Minutes – Executive Policy Committee – October 20, 2020

Report – Standing Policy Committee on Infrastructure Renewal and Public Works – October 15, 2020

Item No. 2 Winnipeg Parking Strategy – A Conceptual Framework

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

The Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Infrastructure Renewal and Public Works and submitted the following to Council:

1. That the Winnipeg Parking Strategy: A Conceptual Framework (the Parking Strategy), attached as Appendix A to this report, be received as information.

2. That the Public Service be directed to report back with a revised Winnipeg Parking Strategy document no later than 120 days following the conclusion of stakeholder and public engagement.

3. That the following list of actions planned for immediate implementation be received as information:

    A. Remove under-utilized on-street paystations;

    B. Implement a block-by-block numbering system for the mobile parking payment application; and

    C. Expand the use of mail as the method of serving parking-related penalty notices, following approval of the WPA's 2021 budget.

4. That a Saturday Complimentary On-Street Parking Policy attached as Appendix C to this report, formally be adopted. This Policy will come into effect in 2021, when all applicable signage has been posted accordingly.

5. That, in order to implement the Saturday Complimentary On-Street Parking Policy, the Winnipeg Parking Authority advance the funding requirement of $88,000 to the 2021 budget process to fund the installation of new parking signs indicating 4 hours of parking is available on Saturdays.

6. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the forgoing.

Report – Standing Policy Committee on Infrastructure Renewal and Public Works – October 15, 2020

DECISION MAKING HISTORY:

Moved by Councillor Allard,

That Rule 10(3) of The Procedure By-law No. 50/2007 be suspended in order that the following item, which was received less than four business days preceding the committee meeting, be considered by Committee.

Carried

Moved by Councillor Allard,

That the recommendation of the Standing Policy Committee on Infrastructure Renewal and Public Works be concurred in and forwarded to Council.

Yea:	Bowman, Allard, Browaty, Gilroy, Mayes, Rollins	6
Nay:		0

Carried

STANDING COMMITTEE RECOMMENDATION:

On October 15, 2020, the Standing Policy Committee on Infrastructure Renewal and Public Works concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

On June 9, 2020, the Standing Policy Committee on Infrastructure Renewal and Public Works received the verbal report on Parking Meter Rates in the Exchange District as information, and directed the Winnipeg Public Service to report back to its meeting on October 6, 2020 on the Winnipeg Parking Strategy.

R. Topolniski, Chief Operating Officer, Winnipeg Parking Authority, provided a verbal report on the matter.

Report – Standing Policy Committee on Infrastructure Renewal and Public Works – October 15, 2020

DECISION MAKING HISTORY (continued):

STANDING COMMITTEE RECOMMENDATION (continued):

On January 7, 2020, the Standing Policy Committee on Infrastructure Renewal and Public Works recommended the following:

1. That the following be referred to the 2020 Budget Review Process for consideration:

    A. A reduction of parking meter rates by $1.50 per hour for City-wide on-street parking, and associated reprogramming costs for pay stations, until such time the Winnipeg Parking Authority has completed their analysis of the On Street Paid Parking Strategy.

2. That the Winnipeg Public Service provide a verbal report to the Standing Committee at its June 2, 2020 meeting, on status of the On-Street Paid Parking Strategy.

The following persons submitted communications in support of the matter:

- Bill Mayberry, Mayberry Fine Art, submitted a communication dated January 7, 2020
- Kate Fenske, Downtown Winnipeg BIZ, submitted a communication dated January 7, 2020
- Vicky Ramantanis, Vicky's Diner, submitted a communication dated January 7, 2020
- Jordyn Wegner, submitted a communication dated January 7, 2020

COMMUNITY COMMITTEE RECOMMENDATION:

On December 3, 2019, the Lord Selkirk-West Kildonan Community Committee passed the following motion:

WHEREAS on December 12, 2017, Council approved an additional increase in parking meter rates by $0.50 per hour for all on-street parking meters in the City, and that $1Million of this incremental revenue in the Winnipeg Parking Authority be transferred to the General Revenue Fund to offset the transit route service rationalization, which was due to the lost revenue from the 50/50 Transit Funding Agreement from the Province of Manitoba;

