

Preferred Options Survey

In February 2019, Administration released the findings of the Values and Priorities Survey and Technical Studies, as well as a report recommending the adoption of open option parking. Edmontonians' perspectives on approaches to regulating parking were gathered through a survey and direct feedback on the report. The responses received through both methods are summarized in the following sections.

Parking Options Survey

The survey was promoted through a variety of channels, including:

- The February Mixed Topic Insight Survey
- Six advertisements in three major newspapers over two weeks
- Digital sign advertisements in five LRT stations over two weeks
- Online promotion, including social media and webpage banner ads which led to 6,528 clicks
- Information posted on the project website, which received 6,934 page views with an average 5:26 minutes spent on the page
- Notices in the Evolving Infill, Building Edmonton, and Edmonton Federation of Community Leagues newsletters
- A direct email to all Community Leagues, and other external organizations such as Edmonton Federation of Community Leagues Urban Development Institute - Edmonton Region, Canadian Homebuilders' Association - Edmonton Region, Infill Development in Edmonton Association
- A direct email to over 500 individuals who had signed up to the project mailing list, including participants of the original values and priorities survey

Over 4,100 survey responses were received, including 2,528 responses through the Insight Survey and 1,647 through the open survey link. The results below have been combined to present the findings from the full 4,169 responses received. An appendix at the end of this attachment provides the results of each survey separately to highlight the higher level of support for open option parking among participants through the Insight Survey.

Overall, the surveys showed open option parking with the highest level of support of the three approaches to regulating parking (60 percent) and was most likely to be selected as the single preferred option (47 percent).

Open option parking had the highest level of support from Insight Survey respondents (63 percent). It was also identified as the most preferred option (53 percent). In the open survey link, open option parking (56 percent) and minimum parking (55 percent) had almost equal levels of support. However, a higher

proportion was opposed to minimum parking (38 percent) compared to open option parking (28 percent). When asked to identify the most preferred option, similar proportions chose minimum parking (41%) or open option parking (38%).

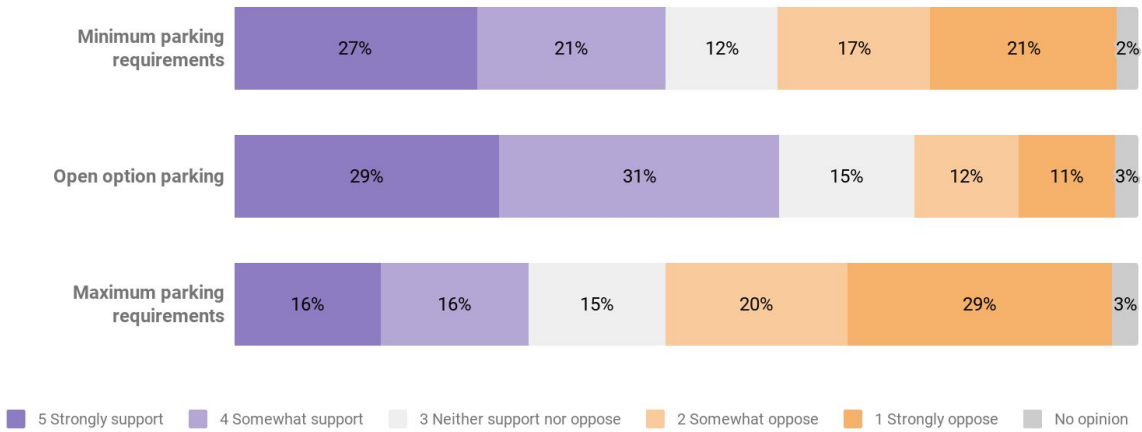
Question 1

There are three main approaches to regulating parking for new homes and businesses. These approaches influence the type of city we have.



To what extent do you support or oppose each of the approaches for regulating parking?

