

**We're making  
parking easier.**



## **Update on Parking Improvements**

**February 12, 2015**





# What We Did

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On Monday, September 15, 2014, a range of parking improvements were implemented to shift motorists from higher-demand on-street parking spaces to the City's five parkades.

**We're making  
parking easier.**





# Why We Did It

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1. To improve customer service
2. To make parking easier
3. To support vitality of downtown





# Parkade Improvements

## At City's five parkades:

- First hour is always free (no need for a coupon)
- Reduced and standardized rates (\$2 per hour, 15 minute increments)
- Evening parking free Mon to Sat 6 p.m. – 8 a.m.
- Parking free all day on Sundays and holidays
- SafeWalk Service


### Welcome to Centennial Square Parkade

Please Take a Ticket to Enter/Exit

First Hour Free  
Free Evenings 6 p.m. – 8 a.m.  
Free Sundays and Holidays

Rates: \$2 Per Hour | \$12 Vehicle Day Rate  
\$4 Motorcycle Day Rate  
Lost Ticket Charged Day Rate

#### Payment Accepted:

Cash or Credit Card   
No Debit

24/7 Security | SafeWalk: 250.880.0683



[victoria.ca/parking](http://victoria.ca/parking)

### Johnson Street Parkade



If you would like to have a Security Guard accompany you to your vehicle, please call **250.880.0823**.



[victoria.ca/parking](http://victoria.ca/parking)

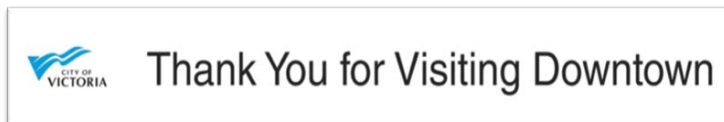
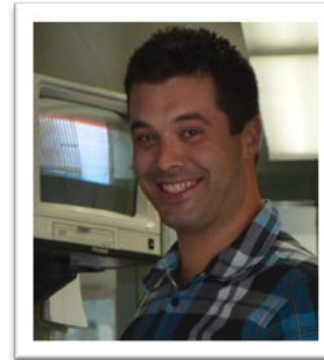


# Renewed Focus on Customer Service

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Introduced regular, small group meetings to increase two-way communication with frontline staff, and met with Parking Enforcement.

New and improved signage





# Parkade Cleaning and Painting

Deep cleaning and painting of City parkades gave them a fresher look





# New Short-Term Parkade Spaces

Introduced short-term parking spaces in City parkades on lower levels (upper levels at Broughton) to make spaces easier to find.

Signed short-term three-hour parking Monday to Friday 8 a.m. – 4 p.m.

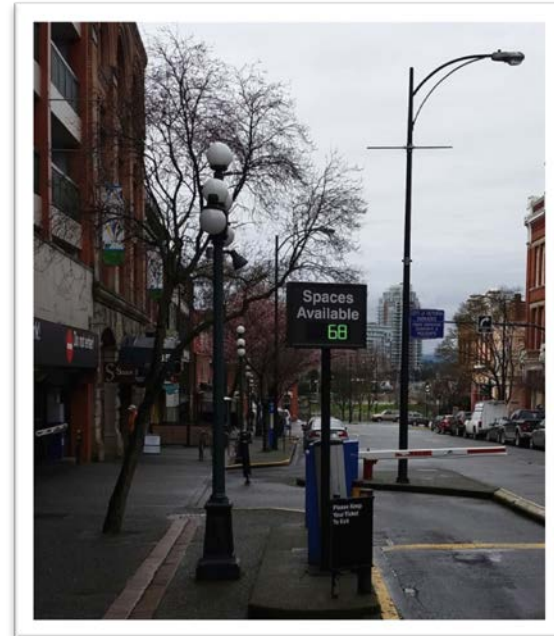






# New LED Parking Space Counters

New LED counters recently installed at View Street and Bastion Square Parkades to alert customers when parkades are running full.







# Art in Parkades

National Call to Artists to create public artwork to enhance the Johnson Street Parkade. Artwork to be completed by year's end. 60+ artists attended tour.

Two local calls for artists this spring for Bastion Square and Centennial Square Parkades.

Art in Parkades initiative based on input from City of Victoria Youth Council.