Report – Standing Policy Committee on Infrastructure Renewal and Public Works – October 15, 2020

DECISION MAKING HISTORY (continued):

COMMUNITY COMMITTEE RECOMMENDATION (continued):

AND WHEREAS the Transit Department received a surplus in their 2018 revenues of approximately $14Million;

AND WHEREAS the local businesses in the Exchange District area have signed a petition describing how the increase in parking meter rates by $0.50 per hour for on-street parking meters in the Exchange District have had a dramatic effect to their local economy (attached a copy of the petition);

AND WHEREAS on November 19, 2019 the Winnipeg Parking Authority was directed by the Standing Policy Committee on Infrastructure Renewal and Public Works to conduct an analysis of current parking rates, including consultation with stakeholders to determine any recommendations for future changes to these rates, and such report is due back to the Standing Policy Committee on Infrastructure Renewal and Public Works on October 6, 2020;

THEREFORE BE IT RESOLVED THAT the Lord Selkirk – West Kildonan Community Committee recommend to the Standing Policy Committee on Infrastructure Renewal and Public Works:

1. That Council immediately reduce the parking meter rates by $0.50 per hour for the Exchange District on-street parking meters until such time the Winnipeg Parking Authority has completed their analysis of the current parking rates.

2. During the Winnipeg Parking Authority analysis of current parking rates, that the review include the option of a sliding scale parking meter rate for all on-street parking meters in the Exchange District, similar to what the Forks has currently implemented.

3. That the Proper Officers of the City be authorized to do all things necessary to fulfill the intent of the foregoing.

Councillor Santos, Point Douglas Ward, submitted a petition in support of the matter.

ADMINISTRATIVE REPORT

Title: Winnipeg Parking Strategy: A Conceptual Framework

Critical Path: Standing Policy Committee on Infrastructure Renewal and Public Works-
Executive Policy Committee - Council

AUTHORIZATION

Author	Department Head	CFO	CAO
D. Olson	R. Topolniski	P. Olafson, Interim CFO	M. Ruta, Interim CAO

EXECUTIVE SUMMARY

The City of Winnipeg is in the process of creating a five-year strategy to manage on-street and off-street parking services in a way that facilitates access for motorists while supporting the needs of residents, hospitals, local businesses, and other stakeholders.

The Winnipeg Parking Strategy: A Conceptual Framework ("the Parking Strategy"), attached as Appendix A, is the first draft iteration of a document that outlines the City's current parking policies, highlights progressive parking policies being implemented in other jurisdictions across North America, and presents a five-year strategic plan to continue to improve parking in Winnipeg.

The Parking Strategy is based on 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 six objectives:

- 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 effective transportation demand management
- Explore opportunities for improved collaboration on parking-related transportation issues

The objectives are underpinned by a series of 34 action items related to improving existing programs, exploring new and emerging technologies, and developing policies that support effective transportation planning and sustainability. Examples include: exploring opportunities for technology to provide motorists with real-time on-street parking data (availability, price, location of loading zones and accessible spaces, etc.), investigating the appropriateness of the current 85 percent target occupancy rate for paid parking areas, exploring dynamic and progressive pricing models that have been successfully implemented in other municipalities, investigating the use of area-specific parking plans for the areas around significant destinations, amending the residential parking permit program based on a recent consultant review, and

forming an advisory committee to consult on curbside management and off-street parking issues.

The Parking Strategy is intended to align with and support other City masterplans and policies, and its development has included the formation of an interdepartmental working group. The Parking Strategy supports ongoing collaboration and coordination with all City departments working on issues related to parking and broader curbside management.

