



Township of Esquimalt

Integrated Parking Management Strategy

Action Plan

June 2024

1. Overview

The *Integrated Parking Management Strategy* was finalized in February 2024 to help realize our community's high-level objectives through improved parking management. Refreshed parking strategies, policies, regulations, and management approaches will better reflect the Township's goals and values, resulting in more effective use of our public parking resources and more certainty and a greater level of confidence for Esquimalt's residents, businesses, development community, municipal staff and Council.

While the focus of the Strategy is on public parking that is directly managed by the Township, consideration is also given to opportunities to enhance private parking management, integration with multi-modal transportation options, and opportunities to support emerging opportunities such as curbside management and new mobility.

What is Public Parking?

Public parking refers to all parking assets under the Township's jurisdiction. This includes on-street parking spaces contained within street rights-of-way and parking in off-street lots at public sites such as the Archie Browning Sports Centre, Esquimalt Recreation Centre and municipal parks.

About the Action Plan

The Action Plan (this document) is the follow-up to the *Integrated Parking Management Strategy*. This document is focused specifically on the steps to be taken to implement the 19 actions identified in the Strategy. Refer to **Table 1**. This includes greater consideration for the recommended timeframe, resource and cost, and roles and responsibilities in implementing each of the actions.

2. Strategies + Actions

Five (5) over-arching parking management strategies have been identified to guide key directions and action for improved parking management in Esquimalt.

For each strategy, a series of actions have been identified for the Township and collaborating partners. Refer to **Table 1** on the following page.



Strategy A.
Improve Neighbourhood Management



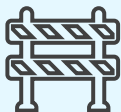
Strategy B.
Support Sustainable Transportation



Strategy C.
Modernize Curbside Management



Strategy D.
Increase Parking Compliance



Strategy E.
Establish Temporary Parking Management Tools

TABLE 1. SUMMARY OF PARKING MANAGEMENT STRATEGIES + ACTIONS

Strategy A. Improve Neighbourhood Parking Management
A.1 Refine the Residential Parking Permit Program
A.2 Review On-Street Parking Upon Completion of Multi-Family Residential Development
Strategy B. Support Sustainable Transportation
B.1 Retrofit, Expand and Modernize Public Bike Parking Facilities
B.2 Pilot a Public Secure Bike Parking Facility
B.3 Establish Process to Request Public Bike Parking
B.4 Create Incentives to Retrofit Buildings for Active Transportation Infrastructure
B.5 Develop a Municipal E-Bike Incentive Pilot Program
B.6 Participate in a Future Bike Share Program
B.7 Develop an EV and E-Mobility Strategy
Strategy C. Modernize Curbside Management
C.1 Modify On-Street Parking Time Limitations
C.2 Monitor Parking Utilization
C.3 Expand Car Share Availability
C.4 Expand and Modernize Accessible Parking
Strategy D. Increase Parking Compliance
D.1 Create a Public Education and Communications Campaign
D.2 Increase Fines for Parking Offences
D.3 Modernize Process to Pay Parking Fines
D.4 Review Approach to Enforcement Resources
Strategy E. Establish Temporary Parking Management Tools
E.1 Bicycle Parking Valet for Special Events
E.2 Require Construction Parking Management Plans

3. Parking Resources

A review of Township parking management resources was undertaken to consider the current allocation and provide a basis for understanding any future increase required to support the action items identified in the *Integrated Parking Management Strategy*.

Existing Resource

The parking management functions and approximate resource dedicated to each by the Township is summarized in Table 2.

TABLE 2. SUMMARY OF CURRENT PARKING MANAGEMENT RESOURCE

Function		Resource (approx.)
Parking Enforcement	Parking bylaw complaints are submitted online in writing to the Township's bylaw enforcement team within the Community Safety Services Department. Follow-up on parking bylaw issues and enforcement is carried out by the Township's bylaw enforcement team.	0.5 FTE (one bylaw officer, estimated more than 50% of time dedicated to parking enforcement)
Fine Payment / Repeal	Parking fine payments are managed through Finance with minimal impact on staffing. Tracking fines and managing the repeal process are administered through Community Safety Services (CSS).	0.1 FTE – CSS Office Administrator
Parking Restriction Management	Establishment and changes to public on-street parking restrictions is administered by the Engineering & Public Works Department.	Minimal staff time required. Can vary year-to-year per resident requests.
Parking Capital Costs	Operating costs for maintaining parking-related infrastructure such as parking signs, EV charging and public bike parking is generally accounted for as part of operating funding within the Engineering & Public Works Department. Significant new	Annual operating costs estimated at between \$10,000 - \$30,000 for sign installations. Other

	infrastructure is managed as separate capital requests.	capital costs vary year-to-year.
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Case Study

Interviews were held with a series of peer communities where the extent and approach to parking management generally reflects the current or desired state in Esquimalt.

