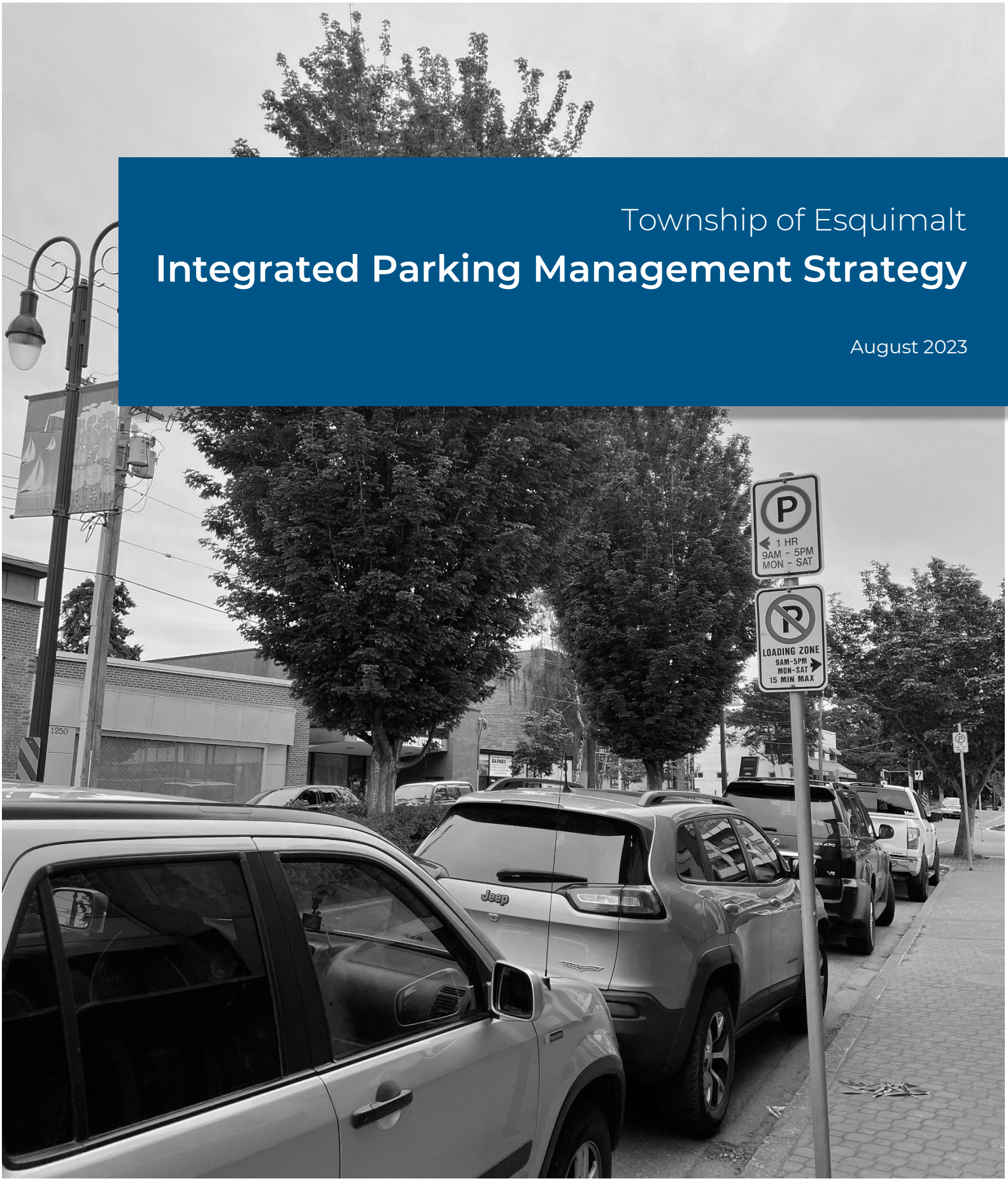
Township of Esquimalt

Integrated Parking Management Strategy

August 2023



Township of ESQUIMALT

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Executive Summary

Overview

The Township of Esquimalt's ***Integrated Parking Management Strategy*** provides guidance for the decision-making and implementation of publicly provided parking. 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.

The Township of Esquimalt has predominantly been an auto-oriented community. The transportation choices made by Esquimalt residents reflect the transportation options made available to them. Where considerable investments are made in building road infrastructure and providing ample free parking, residents and visitors will be inclined to make single-occupant vehicle trips.

According to the 2016 Census data, 61% of residents use a private automobile as their main mode of commuting. Building on direction established in the Township's 2022 Active Transportation Network Plan and the 2018 Official Community Plan, the Township is moving in a direction of a community that prioritizes a healthy, livable and diverse community. This shift was reflected in the public engagement process that identified through an online public survey that 46% of participants expressed that safer, more connected cycling facilities would encourage them to take fewer vehicle trips, followed by improved transit infrastructure (39%), and new or improved sidewalks (38%).

The ***Integrated Parking Management Strategy*** looks to actively manage public parking to meet the needs of today's growing population and those of future generations. Right-of-way allocation and management policies ensure that the Township achieves the highest and best use of the limited available public space. How the right-of-way is allocated is a powerful lever to support sustainable travel behavior and efficient parking management, by valuing the right-of-way accordingly to supporting convenient access for high-occupancy, low-carbon, and active travel modes and the efficient delivery of goods.

Using the Township's *Engaging Esquimalt* website, the engagement process included one community-wide survey, an online mapping exercise, public information sessions, stakeholder interviews and a public open house. This process

allowed residents to share their concerns with the existing public parking management system and share feedback on emerging concepts.

The feedback received was critical for understanding existing issues and areas of concerns, as well as to ensure there was public support for the proposed recommendations.

Data collection was also a key component of this project to inform parking utilization and occupancy rates. This information helps to identify current parking restrictions, existing pressures on public parking, and understand the relationship of time of day and land use.

Guiding Principles

The *Integrated Parking Management Strategy* is directed by a series of guiding principles that support the Township's existing policies and plans and reflect community interests and values. These principles were used to guide the strategies and actions contained in this document, as well as to help inform detailed implementation by the Township and its partners.

1. **The curbside provides maximum public benefit**
2. **Sustainable transportation options are supported**
3. **Public parking accommodates diverse needs and uses**
4. **The public parking experience is safe and reliable**

Five over-arching parking management strategies are identified to guide key directions and actions for improved parking management in Esquimalt. For each strategy, a series of actions have been identified for the Township and collaborating partners.

A. Improve Neighbourhood Management
B. Support Sustainable Transportation
C. Modernize Curbside Management
D. Increase Parking Compliance
E. Establish Temporary Parking Management Tools

The strategies and actions identify a roadmap toward realizing improved parking management in Esquimalt. The Township intends to carryout the strategies and actions contained in this document. Some can be realized in the short-term, while other will take longer to establish budget, change municipal procedures and/or collaborate with community partners and other agencies.


TUDOR HOUSE
CUSTOMER PARKING
P
RESERVED 24HRS

1. Overview

Parking has a broad and profound impact on our community. How parking is supplied and managed influences the rate of growth and development form, how we choose to travel, and the health of our community and our natural environment.

The *Esquimalt Integrated Parking Management Strategy* has been developed by the Township of Esquimalt 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.

The purpose of this strategy is to provide the Township with guidance for decision making and implementation of publicly provided parking.

While the focus of this 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 with 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.

Why Manage Parking?

Land Use + Urban Form

Land use and urban form are influenced by the quantity and configuration of parking. Greater parking supply and surface parking reduce opportunities to increase density, establish pedestrian connections, and create public spaces.

Environmental Sustainability

On-road transportation is a key contributor to our overall community greenhouse gas (GHG) emissions. Managing parking to support a shift to active travel and transit helps reduce GHG emissions and support environmental sustainability objectives.

Affordability

Housing affordability is directly impacted by parking supply, where costs associated with parking are generally passed on in the form of a higher rent or purchase price. Managing parking supply coupled with improvements to active transportation and public transit reduces the overall cost of living in Esquimalt allowing for a more equitable and diverse community.

Congestion + Road Safety

Convenient, readily accessible parking supports more people driving more often. More vehicles on the road leads to increased congestion and concerns over road safety. Through strategic parking management, traffic congestion is reduced as more people engage in active transportation and use public transit.

Health + Well-Being

Active transportation (including walking to/from transit) presents the opportunity to engage in physical activity and social interaction. An inexpensive and plentiful supply of parking encourages people to drive more and facilitates a sedentary lifestyle without the social benefits of active transportation.

2. Existing Conditions

Understanding the relationship between parking and the various aspects that make up the Esquimalt community, as well as recognizing the impact of various parking regulation and management options, is critical for the development and integration of parking management strategies.

2.1 Community Profile

Esquimalt is a growing, diverse, and highly recreational community. With 17,533 people (as of the 2021 census), and a total land area of 7.08 km^2, Esquimalt has the second highest population density among municipalities in the Capital Region with 2,494 persons per square kilometre (second to Victoria).

The compact geography lends itself well to easy access to parks and green space, recreational facilities, walkways, trails, and various commercial and institutional amenities in the core of the community, including libraries, schools, restaurants, and retail outlets.

About 26% of the population in Esquimalt is above the age of 60. This is a significant portion of the total population, who also have unique transportation needs and travel patterns.

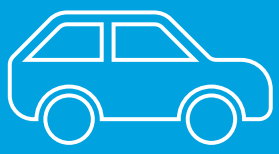
2.2 Land Use

Community land use is predominantly single-family residential, with large established residential neighbourhoods in the South Esquimalt / Saxe Point, Rockheights, and Craigflower / Gorge areas.

The bulk of the Township's commercial lands are focused on the Esquimalt Road corridor, either between Admirals Road and Lampson Street, or focused on the Head Street intersection. The Esquimalt Town Square, located immediately adjacent to the Municipal Hall, has been recently redeveloped, with further planned densification in the vicinity.

