



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

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COUNCIL REPORT

Date:	April 13, 2026
From:	Steven Liu, Staff Lead, Pay Parking Programs
Subject:	Pay Parking Ambleside Park 6 month Implementation Update

RECOMMENDATION

THAT

1. the Council report titled “Pay Parking Ambleside Park 6 month Implementation Update” dated April 13, 2026, from Staff Lead, Pay Parking Programs, be received for information;
2. proposed “Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5450, 2026” be read a first, second, and third time; and
3. staff continue to monitor and collect data through the summer season and report back to Council with a progress update and additional parking rate structure options for Ambleside Park in fall 2026.

THAT staff continue discussions with stakeholder groups to receive feedback on options for future refinement to the Pay Parking Program at Ambleside Park.

1.0 Purpose

This report has been prepared in response to Council’s July 7, 2025, direction to implement pay parking in all areas of Ambleside Park, excluding where the Squamish Nation is the rightsholder; and provide Council with a progress update on the Ambleside Park Pay Parking Program within 6 months of implementation.

Since the launch of pay parking in Ambleside Park in September 2025, staff have prepared several additional reports and responded to additional pieces of Council direction to fine-tune the implementation of pay parking in Ambleside Park. This report provides an overview of Ambleside Park implementation, including adjustments made during the first six months. It also summarizes data collection and performance of the program to date and provides an overview of additional considerations.

Enclosed with this report is proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5450, 2026, **Appendix A**, for Council’s consideration and approval. The amendment responds to Council’s February 19, 2026, Closed direction to extend the \$2.50 (including tax) per hour seasonal rate beyond May 31, 2026.

2.0 Executive Summary

Ambleside Park is a high-demand destination park attracting regional visitors and tourists who do not contribute to the District's tax base that funds park and community services. In response, the District expanded the Pay Parking Program to improve service levels, fund and offset the cost for park maintenance and operations, and collect operational data to guide future planning.

The program was implemented on September 15, 2025, across five park sections between 13th Street and Pound Road, excluding areas where the Squamish Nation is the rightsholder. The program launched with the same model as previous parks, with operating hours from 7am to 10pm, no physical pay stations and an hourly rate of \$5.08 (tax included). In response to stakeholder feedback and a regional scan of winter seasonal parking fees for similar parks, the initial rate was reduced to \$2.50 (tax included) per hour effective November 1, 2025, following Council-approved amendments to the Fees and Charges Bylaws.

Park usage, and therefore pay parking revenue, is traditionally lower during winter months. Ambleside Park revenue trends align with similar seasonal patterns in other parks where pay parking is in place.

In previous parks, actual revenues exceeded projections by 32%.

Although the hourly parking fee in Ambleside Park is lower compared to other parks, the addition of Ambleside Park is on track to meet or surpass revenue projections.

The transition to pay parking has been challenging for certain user groups. Through consideration of feedback, an approach of continual improvement with a focus on overall user experience and spillover monitoring is being taken.

To support the launch of pay parking in Ambleside Park, the District implemented a communications plan that used a similar approach as previous phases of the program. Information about the program was communicated through the District's website and social media channels. In addition, on-site signage was installed by Impark to inform users of the upcoming parking changes within the park.

Program adjustments made throughout fall 2025, such as the reduced seasonal parking rate, launch of the Community Partner Parking Pass, and in-person customer service opportunities with Impark were also promoted through District communications channels.

Other program adjustments and operational measures were implemented during the initial phase in response to resident and stakeholder feedback, including improved signage, installation of four physical pay stations, and additional customer support for annual pass registration including drop-in sessions.

Utilization of adjacent on-street parking remains high but shows sufficient turnover, suggesting that impacts on nearby residential streets are manageable. From a financial perspective, Ambleside Park accounted for 27 percent of destination park revenue in the initial phase.

Staff continue to monitor utilization for opportunities to enhance the user experience and engage with neighbouring municipalities (City of North Vancouver, District of North Vancouver) to share experiences, address program challenges, and apply best practices in pay parking and parking management.

The report concludes that the Pay Parking Program is supporting turnover and moderating long-term parking. The program also provides valuable operational data to inform future adjustments and resource allocation across the District's park system.

3.0 Legislation/Bylaw/Policy

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

- Prudent financial stewardship and management.

