

From: Paul Bigioni
Director, Corporate Services & City Solicitor

Subject: Waterfront Permit Parking Review
- File: L-2000

Recommendation:

1. That Report BYL 02-23 regarding the Waterfront Permit Parking Review be received;
 2. That the streets outlined on the attached map (Attachment 1) be approved as the waterfront permit parking area effective May 1, 2023, and that Traffic and Parking By-law 6604/05 be amended accordingly;
 3. That the waterfront permit parking hourly rate be changed from \$5.00 to \$2.50 per hour, Monday to Friday, 9:00 am to 5:00 pm, and that General Municipal Fee By-law 6191/03 be amended accordingly;
 4. That, in addition to the two hour free parking already allowed in the Liverpool Road lay-by spaces, two hour free parking be allowed Monday to Friday from 9:00 am to 5:00 pm within the waterfront permit parking area except for Beachpoint Promenade, Front Street and the municipally operated waterfront parking lots;
 5. That Council direct staff to implement a free digital guest parking pass system for residents parking in the waterfront permit parking area;
 6. That free resident waterfront parking permits issued after the date of this Report be valid for a period of two years;
 7. That a non-resident senior (age 65 years and older) waterfront parking permit be introduced for a fee of \$80.00 per year plus HST, and that the General Municipal Fee By-law 6191/03 be amended accordingly;
 8. That Council direct staff to implement a physical free parking pass to be provided to resident seniors (age 65 years and older) who do not own or operate a vehicle, to allow them to be driven to the waterfront without incurring parking costs;
 9. That pre-budget approval be provided in the amount of \$15,000.00 plus applicable HST for the purchase and installation of a WiFi hub in each of the three municipally operated waterfront parking lots, to enable cellphone users without data plans to use the HotSpot Parking App to make parking payments, and this cost be included in the 2023 Budget for account 10425.502260.0000;
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10. That pre-budget approval be provided in the amount of \$17,000.00 plus applicable HST for the purchase and installation of additional signage, public engagement and communication campaign, programming costs, and for changes to the HotSpot App to implement the recommendations set out in this Report, and this cost be included in the 2023 Budget for account 10425.502260.0000;
 11. That, as part of the public engagement and communication campaign, staff be directed to work with Nautical Village businesses to enable the businesses to assist their customers with registration for parking sessions;
 12. That Council direct staff to conduct consultation with residents of Essa Crescent to determine if that street should be added to the waterfront permit parking area in the 2024 season and that staff report back to Council in Q1 2024;
 13. That the draft amending By-laws (Attachments 2 and 3 to this Report) be enacted to give effect to Recommendations 3, 4, and 7 above; and
 14. That the appropriate officials of the City of Pickering be authorized to take such actions as are necessary to give effect to the recommendations in this report.
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Executive Summary: In 2021, the City introduced paid waterfront permit parking from May 1st to October 1st annually, through Council Resolution #728/21.

The program included:

- (i) paid parking at municipally operated waterfront parking lots and on one side of waterfront area streets, with prohibited parking on the opposite side,
- (ii) free resident waterfront parking permits,
- (iii) an hourly rate of \$5.00 for waterfront permit parking areas, and
- (iv) free parking for accessible parking permit holders and veteran's licence plates.

Council subsequently approved revisions to the program to: (i) reduce the parking rate in the Nautical Village to \$2.50 per hour Monday through Friday between 9:00 am and 5:00 pm, (ii) allow two hour free parking in the lay-by parking spaces on Liverpool Road, and (iii) implement seasonal and monthly parking permits.

The City committed to conduct a review of the waterfront permit parking program after the end of its first season in 2022 to determine the appropriate recommendations for improvements in 2023 that would better meet the goals of the program. As a key part of that review, a public consultation campaign was completed in December, 2022. The public consultation campaign was comprised of three components:

- (i) an on-line survey on the City's website under the Let's Talk section,
- (ii) a direct mail survey to 697 residents of the waterfront area streets included in the program, and
- (iii) an email survey sent to the business owners in the Nautical Village.

Comments received from residents were mostly positive, and most residents were in favour of keeping the waterfront permit parking program in place. Many residents were happy that the program resulted in greater parking availability at the waterfront. Feedback confirmed that improved communication about the program is needed. Staff propose to address this concern with additional public engagement and signage, as more specifically described in this Report. Many waterfront area businesses reported that the implementation of two hour free parking in the Nautical Village provided good turnover of available parking for their customers to access the businesses without cost. Residents of waterfront area street residents indicated that parking and traffic problems were greatly reduced. Overall, the waterfront permit parking program allowed Pickering residents better access to the waterfront at no cost to them.

Streets that did not experience high usage in the program and where residents do not want permit parking have been identified for removal from the program. A revised map of the waterfront permit parking area is Attachment 1 to this Report.

In an effort to provide consistent application of the waterfront permit parking regulations, staff recommend that the hourly rate Monday through Friday between 9:00 am and 5:00 pm be reduced to \$2.50 per hour at all locations that make up this program.

It is also recommended that two hour free parking be extended to all waterfront permit parking area streets except for Beachpoint Promenade, Front Road, and the waterfront parking lots. Two hour free parking would be offered Monday to Friday, between the hours of 9:00 am and 5:00 pm.

To address concerns expressed by residents about the process for guest parking, a guest parking pass system is recommended in this report to provide residents the ability to obtain a no charge daily permit for visitors parking on their street.

