TOWN OF LAKE COWICHAN
UPTOWN AREA PARKING STUDY

Technical Report

WATT Consulting Group

Prepared For: Town of Lake Cowichan
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WATT VICTORIA
302 – 702 Hillside Avenue
Victoria, BC V8T 1Z4
250-388-9877

EXECUTIVE SUMMARY

Introduction

WATT Consulting Group was retained by the Town of Lake Cowichan to prepare the Lake Cowichan Uptown Area Parking Study. The Parking Study, which kicked off in August 2024, was completed over a 7-month period. The objectives of the study are as follows:

- Determine the existing parking capacity of the Uptown area;
- Understand whether parking demand is temporal in nature including parking occupancy over the course of a day and by season; and
- Recommend a suite of parking management tools and infrastructure improvements that can address both current and future parking challenges.

The Uptown area sees significant demand for parking during the summer months due to tourism and recreational tubing. The Uptown area also serves as a commercial hub with several commercial and retail establishments that attract customers, employees, and residents from the surrounding areas. Currently, there is little formalized off-street parking provided by the Town, which continues to result in visitors and employees having to rely on on-street parking or private off-street lots. This has and continues to put additional pressures on the available parking supplies in the Uptown area, especially during the summer months.

To determine the actual parking conditions of the Uptown area, a comprehensive data collection exercise was undertaken and described in detail in the following section.

Parking Conditions

The study area was divided into two data collection routes. Data collectors wrote down licence plate information to ensure that each vehicle had a unique identifier to assess the parking duration as well as occupancy within a segment or parking lot. Data collection occurred on the hour each hour - with a one-hour break at noon - between 9:00am and 7:00pm (10 hours) on the following days:

- Saturday - 2024 August 03
- Wednesday – 2024 August 14
- Saturday – 2024 October 05

An intercept survey was also conducted to understand the parking behaviours and characteristics of those arriving in the Uptown area as well as their overall perception of parking conditions. Survey respondents were asked what best describes them within the area (e.g., resident, visitor, employee, etc.); their mode of transportation to the Uptown area; the purpose of their visit; the expected duration of their stay; the amount of time it took for them to find parking; challenges faced with regard to parking; and their overall experience with parking in the Uptown area.

Overall, the results from the parking counts indicate that the parking conditions in the Uptown area are significantly under-utilized, on average. Parking is busy at certain times of the day—and year—but parking conditions were observed to be below the 85% target occupancy, which represents an optimal balance between supply and demand, where parking supply meets demand but is not oversupplied.

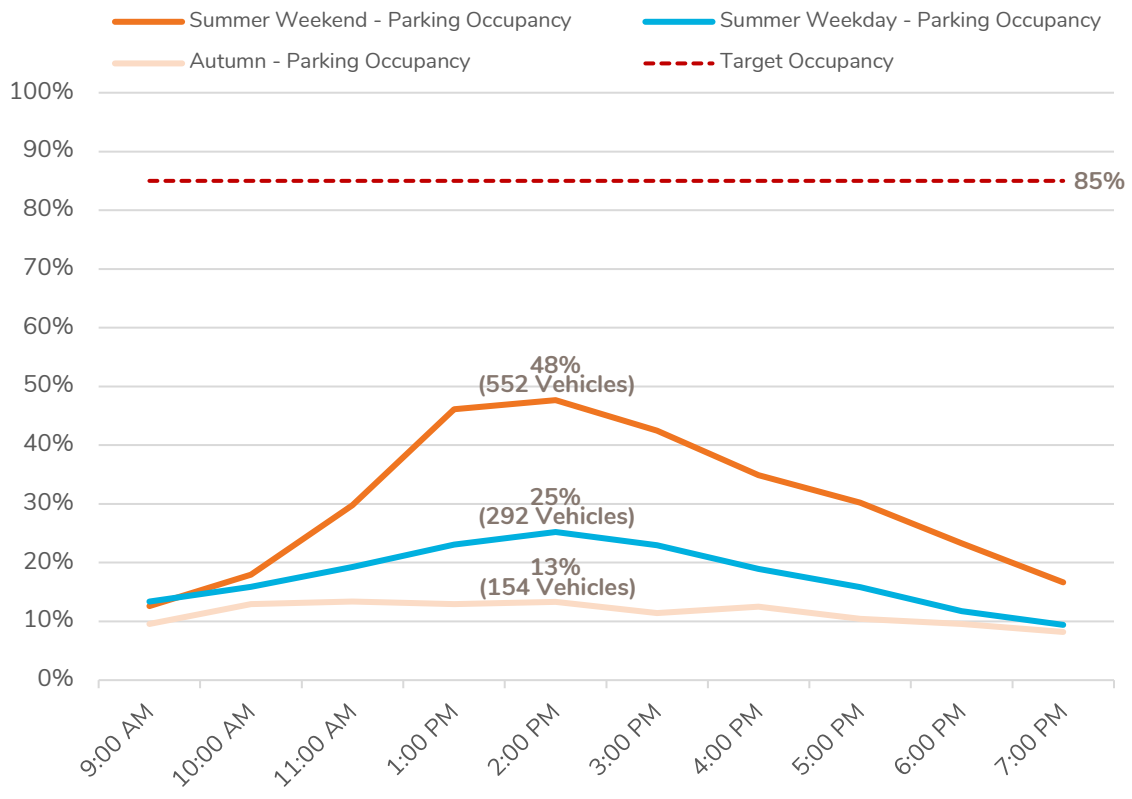

Figure A 1: Summary of Parking Utilization by Data Collection Period

Key findings from the parking observations and the intercept survey are as follows:

- There is currently a **surplus** of parking available within the Uptown area during all times of the year. During the busiest hour of the summer weekend count period, parking occupancy reached 48% within the study area.
- Seasonal parking variations vary significantly between summer weekend and the fall. The total vehicles observed within the study area during the summer weekend count was 3,494; comparatively, the total autumn weekend observations were 1,324 vehicles, a 164% decrease.
- Parking demand during the summer weekend count was concentrated along Point Ideal Drive and the adjacent Lot 1 - Point Ideal Drive Sports Field in the west of the study area. These segments and parking lot accounted for 27% of vehicles in total during this count period and 37% of vehicles during the peak hour. In contrast, these areas only accounted for 1% during the autumn weekend count.
- Lot 7 - Saywell Park remained relatively consistent in its share of total parked vehicles accounting for 10% (361) of total vehicles on the summer weekend, 14% (276) of total vehicles on the summer weekday, and 12% (160) of total vehicles during the autumn, a decrease of 24% and 56%, respectively.
- For street segments and lots with a 2-hour time limit, the mean parked vehicle time was: 2.03-hours on-street and 2.08-hours off-street during the summer weekend; 1.97-hours on-street and 1.92-hours off-street during the summer weekday; and 1.55-hours on-street and 1.81-hours off-street during the autumn. This indicates that people are broadly abiding by the time restriction.
- The intercept survey found that parking satisfaction is high within the town. That said, satisfaction may be tied to the season and to the overall availability of parking. Results from the intercept survey indicate that parking satisfaction is approximately 31% higher in the autumn compared to the summer.
- The intercept survey also confirmed that driving is the dominant mode share in Lake Cowichan with 83% and 73% of respondents in the summer and autumn respectively indicating that they arrived in Lake Cowichan by either driving alone or with others.

Strategy Toolkit

The Uptown area Parking Study includes a strategy toolkit, which is a framework that can help guide the Town with planning and decision-making around parking management. The framework includes a list of objectives and strategy tools, which are the specific areas of focus.

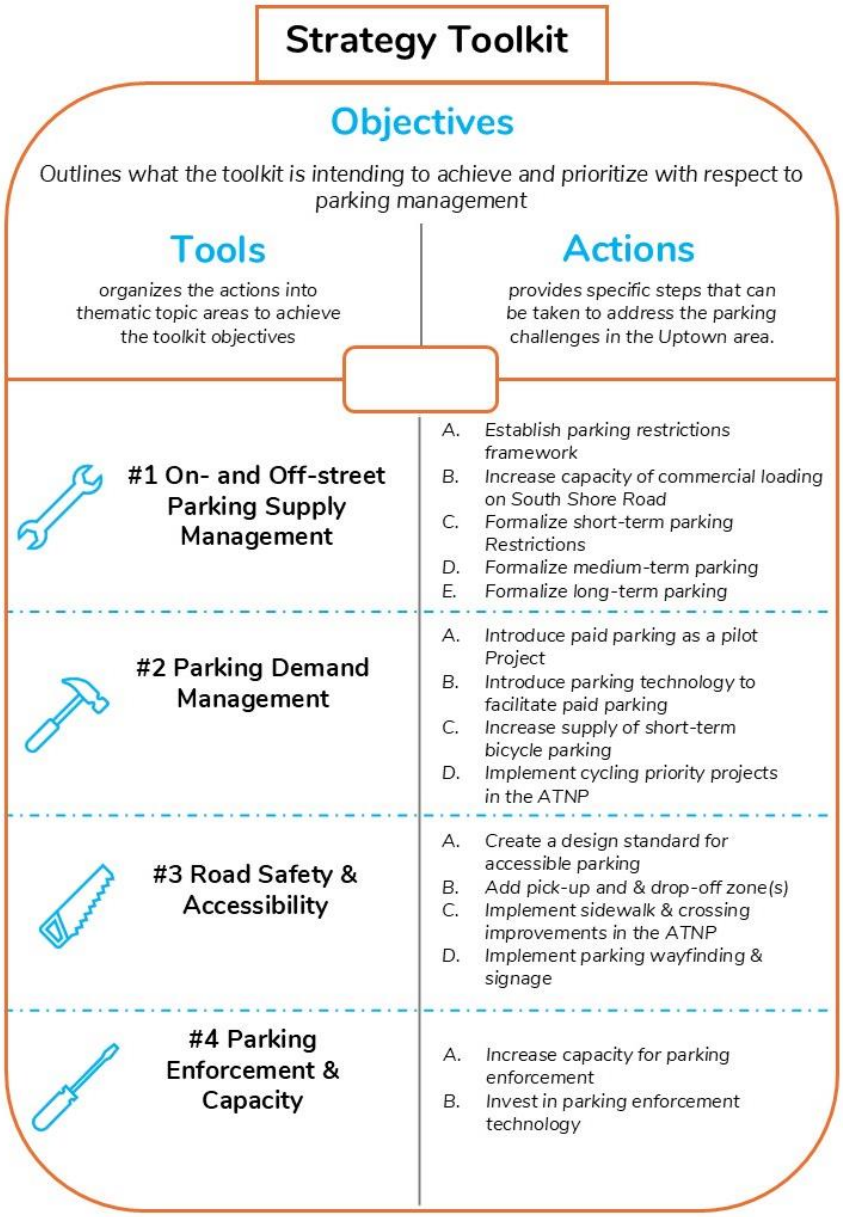

Figure A 2: Strategy Toolkit Framework

A total of 15 actions are recommended across the four strategy tools and are described briefly below.

Strategy Tool #1: Parking Supply Management

- Action 1A: Establish Parking Restrictions Framework
- Action 1B: Increase Capacity of Commercial Loading on South Shore Road
- Action 1C: Formalize Short-term Parking Restrictions
- Action 1D: Formalize Medium-term Parking
- Action 1E: Formalize Long-term Parking

Strategy Tool #2: Parking Demand Management

- Action 2A: Introduce Paid Parking as a Pilot Project
- Action 2B: Introduce Parking Technology to Facilitate Paid Parking
- Action 2C: Increase Supply of Short-term Bicycle Parking
- Action 2D: Implement Cycling Priority Projects in the ATNP
-

Strategy Tool #3: Road Safety & Accessibility

- Action 3A: Create a Design Standard for Accessible Parking
- Action 3B: Add a Pick-up and & Drop-off Zone
- Action 3C: Implement Sidewalk & Crossing Improvements in the ATNP
- Action 3D: Implement Parking Wayfinding & Signage
-

Strategy Tool #4: Parking Capacity & Enforcement

- Action 4A: Increase Capacity for Parking Enforcement
- Action 4B: Invest in Parking Enforcement Technology

Next Steps

Section 6.0 of the Parking Study includes a detailed implementation plan, which provides recommended direction on the phasing of the actions, high-level costs, and how the Town could monitor progress on parking management. There are several actions recommended in the short-term, which can, once implemented, meet several of the objectives of the strategy toolkit including maximizing the efficiencies of existing parking; providing a safer and more enjoyable parking experience; increasing overall capacity to operate parking; and providing more transportation choices to the residents and visitors of the Uptown area.

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1.0 INTRODUCTION

1.1 Study Overview

The Town of Lake Cowichan is a summertime tourist destination attracting visitors from all over Vancouver Island due in part to its small-town charm, recreational opportunities, local events, the Cowichan River, and Lake Cowichan. The Uptown area, which is the focus of this study, sees significant demand for parking during the summer months due to recreational tubing opportunities. The Uptown area also serves as a commercial hub with several commercial and retail establishments that draw in customers, employees, and residents from the surrounding areas. As the Town does not provide any formal off-street public parking facilities, except for some lots, most visitors / employees rely on on-street parking or private off-street lots. This has put additional pressure on the available parking supplies in the Uptown area, especially during the summer months.

The extent of that parking pressure, or whether the peak demand presents a significant issue, is the focus of this study. The Town of Lake Cowichan retained WATT Consulting Group to undertake a comprehensive analysis of the parking conditions within the Uptown area of Lake Cowichan.

The primary objective of this study is to determine whether the Uptown area needs to increase its parking capacity or whether existing supplies are sufficient.

1.2 Study Objectives

Broadly speaking, the study has three objectives which include:

- Determine the existing parking capacity of the Uptown area;
- Understand whether parking demand is temporal in nature including parking occupancy over the course of a day and by season; and
- Recommend a suite of parking management tools and infrastructure improvements that can address both current and future parking challenges.

1.3 Report Structure

The Parking Study is organized into seven sections, as follows:

- **Section 1: Introduction:** Provides an overview of the study and its purpose, objectives, and outcomes.
- **Section 2: Background:** Describes the study context (including study area boundaries, stakeholders, and other considerations); the planning, policy, and regulatory context of parking management, the study's methods; and the study's limitations.
- **Section 3: Parking Conditions:** Describes the existing parking conditions of the Uptown area, including the current supply, occupancy, and turnover, as well as the intercept survey results regarding the parking experiences of employees, customers, visitors, and residents.
- **Section 4: Strategy Toolkit:** Provides an overview of the recommended parking management strategic framework for the study.
- **Section 5: Strategy Tools:** Presents the recommendations to advance parking management in the Uptown area.
- **Section 6: Implementation Plan:** Outlines a high-level action plan in addition to a monitoring and evaluation framework to support the implementation of a parking management strategy for the next 10 years.
- **Section 7: Next Steps:** Summarizes major findings and recommendations resulting from the Town of Lake Cowichan Uptown Parking Study. Advises key next steps on how the Town of Lake Cowichan should advance the planning and management of parking within the Uptown area.

2.0 BACKGROUND

2.1 Study Area Context

The Town of Lake Cowichan's Uptown area is located on the south side of the Cowichan River, east across the Car Bridge from the Town's Downtown area. The Uptown area is home to many of the Town's locally owned businesses, the visitor information centre, the Town Municipal Hall, Saywell Park, and the public access to tubing the Cowichan River. As a result, the area serves as a major summer tourist attraction. Tourism-oriented services, public services, institutional services, and retail services are seen as the primary economic base for Lake Cowichan and as such, the Uptown area is critical for the Town's economic development.

The boundaries of the Uptown area have not been officially formalized by the Town. Based on discussions with Town staff, and through WATT's data collection process, people visiting the area typically park on-street on Point Ideal Road and Wellington Road and off-street at Centennial Park and Saywell Park. Additionally, local businesses and residents have reported concerns that tourist parking demand may be overflowing onto local residential streets, making it difficult for their customers to find parking.

Based on these local insights, a study area was created for the Uptown area that encompasses Point Ideal Road, Centennial Park Parking Lot, Saywell Park Parking Lot, Kaatza Place, and the local residential roads south of the Uptown area as shown in **Figure 1**. Lastly, Riverside Drive was excluded from the study area due to its distance from the areas of parking concern.

