

2018 Downtown Parking Survey

What we Heard

A SUMMARY OF THE ONLINE SURVEY RESULTS

Background

In early 2018, the City of Whitehorse initiated an update to its 2011 Downtown Parking Management Plan to track its progress and refresh it with new and emerging parking and transportation related priorities. The update is intended to examine and recommend a range of parking improvement initiatives and explore other transportation mode strategies that can ease the demand on Downtown parking. The update will result in a new parking plan that contains recommendations for the next 10 years and beyond.

As part of the update, the City released a Downtown parking online survey in August 2018. The survey, which was open for four weeks, asked the public about parking behaviours, parking conditions, and ideas for future improvements to parking, walking, biking, and transit. In total, the City received **1,062** completed surveys from the public.

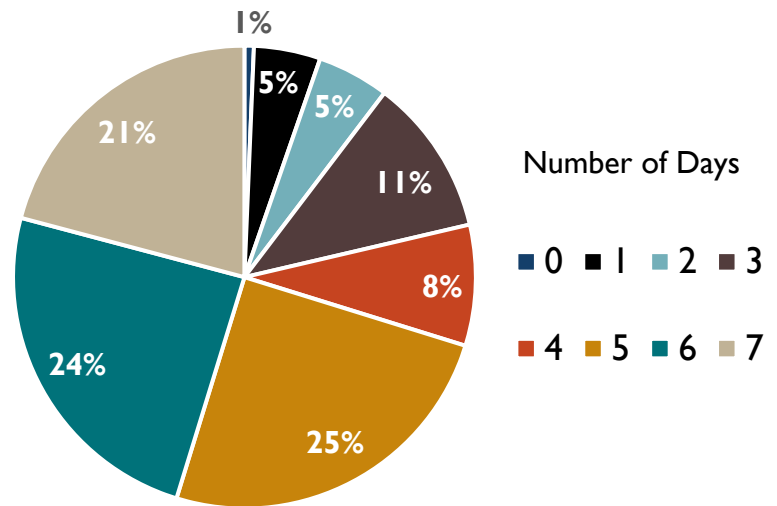
This “What we Heard” document provides a high-level summary of the survey results. For open-ended questions, project staff provided a snap-shot of the most commonly heard themes from the public. The City thanks all respondents for taking the time to answer the survey. Your responses will be used to help inform the final plan which is anticipated to be completed in spring 2019. Other components that will be integrated into the final plan include direction from other City-adopted plans, parking inventory results, and best practices and trends for Downtown parking.



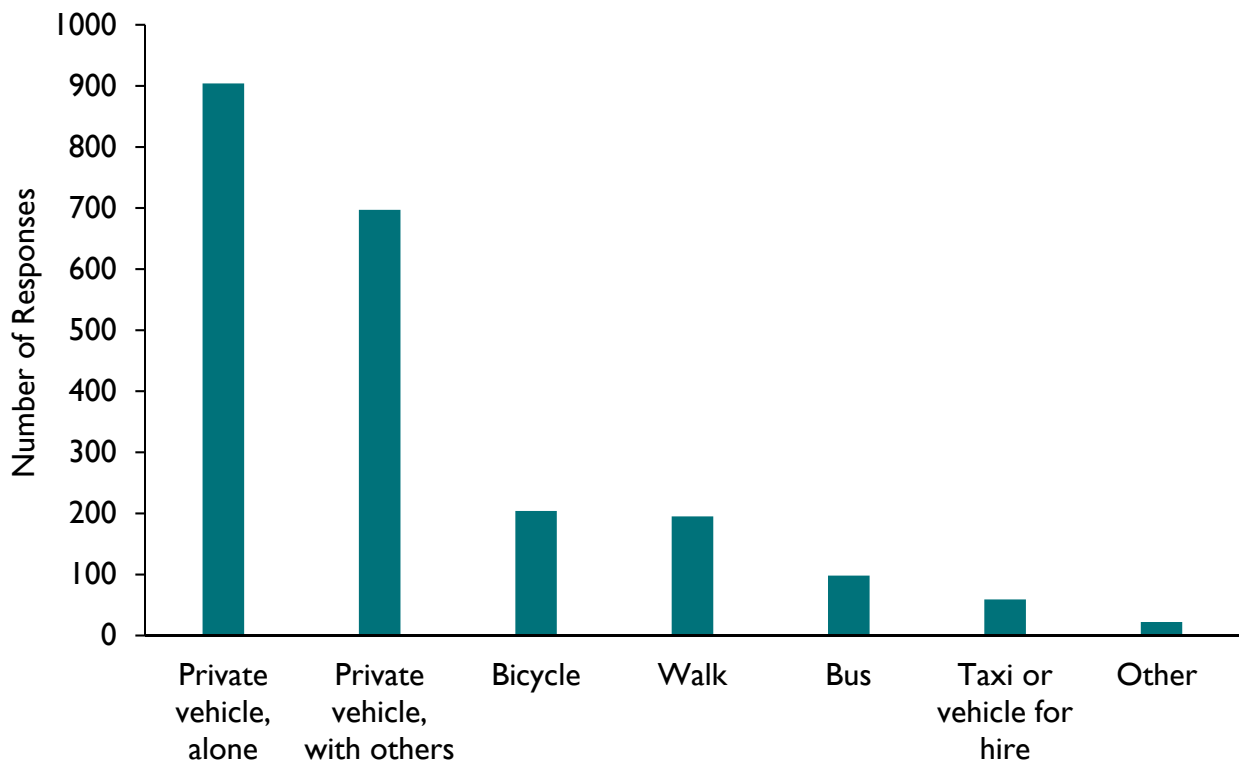
Question 1. Approximately how many days in a typical week do you travel into Downtown Whitehorse?

