



Committee of the Whole Report

For the Meeting of March 22, 2018

To: Committee of the Whole
From: Susanne Thompson, Director of Finance
Subject: Annual Parking Services Update

Date: March 9, 2018

RECOMMENDATION

That Council:

1. Approve increases to rates for parkades and update as follows to take effect June 1, 2018:
 - a. Parkade hourly parking rates
 - i. Daily maximums
 1. Centennial, Johnson, View and Broughton \$16
 2. Yates \$17.50
2. Direct staff to update the Parking Rates Policy to reflect approved daily and monthly rate increases
3. Direct staff to develop a communications plan to share information regarding any approved changes to the parking system and rates

EXECUTIVE SUMMARY

The City's Parking Strategy, updated in 2014, provides the current direction for the City's parking system with priority given to short-term parking for visitors and shoppers. This report outlines where this direction is being achieved (on-street parking), where we see pinch-points (parkades) and the initiatives underway to attempt to alleviate those challenges in the short-term.

The City's parking system continued to see high demand in 2017 with good turn-over on-street and increased transaction volumes in parkades. Parking inventory on-street continued to achieve wider-spread utilization of spaces throughout metered areas while transaction volumes remained similar to 2016, with average stays of 48 minutes within the 90-minute zone. Peak demand (11 am to 2 pm) in parkades continued to create capacity challenges during weekdays. However, on weekends only the Yates Street Parkade and Centennial Parkade (due to events) fill up periodically on Saturdays.

The priority for healthy turn-over (85% occupancy) on-street and short-term availability within parkades is the focus of the current Parking Strategy. The objective of the 2014 Parking Services Review to increase capacity and turnover on-street for visitors to downtown is being achieved. Of important note is that 83% of daily parkade transactions are three hours or less, compared to 75% in 2016.

The rate increases implemented in 2017 had some desired effect of reducing monthly parkers (25% of spaces compared to 30% in 2016) resulting in increased space for short-term parking. However,

all-day daily parkers remained at approximately 30% of spaces. Some of this demand is likely partially attributable to the loss of some private parking lots to new development over the last few years, in addition to increased tourism, downtown residents, employment and construction operations (i.e. trades parking). To continue to support availability of space for short-term stays, it is recommended that the daily maximum at all parkades be increased. Also, the monthly rates for all parkades have a planned increase of 10% as of June 1 per the Parking Rates Policy Council approved in 2017. Should Council wish to implement a different, or no rate change, a motion to that effect would accomplish that. No rate changes are recommended for surface lots or on-street.

Customer payment choices continued to shift away from coin to the ParkVictoria app, which in early 2018 reached 28% of on-street transactions. A “pay by space” model was successfully implemented at the Royal Athletic Park surface lot allowing customers to make payment through the convenient ParkVictoria app. This feature will be expanded to the Wharf and Royal Theatre lots in 2018.

The proactive “block by block” analysis continues to ensure the best utilization of parking capacity. Recently on the 700 block of Yates Street, angle parking was implemented gaining nine new spots in addition to moving a parking spot for people with accessibility challenges closer to the Post Office and a recently installed ramp adjacent to a loading zone.

Service improvements implemented in 2017 include a new ticketing application that allows immediate payments and reviews, on-street commuter permit pilot, “tap and go” credit card solution in parkades, and taxi zones at some fire hydrants; these are outlined in more detail in the body of this report.

The City’s parking system is an integrated component of the City’s overall transportation network. Staff are currently developing the City’s long-term transportation strategy, called the “Sustainable Mobility Strategy” (SMS), which will further define the long term management of the City’s transportation network and assets, including the parking system. This analysis and planning exercise will solidify strategies and actions required to balance parking alongside other mobility network designs. Consultant support for the SMS will be canvassed via a Request for Proposals, to be released immediately.

PURPOSE

The purpose of this report is to provide the annual update on parking services including improvements made in 2017, and recommend short-term changes to address the current capacity challenges.

BACKGROUND

The City manages approximately 4,300 parking spots (approximately 2000 on-street, over 400 on surface parking lots, and 1,935 in parkades). Currently about 83% of parkade visits are short duration of less than three hours, compared to 75% in 2016. However, approximately 25% of parkade spaces are used on a monthly basis and another 30% are used by daily parkers who park all day, leaving 45% for short-term parking, compared to 40% in 2016.

Over the last three 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.). Twenty-four parking spaces have been added over the last 13 months through this analysis.

