

CITY CENTRE **PARKING** Management Plan



PUBLIC PARTICIPATION SUMMARY REPORT Consultation #1

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INTRODUCTION

The City of Spruce Grove retained Bunt & Associates Engineering Ltd. to undertake the development of a Parking Management Plan for the City Centre. The study and recommendations from this plan will allow the City to determine appropriate responses to current and future parking considerations as they affect parking across the City Centre area.



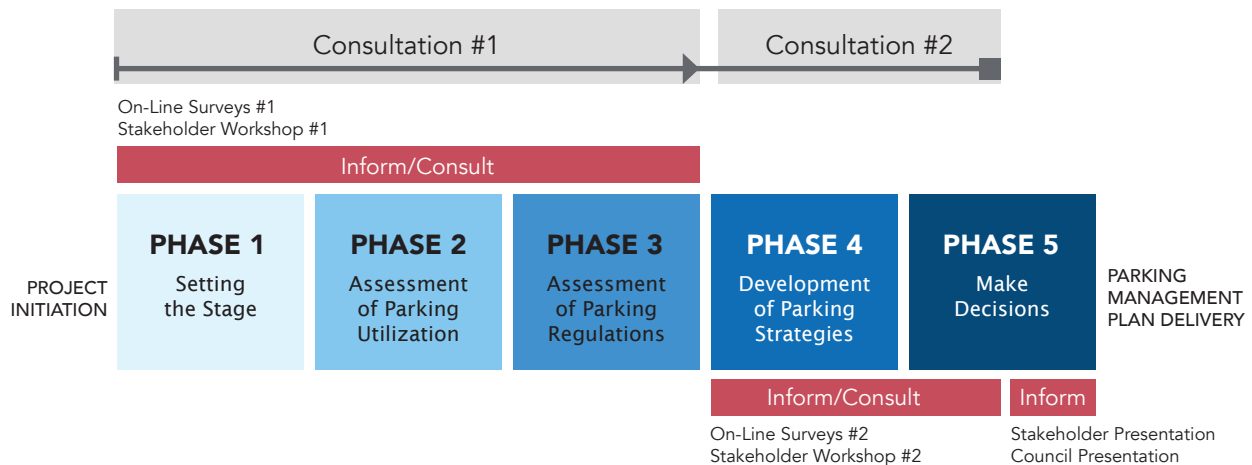
The City Centre is a large area bounded by Calahoo Road to the west and King Street to the east, and Highway 16A to the south and Mohr Avenue to the north.

PROJECT OBJECTIVES:

- Quantify the existing and future projected supply and demand for parking.
- Provide recommendations to optimize the current supply of on-street parking.
- Provide a strategic long-term plan that will allow the City to manage parking needs associated with future growth and revitalization as intended in the new City Centre Area Redevelopment Plan (ARP) that was approved by Council on April 27th, 2020.

ENGAGEMENT OVERVIEW

The City Centre Parking Management Plan is being developed within a five phase process with engagement activities taking place throughout the life-cycle of the project. Consultation #1 coincides with the technical program of the first three project phases. Consultation #2 takes place during the last two phases. The public participation input feeds into and informs the recommendations and the presentation of the Draft Parking Management Plan.



WHO

Was Engaged?

- The City of Spruce Grove General Public
- City Centre Area Residents
- City Centre Business Owners
- City Centre Business Employees
- Community Stakeholder Group Consisting of City Centre Business Owners and City Centre Residents

HOW

People Were Engaged?

- General Public/City Centre Residents Survey
- City Centre Business Owners/Employee Survey
- Stakeholder Workshop & Thought Consensus Poll

PROJECT COMMUNICATIONS

The following communication methods were used to raise awareness about the project and solicit input:



CONNECT SPRUCE GROVE

A web page that includes full details about the project with the option to sign-up via email to stay informed was set up. Furthermore, The City notified all citizens of Spruce Grove via ads in The Examiner and posts to City Social Media. A link to the Public/City Centre Resident Survey#1 was available from **August 6th to August 24th, 2020.**

We are seeking your input!
As a resident of the City Centre area, you are invited to provide your input into the development of the City Centre Parking Management Plan.

