

Customer payment choices continued to shift away from coin to the ParkVictoria app, which for 2018 reached 30% of on-street transactions.

Service improvements made in 2018 include:

- introducing the 'pay-by-space' model at Wharf parking lot which allows users to take advantage of payment by ParkVictoria app
- adding pay stations in previously underutilized time-limited on-street zones to provide alternate long-term parking
- implementing on-street commuter permits allowing long-term parking at the outer perimeter of the core that currently has spare capacity, resulting in reduced all-day use of parkades
- continued proactive block by block analysis to ensure the best utilization of parking capacity

During this year's strategic and financial planning process, Council directed staff to implement paid parking at on-street meters on Sundays and to use the revenue to fund bus passes for youth who live in the City of Victoria. To implement this direction, an amendment to the Streets and Traffic Bylaw is required to remove the provision of free parking on Sundays. Council directed that fees and time limits remain the same as weekdays. Given the lower parking demand on Sundays, staff are bringing an alternate option forward for Council's consideration that would allow longer stays than the 90-minute limit imposed on weekdays, as well as lower hourly rates. This option is outlined in the body of this report.

Changing one aspect of the parking system can lead to impacts on other portions. Changing to paid parking on Sundays is anticipated to shift some parking use to areas that are not currently metered and will remain free. Some of these areas are time-limited zones during weekdays, some are time-limited Mondays – Saturdays and a few are time-limited every day of the week. Staff have been evaluating the potential impact on these areas and will make the necessary adjustments to ensure utilization of the on-street spaces remain optimized. The majority of these zones can remain unchanged at this time; however, the blocks adjacent to the metered zones may need adjustment. The exact adjustments will be determined once Sunday paid parking is in effect and the actual impacts are known. The Streets and Traffic Bylaw delegates the authority to regulate these areas to the Director of Engineering and Public Works and no Council direction is required.

The design and management of the City's parking systems is a key component of the overall mobility ecosystem. The GoVictoria program and development of the City's Sustainable Mobility Strategy (SMS) will continue the review of our parking systems throughout 2019, and will develop a set of recommendations for Council's consideration. Any changes to our parking systems play a key role in achieving concurrent objectives of economic and social prosperity, sustainability, climate action, affordability, safety, and health and well-being. Parking design and price are key levers to help ensure the most sustainable movement of people, goods and services in our community, and will become increasingly important as the City grows, and as technology and the demand for curb-space evolves with new forms and patterns of mobility.

PURPOSE

The purpose of this report is to provide the annual update on parking services including improvements made in 2018, as well as considerations for the introduction of paid metered on-street parking on Sundays as of May 2019.

BACKGROUND

The City manages approximately 4,300 parking spots (approximately 2000 on-street, over 400 on surface parking lots, and 1,935 in parkades).

Over the last four years, numerous changes aimed at improving the parking experience have been successfully implemented. In addition to the changes made in the fall of 2014, there are several operational initiatives for managing the parking system that take place on a routine, ongoing basis. These include:

- Proactive block-by-block analysis where opportunities to adjust and increase parking spaces are identified and implemented (i.e. changing/removing loading zones, implementing angle parking etc.). Thirteen new spaces were added in 2018 through this analysis. Additionally, 57 paid spaces were installed in the 800 block of Humboldt.
- Current regulations allow two motorcycles to park in one parking spot, motorcycles can park in the parkades for \$4 per day, and can utilize 24 small vehicle spaces as well as seven motorcycle only spots throughout the city.
- Car share is encouraged and is already in all parkades with additional spaces added in 2019.
- Small businesses using 20-minute meters for loading/unloading is a good option in that it provides spaces with quick turnover. As a result of ongoing discussions with businesses, there are 60 20-minute meters in the downtown for short-term stays by customers and those loading/unloading.
- Allowing taxis to stand at six specific fire hydrants to free up on-street parking spaces – this one-year trial that began in February 2017 has been very successful. Two more of these zones were added in 2018.
- On-street commuter permits to provide an alternative parking solution for monthly parkers

In addition to the City's parking spots, there are currently more than 50 privately owned parking facilities, open to the public.