Recommendation 4.6.1 in that Plan states the following:

- Consider potential revenue generation uses in terms of the potential management benefits associated with charging for use, e.g., dive schools' fees, more concessions/cafes, picnic shelter booking charge, vending machines, equipment rentals, advertising on park maps.

The District Fees and Charges Bylaw 5334, 2025 establishes fees and charges for services and information including pay parking fees for destination parks. It takes the place of former Fees and Charges Bylaw 5334, 2024.

The District Pay Parking Exemption Policy 0198 and Pay Parking Exemption Procedure 0199 establishes the exempt vehicles of District volunteers while on duty for District-led activities in areas where pay parking is in effect.

The District On-Street Parking Policy 0222 establishes the area where pay parking and resident exempt permit parking can be implemented.

4.0 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.

5.0 Financial Implications

This section provides an overview of the revenue for the pay parking program at Ambleside Park, including a comparison between projected and actual revenue. It considers typical seasonal variations in park use and the rate reduction implemented on November 1, 2025, which will be extended past May 31, 2026.

Initially, the hourly parking rate at Ambleside Park was set at \$5.08 per hour, consistent with other destination parks, with projected annual revenue of \$596,000. At a special council meeting on October 22, 2025, Council adopted bylaw amendments reducing the parking fee to a winter seasonal rate of \$2.50 per hour, effective November 1, 2025, to May 31, 2026. Then, at its February 19, 2026, special closed council meeting, Council resolved to hold the seasonal rate of \$2.50 per hour at Ambleside Park beyond May 31, 2026. Following the updated seasonal rate, the gross revenue projection for pay parking at Ambleside Park is revised to an estimated \$294,000.

This revenue projection is based on a number of assumptions described in previous reports and is intentionally conservative. As in the previous reports, these projections do not account for a management fee payable to the contracted service provider. The revised projections also do not account for exemptions approved by Council in 2025, including the \$0 resident annual pass, Memorial Cross and Veteran licence plates, vehicles displaying an accessible parking placard, and District volunteers. In addition, the projections do not reflect accommodations made after the program launched in Ambleside Park such as the Community Partner Parking Pass program, which is available to staff and volunteers of eligible non-profits including sports group.

Revenue projections do not account for potential impacts of the introduction of pay parking on other types of revenue currently generated from Ambleside Park through other various rental, permit, and user fees (e.g. impacts to field rental, event or filming permit revenue).

Actual Revenues Compared to Projected Revenues

Actual net revenue generated during the first six months of the

Pay Parking Program was approximately \$130,500 net to District, tax excluded. The program achieved approximately 44% of projected annual

revenue in the first 6 months. As parking demand increases during the spring and summer months, revenues are expected to increase.

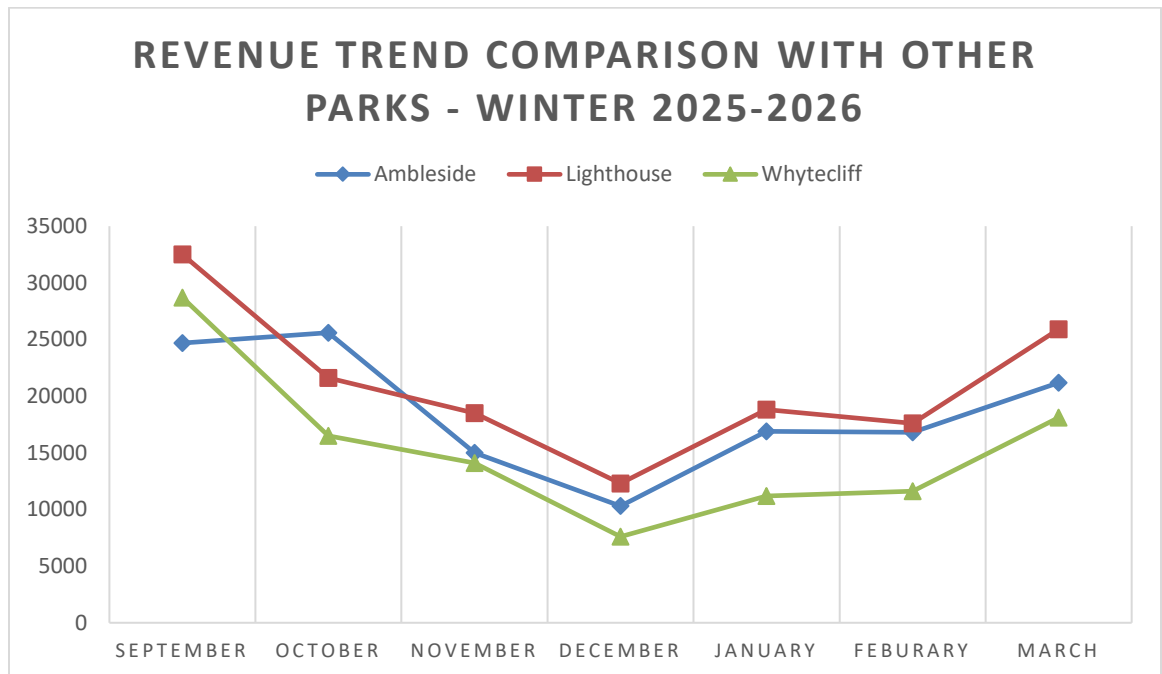
Table 1 – Total Monthly Revenue (meter and violation)

