

2016 Parking Study

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Contents

1	Intr	oduction	1
	1.1	Purpose	2
	1.2	Availability	2
	1.3	Parking Inventory	3
	1.4	Parking Data	5
2	Wiı	nter 2016	6
	2.1	Overall	6
	2.2	Day Lots	8
	2.3	Municipal Parking in the Village	12
	2.4	Private Lots in the Village	13
3	Sun	nmer 2016	. 14
	3.1	Overall	14
	3.2	Day Lots	16
	3.3	Municipal Parking in the Village	18
	3.4	Private Lots in the Village	22
4	Cor	nparisons	. 24
	4.1	Winter 2016 vs. Summer 2016	24
	4.2	Winter 2016 vs. 2015 vs. 2014	26
	4.3	Winter 2016 vs. 2004	26
5	Cor	clusions and Recommendations	. 28
	5.1	Parking Management	29
	5.2	Parking Enforcement	30
	5.3	Reducing Parking Demand	30
6	Par	king Count Program	. 32
	6.1	Manual Parking Surveys	32
	6.2	Data From Other Sources	33

1 Introduction

This report presents the results of parking surveys undertaken in winter and summer 2016 of parking lots and street parking in Whistler Village, plus surveys in winter of the Day Lots at Base 2 and Whistler Creekside. These locations are illustrated in Figure 1.

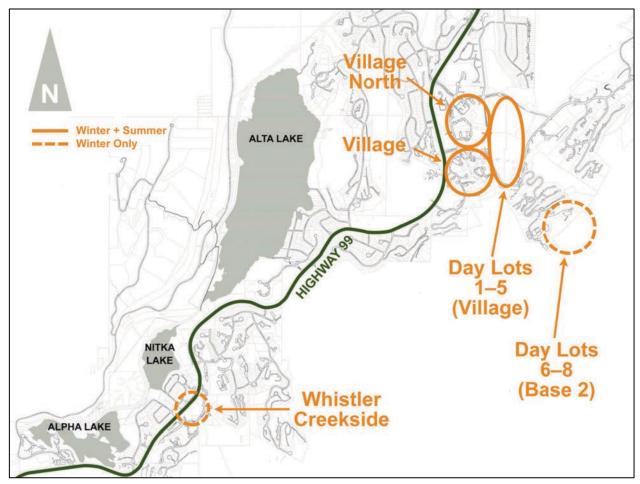


Figure 1 – Parking survey locations, winter and summer 2016

The scope of the surveys was limited to publicly-accessible parking, which is parking that any member of the public can use on a casual, non-reserved basis. This includes:

- 383 parking stalls in municipal parking lots and street parking in the Village, including parking on Main Street, at the Conference Centre, library and other locations.
- 1,749 parking stalls in Day Lots 1 through 5 in the Village, approximately 1,270 spaces in Day Lots 6, 7 and 8 at Base 2, and 1,365 stalls in the Whistler Creekside parkade.
- 1,465 stalls in private parking lots in Whistler Village that are open to the general public.

1.1 Purpose

The parking surveys were undertaken to gather information for transportation planning purposes:

- To gather data so that decisions about parking can be made based on facts and objective measurements of parking conditions, rather than perceptions and anecdotes.
- To understand how often peak parking days occur and what conditions are, and to compare the peak demand to the "near-peak" demand to determine whether parking plans are based on the worst day or something slightly less.

An additional objective for the 2016 parking survey program was to document a comprehensive program of parking surveys and data collection for future years.

Prior to 2016, the most recent comprehensive utilization survey of publicly-accessible parking was undertaken in winter 2004. Previous parking inventory and utilization studies were also undertaken in winter in 1996, 1997 and 2000. No parking studies had been undertaken in the summer.

1.2 Availability

Availability is a key concept in any discussion of parking. Availability refers to the number or percentage of unoccupied parking stalls that are available at any given time for a motorist to park in. Parking surveys typically measure occupancy, which is the number or percentage of parking stalls in a facility that are occupied at any given time. It is preferable, however, to consider availability rather than occupancy, as availability is what motorists looking for parking experience, and the lack of availability is what generates complaints from the visitors, residents and businesses.

Ensuring adequate availability should be a primary objective in managing parking facilities. The goal is to:

- Maximize the use of a valuable resource (parking) and maximize revenue.
- Maintain adequate availability of parking to attract visitors and customers, and positively affect their experience.
- Minimize or avoid negative impacts associated with parking, such as congestion and motorist frustration.

A general "rule of thumb" in the parking industry is that the optimum occupancy of a parking facility is 85%, which is equivalent to 15% availability. This is an appropriate target for street parking and shorter-term lots such as those in the Village. For parking lots where people park for longer periods of time, such as the Day Lots, the target occupancy can be as high as 90%, which is equivalent to 10% availability. In any case, when occupancy exceeds 90% (meaning availability is less than 10%) it indicates a problem and a need for action to improve availability.

The 10% and 15% availability targets recognize that at any given moment the availability in a specific parking lot could be higher or lower than 10% or 15%. Parking surveys are typically

conducted at one-hour intervals (or sometimes every two or more hours, and infrequently at 30minute intervals). This means that if a parking survey at 1:00 pm measured 15% availability and the next survey at 2:00 pm measured 15% availability, even though the actual availability between 1:00 and 2:00 pm could have been lower than 15% at times, availability was likely adequate for much of the hour.

Over time, data collected from parking surveys will help staff and decision makers assess the suitability of the 10% and 15% availability targets to conditions in Whistler. For example, it might be that during the winter a 5% availability target is appropriate for the Day Lots, as most people park for the day to go skiing, while during the summer there is greater turnover in the Day Lots and the 10% availability target would remain the appropriate target.

The other question that can be answered over time is on how many days is it acceptable for availability during peak times to be less than target levels. Roads and other transportation facilities are typically designed to accommodate "near peak" demands rather than the worst day of the year, and the same approach can be used in managing parking. Staff and decision makers may consider it acceptable for parking availability to be less than the target level during special events, holidays and long weekends, when residents and visitors are more likely to expect capacity conditions, provided that there is adequate availability on the remaining days.

1.3 Parking Inventory

Table 1 provides a summary of all publicly accessible parking locations in Whistler Village and Whistler Creekside, including municipal parking lots and street parking, as well as private lots accessible to the general public. The last column of the table indicates the facilities where parking surveys were conducted in winter (W) and summer (S). A detailed map of all parking facilities in the Village is included in the Appendix, with information regarding numbers of parking stalls, rates, hours and payment options.

Notes regarding the numbers in Table 1:

- Day Lot 5 is used for municipal snow storage and equipment storage in winter, and as a result there are fewer parking spaces available in winter. Lot 5 is not paved, so the numbers of parking spaces indicated in Table 1 are estimated based on the area and observed parking pattern.
- The numbers of parking spaces in Day Lots 6, 7 and 8 at Base 2 are estimated based on the area of each lot and observed parking patterns. Data from winter 2016 suggests that the capacity of the Base 2 lots may be less than indicated in Table 1, especially depending on weather conditions.
- Four parking stalls in the lot at municipal hall are not available for parking in the winter.
- The numbers of parking stalls in hotel lots that are available to the public may vary depending on how the hotel allocates parking among general public parking and other uses such as guest parking, valet parking, employee parking and parking reserved for other uses.

			Under-	Parking	2016
Location	Lot	Surface	ground	Stalls	Survey
Village	Conference Centre surface	J	ground	70	Juivey
1 111080	Conference Centre underground	·	1	153	
	Credit union	1	•	6	
	Gateway bus loop			10	
	Village Green	<i>J</i> <i>J</i>		9	
	Sundial	1		6	
				254	W/S
	Pan Pacific Village Centre		1	338	
	Blackcomb Lodge		1	44	
	Hilton		1	165	
	Westin		1	337	
	Westin free 2-hour parking		5	8	
	Pan Pacific Mountainside		1	110	
				1,002	W/S
Village North	Main Street	1		81	
	Library		1	20	
	Municipal hall	1		24/28	
	1 I			125/129	W/S
	Marketplace	1		276	
	Brewhouse		1	48	
	Town Plaza			92	
	Delta		<i>J</i>	47	
	Pinnacle		1	78	_
				541	W/S
Day Lots	Day Lot 1	1		209	
(Village)	Day Lot 2			258	
	Day Lot 3	5 5 5		373	
	Day Lot 4	1		634	
	Day Lot 5	1		218/275	
				1,692/1,749	W/S
Upper Village	Blackcomb Way s/o Chateau	1		25	
	Fairmont Chateau Whistler		1	120	
	Four Seasons		1	25	
	Le Chamois		1	13	
				158	_
Base 2	Day Lot 6	1		450	
	Day Lot 7			420	
	Day Lot 8			400	
				1,270	W
Creekside	Levels 1–4 + overheight		1	1,365	W
Totals (Winter		1	· ·	6,432/6,493	

 Table 1 – Inventory of publicly accessible parking, 2016

1.4 Parking Data

Parking surveys were undertaken in 2016 in both winter and summer on a known peak weekend as well as a typical "near peak" weekend:

- In winter on three Saturdays 13, 20 and 27 February. The first Saturday was Family Day in Canadian provinces other than B.C., and the Presidents Day long weekend in the U.S.
- In summer on two weekends (Saturday and Sunday) 30 and 31 July (the BC Day long weekend), and 27 and 28 August (the weekend after Crankworx).

