

2022 Paid Parking Annual Report

In 2022, the Town of Canmore's paid parking program expanded from Quarry Lake to include the Town Centre. As part of the Integrated Transportation Management Plan, paid parking helps reduce congestion in the Town Centre, promote vehicle turnover, and encourages mode shift to alternative transportation methods, such as walking, cycling, or ROAM transit.

2022 Highlights

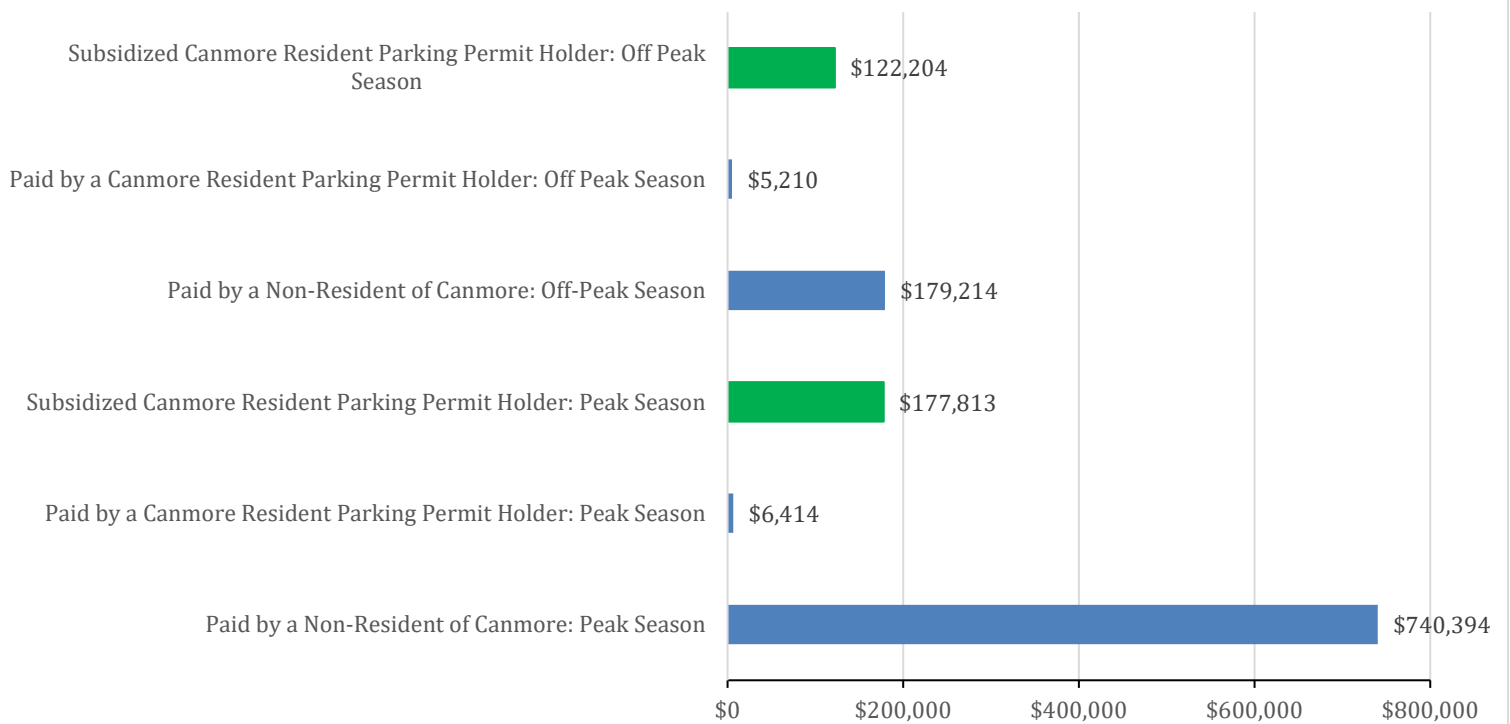
- Paid parking in the Town Centre and Quarry Lake combined, totaled \$1,075,200 in gross revenue (compared to a budget of \$695,500) and \$706,346 in net revenue was generated for 2022 (compared to a budget of \$444,502).
- The highest grossing month was August, with over \$300,000 in gross revenue.
- 12,208 resident parking permits were approved in 2022.
- Ticket appeals were granted to locals adjusting to the program until December 1, 2022. This grace period gave leniency for those learning to use the Blinkay payment system. With a total of 600 appeals received, 292 were granted to residents for this reason.
- Parking Ambassadors use an education-based approach to enforcement, issuing verbal and written warnings prior to ticketing. Where possible, the Parking Ambassadors assisted both residents and visitors to locate pay machines, pay for parking, and answer questions about the paid parking program. Acting as ambassadors, they promote an excellent visitor experience by directing visitors to local businesses and attractions that meet their needs once they have resolved their parking inquiry.
- In addition to direct emails, phone calls, and in-person inquiries, the Paid Parking administrative team responded to 968 submissions to the online Paid Parking Inquiry form. More than half of these inquiries involved a question regarding the Town Centre Paid Parking program or setting up a Blinkay account.

