Winnipeg Parking Strategy: A Conceptual Framework

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Executive Summary

The City of Winnipeg recognizes the importance of having a strategic plan for parking developed with input from residents, businesses, hospitals, and other stakeholders who rely on effective parking and curbside management. The Winnipeg Parking Strategy outlines amendments to current parking policies and proposes innovative, modern approaches to both on-street and off-street parking throughout Winnipeg. The strategy also considers other aspects of curbside management and includes a roadmap of progressive policies and practices that will be implemented over the next five years so that stakeholders know what to expect of parking in Winnipeg.

At this stage, the strategy is a conceptual framework as many elements still require stakeholder and public engagement to gather feedback and improve/revise concepts prior to implementation. Following receipt of this strategy by Council in October of 2020, action items that are anticipated to be the most impactful to the public and stakeholders will be presented for input from the public, businesses, and hospital administrators. Once stakeholder and public engagement has taken place on the conceptual framework, a finalized Winnipeg Parking Strategy will be submitted for consideration. Additional engagement will take place on specific action items as needed prior to their implementation.

The document includes a discussion of the city's current parking landscape in terms of parking usage and existing programs, and offers some comparative analysis with other Canadian jurisdictions. It also provides a description and examples of progressive parking and curbside management policies and practices that have been implemented across North America as well as a comprehensive listing of parking-related provisions found in other City of Winnipeg master plans and policy documents.

The Winnipeg Parking Strategy outlines three principal goals:

- Ensure policies support adequate availability of parking spaces for all stakeholders,
- Support sustainable transportation and encourage shifts in transportation modes, and
- Deliver ongoing service improvements.

These goals are supported by strategic objectives which, in turn, are underpinned by a number of action items. The strategic objectives include:

- Improve parking convenience and accessibility;
- Generate turnover in areas with high parking demand;
- Update the on-street paid parking pricing model;
- Address neighbourhood-specific requirements;
- Implement curbside management pilots, update existing programs, and use parking to support transportation demand management; and
- Explore opportunities for improved collaboration on parking-related transportation issues.

Finally, the strategy offers an implementation timeline describing the sequence of various policy revisions and other action items over the next five years.

Introduction

Purpose & Scope

The Winnipeg Parking Strategy is intended to serve as a framework for the development of policies and programs related to the City's supply of on-street and off-street parking. The strategy also proposes the development of an overall curbside management program to better balance the increasing requests for this limited asset base.

Winnipeg is a unique city made up of vibrant communities and a diverse mix of stakeholders for whom a one-size-fits-all approach will not always result in the best possible outcome. The strategy will help to ensure decisions are based on sound policy and that they meet the needs of motorists while considering the interests of residents, hospitals, local businesses, and other stakeholders who rely on the effective delivery of parking services.

Transportation networks are critical pieces of any modern municipality and their increasingly interconnected nature means that no single mode or area should be considered in isolation. The Winnipeg Parking Strategy takes a broad geographic perspective, setting the policy framework for decisions around parking throughout the City of Winnipeg in its entirety and enabling consideration of future growth and land use changes.

The strategy includes a road-map for the review of existing programs and the implementation of progressive policies and practices so that stakeholders have a clear idea of what to expect over the next five years.

The Winnipeg Parking Strategy is meant to provide a basis for policy decisions regarding all City-managed off-street surface lots and parking structures, as well as all of the curb space on city streets where stopping or parking is allowed. The strategy is a conceptual framework. It outlines a number of proposed changes in a way that will allow for additional stakeholder feedback to be considered before plans are finalized, and encourages further engagement prior to the implementation of those action items that require it.

Guiding Principles

A number of guiding principles were used to shape the strategy's goals and objectives. These will also help to maintain the strategy's overall aim and intent as its action items are implemented over the coming years. The Winnipeg Parking Strategy:

- Considers progressive parking practices and technologies, including emerging trends in curbside management and transportation demand management;
- Recommends evidence-based decision making;
- Aligns with other City policies and masterplans;
- Balances the needs of stakeholders who rely on effective curbside and off-street parking management;
- Continues to support the Winnipeg Parking Authority as a self-funded entity; and

- Sets measurable objectives reached through future actions, including working with businesses, other organizations, residents, and developers to address parking needs.

Considers Progressive Parking Practices and Technologies, Including Emerging Trends in Curbside Management

In continuation of progressive efforts implemented for parking in Winnipeg, a variety of parking practices were reviewed in advance of preparing this strategy. These progressive parking practices, seen in different cities in Canada and the United States, were investigated to determine the success of their application in other cities and the potential to implement them within the City of Winnipeg. The strategy also considers alternative uses of the curb space, as well as emerging policy instruments and new technological infrastructure.

Recommends Evidence-Based Decision Making

Policy decisions are driven by data to the greatest extent possible. This includes:

- quantitative data in the form of occupancy and turnover rates derived from transaction records, street studies, and interjurisdictional monitoring; and
- qualitative data captured from surveys, records from the City's 311 line, and other public engagement tools.

Aligns with Our Winnipeg, and Other City Policies & Masterplans

An interdepartmental working group was engaged to help identify existing City documents with a connection to parking so that the Winnipeg Parking Strategy could be developed to support other approved policies and plans. Careful consideration has been given to ensure the Winnipeg Parking Strategy aligns with OurWinnipeg and its relevant companion documents, including the Sustainable Transportation Direction Strategy, Complete Communities Direction Strategy, and Downtown Parking Strategy.

Additional City policies and masterplans, including the Transportation Master Plan, Winnipeg's Climate Action Plan, Transit-Oriented Development Handbook, and Accessibility Design Standards were reviewed to help formulate the goals and objectives of the strategy. The strategy supports ongoing collaboration and coordination with all City departments working on issues related to parking. All City masterplans and policies related to parking are listed in Appendix A.

Balances the Needs of Stakeholders Who Rely on Effective Curbside and Off-Street Parking Management

On-street parking is an important resource for Winnipeg's residents, visitors, and businesses. However, parking is not the only use for curbside space. The loading and unloading of passengers and commercial goods, the operation of mobile vendors, and the installation of patio bump-outs are all examples of use for curb-adjacent space on city streets. With the emergence of more vehicle-for-hire companies, delivery services, and micro-mobility platforms such as scooters and bike-sharing, the demand for short-term use

of space on or adjacent to the public right-of-way will only increase over time. Moving forward, encroachments into the right-of-way must balance the public good, private needs, street operations, safety, and accessibility.

Continues to Support the Winnipeg Parking Authority as a Self-Funded Entity

In accordance with the Winnipeg Parking Authority's Operating Charter, fees for various parking products and services are set to achieve, at a minimum, full recovery of associated costs. This allows the Winnipeg Parking Authority to remain self-funded rather than tax-supported. The Winnipeg Parking Authority currently generates revenues in excess of the agency's expenses, which can then be transferred to the City of Winnipeg's General Revenue Fund in accordance with the Special Operating Agency Dividend Policy.

Sets Measurable Objectives Reached through Future Actions, Including Working with Businesses, Other Organizations, Residents, and Developers to Address Parking Needs

The Winnipeg Parking Authority will work with relevant stakeholders to determine appropriate quantitative and qualitative metrics that may be used to help guide decisions around specific action items in support of strategic parking and curbside management objectives.

Defining Success

Broadly speaking, successful execution of the Winnipeg Parking Strategy will be achieved when all action items listed in the Strategic Plan section of the strategy have been addressed. More specific performance measures may be set as the implementation period for each objective arrives. In many cases, these may be expressed in the form of quantitative parking space occupancy or turnover rates; in others, more detailed stakeholder engagement may be required to articulate the desired effect of an action item.

How the Strategy was Developed

The Winnipeg Parking Strategy is informed by data and research captured from a number of sources including a review of existing City policies and masterplans, benchmarking against other jurisdictions, public surveys and other stakeholder engagement, as well as research into progressive parking and other curbside management practices across North America.

Existing City Policies and Masterplans

Through an interdepartmental working group, existing City policies and masterplans were reviewed to identify action items or recommendations related to parking or other uses of the curb space. These are included in Appendix A.

Municipal Benchmarking Network (MBN)

An interjurisdictional scan was undertaken as part of the development of this strategy by administering a survey to members of the Municipal Benchmarking Network, a group of Canadian cities that report on a number of factors related to municipal public administration. Responses to the survey were used to inform a comparative analysis of parking pricing and practices across Canada. A summary of the survey results is provided in Table 3.

Public Omnibus Survey

Questions regarding on-street parking behaviour and preferences were delivered to a sample of Winnipeg residents as part of an omnibus survey in fall 2019. Responses offered a number of important insights.

- The price of parking is a top issue.
- While the cost is important, it is not the only factor motorists take into account when deciding where to park. For 61 percent of those surveyed, proximity of parking was ranked highest among factors other than cost.
- Six out of ten respondents indicated they would be more willing to pay for parking if revenues funded improvements to the area they are visiting.
- Cost and access to on-street parking spaces are important issues that Winnipeg residents would like to see addressed.

Progressive Parking Practices

A number of progressive parking practices across North America were researched. Some may not be an appropriate fit for Winnipeg, but where a practice appeared to be applicable and scalable to suit the local parking market, it was incorporated into the strategy as a point for the City to consider implementing. A full list of the progressive parking practices considered is provided in Table 4.

Stakeholder and Public Engagement

The initial version of the Winnipeg Parking Strategy, presented in October 2020, is intended to serve as a conceptual framework. In addition to the public omnibus survey administered in fall 2019, the document is also informed by feedback from representatives of the Downtown and Exchange District Business Improvement Zones (BIZs).

Next Steps

The Winnipeg Parking Authority also intends to engage businesses, hospitals, and the public more directly on the conceptual framework before it is finalized. Additionally, as the planned implementation period for each of the strategy's objectives approaches, we will use targeted engagement to gather feedback within the Parking Strategy's objectives prior to implementation. This methodology will allow the City to obtain current feedback from stakeholders specifically identified for various components of the strategy, which will provide a more effective outcome than front-loaded engagement that may not remain relevant throughout a multi-year plan. The strategic plan section of the strategy clearly identifies actions where stakeholder and/or public engagement will take place prior to implementation. If engagement is not identified for a specific action, the respective action items will be implemented in the year identified in the five-year roadmap.

The proposed process for the ongoing development of the strategy is as follows:

- Conduct data collection via interjurisdictional and horizon scans (complete)
- Conduct data collections via questions in public omnibus survey (complete)
- Conduct stakeholder consultation through meetings with BIZs where on-street paid parking is in place (complete)

- Draft the Winnipeg Parking Strategy Conceptual Framework (complete)
- Conduct stakeholder and public engagement via in-person and virtual public sessions (proposed)
- Conduct stakeholder and public consultation via targeted questionnaires (proposed)
- Revise conceptual framework and submit a finalized Winnipeg Parking Strategy, including a multi-year implementation plan with ongoing engagement on specific action items to be carried out prior to their implementation (proposed)

Background

Key Metrics

The Winnipeg Parking Authority (WPA) was created by the City of Winnipeg in 2005 to manage City-owned public parking resources. Since its inception, the WPA has sought to modernize parking and curbside management with progressive policies and the adoption of new technologies like a mobile parking payment application and more advanced pay stations capable of accepting payment cards. Several different parking permit programs have also been created to assist those individuals and organizations with specialized parking needs. In addition to the parking and curbside management service line, the Winnipeg Parking Authority also oversees the *Municipal By-Law Enforcement Act* (MBEA) screening and adjudication processes and is responsible for administering the City's Vehicles-for-Hire By-law which provides the legislative framework for regulation of both the taxi and rideshare industries.