At this stage, the Parking Strategy is a conceptual framework as many elements still require stakeholder and public engagement to gather feedback and improve/revise concepts prior to implementation. The process for the development of the Parking Strategy is as follows:

- Conduct data collection via interjurisdictional and horizon scans (complete)
- Conduct data collection via questions in public omnibus survey (complete)
- Conduct stakeholder consultation through meetings with Business Improvement Zones where on-street paid parking is in place (complete)
- Draft the Parking Strategy (complete)
- Conduct stakeholder and public engagement via in-person and/or virtual public sessions (proposed for November-December 2020)
- Conduct stakeholder and public consultation via targeted questionnaires (proposed for November-December 2020)
- Revise the document 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 for Spring 2021)

With respect to short-term planning, and under the authority of the Public Service, immediate implementation will occur on the following items:

- continued implementation in 2020 and 2021 of the on-street capital asset rationalization plan that will see under-utilized on-street paystations removed and replaced by signage with information on the mobile parking payment application;
- introduction of a block-by-block numbering system for the mobile parking payment application that will provide more robust data for decisions regarding pricing; and
- expansion of the use of automated licence plate recognition technology to improve operational efficiencies by increasing the number of parking-related penalty notices served by mail. This item is dependent on the approval of the WPA's 2021 budget and will not proceed in advance of the budget approval.

These actions were underway prior to the development of the Parking Strategy and are not expected to result in any significant direct impacts to stakeholders. The Public Service will also continue to monitor a Carshare Co-Op Pilot Project as approved by Council in June 2020.

The Public Service is also recommending that Council adopt a Saturday Complimentary On-Street Parking Policy, attached as Appendix C, which formalizes the current Saturday complimentary parking practice.

RECOMMENDATIONS

1. That the Winnipeg Parking Strategy: A Conceptual Framework (the Parking Strategy), attached as Appendix A to this report, be received as information.

2. That the Public Service be directed to report back with a revised Winnipeg Parking Strategy document no later than 120 days following the conclusion of stakeholder and public engagement.

3. That the following list of actions planned for immediate implementation be received as information:
    - Remove under-utilized on-street paystations;
    - Implement a block-by-block numbering system for the mobile parking payment application; and
    - Expand the use of mail as the method of serving parking-related penalty notices, following approval of the WPA's 2021 budget.

4. That Council formally adopt a Saturday Complimentary On-Street Parking Policy attached as Appendix C to this report. This Policy will come into effect in 2021, when all applicable signage has been posted accordingly.

5. That, in order to implement the Saturday Complimentary On-Street Parking Policy, the Winnipeg Parking Authority advance the funding requirement of $88,000 to the 2021 budget process to fund the installation of new parking signs indicating 4 hours of parking is available on Saturdays.

6. That the Proper Officers of the City be authorized to do all things necessary to implement the forgoing.

REASON FOR THE REPORT

On June 9, 2020, the WPA provided the Standing Policy Committee on Infrastructure Renewal and Public Works ("SPC-IRPW") with a verbal report on the development of the Winnipeg Parking Strategy. SPC-IRPW received the verbal report as information and directed the Winnipeg Public Service to report back to its meeting on October 6, 2020 on the Parking Strategy.

One of the immediate changes proposed is the adoption of a Saturday Complimentary On-Street Parking Policy that includes the waiving of on-street paid parking fees and an adjustment to the Winnipeg Parking Authority's 2021 budget, both of which require Council approval.

IMPLICATIONS OF THE RECOMMENDATIONS

The Public Service will proceed with stakeholder and public engagement on the Conceptual Framework and report back upon conclusion with a final Parking Strategy that has been amended to reflect stakeholder and public feedback.

The Winnipeg Parking Strategy includes a recommendation that Council formally adopt a Saturday Complimentary On-Street Parking Policy to help reduce confusion for drivers and, in doing so, support local businesses in the Downtown, Exchange District and West End. The proposed Policy (attached as Appendix C to this report) reflects the City's current practice. It allows for two hours of free parking and an additional two hours of paid parking at any on-street

paid parking space, except in the areas around hospitals. Adoption of this Policy has a financial implication in that the WPA's 2021 budget does not have sufficient funds to install the necessary traffic signs indicating four hours of parking is available on Saturdays. The Public Works department estimates that signage installation will cost a total of $160,000. The WPA requires an increase of $88,000 to the 2021 budget submission to pay for required signage changes. This Policy will come into effect in 2021, when all applicable signage has been posted accordingly. Given that this Policy is in line with current enforcement practices, it is not anticipated to have any major impact on stakeholders.

