

**We're making  
parking easier.**



## **Update on Parking Improvements**

September 2014



# Introduction

- This spring, we heard from 1,050+ people on how to improve parking
- Key considerations for parking downtown: convenience, cost and availability
- On Monday, September 15, a range of improvements will be in place to shift motorists from higher-demand on-street parking spaces to City's five parkades.



# Our Commitment

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



# City Parkade Improvements

## Reduced Parkade Rates

- First hour is always free (no need for a coupon)
- Evening parking is free Monday to Saturday 6 p.m. – 8 a.m.
- Parking is free all day on Sundays and holidays
- Reduced rates of \$2 per hour (15 minute increments)
- \$12 vehicle day rate (\$14 Bastion)
- \$4 motorcycle day rate



# SafeWalk Service

SafeWalk service provides customers with the option of calling a parkade security guard to meet and accompany them to their vehicle.

- Call up to 10-15 minutes in advance to arrange meeting place at parkade.
- Each parkade has a dedicated phone number posted, and available as a wallet card and at **[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**.



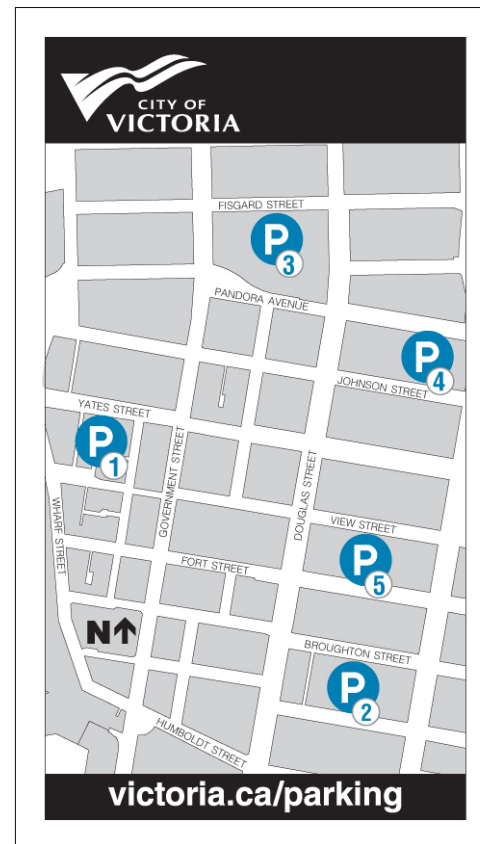
[victoria.ca/parking](http://victoria.ca/parking)



# SafeWalk Wallet Card

**SafeWalk** 

- P<sub>1</sub> Bastion Square Parkade**  
575 Yates Street  
SafeWalk ..... 250.880.1319
- P<sub>2</sub> Broughton Street Parkade**  
(BELOW CENTRAL LIBRARY)  
745 Broughton Street  
SafeWalk ..... 250.880.1221
- P<sub>3</sub> Centennial Square Parkade**  
645 Fisgard Street  
SafeWalk ..... 250.880.0683
- P<sub>4</sub> Johnson Street Parkade**  
750 Johnson Street  
SafeWalk ..... 250.880.0823
- P<sub>5</sub> View Street Parkade**  
743 View Street  
SafeWalk ..... 250.880.0836



# About City Parkades

- 5 parkades located within two blocks of downtown attractions
- 1,856 parking spaces
- 24/7 on-site security and SafeWalk service
- 1 – 3 electric vehicle charging stations per parkade
- Motorcycle parking (except Johnson Street Parkade)
- Covered bicycle parking
- Electric bicycle parking
- Specialty parking spaces next to elevators



# Location of City Parkades

- **Bastion Square Parkade**  
575 Yates Street
- **Broughton Street Parkade**  
745 Broughton Street  
(below Central Library)
- **Centennial Square Parkade**  
645 Fisgard Street
- **Johnson Street Parkade**  
750 Johnson Street
- **View Street Parkade**  
743 View Street



View Street Parkade



# Parkade Cleaning and Painting

City parkades are undergoing cleaning and painting to give them a fresher look.

