



Downtown Area Parking Plan Development

December 11, 2017



Downtown Kelowna Parking Plan

- ▶ Part of city-wide Parking Management Strategy
- ▶ Updated Neighbourhood plan for downtown
 - ▶ City controlled off-street parking
 - ▶ On-street parking



Guiding Principles for Parking Management



FOCUS ON EXCELLENT SHORT-TERM PARKING

The City's goal is to provide better short-term public parking and move away from being the primary provider of long-term parking.



SELF-FUNDED PARKING SYSTEM

There are many costs associated with parking: infrastructure, maintenance, equipment, enforcement, upgrades, customer service applications, replacement, land acquisition, management and more. The parking system must continue to pay for itself so taxes are not used for future initiatives or infrastructure.



CUSTOMER SERVICE AND FAIRNESS

Payment options, fair practices and real-time information make parking more accessible, easier to find, eases (or lessens) enforcement and supports active business areas and balanced neighbourhoods.



WORK WITH INSTITUTIONS, BUSINESSES AND DEVELOPERS

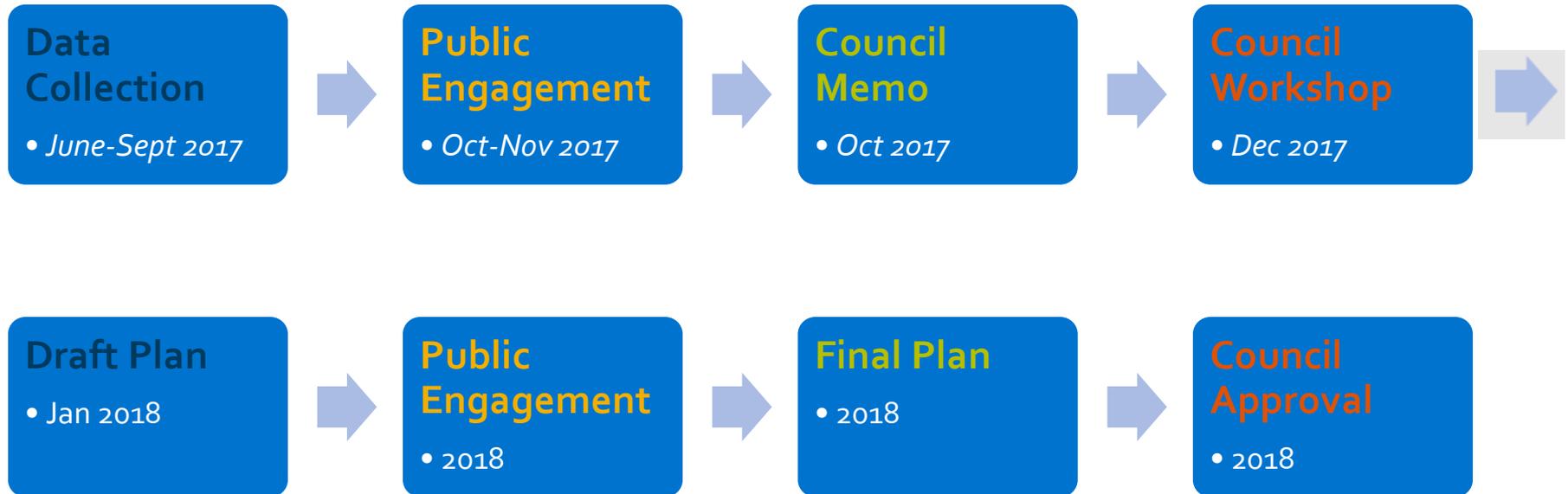
Parking policies must coordinate with the private and institutional sectors to ensure efficient and economical ways to address parking and transportation needs.



SUPPORT A MORE BALANCED TRANSPORTATION SYSTEM

Parking is part of the larger transportation picture. We need to get serious about discouraging single-occupant vehicle congestion and encouraging other ways to travel. Inexpensive and plentiful parking will not encourage people to use transit, walk or cycle.

