

Kelowna's Parking Management Strategy

We want your feedback. The City is changing parking rules and regulations as part of a city-wide Parking Management Strategy. We want to make sure our parking system:

- ▶ Improves availability of short-term parking spaces
- ▶ Continues to pay for itself so that general taxation is not impacted
- ▶ Offers customer service options for better customer interaction
- ▶ Provides a balanced transportation network for residents

Based on research and planning, the City has prepared a series of GUIDING PRINCIPLES that will set the tone and general direction for the strategy and any related policy, rule, regulation, bylaw or enforcement changes/updates moving forward. We have also created a series of related RECOMMENDATIONS that will be implemented, or considered for the near future.



Our goals are: improving availability of short-term parking spots, maintaining a system that pays for itself, improving customer service options and balancing our transportation network.

GUIDING PRINCIPLES



The City will focus on excellent short-term parking management to support higher turn-over while maintaining a governing role in long-term parking solutions.

The City's primary role in parking management should be to provide short-term public parking, including the protection of existing on-street space, with a secondary role of governing and planning for long-term parking.

WHY?

- ▶ The City is best suited to provide short-term parking because it already owns and maintains the on-street infrastructure where the majority of short-term parking is located.
- ▶ The private sector is best suited to provide long-term parking because it has greater ability to make long-term investments in land, to incorporate parking into other development projects, and to respond to market demand
- ▶ High turn-over rates in commercial areas support thriving business activity
- ▶ Ideally, parking management best practices offer a vacancy rate of at least 15% in peak hours (about 1 available parking space per block)
- ▶ Minimizing long-term on-street parking improves turnover in commercial areas by creating more access

DID YOU KNOW?

- ▶ Downtown, the City maintains approximately 70% of off-street long-term parking. More than either Kamloops or Vancouver.
- ▶ Kelowna has lowest parking rates to other comparable cities in BC.

Comparison of Parking Rates

CITY	ON-STREET RATE
Kelowna	\$0.50 (per hr)
Vernon	\$1.00 (per hr)
Penticton	\$1.00 (per hr)
Kamloops	\$1.00 (per hr)
New Westminster	\$1 - \$1.40 (per hr)
Victoria	\$2.50 (per hr)

HOW DO WE ACHIEVE THIS? A few ideas we are considering...

- ▶ Review parking fines and enforcement tools to encourage compliance with regulations and get tough on frequent offender parking space hogs who plug meters, ignore parking tickets or don't mind paying low-priced fines for convenient parking. Better compliance with rules = better parking availability.
- ▶ Consider increases to parking rates and allow more flexible payment options to encourage use of alternative transportation modes and to fund future equipment and infrastructure upgrades (previous studies have recommended at minimum \$1.00 / hour and \$6.00 / day).

- ▶ Consider variable parking rates i.e. higher rates in high demand areas (where occupancy is greater than 85%) and lower rates in lower demand areas.
- ▶ Implement pay parking and time restrictions where demand is high (greater than 85%) and there is a desire for greater turnover of parking spaces (commercial areas). Also, consider expanding time restricted parking in medium/high demand commercial areas and residential areas adjacent to highly-used parking areas.



The parking system will continue to pay for itself (will operate under a user-pay system).