	September (1)	October	November (2)	December	January	February	March	Total Revenue
Revenue	\$24,700	\$25,600	\$15,000	\$10,300	\$16,900	\$16,800	\$21,200	\$130,500

- (1) The Ambleside Park Program launched mid-month on September 15, 2025.
- (2) Beginning November 1, 2025, the hourly parking rate was reduced from \$5.08 per hour to a seasonal winter rate of \$2.50 per hour (tax included).

Park usage, and therefore pay parking revenue, is traditionally lower during winter months. Monthly revenue actuals, provided in Table 1 above, reflect this. Ambleside Park revenue trends align with similar seasonal patterns in other District destination parks where pay parking is in place, see chart 1.

Chart 1: Revenue Trend Comparison with Other Parks – Winter 2025-2026



Although the hourly parking fee in Ambleside Park is lower compared to other parks, the addition of Ambleside Park is on track to meet or surpass revenue projections. In parks where pay parking was introduced previously, actual revenues exceeded revenue projections by 32 percent.

Violation revenue at Ambleside Park accounts for a higher proportion of overall revenue at Ambleside Park than at other destination parks. This could be due to its larger size, with approximately 400 parking stalls compared to 129 stalls at Whytecliff Park and 82 stalls at Lighthouse Park. Parking enforcement supports compliance, but revenue through ticketing could suggest the need for additional signage which staff are exploring.

Violation revenue may decrease over time as users become more familiar with the program.

Council has directed that pay parking revenues, less program expenses, be directed to support park maintenance and operations. Parking revenues contribute toward expenses such as parking infrastructure, enforcement, and administrative support, while also supporting the broader parks system.

Maintaining the program allows the District to continue using pay parking as a demand management tool while generating revenue that can be reinvested into District parks.

6.0 Background

6.1 Previous Decisions

At its February 23, 2026, regular meeting, Council approved On-Street Parking Policy 0222. Council also announced decisions from the February 19 special closed meeting (below), and suggested Council would not consider any further expansion to the Destination Parks Pay Parking Program at this time.

At its February 19, 2026, special closed meeting, Council approved the following motion:

THAT

- 1. staff are directed to bring forward necessary Fees & Charges Bylaw amendments to extend the winter seasonal rate for Ambleside Park through the end of 2026; and*
- 2. Council's decision be released for public information.*

THAT

- 1. staff review and summarize stakeholder feedback received through Council correspondence and verify feedback through a stakeholder information session; and*
- 2. Council's decision be released for public information.*

At its December 15, 2025, regular meeting, Council adopted amendments to the Fees & Charges Bylaw 5334, 2024 and Fees and Charges Bylaw 5383, 2025 to establish a Community Partner Parking Pass, providing a \$20 per month (tax incl.) parking option for staff and volunteers of eligible non-profits that activate programming in Ambleside Park.

At its October 22, 2025, special meeting, Council adopted amendments to the Fees & Charges Bylaw 5334, 2024 and Fees and Charges Bylaw 5383, 2025, to reduce the hourly rate at Ambleside Park to \$2.50 per hour (including applicable taxes).

At its October 6, 2025, regular meeting, Council approved revised Pay Parking Exemption Policy 0198 and Pay Parking Exemption Procedure 0119 which extend pay parking exemptions to additional District volunteers.

