



Council Member Motion
Committee of the Whole Meeting of April 22, 2021

Date: April 19, 2021

From: Councillor Andrew

Subject: Addition to Build Back Victoria

Background:

Businesses in Victoria experience a decline in traffic due, in part, to the perception that our city has a lack of parking – especially in the downtown core.

The city's statistics show that parking has declined across the city and there is an abundance of parking in the core. The number of people parking within the city is significantly less than pre-covid levels.

The city operates several initiatives to make parking convenient and through its mobile app, provides refunds for any unused time paid for parking.

A number of people request that the city return to free street parking on Sunday to encourage more people downtown. However, the majority of DVBA members do not support this move as it is proven to restrict turnover. Free parking on Sunday is available in city owned parkades.

To enhance use of the city's parking app, to change perception of parking availability in the core and to incentivise more people from outside the core to visit those businesses where parking is seen as a challenge to traffic, a program to support our businesses is recommended.

.../2

Recommendation

That Council direct staff to institute an incentive program where any current or new user of the city's parking app receives a one-time five-dollar credit on their account when they use the app to park during the month of May or the last two weeks in May.

That the City works with the DVBA to promote the incentive program together with its scrub up initiatives.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "S. Andrew", is positioned above the printed name.

Councillor S. Andrew