As per feedback received through the public consultation campaign, and for ease of administration, staff recommend that the free waterfront parking permits issued to Pickering residents be valid for a two year period commencing on March 28, 2023.

Based on survey results and other input from users, staff propose that a non-resident seniors' waterfront parking permit be approved with a proposed fee of \$80.00 plus HST, valid from May 1 to October 1 in 2023.

The feedback received from the public and the observations of City staff have identified areas for improvement for the 2023 waterfront permit parking season. The proposed changes are generally directed toward making the program easier for residents and for all users. Increased communication and outreach to residents is also proposed, to better inform residents about how to register for free waterfront parking and easier access to purchase a parking session. Some changes to the HotSpot parking App will be required to implement some of the changed proposed in this Report.

Financial Implications: The associated costs to implement the recommendations set out in this report in 2023 are:

- (a) Purchase and installation of three WiFi hubs in the municipally operated waterfront parking lots is approximately \$15,000.00 plus HST.

The implementation of an enhanced communication and public awareness campaign for the paid parking program in the additional amount of \$17,000.00 plus HST. This includes enhanced signage, public outreach and communications campaign, programming costs, and changes to the HotSpot software to implement the program changes set out in this Report. More specifically, staff propose approximately 20 additional fast tap signs (\$42.50 each) and four additional large information signs to be placed at municipally operated waterfront lots and at the entrance of Beachpoint Promenade (\$153.20 each). The enhanced communications campaign will also include large A-frame signs placed near the parking lots for the first three months of the program at a cost of \$250.00 per month per sign. A mail out specific to waterfront area residents outlining the registration process for resident and guest permits will cost of approximately \$1,000.00. Additional social media outreach costs will be \$500.00. News Advertiser community page ads will be used at no cost, and a full page or webpage add will be taken out at a cost of \$1,500.00.

- (b) The cost for required modifications and updates to the HotSpot App is projected to require between 60 and 80 hours of work at an hourly rate of \$125.00. The modifications will implement the proposed program changes, including creation of the guest permit portal.

The associated revenues projected with the waterfront permit parking program in 2023 are:

- i. For 2023 budget purposes, staff estimate that net revenues generated by the waterfront permit parking program in 2023 will be approximately \$243,658.00.
- ii. This revenue estimate takes into account an expected reduction of approximately \$25,000.00 resulting from the extension of two hour parking and fee reduction on waterfront streets.
- iii. This revenue estimate takes into account an expected reduction of approximately \$9,000.00 resulting from the reduction of the hourly permit fee from \$5.00 to \$2.50 in the municipally operated waterfront parking lots.

The associated revenues resulting from the waterfront permit parking program for the 2022 season are:

The hourly rate of \$5.00 per hour was initially approved by Council in 2022. As set out in Report BYL 02-21, 2022 parking fee gross revenues were projected to be \$290,800.00. The actual 2022 parking fee gross revenues totalled \$320,656.23.

The following provides a breakdown of actual parking fee gross revenues for the 2022 waterfront permit parking season:

Permit Revenue (Seasonal - 94, Monthly - 57)	\$19,984.05
Mobile App Parking Sessions (4,276)	\$26,102.36
Fast tap Parking Sessions (38,977)	<u>\$274,569.82</u>
Total waterfront parking fee revenue for 2022 season:	\$320,656.23

After deduction of the 15% due to HotSpot per its contract with the City, the City's 2022 parking fee net revenues were \$272,557.80.

In addition to parking fees, there were also fines generated from enforcement of the 2022 waterfront permit parking program which totaled \$541,645.00. Of this amount, Pickering has been paid \$349,451.00 to date. Fine revenue is expected to decrease somewhat for the 2023 season due to increased communication, program awareness and an anticipated increase in compliance due to the expansion of two hour free parking and the reduced hourly rates thereafter.

Discussion: With the onset of the COVID 19 pandemic in 2020, the City began to experience significant issues with vehicle parking and congestion in the waterfront area. These concerns continued into the Spring of 2021 when, at the June 7, 2021 Executive Committee meeting, Council requested that staff outline a viable plan to address illegal parking at the waterfront. Staff were directed to bring forward a Report to effectively deal with enforcement matters at the City's waterfront by the June 28, 2021 Council meeting.

Pursuant to Council's Resolutions #636/21 and #637/21, parking fines were reviewed and increases recommended, enhanced parking enforcement options were provided, and a public consultation was undertaken to obtain feedback from residents regarding the City's existing parking measures and a proposal to implement paid permit parking both on-street and at City waterfront parking lots.

Feedback from residents supported the implementation of paid permit parking and Council Resolution #728/21 approved the implementation of paid parking at the City's waterfront parking lots and on one side of waterfront area streets, prohibited parking on the opposite side, free resident waterfront parking permits, an hourly rate of \$5.00 for permit parking areas, and free parking for accessible parking permit holders and veteran's licence plates.

At the March 28, 2022 Council meeting, Council approved seasonal and monthly waterfront parking permit (Resolution #843/22).

Through Council Resolution #872/22 on April 25, 2022, the parking rate for the Nautical Village and Liverpool Road parking lot was amended to \$2.50 per hour, Monday through Friday between the hours of 9:00 am to 5:00 pm.

Council Resolutions #930/22 and #931/22, enacted on June 27, 2022, directed staff to implement two hour free parking in the Liverpool Road lay-by parking spaces. There was no discussion or direction regarding the applicable timeframe for the two hour free parking in the Liverpool Road lay-by spaces. Based on this, staff implemented this seven days a week, from 9:00 am to 10:00 pm. This change was not promoted or posted on signage, as it was intended to benefit customers of the Nautical Village businesses. Staff recommend that this approach continue for 2023.