Key Findings:

- 70% of people travel into Downtown Whitehorse five or more days a week
- 99% of people travel into Downtown Whitehorse at least one day a week



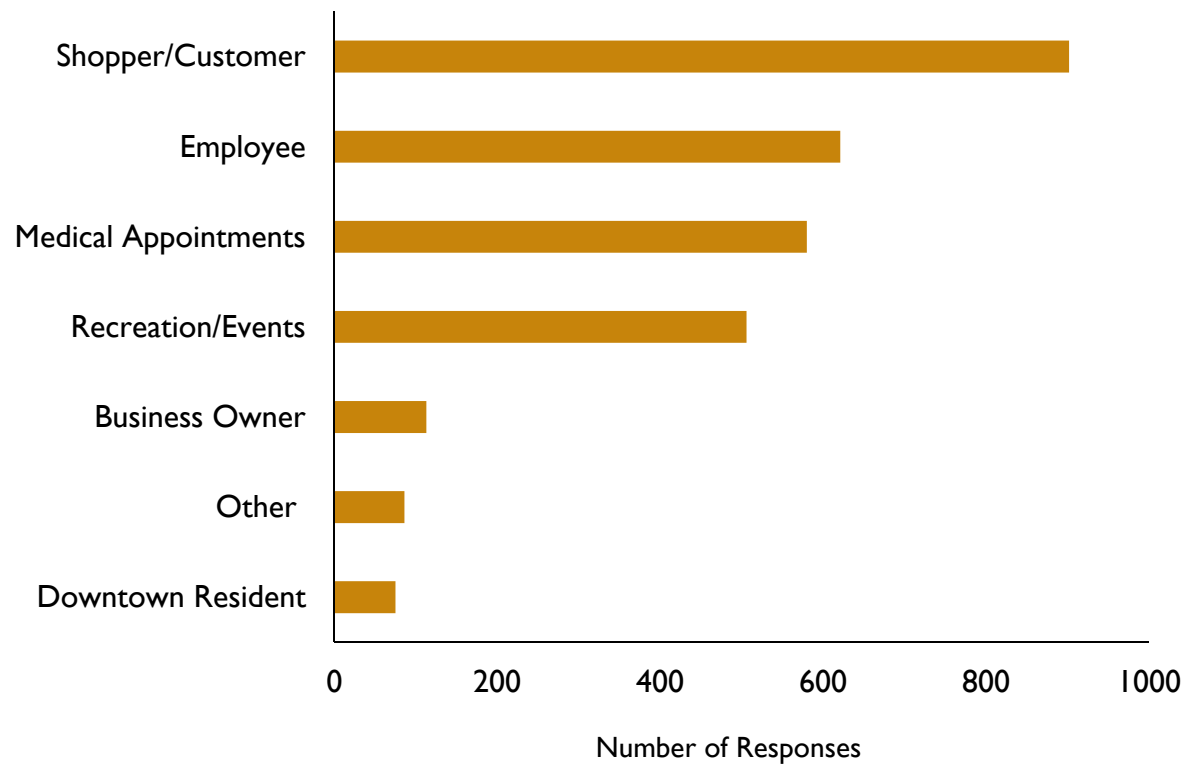
Question 2. What are the typical ways you have travelled to/from Downtown Whitehorse in the past year? (check all that apply)



Key Findings:

- The most popular way to travel into Downtown Whitehorse is by private vehicle, either alone or with others
- The least popular ways to travel into Downtown Whitehorse is by taxi/vehicle by hire or bus