A summary of the key findings from interviews with peer communities is provided below.

Key Challenges

- Parking issues commonly arise in mixed commercial and residential areas.
- Parking areas intended for either customer or residential uses are commonly misused and require more restrictive regulations on curb space.

Enforcement

- Peer communities generally have a greater level of parking enforcement resource as compared to Esquimalt. Most have bylaw staff dedicated entirely to parking enforcement.
- Select communities contract on-street parking enforcement to third party companies who manage parking fines and collections (e.g., Robbins Parking, Canadian Corps of Commissionaires).
- Parking enforcement is typically completed either using a mobile app or manually (paper, pen). Select municipalities will often use License Plate Recognition software to enforce parking restrictions.

Permit Parking

- Select peer communities such as City of North Vancouver and District of Oak Bay enforce Resident Permit Parking zones, requiring residents to obtain a physical permit and display on their vehicle in order to park.
- Some peer communities are considering moving away from Resident Parking Only zones towards Resident Permit Parking Zones in certain areas to allow for clearer enforcement and discourage misuse.

Parking Pricing / Restrictions

- Most peer communities do not have pay parking, rather opting for time restricted parking in downtown and commercial areas.
- Some communities are moving toward expanded time restrictions in urban areas and/or expanded pay parking for on-street parking to address areas with high parking utilization and/or where parking is occurring illegally.
- Pursuing clearer and more standardized parking signs and pavement markings is a common approach to improve understanding and compliance.

Fines / Collection

- While some communities take fine collection payments in-person and/or via mail, many are moving towards an online payment approach.
- Select communities have a “three-strike” approach to avoiding fine payment, then failed payments are sent to collections.

4. Action Plan

An action plan has been developed and described in the following section to guide Township implementation of the strategies and actions contained in the *Integrated Parking Management Strategy*. This includes consideration of the actions required in subsequent years, with the resource and cost implications identified that are required to support each action. A summary of actions and resources by timeframe is contained in **Table 3** on the following pages. A more detailed action-by-action implementation summary is contained in **Appendix A**.

Timeframe

Each action has been assigned a timeframe to guide sequencing and approximate timing for when actions should be initiated or completed. Timing may change subject to Township resource and budget, as well as where coordination occurs with other Township initiatives. Timeframes are generally considered as follows:

Short-Term	Actions that are highest priority and are to be carried out first. Most must be initiated or completed before subsequent actions may be pursued. <i>The Township is targeting progress on Short-Term actions in 1-2 years.</i>
Medium-Term	Actions that are to be carried out as a secondary priority. Most rely on Short-Term actions being initiated or completed before they may be pursued or where more time is required to establish resource / budget. <i>The Township is targeting progress on Medium-Term actions in 3-5 years.</i>
Long-Term	Actions that typically require Short- and/or Medium-Term actions to be initiated or completed prior to pursuing or where more time is required to establish resource / budget. <i>The Township is targeting progress on Long-Term actions in 6-10 years.</i>

Responsibility

Responsibility has been assigned to each action, clarifying which Township department will take a leadership role in implementation. Many actions will require coordination across departments.

Resource

The approximate resource required to implement each action is identified. Most actions require staff time, external consulting support and/or capital cost. Many are an up-front one-time investment, while some require sustained on-going resource.

