




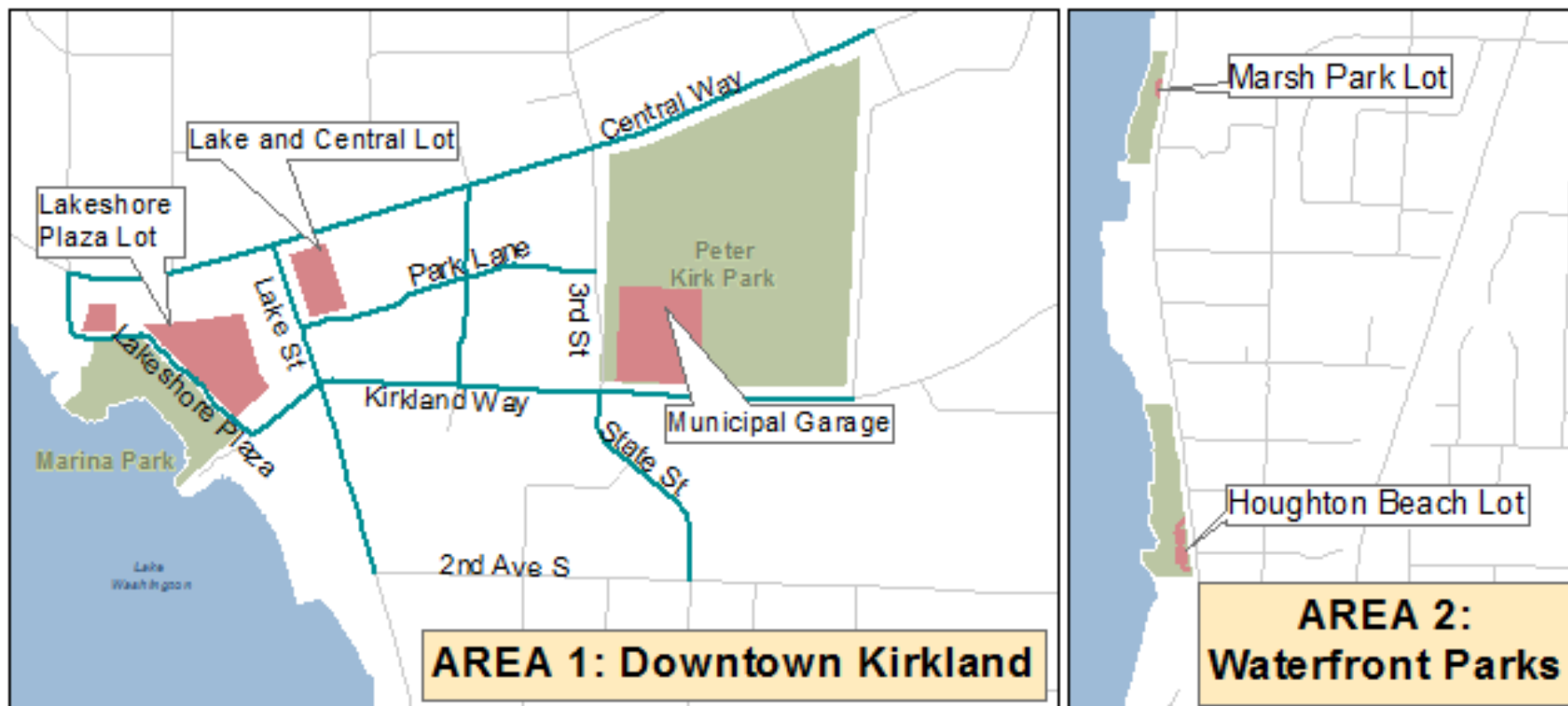
Downtown Parking Study


Purpose:

Take a data-driven approach to assess the adequacy of downtown parking and to aid in setting future downtown parking strategies

