

HALIFAX

Parking Roadmap Implementation Study

Item number: 11.2
Transportation Standing Committee

January 24, 2019

Original Motion

Motion of April 1, 2014, that Halifax Regional Council:

MOVED by Councillor Mason, seconded by Councillor Walker that Halifax Regional Council direct staff in Planning and Infrastructure to review the 2008 Regional Parking Strategy

Functional Plan and to come forward with a roadmap that addresses the implementation considerations in the August 2008, Halifax Regional Municipality, Regional Parking Strategy Functional Plan. And further that the review specifically address the recommendations of: governance, use of technology for parking payment (such as pay by plate technology) and the management of parking in high-demand residential neighbourhoods.

Parking Roadmap Implementation

Study covers five key deliverables:

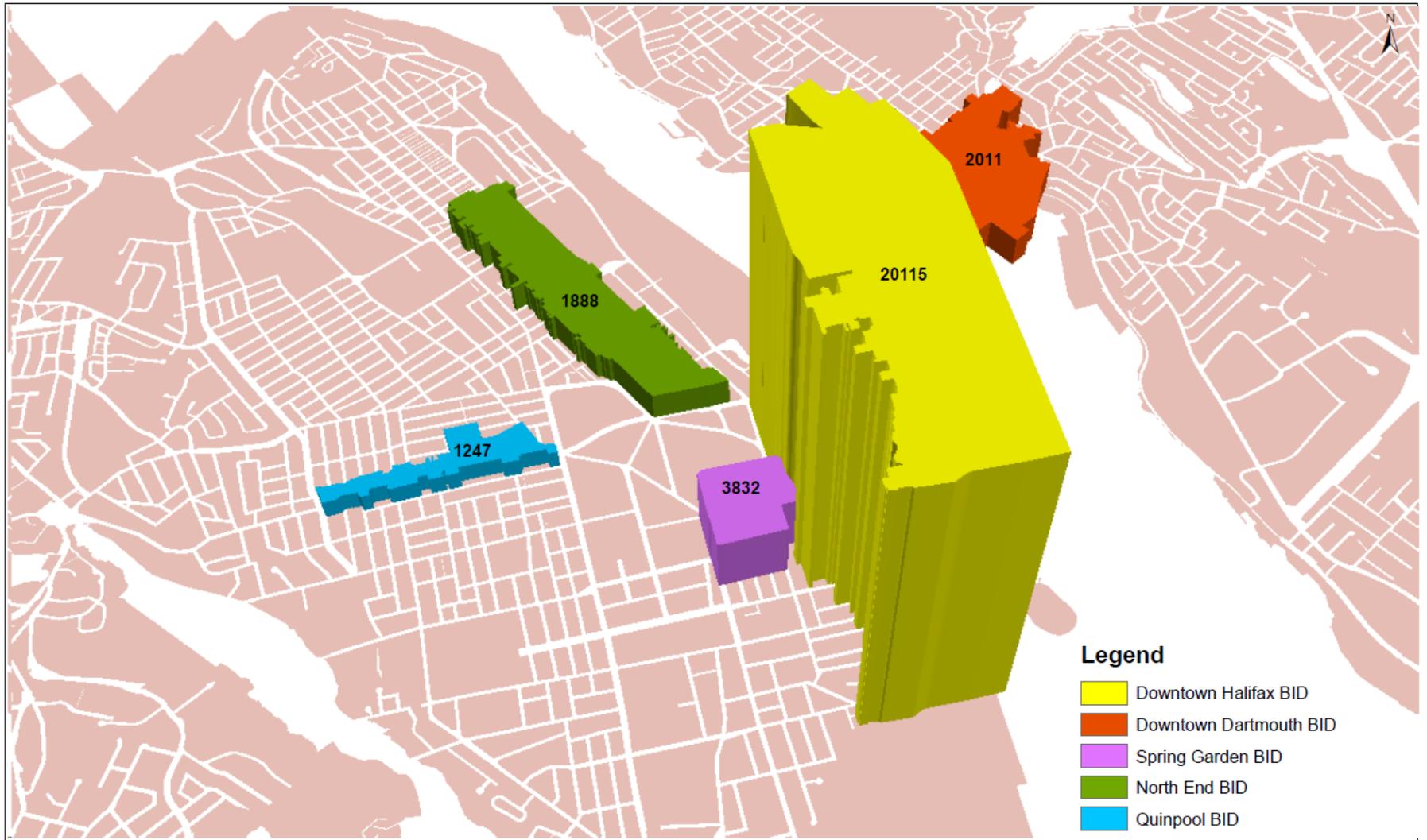
1. Parking Demand;
2. Review of Parking Enforcement Delivery
3. Parking Governance;
4. Wayfinding; and
5. Marking and Communications Strategies.

