



Governance and Priorities Committee Report

For the Meeting of February 12, 2015

To: Governance and Priorities Committee **Date:** February 4, 2015
From: Dwayne Kalynchuk, Director, Engineering and Public Works
Subject: Parking Services Review Update

Executive Summary

The purpose of this report is to update Council on the progress implementing parking improvements and provide an update on the status of upcoming parking initiatives.

On September 15, 2014, the following noted recommendations were implemented in City parkades and on downtown streets to make parking easier, and improve the public's overall parking experience. To communicate the parking improvements, a comprehensive communications strategy was also implemented.

- a) Introduce standard "First Hour Free" in 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 pm.
- e) Designate longer-term parking on upper floors in parkades.
- f) Eliminate use of on-street parking permits for staff and elected officials, within the Downtown Parkade Zone and that all elected officials, not including City of Victoria elected officials on-street passes be revoked and replaced with "Parkade Only" passes.
- g) Develop communications and customer service program to effectively communicate changes to parking services and support on-going service delivery.
- h) Continue to improve safety in parkades.
- i) Request that staff come back with a business plan that outlines if parking enforcement services should be contracted out or held in-house.

To date, the parking improvements have received overwhelming support from the community. This is evident through a notable shift in behaviour amongst motorists as well as feedback from local businesses, residents, and media by way of letters, emails, news stories and social media posts. A sample of the feedback the City has received is included in Appendix A.

Since improvements were implemented in September, there has been a marked increase of vehicles parking in parkades. When comparing August - December 2013, to August - December 2014, vehicles have increased from 10% in September to 31% more vehicles in December, over the previous year. The majority of vehicles are parking for three hours or less, so turnover in parkades remains high. Subsequently, vehicles parking on-street has reduced slightly, creating the desired capacity on streets to attract more short term parkers. This appears to have freed up

more high-demand on-street parking spaces in the downtown core, generally making parking easier to find in the downtown core.

A \$750,000 annual reduction in parkade revenue was anticipated when the recommendations were implemented, however, this was to be offset by a corresponding increase in on-street revenue, due to rate increases in the areas closest to the City parkades. The increases and decreases have occurred as anticipated; however, since the new parking rates have been implemented, there have been more than 43,000 additional downtown parking transactions. These additional transactions have resulted in a slight increase in parking revenue (\$61,000), compared to the same three month time period in 2013.

Work continues to promote the recently introduced parking app, enhance aesthetics and introduce art in parkades, install parkade counters to alert motorists to available spaces and improve physical and perceived safety in parkades.

While all other parking-related Council recommendations have been implemented, the business plan review on parking enforcement services remains outstanding. The issuance of the Request for Proposals (RFP) for parking enforcement services has been delayed, while staff updated the RFP requirements and conditions to accurately reflect the improvements noted in the Parking Services Review. The RFP will be issued by February 13th. Once received, staff will compare the proposals to the in-house service delivery models developed by staff, and bring forward a business case and evaluation for Council's consideration and direction March 26th.

Future updates on parking improvements and their impacts will be provided annually. The next Parking Services update will be submitted in January 2016.

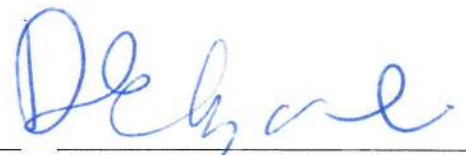
Recommendation

That Council receive this report for information.


Respectfully submitted,


Ismo Husu
Manager, Parking Services


Katie Hamilton
Director
Citizen Engagement and
Strategic Planning


Dwayne Kalynchuk, P.Eng.
Director
Engineering and Public Works

Report accepted and recommended by the City Manager:


Date: Feb. 6/15

Purpose

The purpose of this report is to update Council on the progress implementing parking improvements that were introduced on September 15, 2014, and provide an update on the status of upcoming parking initiatives.

Background

The City administers approximately 2,000 on-street metered parking spaces in the downtown area, five parkades (approximately 1,850 spaces) and three surface parking lots (approximately 430 spaces).

On March 27, 2014, Council directed staff to undertake consultation on parking demand management strategies and customer service improvements recommended in a Parking Services Review. Public feedback was subsequently received from over 1,000 respondents. Opportunities to provide input were promoted through a variety of means, including an online and print survey, an open house, and meetings with a variety of stakeholders. The public provided input on how customer service, enforcement and information could be improved. Convenience, cost and availability were identified as key factors for improving downtown parking, along with safety improvements and ease of locating a parking space.