At its September 15, 2025, regular meeting, Council approved the following motion:

THAT

1. *Council supports the implementation plan provided in the report from the Senior Manager, Engineering Services dated August 29, 2025, titled “Pay Parking Implementation Plan for Business Area Adjacent Parks”, with proposed timeline of 6 months;*
2. *staff prepare the proposed spillover parking policy, and bring it forward for Council consideration and approval at a Regular Meeting before the end of 2025;*
3. *staff prepare a traffic count program to measure on-street parking trends in areas adjacent to where pay parking is implemented, to be funded by pay parking revenue; and*
4. *staff report back to Council before April 2026 with a progress update and to confirm Council direction before launching pay parking in business adjacent parks (Argyle Avenue between 14th and 16th Street, John Lawson Park, and/or Dundarave Park).*

At its July 7, 2025, regular meeting, Council approved the following motion:

THAT

1. *staff are directed to expediently implement as necessary pay parking in all areas of Ambleside Park, excluding where the Squamish Nation is the rightsholder; and*
2. *staff provide Council with a progress update on Ambleside Park Pay Parking Program within 6 months of implementation.*

6.2 History

This section of the report provides an overview of relevant history and context to inform discussion.

Ambleside Park expansion

In July 2025, Council directed staff to proceed with the implementation of a Pay Parking Program at Ambleside Park. On September 15, 2025, pay parking was implemented between 13th Street and Pound Road, excluding areas where the Squamish Nation is the rights holder.

Photo – Ambleside Park Pay Parking Zone



Parking in the park is dispersed into five main parking areas, and the program rolled out with five parking zones. At launch, the program conditions were consistent with those at other destination parks. The hourly rate was set at \$5.08, inclusive of applicable taxes, with operating hours from 7 am to 10 pm. No physical pay stations were installed, and the approach to stakeholders was to inform not engage.

Community Feedback and Program Adjustments Since Launch

Ambleside Park is the District's largest destination park and is characterized by a greater deal of complexity than all previous parks combined. This is due to the size of the park, number of affected stakeholders, adjacent land uses, the presence of the boundary with Capilano Reserve 5 land and existing time restricted parking zones within the park.

With the main entrance at 13th Street and Argyle Avenue, the park is located adjacent to denser residential areas than previous parks and in close proximity to commercial centres at Ambleside Village and Park Royal. The park includes and abuts Capilano Reserve 5 lands. The park amenities and associated sports fields are host to variety of tenants and other stakeholders that rent space from the District including multiple

sports clubs/users, a concession and day care, event organizers, filming and others.

Prior to and immediately following the launch of the program, staff and Council received feedback from stakeholders including the Ambleside Dundarave Business Improvement Association (ADBIA), sports users, adjacent businesses and tenants within the park through multiple channels, such as direct contacts, council correspondence, etc.

Since the launch of the program, the District has made several adjustments to the program in Ambleside Park that respond to stakeholder feedback and direction from Council.

The Ambleside Daycare, which operates in the park, raised concerns regarding families dropping off children at the facility. In response, a weekday loading zone was implemented in front of the daycare building to accommodate drop-offs.

BCSPCA also raised concerns regarding parking availability for their operations, which are located in the park. After reviewing their service agreement with the District, staff confirmed that designated parking stalls are located within the area outlined in their agreement. District Bylaw Enforcement Officers will monitor and provide assistance with enforcing parking regulations for these stalls when requested by BCSPCA.

The Ambleside Farmers Market, a non-profit, raised concerns regarding staff and market vendor parking. Under their event agreement and permit with the District, the farmer's market has exclusive use of a designated area. Under terms of this permit, market vendors can stage their vehicles within the agreed-upon space.

Operational adjustments were also made to improve accessibility and administration of the program. Four pay stations were installed at various locations throughout Ambleside Park in response to public feedback and to improve payment accessibility. These are in addition to physical pay stations being piloted at Whytecliff and Lighthouse Parks.

Staff also expanded parking accommodations for certain user groups. West Vancouver School District (WVSD) expressing concerns about the impact of pay parking on school sports programming and national team athletics at Ambleside fields. Parking for Canada National Field Hockey Team as well as WVSD coaches and staff is accommodated during scheduled field practice times.