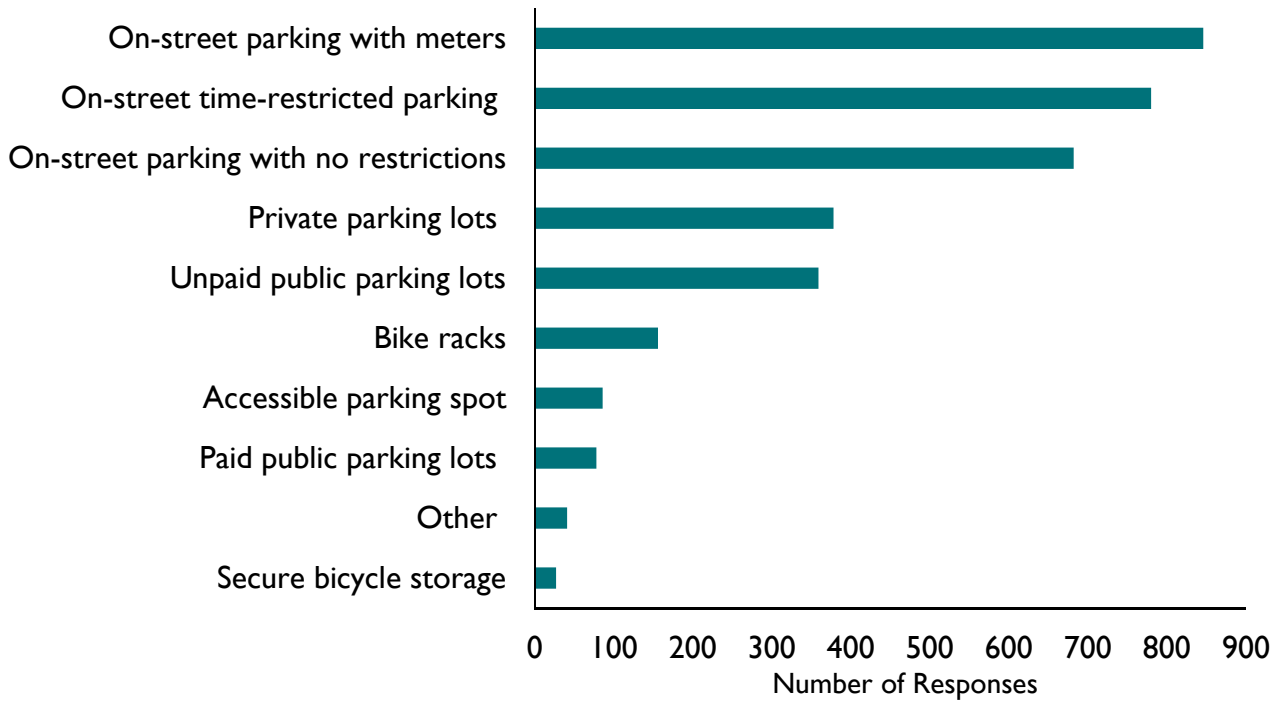
Question 3: What are your primary reasons for going Downtown? (check all that apply)



Key Findings:

- The main reasons people go into Downtown Whitehorse are for shopping, work, appointments, and recreation events
- The “other” reasons people go into Downtown are school, socializing, daycare, and banking

Question 4. What type of parking do you typically use when Downtown? (check all that apply)



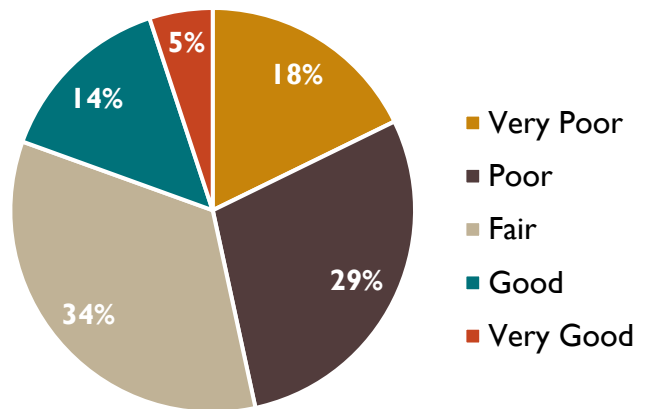
Key Findings:

- The most used types of parking are on-street parking with meters, on-street time-restricted parking (e.g. 2-hour zones), and on-street parking with no restrictions
- The least used type of parking is secure bicycle storage

Question 5. Generally, how would you describe parking conditions in Downtown Whitehorse?

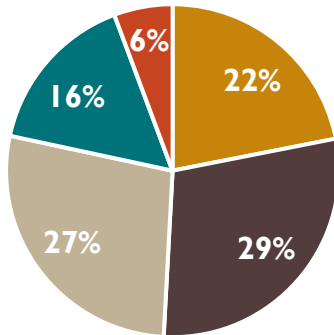
Key Findings:

- 47% of respondents believe that the parking conditions in Downtown are poor to very poor
- 34% of respondents believe that the parking conditions in Downtown are fair
- 19% of respondents believe that the parking conditions in Downtown are good to very good

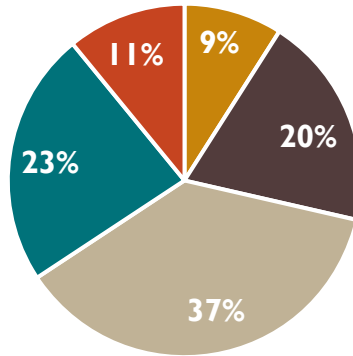


Question 6: How would you rate the following aspects of parking in Downtown Whitehorse?