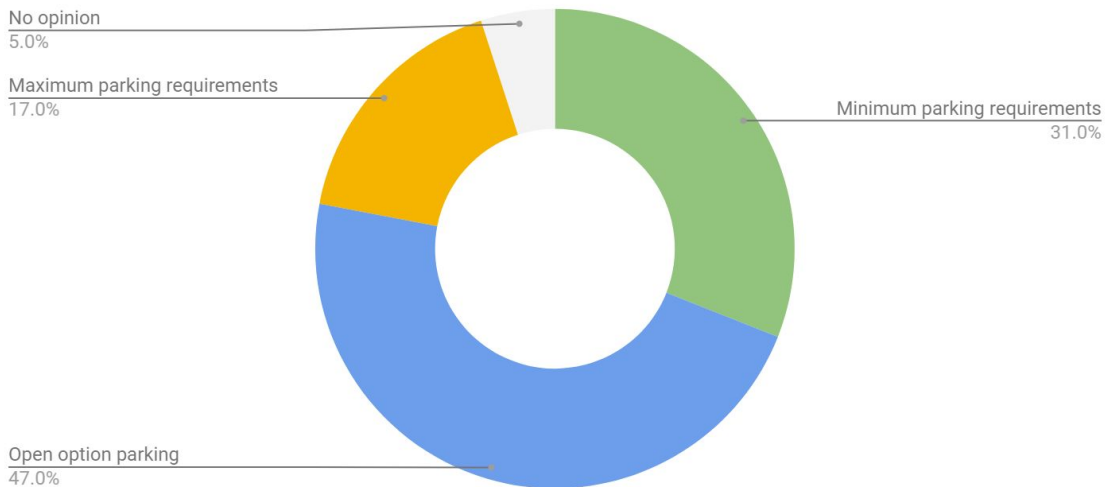
Support or Oppose (combined data, n=4169)



Question 2

Based on the findings from public engagement and technical analysis done so far, City staff are recommending Approach 2 - Open Option Parking. Out of the three approaches to regulating parking, which one do you recommend?

Most Preferred Option



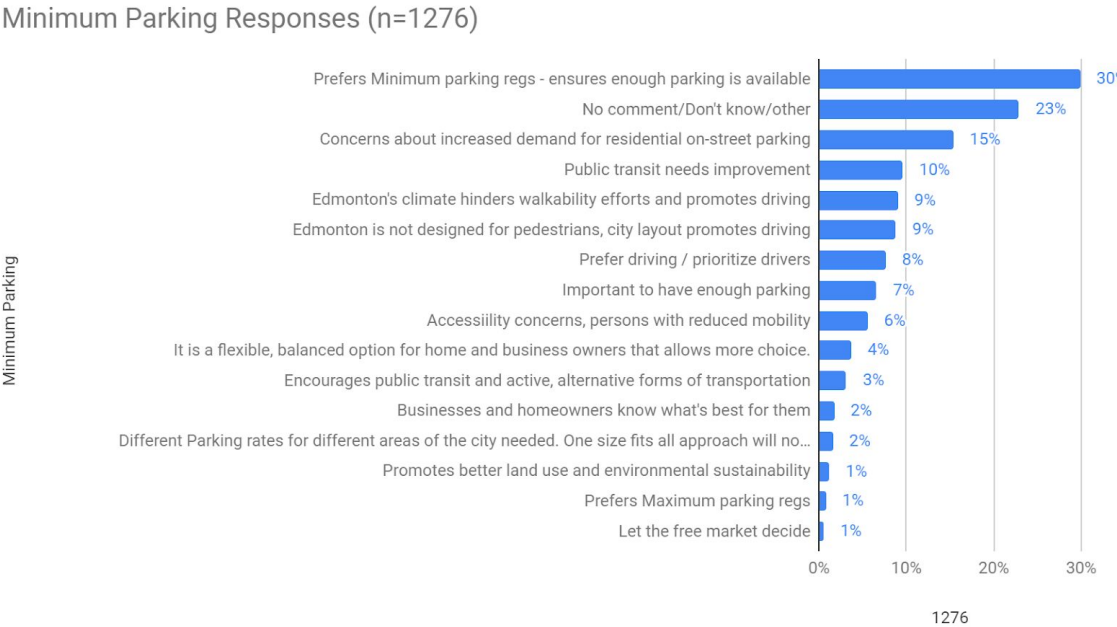
Question 3

Why do you recommend this approach?

