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Date: December 5, 2017 **File No:**
To: Peter Weeber, Chief Administrative Officer
From: JoAnne Kleb, Community Engagement Specialist
Anthony Haddad, Director of Development Services
Subject: **Parking Engagement Update and Recommendations**

Staff Recommendations

#1 - Lakeshore Drive

THAT Council continue to provide free parking on Lakeshore Drive and Riverside Drive;

AND THAT the parking spaces on Lakeshore Drive between Winnipeg Street and Power Street be changed to 3hr restricted parking from 9am-6pm, Monday to Friday.

#2 - Resident Only Parking

THAT Council direct staff to retain existing Resident Only Parking areas around the Hospital and Downtown.

#3 - Downtown Parking

THAT Council endorse the implementation of the following short-term recommendations:

- Martin Street extension seasonal changes to allow monthly employee parking from 6am-6pm from Monday to Friday from October to May to provide 70 more reserved parking stalls.
- City owned public parking lot hourly changes from 24/7 reserved to Monday – Saturday reserved from 6am-6pm to provide 85 more publicly available parking stalls on evenings and Sunday's.
- White Avenue change from metered parking to monthly reserved employee parking from 6am-6pm to create 12 more monthly rental parking spaces for employees.
- Westminster Avenue E change from free on-street parking to monthly reserved for employees between the hours of 6am and 6pm, Monday to Friday providing for 31 more employee parking spaces;

AND THAT Council direct staff to install wayfinding signage and directional signage to better identify the location, availability and programs offered downtown;

AND THAT Council direct staff to implement the complete Mobile Parking Payment Application.

#4 - Parking Regulations

THAT Council direct staff to prepare amendments to the Zoning Bylaw to increase the City's cash-in-lieu of parking requirements and decrease the number of vehicle spaces reduces for car-share vehicles;

AND THAT staff consult with the Development Services & Transportation Advisory Committees before bringing any amendments to Council.

Background

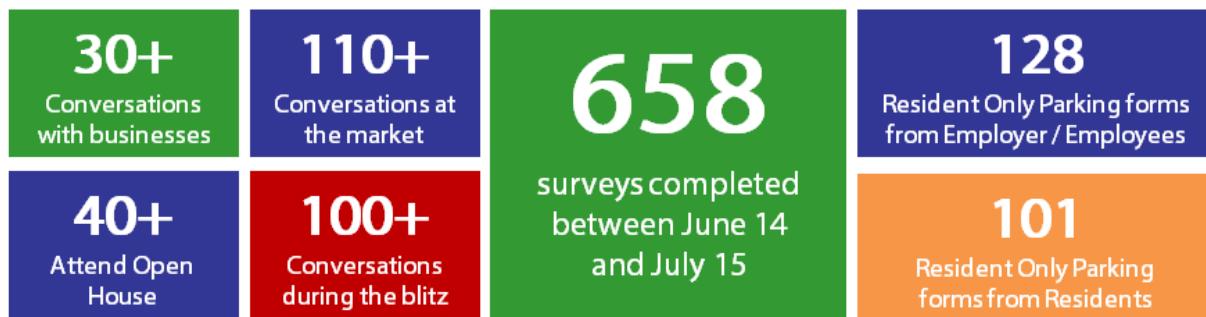
- In 2012, Council anticipated growing parking pressures in the community and endorsed a parking strategy in order to provide relief for residents, treat parking as an asset that can be self-funding, earn revenue for the city and introduced modern technology and systems that would enable effective management of the parking programs.
- The recommendations from this strategy were implemented gradually. To date, the City introduced pay parking in previously free off street parking lots Downtown and along the 100 blocks of Martin and Winnipeg Streets as well as Resident Only Parking (ROP) in three areas (Downtown East, Downtown West, and Carmi/Duncan around the Hospital).
- New developments downtown have reduced the inventory of available free parking by approximately 200 spaces, increasing the pressure on parking for residents, employees and customers in the area.
- In December 2015, Council supported further implementation of the parking strategy endorsing the introduction of Commercial Paid Parking at Lakawanna Park, along Riverside Drive and at Loco Landing as well as the expansion of the resident only parking program. Many residents expressed opposition to this decision and frustration with parking in general.
- As a result of feedback from the public, Council directed staff to review parking in the Downtown and surrounding area and suspend plans to implement Commercial Paid Parking along Lakeshore and Riverside Drive while the review is completed.
- An engagement plan was prepared to gather feedback from the community at large on parking Downtown and along Lakeshore Drive as well as specific feedback from people within the Resident Only Parking areas. To this end, the following engagement activities were conducted:

Dates	Activity
May – July	Meetings with businesses and stakeholders Downtown and along Lakeshore Drive
June 14	Parking outreach along Lakeshore Drive and Downtown
June 14 – July 15	Downtown and Area Parking Survey Resident Only Parking Feedback forms – Employers/Employees Resident Only Parking Feedback forms - Residents
June 22	Public Open House at the Library
June 24	Community Market

- In this report, staff have prepared a summary of the findings from these engagement activities as well as draft recommendations to address the findings.

Parking Engagement Summary

The engagement strategy included a mix of online and in person engagement activities to enable participation by all interested members of the community. With this approach, the City experienced the highest level of participation online to date. A summary of participation included:



Survey Approach

The main focus of the engagement activities was to collect measurable data about community perceptions of parking Downtown and the surrounding area. The survey was conducted using the City's [shapeyourcitypentiction.ca](#) engagement tool. Residents were asked to register on the system in order to complete the survey in order to improve the quality of the data collected by confirming residency in the area as well as minimizing the potential for duplicate survey completions.

Staff consulted with Discovery Research, a company specializing on the survey approach. Discovery Research indicated that for a city the size of Penticton, a controlled sample of approximately 380 participants from a representative demographic is recommended to achieve statistically significant results. It is their opinion that given the significant response rate, the results will closely align to those that would be achieved through a controlled sample. Discovery Research also advised that the cost to perform a comparable study relying on telephone surveys to achieve a controlled sample is estimated to be between \$12,000 and \$15,000.

Downtown and Area Survey Highlights

The Downtown and Area Survey gathered information about parking and transportation habits, challenges and opportunities as well as attitudes towards pay parking. Participation in the survey showed that parking continues to be a very important issue for the community. [Shapeyourcitypentiction.ca](#) saw record-levels of activity when the survey launched with two consecutive days of over 500 active users. The City also received 658 completed surveys, providing a wealth of data and insights into parking attitudes, perceptions and direction for staff. The [complete results](#) are available at [shapeyourcitypentiction.ca](#). Highlights have been included below:

Parking and Transportation Habits

Questions 1 to 5 asked participants about their parking and transportation habits. Through these questions we learned:

- Most survey participants are visitors to downtown at 59% (Approx. 24% work downtown and the remaining 17% are residents.)
- Downtown is not just a destination for the people who live and work there. In addition to the 49% who travel four or more times per week, another 33% travel two or three times per week.
- At 84%, the majority of residents travel Downtown in a personal vehicle. For 73%, this is also their preferred way to travel. Desire for alternate forms of transportation is quite low at 18% for walking, 6% for cycling, 2% for transit and 0.3% for carpooling. In the comments section, many people cited mobility issues, weather and convenience as reasons for preferring to travel by car.

Parking and Transportation Challenges

Questions 6 to 12 asked people about the challenges they face in parking and transportation Downtown.

