

BASED ON THE INFORMATION PROVIDED TO PRAC BY MEMBERS OF THE PUBLIC AND MUNICIPAL STAFF, THE COMMITTEE AGREED UPON THE FOLLOWING RECOMMENDATIONS FOR COUNCIL'S CONSIDERATION:

ITEM	ITEM #	ACTION	NOTES	IDEAS	OUTCOME
COMMUNICATION	1	Increase/update signage at all beach entrances, outlining rules and regulations	For example: no barbeques, no dogs on the beach, no alcohol consumption, smoking restrictions, etc.	Make signs bigger, update web site , add signs above / beside the pay and display machines, review pictorial, review languages, add signs along the boardwalk, have handouts, sandwich board signs / communicate with people in parking lots, brand all of the signs	There will be additional signage and way finding this season for pay and display and drop off locations, as per the parking memo, east area etc. and information on how to purchase the pass. Additionally, parks will have a modest allotment for an increase for signage and pictorals to ensure that it is signed at all entrances, and at the pay and displays. Bylaw did a sign inventory and will provide it to parks.
	2	Develop and expand a dedicated beach webpage on the official Town of Cobourg website	Provide information on amenities, water quality, beach rules and fines for offences, drop-off and parking locations, etc. – possibly offered in other languages	The beach website is the most visited web site. Make sure it is reviewed to ensure accuracy, add bylaw and fines information, offer in other languages, review the water quality web site, update map of parking areas, review option for a live chat function. FAQ is existing. Ensure the direct email is answered regularly.	The beach web page will be maintained to ensure the message is consistent and there are social media plans for target reminders. Ensure that fines are displayed in an easy to read chart. Also, direct people to parking and link the pages. Renee to speak to Amex and on receipts info. make sure all web pages are linked to each other. Promote on demand transit for people to get to the beach, ie. park at the mall and use the bus to get dropped off at the beach.
	3	Provide a leaflet to homeowners in impacted neighbourhoods with guidance on how to resolve issues such as blocked driveways, noise and litter complaints	For example, include a contact number for reporting illegally parked vehicles and other infractions	Possibly have a student/ staff member monitor emails on weekends, provide the report number (non Emergency phone number). Consider having a separate bylaw phone number, increase hours to bylaw.	Communications and bylaw will work together to do a leaflet. This will be delivered in April to each house in the area.
AMENITIES	4	Expand washroom capacity	Temporary or permanent facilities	In favour of port a potties. Possibly review the canteen building for repurposing and the need to revamp the campground washrooms block, look at doubling the washrooms vs rental of port a potties.	Currently in process for arch to conversion of existing canteen to accessible washrooms. All major events will have port a potties. Will look at temporary port a potties for busy weekends.
	5	Install changing facilities	Temporary or permanent facilities	Look at repurposing the canteen building.	Approved in budget, staff are starting the process. Refurbish in the fall 2022. Accessibility committee to review.
	6	Increase the number of garbage and recycling bins	Consider increasing the frequency of garbage collection	We have 14 moluks and 21 cans in the waterfront area. Add to operating budget. Consider handing out garbage bags, communication "take home what you bring with you". Household waste and illegal dumping are issues.	Park is cleaned every morning at 7 am and there is a shift in the evening to empty the garbage. Will monitor throughout the summer and add to budget in 2023. Bylaw and parks to meet about sharing garbage bags and advising when areas are full. Monitor cans re lids?
	7	Consider adding cigarette waste recycling receptacles in waterfront parking lots		Terracycle, (review options). Smoking is not allowed in parks, review this bylaw. Recreation areas are very large for no smoking, review option of vacuum cleaning up butts. Increase bylaw for littering (smoking butts). Can we install the garbage canisters?	More bylaw officers on site to educate and advise on no smoking. Fine in the parks bylaw, Brent to review. Staff to review terracycle (budget 2023).
	8	Install water bottle filling stations in Victoria Park		Budget item, two water bottle filling stations every year for a couple of years	Approved in budget, initial work with contractor. Victoria Park building and Marina building. Installed by July 1, 2022.
RULES/BY-LAWS	9	Consider enhancing regulations concerning smoking and cigarette butt disposal, the use of cannabis, glass bottles and the use of tents on the beach	Publicize all major beach rules and fines	Review bylaw, officer has say, add pictures to web site, possibly ban cannabis - same as no smoking bylaws, add definition, no smoking or vaping?? (special events, indigenous). Add no glass on the beach to the bylaw, no alcohol.	See above, web site, on site education, Brent to review the parks bylaw. Increase fines to be reviewed for cannabis use on the waterfront.
	10	Increase all relevant fines in the Parks Use By-Law and the Parking By-Law, subject to approval	The fine for most infractions, such as disruptive noise, littering, dogs on the beach, smoking in parks and the use of barbecues, is currently \$105.00 – consider increasing fines to \$250.00	Raise the fines and consider AMP program.	Brent is working on this report for council for May /June 2022.