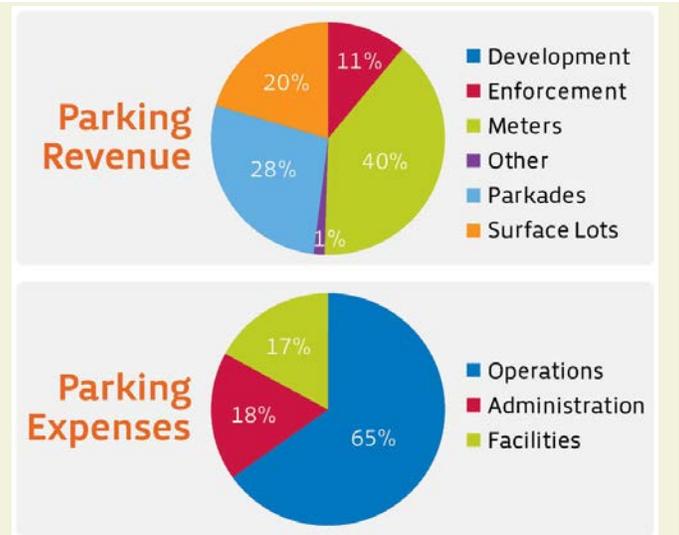
There are many costs associated with parking: infrastructure, maintenance, equipment, enforcement, upgrades, customer service applications, replacement, land acquisition, management and more.

WHY?

- ▶ Where possible, parking should be user-paid
- ▶ Parking revenues should cover the costs of infrastructure maintenance/replacement
- ▶ A sustainable parking reserve fund should be maintained to allow for new investments in technology or infrastructure as the city develops and grows.
- ▶ Parking fees must account for the cost of appropriate enforcement to ensure compliance and fairness for all users
- ▶ Efficient revenue collection will help to support the transportation system, save for future needs and reduce tax impacts.

DID YOU KNOW?

- ▶ With paving, design, infrastructure, enforcement, maintenance ++ it costs \$15,000 - \$35,000 to build a new parking stall in Kelowna.
- ▶ Since 2005, the cost of providing parking has increased by 4.7% per year.
- ▶ Parking infrastructure is expensive. It will take approximately 22 years to pay off the Library and Chapman parkades.
- ▶ Downtown is the only place people pay for on-street parking.
- ▶ Parking occupancy downtown is about 60%;
- ▶ In South Padosy, where some streets have time restrictions and some have no restrictions at all, more than 85% of parking spaces are occupied.



HOW DO WE ACHIEVE THIS? A few ideas we are considering...

- ▶ Increase public parking rates to account for the actual cost of parking including infrastructure construction, maintenance, rehabilitation, and renewal; in addition to the administrative, operating, and enforcement costs.
- ▶ Ensure that the annual fee for on-street residential parking permits accounts for the administration costs to operate the program.
- ▶ Make parking rates more flexible so the City can respond to changing demand for parking and to keep up with changing costs to build, operate and maintain the parking system.
- ▶ Increase enforcement and fine structure to be more aggressive toward repeat or frequent offenders.
- ▶ The current "cash-in-lieu" option, where developers can pay a fee to lower the parking spaces required under the Zoning Bylaw, only covers about 75% of true costs. The intent of the fee is to contribute to future parking infrastructure to off-set the resulting space shortage. Consider increasing the fees to cover the full cost of land, construction, maintenance, renewal, operations, administration and enforcement for parking facilities.

OR

- ▶ Consider eliminating the "cash-in-lieu" programs and work with developers to ensure they meet full requirements for long-term parking.



Focus on customer service and fairness in parking practices by providing options, technologies and information.

Payment options, fair practices and real-time information make parking more accessible, easier to find, eases (or lessens) enforcement and supports active business areas and balanced neighbourhoods.

WHY?

- ▶ Multiple payment options are easier and more convenient for users.
- ▶ Parking validation options are good for business and customer service.
- ▶ Updated technology and timely/accurate information helps people find parking and travel solutions.
- ▶ Fair enforcement practices with more aggressive penalties for repeat for frequent offenders improves compliance which improves parking availability.

DID YOU KNOW?

- ▶ Modern Pay Stations and meters with communication capabilities are more efficient to operate and provide greater flexibility in terms of payment methods and adjusting pricing to meet demand.
- ▶ “Pay by phone” technology provides various payment options, allows the user to extend time remotely and ensures they only pay for the time they wish to park.
- ▶ “AutoVu” license plate recognition technology allows officers to efficiently patrol areas and focus on frequent parking offenders.
- ▶ Increased fine structures in 2010 resulted in a 70% decrease in the number of parking tickets issued per month, but overall revenues remained unchanged.