Pay Parking Exemption Policy 0198 was amended such that District volunteers engaged in activities that support the betterment of District parks or trails, including ecological restoration, education, clean-ups, and related activities, or those on duty at a District-led event in a park where pay parking is in effect are exempt from pay parking.

In addition, a Community Partner Parking Pass was introduced to support volunteers working with local sports organizations by providing an affordable parking option while they are performing volunteer duties. The

Community Partner Parking Pass is a monthly pass available to staff and volunteers of eligible non-profits that activate programming in the park. Eligible organizations have received information about how staff and volunteers can access the pass, which has a price of \$20 per month (tax incl).

The transition to pay parking has been challenging for certain user groups. The District continues to receive feedback and suggestions about the program, which are explored further in the Discussion section, 7.1, of the report.

On-street Parking Count Program and On-Street Parking Policy

An important consideration for expanding pay parking in Ambleside Park is the potential for parking impact on adjacent neighbourhoods where parking is free.

To measure and monitor neighbourhood spillover parking impacts, staff are working with a contractor to complete an on-street parking count program. Parking counts were completed before and after implementation of pay parking in Ambleside Park. Following Council's September 15, 2025, direction to develop an on-street parking program, the District has established a more consistent approach to measuring on-street parking behaviour. Recent parking data is compared to parking counts completed prior to implementation to identify changes in on-street parking behaviour resulting from the program. More information about the parking count program and findings are described later in the report.

To provide a consistent approach to addressing such issues, Council approved "On-Street Parking Policy 0222" on February 23, 2026, which formalizes a District-wide approach for on-street parking regulations and provides guidance for implementing curbside parking management measures.

7.0 Analysis

7.1 Discussion

The District's destination parks, including Ambleside Park, draw visitors from across the Lower Mainland and beyond. Costs for building and maintaining these parks are historically borne by taxpayers. The District's Destination Park Pay Parking Program provides a mechanism to collect funds from visitors to help maintain park infrastructure. Revenue from pay parking provides for the park amenities and services that benefit everyone who utilizes these spaces and reduces the cost burden on the West Vancouver taxpayer. Pay parking can also help manage demand for parking in parks (by encouraging carpools and parking turnover, for example).

The implementation of pay parking introduces a user pay model, allowing for enhanced service levels at Ambleside Park, such as more frequent

janitorial services and solid waste collection, as well as opportunities to expand recycling programs within the park. This section provides an overview of how the implementation of Ambleside Park has performed to date in supporting the policy goals of the District's Pay Parking Program. It also summarizes operational and stakeholder impacts of the program.

Even during the lower-demand winter months, the Pay Parking Program generated approximately \$130,500 in revenue over the six-month period, helping to offset a portion of operating and maintenance costs. Revenue from the program is reinvested in West Vancouver's parks system, supporting ongoing maintenance and improvements.

Compared to the same six month fall and winter period in 2024/2025, total revenue across all six parks where pay parking is in place increased by 77 percent. Ambleside Park contributing approximately 62 percent of that increase. This indicates the high year-round use and demand for parking at Ambleside, and its significant role the addition of this park has to the overall performance of the District's Destination Parks Pay Parking Program. The addition of the park to the District's Pay Parking Program accounted for a 27 percent overall increase in program revenues to the District in the first six months.

At the six-month mark early indication is that, even with lower hourly parking rates than other parks, Ambleside Park can be expected to drive additional revenues that fund park operations and maintenance.

Pay parking also serves as a demand management tool, encouraging turnover, improving space availability, and supporting broader parking and curbside management objectives in the surrounding area.

While the program does not track visitor origin, West Vancouver residents are eligible for an annual parking pass that exempts them from fees, ensuring that local residents continue to have convenient access while visitors contribute equitably to park operations.

Increased demand for resident annual parking passes

The expansion of pay parking to Ambleside Park resulted in a significant increase in applications for the resident annual parking pass. Prior to the announcement, Impark issued an average of approximately 500 passes per month.

Between August and November 2025, Municipal Hall front desk staff assisted more than 450 residents per month with inquiries related to the resident annual parking pass. Impark received over 6,000 resident pass requests and issued a total of 5,168 passes in September and October 2025.

Prior to Ambleside Park implementation, Impark administered approximately 1,822 resident annual passes in 2024. Currently, as of March 2026, Impark administers over 10,000 active resident parking passes.