Town Centre

The total gross revenue in the Town Centre for 2022 was \$881,091 (the anticipated revenue was \$475,000).

- Residents activated \$177,813 worth of free parking in the Town Centre during the peak season (May 15th to October 14th), and \$122,204 in the off-peak season (October 15th to May 14th). This is equivalent to just over 120,000 hours, or approximately 10,000 days of parking.
- A total of 17 resident monthly parking permits were sold in 2022 since becoming available on November 1st. The resident monthly parking permits allow for parking within designated Town Centre parking lots.
- In the Town Centre, 71% of paid parking sessions were started via the Blinky app or the QR code web link. The remaining 29% of parking sessions were started via pay machines.
- The two pay machines in the 7th Street/Miner’s Hall parking lot were responsible for 15% of all Town Centre revenue.

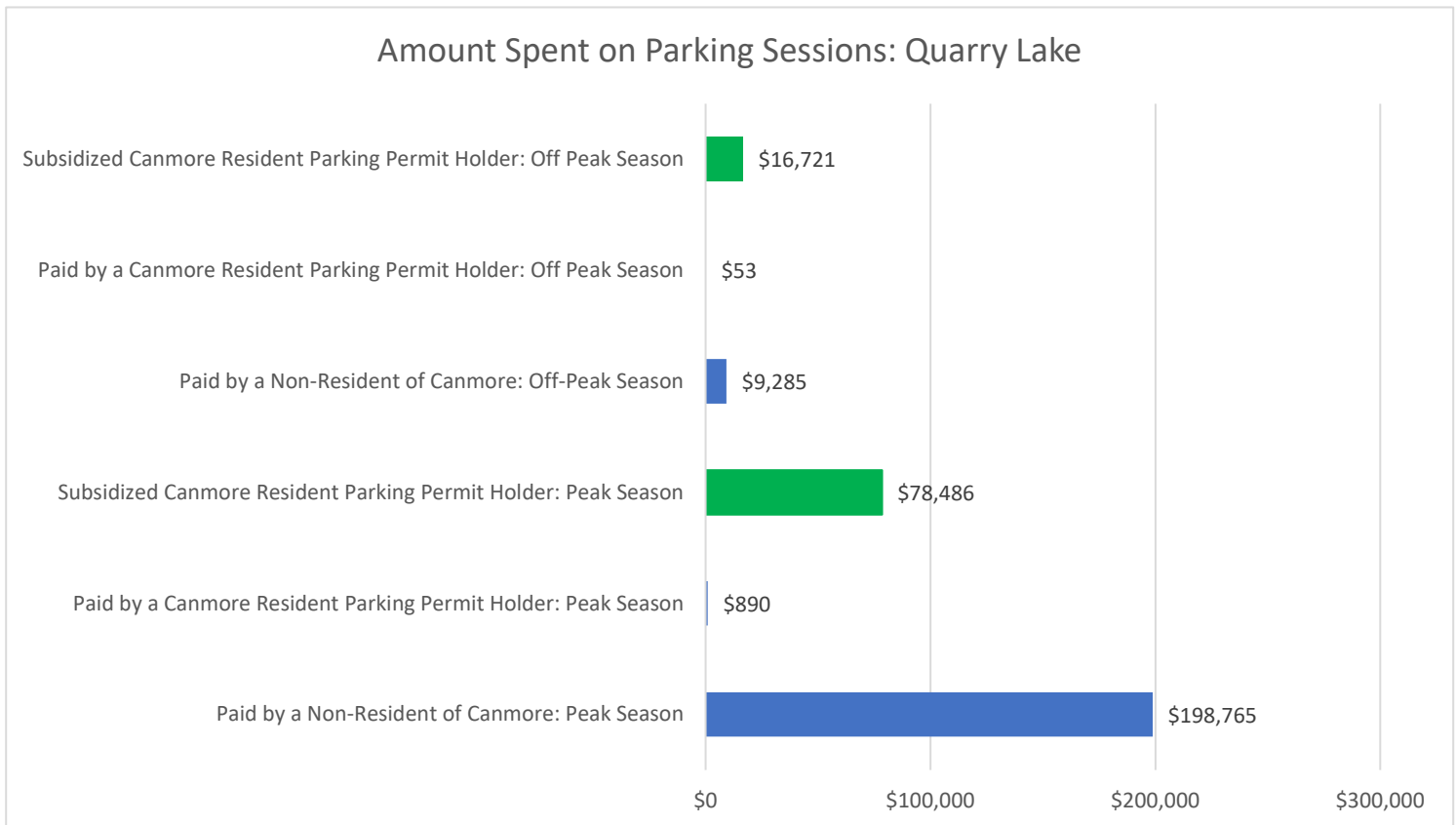
Amount Spent on Parking Sessions :Town Centre