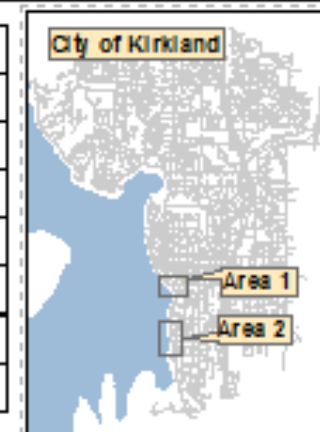


Study Area



Legend	
	On-Street Parking Project Area
	City Owned Lots Project Area
	Parks

Project Area	Stall Count
On-Street Parking	276
Peter Kirk Municipal Garage	344
Lake and Central Lot	54
Lakeshore Plaza Lot + Aux Lot	131
Houghton Beach park Lot	38
Marsh Park Lot	7
Total	850



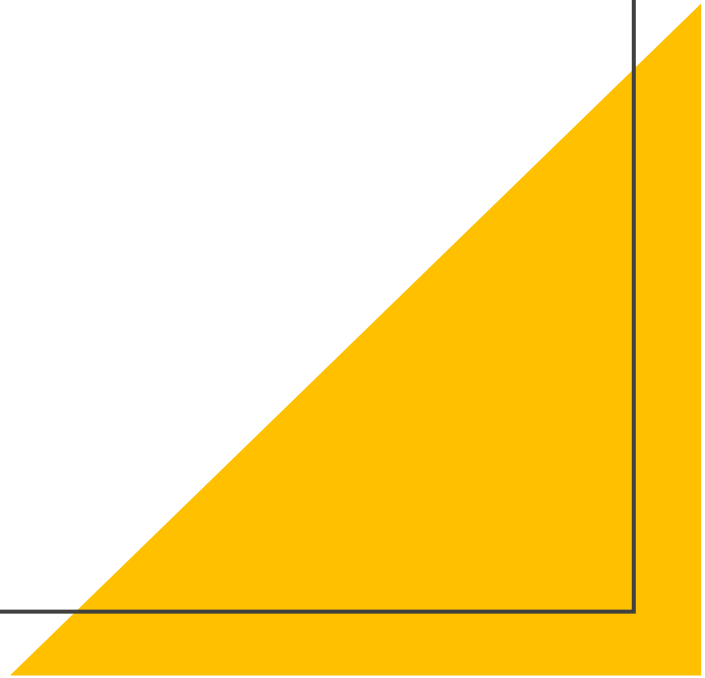
Overview

Study period: July 1 – Dec 31 2023

Data collection: in-ground sensors (24 hours, 7 days per week) and 3x daily manual counts in the garage

Parking types in analysis (for today)

- On-street 2-hr
- Pay Lots – Lakeshore and Lake/Central lots
- Park Lots
- Park Lane
- Garage



Approach

Average occupancy rates over the study period (10am – 8pm)

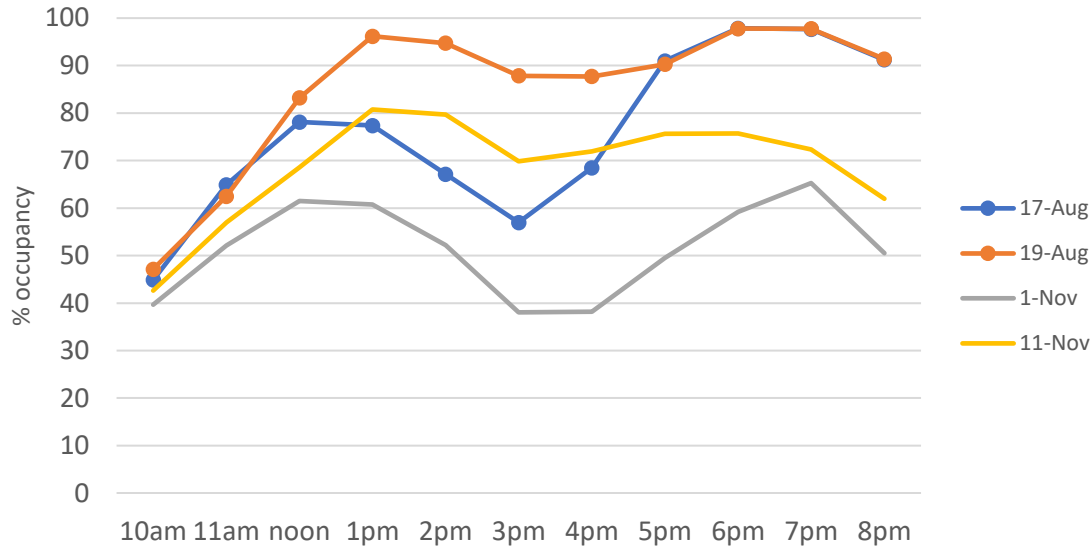
Highlight high and low seasons for average occupancy and average dwell time:

- Week of Aug 21-27, Thurs Aug 17 and Sat Aug 19 (sunny, no events other than Aug 19 Summer Concert)
- Week of Nov 6-12, Wed Nov 1 and Sat Nov 11 (rainy, no events)

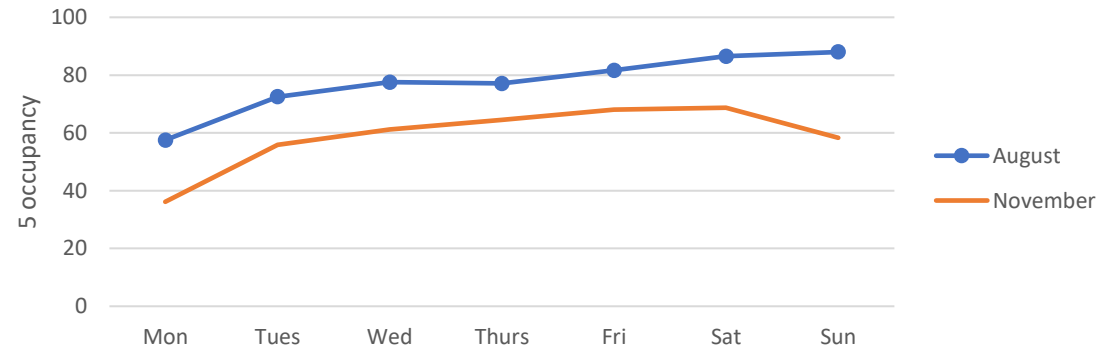
NOTE: 80-85% occupancy rates can be perceived as congested