2014/2015 Improvements

A comprehensive review of the parking service model, including public engagement, was completed in 2014, resulting in several changes to how parking services are provided. To free up on-street short-term parking spaces by promoting parking in the City's five parkades where there was greater capacity, the following changes were introduced in September 2014:

- Providing incentives such as offering reduced on-street parking rates in areas located further away from parkades, while increasing rates for on-street spaces closer to City parkades.
- Offering the first hour free in City parkades with reduced rates, and spaces on the lower levels were signed for three-hour short term parking on weekdays from 8am – 4pm.
- Implementing free evening parking within parkades on weekdays from 6pm – 8am.
- Refreshing City parkades and through the City's *Art in Parkades* initiative introducing a mural series and a musical railing to make City parkades more inviting.
- Implementing a SafeWalk service.

Over the last four years, these changes have seen the desired outcome of increasing the usage in the parkades, and also increasing the usage in the outlying on-street parking areas.

2016 Improvements

2016 was the first year for the City's newest service, the Parking Ambassadors. This program, with its customer service first approach, has received positive feedback over the last three years.

The parking ticket review function was also brought into City Hall as part of the Public Service Centre. Parking ticket adjudication was introduced, removing the role of the courts in parking disputes and simplifying the process and reducing wait times.

A number of capital improvements to the parkades were implemented during 2016, including frontage improvements at the View Street Parkade, LED space counters, pay station button replacements, and a new ticketing software. In addition, art in parkades featuring murals produced by local artists in collaboration with youth at Centennial Square Parkade, an interactive musical railing at Bastion Square Parkade, and a contemporary First Nations artwork at Johnson Street Parkade were installed.

2017 Improvements

Replacing the aging elevator in the View Street parkade took place in 2017. A new cashier system better equips Parkade Attendants so they are able to provide quicker and smoother service.

The surface lot at Royal Athletic Park had space numbers added and the pay by space model was successfully piloted at this parking lot. This allows parkers the ability to utilize the ParkVictoria app, which will allow extending parking time remotely, avoiding tickets should events go longer than expected (sporting or other).

Approved in late 2016, the six Taxi Zones located at specific fire hydrants were installed in February, 2017. This initiative has been successful in two ways: 1) Taxis now have more spaces to stand while waiting for a call, keeping them from circling on the street and also reducing the need to be waiting in metered spaces, and 2) the additional signage has reduced the number of members of the public stopping in these zones by highlighting where the hydrant is. Parking Services staff will work with Transportation and the Fire Department to locate new appropriate zones to expand this use.

ISSUES & ANALYSIS

Parking trends realized since 2014 continued through 2018. The objective to increase capacity and turnover on-street for visitors to downtown is being achieved. Transaction volumes for parkades continue to increase and while the transaction volume on-street has remained fairly steady, there has been a distribution of parkers to streets further from the core.

2018 Transactions

Although the 2018 budget had been increased based on the experience in 2017, revenues again exceeded budget resulting in a year-end surplus of almost \$900,000 due to increased revenue from on-street meters, Royal Athletic Park parking lot, fines, parkades, and on-street occupancy permits paid by developers.

Parkades

The City's parkades were built to provide parking for shoppers and visitors. Staff manage monthly parking based on demand for short-term spaces. Since demand for short-term parking is high, only some commuter parking can be accommodated and until short-term demand decreases, monthly spots will remain limited. Of the 1,935 parkade spaces, approximately 23% are currently used by monthly parkers leaving 77% for daily parkers. In 2018, 72% of the parkade transactions were less than 3 hours, 20% stay 3-7 hours, and 8% park all day. This equates to almost 2,000 more short-term stay vehicles in the parkades during weekdays compared to 2014, which aligns with the intention of the current strategy. Almost 4,000 vehicles are utilizing parkades for less 3 hours daily.

In 2018, parkade transactions increased overall by over 160,000, a 10.5% increase over the year prior. Staff are closely monitoring parkade capacity for trends and usage.

Parkade	2014		2017		2018		2017/18 Increase
	Transactions	Monthly Avg	Transactions	Monthly Avg	Transactions	Monthly Avg	
View	284,356	23,696	454,231	37,853	532,251	44,354	17.2%
Bastion	257,412	21,451	391,598	32,633	408,816	34,068	4.4%
Broughton	173,711	14,476	312,283	26,024	339,479	28,290	8.7%
Centennial	66,324	5,527	153,551	12,796	162,981	13,582	6.1%
Johnson	92,025	7,669	210,870	17,573	239,357	19,946	13.5%
Total	873,828	72,819	1,522,533	126,878	1,682,884	140,240	10.5%

While on-street availability has improved, parkades during peak hours (11 am – 2 pm) are typically at or near capacity Monday through Friday where vehicles are able to enter as another vehicle leaves the facility. Further analysis indicates that during these busy periods, due to the short-term turnover, vehicles are entering these busy facilities with only short waits before a spot becomes available.