- Current regulations allow two motorcycles to park in one parking spot, motorcycles can park in the parkades for \$4 per day, and can utilize 20 small vehicle spaces as well as eight motorcycle only spots throughout the city.
- Car share is encouraged and is already in all parkades.
- 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, 16 new spaces have been implemented over the past 13 months for a total of 61 throughout the City.
- 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.

There are currently over 55 privately owned facilities, open to the public, as outlined in Appendix A.

2014 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 three 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 two 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

2017 saw the introduction of a new payment option, "Tap and Go" credit card solution, which should speed up transactions and reduce parkade ticket use.

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 beginning a year-long trial of this service. Parking Ambassadors and Fire Department staff have not seen an issue since these zones were installed. This trial 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 2017. 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.

2017 Transactions and Financials

Although the 2017 budget had been increased based on the experience in 2016, revenues again exceeded budget resulting in a year-end surplus of almost \$1.4 million partially due to increased transaction volumes in parkades and the rate increases that were implemented in May of 2017, but also due to on-street parking permits paid by developers. The following table summarizes the revenues and expenses for the last two years:

Revenues:	2016 Actuals	2016 Budget	2017 Actuals	2017 Budget
Parkades	(\$4,697,737)	(\$4,247,800)	(\$5,320,780)	(\$4,567,800)
On-Street and surface lots	(\$7,749,976)	(\$7,270,000)	(\$7,928,330)	(\$7,530,000)
Street occupancy permits	(\$1,121,470)	(\$650,000)	(\$936,171)	(\$650,000)
Fines	(\$3,393,807)	(\$3,190,000)	(\$3,399,598)	(\$3,295,000)
Year End Totals	(\$16,962,990)	(\$15,357,800)	(\$17,584,878)	(\$16,042,800)

Expenses:	2016 Actuals	2016 Budget	2017 Actuals	2017 Budget
Administration	1,670,612	1,670,297	2,393,281	2,396,698
Parkades*	2,394,773	2,242,600	2,477,231	2,349,145
On-Street and surface lots	748,023	755,425	712,468	768,315
Fines and enforcement	1,161,408	1,108,000	1,133,841	1,070,500
Parking Ambassadors	1,030,227	1,128,215	987,208	1,004,877
Year End Totals	\$7,005,044	\$6,904,537	\$7,704,030	\$7,589,535

* includes extra \$125,000 payment to the Province under lease agreement due to increase revenue at Broughton Parkade

Net Revenue	(\$9,957,946)	(\$8,453,263)	(\$9,880,848)	(\$8,453,265)
Surplus			(\$1,427,583)	

Parkades

The City's parkades were built to provide parking for shoppers and visitors. Staff manage monthly parking based on current demand for short-term spaces. As parkades have become busier over the last three years, we are receiving increased inquiries regarding wait times for monthly parking spaces. Since the current turnover is very low and demand for short-term parking is high, obtaining a monthly spot takes time. Given the current demand for short-term parking, only some commuter parking can be accommodated and until this demand decreases, monthly spots will remain limited. Of the 1,935 parkade spaces, approximately 25% are currently used by monthly parkers leaving 75% for daily parkers. 83% of the weekday daily parkers stay less than 3 hours, 5% stay 3-7 hours, and 12% park all day. This equates to more than 1,000 more short-term stay vehicles coming to the parkades during weekdays compared to 2014, which aligns with the intention of the current strategy. The upcoming Sustainable Mobility Strategy will include long-term demand forecasting for parking.

In 2017, parkade transactions increased overall by just below 100,000, nearly a 7% increase over the year prior, on top of a 12% increase in 2016. At three of the parkades transaction volumes are levelling off as there was a less than 5% change from 2016. Staff are closely monitoring parkade capacity for trends and usage. While on-street availability has improved, parkades during peak hours (11 am – 2 pm) are typically at capacity Monday through Friday where line-ups will form and vehicles are able to enter as one leaves the facility.

Parkades	2016		2017		Annual Increase %
	Transactions	Monthly Avg	Transactions	Monthly Avg	
View	394,696	32,891	454,231	37,853	15.1%
Bastion	385,618	32,135	391,598	32,633	1.5%
Broughton	316,852	26,404	312,283	26,774	-1.4%
Centennial	146,833	12,236	153,551	12,796	4.5%
Johnson	190,343	15,862	210,870	17,573	10.8%
Total	1,434,342	119,529	1,531,533	127,628	6.8%

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 serves as 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 take advantage of payment by ParkVictoria. Changes were also made to the manner in which the reserved spaces were being used. These two improvements have increased the use of this lot by just over 15%. The Wharf and Royal Theatre lots will be converted to the pay by space model in 2018.

