



Environment, Infrastructure and Community Services Committee Meeting  
Addendum

**Date:** November 9, 2020  
**Time:** 9:30 a.m.  
**Location:** Council Chambers - members participating remotely

Pages

**4. Regular Items:**

4.1. Parking capacity measures at Beachway and Lowville Park (RS-09-20)

*a. Staff presentation regarding parking capacity measures at  
Beachway and Lowville Park (RS-09-20)*

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# Parking Capacity Measures at Beachway and Lowville Park

EICS November 9, 2020

# Background

## SUMMER 2019 & BEFORE

- Crowding
- Popular destination parks
  - Limited parking
- Discussions around possible measures to mitigate

## SUMMER 2020

- Gathering size limitations in place
  - 6ft social distancing guidelines from Province/ MOH
- Added additional measures to mitigate (more later on)

## SUMMER 2021

- We expect continued restrictions
- Possibility of gathering size limitations and social distancing in place
- Need to have additional measures to address the above, not only related to parking mitigations

## SUMMER 2022 & BEYOND

- expect to be in a more normalized state
- Continuous improvement discussions focusing on the customer experience



# Beachway Park

## Customer Experience

- Parking ambassadors directed visitors to empty parking space
- Lots were closed once capacity was reached
- Parking ambassadors educated visitors where to find other available parking

Measures were implemented in phases from May to September which included:

- Parking enforcement
- Parking ambassadors
- Paid duty police
- Enhanced signage (directional one-way, no parking/tow away zones)
- \$ 250 COVID Fine
- Dedicated drop off zone
- Communication plan
- Total of 1174 parking tickets issued
- Total cost of these additional measures tallied up to **\$75,000**

# Lowville Park

## Customer Experience

- Visitors reserve a 3-hour visit online through ParkPass in advance
- Parking ambassadors validate reservation at the entrance through the admin portal of Parkpass
- Visits are complete before the 3-hour time limit
- Note: Patrons and staff from local businesses were permitted to park in lot

Measures were 2 part: May to July 29/20 which included parking ambassadors & pay duty and from July 30-Sept 7/20 which included:

- Parking ambassadors and reservation system
- Parking enforcement
- No picnics or events were permitted for summer 2020
- Total of 105 parking tickets issued
- Total cost of these additional measures tallied up to **\$40,000**

