# 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**





### Beachway Park – Option1 Recommendation

	Option 1 – Recommended	Option 2
Details	<ul> <li>Paid Parking</li> <li>(Honk Mobile pilot) with enforcement and 1 Parking Ambassador to assist with education and customer service</li> <li>Block Barricades on Lakeshore Road/Pipeline</li> </ul>	<ul> <li>Paid parking (parking machines), enforcement and Parking Ambassador</li> </ul>
Timing	- Weekends only, 9am-9pm, May - September	- Weekends only, 9am-9pm, May - September
Rates (if applicable)	<ul> <li>Premium rates of \$2.50/hourly up to a \$20.00 daily maximum</li> </ul>	<ul> <li>Premium rates of \$2.50/hourly up to a \$20.00 daily maximum</li> </ul>
Financial Details	<ul> <li>Annual operating costs of \$2,000 for HONK signage and advertising</li> <li>Annual parking revenues of \$170,000</li> <li>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</li> <li>Net operating revenues of \$168,000 as per the approved 2021 budget</li> <li>One-time investment of \$189,000</li> </ul>	<ul> <li>Requires a capital investment of \$95,000 for the installation of 10 parking machines including the associated labour and materials for installation.</li> <li>One-time investment of \$1,000 to advertise and market paid parking</li> <li>One-time investment of purchasing block barricades total approx. \$71,000</li> <li>Onetime investment of Parking Ambassador total approx. \$45,000</li> <li>Annual operating investment of \$34,000 for a total investment of \$246,000</li> </ul>

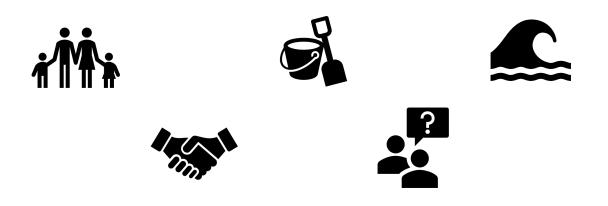


### Lowville – Option1 Recommendation

	Option 1- Recommended
Details	<ul> <li>Reservation system with Parking Ambassadors</li> <li>Purchase of gates</li> </ul>
Timing	<ul> <li>Evenings 3pm to 8pm on weekdays and weekends</li> <li>9am-8pm during summer season (May to September)</li> </ul>
Rates (if applicable)	- N/A
Financial Details	<ul> <li>Requires a one-time investment of approx. \$45,000 for a parking ambassador,</li> <li>\$2,400 for cell and internet connection and \$1,000 for advertising</li> <li>\$55,000 to purchase and install parking gates for a total of approx. \$103,400</li> </ul>



### **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.

