

PARKING IN HAMILTON

Wondering about the parking situation in Hamilton Downtown?

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BACKGROUND

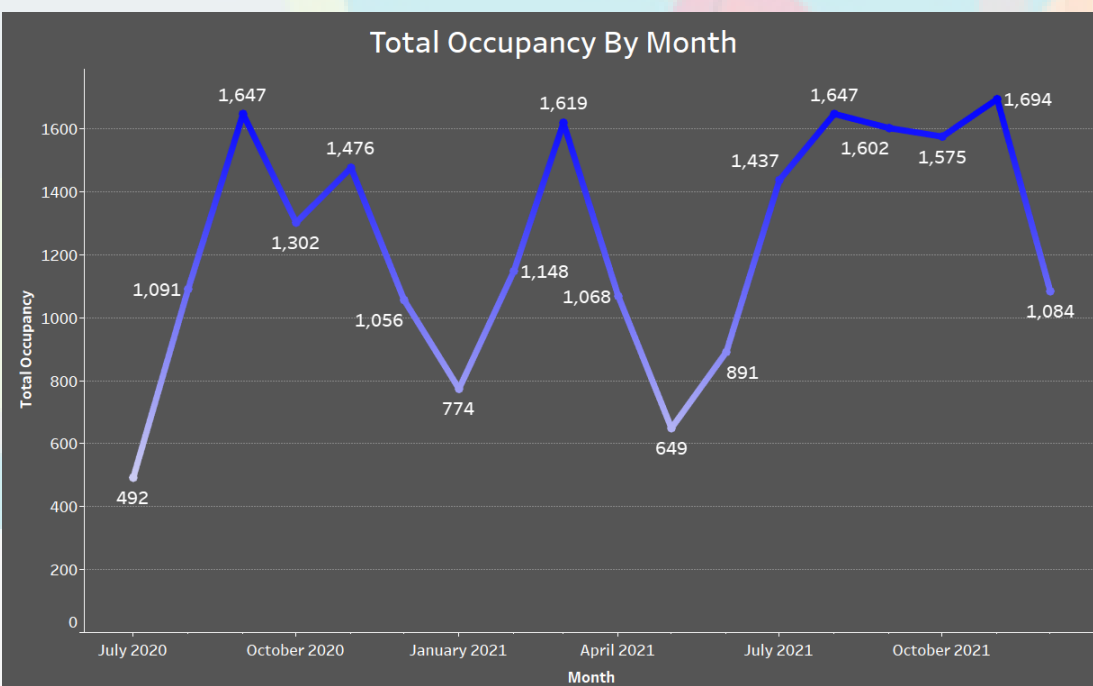
-> Downtown Hamilton is the City's central core and the location where many Hamilton residents live, work, and play. It has over 53,000 residents and has a major chunk of jobs. Downtown Hamilton is populated by a growing number of residential high rises, popular restaurants and entertainment venues, tourist destinations, and offices.

-> HMPS manages 4,000+ parking spaces in Downtown Hamilton between on and off-street spaces.

DATA ANALYSIS

Total Occupancy by Month

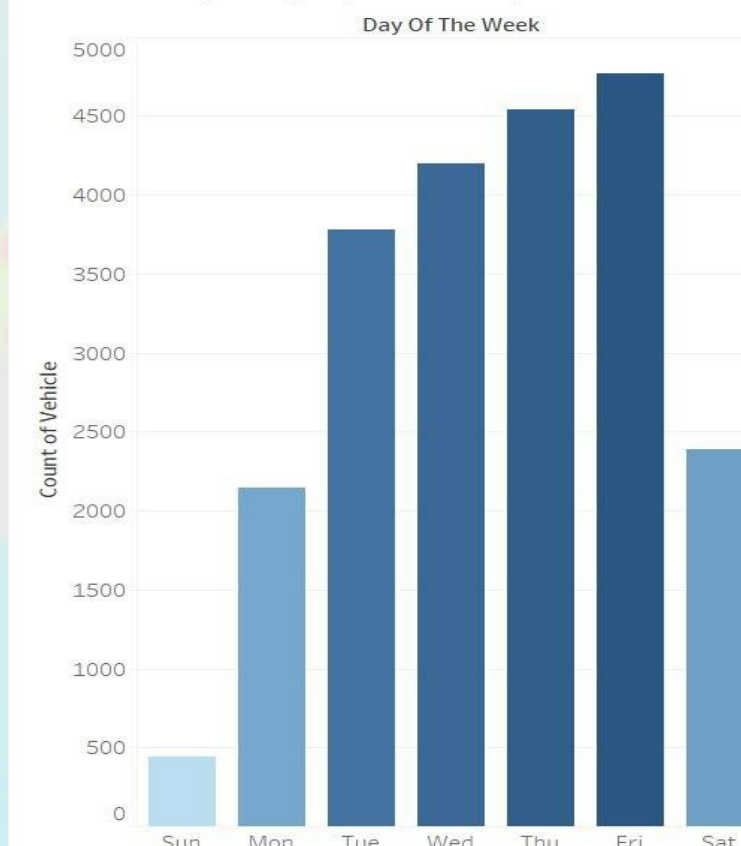
- Total occupancy rose steadily from 500 parkings in July 2020 to more than 1600 parkings in Sept. 2020. It remained steady for 2 months and then declined sharply from around 1500 in the start of November 2020 to less than 800 parkings in January 2021. A similar trend was observed during January 2021-April 2021 and November 2021-January 2022.
- The major reason behind these declines is due to the lockdowns that the Ontario government imposed because of the rising Covid cases. In addition, there was a general trend among Hamiltonians of older age group to avoid going outdoors at the time of rising Covid cases.