TABLE 3. SUMMARY OF RECOMMENDED ACTIONS + RESOURCE

	Action		Resource
Short-Term	A.1.1.	Update Current Resident Parking Permit Zone Program	10 – 20 hours staff time
	A.1.2	Transition/Eliminate Residential Parking Only Areas	0.5 FTE
	A.1.3	Confirm Program Logistics for Permit System	0.5 FTE
	A.2.1	Conduct Pre- and Post-Development Parking Utilization Counts and Change Parking Restrictions	0.1 FTE
	B.1.1	Retrofit Short-Term Public Bike Parking	40 – 60 hours staff time and \$25,000 - \$50,000 capital budget
	B.1.2	Expand Bike Parking to Public Facilities	
	B.3.1	Create Website Form for Bike Parking Facility Requests	20-40 hours staff time
	C.1.1	Update Time Limitations in Town Centre	50-100 hours staff time and \$5,000 – \$10,000 capital cost
	C.2.1	Establish Parking Monitoring Program	20 – 40 hours staff time
	C.3.1	Establish Supportive Car Share Regulations in Parking Bylaw	Completed during 2023/2024 Parking Bylaw update
	C.4.1	Update Parking Bylaw to Ensure Good Accessible Parking	Completed during 2023/2024 Parking Bylaw update
	C.4.2	Review Publicly Accessible Parking Spaces	20-40 hours staff time and \$10,000 – \$20,000 consulting budget
	C.4.3	Identify New Accessible Parking Locations	20 – 40 hours staff time and \$10,000 – \$20,000 consulting budget
	D.1.1	Update Website	50 – 100 hours staff time
	D.2.1	Identify Proposed New Parking Fine Rates and Formalize Rates	20 – 50 hours staff time
	E.1.1	Secure Third-Party Bike Valet Operator and Agreements with Event Coordinators	50 – 100 hours staff time

	Action		Resource
	E.2.1	Develop Criteria for Construction Parking Management Plans and Administer Plan	In progress
Medium-Term	A.1.4	Continue Administering Resident Parking Permit Zone Program	0.1 FTE
	B.2.1	Identify & Secure Town Centre Site for Bike Parking Facility	\$25,000-\$50,000
	B.2.2	Confirm Bike Parking Facility Parameters	\$50,000 or more capital cost
	B.5.1	Study and Confirm E-bike Incentive Program Parameters	50 – 100 hours staff time or \$5,000 – \$10,000 consulting budget
	B.5.2	Secure Budget for E-Bike Incentive Program	20 – 50 hours staff time. Cost TBD
	B.5.3	Carry Out E-Bike Incentive Program & Monitor Uptake	50-100 hours staff time
	B.6.1	Develop Strategy and Operational Framework for Public Bike Share	50 – 100 hours staff time
	B.6.2	Create Permit Application for Third Party Service Operator Applicants	50 – 100 hours staff time
	C.1.2	Update Time Limitations in High Demand Areas	20 – 50 hours staff time and \$5,000 – \$10,000 capital cost (est. annual)
	C.2.2	Conduct Annual Parking Monitoring	\$10,000- \$30,000 annually
	C.3.2	Support One-Way Car Share Service	Third Party driven and staff support where required
	C.4.4	Pursue Accessible Parking Updates	Cost estimates to be developed during step 2+3
	D.3.1	Pursue Online Fine Payment Options	100-200 hours staff time
	D.4.1	Establish Full-time Parking Enforcement Role	1.0 FTE
	D.4.2	Purchase Handheld Enforcement Devices	20-50 hours staff time and \$25,000 capital budget
	E.1.2	Administer Bike Valet Program and Monitor Utilization	\$1,000 - \$5,000 per event

Action			Resource
Long-Term	B.2.3	Operate Bike Parking Valet Pilot Over a One-Year Period	0.5 FTE and \$20,000 – \$30,000 capital cost
	B.4.1	Confirm Funding & Parameters for Building Retrofit Program to Support Active Transportation	20 – 50 hours staff time
	B.4.2	Administer Building Retrofit Program to Support Active Transportation	\$50,000 program budget
	B.6.3	Approve, Roll-Out and Monitor Progress on Bike Share Program	Subject to third party agreements. Cost TBD.
	B.7.1	Develop an E-Mobility Strategy	0.1 – 0.2 FTE and \$75,000 – \$100,000 consultant budget

APPENDIX A.

Action-by-Action Implementation Summary

Action A.1

Refine the Residential Parking Program

Strategy reference pg. 24-27

Residential parking areas help meet residential parking needs in areas where off-street opportunities are insufficient by protecting on-street spaces for residents and their visitors, but also raise concerns about the added cost of enforcement and inefficiencies where parking is reserved and under-utilized. The Resident Permit Zone is the preferred approach to establishing residential parking areas (as opposed to the Resident Only parking areas) as it is a more effective means of deterring non-residential parking in neighbourhoods and is self-reinforcing requiring fewer Township enforcement resources.

