WINNIPEG PARKING & MOBILITY STRATEGY

Public Engagement Summary

Background

We are developing the Winnipeg Parking and Mobility Strategy. The Strategy will outline the City's vision for:

- On-street parking
- Off-street parking
- Managing how we use space along the street (curbs)

Better parking will support residents, businesses, hospitals, and other key stakeholders. Strategy development was extended to align with the Transportation Master Plan which was adopted by Council in June 2025.

Engagement

We engaged with residents and heard from key stakeholders. Feedback helped us understand more about parking challenges.

Different perspectives on parking concepts helped us revise the Strategy.

Table 1 provides an overview of all public engagement opportunities.

Promotion

Public engagement opportunities were promoted using the following methods:

- City of Winnipeg website – launched on November 26, 2020, updated on January 15, 2021
- Promotional video – posted in November 2020
- News release – January 15, 2021
- Facebook and Twitter posts – 8 posts in December 2020
- Facebook advertisements – reached 90, 910 in January 2021
- City of Winnipeg public engagement newsletter – January 15, January 28, February 11, 2021
- Direct outreach to business organizations requesting their support in promoting to businesses.
- Direct outreach to hospital and medical centre contacts.

Table 1: Public Engagement Opportunities

Date	Activity	Details
Fall 2019	Statistical survey	Random sample of 600 Winnipeg residents. Data was collected to support parking rates review. Report in Appendix B.
Early 2020 – Fall 2020	Stakeholder meetings	Downtown and Exchange District BIZ organizations provided valuable information early on. They helped develop concepts and plan engagement activities. Five meetings were held throughout 2020.
Fall 2020	Webpage and forum	6,750 visitors (6,600 on the English site; 150 on the French site). 104 forum contributors. Forum contributions organized in Appendix C.
Early 2021	Online survey	Self-selected participation. Not a statistically valid sample. 1,927 participants (1,920 in English; 7 in French) Results in Appendix D. Postal code map in Appendix E.
January and February 2021	Virtual events	Two public events (59 registered; 33 attendees). Two business-focused events (41 registered; 22 attendees). Notes in Appendix F.
Early 2021	Stakeholder meetings	Meetings held with the business organizations, medical organizations and other stakeholders. We also met with Councillors with area specific concerns. Notes in Appendix G.

Key Findings

Biggest on-street parking challenge

for businesses

There is not enough on-street parking available near my business.



for residents

There is not enough on-street parking near my destination.



for hospital employees/visitors

I need to be at the hospital for longer than the on-street time limits allow me to park without moving my vehicle.



Biggest off-street parking challenge

for businesses

The price for off-street parking near my business is too high and will push potential customers to shop in parts of the City where parking is less expensive or free.



for residents

The price of off-street parking is too high.



for hospital employees/visitors

The price for off-street parking near the hospital is too high.



Factors the City should consider in relocating or removing paystations

Accessibility



- Consider nearby services and businesses (e.g. do not remove near medical offices).
- Ensure easy access, including snow clearing.
- Consider winter weather.

Technology barriers



- Ensure cash payment is still an option for those who do not have a credit card and/or cell phone.
- Visitors may not want to download another app so consider tourists.

Consider safety



- Appropriate lighting near paystations.
- Distance to paystation.
- Ensure the paystations that remain are maintained.

Make sure it's easy to understand



- Maps and signs should be clear.
- Ensure there are enough signs with the location number for the app.

What we heard

Table 2 highlights some of the feedback received, a response, and how it was considered in the recommended Winnipeg Parking and Mobility Strategy.

Table 2: What we heard and how it was considered

What we heard	How it was considered
Paid parking	
47% of online survey respondents were not supportive of using paid parking to increase turnover. There were two distinct views on the source of the problem: • Lack of turnover is a supply problem (i.e. add more parking lots, parking spaces, and parkades rather than change rates). • Lack of turnover is a demand problem. Address it by encouraging mode shift (a change in choice of transportation). In contrast: • 32% of online survey respondents were either very supportive or somewhat supportive. • 13% were neutral. • 8% needed more information.	Paid parking is one of the most effective tools cities use to manage the demand for on-street parking. Paid parking promotes turnover near popular destinations. We recommend modernizing the paid parking policy. The modernized policy would tie rate adjustments and the times of day paid parking is in effect to parking demand. This would also make it clear when to remove paid parking if demand decreases and add paid parking where it could be a benefit. We recommend engagement on the modernized policy will take place before implementation.
Other comments from those unsupportive of paid parking: • Paid parking causes residents to avoid those areas, impacting businesses (103 comments). • Paid parking seems greedy. • Parking is too expensive (96 comments). • The City should use time limits instead (39 comments). • This will not be effective because residents require longer parking times (35 comments).	On-street parking is for short-term stays. Time limits and paid parking promote turnover of parking spaces in high demand areas. We will continue to use these tools to manage on-street parking demand. To modernize the paid parking policy, we will recommend: • criteria for adding paid parking. • tying rates and the times of day paid parking is in effect to demand and setting a frequency for when rates would be adjusted. • criteria for replacing paid parking with time limited parking.