This project was initiated as a result of the recently approved City Centre Area Redevelopment Plan (ARP). The City of Spruce Grove recognizes that redevelopment may impact the demand and supply of parking in the City Centre, and as such, we wish to address these impacts together while considering the broader issues of mobility in the area. The City is working with Burt & Associates Engineering Ltd. to conduct this public consultation.

We want to hear from you!
Complete Survey #1 by August 24th to share your thoughts on parking in the City Centre area.

Take the survey at: sprucegrove.org/CityCentreParkingPlan
Or call us: 780-962-7634 Ext. 139

Learn more and stay informed about this project by visiting: sprucegrove.org/CityCentreParkingPlan

CITY CENTRE RESIDENT MAIL-OUT

Mail notices were sent to 450 City Centre residents to bring awareness to the project, including an invitation to complete the Public/City Centre Survey #1.

We are seeking your input!
As a business owner or employee in the City Centre area, you are invited to provide your input into the development of the City Centre Parking Management Plan.

This project was initiated as a result of the recently approved City Centre Area Redevelopment Plan (ARP). The City of Spruce Grove recognizes that redevelopment may impact the demand and supply of parking in the City Centre, and as such, we wish to address these impacts together while considering the broader issues of mobility in the area. The City is working with Burt & Associates Engineering Ltd. to conduct this public consultation.

We want to hear from you!
Complete Survey #1 by August 24th to share your thoughts on parking in the City Centre area.

To access survey: Scan QR Code using the camera on your mobile device
Or go to: <https://cs.surveymonkey.com/s/30080671SGMPP>

Learn more and stay informed about this project by visiting: sprucegrove.org/CityCentreParkingPlan

CITY CENTRE BUSINESSES MAIL-OUT

Mail notices were sent to 175 City Centre businesses to bring awareness to the project, including an invitation to complete the Business Owner/Employee Survey #1.

We are requesting your participation as a Project Stakeholder
The City Centre Parking Management Plan was initiated as a result of the recently approved City Centre Area Redevelopment Plan (ARP). The City of Spruce Grove recognizes that redevelopment may impact the demand and supply of parking in the City Centre, and as such, we wish to address these impacts together while considering the broader issues of mobility in the area. The City is working with Burt & Associates Engineering Ltd. to conduct this public consultation.

This project includes two rounds of consultation. Each round will include a public survey, a City Centre business/employee survey, and an on-line Stakeholder Workshop.

Please confirm your interest
Respond to this email by August 10th to confirm your interest and availability to participate.

Stakeholder Workshop #1 (on-line)
August 20th 3:30 pm to 5:00 pm
Stakeholder Workshop #2
Fall 2020

Learn more and stay informed about this project by visiting: sprucegrove.org/CityCentreParkingPlan

PROJECT STAKEHOLDER INVITATION

A total of 30 individuals within the City Centre business community together with City Centre residents were invited to participate as Project Stakeholders.



CITY CENTRE PARKING MANAGEMENT PLAN SURVEY

The City of Spruce Grove has retained [Bunt & Associates Engineering Ltd.](#) to undertake the development of a Parking Management Plan for the City Centre area. This initiative was recommended as part of the recently approved [City Centre Area Redevelopment Plan](#).

The study and recommendations from this plan will allow the City to determine appropriate responses to current and future parking considerations as they affect parking across the City Centre area.

- o We are inviting the *BUSINESS COMMUNITY* to share their thoughts on parking in the City Centre area by completing the online survey that was mailed to you by the City of Spruce Grove. If you did not receive the mail out, please email jlsobie@sprucegrove.org.
- o *RESIDENTS* are invited to complete the following survey available at www.sprucegrove.org/CityCentreParkingPlan.

The results will be used to help develop a parking management plan for the City Centre to manage parking needs for today and what is anticipated for future growth and revitalization of the area. The survey will close on August 24 at 10 p.m.

