



Subject: Canal Days Marine Heritage Festival

To: Council

From: Corporate Services Department

Report Number: 2023-77

Meeting Date: June 13, 2023

Recommendation:

That Corporate Services Department Report 2023-77 be received; and

That the draft By-law to amend By-law No. 7006/44/22, Being a By-law to establish a permitting system for the parking of vehicles on designated highways and parking lots in the City of Port Colborne, attached in Appendix D of Corporate Services Department Report 2023-77 be approved.

Purpose:

The purpose of this report is to request Council to approve the Canal Days Marine Heritage Festival ("Canal Days"), parking model. The model includes:

- Free parking zones, subject to availability, with free transportation by bus to and from the main locations of the event.
 - Free parking to accommodate those requiring accessible parking, subject to availability, at the centre of the event.
 - Paid parking zones on some residential streets around the event. While designated paid zones, they will be free for residents if they display their PORTicipate pass on their windshield.
 - Advanced paid parking lot at the boat launch beside H.H. Knoll Lakeview Park.
 - Limiting parking at Sugarloaf Marina for seasonal and transient slip permit holders and Whiskey & Walleye patrons.
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Background:

In 2022, staff presented a similar parking model to Council for Canal Days Marine Heritage Festival. This model was approved and implemented with success. A key recommendation was to communicate the parking model earlier in 2023. Based on feedback from Councillors, staff, and residents the parking model has been updated.

The goal of the parking model remains 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 costs related to Canal Days. This parking model has been discussed and supported by the Canal Days Working Group and the Port Colborne Downtown BIA.

Discussion:

Free Parking Zones

As in previous years the Vale Health & Wellness Centre and the West Side Plaza (45 West Side Road), will be “Park and Ride” locations. Festival attendees can park for free at these locations and shuttles will be scheduled roughly every 20 minutes to bring attendees to the main locations of the festival.

Free Accessible Parking

The City Hall parking lot will be designated as an accessible parking lot and can only be utilized by staff and those who require access to accessible parking. Accessible parking stalls already exist in the Market Square parking lot and staff will designate the nine parking stalls on the east side of the parking lot as additional accessible parking.

Accessible parking stalls will also be added at H.H. Knoll Lakeview Park for the Canal Days Concert Series. On Fielden Avenue, between Sugarloaf Street and the Bandshell there is a section of 26 parking stalls. During the Canal Days Concert Series this will be designated as accessible parking and anyone who requires accessible parking will be let through the road closure at Sugarloaf Street and Fielden Avenue.

Paid Parking Zones on Residential Streets

In 2022, utilizing Honk Mobile, staff introduced paid parking on residential streets. The first year of this project was successful and captured almost \$16,000 in revenue for the City. Staff have reviewed the project and provided feedback that will improve customer service and logistics of implementing the project.

In 2022, it was free to park in the paid parking zones before 3:00 p.m., after that time there was a \$20 parking fee. Staff are recommending in 2023, this be removed, and the parking fee be in place all day, Friday through Sunday of Canal Days. Staff are also

recommending that the footprint of the paid parking zone be increased to capture more residential streets, in the vicinity of the festival. Parking will continue to be free for residents when they display their PORTicipate pass in their windshield. The process is designed to work as follows:

- Honk Mobile signage will be installed throughout the paid parking zones.
- Parking is free for Port Colborne residents, when they display their PORTicipate Pass.
- If a festival attendee parking in a designated paid parking area does not have a PORTicipate pass, they will be required to scan the QR code on the signage and pay/register their vehicle with Honk Mobile. An app is not required.
- When a festival attendee obtains their parking permit through Honk Mobile, their vehicle is registered, and By-law staff can confirm that on the ticketing software. This parking permit covers their parking for the entire day in the zone they park in. An attendee can leave and come back to the same zone during the day but there is no guarantee there will be a parking spot upon the attendee's return. If the attendee leaves and parks later that day in a different zone, they will be required to pay for parking again. The zone number will be shown on each parking sign.
- The parking fee is \$20 plus HST.

The streets included in the Honk Mobile parking plan can be viewed in Appendix A and Appendix B. The streets that are not marked as "Honk Mobile Paid Parking" and "No Parking" in Appendix A are left open for free parking, due to their proximity to businesses.

Paid Parking Zones in Parking Lots

Staff are proposing to designate the boat launch parking lot at H.H. Knoll Lakeview Park as an advance paid parking lot. To park in this lot, attendees must pre-register for parking passes. These locations are deemed as "prime parking locations" due to the proximity to the Canal Days Concert Series. The proposed fee is \$30 plus HST.

In 2022, 11 King Street was utilized as paid parking lot. Staff have reconsidered this location and will offer it as parking to festival vendors, staff, and volunteers for free.

Sugarloaf Marina Parking Lot

Sugarloaf Marina staff will coordinate with a security guard to monitor the entrance to the Sugarloaf Marina and ensure that those entering and using the parking lot are either a Sugarloaf Marina customer or a patron of Whisky & Walleye.

Internal Consultations:

This parking model has been supported by the Canal Days Working Group and developed in consultation with departments across the City.

Staff in Corporate Communications are developing a robust communications strategy to ensure residents and visitors clearly understand parking options and on-street parking requirements for parking during Canal Days. The communications plan will include information posted to the City's website, social media posts across the City and Canal Days channels, maps showing parking locations and rates, media outreach, printed materials, updated signage, door hangers for impacted areas and more.

Financial Implications:

As previously stated in this report, almost \$16,000 was generated in revenue from parking during the 2022 Canal Days festival. With the proposed changes in this report, staff anticipate additional revenue will be generated to help increase Canal Days revenue. The parking budget for 2023 is \$30,000.

Public Engagement:

Feedback was received from Councillors, staff, and residents. The feedback was taken into consideration when developing the updated parking model.

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
 - Governance: Communications, Engagement, and Decision-Making
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Conclusion:

In conclusion, the paid parking model was successful during the 2022 Canal Days Festival. Staff have incorporated feedback received from many sources and are proposing an updated paid parking model, as outlined in this report, for Canal Days in 2023 and future years.

Appendices:

- a. Honk Mobile Parking Map – West Side of Bridge
- b. Honk Mobile Parking Map – East Side of Bridge
- c. Shuttle Parking and Parking Lot Locations
- d. Draft Special Event Parking Amending By-Law

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.