Steps / Actions	Timing	Responsibility	Resource
1. Update Current Resident Parking Permit Zone Program Make updates to the <i>Fees and Charges (Miscellaneous) Bylaw</i> (Bylaw No. 2961) relating to the Parking Permit Zone as identified in the <i>Integrated Parking Management Strategy</i> , including limits to permit eligibility and increased permit fees.	Short-Term	Engineering & Public Works staff	10 – 20 hours staff time
2. Transition / Eliminate Existing Residential Parking Only Areas A process is to be undertaken by Township staff to review the suitability of existing Residential Parking Only areas to transition them to Resident Permit Zone parking or eliminate where criteria are not being met. Implement new traffic orders to reflect Permit areas.			0.5 FTE
3. Confirm Program Logistics For Permit System Define what the physical permit will look like, procurement of permits (could be stickers, license plate scanner, passes hanging from mirror, etc), enforcement of permit parking areas, utilizing a contractor to patrol and issue tickets for a set period of time (example 3 years); or software/equipment for municipal staff to			

enforce (example: permit scanner added to bylaw vehicle along with ticket automation).			
4. Continue Administering Resident Parking Permit Zone Program The Resident Permit Zone program is to continue to be administered according to the updated parameters identified above. It is anticipated added staff resource will be required. Additional enforcement is also required, as identified in Action D.4.	Medium-Term		0.1 FTE

Action A.2

Review On-Street Parking Management Upon Completion of New Multi-Family Residential Developments

Strategy reference pg. 28

Parking spillover from new multi-family residential buildings has been identified by Esquimalt residents as a key concern. There are several factors this could be related to, including insufficient parking supply in new buildings, residents seeking to avoid paying monthly parking fees, or on-street parking simply being more convenient than surface or structured parking. The Township will carryout monitoring for sites that are 20 units or larger, including completing review of pre- versus post-development conditions, and altering on-street parking restrictions as needed.

Steps / Actions	Timing	Responsibility	Resource
<p>1. Conduct Pre- and Post-Development Parking Utilization Counts, and Change Parking Restrictions</p> <p>Pre- and post-development parking utilization counts are to be undertaken for any multi-family residential development with 20 or more units. Where parking conditions exceed thresholds identified in the Parking Strategy, changes in on-street parking restrictions are to be carried out (may include residential permit zone, time limited parking, or other restrictions.)</p>	Short-Term	Engineering & Public Works staff	0.1 FTE

Action B.1

Retrofit, Expand and Modernize Public Bike Facilities

Strategy reference pg. 31

Providing safe and secure locations for residents and visitors to park their bikes can help support active transportation and reduce motor vehicle dependency. The Township has direct control over bicycle parking provision at public facilities and intends to ensure appropriate facilities are being provided both by retrofitting existing locations and expanding bike parking to all parks, recreation and other public facilities.

Steps / Actions	Timing	Responsibility	Resource
1. Retrofit Short-Term Public Bike Parking Short-term parking spaces under the Township's jurisdiction are to be reviewed and upgraded to ensure compliance with design requirements in the BC ATDG.	Short-Term	Engineering & Public Works staff	40 – 60 hours staff time and \$25,000–\$50,000 capital budget (est.)
2. Expand Bike Parking to Public Facilities Complete a scan of bike parking facilities in the Township (public) and determine where additional facilities are required, followed by installation at remaining public sites.			

Action B.2

Pilot a Secure Central Bike Parking Facility

Strategy reference pg. 33

Secure bike parking facilities reduce concerns of bike theft and provide space for e-bikes to charge. As the demand for active transportation increases, there is an added need to provide safe public bicycle parking. Secure bike parking has historically been provided in buildings to support bicycle use, however there is increased demand for safe public parking, particularly as the Township adds density within the Town Centre and more people commute to the area. The Township intends to pilot a secure bike parking facility in the Town Centre.

Steps / Actions	Timing	Responsibility	Resource
1. Identify & Secure Town Centre Site for Bike Parking Facility Identify and secure a preferred Town Centre site for a new public bike parking facility.	Medium-Term	Engineering & Public Works staff	\$25,000 - \$50,000 capital budget
2. Confirm Bike Parking Facility Parameters Township staff are to work to identify the infrastructure / facilities required to operate a successful bike parking valet service, including bike racks, fencing and surveillance. Consideration is also to be given to desired staffing levels and administration, as well as whether to charge for the service.			\$50,000 or more capital budget
3. Operate Bike Parking Valet Pilot Over a One-Year Period The Township is to staff and trial a bike parking valet in the Town Centre over a one-year period. This is to include monitoring to determine utilization relative to overall cost, with consideration to extending the service in future if successful.	Long-Term		0.5 FTE \$20,000 – \$30,000 capital cost