Following the completion of the consultation process, Council directed staff on June 12, 2014 to implement the following recommendations:

- a) Introduce standard "First Hour Free" in parkades.
- b) Reduce and standardize parkade rates.
- c) Introduce variable rate structure for metered on-street parking.
- d) Offer free parking in parkades after 6:00pm.
- e) Designate longer term parking on upper floors in parkades.
- f) Eliminate use of on-street parking permits for staff and elected officials', within the Downtown Parkade Zone and that all elected officials (not including City of Victoria elected officials) on-street passes be revoked and replaced with "Parkade Only" passes.
- g) Develop communications and customer service program to effectively communicate changes to parking services and support on-going service delivery.
- h) Continue to improve safety in parkades.
- i) Request that staff come back with a business plan that outlines if parking enforcement services should be contracted out or held in-house.

On September 15, 2014, the following parking and customer service improvements were introduced in City parkades and on downtown streets to make parking easier, and improve the public's overall parking experience:

Parkade Improvements

- New rates:
 - The first hour is always free. (You no longer need a "first-hour-free" coupon.)
 - Evening parking is free, Monday to Saturday, from 6:00 pm to 8:00 am.
 - Parking is free all days Sundays and holidays.
 - Reduced Vehicle Day Rate to \$12 (\$14 at the Bastion Square Parkade, due to higher demand)
 - Reduced Motorcycle Day Rate to \$4 (Note: Motorcycle parking is available at all City parkades, except at the Johnson Street Parkade.)
- Parking levels closest to vehicle entrances/exits are signed as short-term, three-hour maximum parking Monday to Friday from 8 am - 4 pm. Longer-term parking is available

on mid and upper levels, with the exception of the Broughton Street Parkade, it is a below-ground structure, and therefore longer-term parking is located on lower levels.

- Ongoing customer service training is provided to Parking Services staff.
- Availability of more payment options. You can pay an attendant or pay at a parkade pay station before returning to your vehicle or upon exiting at Bastion Square Parkade.
- All City parkade interiors underwent a deep cleaning and fresh paint (e.g. attendant booths, doorways, elevator frames, and directional arrows) and the exterior of Johnson Street Parkade was painted.
- New signage was installed for parkades, promoting the new rates and the SafeWalk service.
- CRD elected officials (excluding City of Victoria elected officials) were issued passes for parking at City parkades (not on-street) when conducting business downtown.
- Convex mirrors were installed to increase visibility around the elevator area at the Centennial Square Parkade.
- SafeWalk service implanted. The SafeWalk service provides customers the option of calling a parkade security guard to meet and accompany them to their vehicle. Each parkade has its own SafeWalk phone number posted in the parkades.
- Implemented recommendations from a Crime Prevention through Environmental Design (CEPTED) study of the City's parkades (e.g. removed curtains from security office windows at Johnson Street Parkade, scheduled a second security guard at the back stairwell of Bastion Square).

On-Street Parking Improvements

- Meetings with Corps of Commissionaires representatives to confirm the City's customer service expectations, review the SafeWalk service, and the role of security guards.
- To provide flexibility and choice to customers, five parking zones were introduced, ranging from \$1.50 to \$3 per hour with 90-minute to 24-hour time limits in effect Monday - Saturday from 9:00 am – 6:00 pm. (the previous rate was \$3.50 per hour in all zones.)
- Evening on-street parking remains free from 6 pm - 9 am. On-street parking continues to be free Sundays and holidays.
- Payments can be made by coin, credit card, or City Parking Card at on-street pay stations, or with the new ParkVictoria app.
- New signage on pay stations clearly identify the maximum allowed parking time, and includes a map of the five parking zones.

Parking rates decreased or remained the same at 78% of the approximately 3,850 on-street and City parkade parking spaces downtown.