# Lowville Park Statistics



Total Visitors  
**36573**

10677 Reservation(s) - 8335 Validated



Total Groups  
**10677**

3.4 Per Group

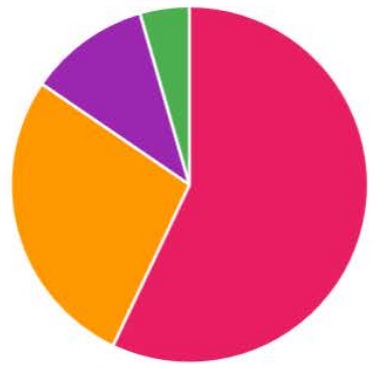


Gross Revenue  
**\$0.00**

\$0.00 Pre-Tax Revenue - \$0.00 Tax Collected

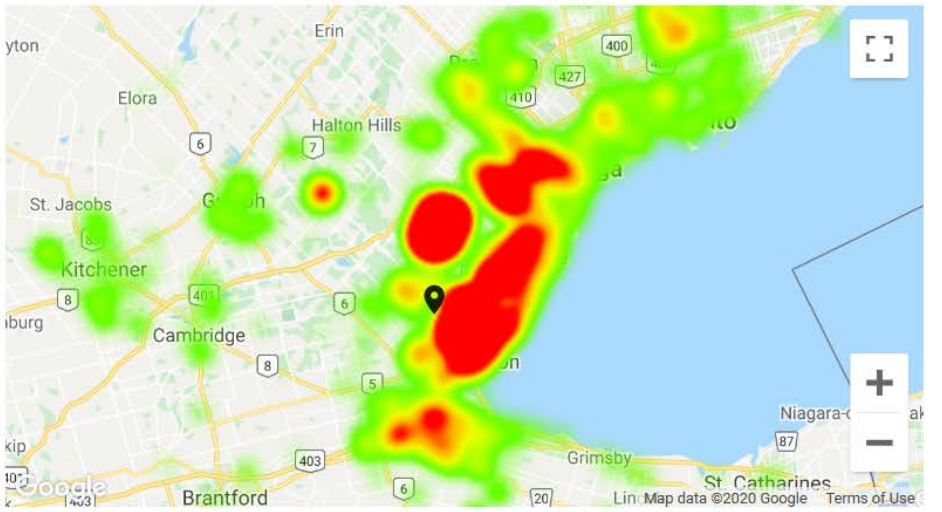
## VISITOR GROUPS

Adults Children (5-14) Children (under 5)  
Seniors

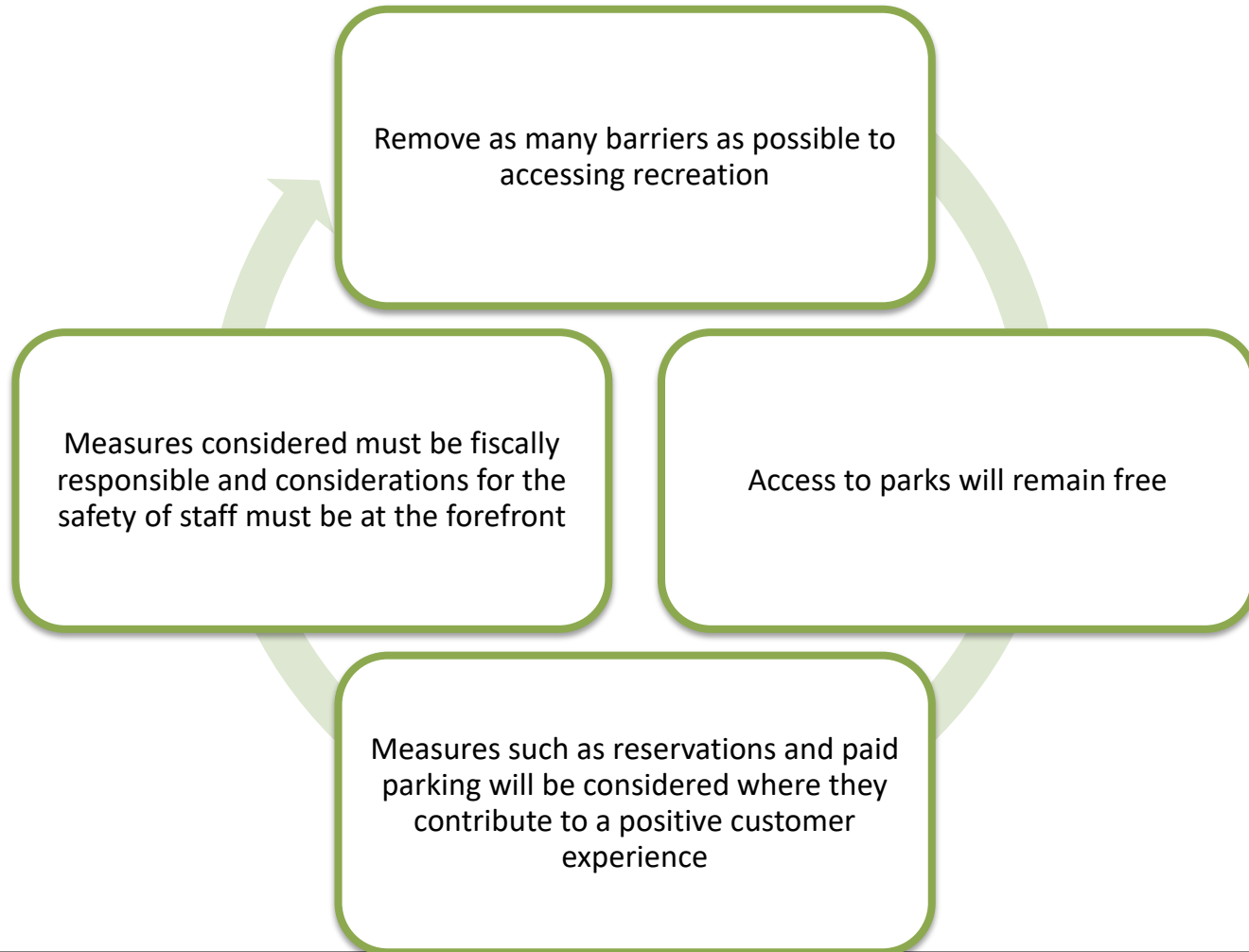


20866 Adults 10054 Children (5-14) 4019 Children (under 5) 1634 Seniors

## Visitor Map



# Guiding Principles for Recommendations



# Considerations & Impacts

## Revert to status quo

- Problems will remain
- 2020 measure set an expectations for longstanding issues to be addressed

