



TRANSIT & PARKING MEMORANDUM

Page: 1
File:
Pending #:

TO: MAYOR, J. LEHMAN AND MEMBERS OF COUNCIL

FROM: B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING

NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

RE: MARINA PARKING

DATE: MARCH 28, 2022

The purpose of this Memorandum is to provide members of Council with an update concerning the marina parking. In consideration of the ongoing feedback from marina slip holders on the difficulty to find available parking, the intention of this Memorandum is to highlight the key information surrounding parking at the Barrie Marina and to support the strategies that have been implemented at present. City staff recognize the frustration for Marina users that are attempting to access their boats slips that they have purchased. However, staff are currently not recommending changes to the existing parking system.

The 2020 Marina Users survey indicated the following level of satisfaction with Marina parking. The survey was conducted prior to the positive changes that were introduced within the 2020 Parking Strategy, including the increased eligibility of the Marina Parking pass and to remove eligibility of downtown parking passes in waterfront lots.



59.2% of survey respondents were unsatisfied with the existing parking facilities.

The City of Barrie has 340 marina slip holders, and approximately 200 purchase a Marina parking pass for the season. The Marina parking pass was expanded through the 2020 Parking Strategy to include eligibility in the following lots. Please see appendix "A" for the location of each lot.



TRANSIT & PARKING MEMORANDUM

Page: 2
File:
Pending #:

Parking Lot	Spaces
Marina Parking Lot	142
North Marina Parking Lot (gravel)	50
Spirit Catcher Lot	79
Lakeshore Lot	56
Total	327

All these parking lots have existing waterfront rates at \$10/hour or \$50/day but are considered hybrid lots, as the resident waterfront pass is not accepted. The Marina parking lot also has two loading zones for patrons (15-minute maximum), 8 Electric Vehicle (EV) charging stations, and 4 accessible spaces. The loading zones are intended to allow patrons the ability to drop off their supplies and any heavy items, such as coolers, near their boat slip.

In addition, as part of the approved 2020 Parking Strategy, the eligibility for downtown monthly passes was removed from waterfront lots, including the Marina parking lot, as feedback was received that local condominium owners were purchasing downtown monthly passes for the purpose of vehicle storage within waterfront lots.

Waterfront Parking Demand

The City of Barrie experiences a high demand for parking during the summer months, with the peak demand being experienced on summer weekends. The following utilization was captured in July 2021.

Parking Lot	Weekday		Weekend	
	Average	Peak	Average	Peak
Marina Lot	45%	82%	63%	94%
Victoria Lot	70%	87%	85%	97%
South Centennial Lot	74%	100%	84%	100%

The Marina parking lot experiences effective capacity (85-90%) during its peak utilization. However, as evidenced in the two closest primary waterfront parking lots, the level of demand for the Victoria and South Centennial lots is even greater. Reserving the Marina parking lot explicitly for slip holders would increase the service level and availability for marina patrons but would further exasperate the lack of parking supply for the greater population. Specific day and time considerations would further complicate confusion between the downtown and waterfront parking systems. One of the key business problems identified within the 2020 Parking Strategy was that customers struggle to understand parking restrictions.

The recent utilization surveys also demonstrate capacity within the other parking lots eligible with a Marina parking pass.

Parking Lot	Weekday		Weekend	
	Average	Peak	Average	Peak
North Marina lot	5%	8%	26%	46%
Spirit Catcher lot	37%	49%	28%	57%
Lakeshore Drive lot	14%	36%	14%	32%