A range of written responses were received a highlighted in Table 1. For those that chose minimum parking requirements, the top three reasons were:

- Ensures enough parking is available within the community
- Concerns about increased demand for residential on-street parking if minimum number of parking spaces aren't provided off-street
- Edmonton's winter climate hinders walkability efforts and promotes driving

Table 1 - Themed answers for those that chose minimum parking requirements

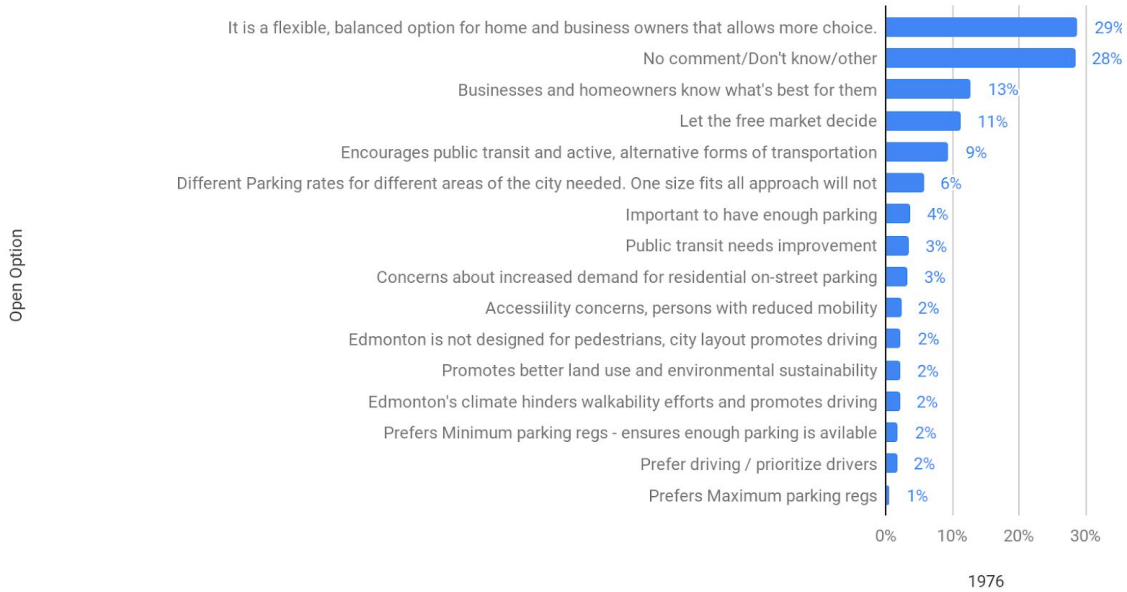


Similarly, a range of answers were provided by those that chose open option parking, as shown in Table 2. The top three reasons were:

- It is a flexible, balanced option for home and business owners that allows more choice in the provision of parking
- Businesses and homeowners know what's best for them
- Let the free market decide the amount of parking required

Table 2 - Themed answers for those that chose open option parking

Open Option Responses (n=1976)

