Key Terms

ACTIVE TRANSPORTATION

Active transportation refers to any human-powered mode of transportation. Common examples include walking and cycling.



CURBSIDE MANAGEMENT

Access to curbside space is in increasingly high demand. This link between the road and sidewalk is critical to a diverse group of stakeholders such as motor vehicle drivers, cyclists, mobile vendors, public transit users, emergency services, and personal transportation providers including taxis and rideshare companies. Curbside management seeks to balance these often-competing needs in a way that provides efficient and fair access to all users.

MICROMOBILITY

Micromobility refers to a range of small, usually single-occupant vehicles. Examples of micromobility options include bicycles, e-bikes, scooters, and skateboards. These vehicles may be owned by a single user or shared under a rental, co-op, or public ownership framework.

OCCUPANCY, TURNOVER, AND PAID PARKING

Occupancy

A key metric in parking and curbside management is the occupancy rate. Occupancy refers to the proportion of spaces that are filled at a given point in time and is usually expressed as a percentage.

Turnover

Turnover refers to the number of times a parking space is vacated by one vehicle and filled by another in a given period of time. Turnover can be encouraged by charging a fee for parking so that drivers only use the space for as long as they need it. This helps to optimize the use of parking spaces and, in a commercial context, may enable more drivers to visit local businesses because they can easily access spaces near their destination.