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. This lot services many people that utilize inner harbour services (Harbour Air, tourism activities etc.). A portion of this lot has been closed off (impacting 28 spaces) pending a report back to Council on options for structural repairs to the Ship Point site. Note: The longer-term plan for Ship Point, if

approved, may also affect the parking design and capacity at this location, which should be taken into consideration for all transportation planning at/near this location.

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. Use slows down in summer months as some commuters have other modes of transportation or are on holidays.

On-Street

The 2,000 on-street metered parking spaces are for short-term parking, with a daily average of about 9,400 transactions, which is relatively unchanged since 2016. While overall annual transactions have remained very steady since the 2014 improvements, 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 from the 2014 Parking Services Review continues to be making it easier to find on-street parking for short-term stays, making downtown more inviting. For the 800 parking spaces within the 90 minute zone in the downtown core, all transactions averaged \$2.38 which equates to a 48 minute stay, indicating that turn-over within this zone is generally good.

Customer payment choices also continue to shift in 2017, with just over 22% of all on-street transactions completed using the ParkVictoria app, roughly 50% more than in 2016.

On-Street	2017			2016		
	Transactions	Monthly	% Use	Transactions	Monthly	% Use
Credit Card	709,681	59,140	26.6%	725,861	60,488	26.3%
Parking Card	148,603	12,384	5.6%	191,709	15,976	6.9%
Coin	1,199,298	99,942	45.0%	1,428,751	119,063	51.7%
ParkVictoria	605,963	50,497	22.8%	418,204	34,850	15.1%
Total	2,663,545	221,965		2,764,525	230,377	

January 2018 saw over 28% of on-street parking transactions through ParkVictoria.

Parking Ambassadors

2017 completes the second year for the City's Parking Ambassadors. This program, with a customer service first approach, has received positive feedback over the years. While the emphasis remains compliance through education, the total violations issued in 2017 were nearly 4% more than in 2016 (135,713 vs 130,668). This increase can be related to a more experienced group of staff.

Ticket reviews continued to be handled by City staff in 2017 and there was a slight increase in number of 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, so the 2017 totals are skewed as a result. In 2017, 2,654 warning tickets were issued.

The following table summarizes cancelled tickets for the last three years:

Tickets Cancelled			
Reason	2017	2016	2015
Returned to vehicle	9,490	8,453	8,819
Educational/Courtesy	5,652	5,618	3,482
Out of Province	3,554	2,657	3,381
Visiting Resident	975	1,212	2,390
Paid Wrong Space	2,795	2,730	2,323
Resident	602	1,059	1,390
Paid at Violation Time	1,168	1,327	1,198
Moved Vehicle	332	291	986
Communication Error	87	61	963
Warning Ticket*	2,654	Not tracked	Not tracked
Other reasons**	5,104	5,416	6,330
Total	32,413	28,824	31,262

*warning tickets prior to 2016 were not entered in the system, but now are

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

Proposed Short-term Changes

While the ongoing work including block-by-block analysis, promoting car share, and customer service improvements will continue, a holistic review of parking as part of overall transportation systems (via the SMS) will be required to understand and address how to best optimise parking with the current and forecasted pressures for road right-of-way in our City.

In the immediate term, three proposed changes - rate adjustments, continued collaboration with DVBA, and customer service improvements - are outlined below.

1. Proposed Rate Adjustments

Parkade usage has increased more than 75% since improvements implemented as part of the 2014 Parking Services Review creating capacity challenges though the middle of the day on weekdays at all five City operated parkades. The priority use of the parkades is for short term parking. However, the combination of additional people coming downtown and the loss of privately operated surface parking lots has created increased demand for long-term parking.

Reduced rates (1st hour free, \$2 for 2nd and 3rd hour) have encouraged an increase of over 83% of short term parkers (50,690 September 2014 vs 92,620 September 2017), which is consistent with current parking strategy. Increasing the daily maximum to \$16 (from \$14.50) at View, Broughton, Centennial and Johnson Parkades and to \$17.50 (from \$16) at the Yates St. Parkade are recommended to reduce commuter parking and freeing up spaces for short-term parking.

