

Parking Consultation





Overview

- Review of parking services was completed over past year, resulting in several recommended changes
- Changes encourage higher on-street turnover and support improved customer service
- Council directed staff to consult public on proposed changes and report back
- Consultation now complete



Consultation Summary

- Public feedback was collected between April 7 and May 7, 2014
- Input received from 1,056 respondents through online and manual surveys
- 59% of respondents were female, 41% male
- Broad representation from all ages and residents across city
- 40% respondents from other municipalities



Consultation Summary

Stakeholder consultation occurred with:

- Downtown Victoria Business Association
- Tourism Victoria
- Downtown Resident's Association
- Greater Victoria Chamber of Commerce
- City of Victoria Youth Council
- Commissionaires
- City of Victoria Parkade attendants



Consultation Summary

- Highest participation rate City has experienced in first 24 hours of survey launch
- Open House was held to provide face-to-face opportunity for businesses to attend and learn more (30 attendees)



What We Heard

- 57% of respondents park downtown once or more per week
- 64% prefer on-street parking
- Top considerations when choosing where to park were: convenience, cost and availability
- 58% of respondents felt it was difficult to very difficult to find parking on-street
- Slightly easier on Sundays



What We Heard

- In terms of enforcement, themes emerged around customer service approach and reasonableness
- Most favorable support was for free evening parking in parkades and first hour free in parkades
- Reduced fees in parkades, space counters at parkade entrances and moving monthly parkers higher were supported



What We Heard

- Increased methods of payment and places to reload parking cards, and improved information and customer service training were all supported
- Improved wayfinding saw less support and had high neutral response rate
- Tremendous amount of anecdotal information from public will inform implementation of changes



Next Steps

- Upon Council approval, staff will work to implement changes
- Communications Plan will be developed
- Rates and changes to be implemented for September 15, 2014



Recommendation

- 1.) That Council endorse the following recommendations:
 - a) Introduce standard “First Hour Free” in all parkades
 - b) Reduce and standardize parkade rates
 - c) Introduce variable rate structure for metered on-street parking
 - d) Offer free parking in parkades after 6 p.m.
 - e) Designate longer term parking on upper floors in parkades
 - f) Eliminate use of on-street parking permits for staff and Greater Victoria elected officials within the Downtown Parkade Zone
 - g) Develop communications and customer service program to effectively communicate changes to parking services and support on-going service delivery



Recommendation

- 2.) Council direct staff to implement recommendations and report back in January 2015