- 41% of participants do not encounter any challenges when they travel Downtown and 45% say they always or usually are able to find parking close to their destination. 49% rarely or sometimes find it easy to find parking near their destination.
- Nearly half (51%) of participants identified weekdays in the afternoon as the most difficult time to find parking. Saturday morning during the community and farmers' markets was the second (43%) most difficult time to find parking and weekday mornings was the third (30%) most difficult time for participants.
- The most common challenge faced by people travelling Downtown is the availability of parking at 19% of responses. Remaining responses were distributed between frustration with the changes from the revitalization work, the area not being bike friendly, challenges for people with mobility issues and limited employee parking.
- Awareness of the parking programs that are in place to assist with managing parking Downtown is quite high. At 82%, nearly everyone is aware that there is free 2 hour parking on Main Street. Awareness drops somewhat for other programs such as free parking for the first hour in public lots and the low cost of meter parking.
- In the comments section, many people also identified challenges with signage, the synchronizing of the lights Downtown, fear for personal safety and security, the need for more bus times, and congestion during SOEC events, and the need for more Resident Only Parking.

Parking and Transportation Opportunities and Solutions

Participant feedback on opportunities and solutions was gathered in several questions.

- Participants were asked to rank who should have priority for parking Downtown. Although the results were close, the order of priority was 'customers' first followed by 'residents', 'employees' and then 'visitors' and 'tourists'. Even though 'residents' only made up 17% of the participation, they were identified as being the second highest priority for having parking.
- Participants were also asked to rank a few possible options to address the parking shortfalls. Encourage more walking and bike traffic received the most support. Adding more parking, allowing private businesses to provide parking, and improving public traffic were closely ranked. Adding a parkade was ranked the lowest of the options. In the comments section, adding a parkade was the most common suggestion to address parking shortfalls.
- Participants offered a number of options to improve parking and transportation downtown.

What can be done to improve your travel downtown?*

Bike	Park	Transit	Other
<ul style="list-style-type: none"> • Improve security (reduce thefts) • Improve safety (bike lanes downtown) • Bike racks • More bike routes • Lake-to-lake route • Bike pools 	<ul style="list-style-type: none"> • More free parking • More angle parking • More accessible • Modernize pay systems • Stricter enforcement • Better security • Designated carpool spots • Promote options • Reverse revitalization • Motorcycle parking 	<ul style="list-style-type: none"> • More frequent • Free for seniors • More affordable • Later service • Park and ride • Incentives • Lake-to-lake shuttle 	<ul style="list-style-type: none"> • Synch lights on Main • Add left turn lights • Improve security • Beautify routes (walking, biking, parking) • Hop on trolley • No variances for developers

Attitudes Towards Pay Parking

The survey also asked participants to share their preferences for pay parking in general as well as on the Okanagan lakeshore.

- Participants were split on whether or not parking should be self-funding. Approximately 46% strongly agree or agree the parking should pay for itself while 45% disagree or strongly disagree. The remaining 9% had no opinion.
- While participants were split on whether or not parking should be self-funding, the majority agreed that the City should not expand pay parking to Lakeshore Drive or Riverside Drive. Approximately 64% opposed expanding user pay parking while only 10% supported it. Approximately 26% would support charging for parking along the lakeshore with conditions such as making it seasonal, free for first three hours, affordable, exempt for residents, and not the full length of the lakeshore. Those that opposed charging for parking along the lakeshore expressed concerns about affordability for vulnerable populations and negative impressions on tourists.

Other comments or suggestions

The survey included two open-ended questions to allow participants to share their feedback on parking in general. Approximately half of participants completed one or more of the open ended questions. Between the two questions, participants provided 644 comments. The comments were grouped according to common themes. Of the people who participated, some of the most common themes include.

- Charging for parking along the lakeshore discourages tourism and impacts the most vulnerable populations.
- Pay parking Downtown is a deterrent for customers and takes away from the 'charm' of the community.
- The technology for paying for parking needs to be modernized to include mobile phone applications and credit cards. No Impark.

- The current parking programs are adequate and working well. Continue to charge for parking Downtown.
- Parking needs to be added. Look at options for more angle parking. Maybe time to invest in a parkade?
- Keep parking affordable and reasonable.
- Address parking and traffic issues at specific locations.
- Stop taking parking away (i.e. Brunswick, Downtown Revite. and variances) and require developers and businesses to provide adequate on-site parking.
- Look for creative solutions and investigate successes in other communities. (i.e. visitor passes, zone system and roaming pass.)
- Review opportunities to improve and incent use of transit. (i.e. lake-to-lake shuttle, longer service, free for seniors, free for downtown employees.)
- Simplify the Resident Only Parking program. Treat all citizens equitably and don't charge for passes. Confirm it is needed in some areas and implement as requested. Enforce it.
- Address the parking needs at SOEC.
- Recognize need for businesses Downtown and work with employers to provide parking.
- Time for a culture change and shift towards alternative forms of transportation. Programs should encourage biking and transit use.

Resident Only Parking Feedback Forms

Recognizing the different interests of people who live downtown and who work Downtown, a separate feedback form was created for Residents and to Employers/Employees to gather more in depth feedback on the Resident Only Parking (ROP) program from these groups.

Resident Highlights

- A total of 101 Resident Feedback forms were received from a possible ~700 participants in the program. They represented the three main areas with ROP programs including Downtown West (57), Downtown East (16) and the Hospital (24). The respondents were well distributed across the blocks that are designated ROP.
- The ROP program is extremely or very important to nearly 59% of participants and only moderately important to 17%. The program is not very important to approximately 22% of the participants.
- There is some willingness to pay for the program under certain conditions. Approximately 18% said they were willing to pay while 49% said yes with conditions. At 29%, a significant portion is not willing to pay as they believe they did not create the problem and should have the same services as other residents.
- In general, residents believe the program works well. Some of the challenges they face include: limited enforcement when there are infractions, illegal suites clogging the streets, inconvenience of permits and difficulty accommodating guests and visitors.
- They also appreciated the survey and identified that tensions are running high around the SOEC, and by the CRA and the Hospital. They would like to see employees' use available pay parking.
- Some participants don't support giving new developments variances on parking as they believe it contributes to the pressure on parking.

Employer and Employee Highlights

- Employers and employees also appreciated the opportunity to provide feedback on the program. A total of 128 forms were received from employers and their employees including 58 in the Downtown West area, 42 in the Downtown East area, 8 near the hospital and 18 elsewhere in the city.
- While this group enjoys a variety of transportation methods in the summer, personal vehicles are the primary means for transportation in the winter. For those that drive, only 21% have parking through their employer. Another 26% park for free within a 10 minute walk. Approximately 40% pay to park in a nearby private or City lot.
- Through conversations with employers and employees and the open ended questions in the survey, staff learned about some of the challenges faced by employers and their employees when it comes to parking and transportation downtown. One of the most common themes was that the majority of jobs downtown are retail or service industry jobs that are generally lower paying which makes paying for parking a significant challenge and a road block for recruiting staff. They also expressed reservations about walking to their vehicles due to safety concerns and frustration with street and residential spaces sitting vacant during the day.
- When asked for their suggestions on how parking can be improved to support business activity while continuing to provide relief for residents, several suggestions were offered including providing a free lot downtown, improving security, pressuring businesses to supply parking, encouraging residents to use onsite parking, better use of street parking, expanding transit services and converting more vacant lots to parking.

