

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>
To: "Direct to Mayor and Council - DL" <CCDTMACDL@vancouver.ca>
CC: "City Manager's Correspondence Group - DL" <CMCG@vancouver.ca>
"Dobrovoly, Jerry" <jerry.dobrovoly@vancouver.ca>
"LaClaire, Lon" <lon.laclaire@vancouver.ca>
"Storer, Paul" <paul.storer@vancouver.ca>
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Subject: Memo - Commercial Drive Complete Street - Business Engagement Update
Attachments: Memo to Mayor & Council - Commercial Drive Complete Street - Business En....pdf
Commercial Drive Complete Street - Business Loading and Parking Update N....pdf

Greetings Mayor and Council,

Please see the attached memo from Jerry Dobrovoly regarding Commercial Drive Complete Street – Business Engagement Update. A short summary of the memo is as follows:

- Since September 2016, City staff have been engaging business and property owners on Commercial Drive to better understand the loading, delivery, parking and access needs and challenges of local businesses. This engagement has included a Business and Goods Movement Survey, and additional data analysis on parking supply and demand, and monitoring commercial loading zones.
- Since June 2017, City staff has been conducting door-to-door outreach to Commercial Drive business to share the analysis through a Business Loading and Parking Update newsletter (attached for your reference). The outreach allowed City staff to engage further with business and property owners about loading and parking issues and helped staff to better understand the specific conditions at a block by block level.
- City staff have also been meeting with the Commercial Drive Business Society (BIA) to discuss how to work as partners to better understand the key issues for the Commercial Drive businesses with a goal of moving forward in an exploration of design options that benefit both the community and businesses.

If you have any questions or require additional information, please contact Paul Storer, Manager of the Transportation Design Branch, at 604.873.7693 or paul.storer@vancouver.ca.

Best,
Sadhu

Sadhu Aufochs Johnston | City Manager
City of Vancouver | 453 W 12th Avenue
Vancouver | BC V5Y 1V4
604.873.7627 | Sadhu.johnston@vancouver.ca
Twitter: sadhuajohnston



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MEMORANDUM

December 07, 2017

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Janice MacKenzie, City Clerk
Lynda Graves, Manager, Administration Services, City Manager's Office
Rena Kendall-Craden, Director, Communications
Kevin Quinlan, Chief of Staff, Mayor's Office
Naveen Girm, Director of Community Relations, Mayor's Office
Lon LaClaire, Director of Transportation

FROM: Jerry Dobrovolny, General Manager of Engineering Services

SUBJECT: Commercial Drive Complete Street - Business Engagement Update

This memo provides an update on the Commercial Drive Complete Street project and the extensive business engagement activities.

In September 2016, the City of Vancouver conducted a Business and Goods Movement Survey as part of the Commercial Drive Complete Street Project. The survey gave staff a better understanding of the loading, delivery, parking, and access needs and challenges of local businesses.

Based on what was heard through the Business and Goods Movement Survey (157 businesses), we conducted additional data analysis on parking supply and demand, and we monitored a number of commercial loading zones to understand compliance with regulations and high volume times of day. We found:

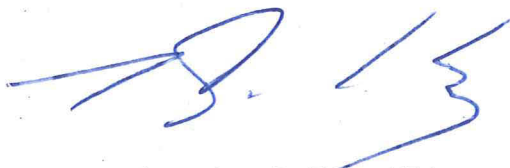
- **Loading:** Commercial loading zones are often occupied by personal vehicles stopping or parking, which is prohibited. As a result, loading zones are often not accessible or available to businesses when needed. The City conducted increased enforcement in the spring and summer to reduce violations.

- **Parking:** Weekday lunch and dinner hours (1pm and 7pm) and weekend dinner hour (7pm) are the busiest times for on-street metered parking. Outside of peak times, parking spaces are available on most blocks.

Since June 2017, City staff have been conducting door-to-door outreach to Commercial Drive businesses to share our recent findings and present information on opportunities to improve loading and parking. The outreach allowed us to engage further with business owners about loading and parking issues and helped us better understand the specific conditions at a block by block level. The Business Loading and Parking Newsletter can be viewed under "What's Happening" on the project website vancouver.ca/commercial-complete-street. The newsletter has been distributed to over 400 businesses along Commercial Drive.

City staff have also been meeting with the Commercial Drive Business Society to discuss how to work as partners to better understand the key issues for Commercial Drive businesses with a goal of moving forward in an exploration of design options that benefit both the community and businesses. We anticipate staff would proceed with a broader discussion with the community and a recommendation to Council in 2019.

If you have any questions or require additional information, please contact Paul Storer, Manager of the Transportation Design Branch, at 604.873.7693 or paul.storer@vancouver.ca.



