Agenda – Executive Policy Committee – November 18, 2025

Report – Standing Policy Committee on Public Works – November 6, 2025

Item No. 1 Winnipeg Parking and Mobility Strategy

STANDING COMMITTEE RECOMMENDATION:

On November 6, 2025, the Standing Policy Committee on Public Works concurred in the recommendation of the Winnipeg Public Service and submitted the following to Council:

1. That the Winnipeg Parking and Mobility Strategy as the Winnipeg Parking Authority's five-year plan for how curbside space, parking and mobility services will be managed be adopted.

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

Agenda – Executive Policy Committee – November 18, 2025

Report – Standing Policy Committee on Public Works – November 6, 2025

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On November 6, 2025, the Standing Policy Committee on Public Works concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

COUNCIL DECISION:

On June 26, 2025, Council concurred in the recommendation of the Standing Policy Committee on Public Works and adopted the following:

1. That an extension of time of 120 days be granted for the Winnipeg Public Service to report back on the following:

    A. The Winnipeg Parking Strategy

ADMINISTRATIVE REPORT

Title: Winnipeg Parking and Mobility Strategy

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

AUTHORIZATION

Author	Department Head	CFO	CAO
R. Topolniski	J. Berezowsky	T. Graham	J. Dunford

EXECUTIVE SUMMARY

The Public Service recommends that Council adopt the Winnipeg Parking and Mobility Strategy.

The strategy is a five-year plan for how the Winnipeg Parking Authority manages curbside space, parking, and mobility services.

The strategy includes three goals:

1. Manage curbside space to support mobility, access, and a growing city.
2. Encourage transportation choices that support sustainability and mode shift.
3. Deliver ongoing service enhancements to improve the overall parking experience.

The strategy ensures that Winnipeg's approach to parking and mobility aligns with City policies and long-term transportation goals.

If adopted, the Public Service would phase in the strategy over five years. Council approval and/or further stakeholder and public engagement would be required for certain actions. This approach ensures the strategy aligns with budget cycles and regularly incorporates feedback.

RECOMMENDATIONS

1. That the Winnipeg Parking and Mobility Strategy as the Winnipeg Parking Authority's five-year plan for how curbside space, parking and mobility services will be managed be adopted.

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

REASON FOR THE REPORT

On March 8, Council concurred in the recommendation of the Standing Policy Committee on Infrastructure Renewal and Public Works and adopted the following:

1. That the Winnipeg Public Service be directed to report back with the Winnipeg Parking Strategy at the same time as the Transportation Master Plan.

On June 26, 2025, Council concurred in the recommendation of the Standing Policy Committee on Public Works and adopted the following:

1. That an extension of time of 120 days be granted for the Winnipeg Public Service to report back on the following:

    A. The Winnipeg Parking Strategy

IMPLICATIONS OF THE RECOMMENDATIONS

Adopting the strategy will provide clear policy direction, bring parking and curbside practices in line with OurWinnipeg 2045, the Transportation Master Plan 2050, and CentrePlan 2050, and position Winnipeg to take a coordinated, data-driven, customer-focused approach to parking and mobility that ensures curbside space works better for everyone.

HISTORY/DISCUSSION

History

The Winnipeg Parking and Mobility Strategy (WPMS) has been under development since 2020 with the following milestones and Council directions:

- On October 29, 2020, the Public Service submitted a conceptual framework to Council as information, outlining existing policies, best practices, and a five-year plan. Council directed the Public Service to report back with a revised strategy following conclusion of stakeholder and public engagement.
- Throughout late 2020 to early 2021, public and stakeholder engagement took place, a summary of which is included as Appendix B to this report.
- On March 24, 2022, an interim report on the strategy was submitted, along with a recommendation to submit the strategy at the same time as the Transportation Master Plan (*Transportation 2050*), so that the strategy would align with the overarching vision of *Transportation 2050*. The extension request was approved by Council.
- On June 26, 2025, Council approved *Transportation 2050*. On the same day, the Public Service requested, and was granted, an extension of time to submit the parking strategy within 120 days to allow further consultation with BIZ groups in paid parking areas.