Conclusions

The following is a summary of the key conclusions drawn from the survey and the engagement activities.

1. Convenient parking continues to be important.

With record levels of interest in shapeyourcitypentiction.ca and the high level of response to the survey, parking is a very important issue to residents. Many appreciate the ease and convenience of parking in a smaller community like Penticton and want it to continue.

2. Customers are well served.

For the most part, customers of the downtown are well served by the available programs as they always or usually find parking close to their destination. They did identify that weekday afternoons and Saturday mornings can be challenging. Their main interests are in continued free and convenient parking especially with the high number of residents with mobility issues. Most participants agree that customers are the priority when it comes to parking downtown.

3. Pressure felt by Downtown residents and employees.

Residents and employees are experiencing the most significant challenges with parking and transportation downtown. Both groups are feeling the pressure of increasing densification. People with low-paying jobs or mobility issues are feeling the pressure on parking most.

4. Employees need affordable and safe options.

Because many of the businesses downtown are retail operations, onsite parking is not available and their employee salaries are low, making pay parking unaffordable. This makes it difficult for some employers to recruit staff. All employees want to park as conveniently and as affordably as possible

which is creating tension in residential areas. It is frustrating for employees to see spaces sit vacant on the blocks adjacent to their employer during the day or onsite parking not used. Employers and employees would like to see more affordable, convenient and safe parking.

5. Residents feel burdened.

Some participants are frustrated with employee parking on their streets. They believe they have the same rights as other residents and should not have to pay for parking passes or battle to have parking in front of their homes. They do value the Resident Only Parking program but wish it was not needed as it restricts their lifestyle, making it difficult to have guests or services at the home. It is also a hassle to participate. Participants are frustrated that the burden is on them to initiate the program and to complain in order to get enforcement. There were several requests for new areas to get Resident Only Parking including Heales, Caribou, Van Horne and Lakeshore Towers.

6. Require adequate parking from developers and businesses.

Many participants expressed concern about the number of variances given to new developments that will add to the pressure downtown. They would like to see businesses and developers provide adequate parking.

7. Provide more affordable and convenient parking and quit taking it away.

Participants value the conveniences of living in a small city including access to convenient parking. They would like to see more parking added downtown to address the pressures especially for residents and employees. There was some interest in adding a parkade, seeing it as an investment in the future and a way to relieve pressure downtown or around the SOEC. They would like to see the City stop taking away parking downtown.

8. Support use of transit and other alternative forms of transportation.

While the majority of participants prefer the convenience of driving, there was interest in supporting use of transit and alternative forms of transportation. Participants suggested reviewing transit schedules, routes and rates as well as introduce incentives to see if there are some easy wins or ways to promote transit use especially for workers downtown. There was also some interest in better serving those that do use alternative forms of transportation. They would like to see efforts made to make the City more bike friendly with more routes, better connectivity and secure bike storage.

9. Address site specific issues.

Participants identified a number of intersections and roads that may not be safe or could be enhanced in other ways to improve transportation downtown. The list has been provided to staff and is being reviewed.

10. Modernize payment systems

Residents would like to see more modern payment systems at the meters as well as when purchasing monthly or annual parking passes.

11. Pay parking on the lakeshore is not well supported.

The desire to keep the lakeshore free and accessible is not out of thriftiness but reflects widespread concern about the affordability of Penticton for all of residents and the desire to be welcoming of

tourists. Given the very short tourist season, residents question the business case for pay parking along the Lakeshore and the potential negative impacts on affordability for locals.

12. Challenges in other areas (SOEC and hospital)

While this engagement activity focused on downtown and area, feedback was also received about parking near the hospital and around the South Okanagan Event Centre. Residents around the hospital have been under considerable pressure during construction of the new tower and question whether or not hospital staff will use the parkade that is being built. Visitors to SOEC and neighboring residents also expressed concern about generalized pressure in the area.

Analysis and Options – Short Term Proposals

Lakeshore Drive

Staff Recommendation

Based on the feedback received and conversation with the community the desire for paid parking along Lakeshore for the entire year was not considered an appropriate solution.

Staff are however proposing a minor change to the parking spaces that exist between Winnipeg Street and Power Street. Right now there are no restrictions, other than 'no overnight parking'. Staff are proposing to change this areas to 3hr restricted parking from 9am-6pm Monday to Friday, to bring it in line with the areas closer to downtown. Further to the east along Lakeshore Drive, paid parking (with a 3hr time restriction) already exists, and the proposed change will assist in turnover, especially during high periods of use, but not unreasonably restrict parking for tourists. After hours and on weekend, no restrictions would apply.

As is stands right now, during the week many employees downtown park in in these spaces and take away availability for tourist. The proposed change would allow for visitors to use these spaces. To ensure that employees are provided with alternatives, the changes outlined below are considered appropriate to address the needs of some employees.

No changes are proposed to the parking spaces from the west of Power Street to Riverside Drive. Based on the feedback received, from businesses, residents and tourists, these spaces are in high demand by a variety of users throughout the year, mostly between May and September. By retaining their flexible nature, these spaces will be able to be used by the wide variety of users without any restrictions, as they are right now. Staff will need to monitor this change in light of the proposed 3hr restriction proposed from Power to Winnipeg Street, however with the alternative employee parking proposed within a closer walking distance to the downtown core, staff believe that the available of more suitable parking closer to the employment centres will provide adequate.

Hospital Area – Resident Only Parking

Staff have reviewed the resident only parking changes that have been put in place over the past few years and have received a variety of comments. The majority of residents appreciate the need for the restriction to be put in place and although staff have received concerns from a few resident that do not think the resident only parking requirements in these areas are appropriate or needed. Staff believe that the parking issues around the hospital are not going to get any better as it is the intention of Interior Health to have paid

parking within the parkade, once it is complete. Ongoing consultation with Interior Health will be required as implementation of paid parking within the parkade commences.

Staff do not recommend any changes at this time, and will continue to monitor the situation and bring back issues to Council as changes begin to be implemented once the Hospital Parkade opens. Should any residents in the street no want to continue on with the 'resident only parking' staff would require that all of the owners in the street be required to petition the City's bylaw department to remove the resident only signs. If this is done, staff will gladly remove the signage, but make sure that the residents are aware that they will not be re-installing signage should issues arise in the future.

Staff will continue to work towards the development of an on-line resident only parking tool that would enable residents to apply for their passes online. For the 2018 year, staff will be notifying residents that they can continue to use their 2017 parking passes, and it is intended that by 2019, a revised resident only parking program will be in place to enable residents to apply on-line for new passes.

Downtown

Based on the feedback received from residents, staff have identified a number of options to improve parking and transportation in the Downtown and area. While it is not economically feasible for the City to provide for 100% of the parking demand by the community in the form of parking spaces in the short term, there is the ability to better use the parking spaces that already exist. Staff have taken an approach to look at creating higher utilization of existing parking spaces when reviewing options for Council consideration for the short term solutions, based on the feedback received from the community. Like Lakeshore Drive, utilization of parking downtown varies based on the time of day and time of year and will be impacted by the increase in development downtown. Preparing for the loss of approximately 250 employee parking spaces due to new development has been considered as part of the short term solutions proposed.