Also at the June 27, 2022 Council meeting, staff were directed to create youth Nautical Village employee parking permits and investigate methods of issuing waterfront parking permits to residents without vehicles of their own. Staff implemented processes to provide both of these services, however, there were no applicants for the youth employee parking permits.

Staff began registering residents for free waterfront parking permits in mid-April, 2022. For the 2022 waterfront parking season, 11,586 residents of Pickering registered for free waterfront parking permits, either on-line, in-person at City Hall or at one of the ten evening registration dates held at City facilities. Staff will host in person sessions again for the 2023 season.

There was a total of 43,253 parking sessions during the 2022 season at the City's waterfront. Fast tap signs were the most frequently used, based on their convenience. However, the best value to frequent parkers was utilizing the mobile application, based on the ability to end parking sessions early and be refunded the remaining parking fees to the customer's account for future use.

In order to effectively implement the new waterfront permit parking program in 2022, additional summer enforcement officers were hired to ensure that dedicated waterfront parking enforcement occurred seven days a week, including statutory holidays, from 9:00 am to 10:00 pm. Waterfront permit parking began with a gradual launch, with enforcement beginning in mid-May 2022 with warning tickets only. Enforcement with fines for parking contraventions began on May 30, 2022.

There were 479 warning tickets issued prior to the commencement of enforcement. From May 30 until October 1, 2022, there were 9,765 tickets issued to vehicles for the offence of parked without a permit, with fines totaling \$541,645.00.

Let's Talk Pickering On-line Survey:

Information on the survey available on the Let's Talk Pickering page was promoted through an email to over 8,000 City of Pickering permit holders through HotSpot, as well as through social media, signage, etc. The Let's Talk Pickering Waterfront Parking page on the City's website went live on October 12, 2022, and had 3,304 visits. Of those visits, 479 people chose to participate in the on-line survey. 64 participated in the quick poll, which asked how they typically get to the waterfront. 56 of the 64 respondents indicated that they drive and park.

Based on the responses to the Let's Talk Pickering Survey, almost all participants were aware of the waterfront permit parking program (475), and had visited the waterfront in 2022 (423). Of the 479 survey participants, 351 indicated how they used the program, with 327 utilizing the free resident permit, and 24 paying for parking. When asked if free WiFi in the waterfront parking lots would be helpful, 42% responded yes, 35% responded no, and 23% were

undecided. The survey also asked if residents would prefer a two year term for free resident waterfront parking permits. 82% of 471 respondents preferred a two year term.

The Lets Talk Pickering survey also included a question asking if a reduced rate should be provided to seniors that are non-residents. 310 of the 469 respondents (10 people skipped this question) indicated this should be offered by the City. Based on this, staff propose that a seniors' waterfront parking permit be approved with a proposed fee of \$80.00, valid from May 1 to October 1 each year.

Some of the comments received through the Lets Talk Pickering survey include:

- I loved the paid parking for nonresidents. The beach was cleaner and less crowded. There were a lot fewer large celebrations such as showers and birthdays. Even fireworks were less evident. Please keep this program in place! It would be nice to have a two year permit for residents though.
- Program seems unnecessary on many paid parking streets, barely any cars were parked on side streets in west shore, recommend reducing paid areas to closer to lake and perhaps only to weekends.
- I am a resident of Pickering. Before paid and resident parking permit program was established, I was never able to go to the Pickering Frenchman's Bay waterfront as I was never able to find a parking spot. So my husband and myself drove to Whitby parking lot. Now since the permit program was implemented, I was able to go to the Pickering Frenchman's Bay waterfront frequently. Never had an issue getting a parking spot except for few busy long weekends. I am very pleased with this program and would like to see this continue every year. As a Pickering resident we should be able to enjoy our waterfront. Thank you.
- Many seniors don't have or carry a cell phone with them, so paid parking is very difficult. I also believe that many visitors to the area leave garbage etc. on our beaches. We see Pickering workers on a regular basis cleaning up. This impacts the taxes Pickering residents pay. I agree that visitors should pay for parking. If merchants in the area want to attract business they should negotiate with the city. They could offer a 2 hour parking for paying customers.
- I live on Essa Cres. and I still don't understand why our street being so close to the water was not included?
- I loved the program. I was able to find parking every time I visited the waterfront. Pickering residents should maintain this priority parking. Better for the environment because I'm not travelling out of my city.
- As a Pickering resident and member of the Pickering Dragon Boat Club, waterfront parking was much more accessible than previous years. Did not have to show up way too early to secure a parking spot. I support the pay for parking at the waterfront and greatly appreciated 'complimentary' for the residents.
- Paid parking should be for weekends and holidays only. Monday to Friday should be free for anyone who wants to visit our waterfront and the local businesses.
- Paid parking program significantly addressed parking problems on Park Crescent. No longer were people parking for the day and using Petticoat Creek Park and beach. By-law enforcement was excellent and key to the success of the program.

- I found the online information and registration easy to use and had no problems. But I am tech savvy and prefer the online/mobile app conveniences. I also found there was adequate information about in person registrations on your website and local paper for those who are not tech savvy.
- Instead of providing in-person registration assistance, it would be better to improve the registration process itself and provide clear instructions for applicants.
- Please continue with the program next summer. I love walking down by the waterfront and being able to find a parking spot.

