

## Tourist Parking

### **Prince Edward County (Population 24,735)**

- Tourism Management Plan – 6 areas (boat launches, parking & enforcement, garbage, washrooms, communications, visitor services)
- Implementation cost \$650,000, 60% recovered by Municipal Accommodations Tax, the rest from user fees and fines
- Provincial government regulates the MAT, must be used for destination marketing or investments that support tourism development.
- Developed a Summer Hub website to help residents and tourists navigate the Tourism Management Plan
- Unprecedented tourism in 2020. Sandbanks Provincial Park had to be closed 17x for 4-8 hours due to traffic volumes/unmanageable
- Excessive traffic volume, illegal; parking, excessive garbage, overcrowding
- New fees and fines implemented – from \$35 up to \$400 for a fine
- Pay and display system for a low fee - \$3 for 2 hours and no fees Mon – Thu
- Set up an electronic messaging sign ahead when park was full
- Admission fee for Wellington beach S-S-Holidays, 9-5. First come first served, 350 max.
- Residents can get a no cost day pass for S-S-Holidays
- By-Law working every day of the week, May-October, 0700 – 1900
- Seasonal No Parking areas – from \$35 before to \$400 fine now
- Out of towners - \$10 fee per person for using the beach
- “Trying to discourage over-tourism” Director of Community Services

### **South Bruce Peninsula (Sauble Beach – Wiarton – Oliphant area; Population: 8,416)**

- 2021 generated almost \$1M from parking fees, tickets and By-Law enforcement
- More than covered their \$830,000 Sauble Beach operating expenses
- SBP Council voted to increase parking fees from \$3/hr to \$7/hr, daily fee went from \$15 to \$30, seasonal passes for non-residents went from \$50 to \$200
- Residents could get a season’s pass for \$50
- Parking fees were increased to come into line with other Ontario beach communities
- \$890,000 revenue - \$640k from parking fees/passes, \$160k from fines/by-law enforcement, plus a provincial grant.
- Issued 5500 parking tickets, almost all in Sauble Beach

### **Orillia (Population: 31,166)**

- Another community experiencing COVID-related increases in tourism
- Initiated the COVID-19 Waterfront Parking Program – June through September
- Visitors without a parking pass need to pay \$50 to park at the waterfront, residents can park for free with a resident parking pass

**Barrie (Population: 153,356)**

- Parking fines: \$100 up from \$75
- Requires parking passes in waterfront and downtown areas
- Specific parking lots set up for use of the parking passes
- Residents can obtain special rate parking passes
- Online parking platform app in use (\$25 minimum credit payment)
- Downtown rates: \$1.50/hour on-street, \$1.25/hour off-street
- Monthly pass: \$66-\$82.50; annual pass: \$663-\$792
- Parking at the beach: \$10/hour; \$50/day

**Lambton Shores (Grand Bend, Population: 10,631)**

- HONK mobile parking.
- \$5/hr - \$25/day

**Town of Blue Mountains (Collingwood, Population: 21,793)**

- Residents get a parking pass in their tax bill mailing
- Parking enforcement was good but many illegally parking, putting pressure on the beaches
- Waterfront overrun with visitors. Garbage, relieving themselves all over.
- One small parking lot for 8 cars had 60 in it; 200 individuals instead of 20-30
- Locals couldn't enjoy the beach
- Increased enforcement measures by controlling access to parking lots, increased By-Law staffing, parking restrictions and signage
- Complaints about mixed messaging from the municipality, need to make sure they improve communications – website and pamphlets were suggested
- Issuing more tickets and actively enforcing tow-away zones
- In the process of establishing a paid parking pilot project, non residents to be charged for parking at popular waterfront areas, \$10/hr or \$50/day- app based
- \$200 seasons pass

**Meaford (Population: 10,991)**

- One year pilot (2021) pay to park at municipal parks
- Experiencing high use due to COVID-19
- No cost to residents – window sticker or mirror hanger

**Owen Sound (Grey County/Sauble Conservation Area beach lease, Population: 93,830)**

- \$10/day for beach parking – mobile app
- \$40 Annual pass for residents, \$75 non-residents
- No free parking for residents as the sites are expensive to maintain.