The following table outlines changes in transaction volumes since 2014:

Parkade	September 2014			September 2017			% Increase	% Increase	% Increase
	< 3 hours	All Day	Total	< 3 hours	All Day	Total	< 3 hours	All Day	Total
View	18,081	1,629	22,974	29,219	3,308	36,295	61.6%	103.1%	58.0%
Yates	14,534	1,143	20,030	23,684	1,789	31,699	63.0%	56.5%	58.3%
Broughton	9,274	1,755	13,493	17,456	3,702	25,177	88.2%	110.9%	86.6%
Centennial	4,030	398	5,560	8,943	1,228	12,663	121.9%	208.5%	127.8%
Johnson	4,771	602	7,413	13,318	1,879	17,896	179.1%	212.1%	141.4%
Total	50,690	5,527	69,470	92,620	11,906	123,730	82.7%	115.4%	78.1%

Monthly parking has been decreasing at each parkade. Monthly parking rates were increased last May after remaining the same since 2007. Council also approved a Parking Rates Policy last year, which provides for a 10% increase in rates, if required. Based on current capacity in all parkades, and under the authority of Council's Parking Rates Policy (Appendix B) staff intend to authorize an increase effective June 1, 2018. Should Council wish to provide different direction, a motion to that effect would accomplish that.

The six privately owned, publicly available parkades (over 1500 spaces) within the City charges monthly parking in the range of \$215-\$245, averaging \$230. The daily parking rates for the six privately owned, publicly available parkades range \$12-\$17, averaging just over \$14. 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 following rate increases take into account the above averages as well as the prices charged by parking facilities in the proximity of the City's facilities and will take effect unless directed otherwise:

Monthly rates	Current	2018 Proposed	Future	Private Rates Nearby
Centennial Sq	\$150	\$165	Allow for up to 10% increase as required.	\$205
Johnson St	\$170	\$185		\$225
Yates St	\$200	\$220		\$240
View St	\$200	\$220		\$245
Broughton St	\$200	\$220		\$235

At this point, staff are 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.

Based on the experience at the Royal Athletic Park lot after implementing the pay-by-space model and the resulting increase in usage (15%), and the plans to expand this model to the other two lots, it is expected that similar utilization will be achieved and no adjustments to rates are proposed at this time.

No changes for on-street parking are recommended as current rates and time limits have been very successful in changes 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 48 minutes. Through last year's approval of the Parking Rates Policy, staff now have the authority to adjust rate schedules on streets and continue to do so as required.

2. Continue Collaborative Efforts with DVBA

Staff continue to support DVBA initiatives such as:

- Their online map identifying all publicly available parking spaces (Appendix A)
- Identifying and creating new parking locations for park and shuttle/walk
- Promoting bulk transit passes (available to employers to offer to their employees at a discounted rate; the City already offers this to its employees)
- Connecting private parking operators with developers to explore opportunities to increase parking

3. Customer Service Improvements

An on-street commuter permit pilot project began in October 2017 to help reduce some all-day parking in the parkades. All day parkers were asked to consider a street parking permit within a 10 minute walk from the parkade at the outer perimeter of the core that currently has spare capacity. Streets were selected based on current usage and a limited number of permits are offered to ensure the capacity of the blocks are not being maximized. This has been very successful over the past 5 months with no issues noted. The pilot will run through April 30, 2018 and if success continues, staff would extend this program to more streets and continue to monitor use.

In addition, to provide alternate long-term parking, staff are exploring offering all-day paid parking by adding pay stations in previously underutilized time-limited on-street zones.

A new "Tap and Go" credit card solution which should speed up transactions and reduce parkade ticket use has been installed and promotion of this payment option will begin shortly. Staff are also exploring the option for customers to utilize ParkVictoria in the parkades.

The Centennial Square, Johnson Street and Broughton parkades will receive space counters to communicate to drivers how many spaces are available in those parkades.

The pay-by-space model piloted at the Royal Athletic Park lot was very successful and this will be expanded to Wharf and Royal Theatre lots in 2018. This model allows parkers at these surface parking lots the ability to utilize ParkVictoria, which enables extending parking time remotely, avoiding tickets should events go longer than expected.

