

Attachment 1 – Summary of Planned Price Changes for 2014 January 01

Observed Occupancy in Pricing Areas – 2013 July 01 to 2013 October 31

Pricing Area		Weekdays				Saturdays
Number	Name	09:00 – 11:00	11:00 – 13:30	13:30 – 15:30	15:30 – 18:00	09:00 – 18:00
1	Downtown – East Village	25.0	26.3	24.5	20.4	30.7
2	Downtown – East Core	54.3	57.0	52.2	35.5	39.2
3	Downtown – Chinatown	63.8	79.5	67.6	49.2	76.3
4a	Downtown – Core	76.5	84.2	76.1	56.7	49.6
4b	Downtown – Core	69.6	70.2	63.1	41.1	33.4
4c	Downtown – Core	96.0	97.8	96.9	94.4	75.7
4d	Downtown – Core	75.4	77.8	71.6	50.6	36.6
5	Downtown – Eau Claire	81.1	88.4	80.2	67.6	48.4
6	Downtown – West Core	56.0	62.8	54.6	43.2	38.2
7	Downtown – West End	42.6	45.7	43.6	37.7	34.3
8	Beltline – West End	34.7	36.5	32.5	28.0	34.1
9	Beltline – West Core	46.5	57.3	51.5	41.5	40.5
10	17 Avenue – West Long Stay	51.6	54.1	59.1	62.9	53.9
11	17 Avenue – West	41.7	63.3	59.0	52.4	60.3
12	Beltline - Centre	60.3	73.9	63.0	49.0	41.2
13	17 Avenue – Centre	48.9	63.0	56.8	50.2	50.3
14	Beltline - Macleod	43.4	48.6	45.0	38.9	37.2
15	Beltline – East End	49.6	52.1	47.0	37.1	29.2
16	Mission	63.0	75.5	67.4	62.2	61.5
17	Kensington – Centre	51.8	80.7	77.7	65.4	79.4
18	Kensington – 10 ST NW	43.0	55.2	51.9	45.0	56.9
19	Kensington – West	49.9	64.1	58.9	46.1	56.1
20	Inglewood	28.8	61.3	48.8	36.0	63.1
21	Bridgeland	50.1	60.0	47.3	40.7	48.7
22	Centre Street North	44.9	55.6	50.5	42.6	67.9
23	Riley Park	48.8	71.3	68.6	51.5	33.0
24	Research Park	58.4	62.3	63.9	61.1	9.7

	Occupancy below 50%
	Occupancy between 50 and 80%
	Occupancy above 80%

Summary of Planned Price Changes
for 2014 January 01

Change in Occupancy Compared to 2012 Data

Pricing Area		Weekdays				Saturdays
Number	Name	09:00 – 11:00	11:00 – 13:30	13:30 – 15:30	15:30 – 18:00	09:00 – 18:00
1	Downtown – East Village	-0.1	0.0	0.0	-0.1	0.0
2	Downtown – East Core	-0.3	-0.2	-0.3	-0.2	0.0
3	Downtown – Chinatown	3.8	4.8	3.9	2.6	5.5
4a	Downtown – Core	9.5	9.7	9.5	9.3	1.5
4b	Downtown – Core	1.2	1.1	1.0	0.7	0.2
4c	Downtown – Core	24.3	18.3	22.5	35.7	6.3
4d	Downtown – Core	6.2	6.5	6.4	6.8	0.8
5	Downtown – Eau Claire	18.2	19.1	19.9	20.9	1.7
6	Downtown – West Core	1.2	1.6	1.1	0.8	1.9
7	Downtown – West End	5.9	6.1	5.6	4.7	4.0
8	Beltline – West End	-0.5	-0.5	-0.4	-0.3	-0.3
9	Beltline – West Core	1.2	1.7	1.5	1.4	1.8
10	17 Avenue – West Long Stay	2.2	3.7	5.4	7.0	12.4
11	17 Avenue – West	0.0	0.1	0.1	0.1	0.1
12	Beltline - Centre	0.3	0.4	0.3	0.3	0.3
13	17 Avenue – Centre	-0.4	-0.4	-0.4	-0.4	-0.3
14	Beltline - Macleod	0.1	0.2	0.1	-0.1	0.3
15	Beltline – East End	-3.2	-3.5	-3.3	-2.7	-2.1
16	Mission	0.1	0.1	0.1	0.1	0.0
17	Kensington – Centre	-0.3	-0.4	-0.3	-0.2	-0.2
18	Kensington – 10 ST NW	0.1	0.1	0.1	0.0	0.0
19	Kensington – West	0.0	0.1	0.1	0.1	0.2
20	Inglewood	-0.2	-0.1	-0.2	-0.1	-0.3
21	Bridgeland	0.1	0.0	0.0	0.0	0.0
22	Centre Street North	-0.2	0.1	0.1	0.0	0.3
23	Riley Park	-0.7	-0.2	-0.1	0.0	0.5
24	Research Park	-1.0	-1.1	-1.1	-1.0	0.0

