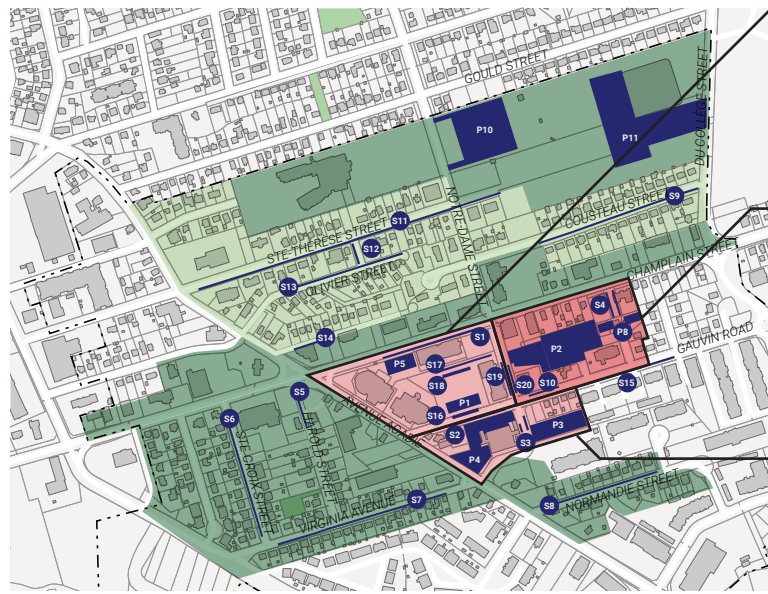


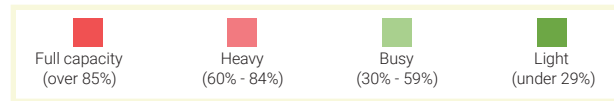
MANDATE

Stantec's **mandate for this project** is essentially to propose a strategic parking plan for downtown Dieppe, with a view to **meeting demand both now and for the next 10 years.** The mandate includes assessing the current situation, forecasting future parking needs, consulting the public through interviews and an online survey, identifying trends and comparable studies, and finally, issuing recommendations.

CURRENT SITUATION



SUPPLY AND AVERAGE USE OF PUBLIC PARKING BY AREA



GENERAL USE	Red
AM Use	Green
PM Use	Green
Use of on-street parking	Green
Use of off-street parking	Red
GENERAL USE	Red
AM Use	Red
PM Use	Red
Use of on-street parking	Green
Use of off-street parking	Red
GENERAL USE	Red
AM Use	Green
PM Use	Green
Use of on-street parking	Green
Use of off-street parking	Red

CONCLUSIONS OF PARTICIPATORY PROCESS

1 SUFFICIENT SUPPLY

Our analysis of public perception indicates general satisfaction with the downtown parking supply. Participants report being able to find sufficient parking quickly and within a reasonable distance of their destination.

2 BALANCE SEEN AS FRAGILE

There are concerns about deteriorating conditions associated to the rapid and sustained development of real estate in the downtown core. Additional public parking was one suggestion offered by participants.

3 USERS WITH VARIED NEEDS

The results show that the downtown area welcomes a diversity of users with different motives and parking habits on a daily basis. There are two distinct groups of users: commuting users with short-term parking needs, and workers without dedicated parking who use public parking for extended periods of time.

4 VISIBLE, SAFE AND WELL-DESIGNED PARKING LOTS

Participants generally feel that parking areas are easily identifiable, signs are easy to understand, pavement markings and the configuration of parking areas support safe and skillful maneuvering, lighting is sufficient, and maintenance is adequate. However, there is an openness to enhancing and beautifying parking areas through greening and improved lighting.

5 FREE VERSUS PAID PARKING: A POLARIZING QUESTION

There were differing opinions about free parking in the downtown area and whether it should be maintained. Despite strong opposition from online survey respondents, a number of stakeholders mentioned low-cost parking as a way to increase vehicle turnover.

6 EMERGING INTEREST IN CERTAIN TYPES OF RESERVED PARKING

There is emerging interest in implementing dedicated parking spaces, such as for people with disabilities or with families. Reserved parking can also be used to promote new travel habits, such as the use of electric vehicles and carpooling.

7 IMPROVEMENTS TO PUBLIC AND ACTIVE TRANSPORTATION OFFER

A number of respondents mentioned that improving public and active transportation offerings should be part of the reflection on parking.

8 PARKING: A SHARED RESPONSIBILITY

Public parking areas appear to meet most of the parking needs of the various user types. However, the stakeholders interviewed were open to greater sharing between public and private spaces.

RECOMMENDATIONS

Our recommendations are meant to serve both as guidelines and proposals. This approach mirrors that of municipal planning and reinforces the links between the development of the downtown core and the City of Dieppe as a whole.

Parking thus becomes a dimension that needs to be contextualized and treated as complementary to other downtown development efforts.

In total, the 22 guidelines are grouped into five major themes and further broken down into 50 concrete measures.

MANAGEMENT

In developing the downtown core, the City of Dieppe will have to anticipate future parking needs before projects are carried out, while also taking the surrounding active and public transportation networks into consideration.

- 1** Assume and confirm the City's role as the primary provider of parking in the downtown area.
- 2** Undertake measures to establish a public-parking pricing system in the downtown area based on the principles of flexibility, accessibility and cost effectiveness.
- 3** Support the creation of a Business Improvement Area (BIA) by designating a project manager to set up and coordinate the group.
- 4** Include parking as a key part of the development of the downtown core. Its management and development should be consistent with the objectives of the Municipal Development Plan and the Downtown Master Plan.
- 5** Dieppe should designate someone to follow-up on the recommendations.
- 6** Optimize the management of parking spaces before thinking of building new infrastructure.
- 7** Favour comprehensive solutions over piecemeal ones.
- 8** Coordinate downtown development with public transportation.
- 9** Improve communication with downtown users about extraordinary events, construction and other situations.

REGULATION

In addition to strengthening existing regulations, Dieppe will need to incorporate measures to encourage active transportation in the downtown core.

- 10** Maintain the role as the primary provider of parking in the downtown area by keeping parking construction demands on developers to a minimum.
- 11** Support active travel by improving the facilities required in new construction projects.
- 12** Consider re-enforcing parking bylaws that pertain specifically and mainly to the downtown area.
- 13** Tailor penalties to the extent of their impact.

INCENTIVES

Dieppe will need to prioritize the provision of incentives for sustainable projects that meet the city's short-, medium- and long-term parking needs.

- 14** Develop incentives to target a wide range of stakeholders and focus on rewarding good practices, rather than punishing bad ones.
- 15** Provide incentives that are sufficient to support better practices, solutions and development.

URBAN DESIGN

Pedestrians must be at the heart of efforts to develop the city's core as a true mixed-use environment. By further enhancing the enjoyability of the core, Dieppe will achieve its development objectives more quickly.

- 16** Improve the pedestrian experience in order to increase the acceptable walking distance between parking lots and destinations.
- 17** Implement measures to boost the productivity of on-street parking.
- 18** Study public design practices, including street geometry, to improve the pedestrian experience.
- 19** Increase the visibility of downtown public parking (location and availability).
- 20** Implement carpool spaces for long-term parking.

RATES/PRICING

Establishing a pricing system for the downtown core does not mean imposing uniform rates throughout. Rate decisions need to be contextually appropriate, well thought-out and explainable.

- 21** To ensure smooth implementation, use the best, most convenient, flexible and least cumbersome technology to implement tiered pricing in the downtown area.
- 22** Provide a free alternative for users willing to sacrifice proximity for price.