The project timeline also includes a second survey later this fall, which we will announce here as well.

PROJECT TIMELINE: [CLICK HERE](#)

CITY CENTRE BUSINESS ASSOCIATION WEBSITE

A notice about the project was shared on the Spruce Grove City Centre Business Association website. This notice included information and links to Survey #1.



PROJECT STAKEHOLDER WORKSHOP #1

A 90 minute virtual workshop was held on **August 20th, 2020**. This workshop was facilitated by Bunt & Associates Engineering Ltd. with attendance by the Technical Team, the City of Spruce Grove Steering Committee, and Project Stakeholders. This workshop included a follow-up with all participants, including those unable to attend with a copy of the Workshop Slide Deck together with

the recorded thoughts/feedback that was received. To complete the workshop process, the thoughts were consolidated by similarity and grouped into seven themes later sent to all Stakeholders to complete a **Thought Consensus Poll** for the purpose of identifying the thoughts/areas representing the highest level of agreement.

WHAT WE HEARD

The first round of consultation, which included the Public/City Centre Resident Survey, the City Centre Business Owner/Employee Survey, and the Stakeholder Workshop was undertaken to solicit the perceptions and experiences surrounding parking in the City Centre from a broad audience. With COVID-19 changing the landscape of businesses, social and recreational activities, including travel patterns, it was also important for the Project Team to obtain feedback based on conditions pre-COVID-19 together with existing conditions.

The purpose of this initial consultation was to listen, learn, and identify the key themes that emerge. The results provide important insight so that the parking management recommendations put forth are aligned with the aspirations of the community. The key outcomes and themes that emerged for each survey and the Stakeholder workshop are summarized below and on the following pages:

PUBLIC/CITY CENTRE RESIDENT SURVEY

- 253 TOTAL RESPONSES RECEIVED** | 89% Frequent the City Centre | 94% Drive to the City Centre
- 43 CITY CENTRE RESIDENTS** | 77% Frequent the City Centre | 82% Drive to the City Centre

Prior to Covid-19, how would you generally describe parking conditions in the City Centre?
29% Poor to Very Poor | 34% Fair | 35% Good to Very Good | 2% Unknown

Currently, how would you generally describe parking conditions in the City Centre?
18% Poor to Very Poor | 36% Fair | 43% Good to Very Good | 3% Unknown

WHEN ASKED ABOUT PERSONAL PARKING USE/REQUIREMENTS...

How long do you typically park when you visit the City Centre?
72% Up to 2 hours | 28% More than 2 hours

How far do you typically park from your destination?
92% Park directly in front of or within one block of their destination

What type of parking do you typically use when you visit the City Centre?
54% Use on-street parking with no restrictions | 37% Use the parking lot at their destination
6% Use on-street parking with time restrictions | 3% Use a parking lot near their destination

When do you most often require parking in the City Centre? (select all that apply)
83% Weekdays 6am-5pm | 41% Saturdays 6am-5pm | 34% Weekdays after 5pm
14% Sundays and/or holidays | 13% Saturdays after 5pm

WHEN ASKED TO RATE SPECIFIC ASPECTS OF PARKING...

How would you rate the following aspects of parking in the City Centre?

	Very Poor	Poor	Fair	Good	Very Good	Unknown
Time/Restrictions						
Count	4	15	50	62	30	33
Row %	2.1%	7.7%	25.8%	32.0%	15.5%	17.0%
Proximity to Destinations/Services						
Count	3	24	59	68	41	1
Row %	1.5%	12.2%	30.1%	34.7%	20.9%	0.5%
Safety/Security						
Count	7	20	43	80	37	7
Row %	3.6%	10.3%	22.2%	41.2%	19.1%	3.6%
On-street Parking Availability						
Count	8	38	71	55	21	2
Row %	4.1%	19.5%	36.4%	28.2%	10.8%	1.0%
Parking Lot Availability						
Count	35	46	48	41	18	8
Row %	17.9%	23.5%	24.5%	20.9%	9.2%	4.1%

Overall, respondents indicate that the various aspects of parking are fair to very good. The one notable variation is seen in the rating for parking lot availability.