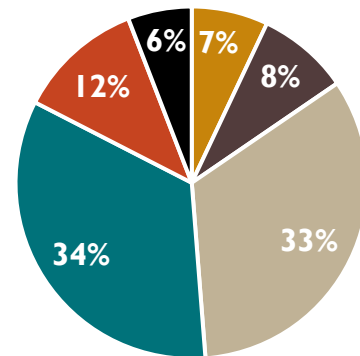
Time/Restrictions



Proximity to Destinations/Services

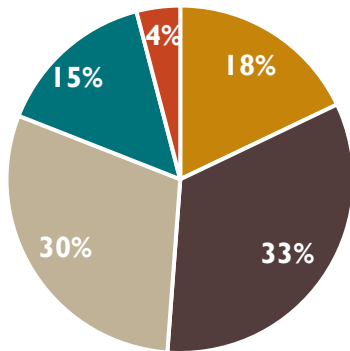


Safety/Security

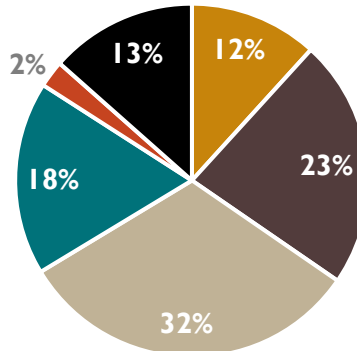


■ Very Poor ■ Poor ■ Fair ■ Good ■ Very Good ■ Don't Know

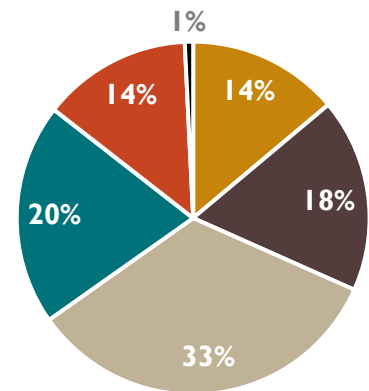
Parking Availability



Parking Lot Design



Affordability/Parking Rates



■ Very Poor ■ Poor ■ Fair ■ Good ■ Very Good ■ Don't Know

Key Findings:

- 51% of respondents found time restrictions to be poor or very poor
- 71% of respondents found that parking within proximity to their destination was fair or better
- 79% of respondents found that the safety and security of parking was fair or better
- 51% of respondents found parking availability to be very poor or poor
- 52% of respondents found parking lot design to be fair or better
- 67% of respondents found parking rates to be fair or better

Question 7: In what areas of Downtown is it easy to find available parking?

Note: Results were summarized for this open-ended question

Key Findings:

- In general, parking was found to be easiest outside of business hours (Monday through Friday, 8:00am – 6:00pm).
- Most people did not find it easy to park on Main Street during peak times, however during off peak times people could usually find a spot directly on Main Street
- Box stores and malls were commonly cited as somewhere easy and free to park at all times
- 6th Avenue, 3rd Avenue, 5th Avenue, and Front Street were the most mentioned streets to find available parking
- Some felt as though there were no places or times that it was easy to park in Downtown. In contrast, some felt as though outside of business hours everywhere was easy to park.

Question 8: In what areas of Downtown is it most difficult to find available parking?

Note: Results were summarized for this open-ended question

Key Findings:

- In general, parking was found to be most difficult during business hours (Monday through Friday, 8:00am – 6:00pm).
 - Saturday was often mentioned as being a difficult day to park as well
- Main Street was considered the most difficult place to park
- Other streets that were mentioned the most included Front Street, 4th Avenue, 2nd Avenue, and 3rd Avenue
- Metered parking and time limits were mentioned repeatedly as being a barrier for parking

