

**Municipal Downtown Parking Strategy  
Final Report**

**Centre Wellington  
1 Macdonald Square  
Elora ON N0B 1S0**



**BURNSIDE**

# **Municipal Downtown Parking Strategy Final Report**

**Centre Wellington  
1 Macdonald Square  
Elora ON N0B 1S0**

**R.J. Burnside & Associates Limited  
292 Speedvale Avenue West Unit 20  
Guelph ON N1H 1C4 CANADA**

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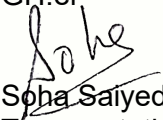
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**Record of Revisions**

Revision	Date	Description
0	January 15, 2024	Initial Submission to Township of Centre Wellington
1	February 9, 2024	Second Submission to Township of Centre Wellington
2	February 16, 2024	Final Submission to Township of Centre Wellington

**R.J. Burnside & Associates Limited****Report Prepared By:**


Gordon Hui, P.Eng.  
Project Manager  
GH:ei



Soha Sayed, EIT  
Transportation Planner  
SS:ei



Mishaal Rizwaan, B.Sc., M.E.S.  
Engagement Lead  
MR:ei

## **Contributors**

### **Township of Centre Wellington**

Dan Wilson, Chief Administrative Officer

Colin Baker, Managing Director of Infrastructure Services

George Borovilos, Manager of Economic Development

Kendra Martin, Manager of Strategic Initiatives and Communications

Kerri O'Kane, Manager of Legislative Services & Municipal Clerk

Kristen Drexler, Manager of Community Development

Sally Litchfield, Economic Development Coordinator

### **R.J. Burnside & Associates Limited**

Gordon Hui, Project Manager

Mishaal Rizwaan, Engagement Lead

Soha Saiyed, Transportation Planner

Alvaro Almuina, Parking Advisor

## Executive Summary

### Introduction

The Township of Centre of Wellington is a fast-growing community located in south-central Ontario. The Township is experiencing significant population and employment growth. The two primary communities, Fergus and Elora, are highly attractive and popular destinations that boast a vibrant mix of commercial activities, including restaurants, shops, and retail establishments. With 1,200 cultural assets including 132 festivals and events, the Township experiences a significant influx of visitors, particularly during the summer months and into October. Due to population growth and an increase in tourism, there is a higher demand for parking to accommodate the surge in traffic volume.

With the growth that has occurred, the Township's two primary communities, Fergus, and Elora, have experienced increased pressures on their transportation system, more specifically increased automobile traffic in need of parking. The Township has identified the need to undertake a parking management strategy to address existing and anticipated parking needs and leverage opportunities to enhance their parking management system, which includes infrastructure, policies, and programs.

This strategy aims to address parking demands while supporting economic development and continued development of the downtowns, fostering a dynamic and inviting environment for residents, visitors, and businesses.

### Existing and Future Parking Conditions

A review of the Township's existing parking policies and system characteristics was undertaken. This consisted of a review of the Township's parking by-law and parking-related data collection. Parking-related data collection is represented by two common metrics:

- **Parking utilization** refers to the percentage of parking spaces that are occupied at a given point in time. It is a measure of how efficiently parking spaces are being used. For example, if there are 100 parking spaces in a lot, and 80 of them are occupied, the parking utilization rate would be 80%.
- **Parking turnover** refers to the rate at which vehicles come in and go out of parking spaces within a specific time period. It indicates how quickly parking spaces are being vacated and made available for new vehicles to park. In other words, turnover is an inverse to parking duration.

A parking utilization threshold represents the point at which a parking facility's capacity is actively used by parked vehicles, usually expressed as a percentage. Exceeding an 85% utilization rate indicates that parking resources are nearing maximum capacity. This can lead to challenges like difficulties in finding parking, increased congestion, reduced accessibility, heightened illegal parking, negative perceptions, economic setbacks for local businesses, and environmental impacts due to prolonged search and congestion.

Providing a parking supply that just meets the future parking demand would mean that the parking utilization would be 100%, exceeding the threshold. To ensure appropriate service levels, an 85% threshold is set as the target, per industry standard practice.

Future parking demand and supply were forecasted for the 2030 and 2041 horizon years. This forecasting approach takes into consideration future housing and employment forecasts, general growth of the downtowns, and zoning and land use policies.

The existing parking assessment indicated that during the peak hours:

- Elora currently requires more parking supplies to meet the existing demand at desirable service levels.
- Fergus currently has sufficient parking supply to meet the existing demand at desirable service levels.

The future parking assessment indicated that in Fergus:

- By 2030, there is sufficient supply to meet anticipated demand at desirable service levels.
- By 2041, demand will exceed supply.

The future parking assessment indicated that in Elora by 2030, demand will exceed supply.

## **Public and Stakeholder Engagement**

Public and stakeholder consultation provided critical insights into parking perspectives, needs, and potential solutions. To first make the public aware of this study, a notice of study commencement was posted on the Township's website.

A post card was also hand-delivered to businesses and a project poster was placed on walls in several municipal buildings. These engagement materials contained a QR code and URL that directed to a Township's public engagement webpage for this study which was <https://www.connectcw.ca/municipal-parking-strategy>. Input from the public and stakeholders was also provided through various consultation events and through direct correspondence either by e-mail or phone. A summary of the dates of the consultation events is shown below.

Engagement Activity	Dates
Stakeholder Meeting – Elora (Virtual)	September 18, 2023
Public Open House	September 20, 2023
Stakeholder Meeting – Fergus (Virtual)	September 21, 2023
Township Key Meeting	October 19, 2023
Survey (Business, Residents, Visitors)	September 19, 2023 – October 22, 2023

## Parking Needs and Opportunities

A number of parking needs were established after reviewing the data collected from parking utilization and turnover field surveys and consultation. The parking needs included:

- Accommodating existing and future demand.
- Optimizing existing supply.
- Enhancing accessibility.
- Addressing safety and sightline concerns.
- Supporting businesses through curbside deliveries and quick space parking.

Opportunities to address the identified needs included:

- Providing parking garages.
- Implementing paid parking.
- Supporting active transportation.
- Supporting electric vehicle adoption.
- Expanding municipal supply at the Elora South development.
- Expanding the shuttle bus.
- Expanding user information and wayfinding.
- Enhancing parking enforcement.
- Improving pedestrian connectivity.
- Parking at short-term rentals.

## Municipal Parking Strategy Recommendations

This section documents the recommendations of the Municipal Parking Strategy. These recommendations aim to address the parking needs and opportunities.

## **Joint-Use Agreements of Private Spaces**

Based on the parking demand assessment, there is an immediate need for approximately 50 municipal spaces. The Township can explore expanding this supply by leveraging joint-use agreements from at least the following locations based on proximity to the downtown:

- Grand River Raceway,
- St. Mary's School, and the
- Elora Public School.

These agreements are designed to leverage periods of reduced parking demand at these facilities and allowing for the public utilization of these spaces. This approach ensures an optimized allocation of parking resources, catering to fluctuating parking requirements throughout different times. Typically, in these joint-use agreements, the number of parking spaces is identified, and a site plan drawing is provided that identifies the exact spaces that would be used. The Jefferson Elora Community Centre is another location to expand municipal supply and is owned by the Township.

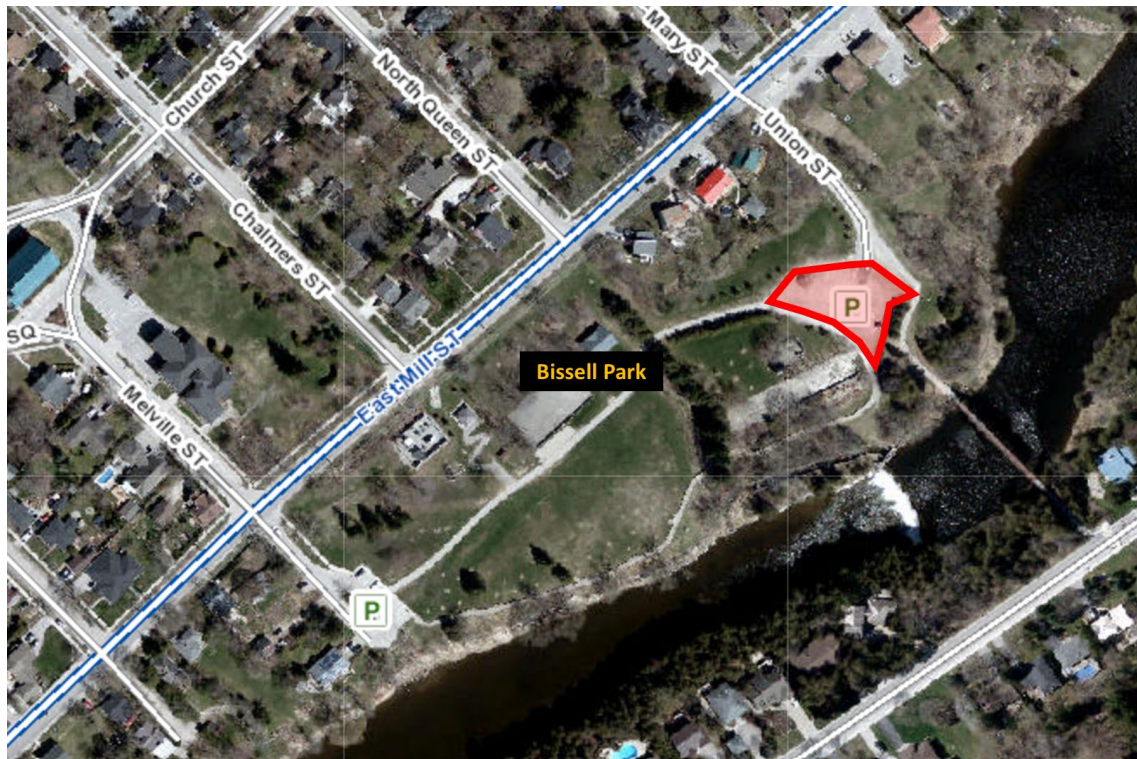
## **Parking Garages**

Based on the future forecasting, a parking garage (otherwise known as a parkade) is recommended in Elora and Fergus. By 2041, approximately 170 spaces are needed in downtown Elora and approximately 140 spaces are needed in downtown Fergus.

## **Future Supply Considerations**

In the short-term, before the parking structures can be constructed, the Township can consider a few options for increasing the municipal supply. These options may decrease the number of spaces required in the proposed parking structures. These include the following:

1. The Township can conduct a design review of all existing municipal lots. The purpose of the design review would be to optimize the layout while considering the minimum parking stall and aisle sizes as defined by the Township's zoning by-law. This review may increase the supply of municipal spaces.
2. After assessing the revenue from the proposed paid parking system, the Township can consider paving the area east of Bissell Park, as shown below, and implementing paid parking at the parking lot west of the park. This would shift visitors to the proposed lot, freeing up more availability for spaces closer to downtown Elora. Based on the existing conditions data collection, this unpaved area is used frequently and is used heavily during special events such as the Elora Riverfest.



3. The Township can also consider partnering with new development projects to provide public parking facilities. The focus of the location of these potential developments should be closer to the downtown core. This can lessen the spaces required for the parking structure. The Township can identify redevelopment projects that are in the early planning stages and hold discussions with the applicants. Cost sharing with the developers is an option given that other incentives are provided such as additional density or height and a reduction in the private parking requirements.
4. Utilizing mechanical parking structures<sup>1</sup>: Vehicle stacking, shown below, is a more efficient space option and can open space for other uses. Some parking will likely be retained in the future, even as demand decreases, so using stackable vehicle lifts is one option for minimizing its impacts. These can significantly increase the number of vehicles parked in an area. However, they are only suitable for certain applications. They generally require an attendant to move lower-level vehicles when needed to access upper-level vehicles, and stackers may be unable to accommodate larger vehicles such as SUV, vans and trucks. A potential consideration would be placing

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<sup>1</sup> Victoria Transport Policy Institute. "Parking Management", March 2023, [https://www.vtpi.org/park\\_man.pdf](https://www.vtpi.org/park_man.pdf) (Accessed January 15, 2023)

employees and residents at the top and visitors at the bottom.



### **Paid Parking Implementation**

Paid parking is recommended to be implemented in Fergus and Elora between 9 a.m. and 7 p.m. Existing and proposed three-hour limits would affect the duration of the paid parking.

In Fergus, the road segments that are recommended for paid parking implementation include:

- St. Andrew Street, between Breadalbane Street to Cameron Street.
- St. David Street, between St. Andrew Street and St. Patrick Street.
- Menzies Lot, behind the Fergus Public Library.
- St. Patrick Lot at Provost Lane.

In Elora, the road segments that are recommended for paid parking implementation include:

- Metcalfe Street, between Moir Street and East Mill Street.
- East Mill Street, between Metcalfe Street and Princess Street.
- Carlton Place, between Victoria Street and Wellington Road 7.
- Price Street, between James Street and West Mill Street.
- Geddes Street, between Metcalfe Street and East Mill Street.
- James Street, between James Crescent and Metcalfe Street.
- Henderson Street, between Smith Street and Geddes Street.
- Colborne Street, between Geddes Street and Princess Street.
- Margaret Street near James Street.



- Church Street, between Price Street and Princess Street.
- Moir Street, between Smith Street and Princess Street.
- James Crescent, between James Street and Henderson Street.
- Clyde Street, east of Metcalfe Street.
- Water Street, east of Clyde Street.
- West Mill Street, between Metcalfe Street and Price Street.
- Metcalfe Lot located immediately north of the Elora LCBO building.
- Geddes Lot at East Mill Street.
- MacDonald Lot at the Centre Wellington Civic Centre.

The recommended pricing structure is shown below.

Location	Hourly Rate Ranges	Average
On-Street Parking	\$2.50 - \$3.00	\$2.75
Off-Street Parking (except for the Bissell Lot)	\$2.00 - \$2.50	\$2.25
Bissell Lot West	\$0.00 - \$1.50	\$0.75
15-Minute Parking Spaces	\$0.00	\$0.00

Future pricing considerations include:

- Providing residents with 1-hour free parking in downtown Elora and downtown Fergus. This can be explored during the procurement process of the paid parking mobile application. It is not recommended at this time due to the financial impact (loss of revenue) this would incur. The high costing scenario is cash flow negative in its first year of implementation.
- Providing a daily parking maximum in areas where lower parking turnover is more acceptable. Consider providing a daily parking maximum based on 5 to 7 times the hourly rate.
- Providing specific institutions such as libraries and community centres a subsidy to provide parking validations.
- Setting a dynamic pricing scheme where pricing is adjusted based on parking demand. For example, instead of a flat hourly rate during the day, rates can be higher during the mid-day hours which is when demand is highest. Another example is setting rates higher during peak tourist months compared to other months.
- Aside from reviewing the pricing structure based on costs of the parking structures / garages, prices should be reviewed and adjusted every few years to adjust for inflation (e.g., maintenance and operations).

### **Paid Parking Methods**

A mix of paid parking through a mobile application and physical pay by plate machines are recommended to be implemented. Ideally, a parking zone, which represents multiple closely situated parking spaces, should feature a single payment machine nearby. Additionally, signage displaying a unified QR code or Zone Number should be clearly visible to direct users towards payment. To reduce costs, the Township can consider:

- In select parking zones, leveraging only mobile applications for payment, and forgoing the installation of a payment machine. These would be “mobile-only payment zones.” For example, due to the road configuration, there are five parking spaces fronting from 89 Geddes Street (currently the Shoppers Drug Mart) to 115 Geddes Street (currently the Pharmasave). It may be more cost-effective to implement a mobile-only parking zone along this roadway segment. A parking machine may be more cost-effective if eight to ten parking spaces are within reasonable walking distance.
- Implementing pay and display machines instead of pay by plate machines, which are not as versatile, but are less expensive.

### **Monthly Parking Permits**

The implementation of monthly parking permits in Elora is recommended. One monthly parking permit would allow users to park in areas that are signed with the three-hour timed limits for a set monthly price.

The purpose of the monthly parking permits is to provide users, specifically residents with no parking at their residence, the ability to park between the paid parking period (e.g., 9 a.m. to 7 p.m.) for a set price as opposed to paying for the proposed hourly rate for the entire day, which is much more expensive. Other operational details are recommended below:

- The monthly parking permit grants users the ability to park all day, bypassing the three-hour parking limit regulation enforced from 9 a.m. to 7 p.m.
- Parking would be on a first-come-first served basis, meaning that monthly parking permit holders do not have a designated space and must find an available space.
- This monthly parking permit is recommended to be offered all-year.

Areas where the permit can be used should consider areas with low parking turnover. For example, the permit is not recommended for use along Metcalfe Street where turnover should remain high.

It is recommended that the number of monthly parking permits available to purchase be based on a percentage of the parking supply (e.g., 10% of the on-street parking spaces and 20% of the off-street parking spaces based on other municipalities).

The reason that the number of monthly parking permits should be capped is because:

- They reduce the revenue that the Township can collect through hourly parking.
- Affect the availability of parking for visitors.

The proposed cost of a monthly parking permit is typically between \$80 - \$120. This is based on best practices from other municipalities; however, adjustments should be made to consider costs of administration and the maintenance and operation of the parking spaces.

Most jurisdictions implement a first-come-first-served basis for their monthly parking permits. However, due to the supply constraints of downtown Elora, a priority system is recommended to fulfil equity needs. Anyone is allowed to submit an application for a monthly parking permit; however, priority should be given to residents with no parking on-site and who live in the Elora CBD boundaries. As the Township increases its municipal supply, other types of users such as employees can be considered in the priority framework.

A monthly parking permit is not recommended in Fergus currently because many streets a short distance away from the downtown core do not have three-hour parking limits and are not proposed for paid parking. These streets are available for free daily parking. Additionally, spaces used by monthly parking permits that could have been used by other users paying hourly would represent a loss of revenue.

### **Three-Hour Parking Limits**

Timed parking limited in downtown Fergus and downtown Elora began in 2021 as a pilot program. The three-hour parking limits are recommended to continue moving forward between May and October.

Parking areas that are close (e.g., within approximately a three-minute walk to the core commercial areas of downtown Fergus and downtown Elora) should have high turnovers to facilitate availability. Based on this consideration, several streets are recommended to be added to the three-hour parking limits in downtown Fergus which include the following:

- St. Andrew Street East, between Gowrie Street North and Cameron Street (south side).
- St. Andrew Street West, between Tower Street South and Breadalbane Street (both sides).
- St. Patrick Street West, between Tower Street South and St. David Street North.

Several parking lots are recommended to be added to the three-hour parking limits in downtown Elora and Fergus based on proximity and high utilization which include the following:

- MacDonald Lot (1 MacDonald Square).
- Provost Lane Lot (160 Provost Lane Lot, between St. Andrew Street West and St. Patrick Street West).
- St. David Street Lot / Menzies Lane Lot (St. David Street, between St. Andrew Street West and the Grand River).

### **Accessible Parking Spaces**

Additional accessible parking spaces were evaluated based on their distribution in downtown Elora and downtown Fergus, demand of existing accessible parking spaces and conformance to the Township's by-laws.

In Elora, an additional accessible parking space is recommended along Metcalfe Street, south of Church Street East (east side of the street).

In Fergus, additional accessible parking spaces are recommended along:

- St. Andrew Street West, east of Maiden Lane (both sides of the street).
- St. Andrew Street East, between St. David Street North and Gowrie Street North (north side of the street).

### **15-Minute Parking Spaces**

In Elora, an additional 15-minute parking space is recommended along Metcalfe Street, north of Colborne Street (on the east side of the street).

In Fergus, an additional 15-minute parking space is recommended along St. Andrew Street West, west of St. David Street North (on the south side of the street).

### **Safety Review**

Through consultation, residents and business owners were concerned about safety issues at intersection where large, parked vehicles would obstruct their line of sight when turning or crossing. One potential option that was considered is to replace these spaces with “small car” parking spaces.

“Small car” parking spaces are normally found in private developments. These unique parking spaces are typically offered to provide more private parking supply and to promote the use of more environmentally friendly vehicles. Recently, the City of Toronto has accepted a development application that allowed for a small car parking space with the dimensions of 5.0 m in length and 2.3 m in width. The City of Toronto’s zoning by-law (569-2013) states that the minimum length of a parking space is 5.6 m. Therefore, a small car parking space is approximately 11% shorter in length than a regular parking space.

The Township of Centre Wellington’s Urban Design Guidelines states that a parallel parking space should be 2.4 m in width and 6.7 m in length. The guidelines also state that the first and last parking space in the row can have a minimum length of 5.5 m provided it is located a minimum of 1.5 metres from any intersecting road, lane, or obstruction. Although not done in any jurisdiction before, a “small car” parallel parking space could be 2.4 m in width and 6.0 m in length. This length is approximately 11% less than a regular parallel parking space and within a reasonable range of what is already recommended in the design guidelines.

It is recommended that the Township consider implementing one “small car” parking space as a pilot program with appropriate signage. The Township can monitor its affects (i.e., reduction in traffic conflicts: where one or more drivers must take evasive action such as braking or swerving to avoid a collision) and receive feedback from the public. Potential intersections for investigation based on consultation could be the intersection

of Princess Street and Colborne Street and the intersection of Church Street West and Metcalfe Street.

If the pilot program shows that this type of stall could help reduce traffic conflicts or accidents, a policy can be considered where if the public raises concerns over a specific parking space with regard to sightlines, then that space could be reviewed for three potential solutions:

- Maintain parking space (status quo).
- Remove parking space.
- Convert to a “small car” parking space.

### **Additional Marked Parking Stalls**

To provide users with more confidence that they are parking in an area that is not against the parking by-law and to optimize the number of spaces, all available parking spaces in the Central Business District boundaries should be marked. In Elora, the Township can consider:

- James Street (unpaved).
- Price Street, between James Street and Church Street (unpaved).
- Carleton Place (unpaved).
- Henderson Street, west of Smith Street (paved).

In Fergus, the Township can consider:

- St. Patrick Street, west of Provost Lane (paved).
- Gowrie Street North, between St. Andrew Street East and St. Patrick Street East (paved).

For areas that are unpaved, the Township can consider marking the parking spaces when that road segment requires reconstruction or resurfacing in the future.

### **Additional No Parking Signs**

Through consultation, the public noted that they often receive parking tickets in spaces that are perceived as parking spaces. These drivers are parked within 9 m of an intersection, which is against the parking by-law. This infraction represented the second highest violation in 2023.

To provide users with more confidence that they are parking in an area that is not against the parking by-law, The Township can consider installing no-parking signage near intersections in the Central Business District boundaries.

## Shuttle Bus Program

Following consultations with the public and stakeholders, the shuttle bus program received widespread approval and was highly appreciated. The parking management system should consider relying more heavily on the shuttle bus.

The shuttle bus program is recommended to continue operating between May and September. Operations are recommended to expand during the weekdays to provide weekday employees an opportunity to use the shuttle bus in the mornings and afternoons to avoid the proposed payment system. The Township can consider operating the shuttle bus for 6 hours a day at 6:30 a.m., 7:30 a.m., 8:30 a.m., 3:30 p.m., 4:30 p.m., and 5:30 p.m. An additional stop is recommended at the Jefferson Elora Community Centre to facilitate employees parking in this area.

Based on the revenue received from the proposed paid parking system, the Township can consider expanding its service even further (throughout the entirety of May and September). This could mean expanded hours throughout the day or adding additional shuttle buses to the program in order to increase the transit frequency (to decrease wait times at stops) and/or adding more bus stops.

The Township can monitor the ridership. Based on this data collection, the Township can consider removing a few underutilized stops to provide more frequent service.

To further market the shuttle bus program, the Township can consider the following:

- Placing a pin on Google Maps representing the most popular shuttle bus stops so that when the visitors search “parking” the pins show up. The title for these pins can be “Municipal parking / free shuttle bus stop”.
- Collaborate with the County to place signage along County routes used to travel to downtown Elora and Fergus. These signs can be located approximately 15 minutes away in driving time to give drivers enough time to re-route their destination from the downtown to a shuttle bus stop.

## Parking Enforcement

Parking enforcement is recommended to continue at uniform levels in the future between May and October. This is especially important with the introduction of the proposed paid parking system. Enforcement should also extend to the full-year, however with flexibility considered to adapt as seasonal parking demands fluctuate. This can be accomplished by considering a combination of full-time and part-time municipal law enforcement staff and contractors (e.g., Alpha). This approach ensures that the enforcement remains responsive to the varying influx of parking demand that accompanies these changing seasons.

Once the system has been set in place for a few years, parking enforcement can be re-evaluated, and more random and systematic enforcement can be implemented.

Systematic enforcement is when enforcement is based more on data collection (e.g., high offence areas) rather than routing enforcement.

The Township should consider developing a set fine for ‘Expired Paid Parking’.

## **Signage**

To enhance user information within the downtowns, the Township can consider installing more signage that directs drivers to all municipal lots. Through consultation, a few residents recommended larger signage. Signage can be considered along major corridors such as Metcalfe Street, East Mill Street, and West Mill Street in Elora and St. Andrew Street and St. David Street in Fergus. Implementing clear and noticeable signage at the front of municipal lots displaying their designated names would enhance the clarity and ease of identification for both motorists and pedestrians.

## **Online and Physical Mapping**

The Township can consider continuing to provide annual updated maps on <https://www.centrewellington.ca/>. The website can host both interactive GIS based maps and printable PDF maps, which are good options to provide. Printouts can be provided at the Elora Information Services building (10 East Mill Street) and the Fergus Information Services building (160 Provost Lane). The printouts can include the location and availability of the on-street and off-street municipal spaces and the proposed pricing structure.

## **Marketing**

Municipal parking spaces can be viewed as a product or service that the Township offers / sells. To assist with the uptake of this service, the Township can consider running marketing / social media campaigns promoting the location of their parking spaces.

This marketing can be targeted towards spaces that are underutilized such as along St. Patrick Street in Fergus. This can be done by creating maps that show that walking distance from these underutilized spaces to the downtown core is only, for example, a few minutes. This can help educate drivers that particular parking spaces are closer than perceived.

## **Bike Share Programs**

The Township can consider implementing bike share programs or seeking vendors to implement bike share programs or events in the Township to support active transportation.

## Bicycle Parking Infrastructure

To support the uptake of active transportation, the Township can consider installing bike parking (e.g., bike posts) along the right-of-way of busy corridors. Locations can include along the frontage of dense commercial areas such as along Metcalfe Street and St. Andrew Street and/or adjacent to future planned active transportation infrastructure (e.g., bicycle lanes).

## Pedestrian Connectivity

To help encourage the pedestrian travel between a parked vehicle and their destination, the Township can consider reviewing barriers to pedestrian connectivity and consider “activating alleyways” by collaborating with business owners and designating specific alleyways for pedestrian use. This is similar to the concept of closing Provost Lane for use as a “Pavilion”.

A list of amenities that would improve these alleyways include:

- **Lighting:** Well-lit alleyways provide safety and ensures pedestrian comfort during both the daytime and evening time.
- **Artwork:** Art and murals beautifies the space which promotes active transportation.
- **Canopies:** Canopies (structured / storefront) can provide shade and shelter from adverse weather conditions. They can also create an intimate space further formalizing the area.
- **Plants:** Plants are another way to improve the attractiveness of the alleyway while improving air quality.
- **Furniture:** Furniture such as benches, chairs, and tables provide a resting area for pedestrians. They can also incorporate the use of bike racks to promote cycling.
- **Formalizing Identity:** Formalizing names of alleyways or landmarks within them, alleyways would form a sense of identity. Names create recognition which would promote their use as a shared, pedestrian-friendly space.

Alternatively, if alleyways cannot be identified, some of these amenities can be provided along street corridors frequently used to travel between a parked vehicle and the downtown core.

For example, to help encourage parking along the underutilized parking spaces along St. Patrick Street West, artwork, patio space, or canopies can be temporarily installed along Tower Street North, between St. Patrick Street West and St. Andrew Street West during the summer months.

## Planned Street Closures

With the increase in short-term parking supply through the joint-use agreements of private spaces, the Township should consider additional planned street closures in association with the BIAs taking into consideration parking supply and transportation



routes. The Township can consider minimizing impacts to downtown residents affected by street closures.

### **Travel Demand Management**

Businesses may find travel demand management measures helpful for their business as it frees up space close to their business for visitors. The goal of TDM measures is to shift travel from automobile usage to other transportation modes or decreasing the driving distance to allow for use of the shuttle. Businesses can consider offering incentives to promote this sort of behaviour. The Township can promote the benefits to businesses of TDM measures for their consideration.

### **Data Collection and Further Study**

A parking utilization study in downtown Elora and Fergus is recommended the first year that paid parking is implemented. This is to understand changes to parking behaviours. Annual or biennial parking data collection is recommended to inform parking strategy updates.

Township staff have been reviewing the parking strategy annually making updates based on data and feedback from the previous year. A full update to the parking management strategy is recommended by 2029.

### **Resourcing**

One additional full-time equivalent is recommended to implement, operate and manage the parking-related recommendations of the municipal parking strategy. Responsibilities could include:

- Implementing paid parking.
- Facilitating the design and construction of the parking structures.
- Co-ordinating meetings and discussions between key Township staff and private owners regarding the joint-use of private parking spaces.
- Conducting or coordinating parking data collection.
- Identifying operational deficiencies and implementing solutions such as those identified in this strategy.
- Reviewing monthly parking permit applications.
- Identifying specific areas that require more robust parking enforcement.
- Coordinating and maintaining the annual development of online and physical parking maps.

### **Electric Vehicle Charging Stations**

The Township should continue to support the adoption of electric vehicles by continuing to expand the availability of electric vehicle charging stations within the Township and the downtowns.

## **Parking Requirements for New Developments**

The Township can consider reducing their parking minimums in their next zoning by-law review. Historic data to consider in determining which areas within the Township can have reduced requirements can include:

- Average persons per household.
- Income levels and household affordability.
- Automobile mode share to work.
- Vehicle ownership per household.

Other areas that the Township can consider while updating these parking requirements can include:

- Parking maximums.
- Short-term and long-term bicycle parking standards.
- Electric vehicle-ready stalls standards.

## **Financial Considerations**

Two financial scenarios were developed. A low cost / low pricing scenario which assumed the lowest cost assumptions for the parking structures and a pricing structure of \$2.50/hour on-street and \$2.00/hour off-street. This pricing scheme would allow for positive cash flow assuming low-cost assumptions for the two parking structures.

The second scenario was a high cost / high pricing scenario which assumed the highest cost for the parking structures and a pricing structure of \$3.00/hour on-street and \$2.50/hour off-street. This pricing scheme would allow for slightly negative cash flow in the first year assuming high-cost assumptions for the two parking structures and a positive cash flow for subsequent years.

The first year of implementation is more expensive than the subsequent years primarily attributed to the cost of the physical parking meters. The Cash-in-Lieu Parking Reserve Fund is recommended to be used to cover some of the costs of the parking structures, paid parking implementation, bike share programs, or the shuttle bus program. As of January 1, 2024, the Cash-in-Lieu Parking Reserve Fund was \$41,500.

## **Implementation Plan**

Strategies that are recommended to be implemented in the short-term include:

- Joint-use agreements of parking spaces in Elora
- Elora parking structure
- Paid parking implementation in Elora and Fergus (hourly and monthly permits)
- Expansion of the three-hour parking limits
- Additional accessible parking spaces
- Additional 15-minute parking spaces

- Additional no parking signs
- Expansion of the shuttle bus program
- Continued parking enforcement
- Enhancing signage and user information
- Enhancing pedestrian connectivity
- Travel demand management strategies (i.e., encouraging employee incentives)
- Parking data collection program (in conjunction with the paid parking implementation)
- Resourcing (1 FTE)

Strategies that are recommended to be implemented in the medium-term include:

- Fergus parking structure.
- Line painting of paved parking stalls.
- Review and adjustments of pricing schemes based on data collection and consultation.
- Continuation of planned road closures (can be implemented now or subject to joint-use agreements of parking spaces).
- Update to the Municipal Parking Strategy.
- Review and update of parking standards to incorporate new emerging areas.

Strategies that are recommended in the long-term, can be associated with the timing of other projects or may require further study include:

- The timing of the bike share program and bicycle parking infrastructure can be subject to implementation of planned active transportation infrastructure and / or can be further studied in the Township's planned Active Transportation and Mobility Master Plan.
- The timing of paving and line painting of additional parking stalls can be subject to road reconstruction and resurfacing.
- Paving of the east lot at Bissell Park once revenue from paid parking is more understood.

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## 1.0 Introduction

The Township of Centre of Wellington is a fast-growing community located in south-central Ontario. The Township is experiencing significant population and employment growth. The two primary communities, Fergus, and Elora, are highly attractive and popular destinations that boast a vibrant mix of commercial activities, including restaurants, shops, and retail establishments. With 1,200 cultural assets including 132 festivals and events, the Township experiences a significant influx of visitors, particularly during the summer months and into October. Due to population growth and an increase in tourism, there is a higher demand for parking to accommodate the surge in traffic volume.

With the growth that has occurred, the Township's two primary communities, Fergus, and Elora, have experienced increased pressures on their transportation system, more specifically increased automobile traffic in need of parking. The Township has identified the need to undertake a parking management strategy to address existing and anticipated parking needs and leverage opportunities to enhance their parking management system, which includes infrastructure, policies, and programs.

This strategy aims to address parking demands while supporting economic development and continued development of the downtowns, fostering a dynamic and inviting environment for residents, visitors, and businesses.



## 2.0 Study Areas

This parking management strategy focuses on two Study Areas: downtown Elora and downtown Fergus. The Elora Study Area is illustrated in **Figure 2-1** and the Fergus Study Area is illustrated in **Figure 2-2**. The on-street and off-street parking have been highlighted in the figures.



Figure 2-1: Downtown Elora Study Area

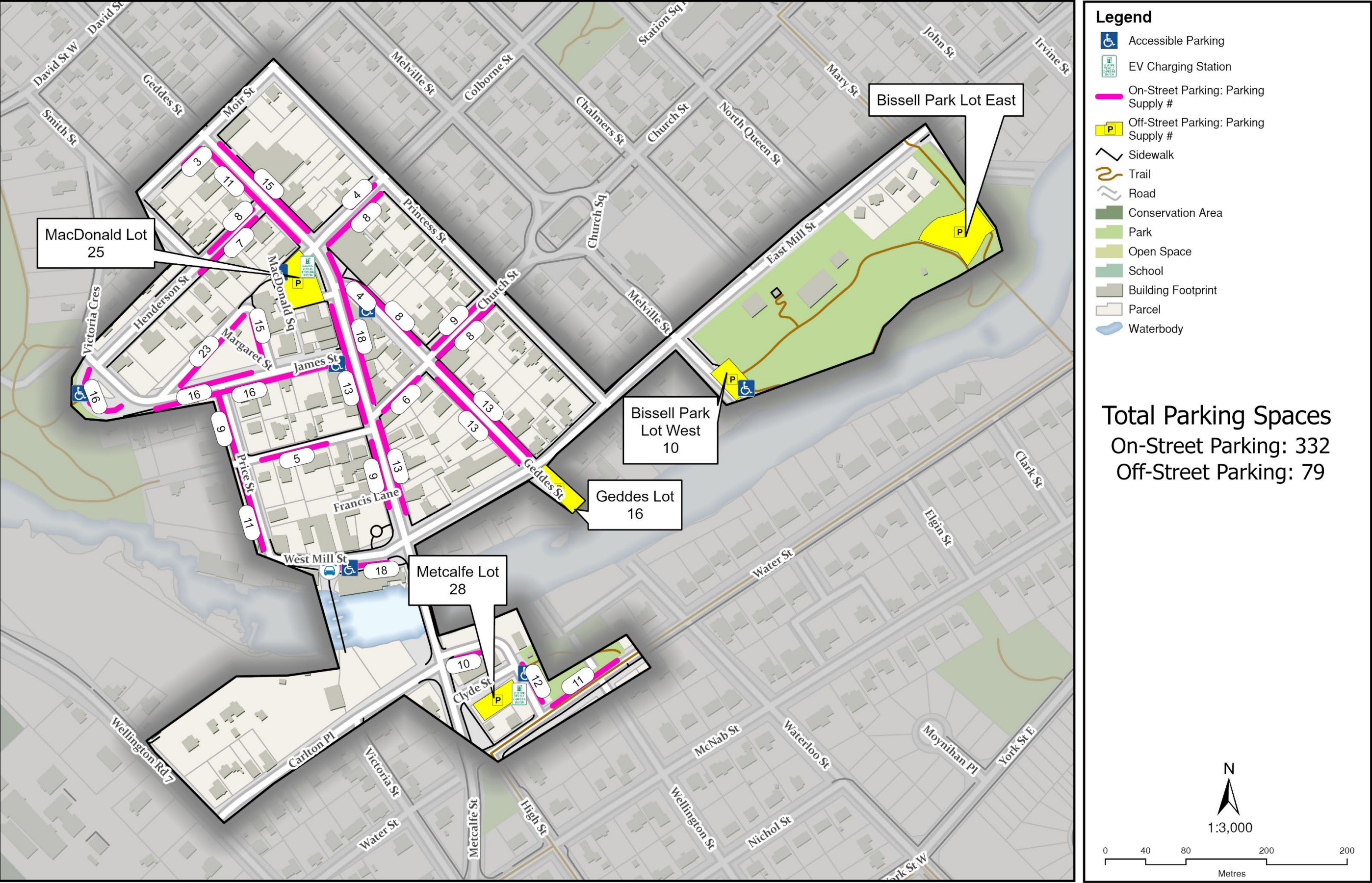
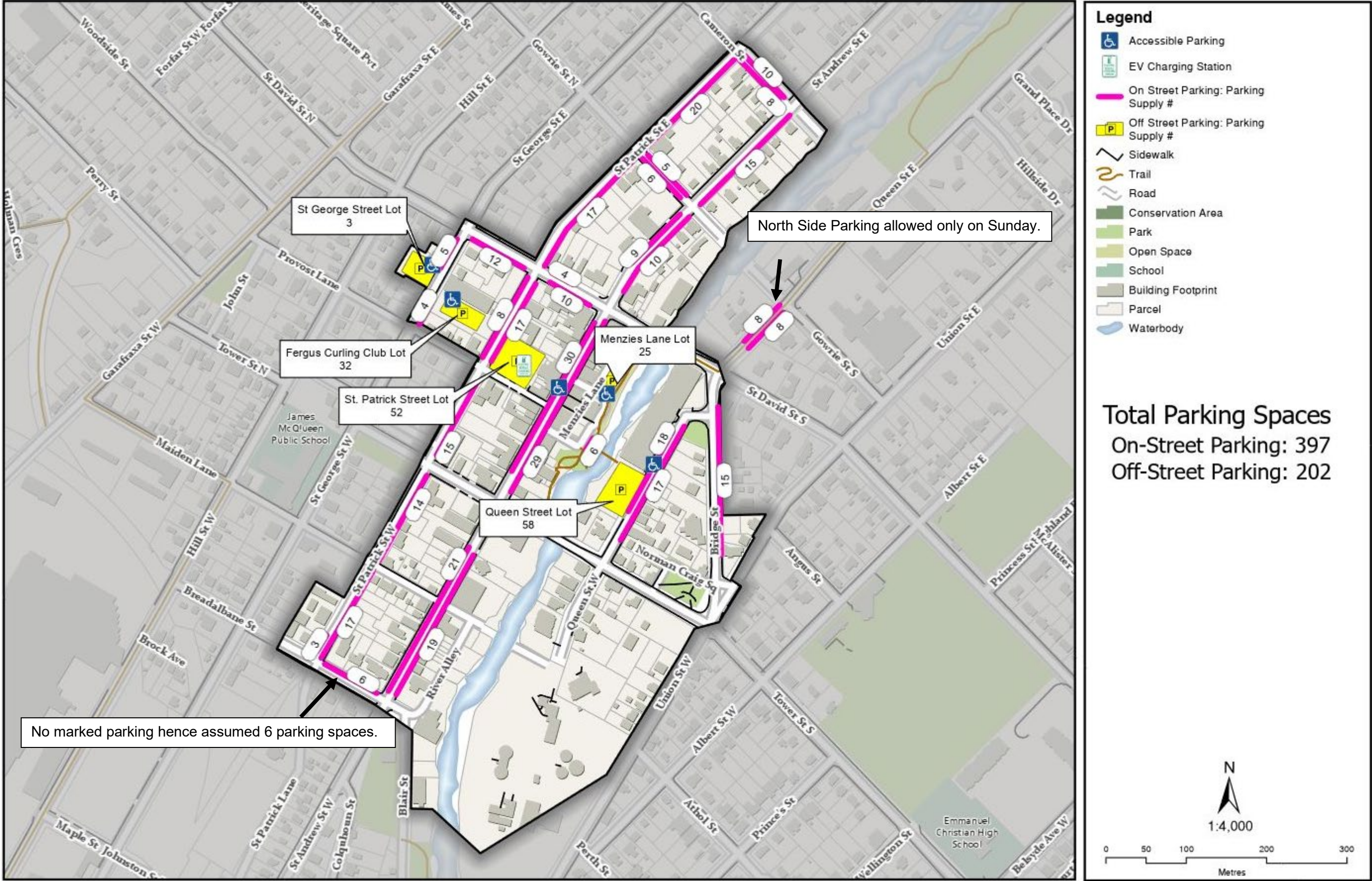




Figure 2-2: Downtown Fergus Study Area





### 3.0 Existing Parking Conditions

A review of the Township's existing parking policies and system characteristics was undertaken. This consisted of a review of the Township's parking by-law and parking-related data collection. Parking-related data collection is represented by two common metrics: parking utilization and parking turnover.

Parking utilization refers to the percentage of parking spaces that are occupied at a given point in time. It is a measure of how efficiently parking spaces are being used. For example, if there are 100 parking spaces in a lot, and 80 of them are occupied, the parking utilization rate would be 80%.

Parking turnover refers to the rate at which vehicles come in and go out of parking spaces within a specific time period. It indicates how quickly parking spaces are being vacated and made available for new vehicles to park. In other words, turnover is an inverse to parking duration.

A high parking turnover rate means that parking spaces are being used by multiple vehicles throughout the day, while a low turnover rate suggests that vehicles tend to occupy spaces for extended periods, leading to reduced availability for other users. Parking turnover is essential for maximizing the efficiency of parking facilities and ensuring that spaces are accessible to as many users as possible.

#### 3.1 Data Collection

To collect parking utilization and turnover data, field surveys were conducted in the two study areas during the month of September. The days chosen for the data collection represented typical, average days. To attempt to capture a typical, average day, the days chosen had sunny weather with no external disturbances that would increase or decrease parking demand.

The exception to this is Riverfest in Elora. Parking data was collected specifically for the Riverfest as a special event day. The festival brings approximately 5,000 people to Bissel Park every summer. This year the festival was held between August 18 to August 20 from 3:00 p.m. to 11:00 p.m. on Friday and from 1:30 p.m. to 11:00 p.m. on Saturday and Sunday. Data was only collected for one day, August 19<sup>th</sup>. The parking demand increases due to the large number of people gathering to attend Riverfest every year.

Data collection was conducted using two methods. Video footage using a drone was captured for the Downtown Elora data and manual counts on site were done for the Downtown Fergus data. A summary of the parking collection days and times are shown in **Table 3-1**.

**Table 3-1: Summary of Data Collection Days**

Study Area	Day	Time	Survey Type
Elora (Riverfest)	Saturday, August 19, 2023	10 a.m. – 3 p.m.	Utilization Turnover
Elora	Saturday, September 9, 2023	9 a.m. – 7 p.m.	Utilization Turnover
Elora	Thursday, September 14, 2023	9 a.m. – 7 p.m.	Utilization Turnover
Fergus	Saturday, September 23, 2023	10 a.m. – 7 p.m.	Utilization Turnover
Fergus	Wednesday, September 27, 2023	10 a.m. – 7 p.m.	Utilization Turnover

The following municipal off-street parking lots were also surveyed:

#### **Elora**

- 22 Melville Street (hereafter referred to as Bissell Park Lot)
- 3 MacDonald Square (hereafter referred to as MacDonald Lot)
- 15 Wellington Road (hereafter referred to as Geddes Lot)
- 25 Metcalfe Street (hereafter referred to as Metcalfe Lot)

#### **Fergus**

- 155 St. George Street West (hereafter referred to as St. George Street Lot)
- 150 St. George Street West (hereafter referred to as Fergus Curling Club Lot)
- 160 St. Patrick Street West (hereafter referred to as St. Patrick Street Lot)
- Menzies Lanes west of St. David Street South (hereafter referred to as Menzies Lane Lot)
- 174 Queen Street West (hereafter referred to as Queen Street Lot)

The Township's Parking By-Law (2021-23) refers to "Pedestrian Bridge" as a pedestrian bridge in Fergus behind 212 St. Andrew Street West. There are also six municipal parking spaces adjacent to the pedestrian bridge. The "Pedestrian Bridge" is shown in **Figure 3-1**.

**Figure 3-1: "Pedestrian Bridge" in Fergus**

On-street utilization was counted on both sides of the street unless one was marked with no-parking signage. For on-street parking with no painted lines, the supply of stalls was estimated using approximately 7m long and 2.5m wide dimensions per stall. Aggregate parking supply in downtown for both On-street and Off-street parking is shown in **Table 3-2**.

**Table 3-2: Aggregate Parking Supply in Downtown Elora and Downtown Fergus**

Location	Supply
<b>Elora</b>	
On-Street Parking Spaces	324 <sup>1</sup>
Off-Street Parking Spaces	76
On-Street Accessible Parking Spaces	7
Off-street Accessible Parking Spaces	3
<b>Fergus</b>	
On-Street Parking Spaces	392
Off-Street Parking Spaces	194
On-Street Accessible Parking Spaces	3
Off-street Accessible Parking Spaces	8

1. One (1) parking space was lost on Metcalfe Street due to construction on East Mill Street during the time of the survey.

A summary of the data collection is provided below. The full results are shown in **Appendix A**.

### **3.1.1 Parking Utilization Thresholds**

A parking utilization threshold represents the point at which a parking facility's capacity is actively used by parked vehicles, usually expressed as a percentage a segment / area is utilised within one hour. Exceeding an 85% utilization rate indicates parking resources are nearing maximum capacity. This can lead to challenges like difficulties in finding parking, increased congestion, reduced accessibility, heightened illegal parking, negative perceptions, economic setbacks for local businesses, and environmental impacts due to prolonged search and congestion. This threshold will be referenced as the data is presented below.

### **3.1.2 Summary of Data Collection Results**

The number of parking spaces were surveyed in both the study areas as shown in **Figure 2-1** for the Elora Study Area and **Figure 2-2** for the Fergus Study Area.

#### **3.1.2.1 Elora**

Peak parking utilization is the highest level of occupancy of parking spaces during the busiest hour of the day. Peak utilization measures the number of parking spaces that are in use in a given area at the time when demand for parking is at its highest. Peak weekday utilization for Elora is illustrated in **Figure 3-2** and peak weekend utilization is illustrated in **Figure 3-3**.



Figure 3-2: Parking Utilisation Weekday (Elora)

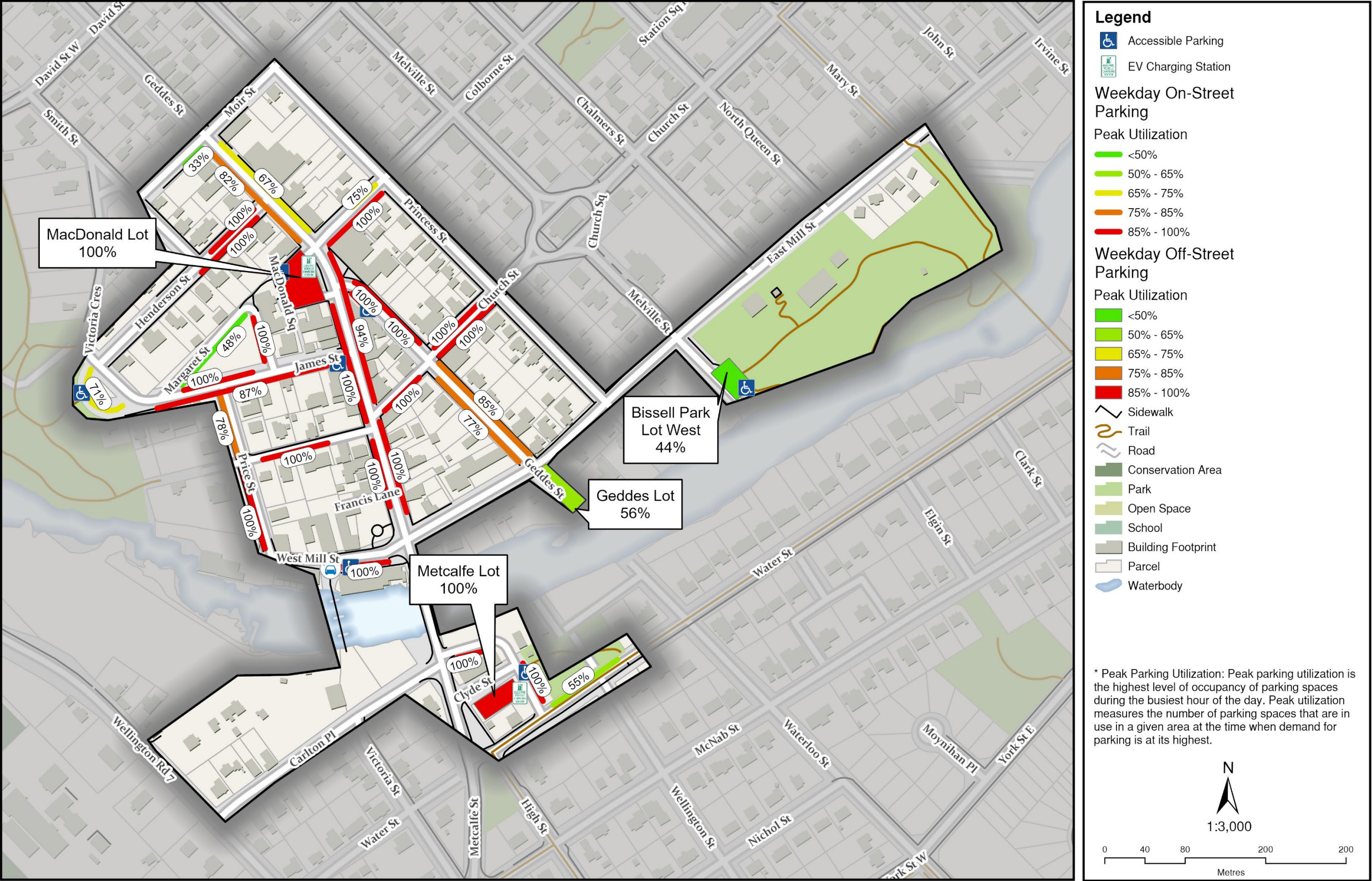
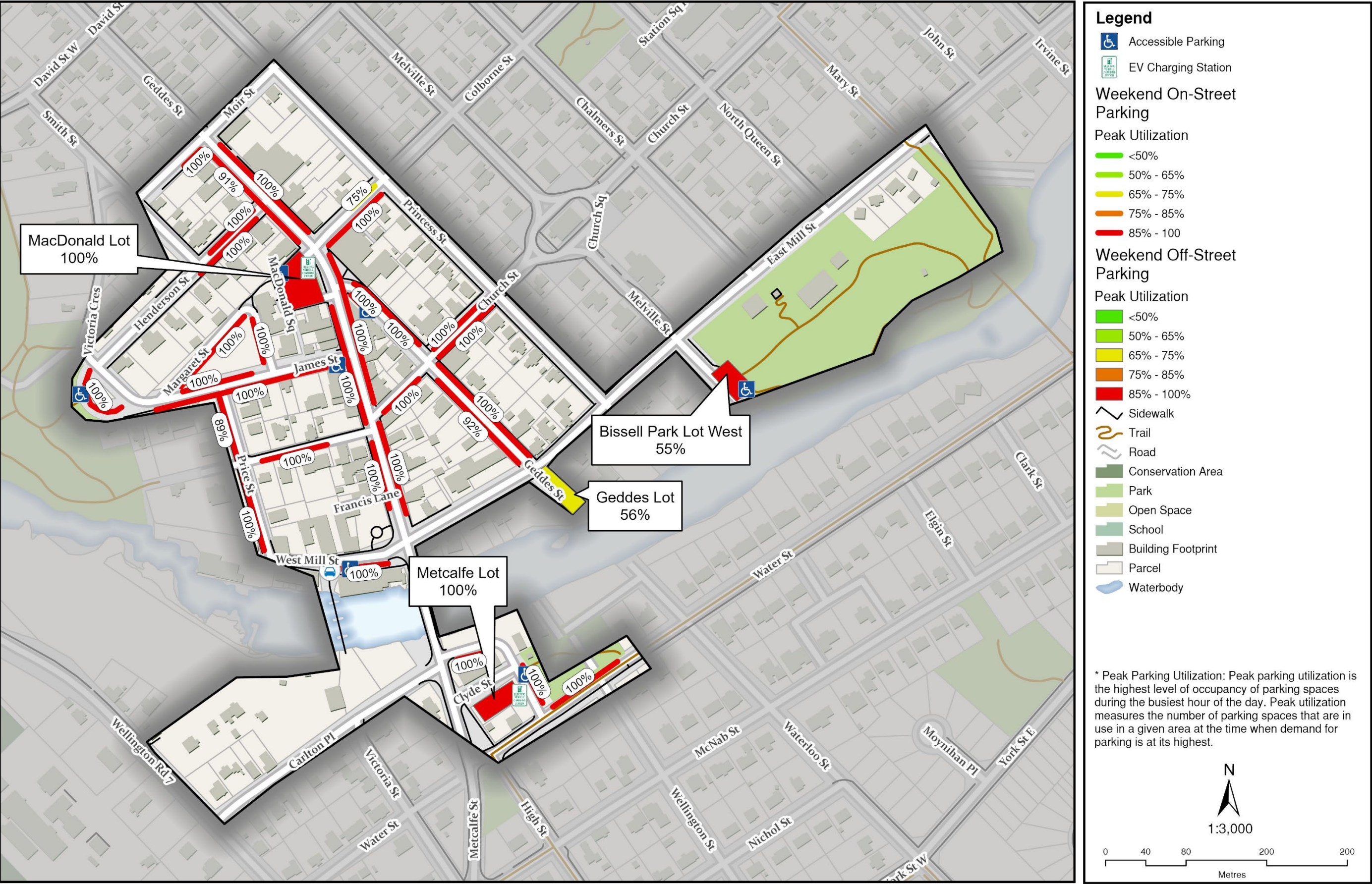




Figure 3-3: Parking Utilisation Weekend (Elora)





Observations regarding the parking situation in Elora were developed based on the parking utilization surveys and field observations as outlined below.

### **Weekday**

- On-street parking utilization was highest from 12 p.m. – 3 p.m. ranging from 71%-79%. After 3 p.m., utilization decreased, but it was still high with 68% at the end of the day. Overall, the utilization does not exceed the 85% parking threshold, so parking demand is not overcapacity on a typical weekday.
- The MacDonald Lot has the highest average utilization of 90% due to its proximity to the Downtown Core. The Metcalfe Lot also has a high average utilization of 67% even though it is not very close to the core. This is most likely due to it being the first visible municipal parking lot as you enter Elora.
- The Geddes Lot and Bissell Park Lots (east and west) are not as easily findable, and drivers need to drive out of the way to reach these parking lots. In addition, due to construction on East Mill Street, the Geddes Lot was not easily accessible to drivers, thus limiting parking options for those wanting to access the downtown area. It is probable that most of the utilization in the Geddes Lot was used by the construction workers.

### **Weekend**

- The majority of on-street parking downtown exceeded or was close to the 85% parking threshold, indicating that parking spaces were highly utilized on a typical weekend.
- On-street parking utilization was highest from 1 p.m. – 3 p.m. ranging from 92% - 96%. After 3 p.m., utilization decreased, but it was still high at the end of the day with 60% at 7 p.m.
- The data suggests that it would be very difficult to find parking in Downtown Elora past 1 p.m. Residents and visitors will need to find parking in the early morning to run errands or explore the Township. On a typical weekend, on-street parking is overcapacity during the peak hours.
- The two busiest lots on the weekend were MacDonald Lot and Metcalfe Lot with average utilizations of 78% and 82%, respectively.

#### **3.1.2.2 Fergus**

Peak weekday utilization is shown in **Figure 3-4** and peak weekend utilization is shown in **Figure 3-5**.



Figure 3-4: Parking Utilization Weekday (Fergus)

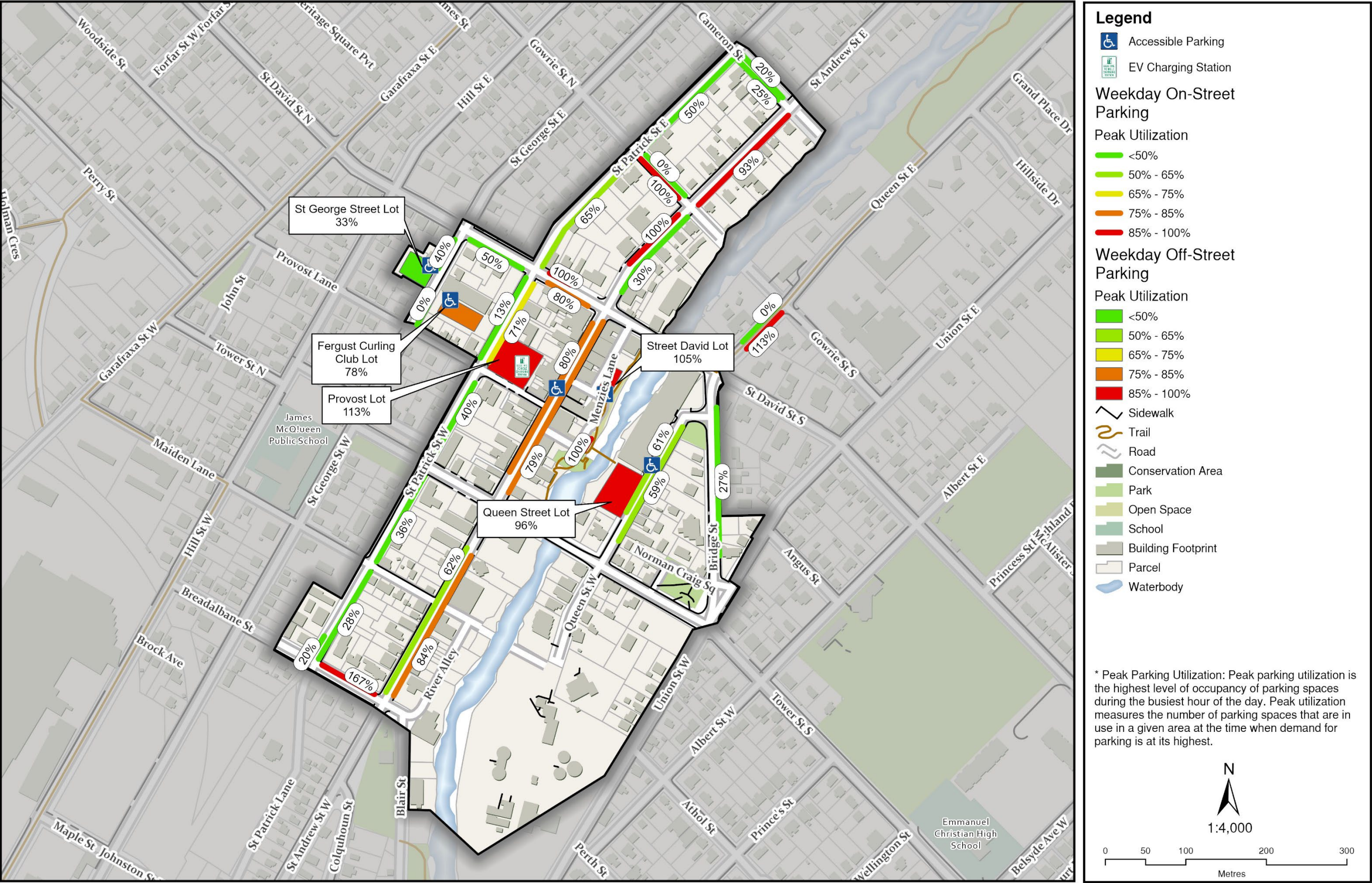
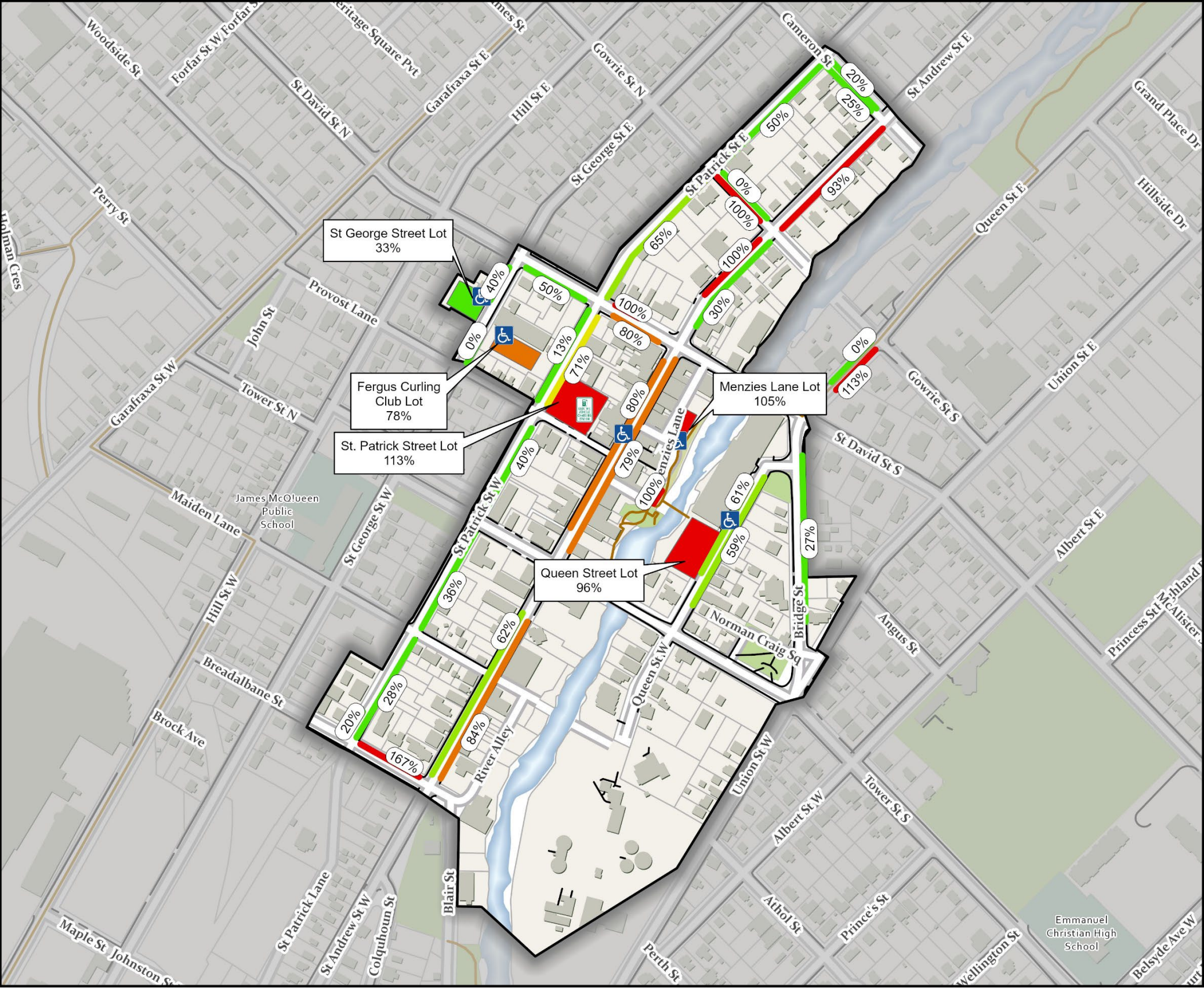




Figure 3-5: Parking Utilization Weekend (Fergus)



Legend

- Accessible Parking
- EV Charging Station

Weekend On-Street Parking

Peak Utilization

- <50%
- 50% - 65%
- 65% - 75%
- 75% - 85%
- 85% - 100%

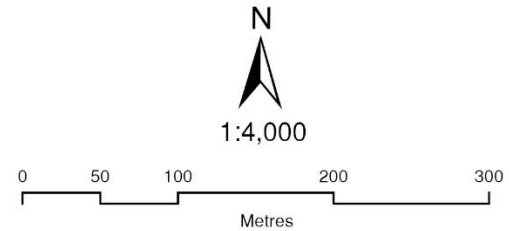
Weekend Off-Street Parking

Peak Utilization

- <50%
- 50% - 65%
- 65% - 75%
- 75% - 85%
- 85% - 100%

- Sidewalk
- Trail
- Road
- Conservation Area
- Park
- Open Space
- School
- Building Footprint
- Parcel
- Waterbody

\* Peak Parking Utilization: Peak parking utilization is the highest level of occupancy of parking spaces during the busiest hour of the day. Peak utilization measures the number of parking spaces that are in use in a given area at the time when demand for parking is at its highest.





Observations regarding the parking situation in Fergus were developed based on the parking utilization surveys and field observations as outlined below.

- The analysis demonstrates that for much of the on-street parking in Downtown Fergus, the 85% parking threshold was not achieved. Many streets had the capacity to take in more parking demand.
- St. George Street had the lowest average utilization of 6% on a typical weekday.
- The Menzies Lane Lot and St Patrick Street Lot were the busiest lots due to their proximity to the Downtown Core, with average utilization of 93%, exceeding the 85% parking threshold. However, there was parking available in the other municipal lots, so drivers should not have issues finding off-street parking in Downtown Fergus.
- Utilization along St. Andrew Street remained consistent and ranged between 47%-68% throughout the day. Peak utilization was achieved at noon with 68%, which was below the 85% parking threshold. Overall, St. Andrew Street had low utilizations throughout the day, so drivers should not have issues finding parking at any time of the day on a typical weekday.
- Overall, drivers should not have issues finding on/off-street parking on a typical weekday at any time of day in Downtown Fergus.

### **Weekend**

- The analysis demonstrates that all the on-street parking in Downtown Fergus did not achieve the 85% parking threshold.
- Breadalbane Street had the highest average utilization of 62% and St. George Street had the lowest with 2%. The data indicates that there is enough on-street parking supply for a typical weekend.
- The utilization along St. Andrew Street was consistent throughout the day and ranged between 39% - 76%. Peak utilization is achieved at 3 p.m. with 76%, which was below the 85% parking threshold.
- The Menzies Lot and St Patrick St Lot were the busiest lots due to their proximity to the Downtown Core with average utilizations of 94% and 80%, respectively. This exceeded or was close to the threshold, however, there was parking available in the other lots.
- Drivers should not have any issues finding on / off-street parking on the weekends.

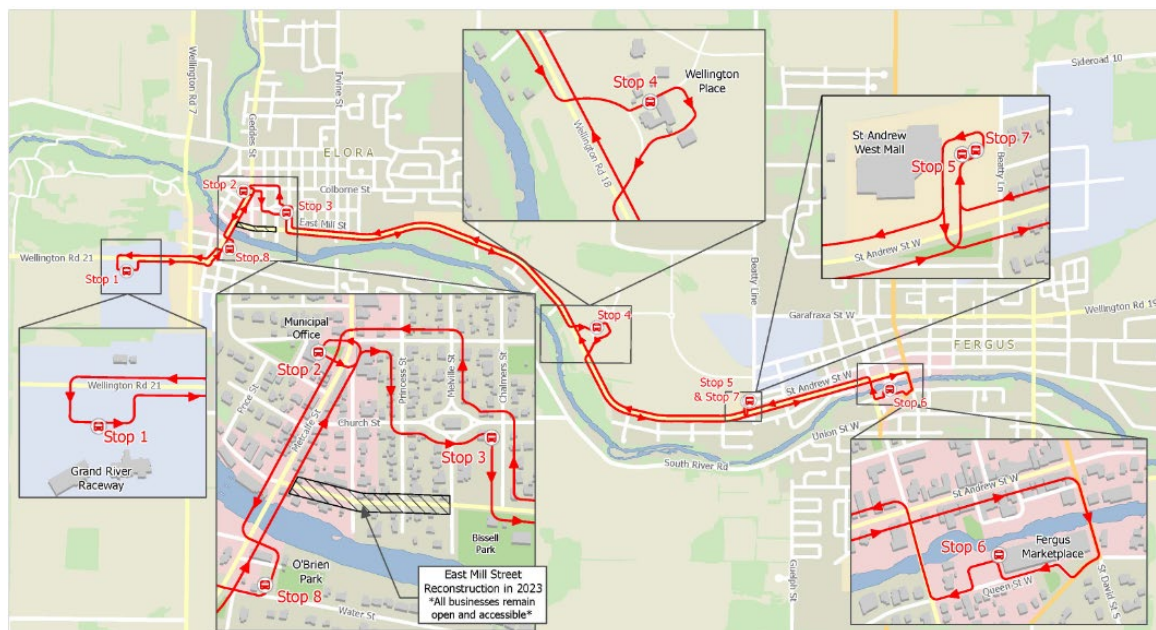
### 3.2 Shuttle Bus Program

The Township of Centre Wellington runs the Downtown Shuttle Program which offers shuttle bus service every weekend during summer months and, on long weekends the bus operates on Saturday, Sunday, and Monday. The shuttle bus operates between 11:00 a.m. until 6:00 p.m. The bus leaves the Grand River Raceway located at 7445 Wellington County Road 21, Elora every hour starting 11:00 a.m., the last trip starts at 5:00 p.m. The service includes following 7 stops:

- Grand River Raceway, Elora
- MacDonald Square, Elora
- Elora Centre for the Arts / Bissell Park, Elora
- Wellington County Museum
- St. Andrew St. West Mall, Fergus
- Fergus Marketplace
- St. Andrew St. West, Mall, Fergus
- O'Brien Park, Elora
- Grand River Raceway, Elora

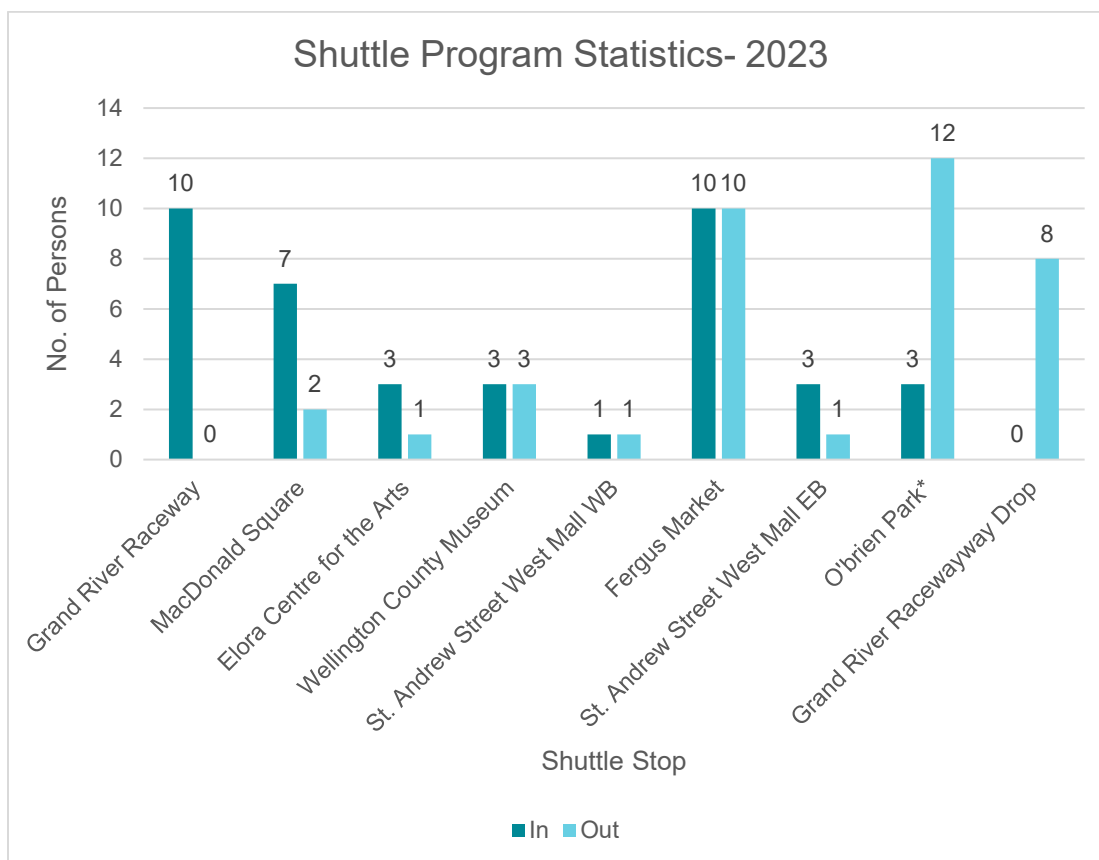
A round trip to each of these stops will take approximately 50 minutes. Once the shuttle has stopped at all these locations, it returns to the Grand River Raceway facility. The shuttle bus is not fully accessible. Accessible service can be provided to visitors and residents with limited mobility with a 48-hour notice. **Figure 3-6** shows the shuttle bus route.

**Figure 3-6: Shuttle Bus Route**



The ridership data for 2023 was summarized to reflect the trend of occupancy for each month the shuttle service was in operation. Overall, the trend shows most of the people use the shuttle bus on Saturday. More people used the shuttle services on a long weekend Sunday compared to a Sunday on a regular weekend. The usage of the shuttle service on average per day is relatively low. However, it should be noted that there was an increase in shuttle bus occupancy compared to the previous year. For 2023, the highest one-day occupancy was observed in August. The highest occupancy in May was on Victoria Day and in June, the highest occupancy was on Father's Day. **Figure 3-7** shows average ridership statistics for 2023. The majority of the passenger board the bus from MacDonald and departs at O'Brien. The data indicated that the stop at Fergus Marketplace observed a high volume of passengers boarding and departing the bus.

**Figure 3-7: Shuttle Bus Program Statistics**



### 3.3 Parking Enforcement

The Transportation Master Plan approved in 2019 comprised of a key recommendation of implementing and enforcing timed parking in downtown Fergus and Elora. The intent of timed parking was to increase the turnover, and availability of prime parking spaces in downtown areas to benefit businesses, shoppers, and tourists.

In 2021, the Township initiated its first parking enforcement pilot program and hired Alpha Technology Systems Inc. (Alpha). The pilot was launched on the May Long Weekend (Saturday, May 22, 2021) and continued until October 31, 2021, with the 3-hour parking enforced 7 days per week between 9 a.m. and 7 p.m., adjustments were made as needed. Warning tickets were issued for the first several weeks as part of the education strategy and Infrastructure Services installed appropriate signage prior to May 24. The pilot program introduced significant enforcement activity, encouraging improved turnover of parking spaces and reducing traffic congestion. Prior to 2021, all parking enforcement in Centre Wellington was conducted by the OPP. The pilot program was extended to 2023 to collect additional data for parking enforcement needs in Fergus and Elora.

Alpha provided a list of enforcement statistics. 3-hour and 15-min parking enforcement services were recommended to occur in downtown area, following the same pattern as 2021. No parking permit system was provided to residents living in downtown and suggested to consider parking permits as a part of the long-term parking strategy.

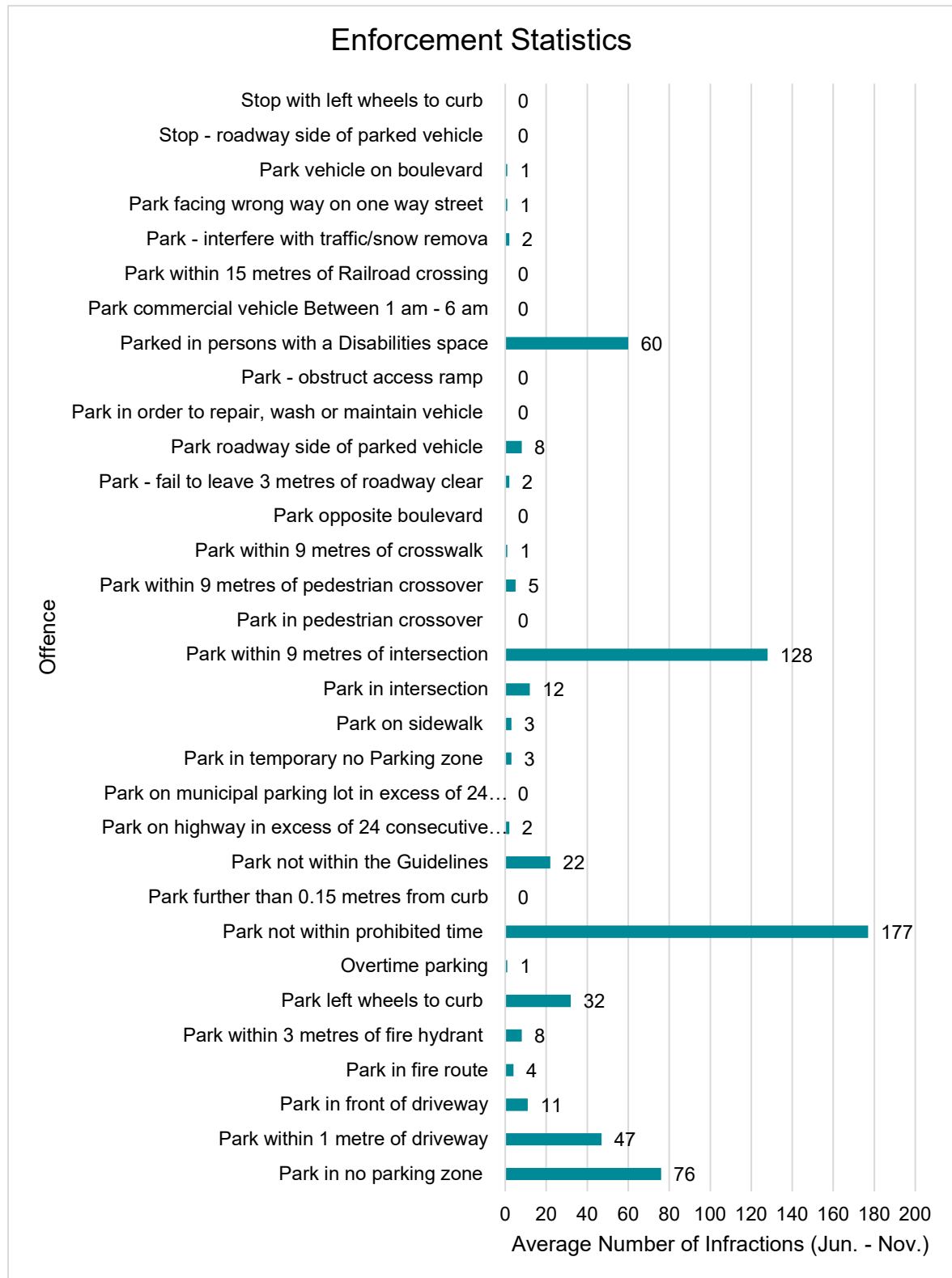
In 2022, Council approved a private parking By-law. During the high traffic volume days vehicles park in private parking lots or on municipal property not designated for public parking to attend other business or activities causing traffic congestion. The private property parking by-law provides private property owners with the benefits of parking enforcement while any ticket revenue would be shared between Wellington County and the Township.

In 2023, there were no planned street closures except for East Mill Street construction and for special events. The parking lot on the north-west corner of Metcalfe Street and Carleton Place owned by Pearle Hospitality, was no longer available for public use. As a result, a new parking lot is provided at 25 Metcalfe Street besides the LCBO. The closure of Provost Lane from St. Andrew Street West to just beyond the back of the buildings on St. Andrew Street West from approximately May 25 to October 25 was planned, this did not affect any parking spaces.

During Covid-19, when indoor dining was not allowed, to help restaurants Council introduced patios on municipal property policy. The by-law offers opportunity for eligible businesses to apply for the permit. These patios take up several parking spaces, however the program recognized that overall the community and tourism benefitted from having patios, cafes and sidewalk displays as an option every summer.

**Figure 3-8** shows the enforcement statistics provided by Alpha for 2022, higher volume enforcement includes parking during prohibited hours, parking within 9 meters of intersection, parking in accessible parking space, parking in a no parking zone and parking within 1 meter to a driveway.



**Figure 3-8: Enforcement Statistics 2022 (Alpha)**

### 3.4 Parking By-Law

Parking in the Township of Centre Wellington is regulated by By-law 5000-05, By-law 5487-16, and By-law 2021-23. In terms of parking management, on-street and off-street parking regulations are the most important.

The Township of Centre Wellington has a time limit of 15-minutes to 3-hours on the parking street and lots as shown in **Table 3-3**.

Table 3-3: Maximum On-Street Parking Limits

Road	Side	Between	Times of the day	Max. Period Permitted
David Street	North	John Street and Irvine Street	8:00 a.m. to 5:00 p.m. Monday to Friday	No Parking
East Mill Street	Both	Metcalf Street to Geddes St	9:00 a.m. to 7:00 p.m. Monday to Sunday	3 Hours
Irvine Street	West	John Street and David Street	8:00 a.m. to 5:00 p.m. Monday to Friday	No Parking
James Street	North	In front of medical building	9:00 a.m. to 9:00 p.m. Monday to Friday	2 Hours
Metcalf Street	Both	East/West Mill Street to Colborne Street	9:00 a.m. to 7:00 p.m. Monday to Sunday	3 Hours
Price Street	West	West Mill Street to James Street	9:00 a.m. to 7:00 p.m. Monday to Sunday	3 Hours
West Mill Street	South	Civic address known as 56 West Mill Street to Metcalf Street	9:00 a.m. to 7:00 p.m. Monday to Sunday	3 Hours
Geddes Street	East	Civic address known as 175 Geddes Street	24 Hours	15 Minutes
Area Known as 90 Metcalf Street	West	Approximately 6.5 metres from southerly curb line of Church Street	24 Hours	15 Minutes
Area known as 48 West Mill Street	South	First parking spot immediately East of Crosswalk	24 Hours	15 Minutes
Glencoe Avenue	North	Victoria Terrace and 267 Glencoe Avenue	8 a.m. to 5 p.m. Monday to Friday	No Parking
Hill Street	Both	Tower Street and Maiden Lane	8 a.m. to 5 p.m. Monday to Friday	No Parking
Lamond Street	West	St. Andrew Street East to a point approximately 240 metres south to a point 339 metres south	8 a.m. to 4 p.m. Monday to Friday	No Parking
Menzies Lane	Southwest limit		9:00 a.m. to 7:00 p.m. Monday to Sunday	3 Hours
Queen Street West	North	Along the frontage of the Marketplace westerly to the second entrance or 130 metres	9:00 a.m. to 7:00 p.m. Monday to Sunday	3 Hours
Queen Street West	South	Area known as 180 Queen Street West for 145 metres easterly	9:00 a.m. to 7:00 p.m. Monday to Sunday	3 Hours
105 Queen Street- The Marketplace	North Limit of Lot	To a point of 42 metres West of Pedestrian Bridge along the river	9:00 a.m. to 7:00 p.m. Monday to Sunday	3 Hours
St Andrew Street West	Both	Tower Street to St. David Street	9:00 a.m. to 7:00 p.m. Monday to Sunday	3 Hours
St Andrew Street West	Both	St. David Street to Gowrie Street North	9:00 a.m. to 7:00 p.m. Monday to Sunday	3 Hours
St. George Street	North	Tower Street and Maiden Lane	8:00 a.m. to 5:00 p.m. Monday to Friday	No Parking
St. George Street	North	Tower Street and Provost Lane	8:00 a.m. to 5:00 p.m. Monday to Friday	No Parking
St. George Street	South	Maiden Lane and Breadalbane Street	8:00 a.m. to 5:00 p.m. Monday to Friday	No Parking
Tower Street (James Square)	Southwest	St. George Street and St. Patrick Street	Anytime (except Sunday)	No Parking
Area known as 101 St. Andrew Street West	North	First Parking location West of St. David Street	24 Hours	15 Minutes
Area known as 212 St. Andrew Street West	South	First parking location East of Menzies Lane	24 Hours	15 Minutes

### 3.5 Accessible Parking Spaces

As defined by the Highway Traffic Act, an accessible parking space is a space designated on Crown land or under a municipal by-law for the use of persons with a disability or required by Ontario Regulation 191/11 (Integrated Accessibility Standards) made under the Accessibility for Ontarians with Disabilities Act, 2005 for the use of persons with a disability.

As per Zoning By-law (2009-045), as amended, if a development has four or more parking spaces, it must provide a barrier-free parking space. The minimum width of the parking space should be four meters, and the minimum length should be 5.5 meters. The surface of the parking space should be hard and levelled, and it should be located near and easily accessible to the entrance. The space should be appropriately identified for use by people with limited mobility or other disabilities. Example of accessible parking in off-street and on-street municipal parking lots within Elora are shown in **Figure 3-9** and **Figure 3-10**.

**Figure 3-9: Accessible Parking at Metcalfe Parking Lot**



**Figure 3-10: Accessible Parking at James Crescent**

The number of barrier-free parking spaces in developments should be in accordance with **Table 3-4**.

**Table 3-4: Number of barrier free parking spaces**

Number of Parking spaces required	Number of parking spaces that must be barrier free spaces
4-20	1
26-50	3
51-75	4
76-100	6
101-150	8
151-200	10
201-300	13
301-400	15
401-500	17
501-1000	20
Greater than 1000	2% of total

**Table 3-5** summarizes the number of accessible parking in municipal parking lots and on-street parking.

**Table 3-5: Accessible Parking Supply in Downtown Elora and Downtown Fergus**

Location	Supply
<b>Elora</b>	
MacDonald Lot	2
Bissell Park Lot West	1
Geddes Street south of Colborne Street	1
James Street east of Metcalfe Street	1
James Crescent east of James Street	2
West Mill Street west of Grand River Bridge	1
Clyde Street west of High Street	2
<b>Fergus</b>	
Saint George Street West Lot	2
Fergus Curling Club Lot	1
Saint Patrick Street Lot	1
Menzies Lane Lot	3
Queen Street Lot	1
Saint Andrew Street East of Provost Lane	2
Queen Street East of Queen Street Parking Lot	1

### 3.6 15-Minute Parking Stalls

Elora has a three-hour limit for on-street parking in two downtown areas. Additionally, there are a few designated parking spots with 15-minute limits. These spots are strategically located to facilitate quick drop-offs and pick-ups for running errands. The main purpose of these 15-minute stalls is to promote high turnover for parking, especially during peak hours and weekends. These spots are beneficial to the businesses in the two downtown areas of the Township. **Table 3-3** shows the 15-minute parking stall locations in Elora and Fergus.

### 3.7 Electric Vehicle Stalls

The Township is working to make it easier for the community and visitors to transition to electric vehicles. The County of Wellington provides three fast chargers (Puslinch library, behind the Old Post Office in Guelph, Arthur library). **Table 3-6** shows the list of electric vehicle (EV) charging stations and lots

Table 3-6: EV charging station and parking lot

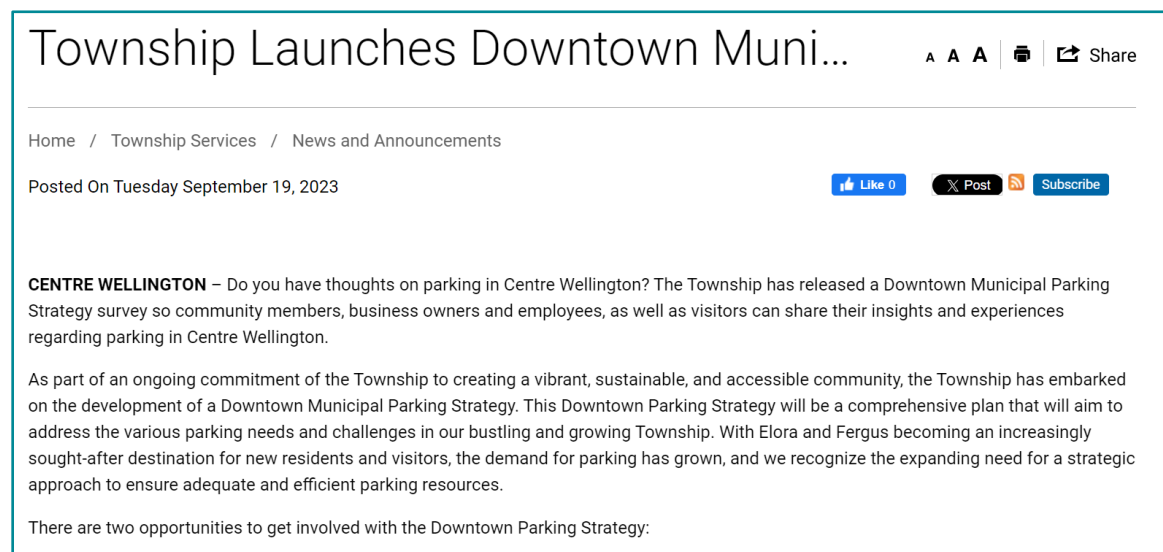
Location	Address	No. of Station	Charging Details	Operator/Owner of the Electric Vehicle Charging Infrastructure	Owner of Parking Space
Elora					
Centre Wellington Civic Centre	1 MacDonald Square, Elora, ON N0B 1S0, Canada	2 Stations	L2: \$1.75 (CAD) per hour Parking: Free	Centre Wellington Hydro	Township
Jefferson Elora Community Centre	29 David Street W, Elora, ON, N0B 1S0, Canada	4 Stations	L2: \$1.75 (CAD) per hour (1 Station) L2: Free of charge (3 Station) Parking: Free	Centre Wellington Hydro	Township
Elora & Fergus Tourism	10 E Mill Street, Elora, ON N0B 1S0, Canada	1 Station	Price: Unknown Parking: Free	Centre Wellington Hydro	Township
O'Brien Park	3 Clyde Street, Elora, ON N0B, Canada	2 Stations	L2: \$1.75 (CAD) per hour Parking: Free	Centre Wellington Hydro	Township
Elora Mill Hotel & Spa	77 Mill Street W, Elora, ON N0B, Canada	6 Stations (4 Tesla and 2 1772 chargers)	Price: Unknown Parking: Free	Elora Mill	Elora Mill
Grand River Raceway	7445 Wellington County Rd. 21	14 Stations	Price: \$1.50 (CAD) per hour	Grand River Raceway	Grand River Raceway
Fergus					
Groves Memorial Community Hospital	131 Frederick Campbell Street, Fergus, ON N1M 0H3	3 Stations	Price: Free Parking: Free	Groves Memorial Community Hospital	Groves Memorial Community Hospital
Provost Lane Parking/Charging	160 St. Patrick Street West, Fergus, ON N1M 1L5, Canada	2 Stations	L2: \$1.75 (CAD) per hour Parking: Free	Centre Wellington Hydro	Township
Centre Wellington Community Sportsplex	550 Belsyde Ave East, Fergus, ON N1M 2W5, Canada	4 Stations	L2: \$1.75 (CAD) per hour (1 Station) L2: Free of charge (3 Station) Parking: Free	Centre Wellington Hydro	Township



## 4.0 Public and Stakeholder Engagement

Public and stakeholder consultation provided critical insights into parking perspectives, needs, and potential solutions. To first make the public aware of this study, a notice of study commencement was posted on the Township's website, as shown in **Figure 4-1**, as well as on social media.

**Figure 4-1: Notice of Study Commencement (<https://www.centrewellington.ca/>)**



A post card was also hand-delivered to businesses and a project poster was placed on walls in several municipal buildings. These engagement materials contained a QR code and URL that directed to a Township's public engagement webpage for this study which was <https://www.connectcw.ca/municipal-parking-strategy>. Input from the public and stakeholders was also provided through various consultation events and through direct correspondence either by e-mail or phone. A summary of the dates of the consultation events is shown in **Table 4-1**.

**Table 4-1: Summary of Engagement Activity Dates**

Engagement Activity	Dates
Stakeholder Meeting – Elora (Virtual)	September 18, 2023
Public Open House	September 20, 2023
Stakeholder Meeting – Fergus (Virtual)	September 21, 2023
Township Key Meeting	October 19, 2023
Survey (Business, Residents, Visitors)	September 19, 2023 – October 22, 2023



All public engagement materials are provided in **Appendix B**. These materials include the following:

- Business Survey Summary Memorandum
- Residents Survey Summary Memorandum
- Visitor Survey Summary Memorandum
- Business Survey Responses
- Resident Survey Responses
- Visitor Survey Responses
- Public Open House Boards
- Key Township Event Comment Sheets (Redacted)
- Public Open House Comment Sheets (Redacted)
- Interim Update Presentation to Council
- Post Card to Businesses
- Study Poster

#### **4.1 Online Survey**

Important concerns from the three online survey are provided below. In summary, there were:

- 88 responses to the business owner / employee survey.
- 336 responses to the resident survey.
- 19 responses to the visitor survey.

Detailed memorandums analysing the three surveys are provided in **Appendix B**.

Most important concerns from residents included:

- Residents believe the 15-minute parking spaces are not useful to them.
- Residents highly agree with the implementation of paid parking in Downtown Elora and Fergus to encourage shorter stays and make parking spaces available more frequently.
- Many residents avoid visiting downtown due to limited parking availability.

Most important concerns from businesses / employees included:

- Most employees and business owners park in municipal parking lots followed by on-street parking and for about seven hours or more.
- Most employees and business owners are willing to walk 6-9 minutes if there is a parking spot available for long hours.
- The business owners and employees highly support implementing paid parking in downtown Elora and Fergus to encourage shorter stays and make parking spaces available more frequently.

Most important concerns from visitors included:

- Most of the visitors who came to Elora and / or Fergus did so in July and August.
- None of the visitors came to Fergus only; they either visited Elora or both Elora and Fergus.
- 36.8% of visitors believed that a 3-hour parking duration limit was enough for them to park when they visited. However, the same number of respondents believe that the 3-hour parking limit was not enough for them to park, and they had to move their vehicle to a different spot or leave before they were done with their trip.
- Most respondents did not believe that the 15-minute parking space applied to or was useful to them.
- Visitors highly agree with the implementation of paid parking in Downtown Elora and Fergus. They believe it would encourage shorter stays, and parking spaces would be available more frequently.

#### **4.2 Interim Council Presentation**

On November 27, 2023, a presentation was given to Township Council to provide an update regarding the study. The presentation provided an overview of the study, including the background review, results of the data collection, needs and opportunities assessment, and feedback from residents, business owners, and Council members. The feedback was gathered through two public open houses, phone calls, and emails. The feedback received during this presentation from Council members included the following:

- Reconfiguration of Bissell Park Lot East was supported.
- Cycle tourism and bike parking downtown was supported.
- Safety measures suggested for parking close to intersection was appreciated.
- Space for emergency vehicle parking was asked to be considered.
- Parking for elderly residents was suggested to be close in case they need car for the hospital.
- More information on the parking needs of business and residents that use the same space was requested.
- Multi-level garages were asked to be strongly considered.
- A shuttle bus for staff/employees was asked to be strongly considered.
- Council was concerned about timing of surveys – only one in the tourist peak period.
- Removing parking space behind the library and shifting that parking to St. George Lot was asked to be considered.
- Street closures required more discussion.

The Interim Council Presentation slides are provided in **Appendix B**.

### 4.3 Virtual Stakeholder Meetings

This section outlines the discussions regarding the various business owners in Fergus and Elora. Detailed discussion notes and presentation slides regarding the stakeholders meeting is included in **Appendix C**.

Business owners in both study areas suggested increasing the parking supply as there is currently not enough parking for employees. They also expressed support for the Downtown Shuttle Program and recommended extending it to other months and weekdays. They suggested that more marketing and advertising is needed to promote the program. Furthermore, they highlighted the need for more space for curbside deliveries and supported the idea of long-term, overnight parking permits for both residents and employees. However, there is currently a lack of curbside delivery locations.

In Fergus, business owners suggested extending parking enforcement and implementing three-hour parking limits all year round. They also mentioned that snow removal during the winter is not adequate, which can further reduce parking availability, but this comment was mainly related to private parking areas. Some businesses also reported that their customers find it difficult to navigate to the parking lots, especially with the Provost Lane closures.

In Elora, the three-hour parking limits received mixed reviews from businesses. Some felt that it was adequate for their visitors, while others thought it was too short, especially if customers wanted to visit multiple locations. A few businesses had to use staff to check for parking violations. There was general support for road closures as businesses found that their shops still had plenty of demand despite the parking challenges associated with reduced parking availability.

One suggestion was to provide unique parking options for homeowners living above retail shops, as they do not have on-site parking. In both downtown areas, parking garages are needed, and a pricing mechanism and residential and employee permit program should be implemented. Short-term parking near businesses should be considered, especially for seniors. Additionally, there should be an extension of the Downtown Shuttle Program into other months. Walkability, bike access, and public spaces in our downtowns should be given priority, just as much or more as providing parking.

## 5.0 Jurisdictional Scan

### 5.1 Parking Regulations

To understand the needs and opportunities in the Township's parking system, a jurisdictional scan was undertaken to understand several parking regulations in other municipalities. The jurisdictional scan is documented in **Appendix D**. The municipalities that were chosen for this jurisdictional scan include the City of Brantford, City of Guelph, the Town of Niagara-On-Lake, Town of Collingwood, Town of Milton, City of Kitchener, and City of Stratford. These municipalities were chosen because they had similar characteristics to the study areas.

For certain parking regulations, additional municipalities were reviewed to better understand best practices in the Greater Golden Horseshoe. For example, electric vehicle (EV) infrastructure initiatives from the City of Toronto and the Town of Oakville were reviewed because those municipalities have progressive policies pertaining to EV charging. To provide more jurisdictional examples regarding residential parking permits, the Town of Wasaga, the Town of Fort Erie, and Norfolk County were also reviewed.

The parking regulations that were reviewed include:

- On-street parking duration limits.
- Off-street parking duration limits.
- Pricing schemes.
- Parking permit programs and accessibility and veteran parking exemptions.
- Electric vehicle infrastructure initiatives.
- Winter parking policies.
- Commercial vehicle regulations.
- Parking requirements for new developments.

The key findings from the jurisdictional scan are shown in **Table 5-1**.

**Table 5-1: Jurisdictional Scan Findings**

Parking Regulation	Findings
On-street parking duration limits	All municipalities, including the Township, implement shorter time restrictions closer to higher density areas and longer time restrictions in other areas.
Off-street parking duration limits	Some municipalities implement timing restrictions on the off-street lots whereas the Township does not.
Pricing Schemes	A few municipalities implement paid parking on-street and in the parking lots, whereas the Township does not.

Parking Regulation	Findings
Parking permit programs and accessibility and veteran parking exemptions	A few municipalities implement residential parking permit systems. The Township currently does not implement any.
Electric vehicle infrastructure initiatives	Most municipalities do not own and operate electric vehicle charging stations. Most municipal electric charging stations are placed in off-street parking lots.

## 5.2 Parking Requirements for New Developments

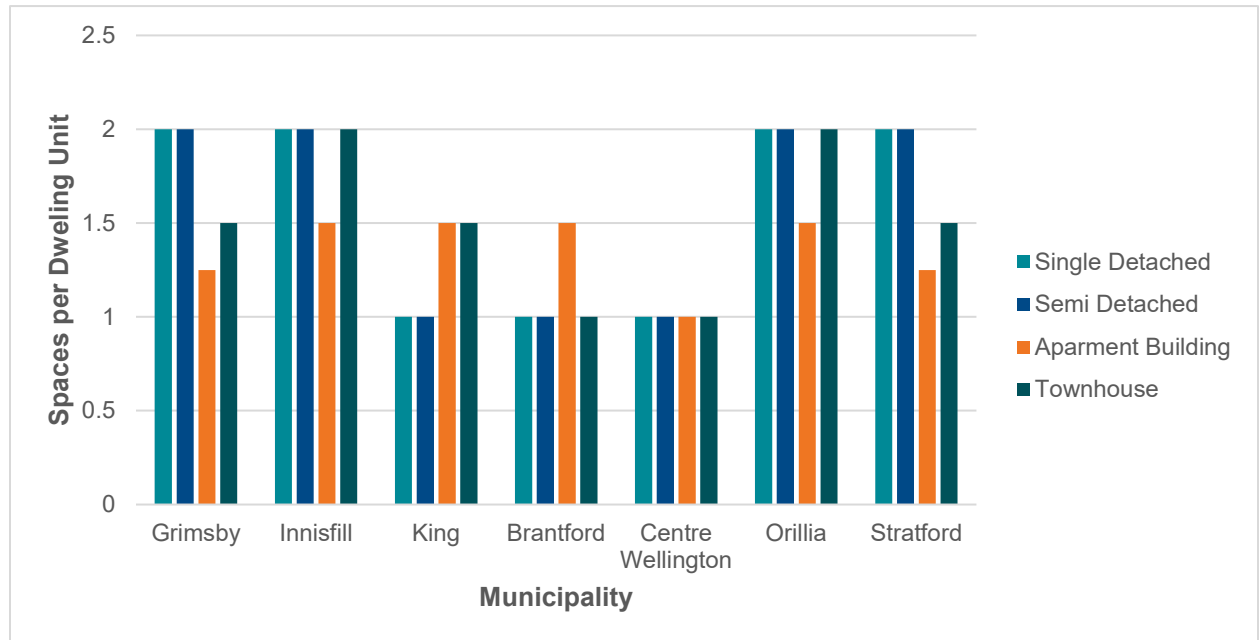
### 5.2.1 Comparison of Residential Parking Minimums

**Table 5-2: Parking Requirements for New Residential Developments**

Municipality	Single Detached	Semi Detached	Apartment Building	Townhouse
Township of Centre Wellington	1 per dwelling unit.	1 per dwelling unit.	1 per dwelling unit. An additional 0.5 for the first 20 units and 0.25 per unit after.	1 per dwelling unit.
Town of Grimsby	2 per dwelling unit.	2 per dwelling unit.	1.25 per dwelling unit.	1.5 per dwelling unit.
City of Brantford	1 per dwelling unit.	1 per dwelling unit.	1 per dwelling unit.	1 per dwelling unit.
Town of Innisfil	2 per dwelling unit.	2 per dwelling unit.	1.5 per dwelling unit.	2 per dwelling unit.
Township of King	1 per dwelling unit.	1 per dwelling unit.	1.5 per dwelling unit.	1.5 per dwelling unit.
City of Orillia	2 per dwelling unit.	2 per dwelling unit.	1.5 per dwelling unit.	2 per dwelling unit.
City of Stratford	2 per dwelling unit.	2 per dwelling unit.	1.25 per dwelling unit.	1.5 per dwelling unit.

As shown in **Table 5-2** the municipalities allocate either one or two parking spaces per dwelling unit for detached homes, one to one and half spaces for apartment buildings and one to two spaces per dwelling for townhouses. Centre Wellington is on the lower side of requirements for all types of residential developments. **Figure 5-1** shows a chart visualizing the comparison between the jurisdiction's requirements.

**Figure 5-1: Residential Parking Requirements per Dwelling Unit**



### 5.2.2 Comparison of Non-Residential Parking Minimums

**Table 5-3** displays the parking requirements for the non-residential developments of retail space, warehouses, restaurants, offices, and shopping centres as displayed in the municipalities respective zoning by-laws.

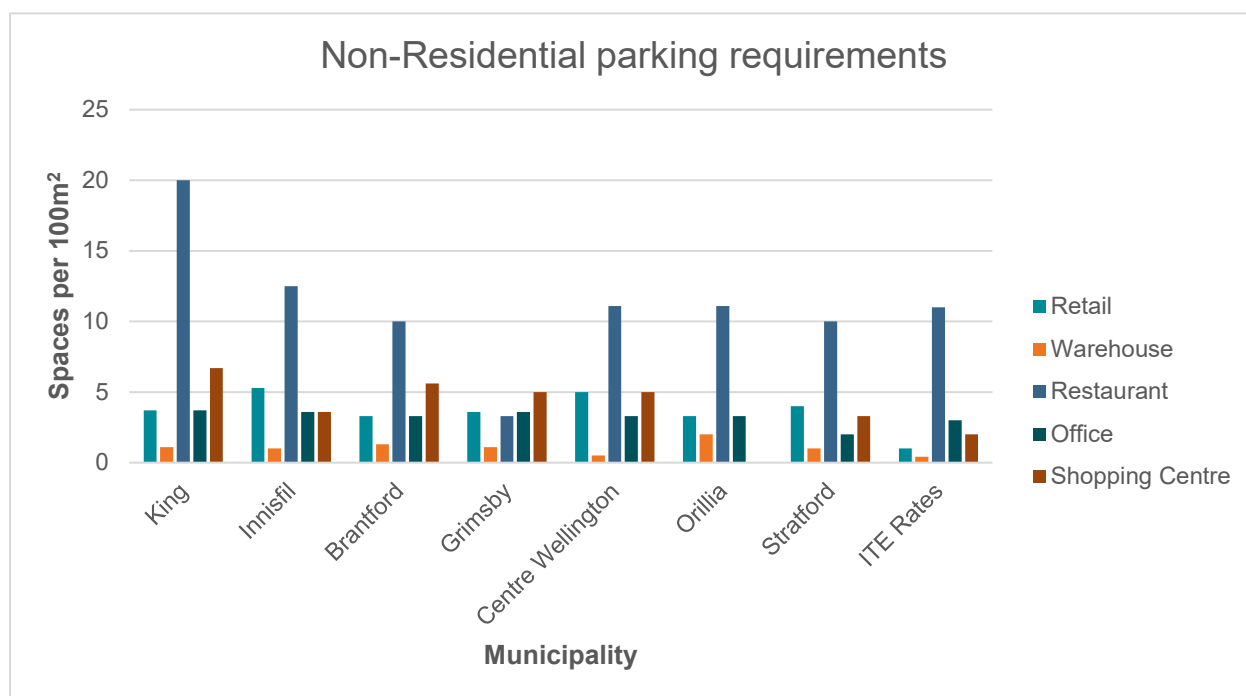
**Table 5-3: Parking Requirements for New Non-Residential Developments**

Municipality	Retail	Warehouse	Restaurant	Office	Shopping Centre
Township of Centre Wellington	1 space per 20m <sup>2</sup> .	1 space per 200m <sup>2</sup> .	1 space per 9m <sup>2</sup> .	1 space per 30m <sup>2</sup> .	1 space per 20m <sup>2</sup> .
Town of Grimsby	1 space per 28m <sup>2</sup> .	1 space per 90m <sup>2</sup> .	1 space per 30m <sup>2</sup> .	1 Space per 28m <sup>2</sup> .	1 space per 20m <sup>2</sup> .
City of Brantford	1 space per 30m <sup>2</sup> .	1 space per 80m <sup>2</sup> .	1 space per 10m <sup>2</sup> .	1 space per 30m <sup>2</sup> .	5.5 spaces per 100m <sup>2</sup> .
Town of Innisfil	1 space per 19m <sup>2</sup> .	1 space per 100m <sup>2</sup> .	1 space per 8m <sup>2</sup> .	1 space per 28m <sup>2</sup> .	1 space per 28m <sup>2</sup> .

Municipality	Retail	Warehouse	Restaurant	Office	Shopping Centre
Township of King	1 space per 27m <sup>2</sup> .	1 space per 90m <sup>2</sup> .	1 space per 5m <sup>2</sup> .	1 space per 27m <sup>2</sup> .	6 spaces per 90m <sup>2</sup> .
City of Orillia	1 space per 30m <sup>2</sup> .	1 space per 50m <sup>2</sup> .	1 space per 9m <sup>2</sup> .	1 space per 30m <sup>2</sup> .	N/A
City of Stratford	1 space per 25m <sup>2</sup> .	1 space per 100m <sup>2</sup> .	1 space per 10m <sup>2</sup> .	1 space per 50m <sup>2</sup> .	1 space per 30m <sup>2</sup> .

**Figure 5-2** shows a comparison of the requirements normalized to per 100m<sup>2</sup> allowing for a more accurate comparison. As shown, Centre Wellington has similar requirements for offices to the other municipalities, and the retail and restaurant requirements lie around the middle of their respective ranges. The requirement for Warehouse is considerably low compared to other jurisdictions. However, it aligns with the Institute of Transportation Engineers (ITE) parking generation rates. Centre Wellington exceeds the ITE general rates (seen on the far right of **Figure 5-2**) for restaurants.

**Figure 5-2: Parking Space Requirements for Non-Residential Developments Normalized to Per 100m<sup>2</sup>.**



According to Township of Centre Wellington's Zoning By-law-2022, when calculating the parking requirement for development with any Central Business District commercial zone (C1), the parking requirement should be 0.5 times the number of spaces determined in **Table 5A** of the zoning bylaw. The required parking spaces for any use within the C1 zone may be located on another lot within 300 metres (984.3 ft) of the lot on which parking would be required for a use, provided such lot is held in the same ownership as the lot for which off-street parking is required, and such lot is also in a Central Business District.

### 5.2.3 Discussion

Section 5.5 of the Township's Zoning By-law (No. 2009-45, Consolidated June 2022) outlines the parking requirements for new developments. Based on a jurisdictional scan, the Township's minimum parking requirements for residential and several non-residential land uses are aligned.

Additionally, developments in areas that are zoned C1 are allowed to provide half of the typical Township requirement. This strategy is also aligned with latest best practices in parking minimums where a tailored approach by geography has recently been more common. This tailored approach by geography is important as the Township contains both rural and urban landscapes so one parking standard per land use across the Township does not reflect the needs of various developments.

Parking minimums across both residential and non-residential land uses have also been reduced. Historically, these minimums were derived based on peak parking demands for a particular land use. However, several municipalities have recognized that this approach does not support many municipal strategic objectives. By reducing parking minimums, municipalities can ensure the following:

- **Efficient use of land:** Optimizing parking requirements allows for a more efficient use of land. By ensuring that parking spaces are provided in accordance with actual demand, excessive parking infrastructure can be avoided. This frees up valuable land that can be utilized for other purposes such as green space, affordable housing, or other developments, thereby maximizing the land's potential.
- **Cost reduction and affordability:** Reducing parking requirements can result in significant cost savings for developers which can be passed on to residents or users. Ensuring accurate parking requirements can lead to more affordable housing or lower costs for businesses.
- **Encouraging Sustainable Transportation:** Reevaluating parking requirements provides an opportunity to promote sustainable transportation modes. By aligning parking supply with alternative mobility options like public transit, cycling infrastructure, and car share programs, developers and municipalities can incentivize residents and visitors to choose more sustainable transportation alternatives. This reduces reliance on single-occupancy vehicles, decreases traffic congestion, and contributes to improved air quality and reduced carbon emissions.



The Township can consider reducing their parking minimums in their next zoning by-law review. Historic data to consider in determining which areas within the Township can have reduced requirements can include:

- Average persons per household.
- Income levels and household affordability.
- Automobile mode share to work.
- Vehicle ownership per household.

Other areas that the Township can consider while updating these parking requirements can include:

- Shared parking.
- Parking maximums.
- Short-term and long-term bicycle parking standards.
- Electric vehicle-ready stalls standards.

The Township should continue to consider providing reductions in parking requirements and collect cash-in-lieu funds. A framework can be developed to assist Township staff in their review of development applications. This framework can incorporate factors such as walkability and future transit accessibility to help Township staff understand the level of parking reduction.

### **5.3 Cycle Tourism**

Many municipalities are turning to cycle tourism as a means of attracting visitors who are interested in an immersive and eco-friendly experience. By exploring the area on bicycles, tourists can engage more intimately with their surroundings, support local businesses, and develop a deeper appreciation for the community's unique attractions. Cycle tourism can take many different forms. It could involve routine organized tours, special cycling events, or destination cycling to a particular key location, such as a destination that a municipality is best known for. Examples of such events in the surrounding areas of the Township include Tour De Guelph, Bikes and Blues Festival, Grand River Bike Rides, and Pedal for Portage.

Bike rental or bike share programs have been successfully implemented in several jurisdictions to target cycle tourism. The shared bicycle programs in several municipalities were reviewed including Haliburton, Carleton Place, Bobcaygeon, Chatham-Kent, Orillia, and Cornwall. The introduction of these programs could serve as an effective means of alleviating parking pressures in congested urban areas. By encouraging residents and visitors to choose bicycles for transportation, the demand for traditional parking facilities can be minimized, thereby mitigating congestion, and reducing the need for additional parking infrastructure.

Cycle tourism offers a range of compelling benefits for economic development within municipalities. The presence of bike share programs within a municipality can attract visitors. The jurisdictional scan for Cycle Tourism is documented in **Appendix D**.

## 5.4 Short-Term Rentals

Short-term rentals have become increasingly popular in the Township over the past few years, due to a significant rise in tourism, particularly during events in Elora. As a result, there is a growing need for accommodations, and implementing and / or keeping short-term accommodations in the Township can help local businesses thrive, as overnight guests are likely to dine multiple times and have more time to shop at local stores.

However, with short-term accommodation becoming more popular, concerns have arisen regarding its appropriateness within the Township. These concerns include reduction in long-term rental availability and supply, housing affordability, and loss of community.

To address these concerns, the Township has been exploring the need to regulate short-term rentals which would require short-term rentals to follow certain requirements. To support this initiative, a jurisdictional scan was conducted related to parking requirements for short-term rentals.

The municipalities that were chosen for this jurisdictional scan include The Town of Georgina, the Town of Huntsville, the Town of Milton, the Town of Oakville, the City of Brantford, the City of Orillia, the City of Richmond Hill, the City of Stratford, Municipality of Lambton Shores, and the Municipality of Trent Lakes. These municipalities were chosen because they were similarly sized to the Township or had similar characteristics. The jurisdictional scan for is documented in Appendix D.

Two main types of short-term rentals reviewed: Bed and Breakfast (B&B) and Short-term accommodation (Air B&B or VRBO). Based on the findings of the 10 municipalities reviewed the following summary applies:

- 1 municipality requires a minimum of 3 spaces per dwelling unit, plus 1 space per guest room.
- 2 municipalities require a minimum of 2 spaces per dwelling unit.
- 3 municipalities require a minimum of 1 space per dwelling unit.
- 1 municipality requires a minimum of 1 space per guest room.
- 3 municipalities require a minimum of 2 spaces per dwelling unit, plus 1 space per guest room; and
- 1 municipality requires a minimum of 1 space per dwelling unit, plus 1 space per guest room.

Based on the findings and summary provided above, there were two common practices. These two practices were to require a minimum of 1 space per dwelling unit, or a minimum of 2 spaces per dwelling unit, plus 1 space per guest room.

## 6.0 Future Parking Needs

Future parking demand and supply were forecasted for the 2030 and 2041 horizon years. Generally, this methodology involves estimating the additional housing and employment within the study areas, forecasting the parking demand based on those land use forecasts, and adding the parking demand onto the existing parking conditions collected for this study. The methodology used to determine the forecasts are outlined below:

1. Future additional housing and employment in the study areas were estimated using forecasts from Centre Wellington's Development Charges Background Study (2020) or "DC Background Study". Housing forecasts were measured in housing type (e.g., singles/semi-detached, multiples, and apartments). Employment forecasts were measured in non-residential gross floor area (e.g., industrial G.F.A., commercial G.F.A. and institutional G.F.A.).
2. The parking demand was forecasted based on the housing and employment estimates using the Institute of Transportation Engineers (ITE) Parking Generation Manual. This parking demand includes the demand from all users including from visitors and employees.
3. Because future private developments also supply parking, the future parking supply was forecasted using parking rates from the Township's zoning by-law.

The parking demand and supply from new developments were then added to the existing conditions supply and demand based on the data collected for this study. Although the additional housing and employment forecasts identified in the DC Background Study were between the year 2020 and 2031 and between the year 2020 and 2041, the assessment assumed that the parking demand generated from the additional developments could be added onto the 2023 existing conditions year. This assumption provides more conservative estimates and fairly assumes that there is a lag between developments being completed and developments being fully occupied.

Adjustments to the demand and supply were made due to factors such as loss of parking due to future road reconstruction, mode share assumptions, and assumed latent parking demand from existing visitors and employees. A detailed methodology is described in **Appendix E**.

### 6.1 Land Use Forecasts for Elora-Salem and Fergus

The future additional housing forecasts from new developments for the 2030 and 2041 horizon years are outlined in **Table 6-1** and **Table 6-2**.

**Table 6-1: Housing Forecast (2030)**

	<b>Single &amp; Semi-Detached</b>	<b>Multiples</b>	<b>Apartment</b>
Fergus	1,659	360	488
Elora-Salem	552	165	137

1. Multiples includes townhouses and apartments in duplexes.
2. Apartments includes accessory apartments, bachelor, 1-bedroom and 2-bedroom+ apartments.

**Table 6-2: Housing Forecast (2041)**

	<b>Single &amp; Semi-Detached</b>	<b>Multiples</b>	<b>Apartment</b>
Fergus	3,620	976	891
Elora-Salem	1,353	432	225

1. Multiples includes townhouses and apartments in duplexes.
2. Apartments includes accessory apartments, bachelor, 1-bedroom and 2-bedroom+ apartments.

The future employment forecasts for the 2030 and 2041 horizon years are outlined in **Table 6-3** and **Table 6-4**.

**Table 6-3: Employment Forecast (2030)**

	<b>Industrial G.F.A. S.F.</b>	<b>Commercial G.F.A. S.F.</b>	<b>Institutional G.F.A. S.F.</b>
Fergus	2,499,000	227,100	31,500
Elora-Salem	653,500	417,800	57,900

**Table 6-4: Employment Forecast 2041**

	<b>Industrial G.F.A. S.F.</b>	<b>Commercial G.F.A. S.F.</b>	<b>Institutional G.F.A. S.F.</b>
Fergus	3,418,200	502,200	234,000
Elora-Salem	893,000	923,700	430,300

## 6.2 Land Use Forecasts for the Elora and Fergus Study Areas

The Elora and Fergus Study Areas for this study are a small area of the overall Elora-Salem and Fergus boundaries. A proportion of the land use forecasts for Elora-Salem and Fergus were allocated to the Elora and Fergus Study Areas based on area. The Township's zoning by-law contains several zone classes including, but not limited to:

- Residential Zones (R1A, R1B, R1C, R2, R3, R4, and R6).
- Commercial Zones (C1, C2, C3, C4, C5).
- Shopping Centre Zones (SC).
- Institutional Zones (IN).
- Industrial Zones (M1 and M2).



The area of each zone class within Elora-Salem, the Elora Study Area, Fergus, and the Fergus Study Area were estimated using ESRI's ArcMap, a Geographic Information Systems mapping software, and the shapefile for the zoning areas in the Township.

Using this approach, the increase in residential and non-residential development between now and 2030 in the Fergus and Elora Study Areas is summarized in **Table 6-5**.

**Table 6-5: Increase in residential and non-residential development by 2030**

	<b>Fergus</b>	<b>Elora</b>
Singles / Semi-Detached	199 units	56 units
Multiples	43 units	17 units
Apartments	58 units	14 units
Commercial GFA	64,310 ft <sup>2</sup>	42,991 ft <sup>2</sup>
Institutional GFA	420 ft <sup>2</sup>	3,998 ft <sup>2</sup>
Industrial GFA	0 ft <sup>2</sup>	0 ft <sup>2</sup>

The increase in residential and non-residential development between now and 2041 in the Fergus and Elora Study Areas is summarized in **Table 6-6**.

**Table 6-6: Increase in residential and non-residential development by 2041**

	<b>Fergus</b>	<b>Elora</b>
Singles / Semi-Detached	433 units	137 units
Multiples	117 units	44 units
Apartments	107 units	23 units
Commercial GFA	142,213 ft <sup>2</sup>	95,048 ft <sup>2</sup>
Institutional GFA	3,121 ft <sup>2</sup>	29,713 ft <sup>2</sup>
Industrial GFA	0 ft <sup>2</sup>	0 ft <sup>2</sup>

### 6.3 Future Parking Demand Adjustments

Several assumptions were made to the existing parking demand to forecast to the 2030 and 2041 horizon years.

A 10% increase in existing parking demand in Fergus and a 15% increase in demand in Elora was assumed to account for demand that is not observed in the data collection. This was referred to as "latent demand". This percentage accounts for the following:

- Visitors that want to visit but cannot find a spot to park and leave the study area.
- Employees that want to park their vehicle but are either park outside the study area or elsewhere.

A 2% per annum increase in the parking demand between now and 2030 was assumed to account for the increase in tourism to the study areas. A 1% per annum increase in the parking demand was assumed between now and 2041. One of the Township's strategic objectives from the Economic Development Strategic Action Plan includes building tourism as a main economic driver. This assumption is based on an understanding the Township will continue to grow its downtowns making these areas more attractive to both residents and visitors from other municipalities.

A mode share adjustment was also applied to the parking demand. According to the 2016 Transportation Tomorrow Survey, approximately 90% of trips coming from or to Elora and Fergus were made by vehicle (driving or carpool) and 10% of trips were made by non-vehicular modes such as walking, cycling, or transit. The Township has been and will be making efforts to enhance non-vehicular modes of transportation such as increasing walking and cycling trips. These efforts are aligned with the strategies outlined in the Township's 2019 Transportation Master Plan. The assessment assumes that by 2030, the vehicular mode share will reduce to 89% and by 2041, the vehicular mode share will reduce to 88%.

#### **6.4 Future Parking Supply Adjustments**

In Fergus, the Township is currently working on the detailed design of the reconstruction of St. David Street to create a vibrant, safe, and accessible corridor in Centre Wellington. It was assumed that 10 parking spaces would be lost due to this reconstruction within the Fergus Study Area.

In Elora, during the time of this study and the data collection, East Mill Street was under construction and parking supply was not accounted for in the study. This construction also impacted the municipal parking lot that is located at the south end of Geddes Street at East Mill Street. Although data was collected for this parking lot, the assessment assumes this demand was mainly from construction vehicles as there was no access to this parking lot at this time. It is assumed that in the future, East Mill Street will add 4 spaces to the municipal supply and this lot will add 16 spaces to the municipal supply.

#### **6.5 Service Levels**

A parking utilization threshold represents the point at which a parking facility's capacity is actively used by parked vehicles, usually expressed as a percentage. Exceeding an 85% utilization rate indicates that parking resources are nearing maximum capacity. This can lead to challenges like difficulties in finding parking, increased congestion, reduced accessibility, heightened illegal parking, negative perceptions, economic setbacks for local businesses, and environmental impacts due to prolonged search and congestion.

Providing parking supply that just meets the future parking demand would mean that the parking utilization would be 100%, exceeding the threshold. To ensure appropriate service levels, an 85% threshold is set as the target, per industry standard practice. This is captured by the future parking supply where the municipal parking supply target is lowered by 15% to represent the target threshold.

## 6.6 Future Parking Demand and Supply Summary (2030)

The 2030 parking demand is summarized in **Table 6-7**.

**Table 6-7: 2030 Parking Demand**

	<b>Fergus</b>	<b>Elora</b>
Existing peak weekend demand (on-street)	171	312
Existing peak weekend demand (off-street)	142	49
Seasonal tourism adjustment on-street	26	0
Seasonal tourism adjustment off-street	21	0
Residential parking demand (new development)	27	6
Non-residential parking demand (new development)	172	150
Latent demand (visitors and employees)	34	54
Increased downtown attraction	58	62
Mode Share Adjustment	-7	-7
<b>Total 2030 Parking Demand</b>	<b>644</b>	<b>626</b>

The 2030 parking supply is summarized in **Table 6-8**.

**Table 6-8: 2030 Parking Supply**

	<b>Fergus</b>	<b>Elora</b>
Existing supply (on-street)	386	325
Existing supply (off-street)	195	56
Non-residential parking supply (new developments)	151	141
Removal of spaces from St. David Street Reconstruction	-10	0
Addition of spaces from Geddes Lot and East Mill Street	0	20
<b>Total 2030 Parking Supply</b>	<b>722</b>	<b>542</b>
<b>85% Service Level on Municipal Supply<sup>1</sup></b>	<b>636</b>	<b>480</b>

1. Includes 85% of forecasted municipal supply plus supply from private commercial developments.

A summary of the 2030 parking demand and supply is provided in **Table 6-9**.

**Table 6-9: Summary of the 2030 Parking Demand and Supply**

	<b>Fergus</b>	<b>Elora</b>
2030 Parking Demand <sup>1</sup>	644	626
2030 Parking Supply Based on 85% Municipal Service Level <sup>2</sup>	636	482
<b>Deficiency / Surplus</b>	<b>7 parking supply deficiency</b>	<b>145 parking supply deficiency</b>

1. Includes forecasted demand for municipal spaces plus demand for private commercial developments.

2. Includes 85% of forecasted municipal supply plus supply from private commercial developments.

## 6.7 Future Parking Demand and Supply Summary (2041)

The 2041 parking demand is summarized in **Table 6-10**.

**Table 6-10: 2041 Parking Demand**

	<b>Fergus</b>	<b>Elora</b>
Existing peak weekend demand (on-street)	171	312
Existing peak weekend demand (off-street)	142	49
Seasonal tourism adjustment on-street	26	0
Seasonal tourism adjustment off-street	21	0
Residential parking demand (new development)	49	10
Non-residential parking demand (new development)	506	336
Latent demand (visitors and employees)	34	54
Increased downtown attraction	66	71
Mode Share Adjustment	-34	-28
<b>Total 2041 Parking Demand</b>	<b>981</b>	<b>804</b>

The 2041 parking supply is summarized in **Table 6-11**.

**Table 6-11: 2041 Parking Supply**

	<b>Fergus</b>	<b>Elora</b>
Existing supply (on-street)	386	325
Existing supply (off-street)	195	56
Non-residential parking supply (new commercial developments)	358	292
Removal of spaces from St. David Street Reconstruction	-10	0
Addition of spaces from Geddes Lot and East Mill Street	0	20
<b>Total 2041 Parking Supply</b>	<b>929</b>	<b>693</b>
<b>85% Service Level<sup>1</sup></b>	<b>843</b>	<b>633</b>

1. Includes 85% of forecasted municipal supply plus supply from private commercial developments.

A summary of the 2041 parking demand and supply is provided in **Table 6-12**.

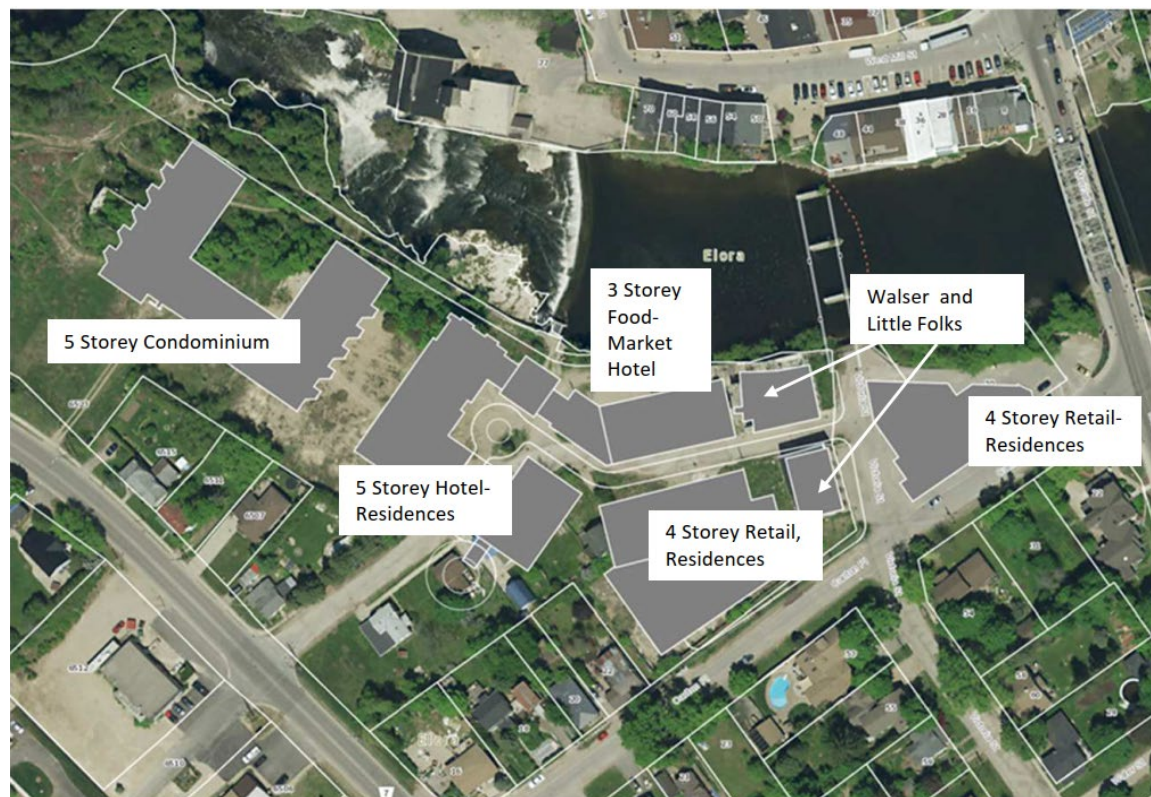
**Table 6-12: 2041 Parking Demand and Supply**

	<b>Fergus</b>	<b>Elora</b>
2041 Parking Demand <sup>1</sup>	981	805
2041 Parking Supply Based on 85% Service Level <sup>2</sup>	843	633
<b>Deficiency / Surplus</b>	<b>138 parking supply deficiency</b>	<b>172 parking supply deficiency</b>

1. Includes forecasted demand for municipal spaces plus demand for private commercial developments.
2. Includes 85% of forecasted municipal supply plus supply from private commercial developments.

## 6.8 Additional Development Considerations

Housing and employment forecasts take into consideration existing information and are subject to change through various planning processes. One multi-phase development that may affect forecasts or future parking demand is the Elora Mill South development whose developer is Pearle Hospitality. The concept plan for this development is shown in **Figure 6-1**.

**Figure 6-1: Concept Plan for Elora South Development**

Source: Elora South Presentation, Urban Solutions (June 30, 2021)



Currently, the development is set to contain six-mixed use buildings on the south side of the Grand River. Proposed uses include residential units, hotel suites, offices spaces, restaurants, and a studio space. A proposed parking garage is also planned, however details regarding the number of spaces are unknown at this time.

The Township may also consider denser development within the Elora-Salem and Fergus areas given that these areas are the most urbanized within the Township. If denser development is situated in the Central Business District Commercial Zone, the parking demand on municipal spaces may increase due to the parking requirement being half the requirements of other areas.

## **7.0 Needs and Opportunities**

Based on the feedback provided during the public and stakeholder consultation, the data collected, and future parking demand and supply forecasting, the parking needs and opportunities were established. Parking needs refers to issues that should be addressed to fill gaps in the existing parking management system. Parking opportunities go beyond fulfilling basic requirements and signify a chance to innovate or optimize the parking management system. As part of the final phase of this study, parking strategies and solutions will be created based on the needs and opportunities.

The most important needs and opportunities that were common in both study areas are outlined below.

### **7.1 Parking Supply**

There is a need to provide more parking in both downtowns. There are a few methods to provide additional parking which include building more supply through a surface lot or parking structure or securing shared parking agreements with other buildings such as schools, community centres, and churches. Based on existing parking demand, Elora is in critical need of additional parking whereas Fergus requires more parking to provide more convenient access adjacent to destinations in the downtown such as pharmacies, retail, and services.

Additional parking will be able to accommodate a wide range of parking users including residents who do not have parking at their place of residence, employees of businesses in the downtowns, visitors, and tourists.

### **7.2 Accommodation of Short-Term Parking Needs**

Providing high turnover parking spaces such as 15-minute parking spaces is an opportunity to accommodate short-term parking needs. These 15-minute parking spaces facilitate efficient turnover, ensuring more customers have access to businesses, which can enhance convenience.

### **7.3 Accommodation of Long-Term Parking Needs**

Addressing the parking needs of employees is an important, particularly when their parking requirements extend over longer periods as stated in the employee online survey. If employees are parking in public spaces along Metcalfe Street and St. Andrew Street there could be limited parking for visiting customers and patrons, especially during the downtown midday peak. Parking enforcement aims to limit this behaviour along streets with three-hour parking limits, however, the parking utilization data collected for this study indicated that this behaviour still exists.

Many residents in the downtowns who do not have parking available at their place of residence relied on municipal parking supply for their long-term parking requirements. However, this option is no longer available throughout the year since the implementation of the three-hour parking limits. An employee permit and a residential permit would be appropriate opportunities to explore.

## **7.4 Paid Parking**

Parking pricing can be an effective tool that can assist with the following parking management objectives:

- **Demand Management:** Pricing helps regulate parking demand by influencing user behaviour. Properly calibrated pricing encourages turnover, discourages long-term parking in high-demand areas, and conversely encourages parking in low demand areas.
- **Reduced Congestion:** Properly priced parking can reduce traffic congestion caused by drivers circling in search of free or cheap parking spaces. When drivers are willing to pay for parking, they are more likely to quickly find an available space.
- **Revenue Generation:** Parking pricing generates revenue that can be reinvested in transportation infrastructure, maintenance, and public services. This revenue can help support urban development and improvements, benefiting the local community.
- **Support for Alternative Modes:** Higher parking prices can encourage the use of walking, cycling, and carpooling, contributing to a more sustainable and environmentally friendly urban environment.
- **Funding Transportation Initiatives:** Parking pricing revenue can be directed towards funding pedestrian and cycling infrastructure, and other transportation initiatives.

Based on the data collection, paid parking should be an opportunity to consider in Elora and Fergus, specifically in areas with higher utilization.

## **7.5 Accessibility**

Accessible parking spaces promote equal accessibility and inclusivity within communities. By providing designated spaces in proximity to entrances, facilities, and the attractive destinations of the downtown, accessible parking spaces facilitate safe and convenient access for individuals using mobility aids such as wheelchairs or walkers.

## **7.6 Commercial Loading Zones**

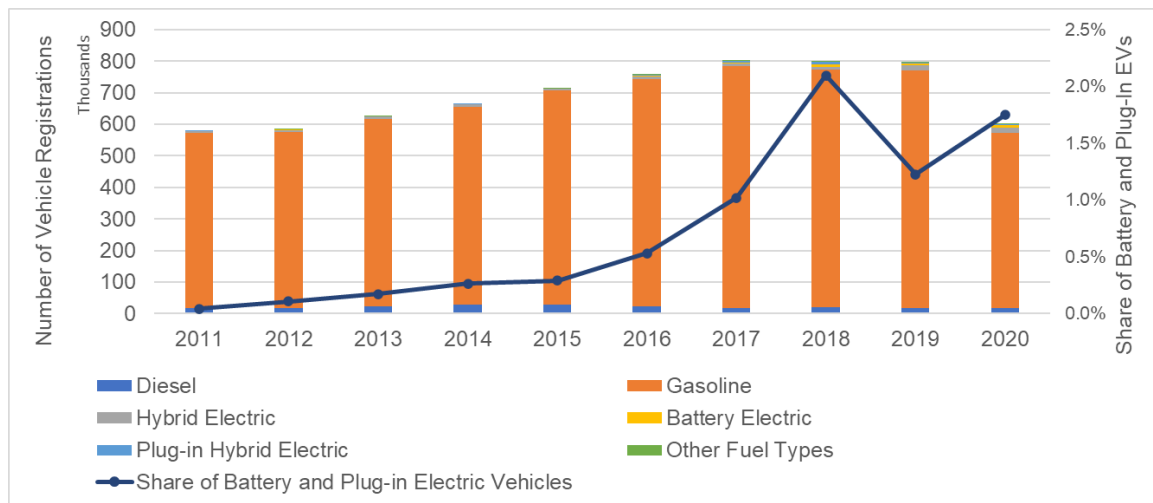
Metcalf Street and St. Andrew Street serve as the main corridors through Elora and Fergus, respectively. These corridors serve visitors walking to the various stores and restaurants as well as truck traffic dropping off deliveries to these commercial properties. Business owners indicated there is a need for more designated curbside space, in addition to the 15-minute parking spaces, for these single unit trucks.

## 7.7 Electric Vehicle Adoption

The Ministry of Transportation Ontario has announced that all new light-duty cars and passenger truck sales will be required to be zero-emission by 2035, accelerating the previous goal of 100% sales by 2040. To promote this initiative, the government will provide incentives to help cover the upfront costs of zero-emission vehicles, invest in zero-emission charging infrastructure, and partner with auto manufacturers to re-tool and produce zero-emission vehicles in Canada. The goal is to achieve 100% zero-emission vehicle sales and a net-zero emissions economy by 2050.

Additionally, electric, and plug-in hybrid vehicles have grown rapidly in Ontario. Between 2016 and 2022, the number of electric and plug-in hybrid vehicle registrations grew by 400% from 4,000 registrations to 20,000 registrations. Before 2016, the proportion of electric and plug-in hybrid vehicle registrations was almost 0%. This is shown in **Figure 7-1**.

**Figure 7-1: Share of Electric Vehicle Registrations**



Because of federal commitments and sustainability objectives from all levels of government, supporting the adoption of electric vehicles is an important consideration for this strategy.

