

# Update on the Parking Services Review

March 27, 2014

Engineering & Public Works  
Department





# Background

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- Additional information requested at February 13, 2014 Committee meeting
- Further consultation initiated with key downtown stakeholders
- Recommendations and financial impacts have been revised
- Evening rates for on-street parking no longer recommended



# Customer Service Focus

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Guiding Principles for Parking Services include:

- Provide excellence in customer service
- Create incentives to position downtown as the destination of choice
- Promote a safe and inviting downtown parking environment
- Improve parking technology to make it more user friendly



# Customer Service Initiatives

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- Focus groups with parkade staff
- Website and GIS map enhancements
- Signage improvements
- Communications program
- Commissionaire contract review
- Pay-by-cell application
- More parking card loading options



# Customer Service Initiatives

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- Parkade space availability counters
- Parking Review Office improvements
- Pay-on-foot and pay-in-lane machines in parkades
- Annual customer service training program for parking services and enforcement staff
- 60% of parking spots will have decreased rates; 22% will increase; remainder will stay the same



# Safety in Parkades

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Activities over the past six years have included:

- Increasing visibility
- Removing hidden areas
- Introducing new way-finding signage
- Brightening through new paint, lighting and windows
- Implementing 24/7 security
- Introducing the bait car program



# Safety in Parkades

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- Efforts to enhance safety and security have produced demonstrable results
- Police calls for service have dropped by over 75% since 2007



# Parking Demand Strategies

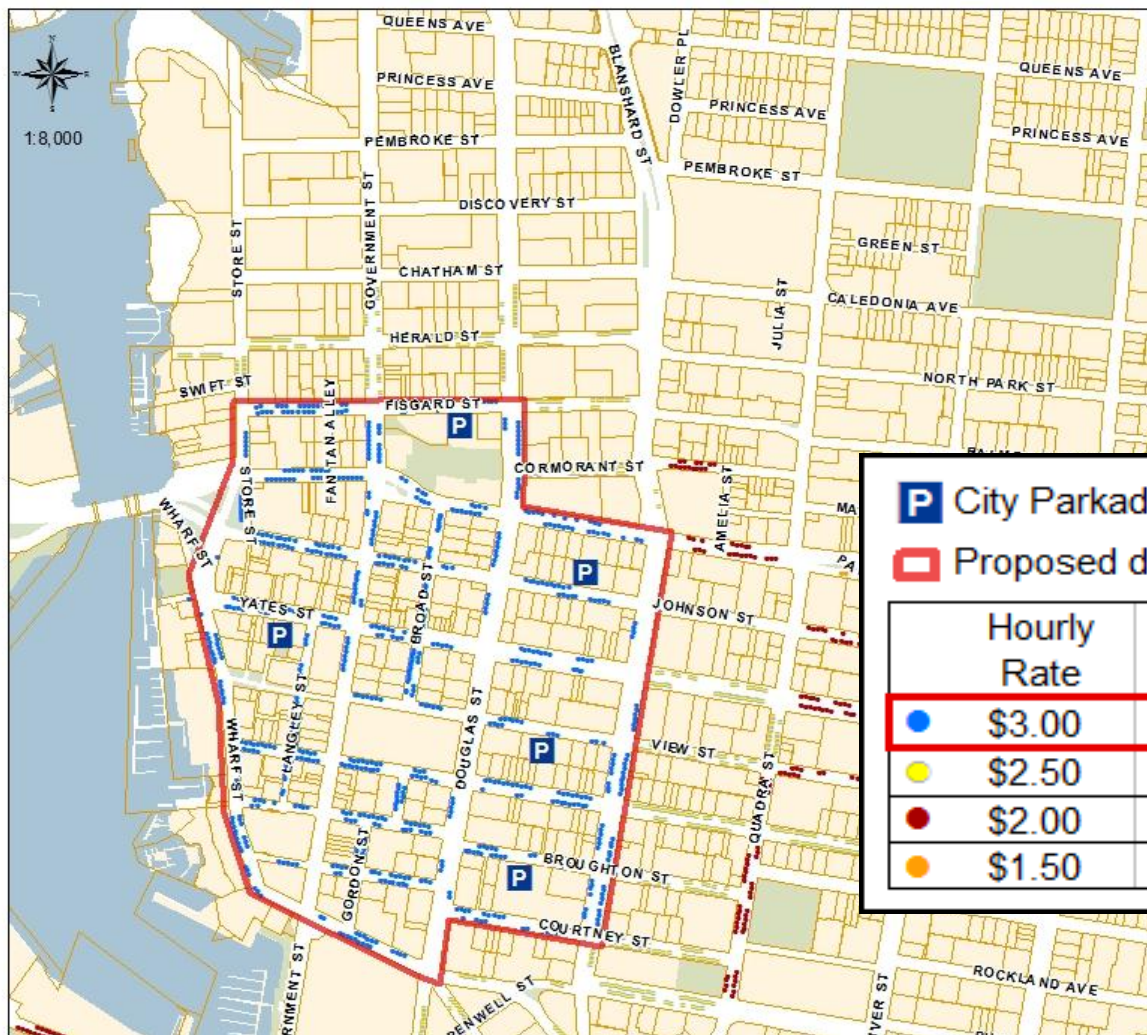
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Parking demand management strategies and improved information can be used to increase availability of on-street parking.


- Occupancy rate on-street at certain times of day and locations is over 85%
- Best practices suggest an ideal occupancy rate of 85% at all times of day
- Focus of efforts will be within the “Downtown Parkade Zone”







# Downtown Parkade Zone



 City Parkades

 Proposed downtown parkade zone

	Hourly Rate	Maximum Stay	Rates in Effect
	\$3.00	90 min	9AM - 6PM
	\$2.50	2 hours	9AM - 6PM
	\$2.00	3 hours	9AM - 6PM
	\$1.50	24 hours	9AM - 6PM



# Parking Demand Strategies

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## Offer First Hour Free in Parkades

- Create free parking option in downtown core
- Draw short term parkers into parkades

## Reduce and Standardize Parkade Rates

- Reduce hourly charge (\$2/hour)
- Charge on 15 minute intervals

## On-Street Parking Variable Rate Structure

- Range from \$1 to \$3 /hour
- Increase time limits outside the downtown core



# Parking Demand Strategies

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## Free Parking in Parkades after 6pm

- Increase free parking options in downtown core
- Draw long term parkers into parkades

## Three hour limited parking on lower parkade levels

- To ensure short term parkers can find parking quickly

## Eliminate use of on-street permits

- Only in Downtown Parkade zone (see map)
- Allow use in parkades



# Parking Demand Strategies

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Other items for 2014/2015:

- Increase and promote parkade specialty spaces
- Review use of on-street specialty spaces
- Adjust monthly parking rates in parkades after evaluation of parking demand management options
- Expanding on-street payment areas where currently 2 hour zones are near capacity



# Financial Impacts

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- Customer service and security improvements funded through Parking Services Equipment and Infrastructure Reserve Fund along with operating budgets
- No new revenue anticipated from implementation of parking demand management strategies



# Public Engagement

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- Further consultation with The Downtown Victoria Business Association, Victoria Chamber of Commerce and Tourism Victoria
- Feedback from the public and individual businesses will be collected through City website and other established channels



# Next Steps

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- Report to Governance and Priorities Committee on May 8, 2014 with:
  - summary of engagement input and feedback
  - final parking demand management recommendations for Council approval
- Ongoing updates on implementation of customer service and security enhancements through Quarterly Progress Report
- Annual update on parking services beginning January 2015