- Doorways
- Elevator frames
- Directional arrows and curbs
- Booths



# Painting Johnson Street Parkade

Painting is underway of exterior of Johnson Street Parkade and will be completed this fall.

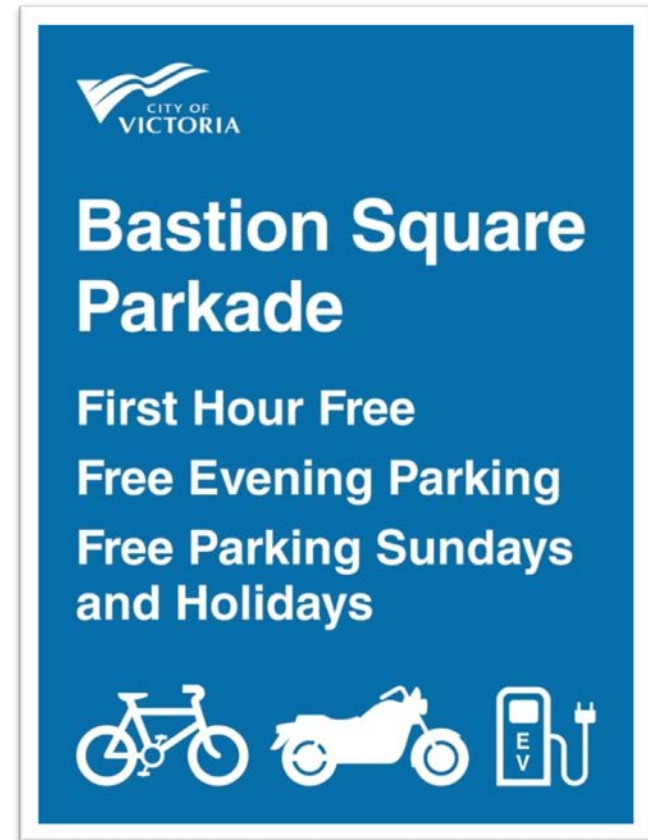


# New ID Signage for Parkades

New identification signage which promotes benefits of parking in City parkades.



Current Signage



New Signage



# Welcome and Thank You Signage

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New signage for parkade entrances and exits to welcome and thank customers for visiting downtown.



Welcome



Thank You for Visiting Downtown



# New Rate Signage in Parkades

New and improved rate signage.





## 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)

## Please Have Payment Ready





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

### Monday – Saturday, 8 a.m. – 6 p.m.:

\$2 Per Hour (15 minute increments)  
\$12 Vehicle Day Rate  
\$4 Motorcycle Day Rate

Lost Ticket Charged Day Rate

### Payment Accepted:

Cash or Credit Card      
No Debit



## Centennial Square Parkade Rates





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

### Monday – Saturday, 8 a.m. – 6 p.m.:

\$2 Per Hour (15 minute increments)  
\$12 Vehicle Day Rate  
\$4 Motorcycle Day Rate