## 7.8 Supporting Active Transportation

Many municipalities, such as the Town of Bobcaygeon and County of Haliburton, have looked towards cycle tourism to attract visitors, especially those who seek an immersive and eco-friendly experience. As tourists explore the area on bicycles, they can engage more intimately with the surroundings, supporting local businesses and fostering a deeper appreciation for the community's unique attractions.

The Township could explore attracting bicycle or e-bike rental businesses within the downtowns. These businesses could provide guided bike tours to key destinations within Elora and Fergus and rent bicycles to visitors on an hourly or daily basis. As an alternative, the Township could also provide this service.

Providing bike parking facilities or self-repair kits in Elora and Fergus are also opportunities that could promote active transportation.

## **7.9 Enhanced Parking Enforcement**

Enforcement is an important component of the parking system to help facilitate parking turnover and compliance with regulations. Enforcement can also play a role in facilitating road maintenance and operations, particularly activities such as snow removal. Enforcement could assist in keeping roads clear for maintenance vehicles and snow removal vehicles.

Implementation of enforcement should also consider the seasonal parking demand that occurs in the Township. Parking demand in the peak tourist months are much higher than other months. This can be accomplished by considering a mix of full-time and part-time staff. Niagara-on-the-Lake employs one senior parking officer who is full-time and five seasonal contract parking officers. The Township of King has four by-law officers, all of which are required to do parking enforcement. Three officers are designated for enforcement of all municipal by-laws. One officer is designated specifically for parking, road occupancy concerns, and signs.

## **7.10 Enhanced Marketing of the Downtown Shuttle Program**

Based on the feedback received from residents and businesses, further efforts are required to spread awareness regarding the Downtown Shuttle Program to both visitors and residents. It is important to note that the program is only two years old and marketing efforts were successful in drawing visitors throughout 2022 and 2023. Opportunities such as targeted advertising to other communities based on the home residence of tourists and advertisements along popular routes going into the downtowns should be explored by the Township. Popular routes are most likely along roads owned by the County so further coordination may be required between the Township and the County.

## **7.11 User Information and Wayfinding**

The availability and dissemination of accurate and comprehensive user information allows visitors to understand all available parking options within Elora and Fergus. User information can be available in two ways:



- Online at [www.centrewellington.ca](http://www.centrewellington.ca). The online maps that currently exist on the website could be enhanced with information regarding the parking supply.
- Wayfinding signage: Wayfinding should be enhanced throughout Elora and Fergus to allow drivers to find all municipal lots, especially the lots that are usually less utilized, while driving. Business owners have expressed concerns that customers often times cannot find certain lots. Wayfinding signage minimizes confusion, enhances navigation, and ensures users can locate available parking facilities. Wayfinding signage can also be installed along sidewalks and along pedestrian paths to enhance navigation for pedestrians.

## **7.12 Sightline Concerns**

Residents and business owners were concerned about safety issues at intersection where parked vehicles would obstruct their line of sight when turning or crossing. These safety issues were reported at the intersection of Princess Street and Colborne Street and the intersection of Church Street West and Metcalfe Street. This occurs when large personal vehicles or delivery vehicles are parked too close to the intersection. Removing the parking stalls close to the intersection could be an option, however parking is already constraint in both downtowns.

Another potential option would be to decrease the size of the parking stalls of concern and designate these stalls for “small cars” only. “Small car” parking is widely used in private developments, but not found on-street. However, this option would allow for the parking space to be maintained while improving the safety of the intersection.

## **7.13 Parking at Short Term Rentals (Elora)**

In Elora, residents have expressed concerns regarding the number of vehicles parked at short-term rentals (e.g., Air B&Bs). Residents have noted that many parked vehicles use the on-street parking for an extended period taking away parking for residents. They have also noted that short-term rentals often do not provide the parking required on-site. This study has included a best practice scan regarding the parking minimums for short term rentals in **Appendix D** and how other municipalities regulate short term rentals.

## **7.14 Parking at Elora South Development (Elora)**

With this multi-phase development, there is an opportunity to incorporate municipal spaces within this development. Currently, a multi-floor parking structure is proposed, and the number of parking spaces is unknown. The Township can collaborate with Pearle Hospitality to incorporate municipal supply.

### **7.15 Parking Supply Optimization (Fergus)**

Based on consultation with residents and stakeholders, there is a perception that there is not enough parking. However, based on the data collection, there are available parking spaces that are not directly within the busiest commercial areas, but a reasonable walking distance away. These spaces can be found along St. Patrick Street West, Bridge Street, and Queen Street West. Strategies such as paid parking, wayfinding, and enhanced coverage of timed limits can help distribute the parking demand to other areas of the Township.

### **7.16 Pedestrian Connectivity (Fergus)**

The physical built form of Fergus may allow for visitors to use private property between buildings (e.g., alleyways) to travel between parking areas north of St. Andrew Street and St. Andrew Street. This would allow for more direct access, increasing the attractiveness of parking that is less convenient. An opportunity could be for the Township to explore enhancing the attractiveness of these alleyways. The Township can consider leasing some of this space to ensure maintenance meets certain standards or provide the businesses with a fund to improve the space if certain conditions are met.

A list of amenities that would improve these alleyways include:

- **Lighting:** Well-lit alleyways provide safety and ensures pedestrian comfort during both the daytime and evening time.
- **Artwork:** Art and murals beautify the space which promotes active transportation.
- **Canopies:** Canopies can provide shade and shelter from adverse weather conditions. They can also create an intimate space further formalizing the area.
- **Plants:** Plants are another way to improve the attractiveness of the alleyway while improving air quality.
- **Furniture:** Furniture such as benches, chairs, and tables provide a resting area for pedestrians. They can also incorporate the use of bike racks to promote cycling.
- **Formalizing Identity:** Formalizing names of alleyways or landmarks within them, alleyways would form a sense of identity. Names create recognition which would promote their use as a shared, pedestrian-friendly space.

Alternatively, these amenities can be added to existing municipal road corridors such as Provost Lane. The selected corridors would still be able to provide an enhanced walking experience to visitors walking from and to parking that is farther away from the downtown core.

## **8.0 Municipal Parking Strategy Recommendations**

This section documents the recommendations of the Municipal Parking Strategy. These recommendations aim to address the parking needs and opportunities identified in Section 7.0. These parking needs and opportunities were based on consultation with a range of stakeholders and the existing and future parking assessments.

A holistic and multifaceted approach was undertaken to develop the Municipal Parking Management Strategy. The recommendations aimed to:

1. Increase parking supply through various mechanisms and infrastructure considerations.
2. Optimize the use of existing parking supply through expansion of timed limits, pricing, providing user information, and parking enforcement.
3. Providing more options and alternative methods to travel to downtown Elora and downtown Fergus.
4. Supporting active transportation connectivity by making walking and cycling more desirable.

Section 9.0 documents financial considerations and revenue / expenditure estimates. Section 10.0 documents the timing of the implementation plan.

### **8.1 Additional Parking Supply Recommendations**

#### **8.1.1 Joint-use Agreements of Private Spaces**

Based on the parking demand assessment, there is an immediate need for approximately 50 municipal spaces. The Township can explore expanding this supply by leveraging joint-use agreements from at least the following locations based on proximity to the downtown:

- Grand River Raceway
- St. Mary's School
- Elora Public School.

These agreements are designed to leverage periods of reduced parking demand at these facilities and allowing for the public utilization of these spaces. This approach ensures an optimized allocation of parking resources, catering to fluctuating parking requirements throughout different times. Typically, in these joint-use agreements, the number of parking spaces is identified, and a site plan drawing is provided that identifies the exact spaces that would be used. The Jefferson Elora Community Centre is another location to expand municipal supply and is owned by the Township.

### 8.1.2 Parking Garages

Based on the future forecasting, a parking garage (otherwise known as a parkade) is recommended in Elora and Fergus. By 2041, approximately 170 spaces are needed in downtown Elora and approximately 140 spaces are needed in downtown Fergus.

Based on benchmark parking structures from other jurisdictions as shown in **Appendix F**, the space required for the Elora parking structure (170 spaces) would be approximately 1,400m<sup>2</sup> and 1,700 m<sup>2</sup>. The space required for the Fergus parking structure (140 spaces) would be approximately 1,160m<sup>2</sup> and 1,400 m<sup>2</sup>.

### 8.1.3 Future Supply Considerations

In the short-term, before the parking structures can be constructed, the Township can consider a few options for increasing the municipal supply. These options may decrease the number of spaces required in the proposed parking structures. These include the following:

5. The Township can conduct a design review of all existing municipal lots. The purpose of the design review would be to optimize the layout while considering the minimum parking stall and aisle sizes as defined by the Township's zoning by-law. This review may increase the supply of municipal spaces.
6. After assessing the revenue from the proposed paid parking system, the Township can consider paving the area east of Bissell Park, as shown in **Figure 8-1**, and implementing paid parking at the parking lot west of the park. This would shift visitors to the proposed lot, freeing up more availability for spaces closer to downtown Elora. Based on the existing conditions data collection, this unpaved area is used frequently and is used heavily during special events such as the Elora Riverfest.

**Figure 8-1: Bissell Park Lot East**

7. The Township can also consider partnering with new development projects to provide public parking facilities. The focus of the location of these potential developments should be closer to the downtown core. This can lessen the spaces required for the parking structure. The Township can identify redevelopment projects that are in the early planning stages and hold discussions with the applicants. Cost sharing with the developers is an option given that other incentives are provided such as additional density or height and a reduction in the private parking requirements.
8. Utilizing mechanical parking structures<sup>2</sup>: Vehicle stacking, as shown in **Figure 8-2**, is a more efficient space option and can open space for other uses. Some parking will likely be retained in the future, even as demand decreases, so using stackable vehicle lifts is one option for minimizing its impacts. These can significantly increase the number of vehicles parked in an area. However, they are only suitable for certain applications. They generally require an attendant to move lower-level vehicles when needed to access upper-level vehicles, and stackers may be unable to accommodate larger vehicles such as SUV, vans and trucks.

<sup>2</sup> Victoria Transport Policy Institute. "Parking Management", March 2023, [https://www.vtpi.org/park\\_man.pdf](https://www.vtpi.org/park_man.pdf) (Accessed January 15, 2023)



A potential consideration would be placing employees and residents at the top and visitors at the bottom.

**Figure 8-2: Vehicle Stacking Devices**



## **8.2 Paid Parking Implementation**

### **8.2.1 On-Street and Off-Street Paid Parking**

Paid parking is recommended to be implemented in Fergus and Elora between 9 a.m. and 7 p.m. Existing and proposed three-hour limits would affect the duration of the paid parking. A summary of the paid parking and three-hour limits are found in Section 8.13.

In Fergus, the road segments that are recommended for paid parking implementation include:

- St. Andrew Street, between Breadalbane Street to Cameron Street
- St. David Street, between St. Andrew Street and St. Patrick Street
- Menzies Lot, behind the Fergus Public Library
- St. Patrick Lot at Provost Lane

In Elora, the road segments that are recommended for paid parking implementation include:

- Metcalfe Street, between Moir Street and East Mill Street.
- East Mill Street, between Metcalfe Street and Princess Street.
- Carlton Place, between Victoria Street and Wellington Road 7.
- Price Street, between James Street and West Mill Street.
- Geddes Street, between Metcalfe Street and East Mill Street.
- James Street, between James Crescent and Metcalfe Street.
- Henderson Street, between Smith Street and Geddes Street.
- Colborne Street, between Geddes Street and Princess Street.
- Margaret Street near James Street.
- Church Street, between Price Street and Princess Street.
- Moir Street, between Smith Street and Princess Street.
- James Crescent, between James Street and Henderson Street.
- Clyde Street, east of Metcalfe Street.
- Water Street, east of Clyde Street.
- West Mill Street, between Metcalfe Street and Price Street.
- Metcalfe Lot located immediately north of the Elora LCBO building.
- Geddes Lot at East Mill Street.
- MacDonald Lot at the Centre Wellington Civic Centre.

A pricing structure was developed based on the following considerations:

- Cost-recovery basis to fund the parking enforcement implementation, shuttle bus implementation, and provision of a funding allowance of the two parking structures.
- Jurisdictional scan of other municipalities (See **Appendix D**).
- Promotion of high turnover on-street to increase availability of quick and convenient parking for customers.
- Incentive for parking in off-street parking lots for trips longer than one hour. By setting the rate lower in off-street parking lots, the longer you stay, the larger the price difference between on-street and off-street paid parking.

The recommended pricing structure is shown in **Table 8-1**.

**Table 8-1: Recommended Pricing Structure**

Location	Hourly Rate Ranges	Average
On-Street Parking	\$2.50 - \$3.00	\$2.75
Off-Street Parking (except for the Bissell Lot)	\$2.00 - \$2.50	\$2.25
Bissell Lot West	\$0.00 - \$1.50	\$0.75
15-Minute Parking Spaces	\$0.00	\$0.00

Hourly rates are provided as ranges because the exact costs of the parking structures are unknown at this time. These pricing ranges were developed as part of the low and high costing scenarios of the parking structures which is summarized in Section 10.0 and outlined in detail in **Appendix F**. One consideration is to first offer the average of the low and high costing scenarios and adjust these rates in the future after more data regarding revenue and expenditures of the structures have been solidified.

Future pricing considerations include:

- Providing residents with 1-hour free parking in downtown Elora and downtown Fergus. This can be explored during the procurement process of the paid parking mobile application. It is not recommended at this time due to the financial impact (loss of revenue) this would incur. The high costing scenario is cash flow negative in its first year of implementation.
- Providing a daily parking maximum in areas where lower parking turnover is more acceptable. Consider providing a daily parking maximum based on 5 to 7 times the hourly rate.
- Providing specific institutions such as libraries and community centres a subsidy to provide parking validations.
- Setting a dynamic pricing scheme where pricing is adjusted based on parking demand. For example, instead of a flat hourly rate during the day, rates can be higher during the mid-day hours which is when demand is highest. Another example is setting rates higher during peak tourist months compared to other months.
- Aside from reviewing the pricing structure based on costs of the parking structures / garages, prices should be reviewed and adjusted every few years to adjust for inflation (e.g., maintenance and operations).

### **8.2.2 Paid Parking Methods**

There are many different options a municipality can offer to a user needing to pay for parking. The most common methods include:

- Mobile application (i.e Honk, Hot Spot) / scan a QR code.
- Pay and display.
- Pay by license plate.

These options are described below.

#### **Mobile application / QR Code:**

- Users can pay for parking through a mobile application. After downloading and linking their payment method, they scan a QR code at the parking location or enter details like the parking zone number. The application simplifies payment, allowing users to pay for their required duration without physical tickets.

**Pay and Display:**

- This involves users buying a parking ticket from a nearby parking machine / kiosk using a credit card or cash. After payment, users receive a physical ticket, displaying the expiration time. They must place the ticket on their vehicle's dashboard for enforcement officers to verify compliance. This method suits those who prefer a traditional approach and do not want to use their mobile phone for payment.

**Pay by License Plate:**

- Users register their vehicle's license plate and pay at a parking machine / kiosk using a credit card or cash. The system records payment and monitors compliance by associating the license plate with the paid duration. This paperless solution reduces the risk of ticket loss or damage.

The Toronto Parking Authority has operated 2,798 pay and display machines over the past 20+ years. Many of these machines are reaching their end-of-serviceable life. In 2023, the TPA recommended replacing 225 pay and display machines with pay by plate machines. They noted the advantages of pay by plate machines including:

- Ability to pay at the machine by debit card, credit card, Apple, Google, and Samsung Pay, as well as cash payments.
- Proof of payment would be virtual, eliminating the need for paper.
- The equipment can operate over a 4G compliant network which can integrate with digital enforcement platforms.

Paying for parking using a mobile application is also quick, convenient, and cost-effective. An example of convenience is that users can often extend their time limits even while away from their vehicle.

Many municipalities and tourist destinations offer multiple ways to pay for parking. Offering various payment methods for parking, like mobile applications and traditional machines, is crucial as users have different preferences. Some may prefer the convenience of mobile apps, while others might not own smartphones, pay for a mobile internet data package, or simply prefer using machines. Providing both options ensures fairness and accessibility for a diverse user base. This approach, accommodating various preferences, promotes a user-friendly and inclusive experience for everyone, contributing to overall satisfaction and ease of access to parking services.

A mix of paid parking through a mobile application and physical pay by plate machines are recommended to be implemented. Ideally, a parking zone, which represents multiple closely situated parking spaces, should feature a single payment machine nearby. Additionally, signage displaying a unified QR code or Zone Number should be clearly visible to direct users towards payment. To reduce costs, the Township can consider:

- In select parking zones, leveraging only mobile applications for payment, and forgoing the installation of a payment machine. These would be “mobile-only payment zones.” For example, due to the road configuration, there are five parking spaces fronting from 89 Geddes Street (currently the Shoppers Drug Mart) to 115 Geddes Street (currently the Pharmasave). This is shown in Figure 8-3. It may be more cost-effective to implement a mobile-only parking zone along this roadway segment. A parking machine may be more cost-effective if eight to ten parking spaces are within reasonable walking distance.
- Implementing pay and display machines instead of pay by plate machines, which are not as versatile, but are less expensive.

**Figure 8-3: 89 Geddes Street to 115 Geddes Street**



### 8.2.3 Monthly Parking Permits

The implementation of monthly parking permits in Elora is recommended. One monthly parking permit would allow users to park in areas that are signed with the three-hour timed limits for a set monthly price.

The purpose of the monthly parking permits is to provide users, specifically residents with no parking at their residence, the ability to park between the paid parking period (e.g., 9 a.m. to 7 p.m.) for a set price as opposed to paying for the proposed hourly rate for the entire day, which is much more expensive. Other operational details are recommended below:



- The monthly parking permit grants users the ability to park all day, bypassing the three-hour parking limit regulation enforced from 9 a.m. to 7 p.m.
- Parking would be on a first-come-first served basis, meaning that monthly parking permit holders do not have a designated space and must find an available space.
- This monthly parking permit is recommended to be offered all-year.

Areas where the permit can be used should consider areas with low parking turnover. For example, the permit is not recommended for use along Metcalfe Street where turnover should remain high.

It is recommended that the number of monthly parking permits available to purchase be based on a percentage of the parking supply (e.g., 10% of the on-street parking spaces and 20% of the off-street parking spaces based on other municipalities).

The reason that the number of monthly parking permits should be capped is because:

- They reduce the revenue that the Township can collect through hourly parking.
- Affect the availability of parking for visitors.

The proposed cost of a monthly parking permit is typically between \$80 - \$120. This is based on best practices from other municipalities; however, adjustments should be made to consider costs of administration and the maintenance and operation of the parking spaces. A discount program can be considered based on certain criteria related to income such as 75% of the Statistics Canada's Low-Income Measure After-Tax to determine income eligibility. Further considerations include:

- Residents currently receiving assistance from Ontario Works (OW), Emergency Assistance, and Ontario Disability Support Program (ODSP) meet the financial eligibility criteria.
- All other residents, including Child Care Fee Subsidy recipients, meet the financial eligibility criteria based on their family size and net annual family income.

Most jurisdictions implement a first-come-first-served basis for their monthly parking permits. However, due to the supply constraints of downtown Elora, a priority system is recommended to fulfil equity needs. Anyone is allowed to submit an application for a monthly parking permit; however, priority should be given to residents with no parking on-site and who live in the Elora CBD boundaries. As the Township increases its municipal supply, other types of users such as employees can be considered in the priority framework.

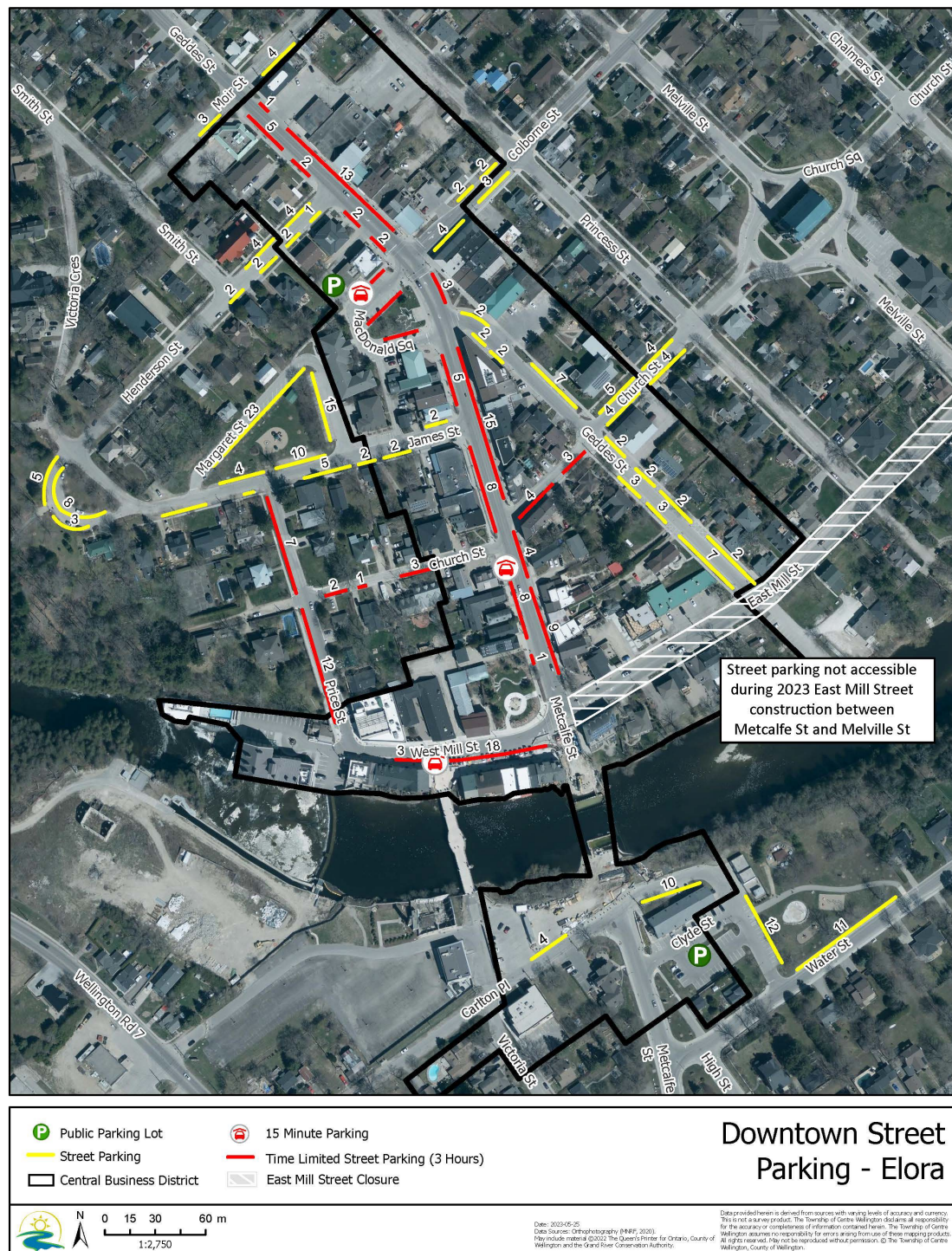
A monthly parking permit is not recommended in Fergus currently because many streets a short distance away from the downtown core do not have three-hour parking limits and are not proposed for paid parking. These streets are available for free daily parking. Additionally, spaces used by monthly parking permits that could have been used by other users paying hourly would represent a loss of revenue.

### 8.3 Operational Recommendations

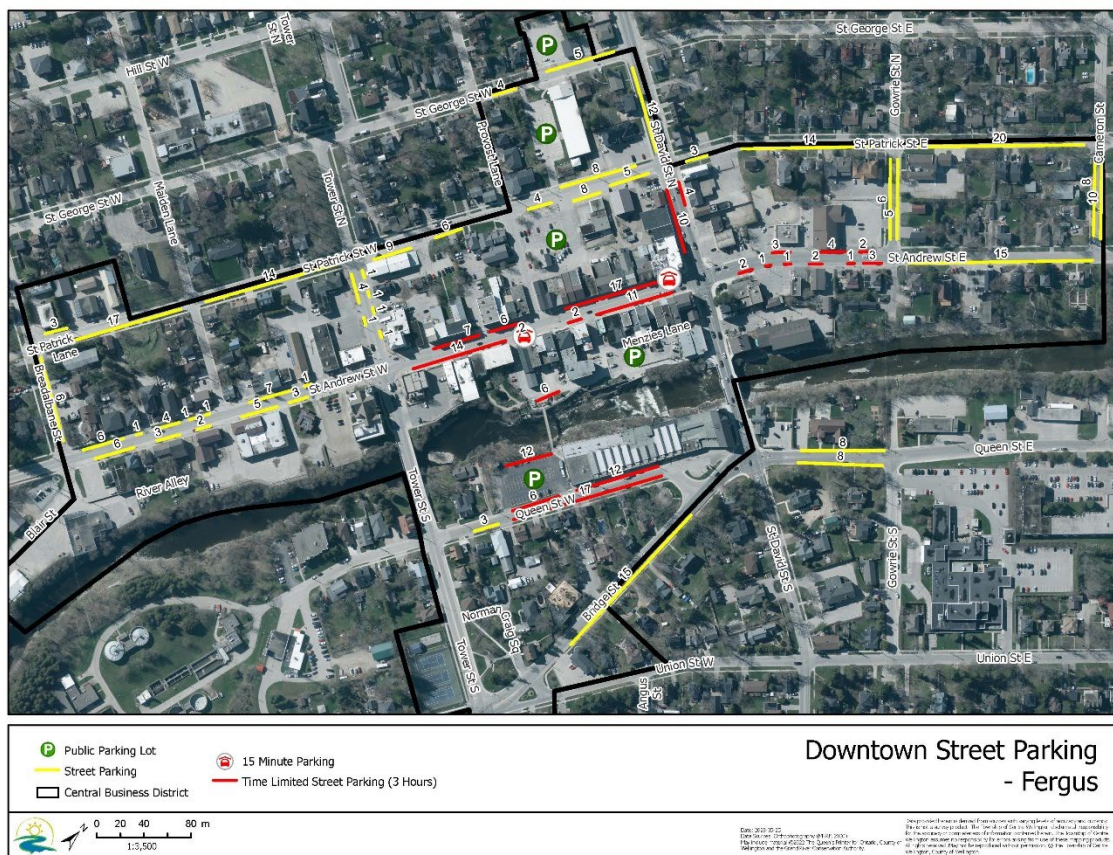
Parking management facilitates turnover in parking areas close to the downtown core. This provides more available parking for visitors. Additionally, the parking system should facilitate proper use of on-street and off-street parking facilities. On-street parking is designed to offer users convenient, readily available, and close parking to their destinations, catering to shorter stays. In contrast, off-street parking serves the purpose of accommodating longer duration stays, albeit at the trade-off of being situated a bit farther away from the destination. Several operational recommendations (coupled with the proposed paid parking) aim to facilitate this behaviour.

#### 8.3.1 Three-Hour Parking Limits

Timed parking limited in downtown Fergus and downtown Elora began in 2021 as a pilot program. The three-hour parking limits are recommended to continue moving forward between May and October. In 2023, the three-hour parking limits in Elora are shown in Figure 8-3. The three-hour parking limits in Fergus are shown in **Figure 8-4**.

**Figure 8-4: 2023 Three-Hour Parking Limits (Elora)**



**Figure 8-5: 2023 Three-Hour Parking Limits (Fergus)**

Parking areas that are close (e.g., within approximately a three-minute walk to the core commercial areas of downtown Fergus and downtown Elora) should have high turnovers to facilitate availability. Based on this consideration, several streets are recommended to be added to the three-hour parking limits in downtown Fergus which include the following:

- St. Andrew Street East, between Gowrie Street North and Cameron Street (south side).
- St. Andrew Street West, between Tower Street South and Breadalbane Street (both sides).
- St. Patrick Street West, between Tower Street South and St. David Street North.

Several parking lots are recommended to be added to the three-hour parking limits in downtown Elora and Fergus based on proximity and high utilization which include the following:

- MacDonald Lot (1 MacDonald Square).
- Provost Lane Lot (160 Provost Lane Lot, between St. Andrew Street West and St. Patrick Street West).
- St. David Street Lot / Menzies Lane Lot (St. David Street, between St. Andrew Street West and the Grand River).

A summary of the paid parking and three-hour limits are found in Section 8.13.

### **8.3.2 Accessible Parking Spaces**

Additional accessible parking spaces were evaluated based on their distribution in downtown Elora and downtown Fergus, demand of existing accessible parking spaces and conformance to the Township's by-laws.

In Elora, an additional accessible parking space is recommended along Metcalfe Street, south of Church Street East (east side of the street).

In Fergus, additional accessible parking spaces are recommended along:

- St. Andrew Street West, east of Maiden Lane (both sides of the street).
- St. Andrew Street East, between St. David Street North and Gowrie Street North (north side of the street).

### **8.3.3 15-Minute Parking Spaces**

In response to business owner requests, additional 15-minute parking spaces were evaluated based on their distribution in downtown Elora and downtown Fergus. Residents also recommended that an additional 15-minute parking space be located at a specific location in Fergus which was taken strongly into consideration.

In Elora, an additional 15-minute parking space is recommended along Metcalfe Street, north of Colborne Street (on the east side of the street).

In Fergus, an additional 15-minute parking space is recommended along St. Andrew Street West, west of St. David Street North (on the south side of the street).

### **8.3.4 Safety Review**

Through consultation, residents and business owners were concerned about safety issues at intersection where large, parked vehicles would obstruct their line of sight when turning or crossing. One potential option that was considered is to replace these spaces with "small car" parking spaces.



“Small car” parking spaces are normally found in private developments. These unique parking spaces are typically offered to provide more private parking supply and to promote the use of more environmentally friendly vehicles. Recently, the City of Toronto has accepted a development application that allowed for a small car parking space with the dimensions of 5.0 m in length and 2.3 m in width. The City of Toronto’s zoning by-law (569-2013) states that the minimum length of a parking space is 5.6 m. Therefore, a small car parking space is approximately 11% shorter in length than a regular parking space.

The Township of Centre Wellington’s Urban Design Guidelines states that a parallel parking space should be 2.4 m in width and 6.7 m in length. The first and last parking space in the row can have a minimum length of 5.5 m provided it is located a minimum of 1.5 metres from any intersecting road, lane, or obstruction. Although not done in any jurisdiction before, a “small car” parallel parking space could be 2.4 m in width and 6.0 m in length. This length is approximately 11% less than a regular parallel parking space.

It is recommended that the Township consider implementing one “small car” parking space as a pilot program with appropriate signage. The Township can monitor its affects (i.e., reduction in traffic conflicts: where one or more drivers must take evasive action such as braking or swerving to avoid a collision) and receive feedback from the public. Potential intersections for investigation based on consultation could be the intersection of Princess Street and Colborne Street and the intersection of Church Street West and Metcalfe Street.

If the pilot program shows that this type of stall could help reduce traffic conflicts or accidents, a policy can be considered where if the public raises concerns over a specific parking space with regard to sightlines, then that space could be reviewed for three potential solutions:

1. Maintain parking space (status quo).
2. Remove parking space.
3. Convert to a “small car” parking space.

### **8.3.5 Additional Marked Parking Stalls**

To provide users with more confidence that they are parking in an area that is not against the parking by-law and to optimize the number of spaces, all available parking spaces in the Central Business District boundaries should be marked. In Elora, the Township can consider:

- James Street (unpaved).
- Price Street, between James Street and Church Street (unpaved).
- Carleton Place (unpaved).
- Henderson Street, west of Smith Street (paved).

In Fergus, the Township can consider:

- St. Patrick Street, west of Provost Lane (paved).
- Gowrie Street North, between St. Andrew Street East and St. Patrick Street East (paved).

For areas that are unpaved, the Township can consider marking the parking spaces when that road segment requires reconstruction or resurfacing in the future.

### **8.3.6 Additional No Parking Signs**

Through consultation, the public noted that they often receive parking tickets in spaces that are perceived as parking spaces. These drivers are parked within 9 m of an intersection, which is against the parking by-law. This infraction represented the second highest violation in 2023.

To provide users with more confidence that they are parking in an area that is not against the parking by-law, The Township can consider installing no-parking signage near intersections in the Central Business District boundaries.

## **8.4 Shuttle Bus Program**

Following consultations with the public and stakeholders, the shuttle bus program received widespread approval and was highly appreciated. The parking management system should consider relying more heavily on the shuttle bus.

The shuttle bus program is recommended to continue operating between May and September. Operations are recommended to expand during the weekdays to provide weekday employees an opportunity to use the shuttle bus in the mornings and afternoons to avoid the proposed payment system. The Township can consider operating the shuttle bus for 6 hours a day at 6:30 a.m., 7:30 a.m., 8:30 a.m., 3:30 p.m., 4:30 p.m., and 5:30 p.m. An additional stop is recommended at the Jefferson Elora Community Centre to facilitate employees parking in this area.

Based on the revenue received from the proposed paid parking system, the Township can consider expanding its service even further (throughout the entirety of May and September). This could mean expanded hours throughout the day or adding additional shuttle buses to the program in order to increase the transit frequency (to decrease wait times at stops) and/or adding more bus stops.

To further market the shuttle bus program, the Township can consider the following:

- Placing a pin on Google Maps representing the most popular shuttle bus stops so that when the visitors search “parking” the pins show up. The title for these pins can be “Municipal parking / free shuttle bus stop”.
- Collaborate with the County to place signage along County routes used to travel to downtown Elora and Fergus. These signs can be located approximately 15 minutes away in driving time to give drivers enough time to re-route their destination from the downtown to a shuttle bus stop.

## **8.5 Parking Enforcement**

Parking enforcement is recommended to continue at uniform levels in the future between May and October. This is especially important with the introduction of the proposed paid parking system. Enforcement should also extend to the full-year, however with flexibility considered to adapt as seasonal parking demands fluctuate. This can be accomplished by considering a combination of full-time and part-time municipal law enforcement staff and contractors (e.g., Alpha). This approach ensures that the enforcement remains responsive to the varying influx of parking demand that accompanies these changing seasons.

Once the system has been set in place for a few years, parking enforcement can be re-evaluated, and more random and systematic enforcement can be implemented. Systematic enforcement is when enforcement is based more on data collection (e.g., high offence areas) rather than routing enforcement.

The Township should consider developing a set fine for ‘Expired Paid Parking’.

## **8.6 User Information**

### **8.6.1 Signage**

The availability and dissemination of accurate and comprehensive user information allows visitors and residents to understand all available parking options within the downtown cores. To enhance user information within the downtowns, the Township can consider installing more signage that directs drivers to all municipal lots. Through consultation, a few residents recommended larger signage.

Signage and wayfinding can be developed as a family with a singular theme and brand aligned with the Township’s existing branding. The design development process can include decisions from municipal staff, BIA area businesses, and public consultation. Design elements can include style / theme (e.g., modern, cultural, or historical), logo, colour, material, mapping, and messaging.

The wayfinding strategy can be developed incorporating the following steps:

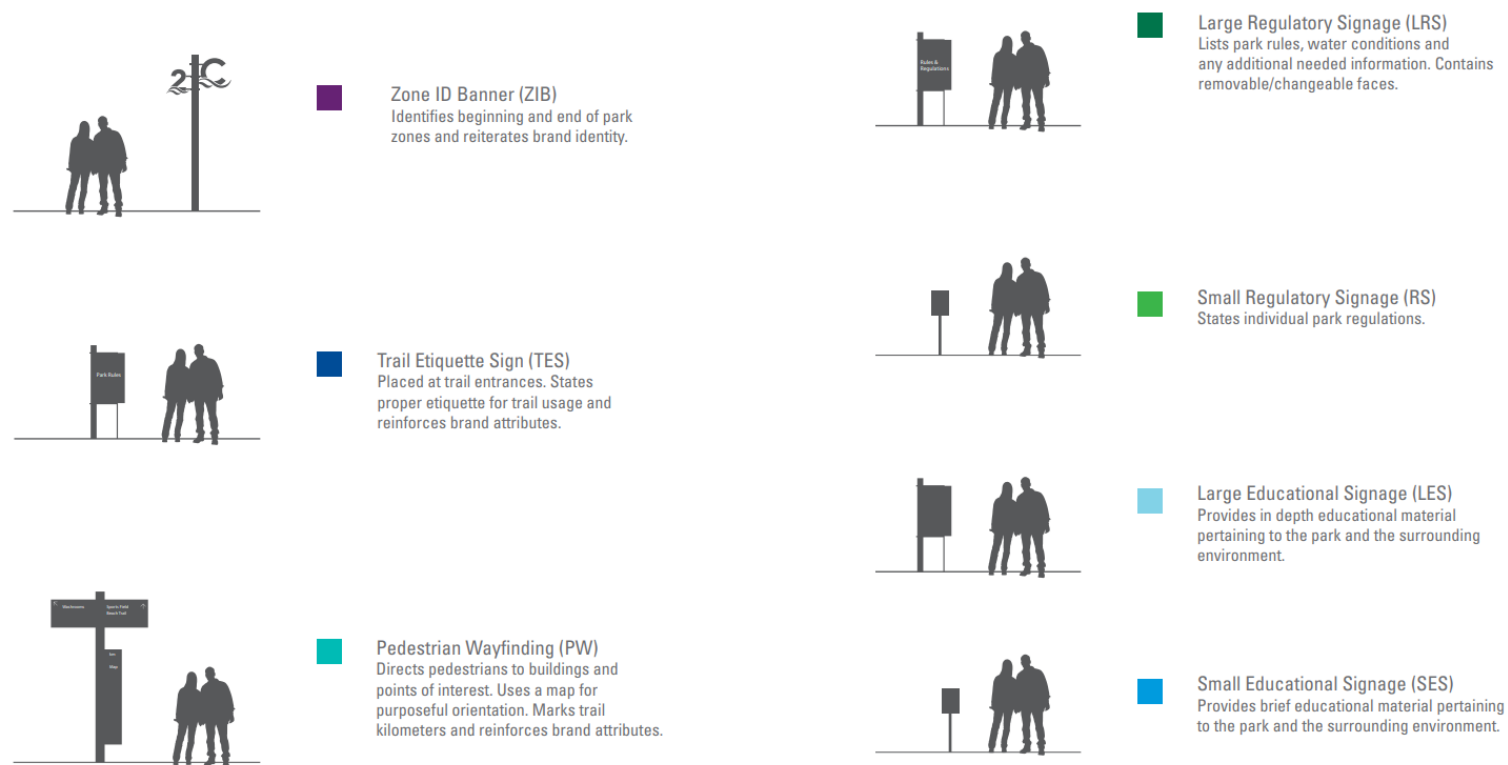
1. Analysis of existing signage.
2. Wayfinding signage and gateway signage goals and strategies.
3. Analysis of case studies of similar municipalities.
4. Development of suggested signage family as a basis to develop detailed signage plans.
5. Identification of critical information to include on each signage type for considered implementation.
6. Development of detailed signage considering (logo, accessibility, cartography, etc.).

The signage can consider a hierarchy of signs to add clarity to readers. A hierarchical structure ensures that pertinent information is prominently featured, facilitating quick comprehension, and reducing cognitive load for users. An example is highlighted in **Figure 8-5**.

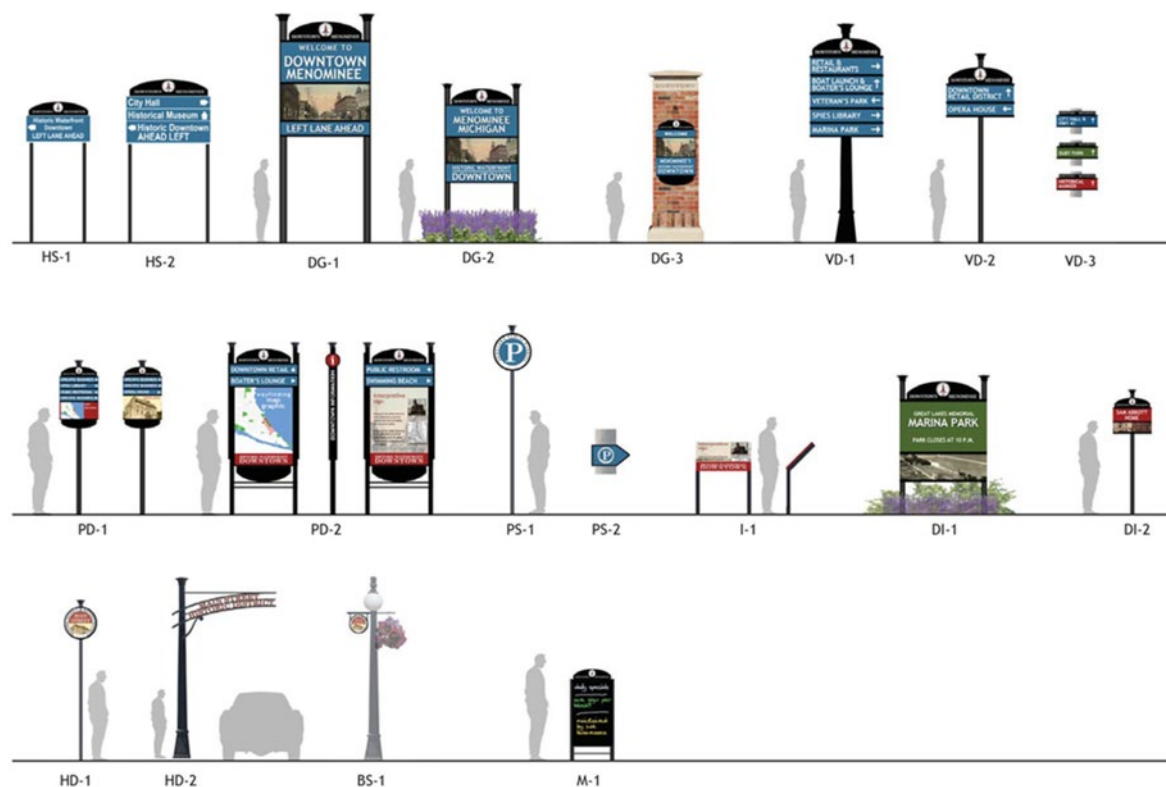
Additionally, signs can be created as a sign family to ensure coherence and effectiveness in the wayfinding system. A consistent sign family means that signage across different locations and contexts follows a standardized design approach, incorporating uniform elements such as colours, fonts, symbols, and layout. This ensures that the signs enhance user familiarity and recognition, reinforce the Township's brand identity and visual identity, and supports efficient wayfinding. An example of a sign family is shown in **Figure 8-6**. Signage can be considered along major corridors such as Metcalfe Street, East Mill Street, and West Mill Street in Elora and St. Andrew Street and St. David Street in Fergus. Implementing clear and noticeable signage at the front of municipal lots displaying their designated names would enhance the clarity and ease of identification for both motorists and pedestrians.

**Figure 8-6: Hierarchy of Signs Example (Source: City of Hamilton<sup>3</sup>)**

## Sign Hierarchy



<sup>3</sup> City of Hamilton. "Confederation Park Branding Strategy", September 2022, <https://www.hamilton.ca/sites/default/files/2022-09/park-confederation-branding-wayfinding.pdf> (Accessed November 30, 2023)

**Figure 8-7: Sign Family (Source: SRP Studios<sup>4</sup>)****OVERALL SIGN FAMILY**

<sup>4</sup> SRP Design Studio. "Wayfinding Signage", <http://www.srpdesignstudio.com/wayfinding-signage.html> (Accessed November 30, 2023)



### **8.6.2 Online and Physical Mapping**

The Township can consider continuing to provide annual updated maps on <https://www.centrewellington.ca/>. The website can host both interactive GIS based maps and printable PDF maps, which are good options to provide. Printouts can be provided at the Elora Information Services building (10 East Mill Street) and the Fergus Information Services building (160 Provost Lane). The printouts can include the location and availability of the on-street and off-street municipal spaces and the proposed pricing structure.

### **8.6.3 Marketing**

Municipal parking spaces can be viewed as a product or service that the Township offers / sells. To assist with the uptake of this service, the Township can consider running marketing / social media campaigns promoting the location of their parking spaces.

This marketing can be targeted towards spaces that are underutilized such as along St. Patrick Street in Fergus. This can be done by creating maps that show that walking distance from these underutilized spaces to the downtown core is only, for example, a few minutes. This can help educate drivers that particular parking spaces are closer than perceived.

## **8.7 Active Transportation Support**

In busy commercial areas such as Elora and Fergus, where parking is often a constraint, supporting active transportation becomes a key element of an effective parking management strategy. By encouraging alternatives like walking, cycling, and using the shuttle bus / transit, parking pressures can reduce while supporting sustainable solutions. Additionally, supporting active transportation helps create a more welcoming and community-focused urban environment. Providing alternative modes can facilitate more pedestrian-friendly surroundings and supports the development of complete downtowns.

Additionally, the positive effects of promoting active transportation extend to economics. Relieving the stress on parking facilities can help visitors not worry about parking duration limits or parking fees, making their experience more straightforward and convenient. This freedom from parking constraints can encourage visitors to explore and support a wider range of stores. By removing these worries, businesses can benefit from increased foot traffic and more opportunities for customer engagement. The Township can consider a few options in enhancing active transportation in Elora and Fergus. These options are outlined below.

### 8.7.1 Bike Share Programs

Many municipalities have looked towards cycle tourism to attract visitors, especially those who seek an immersive and eco-friendly experience. As tourists explore the area on bicycles, they can engage more intimately with the surroundings, supporting local businesses and fostering a deeper appreciation for the community's unique attractions.

Cycle tourism can also come in other forms other than bike rentals or bike shares. They can come in the form of routine organized tours, special cycling events, or destination cycling to a particular key destination (e.g., a destination the municipality is best known for). Examples of such events in the surrounding areas of the Township include Tour De Guelph, Bikes and Blues Festival: Grand River Bike Rides, and Pedal for Portage. A more detailed discussion regarding cycle tourism is provided in **Appendix D**.

The Township can consider implementing bike share programs or seeking vendors to implement bike share programs or events in the Township to support active transportation.

### 8.7.2 Bicycle Parking Infrastructure

To support the uptake of active transportation, the Township can consider installing bike parking (e.g., bike posts) along the right-of-way of busy corridors. Locations can include along the frontage of dense commercial areas such as along Metcalfe Street and St. Andrew Street and / or adjacent to future planned active transportation infrastructure (e.g., bicycle lanes).

### 8.7.3 Pedestrian Connectivity

To help encourage the pedestrian travel between a parked vehicle and their destination, the Township can consider reviewing barriers to pedestrian connectivity and consider “activating alleyways” by collaborating with business owners and designating specific alleyways for pedestrian use. This is similar to the concept of closing Provost Lane for use as a “Pavilion”.

A list of amenities that would improve these alleyways include:

- **Lighting:** Well-lit alleyways provide safety and ensures pedestrian comfort during both the daytime and evening time.
- **Artwork:** Art and murals beautifies the space which promotes active transportation.
- **Canopies:** Canopies (structured/storefront) can provide shade and shelter from adverse weather conditions. They can also create an intimate space further formalizing the area.
- **Plants:** Plants are another way to improve the attractiveness of the alleyway while improving air quality.

- **Furniture:** Furniture such as benches, chairs, and tables provide a resting area for pedestrians. They can also incorporate the use of bike racks to promote cycling.
- **Formalizing Identity:** Formalizing names of alleyways or landmarks within them, alleyways would form a sense of identity. Names create recognition which would promote their use as a shared, pedestrian-friendly space.

Alternatively, if alleyways cannot be identified, some of these amenities can be provided along street corridors frequently used to travel between a parked vehicle and the downtown core.

For example, to help encourage parking along the underutilized parking spaces along St. Patrick Street West, artwork, patio space, or canopies can be temporarily installed along Tower Street North, between St. Patrick Street West and St. Andrew Street West during the summer months.

## 8.8 Planned Street Closures

The planned street closures were generally supported based on consultation with various stakeholders. Planned street closures were found to improve the visitor experience, support the development of complete downtowns, while ensuring businesses continued to thrive.

Business owners and residents understood that the trade-off with these closures is the loss of parking. Most of the residents of Elora did not highly support the idea of street closure, however most of the residents responded in support to street closure in Fergus. Many others were in support with caveats such as if more parking supply is provided. Business owners commented that visitors were still able to find a way to visit their businesses and foot traffic maintained or increased. With the increase in short-term parking supply through the joint-use agreements of private spaces, the Township should consider additional planned street closures in association with the BIAs taking into consideration parking supply and transportation routes.

One concern regarding the planned street closures is that businesses outside of the street closures see that pedestrians often turn around at the end of the street closure to visit stores on the other side of the street. The Township can consider alternating the extents of the planned street closures so that all businesses can eventually benefit.

One other concern was that residents living along the planned street closures would not be able to find close parking to their home. This is of greater concern with elderly residents or those with mobility constraints. During street closures, the Township can consider minimizing impacts to downtown residents affected by street closures.

In the long-term, the Township can consider evaluating and studying the use of “low speed vehicles” to facilitate the travel of individuals to their home along planned street closures.

The Ministry of Transportation Ontario launched a pilot program in 2017 which runs for 10 years which allows municipalities to pass by-laws to allow low-speed vehicles on roads. The Township can take this under consideration for future study.

## **8.9 Travel Demand Management**

Businesses may find travel demand management measures helpful for their business as it frees up space close to their business for visitors. The goal of TDM measures is to shift travel from automobile usage to other transportation modes or decreasing the driving distance to allow for use of the shuttle. Businesses can consider offering incentives to promote this sort of behaviour. The Township can promote the benefits to businesses of TDM measures for their consideration.

Alternate transportation options that could be incentivized include carpooling, walking, cycling, or taking the free shuttle bus or potential future transit options. For reference purposes only, some potential benefits can include:

- Flexible working hours to allow employees to take the shuttle bus.
- Employer benefits such as more vacation time.

## **8.10 Data Collection and Further Study**

A parking utilization study in downtown Elora and Fergus is recommended the first year that paid parking is implemented. This is to understand changes to parking behaviours. Annual or biennial parking data collection is recommended to inform parking strategy updates.

Township staff have been reviewing the parking strategy annually making updates based on data and feedback from the previous year. A full update to the parking management strategy is recommended by 2029.

## **8.11 Resourcing**

One additional full-time equivalent staff member is recommended to implement, operate, and manage the parking-related recommendations of the municipal parking strategy. Responsibilities could include:

- Implementing paid parking.
- Facilitating the design and construction of the parking structures.
- Co-ordinating meetings and discussions between key Township staff and private owners regarding the joint-use of private parking spaces.

- Conducting or coordinating parking data collection.
- Identifying operational deficiencies and implementing solutions such as those identified in this strategy.
- Reviewing monthly parking permit applications.
- Identifying specific areas that require more robust parking enforcement, and
- Coordinating and maintaining the annual development of online and physical parking maps.

## 8.12 Strategic Recommendations

### 8.12.1 Electric Vehicle Charging Stations

The Township should continue to support the adoption of electric vehicles by continuing to expand the availability of electric vehicle charging stations within the Township and the downtowns.

### 8.12.2 Parking Requirements for New Developments

**Section 5.5** of the Township's Zoning By-law (No. 2009-45, Consolidated June 2022) outlines the parking requirements for new developments. Based on a jurisdictional scan, the Township's minimum parking requirements for residential and several non-residential land uses are aligned.

Additionally, developments in areas that are zoned C1 are allowed to provide half of the typical Township requirement. This strategy is also aligned with latest best practices in parking minimums where a tailored approach by geography has recently been more common. This tailored approach by geography is important as the Township contains both rural and urban landscapes so one parking standard per land use across the Township does not reflect the needs of various developments.

Parking minimums across both residential and non-residential land uses have also been reduced. Historically, these minimums were derived based on peak parking demands for a particular land use. However, several municipalities have recognized that this approach does not support many municipal strategic objectives. By reducing parking minimums, municipalities can ensure the following:

- **Efficient use of land:** Optimizing parking requirements allows for a more efficient use of land. By ensuring that parking spaces are provided in accordance with actual demand, excessive parking infrastructure can be avoided. This frees up valuable land that can be utilized for other purposes such as green space, affordable housing, or other developments, thereby maximizing the land's potential.
- **Cost reduction and affordability:** Reducing parking requirements can result in significant cost savings for developers which can be passed on to residents or users.

Right-sizing parking requirements can lead to more affordable housing or lower costs for businesses.

- **Encouraging Sustainable Transportation:** Reevaluating parking requirements provides an opportunity to promote sustainable transportation modes. By aligning parking supply with alternative mobility options like public transit, cycling infrastructure, and car share programs, developers and municipalities can incentivize residents and visitors to choose more sustainable transportation alternatives. This reduces reliance on single-occupancy vehicles, decreases traffic congestion, and contributes to improved air quality and reduced carbon emissions.

The Township can consider reducing their parking minimums in their next zoning by-law review. Historic data to consider in determining which areas within the Township can have reduced requirements can include:

- Average persons per household.
- Income levels and household affordability.
- Automobile mode share to work.
- Vehicle ownership per household.

Other areas that the Township can consider while updating these parking requirements can include:

- Parking maximums.
- Short-term and long-term bicycle parking standards.
- Electric vehicle-ready stalls standards.

The Township should continue to consider providing reductions in parking requirements and collect cash-in-lieu funds. A framework can be developed to assist Township staff in their review of development applications. This framework can incorporate factors such as walkability and future transit accessibility to help Township staff understand the level of parking reduction that can be provided.

### 8.12.3 Short-Term Rentals

Short-term rentals have become increasingly popular in the Township over the past few years. A significant rise in tourism in the area, particularly during events in Elora has led to short-term rental accommodation becoming more common, as well as the need for accommodations has been growing. This accommodation can support local businesses since overnight tourists will typically shop and dine multiple times during their visit.



A lack of parking on-site has been noted as an issue based on public consultation. The Township has been thoroughly investigating the need to regulate short-term rentals. In the meantime, the future proposed parking system should be sufficient to accommodate special events with the proposed parking structures, shuttle bus program, and joint-use of spaces. However, if the Township does decide to regulate short-term rentals, the Township can consider adding a parking requirement such as 1 parking space per guest room. A jurisdictional scan of parking requirements for short term rentals can be found in **Appendix D**.

### **8.13 Summary of Time Limits and Paid Parking Recommendations**

This section summarizes the three-hour parking limits and paid parking recommendations by road segment and municipal lots. The summary for road segments in Elora is shown in **Table 8-2**. The summary for municipal lots in Elora is shown in **Table 8-3**. The summary for road segments in Fergus is shown in **Table 8-4**. The summary for municipal lots in Fergus is shown in **Table 8-5**.

Table 8-2: Three-Hour Parking Limits and Paid Parking Implementation Recommendations (On-Street, Elora)

Road Segment	From	To	Three-Hour Limit (Yes/No)	Paid Parking (Yes/No)	Number of Spaces	Notes
Metcalfe Street	Moir Street	East Mill Street	Yes	Yes	77	
Metcalfe Street	Moir Street	East Mill Street	No	No	2	<ul style="list-style-type: none"><li>One 15-minute space north of Colborne Street</li><li>One 15-minute space south of Church Street</li></ul>
Price Street	James Street	West Mill Street	Yes	Yes	20	
Geddes Street	Metcalfe Street	East Mill Street	No	Yes	37	
Geddes Street	Metcalfe Street	East Mill Street	No	No	1	<ul style="list-style-type: none"><li>One 15-minute space south of Colborne Street</li></ul>
James Street	James Crescent	Metcalfe Street	No	Yes	32	
Henderson Street	Smith Street	Geddes Street	No	Yes	15	
Colborne Street	Geddes Street	Princess Street	No	Yes	12	
Margaret Street	Near James Street		No	Yes	38	
Church Street	Price Street	Princess Street	Yes	Yes	28	
Moir Street	Smith Street	Princess Street	No	Yes	3	
James Crescent	James Street	Henderson Street	No	Yes	16	
Clyde Street	East of Metcalfe Street		No	Yes	22	
Water Street	East of Clyde Street		No	Yes	10	
West Mill Street	Metcalfe Street	Price Street	Yes	Yes	17	
West Mill Street	Metcalfe Street	Price Street	No	No	1	<ul style="list-style-type: none"><li>One 15-minute space</li></ul>
East Mill Street	Metcalfe Street	Princess Street	Yes	Yes	16	<ul style="list-style-type: none"><li>Supply may change based on reconstruction</li></ul>
Carlton Place	Victoria Street	Princess Street	No	Yes	9	

Table 8-3: Three-Hour Parking Limits and Paid Parking Implementation Recommendations (Municipal Lots, Elora)

Lot	Location	Three-Hour Limit (Yes/No)	Paid Parking (Yes/No)	Number of Spaces	Notes
Metcalfe Lot	At the Elora LCBO building	No	Yes	28	
Geddes Lot	At East Mill Street	No	Yes	16	
MacDonald Lot	At the Centre Wellington Civic Centre	Yes	Yes	25	
Bissell Park Lot (West)	Paved Parking Lot at Bissell Park	No	No	10	
Bissell Park Lot (East)	Unpaved parking lot at Bissell Park	No	No	To be determined	<ul style="list-style-type: none"><li>Proposed to become a future paved lot</li></ul>

Table 8-4: Three-Hour Parking Limits and Paid Parking Implementation Recommendations (On-Street, Fergus)

Road Segment	From	To	Three-Hour Limit (Yes/No)	Paid Parking (Yes/No)	Number of Spaces	Notes
Breadalbane Street	Saint Patrick Street	Saint Andrew Street West	No	No	6	
Saint Patrick Street	Breadalbane Street	Tower Street North	No	No	34	
Saint Patrick Street	Tower Street North	Saint David Street North	Yes	No	40	
Saint Patrick Street	Saint David Street North	Cameron Street	No	No	37	
Saint George Street West	Saint David Street North	Provost Lane	No	No	9	
Saint David Street North	Saint George Street East	Saint Patrick Street East	No	No	12	
Saint David Street North	Saint Patrick Street East	Saint Andrew Street East	Yes	Yes	14	
Saint Andrew Street	Breadalbane Street	Cameron Street	Yes	Yes	131	
Saint Andrew Street	Breadalbane Street	Cameron Street	Yes	Yes	3	<ul style="list-style-type: none"><li>Two 15-minute spaces at Saint David Street North</li><li>One 15-minute parking space at Menzies Lane</li></ul>
Gowrie Street	Saint Patrick Street East	Saint Andrew Street East	No	No	11	
Cameron Street	Saint Patrick Street East	Saint Andrew Street East	No	No	18	
Bridge Street	Saint David Street South	Tower Street South	No	No	17	
Queen Street East	Saint David Street South	Gowrie Street	No	No	8	
Queen Street West	Saint David Street South	30m east of Tower Street	Yes	No	32	
Queen Street West	30 m east of Tower Street South	Tower Street South	No	No	3	
Pedestrian Bridge	Near Saint Andrew Street		Yes	No	6	

Table 8-5: Three-Hour Parking Limits and Paid Parking Implementation Recommendations (Municipal Lots, Fergus)

Lot	Location	Three-Hour Limit (Yes/No)	Paid Parking (Yes/No)	Number of Spaces	Notes
Saint George Street West Lot	Near St George Street West	No	No	35	
Fergus Curling Club Lot	Near St George Street West and St Patrick Street West	No	No	32	
Saint Patrick Lot	At Provost Lane	Yes	Yes	52	
Menzies Lane Lot	Behind the Fergus Public Library	Yes	Yes	25	
Queen Street Lot	At 174 Queen Street West	No	No	58	

## 9.0 Financial Considerations

### 9.1 Parking-Related Revenues and Costs

To fund the parking management strategy recommendations, major parking-related costs and revenues were estimated as part of the municipal parking strategy. The major parking revenue streams that were considered in the financial analysis include the proposed paid parking system and enforcement. The major parking capital and/or operating costs that were considered include the following:

- The proposed parking structure in Elora and Fergus.
- Leasing of private parking spaces.
- The shuttle bus program.
- Enforcement implementation.

This section summarizes the estimated revenues and expenditures. Detailed costing information and relevant benchmark costs from other jurisdictions are provided in **Appendix F**.

#### 9.1.1 Parking Structure Cost Estimates

Parking structure cost estimates consist of land acquisition, construction costs, and operating costs. For each of these components, low and high benchmark unit costs were used which is represented by a low scenario and a high scenario. These benchmark unit costs are provided in **Appendix F**.

Site areas required for land acquisition are shown in **Table 9-1**.

**Table 9-1: Site Area Required for Land Acquisition**

Location of Structure (spaces)	Site Area Required – Low Scenario (m <sup>2</sup> )	Site Area Required – High Scenario (m <sup>2</sup> )
Elora (170 spaces)	1,404	1,700
Fergus (140 spaces)	1,156	1,400

Land acquisition costs are shown in **Table 9-2**.

**Table 9-2: Land Acquisition Costs**

Location of Structure (spaces)	Land Acquisition Cost – Low Scenario	Land Acquisition Cost – High Scenario
Elora (170 spaces)	\$350,900	\$425,000
Fergus (140 spaces)	\$289,000	\$350,000

Construction costs for the two parking structures are shown in **Table 9-3**.

**Table 9-3: Construction Costs in Elora and Fergus**

Location of Structure (spaces)	Construction Cost – Low Scenario	Construction Cost – High Scenario
Elora (170 spaces)	\$5,440,000	\$8,160,000
Fergus (140 spaces)	\$4,480,000	\$6,720,000

Total land acquisition and construction costs are shown in **Table 9-4**.

**Table 9-4: Total Land Acquisition and Construction Costs**

Location of Structure (spaces)	Construction and Land Acquisition Costs – Low Scenario	Construction and Land Acquisition Costs – High Scenario
Elora (170 spaces)	\$5,790,889	\$8,585,000
Fergus (140 spaces)	\$4,768,967	\$7,070,000

Annual operating costs are shown in **Table 9-5**.

**Table 9-5: Annual Operational Costs**

Location of Structure (spaces)	Annual Operational Cost
Elora (170 spaces)	\$119,000
Fergus (140 spaces)	\$98,000

The amount of annual savings or annual funding allowance required for these parking structures assumes a debt servicing. However, this is just for the purposes of the financial analysis to assume a worst-case scenario if debt servicing is required. Amortized land acquisition and construction expenditures over a 30-year amortization period is shown in **Table 9-6**. A 20-year scenario is provided in **Appendix F**.

**Table 9-6: Amortized Land Acquisition and Construction Expenditures (30-year Amortization Period)**

Location of Structure (spaces)	Annual Construction Cost – Low Scenario	Annual Construction Cost – High Scenario
Elora (30-Year Amortization Period)	\$334,887.68	\$496,471.40
Fergus (30-Year Amortization Period)	\$275,789.86	\$408,858.80

Amortized land acquisition and construction expenditures plus annual operational costs are shown in **Table 9-7**.



**Table 9-7: Overall Annual Expenditure (30-year Amortization Period)**

<b>Location of Structure (spaces)</b>	<b>Annual Construction Cost – Low Scenario</b>	<b>Annual Construction Cost – High Scenario</b>
Elora (30-Year Amortization Period)	\$453,887.68	\$615,471.40
Fergus (30-Year Amortization Period)	\$373,789.86	\$506,858.80

**9.1.2 Joint Use Agreements**

Although the joint use agreements may not incur a cost, the financial analysis assumes the leasing of these spaces as a worst-case scenario. The annual cost to lease one privately owned space is \$300. To lease the proposed 50 spaces, the annual cost could be up to \$15,000.

**9.1.3 Shuttle Bus Program**

This strategy recommends implementing the shuttle for six hours per weekday (e.g., Monday to Friday) to allow employees to park in free parking areas outside the downtown cores. This would add an additional 30 hours of operating time. Including weekends, the total weekly operating time would be 44 hours. Using the estimated unit cost, the annual cost to run the expanded shuttle bus service would be \$138,285.70.

**9.1.4 Enforcement**

Historically, Township-related parking enforcement revenue has been shared between the County and the Township since all revenue from parking enforcement is administered through Wellington County. In 2022, Township-related parking enforcement revenue received totalled \$121,813. Given County costs associated with the pilot (staffing, administration), the Township will receive \$87,700.

Over the past year, the Township and the County have been discussing the opportunity for the Township to administer Township-related parking enforcement activity. This would allow the Township to receive all the revenue generated from enforcement activity within the Township. However, there are start-up costs associated with this administration. It is unknown at this time what system the Township will use to administer. For example, the Township has an option of replicating the system that the County of Wellington uses or transfer to an Administrative Penalty System. For the purposes of this financial analysis, it was assumed that this system will be in place by 2024. The gross revenue that the Township receives was assumed to be \$121,813. A 20% cost was assumed for implementing the system. Therefore, the net annual revenue was estimated to be \$97,450.40.

It was assumed that this revenue would grow by 2% per annum to account for an increase in trips to the study areas leading to an increase in parking infractions. Therefore, by 2041, the projected revenue was estimated to be \$139,183.17.

The Township anticipated the cost to operate 2023 parking enforcement to be \$100,000. For the purpose of this assessment, it was assumed that this cost will grow approximately 2% a year to account for rising costs of operation.

### 9.1.5 Paid Parking Implementation

A low pricing scenario and a high structure scenario was assessed. For the low pricing scenario, the hourly price was set at \$2.50 per hour for on-street spaces and \$2.00 per hour for off-street spaces. For the high pricing scenario, the hourly price was set at \$3.00 per hour for on-street spaces and \$2.25 per hour for off-street spaces. The daily permit pass was set at \$85 per month.

Revenue projections for Elora and Fergus for the low pricing scenario are shown in **Table 9-8**. Revenue projections for the high pricing scenario are shown in **Table 9-9**.

**Table 9-8: Revenue Projections for Elora and Fergus (Low Pricing Scenario)**

	Elora	Fergus
2023	\$837,106.19	\$295,144.40
2024	\$865,189.91	\$306,416.51
2025	\$894,215.80	\$318,119.13
2026	\$924,215.47	\$330,268.69
2027	\$955,221.59	\$342,882.27

**Table 9-9: Revenue Projections for Elora and Fergus (High Pricing Scenario)**

	Elora	Fergus
2023	\$1,002,363.98	\$385,958.06
2024	\$1,035,991.87	\$400,698.51
2025	\$1,070,747.92	\$416,001.94
2026	\$1,106,669.99	\$431,889.83
2027	\$1,143,797.20	\$448,384.51

A mix of paid parking through a mobile application and at physical pay by plate machines are recommended to be implemented.

Using a unit cost of \$9,000 per parking machine / kiosk for 38 machines, this would cost the Township \$432,000 in start-up costs. In some jurisdictions, this cost was amortized between a three- and five-year period. Assuming a 5-year amortization period with a 4% interest rate, this would cost the Township \$97,038.91 per year.

Based on discussions with two vendors providing “pay by mobile application” services, the cost per zone is typically \$50. One zone has a unique Zone Number or QR code to be used for payment. Typically, one zone covers 15 spaces.

The estimated number of zones required would be the following:

- Elora would require 25 zones.
- Fergus would require 11 zones.

Using a unit cost of \$50 per zone, this would cost the Township \$21,600 for start-up costs. For the purposes of the financial analysis, a 5% operational cost was assumed for the preceding years.

## 9.2 Five-Year Revenue and Expenditure Forecasts

Two scenarios were developed. A low cost / low pricing scenario which assumed the lowest cost assumptions for the parking structures and a pricing structure of \$2.50/hour on-street and \$2.00/hour off-street. The second scenario was a high cost / high pricing scenario which assumed the highest cost for the parking structures and a pricing structure of \$3.00/hour on-street and \$2.50/hour off-street. All detailed assumptions are provided in Appendix F.

A summary of the five-year parking-related revenue and costs are shown in **Table 9-10** using the low-cost scenario (e.g., low-cost assumptions for the parking structures and low pricing scenario of \$2.50/hour on-street and \$2.00/hour off-street). This pricing scheme would allow for positive cash flow assuming low-cost assumptions for the two parking structures.

A summary of the five-year parking related revenues and costs are shown in **Table 9-11** using the high-cost scenario (e.g., high-cost assumptions for the parking structures and high pricing scenario of \$3.00/hour on-street and \$2.50/hour off-street). This pricing scheme would allow for slightly negative cash flow in the first year assuming high-cost assumptions for the two parking structures and a positive cash flow for subsequent years.

The first year of implementation is more expensive than the subsequent years primarily attributed to the cost of the physical parking meters. The Cash-in-Lieu Parking Reserve Fund is recommended to be used to cover some of the costs of the parking structures, paid parking implementation, bike share programs, or the shuttle bus program. As of January 1, 2024, the Cash-in-Lieu Parking Reserve Fund was \$41,500.

Based on this financial analysis, a pricing structure of \$2.50/hour on-street and \$2.00/hour off-street would cover the low-cost assumptions of the two parking structures. A pricing structure of \$3.00/hour on-street and \$2.50 off-street would cover the high-cost assumptions of the two parking structures (except for the first year).

Table 9-10: Five-Year Revenue and Cost Forecasts (Low-Cost Scenario, Low Pricing Scenario)

Year	2024	2025	2026	2027	2028
Paid Parking					
Revenue (Fergus)	\$295,144.40	\$306,416.51	\$318,119.13	\$330,268.69	\$342,882.27
Revenue (Elora)	\$837,106.19	\$865,189.91	\$894,215.80	\$924,215.47	\$955,221.59
Parking Machines	(\$97,038.91)	(\$4,851.95)	(\$4,851.95)	(\$242.60)	(\$242.60)
Mobile Application Implementation	(\$21,600.00)	(\$1,080.00)	(\$1,080.00)	(\$1,080.00)	(\$1,080.00)
Joint Use Agreements with Private Owners					
Joint Use Agreements	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)
Enforcement					
Enforcement Revenue	\$97,450.40	\$99,399.41	\$101,387.40	\$103,415.14	\$105,483.45
Implementation	(\$100,000.00)	(\$102,000.00)	(\$104,040.00)	(\$106,120.80)	(\$108,243.22)
Parking Structure					
Funding Allowance (Elora)	(\$453,887.68)	(\$453,887.68)	(\$453,887.68)	(\$453,887.68)	(\$453,887.68)
Funding Allowance (Fergus)	(\$373,789.86)	(\$373,789.86)	(\$373,789.86)	(\$373,789.86)	(\$373,789.86)
Shuttle Bus					
Implementation	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)
NET CASH FLOW					
Net Cash Flow	\$30,098.82	\$89,923.66	\$130,600.16	\$172,696.34	\$216,261.92

Table 9-11: Five-Year Revenue and Cost Forecasts (High-Cost Scenario, High Pricing Scenario)

Year	2024	2025	2026	2027	2028
Paid Parking					
Revenue (Fergus)	\$385,958.06	\$400,698.51	\$416,001.94	\$431,889.83	\$448,384.51
Revenue (Elora)	\$1,002,363.98	\$1,035,991.87	\$1,070,747.92	\$1,106,669.99	\$1,143,797.20
Parking Machines	(\$97,038.91)	(\$4,851.95)	(\$4,851.95)	(\$242.60)	(\$242.60)
Mobile Application Implementation	(\$21,600.00)	(\$1,080.00)	(\$1,080.00)	(\$1,080.00)	(\$1,080.00)
Joint Use Agreements with Private Owners					
Joint Use Agreements	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)
Enforcement					
Enforcement Revenue	\$97,450.40	\$99,399.41	\$101,387.40	\$103,415.14	\$105,483.45
Implementation	(\$100,000.00)	(\$102,000.00)	(\$104,040.00)	(\$106,120.80)	(\$108,243.22)
Parking Structure					
Funding Allowance (Elora)	(\$615,471.40)	(\$615,471.40)	(\$615,471.40)	(\$615,471.40)	(\$615,471.40)
Funding Allowance (Fergus)	(\$506,858.80)	(\$506,858.80)	(\$506,858.80)	(\$506,858.80)	(\$506,858.80)
Shuttle Bus					
Implementation	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)
NET CASH FLOW					
Net Cash Flow	(\$8,482.40)	\$60,354.96	\$110,362.43	\$162,119.34	\$215,687.11

### 9.3 Other Cost Considerations

Other cost considerations from the recommendations of the municipal parking strategy include:

- \$1,700 for procurement of a single-unit foundation bearing bicycle rack which can lock up to two bicycles.
- \$10,000 to conduct a parking utilization survey in downtown Elora and Fergus combined.
- \$85,000 per year for a full-time equivalent to support the parking management strategy implementation.
- \$140,000 to pave Bissell Park Lot East assuming \$7 per square foot and a surface area of 16,200 ft<sup>2</sup>. Other costs should consider landscaping and beautification. The Township's 2024 Draft Budget currently has \$300,000 identified for the improvement of Bissell Park Lot East (2024-026) for year 2027.
- Engineering, contract administration, and contingency should be factored in during implementation stages.



## 10.0 Implementation Plan

Strategies that are recommended to be implemented in the short-term include:

- Joint-use agreements of parking spaces in Elora.
- Elora parking structure.
- Paid parking implementation in Elora and Fergus (hourly and monthly permits).
- Expansion of the three-hour parking limits.
- Additional accessible parking spaces.
- Additional 15-minute parking spaces.
- Additional no parking signs.
- Expansion of the shuttle bus program.
- Continued parking enforcement.
- Enhancing signage and user information.
- Enhancing pedestrian connectivity.
- Travel demand management strategies (i.e., encouraging employee incentives).
- Parking data collection program (in conjunction with the paid parking implementation).
- Resourcing (1 FTE).

Strategies that are recommended to be implemented in the medium-term include:

- Fergus parking structure.
- Line painting of paved parking stalls.
- Review and adjustments of pricing schemes based on data collection and consultation.
- Continuation of planned road closures (can be implemented now or subject to joint-use agreements of parking spaces).
- Update to the Municipal Parking Strategy.
- Review and update of parking standards to incorporate new emerging areas.

Strategies that are recommended in the long-term, can be associated with the timing of other projects or may require further study include:

- The timing of the bike share program and bicycle parking infrastructure can be subject to implementation of planned active transportation infrastructure and / or can be further studied in the Township's planned Active Transportation and Mobility Master Plan.
- The timing of paving and line painting of additional parking stalls can be subject to road reconstruction and resurfacing.
- Paving of the east lot at Bissell Park once revenue from paid parking is more understood.



BURNSIDE

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## Appendix A

### Data Collection and Result



## Appendix A: Data Collection and Results

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**Date:** February 8, 2024 **Project No.:** 300057100.0000  
**Project Name:** Centre Wellington Municipal Parking Strategy  
**Client Name:** Township of Centre Wellington  
**To:** Township of Centre Wellington  
**From:** R.J. Burnside & Associates Limited

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### 1.0 Overview

As a part of the parking study, several surveys were conducted examining parking utilization in the Downtown Core of the Town of Elora and Fergus. These surveys were conducted to better understand the existing parking conditions.

A summary of the parking collection days and times are shown in Table 1.

**Table 1: Data Collection Dates and Periods**

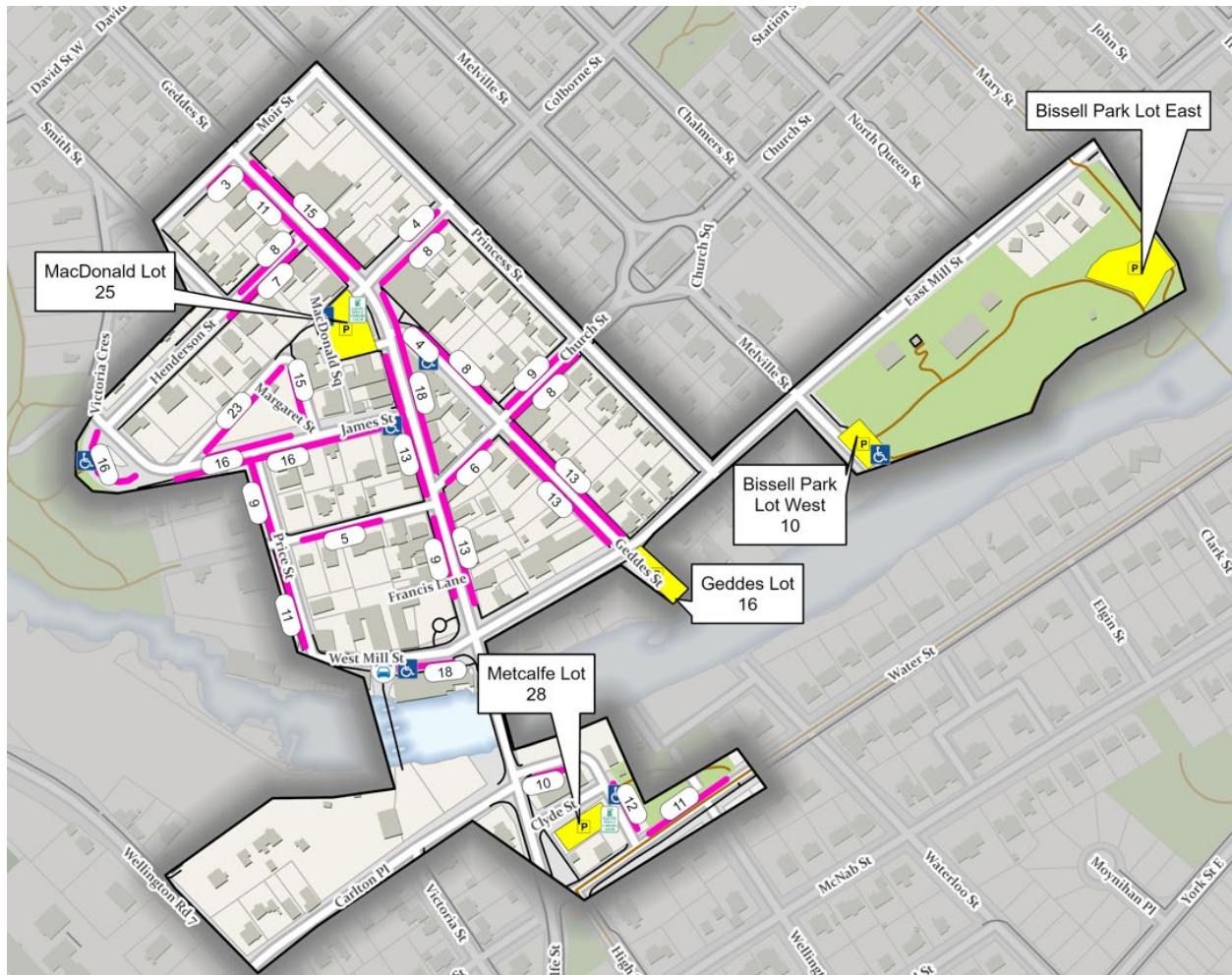
Study Area	Day	Time	Survey Type
Downtown Elora	Thursday, September 14, 2023	9 a.m. – 7 p.m.	Utilization Turnover
Downtown Elora	Saturday, September 9, 2023	9 a.m. – 7 p.m.	Utilization Turnover
Downtown Elora (Riverfest)	Saturday, August 19, 2023	10 a.m. – 3 p.m.	Utilization Turnover
Downtown Fergus	Wednesday, September 27, 2023	10 a.m. – 7 p.m.	Utilization Turnover
Downtown Fergus	Saturday, September 23, 2023	10 a.m. – 7 p.m.	Utilization Turnover

Data collection was conducted using two methods. Video footage using a drone was captured for the Downtown Elora data and manual counts on site were done for the Downtown Fergus data. The following sections present the data and analysis resulting from the surveys.

## 2.0 Downtown Elora Weekday

The area covered in the Downtown Elora survey is shown in Figure 1. All streets highlighted as having on-street parking, as well as the highlighted parking lots were included.

**Figure 1: Downtown Elora Surveyed Areas**



## 2.1 Survey Methodology

All locations depicted in Figure 1 were surveyed for utilization. On-street and off-street parking were surveyed for parking utilization on Thursday, September 14, 2023. The following municipal off-street parking lots were surveyed:

- 22 Melville Street (hereafter referred to as Bissell Park Lot).
- 3 MacDonald Square (hereafter referred to as MacDonald Lot).
- 15 Wellington Road (hereafter referred to as Geddes Lot).
- 25 Metcalfe Street (hereafter referred to as Metcalfe Lot).

There are two Bissell Park Lots, the marked parking lot (Bissell Park Lot) and the unmarked parking lot (on Mary Street). Sections 2.2.4, 4.2.4, and 6.2.4 summarize the separate analysis conducted for the unmarked Bissell Park Lot. Due to construction, data was not collected and analyzed on East Mill Street (between Metcalfe Street and Princess Street) and Moir Street (between Geddes Street and Princess Street).

On-street utilization was counted on both sides of the street unless one was marked with no-parking signage. For on-street parking with no painted lines, the supply of stalls was estimated using approximately 7 m long and 2.5 m wide dimensions per stall.

Parking durations were determined using a turnover analysis along Wellington Road 18 from Moir Street to West / East Mill Street. This section of Wellington Road 18 is hereafter referred to as Metcalfe Street. Because data collection took place once per hour, parking duration was estimated based on the known time the user could have been parked. For example, if a vehicle was seen at 2 p.m. and 3 p.m., but not at 4 p.m., it would be assumed that the parking duration was at least 60 minutes putting them in the one-hour to two-hour category. These estimates also allowed for the calculation of an average dwell time in areas surveyed.

## 2.2 Results

Table 2 shows the aggregate supply for on-street and off-street parking, as well as accessible parking in Downtown Elora. Off-street supply is a summation of the painted stalls in all lots surveyed, and on-street supply is the total of the estimated supply for all streets in the survey area. On-street supply was estimated by either counting the painted stalls or allocating 7 m per vehicle where there is no signage indicating no parking.

**Table 2: Aggregate Parking Supply in Downtown Elora**

Location	Supply
<b>On-Street Parking Spaces</b>	324 <sup>1</sup>
<b>Off-Street Parking Spaces</b>	76
<b>On-Street Accessible Parking Spaces</b>	7
<b>Off-street Accessible Parking Spaces</b>	3

1. One (1) parking space is lost on Metcalfe Street due to construction on East Mill Street.

### 2.2.1 On-Street Parking

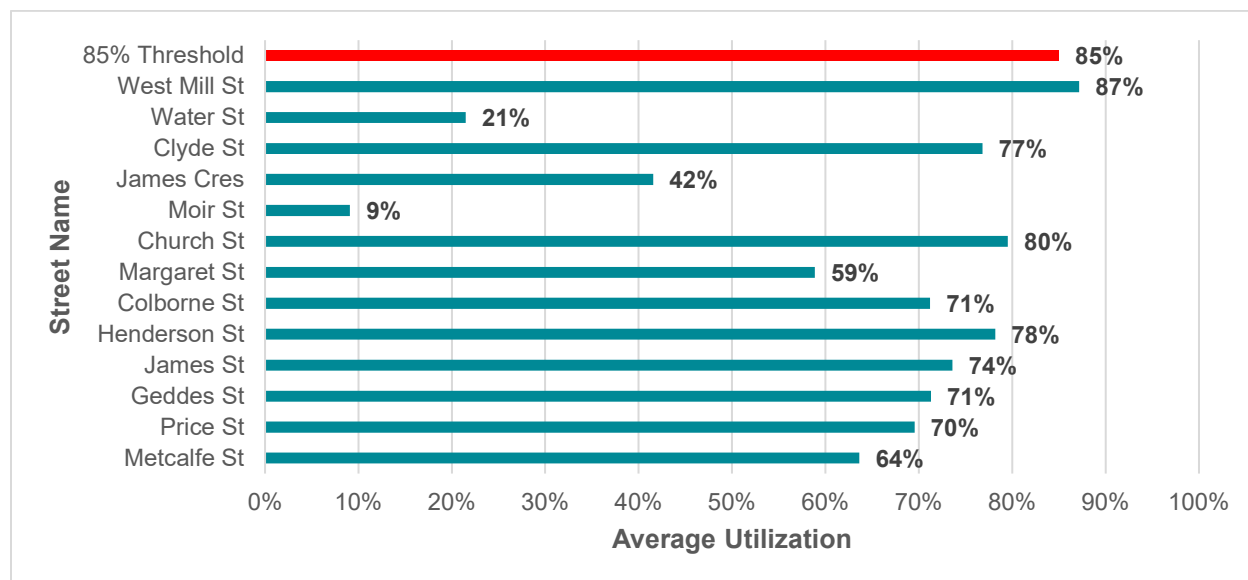
The weekday data collected for on-street parking for all streets in the Downtown Core is summarized in Figure 2 representing the average utilization over the entire 9 a.m. – 7 p.m. period.

Figure 2 demonstrates that majority of on-street parking in Downtown Elora did not exceed the 85% parking utilization threshold on a typical weekday. West Mill Street had the highest average utilization of 87% and Moir Street had the lowest average utilization of 9%. However, most streets have an average utilization greater than 70%, indicating that on-street parking was highly utilized on a typical weekday. Streets that are close to retail stores in the Downtown Core such as West Mill Street and Church Street have high utilizations, whereas streets further from the Downtown Core have significantly lower utilizations. Drivers can park on streets like Water Street or Moir Street to avoid circulating the area looking for parking downtown.

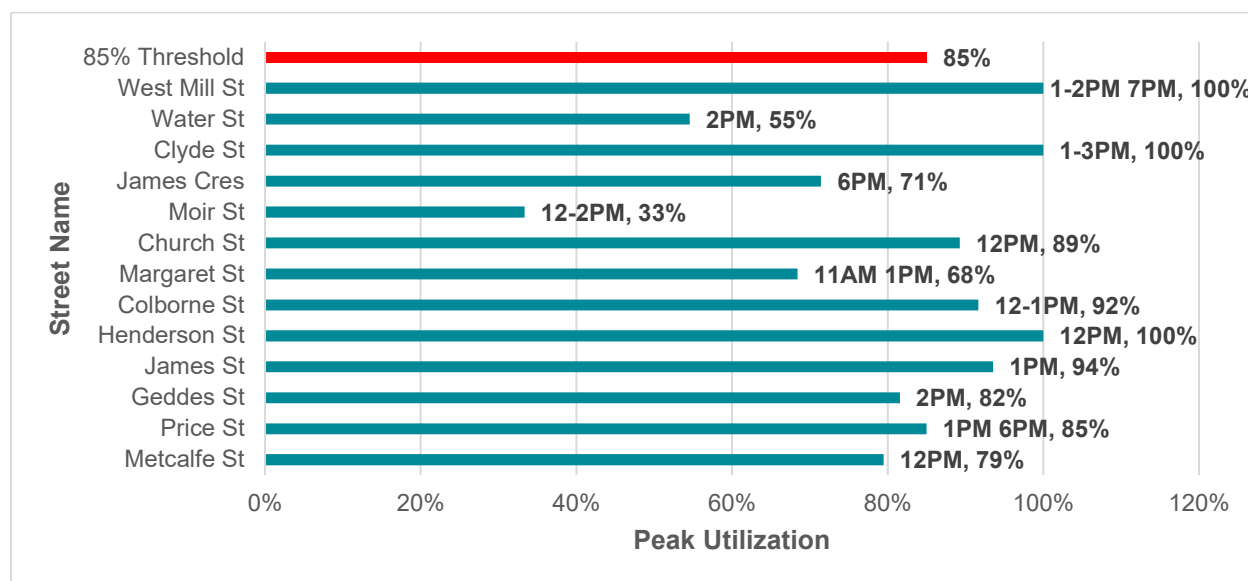
Figure 3 illustrates the peak utilization for each street surveyed. As shown, most of the streets exceeded the 85% parking utilization. A few streets, such as West Mill Street, Clyde Street, and Henderson Street, reached a peak utilization of 100%. Overall, peak utilization occurred after noon for most streets, therefore it would be difficult to find on-street parking downtown in the afternoon. Drivers should park on less busy streets like James Crescent during the peak hours to reduce time wasted finding parking in the Downtown Core.

Figure 4 displays the aggregate utilization of all on-street parking in Downtown Elora. The average started relatively high with 51% at 9 a.m. and gradually increased throughout the day. On-street parking utilization was highest from 12 p.m. – 3 p.m. ranging from 71% - 79%. After 3 p.m., utilization decreased, but it was still high with 68% at the end of the day. Overall, the utilization does not exceed the 85% parking threshold, so parking demand is not overcapacity on a typical weekday. This data suggests that it would be difficult to find on-street parking in Downtown Elora past noon. Residents and visitors will need to find parking early in the morning to run errands or explore the town.

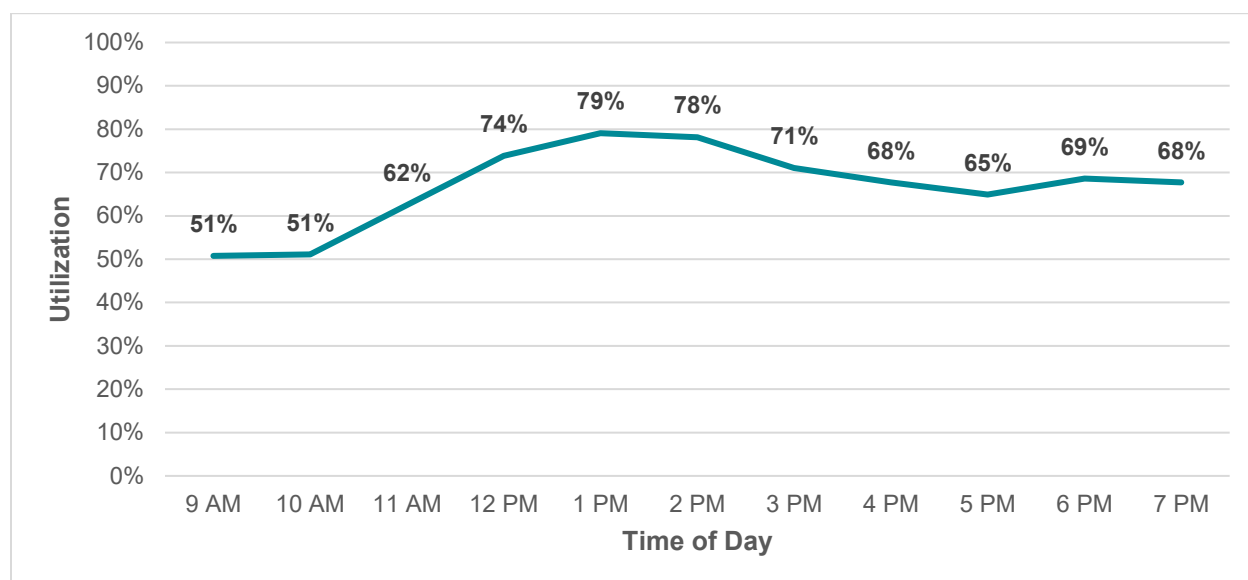
**Figure 2: Weekday Average Utilization by Street for On-Street Parking Downtown Elora**



**Figure 3: Weekday Peak Utilization by Street for On-Street Parking Downtown Elora**



**Figure 4: Weekday Utilization of On-Street Parking In Downtown Elora In Aggregate**



### 2.2.2 Off-Street Parking

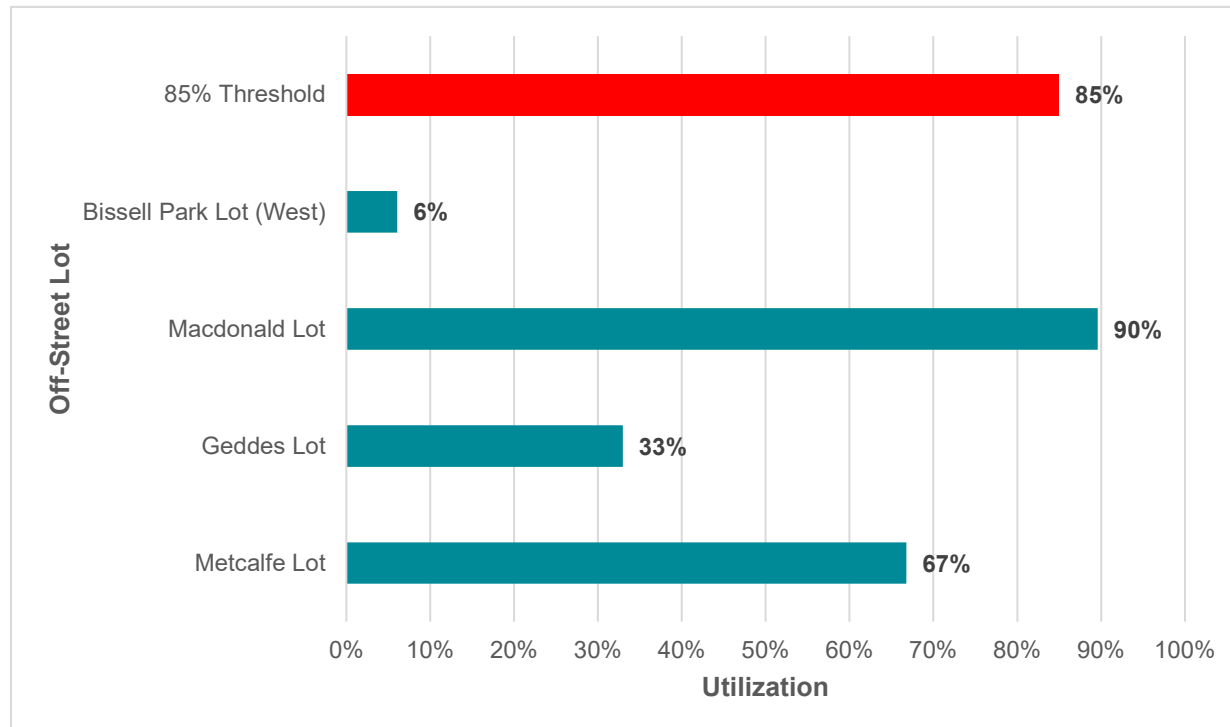
Alongside the on-street parking, the off-street parking lots marked in Figure 1 were surveyed as well. Figure 5 displays the average weekday utilization for all the municipal lots and compares the average parking utilization to the 85% parking threshold.



The four lots located near Downtown Elora are Bissell Park Lot, MacDonald Lot, Geddes Street Lot, and Metcalfe Street Lot. The MacDonald Lot has the highest average utilization of 90% due to its proximity to the Downtown Core. The Metcalfe Street Lot also has a high average utilization of 67% even though it is not very close to the Downtown Core. This is most likely due to it being the first visible municipal parking lot as you enter Elora. The Geddes Street Lot and Bissell Park Lot are not as visible, and drivers need to drive out of the way to reach these parking lots. In addition, due to construction on East Mill Street, the Geddes Street Lot was not easily accessible to drivers, thus limiting parking options for those wanting to access the downtown area. It is probable that most of the utilization in the Geddes Street Lot was used by the construction workers.

Figure 6 shows the peak utilization in each of the off-street parking locations. MacDonald Lot and Metcalfe Street Lot had the highest peak utilization reaching 100%. Bissell Park Lot and Geddes Street Lots peaked at 44% and 56%, respectively, which does not surpass the 85% parking threshold. The data indicated that finding off-street parking near Downtown Elora is extremely difficult and drivers would need to drive further from the downtown area to find available parking spaces. This may not be ideal as people will have to walk further distances to reach their destination.

**Figure 5: Weekday Average Utilization of Off-Street Parking Lots In Downtown Elora**



**Figure 6: Weekday Peak Utilization of Off-Street Parking Lots In Downtown Elora**

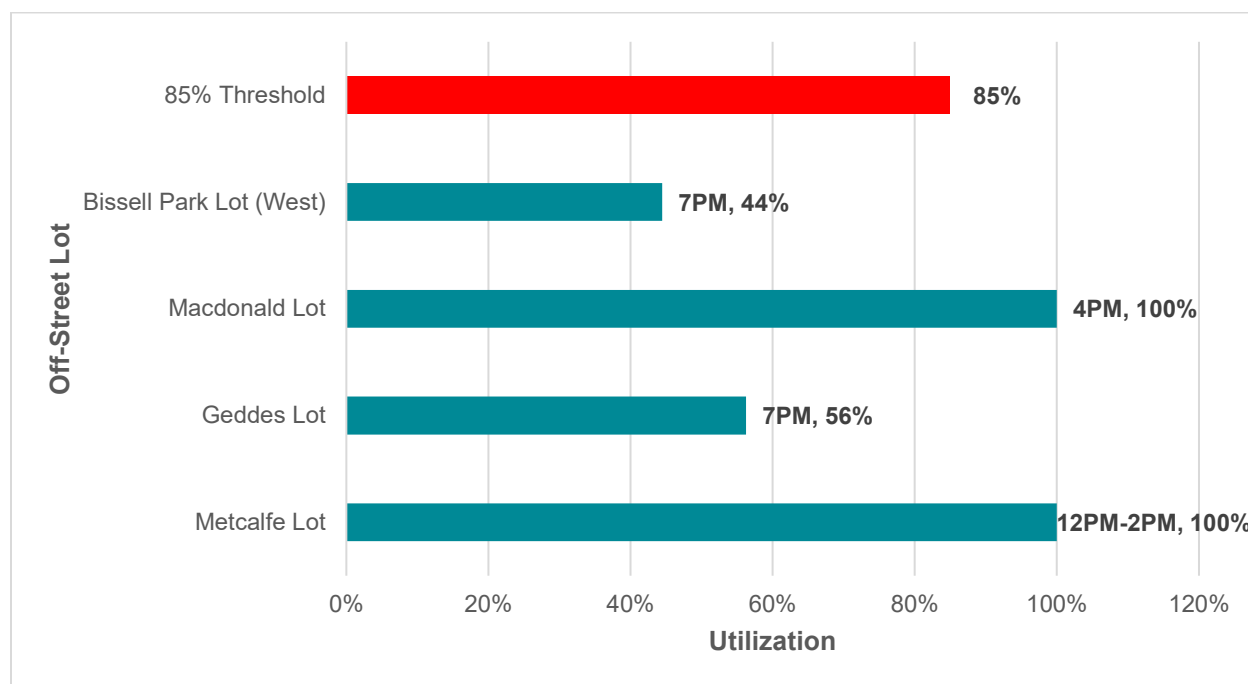
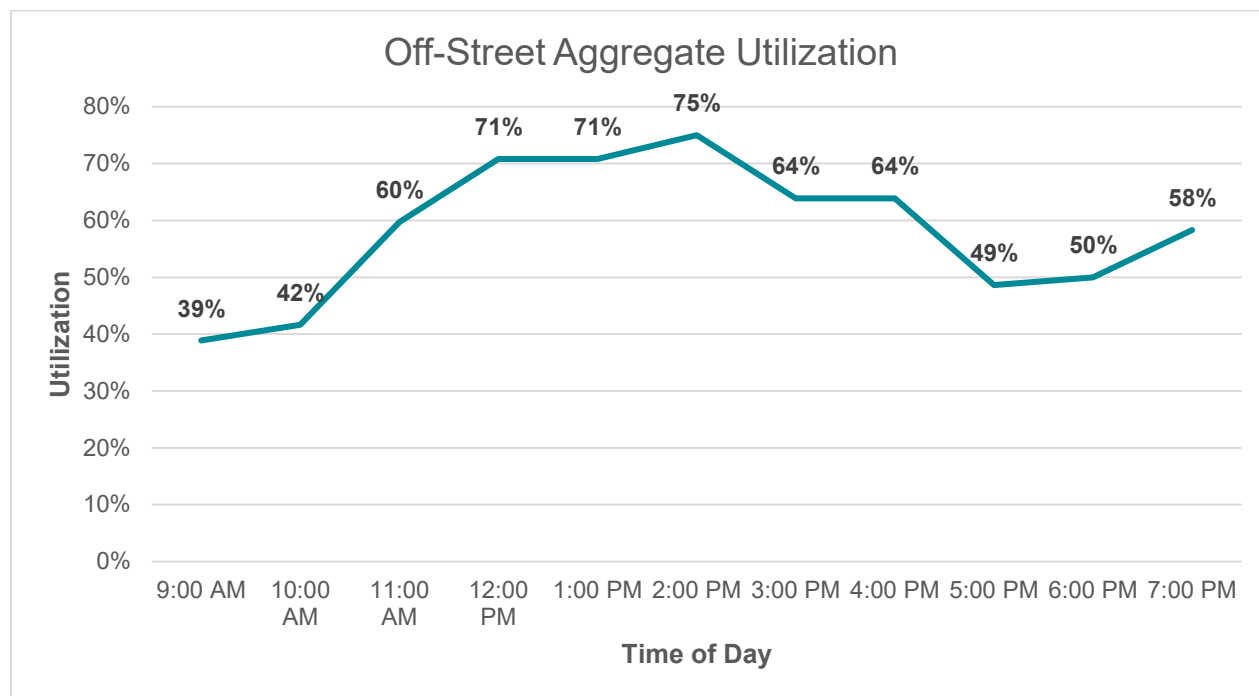


Figure 7 shows the utilization throughout the day of all the off-street lots in aggregate. Using this chart, the peak is reached midday at 12 p.m. – 2 p.m. reaching 75% utilization. Then, utilization decreases throughout the rest of the day, reaching an afternoon low of 49%. This is likely because the parking lots are occupied by workers and shoppers during the day, whereas it would be occupied by visitors and shoppers in the late afternoon and evening.

**Figure 7: Weekday Utilization of Off-Street Parking In Downtown Elora In Aggregate**



### 2.2.3 Accessible Parking

The utilization of accessible spaces was analyzed separately. Table 3 summarizes the locations and supply of accessible parking spaces in Downtown Elora. There are 10 accessible parking spaces in the Downtown Core.

**Table 3: Aggregate Accessible Parking Supply in Downtown Elora**

Location	Supply
MacDonald Lot	2
Bissell Park Lot West	1
Geddes Street	1
James Street	1
James Crescent	2
West Mill Street	1
Clyde Street	2

Table 4 summarizes the average utilization of accessible parking spaces in Downtown Elora. Red spaces indicate 100% utilization, yellow spaces indicate 50% utilization, and blank spaces indicate 0% utilization during the given hour. Geddes Street, James Street, James Crescent, and West Mill Street reached 100% utilization. The remaining accessible parking spaces were not highly utilized. From the data, accessible spaces were mostly occupied during midday and afternoon hours.

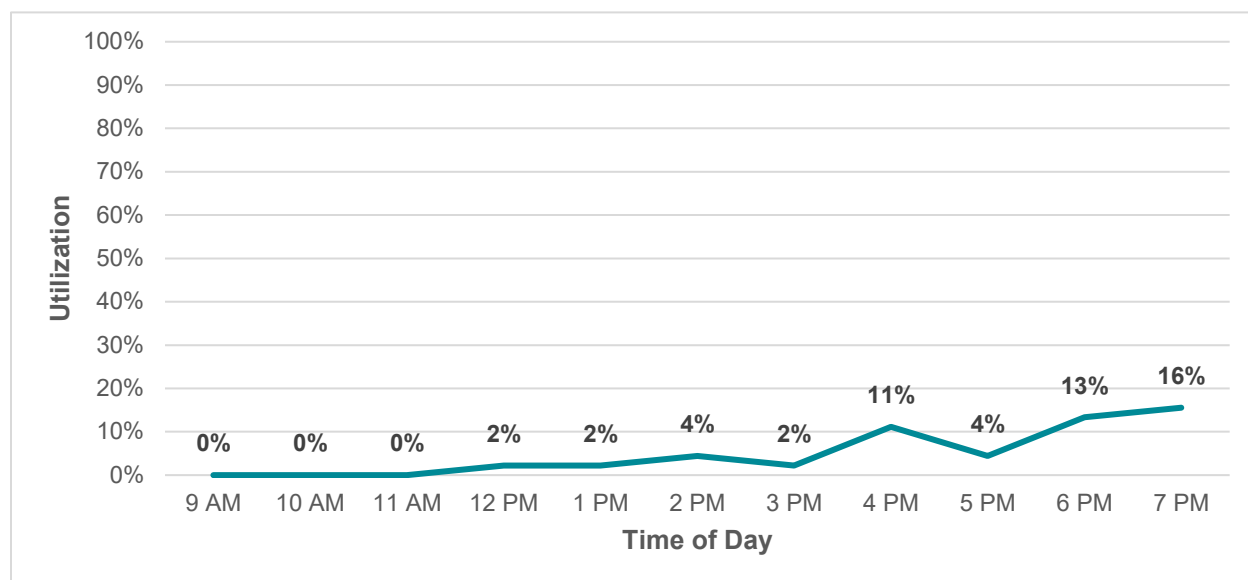
**Table 4: Weekday Utilization of Accessible Parking in Downtown Elora**

	9 a.m.	10 a.m.	11 a.m.	12 p.m.	1 p.m.	2 p.m.	3 p.m.	4 p.m.	5 p.m.	6 p.m.	7 p.m.
<b>MacDonald Lot (2)</b>					50%	50%					
<b>Bissell Park Lot (1)</b>											
<b>Geddes St (1)</b>							100%	100%	100%		
<b>James St (1)</b>				100%	100%	100%	100%		100%	100%	100%
<b>James Cres (2)</b>				50%	100%	100%					
<b>West Mill St (1)</b>			100%	100%			100%		100%	100%	100%
<b>Clyde St (2)</b>					50%	50%					

#### 2.2.4 Unmarked Bissell Park Lot (East)

The unmarked Bissell Park Lot is near Bissell Park and the Grand River for sightseers. This parking lot was estimated to have a supply of 45 parking spaces. Figure 8 demonstrates the utilization of this lot during the study area on a typical weekday. Throughout the day, this lot was relatively empty throughout the day and had a peak of 16% at 7 p.m. Since this lot was underutilized, it has the capacity to relieve stress from the busier on-street and off-street parking facilities. Figure 9 is an image of the unmarked Bissell Park Lot at 7 p.m. on a typical weekday. The image shows that there is a lot of space for drivers to park if needed.

**Figure 8: Weekday Utilization of Unmarked Bissell Park Lot in Aggregate**



**Figure 9: Weekday Peak Utilization of The Unmarked Bissell Park Lot**



### **3.0 Metcalfe Street Weekday Survey**

#### **3.1 Survey Methodology**

On Thursday, September 14, 2023, a parking survey was conducted along Metcalfe Street in Downtown Elora. This data collection was used to supplement the weekday parking utilization by focusing on parking duration by the hour on Metcalfe Street. Drone video footage was taken every hour, allowing for the determination of the parking utilization and duration. The following section analyzes the utilization and parking durations data collected.

#### **3.2 Results**

Metcalfe Street has 79 parking spaces, however due to the East Mill Street construction, during data collection, there were 78 parking spaces along this road segment. The supply was counted based on the parking stalls painted on the road, as Metcalfe Street only allows parking in those locations.

Figure 10 shows the parking utilization along Metcalfe Street. Parking utilization started low with 36% at 9 a.m. and gradually increased, peaking during the midday hours. After reaching peak utilization of 79% at 12 p.m., it slowly decreased, but still maintained a utilization greater than 60% for the rest of the day. In general, parking utilization is below the 85% parking threshold but was still relatively high throughout the day. Drivers will need to drive up north along Metcalfe Street to find parking in the afternoon, which may be far from the retail and restaurants of interest.

**Figure 10: Weekday utilization along Metcalfe Street**

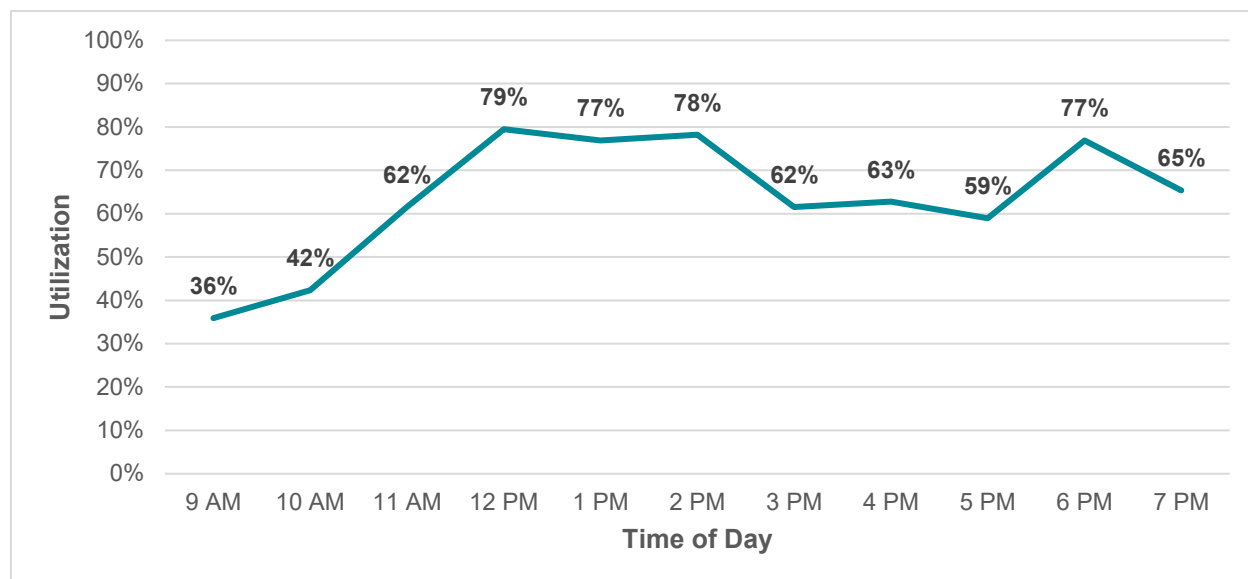
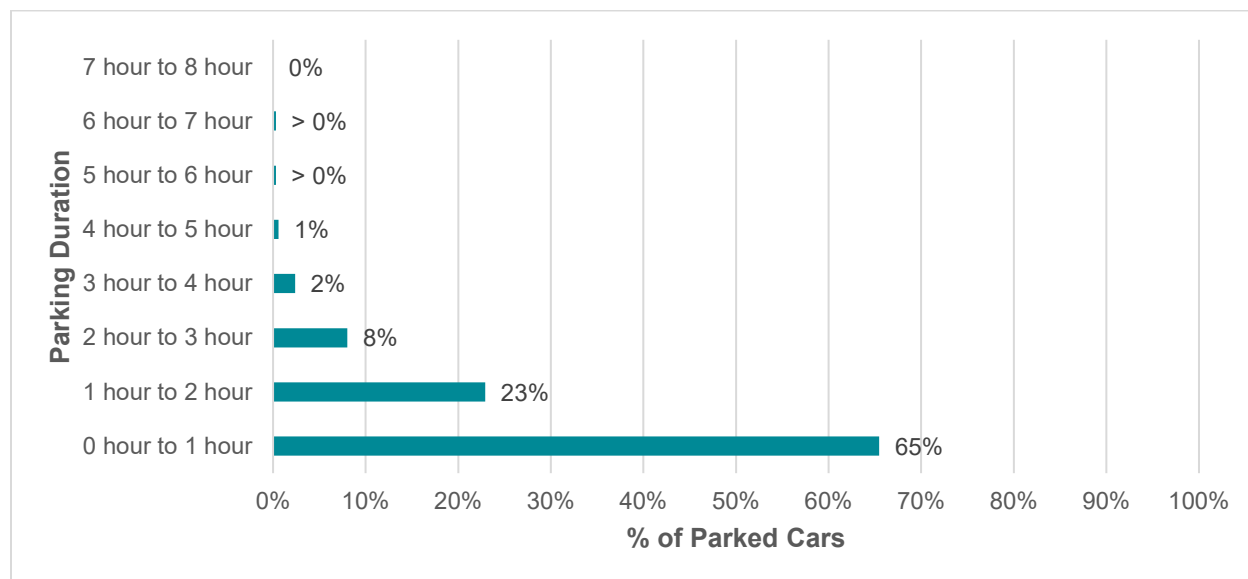


Figure 11 shows the parking duration along Metcalfe Street. The chart shows that most people are utilizing the parking spaces for short-term stays, with 0-1 hour being the most common duration, followed by 1-2 hours and 2-3 hours. During the study period, 96% of the parked vehicles obeyed the 3-hour parking limit along Metcalfe Street. This behaviour is expected as patrons are likely using the spaces to quickly stop to pick something up at various stores. It can be predicted that people who work along Metcalfe Street parked their vehicles for longer than 3 hours.

**Figure 11: Weekday Parking Duration Along Metcalfe Street**



## 4.0 Downtown Elora Weekend

### 4.1 Survey Methodology

The weekend survey took place on Saturday, September 9, 2023. This survey followed the same method as the weekday downtown survey as described in Section 2.1. The following section examines the utilization rates of all on-street and off-street parking locations within Downtown Elora as seen in Figure 1 and the parking duration along Metcalfe Street.

### 4.2 Results

Table 5 shows the parking supply counted in the Saturday, September 9, 2023, survey. The supply saw no change since the Thursday, September 14, 2023, survey as seen in Section 2.0 and the counting method stayed consistent.

**Table 5: Aggregate Parking Supply in Downtown Elora**

Location	Supply
On-Street Parking Spaces	324 <sup>1</sup>
Off-Street Parking Spaces	76
On-Street Accessible Parking Spaces	7
Off-street Accessible Parking Spaces	3

1. One (1) parking space is lost on Metcalfe Street due to construction on East Mill Street



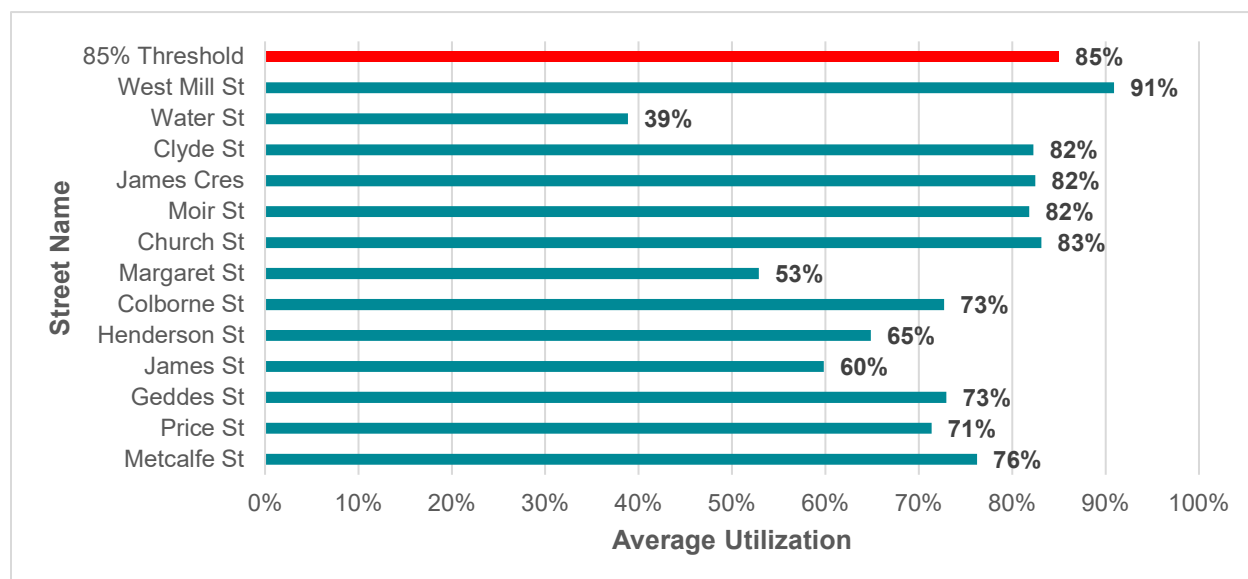
#### 4.2.1 On-Street Parking

The weekend data collected for on-street parking for all streets in Downtown Elora is summarized in Figure 12 representing the average utilization over the entire 9 a.m. – 7 p.m. period. As shown, majority of on-street parking downtown exceeded or were close to the 85% parking threshold, indicating that parking spaces were highly utilized on a typical weekend. Water Street had the lowest average utilization of 39% due to its distant location relative to the Downtown Core and West Mill Street has the highest average utilization of 91%. Several other streets had an average utilization greater than 70%, demonstrating that parking demand was high on a typical weekend. This data indicates that parking demand is close to or overcapacity.

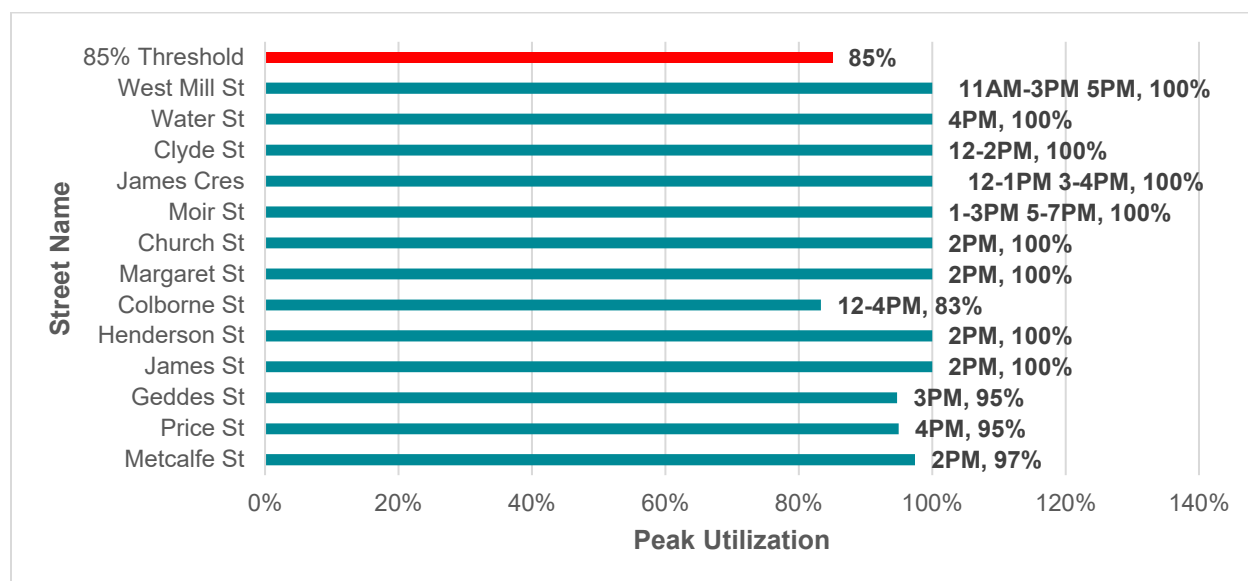
Figure 13 illustrates the peak utilization for each street surveyed. As shown, most of the streets reached a peak utilization of 100%. Colbourne Street had the lowest peak utilization of 83%, which is still very close to the parking threshold. Peak utilization occurred after 12 p.m. for most streets, therefore it would be difficult to find on-street parking downtown for most of the day.

Figure 14 displays the aggregate utilization of all on-street parking in Downtown Elora. The average started relatively low at 9 a.m. and gradually increased throughout the day. On-street parking utilization was highest from 1 p.m. – 3 p.m. ranging from 92% - 96%. After 3 p.m., utilization decreased, but it was still high at the end of the day with 60% at 7 p.m. This data suggests that it would be very difficult to find parking in Downtown Elora past 1 p.m. Residents and visitors will need to find parking in the early morning to run errands or explore the town. On a typical weekend, on-street parking is overcapacity during the peak hours.

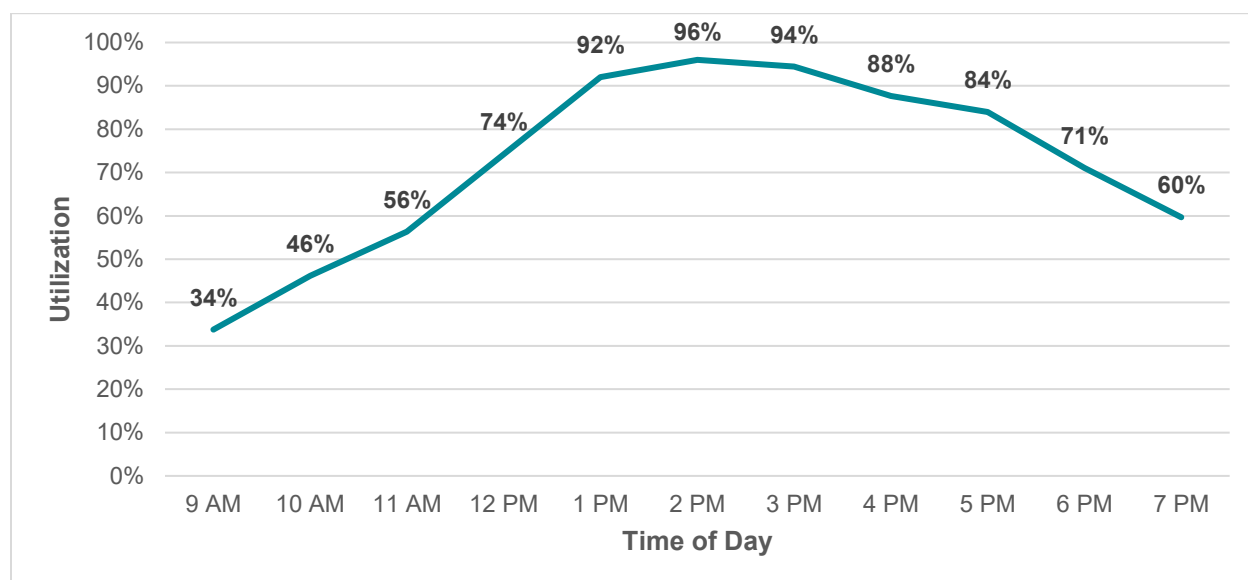
**Figure 12: Weekend Average Utilization By Street for On-Street Parking Downtown Elora**



**Figure 13: Weekend Peak Utilization by Street for On-Street Parking Downtown Elora**



**Figure 14: Weekend Utilization of On-Street Parking In Downtown Elora In Aggregate**



#### 4.2.2 Off-Street Parking

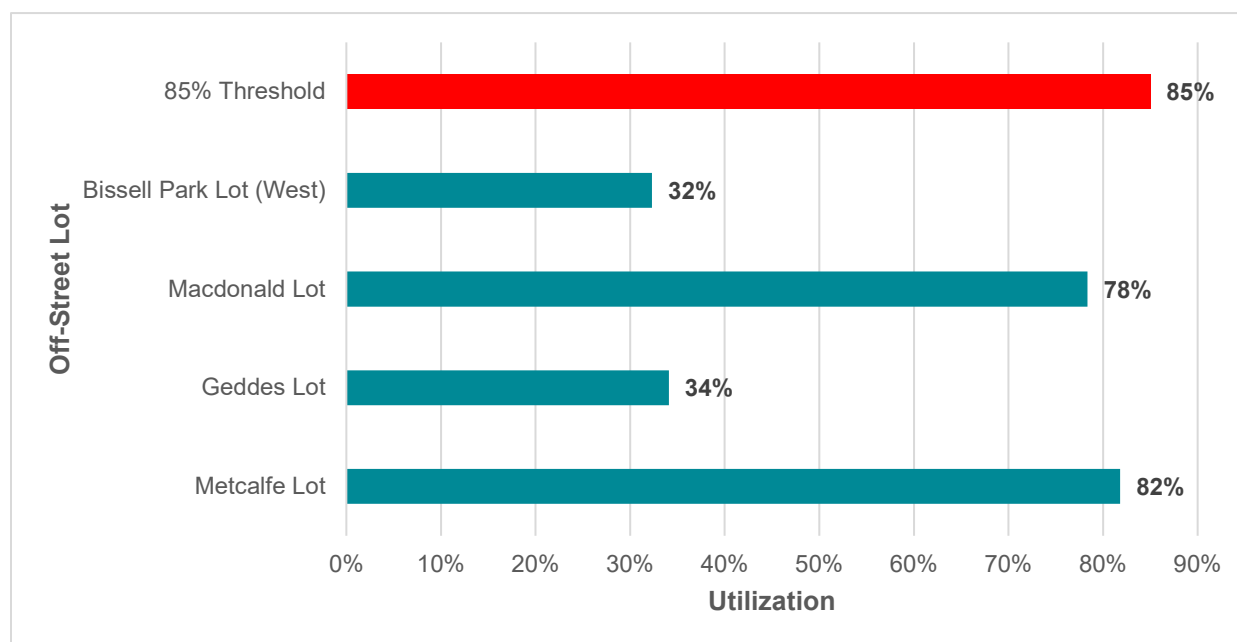
All the public parking lots located in Downtown Elora were also surveyed for utilization. Figure 15 shows the average weekend utilization for all the lots seen in Figure 1.

The two busiest lots on the weekend were MacDonald Lot and Metcalfe Lot with average utilizations of 78% and 82%, respectively. MacDonald Lot is the closest lot to the Downtown Core, thus the most accessible for residents and visitors that want to spend the weekend downtown. The Metcalfe Lot is very visible as one enters Downtown Elora, so it had high utilization even though it is not as close to downtown as the MacDonald Lot. The Bissell Park Lot and Geddes Lot have significantly lower average utilizations than the MacDonald and Metcalfe Lots. This is most likely due to the construction along East Mill Street, preventing easy access to these lots.

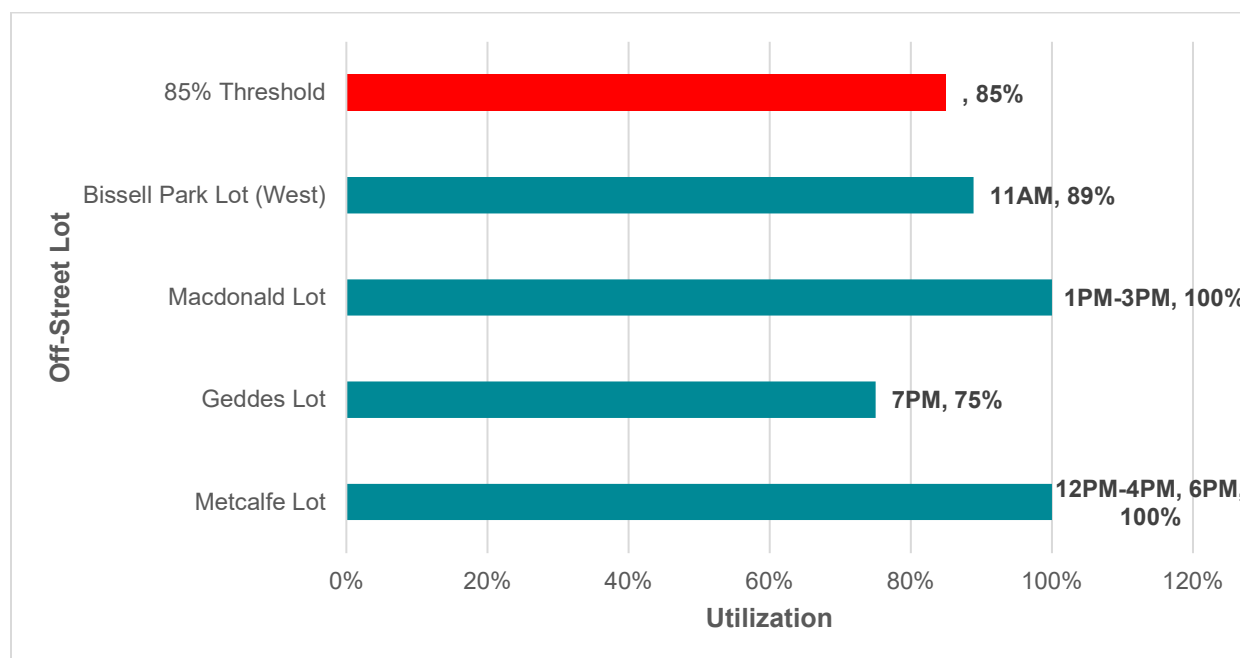
Figure 16 shows the weekend peak utilization in all the off-street lots located downtown. All lots had high peak utilizations exceeding or almost reaching the 85% parking threshold. The MacDonald Lot and Metcalfe Lot reached peak utilizations of 100%, confirming that these two lots are the busiest and most in demand lots. The Bissell Park Lot and Geddes Lot also had high peak utilizations of 89% and 75%, respectively. Peak utilizations on a typical weekend occurred during the midday hours, indicating that it is difficult to find parking after the morning hours.

Figure 17 displays the utilization throughout the day of all off-street parking lots in aggregate. This chart shows that the utilization was consistent, ranging from 63 % - 79% from 11 a.m. – 7 p.m. Peak utilization of off-street parking occurred at 3 p.m. and 6 p.m. Although the overall utilization does not exceed the 85% parking threshold, it almost reaches the threshold and is still relatively high. This suggests that after 11 a.m., off-street parking is in high demand and will be difficult for drivers to find parking for most of the day.

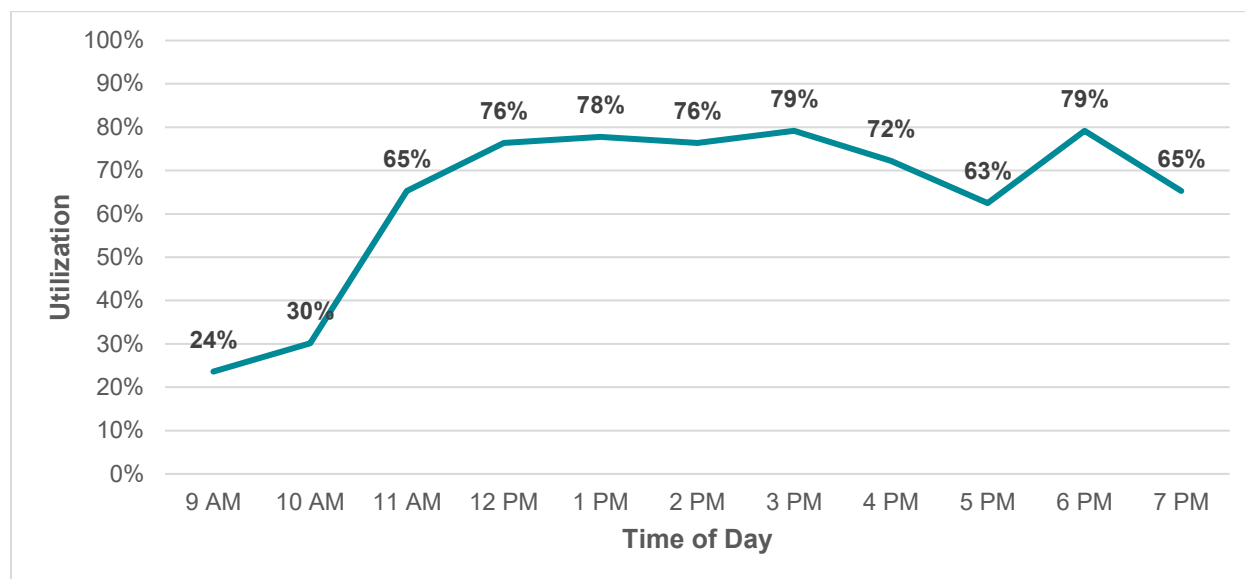
**Figure 15: Weekend Average Utilization of Off-Street Parking Lots in Downtown Elora**



**Figure 16: Weekend Peak Utilization of Off-Street Parking Lots in Downtown Elora**



**Figure 17: Weekend Utilization of Off-Street Parking In Downtown Elora in Aggregate**



### 4.2.3 Accessible Parking

The accessible parking supply remains consistent as the September 14, 2023, survey, as shown in Table 3.

Table 6 summarizes the average utilization of accessible parking spaces in Downtown Elora. Red spaces indicate 100% utilization, yellow spaces indicate 50% utilization, and blank spaces indicate 0% utilization during the given hour. As shown in the table, most accessible parking spaces were not highly utilized. Bissell Park Lot, Geddes Street, James Street, and West Mill Street reach 100% utilization. From the data, accessible spaces were mostly occupied during midday and afternoon hours.

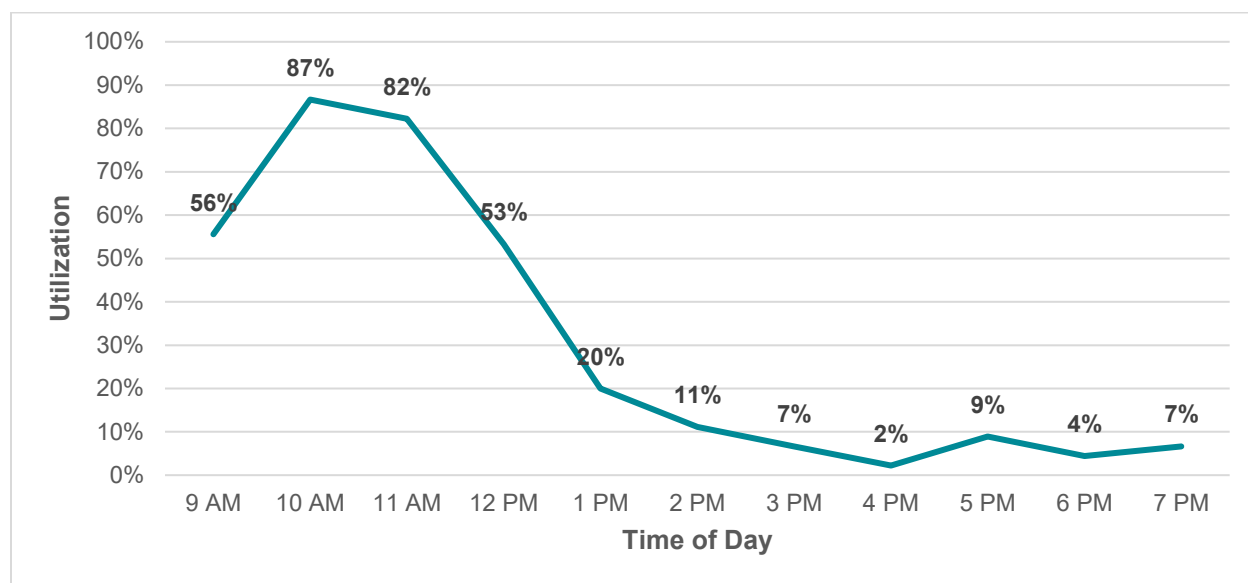
**Table 6: Weekend Utilization of Accessible Parking in Downtown Elora**

	9 a.m.	10 a.m.	11 a.m.	12 p.m.	1 p.m.	2 p.m.	3 p.m.	4 p.m.	5 p.m.	6 p.m.	7 p.m.
<b>MacDonald Lot (2)</b>						50%	50%	50%			
<b>Bissell Park Lot (1)</b>			100%								
<b>Geddes St (1)</b>					100%	100%	100%	100%	100%		
<b>James St (1)</b>						100%		100%	100%	100%	100%
<b>James Cres (2)</b>							50%				
<b>West Mill St (1)</b>						100%	100%				
<b>Clyde St (2)</b>					50%	50%	50%	50%			

#### 4.2.4 Unmarked Bissell Park Lot (East)

The unmarked Bissell Park Lot is near Bissell Park and the Grand River for sightseers. This parking lot was estimated to have a supply of 45 parking spaces. Figure 18 demonstrates the utilization of this lot during the study area on a typical weekend. Utilization peaked at 87% at 10 a.m. and gradually decreased throughout the day. This lot is relatively empty past 3 p.m. On the weekend, sightseers would come to visit the park in the morning and midday hours, then this lot was underutilized for the rest of the day. There is capacity in this lot to relieve stress from the busier on-street and off-street parking facilities. As the peak weekend hours start during the midday hours, the unmarked Bissell Park Lot can absorb additional demand. Figure 19 is an image of the unmarked Bissell Park Lot at 10 a.m. on a typical weekday. As shown, this lot has the capability to supply a lot of parking for drivers.

**Figure 18: Weekend Utilization of Unmarked Bissell Park Lot in Aggregate**



**Figure 19: Weekday Peak Utilization of The Unmarked Bissell Park Lot**



## 5.0 Metcalfe Street Weekend Survey

### 5.1 Survey Methodology

On Saturday, September 9, 2023, a parking duration survey was conducted along Metcalfe Street in Downtown Elora. Like the weekday survey, drone video footage was taken every hour, allowing for the determination of the parking utilization and duration. The following section analyzes the utilization and parking durations data collected.

### 5.2 Results

The parking supply on Metcalfe Street saw no change from the weekday survey. Due to the East Mill Street construction, there were 78 parking spaces along Metcalfe Street.

Overall utilization along Metcalfe Street is displayed in Figure 20. As shown, weekend utilization was low in the morning and gradually increased, peaking at 97% at 2 p.m. It remained consistent until 5 p.m., then decreased to 63% at 7 p.m. From 12 p.m. – 5 p.m., average utilization ranged from 86% - 97%, which exceeds the 85% parking threshold. The data indicates that after 12 p.m., on-street parking along Metcalfe Street is overcapacity, and drivers will begin to have difficulties finding parking.