Action B.3

Establish Process to Request Public Bike Parking

Strategy reference pg. 34

The Township intends to create a streamlined process for Esquimalt residents and/or businesses to request short-term bike parking to help inform where public bike parking is needed and where municipal investments are best suited. Locations of specific need will be part of the larger expansion program identified in Action B.1

Steps / Actions	Timing	Responsibility	Resource
1. Create Website Form for Bike Parking Facility Requests Evaluation of website form requests are to include existing supply and demand of bike racks and charging facilities in an area of the Township, as well as the existing surface conditions, conflicts, and right-of-way.	Short-Term	Human Resources & Community Relations staff	20 – 40 hours staff time
		Engineering & Public Works staff	

Action B.4

Create Incentives to Retrofit Pre-Existing Buildings for Active Transportation Infrastructure

Strategy reference pg. 35

Older, pre-existing buildings often lack the facilities necessary to accommodate and encourage people to engage in active transportation. This may include a lack of dedicated bike parking in multi-family residential or commercial land uses with limited access to other supports such as shower and changing facilities in a commercial or other commute use. The Township intends to support property owners seeking to retrofit pre-existing buildings to ensure active transportation support facilities are available more widely.

Steps / Actions	Timing	Responsibility	Resource
1. Confirm Funding & Parameters for Building Retrofit Program to Support Active Transportation Township staff are to work to confirm program parameters, including confirming funding levels with Council. Consideration is to be given to eligible upgrades (bike parking, end-of-trip facilities), eligible land uses and building types, and subsidy level.	Long-Term	Engineering & Public Works staff	20 – 50 hours staff time
2. Administer Building Retrofit Program to Support Active Transportation Once confirmed, the Township is to administer the building retrofit program and make available to Esquimalt property owners. The program should be monitored over time, including adjusting parameters as needed to ensure it is achieving the intended outcome. A maximum budget and/or time limit may be placed on the program.			\$50,000 program budget

Action B.5

Develop a Municipal E-Bike Incentive Pilot Program

Strategy reference pg. 36

E-bikes have the potential to replace motor vehicle trips and increase active transportation modal shift due to their speed and low-effort compared to regular bicycles. This is a key objective established in the Active Transportation Network Plan. A significant barrier to e-bike ownership is the upfront purchase price. To support e-bike ownership among Esquimalt residents and reduce purchase price, the Township intends to develop an e-bike incentive program that includes financial subsidy.

Steps / Actions	Timing	Responsibility	Resource
1. Study and Confirm E-Bike Incentive Program Parameters An e-bike subsidy pilot program will be developed that includes financial support toward e-bike purchase. Program parameters are to be established, including the total funds available, subsidy level per resident and any conditions on subsidy (i.e., income level).	Medium-Term	Engineering & Public Works staff or Specialist consultant	50 – 100 hours staff time or \$5,000 – \$10,000 consulting budget
2. Secure Budget for E-Bike Incentive Program An initial budget is to be secured to allow the Township to offer and carryout the e-bike incentive pilot project.		Engineering & Public Works staff	20 – 50 hours staff time. Cost TBD
3. Carry Out E-Bike Incentive Program & Monitor Uptake Monitor incentive uptake and funds remaining, as well as recap on program success and possible future fundings once pilot is complete.			50-100 hours staff time

Saanich E-bike Incentive Pilot Program

The District of Saanich's Community E-bike Incentive Pilot Program was offered during 2021-2022. The program offered a financial subsidy to Saanich residents to purchase new e-bikes at three different subsidy levels, varied by household income. The subsidy was applied to the purchase of approximately 380 e-bikes.

Available online at: www.saanich.ca/EN/main/community/sustainable-saanich/climate-change/programs-rebates/e-bike-incentives.html

Action B.6

Participate in a Future Bike Share Program

Strategy reference pg. 37

Bike share programs make it possible for the public to rent bikes for a short period of time. Bike share programs differ across municipalities in their design and operational frameworks, but all seek to reduce the dependency on motor vehicles and support mode shift towards active transportation. The Active Transportation Network Plan identified a future public bike share system as a key strategy, as have other core communities such as Victoria and Saanich. Essential to developing such a program is formulating a parking structure (i.e. where public bikes can be parked.)