Quotes

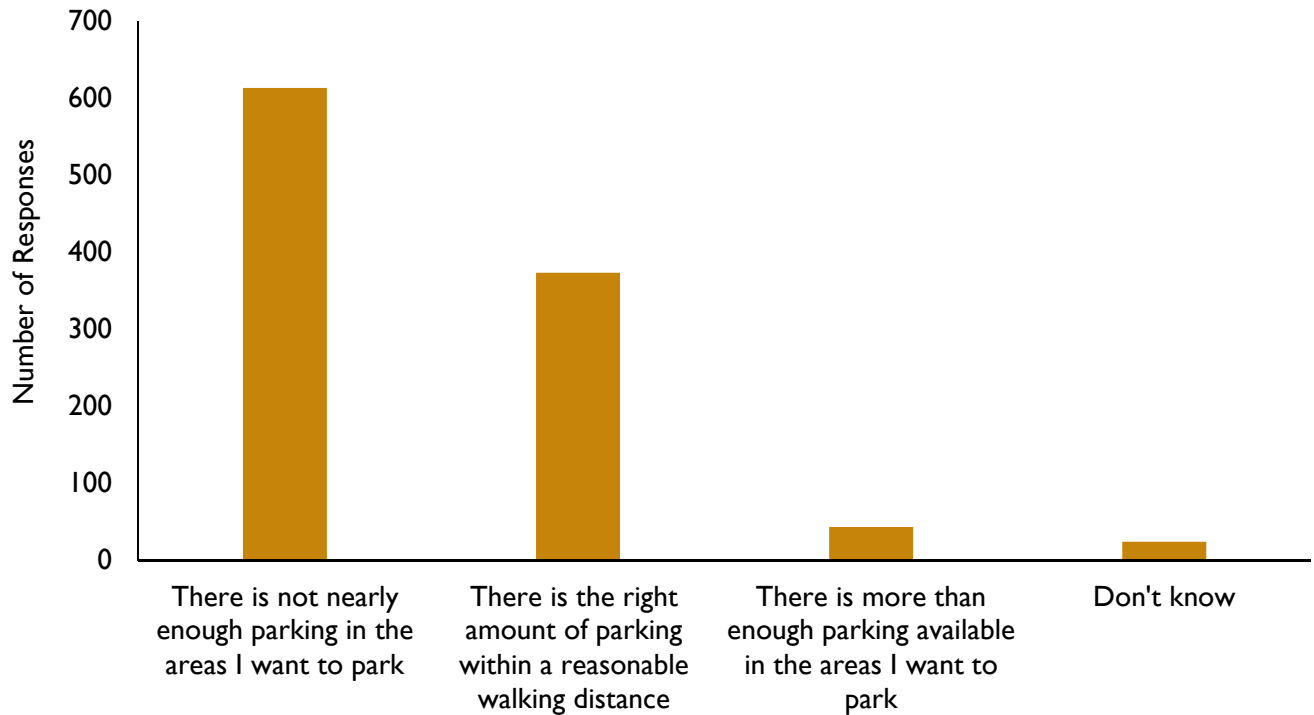
“Sure, it can be hard to find parking during peak times on main street (all working hours), but there’s always something nearby within reasonable walking distance.”

“Most of the rest of downtown is so constrained by time limits that it is difficult to find a place to park and work.”

“Bike: Most of Whitehorse has awful or no bike racks!”

“It’s extremely easy to find parking everywhere in Whitehorse all week long. There’s definitely an oversupply of parking. “