**Figure 20: Weekend Utilization Along Metcalfe Street**

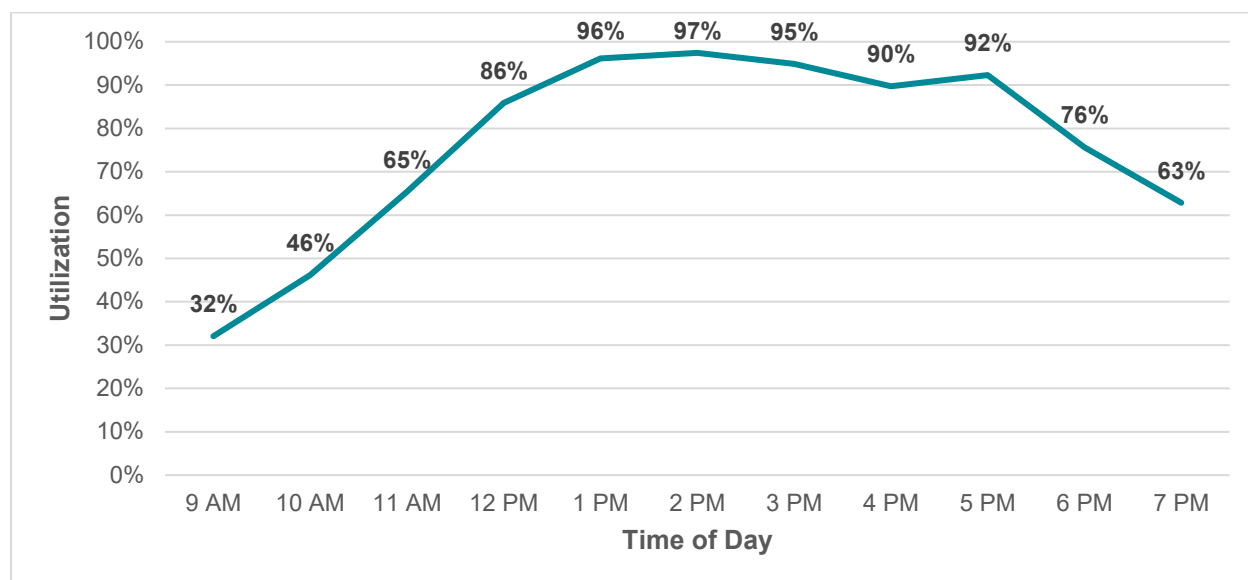
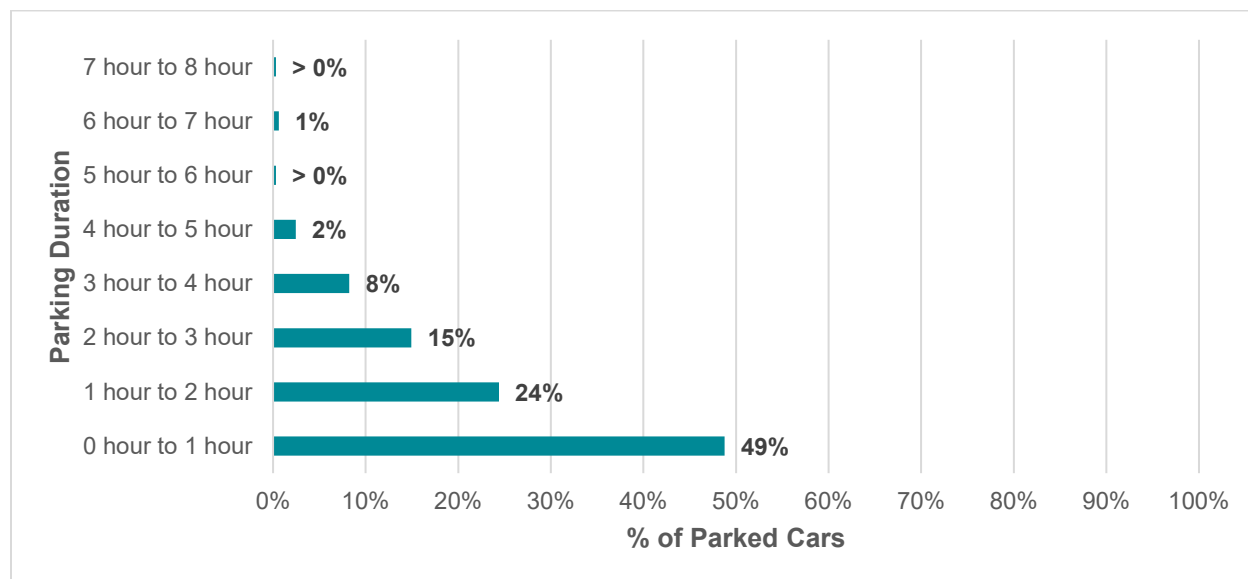


Figure 21 shows that along Metcalfe Street a majority of parkers dwell for less than 1 hour. On a typical weekend, 88% of parkers obeyed the 3-hour parking limit on Metcalfe Street. It can be said that on the weekend, the parking spaces are most used for short-term parking and quick stops. Parkers that dwell beyond 4 hours are most likely people who work in the offices and retail stores along Metcalfe Street.



**Figure 21: Weekend Parking Duration Along Metcalfe Street**



## **6.0 Downtown Elora During Riverfest**

### **6.1 Survey Methodology**

This survey took place on Saturday August 19, 2023, from 10 a.m. – 3 p.m. encapsulating the morning and midday hours before and at the start of the Elora Riverfest, which took place after 1:30 p.m. Utilization data was collected once every hour, on the hour, from all locations shown in Figure 1. The drone video footage captured the same area as the weekday and weekend surveys. The following section analyzes utilization for all the on-street and off-street parking in Downtown Elora.

### **6.2 Results**

Table 7 shows the aggregate parking supply surveyed. The on-street parking supply increased as the one parking spot on Metcalfe Street, originally occupied by the East Mill Street construction, was available during Riverfest. In addition, the off-street parking supply decreased as the Bissell Park Lot was closed for the festival preparations during the study period. The parking supply was counted in the same manner as previous surveys being counted based on painted stalls if applicable and for on-street locations with no painted stalls, approximately 7 m long and 2.5 m wide per vehicle was allocated.

**Table 7: Aggregate Parking Supply Surveyed During the Elora Riverfest**

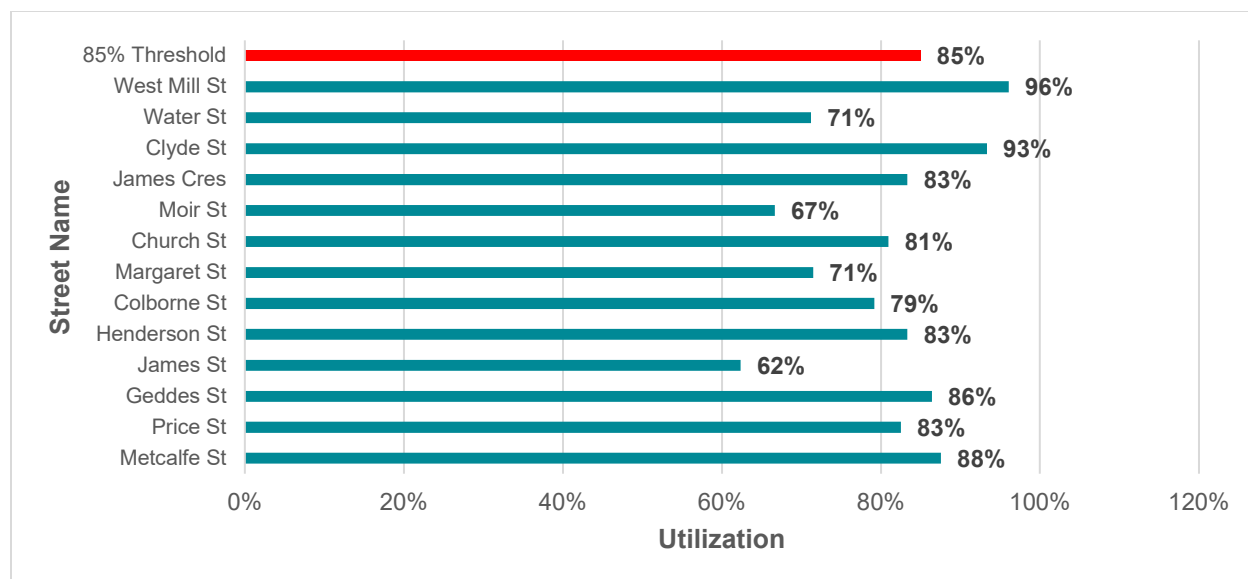
Location	Supply
On-Street Parking Spaces	325
Off-Street Parking Spaces	67
On-Street Accessible Parking Spaces	7
Off-street Accessible Parking Spaces	3

### 6.2.1 On-Street Parking

The weekend Riverfest data collected for on-street parking for all streets in Downtown Elora is summarized in Figure 22 representing the average utilization over the entire 10 a.m. – 3 p.m. period. Average utilization for the on-street parking locations was high as many exceeded or were close to the 85% parking threshold. West Mill Street had the highest average utilization of 96% and James Street had the lowest of 62%. Drivers would have difficulty finding parking during Riverfest.

Figure 23 displays the peak utilization for the on-street parking during Riverfest. All streets except for Colbourne Street and James Street reached peak utilizations of 100%. However, Colbourne Street and James Street still had high peak utilizations of 92% and 97%, respectively. Geddes Street was overcapacity with a utilization of 108%. Peak utilization occurred past 12 p.m. during Riverfest as patrons would arrive before the 1:30 p.m. opening of the festival. On-street parking is already overcapacity on a typical weekend, but the Riverfest festival added more stress to the parking supply in the Downtown Core, creating issues for those not attending Riverfest.

**Figure 22: Riverfest Average Utilization of On-Street Parking in Downtown Elora During**



**Figure 23: Riverfest Peak Utilization of On-Street Parking in Downtown Elora**

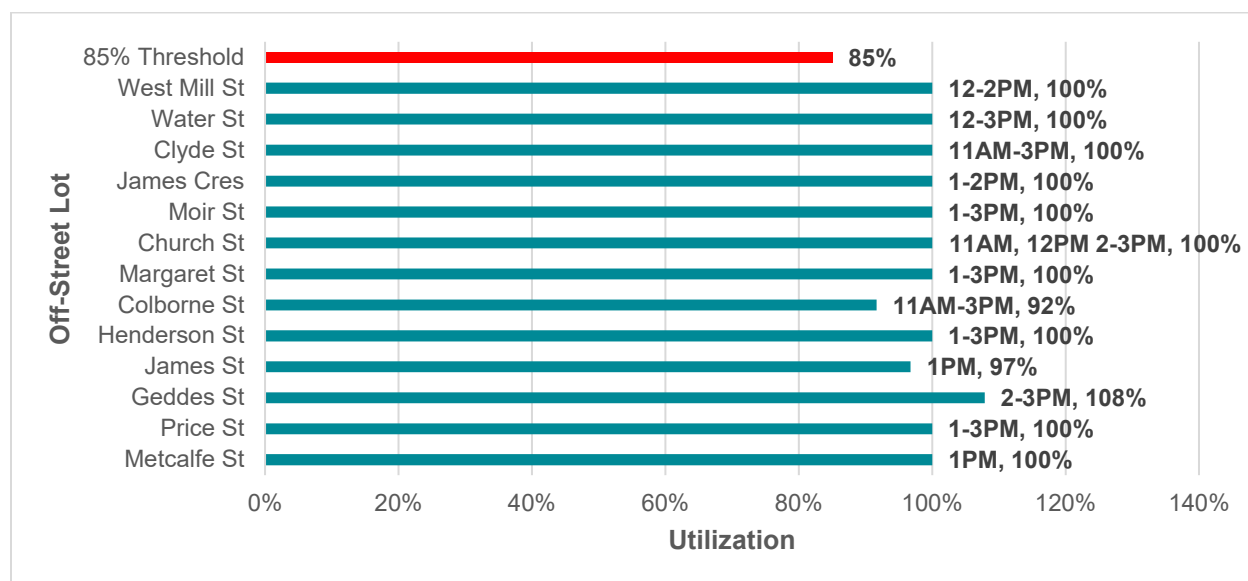
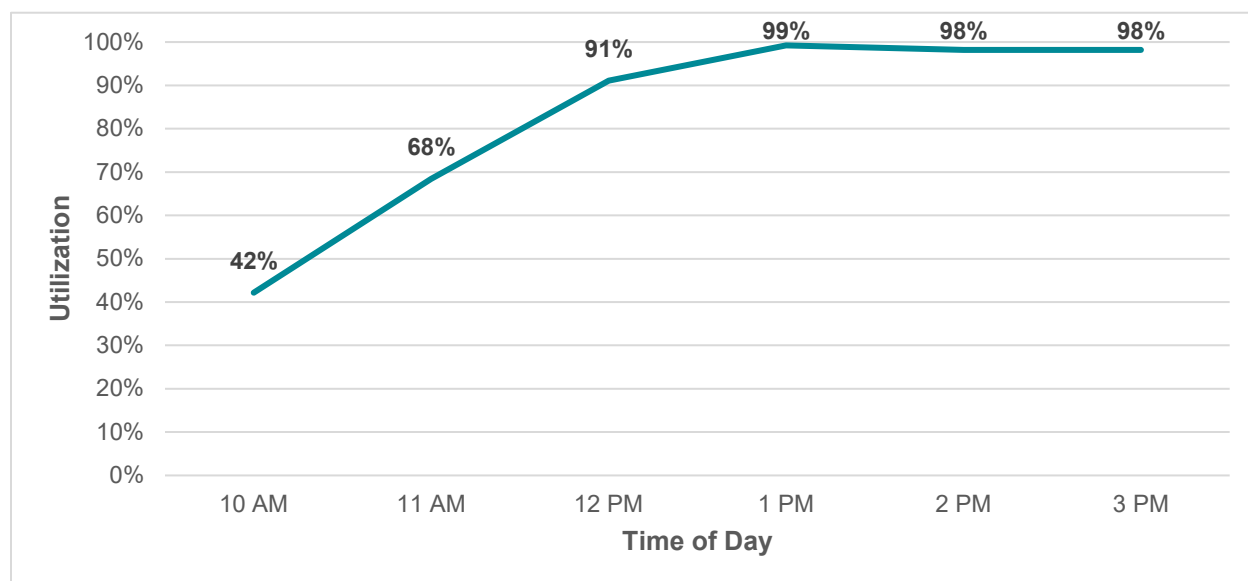


Figure 24 shows the overall utilization of the on-street parking locations in aggregate. Peak utilization of 99% is reached at 1 p.m. and remains consistent until the end of data collection. From 12 p.m. – 3 p.m., utilization ranged from 91% - 99%, indicating that parking demand was overcapacity. After 12 p.m., there was very limited parking available for drivers causing them to circulate the downtown area until they saw an empty parking space. When a festival occurs on an already busy weekend in Elora, it would be almost impossible to find on-street parking in the Downtown Core.

**Figure 24: Riverfest Utilization of On-Street Parking in Downtown Elora in Aggregate**



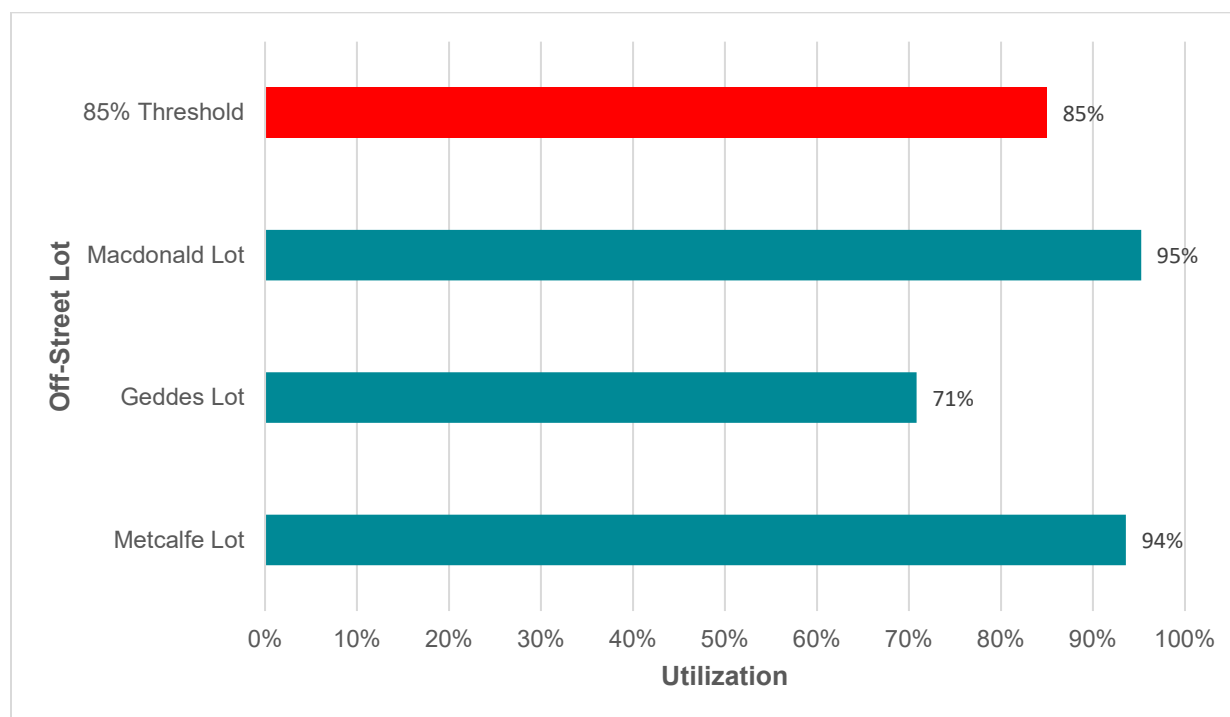
## 6.2.2 Off-Street Parking

All the public parking lots located in Downtown Elora were also surveyed for utilization. Figure 25 shows the average weekend utilization for all the lots seen in Figure 1.

The two busiest lots during Riverfest were the MacDonald Lot and Metcalfe Lot with average utilizations of 95% and 94%, respectively. The MacDonald Lot is the closest lot to the Downtown Core and the Metcalfe Lot is the first visible lot as one enters Downtown Elora. As Riverfest attracted a lot of visitors from outside of the Town, there would have been an influx of new drivers entering the area, thus parking in the first municipal lot they see. In addition, the Geddes Lot had a high average utilization of 71% compared to the typical weekend. The 85% parking threshold was exceeded or almost met, indicating that the off-street parking locations were overcapacity during Riverfest.

Figure 26 shows the weekend peak utilization in all the off-street lots located downtown. All lots had high peak utilizations of 100%, exceeding the 85% parking threshold. Peak utilizations during Riverfest occurred during the midday and afternoon hours, indicating that it was difficult to find parking once Riverfest had started.

**Figure 25: Average Utilization of Off-Street Parking Lots in Downtown Elora Riverfest**



**Figure 26: Peak Utilization of Off-Street Parking Lots in Downtown Elora Riverfest**

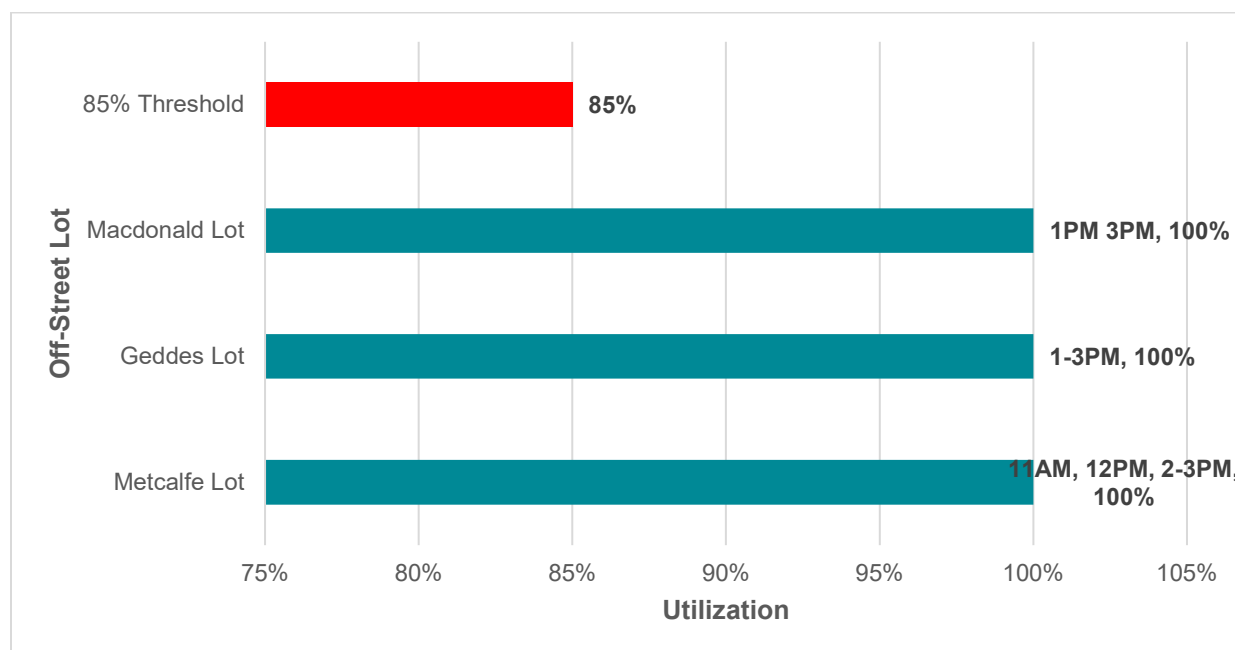
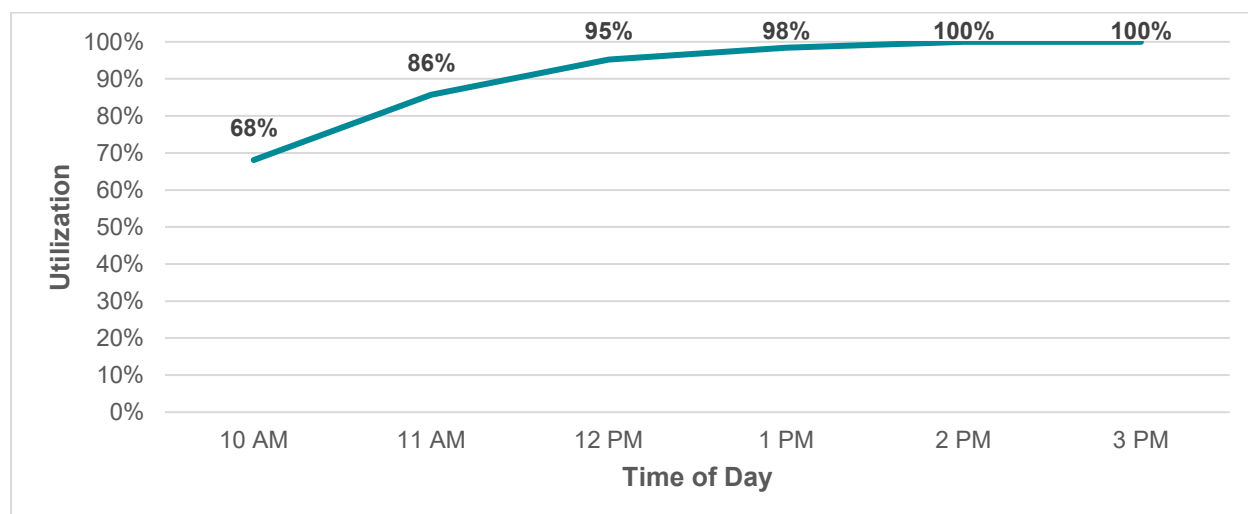


Figure 27 shows the aggregate utilization of all the off-street lots. As shown, utilization ranged from 86% - 100% from 11 a.m. – 3 p.m., which was above the 85% parking threshold. The aggregate peaked at 100% at 2 p.m. and 3 p.m. Even at 10 a.m., utilization was high at 68%. This was significantly higher than in previous studies indicating that the draw of people to Riverfest had an impact on parking demand and utilization. Parking demand reached high levels during Riverfest, indicating that there was not enough supply during this event. It would be almost impossible to find off-street parking in the Downtown Core if residents came downtown to run errands or visitors came to shop during Riverfest.

**Figure 27: Riverfest Aggregate Utilization of Off-Street Parking in Downtown Elora**



### 6.2.3 Accessible Parking

The accessible parking supply remained consistent as both the weekday and weekend surveys, as shown in Table 3.

Table 8 summarizes the average utilization of accessible parking spaces in Downtown Elora during Riverfest. Red spaces indicate 100% utilization, yellow spaces indicate 50% utilization, and blank spaces indicate 0% utilization during the given hour. As shown in the table, most accessible parking spaces were highly utilized during the afternoon. MacDonald Lot, Geddes Street, James Street, James Crescent, and West Mill Street reach 100% utilization. Unlike the typical weekday and weekend survey results, during Riverfest, accessible spaces were highly utilized throughout the day.

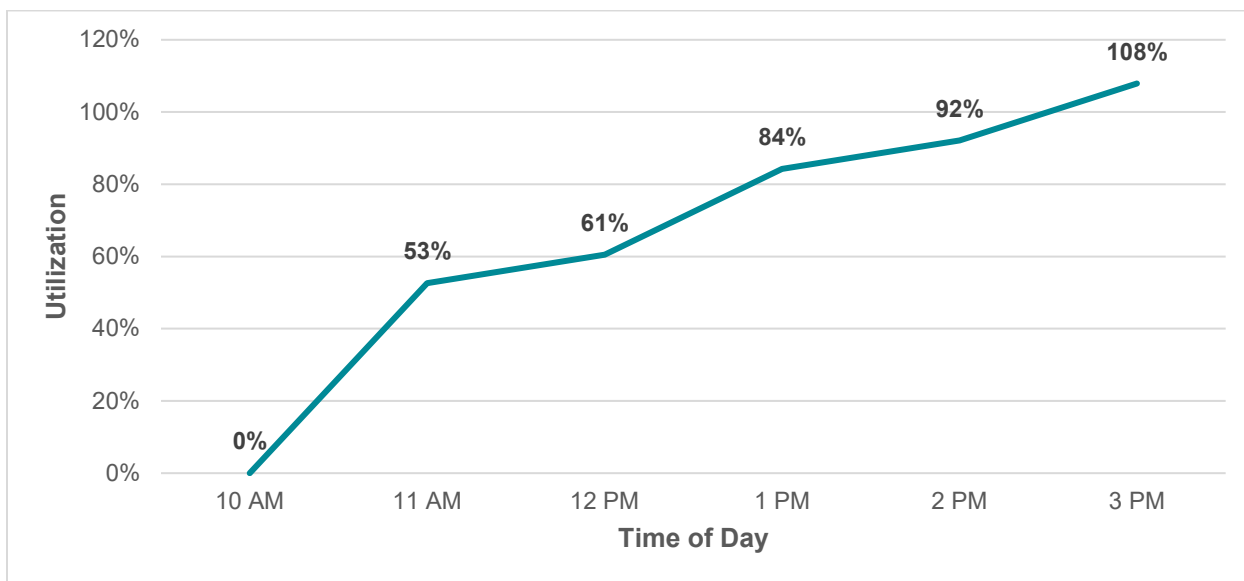
**Table 8: Riverfest Utilization of Accessible Parking in Downtown Elora**

	10 a.m.	11 a.m.	12 p.m.	1 p.m.	2 p.m.	3 p.m.
MacDonald Lot (2)	50%			100%	50%	100%
Geddes St (1)					100%	100%
James St (1)		100%	100%	100%	100%	100%
James Cres (2)				50%	50%	100%
West Mill St (1)				100%	100%	100%
Clyde St (2)				50%	50%	50%

### 6.2.4 Unmarked Bissell Park Lot (East)

Figure 28 demonstrates the utilization of this lot during the study period during Riverfest. Utilization started at 0% and gradually increased throughout the study period. It peaked at 91% at 3 p.m. As people arrived at the festival site, parking in this lot increased. During Riverfest, this lot already relieved stress from the busier on-street and off-street parking locations and reached overcapacity levels during the peak hours. Figure 29 is an image of the unmarked Bissell Park Lot at 3 p.m. during Riverfest. As shown, the lot is busier during the peak hour.

**Figure 28: Riverfest Utilization of Unmarked Bissell Park Lot in Aggregate**



**Figure 29: Riverfest Peak Utilization of The Unmarked Bissell Park Lot**





### **6.3 Comparison to a Typical Weekend**

The data collection indicated that during Riverfest, parking demand was higher than the typical weekend in the Downtown Core of Elora. The parking supply in Downtown Elora was burdened with the additional demand from Riverfest as parking utilization increased to 100% or more. Due to the low utilization of the unmarked Bissell Park Lot on a typical weekend, it has the capacity to absorb the additional demand. This was shown in the Riverfest analysis as this lot was highly utilized when there was no on-street and off-street parking available in the Downtown Core. The Riverfest survey showed that hosting festivals in Downtown Elora on the weekend made an already busy Elora, busier. The influx of visitors to the town would create an environment so overwhelming for residents or visitors not attending the festival.

## **7.0 Metcalfe Street Riverfest Survey**

### **7.1 Survey Methodology**

On Saturday August 19, 2023, a parking duration survey was conducted along Metcalfe Street in Downtown Elora. Like the other surveys, drone video footage was taken every hour, allowing for the determination of the parking utilization and duration. The following section analyzes the utilization and parking durations data collected.

### **7.2 Results**

The parking supply on Metcalfe Street saw a slight increase of one space as the space taken due to the East Mill Street construction was available during the 10 a.m. – 3 p.m. study period during Riverfest. There were 79 parking spaces along Metcalfe Street during this survey.

Overall utilization along Metcalfe Street is displayed in Figure 30. As shown, Riverfest utilization was high in the morning and gradually increased, peaking at 100% at 1 p.m. From 11 a.m. – 3 p.m., average utilization ranged from 84% - 100%, which exceeded the 85% parking threshold. Metcalfe Street was overcapacity during the study period. Drivers would have difficulties finding parking throughout the day during Riverfest.

**Figure 30: Riverfest Utilization Along Metcalfe Street**

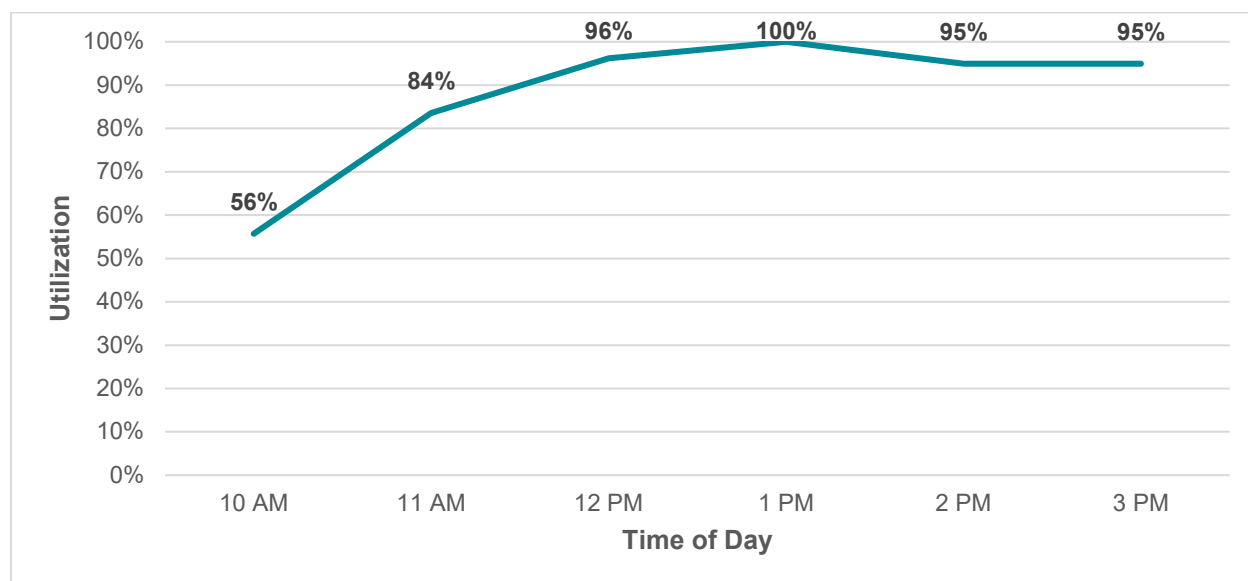
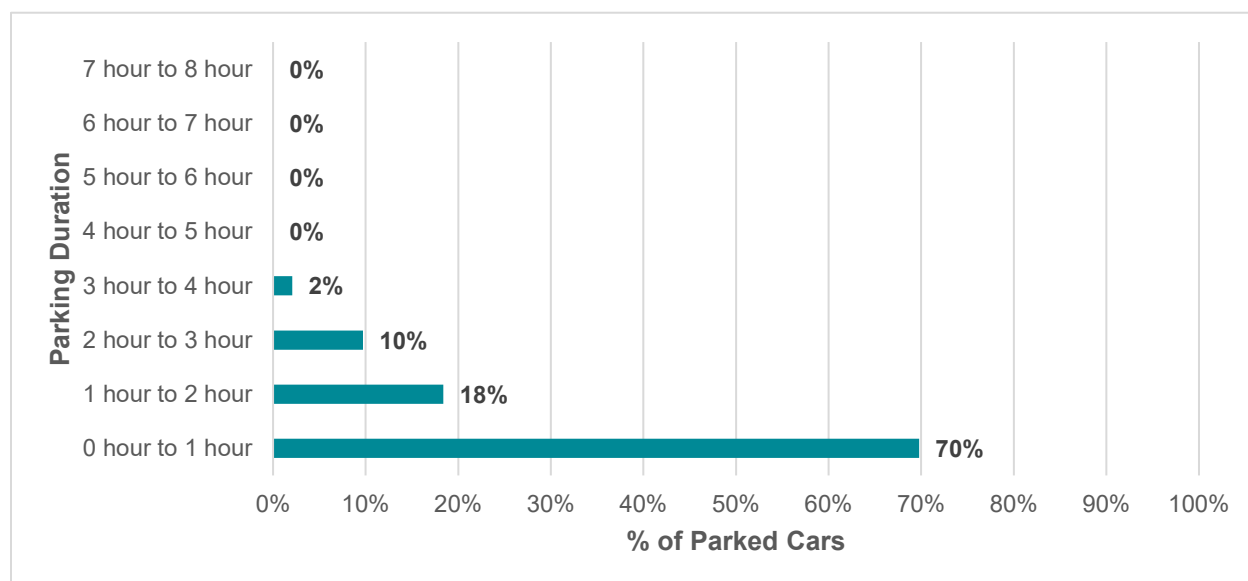


Figure 31 shows that along Metcalfe Street, the majority of parkers dwell for less than 1 hour. During Riverfest, 98% of parkers obey the 3-hour parking limit on Metcalfe Street. This indicates that most parkers were using the parking space for short-term parking to access the retail and restaurants along Metcalfe Street. There were no vehicles parked for more than 4 hours during Riverfest. It is possible that due to the parking restrictions, those attending Riverfest did not park along Metcalfe Street. This allowed residents and other visitors not attending the festival to use the on-street parking along Metcalfe Street.

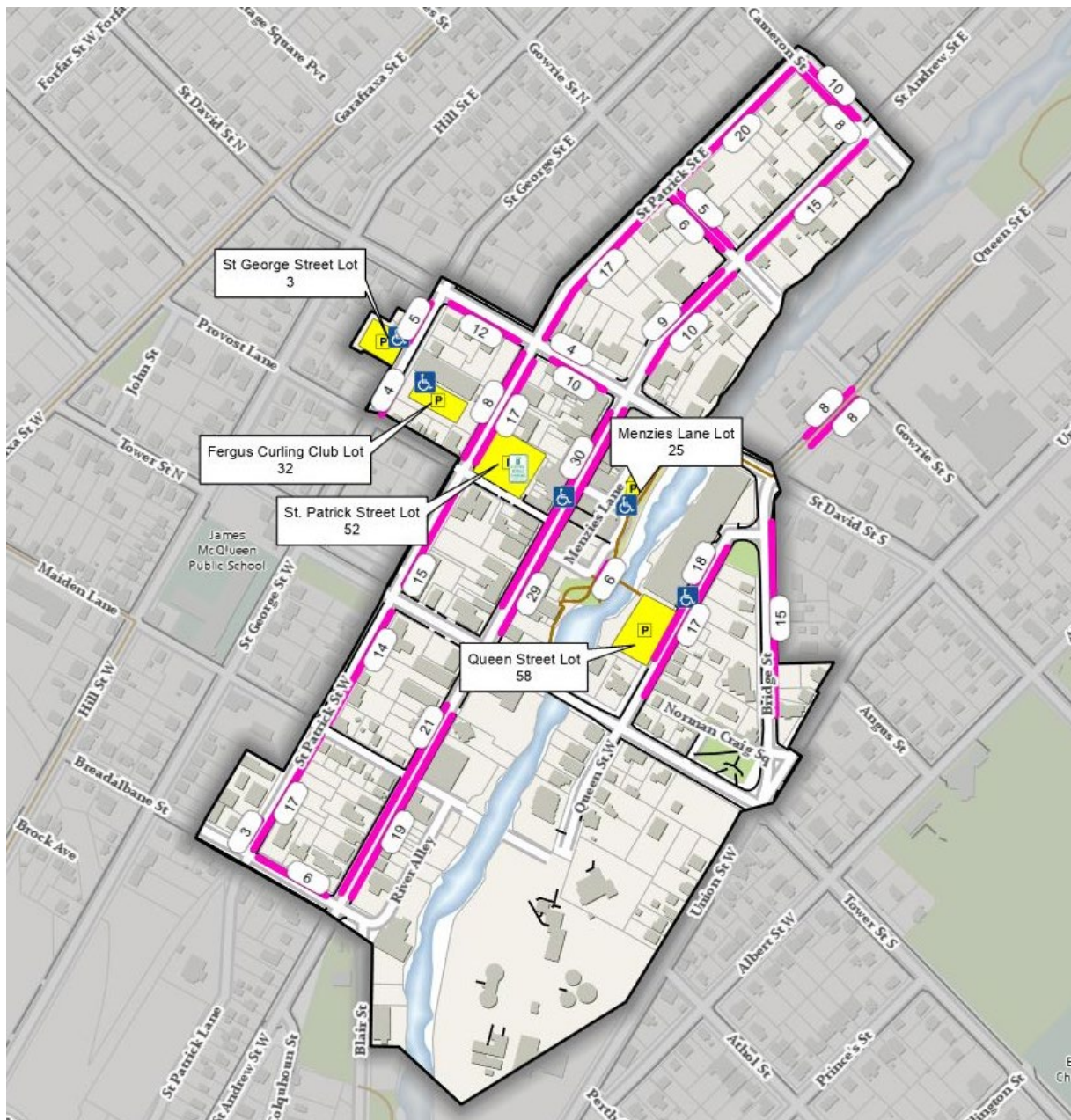
**Figure 31: Riverfest Parking Duration Along Metcalfe Street**



## 8.0 Downtown Fergus Weekday

The area covered in the Downtown Fergus survey can be seen in Figure 32. All streets highlighted as having on street parking, as well as the highlighted parking lots were included.

**Figure 32: Downtown Fergus Surveyed Areas**



## 8.1 Survey Methodology

All locations depicted in Figure 32 were surveyed for utilization. On-street and off-street parking were surveyed for parking utilization on Wednesday September 27, 2023. The following municipal off-street parking lots were surveyed:

- 155 St. George Street West (hereafter referred to as St Geroge Street Lot).
- 150 St. Geroge Street West (hereafter referred to as Fergus Curling Club Lot).
- 160 St. Patrick Street West (hereafter referred to as St Patrick Street Lot).
- Menzies Lanes west of St. David Street South (hereafter referred to as Menzies Lane Lot).
- 174 Queen Street West (hereafter referred to as Queen Street Lot).

On-street utilization was counted on both sides of the street unless one was marked with no-parking signage. For on-street parking with no painted lines, the supply of stalls was estimated using approximately 7 m long and 2.5 m wide dimensions per stall.

Parking durations were determined using a turnover analysis along St. Andrew Street from Breadalbane Street to Cameron Street. Because data collection took place once per hour, parking duration was estimated based on the known time the user could have been parked. For example, if a vehicle was seen at 2 p.m. and 3 p.m., but not at 4 p.m., it would be assumed that the parking duration was at least 60 minutes putting them in the one-hour to two-hour category. These estimates also allowed for the calculation of an average dwell time in the areas surveyed.

## 8.2 Results

Table 9 shows the aggregate supply for both on-street and off-street parking in Downtown Fergus. Off-street supply is a summation of the painted stalls in all lots surveyed, and on-street supply is the total of the estimated supply for all streets in the survey area. On-street supply was estimated by either counting the painted stalls or allocating 7 m per vehicle where there is no signage indicating no parking.

**Table 9: Aggregate Parking Supply in Downtown Fergus**

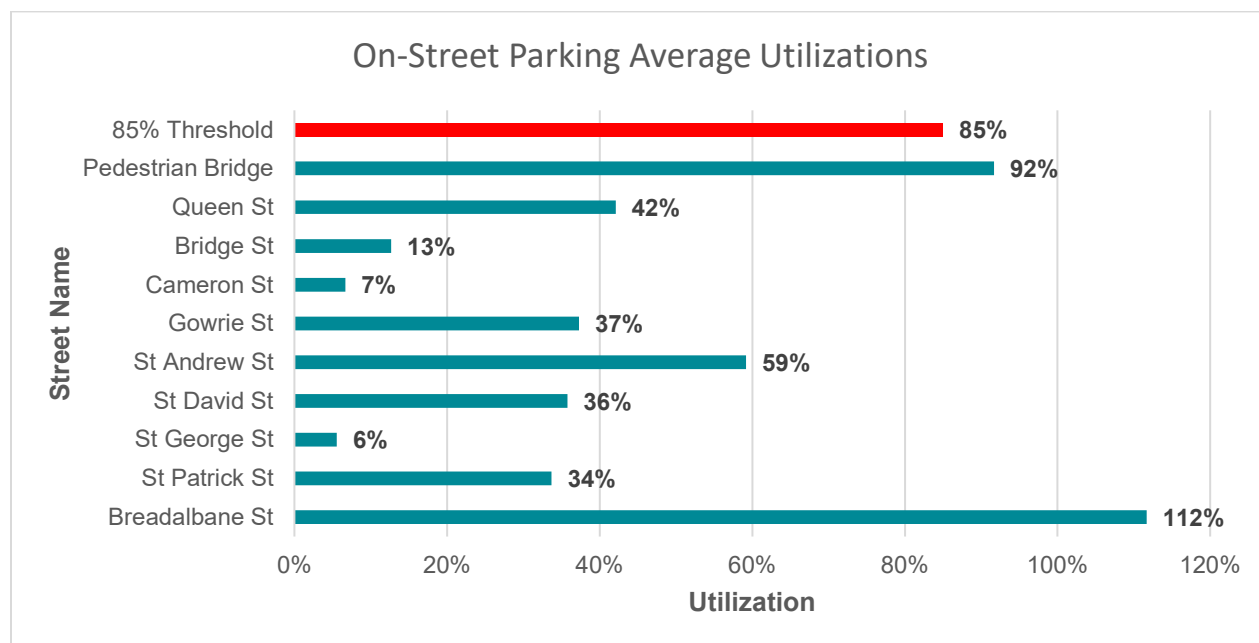
Location	Supply
<b>On-Street Parking Spaces</b>	392
<b>Off-Street Parking Spaces</b>	194
<b>On-Street Accessible Parking Spaces</b>	3
<b>Off-street Accessible Parking Spaces</b>	8

### 8.2.1 On-Street Parking

The weekday data collected for on-street parking for all streets in Downtown Fergus is summarized in Figure 33 representing the average utilization over the entire 10 a.m. – 7 p.m. period. The figure demonstrates that for much of the on-street parking in Downtown Fergus, the 85% parking threshold was not achieved. Many streets had the capacity to take in more parking demand. The Pedestrian Bridge Street and Breadalbane Street were the two streets exceeding the threshold with 92% and 112%, respectively. The Pedestrian Bridge Street is in the middle of the downtown area and close to the Grand River, providing easy access for those wanting to visit the Downtown Core. Also, there are only 6 parking spots, so utilization increases quickly. Average utilization on Breadalbane Street was most likely high due to the several residential buildings in the area. It is possible that drivers parked in front of residential driveways, increasing the utilization by over 100%. St. George Street had the lowest average utilization of 6% on a typical weekday.

Figure 34 charts the peak utilization for each street surveyed. As shown, the Pedestrian Bridge Street and Breadalbane Street reached peak utilizations of 100% and 167%, respectively. The remaining streets were significantly lower than the 85% parking threshold, thus had capacity to absorb more demand. Residents and visitors should not have issues finding on-street parking even in the peak hours when running errands or visiting the Downtown Core in Fergus.

**Figure 33: Weekday Average Utilization by Street for On-Street Parking Downtown Fergus**



**Figure 34: Weekday Peak Utilization by Street for On-Street Parking Downtown Fergus**

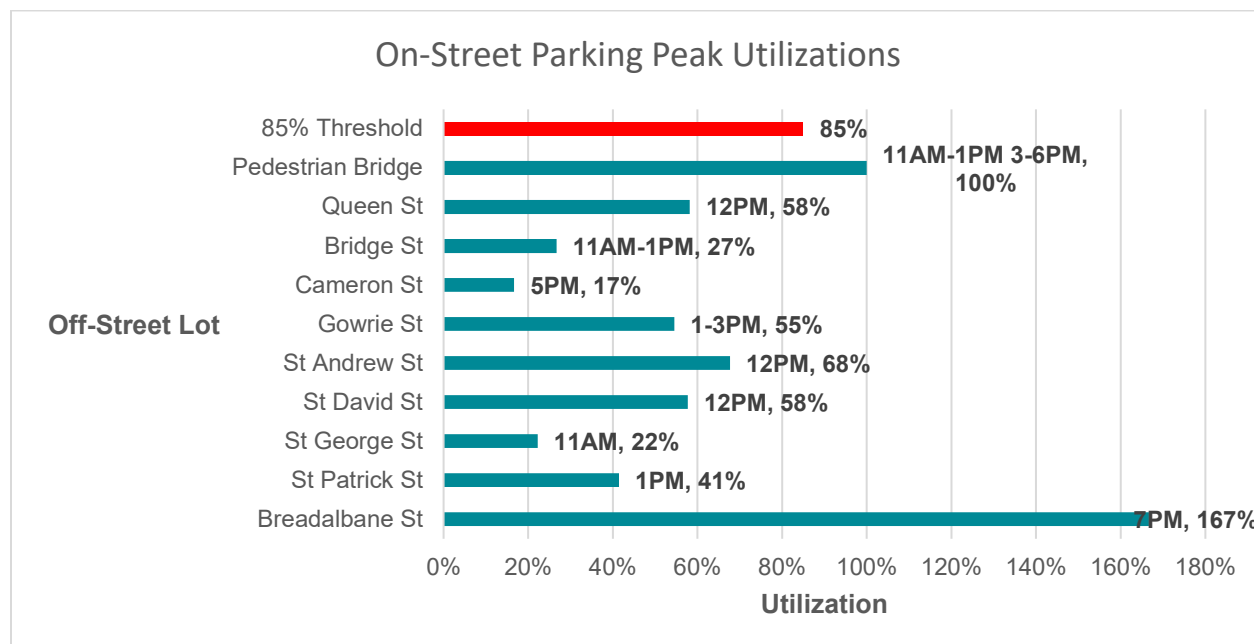
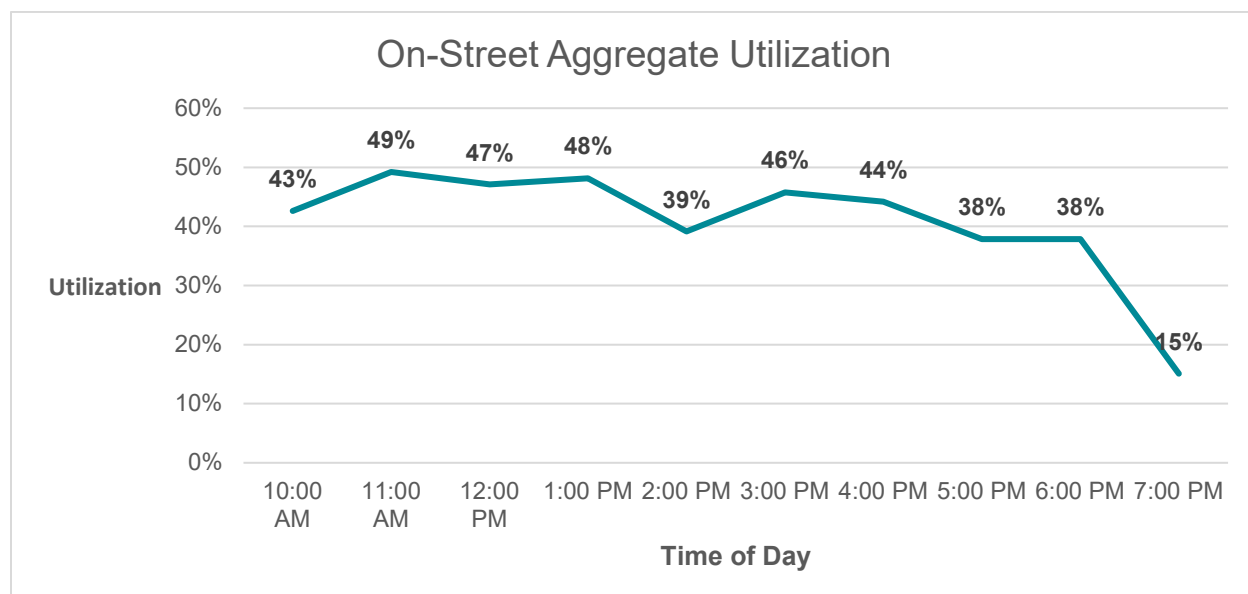


Figure 35 displays the aggregate utilization of all on-street parking in Downtown Fergus. The average was kept relatively low, within a range of 15% - 49%, because of the low utilization on the streets surveyed. The peak of 49% occurred at 11 a.m. and remained consistent throughout the day. There was very low fluctuation in parking utilization throughout the day in Downtown Fergus. This data suggests that drivers should not have any issues finding on-street parking in the Downtown Core at any time of the day.

**Figure 35: Weekday Utilization of On-Street Parking in Downtown Fergus in Aggregate**

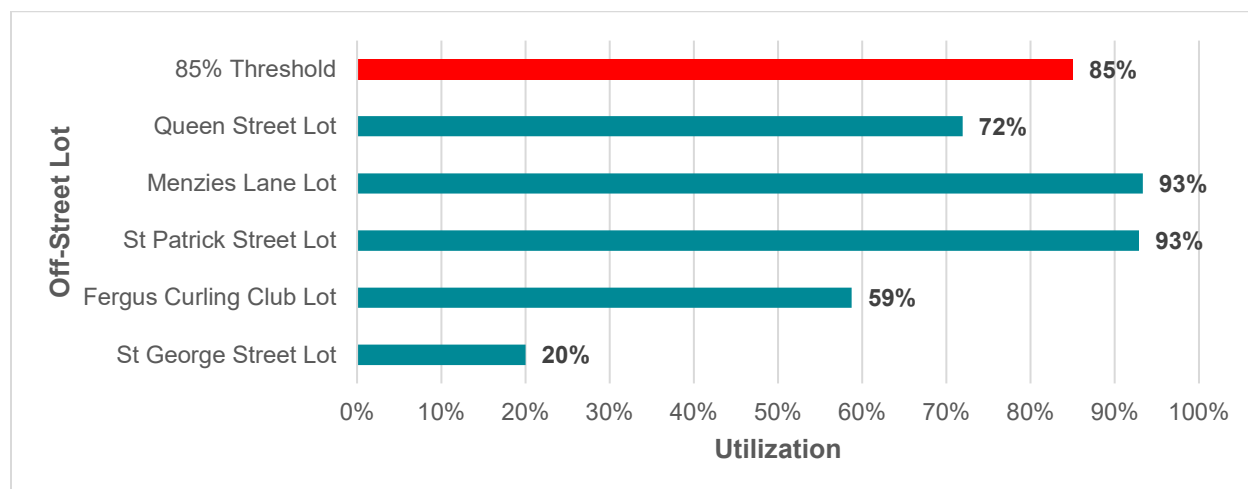


## 8.2.2 Off-Street Parking

Alongside the on-street parking, the off-street parking lots marked in Figure 32 were surveyed as well. Figure 36 displays the average weekday utilization for all the municipal lots and compared the average parking utilization to the 85% parking threshold. The Menzies Lane Lot and St Patrick Street Lot were the busiest lots due to their proximity to the Downtown Core, with average utilizations of 93%, exceeding the 85% parking threshold. However, there was parking available in the other municipal lots, so drivers should not have issues finding off-street parking in Downtown Fergus.

Figure 37 shows the peak utilization in each of the off-street parking lots. The Menzies Lane Lot and St Patrick Street Lots had the highest peak utilizations of 105% and 113%, respectively, exceeding capacity. The Queen Street Lot also had a high peak utilization of 96% due to its proximity to the Downtown Core. However, parking demand can be absorbed by the Fergus Curling Club and St George Street Lots, thus patrons should not have issues finding off-street parking during the peak hours in Downtown Fergus.

**Figure 36: Weekday Average Utilization by Street for Off-Street Parking Downtown Fergus**



**Figure 37: Weekday Peak Utilization by Street for Off-Street Parking Downtown Fergus**

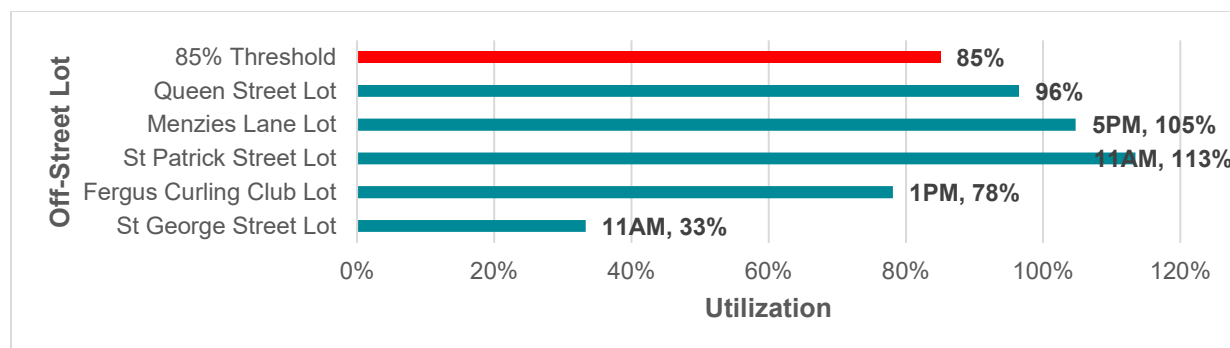
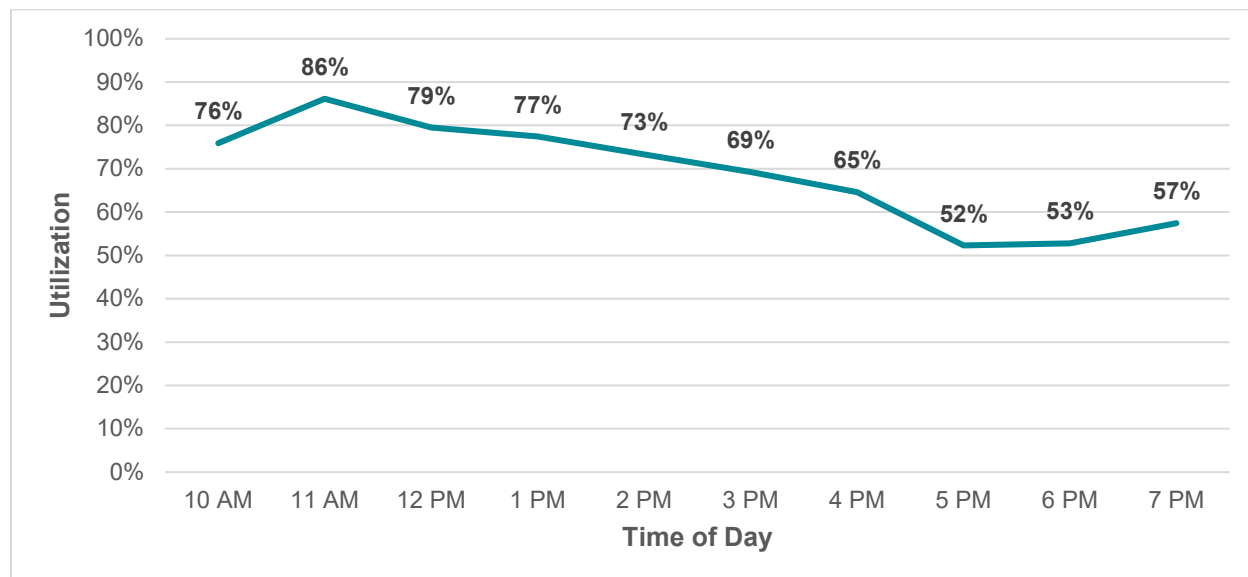




Figure 38 shows the utilization throughout the day of all the off-street lots in aggregate. Using this chart, the peak was reached midday at 11 a.m. reaching 86% utilization, which slightly exceeded the parking threshold. Then, utilization decreased throughout the day falling to a low of 52% at 5 p.m. Overall, drivers should not have issues finding off-street parking on a typical weekday at any time of day in Downtown Fergus.

**Figure 38: Weekday Utilization of Off-Street Parking in Downtown Fergus in Aggregate**



## 9.0 St. Andrew Street Weekday Survey

### 9.1 Survey Methodology

On Wednesday, September 27, 2023, a parking survey was conducted along St. Andrew Street in Downtown Fergus. This data collection was used to supplement the weekday parking utilization by focusing on parking duration by the hour of St. Andrew Street. Counts were taken every hour and were recorded by license plate, allowing for the determination of the parking utilization and duration. The following section analyzes the utilization and parking durations data collected.

### 9.2 Results

St. Andrew Street has 133 parking spaces. The supply was counted based on the parking stalls painted on the road, as St. Andrew Street only allows parking in those locations.

Figure 39 shows the parking utilization along St. Andrew Street. Utilization along St. Andrew Street remained consistent and ranged between 47% - 68% throughout the day. Peak utilization was achieved at 12 p.m. with 68%, which was below the 85% parking threshold. Overall, St. Andrew Street had low utilizations throughout the day, so drivers should not have issues finding parking at any time of the day on a typical weekday.

**Figure 39: Weekday Utilization Along St. Andrew Street**

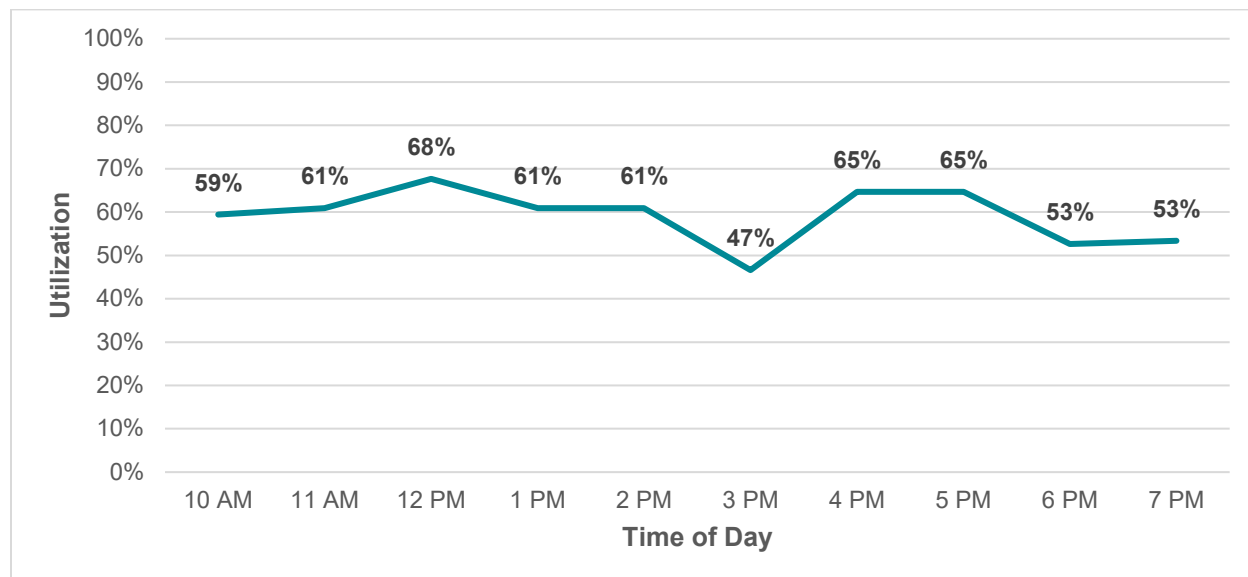
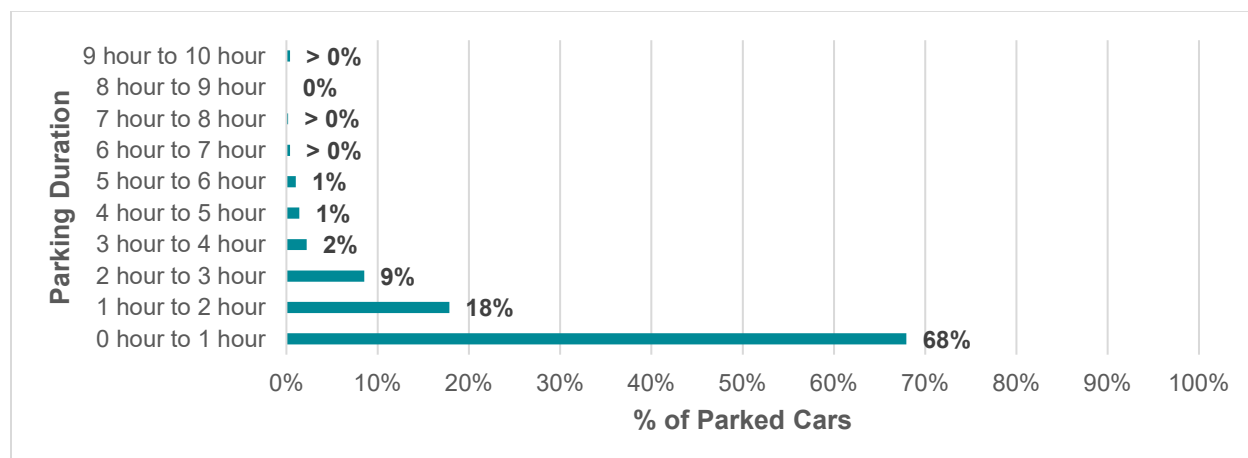


Figure 40 shows the parking duration along St. Andrew Street. The chart shows that most people were utilizing the parking spaces for short-term stays, with less than 1 hour being the most common duration, followed by 1-2 hours and 2-3 hours. This represents 95% of all vehicles parked for less than 3 hours, indicating that drivers were obeying the 3-hour parking limit on sections along St. Andrew Street. This behaviour is expected as patrons are likely using the spaces to quickly stop to pick something up at various stores.

**Figure 40: Weekday Parking Duration Along St. Andrew Street**



## 10.0 Downtown Fergus Weekend

### 10.1 Survey Methodology

The weekend survey took place on Saturday, September 23, 2023. This survey followed the same method as the previous downtown survey as described in Section 8.1. The following section examines the utilization rates of all on-street and off-street parking locations within Downtown Fergus as seen in the previous Figure 32 and the parking duration along St. Andrew Street.

### 10.2 Results

Table 10 shows the parking supply counted in the Saturday, September 23, 2023, survey. The supply saw no change since the Wednesday, September 27, 2023, survey seen in Section 8.0 and the counting method stayed consistent.

**Table 10: Aggregate Parking Supply in Downtown Fergus**

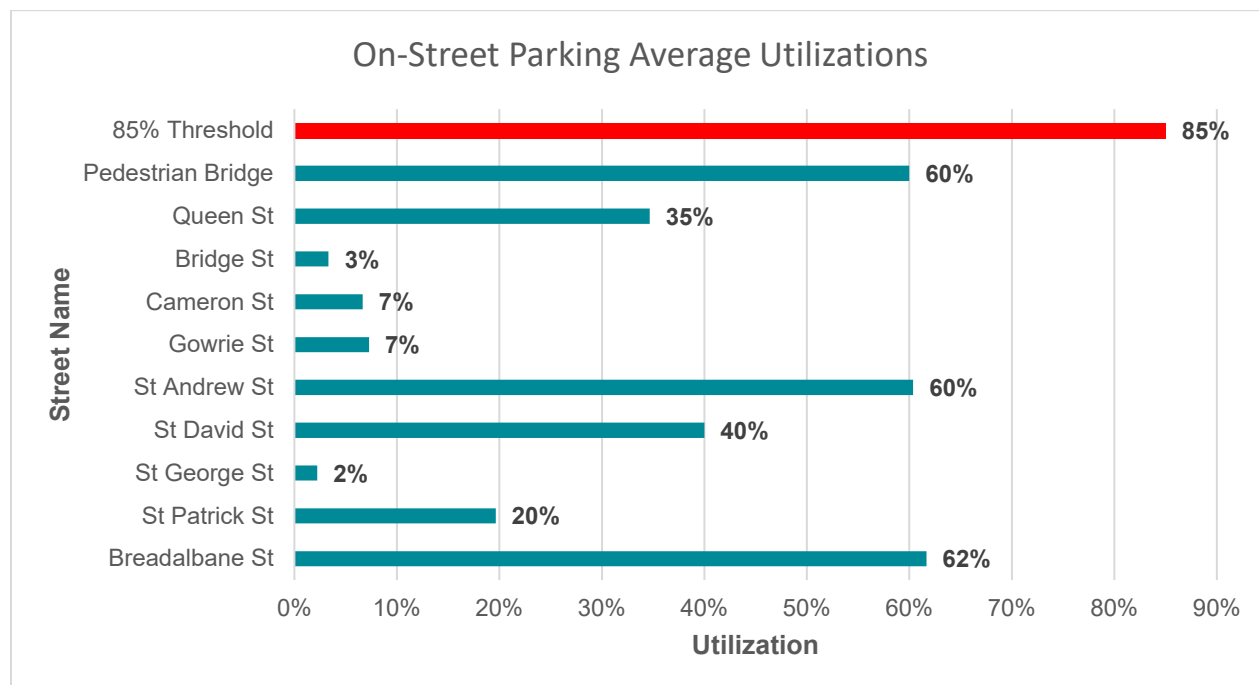
Location	Supply
On-Street Parking Spaces	392 <sup>1</sup>
Off-Street Parking Spaces	194
On-Street Accessible Parking Spaces	3
Off-street Accessible Parking Spaces	8

#### 10.2.1 On-Street Parking

The weekend data collected for on-street parking for all streets in Downtown Fergus is summarized in Figure 41 representing the average utilization over the entire 10 a.m. – 7 p.m. period. The figure demonstrates that all the on-street parking in Downtown Fergus did not achieve the 85% parking threshold. Breadalbane Street had the highest average utilization of 62% and St. George Street had the lowest with 2%. The data indicates that there is enough on-street parking supply for a typical weekend. Drivers should not have any issues finding on-street parking on the weekends.

Figure 42 charts the peak utilization for each street surveyed. As shown, the Pedestrian Bridge Street reached a peak utilization of 100% as it has a low parking supply and is in close proximity to the Downtown Core. However, the remaining streets were significantly lower than the 85% parking threshold, thus has capacity to absorb more demand. Patrons should not have issues finding on-street parking even during the weekend peak hours.

**Figure 41: Weekend Average Utilization by Street for On-Street Parking Downtown Fergus**



**Figure 42: Weekend Peak Utilization by Street for On-Street Parking Downtown Fergus**

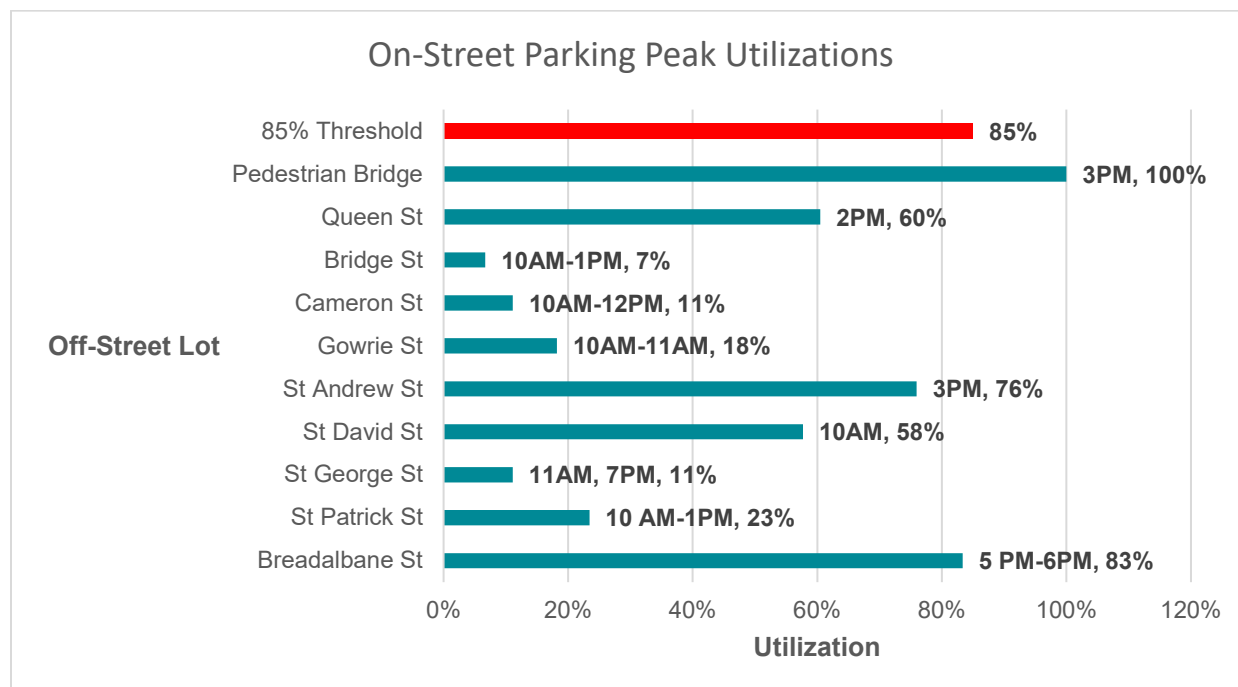
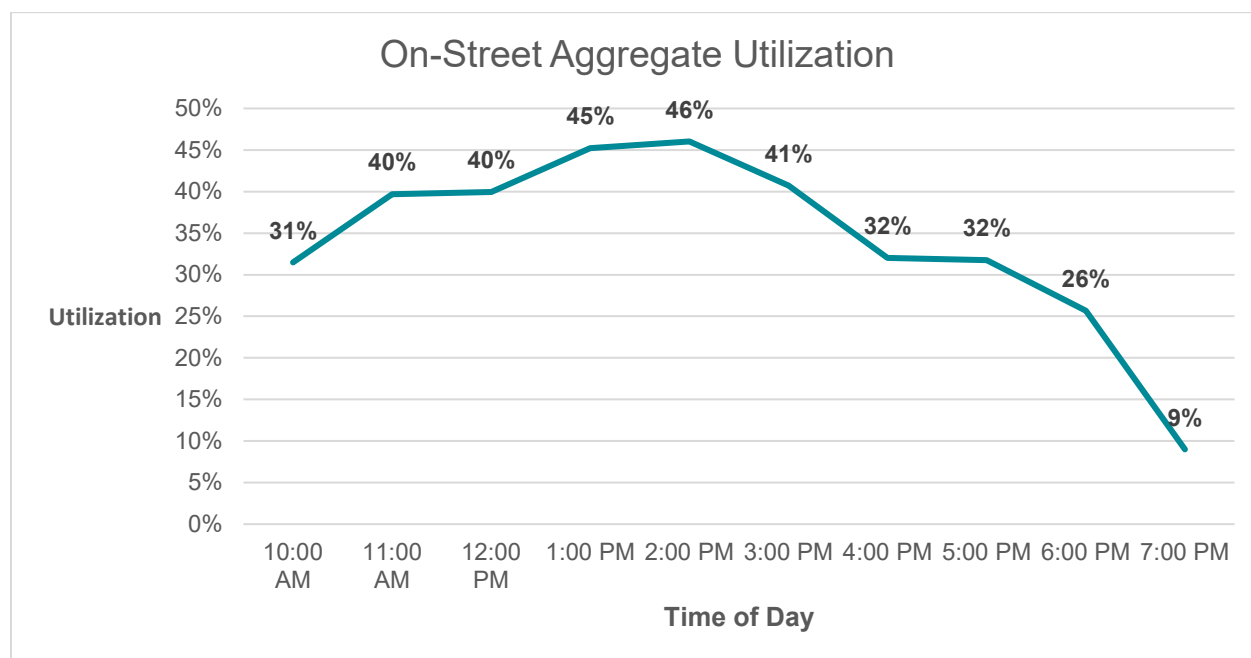


Figure 43 displays the aggregate utilization of all on-street parking in Downtown Fergus. The average is kept relatively low, within a range of 9% - 46%, because of the low utilization on the streets surveyed. The peak of 46% occurred at 2 p.m. and remained consistent throughout the day. There was very low fluctuation in parking utilization throughout the day in Downtown Fergus. This data suggests that during any hour of the day, there should not be any issues finding available spots for on-street parking in Downtown Fergus.

**Figure 43: Weekend Utilization of On-Street Parking in Downtown Fergus in Aggregate**

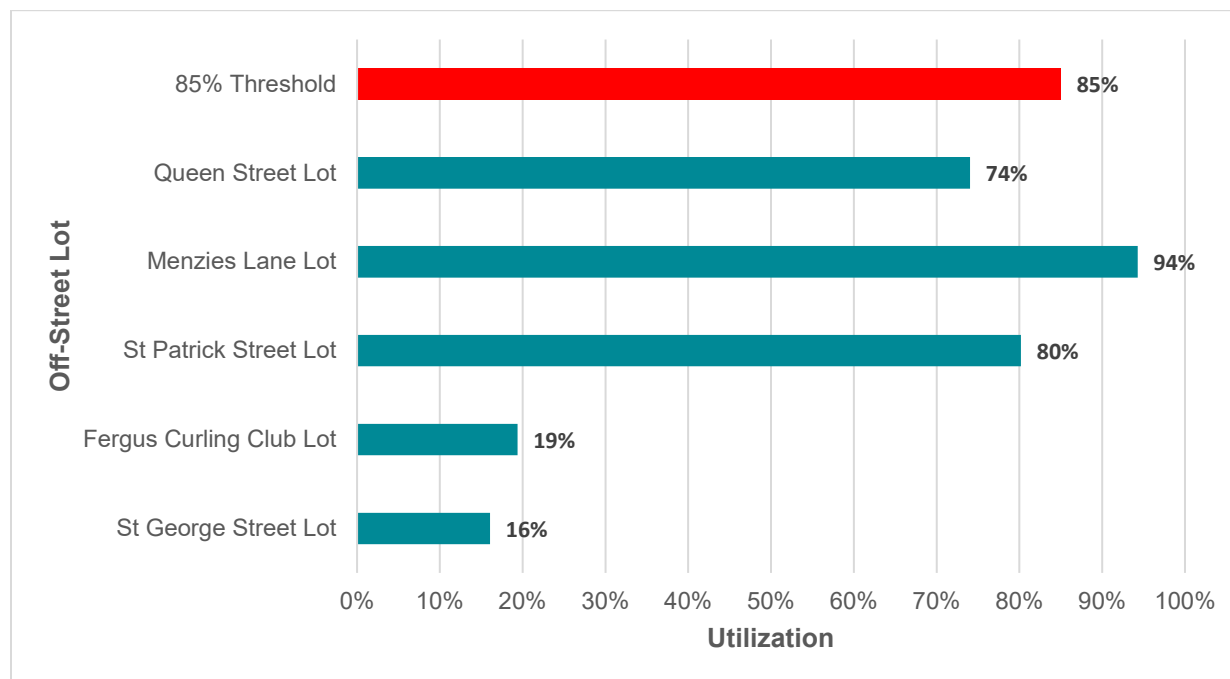


### 10.2.2 Off-Street Parking

Alongside the on-street parking, the off-street parking lots marked in Figure 32 were surveyed as well. Figure 44 displays the average weekend utilization for all the municipal lots and compares the average parking utilization to the 85% parking threshold. The Menzies Lane Lot and St Patrick Street Lots were the busiest lots due to their proximity to the Downtown Core with average utilizations of 94% and 80%, respectively. This exceeded or were close to the threshold, however, there was parking available in the other lots, so drivers should not have issues finding off-street parking in Downtown Fergus.

Figure 45 shows the peak utilization in each of the off-street parking locations. The Queen Street, Menzies Lane Lot, and St Patrick Street Lot had the highest peak utilizations of 102%, 3105%, and 113%, respectively, exceeding capacity. Due to the proximity to the Downtown Core, these 3 lots were very busy on a typical weekend. However, parking demand can be absorbed by the Fergus Curling Club and St Gerge Street Lots as the peak utilizations were significantly lower than the busier lots.

**Figure 44: Weekend Average Utilization by Street for Off-Street Parking Downtown Fergus**



**Figure 45: Weekend Peak Utilization by Street for Off-Street Parking Downtown Fergus**

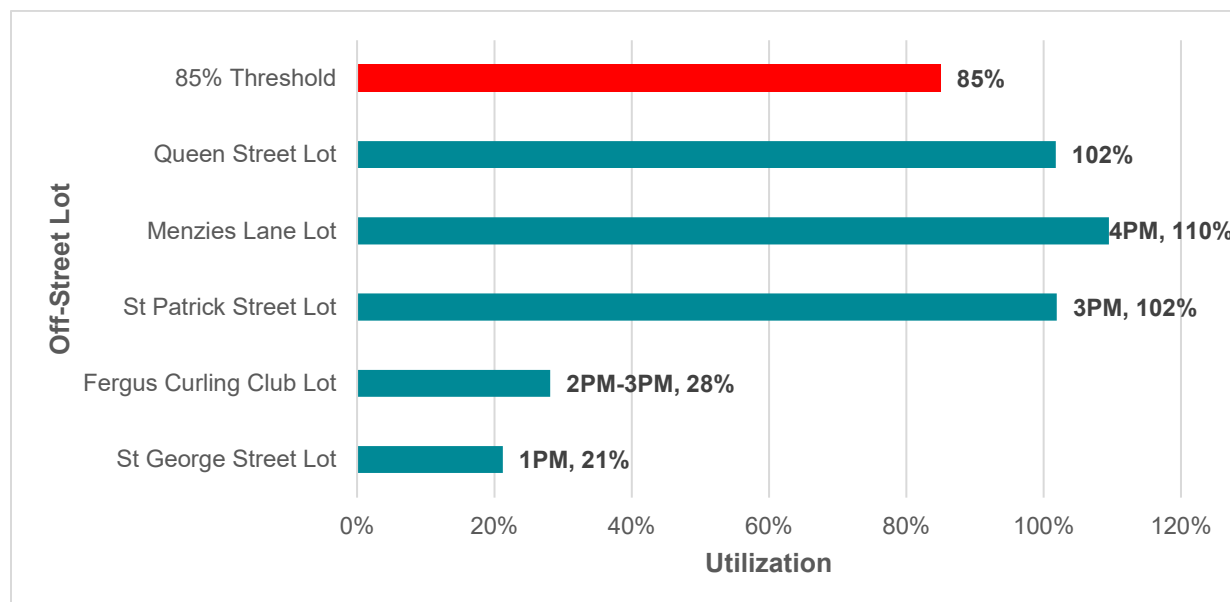
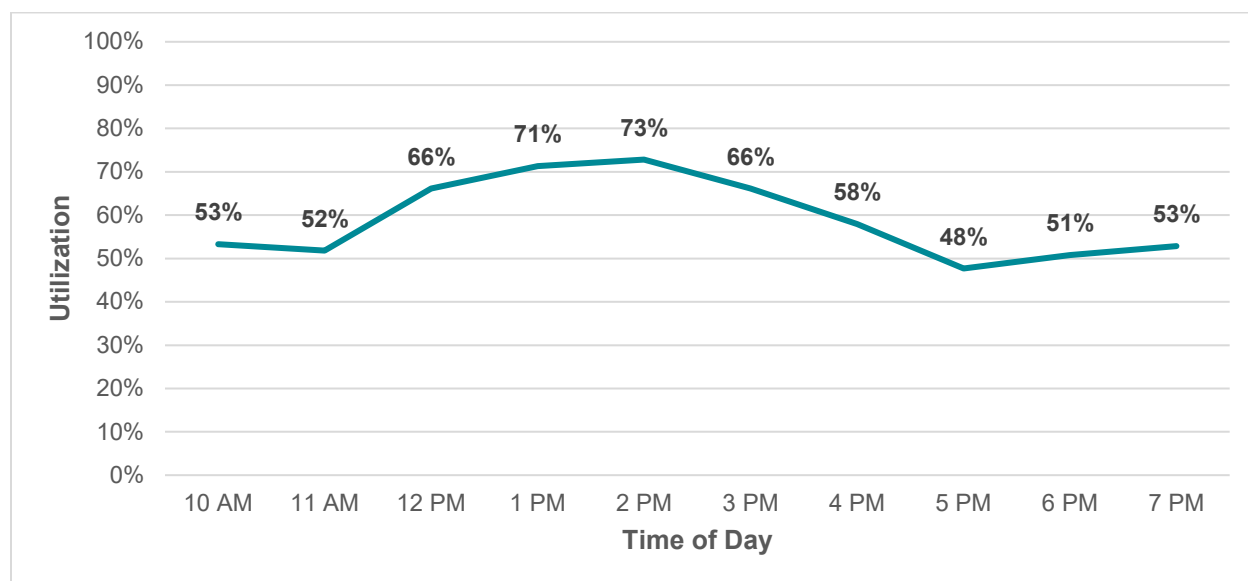


Figure 46 shows the utilization throughout the day of all the off-street lots in aggregate. Using this chart, the peak was reached in the afternoon at 2 p.m. reaching 73% utilization, which was below the parking threshold. Overall, parking utilization does not fluctuate drastically, ranging from 48% - 73%. Drivers should not have issues finding off-street parking at any time of the day on a typical weekend in Downtown Fergus.

**Figure 46: Weekend Utilization of Off-Street Parking in Downtown Fergus in Aggregate**



## 11.0 St. Andrew Street Weekend Survey

### 11.1 Survey Methodology

On Saturday, September 23, 2023, a parking survey was conducted along St. Andrew Street in Downtown Fergus. This data collection was used to supplement the weekday parking utilization by focusing on parking duration by the hour on St. Andrew Street. Counts were taken every hour and were recorded by license plate, allowing for the determination of the parking utilization and duration. The following section analyzes the utilization and parking durations data collected.

### 11.2 Results

St. Andrew Street has 133 parking spaces. The supply was counted based on the parking stalls painted on the road, as St. Andrew Street only allows parking in those locations.

Figure 47 shows the parking utilization along St. Andrew Street. Utilization along St. Andrew Street was consistent throughout the day and ranged between 39% - 76%. Peak utilization is achieved at 3 p.m. with 76%, which was below the 85% parking threshold. Overall, St. Andrew Street had low utilizations, so drivers should not have issues finding parking at any time of the day on a typical weekend.



**Figure 47: Weekend Utilization Along St. Andrew Street**

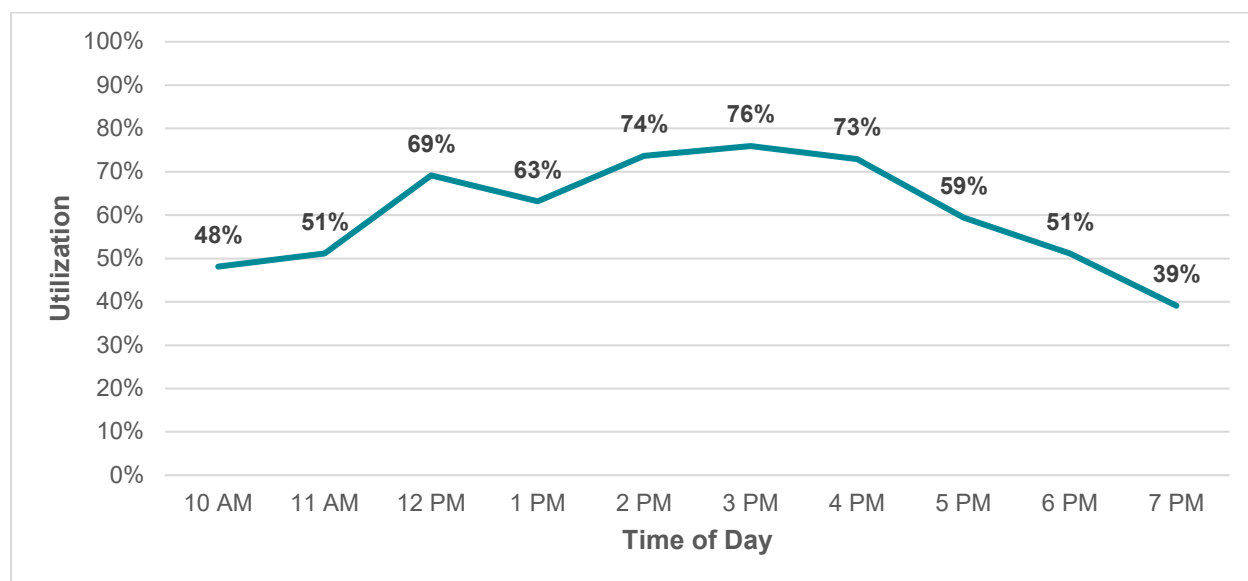
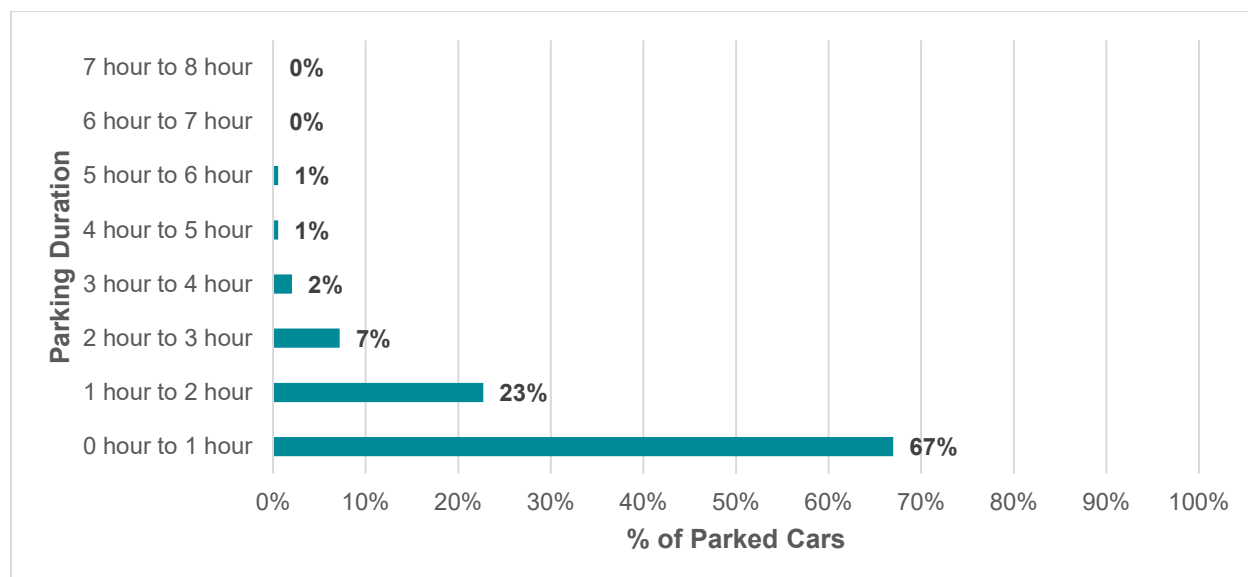


Figure 48 shows the parking duration St. Andrew Street. The chart shows that most people are utilizing the parking spaces for short-term stays, with less than 1 hour being the most common duration, followed by 1-2 hours and 2-3 hours. This represented 97% of all vehicles parked for less than 3 hours, indicating that drivers were obeying the 3-hour parking limit on sections along St. Andrew Street. This behaviour is expected as patrons are likely using the spaces to quickly stop to pick something up at various stores.

**Figure 48: Weekend Parking Duration Along St. Andrew Street**





BURNSIDE

[THE DIFFERENCE IS OUR PEOPLE]

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## Appendix B

### Public Consultation



## Appendix B: Public Consultation

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**Date:** February 6, 2024 **Project No.:** 300057100.0000  
**Project Name:** Centre Wellington Municipal Parking Strategy  
**Client Name:** Township of Centre Wellington  
**To:** Township of Centre Wellington  
**From:** R.J. Burnside & Associates Limited

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### 1.0 Overview

Appendix B contains the following attachments:

- Attachment 1: Business Survey Summary Memorandum
- Attachment 2: Residents Survey Summary Memorandum
- Attachment 3: Visitor Survey Summary Memorandum
- Attachment 4: Business Survey Responses
- Attachment 5: Resident Survey Responses
- Attachment 6: Visitor Survey Responses
- Attachment 7: Public Open House Boards
- Attachment 8: Key Township Event Comment Sheets (Redacted)
- Attachment 9: Public Open House Comment Sheets (Redacted)
- Attachment 10: St. Andrews Street Parking Petition (Redacted)
- Attachment 11: Interim Update Presentation to Council
- Attachment 12: Post Card to Businesses
- Attachment 13: Study Poster



# Attachment 1: Business Survey Summary

## Memorandum

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**Date:** February 6, 2024 **Project No.:** 300057100.0000  
**Project Name:** Centre Wellington Municipal Parking Strategy  
**Client Name:** Township of Centre Wellington  
**To:** Township of Centre Wellington  
**From:** R.J. Burnside & Associates Limited

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### 1.0 Overview

A survey was conducted from September 19, 2023 – October 22, 2023, surveying business owners / employees, residents, and visitors within the study area. The purpose of this survey was to collect data regarding employers' and employees' opinions on the current and future state of parking along with the viewpoint of the visitors. The following sections of this memorandum outline the results of the survey.

The memorandum summarizes the business's opinion survey as follows:

- Survey participation
- Survey results
- Key survey findings

### 2.0 Survey Participation

The survey was posted on the Township of Centre Wellington's website and received 88 responses. Participants were asked to specify if they were an employee or business owner within the surveyed areas. 43 out of 88 respondents were business owners and 45 were employees. All the respondents chose to be anonymous.

### 3.0 Survey Findings

The survey can be split into 2 topics:

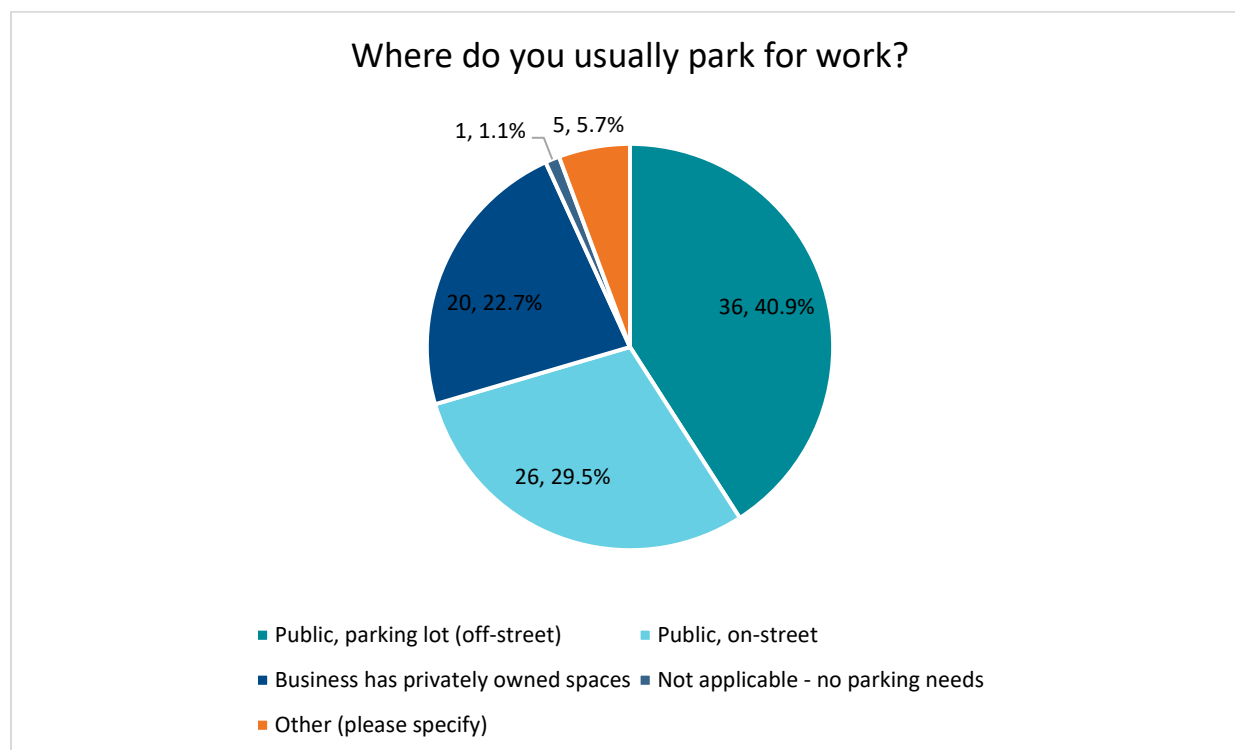
- Location and duration of parking
- Efficiency of existing parking

The following section will provide a summary of these topics in the form of charts, followed by key findings derived from the responses.

### 3.1 Location and Duration of Parking

Respondents were asked about the location they usually parked at during the day, as well as for how long they parked. Figure 1 and Figure 2 display the distribution of responses for the two Questions respectively. Parking locations surveyed were on-street parking and municipally owned parking lots. Parking duration ranged from 1-2 hours to 9+ hours to capture the possible times of a full workday.

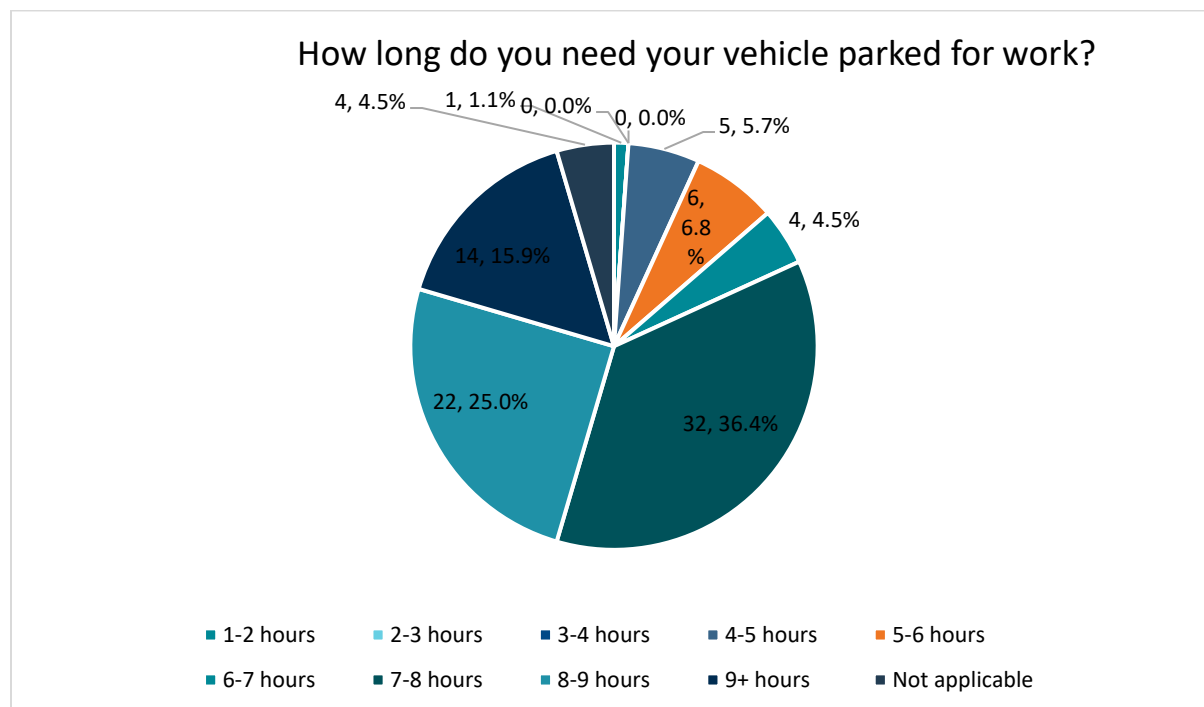
**Figure 1: Responses to Usual Parking Location**



As shown in Figure 1, most of the business owners and employees use the off-street public parking lots provided by the township with 40.9% of the responses, and public on-street parking being the second most popular with 29.5%. Therefore, 70% of the parkers use public parking, with only 22.7% specifying using private parking supplied by their business.

For parking duration, Figure 2 shows that most people are parked for approximately the length of an 8-hour business day with 36.4% of people parking for 7 to 8 hours and 25% of that group parking in the 8-9 hours range. About 15.9% of people parked for 9+ hours. Thus, supported by Table 2, the conclusion can be drawn that most employers and employees are utilizing public parking both on and off the street to park for the entirety of their 7+ hour workday.

**Figure 2: Responses to Duration of Parking**



**Table 1: Number of Responses Organized by Parking Location and Dwell Time**

Location and Time	Number of responses
<b>Public, parking lot (off-street)</b>	
4-5 hours	1
5-6 hours	2
6-7 hours	3
7-8 hours	14
8-9 hours	9
9+ hours	7
<b>Public, on-street</b>	
1-2 hours	1
4-5 hours	3
5-6 hours	3
6-7 hours	1
7-8 hours	11
8-9 hours	6
9+ hours	1
<b>Business has privately owned spaces</b>	
4-5 hours	1
5-6 hours	1
7-8 hours	3

Location and Time	Number of responses
8-9 hours	6
9+ hours	6
Not applicable	3
<b>Other (please specify)</b>	
7-8 hours	4
8-9 hours	1
<b>Not applicable - no parking needs</b>	
Not applicable	1

### 3.2 Efficiency of Parking

Respondents were asked questions related to the efficiency of the existing parking supply and some further questions related to improvements that could be made. As seen in Figure 3, when asked about parking, 78.4% of respondents said their workplace does not have adequate parking. Figure 4, Figure 5, and Figure 6 illustrate what respondents think about the current parking availability, how far their usual parking is from their place of work, and the maximum time they would be willing to travel from their parking to work, respectively.

**Figure 3: Response to Adequate Parking**





As shown in Figure 4, about 20.5% of the respondents reported that they able to find parking every single time and 33% of the respondents were able to find parking 80% of the time. However, 27.3% of respondents reported that they were not able to find parking more than 80% of the time. 4.5% of the respondents reported Not Applicable suggesting a different mode of transportation to the workplace. Finally, 14.8% of respondents reported never being able to find parking. It should be noted that 60% of respondents believe that their customers don't have adequate parking.

**Figure 4: Responses to Availability of Parking**

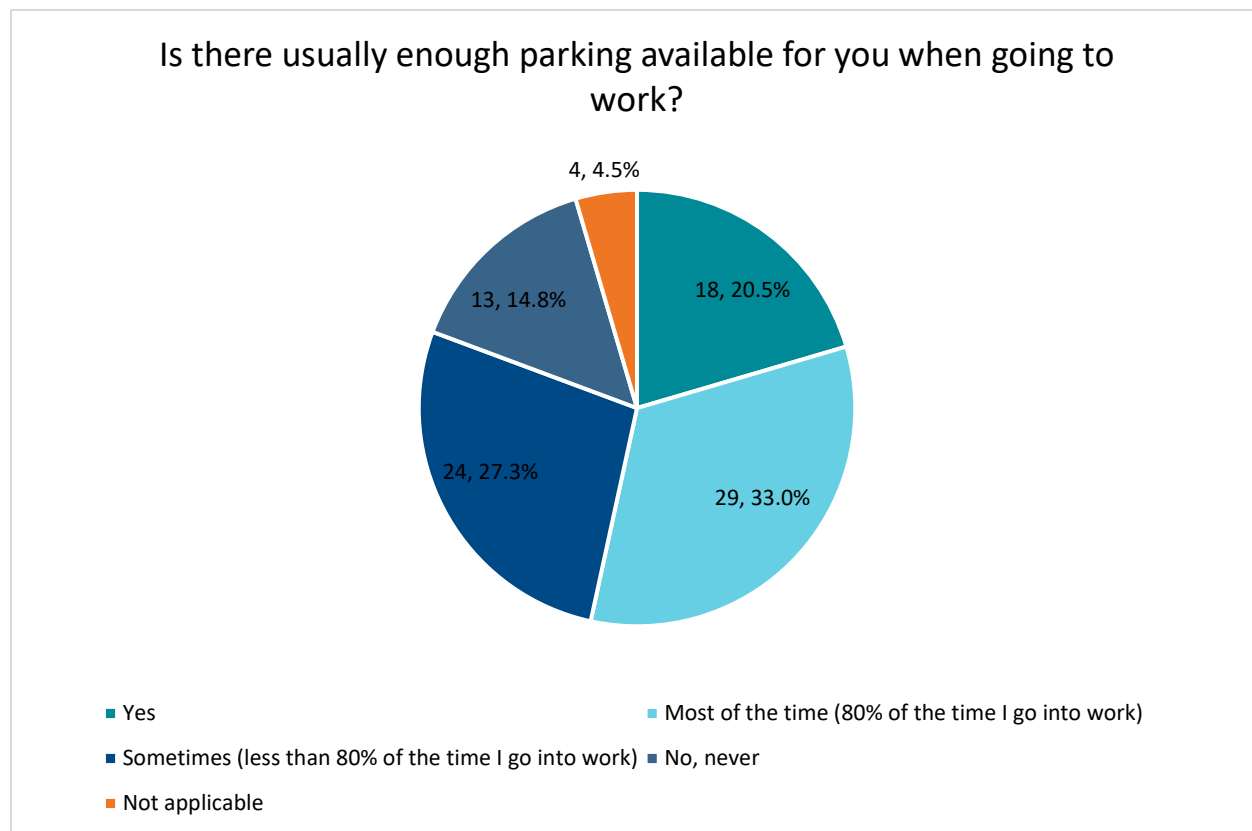
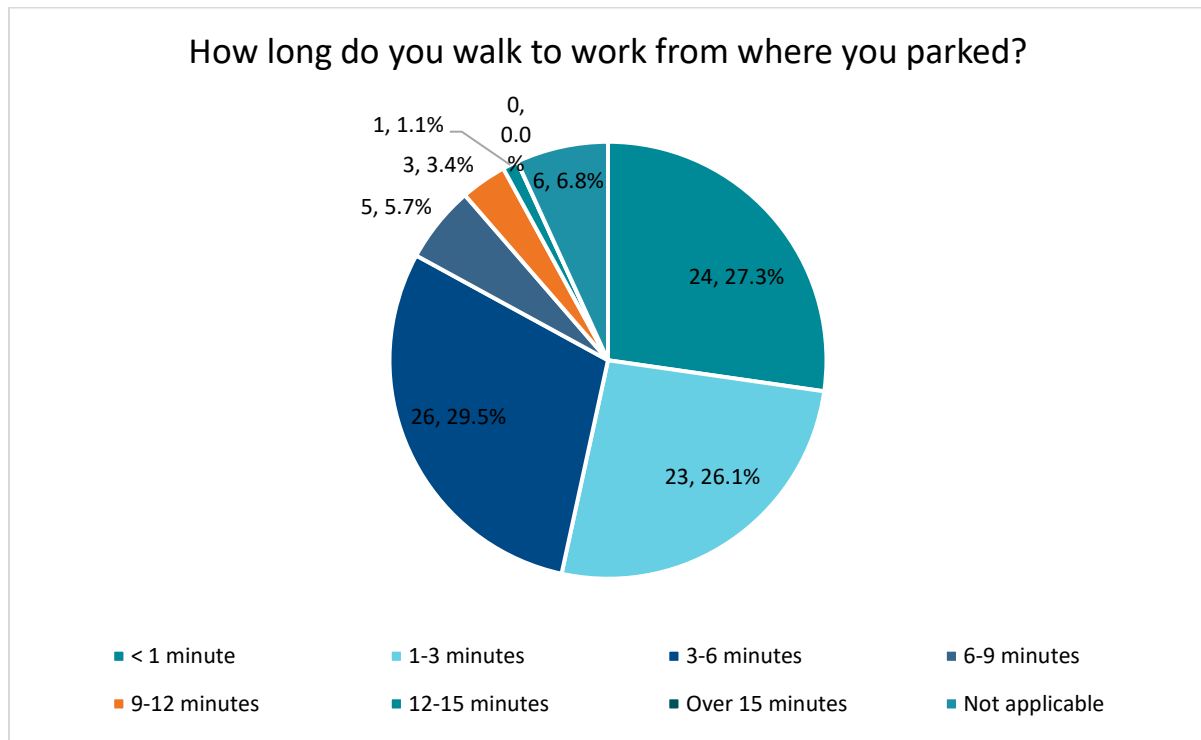


Figure 5 shows that majority of the respondents parked cars within a 6-minute walk of their workplace, with 29.5% responses for walking time of 3-6 minutes. Approximately 50% of the respondents walk for a maximum of 3 minutes to reach work from the place where they parked with, 27.3% walking less than 1 minute and 26.1% walking for 1-3 minutes. Figure 6 shows that 34.1% of the respondents will be willing to park a maximum of 6-9 minutes away from their workplace, 30.7% are willing to walk less than 3 minutes and 25% are willing to walk a maximum of 3-6 minutes.

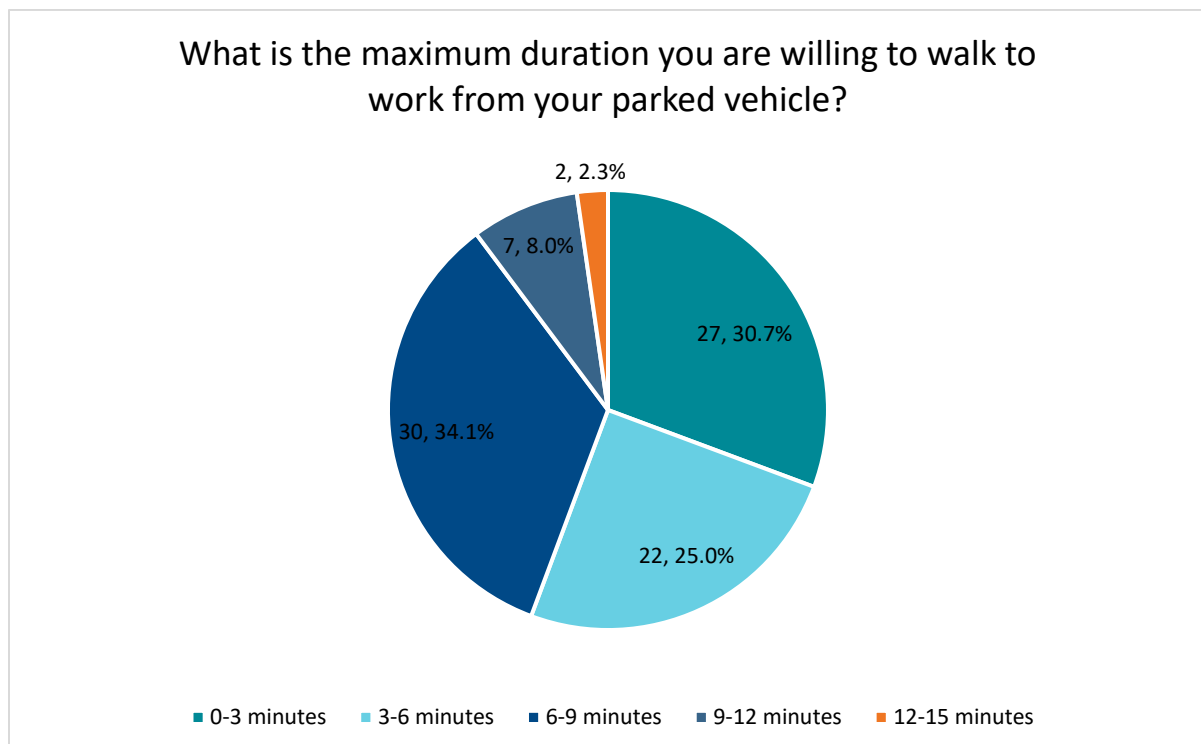
As seen in Table 2, of the respondents who mentioned < 1 minute, 50% were the ones whose business has privately owned parking spots. Also, 83% of the respondents who selected Not Applicable were the respondents whose workplace has a privately owned parking lot.

The survey analysis result shows that respondents are ready to walk for 6-9 minutes given that adequate parking is available.

**Figure 5: Responses to Travel Time From Parked Car to Location of Work**



**Figure 6: Response to Preferred Maximum Travel Time From Parking to Place of Work.**



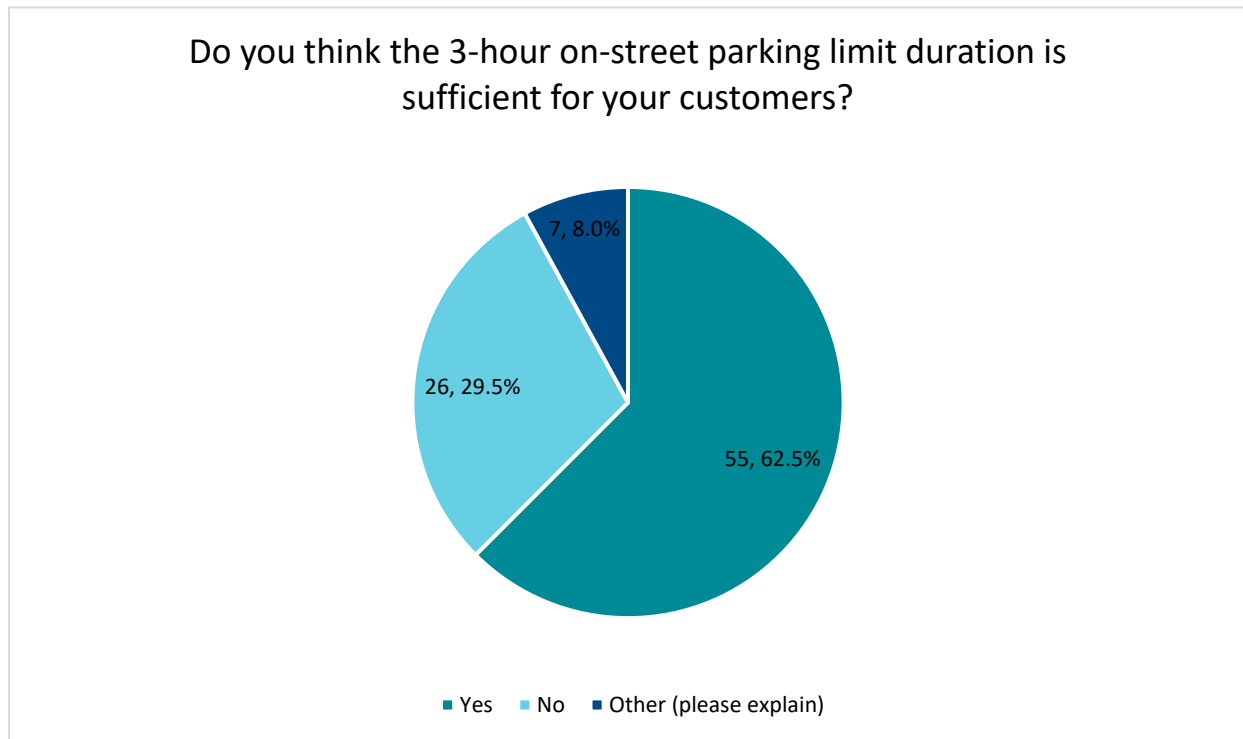
**Table 2: Number of Responses Organized by Parking Location and Walk Time**

<b>Parking Location</b>	<b>Number of Responses</b>
<b>Public On-Street</b>	
< 1 minute	3
1-3 minutes	8
3-6 minutes	11
6-9 minutes	3
9-12 minutes	1
<b>Public off-street</b>	
< 1 minute	8
1-3 minutes	12
3-6 minutes	15
6-9 minutes	1
<b>Business has privately owned spaces</b>	
< 1 minute	12
1-3 minutes	2
12-15 minutes	1
Not applicable	6
<b>Others (please Specify)</b>	
< 1 minute	1
1-3 minutes	1
6-9 minutes	1
9-12 minutes	2
<b>Not applicable</b>	
Not applicable	1

Figure 7 shows the business owners' and employees' opinions on 3-hour parking limit duration. Figure 8 and Figure 9 their review on, expanding street time restriction and creating paid parking to encourage shorter stays and parking available more frequently.

Figure 7 shows the respondents' opinion on the implementation of 3-hour on-street parking limit on streets for customers near the places of business. A 62.5% plurality of respondents were in favour of the 3-hour limitation and agreed that it would be beneficial to customers. About 29.5% did not agree. However, 8% of the respondents chose "other" comments as their response.

**Figure 7: Response to 3-Hour On-Street Parking Limit**



The respondents were asked if they were supportive to expanding on-street time restrictions to allow high-demand parking spaces to be used by more vehicle. As seen in Figure 8 majority of them were either unsupportive or somewhat unsupportive with 18 responses for unssuportive and 23 responses for somewhat unsupportive. About 18 responses were neutral and 22 responded to be highly supportive and remaining 7 were somewhat suportive.

**Figure 8: Response to Opinion on On-Street Parking Time Restriction**



**Figure 9: Response to Opinion on Paid Parking**

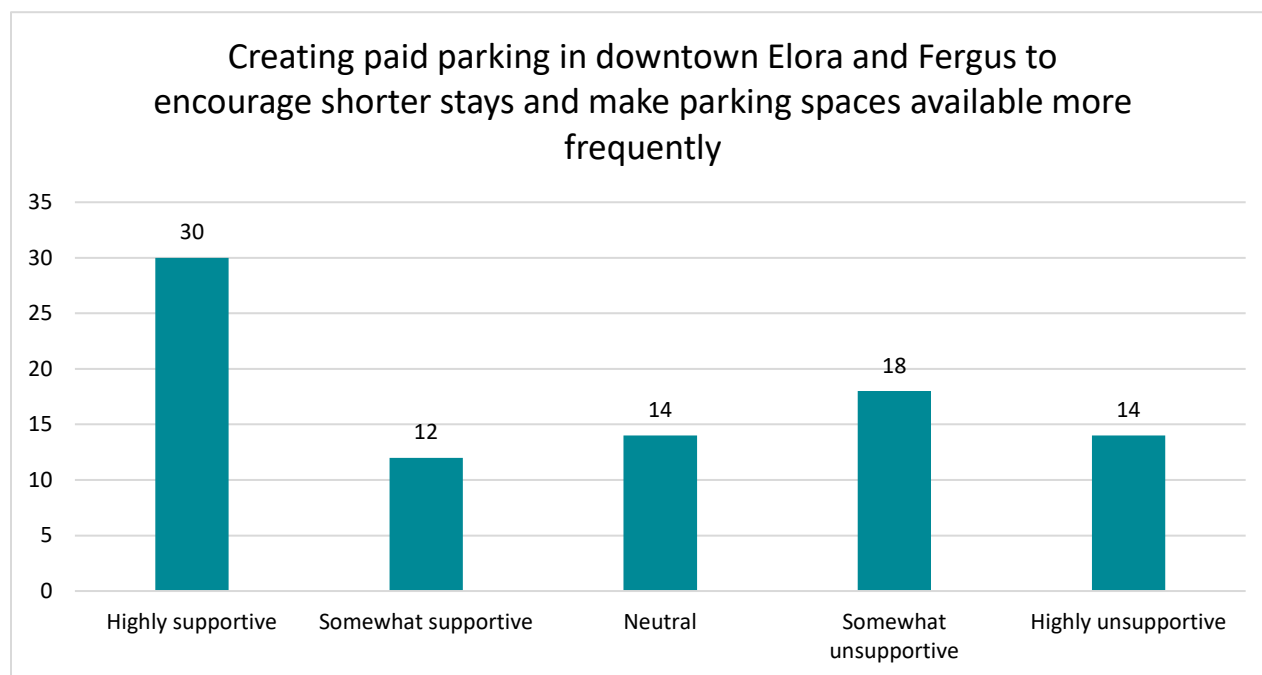


Figure 9 show that almost half of the respondents agreed on creating paid parking in downtown Elora and Fergus to encourage shorter stays and make parking spaces available more frequently. Out of 88 responses, 30 responded to be highly supportive, 12 responded somewhat supportive. About 14 responses were neutral and the remaining were either unsupportive or somewhat unsupportive.

## **4.0 Summary of Findings**

Based on the survey results, opinions of the business owners and employees include:

- Most employees and business owners park in municipal parking lots followed by on-street parking and for about seven hours or more.
- Most employees and business owners are willing to walk 6-9 minutes if there is a parking spot available for long hours.
- Employees and business owners are under the perception that their customers have a difficult time finding parking.
- The opinion of the business owners and employees favours a 3-hour parking limit.
- The business owners and employees do not agree with expanding the on-street time restriction to allow high-demand parking spaces to be used by more vehicles.
- The business owners and employees highly support implementing paid parking in downtown Elora and Fergus to encourage shorter stays and make parking spaces available more frequently.



## Attachment 2: Resident Survey Summary Memorandum

---

**Date:** February 6, 2024 **Project No.:** 300057100.0000  
**Project Name:** Centre Wellington Municipal Parking Strategy  
**Client Name:** Township of Centre Wellington  
**To:** Township of Centre Wellington  
**From:** R.J. Burnside & Associates Limited

---

### 1.0 Overview

A survey was conducted from September 19, 2023 – October 22, 2023, surveying business owners / employees, residents, and visitors within the study area. The purpose of this survey was to collect data regarding residents' opinions on the current and future state of parking as input for Centre Wellington's Strategic Parking Management study. The following sections of this memorandum outline the results of the survey.

The memorandum summarizes the resident's opinion survey as follows:

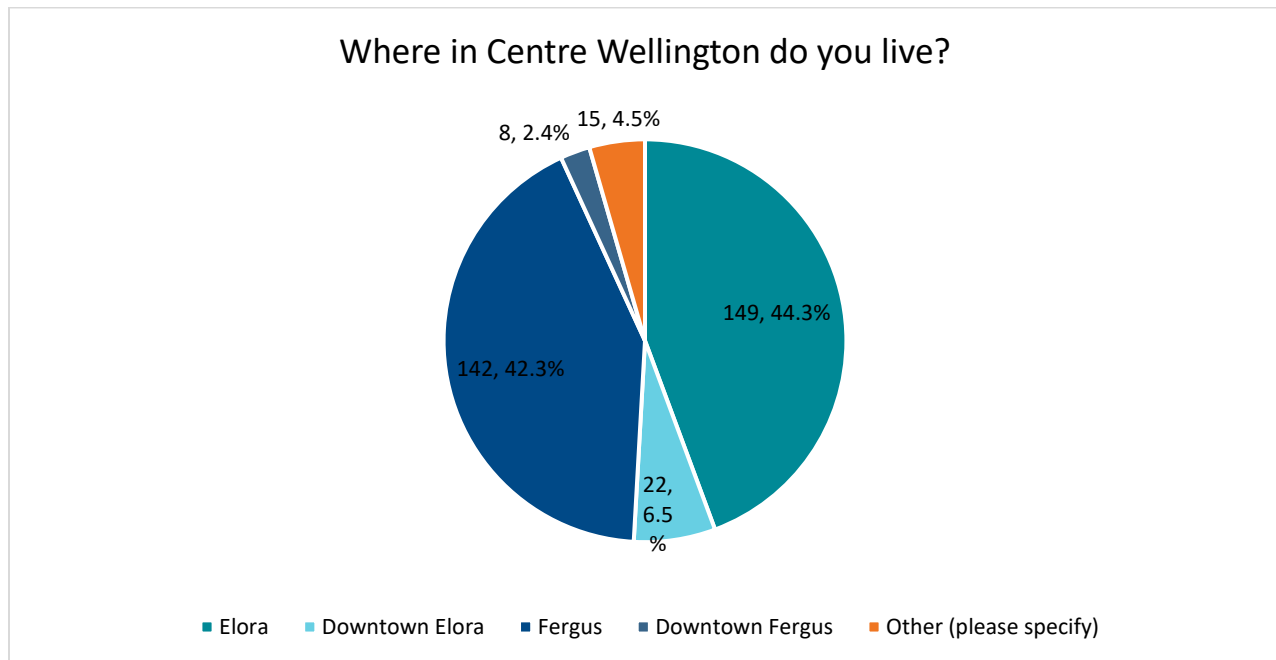
- Survey participation
- Survey results
- Key survey findings

### 2.0 Survey Participation

The survey conducted on the Township of Centre Wellington's website received 336 responses. The survey asked the respondents about their place of residence within the township. According to Figure 1, most of the respondents resided either in Elora or Fergus. Less than 10% of the respondents belonged to Downtown Elora and Downtown Fergus.



**Figure 1: Response to Location of Residence**



### 3.0 Survey Findings

The survey can be split into four topics:

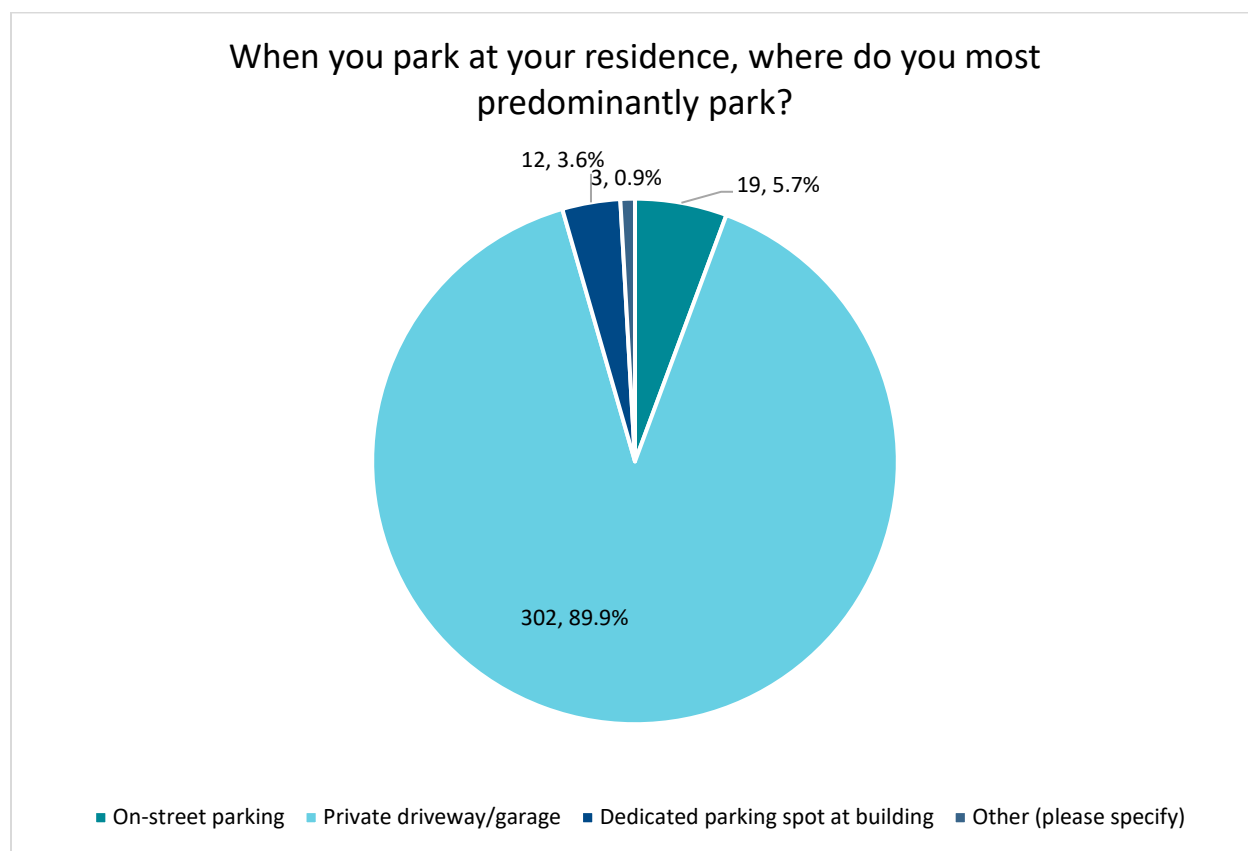
- Parking location and duration / limits.
- Efficiency of existing parking.
- Resident's response to potential parking needs solution.
- Residents' response to other travel modes.

The following section will provide a summary of these topics in the form of charts, followed by key findings derived from the responses.

#### 3.1 Location and Duration / Limit of Parking

Respondents were asked about the location they usually parked at during the day and if they were affected by the 3-hour Downtown parking limits in Elora and Fergus. Figure 1 and Figure 2 display the distribution of responses for the two questions respectively. Parking locations surveyed were on-street parking, private driveway / garage, dedicated parking spot in the building, and any other place. The 3-hour parking limit question was designed for the residents who live in the Downtown area.

**Figure 2: Response to the Location of Parking**



**Table 1: Response of the Residents Living in Downtown Elora and Fergus**

Location of Residence	Number of Response
<b>Downtown Elora</b>	
On-street parking	5
Private driveway / garage	14
Dedicated parking spot at the building	2
Other (please specify)	1
<b>Downtown Fergus</b>	
Private driveway / garage	3
Dedicated parking spot at the building	5

As per Figure 1 majority of the respondents have a private driveway or garage, however these responses are from the residents of Elora or Fergus, Table 1 shows the response from the residents of Downtown Elora and Fergus. A total of 30 respondents were residents of Downtown Elora and Downtown Fergus. 5 out of 22 respondents from Downtown Elora parked on-street and the remaining either have a private garage or a dedicated parking spot. All the respondents from Downtown Fergus parked at a dedicated parking spot or on their driveway / garage.

**Figure 3: Response to 3-Hour Parking Limit Restriction**

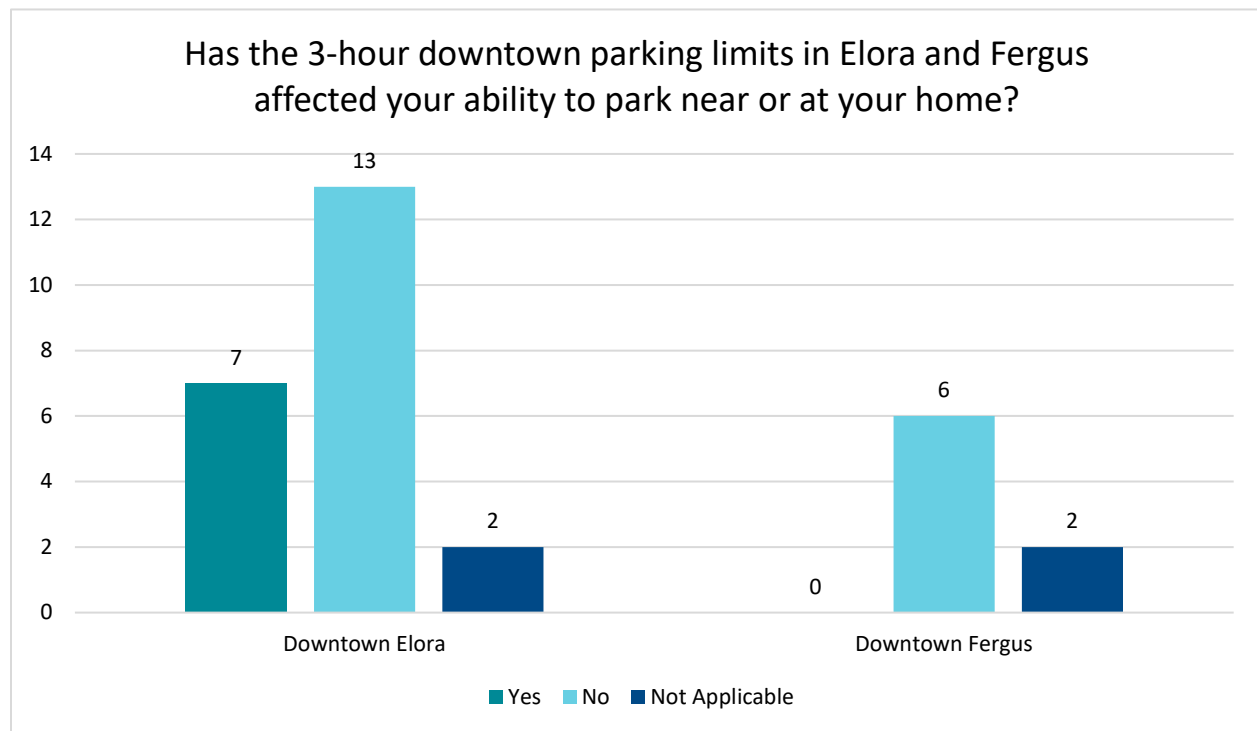


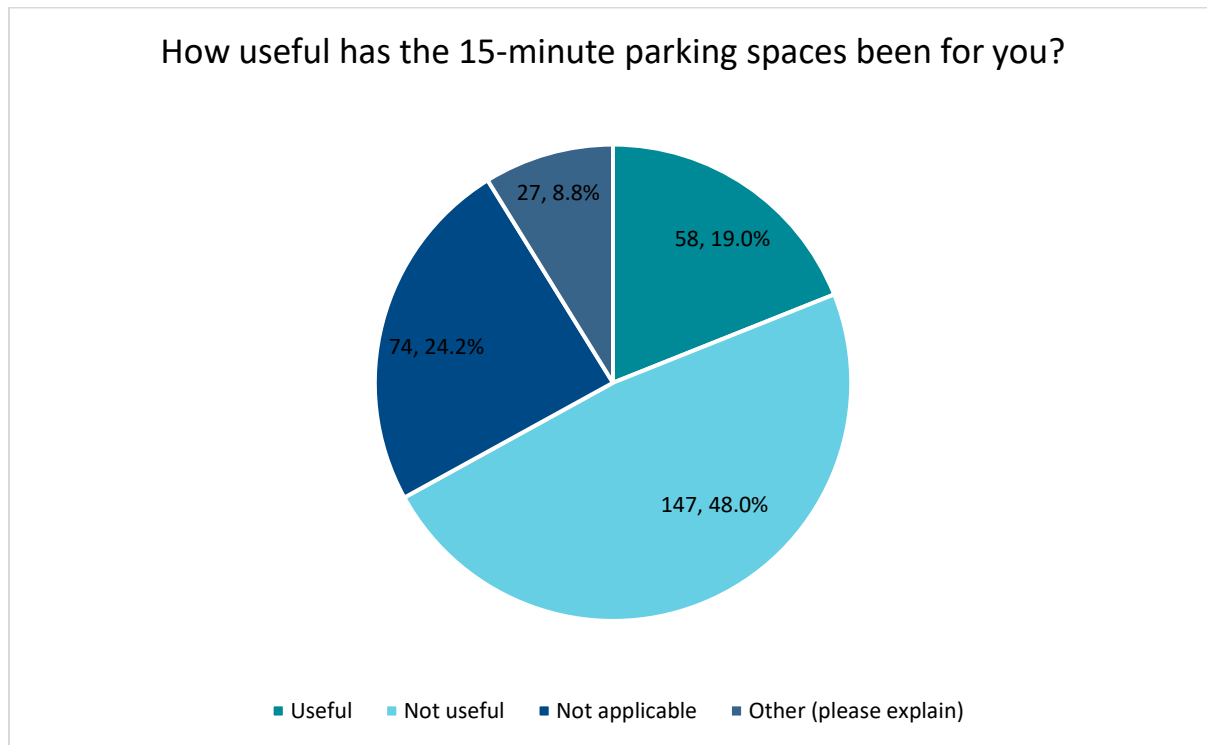
Figure 3 shows the response to the 3-hour Parking Limit Restriction in the downtown area. The chart only displays the responses from the residents who live in Downtown Elora and Downtown Fergus, as they will be the residents who will be affected by the parking limitations. Most of the residents do not park on-street where the parking restriction has been implemented. Hence only 7 responses out of 30 stated that they have issues due to the 3-hour parking limit restrictions, it is believed that majority of 7 respondents are the residents who park on-street.

### 3.2 Efficiency of Parking

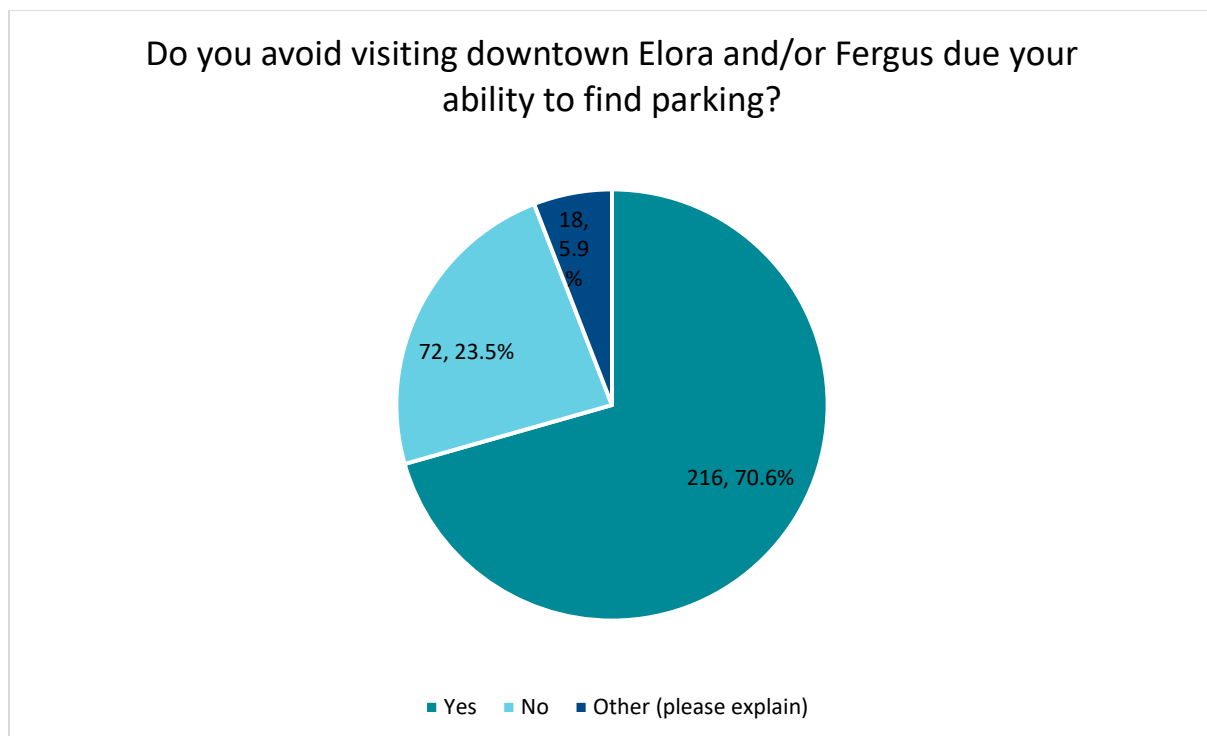
To assess the effectiveness of current parking options, respondents were asked if 15-minute parking spaces were useful and if they avoided visiting Downtown Elora and Downtown Fergus due to limited parking. Out of 336 responses, 306 responses were from the residents who do not live in Downtown Elora or Fergus, the responses shown in Figure 3 and Figure 4 are from the residents who do not live in the downtown area. About 48% of the residents feel that 15-minute parking spaces are not useful to them and merely 19% of residents believe them to be useful. This suggests that the respondents need longer than 15-minute parking spaces in these areas.

When asked if they avoid visiting downtown areas due to limited parking or finding it hard to park, 70.6% agreed that they avoid visiting downtown areas due to limited parking.