Lost Ticket Charged Day Rate

### Payment Accepted:

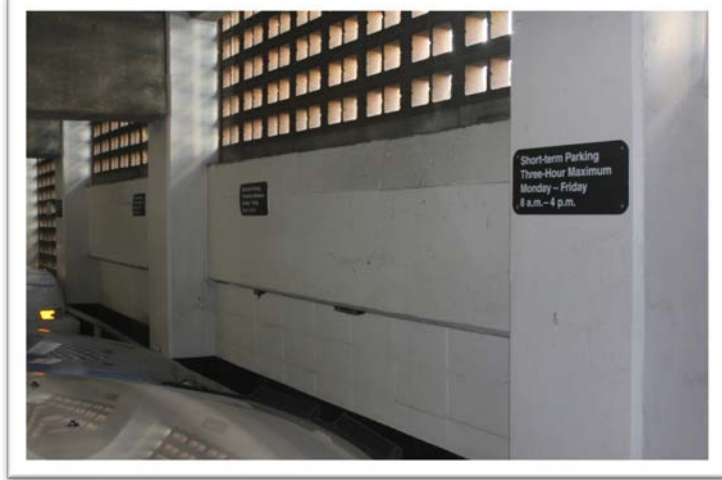
Cash or Credit Card      
No Debit

24/7 Security | SafeWalk: 250.880.0683



# Short-Term Parkade Signage

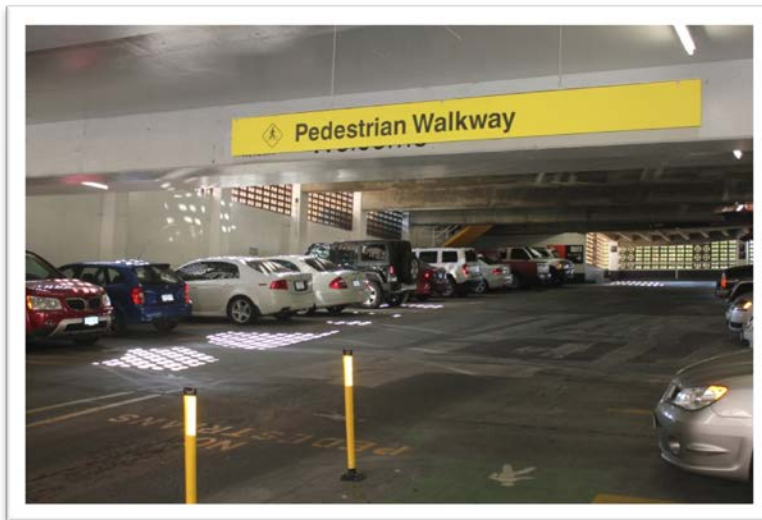
Lower levels (upper levels at Broughton) are signed for short-term three-hour parking Monday to Friday 8 a.m. – 4 p.m.





# Directional Signage for Parkades

New directional signage such as pedestrian walkway signs inside and outside of Centennial and Bastion Square Parkades are helpful and improve safety.



# Parking Space Counter Outside Bastion

A new electronic parking space counter will be installed and piloted outside of Bastion Square Parkade this fall to improve customer service.

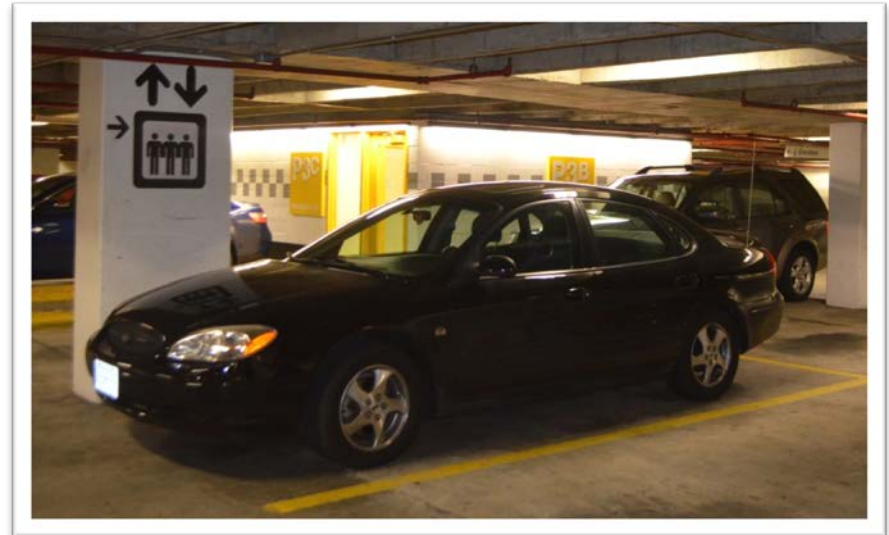
Additional counters will be considered for the future.





