



SUBJECT: Public Boat Launch Service Plan

TO: Environment, Infrastructure & Community Services Cttee.

FROM: Recreation, Community and Culture Department

Report Number: RCC-02-21

Wards Affected: 1

File Numbers: 950-02

Date to Committee: April 8, 2021

Date to Council: April 20, 2021

Recommendation:

Authorize the Director of Transportation Services to implement a trailer parking fee at LaSalle Park Community Marina public boat launch and have the fees offset the City's portion of the water lot fees paid to the Hamilton Port Authority; and

Amend the Parking & Idling by-law 39-2016 to include Trailer parking fee and increase penalty amount at LaSalle Park Community Marina as identified in Appendix A to report RCC-02-21.

PURPOSE:

Vision to Focus Alignment:

- Increase economic prosperity and community responsive city growth
- Deliver customer centric services with a focus on efficiency and technology transformation

Background and Discussion:

LaSalle Park is home to many recreational amenities from the lovely green spaces, wading pool, bocce ball courts, the pavilion and the LaSalle Park Community Marina Association - the only public location to launch a motorized boat in the City located at the base of LaSalle Park Road. The pier is a popular spot for looking at the lake, fishing, walking and is also home to the Burlington Sailing and Boating Club, the LaSalle Park

Community Marina Association and a preferred nesting location of the Trumpeter Swans.

The pier currently has 12 trailer parking spots and 90 car parking spots that support activities closest to the waterfront. There is additional parking at the top of the park to support other park amenities and acts as overflow parking for the pier allowing for an additional five spots for trailer parking on the grass.

In summer 2020 the public boat launch at LaSalle Park Community Marina and public boat launch did not open to the community because:

- The floating wave break was not completed until the end of June 2020,
- The community was adhering to the provincial orders on physical distancing and social gathering sizes and there was uncertainty if boating could be or would be allowed,
- The end of June was one third-way through the boating season, and
- The LaSalle Park Marina Association decided not to open in summer 2020 because of the items noted above which resulted in LPMA having to leave all the docks on the pier which made car and trailer maneuverability on the pier problematic.

The delay in opening the public boat launch allowed time for staff to discuss strategies on managing the launch. As noted in several reports leading up to the City's investment in building a floating wave break, the public boat launch has caused some concern in the park because of the high use of the launch and limited parking.

As indicated in Glenn Pincombe's report which was an appendix to [CM-05-19](#) the LaSalle Park launch is the only free launch in this area. In the report the consultant suggested that the City consider implementing a launch fee, like other municipal and private marina operators. The consultant suggested that this might curb some of the congestion with the launch and mitigate parking concerns. Staff are supportive of exploring this pay for launch to see if it addresses the concerns in summer 2021. Staff reviewed what other municipalities charge for a boat launch fee and \$20 was the most commonly used fee.

Staff then explored a number of ways to implement a boat launch fee. Many ways were explored, from having LPMA manage the launch and use it as a revenue generator for the marina, to City staff being on site to manage and collect fees, to a pay and display machine, to keeping it free.

Recently Parking Services have implemented a pay and display system called Honk Mobile in downtown Burlington. Honk has been well received from customers as it's easy and accessible to use. Honk allows people to use the camera on their phone to

scan a QR code on a sign and pay for their parking fees without the need for machines on site. Staff feel that this is the easiest and best approach to implementing a public trailer parking fee. The launch fee would be associated to the boat trailer licence plate making it easy for Parking Enforcement staff to monitor and track.

An increased penalty amount of \$50 would be applied for customers who do not pay for the boat launch fee. The amount of \$50 was chosen as it is in line with what other neighbouring municipalities charge.

Enforcement staff will have discretion in applying these higher fines with the goal being education and compliance.

Strategy/process

After reviewing the suggestions of the consultant, looking at the available trailer parking on the pier and after consultation with representatives from the BS&BC and LPMA, staff recommend moving forward with implementing a trailer parking fee of \$20, linked to a boat trailer licence plate using the HONK Mobile system.