HISTORY/DISCUSSION

Rationale for a Parking Strategy

The Winnipeg Parking Authority recognizes the importance of having a strategic plan developed with input from residents, businesses, hospitals, and other stakeholders who rely on effective parking and curbside management. The Parking Strategy outlines amendments to current parking policies and proposes innovative, modern approaches to both on-street and off-street parking throughout Winnipeg. The Parking 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.

Saturday Complimentary On-Street Parking Policy

The Parking Strategy proposes that Council 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. The purpose of complimentary Saturday parking is to support local businesses by offering drivers an opportunity to park free of charge. Hospitals do not benefit from such an incentive. Rather, they require paid and time-limited parking to ensure adequate turnover of parking spaces, and will therefore remain exempt from this Policy. Existing paid parking restrictions will remain in effect from Monday to Friday.

The intent of this Policy is not to change the current practice around Saturday complimentary parking but rather to provide clarity for drivers who have indicated some confusion over the application of the two complimentary hours (i.e. are the first two hours free of charge, or are drivers required to purchase two hours in order to use the complimentary time).

Stakeholder Consultation and Implementation

The Parking Strategy's action items will be implemented over a five-year timeframe. At this stage, the Parking 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 approval of this report, 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 planned for November-December 2020 has taken place on this first iteration of the Parking Strategy, a

summary of stakeholder feedback will be drafted in December 2020. Taking this feedback under consideration, a finalized version will be submitted for consideration in spring of 2021. Additional engagement will take place on specific action items as needed prior to their implementation as outlined in the strategic plan section of the Parking Strategy.

Proceeding with additional stakeholder and public engagement will enable the City to validate the Parking Strategy's proposed objectives and actions items, and to identify any gaps requiring additional policy development. While drafting the Parking Strategy, the City used data gathered from a public omnibus survey administered in fall 2019 as well as meetings with representatives of several business improvement zones (BIZs). Public and stakeholder engagement on parking and curbside management concepts will include:

- A webpage with detailed information on parking concepts (November 2020)
- A video to provide an overview of the process and encourage engagement
- In-person and/or virtual public sessions (November 2020)
- Stakeholder workshops (November-December 2020)
- Questionnaires developed for businesses, hospital administrators, and the general public (November-December 2020)

Three action items in the Parking Strategy have been identified as appropriate for immediate implementation, within the Public Service's authority, with no additional stakeholder or public engagement required. These items all fall within the existing delegated authorities of the WPA. Their proposed immediate implementation timeline reflects the fact that these items were planned as distinct projects prior to the development of the Parking Strategy and have been integrated into the Parking Strategy mid-stream, with preliminary work already underway. They are not anticipated to result in significant direct impacts to stakeholders. These items are:

1. Removing under-utilized on-street paystations in 2020 and 2021 and installing pay-by-phone signage in their place. This will allow for continuity of on-street service with lower operating costs. In the longer term, 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 calls for a reduction in the total number of on-street paystations from the current inventory of 430 down to 220. The replacement cost of the reduced inventory is expected to cost $4.5 million, while replacement of the current inventory in full would cost $8.1 million, both Class 4 estimates. This cost is currently not included in the WPA's 2021-2025 capital forecast.

   The proposed future reduction of on-street paystations is part of an asset rationalization strategy. As part of this plan, since 2015, approximately 150 paystations have been removed from the street with no major service disruption. It is anticipated that this asset rationalization strategy may continue to be implemented without reducing service levels. 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.

Removing this level of physical paystations will need to be undertaken in a way that ensures convenient access for those who require or prefer this payment option, with a special focus on proximity to designated accessible spaces. This type of larger scale removal of on-street paystations will be accompanied by the installation of wayfinding signage to identify where physical payment machines are located. This cost is currently not included in the WPA's 2021-2025 capital forecast. Efforts to rationalize the paystation inventory may continue in the short-term without additional stakeholder input, but the WPA will engage with the public and stakeholders as it becomes necessary in order to ensure continuity of service. Per section 61 of the Winnipeg Parking By-Law No. 86/2016, the Chief Operating Officer of the Winnipeg Parking Authority is responsible for the placement and maintenance of parking meters (paystations).