The Canadian Forces Base (CFB) Esquimalt is also a defining community feature, with lands both focused on Esquimalt Harbour and Work Point / McLoughlin Point.

Our Transportation Profile



1.2
Vehicles
per Household

3.23
Daily Trips
per Household

61%
Commute by
Private Automobile

76,000+
Daily Trips
(all modes)

1.14
Bicycles
per Household

$8,730
Average Annual Household
Transportation Costs

2.4 Policy Context

The Township is guided by policy and regulations set at the local, regional, and provincial levels. The following policies and plans have helped to inform the *Integrated Parking Management Strategy*.

Official Community Plan, 2018

The Township's *Official Community Plan* (OCP) sets the goals and policies providing direction for the growth and development of Esquimalt. The OCP sets goals that encourage sustainable transportation and planning, as follows:

- Encouraging better infrastructure that promotes walking and cycling
- Supporting compact, efficient medium density and high-density residential development
- Encourage the viability of the business sector within Esquimalt

These goals are aided through specific policy that directly impact how parking is to be managed and regulated, as summarized in the following table.

RELEVANT OFFICIAL COMMUNITY PLAN (OCP) POLICIES

Policy 3.8	Developing transportation demand management plans with major employers
Policy 5.3	Encourage the installation of electric vehicle charging infrastructure in medium and high-density residential developments
Policy 5.4	Consider parking relaxations or other development variances where a development proposal includes affordable, special needs or seniors housing
Policy 7.2	Reductions in off-street parking requirements may be considered in new industrial and business developments where the following are provided: an appropriate number of secure bicycle storage spaces; shower and change rooms; visitor bicycle parking spaces; and building location within short walking distance of a regional bus route
Policy 11.6	Improve mobility and access for local and regional travel and reduce intrusion on local streets

Active Transportation Network Plan, 2022

Esquimalt's *Active Transportation Network Plan* (ATNP) is the first comprehensive plan that identifies how active transportation can play a multi-faceted role in achieving Esquimalt's broader strategic priorities including being a healthy, livable, and diverse community. The document covers both active transportation networks and end-of-trip facilities, including bike parking.

As the active transportation network builds out, following the guidance of the ATNP, existing public parking could be impacted as a result of creating space for active transportation infrastructure. For example, Lampson Street and Esquimalt Road are part of the "quick build" Network that will require the removal of on-street parking to realize planned cycling facilities.

In addition to building out a cycling network, the ATNP identifies the importance of high quality, convenient, and secure bicycle parking and its implementation as an integral piece to reduce people's dependency on motor vehicles as their primary mode of transportation.

Streets and Traffic Bylaw, 2017

The Township manages the supply of on-street parking to support the demands of a growing community, while also managing the impacts of parking in neighbourhoods. The *Streets and Traffic Bylaw No. 2050* designates approximately 14 different parking restrictions, most notably time restrictions and residential parking permits.

Map 1 below identifies the locations in the Township with existing parking restrictions.

TOWNSHIP OF ESQUIMALT
INTEGRATED PARKING STRATEGY

MAP 1
PARKING RESTRICTIONS

Township of Esquimalt Boundary

Parking Restrictions

- 15 Minute Parking
- 30 Minute Parking
- One Hour Parking
- Two Hour Parking
- Three Hour Parking
- Residential Parking
- No Parking
- Periodic No Stopping
- Handicapped Parking
- Loading or Passenger Zone

Data Sources: Parking Restrictions: TOE, USL, 2022; Municipal Boundaries, First Nations Reserves, Roads: DataBC, 2022; Imagery: CRD, 2021

3. Community Engagement

The *Integrated Parking Management Strategy* was informed through a comprehensive public engagement process. Engagement activities were identified that would help understand the key parking management issues in Esquimalt, identify and test possible parking management solutions, and to gauge the overall level of support for the draft *Integrated Parking Management Strategy*.

Both in-person and virtual engagement opportunities were hosted, targeting both the general public and specific stakeholder representatives.

The following were the key engagement approaches and opportunities:

Webpage

A project webpage was created and available during the project with links to relevant information, progress updates, and engagement opportunities.

Social Media

The Township used its Facebook, Twitter, LinkedIn, and Instagram platforms in addition to hard copy and e-newsletters to generate interest and promote engagement activities.

Survey

A community survey was administered over a three-week period, including a series of written questions and interactive mapping tool.

Information Sessions

Two virtual information sessions were hosted using MS Teams to allow residents to express concerns and discuss improvement options with Township staff and the consulting team.

Stakeholder Interviews

A series of interviews were conducted with representatives with a specific stake in parking management. Conversations were hosted with ten (10) organizations.

Open Houses

Two (2) open houses were held in September 2022 at the Esquimalt Recreation Centre.

Committee Presentations

Presentations were made to the Advisory Planning Commission (APC) and Design Review Committee.

Review Period

The draft Integrated Parking Management Strategy was available for public review and comment over a two (2) week period.

3.1 Participation

Esquimalt residents and stakeholders participated in a number of engagement activities held as part of the ***Integrated Parking Management Strategy*** process. Engagement approaches were adapted to ensure all current public health orders related to the ongoing COVID-19 pandemic were adhered to.

Participation in community engagement activities is summarized below.

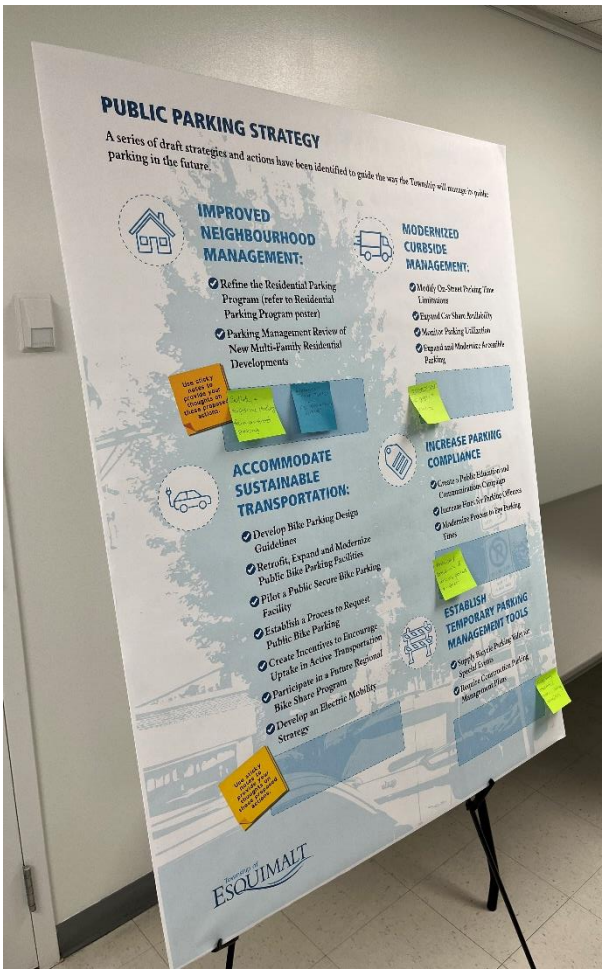
537
Survey Responses

1,645
Webpage Visits

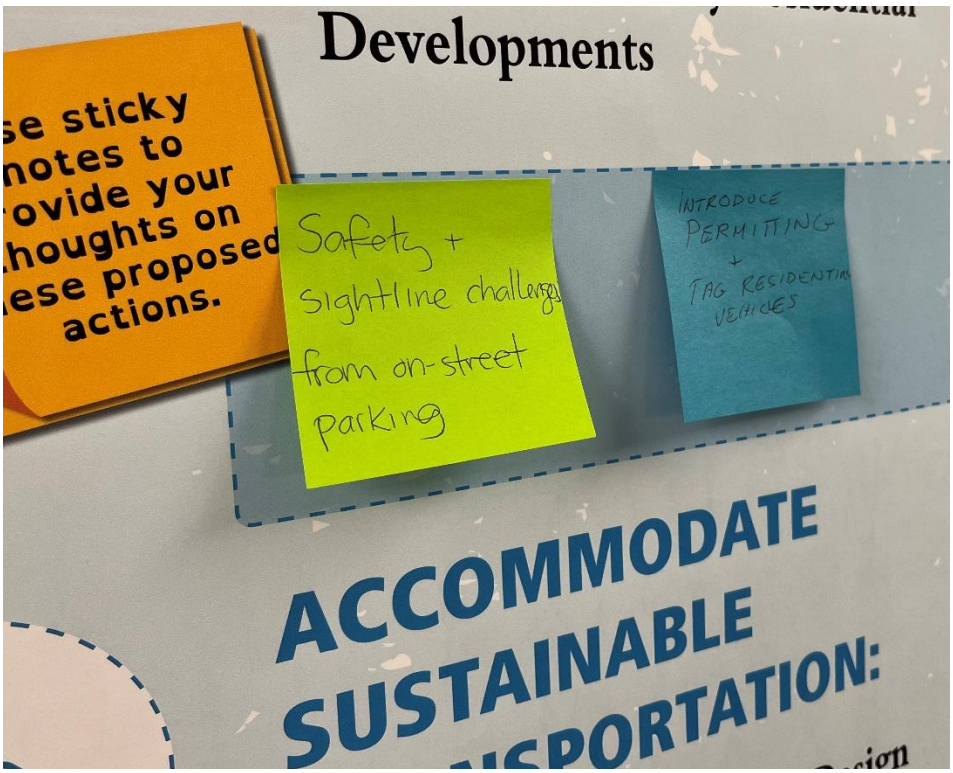
55
Open House Attendees

38
Mapping Comments

10
Stakeholder Interviews



Images from community open houses held at Esquimalt Recreation Centre on Wednesday, September 21 2022



3.2 “What We Heard”

A list of key take-aways from community and stakeholder engagement activities undertaken to date has been summarized below.