Some residents, particularly seniors, struggled to use the online system to register for the annual pass. To support residents with questions, those requiring help registering and those who wish to speak with the parking operator regarding a parking ticket, staff arranged for Impark to provide drop-in support sessions at Municipal Hall. Sessions were held on November 7, 2025, and March 30, 2026. Impark assisted a total of 179 residents with registering for the resident parking pass or checking their registration status. Additional sessions will be scheduled as needed.

Staff are working with West Vancouver Memorial Library to organize an information session where Impark staff will help residents register for a parking pass using their own device and respond to questions. This session is scheduled for May 4, 2026.

The more than 10,000 active resident passes issued indicate that local residents continue to access the park.

Ambleside Park Parking Behaviour

Parking transaction data collected through the pay parking system provides new insight into parking demand and user behaviour at Ambleside Park. Parking demand varies seasonally, with lower occupancy during the winter months and higher utilization and longer stays expected as we head into the spring and summer seasons.

The implementation of pay parking at Ambleside Park has provided an opportunity to collect improved data on parking use and user needs.

Available data indicates that the average parking duration at Ambleside Park during the winter months is approximately 90 minutes, which aligns with typical recreational park use. Data also shows that dwell times in parking areas near the sports fields are longer, with an average stay of 108 minutes and 48 percent of transactions exceeding two hours. In comparison, other areas of the park maintain an average stay of approximately 90 minutes, with only 32 percent of vehicles exceeding two hours.

The introduction of pay parking has also provided insight into how visitors interact with the parking system. Payment methods include both pay stations and mobile payment options, providing flexibility for users. Feedback received during the initial implementation period has informed adjustments to signage, payment infrastructure, and operational practices such as having Impark to provide in-person sessions to assist residents and general inquiries to improve the overall user experience.

Staff continue to work with Impark on reviewing signage to ensure that parking regulations and payment options are clearly communicated.

Neighbourhood Impacts

An important consideration for expanding pay parking is the impact on residents and businesses in adjacent neighbourhoods. Some drivers may seek free parking alternatives, which could create localized on-street parking demand.

Spillover parking and impacts to the commercial area are of key concern to the ADBIA. Staff met with ADBIA representatives five times since the program launched to hear concerns, share information about neighbourhood impacts, and discuss potential on-street parking adjustments in the commercial centre. Staff continue to work with the ADBIA on a few requests for improvements in the area.

To address this, staff developed “On-Street Parking Policy 0220”, which provides tools such as time limits and on-street pay parking to manage potential spillover if needed in the future. The policy was approved by Council in late February.

To measure and monitor potential spillover effects, parking utilization surveys were conducted within 400 meters of Ambleside Park. Staff have engaged a contractor to conduct an on-street parking count program. Neighbourhood parking count information is available from before and after the launch of pay parking in Ambleside Park.

Several on-street parking counts were completed before launch, including the following dates: April and September 2018; June 2024; and August 2025. Additional parking counts have been completed since the Ambleside Park program launched on September 15, including the following dates: October 4 and 8, November 22 and 24, 2025; and March 5 and 7, 2026. The next parking count is scheduled for May 2026, and additional dates will be set throughout the summer.

Each parking count set consists of hourly counts completed on one weekday and one weekend day. The counts focus on parking utilization data, which is a measure of parking demand. Select parking counts also captured parking duration, a measure of how long vehicles stay parked (also referred to as dwell time). Utilization higher than 85% indicates high demand for parking and is the threshold where people may need to circulate the block to find a spot.

Parking count results indicate that on-street parking utilization in commercial areas was already high prior to the implementation of pay parking, as indicated in **Table 2** below. On Bellevue Street between 13th Street and 15th Street, the area closest to Ambleside Park, November 2025 counts recorded average dwell times of approximately 90 minutes and high compliance with posted 2-hour time limits, with 90 percent of vehicles staying less than 2 hours. See also **Table 3** below.