# Additional Parkade Improvements

- Monthly parkers informed of new short-term parking spaces; asked to park on mid and upper levels (lower levels at Broughton Street Parkade).
- CRD elected officials with City of Victoria parking permit informed by letter to park in City parkades instead of on-street.



# Before...

Opportunity for improved first impressions.



# After

Clean entry ticket machine with clear and helpful information.



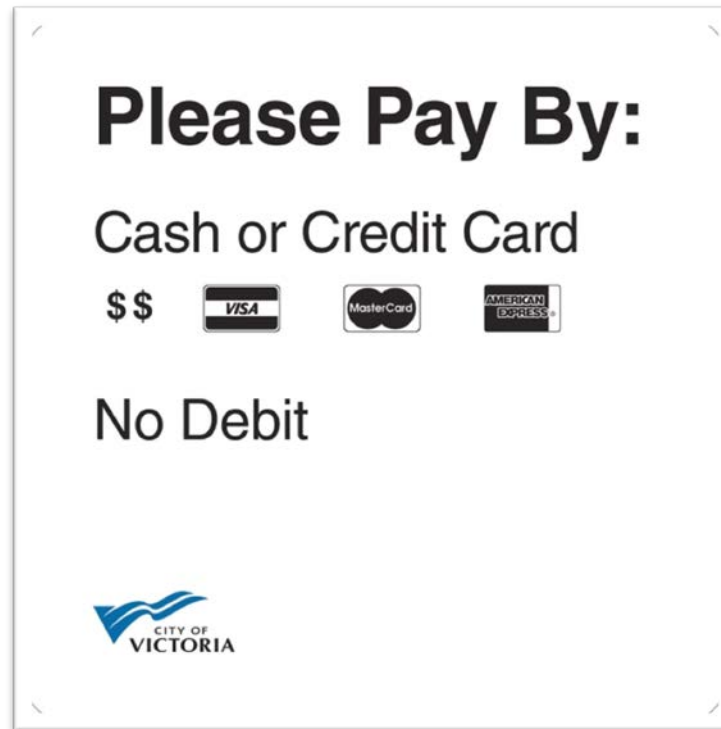
# Before...

Opportunity to professionalize and streamline booth signage.



# After

Remove taped signs and replace with new decal.



# Before...

Opportunity to  
improve attendant  
booths.



# After

Newly painted attendant booths improve work environment, provide clear view lines, and help instill pride in service.

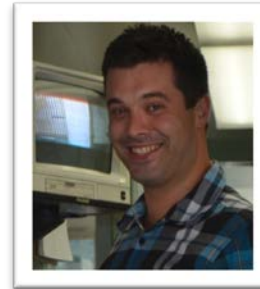




# Education and Training

City is committed to improving customer service and the parking experience downtown.

- City staff have undergone customer service training and participated in parking information sessions.
- Security guards provided same information with emphasis on SafeWalk role.





