

# Staff Report to Council

**Title:** Paid Parking Pilot

**Report Number:** Legislative Services-2024-16

**Director:** Corporate Services

**Manager:** Legislative Services

**Meeting Date:**

Wednesday, June 26, 2024

**Date to be considered by Council:**

Wednesday, June 26, 2024

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## Recommendation:

That Staff be directed to bring back a more detailed report in Q4 regarding a paid parking pilot at Station Beach and MacPherson Park for July and August 2025.

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## Executive Summary:

Council passed a resolution directing Staff to bring back a report outlining the process for implementing paid parking at Station Beach. The purpose of this report is to provide Council with a general overview of potential paid parking within the Municipality. Staff are looking for Council's direction to proceed with investigating for the 2025 budget a paid parking pilot proposal for the Station Beach and MacPherson Park parking lots for July and August 2025.

## Strategic Priorities:

D.16-Ensure the Municipality provides value for money and long-term sustainability

## Financial Considerations:

Depending on Council's direction, Staff would look to provide a paid parking pilot option where revenues would cover expenses such as enforcement, paid parking machines, staff time etc.

The financial impact of developing the proposal would include staff time and resources and funds for data from RTO7 regarding visitors at the beaches.

## Policy:

Traffic and Parking By-law No. 2019-165

The Municipal Act allows a local municipality to pass a by-law relating to highways including parking and traffic on those highways.

Part 2, Section 15(1) of the Provincial Offences Act allows Municipal Law Enforcement Officers to issue parking infraction notices.

## **Context and Background Information:**

### Background

A rise in the number of users of Station Beach and MacPherson Park has been identified since 2020. This rise in the number of users has created traffic and parking issues in these areas with more users than parking spaces and a greater volume of people in the area. Council identified in 2021 the need to include additional enforcement in this area for July and August. By-law Enforcement Officers from Municipal Support Services have been patrolling these areas yearly in July and August from 9 a.m. to 9 p.m. daily.

To assist with the issuance of parking tickets, Council approved in 2022 the use of electronic ticketing through Ops-Com. This also allows for the payment of tickets online. Ops-Com has the ability through their system to incorporate paid parking stations and the issuance of parking permits to allow for free parking.

In 2022, Council passed a resolution directing staff to bring back a report outlining the process for implementing paid parking (Resolution #05/02/22-04).

### Jurisdictional Scan

Staff have been in contact with similar size communities that have a seasonal influx of people to their beach areas in the summer months. The communities include Town of Goderich, Municipality of Northern Bruce Peninsula, Municipality of South Bruce Peninsula, Town of Collingwood, Municipality of Wasaga Beach, and Municipality of Lambton Shores (Grand Bend). All of these communities utilize paid parking as a method to help mitigate the parking and traffic flow issues in their beach areas while offsetting all of the parking enforcement costs and supplementing park and beach maintenance costs.

The percentage of revenue over expenses for these communities was on average over 80%. A percentage was utilized as the amount of paid parking locations, enforcement costs and seasonal timing of paid parking varies greatly from community to community.

Staff gathered lessons learned from these areas:

- Offer different payment options to accommodate a variety of preference.
- Keep parking rates reasonable and avoid excessive charges to encourage participation.
- Provide ample signage to communicate the availability and terms of the paid parking program.
- Consider offering seasonal passes for frequent visitors.
- Consider offering free permits to residents to help garner support and compliance.
- Ensure an adequate number of staff members are available to manage the parking operations effectively.

## Paid Parking

Staff have consulted with our by-law enforcement officers regarding utilizing paid parking at Station Beach and MacPherson Park. It has been used effectively in other areas that they work in to manage parking capacity and offset the cost for seasonal enforcement in the area.

Paid parking could be instituted using our current Ops-Com system in combination with paid parking machines. Depending on Council's direction, free parking passes could be issued online through the Ops-Com system to residents and Yacht Club members, and passes could be purchased by visitors wishing a seasonal pass.

Enforcement would be through the two seasonal by-law enforcement officers. The cost of these seasonal officers would be covered by revenue from the paid parking. Additionally, these officers would be available to assist with enforcement of other items at these locations including public nuisance items.

Costs associated with a pilot paid parking project at Station Beach and MacPherson Park would include:

- Paid parking machines
- Upgrades to Ops-Com system for parking permits
- Signage
- Enforcement Officers
- Staff time

If Council directs, Staff will bring back a more comprehensive report including costs associated with implementation for 2025, proposed fees, a draft Paid Parking By-law, and estimated revenues. Staff would also consult with the Kincardine Yacht Club, the Accessibility Advisory Committee, the public and other user groups, and stakeholders for these areas.

### **Consultation Overview:**

For this initial report, staff have consulted with our by-law enforcement officers Municipal Support Services (formerly James Special Services) and with the following communities who currently utilize paid parking: Town of Goderich, Municipality of Northern Bruce Peninsula, Municipality of Southern Bruce Peninsula, Town of Collingwood, Town of the Blue Mountains, Town of Wasaga Beach, Municipality of Lambton Shores (Grand Bend), and Municipality of Arran-Elderslie.

Staff also spoke with staff at RT07 who encouraged paid parking to generate funds from our largest natural asset and reinvest it in municipal parks and beaches. As paid parking is already used at the majority of beaches on Lake Huron and other visitor attractions across the province, they have not seen these fees deter visitation. In addition, paid parking can assist in collecting data about our users. In some areas this data is used to push out information to the visitors including weather warnings, information on how to prepare for their visit to the beach and warnings regarding beach conditions.

Further consultation is required with the stakeholders before paid parking is implemented.

**Origin:**

Resolution #05/02/22-04 requesting staff to bring back a report outlining the process for implementing paid parking.

**Implementation Considerations:**

For the paid parking pilot, Staff would bring a report back to Council outlining the results of the consultation, specific costs, anticipated revenue, implementation requirements, proposed fee, parking restrictions on surrounding streets and a draft Paid Parking By-law.

**Risk Analysis:**

Risks associated with paid parking include pushing parking capacity concern to other areas including side streets and increasing enforcement costs in those areas. The other risk is that beach goers not wishing to pay for parking will be pushed to other beach areas that have little or no parking. This may cause parking capacity and traffic flow issues in those areas as well as increased maintenance (i.e. garbage etc.) and enforcement requirements.

Although many beach communities our size have utilized paid parking for many years, our direct neighbours in Saugeen Shores and Huron-Kinloss do not have paid parking. This may lead visitors to choose to visit those communities instead of the Municipality.

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**Attachments:** None

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