Figure 1: Uptown Area and Study Area

2.2 Study Methodology

2.2.1 Overview

The study included three primary methods to gather and analyse data and to develop parking management recommendations for the Uptown area:

1. **Parking Conditions Analysis**:
    a. Created the inventory of existing public parking supply and restrictions within study area.
    b. Licence plate data collected on an hourly basis 9:00am – 7:00pm (10 hours), during summer weekend, summer weekday, and autumn (fall) weekend count periods.

2. **Public & Stakeholder Consultation**:
    a. Conducted an intercept survey with residents, visitors, customers, and business owners to understand their parking experiences; validate the technical work; and provide input into the development of the study recommendations.
    b. Conducted regular meetings with Town staff to obtain feedback.

3. **Best Practices Scan:**
    a. Completed a high-level screening of parking management tools and best practices to determine their suitability for the project context based on the research and analysis.

2.2.2 Parking Data Collection

The study area was divided into two data collection routes. Data collectors wrote down licence plate information to ensure that each vehicle had a unique identifier to assess the parking duration as well as occupancy within a segment or parking lot. Data collection occurred on the hour each hour - with a one-hour break at noon - between 9:00am and 7:00pm (10 hours) on the following days:

- Saturday - 2024 August 03
- Wednesday – 2024 August 14
- Saturday – 2024 October 05

Town staff identified that parking demand peaks in the summer, specifically on weekends when tubing down the Cowichan River draws many tourists to the Uptown area. Therefore, the priority was to collect data in August with two summer count days and one autumn (fall) count day. This would help understand seasonal variability and capture the parking conditions during a weekend in the summer, a weekday in the summer, and a weekend in the autumn. Furthermore, the BC Day long-weekend was selected to capture the peak parking demand for the summer (i.e., "the peak of the peak").

2.2.3 Intercept Survey

An intercept survey was conducted of people who were visiting (and/or working in) the Uptown area on both weekend data collection days. Survey respondents were asked what best describes them within the area (e.g., resident, visitor, employee, etc.); their mode of transportation to the Uptown area; the purpose of their visit; the expected duration of their stay; the amount of time it took for them to find parking; challenges faced with regard to parking; and their overall experience with parking in the Uptown area. The purpose of the intercept survey was to understand the parking behaviours and characteristics of those arriving in the Uptown area as well as their overall perception of parking conditions.

2.3 Study Limitations

2.3.1 Delineated Parking Spaces

Many parking spaces available to the public in the study area are not delineated by paint lines. In cases where paint lines were not present – or were faded beyond reasonable utility – a length of 6.5 metres for length and 3 metres for width were used to determine vehicle parking spaces. It is acknowledged that different vehicles have different lengths and that 6.5 metres is an average length to accommodate most personal vehicles.

A further limitation of using these dimensions for a parking space is that it can result in a misalignment between the total number of parking spaces and total number of parked vehicles observed. For example, a block might have 10 parking spaces (using the assumed 6.5m length), but 11 vehicles might have been observed due to the higher number of smaller vehicles that were able to park in that block. In these instances, the total parking occupancy would exceed 100%.

2.3.2 Unobserved Vehicles

Due to collecting vehicle data in person on an hourly basis, vehicles could park for greater or fewer hours than they are recorded for. If a vehicle was observed to leave after a one-hour interval, a buffer of +/- 45minutes was ascribed to it for purposes of parking turnover. For example, a vehicle observed for two hourly counts would have a minimum time parked of 1.25 hours, a recorded time of 2 hours, and a maximum of 2.75 hours.

3.0 PARKING CONDITIONS

3.1 Seasonal Variation

Parking observations were conducted on a weekend and weekday during the summer to represent the tourism season, as well as a weekend in the autumn to represent more typical parking conditions. Results indicate that weekends in the summer have a significant influx of parking demand compared to summer weekdays and other times of the year.

3.2 Parking Supply

3.2.1 Overview

Using Geographic Information Systems (GIS), an analysis of the study area was conducted to estimate the number of available parking spaces (stalls). On-street parking data was collected on the following streets within the study area boundary (**Figure 2**):

- South Shore Road
- Coronation Street
- Renfrew Avenue
- King George Street
- Lakeview Avenue
- Kaatza Place
- Wellington Road
- Nelson Road
- Point Ideal Drive
- West Cowichan Avenue

Additionally, data was collected in the following off-street parking lots:

- Lot 1 - Point Ideal Drive Sports Field
- Lot 2 - Canadian Red Cross Office
- Lot 3 - A&W Parking
- Lot 4 - IDA Parking
- Lot 5 - Trans Canada Trail Parking
- Lot 6 - Wellington Road Cowichan Valley Rail Trail
- Lot 7 - Saywell Park
- Lot 8 - Jakes at the Lake
- Lot 9 - Lake Shore Auto Parts Ltd.
- Lot 10 - Subway Parking

- Lot 11 - Island Savings Parking
- Lot 12 - Park and Ride
- Lot 13 - Fields Lake Cowichan
- Lot 14 - City Hall
- Lot 15 - Mildred Child Annex
- Lot 16 - Ohtaki Park
- Lot 17 - Vancouver Island Regional Library
- Lot 18 - Museum
- Lot 19 - IDA Private Parking

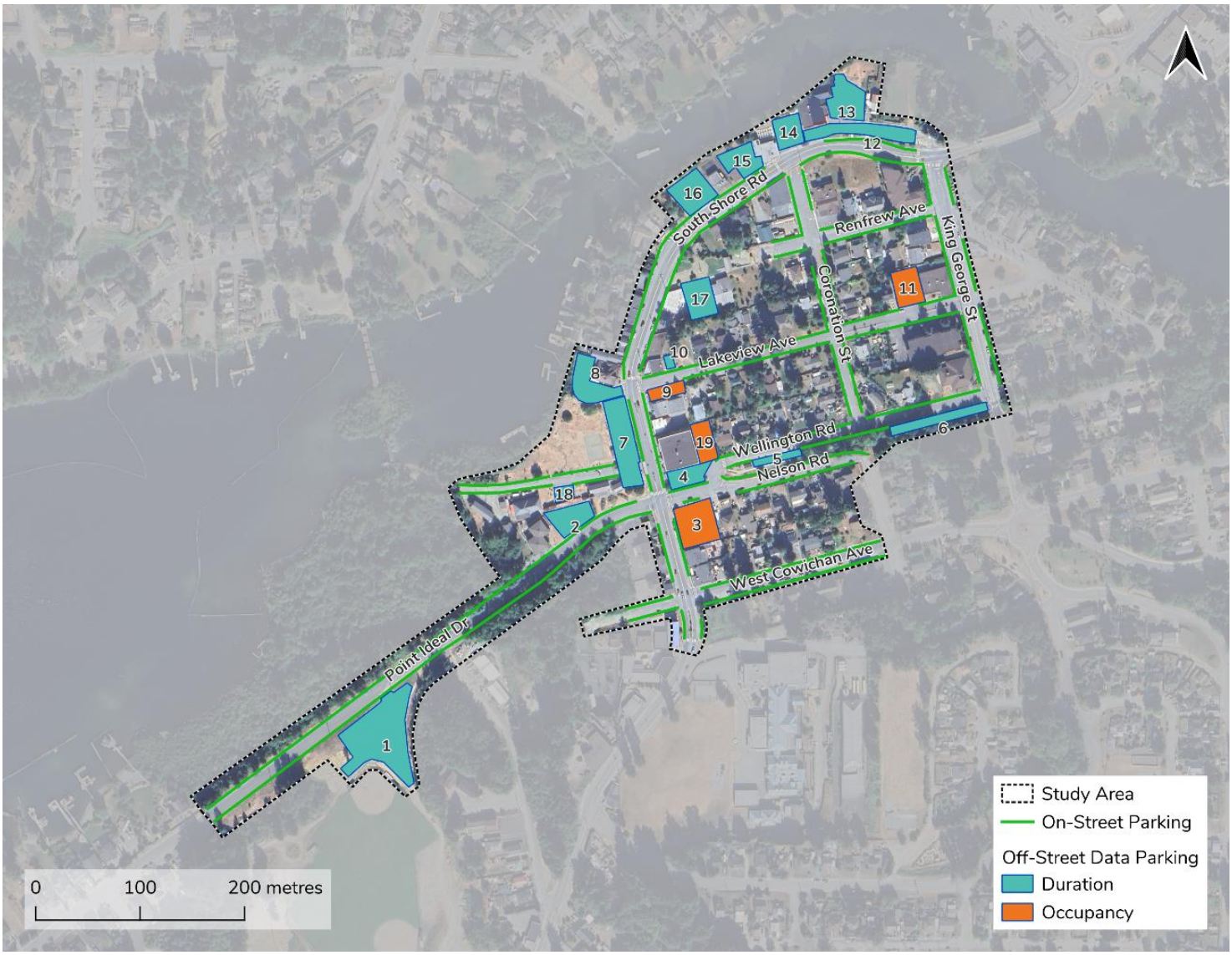


Figure 2: Study Area & Data Collection Type

Where paint delineations were not available, street segment and parking lots were measured – accounting for driveways, fire hydrants, and other prohibitive parking features – and segmented into lengths of 6.5 metres for parallel parking and 3 metres for perpendicular parking.

A total of 725 on-street parking spaces and 433 off-street parking spaces (261 publicly owned parking and 172/176* privately owned parking) are available within the study area, which also notes the parking restriction. Therefore, a total of **1,158** parking spaces are available within the Uptown area.

Table 1: Restrictions of On- and Off-Street Parking Supply

On-Street Parking		
Parking Restriction	**Number of Parking Spaces**	**Percentage of Total**
No Restriction	641	88.41%
Accessible	3	0.41%
No Parking	8	1.10%
10 Minutes Parking Mon - Fri	21	2.90%
2 Hour Parking	38	5.24%
2 Hour Parking: 9:00am-6:00pm	14	1.93%
Total	**725**	**100%**

Off-Street Parking			
Parking Restriction	**Number of Parking Spaces**		**Percentage of Total**
	Public	**Private**	
No Restriction	208	158	84.53%
2 Hour Parking	49	0	11.32%
Electric Vehicle Charging	2	0/4*	0.46%/1.37%*
Accessible	2	4	1.39%
Grass Field**	0	4	0.92%
Daycare	0	6	1.39%
Total	**261**	**172/176***	**100%**

*Four EV fast charging stations were constructed between the second and third data collection periods; they are not included in the final percentages.

** This parking was considered part of the staff parking lot for Subway.

3.3 Summary of Parking Analysis

3.3.1 Glossary of Terms

The parking conditions analysis includes several key indicators, which are technical in nature. A definition has been provided below for each term.

Parking supply: the number of parking spaces for an on-street block or off-street lot.

Parking occupancy: the number of motor vehicles observed occupying a parking space ("10 parked vehicles were observed").

Parking occupancy rate (utilization): the ratio of the total number of motor vehicles to the parking supply for an on-street block or off-street lot ("the parking lot had a utilization of 60%").

Parking duration: the total duration of time that a vehicle occupies a parking space ("10 vehicles were parked for an average of 4 hours").

Parking turnover: the total volume of vehicles that occupy a parking space to the total parking supply for a specified period of time ("2.1 vehicles per parking space from 9:00 a.m. to 7:00 p.m." or "0.2 vehicles per hour per parking space").

85% Parking Occupancy Target: 85% is commonly considered to be the ideal parking demand as it adequately supplies parking demand, while not oversupplying parking and wasting space (**Figure 3**). For example, on a street with 20 vehicle parking spaces, ideally three spaces would be vacant (i.e., unoccupied and available) to ensure drivers can reliably find a parking space and are less likely to circle their destination exacerbating traffic congestion.

Underutilized		Well Utilized		Over utilized
Too Low		Low	Medium	High
0%	50%	75%	85% (Target)	>85%

Figure 3: Target Parking Utilization Rate

3.3.2 Parking Occupancy

Parking occupancy within the study area did not exceed the targeted 85% occupancy at any point across the three count days. **Figure 4** illustrates the parking occupancy throughout each of the data collection periods. Peak parking occupancy occurred at 2:00pm on each of the summer count days, and at both 11:00am and 2:00pm on the autumn count day. Based on this, peak parking may be considered 2:00pm within the study area.

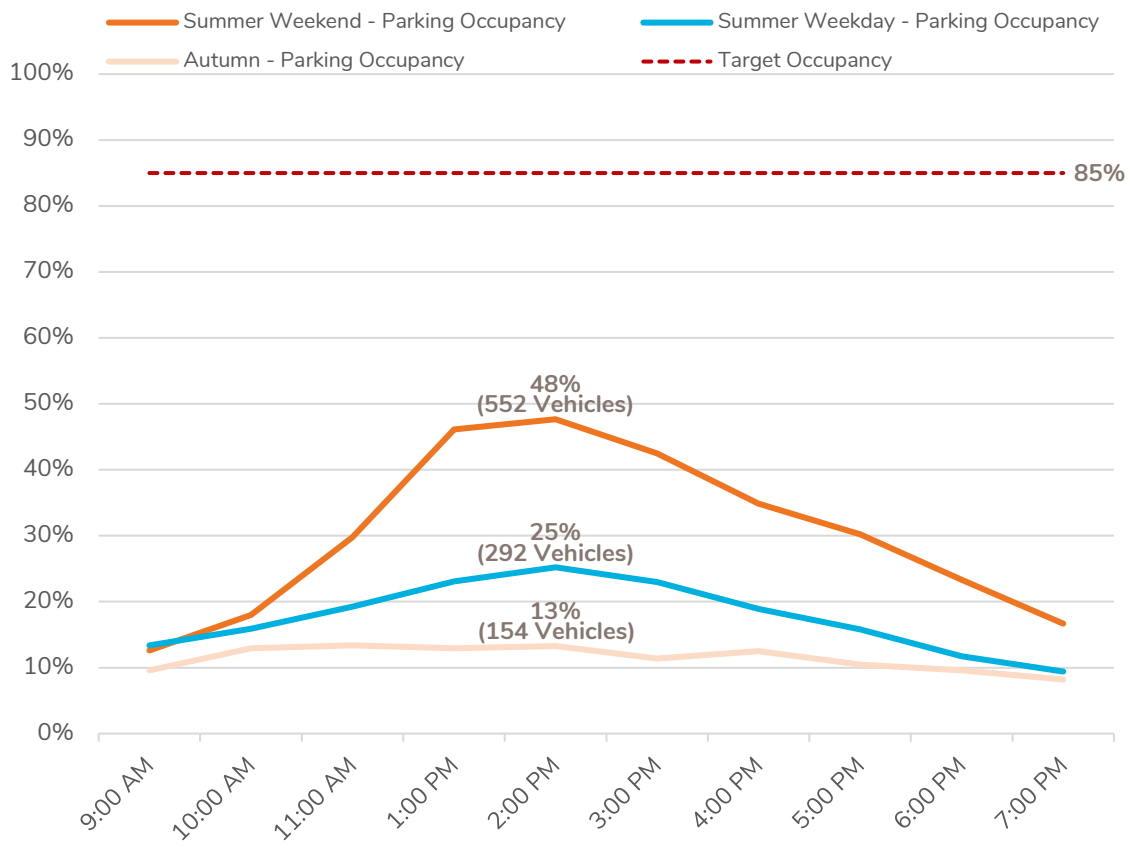


Figure 4. Summary of Parking Utilization by Data Collection Period

Figure 5 shows the **street segments** with the highest average daily occupancy that achieved an occupancy near to or exceeding the target value of 85% during the summer weekend data collection period. **Figure 6** shows **parking lots** with the highest average daily occupancy that achieved an occupancy near to or exceeding the target value of 85% during the summer weekend data collection period.