← **42%** Note that Parking Lot Availability is poor to very poor

WHEN ASKED TO SHARE COMMENTS, SUGGESTIONS, CONCERNS...

Do you have any comments, ideas, suggestions, or concerns about parking in the City Centre that you would like to share?

5 THEMES EMERGED:

- 1. LACK OF ADEQUATE PARKING AT THE SPRUCE GROVE PUBLIC LIBRARY**
21 Comments
- 2. PARKING REDUCTION CONCERNS WHEN MOVING FROM ANGLED TO PARALLEL PARKING**
20 Comments
- 3. PARKING TIME LIMITS/RESTRICTIONS CONCERNS AND IDEAS**
16 Comments
- 4. ACCESSIBILITY AND SEASONALITY CONCERNS**
16 Comments
- 5. PARKING UTILIZATION CONCERNS (WHEN AND WHERE PEOPLE PARK)**
15 Comments

BUSINESS OWNER/EMPLOYEE SURVEY



61 RESPONSES TOTAL | 33% Business Owners | 67% Employees
98% drive to the City Centre and require parking

Prior to Covid-19, how would you generally describe parking conditions in the City Centre?

33% Poor to Very Poor | 41% Fair | 14% Good to Very Good | 2% Unknown

Currently, how would you generally describe parking conditions in the City Centre?

30% Poor to Very Poor | 46% Fair | 23% Good to Very Good | 2% Unknown

WHEN ASKED ABOUT PERSONAL PARKING USE/REQUIREMENTS...

How long do you typically require for parking within the City Centre in support of your work?

100% Require more than 4 hours of parking

How far do you typically park from your place of business?

95% Park directly in front of or within one block of their place of business

What type of parking do you typically use when you visit the City Centre?

37% Use on-street parking with no restrictions | 30% Use the parking lot at their destination

27% Use on-street parking with time restrictions | 7% Use a parking lot near their destination

When do you most often require parking in the City Centre? (select all that apply)

88% Weekdays 6am-5pm | 23% Saturdays 6am-5pm | 17% Weekdays after 5pm

0% Sundays and/or holidays | 0% Saturdays after 5pm | 10% All the above

WHEN ASKED ABOUT CUSTOMER PARKING USE/REQUIREMENTS...

From respondents of businesses that DO have dedicated customer parking:

What was your perception of customer parking supply near your business/place of employment?

Prior to COVID-19: 77% of respondents indicated that customers were most often or always able to find parking within a reasonable time-frame near place of business | 23% indicated that customers often found it difficult to find parking within a reasonable time-frame near place of business.

Currently: 84% of respondents indicated that customers are most often or always able to find parking within a reasonable time-frame near place of business | 16% indicated that customers often find it difficult to find parking within a reasonable time-frame near place of business.

How long does a typical customer need parking in order to patronize your business?

24% Less than 30 min | 40% 30 min to 1 hour | 13% 1-2 hours | 16% 2-4 hours | 8% More than 4 hours

From respondents of businesses that DO NOT have dedicated customer parking:

What was your perception of customer parking supply near your business/place of employment?

Prior to COVID-19: 65% of respondents indicated that customers were most often or always able to find parking within a reasonable time-frame near place of business | 34% indicated that customers often found it difficult to find parking within a reasonable time-frame near place of business.

Currently: 83% of respondents indicated that customers are most often or always able to find parking within a reasonable time-frame near place of business | 17% indicated that customers often find it difficult to find parking within a reasonable time-frame near place of business.

How long does a typical customer need parking in order to patronize your business?

13% Less than 30 min | 17% 30 min to 1 hour | 30% 1-2 hours | 30% 2-4 hours | 9% More than 4 hours

WHEN ASKED TO RATE SPECIFIC ASPECTS OF PARKING...