City Parkade and On-Street Rate Comparisons

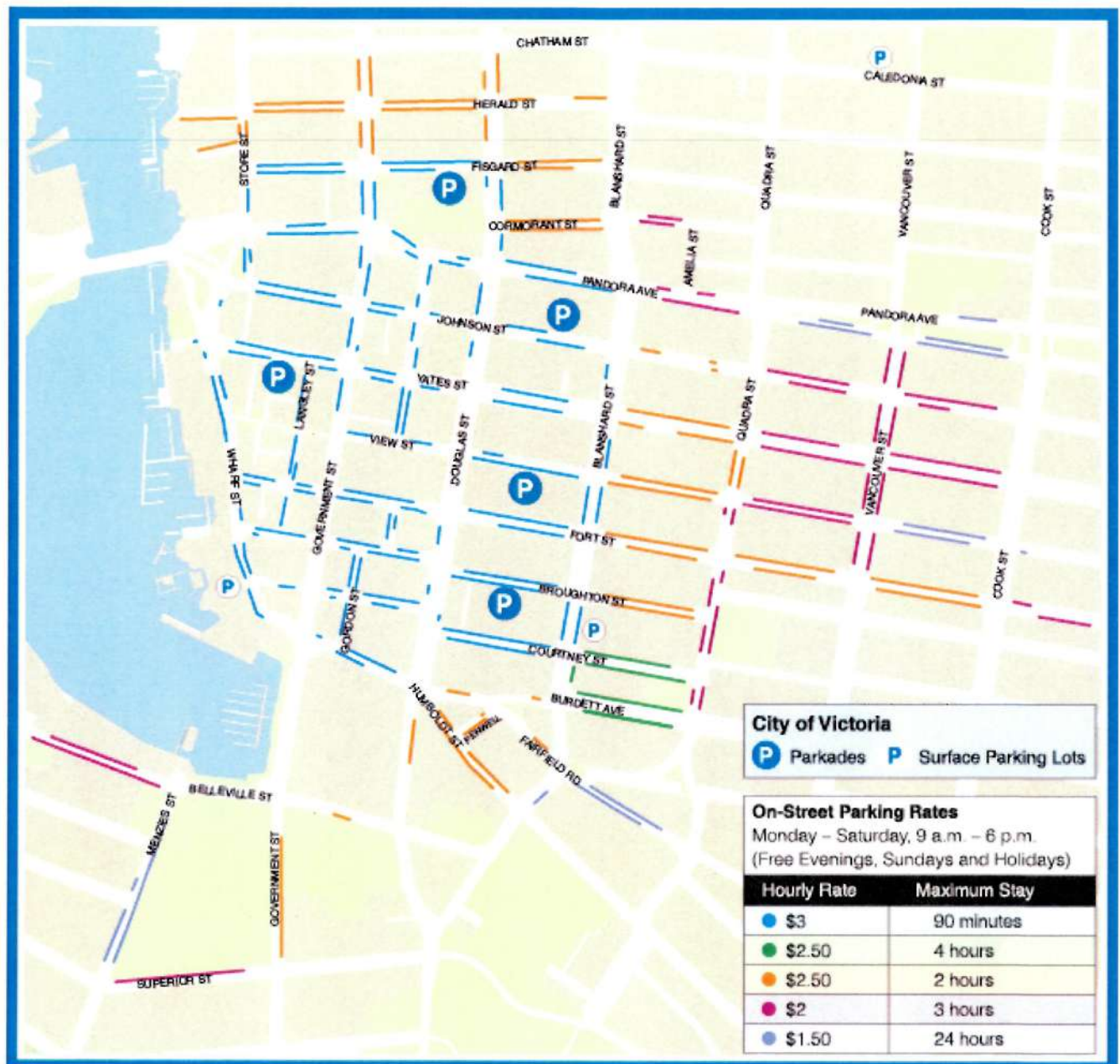
The new parking rates encourage the public to park in a City parkade when parking downtown:

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



The five on-street parking zones downtown, with variable rates/time limits

Communications and Outreach

To effectively communicate the parking improvements, a comprehensive communications strategy was developed, which consisted of the following:

- **Branded communications tools** – Developed a recognizable brand for all communications materials featuring an icon and slogan “We’re making parking easier”, which indicates that parking improvements are ongoing.
- **City of Victoria website** – Created enhanced parking information for customers to refer to online at www.victoria.ca/parking. All communications materials direct customers to this web address for more information on parking downtown.

