



# Complimentary 2-hr On-Street Saturday Parking & Transit - 2023

April 3, 2023





# Request

- ▶ Letter received from Executive Director of the Downtown Kelowna Association requesting approval for 2-hrs of complimentary parking on 7 Saturdays in 2023.

## DOWNTOWN KELOWNA

March 23, 2023

Dave Duncan, Parking Operations  
City of Kelowna  
1435 Water Street  
Kelowna, BC V1Y 1J4

Re: Complimentary Parking in Downtown Kelowna for Small Shop Saturday and December Weekends

Please accept this letter as the Downtown Kelowna Association's formal request to offer complimentary 2-hour Saturday parking in Downtown Kelowna for Small Shop Saturdays on April 29<sup>th</sup> and September 23<sup>rd</sup>. We also request the same for Saturdays in the month of December 2023.

Local businesses play a vital role in Kelowna's local economy by providing jobs and preserving the Downtown neighbourhood. These marketing promotions are an important value-added initiative for Downtown retailers, services, and restaurants during the year and holiday shopping season. The change to the first 2 hours complimentary will allow for greater turnover of shoppers to each of our streets Downtown. The Downtown Kelowna Association will be coordinating two Small Shop promotional days again in 2023 to promote shopping local, supporting small businesses, create one day of increased foot traffic and support our local economy.

The Downtown Kelowna Association requests public parking charges be changed to complimentary for the first 2 hours on Saturday April 29<sup>th</sup> & September 23<sup>rd</sup> in Downtown Kelowna on the street and in City owned lots. We request the same for Saturdays in December on the 2nd, 9th, 16th, December 23<sup>rd</sup> and December 30<sup>th</sup>, 2023.

The City's consideration and approval for these valued programs is greatly appreciated.

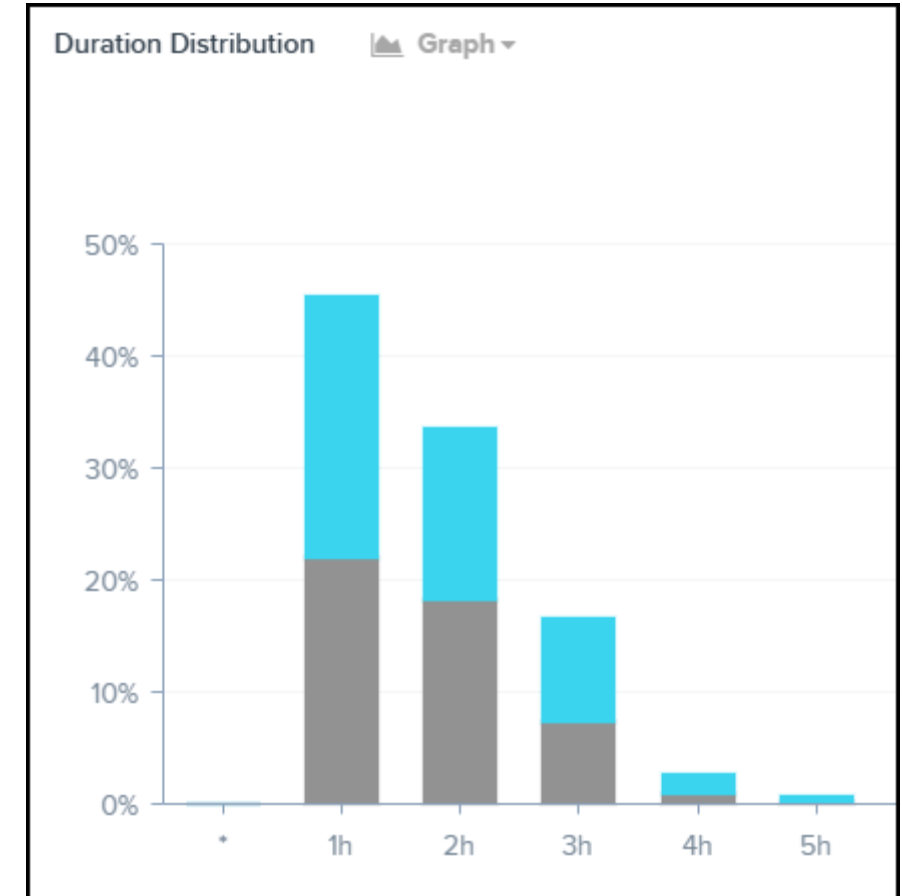
Sincerely,



Mark Burley EXECUTIVE DIRECTOR

# Background

- ▶ Council has approved similar requests for the past 28 years
- ▶ Parking in most off-street lots and parkades is currently no-charge every Saturday through the off-season
- ▶ In 2022, most visits (79%) were 2hrs or less



\*DT On-Street Zone A – 2022 Length of Stay

# Recommendations - Parking

- ▶ Waive parking fees for the first 2-hours of on-street parking on 7 Saturdays in 2023:
  - ▶ *2 Small Shop Saturday Events*
  - ▶ *5 Saturdays in December*
- ▶ Estimated forgone parking revenue is \$40,000 for the 7-days requested
- ▶ Subsequent bylaw amendment for future requests from BIAs to be delegated to staff

## 2023 Request (7 days):

- ✓ April 29<sup>th</sup>
- ✓ September 23<sup>rd</sup>
- ✓ December 2<sup>nd</sup>
- ✓ December 9<sup>th</sup>
- ✓ December 16<sup>th</sup>
- ✓ December 23<sup>rd</sup>
- ✓ December 30<sup>th</sup>

# Recommendations - Transit

- ▶ Waive transit fares for all trips originating within the City of Kelowna during the month of December 2023
- ▶ Applies to conventional transit and custom (handyDART)
- ▶ Estimated forgone revenue is \$5,000 per Saturday (\$25,000 for the month)

## 2023 Exemption (5 days):

- ✓ December 2<sup>nd</sup>
- ✓ December 9<sup>th</sup>
- ✓ December 16<sup>th</sup>
- ✓ December 23<sup>rd</sup>
- ✓ December 30<sup>th</sup>



*Questions?*

For more information, visit [kelowna.ca/parking](https://kelowna.ca/parking).