Steps / Actions	Timing	Responsibility	Resource
1. Develop Strategy and Operational Framework for Public Bike Share A strategy is to be prepared that includes specific targets and actions to guide the municipality and operator. Agreeing on a program operator and finalizing design considerations are critical in this step. (Opportunity to join Victoria's system as a partner)	Medium-Term	Engineering & Public Works Staff	50 – 100 hours staff time
2. Create Permit Application for Third Party Service Operator Applicants Application for service provider/operator will be created that evaluates proposals based on key strategy objectives, design considerations and costs.			
3. Approve, Roll-Out and Monitor Progress on Bike Share Program Roll-out program with operator. Establish a monitoring program based on the approach taken in the <i>Integrated Parking Management Strategy</i> that identifies methods to counts, summarizing data, and resource.	Long-Term		Subject to third party agreements. Cost TBD

Action B.7

Develop an EV and E-Mobility Strategy

Strategy reference pg. 38

Electric mobility refers to the use of electric cars, bikes, scooters, skateboards, and other electric-powered machines to get around. A pro-active approach to accommodating electric mobility was identified in the Integrated Parking Management Strategy to actively encourage and help prepare for increased future demand in e-mobility and support the Township's climate action goals.

Steps / Actions	Timing	Responsibility	Resource
1. Develop an E-Mobility Strategy An e-mobility strategy is to be prepared that includes specific targets and actions to guide the municipality and partners in supporting and accelerating the uptake of electric mobility in Esquimalt. Example strategy documents from Victoria and Saanich are referenced below.	Long-Term	Engineering & Public Works staff Or Specialist consultant	0.1 – 0.2 FTE (est. 200–500 hrs) \$75,000 - \$100,000 consulting budget

Victoria Electric Vehicle and Electric Mobility Strategy

The City of Victoria prepared an EV and E-Mobility Strategy to guide policy and investment in e-mobility. The strategy forecasted a total investment of \$60M in charging infrastructure required between 2022 and 2030.

Available online at:

www.victoria.ca/media/file/victoria-ev-and-e-mobility-strategypdf

Saanich Electric Mobility Strategy

In 2020, the District of Saanich completed its *Electric Mobility Strategy*. The document highlights a series of 38 actions to guide implementation to support electric bicycles, electric vehicles, home and workplace charging, public charging, and leadership by the District.

Available online at:

www.saanich.ca/assets/Community/Documents/Planning/Sustainability/E-Mobility-Strategy-web.pdf

Action C.1

Modify On-street Parking Time Limitations

Strategy reference pg. 40-42

On-street parking time limitations are one of the key opportunities to maximize efficient use of public parking and ensure available on-street parking is being effectively utilized. Concerns over the effectiveness of current time limitations and inconsistency in application of time limitations were noted through the Integrated Parking Management Strategy process. Simplifying time limitations, providing shorter-term parking options in the Town Centre and expanding time restrictions into areas of high parking demand were identified as potential solutions.

Steps / Actions	Timing	Responsibility	Resource
1. Update Time Limitations in Town Centre Changes to limited time parking zones in the Town Centre should be carried out consistent with directions in the <i>Integrated Parking Management Strategy</i> (refer to Map 6), largely to expand 1-hour limited time parking to address gaps in currently restricted areas.	Short-Term	Engineering & Public Works staff	50-100 hours staff time and \$5,000-\$10,000 capital cost (new signs and poles)
2. Update Time Limitations in High Demand Areas The Township should work to balance parking demand, including reducing allowable parking time in high demand areas. As the parking monitoring program is carried out (refer to Action C.2.2, below), areas of high demand will be identified where reduced parking time limitations are appropriate. This may include high demand areas in the Town Centre and/or parking in outlying areas without restrictions or residential zones where time limited parking is appropriate	Medium-Term		20 – 50 hours staff time and \$5,000 - \$10,000 capital cost (est. annual)

Action C.2

Monitor Parking Utilization

Strategy reference pg. 43

A regular parking data collection process is to be carried out to allow the Township to monitor process and change. This is to include monitoring of parking utilization (% occupied) and duration (length of stay), and focused in the Town Centre, neighbourhoods and high-complaint areas. The approach taken in the Integrated Parking Management Strategy is to be replicated to allow for cross-comparison year-over-year.