Survey of Residents of Waterfront Permit Parking Streets:

Starting October 19, 2022, the City solicited feedback from residents of Waterfront Area Streets by directly mailing 697 surveys to all properties within the waterfront permit parking area. Of the 697 surveys sent out, 182 were returned.

Key questions were:

How did waterfront permit parking on your street impact your enjoyment of your property?

Comments received include:

- Reduced traffic, increased safety, easier driveway access
- Much better, less car parking
- Guest parking more challenging (frequent comment)
- No impact
- Negatively for service contractors
- Safer for pedestrians, fewer cars

Are you in favour of the waterfront permit parking program continuing in 2023?

113 in favour 63 against (176 answered the question)

Was there an improvement this year over 2020 and 2021 in relation to the negative impacts of vehicle parking at the waterfront?

Yes 120 No 52

Should your street remain in the waterfront permit parking program? Please provide the street you live on.

Annlund Street	Yes	4	No	1	Beachpoint Promenade	Yes	2	No	0
Broadview Street	Yes	2	No	3	Breezy Drive	Yes	9	No	8
Chipmunk Street	Yes	2	No	4	Commerce Street	Yes	6	No	3
Cliffview Road	Yes	5	No	11	Front Road	Yes	2	No	3

Leaside Street	Yes 3	No 1	Liverpool Road	Yes 8	No 3
Mink Street	Yes 7	No 4	Marksbury Road	Yes 14	No 2
Park Crescent	Yes 7	No 3	Pleasant Street	Yes 3	No 0
Oklahoma Drive	Yes 5	No 5	Sunrise Avenue	Yes 5	No 2
Surf Avenue	Yes 1	No 1	Tullo Street	None received	
Westshore Boulevard	Yes 3	No 2	Wharf Street	Yes 11	No 4
Yeremi Street	Yes 6	No 5			

If permit parking requirements are removed from your street, should prohibited parking on one side of the street remain in place?

Yes 127 No 40

Do you think waterfront street permit parking areas should be enforced only on weekends?

Yes 55 No 105

In order to accommodate guest parking for residents of waterfront area streets, is it easier to move your own car onto the street (and have guests park in your driveway), or have guests pre-register on-line each time using a limited number of guest passes per house?

The majority of respondents indicated moving their own car as the preferred option, with about a third preferring guest pre-registration, some open to having both options, and 14 preferring neither.

How would you rate your experience with the waterfront permit parking program in 2022?

Very good 46 Good 39 Fair 30 Poor 52

Please explain and provide recommendations for improvement:

Comments from Poor rating:

- Need to accommodate guest parking
- No one should have to pay for parking
- Better information on how to register, rules for resident parking
- Not necessary, get rid of it
- Garage sale attendees couldn't park on street
- Park in lots, not on my street
- Enforcement too visible, not welcoming

Comments from Good/Fair Ratings:

- Guest parking issues, effect on businesses
- On-line registration was difficult
- Increase fees for out of town vehicles
- Happy with fewer crowds at waterfront
- Business owner, inconvenient for customers to pay
- Lower cost, better access (WiFi)
- Good for homes closer to the waterfront

Comments from Very Good Rating:

- Prevented boaters from parking trailers on our street
- Enforcement very effective
- Reduced traffic/parking, aggressive driving
- Source of revenue, allows residents to enjoy the waterfront
- Make signs permanent
- More education about registering, leniency on tickets for residents
- Less congestion

As you can see from the summary above, generally comments from the public were positive, with the key issues for most residents being the accommodation of guest parking. Staff will be working with HotSpot to develop an on-line guest registration portal to allow residents the choice of either moving their vehicles to accommodate guests or registering guest vehicles for a permit. It was also apparent that communication to residents about the program needs improvement. Staff are hoping to include information regarding the waterfront permit parking program in the next tax bill, and develop an extensive communication plan with Corporate Communications staff upon receiving Council’s direction regarding the continuation of the program.

One of the purposes of this end of 2022 season review was to determine which streets should remain in the program, and which streets should be removed. Staff reviewed the number of parking sessions on each street in the program, as well as the parking tickets issued per street. Staff reviewed the removal of the following streets with the intention of eliminating permit parking requirements, while retaining the prohibited parking regulation on one side. However, based on resident feedback, staff propose to remove from the program only those streets (or parts of streets) on which most residents supported removal.

Broadview Street	128 sessions, 16 tickets	Residents 2 to 3 to remove
Chipmunk Street	3 sessions, 3 tickets	Residents 4 to 2 to remove*
*(return previous prohibited parking/stopping school regulations)		
Cliffview Road	52 sessions, 20 tickets	Residents 11 to 5 to remove

Commerce Street	126 sessions, 11 tickets	Residents 6 to 3 to keep
Leaside Street	36 sessions, 7 tickets	Residents 3 to 1 to keep
Marksbury Road	82 sessions, 42 tickets	Residents 14 to 2 to keep
Mink Street	26 sessions, 12 tickets	Residents 7 to 4 to keep
Park Crescent	805 sessions, 263 tickets	Residents 7 to 3 to keep
Pleasant Street	9 sessions, 1 ticket	Residents 3 to 0 to keep
Tullo Street	180 sessions, 0 tickets	No resident feedback
Yeremi Street	11 sessions, 9 tickets	Residents 6 to 5 to keep

Incorporating feedback from residents, the revised map of waterfront area streets outlines the recommended waterfront area streets to be included in the program in future (see Attachment 1). Staff are recommending that Broadview Street, Chipmunk Street, Cliffview Road, Park Crescent north of Tullo and Marksbury Road north of Tullo be removed from the waterfront permit parking requirements, however, prohibited parking on one side of the street will remain in place.

