

Parking Services Review Public Consultation

Attachment D – Letters/Correspondence

- Downtown Victoria Business Association
- Greater Victoria Chamber of Commerce
- Member of the Public (Additional Survey Comments)
- Tourism Victoria
- Print Survey received



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City of Victoria (Ex-
officio)

Kenneth Kelly, M. PL.
General Manager

March 26, 2014

Mayor Dean Fortin & City Council
City of Victoria
1 Centennial Square
Victoria, B.C.
V8W 1P6

Dear Mayor Fortin & Council,

Re: Victoria Parking Strategy

We have reviewed the March 21st report to GPC regarding the Parking Service Review and the move to an improved customer service delivery model is considered positive.

Parking is a complex business function. The perception of this service, including enforcement, directly affects customer/visitor activities in downtown Victoria. The City's commitment to improving the visitor experience in downtown is positive and must be supported by (a) clear and measurable goals for the program and (b) key performance indicators to ensure those goals are achieved. The City's 2012 Customer Service Action Plan may provide a useful template to develop, implement, and monitor the customer service improvements.

The customer service action plan will have to be visible to customers to maximize its impact. As such, developing a communication strategy around the program that reflects wide and effective consultation will be essential.

We look forward to providing further, specific input to staff as this initiative moves forward.

Yours sincerely,

Kenneth Kelly
General Manager

March 27, 2014

Mayor and Council (via email)
1 Centennial Square
Victoria, BC
V8W 1P6

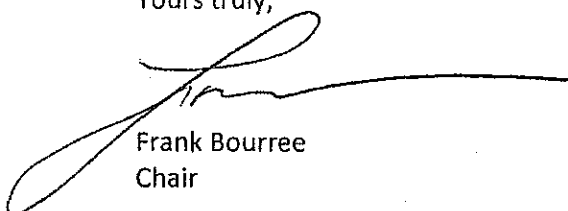
Re: Victoria Parking Strategy

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Yours truly,



Frank Bourree
Chair

TOURISM VICTORIA

Marketing our favourite destination

March 26, 2014

Jason Johnson
City Manager, City of Victoria
Via email: jjohnson@victoria.ca

Re: Victoria Parking Strategy

Dear Mr. Johnson,

We have reviewed the city's parking strategy and the move to an improved customer service delivery model is considered positive.

Parking is a complex business function. The perception of this service, including enforcement, directly affects customer/visitor activities in downtown Victoria. The city's commitment to improving the visitor experience in downtown is positive and must be supported by (a) clear and measurable goals for the program and (b) key performance indicators to ensure those goals are achieved. The city's 2012 Customer Service Action plan may provide a useful template to develop, implement and monitor the customer service improvements.

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Sincerely,



Paul Nursey
President & CEO
Tourism Victoria

GREATER VICTORIA VISITORS AND CONVENTION BUREAU

Mailing address: Suite 200 – 737 Yates Street, Victoria, B.C. Canada V8W 1L6 Tel: (250) 414-6999 Fax: (250) 361-9733
Visitor Centre: 812 Wharf Street, Victoria, B.C. Canada V8W 1T3 Tel: (250) 953-2033 Fax: (250) 382-6539
www.tourismvictoria.com

Additional Comments on Survey Related to Parking Services Review

1. Downtown merchants in Victoria are competing for customers with malls and downtown shopping areas which provide free and open air parking. Increasing street parking fees to encourage more people to shop downtown seems somewhat wrong-headed.
2. Downtown parkers have lost faith in safety and security of City of Victoria downtown parkades because for an extended period of time, the parkades were areas of theft, vandalism, and hangouts for apparent substance abusers and the self-described “homeless”. Lighting was poor throughout and the structures and stairwells smelled like latrines.

Responsibility for this deterioration lies at the feet of Director of Engineering and Manager, Parking Services, as these two managers hold accountability to intelligently maintain and operate these City owned facilities.

3. Long term parkers should be induced to use the parkades during business hours by reduced rates. Parkades should be open, free, and patrolled by security staff during all non business hours.
4. Women travelling alone or in groups simply will not use an enclosed parkade.

The proposal at hand to increase street parking rates and reduce allowed parking space durations will simply drive women shoppers to other jurisdictions.

5. My wife has a number of friends living outside of Victoria from her years working at UVic and while we both lived in Oak Bay. Because of the ill considered parking durations (2 hours strictly enforced) these people now meet my wife in outlying jurisdictions and locations for shopping and restaurant meals.
6. The durations of downtown parking, both sign posted and areas controlled by Blue Box meters, should be increased to four (hours). This will allow tourists and visitors to the downtown core to sightsee, **shop and spend money** at local suppliers and merchants.

Enforcement of time overruns on parking spaces is then warranted.