- **Parking brochure** – All of the parking improvements are featured in an easy to read brochure distributed to downtown businesses, hotels, community and seniors centres, Downtown Victoria Business Association, and City facilities, and on the City's website.
- **Window decal** – Developed and distributed a colourful window decal with instructions to downtown businesses (with the assistance of the Downtown Victoria Business Association's Green Team) to promote parking at City parkades.
- **SafeWalk wallet cards** – Produced wallet-size cards to promote the SafeWalk service. On one side there is a map of the City's five parkades, and on the reverse are the corresponding addresses and SafeWalk phone numbers for each parkade. Parkade security guards distribute SafeWalk cards to customers.
- **Pay station information panels** – Branded, colourful panels are installed on each of the on-street pay stations to capture the public's attention, inform them of the five on-street parking zones, and promote the benefits of parking at City parkades.
- **City Hall foyer screens** – The benefits of parking at a City parkade is featured on the City Hall foyer screen.
- **Paid print advertising** – Developed a colour ad that appeared in the Times Colonist to increase awareness of the improvements to City parkades and on-street parking.
- **Back of the bus ads** – Designed back of the bus ads to expand the reach of key messages on benefits of parking at City parkades (mid-September to mid-October 2014).
- **Exterior LED screen at Save-On-Foods Memorial Centre** – Produced a promotional screen sequence to capture the public's attention about the new parking improvements.
- **Letters to monthly parkers** – Monthly parking customers at City parkades received a letter outlining the parking changes in City parkades, asking them to move their vehicles to upper levels in parkades to allow for new signed short-term parking spaces on lower levels.
- **Letter to CRD elected officials** – CRD elected officials received a letter informing them that their City parking pass was to be used in City parkades not for on-street parking, complete with helpful instructions.
- **Letter to stakeholders** – The following stakeholders received a letter outlining the parking improvements in advance of the roll-out: Tourism Victoria, Greater Victoria Chamber of Commerce, Downtown Victoria Business Association, and Victoria Downtown Residents Association.
- **Information package to downtown businesses** – The Downtown Victoria Business Association (DVBA) partnered with the City to distribute information packages to downtown businesses which included a letter outlining the improvements, a parking brochure, window decal/instructions, and SafeWalk wallet cards. A member of the DVBA's Green Team visited businesses, offering to remove any "first-hour-free coupon decals" from frontages, replacing them with the new window decal that promotes parking at City parkades.
- **Media and Social Media** – A combination of earned media and social media channels (Facebook and Twitter) were used to launch and promote the parking changes.

Communications Tools and Sample Signage:



Branding

Window Decal



Double-sided SafeWalk wallet card.

Starting Monday, September 15

At City Parkades:

- First hour is always free
- Free evening parking
- Free parking Sundays and holidays
- Reduced rate of \$2 per hour
- SafeWalk service

And that's not all...

We're providing flexibility and choice for on-street parking:

Five parking zones with 90 minute to 24 hour time limits.

CITY OF VICTORIA

We're making parking easier.

victoria.ca/parking

5" x 7" ads in Times Colonist.

We're making parking easier.

On-Street Parking

There are **five parking zones** ranging from \$1.50 to \$3 per hour with 90-minute to 24-hour time limits. There are nearly 2,000 spaces to choose from.

Need More Time?

Park at one of the City's five parkades:

- First hour is always free
- Free evening parking
- Free Sundays and holidays
- \$2 per hour
- SafeWalk service

CITY OF VICTORIA

victoria.ca/parking

New pay station signage.

Did you know?

AT CITY PARKADES:

- First hour is always free
- Free evening parking
- Free Sundays and holidays

CITY OF VICTORIA

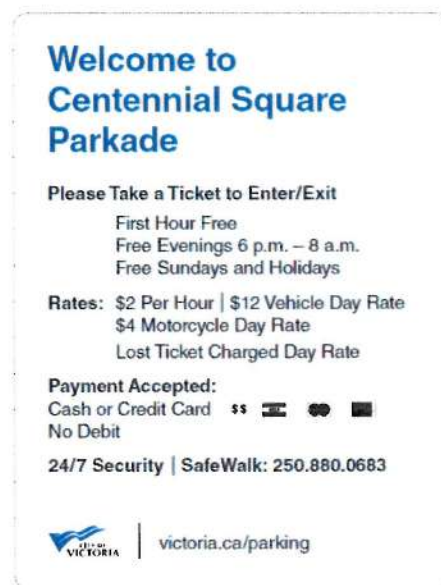
We're making parking easier.

victoria.ca/parking

Back of the bus ads.