As of 2020, the City of Winnipeg manages 11,454 paid parking spaces. This includes 3,855 on-street spaces and 7,599 off-street spaces. Off-street spaces are primarily City-owned parking lots where municipal employees are parking.

Paid Parking Managed Spaces	# of spaces	%
Number of On-Street Paid Parking	3855	34
Number of Off-Street Surface Paid Parking	7119	62
Number of Off-Street Structure Paid Parking	480	4
Total	11454	100

Table 1: City-Owned Paid Parking Spaces

The on-street paid parking is structured into two different rate zones, with varying time limits in each zone. A map of the high-demand and low-demand zones is included as Appendix B.

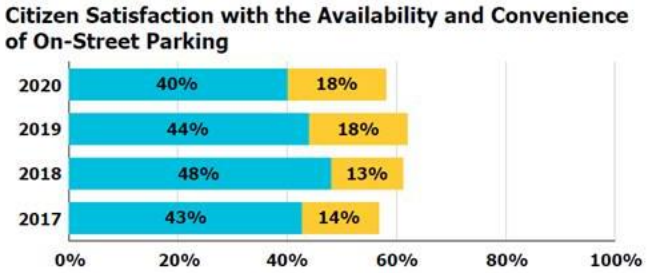
On-street Paid Parking Demand Zone	# of spaces	%	Price/hour	Time Limit
High-demand zone	774	20	$2.75	2 Hrs†
Low-demand zone	2543	66	$1.75	2 Hrs†
Hospital zone††	538	14	$2.75	4 Hrs
Total	3855	100	$2.08*	

* This is a weighted average hourly rate of all on-street paid parking spaces in Winnipeg.
†The majority of high and low demand zone parking is two hours, with the option to extend for an additional 30 minutes once the first two hours have elapsed.

†† The hospital zone is counted separately but is part of the high-demand zone

Table 2: On-Street Paid Parking Demand Zones

As part of the City's annual citizen satisfaction survey, residents were asked about their level of satisfaction with the availability and convenience of on-street parking. In 2020, 58 percent of residents reported being satisfied or somewhat satisfied.



	2016	2017	2018	2019	2020
Total Satisfied	61%	57%	61%	62%	58%

Source: City of Winnipeg Annual Citizen Survey

Figure 1: Citizen Satisfaction with On-Street Parking

On March 1, 2018 the *Local Vehicles for Hire Act* came into force, requiring the City to pass the Vehicles for Hire By-Law and assume responsibility for regulation of the vehicle-for-hire (VFH) industry in Winnipeg. A number of new taxi licenses were issued over the following years and the creation of a separate licence category for personal transportation providers (PTPs) led to the introduction of more than 500 new vehicles-for-hire into the Winnipeg market. Since the City took over regulation of the VFH industry, there has been an 85 percent increase in accessible taxis in operation and an average increase of 2.4 percent in the number of vehicle-for-hire trips per month. This trend, which is attributed to an expansion of the market driven by improved customer service as well as availability and access to vehicles, is anticipated to continue in the future.

Interjurisdictional Scan

Eight Canadian cities were surveyed about their on-street parking policies and practices, including parking times and costs for each day of the week and on statutory holidays. Results of this survey are noted in Table 3 below. Half of the cities have multiple on-street paid parking rates divided geographically by zone, with one city (Halifax) acknowledging that this may be implemented in the near future, pending Council approval.

All cities surveyed have paid parking in effect for at least nine hours every weekday, with practices on weekends varying between jurisdictions. Hourly rates for paid parking vary widely between and within cities. Prices were reported from as little as $0.25 per hour in some areas to as high as $5.00 per hour in

areas around popular destinations. Additional research for cities not represented in the MBN indicates this figure does not represent the highest price point among all Canadian cities. All cities surveyed have time limits in effect. These time limits range from 30 minutes to 12 hours, with the majority (75 percent) at two hours.

Seventy-five percent of the cities do not charge for evening parking. Five out of the eight cities have an arena or stadium in the core/downtown. All those with a downtown arena or stadium, with the exception of Winnipeg, have paid parking in effect for special events taking place outside of regular paid parking hours. Cities were also asked if they participate in revenue sharing for the revenues collected from on-street parking. Table 3 provides a summary of the cities' responses.

Table 3: Summary of On-street Parking across Canadian Municipalities

*Hourly parking rates were reconfirmed in August 2020 and were amended from the initial survey responses accordingly.

City	On-street Paid Parking Availabilities			Hospital Parking	Multiple Zones	Rate(s) per Hour*	Revenue Sharing
	Monday to Friday	Saturday	Sunday & Holidays				
Winnipeg	08:00 – 17:30 max time: 2 hrs, 4hrs, and 12hrs	08:00 – 17:30 max time: 2 hrs, 4hrs, and 12hrs *2hrs complimentary	No	Yes	2 zones (High and Low) based on demand	$2.75 (high demand) $1.75 (low demand)	No- While Winnipeg does not provide any parking revenue sharing directly to outside entities, the Winnipeg Parking Authority transfers a dividend annually to the City's General Revenue Fund to support other City services.
Saskatoon	09:00 – 18:00 max time: 90min, 2hrs, 3hrs (most of the city)	09:00 – 18:00 max time: 90min, 2hrs, 3hrs (most of the city)	No	Yes	No	$2.00	No
Thunder Bay	09:00 – 18:00 max time: 2hrs	No max time: 2hrs	No	No	No	$1.50*	No
Calgary	09:00 – 18:00 07:00 – 18:00 max time: 30min – 9hrs	09:00 – 18:00 max time: 30min – 9hrs	No	No	Different zones based on demand	$0.25 - $5.00 (majority $2.00-$2.50)	Yes – BIZ Groups
Montreal	09:00 – 21:00 max time: 2hrs	09:00 – 18:00 max time: 2hrs	13:00 – 18:00 max time: 2hrs	No	Different zones based on Council approved boundaries (boroughs)	$1.25-$3.50*	No
Halifax	08:00 – 18:00 max time: 2hrs	No max time: No	No	No	As of fall 2020, there are 8 zones.	$2.00-$6.00	Yes - residents have the option to round up their paid parking fees in support of the United Way. The regional council is requesting a revenue structure to return a portion of revenue to dedicated streetscaping projects for business improvement districts.
Regina	08:00 – 18:00 max time: 2hrs	No max time: 2hrs	No	No	No	$2.00	No
Toronto	Varies – Some 24hrs.	Varies – Some 24hrs.	Varies – Some 24hrs.	No	100+ zones based on demand	$2.00-$5.00*	Yes - the TPA gives 85% of its revenue to the City of Toronto

Progressive Parking Policies and Practices

In order to support ongoing improvements to the City's curbside and off-street parking management programs, interjurisdictional and horizon scans have been conducted to identify emerging technologies and innovative policies. The table below provides a list of progressive parking policies and practices drawn from other North American municipalities, academic literature, and trade publications. Where a practice appears to be applicable and scalable to suit the local parking market, it was incorporated into the strategy as a point for the City to consider implementing.

Table 4: Progressive Parking Policies and Practices

Policy/Practice	What is it?	Examples
Dynamic Pricing (also known as 'demand-responsive pricing')	In its purest form, dynamic pricing refers to technology-enabled systems wherein parking rates are adjusted based on changes in demand and the available supply in order to achieve a specific goal such as maintaining a desired occupancy level or maximizing revenue.	-The ideal dynamic pricing model allows for real-time adjustments in response to changing demand throughout the day. Employing this type of pricing on a city-wide scale requires significant investment in technological solutions capable of measuring and reporting demand, but the principle can be adapted to fit various timeframes. For example, the San Francisco Municipal Transportation Agency adjusts rates approximately every three months in response to block-by-block occupancy. This ensures that every space is always priced to achieve their stated goal of an occupancy rate in the 60-80 percent range. (https://www.sfmta.com/demand-responsive-parking-pricing) -This type of pricing model is commonly used by ridesharing companies like Uber and Lyft as a mechanism to maximize profit. Some Canadian jurisdictions have legislated maximum rates to prevent price-gouging during peak demand periods. In the context of municipal parking, the tool can be used to regulate occupancy.
Progressive Pricing	Progressive pricing refers to a price structure that favours short-term users and encourages turnover by increasing the rate the longer a user is parked in a space.	-The New York City Department of Transportation has implemented progressive parking rates in high-demand areas in Manhattan. In the Midtown Core and Lower Manhattan, for example, the first hour of parking for a commercial vehicle costs $6.00, the second hour costs $7.00, and the third hour costs $8.00. (https://www1.nyc.gov/html/dot/html/motorist/parking-rates.shtml)
Progressive Parking Fines	Progressive parking fines refer to a structure wherein fines for subsequent occurrences of the same offence	- Claremont, California has implemented a progressive fine structure for their parking contraventions. As of 2010, the first ticket for parking illegally in an accessible space is for $325, the second $650, and the third $975.

	increase. Progressive fines discourage repeat offenders without adversely affecting the vast majority of drivers who attempt to adhere to the parking by-law provisions.	
Parking Benefit Districts	In parking benefit districts, a portion of the revenue collected from hourly parking and permit fees is dedicated to infrastructure or programming within the district. These may include public realm improvements such as street beautification, sidewalk and street repair, or safety and security measures.	-The City of Austin, Texas designates 'parking districts' when an area with paid parking adds 100 new paid on-street spaces or an area without paid parking adds 200. Once the parking district has been established, 51 percent of the revenue from on-street parking, less the City's installation and operating expenses, is allocated to streetscape and mobility improvements in the area. (https://www.austintexas.gov/department/parking-districts) -Similarly, parking revenue may also be dedicated to specific transportation-related programs. The City of Victoria will begin using revenue from Sunday on-street paid parking to fund BC Transit passes for all Victoria youth effective fall 2020. (https://www.victoria.ca/EN/main/residents/parking/on-street.html) -While its parkade, adjacent surface lots, and on-street paid parking are not municipal assets, the Forks serves as a local example of parking revenues reinvested in the area from which they were collected. Clear signage at all pay stations indicates that parking revenues are reinvested in site improvements, maintenance, and community programs. (https://www.theforks.com/uploads/documents/planning-tfnp-ten-year-booklet.pdf) -The City of Calgary's Parking Revenue Reinvestment Program allocates a portion of parking fees collected to public space improvements in the areas where they are collected. The amount is based on the net revenue from the sale of parking as compared to the amount budgeted by the City. If a surplus exists, 50 percent of the surplus amount is split proportionally between each of the city's Business Improvement Areas to support infrastructure and service improvements. The City controls the funds and coordinates the work, but priorities are significantly guided by the Business Improvement Areas. (https://www.calgary.ca/transportation/tp/strategy/parking-revenue-allocation-policy.html)
Smart Parking Structures	Smart parking structures refer to off-street parking facilities that are designed	-The Calgary Parking Authority, in partnership with the Calgary Municipal Land Corporation, is in the process of constructing a multi-level parking garage capable of accommodating more than 500 vehicles. The design, which includes commercial space on

