



THE CORPORATION OF THE CITY OF VERNON REPORT TO COUNCIL

SUBMITTED BY: Danielle DeVries
Transportation Planner

COUNCIL MEETING: REG COW I/C
COUNCIL MEETING DATE: June 12, 2023
REPORT DATE: May 31, 2023
FILE: 8300-07

SUBJECT: DOWNTOWN CURBSIDE PICK-UP

PURPOSE:

To obtain Council support to make the Downtown Curbside Pick-up Pilot permanent.

RECOMMENDATION:

THAT Council support the permanent implementation of 16 curbside pick-up spaces in Downtown Vernon as outlined in the report titled "Downtown Curbside Pick-up" dated May 31, 2023 and respectfully submitted by the Transportation Planner;

AND FURTHER, that Administration be directed to include the \$24,000 loss in parking revenue in the 2024 Budget.

ALTERNATIVES & IMPLICATIONS:

1. THAT Council receive for information the report titled "Downtown Curbside Pick-up" dated May 31, 2023 and respectfully submitted by the Transportation Planner.

Note: This would result in ending the pilot program, returning the parking spaces currently used for curbside pick-up to regular, metered parking spaces, and resuming regular revenue generation at these 16 locations.

ANALYSIS:

A. Committee Recommendations:

N/A

B. Rationale:

1. Council introduced curbside pick-up due to the COVID-19 pandemic on November 23, 2020. The "free, 10-minute curbside pick-up zones [were] intended for customers of nearby restaurants, retailers, and other businesses to quickly and safely pick up purchases" ([City of Vernon News](#), December 1, 2020). There are currently 16 Curbside Pick-Up locations in Downtown Vernon, as shown on Attachment 1.
2. Council extended curbside pick-up until the Province launched Phase 4 of [BC's Restart](#). BC has not publicly launched Step 4 to date. However, most restrictions were lifted by April 8, 2022, including the BC Vaccine Card and mask requirements ([BC News Release](#), March 10, 2022). On May 5, 2023, the Province acknowledged the World Health Organization's declaration of the end of COVID-19 as a global emergency and recognized that we are transitioning out of the emergency phase ([BC News Release](#), May 5, 2023). Administration is considering this update as the launch of Step 4.

3. Curbside pick-up in the public realm is an emerging practice that was included in the Federation of Canadian Municipalities [COVID-19 Street Rebalancing Guide](#). Many cities implemented this measure, though it is unclear if others are opting to keep these spaces moving forward.
4. Many businesses offer online shopping and delivery options through third party apps like Skip-the-Dishes and Door Dash. These transactions are fast and the business model relies on easy, nearby parking for speed of service. Likewise, mobility services through apps like Uride require easy locations to pick-up and drop-off customers. These emerging technologies support keeping the curbside pick-up spaces.
5. The Downtown Vernon Association (DVA) has noted that businesses and visitors are continuing to use the curbside pick-up spaces (Attachment 2). Businesses are also requesting new spaces from Administration on blocks that do not currently have them (e.g. on 29th Avenue). In addition, the DVA is finding in conversations with businesses that these spaces offer additional benefits such as pick-up and drop-off of people with mobility limitations, like seniors.
6. To make this program permanent, the temporary signs and meter heads will be replaced with permanent signage that meets transportation engineering standards for a general loading zone and regulatory, timed parking (Attachment 3). New space requests will be assessed by Administration on a case by case basis.
7. Changes are not required to Traffic Bylaw 5600 since the curbside pick-up spaces are considered a loading zone. These spaces will be enforced the same as loading zones, since the proposed signage includes the Transportation Association of Canada approved image for a general loading zone.
8. Although making the curbside pick-up program permanent will remove approximately \$24,000 in potential parking revenue, the spaces have been in place since November 2020. This means that the 2021 – 2023 budgets did not include this revenue. Further, both the hourly parking rate (\$1) and ticket for failure to pay (\$15) are low in Vernon and could be increased to offset revenue loss from uses of parking spaces that help to improve the vibrancy of downtown.