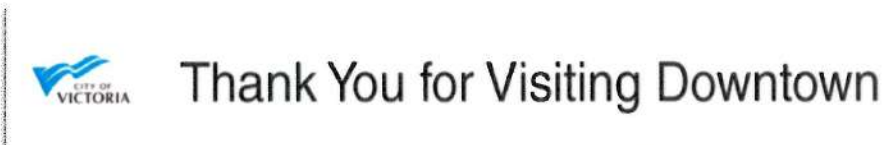
New identification signage in parkades.



New rate signage.



New entrance signage in parkades.



New exit signage in City parkades.



New safety signage for pedestrians.



New zone identification on pay station and numbered parking posts.

Issues and Analysis

The primary objectives of the Parking Services Review were to:

1. Increase turnover on-street, making it easier to find parking.
2. Improve the customer experience parking downtown.
3. Review budget impact on revenue and operational costs.

Progress towards these objectives is described below.

1. Increasing turnover on-street, making it easier to find parking.

Changes to the City parkade and on-street parking rates have been the catalyst for the increased use of City parkades and increased availability of on-street parking spaces downtown.

Parkades

At City parkades, the rate changes have included the first hour always being free; a reduced rate of \$2 per hour charged in 15-minute intervals, and free parking Monday to Saturday from 6:00 pm to 8:00 am, and all day Sundays and holidays.

Since the improvements were implemented, there has been a marked increase in parkade use (>30% increase in December 2014, compared to December 2013). A monthly comparison of the total number of vehicles parked in City parkades below shows the percentage change between 2013 and 2014. August numbers are included to indicate annual fluctuations without a rate change. (Note: monthly parkers not included).

Month	City Parkades Total Vehicles 2013	City Parkade Total Vehicles 2014	Percentage Change
August	58,647	58,795	0.25%
September	55,422	60,718	9.56%
October	58,868	76,431	29.83%
November	62,192	74,243	19.38%
December	67,145	88,082	31.18%

Parkade use has increased so that, during peak periods (mid-day), City parkades are operating at capacity. However, with over 80% of customers parking for less than three hours, the likelihood that motorists can find space in a City parkade remains high. Due to the increased parkade use, staff are now managing wait lists for monthly parking, to ensure sufficient parkade parking spaces remain available for downtown shoppers and visitors.

On-street Parking

On-street rate changes included the introduction of five parking zones ranging from \$1.50 to \$3.00 per hour with various time limits. In the core area closest to City parkades (837 spaces), the rate is \$3.00 per hour with a 90-minute maximum stay.

In the following table, a comparison between 2013 and 2014 monthly totals of on-street parking transactions suggests there has been a slight decrease in on-street parking use since the parking changes were implemented in mid-September. There was increased use of on-street parking spaces in December 2014 – staff will continue to monitor on-street use to determine trends/patterns.

The majority of the decreased on-street use occurred in the downtown core closest to the City's five parkades are located. There has also been increased use of the four other on-street parking zones located away from the downtown core, where rates are less expensive, and longer time limits are offered.

Month	On-street Total Transactions 2013	On-street Total Transactions 2014	Percentage Change
July	239,945	237,475	-1.03%
August	248,129	234,528	-5.48%
September	227,526	230,060	1.11%
October	239,465	236,196	-1.37%
November	231,195	214,611	-7.73%
December	232,950	245,668	5.46%

Overall, the parking improvements have been received positively. Parking transactions for City-run parking downtown has increased, with the majority of parking durations being under three hours. For the three months ending December 31, 2014, there were 40,000 more parking transactions in the downtown core (in City parkades and on-street) than occurred in the same period in 2013.

There has been unprecedented support for the parking improvements since they were introduced. The City continues to receive positive feedback from customers:

City of Victoria retweeted



Janis La Couvée @lacouvee Nov 12

Have to say I really like the new parking initiatives downtown in @CityOfVictoria. Makes it easy to come downtown at night. #yyj

2 4

City of Victoria retweeted



FabulousFort @FabulousFort Oct 2

Did u know that the first hour of parking is now automatically FREE FREE in all of the five @CityOfVictoria 's parkade! Love it!

5 3



Allison Patterson I was so confused trying to pay for my hour of parking at Jonson Street parkade yesterday...then I realized...free!! Thanks.

September 16, 2014 at 7:18am · Unlike · 1



JB's Auto Parts Plus Glad to see these parkades getting cleaned up.

September 16, 2014 at 1:41pm · Like



Write a comment...