Transportation Interests & Behaviours

Survey responses indicated that 42% of participants have one vehicle per household, with 59% of participants using a private driveway or garage to park their vehicle. 19% of participants indicated they use on-street parking for storing their vehicle.

Nearly half of the survey participants (46%) expressed that safer, more connected cycling facilities would encourage them to take fewer vehicle trips. This was followed by improved transit infrastructure (39%), and new or improved sidewalks (38%).

Residential Parking

Capacity and compliance challenges were expressed during public engagement – both in the survey, open houses and during the public information sessions. The most common parking challenge in the Township that was noted by survey participants as vehicles parked on residential streets for extended periods of time, not being able to find parking near at or near their destination and non-residents parking in resident-only parking areas.

An increase in enforcement and expanding resident-only parking areas was expressed by most participants as a solution to challenges with residential parking.

Participants were supportive of a formalized residential permit program as a solution to improve parking management in neighbourhoods. Many residents also spoke to being supportive of charging a fee for residential permits.

Town Centre Parking Improvements

During public consultation, public parking management improvements were consulted to gauge interest and feedback on potential tools for implementation.

Support for public parking management measures was highest for creating more accessible parking spaces to accommodate people with disabilities, expanding on-street restrictions to allow high-demand parking spaces to be used by more vehicles and providing more opportunities for integration with active and public transportation.

4. Parking Conditions

To understand utilization of public parking in Esquimalt, on-street parking and public parking lot utilization data was collected and analyzed. This information helps to identify current parking restrictions, existing pressures on public parking, and understand the relationship of time of day and land use. The information collected has helped to inform recommendations for parking management as described in Section 7.0.

Public parking was assessed from three perspectives:

1. **Restrictions**

   Using the Township's Traffic Orders Map, digital mapping files were brought into GIS and used as the basis for project mapping. This included incorporating changes in restrictions or inconsistencies identified during on-street parking observations.

2. **Inventory**

   A desktop exercise was undertaken to identify the Township's on-street parking supply by segment (or block), for the purposes of understanding utilization on key street segments. Key public parking lots nearby the Esquimalt Town Centre, including at Municipal Hall, Memorial Park, Esquimalt Recreation Centre, and Archie Browning Sports Centre were also be inventoried. Parking supply for these lots and segments was confirmed or adjusted during the on-street parking observations.

3. **Utilization**

   In-field parking observations were completed to establish measures of parking utilization. Observations were focused on the selection of approximately 160 street segments identified in the desktop inventory throughout Esquimalt that represent a mix of land use contexts and neighbourhoods in the Township.

Public parking observations were carried out over two (2) observation periods on Thursday June 16, 2022. The first observation period took place over mid-day hours from approximately 11:00 AM to 3:00 PM. The second observation was conducted during the evening from 7:00 PM to 8:00 PM. These two periods typically capture hours of peak on-street parking demand, with the specific peak demand varying with the surrounding land uses.

Streets in Esquimalt feature several on-street parking restrictions that are a key parking management tool to benefit residents, businesses, and their patrons and ensure safety for all road users. Key parking restrictions that the Township currently applies are:

No Stopping

An absolute restriction on all on-street parking regardless of day or time, no parking restrictions are most often indicated by yellow paint along the curb or signage. These restrictions are found throughout the community, but most commonly on high-traffic roads such as Esquimalt Road, Lampson Street, Craigflower Road, or Admirals Road or in areas where parked cars could create a safety concern for road users.

Limited Time Parking Zones

Several time-based restrictions can be found throughout Esquimalt from 15-minute maximum stays to three-hour parking zones and are employed to prevent all-day parking in key areas. These restrictions are largely focused in areas with high parking demand or where regular turnover can benefit local businesses, with the specific restrictions indicated by signage. As a result, most time-base restrictions are found on streets near the Esquimalt Town Centre and Viewfield Industrial Area.

Residential Parking

Residential parking zones restrict on-street parking for the use of the residents, visitors, and trades persons of dwellings located on the abutting street. Most residential parking zones can be found on residential streets near high parking demand areas such as commercial, employment, and recreation centres, or near major roads. These restrictions therefore help prevent parking spillover from adjacent uses and ensure there is ample on-street parking for residents, guests, or trades persons working in abutting dwellings. These restrictions are implemented at the request of residents with sufficient support from neighbours in a resident-generated petition.

Passenger Zone

Passenger loading zones permit short-term parking for the loading or unloading of vehicle passengers. These zones allow for quick turnover to facilitate pick-up and drop-off of passengers from vehicles-for-hire or private automobile. As a result, Passenger Zones are found near multi-family residential buildings and businesses.

General Loading Zone

General loading zones allow for short-term parking for the purposes of loading or unloading cargo. Loading zones are provided to allow businesses to have dedicated space to prepare for deliveries. General Loading Zones are typically located near businesses, including in the Town Centre and industrial area.

Other Restrictions

Several other on-street parking restrictions can be found in Esquimalt, serving unique users, uses, and contexts. These include on-street parking dedicated to accessible, no parking zones, and restrictions for specific times of day or days of the week.

Public Parking Utilization

Mid-Day Count: The mid-day count between 11:00 AM and 3:00PM produced several key trends, as shown in **Map 2**. In primarily residential areas, on-street parking utilization was typically less than 50%, particularly in low-density residential neighbourhoods. Utilization during the first observation was generally higher in areas with a great mix of land uses or near employment centres, most notably in areas close to Esquimalt Town Centre, industrial and commercial centres, some construction sites, and along Federal lands like those on the western end of Colville Road. In these areas, most street segments without residential restrictions were typically utilized more than 50%. Many of the most convenient locations to these centres were functionally full, or 85% utilized.

Evening Count: The results of the evening count, as shown in **Map 3**, showed several key differences to the mid-day observations. After business hours, many of the most highly utilized street segments near employment centres were less utilized or had no occupants. Many highly utilized segments at mid-day, such as those near the Esquimalt Town Centre, Viewfield Industrial Area, along Colville Road, and outside of Victor Brodeur school, were below 50% occupied. Increases in utilization were observed in some residential areas, and near recreation centres and parks, often in excess of 70%.

Many of these differences can be seen on **Map 4**, which shows the degree to which on-street parking utilization changed between the two observation periods. From this analysis we can see that many of the largest changes in occupancy are seen in the key locations mentioned above, in addition to on-street parking along Lyall Street.

Public Parking Lots

During the mid-day on-street parking observation period, counts were conducted of the four major public parking lots in the Esquimalt Town Centre between 11:30 AM and 12:00 PM. As shown in **Table 2**, results indicate that parking occupancy at these sites varies widely, with Esquimalt Recreation Centre experiencing over 85% occupancy, whereas the lot adjacent to Municipal Hall was only 23% occupied.

TABLE 2. PARKING UTILIZATION AT TOWN CENTRE PUBLIC PARKING LOTS

Site	Parking Supply	Observed Vehicles (Thursday, June 26, 2022 @ 11:30 AM – 12:00 PM)	Observed Occupancy
Esquimalt Recreation Centre	87	76	87%
Memorial Park	11	7	64%
Esquimalt Town Square Surface Lot	22	5	23%
Archie Browning Sports Centre	167	77	46%

TOWNSHIP OF ESQUIMALT
INTEGRATED PARKING STRATEGY

MAP 2
ON-STREET PARKING OCCUPANCY (11 AM-3 PM)

Township of Esquimalt Boundary

Parking Occupancy (AM)

- <50%
- 50% - 70%
- 70% - 85%
- >85%

Data Sources: Parking Restrictions: TOE, USL, 2022; Municipal Boundaries, First Nations Reserves, Roads: DataBC, 2022; Imagery: CRD, 2021

TOWNSHIP OF ESQUIMALT
INTEGRATED PARKING STRATEGY

MAP 3
ON-STREET PARKING OCCUPANCY (7-8 PM)

Township of Esquimalt Boundary

Parking Occupancy (PM)

- <50%
- 50% - 70%
- 70% - 85%
- >85%

Data Sources: Parking Occupancy: USL, 2022; Municipal Boundaries, First Nations Reserves, Roads: DataBC, 2022; Imagery: CRD, 2021

TOWNSHIP OF ESQUIMALT
INTEGRATED PARKING STRATEGY

MAP 4
CHANGE IN ON-STREET PARKING OCCUPANCY

Township of Esquimalt Boundary

Change in Occupancy (AM-PM)

- <10%
- 10% - 25%
- 25% - 50%
- >50%

Data Sources: Parking Occupancy: USL, 2022; Municipal Boundaries, First Nations Reserves, Roads: DataBC, 2022; Imagery: CRD, 2021

5. Parking Management Framework

The *Integrated Parking Management Strategy* aims to provide the Township with tools and options to better manage public parking resources. When appropriately applied, parking management will reduce the number of parking spaces needed to meet parking needs, providing for a variety of economic, social and environmental benefits as well as opportunities to use the public spaces for uses other than parking.

The Township's right-of-way is the public space between property lines and is a valuable and limited resource of which requires conscious planning and design to ensure it functions as best use.

As of 2015, a total of 55.6 km (51%) of curb frontage has some form of parking restriction placed on it. The remaining 54.4 km (49%) of curb frontage does not have any restrictions placed on it.

The *Integrated Parking Management Strategy*, among other plans and policies, looks to actively manage this resource to meet the needs of today's growing population and those of future generations. Right-of-way allocation and management policies ensure that the Township achieves the highest and best use. How the right-of-way is allocated is a powerful lever to support sustainable travel behavior and efficient parking management, by valuing the right-of-way accordingly to supporting convenient access for high-occupancy, low-carbon, and active travel modes and the efficient delivery of goods.

