

## The Winnipeg Parking Strategy- Backgrounder for Businesses

- The City recognizes the importance of a strategic plan for parking in Winnipeg so that parking resources are managed effectively, regulations are fair, and stakeholders know what to expect moving forward.
- The Winnipeg Parking Strategy is being developed with input from residents, businesses, hospitals, and others who rely on effective parking and curbside management. The strategy will also align with other City policies and masterplans.
- The strategy will outline amendments to the City's current policies and propose innovative approaches to help manage both on-street and off-street parking throughout the city. The strategy will also consider other aspects of curbside management and include a roadmap of policies and practices to be implemented over the next five years.
- This initial version of the Winnipeg Parking Strategy approved by Council in October 2020 is a conceptual framework. The document is based on academic and trade literature, research on other North American cities, responses to questions included in a public omnibus survey administered in fall 2019, and feedback from representatives of the Downtown and Exchange District BIZs.
- Many elements of the strategy still require stakeholder and public engagement to gather feedback prior to implementation. Once businesses, hospitals, and the public have had a chance to weigh in on the conceptual framework through early 2021, a finalized version of the strategy will be submitted to Council in the spring.
- Additional engagement will take place on specific action items (as needed) prior to their implementation over the next several years. This process will allow the City to obtain up-to-date feedback from stakeholders specifically identified for various components of the strategy, which will provide a more effective outcome than front-loaded engagement that may not remain relevant throughout a multi-year plan.
- The Winnipeg Parking Strategy presents three strategic goals:
  - Ensure policies support adequate availability of parking spaces for all stakeholders
  - Support sustainable transportation and encourage shifts in transportation modes
  - Deliver ongoing service improvements





- The goals are supported by a number of objectives, each of which is underpinned by a series of action items.
- Here are the strategy’s proposed objectives, along with the action items the City believes will be of particular interest to local businesses:

<b>Objectives</b>	<b>Action Items</b>
Improve Parking Convenience and Accessibility	1.1 Explore opportunities to provide drivers with real-time parking data 1.2 Investigate opportunities for end-to-end multi-modal trip planning 1.4 Investigate opportunities to support sustainable transportation
Generate Turnover in Areas with High Parking Demand	2.1 Monitor parking in residential areas to assess the need for time-limited and paid parking 2.3 Monitor occupancy and turnover rates in paid parking locations after 5:30pm 2.4 Continue to use paid parking as a tool to generate turnover
Update the On-Street Paid Parking Pricing Model	3.1 Explore dynamic and/or progressive pricing models 3.2 Consider re-investing parking revenues in areas where they are collected for public realm enhancements
Address Neighbourhood-Specific Requirements	4.1 Update the Downtown Parking Strategy 4.2 Develop criteria for determining which neighbourhoods require a unique parking plan 4.3 Develop specific policies and additional parking plans for areas that can benefit from a dedicated parking plan 4.4 Develop the use of area-specific parking plans for the areas around significant destinations such as the Sports, Hospitality, and Entertainment District (SHED) and the stadium event zone
Implement Curbside Management Pilots, Update Existing Programs, and Use Parking to Support Effective Transportation Demand Management	5.1 Develop a curbside management program 5.2 Consider whether a pilot program could be implemented to add vehicle-for-hire pick-ups and drop-offs in key destinations and commercial districts 5.3 Continue to monitor a Council-approved Carshare Co-op Pilot Program 5.4 Review the Loading Zone and Residential Parking Permit programs at five-year intervals to ensure that they continue to reflect current needs. 5.7 Review the special event policy and permits 5.8 Continue to support alternatives to downtown surface parking
Explore Opportunities for Improved Collaboration on Parking-Related Transportation Issues	6.1 Form an advisory committee to consult on curbside management and off-street parking issues

- In terms of immediate actions, the City will continue to remove underutilized on-street paystations in preparation for a planned upgrade of the entire inventory in 2022. As part of Council’s adoption of the Parking Strategy’s conceptual framework, the City has formalized its Saturday Complimentary On-Street Parking Policy which allows two hours of free parking with the option to purchase an additional two hours of paid parking (for a total of four hours). This policy is applicable at on-street paid parking spaces throughout the city, except in areas around hospitals.
- Please visit [Winnipeg.ca/parkingstrategy](http://Winnipeg.ca/parkingstrategy) for more information and to participate in our online discussion forums.