C. Attachments:

- Attachment 1 - Current locations of curbside pick-up spaces in Downtown Vernon
- Attachment 2 - Downtown Vernon Association (DVA) Letter of Support
- Attachment 3 - Comparison of temporary and permanent curbside pick-up signage

D. Council's Strategic Plan 2019 – 2022 Goals/Action Items:

The curbside pick-up spaces involve the following goals/action items in Council's Strategic Plan 2019 – 2022:

- Vibrant Downtown: encourage redevelopment, increase amenities, support economic development

E. Relevant Policy/Bylaws/Resolutions:

1. At its Regular Meeting of June 14, 2021, Council received an Administration Update that Administration would extend the Downtown Curbside Pick-up Pilot until the province started Step 4 of "BC's Restart".
2. At its Regular Meeting of February 22, 2021, Council passed a resolution to extend the Downtown Curbside Pick-up Pilot to May 31, 2021.

3. At its Regular Meeting of November 23, 2020, Council implemented a three-month Downtown Curbside Pick-Up Pilot.

BUDGET/RESOURCE IMPLICATIONS:

The permanent signage for 16 curbside pick-up spaces is estimated at approximately \$1,000, which will be taken from the Transportation Safety Improvement budget.

Administration time will be required to remove the temporary signage and meter heads and install the permanent signage.

The 16 current curbside pick-up spaces will not be returned to revenue-generating metered spaces. These typically generate an average of \$6 per day on the days that pay parking is required. In a typical year, this would be about \$24,000 of revenue.

Prepared by:

Approved for submission to Council:


X 



Danielle DeVries
Transportation Planner

Patricia Bridal, CAO

Date: 05/06/2023

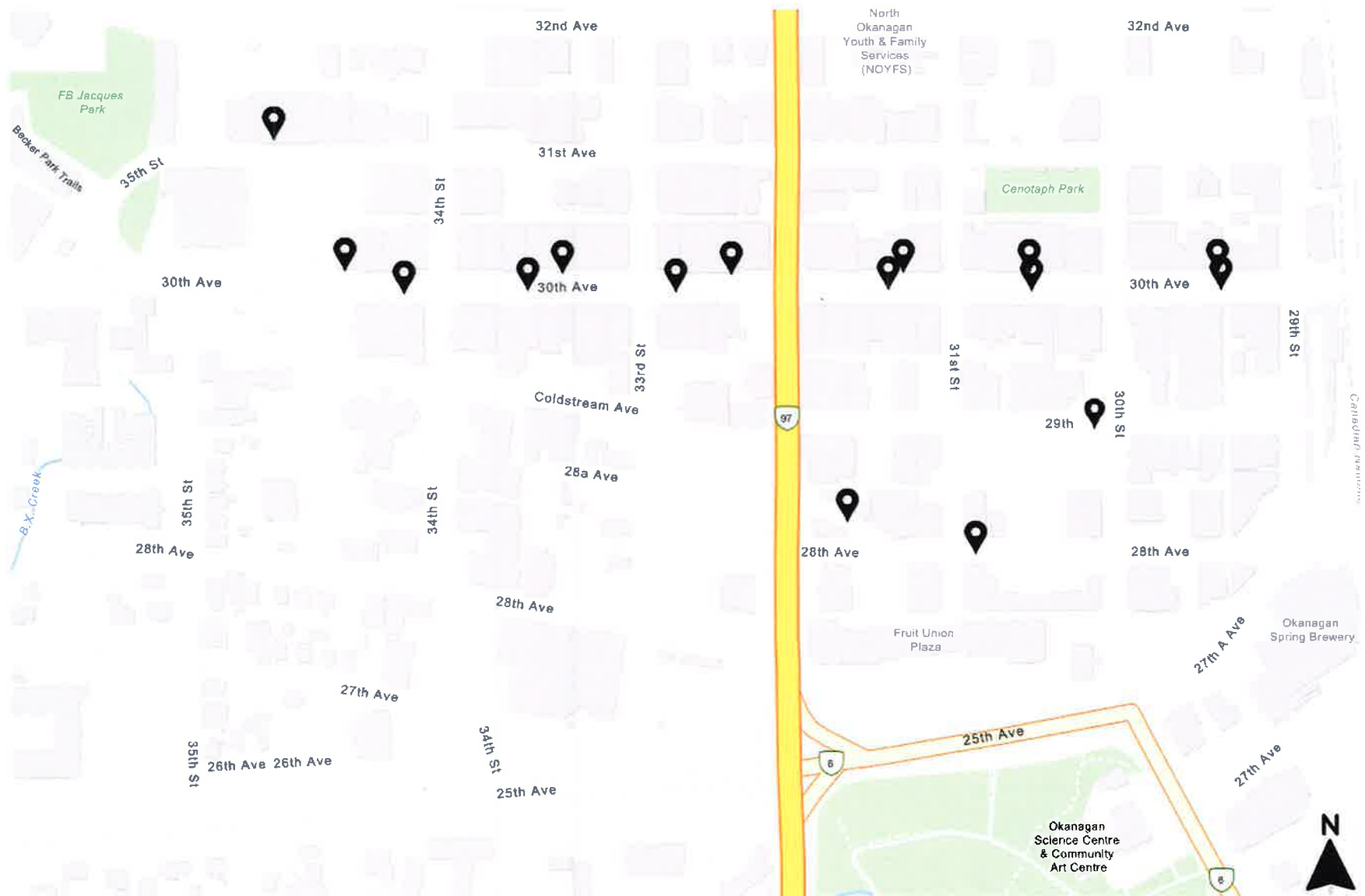
X 

Roy Nuriel
Acting General Manager, Planning

REVIEWED WITH

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| <input type="checkbox"/> Corporate Services | <input type="checkbox"/> Operations | <input type="checkbox"/> Current Planning |
| <input checked="" type="checkbox"/> Bylaw Compliance | <input checked="" type="checkbox"/> Public Works/Airport | <input type="checkbox"/> Long Range Planning & Sustainability |
| <input type="checkbox"/> Real Estate | <input type="checkbox"/> Facilities | <input type="checkbox"/> Building & Licensing |
| <input type="checkbox"/> RCMP | <input type="checkbox"/> Utilities | <input type="checkbox"/> Engineering Development Services |
| <input type="checkbox"/> Fire & Rescue Services | <input type="checkbox"/> Recreation Services | <input type="checkbox"/> Infrastructure Management |
| <input type="checkbox"/> Human Resources | <input type="checkbox"/> Parks | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Financial Services | | <input type="checkbox"/> Economic Development & Tourism |
| <input type="checkbox"/> COMMITTEE: | | |
| <input type="checkbox"/> OTHER: | | |

Current locations of curbside pick-up spaces in Downtown Vernon



Downtown Curbside Pick-up
Attachment 1 – Current locations of curbside pick-up spaces in Downtown Vernon



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info@downtownvernon.com
#101 - 3334 30th Avenue
Vernon, BC V1T 2C8

Downtown Vernon Association

#101 – 3334 30th Ave

Vernon, BC

V1T 2C8

City of Vernon

Attn: Danielle DeVries

3400 30th St.

Vernon, BC

V1T 5E6

June 5, 2023

RE: Short Term Curbside Parking Meters

Dear Ms. DeVries,

While the Downtown Vernon Association (DVA) has not conducted a recent member survey regarding opinions on short-term parking meters, I understand from multiple casual conversations over the past year, our membership does benefit from this service. It offers our senior patrons an easy and convenient way to stop and pick up medication or get dropped off for a medical appointment. It allows businesses to be more competitive in the online marketplace because customers can order online from a downtown business, and then pick-up their product(s) with ease. Restaurants find value from third party services like Door Dash, Skip the Dishes etc. utilizing these spots. Ride share services also use these spots for drop-offs and pickups.

The DVA supports continuing with this program as it offers a nice compromise between the benefits of providing complimentary parking for our businesses and the need for regular parking turn-over.

Sincerely,

A handwritten signature in black ink, appearing to read "Keelan Murtagh", is written over a large, stylized circular scribble.

Keelan Murtagh

Executive Director

Downtown Vernon Association



Comparison of temporary and permanent curbside pick-up signage



Current, temporary signage



Mock-up of proposed, permanent signage