HOW DO WE ACHIEVE THIS? Some ideas we are considering...

- ▶ Increase public awareness efforts to help all users comply with parking regulations and to be respectful of local residents and businesses.
- ▶ Invest in customer service technology such as modern pay stations that are more efficient to operate and offer more flexible payment options and parking information for all users. That is, replace coin only on-street meters with modern pay stations to provide greater flexibility in payment and pricing options.
- ▶ Make investments in technology such as “AutoVu” enforcement vehicles that reduce enforcement costs by allowing more areas to be patrolled more efficiently.
- ▶ Implement pay parking and time restrictions where demand is high (greater than 85% occupancy) and there is a desire for greater turnover of short-term parking spaces (commercial areas).



The City will work with institutions, businesses and developers to plan solutions for parking management.

Parking policies must coordinate with the private and institutional sectors to ensure efficient and economical ways to address parking and transportation overall. Policies should help to encourage public-private partnerships as well as private investment

WHY?

- ▶ It ensures that parking is provided by the most suitable agencies.
- ▶ Coordination of parking policies will make the most efficient use of space and help the City achieve transportation goals.
- ▶ The way institutions and businesses operate parking impacts City parking (i.e. hospital, Landmark Centre) and neighbourhoods.
- ▶ It is important to work collaboratively to find parking solutions that are cost effective and provide good customer service and meet community needs.

DID YOU KNOW?

- ▶ Downtown parking rates are less than those at Kelowna General Hospital, UBCO and Prospera Place
- ▶ The City is only one of many parking providers, which include private businesses, parking operators and institutions (i.e. Kelowna General Hospital, UBCO, Prospera Place, etc).

HOW DO WE ACHIEVE THIS?

- ▶ Encourage developers/landlords to unbundle parking price from the multi-family housing or rental price i.e. a person buying a condominium would also have to choose whether to buy a parking stall in the development.
- ▶ Develop an employee transit ProPass program for monthly passes at reduced rates.
- ▶ Support transit, cycling, walking and carpooling programs for major employers, institutions, and developments to reduce parking demands in their neighbourhoods.
- ▶ Review development and zoning bylaws to ensure that private development provides appropriate long-term parking.



How can the City create and support a more balanced transportation network?

Parking is part of the larger transportation picture. We need to get serious about discouraging single-occupant vehicle congestion and encouraging other ways to commute. Inexpensive and plentiful parking will not encourage people to use transit, walk or cycle.

WHY?

- ▶ Sustainable transportation methods offer better uses of land and create more attractive neighbourhoods.
- ▶ We need to be able to increase the number of people travelling to areas, without necessarily having more vehicles.
- ▶ We want people to think more about their travel choices - if parking is cheap, other options will not be competitive.
- ▶ Parking revenues could be used to improve transportation system overall - i.e. improving transit and cycling networks as well as future parking needs (incl. bicycle parking).

DID YOU KNOW?

- ▶ The City is looking to reduce single occupant vehicle trips in the urbanized core by 2030.
- ▶ It is City policy that parking rates be at least 10% higher than equivalent transit costs.

Duration	Parking	Transit
Daily Rate	\$3 - \$4 / day	\$4.50 (2-way Trip)
Monthly Pass	\$47 - \$88 / month	\$60 / month

HOW DO WE ACHIEVE THIS?

- ▶ Implement policy that puts parking rates 10% higher than equivalent transit costs.
- ▶ Support Travel Demand Management (TDM) strategies to improve walking and cycling networks, bicycle parking, carpooling programs, transit improvements, and higher density mixed-use developments.
- ▶ Provide preferred parking for more sustainable transportation choices including public car-share programs, carpools, micro-vehicles/motorcycles, or electric/hybrid vehicles.