	and configured so as to maximize the number of vehicles that can be accommodated and to incorporate technology that can provide real-time availability. Parking structures can also be designed to accommodate conversion to alternative future uses.	the bottom floors, will also make use of higher ceiling heights and a central atrium space that will permit additional floors to be converted from parking space to other uses as the building ages. The building is set to be complete in 2020. (https://www.calgarymlc.ca/9th-avenue-se-parkade)
Removal of Parking Minimums/ Implementation of Parking Maximums	Parking minimums are the government-mandated requirements for different land uses to include a set amount of parking for a given variable such as square footage or number of residents. By removing these minimums, governments allow developers to assess the demand for parking and to include only the optimal amount.	-Buffalo, New York adopted a new municipal code in 2016 that eliminates the minimum parking standards city-wide. Other municipalities have taken steps in this direction, such as waiving the requirements for specific projects or even entire neighbourhoods, as is the case in downtown Halifax, Ottawa, Calgary, and Winnipeg. However, Buffalo is believed to be the first City of its size in North America to completely eliminate required minimums for all new developments. Section 8.3.1 of The Buffalo Green Code states: "There are no provisions that establish a minimum number of off-street parking spaces for development. However, certain development proposals are required to complete a transportation demand management plan, per Section 8.4, which can result in the provision of off-street parking." (http://www.buffalony.gov/DocumentCenter/View/1785/Buffalo-Green-Code---Unified-Development-Ordinance-PDF?bidId=) -Similarly, Boston implemented a 'freeze' on new parking construction in portions of Boston. (https://www.cityofboston.gov/images_documents/town_freeze_reg_tcm3-12843.pdf) -Zurich and Hamburg, Switzerland have both frozen the existing parking supply in the city center, and ensure that an on-street space is removed and repurposed when a new space is built off-street. The on-street space is often repurposed to widen a sidewalk or bikeway. This is akin to a cap-and-trade system. (https://itdpdotorg.wpengine.com/wp-content/uploads/2014/07/Europes_Parking_U-Turn_ITDP.pdf) -The City of Vancouver requires developers undertaking projects of a certain size or in specified areas to submit a transportation demand management plan. Plans are evaluated

		using a points-based system that allows developers to reduce the number of off-street parking spaces on the site when they can offer suitable alternatives such as active transportation facilities, dedicated pick-up/drop-off spaces, walking improvements, real-time alternative transportation information boards in communal spaces, multi-modal wayfinding signage, dedicated carshare spaces, etc. (https://vancouver.ca/files/cov/bulletin-transportation-demand-management-for-developments.pdf) -In June, 2020, Edmonton City Council voted to remove all minimum on-site parking requirements from the City's zoning by-law. This change will allow developers, homeowners, and businesses to decide how much off-street parking they need to provide to meet their individual needs. https://www.edmonton.ca/city_government/urban_planning_and_design/comprehensive-parking-review.aspx
Shared Parking	Shared parking refers to the practice of co-locating parking for land uses with different peak demand hours in order to optimize the use of a limited supply of parking spaces. Related to this is the practice of scramble parking, whereby spaces are not assigned to specific users 24 hours a day. As with shared parking, this also allows for more efficient utilization of parking resources to support land uses with different peak demand periods.	-In Hamilton, the mixed-use nature of developments in the Pier 4-7 and Pier 8 areas meant that applying shared parking design to the sites decreased the overall supply requirements. (https://www.hamilton.ca/sites/default/files/media/browser/2017-12-01/west-harbour-pier8-waterfront-parking-strategy.pdf)
District Parking	District parking refers to the deliberate co-location	-In the Capitol Hill areas of Seattle, WA, the goals of district shared parking are: • Affordability, as those buildings with no parking can lease parking from nearby

	of parking spaces for a given area. This may be achieved, for example, by removing on-street parking spaces to allow for more pedestrian-only streets in a commercial district and replacing them with a central parking structure.	buildings with too much parking; • Reduction of greenhouse gas emissions from transportation, by separating the parking payment from the rent, this removes the incentive for car ownership; • Neighbourhood look and feel, as the era-specific design and character and pedestrian experience in certain areas would be lost with the addition of parking construction. (https://www.dropbox.com/s/esvu6kege9jqi5l/ParkingReportFinal.pdf?dl=0)
Cash-Out Options	Parking cash-out refers to an option provided by employers whereby employees may choose to receive a taxable income in addition to their regular wage or salary in exchange for forgoing the free or subsidized parking normally available at their workplace.	-While these programs are often initiated by an employer, there are also government-led financial and legislative methods to encourage their adoption. For example, California state law requires some employers (i.e. those with 50 or more employees who operate in certain areas determined through air quality testing) who offer subsidized parking for their workers to provide the option of a cash payment for those who do not require a space for their personal vehicle. (https://ww3.arb.ca.gov/planning/tsaq/cashout/cashout_guide_0809.pdf)
Unbundled Parking	Unbundled parking refers to the de-linking of parking from the purchase or rental of property. This practice removes the 'sunken cost' of a parking space which is often attached to the purchase of a property. Unbundling parking gives buyers an opportunity to decide between paying for a parking space to store a	-Unbundled parking separates the costs of housing and parking. Historically, condominium developments in the City of Hamilton include the cost of one parking spot in the price of a unit, regardless of whether an owner plans to use it or not. When parking is unbundled, however, buyers only pay for if they actually need the parking. In recent years, it has become a common practice. (https://www.hamilton.ca/sites/default/files/media/browser/2017-12-01/west-harbour-pier8-waterfront-parking-strategy.pdf) -In Bellevue, WA, property owners must sell parking spaces for an amount greater than the price of a transit pass. (https://bellevue.municipal.codes/BCC/14.60.070)

	personal vehicle and opting for another mode of transportation like transit or a carshare system.	
Dedicated 'Green' Parking	'Green' parking refers to spaces being dedicated for low or zero greenhouse gas emission vehicles. Dedicated parking provisions encourage low emission transportation choices by providing preferred parking as an incentive for electric vehicles, motorcycles, scooters, carshares etc.	-The City of Vancouver has over 200 parking spaces, including 100 metered locations that are designated for motorcycles and scooters only. Parking fees for motorcycles are 50 percent less than for other vehicles and parking for scooters is free at these locations. (https://vancouver.ca/streets-transportation/motorcycles-and-scooters.aspx#) -The City of Vancouver partners with EasyPark to reserve 10% of stalls for Electric Vehicles. (https://vancouver.ca/streets-transportation/electric-vehicles.aspx)
Public Charging Infrastructure for Electric Vehicles	Charging infrastructure installed in on-street spaces and off-street parking facilities can help to encourage the adoption of electric vehicles.	-The City of Toronto Parking Authority is partnering with Toronto Hydro on a pilot to install parking charging infrastructure at an off-street parking structure. The City is also piloting on-street public charging infrastructure in residential permit parking areas as well as at on-street parking locations in the downtown core. (https://www.toronto.ca/wp-content/uploads/2020/02/8c46-City-of-Toronto-Electric-Vehicle-Strategy.pdf)

Current Parking Policies

The following parking and curbside management policies are currently in place to manage both on-street and off-street parking in Winnipeg.

On-Street Parking

The majority of on-street parking in Winnipeg is non-paid parking.

In areas where there is a significant demand for parking, time-limited parking or paid parking is put into place to limit the amount of time a motorist can park, generating turnover and creating space availability for other motorists. This, in turn, allows more patrons to frequent local businesses and helps to spur economic activity.

Time-Limited Parking Policy

Time-limited parking exists in commercial and residential areas throughout the city where there is a significant demand for parking. Time-limited parking is the first step the City takes to help manage areas with high parking demand, and is installed prior to consideration for paid parking.

The time limit helps to generate turnover by opening up every space at a set interval, usually every two hours. In residential areas where time-limited parking is in place, affected residents can apply for an annual residential parking permit that allows them to park for an unlimited amount of time.

Time limits may be imposed at the request of a local property owner when the request is supported by a petition signed by at least 70 percent of the property owners on both sides of the block. In special circumstances, time limits may also be imposed at the direction of the appropriate committee of Council without the above criteria being met. Removal of parking time limits is subject to the same requirement for 70 percent concurrence of local property owners or explicit direction from the appropriate committee of Council.

Paid Parking Policy

In areas where there is a significant demand for on-street parking, a requirement to pay a fee for use of a parking space may be imposed to help generate turnover of vehicles. Paid parking is considered for an area when time-limited parking has not been successful to manage the demand for on-street parking. Paid parking generates turnover and allows motorists to find a parking space without having to circle the block, thereby allowing more patrons to frequent local businesses and helping to spur economic activity.

High-demand and low-demand zones are located throughout on-street paid parking areas in the Downtown, Exchange, and West End Business Improvement Zones. Paid parking is also in place around the Health Sciences Centre and St. Boniface Hospital as the requirement to pay along with a maximum time limit is the most effective way to ensure that an appropriate number of parking spaces are available for visitors and patients who need them. Parking fees are greater in high-demand zones than low-demand zones as the higher fee is required to generate the desired turnover and to increase parking availability. Motorists can pay for parking at the physical paystation, via the mobile parking

payment application, or by purchasing Scratch N' Park passes. Generally, paystations are located in the middle of a block face, except in instances where a dedicated accessible space exists, in which case the paystation is located close to the accessible space.

Unless otherwise posted, from Monday-Friday, there is a two-hour limit between 8 a.m. and 5:30 p.m. for all paid parking except in the areas around hospitals. Hospital areas have a four-hour limit. An additional 30 minutes may be purchased starting after the maximum time has elapsed, as long as the maximum time was previously purchased.

On Saturdays, two-hour complimentary parking is available in all on-street paid parking locations except at on-street paid parking locations around the Health Sciences Centre and St. Boniface Hospital. Two-hour complimentary parking applies to on-street parking only, at any time between 8:00 a.m. and 5:30pm on Saturday. There is no requirement to pay for parking in order to receive two hours of complimentary parking.

The target for parking space availability is to have 15 percent of parking spaces available in paid parking areas, which equates to two spaces being available at any given time on a block face of 12 spaces. For non-paid parking spaces with or without a time limit, the same 15 percent figure is used as a minimum vacancy target. Occupancy and turnover trends are monitored regularly using transaction data in areas with paid parking requirements. These metrics will be supplemented as required with street studies conducted by vehicles equipped with automated licence plate recognition equipment.

The City will consider adjusting parking rates when:

- High-demand areas have an average occupancy of 80 percent or greater across the area during peak demand periods,
- Current rates are out of alignment when compared with other Canadian municipalities, or
- Consultation with the public, local businesses, Councillors, or BIZ groups identifies issues with parking availability.

The impact of any price adjustment will continue to be determined using a price elasticity model developed by the City Economist to estimate the impact price adjustments will have on parking demand. Parking rate recommendations are submitted to Council for approval.

