

REPORT

Council

Meeting Date: November 15, 2021

FROM: Municipal Enforcement Services Department

DATE: November 2, 2021

SUBJECT: Bronte Paid Parking Pilot Program

LOCATION: Bronte Village

WARD: Ward 1

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RECOMMENDATION:

1. That the report from Municipal Enforcement Services, titled Bronte Paid Parking Pilot Program, dated November 2, 2021 be received;
2. That the pilot commercial parking program in the Bronte Village continue; and
3. That staff report to Council in the first quarter 2023 on the Bronte Village commercial parking pilot program outcomes and next steps.

KEY FACTS:

The following are key points for consideration with respect to this report:

- In 2019 Council approved a two-year pilot commercial (paid) parking program in Bronte Village;
- Paid parking was implemented with single space parking meters, multi-space meters, monthly permits, Honk mobile payment app and enforcement patrols, consistent with commercial parking operations in downtown Oakville and Kerr Village;
- Starting in 2020, COVID-19 related restrictions and Provincial Emergency Orders negatively impacted activity in the commercial districts, including the commercial parking program in Bronte Village;
- Parking utilization studies for Bronte Village were moved to Q4 2021 and Q1 2022 to capture more typical parking activity levels; and
- To address COVID-19 impacts, staff are recommending an extension of reporting on the Bronte Paid Parking Pilot program to the first quarter of 2023, in order to capture a full year of more typical parking activity in 2022.

BACKGROUND:

At its meeting of February 25, 2019, Council provided the following direction:

1. *That staff implement a two-year pilot commercial parking program in the Bronte Village, as outlined in the report from Municipal Enforcement Services dated January 16, 2019;*
2. *That the cost of implementing the commercial parking program in the Bronte Village, as outlined in the report from Municipal Enforcement Services dated January 16, 2019, be funded from the Parking Reserve Fund;*
3. *That the Town Solicitor be authorized to amend the existing license agreement with Bronte Village Mall property owners to allow for paid parking on the town owned lands;*
4. *That staff report to Council in the fourth quarter of 2021 on the Bronte Village commercial parking pilot program outcomes and next steps.*

The proposed program provided and opportunity to better manage and control municipal parking in Bronte Village and address parking turnover.

COMMENT/OPTIONS:**Pilot Program Implementation**

In June 2019, staff implemented paid parking in Bronte Village with the installation of single and multi-space parking meters, implementation of monthly permits, Honk mobile payment app and the introduction of regular enforcement patrols. Table 1 outlines the locations where paid parking was implemented:

Table 1

Street/Area	Side	Location	Type
Bronte Road	West	Lakeshore Road W to Ontario St	On-street
Bronte Road	East	Lakeshore Road W to Ontario St	On-street
Marine Drive	North	Bronte Road to Jones St	On-street
Marine Drive	South	Bronte Road to Jones St	On-street
Lakeshore Rd	South	Jones St to Nelson St	On-street
Jones Street	West	Lakeshore Road W to Marine Dr	On-street
Jones Street	East	Lakeshore Road W to Marine Dr	On-street
Jones Street	East	Marine Dr to Ontario St	On-street
Nelson Street	West	Lakeshore Road W to Marine Dr	On-street
Nelson Street	East	Lakeshore Road W to Marine Dr	On-street
Ontario Street	South	Jones St to East St	On-street

Parking Utilization and Monitoring

Starting in March 2020, a number of COVID-19 related restrictions resulted in negative impacts to commercial parking programs in Bronte Village. Overall parking activity in Bronte Village was reduced due to:

- reduced/restricted commercial activity,
- parking spaces dedicated to curb-side pick-up, and
- parking spaces dedicated to patios.

With reduced parking activity, parking utilization surveys and counts in Bronte Village have been delayed. These surveys are now planned for the fourth quarter of 2021, with updates in the first quarter of 2022. With the recent reopening and reduced COVID-19 related restrictions, the expectation is that near typical parking activity will be observed starting in the fourth quarter of 2021.

Pilot Program Updates

Bronte Village Mall

With the redevelopment of Bronte Village Mall, on-street parking spaces on Lakeshore Road West was created. To manage and control these spaces consistently with the on-street parking spaces throughout Bronte Village, staff will be installing a multi-space pay-by-plate parking meter at this location.

Conclusion

When the paid parking program in Bronte Village started in June 2019, it was expected that the staff would report to council in the fourth quarter of 2021 on outcomes of the pilot program and provide recommendations for next steps. With the unforeseen impacts of the COVID-19 restrictions on parking activity, there is incomplete information on the overall pilot program. As well, with the delay of parking utilizations surveys, it would be premature to make decisions on the pilot program at this time.

Staff are recommending that the pilot commercial parking program in Bronte Village continue through 2022, with additional paid spaces on Lakeshore Road West. This extension will provide an opportunity to monitor parking for a full year with expected near normal parking activity. By extending the program, additional parking utilization surveys and data will be available to assess any changes in parking usage resulting from the pilot program. Staff will report to council in the first quarter of 2023 on findings, including recommended next steps.

CONSIDERATIONS:

(A) PUBLIC

The Bronte BIA and the Bronte Village Residents Association have been advised of this report.

Staff will update website information and timelines for pilot commercial parking program in the Bronte Village.

(B) FINANCIAL

Revenues generated through parking rates, fees, fines and penalties, supports the town's parking operation, which is self-funded and does not rely on the tax levy to cover annual operating and capital expenses.

Annual operating costs estimated at \$22,000 is currently funded from parking rates, fees and penalties collected from the Bronte Village paid parking pilot program.

(C) IMPACT ON OTHER DEPARTMENTS & USERS

Staff from Municipal Enforcement Services undertakes equipment installations, maintenance, collections, patrols and enforcement for the paid parking programs in Bronte Village, support and assistance will be needed from:

- Traffic Operations staff in the Roads and Works Operations Department to install signage and bases for the mutli-space meter on Lakeshore Road West
- Communication staff to assist in updating communication for the extended pilot program

(D) CORPORATE STRATEGIC GOALS

This report addresses the corporate strategic goal(s) to:

- Provide effective licensing and enforcement framework to maintain community safety, protection and enjoyment
- Support a culture of continuous improvement and innovation to enhance cost-effective delivery of town programs and services
- Promote and support actions to maintain a resilient local economy
- Ensure long-term fiscal sustainability of the town while respecting the impact of decisions on taxpayers

(E) CLIMATE CHANGE/ACTION

Paid parking provides a means to better manage and control on-street parking for customers in Bronte Village. Paid parking promotes turnover of parking spaces thereby increasing opportunity for parking and decreasing searching/driving time.

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