Quarry Lake

- The 2022 gross revenue for Quarry Lake was \$193,410 (compared to a budget of \$220,000).
- Residents redeemed \$78,486 worth of parking at Quarry Lake during the peak season, and \$16,721 worth of parking at Quarry Lake during the off-peak season. The quantity of free parking provided to residents at Quarry Lake in 2022 is equal to approximately 22,385 hours, or about 932 days.
- 84% of hours parked took place during the peak season, of which 72% came from non-residents. Contrarily, during the off-peak season, 64% of hours parked came from residents of Canmore.

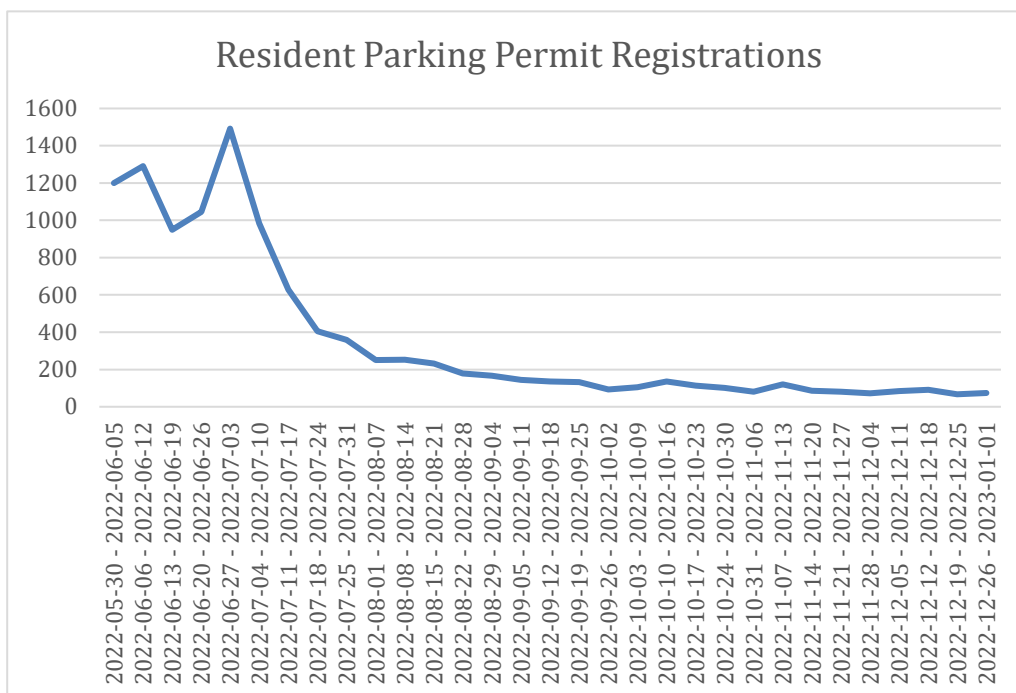
Amount Spent on Parking Sessions: Quarry Lake



Resident and Business Parking Permits

The paid parking team approved 12,208 parking permits in 2022. Of these permits, 513 were issued to businesses licensed to operate in Canmore, 11,695 were issued to residents.