Table 2 – Weekday Parking Utilization Rates - Adjacent Commercial Zone

		WEEKDAY	COMMERCIAL						KEY	% Utilized
			PRE			POST	POST	POST		
			Ap/Spt-18 10:00 AM	Jun-24 10:00 AM	Aug-25 10:00 AM	Oct-25 10:00 AM	Nov-25 1:00PM	Mar-26 1:00PM	86-100%	86-100%
BELLEVUE	13th to 14th St	North	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%
	14th to 15th St	North	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%
	14th to 15th St	South	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%
	15th to 16th St	North	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%
	15th to 16th St	South	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%
MARINE DRIVE	13th to 14th St	North	<55%	<55%	71-85%	71-85%	71-85%	71-85%	71-85%	71-85%
	13th to 14th St	South	<55%	71-85%	71-85%	71-85%	71-85%	71-85%	71-85%	71-85%
	14th to 15th St	North	55-70%	55-70%	55-70%	55-70%	55-70%	55-70%	55-70%	55-70%
	14th to 15th St	South	55-70%	55-70%	55-70%	55-70%	55-70%	55-70%	55-70%	55-70%
	15th to 16th St	North	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%
	15th to 16th St	South	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%
CLYDE AVE	14th to 15th St	North	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%
	14th to 15th St	South	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%	86-100%

Table 3 – Parking Dwell Time - in Commercial District

	2019 Parking Study (counts April, Sept 2018)	November 2025 parking count	March 2026 parking count
Average dwell time	54% stay less than 30 min 81% stay less than 1hr	65% stay 60 min 90% stay 2hrs or less	67% stay 60 min 91% stay 2hrs or less
Compliance with posted time limits	95% of vehicles	90% of vehicles	91% of vehicles

Table 3 is a snapshot comparison of on-street parking data sets collected pre and post to pay parking implementation. Within the 75 available stalls, a total of 286 unique vehicles were observed over a six-hour period in November 2025. The results of the March parking count indicate similar trends, a total of 295 unique vehicles were observed over a six-hour period.

This indicates that while utilization remains high, turnover is also strong. Overall, these findings suggest that in most adjacent on-street areas the parking demand is similar before and after the introduction of pay parking. Data does not indicate a direct connection between the program and increase in parking demand in adjacent areas.

Additional stakeholder feedback and roundtable event

A number of other groups who activate programming in Ambleside Park have provided feedback through correspondence and in person at Council meetings. One piece of recurring feedback was the concern that park stakeholder groups have not been engaged to provide input that informs

decision-making about pay parking in Ambleside Park. In February, Council directed staff to convene a stakeholder roundtable.

The District hosted a stakeholder roundtable on March 31, 2026, to review and confirm stakeholder input received to-date and collect additional input on the Pay Parking Program at Ambleside Park. The purpose of the roundtable was to provide a forum for key user groups and organizations to share perspectives, identify impacts, and inform program progress and considerations.

Representatives from sports groups, event organizers, and other stakeholders who regularly use or operate within the park were invited to attend. The following stakeholder groups sent a representative to the in-person roundtable:

- WV Field Hockey Club
- Hollyburn Sailing Club
- ADBIA
- Farmers Market
- Ambleside parkrun
- New Directions Youth & Family Services Society – Flag Football
- Ocean Ambassadors Canada
- Ambleside Tiddlycove Lions Club
- WV Football Club

A detailed summary report of stakeholder feedback is provided in **Appendix B**. Key concerns raised included potential impacts on membership levels, perceived fairness, financial considerations, parking spillovers, and other operational considerations.

Overall, feedback reflected a range of perspectives, including concerns related to affordability, access, and impacts on programming, as well as recognition of the need to manage parking demand and improve availability.

Program Results and Indicators

Results to date indicate that the program is functioning as intended, supporting parking turnover and improving availability at Ambleside Park during peak periods. Transaction data and observations show strong compliance with posted regulations and regular parking turnover. Program revenues are on track to meet or exceed annual projections, with revenue (less program expenses) to be directed to help offset parking maintenance and operating costs.

In general, park use is expected to be much higher during nice weather and in summer months. As the program continues through the summer season, staff will continue to collect additional data to further assess

usage patterns and inform any necessary refinements. Data collection includes monitoring demand patterns, neighbourhood impacts, evaluating impact of rate adjustments, and identifying opportunities for improving turnover and accessibility. Staff can report back to council after full year of implementation to provide further updates and recommendations for Council's additional direction.

Future Considerations

Stakeholder feedback received through the roundtable process could continue to inform future refinements to the parking program, including rate structure, hours of enforcement, and improved park user experience.

Ongoing monitoring and engagement can help ensure the concerns, particularly those raised by local organizations, park users, and adjacent businesses, are meaningfully considered in decision-making.

