

What We Did

<p>Project/Initiative Background The Park & Ride Strategy was initiated in Q3 2016 and is intended to provide a framework and action plan to guide the long term vision for the provision of Park & Ride. It will help identify where and how the City should provide new Park & Ride locations in order to best serve Edmontonians and achieve Council's vision.</p>	
<p>Name Date Location</p>	<p>Park & Ride Strategy Q1 2017 to Q3 2017 Pop ups at Century Park & Clareview, Mill Woods Town Centre Rezoning open house, online survey, focus groups</p>
<p>Contact information</p>	<p>In Edmonton: 311 Outside Edmonton: 780-442-5311 311@edmonton.ca</p>
<p>Level of public engagement</p>	
<p>Description</p>	<p>The public engagement was held to advise on the current Park & Ride system and about how we should provide Park & Ride in the future. We heard from all Edmontonians regardless of Park & Ride use.</p>

WHAT WAS DONE

The public engagement was held to advise on the current Park & Ride system and about how we should provide Park & Ride in the future. Participants included Edmontonians regardless of Park & Ride use.

The public engagement included an online survey accessible through the City of Edmonton website, pop-ups with information boards and staff at Century Park and Clareview LRT stations, attendance at Mill Woods Town Centre and Century Park Rezoning open houses, and four focus groups.

The communications activities to raise awareness of and promote the public engagement process/activities included:

- Project website
- Road signs at 5 locations across the city and 6 at Park & Ride locations
- Flyers distributed at stations and on the LRT to encourage survey completion
- Social media announcements on ETS pages
- Banner ad placed in Metro newspaper for 4 weeks

The following public engagements were held:

- A number of in-person drop in sessions were available to the public but no formal count of participants were completed:
 - Drop-in at Century Park Station, March 15, 3 - 6 PM
 - Drop-in at Clareview Station, March 21, 3 - 6 PM
 - Drop-in at Mill Woods Town Centre Open House, March 16, 3 - 9 PM
- Insight Survey, February 2017 mixed topic and Online Survey, March 2017- over 2000 responses were received
- 4 Focus Groups with approximately 10 people attending each session

PROJECT RESULTS AND FINDINGS

What was said...

Participant survey results: detailed survey result summaries can be viewed in the Park & Ride Strategy What We Heard report. Administration received 2034 completed responses through the March 2017 online survey.

Synopsis of general participant comments: Participants felt that Park & Ride represented a valuable service especially for their commute and special events trips but were frustrated with the lack of available stalls. Participants indicated that Park & Ride could be used for other trips if there were stalls available. For many, Park & Ride was indicated as the only reasonable access to transit as bus feeder service was either infrequent or increased travel times too much.

Many comments indicated a desire for the City to continue to provide and expand Park & Ride (more stalls) in parking structures. Respondents also indicated that they felt parking should be free and that fees were a barrier to low income families and students. When asked about the quality of parking facilities, participants indicated that costs should be kept low for tax payers.

Focus groups tested concepts such as third-party Park & Ride, on - street parking and variable pricing for parking fees. Third-party Park & Ride was favourable for all groups. Groups were split on utilizing on-street parking for Park & Ride purposes and felt that variable pricing would be too confusing for users.

What we heard...

The main themes of input heard include:

- Park & Ride is highly valued service that the City should continue to provide
- More Park & Ride stalls should be added
- Park & Ride should be free
- The design, construction and operation of Park & Ride should be cost effective
- General openness to the providing Park & Ride in different ways such as third-party Park & Ride

AS A RESULT, WHAT HAS CHANGED IN THE PROJECT?

Based on citizen input the Park & Ride Guidelines recognize the value Park & Ride has in our land use and transportation systems. It builds on what's working well with Park & Ride and describes a system that may evolve over time to proactively manage demand.

There are five guiding principles and four focus areas that are intended to holistically guide the long term provision of Park & Ride. Analysis was completed to support the

recommendations for additional Park & Ride in order to serve demand cost-effectively. Third-party Park & Ride has been incorporated into the system of delivery for Park & Ride. Recommendations focused on design elements for Park & Ride respond to the input we heard regarding the importance of walking distance and security provisions.

Although parking fees were identified as unfavourable through the engagement, it is a tool that is recommended to continue to be applied to Park & Ride. Similar to feeder transit services, Park & Ride provides benefits to individuals using the service and society at large by reducing traffic congestion, vehicular air pollutants and greenhouse gas emissions. While approximate one third of users are students, remaining Park & Ride users tend to come from middle to high income households (low-income users typically do not own a car). The continued application of Park & Ride fees allows the City to distribute service costs among beneficiaries, offer choice, efficiently allocate government dollars, regulate demand and use pricing to achieve the City's corporate goals and objectives