	11	Consider imposing noise restrictions in the Special Event Permit process	Consider the position/direction of speakers during major events	Noise bylaw is under review. This is covered under the event permit.	Noise bylaw will be reviewed in 2023. Special events to ensure notice is given to the neighbours.
ENFORCEMENT	12	Increase the number of by-law enforcement officers on-duty during peak times	Subject to budget approval; aim to increase enforcement of common offences such as littering, tents and barbeques on the beach	Add to the budget two additional seasonal (beach). Six for the summer would be adequate. Police supply six employees to the beach alone. Add a mode of transportation (bike).	Approved by council for 2022 as part of the budget. May to October 8 am to 8 pm , 7 days a week, including holidays. Extra Capacity - from Brent.
EVENTS	13	Conduct a review of existing waterfront events and the authorization process	Consider making Council approval necessary for major recurring events	Leave the way it is, or space them out. What do events return to the community? Review the list of events (Economic Development). Report to council the summary of the year (any changes being proposed, balance, due diligence), parking lots being used, neighbours around the event. Debrief after events with town staff. Offer event shuttles (sandcastle and waterfront festival).	Review the traditional large events by economic department. Do an informed work plan to tie into the budget. Analyse the impact and benefits from Brian. Balance the events out to make sure that we are not overloading one area over another.
SAFETY	14	Lifeguards are an integral part of Victoria Park Beach and the service should be retained if possible	The majority of survey respondents (68%) believe the Town should continue to provide lifeguards on the beach	Lifeguards should be back and added to the budget.	Approved at budget 2022.
	15	Consider establishing a capacity for the beach as part of the emergency management process	Once established, monitor accordingly	Access, point of entry to the beach would have to happen (are we fencing). Possibly move the date of the Sandcastle Festival. Have shuttles on busy weekends.	Challenges to do this as there are no walls, fences etc to limit people on the beach. Staff will review the large events, and look at a point of access for the large events. Consider moving Sandcastle Festival from the long weekend.
PARKING	16	Significantly increase beach area parking rates and review parking rates along the waterfront	Care should be taken to avoid pushing beachgoers into the downtown for cheaper parking and creating parking shortages	Rates are currently \$2 per hour. Other places charge up to \$10 for a maximum of 5 hours. A report already coming from public works. Review the whole area, if rates go up, the fines must go up also. Review campground as an option for parking. Review Ajax rules, one side is for ajax residents, pass for visitors.	Approved by council to be implemented by the May Long weekend 2022
	17	Consider establishing designated or discounted parking for Cobourg residents	Explore options such as a resident parking pass or 'permit only' parking spaces in waterfront lots		Charles Street lot is for residents only, for 2022 for a trial period. Accessibility pass needs final approval from AAC. Seasonal parking pass will be made available. East of Victoria Park will be \$20 and all other residents for \$40.
	18	Consider installing pay and display machines on residential streets near the beach			This was considered, but it is not feasible. Will have passes in the area east of the park. Will be signed accordingly.
	19	Improve the existing drop-off location with wayfinding signs and consider creating additional drop-off locations			Additional drop of areas are being added: King Street East, Church Street and Paul Currelly Way. Will be signed accordingly. Also on web sites etc., review wayfinding signs, look at submitted on line to google maps. Check on Waze app. Virtual story on web site.
	20	Consider providing a shuttle service during major events and peak times			Used in the past for large events and will continue to provide this service.

	21	Explore ways to utilize parking at Donegan Park	Consider using wayfinding signage and other forms of communication to inform visitors of lesser-used parking areas		Upon review, we do not want people to pay at Donegan at this time because of all of the sports that are happening in that park.
REVENUE GENERATION	22	Consider allowing pop-up businesses to operate with a permit	Permits could be purchased for a fee		Economic Development department and the events committee to review. Possible RFP in the future. Food truck RFP has gone out.
	23	Explore the possibility of increasing revenue through the rental of sun shelters and beach chairs			Economic Development department and the events committee to review. Possible RFP in the future.
	24	Beach access fees are inadvisable due to the cost of infrastructure/fencing, staff time for enforcement, and the imposition of barriers to walkers along the waterfront	Other revenue sources, such as increased parking fees, would be easier to administer		Discussed and decided to not fence or charge a fee for admission. Administer the fee thru parking, parking fines increase for tickets.
WATERFRONT CONNECTIVITY	25	Increase by-law enforcement patrols along the West Beach			With increase of bylaw officers, they will be able to also enforce this area. Review parks bylaw for this area re dogs, natural area.
	26	Enhance signage at the West Beach, outlining rules and regulations	Aim to create a consistent 'look and feel' across all waterfront signage		More communication on the west beach to reflect the naturalized area.
	27	Consider placing washroom facilities in the West Beach area	Temporary facilities could be located near the boat storage compound		A porta-potty was placed there in the past due to covid and that the marina public washroom was closed. Review budget to see if a porta-potty can be placed at the end of the boardwalk.
	28	Explore ways to expand the 'shoulder season' use of the beach and waterfront	Consider activities or events during the spring and autumn and winter		Events, Tourism and Economic Development to review.
COLLABORATIVE MANAGEMENT	29	Establish an internal working group to enhance collaboration in the management of the waterfront, including Victoria Park Beach, the Cobourg Harbour and West Beach	Consider including a cross-section of staff with expertise regarding parks, communications, events, parking, legislative services, by-law enforcement, emergency planning/response, and with Council representation		Completed. CAO to review the ongoing conversations for the continuation of this committee.

Special Notes:

Have one entrance

Educate the public that the west beach is not open to all, as the town does not own all of the property

Spread out people and food trucks

Large flotations in the water are dangerous, consider banning. Are we able to regulate on the water, education, communication,