

# 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>
<b>Details</b>	<ul style="list-style-type: none"> <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 style="list-style-type: none"> <li>- Paid parking (parking machines), enforcement and Parking Ambassador</li> </ul>
<b>Timing</b>	<ul style="list-style-type: none"> <li>- Weekends only, 9am-9pm, May - September</li> </ul>	<ul style="list-style-type: none"> <li>- Weekends only, 9am-9pm, May - September</li> </ul>
<b>Rates (if applicable)</b>	<ul style="list-style-type: none"> <li>- Premium rates of \$2.50/hourly up to a \$20.00 daily maximum</li> </ul>	<ul style="list-style-type: none"> <li>- Premium rates of \$2.50/hourly up to a \$20.00 daily maximum</li> </ul>
<b>Financial Details</b>	<ul style="list-style-type: none"> <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 style="list-style-type: none"> <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	
<b>Details</b>	<ul style="list-style-type: none"><li>- Reservation system with Parking Ambassadors</li><li>- Purchase of gates</li></ul>
<b>Timing</b>	<ul style="list-style-type: none"><li>- Evenings 3pm to 8pm on weekdays and weekends</li><li>- 9am-8pm during summer season (May to September)</li></ul>
<b>Rates (if applicable)</b>	<ul style="list-style-type: none"><li>- N/A</li></ul>
<b>Financial Details</b>	<ul style="list-style-type: none"><li>- 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</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.