2. Implementing a block-by-block numbering system to be used in conjunction with the mobile parking payment application. This will enable more accurate occupancy and turnover measurements to support decisions on pricing and time-limited parking. This more robust data will be a critical factor should the City contemplate a dynamic pricing model whereby parking prices are updated regularly to reflect demand in a given area. 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. This system will assign a dedicated number to each block in order to track purchases made through the mobile parking payment application, and will require motorists to review the specific numbering code for the block on which they are parking. Under the current system, many blocks share the same number and data is aggregated. The addition of the block-by-block numbering system is a deliverable under the existing contract between the City and the mobile parking payment application provider.

3. Expanding the use of mailing out parking related penalty notices using the existing automated licence plate recognition equipment. This will provide operational efficiencies related to enforcement. The Winnipeg Parking Authority currently uses automated licence plate recognition equipment to generate penalty notices for parking offences related to school zones and fire lanes. By expanding this tool to other parking offences, enforcement officers will be able to survey a larger area of the City with greater frequency improving compliance of safety related infractions and infractions in areas where time limited parking is in effect, as well as better support parking enforcement that takes place during snow clearing operations. Per section 9(1) of *The Municipal By-law Enforcement Act*, a penalty notice may be delivered by mail. Currently, the majority of parking-related penalty notices are served by an enforcement officer placing them directly on the vehicle. This item is dependent on the approval of the WPA's 2021 budget and will not proceed in advance of the budget approval. The program requires one new clerical support position to manage increases in penalty notices that are mailed out.

The Public Service will also continue to monitor a Carshare Co-op Pilot Program that allocates on-street spaces for carshare vehicles, and will determine feasibility for permanent implementation. This initiative was approved by Council on June 26, 2020.

Connection to other City Plans and Policies

An interdepartmental working group was engaged to help identify existing City documents with a connection to parking so that the Parking Strategy could be developed to support other approved policies and plans. Careful consideration has been given to ensure the 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, the Transit-Oriented Development Handbook, and the Accessibility Design Standards were reviewed to help formulate the goals and objectives of the Parking Strategy. While the Transit Master Plan is still under development, the WPA has consulted with Winnipeg Transit to ensure that the Parking Strategy aligns with the plan's intent and departmental objectives. The Parking Strategy supports ongoing collaboration and coordination with all City departments working on issues related to parking and broader curbside management.

Structure and Contents

The Parking Strategy 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 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 each supported by a number of objectives which are underpinned by individual action items. The objectives of the Parking Strategy are:

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.

In support of this goal, the WPA proposes exploring technology-driven opportunities to provide drivers with better real-time data on parking rates and availability, investigating new ways of providing multi-modal end-to-end trip planning, improving options for drivers and passengers with accessibility requirements, and exploring ways of supporting sustainable transportation options.

2. *Generate turnover in areas with high parking demand*

In areas with a great demand for parking and a limited supply of spaces, regular turnover is required to open up on-street parking for use by short-term parkers. This is particularly important in commercial and entertainment districts where drivers cruising for spaces can lead to traffic congestion and low turnover could be detrimental to 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 a high parking demand, can help to ensure the optimal amount of on-street parking is always available throughout the city.

In support of this goal, the WPA proposes the ongoing monitoring of occupancy and turnover rates to determine when and where it is appropriate to implement paid parking, adopting a Saturday Complimentary On-Street Parking Policy, and exploring the use of progressive fines.

3. *Update the on-street paid parking pricing model*

The current paid parking pricing model has two pricing zones: high-demand and low-demand. The hourly price in the high-demand zone, which includes the areas around the Health Sciences Centre and St. Boniface Hospital, is higher in order to account for the greater number of drivers wishing to park in those areas. The pricing for these zones was updated in 2018 and again in 2020. Updating the on-street paid parking pricing model would allow prices to continually reflect the demand for parking, which would help to maintain the desired occupancy and turnover levels required to support local businesses and residents.

In support of this goal, the WPA proposes exploring the use of dynamic and progressive pricing models. Dynamic pricing is a structure whereby the price of parking can be adjusted at regular intervals (hourly, daily or even monthly) 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 searching for parking. With the City's current paystation technology changing rates comes at a cost and takes 6-8 weeks each time rates change, as remote programming is not available.