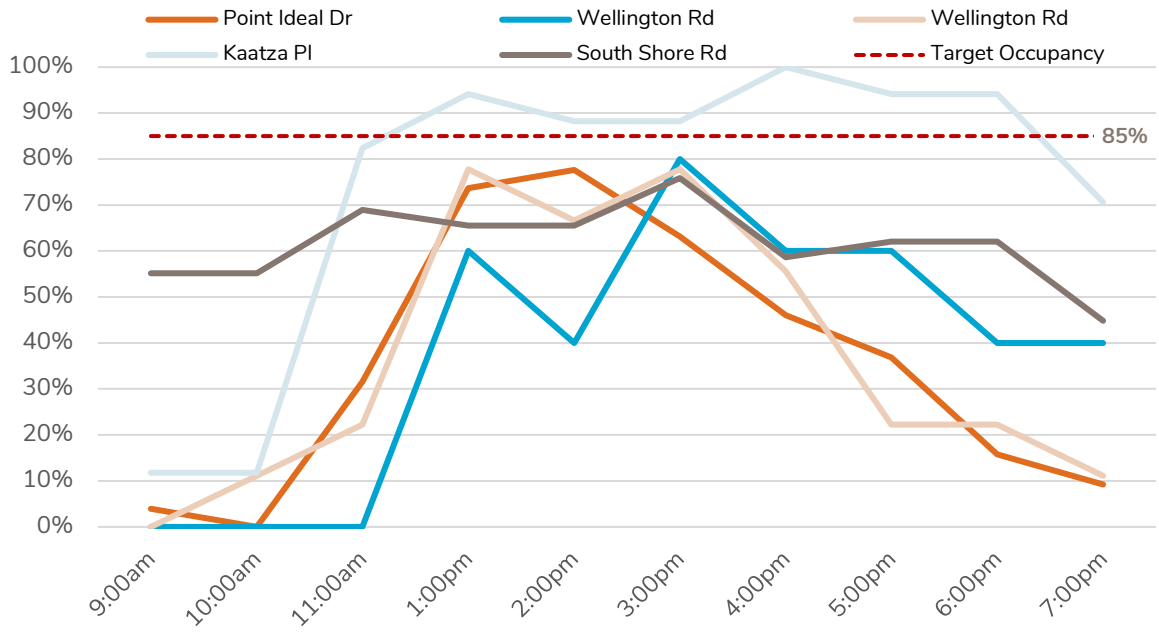


Figure 5: Highest Summer Weekend Occupancy Street Segments Near 85% Occupancy

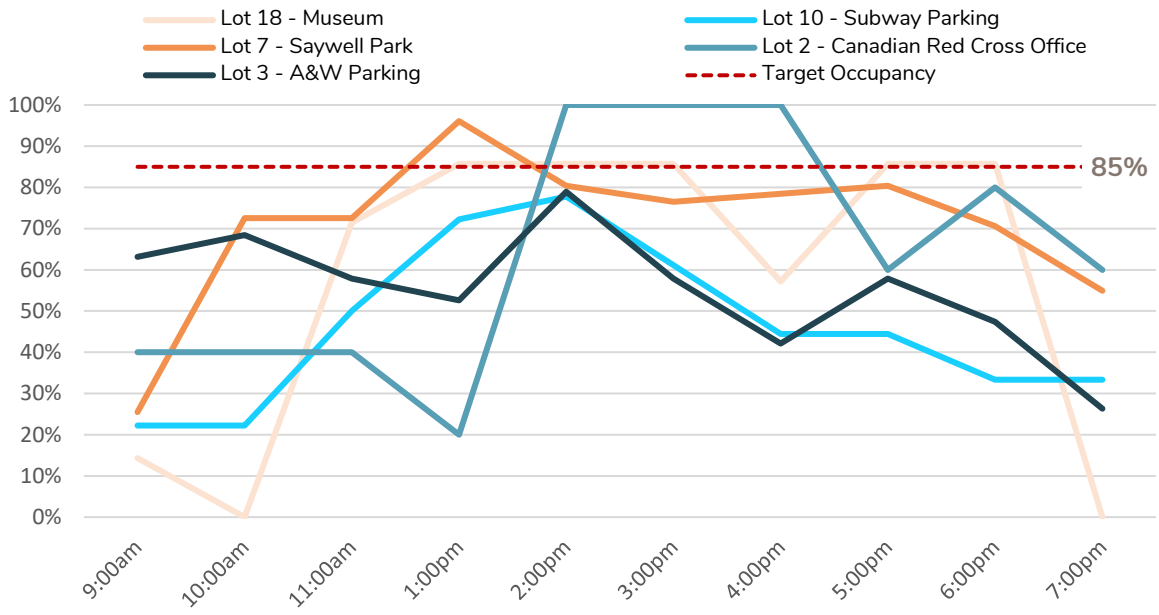


Figure 6: Highest Summer Weekend Occupancy Parking Lots Near 85% Occupancy

A summary of the key findings is as follows.

Summer:

- Parking during the summer weekend count at 2:00pm was primarily concentrated towards the southwest of the study area in Saywell Park and along Point Ideal Drive.
- Point Ideal Drive's north side had 59 parked vehicles and an occupancy of 78%, while the south side had 44 parked vehicles and an occupancy of 59%. These two street segments had the greatest number of vehicles parked in on-street sections.
- Lot 1 - Point Ideal Drive Sports Field had the highest number of parked vehicles of all the parking lots with 100 parked vehicles and an occupancy of 82%; however, due to low off-peak hour parking it had an average daily occupancy of 33%.
- Lot 7 – Saywell Park had highest average daily occupancy of 71%. Demand exceeded the 85% utilization target at 1:00pm.
- Kaatza place, Wellington Road (between Nelson Road and Trans Canada Trail Parking Lot), Lot 18 – Museum, Lot 10 Subway Parking, and Lot 2 – Canadian Red Cross each display a high level of occupancy; however, this is due to the

limited number of parking spaces as opposed to the volume of vehicles parking at these locations.

Autumn:

- The north and south sides of Point Ideal Drive, along with Lot 1, saw a significant decrease in parking activity with maximum occupancies of 3%, 3%, and 1%, respectively.
- Lot 7 – Saywell Park had a large decrease in average occupancy to 31%, but maintained a peak occupancy of 55%.

Figure 7: Summer Weekend Peak Hour (2:00pm) Parking Occupancy

3.3.3 Parking Duration

Parking duration is the amount of time a vehicle – identified by its licence plate – is observed to be pared in an on-street block or off-street lot. A parking duration that is lower than a posted time limit restriction is desirable and indicates that turnover rates meet the needs of people parking within the area. However, when parking duration exceeds the time limit restriction, this indicates that vehicles are parking illegally beyond the permitted time.

There are two parking time restrictions within the study area, excluding loading zones (10 – 15 minutes). The time restrictions are for 2-hour limits; one is a universal 2-hour time limit while the other is only in effect Monday to Saturday between the hours of 9:00am and 6:00pm.

The following sections provide a summary of the parking duration results for the summer (weekend) and autumn count days. Spaces with time limits less than 1 hour are excluded from the analysis due to methodological limitations.

Summer Weekend Duration – 2024 August 03

Table 2 provides a summary of average parking duration for the summer weekend period. **Figure 8**: Summer Weekend - Average Parking Duration illustrates the arithmetic mean parking duration for vehicles throughout the study area with exceeded time restrictions outlined in red. Key findings are as follows:

- For on-street parking, the average parking duration range for the entire study area was between 1.64 and 3.14 hours with an arithmetic mean of 2.39 hours.
- For spaces with 2-hour time restrictions, the arithmetic mean parking duration was 2.03 hours, with a minimum average duration of 1.28 and a maximum average duration of 2.78 hours. This indicates that the time restriction for these spaces is being exceeded but may still be within acceptable margins.
- For off-street parking, the average parking duration range for the entire study area was between 1.64 and 3.14 hours with an arithmetic mean of 2.39 hours.
- For lots with a 2-hour time restriction, the arithmetic mean parking duration was 2.08 hours, with a minimum average duration of 1.33 and a maximum average duration of 2.83 hours. This indicates that the time restriction in these spaces is being exceeded but may still be within acceptable margins.

Table 2: Summer Weekend - Minimum, Mean, and Maximum Parking Durations

Count Period	Location	Study Area			2-Hour Time Restrictions		
		Minimum	Mean	Maximum	Minimum	Mean	Maximum
Summer Weekend	On-Street	2.05	2.80	3.55	1.28	2.03	2.78
	Off-Street	1.64	2.39	3.14	1.33	2.08	2.83

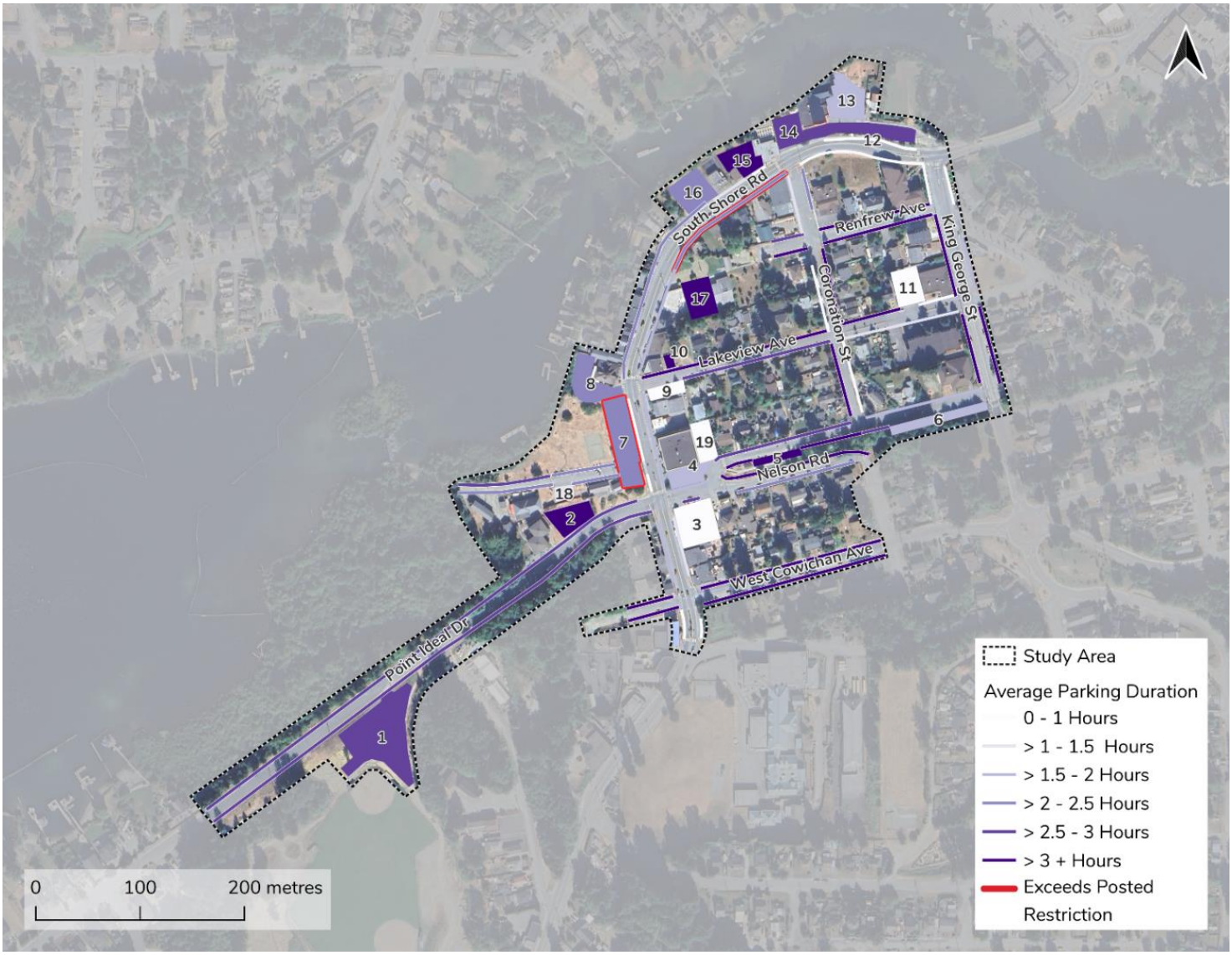


Figure 8: Summer Weekend - Average Parking Duration

Autumn (Fall) Peak Duration – 2024 October 05

Table 3 provides a summary of average parking duration for the autumn (fall) data collection period. Key findings are as follows:

- The average parking duration range for the entire study area was between 2.63 and 4.13 hours with an arithmetic mean of 3.38 hours.
- The arithmetic mean parking duration for road segments by non-loading zone time restrictions was 1.55 hours, with a minimum average duration of 0.80 and a maximum average duration of 2.30 hours. This indicates that vehicles are compliant with the time restriction.
- The average off-street parking duration for the entire study area was between 1.26 and 2.76 hours with an arithmetic mean of 2.01 hours.
- The arithmetic mean parking duration for off-street lots with 2-hour time restrictions was 1.81 hours, with a minimum average duration of 1.06 and a maximum average duration of 2.56 hours. This indicates that vehicles are compliant with the time restriction.

Table 3: Autumn - Minimum, Mean, and Maximum Parking Durations

Study Period	Location	Study Area			2-Hour Time Restrictions		
		Minimum	Mean	Maximum	Minimum	Mean	Maximum
Autumn	On-Street	2.63	3.38	4.13	0.80	1.55	2.3
	Off-Street	1.26	2.01	2.76	1.06	1.81	2.56

*A number below the number of observed hours is possible due to the methodology outlined in Section 2.2.2. For example, using a +/- 45 minute grace period to account for vehicles leaving within the observed hour, a vehicle recorded for 2 hours would have a minimum time parked as 1.25 hours, a mean of 2 hours, and a maximum of 2.75 hours.

3.3.4 Parking Duration Comparison

Summer parking duration remained relatively consistent between both the weekday and weekend counts. In contrast the autumn saw higher vehicle parking duration on-street and less vehicle parking duration in off-street lots (**Figure 9**). General compliance with 2-hour parking limits was observed throughout the study period with the average observed parking duration only exceeding the 2-hour limit marginally during the summer weekend counts.

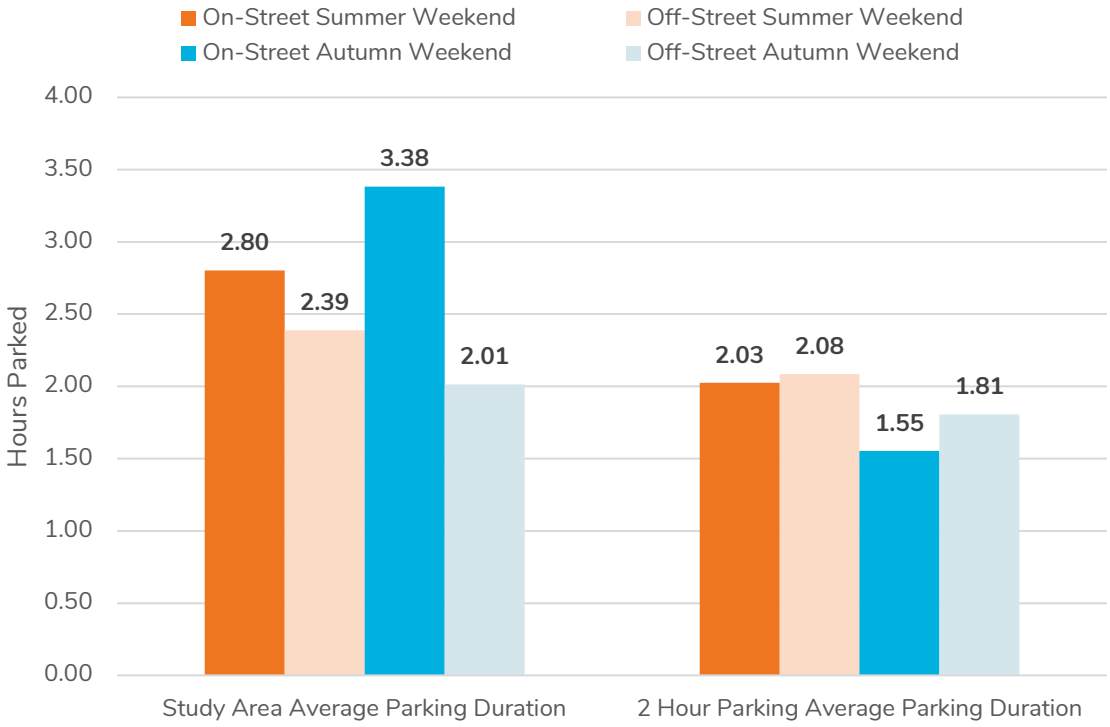


Figure 9: Total Study Area and 2-Hour Maximum Parking Duration Observations

3.3.5 Parking Turnover

Turnover - presented as Vehicles Parked Per Space (VPPS) - is measured as the number of vehicles parked over the course of the study period compared to the number of spaces in a given street segment. Parking areas or segments with a higher VPPS indicate higher parking turnover, and therefore higher parking productivity. VPPS accounts for the space that vehicles occupy and may indicate that multiple vehicles are able to park in that space throughout a day. Key findings for VPPS for the summer and autumn weekend counts are presented below. Notably, street segments and parking lots where zero vehicles were observed were omitted from the results as they did not yield a meaningful VPPS.

