



Staff Report

Community Services

Report To: Committee of the Whole
Meeting Date: April 6, 2021
Report Number: CSOPS.21.018
Title: Paid Parking – Additional Locations
Prepared by: Ryan Gibbons, Director Community Services

A. Recommendations

THAT Council receive Staff Report CSOPS.21.018, entitled “Paid Parking – Additional Locations” for information purposes.

B. Overview

This report is identifying the following additional parking locations that will be signed and enforced moving forward:

- Loree,
- Town Hall (weekends only),
- Bayview Park,
- Little River Park,
- Council Beach, and
- Delphi Point Park.

C. Background

The Town of The Blue Mountains is a popular tourist destination, with estimated tourism visits exceeding 2.5 million per year. The Town has incredible waterfront and natural features that have received increasing pressure as tourism and increased development make use of these locations. The increased pressure has caused the need for additional washroom cleaning, garbage collection and overall property maintenance. One way to help offset the costs of these activities is to charge non-residents for parking.

Through the 2020 budget process Council directed staff to implement a paid parking program that was free to residents (an eligible voter in The Blue Mountains) on four municipally managed properties; Lora Bay Park, Thornbury Harbour, Peasemarsch and Northwinds.

Through a competitive bidding process HONK Mobile was awarded the contract for the paid parking system which was soft launched August 1, 2020 at each of these properties. Non-residents were charged \$5.00 per hour to a maximum of 4 hours. The 4-hour time limit allows more opportunities for additional people to enjoy the waterfront.

Through 2020 we experienced a number of challenges including delays in the start of the program, restrictions to the number of people on each property, and limited technical resources for enforcement. Although the Town probably saw larger numbers of people in The Blue Mountains, the Town restricted access at two of the busiest waterfront areas to address COVID-19, which was likely a contributing factor in lower monthly revenues.

In the Winter of 2020/21, the Town groomed the Georgian Trail, as well as trails at Tomahawk where paid parking was also implemented during the Winter. Paid parking will only take place on this property during the winter season when the groomed trails are open.

D. Analysis

Implementation of the additional parking locations will increase revenue for the Town that was assumed in the 2021 budget, continue to provide free parking for residents, and should provide more opportunities for beach use with 4-hour limits on parking for visitors.

If some or all of the additional parking locations are not included in the paid parking program in 2021, it is likely that the program will not meet revenue levels that have been incorporated into the Town budget.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

Paid parking will also encourage carpooling (when appropriate following the pandemic) which should result in lower greenhouse gas emissions.

G. Financial Impacts

The chart below lists the properties that the Town will be charging for paid parking and the estimated revenues for 2021.

Property	Estimated Revenue
Loree – Bruce Trail	\$2,400
Lora Bay Park	\$2,400
Little River Park	\$2,400
Thornbury Harbour	\$1,500
Bayview Park	\$2,400
Town Hall Parking Lot (Weekends Only)	\$26,300
Peasemarth Nature Reserve	\$17,500
Council Beach	\$2,400
Delphi Point Park	\$2,400
Northwinds Beach	\$26,300
Total	\$86,000

H. In Consultation With

Sam Dinsmore, Deputy Treasurer/Manager of Accounting and Budgets

Terry Green, Manager of Parks and Trails

Wayne Dewitt, Municipal Prosecutor/By-law Supervisor

In addition to consultation with the staff noted above, these properties were also discussed through the 2021 budget process with Council.

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required.

However, any comments regarding this report should be submitted to Ryan Gibbons, Director Community Services directorcs@thebluemountains.ca.

J. Attached

None

Respectfully submitted,

Ryan Gibbons
Director Community Services

Shawn Everitt
Chief Administrative Officer

For more information, please contact:
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Report Approval Details

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This report and all of its attachments were approved and signed as outlined below:

Ryan Gibbons – Mar 26, 2021 – 11:28 AM

Shawn Everitt - Mar 26, 2021 - 11:29 AM