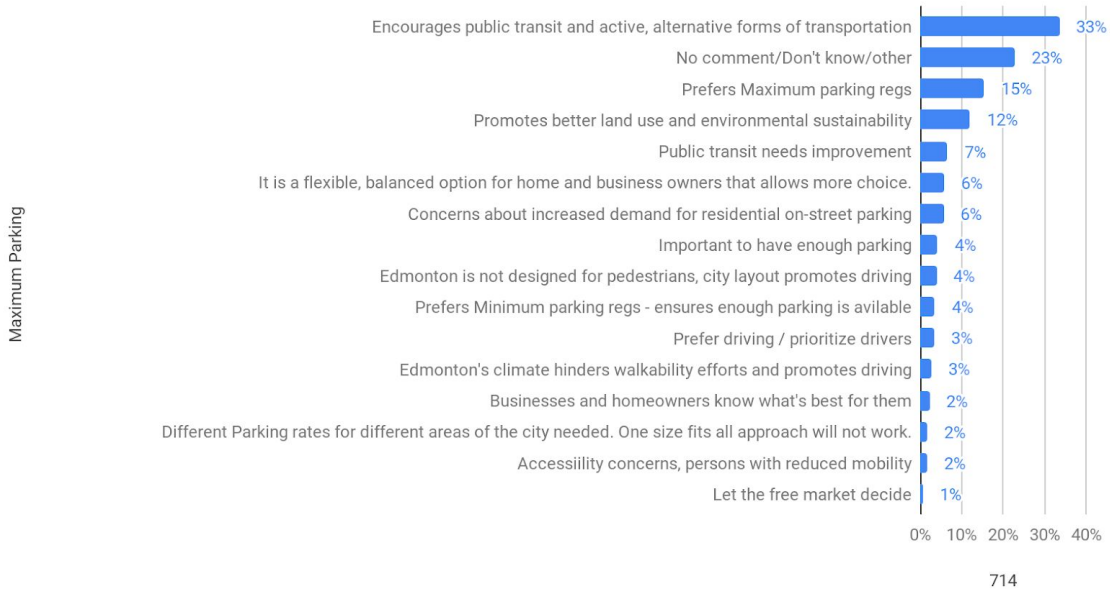


The reasons people chose maximum parking requirements are shown in Table 3, with the top three reasons being:

- Encourages public transit and active, alternative forms of transportation
- Promotes better land use and environmental sustainability
- Edmonton’s current public transit system needs improvement to be a feasible alternative option to driving

Table 3 - Themed answers for those that chose maximum parking requirements

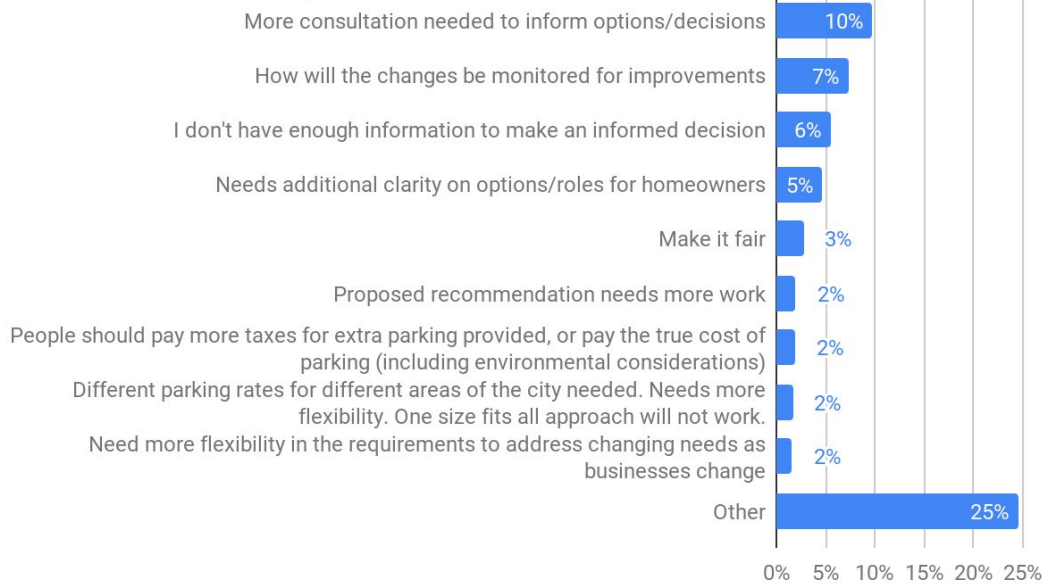
Maximum Parking Responses (n=714)



Question 4

Do you have any comments on City staff's recommendation of Approach 2 - Open Option Parking?