Timeline



Data Collection

- ▶ On-street parking data
 - ▶ 15,850 vehicles surveyed using License Plate Recognition Vehicle
 - ▶ Data collected various days between June and September 2017
- ▶ Parkade occupancies from vehicle counting systems
- ▶ Surface parking lot occupancies from variety of dates throughout 2017



2pm-4pm

Legend

- 0% - 50%
- 51% - 70%
- 71% - 85%
- 86% - 100%

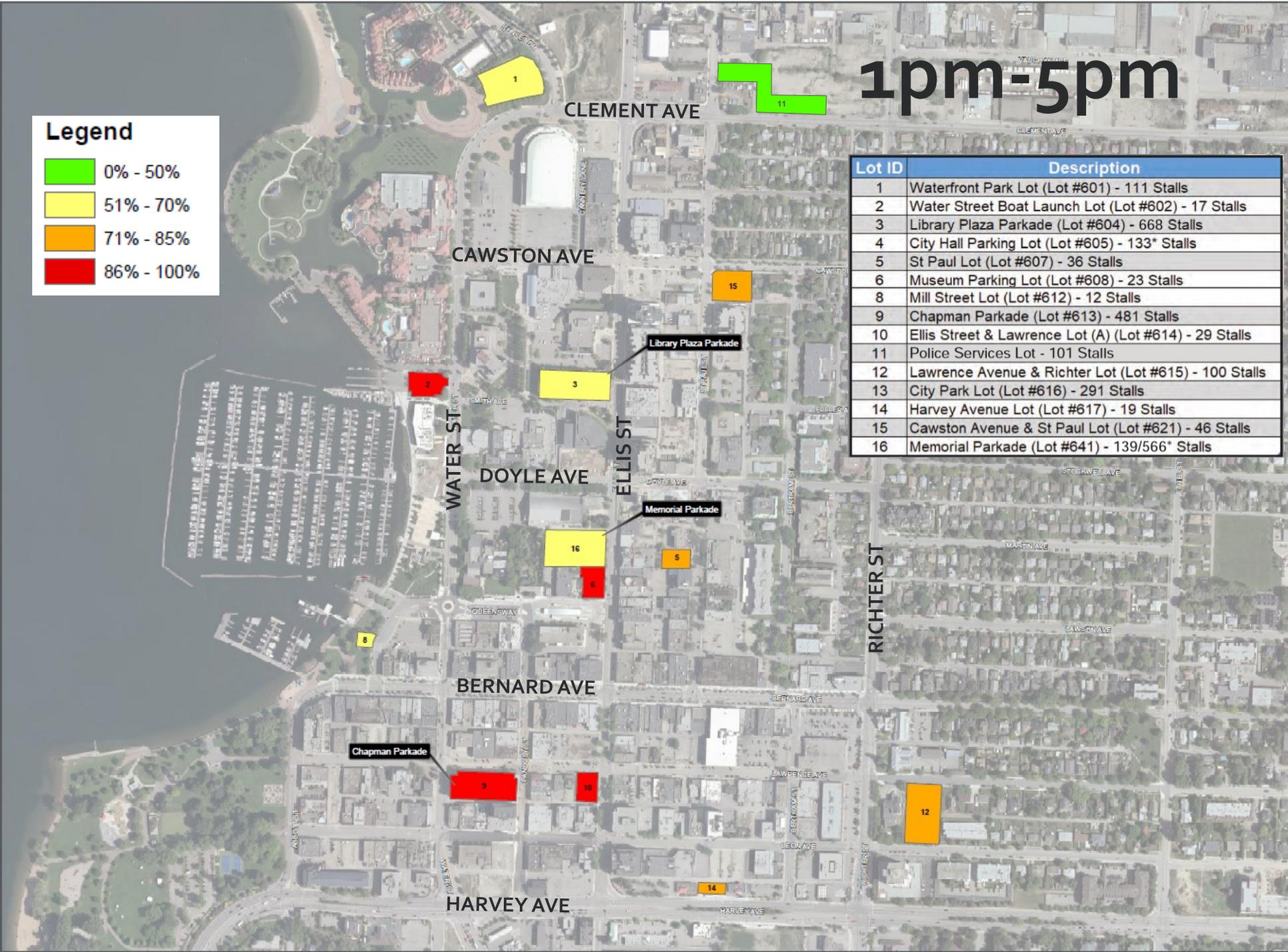


1pm-5pm

Legend

- 0% - 50%
- 51% - 70%
- 71% - 85%
- 86% - 100%

Lot ID	Description
1	Waterfront Park Lot (Lot #601) - 111 Stalls
2	Water Street Boat Launch Lot (Lot #602) - 17 Stalls
3	Library Plaza Parkade (Lot #604) - 668 Stalls
4	City Hall Parking Lot (Lot #605) - 133* Stalls
5	St Paul Lot (Lot #607) - 36 Stalls
6	Museum Parking Lot (Lot #608) - 23 Stalls
8	Mill Street Lot (Lot #612) - 12 Stalls
9	Chapman Parkade (Lot #613) - 481 Stalls
10	Ellis Street & Lawrence Lot (A) (Lot #614) - 29 Stalls
11	Police Services Lot - 101 Stalls
12	Lawrence Avenue & Richter Lot (Lot #615) - 100 Stalls
13	City Park Lot (Lot #616) - 291 Stalls
14	Harvey Avenue Lot (Lot #617) - 19 Stalls
15	Cawston Avenue & St Paul Lot (Lot #621) - 46 Stalls
16	Memorial Parkade (Lot #641) - 139/566* Stalls



Communications and Engagement Summary

Initiative	Objective	Level of Engagement
Initial Open House (Oct 2017)	Identify parking-related challenges and opportunities	46 Attendees / 22 Exit Surveys
Online Survey (Nov/Oct 2017)	Gather Feedback from Residents, Employees and Visitors	3,248 Responses
Meeting with Stakeholders (Nov 2017)	Gather Feedback	15 Attendees

Online Survey

- ▶ People who park downtown more frequently were significantly more satisfied with the availability of parking compared to people who park downtown less than once a month
- ▶ Satisfaction of businesses with regards to parking availability is higher than visitors
- ▶ There is a disconnect between visitor perceptions of parking availability and typical occupancies observed in the data

"I've never had issues parking downtown. The parkades always have spots available and are in convenient spots. My feeling is that people who complain about parking only look for on-street parking." – survey respondent who visits downtown