Parking and Mobility in Winnipeg Today

Parking in Winnipeg is no longer just about finding a place to leave your car. It has become part of a larger mobility system that shapes how people get around, how businesses operate, and how Winnipeg's streets are shared. The curbside is now busy space, it supports not only parking but also rideshare pick-ups and drop-offs, taxis, food deliveries, carsharing, and accessible loading. With so many competing demands, this limited space has to be carefully managed to meet community needs while also advancing broader goals like sustainability and city-building.

The way Winnipeggers move is also changing. Vehicle-for-hire trips have grown rapidly, from 6.7 million in 2022 to more than 10 million in 2024, with 2025 on track for another record year. Carsharing has also become part of the mix. A local co-operative now operates nearly 200 vehicles for more than 4,000 members, offering both round-trip and one-way options. These

choices give residents flexible alternatives to owning a car, and they work hand in hand with other ways of getting around such as transit, walking, and cycling.
Paid parking remains a critical tool to keep parking available in high-demand areas. In 2024, the City managed approximately 3,850 paid parking spaces on-street, plus nearly 1,250 stalls across one downtown parkade and seven surface lots. On-street space makes up the majority of what the City provides.

Demand for paid parking has steadily recovered since the pandemic. Residents bought 2.5 million hours in 2023, a 25 percent jump from the year before but still below the 2019 high of 2.8 million. In 2024, purchases climbed again to 2.6 million hours, only five percent shy of pre-pandemic levels. This rebound shows how important paid parking remains for supporting access to downtown and other busy destinations.

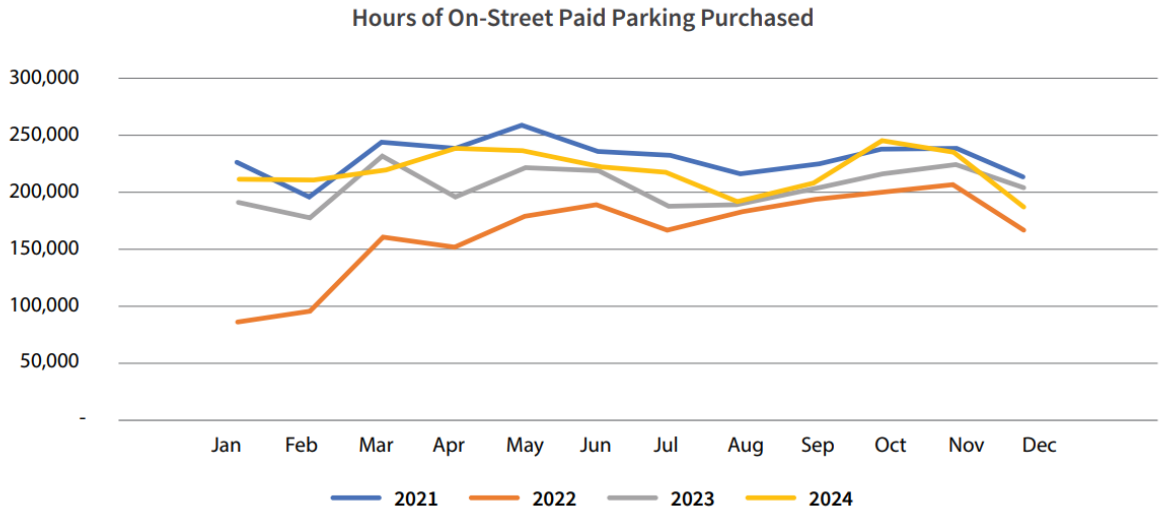


Figure 1: On-Street Paid Parking Hours Purchased

The Winnipeg Parking Authority (WPA) continues to manage parking services but now has a much broader mandate. In addition to operating paid parking, the WPA regulates vehicles-for-hire, permits carsharing, and provides EV charging at municipal sites. These new responsibilities position the WPA to help shape how parking and mobility work together across the city.