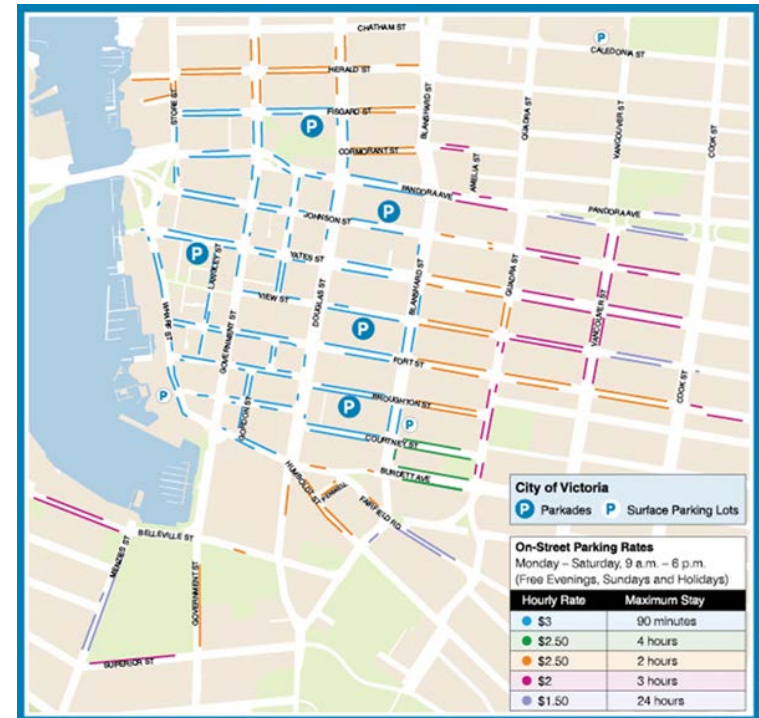


# On-Street Parking Improvements

Previously, most of City's 2,000 on-street parking spaces had rate of \$2.50 per hour with a 90 minute time limit.

To provide flexibility and choice:

- Introduced **five parking zones** ranging from \$1.50 to \$3 per hour with 90 minute to 24 hour time limits, Mon – Sat, 9 a.m. – 6 p.m.
- Free in the evenings Mon - Sat 6 p.m. – 9 a.m. and free all day Sundays and holidays





# 3,846 Parking Spaces Downtown

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Of the total 3,846 on-street and City parkade parking spaces:

- 62% (2,389 spaces) decreased in rate
- 16% (620 spaces) remained the same rate
- 22% (837 spaces) increased in rate

78% of downtown parking spaces decreased or remained the same rate

22% of downtown parking spaces increased in rate



# Free ParkVictoria App

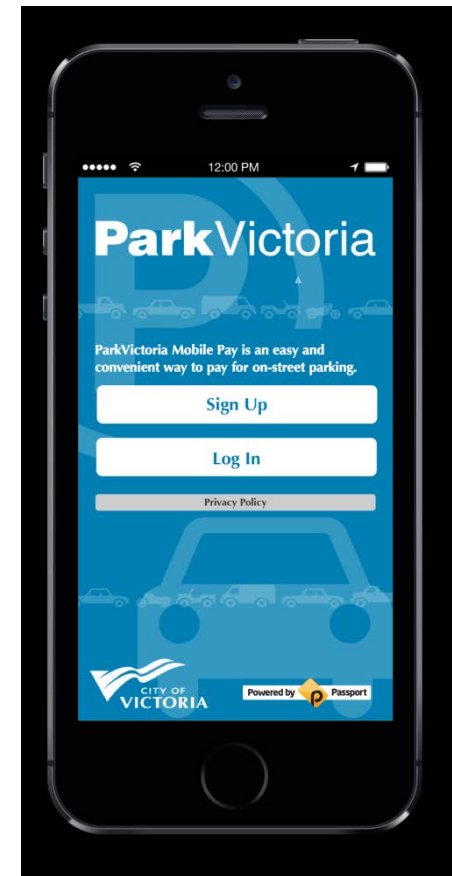
Introduced December 5, 2014,  
ParkVictoria app makes paying for  
on-street parking easier and more  
convenient.

Pay by iPhone, iPad, Android  
smart phone or tablet.

