

Media Release

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FOR IMMEDIATE RELEASE

Regina Exhibition Association uses public feedback to make parking improvements

Regina, Saskatchewan – Following a survey earlier this year, the Regina Exhibition Association Limited (REAL) has developed a plan to start to address the public’s feedback about parking and exit wait times at Evraz Place.

Survey results show that the majority of respondents are able to find parking within five to 10 minutes of arriving at Evraz Place. More than half say they primarily use the Lewvan Drive exit when leaving the property, and more than three-quarters said they have a desired exit wait time of no longer than 20 minutes. In terms of current exit wait times, nearly three in ten say it takes them between 20-30 minutes today, while 18% say it takes 30-40 minutes.

The top priorities and recommendations identified by the public include extending traffic lights after events, adding an exit on Lewvan Drive to speed up exiting, adding/training parking attendants to direct traffic more effectively, and improving directional information to help guests know where to drive, park and exit.

“Parking congestion at peak activation continues to be a challenge,” said REAL President and CEO Tim Reid. “Awareness and understanding is a first step – we know we have a significant gap between actual and expected exit wait times. While we won’t be able to resolve this situation overnight, we are committed to address it.”

Reid adds that with the public’s help and the City of Regina’s ongoing commitment, REAL has identified a number of ‘quick-wins’ that will be implemented to help improve guest experiences when exiting Evraz Place. Other longer-term strategies include conducting a comprehensive ingress and egress study by an industry traffic expert. REAL will closely track exit wait times over the coming months and adjust plans as needed to help drive down exit wait times.

Immediate improvements:

- **Adjust traffic light timing:** REAL will continue to work in close partnership with the City of Regina to adjust the timing of traffic lights on Lewvan Drive, Princess Street and Elphinstone Street to improve traffic flow following events. This strategy was trialed at the 2018 Memorial Cup with success.
- **Provide additional training for parking attendants:** REAL will place a high emphasis on ensuring all parking attendants have the appropriate training required to effectively direct traffic flow.
- **Designate parking areas for Evraz Place recreational user groups:** All parking attendants will be trained to direct guests to the appropriate parking area(s) to ensure guests who visit the property for regular recreational usage have access to designated parking area(s).

- **Ease congestion on south side of Brandt Centre:** Visiting team buses will be moved from south of the Brandt Centre to unload/load in an area that will not block traffic, which will improve safety and traffic flow.
- **Enforce parking restrictions:** REAL will continue enforcement efforts by issuing City of Regina tickets to guests who park in restricted areas.
- **Add premium parking:** REAL will offer paid premium parking that offers guests a guaranteed spot and priority exiting after events.

A number of other long-term improvements were identified:

- **Add Lewvan Drive exit lane:** In collaboration with the City REAL will be researching adding an additional left-turning lane on Lewvan Drive to improve traffic flow after events.
- **Mark lines and roadways more clearly:** Pending budget, paint parking stall lines, roadway markings and pedestrian walkway/crossings to help people park efficiently, direct pedestrians to crossings and help drivers know which direction to drive.
- **Pave parking lots:** Pending budget, pave remaining parking lots on the property.
- **Designate drop/pick-up areas:** Designate safe areas for taxi and ride-sharing services to pick up and drop off guests.
- **Provide park-and-ride and alternative transportation options:** Explore partnership options for park-and-ride and alternative transportation services to encourage off-site parking.

REAL appreciates the public's involvement in identifying solutions and for their patience as new strategies are put in place and tested.

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About Evraz Place

Evraz Place – operated by the Regina Exhibition Association Limited (REAL) – has a long history of bringing the community together to experience all types of sport, recreation, entertainment and business events. As a not-for-profit community service organization, REAL's core purpose is to contribute to our region's collective quality of life. The organization achieves this purpose by providing tourism economic impact, entertainment value, local employment, non-profit group volunteer opportunities, student awards and educational programming, and recreational facilities that support healthier lifestyles. The Evraz Place property hosts the majority of Regina's major events, including Canada's Farm Progress Show, Queen City Ex and Canadian Western Agribition. Evraz Place is home to the Saskatchewan Roughriders, Regina Pats, Regina Soccer Association, many minor and recreational sports, and numerous concerts, trade shows and conventions. Visit www.evrazplace.com.