

Downtown parking working to serve you better

People don't come to park, they come to patronize your unique business.

Let's talk!

→ Free parking = fewer spaces

The key to an effective on-street parking program is generating turnover. Not charging for parking will result in people parking in front of your business for the entire day, therefore leaving no space for your customers. One of the greatest sources of dissatisfaction amongst downtown-area parkers is when they receive tickets for parking too long, and this often discourages people from returning. The price of on-street parking needs to be high enough to deter people from parking for long periods, and low enough that people are not discouraged from parking altogether; the result will be more spaces to park.

→ Two hours free

Saturday's free two-hour parking promotion also results in fewer spaces for your customers, because it is virtually impossible to enforce. As parkers don't need a pay station receipt, there is no "start time" and no reasonable way for parking patrols to measure how long the car has been there. Enforcement patrols would need to chalk every tire downtown every two hours, which would result in even more tickets. Generating turnover is more effectively accomplished with parking meters than with signs or enforcement.

Charging less isn't the answer

The truth is, 50 years of research has shown reducing parking fees doesn't mean more people will come downtown. People don't come to park, they come to patronize your unique business. When customers are provided a service or product they want or need, the cost of parking is rarely a deterrent.

→ The money collected benefits you

A large portion of parking fees collected are reinvested back into downtown to improve safety, cleanliness, image and to help market it. A better downtown means good things for your business.

Thursdays with the Parking Guy, Randy Topolniski of the Winnipeg Parking Authority

August 4, 2011 – The Fyxx, 310 Broadway

8:30 - 8:35 - Meet & greet
8:35 - 8:50 - Presentation by Randy
8:50 - 9:30 - Questions

*Light breakfast provided

For more information and to **RSVP** contact:

Downtown Winnipeg BIZ

Phone: 958-4640

Web: www.downtownwinnipegbiz.com

Also see:

Winnipeg Parking Authority

Web: www.theparkingstore.winnipeg.ca

Don't use the street


A recent survey conducted revealed that almost 60% of business owners use on-street parking for themselves and their employees, thereby reducing the number of scarce and valuable spaces for their customers (as well as yours). The street is meant for short-term customer parking—head to a parkade or lot when you're spending more than a couple of hours downtown. There are 30,000 off-street parking spaces downtown, compared to just 2,000 on the street!

→ Comfortable and convenient

Putting your vehicle in a parkade is the most comfortable and convenient way to park. Since they are connected to the indoor walkway system, many people leave their coats in their cars and walk in the comfort of the indoors. Your car is also kept warm during the day, something especially nice during a Winnipeg winter! It's also good to note, if you're heading anywhere on Portage or Graham, you are never more than two blocks (less than a 5 minute walk) away from an indoor parkade.

→ Provide alternatives for customers

If you're concerned about your customers paying for on-street parking, consider some alternatives:

- Sign up for the Blue Loonie program 
- Provide your own validation program
- Encourage people to use transit (every bus line goes through downtown in 30 minutes or less)
- Encourage people to walk or ride their bike

Fewer cars in downtown means less congestion, less pollution and a more-pedestrian friendly environment. These factors lead to a more vibrant and sustainable downtown that, in turn, is good for your business.

Costs in other cities

Winnipeg hourly parking rate compares very favourably to other Canadian cities.

Winnipeg	\$1/hour
Edmonton	\$1-2.50/hour
Calgary	\$4-6/hour
Halifax	\$1.50/hour
Regina	\$1/hour
Saskatoon	\$0.75-\$2/hour
Ottawa	\$3/hour