Free to download at:

- App Store
- Google Play

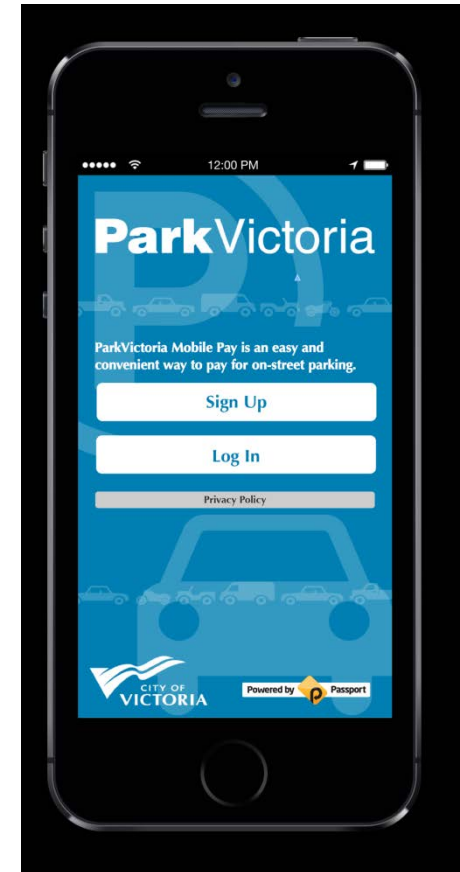
Mobile web application at  
**[www.parkvictoria.ca](http://www.parkvictoria.ca)**





# ParkVictoria App Benefits

- Pay by re-loadable “wallet” or by credit card
- No need to visit pay station or meter
- Receive reminder text message or pop-ups before parking expires
- Extend parking time up to maximum time zone limit posted
- Refund any unused parking time
- Prepay starting at 5 a.m. to park from 9-10:30 a.m.
- Can transfer balance from Parking Card
- Secure payment; Passport Parking iWEB servers in Quebec





# Coming Soon

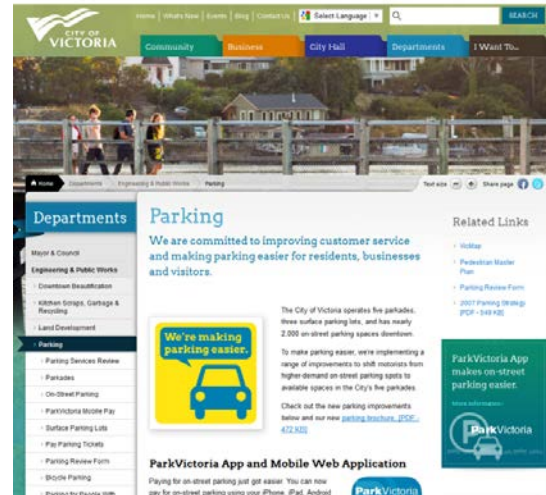
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- **Business Plan Review of Parking Enforcement Services:**
  - Issue RFP. Compare external with in-house service models in GPC Report Mar 26
  - Develop ambassador-focused training program in partnership with Downtown Victoria Business Association
- **Parking Review Office located in City Hall**
- **New “Express Payment” machines (Pay-on-Foot and Pay-in-Lane)**  
View Street Parkade lobby, Centennial Square Parkade exit lane
- **Block-by-Block On-street Analysis with Businesses**
- **New Guard Rails at View Street Parkade**
- **Parkade Banners**



# How We Informed the Public

**victoria.ca/parking**



Media Release



## Parking to Get Easier on September 15

Date: Wednesday, September 10, 2014

For Immediate Release

VICTORIA, BC – On Monday, September 15, a range of improvements to shift motorists from higher-demand on-street parking spots to available spaces in the City's five parkades will be introduced. The improvements address convenience, cost and availability – parking considerations identified earlier this year through consultation with more than 1,050 people.

Media Release



## New App Makes Paying On-Street Parking Easier

Date: Friday, December 5, 2014

For Immediate Release

VICTORIA, BC – Paying for on-street parking just got easier. Motorists can now pay for on-street parking using their iPhone, iPad, Android smart phone or tablet by downloading the free *ParkVictoria* app from the App Store or Google Play. Motorists can also use any data-enabled mobile device to access the *ParkVictoria* mobile web application at [www.parkvictoria.ca](http://www.parkvictoria.ca).








# How We Informed the Public

**City of Victoria - Local Government**  
Posted by Michelle Harris [?] · September 14, 2014

We're ready to welcome you tomorrow with **FIRST HOUR FREE** parking at City parkades, **FREE** evening parking and a reduced rate of \$2 per hour. Short-term, three-hour parking is available on lower levels. And we have a SafeWalk service. Come check us out. [www.victoria.ca/parking](http://www.victoria.ca/parking)



3,608 people reached

Boost Post

Like · Comment · Share

84 12 28 Shares

Cheryl Thorpe, Oakwood Property Management Ltd., JB's Auto Parts Plus and 81 others like this.

