

STAFF REPORT

THE CORPORATION OF THE TOWN OF COBOURG



Report to:	Mayor and Council Members	Priority:	<input checked="" type="checkbox"/> High <input type="checkbox"/> Low
Submitted by:	Laurie Wills Director, Public Works Public Works Division lwills@cobourg.ca	Meeting Type:	Open Session <input checked="" type="checkbox"/> Closed Session <input type="checkbox"/>
Meeting Date:	June 20, 2022		
Report No.:	Public Works-122-22		
Submit comments to Council			

Subject/Title: Resident Parking Passes

RECOMMENDATION:

THAT Council direct Staff to implement the residential parking passes as approved in the February 14, 2022 Staff report no. 122-22 which included one (1) seasonal pass for each municipal address,

AND FURTHER THAT Council direct Staff to develop a survey in the fall for residents to provide feedback to the Town on the success of the resident pass and to provide recommendations for any improvements to Council during budget deliberations for 2023.

1. STRATEGIC PLAN

N/A

2. PUBLIC ENGAGEMENT

Notices were circulated to all residents/addresses within the subject new paid parking area east of Victoria Park.

The DBIA board and all members also received a copy of the notice regarding proposed increased rates for downtown meters and lots.

A Public Meeting was held on February 7, 2022 to share a presentation that summarized and explained the proposed parking opportunities and rate increases.

Comments received during the public engagement period are attached and it should be noted that only one resident suggested more than one pass should be issued per household.

3. PURPOSE

To receive Council's direction on which, if any, proposed parking changes are to be implemented.

4. ORIGIN AND LEGISLATION

1. November 15th, 2021 Committee of the Whole meeting
 - Public Works Report No. 066-21
2. December 6th, 2021 Committee of the Whole meeting
 - Public Works Report No. 079-21
3. January 24th, 2022 Committee of the Whole meeting
 - Public Works Report No. 083-21
4. February 14th, 2022 Committee of the Whole meeting
 - Public Works-122-22
5. May 9th, 2022 Committee of the Whole meeting
 - Legislative Services Report No. 025-22

5. BACKGROUND

On February 22, 2022, Council approved the final parking proposal based on the outcome of the Beach Survey and recommendations put forth by the Parks and Recreation Advisory Committee to the Waterfront Working Group. The proposal included paid parking in the east beach residential area and a discounted seasonal parking pass for the waterfront for each residence that is valid from May to October. The recommendations also included a significant increase in waterfront rates based on the need for revenue generation for future parking infrastructure. Parking rates had previously not been increased in nearly 20 years.

At the May 30th, 2022 Committee of the Whole meeting a delegation was made requesting additional parking passes in the east beach parking area and Staff have also received one other request for additional passes in the east beach area.

Also at the May 30th, 2022 Committee of the Whole meeting and June 6th, 2022 Regular Council meeting, requests were made for exemptions to paid parking for personal events.

Council requested for Staff to report back to Council on June 20th with the implication of issuing three (3) \$20 passes to each residence in the east beach area and two (2) \$40 passes for each residence outside of the east beach parking area.

6. ANALYSIS

There are 460 residential addresses and 176 parking spaces available in the east beach residential area. There are approximately 8,500 municipal addresses in Cobourg and 520 parking spaces in the remainder of the waterfront area.

The typical number of parking spaces allocated for a new residential lot is two plus a garage. On-street parking is not permitted in a development agreement to subsidize private parking for residents who choose to have more vehicles than are able to be parked on private property.

Should all residences in the east beach area purchase a pass and continually utilize the street for parking, there will be no available parking for visitors (including other residents of Cobourg) to pay the daily rate or utilize the area for beach parking.

As of June 7, 2022, the Town has issued 439 resident waterfront passes of which 78 are from the East Beach area.

With respect to the request for additional passes in the east beach area, Staff understand the following information regarding the existing parking arrangement at the two residences:

1. 3 available parking spaces plus a garage on private property and 5 vehicles owned
2. 4 available parking spaces plus a garage on private property and 2 vehicles owned

An option for Council to consider would be to have Staff review each address where a request is made for additional passes in the east beach area to confirm that there are less than two (2) parking spaces on private property and that there is proof of ownership allocated to each vehicle of the same address. There is a risk that, depending on the number of requests, Staff could be inundated with inspections and it would not be feasible to continue the service without additional resources. It is not recommended that this option be implemented without a thorough budget review of by-law enforcement resources in 2023.

The issuing of residential permits has had an impact on administrative resources. The process is new, confusing, and lengthy to conduct. Staff are having to take significant time away from their regular duties to spend with each applicant to review parking options, provide maps, explain rates and passes and also to enter information in order to issue permits. Understandably it is a learning process for all and will take some time to adjust and find efficiencies. Following a full season of implementation, Staff will continue to receive feedback from residents about this new program and work towards bringing improvements for Council's approval in 2023.