Two types of manual parking surveys were undertaken:

- **Occupancy:** Counts of the numbers of vehicles in parking lots were undertaken at regular intervals, in both winter and summer:
 - Municipal parking lots counts were undertaken every hour from 7:00 am to 6:00 pm in the winter, and from 10:00 am to 6:00 pm in the summer.
 - Day lots counts were undertaken every two hours beginning at 8:00 am in the winter and 10:00 am in the summer, through to 6:00 pm. Counts were also undertaken at 4:00 a.m. during the last week of summer to determine the number of vehicles parked overnight.
 - Private lots with publicly-accessible parking depending on the turnover of vehicles in private lots, counts were undertaken as frequently as every hour, or as little as once or twice a day in the case of some hotel lots where there was little change in parking during the day.
- **Duration and turnover:** Licence plate surveys were undertaken at 30-minute intervals from 11:00 am to 6:30 pm on Main Street (81 parking stalls) and in the surface lot at the Conference Centre (70 parking stalls plus motorcycle parking). Licence plate surveys were undertaken in the summer only.

Data from the parking surveys was supplemented with data from the following sources:

- Resort Municipality of Whistler Parking transactions in Village lots and Day Lots 1 through 3 (parking in Day Lots 4 and 5 was free in 2016), and numbers of parking infractions.
- Whistler-Blackcomb Occupancy counts of Day Lots 1 through 8 and Whistler Creekside at 2-hour intervals in the winter, and observations of the times at which Day Lots 1 through 5 filled completely during the summer.
- FastPark Occupancy data for Marketplace in winter, and estimates of occupancies during the summer (FastPark changed the method of data collection after winter, and therefore was to able to provide occupancy data for the summer in a format compatible with the data from parking surveys).
- Advanced Parking manages publicly-accessible parking in other private lots in the Village, but did not provide data for these lots.

2 Winter 2016

This section presents the results and significant findings of the parking surveys undertaken in winter 2016, combined with parking data from the Resort Municipality of Whistler, Whistler-Blackcomb and FastPark.

Parking surveys were undertaken on three Saturdays in winter 2016:

- Saturday 13 February the Family Day long weekend in other provinces, and the Presidents Day long weekend in the U.S.
- Saturday 20 February.
- Saturday 27 February.

2.1 Overall

Figure 2 indicates daily pay parking revenues from transactions in municipal parking lots in the Village and in Day Lots 1 through 3 over the winter season from 26 November 2015 through 17 April 2016. Weekends and holidays are indicated in red, and weekdays are indicated in green.

The three Saturdays on which parking surveys were undertaken are indicated in Figure 2 with blue asterisks:

- **Peak:** Saturday 20 February represents peak conditions during the winter. As Figure 2 indicates, municipal parking revenues were almost \$9,000 that day, and there were only eight other days in winter 2015-16 that exceeded that amount (the lower revenues on Sunday 21 February of slightly less than \$7,000 reflect that it was not a long weekend). Hotel occupancy on Saturday 20 February was 89% (compared to 97% and 94% the Saturdays before and after), which suggests that the peak parking conditions were the result of high numbers of local residents and in-province visitors who are more likely to travel by automobile.
- **Near-peak:** Both Saturday 13 February and Saturday 27 February represent near-peak conditions, with approximately \$8,000 of municipal parking revenues each day (parking revenues on Sunday 14 February were also approximately \$8,000, as it was a long weekend for out-of-province visitors). The high 97% hotel occupancy rate on 13 February also indicates a higher number of out-of-province visitors than on the following weekend.

Table 2 provides a summary of peak occupancies in parking lots in the Village, Day Lots, and private lots (although Marketplace is a private lot, it is included in Table 2 because its location and pattern of use is comparable to other municipal parking lots in the Village). The key difference between peak and near-peak conditions is:

• Occupancy in Village parking lots exceeds 90% on both peak and near-peak days.

• The occupancy of Day Lots exceeds 100% on peak days, but on near-peak days is substantially less than the 90% target for availability. As noted above, the additional demand in the Day Lots on peak days appears to be associated with local residents and in-province visitors who are more likely to travel by automobile.

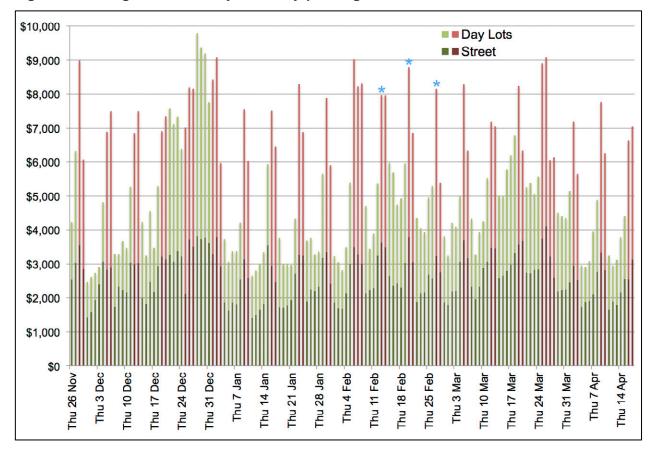


Figure 2 – Village lots and Day Lot daily parking revenue, winter 2015-16

Table 2 – Peak occupancies, February 2016

	Saturday 13 February	Saturday 20 February	Saturday 27 February
Village:			
Main Street	99%	91%	
Conference Centre	95%	93%	
Marketplace	97%	99%	
Other Village	91%	93%	
All Village	93%	94%	—
Day lots	72%	107%	81%
Private lots	_	_	77%

2.2 Day Lots

There are a total of 4,327 parking spaces available in Day Lots 1 through 8 and the Creekside parkade during the winter. Figure 3 illustrates average peak occupancies over the winter 2015-16 season in the Day Lots, by lot (Lot 4 figures do not include bus parking). The light red portion of each column in Figure 3 indicates the unused capacity of each lot. Figure 4 illustrates average peak occupancies by day of the week. Table 3 summarizes average peak occupancies by month.

Significant observations regarding the Day Lots include:

- The average occupancy of the free lots in the Village (Lots 4 and 5) is 72%, compared with an average of 51% for the pay lots (Lots 1, 2 and 3).
- Of the three pay lots, Lot 3 was underutilized most days (although it did fill on peak days).
- The Creekside lot averaged only half-full, and accounts for one-third of the unused capacity in all of the Day Lots.
- The average weekday occupancy of all Day Lots was 49%, while the average weekend occupancy was 72%.

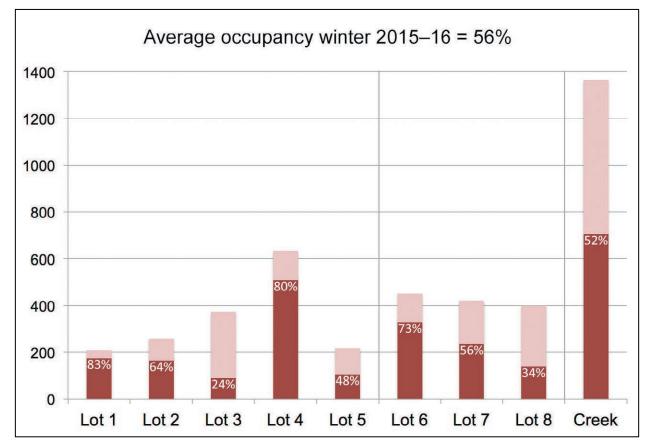


Figure 3 – Day lot average peak occupancies by lot, winter 2015-16

- Of the 18 peak days in winter 2015-16 (days with 80% or higher occupancy), 15 peak days were Saturdays, Sundays and holidays. All three weekday peak days were Wednesdays.
- There were 6 days with 90% or higher occupancy three Sundays in December, a Saturday each in January and February, and Good Friday in March.
- The average occupancy is highest in December (62%) and March (60%). The 57% average occupancy in February, when the parking surveys were conducted, matches the 57% average for the winter 2015-16 season.