Overview of the strategy
The WPMS is a five-year plan that sets out how the WPA will manage curbside space, parking, and mobility services. Its goal is to provide Council and the community with a clear, coordinated framework that balances competing demands on limited curbside space, supports more sustainable travel choices, and makes parking easier to use. The strategy is included as Appendix A of this report.

Most of the actions in the strategy fall under the responsibility of the WPA. Where work involves more than one department, this is flagged so efforts can be coordinated across the City.

In 2020, the Public Service presented a conceptual framework to Council and carried out engagement using that framework. A summary of what we heard through that process is included in this report as Appendix B. The conceptual framework was updated to reflect feedback received through engagement, while also addressing emerging trends in parking and

mobility and aligning with other City master plans.

Following the initial engagement, several other major City plans have been adopted that influence how parking and mobility are managed. The WPMS now functions as a secondary plan under *Transportation 2050*, Winnipeg's blueprint for planning, investing in, and operating the transportation system over the next 30 years. *Transportation 2050* is guided by the Winnipeg Charter and aligns with *OurWinnipeg 2045* and *Complete Communities 2.0*. By aligning with *Transportation 2050*, the WPMS ensures that curbside and parking decisions contribute to the City's broader transportation vision.

Council also adopted *CentrePlan 2050* as a secondary plan by-law for downtown. While it is mainly focused on land use and development, it includes specific directions for parking and mobility in the downtown, where most paid parking takes place. This makes *CentrePlan 2050* an important companion plan for the WPMS and ensures that downtown policies are consistent with the City's long-term goals for growth and economic vitality.

The WPMS also connects with other City master plans where parking and mobility overlap as outlined in Appendix C of the strategy. Ongoing engagement will continue to shape the strategy as it is put into action. Any larger or city-wide changes to parking or curbside management will involve further consultation with those most affected.

In 2025, the City re-engaged with Business Improvement Zones (BIZ) in paid parking areas to confirm priorities and review areas of focus. Most of their feedback has been incorporated into the finalized strategy. This approach reflects the City's commitment to balancing diverse perspectives, maintaining transparency, and adapting the strategy as Winnipeg's transportation and mobility needs evolve.

<u>Goals, Objective and Key Results</u>
The WPMS has three goals:

1. Manage curbside space to support mobility, access, and a growing city
2. Encourage transportation choices that support sustainability and mode shift
3. Deliver ongoing service enhancements to improve the overall parking experience

Goals set the long-term direction and reflect the vision for how parking and mobility will evolve. Objectives break these goals into specific areas of focus, while key results define the measurable actions or outcomes that will allow us to track progress over the next five years. Together, they create a framework for setting priorities, measuring success, and adjusting as conditions change.

The following highlights illustrate the key actions that will be carried out to advance each goal.

Manage curbside space to support mobility, access, and a growing city by:

- Using data-driven management and enforcement tools to maintain availability
- Setting a regular frequency for when parking rates are adjusted
- Aligning parking rates and hours paid parking are in effect with demand, including proposing the introduction of evening parking where demand warrants
- Establishing new criteria for adding or removing paid parking across the city
- Contributing to the development of a curbside management strategy

Encourage transportation choices that support sustainability and mode shift by:

- Supporting carsharing and vehicle for hire transportation
- Exploring on-street electric vehicle (EV) charging with partners
- Exploring solutions for multi-modal trip planning

Deliver ongoing service enhancements to improve the overall parking experience by:

- Launching real-time parking tools
- Expanding customer feedback channels
- Improving regulatory oversight of private parking lots

An implementation plan accompanies the strategy, laying out when the WPA intends to act on each key result. This serves as a roadmap to guide delivery over the next five years, showing near-term priorities, medium-term actions, and longer-term initiatives. While the plan provides a clear picture of what will be worked on and when, exact timing and implementation dates may vary.