2. Improve the customer experience parking downtown.

The following customer service improvements have been well-received by parking customers and the business community:

Short-Term Parking Spaces in Parkades

Parking spaces located on the lower levels of City parkades (upper levels at Broughton Street Parkade) are signed as short-term parking for a maximum of three hours, Monday to Saturday from 8 am to 4 pm.

This change is designed to make it easier for customers to find short-term parking on lower floors, reducing the need for motorists to drive through the entire parkade in search of a spot. This new feature in City parkades encourages people who would normally park on-street to park in a City parkade.

With 80% of customers parking for less than three hours in City parkades, the short-term spaces are popular with motorists, and staff have received positive feedback. Random monitoring of these spaces indicates parkade customers are complying with the short-term time limits.

SafeWalk and Safety in Parkades

The SafeWalk service, launched in mid-September, offers customers the opportunity to call a parkade security guard in advance to meet them at the parkade and accompany them to their vehicle. Each parkade has its own SafeWalk phone number, which is posted at security booths, stairwells and elevators, and on the SafeWalk wallet cards, which security guards distribute.

Johnson Street Parkade

SafeWalk

If you would like to have a Security Guard accompany you to your vehicle, please call **250.880.0823**.

victoria.ca/parking

SafeWalk has been well-used at the Bastion Square Parkade, with 80 to 120 customers using the service daily. The four other parkades have seen lower use (1 or 2 requests per day); however, security guards at these locations remain available to assist the public with locating their vehicle or offer a helping hand to carry packages to their vehicle. One reason for the popularity of the SafeWalk service at the Bastion Square Parkade is the increased security presence in the afternoon and evenings. An additional security guard situated near the back stairwell in Bastion Square has the opportunity to meet and greet customers as well as offer assistance. Feedback has been very positive, with many daytime customers returning in the evening to use the service.

Enhancing security and safety in parkades has been a focus since a *Crime Prevention through Environmental Design* study was completed in 2007 - recommendations in that study have been implemented. A follow up study was completed by November 2014, and those recommendations are currently being evaluated by staff.

As a result of the ongoing efforts to improve security at parkades, statistics provided by the Victoria Police Department show a marked decrease in calls for service since 2008.

ADDRESS OF PARKADE	2008	2009	2010	2011	2012	2013	2014
575 YATES ST	178	144	146	81	97	55	64
645 FISGARD ST	30	14	24	8	11	12	14
743 VIEW ST	47	43	38	18	28	26	40
745 BROUGHTON ST	96	85	71	53	56	58	33
750 JOHNSON ST	21	16	12	21	10	9	20
Grand Total	372	302	291	181	202	160	171

Improved Information

Information about the parking improvements is available to the public in the form of the new parking brochure, window decals for businesses, pay station info-panels, Safewalk wallet cards, and signage in parkades. Victoria's interactive VicMap features a layer noting the City's parkades and pay station locations. In addition, enhanced web content and earned media coverage have played an important role in communicating the parking changes to the public.

New signage located inside and outside of City parkades provides clearer, more helpful information to customers. New exterior signage identifies each parkade and a "Welcome" entrance sign and exit "Thank You for Parking Downtown" sign demonstrate appreciation to the customers who visit downtown and park at City parkades.

Parkade signs are reviewed for their effectiveness and clarity. Signs are updated based on customer and staff feedback.

Renewed Focus on Customer Service

Parking Services staff met over the summer to discuss the planned parking improvements that would launch in mid-September and their important ambassador role to the downtown. A training guide was developed for staff and shared with contracted security guards, outlining the upcoming improvements to parking and customer service information and tips. Follow-up meetings with staff were held in December and early January to review and discuss the recent changes.

Regular, small group monthly meetings with parking staff are planned to increase and enhance internal communication and to address any suggestions or concerns that may arise in a timely manner. The recent parking improvements have helped staff feel valued and have renewed their sense of pride and ownership, creating opportunities for important dialogue and feedback from frontline employees.



"I used to like my job, but after these parking improvements, I love my job."

City of Victoria Parkade Attendant

Improved Cleanliness in City Parkades

Each of the five parkades has undergone a deep clean, which involved power washing and scrubbing of walls and floors, and a thorough cleaning and painting of the attendant and security booths. This work has also sparked pride in service among parkade and maintenance staff.