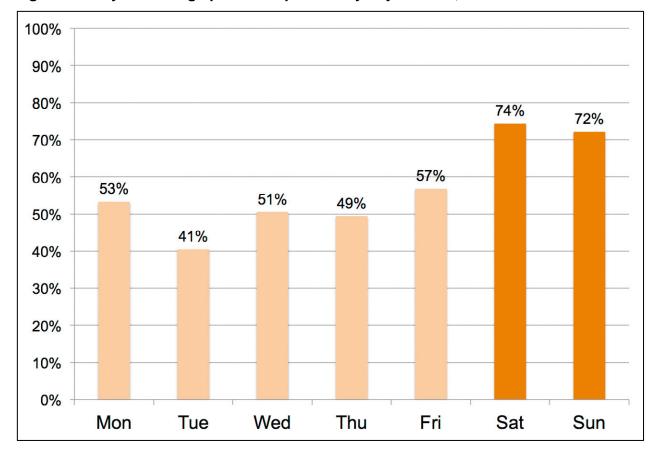


Figure 4 – Day lot average peak occupancies by day of week, winter 2015-16

	Village				Total All
Month	Pay	Free	Base 2	Creekside	Day Lots
November	37%	71%	37%	40%	45%
December	55%	77%	62%	57%	62%
January	47%	68%	56%	49%	54%
February	53%	70%	57%	51%	57%
March	54%	70%	61%	58%	60%
April	46%	75%	40%	40%	48%
Average	51%	72%	56%	52%	57%

Figure 5 illustrates peak occupancies on Saturday 20 February, which represents peak parking conditions. Significant observations include:

- The peak occupancy of the Day Lots in the Village (Lots 1 through 5) was 107% of the capacity of the lots. Extra vehicles were parked in drive aisles and other locations in the lots not marked as parking stalls.
- The peak occupancy of all Day Lots (Village lots plus Base 2 lots plus Creekside) was 96% of the capacity of the lots.
- The capacity of Lot 5 in the Village and the Base 2 lots may be less than assumed during the winter, especially depending on weather conditions. The number of parked vehicles observed at Base 2 on 20 February includes 80 vehicles in overflow parking on Glacier Drive.

In terms of the timing of the parking demand:

- The Creekside lot begins filling the earliest in the morning, then the Base 2 lots, then the lots in the Village.
- The free and paid Day Lots in the Village fill up at approximately the same rate.

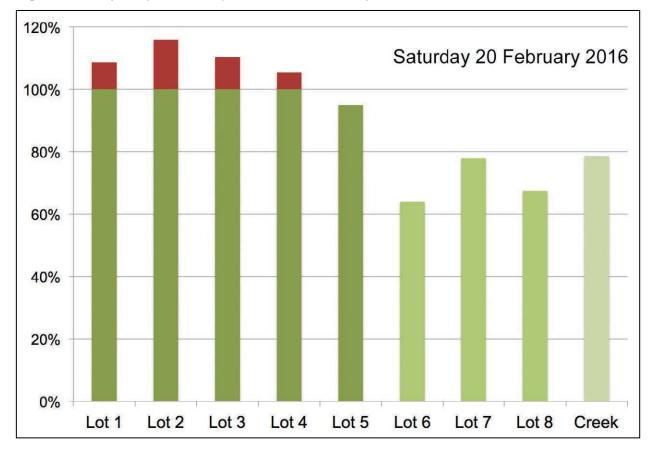


Figure 5 – Day lot peak occupancies, 20 February 2016

Pay parking in Lots 1, 2 and 3 is in effect until 5:00 pm, after which parking in all Day Lots is free. Figure 6 illustrates the occupancy of Lot 1 throughout the day, from 6:00 am to 6:00 pm. The parking demand on 20 February, a peak parking day, is different than the demand on the other, near-peak days:

- On near-peak days (13 and 27 February), the free parking after 5:00 pm attracted people to Lot 1. By 6:00 pm, Lot 1 was full on both days, and on 13 February there were more vehicles in Lot 1 after 5:00 pm than at any previous time of the day.
- On a peak day (20 February), there was no increase in occupancy after 5:00 p.m. While there were undoubtedly some people who entered Lot 1 after 5:00 pm to take advantage of the free parking, far more people left Lot 1, with the result that the overall occupancy decreased to 70% by 6:00 pm. This result suggests that on peak days the additional parking demand is due to a higher proportion of local residents and regional visitors who are more likely to travel by automobile, and who typically leave the Village after work or skiing.

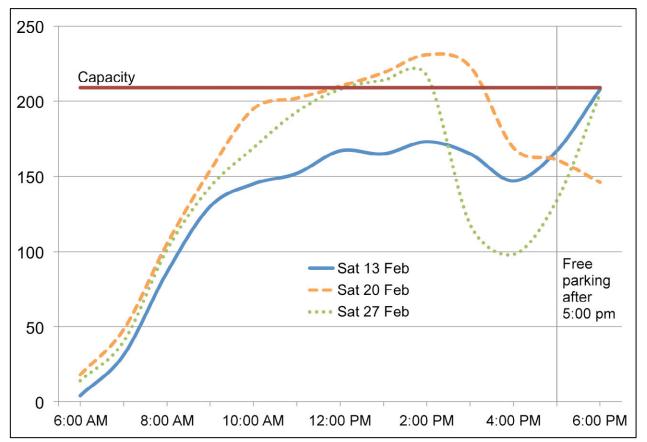


Figure 6 – Day Lot 1 occupancy, free parking after 5:00 pm, February 2016

An analysis of monthly pass use indicates that on near-peak days (13 and 27 February), monthly passes accounted for 19% to 21% of all vehicles in Lots 1 through 3, whereas on a peak day (20 February), monthly passes accounted for 38% of vehicles, double the rate on near-peak days. This result supports the observation that that on peak days the additional parking demand is due to a higher proportion of local residents and regional visitors.

2.3 Municipal Parking in the Village

There are a total of 379 parking stalls in municipal lots and street parking in the Village, plus 276 parking stalls in the privately-operated Marketplace lot (which is included in the analysis of municipal lots because it has similar characteristics and patterns of use – it is a surface lot, is located in a high-demand area of the Village, and is used primarily for short-term parking).

Figure 7 illustrates the occupancy of Village parking lots throughout the day, for Saturday 13 February and Saturday 20 February (parking surveys were not conducted in Village lots on 27 February). The results indicate that:

- The parking demand exceeds 85% occupancy (equivalent to 15% availability) by noon, and does not decrease to less than 85% until 5:00 pm.
- Between 1:00 pm and 4:00 pm, the occupancy of surface parking lots in the Village is 100% or close to 100%.
- The peak hour occupancy was 100% in all parking lots, with the exception of the Municipal Hall parking lot and underground parking at the Conference Centre.

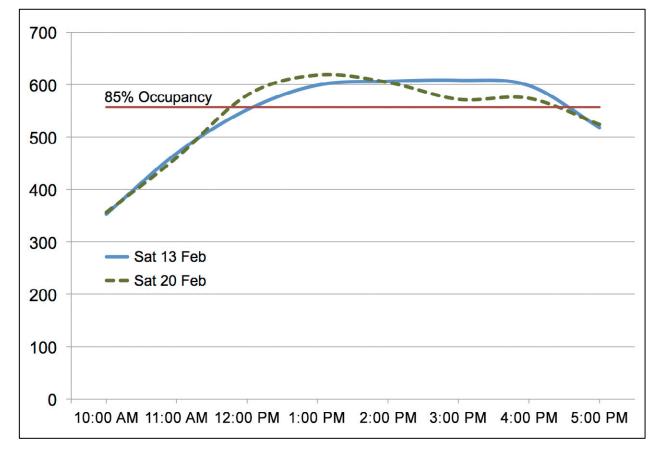


Figure 7 – Village lots total occupancy, February 2016

2.4 Private Lots in the Village

A total of 1,148 parking stalls were surveyed in private parking lots with publicly-accessible parking:

- Hotels Pan Pacific Village Centre/Peak Lodge, Pan Pacific Mountainside, Westin, Hilton, Blackcomb Lodge and Delta.
- The Brewhouse lot (48 stalls).
- The Town Plaza lot (92 stalls).

The Marketplace parking lot is not included in the figures in this section, and instead is included in the figures for municipal lots in the Village in Section 2.3.

Prices in private parking lots are generally high. Rates range from \$2.00 to \$4.25 per hour, from \$15 to \$25 per day, and up to \$42.50 for 24 hours. The exception is the Pan Pacific Village Centre/Peaks Lodge lot where parking costs \$8 per day, the same price as in the Day Lots.

