



<i>COUNCIL AGENDA</i>	
Date: <u>December 1, 2025</u>	Item: <u>13.3.</u>

DISTRICT OF WEST VANCOUVER
750 17TH STREET, WEST VANCOUVER BC V7V 3T3

COUNCIL REPORT

Date:	November 20, 2025
From:	Jill Lawlor, Senior Manager, Parks
Subject:	Proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5422, 2025 (Pay Parking Exemptions)
File:	2100-12

RECOMMENDATION

THAT proposed “Fees and Charges Bylaw 5383, 2025, Amendment Bylaw 5422, 2025” (Pay Parking Exemptions) be read a first, second, and third time.

1.0 Purpose

On November 17, 2025, Council directed staff to bring forward an amendment to “Fees and Charges Bylaw 5383, 2025” to include a Community Partner Parking Pass. The Community Partner Parking Pass would be made available to qualifying non-profit organizations operating in Ambleside Park, to reduce out-of-pocket expenses for volunteers and staff supporting community-based programs. The purpose of this report is to seek approval of three readings of proposed “Fees and Charges Bylaw 5383, 2025, Amendment Bylaw 5422, 2025” (Pay Parking Exemptions) (**Appendix A**).

2.0 Legislation/Bylaw/Policy

The District of West Vancouver’s (District) Fees and Charges Bylaw 5334, 2024 and Fees and Charges Bylaw 5383, 2025 establish fees and charges for services and information, including destination parks pay parking.

The 2012 Parks Master Plan states the following as one of its core values:

- Prudent financial stewardship and management.

Section 4.4 of the Parks Master Plan discusses the importance of District volunteers in parks, culture, and community services.

Council Strategic Objective(s)/Official Community Plan

Council’s Strategic Plan 2024-2025

Strategic Goals include delivering municipal services effectively and enhancing the social well-being of our community. The following objective is applicable:

- Objective 5.7 Establish Park zone pay parking.

- Deliverable 5.7.1 Pay parking established in Council approved park zones (2024-2025+)

Official Community Plan

Sections 2.4 and 2.7.1 of the District's Official Community Plan contains supporting language relating to transportation and road network accessibility, as well as managing the District's valuable park system and open spaces.

3.0 Financial Implications

While the proposed Community Partner Parking Pass will generate some revenue, it will also lead to a decrease in overall pay parking revenue compared to collecting full parking fees.

Budget estimates are based on approximately 130 eligible individuals. At a rate of \$20 (including taxes) per month and assuming an average of six months of pass sales per year, total revenue is projected at approximately \$15,600, with the District receiving about \$11,500 annually after taxes and processing fees. Impark may apply an additional administrative fee for managing the monthly pass program, which could further reduce the total revenue received by the District. Staff will work with Impark to finalize program costs and implementation details.

4.0 Background

The initial phase of pay parking did not include any exemptions. West Vancouver residents were able to pay an annual fee of \$20 if they wish to park where pay parking was established. In February 2025, Council directed staff to remove this fee.

In April 2025, Council approved exemptions for vehicles with Veterans or Memorial Cross plates, accessible parking placards, and for volunteers working on approved District park or trail projects. In October 2025, Council further extended these exemptions to volunteers participating in District-led activities in areas where destination pay parking applies.

In November 2025, Council directed staff to start negotiation with Impark on a Community Partner Parking Pass and for staff to prepare a Fees and Charges Bylaw Amendment to include a Community Partner Parking Pass at a cost of \$20 (including taxes) per month for Council's consideration.

4.1 Previous Decisions

Council, at its November 17, 2025 meeting, passed the resolution below. The minutes for this meeting will be adopted at a future date.

THAT

1. *staff finalize negotiation with Impark on a Community Partner Parking Pass; and*

2. *staff prepare a Fees and Charges Bylaw Amendment to include a Community Partner Parking Pass at a cost of \$20.00 per month for the December 1, 2025 regular meeting for Council's consideration.*

Council, at its November 3, 2025 closed meeting, passed the following resolution:

THAT

1. *staff begin negotiation with Impark to establish a monthly community parking pass for volunteers and staff of qualifying non-profit organizations operating in Ambleside Park; and*
2. *staff report back to Council at the November 17, 2025 regular meeting regarding the Community Partner Parking Pass at \$20.00 per month; and*
3. *Council's decision be released for public information.*

Council, at its October 22, 2025 regular meeting, passed the following resolution to approve Ambleside Park parking fees be adjusted to a reduced seasonal rate until May 31, 2026:

THAT

1. *proposed "Fees and Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5415, 2025" be adopted; and*
2. *proposed "Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5414, 2025" be adopted.*

Council, at its October 20, 2025 regular meeting, passed the following resolution:

THAT proposed "Fees and Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5408, 2025" and proposed "Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5411, 2025" be adopted. This is to exempt vehicles of District volunteers while on duty for District-led activities in areas where pay parking is in effect.

Council, at its September 15, 2025 closed meeting, directed staff to explore and report back to Council on potential community partnership pass models and fee structures.

At the September 15, 2025 regular meeting, Council approved the adoption of Fees and Charges Bylaw No. 5383, 2025, which establishes District fees and charges beginning January 1 2026.

4.2 History

The District's Pay Parking in Destination Parks Program launched in February 2024 at Lighthouse, Whytecliff, and Nelson Canyon parks, and expanded to Cypress Falls Park and the Seaview Trail parking lot in May 2025. Pay parking was further extended to Ambleside Park in September 2025.

Ambleside Park attracts a wide range of visitors, including families, sports field users, volunteers, staff, and sailors, many of whom visit several times per week. These groups deliver valued community sport and recreation programs that foster health, wellness, and social connection.

