

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. OI-2020-0019

**FOR THE CONSIDERATION OF
COUNCIL**

SEPTEMBER 23, 2020

SUBJECT: INCREASED SET FINES FOR NO PARKING WITHIN BUFFER ZONE

1. RECOMMENDATION:

- 1. That Council receive Report No. OI-2020-0019 prepared by the Operations and Infrastructure Department and Office of the Deputy C.A.O. dated September 23, 2020, respecting the Increased set fines for no parking within the Waterfront Park Buffer Zones;**
- 2. That Council approve the designation of the Waterfront Park Buffer Zone as a designated area whereby the Town can apply By-Laws specific to this zone;**
- 3. That Council approve the recommended set fines for No Parking (\$100.00) and No Stopping (\$125.00) within the Waterfront Park Buffer Zone and authorize the Manager of Municipal Law Enforcement to apply to the Ministry of the Attorney General for the proposed set fine increase;**
- 4. That staff will report back to Council with the amended By-Law 2002-0046 inclusive of a new schedule for the Waterfront Park Buffer Zone.**

2. PURPOSE:

To obtain Council's approval to increase the set fines for No Parking violation within the Town of Georgina within the specific Waterfront Park Buffer Zone as outlined within this report.

3. BACKGROUND:

The Town of Georgina is a year-round destination for tourists and outdoor enthusiasts alike. Boasting a vast 45km shoreline along Lake Simcoe, the Town is host to thousands of visitors each weekend throughout the year, especially peaking in the mid-summer months of July and August. The Town has three major waterfront Parks (Willow Beach, Holmes Point and De La Salle Park) along with numerous smaller waterfront parks, wharves, and lake access points. The Town is also host to the Provincially Owned Sibbalds Point Provincial Park. The influx of tourists generally arrive by vehicle and park within one of the many Town owned and operated parking lots or near the water. During peak seasons, these parking lots often quickly fill to capacity, and local streets within the

“Waterfront Park Buffer Zone” receive the overflow parking, often causing conflict with residents and restricting emergency access on many narrow road segments.

The fees associated with parking within municipal parking lots between May and October range from \$10.00 and \$35.00 per day, dependent upon the location, The Town does not charge a parking fee for use of the few lots that remain open between October and May. Day Use Permits (Parking) at Sibbalds Point Provincial Park is \$21.00 for a single vehicle and \$125.00 for a bus. Walk-in Day-use passes are only \$2.00 per person (18 years and older) and \$1.00 for visitors ages 6 -17, under 6 years is free.

At present the No Parking set fine is \$30.00 per infraction, and No Stopping set fine is \$50.00 per infraction within the Town of Georgina. Visitors are typically reluctant to forego their plans to visit the waterfront parks after arriving at their destination, and find that the parking lot is full, as many visitors drive a significant distance to visit. Visitors would rather park illegally than leave the area and are often willing to pay the associated fines, given the minor difference between the cost of parking and the set fine amount.

The Waterfront Park Buffer Zone is intended to delineate the areas where tourism and residential neighborhoods overlap, and where this overlap often causes safety concerns or conflict between residents and tourists.

The Waterfront Park Buffer Zone encompasses *most* residential street between the Lake Simcoe shoreline and:

- The Queensway North, From Ravenshoe Road to Metro Road
- Metro Road, From The Queensway to Dalton Road
- Black River Road, From Maple Avenue to Virginia Road
- Highway 48, From Virginia Boulevard to Highway 23

And additional road segments South of Metro Road North including:

- Carol Avenue
- Joel Avenue
- McNeil Road
- Willowview Road
- Jacksonville Road
- Third Avenue
- Rockaway Road
- Churchill Lane
- Jackie Lane
- Sedore Avneue
- Mahoney Avenue
- Metro Lane
- Kay De Lane
- Patty Lane
- Christidis Drive
- Kelenna Drive
- Dechalies Road
- St. George Street
- Alexander Boulevard
- Jordan street
- Volga Avenue
- Woda Avenue
- Brule Lakeway
- Edith Street
- Birch Road
- Trillium Court
- South Drive
- Hardwood Drive
- Marie Street
- Louisa Street

And additional road segments South of Hedge Road including:

- Sibbald Crescent
- Maplewood Lane
- Larsen Avenue
- Birch Knoll Road
- Dunkirk Avenue

Please refer to the attached maps for full listing.

4. ANALYSIS:

The Operations and Infrastructure Department have completed a qualitative analysis in conjunction with the Municipal Law Enforcement Division in reviewing the Town of Georgina's current layout of No Parking zones relative to the Town's Waterfront Parks and the associated set fines, and compared those to other "waterfront" municipalities within southern Ontario. The results indicate that other municipalities that receive a similar influx of tourists during peak summer seasons have taken similar measures of increasing set fines of No Stopping and No Parking to assist in the effectiveness of by-law enforcement.