"It is really difficult and expensive to park downtown. It makes me not want to go downtown." – survey respondent who visits downtown

Online Survey

- ▶ Downtown employees and visitors are very price conscious
 - ▶ Cost is a top concern when making decisions about where to park

"Maybe making the monthly parking more affordable. I find it absolutely ridiculous to have to pay \$125 a month to park as a single mother who is trying to better my life." – survey respondent who works downtown

Staff Note - Random monthly passes are available in downtown area lots for \$63 (seasonal) and \$85 (private). Library parkade \$78.08 with a small wait list.

Online Survey

- ▶ Respondents almost evenly split about parking rates that vary by time of day or location to make finding a parking spot easier
- ▶ Parkades not as popular as surface lots or on-street parking. However, opportunities to address parkade concerns, including:
 - ▶ Enhanced security monitoring, and
 - ▶ Real-time information on remaining capacity

"The Chapman parkade is dangerous some days. It needs more security monitoring, especially after the sun goes down in the winter. I carry pepper spray in the parkade to keep myself safe." – survey respondent who works downtown

Online Survey

- ▶ Downtown residents indicated it is getting more difficult to find parking near their home and are concerned about the impact of events on parking.
 - ▶ However, also many residents want to see time restrictions relaxed.

"I am renting here temporarily but do not wish to live in this area as parking for visitors is very restrictive. Two hours is not enough for lunch and shopping hence one or the other. Developers do not provide enough parking for residents, temporary or permanent." – survey respondent who lives downtown

Changing Parking Landscape

Interior Health Downtown

- ▶ Over 900 employees
- ▶ 266 spaces required based on zoning
- ▶ 492 spaces provided
- ▶ 80% typical max occupancy at Memorial Parkade
- ▶ Minimal wait list for staff permits



Changing Parking Landscape

Ogo Car Share

- ▶ Each car share vehicle removes 9 to 13 personal vehicles from the road

	2013	Now (2017)
Members	35	Over 400
Vehicles Downtown	1	9

Changing Parking Landscape

- ▶ Self-driving Vehicles
- ▶ Ride Sharing (Uber, Lyft, etc.)
- ▶ Car Sharing
- ▶ Electric Vehicles