**City of Victoria** @CityOfVictoria · Sep 15  
Starting today, there are five on-street parking zones ranging \$1.50-\$3/hr w/90 min - 24 hr time limits #yyj [victoria.ca/parking](http://victoria.ca/parking)

**City of Victoria** @CityOfVictoria · Sep 15  
Starting TODAY, the first hr is always **FREE** at City parkades + **FREE** evening parkg, reduced rates & SafeWalk #yyj! [victoria.ca/parking](http://victoria.ca/parking)

**City of Victoria** @CityOfVictoria · Dec 5  
ParkVictoria mobile payment app for on-street parking is avail at App Store & Google Play #yyj #yyjtraffic [victoria.ca/parking](http://victoria.ca/parking)



# How We Informed the Public

**We're making parking easier.**



**The first hour is always free at City parkades.**

AND THAT'S NOT ALL:

- Free evening parking
- Free parking Sundays and holidays
- SafeWalk service



 [victoria.ca/parking](http://victoria.ca/parking)

**Did you know?**

**AT CITY PARKADES:**

- First hour is always free
- Free evening parking
- Free Sundays and holidays

**We're making parking easier.**



 [victoria.ca/parking](http://victoria.ca/parking)

**We're making parking easier.**



**On-Street Parking**  
There are **five parking zones** ranging from \$1.50 to \$3 per hour with 90-minute to 24-hour time limits. There are nearly 2,000 spaces to choose from.

**Need More Time?**  
Park at one of the City's five parkades:

- First hour is always free
- Free evening parking
- Free Sundays and holidays
- \$2 per hour
- SafeWalk service



 [victoria.ca/parking](http://victoria.ca/parking) 

**Pay for on-street parking with your mobile device.**

Download the free **ParkVictoria** app today!

[victoria.ca/parking](http://victoria.ca/parking) 

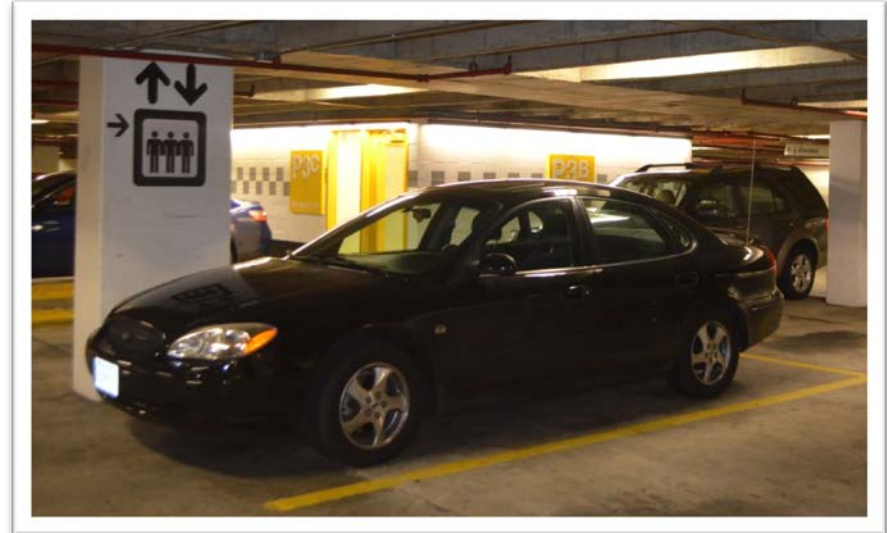






# How We Informed the Public

- Meetings with staff and parking enforcement
- Downtown business info package distributed by DVBA Clean Team (letter, brochure, window decal, SafeWalk cards)
- Monthly parkers informed by letter of new short-term parking
- CRD elected officials w/permit informed by letter to park in City parkades instead of on-street.
- Letters to stakeholders (DVBA, Greater Victoria Chamber of Commerce, Tourism Victoria, Downtown Residents Association)





# Is it Working?

To date, received overwhelming support from the community:

- Notable shift in behaviour amongst motorists
- Significant positive feedback from local businesses, residents, and media (letters, emails, new stories and social media)

## Editorial: Parking becomes easier

TIMES COLONIST  
DECEMBER 11, 2014 12:10 AM

Email Print

Complaining about parking is as much a part of Victoria's character as the legislature buildings and the Inner Harbour, but parking here is relatively plentiful, inexpensive and easy to access.

And it just got easier.

## Editorial: Parking changes worked

TIMES COLONIST  
SEPTEMBER 26, 2014 05:15 PM

Email Print



Victoria residents will probably always complain about parking, but now there's less to complain about.