Reconfiguration of employee / customer parking allocations to improve availability and utilization

In consideration of current utilization rates, through the analysis conducted by staff, an emphasis in particular within the Downtown was put on increasing the utilization of the approximate 3,500 parking spaces that exist Downtown. This is proposed by allocating the available parking, that the City has control over, more fairly for all users of Downtown in recognition of the peak and low utilization times. Utilization varies significantly in the summer months and the opportunity exists to re-think how we allocated parking in these areas based on demand, fairness and efficiency.

- ***Martin Street extension parking lot*** contains 70 parking spaces that are highly utilized in the summer months and poorly used in the shoulder season. Current parking regulations allow the community and visitors to park in this parking lot all year round for \$1/hr from Monday to Saturday. From June to September the lot is well used by visitors and often booked for special events. During the construction of the Lakeside Hotel addition, the whole parking lot was used for construction staging.

Staff are proposing to change the use of this parking lot based on its varied use throughout the year to enable a higher utilization over the entire year. It is proposed that all of the 70 parking spaces be allocated as 'reserved' parking from Monday to Friday between October and May. There is ample free parking along Lakeshore Drive during the shoulder season that removing these spaces from the

short term parking inventory will not have an unreasonable impact. The provision of 70 additional reserved parking spaces for downtown employees will be a benefit to the downtown businesses and employees and respond to the request from downtown employees for the provision of additional employee parking.

- ***The City owned parking lots on Ellis Street and Backstreet Boulevard*** currently contain 85 parking spaces that are reserved for 24 hours a day and for 7 days per week. They also contain hourly restricted parking. These 85 reserved spaces are primarily reserved for downtown employees and some residents. There are approximately 70 people on the wait list for these 85 reserved parking stalls.

On Sunday's, especially during the busy summer months, these spaces often sit empty as the employees who reserve these spaces only work from Monday to Saturday. During large weekend events no one else can use these spaces and they sit empty when parking downtown is in extremely high demand.

Staff are proposing to retain the 'reserved' nature of the spaces for Downtown employees and residents, however change the timeframe in which they are reserved. It is proposed to change this from the 24 hour/7 day per week to Monday to Friday reserved parking. This will retain the use of the reserved spaces for employees during the work week and open up 85 more spaces for use by the public during the busy weekends and evenings.

- ***White Avenue, between Main Street and Ellis Street*** contains 12 parking spaces that have metered parking from Monday to Saturday during the hours of 9am-6pm. Utilization of these spaces during the work week is low, however increases on weekends during the summer, especially during the downtown market and special events.

To improve the utilization of these spaces, staff are proposing to change the 12 spaces that exist between Main Street and Ellis Street from metered parking to all day reserved parking from Monday to Friday between 6am and 6pm, to allow for employees to have designated parking spaces during the week. On weekends and after hours, these spaces would revert to being available for members of the public.

- ***Westminster Avenue East between Ellis Street and Norton Street*** contains approximately 30 parallel parking spaces currently in this location, which are underutilized during the day. Staff have looked at the potential for these spaces to be converted to employee parking, by either retaining their current parallel form or redesigning the street to allow for angled parking. The street would still function as a two-way street, however the centreline of the road would need to be adjusted to accommodate the additional parking, if angled parking was proposed.

This area of downtown has low utilization during the week, however it increases in the evenings with the increase demand seen around high use times at the Cannery, Mile Zero and FitKidz.

Staff are proposing to reallocate this space as follows:

- 31 new reserved parallel parking spaces for employees from 6am-6pm, Monday to Friday
- Free parking for residents and visitors in the evening and on weekend.

This solution looks to make use of existing infrastructure and allow for benefits to both employees and adjacent residents in a cost effective manner.

The angled parking solution would gain more spaces but requires further work and is something that staff may look at in the future if demand warrants. The City has other streets adjacent to the downtown where this could occur further, however this portion of Westminster Avenue East was considered to be low impact given that no development fronts onto it, a larger portion is adjacent to the City's substation and it has low utilization, so displacing existing users was not considered a significant barrier.

Resident Only Parking – Downtown

Based on the feedback received during the engagement process, the majority of residents were satisfied with the resident only parking program in the streets adjacent to the downtown commercial area. Staff are not proposing any changes at this time. Should any residents in the street no want to continue on with the 'resident only parking' staff would require that all of the owners in the street be required to petition the City's bylaw department to remove the resident only signs. If this is done, staff will gladly remove the signage, but make sure that the residents are aware that they will not be re-installing signage should issues arise in the future.

Staff will continue to work towards the development of an on-line resident only parking system that would enable residents to apply for their passes online. For the 2018 years, staff will be notifying residents that they continue to use their 2017 parking passes, and it is intended that by 2019, a revised resident only parking program will be in place to enable residents to apply on-line for new passes.

Promote the availability of Parking and locations

One of the major concerns heard during the consultation and engagement phase of the parking strategy workplan, especially from the downtown business community, was the need for the City to assist in communicating the availability of parking and the types of parking programs that exist Downtown. To improve the perception and accessibility of parking availability downtown and also other forms of available transportation amenities, better identification at key entry points to the downtown are required.

- **Entry Signage:** The signage that is proposed will need to be clear, simple and enable visitors to be aware of the availability of parking and the street on which it is located. Along with information related to available parking, the signage should also include provisions for bicycle access, parking and transit information. Wording on each sign will differ based on the location, but promotion of the City's 'Free 1st hour' and other customer service initiatives will also be included.

The following locations have been identified for transportation related signage:

- Westminster Avenue West & Brunswick Street
 - This key entry point for visitors accessing downtown from Hwy 97 is an important location to direct people to the available parking on the west side of downtown.
- Eckhardt Avenue and Main Street
 - The southern entry to downtown provided opportunities to identify the location of parking facilities. Key decisions need to be made by travellers before this intersection, so directing

- them to available parking along Main Street and Ellis Street, for example will be an important function of signage at this location.
- Government Street & Van Horne Street
 - Many visitors to downtown travel along Government Street from the south and eastern sides of the community to access downtown. Directional signage will be important to inform visitors before approaching the intersection of Government Street and Ellis Street.
 - Vancouver Avenue & Van Horne Street
 - Entering downtown from Naramata, many visitors have to travel through downtown to access much of the community. Providing signage outlining the availability of parking will not only provide better directions to available parking but also assist in attracting drivers into the downtown to shop or dine, as opposed to passing through downtown.
 - Main Street Customer Only Parking: Concerns identified during the engagement phase involved some business owners and customers parking for longer than the 2hr restrictions allow along Main Street. While Bylaw Enforcement do their best to ensure that the 2hr restrictions are met, better promotion of the fact that these spaces on Main Street are for customers is required. Staff are proposing to add some additional signage to make it clear that these parking spaces are for customers. Bylaw Services staff will continue to monitor this area, however with the updated signage, will help to promote its availability for customers.

Should Council support the proposed changes, staff will update all of the mapping and communicate the downtown parking system to the community, employees and businesses. Updating the information online as well as in key locations throughout the downtown core will be important to implement to ensure commuters, pedestrians, cyclists and transit users know where the appropriate facilities are located.

Alternative Transportation

Support for alternative means of transportation within the community is a must when considering access in and around the downtown. While the focus of this report is around looking for solutions to deal with parking, the most cost effective ad healthy options involve better investments in cycling and transit infrastructure.