Since pay parking was introduced in September 2025, staff and Council have received feedback from the community, particularly from sports field users, expressing concern that parking fees create a financial barrier for non-resident volunteers and staff who support their programs and activities. Several non-profit organizations have also noted that parking costs may affect their ability to retain and recruit volunteers which could in the long term affect their programs.

The hourly parking rate in Ambleside Park has been reduced from \$3.75 to \$1.85 per hour (excluding taxes and transaction fee) effective November 1, 2025 until May 31, 2026.

5.0 Analysis

5.1 Discussion

At the November 17, 2025 regular Council meeting, Council gave direction to staff to bring forward a Fees and Charges Bylaw Amendment to include a Community Partner Parking Pass at \$20 (including taxes) per month. This pass is designed to address the impact of pay parking on staff and volunteers of eligible non-profit organizations.

To determine eligibility, staff have developed a matrix that aligns with the principles used for Permissive Tax Exemptions, which will be used to identify non-profit organizations operating in Ambleside Park providing community-based programs. Each approved organization will receive a limited number of passes and will be responsible for allocating them among their volunteers and staff. This will be reviewed seasonally with staff and should align with non-resident participation levels for their organization.

Following the approval of the bylaw amendment, staff will work with Impark to implement and communicate the Community Partner Parking Pass program.

5.2 Climate Change & Sustainability

Pay parking can be considered a highly effective traffic demand management tool where it can incentivize the reduction of auto use. Reduced auto use has the positive environmental impact of reducing greenhouse gases.

The benefits of pay parking tools are best achieved in context of a broader parking and transportation demand management strategy.

5.3 Public Engagement and Outreach

To keep public and stakeholders informed, staff from Communications, Indigenous, and Community Relationships developed a communications strategy to guide the implementation of pay parking in parks using an inform approach to public outreach.

Since the implementation of pay parking in Ambleside Park, Council and staff have received numerous enquiries from non-profit organizations regarding the impact of pay parking on their staff and volunteers.

The implementation at each phase of the program expansion is as follows:

- Phase 1 (summer 2024): Whytecliff, Lighthouse, and Nelson Canyon parks
- Phase 2 (May 2025): Cypress Falls and Seaview Walk parks
- Phase 3 (September 2025): Ambleside Park excluding the portion within Squamish Nation's Capilano Reserve 5

Part of the communications strategy included site signage, a news post on the District website, social media, and a Destination Parks Pay Parking web page, as well as media and an educational video. This strategy is intended to ensure residents and visitors are informed and provided resources to successfully access the programming.

Non-profit organizations operating in Ambleside Park, will be informed about the new Community Partner Parking Pass for qualifying non-profit organizations.

5.4 Other Communication, Consultation, and Research

Since pay parking was introduced in Ambleside Park in September 2025, staff and Council have fielded a large number of public enquiries and comments from residents and non-residents and received feedback from some members of the adjacent commercial and business community.

The recommendations in this report are informed in part by that feedback.

6.0 Options

6.1 Recommended Option

THAT proposed "Fees and Charges Bylaw 5383, 2025, Amendment Bylaw 5422, 2025" (Pay Parking Exemptions) be read a first, second, and third time.

6.2 Considered Options

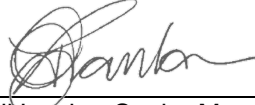
THAT proposed "Fees and Charges Bylaw 5383, 2025, Amendment Bylaw 5422, 2025" (Pay Parking Exemptions) not be approved.

THAT staff provide further information on proposed "Fees and Charges Bylaw 5383, 2025, Amendment Bylaw 5422, 2025" (Pay Parking Exemptions).

7.0 Conclusion

Proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5422, 2025, creates a Community Partner Parking Pass in Ambleside Park that would be made available to qualifying non-profit organizations operating in Ambleside Park, to reduce out-of-pocket expenses for non-resident volunteers and staff supporting community-based programs.

Author:



Jill Lawlor, Senior Manager, Parks

Appendix A: Proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5422, 2025 (Pay Parking Exemptions)



District of West Vancouver

**Fees and Charges Bylaw No. 5383, 2025,
Amendment Bylaw No. 5422, 2025**

Effective Date:

Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5422, 2025

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District of West Vancouver

Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5422, 2025

A bylaw to set out a Community Partner Parking Pass

WHEREAS the Council of The Corporation of the District of West Vancouver deems it expedient to grant a Community Partner Parking Pass to qualifying non-profit organizations operating in Ambleside Park, to reduce out-of-pocket expenses for volunteers and staff supporting community-based programs;

NOW THEREFORE, the Council of The Corporation of the District of West Vancouver enacts as follows:

Part 1 Citation

- 1.1 This bylaw may be cited as Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5422, 2025.

Part 2 Severability

- 2.1 If a portion of this bylaw is held invalid by a Court of competent jurisdiction, then the invalid portion must be severed and the remainder of this bylaw is deemed to have been adopted without the severed section, subsection, paragraph, subparagraph, clause or phrase.

Part 3 Amendment of Regulations

- 3.1 Fees and Charges Bylaw No. 5383, 2025 is amended by:
 - 3.1.1 In Schedule G – Engineering & Transportation, at the end of the Traffic and Parking section, in Destination Parks Pay Parking

Program Implementation subsection, as an additional line after Annual Pass:

	\$14.77 per month	Community Partner Parking Pass, eligibility determined by Director of Parks, Culture, and Community Services or delegate on a case by case basis
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READ A FIRST TIME on [Date]

READ A SECOND TIME on [Date]

READ A THIRD TIME on [Date]

Mayor

Corporate Officer