Lake/Central and Lakeshore Paid Lots – 4-hour stalls

average hourly occupancy



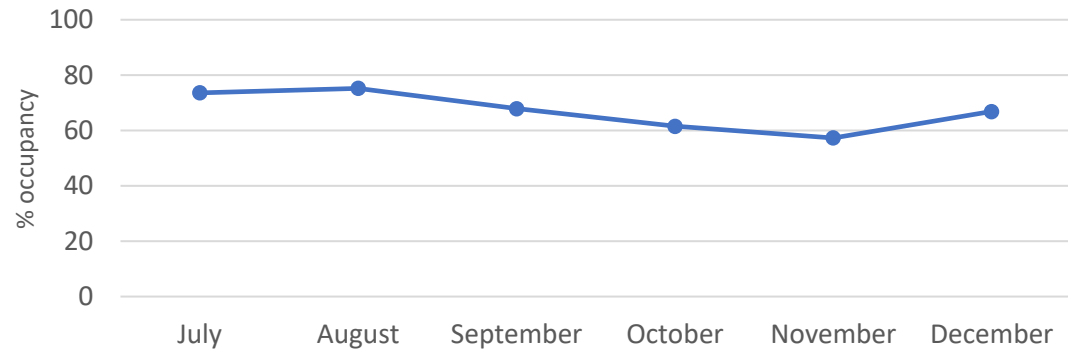
average daily occupancy



average dwell times

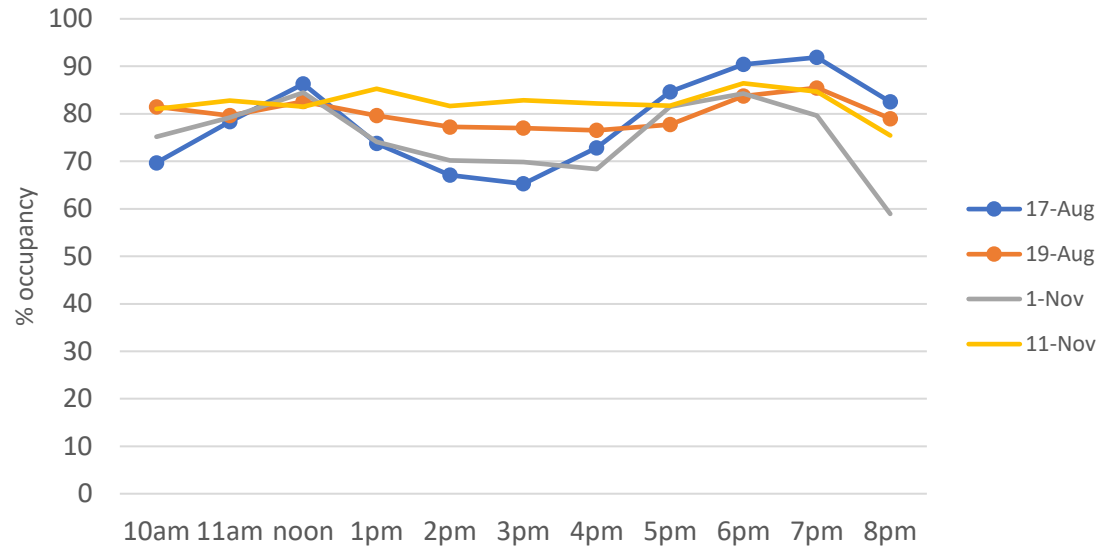
- Study period: 84.4 min
- Aug 20-26: 83.3 min
- Nov 5-11: 86.2 min