Surface Lots

The City manages 3 surface parking lots located at Royal Athletic Park (220 spaces), Wharf Lot (150 spaces) and Royal Theatre Lot (38 spaces). Each lot has unique uses as events can affect each one at various times of the year.

Royal Athletic Park surface lot is mainly used as long-term parking with monthly parking as the majority use during weekdays through-out the year. This lot also provides event parking, typically on evenings and weekends for Royal Athletic Park and Save On Foods Memorial Arena. In May 2017 the operation of the parking lot was changed to a 'pay by space' model which allowed for users to make payments using the convenient ParkVictoria app. Changes were also made to the manner in which the reserved spaces were being used. These two improvements have increased the lot use by just over 52%.

Wharf parking lot use is quite seasonal. In slower months (November through February) average daily transactions range from 60 to 100, but in busier months (May through August) climb to 220 to 280 and often is full. This lot services users accessing the inner harbour (Harbour Air, tourism activities etc.). A portion of this lot has been closed for structural repairs to the Ship Point site (impacting 28 spaces) and is scheduled to complete in summer 2019. The 'pay by space' model was introduced at this lot in 2018.

The Royal Theatre Parking lot is primarily used during weekdays as an option for commuter parking and in the evening for shows at the Royal Theatre. Weekday transactions range from 35 to 45 typically, but reduces in summer months as some commuters choose other modes of transportation or are on holidays.

On-Street

The 2,000 on-street metered parking spaces are available for short-term parking, with a daily average of about 9,400 transactions, which is relatively unchanged since 2017. Private development and other parking permits have reduced parking space inventory by 150 to 200 spaces daily. Total annual transactions have remained very steady since the 2014 improvements; however, transaction volumes in the different areas confirm that the parking is more evenly distributed throughout the parking zones indicating that the parking inventory is being more efficiently utilized. The objective of the 2014 Parking Services Review was to improve on-street parking availability for short-term stays to support downtown visits. For the nearly 800 parking spaces within the 90 minute

zone in the downtown core, all transactions averaged \$2.48 which equates to a 50 minute stay, indicating that turn-over within this zone is good and aligns with occupancy rate target of 85%.

Customer payment choices also continued to shift in 2018, with nearly 30% of all on-street transactions completed using the ParkVictoria app.

On-Street	2017			2018		
	Transactions	Monthly	% Use	Transactions	Monthly	% Use
Credit Card	709,681	59,140	26.60%	695,998	58,000	26.71%
Parking Card	148,603	12,384	5.60%	111,334	9,278	4.27%
Coin	1,199,298	99,942	45.00%	1,020,483	85,040	39.16%
ParkVictoria	605,963	50,497	22.80%	778,068	64,839	29.86%
Total	2,663,545	221,965		2,605,883	230,377	

Parking Ambassadors

2018 completes the third year for the City's Parking Ambassador Program. This program was created to enhance customer service and has received positive feedback over the years. While the emphasis remains on compliance through education, the total violations issued in 2018 were nearly 15% more than in 2017 (156,443 vs 135,713).

To understand reasons for ticket disputes and to shape education programs for the public, the City tracks cancelled tickets. At the end of 2016, a new ticketing application was developed that provides better integration with the current system. Parking violations are now live rather than batched the following day, allowing immediate payments and reviews to better serve the public. This new application enables warning tickets to be written and tracked in the system, which also treats them as "cancelled". This skews the numbers compared to years prior to when this tracking started.

The largest proportion (almost 30%) of the cancelled tickets are those that were just being written as the driver returned to the vehicle, followed by those cancelled for educational reasons. The following table summarizes cancelled tickets for the last three years:

Tickets Cancelled			
Reason	2018	2017	2016
Returned to vehicle	11,200	9,490	8,453
Educational/Courtesy	8,109	5,652	5,618
Out of Province	3,501	3,554	2,657
Visiting Resident	1,356	975	1,212
Paid Wrong Space	3,341	2,795	2,730
Resident	766	602	1,059
Paid at Violation Time	1,140	1,168	1,327
Moved Vehicle	278	332	291
Technology Communication Error	143	87	61
Warning Ticket*	4,017	2,654	Not tracked
Other reasons**	5,160	5,104	5,416
Total	39,011	32,413	28,824

*warning tickets prior to 2016 were not entered in the system

**includes Police/City requests; tourist; valid permits; and ticket mistakes

Proposed Improvements

The ongoing work including block-by-block analysis, promoting car share, and customer service improvements will continue. The holistic review of parking as part of the overall transportation system through the Sustainable Mobility Strategy will provide information and recommendations on optimization of curb management. The Accessibility Framework will also help guide improvements and updates to the City's current accessible parking policy.