Deep cleans will be scheduled twice a year to ensure parkades cleanliness is maintained. A temporary evening maintenance worker was also scheduled from May to November 2014 to address any after-hour cleaning needs immediately, rather than waiting until the following morning. The effectiveness of this added service will be evaluated this spring to determine whether it should be continued.

Additional Payment Options in Parkades

To provide the public with increased choice of payment in parkades, pay-in-lane and pay-on-foot machines have been installed at City parkades over the past three years.

In September 2014, a new pay in lane machine was installed at the Johnson Street Parkade exit gate to provide customers an alternate way of paying for parking than at the pay on foot machine

located at the parkade's entrance. The new pay-in-lane option has improved customer service and allowed for a reconfiguration of space, providing 15 more parking spaces in the parkade.

At that same time, a new pay-on-foot machine was introduced to Bastion Square Parkade. Located by the second floor elevator, the machine is used by 20 – 30 people daily. This number is expected to rise with increased communication and improved signage. In early February, a new pay-on-foot machine will be installed in the lobby area of View Street Parkade to provide customers the opportunity to pay for parking before returning to their vehicle. The pay-on-foot machines will be branded as "Express Payment".

A new pay-in-lane machine will be introduced at the Centennial Square parkade exit to enable customers to pay for their parking after hours, eliminating the use of the current envelope system.

LED Parkade Space Counters

Two LED parkade space counters have been recently installed outside the View Street and Bastion Square Parkades. Due to the recent improvements, City parkades are seeing increased use, and at times, are running full. The counters alert customers to whether a parkade has available space prior to entering the parkade.



The new counters are installed outside the parkades for maximum visibility, and indicate how many parkade spaces are available at any given time. If the new counters are found to be an effective communication tool, they will also be considered for the remaining three parkades.

New Guard Rail Upgrade to Improve Safety at View Street Parkade

The View Street Parkade is scheduled to have guardrails replaced this year to improve overall safety. The need was originally highlighted in a risk assessment of the facility. The work is anticipated to take place this spring.

Parkade Banners

To help identify and beautify City parkades, decorative/branded banners will be developed for installation this spring on the exteriors of the parkades.



Art in Parkades

Enhancing City parkades to make them more welcoming was identified last year during consultation with members of the Victoria Youth Council as a way to improve the parking experience downtown.

A national Call for Artists and artist teams was issued in December 2014 to create public art for the enhancement of the Johnson Street Parkade. The artwork may be located inside the building, such as in elevators or stairwells, and/or on the façade of the parkade. The artwork(s) is to be installed by the end of the year. The deadline for submissions was February 2, 2015.

The budget for the completed artwork(s) is up to \$125,000, inclusive of all design, production, installation and administrative costs. The new artwork(s) will be funded by the City's Art in

On January 8, 2015, City staff hosted a walking tour of the Johnson Street Parkade with over 60 artists in attendance. A video of the tour's highlights was produced in-house and posted online for those who could not participate in the tour.

In addition, two local Calls for Artists will be announced this spring to create public art to enhance Centennial Square Parkade and Bastion Square Parkade.

ParkVictoria App - Mobile Payment

The *ParkVictoria* is a free app and mobile web application designed to make it easier and more convenient to pay for on-street parking. Launched on December 5, 2014 to improve customer service, the app enables motorists to pay for on-street parking using their iPhone, iPad, Android smart phone or tablet by downloading the free **ParkVictoria app** from the App Store or Google Play.



Customers can also use any data-enabled mobile device to access the *ParkVictoria* mobile web application at www.parkvictoria.ca.

The *ParkVictoria* app allows customers to pay for on-street parking at any numbered downtown parking space, while on-the-go or from their vehicle.

Customers can set up a wallet account (no fee) or purchase a single parking transaction by credit card (\$0.25 fee). The app mirrors the City's parking card, and allows customers to pay for only the actual parking time used. By the end of December 2014:

- Over 4,000 customers had downloaded the app
- 1,377 unique users parked on-street and used the app
- Over 600 wallet accounts were set up
- 3,739 parking transactions were paid using the ParkVictoria app

Parking Services is seeing approximately 40 new users of the *ParkVictoria* app a day, and currently processes more than 300 on-street parking transactions daily. To date there has been a minimal impact to all other forms of payment (coin, credit card and parking card).

PassportParking Inc. was contracted to develop the *ParkVictoria* app and mobile web application. They have created customized mobile payment systems for cities in North America such as Chicago and Omaha, and are in development of a parking payment application for the City of Toronto.