The parking surveys conducted on Saturday 27 February indicate that during the day there is adequate capacity in publicly-accessible private parking lots to accommodate any overflow parking demand from day skiers and others:

- During the daytime, occupancy averaged 57%, and did not vary much throughout the day (the average occupancy at 10:00 am was 56%, at noon it was 58%, and at 2:00 pm it was 57%).
- Occupancy is highest at the end of the day when hotel guests are checking in. The last parking survey was at 5:00 pm, at which time the average occupancy increased to 77%.

3 Summer 2016

This section presents the results and significant findings of the parking surveys undertaken in summer 2016, combined with parking data from the RMoW, Whistler-Blackcomb and FastPark.

Parking surveys were undertaken on two weekends (Saturday and Sunday) in summer 2016, and during the last week of the summer:

- Saturday 30 and Sunday 31 July the BC Day long weekend.
- Saturday 27 and Sunday 28 August the weekend one week after the Crankworx festival, when there were no major events.
- Wednesday 24, Saturday 27 and Sunday 28 August, and Saturday 3 September surveys were conducted in the Day Lots at 4:00 am on one weekday and three weekend days to count the numbers of vehicles parked overnight (overnight parking was permitted in the Day Lots in 2016 for up to 72 hours).

3.1 Overall

Figure 8 indicates daily pay parking revenues from transactions in municipal parking lots in the Village and in Day Lots 1 through 3 during the summer from 1 July (Canada Day) through 5 September (Labour Day). Weekends and holidays are indicated in red, and weekdays are indicated in green.

Days on which parking surveys were undertaken are indicated with blue asterisks:

- **Peak:** Saturday and Sunday 30 and 31 July represent peak conditions during the summer, as they were on the BC Day long weekend. Both days were sunny with temperatures in the low 20s. As Figure 9 indicates, municipal parking revenues were almost \$9,000 on Saturday and almost \$10,000 on Sunday, and there were only three other Saturday/Sunday pairs in summer 2016 with comparable revenues.
- **Near-peak:** Saturday and Sunday 27 and 28 August represent near-peak conditions, with over \$9,000 in municipal parking revenues on Saturday, but only \$6,000 on Sunday. Saturday was sunny, and Sunday was cloudy with scattered showers. This was not a long weekend, and parking data for the Sunday indicates that many people left Whistler in the early afternoon, and because of this (and possibly because of the weather as well) parking revenues for the Sunday were only two-thirds of Sundays on long weekends.

Major events during summer 2016 included the Longboard festival on 2 and 3 July, the Pemberton Music Festival from 14 through 17 July, the Ironman Canada event from 21 to 24 July, the Crankworx festival from 11 to 21 August, and the Tragically Hip concert on 20 August. Day Lot 2 was closed during the Crankworx festival, and although the organizers reimbursed the municipality for the lost parking revenue, this reimbursement is not reflected in the parking revenues in Figure 8.

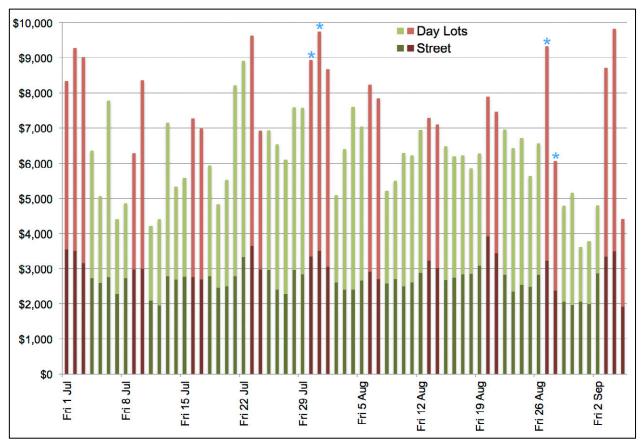


Figure 8 – Village lots and Day Lot daily parking revenue, summer 2016

Table 4 summarizes peak parking occupancies on the four survey days:

- The 30/31 July long weekend represents peak conditions, with 80% to 100% peak occupancy in Village parking lots, and 102% peak occupancy in the Day Lots.
- The 27/28 August weekend represents near-peak conditions.
- Comparable data are not available for Marketplace, but observations indicate that peak occupancies ranged between 90% and 100% during afternoons, and were higher on Saturdays.

 Table 4 – Peak occupancies, summer 2016

	Saturday 30 July	Sunday 31 July	Saturday 27 August	Sunday 28 August
Village:				
Main Street	100%	100%	90%	99%
Conference Centre	100%	100%	65%	52%
Other Village	88%	80%	61%	65%
All Village	97%	96%	68%	61%
Day lots	101%	102%	84%	78%
Private lots	78%	30%	66%	48%

3.2 Day Lots

There are a total of 1,749 parking spaces in the Day Lots in the Village (Lots 1 through 5) in the summer. Figure 9 illustrates peak parking occupancies in the Day Lots on the four survey days:

- On the 30/31 July long weekend, which represents peak conditions, the free Day Lots were overfull (up to 104% in Lot 4), and the pay lots were 98% to 100% full.
- On the 27/28 August weekend, which represents near-peak conditions, the occupancy of most lots was 90% or less. Only Lots 1 and 3 exceeded 90% occupancy on Saturday 27 August.

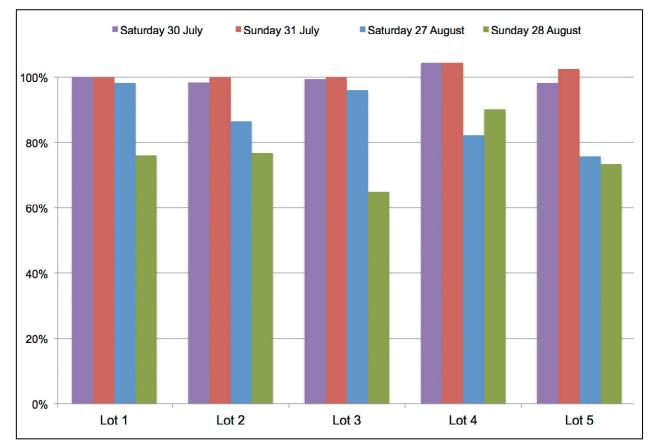


Figure 9 – Day lot peak occupancies, July and August 2016

Table 5 indicates the average times during the summer when the Day Lots filled to capacity. In general, motorists had to arrive before 10:00 am to park for free in Lots 4 and 5. On the following weekends, Lots 4 and 5 were filled even earlier:

- On the 23/24 July weekend during Ironman Canada, the free lots were full by 7:30 am.
- On the 20/21 August weekend during Crankworx, the free lots filled at 9:00 am on Saturday and 8:00 am on Sunday.

	Friday	Saturday	Sunday
Free lots 4 & 5	10:39 am	9:52 am	9:54 am
Pay lots 1, 2 & 3	12:27 pm	12:28 pm	11:30 am

 Table 5 – Average times Day Lots full, summer 2016

During the Crankworx festival, Day Lot 2 (one of the pay lots) was closed, and the Day Lots at Base 2 were opened, where the following numbers of vehicles were parked:

- Saturday 13 August: 220 vehicles.
- Sunday 14 August: 450 vehicles.
- Saturday 20 August: 550 vehicles.
- Sunday 21 August: 750 vehicles.

During the Pemberton Music Festival the Whistler Creekside parkade was used for festival parking with a shuttle bus to Pemberton, and the Excalibur gondola operated on the weekend during the festival. Day Lots 6 and 7 at Base 2 were opened on the weekend to accommodate any overflow parking, but only a small number of vehicles were parked in the Base 2 Day Lots.

During the summer, overnight parking is permitted in all Day Lots in the Village, to a maximum of 72 hours (overnight camping in prohibited). Table 6 summarizes the number of vehicles parked overnight during the last week of summer, surveyed at 4:00 am.

	Wednesday 24 August 4:00 am	Saturday 27 August 4:00 am	Sunday 28 August 4:00 am	Saturday 3 September 4:00 am
Lot 5 (free)	28	51	27	52
Lot 4 (free)	43	58	39	71
Lot 3 (pay)	8	5	4	10
Lot 2 (pay)	5	2	4	18
Lot 1 (pay)	7	3	5	22
Totals	89	121	79	173

 Table 6 – Overnight parking in Day Lots, August and September 2016

Overnight parking was highest on Saturday 3 September on the Labour Day weekend, when 173 vehicles were observed. This number of vehicles represents 10% of the capacity of the Day Lots,

which means that up to 10% of the parking stalls in the Day Lots were not available to others on that day (and to some degree on subsequent days, as overnight parking is permitted up to 72 hours).

Reasons why people might want to park overnight in the Day Lots include:

- Parking in hotels can be expensive, at up to \$42.50 for 24 hours.
- Campgrounds in the Whistler-Pemberton-Squamish area were full on weekends, and many are also expensive. An informal survey of campgrounds found that most were full much of the summer, particularly on weekends, and the cost in some private campgrounds was as high as \$60 per night.

