River Landing Parkade Influencing Factors and Stats

As this is the City’s first Parkade, the City continues to learn what influences parking usage. It is also learning how to respond to market conditions through operational decisions. There has not been a full year of operations at the Parkade or Remai Modern Art Gallery, and nearby Parcel YY is not yet developed. Therefore, it is difficult to track and project operational trends, but there are some noteworthy observations.

Weather
The Parkade noticed a large increase in usage during the cold snaps in the winter. Customers appear to appreciate the convenience and comfort of parking their cars in a heated underground parkade.

Special Events
If there is a special event at Remai Modern or a show at Persephone Theatre, then parkade usage also increases. It is convenient to leave one’s car underground and simply go upstairs to attend either facility, without even leaving the building. Remai Modern’s grand opening weekend saw over 90% capacity in the Parkade on that Saturday night. In addition, there was an increase in usage when Remai Modern’s catering function hosted many Christmas parties in December.

In addition, special events outside in River Landing may also draw patrons to the Parkade for the convenience of parking near the activity.

Construction
The nearby construction of Parcel YY has also had an influence on usage. Many contractors park their vehicles in the Parkade for the day. The usage will drop off once construction is complete in 2019/2020.

Day/Time of the Week
Public on-street public parking spots are free after 6:00 p.m. in the evenings and all day on Sundays and this has a downward influence on Parkade usage. There is the influence of the nearby movie theatre that has evening shows (most patrons choose to park on the street, and others in the Parkade). With a change to lengthen Parkade operating hours to accommodate the latest showing, it may be possible to attract more patrons to the Parkade, especially during colder winter evenings.

Upon comparison, the busiest times of day of the Parkade are 7:00 - 9:00 a.m., 12:00 - 1:00 p.m., and 6:00 - 7:00 p.m. In order, the busiest usage days during the week are Wednesdays, Thursdays, and Tuesdays (the least busiest are Mondays and Sundays).

The Parkade was underutilized from May to October, as Remai Modern had not opened. In addition, summer months may be slower as people are more inclined to walk to events from outside parking spots.
River Landing Parkade Revenue and Usage Comparison

<table>
<thead>
<tr>
<th></th>
<th>May 2017 (opening month)</th>
<th>December 2017</th>
<th>Cumulative Total (May-Dec 2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Parking Permit Holders</td>
<td>5</td>
<td>50</td>
<td>n/a</td>
</tr>
<tr>
<td>Monthly Parking Permit Revenue</td>
<td>$750</td>
<td>$7,500</td>
<td>$39,600</td>
</tr>
<tr>
<td>Transient Usage Revenue</td>
<td>$3,200</td>
<td>$19,600</td>
<td>$69,800</td>
</tr>
<tr>
<td>Transient Usage Percentage</td>
<td>5.2%</td>
<td>39.5%</td>
<td>n/a</td>
</tr>
<tr>
<td># of Mobile App Usage Transactions</td>
<td>55</td>
<td>353</td>
<td>1382</td>
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<tr>
<td># of Credit Card Usage Transactions</td>
<td>368</td>
<td>2457</td>
<td>8079</td>
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<tr>
<td>Combined Total Revenue</td>
<td>$3,950</td>
<td>$27,100</td>
<td>$109,000</td>
</tr>
</tbody>
</table>

River Landing Parkade Revenues 2017

- Jan: $0
- Feb: $0
- Mar: $0
- Apr: $0
- May: $5,000
- Jun: $10,000
- Jul: $15,000
- Aug: $20,000
- Sep: $25,000
- Oct: $30,000
- Nov: $35,000
- Dec: $40,000