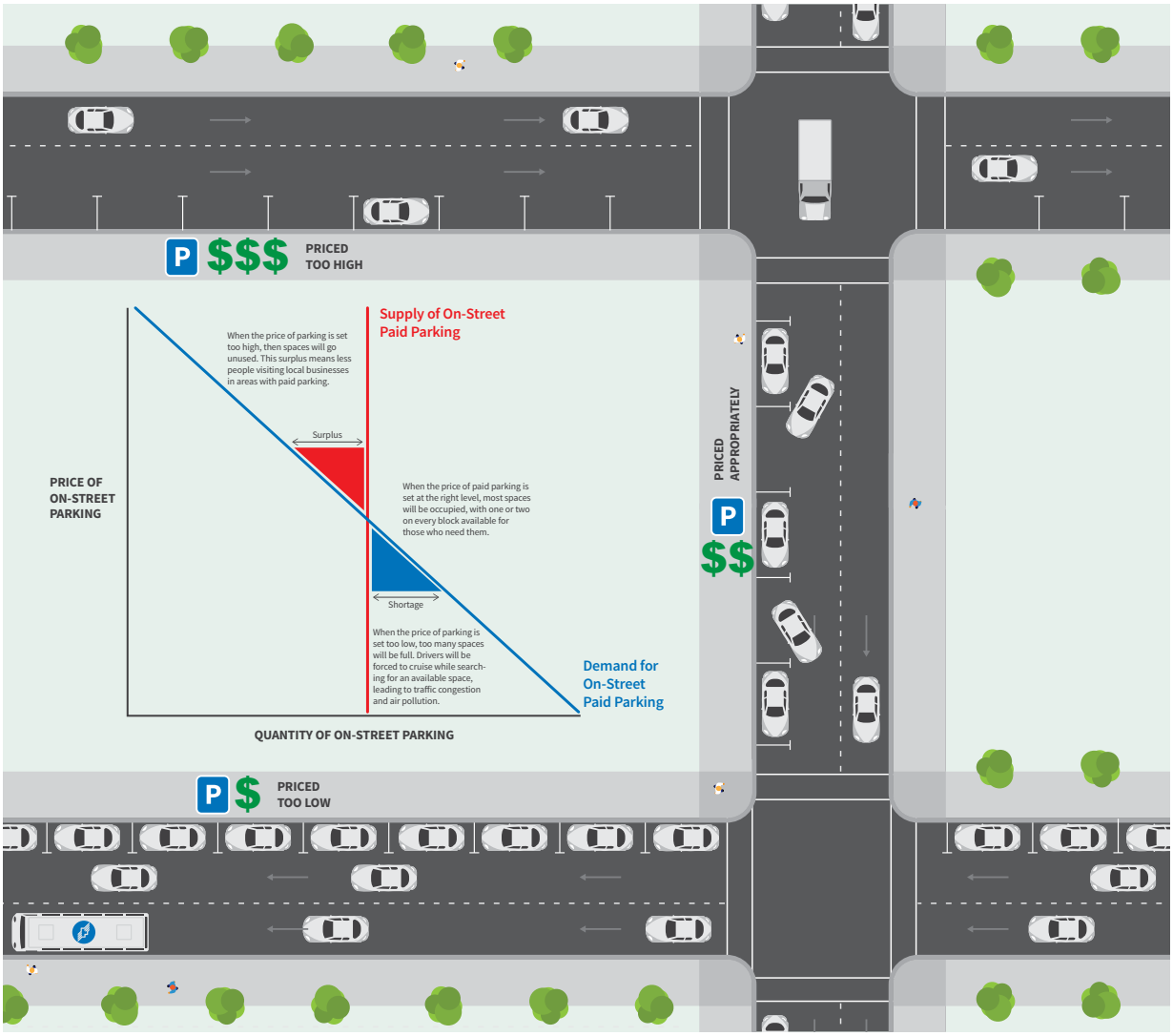
Paid Parking

In areas where there is a high demand for parking, paid parking may help to ensure there is adequate turnover of vehicles so that drivers are able to find a space near their destination quickly without having to circle the block. If there is not enough parking available, there is also a higher chance that parkers will break the rules (for example, by double-parking or parking in a designated accessible space).

Paid parking is one tool the City can use to manage demand when we cannot immediately increase the total supply of parking. If there is a limited supply of any good or service, charging a price for it will encourage some consumers to find an alternative. In this case, that may mean parking off-street or choosing a different transportation mode such as public transit, cycling, or a vehicle-for-hire such as a taxi.

In other words, if parking is too expensive, drivers will avoid areas where paid parking is in effect and businesses may suffer. If parking is priced appropriately, drivers will be willing to purchase parking but will be sure to use it efficiently. If parking is too inexpensive, drivers may park for longer than they actually need and may not consider other modes.

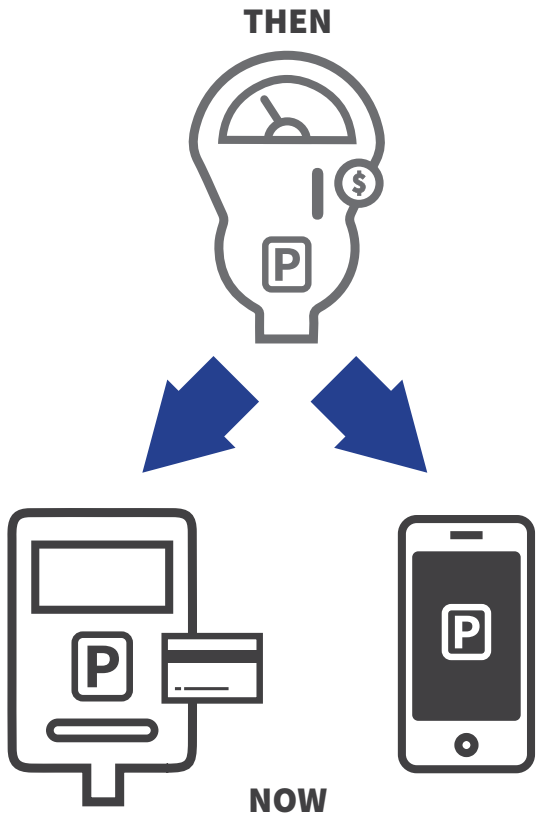
Here is a graph to help explain:



The City's current goal is to set parking prices so as to achieve 15 percent vacancy, or approximately two available spaces on a block with 12 spaces total.

PROGRESSIVE PARKING RATES AND FINES

The ways in which we purchase on-street parking and pay fines for parking violations have evolved with new technology. Transactions that used to be made through a coin-operated meter are now frequently carried out through cell phones or other mobile devices. This technology could enable the City to adjust parking rates and fines in new and innovative ways to help overcome challenges with parking payments.



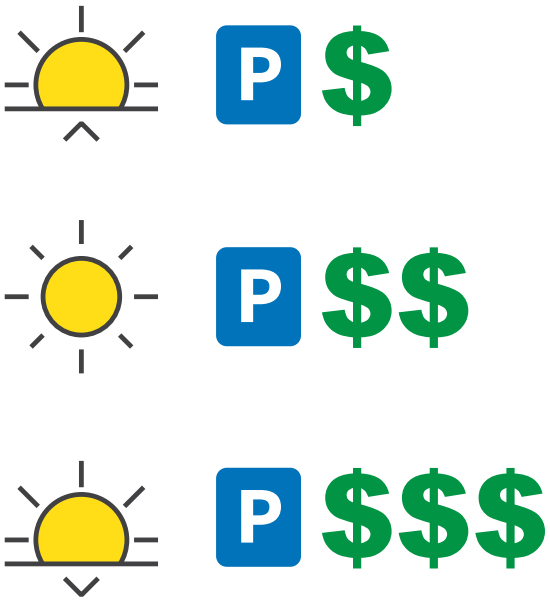
Progressive Fines

A disproportionately high percentage of parking violations can be attributed to a relatively small number of registered vehicle owners. This suggests that the current fine structure is not an adequate deterrent.

Progressive parking fines are monetary penalties that increase each time someone commits the same parking violation. For example, a ticket for parking in a designated accessible space without a permit may be $225 for the first offence, $300 for the second, and $400 for each subsequent offence.