The municipality issued 45 warnings and 179 tickets for camping overnight in the Day Lots during summer 2016 (1 July through 5 September).

3.3 Municipal Parking in the Village

There are a total of 383 parking stalls in municipal lots and street parking in the Village. Table 7 summarizes peak occupancies on the four survey days. On the 30/31 July long weekend, which represents peak conditions, the peak occupancy was 100% in all lots in the Village except the lot at the municipal hall. In contrast, on the 27/28 August weekend, which represents near-peak conditions, only the parking in the small municipal lots reached 100% occupancy.

		Saturday 30 July	Sunday 31 July	Saturday 27 August	Sunday 28 August
Main Street		100%	100%	90%	99%
Library		100%	100%	90%	75%
Municipal hall		63%	38%	38%	33%
Conference Centre	Surface	100%	100%	83%	71%
Conference Centre	Underground	100%	100%	63%	50%
Credit union		100%	100%	100%	100%
Gateway	Gateway		100%	100%	80%
Village Green		100%	100%	100%	100%
Sundial		100%	100%	100%	100%
All Village municipa	al lots	97%	96%	68%	61%

 Table 7 – Peak occupancies in Village municipal lots, July and August 2016

Figure 10 provides a closer look at parking occupancies on Main Street, where there are a total of 81 parking stalls:

- Average occupancies over the entire day (from 11:00 am to 6:30 pm) ranged from 73% to 86%.
- The parking demand was highest on Sunday 31 July on the long weekend, when the occupancy exceeded 85% three-quarters of the time.
- The 27/28 August weekend was not a long weekend, and by early afternoon on the Sunday as people left Whistler to return home, the parking occupancy on Main Street decreased.

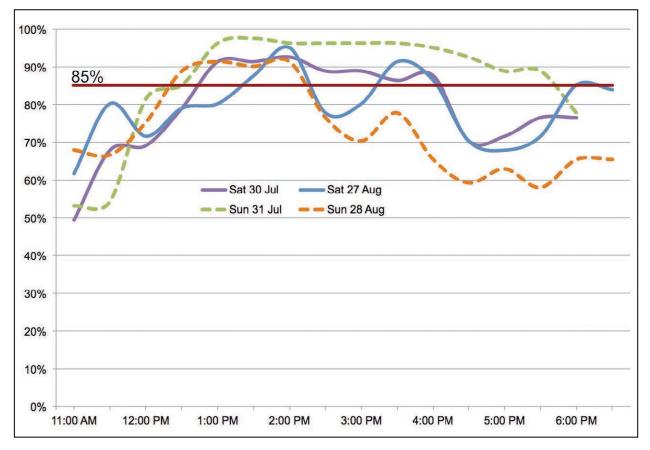


Figure 10 – Main Street occupancy, July and August 2016

The time limit for parking on Main Street is four hours. Parking prices are lower for the first hour, and increase for subsequent hours, to encourage shorter-term parking. Table 8 provides a summary of the observed durations of parking on Main Street, and there are several significant findings:

- The average parking duration was 1 hour and 17 minutes (1.28 hours).
- The majority of people (87%) parked less than two hours. On average, half the parking stalls on Main Street (49%) were occupied by cars parked less than two hours.
- Only 10% of people parked between two and four hours. Because their vehicles were parked longer, on average 20% of the parking stalls on Main Street were occupied by cars parked between two and four hours.
- A significant number of vehicles were parked beyond the four hour time limit, indicated in red in the second column from the right in Table 8. On average, 11% of the time a parking stall was occupied by a vehicle parked more than four hours, which means that during peak times nine of the 81 stalls on Main Street were occupied by vehicles parked overtime.
- Several vehicles were parked all day or almost all day, as indicated in red in the third column in Table 8. The plus sign means the vehicles were there before the parking surveys began at 11:00 am (which was the case on three of the four days) and remained there after the parking surveys ended at 6:30 pm (which was the case on all four days).
- One particular vehicle was parked in the same area of Main Street on each of the four survey days, for the entire time or almost the entire time the surveys were conducted.

	Dura	Duration Occupancy by Duration			by Duration	
	Average	Maximum	0–2 hours	2.5–4 hours	4.5+ hours	Empty
Saturday 30 July	1 hr 14 min	7.0+ hr	52%	20%	7%	21%
Sunday 31 July	1 hr 28 min	7.5+ hr	45%	25%	16%	14%
Saturday 27 August	1 hr 14 min	8.0+ hr	48%	17%	15%	21%
Sunday 27 August	1 hr 11 min	8.0+ hr	51%	17%	6%	27%
Average all days	1 hr 17 min	8.0+ hr	49%	20%	11%	21%

Table 8 – Main Street duration, July and August 2016

Figure 11 illustrates parking occupancies in the surface parking lot at the Conference Centre, where there are a total of 70 parking stalls (including three stalls for persons with disabilities, but not including the motorcycle parking area). The parking occupancy was higher on Saturday, as the 27/28 August weekend was not a long weekend. By early afternoon on Sunday as people left Whistler to return home, the parking occupancy decreased.

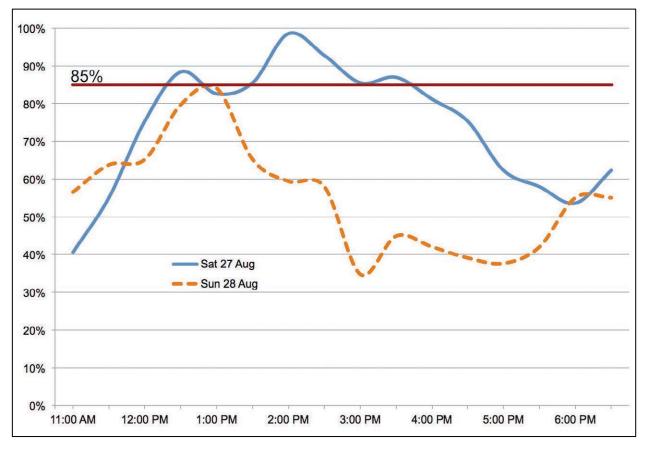


Figure 11 – Conference Centre occupancy, August 2016

The time limit for parking in the Conference Centre surface lot is four hours. Table 9 provides a summary of observed parking durations. The results are similar to those for Main Street:

- The average parking duration was 1 hour and 19 minutes (1.32 hours).
- A significant number of vehicles were parked in the surface lot beyond the 4-hour limit.
- One particular vehicle was parked in the Conference Centre surface lot on both days, for the entire time or almost the entire time the surveys were conducted.

Duration **Occupancy by Duration** 2.5–4 hours Average Maximum 0–2 hours **4.5+ hours Empty** Saturday 1 hr 23 min 7.5 + hr41% 17% 16% 26% 27 August Sunday 1 hr 14 min 8.0+ hr 37% 14% 4% 45% 27 August Average 1 hr 19 min 8.0+ hr 39% 16% 10% 35% all days

Table 9 – Conference Centre duration, August 2016

3.4 Private Lots in the Village

A total of 1,148 parking stalls were surveyed in private parking lots with publicly-accessible parking:

- Hotels Pan Pacific Village Centre/Peak Lodge, Pan Pacific Mountainside, Westin, Hilton, Blackcomb Lodge and Delta.
- The Brewhouse lot (48 stalls).
- The Town Plaza lot (92 stalls).

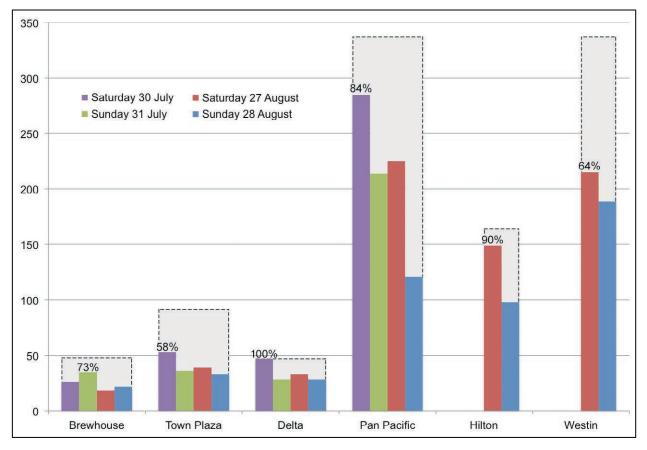
The Marketplace parking lot is not included in the figures in this section.

Prices in private parking lots are generally high. Rates range from \$2.00 to \$4.25 per hour, from \$15 to \$25 per day, and up to \$42.50 for 24 hours. The exception is the Pan Pacific Village Centre/Peak Lodge lot where parking costs \$8 per day, the same price as in the Day Lots.