Parking Demand and Utilization

Methodology used by CBCL:

1. Boundaries were defined
2. Business establishments were defined, assigned land-use categories and mapped
3. Employee numbers calculated from business establishment data
4. Determined parking demand rates
5. Analyzed existing (2017) public parking (on and off-street, paid and free)
6. Conducted field assessments

Figure 1.10: Estimated Peak Hour Parking Demand



Findings

Table 1.8: Comparison of Estimated Parking Demand

BID Name	Total Trips Destined from 6 AM to 9 AM (Halifax Transport Network model)*	Estimated Peak Period Parking Demand (Analysis)
Downtown Halifax	25,566	20,115
Downtown Dartmouth	2,374	2,011
Spring Garden	9,706	3,832
North End	10,305	1,888
Quinpool	1,870	1,247

* Halifax Transport Network model based on EMME/4 platform is developed by Dr. Ahsan Habib.

Table 1.13: Parking Utilization Summary for 2017 by BIDs

Bid Name	Total Spaces Counted	Utilization (85 th Percentile)		
		Day 1	Day 2	Average
Downtown Halifax	23	97%	94%	95%
Downtown Dartmouth	26	79%	66%	72%
Spring Garden	17	70%	69%	69%
North End	24	83%	82%	83%
Quinpool	17	63%	58%	60%
Industrial District	68	88%	88%	88%
Accessible Parking (All Areas)	9	52%	78%	65%

Findings and Challenges

Findings:

- Demand appears to be greater than supply
- Utilization shows that demand and supply is being met: downtown Halifax at ~95%, Quinpool at ~60%

Challenges:

- Supply and demand counts only account for employees not visitors and patrons of the down town.
- Data is from 2017- doesn't reflect that some public spaces have been lost to encroachments or municipal projects. Also does not account for private and off-street parking space availability

How will we use this data?

- To inform studies such as parking impacts for bike lanes and transit priority routes
- Used to inform placement and expansion for parking pay stations (conversion of hourly signed)
- Used as an IMP measure
- Used to inform future studies such as off-street parking structure assessment.
- Methodology will be built upon for future bi-annual studies and measurement.

Parking Enforcement

This section of the report does not reflect current service delivery model for parking enforcement.

- Staff internally has reviewed performance of enforcement externally vs. in house.
- Will be presented to Council as part of Planning and Development's budget and business plan.
- Further efficiencies will be realized with the Parking Technology project, targeted for Q3 2019.

Parking Governance



Almost all recommendations are in effect or in progress:

- Parking Program Office Established
- Budget and Business Plan established
- Developing a renewed parking strategy to align with technology
- Advisory committee established with semi-annual meetings
- With technology implementation staff with return to Council with rate increases for consideration

Wayfinding for Downtown Halifax



- Staff continue to implement “P” for parking way-finding signage throughout the downtown.
- Brand identity will be reviewed and implemented as part of technology implementation



HALIFAX

Marketing and Communications Strategy



- Increased web presence
- Mobile app and payment options included in technology RFP
- Recent digital and print ad campaigns for bylaw P1200

Looking Forward

- Parking Technology Implementation (Q2 of 2019)
 - Branding and marketing opportunities to be realized with this project
- Continued monitoring of parking demand and utilization to help inform decision making
- Collaboration with private industry and Business Improvement Districts
- Further improvements to bylaw P1200