In the immediate term, rate adjustments, on-street metered paid parking on Sundays, and customer service improvements will be implemented and are outlined below.

1. Proposed Rate Adjustments

Parkade use in 2018 increased overall by 10.5% over the previous year, and transaction volumes have nearly doubled since the improvements made in 2014. Over 70% of these transactions are vehicles parking in City facilities for fewer than 3 hours, indicating shoppers, downtown clients and other visitors to the downtown core are generally able to find space in the parkades. The increase in these volumes correlates directly to fewer parkers using the parkades all day. An overall reduction in all day and monthly parking has followed the rate increases implemented in May 2018.

Monthly parking continues to decrease at each parkade. Monthly parking rates were increased in June 2018, following an increase in May 2017 after remaining static since 2007. Council also approved a Parking Rates Policy in 2017, which provides for up to a 10% increase in rates, as required. Based on current capacity in all parkades, and under the authority of Council's Parking Rates Policy (Appendix A) staff intend to authorize an increase effective June 1, 2019. Should Council wish to provide different direction, a motion to that effect would accomplish that.

While the rates charged in Victoria are much lower than cities such as Vancouver and Calgary, the rates charged within the city are the ones most relevant for this market. The six privately operated, publicly available parkades (over 1500 spaces) within the City charges monthly parking in the range of \$250-\$265, averaging \$257. The daily parking rates at these parkades range \$14.50-\$17, averaging just below \$16.

The following rate increases take into account two previous increases, the market averages as well as the prices charged by parking facilities in the proximity of the City's facilities and will take effect in June unless directed otherwise:

Monthly rates	Current	2019 Proposed	Future	Private Rates Nearby
Centennial Sq	\$165	\$180	Allow for up to 10% increase as required.	\$235 *
Johnson St	\$185	\$200		\$250
Yates St	\$220	\$240		\$265
View St	\$220	\$240		\$265
Broughton St	\$220	\$240		\$265

* There are no private parkades close to Centennial; the price quoted is a surface lot

At this point, staff are not recommending changes to the daily parking rates since the City's rates are already within the market range and the all-day usage has dropped by 33% compared to 2017 (to 8% from 12%). This was the intent of increasing these rates in 2018. Staff are also not recommending introducing variable parkades rates with higher rates during peak periods, nor eliminating the first hour free option since both would primarily impact short-term parkers. The first hour free option has no effect for monthly parkers, nor all day daily parkers due to the cap in place.

No changes for on-street parking are recommended as current rates and time limits have been very successful in changing parking behaviour in that we have seen increased usage on streets further away from the core. According to best practice (outlined in the publication "High Cost of Free Parking", and parking strategies from other cities including San Francisco), the ideal occupancy rate at any time of day is 85%. This occupancy rate should provide at least one available space on each block at any given time and this is what our current experience is within the downtown 90-minute zone, with the average transaction time being 50 minutes. Through the Parking Rates Policy, staff have the authority to adjust rate schedules on streets and continue to do so as required.

2. On-street Metered Paid Parking on Sundays

Fees for on-street metered parking on Sundays will be implemented starting in May 2019. The revenue generated is to fund bus passes for youth who live in the City of Victoria. Per Council direction, rates and maximum parking times are to remain consistent with weekdays. Throughout the City, parking rates and times are currently set based on desired turnover and expected demand. The businesses that are open on Sundays are primarily retail shopping outlets, restaurants and entertainment facilities. Most professional offices and some businesses are closed, resulting in reduced parking demand downtown and need for the typical weekday turnover.

Given the lower parking demand on Sundays and the reduced hours for typical retail businesses, Council may wish to reconsider implementing weekday rates and maximum parking times. Introducing a lower rate (\$2 per hour rather than \$3 per hour in the 90-minute zone and \$1 per hour in outlying metered areas) with no time restriction would generate desired revenue, while supporting longer stays for shoppers and visitors to the downtown core. The combination of longer duration with reduced overall Sunday parking demand will likely still ensure adequate turnover and parking availability. 20 minute meters would still ensure shorter turnover periods in those spaces. Staff recognize that the revenue may be lower under this model (estimated at \$500,000 rather than \$600,000) but are outlining this alternate option for Council's consideration.

