



## AGENDA ITEM

### Parking Fees for Sandy Point and Sunbreaker Cove

January 27, 2022

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#### **BACKGROUND**

An investigation into paid parking has been completed at Council's request with presentations given at two previous Committee of the Whole meetings. Following the last meeting a motion was passed directing the County Manager to prepare a report for presentation to Council.

Paid parking lots have become quite common and most of the public would be familiar with the concept. Paid parking methods can range from physical terminals all the way to a completely digital system. Staff presence is only needed in an enforcement capacity where parking is tied to vehicle license plates and therefore owner registration, which allows for greater ability to enforce the charges. An amendment to the Use of Roads Bylaw No. 1074/08 would allow for charging for parking in designated areas and provide an enforcement mechanism.

#### **ANALYSIS**

There are several options for paid parking and many different suppliers as well. There is also a large range of pricing for the variety of systems with many features to choose from. One of the features that both systems offer is a way to provide preferred rates for County residents. Although these options are available, charging for parking is a method of recovering the maintenance costs of these facilities directly from the users of the facilities. Providing preferred rates to County residents would also be difficult to manage and involve extra administration to control such systems.

Below is a breakdown of three different options through two different suppliers. One will analyze the costs for purchasing physical terminals while the other compares a digital system through a cost share with the system supplier or upfront purchase.



**Option 1: Physical Terminals**

**Upfront Costs**

	Units	Cost Per Unit	Total
Machine	4	\$7,900.00	\$39,500.00
Install	4	\$1,000.00	\$5,000.00
Signs	1	\$2,000.00	\$2,000.00
Violation/Ticketing	1	\$1,400.00	\$2,800.00
Enforcement Software	1	\$1,275.00	\$1,275.00
<b>Total</b>			<b>\$50,575.00</b>

**Annual Costs**

	Total
Processing/Licensing Fees	\$260.00
Decommissioning/Repairs	\$4,540.00
<b>Total</b>	<b>\$4,800.00</b>

**Option 2: Digital System**

The digital system will run off an app and/or fast tap pay options, which does not require any physical infrastructure except for signage. With the digital system there are two ways to approach it. The first is a cost share with the service provider and the second being purchasing their systems.

**Cost Share**

The cost share option would be a fully inclusive, \$0 start up cost, with assistance from the service provider in making sure the project is successful and functions to its best ability. The cost share includes 10% parking revenue plus merchant processing fees (2.99% for app payments, 3.5% for fast tap payments) to the supplier in a non-binding contract. Being in a non-binding contract allows for revenue with no upfront costs so it can be assessed if a different system would be better suited in future years and have revenue to cover this. Additionally, there is benefit from receiving assistance in creating policy, procedures, and bylaws.

The cost share keeps the supplier invested in success while also helping with any issues.

Additional to the cost share would be purchasing printers for a digital violation system. The advantage to digital printing is the amount of time it would save in writing tickets.



**Upfront Costs**

	Units	Cost Per Unit	Total
Printers	2	\$1,400.00	\$2,800.00
<b>Total</b>			<b>\$2,800.00</b>

**Annual Costs**

	Units	Cost Per Unit	Total
Enforcement	2	\$1,500.00	\$3,000.00
<b>Total</b>			<b>\$3,000.00</b>

**Purchase Upfront**

Another option that the digital service provider has is purchasing all systems upfront.

	Units	Cost Per Unit	Total
Information Signs	10	\$150.00	\$1,500.00
Fast Tap Signs	10	\$250.00	\$2,500.00
Install	1	\$1,000.00	\$1,000.00
Printers	2	\$1,400.00	\$2,800.00
<b>Total</b>			<b>\$7,800.00</b>

**Annual Costs**

	Units	Cost Per Unit	Total
Enforcement	2	\$1,500.00	\$3,000.00
<b>Total</b>			<b>\$3,000.00</b>

Revenue is more difficult to estimate but looking at some scenarios provides a good sense of the possibilities.

Sandy Point

- 200 beach parking stalls, assuming 50% turnover throughout the day, providing for 300 vehicles a day.
- 32 boat launch stalls, assuming 25% turnover throughout the day, providing for 40 vehicles a day.
- 10 additional launch only users.



<b>Parking Fee</b>	<b>Cost</b>	<b>Total</b>
Beach Stalls	\$15/vehicle or \$3/hour	\$4,500.00
Boat Launch Stalls	\$20/vehicle	\$800.00
Launch Only	\$10/vehicle	\$100.00
<b>Daily Total</b>		<b>\$5,400.00</b>

Sunbreaker Cove

- 100 total stalls with overflow parking, assuming 25% turnover throughout the day, providing for 125 vehicles a day. This includes launch users and additional tag along vehicles.
- 10 additional launch only users.
- Discussions with the Summer Village would be required as the parking lots closest to the launch are on their property.

<b>Parking Fee</b>	<b>Cost</b>	<b>Total</b>
Boat Launch Stalls	\$20/vehicle	\$2,200.00
Park Only	\$10/vehicle	\$150.00
Launch Only	\$ 10/vehicle	\$100.00
<b>Daily Total</b>		<b>\$2,450.00</b>

Depending on the year there are approximately 40 weekend and stat holiday days from May 1 through the September long weekend. Projections based only on these weekend days, not including weekdays, provides the following revenues.

<b>Parking Fee</b>	<b>Totals</b>
40 Days	\$314,000.00
30 Days	\$235,500.00
20 Days	\$157,000.00

Not only do these fee options return the investment in the parking equipment very quickly, they also cover the annual expenses in these recreation areas for supplies, staff, equipment, and utilities.

Consideration will need to be given to expanding the Commissionaire’s hours and providing them with the legal authority to enforce parking. This is estimated to be \$25,000 to \$35,000 per year which would be offset by the revenue generated from the parking fees.



Alternatives:

1. Direct the County Manager to proceed with Option 2 (digital system with cost share) at the Sandy Point Beach, Sandy Point Boat Launch and Sunbreaker Cove Boat Launch and adopt the fee schedule as presented. (Administrative recommendation).
2. Other action(s) determined by Council.

**BUDGET IMPLICATIONS**

Expenses and revenues to be included in the 2022 budget.

**LEGISLATIVE RESPONSIBILITIES**

Municipal Government Act – Section 18 (1) - Subject to this or any other Act, a municipality has the direction, control and management of all roads within the Municipality.

Municipal Government Act: Section 3 – The purposes of a municipality are:

- (a) to provide good government,
- (b) to provide services, facilities or other things that, in the opinion of council, are necessary for all or a part of the municipality, and
- (c) to develop and maintain safe and viable communities

**RECOMMENDATION**

1. That Council approve the following resolution:  

That Council authorize the County Manager to proceed with parking system option 2 through cost share at the Sandy Point Beach, Sandy Point Boat Launch and Sunbreaker Cove.
2. That Council approve the following resolution:  

That Council adopt the user fees schedule as presented to be included in Bylaw 1340/21 the Rates and Fees Bylaw.

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