Policies for Residents with Accessibility Requirements

A number of policies are in place to support residents with accessibility requirements including:

- Parking in designated on-street parking spaces with the international access symbol is reserved for motorists who display a valid permit issued by Manitoba Possible.
- Wherever possible, paystations are to be located close to an accessible parking space to make it easier for motorists with accessibility requirements to pay for parking.
- Accessible permit holders may park in any paid parking space, including designated accessible spaces, for a total of four hours when the maximum time is purchased. An additional 30 minutes may be purchased starting after the four hours, provided the user had already purchased the maximum time.

- Accessible permit holders may park for four hours at non-paid spaces normally restricted to one or two hours.
- Designated accessible loading zones may be used, providing an accessible parking permit issued by Manitoba Possible is displayed. The permit allows a vehicle to be parked or stopped for 30 minutes.

Loading zone policies

Loading zones help manage designated on-street curb spaces for short-term use by vehicles as pick-up and drop-off points for passengers or goods. Loading zones may be installed in both commercial and residential areas.

Commercial loading zones are used to service all buildings that are not primarily residential in nature and may be used for the delivery of goods or designed for the pick-up and drop-off of people. Commercial loading zones are installed at the request of a specific business to support their loading and unloading requirements. The provision of a loading zone restricts the availability of on-street parking from general use. Therefore, when loading zone requests are considered, the needs of these specific users must be weighed against the broader requirements of motorists using on-street parking.

Commercial loading zone guidelines are as follows:

- Wherever possible, no more than one loading zone will be installed on any given block face. There are blocks where multiple loading zones are currently in place, and the installation of more than one loading zone on a block may be approved going forward, but only in instances where it can be clearly shown that a single loading zone is not sufficient to meet the needs of patrons or property owners on the block.
- The timeframe for their use will not exceed business hours of operation.
- They may be used by the general public for actively loading or unloading for the maximum time allowed under the Winnipeg Parking By-law or the time posted on the sign, whichever is greater. Loading zones are not for the explicit use of one property owner.
- Loading zones are not installed where a public lane is present that provides reasonable access unless the loading can only occur on the fronting street, when the premises already makes use of a loading dock or bay; or where there is already a pre-existing parking restriction such as 'No Parking' or a rush hour route.

Commercial loading zones are regularly reviewed to assess whether the loading zone has an ongoing requirement to remain in place. In instances where it is determined the loading zone could be removed, consultation with affected property owners is undertaken prior to its removal. Commercial loading zones are not reserved for the use of any specific business or its customers. Any motorist may use a commercial loading zone, provided they adhere to the posted time limit.

Residential loading zones are for use around single-family or multi-family residential buildings where payment for parking is not required. They are installed at the request of the owner of a residential property. Residential loading zones may be installed to accommodate residents with accessibility requirements being picked up by Winnipeg Transit Plus or individuals for whom loading is not available through a driveway or back property.

Residential loading zone guidelines are as follows:

- Approval of residential loading zones will normally only be for those time periods where loading is required.
- Residential loading zones are typically 7-12 meters in length.
- If the loading zone exceeds the length of property frontage, the applicant will require a letter of approval from the neighbouring property owner.
- The Winnipeg Parking Authority works with Transit Plus to assess applications for residential loading zones.

Loading zones may be designated as accessible if their use is reserved for the loading and unloading of persons with a valid accessible parking permit issued by Manitoba Possible. Use of accessible loading zones is limited to 30 minutes if no other time is specified on the signage. Use of all other loading zones is limited to 15 minutes unless the signage indicates otherwise.

Residential Parking Permit Program

Residential areas with high parking demand may have time-limited parking in place to manage the amount of time non-residents can park on the street. Residential parking permits are available to residents who live on a street with a time restriction which allows them to park for an unlimited amount of time. There are currently 26 residential parking zones.

Residential parking permit holders can only park in their specific residential zone and are required to obey all traffic by-laws, including all annual snow route bans, residential parking bans, and public works street works signs for street renewal work or cleaning.

There is currently a limit of three permits per eligible residence. In instances where paid parking is put in place in a residential area, existing residential parking permits remain valid.

Permits for out-of-town visitors staying at a residence for a minimum of three days up to a maximum of 30 days are available. No residence may have more than two valid visitor permits at any one time. A lifting of restriction, rather than a residential visitor permit, can be requested for visitors with durations less than three days.

Parking permit programs

There are a number of special permit programs designed to accommodate specific parking needs. Each program has its own policies around their use. The permit programs include:

- the Mobile Vendor Permit Program is a seasonal permit which allows mobile vendors who wish to park on City of Winnipeg paid parking streets to park for longer than the posted time;
- the Contractor Permit Program allows contractors who wish to park on a City of Winnipeg time-restricted, non-metered street to park for longer than the posted time;
- the East & West Exchange District Monthly On-Street Permit Program are monthly paid permits valid for parking in designated metered locations, each with distinct time limits;

- the Social Service Provider Permit Program allows social service providers to park on a City of Winnipeg time restricted non-metered street for longer than the posted maximum;
- the Temporary Recreational Vehicle Parking Permit Program allows a recreational vehicle to park on a time-restricted, non-metered street for longer than the posted maximum time up to four times a year;
- the Stadium Event Zone Permit Program prohibits parking on residential streets during stadium events and allows for residents to apply for a residential parking permit for use during these times;
- the Veterans Parking Program provides complimentary parking to veterans on April 9th and June 6th, and provides owners of vehicles with Veteran license plates to receive a book of scratch meter passes which provides 20 hours of complimentary parking on-street;
- and single-use permits for construction and special events.

The WPA is also undertaking a carshare permit pilot project that will provide dedicated parking spaces for carshare vehicles at on-street locations in close proximity to major transit routes and a few off-street locations throughout the city. The pilot period is expected to conclude in 2021 at which point a report including recommendations on its viability as a permanent program will be submitted to Council.

Off-street parking

The City provides off-street public parking at seven surface lots and the Millennium Library Parkade.

Off-street parking policies requirements are primarily outlined in the City's Zoning By-law and the Downtown Zoning By-law.

Winnipeg Zoning By-law

The City's Zoning By-law sets out minimum requirement for the provision of parking. The number of parking spaces required in the By-law is dependent on the proposed land use (residential, office, retail, etc.) and is based on various measures such as the number of occupants, number of units, and the size of the development. Winnipeg's parking standards are similar to other Canadian Cities.

Downtown Zoning By-law

The Downtown Zoning By-law explicitly states that parking facilities are not required to be provided in conjunction with new development or redevelopment Downtown. However, where it exists, parking is considered a distinct land use and is therefore subject to applicable design standards.

Strategic Plan

The effective management of Winnipeg's parking services and curb space requires both short-term and long-range planning that considers ongoing development, emerging technologies, and other factors that may influence consumer choices. The City's parking policies and programs will be shaped to accomplish three underlying goals:

- Ensure on-street parking and off-street parking management policies support adequate availability of parking spaces for all stakeholders
- Support sustainable transportation and encourage shifts in travelers' mobility choices
- Deliver ongoing service Improvements

These goals are each supported by a number of objectives which are underpinned by individual action items. The intent of this framework is to provide a consistent and logical approach to the development of policy and process that guide day-to-day operations.

Goals

Ensure Policies Support Adequate Availability of Parking Spaces for All Stakeholders

One of the fundamental objectives of the City's parking management program is to achieve and maintain optimal parking space occupancy levels. By maximizing the use of parking spaces while ensuring a small number of spots on every block or in every parking lot or structure remain available, the City can reduce the amount of time drivers spend cruising near their destinations in search of a vacant parking space. Cruising time increases traffic congestion and contributes to air pollution. Through the careful application of demand management tools such as fees, time restrictions, and permit requirements, the City can support businesses, consumers, residential users, and those visiting hospitals or other government facilities by ensuring a consistent turnover and availability of parking spaces.

Support Sustainable Transportation and Encourage Shifts in Transportation Modes

Encouraging sustainable transportation and shifts in transportation modes is a key goal of the Winnipeg Parking Strategy as both support the policy framework outlined in OurWinnipeg, Winnipeg's Climate Action Plan, and the City's Transportation Master Plan. Specifically, Sustainable Transportation, a secondary plan to Our Winnipeg, outlines enabling strategies that support sustainable transportation. Winnipeg's Climate Action Plan has specific actions relating to parking that are to be implemented over the next ten years to support reduction in greenhouse gas emissions. The Transportation Master Plan requires parking policies to allow for opportunities to support modal shift.

Transportation demand management tools can be used in a number of ways to encourage the adoption of sustainable transportation modes. For example, supporting infrastructure such as park-and-ride lots and transit routes or revising existing off-street parking requirements for new development can help to encourage desired modal shifts. These tools may be applied broadly or targeted to affect transportation choices in specific areas where parking supply is limited, traffic congestion is an issue, or sustainable transportation infrastructure is already in place to support additional users.

Efforts to support sustainable transportation and modal shift will be done in conjunction with Winnipeg Transit; Public Works; Office of Sustainability and Planning, Property and Development to explore opportunities for policies and programs that will encourage use of public transit, zero emission vehicles, and a shift to active or otherwise sustainable transportation options. These may include an additional premium on parking fees in certain areas or the investment of parking revenue to support public transit, electric vehicle charging infrastructure, or active transportation facilities.

Deliver Ongoing Service Improvements

In pursuing its parking-related goals, the WPA will maintain a focus on delivering service improvements for drivers, businesses, and organizations that rely on City-managed parking, and residents for whom parking revenues support City programs and services. These may include technological enhancements to existing services or new innovations to address emerging transportation issues.

Objectives

1. Improve Parking Convenience and Accessibility

In a recent public survey, 60 percent of residents identified proximity of their parking spot to their destinations as the main factor, besides cost, affecting where they choose to park. Making parking convenient and easily accessible close to destinations supports businesses and residents by enabling the optimal use of this limited resource.

Action Items	Goals Supported		
	Ensure Adequate Parking is Available	Support Sustainable Transportation and Mode Shift	Deliver Ongoing Service Improvements
1.1. Explore opportunities for technology to provide motorists with real time data on on-street parking availability, parking rate, loading zone locations, accessible parking space locations and areas where residential parking permits are available.		x	x
1.2. Investigate the ability to provide end-to-end multi-modal trip planning that may include active transportation, vehicles for hire, transit and personal vehicles.		x	x
1.3. Implement requested changes as outlined in a recent survey to Manitoba Possible permit holders including: • Improve communications to Manitoba Possible permit holders regarding accessible parking requirements and access. • Explore improvements that can be made to signage to delineate accessible on-street and off-street accessible parking spaces. • Review the quantity and location of accessible parking spaces and identify if changes should be made to add additional accessible spaces.	x		x
1.4. Investigate opportunities to support sustainable transportation. Examples include the integration of active transportation infrastructure into street renewal projects and developments, the installation of electric vehicle charging stations at parking facilities, and the creation of dedicated green parking spaces to incentivize prospective owners of low or zero-emissions vehicles.		x	

2. Generate Turnover in Areas with High Parking Demand

In areas with high demand for parking and a limited supply of spaces, regular turnover opens up on-street parking for use by short-term parkers. This is particularly important in commercial and entertainment districts where high parking demands and limited parking availability can lead to traffic congestion and inhibit the turnover needed to support local businesses. There are also many residential areas throughout the city with high parking demands that benefit from turnover to open up parking spaces for visitors to the area. Turnover is created using two techniques: time-limited parking and paid parking. Updating policies and practices in areas that already have time-limited and paid parking in place, as well as exploring how best to address areas in the City that continue to have high parking demands, will increase the overall amount of on-street parking available throughout the City.