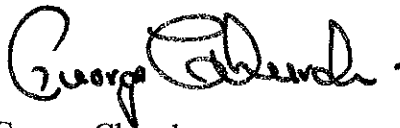
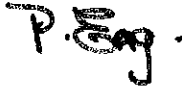
7. The focus of the present Parking Services staff on parking space turnover is nonsense. When a metered parking space is occupied, the City of Victoria is receiving revenue.

Ticketing of unrealistically short parking duration time overruns is simply seen by drivers as a City orchestrated "cash grab".

Although drivers are not impoverished by the ticket fines, the unreasonableness of the enforcement and the zeal of the Commissionaires offends tourists, shoppers, and city residents.

City of Victoria Engineering and Parking Services needs to rethink the objectives of Downtown Parking administration.

The present proposal "moves forward" in the wrong direction.

George Churcher
999 Burdett Avenue, Victoria

churcherg@shaw.ca



Engineering Department
1 Centennial Square
Victoria, BC V8W 1P6

T 250.361.0330
E parkingservices@victoria.ca
www.victoria.ca/parking

Parking Services Review

*Late Receipt
May 13/14
- Accepted as
Correspondence.*

Parking Survey

The City of Victoria recently reviewed its parking services to make it easier to park downtown and improve customer service. This has resulted in draft recommendations.

We are seeking input on these recommendations and invite you to share your thoughts and experiences of parking downtown by completing this online survey.

1. Please indicate your gender:

- ☒ Male
☐ Female
☐ Transgender
☐ Other

2. My age is:

- ☐ 16 – 20 ☐ 50 – 59
☐ 21 – 29 ☒ 60 – 69
☐ 30 – 39 ☐ 70 +
☐ 40 – 49

3. I am a resident of:

- ☐ Burnside Gorge ☐ James Bay
☐ Downtown ☐ North or South Jubilee
☒ Fairfield Gonzales ☐ North Park
☐ Fernwood ☐ Oaklands
☐ Harris Green ☐ Rockland
☐ Hillside-Quadra ☐ Victoria West
☐ Not sure
☐ Other municipality (please specify): _____

4. What brings you downtown? (PLEASE SELECT ALL THAT APPLY.)

- ☐ Work/Business
☐ Volunteering
☒ Recreation
☒ Shopping
☒ Dining
☐ Arts and Culture
☐ Other, please specify: _____

5. What is the top factor when choosing parking downtown? (PLEASE SELECT ONE.)

- ☐ Availability
☒ Convenience
☐ Ease of parking in space allotted
☐ Safety
☐ Cost



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Parking Services Review

6. When you're downtown, do you prefer to park:

- ☒ On-street
- ☐ In a parkade
- ☐ Not applicable

Why?

usually convenient and close to destination

7. Which best describes how often you park downtown at an on-street metered parking space? (PLEASE SELECT ONE.)

- ☐ Daily
- ☒ Once per week
- ☐ Several times per week
- ☐ Once a month
- ☐ A few times a year
- ☐ I do not park on-street downtown

8. When parking on-street do you park: (PLEASE CHECK ALL THAT APPLY.)

- ☒ Monday to Saturday from 9 a.m. – 6 p.m.
- ☐ Monday to Saturday after 6 p.m. when parking is free
- ☐ Sundays and Statutory Holidays when parking is free
- ☐ Not Applicable

9. How would you rate the ability to find an on-street parking spot downtown between 9 a.m. – 6 p.m. Monday to Saturday?
(PLEASE SELECT ONE.)

- ☐ Very Difficult
- ☐ Difficult
- ☒ Satisfactory
- ☐ Easy
- ☐ Very Easy
- ☐ I don't park on-street at that time

10. How would you rate the ability to find an on-street parking spot after 6 p.m. (PLEASE SELECT ONE.)

- ☐ Very Difficult
- ☐ Difficult
- ☐ Satisfactory
- ☐ Easy
- ☐ Very Easy
- ☒ I don't park on-street at that time

11. How would you rate the ability to find an on-street parking spot downtown on Sundays? (PLEASE SELECT ONE.)

- ☐ Very Difficult
- ☒ Easy
- ☐ Difficult
- ☐ Very Easy
- ☐ Satisfactory
- ☐ I don't park on-street at that time



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Parking Services Review

12. If you have received an on-street parking ticket downtown, and have dealt with a commissionaire at the time, did you find the parking commissionaire to be helpful?

☐ Yes ☒ No ☐ Not Applicable

How do you think we can improve the way parking tickets are issued?

little more understanding of certain situations

13. Are you aware that you can pay a parking ticket online without having to visit City Hall?

☐ Yes ☒ No

14. Have you had a parking ticket reviewed in the past?

☐ Yes ☒ No ☐ Not Applicable

If yes, how can we improve this experience?