## Residency Access

- Challenging to administer and monitor
- Beachway is a Regional Park

## Parking Ambassadors

- Requires ongoing operating costs to support
- Challenging to administer at Beachway Park

## Pay Duty Officers

- Helpful as an add-on measure to support staff and deescalate irate customers

## Reservation System

- Requires a mechanism for validating customer reservation
- Challenging to administer at Beachway Park due to geography

## Paid Parking

- Beachway can be identified as a premium lot. Additional parking is available.
- Revenue can help offset operating costs.



# Recommendations- Beachway

## Option 1 (Recommended):

- Paid parking and enforcement
- 7 days /week, 9am-9pm, May 1<sup>st</sup> to September 30<sup>th</sup>
- Premium rates of \$2.50 hourly and daily max of \$20.00
- Requires a capital investment of \$95,000

## Option 2:

- Paid parking, enforcement and parking ambassadors
- 7 days /week, 9am-9pm, May 1<sup>st</sup> – September 30<sup>th</sup>
- Premium rates of \$2.50 hourly and daily max of \$20.00
- Requires annual operating investment of approx. \$65,000 for parking ambassadors
- Requires a capital investment of \$95,000

## Option 3:

- Paid parking, (through reservation system), enforcement and parking ambassadors (4) weekends only
  - Weekend & holidays only, 9am-9pm, from May 1<sup>st</sup> -September 30<sup>th</sup>
  - Daily Pass of \$20.00 for beach access
- Requires an annual operation budget investment of approx., \$65,000 for parking ambassadors and \$5,000 for the reservation system for a total of \$70,000

# Recommendations- Lowville

## Option 1(recommended):

- Summer 2021 pilot extension
- Reservation system with parking ambassadors
  
- Evenings 3pm to 8pm and weekends 9am-8pm during summer season (May to September)
  
- Requires additional investment of approx. \$45,000 for parking ambassadors, \$25,000 for enforcement officers and \$5,000 for the reservation system, total of \$75,000
  
- Evaluate success of pilot extension and recommend long term measures for consideration through 2022 budget process

## Option 2:

- Paid parking and enforcement
  - Evenings 3pm to 8pm and weekends 9am-8pm (May 1st – September 30th)
  - \$1.75/hourly and max daily rate of \$14.00/day
  - Capital investment of \$20,000 (2 parking machines)
  - \$25,000 ongoing operating costs for enforcement officers

# Summary of Recommendations

	Beachway	Lowville – Pilot
Recommendation details	<p>Paid parking with enforcement</p> <p>Fines at \$2.50/hour to a daily max of \$20.00</p> <p>7 days /week, 9am-9pm, May 1<sup>st</sup> to September 30<sup>th</sup></p>	<p>Parking ambassadors with reservation system</p> <p>Evenings 3pm to 8pm and weekends 9am-8pm from May 1<sup>st</sup> to September 30<sup>th</sup></p>
Budget ask	<p>Capital costs : \$95,000</p> <p>Operating Costs</p> <ul style="list-style-type: none"> <li>- ongoing: \$2,000/year</li> <li>- One-time: NA</li> </ul> <p>Estimated revenue: \$170,000</p>	<p>Capital costs : NA</p> <p>Operating Costs</p> <ul style="list-style-type: none"> <li>- ongoing: NA</li> <li>- One-time: \$75,000</li> </ul> <p>Estimated revenue: NA</p>

# Recommendations

Direct the Director of Transportation to implement option 1 for parking management at Beachway Park effective May 1, 2021 as outlined in RS-09-20; and

Direct the Director of Transportation to implement option 1 (pilot extension for 2021) for parking management at Lowville Park as outlined in RS-09-20 and to report back in fall 2021 with long-term recommendations for this site.