Figure 12 summarizes peak daytime occupancies in private parking lots on the four survey days in July and August 2016. These results indicate that even on peak days, during the day there is adequate capacity in publicly-accessible private parking lots to accommodate any overflow parking demand from municipal lots in the Village and the Day Lots:

- Private lots are only partly occupied through the day the average peak daytime occupancy ranged from a high of 78% on Saturday 30 July to a low of 48% on Sunday 28 August.
- Even on a peak day when Village municipal lots and Day Lots were almost all at 100% occupancy, there were over 200 empty parking stalls in private lots that were surveyed (not all lots were surveyed, so there were likely more empty stalls in other lots).

Figure 12 – Private lots peak daytime occupancies, July and August 2016



4 Comparisons

This section compares parking conditions in different seasons – winter vs. summer 2016, and winter 2015-16 vs. previous winters.

4.1 Winter 2016 vs. Summer 2016

Figure 13 compares average maximum parking occupancies in Village lots, Day Lots and private lots on the three survey days in winter 2016 and four survey days in summer 2016. Comparing the results for winter and summer indicates similar patterns of demand:

- There is high demand for parking in the Village.
- The Day Lots are full or even overfull on peak days.
- Publicly-accessible parking in private lots is only partly full, even on peak days.

Figure 13 – Peak occupancies, winter vs. summer 2016

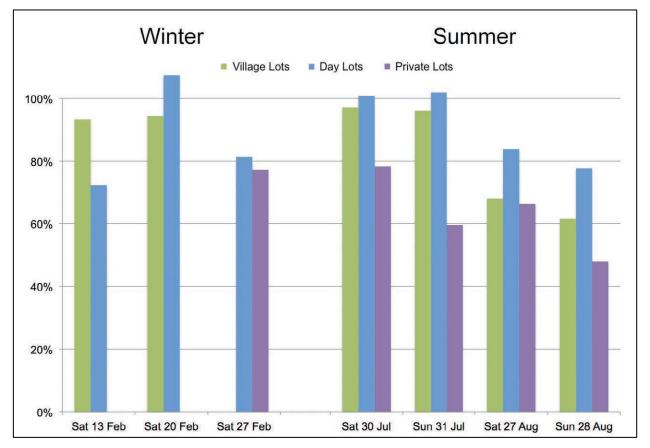


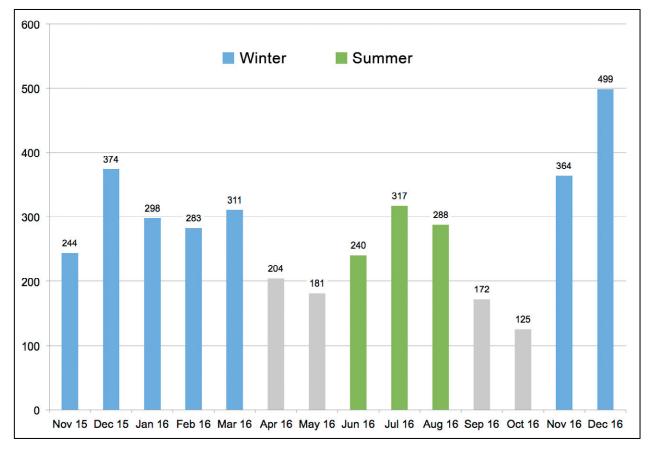
Table 10 compares daily parking revenues from municipal lots and street parking in the Village and the Day Lots. Average and maximum daily parking revenues are higher in the summer, which indicates that even though peak occupancies are similar, there are more vehicles parked throughout the day, likely because of the longer days of sunlight in the summer.

			Weekends/	
		Weekdays	Holidays	
		Mon–Fri	Sat, Sun & Hol	All Days
Winter	Average	\$4,419	\$7,356	\$5,386
26 Nov-17 Apr 16	Maximum	\$6,778 (Fri)	\$9,087 (Sat)	
Summer	Average	\$5,983	\$7,986	\$6,651
1 Jul-5 Sep 16	Maximum	\$8,912 (Fri)	\$9,627 (Sat)	

Table 10 – Municipal lots daily parking revenue, winter vs. summer 2016

Figure 14 presents monthly parking pass sales from November 2015 through December 2016. Almost as many parking passes were sold during summer 2016 (an average of 282 passes per month from June through August 2016) as during winter 2015–16 (an average of 302 passes per month from November 2015 through March 2016), suggesting that as in winter, peak parking demands in summer are driven by local residents and employees, and regional visitors.





Parking pass sales for the first two months of winter 2016-17 are significantly higher than for the previous winter, suggesting a much higher demand for monthly parking passes in the coming year. The 499 parking passes sold in December 2016 account for 60% of the capacity of the three pay Day Lots in the Village.

4.2 Winter 2016 vs. 2015 vs. 2014

Table 11 provides a comparison of average occupancies in the Day Lots for past three winters, and the number of peak parking days when the Day Lots were an average of at least 80% occupied. Occupancy and number of parking days was significantly higher in winter 2015-16, which was a good snow year, compared with 2014-15, which was a poor snow year.

Table 11 – Day lot average maximum occupancies, winter

	Winter 2013-14	Winter 2014-15	Winter 2015-16
Average maximum parking occupancy	48%	47%	57%
Number of peak parking days	10	6	18

4.3 Winter 2016 vs. 2004

Prior to 2016, the last comprehensive parking survey of municipal and private lots in the Village, Base 2 and Whistler Creekside was undertaken in 2004. The parking surveys in 2004 were conducted over three Saturdays in March, which at the time was considered the peak month during the winter season. The parking surveys in 2016 were conducted on three Saturdays in February, which was thought to now be the peak month (although a subsequent review of the data presented in Figure 2 and Table 3 above indicates that the parking demand during March 2016 remained slightly higher than during February).

Figure 15 compares average maximum occupancies in various parking lots in winter 2004 and winter 2016. Overall, the results are similar, and for most facilities the parking occupancies are higher in 2016:

- The average occupancy in Village lots are similar or higher in 2016, particularly Main Street and Conference Centre, which are significantly higher.
- The overall occupancy in the Day Lots is similar, but occupancies are lower at Base 2 and higher at Creekside (which was still new in 2004 and not as well-used as other lots). It should be noted that parking in all Day Lots was free in 2004, whereas in 2016 parking was free only in Lots 4 and 5.
- The average occupancy in private lots in hotels with publicly-accessible parking is slightly higher in 2016.

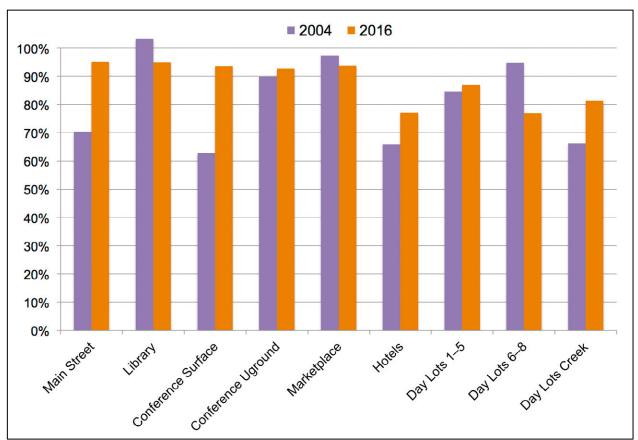


Figure 15 – Average maximum occupancies, winter 2004 vs. winter 2016

5 Conclusions and Recommendations

As discussed in Section 1.2, ensuring adequate availability should be a primary objective in managing parking facilities. Availability refers to the number or percentage of unoccupied parking stalls that are available at any given time for a motorist to park in. A general "rule of thumb" in the parking industry is that the optimum occupancy of a parking facility is 85%, which is equivalent to 15% availability. This is an appropriate target for shorter-term lots such as those in the Village. For parking lots where people park for longer periods of time, such as the Day Lots, the target occupancy can be as high as 90%, which is equivalent to 10% availability. In any case, when occupancy exceeds 90% (meaning availability is less than 10%) it indicates a problem and a need for action to improve availability.

The key conclusion of the 2016 Parking Study is that there is not adequate availability in most parking facilities on peak and near-peak days:

- Availability is less than 10% (equivalent to occupancy of more than 90%) in most parking lots on weekends during the winter and summer.
- On peak days, availability is 0% in many parking lots, including most municipal lots in the Village and most or all of the Day Lots in the Village (Lots 1 through 5).
- There is available capacity in some parking lots, even on peak days, particularly the Whistler Creekside lot and private lots.