Steps / Actions	Timing	Responsibility	Resource
1. Establish Parking Monitoring Program Establish a monitoring program based on the approach taken in the <i>Integrated Parking Management Strategy</i> that identifies areas to be counted, count methods, approach to summarizing data, and resource.	Short-Term	Engineering & Public Works staff	20 – 40 hours staff time
2. Conduct Annual Parking Monitoring Monitoring is to be carried out annually and data summarized.	Medium-Term	Summer / coop student (20% of workload)	\$10,000 - \$30,000 annually

Action C.3

Expand Car Share Availability

Strategy reference pg. 44

Car sharing is playing an increasingly significant role in helping to meet mobility needs and supporting reduced private vehicle ownership, allowing residents access to personal vehicles for short, infrequent trips. In Esquimalt, there are currently only five car-share vehicles available to the public, as a “roundtrip” service (vehicles start and end trips in the same location). The Township has established a target to expand the car share fleet to 30-40 vehicles by 2040.

Steps / Actions	Timing	Responsibility	Resource
<p>1. Establish Supportive Car Share Regulations in Parking Bylaw</p> <p>Supportive regulations are to be established in the Township’s Parking Bylaw to support expanded car sharing in Esquimalt that, for example, permit applicants to reduce required parking supply where car share provisions are pursued.</p>	<p>Completed during 2023-2204 <i>Parking Bylaw</i> update</p>		
<p>2. Support One-Way Car Share Service</p> <p>Township staff should engage with one-way car share operators to encourage expanded service in Esquimalt.</p> <p>Identify opportunities to actively support car share by making car share only spaces available at public parking lots and on-street areas.</p>	<p>Medium-Term (on-going)</p>	<p>Engineering & Public Works staff</p>	<p>Third-party driven and staff support where required</p>

Action C.4

Expand and Modernize Accessible Parking

Strategy reference pg. 46-48

The Township is working to create a more accessible and inclusive community. A key part of eliminating barriers and facilitating access is ensuring an appropriate supply and design of accessible parking spaces. This will partially be achieved through land development as regulated through the Parking Bylaw, as well as through strategic and targeted improvements by the Township in public accessible parking.

Steps / Actions	Timing	Responsibility	Resource
1. Update Parking Bylaw to Ensure Good Accessible Parking Parking Bylaw to be updated to ensure new development includes adequate accessible parking supply and meets universal design best practices.	Completed during 2023-2024 <i>Parking Bylaw</i> update		
2. Review Publicly Accessible Parking Spaces All accessible parking spaces under the Township's jurisdiction are to be reviewed to ensure compliance with design requirements in the <i>Parking Bylaw</i> and universal design best practices.	Short-Term	Transportation or specialist universal design consultant	20-40 hours staff time and \$10,000 - \$20,000 consulting budget
3. Identify New Accessible Parking Locations Complete a scan of all accessible parking spaces in the Township (public, private) and determine where additional accessible parking may be required.		Engineering & Public Works staff or consultant	20 – 40 hours staff time and \$10,000 – \$20,000 consulting budget
4. Pursue Accessible Parking Upgrades The Township will pursue improvements to existing accessible parking spaces and provision of new accessible parking spaces.	Medium-Term	Engineering & Public Works staff	(cost estimates to be developed during steps 2 & 3)

Action D.1

Create a Public Education and Communications Campaign

Strategy reference pg. 50

Creating strong and publicly accessible messaging to communicate parking regulations is essential to encouraging compliance and parking best-practices. Currently, the Township of Esquimalt faces challenges with parking enforcement and compliance, attributed to inconsistent restrictions, parking supply challenges and its complaint-based approach to enforcement. Additionally, the only real public communication regarding parking restrictions is on a webpage. There is potential to make the webpage more informative, while also introducing new tools to increase enforcement and compliance with parking regulations.

Steps / Actions	Timing	Responsibility	Resource
1. Update Website Update Township parking webpage to be more public-facing and engaging, including information on project details, where to find specific parking spaces, and a general feedback form. Continue to make updates as Township parking management practices change in future.	Short-Term	Human Resources & Community Relations	50 – 100 hours staff time

Action D.2

Increase Fines for Parking Offences

Strategy reference pg. 51

The Township intends to increase parking fine rates to uphold the intent of established parking restrictions, support public desire for stronger parking enforcement and compliance, and to better align with rates in other municipalities. Current rates are \$40 per offence, reduced to \$30 if paid within 14 days.

Steps / Actions	Timing	Responsibility	Resource
<p>1. Identify Proposed New Parking Fine Rates and Formalize Rates</p> <p>Identify proposed rates based on comparison to other communities (typically 1.5 – 2 times higher).</p> <p>Consider also undertaking a financial analysis to identify the anticipated revenue increase resulting from increased fine rates.</p> <p>Update <i>Ticket Information Utilization Bylaw</i> (Bylaw No. 2619, Schedule B9) to reflect new fine rates.</p> <p>Pursue formal bylaw amendment through Council process.</p>	Short-Term	Financial Services staff or Engineering & Public Works staff	20 – 50 hours staff time

Action D.3

Modernize Process to Pay Parking Fines

Strategy reference pg. 52

The process to pay a parking fine issued in Esquimalt is completed through mail-in or in-person at Municipal Hall. This process requires staff resource to administer and leads to resident frustration over the time involved in the manual process, or results in unpaid fines. The Township intends to pursue a new online fine payment option.