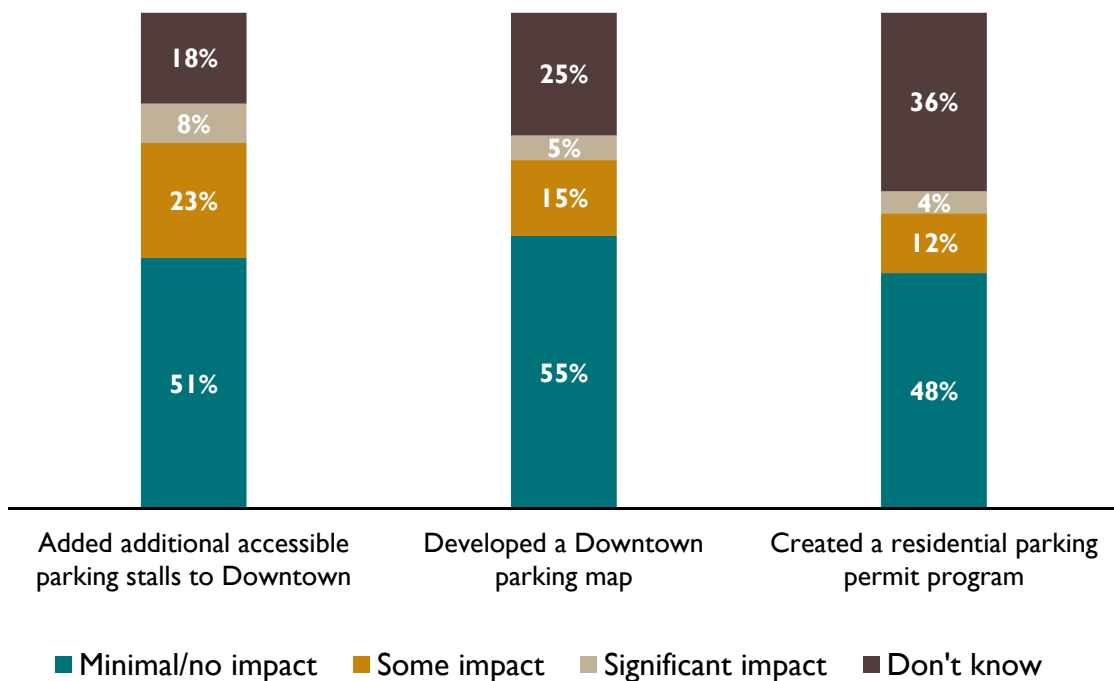
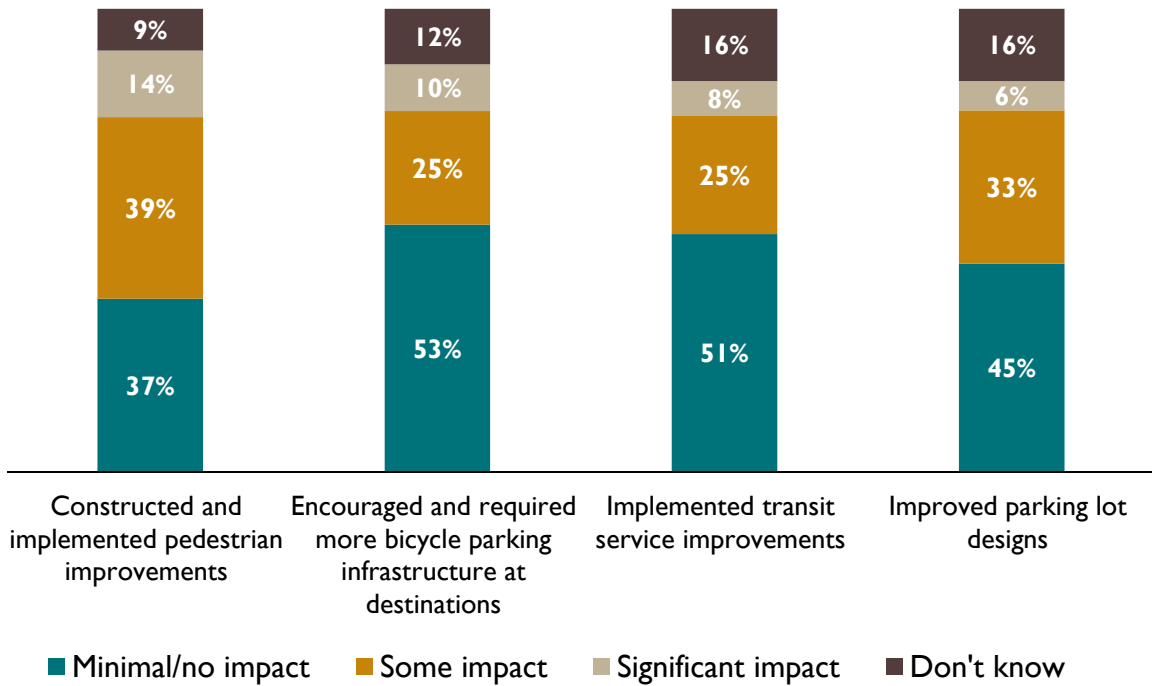
Question 9: Which statement do you think best describes overall parking conditions in Downtown Whitehorse?



Key Findings:

- 58% of respondents felt as though there is not nearly enough parking in the areas they want to park
- 36% of respondents felt as though there is the right amount of parking within a reasonable walking distance
- 4% of respondents felt as though there is more than enough parking available in the areas they want to park