In listening to the community during the engagement phase of this process, many cyclists and transit users requested better investment to make accessing downtown by bicycle or bus safer and more convenient. While ongoing work with BC Transit is required to identify the appropriate frequency of service, much can be done to promote and enhance the ability for cyclists to access downtown. Staff are investigation options for secured public bicycle parking and through some of the signage initiatives above, promote the availability and location of bicycle parking that already exists.

The Alternative Transportation Fund that is set up is available for use to provide for improvements to the City's alternative transportation system, including bicycle lanes, bicycle parking, transit improvements and car sharing for example. Staff will work with the Transportation Advisory Committee to identify how this fund can be appropriate utilized to improve alternative transportation access and amenities downtown.

Council have recently approved new developments downtown that proposed to include 'Car-Share' vehicles as part of their development. These car share vehicles are not only available to the residents of the

proposed developments, but also for the public to use. Some of the vehicles will be parked in public parking spaces and as visibility and use of these vehicles increases, the potential for more car share vehicles increases. Staff will be working with the developers to ensure that promotion of the availability of the car share vehicles is included in communications around downtown transportation and access.

Increasing Transit Ridership

During the consultation period of the parking strategy work, many of the businesses and employees that were met with identified concerns with the current frequency of transit that exists, especially during peak hour times. Employees also mentioned that the convenience of driving a vehicle to work far more outweighed the ability for them to ride the bus to work. For example, if they can drive to work in five minutes, why would they wait for the bus for a half hour or longer? So the question of how we get more people taking transit is a difficult one to figure out considering the size of our community, but needs to be a priority to assist with the implementation of the parking strategy and long term transportation needs of the community. Some options for consideration to help promote and improve transit ridership include looking at:

- Free transit days/week
- Employee passes
- Increased frequencies, especially during peak times
- Working with larger employers downtown to help promote transit

Benefits of increase transit use include:

- | | |
|---|---|
| <ul style="list-style-type: none">• Increased use of public transit• Increased physical activity• Increased active transportation | <ul style="list-style-type: none">• Increased mobility• Reduced vehicle miles traveled• Reduced emissions |
|---|---|

So ultimately it is in the best interest of the community to invest in ways to achieve a higher transit ridership and staff will continue to work with BC Transit and employers in the community to identify ways to improve ridership. Staff will be working with the Transportation Advisory Committee to bring forward options for Council over the coming year.

Customer service enhancements

Improvements to customer service are an important part of the parking strategy work. No one likes receiving a parking ticket or having to pay a parking fine, so staff a looking to take a proactive approach to deal with these concerns form the community. Improvements in technology are also considered to provide people with more options for paying for parking. There is still the need to enforce parking to ensure the relevant parking restrictions are met to create turnover in the appropriate locations, however enforcement is proposed to take a different approach downtown.

- Mobile Parking App: The first initiative proposed, was implemented through a pilot program to enable more options for people to pay for parking downtown. The Parking App was piloted in two locations downtown, and is proposed to be available at over 600 parking spaces throughout the city, including on-street spaces and five off-street, parking lot locations. With the App, users can efficiently pay for parking sessions from their mobile devices, as well as:

- Monitor parking sessions
- Extend time remotely
- View payment history
- Receive email receipts

The app also features a digital wallet, which provides parkers with the ability to pre-load funds using their debit or credit cards to easily pay for future parking. Users can take advantage of loading \$20 onto their digital wallets and receiving a \$5 bonus in their wallets to pay for their parking sessions.

Regulatory changes

Discussion around parking regulations contained within the City's Zoning Bylaw have been part of the parking strategy process. Two areas of focus are proposed to be addressed, which are currently outlined in Section 6.1.2 of the City's Zoning Bylaw:

- Cash-In-Lieu Parking Reductions: The City's Zoning Bylaw allows for the number of required parking spaces in the downtown zones to be reduced by providing cash-in-lieu in the amount of \$6,000 per required parking space. These funds are deposited into the City's Alternative Transportation Infrastructure Reserve fund for use on alternative transportation measures such as bicycle infrastructure, transit service or other alternatives. It cannot be used to create more parking.

The current cash-in-lieu requirement of \$6,000 is not reflective of the true cost to provide parking on site and if considered to reflect the actual cost of providing parking, it ranges between \$7,000 and \$10,000 per surface parking space to approximately \$30,000 per parking space if constructed within a parkade. If it is the intention to ultimately provide more parking with the use of these funds, the \$6,000 will not make any headway into this as a solution for the parking strategy.

Staff are proposing that Council may wish to amend the cash-in-lieu requirement from \$6,000 per stall to \$20,000 per stall to better reflect the actual costs of providing more parking. As part of this change, staff would recommend that \$5,000 or an appropriate portion be applied to Alternative Transportation and \$15,000 be applied to the parking fund.

Should Council support this proposal, staff will bring back separate amendments to the Zoning Bylaw and Transportation / Parking Reserve funds for Council consideration. Consultation with the Development Services and Transportation Advisory Committees will also be undertaken and included in the report back to Council.

- Cooperative Vehicle Parking Reductions: The City's Zoning Bylaw allows the reduction in required parking for the provision of car-share vehicles. Car share vehicles are intended to be used by a wider variety of users with the intention to reduce or eliminate the need for residents of a building to have a vehicle and dedicated parking space for their unit.

The City's zoning bylaw allows for the reduction of 6 vehicle spaces for the provision one car-share vehicle within the development. Since this provision was made in the zoning bylaw there have been four projects in and around the downtown that have proposed to take advantage of it, with the first project due to be complete towards the middle of 2018.

While research was undertaken to determine the appropriate number of vehicle spaces to eliminate for a car share vehicle, some questions were raised around the loss of 6 spaces. There has not been any objection to the use of car-share in Penticton and in fact it should be further promoted, however now that four development are going to be moving ahead with the car-share program, staff believe that an amendment to the zoning bylaw to reduce the requirement from 6 spaces to 3 spaces will provide for a more appropriate reduction in the parking requirements.

Analysis and Options – Long Term Proposals

The management of parking and the City's transportation system requires ongoing attention and the solutions proposed above are intended to deal with short term problems and try to increase the utilization of existing parking spaces.

The City's OCP is currently under development and will include high level transportation direction for the City, including a focus around where the community's parking and alternative transportation needs are. Once the OCP is in place, the City will embark upon an update to the 2005 Transportation Master Plan which will commence towards the end of 2018 and developed through 2019.

SOEC Campus Parking

While not specifically addressed within the scope of the parking strategy work program for 2017, further work is proposed at part of the 2018 budget process. Staff are bringing forward a request for funds to commence an analysis around the parking management and needs of the SOEC area, including looking at the resident only paring options around the site. The City has received requests from streets around the SOEC for new resident only parking to be installed, with major impacts being during the 8-10 major events that are held at the campus. Staff will make sure that the scope of the parking work include the resident only areas, should the budget item be supported for 2018.

Financial Impact

The proposed changes outlined in the report are estimated to cost approximately \$20,000 for signage and paint markings. The following provides a comparison of the costs to reallocate existing space Vs providing new surface parking spaces to meet some of the demand identified

- 70 more monthly reserved stalls in Martin St extension
- 12 more monthly reserved stalls on White Avenue
- 31 more monthly reserves stalls on Westminster Avenue East
- 85 more publically accessible downtown parking stalls along Ellis Street & Backstreet Boulevard

- Cost of better utilizing 198 existing parking spaces = \$15k-\$20k in signage
- Cost of building 198 new parking spaces @ \$10k/space = approx. \$1,980,000

Should all of the monthly employee parking be utilized, revenues generated are estimated at approximately \$40,000.