To comply with the *Freedom of Information and Protection of Privacy Act* (FIPPA), PassportParking has located its pay parking application with the Cloud service provider, IWeb, which is located in Quebec. IWeb provides the appropriate security and protection measures that meet FIPPA's requirements. All pay parking transactions are done through dedicated Passport servers on IWEB. None of the personal information collected is stored on City of Victoria servers. A Privacy Impact Assessment was completed and is available on the City's website.

A colourful branded decal (below) was placed on each pay station and single head meter in Victoria to promote the app. There has been interest and support in the ParkVictoria app from the community. A communications strategy will be developed for implementation in the spring and summer to further increase awareness and use of the app.



On-street Parking Enforcement

Over the past year, City staff have worked very closely with parking enforcement on improving service levels and public perception, while still maintaining a presence while on patrol. The increased focus on being helpful to the public and using discretion during encounters with parkers when issuing tickets has resulted in positive experiences and feedback.

Fewer tickets (a 10% reduction from 2013) are being issued as parking officers are able to make judgement calls when speaking to customers who are returning to their vehicles. This also provides an opportunity to explain the reason for the ticket and offer a better option, depending on the situation.

Customer Service Centre staff at City Hall have the discretion to cancel tickets should it be determined a full review is not necessary. Overall, customer interactions (e.g., phone calls, visits, emails) with Parking Review office staff have decreased almost 15%, and the number of violations that the public take to Traffic Court have reduced, from 423 in 2013, to 216 in 2014.

Whether for internal staff or an external work force, City staff will be working with the DVBA to develop and deliver an ambassador-focused training program for parking enforcement service providers.

Parking Review Office

The existing Parking Review Office is located in Centennial Square, across from City Hall. Currently, the Parking Review Office is staffed by two commissionaires. Staff are evaluating relocating the Review Office to City Hall and utilizing City staff.

Block-by-Block On-Street Parking Analysis

This spring, staff will work directly with local businesses to perform a block-by-block analysis of on-street parking spaces. The analysis, with participation from neighbouring businesses, will include reviewing the location of commercial truck loading zones and other specialty zones, as

well as the number and location of public bike racks. A print and online survey will be developed to gather input to determine how best to improve each block's on-street parking by assessing specific needs of businesses.

3. Review Budget Impact of Revenue and Operational Costs

A \$750,000 annual reduction in parkade revenue was anticipated when the recommendations were implemented, however, this was to be offset by a corresponding increase in on-street revenue, due to rate increases in the areas closest to the City parkades. The increases and decreases have occurred as anticipated; however, since the new parking rates have been implemented, there have been more than 43,000 additional downtown parking transactions. These additional transactions have resulted in a slight increase in parking revenue (\$61,000), compared to the same three month time period in 2013.

Parkades	Revenue (approx.)	# of Transactions (approx.)
October – December 2013	\$755,000	188,000
October – December 2014	\$649,000	239,000
+/-	-\$106,000	
On-Street Parking		
October – December 2013	\$1,415,000	704,000
October – December 2014	\$1,582,000	696,000
+/-	+\$167,000	

Implementation and promotional costs directly associated with improvements to the parkades and advertising were approximately \$70,000.

Conclusions

Since the launch of the parking improvements, there has been a shift in behaviour and attitudes towards parking downtown. Customers seem happy with the changes to the parking experience downtown, and share support daily with frontline parkade staff and on social media channels.

City parkades are experiencing increased use. This appears to have freed up more high-demand on-street parking spaces, generally making parking easier to find in the downtown core.

While the initial results are encouraging, implementation is still in its early stages - more time will be required to understand and evaluate the effect of the improvements that have been introduced. It will be important to ensure these improvements are reviewed, refined and improved on an ongoing basis.

While all other parking-related Council recommendations have been implemented, the business plan review on parking enforcement services remains outstanding. The issuance of the Request for Proposals (RFP) for parking enforcement services has been delayed, while staff updated the RFP requirements and conditions to accurately reflect the improvements noted in the Parking Services Review. The RFP will be issued by February 13th. Once received, staff will compare the proposals to the in-house service delivery models developed by staff, and bring forward a business case and evaluation for Council's consideration and direction March 26th.

Future updates on parking improvements and their impacts will be provided annually. The next Parking Services update will be submitted in January 2016.

Recommendation

That Council receive this update for information.