Recommendations through the *Integrated Parking Management Strategy* is uplifted through four Guiding Principles and five Key Directions with accompanying actions, available on the subsequent pages. This strategy is intended to be a living document and its actions should be reviewed and considered annually to ensure that the commitment set by the Township is delivered. The actions identified contribute to a modern and efficient use of parking management, while also meeting other relevant goals and objectives to the Township including an uptake in sustainable transportation, efficient use of municipal resources and an improved quality of life for the community.

Guiding Principles

The *Integrated Parking Management Strategy* is directed by a series of guiding principles that support the Township's existing policies and plans and reflect community interests and values. These principles were used to guide the strategies and actions contained in this document, as well as to help inform detailed implementation by the Township and its partners.

1. **The curbside provides maximum public benefit**

   The curbside and on-street parking areas are public assets that will be managed efficiently and to provide maximum public benefit to surrounding areas, whether used as on-street parking or to support other community uses.

2. **Sustainable transportation options are supported**

   Public parking management is carried out in consideration of all travel modes. This includes retaining vehicle parking opportunities, but also supporting the Township's goals of increasing trips made by sustainable transportation options such as active transportation, public transit and low emissions vehicles.

3. **Public parking accommodates diverse needs and uses**

   Public parking supply considers the needs of a diversity of devices and users, including:

   - Accessible parking for people with disabilities
   - Charging facilities for EVs, e-bikes and mobility scooters
   - Carshare vehicles and parking
   - Bicycle parking and end-of-trip facilities

4. **The public parking experience is safe and reliable**

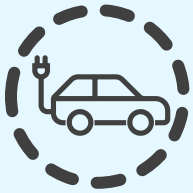
   The design and management of public parking ensures the safety of all users (vehicles, pedestrians, cyclists). Parking users are aware of public parking locations and can access available and appropriate parking supplies, with consideration for varied physical and cognitive abilities.

Parking Management Strategies

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

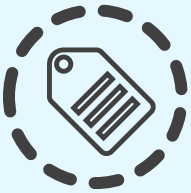
Each strategy is identified below and described in more detail on the following pages. For each strategy, a series of actions have been identified for the Township and collaborating partners.

Strategy A.
Improve Neighbourhood Management

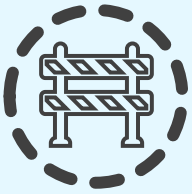


Strategy B.
Support Sustainable Transportation

Strategy C.
Modernize Curbside Management



Strategy D.
Increase Parking Compliance



Strategy E.
Establish Temporary Parking Management Tools

6. Strategies + Actions

The ***Integrated Parking Management Strategy*** is guided by the five (5) Parking Management Strategies, each of which have accompanying actions that support improved parking management and progress toward the Guiding Principles. The strategies and actions were identified specifically to address issues identified through data collection and technical study, based on feedback from the community, and/or to better reflect community priorities and more up-to-date best practices.

It is the Township's intent to dedicate time and resources to explore the various actions identified in this document further, as well as to coordinate with community partners and advocate with other adjacencies to realize improvements.

The five Parking Management Strategies and supporting actions are described on the following pages.

Strategy A.

Improve Neighbourhood Management

Parking on residential streets in Esquimalt are impacted by a number of challenges that ultimately result in the residents of that street struggling to find on-street parking. Several factors are leading to this conflict, including non-residents parking in resident-only areas, vehicles or trailers parked on-street for long lengths of time and spillover impacts from new multi-family residential buildings.

Challenges related to residential parking was identified as the biggest parking challenge in Esquimalt through the public survey, including vehicles parked on residential streets for extended periods and non-residents parking in resident-only parking.

The Township of Esquimalt is quickly growing, and many new developments are making the Township an attractive community for young professionals and new families. As the community grows, demand for parking in neighbourhoods will inevitably increase. The Township must consider and implement modernized parking management tools and regulation to ensure spillover, conflict and parking utilization are managed appropriately.

The actions described on the subsequent pages suggest policy and management tools to improve neighbourhood parking management.

Action A.1 Refine the Residential Parking Program

Action A.2 Review On-Street Parking Management Upon Completion of New Multi-Family Residential Developments

Action A.1 Refine the Residential Parking Program

The purpose of establishing residential parking areas is to help meet residential parking needs in areas where off-street opportunities are insufficient. These programs succeed in general to protect on-street spaces for residents and their visitors, but raise concerns about the added cost of enforcement and inefficiencies where parking is under-utilized.

The Township currently regulates residential parking through two distinct "zones". Although similar in function (to deter non-resident parking), their management and regulation process differs, as summarized below.

	Residential Parking Only Zone	Resident Permit Zone
Process to Initiate	Community initiated process: • 90% of street petitioned • 80% of support from street • Council Review • If supported by Council, Traffic Order confirmed	
Zone Identification	Street Signage	Street Signage (Currently limited to three locations in Esquimalt)
Vehicle Identification	None	• Permit in windshield • Two permits issued to each home in the zone
Enforcement	• Complaint driven • Residents notify Bylaw of offending vehicles • Bylaw confirms registration of vehicle • If a non-resident vehicle, ticket issued	• Direct observation or complaint driven • Parked vehicles need to display a parking permit • If no permit is present, the vehicle is ticketed
Repeal of Ticket	• Homeowner may bring ticket to Bylaw and confirm that ticketed vehicle was there as a guest or contractor • Ticket must be a municipal ticket (Provincial tickets cannot be repealed by the Township)	• The municipal ticket will not be repealed • Provincial tickets cannot be repealed

Residential Permit Programs in Other Communities

Residential permit programs in Ottawa, Ontario and St. John's, Newfoundland require residents to demonstrate that they have no access to off-street parking to qualify for a residential parking permit.

In Toronto, a priority ranking system classifies applications for residential parking permits into one of three levels, depending on each resident's degree of actual need for an on-street parking space. A system like this, although onerous on administrative resources, could help to mitigate residential parking capacity issues and provide on-street parking spaces to residents that are in the most need of space.

An improved and expanded residential parking system was supported through the community survey, with **56% of respondents supporting expanding resident-only parking areas to limit non-residents parking in residential areas**. Further, there was significant support for a residential permit system expressed during open houses.

Preferred Approach

A permit system is the preferred method of managing residential parking. The system will require resident permit parking signs and placards to be displayed in eligible vehicles.

The permit system is proposed to be applied in two (2) ways:

1. All new residential parking areas will be managed using the resident parking permit system.
2. Existing residential parking only zones will be converted to resident permit parking if the criteria is met and is requested by area residents or recommended by Township staff.

Why the Permit System?

The resident permit system offers two primary benefits over the residential parking only zone.

1. The permit system will be a more effective means of deterring non-resident parking in neighbourhoods.
2. The permit system is self-reinforcing and will require fewer Township resources dedicated to enforcement.

Permit Zones

Resident parking permit zones are to be applied only where need is demonstrated and where appropriate. Two (2) criteria are identified below that must be met for a resident permit zone to be applied.

Criteria	Measure
Residents Experience Difficulty Accessing On-Street Parking	On-street parking is observed 75% occupied or greater during peak periods
Resident Permit System is Supported by Area Residents	At minimum 75% of residents on the block have signed a petition confirming their support for a resident parking permit

Permit Eligibility

All households in Esquimalt on streets with a resident parking permit zone in-place will be eligible for a resident parking permit. The parking permit will entitle the eligible vehicle to park on the same block that the resident holding the permit resides on.

Each eligible household may secure up to two (2) resident parking permits. Additional permits may be made available at the Township's discretion, and subject to demonstrated need and on-street parking availability.

Criteria for additional household permits may consider:

- On-street parking capacity (utilization of less than 75%)
- Staff resources for the administration of additional permits
- Off-street availability (i.e. does the household have access to a private driveway or garage)

Permit Fees

The Township intends for the resident parking permit system to be cost-neutral, accounting for permit revenue but also costs associated with administration, infrastructure and enforcement. Annual financial reporting is to be undertaken to monitor revenue and costs.

Permit fees are proposed to be $30 annually for each of the first and second permits, per household. Any additional permits authorized by the Township are to be $100 annually.

As the Township explores the establishment of this permit system, further consideration will be required for temporary permits for visitors and contractors.

Action A.2 Review On-Street Parking for New Multi-Family Residential Sites

An existing and arising challenge in Esquimalt relates to spillover from new multi-family residential buildings. There are a number of 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.

This added demand for on-street parking in residential areas can strain the on-street capacity. This is an on-going challenge that the Township is aware of and has heard vocally through public consultation.

In order to ensure that the new developments do not rely on public parking as a solution to their parking supply challenges, the Township will review parking utilization of new multi-family residential developments of the following size:

- 20 units or greater
- 1,000m^2 GFA or greater

Parking utilization of these new developments will be conducted by the Township prior to the new development being constructed, and will be conducted again within six (6) months of the development completed and occupied. Parking utilization will also be considered along with other factors including compliance and community complaints (if relevant).

Should the utilization be greater than 75% on streets within 100m of the site, the Township will consider adjusting on-street parking restrictions in that area to a more suitable restriction such as residential permit zone or a limited time zone to encourage daily turnover.

The Township is working to develop an updated ***Parking Bylaw*** that sets out appropriate minimum parking supply rates. This will help to ensure that new multi-family residential buildings are accompanied by an appropriate off-street parking supply to minimize impacts on established neighbourhoods, while still pursuing the Township's policies related to active transportation and greenhouse gas emissions.

Strategy B.

Support Sustainable Transportation

The Township has set clear direction through its *Official Community Plan* and *Active Transportation Network Plan* to facilitate the transition to sustainable travel options. Accommodating sustainable transportation through parking management can include providing safe, secure and convenient bike parking and increasing opportunities in the public right-of-way to facilitate charging of electric devices.

The Township plays a key role in facilitating the uptake and needs of sustainable transportation modes. Where there is not enough bicycle parking, charging facilities or safe walking routes to transit, people are more likely to drive vehicles, resulting in a greater need for parking.