A related concept, progressive pricing, involves increasing the price the longer a driver 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 continue to improve parking in Winnipeg and allow for greater flexibility to adjust rates more regularly.

Additional actions that will be explored and implemented to support this goal include re-investing parking revenues locally, continuing to implement an asset rationalization plan for on-street paystations that will result in the removal of under-utilized paystations and a smaller total inventory once the existing paystations are replaced in 2022, exploring the potential use of parking fees as a means of encouraging mode shift, and implementing a block-by-block numbering system that will enable the collection of far more precise occupancy and turnover data to support better decision-making regarding pricing and time-limited parking.

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.

In support of this goal, the WPA proposes updating the Downtown Parking Strategy, developing criteria for determining which neighbourhoods require a unique parking plan, developing specific policies and additional parking plans for areas, and investigating the potential use of area-specific parking plans to accommodate visitors and any oversized vehicles/tour busses in the areas around significant destinations such as the Sports, Hospitality, and Entertainment District (SHED) and the stadium event zone.

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, micro-mobility options such as scooters and shared bikes, and special events such as festivals, film shoots, and concerts. In recent years, there has been an increasing number of 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 supports the intent of OurWinnipeg and the Complete Communities secondary plans. As requests to use the curbside increase, there is a need to allocate the use of this resource 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.

In support of this goal, the WPA proposes developing a robust curbside management program, exploring the ability to pilot vehicle-for-hire pick-up and drop-off zones, continuing to monitor a Council-approved Carshare Co-op pilot to determine the long-term viability of the program, initiating regular reviews of the commercial and residential loading zone programs, modernizing the residential parking permit program as per a recent consultant review, exploring opportunities to work collaboratively with other City departments to support transportation demand management policies and programs, reviewing the current policy and related permitting processes for special event parking, continuing to support viable alternatives to downtown surface parking as recommended in the City's Sustainable Transportation Direction Strategy and Transit-Oriented Development Handbook, and working with Winnipeg Transit to develop policies and business processes to support the management of park-and-ride facilities.

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 and curbside management consider the full spectrum of impacted stakeholders.

In support of this goal, the WPA proposes establishing regular contact points with BIZs and other key stakeholders, forming an advisory committee to consult on curbside management and off-street parking issues, distributing an annual public survey to better understand the level of customer satisfaction residents and other users have with existing parking programs and policies, using parking technology to support operational improvements such as mailing out tickets, and working 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 Action Plan.

Monitoring and Reporting

In terms of monitoring and reporting, the WPA proposes an annual review cycle to ensure the actions planned for implementation during the coming year remain an appropriate fit for Winnipeg and continue to support City masterplans and policies. The WPA intends to submit an annual report to Council with updates on action items implemented to date and any recommended changes to the Parking Strategy.

FINANCIAL IMPACT

Financial Impact Statement

Date: September 18, 2020

Project Name:

Winnipeg Parking Strategy: A Conceptual Framework

First Year of Program 2021

	2021	2022	2023	2024	2025
Capital					
Capital Expenditures Required	$ -	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	-	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants (Enter Description Here)	-	-	-	-	-
Reserves, Equity, Surplus	-	-	-	-	-
Other - Enter Description Here	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ 160,000	$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery					
Net Cost/(Benefit)	$ 160,000	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	72,000	-	-	-	-
Net Budget Adjustment Required	$ 88,000	$ -	$ -	$ -	$ -

Additional Comments: Direct costs above result from **Recommendation # 5** and represent a cost to install new parking signs indicating four hours of parking is available on Saturdays. This number is inclusive of MRST. There is not enough funds in budget to cover these costs and this item is referred to 2021 budget process.

Recommendation # 1 and **Recommendation #3** are received as information and there is no financial implications from receiving both as information. Any possible financial impact from action items noted in **Recommendation #3** will be addressed through 2021 budget proses.

Recommendation #2 requires further work and financial implications will be assessed at a later date, when final Winnipeg Parking Strategy is submitted.

