



Update on the Parking Services Review

February 13th, 2014
Engineering & Public Works
Department



Overview

Some key figures:

- Nearly 2000 on-street parking spaces
- Over 10,000 daily transactions on-street
- 5 Parkades with over 1800 parking spaces
- Over 3,400 daily transactions including over 800 monthly parkers
- Over 200,000 first hour free coupons used in 2012



Recent Parking Improvements

- New On-street Pay Stations
- Increased bicycle parking
- Parkade way-finding study and improvements
- Safety upgrades & 24 hour Parkade security
- Parkade condition audit and rehabilitation
- Introduced electric vehicle charging in parkades
- Increased use of warning tickets as an educational tool



Purpose of Parking Review

- Aims to enhance parking services and make it convenient for all to have easy access to our unique downtown
- Supports a healthy downtown that is safe, convenient, inviting and friendly
- Development, population and traffic growth has prompted the need to better manage and understand parking demand
- Update the Parking Strategy



Key Objectives

- Excellence in customer service
- Support downtown as destination of choice
- Safe and inviting downtown parking environment
- Improve parking technology
- Self-sufficient and sustaining parking system
- Ensure current and future demands addressed



Process of Review

- Technical review of options and develop recommendations
- Initial consultation with stakeholders
- Formed a Parking Advisory Committee
- Complete recommendations and report



Parking Advisory Committee

- Darlene Holstein, President - Chamber of Commerce
- Ken Kelly, General Manager - Downtown Victoria Business Association
- Erinn Pinkerton, Transportation Committee - Tourism Victoria
- Ian Sutherland, Chair of the Land Use Committee - Downtown Residents Association
- Eric Ney, Chair of the Healthy Living Committee – Downtown Residents Association
- Richard Adam, City of Victoria Supervisor - Transportation Operations
- Robert Batallas, City of Victoria Senior Planner – Community Planning
- Michael Hill, City of Victoria - Downtown Coordinator
- Allison Ashcroft, City of Victoria Senior Planner – Environmental Issues
- Ismo Husu, City of Victoria Manager - Parking Services



Identified Issues

1. Parking Space Availability
2. Notable Reduction in Parkade Use
3. Partial Parkade Automation
4. Improve Public Awareness and Information
5. Improve Internal Operations
6. Parking enforcement and violation collection
7. Parkade Security
8. City Reliance on parking revenue