Problem Definition

- ▶ Public perception of parking availability is not always reflected in data collected
- ▶ Changing technology and demographics is making future parking demand uncertain
- ▶ High cost and potential risk to City for to provide additional off-street parking when future need is uncertain
- ▶ Parking rates do not encourage use of alternative transportation
- ▶ Under utilized private parking spaces at peak times



Big Ideas

- ▶ Variable Rates
- ▶ Leverage Technology
- ▶ Privatize Off-Street Parking
- ▶ Alternative Monthly Pass Program
- ▶ Parking Revenue to Support Alternative Transportation

Variable Rates

Potential Components:

- ▶ Target 85% to 90% occupancy through rate adjustments by:
 - ▶ Time of day, and
 - ▶ Location
- ▶ Parking rates can go up or down to achieve target
- ▶ Increase price differential between on-street/ surface lots/ parkades
- ▶ Progressive rate structure – each additional hour costs more than previous hour

2pm-4pm

Legend

- 0% - 50%
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- 71% - 85%
- 86% - 100%



Variable Rates

Relevance to Kelowna:

- ▶ Encourages use of less popular parking locations
- ▶ Creates capacity in more popular locations for brief stops / people who prioritize proximity
- ▶ Enables citizens to make conscious decisions regarding convenience vs. cost trade-offs
- ▶ Progressive rate structure encourages shift of longer stay parking to off-street facilities
- ▶ Encourages users to make other travel choices at busier times

Variable Rates

Examples:

- ▶ City of Vancouver
 - ▶ Adjusts on-street parking rates annually
 - ▶ Rates increase on blocks with over 85% occupancy
 - ▶ Rates decrease on blocks with less than 60% occupancy
- ▶ City of Kamloops
 - ▶ First 2-hours on-street are \$1.25/hour
 - ▶ Optional 3rd hour is \$2.50/hour
 - ▶ Reduces amount of overtime parking enforcement necessary

Leverage Technology

Potential Components:

- ▶ Enhance real-time information
- ▶ Payment options for smaller time periods
- ▶ Mobile technology to reduce number of pay stations required in the future
- ▶ Expand electric vehicle charging stations (number and type)
- ▶ App/website for residents to record visitor license plates as alternative to physical passes



Leverage Technology

Relevance to Kelowna:

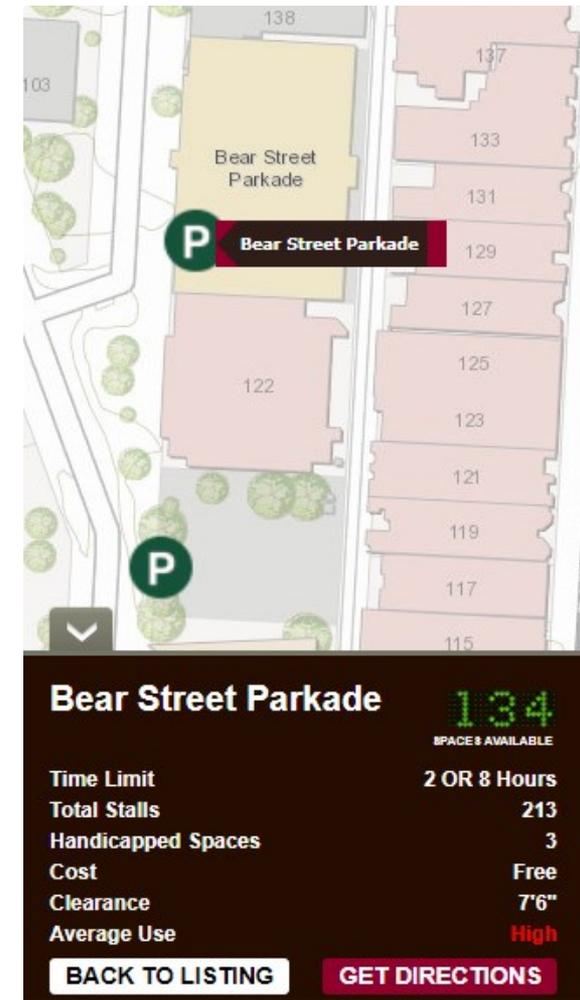
- ▶ Real-time info would make it easier to find available parking
- ▶ Convenience for users through greater payment options
- ▶ Payment for shorter periods encourages users to only park as long as necessary, especially in higher priced “premium” locations