3.3.6 Summer Weekend Turnover – 2024 August 03

Table 4 presents the average VPPS for the study area as well as the top five VPPSs for on- and off-street parking.

Table 4: Summer Weekend - Parking Turnover Rates

Segment	Vehicles	Spaces	Occupied Hours	VPPS
On-Street Parking Turnover				
Study Area	**699**	**725**	**1938**	**0.96**
Kaatza Pl North	55	17	130	3.24
South Shore Rd North	88	29	185	3.03
South Shore Rd East (Lakeview Ave and Wellington Ave)	31	14	54	2.21
South Shore Rd West	18	9	28	2.00
South Shore Rd East (Renfrew Ave and Lakeview Ave)	30	16	60	1.88
South Shore Rd East (Between Coronation St and Renfrew Ave)	21	12	25	1.75
Off-Street Parking Turnover				
Study Area	**633**	**430**	**1472**	**1.47**
Lot 18 – Museum	28	7	41	4.00
Lot 7 - Saywell Park	185	51	381	3.63
Lot 13 - Fields Lake Cowichan	52	23	80	2.26
Lot 2 - Canadian Red Cross Office	11	5	33	2.20
Lot 4 - IDA Parking	48	22	77	2.18

Figure 10 displays the VPPS throughout the study area for the summer weekend count day. This map indicates that vehicle turnover rates are higher in the west on South Shore Road and in Saywell Park relative to the rest of the Uptown area.

The west side of South Shore Road between Lakeview Avenue and lot 16 had among the highest relative VPPS in the study area in the summer.

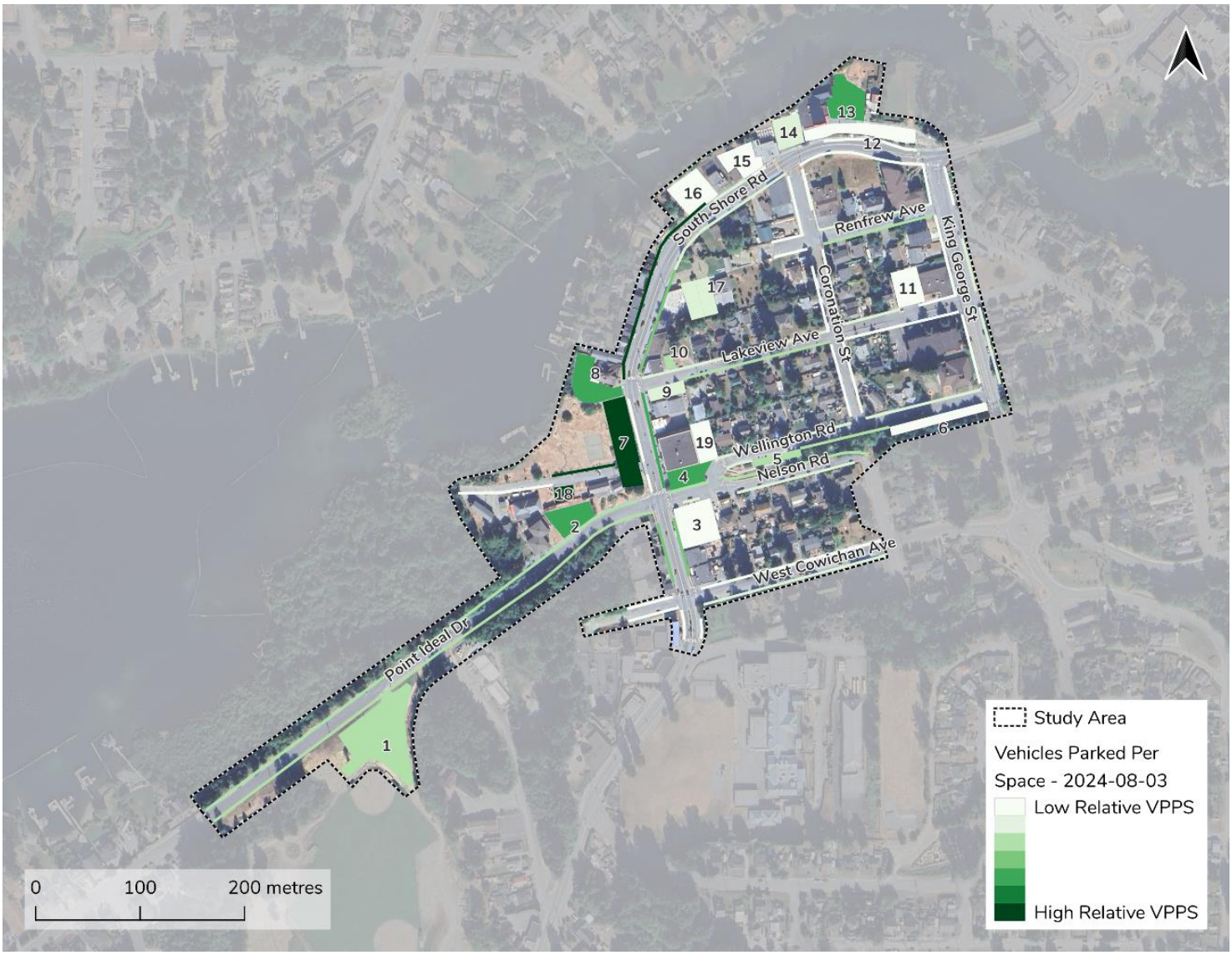


Figure 10: Summer Weekend - Vehicles Parked Per Space

3.3.7 Autumn (Fall) Peak Turnover – 2024 October 05

Table 5 presents a the average VPPS for the study area as well as the top five VPPSs for on- and off-street parking.

Table 5: Autumn - Parking Turnover Rates

Segment	Vehicles	Spaces	Occupied Hours	VPPS
On-Street Parking Turnover				
Average On-Street VPPS	246	727	832	0.34
South Shore Rd East	24	14	26	1.71
South Shore Rd North	44	29	67	1.52
Renfrew Ave South	13	11	91	1.18
Coronation St East	11	10	23	1.10
West Cowichan Ave North	17	18	77	0.94
Renfrew Ave North	9	12	50	0.75
Off-Street Parking Turnover				
Study Area Average	215	433	436	0.50
Lot 7 - Saywell Park	93	51	168	1.82
Lot 8 - Jakes at the Lake	32	23	82	1.39
Lot 13 - Fields Lake Cowichan	27	23	40	1.17
Lot 4 - IDA Parking	21	22	51	0.95
Lot 2 - Canadian Red Cross Office	3	5	3	0.60
Lot 17 - Vancouver Island Regional Library	8	14	8	0.57

Figure 11 displays the VPPS throughout the study area for the autumn weekend count day. Overall VPPS during the autumn weekend counts was lower than the VPPS during the summer weekend counts. This indicates that vehicle turnover is lower and spaces are being used less efficiently. However, the lower overall volume of vehicles may result in these numbers being disproportionately lower than if demand was higher.

Figure 11: Autumn Weekend - Vehicles Parked Per Space

3.3.8 Intercept Survey

An intercept survey was conducted during the summer weekend count (2024 August 03) and the autumn count (2024 October 05). A total of 96 intercept surveys were conducted with 66 submissions in the summer, and 30 submissions in the autumn. Most survey respondents identified as being visitors to the Uptown area (**Figure 12**).

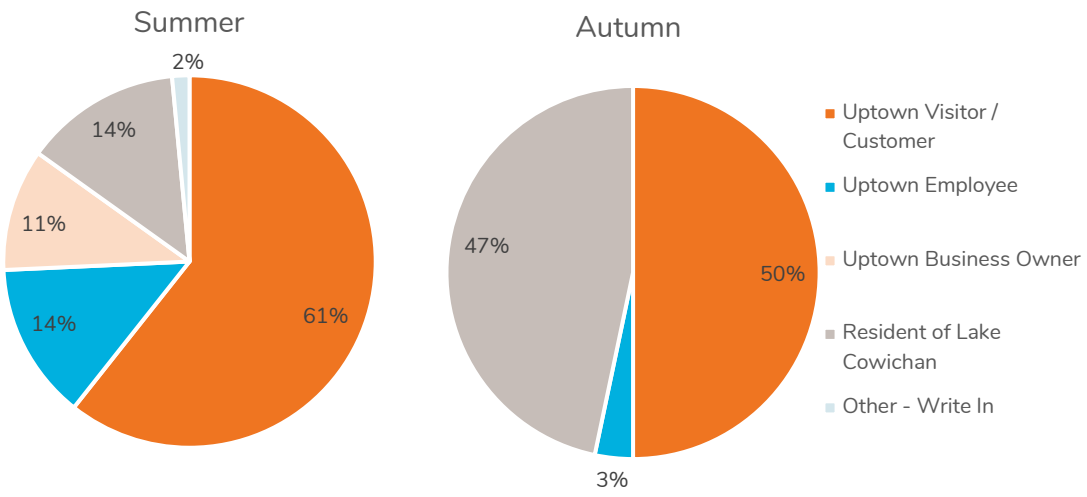


Figure 12: Summary of Survey Respondents[1]

Survey respondents were asked about the mode of transport used to get to the Uptown area (**Figure 13**). Driving a vehicle accounted for the largest portion of respondents' transportation mode with 36 % and 33% answering "Drive Alone" in the summer and autumn, respectively, and 47% and 40% answering "Drive with others" in the summer and autumn, respectively.

[1] Note: some charts in this section may exceed 100% due to the ability of a respondent to select multiple options.

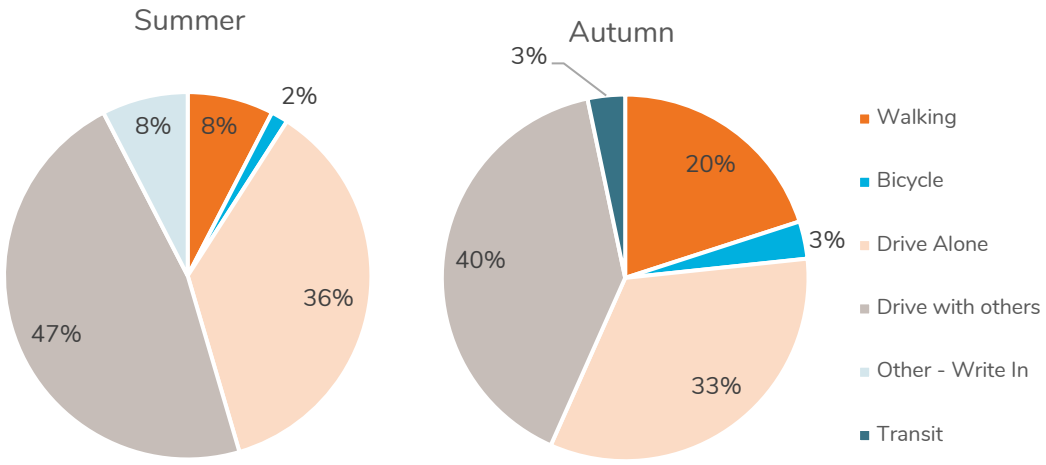


Figure 13: Transportation Mode Share to Lake Cowichan

Survey respondents were asked about their trip purpose within the study area (**Figure 14**). "Recreation/Social/Entertainment (e.g., dog walking, jogging, tubing, etc.)" accounted for 61% of respondents in the summer and 76% of respondents in the autumn. With "Work" being the next largest response in the summer* at 22% and "Personal business (e.g., bank, doctor, volunteering, etc.)" accounting for 9% of respondents in the autumn.[2]

[2] Note: as many of the workers (employees) had already been surveyed in the summer, they were not surveyed a second time in the autumn.

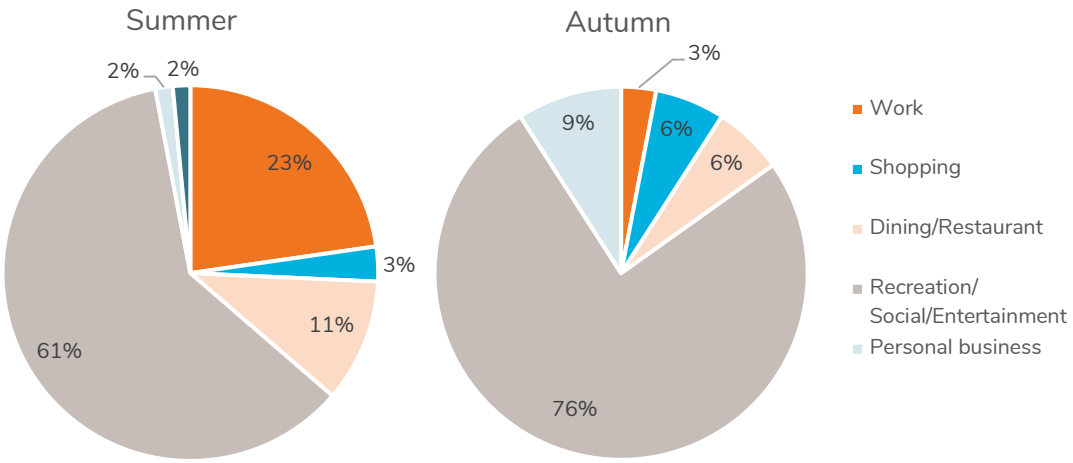


Figure 14: Survey Respondents Trip Purpose

Survey respondents were also asked to indicate how long it took them to find parking. Key findings are as follows:

- 85% of participants in the summer reported that they were able to find parking right away, 12% of participants reported that it took them 5 – 10 minutes to find parking, and 3% of participants reported that it took them 10 – 20 minutes to find parking.
- Almost all respondents to the survey in the autumn reported that they were able to find parking right away and did not have to wait.

Another difference between summer and autumn was the reported challenges with respect to parking. A majority of participants in the both summer and autumn reported that they did not find it challenging to find parking; however, 33% of participants reported they had difficulties finding on-street parking and 28% of participants reported difficulties finding off-street parking. 8% of participants in the summer also indicated that they felt that signage was not clear. In general, those that answered "other" reported difficulties with tourists in the summer.

Despite some of the reported challenges, overall participants were satisfied with their parking experience with 31% of summer participants and 67% of autumn participants reporting "Very Satisfied" with their experience (**Figure 15**). By contrast, only 3% and

7% of respondents reported themselves as being “Very Dissatisfied” in the summer and autumn, respectively.