Open Option Parking Responses: Additional Comments (n=1,976)



A range of responses were received including:

- More consultation needed to inform options/decisions
- Questions about how the changes will be monitored for improvements
- The need for further information.

Other comments focused on general concerns like the cost of parking and the location of bike lanes, and innovation in parking and ride sharing.

Report circulation feedback

In addition to being posted online and linked through the online survey, Administration also shared the recommendations report through direct email a number of stakeholders, including:

- All Community Leagues and Business Improvement Areas
- Over 500 individuals who had signed up to the project mailing list, including participants of the original values and priorities survey
- The Edmonton Federation of Community Leagues, Urban Development Institute - Edmonton Region, Canadian Homebuilders' Association - Edmonton Region, Infill Development in Edmonton Association
- Surrounding municipalities

Administration received 19 written responses, with five in support, eight neutral and six in opposition to the proposed open option parking approach.

Two individual Community Leagues were supportive of the change, with one of these noting concerns related to the potential future impact to on-street parking with the arrival of the LRT. One other Community League expressed general concern with potential impacts to areas where the on-street parking supply is constrained. A fourth Community League noted that they would share the report with their executive but did not submit any further comments.

Nine individuals submitted feedback. One was in support and three others had neutral clarifying questions to the content of the report. Six individuals were not in support of the changes for reasons including a lack of viable transit, the need for parking spaces for individuals with limited mobility, increased density creating greater pressures, and impacts to on-street parking. One individual also noted concerns with the survey feeling it was misleading and inaccurate. The individual in support of the changes raised concerns with retaining drop-off space requirements for daycare as this can act as a barrier to these businesses.

The Edmonton Federation of Community Leagues expressed support and excitement for the proposed open option approach, while flagging that some areas with higher on-street parking demand may require careful consideration by the development officer, and the importance of ensuring that parking maximums do not impact the provision of park and ride facilities.

The Infill Development Edmonton Association expressed support for the recommended approach and an individual from the development industry expressed support.

One Business Improvement Association requested a meeting with Administration to get additional information regarding the potential implications of the changes. Following this meeting, no follow up comments were received. Administration was also invited to speak with members of the Urban Development Institute - Edmonton Region and Canadian Homebuilders' Association - Edmonton Region. During this meeting, a range of feedback was shared, including support for removing minimums, concerns regarding parking maximums and soil depth requirements above parkades, questions about the implementation of Transportation Demand Management studies, and concerns with the implementation of new landscaping requirements. Two surrounding municipalities expressed no concerns.

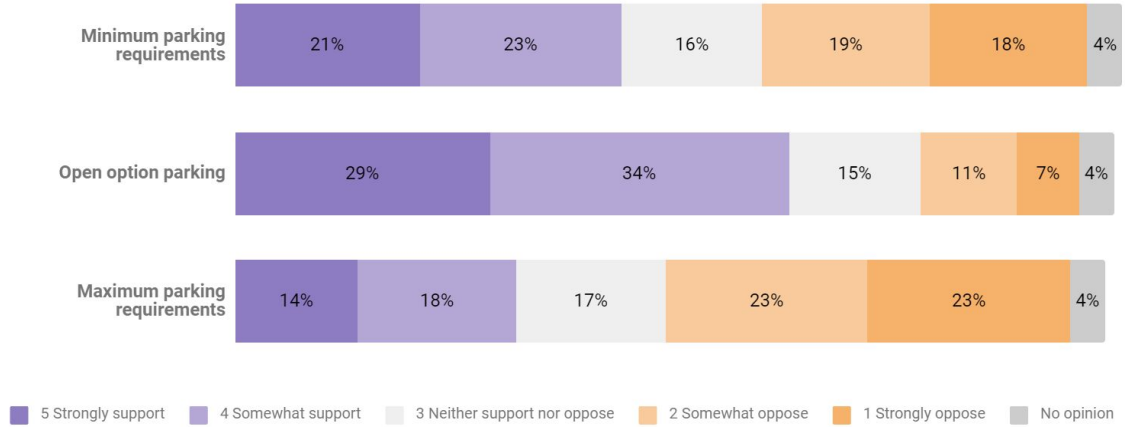
Based on the feedback received, Administration made a number of updates to the proposed regulations and have recommended further education and outreach to share information about parking resources.

