

Parking & Traffic Measures at Beachway and Lowville Park

EICS April 8, 2021

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

FALL 2020 Staff report to EICS

- Recommended options for Beachway & Lowville Park
- Report back in Q1 of 2021 outlining options including but not limited to communication, beautification, infrastructure and costing options.

CURRENT STATE & BEYOND

- expect to be in a more normalized state
- Focusing on customer experience

Options Considered

Paid Parking at
Beachway Park

Beachway Parking
Ambassadors

Digital Message Boards

Parking restrictions on
pipeline and in other
restricted areas to be
esthetically appealing

Reservation System at
Beachway Park (ParkPass)

Weekend Transit Services

Bike Share Program at
Beachway Park

Region Overflow Parking

Installation of Gates at
Lowville Park

Beachway Park – Option1 Recommendation

	<u>Option 1 – Recommended</u>	<u>Option 2</u>
Details	<ul style="list-style-type: none"> - Paid Parking - (Honk Mobile pilot) with enforcement and 1 Parking Ambassador to assist with education and customer service - Block Barricades on Lakeshore Road/Pipeline 	<ul style="list-style-type: none"> - Paid parking (parking machines), enforcement and Parking Ambassador
Timing	<ul style="list-style-type: none"> - Weekends only, 9am-9pm, May - September 	<ul style="list-style-type: none"> - Weekends only, 9am-9pm, May - September
Rates (if applicable)	<ul style="list-style-type: none"> - Premium rates of \$2.50/hourly up to a \$20.00 daily maximum 	<ul style="list-style-type: none"> - Premium rates of \$2.50/hourly up to a \$20.00 daily maximum
Financial Details	<ul style="list-style-type: none"> - Annual operating costs of \$2,000 for HONK signage and advertising - Annual parking revenues of \$170,000 - One-time investment of purchasing block barricades totally approx. \$71,000 plus \$34,000 for installation and removal, \$39,000 for digital message boards as well as \$45,000 for a Parking Ambassador - Net operating revenues of \$168,000 as per the approved 2021 budget - One-time investment of \$189,000 	<ul style="list-style-type: none"> - Requires a capital investment of \$95,000 for the installation of 10 parking machines including the associated labour and materials for installation. - One-time investment of \$1,000 to advertise and market paid parking - One-time investment of purchasing block barricades total approx. \$71,000 - Onetime investment of Parking Ambassador total approx. \$45,000 - Annual operating investment of \$34,000 for a total investment of \$246,000

Lowville – Option1 Recommendation

Option 1- Recommended	
Details	<ul style="list-style-type: none">- Reservation system with Parking Ambassadors- Purchase of gates
Timing	<ul style="list-style-type: none">- Evenings 3pm to 8pm on weekdays and weekends- 9am-8pm during summer season (May to September)
Rates (if applicable)	<ul style="list-style-type: none">- N/A
Financial Details	<ul style="list-style-type: none">- Requires a one-time investment of approx. \$45,000 for a parking ambassador, \$2,400 for cell and internet connection and \$1,000 for advertising- \$55,000 to purchase and install parking gates for a total of approx. \$103,400

Customer Experience



Recommendations

Direct the Director of Transportation to implement Option 1 for parking management at Beachway Park effective May 2021 as outlined in Transportation Services report TS-04-21;and

Direct the Director of Transportation to implement Option 1 for parking management at Lowville Park as outlined in Transportation Services report TS-04-21; and

Amend the Parking and Idling by-law 39-2016 to include a daily rate of \$20 and hourly rate of \$2.50 parking fee, including an increased penalty amount of \$50 at Beachway Park.