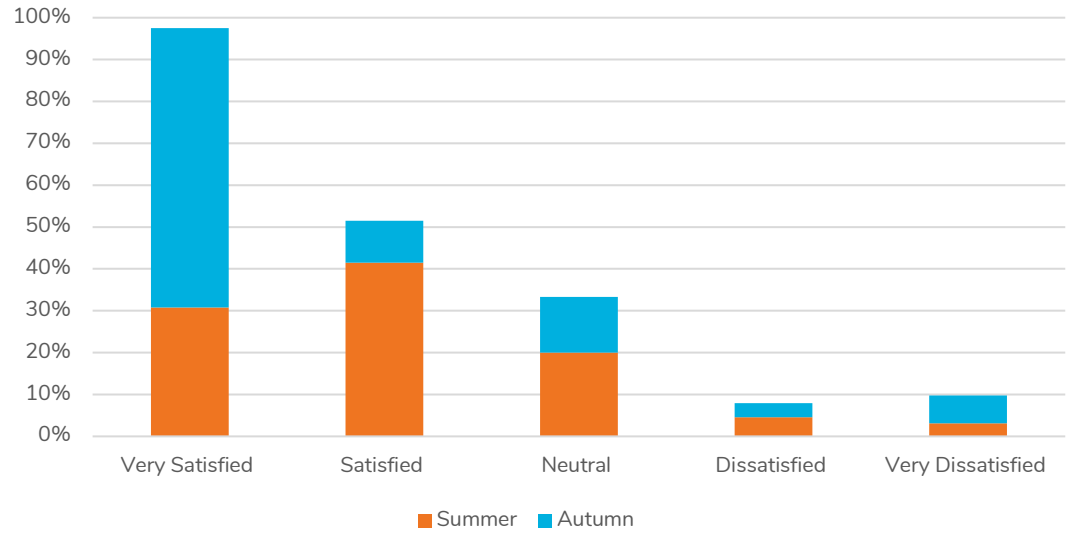


Figure 15: Reported Satisfaction Levels of Survey Participants

3.4 Summary of Key Findings

There are seven key findings from **Section 3**, as follows.

Finding 1 Seasonal parking variations vary significantly between summer weekend and the fall. The total vehicles observed within the study area during the summer weekend count was 3,494; comparatively, the total autumn weekend observations were 1,324 vehicles, a 164% decrease.

Finding 2 Geographically, parking demand during the summer weekend count was concentrated along Point Ideal Drive and the adjacent Lot 1 - Point Ideal Drive Sports Field in the west of the study area. These segments and parking lot accounted for 27% of vehicles in total during this count period and 37% of vehicles during the peak hour. In contrast these areas only accounted 1% during the autumn weekend count (98% decrease from summer weekend).

Finding 3 Lot 7 - Saywell Park remained relatively consistent in its share of total parked vehicles accounting for 10% (361) of total vehicles on the summer weekend, 14% (276) of total vehicles on the summer weekday, and 12% (160) of total vehicles during the autumn, a decrease of 24% and 56%, respectively.

Finding 4a During the summer weekend data collection period, the following lots / segments had the highest average parking occupancy with a recorded occupancy near to or above the target 85%:

- Kaatza Place (North Side)
- South Shore Road (North side between Lakeview Avenue and Ohtaki Park)
- Wellington Road (South Side between Nelson Road and Trans Canada Trail Lot)
- Wellington Road (South Side between Trans Canada Trail Lot and Coronation Street)
- Point Ideal Road (North Side)

Finding 4b During the summer weekend data collection period, the following lots / segments had the highest average parking occupancy with a recorded occupancy near to or above the target 85%:

- Lot 2 - Canadian Red Cross Office Lot
- Lot 3 - A&W Parking Lot
- Lot 7 - Saywell Park Lot
- Lot 10 - Subway Parking Lot
- Lot 18 - Museum Lot

Finding 5 When a 2-hour limit was in place, the mean parked vehicle time was: 2.03-hours on-street and 2.08-hours off-street during the summer weekend; 1.97-hours on-street and 1.92-hours off-street during the summer weekday; and 1.55-hours on-street and 1.81-hours off-street during the autumn.

Finding 6 There is currently a **surplus** of parking available within the Uptown area of Lake Cowichan during all times of the year. During the busiest hour of the summer weekend count period, parking occupancy reached 48% within the study area, significantly less than the 85% occupancy target.

Finding 7 While parking satisfaction is overall high within the town, it may be somewhat tied to the season and the availability of parking. Results from the intercept survey indicate that parking satisfaction is approximately 31% higher in the autumn.

4.0 STRATEGY TOOLKIT

4.1 Overview

The strategy toolkit is a framework to guide planning and decision-making of parking management in the Uptown area. It is organized as follows:

- **Strategy Toolkit Objectives**: outlines what the toolkit is intending to achieve and prioritize relating to parking management.
- **Strategy Tools**: organizes the recommended actions into thematic topic areas to achieve the toolkit objectives.
- **Actions**: provides specific steps that can be taken to address the parking challenges in the Uptown area.
- **Implementation plan**: provides a roadmap for how the strategy tools—and the recommendation—will be implemented including what must be done, when it should be done by, who will be responsible, and how to measure success in improving parking management.

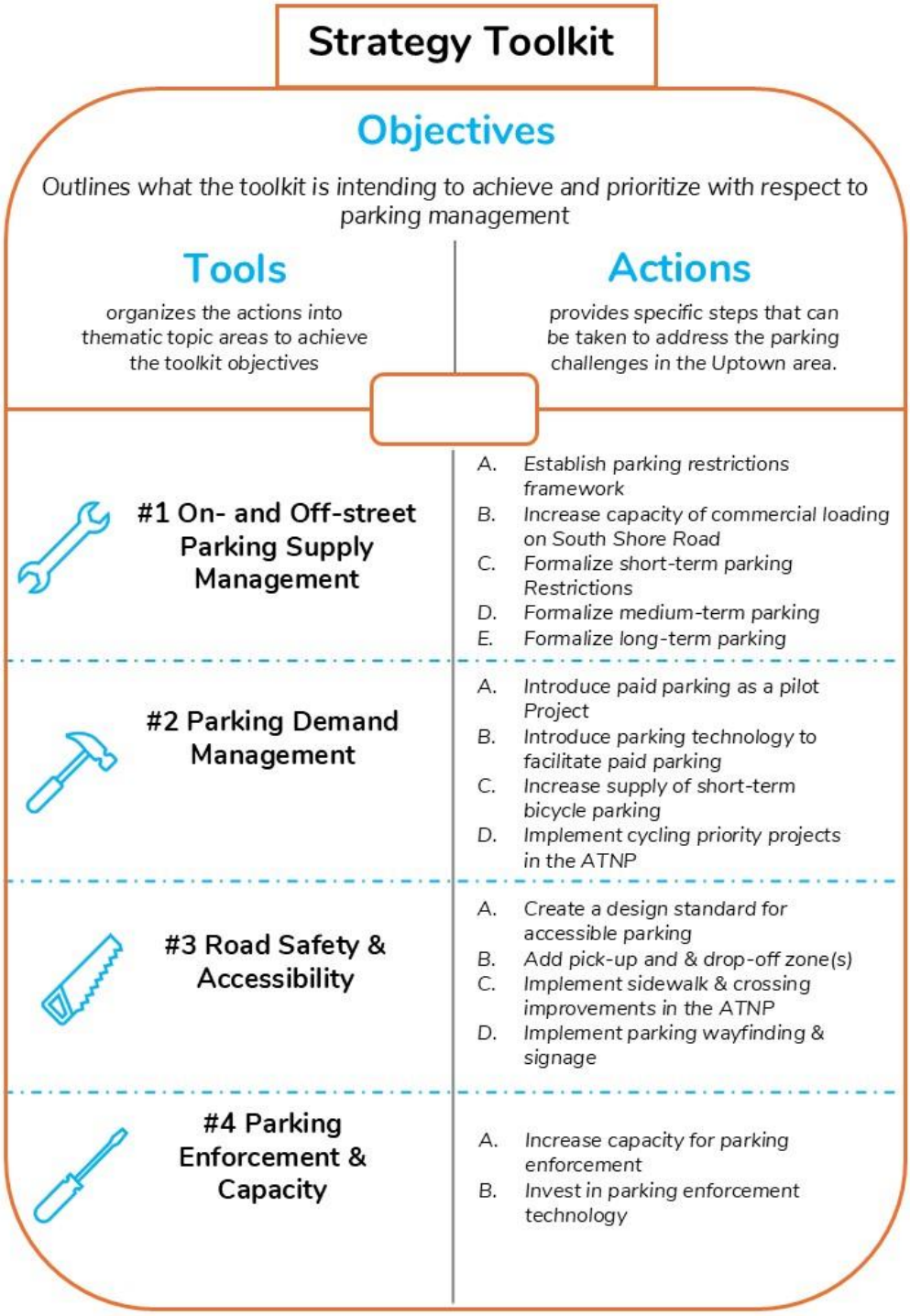
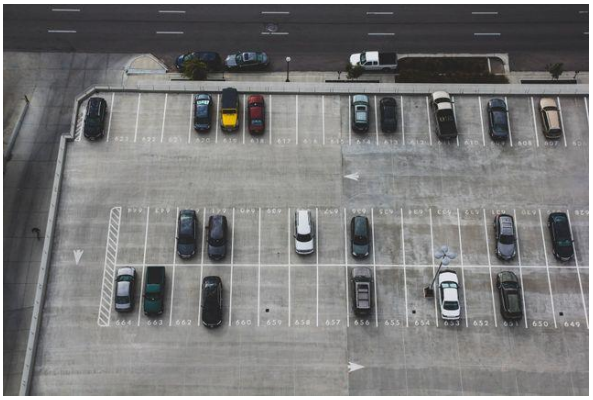


Figure 16: Strategy Toolkit Framework

4.2 Toolkit Objectives

A summary of the toolkit objectives is provided below.



Credit: ParkingBOXX

Maximize the efficiency of existing parking supplies

The Uptown area already has a significant amount of both on-street and off-street parking. Formalizing existing parking and implementation of demand management tools can allow the Town to optimize the parking it has today, without having to build more parking in the near future.

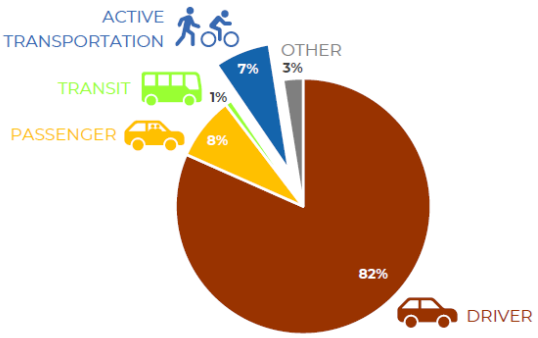
Credit: Frogparking

Provide a safer and more enjoyable parking experience

Better parking management can achieve multiple objectives including a more comfortable shopping experience, more efficient movement of people and goods, and a less stressful experience.

Develop capacity to manage and operate parking

You could only manage what you measure. Modernizing parking management practices can build the technical, financial, and political capacity to ensure parking can be managed and operated in a sustainable and efficient manner.



Credit: Lake Cowichan Active Transportation Network Plan

Provide transportation choices to help minimize reliance on vehicle parking

Lake Cowichan has a network of pedestrian and cycling facilities. As the Town implements its active transportation network plan, it is anticipated that active transportation use will be even easier for residents—and visitors—to access the Uptown. While not everyone has the ability or interest to use active modes, increasing active transportation mode share will result in less vehicle parking pressures in the Uptown area.

5.0 STRATEGY TOOLS

5.1 Strategy Tool #1: On- and Off-Street Parking Supply Management

What is the challenge we are trying to solve?

While there is ample space for parking available on- and off-street within the Uptown area, a lack of delineated spaces can result in drivers not parking as efficiently as they could, which reduces parking capacity and makes enforcement less effective. Furthermore, most of the parking during the summer weekend was observed to be situated in the west of the study area, which contributed to local congestion and limited parking availability. Not clearly defining parking spaces may also affect local businesses as delivery drivers may be unable to park to unload their vehicles or must park further away from the business.

For example, this study used two optimised measurements for estimating parking supply: 6.5-metres for parallel parking, and 3-metres for perpendicular parking. Using a 52-metre-long road segment, and assuming cars are parked at 6.5-metre intervals, this would only allow eight vehicles to park at optimal distances. Using 7.0-metre intervals – while only an increase of 7.4% – means that only seven vehicles may park and reduces the parking supply by 13.3%. In extreme cases, a single vehicle may take up two vehicle parking spaces and reduce the parking supply on a given road segment by up to 50%. These examples illustrate why parking space delineation is critical.

Another critical challenge in the Uptown area is the unrealized potential of the existing parking capacity. There are currently few parking restrictions in the study area. As a result, people may park their vehicles with little consideration of others. This creates challenges as some parking locations are better suited for shorter-term (i.e., one-hour or less) parking, while other locations are more optimal for longer-term parking needs. Due to the lack of restrictions, parking becomes a “free for all”, which results in vehicles seeking parking in areas that are already close to capacity. This results in more vehicle “cruising” impacting congestion and increasing driver frustration.

Non-optimised parking can disproportionately affect others and their ability to access amenities. For example, a wheelchair user unable to find parking adjacent to their destination may be forced to travel up and down more slopes resulting in them having a less comfortable—and less pleasant—parking experience.

How can we address those challenges?

Clearly defining parking spaces through paint lines, meters, stencils, and/or other forms of signage reduces the risk of inefficient parking and is the easiest means of managing the parking supply. This also has the added benefits of making enforcement of parking regulations easier and allowing the implementation of tools addressed below.

5.1.1 Action 1A: Establish Parking Restrictions Framework

Context & Rationale:

At the current time, there is no formal structure in place for how the Town manages parking restrictions in the Uptown area. Some people are looking for short-term parking, some for medium-term, and others for long-term parking. Therefore, there is an opportunity to create a structure that serves all people wishing to park within the Uptown area through the management of publicly owned off-street lots and on-street. The intent is to move toward paid parking (outlined in **Action 2A**), which would only be in effect in the high season. There would still be time restrictions though both in the high season and in the off-season.

On-street parking is intended to serve short-term (2 hours or less) including:

- 5 -15 minute parking at Kaatza Place (including a handful of drop-off and pick-up parking spaces)
- 1-hour parking on South Shore Road (entire segment)
- 2-hour parking for the other roads where there is commercial (e.g., part of Lakeview Avenue, Nelson Road, King George St)
- Everywhere else = no parking restriction other than they cannot park for more than 72 hours per the Town's traffic bylaw

There would also be medium and long-term parking lots available within the Uptown area to provide people an option if they require longer parking (i.e., 2 hours or longer)

- Town Office Lots – 15-minute parking on weekdays and 3-hour parking on weekends
- IDA Lake Cowichan Public Parking Lot – 2-hour parking
- Saywell Park Lot – 3-hour parking
- Vancouver Island Public Library – 3-hour parking
- Trans Canada Trail Parking Lots – 3-hour parking
- Ohtaki Park – Long-Term Parking
- Point Ideal Parking Lot – Long-Term Parking
- Lake Cowichan Secondary - Summer Long-Term Public Parking only

Recommendation:

It is recommended that the Town adopt a parking restrictions framework as illustrated in **Figure 17**.