How would you rate the following aspects of parking in the City Centre?

	Very Poor	Poor	Fair	Good	Very Good	Unknown
Time/Restrictions						
Count	18	8	16	14	3	2
Row %	29.5%	13.1%	26.2%	23.0%	4.9%	3.3%
Proximity to Destinations/Services						
Count	3	8	20	17	11	1
Row %	5.0%	13.3%	33.3%	28.3%	18.3%	1.7%
Safety/Security						
Count	5	8	19	14	14	1
Row %	8.2%	13.1%	31.1%	23.0%	23.0%	1.6%
On-street Parking Availability						
Count	10	16	14	14	7	0
Row %	16.4%	26.2%	23.0%	23.0%	11.5%	0.0%
Parking Lot Availability						
Count	18	21	7	8	4	2
Row %	30.0%	35.0%	11.7%	13.3%	6.7%	3.3%

A varied response with areas of concern highlighted.

← **43%** Note that Time/Restrictions is poor to very poor

← **42%** Note that On-street Parking Availability is poor to very poor

← **65%** Note that Parking Lot Availability is poor to very poor

WHEN ASKED TO SHARE COMMENTS, SUGGESTIONS, CONCERNS...

Do you have any comments, ideas, suggestions, or concerns about parking in the City Centre that you would like to share?

4 Themes Emerged:

1. PARKING TIME LIMITS/RESTRICTIONS CONCERNS AND IDEAS

16 Comments

2. PARKING REDUCTION CONCERN WHEN MOVING FROM ANGLED TO PARALLEL PARKING

12 Comments

3. PARKING UTILIZATION CONCERNS & IDEAS (WHEN AND WHERE PEOPLE PARK)

7 Comments

4. ACCESSIBILITY AND SEASONALITY CONCERNS

5 Comments

STAKEHOLDER WORKSHOP #1 FEEDBACK & THOUGHT CONSENSUS POLL



22 PROJECT STAKEHOLDERS | 15 THOUGHT CONSENSUS POLL RESPONDENTS

Workshop Overview

- 1) The Project/Engagement Process
- 2) Background to the City Centre Parking Management Plan
- 3) An Overview of Parking Management
- 4) An Overview of Parking Conditions
- 5) Initial Findings About the Parking Conditions
- 6) Breakout Rooms > Voice Your Thoughts/Deep Dive
- 7) Summary of What's Been Heard Today
- 8) Next Steps/Thought Exchange Consensus Poll

Project Stakeholders were invited to participate in a 90 minute virtual workshop together with the Project Steering Committee and key members of the Technical Team on August 20th, 2020. Presentations were made relating to the background of the project, an overview of parking management, and an overview of the parking conditions in the City Centre.

Each Stakeholder was invited to voice their comments, questions, and concerns. All feedback was recorded and is summarized as follows:

What are Your Thoughts/Comments/Concerns About Parking in the City Centre?

Voice Your Thoughts - Two to Three Minutes Per Person

A total of 52 thoughts were recorded. After the meeting, the thoughts were consolidated and grouped into the following seven themes:

1. PARKING REDUCTION

- Concerned about the loss of stalls from converting angle spaces to parallel on McLeod.
- Concerned about the distance that seniors and families with children will need to walk with the reduction of stalls on McLeod.

2. PARKING TIME RESTRICTIONS

- There needs to be a balance to accommodate demands for short-term and long-term parking.
- The current two-hour parking does not meet the needs of all customers, residents, employees.
- We could use four-hour parking limits in less utilized areas.

2. PARKING UTILIZATION

- Insufficient parking at the Spruce Grove Public Library & Art Gallery.
- There are times that parking lots and on-street parking are full along First Avenue. During busy periods, you have to park fairly far away from your destination.
- Depending on time of day, parking seems to be okay.
- On the weekends, there are no parking issues.
- There are parking areas in the City Centre area that are empty.
- Parking in the City Centre works fine.