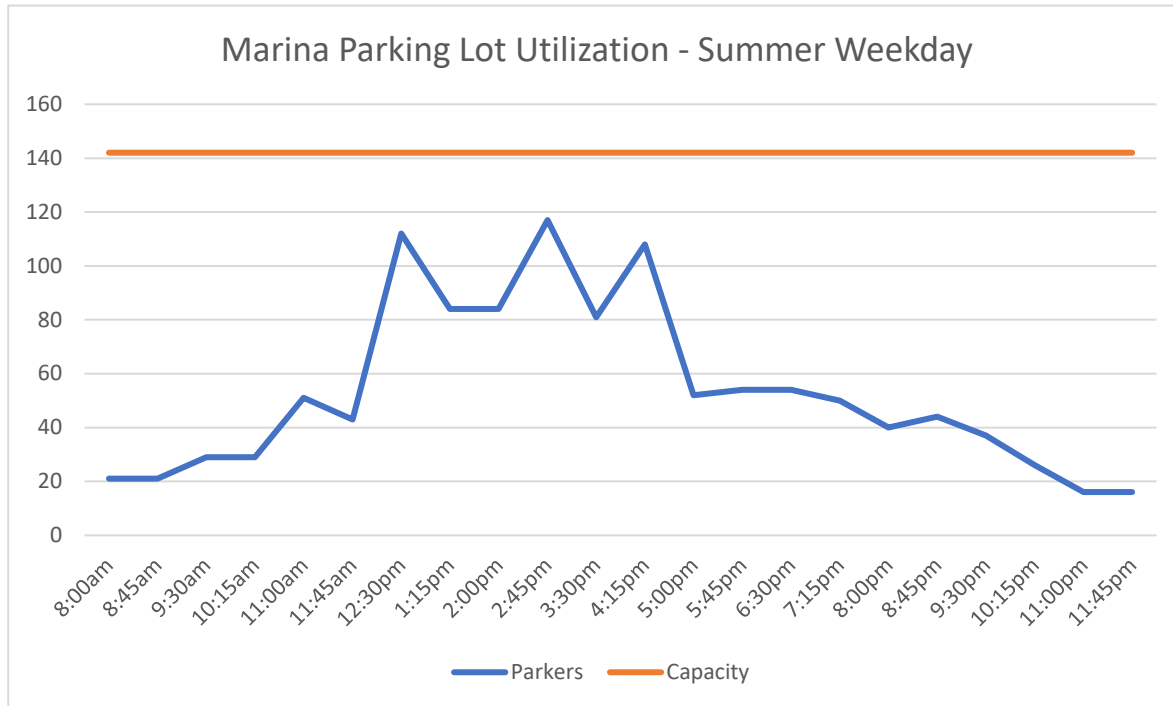
TRANSIT & PARKING MEMORANDUM

Page: 3
File:
Pending #:

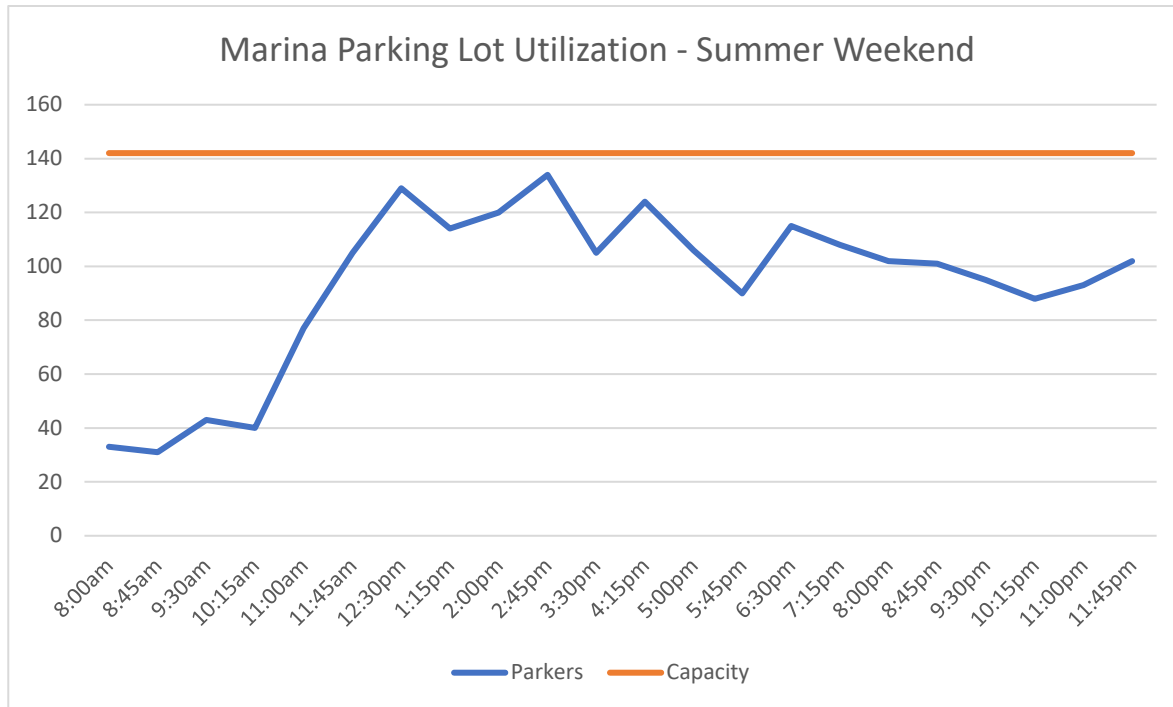
The Marina parking lot utilization surveyed in July 2021, showed the following breakdown:

Parking Lot	Weekday		Weekend	
	Average	Peak	Average	Peak
Marina Users	7.9	14	24.5	45
Total Users	53.1	117	93.4	134
Percentage of Marina Users	14.9%	12.0%	26.2%	33.6%

Average utilization on summer weekdays showed the following distribution:



Peak utilization on the summer weekends showed the following distribution:



Parking Revenue Considerations

The Marina parking lot generated the following parking revenue in 2021 from non-resident:

Month	Revenue
May	\$ 4,576
June	\$ 12,001
July	\$ 39,692
August	\$ 64,360
September	\$ 3,534
October	\$ 1,008
Total	\$ 125,171

The Marina pass is valid for the entire season from May to October, sells for \$100 per pass, and generates approximately \$20,000 (200 x \$100) in parking revenue.

Considering the negative impact removing additional parking supply from the waterfront would have on residents, the existing available capacity in adjacent parking facilities for marina patrons, and the potential revenue loss, staff are not recommending changes to the existing parking system.

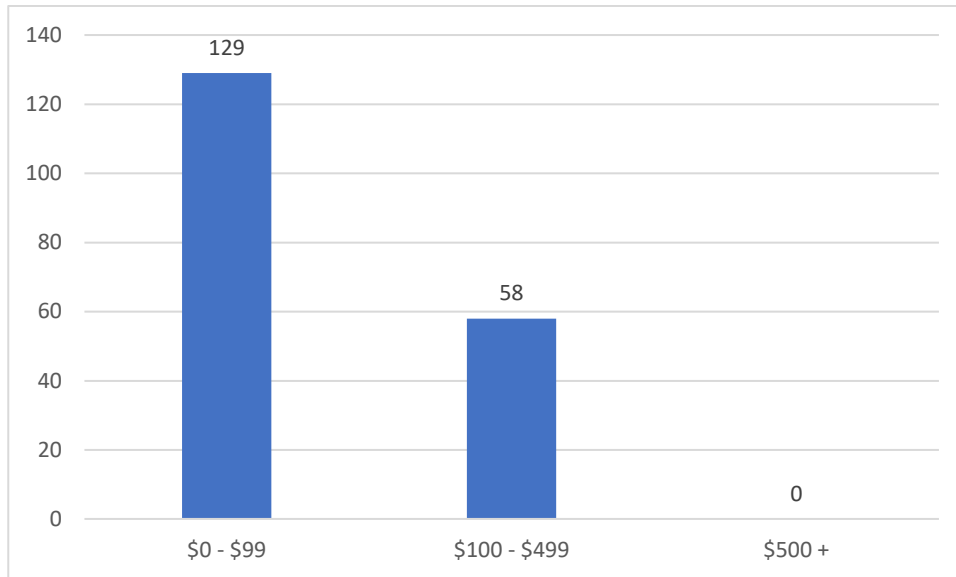
It is unlikely that increasing the Marina parking pass cost to offset potential revenue loss, if the Marina lot was reserved for Marina patrons only, would be an acceptable solution based on the following feedback received through the 2020 Marina survey:



TRANSIT & PARKING MEMORANDUM

Page: 5
File:
Pending #:

How much would you be willing to pay for a parking pass, if the main marina lot was for marina patrons only during the boating season?



Brent Forsyth
Director of Transit and Parking