In a move designed to steer cars away from on-street parking and into city parkades, the city lowered the parkade rate to \$2 from \$2.25 an hour and made the first hour of parking free, as well as making parking in parkades free from 6 p.m. to 8 a.m.

## Parking app lets Victoria drivers pay on the go

JEFF BELL/TIMES COLONIST  
DECEMBER 8, 2014 10:36 PM

Email Print



The ParkVictoria app lets drivers pay for parking with a mobile device.



# Results

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## At City Parkades:

- 30%+ increase in parkade use in Dec 2014 compared with Dec 2013
- 35%+ increase in parkade use in Jan 2015 compared with Jan 2014
- Parkades now operating at capacity during peak periods (mid-day)
- 80% of customers park for less than three hours in parkades, increasing the likelihood of finding a parking space

Month	City Parkades Total Vehicles 2013 & January 2014	City Parkade Total Vehicles 2014 & January 2015	Percentage Change
August	58,647	58,795	0.25%
September	55,422	60,718	9.56%
October	58,868	76,431	29.83%
November	62,192	74,243	19.38%
December	67,145	88,082	31.18%
January	59,766	80,733	35.08%



# Results

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## On-street Parking:

- Slight decrease in on-street parking use since mid-Sept
- Majority of decrease in downtown area closest to City parkades
- Increased use of four other on-street zones

Month	On-street Total Transactions 2013 & January 2014	On-street Total Transactions 2014 & January 2015	Percentage Change
July	239,945	237,475	-1.03%
August	248,129	234,528	-5.48%
September	227,526	230,060	1.11%
October	239,465	236,196	-1.37%
November	231,195	214,611	-7.73%
December	232,950	245,668	5.46%
January	231,186	221,615	-4.14%





# Results

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## Security/SafeWalk at Parkades:

- 24/7 security on site at City parkades
- SafeWalk most popular at Bastion Square Parkade with 80 – 120 customers using service daily
- 1 - 2 daily requests at City's four other parkades
- Positive feedback from customers and staff

## VicPD Calls for Service:

ADDRESS OF PARKADE	2008	2009	2010	2011	2012	2013	2014
575 YATES ST	178	144	146	81	97	55	64
645 FISGARD ST	30	14	24	8	11	12	14
743 VIEW ST	47	43	38	18	28	26	40
745 BROUGHTON ST	96	85	71	53	56	58	33
750 JOHNSON ST	21	16	12	21	10	9	20
Grand Total	372	302	291	181	202	160	171



# Results

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## **ParkVictoria App (Dec 5, 2014 – Jan 31, 2015):**

- 6,700 customers downloaded free app
- 2,556 unique users parked on-street and used app
- Over 1,200 wallet accounts set up
- 11,010 parking transactions paid for with app
- Approx. 40 new users a day / more than 300 transactions daily
- Communications strategy coming in spring to increase awareness and use





# Results

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## On-Street Parking Enforcement:

- Worked with parking enforcement to improve service levels and public perception
- Increased focus on ambassador role
- 10% fewer tickets issued due to opportunity to make fair judgment calls
- Customer Service Centre staff cancel tickets if review is not needed
- 15% decrease in customer interactions at Review Office
- Reduced tickets to Traffic Court (423 in 2013 compared with 216 in 2014)



# Results

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## Budget Impact:

- \$750,000 annual reduction in parkade revenue anticipated to be offset by increase in on-street revenue
- **43,000** more parking transactions overall from Oct 1 – Dec 31, 2014 (compared with Oct 1 – Dec 31, 2013), resulting in slight increase in revenue of \$61,000
- Implementation and promotional costs approx. \$70,000

Parkades	Revenue (approx.)	# of Transactions (approx.)
October – December 2013	\$755,000	188,000
October – December 2014	\$649,000	239,000
<b>+/-</b>	<b>-\$106,000</b>	<b>+51,000</b>
On-Street Parking		
October – December 2013	\$1,415,000	704,000
October – December 2014	\$1,582,000	696,000
<b>+/-</b>	<b>+\$167,000</b>	<b>-\$8,000</b>



# Conclusions

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- Parking improvements well-received by customers, businesses, media and staff
- City parkades experiencing increased use, freeing up more high-demand on-street parking spaces, making parking easier to find
- Initial results encouraging; more time needed to monitor and evaluate effects of improvements
- Updates on parking improvements to be provided annually. Next update in January 2016.





# Questions

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Questions