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Council-In-Committee Meeting – April 12, 2022

Subject: Additional By-Law Enforcement Summer Student Position
Report Number: OPS-22-021
Division: Operations
Department: Operations - Administration
Purpose: For Decision

Recommendation(s):

THAT Staff Report OPS-22-021 Additional By-Law Enforcement Summer Student Position be received as information;

AND THAT Council approve the hiring of one (1) additional Seasonal Temporary Full Time (TFT) By-Law Enforcement Summer Student for the Parking Pilot Project period of June 1, 2022 to August 31, 2022 (0.25 FTE);

AND FURTHER THAT the 2022 Levy Supported Operating Budget be amended to incorporate the additional costs associated with this position totaling \$13,300 for the three (3) month Parking Pilot Project Period, with funding to be provided by fine revenue generated by the position.

Executive Summary:

At the March 22, 2022 Council meeting, Norfolk County Council directed staff to bring forward a Business Case and a report to the April 12, 2022 Council-in-Committee meeting to outline the costs for providing for the addition of one Parking Enforcement Summer Student position. This report will demonstrate that the additional position is integral to the success of the Council approved Seasonal Paid Parking Pilot Project and further that the cost of the additional position will be largely offset by increased parking fines and summer student subsidies.

Discussion:

On March 8, 2022 Norfolk County Ops, Clerks and By-Law staff presented Staff Report OPS-22-004 Seasonal Parking Pilot Project. This report provided a series of recommendations to Council that would support the implementation of the paid parking pilot project. Included in these recommendations was a request to increase the staffing compliment of the By-Law Enforcement Department by one additional summer student position. At the March 22, 2022 Council meeting, Council revised the staff recommendations which resulted in paid parking being implemented in Port Dover, a

modified zone in Long Point and not at all in Turkey Point. As a result of these changes, the additional summer student position was not approved and staff were directed to bring back a business case and report to the April 12, 2022 Council in Committee meeting to provide additional information and rationale to Council.

Throughout the communication and engagement process for the parking pilot project undertaken by staff, it has been clear that both the business community and the public identify that the amount of resources dedicated to by-law enforcement related to parking in resort areas is not sufficient to address the issues there. Enhanced By-Law enforcement capacity was identified early on as one of the main pillars of the Seasonal Paid Parking Pilot Project. In order to achieve that enhancement, Clerks and By-Law have been working with HR staff and the CUPE Union reps to come to an understanding on how to best utilize staffing resources to meet this objective. In addition to that, the supplementing of this initiative with an additional summer student position will provide the By-Law team with options for providing dedicated resources, not just in high demand areas like the lakefront communities, but in other urban areas across the County such as Simcoe, Waterford and Delhi as well.

As part of the 2022 Levy Supported Operating Budget, Clerks and By-Law submitted a Business Case for the addition of a By-law Enforcement Summer Student. The intent of the business case was to provide a rationale to Council to support the additional position that would provide additional parking enforcement related to Port Dover, Turkey Point, Long Point and urban areas. Council supported this business case and increased the By-Law Enforcement Budget from two summer students to three summer students. The business case was made on the fact that By-Law Enforcement Summer Student positions typically have significant financial offsets with fines issued and government funding through Canada Summer Jobs program. The increase of one additional summer student position will be similarly offset by increased fine generation and subsidies. Further, the original business case presented in 2021 for the 2022 Levy Supported Budget used the average fine range of \$35, and if the increased fines presented for the pilot project are approved by the Ontario Court of Justice, these will offer a significantly higher revenue stream, in the range of \$75 to \$150 instead, creating a positive revenue impact on the new position.

Ops staff are actively moving forward with the Seasonal Paid Parking Pilot Project and are supportive of this increase in staffing for the By-Law Enforcement team. The implementation and success of this pilot largely depends on the enforcement. At the Council-in-Committee Meeting of March 8, 2022, Council did not support the full implementation of paid parking in Turkey Point and Long Point but did request that the increased fines for parking in a No Parking Area and Parking in Excess of Posted Times be applied. In order for these increased fines, and the paid parking to be effective, Norfolk County must ensure that adequate resources are dedicated to the seasonal parking areas.

On behalf of Clerks and By-Law and Operations, staff present two options for Council's consideration.

Option 1

That the summer student compliment remain at the current three (3) positions. Two (2) students would be dedicated to Port Dover and Long Point to provide enhanced enforcement of the paid parking zones and to monitor impacts of the pilot on surrounding streets. The remaining student would be rotated through the three waterfront communities (Port Dover, Turkey Point and Long Point) and other urban areas. Current full-time staff will augment these positions as time and schedules permit. No budget amendment will be required.

Option 2

That the County hire an additional summer student position to increase the compliment to four (4) summer student positions. Two (2) would remain dedicated to the paid parking zones in Port Dover and Long Point. One (1) position will act as a floater and provide coverage in all three waterfront communities and urban areas as time/needs demand. This will also allow for a higher utilization rate of the increased fine provisions and would also ensure that more staff time is dedicated to both Turkey Point and Long Point than what would be available under Option 1. The fourth student would act as a floater as well, providing coverage across Norfolk County, including the urban areas and the lakefront communities. This option will require a budget amendment to add the additional student however staff believe the fine revenue generated by this fourth parking student will cover a portion, and perhaps the majority, of the total position costs. Staff would caution that recruitment may prove challenging given that most students will have secured employment by the time this report is approved.

Financial Services Comments:

As indicated within this report, Option 1 can be accommodated within existing budget allocations.

Should Council choose to proceed with Option 2, a budget amendment in the amount of \$13,300 would be required to the 2022 Levy Operating budget to accommodate the staffing costs associated with this temporary position.

The total budget request consists of \$8,200 in salaries and benefits to hire one (1) Temporary Full Time (TFT) Summer Student staff (0.25 FTE) for the Parking Pilot Project period of June 1 – August 31 (approx. 12 weeks), pending availability, as well as allocations for Materials & Supplies (\$400 for cell phone, uniform), and vehicle rental (\$4,700 based on current vendor rates) totaling \$5,100.

As outlined within this report, funding for this position can reasonably be anticipated to be provided from parking fine revenue generated, which is supported by the parking fine rate increases approved at March 22nd Council meeting (resolutions 17, 18 & 19). Using a weighted average ticket value and a split of 80% No Parking (\$75-\$150 range), and 20% Parking in Excess of Time Limits (\$35-\$75 range), a parking enforcement

summer student would need to issue approximately 132 fines to offset the fixed costs associated with the position for the 3-month period. Council should note that while historically these student positions have issued approximately 400 fines each over a 4-month period, revenue is not guaranteed and this position may result in a minimal Levy impact.

If staff wish to recommend a permanent additional By-law summer student position, the request would need to be brought forward as a New Budget Initiative (NBI) within the 2023 Levy Operating Budget with an updated business case.

Interdepartmental Implications:

N/A

Consultation(s):

Ops staff have consulted with staff from Bylaw and Clerks.

Strategic Plan Linkage:

This report aligns with the 2019-2022 Council Strategic Priority "Focus on Service".

- Explanation: Modernize Norfolk County's approach to by-law development and enforcement

Conclusion:

Ops, Clerks and By-Law staff support the allocation of one (1) additional summer student position (Option 2) to aid in the delivery of the Seasonal Paid Parking Pilot Project and enhancement of parking enforcement in our waterfront communities.

Attachment(s):

None

Approval:

Approved By:
Bill Cridland
General Manager

Reviewed By:
Teresa Olsen/Jim Millson, County Clerk/Supervisor By-Law Enforcement

Prepared By:
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