Recommendation # 4 formalizes existing practices and also results in no financial implications.

original signed by

Lioubov Gavrilova-Crozier, CPA, CA
Manager of Finance, WPA

CONSULTATION

This Report has been prepared in consultation with:

- Legal Services (with respect to legal matters)
- Office of Public Engagement (with respect to stakeholder and public engagement)
- Planning, Property and Development (with respect to components of the Parking Strategy dealing with planning and zoning issues)
- Public Works (with respect to components of the Parking Strategy dealing with infrastructure issues)
- Office of Sustainability
- Winnipeg Transit (with respect to components of the Parking Strategy dealing with public transit)

OURWINNIPEG POLICY ALIGNMENT

The Winnipeg Parking Strategy will support the following OurWinnipeg directions:

- *01-1a Direction 1- Develop and apply direction strategies, including endorsing sustainable transportation as the primary vision for a transportation master plan.*
  The implementation of Action Item 1.4 (investigate opportunities to support sustainable transportation) will include consideration of dedicated green parking spaces and the installation of electric vehicle charging stations at on-street spaces and in municipally-owned facilities. Action Item 5.3 will support multi-modal trips and support options other than personal vehicle ownership through the ongoing monitoring of a local carshare co-op permitting program. Action Item 5.9 will support transit ridership through the enhancement of park-and-ride facilities.

- *01-1a Direction 1- Ensure effective implementation efforts through integration, partnerships and collaboration across the City of Winnipeg organizational structure and with external organizations.*
  Through the formation of a parking advisory committee (Action Item 6.1), the Parking Strategy will create a space for interagency and interdepartmental collaboration and information sharing.

- *01-1a Direction 3- Promote compact urban form and manage the extension of municipal services for new growth and 01-1b Key directions for building a city that works- dynamically integrate transportation with land use.*
  Action Item 5.6 will support the City's intensification goal by employing transportation demand management tools such as revised off-street minimum requirements, cash-out options, and shared parking to ensure curbside and surface parking space is used efficiently.

- *01-1b Key directions for building a city that works- and create a transportation system that supports active, accessible and healthy lifestyle options.*
  Action Item 1.3 details the implementation of various improvements related to the placement, signage, and use of designated accessible parking spaces.

- *01-1c Key directions for specific city areas- pursue a focused district, destination and cluster approach to Downtown development that will seek to provide predictability and opportunity for investment, increase the variety of complementary experiences and opportunities, and help achieve a critical mass of people-oriented activity that is vital to ongoing economic success.*
  Action Item 4.4 will support transformative areas through the exploration of opportunities for area-specific parking plans around significant destinations such as the stadium event zone and Sports, Hospitality, and Entertainment District.

- *01-3 Direction 1- Continuously pursue innovative, streamlined service delivery and decision-making processes.*
  Action Items 3.5 (implement a block-by-block numbering system for digital payments), 2.1 (monitor occupancy rates in time-limited parking areas), and 2.3 (monitor occupancy rates in paid parking locations) will use quantitative data to support decision-making related to parking prices and time restrictions.

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

The Winnipeg Parking Strategy will support the following components of Winnipeg's Climate Action Plan:

- Section 1.8- Ensure that City land use, transportation, and built environment policy, bylaw, and regulation recognize climate mitigation and climate protection priorities
- Section 3.1- Increase use and efficiency of public transit systems
- Section 3.4- Increase active transportation rates
- Section 3.5- Reduce traffic congestion
- Section 3.6- Increase the use of electric vehicles
- Section 4.3- Pursue transit-oriented development

The Parking Strategy contains a number of action items aimed at incentivizing the efficient and effective use of curbside and off-street parking spaces, encouraging transit ridership and the use of active transportation options, and easing traffic congestion caused by drivers cruising around their destinations in search of a vacant space.

SUBMITTED BY

Department: Winnipeg Parking Authority
Division: Facilities and Operations
Prepared by: D. Locke
Date: September 18, 2020
File No: WPA-014-2020

Attachments:

Appendix A- Winnipeg Parking Strategy: A Conceptual Framework

Appendix B- Key Terms

Appendix C- Saturday Complimentary On-Street Paid Parking Policy