

Report to Council



Date: July 25, 2022
To: Council
From: City Manager
Subject: Council Update – Municipal Boating Facilities
Department: Real Estate

Recommendation:

THAT Council received, for information, the report from the Real Estate department dated July 25, 2022, regarding the status of the City's Municipal Boating Facilities Commercial License Program and an update on Staff's public engagement efforts and initial findings regarding a more comprehensive review and assessment of the City's boating facilities;

AND THAT Council supports, in principle, the draft guiding principles and objectives that have been created to inform the development of a boat launch management strategy;

FURTHER THAT Council directs Staff to return to Council for endorsement of finalized guiding principles and objectives, as well as a series of associated recommendations, regarding the optimal management strategy for the long-term operations of the City's boating facilities.

Purpose:

To update Council on the progress of the Commercial Boat Launch License program (as implemented earlier this year) and to provide a summary of Staff engagement efforts and initial findings related to a long-term strategy and management plan regarding the optimal operations of the City's boating facilities.

Background:

Previous Council Resolution

On February 28, 2022, Staff presented a report to Council regarding the management and operations of the municipal boat launch facilities. The Council resolutions associated with this report are provided below.

Resolution	Date
<p>THAT Council receives, for information, the report on Municipal Boating Facilities Commercial License from the Property Management department dated February 28, 2022;</p> <p>AND THAT Council gives reading consideration to Bylaw No. 12308 being amendment No. 5 to the Parks and Public Spaces Bylaw No. 10680;</p> <p>AND THAT Council gives reading consideration to Bylaw No 12312 being amendment No 31 to the Bylaw Notice Enforcement Bylaw No. 10475;</p> <p>AND FURTHER THAT the 2022 Financial Plan be amended to include the anticipated program fees net of enforcement costs, with the net revenues being contributed to the Municipal Boating Facilities Reserve.</p>	<p>February 28, 2022</p>

Summary of 2022 Program Implementation

Further to the above, Staff implemented a license fee for commercial boat launch users in the Spring of this year. A brief summary of the results follows:

- Staff identified and proactively engaged with 40 commercial entities that have historically used the City’s boat launch facilities;
- 12 companies indicated that they have made other arrangements and that they will no longer be using municipal launches (as a result of the new program);
- 10 companies have completed all licensing requirements;
- 10 companies have applications ‘in-stream’ awaiting finalization; and,
- The balance has not responded and has been asked to confirm that they will no longer be using the launches for business purposes.

The net impact of the above suggests a significant (30%+) reduction in the commercial use of the City’s boat launch, which has been anecdotally supported by on-site observations.

The total annual revenue associated with the commercial boat launch usage program is estimated at approximately \$140,000. This compares with an original program revenue estimate of \$100,000.

2022 Commercial Boat Launch User Revenues	
Received to date	\$105,066
Committed revenue (via payment plan)	\$18,384
Anticipated revenue (from remaining applications in-stream)	\$16,000
Total Program Revenue	\$139,450

In order to ensure compliance with the commercial boat launch program, Parking Enforcement staff and Bylaw Officers are conducting random, intermittent, proactive site visits, as well as responding to requests for service. Staff are also exploring the use of the various camera systems in place at both boat launch locations to support bylaw enforcement. To date, four bylaw tickets have been issued. Compliance has been achieved in all cases so far and no one has had to be towed.

Discussion:

The implementation of a commercial boat launch user fee represents an interim step in establishing a more holistic, comprehensive and financially sustainable framework for the City’s boat launch facilities. Accordingly, the City has engaged Urban Systems to assist with establishing guiding principles and drafting recommendations that will enable the City to create a sustainable, long-term model for providing this important amenity in our community.

Public Engagement Summary

Urban Systems has completed substantial public engagement efforts to assist with drafting their initial recommendations. A high-level summary of these is below. Refer to the appendix for the complete Report.

Engagement Summary			
Type	Participants	Time	Key Observations
In-person survey	90	August 2021	Approximately 70% of launch users are from Kelowna Average launch time is 10 minutes
Online community survey	441	April 2022	The overall level of satisfaction with: <ul style="list-style-type: none"> Cook Road boat launch is 42% Water Street boat launch is 34% 65% of respondents felt that the City’s launches do not meet the current boat demand Respondents indicated approximately 70% of boat launch costs should be recovered from non-taxation sources
Industry workshop	14	March 2022	Indicated that boat launch use is at an all-time high Overall, strong support for a user-pay concept
Intergovernmental workshop	6	April 2022	Desire for a coordinated, region-wide approach Consideration of overall lake capacity and environmental impact
TOTAL	551		

Draft Guiding Principles & Objectives

Using the engagement feedback and the general community vision established through *Imagine Kelowna*, a draft set of guiding principles (high-level value statements) and objectives (specific

implementation statements) relating to the sustainable, long-term operations of the City's boat launch facilities has been compiled. These are summarized below.

Draft Guiding Principles & Objectives	
Guiding Principles	Objectives
Fairness	Focus on the user experience
Sustainability (Environmental & Financial)	User-pay cost recovery
Collaboration	Balanced lake access
Service Excellence	Explore partnerships

Next Steps

Staff will continue to engage with stakeholders to develop recommendations associated with the draft guiding principles and objectives, with the intention of returning to Council for consideration and endorsement of the same in fall 2022 / spring 2023 in the anticipation of implementing any changes for the 2023 boating season.

Financial/Budgetary Considerations:

As indicated above, Staff expects total 2022 program revenue of approximately \$140,000. Total enforcement and implementation costs are anticipated to be in the range of \$20,000, leaving a net contribution of approximately \$120,000 to the Municipal Boating Facilities Reserve.

Based on the revenue generated in 2022, Staff anticipates a 2023 budget request (from reserve) of approximately \$75,000 to make urgent repairs associated with the docks at the Water Street launch (it should be noted that boat launch operating and maintenance costs in 2022 included \$125,000 for dredging at the Cook Road boat launch and \$88,000 repairing the underwater scouring holes at the Water Street boat launch).

Existing Policy:

Council's 2019-2022 priorities identified measures supporting the recommendations in this report, specifically:

- Non-taxation revenue is increasing;
- Infrastructure deficit is reduced; and,
- Key sites are proactivity planned.

Conclusion:

The City's commercial boat launch program (as implemented for the 2022 boating season) has proven highly successful, alleviating commercial demand for limited launching capacity at the Cook Road and Water Street boat launches while at the same time raising \$140,000 in non-taxation revenue - the majority of which will be re-invested to improve the City's boat launch infrastructure in 2023 and beyond.

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Staff has compiled a list of guiding principles and objectives relating to the sustainable, long-term operations of the City's boat launch facilities, and will continue to explore specific additional recommendations based on these principles and objectives for implementation in the 2023 boating season.

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

External Agency/Public Comments:

Submitted by: R. Forbes, Interim Property Manager, Property Management

Approved for inclusion: J. Säufferer, Real Estate Department Manager

Attachments: Schedule B – Power Point