# Benefits to Business

## Say Goodbye to Coupons

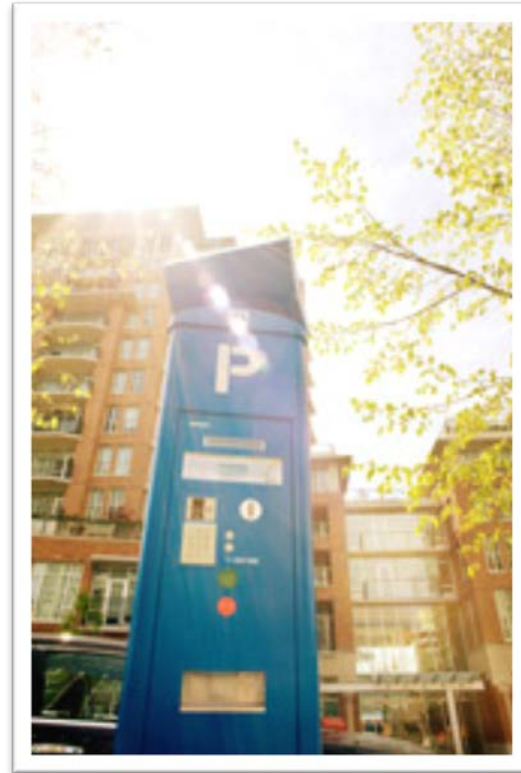
- No cost to businesses for first hour free in parkades
- Businesses can return any remaining “first-hour-free” coupons and be reimbursed at City Hall.
- Businesses can help promote reduced rates in City parkades, free evening and Sunday/holiday parking, and SafeWalk service to staff and customers to free up on-street parking.



# On-Street Parking Improvements

There are nearly 2,000 on-street parking spaces downtown.

Historically, most of these spaces have had a rate of \$2.50 per hour with a 90 minute time limit.





# On-Street Parking Improvements

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To provide flexibility and choice to customers, starting on Monday, September 15:

- There are **five parking zones** ranging from \$1.50 to \$3 per hour with 90 minute to 24 hour time limits, in effect Monday to Saturday from 9 a.m. – 6 p.m.
- On-street parking is free in the evenings from 6 p.m. – 9 a.m.
- On-street parking is free all day on Sundays and holidays.