	Occupancy less than 2012 by %5 or more(annual)
	Occupancy the same as 2012 ± %5 (annual)
	Occupancy higher than 2012 by %5 or more (annual)

Summary of Planned Price Changes
for 2014 January 01

Planned Hourly Parking Prices Effective 2014 January 01

Pricing Area		Current Price (All Periods)	New Price - Weekdays			
Number	Name		09:00 – 11:00	11:00 – 13:30	13:30 – 15:30	15:30 – 18:00
1	Downtown – East Village	\$3.00	\$2.75	\$2.75	\$2.75	\$2.75
2	Downtown – East Core	\$4.50	\$4.50	\$4.50	\$4.25	\$4.25
3	Downtown – Chinatown	\$4.50	\$4.50	\$4.50	\$4.50	\$4.25
4a	Downtown – Core	\$4.50	\$4.50	\$4.75	\$4.50	\$4.50
4b	Downtown – Core	\$4.50	\$4.50	\$4.50	\$4.50	\$4.25
4c	Downtown – Core	\$4.50	\$4.75	\$4.75	\$4.75	\$4.75
4d	Downtown – Core	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50
5	Downtown – Eau Claire	\$4.50	\$4.75	\$4.75	\$4.75	\$4.50
6	Downtown – West Core	\$3.00	\$3.00	\$3.00	\$3.00	\$2.75
7	Downtown – West End	\$3.00	\$2.75	\$2.75	\$2.75	\$2.75
8	Beltline – West End	\$3.00	\$2.75	\$2.75	\$2.75	\$2.75
9	Beltline – West Core	\$3.00	\$2.75	\$3.00	\$3.00	\$2.75
10	17 Avenue – West Long Stay	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
11	17 Avenue – West	\$2.25	\$2.00	\$2.25	\$2.25	\$2.25
12	Beltline - Centre	\$3.00	\$3.00	\$3.00	\$3.00	\$2.75
13	17 Avenue – Centre	\$2.25	\$2.00	\$2.25	\$2.25	\$2.25
14	Beltline - Macleod	\$3.00	\$2.75	\$2.75	\$2.75	\$2.75
15	Beltline – East End	\$3.00	\$2.75	\$3.00	\$3.00	\$2.75
16	Mission	\$2.25	\$2.25	\$2.25	\$2.25	\$2.25
17	Kensington – Centre	\$2.25	\$2.25	\$2.50	\$2.25	\$2.25
18	Kensington – 10 ST NW	\$2.25	\$2.00	\$2.25	\$2.25	\$2.00
19	Kensington – West	\$2.25	\$2.00	\$2.25	\$2.25	\$2.00
20	Inglewood	\$1.50	\$1.25	\$1.50	\$1.25	\$1.25
21	Bridgeland	\$1.50	\$1.50	\$1.50	\$1.25	\$1.25
22	Centre Street North	\$1.50	\$1.25	\$1.50	\$1.50	\$1.25
23	Riley Park	\$0.50	\$0.25	\$0.50	\$0.50	\$0.50
24	Research Park	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50

	Price decrease for 2014
	No change in price for 2014
	Price increase for 2014

Summary of Planned Price Changes
for 2014 January 01

Planned Hourly Parking Prices Effective 2014 January 01

Pricing Area		Saturdays	
Number	Name	Current Price (All Periods)	09:00 – 18:00
1	Downtown – East Village	\$1.50	\$1.25
2	Downtown – East Core	\$1.50	\$1.25
3	Downtown – Chinatown	\$1.50	\$1.50
4a	Downtown – Core	\$1.50	\$1.25
4b	Downtown – Core	\$1.50	\$1.25
4c	Downtown – Core	\$1.50	\$1.50
4d	Downtown – Core	\$1.50	\$1.25
5	Downtown – Eau Claire	\$1.50	\$1.25
6	Downtown – West Core	\$1.50	\$1.25
7	Downtown – West End	\$1.50	\$1.25
8	Beltline – West End	\$1.50	\$1.25
9	Beltline – West Core	\$1.50	\$1.25
10	17 Avenue – West Long Stay	\$1.50	\$1.50
11	17 Avenue – West	\$1.50	\$1.50
12	Beltline - Centre	\$1.50	\$1.25
13	17 Avenue – Centre	\$1.50	\$1.50
14	Beltline - Macleod	\$1.50	\$1.25
15	Beltline – East End	\$1.50	\$1.25
16	Mission	\$1.50	\$1.50
17	Kensington – Centre	\$1.50	\$1.50
18	Kensington – 10 ST NW	\$1.50	\$1.50
19	Kensington – West	\$1.50	\$1.50
20	Inglewood	\$1.50	\$1.50
21	Bridgeland	\$1.50	\$1.25
22	Centre Street North	\$1.50	\$1.50
23	Riley Park	\$1.50	\$1.25
24	Research Park	\$1.50	\$1.25

	Price decrease for 2014
	No change in price for 2014
	Price increase for 2014