average monthly occupancy

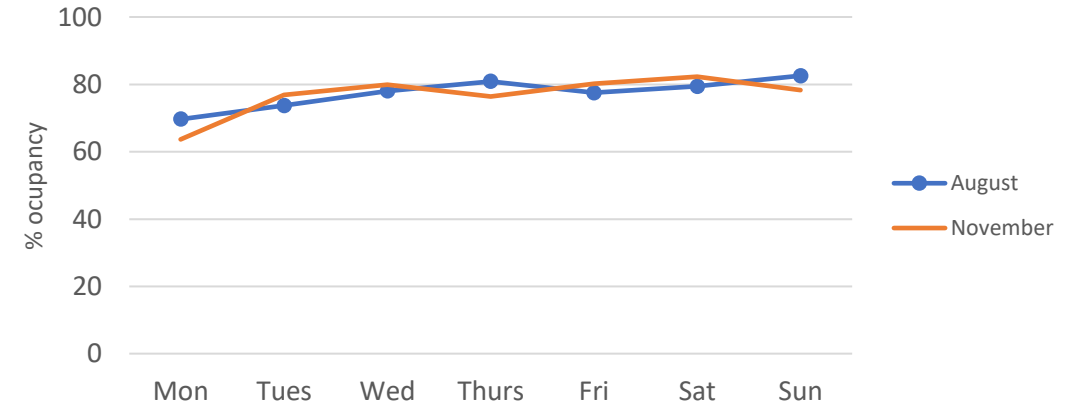


On-Street Parking – 2-hour stalls

average hourly occupancy



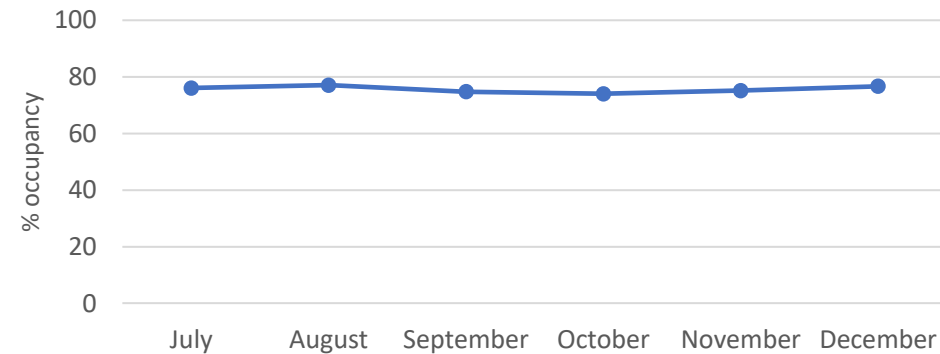
average daily occupancy



average dwell times

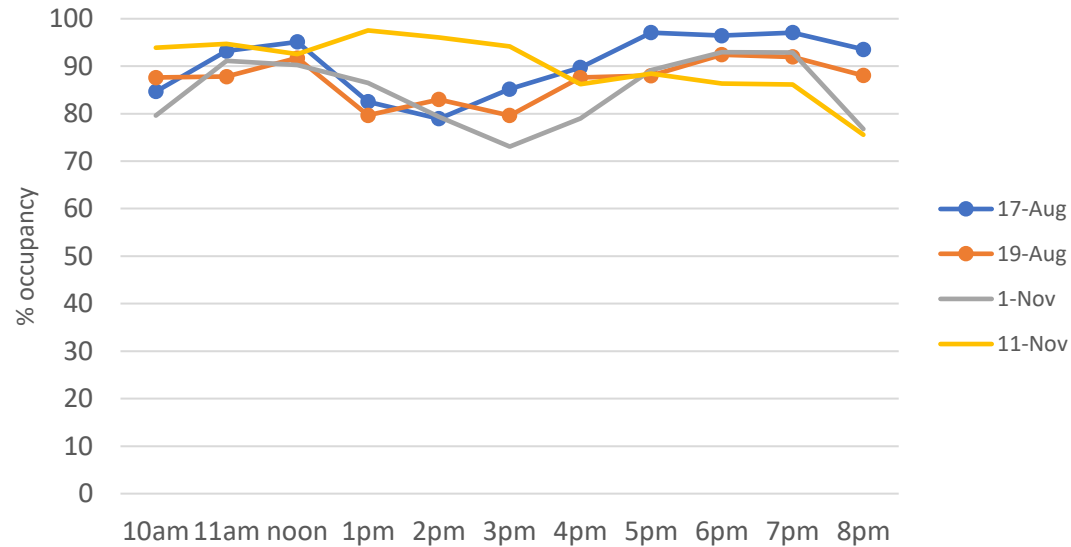
- Study period: 58.6 min
- Aug 20-26: 57.7 min
- Nov 5-11: 61.8 min