The actions described on the subsequent pages suggest policy and management tools to support sustainable transportation:

Action B.1 Retrofit, Expand And Modernize Public Bike Parking Facilities To Align with The British Columbia Active Transportation Design Guide.

Action B.2 Pilot a Public Secure Bike Parking Facility

Action B.3 Establish a Process to Request Public Bike Parking

Action B.4 Create Incentives to Retrofit Pre-Existing Buildings for Active Transportation Infrastructure

Action B.5 Develop a Municipal E-Bike Incentive Pilot Program

Action B.6 Participate in a Future Bike Share Program

Action B.7 Develop an EV and E-Mobility Strategy

Active Transportation

Active transportation can take many forms and is continually evolving. Most commonly, active transportation refers to walking, cycling, using a mobility aid or rolling (skateboarding, roller-skating, etc.) Active transportation in the context of parking can be used as a Transportation Demand Management (TDM) tool to incentivize the use of modes other than single-occupancy vehicles. Further, active transportation needs to be considered in the design and supply of parking to accommodate devices.

E-Mobility

E-mobility refers to the use of electric bikes and other micromobility technologies (e-scooters, e-skateboards, etc.) to get around. E-mobility devices have significant potential to replace motor vehicle trips and this has been found in research especially for commuting-based trips. The surge in e-mobility use and ownership can be related to several factors including increased market availability, introduction of wider variety of styles (such as cargo and other non-standard e-bikes), as well as an expanding network of safe and comfortable cycling infrastructure.

Electric Vehicles

Electric Vehicles (EVs) are vehicles that are either partially or fully powered on electric power. Electric, hybrid, and alternative energy vehicles are becoming more common and more affordable. While the overall number of electric vehicles (EV) remains relatively low, uptake has increased significantly throughout the Capital Region.

Action B.1 Retrofit, Expand And Modernize Public Bike Parking Facilities in Alignment with the British Columbia Active Transportation Design Guide.

The Township's recently adopted Active Transportation Network Plan (ATNP) sets direction for the community on prioritizing and facilitating an uptake in active transportation. Providing a location for residents and visitors to safely and securely park their devices and that meets modern best practices for bike parking design (and other emerging active transportation modes), has the opportunity to reduce dependency on motor vehicle stalls and encourage the use of active transportation modes.

Township will retrofit, expand and modernize its supply of public bike parking facilities, based on the best practices outlined in the British Columbia Active Transportation Design Guide. Through direction in the ATNP (**Action 2K**) and the OCP (**13.3.4**), the Township has already established direction to retrofit its short-term public bike parking, and to expand bike parking to all public parks, public facilities and beach access points. To improve public e-device parking, the Township will consider the expansion of enhanced public e-bike and e-mobility device parking in the Town Centre, transit hubs and parks and public facilities as part of this action.

Map 5 provides a visual representation of the opportunities for public bike parking expansion in the Township.

TOWNSHIP OF ESQUIMALT
INTEGRATED PARKING STRATEGY

MAP 5
BICYCLE PARKING EXPANSION & IMPROVEMENT

Township of Esquimalt Boundary

Bicycle Parking Improvement or Addition

Data Sources: Bicycle Parking Locations: USL, 2022; Municipal Boundaries, First Nations Reserves, Roads: DataBC, 2022; Imagery: CRD, 2021

Action B.2 Pilot a Public Secure Bike Parking Facility

Fear of bike theft is a major barrier for people choosing to access destinations by cycling. As the uptake in e-bikes increase, there is greater demand for secure facilities and power outlets to charge their batteries. A method that many communities and employers are implementing to reduce concerns by cyclists are secure bike parking facilities. Secure bike parking has typically been provided in private buildings as a TDM tool for employers or at public transit stations to encourage mode shift, however as the demand for active travel increases, the need for safe bicycle parking is an important consideration for communities.

Comments from the public during community consultation indicated the desire for active transportation infrastructure including bike storage facilities. This Strategy recommends that the Township explore opportunities for a secure bike parking facility through a pilot program to understand the demand for secure bike parking and to build out a program that can be expanded to other parts of the community.

Location: The location(s) of a pilot project for a secure bike parking facility will prioritize sites with existing high occupancy rates, including the Town Centre. Potential Sites will be reviewed for opportunities to expand the existing footprint of parking areas, add high-density bicycle racks, and add charging facilities and other amenities.

Security: Pilot project facilities will use high-quality locks for entrances and exits, explore the installation of security cameras, provide high-quality lighting, and be highly visible from outdoor and appliable indoor spaces.

Quantity: The Township will evaluate the utilization of pilot project facilities over a 1-year period to determine if the pilot has been successful and opportunities for expansion.

Administration: The Township will allow access to facilities on a first-come, first-served basis, with the initial successful applicants receiving an access pass for a one-year term. The application form should request information such as place of residence, bicycle storage requirements (charging facilities, cargo bike, etc.), intended use of the facility (weekdays, weekends, etc.). A criminal record check will also be apart of the application process.

Cost: The Township will seek a nominal fee from the users. A fee will be established further in the design process.

Monitoring and Evaluation: In addition to an analysis of the overall utilization of the facility, users will also be required to complete a quarterly survey that will be apart of the overall evaluation of the pilot.

Action B.3 Establish Bike Parking Request Process

In an effort to expand the public bike parking supply, the Township will establish a process to allow residents and businesses to request public bike parking. Establishing a process for members of the public and/or businesses to seek short-term bike parking can help inform the Township where there is a need for public bike parking and associated charging, and help guide where improvements and investments are made.

This request can be facilitated through a webpage on the Township's website. Considerations the Township reviews when evaluating requests include:

- Supply of existing bike racks in the surrounding area
- Current and anticipated demand for bicycle parking and charging
- Maintaining accessibility and safety of the right-of-way
- Existing surface condition/treatment, utility conflicts, and locations of other street furnishings

If the Township determines that there is a need for a bicycle parking facility in the requested location, the investment will be apart of the broader expansion program identified in Action B.1 and will be installed and maintained by the Township.

Action B.4 Create Incentives to Retrofit Pre-Existing Buildings for Active Transportation Infrastructure

Older, pre-existing buildings in the Township can lack the facilities to accommodate long-term bicycle parking. Further, there are no regulatory provisions to require this type of infrastructure in pre-existing buildings. However, the demand for these facilities are needed in order to facilitate active and sustainable travel and to decrease dependency on single occupancy vehicles.

There are many barriers to implementing this infrastructure in pre-existing buildings including the cost of the infrastructure and the cost of installation. In condo buildings there are more barriers given the process to get Strata approval, secure funding and amend Strata bylaws. Rental buildings suffer from a “split incentive” issue where the building manager may not be interested in a costly upgrade that has no financial payback and may not benefit all renters.

Establishing a Bicycle Parking Design Guideline (Action B.1) will help to support pre-existing buildings in understating space and sizing, infrastructure requirements and high-level costs.

Similar to how the Province of B.C. offers a rebate to install electric vehicle charging infrastructure in condos and apartment buildings, the Township can create incentives to support pre-existing buildings in providing long-term bicycle parking facilities in their buildings.

The Township will establish a financial process that will fund the incentive program. Once established, the Township will explore partnerships with the CRD, advocacy groups and property management companies to identify program parameters and create an application and review process.

Action B.5 Develop an E-Bike Incentive Pilot Program

The emergence of electric bicycles (e-bikes) have created opportunities for more people of all ages and abilities to be able to cycle more and over farther distances. E-bikes have significant potential to replace motor vehicle trips, however the purchase price is a barrier to e-bike ownership for many people, with typical purchase prices between $2,000 and $10,000+.

Incentives from the Provincial government have helped address this affordability challenge, however further support from the Township would be helpful to residents and demonstrate the Township's commitment to it's ATNP and sustainable transportation more broadly.

Active Transportation Network Plan, Action 20

Undertake a pilot program similar to the District of Saanich's as a strategy to increase e-bike adoption.

Through the Township's Active Transportation program, staff will administer an e-bike purchase subsidy program. The program is to consider the following:

- Appropriate annual funding level and subsidy allocation
- Subsidy levels related to income
- Partnerships with local bicycle shops
- Establishing administrative resources to review applications
- Expansion of public charging facilities as e-bike ownership increases

Saanich's e-bike incentive launched in 2021 as a pilot program to offer cost savings on the purchase of new e-bikes by Saanich residents. To compliment the BC E-Bike Rebate Program introduced in 2023, the District of Saanich has modified its program, providing $30,000 in top-up funding to the provincial program for Saanich residents. This top-up funding will provide incentives for additional residents (not larger incentives per person). Saanich top-up funding is incorporated into the provincial registration process so no additional application to Saanich is required.

Action B.6 Participate in a Future Bike Share Program

A bike share program consists of making bicycles and/or electric bicycles available to the public to rent for a short period of time. These systems can be operated publicly by a municipality or by a private operator. Bike share programs can be offered as a dockless system or a docked system, both presenting other challenges and opportunities related to demand for curbside space. Either way, bike share programs look to decrease dependency on single occupancy vehicles, and encourage a mode shift to sustainable transportation. Bike share is especially pivotal as a first-mile, last-mile solution, often being used to connect people to transit. A study completed in Boston found that bike share reduced vehicle ownership per household by 2.2%[1].

The Township's *Active Transportation Network Plan* identified an action (**2Q**) to "explore opportunities for a future public bike share system as a strategy to help increase cycling uptake". Many municipalities in the Capital Regional District, including the District of Saanich and the City of Victoria, have identified bike share as a future action in their long-term plans and strategies. Following on the commitment set by the Township's ATNP, this Parking Strategy further supports the Township's plans to explore partnerships with other CRD communities and partners to establish a bike share program.

A key consideration for the Township when exploring the potential for a municipal bike share program, will be determining where to allow bike share devices to be parked. Many communities have steered away from allowing devices to be parked anywhere, and have used the public right-of-way, including on-street parking stalls, as an alternative for parking these devices.