Action Items	Goals Supported		
	Ensure Adequate Parking is Available	Support Sustainable Transportation and Mode Shift	Deliver Ongoing Service Improvements
2.1. Monitor occupancy and turnover rates in commercial and residential areas with time limited parking to identify areas that may no longer require time restrictions and identify areas that could benefit by having paid parking put in place.	x	x	x
2.2. Investigate whether the current 85 percent target occupancy remains an appropriate target for parking availability in paid parking areas or whether alternate availability targets are used successfully in other municipalities.	x		
2.3. Monitor occupancy and turnover rates in existing paid parking locations after 5:30 p.m. to determine if implementing extended hours of paid parking could increase parking availability. Stakeholder and public engagement will take place to identify the level of support with extended parking time requirements prior to making any recommended changes.	x	x	
2.4. Continue to use paid parking as a tool to generate turnover in areas with high parking demand and limited parking availability. The WPA will recommend to the CAO that a requirement to pay for on-street parking be implemented anywhere with a peak occupancy of 80-85 percent. In accordance with section 60(1) of the Parking By-law, the CAO will then consider any other applicable resolution of Council as well as OurWinnipeg, the WPA Operating Charter, and the needs and characteristics of the surrounding area before accepting or rejecting the recommendation. Appropriate stakeholder engagement will be considered as part of these decisions.	x	x	
2.5. Develop an evidence-based policy on what criteria would need to be met to remove paid parking in any areas throughout the City to be replaced with time limited parking.	x		x

2.6. Adopt a Saturday Complimentary On-Street Paid Parking Policy which allows two hours of free parking with the option to purchase an additional two hours of paid parking (for a total of four hours) at on-street paid parking spaces, applicable throughout the city except in areas around hospitals. Paid parking restrictions will remain in effect from Monday to Saturday. Drivers will have the option to purchase additional time either before or after they have taken advantage of the two complimentary hours, as per the current practice. Street signage will be updated to reflect the maximum time for Saturday is four hours to avoid any confusion for motorists. This Policy will come into effect in 2021, when all applicable signage has been posted accordingly. The purpose of complimentary Saturday parking is to support local businesses by offering motorists an opportunity to park free of charge. Hospitals do not benefit from such an incentive. Therefore, the areas surrounding hospitals are excluded from complimentary Saturday parking. As it is not a departure from the current Saturday complimentary parking practice, this action will be implemented without any further stakeholder or public engagement but is subject to funding availability for signage changes.	x		
2.7. Investigate the City's ability to pilot the use of progressive parking fines for overtime parking with the intent of reducing the number of repeat offenders and improving overall compliance with time restrictions, particularly in high-demand areas. Should provincial legislation and the City's current software platforms allow, a pilot program will be implemented.	x		x

3. Update the On-Street Paid Parking Pricing Model

The current paid parking pricing model has two pricing zones, high-demand and low-demand, with the high-demand hourly rate being higher due to a higher demand in those areas. With the City's current paystation technology, any rate changes require attending to each paystation individually, as remote programming is not available. Progressive parking practices consider implementing dynamic pricing where the parking rate can regularly be adjusted to match the demand in the area so that the price is higher during peak periods and can be lower when not as many people are parking. Progressive pricing is another model that can be considered and involves increasing the price the longer a motorist is parked. Both dynamic pricing and progressive pricing require paystation technology and mobile parking payment applications capable of supporting remote programming. Exploring ways to update the current paid pricing model, including using dynamic or progressive pricing, coupled with other improvements to parking payment technologies, could modernize parking in Winnipeg and allow for greater flexibility to adjust rates more regularly.

Action Items	Goals Supported		
	Ensure Adequate Parking is Available	Support Sustainable Transportation and Mode Shift	Deliver Ongoing Service Improvements
3.1. Explore how dynamic and/or progressive pricing models have been implemented successfully in other municipalities to better understand how they could be implemented to help set hourly parking rates in Winnipeg.	x	x	x
3.2. Consider re-investing parking revenues in areas where they are collected for public realm enhancements. This involves conducting a cost-benefit analysis of investing in public realm enhancements compared to other existing City programs and services that are currently funded with parking revenue. Assuming the cost-benefit analysis supports investment in public realm enhancements, a framework for project-based funding allocation will be developed including a process to apply for funding and mechanisms to delivery funding. This would reduce the amount of funding currently transferred to the City's General Revenue Fund. As this item has not been budgeted, this is dependent on funding being made available.			x

3.3. Continue to implement the on-street paystation capital asset rationalization plan which reduces future capital costs requirements when aging paystations are replaced. As part of this plan, since 2015, approximately 150 paystations have been removed from the street with no major service disruption. The plan was made possible by the increased use of the mobile parking payment application to pay for on-street parking. Of all on-street paid parking transactions, nearly half are completed via the mobile parking payment application, and 73 percent are paid for with a credit card. This suggests that many more users could convert to the mobile parking payment application with relative ease. In 2020 and 2021, under-utilized paystations will be removed from the street and signage providing information about the mobile parking payment application will be installed in their place to allow for continued parking payments with lower operating costs. A capital request will be advanced to the 2022 budget process to replace aging and outdated paystations with newer technology that allows for progressive pricing models and payment options to be implemented in Winnipeg, including dynamic pricing and a pay-by-plate system. The proposed replacement plan will include a reduction in the total number of on-street paystations from the current inventory of 430 down to 220. Consideration will be given to ensure convenient access for those who require or prefer this payment option, with a special focus on proximity to designated accessible spaces. As this item has not been budgeted, this action is dependent on funding being made available and will not be implemented until stakeholder and public engagement has taken place.	X		X
3.4. In support of Winnipeg's Climate Action Plan, the Sustainable Transportation Direction Strategy, and the Transit-Oriented Development Handbook, explore the potential for using parking fees as a means of encouraging mode shift, especially around key destinations supported by transit routes.		X	

3.5. Implement a block-by-block numbering system to be used in conjunction with the parking mobile parking payment application. Under the current system, the level of detail for occupancy and turnover data is limited. Some occupancy and turnover data can be gleaned from credit card and cash payments collected at physical paystations, but any payments made through the mobile parking payment application are only attributable to much larger geographic zones that do not always align with the paystation catchment areas. Since the mobile parking payment application accounts for approximately half of all on-street payments collected, this places a significant limitation on the level of detail that can be captured, thereby limiting the ability to set demand-based prices on a sufficiently local scale (i.e. different hourly rates for individual blocks or short segments of streets). By assigning each block a unique number, transactions made through the mobile parking payment application can be attributed to the block on which the associated vehicles were parked. This system will provide far greater detail in occupancy and turnover data which will support more accurate demand-based pricing. It may also contribute to the development of various customer service enhancements such as the provision of real-time parking availability via a mobile application.	x		

4. Address Neighbourhood-Specific Requirements

Winnipeg is composed of distinct neighbourhoods with their own unique land uses and parking requirements. Developing area specific parking plans and working with other departments to be proactive with curbside management in areas of anticipated growth will support local businesses and residents while maintaining the unique character of these communities.

Action Items	Goals Supported		
	Ensure Adequate Parking is Available	Support Sustainable Transportation and Mode Shift	Deliver Ongoing Service Improvements
4.1. Update the Downtown Parking Strategy, first developed in 2011, to reflect ongoing development in the Downtown and Exchange District with the intent of updating the strategy so that it reflects the current needs of these areas. Engagement will take place in order to identify updates required.	x	x	x
4.2. Develop criteria for determining which neighbourhoods require a unique parking plan, including forecasting parking demands in areas of the city that are anticipated to grow, where land uses are evolving, or where the availability of other transportation infrastructure is expected to change. A format and process for developing the plans will also be developed.	x		x
4.3. Develop specific policies and additional parking plans for areas that can benefit from a dedicated parking plan in consultation with affected BIZ groups or area stakeholders, outside of city-wide policies applied through the Winnipeg Parking Strategy.	x		x
4.4. Investigate and, if possible, develop the use of area-specific parking plans for the areas around significant destinations such as the Sports, Hospitality, and Entertainment District (SHED) and the stadium event zone. Considerations should include evening and weekend special events and parking accommodation for tour buses and other oversized vehicles.	x		x

5. Implement Curbside Management Pilots, Update Existing Programs, and Use Parking to Support Effective Transportation Demand Management

The curbside supports multiple uses including transit stops, no stopping zones, fire lanes, on-street parking, loading zones, stands for taxis and personal transportation providers, construction staging, residential parking, and special events such as festivals, film shoots, and concerts. More recently, there have been requests to use the curbside for dedicated purposes such as mobile vendors and carshare parking. Parking should facilitate access for bicycle and motor vehicle users of the transportation network in a manner that support the concepts of Complete Communities, one of Our Winnipeg's secondary plans. As requests to use the curbside increase, there is a need to allocate the use of the curb-side appropriately. Developing an overall curbside management program and piloting new requests for dedicated use of the curbside will better balance the increasing requests for this limited asset base.

Curbside management practices such as paid parking and time limits can form part of a broader transportation demand management (TDM) plan. Effective parking management can also be used to support various other TDM tools that encourage modal shifts away from end-to-end trips in personal motor vehicles during peak demand hours to more sustainable and accessible means of transportation.