Alternate recommendations

Should Council not support the changes that staff are proposing, Council should provide alternative direction. While the long term transportation needs of the community will be identified within the OCP process, staff believe that the short term solutions will be able to respond to most of the concerns identified through the community engagement process.

Council may which to consider each of the proposed changes on their own if they do not feel comfortable with the entire group of solutions brought forward.

Attachments

Attachment A – Lakeshore Drive

Attachment B – Hospital Area

Attachment C – Downtown Parking Area Changes

Respectfully submitted,

JoAnne Kleb

Engagement Officer

Anthony Haddad

Director of Development Services

Approvals

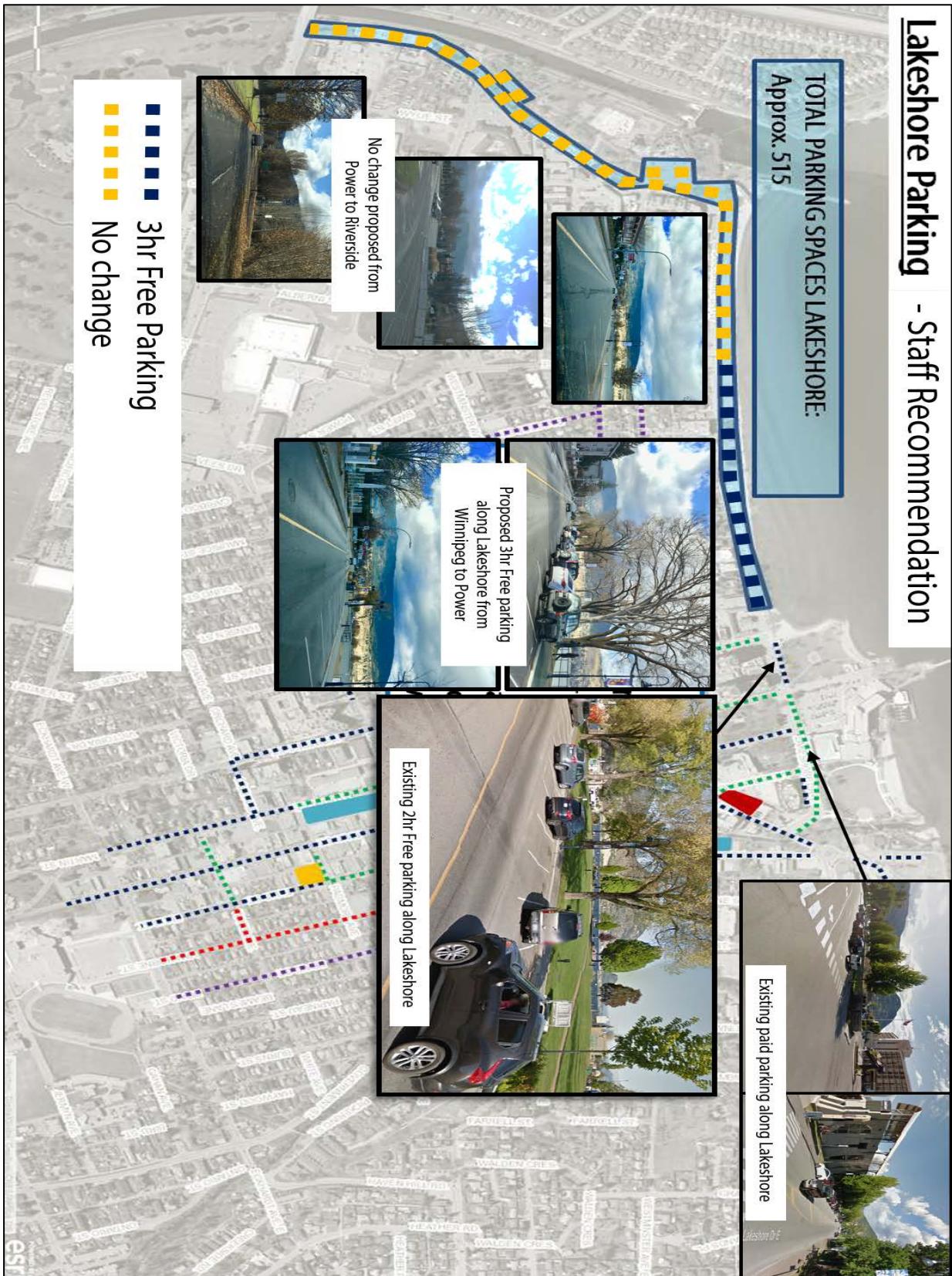
CAO

PW

Attachment A – Lakeshore Drive Proposed Changes

Lakeshore Parking - Staff Recommendation

TOTAL PARKING SPACES LAKESHORE:
Approx. 515

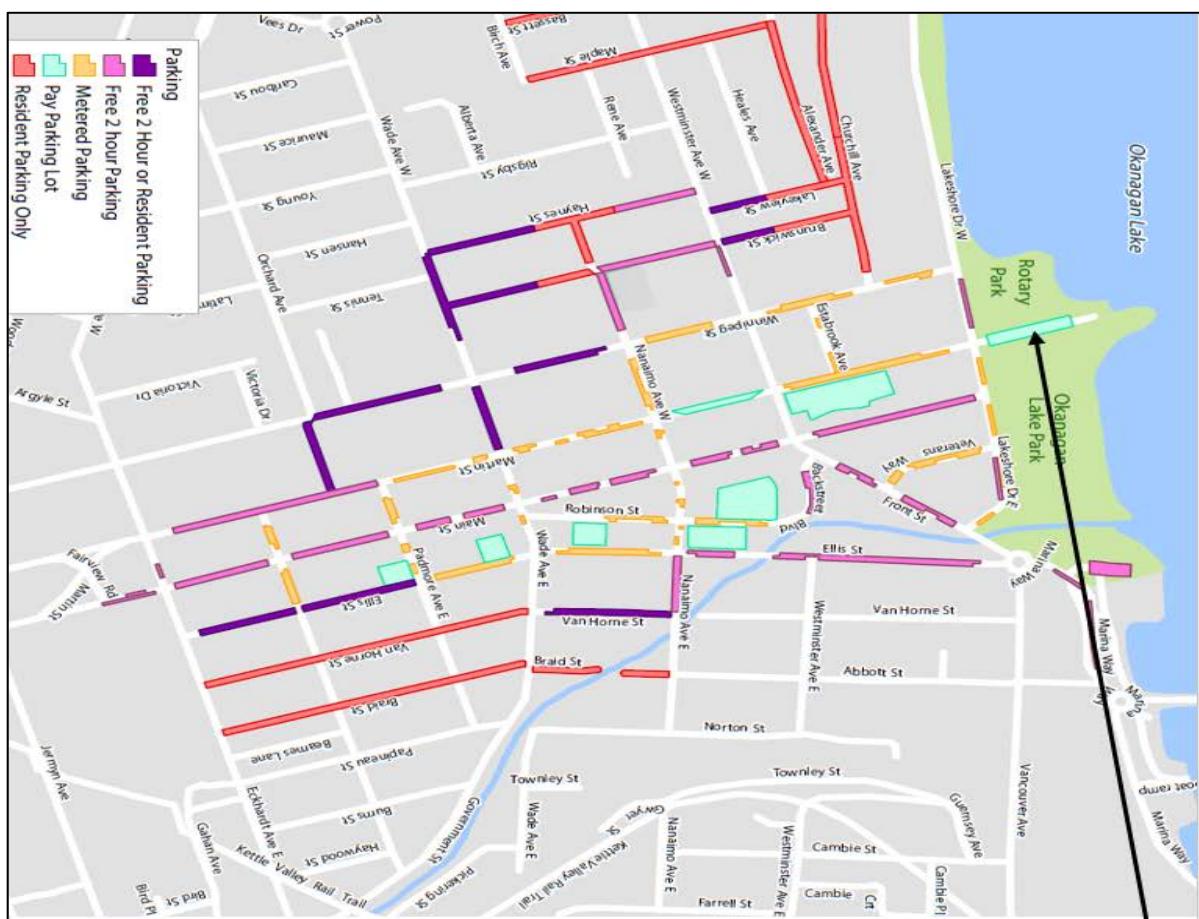


Attachment B – Hospital Resident Only Area Parking

<h3>Hospital</h3> <h3><u>Resident Only Parking – Hospital</u></h3>	