Block by block analysis continues at monthly meetings between Parking and Transportation staff creating a proactive approach to ensuring parking capacity is utilized in the best way. Staff continue to locate new on-street metered spaces on blocks by reconfiguring current spaces. Fifteen spaces have been added so far in 2018 with opportunities to add more with continued analysis and as construction projects complete. A good example of this is an increase of nine spaces on the 700 block of Yates including seven in new angled spaces (transitioned from parallel spaces), consisting of one new accessible space and two 20-minute meters to encourage turnover. Another two spaces across the street have been added due to a shuffle in those spaces to make better use of the block length.

OPTIONS & IMPACTS

Option 1 – Approve rate changes in the parkades and develop communications plan (recommended)

A guiding principle within the Parking Strategy is to focus on supplying short-term parking opportunities and the proposed changes are in support of this priority. The strategy to retain incentives for short-term parkers while increasing the fees for longer-term parkers within parkades, is aimed at freeing up space, especially during the weekday mid-day peak period, for short-term parkers.

It is recognized that additional space for long-term parkers is currently needed, and while the City does not have current plans to create additional City-owned parking lots or parkades, work with the DVBA will continue to identify alternative solutions and privately owned facilities in an effort to alleviate the capacity challenges in the short-term. The Sustainable Mobility Strategy is intended to inform Council's decision making for the future.

Option 2 – Defer approving rate changes until the longer-term Mobility Strategy is complete.

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 and are being revisited with the continued input from the Disability Resource Centre (who provides ongoing input on changes to the parking system) to identify options for improvements.

2015 – 2018 Strategic Plan

The parking services model contributes to the objectives of Creating Prosperity Through Economic Development and Striving for Excellence in Planning and Land-Use.

Optimising the parking network is an integral part of the overall transportation system, and a key component of the City's multi-modal and active transportation network (Strategy Objective No.9) design and daily management considerations.

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 \$300,000 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.

Official Community Plan Consistency Statement

Parking Management

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

The City's parking system is an integrated component of the City's overall transportation network, and its needs and performance are directly related to the functionality of all travel modes in, out and throughout of the City. Consultant support is being contracted to support the next phase of development of the City's "Sustainable Mobility Strategy" (SMS). This strategy will further define the long term management of the City's transportation network and assets. The study will examine the following main areas, that are most related to parking performance:

- Targets and strategies for desired mode-shifts and mode-performance (vehicle, transit, cycle, pedestrian, parking),
- Assessment of best-practices and emerging trends, technologies, and associated opportunities / risks,
- Urban transportation system performance measures and data management plan, and
- Action plan (short, medium and long term) with associated resource implications.

Potential Parking Improvement Options Under Consideration

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 till 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 till 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 to Council for consideration and could create a little more availability in the early evening on the street with more drivers encouraged to use nearby parkades.

Sunday Paid Parking

Paid parking on Sundays has been considered by Council in the past. Discussions with some business owners that are open on Sundays have revealed there is a concern regarding the turnover of on-street parking on Sundays. Parkades could remain free for the day to encourage use for longer-term needs. More exploration and consultation on this issue is recommended, should Council wish to explore this option.

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 and also via the City's "Smart City" 2018 pilot program and as new, attractive technologies emerge.

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 be charged during higher-demand periods to reflect the value of the assets. The City will examine this potential measure in more detail.

COMMUNICATIONS PLAN

Similarly to the roll-out of the rate changes made in 2017, a comprehensive communications plan will be developed to inform customers of upcoming parking rate increases to address capacity challenges in the short-term, and upcoming customer service improvements.

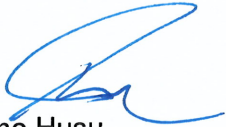
Communications would include:

- a refreshed parking fact sheet to be shared widely with the community and available online
- promotion of the City's ParkVictoria app
- updated rate signage at City parkades
- new content on the City's website
- a media and social media strategy
- direct email to stakeholder groups
- letter to monthly parkers informing of new rates

CONCLUSIONS

High demand for both short and long-term parking continued in 2017. 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.

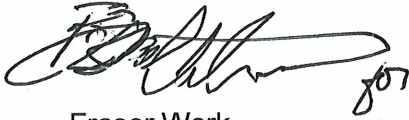
Respectfully submitted,



Ismo Husu
Manager of Parking Services




Susanne Thompson
Director of Finance



Fraser Work
Director of Engineering
and Public Works

Report accepted and recommended by the City Manager:


Date: March 14, 2018

List of Attachments

Appendix A: DVBA Parking Map
Appendix B: Parking Rates Policy