4. LOCATION OF PARKING/ACCESSIBILITY/SEASONALITY

- People want convenient parking.
- Concerned with parking distance/walking distance, especially for families in winter.
- While it is recognized that some people will need to walk, there needs to be accessible parking for businesses.
- Winter weather impacts the ability to park on the street and/or in on-site parking lots.
- People are willing to walk a few blocks to their destination.
- Business owners need to be flexible and expect that some people may need to walk a little ways.

5. PARKING IN RELATION TO DENSITY

- Existing parking should be preserved and increased with additional development.
- Current 80-90% utilization on street will become problematic for customers to find parking with additional density.
- Concerned about insufficient on-site parking for residents in the future.
- Concerned about people parking in front of residences.

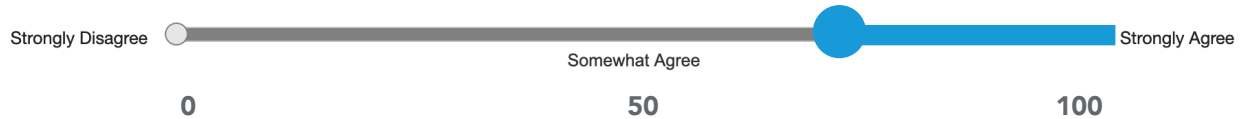
6. BUSINESS OWNER & EMPLOYEE PARKING

- Concerned about employees parking in front of business.
- Concerned about people parking in the lots who are not patrons of the business that the lot is associated with.
- The larger staffed businesses should be finding spots for their employees to safely park Monday-Friday.

7. PARKING SOLUTIONS

- We need to approach parking as a shared resource for the common good of all.
- If we want a more pedestrian friendly area, we need user-friendly public transit options.
- Would be nice to have a parkade (above ground) for employees to park and walk to work.
- Business owners/employees could park in empty lots and walk instead of parking in front of active businesses.

In order to take a deeper dive into the feedback received and discover the level of consensus among the thoughts, Stakeholders were asked to complete a Thought Consensus poll.



**THOUGHTS BASED ON HIGHEST LEVEL OF CONSENSUS
(Ranking of 70+ indicating full agreement):**

- 89** We need to approach parking as a shared resource for the common good of all.
- 87** There are parking areas in the City Centre area that are empty.
- 84** On the weekends, there are no parking issues.
- 79** Current 80-90% utilization on street will become problematic for customers to find parking with additional density.
- 78** The current two-hour parking does not meet the needs of all customers, residents, employees.
- 76** Would be nice to have a parkade (above ground) for employees to park and walk to work.
- 74** People want convenient parking.
- 74** Concerned with parking distance/walking distance, especially for families in winter.
- 74** Winter weather impacts the ability to park on the street and/or in on-site parking lots.
- 72** While it is recognized that some people will need to walk, there needs to be accessible parking for businesses.
- 72** We could use four-hour parking limits in less utilized areas.
- 71** If we want a more pedestrian friendly area, we need user-friendly public transit options.
- 70** Depending on time of day, parking seems to be okay.

NEXT STEPS

PHASE 4: DEVELOPMENT OF PARKING STRATEGIES

As a result of the data collection exercise, analysis of potential future conditions, assessment of parking regulations (Project Phases 1-3), and the feedback received during the first round of consultation, Bunt & Associates will provide thorough insight into current conditions as well as limitations/opportunities related to future conditions. A series of parking management strategies will be developed.

CONSULTATION ROUND 2

The second round of consultation will involve obtaining feedback on the Draft Parking Management strategies. Opportunities for input will be made available via an on-line survey and Stakeholder Workshop #2.

PHASE 5: MAKE DECISIONS

This phase will include the preparation and circulation of the draft report. The draft report will include summaries of all data collection and analysis undertaken as part of the study, as well as recommendations developed as a result of the analysis and feedback received during the process. After making the necessary minor edits and adjustments, the Final Report would be issued to the City of Spruce Grove, presented to Council, and shared with Project Stakeholders.

STAY CONNECTED!

sprucegrove.org/CityCentreParkingPlan