



**Subject: Canal Days Marine Heritage Festival – Paid Parking Model**  
**To: Council**  
**From: Corporate Services Department**

Report Number: 2022-117

Meeting Date: June 14, 2022

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**Recommendation:**

That Corporate Services Department Report 2022-17 be received; and

That the by-law in Appendix “A” of Corporate Services Report 2022-17 be approved.

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**Purpose:**

The purpose of this report is to propose a parking model for Canal Days Marine Heritage Festival (“Canal Days”) in 2022 that includes:

- Free parking zones, subject to availability, with free transportation by bus to and from the centre of the Canal Days.
  - Free parking to accommodate those requiring accessible parking, subject to availability, at the centre of the Canal Days.
  - Zones of free parking, if vehicle is in, and registered in, an identified zone prior to 3pm:
    - If a vehicle parks and registers on the Honk Mobile App (or at the City booth –to be located on West Street) by 3:00 pm or displays their #PORTicipate Pass (available to City of Port Colborne residents for free)
    - Parking will be \$20 paid through the Honk Mobile App (or at the City booth – to be located on West Street and at H.H. Knoll Lakeview Park prior to and during concert times).
  - Zones of paid parking at the Boat Launch parking lot during the concert and 11 King Street throughout Canal Days.
  - Limited parking at the Sugarloaf Marina for seasonal and transient slip and Don Cherry’s patrons.
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**Background:**

A common complaint received throughout the debrief process of multiple Canal Days has been regarding parking. The goal of this parking plan is to improve the Canal Days experience by way of improving parking opportunities and compliance with current by-laws related to parking and introducing certain paid parking opportunities to help offset by-law, roads crew, and other compliance costs related to Canal Days.

This parking model has been discussed and supported by the Canal Days Advisory Committee.

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**Discussion:**

Staff highlight that numerous opportunities remain for free parking within the festival grounds. Vehicles within designated parking zones that register prior to 3:00 pm will have access to free parking for the day. Shuttle stops at the Vale Health & Wellness Centre and at 53 West Side Road will allow festival attendees free parking at those locations with a shuttle into the festival grounds. Additionally, free accessible parking will be offered in the City Hall parking lot. If at any time throughout the festival Port Colborne residents wish to park within designated parking zones, they will be exempt from parking fees, subject to parking availability, if they display their PORTicipate pass inside their vehicle.

Staff have identified residential streets that can be utilized as paid parking locations for Canal Days Marine Heritage Festival. The city is working with Honk Mobile to facilitate the paid parking model. Honk Mobile signs will be displayed throughout the footprint. The sign will have relevant information and a QR code.

If a festival attendee is parking within the footprint and they do not have a PORTicipate pass they will be required to scan the QR code and register their vehicle with Honk Mobile. Scanning the QR code will prompt a form on mobile devices where payment/vehicle information is entered. Before 3:00 p.m. vehicle registration is required but the parking fee will be free and after 3:00 p.m. there will be a \$20 parking fee. When a festival attendee obtains a virtual parking pass through Honk Mobile, that parking permit covers their stay in the spot they park in. If they leave and later park in another location, they will be required to register and pay to obtain another virtual parking pass.

The paid parking map can be viewed in Appendix “B” and the detailed list of streets can be viewed in the by-law attached as Appendix “A”.

Staff are also proposing to implement paid parking at 11 King Street and to increase the current parking fees at the H.H. Knoll Lakeview Park boat launch parking lot for the Canal Days Concert Series. Paid parking will be in effect from 3:00 p.m. to 11:00 p.m. from Friday, July 29, 2022, to Sunday, July 31, 2022.

The proposed parking fee for both parking lots is \$30, staff will be on-site at both locations to monitor parking and enforce access once the parking lots reach capacity. The parking fee at the H.H. Knoll Lakeview Park boat launch will be increased to \$30 at 4:00 p.m. from July 29, 2022, to July 31, 2022, once the boat launch becomes inaccessible due to the closure of H.H. Knoll Lakeview Park for the Canal Days Concert Series.

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### **Internal Consultations:**

This parking model has been supported by the Canal Days Committee and developed in consultation with departments across the city with specific assistance from Community Safety (By-law) and Legislative Services (Clerks).

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### **Financial Implications:**

As this parking model is new and, historically, all by-law, roads crew and other compliance, and related clean-up costs have been embedded in departmental budgets, with only some specific tracking for Canal Days, an estimate of the revenue and cost offset has proven complicated. When the 2022 Canal Days budget was developed during the 2022 budget development in 2021, no parking revenue was estimated. A full accounting will be provided during the 2022 debrief reporting of Canal Days as this parking revenue and individual time coding has been setup within the accounting system to be tracked.

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### **Strategic Plan Alignment:**

The initiative contained within this report supports the following pillar(s) of the strategic plan:

- Attracting Business Investment and Tourists to Port Colborne
  - City-Wide Investments in Infrastructure and Recreational/Cultural Spaces
  - Value: Financial Management to Achieve Financial Sustainability
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### **Conclusion:**

In conclusion, Staff are proposing the parking model presented with the goal of improving the experience of Canal Days.

**Appendices:**

- a. Special Event Parking Permit By-Law
- b. Festival Parking Map
- c. Shuttle Parking & Parking Lot Locations

Respectfully submitted,

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**Report Approval:**

All reports reviewed and approved by the Department Director and also the City Treasurer when relevant. Final review and approval by the Chief Administrative Officer.