

Date: July 17, 2025

To: **Mayor and Council.**

Name and title: Eric Depenau, Director of Administrative Services

Subject: Modernizing Parking in Prince George – recommendations from LEA Consulting

Attachment(s):
1. LEA PowerPoint Presentation.
2. Executive Summary – LEA Parking Modernization Study.
3. Report – LEA Parking Modernization Study.

Recommendation(s):

That Council RECEIVES FOR INFORMATION the report dated July 17, 2025, from the Director of Administrative Services, titled, “Modernizing Parking in Prince George – Recommendations from LEA Consulting”.

Purpose:

To provide the outcomes and recommendations of the Park Modernization Study and to hear from LEA Consulting Ltd who the City retained to undertake the study.

Background:

On May 12, 2024, Council considered a Notice of Motion and directed staff to undertake a full review of the City of Prince George Parking Bylaw 6056 as it relates to the Downtown C1 Zone. Staff were also directed to recommend one or more options to alleviate pressures surrounding on-street parking at the University Hospital of Northern British Columbia due to ongoing construction which has, and will for a prolonged period, impact parking for healthcare workers and patients.

In July 2024, council directed staff to launch a Request for Proposal (RFP) process to retain consulting services to support this scope of work. In February 2025, the City announced it had launched a Parking Modernization Study to assess and improve parking in the Downtown and Hospital Parking Zones. The study aims to optimize municipal parking supply, enhance parking operations and enforcement, and align with the City’s long-term planning objectives, including the Civic Core District Plan.

To conduct the study, the City partnered with LEA Consulting Ltd. (LEA), a transportation planning and engineering firm specializing in parking management solutions.

Public engagement: Public input was a critical component of the study, and direct engagement took place with downtown businesses and business groups such as the Downtown Business Association, Chamber of Commerce and Tourism Prince George as examples. Key engagement opportunities included:

- **Participation at Cityfest:** Representatives from LEA managed a booth at the well-attended Cityfest event held in May at the Prince George Civic Center and engaged with members of the community through this forum.
- **Online Survey:** An online survey was launched in April 2025 to gather feedback from residents and business owners on their parking concerns and experiences in the downtown and hospital areas. There were almost 1500 responses received for the open survey, and the second survey, specifically for area businesses, received a total of 53 responses.
- **Public Meeting:** A public meeting was held on June 25 at the House of Ancestors to present draft study findings and recommendations for community feedback. Roughly 30 individuals attended this opportunity.

Discussion:

Feedback from the community via the public engagement process included comments on a lack of available parking, on-street time limits and enforcement, safety concerns, confusing payment systems, limited number of accessible parking spaces and the parking cost. Representatives from LEA are available to present their findings and recommendations for Council to consider. With these recommendations and public feedback, administration can now review the report and return to Council with an implementation strategy associated to the roll out of items within the Study Report. Attached for review this evening are the executive summary and the full text of the report, additional annexes are undergoing final edits at this time.

Summary and conclusion:

The study has reviewed the current state of the City's on-street and off-street (surface lots and parkades) parking to understand existing parking demand and assess future needs based on forecasted growth and mobility trends. Engagement with the public and key partners was undertaken to understand the parking needs and concerns of the community.

Study recommendations have been developed based on the observed parking demand, public and partner feedback, along with the best practices being adopted by similar communities.

Strategic Priorities:

The Parking Modernization Study has been identified within Council's Strategic Plan 2023-2026 and within the 2025 Corporate Workplan short-term priorities to build a strong foundation for growth.

Respectfully submitted:

Eric Depenau, Director, Administrative Services

Approved:

Walter Babicz, City Manager

Meeting date: 2025/07/28