

ATTACHMENT “B”: Summary of Phase 1 Engagement Feedback

THEME	DETAILS
Technology and Innovation	<p><i>Electric Vehicle Chargers:</i> Additional EV Parking stalls in Markham will be needed considering the shift toward more electric vehicles in the near future. An EV festival will occur in Markham in 2024.</p>
	<p><i>Leveraging Partnerships:</i> Green P Parking offers leases on a month-to-month basis. This is an option that may be considered by the City since interim use of parking allows more flexibility regarding changes in users or needs.</p>
	<p><i>Parking Apps:</i> Parking apps support access and convenience for users when enforcing paid parking. For example, the Green P Parking app, which is commonly used in Downtown Toronto, is user-friendly and convenient.</p>
Active Transportation and Micro-Mobility	<p><i>Bicycle Parking:</i> Additional bike parking is needed on public and private lands. Markham may need a strategy to convince private landowners to include bike parking on their properties. The City should also consider creating a standard design for bicycle parking which includes enclosed, secure, and locked spaces for bicycles.</p> <p>School boards may consider launching a bike program, where they can apply to the City and get additional bike parking added to schools.</p>
	<p><i>E-Scooters:</i> Consider parking for micro-mobility and e-scooters, which can often be overlooked when discussing active transportation. Issues of accessibility and safety should be considered when discussing the use and parking of e-scooters.</p>
Enforcement	<p><i>Shared spaces:</i> Sharing of roadways and parking spaces is a concern in Markham since cars are often parking in bike lanes and blocking sidewalks. Additional enforcement may be needed to prevent this, especially during peak traffic hours.</p>
	<p><i>Signage:</i> There is a need for more signage and visuals to discourage parking or idling in no-parking zones.</p>
Cost	<p><i>Revenue Generation:</i> Paid parking, especially in high-density areas, has the potential to be a revenue generator for the City. The City may also consider an option to validate parking in partnership with local businesses or BIAs in certain areas.</p> <p><i>Shared Parking:</i> Parking lots or spots can be shared between users (visitor stalls, commercial stalls, residential stalls), adjacent buildings, or owners (private and public). Allowing a variety of users to park in busy lots outside of peak hours may be an example of how to better utilize a smaller parking lot. For example, office parking lots are busy during the day but typically empty outside of work hours, creating an opportunity for shared lots and better use of space.</p>

<p>Psychology</p>	<p><i>Existing Habits:</i> Although it's hard to change the way people think and their habits, the City can offer alternatives and incentives for residents. At the City-level, residents need to understand the long-term benefits of the parking strategy. Additionally, putting a price on parking may encourage residents to be more aware and conscious about driving</p>
	<p><i>Awareness:</i> Brining a level of awareness about different options for commuting may help residents choose alternative modes of transportation.</p>
<p>Environmental</p>	<p><i>Traffic Congestion:</i> Free parking is an enabler for traffic congestion, which is not sustainable. Incentivizing alternative modes of transit and discouraging driving may help with this issue.</p>
<p>Safety and Accessibility</p>	<p><i>Active School Travel:</i> Most parents rely on cars to pick up and drop off their children from school. The main area of concern here for parents is safety, with the large volume of cars coming in and out of schools every day. Currently, is a pilot program in Markham to encourage active transportation and promote safe travel. This includes monthly closures of bus loops, promoting walking to school and closing off the road in front of the school.</p>
	<p><i>Accessibility:</i> Accessible parking needs must be prioritized. The business of cars during rush hour can be dangerous for those with accessibility needs. Drivers also park or idle in bike lanes or no-parking zones, creating safety issues and reducing accessibility.</p>
<p>Key Geographic Areas to Consider</p>	<p><i>Downtown Markham:</i> Markham has seen an evolution from traditional greenfield development to high-density transit-oriented development in Downtown Markham. As the City is rapidly growing, the parking strategy should reflect what is best for a downtown core. Paid parking would be best in high-density areas where there are additional transportation and transit options available.</p> <p><i>GO, VIVA, and TTC stations:</i> Additional bike parking is needed in transit hubs and key transit areas. In TTC and GO stations, many residents ride bikes or walk to avoid paying a double fare.</p> <p><i>Subway extension, North of Steeles and Easy of Yonge:</i> Consider paid parking, especially in this area, since there will be readily available transit with the TTC Subway Extension. A shopping mall is also being developed in this area.</p> <p><i>Unionville and Main St:</i> Unionville Main St are key public areas to add more bicycle parking and encourage active transportation. Currently, there is no parking on Main St aside from accessible parking. The Unionville BIA noted that making this a parking-free zone has had a positive community response. Markham may consider offering a shuttle service to encourage transit and minimize parking during busy times in the area, such as during the Unionville Festival.</p>
<p>Case Studies to Explore Further</p>	<p><i>Nathan Philip Square:</i> There is currently an underground strata parking structure beneath Nathan Philip Square. This parking structure is shared by a private entity</p>

and municipality for different purposes at different times. Something to consider is that park programming in urban environments is usually hard surface rather than softscape, so this is an opportunity for Downtown Markham and other growing areas

Smart Commute Program: During the Unionville Go Station revamp project, the Smart Commute Pilot Program helped change the behaviour of GO transit riders from single-occupant vehicles to other ways of commuting by promoting alternative options and running an awareness campaign for commuters. While under construction, Smart Commute educated residents and Go users about other commute options and was met with a positive response from the community.

Minimum Parking Programs: Minimum parking studies were done in Kingston and Edmonton. Markham may consider this study to determine parking needs.