**Figure 4: Response to the Usefulness of 15-min Parking Space**



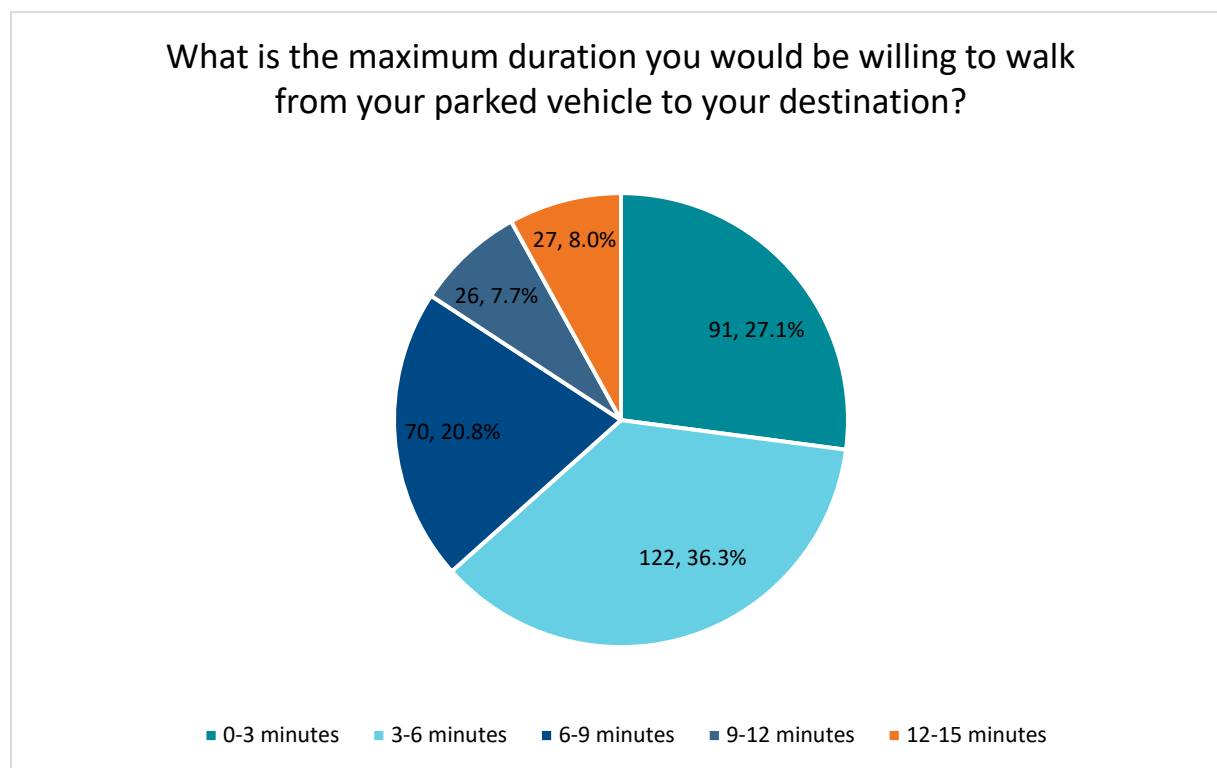
**Figure 5: Response to Visiting Downtown Elora and Fergus**



#### 4.0 Resident's Response to Potential Parking Needs Solution

Residents were asked a few questions to know their opinion on the walking distance, expansion of time restriction, implementation of paid parking in the downtown area, and introduction of paid parking permits for residents. Figure 6 shows the response to the maximum duration the respondents would walk from their parked vehicle to the destination. Most of the respondents are willing to walk for 3-6 minutes from their parked vehicle to the destination followed by 27.1% willing to walk for less than 3 minutes.

**Figure 6: Response to Preferred Maximum Travel Time From Parking to Destination.**



Respondents were asked if they think the implementation of time restrictions will allow high-demand parking spaces to be used by more vehicles. Most of the respondents were unsupportive, 84 respondents remained neutral, and 52 respondents highly supported the implementation of time-restricted parking spaces. Figure 7 shows the response statistics.

**Figure 7: Response to the Expansion of the On-Street Parking Time Restriction**

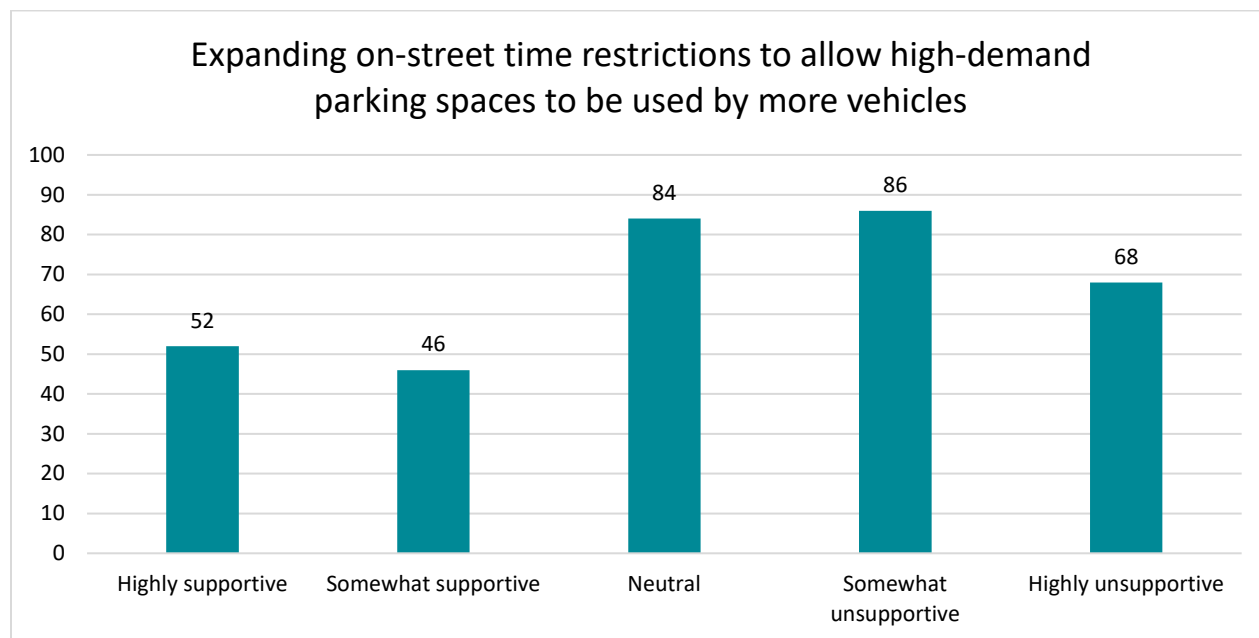
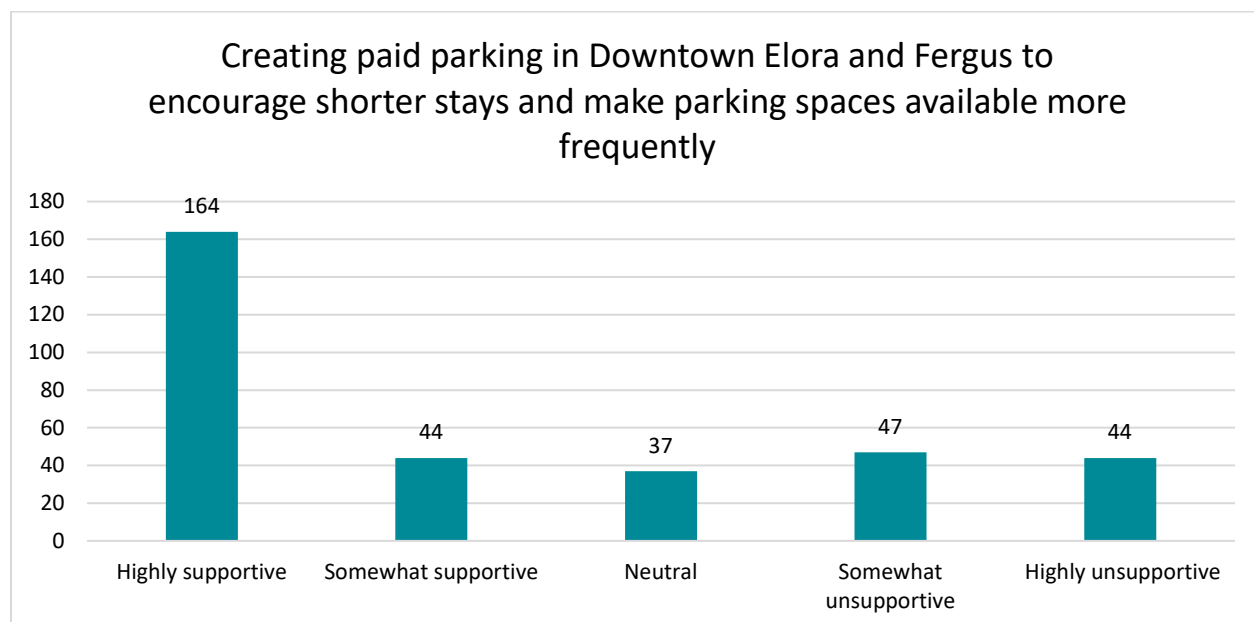
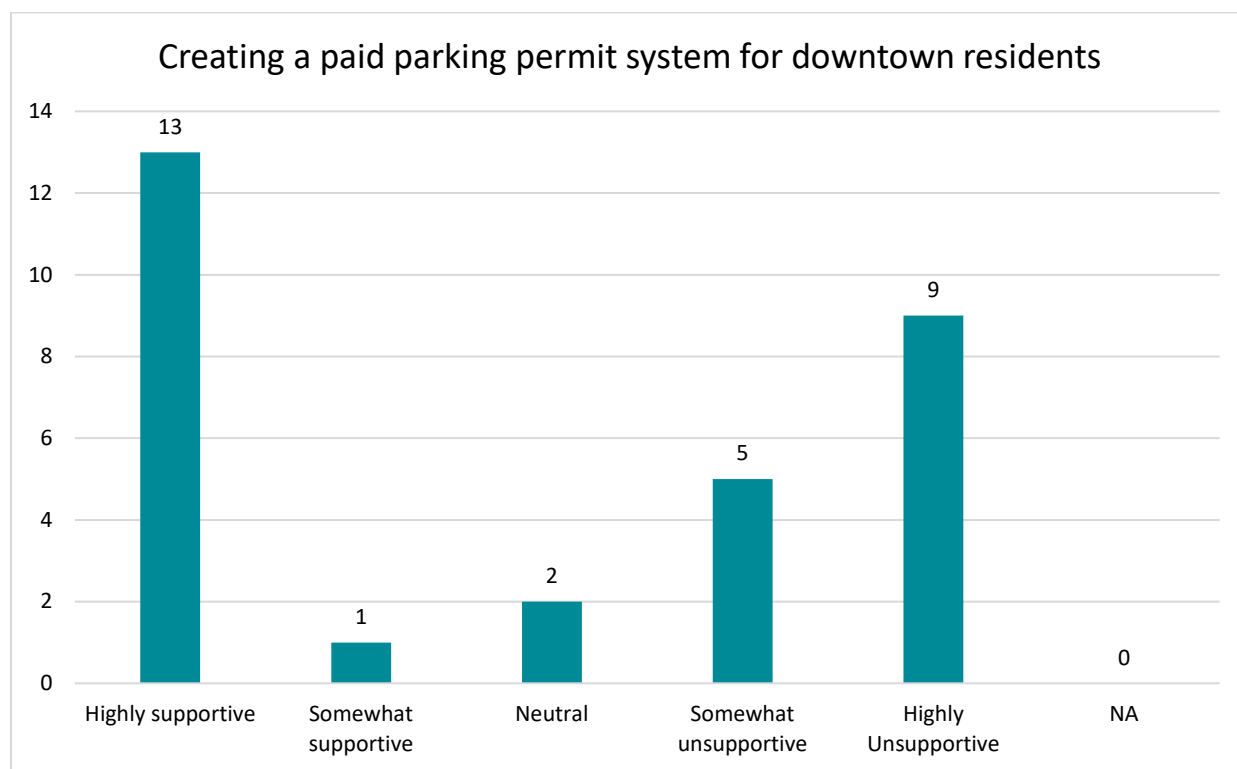


Figure 8 and Figure 9 show the response to paid parking within the downtown areas. Nearly half of the residents strongly agree that paid parking should be implemented in the Downtown areas of Elora and Fergus to encourage shorter stays which will help increase the availability of parking. Of the residents living in the downtown area, the majority agree with the implementation of paid parking for the residents. Figure 9 shows the responses from the residents living in the downtown area in regard to the paid parking permits, 47% of the residents either highly support or somewhat support this option and the same number of residents are either highly unsupportive or somewhat unsupportive.

**Figure 8: Response to Paid Parking Enforcement in Downtown Areas**



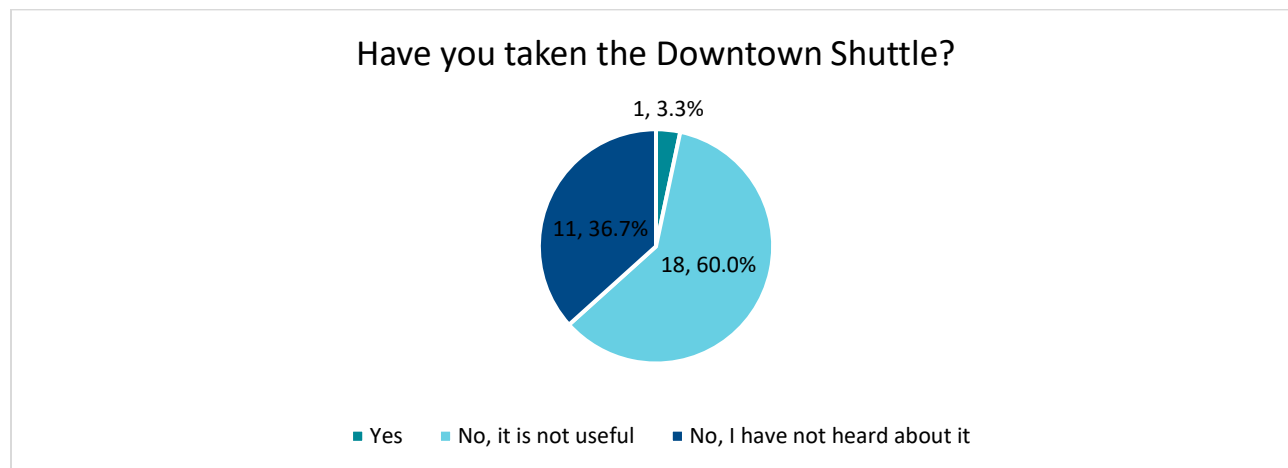
**Figure 9: Response to Paid Parking Permits for Downtown Residents**



## 5.0 Residents' Response to Other Travel Mode

The downtown shuttle bus program is initiated by the Township which offers services during the summer months. Respondents were asked if they have used the shuttle bus when travelling downtown. Figure 10. shows the responses from the residents who live in the downtown area. Most of the residents responded that the service is not useful to them, however, it should be noted that most of the respondents living in the downtown area owned a personal vehicle, hence they might not be the right audience to answer this question.

**Figure 10: Response to Shuttle Bus Service**

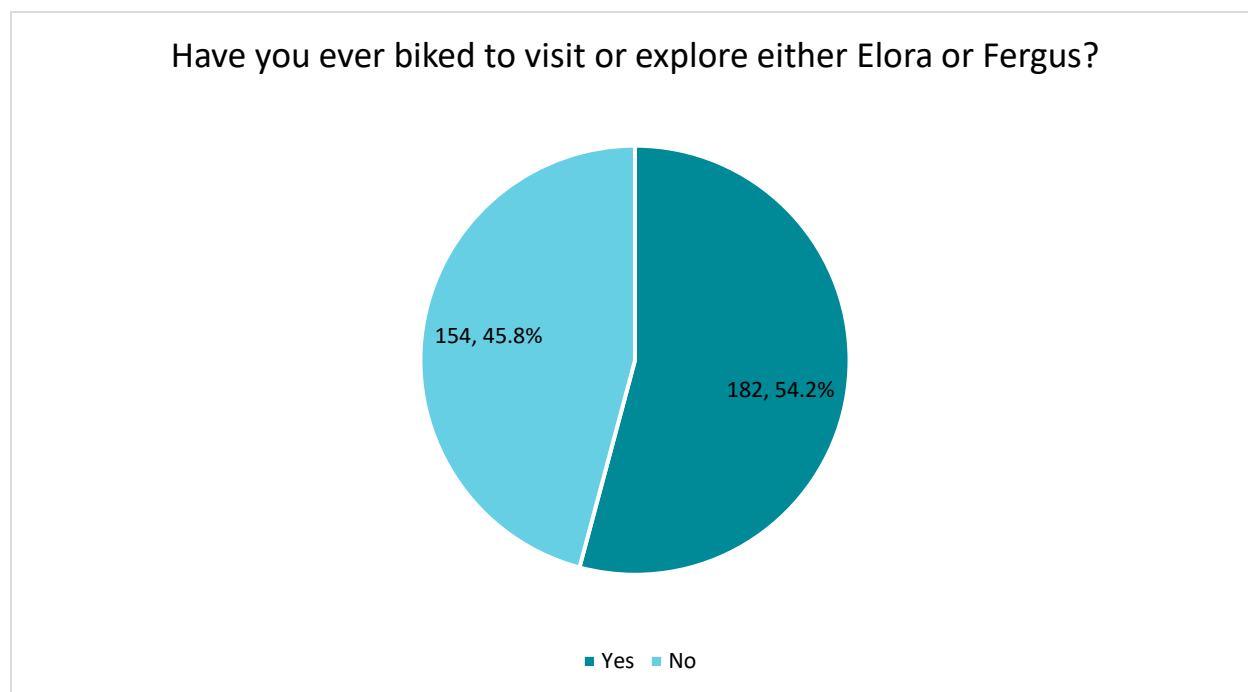




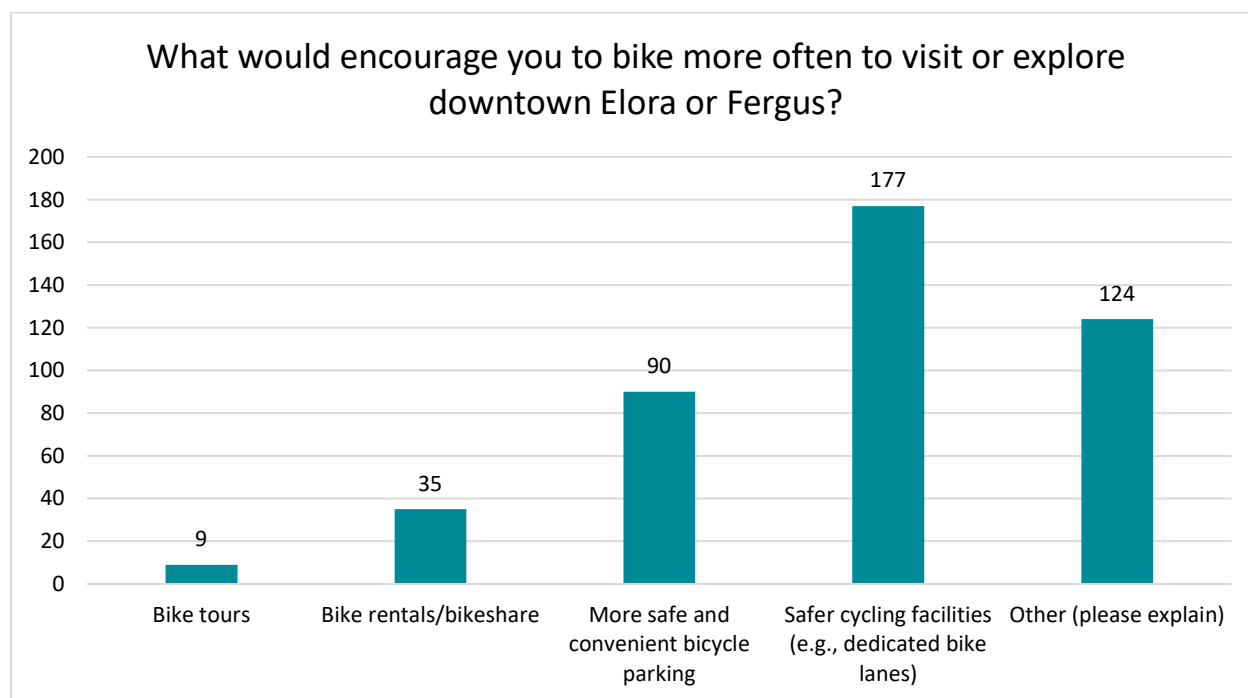
It should be noted that more than half of the respondents said that the Township's idea to close streets during the peak tourist season is righteous, 56.5% responses.

Figure 10, Figure 11, and Figure 12 show responses to the active transportation usage in the Elora and Fergus areas. More than half of the respondents have used a bike as a mode of transportation to explore Elora and Fergus. When asked what would encourage them to use bikes when visiting these area's majority of the people indicated safer cycling facilities for example dedicated bicycle lanes. Whereas 90 believed that the implementation of safe and convenient bicycle parking would be a potential solution to increase biking. As shown in Figure 12 majority of the respondents do not wish to take fewer trips in a vehicle. 115 respondents think that safer connected cycling facilities will encourage them to make fewer vehicle trips to downtown followed by 103 suggesting new or improved sidewalks as the solution.

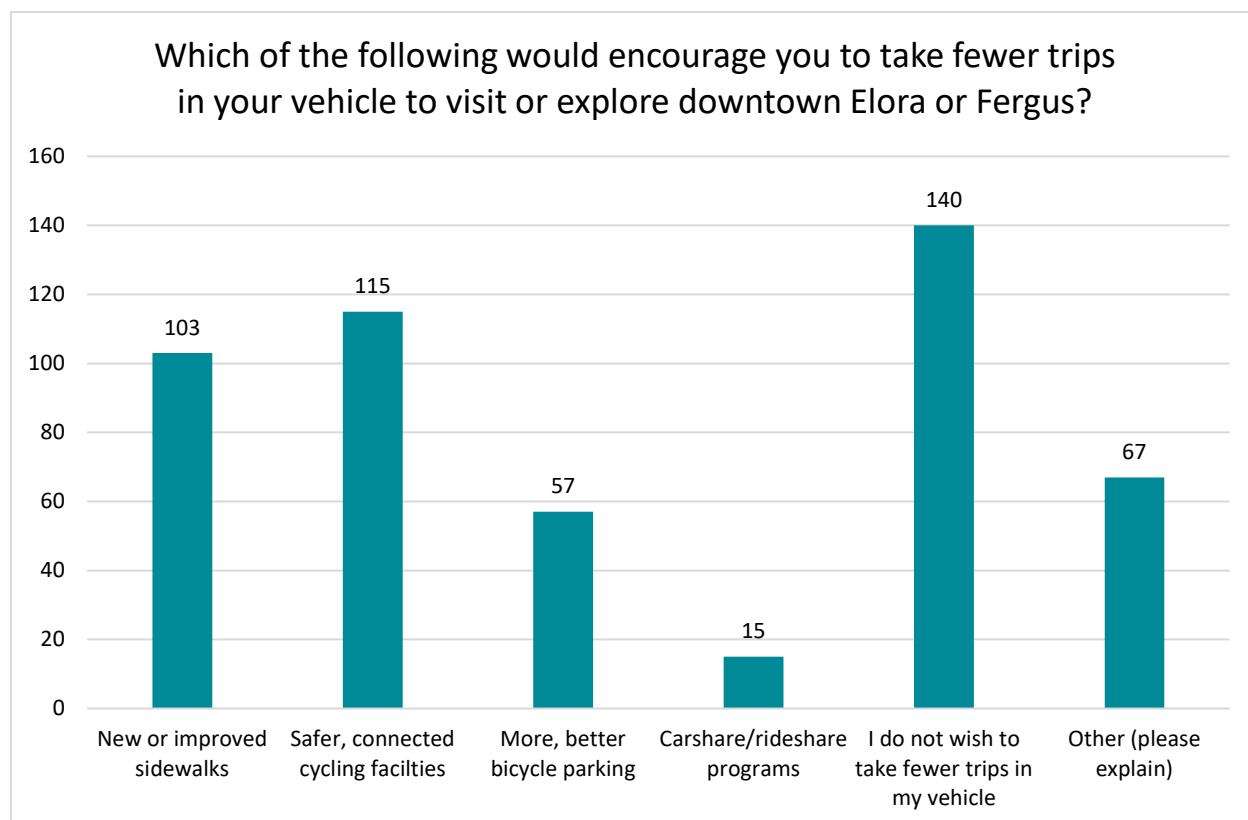
**Figure 11: Response to Usage of Bike**



**Figure 12: Response to Suggestion**



**Figure 13: Response to Less Use of Car**



## **6.0 Summary of Findings**

Based on the survey results, opinions of the residents include:

- Most of the respondents lived in Elora and Fergus, only 10% of the respondents were residents of Downtown Elora and Downtown Fergus.
- As fewer residents from downtown completed the survey, the parking issue of the residents in the downtown area has not been highlighted accurately.
- Residents believe that the 15-minute parking spaces are not useful to them.
- Most of the residents wish to walk a maximum of 6 minutes to reach their destination from their parked vehicle.
- Many residents avoid visiting downtown due to limited parking availability.
- Residents do not agree with the expansion of on-street time restrictions to allow high-demand parking spaces to be used by more vehicles.
- Residents highly agree with the implementation of paid parking in Downtown Elora and Fergus to encourage shorter stays and make parking spaces available more frequently.
- Residents are in support of the street closure during the peak tourism period.
- Based on the number of responses received, it is believed that a good volume of residents like to bike
- Residents believe if the cycling infrastructure is improved and if better cycle parking is implemented, they might consider using a bike instead of a car when visiting Elora and Fergus.
- Respondents are supportive of the paid parking permits for residents.



## Attachment 3: Visitor Survey Summary Memorandum

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**Date:** February 6, 2024 **Project No.:** 300057100.0000  
**Project Name:** Centre Wellington Municipal Parking Strategy  
**Client Name:** Township of Centre Wellington  
**To:** Township of Centre Wellington  
**From:** R.J. Burnside & Associates Limited

---

### 1.0 Overview

A survey was conducted from September 19, 2023 – October 22, 2023, surveying business owners / employees, residents, and visitors within the study area. This survey aimed to collect data regarding visitors' opinions on the current and future state of parking as input for Centre Wellington's Strategic Parking Management study. The following sections of this memorandum outline the results of the survey.

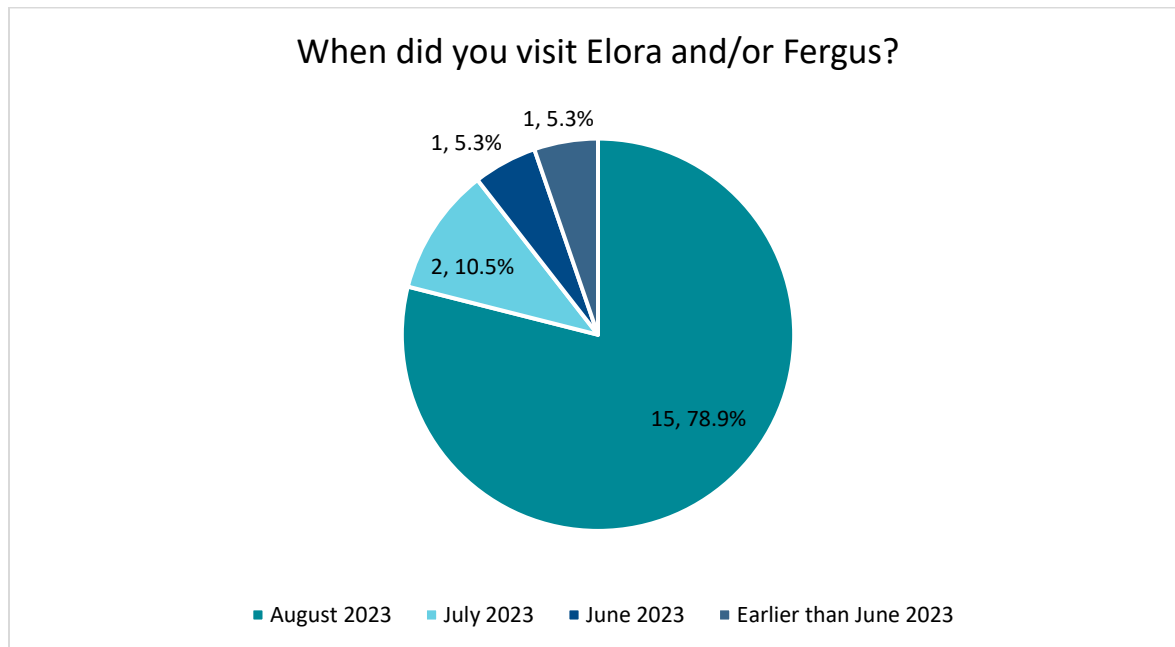
The memorandum summarizes the visitor's opinion survey as follows:

- Survey participation
- Survey results
- Key survey findings

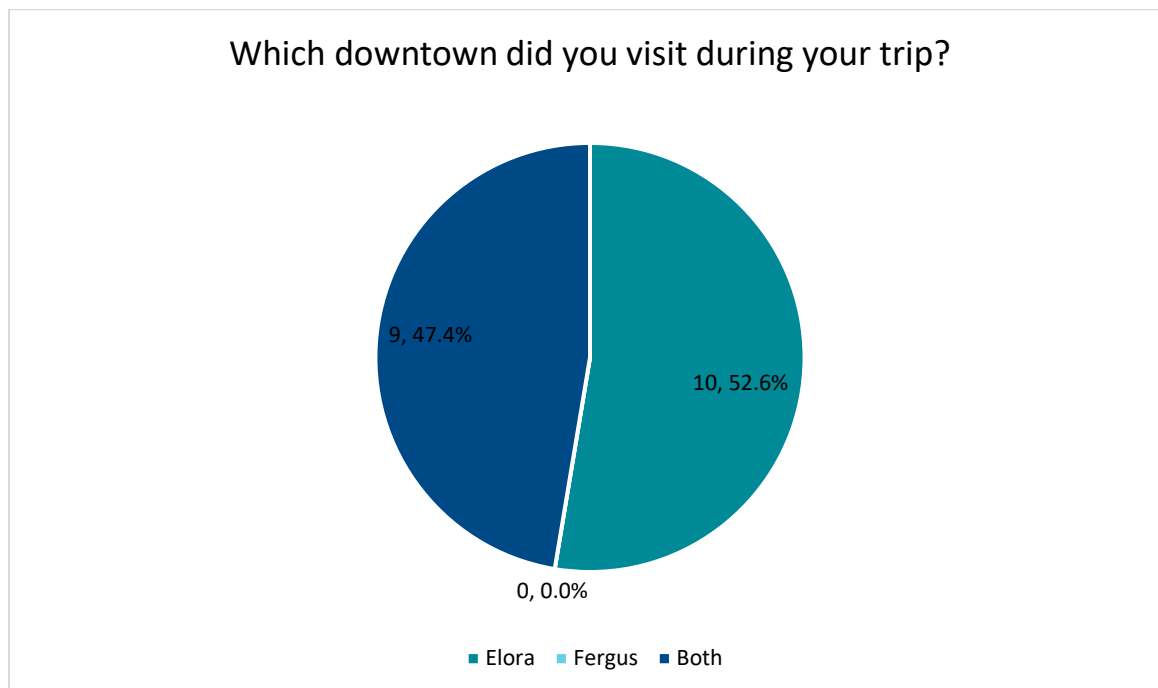
### 2.0 Survey Participation

The survey conducted on the Township of Centre Wellington's website received 19 responses. Participants were asked when the most recent visit to one of the study areas was, and which of the areas was their destination. Figure 1 shows the distribution of the months in which the respondents made their most recent trip to the survey area. Figure 2 displays the percentage at which each of the locations was visited.

**Figure 1: Recency of Respondents' Last Visit to Survey Area**



**Figure 2: Survey Area Last Visited by Respondents**



As seen in Figure 1 majority of the respondents visited the survey area recently, with 78.9% visitors and 10.5% visited in July and the remaining 10.6% visiting in June or earlier. During their visit, 52.6% visited Elora and the remaining 47.4% visited both Elora and Fergus, this indicates that Elora is the most popular destination for the visitors.

### 3.0 Survey Findings

The survey can be split into three topics:

- Type of parking facility and time of parking
- Efficiency of existing parking
- Response to other travel modes

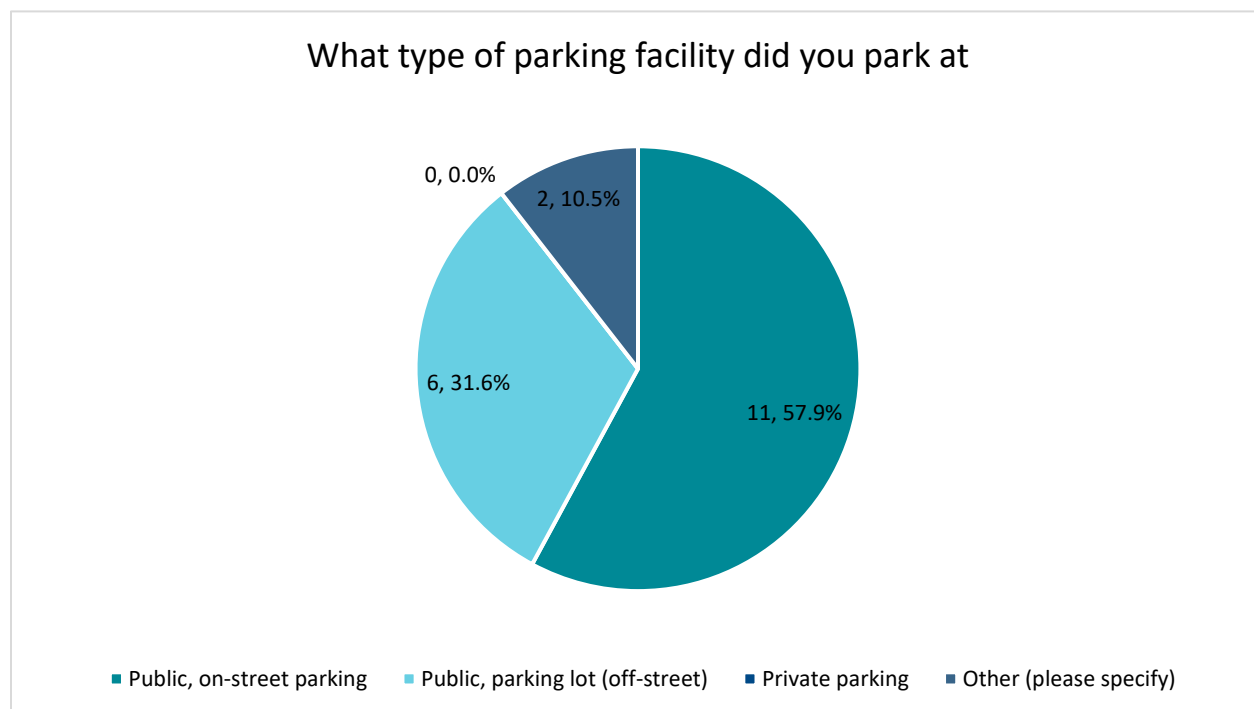
The following section will provide a summary of these topics in the form of charts, followed by key findings derived from the responses.

#### 3.1 Type of Parking Facility and Time of Parking

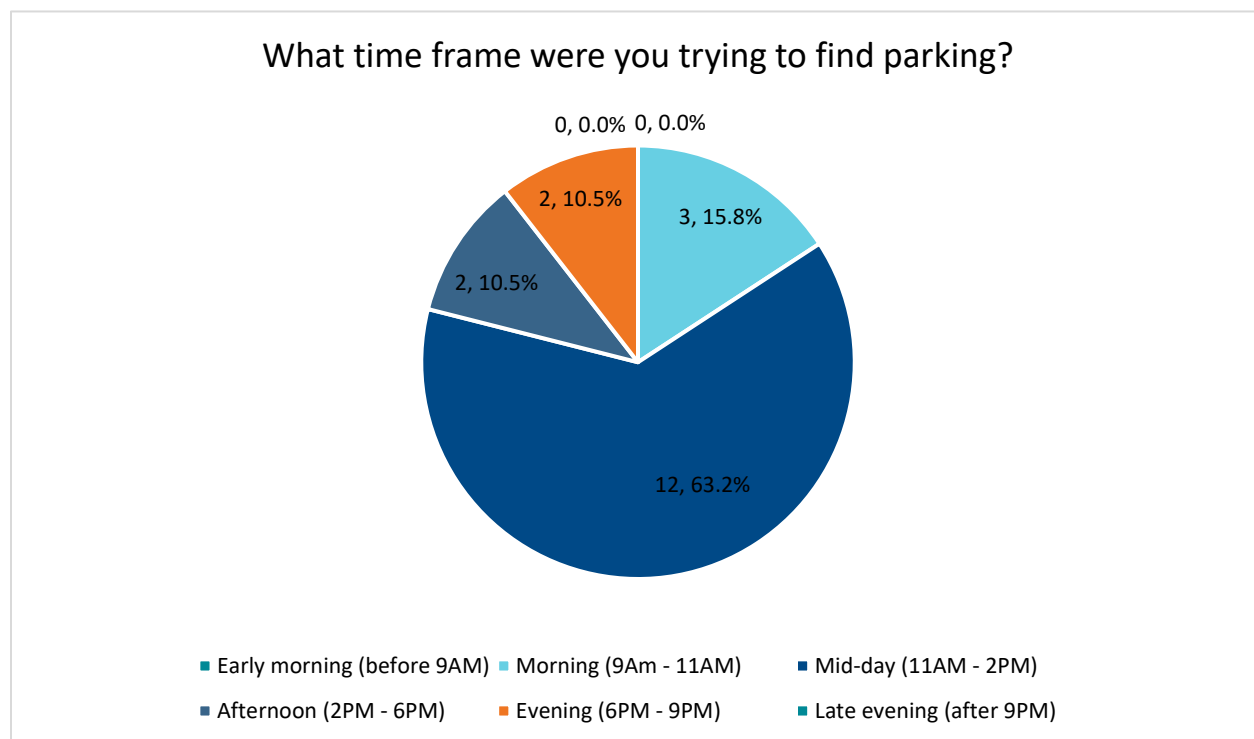
Respondents were asked the type of facility they utilized, and where their destination was located. Figure 4 displays where users parked and the time frame when they were looking for the parking spot. Figure 3 shows the type of parking facilities used: on / off street and public / private. 59.7% of respondents parked on-street and 31.6% parked in the municipal parking lot.

None of the visitors parked in private parking spots and 10.5% parked at other locations. Most of the visitors were looking for parking around midday between 11:00 am and 2:00 pm followed by 15.8% looking for parking in the morning. Figure 4 shows the time frame when the visitors were looking for the parking.

**Figure 3: Response to Type of Parking Used**



**Figure 4: Response to Time Frame When the Visitors Were Looking for Parking.**



**Table 1: Number of Responses Organized by Parking Location and the Time of Parking**

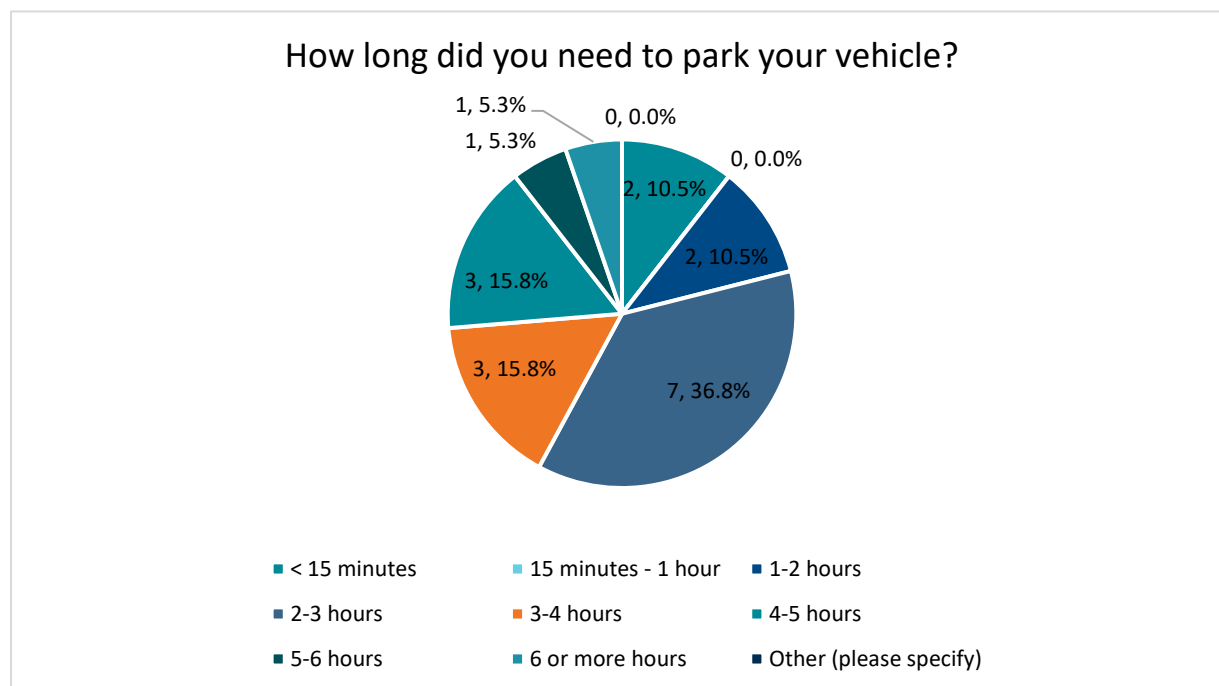
Location and Time	Number of responses
<b>Public, on-street</b>	
Morning (9Am - 11AM)	2
Mid-day (11AM - 2PM)	9
<b>Public, parking lot (off-street)</b>	
Morning (9Am - 11AM)	1
Mid-day (11AM - 2PM)	2
Afternoon (2PM - 6PM)	1
Evening (6 PM - 9 PM)	2
<b>Other (please specify)</b>	
Mid-day (11 AM - 2 PM)	1
Afternoon (2 PM - 6 PM)	1

Table 1 shows the time and parking location where visitors parked their vehicles. Most of the people parked at on-street parking spots and during midday.

The visitors were asked how long they needed to park their vehicles, to which the majority responded 2-3 hours with 36.8% responses followed by 15.8% responses each for 3-4 hours and 4-5 hours suggesting that the visitors wished to park for longer hours.



**Figure 5: Response to the Duration of Parking**



### 3.2 Efficiency of Parking

To gauge the efficacy of the existing parking locations, respondents were asked five questions, how long it took them to find a parking spot, their response to 3-hour parking duration limit, their response to 15-minute parking duration limit and, walk time to their destination from their parked vehicle, the maximum duration they would be willing to walk from the parked vehicle.

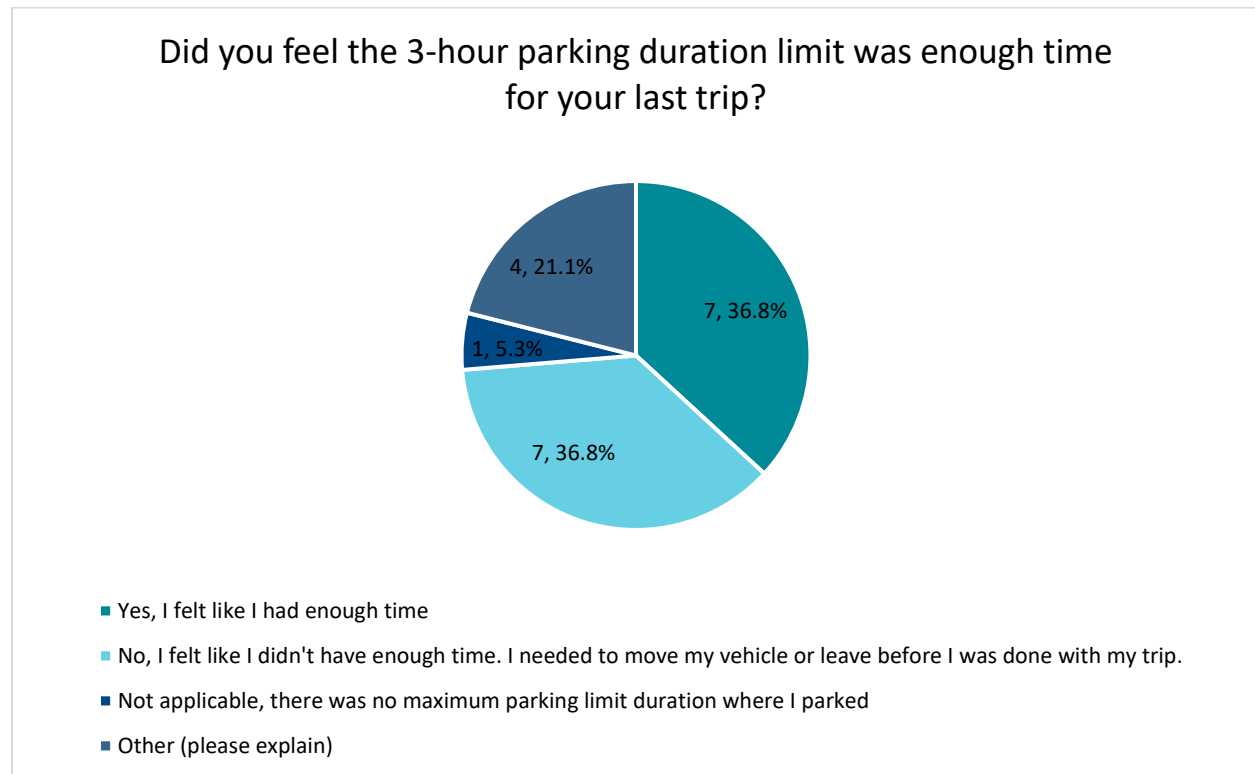
Responses to these questions can be seen in Figure 6, Figure 7, Figure 9, Figure 10 and Figure 9 respectively. Figure 6 illustrates the visitor's experience of finding parking spots, most of them had a hard time searching for parking or had other experience. None of the visitors responded to having found the parking easily and 15.8% felt they spent more time searching for parking close to their destination.

**Figure 6: Visitors Response to Experience Finding a Parking Spot**



Figure 7 shows visitors response to 3-hour parking limit durations, to which 36.8% of the visitors responded that they didn't get enough time, they had to move their vehicles to different locations or had to shorten their trip and the same number of respondents felt that 3-hour limit was enough for them. 21.1% respondents had other views and only 5.3 % responded that they found a parking location where there was no parking limit.

**Figure 7: Visitors Response to 3-hour Parking Limit**



**Figure 8: Visitor's Response to 15-minute Parking Limit**

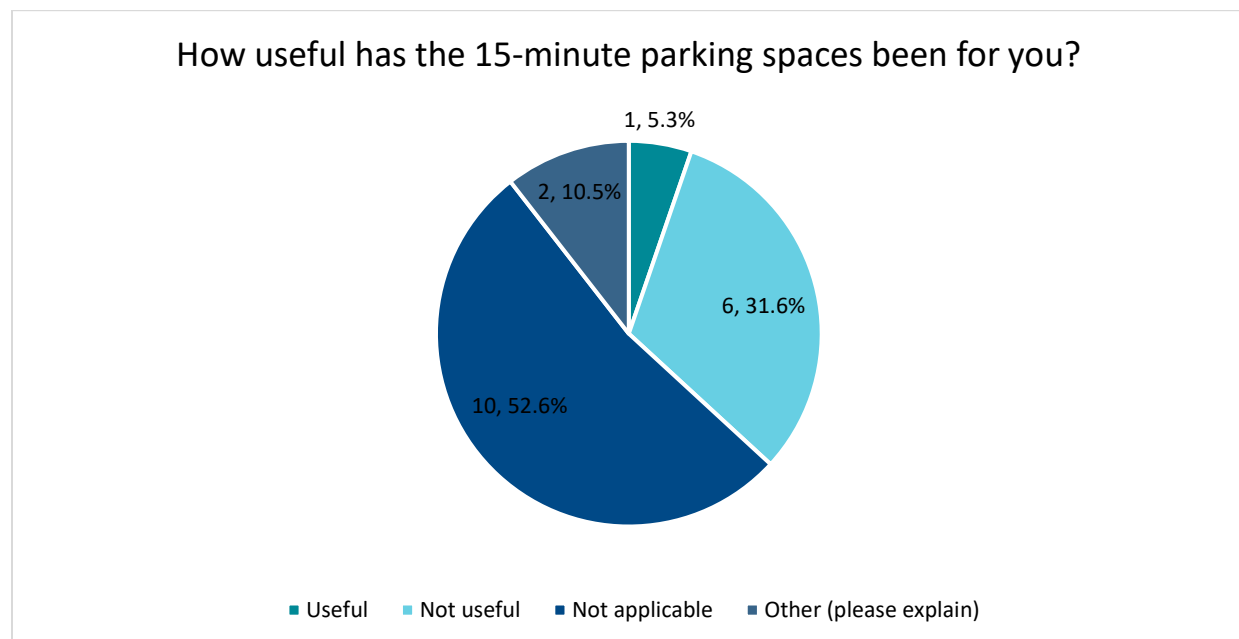


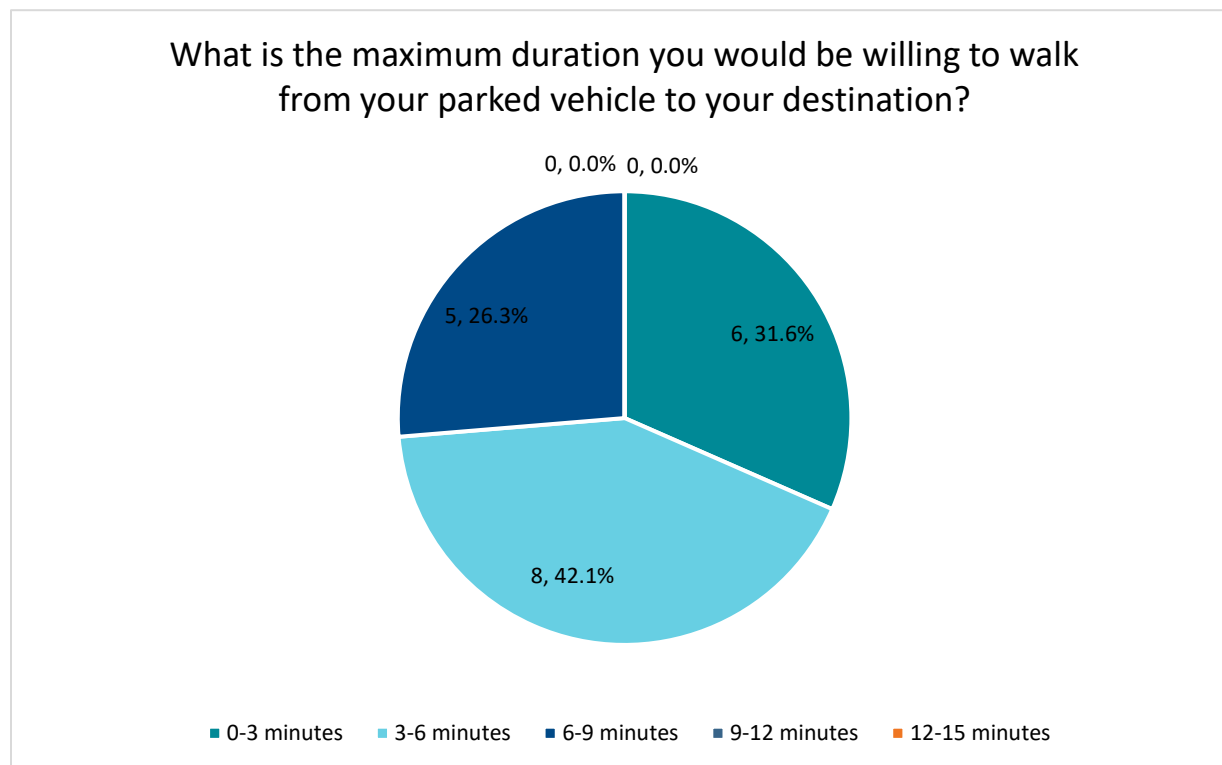
Figure 8 shows visitors response to 15-minute parking spaces, more than half respondents believe that this does not apply to their situation with 52.6% responses and 31.6% responded not useful, suggesting that they wish to park for longer duration. 10.5% of people selected “other” option and only 5.3% feel the 15-minutes spots are useful to them to park.

Visitors were asked about the time they spent walking to their destination from the parked car as seen in Figure 9 and most of them responded over 5-minutes with 42.1% responses followed by 26.3% responding 3-5 minutes. Only 15.8% of respondents were able to find parking 1-3 minutes to the destination and same number of respondents were able to find close parking with less than 1 minute walk. Figure 10Figure 9 shows the response to the time visitors would like to walk from the parked vehicle to their destination and most of them responded for 3-6 minutes with 42.1% responses, followed by 31.6% responses for 0-3 minutes walk time. Around 26.3% responded to walk a maximum of 6-9 minutes to reach their destination but no respondent wanted to walk for longer than 9 minutes.

**Figure 9: Response to How Long the Visitors Walked From Parking to the Destination.**



**Figure 10: Response to How Long the Visitors Wish to Walk From Parking to the Destination**

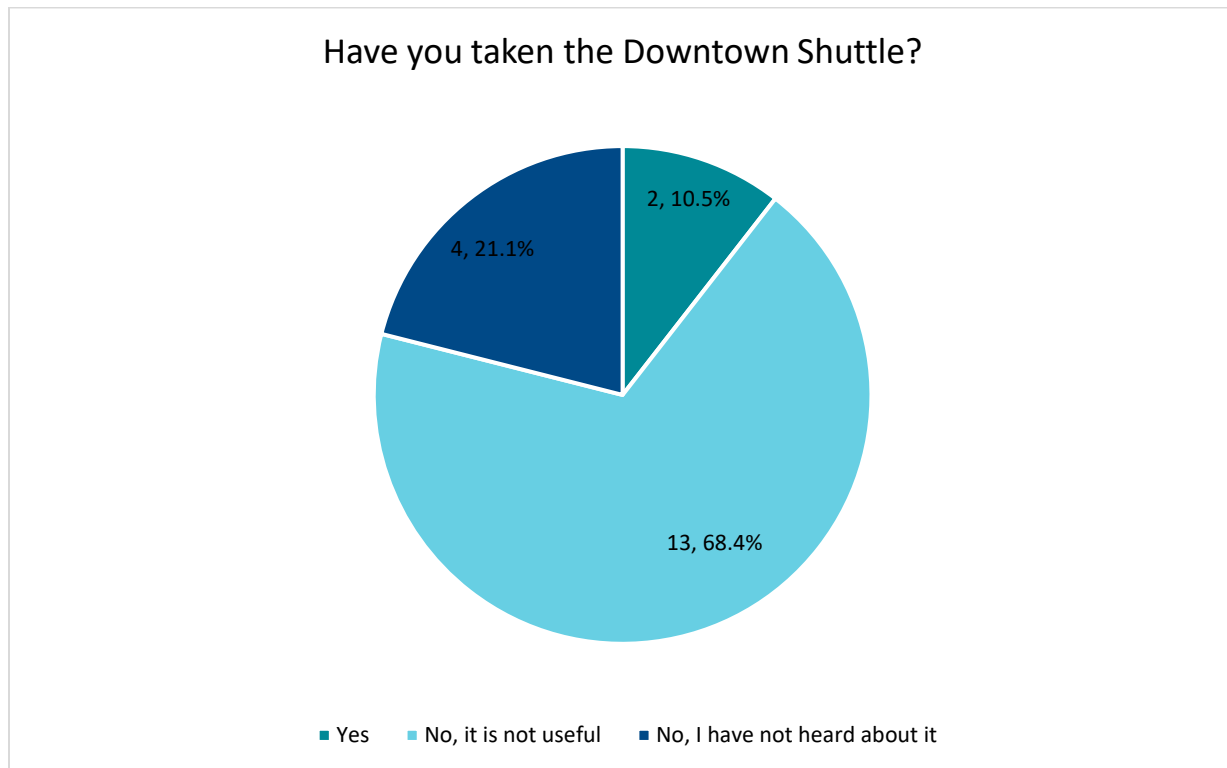


### 3.3 Visitors' Response to Other Travel Mode

The downtown shuttle bus program is initiated by the township and offers services during the summer months. Respondents were asked if they have used the shuttle bus when travelling downtown. Figure 10 shows the responses from the visitors if they have taken the downtown shuttle bus services. More than half of the visitors responded that the shuttle bus service is not useful to them, with 68.4% responses. About 21.1% respondents were unaware of the shuttle bus program and merely 10.5% responded that they have used the downtown shuttle bus.

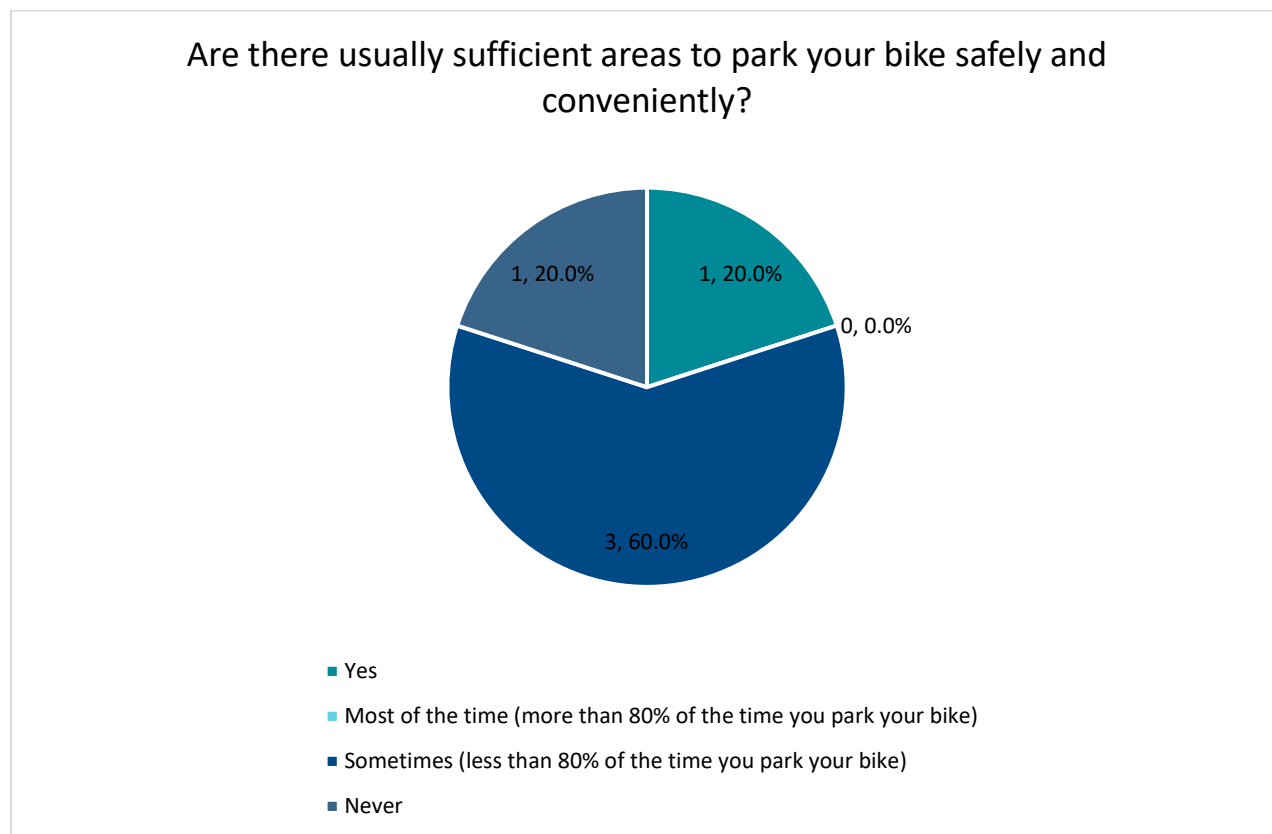
Respondents were asked how they got to know about the shuttle bus service, to which only two visitors responded. One heard about the service through the township's website and the other heard from somewhere else.

**Figure 11: Response to Shuttle Bus Service**



Visitors were asked if they had ever biked to visit Elora and Fergus, to which 14 responded “no” and only 5 responded “yes”. Figure 12 and Figure 13 shows the survey results regarding the availability of bike parking and improvements that could encourage people to use this facility more frequently. Around 60% of the respondents stated that they were able to find bike parking sometimes, which is less than 80% of the time they park their bike. Moreover, 20% of the respondents reported that there are usually enough safe and convenient areas to park their bike, while another 20% stated that there are no adequate areas to park their bike safely and conveniently.

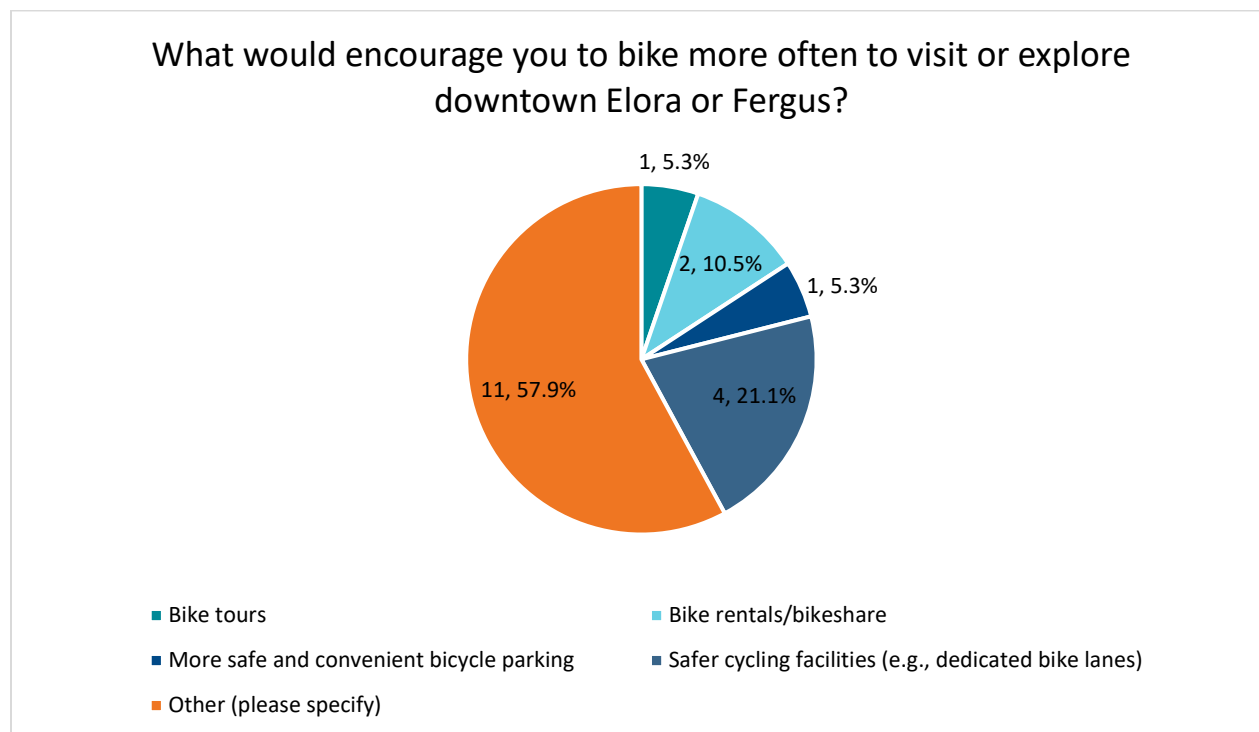
**Figure 12: Response to Availability of Bike Parking**



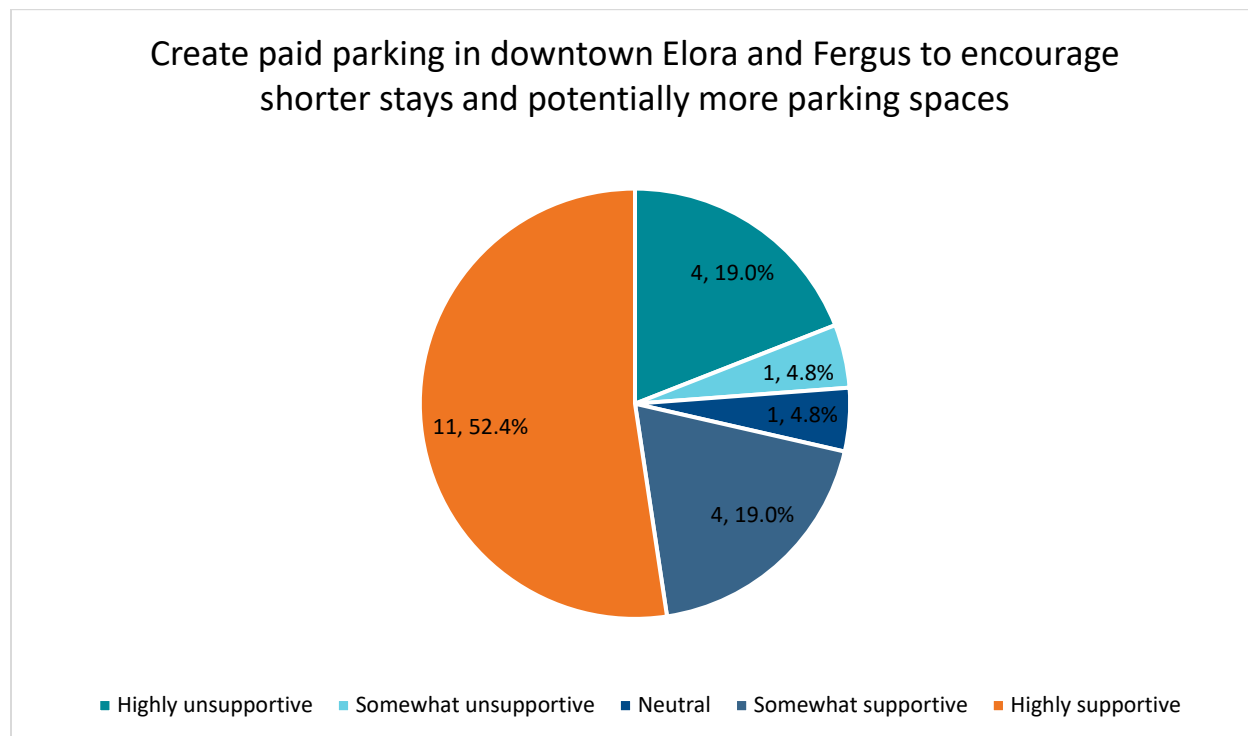
When asked what would encourage them to bike more often to visit or explore downtown areas of Elora and Fergus, more than half of the respondents selected “other” option. Please summarize. About 21.1% of responded, safer cycling facilities like dedicated bike lanes would encourage them to bike often. Whereas 10.5% selected bike rentals or bikeshare to be a possible solution and 5.3% each selected Bike tours and more safe and convenient bicycle parking would encourage them to use bike as a mode of transportation to visit Downtown Elora and Fergus.

Figure 14 shows response of visitors on paid parking in downtown Elora and Fergus to encourage shorter stays and potentially more parking spaces. About 52.4% of the respondents highly support the paid parking enforcement, 19% somewhat support and 19% highly unsupported the paid parking concept.

**Figure 13: Response to Suggestion**



**Figure 14: Response to Paid Parking in Downtown Elora and Fergus**





## **4.0 Summary of Findings**

Based on the survey results, opinions of the visitors include:

- Most of the visitors who came to Elora and / or Fergus did so in July and August.
- None of the visitors came to Fergus only; they either visited Elora or both Elora and Fergus.
- During their visit, most visitors parked their cars in public on-street parking lots. The busiest time for parking was midday, between 11am and 2pm.
- Most respondents needed to park their vehicles for longer periods, with the highest number of respondents parking for 2-3 hours, followed by 3-4 hours and 4-5 hours.
- 36.8% of visitors believed that a 3-hour parking duration limit was enough for them to park when they visited. However, the same number of respondents believe that the 3-hour parking limit was not enough for them to park, and they had to move their vehicle to a different spot or leave before they were done with their trip.
- Most respondents walked for more than 5 minutes to reach their destination from where they parked their vehicle. On the other hand, most residents wished to walk a maximum of 6 minutes to reach their destination from their parked vehicle.
- Only a few visitors used the downtown shuttle bus services, and most of them did not find it useful.
- Similarly, most respondents did not believe that the 15-minute parking space applied to or was useful to them.
- Visitors highly agree with the implementation of paid parking in Downtown Elora and Fergus. They believe it would encourage shorter stays, and parking spaces would be available more frequently.

# Business Owners' and Employees' Survey

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## **SURVEY RESPONSE REPORT**

01 June 2017 - 26 October 2023

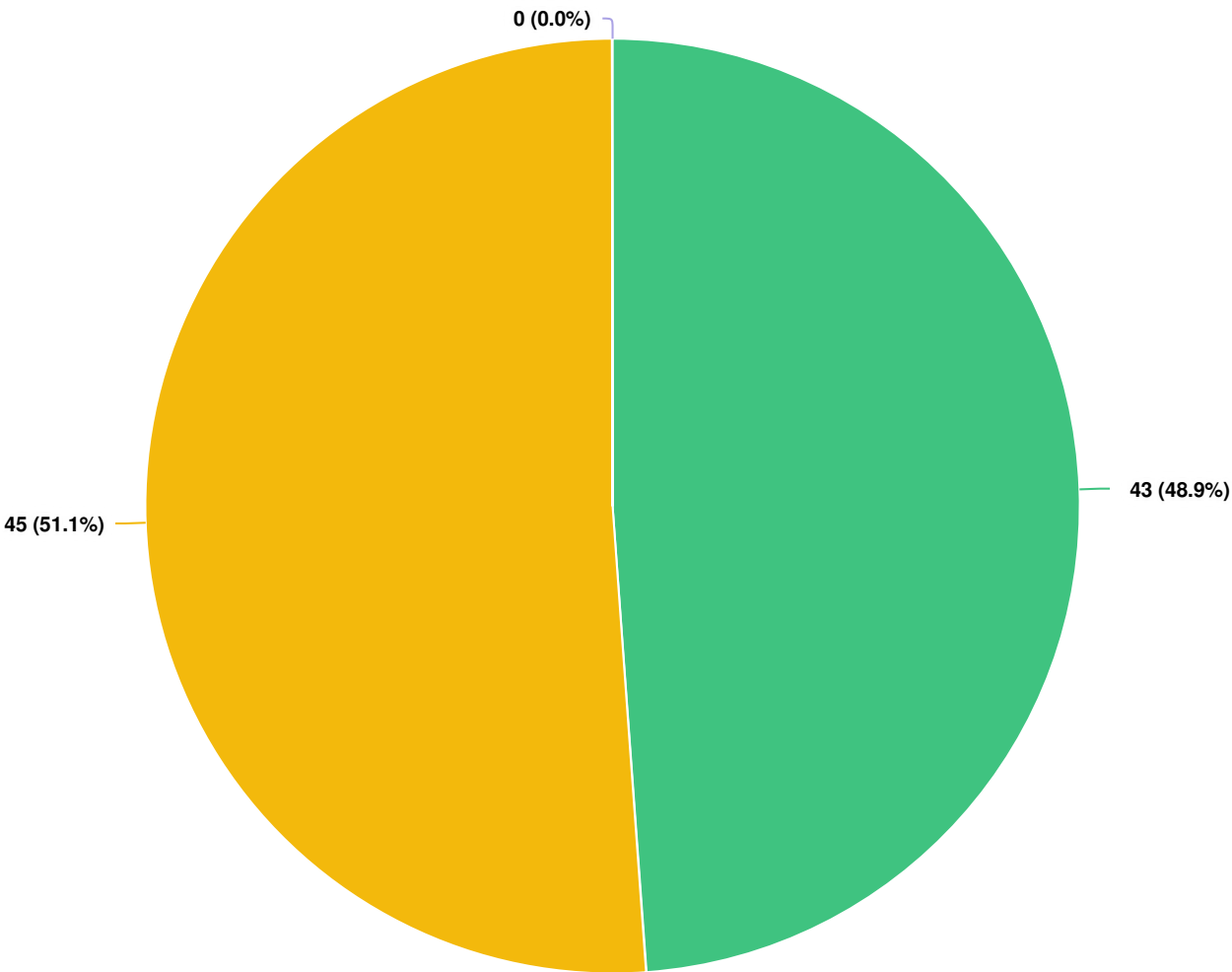
### **PROJECT NAME:**

Downtown Municipal Parking Strategy



# SURVEY QUESTIONS

Q1 | Are you a business owner or employee within Elora or Fergus?



Question options

☒ Business Owner    ☒ Employee    ☐ Other (please specify)

Mandatory Question (88 response(s))  
Question type: Radio Button Question

## Q2 | Where is your workplace located?

Anonymous

9/19/2023 02:33 PM

Downtown Elora

Anonymous

9/19/2023 02:41 PM

Elora

Anonymous

9/19/2023 03:10 PM

135 St David St South, Fergus

Anonymous

9/19/2023 03:56 PM

We own a business on St Andrew St W Fergus

Anonymous

9/19/2023 04:53 PM

Elora

Anonymous

9/19/2023 05:56 PM

Downtown Fergus

Anonymous

9/19/2023 08:15 PM

West Mill St. Elora

Anonymous

9/19/2023 10:28 PM

Fergus

Anonymous

9/20/2023 08:06 AM

Queen St. East, Fergus

Anonymous

9/20/2023 08:32 AM

Elora

Anonymous

9/20/2023 08:39 AM

Fergus

Anonymous

9/20/2023 11:02 AM

Ron Wilkin Jewellers - 109 St.Andrew Street West Fergus N1M 1N6

Anonymous

9/20/2023 11:12 AM

Ron Wilkin Jewellers On Mill - 48 West Mill Street, Elora ON N0B 1S0

Anonymous

9/20/2023 01:45 PM

1 MacDonald Sq Elora

Anonymous

9/20/2023 02:59 PM

Ron Wilkin jewellers in fergus

Anonymous

9/20/2023 03:06 PM

Fergus Saint Andrews street E

Anonymous

9/20/2023 05:12 PM

Elora

Anonymous

9/20/2023 05:56 PM

St. Andrew's Street and St. David's

Anonymous

9/20/2023 06:00 PM

Elora

Anonymous

9/20/2023 06:30 PM

109 St Andrew

Anonymous

9/20/2023 06:52 PM

Fergus

Anonymous

9/20/2023 06:58 PM

109 St Andrew St W, Fergus

Anonymous

9/20/2023 08:21 PM

56 West Mill

Anonymous

9/21/2023 08:08 AM

Downtown Fergus

Anonymous

9/21/2023 09:10 AM

St Andrew St near St David

Anonymous

9/21/2023 09:27 AM

Fergus Marketplace

Anonymous

Fergus

9/21/2023 10:12 AM

Anonymous

11 East Mill Street

9/21/2023 10:59 AM

Anonymous

Elora

9/21/2023 12:12 PM

Anonymous

Fergus Menzies Lane

9/21/2023 03:00 PM

Anonymous

Downtown Fergus

9/21/2023 03:02 PM

Anonymous

Downtown Fergus

9/21/2023 03:40 PM

Anonymous

St. Andrew st w

9/21/2023 04:21 PM

Anonymous

Mill street west

9/21/2023 05:52 PM

Anonymous

Fergus

9/21/2023 07:12 PM

Anonymous

Fergus

9/21/2023 07:47 PM

Anonymous

Elora

9/21/2023 07:53 PM

Anonymous

Downtown Fergus

9/21/2023 08:56 PM

Anonymous

Elora downtown

9/21/2023 10:11 PM

Anonymous

Fergus downtown

9/22/2023 09:54 PM

Anonymous

9/22/2023 10:22 PM

Elora

Anonymous

9/24/2023 02:33 AM

The The The

Anonymous

9/24/2023 02:41 PM

Elora

Anonymous

9/25/2023 11:46 AM

Victoria street elora

Anonymous

9/25/2023 02:03 PM

Menzies Lane, Fergus

Anonymous

9/25/2023 02:13 PM

181 St Andrew St E

Anonymous

9/25/2023 03:49 PM

Downtown Fergus

Anonymous

9/25/2023 06:31 PM

Menzies lane

Anonymous

9/25/2023 07:56 PM

123 and 130 Metcalfe and 60 west mill

Anonymous

9/26/2023 06:32 AM

Fergus

Anonymous

9/26/2023 09:27 AM

St David St. & St Patrick St.

Anonymous

9/26/2023 09:40 AM

Mill Street

Anonymous

9/26/2023 01:47 PM

Elora

Anonymous

9/26/2023 02:01 PM

115 Metcalfe St, Elora



Anonymous  
9/26/2023 02:07 PM  
115 Metcalfe St, normally I park away from the main streets, either on Church St. E , or on Geddes St.

Anonymous  
9/26/2023 04:13 PM  
Fryett Turner Architecture Inc.

Anonymous  
9/26/2023 05:53 PM  
157 St David St N

Anonymous  
9/28/2023 12:48 PM  
351 St Andrew's St West.

Anonymous  
9/28/2023 08:23 PM  
Elora

Anonymous  
10/01/2023 10:42 AM  
Downtown Elora

Anonymous  
10/01/2023 12:37 PM  
105 Queen st. West Fergus

Anonymous  
10/02/2023 11:11 AM  
Downtown Fergus

Anonymous  
10/03/2023 07:27 AM  
Macdonald square

Anonymous  
10/03/2023 11:57 AM  
St Andrew St West, Fergus

Anonymous  
10/03/2023 07:06 PM  
Elora

Anonymous  
10/04/2023 04:51 PM  
Elora

Anonymous  
10/05/2023 10:31 AM  
Imagine Studio and Gallery...18 Colborne Street

Anonymous  
Elora

10/06/2023 06:25 AM

Anonymous

Fergus

10/08/2023 07:28 AM

Anonymous

54 Victoria st

10/10/2023 12:36 PM

Anonymous

Victoria st

10/10/2023 01:29 PM

Anonymous

Elora

10/10/2023 05:45 PM

Anonymous

126 St. Andrew st. West

10/10/2023 06:13 PM

Anonymous

St. Andrew Street West

10/10/2023 07:34 PM

Anonymous

Fergus

10/10/2023 09:42 PM

Anonymous

Downtown Elora

10/11/2023 09:47 AM

Anonymous

Municipal Office

10/12/2023 10:22 AM

Anonymous

Queen St E, Fergus

10/12/2023 02:31 PM

Anonymous

105 Metcalfe Elora

10/13/2023 03:57 PM

Anonymous

Carlton place

10/16/2023 10:36 PM

Anonymous

Downtown Elora

10/18/2023 10:24 AM

Anonymous 10/18/2023 10:45 PM	Elora
Anonymous 10/22/2023 08:14 PM	Elora
Anonymous 10/22/2023 09:18 PM	59 Metcalf St., Elora
Anonymous 10/22/2023 10:16 PM	Elora James St
Anonymous 10/22/2023 10:16 PM	Elora
Anonymous 10/22/2023 10:25 PM	71D James street
Anonymous 10/22/2023 10:42 PM	71 James St., Elora

**Mandatory Question** (88 response(s))  
**Question type:** Single Line Question

**Q3** | Do you believe that your business and/or employees have adequate parking at your workplace?

Anonymous 9/19/2023 02:33 PM	No
Anonymous 9/19/2023 02:41 PM	No
Anonymous 9/19/2023 03:10 PM	no
Anonymous 9/19/2023 03:56 PM	Not at all, my employees in Fergus park in the Curling Club Parking Lot
Anonymous	Yes

9/19/2023 04:53 PM

Anonymous  
9/19/2023 05:56 PM

No

Anonymous  
9/19/2023 08:15 PM

No

Anonymous  
9/19/2023 10:28 PM

No, not at all

Anonymous  
9/20/2023 08:06 AM

Yes

Anonymous  
9/20/2023 08:32 AM

No

Anonymous  
9/20/2023 08:39 AM

No

Anonymous  
9/20/2023 11:02 AM

No

Anonymous  
9/20/2023 11:12 AM

No

Anonymous  
9/20/2023 01:45 PM

Yes this would be true if the spots on Margaret Street were designated staff parking or if staff was permitted to use ticketing exempt parking passes which would allow us to park near our work place without risk of being ticketed.

Anonymous  
9/20/2023 02:59 PM

No I do not

Anonymous  
9/20/2023 03:06 PM

I do not believe the parking for our business, employees and customers is adequate

Anonymous  
9/20/2023 05:12 PM

No

Anonymous

No

9/20/2023 05:56 PM

Anonymous

No

9/20/2023 06:00 PM

Anonymous

We park at the curling club. However it has become more crowded and sometimes there's no spots available

9/20/2023 06:30 PM

Anonymous

Yes - when other businesses customers don't take it. We pay for our spaces, but they use them and our only option is to tow. I don't like that, but we should be able to ticket them. We need this support!

9/20/2023 06:52 PM

Anonymous

For our employees, yes, but for our customers, no

9/20/2023 06:58 PM

Anonymous

No

9/20/2023 08:21 PM

Anonymous

No

9/21/2023 08:08 AM

Anonymous

For the most part, yes. There are days when our lot gets full because of events happening in our building.

9/21/2023 09:10 AM

Anonymous

Yes

9/21/2023 09:27 AM

Anonymous

No

9/21/2023 10:12 AM

Anonymous

Yes, I bike to work and so do any of my employees.

9/21/2023 10:59 AM

Anonymous

No

9/21/2023 12:12 PM

Anonymous

Our business does not. Our employees currently park at the Curling Club Lot

9/21/2023 03:00 PM

Anonymous

Yes - but we own the parking lot. We have an issue with people

9/21/2023 03:02 PM

parking in it overnight making our snowplow tech unable to complete the full job.

Anonymous

No

9/21/2023 03:40 PM

Anonymous

Yes

9/21/2023 04:21 PM

Anonymous

None whatsoever

9/21/2023 05:52 PM

Anonymous

Yes

9/21/2023 07:12 PM

Anonymous

No

9/21/2023 07:47 PM

Anonymous

No

9/21/2023 07:53 PM

Anonymous

Building owns a 54 spot lot for clients and staff that is fully abused by residential tenants and businesses around it

9/21/2023 08:56 PM

Anonymous

No

9/21/2023 10:11 PM

Anonymous

No

9/22/2023 09:54 PM

Anonymous

Sure

9/22/2023 10:22 PM

Anonymous

The first time the

9/24/2023 02:33 AM

Anonymous

No

9/24/2023 02:41 PM

Anonymous

No

9/25/2023 11:46 AM

Anonymous

9/25/2023 02:03 PM

No

Anonymous

9/25/2023 02:13 PM

NO! It is a private parking lot but is used as public because there aren't enough parking in the downtown.

Anonymous

9/25/2023 03:49 PM

We do not have parking. The parking lot is always filled with people who live in the apartments even tho it says no over night parking. We or our clients have zero parking

Anonymous

9/25/2023 06:31 PM

No!

Anonymous

9/25/2023 07:56 PM

Yes

Anonymous

9/26/2023 06:32 AM

Yes

Anonymous

9/26/2023 09:27 AM

No

Anonymous

9/26/2023 09:40 AM

No

Anonymous

9/26/2023 01:47 PM

No

Anonymous

9/26/2023 02:01 PM

no

Anonymous

9/26/2023 02:07 PM

in most cases, as long as you come early, if you arrive after 9am then there is not many spots available

Anonymous

9/26/2023 04:13 PM

Finding parking for employees or client's visiting our office cab become very difficult especially during the summer months.

Anonymous

No

9/26/2023 05:53 PM

Anonymous  
9/28/2023 12:48 PM

Somewhat

Anonymous  
9/28/2023 08:23 PM

No

Anonymous  
10/01/2023 10:42 AM

No

Anonymous  
10/01/2023 12:37 PM

No

Anonymous  
10/02/2023 11:11 AM

no

Anonymous  
10/03/2023 07:27 AM

No

Anonymous  
10/03/2023 11:57 AM

No

Anonymous  
10/03/2023 07:06 PM

No

Anonymous  
10/04/2023 04:51 PM

No

Anonymous  
10/05/2023 10:31 AM

Most of the parking in front is the Brewery or BMO and as a sidenote I can't get out onto the street if a pickup is parked. Also 1 accident per week at Colbourne and princess...18 wheelers and dump trucks.

Anonymous  
10/06/2023 06:25 AM

No

Anonymous  
10/08/2023 07:28 AM

Yes

Anonymous  
10/10/2023 12:36 PM

No, employees and patients often can not find a parking spot nearby



Anonymous

10/10/2023 01:29 PM

No

Anonymous

10/10/2023 05:45 PM

Yes. But other merchants park on the main street.sometimes up to 3 cars for one store.

Anonymous

10/10/2023 06:13 PM

Not really

Anonymous

10/10/2023 07:34 PM

No

Anonymous

10/10/2023 09:42 PM

Generally

Anonymous

10/11/2023 09:47 AM

Not at all

Anonymous

10/12/2023 10:22 AM

No

Anonymous

10/12/2023 02:31 PM

Yes

Anonymous

10/13/2023 03:57 PM

Yes

Anonymous

10/16/2023 10:36 PM

No

Anonymous

10/18/2023 10:24 AM

No

Anonymous

10/18/2023 10:45 PM

No

Anonymous

10/22/2023 08:14 PM

No

Anonymous

No

10/22/2023 09:18 PM

Anonymous No

10/22/2023 10:16 PM

Anonymous No

10/22/2023 10:16 PM

Anonymous Very difficult to find between the hours 9am- 4pm

10/22/2023 10:25 PM

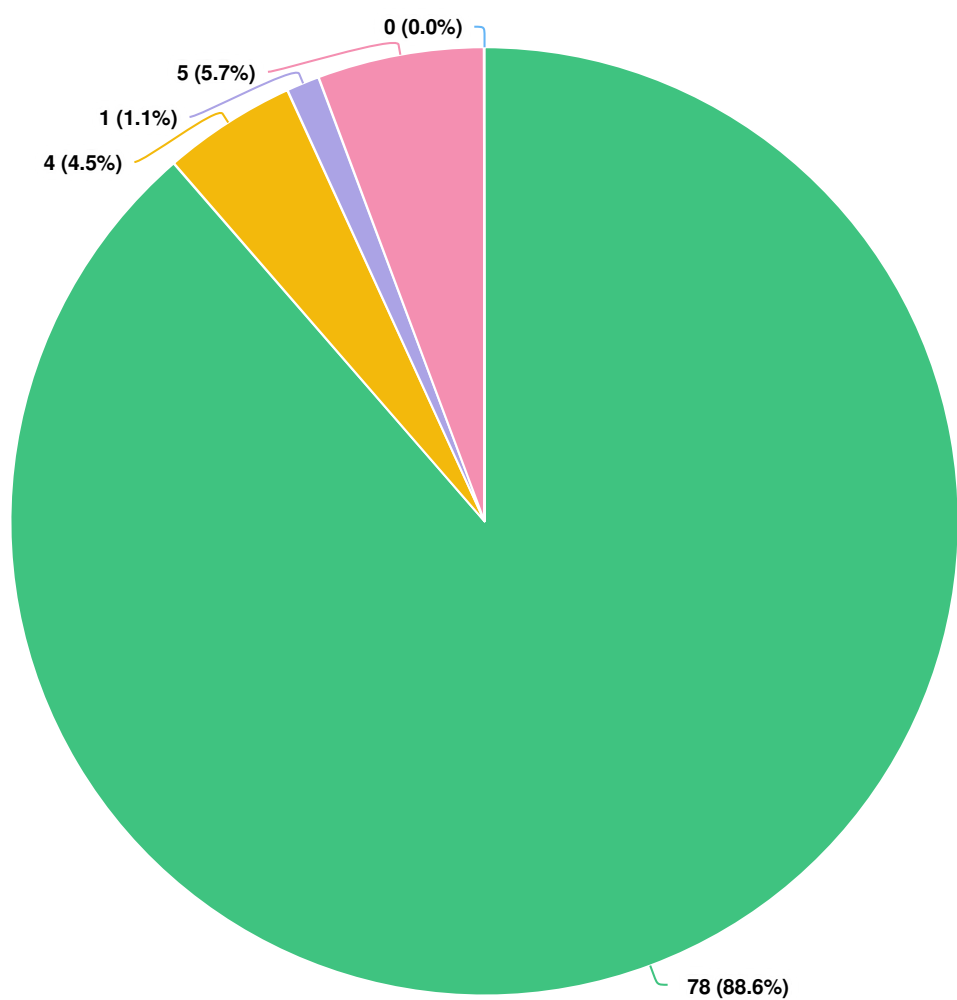
Anonymous No. During 9-5 Monday through Friday it is difficult to find parking

10/22/2023 10:42 PM

**Mandatory Question** (88 response(s))

**Question type:** Single Line Question

Q4 | How do you generally get to work?

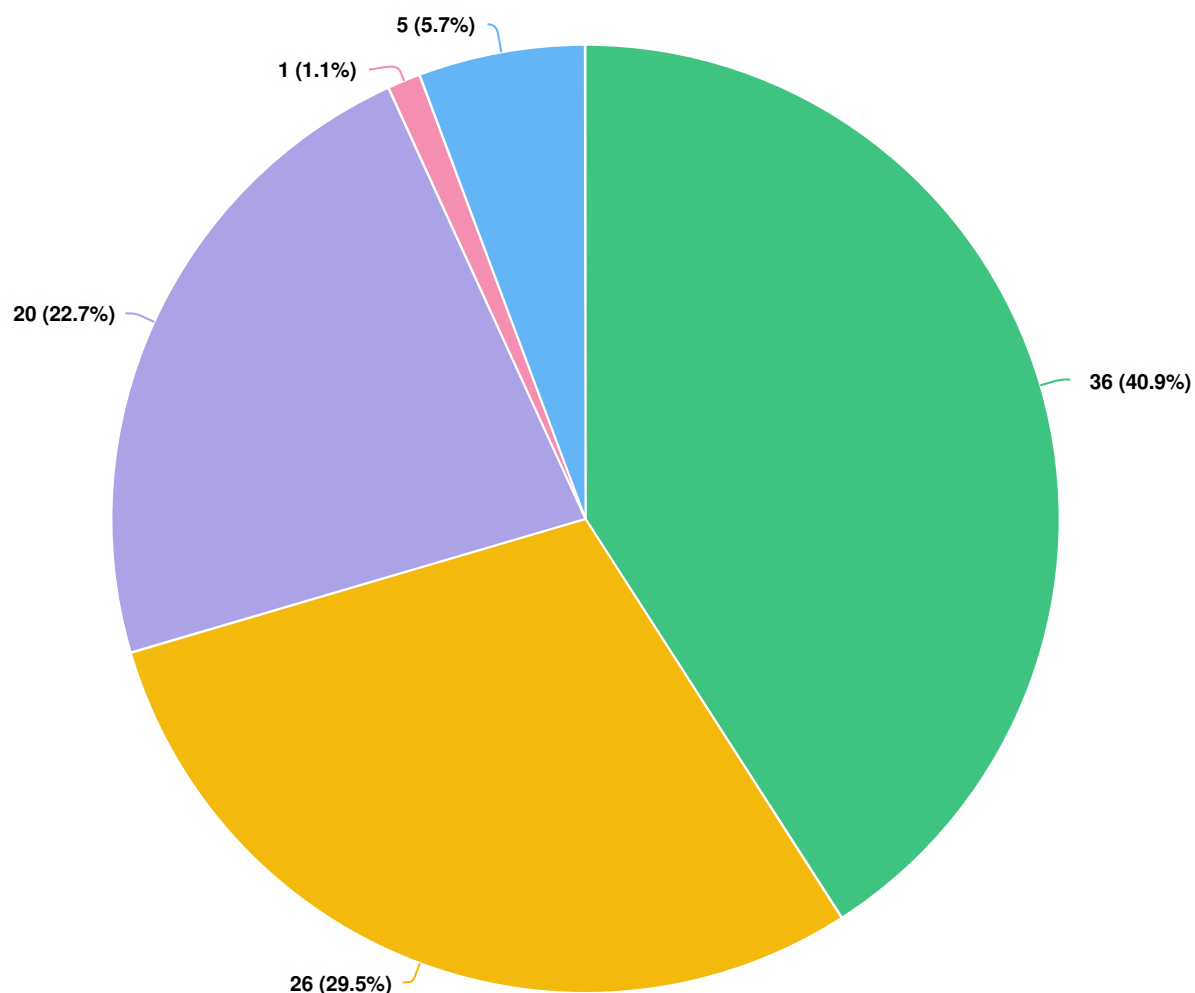


Question options

- Car
- Bicycle
- Carpool
- Walk
- Other (please specify)

Mandatory Question (88 response(s))  
Question type: Radio Button Question

**Q5** Where do you usually park for work?



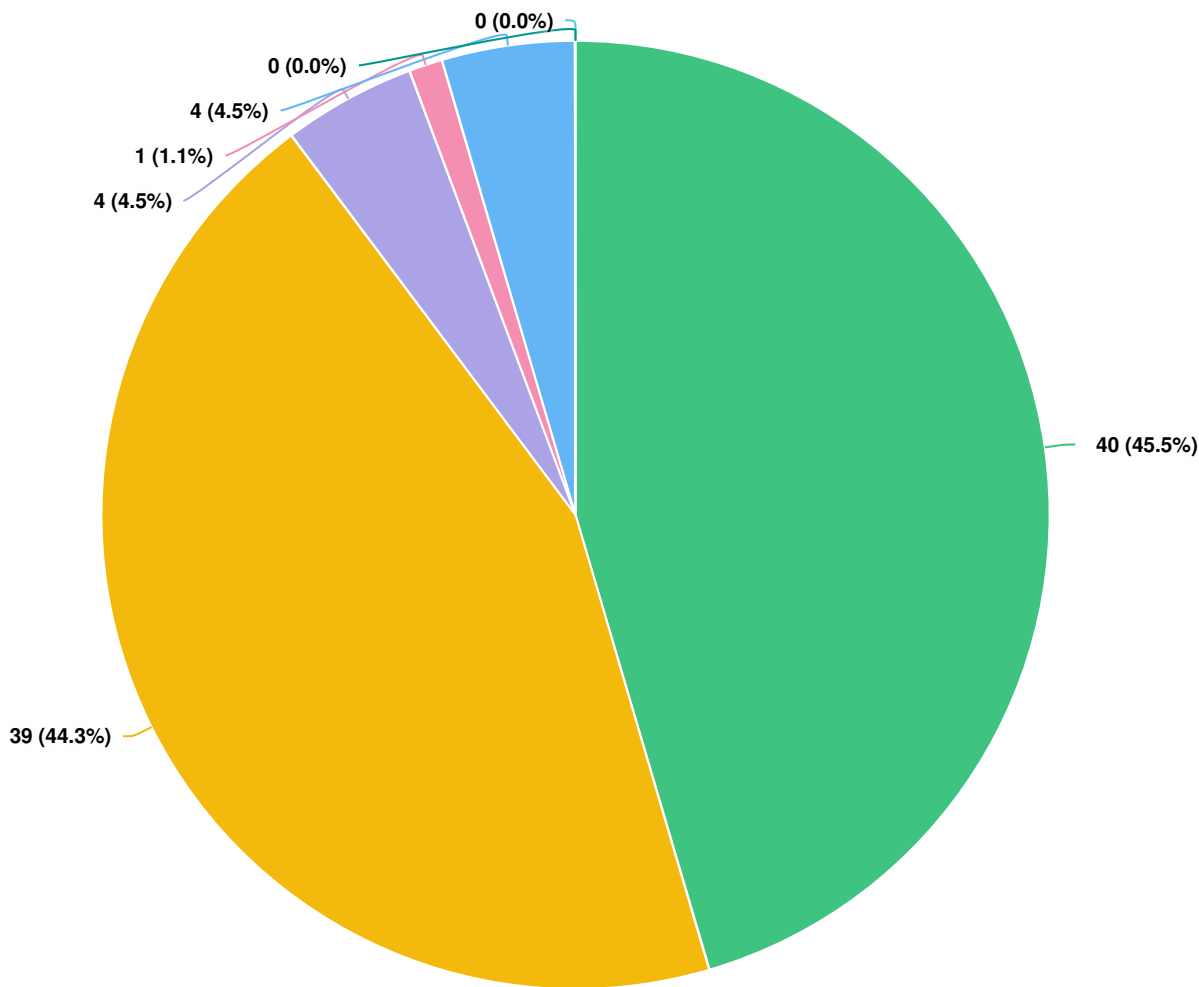
**Question options**

- Public, parking lot (off-street)
- Public, on-street
- Business has privately owned spaces
- Not applicable - no parking needs
- Other (please specify)

Mandatory Question (88 response(s))

Question type: Radio Button Question

Q6 When do you typically start parking your vehicle for work?

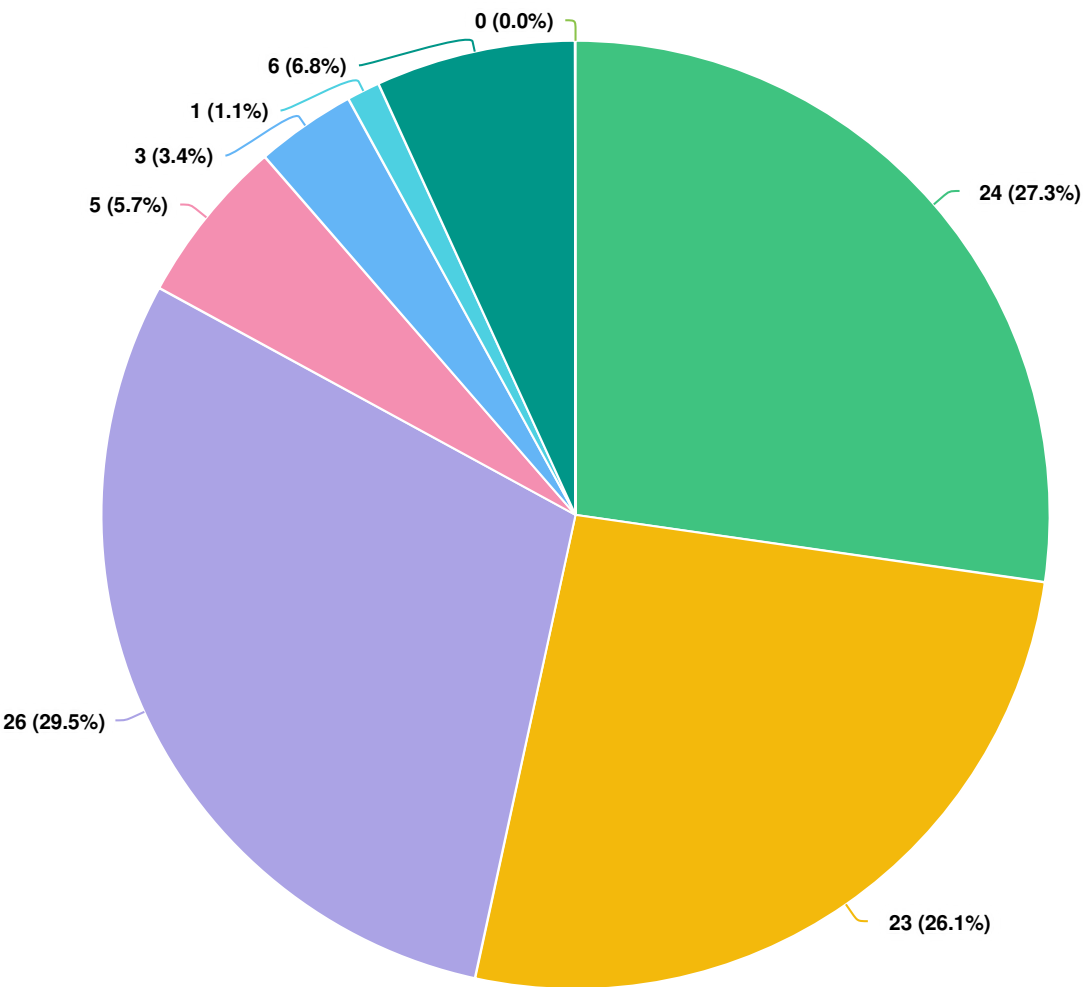


Question options

- Early morning (before 9AM) Morning (9AM - 11AM) Mid-day (11AM to 2PM) Afternoon (2PM - 6PM)  
Not applicable Evening (6PM - 9PM) Late evening (after 9PM)

Mandatory Question (88 response(s))  
Question type: Radio Button Question

Q7 | How long do you walk to work from where you parked?

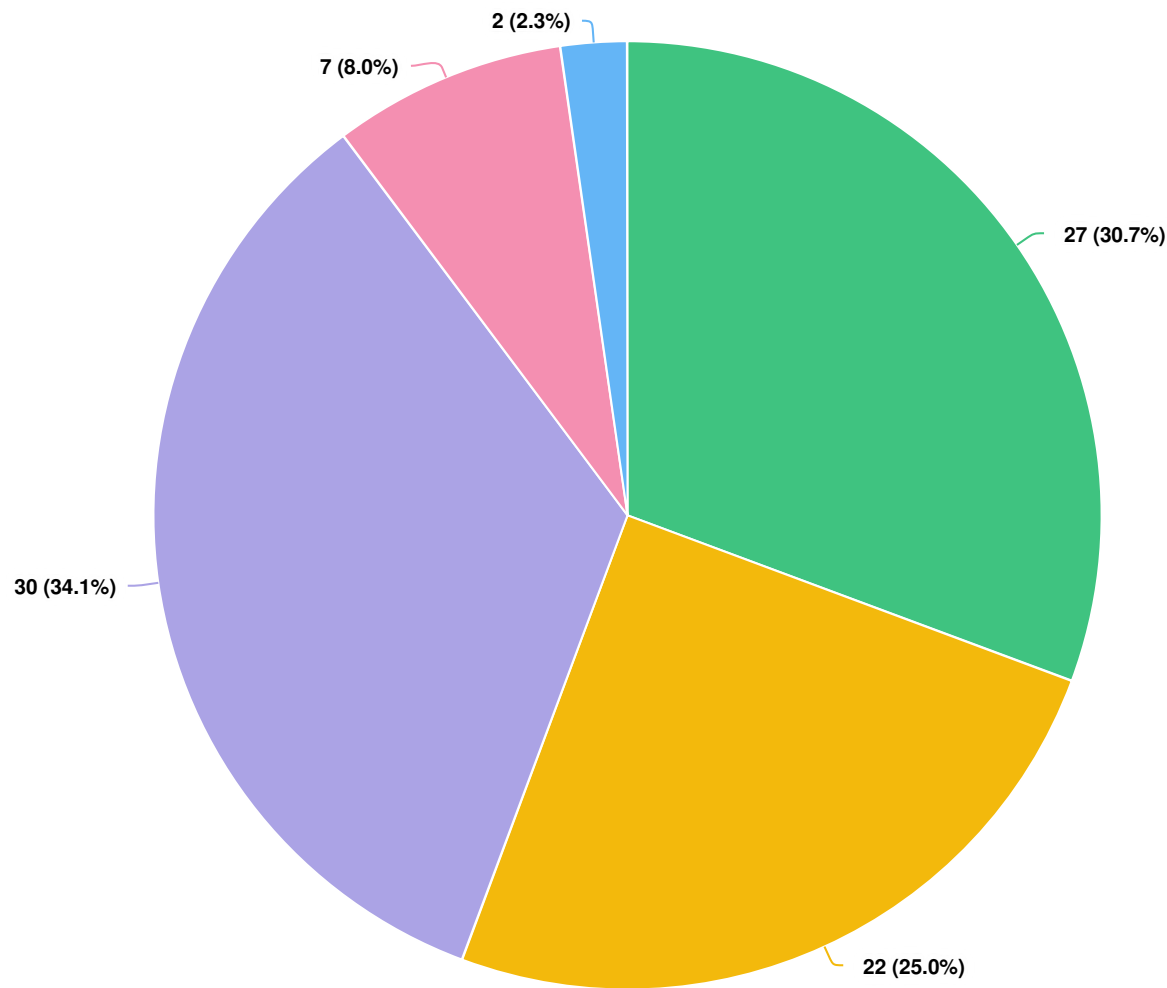


Question options

- < 1 minute
- 1-3 minutes
- 3-6 minutes
- 6-9 minutes
- 9-12 minutes
- 12-15 minutes
- Not applicable
- Over 15 minutes

Mandatory Question (88 response(s))  
Question type: Radio Button Question

**Q8** What is the maximum duration you are willing to walk to work from your parked vehicle?

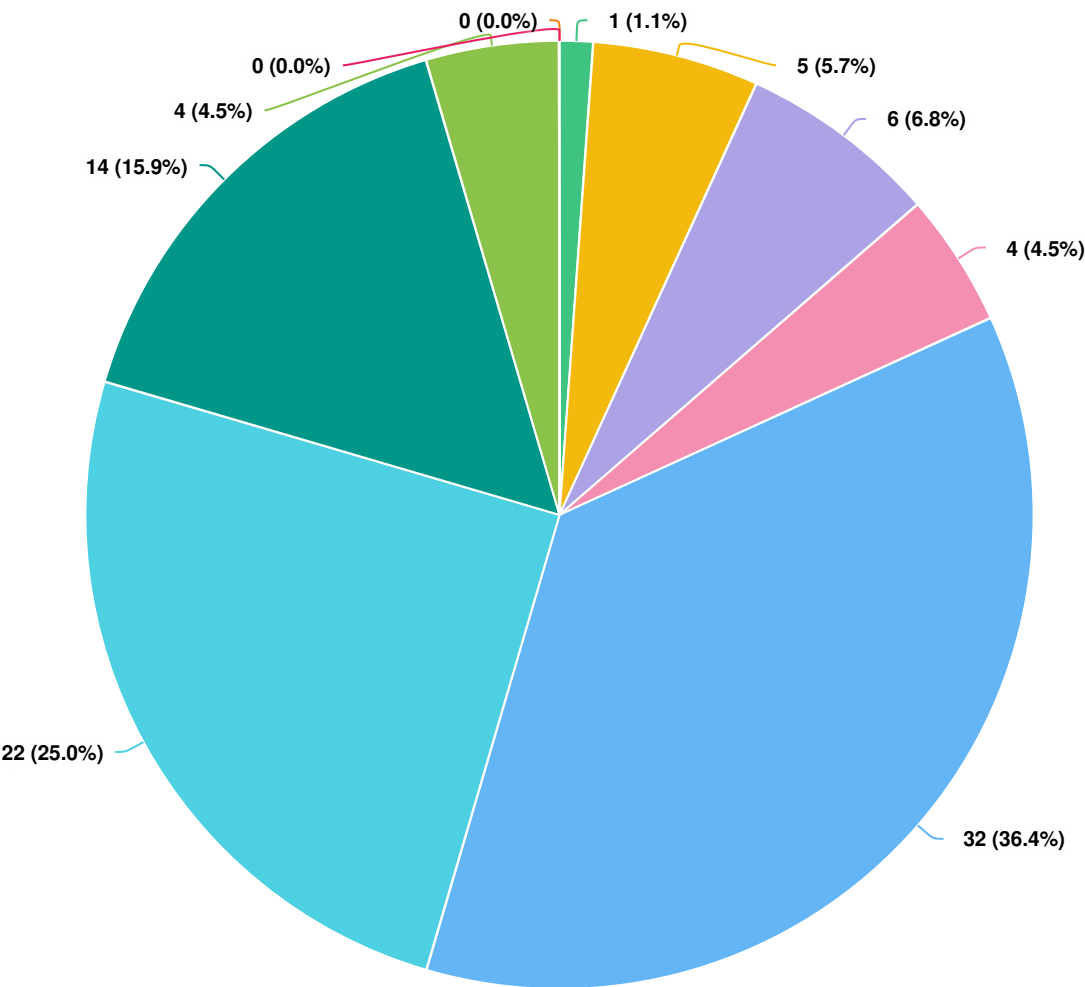


**Question options**

0-3 minutes    3-6 minutes    6-9 minutes    9-12 minutes    12-15 minutes

Mandatory Question (88 response(s))  
Question type: Radio Button Question

Q9 How long do you need your vehicle parked for work?



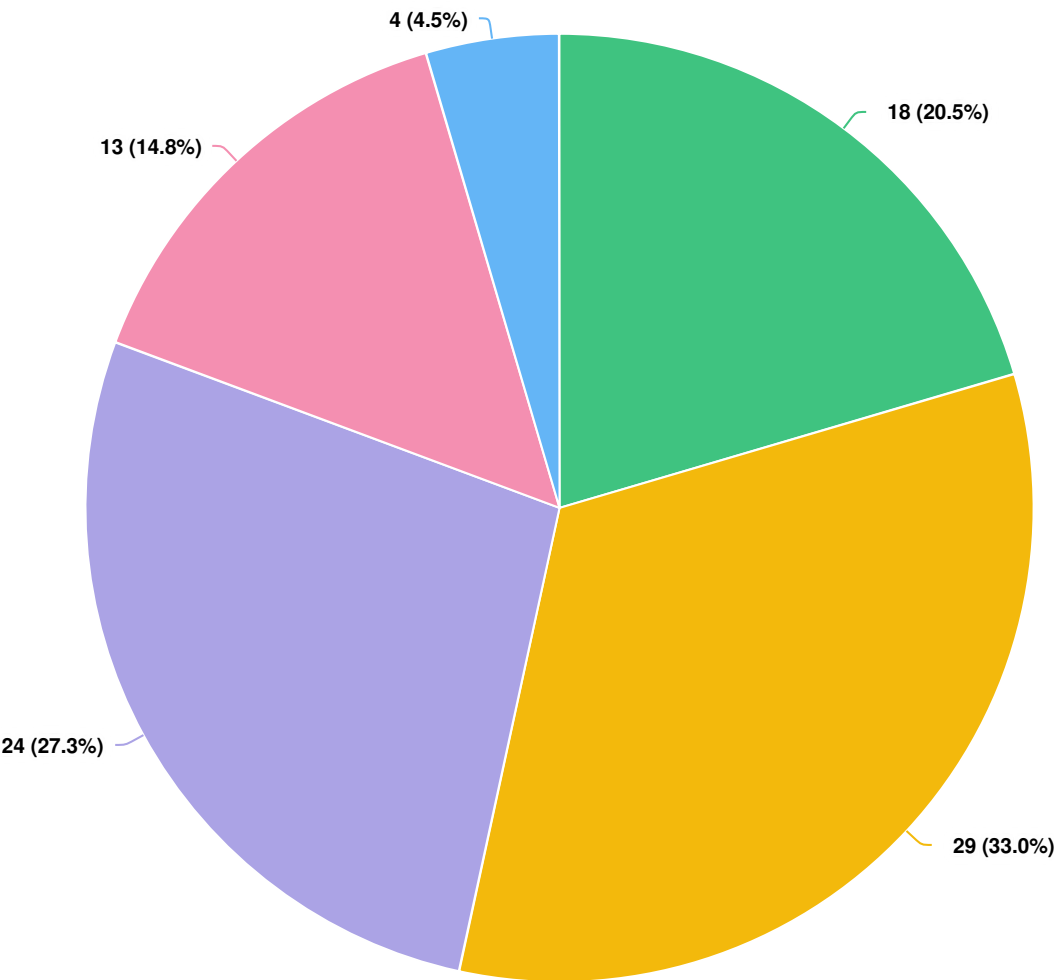
Question options

- 1-2 hours   4-5 hours   5-6 hours   6-7 hours   7-8 hours   8-9 hours   9+ hours  
Not applicable   2-3 hours   3-4 hours

Mandatory Question (88 response(s))  
Question type: Radio Button Question



Q10 | Is there usually enough parking available for you when going to work?

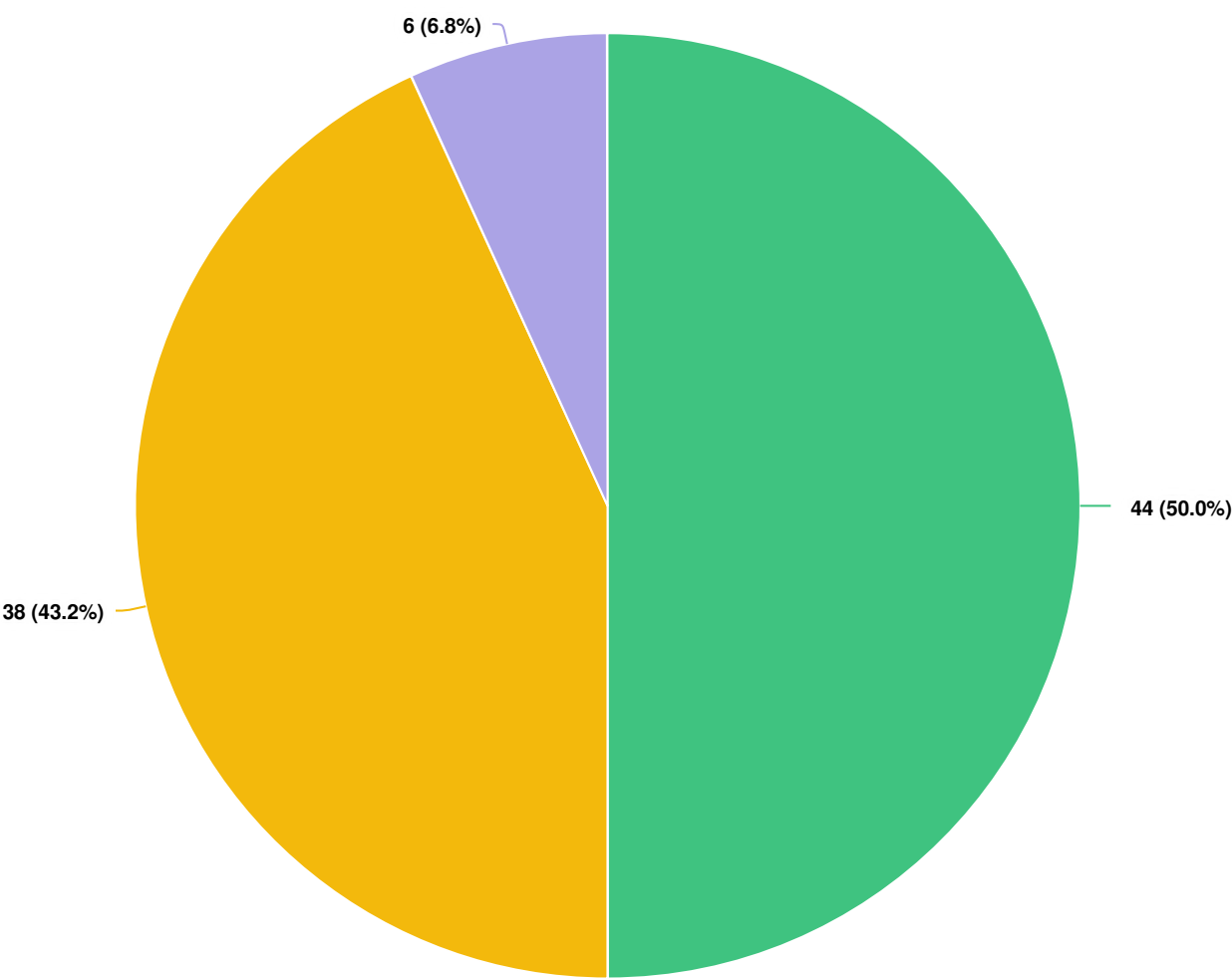


Question options

- Yes
- Most of the time (80% of the time I go into work)
- Sometimes (less than 80% of the time I go into work)
- No, never
- Not applicable

Mandatory Question (88 response(s))  
Question type: Radio Button Question

**Q11 | Have the 3-hour downtown parking limits in Elora and Fergus affected where you park your vehicle for work?**



**Question options**

Yes No Not applicable

Mandatory Question (88 response(s))  
Question type: Radio Button Question

## Q12 | How have you been affected?

Anonymous

9/19/2023 02:41 PM

If I leave at lunch it is sometimes impossible to get another spot in our parking lot so I park on a side street and have to go move my car within the 3 hour limit. Doesn't make it very appealing to leave at all once you have a spot.

Anonymous

9/19/2023 03:10 PM

sometimes this isn't long enough

Anonymous

9/19/2023 04:53 PM

Parking spaces have been used up by restaurant patios on town property. Why are residents responsible for this free land to restaurants. Taxpayers are also paying for extra garbage pickup from restaurants because they have built patios and no longer have space for dumpsters. Why are local residents paying this extra cost?

Anonymous

9/19/2023 05:56 PM

We have supplies and tools that employees carry in their own vehicles. Our office rental only includes one parking space. Having our employees carry 25 lbs of equipment to their vehicles 5-10 mins away is unsafe, unfair to them and costly to the business.

Anonymous

9/20/2023 01:45 PM

No longer can I leave to shop, attend an appointment, or a meeting mid-day and return without having to search for parking or worry about being ticketed

Anonymous

9/20/2023 02:59 PM

A ticket

Anonymous

9/20/2023 05:12 PM

My work shift is longer then 3 hrs so I have to move my car.

Anonymous

9/20/2023 06:00 PM

Hard to find a spot

Anonymous

9/20/2023 06:30 PM

Last 2 years

Anonymous

9/20/2023 08:21 PM

I've seen the parking enforcement people be quite rude and don't appreciate that attitude in our community. My wife and I also need to stop out front of our building to load quite often and have been

harassed by them.

Anonymous

9/21/2023 08:08 AM

Parking tickets if I don't move my vehicle at exactly the 3 hour mark, parking further away in a non three hour limit space in the street so leaving for work earlier to account for the walk, being boxed in on street parking in the no limit parking spaces and too few of these spaces, if there is no on-street parking with longer than the 3 hr max spaces, I can't do any shopping downtown as I've got to move my car to avoid the ticket. This is all cumbersome and annoying therefore I don't tend to spend anymore time downtown than I absolutely have to.

Anonymous

9/21/2023 09:27 AM

If our lot is full I have to park on the street, and move my vehicle after a few hours.

Anonymous

9/21/2023 12:12 PM

I have had to have friends drop me off at work due to no parking spots

Anonymous

9/21/2023 03:00 PM

We have to park in our private spot used for customers or people will park there without our consent.

Anonymous

9/21/2023 05:52 PM

Restricted

Anonymous

9/21/2023 07:53 PM

It is hard to find somewhere I can park for the amount of time I am at work

Anonymous

9/21/2023 10:11 PM

Angered customers and guests, people are upset they can't pay for time.

Anonymous

9/24/2023 02:41 PM

Have to keep moving the car or get dropped off being as there are no buses in the city of Centre Wellington

Anonymous

9/25/2023 02:03 PM

When there is no parking available in public parking lots around the area, I cant even park on the street since there is a time limit.

Anonymous

9/25/2023 03:49 PM

If there is no parking behind our building we have to either park far away or on the street but then get a ticket because we don't have time to move our vehicle.

Anonymous

9/25/2023 06:31 PM

Being ticketed multiple times not being able to leave in between work hours to move car on time

Anonymous

9/26/2023 01:47 PM

If I leave the Office to perform a duty for my work. When I come back, there is usually no off street parking available, and I then cannot park on the street, or I will receive a parking ticket. So I end up parking past the Knox church and having to walk.

Anonymous

9/26/2023 02:01 PM

many times I am walking 6 minutes away from my car to office

Anonymous

9/26/2023 02:07 PM

I normally park on the side streets, the parking limits push other cars from main streets to the side streets, so I now have less spots available to park in

Anonymous

9/26/2023 04:13 PM

I've had to park a distance away from the office in-on-street parking that isn't limited by 3 hours as I commonly work 8-9 hour days.

Anonymous

9/26/2023 05:53 PM

I have private parking and now everyone illegally parks in my spot

Anonymous

9/28/2023 12:48 PM

Some people will park in front of our driveway and it messing with our business

Anonymous

10/01/2023 10:42 AM

If I leave my parking spot during the day and return, I have to stay away from 3 hour spots and very few spots are available to begin with.

Anonymous

10/01/2023 12:37 PM

The parking lot I would usually park in is totally full forcing me to park on the road.

Anonymous

10/02/2023 11:11 AM

There are times I can't get parking in the township lots, so I'm stuck parking on the timed street spots. While working I'm unable to get out to move my car and get stuck with a ticket...

Anonymous

10/03/2023 07:27 AM

Have to move car multiple times

Anonymous

10/03/2023 11:57 AM

I was told to park at the curling club, so now I do.

Anonymous

10/03/2023 07:06 PM

Trying to avoid tickets

Anonymous

10/06/2023 06:25 AM

Parking is sometimes available before 10am (depending on what's happening at the Mill & the air bnb's but not after that. If I leave the downtown area I can't find parking and I must move my car every 3 hrs

Anonymous

10/08/2023 07:28 AM

Have to move my car/employees have to run out to move car

Anonymous

10/10/2023 06:13 PM

Got two tickets when I have had too much to carry. I feel that there should not be parking enforcement on civic holidays or Sundays.

Anonymous

10/12/2023 10:22 AM

If we move our cars during the day it is sometimes difficult to find parking when we come back from lunch.

Anonymous

10/13/2023 03:57 PM

Convenient parking now goes to customers. A short walk when you are parking for 8 hours is not bad

Anonymous

10/18/2023 10:45 PM

Our clients get tickets, hair takes awhile to do so once they're done services they either already have a ticket or have to run to their car and can't shop and support any other businesses x

Anonymous

10/22/2023 08:14 PM

Often

Anonymous

10/22/2023 09:18 PM

I need to move my car in the middle of my work day or risk getting a ticket.

Anonymous

10/22/2023 10:16 PM

Can't find parking as people from 3hr limited parking are now parked where we always did

Anonymous

10/22/2023 10:25 PM

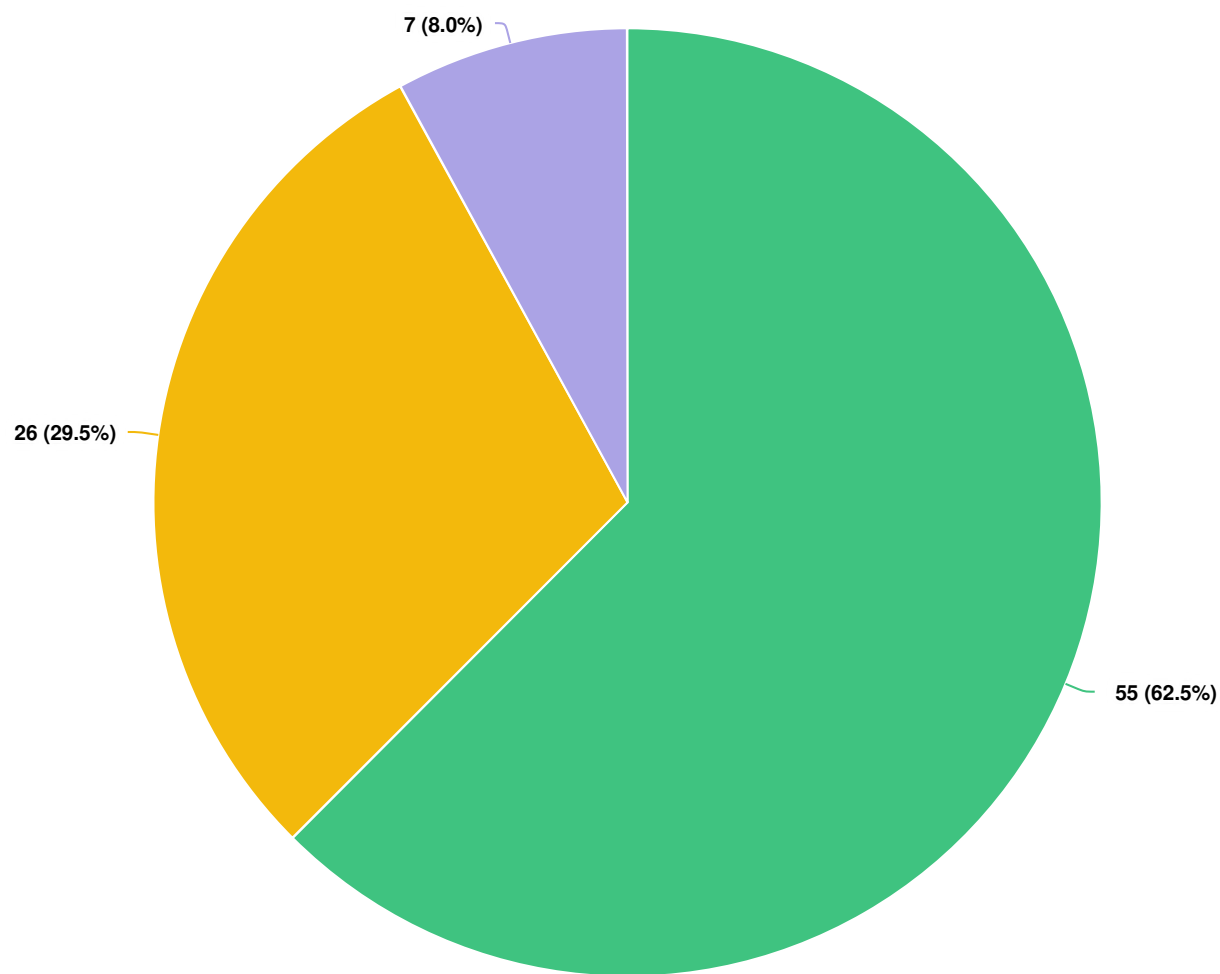
Any other business or employee from main streets businesses have come to use parking areas closer to our building, as they cannot

exceed 3 hours around their places of employment.

**Optional question** (43 response(s), 45 skipped)

**Question type:** Essay Question

**Q13 | Do you think the 3-hour on-street parking limit duration is sufficient for your customers?**

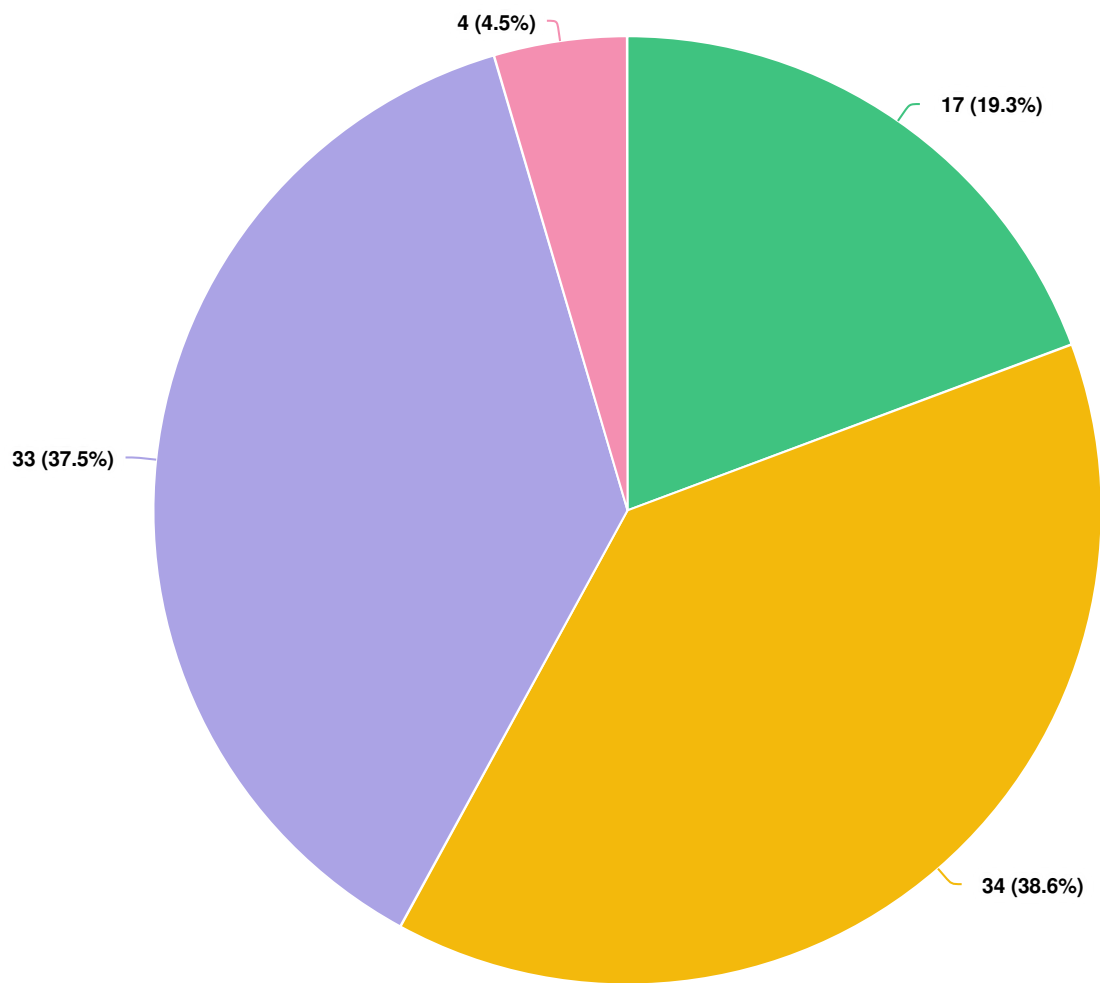


**Question options**  
● Yes   ● No   ● Other (please explain)

Mandatory Question (88 response(s))  
Question type: Radio Button Question



Q14 | How useful have the 15-minute parking spaces been for your business?

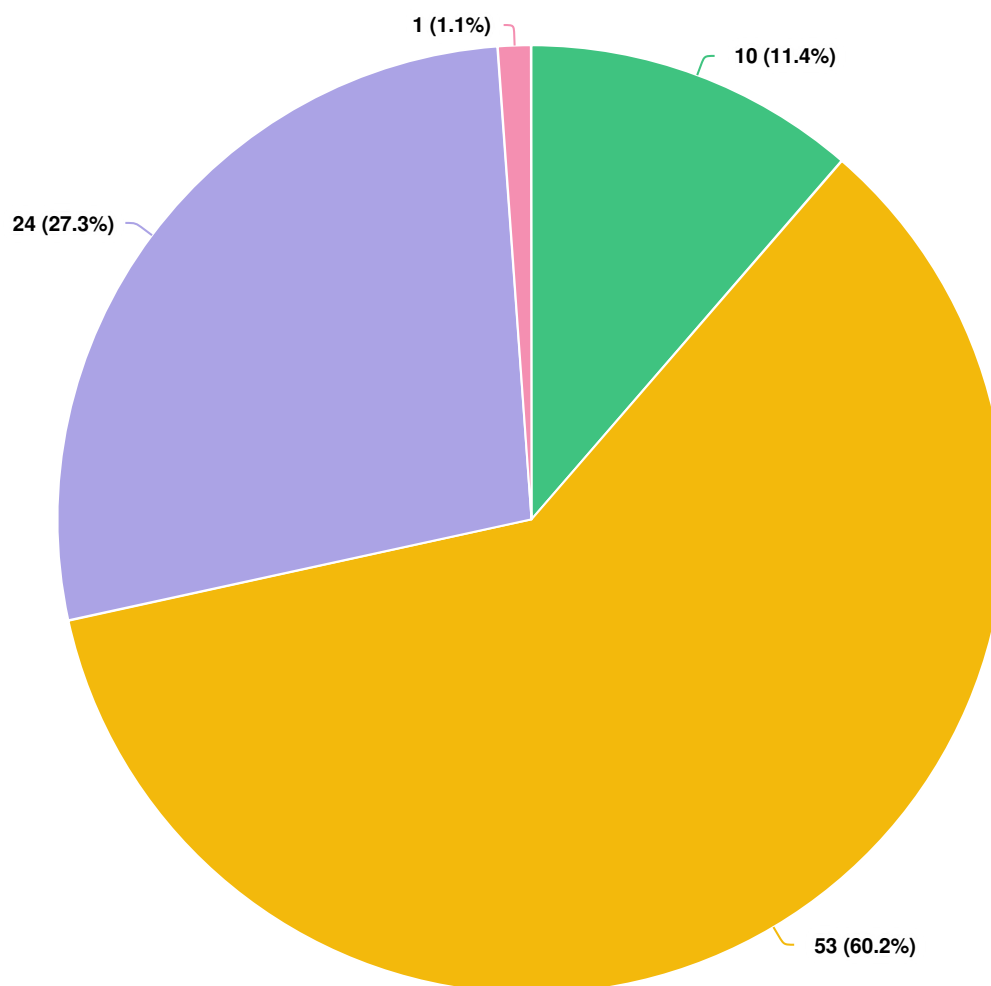


Question options

Useful for my customers   Not useful for my customers   Not applicable   Other (please explain)

Mandatory Question (88 response(s))  
Question type: Radio Button Question

**Q15** Do you feel that there is adequate parking available for your customers?



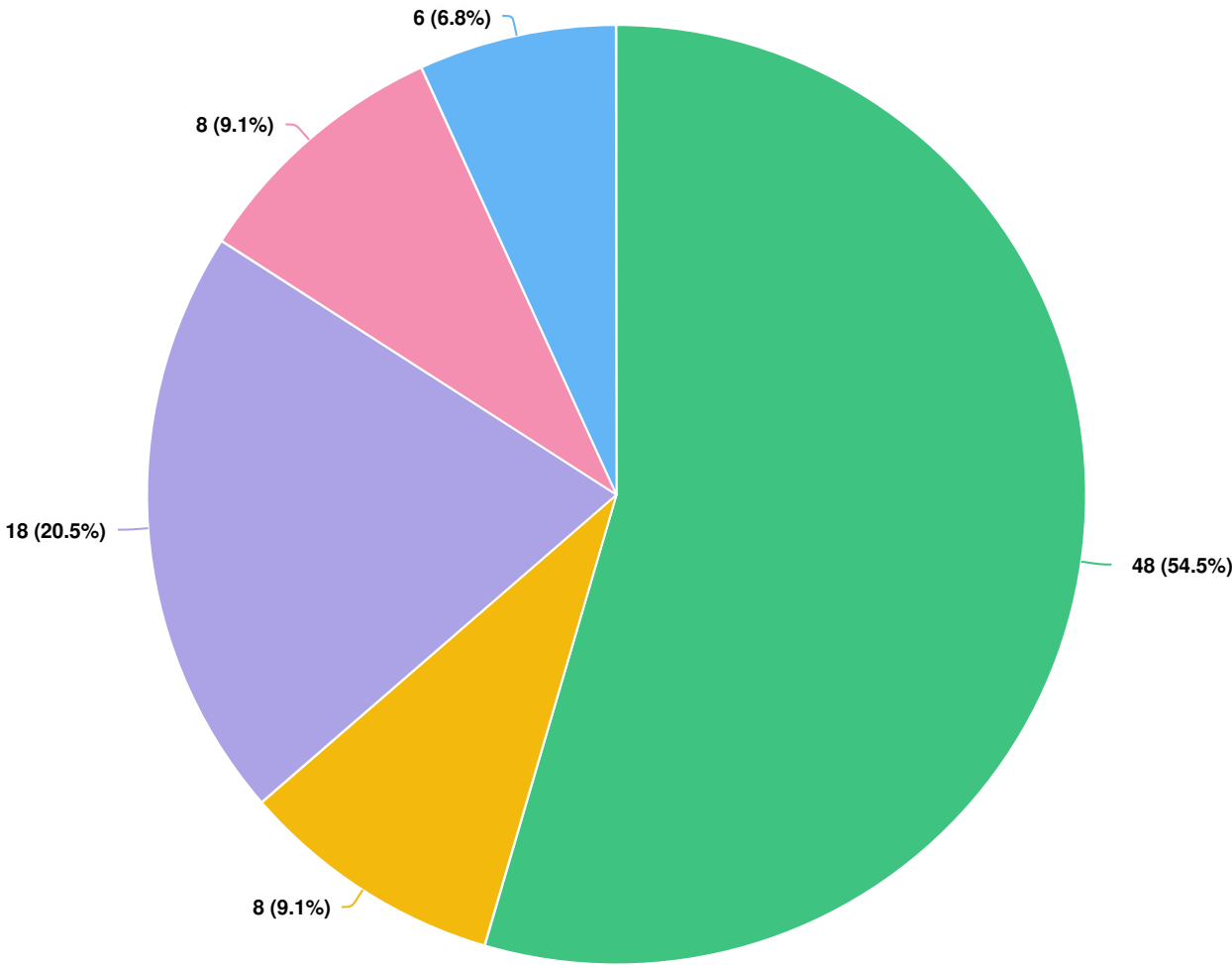
**Question options**

☒ Yes ☒ No ☒ Sometimes ☒ Not applicable - no parking needs

Mandatory Question (88 response(s))

Question type: Radio Button Question

Q16 | Where do your customers usually park?