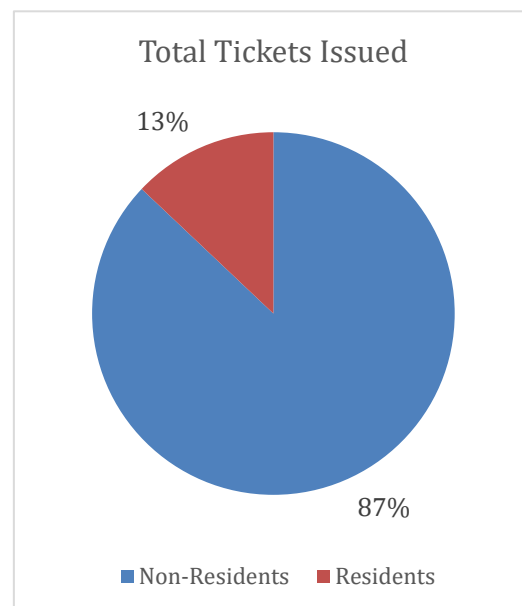
- There were 7,751 unique users of the Permit Portal.
- Nearly 70% of these users registered only one parking permit, while 24% registered two parking permits. The remaining six percent registered between three to five parking permits.
- 198 unique users registered their business vehicles for parking permits. The majority (88%) registered between one and four permits to their account. Nine percent of users registered between five and nine permits to their account. The remaining three percent registered 10 or more permits, with only three businesses registering for more than 15 permits.
- Resident Parking Permits (RPP) became available on May 30th, 2022. The week of June 26th – July 3rd saw the most RPP applications in 2022, likely due to the start of the paid parking program and high visibility of the parking ambassador team, who were actively providing assistance to residents who wished to obtain an RPP and access their free three hours of parking.



Warnings and Tickets

Offence	Warnings	Tickets
Stop or Park without Registering or Making Payment	388	4,984
Stop or Park in Paid Parking Zone for period longer than payment was made	53	216
Park in Controlled Resident Parking Zone without a valid permit	50	251
Stop or Park Where Prohibited by a Traffic Control Device	19	270
Improper Parallel Parking	1	32
Stop or Park in Parking Stall Designated for Disabled Person’s Use	1	37
Other Traffic and Road Use Offences	31	90
TOTAL	543	5,880

- The total number of official warnings and tickets issued in 2022 was 6,423. Parking Ambassadors only enforced the Town of Canmore Traffic and Road Use Bylaw.
- Verbal warnings issued by Parking Ambassadors are not included. Discretion was used to decide whether to issue a ticket or a warning.
- Parking Ambassadors focused on education for the first few weeks of the paid parking program, issuing primarily warnings to first time offenders.
- 82% of those ticketed received one ticket in 2022. The remaining 18% received two or more tickets and were responsible for 37% of tickets issued.
- 75% of all tickets were issued in the Town Centre.
- 63% of tickets issued to non-residents were issued from Friday-Sunday, for a total of 3,688. Residents received 53% of their tickets from Friday-Sunday, for a total of 462.
- The majority of tickets issued (87%) were issued to non-residents.



Next steps

In response to feedback from parking users and parking staff, the following will be explored throughout the course of 2023:

- Install signage to assist users with wayfinding pay machines in locations where a pay machine is not immediately visible.
- Complete a comparative parking study to assess the impacts to parking usage in paid parking areas and their surrounding resident parking permit zones in relation to the Integrated Parking Management Plan.
- Continue to use an education-based approach to enforcement and assist parking users instead of ticketing whenever possible.
- Install newly purchased pay machines in areas that require additional service.
- Changes to staff schedules to allow more officer presence on busy days, such as long weekends.

After one year of program operation, a report will be brought to Council to evaluate the paid parking program and recommend any program changes. These recommendations will be driven by the goals of the Integrated Parking Management Plan and Council's 2023-2026 Strategic Plan.