

2015



The Park Smart communication program was created in 2012 as part of growing understanding enforcement alone did not change behavior or improve compliance. With the purpose of promoting safety, improved traffic flow and easy accessibility for emergency vehicles, The Winnipeg Parking Authority developed a simple low cost program built around communication, education and safety.

The strategy became “educate first.” In partnership with the Winnipeg Fire Paramedic Service and the Winnipeg Police service, we began attending many different events throughout the City at various time of the year to illustrate “why” parking illegally may create problems and concerns. Since the inception of the program in 2012 Winnipeg Parking Authority has distributed over 20,000 brochures to the public.



Community Yard Sales



Community yard sales in Winnipeg attract hundreds of people, congesting otherwise smaller traffic areas. In effort to maintain safety and traffic flow for drivers and public transit, the area is zoned to divide the area for effective enforcement. Officers in mobile and on bike patrol are deployed to educate and engage citizens.

In in the summer of 2014 officers issued 400+ warning tickets and 3000+ brochures in 3 days as compared to 800 warning citations in 2010.

Using the Park Smart program to educate the public on changes of the by laws or enforcement strategies has proven effective in preparing the citizen on what, moving forward will be considered a violation. This has proven very effective in our image and credibility with Citizens, media and council.


In 2014 WPA issued 11,000+ warning citations for various reasons and infractions.



School Zone Safety

City of Winnipeg
Community Event Access Awareness

**BE CAREFUL
WHERE YOU PARK!**




By Telephone:
311

Out of Town toll-free
(by phone or by fax):
1-877-311-4WPG (4974)

Park Smart!

This program supports your children's safety in your Community and around schools.





Illegally parked vehicles during school pick up and drop offs can:

- Reduce the line of sight making it difficult for drivers, parents and children to see oncoming traffic
- Can create safety hazards for children
- Cause obstructions and delays to regular traffic flow
- Prevent access for emergency vehicles and transit/school buses

Illegally parked vehicles are subject to ticketing and towing.

Our children's safety is everyone's responsibility.

In partnership with parents, local residents, school staff and City Councillors, The Winnipeg Parking Authority established a School Zone Safety strategy. Officers visit multiple schools every day to monitor pick up and drop off of students in the a.m. and p.m. The officer will identify the unique situation to each school and will then work with the school administration to come up with a solution which best fits their circumstance. Officers will also patrol and issue warnings and brochures helping to make people aware of the dangers of parking illegally.



Additional Brochures



Additional Brochures provided throughout the year to educate drivers:

- Vehicles parked to far from the curb
- Annual Snow Routes information
- Disabled permit information
- Event Zone information