Dynamic pricing

Parking demand can vary throughout the day, week, season, or year. Static parking prices (i.e. prices that stay the same) may contribute to occupancy rates being too high or too low at various points throughout the day. Dynamic pricing is a system in which parking rates can be changed at regular intervals (quarterly, monthly, daily, hourly, etc.) based on demand. This allows the City to adjust parking rates more regularly to better match the parking demand in the area, which optimizes turnover of parking spaces and allows more customers to visit local businesses. Drivers pay a higher rate when there is a high demand for parking spaces, but a lower rate when not as many people want to park. This type of system requires pay stations that can be easily programmed with new prices and a means of accurately measuring occupancy rates.



Progressive pricing

With a flat hourly price, some drivers may not make the most efficient use of a parking space and may stay longer than their trip requires. Progressive pricing helps to solve this problem by increasing the hourly price of on-street parking the longer a vehicle is parked in a space. For example, under a progressive pricing system, the first hour of parking may cost $2.00, the second hour $3.00, and the third hour $4.00. By incentivizing shorter trips, this type of system encourages turnover and allows more visitors to access parking spaces near their destination.



TRANSIT-ORIENTED DEVELOPMENT (TOD)

TOD can be defined as moderate to higher-density compact mixed-use development, located within an easy five to 10 minute (approximately 400m to 800m) walk of a major transit stop. TOD involves high-quality urban development with a mix of residential, employment, and shopping opportunities, designed in a pedestrian-oriented manner without excluding the automobile. TOD can be new construction or redevelopment of one or more buildings, the design and orientation of which facilitate the use of convenient and sustainable modes of transportation, including public transit and active transportation.

A successful TOD will reinforce both the community and the transit system. Creating a mix of uses within a TOD or easily accessible from a TOD promotes activity around the clock. This in turn promotes the most efficient use of the transit system: travel in both directions, throughout the day. TODs produce a variety of other benefits by encouraging walkable compact and infill development.

TOD presents a lifestyle option for citizens, and is another means of promoting Complete Communities. In general, people living and working in TODs walk more, use transit more and own fewer cars than the rest of the larger community.



TRANSPORTATION DEMAND MANAGEMENT (TDM)

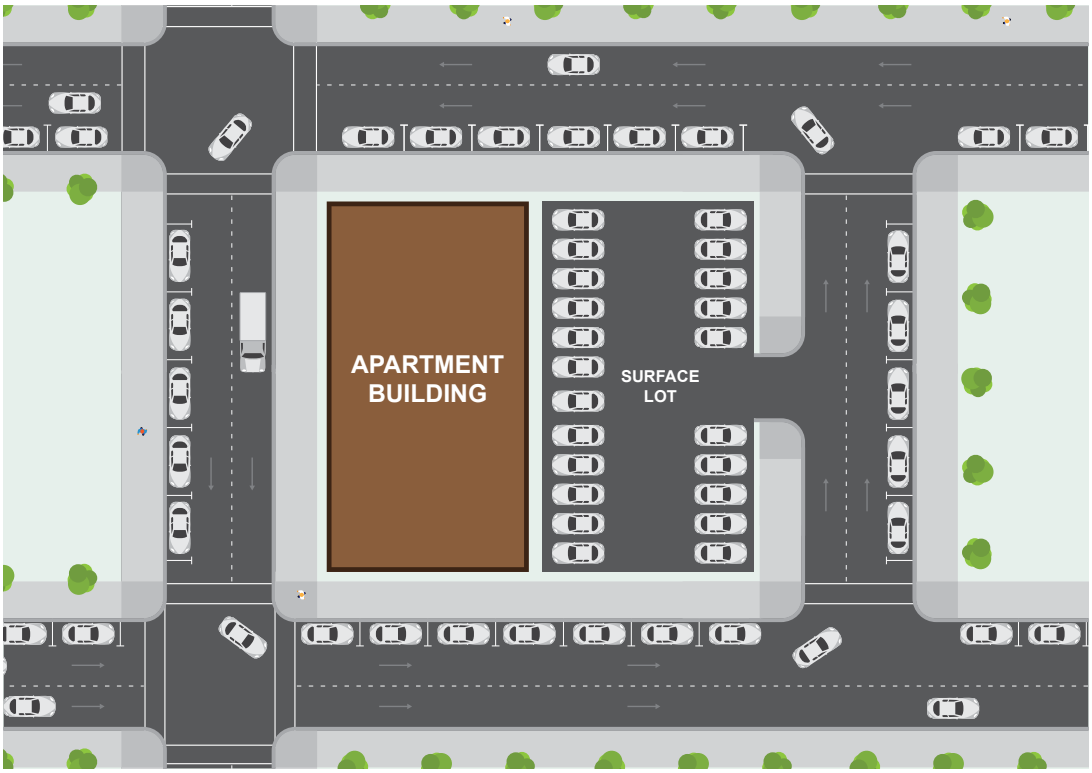
TDM refers to policies and practices that increase the overall efficiency of a transportation network by encouraging diversity in both travel modes and times. By shifting away from a system in which the vast majority of trips are taken in single-occupancy motor vehicles during peak demand periods to one that employs a mix of transportation modes spread over a longer timeframe, the capacity requirements for streets and parking spaces may be reduced. TDM can also help to encourage sustainable travel choices and safer streets.