# On-Street Parking Improvements

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

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

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

22% of downtown parking spaces have increased in rate



# On-Street Parking Improvements



## City Parkade and On-Street Rate Comparisons

### City Parkade

Free for one-hour

\$1 for 90 minutes

\$2 for two hours

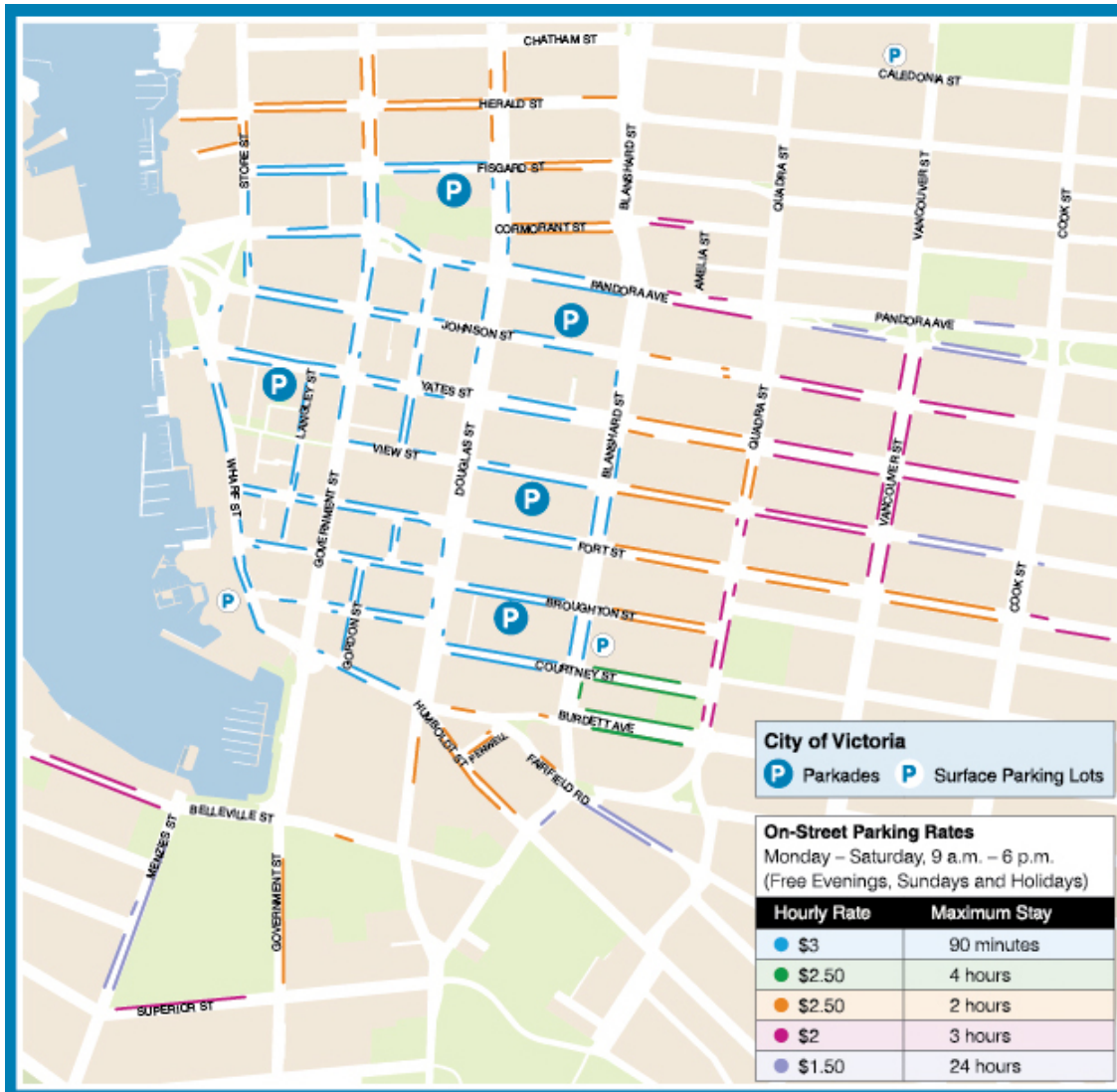
### On-Street Near City Parkade

\$3 for one hour

\$4.50 for 90 minutes

\$3 for one hour

# Downtown Victoria Parking Map



# On-Street Parking Improvements

- To add more time to parking space without exceeding the maximum time limit, pay for parking at a pay station within **your parking zone**.
- If maximum time limit reached, move vehicle to next block or park in a City parkade where the first hour is free.
- Zones are identified at top of pay stations and on parking space posts.





# Informing the Public

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- **Letters to stakeholders**
  - Tourism Victoria
  - Greater Victoria Chamber of Commerce
  - Downtown Victoria Business Association
  - Victoria Downtown Residents Association
- **Media**
- **Print and social media advertising**
- **Back of bus advertising**  
(to reach motorists in their vehicles)





# Informing the Public

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- **Parking brochure** (delivered to businesses, tourism, concierges, local venues, City Hall, etc.)
- **Window decals** (promote parking at City parkades, distribute to downtown businesses)
- **Panels on pay stations**
- **New parkade signage**
- **SafeWalk wallet cards**
- **VicMap and City Blog**
- **[victoria.ca/parking](http://victoria.ca/parking)**
- **Email and letter to monthly parkers at City parkades**
- **Letter to CRD elected officials**



# What's Next



- “Pay by Cell” – coming this fall
- Art in Parkades
- Businesses to return “First-Hour-Free” coupons for reimbursement
- Review of parking enforcement model and contract
- Partner with DVBA to develop ambassador-focused training



# What's Next



- Engage frontline Parking staff on regular basis
- Renovation of Parking Review Office
- Continue installation of directional signs and painting of parkades; install parking space counter at Bastion
- Develop and install identification banners on parkades
- Increased parking information for public
- Increased cleaning and maintenance of City parkades



# What's Next



- Look at additional venues to reload City Parking Card
- Explore expanding speciality parking spaces in City parkades and on-street
- Explore potential advertising opportunities to increase revenue for ongoing parking improvements
- Ongoing monitoring and reporting (January 2015)



# Questions

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Questions