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## **Enhanced Parking Enforcement, Lundy's Lane Staff Report to Council**

Report Number: 2024-39

Department(s): Legislative Services

Author(s): John Comeau, Manager of Regulatory Services  
Chris Pumo, Acting Supervisor, Parking & Property Standards

Meeting Date: June 17, 2024

### **Recommendations**

1. That the report entitled Enhanced Parking Enforcement, Lundy's Lane, dated June 17<sup>th</sup>, 2024 be received; and,
2. That Council approve the enhanced parking enforcement measures detailed in the report, including proposed amendments to Parking By-law 2019-63 and AMPS By-law 2024-16; and,
3. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

### **Purpose**

This report details an enhanced enforcement initiative to manage parking violations found on Lundy's Lane and the surrounding area.

### **Background**

On September 11<sup>th</sup>, 2023 at a [Committee of the Whole](#), the Town's Engineering Services Department presented a Traffic Operations Review through a [Staff Report](#). This Report summarized existing traffic and parking concerns on Lundy's Lane and the surrounding residential streets. It also provided recommendations intended to address some of the traffic concerns found.

When the Traffic Operations Review was presented to Council, residents of the area made deputations to Council highlighting various parking concerns. As a result of the

Staff Report and subsequent deputations to Council, Staff were directed to review additional enhanced enforcement options on Lundy's Lane and report to Council on the same. This Report outlines an enhanced enforcement strategy that Staff are recommending be implemented to encourage compliance with parking regulations.

## Discussion

### Current Parking Concerns

Due to the proximity of Lundy's Lane and surrounding residential streets to high traffic buildings, a significant amount of parking violations have been noted by residents in the area and Staff including parking in no parking/stopping areas, and obstructing driveways. Since 2018, the Town's Customer Service Department has received 464 complaints related to parking issues on Lundy's Lane and surrounding residential streets.

In response to ongoing complaints, Parking Enforcement Staff have made patrolling the area a priority. In addition to responding to the frequent complaints received by the Town, the Parking Division has established the area as a "Hot Spot", an internal operational classification that requires Parking Officers attend on a regular basis to encourage compliance with parking regulations. Recurring patrols and the frequent issuance of both warnings and administrative monetary penalties have not led to a significant reduction in violations found, resulting in the need for Staff to investigate alternative options that can help change the parking behaviours of visitors to the area.

### Enhanced Enforcement Strategy

To change parking behaviours on Lundy's Lane and surrounding residential streets, Staff are recommending implementing an enhanced enforcement strategy that will involve three steps:

#### Step 1 – Increased Monetary Penalties

Staff recommend amendments be made to the Town's [Parking By-law 2019-63](#) to establish a "Special Enforcement Zone". Parking violations found within the Special Enforcement Zone (SEZ) will have significantly increased monetary penalties applied:

Violation	Regular Monetary Penalty	SEZ Monetary Penalty
Stop Contrary to No Stopping Sign	\$50	\$200
Park Contrary to No Parking Sign	\$50	\$200
Park within 0.6m of driveway	\$50	\$200
Parked commercial vehicle on street	\$55	\$200

Unauthorized parking on private property	\$40	\$400
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Staff recommend Parking By-law 2019-63 be amended to include a new schedule 7 that defines the SEZ area (**Attachment #1**). The boundaries of the SEZ were established through consultation with the Town's Engineering Services Department, as well as anecdotal information provided by Parking Enforcement Staff regarding high violation areas.

## Step 2 – Enhanced Signage

Though increased monetary penalties can assist in promoting compliance, it is important that these increased penalties are being properly communicated to visitors of the area for them to take effect. Should Council choose to adopt the amendments being recommended by Staff, Regulatory Services will work in collaboration with Engineering Services and Public Works Services to have enhanced signage installed within the identified SEZ to communicate that:

- 1) the area is identified as a Special Enforcement Zone.
- 2) monetary penalties are significantly increased.
- 3) regular patrols of the area are being conducted.

## Step 3 – Enforcement Blitz

After implementing the Special Enforcement Zone, the Town's Parking Division will be committing resources to enhanced enforcement over and above the already frequent patrols for a period of three months to ensure those parking in violation receive monetary penalties. During this three month blitz, enhanced statistics will be maintained by Parking Enforcement Staff to assess progress made in increasing compliance rates.

Though Parking Enforcement Staff generally prioritize education and compliance over issuing monetary penalties, a zero tolerance approach will be taken within the SEZ. Proper signage will be erected within the SEZ to ensure anyone deciding to park in violation is aware that they are doing so contrary to Council approved regulations, leaving no need for Enforcement Staff to issue warnings.

Additionally, it was noted through the depositions at the September 11<sup>th</sup>, 2023 Committee of the Whole that property owners within the SEZ have experienced visitors of the area parking on private property, in residential driveways to avoid on street parking restrictions. Through this enhanced enforcement campaign, property owners within the area will be notified that should this type of violation occur moving forward, the Town will take action to have the vehicles removed upon notification.

## **Implementation Timelines and Next Steps**

Should Council choose to adopt the enhanced enforcement options recommended by Staff, Regulatory Services will immediately coordinate with both Engineering Services and Public Works Services to initiate the installation of new signage. Signage may take upwards of 4 weeks to be created and installed. Once the appropriate signage has been installed, Parking Enforcement will begin their Enforcement Blitz, issuing the increased monetary penalties for any violations found.

Information will be circulated by Regulatory Services to residents who reside within the SEZ to advise of the steps that are being taken to help deter parking violations. Additionally, Regulatory Services will work with Corporate Communications to ensure the SEZ is properly communicated to all residents.

Staff will monitor trends in compliance within the SEZ to assess the success of the initiative. Should it be found that increased monetary penalties are successful in encouraging compliance, Regulatory Services will follow up with a Report at a future date to define criteria for considering classifying additional areas within Town as a SEZ.

## **Conclusion**

Should Council approve the proposed amendments and enhanced enforcement plan, Regulatory Services will immediately work to initiate the highlighted strategies to reduce rates of non-compliance.

## **Business Plan and Strategic Plan Linkages**

This report serves the Town's stated mission of "making Newmarket even better".

## **Consultation**

The Town's Customer Service Department, Engineering Services Department and Legal Department were consulted in the preparation of this Report..

## **Human Resource Considerations**

Enhanced enforcement of the SEZ will be conducted by dedicated Staff within the Parking Division.

## **Budget Impact**

Enhanced signage within the Special Enforcement Zone will cost approximately \$2,500. The cost of enhanced signage will be offset by the increase in revenue from monetary penalties.

## **Attachments**

**Attachment #1** – Schedule VII Special Enforcement Zone

**Attachment #2** – Amendment By-law

## **Approval**

Kiran Saini, Acting Director, Legislative Services

Karen Reynar, Acting Commissioner, Corporate Services

## **Contact**

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