Appendix 1 - Comparison of Insight Survey and Open Link Responses

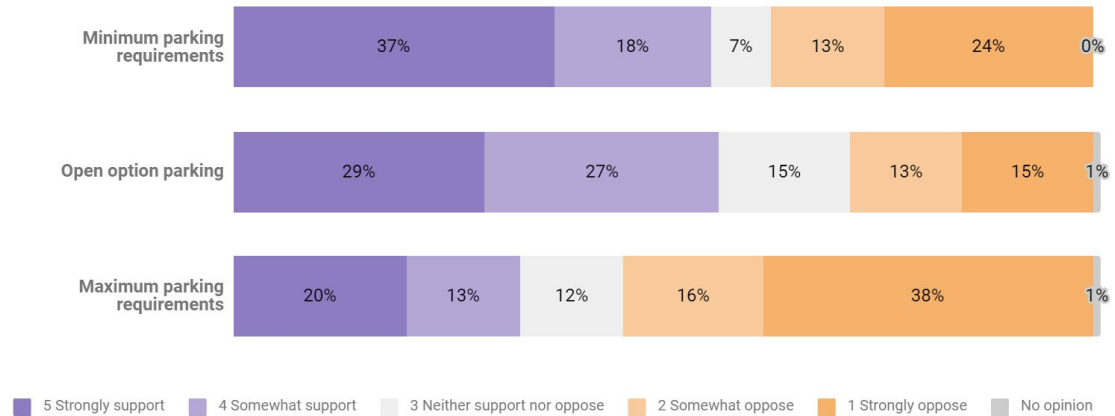
Question 1

There are three main approaches to regulating parking for new homes and businesses. These approaches influence the type of city we have. To what extent do you support or oppose each of the approaches for regulating parking?

Insight Survey Responses (n=2528)



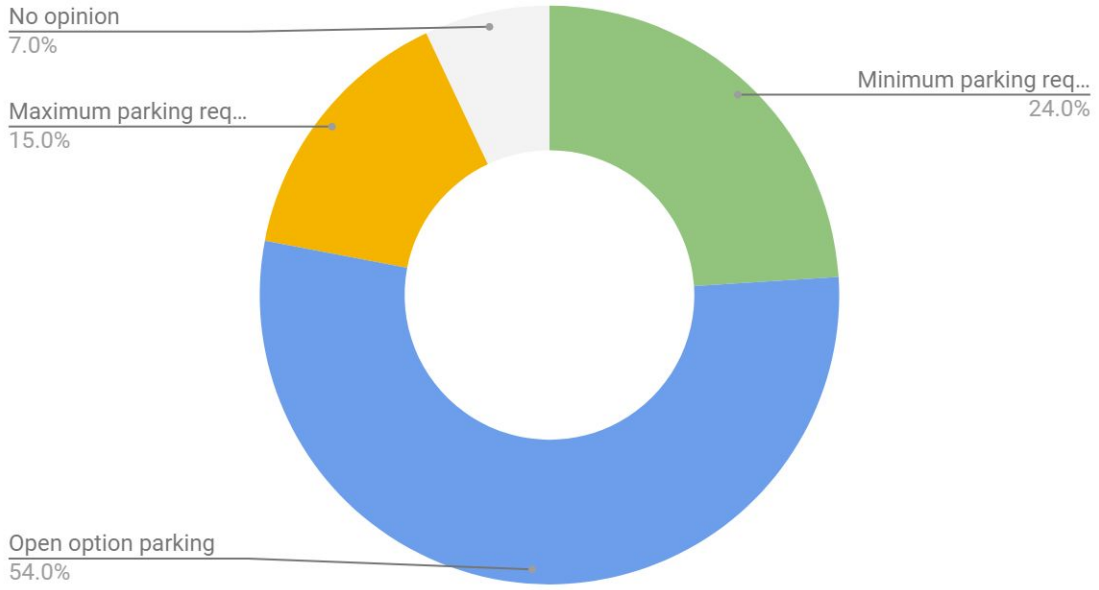
Open Link Survey Responses (n=1647)