Changing one aspect of the parking system can lead to impacts on other portions. Changing to paid parking on Sundays is anticipated to shift some parking use to areas that are not currently metered and will remain free. Some of these areas are time-limited zones during weekdays, some are time-limited Mondays – Saturdays and a few are time-limited every day of the week. Staff have been evaluating the potential impact on these areas and will make the necessary adjustments to ensure utilization of the on-street spaces remain optimized. The majority of these zones can remain unchanged at this time; however, the blocks adjacent to the metered zones may need adjustment. The exact adjustments will be determined once Sunday paid parking is in effect and the actual impacts are known. The Streets and Traffic Bylaw delegates the authority to regulate these areas to the Director of Engineering and Public Works and no Council direction is required.

The City currently enforces parking regulations on Sundays and do have staff assigned to this work. However, to ensure the metered on-street paid parking and parking in limited time zones is adhered to, four additional staff would be required. Based on current experience during weekdays, it is anticipated that additional fine revenue will offset the additional staffing costs.

3. Customer Service Improvements

Block by Block Analysis

Proactive block by block analysis will continue to ensure parking capacity is utilized in the best way. Staff continue to locate new on-street metered spaces on blocks by reconfiguring current spaces. In addition, staff are identifying new streets to convert to pay parking where parking is either

drastically under-utilized, where streets in time-limited zones are typically full and vehicles are simply shuffled between spots, or where streets have no restrictions and turnover is non-existent.

Commercial Loading Zones

There are currently just over 100 commercial truck loading zones with varying restrictions throughout the City. Typically, the zones that end Fridays or early Saturdays become a 1 hour limited zone until 6pm and unrestricted after that time.

To address emerging demand for evening commercial deliveries, passenger zones for the public and taxis, as well as increasingly popular food delivery services and the potential future hailing services, commercial loading zones can provide more opportunities for safe pick up and drop off without interfering with traffic. These commercial zones will become standardized to Monday through Saturday from 7am to 6pm and will become passenger zones after 6pm. On Sundays, these shared zones would be passenger zones to offer the same short-term uses.

OPTIONS & IMPACTS

Option 1 – Direct staff to bring forward amendments to the Streets and Traffic Bylaw to authorize charging fees for metered on-street parking on Sundays and to update the Parking Rates Policy to reflect monthly rate increases (recommended)

This option will authorize implementation of fees for Sunday parking at meters on-street.

In addition, increasing fees for monthly parking within parkades supports freeing up space for short-term parking which is the focus of the Parking Strategy. The Sustainable Mobility Strategy, which is under development, is intended to inform Council's decision making for the future.

Per Council direction for Sunday parking, rates and maximum parking times are to remain consistent with weekdays. If Council wished to change the previous direction to an alternative approach as noted earlier in this report, a motion to implement with longer time limits and/or lower rates would provide suitable direction.

Option 2 – Amend the Streets and Traffic Bylaw, but defer approving rate changes until the Sustainable Mobility Strategy is complete.

This option will authorize implementation of fees for Sunday parking at meters on-street, however no adjustment to monthly parking rates will be made at this time.

It is likely that the current peak period capacity challenge will continue. The proposed changes are intended to address the short-term challenges while the longer-term plan is being developed. A holistic review is required to determine solutions and strategies to support transportation systems for all modes of travel for the long term. Deferring making changes until a later time is not recommended.

Accessibility Considerations

The City provides permits and specific parking spots for people with accessibility challenges. The current policies were developed in 2002 with the assistance of the Disability Resource Centre, who provides ongoing input on changes to the parking system and continues to identify options for improvements. The Accessibility Framework and Barrier Free parking reviews are underway and will further inform required changes and improvements to parking accessibility, informed by inputs from the Accessibility Working Group and other key stakeholder groups.

Strategic Plan

The parking network and assets are key components of the City's overall transportation system, and parking design and rates are important controls for meeting several objectives, including economic and social vitality, affordability, mode shift, greenhouse gas reduction, and health and well being.

The parking system contributes to the objectives of Sustainable Transportation and Prosperity and Economic Inclusion. Optimizing the parking network is a key component of the City's multi-modal and active transportation network design and daily management considerations. In addition, parking revenue provides significant funding for City programs and supports the Action "Continue to build financial capacity of the organization and explore sources of revenue other than property taxes and utility fees."

