



Parking Strategy 2007





Committed to the Economic Vitality of the Downtown

As the centre of one of North America's most liveable cities, Victoria has much to offer and is famous for being friendly and accessible. The downtown core provides patrons a unique destination for shopping, dining, entertainment, tourism, and business.

A sustainable Parking Strategy is a fundamental part of creating a positive downtown experience for residents, businesses, tourists, and shoppers. The City of Victoria has been continually assessing the parking needs for the downtown and the changing needs of our community (Urban Systems: Downtown Victoria Parking Assessment, April, 2007).

The city's evolving plan aims to enhance the living and business activities in the downtown and support a healthy, safe, convenient, inviting and friendly downtown. Many forward-thinking improvements have been made over the years, and others will follow, all designed to optimize parking options and services that increase the vitality of our downtown for future generations.

A Sustainable Vision for an Economically Vital and Vibrant Downtown

As the capital city of British Columbia and one of North America's most popular tourism destinations and a gateway to Vancouver Island, Victoria has grown in development, population and traffic over the years - and so has the need to understand parking demands.

To help manage parking demands, the City opened its first parkade in 1962. Today the City operates five parkades and three surface lots. There are now over 9,200 parking stalls in the downtown core and over 11,000 including the surrounding area (City and privately owned).

The Parking Strategy's guiding principles will:

- Support sustainable transportation and land-use plans and policies
- Complement the CRD's TravelChoices Study for the region
- Support the economic vitality of downtown
- Offset parking expenditures through revenues
- Continue to focus on supplying short term parking opportunities
- Assist The Downtown Plan Update which is under review to provide further guidance regarding parking policies and regulations

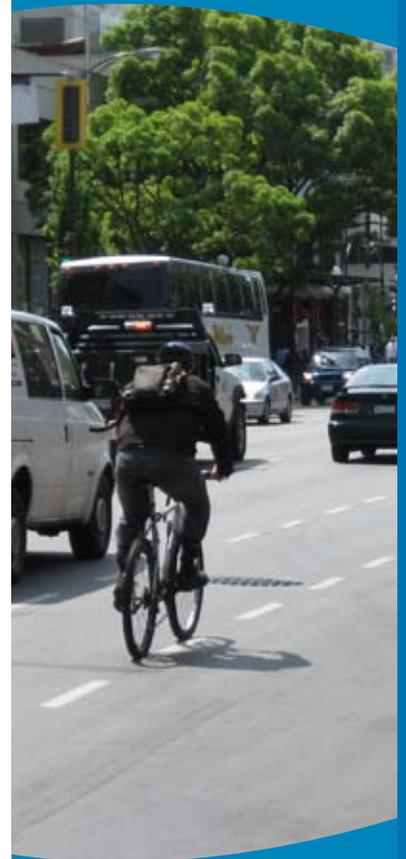
Goals, Objectives, Strategies and Performance Measures

The Community Charter states that the City must state its objectives and report annually on the progress towards meeting these objectives.

The City has developed performance measures to foster results-based management and comply with the Community Charter. The performance measures have been aligned with parking strategies; and the strategies support each overall objective. The over-arching objectives are linked to all four goals of the City's Corporate Strategic Plan 2007-2009. These Council goals are Environmental Sustainability, Social and Cultural Development, Economic Vitality and Service and Staff Excellence.

The objectives of the Parking Strategy include the following:

- 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
- Ensure that the parking system is self sufficient and sustaining
- Ensure parking demands are addressed for both today and the future





Objectives

Strategies

Performance Measures*

1 Provide Excellence in Customer Service

- Enhance the role of the Parking Officers (emergency first aid, added downtown security, provide information, warning tickets)
- Provide specialized customer service training for the Parking Officers and Staff
- Create a new Parking Services website to enhance service delivery

- Percentage of citizens reporting satisfaction measured in the Citizen Survey and other surveys **(B, %)**
- State of new vision, mission, and values for Parking Officers (4th quarter 2007) **(D)**
- Parking Services staff to attend the specialized customer service training (100% attendance by 4th quarter 2007) **(B, %)**
- Establish new contract for Parking Officers (4th quarter 2007) **(D)**
- Enhance information of new Parking Services Website **(T)**

2 Create incentives to position Downtown as the destination of choice

- Make parking Downtown convenient by providing alternative methods to pay
- Continue the Holiday Courtesy Program and expand the use of warning tickets as an educational tool
- Continue grace period at on-street meters, limited time zones, parkades and surface lots
- Review and encourage more small vehicle parking in the Downtown
- Review and encourage more parking for persons with disabilities in the Downtown
- Consider reduced rates for van/car pools in parkades
- Support and enhance bike storage in parkades

- Numbers of customers using alternatives payment methods **(B, %)**
- Number of holiday courtesy and warning tickets issued **(B, %)**
- Number of small vehicle parking spaces **(20 spaces, % increased based on demand)**
- Number of parking spaces for persons with disabilities **(33 spaces, % increased based on demand)**
- Number of van/car pool parking spaces **(16 spaces, % increased based on demand)**
- Number of bike lockers in Parkades **(60 lockers, % increased based on demand)**

* Those measures for which a baseline has to be established have been denoted as "B".
The type of performance measure has also been indicated as: Percentage (%); Trend (T); or Descriptor (D).