average monthly occupancy

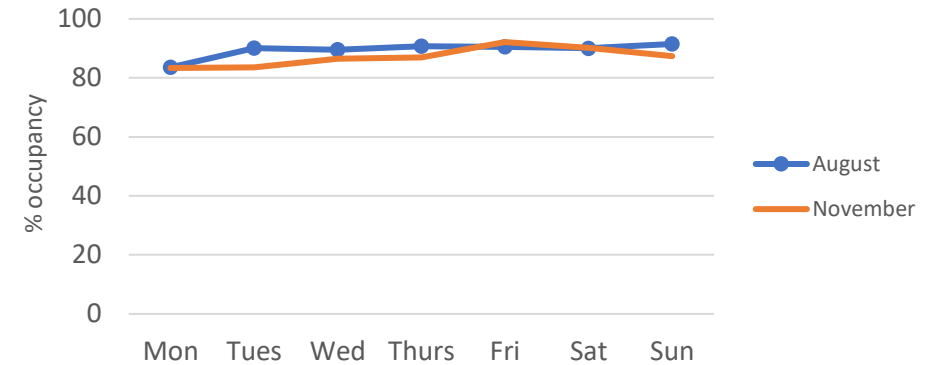


Downtown Parking – Park Lane

average hourly occupancy



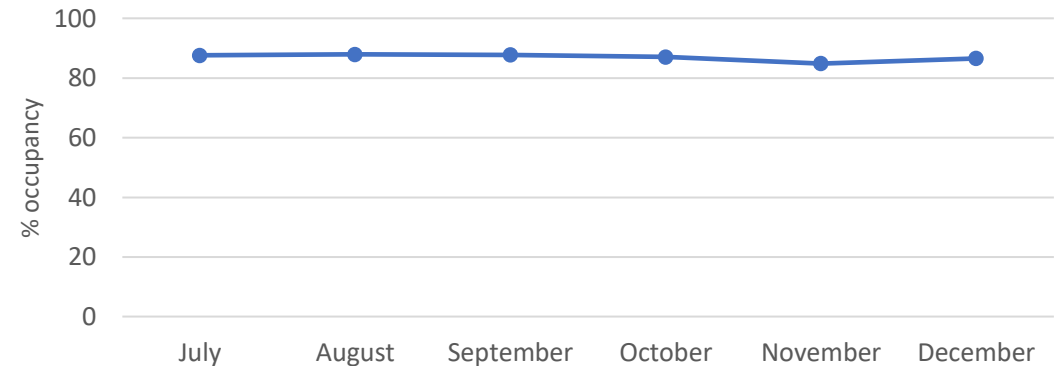
average daily occupancy



average dwell times

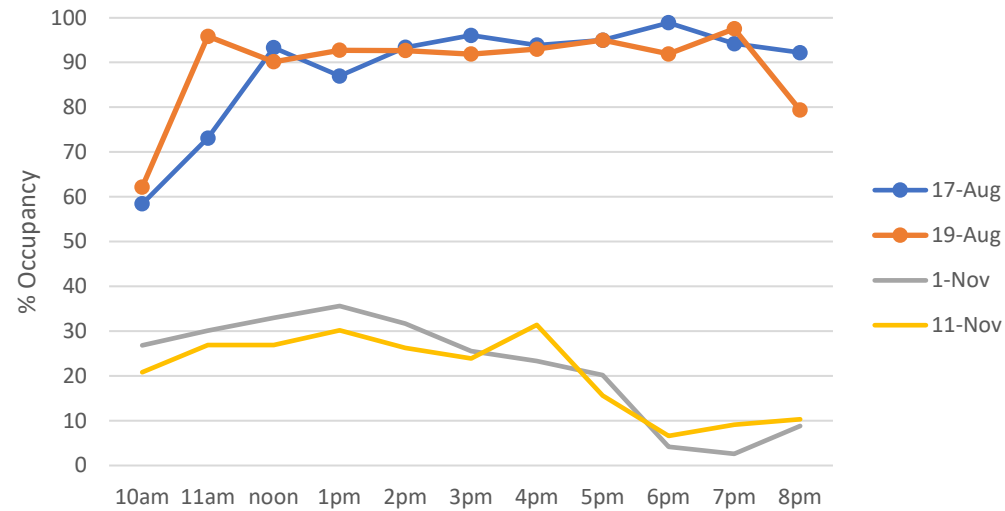
- Study period: 49.5 min
- Aug 20-26: 51 min
- Nov 5-11: 48.6 min