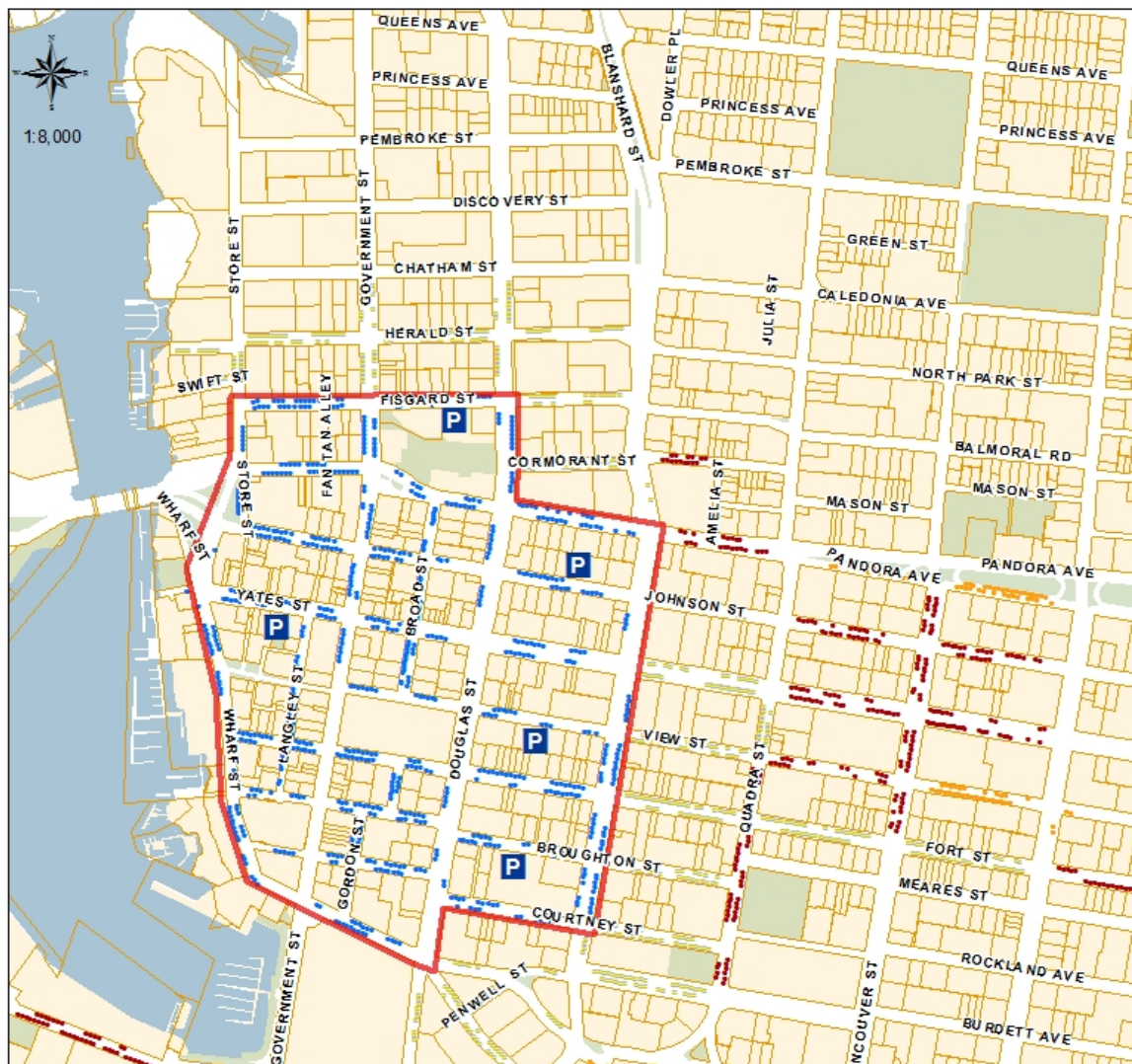


Parking Demand Strategies

Parking demand management strategies can be used to attract drivers to the City's various off-street parking opportunities and increase availability of on-street parking.

- Increase turnover on-street (85% occupancy)
- Reduce traffic congestion and emissions
- Improve the downtown experience for all

Downtown Parkade Zone



- P City parkades
- Proposed downtown parkade zone

	Hourly Rate	Maximum Stay	Rates in Effect
●	\$3.00	90 min	9AM - 6PM
●	\$1.00	no limit	6PM - 9PM
●	\$2.50	2 hours	9AM - 6PM
●	\$2.00	3 hours	9AM - 6PM
●	\$1.50	24 hours	9AM - 6PM



Parking Demand Strategies

Offer First Hour Free in Parkades

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

Change 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

Free Parking in Parkades after 6pm

- Increase free parking options in downtown core
- Draw long term parkers into parkades
- Offer parking options for downtown employees and residents

Extend on-street hours of operation

- Ensure some turnover in evenings
- Accept on-street payments until 9 pm
- Only in Downtown Parkade zone (see map)
- Set rate at \$1/hour with no time limit

Three hour limited parking on lower parkade levels

- To ensure short term parkers can find parking quickly



Parking Demand Strategies

Increase payment options in parkades

- Allows customers to pay before retrieving vehicle
- Reduces wait times while waiting to exit
- Eliminates envelope system
- Improves payment methods

Eliminate use of on-street permits

- Free up parking opportunities for downtown users
- Allow long term on-street permits to use parkades/lots
- Only in Downtown Parkade zone (see map)



Parking Demand Strategies

Other potential options

- 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



Partial Automation of Parkades

Council requested staff to investigate the possibility for partial automation in the parkades during slower periods.

- Parking demand strategies are anticipated to increase use of parkades
- Recommended to review after parking demand strategies have been in place



Improved Awareness and Public Information

- Gather public input on perceptions and feedback to preliminary recommendations
- Report back to Council with public input and feedback
- Develop Communication Strategy to support changes and improved communications
- Enhance website and online City GIS map parking layer
- Review and improve on and off-street sign messaging to provide clearer information to parkers



Improve Internal Operations

- Develop mobile on-street payment option
- Maximize efficiencies and reduce expenses through best practices
- Review external contracts
- Identify new revenue sources



Enforcement and Collection

- Develop a customer service plan for parking enforcement and front line staff
- Improve online payment process and seek new methods of payment
- Investigate adjudication process
- Seek options for violation discounts



Parkade Security

- Reorganization of security throughout parkades
- Conduct safety and security analysis
- Continue safety and parkade appearance improvements



City Reliance on Parking Revenue

- Ensure sufficient parking revenue is placed in The Parking Services Equipment and Infrastructure Reserve Fund