street paid parking permit. It is recommended that this additional service be implemented as a pilot program,

concluding at the end of 2026. This program, based on successful examples from municipalities including Vaughan, Oakville, and Toronto, aims to provide residents with legal parking options while ensuring efficient street use.

During the pilot program, each household will be eligible for one on-street parking permit linked to their residence. This permit will allow parking in designated areas on the street beyond the standard three-hour limit, including overnight parking from 2 a.m. to 6 a.m., in compliance with the Town of Caledon's current traffic bylaws including respecting posted signage and parking regulations.

Currently, the Town allows up to 16 days of free on-street parking per vehicle each year. The pilot program will extend this by offering residents the option to pay for additional on-street parking, with flexible permit durations of monthly, six-month, or yearly options, depending on individual requirements.

In addition, permit holders must ensure that their vehicles do not obstruct snow removal or other winter operations, per current policy. This includes adhering to any temporary winter-related restrictions that may be in place, such as snow removal periods or specific no-parking times. Failure to follow these rules may result in penalties, including fines or the removal of the vehicle at the owner's expense. This is crucial to ensuring that winter maintenance activities, such as plowing and salting, can be carried out safely and efficiently.

By participating in the program, vehicle owners agree that the Town of Caledon shall not be liable for any loss, damage, or theft of the vehicle or its contents while parked in any permitted parking area.

The paid parking permit will only allow parking in locations currently permitted in the traffic by-law. As such, no changes to the traffic by-law or on-street signage will be required to launch this program.

Proposed Fee Structure:
The proposed fees for the on-street parking permit pilot program are as follows:

- $70 per month
- $350 for six months
- $700 for one year

The proposed fee structure is based on a comparative analysis of similar paid parking programs in other municipalities. The table below compares the on-street parking permit fees charged by other municipalities. This comparison illustrates the varying fee structures and provides a reference for determining an appropriate rate for Caledon.

Name of Municipality	On-Street Parking Permit Fees		
	Month	6 months	1 year
Town of Oakville	$50		
City of Mississauga	$71		
City of Burlington	$91		
City of Toronto	$90		
City of Vaughan	$59	$344	$686
City of Markham	$55		
Average:	**$69**	**$344**	**$686**

This ensures the fee is competitive while supporting the program's financial sustainability and remaining affordable for residents. Key factors like administrative costs, enforcement, and service needs were considered.

1.2. Apron Parking Educational Campaign

The presence of sidewalks limits parking availability on driveways, leading residents to park on aprons with vehicles overhanging onto sidewalks and/or roadways. To address this, we will allow apron parking while implementing a short-term strategy to increase public education on proper apron parking. This strategy will include initiatives to raise awareness about available parking options and the correct ways to park on aprons, ensuring vehicles do not overhang onto sidewalks or roadways.

There are no expected financial implications for this strategy, as the public education efforts will be managed through the Town's social media platforms and other community outreach channels.

1.3. Launch Public Awareness Campaigns

Since some of the residents may not be using their garages for parking vehicles, Launch Public Awareness Campaigns are recommended as a short-term parking strategy. Under this strategy, two (2) campaigns, Use-Your-Garage and Park-Right recommended to be launched. These campaigns are intended to improve parking compliance and optimize existing parking.

There are no anticipated financial implications for this strategy, as the campaigns will be managed through the Town's social media platforms and other community outreach channels.

1.4. Strengthen Parking Enforcement

One of the comments received from the public was to increase the parking enforcement to address ongoing parking issues. This short-term parking strategy is recommended to enhance the by-law enforcement to minimize parking violations. This involves coordinated effort between public and the municipal law enforcement (MLE) to boost the frequency and effectiveness of parking patrols. This will ensure better compliance with parking regulations and enhances community satisfaction.

No financial impact is anticipated at this time for this strategy on the Municipal Law Enforcement department, as the enhanced enforcement activities will be managed within the existing MLE budget, requiring no additional resources.