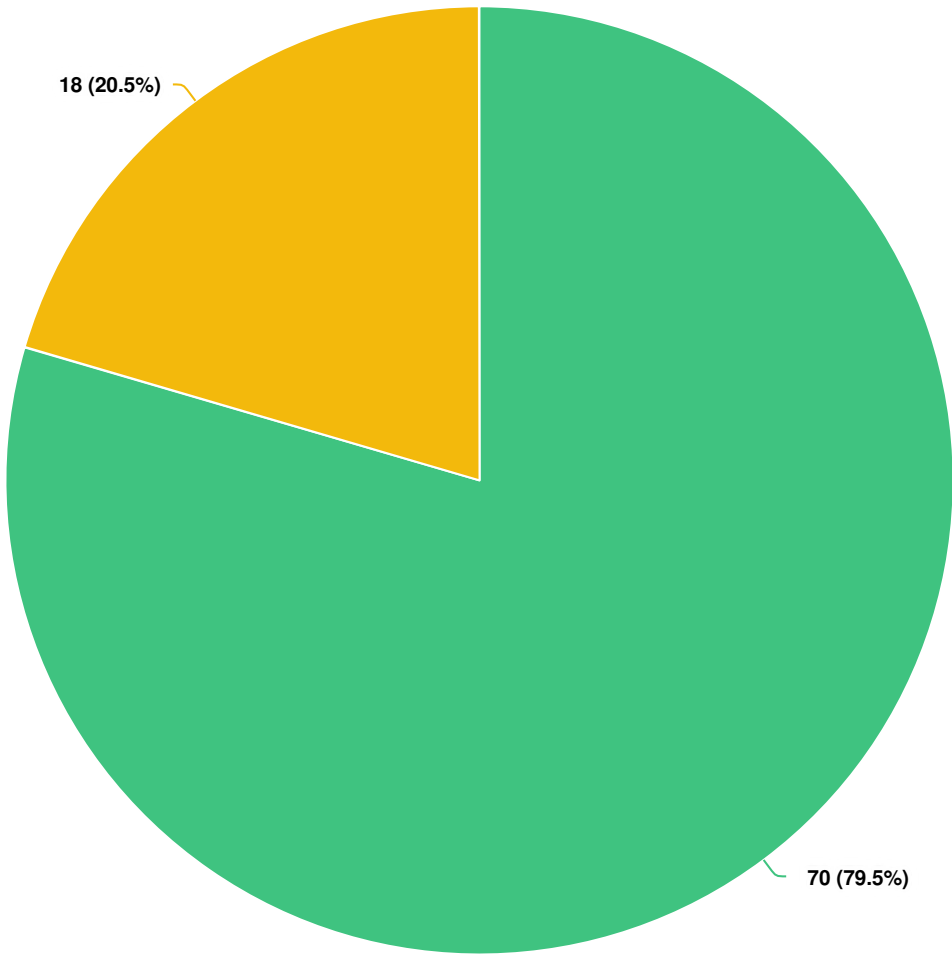


Question options

- On-street parking   Public, parking (off-street)   Private parking lot   Not sure   Other (please specify)

Mandatory Question (88 response(s))  
Question type: Radio Button Question

**Q17 | Have you had to deal with patrons of your business who are upset about not being able to find adequate parking near your business?**



**Question options**

- Yes
- No

Mandatory Question (88 response(s))  
Question type: Radio Button Question

## Q18 Further comments

Anonymous

9/19/2023 03:10 PM

employee and tenants complain all the time about the lack of parking. We personally own 7 spots and other tenants/none customers use them all the time

Anonymous

9/19/2023 03:56 PM

Everyday for years!!!

Anonymous

9/19/2023 05:56 PM

Not everyone has the capacity to walk for long distances. There are not many disability spaces on side streets in the downtown core as well

Anonymous

9/20/2023 08:32 AM

Parking has always been an issue and I'm sure with all the new buildings going up will just get worse.

Anonymous

9/20/2023 11:12 AM

Customers often complain of insufficient parking and having to drive around for long periods of time until they can find a parking spot.

Anonymous

9/20/2023 01:45 PM

We have numerous complaints weekly about parking, ticketing, ticketing seniors who have disability parking permits but not displayed 100% correctly.

Anonymous

9/20/2023 03:06 PM

There are times around lunch mid day that many customers, some that are long time residence of Fergus and Elora that complain about the parking situation that continues to arise in problems

Anonymous

9/20/2023 05:12 PM

Patios have used up parking Construction has used up parking. Mill condo development has used up parking.

Anonymous

9/20/2023 05:56 PM

Especially patrons who have mobility issues. But many of our long time customers prefer to park on street close to the stores, we have customers who come from great distances sometimes, ie Toronto, can't find street or public parking spots

Anonymous

9/20/2023 06:58 PM

Our elderly customers usually aren't very mobile, so if they have to park farther away from the store they typically come in and complain about it to us as they shop, or it will determine whether they come

into the store at all (if there's no parking within the first few spots by the storefront, they won't bother coming in).

Anonymous

9/21/2023 08:08 AM

As growth in the area continues, paid parking in the spaces currently available won't solve this issue. Nor will increasing revenue in the form of parking tickets. More spaces need to be made available, with multi level garages being the most commonsensical.

Anonymous

9/21/2023 10:12 AM

Might be time to build a parking garage.

Anonymous

9/21/2023 10:59 AM

People sometimes complain about the lack of parking. I don't think we lack parking, tourists just don't know where to go. I always suggest for them to park at the arena and enjoy the walk across David St. Bridge and into town through Victoria park.

Anonymous

9/21/2023 12:12 PM

Never any parking available on Mill or Geddes St

Anonymous

9/21/2023 03:00 PM

People are often frustrated by lack of parking and now we have construction so there are less spaces available.

Anonymous

9/21/2023 03:40 PM

In poor weather parking is a major concern. Customers avoid downtown. Locals also avoid downtown during events.

Anonymous

9/21/2023 07:47 PM

NA

Anonymous

9/21/2023 07:53 PM

There have been numerous complaints about the parking availability for customers and receiving tickets

Anonymous

9/21/2023 08:56 PM

During the day several cars have parked on the street and blocked the street view nearly causing traffic accidents when exiting the private lot Adding residential units that do not have the minimum of one spot for a car per unit will push overnight usage of the private lot that is associated with my building

Anonymous

9/22/2023 09:54 PM

I support the parking enforcement, but it needs to be done more frequently on the main street.

Anonymous

9/24/2023 02:33 AM

The only way I

Anonymous

9/24/2023 02:41 PM

The Mill does not provide enough parking and now council has approved apartments without adequate parking. No bus system or bike lanes and few sidewalks means everyone has to drive. Really makes one wonder what they're thinking. \$\$\$\$

Anonymous

9/25/2023 11:46 AM

The private lot is small and we have patients with mobility needs and they struggle to park after 9am

Anonymous

9/25/2023 02:03 PM

Usually customers are late for appointments because there is no parking

Anonymous

9/25/2023 02:13 PM

If there is an event downtown or if there is no parking at the license bureau then our lot is full.

Anonymous

9/25/2023 03:49 PM

Our clients become late which puts everyone late by this point. They should not have to leave 20 mins early for a local appointment just to find parking.

Anonymous

9/25/2023 06:31 PM

Coming extra early to find parking but still circling the streets and stressed of no parking

Anonymous

9/25/2023 07:56 PM

The three hour limit has been great because it does stop people from parking in front of businesses for days. But maybe it could become paid parking or extend the limit to 5 hours? Tickets just make everyone angry - both tourists and locals alike.

Anonymous

9/26/2023 06:32 AM

We have the only paid parking lot in town, so get complaints that there are no unpaid places to park.

Anonymous

9/26/2023 09:27 AM

We have ALOT OF SENIORS who cannot walk from the big parking lot on St. Patrick St. This becomes an issue.

Anonymous

9/26/2023 01:47 PM

They come in complaining that they were unable to find parking and have to apologize for being late to meetings.

Anonymous

9/26/2023 05:53 PM

There should be a 15min pick up spot in more locations in downtown area.

Anonymous

9/28/2023 08:23 PM

Late for appointments due to parking troubles

Anonymous

10/01/2023 10:42 AM

Non tourists feel they should be exempt from fines.

Anonymous

10/02/2023 11:11 AM

Cant find parking or get a ticket.

Anonymous

10/03/2023 07:06 PM

The Mill takes up most of the weekend parking for their events and guests.

Anonymous

10/06/2023 06:25 AM

Everyone is upset with the lack of parking by the mill & mill st & Bissel Park.

Anonymous

10/08/2023 07:28 AM

Some people complain about having to walk.

Anonymous

10/10/2023 05:45 PM

Please please do not close Metcalfe on weekends. Our business loses sales due to this. The town needs as many spaces for our customers. Plus people live above the stores that do not have access to their homes.

Anonymous

10/10/2023 06:13 PM

I think that a low level (3 story) parking garage needs to be built in the downtown area

Anonymous

10/22/2023 09:18 PM

Customers often complain about having to park at the LCBO.

Anonymous

10/22/2023 10:16 PM

There is inadequate marking of Available parking spots around our work. Many co workers have received parking tickets for little known violations. Also lack of markings/signage

Anonymous

10/22/2023 10:16 PM

People park in our private lot that is specifically for our customers so that our customers cannot find parking



Anonymous

10/22/2023 10:42 PM

With tourism on the rise in Elora, parking is very difficult to find around our office.

**Optional question** (44 response(s), 44 skipped)

**Question type:** Essay Question

**Q19** | **As an employee or business owner, what general concerns do you have about parking?**  
**Are there any comments you would like to leave regarding the survey?**

Anonymous

9/19/2023 02:33 PM

Lack of clear signage

Anonymous

9/19/2023 02:41 PM

It would be helpful if we had an employee parking pass so if we do have to park on a side street for longer than 3 hours we won't be ticketed.

Anonymous

9/19/2023 03:10 PM

create more parking spots, collecting payment in leu of parking doesn't solve the issue

Anonymous

9/19/2023 03:56 PM

There is not enough parking spots and they keep taking more away (David ST Bike lanes, Library etc. and they limit access to the parking lots (the Provost Lane Pavillion which is hardly ever used)

Anonymous

9/19/2023 04:53 PM

Most business owners park in front of their business along with their employees. We need a bus system so they have an option. Also bike lanes and sidewalks so citizens have a safe way to work.

Anonymous

9/19/2023 05:56 PM

Turnover as an employer is massive these days. If my employees need to walk 5-10 minutes to their vehicles with their work supplies that will further compound the issue.

Anonymous

9/19/2023 08:15 PM

Creating enough parking spots for customers while maintaining the best actions for residents and employers/employees. Customers would be the top of my priorities as with out those there is no downtown to worry about.

Anonymous

9/19/2023 10:28 PM

We continuously screw up the parking and try and fix it later

Anonymous

9/20/2023 08:06 AM

Tourists as well as residents still need parking spaces. there simply are not enough parking spaces in either downtown to accommodate the need.

Anonymous

9/20/2023 08:32 AM

Not enough access to green P parking, we need well lit areas for parking and leading us to parking. I believe a parking garage is a must!

Anonymous

9/20/2023 08:39 AM

Parking has been an issue since the 60's, we run a generational business and our parents complained of the parking back in the 60's-70's before Fergus/Elora grew to what it is today. Bad planning!!

Anonymous

9/20/2023 11:02 AM

I feel that there is not enough parking for our customers, especially elderly clients who are unable to walk far. Many customers have told us that if there is not a spot right out front of the store they will not come in to shop, and a lot of the time there is not much parking available on the street.

Anonymous

9/20/2023 11:12 AM

I often struggle to find a parking spot and can sometimes be late for work due to the fact that there is no accessible parking. Customers also struggle to find parking.

Anonymous

9/20/2023 01:45 PM

Parking restrictions should be lifted for side streets, and we have many inquiries yearly about over night passes which could create another revenue source for the Municipality by allowing for parking in Municipal lots during times of the year that do not interfere with snow removal.

Anonymous

9/20/2023 02:59 PM

There is no parking

Anonymous

9/20/2023 03:06 PM

I find that the parking situation only gets worse and worse, especially with new added traffic from new houses, and parking being taken away for new projects such a condos and bike lanes. I don't know how businesses are expected to continue helping customers.

Anonymous

9/20/2023 05:12 PM

It's all about the tourists and restaurants. Locals can't find parking at the post office, drug store, library, parks, town hall. Locals that live anywhere near downtown have had tourists use up parking in front of

their homes. Restaurants should pay for parking spots for their business not locals.

Anonymous

9/20/2023 05:56 PM

Needs to be more parking for St. Andrew's street shops and businesses. If people are going to be walking, biking the transport truck situation in down town core is a tragedy waiting to happen. From our location we have seen first hand the ridiculous routine of transport trucks taking the corners, cars backing up quickly to get out of their way, trucks squeezing past parked cars...

Anonymous

9/20/2023 06:00 PM

Lots of complaints from employees and clients about getting tickets

Anonymous

9/20/2023 06:30 PM

Not enough parking for customers

Anonymous

9/20/2023 06:52 PM

As mentioned above, we don't have the support we need to enforce our parking. The customers/clients of the businesses next door and visitors to downtown take our marked spots on a daily basis. It is really frustrating. Towing creates a lot of issues, but we are all for ticketing these vehicles. I could and would ticket someone everyday!

Anonymous

9/20/2023 06:58 PM

If you take away more parking on the street to put in bike lanes then the lots behind the stores will fill up quicker (and people are already making up spaces where there aren't any in the lot directly behind the stores), pushing available parking for customers and employees alike further away.

Anonymous

9/20/2023 08:21 PM

I appreciate the challenge of making both locals and tourists happy and both deserve a better solution. Locals who live and work downtown could benefit from some sort of pass or exclusive area.

Anonymous

9/21/2023 08:08 AM

It's difficult being a downtown employee making minimum wage and dealing with the stresses of parking tickets and finding a parking space in general.

Anonymous

9/21/2023 09:10 AM

We still need parking! As much as we would like everyone be able to bike/walk to work, it's not practical (nor possible in my case as I commute in from Guelph). There needs to be adequate parking for employees and customers. If there is limited parking available in downtown areas, people will stop coming, it's as simple as that. I

would suggest that most people would not object to having a paid lot available, as an alternative to street parking. I would be more than happy to spend a few dollars to park if I planned on spending most of the day in Fergus, as a tourist for example.

Anonymous

9/21/2023 09:27 AM

Customers for all downtown businesses should have reasonably close parking spaces. I believe both Fergus and Elora have lots of spaces, but there is a sense that one must be able to park right outside their destination rather than walk a few minutes. Business owners should not park in front of their shops for the day, and I am in favour of the 3 hour limit.

Anonymous

9/21/2023 10:12 AM

Main concern is that adequate parking spaces be provided to new builds when permits are issued for them. On street parking for multi level new buildings on St. Andrew St. should not be allowed.

Anonymous

9/21/2023 10:59 AM

I think the town needs to do a better job of promoting the parking on the outskirts of town where there are nice walks into the town. Tourists who come here are typically keen to walk around anyways. I think of Whistler, one of the biggest tourist hot spots in Canada and their whole village is walking only. People walk 5-10 mins from parking lots surrounding the village.

Anonymous

9/21/2023 12:12 PM

We need a bus system! More sidewalks in the downtown area Safe bike lines

Anonymous

9/21/2023 03:00 PM

We feel the growing frustration of our customers. We also are aware of the frustration of our neighbors and tenants who live on the main street. There are some who like to break the parking rules and create more frustration. To keep our downtown core busy we need to accommodate all scenarios. This is a very big issue and I worry that downtown businesses are missing out on potential revenue. As the community grows so should the infrastructure to support it. Many people travel from out of town for work and need parking. Unfortunately it also stops the flow of people being able to come and go in and out of our locally owned businesses.

Anonymous

9/21/2023 03:02 PM

We have major concerns that there are multiple residential buildings close to us with no parking. They use ours even though we've talked to them about the fact that it is a private lot. We fear this is going to get worse. It is especially bad in the winter when these people cannot park on the street overnight. What is the township going to do about

this and new builds coming up. We don't want people parking in our lot overnight for the same reason - snow removal.

Anonymous

9/21/2023 03:40 PM

There is insufficient parking for tenants downtown. Landlords direct their tenants to the public parking. Some have more than one vehicle .. which is then parked overnight in the public parking areas. Some apartment units have zero parking spaces at their building. I think landlords should have to rent spaces from township if they are going to use it for their tenants.

Anonymous

9/21/2023 04:21 PM

Keep the 3 hour limit else put in parking meters for those who complain.

Anonymous

9/21/2023 05:52 PM

There simply isn't enough

Anonymous

9/21/2023 07:12 PM

Stop writing tickets, you're chasing customers away.

Anonymous

9/21/2023 07:47 PM

The amount of parking available

Anonymous

9/21/2023 07:53 PM

My general concern is finding parking for when I am at work. As well as ensuring customers are able to park and shop

Anonymous

9/21/2023 08:56 PM

Really do not want a bicycle lane on St David st -as it will reduce the parking space on the street

Anonymous

9/21/2023 10:11 PM

We believe people should pay for parking time... like every other well-functioning municipality.

Anonymous

9/22/2023 09:54 PM

Public parking is restricted by the fact that there is nowhere else for employees to park. We park by the curling club because there are no spaces available by 10am.

Anonymous

9/22/2023 10:22 PM

The parking spaces are big enough to handle large pickups make the spaces smaller for cars ends up making more parking spots

Anonymous

The most recent update on this

9/24/2023 02:33 AM

Anonymous

9/24/2023 02:41 PM

We need a bus system in Centre Wellington. Many subdivisions means that "locals" drive to the town centre and park for 3-4 hours at a time to shop and dine.

Anonymous

9/25/2023 11:46 AM

If we need to move our cars during the day we must park far away. At times it can take more than 15-20 minutes to walk back to work.

Anonymous

9/25/2023 02:03 PM

We need better/more public parking available with no time limits

Anonymous

9/25/2023 02:13 PM

There isn't enough and with the bike lane going on hwy 6, it's going to be even worse .

Anonymous

9/25/2023 03:49 PM

Yes. Back by the library off Menzies lane. The people in the apartments were to sign they will not have parking but they proceed to park over night and all day in that parking lot. Leaving no room for clients or employees.

Anonymous

9/25/2023 06:31 PM

My concerns are people are discouraged to come to my business because of the stress of no parking which I am losing business

Anonymous

9/25/2023 07:56 PM

We definitely need more parking and it is a constant frustration for my customers.

Anonymous

9/26/2023 06:32 AM

Expectations for free parking for motorists anywhere they go and a general reliance on personal vehicles for transportation to anywhere/everywhere.

Anonymous

9/26/2023 09:27 AM

I have said for over 10 yrs that we need a parking garage that is a two story level and could be added onto later if need be even though I know it's going to be a pain to most of us. But it is totally needed especially with the township growing the way it is.

Anonymous

9/26/2023 09:40 AM

Most of the staff drive in from other towns and cannot find adequate parking in good time to start their shift.

Anonymous

9/26/2023 01:47 PM

I would like for employees/employers to have a designated area to park their vehicles without issues. I realize this will be hard, but for us to have a designated area would be beneficial to all. Possibly have a sign up form for a parking tag. That way if a visitor comes and uses one of the designated spots, a parking ticket can be applied.

Anonymous

9/26/2023 02:01 PM

County of Wellington cars should not be taking up public parking spots especially around Hoffer Park or in front of City Hall in Elora. Suggestion: County of Wellington cars should be parked at the Transfer Station on Gerrie Road. If employees need a car, they should then drive their personal car to the Transfer Station and take one of the County of Wellington cars. When finished return the car and pick up their own personal car. There should NEVER be a County of Wellington car in a public parking spot especially around Hoffer Park.

Anonymous

9/26/2023 02:07 PM

no comment

Anonymous

9/26/2023 04:13 PM

Having to park several blocks way then walking to our office is something everyone at our office is growing tired of. There should be a pass for people who work downtown to allow them to park for longer

Anonymous

9/26/2023 05:53 PM

As a business owner I still see other business owners park in front of our store front and stay there for the day. Most of my clients will just drive by if there is no parking. Taking away downtown parking makes absolute no sense.

Anonymous

9/28/2023 12:48 PM

There isn't enough parking

Anonymous

9/28/2023 08:23 PM

Availability of parking. Already tight and when mill condos open and mill builds over parking by the walking bridge I can't imagine how bad it will get

Anonymous

10/01/2023 10:42 AM

Need to be able to park for longer than 3 hours. We also need more parking available.

Anonymous

10/01/2023 12:37 PM

I'm forced to park on the street when the lot by the goofie newie is full but need to be there longer than 3 hours for work.

Anonymous

10/02/2023 11:11 AM

I think it's been a significant oversight from the township. There is no need for the ticketing. Most shoppers or visitors aren't usually there for more than 3hrs. This just really negatively affects the workers and residents in the area.

Anonymous

10/03/2023 07:27 AM

Having to pay for parking would force me to consider other employment

Anonymous

10/03/2023 11:57 AM

-Most people who park downtown and are planning to stay more than three hours simply move their cars halfway through their stay. I have not had a single person tell me that they've changed their behaviour and are parking in public lots because of the three hour limit. - There's also a I have also a portion of the population that doesn't seem to care whether or not they get a ticket - they're willing to take the risk of not getting caught, and if they do get caught they see it simply as the cost of parking downtown. It's not a substantial number of people, but for some people the potential cost of a ticket does not seem to be a deterrent. - Also, I have never heard a single person express any empathy whatsoever for small business owners, or feel that their choice of parking is somehow affecting their ability to make a living. Years ago, before the limit was introduced but after the "Parking Map" was published, and employees were asked to park at the Curling Club, I did suggest to some of the people who come into my space (who are not customers or employees) that they should do so as well. My suggestion was met with considerable hostility, a lot of "How dare you?" I got the sense that there's a strong sense of entitlement of people to park wherever they please, and the idea that their choice may be inconveniencing others is little appreciated. -And while I don't live downtown, I'm very concerned that the needs of business owners are being privileged over those of residents. For the most part downtown Fergus has yet to gentrify, and most of the downtown residents are on the lower end of the social spectrum. I tried the Environics Canada population cluster by postal code tool for the address of my business, and what came up was that my neighbors are amongst the poorest people in Canada - there are people in downtown Fergus who are about as well off as people in Vancouver's downtown East Side. I think it would be a good idea to have a conversation with Kirk McQueen, head of the Centre Wellington Food Bank, or others who work with marginalized people, who may be able to shed some light on the working poor in downtown Fergus. I don't know much about the fight against poverty, but I do know that for poor people in communities without public transportation access to a vehicle (with a place to park it) is essential. I'm concerned that any new parking restrictions that are introduced will disproportionately impact this vulnerable population.



Anonymous

10/03/2023 07:06 PM

Air bnb's, The Mill and many business owners take up the majority of available parking. Parking spaces have decreased due to short term rentals and patios on town property.

Anonymous

10/04/2023 04:51 PM

Not enough parking lots and spaces. The Mill taking over the lot by the river has reduced dramatically the parking available. Aggressive ticketing for not well marked things (like parking too close to an intersection).

Anonymous

10/05/2023 10:31 AM

The amount of large truck travel on Colborne is ruining everything from my large walnut tree to my heritage home to my business. The parking in the front has increased the danger. I have no answer....sorry and good luck

Anonymous

10/06/2023 06:25 AM

If you own an apartment, condo or air bnb you must provide your own parking for tenants. Patios should never be taking up parking or town property space. Restaurants in Elora have taken over and there are no perks for other businesses. Other busy are struggling due to this. The green space in front of the Elora brewery was removed and the downtown businesses are suffering. This should be put back how it was at the brewery's expense. Fair treatment for all businesses

Anonymous

10/08/2023 07:28 AM

Parking does not need to be right in front of the shops but it should be readily available in a close walk...especially in winter. An additional municipal lot (or a parking garage) would bring people downtown and provide lots of parking. There should also be improved cycling infrastructure to encourage other modes of transportation into the the downtowns.

Anonymous

10/10/2023 12:36 PM

The parking lot that the Mill owns on Carlton is full every day by 8:30/9:00 am, primarily with locals who are coming to work at various locations. When the Mill takes this lot back there will literally be no where for staff to park.

Anonymous

10/10/2023 01:29 PM

Lots of illegal parking, and ineffective use of available space. Very concerned about future parking as downtown parking spills out to Victoria st

Anonymous

Hopefully the township uses this information. I feel that when we

10/10/2023 05:45 PM

Speak up the township does what they feel no matter what we say.

Anonymous

10/10/2023 06:13 PM

Thanks for continuing to look for parking solutions

Anonymous

10/10/2023 07:34 PM

We need more available for employees away from on street so customers can have street parking.

Anonymous

10/10/2023 09:42 PM

People using our private parking for their personal use

Anonymous

10/11/2023 09:47 AM

No Parking available due to tourism

Anonymous

10/12/2023 10:22 AM

There is adequate parking in the morning but it often fills up throughout the day and makes finding parking later difficult. Another concern is the way that they are ticketing cars as we are nervous about being ticketed over rules that we weren't aware of. (ie too close to an intersection)

Anonymous

10/12/2023 02:31 PM

If meeting is held in Elora, very difficult to find a spot.

Anonymous

10/13/2023 03:57 PM

The three hour parking has freed up dozens of spaces that were used every weekend all day by residents and employees. The number of complaints by customers has dropped a lot since it started.

Anonymous

10/16/2023 10:36 PM

A parking garage would be beneficial, we will be losing the lot on Carlton when the mill expands which will make things much worse.

Anonymous

10/18/2023 10:24 AM

There just is never enough

Anonymous

10/18/2023 10:45 PM

3 hour limit doesn't allow customers to support the town properly and not enough space in parking lots to accommodate longer parking unless you show up before 11am

Anonymous

10/22/2023 08:14 PM

Can't understand why tourists can park and ride shuttle for free

Anonymous

10/22/2023 09:18 PM

In my line of work it is incredibly inconvenient, if not impossible to go move my car before the 3 hour mark.

Anonymous

10/22/2023 10:16 PM

We are a town that most businesses rely on the tourist trade. Lack of parking impacts this greatly.

Anonymous

10/22/2023 10:16 PM

ByLaw officer is very vindictive...and takes up parking spaces that could be used by employees and customers

Anonymous

10/22/2023 10:25 PM

Not enough parking, leads to not happy employees and patients, which ultimately could push away businesses from downtown core

Anonymous

10/22/2023 10:42 PM

Our office does have parking but is limited. We rely on parking around adjacent park. The town hall employees take up a lot of the parking around the park. When tourists are at its peak, it's nearly impossible to find parking in the area. In addition to this, the parking officers continuously ticket at the far end of the park where it is not labelled 'no parking' to our staff and patients also. Please please put up 'no parking' signs where these enforcers love to ticket!!!!

**Mandatory Question** (88 response(s))

**Question type:** Essay Question

## Q20 | How do you feel about parking in downtown Elora and/or Fergus overall?

Anonymous

9/19/2023 02:33 PM

More option for active transportation

Anonymous

9/19/2023 02:41 PM

I feel it's a huge problem and there doesn't seem to be space to add a parking lot to take away the pressure from the downtown cores.

Anonymous

9/19/2023 03:10 PM

very difficult if not impossible to find enough parking spots

Anonymous

9/19/2023 03:56 PM

It has been a problem for a longtime and really needs to be addressed.

Anonymous

9/19/2023 04:53 PM

Remove patios on public property and it will free up spaces in summer. Also The Mill and condo owner/developers are making

money they should Provide parking. Why are residents and other business owners responsible for this?

Anonymous

9/19/2023 05:56 PM

Rules are unclear. signage should be improved in terms of parking zones(smith st in Elora is a perfect example)

Anonymous

9/19/2023 08:15 PM

Parking in Downtown Elora is a very tough topic. The difficulty between residents/employers/employees and tourists. I am glad that the time limit has eliminated employees and business owners from taking the prime spots. I have never been able to figure out why as a business owner you would park in front of your location and deter possible customers from parking there.

Anonymous

9/19/2023 10:28 PM

Awful, I often leave town to enjoy a shopping experience to avoid stress of parking

Anonymous

9/20/2023 08:06 AM

not enough parking

Anonymous

9/20/2023 08:32 AM

Never enough available for our patrons.

Anonymous

9/20/2023 08:39 AM

Not enough! The parking offered doesn't coincide with the flow of our downtowns. Parking is the number one complaint of our patrons!

Anonymous

9/20/2023 11:02 AM

There seems to be very limited street parking in Fergus.

Anonymous

9/20/2023 11:12 AM

There is so much volume in Elora- people visiting Elora, people working downtown etc. and there is not enough parking for everyone.

Anonymous

9/20/2023 01:45 PM

It is worse since the implementation of the 3hr parking.

Anonymous

9/20/2023 02:59 PM

Stressed

Anonymous

9/20/2023 03:06 PM

It only gets worse and worse I find. In the mornings early it isn't so bad, but around 11-5 it can be a real problem for customers, employees and certainly for business owners.

Anonymous

9/20/2023 05:12 PM

Try not to use downtowns on the weekends

Anonymous

9/20/2023 05:56 PM

I feel it is necessary. Many of our regular customers are in and out and on to their next errand. Parking the car 3 blocks or more away for a five minute stop is very inconvenient. Or as stated earlier, there are mobility issues that make closer parking essential. St. Andrew's should continue to be a parking and shopping street with manageable traffic flow. We are very fortunate to have such a vibrant downtown core with many healthy businesses.

Anonymous

9/20/2023 06:00 PM

Dislike the 3rd party ticketers making Elora unfriendly

Anonymous

9/20/2023 06:30 PM

I am younger than most of my customers. I can walk. I am concerned about our senior citizens

Anonymous

9/20/2023 06:52 PM

There isn't enough parking

Anonymous

9/20/2023 06:58 PM

It's generally crowded and difficult for elderly customers to manoeuvre, but the time limits are effective

Anonymous

9/20/2023 08:21 PM

It's a mess. The lot that was traded to Pearle should never have been let go - we lost 30 much needed spaces. The county could look to purchasing the shoppers parking lot or space on East Mill to build a modest 3 story parking garage, or maybe Geddes?

Anonymous

9/21/2023 08:08 AM

It's been annoying watching the area grow over the past number of years with little thought to parking. As a tourist driven community marketing larger centres to visit and spend their disposable income in the downtown shops and restaurants, it's leaving a bad taste in the mouths of residents who work downtown and who would like to shop and dine downtown but stress about parking tickets and then not finding any parking spaces when they do go downtown.

Anonymous

9/21/2023 09:10 AM

Generally pretty good in Fergus. I find the parking is much more difficult to find in Elora.

Anonymous

9/21/2023 09:27 AM

There are empty spaces that could be used for parking... the lot at the former Groves Hospital, for example, is only a one minute walk from downtown Fergus, but is now completely fenced off so no one has access. This makes no sense. Also in Fergus, there is an empty lot just up the hill from downtown at the corner of St. David & St. George - I believe it had a gas station on it and has/had contaminated soil, but could this be aquired for a parking lot? The Curling Club also has adequate parking....

Anonymous

9/21/2023 10:12 AM

It needs to improve.

Anonymous

9/21/2023 10:59 AM

I'm sure people feel like it's hard to find parking but there are solutions and ones centred around active transportation that will make our town better and more appealing for tourists and locals alike.

Anonymous

9/21/2023 12:12 PM

It's a joke. Developers can build condos and to make even more money they are not supplying parking. Why is this allowed? Where is the mayor and council? Developers and engineering firms are making a lot of money and they need to plan better.

Anonymous

9/21/2023 03:00 PM

Frustrated

Anonymous

9/21/2023 03:02 PM

People don't want to walk. I don't think you'll ever make everyone happy. I like the 3 hour time limit as employees and store owners can't park outside and it truly is for patrons. We are more concerned about the residents downtown. Where do they park?

Anonymous

9/21/2023 03:40 PM

I think there is definately a shortage. People who live and work downtown should have a designated area to park.

Anonymous

9/21/2023 04:21 PM

Great

Anonymous

9/21/2023 05:52 PM

Lacking

Anonymous

9/21/2023 07:12 PM

I think it's a joke to close off streets to cater to tourists.

Anonymous

9/21/2023 07:47 PM

I feel like there needs to be more parking available for customers and business owners/employees that is easily accessible and located.

Anonymous

9/21/2023 07:53 PM

I feel like there is not adequate parking available for both working and visiting people in Elora

Anonymous

9/21/2023 08:56 PM

3 hours limit has helped Fergus Having paid parking would kill downtown business

Anonymous

9/21/2023 10:11 PM

No adequate. Get rid of parking enforcement. Allow people to pay for parking time.

Anonymous

9/22/2023 09:54 PM

I never have a problem finding a space when I'm a customer on the main St in Fergus. I think 3hrs is very sufficient. Parking enforcement needs to ensure residents and employees are not taking spaces.

Anonymous

9/22/2023 10:22 PM

The parking spaces are big enough to handle large pickups make the spaces smaller for cars ends up making more parking spots

Anonymous

9/24/2023 02:33 AM

I'm just going home and I'm just

Anonymous

9/24/2023 02:41 PM

There has not been a plan and it is unfortunate for all locals, tourists and businesses. Council has had multiple opportunities to buy land in the town centre for parking but they have declined to act or allow others to act. There us property up at the old feed mill on the corner of county rd 7 and the Inverhaugh corner. Buy it ( or gave Pearle buy it) put in parking put up a tunnel under county rd 7 for safe crossing.

Anonymous

9/25/2023 11:46 AM

Inadequate. Local residents have been confrontational about street parking. Where would they like us to park?

Anonymous

9/25/2023 02:03 PM

It is always hard to find a spot

Anonymous

9/25/2023 02:13 PM

There isn't enough!

Anonymous

It's a huge issue

9/25/2023 03:49 PM

Anonymous

9/25/2023 06:31 PM

I feel that there's not enough parking for businesses and their employees. As a result we are constantly having to struggle to pay for parking tickets that should not be our fault

Anonymous

9/25/2023 07:56 PM

Elora needs some sort of parking structure...somewhere. I think cw has grown to a point where public transportation between fergus and elora might be worth investigating. A lot of my customers found the summer shuttle to be very helpful because they didn't need to find parking.

Anonymous

9/26/2023 06:32 AM

It's prioritization over usable space for pedestrians/cyclists is problematic for the use and vitality of our downtowns. Side-street and parking lot facilities should be optimized and main street parking and traffic reduced/eliminated.

Anonymous

9/26/2023 09:27 AM

Being a historic town and trying to stay that way it could be better but painful. These downtowns were built for walking and horses not unfortunately vehicles. But I'm sure a parking garage will be helpful in both communities.

Anonymous

9/26/2023 09:40 AM

It's frustrating for everyone in the summer.

Anonymous

9/26/2023 01:47 PM

Its a pain.

Anonymous

9/26/2023 02:01 PM

a challenge

Anonymous

9/26/2023 02:07 PM

Traffic in Elora seems very busy on Metcalfe Street, especially during summer months, main street parking is usually not available

Anonymous

9/26/2023 04:13 PM

There should be a pass for people who work downtown to allow them to park for longer

Anonymous

9/26/2023 05:53 PM

Taking away parking spaces is not the answer. If there is going to be monitored parking then there needs to be a better parking enforcement. I have seen no one do this.



Anonymous

9/28/2023 12:48 PM

Not enough, at all.

Anonymous

9/28/2023 08:23 PM

Generally ok now if willing/able to walk but at certain times it can be quite unmanageable.

Anonymous

10/01/2023 10:42 AM

Fergus isn't as bad, but Elora is very busy and parking is a stress that needs to be corrected.

Anonymous

10/01/2023 12:37 PM

Overall I do like the 3 hour parking limit. I think it was a good idea

Anonymous

10/02/2023 11:11 AM

Elora is a nightmare. The parking there has really not been thought out at all. The mill and the tourism push are great for the area, but the township has not attempted to accommodate the massive increase in visitors. Fergus isn't as bad, but the parking is still not great. I'm very against the ticketing. There is no way this helps the limited parking for residents or employees. I can't even say it's greed from the town because there can't be enough tickets issued to pay the third-party ticketing company and make any money back. It's just an annoyance to everyone who actually needs to park for the day.

Anonymous

10/03/2023 07:27 AM

Crazy, not enough parking

Anonymous

10/03/2023 11:57 AM

I feel that the parking concerns in downtown Fergus are much different than those in Elora, and that the "one size fits all" approach to enforcement is inefficient. I've seen two parking agents hand out a ticket to a single vehicle parked over two spaces on a deserted street at 9am on a Saturday morning. I routinely see the head of the BIA and her family park on St. Andrew Street in front of their business, and I'm sure many other business owners do as well, even if not for an extended period of time. I've seen business owners chastise other business owners for parking in front of their businesses, as if they feel that the spaces in front of their store should somehow be reserved just for their customers. Parking is definitely a thorny issue. I have been working in downtown Fergus for almost 30 years now, and parking has always been a concern. I've seen other initiatives come and go, and I'm deeply skeptical that this study, or anything else, will have the power to meaningfully impact a problem that is largely driven by things that are beyond the municipality's control. It would be great if the final report acknowledged those limitations, and helped to

manage people's expectations. Personally, I'm doubtful that downtown Fergus needs parking enforcement at all - and if it does, it will do nothing to meaningfully improve the vibrancy of the downtown Fergus core. Fergus has much bigger, structural problems, and if it wants to have a downtown like Elora's (perhaps an unrealistic goal, given Elora's status as one of the top 10 tourist destinations in Canada) it needs things like zoning reform to kick out the non-tourist business, an EC-Dev employee to "head-hunt" businesses to create the right retail mix, and better hygiene factors such as increased accessibility, more and better public washrooms, and things like benches, shade trees, and other natural features. Roger Brooks suggested many of these things in his 2019 report on downtown Fergus. I don't think there's much point in focusing just on parking without acknowledging those larger issues.

Anonymous

10/03/2023 07:06 PM

Poorly planned. Residents and business owners have offered downtown property for sale to build a parking lot in the past 5 years and have been turned down. Land is available at the corner of County Rd 7 near the Mill. The township should buy this and make it a safe accessible parking area.

Anonymous

10/04/2023 04:51 PM

It is pretty terrible.

Anonymous

10/05/2023 10:31 AM

It seems now to be a town for cars and trucks more than people. Perhaps smaller trucks could be used for delivery at least making it feel freer and easier to find parking. The Mill seems to be taking over this town.

Anonymous

10/06/2023 06:25 AM

No planning and all business owners and employees park in front of their business No buses!

Anonymous

10/08/2023 07:28 AM

These are two completely different communities. Elora is ridiculous due to the amount of tourists. Fergus is less busy but could use it's space better for parking. There has been no question about cycling only car dependent travel. I think there should be more infrastructure to encourage people to bike - dedicated and protected bike lanes, better bike parking etc.

Anonymous

10/10/2023 12:36 PM

I've stopped shopping at some local businesses as it's often too difficult to find parking. The town needs to invest in a parkade structure by the liquor store.

Anonymous 10/10/2023 01:29 PM	Poorly managed, poorly signed, and not enough. Additional development continues to make parking worse
Anonymous 10/10/2023 05:45 PM	Very difficult. I do feel the township needs to walk around and observe the situation. Example. Using private driveway for a garden in planters, then parking their cars on the street.
Anonymous 10/10/2023 06:13 PM	Needs work
Anonymous 10/10/2023 07:34 PM	It's a headache
Anonymous 10/10/2023 09:42 PM	Congested due to shortage
Anonymous 10/11/2023 09:47 AM	Not enough
Anonymous 10/12/2023 10:22 AM	It is definitely a problem and there needs to be adequate parking for both employees, residents and visitors.
Anonymous 10/12/2023 02:31 PM	It is very busy. In Elora. Fergus seems ok.
Anonymous 10/13/2023 03:57 PM	We need to start planning to increase parking as business increases. I am also concerned that the parking lot on the south side of the Metcalfe Street Bridge will be lost to development.
Anonymous 10/16/2023 10:36 PM	It is terrible on weekends in elora. Locals stay away from downtown because they can't find spaces and it's crowded
Anonymous 10/18/2023 10:24 AM	Parking should always be free
Anonymous 10/18/2023 10:45 PM	The parking situation is awful. Maybe we should have kept more space for having parking lots for a tourist town instead of all the space being sold elsewhere

Anonymous

10/22/2023 08:14 PM

It's really bad. The township could make lots of money for paid parking and pay to ride shuttles, how can the tax payers continue to pick up the tab for tourists .

Anonymous

10/22/2023 09:18 PM

It sucks.

Anonymous

10/22/2023 10:16 PM

Total lack of parking. Big mistake selling the public parking lot to the Mill. Parking passes for business owners should be made available

Anonymous

10/22/2023 10:16 PM

Terribly hard to find a spot downtown

Anonymous

10/22/2023 10:25 PM

If going to issue tickets, ensure all signage and spaces demarcated. Tiny pylons that can be lifted or moved do not count.

Anonymous

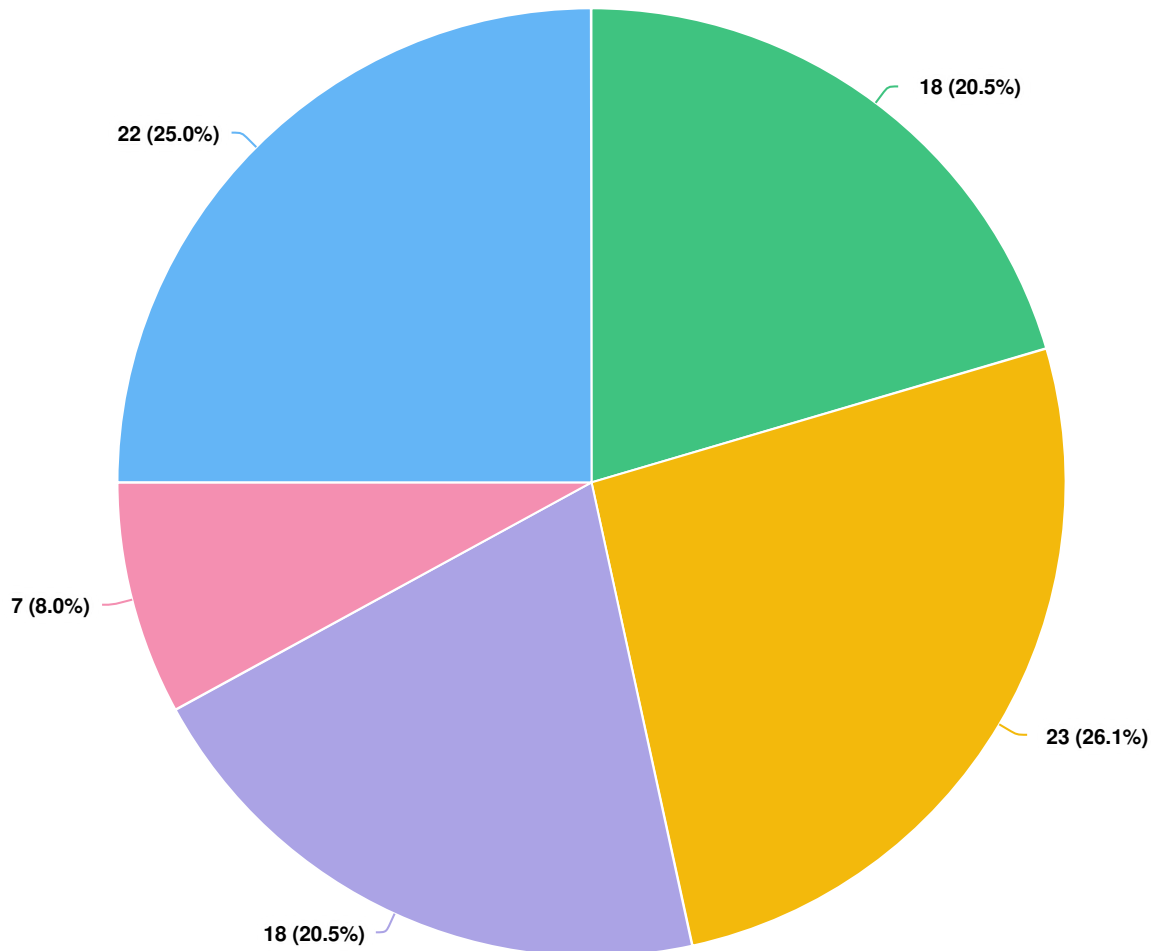
10/22/2023 10:42 PM

Elora definitely has insufficient parking during tourist season

**Mandatory Question** (88 response(s))

**Question type:** Essay Question

**Q21** Expanding on-street time restrictions to allow high-demand parking spaces to be used by more vehicles.



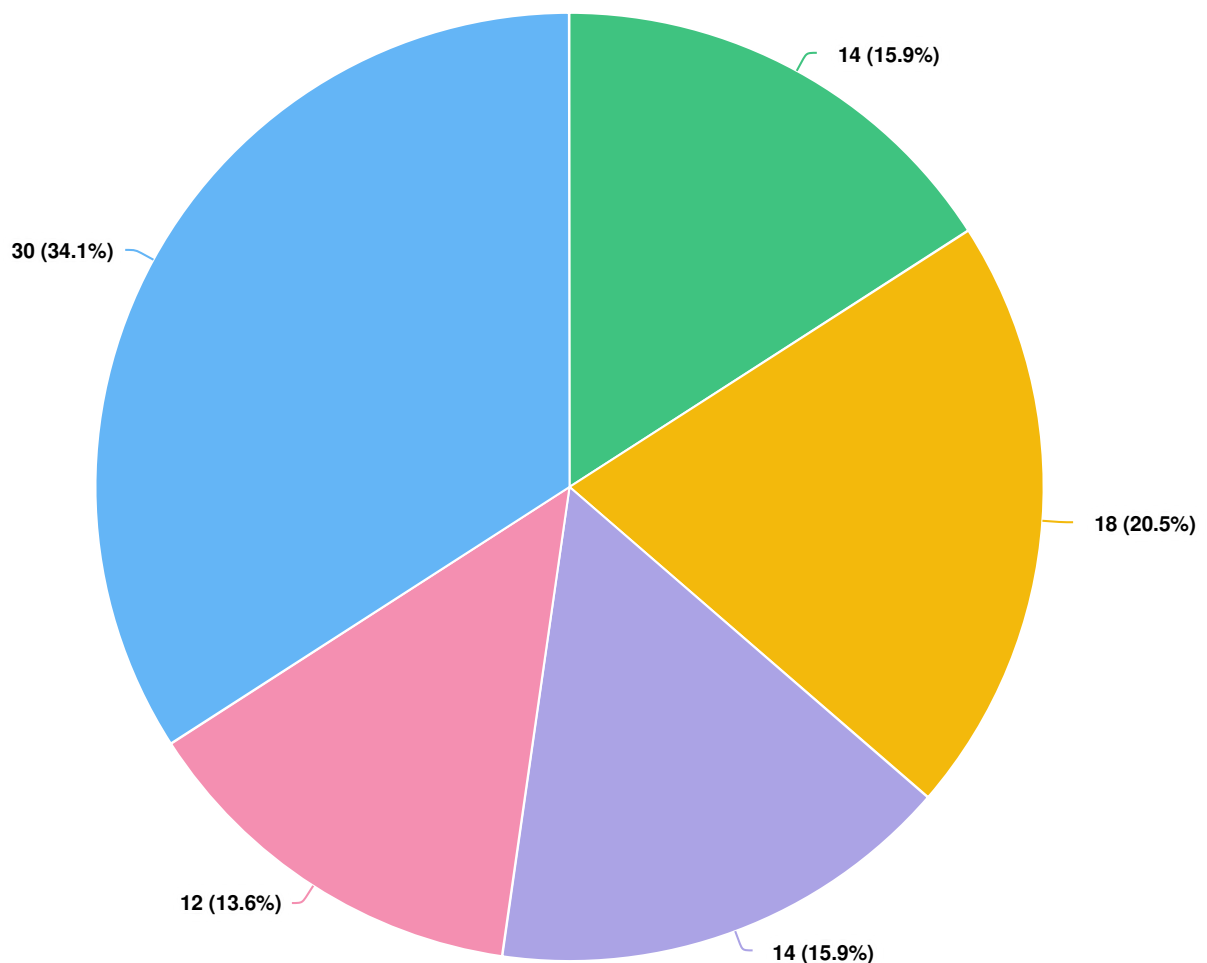
**Question options**

5 - Highly supportive   4 - Somewhat supportive   3 - Neutral   2 - Somewhat unsupportive   1 - Unsupportive

Mandatory Question (88 response(s))

Question type: Radio Button Question

**Q22** | Creating paid parking in downtown Elora and Fergus to encourage shorter stays and make parking spaces available more frequently.

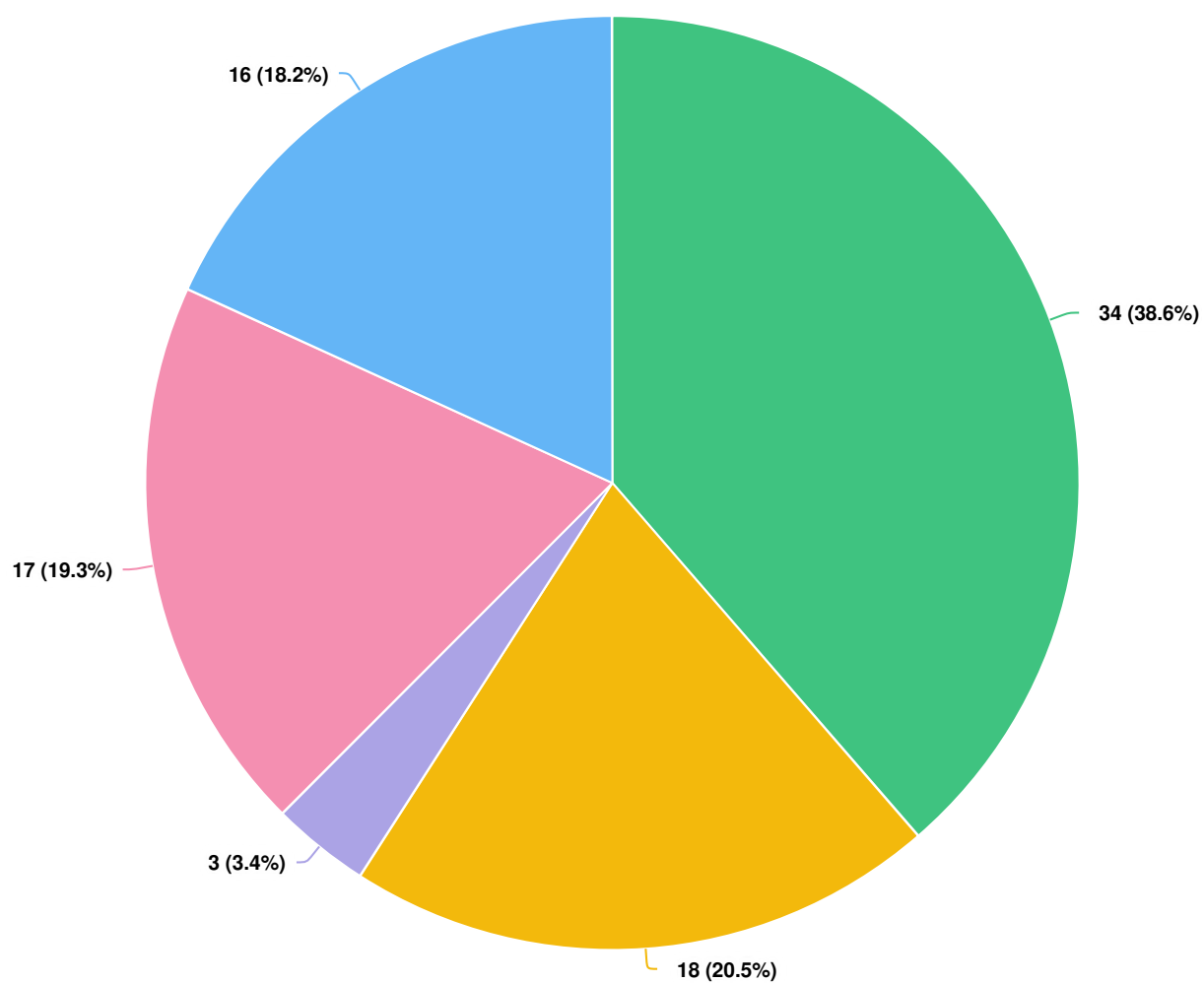


**Question options**

- 5 - Highly supportive    4 - Somewhat supportive    3 - Neutral    2 - Somewhat unsupportive  
1 - Highly unsupportive

Mandatory Question (88 response(s))  
Question type: Radio Button Question

**Q23** How did you hear about this survey?

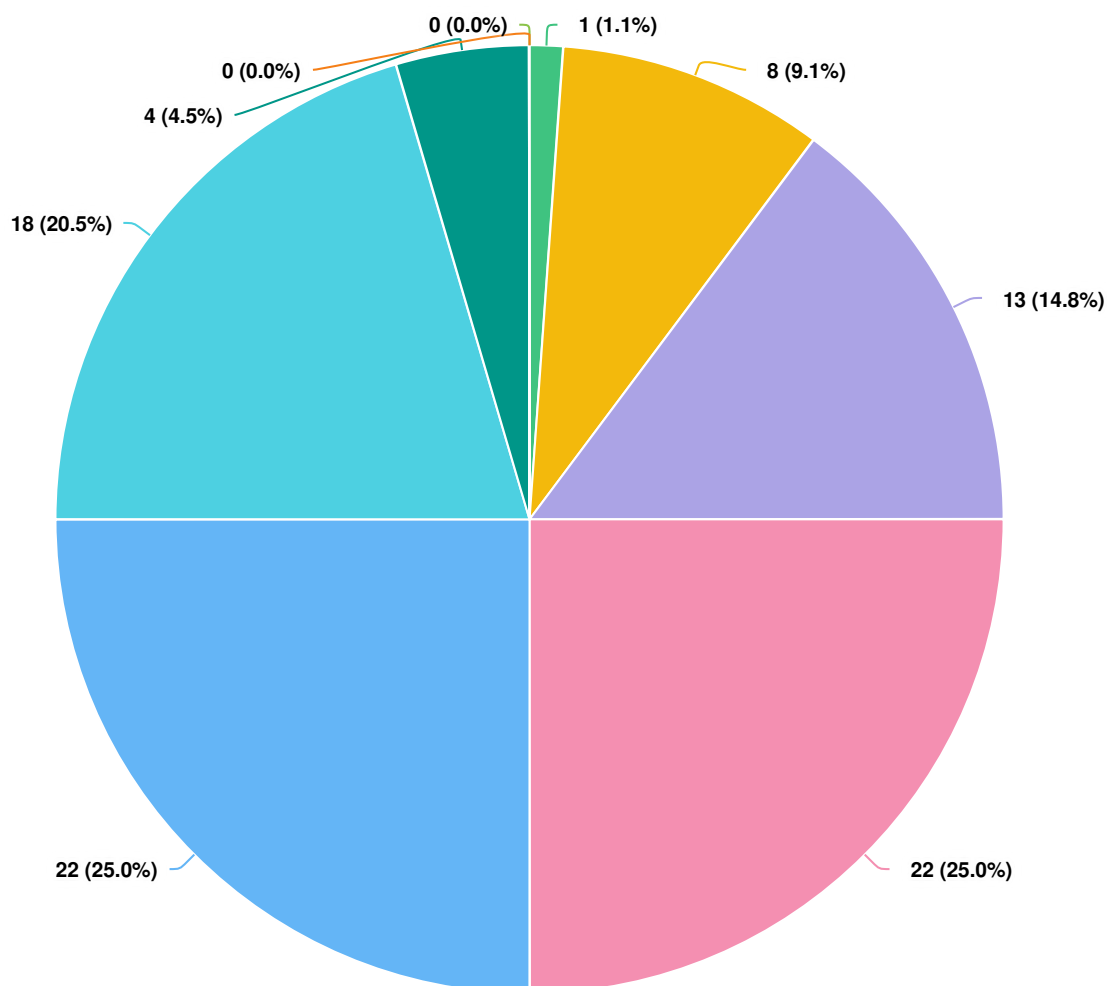


**Question options**

● Social media ● Township website ● E-newsletter ● Through friends/family ● Other (please specify)

Mandatory Question (88 response(s))  
Question type: Radio Button Question

**Q24** What is your age?



**Question options**

18 years or younger 19-24 25-34 35-44 45-54 55-64 65-74 74-85 85+

Mandatory Question (88 response(s))  
Question type: Radio Button Question



# Resident Survey

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## **SURVEY RESPONSE REPORT**

01 June 2017 - 26 October 2023

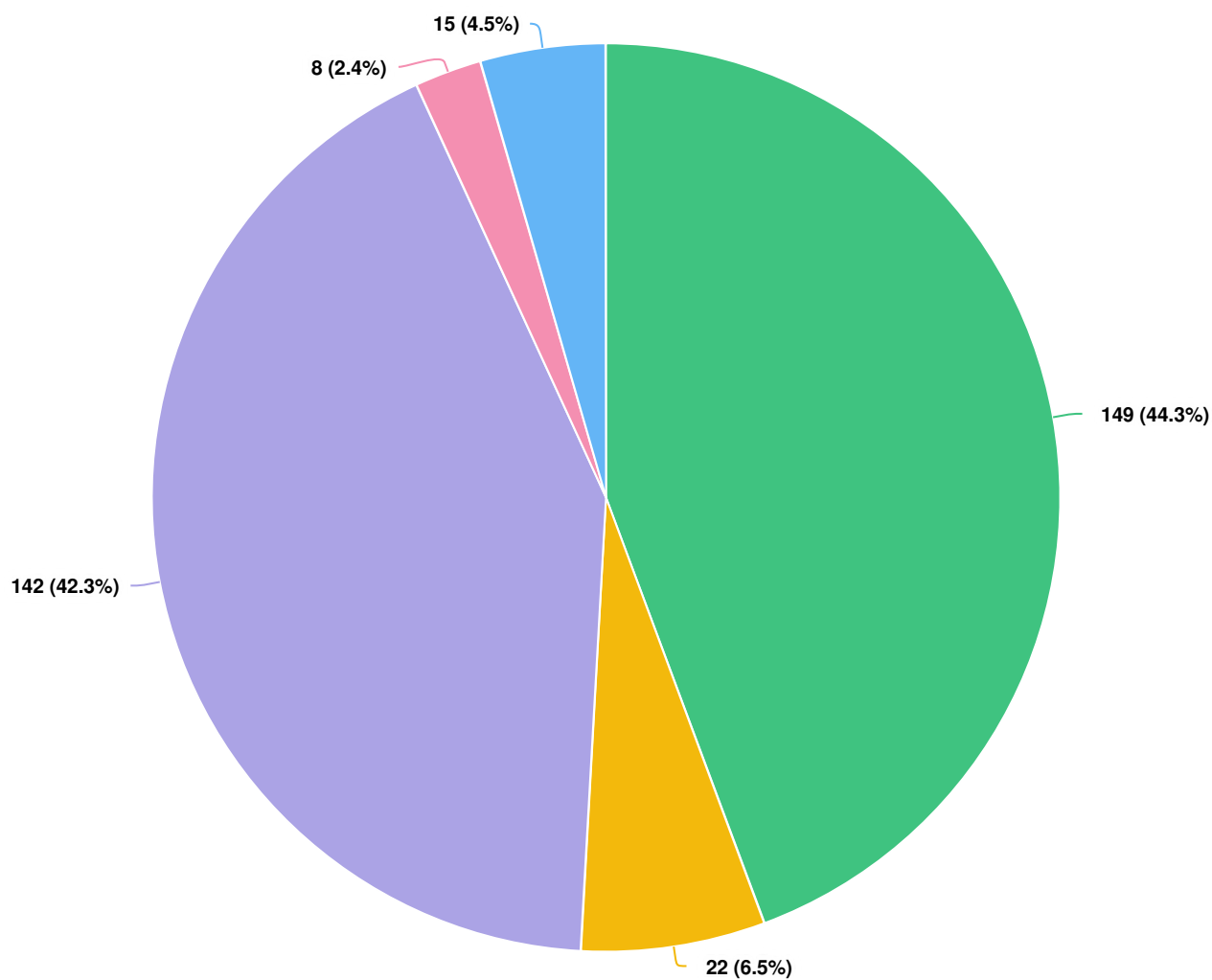
### **PROJECT NAME:**

Downtown Municipal Parking Strategy



# SURVEY QUESTIONS

**Q1** Where in Centre Wellington do you live?

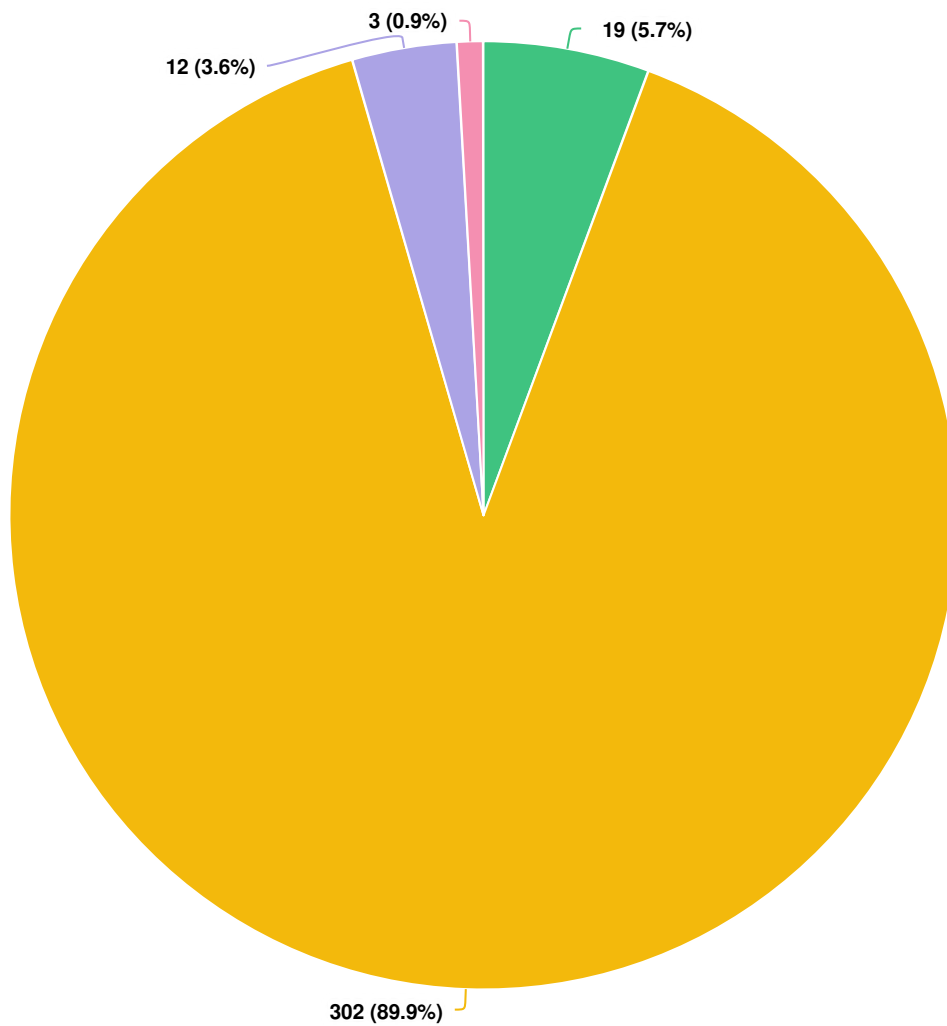


**Question options**

● Elora ● Downtown Elora ● Fergus ● Downtown Fergus ● Other (please specify)

Mandatory Question (336 response(s))  
Question type: Radio Button Question

**Q2** When you park at your residence, where do you most predominantly park?



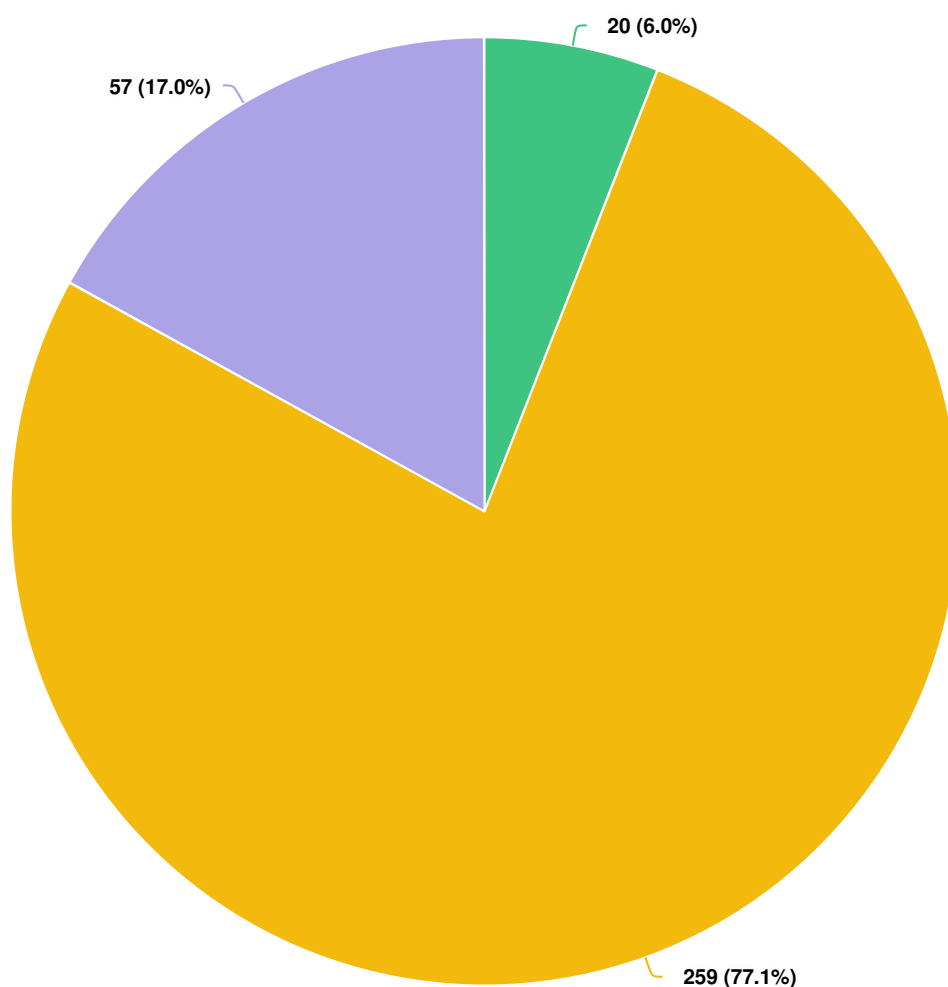
**Question options**

☒ On-street parking ☒ Private driveway/garage ☒ Dedicated parking spot at building ☒ Other (please specify)

Mandatory Question (336 response(s))

Question type: Radio Button Question

**Q3** | Has the 3-hour downtown parking limits in Elora and Fergus affected your ability to park near or at your home?



**Question options**

☒ Yes ☒ No ☒ Not applicable

*Mandatory Question (336 response(s))*

*Question type: Radio Button Question*

#### Q4 | How have you been affected?

Anonymous

9/19/2023 06:57 PM

I cannot park near my home without being ticketed. I live on mill street and cannot ever find a spot and stay in it

Anonymous

9/20/2023 06:47 AM

Have to park in municipal lot which is further away due to time limits. It is often full and can't find parking. Have been ticketed. Have to track time when parking on street. Very aggressive ticketing. Would like resident permits. Need to encourage live work downtown.

Anonymous

9/21/2023 08:28 AM

Our street on the weekends fill up with cars. No parking signs on one side of street still have cars when events at Bissell Park or Elora Centre for Arts. Alpha just drives past and seems to ignore the situation. Our road is congested due to Mill Street construction so cars on both sides is not a good situation.

Anonymous

9/21/2023 08:50 AM

Traffic has been pushed out of downtown onto streets further out that don't have the time limit causing numerous parked cars on the street during the weekend, sometimes blocking my driveway.

Anonymous

9/21/2023 09:24 AM

It affects the ability of guests to park at my home

Anonymous

9/21/2023 04:06 PM

Our apartment is on Mill St. West so we do not have designated parking and our only options are the 3-hour street parking (directly in front of our door) or the small parking lot across the pedestrian bridge, now owned by the Elora Mill. There is nothing more frustrating to us as a small family who lives downtown than having to circle the block to find an available parking space and then avoid the parking police, all with a 2-year-old and a trunk full of groceries.

Anonymous

9/21/2023 10:41 PM

Multiple tickets within minutes of time frame

Anonymous

9/24/2023 02:36 AM

The only way I could do that was

Anonymous

9/25/2023 12:37 PM

It's affected locals, tourists just pay the small ticket.

Anonymous

9/27/2023 07:18 AM

I have had to move my car to avoid a ticket. Usually, I leave the downtown areas early to avoid a ticket. That is when I can find parking.

Anonymous

9/28/2023 05:44 PM

Don't go downtown as often

Anonymous

10/01/2023 09:19 PM

I am lucky to have a small driveway for one parking spot. But my street is part of the 3 hour limit area. I cannot have family/visitors come and park on my street.

Anonymous

10/02/2023 11:21 AM

Working from home more since COVID, sometimes I don't have the time to move my car every 3 hrs and end up getting a ticket. Plus even if you go to move your car, most times there are no other spots available or you have to drive around for 15-20 minutes to find another spot. This is also an issue with running errands (grocery's etc).

Anonymous

10/02/2023 06:33 PM

The area my landlord has designated for parking gets blocked frequently and I have to park in the street- if I'm late to move I'll get a ticket and that's a decent financial burden for a single, low income parent

Anonymous

10/03/2023 09:25 AM

Having to move every three hours. Working from home. Impacting my job as I need to go move my car. So, just accept I get a ticket. Financially not good. Should be able to park and not worry about moving my car. Dedicated spots for residents should be happening.

Anonymous

10/04/2023 04:48 PM

People park across our driveway constantly.

Anonymous

10/08/2023 12:20 AM

Only on some days on our street but Colborne ususally is packed, making turns onto it (such as when I've been in the Geddes Street Market) tricky due to poor sight-lines because of the string of parked vehicles.

Anonymous

10/14/2023 04:49 PM

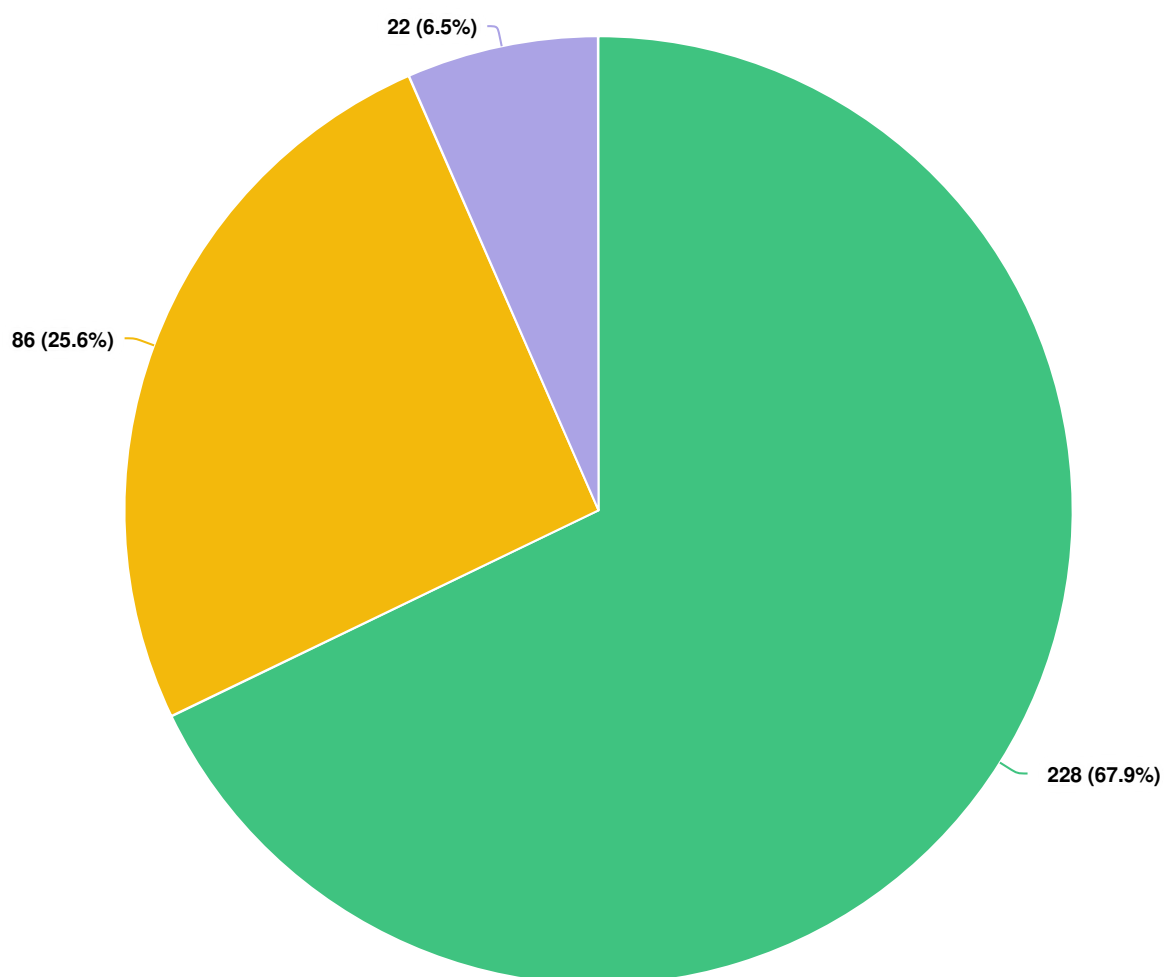
When taking guests downtown who can not manuevre the treacherous sidewalk, i drive them. The Three hour parking limit is not enough to see the town and have a meal. Residents need a parking pass that designates residents. The chalking of the tires discourages tourists- its disgusting.

**Optional question** (18 response(s), 318 skipped)

**Question type:** Essay Question



**Q5** Do you avoid visiting downtown Elora and/or Fergus due your ability to find parking?



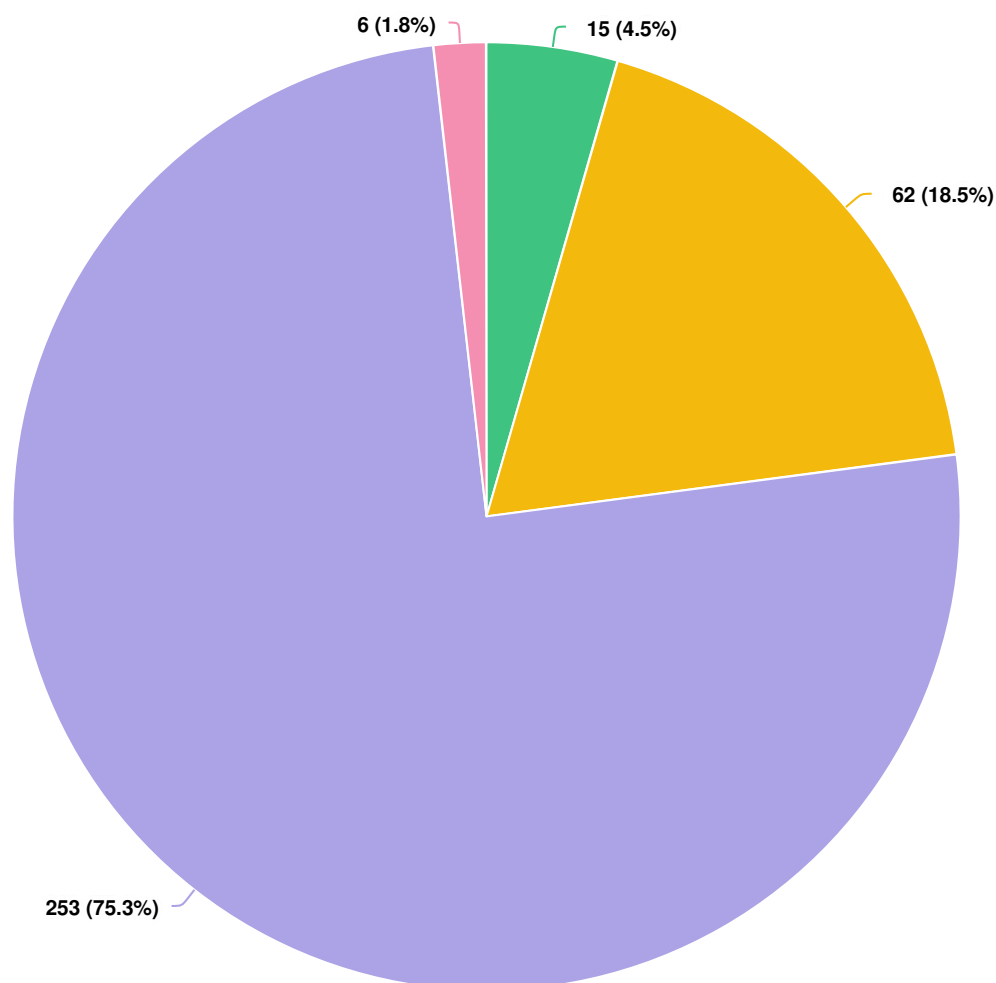
**Question options**

☒ Yes ☐ No ☐ Other (please explain)

*Mandatory Question (336 response(s))*

*Question type: Radio Button Question*

**Q6** If you are a resident of Downtown Elora or Fergus, do you avoid leaving your residence in fear you will not find a parking spot when you return?



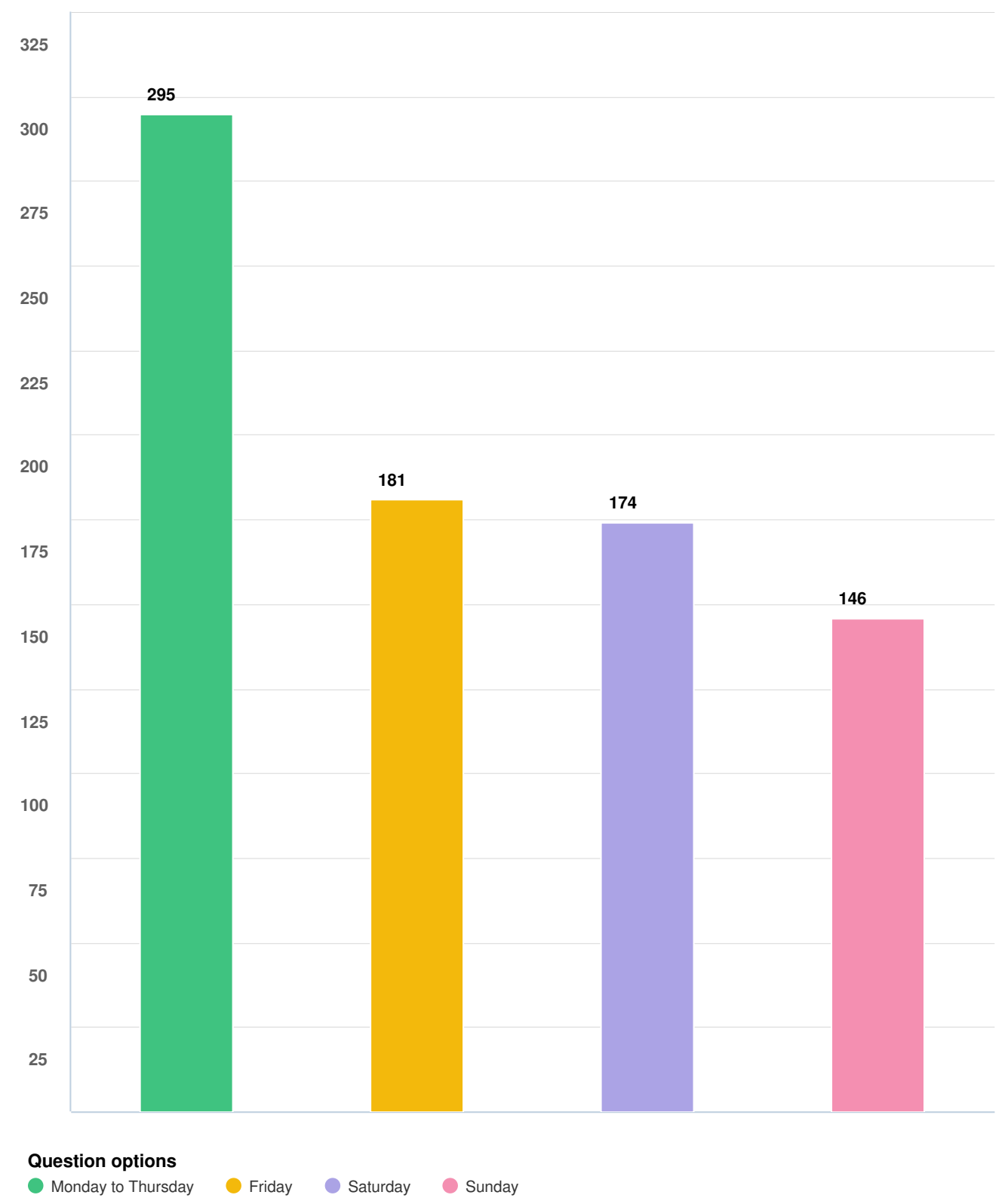
**Question options**

Yes No Not applicable Other (please explain)

Mandatory Question (336 response(s))

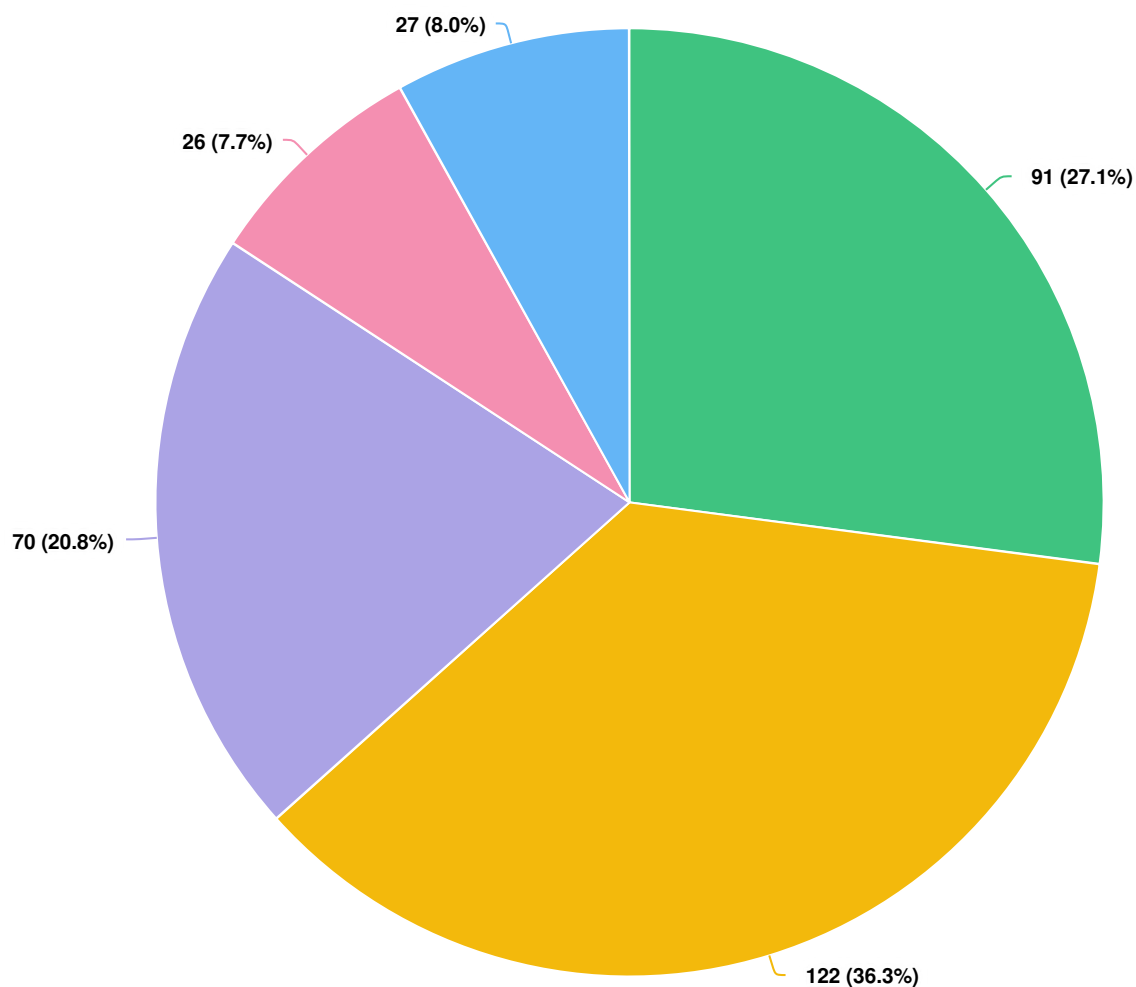
Question type: Radio Button Question

**Q7** When do you typically visit downtown Elora and/or Fergus?



Mandatory Question (336 response(s))  
Question type: Checkbox Question

**Q8** What is the maximum duration you would be willing to walk from your parked vehicle to your destination?



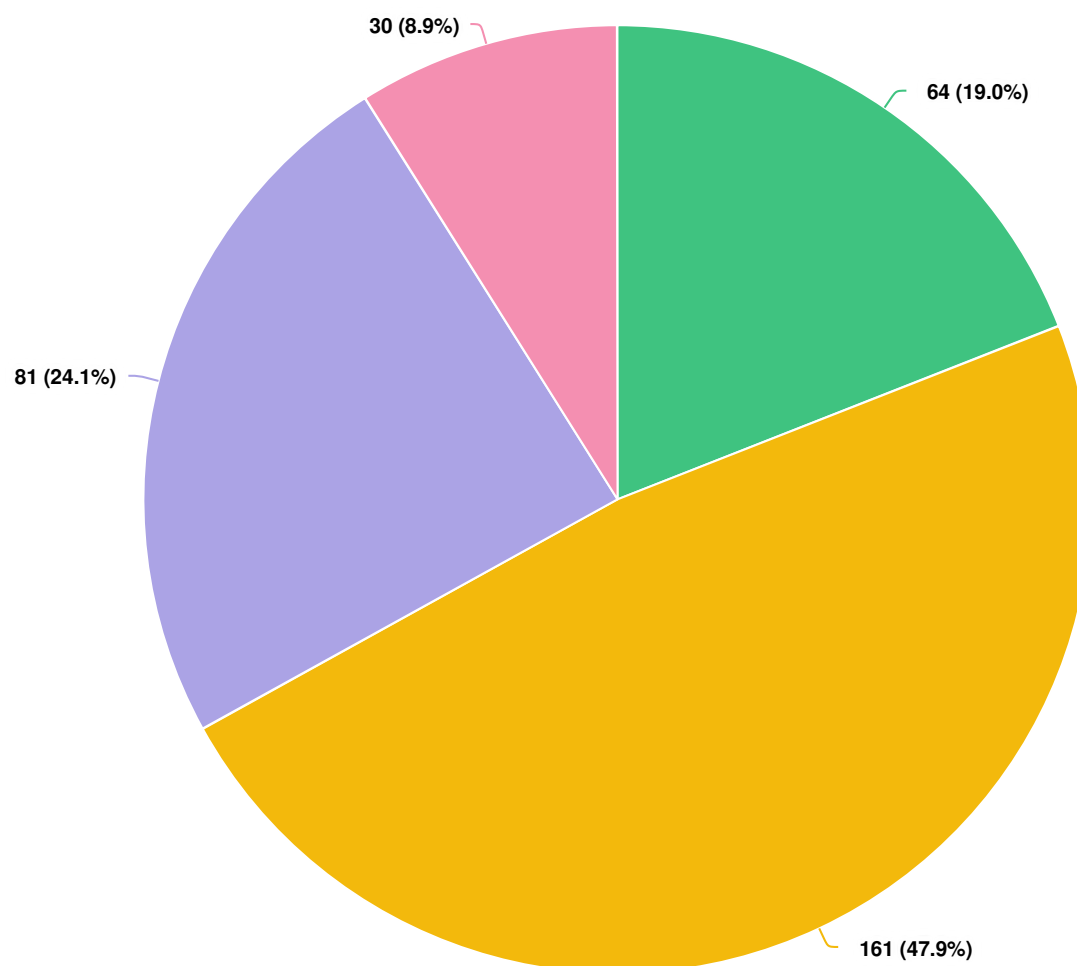
**Question options**

0-3 minutes 3-6 minutes 6-9 minutes 9-12 minutes 12-15 minutes

Mandatory Question (336 response(s))

Question type: Radio Button Question

**Q9** How useful has the 15-minute parking spaces been for you?



**Question options**

Useful Not useful Not applicable Other (please explain)

Mandatory Question (336 response(s))

Question type: Radio Button Question

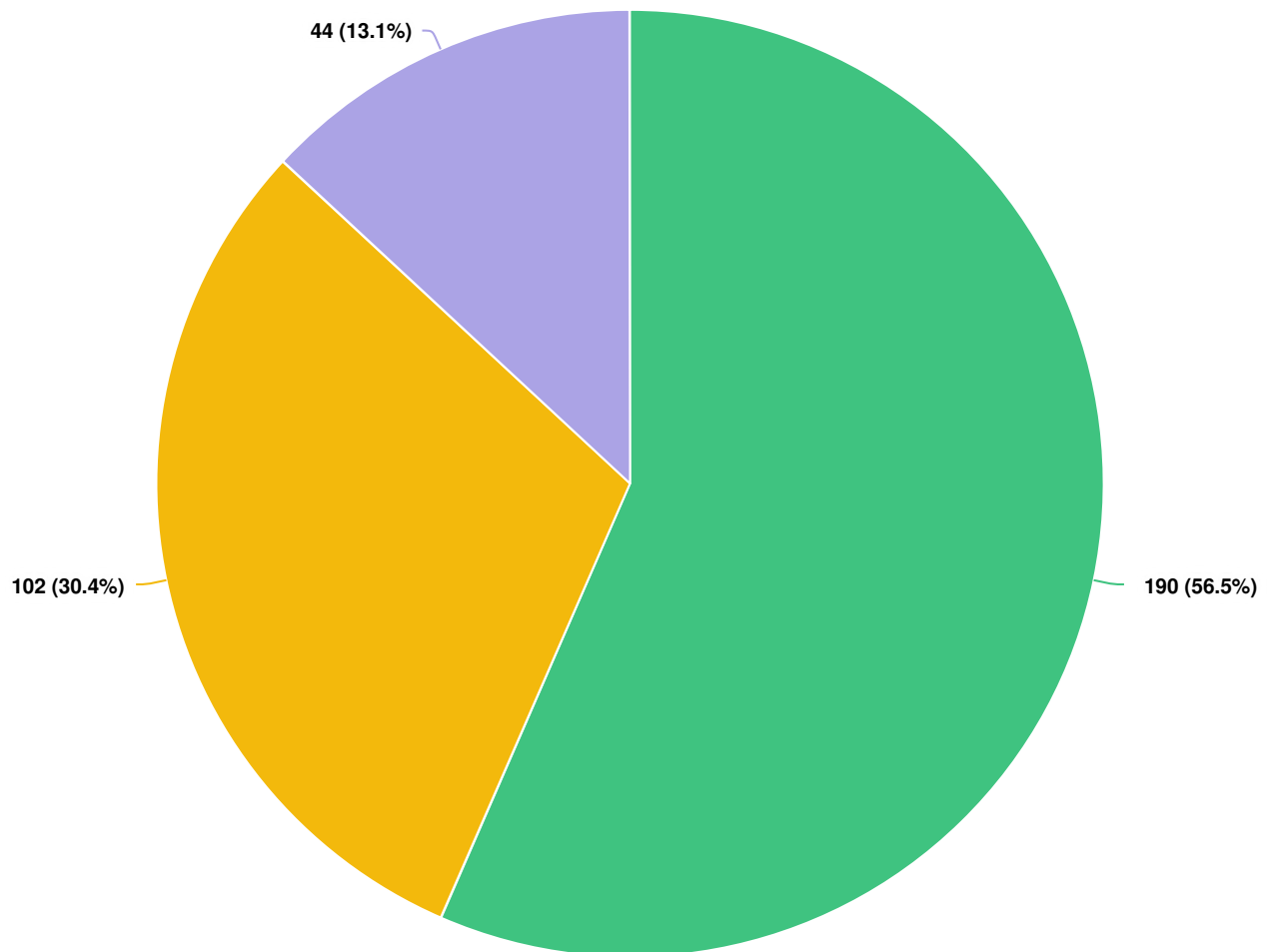
**Q10** Of the following, which are the most important parking characteristics to you?

OPTIONS	AVG. RANK
Parking is always available at or near (within a block) my destination	1.90
Well-designed parking facilities (safety, walking facilities, landscape, etc.)	2.21
Being able to park as long as I want	2.64
Reduced transportation GHG emissions	3.24

*Mandatory Question (336 response(s))*

*Question type: Ranking Question*

**Q11 | How do you feel about the Township closing main roads during the peak tourism season to accommodate on-street events?**

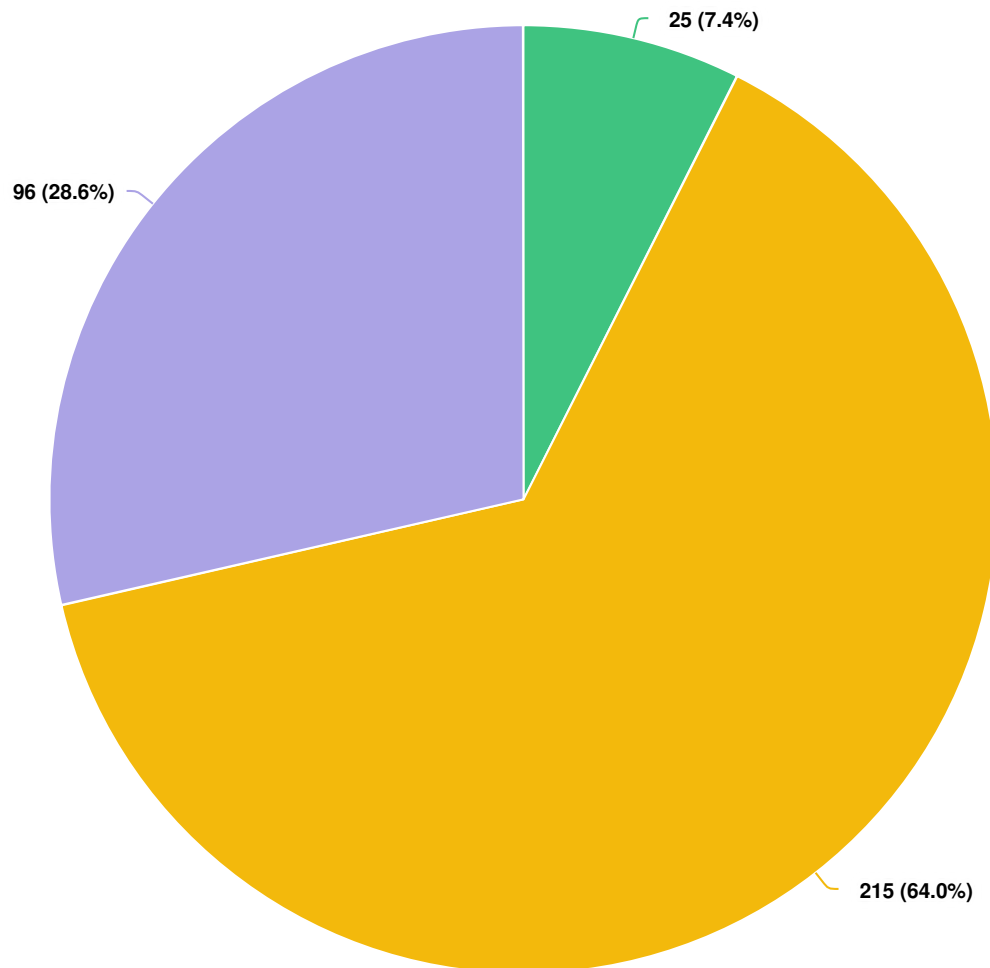


**Question options**

- I think it is a great idea for the Township to close streets during the peak tourism season
- I do not agree with the closure of streets during peak tourism season
- Other (please explain)

*Mandatory Question (336 response(s))*  
*Question type: Radio Button Question*

**Q12** Have you taken the Downtown Shuttle?



**Question options**

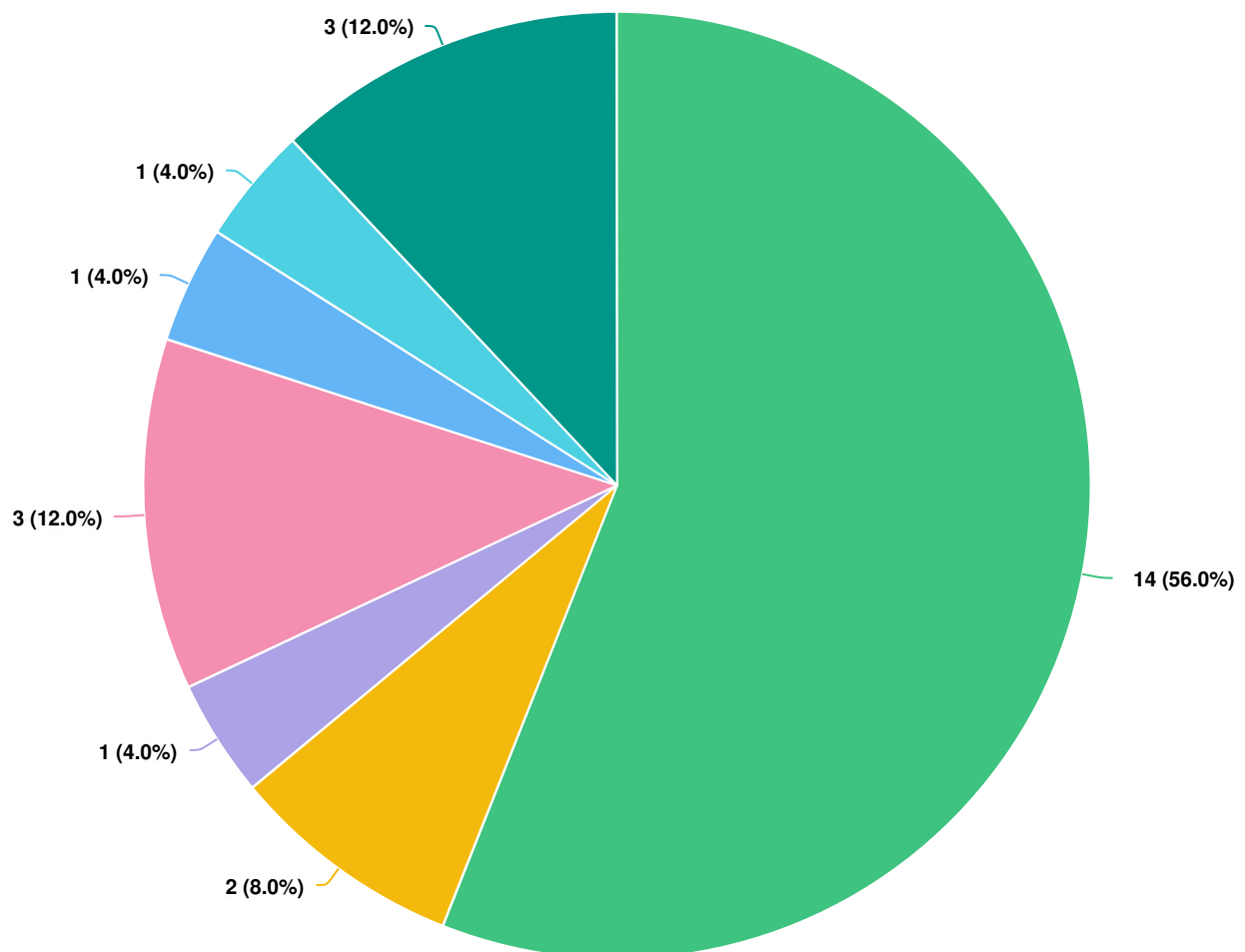
☐ Yes ☐ No, it is not useful ☐ No, I have not heard about it

*Mandatory Question (336 response(s))*

*Question type: Radio Button Question*



**Q13** How did you hear about the Downtown Shuttle?



**Question options**

☒ Social media   ☐ Township website   ☐ Radio ad   ☐ Newspaper   ☐ Posters   ☐ Signage in Township  
☐ Other (please specify)

Optional question (25 response(s), 311 skipped)  
Question type: Radio Button Question

## Q14 | How could the Downtown Shuttle be made more useful for you?

Anonymous

9/19/2023 04:19 PM

More pick-up and drop off locations

Anonymous

9/19/2023 04:45 PM

Expand its area

Anonymous

9/20/2023 06:47 AM

It ran on weekends for tourists

Anonymous

9/20/2023 05:05 PM

It need to run through the week and ga e more stops like a bus.

Anonymous

9/20/2023 06:59 PM

It won't be - I live walking distance from downtown

Anonymous

9/20/2023 07:15 PM

I am within a 20 minute walk from downtown Elora so we mostly walk.  
For a shuttle to Fergus perhaps a stop closer to residential  
neighbourhood in north or south Elora??

Anonymous

9/20/2023 08:39 PM

I think it is useful if you're interested in just walking and sight-seeing.  
It is not useful when you have all of your tasks and business to attend  
to at multiple locations not on this route.

Anonymous

9/20/2023 08:43 PM

Would need to be more like a regular bus route

Anonymous

9/20/2023 10:13 PM

Longer hours of operation

Anonymous

9/20/2023 10:31 PM

I have not taken it but I think it is very useful to many in our  
community.

Anonymous

9/21/2023 12:02 AM

just haven't needed it so far

Anonymous

9/21/2023 06:16 AM

I just have not taken it yet

Anonymous

9/21/2023 07:44 AM

I have no use for it

Anonymous

9/21/2023 08:57 AM

Good idea for tourists - I wouldn't use it

Anonymous

9/21/2023 10:51 AM

waste of time and money at this time

Anonymous

9/21/2023 11:06 AM

With my bike, I don't need it.

Anonymous

9/21/2023 11:07 AM

To use the shuttle I would have to drive to the stop, which defeats the purpose of the shuttle. I may as well drive to my destination and hope for available parking

Anonymous

9/21/2023 11:09 AM

The shuttle needs to be available for residents, not just tourists. That means, 7 days a week every half hour or 45 mins. It should also be available all year round.

Anonymous

9/21/2023 02:54 PM

Not applicable, I don't need it.

Anonymous

9/21/2023 03:43 PM

Several, electric, golf cart like or train like, better for tourism.

Anonymous

9/21/2023 04:06 PM

I think the shuttle is an excellent idea for tourists and locals who do not have access to their own transportation. There needs to be more advertising done for tourists to park by the casino and take the shuttle.

Anonymous

9/21/2023 04:10 PM

I need to be picked up and dropped off near my front door which is down a side street OFF another side street.

Anonymous

9/21/2023 04:10 PM

I walk rather than shuttle

Anonymous

9/21/2023 04:48 PM

I'm a resident, I don't need a shuttle, I need to be able to park within a reasonable distance to visit local businesses to pickup items/takeout food, or have a meal at a local restaurant for an hour+.

Anonymous

9/21/2023 05:37 PM

I don't know

Anonymous

9/21/2023 07:08 PM

Cancel it and save taxpayers the costs.

Anonymous

9/21/2023 08:42 PM

It's difficult for the shuttle to go to places that I shop at.

Anonymous

9/21/2023 10:41 PM

Doesn't affect me

Anonymous

9/22/2023 05:56 PM

I think this is a great option for those that don't have other means of transportation.

Anonymous

9/22/2023 09:20 PM

Stops in place at River Road near trail system crossings.

Anonymous

9/23/2023 09:28 PM

Not useful if just going to a certain destination. Eg want to go to one store in Elora, I'm not going to park and take the shuttle because it would take too long

Anonymous

9/24/2023 06:19 AM

It would need to traverse residential neighbourhoods.

Anonymous

9/24/2023 04:08 PM

Not interested.

Anonymous

9/24/2023 05:29 PM

Centre Wellington needs a bus system for the locals/ the taxpayers. The shuttle is only for tourists, not many stops and only weekends which is not useful. Also, the rideshare program is creepy and not helpful. I do not want strangers to come to my door and my doctor's appointment with me. A bus/taxi is better as I do not have to inform strangers of my house address or my destination.

Anonymous

9/25/2023 12:37 PM

It could run all week, have more stops and run more often so local taxpayers could utilize it.

Anonymous

If the shuttle came by my house , it might be useful to hop on

9/25/2023 02:21 PM

Anonymous

9/25/2023 02:24 PM

Have the shuttle running regularly, at least from 6 a.m. to 10 p.m., Sunday to Sunday. Many of us who choose to leave our cars at home and enjoy the local eateries, at either town, could feel comfortable in knowing that the shuttle will be available for them!

Anonymous

9/25/2023 04:31 PM

The last time I looked at the schedule, if I wanted to get ON the bus, it would take me to Fergus... then I'd have to ride the entire route to get downtown Elora. We live on Keating. I'd have to get on the bus at Church on it's way out of town. I love the idea of a shuttle but it doesn't work for us.

Anonymous

9/25/2023 05:09 PM

Not really sure

Anonymous

9/25/2023 05:34 PM

It doesnt travel close enough to residential areas nor does it have stops close to the businesses that I would use it for.

Anonymous

9/25/2023 06:14 PM

We intend to use it to go to Elora but have not been able to yet.

Anonymous

9/25/2023 06:53 PM

Not sure

Anonymous

9/25/2023 07:09 PM

We typically avoid downtown on weekends and most often are not home in summer on weekends

Anonymous

9/25/2023 07:33 PM

I have no need for the shuttle

Anonymous

9/25/2023 08:04 PM

Need to get downtown first in order to use it. This, I drive there.

Anonymous

9/25/2023 09:01 PM

More pick up locations

Anonymous

9/25/2023 10:26 PM

I live too far away from the stops.

Anonymous

9/25/2023 11:46 PM

I have 2 young kids and a large double stroller so the shuttle wouldn't work for us.

Anonymous

9/26/2023 10:06 AM

I think the shuttle is a great idea, I have just not used it personally. I usually walk downtown Fergus as I live pretty close. I usually drive to downtown Elora.

Anonymous

9/26/2023 04:17 PM

Stops aren't close to our house, not convenient

Anonymous

9/26/2023 07:20 PM

Easier pick up location

Anonymous

9/27/2023 07:18 AM

CW need a bus/shuttle from the subdivisions to the downtown/business and industrial areas of town. A bus for locals with more stops and times.

Anonymous

9/27/2023 08:18 AM

With a young family easier to drive with all our gear

Anonymous

9/27/2023 10:39 AM

It's not that it's not useful, I just never needed to use it.

Anonymous

9/27/2023 01:29 PM

We live close enough to walk

Anonymous

9/28/2023 03:27 PM

I would suggest that we ask our selves that when we visit tourist towns, are we using shuttle busses or to we just expect the town to accommodate parking for us if they want us to invest in their businesses. Most would want to be able to access their vehicle when they want.

Anonymous

9/28/2023 05:24 PM

I walk from my home to downtown Elora but would use the shuttle if I did not have a car if going to Fergus

Anonymous

9/28/2023 05:44 PM

Make it useful for locals as well as tourists. More stops, every day, more convenient stops.

Anonymous

9/28/2023 08:04 PM

No comment.

Anonymous

9/29/2023 05:49 AM

More pick up stops along the way?

Anonymous

9/29/2023 01:39 PM

N/A

Anonymous

9/29/2023 01:56 PM

More pick up's and drop off locations

Anonymous

9/29/2023 04:20 PM

Not applicable since we live between Fergus and Elora

Anonymous

9/30/2023 03:51 PM

This question does not have sufficient responses to choose from. The response that I would choose is, NO; I have not found it necessary to use it.

Anonymous

10/01/2023 11:04 AM

It's a waste of my tax dollars

Anonymous

10/01/2023 12:57 PM

I would never use it

Anonymous

10/01/2023 07:07 PM

We dont use it

Anonymous

10/01/2023 09:19 PM

It is quicker for me to walk directly downtown than to a shuttle pickup location.

Anonymous

10/02/2023 06:55 AM

If it circulated through the community.

Anonymous

10/02/2023 08:12 AM

I am in walking distance of downtown Fergus. It would be useful for trips to Elora on weekends for meals/events etc. Question 11 does allow the option of saying No, but it is useful.

Anonymous

10/02/2023 12:08 PM

The hours and stops are not great.

Anonymous

i have not had a need for it yet

10/02/2023 12:33 PM

Anonymous

10/02/2023 03:19 PM

I've never found it that difficult to find parking to necessitate it's use.

Anonymous

10/02/2023 03:46 PM

Does not come to my area or go to the Sporstplex

Anonymous

10/03/2023 09:25 AM

Not useful.

Anonymous

10/04/2023 08:19 AM

Not really required by our family.

Anonymous

10/04/2023 02:27 PM

Driving myself is preferable to taking the shuttle and having to rush to be on time for pickup or being late and having to wait.

Anonymous

10/04/2023 04:48 PM

i don't require it as i basically live within walking distance of all businesses in downtown elora.

Anonymous

10/05/2023 09:19 AM

More Stops and frequencies

Anonymous

10/05/2023 11:46 AM

I don't use public transport

Anonymous

10/05/2023 11:53 AM

I live near downtown Fergus, so I don't need to use it. I can walk there in under 5 minutes. I don't often go to downtown Elora.

Anonymous

10/05/2023 03:44 PM

I live in town and if going to get groceries or visit the bookstore it's not applicable to wait for a shuttle and bring all my bags with me.

Anonymous

10/07/2023 04:49 PM

It does not service the areas outside the core. For example in subdivisions such as the Keating one in north part of Elora where I live.

Anonymous

10/08/2023 12:20 AM

Regular stops such as in Guelph, where there are numerous potential stops people can use. The current route is no good for me.



Anonymous

10/08/2023 07:20 AM

I have not needed it as I ride a bike I am sure it is useful for others though (although that was not a selection provided in the above question)

Anonymous

10/08/2023 08:47 AM

Run every 15 minutes or run a separate shuttle for Elora. People who come to Elira are not going to Fergus and vice versa.

Anonymous

10/10/2023 11:34 AM

It only runs to 5 pm. the shuttle hours do not support going out for the evening to, for example, downtown Elora.

Anonymous

10/10/2023 01:03 PM

Night time hours for the night life. Cabs suck at 1am in Elora.

Anonymous

10/10/2023 02:55 PM

More stops and better hours so local taxpayers can also use it.

Anonymous

10/10/2023 07:59 PM

We walk into town we only live eight minute walk away. We do this all the time we don't use a vehicle to travel around in downtown ELORA.

Anonymous

10/12/2023 03:15 PM

I live closer to downtown than the shuttle

Anonymous

10/12/2023 03:22 PM

It can't as it doesn't pick up in "outlying" locations that one can walk to from their house. And some elderly and incapacitated people can't walk far so couldn't access the shuttle because they would have to walk to a location where it stops. In other words it would have to stop at a LOT of locations in both Elora and Fergus - just like a "city" bus does.

Anonymous

10/12/2023 07:04 PM

Pick me up at home and take me to the post office. Wait for me to get the mail and then bring me home. Maybe then I'll be able to pick up my mail! As it is now there is absolutely no parking.

Anonymous

10/12/2023 08:12 PM

I've never had any need or interest in using the shuttle.

Anonymous

10/12/2023 10:57 PM

The last shuttle of the day is usually when we would arrive downtown town for a late dinner.

Anonymous

10/13/2023 01:56 PM

I usually just visit Elora

Anonymous

10/13/2023 07:18 PM

It is useful, just not for me as I live very close to downtown.

Anonymous

10/14/2023 02:44 AM

It wont

Anonymous

10/15/2023 05:55 PM

Because I ride my bike the shuttle is not used by me. But if I developed mobility issues it would have to have some scooter access.

Anonymous

10/16/2023 11:47 AM

I is not useful for my families needs

Anonymous

10/16/2023 04:25 PM

Add more stops and make it available more often. Local taxpayers would love a bus that moves frequently through Fergus/Elora.

Anonymous

10/18/2023 10:30 AM

Make it for locals by adding more stops and more hours.

Anonymous

10/18/2023 10:33 AM

Run through the week

Anonymous

10/18/2023 12:51 PM

I tend to drive if needed

Anonymous

10/18/2023 10:49 PM

N/a

Anonymous

10/19/2023 04:46 PM

While I do not need it, it would be beneficial to other residents who do not drive to be able to access the Fergus and Elora downtowns as well as key shopping areas (e.g. Walmart, Zehrs).

Anonymous

10/21/2023 08:28 AM

Currently I would have to drive from my residence to a shuttle stop. If I'm going to drive anyway, I may as well drive to my final destination. Expanding the shuttle service into residential areas would likely not be cost effective given that those with vehicles would likely continue to drive anyway.

Anonymous

10/21/2023 12:25 PM

Shuttle from where to where?

Anonymous

10/21/2023 01:31 PM

Design it for local resident, the taxpayers. Year round with more stops and a better schedule.

Anonymous

10/21/2023 04:55 PM

Run it 7 days a week and encourage residents and workers to use it not just tourists.

Anonymous

10/21/2023 07:20 PM

Expands hours and locations needed. It needs to run daily and be more useful for more than just visiting people. It would be great if it also targeted residents.

Anonymous

10/22/2023 03:06 PM

A regular route through the subdivisions

Anonymous

10/22/2023 08:02 PM

Have everyone pay a fee to ride it

Anonymous

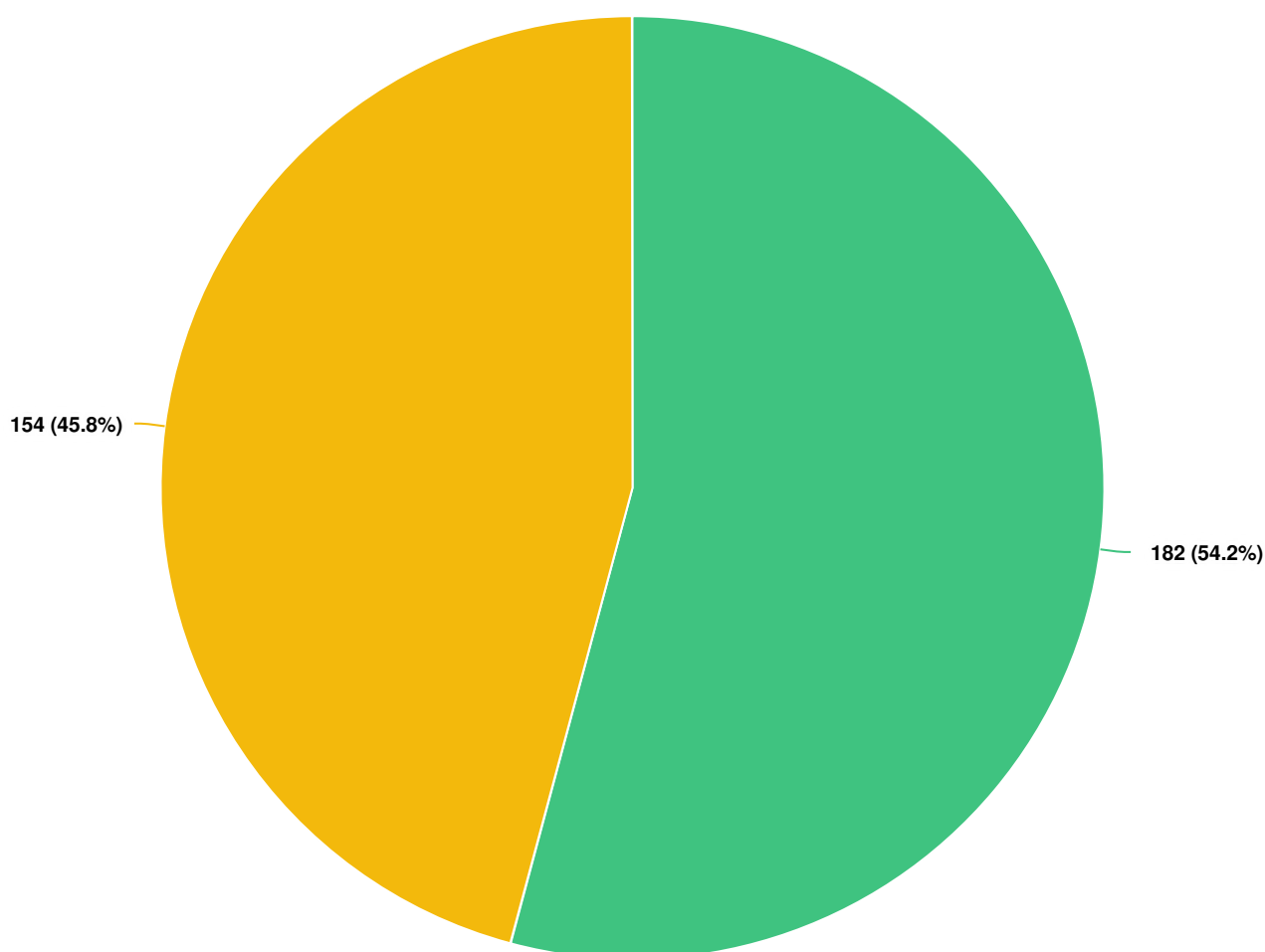
10/23/2023 08:03 AM

Increased frequency. We need public transit in CW

**Optional question** (114 response(s), 222 skipped)

**Question type:** Essay Question

**Q15** Have you ever biked to visit or explore either Elora or Fergus?

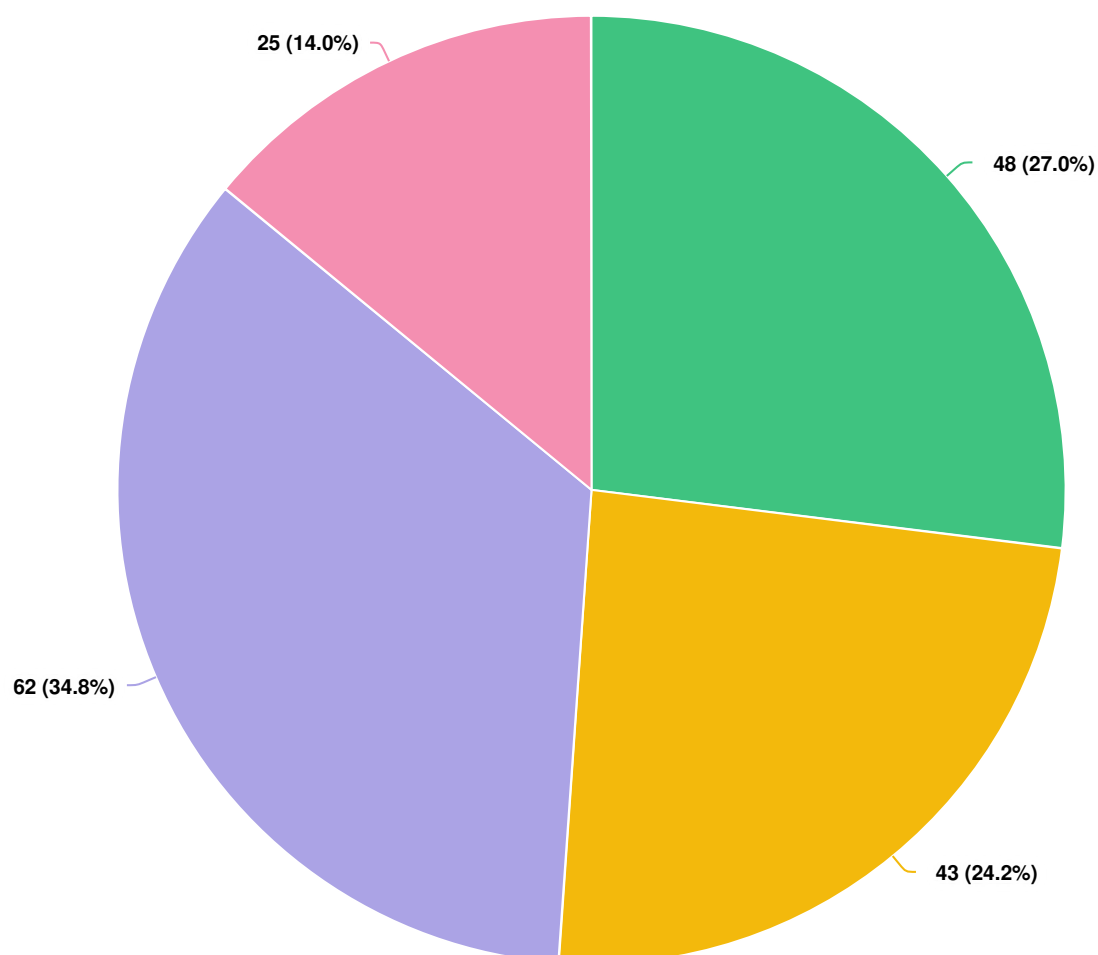


**Question options**

☒ Yes ☐ No

*Mandatory Question (336 response(s))  
Question type: Radio Button Question*

**Q16** Are there usually sufficient areas to park your bike safely and conveniently?

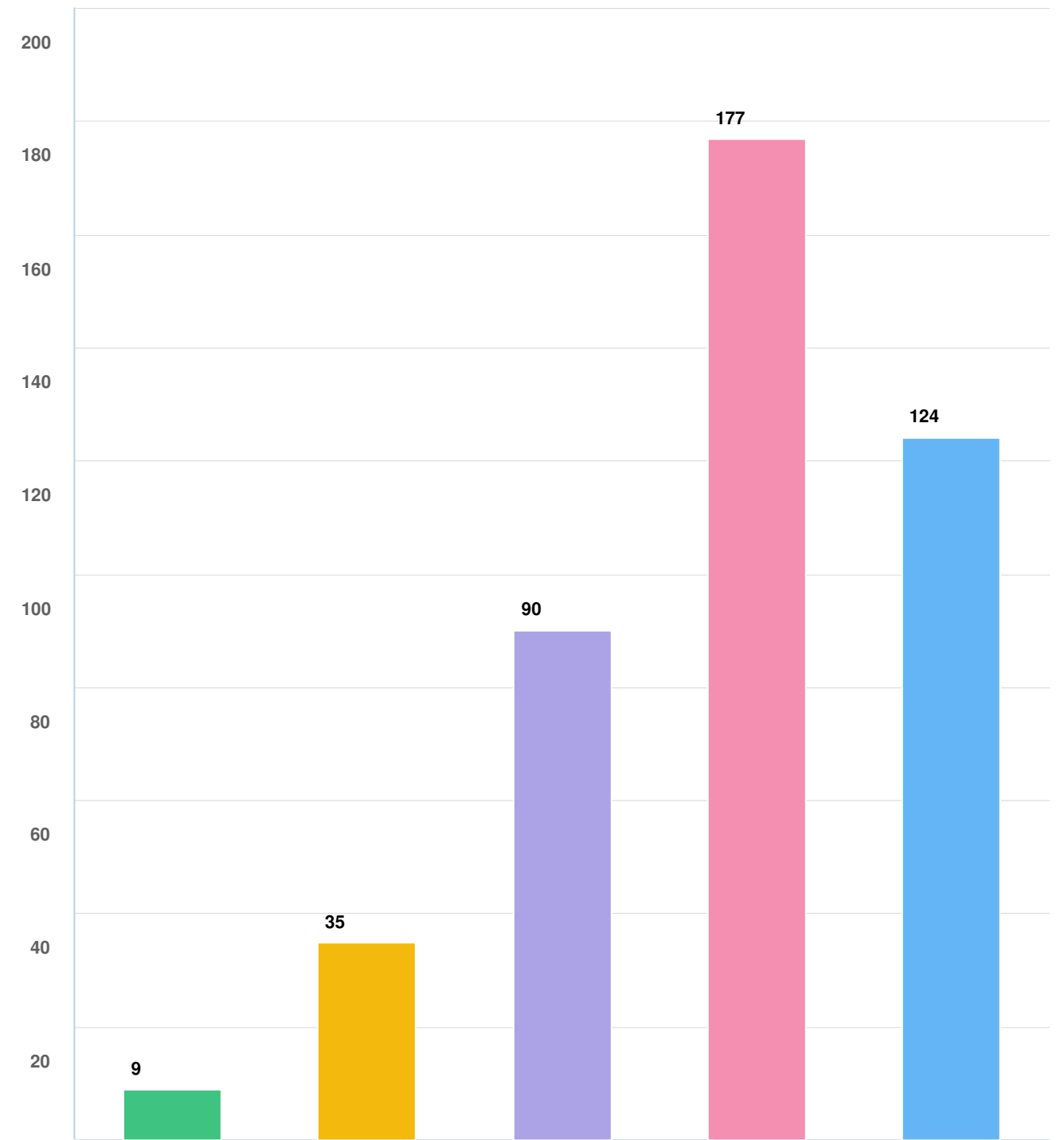


**Question options**

- Yes    ● Most of the time (more than 80% of the time you park your bike)  
● Sometimes (less than 80% of the time you park your bike)    ● Never

*Optional question (178 response(s), 158 skipped)  
Question type: Radio Button Question*

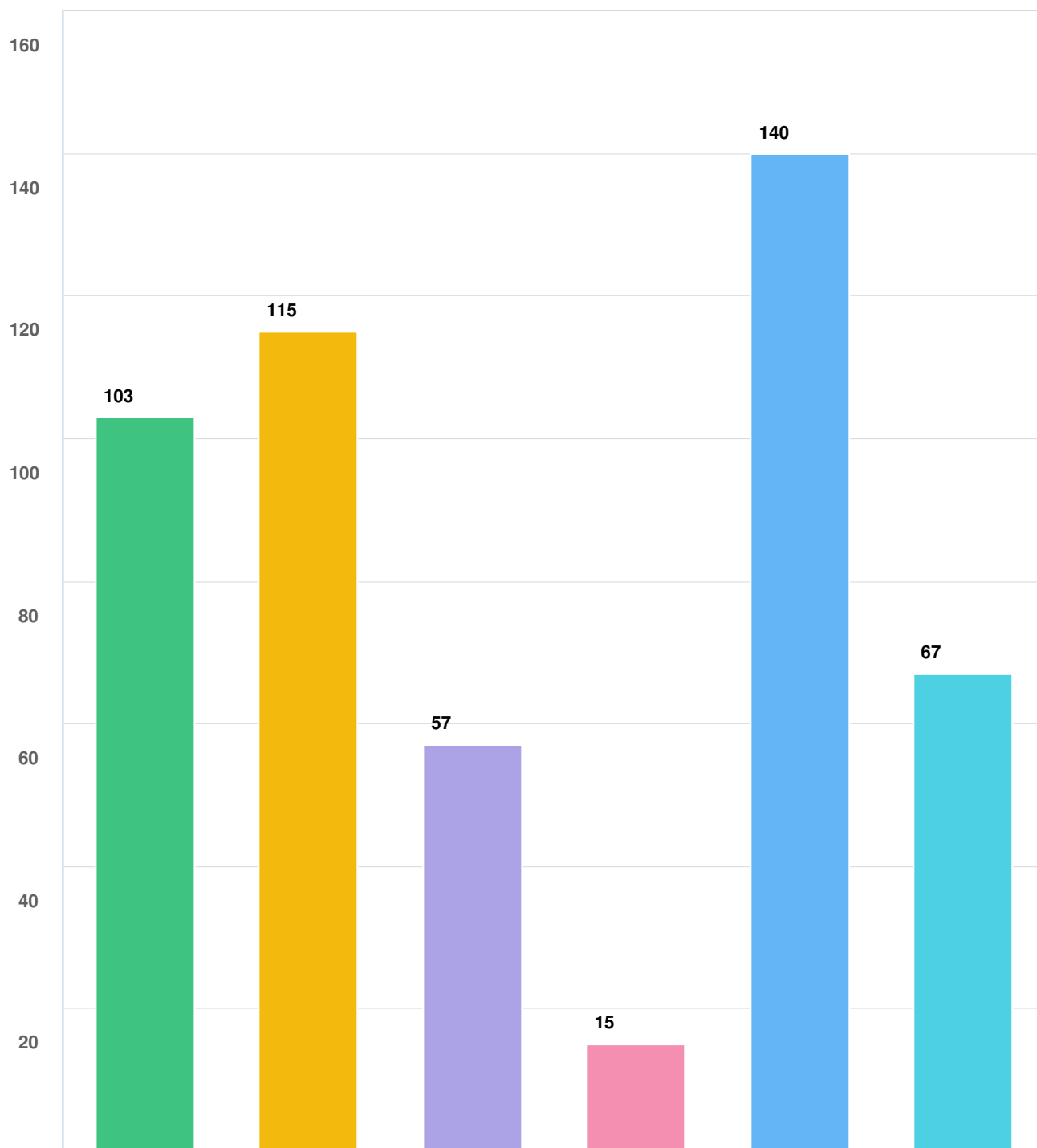
**Q17** | What would encourage you to bike more often to visit or explore downtown Elora or Fergus?



- Question options**
- Bike tours
  - Bike rentals/bikeshare
  - More safe and convenient bicycle parking
  - Safer cycling facilities (e.g., dedicated bike lanes)
  - Other (please explain)

Mandatory Question (336 response(s))  
Question type: Checkbox Question

**Q18 Which of the following would encourage you to take fewer trips in your vehicle to visit or explore downtown Elora or Fergus?**



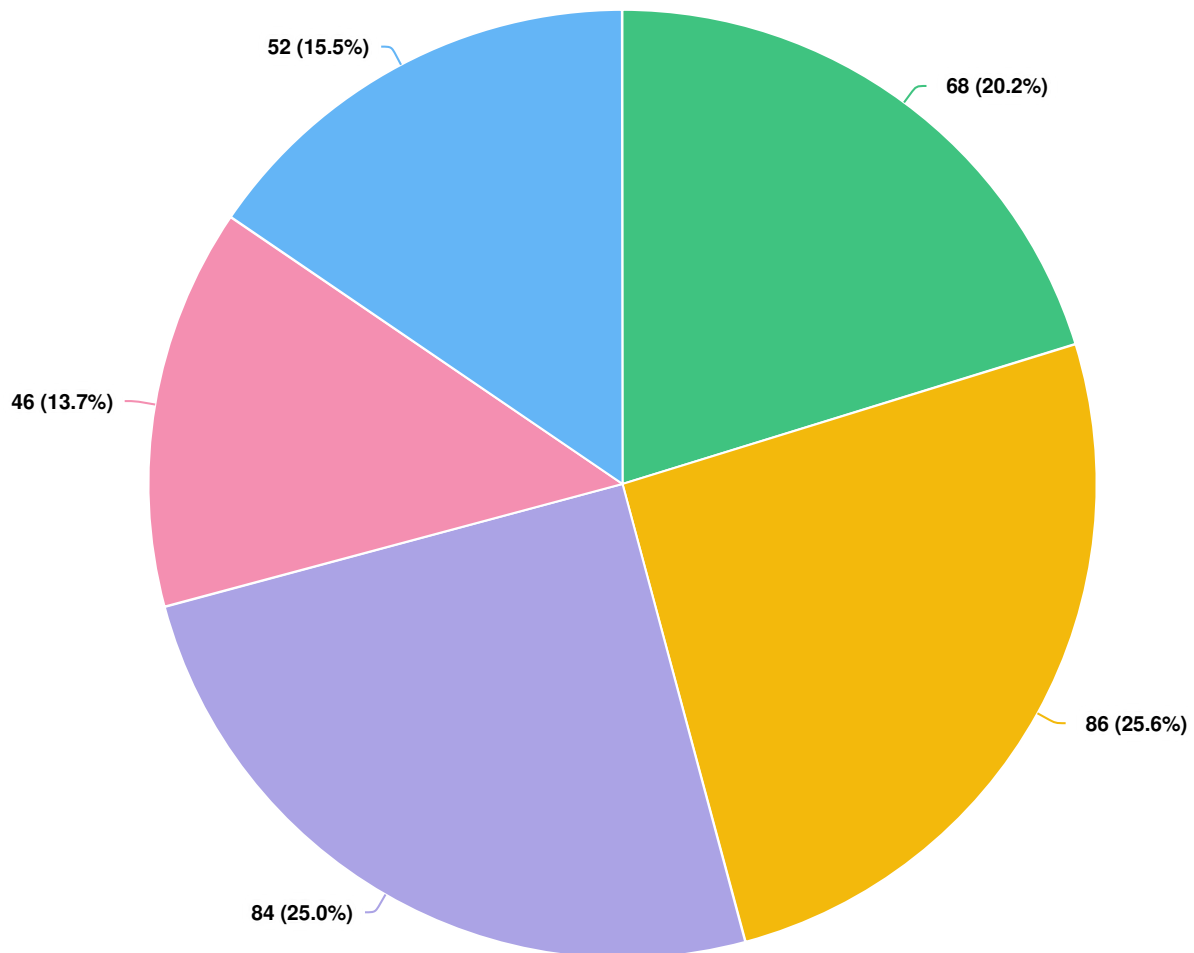
**Question options**

- ☐ New or improved sidewalks    ☐ Safer, connected cycling facilities    ☐ More, better bicycle parking  
☐ Carshare/rideshare programs    ☐ I do not wish to take fewer trips in my vehicle    ☐ Other (please explain)

Mandatory Question (336 response(s))

Question type: Checkbox Question

**Q19** Expanding on-street time restrictions to allow high-demand parking spaces to be used by more vehicles.



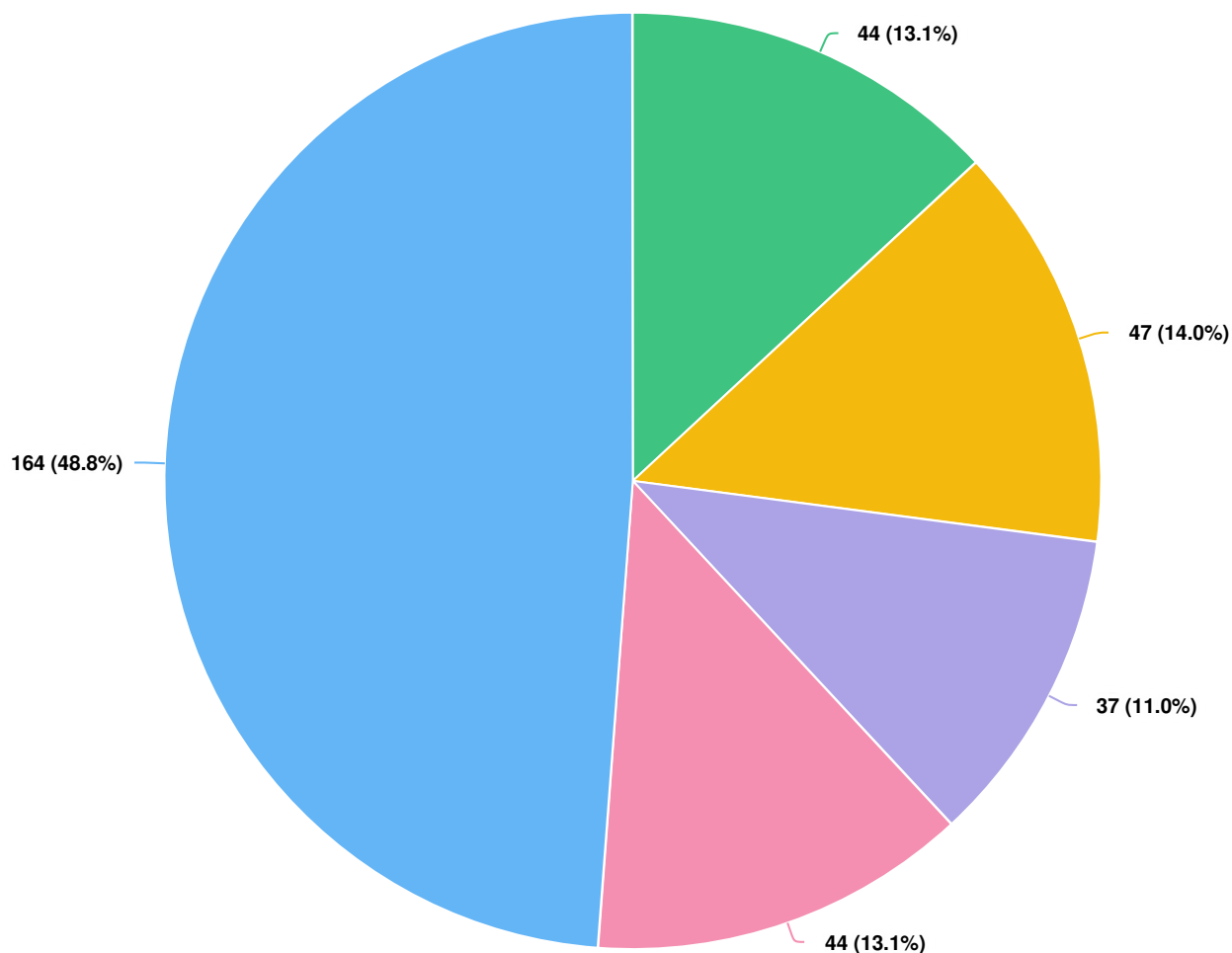
**Question options**

- 5 - Highly supportive    4 - Somewhat supportive    3 - Neutral    2 - Somewhat unsupportive  
1 - Highly unsupportive

Mandatory Question (336 response(s))  
Question type: Radio Button Question



**Q20** Creating paid parking in Downtown Elora and Fergus to encourage shorter stays and make parking spaces available more frequently.