PROBLEM

- Effects of population and employment growth in Downtown.
- Changing travel patterns: Before and after COVID-19
- Workday and weekend parking problems.
- Time duration vs parking spaces.

Total Occupancy By Weekdays



Total Occupancy by Weekdays

- Overall, the number of Hamiltonians using parking was significantly more on workdays, with Friday seeing the most occupancy. Whereas, parking occupancy was relatively lower during the weekends.
- We believe the primary reason for this is because, it is during the workdays that most of the Hamilton residents go to work, and would require a place to park their vehicles.

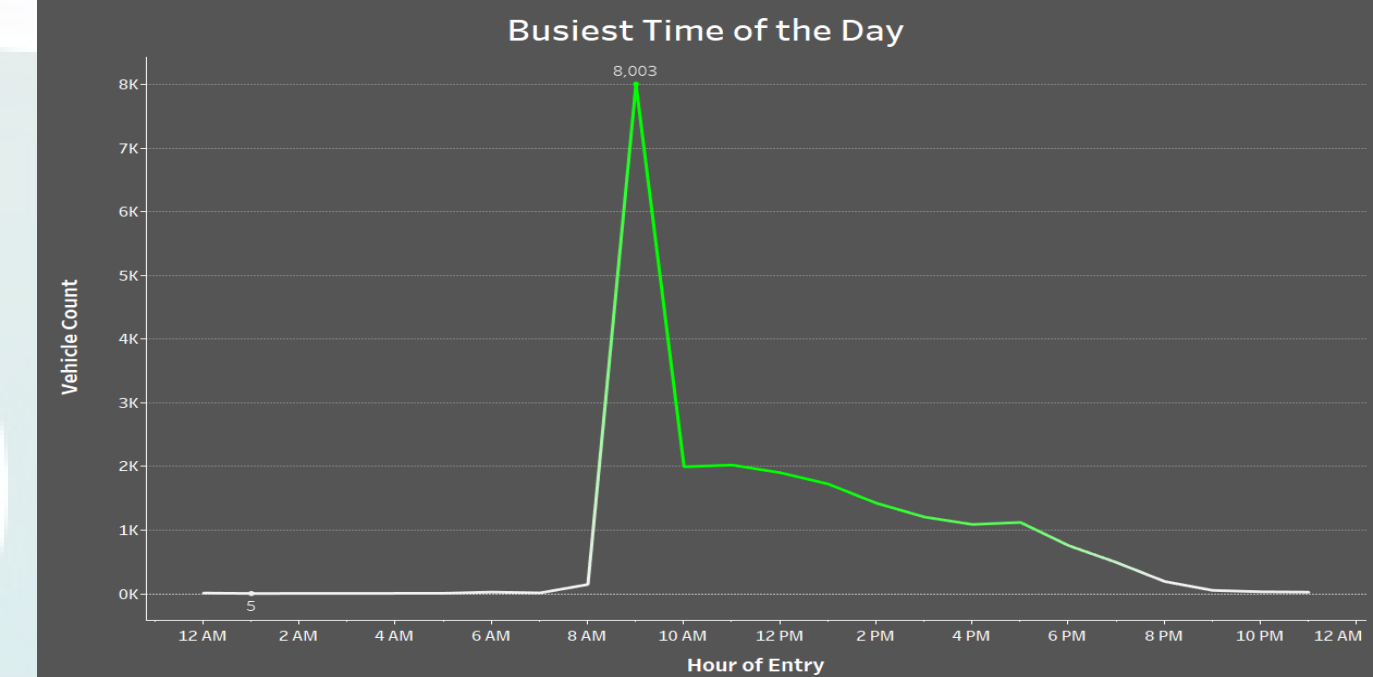


99.59%

Payment transactions done through App



Parking lots around Jackson Sq. Mall are the busiest



Busiest Time of the Day

It is observed that the peak parking hours are 8-10 AM, which is the time at which most people go to offices. The parking activity gradually starts decreasing from 10am up until night. Whereas, from midnight till 6am the parking activity is the lowest.

RECOMMENDED STRATEGIES

- Areas like parking lot entrance/exits, payment, enforcement (license plate recognition systems), and wayfinding signage are where technologies can improve parking operations through the delivery of real time parking information like message signs, smart phone apps, online, etc.
- Eliminate minimum parking time mandate.
- Our analysis portrays that due to offices in Downtown there are cars that are parked on regular basis. We recommend to start promotions, provide special offers to those.
- With everything now going back to normal, to balance the overpopulated parking lots, we suggest the government to motivate use of public transport.
- Encourage more of ride-share options. Also stimulate businesses to share parking. For example, businesses with no night-time hours can make their parking available for those that have night-time hours.

REFERENCES

- <https://datacompetition.mohawkcollege.ca/2022-data-links/>
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- <https://www.google.com/search?client=firefox-b-d&q=google+maps>
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- <https://www.parkingindustry.ca/>