

27 April 2015

Dear Sir/Madam:

Re: CENTRETOWN LOCAL AREA PARKING STUDY START-UP

The City of Ottawa, Parking Services Branch will be conducting a Local Area Parking Study in Centretown. Please see Image 1 for the study area boundary. The Council approved Municipal Parking Management Strategy, requires Local Area Parking Studies to be undertaken for various areas of the City. The Centretown Local Area Parking Study is part of the Branch's 2015 work plan.



Image 1: Study Area Boundary

The purpose of a Local Area Parking Study is to determine the need for, nature, and extent of municipal involvement in the provision of public parking services. It determines if the amount of parking, its location, and the price charged for it is appropriate. The study will determine total parking supply, reveal typical usage patterns by day, identify community parking issues, and suggest options. Some recommendations stemming from past parking studies include:

- Monitoring parking occupancy for municipally owned off-street parking lots and adjusting rates accordingly. Example: The Empress Lot located in Chinatown was extremely underutilized. Parking Services introduced a daily maximum and the utilization increased.
- Improving wayfinding signs near municipally owned off-street parking lots. Example: The City added new signs and relocated existing signs City-Wide to encourage drivers to use the off-street parking lots. It also helps the driver locate parking more efficiently.
- Exploring the potential of increasing on-street parking supply. Example: In the Byward Market, the City increased the supply of on-street parking by making curb adjustments.

- Exploring the need for additional bicycle parking. Example: In the Glebe, the City has agreed to additional Post and Ring bicycle racks, and identified funding for their installation.
- Encourage the establishment of short-term parking within new private sector developments to reduce the overall amount of parking in the area, and to ensure a supply and demand balance in the future.

Local stakeholders will be consulted throughout the study process to ensure transparency and that the parking needs of the local community are accurately assessed.

The parking study will be conducted in three phases – Phase 1: *Overview of Existing and Future Conditions*; Phase 2: *Data Collection and Analysis*; Phase 3: *Recommendations*.

Phase 1: *Overview of Existing and Future Conditions* includes compiling land use information, investigating urban planning background, reviewing background parking reports, reviewing enforcement data, population and employment forecasts, and mode share data. The majority of this information comes from the Planning and Growth Management Department and the Public Works Department. The purpose of Phase 1 is to understand how the study area works based on past studies and future projections.

Phase 2: *Data Collection and Analysis* includes surveying the existing parking supply and parking regulations, surveying existing parking demand, data compilation, processing and analyses, occupancy observations and the parking toolbox. The parking toolbox provides an overview of strategies that can be implemented to influence the availability of parking. At the end of Phase 2, there will be an open house to display the findings of the study and receive feedback from the community and stakeholders. All comments from the open house will be taken into consideration before making recommendations.

Phase 3: *Recommendations* includes the recommendations based on the findings of the study and consultation. Recommendations can include: adjusting parking rates and/or parking regulations, providing additional on-street and/or off-street parking, increasing or decreasing enforcement, introducing more bicycle parking, promoting off-street parking, transportation demand management, among others. Once the recommendations are complete, Parking Services will meet with stakeholders to receive feedback. All input from stakeholders will be taken into consideration. The final step will be to finalize the study.

Please complete the attached comment sheet. Your input is greatly appreciated. The comment sheet also includes contact information.