The intent of charging a small fee for parking in the east beach area is to encourage residents of the area to fully utilize their private parking spaces and save the cost of a pass. The nominal charge is also to be fair to all other residents who pay \$40

for a pass so that there is still a contribution by all residents, albeit a lesser one, for the east beach residents due to the inconvenience of having to pay for street parking in their neighbourhood during the day.

With respect to the exemption requests, without limitations, exemption requests will continue to increase. An option for Council to consider when exemptions are requested is for residents to apply for something similar to a special events application. The application will be required to have Council approval for a maximum of 10 day passes, discounted by 50% (\$400 value discounted to \$200). Council approval must be obtained a minimum of 2 weeks ahead of the event and license plates must be provided on the application. This process will ensure thoughtful planning by event organizers and allow Staff adequate time to input the pass information and inform by-law enforcement. The application process and paid discounted passes may also encourage event coordinators to have guests utilize public transit, car pooling, or hourly paid parking (\$5/hr) options if they are available. Obtaining license plate numbers in advance will reduce any opportunity to reuse the pass for resale. Staff are not recommending an exemption process at this time and will consider it as an option after a full summer season of parking has been experienced and is better understood before putting forward recommendations to Council during budget deliberations for 2023.

Parking is a user fee. There are no tax dollars currently going towards parking. The main purpose for expanding the paid parking areas and increasing the parking rates is to plan for the future expansion of Town owned parking infrastructure in Cobourg. The only large parking lot owned by the Town is the Covert Street lot. All other major lots are privately owned and intended to be developed and after which time, parking in the waterfront will be limited. Should the Town have to construct a large parking facility, those costs would be borne by the tax payers of Cobourg if there are not enough funds in the parking reserve saved up. User fees are collected from anyone who parks in Cobourg, resident or non-resident and these fees are what are needed to relieve or eliminate any tax burden associated with parking.

Included below is a slide from the February 7, 2022 public consultation presentation illustrating current parking revenue, where it is spent, and what the Town should be saving for future capital parking needs.

Parking Reserve Average Costs (Pre-Pandemic)

• Revenue:	\$510,000	• Parks:	\$83,000
• Expenditures:		• Beach Washrooms:	\$59,000
Operations	\$118,000	• Marina:	\$32,000
By-law	\$116,000	• Harbour:	\$7,000
• Capital Costs:	\$40,000		

Average Annual Transfer to Reserve: \$75,000

Savings Required

- ✓ Average cost per parking space to build garage ~\$25k
- ✓ Required spaces to maintain current available parking at Covert, Second, Albert Lots ~370
- ✓ Cost for 370 space garage ~\$9.25M



7. FINANCIAL IMPLICATIONS/BUDGET IMPACTS

The Staff report presented an estimate of revenue that could be generated by the new daily usage rate of \$40 for non-residents to utilize the east beach area for parking. It was less predictable to estimate how many passes would be purchased by residents and those revenue numbers were not included in any of the financial proposals of past reports.

Waterfront Daily Parking Revenue Projections for East Beach Area

Proposed Daily Rate	Projected Revenue
\$40.00	\$586,140.30

If each property in the east beach area were to purchase one to three passes in the east beach area, the revenue projection would be \$9,200 to \$27,600 annually, however should all passes be utilized consistently with residents in the area parking vehicles on the road allowance, this scenario would significantly reduce the parking availability for visitors and reduce revenue generation for future parking needs of the whole community.

Based on the limited number of parking spots in the East Beach area and the high number of residential addresses in the East Beach area and the availability of parking on private property and the limited hours of enforcement between 9am and

4pm, it is not recommended that more than one pass be available for each residential property in Cobourg.

Staff are recommending that Council continue to support the current approved residential pass system for at least the 2022 parking season and direct Staff to collect feedback from residents throughout the summer and conduct a survey in the fall asking residents how and when they utilized their passes.

8. CONCLUSION

THAT Council direct Staff to implement the residential parking passes as approved in the February 14, 2022 Staff report no. 122-22 which included one (1) seasonal pass for each municipal address,

AND FURTHER THAT Council direct Staff to develop a survey in the fall for residents to provide feedback to the Town on the success of the resident pass and to provide recommendations for any improvements to Council during budget deliberations for 2023.

Report Approval Details

Document Title:	Resident Parking Pass Follow Up - Public Works-122-22.docx
Attachments:	- Comments Summary Parking Proposal.pdf
Final Approval Date:	Jun 9, 2022

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

Tracey Vaughan, Chief Administrative Officer - Jun 9, 2022 - 9:45 AM