Jerry W. Dobrovolny, P. Eng., MBA
General Manager of Engineering Services

(T) 604.873.7331

(E) jerry.dobrovolny@vancouver.ca

Commercial Drive Complete Street Project Business Loading and Parking Update



The Commercial Drive Complete Street Project was launched late in August 2016 as the first transportation project following the adoption of the Grandview-Woodland Community Plan. In September 2016, the City conducted a Business and Goods Movement Survey with businesses on Commercial Drive.

As part of the Commercial Drive Complete Street Project, the City is reviewing how loading and parking is functioning on The Drive.

This newsletter is to update businesses on the most recent findings and present information on opportunities to improve loading and parking.

Thank you to everyone who took the time to take the Business and Goods Movement Survey last fall!

Your feedback has helped inform monitoring of select commercial zones to understand occupancy and compliance with regulations.

Business and Goods Movement Survey

For background information and the results of the Business and Goods Movement Survey please review the material on the project webpage.

vancouver.ca/commercial-complete-street



Loading Highlights

Based on recent monitoring and analysis, the following tools have been identified to improve loading access:

- **Enforcement.** A number of commercial loading zones are occupied by personal vehicles stopping or parking, which is prohibited. As a result, loading zones are not accessible or available to businesses when needed. The City will increase by-law enforcement to better monitor Commercial Drive.
- **Adjust/update existing zones.** Further review is underway of existing commercial, loading, and passenger zones. There may be an opportunity to better serve customers and businesses by adjusting zone regulation hours or locations.
- **Add parking meters to loading zones.** Adding on-street parking meters to commercial or loading zones for specified times will increase the supply of parking. These parking meters could be available outside loading zone hours/regulations (e.g. evenings and weekends).

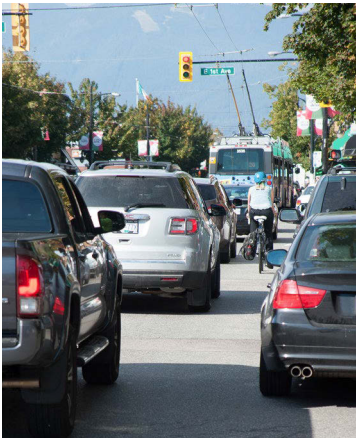


Parking Highlights

The City has conducted a detailed review of parking supply and occupancy for both public and private parking, on-street and off-street.

1. Intercept Survey

The results of a City commissioned intercept survey along The Drive found that 78% people parked within two blocks of their destination and that parking was somewhat easy or easy to find (85%). The survey found many people visiting The Drive parked in on-street metered (33%) and unmetered parking (32%). Less people used off-street parking lots or parkades (7%). The same survey found that 17% of people drove to Commercial Drive, while 82% of people walked, biked, or took transit (1% used car share, taxi, other). Check the project webpage for detail on the Intercept Survey.



2. Parking Supply

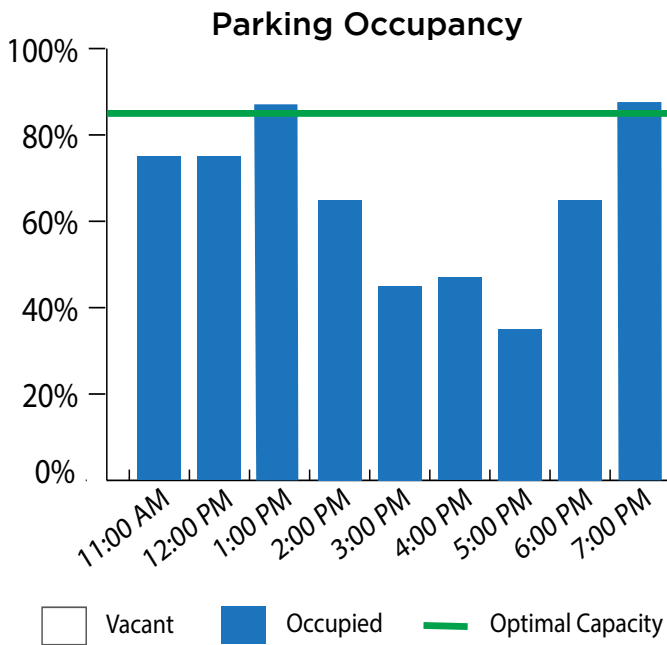
There is a total of 1, 590 parking spaces on or near Commercial Drive.

- 1,260 off-street parking spaces (79%)
- 220 on-street metered spaces (14%)
- 110 non-metered parking spaces (7%)

3. Parking Occupancy

The City targets 85% curbside occupancy - which means about 1 or 2 free spaces per block. This ensures that customers trying to reach businesses are well served and reduces unnecessary cruising for parking, driver frustration, and congestion.

A study of weekday and weekend parking use found that during the busiest times this target occupancy was achieved or nearly achieved (busiest times: weekdays over the lunch at 1pm, weekdays at dinner at 7pm, and weekends in the evening at 7pm).