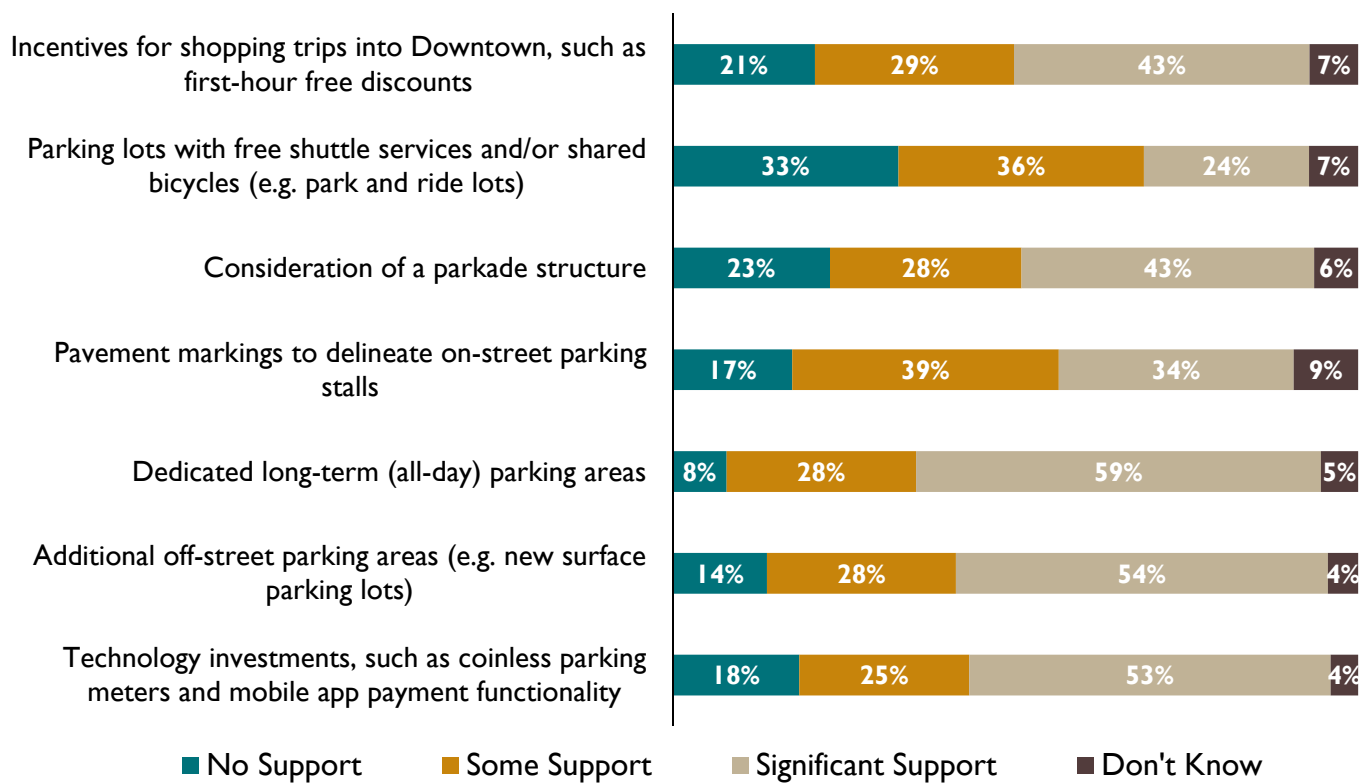
Question 10: Since 2011, the City has undertaken a number of short- and medium-term measures to improve parking, sustainable transportation practices, and create efficiencies in how Downtown parking is better managed. Rank the level of impact these have had on how you travel and park Downtown.

