

# STAFF REPORT

THE CORPORATION OF THE TOWN OF COBOURG



<b>Report to:</b>	Mayor and Council Members	<b>Priority:</b>	<input checked="" type="checkbox"/> High <input type="checkbox"/> Low
<b>Submitted by:</b>	Brent Larmer, Director, Legislative Services/Municipal Clerk Legislative Services Division <a href="mailto:blarmer@cobourg.ca">blarmer@cobourg.ca</a>	<b>Meeting Type:</b>	Open Session <input checked="" type="checkbox"/> Closed Session <input type="checkbox"/>
<b>Meeting Date:</b>	<b>February 21, 2023</b>		
<b>Report No.:</b>	Public Works-147-23		
<a href="#">Submit comments to Council</a>			

**Subject/Title:** Review of Parking Policies for Events and Grants

## RECOMMENDATION:

THAT Council receive this report for information and,

FURTHER THAT Council provide direction to Staff regarding the proposed recommendations for the Parking Permit Allocation Policy, the Special Events Policy and the Municipal Community Grants Policy.

### 1. STRATEGIC PLAN

Not Applicable.

### 2. PUBLIC ENGAGEMENT

Staff have not conducted specific community engagement with regards to this staff report. Over the last years and most recently with the parking updates and changes, Staff have been working with and speaking to user groups and special event organizers.

### 3. PURPOSE

The purpose of this Staff report is to propose changes to several Town policies regarding the methodology for distributing discounted or free parking passes.

### 4. ORIGIN AND LEGISLATION

- Municipal Community Grants Policy FIN-ADM1

- General Parking Permits Allocation Policy PW-ADM1
- Special Events Policy – Administration CSERV-OPS1

## 5. BACKGROUND

With the implementation of the new waterfront parking areas and new rates in 2022, requests have been made by residents and community organizations for free or discounted parking passes outside of the annual community grants process.

Past policies have included an allocation of permits to specific groups. Staff are suggesting some revisions be made to said policies to clarify the approach for individuals or groups to request parking permits for free or at discounted rates.

The suggested changes are for the purpose of creating a fair, equitable, and transparent approach to administering discounted parking requests. Also due to the increased parking rates in the waterfront area, free or discounted passes could have a significant impact on revenues generated that are intended to be reinvested in the Town's operations and capital programs and in turn minimize future tax increases to Cobourg residents.

## 6. ANALYSIS

### **General Parking Permits Allocation Policy**

The purpose of this policy is for the issuing of Municipal Parking Permits to establish consistency and clarity when distributing parking permits for the Town of Cobourg in designated Municipal Parking lots. This policy is outdated in comparison to the current parking pass availability.

#### **Recommendations:**

1. Policy shall be updated to reflect current available parking permits.
2. Schedule "A" shall be deleted. All existing user groups that have historically received annual passes will be reviewed and addressed through individual memorandums of understands (MOU's), purchasing agreements, contract agreements, and/or the fees and charges schedule.

### **Special Events Policy**

This policy is intended to provide an overview of the requirements that a Special Event Organizer needs to follow in order to receive approvals from the Town of Cobourg to host a special event. The Special Event Organizer is responsible for compliance with all applicable Federal, Provincial legislation and regulations as well as all applicable municipal By-laws and policies.

#### **Recommendations:**

1. Policy shall be updated.

2. Special event organizers can request free parking to a maximum of the full use of the Charles Street lot (18 spaces) for the length of the event up to a maximum of three (3) days. Beyond three (3) days use of the Charles Street lot, organizers would be required to purchase daily or hourly parking at full rates.
3. Investigate a receipt validation system, for example: for paid events at Victoria Hall, attendees can produce a receipt for a minimum of \$10 spent at any downtown vendor and receive a free day parking pass for the downtown within the current year (not valid for the same event day). Not applicable for waterfront events or waterfront parking.

## **Municipal Community Grants Policy**

The purpose of this policy is to provide decision making criteria for use by members of Council when responding to requests for grants. The fundamental goal of this policy is to achieve consistency, fairness, and demonstrate due diligence with respect to proper use of public funds when grants are involved.

Recommendations:

1. Policy shall undergo a full Staff review and options brought back to Council for consideration in accordance with Council resolution that was approved at the 2023 Operating and Capital Budget Review Meeting.
2. Add to the policy a section related to parking permit requests through the grant process:
  - A request for parking permits which allows for up to twenty (20) parking permits at a maximum 50% discount in various municipal lots, and on occasion at specific metered locations.
  - All requests for discounted permits must be made through the Municipal Community Grants process.
  - Grant application to be updated to include a section for applicants to describe the benefit to the community for receiving discounted/free passes;
  - The equivalent value for any day pass shall be in accordance with the current daily rate.
  - The total value of parking passes permitted to be issued annually by Council as grants shall be limited to \$5,000 (125 waterfront day pass equivalent).
  - Recognizing that not all event organizers are prepared by the grant application deadline, and in those cases a special event application is

required which must go to Council for approval and must be approved by Council a minimum of two (2) weeks in advance of the event.

## **7. FINANCIAL IMPLICATIONS/BUDGET IMPACTS**

The value of parking passes has significantly increased in 2022 whereby the financial implication of any discount or free parking pass distribution does need to be accounted for and understood by Council and the public.

Should a policy be implemented that capped daily parking pass discounts to a maximum of twenty (20) passes at a maximum of 50% discount, the cost to the Town for each request would be a maximum of \$400 per day. This is not an in-kind contribution since it is a direct reduction in parking revenue. The parking reserve funds are reinvested into the Town through operations and capital programming. Should reserve funds not be available for necessary operations and capital works, the result is an increase in taxes.

## **8. CONCLUSION**

THAT Council receive this report for information and provide direction to Staff regarding the proposed recommendations for the Parking Permit Allocation Policy, the Special Events Policy, and the Municipal Community Grants Policy.

## Report Approval Details

Document Title:	2023 Parking - Events and Grants Policy - Public Works-147-23.docx
Attachments:	
Final Approval Date:	Feb 16, 2023

This report and all of its attachments were approved and signed as outlined below:

**No Signature - Task assigned to Tracey Vaughan, Chief Administrative Officer was completed by workflow administrator Brent Larmer, Municipal Clerk / Director of Legislative Services**

**Tracey Vaughan, Chief Administrative Officer - Feb 16, 2023 - 9:42 AM**