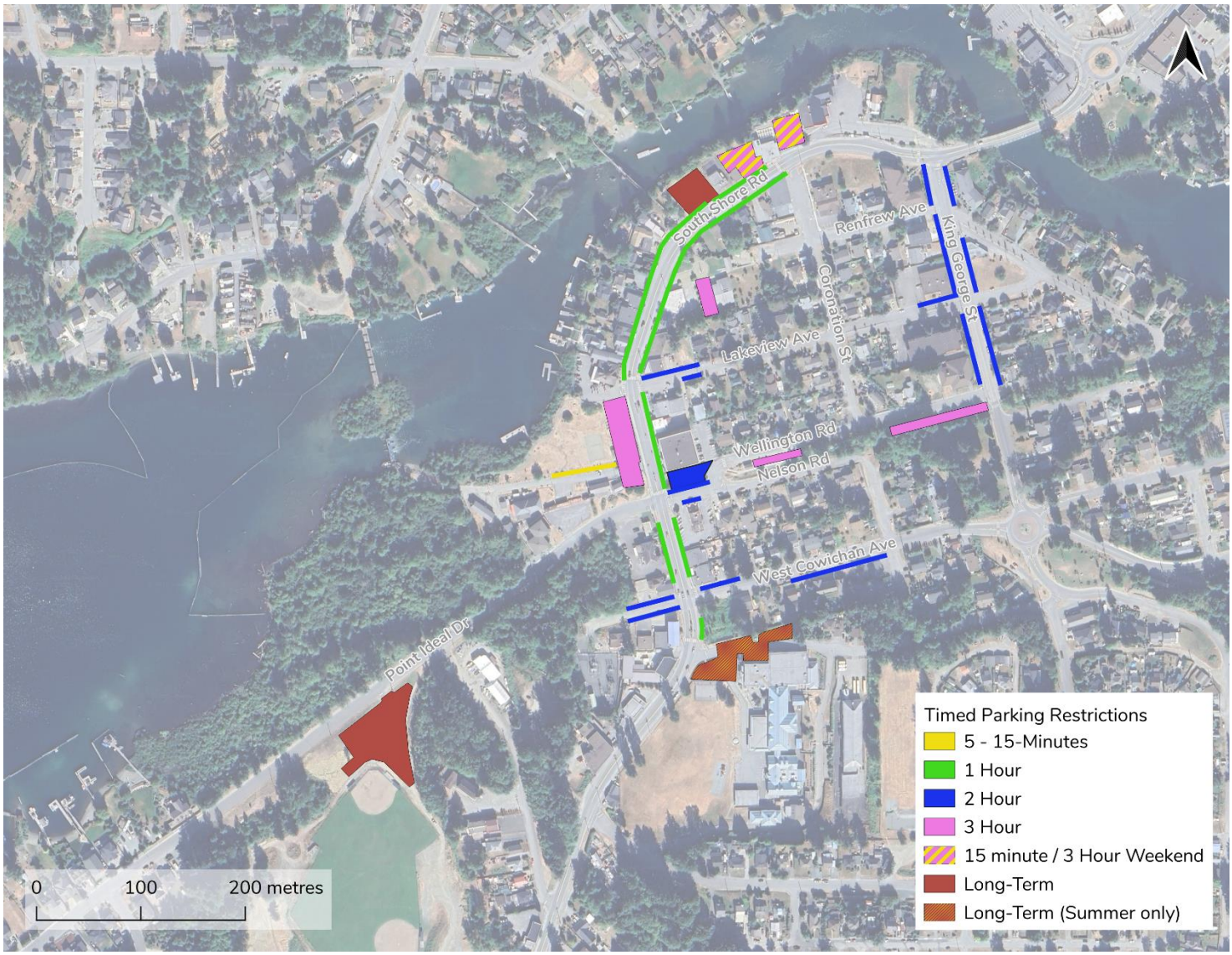


Figure 17: Recommended Parking Restrictions Framework

5.1.2 Action 1B: Increase Capacity of Commercial Loading on South Shore Road

Context & Rationale:

Commercial loading zones are spaces designated for the quick and efficient delivery of goods and supplies to commercial establishments (**Figure 18**). If there is nowhere for a delivery driver to park adjacent to their delivery destination—due to high parking occupancy or inefficient parking—they may resort to parking in less optimal locations, which can be more dangerous and/or result in longer loading times. Additionally, as many delivery vehicles are larger than a standard vehicle, they may cause an inefficient parking situation that results in others to look elsewhere for a vehicle parking space.

Figure 18: Example of commercial loading on South Shore Road

Figure 19: Proposed Loading Zone Locations

By implementing one or more commercial loading zones, delivery drivers will have a higher change of having access to their intended destination and reduce potential congestion outside of commercial developments.

Recommendation:

Up to three loading zones should be established on either one or both sides of South Shore Road. The three proposed locations are as follows (**Figure 19**):

- 122 South Shore Road
- 103 South Shore Road
- 92 South Shore Road

To accommodate common delivery vehicles, dimension for loading zones should be 10.2 metres long and 3.5 metres wide.

Loading zones should have one of the following time restrictions:

a. Delivery vehicles only from 7am to 4pm
b. Delivery vehicles only from 7am to 4pm, April – October
c. Delivery vehicles only from 7am to 4pm, Monday and Saturday
d. Delivery vehicles only from 7am to 4pm, Saturday and Sunday

5.1.3 Action 1C: Formalize Short-term Parking Restrictions

Context & Rationale:

Observations in **Section 3.3.3** reported that parking compliance within 2-hour zones was generally high, indicating that timed restrictions can help encourage vehicle turnover. Much of South Shore Road is subject to 2-hour time restrictions and with an observed average parking duration of 1.74 hours, compliance is high on these segments. Despite this, only 1.89 vehicles were parked per parking space this period indicating a lower level of productivity.

To help improve parking space productivity, the Town will need to consider short-term parking restrictions, which typically include parking restrictions of two hours or less. They are intended to accommodate a variety of trip purposes and are best suited for locations there are there commercial or retail establishments.

For example, South Shore Road is a prime location for 1-hour parking due to the nature of the establishments located there (see **Figure 17**). Furthermore, as 1-hour parking contributes to lower overall parking duration, it increases parking availability for a greater number of people and maximises parking efficiency.

2-hour parking provides users a bit more flexibility than 1-hour parking while still increasing parking productivity within the area. It is ideal for a short to medium trip length when shopping or completing errands that are likely to take more than one hour to complete. The locations chosen for this timed restriction serve businesses and establishments where errands would take more than one hour. The recommended locations are also in proximity to South Shore Road for one to comfortably allow a more leisurely trip to the establishments found there.

Recommendation:

1. Adopt a 1-hour parking restriction on South Shore Road from King George Street to Cowichan Secondary School.
2. Adopt a 2-hour parking restriction on:
    a. Both sides of King George Street from South Shore Road to Wellington Road
    b. Both sides of Lakeview Avenue from South Shore Road to 87 Lakeview Avenue
    c. The north side of Lakeview Avenue from 33 Lakeview Avenue to King George Street
    d. Both Sides of Wellington Avenue from Point South Shore Road to Nelson Road
    e. Both sides of West Cowichan Avenue West of South Shore Road
    f. The north side of Cowichan Avenue North from South Shore Road to 89 West Cowichan Avenue
    g. The South Side of Cowichan Avenue from 79 West Cowichan Avenue to Coronation Street
    h. IDA Lake Cowichan Public Parking Lot

5.1.4 Action 1D: Formalize Medium-term Parking

Context & Rationale:

Medium-term parking is ideal for trips up to three hours in duration. These trips may include completing multiple errands, walking a dog, recreational bike rides, taking children to a park or playground, and more. These time restrictions are not suitable for on-street purposes as they are ineffective at serving local businesses and would not result in higher parking turnover.

The locations recommended for medium-term parking of up to three hours are shown in **Figure 17**Figure 17: Recommended Parking Restrictions Framework. They include the Town Hall, Ohtaki Park, Vancouver Island Regional Library, Saywell Park, the Trans Canada Trail Western Terminus Lot, and the Wellington Road Cowichan Valley Trail Lot. These lots were chosen as either lots that serve recreational purposes and/or lots that may be used complete multiple trips from that are likely to take more than two hours.

Recommendation:

1. Adopt a 3-hour parking restriction in the following locations:
    a. Town Hall
    b. Vancouver Island Regional Library
    c. Saywell Park
    d. Trans Canada Trail Western Terminus Lot
    e. Wellington Road Cowichan Valley Trail Lot

5.1.5 Action 1E: Formalize Long-term Parking

Context & Rationale:

Long-term parking is ideal for leaving a vehicle in place while partaking in activities that are likely to last more than three hours. Within the Uptown area, this would include tubing or another recreational activity. Long-term parking could be formalized through designating the parking lot at Point Ideal Drive Sports Field and allowing summer weekend parking at Lake Cowichan Secondary School. These parking lots would provide effective all-day parking for up to 8-hours.

Presently, Lot 1 - Point Ideal Drive Sports Field is a gravel parking lot with no official boundaries, leading to many vehicles parking within the grassy field beside the lot. Often, the lot used by people visiting the town during the summer months when tubing on the river is popular. To this end, the Tube Shack runs a shuttle service to and from this parking lot. However, as a gravel lot with no paint lines, several issues may arise when 100 vehicles become parked. These include collisions, damages due to uneven ground, environmental degradation, pedestrian conflicts, and more. Paving and delineating paint lines within this lot provides a long-term parking option to those wishing to while reducing the parking spacing issues and the risk of vehicle damage from the unmaintained parking lot. This parking lot could also be designated as long-term reducing parking turnover within the rest of the Uptown area.

Another underutilized space is the parking lot at Lake Cowichan Secondary School. This parking lot could be used to accommodate approximately 36 vehicles with minimal disruption to local businesses. Additionally, if summer weekend pay parking is enacted then licence plate registration would reduce the risk of property damages, while providing a source of local revenue.

Ohtaki Park is the third parking lot that is targeted to be used as a long-term parking lot. This parking lot can better serve the parking needs of the public through paving and

space delineation. This lot could provide access to lake and recreational users and decrease parking congestion within the rest of the Uptown area.

Recommendation:

1. It is recommended that Point Ideal Drive Sports Field be paved with delineated paint lines to provide organized parking within its boundaries. Paving and other capital costs associated with this project could be recovered through revenues from paid parking. Parking would be restricted to up to eight hours.

Figure 20 displays a potential concept design for the formalized parking lot at Point Ideal Sports Field. This design would provide 92 parking stalls, four of which would accommodate accessible parking requirements.

Figure 20: Potential Concept Design of Formalized Parking Lot at Point Ideal Sports Field

2. It is further recommended that parking be allowed at Lake Cowichan Secondary School during summer weekend periods. This is to reduce potential overflow into residential areas and would allow approximately 36 vehicles to park. This parking lot would also be subject to paid parking and restrict parking to eight hours.

Table 6: Summary of Actions: Parking Supply Management

Action Name & ID		Description
1A	Establish Parking Restrictions Framework	A parking restrictions framework will provide parking options to serve different trip purposes and parking dwell times.
1B	Increase Capacity of Commercial Loading on South Shore Road	Provide designated loading stalls on South Shore Road.
1C	Formalize Short-term Parking Restrictions	A list of all recommended time restrictions is shown in **Figure 17**.
1D	Formalize Medium-term Parking	
1E	Formalize Long-term Parking	

5.2 Strategy Tool #2: Parking Demand Management

What is the challenge we are trying to solve?

The Uptown area has parking capacity. The parking observations completed as part of this study confirmed that even during the busier summer months, the parking occupancy of the overall study area did not exceed 50%. While some off-street lots were found to be significantly busier—at or exceeding of the 85% utilization target—the overall parking conditions are underutilized over the course of the day.

Therefore, the challenge is not over-utilized parking conditions. Rather, the challenge is that parking demand is not evenly distributed across the study area with lots such as Saywell Park and Kaatza Place north seeing much higher demand than other areas. This demand imbalance has and continues to result in undesirable parking behaviours with vehicles stopping the middle of the street to facilitate drop-off, which worsens congestion and the number of vehicles cruising for parking. Further, it also creates a mismatch in meeting the needs of short-term and long-term parking users.

How can we address those challenges?

There are several demand management tools that the Town could explore, which are outlined in detail in this section. This includes piloting a paid parking program in the busier summer months; introducing technology such as real-time parking information to facilitate more efficient parking management; and providing active transportation infrastructure to reduce demand for vehicle parking.

5.2.1 Action 2A: Introduce Paid Parking as a Pilot Project

Context & Rationale:

Paid parking is one of the most effective parking management tools in the toolbox. There has been significant research on the impacts of paid parking on reducing vehicle demand and evidence from municipalities around North America have confirmed that is an effective tool. The primary purpose of paid parking is to manage parking demand, and not to generate revenue. Revenues are used to offset the costs of implementing and maintaining the paid parking. This can help reduce single-occupancy vehicle travel, increase average vehicle occupancy, and increase the availability of short-term parking.

As outlined by Donald Shoup, there are several strategies a driver can follow to economize on paid parking without reducing their travel. They can: (1) drive at off-peak hours when on-street paid parking is cheaper or not in effect, (2) park where prices are lower and walk farther to their destinations, (3) park for a shorter time, (4) park off-

street, (5) carpool and split the cost of parking, or (6) take transit, cycle, walk, or use another sustainable mode of transportation to reach their destination.

Even though Lake Cowichan is a smaller community with fewer transportation options compared to a larger city, paid parking can help the Town manage its peak parking demand, better distribute demand across the Uptown area, and generate revenue, which can be reinvested in sustainable mobility and/or directly into the amenities / infrastructure in the area. The recommended paid parking zone is shown in **Figure 21** below.

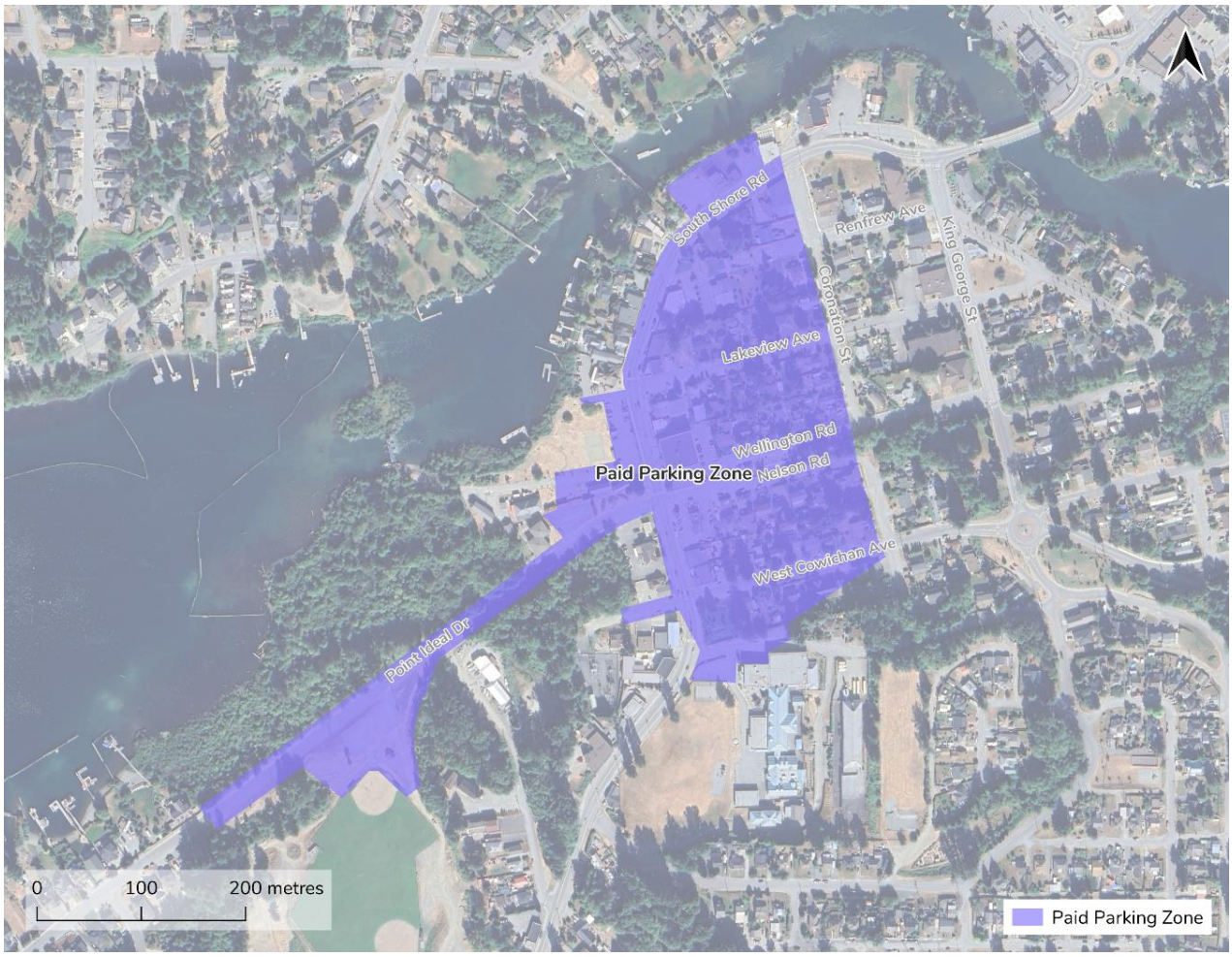


Figure 21: Recommended Paid Parking Zone

Recommendation:

1. Establish a base parking rate for hourly pricing within the recommended paid parking zone (see **Figure 21**). The specific rate would need to be determined through a market scan, consultation with local businesses, and based on the expected capital and operating costs associated with paid parking.
    a. Time limits in areas not covered by the paid parking zone would still be in effect.
    b. There would still be a time limit. Drivers would have the ability to pay for parking (i.e., buy time) for as long as the time limit allows for the recommended short-term and long-term parking restrictions.
    c. If drivers want to park longer than the time restriction, they will have to relocate to a different block or park in an off-street parking lot that allows for longer term parking.
2. Establish payment to be in effect on Monday to Sunday from 9:00 a.m. to 5:00 p.m.
    a. There would be no paid parking during evenings and on holidays.
3. **Introduce paid parking as a pilot program in effect for three years from May 1st to September 30th**. The Town's busier summer season is typically from June to August with tourists / visitors also visiting during the late spring and early fall. Introducing paid parking as a pilot would provide the Town with sufficient time to educate the community about the benefits of the program and acquire the parking technology needed to facilitate paid parking. At the end of the pilot program, it is recommended that the Town report the following indicators:
    a. Parking utilization over the course of the day during the period it is in effect (i.e., May 1-September 30) compared to the off-season.
    b. Parking duration and turnover over the course of the day during the period it is in effect (i.e., May 1-September 30) compared to the off-season.
    c. The overall revenue generated from the pilot program and the cost to implement it.
    d. A summary of how the revenues from the program have been spent.