Impacts to Financial Plan

The proposed rate changes within parkades are intended to reduce the number of longer-term parkers resulting in higher availability for short-term parkers. The overall revenue impact is not anticipated to be significant; in essence, the higher rates are expected to be offset by lower usage. However, should parking behaviour not change and current use continue, there would be a resulting estimated \$85,000 annual revenue increase.

Revenues generated through parking services is a user pay model that, in addition to funding ongoing operating costs and capital upgrades to parking facilities and equipment, provides a significant contribution to funding City operations and therefore reduces the amount of property taxes required.

Council's direction to implement fees for on-street metered parking on Sundays will generate additional revenue. As directed, this revenue will be used to fund transit passes for youth who live in the City.

To ensure the metered on-street paid parking and parking in limited time zones is adhered to, four additional staff would be required. Based on current experience during weekdays, it is anticipated that additional fine revenue will offset the additional staffing costs.

To capture the above changes, the financial plan would be updated prior to the final approval in April 2019. These adjustments will not have an impact on the parking services budget bottom line, nor the property tax increase for 2019.

Official Community Plan Consistency Statement

The Official Community Plan includes many items regarding parking management as follows:

- 7.10 Maintain and implement a Parking Strategy to manage parking in the Downtown Core Area to give priority to short-term parking on-street and in City-operated parking facilities, and improve effective use of parking resources by seeking to:
 - 7.10.1 Provide excellence in customer service;
 - 7.10.2 Create incentives to position downtown as the destination of choice;
 - 7.10.3 Support downtown businesses and improve downtown vitality;
 - 7.10.4 Promote a safe and inviting downtown parking environment including the provision of bicycle and electric vehicle parking at key destinations;
 - 7.10.5 Integrate public short-term parking as a component of underground parking provided for high-density commercial mixed-use buildings, where appropriate;

- 7.10.6 Improve parking technology to make it more user friendly; and,
7.10.7 Ensure that the parking system is financially self-sustaining through a cost-recovery model.

NEXT STEPS

Sustainable Mobility Strategy

In the coming months, the Sustainable Mobility Strategy/ GoVictoria programs will review the design and performance of the City's parking systems to determine how they can best support important and transformational changes to the mobility ecosystem, with a primary focus on climate action and greenhouse gas mitigations, and required shifts to more sustainable movement of people, goods and services. Technology and service delivery changes will also impact the future of curb space management, and parking design and price remains a key lever for sustainable operations within the municipality. The policy development workshops planned for the spring 2019 will include review of the role and importance of parking to support the desired changes and meet Council's objectives.

Potential Future Parking Improvement Options

There are a number of additional changes that could be made. However, since these changes would not have significant impact on the current peak period challenges, the recommendation is to consider these upon completion of the long-term strategy.

Extending Paid Parking until 7 pm

An extension of on-street rates was discussed as part of the 2014 Parking Review and not supported at that time.

Currently on-street rates are in effect from 9am until 6pm. Parkades have capacity in the evening where parking is free after 6 pm. This extension of the paid-time into evening hours could alleviate the parking availability issues after working hours. This potential change requires more analysis before any recommendations can be brought to Council for consideration and could create some more availability in the early evening on the street with more drivers encouraged to use nearby parkades.

On-street Parking Space Counters / Sensors

Improved real-time public indication of parking space availability is required to enhance parking system efficiency and convenience. Our current system is transaction based, which only shows when space paid-time expires, even if a vehicle has already exited. Staff continue to explore improved sensor technology as part of parking service improvements in alignment with the City's "Smart City" pilot program.

Special Event Permitting

Careful coordination of parking demand during special events is required in the downtown, especially during high parking demand periods (i.e. before Christmas), and during disruptive capital or private construction. Increased fee rates could potentially be charged during higher-demand periods to reflect the value of the assets.

CONCLUSION

High demand for both short and long-term parking continued in 2018. In support of the current parking strategy that prioritizes short-term parking, proposed rate changes are aimed at freeing up space for shoppers and visitors to downtown. The long-term Sustainable Mobility Strategy will take

a holistic view of the transportation system, of which parking - both City-owned and privately owned facilities - is one component.

Respectfully submitted,



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Susanne Thompson
Deputy City Manager/Chief Financial Officer

Report accepted and recommended by the City Manager:

Date:


March 28, 2019

List of Attachments

Appendix A: Parking Rates Policy