

Context & Background

Duncan City Council passed the following resolution at its May 9, 2005 Council Meeting.

THAT the City of Duncan accept in principle this new parking management model, characterized by:

- > A new tone for downtown as “100% customer friendly”
- > A new tone for downtown parking signs
- > New directional signage to help parkers find the right parking spot
- > A kinder face of enforcement

AND THAT City Staff prepare a detailed implementation plan for this new model.

The City’s new parking model requires that we change our approach to parking management in the downtown core by shifting the emphasis away from a pure enforcement model to a model that involves a multi-faceted approach: better signage, more options for parkers, ongoing public/merchant education and enforcement that targets the repeat offenders.

This new plan has three main goals:

1. to encourage customers to park in the downtown core, and to provide plentiful parking for them
2. to discourage long-term parkers (e.g. workers and students who need all day places to store their car) from parking in the downtown core, and to provide easy-to-access long-term parking for them on the periphery of the core
3. to ensure that no customers receive parking tickets by targeting the long-term parkers only

Actions For Implementation

City of Duncan staff have identified **eight (8)** actions required to implement the new parking model.

1. New signage

1.1 Short term parking signs

The "2-hour parking" signs will be replaced with signs that say:

Customer Parking
(Up to 3 hours)

(It is likely that the 50 existing metal signs can simply be covered with a large sticker containing the new wording for less than \$900)

1.2 Long term parking signs

More "dollar-a-day" signs will be printed for placement in the areas outlined in 2.2, below. (approximately 4 signs)

1.3 Loading zone signage

New signs will be printed for new loading zone spots in the downtown core. (The locations will be selected through consultation with delivery companies)

Commercial
Loading Zone
(Up to 1 hour)

2. More parking spots

2.1 More parking in the core for customers

Identify opportunities for increasing customer on-street parking spots by converting some parallel parking areas to angle parking on some downtown streets. (e.g. portions of Ingram Street)

2.2 Easier access to long term parking

2.2 a) Convert some 2-hour parking spots to “dollar-a-day” spots

Following consultation with Duncan St businesses, convert 42 parking spots on the West side of Duncan St between Trunk Rd. and Queens St., leaving 15 customer parking spots at the South end (from Trunk Rd to in front of the Duncan Garage). There are also 10 customer stalls on the East Side of Duncan St from the Phoenix to Coronation Ave. and 3 stalls on Coronation Ave beside the professional building.

(If more are required in the future, there are an additional 13 parking spots on Canada Ave between Ingram St and Island Savings Insurance that could be converted to \$1 a day parking.)

2.2 b) Allocate more “all day free parking” spots on streets within 4 blocks of the downtown core

Allocate one side of 3rd and 4th streets between Jubilee and Canada Ave, and one side of Brae and Ypres Rds. as “all day free parking” for business owners/employees, and night-time parking for residents. Currently the south side of 1st and 2nd streets have no time restrictions. Consideration will be given to converting the West side of Brae Rd to angle parking.

(If more are required in the future, consider allocating one side of 2nd, 3rd and 4th streets, between Jubilee and Centennial Park. This additional allocation would require consultation with the residents of this area.)

3. Amendments to the Parking By-Law

3.1 To prohibit long term parkers from abusing short term customer stalls within the ‘downtown core’.

Long-term parkers are classified as people who work or study in the downtown core and need to park all day (i.e. longer than three hours). To prevent these people from doing the ‘shuffle’ we will amend the bylaw to prevent these long-term parkers from re-parking in the ‘core’ (Government St to Ingram St and Canada Ave. to Boundary St) within 6 hours of initial parking.

3.2 To incorporate a revised fine structure to act as a deterrent for long term parkers

<u>General</u>	Fine	Pd in 72 hrs
Long-term parkers re-parking in the “core”	\$60	\$20
Park in a commercial loading zone	\$60	\$20
Park with expired monthly pass	\$40	\$10

Safety

Park across crosswalk	\$60	\$30
Park within 5 m of fire hydrant	\$60	\$30
Park in Handicap without permit	\$100	n/a

3.3 To update the Parking Pass rates

Reinstitute monthly passes and adjust the fee structure as follows:

Monthly Passes	\$19
Three Month Pass	\$54 (\$18 per month)
Six Month Pass	\$102 (\$17 per month)
Yearly Pass	\$180 (\$15 per month)

Introductory offer: First month's Parking Pass is reduced to \$10. This introductory offer will be in place for the first 3 months (starting from the point that the public education campaign begins).