4. **Exempt residents from the program.** It is recommended that residents of Lake Cowichan be exempt from paid parking. Residents already contribute to the community through paying property and/or business taxes, strengthening the local economy by shopping at local businesses, and through other means. Other communities that have introduced seasonal paid parking such as Tofino have taken a similar approach whereby residents are not subject to paid parking if they present a parking decal. The Town will need to determine "who" constitutes as a resident and whether that means those within the Town's boundaries only, for example.
5. **Exempt employees from the program.** It is recommended that employees of businesses within the Uptown area be exempt from paid parking. They would require an employee parking pass. Employees contribute to the local economy and are often required to park for several hours each day. Like residential exemptions, employees would display a decal within their vehicle. The Town will need to determine "who" constitutes as an employee of the Uptown Area and what geographic boundaries are most appropriate for this exemption.
6. **Conduct daily enforcement once pilot is in effect.** The Town will need to ensure that there is regular enforcement of the paid parking spaces. This can be done through their own enforcement efforts (see **Action 4A**) or by using a third-party operator (see **Action 2A**). Parking infractions should result in fines being issued accordingly.

5.2.2 Action 2B: Introduce Parking Technology to Facilitate Paid Parking

Context & Rationale:

The implementation of paid parking requires specific technological considerations. Municipalities use the following approaches:

- **Parking meter:** Customers pay for parking via coin, mobile, or smartphone payment at a physical station located for every two parking spaces.
- **Parking kiosk:** Customers pay for parking via cash, coin, credit card, pre-paid parking card, mobile / smartphone payment at a physical station located on every street block. Customers enter their vehicle licence plate or a parking stall number.
- **Mobile app:** Customers use their phones to pay for parking through an application. In Whistler and Tofino, for example, drivers can pay for parking through different mobile apps including "PayByPhone and "HONK" apps, respectively. Both communities also offer parking kiosks and pay stations for those who prefer that option. The community of Nelson is an example of another smaller community in BC where paid parking is in effect and where drivers pay for parking at PayStations.

Figure 22: Paid Parking Kiosk in Whistler (Credit: Resort Municipality of Whistler)

Figure 23: Paid Parking through HONK mobile app (Credit: HONK)

Recommendation:

1. The first step is for the Town to approach a paid parking vendor to determine the capital and operational requirements associated with introducing paid parking in the Uptown area. There are several different paid parking vendors in British Columbia including HONK, Robbins Parking, PayByPhone, and Impark, for example.

2. Provide a select number of parking kiosks. The cost of parking kiosks depends on the manufacturer, the size of the unit, the number of transactions, etc., with a range of $7,000 to $15,000 per kiosk. Even though it is anticipated that most visitors would prefer to pay for parking using their phones, that may not be a viable option for all. The Town should consider providing kiosks in the most sought-after parking areas including:
    a. Saywell Park
    b. The Point Ideal Drive gravel lot
    c. South Shore Road (from Renfrew Avenue to W Cowichan Avenue). Parking kiosks should be consistently located near the middle of the block face to ensure customers are familiar with the location for any given block and minimize walking distance to a kiosk
3. Related to #2, provide a mobile app option to maximize convenience and flexibility for drivers.

5.2.3 Action 2C: Increase Supply of Short-term Bicycle Parking

Context & Rationale:

The Uptown area lacks short-term bicycle parking. While there are some bike racks found along South Shore Road outside of businesses and commercial establishments, the overall supply is limited in the study area. Even though short-term bicycle parking is not a conventional vehicle parking management tool, the provision of short-term bike parking can provide a viable option for people who prefer to bike to the Uptown area but choose not to due to the lack of parking options. Further, the Town's OCP includes a specific objective in section 4.5 that supports short-term bike parking, namely to "develop and improve parking facilities for all modes of transportation."

Bicycle racks are a cost effective and simple solution to promote cycling and can also reduce damage associated with locking up bicycles to trees and street furniture. Locating bicycle parking on-street can free up the pedestrian realm, with a dozen or more bicycles or micromobility vehicles able to fit into one on-street parking space.

The Town's Active Transportation Network Plan (ATNP) directs the town to provide short-term bike parking in the public right-of-way in commercial areas and at key destinations. Specifically, the ATNP includes recommendations for inverted 'U' racks and post-and-ring racks, which are the most secure and user-friendly designs.

Figure 24: Example of short-term "coat hanger" bike racks on South Shore Road. This type of rack is not recommended in industry guidelines

Recommendation:

1. In consultation with business owners, provide inverted 'U' racks and post-and-ring racks in the following locations:
   a. At least four racks on each side of South Shore Road from Renfrew Avenue to Lakeview Avenue
   b. At least three racks on each side of South Shore Road from Lakeview Avenue to Point Ideal Drive Avenue
2. Provide up to six inverted 'U' racks and post-and-ring racks in Saywell Park. The specific location would need to be determined but a concrete pad could be provided in the park itself to accommodate the bike racks to avoid using a vehicle parking stall.

3. In consultation with business owners, replace any existing coat hanger racks with inverted 'U' racks and post-and-ring racks such as the racks at Island Pharmacy. Per the BC Active Transportation Design Guide, coat hanger racks should be avoided as they are not friendly towards larger bikes (e.g., cargo bikes) and are less durable and secure compared to other rack types.

Figure 25: Example of a post and ring bike rack (credit: Toledo Physical Education Supply)

5.2.4 Action 2D: Implement Cycling Priority Projects in the ATNP

Context & Rationale:

In addition to bicycle parking, the provision of new cycling infrastructure can also alleviate vehicle parking demand, while also serving many other Town objectives including the provision of transportation network that provides safe and efficient movement for all modes of transportation.

The Town's Active Transportation Network identifies four specific projects that are within or connect to the Uptown area. These include:

- The North Shore Road Multi-use Corridor (west), which is a proposed roadside multi-use pathway on the south side that would connect the existing Ts'uubaa-asatx Nation facility with River Road and the Duck Pond Bridge.
- The Duck Pond Bridge Improvements, which would improve the bridge decking, upgrade lighting, and improve access.
- The Point Ideal Drive Roadway Bikeway, which is a proposed protected bikeway (bi-directional) facility on the south side of Point Ideal Dive that would connect Centennial Park and the Trans Canada Trail. This would result in an estimated loss of 74 on-street parking spaces, which is not anticipated to adversely impact the parking conditions of the Uptown area based on the results from this study.
- The Trans Canada Trail Connection, which is a proposed roadside multi-use pathway extension between the Trans Canada Trail and Cowichan Valley Trail along King George Street.

The implementation of the priority infrastructure projects can help increase the number of active transportation trips to and from the Uptown area. Over time, this is anticipated to reduce demand for vehicle parking by providing safer transportation choices for other modes.

Recommendation:

1. The Town should secure funding and commit to prioritizing the implementation of the four identified projects.

Table 7: Summary of Actions: Parking Demand Management

Action Name & ID		Description
2A	Introduce Paid Parking as a Pilot Project	Introduce paid parking as a pilot program in effect for three years from May 1st to September 30th.
2B	Introduce Parking Technology to Facilitate Paid Parking	Secure a paid parking vendor and allow for a combination of ways for visitors to pay for parking (e.g., kiosks, mobile apps).
2C	Increase Supply of Short-term Bicycle Parking	Provide short-term bicycle parking within the right-of-way of South Shore Road and in key destinations such as Saywell Park.
2D	Implement Cycling Priority Projects in the ATNP	Secure funding and commit to prioritizing the implementation of the four identified projects in the ATNP to improve cycling connectivity within and to the Uptown area.

5.3 Strategy Tool #3: Road Safety & Accessibility

What is the challenge we are trying to solve?

Better parking management provides so many solutions to a community's transportation challenges. One overlooked benefit is improved safety and accessibility. The Uptown area today is generally safe and accessible for all transportation users with sidewalks, crossings, curb ramps, and clear sightlines, especially along South Shore Road. However, when parking demand is highest, usually on weekend days in the summer months, there are higher risks for negative road safety outcomes.

For example, many vehicles are trying to secure parking in the Saywell Park lot, which results in some drivers blocking vehicles on South Shore Road or in the lot. In some cases, drivers are not as aware of their surroundings as they search for parking spaces, which puts pedestrians at higher risk for a collision.

The Uptown area also lacks accessible parking spaces, which makes it harder those with mobility impairments to park their vehicles and may result in a less comfortable experience.

How can we address those challenges?

Better parking management is more than just the implementation of supply and demand tools; it can include more thoughtful design and allocation of parking that responds to users' needs. This section includes several recommended actions that can enhance road safety and accessibility within the Uptown area including the implementation of wayfinding / signage; designated pick-up and drop-off areas; and sidewalk and crossing improvements, for example.

5.3.1 Action 3A: Create a Design Standard for Accessible Parking

Context & Rationale:

There are currently no on-street accessible parking spaces in the Uptown area. While some of the Town-owned off-street lots provide accessible parking (e.g., Saywell Park, Town Hall), they are in limited supply and have inconsistent design and/or design that does not meet best practices.

The availability of accessible parking can help shape someone's parking experience (either positively or negatively) and therefore the provision and design of those spaces must be part of a community's parking management approach. People with mobility challenges that drive independently are more sensitive to location-related barriers encountered after parking (e.g., the proximity of a parking space to a destination and access to the sidewalk). This underscores the importance of consistent design, which can broadly achieve the following:

- Make it easier for users to find parking. This could be achieved with clear signage, pavement markings, and blue painted curbs, for example, which improve the visibility of on-street parking spaces.
- Reduce instances of misuse of accessible parking stalls. Having clearer marked accessible parking spaces can help reduce the number of tickets issued to other drivers by visually alerting them to the fact that these stalls are only available for accessible parking users.

Recommendation:

1. Develop accessible parking design guidelines to ensure all Town-owned off-street parking lots and on-street spaces have a consistent and functional design. The design guidelines should provide direction on the following topic areas:
    a. **Design & layout** – including the length and width of the parking stalls. For off-street spaces, the length of a stall is typically 5.1m and 2.6m for width. Van accessible spaces are as wide as 3.4m. An access aisle is also provided (typically 1.5m in width) to provide additional space for users.

       On-street spaces also have their own design and layout considerations such as the provision of a clear 2m sidewalk/boulevard space adjacent to

the side doors to make it easier for wheelchair users to enter/exit their vehicle using a side lift ramp.

b. **Curb** – curb ramps should always be provided for both off-street and on-street spaces. In addition, painting the curbs blue for on-street parking spaces has emerged as a best practice to make it easier for users to locate these spaces and help alleviate misuse.
c. **Signage** – all spaces will need to be signed and include the symbol of access and any necessary restrictions.
d. **Pavement Marking** – all spaces will need to have a pavement marking. Municipalities are starting to adopt the new International Symbol of Access in white for high tonal contrast (white symbol on blue background).

2. Target enforcement of accessible parking spaces to ensure they are being properly used by the public, including proper display of an accessible parking permit issued by the Social Planning and Research Council of BC (SPARC BC).

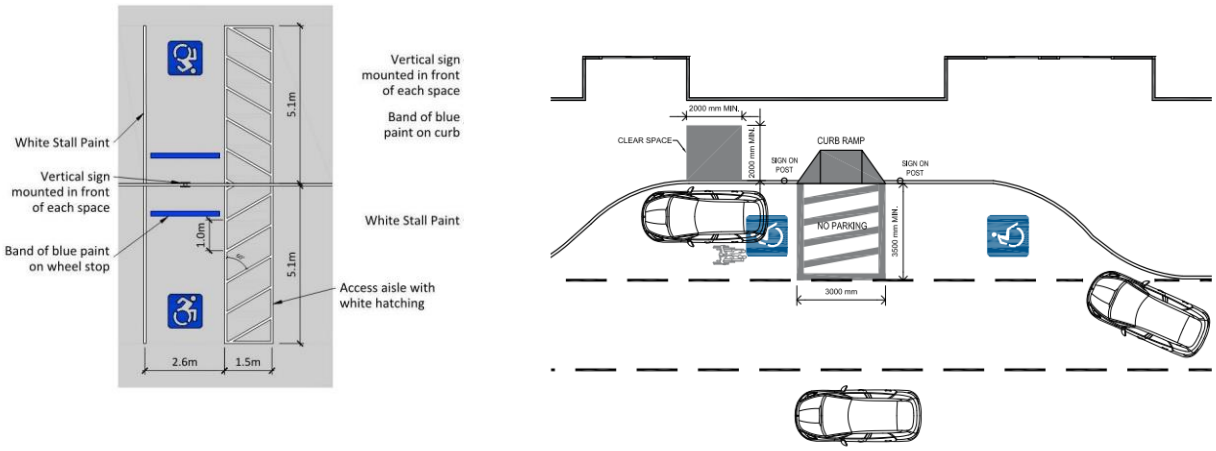


Figure 26: Example of an Off-street Accessible Parking Design from the City of Victoria and On-street Design from the City of Edmonton

5.3.2 Action 3B: Add Pick-up and & Drop-off Zone(s)

Context & Rationale:

At the current time, a shuttle bus travels between the parking lot on Point Ideal Drive to on-street parking at Jakes at the Lake transporting those wishing to tube down the Cowichan River. Due to the demand for parking and potential congestion issues, it is inappropriate for the Saywell Park parking lot be used by these shuttles; additionally, the current unloading location at Jakes at the Lake has resulted in some reported concerns. The parking occupancy data from the August weekend parking count confirmed that the parking lot is among the busiest in the study area. Vehicles are also parking for longer than the time restriction allows. That said, the parking turnover of the lot is high, which indicates that the lot is productive, and the existing time restriction might be too short.

Notwithstanding the general parking conditions of the lot, there is also high demand for drop-off and pick-up. Several vehicles were observed to temporarily stop on South Shore Road at the Lakeview Avenue intersection. Other vehicles were observed to stop in the drive aisle of the Saywell Park parking lot. In both examples, this type of parking behaviour is inappropriate and creates multiple challenges including adding delay for drivers on South Shore Road and posing higher risks to pedestrians.

In addition to passenger drop-off and pick-up, there is a shuttle service provided for tubing customers. It currently uses the area immediately south of Jakes at the Lake for loading. Similar to the rationale above, this is not a safe location as the access to the Saywell Park lot is busy with vehicles and pedestrians. A formal shuttle bus loading zone is recommended, two options for the location of this are outlined below.

Recommendation:

1. Formalize up to 12 drop-off and pick-up spaces on Kaatza Place per Error! Reference source not found.**7** below. All stalls should be signed “drop-off / pick-up” only with a 5-minute time restriction.