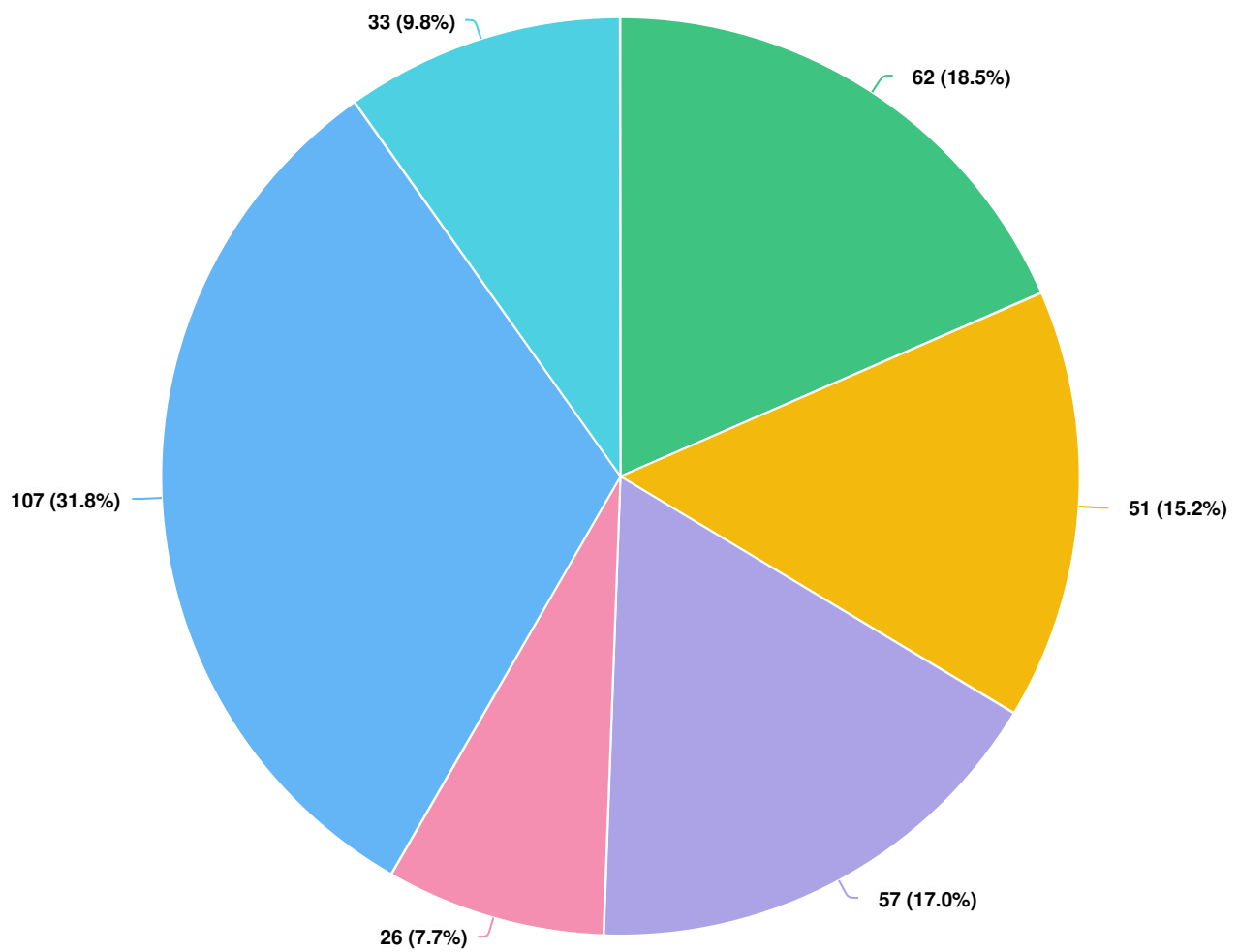


**Question options**

- 5 - Highly supportive    4 - Somewhat supportive    3 - Neutral    2 - Somewhat unsupportive  
1 - Highly unsupportive

Mandatory Question (336 response(s))  
Question type: Radio Button Question

**Q21** Creating a paid parking permit system for downtown residents.



**Question options**

- 5 - Highly supportive    4 - Somewhat supportive    3 - Neutral    2 - Somewhat unsupportive  
1 - Highly unsupportive    Not applicable

Mandatory Question (336 response(s))  
Question type: Radio Button Question

**Q22 | As a resident of Centre Wellington, what general concerns do you have about parking?  
Are there any comments you would like to leave regarding the survey?**

Anonymous

9/19/2023 02:43 PM

It is difficult to do intown shopping or errands on the weekends. Due to the high level of tourism it really hinders locals from accessing many stores.

Anonymous

9/19/2023 02:43 PM

I am always disappointed when I hear people complain about parking. If I go one or two blocks away from downtown there is always street parking available. The only people we should be catering to are those with mobility issues and those who live in the downtown and need parking. The rest of us can walk.

Anonymous

9/19/2023 02:45 PM

D's Sports Bar, along with all the other businesses that have been in that location since, have failed due to the lack of parking. I personally would never pick that place, because of the stress that comes from trying to park downtown. Additionally, the part of Provost that gets shut down in the summer is actually hurting business owners. No one ever sits there (I've never seen more than 4 people), and it blocks off a very valuable parking lot (that tourists would never know exists w/o access from the main strip). I've had 3 different businesses downtown tell me this. Fergus and Elora need parking garages! (\*\*not owned by Pearle\*\*) Thanks for taking the time to read my comment.

Anonymous

9/19/2023 03:27 PM

I am tired of seeing residents park and utilize their trailers on the street as well as park trailer in their driveway and leave their multiple vehicles on the street. Long term parking of trailers on street or driveway should not be allowed. There is quite often a trailer parked on Prince's street Fergus parked with pylons around it and their tip outs opened. As there is a bend in the road right there it makes it difficult when 2 cars meet up at the same spot. Observed people utilizing this parked trailer multiple times. Camping on street should not be tolerated. Bylaw has no issue with this.

Anonymous

9/19/2023 03:34 PM

Most employees work more than 3 hours and being ticketed while you are at work is a real kick in the teeth. Could we add a parkade please?

Anonymous

9/19/2023 03:48 PM

As a long time resident I am concerned that questions here are around paying to park- ridiculous- we are becoming known as the new Little Niagara Falls Basically we have no voice anymore just keep getting bigger and bigger chasing the money

Anonymous

9/19/2023 04:08 PM

No

Anonymous

9/19/2023 04:19 PM

Create and or build parking arcade in both towns, as future construction projects will remove parking spaces. Eq: David street reconstruction to allow bike lanes.

Anonymous

9/19/2023 04:26 PM

3 hour parking doesn't work. Affordable paid parking will generate significantly more income for the township and allow visitors time to shop. eat and explore.

Anonymous

9/19/2023 04:45 PM

The mayor and council have had many opportunities to buy land for this use before now and it has been neglected. The Elora Mill and all the downtown condo/apartment developers who have gotten rich should supply parking for their tenants.

Anonymous

9/19/2023 05:36 PM

Both residents and visitors alike need to have somewhere to park in order to shop downtown. Not a week goes by that I don't shop on St Andrew St. I enjoy them and they need me. We want and need our tourists and must not discourage them .

Anonymous

9/19/2023 06:57 PM

There is no parking for residents, the system that is currently in place was implemented without a single thought of residents. The town will not be so beautiful and charming if locals aren't able to continue living here. We need a permit!

Anonymous

9/19/2023 10:32 PM

Our town plans short term and poorly.

Anonymous

9/19/2023 11:09 PM

It's difficult to go to the post office or other municipal and government services because convenient parking is not available. Also leaving the Elora municipal building lot plus difficult due to the on street parking. I'm surprised there aren't more accidents there. Would love to visit the coffee shops downtown but I'm not willing to walk several blocks to get a coffee so I don't even bother going downtown on weekends.

Anonymous

9/20/2023 06:47 AM

Residents should have free parking permits. Paid parking is better than tickets.

Anonymous

9/20/2023 08:27 AM

there honestly needs to be a municipal parking structure in both Fergus and Elora, this would solve a lot of issues.

Anonymous

9/20/2023 08:51 AM

Paid parking will not encourage people to shop in Fergus or Elora.

Anonymous

9/20/2023 11:18 AM

Employees taking prime parking spaces for the day. Residents who drive when they could easily walk/cycle. Restricted parkings lots that are empty that could be public parking spaces.

Anonymous

9/20/2023 11:25 AM

I realize this is a parking survey, but if you are trying to solve parking problems by promoting walking and bicycling downtown, we need to at least get the heavy trucks out of the historic core of Fergus. This is a priority which has been put off long enough. The trucks are dangerous, they need their own route now, not in 2040

Anonymous

9/20/2023 11:25 AM

It is not keeping up with the growth of either Fergus or Elora. We want more tourism but our infrastructure is not keeping up, that being sidewalks, roads, parking lots and bikelanes. We keep building more housing but nothing is keeping up to accommodate parking at all.

Anonymous

9/20/2023 12:05 PM

i think that a lot of the parking is taken up and used by tourists so residents avoid is during the fall and summer months. A parking system where tourists would pay for parking (no matter the time limit) but residents could get a rebate or pay a \$10 fee for parking for the year with a sticker or some sort of pass.

Anonymous

9/20/2023 02:00 PM

Improving pedestrian opportunities is key to successful, thriving communities and businesses!

Anonymous

9/20/2023 03:18 PM

I think new projects should consider the failing parking system more. Certain projects like bike lanes may seem to help, but the plans show that it will only remove parking spaces, for a niche group of cyclists.

Anonymous

9/20/2023 03:26 PM

There is no parking for residents. I recommend a free permit system for residents of downtown to allow them to go to the post office or grocery store or pharmacy. Right now I can never find parking to do those simple tasks because there are too many tourists taking up parking spots.

Anonymous

9/20/2023 05:05 PM

Remove the patios that are on town property and we will have more parking spaces. Remove the Elora Brewing patio and give us back the green space, trees and bench that we paid for please. Rich developers need to provide parking with their condos/apartments. Local residents are feeling neglected by the mayor and council.

Anonymous

9/20/2023 05:51 PM

I avoid going to businesses that are appointment based downtown as parking may not be available.

Anonymous

9/20/2023 05:52 PM

Parking doesn't have to be "at the door", we are willing to walk to our destination. What is very frustrating is when there isn't parking in the parking lots. That's when we give up on shopping in town and go elsewhere. Lack of parking makes it very difficult to support local/independent business that need and deserve our support.

Anonymous

9/20/2023 06:59 PM

Some of the street parking makes it challenging to see when you are driving. For example the parking on Colborne Street in Elora blocks the ability for those driving on the cross street to see cars coming.

Anonymous

9/20/2023 07:15 PM

Cars don't shop and eat and spend money...people do. Creative solutions to allow more pedestrian traffic means more stores visited, more time spend downtown, and more money spent. Available parking means someone can plan to visit the one store they plan to and then leave. Pedestrian traffic means more impulse spending and visits that last longer.

Anonymous

9/20/2023 07:20 PM

My biggest issue is not feeling like I can visit downtown Elora during the weekend to avoid crowds and it being so difficult to find parking. Tourism is obviously very important to our town and small businesses but I feel like I can't even support the small businesses myself on a regular basis. More 15 min spots and/or residents only parking would be so helpful.

Anonymous

9/20/2023 08:02 PM

Appreciative of being asked for my feedback.

Anonymous

9/20/2023 08:39 PM

Lack of parking spaces affects whether we shop at downtown Fergus businesses. There needs to be a parking garage on the lot at Provost Lane and St. Patrick St. sooner than later.

Anonymous

I think a small parkade in both downtowns would be helpful (not easily

9/20/2023 08:43 PM

accepted though!). In Fergus the lot behind the Weigh Scale building. It could be pay parking with a reduced rate for downtown residents.

Anonymous

9/20/2023 08:46 PM

There is too much "infill" and multi unit housing being constructed/proposed with insufficient parking.

Anonymous

9/20/2023 09:52 PM

Elora is very busy on weekends with parking used well back into residential areas. A parking garage or some sort of solution is needed in Fergus as even on weekdays parking lots and street parking are heavily used leaving little extra parking for business clients.

Anonymous

9/20/2023 10:13 PM

3 hour parking limit is not sufficient time to shop and then enjoy a restaurant meal.

Anonymous

9/20/2023 10:31 PM

Let look into a parking structure like the one built by the city of Guelph admin centre that can be placed in our existing municipal parking lots . Look into resident priority parking zones for those that need parking to access their residential place. Perhaps look at grass permeable paver parking lots as an alternative to expensive asphalt . Or plastic grids filled with gravel which allows more rainwater to slack back into our soil and less use of winter salt . Town led parking enforcement should only be utilized in the core downtown areas not in larger shopping plaza's and residential streets. Look at bring a scooter program into CW.

Anonymous

9/21/2023 12:02 AM

Waste of space, discourages pedestrian traffic, would like to see some downtown streets turned into permanent pedestrian centres.

Anonymous

9/21/2023 06:16 AM

Keep the village and small town charm

Anonymous

9/21/2023 06:49 AM

It is impossible to keep everyone happy

Anonymous

9/21/2023 07:34 AM

I loved the pedestrian weekends. I think ideally east Mill street would be converted to a woonerf

Anonymous

9/21/2023 07:44 AM

I have been of the belief that municipal employees should be parking at the Elora arena and not consuming valuable downtown parking spaces. This would continue to be free parking and a short walk to

work which would not hurt anyone. Naturally there would be exceptions. Having walked further from paid parking over my years of employment I don't see this as a hardship.

Anonymous

9/21/2023 07:45 AM

Forcing employees of downtown businesses to either move their vehicles every 3 hours or pay parking tickets is angering to the point where I won't spend my disposable income supporting local downtown businesses for fear of getting parking tickets when I do. I can't shop after work as I've got to move my vehicle. This becomes cumbersome. It has literally forced me to do my shopping outside of the downtown core. I am not alone in this thought process. Any downtown employee will concur. There is not enough parking for the sheer volume of growth in the area. Like it or not you are growing a city here, multi level parking garages with paid parking should be considered in the near future, and that paid parking should cost less than the cost of parking tickets.

Anonymous

9/21/2023 07:52 AM

Don't let business owners, who sometimes live above their shop, park downtown. They should be the ones walking.

Anonymous

9/21/2023 08:28 AM

We have concerns about being able to park downtown to go to the bookstore, post office, hair salon, pharmacy, library, Dentist, Optometrist. You have to plan to go in the early to mid morning which is not always convenient or when your appointment is scheduled.

Anonymous

9/21/2023 08:50 AM

Residents should have enough parking first and foremost. Attempting dropoffs and pickups at local businesses and daycare is a nightmare. EV charging options should be improved even further. I support keeping parking out near the track and having a shuttle/clear walking route with a good sidewalk.

Anonymous

9/21/2023 08:57 AM

I think a well designed and located parking garage would solve the detritus of cars lining our downtown streets. Parking lots are a waste of space and bad for the environment.

Anonymous

9/21/2023 09:13 AM

I am concerned that parking is creeping onto more and more residential streets and they park unsafely when they do so.

Anonymous

9/21/2023 09:24 AM

I can usually walk downtown from my house but am currently disabled, which makes me very aware of how difficult it is to access downtown parking if you have mobility limitations. Also, the current



time restriction is not long enough for some appointments and performances, let alone a leisurely family meal at a restaurant. It feels like it's the time to implement a paid parking requirement, at least for weekends.

Anonymous

9/21/2023 09:30 AM

Fines are too high. Early payment option to save money did not work. Allow annual grace for overnight extended into next day for functions serving alcohol.

Anonymous

9/21/2023 09:33 AM

I believe that increasing active transportation routes would help reduce the need for parking spaces, and I feel that downtown residents should have permits for parking that are supplied by the Township free of charge. Too many residents are being ticketed for parking near their residences.

Anonymous

9/21/2023 10:11 AM

Safety. Availability. Logistics. Your questions don't seem to indicate that you recognize MORE parking is needed, not simply adding longer or paid parking.

Anonymous

9/21/2023 10:28 AM

none

Anonymous

9/21/2023 10:51 AM

please note the taxpayers paid for the roads and parking, we should not have to pay for parking in the township....thats called double dipping. The residents are fed up and its time the Council & staff start listening to the silent majority which will become the loud majority and will be a nightmare for all!!!! The no parking from 2am to 6am November to March needs to be revisited as well. Its only a cash grab and doesn't offer the plows much of an empty street when your street doesn't get plowed to well after 6am!!!

Anonymous

9/21/2023 11:06 AM

I would just like our town to continue to push for active transportation methods to be used. We need our environment to change to "nudge" people into making these choices. If people want to park, they should pay for it.

Anonymous

9/21/2023 11:07 AM

With the residential growth in both Fergus and Elora, parking has become an increasingly frustrating issue. I remember Fred Morris (previous councillor) once suggesting a multi story car park. Perhaps this is the time to look seriously at this idea.

Anonymous

9/21/2023 11:09 AM

Post office and any 15 minute parking spots need to be better monitored 7 days a week. I often see people park in a 15 min zone and then head into a restaurant for a sit down meal. If paid parking is to be brought into practice but there is no public transit, then tax paying residents should be issued free parking permits in order to easily go about their day-to-day activities. And finally, since the township has marked parking spots that are often very close to a corner or a driveway, then the same should be permitted for unmarked parking spots otherwise there is much confusion and mixed messaging going on. This is unfair to both tourists and residents alike.

Anonymous

9/21/2023 12:05 PM

Thanks for asking for my input.

Anonymous

9/21/2023 01:33 PM

None

Anonymous

9/21/2023 02:20 PM

N/A

Anonymous

9/21/2023 02:54 PM

I am concerned that there simply will not be enough parking for residents on ALL streets due to densification that is planned to take place.

Anonymous

9/21/2023 03:06 PM

A rideshare program in town such as Uber would greatly reduce the number of cars fighting for parking downtown AND reduce the number of people potentially driving under the influence when they are returning from downtown. Our cabs in town are brutal to deal with and not reliable at all. My family and I have evolved into people that walk all over the place because we dont want to drive, but that limits us to staying in Fergus and not going to Elora.

Anonymous

9/21/2023 03:25 PM

With increased traffic traffic lights should have advanced green on both directions. More left turn lanes.

Anonymous

9/21/2023 03:43 PM

Just create more parking, no limit, and accessible. More washrooms aswell.

Anonymous

9/21/2023 04:02 PM

Lack of parking, which will become worse when the reconstruction from St Andrew St to Edinburgh St happens.

Anonymous

9/21/2023 04:06 PM

I strongly support a paid parking permit system for downtown residents. As someone who has lived downtown for over 5 years and started a family here, it would be greatly beneficial to have a designated parking space or parking permit. I would much rather pay for a permit than parking ticket(s).

Anonymous

9/21/2023 04:10 PM

We need MORE parking near the downtown stores in both Fergus and Elora -- and each new "improvement" takes away spaces. BAD for the BIA businesses!

Anonymous

9/21/2023 04:10 PM

Local residents need parking spaces without worrying about being ticketed

Anonymous

9/21/2023 04:30 PM

Please add parking spaces.

Anonymous

9/21/2023 04:45 PM

Not enough parking spaces in downtown

Anonymous

9/21/2023 04:48 PM

I need to be able to park when visiting downtown for a coffee, a meal, or pickup of items. I don't mind a five minute walk, but any more proves difficult as I'm a senior and need my car. If I can't park then I can't visit!

Anonymous

9/21/2023 05:06 PM

Not enough parking in Elora/Fergus.

Anonymous

9/21/2023 05:37 PM

There is a lack of well marked parking facilities so people are not driving around and around residential neighbourhoods looking for parking constantly.

Anonymous

9/21/2023 05:42 PM

Many times in the summer when walking down town I hear visitors saying that they will not come to Elora again as they are unable to park anywhere. We need more parking spaces . Visitors don't always know about the shuttle service prior to visiting the area.

Anonymous

9/21/2023 07:08 PM

Why is Provost Lane blocked? I rarely see anyone using the patio and it is a waste of taxpayer money. We don't need to pay people to write parking tickets. I'd be surprised if that system broke even after considering cost of enforcement and cost to collect fines.

Anonymous

9/21/2023 07:17 PM

Downtown parking is dangerous and impossible to find. Weekends when there is a high volume of tourists parked on the street make pulling out from side streets very dangerous. Also many business owners/employees take up the few downtown parking spots that we have.

Anonymous

9/21/2023 07:18 PM

As a tourist destination, we really need more parking. During peak season, it is so difficult to find anywhere to shop. In Tobermory, we have parking passes which provide free parking for residents, and require tourists to pay for their parking.

Anonymous

9/21/2023 08:04 PM

Generally I can usually find parking in downtown Fergus however I am able to choose my time of when to go downtown which is normally Monday to Friday between 10 and 2 .....the quiet times. Elora is much more problematic, especially in the summer, which we try to avoid!

Anonymous

9/21/2023 08:14 PM

Lack of signage and awareness of parking rules like intersection distances before parking.

Anonymous

9/21/2023 08:19 PM

I think paid parking should be implemented to bring money back into the community. All other tourist destinations do this

Anonymous

9/21/2023 08:42 PM

Lack of parking spaces causes drivers to drive around and around until they find parking, thus increasing pollution. I avoid driving into downtown Elora especially on the week-end due to the amount of traffic. Lack of parking discourages tourists from coming and shopping in the downtown.

Anonymous

9/21/2023 08:47 PM

No

Anonymous

9/21/2023 09:18 PM

It seems question 19 is a way to create infill without parking. I am totally against allowing development and at the same time not demanding there be enough parking for residents in a development.

Anonymous

9/21/2023 09:46 PM

None

Anonymous

9/21/2023 09:51 PM

There needs to be something done about implementing a parking bylaw in residential areas. Living in the new area people use the streets as their own personal parking spots. Having no parking by law such as 3 hours or 5 hours encourages people to use their garage for storage when it is counted as 1 parking spot for your household.

Anonymous

9/21/2023 09:58 PM

Cars park on the street around our home, in "no parking" areas, and park blocking our driveway. This does not appear to be patrolled in anyway so there are no consequences to them. It is quite frustrating as a homeowner!

Anonymous

9/21/2023 10:41 PM

As a resident, living and working in the downtown community I would like to see the introduction of a resident parking system. I have been penalized by \$1000's through 2 tows and numerous tickets that I was not capable to meet the rules at the time. As someone who works and contributes to the downtown and business of Elora, I would strongly be welcomed with to a permit pass that protects from these heavy penalties. To be ticketed minutes from time, trying to get your toddler ready for the day and being minutes late is hard to take. Especially when you can find parking after doing a grocery trip and carrying a young one home and multiple bags of groceries. Thank you for reading. Hope my comments were of value.

Anonymous

9/21/2023 11:17 PM

Our household volunteers downtown. If you were lucky enough to find a parking spot, there is of course a 3 hour limit. So while volunteering you have to keep an eye on the time (sometimes impossible), then try & find a spot to move your car to. Yes, ideally walking there & back is a good idea...but after standing on your feet for a number of hours walking home isn't always feasible. Remember most volunteers are older. So, when issued a ticket for parking, it makes you question why you are volunteering because of the cost! Also, trying to find a parking spot in the parking area of the post office in order to run in & get your mail (maybe 5 minutes) is almost impossible. Most of the cars parked there are visiting The Brewery or are Centre Wellington vehicles. Could we not have some signs saying 10 minutes (& be proactive & ticket these vehicles ?) As far as charging those living downtown for a parking spot, would this not make even less parking spots available? Avoiding downtown Elora other than picking up necessities seems to be the only alternative for residents.

Anonymous

9/21/2023 11:18 PM

There is definitely a shortage, probably more so in Elora than Fergus

Anonymous

9/22/2023 07:09 AM

No regard for big tax payers in CW

Anonymous

9/22/2023 07:51 AM

None

Anonymous

9/22/2023 08:49 AM

I think residents of Elora should have stickers on their cars allowing them to park for free, either in a parking meter system or with specific parking spots reserved for residents only.

Anonymous

9/22/2023 11:38 AM

no additional comments

Anonymous

9/22/2023 12:16 PM

The bike lanes on st David are totally unnecessary and keep present parking spaces

Anonymous

9/22/2023 02:49 PM

I'm very much in favour of paid parking in the downtown area as a means to encourage other means of transportation. Also 'parking minimums' relating to multi unit developments should be discouraged to devote more real estate to dwellings, rather than parked cars.

Anonymous

9/22/2023 04:15 PM

Most days I cannot pick up my mail from the post office because there is no parking available... the lot is full of cars but the post office is empty... very frustrating for Elora residents who are simply trying to pick up their mail... something has to be done about all the cars parking there during the day time and Saturday..it's a joke!

Anonymous

9/22/2023 05:56 PM

Thank you for putting this survey together. We hope to see some meaningful changes. We have kids in elementary schools and we want to see them have safe options for biking or scootering to school. As residents we also try to support the local businesses and at times it is frustrating when you need to run to a store quickly and there are no options for parking.

Anonymous

9/22/2023 06:15 PM

Has anyone looked at tiered level parking? The lot across the road from the liquor store in Elora might be a possible place to have a three-story parking garage. The lot that was developed beside the liquor store might be a possible location for a tiered parking garage. People who park there would be charged an hourly or daily rate. This would help tourists find a parking spot close to the downtown.

Anonymous

9/22/2023 08:33 PM

It really bothers me that workers or owners take up valuable parking spots ie at McDonald square. This area should be timed and encourages for 10-15 mins not all day

Anonymous

9/22/2023 09:20 PM

Many of the volunteers, vetrans, church members, seniors that give their time and support to wonderful causes end up having to pay out of pocket again and again to fulfill responsibilites. This requires their own car for deliveries and more than three hours time to complete tasks. Only 1 church in Elora has parking and none at the Elora Legion.

Anonymous

9/22/2023 09:47 PM

I think more 15 minute spots in downtown are needed. I support having parking enforcement and I think it has helped a lot. W Mill street should be permanently closed. I do not think paid parking (ie meters) will increase spot turnover. If there is need for a parkade, I think the location should be outside of the heritage part of downtown Elora.

Anonymous

9/23/2023 09:28 PM

Parking creating unsafe turning from one road to another because lack of sight lines. Eg. Colburne and Princess.

Anonymous

9/24/2023 02:36 AM

The first time the

Anonymous

9/24/2023 06:19 AM

It is a cluster\*&\* in Elora regarding parking. Need more parking spaces however, you have no where to put them

Anonymous

9/24/2023 07:40 AM

Tourists take up all the parking so I avoid shopping in Elora Fergus unless store has dedicated customer parking (zehrs, lobo, etc.). That rules out shopping at many small businesses unless I make special trip during low tourist times.

Anonymous

9/24/2023 11:58 AM

Removing parking spots on St. David street for bike lanes is a bad idea. Without easy access to spots downtown, people will just not go downtown to shop. Biking is impractical for many people due to our hills and difficulty carrying purchases.

Anonymous

9/24/2023 03:12 PM

3 hours is not enough time for parking.

Anonymous

9/24/2023 04:08 PM

Parking isn't actually that bad. The traffic is very busy on the weekends. We want to encourage people to use the downtown so shouldn't make them pay as well.

Anonymous

9/24/2023 04:35 PM

Parking isn't the issue. Downtown restaurants, bars and shops all cater to tourists. I rarely go because of this, rather than parking.

Anonymous

9/24/2023 05:29 PM

It's crazy that all the residents of local subdivisions drive downtown to park for at least 3 hours to shop and to meet friends for restaurants. Council approves subdivisions and condos and apartments but they never work on the infrastructure. Buses, safe trails from subdivisions to downtown cores. Now we have a bedroom community and a parking problem in our downtown areas. Numerous people have talked to council about small parking lots downtown in the past few years but nothing. Also if you allow apartments and condos downtown the very wealthy developers need to provide parking as part of their plans. It's common sense.

Anonymous

9/25/2023 12:37 PM

There is land for sale near The Elora Mill, buy it and put in an attractive safe parking lot. Don't forget to include a landscape design as it really is okay to have some tiny green spaces left in town. It makes it more attractive for the tourists too.

Anonymous

9/25/2023 02:21 PM

There aren't enough parking spots. If you want residents to shop downtown, then you need to create more spots . People will shop elsewhere or just order it online.

Anonymous

9/25/2023 02:24 PM

Sometimes, during the tourism season, parking is absolutely abhorrent! Hence the reason for a better shuttle service!! Perhaps, if we are becoming a booming economy, a "proper" transit system?

Anonymous

9/25/2023 04:27 PM

It is already difficult to find parking near downtown businesses and it affects people being willing to shop in those locations. I think lowering the parking time to 2 hours rather than 3 would encourage the flow of vehicles in and out of businesses. I worry with the condo development downtown Fergus what will happen to street parking and that the downtown core cannot handle the increased vehicle needs for parking. It is already very difficult to park downtown. I would not be willing to live in the downtown core if I did not have a designated parking space at my building because it is too difficult to find parking as it is.



Anonymous

9/25/2023 04:31 PM

There has to be signs on the street to where we can or cannot park if that's what we're doing. It's ridiculous. There are signs on MY residential street to where we can park and if I parked on the wrong side of a sign, I would expect/not be surprised about a ticket. I've been hearing about people getting parking tickets downtown and it feels unfair and greedy. Do we have adequate signage? I don't believe we do. I never park on the main streets anymore. Haven't for years. I always park on side streets and as a resident who has appointments, or want to visit my own downtown or people I know and you want to put a 3hr limit on me? Seriously? What are downtown residents supposed to do or people who work downtown? We've lost much of the parking across from the Mill and with construction this year, we've lost the wee parking lot on Mill Street and now we have to struggle with finding parking. I don't go downtown on weekends. It's too much of a hassle and now week days are becoming a challenge too. I was having lunch with a friend on a Thursday, and tried to warn/explain them about the difficulty she will have finding a spot to park. She can see now that I wasn't kidding. Elora is a great place to visit, and we want people to linger and enjoy themselves. Slapping them with a ticket is not cool. Get the signage installed. We need to do better and figure something out. If the solution is to have meters on the main streets, then I support that. 100%. Side streets should have different rules.

Anonymous

9/25/2023 05:06 PM

No comments

Anonymous

9/25/2023 05:09 PM

If parking is allowed at the racetrack, then maybe signage and a clear pedestrian right-of-way from there to downtown. Or alternatively, the community centre.

Anonymous

9/25/2023 05:34 PM

The post office should have 15 min time limit spots dedicated so that residents can get to the services they need. Too often this is taken up by longer stay tourist traffic.

Anonymous

9/25/2023 06:14 PM

There is no easy way to address the parking solution but reliable public transit is badly needed. To and from Guelph and surrounding cities (Kitchener/Cambridge/Waterloo/Hamilton). This would reduce the number of vehicles and allow residents more mobility. Especially for those who don't own a car and have no other method of transportation. Given that taxis are known for being unreliable in this area after standard 9am-5pm hours.

Anonymous

Just add more parking lots! Get rid of the bike lane idea, no one

9/25/2023 06:35 PM

wants that, never seen a bike on one and it's useless from November to April anyway.

Anonymous

9/25/2023 06:53 PM

There is not enough parking. I am a healthy senior. I need to find parking that is not far away especially in the winter when I'm not as steady on my feet on slippery sidewalks etc.

Anonymous

9/25/2023 07:02 PM

You must not take parking away from downtown to put bike lanes in. No one is riding a bike and parking it in the winter in the busiest shopping time of the year.

Anonymous

9/25/2023 07:09 PM

I do have issues trying to get parking at the Elora post office during peak times. I do try to work around peak times. Some designated post office spots during the day?

Anonymous

9/25/2023 07:33 PM

Store owners insist on owning the spots in front of there building, and not public use parking

Anonymous

9/25/2023 08:04 PM

Restrict parking spaces for visitors and residents, not business owners. Often see large pick up trucks taking up more than one spot, making it difficult to access adjoining spot.

Anonymous

9/25/2023 08:13 PM

I feel for people who live in the downtown cores of Fergus and Elora. We need larger parking areas/garages. As a local family with three small kids, our only option often is to drive. We almost always walk in town but if we go to Elora we always have a vehicle. We don't mind walking and often park on a side street somewhere off Colbourne. The shuttle hasn't been useful because kids are unpredictable, schedules are weird and we often have a lot of stuff with us. I think some people will just whine and complain no matter what, so best of luck!

Anonymous

9/25/2023 08:35 PM

No limits. No paid parking

Anonymous

9/25/2023 08:41 PM

The Mill should have to offer parking to more than just the hotel patrons

Anonymous

9/25/2023 09:01 PM

I avoid going to Elora on the weekend because of the parking and crowds. PLEASE PLEASE PLEASE add bike lanes in Fergus,

especially St. Andrew and St. David. Also please add bike parking in both Elora and Fergus. Thank you for running this survey :)

Anonymous

9/25/2023 10:26 PM

I would support a parking permit system for all addresses in Elora and Fergus. Residents should not have to pay for parking when our town is overrun with out-of-towners that take up all of our parking spaces and contribute very little to the town except for a lot of extra garbage. The parking fees for them could cover some of the cleanup fees. Tobermory does this. I refuse to pay to park in either downtown. I will do business elsewhere where I do not have to pay for parking. It is too bad that past councils did not force building owners to provide parking for their buildings. They paid the township a fee instead of providing parking. This is part of the reason for so little parking today. The park behind the town hall in Elora should be made into a parking garage and the park moved to the river where the cement vault company was. It is disgusting to me that that location is not being made into a park. Instead you are allowing an ugly apartment building that won't fit into the area properly and guess what.....IT DOES NOT HAVE SUFFICIENT PARKING FOR THE BUILDING!

Anonymous

9/25/2023 11:15 PM

I truly believe downtown residents should have some kind of parking permit to ensure they can park close to where they live overnight. Long overdue. A 3 hour parking limit is great but if I want to go shopping and support local businesses and then enjoy lunch or dinner , I am willing to pay for parking to ensure I don't get a costly parking ticket. If a genuine public transit is absolutely not possible in Centre Wellington, then increase the number of shuttles , and add more stops , and increase the season..even April to November to alleviate the parking problems. With all the new development in CW parking will get much , much worse if a solution is not found and soon. Paid parking and parking permits could help fund a decent shuttle service , increased safe biking Lanes and convenient and safe bike parking. Currently, I can walk to town ( Fergus ) in 20-25 minutes ( I am a fit 71 year old) but, would take advantage of a shuttle service to ( for example ) get to the Museum, Elora, the Grandway and Sportsplex and local restaurants , Fergus Grand Theatre. My point is ; I cannot walk to Elora but a shuttle could get me there. I can cycle into town but Currently it does not feel safe to me at all . And I end up riding on the sidewalks. St David North ( Hwy 6) is currently a death trap for cyclists without safe dedicated bike lanes. I live close to st Joseph school & I am shocked that so few children ( elementary school), do not have the opportunity to cycle to school in a safe manner. Parents picking up their kids and having their cars idling is not ideal. I would guess that most of the other schools have the same problems with idling and numerous cars parked on the sides of the road. As the population ages , cycling up the hills in Fergus will not be possible

without a costly e-bike. This is where a rental e-bike system would be ideal! We need to think outside the box but don't have to reinvent the wheel to make this a reality Parking permits for residents work in other places, as do bike rentals ..We were in Kelowna earlier this summer , and they even had rental scooters. Some of the young people we spoke to were students employed in the restaurants and shops and this is how they got to and from home to work.

Anonymous

9/25/2023 11:46 PM

None

Anonymous

9/26/2023 05:53 AM

There isn't enough parking downtown yet they are putting up condos. Where are those people going to park? I cannot work in Elora or Fergus.... I commute to Waterloo for work. My husband commutes out of town as does my daughter. 3 cars in our driveway. We all need to commute out of town to make a decent living that is not available to us in Centre Wellington

Anonymous

9/26/2023 06:27 AM

Reliance on/encouragement of street parking over parking lots; public perception that free parking is a right, prioritizing it over pedestrian and cyclist use of public commercial/recreational spaces; downtown Elora parking being obstructive to safe sight lines when navigating intersections. Re: the survey in general, there should be another option for the shuttle question. I think it is useful and I know about it, but I have had no need to use it because I bike as my main transportation locally and am happy to do so between Fergus and Elora.

Anonymous

9/26/2023 09:12 AM

I think existing parking spaces should be prioritized over development. We are a rural community that relies on vehicle transportation. I would be in favour of making St Andrew St a one way street with angled parking to allow for more spaces.

Anonymous

9/26/2023 10:06 AM

CW could adopt a parking system that is similar to what is used in larger cities such as Vancouver or Montreal (I have lived in both cities and was a street parker near downtown). In those cities, some parking spots are allocated to residents who have a valid decal (purchased through the city with proof of residency). There remain some unrestricted spots without any time-limit that can be used by visitors or shoppers (or residents who are cheap but don't care about circling around). In some neighbourhoods of Montreal, pricing is impacted by vehicle size. Visitors or residents could purchase temporary passes to access resident spots. Residents will no doubt complain about this at first because it's a cost they never had to

shoulder before, but ultimately it provides more stability/guarantee of finding a spot.

Anonymous

9/26/2023 10:17 AM

I actually don't think parking is particularly a problem most of the time in Fergus or Elora. It seems as though some drivers become either immediately annoyed or confused if there isn't a parking spot right where they want to go and then they neglect to find the ample spots either in lots or on nearby streets. Among other things, perhaps more clearly marking and directing drivers to provided lots could help.

Anonymous

9/26/2023 10:42 AM

I see many folks parking near intersections dangerously while waiting to pick up kids from busses. This causes a two lane area to be reduced to one, with low visibility, school age children and an intersection. For eg at Aberdeen + Elora streets

Anonymous

9/26/2023 11:50 AM

People who rent apartments in downtown Elora and Fergus who feel they are entitled to free parking at all times and/or who take up valuable parking spaces for visitors for the maximum allowable time each day.

Anonymous

9/26/2023 11:54 AM

Residents planting gardens on the boulevard, making access to the sidewalks difficult, and backing out of driveways very hard to see pedestrians and approaching vehicles.

Anonymous

9/26/2023 01:02 PM

Residential street parking bylaws are not enforced: 1) Vehicles park over hanging driveways, creating blind spots, not giving 3 metres as per bylaw. 2) Leaving vehicle parked in same spot on street for several days or even weeks in a row. Definitely more than 24 hours. 3) Residents enlarging driveway size to incorporate most of their front lawn in violation of bylaws, or just parking on their front lawn. 4) To avoid parking overnight during winter months or even just for personal convenience, residents park on the boulevard. For parking bylaw infractions as stated above, residents need to be aware of who to contact. This enforcement is not a 9 to 5 job. These issues also need to be addressed, not just the downtown core issues.

Anonymous

9/26/2023 01:24 PM

It would be nice to have free overnight winter parking for residents

Anonymous

9/26/2023 04:17 PM

Time limits

Anonymous

9/26/2023 04:28 PM

99% of. The time Fergus doesn't have a parking problem. We really do not need bylaw officers marking people's tires for the few instances that there's no parking here. Elora on the other hand definitely has a parking problem maybe take the wages of those two by law officers that drive around and market those tires and build a structure the downtown core has already been ruined by the giant structure being built so a parking garage shouldn't hurt

Anonymous

9/26/2023 05:27 PM

Amending the bylaw regarding overnight parking during the winter months to allow for more on-street parking when it has not snowed.

Anonymous

9/26/2023 05:31 PM

More parking is required.

Anonymous

9/26/2023 06:59 PM

No

Anonymous

9/26/2023 07:20 PM

Having lived here for over 30 years I was disappointed to see tickets issued for parking. The money would be put to better use to make more parking lots. As an elderly resident of Elora I can no longer find parking and when I can I'm worried I will not get back in time before I am given a ticket . As for Fergus and removing all those parking lots for a few metres of bike lanes, it's ridiculous.

Anonymous

9/26/2023 08:26 PM

Discontinue the parking bylaw officer

Anonymous

9/27/2023 07:18 AM

Air bnb's are most of the downtown so will they get free parking and residents/taxpayers have to pay? Many if the residents of the suburbs drive into town and park for the day. Try a bus, safe pathways to town centres for locals to reduce parking. Also, if you allow large buildings then you must have a plan for parking being as developers in CW are gifted no underground parking or parking lot requirements or garbage bin requirements. Soon you won't have to worry about parking downtown because what I hear from GTA folks is there has been too much change and if they wanted to look at apartments they could have stayed home.

Anonymous

9/27/2023 08:18 AM

Need more accessible parking with time limits on Main Street if you are just running into a local business.

Anonymous

I don't have any concerns. I just really don't want to have to pay for

9/27/2023 10:39 AM

parking. It's not the cost but the annoyance of having to take time and pay and try to figure out how long I might stay. It adds more stress to my day and would make me less likely to shop downtown.

Anonymous

9/27/2023 12:49 PM

I would like the Township to explore the possibility of a parking garage behind downtown Fergus (north side near the weigh station). I think this could be a multi-purpose 4-5 story facility with commercial spaces at ground level, and potentially even some housing on upper levels (think outside the box!). I would also like to see most of the parking removed from the space behind the downtown on the river side to make room for a community common area (greenspace, skating rink, etc.) I would also like to see the Township get more serious about public transit.

Anonymous

9/27/2023 01:29 PM

Need more nearby parking places particularly in Elora.

Anonymous

9/27/2023 05:03 PM

Cluttered parking along colbourne st obstructs pedestrians and cars traveling south on princess, Melville, Chalmers and queen n

Anonymous

9/27/2023 05:25 PM

need to be more creative

Anonymous

9/27/2023 07:04 PM

When a apartment is built or a business they should have to have sufficient parking included in the plan. We should look at building parkades. Where do the people in the Dalby House apartments park. In business lots or on the street parking. These builders should be required to supply parking with their buildings. Bob Curtis

Anonymous

9/27/2023 07:48 PM

Worried about paying parking expenses in my own own town, instead of making tourist pay.

Anonymous

9/28/2023 09:32 AM

Bringing In times and paid parking is too much like a city where everything is timed. No one wants a ticket if too much time is spent in a store or restaurant. The fun of Fergus and Elora is the ability to stroll around and enjoy the shops and sites without worrying about parking! And who wants higher taxes due to having to hire parking enforcers?!

Anonymous

9/28/2023 02:35 PM

Too many tourists, pedestrian chaos. Dedicated Parking for quick visits to the library is great

Anonymous

9/28/2023 02:41 PM

As Elora grows the traffics and parking are going to become more severe. I think one assist would be a multiple storey parking garage on the east side of the raceway or behind the new condo building on the west side on County Road 7

Anonymous

9/28/2023 03:27 PM

Townhall / post office parking is never available for our seniors. Why does council / mayor not park at the back of the building so that locals can access their mail boxes? Many downtown residence also take up these spots ... maybe make these spots 3 hrs as well. Only parking behind town hall to have no limits? Spending a lot of time downtown town walking etc. there is a clearly a number of vehicles being "overlooked" to give some downtown residents access to parking throughout the year ... rules should be applied equally to all.

Anonymous

9/28/2023 03:53 PM

Need to be transparent and listen to resident's concerns

Anonymous

9/28/2023 03:55 PM

I'd like to support downtown Fergus businesses more but it's just not practical. I do sometimes walk downtown to do some shopping, but if I just want to pop in somewhere to pick up something it's too time consuming, and there is never any parking during the day, even at the parking lots. With all the development going on it's going to get worse.

Anonymous

9/28/2023 04:03 PM

Parking is going to continue to be a pressing issue. 1) Too many visitors, not enough parking lots or street parking. 2) Bike lanes will reduce street parking. 3) In Elora's suburbs, there are no parking signs on every street. But if we're increasing the number of people who live in Elora (adding apartments to existing homes, multi generational families living in a single family home) then we'll need on street parking. On a quiet street like Thomas Blvd., I'm not sure how or why street parking is restricted. These kinds of out dated measures don't support life in a growing modern day town.

Anonymous

9/28/2023 05:24 PM

I have reduced the number of trips I make to Fergus by clustering my errands As a senior I have to use my car for groceries, appointments if outside of Elora I think the survey is a great idea but have learned where I am able to park e.g the curling club in Fergus if the lot is full or the market parking lot

Anonymous

No



9/28/2023 05:25 PM

Anonymous

9/28/2023 05:44 PM

Giving permits to downtown residents likely means the mayor and council will hand those out to air bnb's. Not fair to residents who pay high taxes all year long to use parking, sidewalks, parks... If the apartments all put in their own parking and we eliminated free for restaurant owners patios on town property parking spaces there would be enough parking. Elora will only need apartment parking in a couple years the tourists I've talked with hate the growth and the look of The Mill and all the building. It looks like everywhere else in the GTA tourism will dive.

Anonymous

9/28/2023 06:46 PM

I like the parking time limits currently in place. I like having time to walk the streets, and I am happy to walk a little further when there are events that close the Main Street. Paid parking would be more likely to prevent me from coming during those times.

Anonymous

9/28/2023 08:04 PM

I have friends who live in the downtown area of Elora and pay taxes, but consistently get parking tickets from the nazi parking enforcement company that the BIA has hired. It's not right. Yes tourism is a huge industry and economic driver for CW but people also live here and there's a feeling that the council and the BIA forget that local citizens live and subsist here too. Our family lives about a 10 minute walk from the downtown area and consistently cars are parked on my lawn, within .5 m of my driveway, and less than 1m from the intersection but these cars are not ticketed for infractions. How is that rights? If CW is going to hire parking enforcement shouldn't it be consistently enforced within the confines of the villages areas. Where is the forward thinking, why isn't council collaborating with neighbouring regions and talking about public transportation?

Anonymous

9/29/2023 05:49 AM

Need more parking in general in the downtown areas

Anonymous

9/29/2023 07:14 AM

No comment

Anonymous

9/29/2023 08:27 AM

As a retired citizen I can time my need for parking to avoid many of the concerns people express! Therefore I am generally okay with the parking situation....I use the trailway a lot to go between CW communities but find riding on the streets a bit scary....we could use more bike lane options for sure!!!

Anonymous

9/29/2023 09:03 AM

Residents should get a permit to be able to park downtown as we regularly support local businesses. Time limits are fine as they are now. Put a paid system in for non-residents.

Anonymous

9/29/2023 10:06 AM

Closing the streets in downtown Elora gave it a great vibe. I think we need to encourage tourists to park at the arena and racetrack and then shuttle to downtown.

Anonymous

9/29/2023 01:39 PM

Living at the corners of Church St. W. and Price St. This is a dangerous intersection waiting for a terrible accident with cars and or people, especially on weekends. In the last 3 years the number of tourists have greatly increased. Spoke to Kendra Martin on the phone and happy to talk to anyone about this intersection problem.

Anonymous

9/29/2023 01:56 PM

Not enough parking spaces, but then who in township council really cares as they pass development to reduce parking spaces in favour of dangerous bike lanes and limit parking times on streets, but not in public parking lots.

Anonymous

9/29/2023 04:06 PM

Just that you have a tough time finding parking after 10am any day. It does stop me from shopping in the village.

Anonymous

9/29/2023 04:20 PM

Not enough parking in either downtown area. Also not clear as to streets or lots where 3 hour limit is not applicable

Anonymous

9/30/2023 08:14 AM

It's frustrating as a resident to never be able to find parking from Thursday to Monday on the occasion that I have to pick something up downtown that I can't carry home. It makes me feel awful for older residents whose mobility issues prevent them from simply walking, but driving is no longer feasible either due to parking. I wonder why we can't have paid meter parking in Toronto? I have friends who are local business owners who struggle to park each day — this shouldn't be a small town problem! Lastly, tourists park so far onto our side boulevard nearly every weekend and a truck even broke a few branches of our apple tree this year. Tourists are so important to the area, I am happy to have them, but wish that the town didn't feel like a giant "service" to them. They drive too quickly down my street, visibility is poor due to the cars lining each side of the street...it's a mess.

Anonymous

I typically avoid down town businesses because there is never

9/30/2023 09:55 AM

anywhere to park. We going downtown, either Fergus or Elora, with young kids it is not always feasible to find parking within an appropriate walking distance

Anonymous

9/30/2023 03:51 PM

When travelling Southbound from Princess Street, Melville Street and North Queen street, sight lines are hugely obscured at Colborne Street. The allotted parking spaces along Colborne are far to close to the intersections to be safe.

Anonymous

9/30/2023 05:05 PM

1. I feel angle parking would work well. I do not park on the main street as parallel parking is difficult. I never have trouble parking as the lot across the river is usually available. 2. Sidewalks should be made smooth like a path as we use a wheelchair in our family and the sidewalks are too bumpy to use....we cannot push a wheelchair on the sidewalks...the town should be innovative and come up with an alternate way to make sidewalks so they are accessible to everyone.

Anonymous

9/30/2023 10:11 PM

I really have no concerns, if it's busy you park farther away

Anonymous

10/01/2023 09:19 AM

There is not enough parking in the downtown core and those who work downtown monopolize the parking that exists. The 3hr time limit added to the large parking lot beside the marketplace greatly hinders my desire to visit downtown fergus and shop local

Anonymous

10/01/2023 09:49 AM

I would like to be able to park in my own town. We need more parking.

Anonymous

10/01/2023 10:27 AM

Mill employees and visitors fill the free parking lot at Carleton Street constantly. Should be a pay machine there. Residents should have discount or pass available to park when the access local businesses and services in the downtown. Although we are overwhelmed with Toronto visitors, we don't want to be Toronto.

Anonymous

10/01/2023 11:04 AM

The parking issue is a direct influence of the tourism we see. Perhaps a little more thought should have been put into how we promote our towns. The impacts are not limited to parking but rather residential tax dollars supporting tourism instead improving current infrastructure and programs.

Anonymous

Multiple cars on street from one household .. driveway is empty. My

10/01/2023 11:18 AM

neighbour has 5 cars 3 parked on the street all times and 2 in the garage. Not a fan of his junk parked in front of my house !! His truck has been on the street for 6 months and Mayb moved 2x in that time frame.

Anonymous

10/01/2023 12:42 PM

Don't take away the parking spots on st David st in fergus for a bike lane! Stop pushing people to ride bikes too. Also, paid parking permits for downtown residents is horrible.

Anonymous

10/01/2023 12:57 PM

As a resident who has to pick their mail up at the post office I begrudge having to walk blocks to pop in for a few seconds. Also it is noted that there a number of workers from the core that park there on a regular basis and I personally think they should be made park back at treat a couple of streets. After all they are taking their customers parking

Anonymous

10/01/2023 03:45 PM

The question about the downtown shuttle. The choices of answers didn't work. I have heard of the shuttle. But I haven't used it or have found the need to use it. There wasn't an option for that.

Anonymous

10/01/2023 07:07 PM

We want to be able to park on our residential street or have guest park on our street without restrictions or payment.

Anonymous

10/01/2023 09:19 PM

I do everything I can to avoid driving downtown Elora during tourist time, let alone trying to park. My residential street gets totally filled with people parking their vehicles on weekends which is inconvenient for me and any guests I might have to my home. I considered moving into a Mill St. apartment but decided against it because of lack of parking. I know people who live downtown who have to go out and move their cars every 3 hours to avoid getting a ticket which seems ridiculous. I think a permit system for residents would be a step in the right direction, though we shouldn't be charged an arm and a leg for it (rent here is already insane).

Anonymous

10/02/2023 06:55 AM

There are many services downtown elora and fergus like dentist for instance. Walking long distance in winter is a concern.

Anonymous

10/02/2023 08:12 AM

Based on growth projections, identifying a future parkade location in both Elora and Fergus(off St Patrick?) should be included now so we're ready in the future to not have parking mayhem in our small downtown cores. This would help serve downtown intensification

builds as well (seems they're building up(levels), w not adequate parking spots). The C-W area downtown residents will mostly need cars, both now and in future, despite our best hopes to the contrary. Also, make St Andrew/StPatrick one way streets from Tower to St David...safer parking, wider sidewalks...trees?

Anonymous

10/02/2023 08:59 AM

The lack of parking in the downtown Elora is a huge issue. A lot of people are not willing to walk to get to where they want so they keep driving around the downtown and it makes driving down there very dangerous. I avoid driving downtown Elora all weekends in the summer because the chance of someone running in front of you or pulling out their vehicle in front of you is highly likely.

Anonymous

10/02/2023 09:38 AM

More parking lots, less street parking

Anonymous

10/02/2023 10:37 AM

It seems that the parking spaces downtown are always filled, and often times does not allow for residence or visitors to explore/enjoy the local area. To aid our small businesses and the local charm of downtown Fergus, we should be encouraging parking and have signage as to where one can park, or website instructions on parking lots available and shuttles available. This will allow for people to plan their trips accordingly.

Anonymous

10/02/2023 10:48 AM

I avoid downtown area because roaming around looking for open parking spot is frustrating and time consuming. If there was a big lot with spaces always available I would use it and walk. But the small, scattered parking lots are inconvenient.

Anonymous

10/02/2023 11:21 AM

As a resident of downtown Elora, I think having parking for tourists outside of the downtown core and providing shuttles, biking services or nice landscaped walking routes to downtown would be great. That is the point of visiting Elora, tourist are here to walk, relax eat lunch and enjoy the town. I find with the timed parking you aren't giving visitors enough time to have a proper visit, they can't stay long enough to shop relax, eat with out getting a ticket. Then for the main downtown core, provide a parking pass for resident vehicles to be able to park by there homes and keep the timed parking for visitors so you still have that "flow" of available spots.

Anonymous

10/02/2023 11:39 AM

I THINK YOU SHOULD CONSIDER CREATING ONE WAY STREETS FOR THE STREETS NEAREST TO DOWNTOWN ELORA, AND ALLOW PARKING ON BOTH SIDES OF THE ROAD

Anonymous

10/02/2023 12:08 PM

encouraging business owners to park off site so customers can access good space. Maybe providing them with some parking elsewhere. Also not limiting the time of parking downtown would be ideal except the pop in max 30 minute spots.

Anonymous

10/02/2023 12:33 PM

I have seen recommended parking garages (particularly near the main bridge of Elora) that I completely disagree with. I sincerely hope there is no plan to build 4 story parking garages! If people can't park downtown, the shuttles seem convenient to me.

Anonymous

10/02/2023 03:19 PM

I don't think paid parking is the answer.

Anonymous

10/02/2023 03:46 PM

Parking at the Sportsplex- Cars should receive a ticket when parking in the "no Parking" zone. Some form as long term public transit might help with the traffic and parking in both downtown

Anonymous

10/02/2023 06:33 PM

To honor our amazing residents please consider the visitors absorbing the cost of Increased parking bylaws not the residents

Anonymous

10/03/2023 09:25 AM

Getting ticketed when you are moving into an apartment downtown.... unacceptable. Being asked to move your car when you are unloading at your shop. Unacceptable. Being asked to move your car or get a ticket when unloading your groceries or get a ticket, unacceptable. Elora had forgotten about their residents, it is very sad and unsettling.

Anonymous

10/03/2023 02:11 PM

I will admit, it is frustrating when you have a dentist in the downtown area and you struggle to find parking, but I understand we are a growing community and simply have to plan some extra time.

Anonymous

10/03/2023 03:30 PM

There simply just aren't enough parking spaces. Too often vehicles are illegally parked and affect sight lines while navigating downtown.

Anonymous

10/04/2023 08:19 AM

With the increase in housing development and population, parking is becoming a more critical issue. The objective to improve active transportation options is a noble one but the reality is Centre Wellington is a car-centric community and taking parking spaces away near the downtown core to add bike lanes is not going to help.

Anonymous

10/04/2023 09:01 AM

Hard to find parking on weekends - this is a deterrent to me attending weekend events

Anonymous

10/04/2023 02:27 PM

Very concerned about people parking close to stop signs and corners, especially work trucks with trailers and construction equipment. They seem to park where ever they want with no concern for residents trying to get in and out of their own streets. Recently had 2 trucks parked facing the wrong way on opposite sides of my street and one of them had an extension cord running across the street to power equipment in a trailer. And have noticed that many people park where they want in spite of No Parking signs.

Anonymous

10/04/2023 04:48 PM

The parking on Colborne street at the corner of Princess is very dangerous due to insufficient visibility. Cars are parked way too close to the corner so cars crossing south or turning east cannot see if there is traffic coming at them. The calming measures have not worked - folks drive between the bollards and SPEED UP once they are through them as they travel towards Geddes street. In general we need to provide parking but it needs to be more thoughtfully planned.

Anonymous

10/04/2023 08:21 PM

Parking over the winter is impossible . Other communities have a program where you register your vehicle to park overnight . This is desperately needed .

Anonymous

10/05/2023 08:16 AM

For question 19, only if this would ensure the residents had a spot to park.

Anonymous

10/05/2023 09:13 AM

Blank

Anonymous

10/05/2023 09:19 AM

Resident permits would be great for parking, with paid parking for visitors

Anonymous

10/05/2023 09:37 AM

The three hour time limit does not encourage spending more time as a tourist or as a patron on the Fergus Grand Theatre. Perhaps consider a parking pass for patrons so that they can stick around for a meal or beverage, before or after the theatre.

Anonymous

10/05/2023 10:28 AM

The current time limited parking in Elora prevents people from comfortably spending their time downtown. For example, to partake in

a walk along the gorge, visit shops, go to a restaurant, and go to a movie would require moving your car at least once during your visit. Additionally, residents/employees of the downtown core have to deal with the stress of moving their vehicles multiple times every day. They should be able to obtain a parking permit that is not cost prohibitive.

Anonymous

10/05/2023 10:29 AM

The majority of parking issues are during the tourist season. It is not fair to penalize residents with paid parking in the downtown during the winter, low tourist season. Parking lots for tourists should be made.

Anonymous

10/05/2023 10:32 AM

No comment

Anonymous

10/05/2023 10:50 AM

WE are growing too fast...best of luck

Anonymous

10/05/2023 11:27 AM

As a resident I would not want to pay for parking in the downtowns

Anonymous

10/05/2023 11:46 AM

We left Elora due to the crowds and congestion, however we do attend church in Elora and our medical teams are also in Elora. We have received two parking tickets as we dared to attend Church. We parked in the same spots we have been parking in for 10 years, but now we get ticketed. Shame on the Municipality for ticketing on Sunday mornings during Church. We also rarely come into town to shop anymore as we rarely can find a spot to park without having to walk blocks. Again, this is a problem for Seniors as we are not as able as we were to walk long distances. We moved to Elora as it had not changed much in 30 years and was exactly what we were looking for. Since then, it has become a nightmare to visit in Elora. I have addressed this a few times with the Municipal office and Mayor, but no one has responded to my queries.

Anonymous

10/05/2023 11:53 AM

We have inadequate parking enforcement outside of the downtown area, including areas immediately surrounding the downtown. Also, biking in the downtown area in Fergus is dangerous due to parked cars and high-speed truck and car traffic.

Anonymous

10/05/2023 12:43 PM

Add a few more municipal lots within a convenient walking distance for downtown with clear walking path to and from would greatly assist.

Anonymous

I'm not really sure how to fix it, but I'm thankful you are trying.



10/05/2023 01:00 PM

Anonymous

10/05/2023 02:28 PM

My concern would be for new resident or commercial constructions to accommodate for parking spaces in their plans.

Anonymous

10/05/2023 02:54 PM

As a downtown resident it would be nice to have a guest parking pass. It gets very difficult to get parking if I have visitor with out making sure they go out and move the vehicle every few hours.

Anonymous

10/05/2023 03:44 PM

It would just be nice to be able to find parking close to the stores or groceries and not have to park on side roads as often.

Anonymous

10/05/2023 03:58 PM

Parking in Elora is very difficult. I avoid it all costs. One of the problem is past councils have allowed apartments without their own parking spaces in both Fergus and Elora. Now they wonder why there is a parking shortage. Sheesh

Anonymous

10/05/2023 10:24 PM

We need more parking downtown without building a building that will wreck the looks of our historic downtown buildings from any sides

Anonymous

10/06/2023 09:15 AM

I haven't personally experienced many issues, as long as you are prepared to walk a bit on busy days, which is kind of just expected.

Anonymous

10/06/2023 09:29 AM

I don't have strong feelings about parking availability due to my proximity to downtown Fergus, which is where I choose to spend most of my time. I choose not to visit Elora during peak tourism times unless by bicycle, as parking is generally unavailable. I find certain on-street areas, such as the area adjacent to the Fergus Tennis Club, are often abused by people parking, with numerous instances of cars being left partially across driveways.

Anonymous

10/06/2023 09:47 AM

People parking where they shouldn't. we live near the tennis club on Union st and people park partially blocking our neighbours driveway all the time, they also park on the road in front of our house because there is no shoulder thereby turning that section of road into one lane making egress for the fire department difficult

Anonymous

10/06/2023 12:44 PM

N/A

Anonymous

10/06/2023 03:45 PM

N

Anonymous

10/07/2023 09:34 AM

Consider meter parking which will be the responsibility of car owners to input their time. Consider use of Community areas for free parking. How much research has been in place prior to hiring bylaw officers for parking g- they seem to relish giving tickets and visitors and residents leave with a sour taste of how this was handled in the first place- why was a survey not conducted prior to imposing g park g restrictions? Backward thinking g rather than forward planning!!

Anonymous

10/07/2023 04:17 PM

Downtown residents without a driveway / garage are not being considered.

Anonymous

10/07/2023 04:45 PM

The parking around St. John's church is deplorable as the ticketing agency has ticketed us twice while attending church functions. The signage in that area is terrible and there is poor curbing and shoulder access.

Anonymous

10/07/2023 04:49 PM

As a resident of Elora, if I want to attend church, shop, take in a concert or go to dinner downtown the current parking time limits are a deterrent , as are the lack of parking spaces during what has become an extended tourist season. Clearly, we need additional parking that is easily accessible to the core during peak times and it is important to be cognizant of the fact that our community benefits economically because of tourism. The conundrum is that our residents who have historically enjoyed a small community life style suddenly find that is no longer the reality for much of the year, and there is currently not a solution on the table to address an acceptable compromise. If additional parking is not going to be available going forward I would suggest a system were residents could purchase at a very modest cost an annual resident parking pass that would allow parking that is exempt from time restraints but would still be subject to clearly posted parking restrictions. The current practise of issuing parking violations for parking clearances etc. that have not been posted with clear signage is in my view is an unethical regardless of whether the car is owned by a resident or visitor.

Anonymous

10/08/2023 12:20 AM

FERGUS -- I sometimes cannot shop in Fergus due to few if any open parking spots. This situation has been made far worse now that the street beside the Scotiabank is blocked by a hidious wooden structure. ELORA -- I regularly go the the pharmacies, the Geddes Street Market, Canada Trust, and almost every day to the Post Office and the Library. Parking is an issue. .

Anonymous

10/08/2023 07:20 AM

People seem to think that designing a community for their cars and reducing walking is the optimum. It is neither. Build an additional level or two (a structure) on the municipal lot that already exists in downtown Fergus. This will save all the "close parking" angst some residents complain about and address lack of parking for the buildings going up that do not provide sufficient parking spaces.

Anonymous

10/08/2023 08:47 AM

3hours is not enough to shop and go for lunch. I have limited mobility so parking is critical unless I can get a shuttle to take me from parking to downtown. Perhaps more disability parking spots downtown would help. I'm general too many people want parking. Build a parking garage in Elora.

Anonymous

10/08/2023 10:18 AM

Check sight lines for marked parking spaces in the central district to ensure adequate visibility at intersections. Many of the intersections are not providing adequate visibility (ie: Henderson at Geddes looking northbound) DO NOT DESIGNATE LEGAL PARKING SPACES THAT OBSTRUCT ONCOMING VEHICLE'S VIEW OF ONCOMING VEHICLES. Put a cross walk with an amber light system at the corner of Geddes and Moir. The north end of the business district needs more consideration of walkers safety in crossing Geddes.

Anonymous

10/09/2023 02:40 PM

No further comments

Anonymous

10/10/2023 11:34 AM

Biggest issue is no public transportation.

Anonymous

10/10/2023 11:40 AM

It's impossible to find, tourist come in and take it all up, leaving residents no where to park when they need to go to appointments or delivery a package

Anonymous

10/10/2023 12:02 PM

We need a parking garage right downtown. Behind the dutch store.

Anonymous

10/10/2023 01:03 PM

I'd like to see the patio area on Provost removed. I've never seen anyone use it. Great initiative but better served over by the library and water. Much preferred dining spot. I think parallel parking on street could be changed to diagonal parking and allow for more vehicles to park on street. Downtown Guelph does this.

Anonymous

10/10/2023 01:03 PM

My experience in Fergus area is township developers first create problem and then look for solutions..... There was best solution to having one side walkway in residential areas now they installed walkways on both side street and making street more congested.. Now not only problem in downtown area but same problem everywhere...

Anonymous

10/10/2023 02:55 PM

I do not support a parking permit for downtown residents as they are nearly all air bnb or vrbo short term rentals. The landlords should be renting to long term tenants in the downtown core like it has always been. That makes the town a community.

Anonymous

10/10/2023 06:18 PM

While outdoor eating spaces and new libraries are nice, if they cannot be accessed by residents then they will not be used. As a resident and business owner I cannot tell you how much I cringe when I have to go downtown for banking or meetings. There are some great shops on the main streets but I've only been able to walk by on Sundays when they are closed as otherwise I have no reasonable parking option during the days. Businesses locally should be encouraged to offer evening and Sunday hours. Driving through Fergus during these times is a ghost town. As a tourist Sundays are the day my family has the most free time. We would love to visit the shops etc but they are closed.

Anonymous

10/10/2023 07:59 PM

I believe that visitors to ELORA and Fergus should be paying for parking spaces. I think that we should have a pass as a resident that we can use in our downtown communities and charge others for visiting in their huge numbers that could make quite a bit of money for our communities. Many communities, including downtown Toronto charge for parking. It's almost a given these days.

Anonymous

10/11/2023 08:48 AM

Never enough parking in the Downtown cores in the last 5-ish years, no matter what time of the year it is.

Anonymous

10/11/2023 09:51 AM

Not enough parking

Anonymous

10/11/2023 01:01 PM

I think that a multi layered parking lot just outside the downtown core could be part of the solution. I would love some safe multi use paths in Centre Wellington for safer cycling and walking.

Anonymous

10/11/2023 04:15 PM

We are a rural community, we use cars. Plan accordingly

Anonymous

10/11/2023 06:09 PM

I was a member of the BIA and the chamber of commerce over 20 years ago and downtown parking by shop owners and employees was a problem then and will always be. The time of 3 hours is reasonable between 9 and 4pm. Some people want to have dinner and go to a show at the theatre could be an issue. Not against meters like many downtowns.

Anonymous

10/11/2023 06:13 PM

On street overnight parking to be available in the winter or parking lots available to park overnight.

Anonymous

10/12/2023 08:27 AM

Not being able to find a spot at the post office. Parking By tourists in front of my house making it dangerous for children and blocking my sight line backing out of the driveway.

Anonymous

10/12/2023 11:45 AM

Never had a problem with parking in our village. Parked at the post office to mail a letter came out and found a ticket on my truck for not being hooked to charger. 55 dollars for 2 minutes. Bullshit !!!

Anonymous

10/12/2023 02:44 PM

I feel there should be paid parking for all the tourists but how do you exempt residents. More often shuttle trips every day so employees/residents can use it.

Anonymous

10/12/2023 02:51 PM

The lack of parking spaces, the time limit on parking spaces, lack of accessible parking- all leading to lack of wanting to shop local

Anonymous

10/12/2023 02:57 PM

Parking is terrible in Elora especially for accessible parking. You keep taking parking spots away and soon there will be no parking in Elora You want us to shop local but there are no spots to park downtown as the tourist take our parking plus these outdoor patios have taken parking spots away from us plus now I see Mill Street will be short parking spots too. Very dissatisfied long time resident of Elora

Anonymous

10/12/2023 03:15 PM

Build a parking structure. You invite and promote tourism but do not have the infrastructure for the visitors that come here. Thus forcing your own residents out of the downtown core.

Anonymous

If downtown residents use all the parking spaces - by moving from

10/12/2023 03:22 PM

one to another during the day to avoid a ticket how the heck are people going to find parking when they want to shop for awhile???? So many people have complained about getting tickets and as a consequence are avoiding shopping in the downtown areas that the stores are not getting the business they should.

Anonymous

10/12/2023 04:32 PM

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Anonymous

10/12/2023 05:44 PM

We have cars parked in front of our home very frequently - in a no parking zone. There are clear signs but there is no enforcement. Why not?

Anonymous

10/12/2023 06:58 PM

Shop owners/residents take up all the parking downtown.

Anonymous

10/12/2023 07:04 PM

Designate parking for the post office only.

Anonymous

10/12/2023 08:12 PM

Centre Wellington is a car based community recognize that this will not likely change anytime soon. As a rural resident I will ultimately avoid doing business places where parking is unavailable or inconvenient.

Anonymous

10/12/2023 08:45 PM

Public transportation may be the way to go to transport people to and from parking lots. Centre Wellington being a small community even electric buses may be the way to go

Anonymous

10/12/2023 09:31 PM

I

Anonymous

10/12/2023 10:57 PM

Larger 15 minute area parking around daycares for commuters. Cars are often parked illegally especially with construction/lack of accessibility to both daycare and preschool centres downtown. Paid parking downtown and residents will drive away locals from visiting businesses.

Anonymous

10/13/2023 10:01 AM

Residents should be given some kind of parking pass to be able to park for free downtown (could still be time limited) and visitors should have to pay for parking

Anonymous

10/13/2023 10:20 AM

Biking is not an option for us nor is walking to get to local businesses. The lot on St David's at Hill st could accommodate several cars. I think charging for parking would discourage visitors.

Anonymous

10/13/2023 01:56 PM

People who live in those areas should have free parking allotted to them where they don't need to keep moving their cars

Anonymous

10/13/2023 04:12 PM

There are not enough parking spaces available in either Fergus or Elora, especially on weekends

Anonymous

10/13/2023 05:19 PM

Residents should never have to pay for parking. Only tourists should have to pay. You continue to take away parking spots. Example: patios on road. There is a lack of accessible parking.

Anonymous

10/13/2023 07:02 PM

We have had to change plans and not end up supporting small businesses due to not finding parking, it's difficult with young kids to walk distances especially when the downtown is so busy

Anonymous

10/13/2023 07:18 PM

I think that the parking shuttle from the casino is an excellent program and should be continued or something similar put in its place.

Anonymous

10/14/2023 02:44 AM

Stop catering to the tourist

Anonymous

10/14/2023 04:49 PM

Property taxes are outrageous . A resident/owner ought to have one yearly parking /event pass included in the taxes. Special rate for seniors abd extra cars

Anonymous

10/15/2023 07:42 AM

Problem of parking on side streets and blocking driveways and intersections.

Anonymous

10/15/2023 05:55 PM

Using tax dollars to create more parking spaces creates an impoverished environment. Using new technology, space available now, and by encouraging walking and biking as an alternative to downtown parking is the only way to go.

Anonymous

10/16/2023 11:47 AM

As a resident of Elora, accessing downtown on the weekends is difficult. I take my boys downtown every Sunday for music lessons at

AJMS and almost every weekend, I need to park illegally, double park or park way further than I feel is acceptable. I understand and appreciate the tourism but as a local, it's nearly impossible to find parking. Even for the couple minutes, I need to do the drop-off and pick up. The LCBO parking lot is also a nightmare. Tourists park anywhere/everywhere and getting in and out is difficult.

Anonymous

10/16/2023 11:56 AM

No comments

Anonymous

10/16/2023 01:00 PM

Elora-usually park up by the TD bank and walk to downtown to Mill St. As no parking spots available. Avoid downtown in summertime as no parking spots even on back streets. Often walk down.

Anonymous

10/16/2023 04:25 PM

Parking permits for residents is just an excuse to provide permits for all the air bnb's. Too many air bnb's downtown expecting the town to supply parking. Also, remove patios from public property parking spaces. This will free up spaces. Remove Elora Brewing patio on town/taxpayers property and give us our trees and bench back along with access to the pharmacies, box social and schelter. Permits for year round residents who live in the downtown yes I would support that, but not for tourist, air bnb's.

Anonymous

10/16/2023 04:27 PM

I am a service technician and visit Elora and Fergus during business hours. There is no parking available during business hours within a reasonable distance of downtown businesses. To add to this problem parking spots are poorly marked and I have been ticketed for parking in a spot where it was not marked that I could not park.

Anonymous

10/17/2023 04:58 AM

The post office is always full - often with tourists - especially in the summer. Stopping by to pick up my mail on my way home from work it is often impossible to find parking. The number of people that drive the wrong direction on that one way street of the post office is also frustrating. My son works downtown and has nowhere to park unless he's willing to pay for the Mill parking. He's received at least one ticket for parking in front of his workplace because his shift is longer than 3 hours. As a resident, I don't feel I should have to pay to park to use my local resources. Nor should the workers who are employed by our local businesses.

Anonymous

10/17/2023 06:37 AM

Still not enough parking available



Anonymous

10/17/2023 10:15 PM

no

Anonymous

10/18/2023 07:02 AM

Residents shouldn't have to pay for parking.

Anonymous

10/18/2023 10:27 AM

N/A

Anonymous

10/18/2023 10:30 AM

Downtown businesses including The Mill and air bnb's have created the parking problem let them pay to fix it. If we the taxpayer hand out permits these businesses will abuse them.

Anonymous

10/18/2023 10:33 AM

Neither Fergus nor Elora are WORTH paying to park. Paid parking will divert more people to places with free parking, such as Walmart or Zehrs

Anonymous

10/18/2023 10:39 AM

We need ample parking for people who work in the downtown core. Parking should never cost anything for those that work downtown.

Anonymous

10/18/2023 11:01 AM

?

Anonymous

10/18/2023 12:48 PM

Stop ticketing tourists...

Anonymous

10/18/2023 12:51 PM

With more tourists from out of town parking and street congestion are big issues. ?parking garage will be needed

Anonymous

10/18/2023 01:34 PM

I am concerned that parking spaces are being removed as roads will be updated, with more emphasis on "bike lanes". I am also concerned that paid parking will be implemented.

Anonymous

10/18/2023 04:44 PM

Downtown residents should not have to pay for a parking permit.

Anonymous

10/18/2023 10:49 PM

Stop selling everything to the mill and maybe you'd have space to make a decent parking lot for tourists, residents, business owners and employees ♀

Anonymous

10/19/2023 08:40 AM

On street parking during winter would be helpful. Using a snow event system like other cities do would allow people to park when snow isn't an issue and move their cars when plowing needs to be done. The arbitrary dates used for no parking times are inconvenient and don't actually coincide with when snow needs to be plowed.

Anonymous

10/19/2023 09:45 AM

I had a funeral at the Elora Legion and I apparently parked too close to the corner of the intersection. IF we want people to come to downtown, get rid of the parking restrictions!! If there is no parking downtown, people will need to park a little further and walk.

Anonymous

10/19/2023 04:46 PM

Before the advent of tourism in Elora, parking was not an issue. You could always find a spot near your downtown store. Unfortunately, there are few shops left in Elora's downtown to service local needs except for the banks, pharmacy, city hall, book store, library and post office. Ideally provide more 30 minute parking spots in the uptown area near these local catering services to allow locals to do their errands. I prefer to go to Fergus where parking is still possible and I can find stores that cater to my needs. Suggest charging for parking to accumulate funds towards a downtown parking structure located behind the uptown shops, near Geddes St Market.

Anonymous

10/19/2023 07:38 PM

Because we are losing spaces on highway 6 with the new streetscape would it be possible to use the vacant property between Hill St. and st. George st. East. I don't know who owns it.

Anonymous

10/20/2023 08:32 AM

The current parking situation is very unfair to employees of businesses in either of the downtown cores. For us as residents we all have learned to avoid downtown elora on weekends because of the influx of tourists

Anonymous

10/20/2023 09:28 AM

Get rid of parkin zar

Anonymous

10/20/2023 02:23 PM

Lack of enforcement for parking violations (vehicles blocking sidewalks, parked on wrong side of road) As a cyclist it is dangerous when you have to cycle next to parked cars downtown on side of roads. Car doors opening, drivers not watching for cyclists.

Anonymous

10/20/2023 03:22 PM

just need more in both towns for tourists and residents.

Anonymous

10/20/2023 04:01 PM

Concern of parked cars at the intersection of Princess and Colborne St. Traffic has increased significantly on Colborne St. & people expect it to continue with the significant development that is happening in Elora. Many accidents are occurring at the intersection of Princess & Colborne due to cars on Princess wanting to cross or turn onto Colborne can not see the traffic on Colborne. The problem seems to be the parked cars on Colborne and the speed of vehicles.

Anonymous

10/20/2023 04:10 PM

It seems that there is way more consideration given to the needs of the tourists rather than the residents.

Anonymous

10/20/2023 07:10 PM

Strongly disagree to paid parking in both Elora and fergus. Better biking lanes throughout more of fergus would be appreciated. My son was hit by a car recently on his bike in fergus also. Having biker lanes would allow for safer passage.

Anonymous

10/21/2023 07:27 AM

keep parking on Geddes street during

Anonymous

10/21/2023 08:28 AM

The increase in parking enforcement has left a bad taste in the mouths of residents and visitors alike. The solution is not in stricter control, but rather in increased access. Both downtown have vacant lots, close enough to the downtown cores. If the township were to lease (or purchase) these lands and create additional parking options- a paid meter system (for day visitors) along with an assigned permit area for residents/employees who don't have on-site parking available, fees could help offset the cost of maintaining such a facility.

Anonymous

10/21/2023 09:37 AM

Currently I have private parking for 2 vehicles at my house, and do use on street parking for short trips (no issues with parking) but in a few months I will live at the elora mill where I will have one dedicated parking spot and will need to have a second spot somewhere downtown ...so, where will that be?

Anonymous

10/21/2023 12:25 PM

How do we manage parking for major events like Riverfest.

Anonymous

10/21/2023 01:31 PM

Permits for downtown residents will be abused by air bnb's much like the restaurants have been allowed to take advantage of parking spaces for patios. When do we get our trees, garden, bench back

from The Elora brewery? As a taxpayer I feel ripped off. Their patio looks terrible and selfishly ruins that whole street section. Locals do not like it. That was a nice street we had recently paid to fix.

Anonymous

10/21/2023 04:55 PM

Parking shouldn't cost money for visitors or residents.

Anonymous

10/21/2023 07:20 PM

Parking needs to be kept free for all. It needs to be accessible to residents, and walkable to downtown businesses. We don't need spots right in front of the business, but rather good parking that is walkable and excellent walking and biking options to getting to all the downtown businesses. We also need to build out better and safer biking lanes between the two towns. The other concerning note would be that the survey had not asked about accessible parking, and there is very limited parking for people who require accessible parking in our downtown areas.

Anonymous

10/21/2023 09:18 PM

Don't remove parking spots

Anonymous

10/22/2023 10:48 AM

There is no available real estate for any type of parking, in Fergus and Elora that is close by the downtown core . Hence the reason we shop at big box stores

Anonymous

10/22/2023 03:06 PM

No comments

Anonymous

10/22/2023 03:08 PM

There is more to parking then just downtown. People parking on lawns or in spaces on the road that doesn't confined to the rules.

Anonymous

10/22/2023 07:44 PM

Please do not turn down town parking into bike lanes. It will not make people bike more. It will decrease parking and people will go to big box stores instead. Small businesses will suffer.

Anonymous

10/22/2023 08:02 PM

All tourists need to pay for parking, in other locations rather than downtown or by parks,,park them all in a paid lot then charge them a fee to transport them downtown. All tax paying residence should have a parking pass to park free anywhere in town

Anonymous

10/22/2023 08:19 PM

Start towing more vehicle improperly parked

Anonymous

10/22/2023 09:37 PM

Some places like Barrie, offer residents free parking passes.

Anonymous

10/22/2023 10:05 PM

I work downtown and have a hard time parking for myself on later shifts and for my customers.

Anonymous

10/22/2023 10:30 PM

Need to consider shuttle service for any tourism groups . Parking garage/ lot outside of town and bring tourists in via shuttle.

Anonymous

10/23/2023 06:33 AM

Not enough spaces

Anonymous

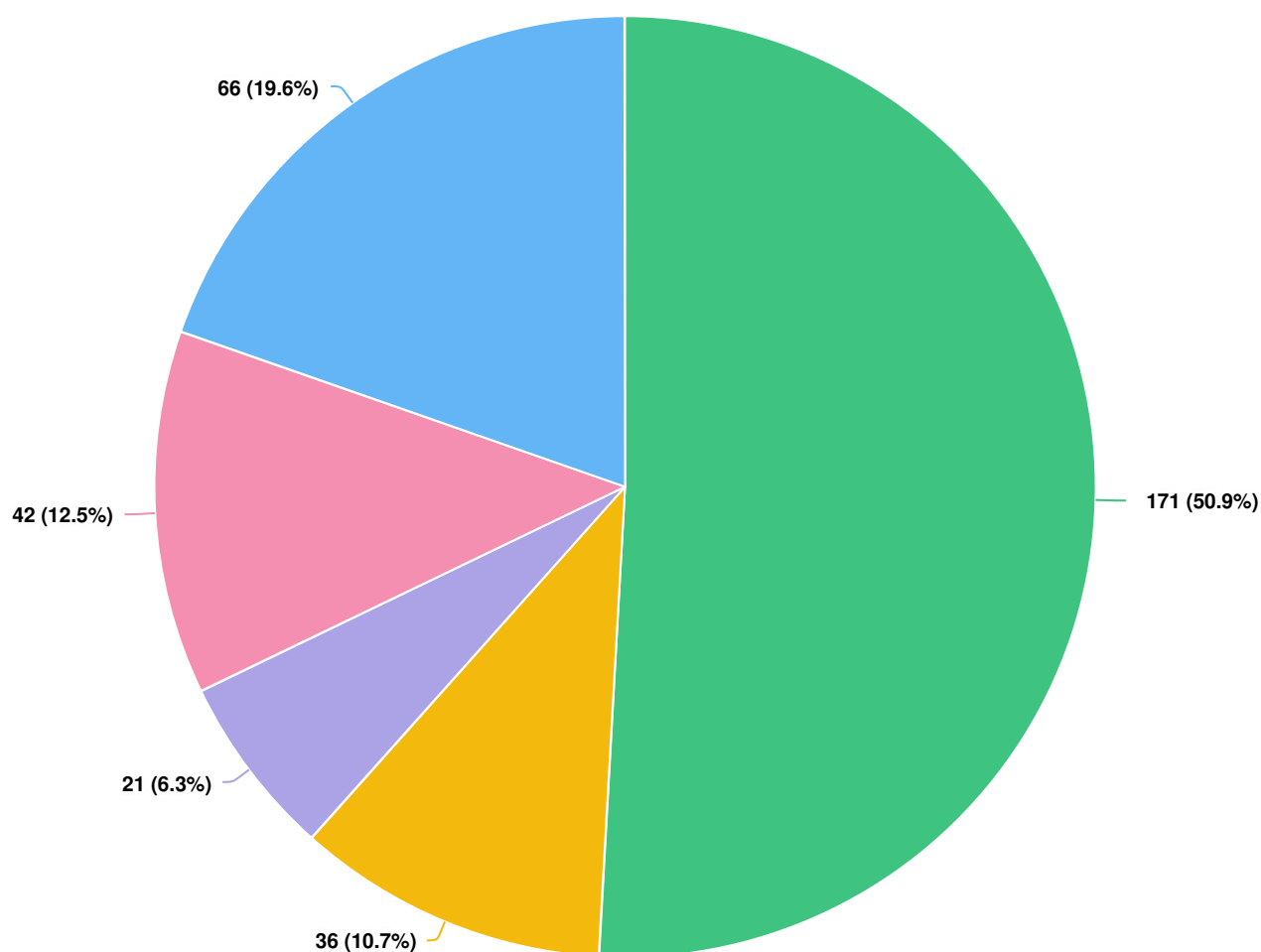
10/23/2023 08:03 AM

Need for public transportation

**Mandatory Question** (336 response(s))

**Question type:** Essay Question

**Q23** How did you hear about this survey?



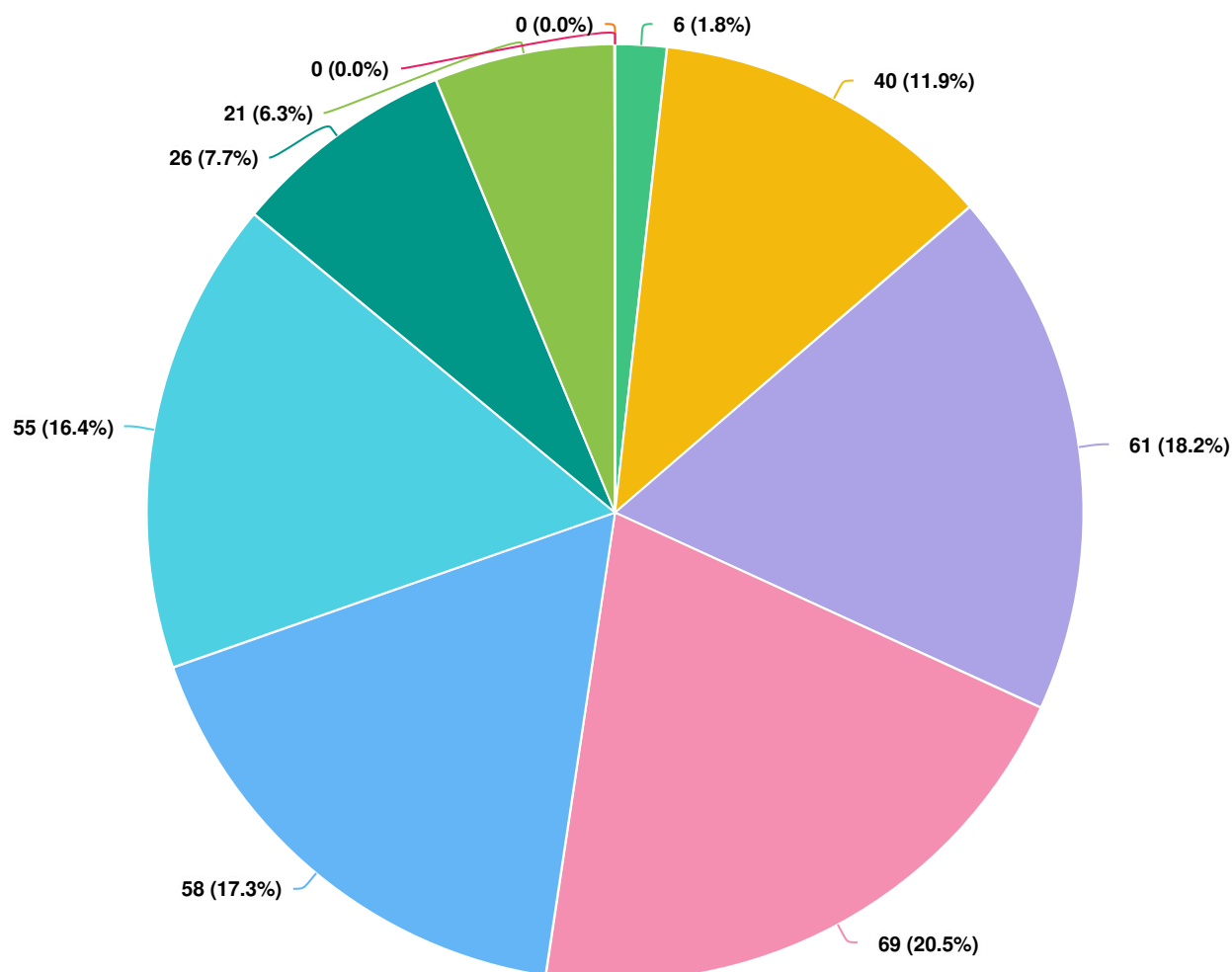
**Question options**

● Social media ● Township website ● E-newsletter ● Through friends/family ● Other (please specify)

Mandatory Question (336 response(s))

Question type: Radio Button Question

**Q24** What is your age?



**Question options**

19-24 25-34 35-44 45-54 55-64 65-74 75-84 Prefer not to disclose  
18 years or younger 85+

Mandatory Question (336 response(s))  
Question type: Radio Button Question

# Visitor's Survey

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## **SURVEY RESPONSE REPORT**

01 June 2017 - 26 October 2023

### **PROJECT NAME:**

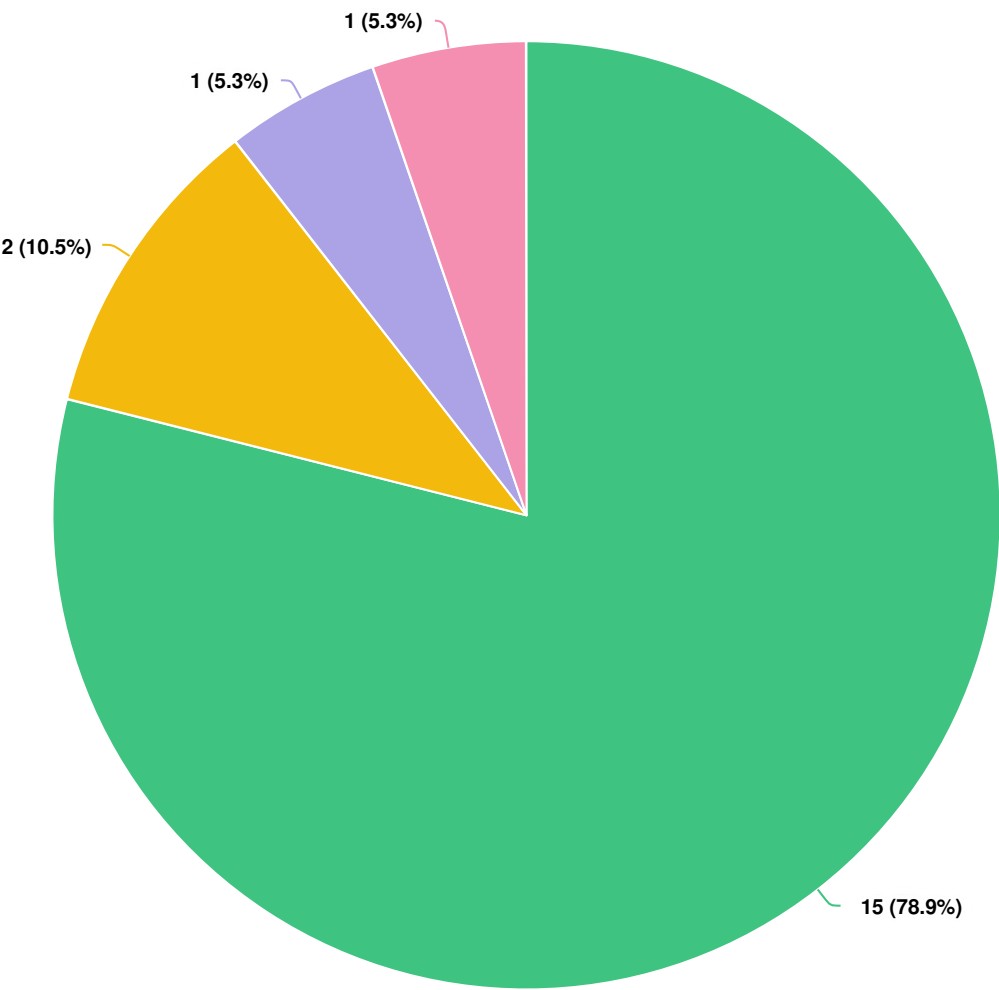
Downtown Municipal Parking Strategy





# SURVEY QUESTIONS

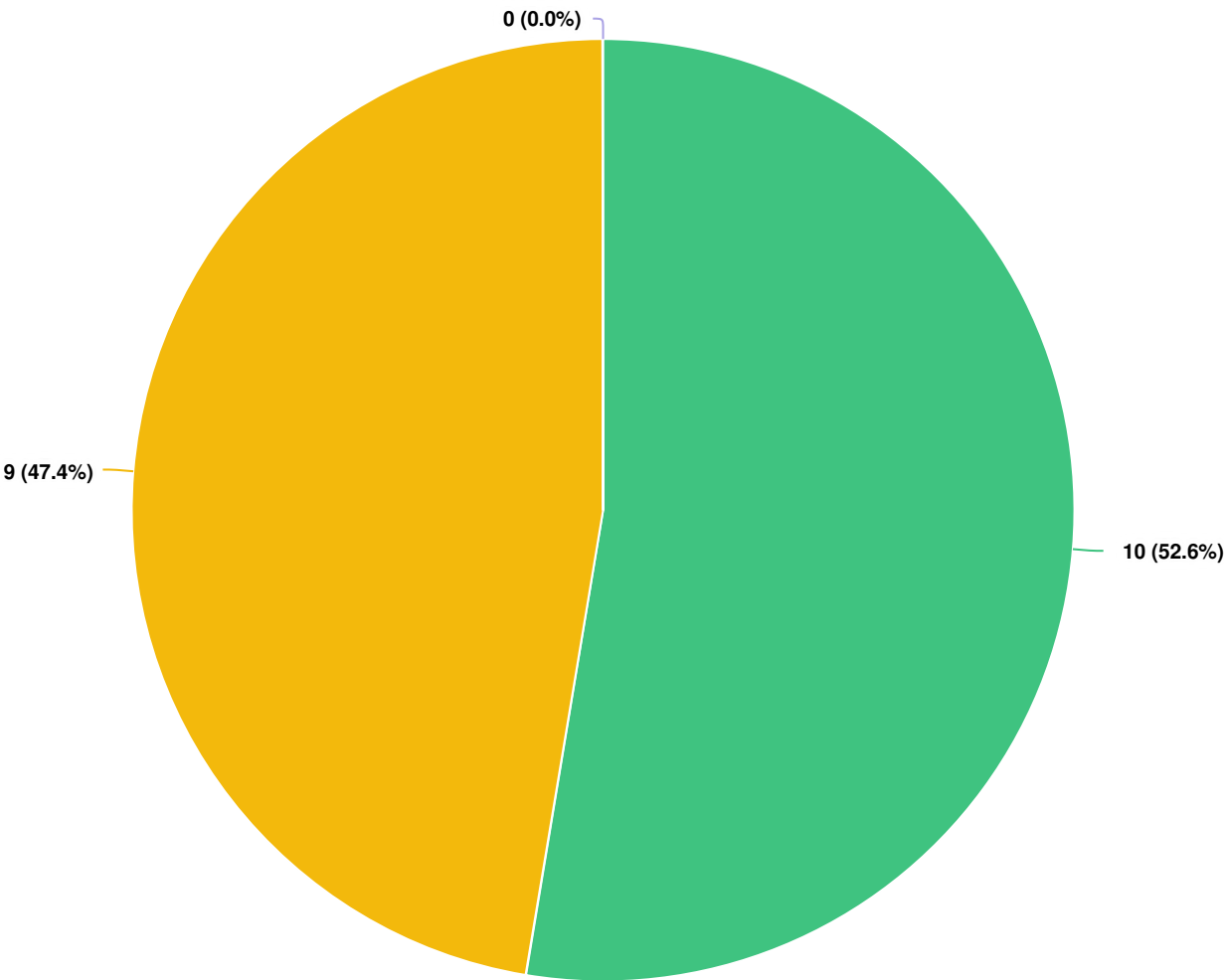
Q1 When did you visit Elora and/or Fergus?



**Question options**  
August 2023   July 2023   June 2023   Earlier than June 2023

Mandatory Question (19 response(s))  
Question type: Radio Button Question

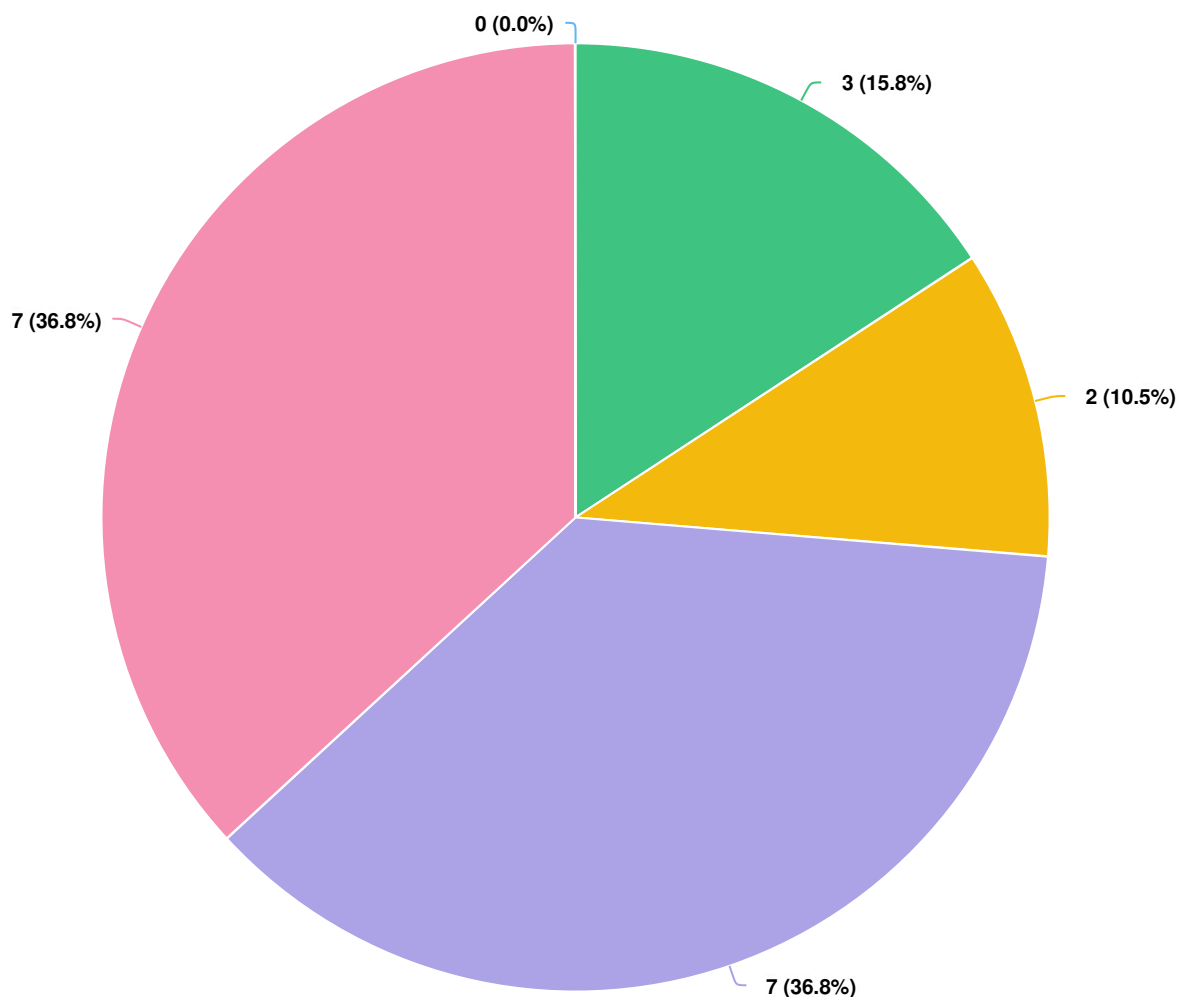
Q2 Which downtown did you visit during your trip?



**Question options**  
● Elora ● Both ● Fergus

Mandatory Question (19 response(s))  
Question type: Radio Button Question

**Q3** How would you best describe your experience finding a parking spot?

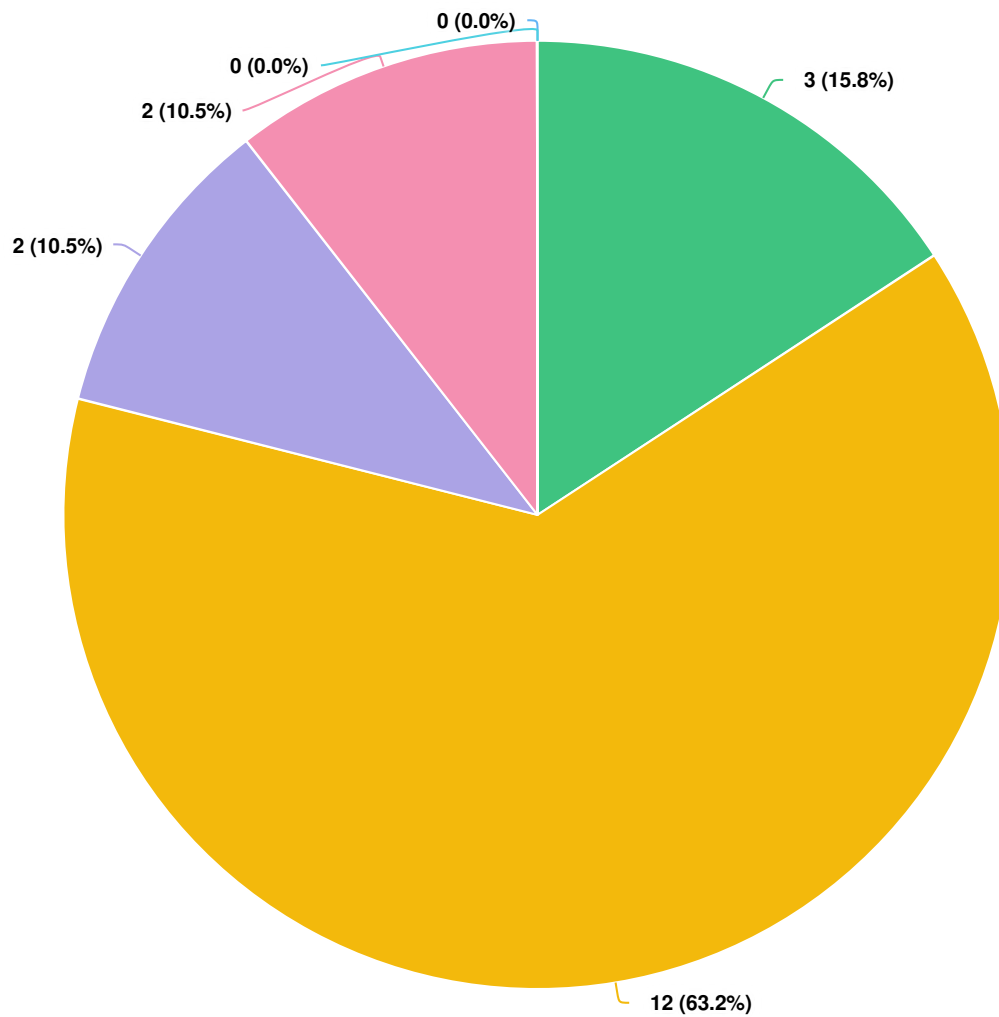


**Question options**

- Somewhat easy because I found parking farther away but took a little bit more time looking for parking that was closer to my destination.
- Somewhat difficult because I found parking farther away, but it took me a long time to find available parking that was closer to my destination
- Difficult because it took me a long time to find any available parking
- Other (please explain)
- Easy, I found parking right away

Mandatory Question (19 response(s))  
Question type: Radio Button Question

**Q4** What time frame were you trying to find parking?

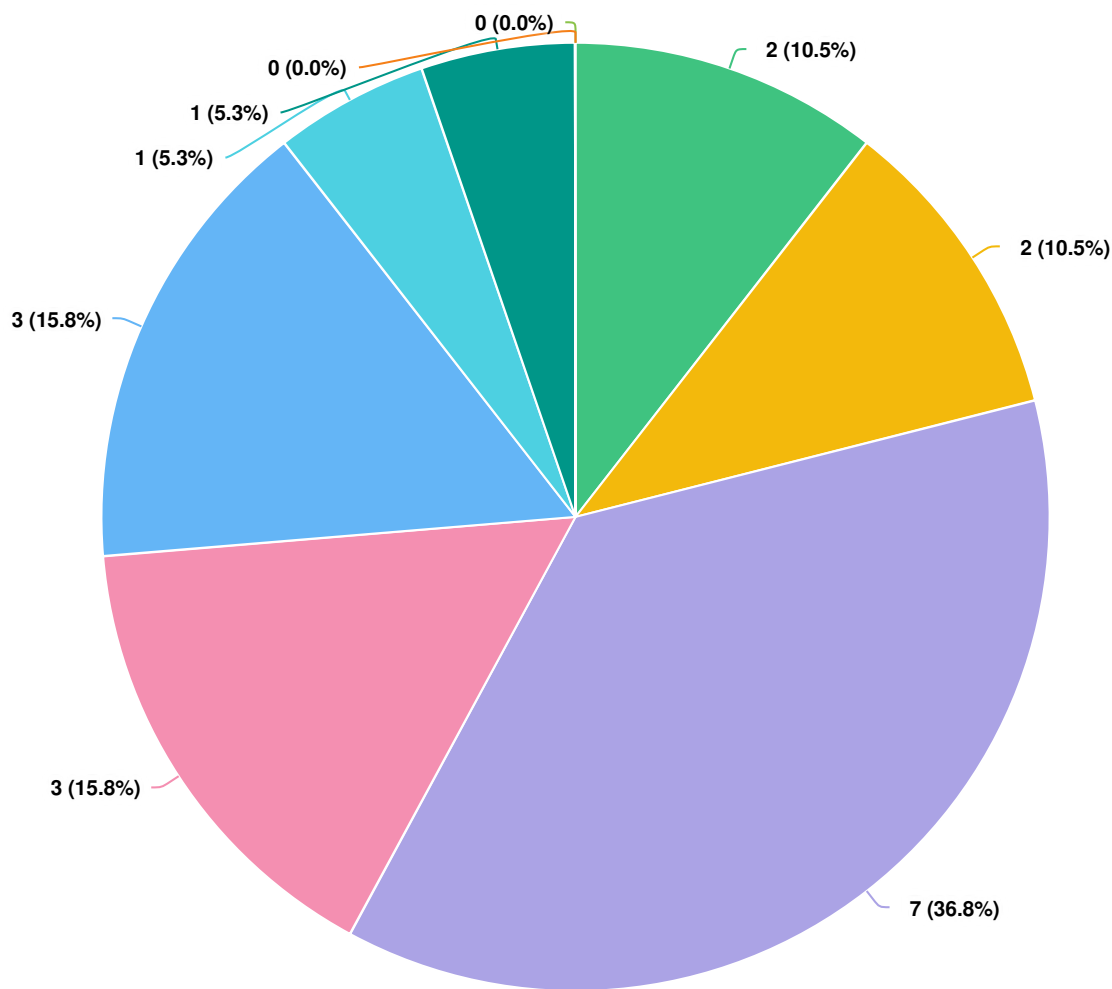


**Question options**

- Morning (9Am - 11AM)
- Mid-day (11AM - 2PM)
- Afternoon (2PM - 6PM)
- Evening (6PM - 9PM)
- Early morning (before 9AM)
- Late evening (after 9PM)

Mandatory Question (19 response(s))  
Question type: Radio Button Question

Q5 How long did you need to park your vehicle?



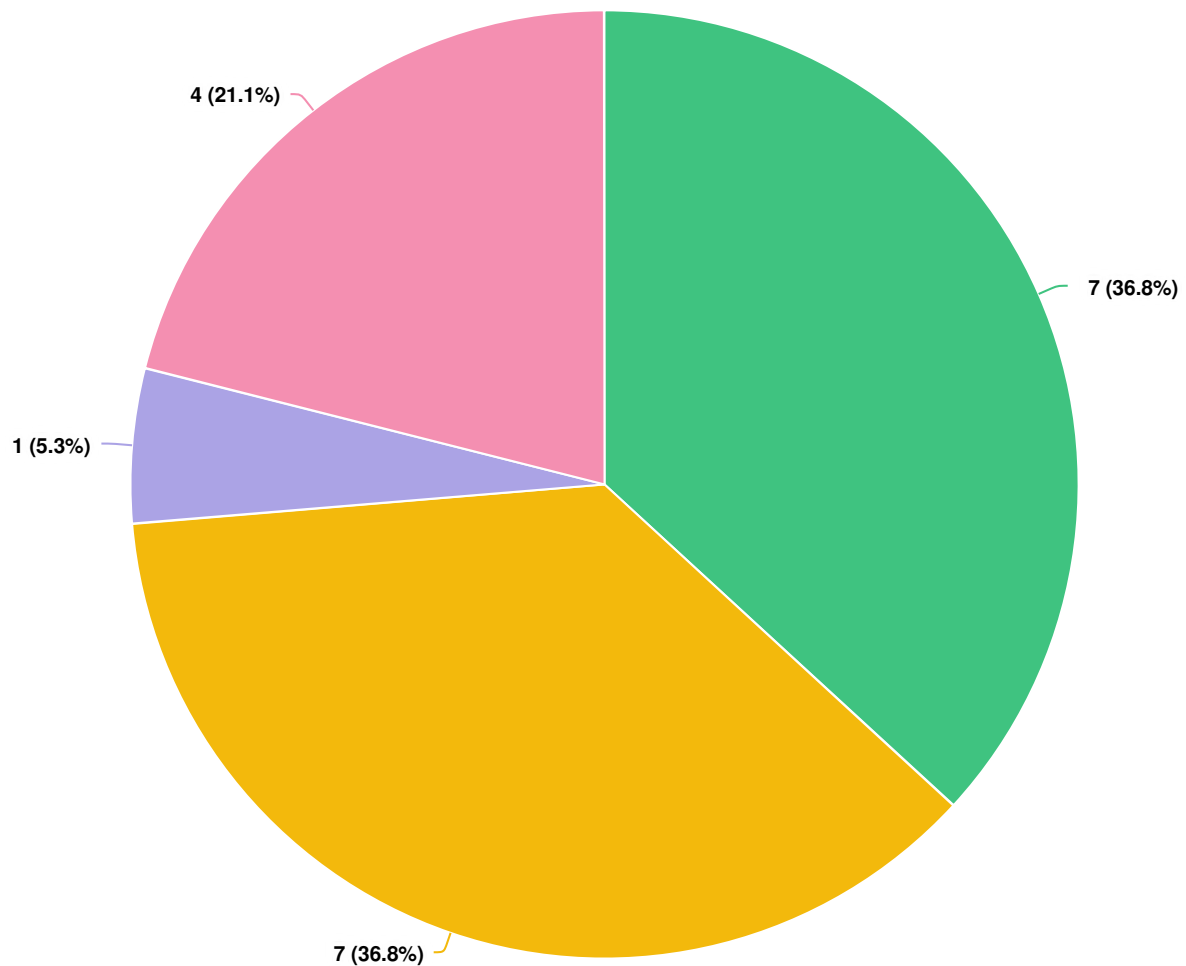
**Question options**

< 15 minutes    1-2 hours    2-3 hours    3-4 hours    4-5 hours    5-6 hours    6 or more hours

15 minutes - 1 hour    Other (please specify)

Mandatory Question (19 response(s))  
Question type: Radio Button Question

**Q6** Did you feel the 3-hour parking duration limit was enough time for your last trip?



**Question options**

- Yes, I felt like I had enough time
- No, I felt like I didn't have enough time. I needed to move my vehicle or leave before I was done with my trip.
- Not applicable, there was no maximum parking limit duration where I parked
- Other (please explain)

*Mandatory Question (19 response(s))*

*Question type: Radio Button Question*

## Q7 | Where did you park in Elora/Fergus?

Anonymous 9/19/2023 09:10 PM	In Fergus municipal parking lot behind Main Street. In Elora, small parking lot off Main Street
Anonymous 9/20/2023 11:53 AM	On the main streets
Anonymous 9/20/2023 01:07 PM	James St., Elora
Anonymous 9/21/2023 08:52 AM	Victoria Park
Anonymous 9/21/2023 09:27 AM	Princess St.
Anonymous 9/21/2023 12:16 PM	In a parking space provided along Hoffer Park.
Anonymous 9/21/2023 12:16 PM	In a parking space provided along Hoffer Park.
Anonymous 9/21/2023 02:12 PM	see my comments above
Anonymous 9/21/2023 04:21 PM	Grand River Raceway
Anonymous 9/22/2023 08:55 PM	I work in both locations in Fergus I park by the curling club to leave space for others travelling to Fergus Elora is difficult to find parking very conchested
Anonymous 9/23/2023 11:04 PM	Mill Street West
Anonymous 10/04/2023 09:03 AM	Mill St



Anonymous

10/08/2023 08:51 AM

East end of Bissell park.

Anonymous

10/08/2023 04:14 PM

Ron Wilkin jewellers / both/ I luv Choc... in Fergus... and Lunch at the RED Door... finally !!!

Anonymous

10/17/2023 11:06 PM

In Elora, at paking lot across from liquor store. In fergus, on street parking nr downtown

Anonymous

10/18/2023 06:58 AM

Street

Anonymous

10/18/2023 10:23 PM

Behind Elora LCBO & then crossed bridge; behind St. Andrew's street near the library in fergus; I chose to park at CW sport plex and took bus to Riverfest all weekend to avoid parking in Elora.

Anonymous

10/22/2023 10:52 AM

Ended up parking on a side street and walking to the downtown core.....not impressed

Anonymous

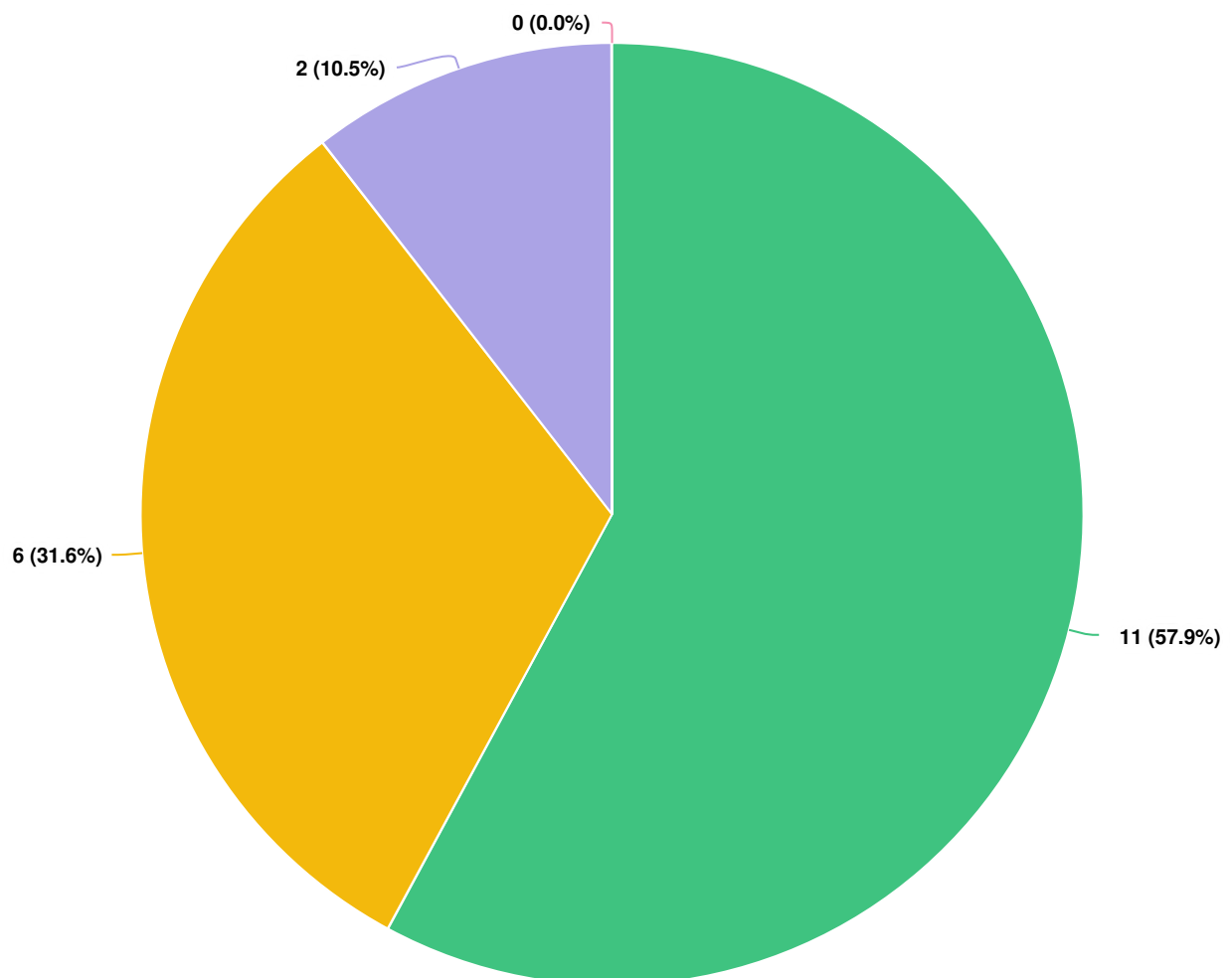
10/22/2023 08:08 PM

Local park

**Mandatory Question** (19 response(s))

**Question type:** Single Line Question

**Q8** What type of parking facility did you park at?



**Question options**

● Public, on-street parking    ● Public, parking lot (off-street)    ● Other (please specify)    ● Private parking

*Mandatory Question (19 response(s))*

*Question type: Radio Button Question*

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**Q9** What locations did you visit on your trip?

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Anonymous

9/19/2023 09:10 PM

Shops and restaurants. Town tour.

Anonymous

9/20/2023 11:53 AM

Town hall, Elora Mill, restaurant

Anonymous

9/20/2023 01:07 PM

Elora Legion Hall

Anonymous

9/21/2023 08:52 AM

Main street Elora

Anonymous

9/21/2023 09:27 AM

Rooted hair salon

Anonymous

9/21/2023 12:16 PM

Dr. Dubler's office

Anonymous

9/21/2023 12:16 PM

Dr. Dubler's office

Anonymous

9/21/2023 02:12 PM

I wished to shop both the downtown Fergus and Elora, finding the Disabled Parking so lacked and ill designed, I gave up and went elsewhere.

Anonymous

9/21/2023 04:21 PM

ECFTA

Anonymous

9/22/2023 08:55 PM

Fergus and Elora

Anonymous

9/23/2023 11:04 PM

Private residence

Anonymous

10/04/2023 09:03 AM

Downtown Elora

Anonymous

Downtown

10/08/2023 08:51 AM

Anonymous

10/08/2023 04:14 PM

Ron Wilkin's... Fergus, Elora, Red Door... and I luv choc.. parked on the main street... as close as we could get.. We shop in Center Welly all the time... or Salem, Alma, Floradale.. LOCAL... self employed places..

Anonymous

10/17/2023 11:06 PM

Walk around town + dinner

Anonymous

10/18/2023 06:58 AM

Local shops

Anonymous

10/18/2023 10:23 PM

Elora restaurants - Friendly Society & Brewery Fergus shops & brewhouse Riverfest

Anonymous

10/22/2023 10:52 AM

Various shops , restaurant

Anonymous

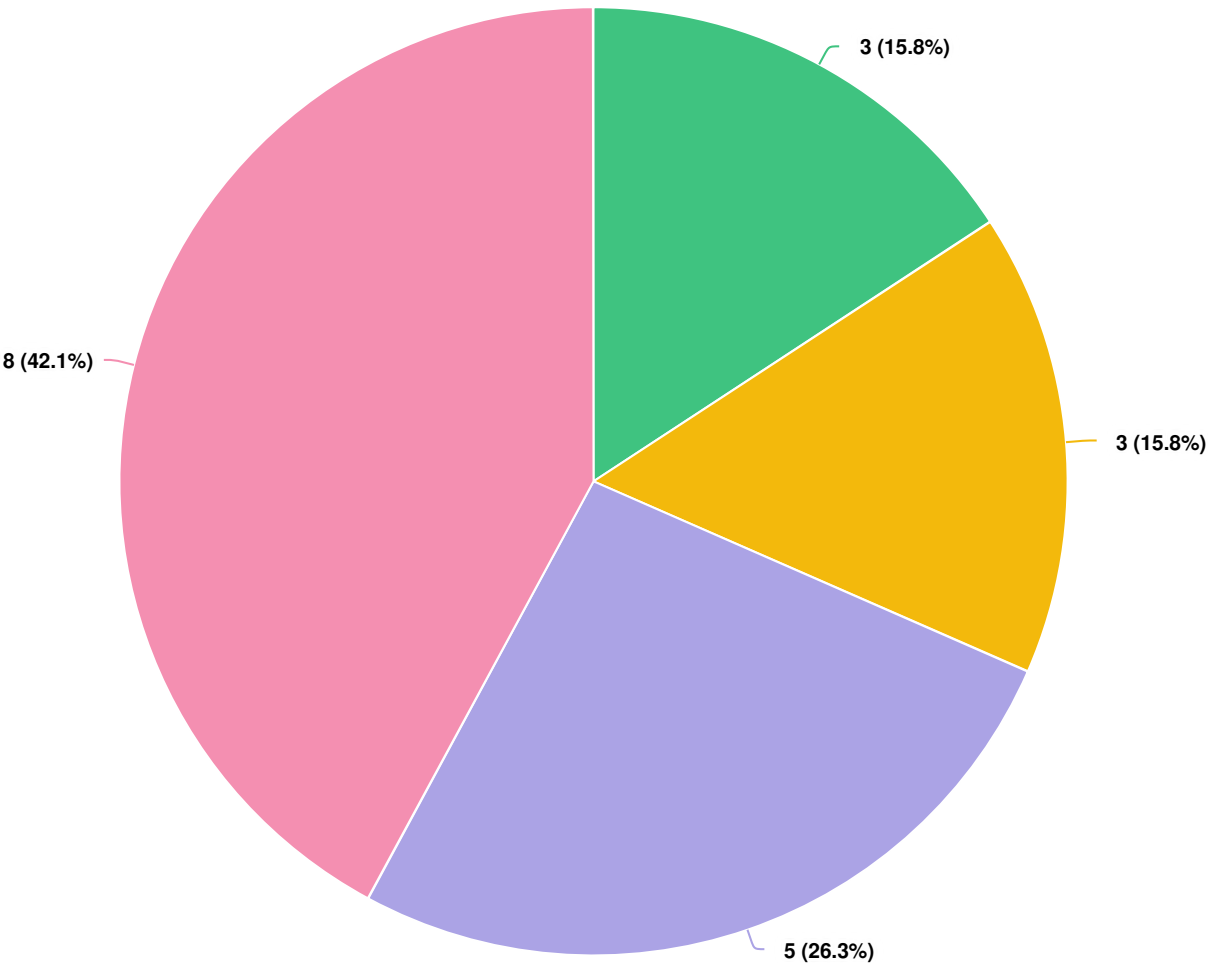
10/22/2023 08:08 PM

Downtown Elora and parks

**Mandatory Question** (19 response(s))

**Question type:** Essay Question

**Q10** | How long did it take you to walk from where you parked to your first destination?

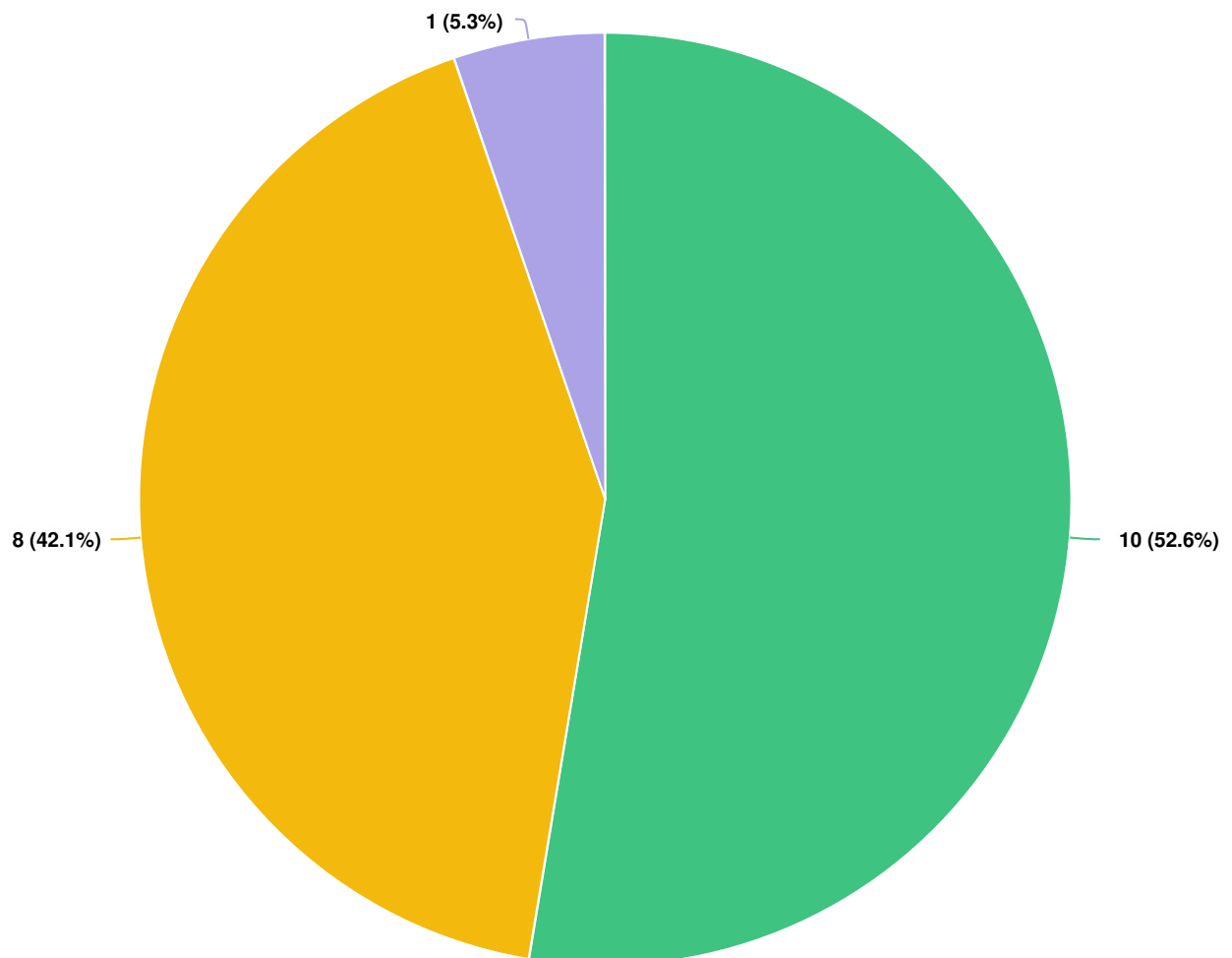


**Question options**

☒ < 1 minute    ☐ 1-3 minutes    ☐ 3-5 minutes    ☐ Over 5 minutes

Mandatory Question (19 response(s))  
Question type: Radio Button Question

**Q11 | How did you feel about the time it took you to walk from where you parked to your first location?**

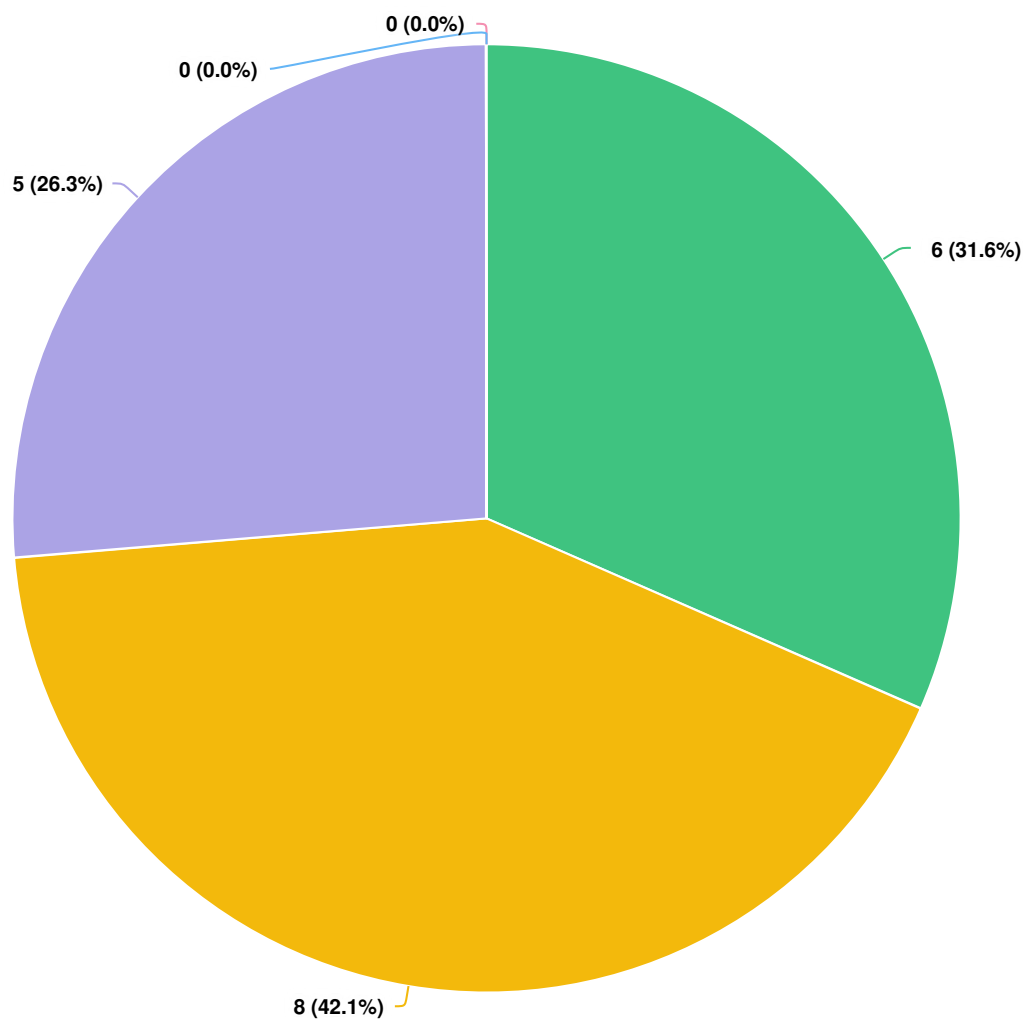


**Question options**

- It was close and convenient ● It was too far away. I couldn't find anything closer ● Other (please explain)

*Mandatory Question (19 response(s))*  
*Question type: Radio Button Question*

**Q12** | What is the maximum duration you would be willing to walk from your parked vehicle to your destination?

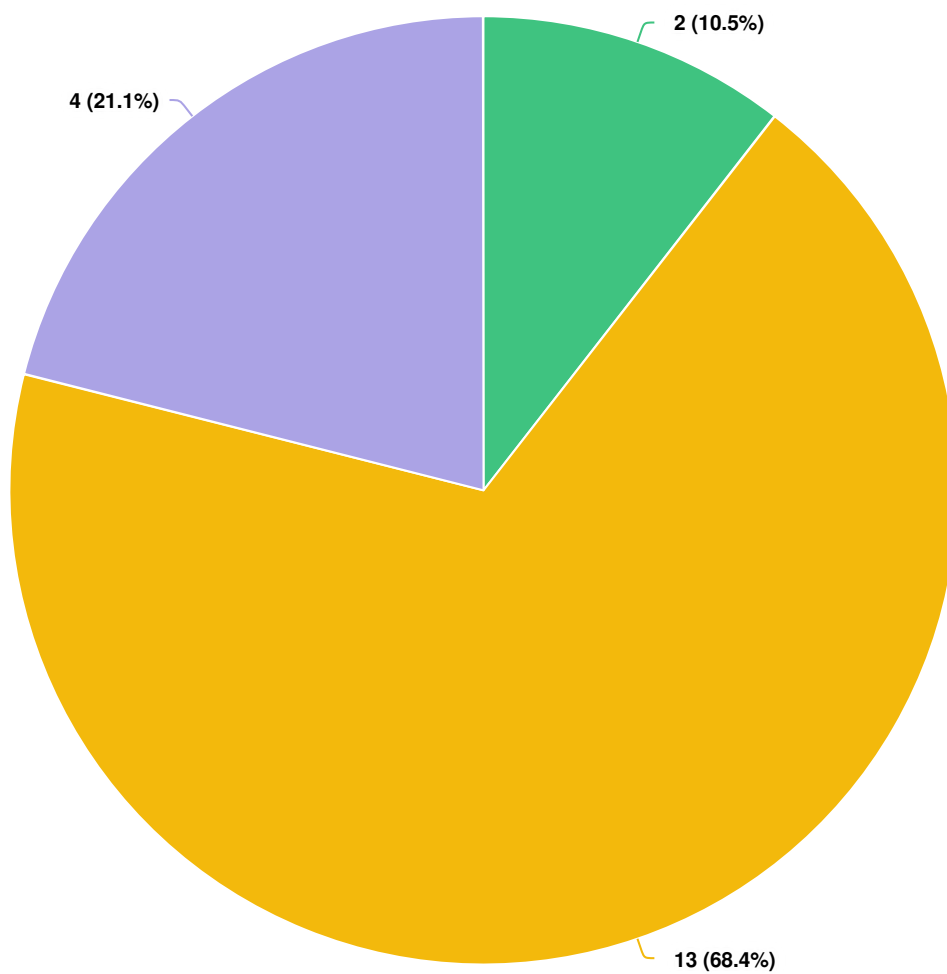


**Question options**

- 0-3 minutes 3-6 minutes 6-9 minutes 9-12 minutes 12-15 minutes

Mandatory Question (19 response(s))  
Question type: Radio Button Question

**Q13** Have you taken the Downtown Shuttle?



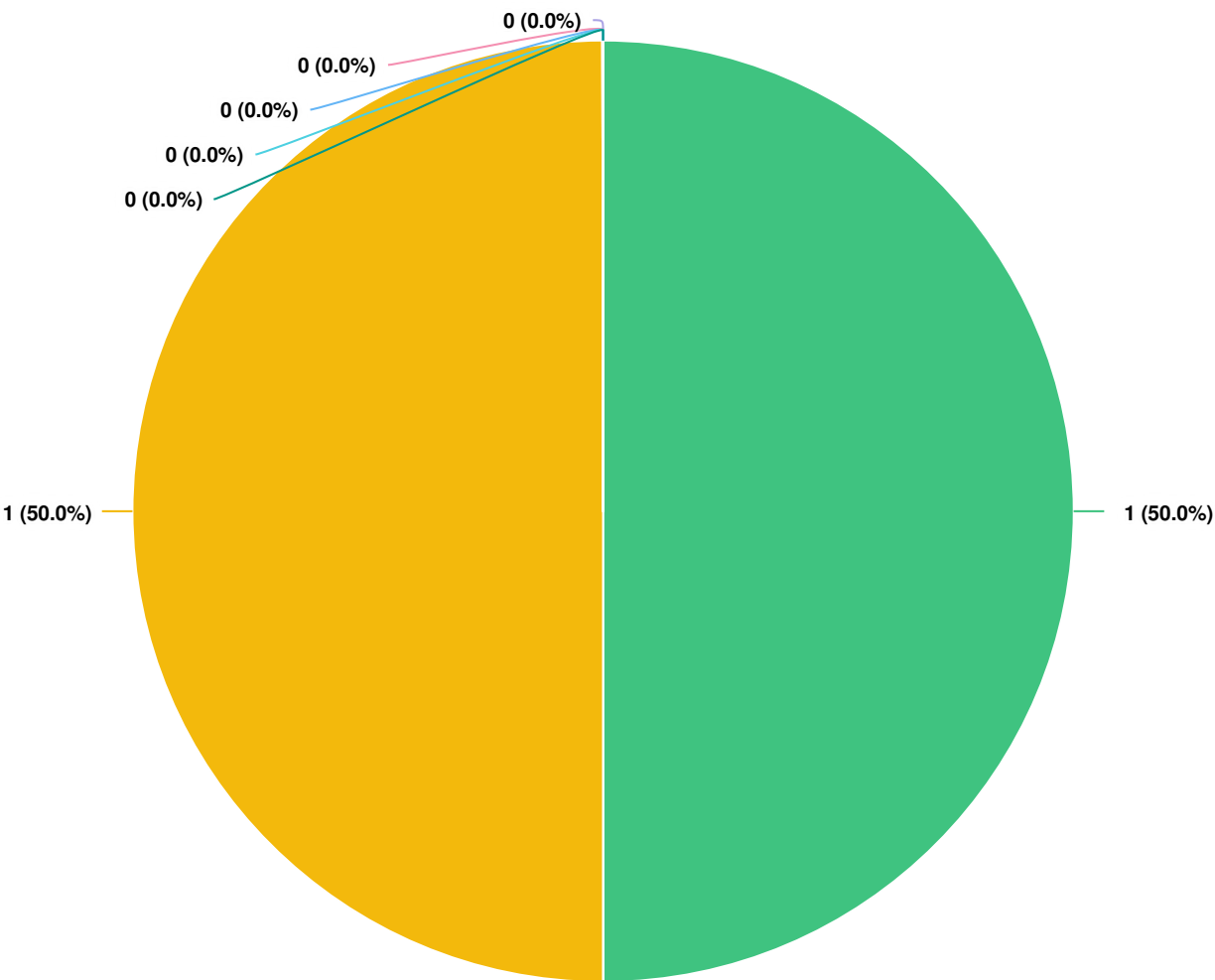
**Question options**

☒ Yes ☒ No, it is not useful ☒ No, I have not heard about it

*Mandatory Question (19 response(s))  
Question type: Radio Button Question*



Q14 How did you hear about the Downtown Shuttle?



Question options

- Township website
- Other (please specify)
- Social media
- Radio ad
- Newspaper
- Poster
- Signage around Township

Optional question (2 response(s), 17 skipped)  
Question type: Radio Button Question

**Q15** | How could the Downtown Shuttle be made more useful to you?

Anonymous

9/19/2023 09:10 PM

More communication about it. More frequency or stops.

Anonymous

9/21/2023 08:52 AM

More frequent trips

Anonymous

9/21/2023 12:16 PM

N/A

Anonymous

9/21/2023 12:16 PM

N/A

Anonymous

9/21/2023 02:12 PM

is the Shuttle wheelchair accessible?

Anonymous

9/22/2023 08:55 PM

It wouldn't be because I live outside of town

Anonymous

10/08/2023 08:51 AM

Run every 15 minutes in Elora only.

Anonymous

10/08/2023 04:14 PM

I can't manage it.