average monthly occupancy

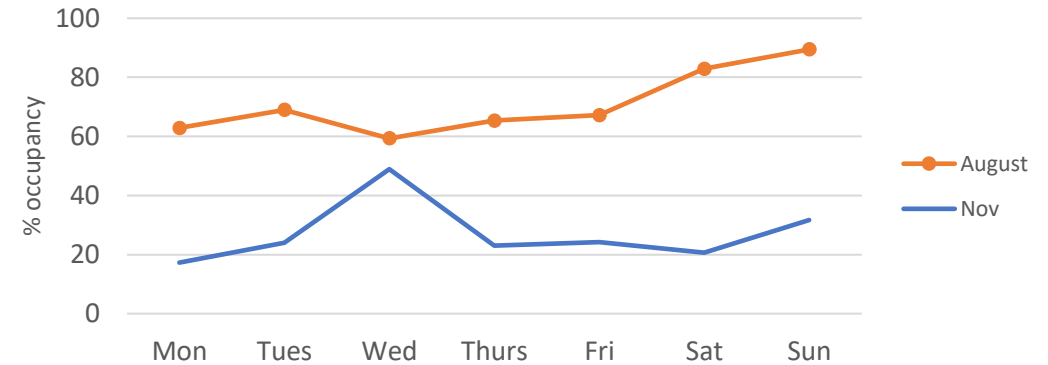


Marsh Park and Houghton Beach Lots

average hourly occupancy



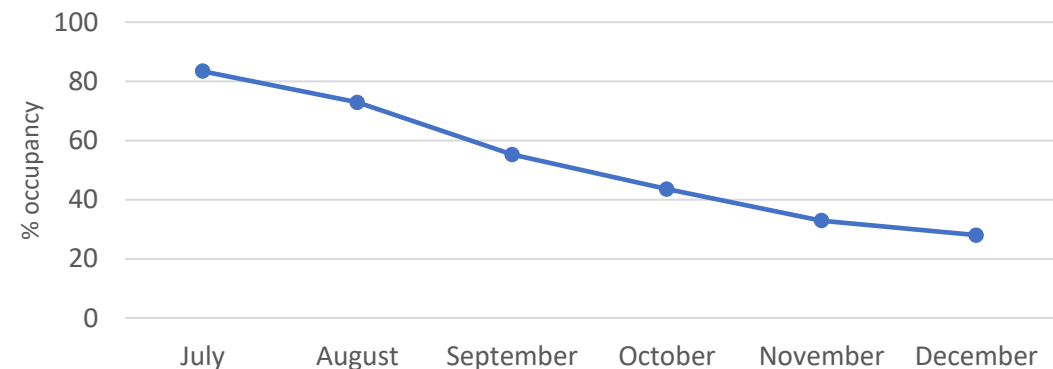
average daily occupancy



average dwell times

- Study period: 43.2 min
- Aug 20-26: 46.7 min
- Nov 5-11: 35.6 min

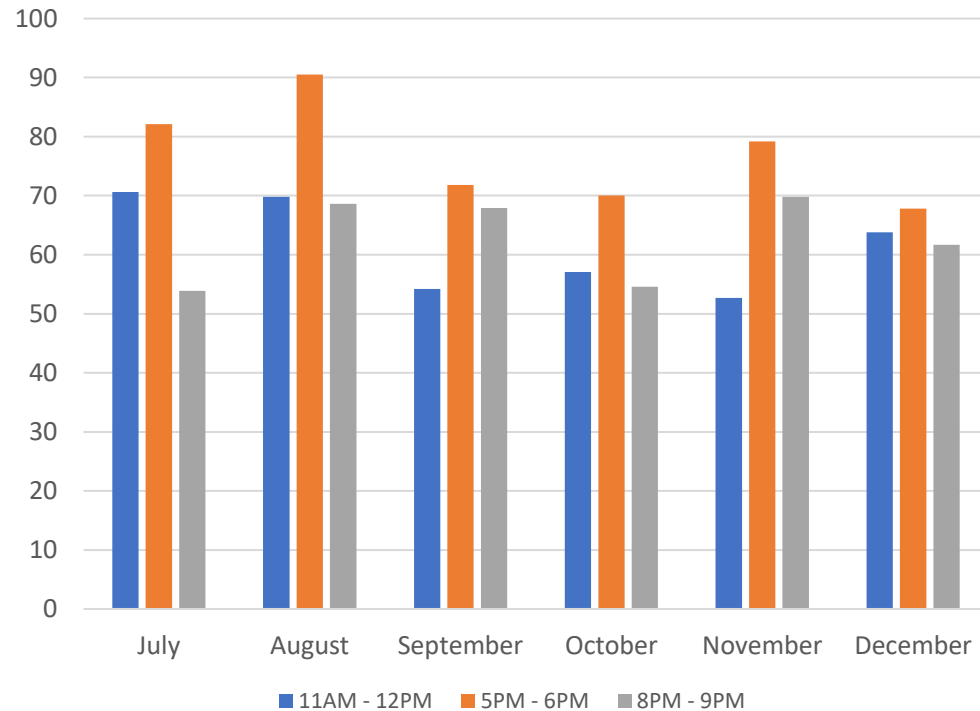
average monthly occupancy



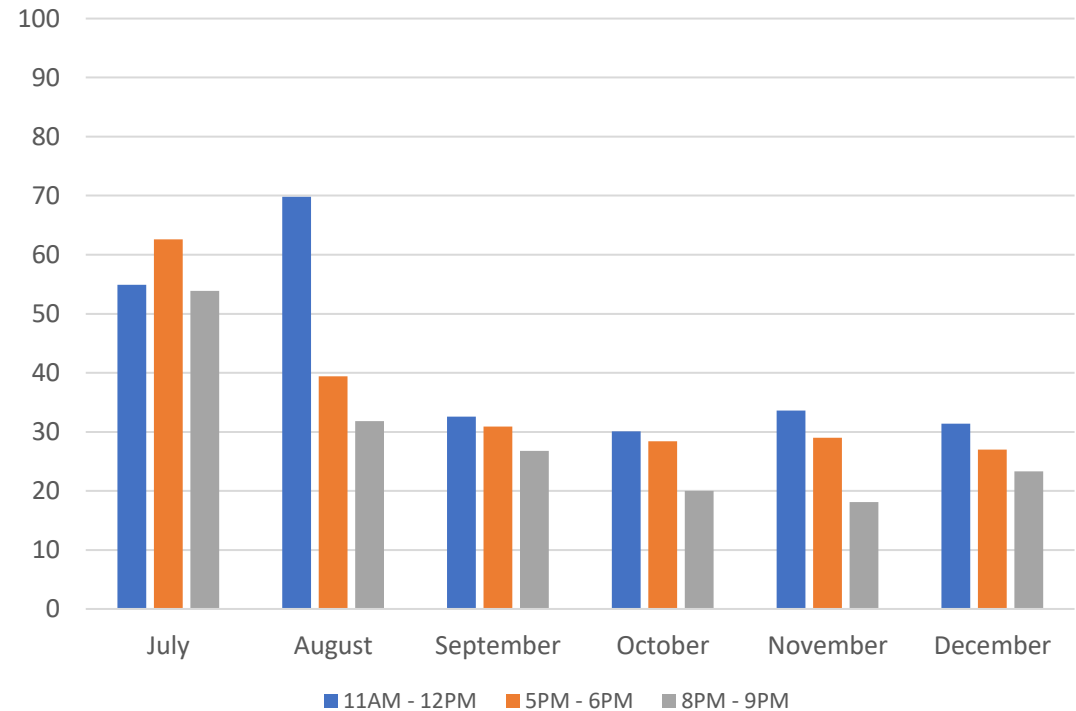
Peter Kirk Municipal Garage

- Upper Level: 151 4-hr stalls
- Lower Level: 185 permit only stalls (during permit hours)

Average Occupancy - upper level



Average Occupancy - lower level





Preliminary Conclusions