4. Managing Parking Demand and Supply

As part of the new **City-wide Parking Meter Rate Strategy**, the City reviewed the occupancy data to determine how well the rates support the occupancy target.

Areas where demand is higher than 85%, the City uses a range of tools (including time limits and metered rate changes as examples) to balance supply and demand and reduce unnecessary searching for parking by people driving. Some areas would be considered for a parking meter rate increase and those with lower occupancy would have their parking rates decreased.

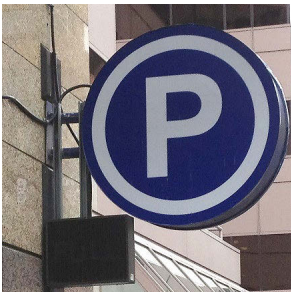
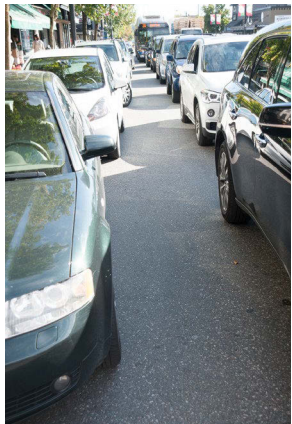
The results for Commercial Drive indicate that the parking rate could be reduced for some blocks and increased at select locations to make sure that customers and businesses are best served.

There is an opportunity for some businesses or property owners to increase the supply of available parking and generate a portion of parking revenue through additional **Micro-Parking Lots**.

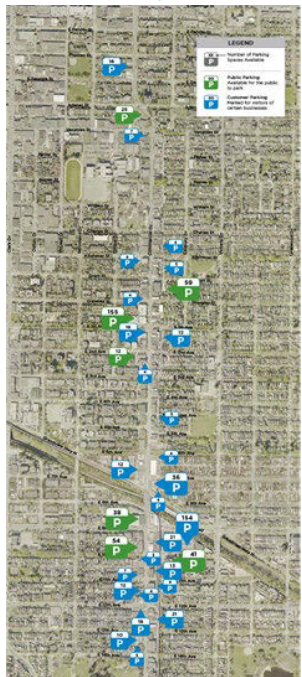
Business or property owners with existing customer or private parking spaces can make those parking spaces available as public pay parking when they are not in use by the business.

A business or property owner would decide when the parking space is available for public parking (e.g. after business hours) and the business can receive a portion of the parking revenue. The public parking is managed by a third party parking provider who may provide lighting, maintenance, and or security.

There is an opportunity to improve the **Signage and Wayfinding** to existing off-street parking spaces. The largest supply of parking is in off-street parkades or lots (1,260), yet only 7% of people surveyed indicated they use them. Business and property owners, through the Commercial Drive Business Society (BIA), can improve signage and wayfinding information to existing off-street parking spaces.



Off-Street Parking Spaces



Commercial Drive Complete Street Consultation Activities

The Commercial Drive Complete Street Project was launched late in August 2016 as the first transportation project following the adoption of the Grandview-Woodland Community Plan.

September 2016

The City conducted a Business and Goods Movement Survey with businesses on Commercial Drive. The purpose of the survey was to help us better understand the commercial loading, delivery, parking, and access needs of businesses on The Drive.

157 businesses participated in the survey

October 2016

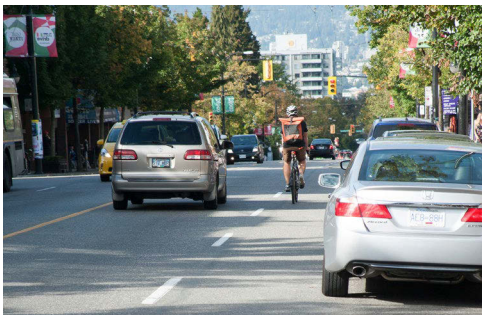
The City hosted two drop-in public open house events to share background information and gather feedback on transportation improvements along the Drive. **305 people attended the open houses. 928 people completed a feedback form or online survey.**

December 12, 2016

The City hosted a one-day drop-in event to share the results of the Business and Goods Movement Survey with businesses and discuss the Complete Street Project.

June 2017

We heard a lot of great ideas during earlier consultation, as well as some concerns about the project in terms of how to achieve a complete street that carefully considers vehicle movement, loading and parking management, and transit reliability. Through the spring and summer 2017, the City is focusing efforts on working closely with individual businesses to better understand their specific needs.



NEXT STEPS

Through door-to-door outreach and individual conversations, the City is continuing to work with businesses to address and learn more about loading and parking.

The City will host pop-up events on public spaces and placemaking through the summer with our VIVA Vancouver program.

In the Fall, the City will host a drop-in information session for businesses and property owners to discuss loading, parking, and micro-parking lots.

To discuss your business needs please contact us by telephone or email.