<p>The map shows the hospital building with a large blue 'H'. A red dashed cloud-shaped outline indicates the current resident parking area. A larger blue dotted cloud-shaped outline shows the proposed expanded resident parking area, which includes the red one and extends further west along Manor Park Ave. A legend in the bottom left corner identifies the line types: a solid red line for 'Existing Resident Only Parking' and a dotted blue line for 'Expanded Resident Only Parking'.</p> <p>Retain Rop in existing areas</p> <ul style="list-style-type: none">• Free Placards (unless replacement)• Move to on-line system• Simplify implementation for residents• Ongoing enforcement to respond to residential needs• Ongoing conversation with IHA regarding parking programs in place for employees• Review outdated Resident Only Parking Policy	

Attachment C – Downtown Area Proposed Changes

Okanagan Lake



Martin Street Extension Parking Lot

Existing

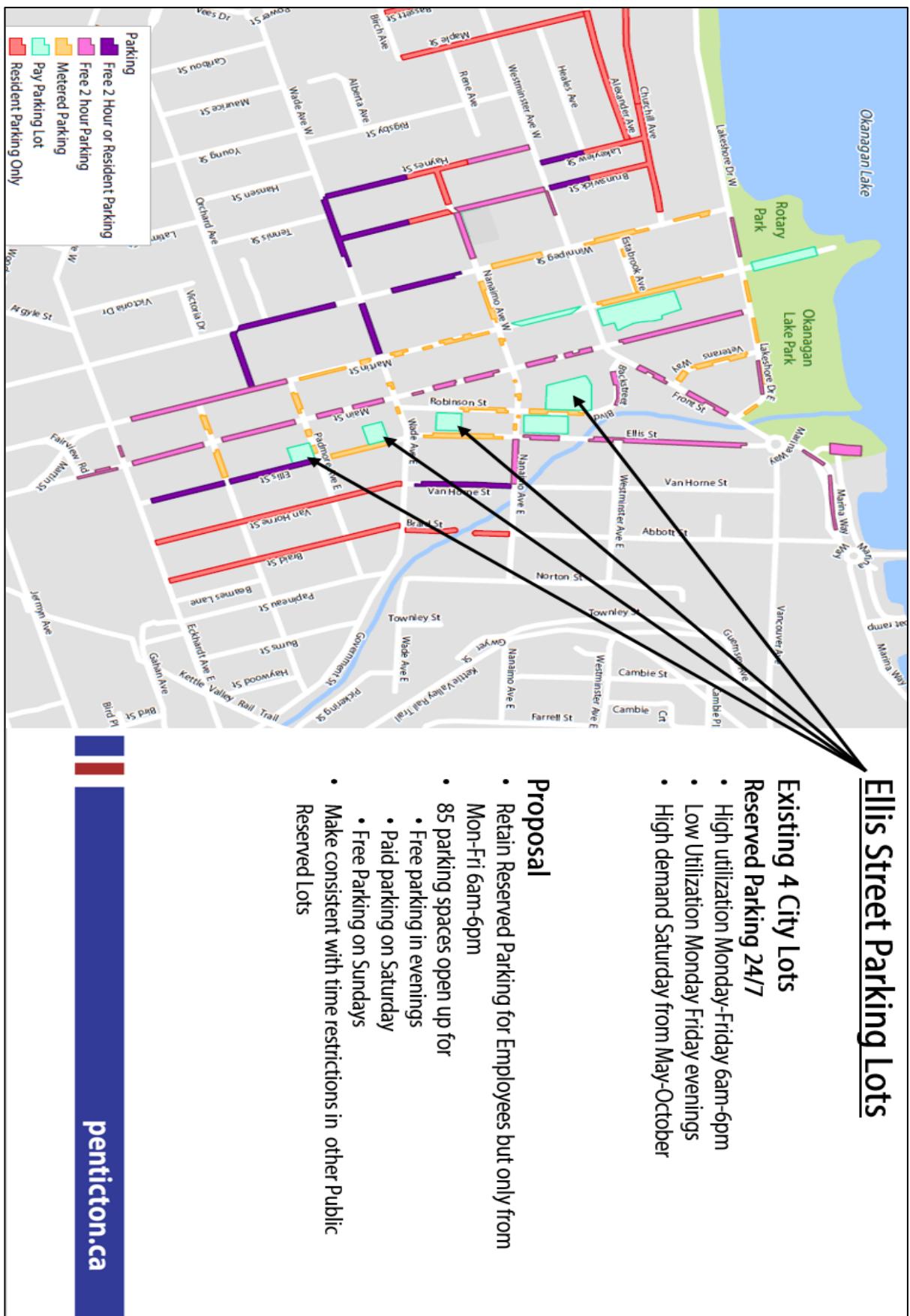
- 70 existing hourly paid parking
- High utilization June-September
- Low Utilization October-May



Proposal

- Retain 70 hourly paid parking spaces from June - September
- Create 70 new Mon-Fri Reserved Spaces for Employees from October - May

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Okanagan Lake

Okanagan
Lake Park



White Avenue (Main-Ellis)