15. Are you aware that you can have a parking ticket reviewed online, without having to go downtown to the Parking Review Office next to City Hall?

☐ Yes ☒ No

16. Which of these five City of Victoria parkades do you most often park at? (PLEASE CHECK ALL THOSE THAT APPLY.)

☐ Bastion Square (Yates) Parkade ☐ Johnson Street Parkade
☐ Broughton Street Parkade ☒ View Street Parkade
☐ Centennial Square Parkade

Why do you choose these parkade?

Most convenient for me!

17. Which of the following best describes how often you park at a City of Victoria parkade?

☐ Daily ☐ Once a month
☐ Once per week ☒ A few times a year
☐ Several times per week ☐ Do not park in parkades downtown



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Parking Services Review

18. When parking in a City parkade, do you park? (PLEASE CHECK ALL THAT APPLY.)

- ☐ Monday to Saturday from 9 a.m. – 6 p.m.
☐ Monday to Saturday after 6 p.m. when parking is a flat rate of \$2
☐ Sundays and Statutory Holidays when parking is free
☒ Not Applicable

19. Please rate the City's parkades based on the characteristics below. (PLEASE SELECT ONE RATING PER CHARACTERISTIC.)

Characteristic	Very Good	Good	Satisfactory	Poor	Don't Know
Clean					
Well-lit					
Well-signed					
Good value					
Safe					
Available parking spaces					

20. To increase the availability of on-street parking, encourage the public to park in City parkades, and improve customer service, the City is considering the following recommendations. Please indicate your level of support for each. A map of the Downtown Parkade Zone is provided as a reference at the end of the survey.

Recommendation	Strongly Support	Support	Neutral	Don't Support	Strongly Don't Support
Variable hourly rates (from \$1.50 to \$3 an hour) for on-street parking with time limits ranging from 90 minutes to all day, depending on the area downtown. (Currently, on-street parking rates are fixed at \$2.50 an hour with a range of 20, 90 and 120-minute time limits.)				✓	
Greater Victoria elected officials, who have been issued an on-street parking permit, to park in a City parkade when doing business in the Downtown Parkade Zone (within a three minute-walk of a City parkade)		✓			
Offer the first hour free in all City parkades.	✓				
Offer free parking in City parkades 6 p.m. – 8 a.m. Monday to Saturday.	✓				
Reduce and standardize parkade rates (e.g. reduce hourly rate of \$2.25 to \$2/hour and charge on 15 minute-intervals).	✓				
Move monthly, long-term parkers to higher floors in City parkades to free up space on lower floors.		✓			
Install parkade space counters at the entrance of each City parkade to show how many spaces are available.		✓			



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Parking Services Review

Recommendation	Strongly Support	Support	Neutral	Don't Support	Strongly Don't Support
Offer more methods of payment in parkades. In addition to the current pay stations, introduce new "pay on foot" machines enabling you to pay for parking before returning to your vehicle to reduce wait times at exit.		✓			
Provide additional downtown venues to reload the City's on-street parking card.			✓		
Improve way-finding signage in all parkades.			✓		
In partnership with the Downtown Victoria Business Association, develop a new training program for all parking staff and enforcement commissionaires to improve customer service.			✓		
Improve information about parking downtown online, in print, on-street and in parkades.		✓			

21. Do you have any additional ideas on how the City can encourage motorists to park in City parkades to free up higher-demand on-street parking spaces?

22. How do you prefer to receive information about parking downtown? (PLEASE CHECK ALL THOSE THAT APPLY.)

- | | |
|---|---|
| <input type="checkbox"/> City of Victoria website | <input type="checkbox"/> Print hand-out/map |
| <input type="checkbox"/> Facebook | <input checked="" type="checkbox"/> Newspaper article |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Print advertisement |
| <input type="checkbox"/> Email | <input type="checkbox"/> Radio advertisement |
| <input type="checkbox"/> App | |

23. Do you have any additional comments?

HOW TO SUBMIT THE SURVEY



Engineering Department
1 Centennial Square
Victoria, BC V8W 1P6
T 250.361.0330 E parkingservices@victoria.ca

Parking Services Review

Thank you for your time in completing this survey.

Please submit your survey by May 2. You can:

- drop off the survey at the Public Service Centre at Victoria City Hall (weekdays, 8 a.m. – 4:30 p.m.) or at the Reception desk at the Crystal Pool and Fitness Centre.
- scan and email the survey to parkingservices@victoria.ca
- mail the survey to: City of Victoria Parking Services, #1 Centennial Square, Victoria, BC V8W 1P6

For updates, please visit: www.victoria.ca/parking

Appendix A - Proposed On-Street Parking Variable Tariff Map