Action Items	Goals Supported		
	Ensure Adequate Parking is Available	Support Sustainable Transportation and Mode Shift	Deliver Ongoing Service Improvements
5.1. Develop a curbside management program which will include: • Creating an inventory of current curbside users and uses. • Developing criteria that need to be met prior to a pilot program being initiated for a new dedicated use of the curbside. Criteria will align with the Transportation Master Plan, Our Winnipeg, and any other Council approved plans concerning curbside management. • Exploring cost recovery models for any new users of the public right-of-way. • Identifying if any current programs allowing dedicated use of the curbside need to be adjusted to better balance the needs of all stakeholders, including those relying on active transportation and motor vehicles. • Update the WPA website to communicate the curbside management program details.	x	x	x
5.2. Once a curbside management program is created, identify whether a pilot program could be implemented to add vehicle-for-hire pick-ups and drops-offs in key destination and commercial districts throughout the City. Review of a pilot program to be done in consultation with the Vehicle for Hire Advisory committee.		x	x
5.3. Continue to monitor a Council-approved Carshare Co-op Pilot Program that allocates on-street spaces for carshare vehicles, and determine feasibility for permanent implementation. This initiative was approved by Council on June 26, 2020.		x	

5.4. As recommended in a recent consultant review of loading zones and the residential parking permit program, review both programs at five-year intervals to ensure that they continue to reflect current needs. The review process will: • Identify challenges and issues faced by residents, businesses, and other stakeholders; • Identify industry best practices and standards from other cities, including technical standards related to things like signage, criteria for loading zone designation and removal; and • Include recommended approaches to improve the policies of the respective programs.	x		x

5.5. As recommended in a recent consultant review of the residential parking permit program, amend the current program, over the next three years, to reflect best practices as follows: Year One • Develop a process to receive land-use changes in residential areas that may influence whether time limited parking and the associated residential parking permit program needs to remain in place. • Conduct a review of the East & West Exchange Monthly Residential Meter Parking Program to determine what changes, if any, are required in order to meet the needs of area residents. Changes to the program will be outlined in updates to the Downtown Parking Strategy which identifies unique parking needs of the downtown and exchange areas. • Issue a permit only in instances where the resident address is located on a block where time restrictions are in place. This could result in some existing permits being not eligible for use. • Residents who are eligible for a residential parking permit but who occasionally rent or borrow vehicles or belong to a car co-op instead of owning a vehicle may apply for a temporary permit. Applicants for these temporary permits shall be required to prove they are renting or borrowing a vehicle and must provide proof of residency on the street where the permit is required. • Streets in residential parking permit zones with high parking demands will be identified and consideration will be given to excluding those streets with high parking demands from using a residential parking permit. • The number of permits allowed per residence will be lowered from three to two. • Residents shall not normally be allowed a residential parking permit if their residence has off-street parking available. Exceptions may be made in special circumstances where the resident can demonstrate a need for the permit despite having alternative off-street parking. Year Two • Permit fees will be adjusted to reflect the cost of administering the program. • Where paid parking exists in residential areas, residents that had a residential parking permit prior to the addition of paid parking on a street will continue to be eligible to participate in the Residential Parking Permit program and are exempt from paid parking. However, if a resident stops participating in the program, they will not be allowed to purchase a new residential parking permit and will no longer exempt from parking fees and restrictions. This will mirror the policy in place for when new residents move into an area with paid parking and they do not have the ability to apply for a residential parking permit. Year Three • An interactive mapping tool will be developed that allows residents to enter their address which will show which residences are eligible for residential parking permits and the streets where time-restricted parking is in place. This will be dependent on funding availability. • The WPA will investigate ways to improve the convenience and speed of obtaining visitor permits including issuing temporary visitor permits through an online applications system in real time or in less than 24 hours. This will be dependent on funding availability.	X		X

5.6. Working with other City departments and external partners, explore opportunities where parking may be used to support effective transportation demand management policies and practices, such as: • A 'park once' philosophy that allows motorists to visit multiple destinations with only one portion of the trip relying on a personal motor vehicle. • Unbundled parking that allows buyers and renters to acquire property without a dedicated parking space, should they not require it. • Revision of off-street parking minimum requirements for new developments or redevelopments. • Parking cash-out options that allow employers to offer incentives based on employees' transportation mode choices. • Shared and scramble parking that allows adjacent land uses with non-concurrent peak demand times to share parking facilities. These may take the form of municipally-owned parking facilities financed through innovative means such as a payment-in-lieu option for developers seeking to reduce on-site parking minimums.	x	x	
5.7. Review the policy and related permitting processes used to support programming for special events such as festivals, concerts, and film shoots, and revise as necessary.			x
5.8. Continue to support viable alternatives to downtown surface parking as recommended in the City's Sustainable Transportation Direction Strategy and Transit-Oriented Development Handbook. This may include reducing the number of City-owned surface parking lots in the Downtown in favour of park and ride lots or other shared parking facilities.	x	x	
5.9. Work with Winnipeg Transit to develop policy and business processes as required to support the management of park-and-ride facilities in accordance with Winnipeg's Climate Action Plan.		x	

6. Explore Opportunities for Improved Collaboration on Parking-Related Transportation Issues

Modern transportation systems are complex and their management requires a collaborative approach. Parking is a complementary service that consumers use to support trips to their other activities; it is not a standalone product. The WPA will pursue opportunities for collaboration with other City departments, other levels of government, BIZ groups, businesses, public sector agencies such as hospitals and schools, visitors, and residents to ensure that decisions regarding the City's parking consider the full spectrum of impacted stakeholders

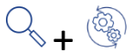
Action Items	Goals Supported		
	Ensure Adequate Parking is Available	Support Sustainable Transportation and Mode Shift	Deliver Ongoing Service Improvements
6.1. Form an advisory committee to consult on curbside management and off-street parking issues. This committee will hold quarterly meetings with prospective members representing: • BIZ Groups • Hospital Administrative Representative • The Winnipeg Arts Council • The Office of Public Engagement • Planning, Property and Development • Public Works • Winnipeg Transit • The Office of Sustainability	x	x	x
6.2. Distribute an annual public survey to better understand the level of customer satisfaction residents and the public have with existing parking programs and policies, as well as identify any emerging parking challenges that need to be addressed. This is dependent on funding availability.	x		x
6.3. On an annual basis, update appendix A of the Winnipeg Parking Strategy, which outlines all parking-related City masterplans and policies, to ensure parking policies and practices continue to align with the most recent Council approved plans.	x	x	x
6.4. Use parking enforcement technology to support operational improvements. This includes increasing the use of mail-out tickets and Automated License Plate Recognition technology that supports parking operations and improves the efficiency of other City services such as street cleaning operations.	x	x	
6.5. Work with other City departments to promote a shift away from using personal vehicles for end-to-end trips in favour of integrated multi-modal transportation options that improve parking accessibility while supporting sustainability and the objectives of Winnipeg's Climate Change Action Plan.	x	x	

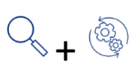
Implementation Timeline

Over a five-year timeframe a variety of actions will be implemented to achieve the goals and objectives of the Winnipeg Parking Strategy. Actions will be implemented using a variety of methods. The implementation table identifies when an action is research based, implemented in the year identified and also when engagement is required prior to implementation. See the legend below for an explanation of each icon. Additionally, some actions formalizing current practices or actions that were already underway prior to the development of the Parking Strategy, and that are not anticipated to result in significant direct impacts to stakeholders, will be implemented immediately following the conceptual framework being submitted to Council in 2020. There is an overall public and stakeholder engagement planned on the conceptual framework so that stakeholders can review the plan in totality prior to the strategy being finalized. Once engagement on the conceptual framework is complete, a finalized strategy will be brought forward for formal approval. Any action with an 'engage' icon will not be implemented until targeted engagement is conducted on that specific action, notwithstanding the preliminary engagement that will take place on the conceptual framework.

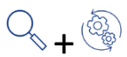
Method to Implement	Icon	Description
Research		Action items with this icon are research based. Research will be compiled in the year identified in the implementation plan and no changes to current parking policies or practices will be made as these actions are gathering required information in order to formulate recommendations for change.
Implement		Action items with this icon will be implemented immediately in the year identified, without any further research or engagement. These action items are either administrative in nature or they can be implemented without significant impacts to stakeholders.
Engage		Public engagement and/or targeted stakeholder engagement will be conducted prior to implementation on these action items.

Action Item	Implementation Timeline						Steps to Implement
	Immediate	2021	2022	2023	2024	2025	
1.1. Explore opportunities for technology to provide motorists with real time data on on-street parking availability, parking rate, loading zone locations, accessible parking space locations and areas where residential parking permits are available.							
1.2. Investigate the ability to provide end-to-end multi-modal trip planning that may include active transportation, vehicles for hire, transit and personal vehicles.							

Action Item	Implementation Timeline						Steps to Implement
	Immediate	2021	2022	2023	2024	2025	
1.3. Implement requested changes as outlined in a recent survey to Manitoba Possible permit holders including: • Improve communications to Manitoba Possible permit holders regarding accessible parking requirements and access. • Explore improvements that can be made to signage to delineate accessible on-street and off-street accessible parking spaces. • Review the quantity and location of accessible parking spaces and identify if changes should be made to add additional accessible spaces.							
1.4. Investigate opportunities to support sustainable transportation. Examples include the integration of active transportation infrastructure into street renewal projects and developments, the installation of electric vehicle charging stations at parking facilities, and the creation of dedicated green parking spaces to incentivize prospective owners of low or zero-emissions vehicles.							
2.1. Monitor occupancy and turnover rates in commercial and residential areas with time limited parking to identify areas that may no longer require time restrictions and identify areas that could benefit by having paid parking put in place.							
2.2. Investigate whether the current 85 percent target occupancy remains an appropriate target for parking availability in paid parking areas or whether alternate availability targets are used successfully in other municipalities.							
2.3. Monitor occupancy and turnover rates in existing paid parking locations after 5:30 p.m. to determine if implementing extended hours of paid parking could increase parking availability. Stakeholder and public engagement will take place to identify the level of support with extended parking time requirements prior to making any recommended changes.							
2.4. Continue to use paid parking as a tool to generate turnover in areas with high parking demand and limited parking availability. The WPA will recommend to the CAO that a requirement to pay for on-street parking be implemented anywhere with a peak occupancy of 80-85 percent. In accordance with section 60(1) of the Parking By-law, the CAO will then consider any other applicable resolution of Council as well as OurWinnipeg, the WPA Operating Charter, and the needs and characteristics of the surrounding area before accepting or rejecting the recommendation. Appropriate stakeholder engagement will be considered as part of these decisions.							

Action Item	Implementation Timeline						Steps to Implement
	Immediate	2021	2022	2023	2024	2025	
2.5. Develop an evidence-based policy on what criteria would need to be met to remove paid parking in any areas throughout the City to be replaced with time limited parking.							
2.6. Adopt a Saturday Complimentary On-Street Parking Policy which allows two hours of free parking with the option to purchase an additional two hours of paid parking (for a total of four hours) at on-street paid parking spaces, applicable throughout the city except in areas around hospitals. Paid parking restrictions will remain in effect from Monday to Saturday. Drivers will have the option to purchase additional time either before or after they have taken advantage of the two complimentary hours, as per the current practice. Street signage will be updated to reflect the maximum time for Saturday is four hours to avoid any confusion for motorists. The purpose of complimentary Saturday parking is to support local businesses by offering motorists an opportunity to park free of charge. Hospitals do not benefit from such an incentive. Therefore, the areas surrounding hospitals are excluded from complimentary Saturday parking. As it is not a departure from the current Saturday complimentary parking practice, this action will be implemented without any further stakeholder or public engagement but is subject to funding availability for signage changes. This Policy will come into effect in 2021, when all applicable signage has been posted accordingly.							
2.7. Investigate the City's ability to pilot the use of progressive parking fines for overtime parking with the intent of reducing the number of repeat offenders and improving overall compliance with time restrictions, particularly in high-demand areas. Should provincial legislation and the City's current software platforms allow, a pilot program will be implemented.							
3.1. Explore how dynamic and/or progressive pricing models have been implemented successfully in other municipalities to better understand how they could be implemented to help set hourly parking rates in Winnipeg.							
3.2. Consider re-investing parking revenues in areas where they are collected for public realm enhancements. This involves conducting a cost-benefit analysis of investing in public realm enhancements compared to other existing City programs and services that are currently funded with parking revenue. Assuming the cost-benefit analysis supports investment in public realm enhancements, a framework for project-based funding allocation will be developed including a process to apply for funding and mechanisms to delivery funding. This would reduce the amount of funding currently transferred to the City's General Revenue Fund. As this item has not been budgeted, this is dependent on funding being made available.							