Specifically;

- City of Barrie has increased No Parking fines from \$30 to \$100 in their waterfront areas. It is unknown if this is a permanent solution, as the City of Barrie has not indicated an end date.
- The City of St. Catharines Council approved the increase for No Parking from \$30 to \$100 per infraction near the waterfront
- The Town of Innisfil proposed to increase No Parking fines from \$90 to \$150 per infraction
- Wasaga Beach implemented a tow-away zone around the waterfront
- The City of Toronto waterfront parks no parking fine is \$100

As a result, the Town of Georgina Operations and Infrastructure Department in conjunction with the Municipal Law Enforcement Division are recommending that the No Stopping fine be increased to \$125 per infraction and the No Parking fine be increased to \$100 ONLY within existing No Parking and No Stopping zones under By-Law 2002-0046 within the "Waterfront Park Buffer Zone". This increase can only be approved by the Ministry of the Attorney General.

5. RELATIONSHIP TO STRATEGIC PLAN:

Priority 2: "Promote a High Quality of Life" – HEALTHY, SAFE, SUSTAINABLE COMMUNITIES

Priority 4: “Deliver exceptional municipal service” – ORGANIZATIONAL AND OPERATIONAL EXCELLENCE

6. FINANCIAL AND BUDGETARY IMPACT:

NO STOPPING:

Most No Stopping zones within the Town of Georgina are within the Waterfront Park Buffer Zone. Through this analysis, we will assume there will be no drop in “No Stopping” infractions due to awareness of increased fines.

In 2019, there were 304 No Stopping infractions issued @ \$50.00/Infraction. In 2020, to date, there are 383 No Stopping infractions issued @ \$50.00/infraction. It is expected that the total infractions issued in 2020 will reach 450. This increase in number of infractions (146 year over year) can be contributed to natural growth (40) and the result of COVID-19 impact (106). Therefore it is appropriate to expect approximately 350-375 tickets on average in future years, removing the COVID-19 increase.

| Year | Set Fine | # of Tickets | Revenue |
|------|-----------------------------|-----------------|-------------------------|
| 2019 | \$50.00/infraction | 309 | \$15,450.00 |
| 2020 | \$50.00/infraction | 450 (projected) | \$22,500.00 (projected) |
| 2021 | \$125.00 /infraction | 350 (projected) | \$43,750.00 (projected) |

NO PARKING

No Parking tickets are issued widely throughout the Town. According to By-Law 2002-0046, approximately 60% of No Parking locations outlined in Schedules II, II, and IV apply to the Waterfront Park Buffer Zone. As a result, we will only apply this analysis of increased fines to 60% of the total projected number of infractions in future years.

In 2019, there were 917 No Parking infractions issued @ \$30.00/Infraction. In 2020, to date, there are 1132 No Parking infractions issued @ \$30.00/infraction. It is expected that the total infractions issued in 2020 will reach 1500. This increase in number of infractions (583 year over year) can be contributed to natural growth (200) and the result of COVID-19 impact (383). Therefore it is appropriate to expect approximately 1100 tickets on average in future years, of which 60% are expected to land within the Waterfront Park Buffer Zone

| Year | Set Fine | # of Tickets | Revenue |
|------|-----------------------------------|------------------|-------------------------|
| 2019 | \$30.00/infraction | 917 | \$27,510.00 |
| 2020 | \$30.00/infraction | 1500 (projected) | \$45,000.00 (projected) |
| 2021 | \$100.00 /infraction (60%) | 660 (projected) | \$66,600.00 (projected) |
| | \$30.00/infraction (40%) | 440 (projected) | \$13,200.00 (projected) |

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

The Operations and Infrastructure Department in conjunction with the Municipal Law Enforcement Division will work closely with the CAO's office and Communications to ensure the information associated with the increased set fines, once approved by the Ministry of the Attorney General, will be posted on the website, to social media, and be provided via newsletter.

Prepared by:



Michael Vos
Manager, Road Operations

Reviewed by:



Michael Hutchinson
Manager, Municipal Law Enforcement

Recommended by:



Rob Flindall, P.Eng.
Director of Operations and Infrastructure

Approved by:



David Reddon
Chief Administrative Officer

- Attachment 1 – Waterfront Park Buffer Zone – Overall Map*
- Attachment 2 – Map 1 – South Keswick*
- Attachment 3 – Map 2 – North Keswick*
- Attachment 4 – Map 3 – Lake Drive East 1*
- Attachment 5 – Map 4 – Lake Drive East and Hedge Road*
- Attachment 6 - Virginia*
- Attachment 7 - Pefferlaw*