Existing Parking Meters

- 12 parking spaces on White Avenue

Paid Parking Mon-Sat 9am-6pm

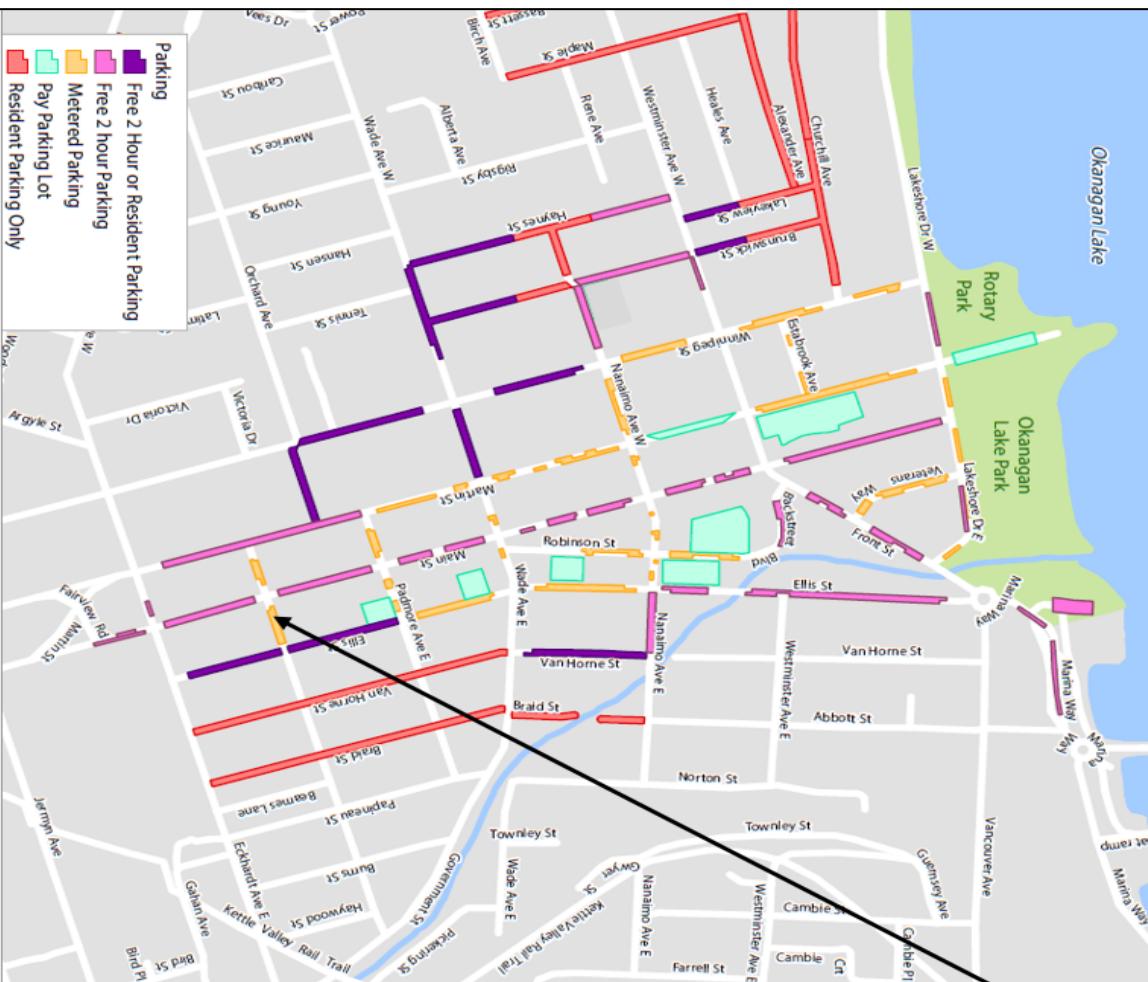
- Low Utilization Monday-Friday during daytime
- High demand Saturday from May-October



Proposal

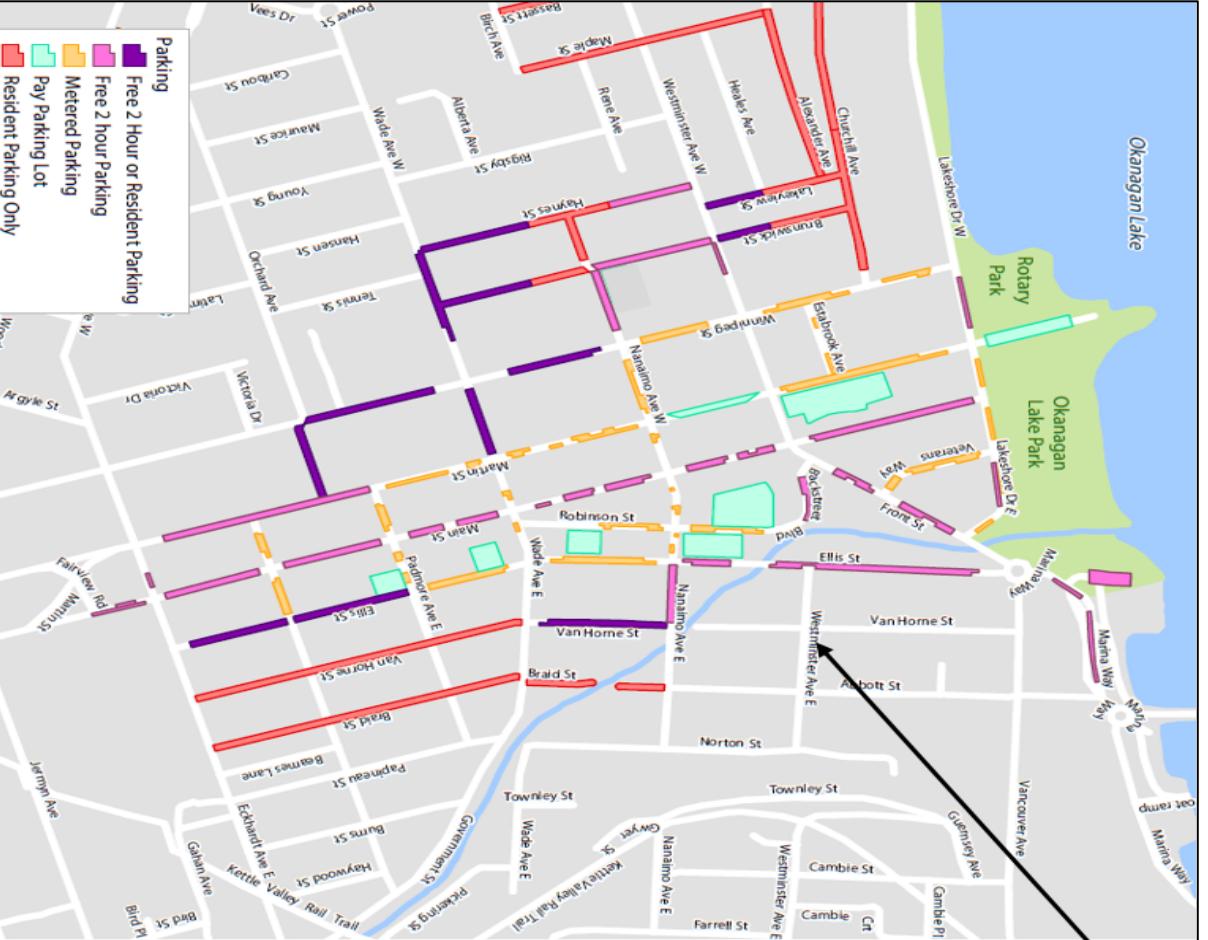
- Create Reserved Parking for Employees but only from Mon-Fri 6am-6pm
- 12 parking spaces open up for Employees
- Employee parking Mon-Fri from 6am-6pm
- Paid parking on Saturdays
- Free Parking on Sundays

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Existing On-Street parallel parking

- Westminster Avenue East between Ellis Street and Norton Street



Proposal

- Create Reserved Parallel Parking for Employees but only from Mon-Fri 6am-6pm
 - Approx. 30 parking spaces open up for Employee parking Mon-Fri from 6am-6pm
 - Free Resident parking in evenings and on weekend
- Low costs / use of existing road cross section
- Further consultation with adjacent landowners required

Use of existing space

Parking

- Free 2 Hour or Resident Parking
- Metered Parking
- Pay Parking Lot
- Resident Parking Only

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