The solution to the availability problem is not to build more parking lots, but rather to make better use of existing parking lots. This can be accomplished by shifting the parking demand from lots that are overfull to lots where there is available capacity:

- Shift the longer-term parking demand from municipal lots and street parking in the Village to the Day Lots. The Village is the highest-demand area, and should be reserved for shorter-term parking to serve the most people and ensure adequate availability during peak times. Most people parking in the Village park for less than 2 hours. Only 13% of people parking on Main Street and at the Conference Centre park for over 2 hours, yet because their vehicles are parked longer, they occupy parking stalls 29% of the time. Shifting parking of two hours or longer to the Day Lots would substantially increase availability by freeing up a significant proportion of parking stalls in the Village.
- Shift some of the all-day parking demand from the Day Lots in the Village to the Day Lots at Base 2 (in winter, and for special events in summer) and at Creekside (in winter and summer). The Creekside facility in particular is only partially-used in summer and has considerable excess capacity, and does not fill to capacity on most days in winter.
- Shift some parking demand to private lots in the Village, including Town Plaza, Brewhouse and hotel lots, to make better use of lots that remain partly-empty during peak times.

5.1 Parking Management

Availability is a problem in both winter and summer, and therefore actions to shift the parking demand would be beneficial year-round. Parking management techniques that could be used to shift demand are described below. These actions can be implemented in stages to determine how each affects parking demand, and should be supported by a comprehensive communications strategy that explains what has been changed and why.

- **Time limits:** Reduce maximum time limits in Whistler Village. Reduce 4-hour maximum time limits to 2 hours (such as on Main Street and at the Conference Centre), and reduce 2-hour limits to 1 hour or less (such as at The Gateway loop and Village Green), directing longer-term parking to the Day Lots. In addition, modify signs to make it clear that parking in Whistler Village can be purchased in intervals of less than an hour, to encourage people to park for shorter periods of time.
- **Pricing Day Lots:** Charge for parking in all Day Lots in the Village. This could mean, for example, extending current parking prices to Lot 4 (e.g. \$2/hour, \$8/day and \$30/month), and charging half of current hourly and daily prices for Lot 5 (e.g. \$1/hour, \$4/day), to reflect that Lot 5 is not paved and is only partly illuminated at night. In addition, vehicles that occupy two or more parking stalls (such as a truck with a trailer) should be required to purchase one parking ticket for each stall used. Additional parking revenue generated from Lots 4 and 5 could be used to fund free or expanded transit services.
- **Comparative pricing:** Ensure that parking prices in the Village are higher than in the Day Lots. Currently, the first hour of parking in most Village locations is priced at \$1, half the price in the Day Lots, and the cost of parking in the Village only exceeds the cost in the Day Lots after two hours.
- **Parking passes:** Increase the monthly parking pass price, which is currently only \$30. An approach used in other jurisdictions is to price parking passes the same or more than a transit pass, which is currently \$65 per month. Alternatively, the municipality should consider eliminating monthly parking passes altogether, as they only encourage residents and employees to drive and park as many days of the month as possible, and contribute to the additional parking demand on peak days.
- **Policies:** Restrict or prohibit overnight parking in the Day Lots, to ensure that all parking stalls are available for day parking. Currently, on peak days in the summer up to 10% of parking stalls in the Day Lots in the Village are occupied by vehicles parked overnight.
- **Policies:** Store snow and equipment elsewhere during the winter, not in Day Lot 5, so as to ensure that the full capacity of Lot 5 is available. Currently, over 50 parking spaces are lost in the winter in Lot 5.
- **Information:** Provide more information about parking, for motorists in the Village looking for parking, and for visitors before they travel to Whistler. Information includes (but is not limited to) signs directing motorists to parking, printed and electronic maps of parking lots with information about prices and time limits, and a smartphone parking app (which is currently in development and planned for implementation in 2017).

• **Partnerships:** Develop arrangements with owners and operators of private parking lots, to make better use of these lots for publicly-accessible parking, and for specific user groups such as employees who work in the Village. Also encourage hotels to employ techniques to encourage guests to park in hotel lots rather than in municipal lots or Day Lots.

5.2 Parking Enforcement

Enforcement is an essential aspect of any parking management plan. Without adequate enforcement, the techniques described above would not be effective in shifting parking demand and achieving targets of 10% or 15% availability. The parking duration surveys on Main Street and at the Conference Centre indicate that a significant number of persons are parking beyond time limits, some repeatedly and for the entire day, which demonstrates that current levels of enforcement are not sufficient. Techniques to improve enforcement include:

- **Patrols:** Frequent patrols in high-demand areas, particularly Main Street, the Conference Centre surface lot and other small municipal lots in the Village. It should be noted that the Bylaw Services department (which is responsible for parking enforcement) was understaffed in 2016, but has since returned to full staffing levels.
- **Technology** to track people who move vehicles within a lot or purchase additional parking beyond the time limit, and other repeat offenders. The municipality recently acquired a licence plate reader, which provides this capability and can be most effectively deployed in large parking lots such as the Day Lots. For smaller lots such as those in the Village, a more effective approach is foot patrols using handheld devices, as enforcement personnel can move quickly on foot and can also provide better customer service. The municipality's current handheld devices might enable enforcement officers to track vehicles by licence plate in small lots of 10 or less vehicles, but newer technology would be required to track vehicles with foot patrols on Main Street and in larger lots.
- **Fines:** Increased fines for parking violations, as well as enhanced capabilities to secure payment of fines (municipal staff are currently considering collection options that are available to the municipality).

5.3 Reducing Parking Demand

In addition to shifting parking from high-demand lots to lower-demand lots, the other means of improving availability is to reduce the overall parking demand. The results of the Parking Study suggest that much of the additional parking demand on peak days can be attributed to local residents, employees and regional visitors who travel by automobile. Travel demand management (TDM) measures can be used to shift local trips to other modes, other times and other parking locations:

• Provide free transit service on Saturdays, as was operated on a trial basis in summer 2016. To further encourage people to travel by transit rather than by automobile on peak days, free transit service could be extended to Sundays and holidays, and even to Fridays.

- Operate a free shuttle between Creekside and the Village, to encourage day visitors to park for free in the Creekside lot.
- Implement queue jumpers for buses on Highway 99, to minimize travel times and delays for buses travelling to and from the Village, particularly between Creekside and the Village.
- Offer secure bicycle parking in the Village, to encourage more people to travel by bicycle rather than by automobile in non-winter months.
- Complete gaps in the bicycle network, and mitigate safety concerns on bicycle routes so that residents and visitors in all areas of Whistler can travel to the Village by bicycle in as short a time as possible, and in comfort, to encourage travel by bicycle rather than by automobile.

6 Parking Count Program

This section describes a program of parking surveys and data collection that can be used to monitor parking conditions on an on-going basis.

6.1 Manual Parking Surveys

Manual parking surveys should be undertaken on peak and "near-peak" weekends in winter and summer. Typical parking conditions for each season are:

- Winter: Peak parking conditions occur over the Christmas and New Years holidays, on the BC Family Day long weekend in February, and on the Easter long weekend when it falls in March. Other weekends in winter are characterized by near-peak conditions, except on good snow days when additional demand results in peak parking conditions.
- Summer: Peak parking conditions occur on the Canada Day, BC Day and Labour Day long weekends. Near-peak conditions typically occur on other summer weekends.

Manual parking surveys to be undertaken each year are summarized in Table 12 and include:

- Occupancy surveys, which are simply counts of the number of vehicles parked in a lot at regular intervals. Occupancy surveys should be undertaken in both winter and summer.
- Duration surveys, in which licence plate numbers are recorded (typically the first three characters is sufficient for analysis and avoids privacy concerns) at regular intervals to calculate how long each vehicle was parked in a facility. Intervals are typically half the unit of time in which parking is sold, and in 2016 surveys were undertaken at 30-minute intervals as parking was sold in 1-hour increments. If a change is made to sell parking in shorter increments as recommended in Section 5, it would be appropriate to conduct duration surveys in 15-minute or 20-minute intervals. Duration surveys should be undertaken in both winter and summer (in 2016 they were only undertaken in the summer, not in the winter).