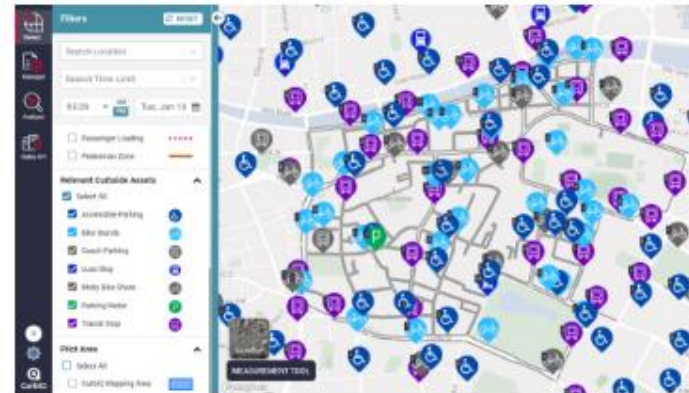
Parking challenges exist in the summer months and in some locations, all year.

Other areas remain with existing capacity throughout most of the year and particularly in the winter.

Recommend considering potential parking management strategies to address some of the challenges.

Next Steps

- Pay station upgrades
- Permit database upgrades
- SMART Parking Integration and Visualization Tool vendor - CurblQ
- Next – May financial retreat



Questions for Council

What additional information or observations you would like us to share?

What more information on parking management options would you like us to bring?