[1] Basu, R (2021). *Planning car-lite neighbourhoods: does bikesharing reduce auto-dependence?* From: Transportation Research Part D: Transport and Environment, Volume 92

Action B.7 Develop an EV and E-Mobility Strategy

Electric mobility refers to the use of electric cars, bikes, scooters, skateboards and other electric-powered machines to get around. Electric mobility is critical for reducing greenhouse gas emissions and combating climate change.

Electric mobility is increasing in uptake in the region. In 2019, e-bikes sales in B.C. went up 85% This aligns with global trends which have seen a large spike in e-bike purchases and usage. However, to encourage people to use e-bikes as a daily means of transport, they need safe and comfortable facilities in which to ride, park, and charge them.

Electric vehicles ownership is growing quickly in B.C. and the region. The number of EVs in the CRD grew from only 100 vehicles in 2011 to 1,900 vehicles in 2017. Further, the Province of B.C. has passed the Zero-Emission Vehicles Act that will require 100% electric-vehicle sales by 2040. The investment in electric vehicle charging should be prioritized in order to be prepared for this increasing demand.

The City of Victoria's *EV and E-Mobility Strategy* forecasted a total investment of $60M in charging infrastructure to be required between 2022 to 2030, with the City's recommended contribution totalling $15.7M.

Of the 510 survey respondents, 14% (63 participants) indicated that they own an electric vehicle. Public consultation indicated the community's support for increasing the number of electric vehicle charging opportunities (50% supportive). Generally, the community indicated the need for an increase in charging station availability, fast charging and e-bike chargers.

The Township of Esquimalt can play a significant role in supporting EV adoption by investing in charging infrastructure. However, providing public EV charging requires substantial cost, resources and maintenance on the Township. Providing opportunities for electric mobility in the Township will require thoughtful planning and preparation to consider the resources required to plan, design, implement and maintain the charging infrastructure.

Developing our own EV and E-Mobility Strategy will prepare the Township to understand the resources to move to electrification. The strategy should also be accompanied by targets and action that can help set the direction to accelerate the uptake of electric mobility in Esquimalt.

Strategy C.

Modernize Curbside Management

On-street curbside space is in high-demand given the multiple functionalities it can serve. Curbside space can be used for more than just on-street public parking – it can be used for temporary loading, bicycle parking, parklets, transit service, among others. Giving thoughtful consideration for the uses and functionality of the curbside is crucial to ensuring it meets a balanced approach that can accommodate the multiple needs.

Increased demand for curbside space is resulting in growing competition for space, which can impact on-street parking. This competition is expected to increase in the future as demand for flexible curbside loading space increases with ride-hailing, micromobility, and increasing e-commerce and deliveries. Additional competition for the curb comes from active transportation facilities (e.g., bike lanes, bike parking), transit lanes and amenities, green infrastructure, and public realm improvements (e.g., parklets and patios). Design and best practice guides increasingly recognize the value of streets as public spaces with functions that extend beyond the movement and storage of motor vehicles. For example, between 6 - 20 bicycles can be parked in the space required by one car[2].

The actions on the subsequent pages suggest policy and management tools to support the best use of the curbside.

Action C.1 Modify On-Street Parking Time Limitations

Action C.2 Expand Car Share Availability

Action C.3 Monitor Parking Utilization

Action C.4 Expand and Modernize Accessible Parking

[2] Gotschi, T. (2011). *Costs and Benefits of Bicycling Investments in Portland, Oregon.* Journal of Physical Activity and Health.

Action C.1 Modify On-Street Parking Time Limitations

One of the most common ways to manage parking is to limit parking duration. Shorter time periods increase turnover but constrain the activities that can be performed.

Short time periods (15-30 minutes) accommodate loading and quick errands. This is appropriate for the most convenient parking spaces at post offices, convenience stores, and other destinations that often involve quick stops or pick-up, drop-off. Medium time periods (1 hour – 3 hours) accommodate longer stays and activities such as shopping and dining. Three- or four-hour limits are commonly used to prevent commuters from using parking spaces either in business districts or on nearby residential streets. Parking lots and parkades should allow for longer periods of time in order to encourage on-street parking to be used for shorter periods of time with frequent turnover.

Time limitations can be set for certain durations of the day (i.e. 10am to 9pm), allowing for the on-street parking spaces to open up to longer periods outside of peak hours, including for overnight parking. The Township of Esquimalt implements Limited Time Parking Zones to designate certain streets with time limitations. Shorter time period restrictions are typically found around the Esquimalt Town Centre, with medium-time period zones also located around the Viewfield Industrial Area and along the federal lands on Colville Road.

Overall, there are challenges of inconsistency related to the Township's current disbursement of time limitations, with restrictions at 15-minute, 30-minute, one hour, two hour and three-hour parking limitations. The Township also has loading zones which differ from the Limited Time Parking Zones but are frequently set at 15-minute time limited zones. The inconsistency of time limitations causes confusion from residents, commercial loading vehicles and visitors, which can result in issues related to compliance and enforcement.

The concept of using time restrictions to manage parking demand had support in the public survey, **with 57% of respondents indicating support for expanding on-street time restrictions to allow high-demand parking spaces to be used by more vehicles**.

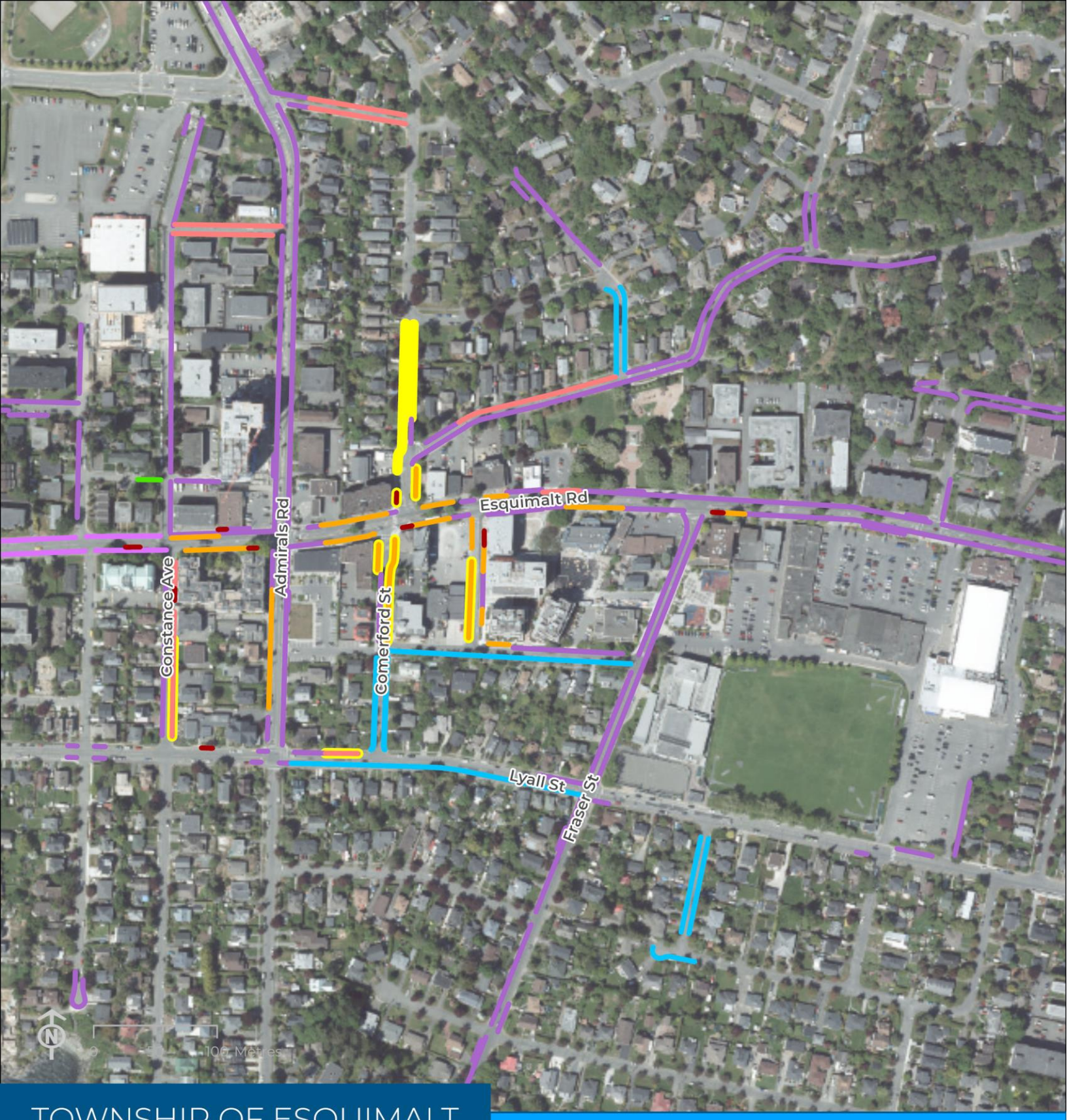
The Township will explore opportunities to modify its time limitation restrictions by:

- Amalgamating time restrictions to only three options: 15-minutes (to include passenger loading zones), one hour and two hour parking.

- Providing shorter-term parking in the Town Centre to allow for more turnover and encourage the use of public parking lots for longer term parking
- Expanding time restrictions to areas with high demand

Further, parking occupancy data will be reviewed annually to determine if time limitations should be adjusted. Average occupancy rates less than 50% or greater than 85% could mean that time limitations need to be adjusted to ensure available supply is being used efficiently or other parking management tools should be implemented. For example, if a 1-hour time limited zone is being utilized at greater than 85%, that zone should be reviewed to be altered to a 2-hour time limited zone. Should the Township have difficulty enforcing time limited zones, utilization rates should be reviewed for paid parking opportunities such as metered parking stalls.