Anonymous

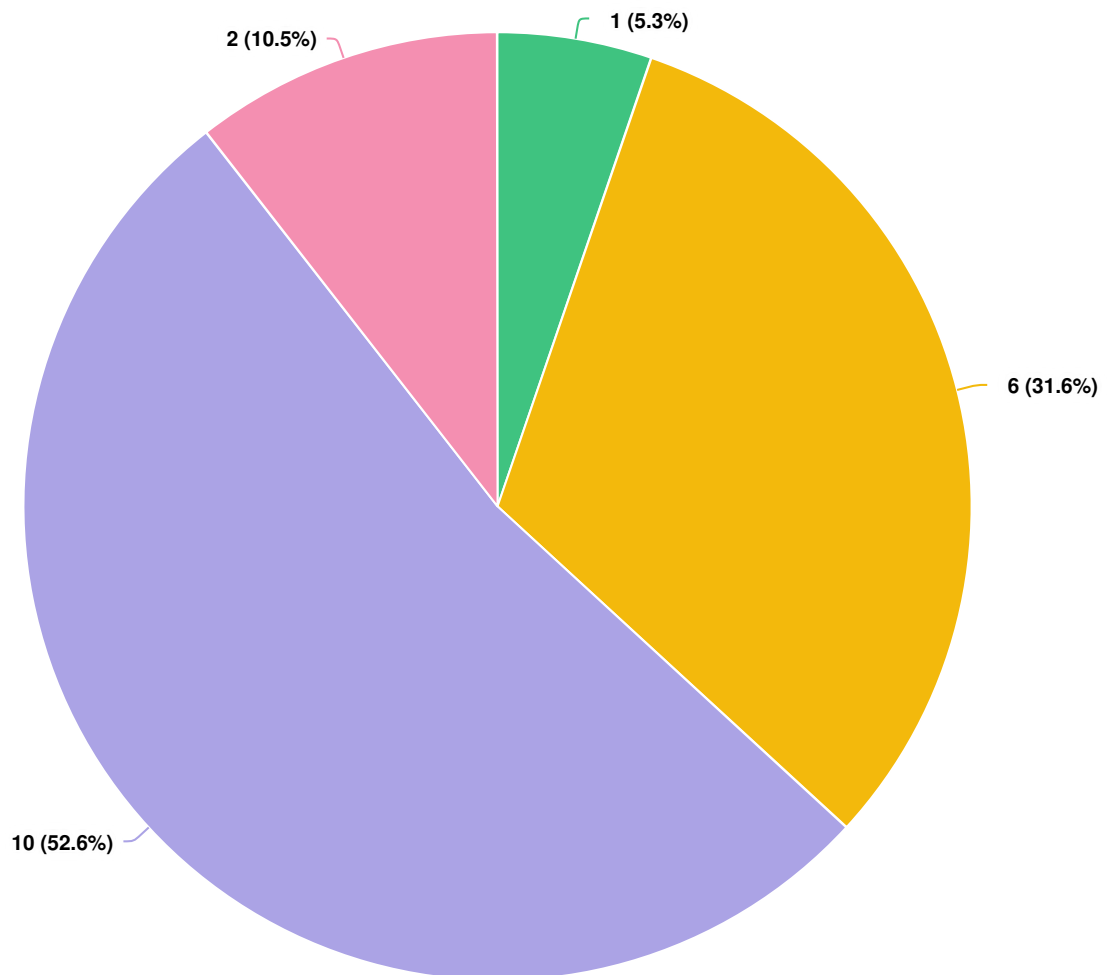
10/17/2023 11:06 PM

More availability if parking is made any more restricted or costly

**Optional question** (9 response(s), 10 skipped)

**Question type:** Essay Question

**Q16** How useful has the 15-minute parking spaces been for you?



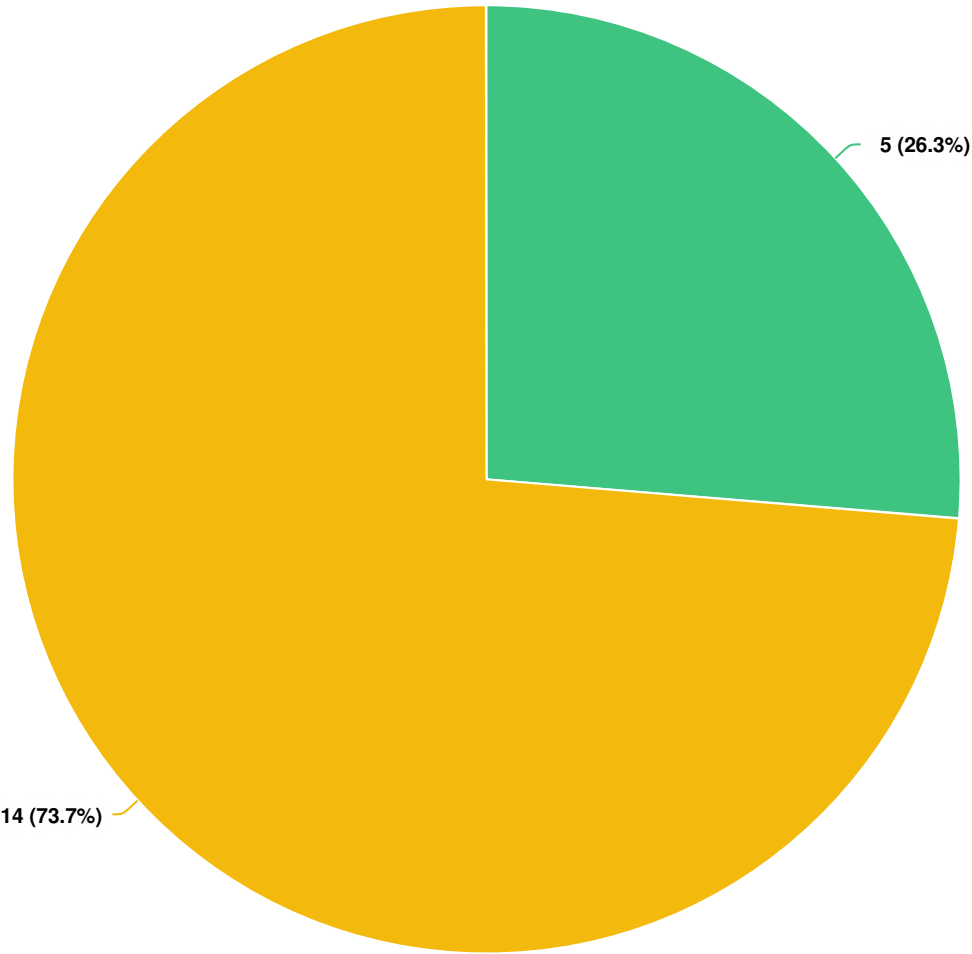
**Question options**

Useful Not useful Not applicable Other (please explain)

Mandatory Question (19 response(s))

Question type: Radio Button Question

Q17 Have you ever biked to visit or explore Elora or Fergus?

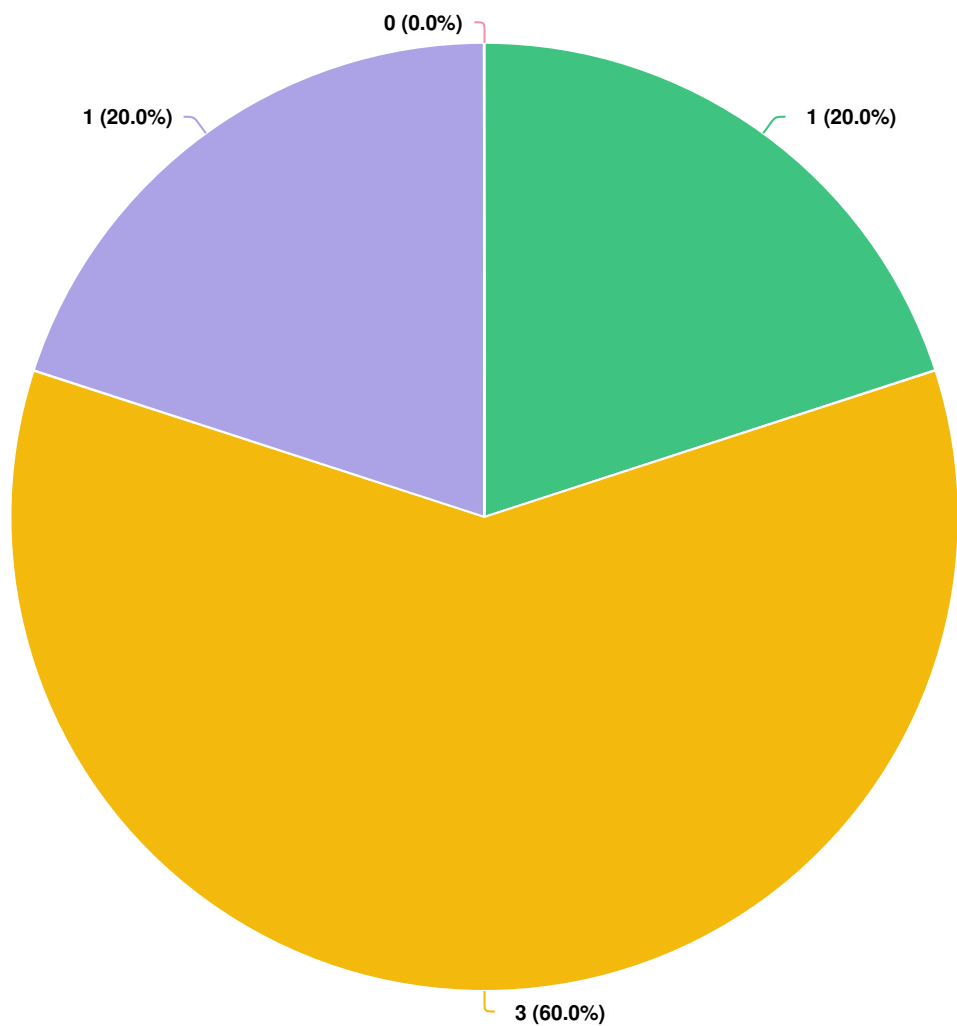


Question options

Yes No

Mandatory Question (19 response(s))  
Question type: Radio Button Question

Q18 Are there usually sufficient areas to park your bike safely and conveniently?

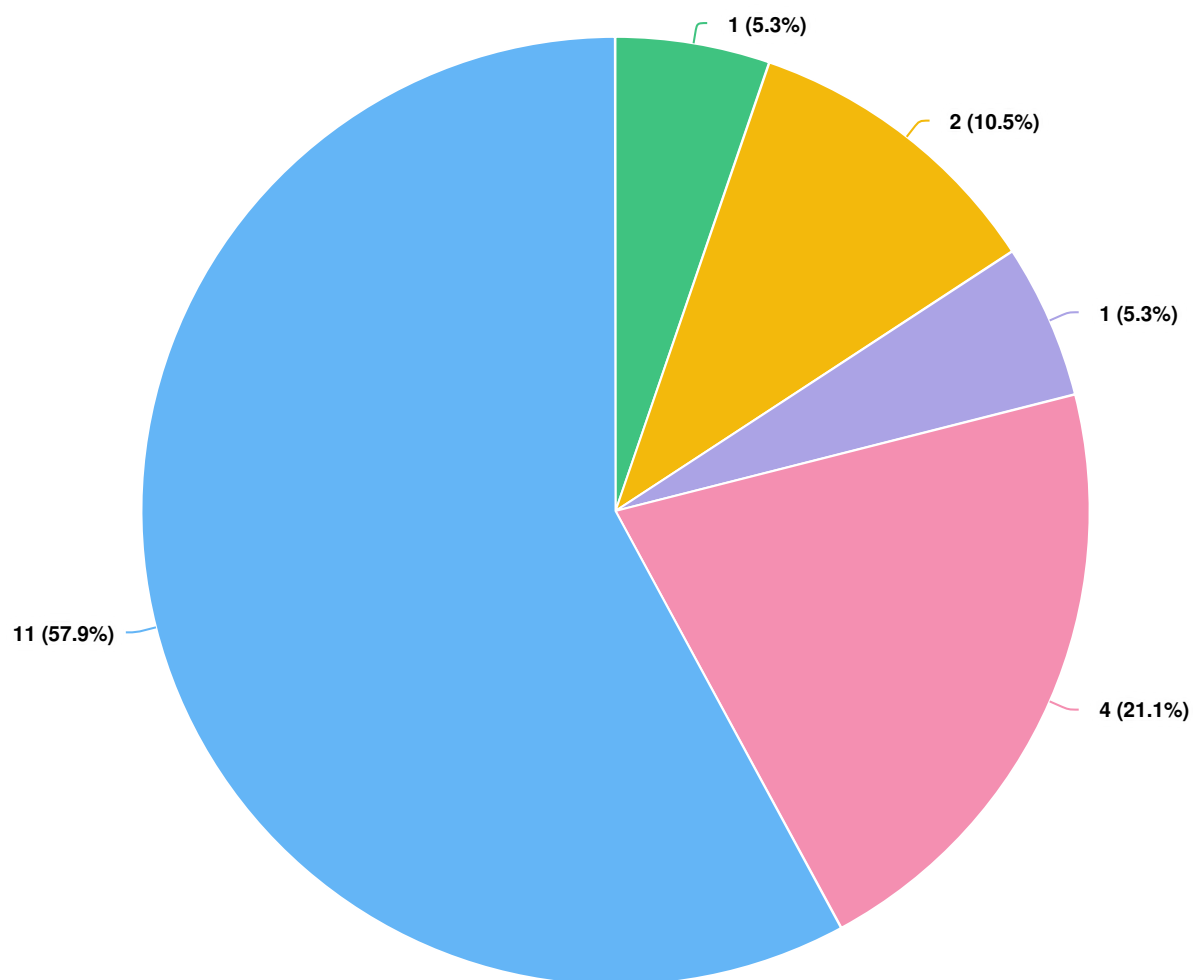


Question options

- Yes
- Sometimes (less than 80% of the time you park your bike)
- Never
- Most of the time (more than 80% of the time you park your bike)

Optional question (5 response(s), 14 skipped)  
Question type: Radio Button Question

**Q19 | What would encourage you to bike more often to visit or explore downtown Elora or Fergus?**



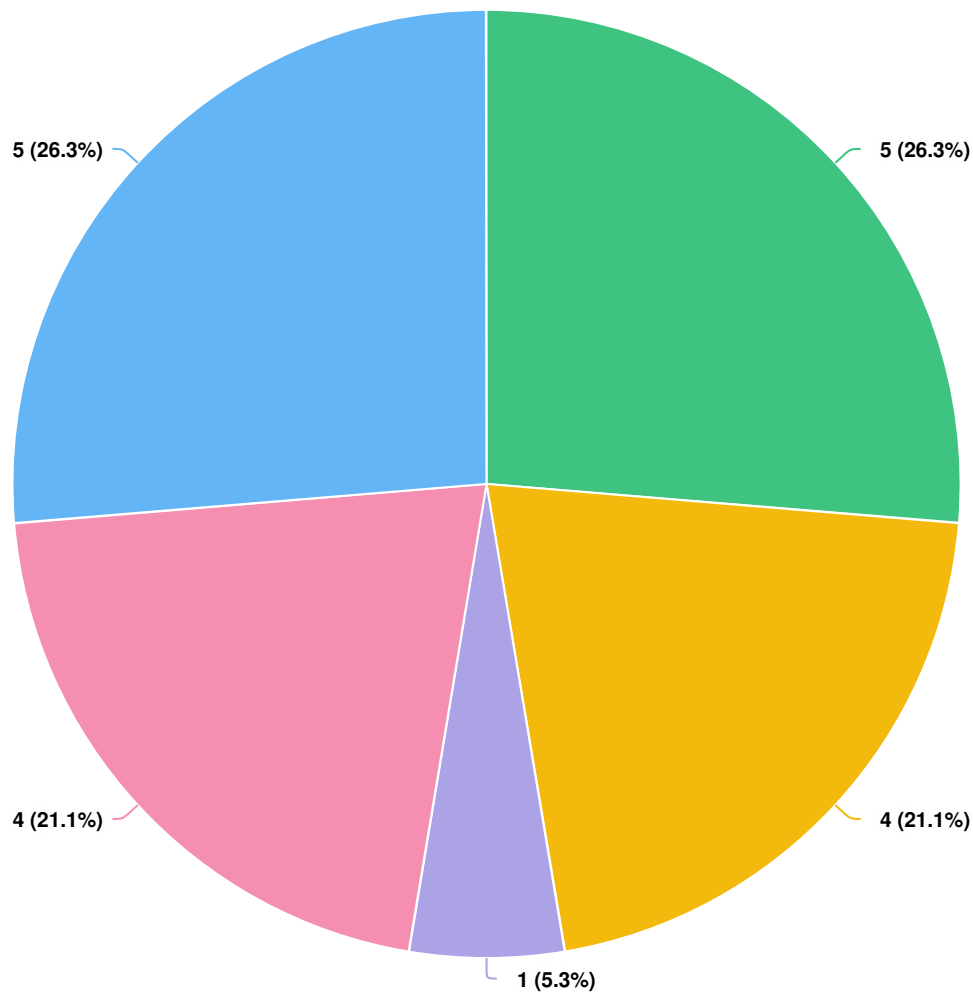
**Question options**

- Bike tours
- Bike rentals/bikeshare
- More safe and convenient bicycle parking
- Safer cycling facilities (e.g., dedicated bike lanes)
- Other (please specify)

Mandatory Question (19 response(s))

Question type: Radio Button Question

**Q20** Expanding on-street restrictions to allow high-demand parking spaces to be used by more vehicles.

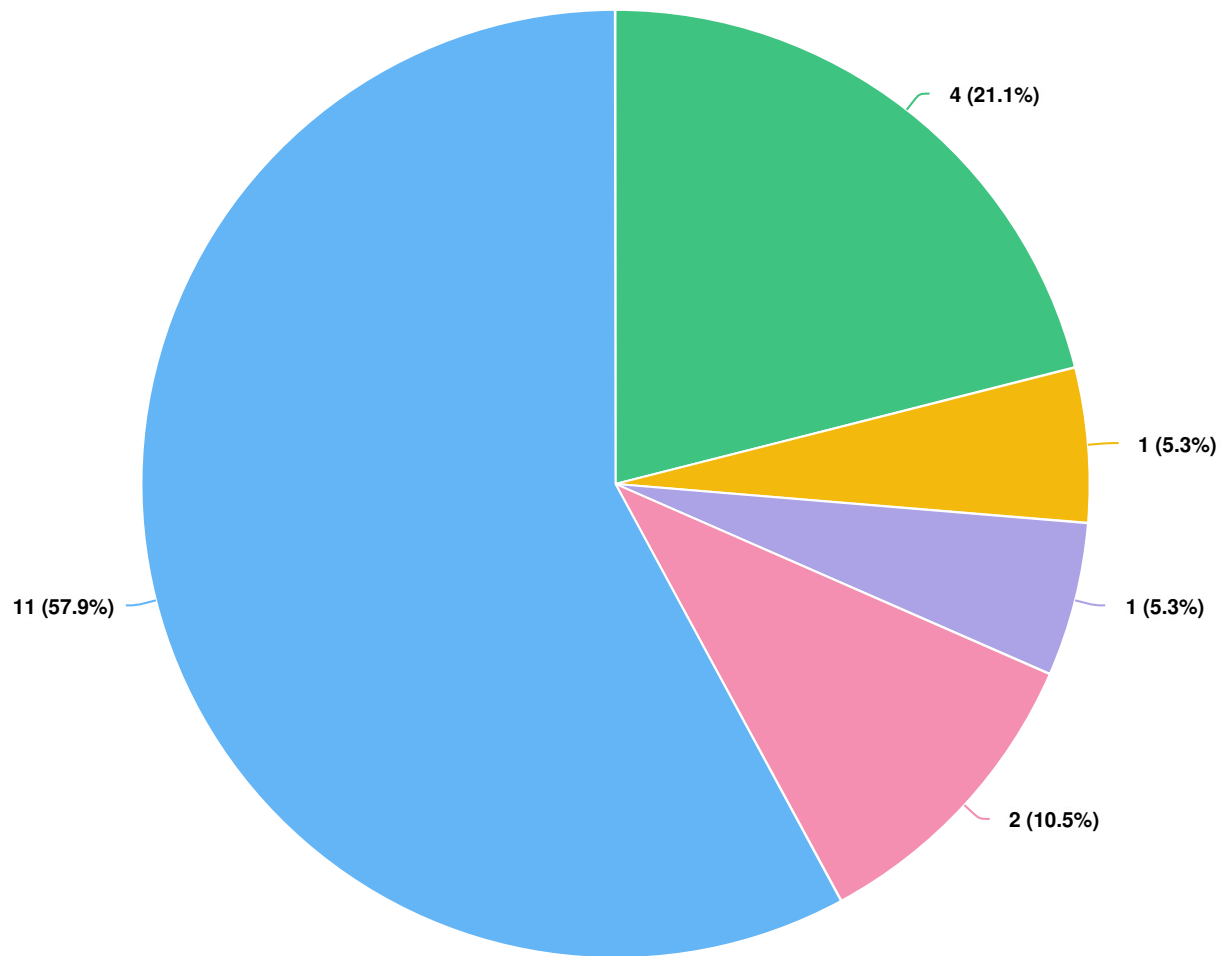


**Question options**

- 5 - Highly supportive    4 - Somewhat supportive    3 - Neutral    2 - Somewhat unsupportive  
1 - Highly unsupportive

Mandatory Question (19 response(s))  
Question type: Radio Button Question

**Q21** | Create paid parking in downtown Elora and Fergus to encourage shorter stays and potentially more parking spaces.



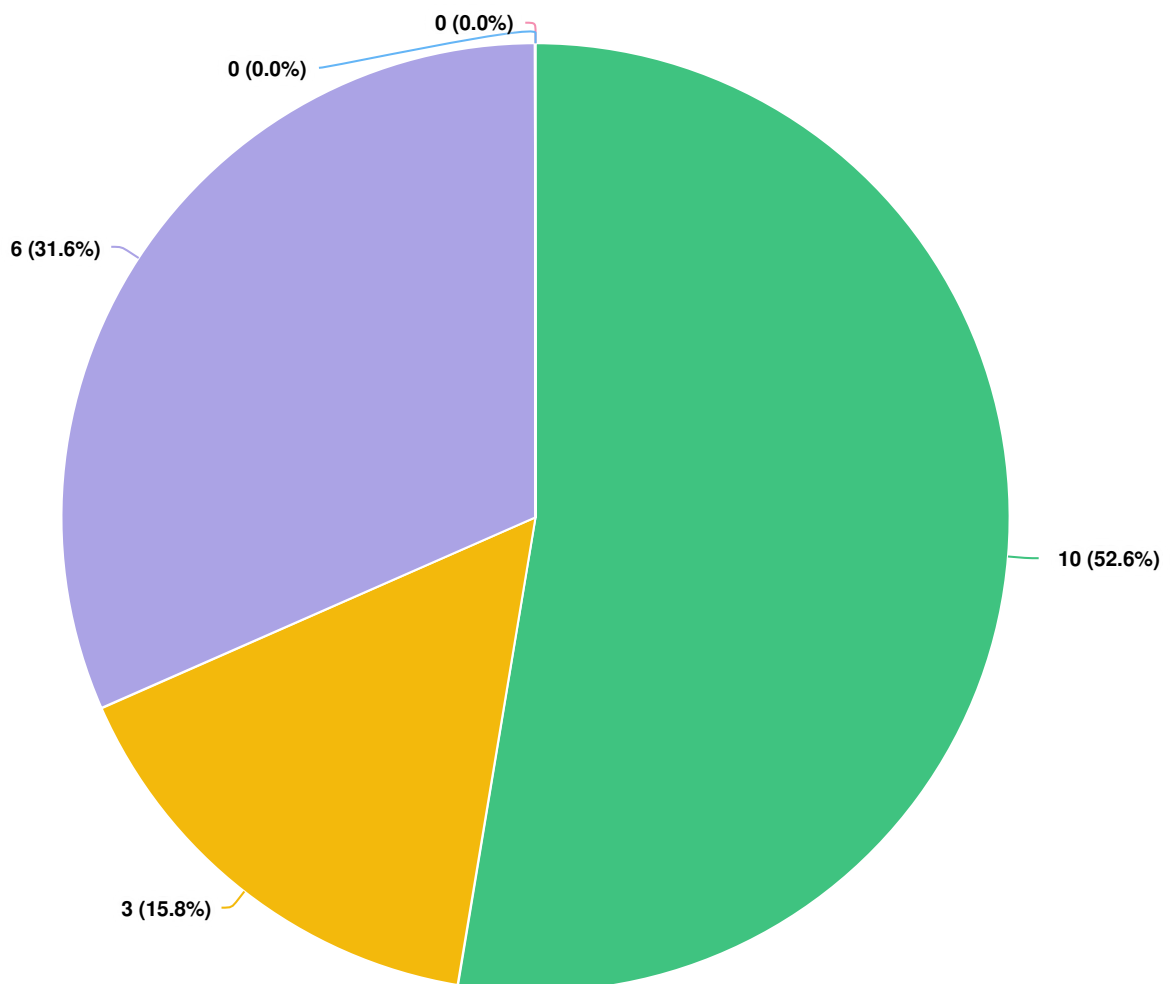
**Question options**

- 5 - Highly supportive   4 - Somewhat supportive   3 - Neutral   2 - Somewhat unsupportive  
1 - Highly unsupportive

Mandatory Question (19 response(s))  
Question type: Radio Button Question



**Q22** How did you hear about this survey?



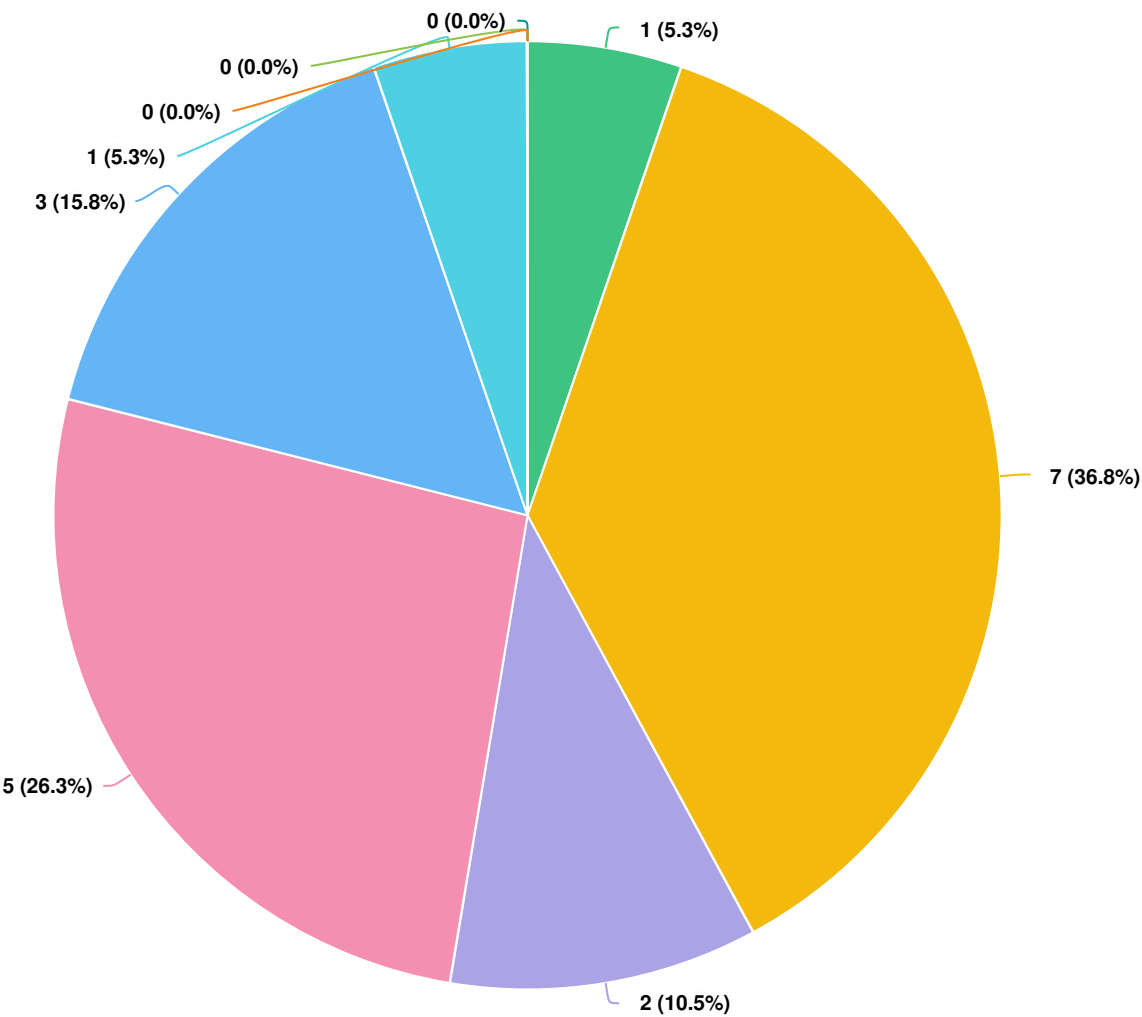
**Question options**

☒ Social media ☐ Through friends/family ☐ Other (please specify) ☐ Township website ☐ E-newsletter

Mandatory Question (19 response(s))

Question type: Radio Button Question

Q23 | What is your age?



Question options

- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 18 years or younger
- 19-24
- 85+

Mandatory Question (19 response(s))  
Question type: Radio Button Question

# Welcome

## Municipal Parking Strategy

Public Open House

Wednesday, September 20, 2023

### How to get involved today:

- ✓ Fill out your thoughts on a comment sheet
- ✓ Provide your thoughts and opinions to members of the project team (they have name tags)
- ✓ Partake in activities on the other boards



### How to stay involved after today:

- ✓ Visit our webpage to keep updated (scan the QR code on this board for the URL)
- ✓ Fill out the online survey found on the website
- ✓ E-mail us with your comments and questions (CWParkingStudy@rjburnside.com)

# Study Purpose

## Purpose

The Municipal Parking Strategy is a comprehensive plan that aims to address the parking needs and challenges in our bustling township. With Elora and Fergus becoming an increasingly sought-after destination, the demand for parking has grown, and we recognize the need for a strategic approach to ensure adequate and efficient parking resources.

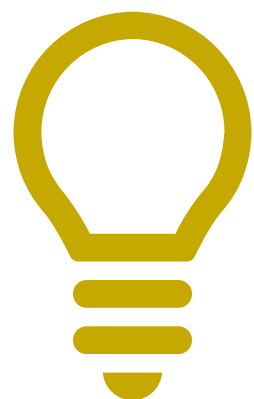
## Importance of Parking Management

Our primary goal is to develop a forward-thinking parking management strategy that caters to the unique needs of Centre Wellington. Through this strategy, we aim to optimize parking utilization, enhance resident and visitor experiences, support local businesses, and support safe and pedestrian-friendly environments.

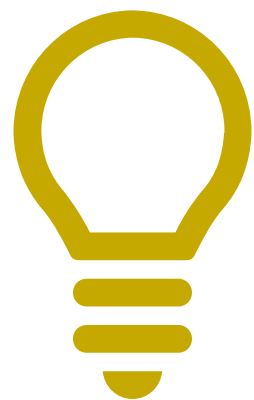
## Study Areas

The study areas for this project are Downtown Fergus and Downtown Elora.

## Did You Know?



**498,000**  
**Total Number of**  
**Visitors (2019)**

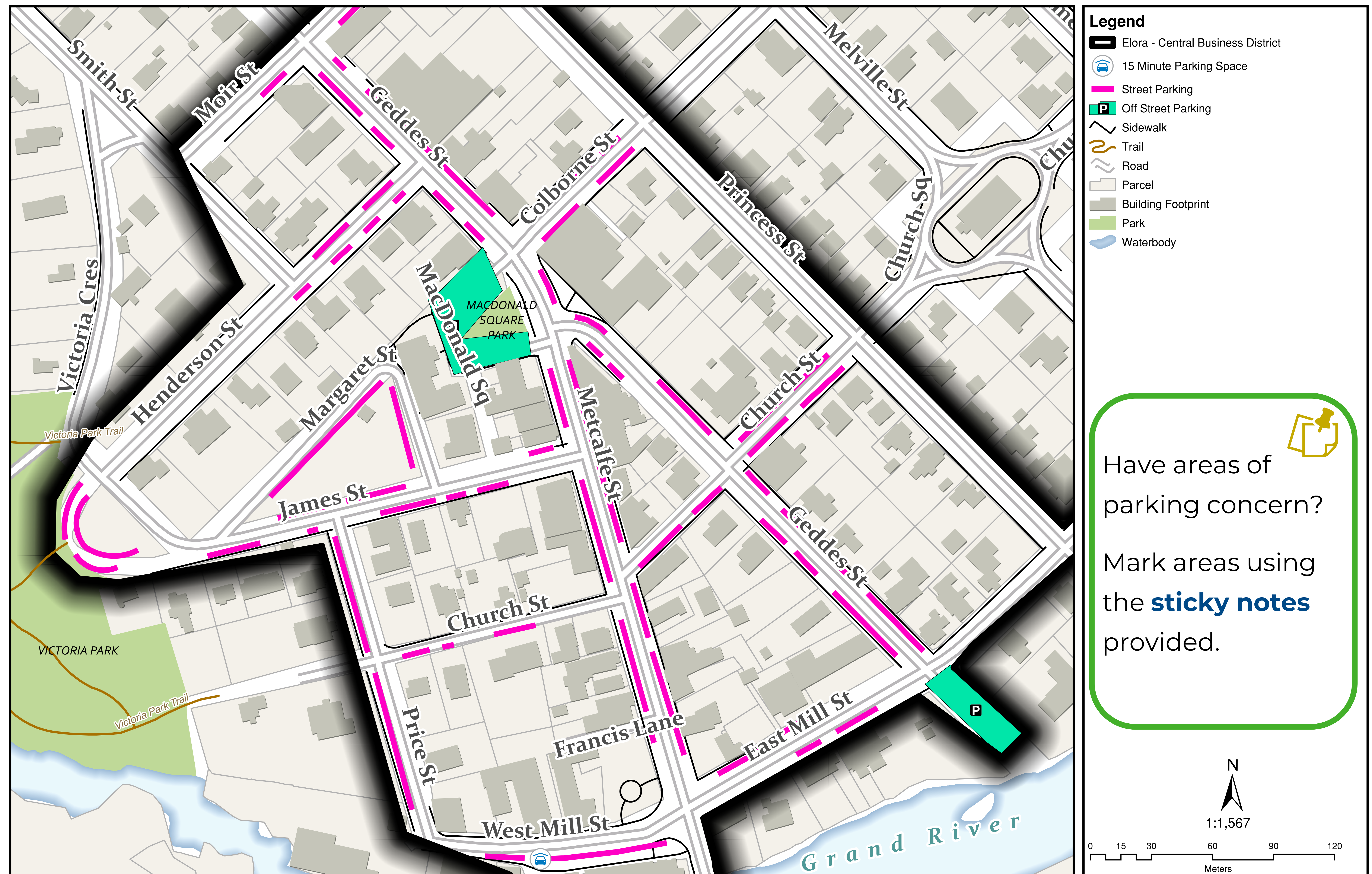


### Top 5 Attractions

- 1 **Elora Gorge & Quarry**
- 2 **Shop**
- 3 **Dine in Restaurant, Café, Pub**
- 4 **Sporting Events / Recreational**
- 5 **Special Festival / Events**

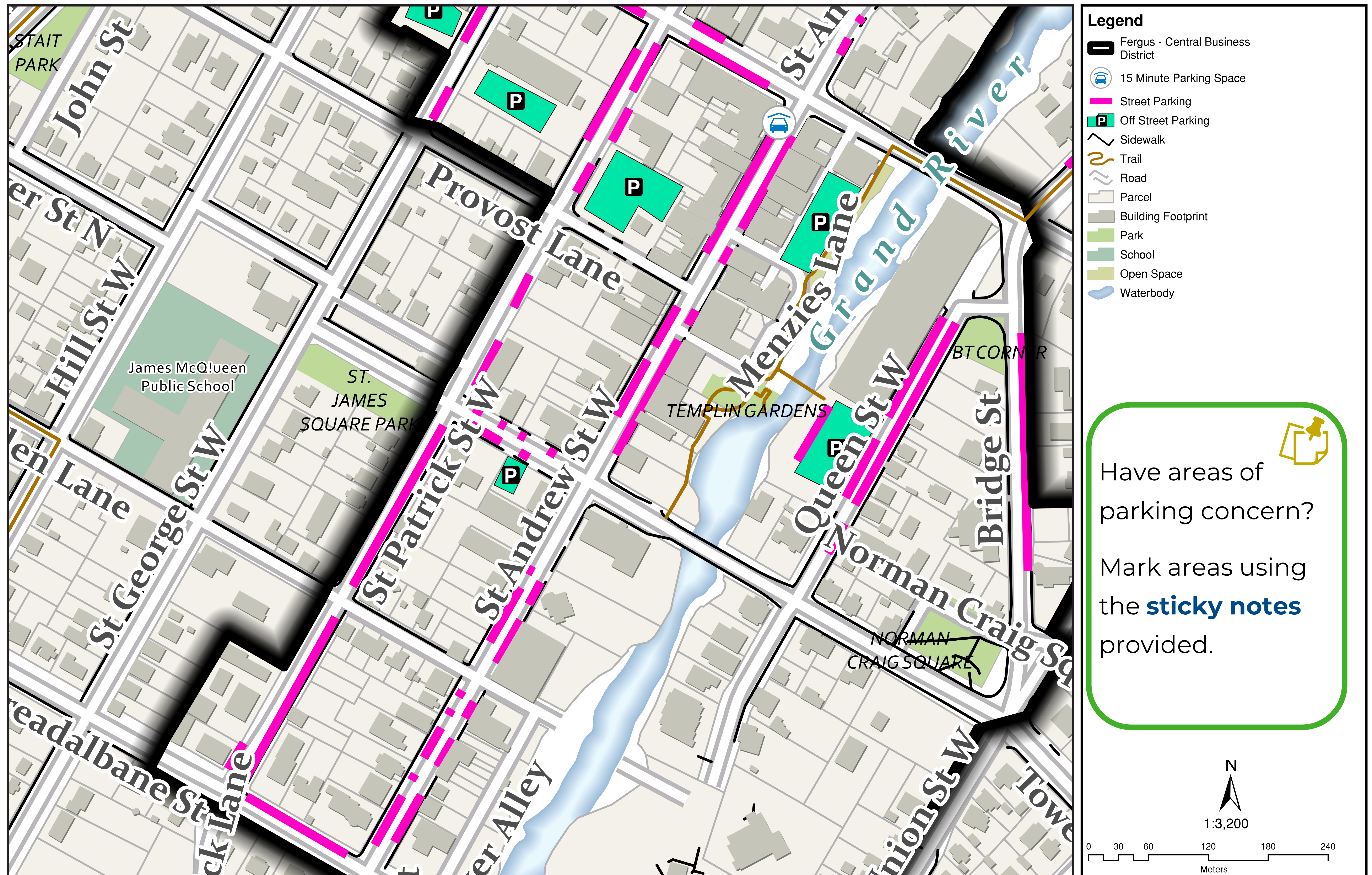


# Mark Areas of Concern – Downtown Elora



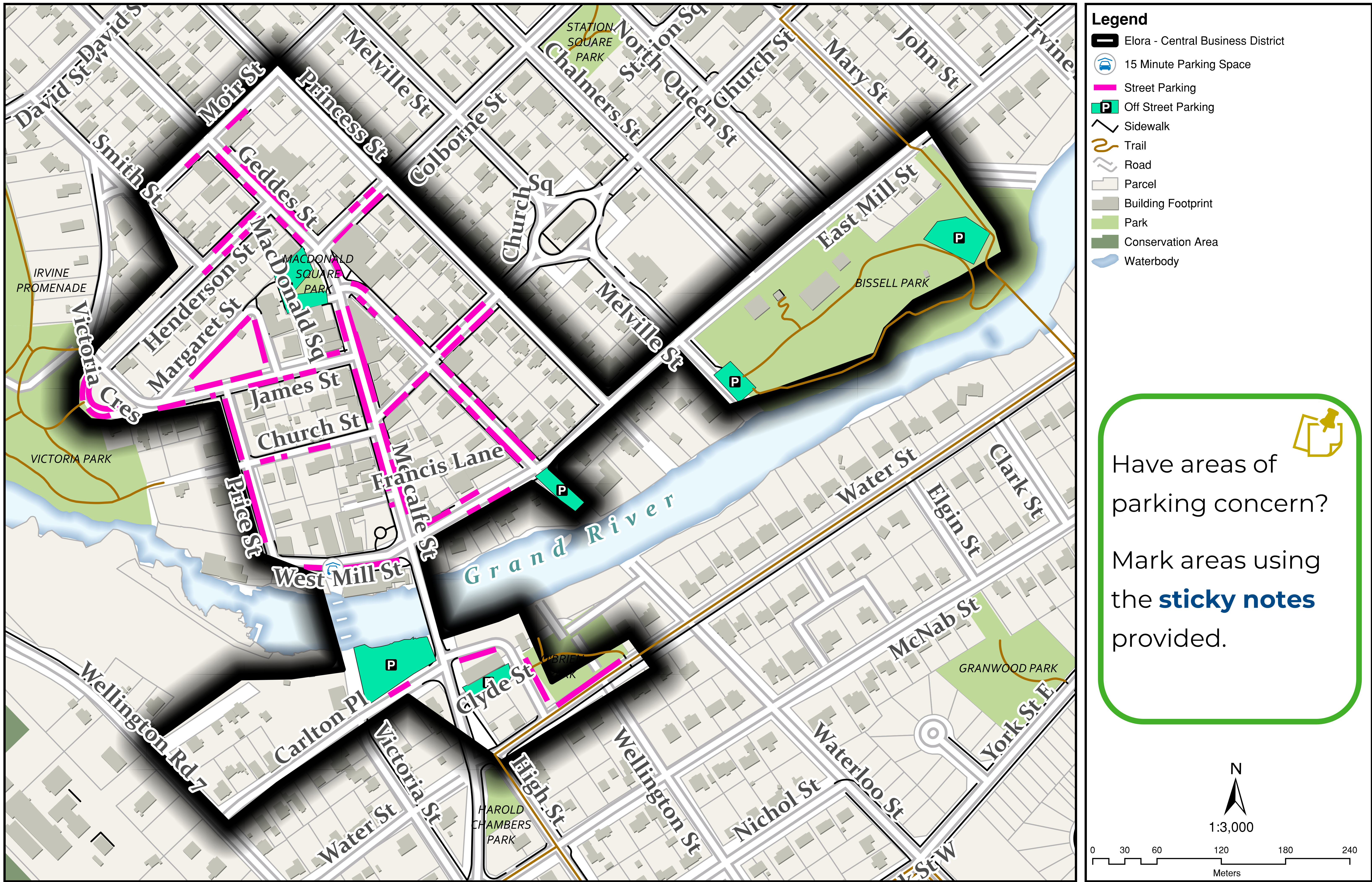


# Mark Areas of Concern – Downtown Fergus



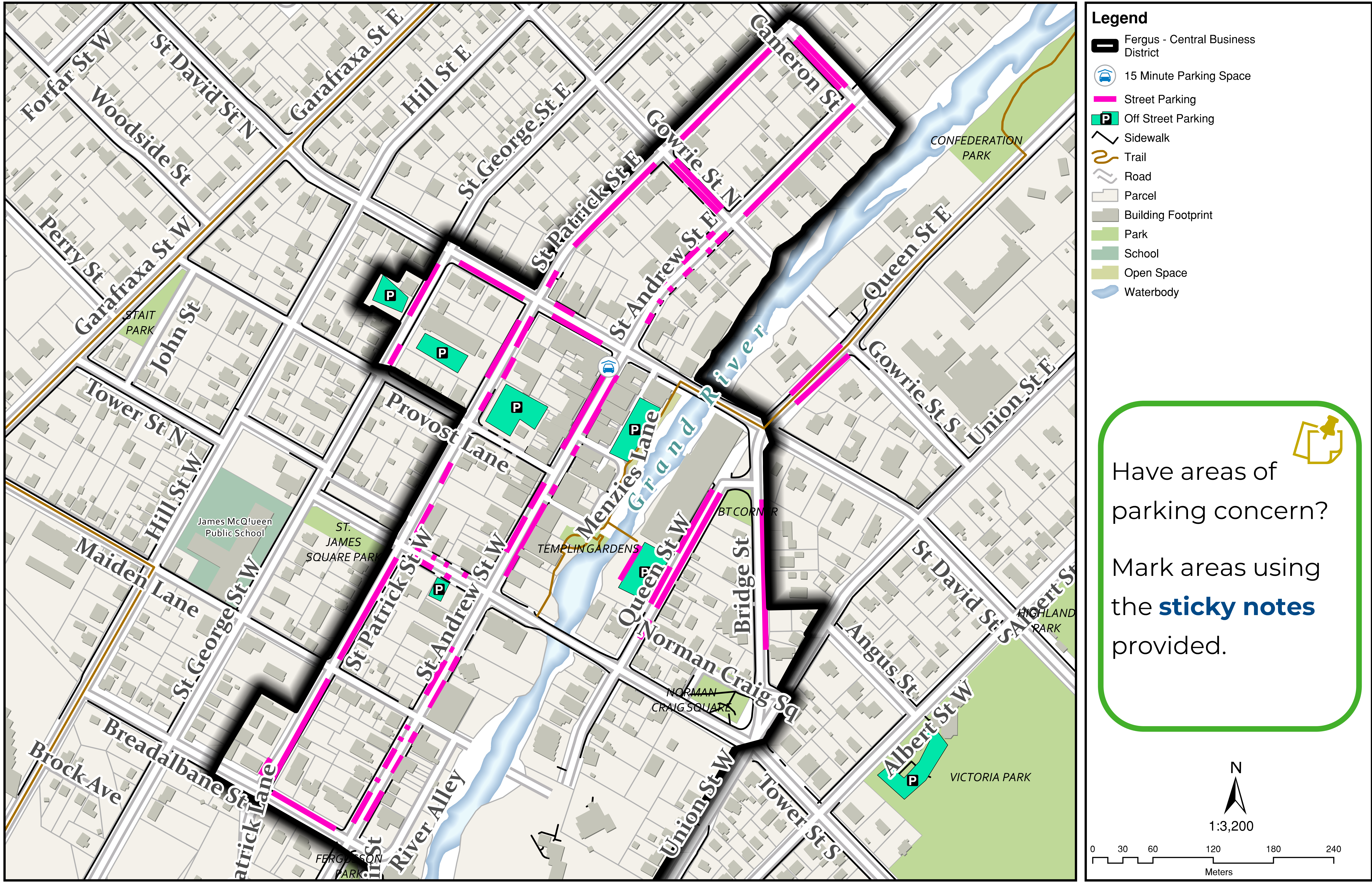


# Mark Areas of Concern – Downtown Elora Expanded





# Mark Areas of Concern – Downtown Fergus Expanded





# Parking Management Opportunities

## Definition of a Parking Management Opportunity

A strategic approach or initiative aimed at optimizing the utilization, management, or policies related to parking resources within a given area or community.

**A potential opportunity is listed below. Let us know your experience!**

### Downtown Shuttle Program

The Downtown Shuttle Program transports visitors and residents to Downtown Elora and Fergus. The shuttle typically operates on Saturday and Sundays. The major benefit of the shuttle program is that the shuttle allows visitors to park outside of the downtown areas where parking is more abundant and available. This study will explore opportunities to refine the shuttle program.



**What have your experiences been with the shuttle?**



**Have you taken the Downtown Shuttle before?**

**Yes**

**No**



# Parking Management Opportunities

## Definition of a Parking Management Opportunity

A strategic approach or initiative aimed at optimizing the utilization, management, or policies related to parking resources within a given area or community.

**A potential opportunity is listed below. Let us know your experience!**

### Planned Street Closures

Street closures have been implemented in the past to create pedestrian-only streets. They support vibrant downtowns but reduces parking availability. For 2023, no planned street closures for pedestrian-only streets were planned in Elora due to construction occurring in the area. During the 2023 summer, Provost Lane has been closed in Fergus, but parking availability was not impacted. This study will explore future opportunities for street closures and, if implemented in the future, how to mitigate impacts to parking availability.



**Would you like to see more pedestrian-only streets implemented in the future? How are you impacted by their street closures?**





# Parking Management Opportunities

## Definition of a Parking Management Opportunity

A strategic approach or initiative aimed at optimizing the utilization, management, or policies related to parking resources within a given area or community.

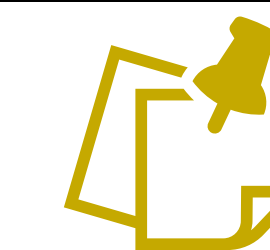
**A potential opportunity is listed below. Let us know your experience!**

### Parking Limits

The three-hour downtown parking limits enhances accessibility by ensuring a consistent flow of customers to local businesses. It reduces congestion, encourages short-duration trips, and maximizes the utilization of available parking resources. Curbside pickup spaces provide parking for quick trips. The 15-minute parking limit helps ensure that these spaces are readily available. This study will explore how parking limits can be implemented in the downtown areas.



**Are the parking limits in the downtown areas sufficient for your trips? How have they impacted your experience downtown?**



**Have you been able to make use of the curbside pickup spaces?**

**Yes**

**No**



# Parking Management Opportunities

## Definition of a Parking Management Opportunity

A strategic approach or initiative aimed at optimizing the utilization, management, or policies related to parking resources within a given area or community.

**A potential opportunity is listed below. Let us know your experience!**

## Parking Management for All Users

Downtown parking management aims to cater to all parking users. This includes visitors to the downtown areas, residents who live and work in the downtown areas, and businesses situated in the downtown areas. This study will explore how the parking management system can support these various parking users.



**As a resident of the downtown area, employee/employer of the downtown, or visitor to the downtown, how can the parking management system be improved to cater to your needs?**







Centre  
Wellington

**Centre Wellington  
Municipal Parking  
Strategy  
Public Open House**



BURNSIDE

**Comment Sheet**

**Name:**

**Public Open House**

**Address:**

September 20, 2023,

**Postal Code:**

7:30 pm – 9:00 pm

**Phone:**

Elora Centre for the Arts

**Email:**

**Comments/Questions/Suggestions (additional space on second page):**

On Tower St in front of St. Andrews Church, with parking on the street & the parking lot it is very dangerous to drive sometimes. Two way traffic is not possible.

also along Tower when school lets out, no room for 2 way traffic

Information will be collected in accordance with the *Municipal Freedom of Information and Protection of Privacy Act*. Except for personal information (e.g., name, address, phone number), all comments will become part of the public record that is available to the general public.

Project information will be made available in an alternative format upon request in accordance with the *Accessibility Standard for Information and Communication under the Accessibility for Ontarians with Disabilities Act, 2005*.



Centre  
Wellington

Centre Wellington  
Municipal Parking  
Strategy  
Public Open House



BURNSIDE

Comment Sheet

Name:

Public Open House

Address:

September 20, 2023,

Postal Code:

7:30 pm – 9:00 pm

Phone:

Elora Centre for the Arts

Email:

Comments/Questions/Suggestions (additional space on second page):

REGARDING WORK ROADS  
ON MILL STREET  
THE SECTION CLOSE TO GEDDES  
AND PRINCESS HAS BEEN  
REDUCED TO 2 CARS LANE  
EAST VERSUS WEST  
UP TO WHICH STREET IS IT  
GOING TO BE SO NARROW?  
WHAT IF SOMEBODY DELIVERING  
"STUFF" "FOOD" STOPPING THEN  
THE BUSY TRAFFIC ON THIS  
STREET STOPS MAKING LIFE  
DRIVING THROUGH MISERABLE !!!

Information will be collected in accordance with the *Municipal Freedom of Information and Protection of Privacy Act*. Except for personal information (e.g., name, address, phone number), all comments will become part of the public record that is available to the general public.

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Centre  
Wellington

Centre Wellington  
Municipal Parking  
Strategy  
Public Open House



BURNSIDE

Comment Sheet

Name:

Public Open House

Address:

September 20, 2023,

Postal Code:

7:30 pm – 9:00 pm

Phone:

Elora Centre for the Arts

Email:

Comments/Questions/Suggestions (additional space on second page):

please remove at least one parking spot on Colbourne St.  
where Princess joins. When driving along Princess  
and arrive at Colbourne visibility is cut off.

I worry someone will have an accident.

Thank you.

Please check out this intersection

Information will be collected in accordance with the *Municipal Freedom of Information and Protection of Privacy Act*. Except for personal information (e.g., name, address, phone number), all comments will become part of the public record that is available to the general public.

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Centre  
Wellington

**Centre Wellington  
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Public Open House**



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**Address:**

September 20, 2023,

**Postal Code:**

7:30 pm – 9:00 pm

**Phone:**

Elora Centre for the Arts

**Email:**

**Comments/Questions/Suggestions (additional space on second page):**

RECONSTRUCTION NEXT YEAR ON ST DAVID  
STREET WILL REMOVE 19 PARKING SPOTS ON  
EAST SIDE OF STREET & 2 SPOTS ON THE  
WEST SIDE (NEAR ST ANDREW ST)

WHAT ARE THEY THINKING !!!

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7:30 pm – 9:00 pm

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Elora Centre for the Arts

Email:

Comments/Questions/Suggestions (additional space on second page):

1. I would like to see the extension of Church Street beyond Price St. be public for pedestrians only. When cars park there they cannot turn around and pedestrians are not safe. entrance to Victoria Park.
2. Could Smith St and Price St Victoria Cres. be one-way streets, with parking on one side of the streets.
3. Residents who live downtown above the stores, particularly in Elora, need somewhere to park. Could these residents have a permit to park in their window/dashboard. What if someone is sick and cannot move their car in time.

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Name:

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September 20, 2023,

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7:30 pm – 9:00 pm

Phone:

Elora Centre for the Arts

Email:

Comments/Questions/Suggestions (additional space on second page):

MORE lanes for active transportation  
paths

of all types - bikes, strollers, motorized  
scooters for disabled individuals, etc.

MORE ~~for~~ pedestrian only areas. It  
works in Ottawa. It works in Montreal.

Bring it on!!!

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7:30 pm – 9:00 pm

Phone:

Elora Centre for the Arts

Email:

Comments/Questions/Suggestions (additional space on second page):

Our Quilt Guild has possibly 1 day a  
month downtown - Legion - Moving a car  
(@ 3 hrs is a huge inconvenience for our "mostly"  
residents.

Also I find our "visitors" to Elora very  
dis respectful to us who live here - also  
doggy "poop" bags need to be more readily  
available!

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Name:

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Address:

September 20, 2023,

Postal Code:

7:30 pm – 9:00 pm

Phone:

Elora Centre for the Arts

Email:

Comments/Questions/Suggestions (additional)

THE MILL PROJECT WILL INCREASE NEED  
FOR PARKING DOWNTOWN ELORA.

THERE MAY BE A NEED FOR  
A PARKING GARAGE AT THE  
LIQUOR STORE.

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7:30 pm – 9:00 pm

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Elora Centre for the Arts

Email:

Comments/Questions/Suggestions (additional)

We are a busy salon downtown fergus,  
That brings  
upwards of 50 clients to the downtown  
core and often our services exceed the  
3 hour limit. Recently we have been  
having on average 15-20 clients weekly  
exceeding the limit and getting tickets.  
That accumulation over a year could  
be astronomical and detrimental to our  
business. Not to mention if they'd like to  
have lunch and shop they would after  
their appointment they would be guaranteed  
to exceed the limit and get a ticket.

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Comment Sheet

Name

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Address

September 20, 2023,

Postal Code

7:30 pm – 9:00 pm

Phone

Elora Centre for the Arts

Email

Comments/Questions/Suggestions (additional space on second page):

Need to be able to load and unload our  
truck and trailer weekly for an hour  
approximately. Has to be either in front  
of the business where you have designated  
15 minute or off to the side or man's  
lane where is now designated no parking

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September 20, 2023,

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7:30 pm – 9:00 pm

Phone:

Elora Centre for the Arts

Email:

Comments/Questions/Suggestions (additional space on second page):

More safe lanes for active transportation -  
+ routes

I don't like being afraid on my bike.  
~~Can~~ Bollards please. No curbs  
that catch your pedal. ~~How~~ What  
happened on S. River Road? We build  
it, we'll use it.

I would like to ~~see~~ see pedestrian  
only areas yr round. Nice things happen  
in these places.

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Comment Sheet

Name:

Public Open House

Address:

September 20, 2023,

Postal Code:

7:30 pm – 9:00 pm

Phone:

Elora Centre for the Arts

Email:

Comments/Questions/Suggestions (additional space on second page):

ALL VISITOR PARKING IN DOWNTOWN  
CORE SHOULD BE PAID PARKING.

CHARGE PARKING AT THE RACEWAY TO  
OFFSET THE SHUTTLE

RESIDENTS IN DOWNTOWN CORE SHOULD  
GET PARKING PASSES

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September 20, 2023,

Postal Code:

7:30 pm – 9:00 pm

Phone:

Elora Centre for the Arts

Email:

Comments/Questions/Suggestions (additional space on second page):

I am in favour of paid parking.

Please look at the work/study of parking by  
DONALD SHOUP. Professor of Urban Planning UCLA  
He raises excellent points and offers solutions  
applicable to the parking concerns locally.

Thank you for the opportunity to provide feedback.

Gabriel

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Name:

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Address:

September 20, 2023,

Postal Code

7:30 pm – 9:00 pm

Phone:

Elora Centre for the Arts

Email:

Comments/Questions/Suggestions (additional space on second page):

I AM A RESIDENT OF DOWNTOWN  
ELORA with no parking - I rely  
on STREET PARKING, obeying the  
3 hour limit.

IN WINTER THERE IS NO STREET  
PARKING (for snow removal)

ALL of the (FEW) PUBLIC PARKING LOTS  
Have A 2<sup>nd</sup> HOUR limit - SUBJECT

TO TOWING! NOTE: A Towing Fee is \$500 !!

I have suggested to numerous

Politicians that a simple sticker

for the CARS of RESIDENTS (who are

also TAXPAYERS would be a SIMPLE

SOLUTION!

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ALSO Re MAPS of PARKING AREAS -  
THERE IS NO INDICATION of HOW MANY SPOTS

Editor's Note from RJB: This petition contains 166 signatures over 10 pages. The next 9 pages are redacted for anonymity purposes.

## Petition for 15 minute parking space in front of St. Andrew's Pharmacy

St. Andrew's Pharmacy has been in this location since October 2011 and had a parking space in front of the pharmacy until a restaurant, a few doors down, built an outdoor patio onto the road a couple of years ago. When the patio season was over the parking space in front of the pharmacy was not reinstated and has not been used as an outdoor patio as well.

Parking spaces in Fergus are very limited.

The pharmacy provides an important service to residents of Fergus. Many customers who go to the pharmacy are elderly and need a parking space close to the store.

We, the citizens of Fergus and customers of St. Andrew's pharmacy, petition the BIA to reassess this situation and reinstate the parking space in front of St. Andrew's Pharmacy.

Name	Address	Signature	Date signed
			Aug 2/23
			Aug 2/23
			Aug 2/23
			Aug 2/23
			Aug 2/23
			2nd Aug/23
			Aug 3/23
			23-08-23
			Aug-3-23

# **Municipal Parking Strategy Interim Update**

Township of Centre Wellington  
Council Meeting  
November 27, 2023

## Goals of This Presentation

- 1 Outline the study process
- 2 Summarize the data collected to-date from field surveys and engagement
- 3 Present the preliminary needs and opportunities

# Agenda

1. Overview
2. Phase 1 – Background Review
3. Phase 2 – Needs and Opportunities Assessment
4. Next Steps

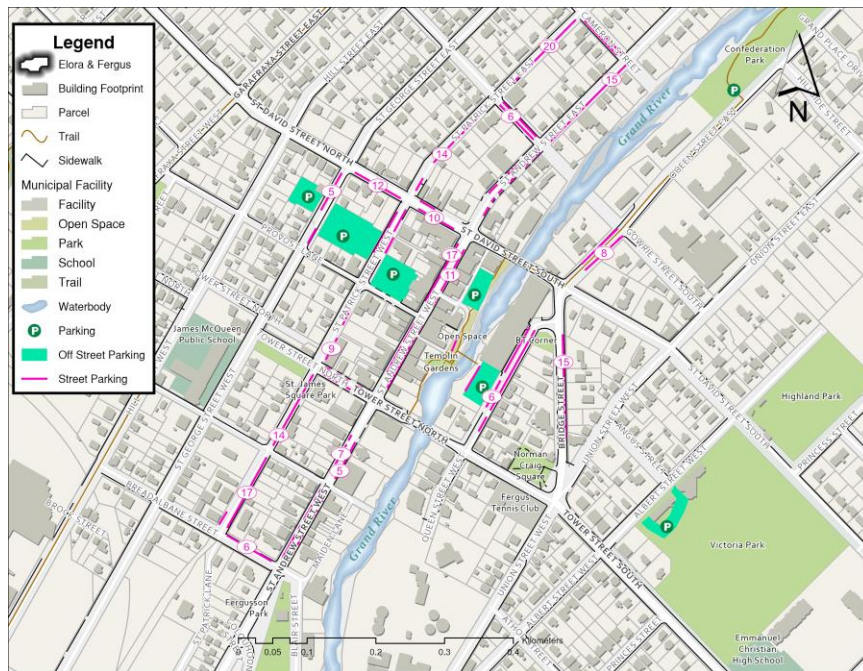
# Overview

## Study Overview

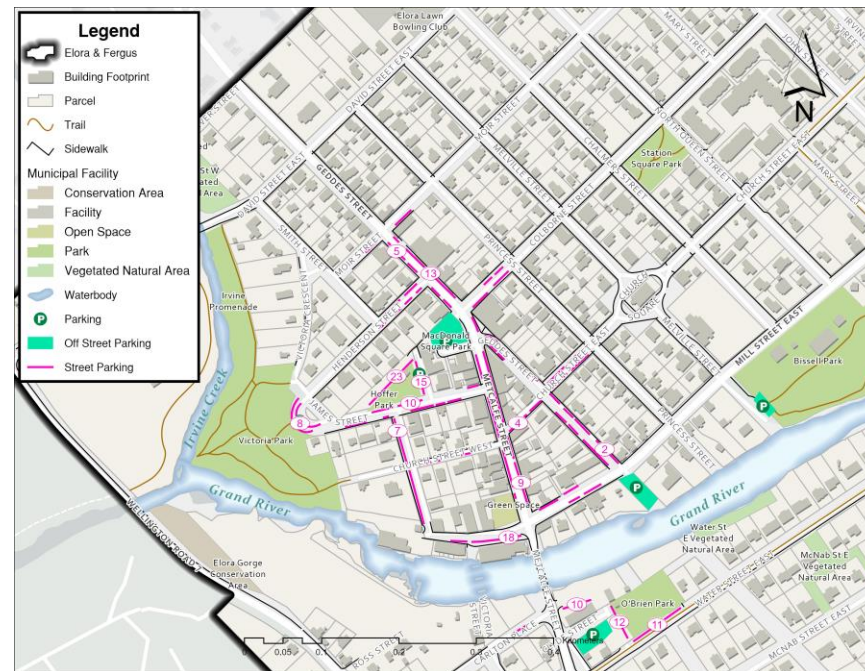
- The Township retained R.J. Burnside & Associates Limited at the end of June 2022 to conduct a Municipal Parking Management Strategy
- This study aims to address existing and anticipated parking issues and leverage opportunities to enhance their parking management system, which includes infrastructure, policies, and programs.
- The study will develop a strategy that will meet parking demands while:
  - Optimizing parking resources,
  - Promoting efficient mobility options, and
  - Fostering a dynamic and inviting environment for everyone.



# Study Areas



Downtown Fergus



Downtown Elora

## Phase 1 – Background Review

# Phase 1

- Phase 1 occurred between July 2023 and August 2023



## Background Review

- Policy and Guiding Documents
- History of Township Downtown Parking Strategy



## Best Practices and Jurisdictional Scan

- Parking regulations, pricing, permit programming, and other topics



## Develop Consultation Plan

- Businesses
- Residents / Visitors
- Council

# Background Review

- To understand best practices, a jurisdictional scan was conducted for the Cities of Guelph, Kitchener, Stratford, Brantford and the Town of Niagara-on-the Lake, Collingwood, Milton

Parking Policies/Strategies	Findings
<b>On-street parking duration limits</b>	Most municipalities implement shorter time restrictions closer to higher density areas and longer time restrictions in other areas.
<b>Off-street parking duration limits</b>	Some municipalities implement timing restrictions on the off-street lots whereas the Township does not.
<b>Pricing Schemes</b>	A few municipalities implement paid pricing on-street and in the parking lots, whereas the Township does not.
<b>Parking permit programs and accessibility and veteran parking exemptions</b>	A few municipalities implement residential parking permit systems. The Township currently does not implement any.
<b>Electric vehicle infrastructure initiatives</b>	Most municipalities do not own and operate electric vehicle charging stations. Most municipal electric charging stations are placed in off-street parking lots.

## History of the Township's Parking Strategy

- This study aims to build on the strategies developed in previous studies

### Previous Studies

- Transportation Master Plan
- 2021 Report to Council
- 2022 Report to Council
- 2023 Report to Council



### Major Strategies

- Parking enforcement
- Three-hour parking limits
- Planned street closures
- Downtown shuttle program



## Public and Stakeholder Engagement

- Public and stakeholder consultation provided critical insights into parking perspectives, needs, and potential solutions
- The project webpage, surveys, and stakeholder meetings were advertised through social media, posters posted in the downtowns, postcards, resident mail-outs

Engagement Activity	Key Date
Alpha Technology Systems Inc. Interview	September 14, 2023
Stakeholder Meeting – Elora (Virtual)	September 19, 2023
Public Open House	September 20, 2023
Stakeholder Meeting – Fergus (Virtual)	September 21, 2023
Township Key Meeting	October 19, 2023
Survey (Business, Residents, Visitors)	September 19, 2023 – October 22, 2023



# Township of Centre Wellington Parking Strategy

2023



## What is the Municipal Parking Strategy?

The Municipal Parking Strategy is a comprehensive plan that aims to address the parking needs and challenges in our bustling township. With Elora and Fergus becoming an increasingly sought-after destination, the demand for parking has grown, and we recognize the need for a strategic approach to ensure adequate and efficient parking resources.

Visit [www.connectcw.ca/municipal-parking-strategy](http://www.connectcw.ca/municipal-parking-strategy) to learn more about the Parking Strategy.

Scan the QR Code to get involved!



If you have any questions or comments, please contact either of the following Project Team members:

**Gordon Hui, P.Eng.**  
Consultant Project Manager  
R.J. Burnside and Associates  
6990 Creditview Road, Unit 2  
Mississauga, ON L5N 8R9

**Kendra Martin**  
Communications & Strategic  
Initiatives Specialist  
Township of Centre Wellington  
1 MacDonald Square  
Elora, ON N0B 1S0

Project Email: [CWParkingStudy@rjburnside.com](mailto:CWParkingStudy@rjburnside.com)



# MUNICIPAL PARKING STRATEGY

2023

Dear Business Owners,

The Township is embarking on the development of a Municipal Parking Strategy. As a crucial stakeholder, your insights matter. Take our survey, visit our project page for updates, and be part of the dialogue to enhance our parking system. Your input is crucial in creating a more accessible, sustainable, and vibrant community.

Stakeholders, like yourself, are invited to two virtual meetings, one specific to Elora and one specific to Fergus. Please e-mail [CWParkingStudy@rjburnside.com](mailto:CWParkingStudy@rjburnside.com) to RSVP.



If you have any questions or comments, please contact either of the following Project Team members:

**Gordon Hui, P.Eng.**  
Consultant Project Manager  
R.J. Burnside and Associates  
6990 Creditview Road, Unit 2  
Mississauga, ON L5N 8R9

**Kendra Martin**  
Communications & Strategic Initiatives Specialist  
Township of Centre Wellington  
1 MacDonald Square  
Elora, ON N0B 1S0

Project Email: [CWParkingStudy@rjburnside.com](mailto:CWParkingStudy@rjburnside.com)



## IMPORTANT DATES\*

- Elora Stakeholder Virtual Meeting #1 - September 19, 2023; 4 - 5 p.m.
- Public Open House - September 20, 2023; 7:30 - 9 p.m. At the Elora Centre for the Arts
- Fergus Stakeholder Virtual Meeting #2 - September 21, 2023; 4 - 5 p.m.

\*You are encouraged to attend the session in which your business is, however you are welcome to attend either session.



## Phase 2 – Needs and Opportunities Assessment



## Phase 2

- Phase 2 occurred between September 2023 and November 2023



### Data Collection

- Utilization Studies
- Durational Studies
- Field Observations



### Undertake Consultation Plan

- 2 public meetings
- 2 stakeholder meetings
- 3 surveys



### Needs and Opportunities Assessment

- Need: Fundamental requirements
- Opportunities: Strategies that innovate or optimize

# Data Collection

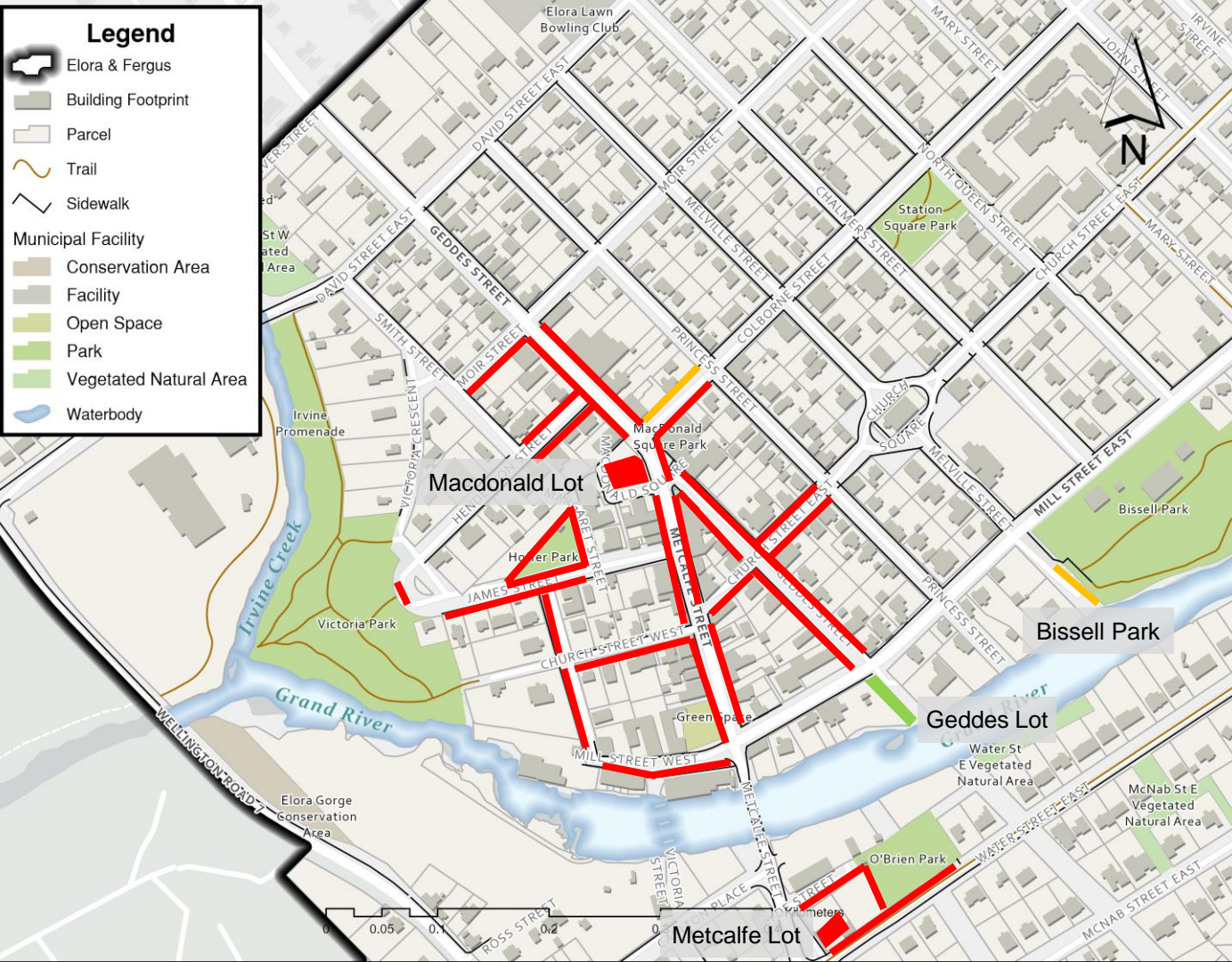
- Comprehensive parking utilization and durational data was collected across multiple days in both study areas
- **Drone footage:** A licensed drone operator flew a drone over Elora and Fergus every hour for 8 hours to collect utilization and turnover data
  - Footage was reviewed and the number of vehicles and parking spaces in each parking area were counted every hour to obtain utilization
- **In-person:** Field staff walked and recorded how many parking spaces were utilized and how many parking spaces were empty every hour



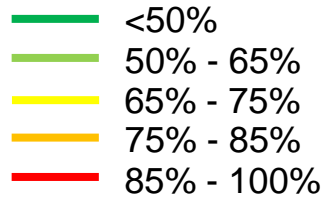
## Data Collection

- One weekday and one weekend was collected for Elora and Fergus
- Additional data was collected for Riverfest

Study Area	Date
Elora	Saturday, August 19, 2023 (Riverfest)
Elora	Saturday, September 9, 2023
Elora	Thursday, September 14, 2023
Fergus	Saturday, September 23, 2023
Fergus	Wednesday, September 27, 2023

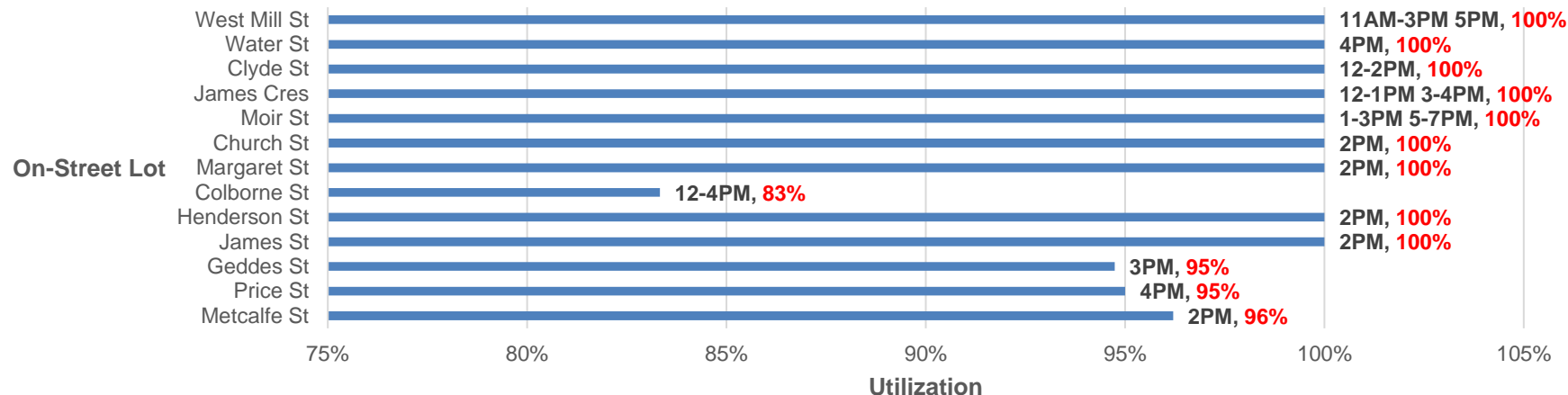


## Peak Parking Utilization (Saturday, September 9, 2023)

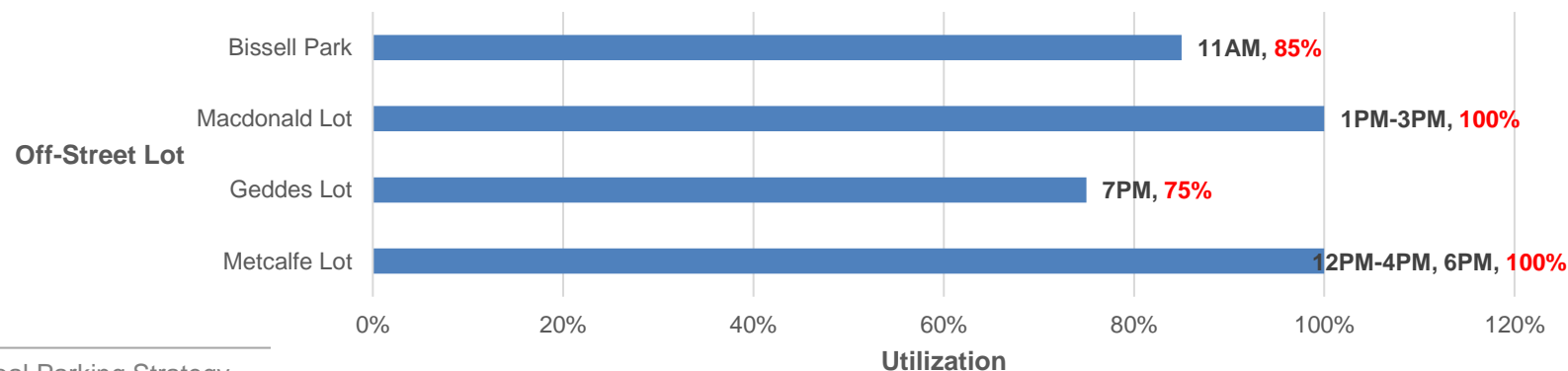




## On-Street Parking Peak Utilizations

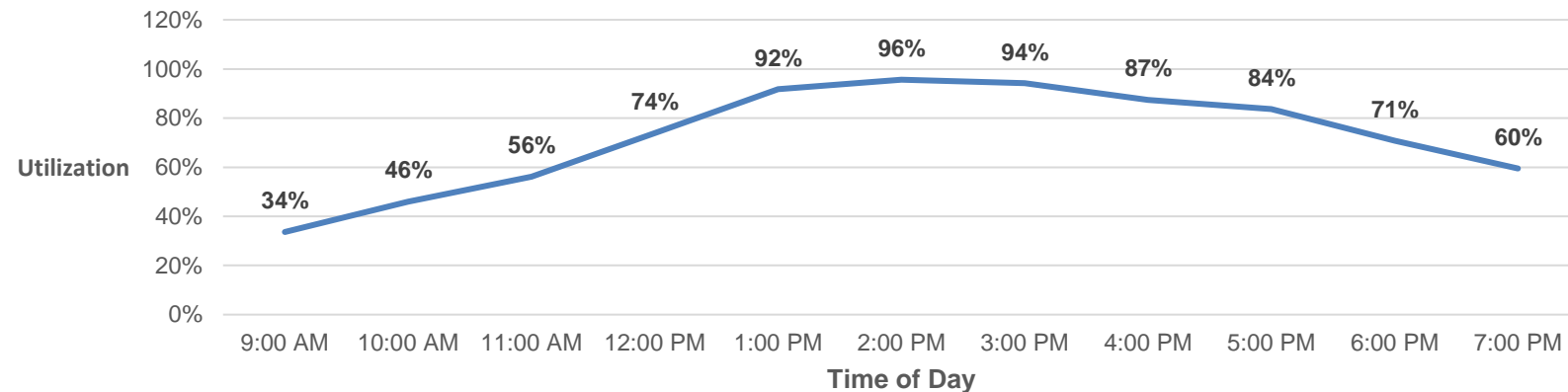


## Off-Street Parking Peak Utilizations

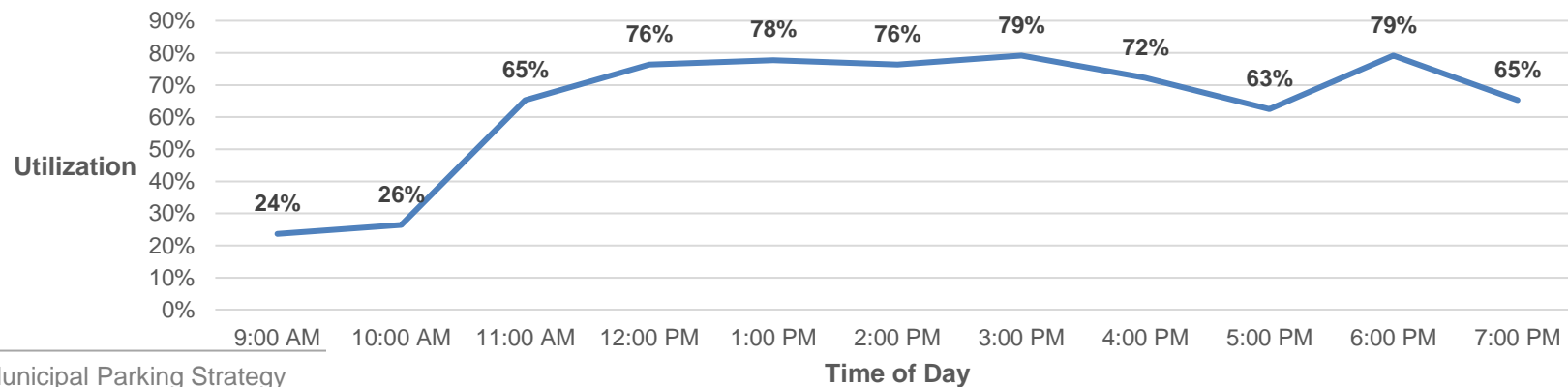




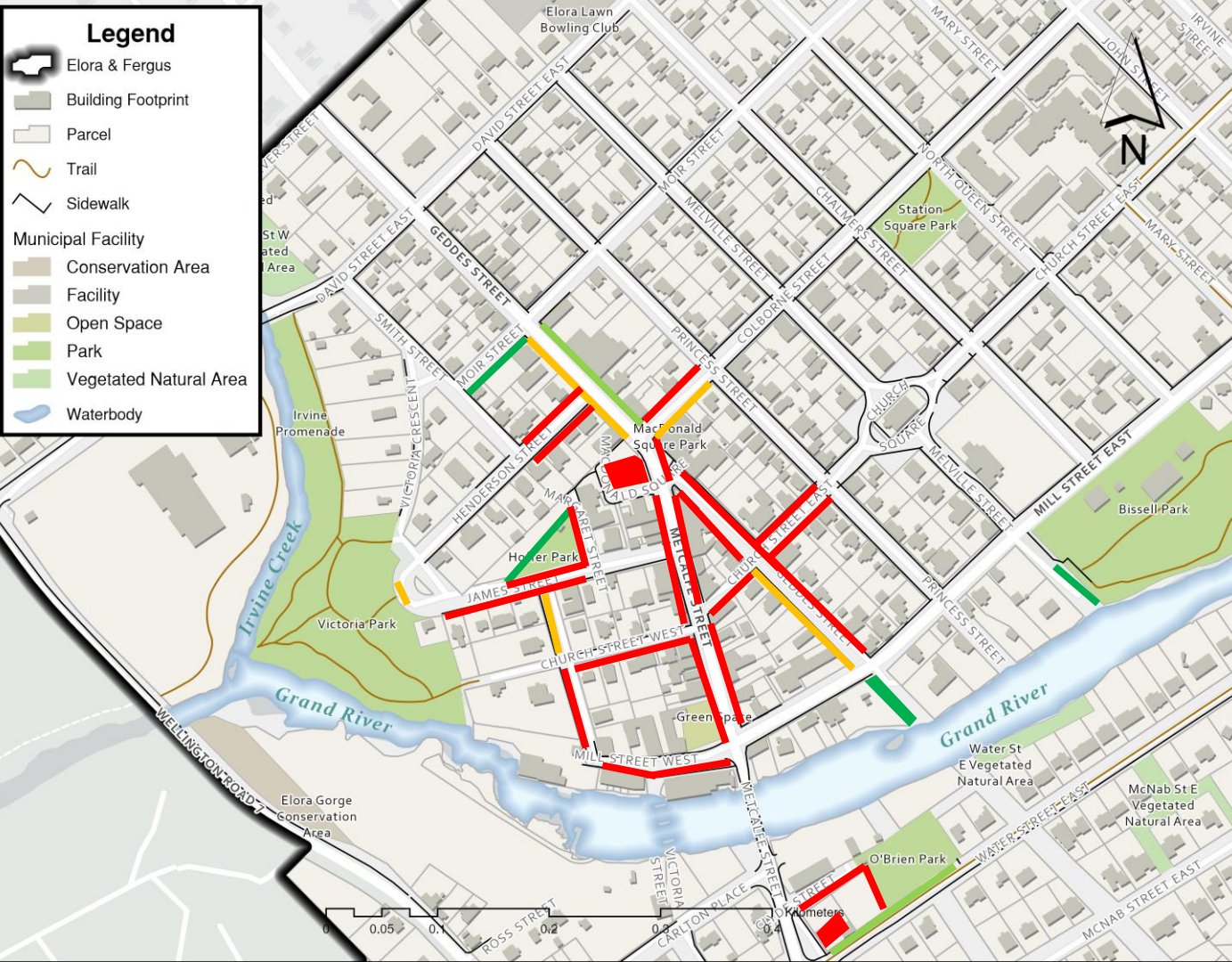
## On-Street Aggregate Utilization



## Off-Street Aggregate Utilization

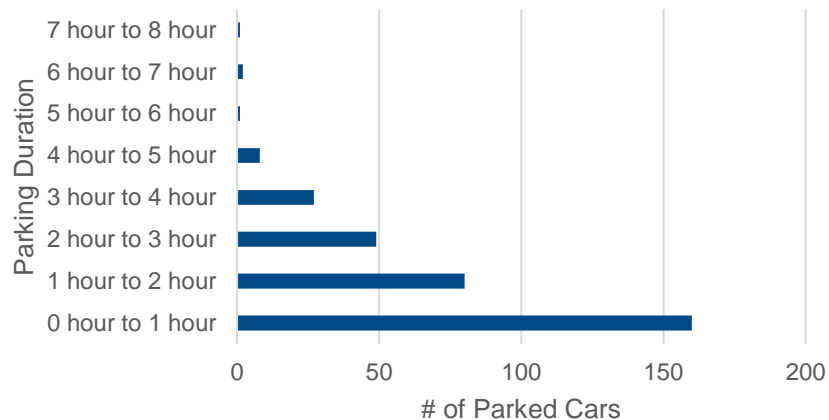




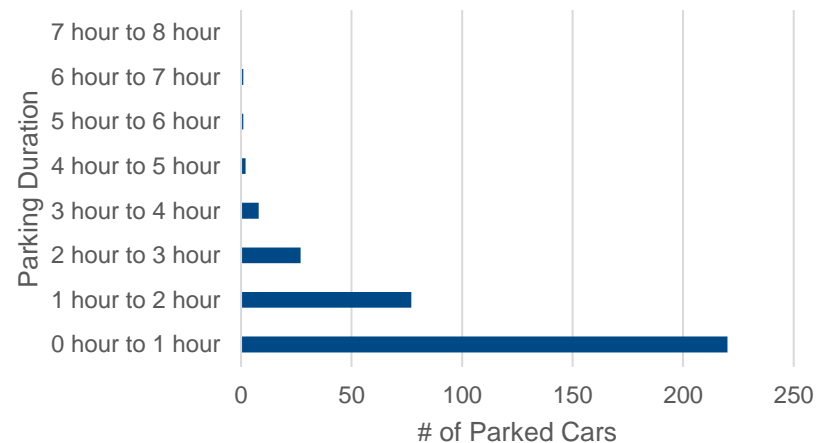


## Durational Studies on Metcalfe Street

Parking Duration on Metcalfe St (Weekend)



Parking Duration on Metcalfe St (Weekday)



- 27% of vehicles on the weekend parked longer than 2 hours suggesting there is a need to find additional long-term parking solutions



## Elora Data Collection Findings

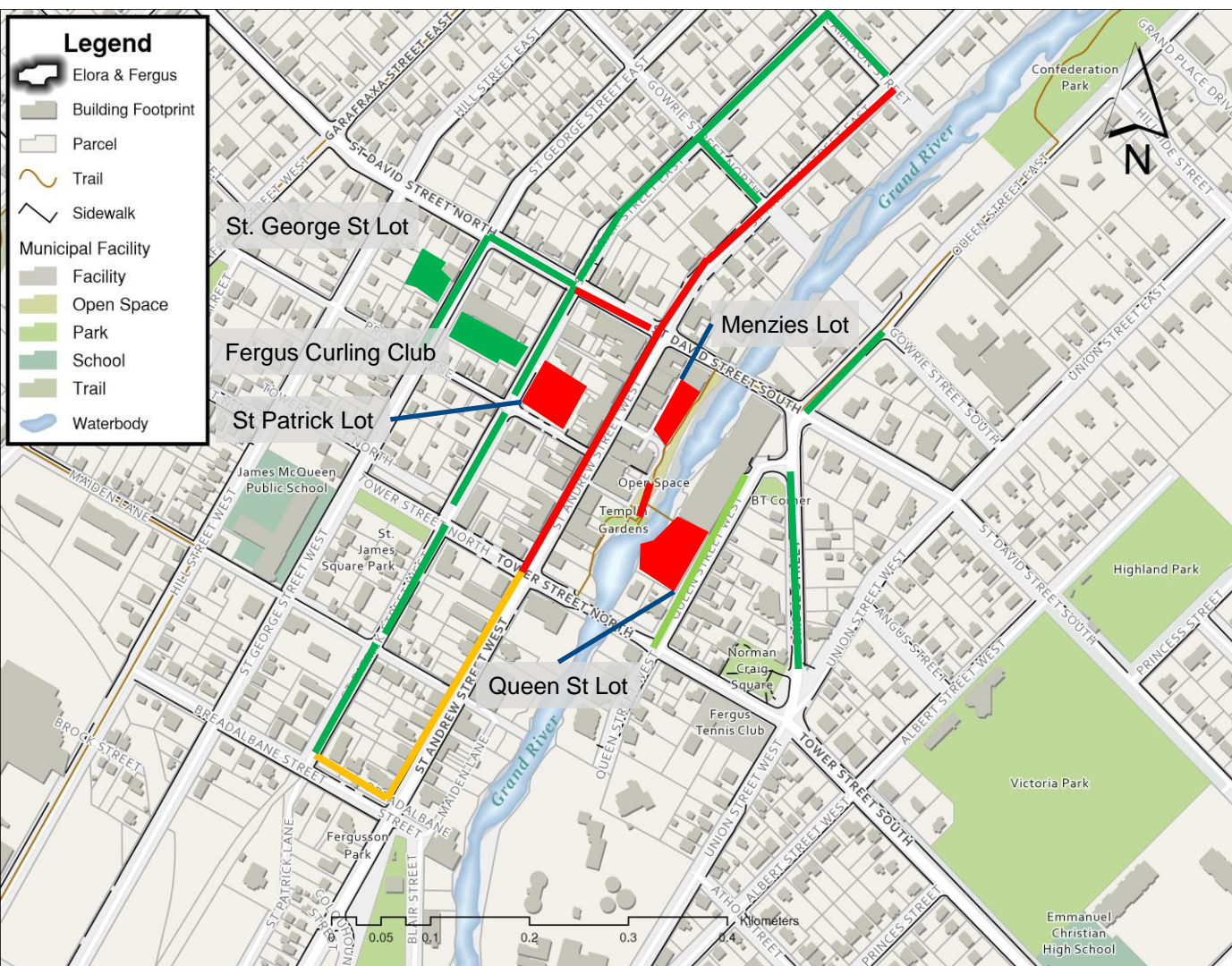
### Parking Availability

- **Weekday:** Parking is rarely available close to the destination between 12 PM – 3 PM. Parking is somewhat available but farther away. The parking areas that are more available are adjacent to recreational uses.
- **Weekend:** Parking is rarely (almost never) available between 12 PM – 5 PM. Parking is most likely not close to the destination.

## Elora Data Collection Findings

### Time of Parking Demand

- **Weekday:** 1 PM – 2 PM is the peak. Drivers are assumed to not feel pressure finding parking before and after this peak hour.
- **Weekend:** 2 PM – 3 PM is the peak, however, utilization remains high between 12 PM – 5 PM. Drivers are assumed to feel pressure finding parking during this period.



## On-Street Parking Peak Utilizations

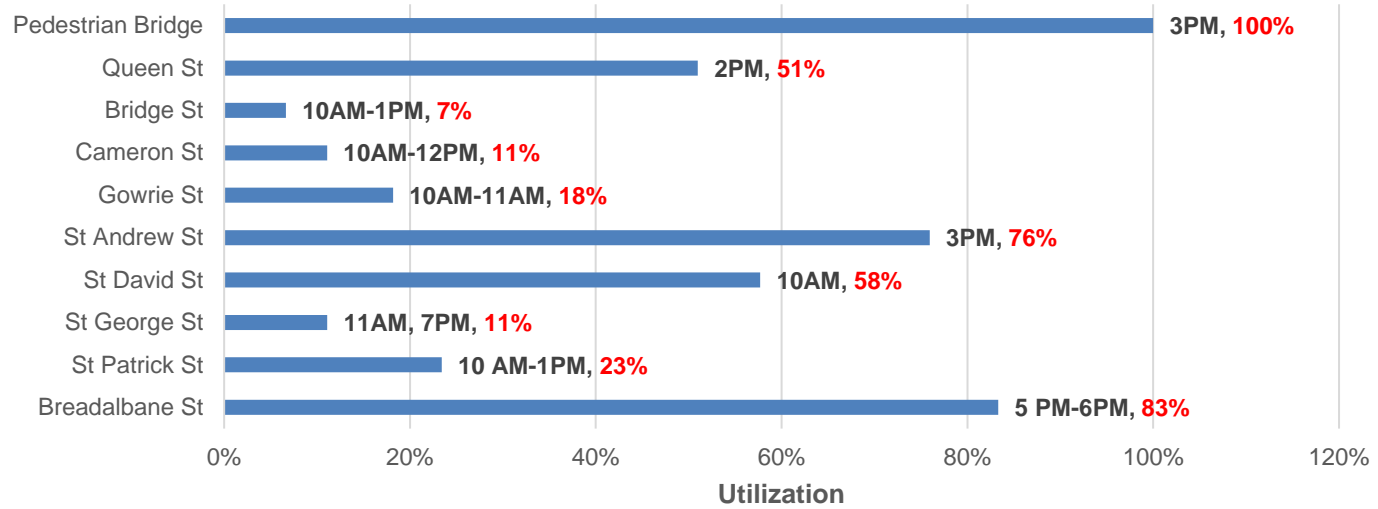


Centre  
Wellington



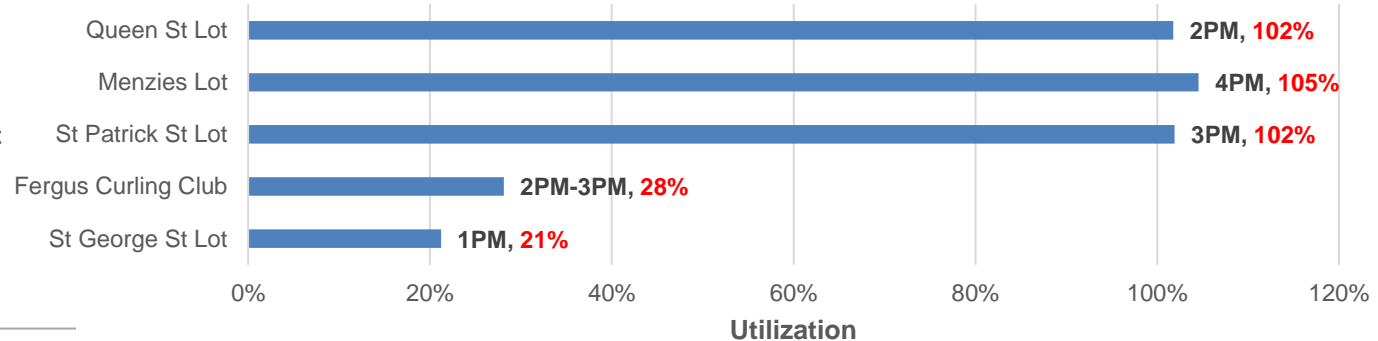
BURNSIDE

### On-Street Lot



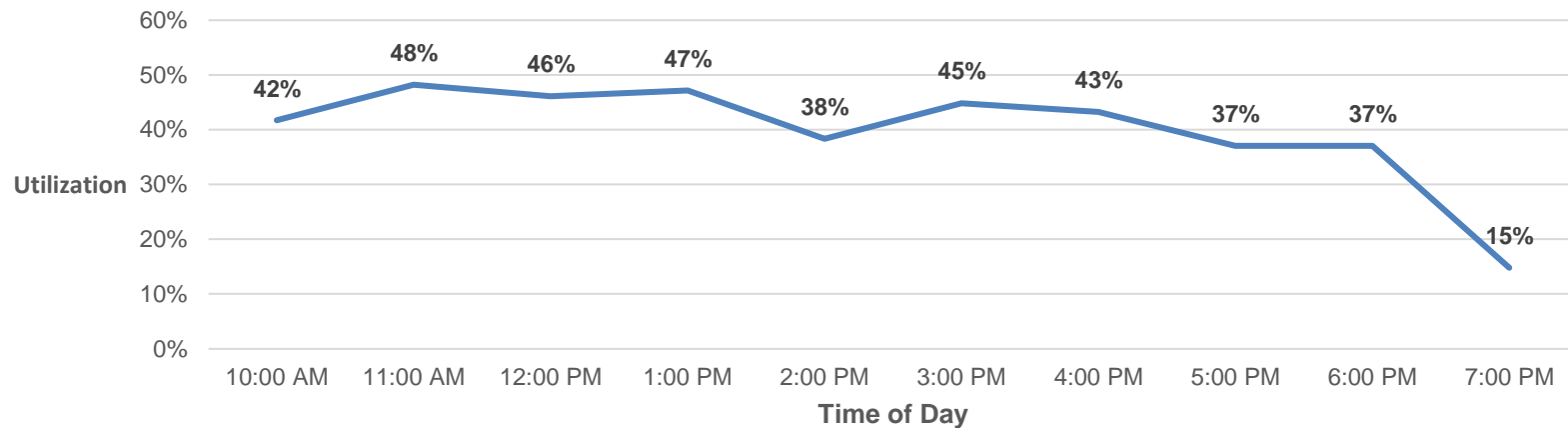
## Off-Street Parking Peak Utilizations

### Off-Street Lot

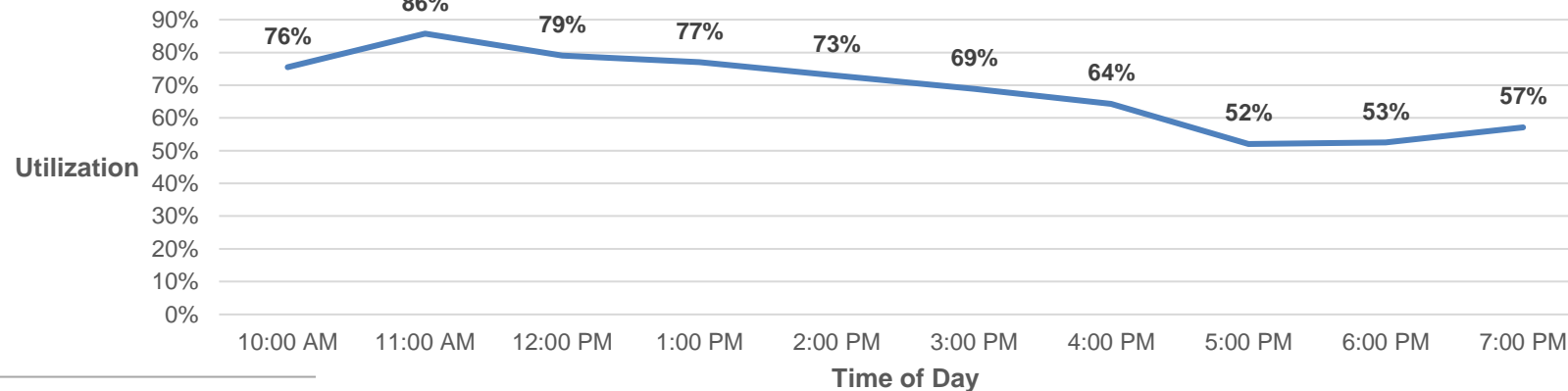




## On-Street Aggregate Utilization



## Off-Street Aggregate Utilization



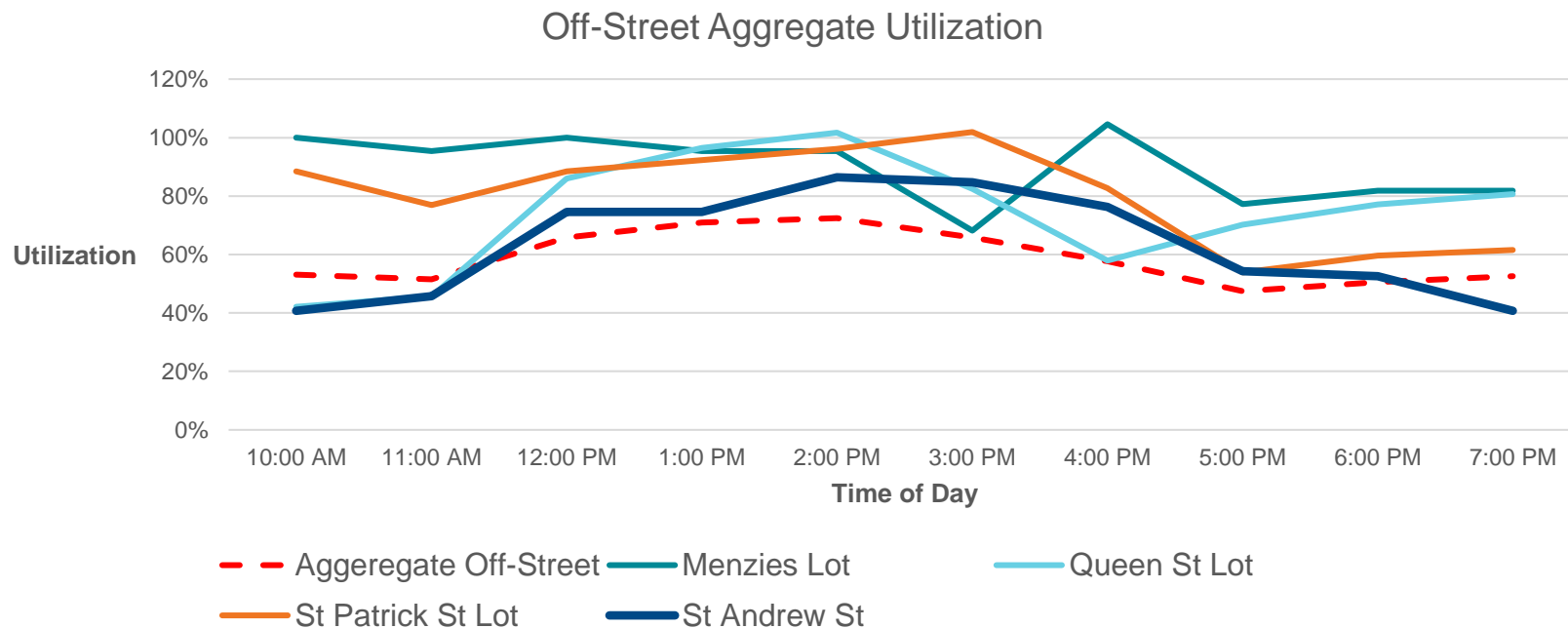


■ <50%  
■ 50% - 65%  
■ 65% - 75%  
■ 75% - 85%  
■ 85% - 100%

## Fergus Data Collection Findings

### Parking Availability

- **Weekday:** Parking is mostly available within the entirety of the study area. Drivers may find slight difficulties finding parking close to their destination on St. Andrews Street between 11 PM – 1 PM.
- **Weekend:** Parking is mostly available within the entirety of the study area. Parking is most likely not close to their destination on St. Andrews Street between 12 PM – 4 PM.
- Parking is generally not convenient during peak times in the core of Downtown Fergus. St. Andrews Street between Tower Street and St. David Street, Queen Street Lot, Menzies Lane Lot, and St. Patrick Lot are quite full while other parking areas have availability.



- St. Andrews Street between Tower Street and St. David Street, Queen Street Lot, Menzies Lane Lot, and St. Patrick Lot are often above the average. The average is reduced due to the availability of parking in other areas.



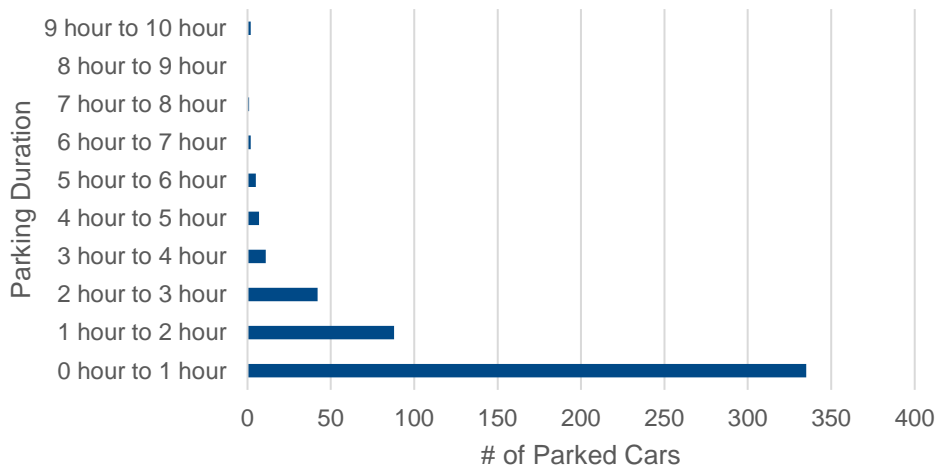
## Fergus Data Collection Findings

### Time of Parking Demand

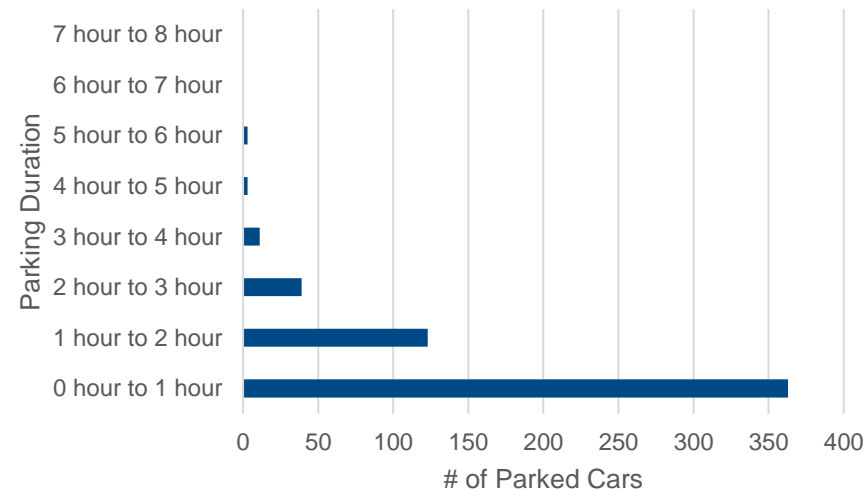
- **Weekday:** 10 AM to 12 PM is the peak for the parking lots. It is assumed based on consultation that workers are using these lots for parking and park in the morning. 11 AM to 1 PM is the peak for on-street parking. It is assumed this is due to visitors.
- **Weekend:** 1 PM – 2 PM is the peak for both the off-street and on-street parking.

## Durational Studies on St. Andrews Street

Parking Duration on St Andrew St (Weekday)



Parking Duration on St Andrew St (Weekend)



- 10% of vehicles on the weekend and 13% on the weekday parked longer than 2 hours suggesting the study should be looking at opportunities for the existing infrastructure to accommodate long-term parking

## Stakeholder Engagement – Findings

## Feedback from Residents

- At the 2 public open houses, residents raised their concerns with Township and Burnside staff
  - One POH was located at the Elora Centre for the Arts (Elora)
  - One POH was located at the Community Sportsplex (Fergus)
- Concerns were common between the public open house, surveys, and direct communication



# Feedback from Residents

## Common Feedback in Both Study Areas

- Insufficient parking in Elora and Fergus; these areas require more parking
- Concerns regarding the future use of municipal parking spaces once more residential intensification occurs
- Parked delivery trucks and personal vehicles obstruct sightlines at certain intersections.
- Concerns regarding providing accessible parking for those who have mobility constraints

# Feedback from Residents

## Common Feedback in Both Study Areas

- The shuttle bus was a useful tool for visitors to get into the downtowns, but several residents did not know this program existed.
- Planned street closures that occurred prior to 2023 provided a great experience to residents and pedestrians
- Concerns regarding the loss of parking due to planned bike lanes
- Economic development is being prioritized over residents

# Feedback from Residents

## Fergus-Specific Concerns

- Concerns regarding the loss of parking due to road reconstruction (St. David Street)
- Insufficient bike parking in downtown Fergus
- The need for 15-minute parking space in front of St. Andrews Pharmacy

## Elora-Specific Concerns

- Parking within Elora becomes more challenging during events at the Elora Mill Hotel & Spa
- Parking at residents' homes becomes more challenging when close to short term rentals (e.g., Air BnBs)
- Residents received parking tickets in areas that are perceived to be parking spaces

# Feedback from Business Owners

## Common Feedback in Both Study Areas

- Businesses suggested more parking supply in both study areas
- There is insufficient parking for employees
- Support of the Downtown Shuttle Program and extension into other months and into the weekdays
- Increased marketing and advertising of the Downtown Shuttle Program is required
- Insufficient location for curbside deliveries
- Support for parking permits (residents and employees)



# Feedback from Business Owners

## Fergus-Specific Feedback

- Extension of parking enforcement and three-hour parking limits all-year around
- Snow removal is inadequate in the winter which can reduce parking supply
- Businesses find that their customers have difficulties navigating to the parking lots while driving

## Elora-Specific Feedback

- The three-hour parking limits are not sufficient for some businesses' customers, especially if they want to make visits to multiple locations
- A few businesses had to use staff to check if their parking was used by other visitors
- General support for road closures but need to address parking for all

## Feedback from Council

- Homeowners above retail should have unique parking options
- Parking garages are required in both downtowns
- Pricing mechanism should be implemented
- Residential and employee permit programs should be implemented
- Short-term parking near particular businesses (e.g., pharmacies, post offices, libraries) especially for seniors
- Expansion of the Downtown Shuttle Program
- Walkability, bike access, and public spaces in our downtowns should be prioritized

## Needs and Opportunities – Elora & Fergus

## Needs and Opportunities Assessment

- Need for more parking supply (e.g., parking structure or sharing agreements)
  - Opportunity to explore sharing agreements with locations such as retail lots, churches, public schools, and the Grand River Raceway lot
- Need to accommodate long-term parking needs for employees and residents
  - Opportunity to implement an employee permitting system
  - Opportunity to implement long-term residential parking permits and/or free (1-hour) parking residential permits if pricing is implemented
- Need to implement paid pricing on-street and off-street to manage demand and a revenue source for parking operations.
- Need to ensure visitors/residents with mobility constraints can equitably access Elora and Fergus through additional accessible parking spaces



## Needs and Opportunities Assessment

- Need to accommodate delivery vehicles for curbside deliveries through additional high turnover (e.g., 15-minute) spaces
- Opportunity to find vendors for bicycle or e-bike rentals and improve trip end active transportation facilities (bike parking facilities in the downtown cores)
- Opportunity to develop design guidelines for a potential parking structure that aligns with the Township
- Opportunity to enhance marketing of the Downtown Shuttle Program such as partnering with Wellington County to place signage on County roads advertising the shuttle bus and advertisements in other communities



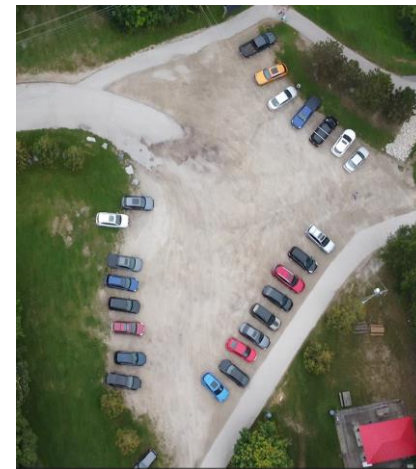
## Needs and Opportunities Assessment

- Opportunity to re-configure lots to provide additional parking and/or a 15-minute parking space close to quick-stop destinations (e.g., MacDonald Lot and the Post Office)
- Need to address sightline issues at specific intersections that are causing safety concerns (e.g., replace with compact cars parking stalls only)
- Opportunity to provide a comprehensive set of wayfinding signage to direct users to all lots

## Needs and Opportunities - Elora

# Needs and Opportunities Assessment (Elora)

- Opportunity for optimizing parking supply at the Geddes Lot
  - Enhanced wayfinding signage or user information
  - Opportunity to pave the east lot of Bissell Park to direct park users there which would free up space in the Geddes Lot for more downtown visitors
- Site-specific opportunities:
  - Need to increase “No Parking” signage at specific locations (e.g., south of James Street / Price Street, Smith Street / Moir Street; frequent “9 m within intersection” violations)
  - Opportunity to mark unmarked stalls along certain areas: (e.g., James Street, Henderson Street, Price Street (between James and Church Street), Carleton Place to provide confidence to parkers
- Provide parking minimums for short term rentals and/or regulate short term rentals



Parking at the south end of Mary Street by Bissell Park



## Needs and Opportunities - Fergus



# Needs and Opportunities Assessment (Fergus)

- Opportunity to adjust on-street / off-street parking regulations to optimize the existing parking infrastructure to accommodate short-term and long-term parking
- Opportunity to identify and enhance pedestrian connections on private property to St. Andrews St. from St. Patrick St. creating more direct routes
- Opportunity to mark unmarked stalls along certain areas: (e.g., St. Patrick Street)
- Opportunity to add additional 15-minute parking spaces on-street (e.g., St. Andrews Pharmacy)

## Next Steps

## Next Steps

- Draft recommendations (e.g., strategies and an implementation plan) will be formulated based on the Needs and Opportunities Assessment
- Draft recommendations will be presented to Council and Advisory Committees of Council for feedback
- The final report and recommendations will be brought back to Council in January 2024



CENTRE WELLINGTON

# MUNICIPAL PARKING STRATEGY

Connect with us on  
Connect CW!



[www.connectcw.ca/municipal-parking-strategy](http://www.connectcw.ca/municipal-parking-strategy)





# MUNICIPAL PARKING STRATEGY

2023

Dear Business Owners,

The Township is embarking on the development of a Municipal Parking Strategy. As a crucial stakeholder, your insights matter. Take our survey, visit our project page for updates, and be part of the dialogue to enhance our parking system. Your input is crucial in creating a more accessible, sustainable, and vibrant community.

Stakeholders, like yourself, are invited to two virtual meetings, one specific to Elora and one specific to Fergus. Please e-mail [CWParkingStudy@rjburnside.com](mailto:CWParkingStudy@rjburnside.com) to RSVP.



## IMPORTANT DATES\*

- Elora Stakeholder Virtual Meeting #1 - September 19, 2023; 4 - 5 p.m.
- Public Open House - September 20, 2023; 7:30 - 9 p.m. At the Elora Centre for the Arts
- Fergus Stakeholder Virtual Meeting #2 - September 21, 2023; 4 - 5 p.m.

\*You are encouraged to attend the session in which your business is, however you are welcome to attend either session.



If you have any questions or comments, please contact either of the following Project Team members:

**Gordon Hui, P.Eng.**

Consultant Project Manager  
R.J. Burnside and Associates  
6990 Creditview Road, Unit 2  
Mississauga, ON L5N 8R9

**Kendra Martin**

Communications & Strategic Initiatives Specialist  
Township of Centre Wellington  
1 MacDonald Square  
Elora, ON N0B 1S0



Project Email: [CWParkingStudy@rjburnside.com](mailto:CWParkingStudy@rjburnside.com)



# Township of Centre Wellington Parking Strategy

2023



## What is the Municipal Parking Strategy?

The Municipal Parking Strategy is a comprehensive plan that aims to address the parking needs and challenges in our bustling township. With Elora and Fergus becoming an increasingly sought-after destination, the demand for parking has grown, and we recognize the need for a strategic approach to ensure adequate and efficient parking resources.

Visit [www.connectcw.ca/municipal-parking-strategy](http://www.connectcw.ca/municipal-parking-strategy) to learn more about the Parking Strategy.

## How to Get Involved!

We value the input of our community. Your feedback is crucial in guiding this strategy to success.

You are invited to attend and provide input at the Public Open House!

### Parking Strategy Open House

Wednesday, September 20, 2023  
7:30 - 9 p.m.  
Elora Centre for the Arts,  
75 Melville St, Elora ON

Scan the QR Code to get involved!



If you have any questions or comments, please contact either of the following Project Team members:

#### Gordon Hui, P.Eng.

Consultant Project Manager  
R.J. Burnside and Associates  
6990 Creditview Road, Unit 2  
Mississauga, ON L5N 8R9

#### Kendra Martin

Communications & Strategic  
Initiatives Specialist  
Township of Centre Wellington  
1 MacDonald Square  
Elora, ON N0B 1S0



Project Email: [CWParkingStudy@rjburnside.com](mailto:CWParkingStudy@rjburnside.com)



# BURNSIDE

[THE DIFFERENCE IS OUR PEOPLE]

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## Appendix C

### Discussions





## Discussion No. 1

---

**Discussion Date:** September 19, 2023      **Project No.:** 300057100.0000  
**Project Name:** Centre Wellington Municipal Parking Strategy  
**Discussion Subject:** Stakeholder Discussion – Elora Downtown  
**Location:** Microsoft Teams  
**Date Prepared:** February 7, 2024

---

The following items were discussed		Action by
1.	<b>Introduction</b>	
1.1	Gordon Hui provided an introduction to the project and an overview of the meeting agenda.	
2.	<b>Parking Limits</b>	
2.1	The Business Improvement Area chair expressed that they have received complaints from tourists that the 3-hour limits are not enough if they are interested in hiking, shopping, and eating downtown.	
2.2	One business owner who also lives downtown on Mill Street West. noted it is very difficult for them and their neighbours to find parking around their homes. They noted that they would like to be able to find parking close by and not be bound to the 3-hour limits. Another business owner suggested parking permits as a solution to parking limits for downtown residents. A third business owner supported resident parking passes and noted that these should be for designated areas and not for areas with the highest traffic.	
2.3	One business owner suggested, referring to research by Donald Shoup and noted that this research suggests paid parking and that parking should be 85% filled.	

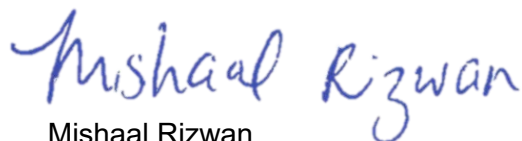
The following items were discussed		Action by
2.4	Gordon Hui noted that parking limits are intended to help with turnover. The Business Improvement Area chair noted that the limits have been successful in preventing cars from parking in front of a business all day. A second business owner agreed that limits have increased turnover. The Business Improvement Area chair noted that tourists are not likely to be discouraged by paid parking as they have made the trip for the day.	
2.5	Geddes Street Market is experiencing non-customers parking in their lot and has had to hire staff to check if cars parked in the lot are from customers.	
3.	<b>Shuttle</b>	
3.1	Business owners supported the shuttle and reported customers using it. Extension of the shuttle would be valuable, but it requires better advertisement as some do not know about the program.	
3.2	The resident referred to the larger picture of transportation referencing the desire for public transportation and micro-mobility routes.	
3.3	A resident who was the typical user of the shuttle; noted that a report is being prepared and it will be shared with the Business Improvement Area.	
4.	<b>Planned Street Closures</b>	
4.1	The Business Improvement Area chair expressed that businesses have generally felt positive about street closures; however, they should not be a weekly occurrence but rather saved for key tourist events such as long weekends. The closures allowed more young families to visit. Gordon Hui noted that perhaps increased shuttle service could be planned for these street closures, so visitors do not have to worry about parking.	
4.2	A business owner from downtown Fergus noted that street closures make deliveries to stores difficult and that the street closures hurt their business. Gordon Hui noted this will be looked into and that	

The following items were discussed		Action by
	street closures have helped businesses in other municipalities we have examined.	
<b>5.</b>	<b>Other</b>	
5.1	A business owner asked if there is a plan for additional parking beyond what is currently provided downtown. Dan Wilson noted that the Township has had high-level discussions about facilities and will look to the Municipal Parking Strategy for suggestions.	
5.2	A business owner asked if partnerships have been explored with Elora Public School and St. Mary Catholic School. This could be a beneficial partnership as Elora's parking needs are highest on weekends and evenings when the school parking lots are typically vacant.	

The preceding are the notes of the discussion as observed by the undersigned. Should there be a need for revision, please advise Burnside within seven days of issuance. In the absence of notification to the contrary, these notes will be deemed to be an accurate record of the discussion.

Prepared by:

**R.J. Burnside & Associates Limited**



Mishaal Rizwan  
Environmental Planner  
MR:ei

Enclosure(s)     N/A

Distribution: N/A

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## Discussion No. 2

---

**Discussion Date:** September 21, 2023      **Project No.:** 300057100.0000

**Project Name:** Centre Wellington Municipal Parking Strategy

**Discussion Subject:** Stakeholder Discussion – Fergus Downtown

**Location:** Microsoft Teams

**Date Prepared:** February 7, 2024

		Action by
<b>The following items were discussed</b>		
<b>6.</b>	<b>Introduction</b>	
6.1	Gordon Hui provided an introduction to the project and an overview of the meeting agenda.	
<b>7.</b>	<b>Parking Limits</b>	
7.1	Business owners expressed support for the 3-hour limit. Some have seen greater availability of 3-hour parking spots on Main Street as employees are less likely to use these. Business owners are open to the extension of 3-hour parking limits into May-October.	
7.2	Business owners also noted that snow removal is not adequate in the winter and causes a reduction in available parking spaces. It was also noted that snow storage locations make it difficult for people to exit parked cars on the street.	
<b>8.</b>	<b>Planned Street Closures</b>	
8.1	Business owners have received excellent feedback from visitors. Street closures are generally positively received during festivals. Business owners noted that closures can result in visitors having difficulty in finding parking; parking information should be provided in advance through user information, maps, or real-time data.	

## **9. Shuttle**

- 9.1 Business owners supported the shuttle and see value in extending its service throughout the weekdays and offering service throughout the year.
- 9.2 A business owner who does not regularly visit the downtown noted they were unaware of the shuttle and suggested greater advertisement of the program. Advertisements to date have included posters provided to downtown businesses, radio advertisements, large signs outside of the Elora entrance and at the OLG parking lot, as well as social media posts.

## **10. Enforcement**

- 10.1 Business owners support paid parking spaces to encourage greater turnover and use of proceeds for maintenance.
- 10.2 There is interest in parking permits for residents and employees. There may be an opportunity for these groups to share parking spots as residents may leave for work at the same time as employees enter downtown for work.


## **11. Other**

- 11.1 Business owners are unsure of how well-used electric vehicle parking spaces are and suggested investigation into use.
- 11.2 Businesses support the investigation of a multi-level parking structure, particularly for longer-term parking.
- 11.3 Overall, business owners encourage this study and look forward to solutions that satisfy local needs.

The preceding are the notes of the discussion as observed by the undersigned. Should there be a need for revision, please advise Burnside within seven days of issuance. In the absence of notification to the contrary, these notes will be deemed to be an accurate record of the discussion.

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# Stakeholder Advisory Meeting (Elora)

Strategic Parking Management Study  
September 19, 2023

## Primary Project Team

**Dan Wilson, CPA, CA**

CAO

Township of Centre Wellington

**Kendra Martin**

Communications and Strategic Initiatives

Specialist

Township of Centre Wellington

**Gordon Hui, P.Eng.**

Project Manager

R.J. Burnside & Associates Ltd.

**Mishaal Rizwan**

Consultation Lead

R.J. Burnside & Associates Ltd.



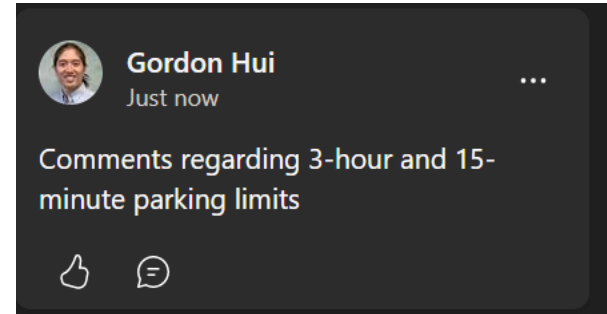
## Purpose of this Meeting

- Provide you information on our study approach (scope of work)
- To listen to your concerns, thoughts, and experiences with parking in Downtown Elora
- Outline how to stay involved

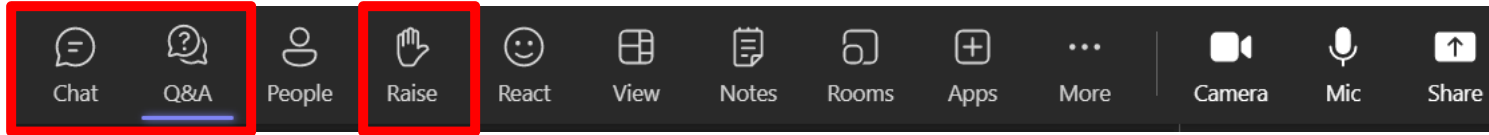


## Meeting Logistics

- Open floor concept
- Use the chat, raise hand feature or interrupt at any point during this presentation
- We will develop meeting minutes to summarize the conversation



*Q&A Threads Found Under Q&A tab*



# Outline

1

Study Purpose

2

Project Background

3

Data Collection

4

Parking Management Components

5

What We've Heard

6

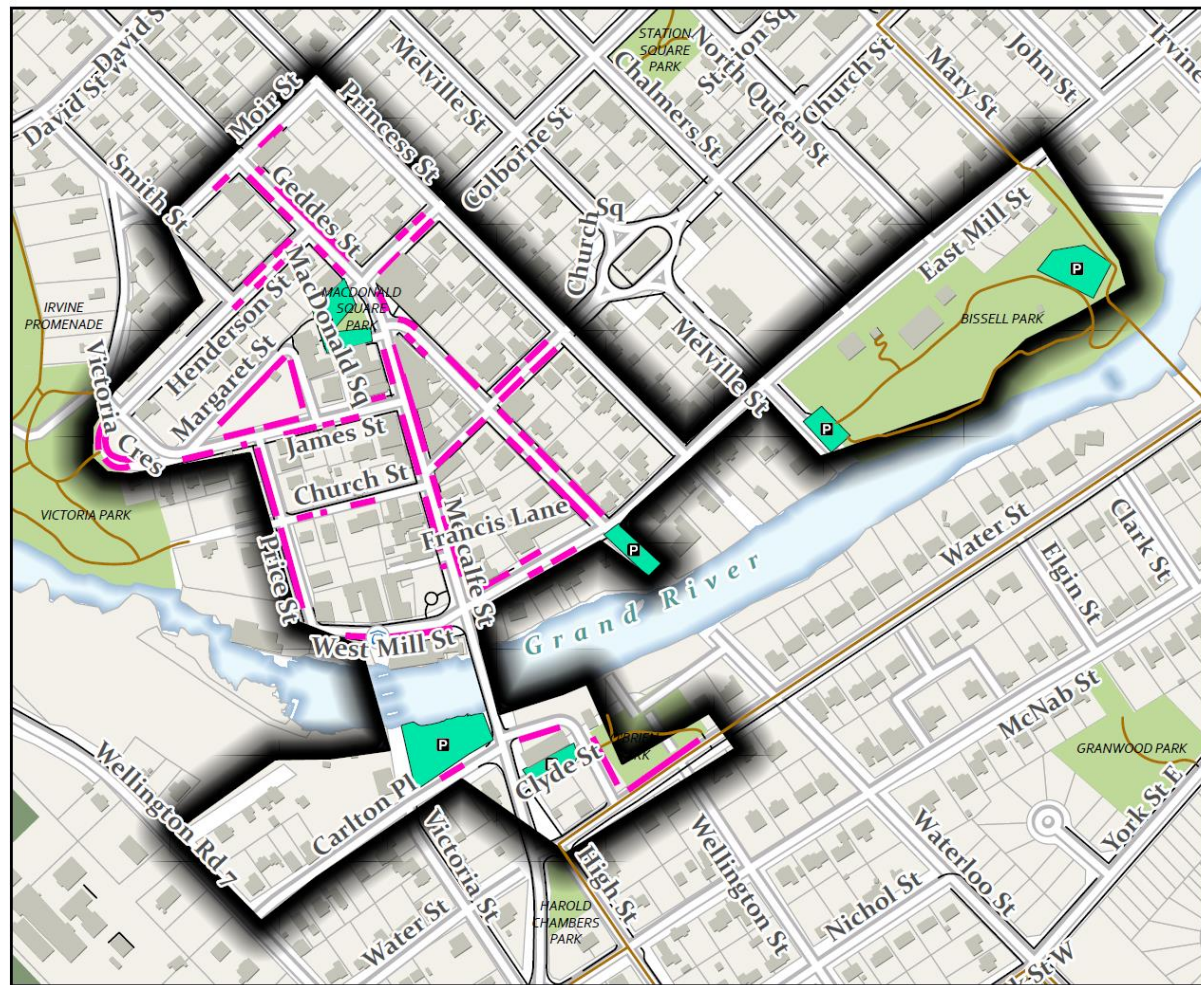
Strategies to Explore

## Study Purpose

- Address existing and anticipated parking issues and leverage opportunities to enhance the parking management system, which includes infrastructure, policies, and programs.
- The study will help develop a strategy that will meet parking demands while supporting:
  - Complete Downtowns
  - Economic Development
  - Transportation Connectivity

# Study Area

- Study areas for this project include Downtown Elora and Downtown Fergus



# PROJECT BACKGROUND

# Project Phases

Jul. 2023  
Aug. 2023

## Phase 1

- Background review
- Best practices review
- Develop stakeholder engagement plan

Sep. 2023  
Oct. 2023  
Nov. 2023

## Phase 2

- Parking needs and opportunities assessment
- Data collection
- Undertake stakeholder engagement

Nov. 2023  
Dec. 2023  
Jan. 2023

## Phase 3

- Confirm study goals and principles
- Identify alternative strategies
- Finalize recommendations and implementation

# Background Review

## Policy Documents

- Strategic Plan
- Zoning By-Law
- Transportation Master Plan
- Economic Development Strategic Action Plan
- Community Involvement Plan
- Urban Design Guidelines



## Common Objectives

- Creating conditions for economic prosperity
- Establish well-connected roads and facilities to the Downtowns
- Use tourism as the main economic driver
- Preserve and promote community assets



# Background Review

## Common Objectives

- Transportation Master Plan
- 2021 Report to Council
- 2022 Report to Council
- 2023 Report to Council



## Major Strategies

- Parking enforcement
- Three-hour parking limits
- Planned street closures
- Downtown shuttle program

# DATA COLLECTION

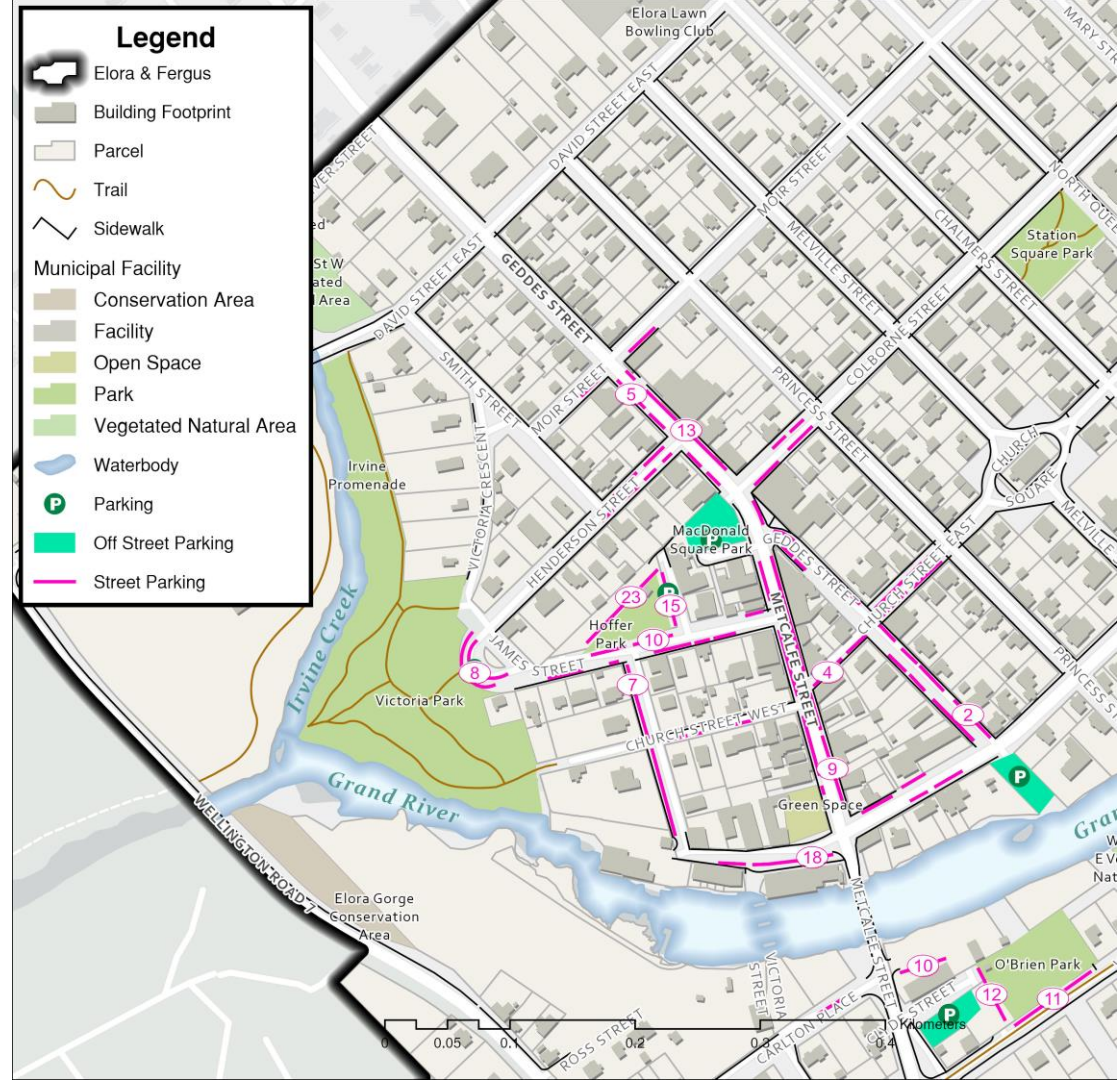
# Data Collection

- **Utilization:** Percentage of the number of occupied parking spaces at any given time during the day.
- A licensed drone operator will fly a drone over Downtown Elora every hour for 9 hours to collect utilization



# Data Collection

- Data was collected in August
- Further data collection in September 2023 on a weekday and weekend
- Between 11 AM to 7 PM



# STAKEHOLDER CONSULTATION





# Township of Centre Wellington Parking Strategy

2023



## What is the Municipal Parking Strategy?

The Municipal Parking Strategy is a comprehensive plan that aims to address the parking needs and challenges in our bustling township. With Elora and Fergus becoming an increasingly sought-after destination, the demand for parking has grown, and we recognize the need for a strategic approach to ensure adequate and efficient parking resources.

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## How to Get Involved!

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You are invited to attend and provide input at the Public Open House!

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7:30 - 9 p.m.  
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75 Melville St, Elora ON

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Initiatives Specialist  
Township of Centre Wellington  
1 MacDonald Square  
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Project Email: [CWParkingStudy@rjburnside.com](mailto:CWParkingStudy@rjburnside.com)



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2023

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Centre Wellington



# Survey Development

- 3 surveys are found on the project webpage:  
<https://www.connectcw.ca/municipal-parking-strategy>

## SURVEY

### Business Owners' and Employees' Survey

Take Survey



### Visitor's Survey

Take Survey



### Resident Survey

Take Survey



# PARKING MANAGEMENT COMPONENTS





## Existing Parking Management Components

- Parking limits
- Downtown shuttle program pilot
- Planned street closures
- Private parking by-law
- Enforcement

# Parking Limits

## Overview

- On-street parking limits are three (3) hours and 15-minutes in duration
- Parking is enforced 7 days per week between 9 AM and 7 PM
- Enhances accessibility by ensuring a consistent flow of customers to local businesses. It reduces congestion, encourages short-duration trips, and maximizes the utilization of available parking resources.