1.5. Launch Public Transit Promotion Campaign

Over the past few years, the Town has improved the transit in Southfields Village. In order to reduce vehicle dependency, continued expansion of transit services in Southfields Village should be explored, in partnership with Brampton Transit.

2. Long-term Strategies (within 2 to 3 years)

2.1. Expand On-Street Paid Parking Program

The Town may consider expansion of the paid on-street parking program to other communities in the Town, based on the feedback from the pilot program in Southfields, as the recommendations of the study could conceivably be applied in other communities across the Town.

2.2. Periodic Review of Parking Policies

A periodic review of parking policies is recommended under long-term parking strategies to maintain the long-term adaptability and effectiveness of parking management strategies based on the outcomes and feedback from the pilot program.

Under this strategy, Town will conduct periodic reviews to evaluate policy effectiveness and make necessary changes based on community feedback and evolving needs.

2.3. Develop an Ongoing Public Education Program

Fostering long-term public engagement and education on parking is key to the success of a long-term parking management strategy. Under this strategy, the Town will promote continuous conversations with residents about parking needs and solutions and regularly refresh educational content based on feedback and parking trends.

2.4. Expand Overnight Parking at on Town lands

Under this parking strategy, the Town should consider the expansion of current parking permits for overnight parking on other municipally owned lands.

2.5. Update the Zoning By-Law

As some residents have paved front lawns to create additional parking spots, updating the Zoning By-Law to define the minimum soft landscaping ratio would prevent excessive driveway widening as a long-term parking strategy. This update to the Zoning By-law is to limit or establish standards for landscape areas to avoid illegal expansions. This will be achieved by referring to successful strategies from other municipalities and the Town to develop clear rules to ensure required landscaping and aesthetics are maintained.

Next Steps

To implement the paid parking program, the Town will need to expand its existing online parking permit system with its existing service provider Gtechna, to include a paid option for overnight parking. The Town will need to execute a new Master Agreement with Gtechna before updating the software on the Town's website. The software update is anticipated to take about 4-6 months after which the program will be made operational.

In the meantime, the Town can also initiate educational campaigns through Town social media and Communications channels, to keep the community informed about the changes. Long-term solutions should also be considered after the implementation of short-term strategies. Therefore, it is recommended that the Town let the on-street paid program run to the end of 2026, given the lead time for implementing the program.

Depending on the outcome of the on-street paid parking permit pilot program, the program may be adjusted and expanded to other areas within the Town as part of long-term parking strategies. The following are metrics that will be collected and evaluated to determine the success of the pilot:

- Change in rates of parking infractions
- Track the number of parking tickets issued, including the type of violations and frequency of enforcement
- Number and nature of complaints received by Service Caledon
- Resident feedback from surveys and inquiries
- Changes in on-street parking occupancy and availability
- Impact on winter operations, such as snow removal and emergency access
- Operational issues related to enforcement and administration

Municipal Law Enforcement will review these metrics and report back to Council with findings and recommendations at the completion of the pilot.

FINANCIAL IMPLICATIONS

The table below outlines projected monthly revenues based on varying permit volumes for the Southfields Paid Parking Program. These estimates are calculated using a proposed monthly permit fee of $70. Permit volumes are expected to range from 150 to 200 permits.

Estimated Monthly Revenue from Paid Parking Program for SFV		
Permit Volume	**Monthly Fee per Permit**	**Estimated Monthly Revenue**
150 Permits	$70	$10,500
200 Permits	$70	$14,000

The one-time initial capital cost for software updates and subscription fee is approximately $30,000, which will be funded from the Tax Funded Capital Contingency Reserve. The revenue generated from the pilot program will be used to replenish the Reserve, with any remaining funds being incorporated into the Town's annual surplus.

COUNCIL WORK PLAN

Strategic Plan 2023-2035

This report is directly related to the following priority in Caledon's 2023-2035 Strategic Plan:

Enhanced Transportation and Mobility

Details about Caledon's 2023-2035 Strategic Plan can be found at caledon.ca/strategicplan.

ATTACHMENTS

Schedule A: Southfields Village Parking Strategy