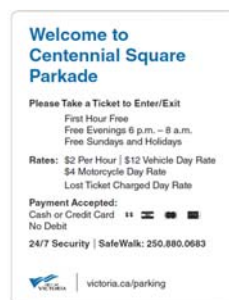
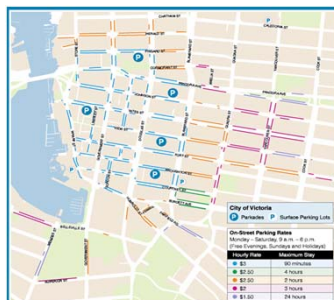


Parking Services Update



Parking Strategy Guiding Principles

- Focus on supplying short-term parking opportunities
- Support economic vitality downtown
- Offset parking expenditures through revenues
- Support sustainable transportation and land-use plans and policies



Annual Parking Services Update

Achievements and Challenges

Achievements:

- Good on-street turn-over in core, 48 minute average stay
- On-street usage distributed to streets further from core
- 83% of transactions within parkades less than 3 hours compared to 75% in 2016
- Reduction in monthly parkers - 25% of spaces compared to 30% in 2016
- Weekend space availability within parkades



Challenges:

- Parkade peak demand weekdays 11 am to 2 pm
- All-day daily parking remained at 30% of all spaces



Annual Parking Services Update

Ongoing Proactive Initiatives

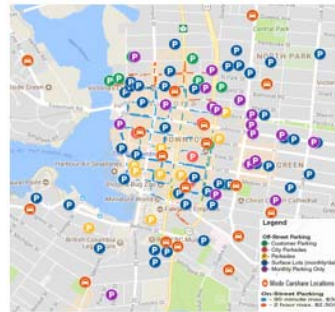
- Conducting block-by-block on-street analysis – 24 parking spaces added over last 13 months
- On-street commuter permit pilot as alternative to all-day parking in parkades
- Exploring all-day paid parking in underutilized time-limited on-street zones
- Car share in all parkades
- 20-minute spaces for small business loading/unloading – 16 spaces added over last 13 months
- Taxis allowed to stand at 6 designated fire hydrants



Annual Parking Services Update

Proposed Short-term Changes

1. Increase daily fee maximum in parkades
2. Per Policy increase monthly parking rates
3. Continued collaboration with DVBA
4. Customer service improvements



Annual Parking Services Update

Proposed Parkade Rate Adjustments

Increase daily maximum as follows:

- Centennial, Johnson, View and Broughton \$16 (from \$14.50)
- Yates \$17.50 (from \$16)

Per Parking Rates Policy, increase monthly rates by 10% as follows:

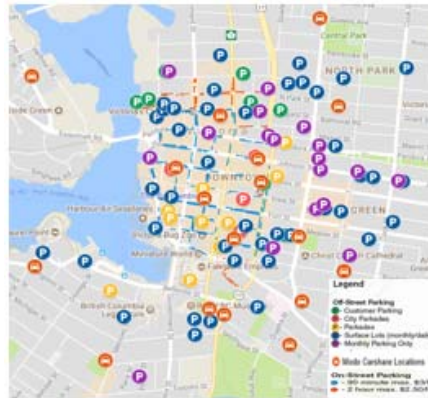
Monthly rates	Current	2018 Proposed
Centennial Sq	\$150	\$165
Johnson St	\$170	\$185
Yates St	\$200	\$220
View St	\$200	\$220
Broughton St	\$200	\$220



Annual Parking Services Update

Continued Collaboration with DVBA

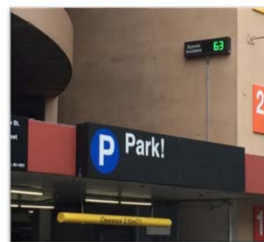
- Online map – in addition to City's parking facilities, there are 55 privately owned, publicly available parking lots
- Explore park/shuttle opportunities
- Promoting bulk transit passes
- Connecting private parking operators with developers



Annual Parking Services Update

Upcoming Customer Service Improvements

- Space count signs for remaining parkades
- Tap and Go credit card solution promotion
- Enable use of ParkVictoria app through space numbers at Wharf and Royal Theatre lots



Annual Parking Services Update

Sustainable Mobility Strategy

To further define long-term management of the City's transportation network and assets:

- Targets and strategies for desired mode-shifts and mode-performance
- Assessment of best-practices and emerging trends
- Urban transportation system performance measures and data management plan
- Action plan with associated resource implications



Annual Parking Services Update

Recommendations

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



Annual Parking Services Update