## What We Have Heard

- Difficult to find parking for employees
- Parking limits are not sufficient for customers
- Not enough 15-minute parking spaces

**What have your experiences been with the 3-hour and 15-minute parking limits?**

# Downtown Shuttle Program

## Overview

- Operates from 11 AM to 6 PM with 7 stops
- Runs from May to October on Saturday and Sunday and during long weekends
- Transports visitors, residents, and others to Downtown Elora and Fergus
- Allows visitors to park outside of the Downtowns where parking is more abundant and available

## What We Have Heard

- Businesses would like the program to run during the weekdays and for more months during the year
- More visually-appealing, inviting buses that fits the character of the area

**What have your experiences been with the Downtown Shuttle Program Pilot?**

# Planned Street Closures

## Overview

- Street closures have been implemented in the past to create pedestrian-only streets
- For 2023, no planned street closures were planned in Elora due to construction in the area. Provost Lane was closed in Fergus.
- Pedestrian-only streets provide an attractive and safe environment for visiting shops but impacts parking availability

## What We Have Heard

- Great for additional foot traffic
- Difficult for residents to access their homes during street closures
- Businesses outside the street closures feel they do not get the benefit of additional foot traffic

**What have your experiences been with the Planned Street Closures?**

# Enforcement and Private Parking Bylaw

## Overview

- Since 2021, Alpha Technology Systems Inc. has been hired to provide parking enforcement services
- These services have typically been provided between May to October
- The Private Parking Bylaw allows owners to contact enforcement officers to attend to unauthorized vehicles on their property

## What We Have Heard

- Enforcement provides anxiety for residents and employees that are required to park outside the downtown area during the enforcement period

**What have your experiences been with enforcement and unauthorized vehicles on your property?**



## What We Have Heard

- Bigger and/or more frequent parking signs for visitors
- Concerns over spill-over parking from future residential developments
- Spill-over parking for guests staying at Air BnBs for the weekend
- Pick-up and Drop-off for deliveries are a concern

**Are there any other concerns?**

# Potential Strategies to Explore

Topic	Potential Strategy
Parking Duration Limits for on-street and off-street parking	<ul style="list-style-type: none"><li>• Shorter limits closer to the core; longer limits farther away</li><li>• Longer parking limits at the surface parking lots</li></ul>
Accessibility	<ul style="list-style-type: none"><li>• Ensure there are more dedicated accessible spaces close to the core to minimize “last-mile” walking distance</li></ul>
Special Use Parking	<ul style="list-style-type: none"><li>• Providing more quick park spots (e.g., 15-minute parking spots) for visitors</li><li>• Providing more curbside parking opportunities for deliveries</li></ul>
Wayfinding	<ul style="list-style-type: none"><li>• Installing wayfinding signage to direct pedestrians from/to lots, stores, etc.</li></ul>
Pricing	<ul style="list-style-type: none"><li>• Introducing visitor paid parking in specific locations.</li></ul>
Managing Supply	<ul style="list-style-type: none"><li>• Introducing parking permits for employees, residents</li><li>• Building parking supply (e.g., municipal parking lot)</li><li>• Optimizing parking space layouts</li></ul>
Zoning By-Law	<ul style="list-style-type: none"><li>• Changing residential parking requirements for new developments</li></ul>

**What sorts of strategies would you like to see explored?**

**Are there any strategies you find less important or more important?**

# Thank you!

## How to stay involved

- Online survey will be launched within a few days
- Monitor our webpage:  
<https://www.connectcw.ca/municipal-parking-strategy>
- Email us with your comments or questions  
([CWParkingStudy@rjburnside.com](mailto:CWParkingStudy@rjburnside.com))

### **Parking Strategy Open House**

Wednesday, September 20

7:30 PM – 9 PM

Elora Centre for the Arts

75 Melville Street



# Stakeholder Advisory Meeting (Fergus)

Strategic Parking Management Study  
September 21, 2023

## Primary Project Team

**Dan Wilson, CPA, CA**

CAO

Township of Centre Wellington

**Kendra Martin**

Communications and Strategic Initiatives

Specialist

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Project Manager

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**Mishaal Rizwan**

Consultation Lead

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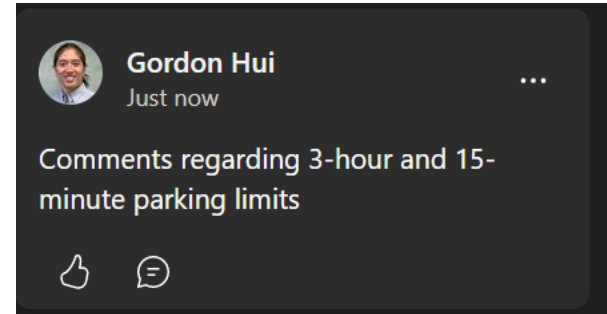
## Purpose of this Meeting

- Provide you information on our study approach (scope of work)
- To listen to your concerns, thoughts, and experiences with parking in Downtown Elora
- Outline how to stay involved

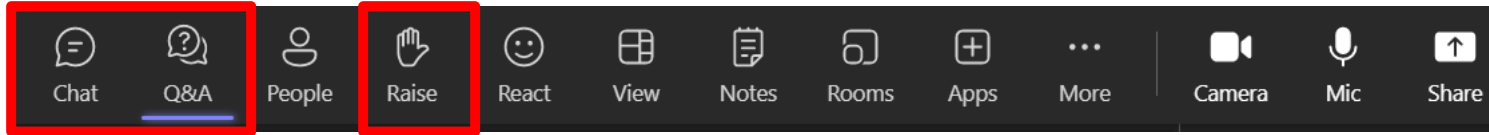


## Meeting Logistics

- Open floor concept
- Use the chat, raise hand feature or interrupt at any point during this presentation
- We will develop meeting minutes to summarize the conversation



*Q&A Threads Found Under Q&A tab*



# Outline

1

Study Purpose

2

Project Background

3

Data Collection

4

Parking Management Components

5

What We've Heard

6

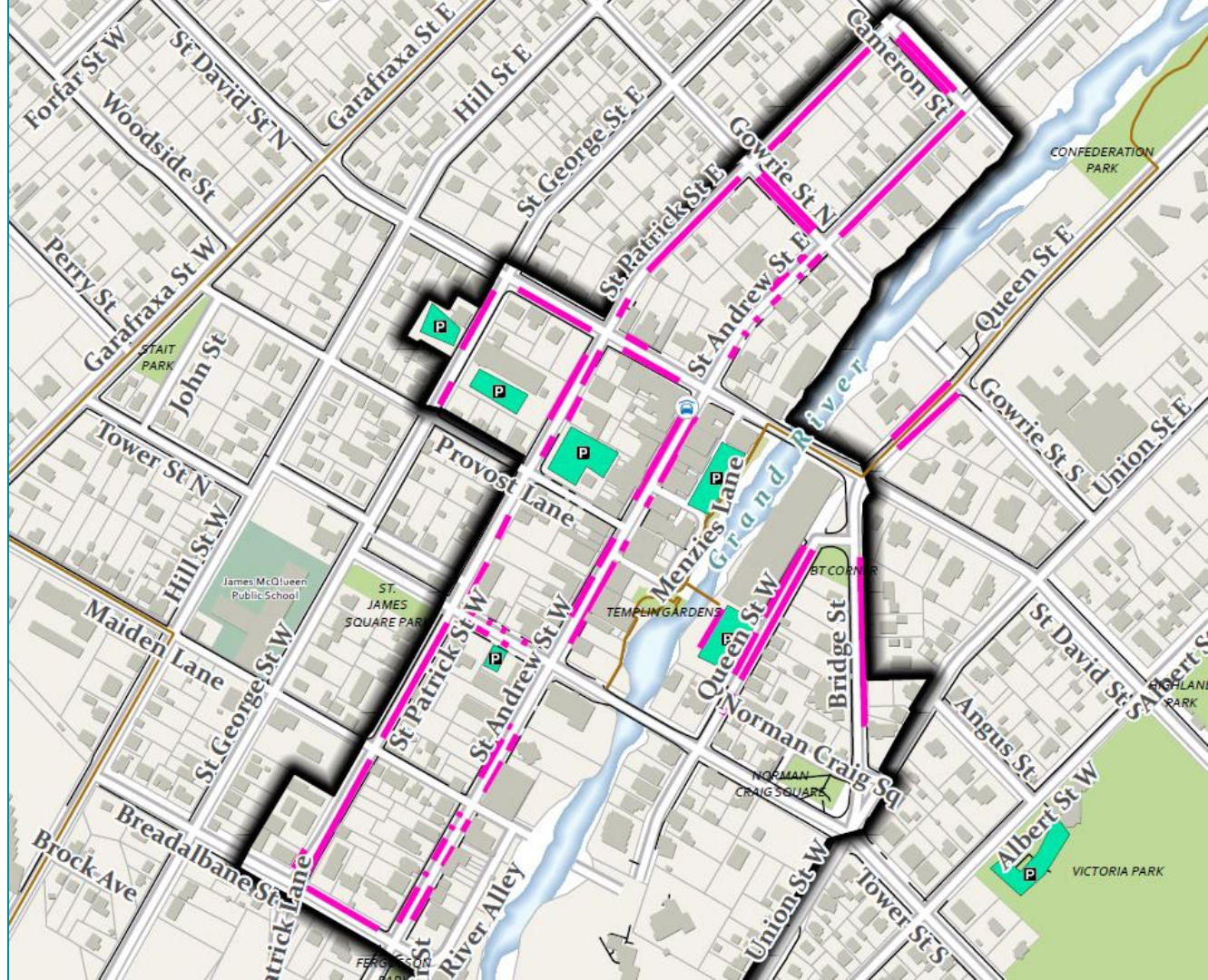
Strategies to Explore

## Study Purpose

- Address existing and anticipated parking issues and leverage opportunities to enhance the parking management system, which includes infrastructure, policies, and programs.
- The study will help develop a strategy that will meet parking demands while supporting:
  - Complete Downtowns
  - Economic Development
  - Transportation Connectivity

# Study Area

- Study areas for this project include Downtown Elora and Downtown Fergus



# PROJECT BACKGROUND



# Project Phases

Jul. 2023  
Aug. 2023

## Phase 1

- Background review
- Best practices review
- Develop stakeholder engagement plan

Sep. 2023  
Oct. 2023  
Nov. 2023

## Phase 2

- Parking needs and opportunities assessment
- Data collection
- Undertake stakeholder engagement

Nov. 2023  
Dec. 2023  
Jan. 2023

## Phase 3

- Confirm study goals and principles
- Identify alternative strategies
- Finalize recommendations and implementation

# Background Review

## Policy Documents

- Strategic Plan
- Zoning By-Law
- Transportation Master Plan
- Economic Development Strategic Action Plan
- Community Involvement Plan
- Urban Design Guidelines



## Common Objectives

- Creating conditions for economic prosperity
- Establish well-connected roads and facilities to the Downtowns
- Use tourism as the main economic driver
- Preserve and promote community assets

# Background Review

## Common Objectives

- Transportation Master Plan
- 2021 Report to Council
- 2022 Report to Council
- 2023 Report to Council



## Major Strategies

- Parking enforcement
- Three-hour parking limits
- Planned street closures
- Downtown shuttle program

# DATA COLLECTION

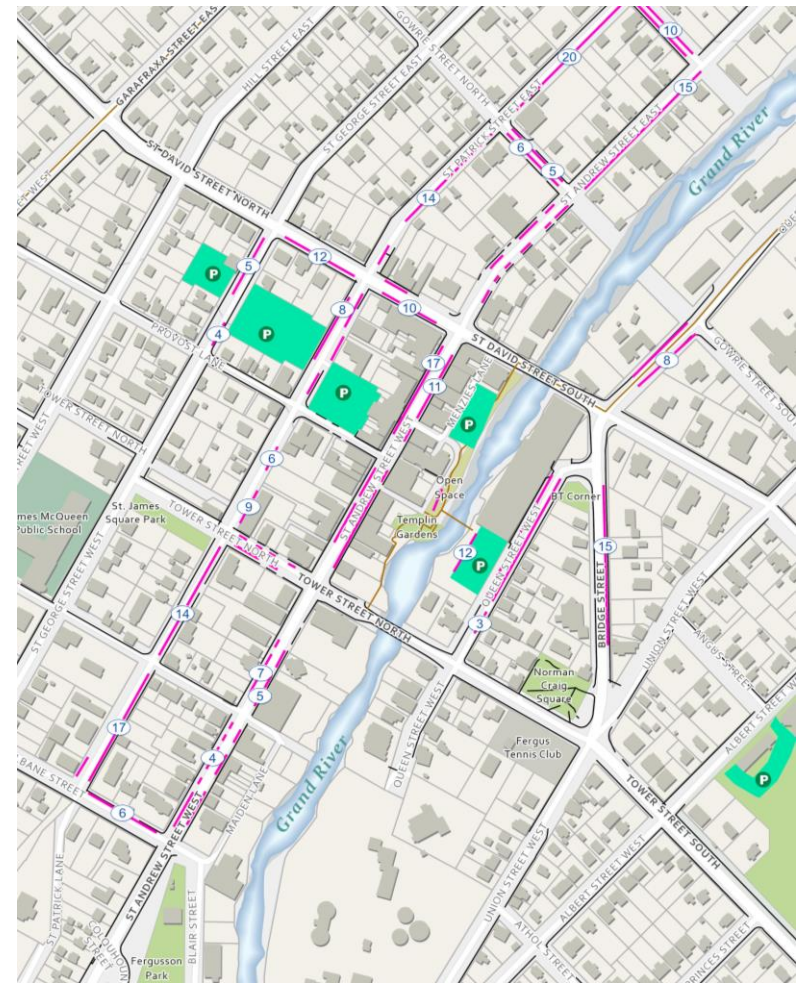
# Data Collection

- **Utilization:** Percentage of the number of occupied parking spaces at any given time during the day.
- Field surveys will be undertaken



# Data Collection

- Data collection in September 2023 on a weekday and weekend
- Between 11 AM to 7 PM



# STAKEHOLDER CONSULTATION





# Township of Centre Wellington Parking Strategy

2023



## What is the Municipal Parking Strategy?

The Municipal Parking Strategy is a comprehensive plan that aims to address the parking needs and challenges in our bustling township. With Elora and Fergus becoming an increasingly sought-after destination, the demand for parking has grown, and we recognize the need for a strategic approach to ensure adequate and efficient parking resources.

Visit [www.connectcw.ca/municipal-parking-strategy](http://www.connectcw.ca/municipal-parking-strategy) to learn more about the Parking Strategy.

## How to Get Involved!

We value the input of our community. Your feedback is crucial in guiding this strategy to success.

You are invited to attend and provide input at the Public Open House!

### Parking Strategy Open House

Wednesday, September 20, 2023  
7:30 - 9 p.m.  
Elora Centre for the Arts,  
75 Melville St, Elora ON

Scan the QR Code to get involved!



If you have any questions or comments, please contact either of the following Project Team members:

**Gordon Hui, P.Eng.**  
Consultant Project Manager  
R.J. Burnside and Associates  
6990 Creditview Road, Unit 2  
Mississauga, ON L5N 8R9

**Kendra Martin**  
Communications & Strategic  
Initiatives Specialist  
Township of Centre Wellington  
1 MacDonald Square  
Elora, ON N0B 1S0

Project Email: [CWParkingStudy@rjburnside.com](mailto:CWParkingStudy@rjburnside.com)



# MUNICIPAL PARKING STRATEGY

2023

Dear Business Owners,

The Township is embarking on the development of a Municipal Parking Strategy. As a crucial stakeholder, your insights matter. Take our survey, visit our project page for updates, and be part of the dialogue to enhance our parking system. Your input is crucial in creating a more accessible, sustainable, and vibrant community.

Stakeholders, like yourself, are invited to two virtual meetings, one specific to Elora and one specific to Fergus. Please e-mail [CWParkingStudy@rjburnside.com](mailto:CWParkingStudy@rjburnside.com) to RSVP.



## IMPORTANT DATES\*

- Elora Stakeholder Virtual Meeting #1 - September 19, 2023; 4 - 5 p.m.
- Public Open House - September 20, 2023; 7:30 - 9 p.m. At the Elora Centre for the Arts
- Fergus Stakeholder Virtual Meeting #2 - September 21, 2023; 4 - 5 p.m.

\*You are encouraged to attend the session in which your business is, however you are welcome to attend either session.



If you have any questions or comments, please contact either of the following Project Team members:

**Gordon Hui, P.Eng.**  
Consultant Project Manager  
R.J. Burnside and Associates  
6990 Creditview Road, Unit 2  
Mississauga, ON L5N 8R9

**Kendra Martin**  
Communications & Strategic Initiatives Specialist  
Township of Centre Wellington  
1 MacDonald Square  
Elora, ON N0B 1S0

Project Email: [CWParkingStudy@rjburnside.com](mailto:CWParkingStudy@rjburnside.com)



Centre Wellington





# Survey Development

- 3 surveys are found on the project webpage:  
<https://www.connectcw.ca/municipal-parking-strategy>

## SURVEY

### Business Owners' and Employees' Survey

Take Survey



### Visitor's Survey

Take Survey



### Resident Survey

Take Survey



# PARKING MANAGEMENT COMPONENTS

## Existing Parking Management Components

- Parking limits
- Downtown shuttle program pilot
- Planned street closures
- Private parking by-law
- Enforcement

# Parking Limits

## Overview

- On-street parking limits are three (3) hours and 15-minutes in duration
- Parking is enforced 7 days per week between 9 AM and 7 PM
- Enhances accessibility by ensuring a consistent flow of customers to local businesses. It reduces congestion, encourages short-duration trips, and maximizes the utilization of available parking resources.

## What We Have Heard

- Difficult to find parking for employees
- Parking limits are not sufficient for customers
- Not enough 15-minute parking spaces

**What have your experiences been with the 3-hour and 15-minute parking limits?**

# Downtown Shuttle Program

## Overview

- Operates from 11 AM to 6 PM with 7 stops
- Runs from May to October on Saturday and Sunday and during long weekends
- Transports visitors, residents, and others to Downtown Elora and Fergus
- Allows visitors to park outside of the Downtowns where parking is more abundant and available

## What We Have Heard

- Businesses would like the program to run during the weekdays and for more months during the year
- More visually-appealing, inviting buses that fits the character of the area

**What have your experiences been with the Downtown Shuttle Program Pilot?**

# Planned Street Closures

## Overview

- Street closures have been implemented in the past to create pedestrian-only streets
- For 2023, no planned street closures were planned in Elora due to construction in the area. Provost Lane was closed in Fergus.
- Pedestrian-only streets provide an attractive and safe environment for visiting shops but impacts parking availability

## What We Have Heard

- Great for additional foot traffic
- Difficult for residents to access their homes during street closures
- Businesses outside the street closures feel they do not get the benefit of additional foot traffic

**What have your experiences been with the Planned Street Closures?**

# Enforcement and Private Parking Bylaw

## Overview

- Since 2021, Alpha Technology Systems Inc. has been hired to provide parking enforcement services
- These services have typically been provided between May to October
- The Private Parking Bylaw allows owners to contact enforcement officers to attend to unauthorized vehicles on their property

## What We Have Heard

- Enforcement provides anxiety for residents and employees that are required to park outside the downtown area during the enforcement period

**What have your experiences been with enforcement and unauthorized vehicles on your property?**

## What We Have Heard

- Bigger and/or more frequent parking signs for visitors
- Concerns over spill-over parking from future residential developments
- Spill-over parking for guests staying at Air BnBs for the weekend
- Pick-up and Drop-off for deliveries are a concern

**Are there any other concerns?**



# Potential Strategies to Explore

Topic	Potential Strategy
Parking Duration Limits for on-street and off-street parking	<ul style="list-style-type: none"><li>• Shorter limits closer to the core; longer limits farther away</li><li>• Longer parking limits at the surface parking lots</li></ul>
Accessibility	<ul style="list-style-type: none"><li>• Ensure there are more dedicated accessible spaces close to the core to minimize “last-mile” walking distance</li></ul>
Special Use Parking	<ul style="list-style-type: none"><li>• Providing more quick park spots (e.g., 15-minute parking spots) for visitors</li><li>• Providing more curbside parking opportunities for deliveries</li></ul>
Wayfinding	<ul style="list-style-type: none"><li>• Installing wayfinding signage to direct pedestrians from/to lots, stores, etc.</li></ul>
Pricing	<ul style="list-style-type: none"><li>• Introducing visitor paid parking in specific locations.</li></ul>
Managing Supply	<ul style="list-style-type: none"><li>• Introducing parking permits for employees, residents</li><li>• Building parking supply (e.g., municipal parking lot)</li><li>• Optimizing parking space layouts</li></ul>
Zoning By-Law	<ul style="list-style-type: none"><li>• Changing residential parking requirements for new developments</li></ul>

**What sorts of strategies would you like to see explored?**

**Are there any strategies you find less important or more important?**

# Thank you!

## How to stay involved

- Online survey has been launched
- Monitor our webpage:  
<https://www.connectcw.ca/municipal-parking-strategy>
- Email us with your comments or questions  
([CWParkingStudy@rjburnside.com](mailto:CWParkingStudy@rjburnside.com))





# BURNSIDE

[THE DIFFERENCE IS OUR PEOPLE]

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## Appendix D

### Jurisdictional Scan and Best Practices



## Appendix D: Jurisdictional Scan and Best Practices

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**Date:** February 7, 2024 **Project No.:** 300057100.0000  
**Project Name:** Centre Wellington Municipal Parking Strategy  
**Client Name:** Township of Centre Wellington  
**To:** Township of Centre Wellington  
**From:** R.J. Burnside & Associates Limited

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### 1.0 Parking Regulations

To better understand the current parking situation in Centre Wellington, and guide how to move forward best, current practices from seven other municipalities were reviewed. The seven municipalities were chosen due to their similarities in population, economics, tourism, and downtown areas. The following sections compare different parking regulations implemented by these benchmark municipalities.

#### 1.1 On-Street Parking Regulations

Of all the municipalities chosen for benchmarking, none of them allowed permanent parking on-street. The following Table 1 displays a comparison of the different standard on-street regulations applied by Centre Wellington and seven other municipalities.

**Table 1: On-Street Parking Regulations**

<b>Municipality</b>	<b>On-Street Regulations</b>
Township of Centre Wellington	Parking in Downtown Fergus and Elora is limited to 3 hours with 15-minute stalls being implemented in certain locations. Parking is available from 9 a.m. to 7 p.m. or 8 a.m. to 5 p.m. depending on location.
City of Guelph	Parking throughout Guelph is limited to 48 hours. Parking in Downtown Guelph is limited to 2 hours, with re-parking not being permitted until the next day. Overnight parking is not permitted downtown.
City of Kitchener	Parking in Kitchener is restricted to 3 hours from 6 a.m. to 11 p.m. unless otherwise posted. Downtown parking is limited to 2 hours, and one cannot park within downtown spaces twice within 5 hours.
City of Stratford	Parking is not permitted between 2 a.m. to 6 a.m. unless otherwise designated. There are 12-hour, 4-hour, and 15 / 30-minute spaces available Downtown.
Town of Niagara-on-the-Lake	Parking is limited to 8 hours and is not permitted from 2 a.m. to 6 a.m. Downtown parking is limited to a 4-hour maximum from 10 a.m. to 8 p.m.
Town of Collingwood	Parking is primarily limited to 3 hours, 9 a.m. to 4 p.m., and is unavailable from 1 a.m. to 7 p.m. Downtown also has 30 minute and 2-hour stalls.
Town of Milton	Throughout Milton parking is limited to 5 hours and is unavailable from 2 a.m. to 6 p.m. Along Main Street parking is limited to 3 hours.
City of Brantford	Parking in Brantford is limited from 1 to 3 hours depending on location. Parking Downtown has a 2-hour period unless otherwise stated. Re-parking is restricted, with drivers needing to wait five hours in between parking. One cannot park on the side of a highway for more than 24 hours.

Centre Wellington has comparable regulations when compared with similar municipalities. Shorter time limit stalls in busier downtown areas, with little to no restriction in more residential or rural areas.

## **1.2 Off-Street Parking Regulations**

The following Table 2 is a comparison of the off-street regulations employed by the municipalities.

**Table 2: Off-Street Parking Regulations**

<b>Municipality</b>	<b>Off-Street Regulations</b>
Township of Centre Wellington	Municipal lots have limits of no consecutive parking over 24 hours.
City of Guelph	The East and West Parkades have a 48-hour limit. In all other lots there is an 18-hour maximum.
City of Kitchener	Parking lots have 24-hour parking availability. Parking garages have no limit on parking, but not all are open 24-hours.
City of Stratford	There are 12-hour and 4-hour parking lots available. Select lots are open 24 hours with no limits.
Town of Niagara-on-the-Lake	Municipal lots have a limit of 8 hours.
Town of Collingwood	Municipal lots have no time limits, but overnight parking is not allowed except in paid lots.
Town of Milton	There is a 12-hour limit on all parking lots with no overnight parking from 2 a.m. to 6 a.m. Municipal lots downtown have a 3-hour limit.
City of Brantford	There is no limit in municipal lots.

Centre Wellington has a longer time limit in its off-street lots similar to most municipalities. However, the Township does not employ shorter limits in their off-street lots in busy downtown areas which is a method some other municipalities employ.

### 1.3 Pricing Schemes for On / Off-Street Parking

A comparison between municipalities' pricing schemes for their on / off-street parking can be seen in Table 3.

**Table 3: On / Off-Street Parking Pricing Schemes**

<b>Municipality</b>	<b>On-Street</b>	<b>Off-Street</b>
Township of Centre Wellington	Free of charge.	Free of charge.
City of Guelph	Downtown metered stalls are \$3/hour.	Downtown lots are \$3/hour with a maximum of \$30/day. Sundays and after 7 p.m. on weekdays are.
City of Kitchener	Free of charge.	Downtown lots are \$2.40/hour with a \$12.40 daily max. They are also free after 5 p.m. and during weekends. Downtown garages are \$3.30 for the first two hours and \$1.75 per half-hour increase. They are free of charge on Sundays.
City of Stratford	Standard rate is \$1.50/hour.	Standard rate is \$1.25/hour.

<b>Municipality</b>	<b>On-Street</b>	<b>Off-Street</b>
Town of Niagara-on-the-Lake	The standard rate is \$4.75/hour. \$5.35/hour Downtown.	Standard rate is \$4.75/hour.
Town of Collingwood	The standard rate is \$0.50/hour. Downtown rate is \$1-0.75/hour.	Downtown rate is \$0.75/hour.
Town of Milton	Free of charge.	Free of charge.
City of Brantford	Tokens are \$1.80/hour.	Lot rates vary from \$2.25-2.50/hour with a \$13.50-15.00 daily maximum. Overnight lot rates are \$0.50-1.00/hour.

Unlike most of the benchmark municipalities, Centre Wellington does not charge for parking at any location. Other municipalities charge rates varying from \$0.5-5.35/hour in both their on-street and off-street locations in their downtown areas.

## 1.4 Parking Permits and Exemptions

Parking exemptions and permits are used by residents and visitors who need more parking, as well as for residents to freely park in downtown areas made busy through tourism. Table 4 shows a comparison of different municipalities' exceptions and permit programs.

**Table 4: Parking Exemptions and Permits Offered**

<b>Municipality</b>	<b>Exemptions</b>	<b>Permits</b>
Township of Centre Wellington	N/A	N/A
City of Guelph	N/A	Monthly parking permits for off-street lots are available with prices from \$77.77-\$174.98 per month depending on location.
City of Kitchener	Five overnight exemptions per winter season. Tracked by license plate.	Monthly parking permit for off-street lots available for \$140.35/month.
City of Stratford	Veterans and accessible permit holders park free.	Downtown residents get a free permit to park in an off-street lot for up to 72 hours free of charge. Must be renewed every 6 months. Monthly permits can be purchased for 113.75/month.
Town of Niagara-on-the-Lake	Free parking in December.	Residents may purchase a parking permit for \$22/year allowing them one

<b>Municipality</b>	<b>Exemptions</b>	<b>Permits</b>
		hour of free parking. Rate applies for additional time
Town of Collingwood	Veterans and accessible permit holders park free.	Downtown parking permits are available for \$55/month or \$550/year.
Town of Milton	25 overnight exemptions per year. Tracked by license plate.	Residents or visitors can apply for an on-street parking pass exempting them from time limits and overnight restrictions. Pass is not available from November 16 to April 14. To be eligible the license plate must have already used their 25 exemptions, and the residence must be using all available parking spots already.
City of Brantford	Veterans can park for free in surface lots.	Student parking permits are available for \$260/semester and give access to the largest off-street parking facility.

The following sections detail the residential parking permit programs implemented in a few additional jurisdictions.

#### **1.4.1 Town of Wasaga Beach**

Residents of the Town of Wasaga Beach may apply for up to two parking permits for each address within the municipality. These permits are valid from May 16 – October 10, allowing for people who live in the Town to access municipal parking for free during the tourism season. The use of one of these permits allows for free parking in any municipal lot during its hours of operation. These permits are allowed to be used in any vehicle and are tied to the residents address instead of license plate, as such they can be lent to or used by anyone. The selling of the permits, however, is prohibited.

#### **1.4.2 Town of Fort Erie**

The Town of Fort Erie offers an on-street parking season pass for parking in the Bay Beach area. This pass is available to anyone for \$50, but for residents of the Crystal Beach neighbourhood without a driveway, the pass is free of charge. The pass provides free parking along applicable streets in the neighbourhood. The free provision of these passes to residents allows them to maintain access to free and available parking throughout the year and not be affected by parking rates or tourists.



### 1.4.3 Norfolk County

Norfolk County is a single-tier municipality that is home to multiple settlement areas such as Simcoe, Port Dover, Waterford and more. Norfolk offers a paid parking permit to residents for \$20 per vehicle. This permit allows holders to park for free for up to 4 hours a day and is in effect from June 15 to September 3. Those who have property in Norfolk but live elsewhere (Cottage Owners) are also eligible for the permit. The implementation of this permit allows residents to access commercial and tourist areas free of charge so as not to impede their day-to-day life.

### 1.4.4 Summary

The Township of Centre Wellington currently does not employ any exception or permit programs. Popular exceptions were overnight parking, free parking for veterans, and free parking for accessible permit holders. Common permit programs were to offer a monthly permit allowing free parking in downtown areas, as well as to offer residents solutions to avoid paying fees when running errands / making quick stops or having overnight parking available.

## 1.5 Electric Vehicle Infrastructure

With the rise of green technology and electric vehicles (EVs), the need to accommodate users is increasing. The following Table 5 compares the availability and rates for EV charging stalls in different municipalities.

**Table 5: Availability of Electric Vehicle (EV) Parking and Charging Stations**

<b>Municipality</b>	<b>EV Parking/Charging Availability</b>
Township of Centre Wellington	EV charging is available at the following locations: <ul style="list-style-type: none"> <li>• Metcalf Street</li> <li>• 12 East Mill Street</li> <li>• 160 Provost Lane</li> </ul>
City of Guelph	There are 24 level 2 chargers available in lots downtown. There is a \$1.50/hour cost for charging on top of applicable fare.
City of Kitchener	EV charging available at all parking garages.
City of Stratford	Implementation of EV parking and charging ongoing.
Town of Niagara-on-the-Lake	There is a small number of municipally provided charging stalls. Cost for charging is \$1/hour.
Town of Collingwood	The Town of Collingwood six different EV charging stalls. The level 2 charges cost \$0.75/hour, while the level 3 chargers cost \$0.25/min.
Town of Milton	There are no municipally owned chargers or stalls in Milton. However, there are regionally / provincially as well as privately owned locations.
City of Brantford	No municipally owned stalls, however there are privately owned and operated spaces available.

As shown, all municipalities have EV charging infrastructure, although some only have privately owned but publicly available options and nothing municipally owned. A small cost of \$0.75-1.50/hour to charge is also common. Many jurisdictions, however, are beginning to implement programs to improve their infrastructure as it becomes more vital.

The following sections will describe specific EV initiatives being undertaken by the City of Toronto and the Town of Oakville which have more progressive EV-related parking strategies.

### **1.5.1 City of Toronto**

The City of Toronto has adopted its TransformTO Net Zero Strategy to reduce community-wide greenhouse gas emissions in Toronto to net zero by 2040. As a part of this strategy, many EV initiatives and projects have been undertaken to reach the city's goals. The two major transportation objectives are to, by 2030, have 30% of all vehicles in Toronto be registered as electric, and 75% of school and work trips under 5km be walked, biked, or done by transit. To support these objectives there are currently 47 on-street and 100+ off-street EV chargers available throughout the city with the numbers expected to grow to 150 and 500+ respectively by the end of 2024.

A public EV charging plan was also developed, providing a long-term strategy for Toronto. The city also encourages the use of publicly available funds as well as offers low-interest loans to home and building owners to encourage the development of EV charging infrastructure. The Toronto Zoning By-law has also been updated to include requirements for EV charging in new buildings. Targets have also been set out for city fleets and transit to transition towards EVs and green buses. There are currently 60 eBuses in the TTC fleet and 255 hybrid diesel-electric, the city fleet is also targeted to be 20% electric by 2025 and 50% by 2030. These actions and initiatives support Toronto's vision of a net-zero future and are important steps toward embracing electric vehicles.

### **1.5.2 Town of Oakville**

The Town of Oakville has partnered with ChargePoint to provide EV charging in commercial areas and municipal facilities. There are currently eleven dual charging stations implemented in commercial areas within Oakville, and an additional twelve are also located in Town-owned facilities. These stations provide the capacity for 46 EVs to be charged at the same time throughout the city.

The Town charges \$1.50 for the first three hours of charging and \$5 for every hour after to promote quick turnaround in the charging stalls. Updates are also being made to the Oakville Zoning By-Laws to require certain developments to provide EV parking or stalls that can be easily converted into EV charging spaces once appropriate. Through these actions, Oakville is promoting the use of EVs and preparing for the coming net-zero future.

## 1.6 Winter Parking Policies

Throughout the winter to avoid the obstruction of snow removal and impeding traffic in winter conditions many municipalities have policies restricting on-street parking. A comparison of these policies is displayed in the following Table 6.

**Table 6: Winter Parking Policies**

<b>Municipality</b>	<b>Policy</b>
Township of Centre Wellington	No overnight parking between 2 a.m. to 6 a.m. from November 1- March 31.
City of Guelph	No overnight on-street parking between 2 a.m. to 6 a.m. from December 1 - April 1.
City of Kitchener	No overnight on-street parking between 2:30 a.m. to 6 a.m. from December 1 - March 31.
City of Stratford	No winter policy as parking is never permitted between 2 a.m. to 6 a.m. unless otherwise designated.
Town of Niagara-on-the-Lake	No winter policy as parking is never permitted between 2 a.m. to 6 a.m. unless otherwise designated.
Town of Collingwood	No overnight on-street parking between 1 a.m. to 7 a.m. from December 1 - March 31.
Town of Milton	No winter policy as parking is never permitted between 2 a.m. to 6 a.m. unless otherwise designated.
City of Brantford	No parking along snow routes designated by signage during snowfall.
<b>Applicable to all</b>	No parking in a manner that obstructs the removal of snow when required.

All municipalities have some policy restricting overnight parking in the winter. Many restrict it only during the winter season, while others opt to restrict overnight parking year-round. All also have a policy that no vehicles may obstruct the removal of snow or be parked on-street during weather events.

## 1.7 Commercial Vehicle Regulations

A comparison between parking restrictions for commercial vehicles can be found in Table 7.

**Table 7: Regulations on the Parking of Commercial Vehicles**

<b>Municipality</b>	<b>Regulations</b>
Township of Centre Wellington	A commercial vehicle is defined as having a gross weight exceeding 4.5 metric tonnes. Commercial vehicles cannot be parked along highways for more than one hour between 1 a.m. to 6 a.m. Commercial vehicles cannot be parked in a municipal lot.
City of Guelph	One cannot park a vehicle on a residential property if it exceeds: <ul style="list-style-type: none"> <li>• A weight of 3 metric tonnes</li> <li>• A height of 2.6 m</li> <li>• A length of 6 m</li> </ul> One cannot park a commercial vehicle in a municipal lot. Commercial vehicles cannot be parked along highways between 1 AM and 6 AM for longer than one hour.
City of Kitchener	Vehicles weighing more than 4.5 metric tonnes cannot park on-street. Commercial vehicles are not eligible for usual parking exceptions or permits.
City of Stratford	N/A
Town of Niagara-on-the-Lake	Commercial loading permit needed to park on the side of the road.
Town of Collingwood	A commercial vehicle is defined as any vehicle exceeding 4.5 metric tonnes in gross weight. Commercial vehicles may not be parked along any highway unless performing their basic function.
Town of Milton	Special parking exceptions may be requested if a vehicle is over 6.7 m in length or 2.6 m in height. These permits will only be in effect between April 15 - November 15.
City of Brantford	No trucks with more than 2 axles or 4 wheels may park on-street between 11 p.m. to 6 a.m..

Most jurisdictions have similar restrictions on commercial vehicles and where / when they can park. Commonly not being allowed to park in residential areas at any time, or on highways overnight.

## **2.0 Cycle Tourism**

Bike rental programs or bike share programs have been implemented in several jurisdictions to target cycle tourism and have seen success. The introduction of bike share or rental programs could serve as an effective means of alleviating parking pressures in congested urban areas. By encouraging residents and visitors to choose bicycles for transportation, the demand for traditional parking facilities can be minimized, thereby mitigating congestion, and reducing the need for additional parking infrastructure. This memorandum outlines the benefits of cycle tourism and details the implementation of tourism-focused bike rental programs in six jurisdictions.

## **2.1 Benefits of Cycle Tourism**

Many municipalities have looked towards cycle tourism to attract visitors, especially those who seek an immersive and eco-friendly experience. As tourists explore the area on bicycles, they can engage more intimately with the surroundings, supporting local businesses and fostering a deeper appreciation for the community's unique attractions.

Cycle tourism presents a range of compelling benefits for economic development within municipalities. The existence of bike share programs within a municipality can attract visitors. Additionally, these programs can compel visitors to stay longer in the area to explore its attractions and experience the community's culture due to the decreased fatigue and effort relative to walking.

Bike share or rental programs developed to enhance cycle tourism can also be used by residents to travel around their community while supporting sustainable modes of transportation. Residents and visitors can use bike rental programs to explore not only attractions found in their urban centres but also areas outside urban centres via trails and paths.

Cycle tourism can also come in other forms other than bike rentals or bike shares. They can come in the form of routine organized tours, special cycling events, or destination cycling to a particular key destination (e.g., a destination the municipality is best known for). Examples of such events in the surrounding areas of the Township include Tour De Guelph, Bikes and Blues Festival: Grand River Bike Rides, and Pedal for Portage.

## **2.2 Existing Programs**

### **2.2.1 Haliburton**

Starting in 2022, Haliburton launched a bike-share project with the help of the Rotary Club. The goal of the program was to support cycle tourism in Haliburton Village and to support active transportation. The program saw more use than just tourists, however, with cottagers and permanent residents making use of the bikes as well. The program provided six cruiser bikes for rental, and it was expected that each bike would be rented once per day making 42 rentals per week. Expectations were exceeded however with an average of 50 rentals per week. Bikes are available for free from 8 a.m. – 8 p.m. for three-hour reservations, and they are unlocked using an app making the program staff-free. These bikes are meant for road or paved trail use and allow tourists to sightsee and visit restaurants or shops without relying on a car.

### **2.2.2 Carleton Place**

The Town of Carleton Place recently purchased four new bikes adding to its summer cycle tourism program. The Town is home to a network of trails and is well situated near parks, beaches, and other attractions. There are many local trails as well as five different options for longer trails ranging from 4.5 km to 28 km. The charge to use one of the bikes is \$5/hour, \$10/four-hours or \$20/day. The implementation of the biking program has provided tourism alternatives and works to encourage tourists to use different transportation modes, reducing traffic and promoting active transportation.

### **2.2.3 Bobcaygeon**

Since 2017 Bobcaygeon has been providing a bike-sharing program to residents and tourists. Using an app, the bikes are rented out at \$7.50 for the first half hour and \$2.50 for each half hour after that. The provision of bikes allows tourists and especially boaters to have access to more mobility upon arriving in the Town. As boaters cannot bring any means of land transportation with them, bikes allow for the exploration of a wider area without the need for a car. As Bobcaygeon does not have a transit system the bikes also allow for more transportation options, reducing the reliance on cars.

### **2.2.4 Chatham-Kent**

The implementation of an eBike rental program was proposed in Chatham-Kent. This program would utilize six charging stations on municipal property as well as partnerships with local businesses to allow for bike rentals. The purpose of this project is to promote tourism within the municipality as well as strengthen local economics by encouraging visits to local businesses. Charging stations would be in key municipal locations such as parks and libraries, as well as at partnered businesses. The use of these bikes would increase active transportation in the municipality, especially among tourists, and promote environmental sustainability.

### **2.2.5 Orillia**

Within Orillia, Born to Ride Bicycle offers bicycle rental and guided tours. Road, hybrid, sport, mountain, tandem and electronic bikes are all available for rent to provide several different activity options. To accommodate for cycle tourism there are many trails within the municipality, with roadside, paved and dirt off-road trails Orillia offers many options to cyclists. The use of cycling rentals and providing infrastructure for cycle tourism allows people to explore the sights Orillia has to offer as well as encourage visits to the Downtown Core and restaurants. This provides a boost to the town's economy and encourages tourism all while reducing vehicle congestion.

## **2.2.6 Cornwall**

The Town of Cornwall is recognized as a Bicycle Friendly Community by the Share the Road Cycling Coalition. With over 75 km of dedicated bike lanes and trails, the municipality has leaned into bicycle tourism. They offer bike rentals, having six bikes available from 8 a.m. to 6 p.m. These bikes are rented for \$10/hour, \$25/four hours or \$35/day and can be reserved ahead of time as well. The waterfront trail maintained by the Town along with dedicated bike lanes creates an urban loop around the entire city allowing cyclists to sightsee and visit Downtown along the same trail. Water bottle-filling stations have also been implemented around Cornwall to support cyclists. This biking infrastructure gives cyclists the ability to see more of the town through active transportation without the need to rely on automotive transportation or transit systems.

## **2.2.7 Summary**

Many municipalities across Ontario have implemented a biking tourism program allowing for active transportation to become a viable option for exploring. The offering of bike rentals encourages tourists and the public to participate in these activities as they no longer need to bring their own bikes to have access to one. The bikes allow tourists to travel further distances and visit their desired locations without the need to rely on vehicular travel or an extensive transit system.

Using trails and other infrastructure the municipalities guide the cyclists, allowing them to have some control over where the cyclists will be. As such they are beneficial to smaller municipalities, with a tourism industry that cannot support a transit system or municipalities looking to boost the local economy and tourism industry. Bicycle rentals also promote active transportation and work towards decreasing the number of vehicles on the road, reducing traffic volume and congestion.

## **3.0 Short-Term Rentals**

### **3.1 Background**

Short-term rentals have become increasingly popular in the Township over the past few years. A significant rise in tourism in the region, particularly during events in Elora has led to short-term rental accommodation becoming more common, as well as the need for accommodations has been growing. Short-term accommodations in the Township can support local businesses since overnight tourists will typically shop and dine multiple times during their visit.

With short-term accommodation becoming more popular, the challenge of regulating them raises concerns. Recently the Township has been exploring ways to regulate short-term rentals in the Township to ensure that visiting guests staying over are not causing a disturbance in neighbourhoods. One of the best ways to regulate short-term rentals while being fair to the operators of such rentals is through a jurisdictional scan. Jurisdictional scans allow the Township to review regulations and best practices from other jurisdictions / municipalities to ensure that the regulations introduced are both fair to operators, and other residents.

This section intends to better understand the regulations of short-term rentals, particularly when it comes to parking requirements. A jurisdictional scan was completed to compare current practices from other municipalities.

### **3.2 Jurisdictional Scan**

The jurisdictional scan of regulatory practices for other municipalities is summarized below. The municipalities that were chosen for this jurisdictional scan include The Town of Georgina, the Town of Huntsville, the Town of Milton, the Town of Oakville, the City of Brantford, the City of Orillia, the City of Richmond Hill, the City of Stratford, Municipality of Lambton Shores, and the Municipality of Trent Lakes. These municipalities were chosen because they were similarly sized to the Township or had similar characteristics.

For the municipalities reviewed in the jurisdictional scan, it was evenly split between whether municipalities indicate minimum parking requirements for short-term rentals in the zoning by-law, or in the short-term rental licensing by-law. For the jurisdictional scan, there were 2 main types of short-term rentals reviewed, including:

- Bed and Breakfast (B&B) – typically defined as an owner-occupied, single dwelling with additional guest rooms for overnight lodging where the principal resident is required to be on the premises for the duration of the stay / rental.
- Short-term accommodation (Air B&B or VRBO) – typically defined as the rental of an entire dwelling unit, where the principal resident is not required to be there for the duration of the stay if the principal resident lives on the premises.

The findings of the jurisdictional scan, as it relates to parking requirements for short-term rentals are shown in **Table 8**.



**Table 8: Short-Term Rental Parking Requirements**

<b>Municipality</b>	<b>Parking Requirements</b>
Town of Georgina	Short-term rental accommodations require a minimum of 3 parking spaces, plus 1 space per guest room.
Town of Huntsville	Short-term rental accommodations require a minimum of 1 parking space per guest room.
Town of Milton	Short-term rental accommodations require a minimum of 1 parking space per short-term rental, in addition to the minimum requirements outlined in the zoning by-law (2 parking spaces per single dwelling unit).
Town of Oakville	Short-term rental accommodations require a minimum of 1 additional parking space per unit / guest room.
City of Brantford	Short-term rental accommodations must have a primary residence driveway that can accommodate a minimum of 1 vehicle per bedroom rented.
City of Orillia	Short-term rental accommodations require a minimum of 1 parking space per suite / guest room, in addition to the minimum requirements for residential dwelling units as outline in the zoning by-law (2 parking spaces per dwelling unit).
City of Richmond Hill	In residential zones, short-term rental accommodations require 2 parking spaces per dwelling unit.
City of Stratford	Bed and Breakfast establishments require a minimum of 1 parking space per bedroom, plus the minimum parking requirements as outlined in the zoning by-law (2 parking spaces per single dwelling unit). All other forms of short-term rentals are required to provide 0.66 parking spaces per guest room.
Municipality of Lambton Shores	Short-term rental accommodations require a minimum of 1 parking space when being occupied by 1-4 renters, and a minimum of 2 parking spaces when being occupied by 5-10 renters.
Municipality of Trent Lakes	Short-term rental accommodations require a minimum of 1 parking space per dwelling unit, plus an additional 1 parking space per guest room.

Based on the findings outlined in the table above, of the 10 municipalities reviewed the following summary applies:

- 1 municipality requires a minimum of 3 spaces per dwelling unit, plus 1 space per guest room.
- 2 municipalities require a minimum of 2 spaces per dwelling unit.
- 3 municipalities require a minimum of 1 space per dwelling unit.
- 1 municipality requires a minimum of 1 space per guest room.
- 3 municipalities require a minimum of 2 spaces per dwelling unit, plus 1 space per guest room.
- 1 municipality requires a minimum of 1 space per dwelling unit, plus 1 space per guest room.

### **3.3 Considerations**

Based on the findings and summary provided above, there are two most common practices out of the 10 municipalities reviewed and both have 3 municipalities implementing them. These two practices are to require a minimum of 1 space per dwelling unit, or a minimum of 2 spaces per dwelling unit, plus 1 space per guest room. Therefore, these two common requirements require either a minimum of 1 space or a minimum of 3 spaces for a 1-bedroom dwelling unit.

To determine which of the top 2 requirements best applies, the Township's zoning by-law was reviewed. A residential dwelling unit in the Township requires a minimum of 1 parking space per unit. Therefore, the practice of requiring 1 parking space per dwelling unit for short-term rentals would also be by the Township's zoning by-law. To ensure that short-term rentals in the Township have sufficient parking and are not crowding residential streets while not requiring more parking than demand, the Township should consider implementing a requirement of 1 parking space per guest room which would be consistent with the practice implemented in the City of Brantford.



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## Appendix E

### Future Parking Forecasting



## Appendix E: Future Parking Forecasting

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**Date:** February 7, 2024 **Project No.:** 300057100.0000  
**Project Name:** Centre Wellington Municipal Parking Strategy  
**Client Name:** Township of Centre Wellington  
**To:** Township of Centre Wellington  
**From:** R.J. Burnside & Associates Limited

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### 1.0 Future Parking Demand and Supply

Future parking demand and supply from new developments were forecasted for the 2030 and 2041 horizon years. Generally, this methodology involves estimating the additional housing and employment within the study areas, forecasting the parking demand based on those land use forecasts, and adding the parking demand onto the existing parking conditions collected for this study. The methodology used to determine the forecasts are outlined below:

1. Future additional housing and employment in the study areas were estimated using forecasts from Centre Wellington's Development Charges Background Study (2020) or "DC Background Study". Housing forecasts were measured in housing type (e.g., singles / semi-detached, multiples, and apartments). Employment forecasts were measured in non-residential gross floor area (e.g., industrial G.F.A., commercial G.F.A. and institutional G.F.A.).
2. The parking demand was forecasted based on the housing and employment estimates using the Institute of Transportation Engineers (ITE) Parking Generation Manual. This parking demand includes the demand from all users including from visitors and employees.
3. Because future private developments also supply parking, the future parking supply was forecasted using parking rates from the Township's zoning by-law.

The parking demand and supply from new developments were then added to the existing conditions supply and demand based on the data collected for this study. Although the additional housing and employment forecasts identified in the DC Background Study were between the year 2020 and 2031 and between the year 2020 and 2041, the assessment assumed that the parking demand generated from the additional developments could be added onto the 2023 existing conditions year. This assumption provides more conservative estimates and fairly assumes that there is a lag between developments being completed and developments being fully occupied.

Adjustments to the demand and supply were made due to factors such as loss of parking due to future road reconstruction, mode share assumptions, and assumed latent parking demand from existing visitors and employees. The methodology and assumptions are detailed below.

## 2.0 Housing and Employment Forecasts

### 2.1 Land Use Forecasts for Elora-Salem and Fergus

The future additional housing forecasts from new developments for the 2030 and 2041 horizon years are outlined in Table 1 and Table 2.

**Table 1: Housing Forecast (2030)**

	Single & Semi-Detached	Multiples	Apartment
Fergus	1,659	360	488
Elora-Salem	552	165	137

1. Multiples includes townhouses and apartments in duplexes.
2. Apartments includes accessory apartments, bachelor, 1-bedroom, and 2-bedroom+ apartments.

**Table 2: Housing Forecast (2041)**

	Single & Semi-Detached	Multiples	Apartment
Fergus	3,620	976	891
Elora-Salem	1,353	432	225

1. Multiples includes townhouses and apartments in duplexes.
2. Apartments includes accessory apartments, bachelor, 1-bedroom, and 2-bedroom+ apartments.

The future employment forecasts for the 2030 and 2041 horizon years are outlined in Table 3 and Table 4.

**Table 3: Employment Forecast (2030)**

	Industrial G.F.A. S.F.	Commercial G.F.A. S.F.	Institutional G.F.A. S.F.
Fergus	2,499,000	227,100	31,500
Elora-Salem	653,500	417,800	57,900

**Table 4: Employment Forecast 2041**

	Industrial G.F.A. S.F.	Commercial G.F.A. S.F.	Institutional G.F.A. S.F.
Fergus	3,418,200	502,200	234,000
Elora-Salem	893,000	923,700	430,300

## 2.2 Land Use Forecasts for the Elora and Fergus Study Areas

A proportion of the land use forecasts for Elora-Salem and Fergus were allocated to the Elora and Fergus study areas based on area. The Township's zoning by-law contains several zone classes including, but not limited to:

- Residential Zones (R1A, R1B, R1C, R2, R3, R4, and R6).
- Commercial Zones (C1, C2, C3, C4, C5).
- Shopping Centre Zones (SC).
- Institutional Zones (IN).
- Industrial Zones (M1 and M2).

The area of each zone class within Elora-Salem, the Elora Study Area, Fergus, and the Fergus Study Area were estimated using ESRI's ArcMap, a Geographic Information Systems mapping software, and the shapefile for the zoning areas in the Township. A summary of the residential areas is provided in Table 5 and a summary of the non-residential areas is provided in Table 6.

**Table 5: Forecasted Residential Areas**

	<b>Fergus</b>	<b>Fergus Study Area</b>	<b>Elora</b>	<b>Elora Study Area</b>
<b>R1A-R1C</b>	1,220	232	1,505	195
<b>R2</b>	288	0	159	0
<b>R3</b>	141	0	169	0
<b>R4</b>	205	0	102	0
<b>R6</b>	86	0	3	0
<b>Total</b>	<b>1,940</b>	<b>232</b>	<b>1,938</b>	<b>195</b>

**Table 6: Forecasted Non-Residential Areas**

	<b>Fergus</b>	<b>Fergus Study Area</b>	<b>Elora</b>	<b>Elora Study Area</b>
<b>C1</b>	19	19	74	9
<b>C2</b>	44	0	43	0
<b>C3</b>	4	0	2	0
<b>C4</b>	1	0	4	4
<b>C5</b>	0	0	2	0
<b>SC</b>	10	0	0	0
<b>IN</b>	201	3	30	2
<b>M1-M3</b>	131	0	128	0
<b>Total</b>	<b>410</b>	<b>22</b>	<b>283</b>	<b>15</b>

Using these area estimates, the following residential and non-residential percentages were applied to the Fergus land use forecasts to determine the Fergus Study Area land use forecasts.

- 28% Commercial GFA
- 1% Institutional GFA
- 0% Industrial GFA.
- 12% residential units.

The following residential and non-residential percentages were applied to the Elora land use forecasts to determine the Elora Study Area land use forecasts.

- 10% Commercial GFA
- 7% Institutional GFA
- 0% Industrial GFA.
- 10% residential units.

In summary, the increase in residential and non-residential development between now and 2030 in the Fergus and Elora Study Areas is summarized in Table 7.

**Table 7: Increase in Residential and Non-Residential Development by 2030**

	<b>Fergus</b>	<b>Elora</b>
Singles / Semi-Detached	199 units	56 units
Multiples	43 units	17 units
Apartments	58 units	14 units
Commercial GFA	64,310 ft <sup>2</sup>	42,991 ft <sup>2</sup>
Institutional GFA	420 ft <sup>2</sup>	3,998 ft <sup>2</sup> .
Industrial GFA	0 ft <sup>2</sup>	0 ft <sup>2</sup>

The increase in residential and non-residential development between now and 2041 in the Fergus and Elora Study Areas is summarized in Table 8.

**Table 8: Increase in Residential and Non-Residential Development by 2041**

	<b>Fergus</b>	<b>Elora</b>
Singles / Semi-Detached	433 units	137 units
Multiples	117 units	44 units
Apartments	107 units	23 units
Commercial GFA	142,213 ft <sup>2</sup>	95,048 ft <sup>2</sup>
Institutional GFA	3,121 ft <sup>2</sup>	29,713 ft <sup>2</sup>
Industrial GFA	0 ft <sup>2</sup>	0 ft <sup>2</sup>

### 3.0 Non-Residential Parking Demand (New Developments)

The Institute of Transportation Engineers (ITE) provides parking demand estimates for various land uses. It is unknown at this time exactly what specific land uses will be developed in the future. For the purposes of this forecast, a combination of various commercial land uses was used to determine the commercial parking demand. This is shown in Table 9.

**Table 9: Commercial Parking Demand Percentage**

	<b>Fergus</b>	<b>Elora</b>
Shopping (Land Use Code 821)	75%	88%
Office (Land Use Code 710)	15%	2%
Fast casual restaurant (Land Use Code 930)	10%	10%

These land uses were chosen as they represent the commercial environment existing in Elora and Fergus today.

It was assumed that the private parking provided by the institutional developments would be able to accommodate for the future demand. Finally, there are no industrial land uses planned for the Elora or Fergus Study Area.

In Elora and Fergus, the weekend peak demand was modelled. The data collection showed that in Elora, the weekend parking demand was higher than on the weekday. In Fergus, the weekend parking demand was lower than on the weekday. However, the weekend parking demand was collected in the middle of September. A tourism adjustment factor of 15% was applied to the Fergus existing conditions weekend demand which resulted in higher parking demand than the weekday. This 15% adjustment factor was calculated using summer parking data and September parking data collected in Elora.

Based on these assumptions, non-residential parking demand was estimated for the 2030 and 2041 horizon years. The 2030 future parking demand is summarized in Table 10 and the 2041 future parking demand is summarized in Table 11.



**Table 10: Future Parking Demand (2030)**

	<b>Fergus</b>	<b>Elora</b>
Shopping (Land Use Code 821)	146	116
Office (Land Use Code 710) <sup>1</sup>	0	0
Fast casual restaurant (Land Use Code 930)	26	34
<b>Total</b>	<b>172</b>	<b>150</b>

1. Office parking demand was generated but assumed 0 because of the weekend.

**Table 11: Future Parking Demand (2041)**

	<b>Fergus</b>	<b>Elora</b>
Shopping (Land Use Code 821)	386	256
Office (Land Use Code 710) <sup>1</sup>	0	0
Fast casual restaurant (Land Use Code 930)	120	80
<b>Total</b>	<b>506</b>	<b>336</b>

1. Office parking demand was generated but assumed 0 because of the weekend.

## 4.0 Residential Parking Demand (New Developments)

Residential parking demand affecting the municipal supply was assumed to come from apartments that had zero parking spaces. The assessment assumed that single-detached, semi-detached, and townhouses were able to accommodate the parking on-site.

In Elora and Fergus, half the new apartments that were being developed between 2020 and 2030 were assumed to have no parking spaces. Based on 2016 Transportation Tomorrow Survey data, the average vehicle ownership per apartment unit was 0.92 vehicles per unit. Based on these assumptions, residential parking demand was estimated for the 2030 and 2041 horizon years and is summarized in Table 12.

**Table 12: Estimated Residential Parking Demand for 2030 and 2041**

	<b>Fergus</b>	<b>Elora</b>
2030	27	6
2041	49	10

## 5.0 Non-Residential Parking Supply (New Developments)

The private parking supply was estimated using the parking requirements defined in the Township's zoning by-law. These parking requirements differ between different land uses. The parking requirements used include:

- Retail – 1 space per 215 ft<sup>2</sup>
- Office – 1 space per 323 ft<sup>2</sup>
- Restaurant – 1 space per 97 ft<sup>2</sup>

In Zone C1, the parking requirement is 0.5 times the number of parking spaces determined by the typical parking requirement calculations. Based on the zoning classes, 100% of the commercial area in the Fergus study area is assumed to be located in C1 and 80% of the commercial area in the Elora Study Area is assumed to be located in C1.

Based on these assumptions, the 2030 future parking demand is summarized in Table 13.

**Table 13: 2030 Future Parking Demand**

	<b>Fergus</b>	<b>Elora</b>
Shopping (Land Use Code 821)	112	113
Office (Land Use Code 710) <sup>1</sup>	0	0
Fast casual restaurant (Land Use Code 930)	49	28
<b>Total</b>	<b>161</b>	<b>141</b>

1. Office parking supply was generated but assumed unusable by non-office parking users.

Based on these assumptions, the 2041 future parking demand is summarized in Table 14.

**Table 14: 2041 Future Parking Demand**

	<b>Fergus</b>	<b>Elora</b>
Shopping (Land Use Code 821)	248	233
Office (Land Use Code 710) <sup>1</sup>	0	0
Fast casual restaurant (Land Use Code 930)	110	59
<b>Total</b>	<b>358</b>	<b>292</b>

1. Office parking supply was generated but assumed unusable by non-office parking users.

## **6.0 Future Parking Demand Adjustments**

Several assumptions were made to the existing parking demand to forecast to the 2030 and 2041 horizon years.

A 10% increase in existing parking demand in Fergus and a 15% increase in demand in Elora was assumed to account for demand that is not observed in the data collection. This percentage accounts for the following:

- Visitors that want to visit but cannot find a spot to park and leave the study area.
- Employees that want to park their vehicle but are either park outside the study area or elsewhere.

A 2% per annum increase in the parking demand between now and 2030 was assumed to account for the increase in tourism to the study areas. A 1% per annum increase in the parking demand was assumed between now and 2041. One of the Township's strategic objectives from the Economic Development Strategic Action Plan includes building tourism as a main economic driver. This assumption is based on an understanding that the Township will continue to grow its downtowns making these areas more attractive to both residents and visitors from other municipalities.

A mode share adjustment was also applied to the parking demand. According to the 2016 Transportation Tomorrow Survey, approximately 90% of trips coming from or to Elora and Fergus were made by vehicle (driving or carpool) and 10% of trips were made by non-vehicular modes such as walking, cycling, or transit. The Township has been and will be making efforts to enhance non-vehicular modes of transportation such as increasing walking and cycling trips. These efforts are aligned with the strategies outlined in the Township's 2019 Transportation Master Plan. The assessment assumes that by 2030, the vehicular mode share will reduce to 89% and by 2041, the vehicular mode share will reduce to 88%.

## **7.0 Future Parking Supply Adjustments**

In Fergus, the Township is currently working on the detailed design of the reconstruction of St. David Street to create a vibrant, safe, and accessible corridor in Centre Wellington. It was assumed that 10 parking spaces would be lost due to this reconstruction within the Fergus Study Area.

In Elora, during the time of this study and the data collection, East Mill Street was under construction and parking supply was not accounted for in the study. This construction also impacted the municipal parking lot that is located at the south end of Geddes Street at East Mill Street. Although data was collected for this parking lot, the assessment assumes this demand was mainly from construction vehicles as there was no access to this parking lot at this time. It is assumed that in the future, East Mill Street will add 4 spaces to the municipal supply and this lot will add 16 spaces to the municipal supply.

## **8.0 Service Levels**

A parking utilization threshold represents the point at which a parking facility's capacity is actively used by parked vehicles, usually expressed as a percentage. Exceeding an 85% utilization rate indicates that parking resources are nearing maximum capacity. This can lead to challenges like difficulties in finding parking, increased congestion, reduced accessibility, heightened illegal parking, negative perceptions, economic setbacks for local businesses, and environmental impacts due to prolonged search and congestion.

Providing parking supply that just meets the future parking demand would mean that the parking utilization would be 100%, exceeding the threshold. To ensure appropriate service levels, an 85% threshold is set as the target. This is captured by the future parking supply where the municipal parking supply target is lowered by 15% to represent the target threshold.

## 9.0 Future Parking Demand and Supply Summary

### 9.1 2030 Horizon Year

The 2030 parking demand is summarized in Table 15.

**Table 15: 2030 Parking Demand**

	<b>Fergus</b>	<b>Elora</b>
Existing peak weekend demand (on-street)	171	312
Existing peak weekend demand (off-street)	142	49
Seasonal tourism adjustment on-street	26	0
Seasonal tourism adjustment off-street	21	0
Residential parking demand (new development)	27	6
Non-residential parking demand (new development)	172	150
Latent demand (visitors and employees)	34	54
Increased downtown attraction	58	62
Mode Share Adjustment	-7	-7
<b>Total 2030 Parking Demand</b>	<b>644</b>	<b>626</b>

The 2030 parking supply is summarized in Table 16.

**Table 16: 2030 Parking Supply**

	<b>Fergus</b>	<b>Elora</b>
Existing supply (on-street)	386	325
Existing supply (off-street)	195	56
Non-residential parking supply (new developments)	151	141
Removal of spaces from St. David Street Reconstruction	-10	0
Addition of spaces from Geddes Lot and East Mill Street	0	20
<b>Total 2030 Parking Supply</b>	<b>722</b>	<b>542</b>
85% Service Level on Municipal Supply <sup>1</sup>	636	480

1. Includes 85% of forecasted municipal supply plus supply from private commercial developments.

A summary of the 2030 parking demand and supply is provided in Table 17.

**Table 17: Summary of the 2030 Parking Demand and Supply**

	<b>Fergus</b>	<b>Elora</b>
2030 Parking Demand <sup>1</sup>	644	626
2030 Parking Supply Based on 85% Municipal Service Level <sup>2</sup>	636	482
Deficiency / Surplus	7 parking supply deficiency	145 parking supply deficiency

1. Includes forecasted demand for municipal spaces plus demand for private commercial developments.
2. Includes 85% of forecasted municipal supply plus supply from private commercial developments.

## 9.2 2041 Horizon Year

The 2041 parking demand is summarized in Table 18.

**Table 18: 2041 Parking Demand**

	<b>Fergus</b>	<b>Elora</b>
Existing peak weekend demand (on-street)	171	312
Existing peak weekend demand (off-street)	142	49
Seasonal tourism adjustment on-street	26	0
Seasonal tourism adjustment off-street	21	0
Residential parking demand (new development)	49	10
Non-residential parking demand (new development)	506	336
Latent demand (visitors and employees)	34	54
Increased downtown attraction	66	71
Mode Share Adjustment	-34	-28
<b>Total 2041 Parking Demand</b>	<b>981</b>	<b>804</b>

The 2041 parking supply is summarized in Table 19.

**Table 19: 2041 Parking Supply**

	<b>Fergus</b>	<b>Elora</b>
Existing supply (on-street)	386	325
Existing supply (off-street)	195	56
Non-residential parking supply (new commercial developments)	358	292
Removal of spaces from St. David Street Reconstruction	-10	0
Addition of spaces from Geddes Lot and East Mill Street	0	20
<b>Total 2041 Parking Supply</b>	<b>929</b>	<b>693</b>
85% Service Level on Municipal Supply <sup>1</sup>	843	633

1. Includes 85% of forecasted municipal supply plus supply from private commercial developments.

A summary of the 2041 parking demand and supply is provided in Table 20.

**Table 20: 2041 Parking Demand and Supply**

	<b>Fergus</b>	<b>Elora</b>
2041 Parking Demand <sup>1</sup>	981	805
2041 Parking Supply Based on 85% Service Level on Municipal Supply <sup>2</sup>	843	633
Deficiency / Surplus	138 parking supply deficiency	172 parking supply deficiency

1. Includes forecasted demand for municipal spaces plus demand for private commercial developments.
2. Includes 85% of forecasted municipal supply plus supply from private commercial developments.



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## Appendix F

### Financial Analysis



## Appendix F: Financial Analysis

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**Date:** February 8, 2024 **Project No.:** 300057100.0000  
**Project Name:** Centre Wellington Municipal Parking Strategy  
**Client Name:** Township of Centre Wellington  
**To:** Township of Centre Wellington  
**From:** R.J. Burnside & Associates Limited

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### 1.0 Introduction

To fund this parking management strategy, major parking-related costs and revenues were assessed and forecasted (5-year forecast) as part of the implementation plan. The major parking revenue streams that were considered in the financial analysis include the proposed paid parking system and enforcement. The major parking capital and / or operating costs that were considered include the following:

- The proposed parking structure in Elora and the proposed parking structure in Fergus.
- Leasing of private parking spaces.
- The shuttle bus program.
- Enforcement implementation.

### 2.0 Parking Structure Costs

The capital cost of a parking structure includes the land acquisition, construction costs, and operational costs.

#### 2.1 Land Acquisition Costs

To obtain an approximate property requirement, a few benchmark locations were obtained as shown in Table 1.



**Table 1: Benchmark Locations**

<b>Parking Structure</b>	<b>Spaces</b>	<b>Site Area (m<sup>2</sup>)</b>	<b>m<sup>2</sup> per space of Site Area</b>
300 Church Street, Oakville	285	2,080	7.3
414 Locust Street, Burlington	339	3,400	10.0
146 MacDonell Street, Guelph	334	3,000	9.0
110 MacDonell Street, Guelph	551	3,700	6.7
		<b>Average</b>	<b>8.3</b>

Two scenarios were developed for this assessment: a low-cost scenario ('low scenario') and a high-costing scenario ('high scenario'). The two scenarios used the average benchmarked value of spaces per m<sup>2</sup>, which is 8.3 spaces per m<sup>2</sup>, and the high-costing scenario used the highest benchmarked value in the benchmarking assessment which is 10.0 spaces per m<sup>2</sup>. With a proposed structure of 170 spaces in Elora and 140 spaces in Fergus, the estimated land acquisition is shown in Table 2.

**Table 2: Estimated Land Acquisition**

<b>Location of Structure (spaces)</b>	<b>Site Area Required – Low Scenario (m<sup>2</sup>)</b>	<b>Site Area Required – High Scenario (m<sup>2</sup>)</b>
Elora (170 spaces)	1,404	1,700
Fergus (140 spaces)	1,156	1,400

It is important to note that parking structures can be designed in multiple ways and the site area required may change subject to its final design.

To calculate the land acquisition cost, a \$250 per m<sup>2</sup> rate was used. This rate is based on Burnside's recent experience in similar municipalities. As another benchmark, the City of Oshawa Parking Study (2021)<sup>1</sup> used a \$212.80 per m<sup>2</sup> rate for property acquisition costs. The estimate of land acquisition costs associated with the proposed Fergus and Elora parkades is summarized in Table 3.

**Table 3: Estimated Land Acquisition Cost for Fergus and Elora Parkades**

<b>Location of Structure (spaces)</b>	<b>Land Acquisition Cost – Low Scenario</b>	<b>Land Acquisition Cost – High Scenario</b>
Elora (170 spaces)	\$350,900	\$425,000
Fergus (140 spaces)	\$289,000	\$350,000

<sup>1</sup> IBI Group, "City of Oshawa Parking Study (2021)", City of Oshawa, ON, January 22, 2021, [https://www.oshawa.ca/en/city-hall/resources/Documents/Oshawa\\_Parking\\_Study\\_Final\\_Report.pdf](https://www.oshawa.ca/en/city-hall/resources/Documents/Oshawa_Parking_Study_Final_Report.pdf) (Accessed January 10, 2023).

## 2.2 Construction Cost

To calculate the capital cost of the proposed parking structures, an estimated cost per space was used for the low costing scenario and high costing scenario. Many sources have been used to derive an appropriate rate. These are summarized in Table 4.

**Table 4: Estimated Cost Per Space**

Source	Estimated Cost Per Space	Notes
Downtown Guelph Parking Master Plan (2023)	\$55,000 per space	Includes land acquisition and construction
Brampton Parking Plan (2022)	Low: \$17,230.95 per space High: \$23,496.75 per space	Construction cost only
City of Oshawa Parking Study (2021)	Low: \$30,000 per space High: \$44,000 per space	Construction cost only

Over the past few years, the cost of construction has increased as indicated by Statistic Canada's Building Construction price indexes. For the purposes of this assessment, a cost of \$32,000 per space was used for this assessment for the low scenario and \$45,000 per space was used for the high scenario.

Assuming these rates, the cost estimate of each of the proposed parking structures was calculated. These construction costs are summarized in Table 5.

**Table 5: Construction Costs in Elora and Fergus**

Location of Structure (spaces)	Construction Cost – Low Scenario	Construction Cost – High Scenario
Elora (170 spaces)	\$5,440,000	\$8,160,000
Fergus (140 spaces)	\$4,480,000	\$6,720,000

## 2.3 Operational Costs

Annual operational costs were assumed to be \$700 per space per year. Based on this rate, the annual operational costs of each of the proposed parking structures were calculated. These operational costs are summarized in Table 6.

**Table 6: Annual Operational Cost**

Location of Structure (spaces)	Annual Operational Cost
Elora (170 spaces)	\$119,000
Fergus (140 spaces)	\$98,000

## 2.4 Annual Construction, Land Acquisition, and Operational Expenditures

The sum of the land acquisition and construction costs was calculated. These costs are summarized in Table 7.

**Table 7: Total Land Acquisition and Construction Costs**

Location of Structure (spaces)	Construction and Land Acquisition Costs – Low Scenario	Construction and Land Acquisition Costs – High Scenario
Elora (170 spaces)	\$5,790,889	\$8,585,000
Fergus (140 spaces)	\$4,768,967	\$7,070,000

To understand the funding allowance or savings the Township needs, the costs were amortized over a 20-year and 30-year period. The Township may choose not to enter debt servicing, but this assumption was made to understand level of savings required. The construction costs for the two parking structures were amortized over a 20-year and 30-year period based on a 4% interest rate. This assumption is based on an understanding that interest rates offered to municipalities, typically by Infrastructure Ontario, are below current retail rates offered by banks and lending institutions. Additionally, the Township of Middlesex Centre (Ontario) published the 2024 interest rates which were used to finance their 2023 capital projects. These rates were between 3.36% and 4.00%<sup>2</sup>. Based on these values, the annual construction cost over a 20-year amortization period for the low scenario and high scenario are summarized in Table 8.

**Table 8: Amortized Land Acquisition and Construction Expenditures (20-year Amortization Period)**

Location of Structure (spaces)	Annual Cost – Low Scenario	Annual Cost – High Scenario
Elora (20-Year Amortization Period)	\$426,103.75	\$631,699.33
Fergus (20-Year Amortization Period)	\$350,908.97	\$520,222.97

Based on these values, the annual construction cost over a 30-year amortization period for the low scenario and high scenario are summarized in Table 9.

**Table 9: Amortized Land Acquisition and Construction Expenditures (30-year Amortization Period)**

Location of Structure (spaces)	Annual Construction Cost – Low Scenario	Annual Construction Cost – High Scenario
Elora (30-Year Amortization Period)	\$334,887.68	\$496,471.40
Fergus (30-Year Amortization Period)	\$275,789.86	\$408,858.80

<sup>2</sup> Township of Middlesex Centre “A Primer on Municipal Debt”, Township of Middlesex Centre, ON, December 2023, <https://middlesexcentre.on.ca/sites/default/files/2023-12/Primer%20on%20Municipal%20Debt%202024.pdf> (Accessed January 10, 2023).

Adding the operational costs to each of these values provides an overall annual expenditure over the 20-year amortization period. These overall annual expenditures are summarized in Table 10.

**Table 10: Overall Annual Expenditure (20-year Amortization Period)**

<b>Location of Structure (spaces)</b>	<b>Annual Construction Expenditures – Low Scenario</b>	<b>Annual Construction Expenditures – High Scenario</b>
Elora (20-Year Amortization Period)	\$545,103.75	\$631,699.33
Fergus (20-Year Amortization Period)	\$448,908.97	\$520,222.97

Adding the operational costs to each of these values provides an overall annual expenditure over the 30-year amortization period. These overall annual expenditures are summarized in Table 11.

**Table 11: Overall Annual Expenditure (30-year Amortization Period)**

<b>Location of Structure (spaces)</b>	<b>Annual Construction Cost – Low Scenario</b>	<b>Annual Construction Cost – High Scenario</b>
Elora (30-Year Amortization Period)	\$453,887.68	\$615,471.40
Fergus (30-Year Amortization Period)	\$373,789.86	\$506,858.80

### **3.0 Sharing Agreement Expenditures**

To calculate the annual cost of leasing private spaces, a jurisdictional scan of publicly available lease agreements was undertaken. These lease agreements entail a municipality leasing private parking spaces. This jurisdictional scan is summarized in Table 12. It is important to note that each agreement approaches cost-sharing for operations and maintenance and snow removal differently. For the purposes of this comparison, the costs are provided as a cost per space per year.

**Table 12: Jurisdictional Scan to Calculate the Annual Cost of Leasing Private Spaces**

Location of Lease Agreement	Municipality	Annual Cost per Space	Notes
202 Second Street	Town of Cobourg	\$228.26	This agreement does not mention other costs such as operations and maintenance. Because this is a vacant lot, it is assumed that the municipality would assume responsibility over these operating costs.
33 Barrack Street	City of Kingston	\$269.23	Minor capital repairs and maintenance were factored into this cost.
12150 Tecumseh Road	Town of Tecumseh	\$365.00	This cost was derived by assuming \$1 per space per year. This cost does not include snow removal or repair costs. The agreement stated that repair costs would be shared evenly (e.g., 50%/50%) between the private owner and the municipality.

For the purposes of this financial analysis, the annual cost to lease one privately owned space is \$300. To lease the proposed 50 spaces, the annual cost would be \$15,000.

## **4.0 Shuttle Bus Program Expenditures**

The shuttle bus program operated between May 20, 2023, and Monday, September 4, 2023. The shuttle bus operated for seven hours from 11 a.m. to 6 p.m. on Saturday and Sunday. On long weekends, the shuttle bus ran on Mondays.

The Township anticipated the cost to operate the 2023 shuttle bus program, including marketing materials, to be \$40,000. Historically, a Country Business Retention & Expansion Grant of \$25,000 has been used to help fund the program. At this time, this grant will most likely not be an option moving forward. For the purposes of this financial analysis, no grants or funding sources from other organizations have been included.

To accommodate additional marketing efforts, adding additional accessible options (e.g., accessible taxi), and potential rising operating costs, this financial analysis assumes that the annual shuttle bus cost will increase to \$45,000 for two days a week, seven hours a day. In other words, the annual cost would be \$45,000 for 14 weekly-hours. This value translates to an annual cost of \$3,142.86 per weekly-hour.

This strategy recommends implementing the shuttle for six hours per weekday (e.g., Monday to Friday) to allow employees to park in free parking areas outside the downtown cores. This would add an additional 30 hours of operating time. Including weekends, the total weekly operating time would be 44 hours. Using the estimated unit cost, the annual cost to run the expanded shuttle bus service would be \$138,285.70.

## **5.0 Enforcement Implementation**

### **5.1 Revenues**

Historically, Township-related parking enforcement revenue has been shared between the County and the Township since all revenue from parking enforcement is administered through Wellington County. In 2022, Township-related parking enforcement revenue received totaled \$121,813. Given County costs associated with the pilot (staffing, administration), the Township will receive \$87,700.

Over the past year, the Township and the County have been discussing the opportunity for the Township to administer Township-related parking enforcement activity. This would allow the Township to receive all the revenue generated from enforcement activity within the Township. However, there are start-up costs associated with this administration. It is unknown at this time what system the Township will use to administer. For example, the Township has an option of replicating the system that the County of Wellington uses or transfer to an Administrative Penalty System. For the purposes of this financial analysis, it was assumed that this system will be in place by 2024. The gross revenue that the Township receives was assumed to be \$121,813. A 20% cost was assumed for implementing the system. Therefore, the net annual revenue was estimated to be \$97,450.40.

It was assumed that this revenue would grow by 2% per annum to account for an increase in trips to the study areas leading to an increase in parking infractions.

## 5.2 Expenditures

The Township anticipated the cost to operate 2023 parking enforcement to be \$100,000. For the purpose of this assessment, it was assumed that this cost will grow approximately 2% a year to account for rising costs of operation.

## 6.0 Paid Parking Implementation

### 6.1 Revenue

A financial model was developed to estimate the revenue generated by implementing paid parking in Elora and Fergus. The calculations and assumptions used to develop the financial model are included in this section.

The number of available paid parking stalls in Fergus and Elora are shown in Table 13. Although the 15-minute parking spaces are proposed to have a parking rate, these stalls were not included in the analysis in order for the analysis to be more conservative (i.e., less revenue generating).

**Table 13: Paid Parking Stalls in Fergus and Elora**

	Elora	Fergus
On-Street	329	140
Off-Street	75	70

Approximately 15% of the total on-street spaces and 40% of the off-street spaces were assumed to be used by monthly permit holders in Elora. The remainder of the spaces were paid hourly. This study does not propose to offer monthly parking permits in Fergus. The breakdown between spaces that are paid hourly and spaces that are paid through the monthly permit is summarized in Table 14.

**Table 14: Breakdown of Spaces Paid Hourly and by Monthly Permit**

	Elora	Fergus
Payment from Hourly Rate	325	210
Payment from Monthly Revenue	79	0

A low pricing scenario and a high structure scenario was assessed. For the low pricing scenario, the hourly price was set at \$2.50 per hour for on-street spaces and \$2.00 per hour for on-street spaces. For the high pricing scenario, the hourly price was set at \$3.00 per hour for on-street spaces and \$2.25 per hour for off-street spaces. The daily permit pass was set at \$85 per month.

The utilization of spaces throughout the day was based on the existing data collection. A 90% reduction in utilization was applied in Elora assuming that pricing encourages visitors to carpool, take the shuttle bus, or use non-automobile transportation modes. An 85% reduction in utilization was applied to Fergus for similar reasons. A greater reduction was applied because there are free spaces in close proximity to the downtown core so there are more options for drivers to park without paying. This utilization is summarized in Table 15 for Elora and Table 16 for Fergus.

**Table 15: Parking Utilisation Assumptions (Elora)**

	<b>Weekday Utilization</b>	<b>Weekend Utilization</b>
<b>9:00 a.m.</b>	45%	32%
<b>10:00 a.m.</b>	45%	41%
<b>11:00 a.m.</b>	54%	50%
<b>12:00 p.m.</b>	68%	68%
<b>1:00 p.m.</b>	72%	86%
<b>2:00 p.m.</b>	72%	86%
<b>3:00 p.m.</b>	63%	86%
<b>4:00 p.m.</b>	59%	81%
<b>5:00 p.m.</b>	63%	77%
<b>6:00 p.m.</b>	63%	63%
<b>7:00 p.m.</b>	63%	54%

**Table 16: Parking Utilisation (Fergus)**

	<b>Weekday Utilization</b>	<b>Weekend Utilization</b>
<b>9:00 a.m.</b>	46%	26%
<b>10:00 a.m.</b>	51%	34%
<b>11:00 a.m.</b>	51%	43%
<b>12:00 p.m.</b>	51%	44%
<b>1:00 p.m.</b>	51%	46%
<b>2:00 p.m.</b>	43%	43%
<b>3:00 p.m.</b>	43%	37%
<b>4:00 p.m.</b>	39%	3%
<b>5:00 p.m.</b>	36%	31%
<b>6:00 p.m.</b>	36%	29%
<b>7:00 p.m.</b>	34%	26%

Adjustment factors were made to the revenues in May and September. These adjustment factors are shown in Table 17.



**Table 17: Adjustment Factors for Peak Summer Months**

Month	% of Revenue
May	85%
June	100%
July	100%
August	100%
September	98%

To estimate the revenue from the proposed monthly parking permits, a \$85 per permit rate was used. With 79 monthly parking permits available between May and September, this would be a revenue of \$33,723.75, assuming a 100% uptake.

The financial model that was developed with the assumptions above provided annual projected revenues for a low pricing structure scenario and a high pricing structure scenario.

For the low pricing scenario, the projected revenue in the first year of implementation was:

- Elora: \$837,106.19.
- Fergus: \$295,144.40.

For the high pricing structure scenario, the projected revenue in the first year of implementation was:

- Elora: \$1,002,363.98.
- Fergus: \$385,958.06.

Revenue forecasts were derived based on demand growth based on the parking forecast model and the availability of paid parking spaces growing over time. The availability of paid parking spaces is expected to grow with the introduction of the parking structures in Fergus and Elora. Based on these assumptions, revenue projections are shown in Table 18 for the low pricing scenario and Table 20 for the high pricing scenario.

**Table 18: Revenue Projections for Elora and Fergus (Low Pricing Scenario)**

	Elora	Fergus
2023	\$837,106.19	\$295,144.40
2024	\$865,189.91	\$306,416.51
2025	\$894,215.80	\$318,119.13
2026	\$924,215.47	\$330,268.69
2027	\$955,221.59	\$342,882.27

**Table 19: Revenue Projections for Elora and Fergus (High Pricing Scenario)**

	<b>Elora</b>	<b>Fergus</b>
2023	\$1,002,363.98	\$385,958.06
2024	\$1,035,991.87	\$400,698.51
2025	\$1,070,747.92	\$416,001.94
2026	\$1,106,669.99	\$431,889.83
2027	\$1,143,797.20	\$448,384.51

## **6.2 Expenditures**

### **6.2.1 Description of Payment Methods**

There are many different options a municipality can offer to a user needing to pay for parking. The most common methods include:

- Mobile application / scan a QR code.
- Pay and display.
- Pay by license plate.

These options are described below.

#### **Mobile application / QR Code:**

- Users can pay for parking through a mobile application. After downloading and linking their payment method, they scan a QR code at the parking location or enter details like the parking zone number. The application simplifies payment, allowing users to pay for their required duration without physical tickets.

#### **Pay and Display:**

- This involves users buying a parking ticket from a nearby parking machine / kiosk using a credit card or cash. After payment, users receive a physical ticket, displaying the expiration time. They must place the ticket on their vehicle's dashboard for enforcement officers to verify compliance. This method suits those who prefer a traditional approach and do not want to use their mobile phone for payment.

#### **Pay by License Plate:**

- Users register their vehicle's license plate and pay at a parking machine / kiosk using a credit card or cash. The system records payment and monitors compliance by associating the license plate with the paid duration. This paperless solution reduces the risk of ticket loss or damage.

## 6.2.2 Cost of Payment Machines for Elora and Fergus

Typically, these parking machines / kiosks cost approximately \$9,000 per unit. Benchmark costs are shown in Table 20. Costs can vary because agencies typically procure these machines through a competitive bidding process.

**Table 20: Benchmark Costs for Payment Machines / Kiosks**

Agency	Machines Procured	Contract Price	Estimated Price per Machine	Notes
Toronto Parking Authority	225 pay-by-plate machines	\$2,056,961.25	\$9,142.05	This agreement was made in 2023. Cost does not include operations. Pay and Display machines were being replaced.
City of Kingston	28 pay and display machines	\$239,516	\$8,554.14	This agreement was made in 2022. The 28 units are to replace existing units that are end of life. Costs include removal of aging machines.

The number of payment machines required in downtown Elora and downtown Fergus was estimated in two ways. One method assumed that there was one machine required per block face. The other method assumed that one machine was required for every 10 on-street parking spaces, which is a standard rule of thumb. Based on these two methods, the estimated number of machines required would be the following:

- Elora would require 33 parking machines.
- Fergus would require 15 parking machines.

Using a unit cost of \$9,000 per parking machine / kiosk for 38 machines, this would cost the Township \$432,000 in start-up costs. In some jurisdictions, this cost was amortized between a three- and five-year period. Assuming a 5-year amortization period with a 4% interest rate, this would cost the Township \$97,038.91 per year.

## 6.2.3 Cost of Paid Parking Mobile Application Implementation

Based on discussions with two vendors providing “pay by mobile application” services, the cost per zone is typically \$50. One zone has a unique Zone Number or QR code to be used for payment. Typically, one zone covers 15 spaces.

The estimated number of zones required would be the following:

- Elora would require 25 zones.
- Fergus would require 11 zones.

Using a unit cost of \$50 per zone, this would cost the Township \$\$21,600 for start-up costs. For the purposes of the financial analysis, a 5% operational cost was assumed for the preceding years.

## **7.0 Summary of Parking-Related Revenue and Expenditures**

A summary of the five-year parking-related revenue and costs are shown in Table 21 using the low-cost scenario (e.g., low-cost assumptions for the parking structures and low pricing scenario of \$2.50 on-street and \$2.00 off-street).

A summary of the five-year parking related revenues and costs are shown in Table 22 using the high-cost scenario (e.g., high-cost assumptions for the parking structures and high pricing scenario of \$3.00 on-street and \$2.50 off-street).

**Table 21: Five-Year Revenue and Expenditures Forecasts (Low-Cost Scenario, Low Pricing Scenario)**

Year	2024	2025	2026	2027	2028
<b>Paid Parking</b>					
Revenue (Fergus)	\$295,144.40	\$306,416.51	\$318,119.13	\$330,268.69	\$342,882.27
Revenue (Elora)	\$837,106.19	\$865,189.91	\$894,215.80	\$924,215.47	\$955,221.59
Parking Machines	(\$97,038.91)	(\$4,851.95)	(\$4,851.95)	(\$242.60)	(\$242.60)
Mobile Application Implementation	(\$21,600.00)	(\$1,080.00)	(\$1,080.00)	(\$1,080.00)	(\$1,080.00)
<b>Joint Use Agreements with Private Owners</b>					
Joint Use Agreements	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)
<b>Enforcement</b>					
Enforcement Revenue	\$97,450.40	\$99,399.41	\$101,387.40	\$103,415.14	\$105,483.45
Implementation	(\$100,000.00)	(\$102,000.00)	(\$104,040.00)	(\$106,120.80)	(\$108,243.22)
<b>Parking Structure</b>					
Funding Allowance (Elora)	(\$453,887.68)	(\$453,887.68)	(\$453,887.68)	(\$453,887.68)	(\$453,887.68)
Funding Allowance (Fergus)	(\$373,789.86)	(\$373,789.86)	(\$373,789.86)	(\$373,789.86)	(\$373,789.86)
<b>Shuttle Bus</b>					
Implementation	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)
<b>NET CASH FLOW</b>					
Net Cash Flow	\$30,098.82	\$89,923.66	\$130,600.16	\$172,696.34	\$216,261.92

**Table 22: Five-Year Revenue and Expenditures Forecasts (High-Cost Scenario, High Pricing Scenario)**

Year	2024	2025	2026	2027	2028
<b>Paid Parking</b>					
Revenue (Fergus)	\$385,958.06	\$400,698.51	\$416,001.94	\$431,889.83	\$448,384.51
Revenue (Elora)	\$1,002,363.98	\$1,035,991.87	\$1,070,747.92	\$1,106,669.99	\$1,143,797.20
Parking Machines	(\$97,038.91)	(\$4,851.95)	(\$4,851.95)	(\$242.60)	(\$242.60)
Mobile Application Implementation	(\$21,600.00)	(\$1,080.00)	(\$1,080.00)	(\$1,080.00)	(\$1,080.00)
<b>Joint Use Agreements with Private Owners</b>					
Joint Use Agreements	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)
<b>Enforcement</b>					
Enforcement Revenue	\$97,450.40	\$99,399.41	\$101,387.40	\$103,415.14	\$105,483.45
Implementation	(\$100,000.00)	(\$102,000.00)	(\$104,040.00)	(\$106,120.80)	(\$108,243.22)
<b>Parking Structure</b>					
Funding Allowance (Elora)	(\$615,471.40)	(\$615,471.40)	(\$615,471.40)	(\$615,471.40)	(\$615,471.40)
Funding Allowance (Fergus)	(\$506,858.80)	(\$506,858.80)	(\$506,858.80)	(\$506,858.80)	(\$506,858.80)
<b>Shuttle Bus</b>					
Implementation	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)
<b>NET CASH FLOW</b>					
Net Cash Flow	(\$8,482.40)	\$60,354.96	\$110,362.43	\$162,119.34	\$215,687.11



# Municipal Parking Strategy

Township of Centre Wellington  
Council Meeting  
February 26, 2024



## Goals of This Presentation

- 1 Review the study process
- 2 Review the parking needs and opportunities
- 3 Present the draft recommendations
- 4 Present the financial considerations

## Agenda

1. Phase 1 – Background Review
2. Phase 2 – Needs and Opportunities Assessment
3. Phase 3 – Municipal Parking Strategy Draft Recommendations

## Study Overview

- The Township retained R.J. Burnside & Associates Limited at the end of June 2023 to conduct a Municipal Parking Strategy
- This study aims to address existing and anticipated parking issues and leverage opportunities to enhance their parking management system, which includes infrastructure, policies, and programs.
- The study will develop a strategy that will meet parking demands while:
  - Optimizing parking resources,
  - Promoting efficient mobility options, and
  - Fostering a dynamic and inviting environment for everyone.

## Study Process

## Phase 1



### Background Review

- Policy and Guiding Documents
- History of Township Downtown Parking Strategy



### Best Practices and Jurisdictional Scan

- Parking regulations, pricing, permit programming, and other topics



### Develop Consultation Plan

- Businesses
- Residents / Visitors
- Council

## Phase 2



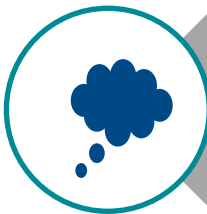
### Data Collection

- Utilization Studies
- Durational Studies
- Field Observations



### Undertake Consultation Plan

- 2 public meetings
- 2 stakeholder meetings
- 3 surveys



### Needs and Opportunities Assessment

- Need: Fundamental requirements
- Opportunities: Strategies that innovate or optimize

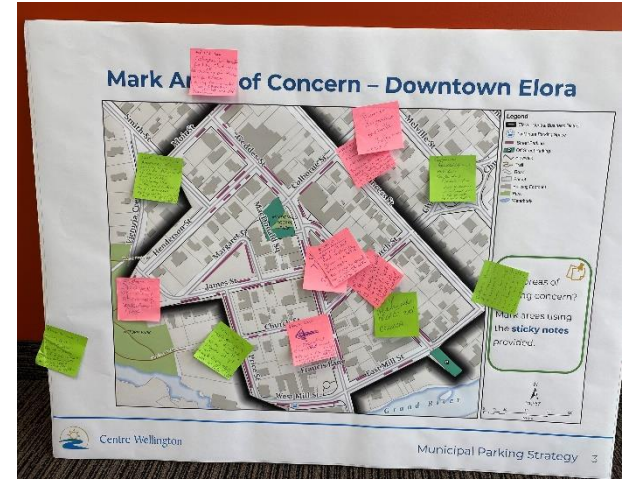
# Public and Stakeholder Engagement

- Public and stakeholder consultation provided critical insights into parking perspectives, needs, and potential solutions
- The project webpage, surveys, and stakeholder meetings were advertised through social media, posters posted in the downtowns, postcards, resident mail-outs

Engagement Activity	Key Date
Alpha Technology Systems Inc. Interview	September 14, 2023
Stakeholder Meeting – Elora (Virtual)	September 19, 2023
Public Open House	September 20, 2023
Stakeholder Meeting – Fergus (Virtual)	September 21, 2023
Township Key Meeting	October 19, 2023
Survey (Business, Residents, Visitors)	September 19, 2023 – October 22, 2023

# Public Open Houses

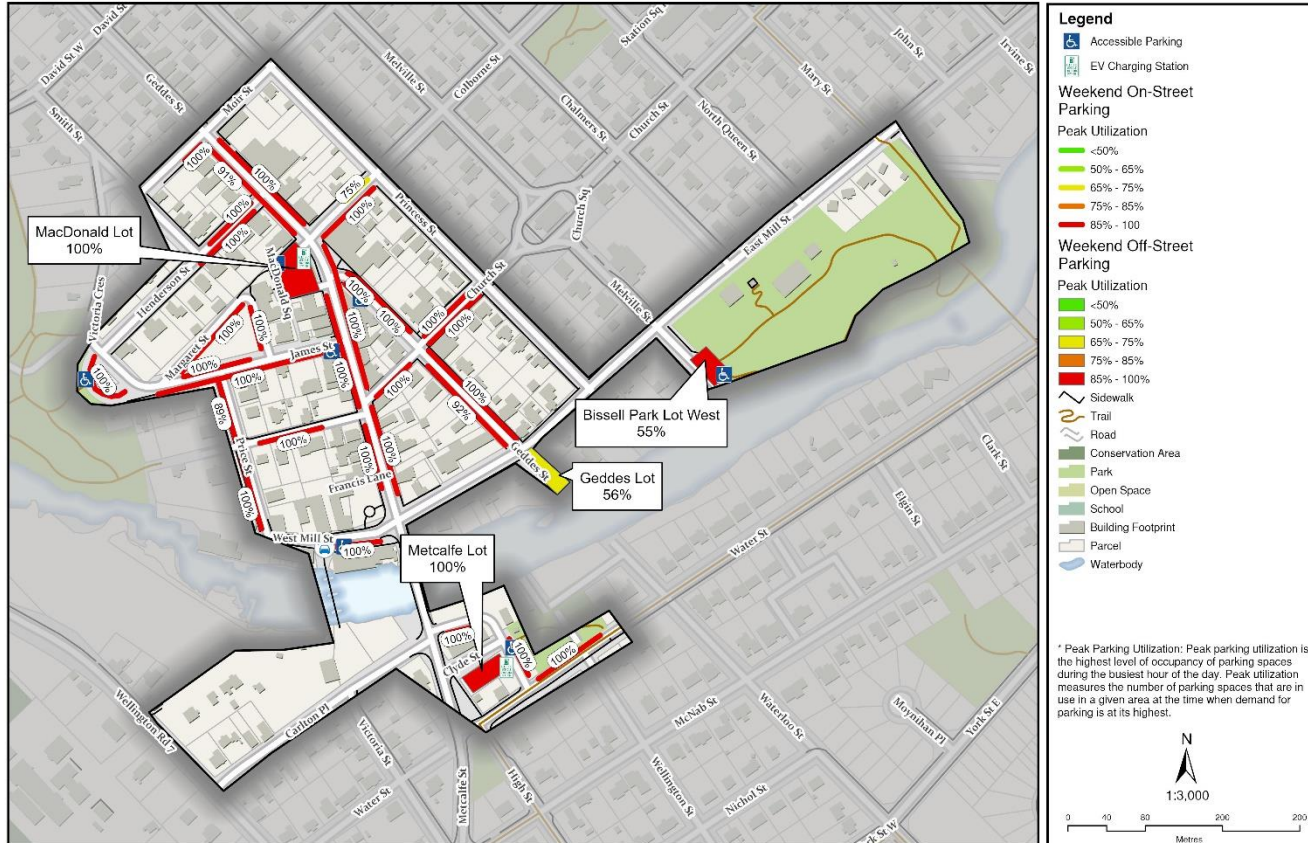
- The 2 Public Open Houses allowed residents to interact with the project team and provide comments/input directly on the display material





# Peak Parking Utilization - Elora

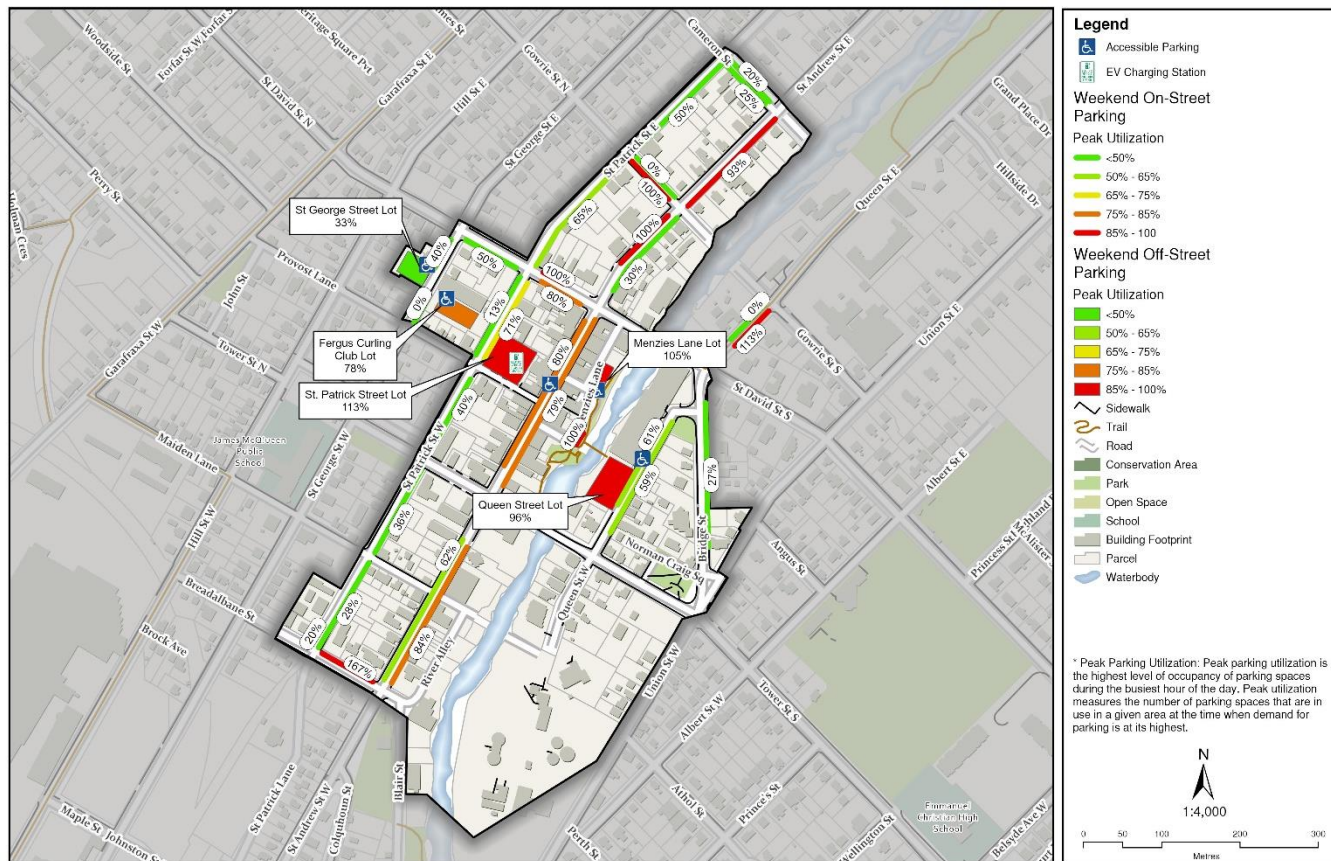
- **Parking utilization:** Percentage of spaces occupied per segment/area in a given hour
  - This figure shows the highest utilization in the day for each segment





# Peak Parking Utilization - Fergus

- **Parking utilization:** Percentage of spaces occupied per segment/area in a given hour
  - This figure shows the highest utilization in the day for each segment



## Parking Needs and Opportunities

# Needs and Opportunities

## Parking Needs

- Accommodate for existing and future demand
- Parking Supply Optimization
- Accessibility
- Sightline Concerns
- Quick parking / curbside deliveries

## Parking Opportunities

- Parking Garages
- Paid Parking
- Active Transportation Support
- Downtown Shuttle Bus
- User Information / Wayfinding
- Pedestrian Connectivity
- Parking at Short Term Rentals

# Existing and Future Parking Demand

- During the existing peak hours:
  - Elora currently requires more parking supply to meet the existing demand at desirable service levels (85% of the total supply)
  - Fergus currently has sufficient parking supply to meet the existing demand at desirable service levels
- Future demand forecasting was conducted based on anticipated housing growth, new commercial developments, and land use/zoning policies
- The results indicated that in Fergus:
  - By 2030, there is sufficient supply to meet anticipated demand at desirable service levels
  - By 2041, demand will exceed supply
- The results indicated that in Elora:
  - By 2030, demand will exceed supply

## Providing a holistic strategy

To meet the parking needs, a holistic approach was used to determine the recommendations which included:

- Providing more parking supply
- Optimizing use of existing parking supply through:
  - Expansion of timed limits
  - Pricing
  - User Information / Wayfinding
  - Parking Enforcement
- Providing more options and alternative methods to travel to Elora and Fergus and travel demand management which aims to decrease automobile demand
- Supporting active transportation connectivity to make walking and cycling more desirable

# Municipal Parking Strategy Draft Recommendations



## Phase 3 – Municipal Parking Strategy

- **Additional Parking Supply**

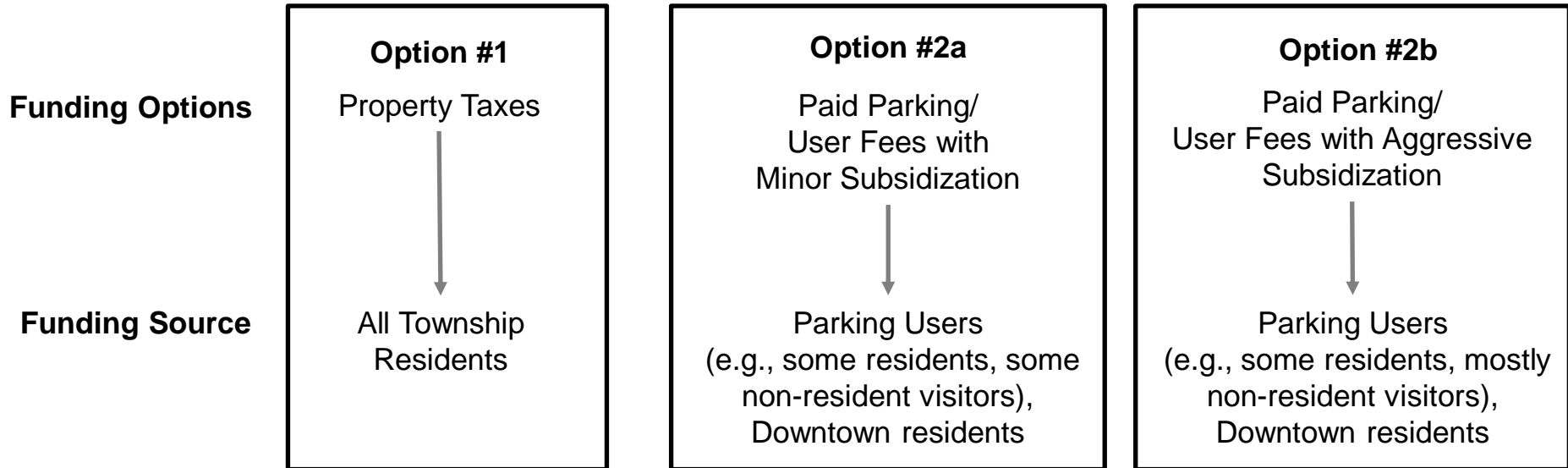
- Establish joint use agreements of private spaces (Elora)
  - Grand River Raceway,
  - St. Mary's School, and the
  - Elora Public School.
- Utilize the Jefferson Elora Community Centre
- Parking garages: Plan for a
  - 170-space parking structure in Elora (by year 2030)
  - 140-space parking structure in Fergus (by year 2041)

- **Future Supply Considerations**

- Design review of existing municipal lots
- Partnering with new development projects to provide public parking facilities
- Paving the east lot at Bissell Park
- These other supply considerations may reduce the number of spaces required in the proposed parking structures

# Paid Parking Implementation

- Reviewed options to fund recommendations





# Paid Parking Implementation

- Funding considerations:
  - Parking strategy aims to be financially self-sustaining
  - Capital expenditures related to indoor and outdoor municipal parking spaces cannot be recovered using Development Charges
  - Equity-based considerations to ensure residents are not subsidizing costs for non-resident visitors/motorists
- Paid parking is recommended to be implemented in the downtowns; however, this may disproportionately affect some types of users (e.g., downtown residents)
  - Additional considerations are recommended such as dynamic pricing schemes, providing daily parking maximums, subsidies to institutions to provide parking validations, free one-hour parking for residents, needs-based monthly permits

# Paid Parking Implementation

## Overall

- Implement paid parking between 9 a.m. to 7 p.m. , all year around, concurrent with the 3-hour parking limits
- Intended to promote turnover and efficient use of space, travel demand management (reduce auto demand), and revenue generation for additional supply

## Fergus

- St. Andrew Street, between Breadalbane Street to Cameron Street (133 spaces)
- St. David Street, between St. Andrews Street and St. Patrick Street (14 spaces)
- Menzies Lot, behind the Fergus Public Library (25 spaces)
- St. Patrick Lot at Provost Lane (52 spaces)

## Paid Parking Implementation

### Elora

- All existing 3-hour parking spaces (329 spaces)
- Carlton Place (9 spaces)
- East Mill Street (16 spaces)
- Metcalfe Lot (28 spaces)
- Geddes Lot at East Mill Street (16 spaces)
- MacDonald Lot at the Centre Wellington Civic Centre (25 spaces)

## Operational Recommendations

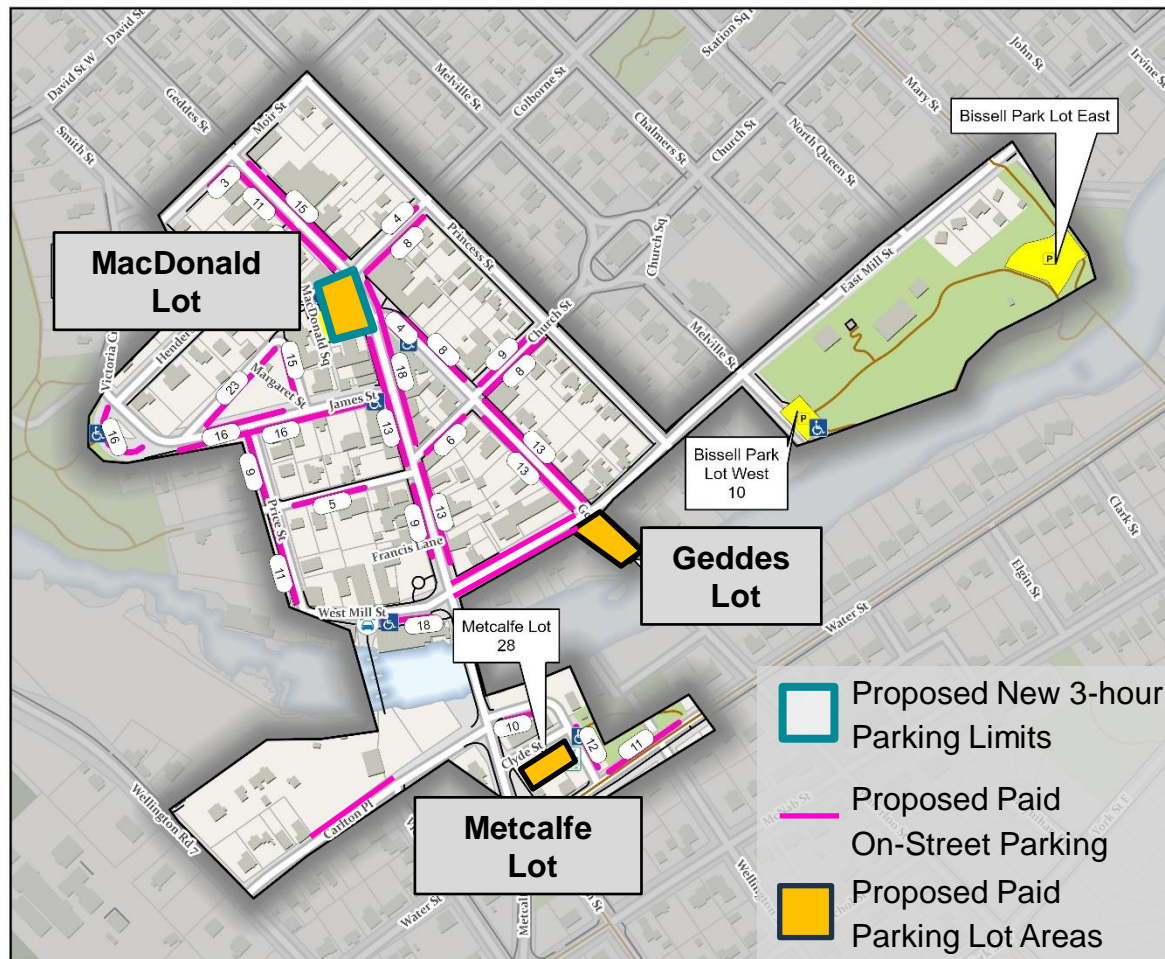
- **Expansion of 3-hour parking limits (On-Street, Fergus)**
  - St. Andrew Street East, between Gowrie Street North and Cameron Street (south side),
  - St. Andrew Street West, between Tower Street South and Breadalbane Street (both sides), and
  - St. Patrick Street West, between Tower Street South and St. David Street North.

## Operational Recommendations

### Expansion of 3-hour parking limits (Parking Lots)

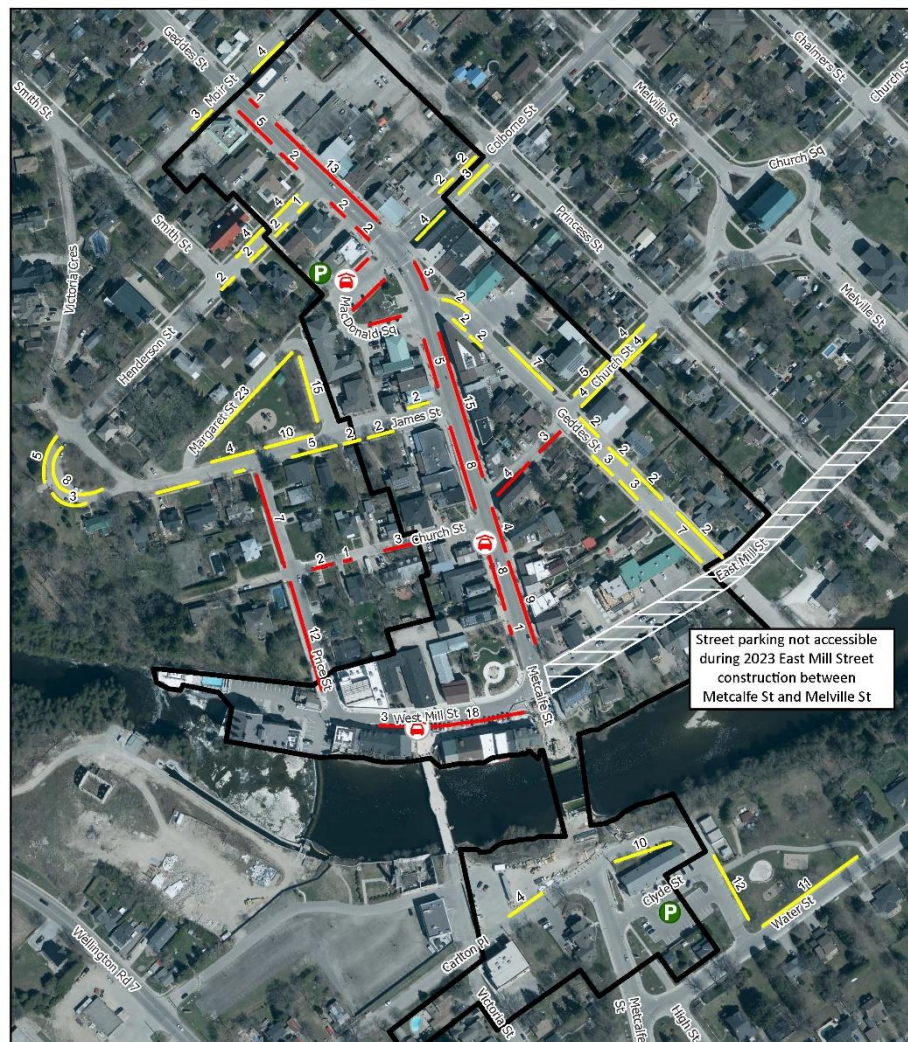
- MacDonald Lot (1 MacDonald Square),
  - St. Patrick Street Lot (160 Provost Lane Lot, between St. Andrew Street West and St. Patrick Street West), and
  - Menzies Lane Lot (St. David Street, between St. Andrew Street West and the Grand River).
- Consider further expansions of the 3-hour limit based on effects of paid parking

# Paid Parking (9 a.m. to 7 p.m.) and Expansion of 3-hour Limits





# Existing Three-Hour Parking Limits



 Public Parking Lot

 Street Parking

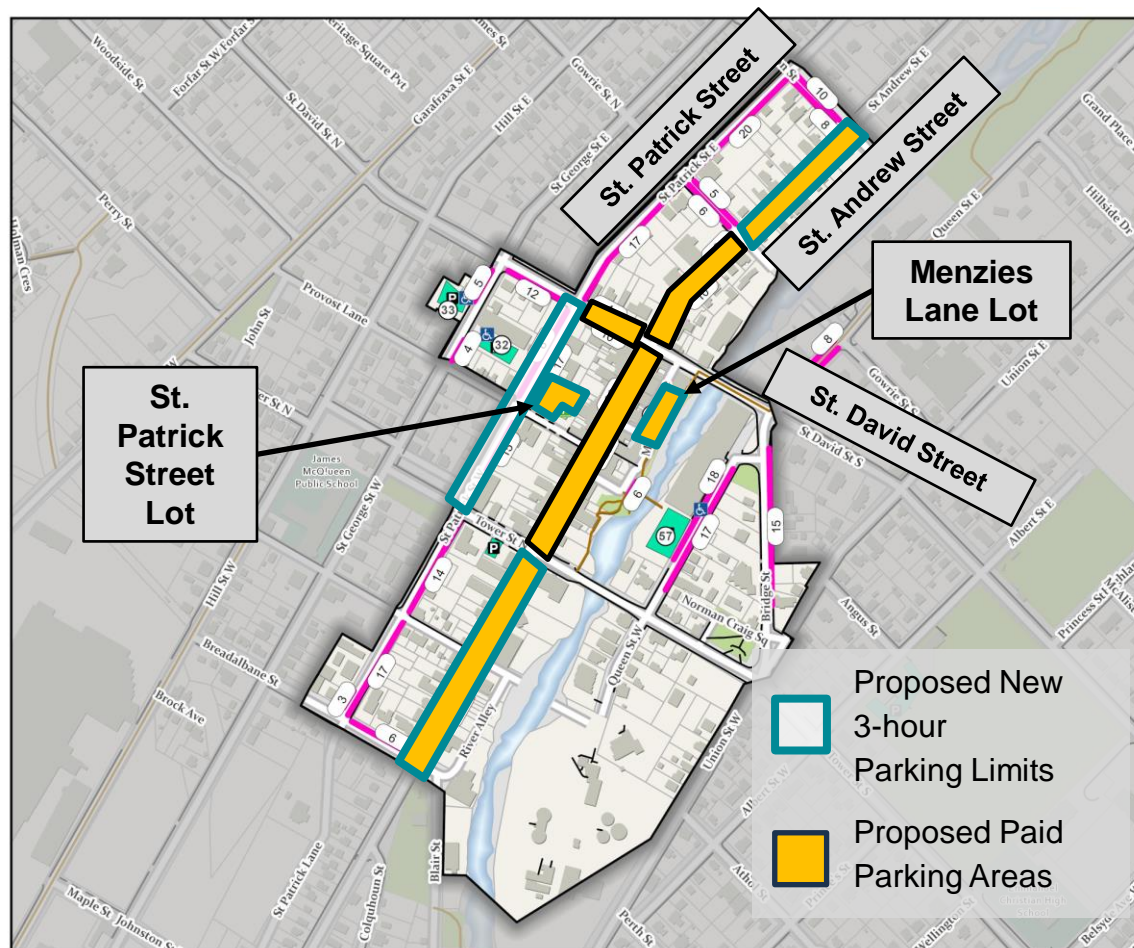
 Central Business District

 15 Minute Parking

 Time Limited Street Parking (3 Hours)

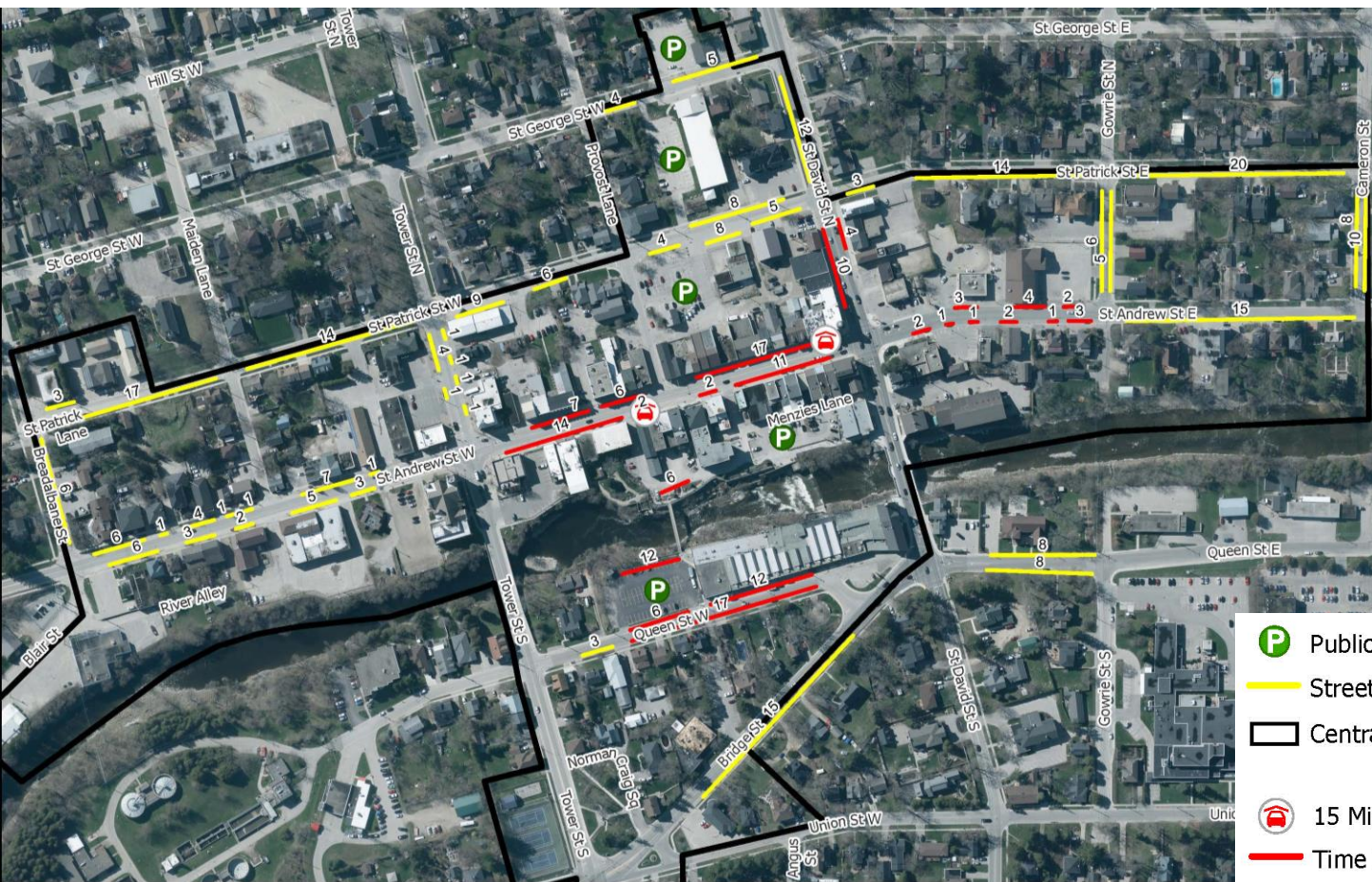
 East Mill Street Closure

# Paid Parking (9 a.m. to 7 p.m.) and Expansion of 3-hour Limits





# Existing Three-Hour Parking Limits



# Paid Parking Implementation

## Payment Methods

- QR Code / Mobile Application
- Pay and Display machines



## Parking Machine and Mobile-based Paid Parking

(Source: GuelphToday.com)

## Parking Enforcement

- Expand parking enforcement through the remainder of the year to facilitate efficient parking operations (e.g., turnover, compliance) and efficient road operations (e.g., snow removal)
- Explore set fines for “Expired Paid Parking”
- Consider providing the same level of enforcement during the peak months (May to October) and adjust during seasonal changes
- Consider future expansion of municipal law enforcement staff to accommodate total and seasonal demands

## User Information

- User information is beneficial for encouraging optimal use of space
- Continue to provide updated annual mapping showing locations, prices, shuttle bus option, etc.
- Increase on-street signage directing users to all lots, especially areas less utilized
- Marketing campaigns on social or print media to advertise less utilized spaces (e.g., by showing walk times)

## Active Transportation Support

- Providing other options can lessen the burden on the parking system
- Bike share programs
- On-street bicycle parking infrastructure coordinated with planned bike lanes
- Review barriers to pedestrian connectivity and consider additional amenities:
  - Lighting, artwork, plants, street furniture

## Travel Demand Management

- Promote to businesses the benefits of travel demand management strategies, focusing on decreasing car travel to downtown areas

## Planned Street Closures

- Consider planned street closures in association with the BIAs taking into consideration parking supply and transportation routes
- Future considerations to minimize impact to downtown residents affected by street closures



## Shuttle Bus Program

- Expand the program to weekdays (6:30 a.m., 7:30 a.m., 8:30 a.m., 3:30 p.m., 4:30 p.m., 5:30 p.m.)
- Consider including the Jefferson Elora Community Centre during weekdays and removing underutilized spots to maintain or increase frequency
- Consider further service expansions based on paid parking revenues



# Monthly Parking Permits

- The monthly parking permit grants the ability to park and bypass the three-hour parking limit regulation enforced from 9 a.m. to 7 p.m.
- Other considerations:
  - First-come first-served basis: Not a designated space, must find available space
  - Monthly parking permit offered year-around
  - Application process where staff review eligibility based on requirements and a priority framework
  - Priority framework/requirements can consider residents that live in downtown Elora/Fergus with no parking at their residence
  - Price based on operations, administration, maintenance (e.g., \$80 - \$120 per month)
  - Areas where the permit can be used should consider areas with low parking turnover

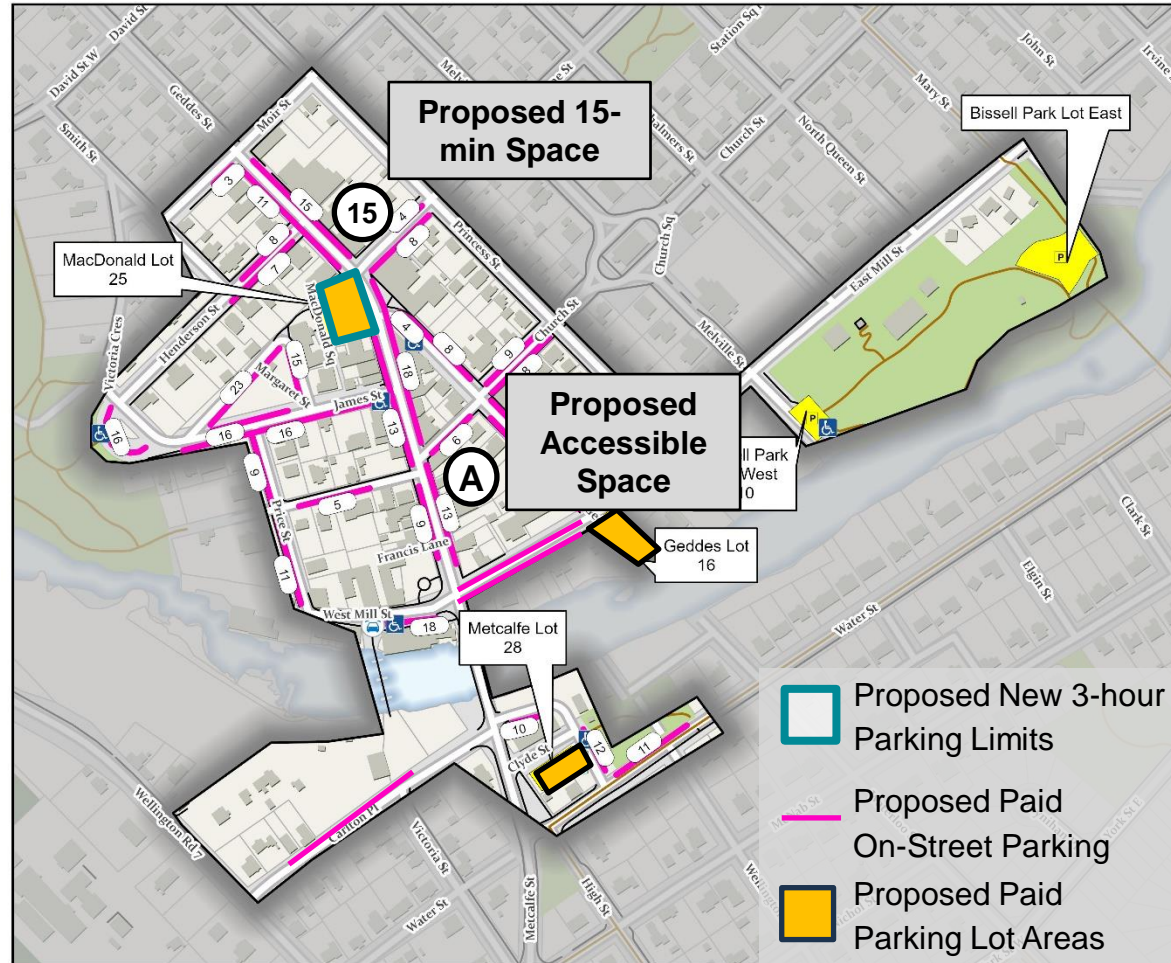
## Operational Recommendations

- **Additional Accessible Spaces**
  - Metcalfe Street, south of Church Street East (east side of the street)
  - St. Andrew Street West, east of Maiden Lane (both sides of the street)
  - St. Andrew Street East, between St. David Street North and Gowrie Street North (north side of the street)

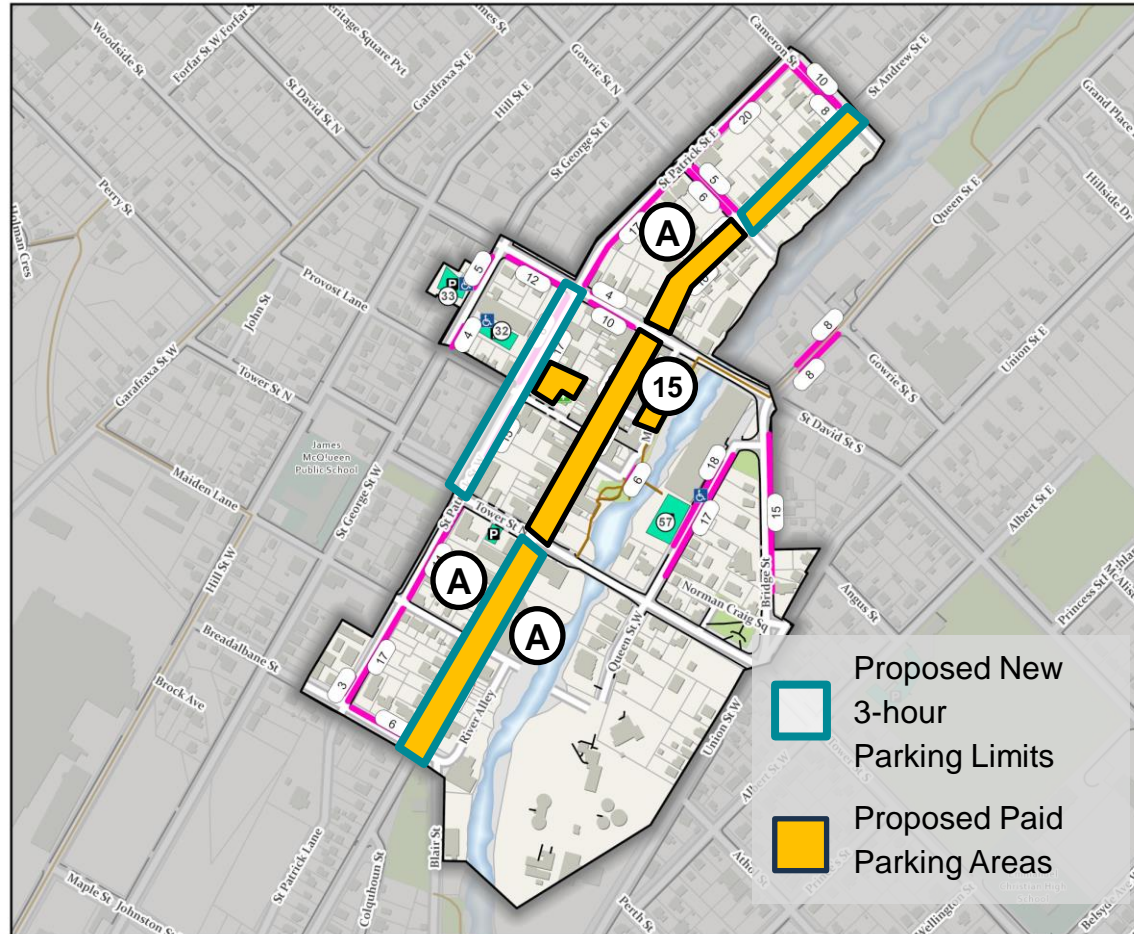
## Operational Recommendations

- **Additional 15-minute parking spaces**
  - Metcalfe Street, north of Colborne Street (on the east side of the street)
  - St. Andrew Street West, west of St. David Street North (on the south side of the street)

# Proposed Additional 15-min and Accessible Spaces



# Proposed Additional 15-min and Accessible Spaces



## Operational Recommendations

- Safety Review (On-street compact car space pilot)
  - Possible locations include Princess Street / Colborne Street, Church Street / Metcalfe Street
- Additional marked parking stalls
- Additional No Parking signs

## Strategic Recommendations

- Continue expansion of electric vehicle charging stations
- Review of parking requirements for new developments taking into consideration industry standards such as electric vehicle ready stalls, and lowered parking minimums in strategic areas (e.g., core commercial areas)
- Staffing resources to implement, monitor, and manage the Municipal Parking Strategy



## Data Collection and Further Study

- Parking data collection and monitoring on an annual or biannual basis
- Full update to the parking management strategy by 2029



## Financial Considerations

## Expenditures

Expenses	Estimated Costs
Parking Structures (Land acquisition and construction cost estimates)	\$5.8M - \$8.5M (Elora) \$4.8M - \$7.1M (Fergus)
Joint use agreements	\$15,000 per year for 50 spaces
Shuttle bus service	\$138,000 per year for expanded service
Enforcement	\$100,000 per year
Paid Parking Implementation	\$432,000 for parking machines \$21,600 for mobile application implementation

## Revenues

- Paid parking implementation
  - \$2.50 per hour for a low pricing scenario
  - \$3.00 per hour for a high pricing scenario
- Enforcement
  - \$97,450 in 2024 including cost estimates for implementation (e.g., Administrative Penalty System)



# Five-Year Forecast (Low Costing/Pricing Scenario)

Year	2024	2025	2026	2027	2028
<b>Paid Parking</b>					
Revenue (Fergus)	\$295,144.40	\$306,416.51	\$318,119.13	\$330,268.69	\$342,882.27
Revenue (Elora)	\$837,106.19	\$865,189.91	\$894,215.80	\$924,215.47	\$955,221.59
Parking Machines	(\$97,038.91)	(\$4,851.95)	(\$4,851.95)	(\$242.60)	(\$242.60)
Mobile Application Implementation	(\$21,600.00)	(\$1,080.00)	(\$1,080.00)	(\$1,080.00)	(\$1,080.00)
<b>Joint Use Agreements with Private Owners</b>					
Joint Use Agreements	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)
<b>Enforcement</b>					
Enforcement Revenue	\$97,450.40	\$99,399.41	\$101,387.40	\$103,415.14	\$105,483.45
Implementation	(\$100,000.00)	(\$102,000.00)	(\$104,040.00)	(\$106,120.80)	(\$108,243.22)
<b>Parking Structure</b>					
Funding Allowance (Elora)	(\$453,887.68)	(\$453,887.68)	(\$453,887.68)	(\$453,887.68)	(\$453,887.68)
Funding Allowance (Fergus)	(\$373,789.86)	(\$373,789.86)	(\$373,789.86)	(\$373,789.86)	(\$373,789.86)
<b>Shuttle Bus</b>					
Implementation	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)
<b>NET CASH FLOW</b>					
<b>Net Cash Flow</b>	\$30,098.82	\$89,923.66	\$130,600.16	\$172,696.34	\$216,261.92



# Five-Year Forecast (High Costing/Pricing Scenario)

Year	2024	2025	2026	2027	2028
<b>Paid Parking</b>					
Revenue (Fergus)	\$385,958.06	\$400,698.51	\$416,001.94	\$431,889.83	\$448,384.51
Revenue (Elora)	\$1,002,363.98	\$1,035,991.87	\$1,070,747.92	\$1,106,669.99	\$1,143,797.20
Parking Machines	(\$97,038.91)	(\$4,851.95)	(\$4,851.95)	(\$242.60)	(\$242.60)
Mobile Application Implementation	(\$21,600.00)	(\$1,080.00)	(\$1,080.00)	(\$1,080.00)	(\$1,080.00)
<b>Joint Use Agreements with Private Owners</b>					
Joint Use Agreements	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)
<b>Enforcement</b>					
Enforcement Revenue	\$97,450.40	\$99,399.41	\$101,387.40	\$103,415.14	\$105,483.45
Implementation	(\$100,000.00)	(\$102,000.00)	(\$104,040.00)	(\$106,120.80)	(\$108,243.22)
<b>Parking Structure</b>					
Funding Allowance (Elora)	(\$615,471.40)	(\$615,471.40)	(\$615,471.40)	(\$615,471.40)	(\$615,471.40)
Funding Allowance (Fergus)	(\$506,858.80)	(\$506,858.80)	(\$506,858.80)	(\$506,858.80)	(\$506,858.80)
<b>Shuttle Bus</b>					
Implementation	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)	(\$138,285.71)
<b>NET CASH FLOW</b>					
Net Cash Flow	(\$8,482.40)	\$60,354.96	\$110,362.43	\$162,119.34	\$215,687.11

# Summary

The Municipal Parking Strategy aims to:

- Provide more parking supply
- Optimize use of existing parking supply through:
  - Expansion of timed limits
  - Pricing
  - User Information / Wayfinding
  - Parking Enforcement
- Support alternative transportation modes
- Enhance accessibility
- Support unique uses:
  - Residents with no parking living in the downtowns
  - Quick, high turnover trips

The Municipal Parking Strategy has considered costs associated with:

- Parking structures, paid parking implementation, enhanced shuttle service, joint use agreements, enhanced enforcement

The Municipal Parking Strategy aims to recover costs through:

- Paid parking implementation
- Enforcement

## Next Steps

- Township staff to provide implementation plan if the Municipal Parking Strategy is approved by Council

## Summary

- Municipal parking strategy was built upon years of work already implemented by Township staff
- Thank you to the public, stakeholders, staff and Council for their insights, contributions and advice

**Gordon Hui, P.Eng.**

Project Manager

R.J. Burnside and Associates Limited

6990 Creditview Road, Unit 2

Mississauga, ON L5N 8R9

Tel: 905-821-5938

Gordon.hui@rjburnside.com