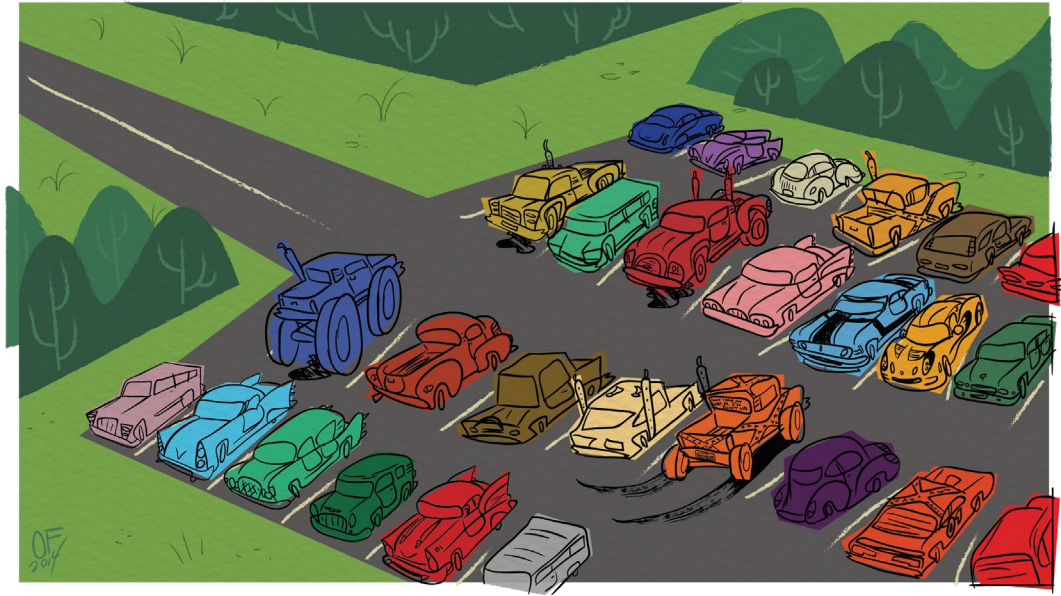


Staff Report CAO 21-85: Seasonal Parking Pilot Project



Cost of Parking

Provision of parking within a municipality consists of a number of expenses including but not limited to:

- Parking lot construction and maintenance
- Repairs, snowplowing, cleaning
- Engineering requirements
- Line painting
- Signage
- Communication
- Enforcement

Currently the taxpayers of Norfolk County subsidize all expenses related to parking across the County and within all communities.

Parking Challenges and Enforcement Issues

1. Parking in “no parking” zones
2. Parking in excess of posted time limits
3. Parking on private property
4. Inconsistent usage of parking spaces resulting in decreased parking availability

Mitigation Efforts

1. Corporate-Wide Parking Study (approved through Staff Report CAO 21-73)
2. Pilot Project in Downtown Simcoe – extended parking lots time restrictions (Staff report CAO 21-71)
3. Proposed Pilot Project in 2022
 - Increased parking fines in select lake-front communities
 - Paid parking – various options to be considered

Increased Parking Fines

Seasonal by-law to authorize increased fines between May to September for the communities of Long Point, Port Dover and Turkey Point.

- No Parking: currently \$75 increased to \$150
- Parking in excess of time limit: currently \$30 increased to \$75

Utilizing three (3) by-law enforcement summer students, there would be dedicated enforcement every weekend in each of the three lake-front communities.

Paid Parking

Paid parking to be established in certain areas between May to September, 2022 for the communities of Long Point, Port Dover, Simcoe and Turkey Point.

- Enhancements and/or extended parking availability in existing parking lots
- Combination of online and pay-station parking payment options
- Rates of between \$2-4/hour and/or \$15-20/day

Revenues would be allocated to a dedicated parking reserve to be used for Council approved parking initiatives including but not limited to:

- Parking improvements and traffic enhancements
- Enhanced/additional signage, line painting and lighting
- Offsetting enforcement costs
- Community contribution

Public Consultation

Public Consultation: December 2021 – January 2022

- Survey available on County website
- Virtual public consultation session on January 19, 2022
- Direct feedback

Advertised through:

- Print media
- Social media
- Direct mailout
- Website
- Community organizations

Decision-making process

Staff Report CAO 21-85 is seeking:

- Approval for staff to further investigate the pilot project
- To proceed with a 30 day public consultation process

Report to Council to be brought in Q1 2022 to determine if the Pilot Project should move forward.

The Report will include:

- Detailed revenue projections
- Costing options for implementation
- Timelines for execution

Feedback received during the public consultation process will be incorporated into the final report in February.

THANK YOU!



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