Action Item	Implementation Timeline						Steps to Implement
	Immediate	2021	2022	2023	2024	2025	
3.3. Continue to implement the on-street paystation capital asset rationalization plan which reduces future capital costs requirements when aging paystations are replaced. As part of this plan, since 2015, approximately 150 paystations have been removed from the street with no major service disruption. The plan was made possible by the increased use of the mobile parking payment application to pay for on-street parking. Of all on-street paid parking transactions, nearly half are completed via the mobile parking payment application, and 73 percent are paid for with a credit card. This suggests that many more users could convert to the mobile parking payment application with relative ease. In 2020 and 2021, under-utilized paystations will be removed from the street and signage providing information about the mobile parking payment application will be installed in their place to allow for continued parking payments with lower operating costs. A capital request will be advanced to the 2022 budget process to replace aging and outdated paystations with newer technology that allows for progressive pricing models and payment options to be implemented in Winnipeg, including dynamic pricing and a pay-by-plate system. The proposed replacement plan will include a reduction in the total number of on-street paystations from the current inventory of 430 down to 220. Consideration will be given to ensure convenient access for those who require or prefer this payment option, with a special focus on proximity to designated accessible spaces. As this item has not been budgeted, this action is dependent on funding being made available and will not be implemented until stakeholder and public engagement has taken place.							
3.4. In support of Winnipeg's Climate Action Plan, the Sustainable Transportation Direction Strategy, and the Transit-Oriented Development Handbook, explore the potential for using parking fees as a means of encouraging mode shift, especially around key destinations supported by transit routes.							
3.5. Implement a block-by-block numbering system to be used in conjunction with the parking mobile parking payment application. Under the current system, the granularity of occupancy and turnover data is limited. Some occupancy and turnover data can be gleaned from credit card and cash payments collected at physical paystations, but any payments made through the mobile parking payment application are only attributable to much larger geographic zones that do not always align with the paystation catchment areas. Since the mobile parking payment application accounts for approximately half of all on-street payments collected, this places a significant limitation on the level of detail that can be captured, thereby limiting the ability to set demand-based prices on a sufficiently local scale (i.e. different hourly rates for individual blocks or short							

Action Item	Implementation Timeline						Steps to Implement
	Immediate	2021	2022	2023	2024	2025	
segments of streets). By assigning each block a unique number, transactions made through the mobile parking payment application can be attributed to the block on which the associated vehicles were parked. This system will provide far greater detail in occupancy and turnover data which will support more accurate demand-based pricing. It may also contribute to the development of various customer service enhancements such as the provision of real-time parking availability via a mobile application.							
4.1. Update the Downtown Parking Strategy, first developed in 2011, to reflect ongoing development in the Downtown and Exchange District with the intent of updating the strategy so that it reflects the current needs of these areas. Engagement will take place in order to identify updates required.							
4.2. Develop criteria for determining which neighbourhoods require a unique parking plan, including forecasting parking demands in areas of the city that are anticipated to grow, where land uses are evolving, or where the availability of other transportation infrastructure is expected to change. A format and process for developing the plans will also be developed.							
4.3. Develop specific policies and additional parking plans for areas that can benefit from a dedicated parking plan in consultation with affected BIZ groups or area stakeholders, outside of city-wide policies applied through the Winnipeg Parking Strategy.							
4.4. Investigate and, if possible, develop the use of area-specific parking plans for the areas around significant destinations such as the Sports, Hospitality, and Entertainment District (SHED) and the stadium event zone. Considerations should include evening and weekend special events and parking accommodation for tour buses and other oversized vehicles.							
5.1. Develop a curbside management program which will include: • Creating an inventory of current curbside users and uses. • Developing criteria that need to be met prior to a pilot program being initiated for a new dedicated use of the curbside. Criteria will align with the Transportation Master Plan, Our Winnipeg, and any other Council approved plans concerning curbside management. • Exploring cost recovery models for any new users of the public right-of-way. • Identifying if any current programs allowing dedicated use of the curbside need to be adjusted to better balance the needs of all stakeholders, including those relying on active transportation and motor vehicles. • Update the WPA website to communicate the curbside management program details.							

Action Item	Implementation Timeline						Steps to Implement
	Immediate	2021	2022	2023	2024	2025	
5.2. Once a curbside management program is created, identify whether a pilot program could be implemented to add vehicle-for-hire pick-ups and drops-offs in key destination and commercial districts throughout the City. Review of a pilot program to be done in consultation with the Vehicle for Hire Advisory committee.							
5.3. Continue to monitor a Council-approved Carshare Co-op Pilot Program that allocates on-street spaces for carshare vehicles, and determine feasibility for permanent implementation. This initiative was approved by Council on June 26, 2020.							
5.4. As recommended in a recent consultant review of loading zones and the residential parking permit program, review both programs at five-year intervals to ensure that they continue to reflect current needs. The review process will: • Identify challenges and issues faced by residents, businesses, and other stakeholders; • Identify industry best practices and standards from other cities, including technical standards related to things like signage, criteria for loading zone designation and removal; and • Include recommended approaches to improve the policies of the respective programs.							
5.5. As recommended in a recent consultant review of the residential parking permit program, amend the current program, over the next three years, to reflect best practices as follows: Year One • Develop a process to receive land-use changes in residential areas that may influence whether time limited parking and the associated residential parking permit program needs to remain in place. • Conduct a review of the East & West Exchange Monthly Residential Meter Parking Program to determine what changes, if any, are required in order to meet the needs of area residents. Changes to the program will be outlined in updates to the Downtown Parking Strategy which identifies unique parking needs of the downtown and exchange areas. • Issue a permit only in instances where the resident address is located on a block where time restrictions are in place. This could result in some existing permits being not eligible for use. • Residents who are eligible for a residential parking permit but who occasionally rent or borrow vehicles or belong to a car co-op instead of owning a vehicle may apply for a temporary permit. Applicants for these temporary permits shall be required to prove they are renting or borrowing a vehicle and must provide proof of residency on the street where the permit is required. • Streets in residential parking permit zones with high parking demands will be identified and consideration will be given to excluding those streets with high parking demands from using a residential parking permit.							

Action Item	Implementation Timeline						Steps to Implement
	Immediate	2021	2022	2023	2024	2025	
• The number of permits allowed per residence will be lowered from three to two. • Residents shall not normally be allowed a residential parking permit if their residence has off-street parking available. Exceptions may be made in special circumstances where the resident can demonstrate a need for the permit despite having alternative off-street parking. Year Two • Permit fees will be adjusted to reflect the cost of administering the program. • Where paid parking exists in residential areas, residents that had a residential parking permit prior to the addition of paid parking on a street will continue to be eligible to participate in the Residential Parking Permit program and are exempt from paid parking. However, if a resident stops participating in the program, they will not be allowed to purchase a new residential parking permit and will no longer exempt from parking fees and restrictions. This will mirror the policy in place for when new residents move into an area with paid parking and they do not have the ability to apply for a residential parking permit. Year Three • An interactive mapping tool will be developed that allows residents to enter their address which will show which residences are eligible for residential parking permits and the streets where time-restricted parking is in place. This will be dependent on funding availability. • The WPA will investigate ways to improve the convenience and speed of obtaining visitor permits including issuing temporary visitor permits through an online applications system in real time or in less than 24 hours. This will be dependent on funding availability.							
5.6. Working with other City departments and external partners, explore opportunities where parking may be used to support effective transportation demand management policies and practices, such as: • A 'park once' philosophy that allows motorists to visit multiple destinations with only one portion of the trip relying on a personal motor vehicle. • Unbundled parking that allows buyers and renters to acquire property without a dedicated parking space, should they not require it. • Revision of off-street parking minimum requirements for new developments or redevelopments. • Parking cash-out options that allow employers to offer incentives based on employees' transportation mode choices.							

Action Item	Implementation Timeline						Steps to Implement
	Immediate	2021	2022	2023	2024	2025	
• Shared and scramble parking that allows adjacent land uses with non-concurrent peak demand times to share parking facilities. These may take the form of municipally-owned parking facilities financed through innovative means such as a payment-in-lieu option for developers seeking to reduce on-site parking minimums.							
5.7. Review the policy and related permitting processes used to support programming for special events such as festivals, concerts, and film shoots, and revise as necessary.							
5.8. Continue to support viable alternatives to downtown surface parking as recommended in the City's Sustainable Transportation Direction Strategy and Transit-Oriented Development Handbook. This may include reducing the number of City-owned surface parking lots in the Downtown in favour of park and ride lots or other shared parking facilities.							
5.9. Work with Winnipeg Transit to develop policy and business processes as required to support the management of park-and-ride facilities in accordance with Winnipeg's Climate Action Plan.							
6.1. Form an advisory committee to consult on curbside management and off-street parking issues. This committee will hold quarterly meetings with prospective members representing: • Biz Groups • Hospital Administrative Representative • The Winnipeg Arts Council • The Office of Public Engagement • Planning, Property and Development • Public Works • Winnipeg Transit • The Office of Sustainability							
6.2. Distribute an annual public survey to better understand the level of customer satisfaction residents and the public have with existing parking programs and policies, as well as identify any emerging parking challenges that need to be addressed. This is dependent on funding availability.							
6.3. On an annual basis, update appendix A of the Winnipeg Parking Strategy, which outlines all parking-related City masterplans and policies, to ensure parking policies and practices continue to align with the most recent Council approved plans.							
6.4. Use parking enforcement technology to support operational improvements. This includes the use of mail-out tickets and using Automated License Plate Recognition technology that supports parking operations as well as the efficiency of other City services such as street cleaning operations.							

Action Item	Implementation Timeline						Steps to Implement
	Immediate	2021	2022	2023	2024	2025	
6.5. Work with other City departments to promote a shift away from using personal vehicles for end-to-end trips in favour of integrated multi-modal transportation options that improve parking accessibility while supporting sustainability and the objectives of Winnipeg's Climate Change Action Plan.							

Strategy Review Cycle & Monitoring Success

The strategy will be reviewed by the WPA on an annual basis to ensure the actions outlined for implementation continue to be a fit for Winnipeg and continue to support city masterplans or policies that may have been updated since the strategy was first developed.

An annual report will be submitted to Council every year to update on actions implemented to date, as well as any recommended changes to the strategy. A summary of the outcomes of the annual report will be posted on the City of Winnipeg website to ensure accountability and transparency around the actions taken to reach parking goals.

The strategy submitted is a conceptual framework and, where noted in the Strategic Plan section, will require further public engagement prior to implementation of any changes to parking in Winnipeg over the five year implementation timeframe.

Appendix A- Quick Reference to Other City Policies and Masterplans

PP&D- Planning, Property & Development; PWD- Public Works Department; WFMA- Winnipeg Fleet Management Agency; WPA- Winnipeg Parking Authority; WT- Winnipeg Transit
*Please note that OurWinnipeg 2045 and Complete Communities 2.0 are in the final stages of public engagement and presentation to Council is planned by the end of 2020. Appendix A is based on the current versions of OurWinnipeg and Complete Communities.