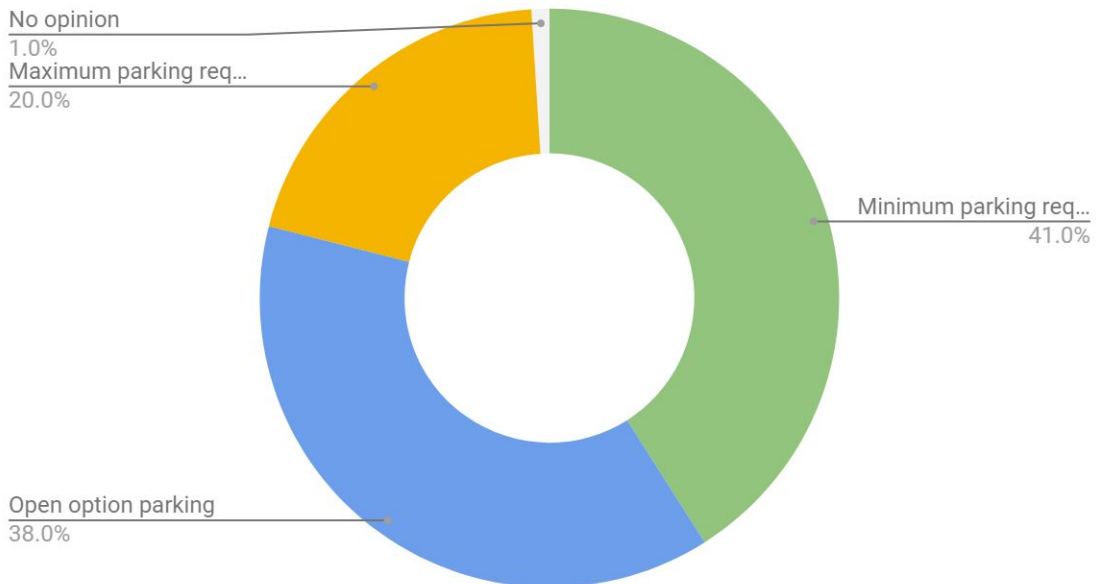
Question 2

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Insight Survey Responses (n=2528)



Open Link Survey Responses (n=1647)



Demographic details of Insight Survey and Open Link Respondents

Primary mode of transportation	Insight Survey	Open Link
Car/truck/Van as DRIVER	68%	66%
Car/truck/van as PASSENGER	4%	3%
Public Transit	16%	11%
Walk	6%	6%
Bicycle	5%	5%
Other (Please specify:)	2%	1%
Did not answer		9%

Secondary mode of transportation*	Insight Survey	Open link
Car/truck/Van as DRIVER	18%	31%
Car/truck/van as PASSENGER	21%	32%
Public Transit	20%	27%
Walk	23%	42%
Bicycle	10%	22%
Only have one mode of transportation	7%	9%
Other (Please specify:)	2%	4%

* Insight Community members only selected one of the options, whereas open link respondents were able to select all options that applied

Age	Insight Survey	Open link
18-34	18%	33%
35-54	37%	37%
55+	44%	22%
Prefer not to say		3%
Did not answer		5%

Gender	Insight Survey	Open link
Woman	51%	45%
Man	46%	44%
Other (please specify)	0%	1%
Prefer not to say	2%	6%
Did not answer		4%