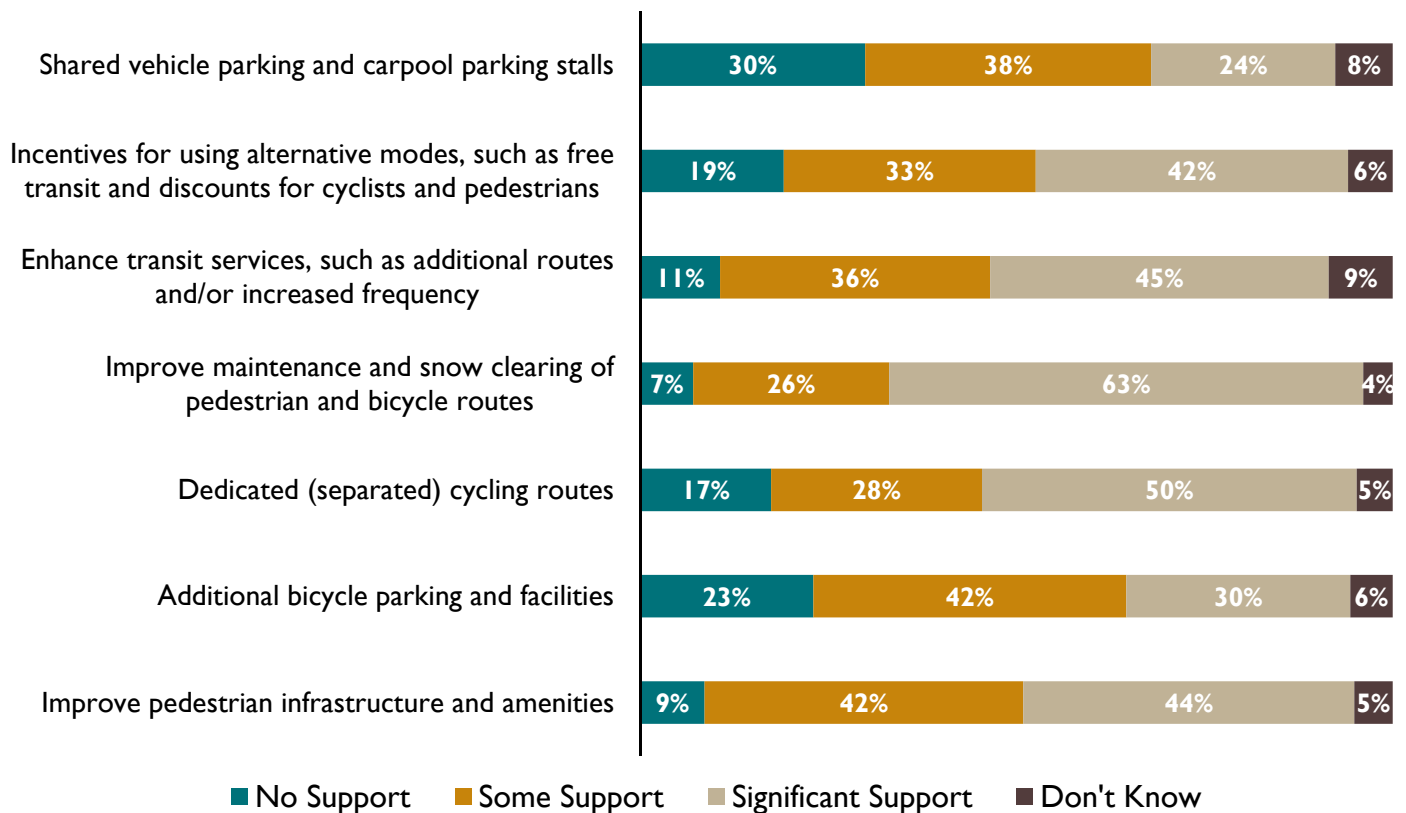


Key Findings:

- Pedestrian improvements had the largest impact on respondents
- Around 50% of respondents felt as though the current measures taken to improve parking have had minimal to no impact
 - Adding accessible parking stalls to Downtown, developing a downtown parking map, creating a residential parking permit program, improving parking lot design, improving transit services, and encouraging/requiring more bike parking

Question 11: Vehicle parking is just one component of the overall city transportation network, with many trips involving multiple modes of transportation. The Parking Plan update needs to take a comprehensive approach by considering all modes of transportation in order to reduce demand on parking, encourage more sustainable modes of transportation, and ensure the vibrancy of our Downtown. Additional measures to enhance parking conditions in Downtown are currently under consideration in the Parking Plan update. Rank your level of support for the following future considerations.





Key Findings:

- The most supported improvement ideas were improving snow clearing of pedestrian and cycle routes, creating long-term all-day parking, creating additional off-street parking, and coinless technology and app payment functionality for meters
- The least supported ideas were parking stalls for shared vehicles and parking lots with shuttle services or shared bikes
- Respondents were asked for other suggestions for inclusion in the Parking Plan. Below is a summary of the comments received:
 - Transit
 - The frequency of transit needs to increase in order for it be effective
 - Transit should be offered cheaper as an alternative to investing in more parking
 - Transit is currently difficult for people with families
 - Improve the ability for busses to carry bikes
 - Bicycles
 - People feel unsafe in cycling and would like more By-law enforcement around cycling rules

- Some people would like to see more motorcycle parking options
- Parkade
 - Create a parkade structure that could provide an affordable all day parking option
 - Creating a parkade would only encourage more people to drive
 - A parkade could be an eye sore for our Downtown
- Time/Cost on meters
 - Increase parking meter time limits
 - Extend meter start times on Saturdays to later in the afternoon
 - Long term parking options are needed
 - More free parking options
 - Support for a coinless meter option with the ability to also pay with coins
- Accessible Parking Spots
 - Misuse of accessible parking spots need to be enforced more
 - Increase the number of accessible parking spots

Question 12: Do you have any other comments on Downtown parking that you want to share?

Note: Results summarized for this open ended question

Key Findings:

- Meters
 - The ticketing system in Whitehorse is too harsh
 - Increase the time limits on the meters
 - We need coinless meter options that still accept coins
 - Increase the number of free parking spaces
- Bikes
 - Biking is not realistic in this climate
 - There needs to be more bicycle parking options
 - A driver and cyclist education program could help with the safety of cycling
- Transit
 - We need a more frequent transit service
 - The public transit service should be cheaper

Quotes

“While I don't love the idea of a parkade in downtown Whitehorse, I understand the need for it. We live in a very car-dependent city. While I don't see that changing, I think whatever we can do to encourage people to bring less cars into downtown during busy periods needs to happen to balance out building new parking spaces. I wonder if a good solution is to better connect Whitehorse neighbourhoods with non-car options.”

- There should be an incentive for taking transit
- If our transit system was more frequent and cheaper it could be a good way to reduce car traffic
- Parkade
 - Mixed feelings about the parkade
 - It would provide an affordable long term parking option
 - It could decrease demand for on-street parking
 - Concerned about the aesthetic of a parkade
 - Concerned that more people will drive if it is easier to park
- Employee Parking
 - There are not enough all day parking spots for employees that work Downtown
 - Most people need to move their vehicle throughout the day because of time restrictions
 - Downtown employees take up on-street parking during business hours making it difficult for others to park

Quotes

“Free, more frequent transit - incentive period to get people on board. Free transit for a year, but you have to get more frequency on your main routes.”

“There needs to be more all-day parking so employees with full time jobs are not moving vehicles every two hours or getting parking tickets. “

“I really support free or low cost options for parking. Would be great to have park and ride or discounts for cyclists (I would bike to work from porter creek if I could get home cheaper on the bus than current rates).”

“Most important to me is coinless/credit card/app or online based meters. Don’t mind paying for parking at all but often don’t have cash and therefore shop at places with free parking rather than local businesses.”