City Policy or Masterplan	Responsible Departments/Agencies	Policy Direction or Actions
Our Winnipeg*	PP&D, PWD	**Provide options to accommodate growth (p.25):** -Ensure land use, transportation and infrastructure planning efforts are aligned to identify where growth will be accommodated and how it will be serviced. (p.27)
	WT, PWD	**Connect and expand our sustainable transportation and infrastructure networks (p.25):** -Create a safe, efficient and equitable transportation system for people, goods and services.
	WT, PWD	-Create a transportation system that supports active, accessible and healthy lifestyle options. (p.32)
	PWD	-Invest strategically in new water, waste and transportation infrastructure. (p.32)
	PWD, PP&D	-Dynamically integrate transportation with land use. (p.32)
	PWD, WT, WPA	-Provide transportation infrastructure that is well maintained. (p.32)
	PWD, WT	-Establish, and report on, a transportation system performance measurement framework. (p.32)
	PP&D	**Develop and maintain an urban structure planning tool (p.28):** -Use the urban structure framework as the basis for integrated transportation and infrastructure planning. (p.28)
	PP&D, PWD	**Promote compact urban form and manage the extension of municipal services for new growth (p.30):** -Dynamically integrate transportation with land use. (p. 31)
	PWD, WT, WPA	**Encourage residential development Downtown (p. 57):** -Improve transportation options to, from, and within the Downtown. (p.57)
Complete Communities (secondary plan to Our Winnipeg)*	WPA, PP&D	**Promote and enable sustainable, high-density residential development in strategic locations downtown. (p.20)** -Develop a downtown parking strategy to facilitate the redevelopment of surface parking lots in defined areas in support of residential and mixed-use development. (p.20)

	PP&D	**Reinforce downtown as a hub for major entertainment and leisure attractions, while accommodating smaller scale opportunities that respect and complete downtown residential districts. (p.26)** Facilitate favourable conditions for public and private investment through the assembly of vacant properties or surface parking lots in defined districts where required. Support a strategic, economically viable, and focused approach to these investment opportunities with the goal of creating clustered destinations with multiple and complementary attractions. (p.26)
	WPA, PP&D	Through the City's Sustainable Transportation Strategy and through the development of a Downtown Parking Strategy, support parking downtown from a strategic economic development and traffic demand management perspective. (p.32)
	WPA, PWD	Provide for on-street parking as required in conjunction with existing and planned economic development opportunities Downtown and as recommended in the city's Sustainable Transportation Direction Strategy and the creation of a Downtown Parking Strategy. (p.32)
	PP&D	Support viable alternatives to Downtown surface parking as recommended through the city's Sustainable transportation Direction Strategy and through the development of a Downtown parking Strategy (Underway) in order to: -reduce the amount of surface parking Downtown -increase economic activity in and around strategically located, mixed-use public parking structures -Discourage the introduction of any new surface parking or stand (p.32)
	PP&D, PWD	Work with partners to incorporate transportation demand management approaches, such as car sharing and bike parking into new developments. (p.32)
	PP&D	Encourage urban design and/or form-based strategies that help define the character of Centres and Corridors through clarifying the massing and height of buildings, setbacks, appropriate open space areas and appropriate parking design and locations. (p.36)
	WPA, PP&D	Promote innovative parking strategies and high intensity developments, including locating parking lots to the rear of developments, encouraging the development of underground parking or parking structures and encouraging the preservation and/or planting of trees and other types of vegetation within and around surface parking lots. (p.37)
	PP&D	Promote transit-oriented development centres along rapid transit corridors through incentives and innovative approaches where required. (p.62)
	WPA	Implement Innovative Parking Strategies and Approaches. (p.63)

	PP&D	**Major redevelopment sites will provide for complete communities with significant levels of mixed use, high density development, with strong urban design and attractive parks, places and open spaces. (p.69)**
	PP&D, PWD	Incorporate pedestrian elements like street trees, street furniture, wide sidewalks, bicycle parking and public art in new development. (p.69)
	PP&D	**Encourage the creation of vibrant and high quality commercial developments. (p.103)**
	PP&D	Promote principles of high quality design in commercial areas, such as building design, layout and materials, the adequacy of landscaping, parking, access, pedestrian and vehicular circulation and consideration of commercial signage in terms of its size, design and location. (p.103)
	PP&D	Encourage an animated streetscape and "eyes on the street" as determined by the characteristics of the urban structure area in which they are located. This may include placing parking at the rear of buildings with proper screening, orienting buildings and entrances the public street and blending public and private space through the use of windows. (p.103)
Sustainable Transportation (secondary plan to Our Winnipeg)	PP&D, WPA	Encourage transit use through the implementation of related policies, such as land use and parking. (p.24)
Downtown Parking Strategy	WPA	**Use parking as a strategic economic development tool. (p.7)** -Assess and manage existing on-street and off-street parking resources (p.8)
	WPA	-Enhance customer service and stakeholder engagement (p.8)
	PWD	-Be proactive in new parking facility planning and development (p.10)
	WPA	**Provide for on-street parking to support existing and planned economic development opportunities. (p.12)** -Manage on-street parking to encourage turnover of convenient short-term parking resources. (p.12)
	WPA, PWD	-Explore supply-side strategies. (p.12)

	PP&D	Support viable alternatives to downtown surface parking. (p.14) • Encourage the redevelopment of surface lots for residential, commercial, or employment uses (p.14) • Bring existing surface parking lots up to a standard of quality (p.15) • Pursue alternatives to the development of new surface parking or standalone auto-oriented services such as drive-throughs or gas stations (p.15)
	PP&D, PWD, WT	**Work with partners to incorporate transportation demand management approaches such as car-sharing, transit amenities, and bike parking into new developments. (p.16)** -Support a 'park once' philosophy (p.16)
	PP&D	Continue to promote and encourage 'unbundling' parking. (p.17)
	PWD	Walking and cycling improvements. (p.18)
	PWD, WT	Explore and pilot creative new technology and transportation demand management strategies. (p.19)
	WT	Encourage transit use. (p.19)
	WPA	**Implement downtown parking policies and projects that contribute to the overall sustainability of our city. (p.20)** -Align parking strategy and actions to a sustainability focus. (p.20)
	PWD	Apply green building techniques to parking facilities. (p. 21)
Winnipeg's Climate Action Plan	WT	Increase Use and Efficiency of Public Transit Systems (p. vi) • Improve existing park and ride services, and increase the total number throughout the City. Explore partnerships to increase convenient park and ride services. Work with retailers with large surplus parking close to transit services and with the Winnipeg Metro Region to increase availability of park and rides near the City boundary, to facilitate ridesharing across the region. (p.37) • Consider financial and pricing measures to maintain and encourage ridership. These measures may include a revised fare structure or increased costs for parking in key destinations supported by transit routes. These strategies should draw on evidence and data. (p.37)

	PP&D	Increase the Density of Urban Development Along Key Transit Corridors (p.38) • Consider adopting parking requirement relaxations adjacent to transit-oriented development (p.38)
	PP&D	Increase the Use of Electric Vehicles (p.40) • Amend the zoning by-laws to require a minimum number of electric vehicle charging stations for parking garages within new commercial or multi-unit residential buildings. (p.40)
	PP&D	Increase Strategic Infill Development That Provides Access to and Capitalizes on Existing and Planned Corridors with Frequent Transit Service (p.43) • Explore measures to encourage the re-purposing of surface parking lots in existing built areas. (p.43)
	WFMA	Encourage Sustainable Transportation Options • Ongoing implementation of the Green Fleet Plan (2010) to reduce vehicle emissions. (p.29)
	WPA	Reduce Employee Vehicle Kilometers Travelled (VKT) and associated GHGs Implement the 'Intuitive Routing System' program, which provides information to service providers conducting work on behalf of the City on the most optimal route for completing their required visits each day while ensuring minimal vehicle kilometers travelled. Benefits from a climate change mitigation lens include, but are not limited to: reduced fuel, reduced paper and minimized distance travelled for unscheduled enforcement requests. (p.29)
	WT	Design New Suburban communities to Enable Enhanced Transit Services and Access to Transit Corridors. Identify park-and-ride facility needs based on expected neighbourhood density and transit connectivity, and ensure that neighbourhood planning integrates connections for individuals walking, cycling, or driving. (p.38)

Transportation Master Plan	PP&D, PWD, WPA	**Provide for an effective and appropriate level of parking supply. (p.72)**
	PP&D	Review parking standards contained within the city's zoning by-laws to ensure consistency with the vision and objectives in OurWinnipeg, Complete Communities, and the Transportation Master Plan. (p.72)
	PP&D	Develop parking standards according to urban structure classification that include maximum parking regulations and shared parking to reduce parking over supply. (p.72)
	PP&D	Provide opportunities in the development approval process to reduce the number of parking spaces required by the Zoning by-law. Considerations for parking reduction include: proximity to rapid transit corridors and stations; proximity to transit routes operating at a high frequency; proximity to municipally-owned parking facilities; providing parking spaces for car sharing; and entering into shared parking arrangements with adjacent development. (p.72)
	PP&D, PWD, WPA	Allow for payment in-lieu of providing parking or to reduce parking requirement, with specific targets for the use of such payment to develop municipally-owned shared parking facilities. (p.72)
	PP&D, PWD, WPA	Continue to develop municipally-owned parking facilities through the Winnipeg Parking authority in key locations. (p.72)
	PWD	Increase the supply of short-term on-street parking. (p.72)
	WPA	Develop strategies to manage on-street parking spaces in commercial areas that encourage short-term use. (p.72)
	WPA	Continue to provide flexible pricing options for on-street permit parking. (p.72)
	PP&D, PWD	In downtown, regional mixed-use centres, and major redevelopment sites, the parking supply will be managed on a district scale. For example, the total number of parking spaces in a specified geographic area could be capped at a figure that can be supported by local road infrastructure and reflective of accessibility by other modes of transportation. (p.72)
	PP&D, PWD	Develop parking design guidelines to encourage high quality parking facilities by reducing impact on the environment, integrating into streetscapes, and maximizing safety and security. (p.72)

Transportation-Oriented Development (TOD) Handbook	PP&D, PWD, WT, WPA	Parking to reflect the impact of transit is one of the most challenging aspects of any TOD. By creating a more managed parking supply, and moving parking from surface parking lots to on-street parking and parking structures, residents, shoppers and employees are encouraged to use transit to get to the TOD and walk within the TOD. Parking in a TOD should consider four fundamental components: size, location, design and management. (p.25) Principle Characteristics: • Parking provided on an area basis (i.e., shared uses) rather than building by building. • Reduced parking requirements through zoning by-laws, such as parking maximums. • Parking facilities located behind buildings, in parking structures with ground floor retail, and screened from adjacent land uses. • On-street parking on all streets except limited access arterials. • Parking design integrated with the development to relate to the streetscape and circulation routes. • Paid parking or time-limited free parking.

Appendix B- On-Street Paid Parking Zones