Leverage Technology

Examples:

- ▶ Town of Banff
 - ▶ Has a parking guidance system to direct visitors to available parking and reduce traffic congestion
- ▶ Various Canadian Municipalities
 - ▶ Enable residents and parkers to renew permits online



Privatize Off-Street Parking

Potential Components:

- ▶ Current parking rates are too low to encourage purely private investment – no business case
- ▶ Much of existing privately owned public parking is subject to 3-year time limit (future development sites) as full development as parking not financially feasible.
- ▶ Capitalize upon unused parking in single-family, residential and commercial developments
- ▶ Pursue private/public partnership for next downtown parkade

Privatize Off-Street Parking

Relevance to Kelowna:

- ▶ \$121/stall/month revenue required to recover construction, ongoing maintenance and operations at parkades
- ▶ Average parkade revenues are \$104/stall/month
- ▶ Future parking needs are uncertain with self-driving and electric vehicles.



Privatize Off-Street Parking

Examples:

▶ City of Vancouver

- ▶ Working towards enabling residential buildings in West End with excess parking to rent spaces to other area residents

▶ City of Calgary

- ▶ Stratifying and/or leasing spaces in private parkades
- ▶ City maintains role in parking without long-term liability of owning / operating infrastructure

Alternative Monthly Pass Program

Potential Components:

- ▶ Incentivize reduced use of monthly parking passes in City-owned facilities
- ▶ Eliminate or reduce and cap number of permits
- ▶ Restrict passes to upper levels or large surface lots only
- ▶ Users pay on a per day basis until they reach a monthly “cap” to provide incentive against daily use
- ▶ Maintain monthly passes but price at least 20 times daily rate so daily payment makes more sense for most people

Alternative Monthly Pass Program

Relevance to Kelowna:

- ▶ Current monthly parking encourages parking even when another option is available
- ▶ Daily parking provides an incentive to not use parking every day



Alternative Monthly Pass Program

Examples:

- ▶ Gates Foundation (Seattle)
 - ▶ Eliminated monthly passes
 - ▶ Instead charge a daily parking rate
 - ▶ Fees are capped at the monthly market rate for the area
- ▶ City of Calgary
 - ▶ Transportation Plan limits amount of all day commuter parking in downtown area
 - ▶ Intention is to limit long-stay parking in favour of increased transit/alternative transportation use
 - ▶ Overall number of parking spaces will increase with development but fewer will be designated long-stay

Parking Revenue to Support Alternative Transportation

Potential Components:

- ▶ Use parking revenue to fund purchase of land for:
 - ▶ Sidewalks/ active transportation corridors
 - ▶ Loading and charging areas to support ride share, car share, electric and self-driving vehicles
- ▶ Encourage transit use with increased price differential between transit and parking
- ▶ Support expansion of car sharing and car pooling



Parking Revenue to Support Alternative Transportation

Examples:

▶ City of Vancouver

- ▶ Staff are reporting back to council on the possibility of doing a participatory budgeting trial as part of their West End Parking Strategy

▶ City of Portland

- ▶ Significantly increased on-street parking rates in Northwest Portland
- ▶ Used the revenue to reduce the need to drive to and from the area

Big Ideas VS. Guiding Principles

		Big Ideas				
		Variable Rates	Leverage Technology	Privatize Off-Street Parking	Alternative Monthly Pass Program	Parking Revenue to Support Alternative Transportation
Guiding Principles	Focus on excellent short-term parking	✓	✓	✓	✓	
	Self-funded parking system	✓		✓		✓
	Customer service and fairness	✓	✓			✓
	Work with institutions, businesses and developers		✓	✓	✓	✓
	Support a more balanced transportation system	✓			✓	✓

Next Steps

Complete Draft Area Plan

Second Open House and Stakeholder Meeting to Share Draft Plan

Refine Draft Plan Based on Feedback Received

Present Final Plan to Council for Approval



Questions?

For more information, visit kelowna.ca/parking.