4. New directional signage for long-term parking spots

New signs will be printed using the traditional blue and white "P" in a circle, with the words: ALL DAY in white above the P. These signs will direct parkers to the "dollar-a-day" lots and spots.

Staff will identify key locations where these signs will be erected.

5. Modified parking staff hours and enforcement practices

5.1 Reduced staff hours

A phased-in approach to staff changes will be implemented. This will utilize the current knowledge base and work towards a transfer of that knowledge.

Reduce Summonses to 8 hrs / wk from 25hrs

Reduce Sgt. to 5 hr days from 8 hr days

Cut patroller to 4 days / wk at 5 hrs

5.2 Modified patrol route and frequency

Parking staff will vary their start times and days, and vary the intervals for returning to the same area (3 hrs, 3.5 hrs, 4.5hrs etc)

5.3 Targeted enforcement

Parking staff will do their utmost to not ticket customers.

Parking staff will focus primarily on and manually track the license plates of long-term parkers who consistently use the short-term, on-street spots (aka "repeat offenders").

Prior to the issuing of any "Ticket" there will every effort to ascertain whether the parker is a customer or a repeat offender, by using a preset progression:

1. Track – A notation is made that a particular licence plate was parked in the core two times during a 6 hour span.
2. Track – A second notation is made that a particular licence plate was parked in the core two times during a 6 hour span.
3. Warn – A warning note is placed on the vehicle indicating the rule regarding re-parking, with information on the locations of all day parking options. The note states that if the person is in-fact a "frequent customer", that they inform the office. City staff would then determine if this customer should be exempted from the restriction, in which case they will be added to a list of similar customers that will no longer receive warnings.
4. Ticket – A ticket is issued if the person is a merchant or employee downtown along with a map of the designated area, the new by-law wording and information about long term parking options.

The ticket can be waived one time only at City Hall if the repeat offender purchases any denomination of Parking Pass.

In the future, the City may purchase one or two handheld parking enforcement units to assist in the tracking and ticketing.

For infractions of a safety nature, (e.g. parking across a crosswalk) the above progression will not apply, a ticket will simply be issued.

5.4 No Ticketing of Customers

Parking staff will do their utmost to not ticket customers.

In the event that a customer is mistakenly ticketed:

- > if they complain to the **parking staff** while the ticket is being written, the ticket will be immediately cancelled.

- > If they complain to the **inside front counter staff** (in person or over the phone), the ticket will be immediately cancelled

City staff have the authority to cancel up to 2 tickets per person per month. If a customer receives more than 2 tickets, City staff would then determine if this is a “frequent customer” and should be exempted from the restriction, in which case they will be added to a list of similar customers that will no longer receive warnings.

City staff who have the authority to cancel tickets issued mistakenly to customers include front counter staff, the Administrator, the Treasurer and the Commissionaires. A customer who phones or comes into City Hall can be immediately dealt with by the counter staff, if the staff member feels comfortable with the circumstances, otherwise it will be passed on to senior staff.

6. New parking tickets.

New parking tickets will be printed which will have at the top:

The City of Duncan is 100% customer friendly. If you were mistakenly issued this ticket while shopping, please phone City Hall reception (746-6126) to have it cancelled or drop by in person (200 Craig Street).

If you are a merchant or employee of downtown Duncan, we ask that you not park in the “Customer Only Parking” spots. There are many options for long-term parking within a short walk of the downtown. Please contact City Hall to find out about our “dollar-a-day” parking passes.

These new tickets will incorporate the new fines outlined in 3.2, above.

