

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

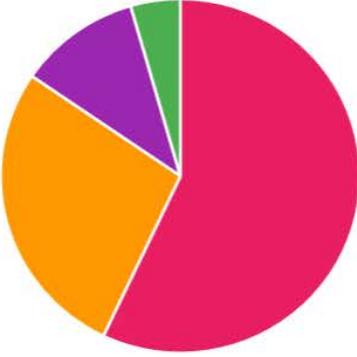


Gross Revenue
\$0.00

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

VISITOR GROUPS

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

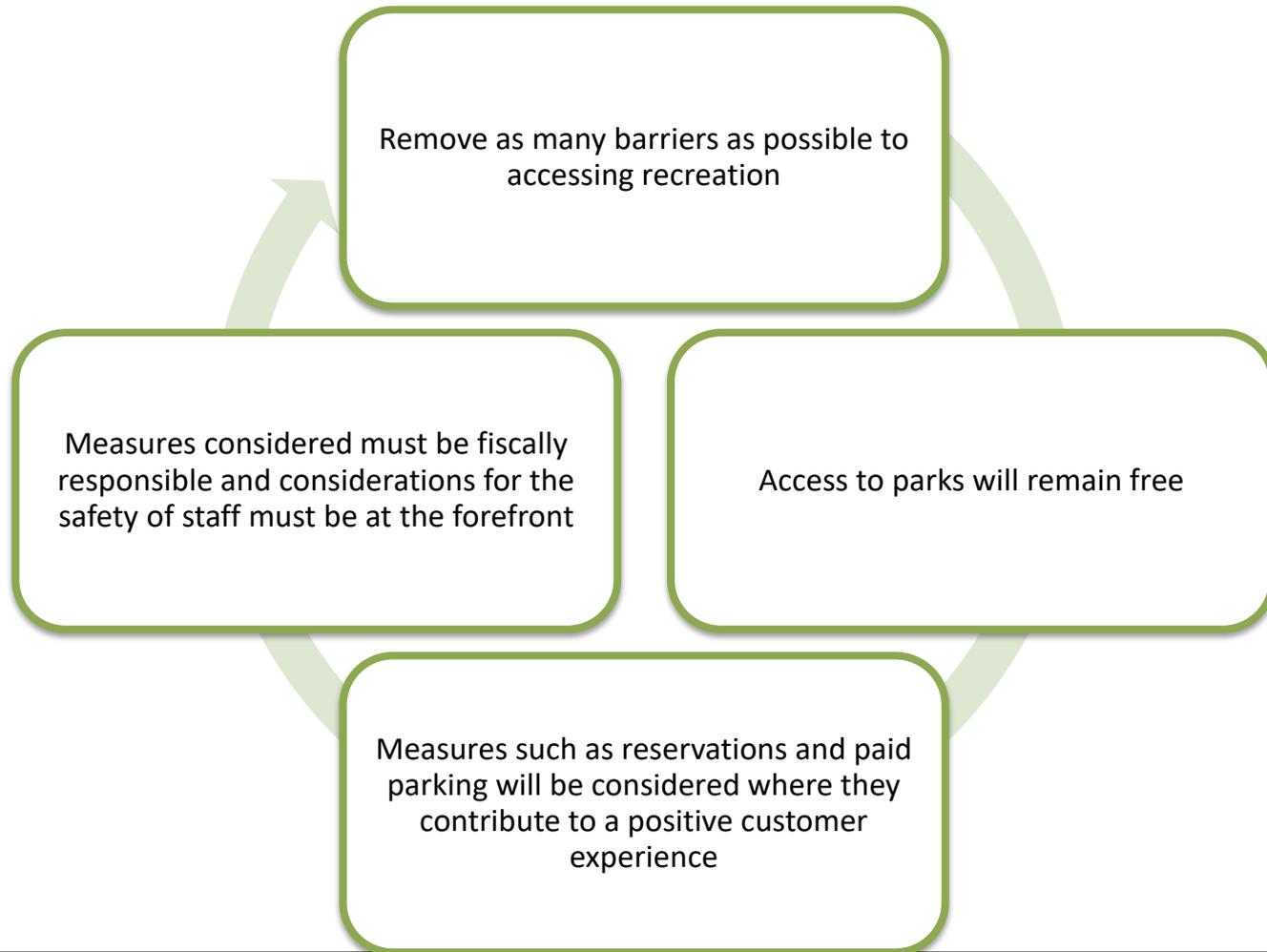


20866 Adults 10054 Children (5-14) 4019 Children (under 5) 1634 Seniors

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 1st to September 30th
- 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 1st – September 30th
- 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 1st -September 30th
 - 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 1st to September 30th</p>	<p>Parking ambassadors with reservation system</p> <p>Evenings 3pm to 8pm and weekends 9am-8pm from May 1st to September 30th</p>
Budget ask	<p>Capital costs : \$95,000</p> <p>Operating Costs</p> <ul style="list-style-type: none"> - ongoing: \$2,000/year - One-time: NA <p>Estimated revenue: \$170,000</p>	<p>Capital costs : NA</p> <p>Operating Costs</p> <ul style="list-style-type: none"> - ongoing: NA - One-time: \$75,000 <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.