2. Include temporary signage (see **Action 3D**) to direct drivers to the drop-off and pick-up spaces.
    a. OPTIONAL: Include a traffic circle on Kaatza Place in proximity to the drop-off and pick-up spaces to facilitate better turnaround of vehicles. This would make it easier for drivers to properly and safely maneuver their vehicles to return to South Shore Road.

Figure 27: Recommended Shuttle Bus Loading, Drop-off Parking & Mini-Roundabout for Kaatza Place

3. Two locations have been identified for the shuttle bus drop-off area within the Uptown area. These locations are shown in **Figure 28**:
    a. North side of South Shore Road, south of Lake Cowichan Visitor Centre
    b. North side of Lakeview Road, south of Subway

4. The intersection of South Shore Road, Point Ideal Drive, and Wellington Road should be considered for a small roundabout to facilitate shuttle bus turnaround and reduce vehicle speeds on South Shore Road. The Town would need to have conversations (and approval) from the Ministry of Transportation and Transit should it decide to pursue this option.

Figure 28: Recommended Shuttle Bus Loading Zones

5.3.3 Action 3C: Implement Sidewalk & Crossing Improvements in the ATNP

Context & Rationale:

South Shore Road and Saywell Park, particularly during the summer months, are the top destinations for those visiting the Uptown area. As parking demand is highest for the Saywell Park parking lot and South Shore Road, drivers are required to seek parking in other locations where parking is available and often have to walk to reach their final destination. In some instances, people walking have to walk on the road next to moving vehicles and/or cross intersections where some vehicles have been observed to speed and/or fail to stop at an intersection altogether.

The Town's ATNP directs Lake Cowichan to improve its walking and rolling network. Specifically, there are two goals in the plan that speak to this: goal 1: "create accessible and well-maintained walking, rolling, and cycling facilities"; and goal 2: "improve road safety and livability by expanding the active transportation network." As outlined in the ATNP, "every trip begins or ends with walking or rolling. The build-out of the walking and rolling network will help supportive pedestrian activity, as well as improve access and accessibility."

Figure 29: The Point Ideal Drive / South Shore Road Intersection is a Priority Active Transportation Project in the Town's ATNP

Recommendation:

1. Prioritize the South Shore Road Intersection Improvement (project #1 in the ATNP project list). This would provide multi-modal crossing improvements of South Shore Road at Point Ideal Drive / Wellington Road and include a tie-in and extension of Cowichan Valley Trail. This would not only result in an improvement to Lake Cowichan's active transportation network but also improve pedestrian safety for drivers who have parked their vehicles farther away and are trying to access Saywell Park and/or destinations along South Shore Road.

2. Prioritize construction of a sidewalk on Lakeview Avenue (South Shore Road to Coronation Street). A sidewalk along this stretch of the road would make it easier for residents to walk to South Shore Road while also improving safety for those who park their vehicles and walk along Lakeview Avenue to access Saywell Park and/or destinations along South Shore Road.

5.3.4 Action 3D: Implement Parking Wayfinding & Signage

Context & Rationale:

The Uptown area does not currently provide any parking related signage except for specific time-limited signs on-street and in Town-owned lots. Parking wayfinding signage is commonly found in several BC communities, especially in a downtown context and in those with high rates of visitors and tourism. Parking wayfinding signage is important as it can improve the overall parking experience and assist drivers—including residents, employees, and visitors—with finding parking more easily and quickly.

Figure 30: Example of "cruising for parking" in the Saywell Park lot, which can be mitigated with parking wayfinding.

In the context of the Uptown area, parking wayfinding signage would be intended for—and most beneficial to—visitors in the summer months. As the parking occupancy count data confirmed, many drivers seek parking in Saywell Park, Kaatza Place, South Shore Road, and Point Ideal Drive. During the parking counts, it was common to observe drivers cruising for parking in the Saywell Park lot and then exit once they discovered no available parking. This "cruising", much like the lack of available drop-off and pick-up spaces, results in

added congestion, vehicle-pedestrian conflicts, driver frustration, and more carbon emissions.

The Town can help alleviate this challenge by installing temporary and permanent wayfinding signage, as outlined below.

Recommendation:

1. Install parking signage for all Town-owned lots to indicate the parking restriction. This should include information such as the name of the lot, the time restriction, and that it is publicly (Town) owned.

2. In the summer months (i.e., the peak season), provide sandwich boards along South Shore Road to direct drivers to the long-term parking lots including Lake Cowichan Secondary School (July/August only) and to the Point Ideal Drive lot (May to August).

Figure 31: Examples of parking signage and wayfinding. Credit: AMI Sun (top left); City of Edmonton (top right); Wolf Depner (bottom left)

Table 8: Summary of Actions: Road Safety & Accessibility

Action Name & ID		Description
3A	Create a Design Standard for Accessible Parking	A design standard for accessible parking will provide a more consistent experience for users. These stalls will also require regular enforcement so they are not misused or abused.
3B	Add a Pick-up and & Drop-off Zones	The provision of pick-up and drop-off spaces on Kaatza Place will make it easier for people to accessing the tubing area while minimizing congestion and cruising for parking. Similarly, the Town should designate shuttle bus loading zones (two locations are recommended).
3C	Implement Sidewalk & Crossing Improvements in the ATNP	Improving active transportation infrastructure in the Uptown area can help enhance safety and the parking experience.
3D	Implement Parking Wayfinding & Signage	Parking wayfinding and signage is critical for helping users find the right type of parking stall.

5.4 Strategy Tool #4: Parking Capacity & Enforcement

What is the challenge we are trying to solve?

Currently, there is little to no parking enforcement in the Uptown area. This is due in part to the limited parking restrictions that are in effect. Without parking enforcement, people can park for however long they desire, which takes parking away from others and can result in other parking areas being vacant.

How can we address those challenges?

You could only manage what you measure. Modernizing parking management practices can build the technical, financial, and political capacity to ensure parking can be managed and operated in a sustainable and efficient manner. The recommended changes to the Town's parking management structure will only work if a parking enforcement model is in place.

The recommendation to adopt a paid parking system in the peak season will allow the Town to access parking enforcement services through the third-party paid parking provider. In the off-season, the Town could look to dedicate some staff time to enforce parking in all of the restricted parking areas. Even if parking enforcement is limited and infrequent, it will still serve as a valuable tool to help vehicles comply with the time restrictions.

5.4.1 Action 4A: Increase Capacity for Parking Enforcement

Context & Rationale:

The recommended parking restriction will be ineffective if there is no enforcement from the Town. If the Town implements the recommended paid parking structure, the third-party company will be able to provide parking enforcement services. This will help ensure that people driving are paying for parking and complying with the time limit.

The Town will also need to enforce parking when paid parking is not in effect. There are specific steps it could take to achieve this, as outlined below.

Recommendation:

1. Dedicate 0.5 FTE of staff time to parking enforcement in the off-season when paid parking would not be in effect. This would allow bylaw services to enforce parking at least once per week.
2. Adopt the Bylaw Offense Notice system for parking violations. This would allow the Town's bylaw services to formally issue tickets for bylaw violations. Specifically:
    a. Disputes are heard by a dispute resolution adjudicator appointed by the province and held at the local government level
    b. Fines of up to $500 per offence can be issued
3. The Town should monitor where parking violations are occurring and evaluate whether the parking restriction needs to be reformed.

5.4.2 Action 4B: Invest in Parking Enforcement Technology

Context & Rationale:

Parking enforcement in smaller communities is often—but not always—conducted in a manual fashion. This means that a bylaw enforcement officer manually tracks parked vehicles to ensure they are compliant with the governing restriction and issues paper tickets to violators. This is an inefficient and likely costly process for a municipality, especially when technology exists to make the process more streamlined.

Licence Plate Reader (LPR) technology enables more efficient parking enforcement by scanning and registering the licence plate of vehicles, allowing a computerized system to determine which vehicles are respecting time limits and other restrictions. This also provides the ability for bylaw staff to track whether vehicles relocated within the same location to bypass a parking time limit. The LPR can be in the form of a handheld device requiring a bylaw officer to walk around or mounted on a vehicle that is driven around.

Recommendation:

1. Invest in handheld tablet or smartphones and an app technology (for example T2) for parking enforcement. This technology would also allow the enforcement of paid parking, should the Town decide to implement that in the future.
2. Over time and depending on the demands placed on parking enforcement, explore the feasibility of an Automated Licence Plate Recognition system.

Table 9: Summary of Actions: Parking Capacity & Enforcement

Action Name & ID		Description
4A	Increase Capacity for Parking Enforcement	Parking enforcement is required for the recommended time restrictions and the paid parking framework.
4B	Invest in Parking Enforcement Technology	Parking enforcement technology can improve overall efficiency.

6.0 IMPLEMENTATION PLAN

6.1 Overview

The implementation plan outlines the "Who, What, When, and How Much" to guide the Town through the process of implementing the four strategy tools and associated actions outlined in **Section 5**. The implementation plan identifies when the action could be implemented, who can help support its implementation, the overall mechanism or approach for implementation, and an indication of the high-level cost. The following information is provided for each action with the action plan shown in **Table 10**.

1. **Timeframe/Priority**: A timeframe for implementation including the short-term (1-5 years), medium-term (6-10 years), and long-term (10+ years). All of the actions identified in the short-term are deemed to be a higher priority and should be considered first.
2. **Role/Responsible Party**: Designation of a primary and secondary role for implementation. The Town of Lake Cowichan will be responsible for most actions, but exterior partners may be required to support the action.
3. **Implementation Approach**: How each recommended action will be implemented:
    a. Capital Project – New funds required from the Town's Financial Plan and subsequent plans to pay for the action.
    b. Operating Expenditure – Funds from the planned operating expenditures in the Town's Financial Plan from relevant service areas including Planning and Development, and Engineering.
    c. Planning & Management – Refers to the Town's existing approach to administering and managing its parking services. It includes management of parking space restrictions (e.g., time or accessibility), enforcement, and the implementation of policies and actions identified in the Town's planning documents including its municipal planning documents.
    d. Policy & Regulation – Refers to establishing a new Town policy and/or amending a bylaw.
4. **High-level Cost**: Identifies a high-level capital and annualized operating cost:
    a. $ = <$20,000
    b. $$ = $20,000 to $200,000
    c. $$$ = >$200,000

Table 10: Implementation Plan Summary

Strategy Tool #1: **Parking Supply Management**		**Time**	**Responsibility**	**Implementation Approach**	**High-level Cost**
1A	Establish Parking Restrictions Framework	Short	Town	Policy & Regulation	**$**
1B	Increase Capacity of Commercial Loading on South Shore Road	Short	Town	Planning & Management	**$$**
1C	Formalize Short-term Parking Restrictions	Short	Town	Policy & Regulation, Operating Expenditure	**$$**
1D	Formalize Medium-term Parking Restrictions	Short	Town	Policy & Regulation, Operating Expenditure	**$$**
1E	Formalize Long-term Parking Restrictions	Short	Town	Policy & Regulation, Operating Expenditure	**$$**
Strategy Tool #2 **Parking Demand Management**		**Time**	**Responsibility**	**Implementation Approach**	**High-level Cost**
2A	Introduce Paid Parking as a Pilot Project	Short/Medium	Town & Third-party Vendor	Capital Project, Operating Expenditure	**$$$**
2B	Introduce Parking Technology to Facilitate Paid Parking	Short/Medium	Town & Third-party Vendor	Capital Project, Operating Expenditure	**$$$**
2C	Increase Supply of Short-term Bicycle Parking	Medium	Town & Local Businesses	Capital Project	**$$**
2D	Implement Cycling Priority Projects in the ATNP	Long	Town & MOTT	Capital Project	**$$$**

Strategy Tool #3: **Road Safety & Accessibility**		**Time**	**Responsibility**	**Implementation Approach**	**High-level Cost**
3A	Create a Design Standard for Accessible Parking	Short/Medium	Town	Policy & Regulation	**$**
3B	Add Pick-up and & Drop-off Zone(s)	Medium	Town	Policy & Regulation, Operating Expenditure	**$$$**
3C	Implement Sidewalk & Crossing Improvements in the ATNP	Medium/Long	Town	Capital Project	**$$**
3D	Implement Parking Wayfinding & Signage	Medium	Town	Planning & Management	**$$**
Strategy Tool #4: **Parking Capacity & Enforcement**		**Time**	**Responsibility**	**Implementation Approach**	**High-level Cost**
4A	Increase Capacity for Parking Enforcement	Ongoing	Town/Provider	Operating Expenditure	**$$**
4B	Invest in Parking Enforcement Technology	Ongoing	Town/Provider	Operating Expenditure	**$$**

6.2 Monitoring & Evaluation

Over the next several years—especially before the next parking study is undertaken—it is critical that the Town of Lake Cowichan monitor and evaluate the recommended actions herein. This will allow the Town to better understand the efficacy relative to the overall guiding principles identified in this study. It is recommended that the Town adopt the following monitoring and evaluation indicators:

Strategy Area #1: On- and Off-street Parking Management

- **Parking Occupancy:** Overall on- and off-street parking utilization across the study area of this project.
- **Parking Duration:** Overall on- and off-street parking duration in the across the study area of this project.
- **Parking Turnover:** Overall on- and off-street parking turnover in the across the study area of this project.
- **Parking Supply:** Any changes to the total number of on- and off-parking spaces.
    - Using 6.5 metres for parallel parking, 4.5 metres for angled parking, and 3 metres for perpendicular parking stalls when unmarked by paint lines.
- **Accessible Parking Supply:** Any changes to the total number of on- and off-accessible parking spaces.
- **Parking Wayfinding Signage:** Total number and type of wayfinding signs installed.

Strategy Area #2: Parking Demand Management

- **Changes in Mode Share:** Changes to percent mode share of people travelling to/from the Town of Lake Cowichan
- **Short-term Bicycle Parking**: The total supply of Town-owned short-term bicycle parking spaces.
- **Long-term Bicycle Parking**: The total supply of Town-owned long-term bicycle parking spaces (e.g., bicycle lockers, bike cages).
- **Transit Ridership:** Total number of transit boardings and alightings at the bus stops within the study area.

Strategy Tool #3: Road Safety & Accessibility

- **ICBC Collision Data:** A summary of ICBC collisions (vehicles, pedestrians, cyclists) within the study area.

Strategy Area #4: Parking Capacity & Enforcement

- **Parking Revenue:** Total revenue collected through implementation of paid parking pilot project and any other streets or lots where paid parking is in effect.
- **Parking Tickets:** Number of parking tickets issued by bylaw enforcement for illegal parking.

7.0 NEXT STEPS

The Uptown Area Parking Study represents the first comprehensive assessment of parking conditions in the area. Parking challenges have long been reported in the area, especially in the summer months. But parking is often a victim of being perceived as bad, limited, or hard to find as people's experiences may shape their own perceptions of parking conditions. The purpose of this study was to determine whether the Uptown area needs to increase its parking capacity or whether existing supplies are sufficient.

Based on the results of this study, there is a surplus of parking available within the Uptown area in both the peak and off-peak seasons. During the busiest hour of the summer weekend count period, parking occupancy reached 48% within the study area, significantly less than the 85% occupancy target. Therefore, the "challenge" is not over-utilized parking conditions. Rather, the challenge is that parking demand is not evenly distributed across the study area with lots such as Saywell Park and Kaatza Place north seeing much higher demand than other areas. This demand imbalance has and continues to result in undesirable parking behaviours with vehicles stopping the middle of the street to facilitate drop-off, which worsens congestion and the number of vehicles cruising for parking.

Even though there are more perceived parking challenges than actual parking challenges in the Uptown area, there are ways to improve the overall parking experience for all user groups. A total of 15 actions are recommended which can, once implemented, meet all of the objectives of the strategy toolkit including maximizing the efficiencies of existing parking; providing a safer and more enjoyable parking experience; increasing overall capacity to operate parking; and providing more transportation choices to the residents and visitors of the Uptown area.

Parking management impacts people in so many different ways. The Town has an opportunity to rethink its approach to parking management and implement important changes to help make the Uptown area successful for generations to come.