What we heard	How it was considered
Online survey showed most did not support using paid parking for mode shift. 59.33% strongly disagreed or disagreed. Some stakeholders noted the importance of investing in infrastructure to promote mode shift.	While the strategy includes initiatives that support sustainable transportation and mode shift, the recommended Strategy places more emphasis on managing turnover and curb space using paid parking. The Transportation Master Plan 2050 includes actions to support mode shift.
Residents see value in their parking spending going towards improving the area they are visiting. This was shown through: • 60% of residents in 2019 (statistical survey results) said they would be more willing to pay if revenues fund improvements. • 61% of online survey participants agreed that paid parking revenue should improve paid parking areas. • Seven online forum participants discussed their support. • Three event groups discussed their support.	We recognize the support for using parking revenues to improve the areas where fees are collected. Each year, the Winnipeg Parking Authority generates on average $3 to $4 million from on-street parking, after expenses to run this program are paid. Then, as part of the annual budget process, Council decides how much of that amount is transferred to the General Revenue Fund. The General Revenue Fund is used to pay for City operations and projects, benefiting all residents There are no plans to change where parking revenues go. The City has many unfunded projects, including parking infrastructure projects.
Some businesses have concerns about the fairness of the of on-street paid parking in some areas and not others. Other businesses are worried about the introduction of paid parking to areas that currently have free parking.	The intent of paid parking is to generate turnover. Paid parking is used in areas where there is high parking demand. We recommend a modern paid parking policy which will: • Standardize the process and frequency for changing paid parking. • Introduce clear criteria for when paid parking will be added to an area or removed/replaced with time limited parking.

What we heard	How it was considered
Most online survey participants did not support: • Introducing evening parking - 57% were very or somewhat unsupportive. • Progressive pricing - 55% very or somewhat unsupportive. • Dynamic pricing - 54% very or somewhat unsupportive. The main reasons for opposing were: • They would make parking too expensive/they seem greedy (147 comments). • The potential negative impacts on businesses and downtown (101 comments). • These changes seem confusing (94 comments). • Some trips require a longer parking time and it's unfair (83 comments). When deciding where to park, some residents (statistical survey participants) noted the costs of parking is the most important (28%) factor and others noted cost is important but not the only factor (61%).	We are not recommending dynamic or progressive pricing models. Instead, we recommend reviewing paid parking data and adjusting rates and the times of day paid parking is in effect based on demand. This means the City may consider implementing evening parking in some areas of the City that have a high demand for parking after 5:30 p.m. when paid parking currently ends.
We heard different views on how to approach changes in paid parking. Some workshop participants thought it was important to have measurable evaluation criteria. Others thought the process should be dynamic to reflect the community.	We recommend modernizing the paid parking policy. This will establish: • Criteria for when and how parking rates and times of day paid parking is in effect will be adjusted. • When paid parking could be converted to time limited parking. • When paid parking would be added to new areas. If Council supports the recommended approach, we will ask for stakeholder feedback on a proposed process and criteria.

What we heard	How it was considered
Accessibility, loading, off-street parking and fines	
There are some residents who have mobility challenges or cannot access a cell phone or credit card. Any changes to payment and paystations should consider them. Street maintenance around paystations, especially in the winter months, was also noted as an area of concern.	In the summer of 2025, City Council supported removing all on-street paystations. For residents and visitors without a cell phone or credit card, Prepaid Parking Booklets (formerly known as Scratch n' Park Meter Passes) are available at City facilities and can be ordered and mailed out at no extra charge. PayByPhone accepts debit payments, and offers a guest checkout option for those who prefer not to download the app. Snow removal around parking at the curbside will be taken into consideration for operational planning in the future.
Some stakeholders told us that the process for requesting a residential loading zone is not totally clear. There is some confusion about who to contact and how the city makes the decision.	We will work with Manitoba Possible to ensure information about the application process is provided to their membership annually. We adjusted our application evaluation process. Now, anyone who has been approved for accessible priority snow removal qualifies for a residential loading zone.
When it comes to off-street parking, there is support among online survey participants for shared parking (59% strongly support or support) and unbundled parking (48% strongly support or support).	Shared parking and unbundled parking are not specified in the recommended Strategy. The City has ongoing dialogue with local parking experts and key stakeholders and will continue to discuss progressive parking concepts.
There is support for progressive parking fines (60% of online survey respondents either very or somewhat supportive).	We will explore the legislative and operational requirements of progressive parking fines. If current Provincial legislation allows for it, the City will first begin applying progressive fines to overtime parking violations and expand from there to improve compliance of reoffenders.

Next steps

We will present the recommended Parking and Mobility Strategy to the Standing Policy Committee on Infrastructure Renewal and Public Works (SPC-IRPW). If approved at committee, it will then require approval from the Executive Policy Committee before going to Council for final consideration. We will notify those who subscribed for updates once the recommended Strategy is publicly available along with the opportunity to appear as a delegation.

If approved, the actions in the Parking and Mobility Strategy will be implemented over the next five years.

Some action items in the strategy will require further feedback and discussion with stakeholders to come up with the best solutions.

Appendices

Appendix A – Promotion materials

Appendix B – Statistical survey report

Appendix C – Forum responses

Appendix D – Online survey results

Appendix E – Postal code map

Appendix F - Virtual event feedback

Appendix G – Meeting notes