The proposed two hour free parking on waterfront streets will address the concerns of residents related to workers/contractors attending their properties for routine matters. It will make parking available for service providers, support workers and visitors through the week, Monday to Friday between 9:00 am and 5:00 pm. After the first two hours, the parking rate of \$2.50 per hour (reduced from \$5.00 per hour) would apply.

Staff received a number of inquiries from residents on Essa Crescent who believed their street should be included in the waterfront parking permit program. While additional no parking areas were created on Essa Crescent, permit parking requirements were not implemented. Staff recommend a consultation of residents of Essa Crescent be completed to determine whether the street should be included in the program. Based on the results of the public consultation, Essa Crescent may be added to the program for the 2024 season.

Nautical Village Businesses Feedback:

In the Fall of 2022, Nautical Village Businesses were contacted through the Economic Development Team by email as it was determined to be the most effective method of outreach (considering post-summer operating hours). Staff had also updated the email list as much as possible during the summer communication. Ajax-Pickering Board of Trade was also notified in case any businesses contacted them.

Business Outreach:

- E-newsletter (October 14, October 19, November 8, November 28)

- In-person visit (October 20)
- Phone outreach (October 21, October 24)

According to the research completed by Economic Development staff, as well as on-site visits, there are approximately 36 businesses in the Nautical Village. The City received 20 responses to a survey specifically designed for Nautical Village businesses. Some businesses with their own on-site parking did not respond to the survey. Eight of the businesses expressly stated that they were refusing to participate.

The majority of businesses in the Nautical Village have less than five employees. Approximately half of the businesses responding indicate they operate past 5:00 pm through the week, and have some weekend hours.

When asked about their current parking arrangements, business owner responses were as follows:

- 10 Had a dedicated parking space
- 4 Rent a parking space from Captain’s Walk
- 4 Park on-street or in the public parking lot
- 2 None of the above

Employee parking was as follows:

- 10 Pay for additional employee parking at Captain’s Walk
- 8 Park on-street or in the public parking lot
- 1 Off site
- 1 Not answered

How easy is it to find parking?

- Extremely easy 5
- Somewhat easy 3
- Neutral 6
- Somewhat difficult 4
- Very difficult 1

How long do your customers stay at your business?

- Less than 30 minutes 4
- 30 – 60 minutes 5
- 60 – 90 minutes 6
- 90 minutes or more 5

Did you find the two hour free parking to be helpful for your business?

- Yes 16
- No 4

A Merchant Validation program was discussed at the beginning of the season. To proceed, at least 15 businesses need to participate and be willing to pre-pay for their customers. Is this something you would be interested in?

Yes 1 No 19

What feedback did you receive from your customers regarding waterfront parking?

- It's a change from what they are used to but with time a great concept opening the street up to customers
- Not enough signage, confusing signage, didn't see the signage
- A lot left when they found out they had to pay. Many didn't know how to use the system and became frustrated
- Seniors without a smartphone cannot park
- Very difficult and frustrating, inadequate and unclear signage, Difficulty downloading hotspot especially if they do not have smart phones or are not familiar with technology (seniors)
- The 2 hour system works but the ticketing is ruthless if clients forget. By law is literally there every 30 minutes so they have no reason to ticket if they just chalk
- Signage is poor so many were unaware of paid parking and we had to cover several tickets (this was before the 2 hour free policy was implemented). Signage remains poor. Complaints around what to do if you don't have a smartphone

Do you have any recommendations/feedback?

- Better signage and better communication
- Flexible software
- Free parking during the weekdays, enforce evenings and weekends only
- Just enforce three hour parking
- Emails and meetings inclusive to the entire business community
- More parking available
- Shorten parking season to July 1 - September 5 and only applicable to weekends.
- Additional public transit routes.
- Free staff parking (who are out of towners) with no age limitations.
- Provide each business a set amount of vouchers as part of the Merchant Validation Program and then afterwards, the businesses can be responsible for prepaying for their customers if they wish.
- The validation process should not be paid for by the businesses!! If validation is the chosen route, the city should pay for it.
- The 2-hour grace period worked well for regular business hours. The grace period should be extended to cover cafe events with durations of 3-4 hours.
- Another payment option should also be available to those without smart phones. If QR codes are still the process of choice it should include features such as validation and other payment options e.g., visa, debit etc.
- Business owners and staff should not be allowed to use street spaces. These spaces should be left open for customers only. Staff of Nautical Village businesses should be given

dashboard passes to allow free parking along one side of the parking lot only. Owners of businesses should be given restricted time (15 min max) for unloading vehicles only.

From the feedback received from businesses, it is clear that the majority felt that introduction of two hour free parking in the Liverpool Road lay-by parking spaces provided some relief for their businesses. Responses regarding the introduction of a merchant validation program almost unanimously indicate that there is no support for any type of merchant validation program that requires businesses to contribute financially. Under the *Municipal Act*, it would be inappropriate for the City to incur the cost to provide free parking specifically to customers of Nautical Village businesses. Staff recommend the continuation of free two hour parking in the lay-by parking spaces as currently implemented.