Туре	Locations	Times	Intervals	Data Collected
Occupancy	Municipal lots	10:00 am – 6:00 pm	1 hour	Numbers of
	Day lots	8:00 am – 6:00 pm	2 hours	vehicles
	Private lots	10:00 am – 6:00 pm	2–4 hours	
Duration	Main Street	11:00 am – 7:00 pm	30 minutes	Licence plates
	Conference Centre	10:00 am – 6:00 pm	30 minutes	_
	Other Village lots	Varies	30 minutes	
Driveways	Day lots	4:00 – 6:00 pm (manual)	15 minutes	Entering and
-		24 hours (automatic)		exiting vehicles
Interviews	Village lots	Varies	Not applicable	Travel patterns,
	Day lots			attitudes,
				demographics

Table 12 – Manual parking surveys, winter and summer

- Driveway counts at all entrances/exits from the Day Lots in the Village (Lots 1 through 5). The primary purpose of these counts would be to identify motorists entering the lots to park for free after 5:00 pm. Consequently, if driveway counts are undertaken manually the times to do so would be from 4:00 pm to 6:00 pm or later. The counts could also be undertaken with automatic counters, which might be preferable if there are additional uses for the data.
- Interviews of people parking in municipal parking lots and the Day Lots. These are typically undertaken by intercepting people immediately after they park in the lot, as they purchase parking or walk away from their vehicles. A series of brief questions can provide useful information regarding who they area (local residents, visitors, business owners, employees or others), where they are from, what the purposes of their trip are, how long they intend to park, and their attitudes towards parking prices and availability. To ensure a representative sample, interviews are typically conducted over a period of several days, at different times during the day. Tourism Whistler currently undertakes intercept interviews in the Village, and questions could be added to these interviews regarding parking.
- Other surveys as appropriate, such as counts of vehicles parked overnight in the Day Lots in summer.

6.2 Data From Other Sources

An important source of information will be the municipality's new licence plate reader, which can provide the following information (obtaining some of this information may require upgrading the system):

- A count of vehicles in each parking lot at each observation time, to track occupancy and availability throughout the day and from day to day.
- The proportion of vehicles from out-of-province.
- The municipalities in which B.C. vehicles are registered, to determine the proportions of local residents and out-of-town visitors. This information can be obtained through ICBC's Driver Testing and Vehicle Investigations department.
- An estimate of the average parking duration in each lot each day, calculated by tracking vehicles that are observed in the same lot multiple times per day.
- Numbers of vehicles broken down by the numbers of days during the month that each vehicle was parked (i.e. the number of vehicles parked only one day in a month, the number parked two days in a month, the number parked three days and so on). This information would help distinguish repeat parkers (more likely to be local residents and employees) from infrequent visitors.
- The numbers of days per month and days of the week on which monthly parking passes are used. Extracting this information would require cross-referencing data from the licence plate reader system with records of parking passes.

Other data available from the municipality includes:

- Parking transaction data for "street" (as they are referred to in the computer system) lots in the Village and Day Lots. This information is useful in identifying peak and near-peak days during the winter and summer, as illustrated previously in Figures 2 and 8.
- Numbers of monthly parking passes sold each month.
- Summaries of parking violations and fines issued, and the values of unpaid fines by vehicle. This information provides a measure of the effectiveness of enforcement and collection efforts.
- Hotel occupancy figures and numbers of daily skiers are useful in determining whether the parking demand on a particular peak day is affected more by out-of-town visitors who are less likely to travel by automobile, or by local residents, employees and regional visitors who are more likely to travel by automobile.

Whistler-Blackcomb collects the following parking information:

- Counts of vehicles parked in Day Lots (Lots 1 through 8 and Whistler Creekside) at peak times during the winter. On the days the parking surveys were conducted in 2016, Whistler-Blackcomb staff undertook counts of vehicles in the Day Lots at 2-hour intervals.
- Times at which the Day Lots in the Village fill to capacity during the summer, on weekends and other peak days.

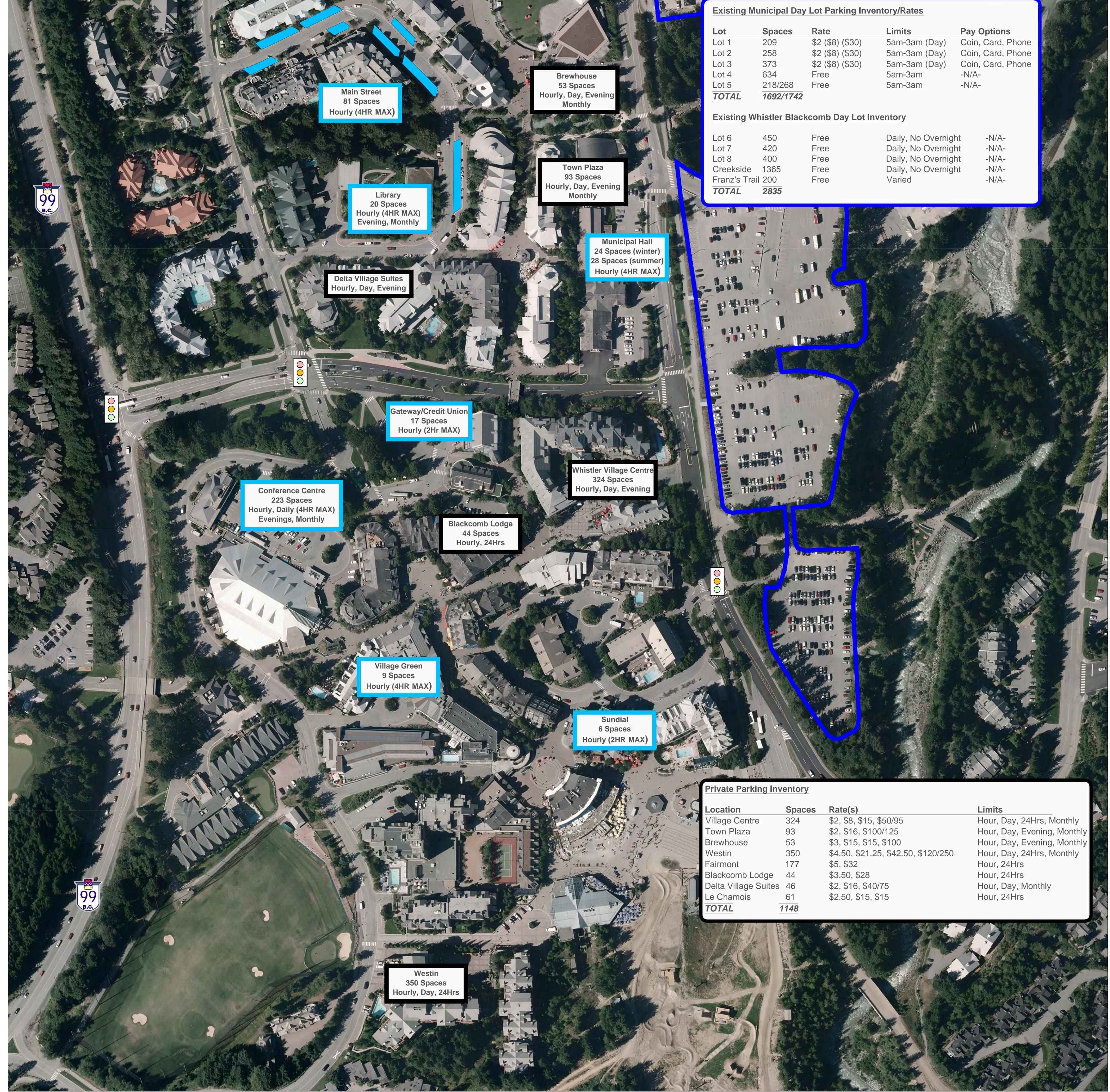
Appendix

Whistler Village Parking Inventory

Village Parking Alternatives

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unicipal Parkin		_	Limite	Pay Options	The second se
ocation ain Street	Spaces		Limits	Pay Options	
	81				
brary	20			Coin, Card, SP Coin, Card, SP	
		\$5 (Evening) \$30 (Monthly)	5pm -10am	Colli, Calu, SP	
onference Centr	re:	φου (iviontiny)			
Surface	70	\$1, \$2, \$2, \$4	4hrs (10am-9pm)	Coin, Card, SP	
Level 1	37				
			5pm -10am	Coin, Card, SP	
Level 2	35		4hrs (10am-5pm)		
			5pm -10am	Coin, Card, SP	
Level 3	31	\$1, \$1, \$1, \$1 (\$9)	Hourly (Daily)	Coin, Card, SP	
		\$5 (Evening)	5pm -10am	Coin, Card, SP	
Level 4	50	\$1, \$1, \$1, \$1	Monthly	Coin, Card, SP	
		\$5 (Evening)			
		\$30 (Monthly)			
_					
ateway Dr.	11		2Hrs (10am-9pm)		
redit Union	6	\$2, \$3	2Hrs (10am-9pm)	Coin, Card, SP	
llage Green	9		4hrs (10am-9pm)		
undial	6	\$1, \$3 \$1, \$3	2hrs (10am-9pm)	Coin, Card, SP	
unicipal Hall	24	\$1, \$2, \$2, \$4	4hrs (10am-9pm)	Coin, Card, SP	All and a set and a set of the se
OTAL	380				



Revised: June 1, 2016 SharePoint:TransitAndTransport\MemberDocs\Parking\Parking Plans\Municipal Pay Parking Inventory.pdf