The strategy uses an engagement symbol to identify initiatives where further stakeholder or public input will be gathered before implementation. The strategy also identifies initiatives that are currently unfunded, with high level costing details included in the table below.

KR	Description	Cost Estimate	Year
KR 1.8	Candidate locations for adding paid parking are identified using the approved demand-based criteria*	$200,000	2028
KR 1.11	The WPA actively participates in the development of the City-wide curbside management strategy, ensuring curbside access is balanced for all users	TBD	2028
KR 2.5	In line with *CentrePlan 2050* and the City's climate goals, EV charging stations are piloted on-street in the downtown in partnership with a carshare cooperative (pending funding availability), and opportunities to provide electric vehicle charging stations in off-street parking areas are explored**	$40,000	2027
KR 3.4	Pending funding availability, motorists are provided with real-time information on on-street parking availability, parking rates, loading zones, accessible parking spaces, and residential permit zones through digital tools or platforms	TBD	2030
KR 3.5	Pending funding, signage for accessible on-street parking spaces is updated to improve visibility and make it easier for drivers with disabilities to locate and use designated parking or loading areas	$30,000	2028
Total		**$270,000**	

*Costs are for a consultant to undertake city-wide data and occupancy analysis
**Costs are for one on-street pilot in the downtown area

Next Steps

If adopted, the WPA will begin implementing the goals, objectives, and key results in coordination with other departments as required. Some actions can proceed with existing resources, while others will be brought forward through future budgets. Annual data collection, stakeholder engagement, and progress reporting will ensure the strategy remains transparent and adaptable.

Larger-scale changes to parking or curbside management will include further consultation before implementation. The WPMS provides a five-year roadmap but is designed to evolve as Winnipeg's mobility needs change.

FINANCIAL IMPACT

Financial Impact Statement Date: October 13, 2025

Project Name:

Winnipeg Parking and Mobility Strategy

COMMENTS:

There is no immediate financial impact from Council adopting the Winnipeg Parking & Mobility Strategy as the Winnipeg Parking Authority's five year plan for how curbside space, parking and mobility services will be managed. Any future financial implications that may result from implementing this plan will be addressed through the Winnipeg Parking Authority's regular budget process.

Lioubov Gavrilova-Crozier, Oct 13, 2025
Lioubov Gavrilova-Crozier, CPA, CA
Manager of Finance, Winnipeg Parking Authority

CONSULTATION

This report has been prepared in consultation with: n/a

OURWINNIPEG POLICY ALIGNMENT

Appendix C of the Winnipeg Parking and Mobility Strategy identifies all alignments. Key alignments in *OurWinnipeg 2045* and companion documents include:

- Prioritize sustainable transportation as the mobility option of choice (p.21 *Our Winnipeg 2045*)
- Ensure transparent and predictable conditions are in place to support desired business growth through attraction, investment and retention (p.24 *Our Winnipeg 2045*)
- Support the development and implementation of progressive, data driven parking supply management (p.45 *Complete Communities 2.0*)

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

- Appendix C of the Winnipeg Parking and Mobility Strategy identifies all alignments. Key alignments in *Winnipeg Climate Action Plan* and companion documents include: Encourage sustainable transportation options (p.29 *Climate Action Plan* 2018)

- A Clean Fleet-EV charging infrastructure can be installed alongside street parking (p.63 *Community Energy Investment Roadmap*)

WINNIPEG POVERTY REDUCTION STRATEGY ALIGNMENT

Consideration was given as to whether this report connects to the Winnipeg Poverty Reduction Strategy (PRS) and its goals and objectives, and it was determined that PRS is not applicable to this specific report.

SUBMITTED BY

Department: Public Works
Division: Winnipeg Parking Authority
Prepared by: Ajaleigh Williams/Lisa Patterson
Date: October 16, 2025
File No: WPA-020-2025

Attachments:

Appendix A: Winnipeg Parking and Mobility Strategy

Appendix B: Public Engagement Summary