Options Considered

Staff did consider keeping the public launch free, however since it is the only launch in the surrounding area, staff agree with the consultant report and want to explore adding a fee to reduce congestion and apply some of the revenue towards the City's portion of the water lot fees paid to the Hamilton Oshawa Port Authority.

Staff approached LPMA to see if they would like to operate the boat launch as part of their agreement with the City as a possible revenue generator. LPMA respectfully declined the opportunity noting that there are limited revenues that can be made, and the behavior management is more than they are willing or able to take on.

Staff looked at hiring a staff to manage the public launch and to collect the trailer parking fee. For the behavior items noted by LPMA and risk exposure of a staff person with cash on the pier, staff were not comfortable recommending this option.

Staff also looked at installing pay and display machines on the pier. Given the remote location of the machine, the cost to purchase and install the machine and the on-going maintenance of the machine, staff felt that it was not worth the investment, and suspect that the machines would be a target for repeated vandalism and theft.

Financial Matters:

Implementing a new fee to launch a boat at LaSalle will require the City to invest in additional signage, park staff to assist in the first few weeks to assist boaters on the new

system and a communication campaign to inform boaters of the change. Although nominal, the City has the ability of generating minimal revenue from the boat launch and parking ticket fees. Staff recommend a trailer parking fee of \$20 for the day, which is in line with other launch fees around Burlington Bay.

Total Financial Impact

The cost to purchase the Honk signs with the scannable barcode is \$25/month. In addition, there is a standard processing fee outlined in the Honk Mobile contract of one dollar per transaction, thereby allowing the City to generate approx. \$19.00 per transaction (net). The customer is charged an additional \$0.35 per transaction.

The trailer rate will be used for the entire length of the boating season, which is weather dependent, but below outlines the financial estimates if all 17 trailer spots were used daily between Canada Day and Labour Day (68 days):

Expenses	Signs – \$25/month for 2 months	\$50
	Credit Card fee - \$1, 68 days for 17 spots	\$1156
	TOTAL EXPENSES	\$1206
Revenues	Daily parking \$20, 68 days for 17 spots	\$23,120
	TOTAL REVENUE	\$23,120
	NET REVENUE	\$21,914

The fee will be charged for the entire boating season and generate additional revenues as well and parking fines issued and collected.

The net revenue will be applied towards the City’s portion of the water lot fees paid to the Hamilton Oshawa Port Authority. Currently the City pays 20% of the lease that amounted to \$12,600 plus HST annually.

Any fine fees collected will go to the parking by-law service.

Source of Funding

Operating budget through Recreation, Community and Culture and Parking Services. Staff anticipate that this is a net neutral endeavor.

Other Resource Impacts

Investment in the creation of the communication plan, with Corporate Communications staff and creative services as well as sign design and manufacturing from Roads, Parks and Forestry staff, will be required to implement the new fee.

On-going support will be required by Parking Services for application support and parking enforcement. Parking Services will need to consistently have LaSalle pier on their enforcement route.

Climate Implications

Motorized watercraft does have an impact on the environment. Currently staff are trying to limit the number of watercrafts using the boat launch to the number of the available trailer parking spots, hopefully reducing overall emissions into the air and water.

Engagement Matters:

LPMA and BS&BC were both consulted on the operation of the boat launch. Both parties noted the issues and congestion at the ramp and thought that implementing a trailer parking fee would help to mitigate some of the issues.

Staff will develop a communication plan to inform users of the public boat launch of the new fee and how to access and use the Honk application.

Conclusion:

With the popularity of the public boat launch at LaSalle Park and congestion concerns pre-pandemic and given the market survey of other boat launches nearby on Lake Ontario, staff recommend implementing a trailer parking fee link that can be paid for through a phone application.

Respectfully submitted,

Denise Beard
Manager of Community Development
905-330-4118

Hayley Parkinson
Supervisor of Parking Service
ext. 7692

Appendices:

- A. Amendment to By-law 39-2016

Report Approval:

All reports are reviewed and/or approved by Department Director, the Chief Financial Officer and the Executive Director of Legal Services & Corporation Counsel.