The current state of parking utilization at time limited areas indicates opportunity for adjustment on streets particularly within the Town Centre. **Map 6** proposes an updated approach to time limitation for the Township to explore further. As noted, many of the locations that indicate an adjustment in limited time zones are suggested to be in effect from 8am to 6pm, consistent with what is already in place for time-limited zones.



TOWNSHIP OF ESQUIMALT
INTEGRATED PARKING STRATEGY

MAP 6
TOWN CENTRE - UPDATED ON-STREET PARKING RESTRICTIONS

Parking Restrictions

- One Hour Parking
- Two Hour Parking
- Accessible Parking
- Loading Zone (15-minutes)
- Residential Parking
- Periodic No Stopping
- No Parking
- Updated or New Restrictions

Data Sources: Parking Restrictions: TOE, USL, 2022; Municipal Boundaries, Roads: DataBC, 2022; Imagery: CRD, 2021

Action C.2 Monitor Parking Utilization

Understanding parking utilization is crucial for the Township to understand the level of impact that parking management changes are resulting in and to inform any future need for change. Certain strategies and actions in this Strategy rely on measures of utilization to trigger change, such as a resident parking permit and changes to time limitations in the Town Centre.

A regular parking data collection process is to be carried out to allow the Township to monitor process and change. Parking observations are to be focused in different areas of Esquimalt where parking demand is generally highest and the Township may need to understand conditions and/or adjust management approaches in future.

Parking observations are to be undertaken to establish two distinct measures, each applicable in different areas of Esquimalt, as follows:

- **Utilization** – Measures of % occupancy, by block or lot
- **Duration** – Measures of average length of stay, by block or lot

The planned approach to parking data collection is summarized in the table below:

Location	Frequency	DATA COLLECTION	
		Utilization	Duration
Town Centre	Annual	✓	✓
Neighbourhoods	Biennial	✓	
High-Complaint Areas	Annual	✓	✓

Action C.3 Expand Car Share Availability

Car sharing has begun to play a larger role in the transportation system of many growing Canadian municipalities, including Esquimalt. It provides a viable alternative for infrequent trip making by vehicles, helping to support individuals relying on sustainable travel options and to reduce personal vehicle ownership.

Currently, there are five (5) vehicles stationed in Esquimalt all under the same operator. The system operates as a "roundtrip" service where vehicles begin and end their trip in the same place. High utilization of the existing car share vehicles indicates an interest and demand for this shared mobility option.

Through the Integrated Parking Management Strategy, **the Township has established a target to expand the fleet of car share in Esquimalt to 30 vehicles by 2040**. This would require an expansion of approximately 1-2 car share vehicles each year.

In order to meet this target, the Township intends to:

- Continue to encourage land development to include car share in proposals, including establishing new regulatory incentives in the *Parking Bylaw*
- Support and promote of car share vehicles at public lots and in on-street parking areas
- Encourage other car share operators to establish service in Esquimalt

Types of Car Share

Roundtrip

The trip must end in the same place it started

One-Way

The vehicle can be picked up at one station and returned at another

Free-Floating

Pick up a vehicle and end the trip anywhere in the operator's area

Considering Priced Parking

Parking pricing is one of the most effective ways to encourage more efficient parking and vehicle travel. Compared with unpriced parking, cost-recovery parking typically reduces affected parking demand and vehicle trips by 10-30%, and sometimes more if implemented in conjunction with alternative mode improvements (walking, bicycling, ridesharing, and public transport).

Parking pricing can cause various transportation system changes, including:

- **Reduced vehicle ownership** (particularly pricing of residential parking)
- **Mode shifts** (from driving to walking, cycling, ridesharing, and public transit)
- **Destination shifts** (to areas with cheaper parking)
- **Parking location changes** (to cheaper or free parking lots)
- **Trip schedule changes** (from priced to unpriced periods)
- **Shorter stop durations**
- **Enforcement opportunities**

Although paid parking is a tool to manage parking and create revenue, other parking management tools should be applied before implementing charges. The criteria below provides a tool for the Township to measure the need for paid parking. If all conditions are exceeded, then paid parking should be explored.

Parking Occupancy	Average Street Occupancy is 85% or greater on a cumulative of 3 street blocks. Analysis should be conducted over a one-year period.
Parking Duration	Current time limitations have already been reduced to 1 hour or less.
Compliance	Tickets, fines and enforcement on the corridor are a challenge. A number of tickets are issued and complaints are received related to parking challenges.

Action C.4 Expand + Modernize Accessible Parking

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.

Parking for people with disabilities is provided as two distinct parking space types – Accessible Parking, Van Accessible Parking. The purpose and functional requirements of each is described below, with more detailed design guidance provided in the Township's ***Parking Bylaw***.

Accessible

Accessible parking accommodates users with limited mobility, which includes people that experience challenges with vision, strength, or dexterity.

Accessible parking spaces should be located in close proximity to primary building entrances but do not need additional width.

vs.

Van Accessible

Van accessible parking accommodates people who utilize mobility assist devices. A mobility assist device generally includes a wheel mobility device, such as a wheelchair (manual or motorized) or mobility scooter.

Van accessible spaces require additional width to allow for maneuvering a mobility device in and out of a vehicle, but do not need to be in close proximity to the building entrance.

The following are the actions to be taken over time to improve on existing accessible parking opportunities and ensure new and suitable accessible parking is provided in future:

- Update and modernize requirements for people with disabilities in the Township's *Parking Bylaw*
- All parking for people with disabilities under the Township's jurisdiction are to be reviewed and retrofitted where possible to meet the design requirements setout in the Township's *Parking Bylaw* (refer to **Map 7**)
- Opportunities for new public parking spaces for people with disabilities will be identified, including on- and off-street parking areas (refer to **Map 7**)
- All new accessible and van accessible parking spaces will be designed consistent with the design requirements setout in the Township's *Parking Bylaw*
- All signage and pavement markings associated with parking for people with disabilities will use the Dynamic Symbol of Access (rather than the traditional International Symbol of Access)
- Access to EV charging equipment and ensuring removal of barriers to access electric vehicle (EV) charging stations

The Dynamic Symbol of Access is to be used in-place of the traditional International Symbol of Access, which depicts a more favourable image of a person in a wheelchair in motion and will help create uniformity with surrounding municipalities

TOWNSHIP OF ESQUIMALT
INTEGRATED PARKING STRATEGY

MAP 7
ACCESSIBLE PARKING EXPANSION AND IMPROVEMENT

Township of Esquimalt Boundary

Accessible Parking Improvement or Addition

Data Sources: Accessible Parking Locations: USL, 2022; Municipal Boundaries, First Nations Reserves, Roads: DataBC, 2022; Imagery: CRD, 2021

Strategy D.

Increase Parking Compliance

Parking compliance refers to the behaviours in which parking users respond. Parking compliance can sometimes be at the fault of the parking user – either choosing to ignore, not understanding or not aware of parking restrictions or regulations. There are a number of tools that can be used to improve parking compliance, including education, administrative and enforcement measures.

The Township currently faces challenges related to parking enforcement and compliance. Inconsistency in parking restrictions, parking supply challenges and enforcement capacity can cause compliance issues. Enforcement of parking rules and regulations was a key topic expressed by participants. These comments often corresponded with the comments around parking supply and residential on-street parking. There is considerable concern from the public around the lack of enforcement in the Township and how this impacts the effectiveness of any new regulations as part of this Parking Strategy.

Enforcement is undertaken by the Community Safety Services (Bylaw) Division of the Township, with support from the Victoria Police Department. Enforcement takes place by the issuing of either a municipal ticket or provincial ticket, depending on the restriction and the issuing authority.

The Township enforces parking through a complaint-based process. Complaint-based enforcement is an effective approach to enforcement in that it responds to direct issues where there is a known infraction, rather than spending time and resources searching for mis-compliance. This is demonstrated in the number of parking infractions issued by the Township. In the last year, our Community Safety Services department issued 700 parking tickets and 300 warnings – a considerable number for the resources available.

The Township's approach to improving parking compliance will be a proactive approach, complimented by the actions and strategies identified above to help reduce the responsibility of parking management on enforcement. Through improved education, communication and resources, parking compliance has the potential to increase.

The actions included on the subsequent pages suggest management tools to improve parking compliance in Esquimalt.

Action D.1 Create a Public Education Campaign

Action D.2 Increase Fines for Parking Offences

Action D.3 Modernize Process to Pay Parking Fines

Action D.1 Create a Public Education Campaign

Education and communication are important tools for the Township to ensure public understanding and awareness. Creating strong messaging on parking regulation, availability and the process of enforcement is important for residents and visitors to be aware of and in turn, can help to improve compliance.

Currently, the Township provides information on parking management to the community predominantly through a brief webpage, accompanied by a detailed document titled "*The Township Guide to Parking Restrictions*". While informative, this document has the potential to be more public facing and engaging to bring knowledge and awareness to residents. Further, as the Township explores other parking management tools and regulation, there will be a learning curve to the community on how to use certain stalls.

A key message to relay to the public is the method used by the Township to enforce parking restrictions. Currently, the Community Safety Services department uses a complaint-based method to review parking infractions. There are likely many residents in Esquimalt that are unaware of this process, how to submit a complaint and if they do, if anything is done about it. Using the public education campaign, the Township can provide information on a number of platforms to create awareness of this process and look to improve the perception of how parking is currently enforced.

Building on the awareness and promotion of parking through the development of this strategy, the Township will continue to develop an effective communication and education approach to inform the public of parking restrictions and uses. Clear, direct signage and/or paint markings where there are restrictions – such as time limitations, accessible parking stalls and EV charging stalls – can make it clear to parking users of the purpose of that stall and reduce the need for enforcement.

The Township will prepare a refresh of its Parking webpage that will include information on this project as well as providing up-to-date information on where to find specific stalls such as accessible parking stalls, bike parking or EV charging stalls.

