

PARKING MASTER PLAN

DOWNTOWN GUELPH

FINANCIAL SCENARIOS AND CONSIDERATIONS

	City budget			User pay budgets						Staff comments
	City contribution (tax base)	Tax burden per \$ 300k household value	% of total parking budget	Downtown monthly parking permits and daily rates	% of total parking budget	Downtown paid on-street parking	% of total parking budget	Downtown periphery parking permits	% of total parking budget	
Current system	\$1.5M	\$23	48%	Monthly: \$58-\$81 Daily: \$1.75/hr \$15.50 max.	52%	Free downtown on-street parking	0%	N/A	0%	Current system is split between City and Downtown permit contributions; no funds available to build new parking infrastructure.
Scenario 1: Increase City contribution, keep current user pay rates, free on-street parking.	\$4.04M	\$61 (up \$38)	65%	Monthly: \$58-81 Daily: \$1.75/hr \$15.50 max.	35%	Free downtown on-street parking	0%	N/A	0%	New parking infrastructure built without increasing user rates. This scenario has the largest tax implications.
Scenario 2: Increase City contribution and user pay rates; introduce periphery parking permits; keep free on-street parking.	\$3.2M	\$48 (up \$25)	51%	Monthly: \$105-125 Daily: \$14	48%	Free downtown on-street parking	0%	\$65k (nominal amount)	1%	Setting the City contribution to over 50% allows free on-street parking to be maintained. This scenario has a large tax implication.
Scenario 3: Blended model introduces paid on-street parking and downtown periphery parking permits.	\$1.9M	\$29 (up \$6)	29%	Monthly: \$120-160 Daily: \$14	54%	\$1.75/hr	16%	\$65k (nominal amount)	1%	Blended scenario introduces on-street paid parking, downtown periphery parking permits and balances user-pay with City contribution.
Scenario 4: User pay model reduces City contribution, increases user rates and introduces paid on-street parking and downtown periphery parking permits.	\$0.8M	\$12 (down \$11)	12%	Monthly: \$123-\$175 Daily: \$25	59%	\$3.25/hr	28%	\$65k (nominal amount)	1%	User pay scenario reduces City contribution and has largest implication on user rates. The downtown business community has expressed concern that this model may deter people from parking downtown and negatively affect downtown business sustainability.