Some examples of TDM tools include:

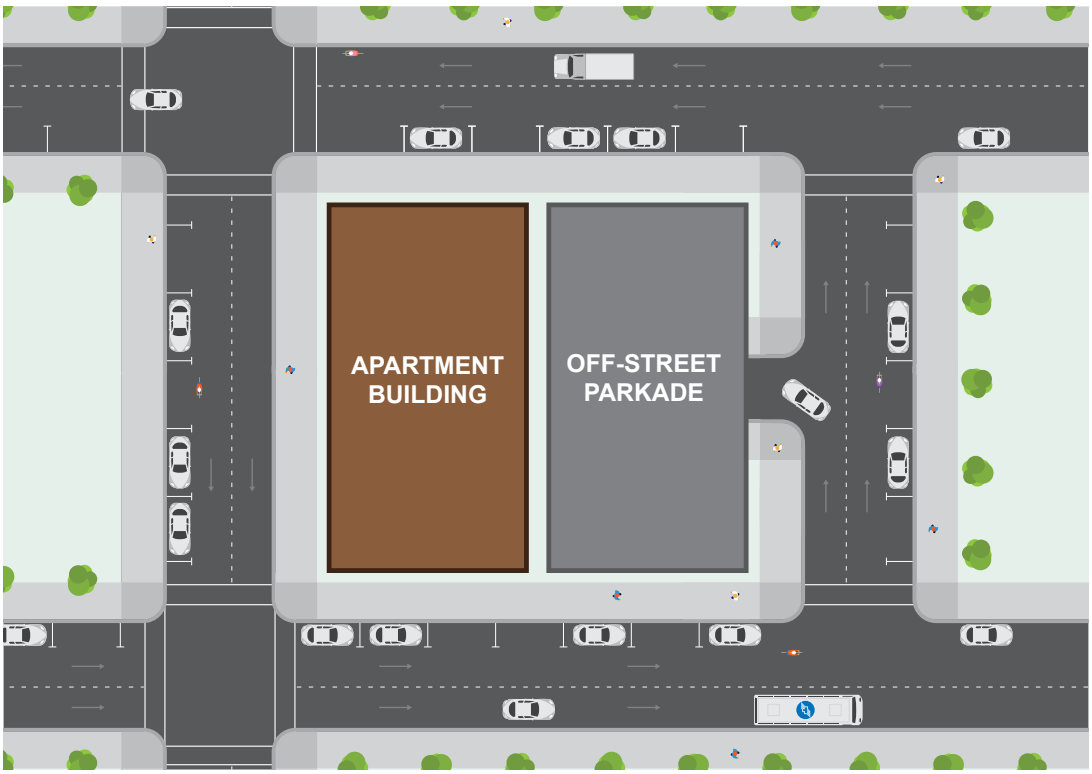
- **Unbundled Parking** – Unbundled parking refers to the de-linking of parking from the purchase or rental of property. This practice removes the 'sunken cost' of a parking space which is often attached to the purchase of a property. Unbundling parking gives buyers an opportunity to decide between paying for a parking space to store a personal vehicle and opting for another mode of transportation like transit or a carshare system.
- **Off-Street Parking Minimums** – The number of spaces that a developer must provide as part of a new development or redevelopment is generally based on the type of land use and/or the square footage. This number is referred to as an 'off-street parking minimum'. Some cities have eliminated off-street minimums altogether, in specific areas, or for specific types of projects. Under the Winnipeg Downtown Zoning By-law, there are no set off-street minimums for new developments or redevelopments within the downtown.
- **Parking 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. Offering cash or vacation credits in lieu of a parking space encourages people to opt for less expensive public transit and active transportation modes.
- **Shared Parking** – Shared parking refers to the practice of co-locating land uses with different peak demand hours in order to optimize the use of a limited supply of parking.

OFF-STREET PARKING SOLUTIONS

Encouraging the right type of off-street parking solutions including multi-level parking structures, park-and-ride facilities, and shared parking can help to manage the demand for on-street parking. These tools can free up on-street spaces and reduce congestion caused by drivers who have arrived at their destination but are forced to cruise in search of an available parking space.



SURFACE LOT



OFF-STREET PARKADE