Action D.2 Increase Fine Rates for Parking Offences

Setting fines for parking offences are an effective tool for enforcing and upholding the intent of established parking restrictions. The need for improved parking enforcement was one of the most common pieces of feedback during community engagement.

Fines for parking infractions in Esquimalt are currently set at $40 and reduced to $30 if paid within 14 days of receiving the ticket. The Township's fine rates are lower than all other core area municipalities, as shown in the table below.

PARKING FINE RATES IN COMPARATIVE COMMUNITIES

Municipality	Fine Rate
Township of Esquimalt	**$30 - $40**
City of Victoria	$50 - $75
District of Saanich	$50 – $65
Town of View Royal	$50 - $75
Town of Sidney	$50 - $65

Given the desire to uphold parking restrictions, **the Township will explore the opportunity to increase parking fine rates to align with other municipalities in the region.** These rates will aim to increase parking compliance.

The Township anticipates the generation of new revenue from increased fines to help offset public parking management costs.

Action D.3 Modernize Parking Fine Payment Systems

The process to pay a parking fine issued in Esquimalt is completed through mail-in or by paying 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.

Modern approaches to parking ticket payments typically offers an online payment system. Implementing an online payment system requires consideration for the up-front resources required to transfer to this system, including the cost of the platform, IT requirements and administrative resources. However, the advantages once rolled out will greatly benefit the Township including a reduction in administrative resources required to track and collect payments. The process is also streamlined for the person having to pay a ticket online. Overall, **this approach aims to help increase parking fine compliance through a streamlined approach and align parking fine payment with the Township's existing online payment systems for municipal property taxes and licences.**

The Township will explore options and feasibility to implement an online payment system for parking fines.

Strategy E.

Establish Temporary Parking Management Tools

In some instances, parking is only a challenge or concern during certain occasions or time periods. Special events and big construction projects are examples of where parking demand has differing needs than a typical scenario.

Establishing temporary parking management tools will equip the Township with strategies that allow for flexibility in the provision of parking to meet the needs of the current state.

The actions included on the subsequent pages suggest policy and management tools to support temporary parking uses.

Action E.1 Bicycle Parking Valet for Special Events

Action E.2 Require Construction Parking Management Plans

Example bike valet service used at special events in the City of Victoria

Action E.1 Bicycle Parking Valet for Special Events

Special events present unique parking situations with a larger than usual volume of vehicles seeking parking in a specific location resulting from an event or short-term temporary condition. These events happen sporadically throughout the year, and result in high attendance in a concentrated area, typically with people attending from all areas of the region.

Special events most commonly take place at Bullen Park, Archie Browning Area, Esquimalt Recreation Centre, Memorial Park, and Gorge Point Park.

As vehicle parking opportunities become more limited during special events, event attendees will increasingly seek alternative travel options. Facilitating cycling is one opportunity to enhance access to special events, while supporting emissions reductions goals.

To facilitate cycling, the Township intends to provide a temporary bicycle valet parking service. This will allow event attendees to securely park their bicycle at the event, thereby encouraging cycling and reducing vehicle parking impacts.

Special Events in Esquimalt

- Ribfest
- Buccaneer Days
- Esquimalt Farmers Market
- Jazz Fest

Action E.2 Require Construction Parking Management Plans

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.

One approach taken in select other communities (typically high-growth communities) that the Township intends to pursue is requiring that new construction and land development is accompanied by a Construction Parking Management Plan.

A Plan will be required at the time of a Building Permit application for all Multi-Family Residential, Commercial, Institutional and mixed-use development sites that meet any of the following criteria:

- 20 units or greater
- 1,000m^2 GFA or greater
- Located on a street designated as a residential permit zone

The Township will establish detailed criteria for the development of Construction Parking Management Plans. Criteria will include the following:

- Parking locations for construction staff personal vehicles
- Parking locations for construction vehicles
- Arrangements for off-site parking supply (if needed)
- Staging plans identifying changes in parking needs, by construction phase

The Township will also consider temporary parking permits to residents of the impacted street(s) in order to help residents findings available on-street parking and support compliance among construction vehicles.

7. Summary

The preceding strategies and actions identify a roadmap toward realizing improved parking management in Esquimalt. The Township intends to carryout the strategies and actions contained in this document. Some can be realized in the short-term, while other will take longer to establish budget, change municipal procedures and/or collaborate with community partners and other agencies.

Implementation Strategy

A summary of the implementation approach for the Integrated Parking Management Strategy is contained on the following pages. It incudes a recap of the twenty (20) actions identified above, as well as identifies the resources and leadership required.

Resources


Capital Cost


Administration


Technical Study


Coordination / Advocacy

Leadership

Township department(s) that will take leading and supporting roles in parking management implementation.

		Resource	Leadership
	Strategy A. Improve Neighbourhood Parking Management		
A.1	Refine the Residential Parking Permit Program		Engineering & Public Works, Community Safety Services
A.2	Review On-Street Parking Management upon completion of New Multi-Family Residential Developments		Engineering & Public Works, Community Safety Services
	Strategy B. Support Sustainable Transportation		
B.1	Retrofit, Expand and Modernize Public Bike Parking Facilities		Engineering & Public Works, Parks & Recreation
B.2	Pilot a Public Secure Bike Parking Facility		Engineering & Public Works, Community Safety Services, Corporate Services
B.3	Establish Process to Request Public Bike Parking		Engineering & Public Works, Parks & Recreation, Corporate Services
B.4	Create Incentives to Retrofit Pre-Existing Buildings for Active Transportation Infrastructure		Engineering & Public Works, Development Services
B.5	Develop a Municipal E-Bike Incentive Pilot Program		Engineering & Public Works, Corporate Services
B.6	Participate in a Future Bike Share Program		Engineering & Public Works
B.7	Develop an EV and E-Mobility Strategy		Engineering & Public Works
	Strategy C. Modernize Curbside Management		
C.1	Modify On-Street Parking Time Limitations		Engineering & Public Works, Community Safety Services
C.2	Expand Car Share Availability		Engineering & Public Works, Development Services

		Resource	Leadership
C.3	Monitor Parking Utilization		Engineering & Public Works, Community Safety Services, Corporate Services
C.4	Expand and Modernize Accessible Parking		Engineering & Public Works, Parks & Recreation
	Strategy D. Increase Parking Compliance		
D.1	Create a Public Education and Communications Campaign		Engineering & Public Works, Community Safety Services, Corporate Services
D.2	Increase Fines for Parking Offences		Engineering & Public Works, Community Safety Services
D.3	Modernize Process to Pay Parking Fines		Engineering & Public Works, Corporate Services
	Strategy E. Establish Temporary Parking Management Tools		
E.1	Bicycle Parking Valet for Special Events		Engineering & Public Works, Parks & Recreation
E.2	Require Construction Parking Management Plans		Engineering & Public Works, Development Services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Definitions

Accessible Parking	Accessible parking accommodates people with limited mobility, which includes people that experience challenges with vision, strength, or dexterity.
Active Transportation	Any form of human-powered transportation, including walking, cycling, or rolling using a skateboard, in-line skates, wheelchair, or other wheel-based forms of human-powered transportation. It also includes winter-based active modes, water-based active modes, and horseback riding, although these modes are typically more recreational in nature.
Bike Share	A bike share program consists of making bicycles and/or electric bicycles available to the public to rent for a short period of time. These systems can be operated publicly by a municipality or by a private operator. Bike share programs can be offered as a dockless system or a docked system, both presenting other challenges and opportunities related to demand for curbside space.
Car Share	A model of shared mobility where people share rental cars for short periods of time, often by the hour.
Complete Street	A street designed and operated to enable safe and efficient access for all street users, including people walking, cycling, and using other active modes, in addition to transit and motor vehicle users. Complete streets are designed to integrate all transportation modes while responding to local context and considering the needs of people of all ages and abilities.
Curbside Management	Management of the public right-of-way immediately adjacent to the curb. This space may be used to accommodate on-street parking, as well as to support

	a range of activities such as loading, drop-off/pick-up, public transit, active transportation and other social activities.
E-Mobility	E-mobility refers to the use of electric bikes and other micromobility technologies (e-scooters, e-skateboards, etc.) to get around.
Electric Vehicle	Electric Vehicles (EVs) are vehicles that are either partially or fully powered on electric power.
Micromobility	Refers to a range of small, lightweight vehicles operating at speeds typically below 30 km/h and driven by users personally. Micromobility devices include bicycles, e-bikes, electric scooters, electric skateboards, shared bicycle fleets, and electric pedal assisted bicycle.
New Mobility	A broad term that covers new and emerging forms of transportation, including autonomous vehicles, electric motor vehicles, mobility as a service, shared mobility, electric bicycles, and small, one-person electric vehicles.
Public Parking	Refers to all parking assets under the Township's jurisdiction. This includes on-street parking spaces contained with street rights-of-way and parking in off-street lots at public sites such as the Esquimalt Recreation Centre and municipal parks.
Shared Mobility	Systems that allow people to access a network of shared vehicles that have been spread across a community or portion of a community, as opposed to privately owned vehicles or vehicle rental companies based in a single location. Shared mobility systems currently include shared motor vehicles, shared bicycles/electric bicycles (including docked and dockless systems), and shared electric kick scooters.
Transportation Demand Management (TDM)	TDM is a transportation approach that uses tools to incentivize the use of other modes other than single-occupancy vehicles.

Universal Design	The design of products, environments, programs, and services to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. 'Universal design' shall not exclude assistive devices for a particular group.
Utilization	Measures of the percentage of vehicle occupying the curbside.
Van Accessible Parking	Accommodates people who utilize mobility assist devices. Van accessible spaces require additional width to allow for maneuvering a mobility device in and out of a vehicle, but do not need to be in close proximity to the building entrance.

Township of
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