Steps / Actions	Timing	Responsibility	Resource
1. Pursue Online Fine Payment Options Further research is required to identify the preferred option for accepting online fine payment. This may include integration with online payment for other Township functions (e.g., bill payments, permits, licences, applications).	Medium-Term	Financial Services staff	100-200 hours staff time

Action D.4

Review Approach to Enforcement Resources

Strategy reference pg. 53

The Township continues to mature with more urban infill development, leading to greater activity and demand for parking. New and increased parking management approaches are outlined in the Integrated Parking Management Strategy to help maintain desirable parking conditions. The success of these approaches will ultimately depend on improved techniques and greater resources for parking enforcement. Further details of this action are subject to findings in Action A.1.

Steps / Actions	Timing	Responsibility	Resource
1. Establish Full-time Parking Enforcement Role The Township should explore hiring a full-time staff member dedicated to parking enforcement, including monitoring time limited parking in the Town Centre, Resident Permit Zone parking and other parking restrictions.	Medium-Term	Community Safety Services staff	1.0 FTE
2. Purchase Handheld Enforcement Devices The Township should pursue purchase of handheld devices and software to support more efficient parking enforcement. Devices are to include electronic citation recording and printing functions.			20-50 hours staff time and \$25,000 capital budget

Action E.1

Create Bicycle Parking Valet for Special Events

Strategy reference pg. 55

Special events create opportunities for increased bike parking due to high attendance and a larger than usual number of people seeking parking for their vehicles, including bikes. Bike parking valets increase accessibility and peace-of-mind, by providing secure places to store bikes, thereby resulting in more people cycling to large events are reducing parking needs. The Township intends to pursue bike parking valet opportunities for larger, annual special events in Esquimalt include Jazz Fest, Rib Fest, Buccaneer Days, and the Esquimalt Farmers Market.

Steps / Actions	Timing	Responsibility	Resource
1. Secure Third-Party Bike Valet Operator and Agreements with Event Coordinators Secure partnership agreement with third-party service provider and/or operator (ie. Capital Bike and BEST). Pursue potential events and establish service agreements with event coordinators. Identify opportunities for special event bike valet funding and budget (ie. Sponsorships, grant funding, Township budget etc).	Short-Term	Engineering & Public Works staff	50 – 100 hours staff time
2. Administer Bike Valet Program and Monitor Utilization Hire volunteers or paid staff to administer the valet on event days and monitor and evaluate usage.	Medium-Term (on-going)	Service Provider/Operator	\$1,000 – \$5,000 per event

Capital Bike: Victoria Bike Valet Program

The City of Victoria has continued its second seasonal bicycle valet program, in partnership with BEST and Capital Bike. Capital Bike also administers “The Locker,” which is a temporary event-only bike valet service.

Available online at: <https://capitalbike.ca/thelocker/>

Action E.2

Require Construction Parking Management Plans

Strategy reference pg. 56

On-going construction may impact neighbourhood parking conditions as on-street parking is temporarily repurposed and construction vehicles seek parking in the vicinity of the site. Concerns around construction parking impacts were raised by Esquimalt residents through engagement activities during the Integrated Parking Management Strategy process. The Township will create a process that requires an applicant at the time of a Building Permit to prepare and execute a Construction Parking Management Plan where criteria are met.

Steps / Actions	Timing	Responsibility	Resource
<p>1. Develop Criteria for Construction Parking Management Plans and Administer Plans</p> <p>Establish criteria for development applications where Construction Parking Management Plans will be required (refer to Strategy, page 56).</p> <p>Establish guidelines and criteria for items to be addressed in a Construction Parking Management Plan, including parking locations, off-site parking, and staging / timing (refer to Strategy, page 56).</p> <p>Township staff will support approve Construction Parking Management Plans associated with new development. This includes review and approvals of applicant submitted plans, managing any changes in parking restrictions, and coordinating occasional monitoring and enforcement.</p>	Short-Term	Engineering & Public Works staff or Transportation consultant	In progress