7. A comprehensive public and merchant information campaign

7.1 Public education campaign

A public education campaign will be developed and will include key messaging, newsletters, press-releases and ads. This campaign will convey to customers (and visitors) the message that we want them to *'come downtown, find an easy parking spot, and stay as long as they need to'*. The goal of this campaign is to fill 100% of the short-term, on-street parking spots with customers

In addition, parking matters will have a constant profile around town – in all DBIA newsletters, in all City mail-outs and newsletters, with business license, Shaw Cable community announcements and regular updates to newspapers and radio

7.2 Merchant education campaign

A specific merchant education campaign will be developed with the DBIA, which will convey the message to merchants that there is a better/higher use for the downtown parking spot that they/their employees presently occupy,

7.3 Parking map

A well-designed map will be developed that shows short and long term parking options in and around the downtown core

8. Adjudication instead of court prosecution.

Work with the Province, LGMA and other local jurisdictions to move forward with the new by-law adjudication process as piloted in North and West Vancouver.

In this process, ticketing collection is removed from the traditional court system. Instead, a Provincially appointed adjudicator hears disputes at a predetermined location such as City Hall. The City would pay the adjudicator for the services rendered.

The pilot project revealed that adjudication can reduce the number of tickets disputed, decrease costs and increase collection percentages. For example, the cost of the adjudicator could be offset by the savings from no longer having to serve summonses.

There is also the opportunity for us to partner with the other local jurisdictions (CVRD, NC, Lake Cowichan, Ladysmith) if they wish to participate. This will also reduce costs, and be more convenient for those ticketed. Adjudication can even be performed via telephone in some circumstances.

Monitoring and Evaluation

Staff will track the effectiveness of this new parking model on an ongoing basis, and will prepare a report for Council within 6 and 12 months of implementation.

Tracking inputs:

- > Informal feedback from customers and merchants
- > Results from a formal customer/merchant survey to be distributed in October in partnership with the DBIA
- > Number of parking tickets issued then subsequently cancelled
- > Parking revenue and sources (i.e. parking passes, parking tags, ticketing of merchants/employees)
- > Estimates from parking staff as to the percentage of on-street, short-term parking spots being used by non-customers.
- > Estimates from parking staff as to the percentage of off-street, long-term spots being fully utilized.

Specific targets:

- > The cost of parking enforcement will be operating at break-even within one year (June 2006).

Modifications:

Any recommendations for modifications to the new parking model as a result of this evaluation process will be reviewed by the Parking Advisory Committee and ratified by Council.

Challenges & Opportunities

Safety – An audit of all long-term lots/spots will be conducted to determine what (if any) improvements must be made to increase long-term parkers’ sense of safety (e.g. as they walk to their cars after work in the dark of winter).

New Parking Lots/Parkade – More off-street parking will be required in the future (2002 study says within 10 years). The City will – on an ongoing basis – assess options for constructing new lots or a parkade (e.g. extending the Canada Ave. lot north along the railway line).

Cultural shift for merchants who are used to parking right near their building

Continuous staff support/commitment – Parking staff must consistently support the principles of this new parking model to ensure its effectiveness.

Implementation Plan Timeline

Timeframe	Action	Description
With two weeks	7	Begin production of education materials and advertising campaign.
Within 4 weeks	3.1-3.3	Make Bylaw Amendments
Within 4 weeks	2	Amend streets bylaw
Within 4 weeks	2	Purchase signs and equipment for Duncan St. \$1 a day stalls.
In 4th week	2	Install Equipment and signs on Duncan St.
In 4 th week	4	Install new directional signage for long term parking
In 4 th week	6	Order new parking tickets that reflect new fine structure
In 5 th week	5	Begin noting and then warning of repeat offenders
In 8 th week	5	Begin ticketing repeat offenders

Transition Plan

Immediately upon the approval of this action plan, all changes under section 5 will be implemented. These changes are specifically:

5.1 Reduced staff hours

5.2 Modified patrol route and frequency

5.3 Targeted enforcement - Focusing on ticketing known offenders,
providing information on upcoming changes

5.4 No Ticketing of Customers

Now is the busiest time of the year and is important to begin the message early that we are changing things for the better.



The downtown core