For 2023, businesses in the Nautical Village are encouraged to communicate with their customers regarding the two hour free parking provided on-street in the Liverpool Road lay-by spaces. City staff will work cooperatively with Nautical Village business owners to ensure that they are aware of parking options for their customers and are able to assist their customers in utilizing the free parking options provided. It is suggested that the QR code for the lay-by spaces be provided to Nautical Village business owners, to enable them to assist customers in registering.

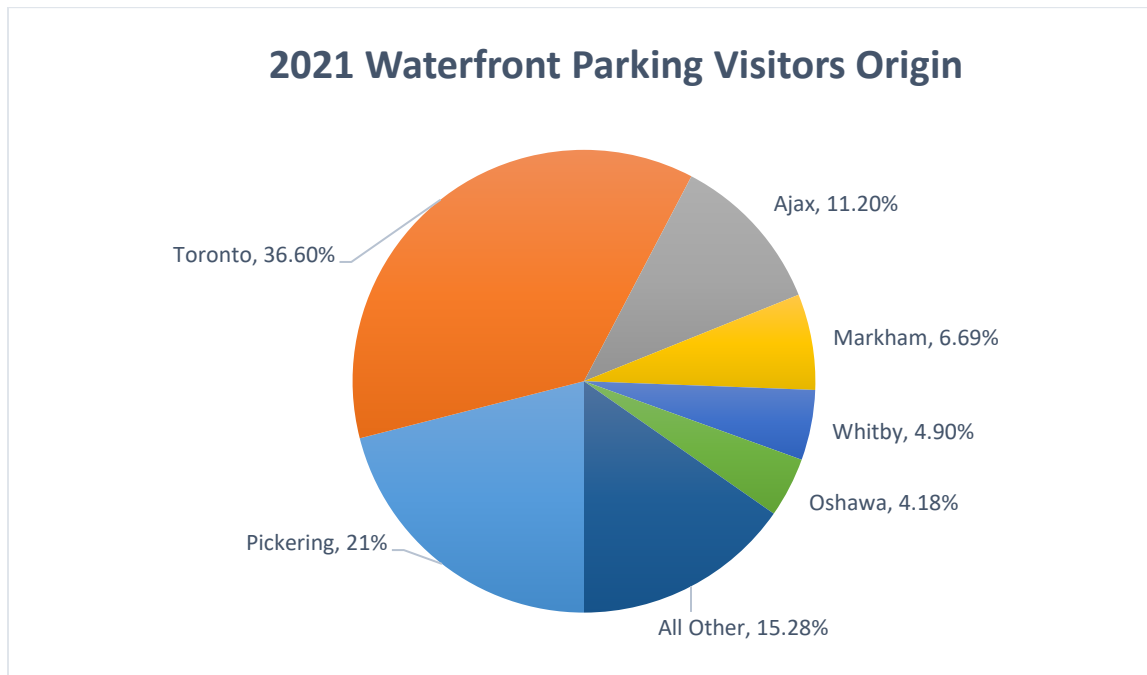
Updates to the additional signage will be installed to clarify the need to register for a parking session. The two hour free parking will automatically be displayed when a parking session begins.

Staff are also recommending a reduced seniors waterfront parking permit at a cost of \$80.00 plus HST for the season which will allow seniors to register for their permit once, to park throughout the waterfront parking season.

Waterfront Usage:

In Report to Council BYL 02-21, staff consulted Environics Inc. and received reports through their Mobilescapes program. The data provided by Environics indicated that from May 1 through July 14 of 2021, there were 122,000 unique visitors to the waterfront area. A total of 21% of trips to the waterfront originated in Pickering, while the remaining 79% were from other municipalities. This information was used to determine the percentage of potential free Pickering resident permit holders, vs. the non-resident and un-registered users who would be required to pay for parking.

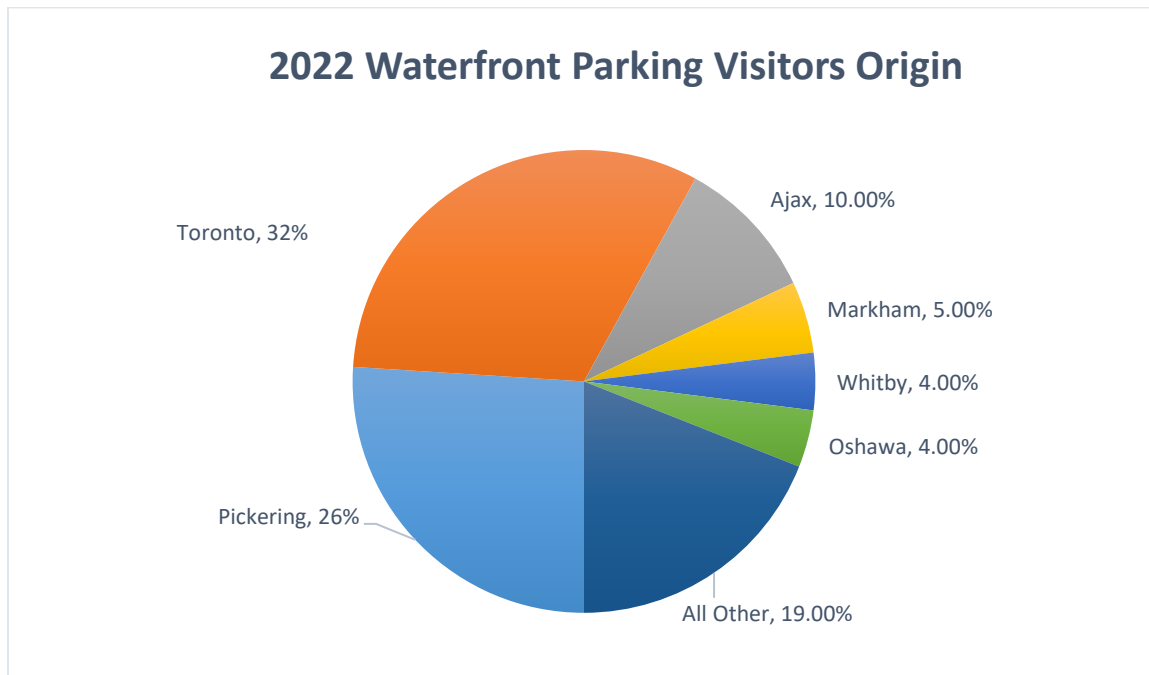
The following chart gives a breakdown of visitors in 2021:



Based on this information, staff estimated that 25% of parking spaces in City parking lots would be used by resident permit holders at no charge.

New information provided by Environics for 2022 waterfront usage data indicates that there were 790,000 visitor trips to the waterfront, with 127,615 unique visitors from May 1st to October 1st, 2022. Compared to 2021 data, there has been a reduction of number of visitors to the waterfront. It is probable that this is primarily due to the elimination of COVID restrictions.

The breakdown of 2022 visitors' origin is shown below. As indicated, the percentage of visitors from Pickering in 2022 has increased by 5%. Visitors from Toronto continue to be the majority. An interesting statistic provided by Environics reveals that of Pickering residents aged 15 and over, 42% visited the waterfront at some point in the season.



Staff believe that the increase in Pickering visitors may be assisted by the greater accessibility provided to Pickering residents for waterfront parking. Staff heard frequent comments about how residents appreciate the availability of parking, which has improved since the implementation of waterfront permit parking.

While the launch of waterfront permit parking had its challenges, it has proven to have been well-received by residents of the waterfront area. It has improved access to parking for all waterfront users, as large user groups are now making a significant efforts to carpool and to reduce their parking needs.

Staff recommend the continuation of the waterfront permit parking program in 2023 as modified by the recommendations set out in the report. Subject to Council's approval of Report BYL 02-23, staff will proceed with implementation of the updated 2023 waterfront permit parking program.

Attachments:

1. Revised Waterfront Permit Parking Area Map
 2. General Municipal Fee By-law Amendment
 3. Traffic & Parking By-law Amendment
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Prepared By:

Original Signed By:

Jason Litoborski, C.P.S.O.
(Acting) Manager, Municipal Law Enforcement
Services

Prepared By:

Original Signed By:

Robert MacKay
Supervisor, Parking Enforcement

Approved/Endorsed By:

Original Signed By:

Paul Bigioni
Director, Corporate Services & City Solicitor

Approved/Endorsed By:

Original Signed By:

Stan Karwowski
Director, Finance & Treasurer

JL/PB/ks

Recommended for the consideration
of Pickering City Council

Original Signed By:

Marisa Carpino, M.A.
Chief Administrative Officer



Legend

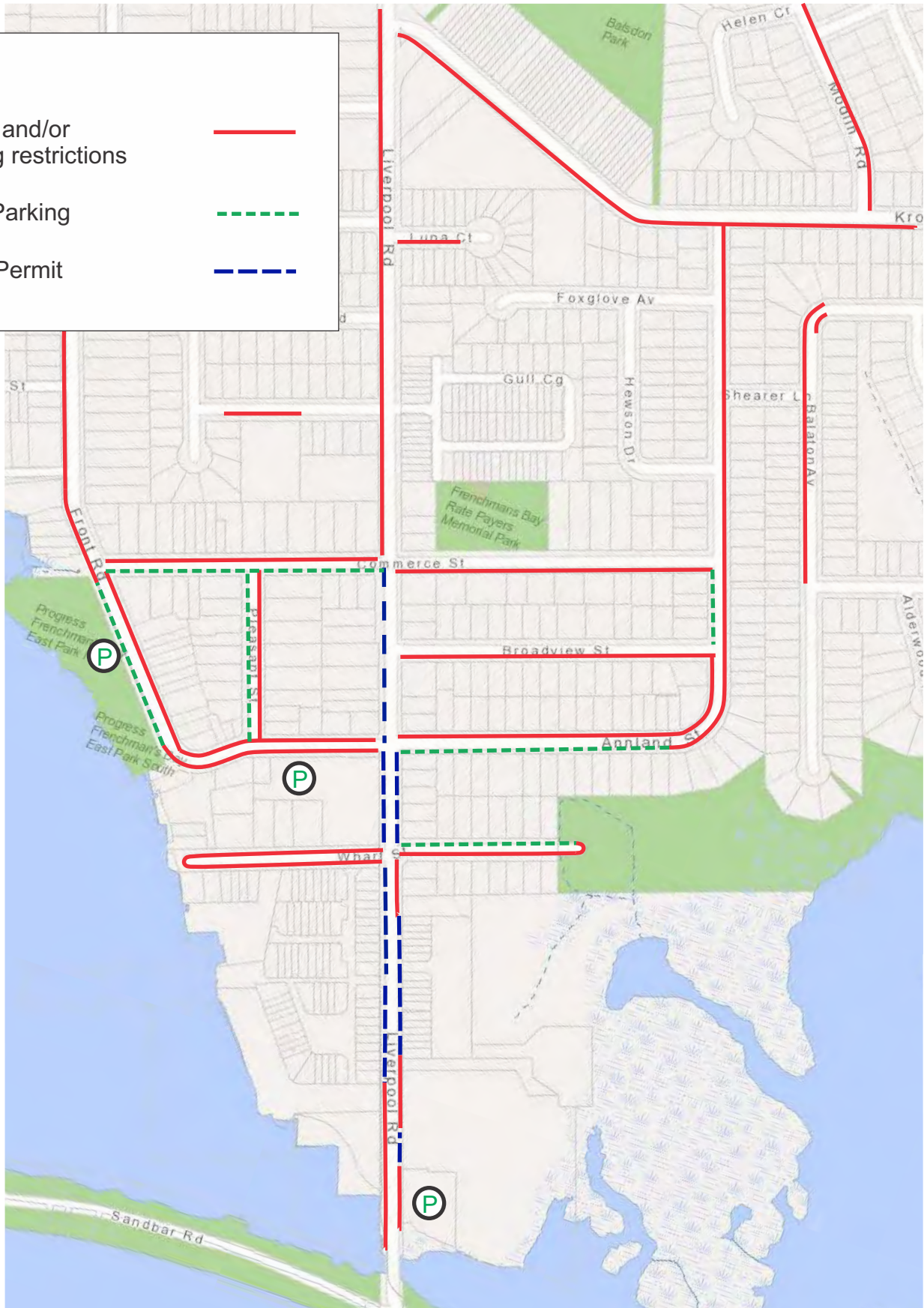
Parking and/or stopping restrictions



Permit Parking



Lay-by Permit Parking



Engineering Services
Department

SCALE:
NTS

PLOT DATE:
February, 2023

Waterfront Parking Restrictions

Liverpool Road and Surrounding Area

City of
PICKERING

The Corporation of the City of Pickering

By-law No. /23

Being a by-law to amend By-law No. 6191/03 and 7362/14 to confirm General Municipal Fees.

Whereas the Council of the Corporation of the City of Pickering enacted By-law 6191/03, as amended, on October 14, 2003 to confirm general municipal fees.

Whereas Schedule "I" to By-law 6191/03 was updated and replaced under By-law, 6338/04, By-law 6519/05, By-law 6652/06, By-law 6677/06, By-law 6748/07 By-law 6857/08, By-law 6951/09, By-law 7032/10, By-law 7119/11, By-law 7194/12, By-law 7268/13, By-law 7339/14, By-law 7411/15, By-law 7478/16, By-law 7542/17, By-law 7605/18; By-law 7679/19; By-law 7740-20, 7823/21 and 7918/22;

Now therefore the Council of The Corporation of the City of Pickering hereby enacts as follows:

1. Schedule "I" to By-law Number 7983/23, as amended, is hereby amended with the By-law Waterfront Parking Hourly Rate in the waterfront area to \$2.50 per hour, Monday to Friday from 9:00 am to 5:00 pm.
2. Schedule "I" to By-law Number 7983/23, as amended, is hereby amended to include a Senior waterfront permit at a cost of \$80.00, plus applicable HST, per season.

By-law passed this 27th day of March, 2023.

Kevin Ashe, Mayor

Susan Cassel, City Clerk

The Corporation of the City of Pickering

By-law No. /23

Being a by-law to amend By-law 6604/05, as amended, providing for the regulating of traffic and parking, standing and stopping on highways or parts of highways under the jurisdiction of the City of Pickering and on private and municipal property.

Whereas By-law 6604/05, as amended, provides for the regulating of traffic and parking on highways, private property and municipal property within the City of Pickering; and

Whereas Council Resolution #728/21 approved the implementation of paid permit parking at the City's waterfront parking lots and on one side of waterfront area streets from May 1st to October 1st annually; and

Whereas, it is deemed expedient to amend Schedule 4, to By-law 6604/05 to provide for the regulation of stopping and parking on highways or parts of highways under the jurisdiction of the Corporation of the City of Pickering. Specifically this by-law is to remove permit parking on one side of street on Broadview Street, Chipmunk Street, Cliffview Road, Commerce Street, and on portions of Markbury Road and Park Crescent.

Now therefore the Council of The Corporation of the City of Pickering hereby enacts as follows:

1. Schedule 4 to By-law 6604/05, as amended, is hereby further amended thereto by the following:

Schedule 4

Permit Parking

Column 1	Column 2	Column 3	Column 4
Highway	Side	Limits (From/To)	Property Address, where applicable
Delete			
Broadview Street	North	Liverpool Road to Annland Street	n/a
Chipmunk Street	West	Full Limit	n/a

Schedule 4

Permit Parking

Column 1	Column 2	Column 3	Column 4
Highway	Side	Limits (From/To)	Property Address, where applicable
Delete			
Cliffview Road	West	100 metres west of Park Crescent (north intersection) to 115 metres west of Park Crescent (south intersection)	n/a
Cliffview Road	West	Park Crescent (south intersection) to 80 west of Park Crescent (south intersection)	n/a
Commerce Street	North	Liverpool Road to Annland Street	n/a
Marksbury Road	East	Park Crescent to south limit	n/a
Park Crescent	West	10 metres north of Surf Avenue to Sandcastle Court	n/a
Add			
Marksbury Road	East	Tullo Street to South Limit	n/a
Park Crescent	West	10 metres north of Surf Avenue to Cliffview Road (north intersection)	n/a

By-law passed this 27th day of March, 2023.

Kevin Ashe, Mayor

Susan Cassel, City Clerk