3 Promote a safe and inviting Downtown parking environment

- Implement safety and security upgrades to all parkades and surface lots using CEPTED principles
- Enhance and rehabilitate the parkades
- Ensure the parkades and surface lots are clean and well maintained
- Perform a condition audit of all the parkades
- Increase on-site security at all City parkades (24 hr)
- Meet or exceed national standards and earn Parking Facility Standards Awards for City-owned parkades

- Complete safety and security improvements at each parkade and surface lot (4th quarter 2008) **(D)**
- Complete rehabilitation on all City owned parkades (over 5 years) **(D)**
- Number of times the parkades and surface lots are cleaned **(B, %)**
- Condition of the parkades according to facility condition index **(B, %)**
- Provide 24 hr security at all City parkades (4th quarter 2007)

4 Improve parking technology to make it more user friendly

- Convert parking meters to multi-pay and display dispensers
- Update the parking ticket dispensers in the parkades
- Upgrade the messaging on the ticket dispensers for clarity
- Review and implement parking identification and way-finding signage (static and/or dynamic)
- Enhance the quality of the tickets and minimize disputes and court cases
- Investigate the potential for real-time wireless parking enforcement
- Investigate on-street parking meters “pay by cell phone”
- Expand the number of locations to reload parking cards
- Expand the availability of alternative payment methods

- Number of multi-pay ticket dispenser installed (over 5 years) **(4th quarter 2007, %)**
- Number of parkade ticket dispenser upgrades (completed)
- Percent of ticket dispenser signage upgraded **(B, %)**
- Number and type of signs related to parking identification and way-finding signs **(D, B, %)**
- Reduction in the number of tickets disputed and court cases **(B, %)**
- State of the advanced parking technologies **(D)**
- Numbers of parking card reload locations **(B, %)**
- Percentage of varying alternative payment methods **(T, %)**



Objectives

Strategies

Performance Measures *

5 Ensure the parking system is self sufficient and sustaining

- Review and update the parking meter rates
- Review and update the short and long term parking rates for parkades and surface lots
- Review and update parking fines
- Ensure the parking revenues offset or exceed parking expenses
- Investigate a tiered parking zone system to encourage turn-over and accessibility
- Review alternative funding strategies to support the parking system

- Increase in parking meter rates (**\$2.00/hr, review annually**)
- Increase short-term parking rates in parkades (**\$1.00 first hour, \$2.00 for each additional hour, review annually**)
- Increase monthly parking rates in parkades (**\$110 Centennial Square; \$140 Johnson Street; \$160 Broughton Street; \$160 Bastion Square; \$175 View Street, review annually**)
- State of parking revenues versus expenses (**T**)
- Introduce longer metered zones in specific areas (**D, based on demand**)
- Increase in parking fines (**\$15.00 to \$20.00 etc.**)

6 Ensure parking demands are addressed for both today and the future

- Complete the Downtown Victoria Parking Assessment
- Review and update the need for more short term parking
- Re-allocate long term parking to short term to meet demand
- Review and update the long term parking requirements for Downtown
- Explore new areas of paid parking
- Create a Parking and Transportation reserve for future improvements
- Introduce Sunday limited time zone in downtown metered areas (**D**)

- Downtown Parking Assessment (completed)
- Number of short-term parking spaces and usage (**B, T, %**)
- Number of long term parking spaces and usage (**B, T, %**)
- Parking and Transportation reserve fund (**3rd quarter 2007**)

* Those measures for which a baseline has to be established have been denoted as "B".
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Next Steps

Following City Council's endorsement of the 2007 Parking Strategy, the Parking Services Division will align its business plan with the goals and objectives of the Corporate Strategic Plan and an external communication plan will follow to promote the Strategy to the public. The Parking Services Division will outline the initiatives and work planned to fulfill the parking strategies as well as the budget needed to support these activities.

Linking the divisional business plans, and all other levels of planning, to the Strategic Plan ensures that all activities are working towards the same goals and objectives.

Ongoing monitoring and progress reporting will ensure the Parking Strategy continues to be a fundamental part of creating a positive downtown experience.

We would like to thank City Council and the Mayor's Task Force, which included representatives from the Downtown Victoria Business Association, Downtown Advisory Committee, Canadian Corps of Commissionaires and Victoria Chamber of Commerce, for their contribution in creating this plan.



For more information contact:

City of Victoria
#1 Centennial Square,
Victoria, BC, V8W 1P6
Phone (250) 361-0257
Fax (250) 361-0257
www.victoria.ca