As part of future rate-setting considerations, the District could also explore opportunities to collaborate with other North Shore municipalities, such as City of North Vancouver and District of North Vancouver, to improve consistency in parking policies and pricing. Greater alignment across jurisdictions could support a more seamless and predictable experience for users traveling throughout the North Shore.

Providing free public parking carries a cost for municipalities. Free parking is subsidized through general taxation and other revenues, regardless of usage. Demand for parking has grown across Metro Vancouver since the COVID-19 pandemic, as private vehicle use remains a preferred mode of travel for safety and convenience. Many municipalities across the Lower Mainland are transitioning away from fully subsidized free parking, particularly in communities that draw visitors. Municipalities are increasingly introducing year-round pay parking to manage high-demand destination sites and to generate revenue for operating and maintenance costs, while maintaining accessibility, fairness, and operational sustainability. Pay parking provides a mechanism to connect the cost of the service to users while offering indirect benefits for all residents and helps regulate parking use while allocating costs more directly to those who utilize the service.

7.2 Climate Change & Sustainability

Pay parking is an effective transportation demand management tool that can help reduce reliance on private vehicle use. Reduced auto use can contribute to lower greenhouse gas emissions. The implementation of pay parking can also improve parking availability, reducing the amount of time vehicles spend circulating in search of a space. This reduction in "cruising" can further decrease emissions and improve local air quality.

However, parking spillover into adjacent areas may increase the time vehicles spend circulating on nearby streets. As such, the environmental benefits of pay parking are best realized when implemented as part of a broader, coordinated parking and transportation demand management strategy.

7.3 **Public Engagement and Outreach**

To support the launch of pay parking in Ambleside Park, the District implemented a communications plan that used a similar approach as previous phases of the program. Information about the program was communicated through the District's website and social media channels. In addition, on-site signage was installed by Impark to inform users of the upcoming parking changes within the park.

Program adjustments made throughout fall 2025, such as the reduced seasonal parking rate, launch of the Community Partner Parking Pass, and in-person customer service opportunities with Impark were also promoted through District communications channels.

Staff met with ADBIA representatives on multiple occasions, including prior to implementation on August 27, 2025, and following implementation on November 4 and 20, 2025, January 13, and February 18, 2026, to discuss feedback following the implementation of pay parking, including business impacts and potential program refinements.

A stakeholder roundtable was held on March 31, 2026, as per Council's direction in closed council meeting on February 19, 2026. Through the roundtable session, staff received the feedback and concerns from stakeholder groups. A summary report of that feedback is included with this report for Council information and consideration, **Appendix B**.

7.4 **Other Communication, Consultation, and Research**

A regional scan of parking rates across Metro Vancouver was conducted to understand how other municipalities structure their rates.

Ongoing collaboration with neighbouring municipalities, including the City of North Vancouver and the District of North Vancouver, helped identify program challenges within similar communities and opportunities to align pay parking programs in ways that improve the user experience for North Shore residents.

Staff also met with Vancouver Park Board staff to learn from their approach to pay parking, noting their recent implementation at three community centres as well as their long history of managing parking through pay parking systems. This work informed a broader review of best practices in pay parking and parking management.

8.0 Options

8.1 Recommended Option

THAT

1. the report dated April 13, 2026 regarding Pay Parking Ambleside Park 6 month Implementation Update be received for information.
2. proposed “Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5450, 2026” be read a first, second, and third time
3. staff continue to monitor and collect data through the summer season and report back to Council with a progress update and additional parking rate structure options for Ambleside Park in fall 2026.

Following its launch in the fall, the program has had several adjustments over the past six months. In February, Council extended the winter seasonal rate at \$2.50 per hour (tax inclusive) through the summer.

Enclosed with this report is proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5450, 2026, Appendix A, for Council’s consideration and approval. The amendment responds to Council’s February 19, 2026, Closed direction to extend the \$2.50 (including tax) per hour seasonal rate beyond May 31, 2026. Keeping the rate consistent will allow the public to become familiar with the program while staff to collect additional data during the summer months, when usage at Ambleside Park is at its peak.

In general, park use is much higher during nice weather and in summer months. As the program continues through the summer season, staff will collect additional data to further assess usage patterns and inform any necessary refinements. Staff will report back to Council with additional information following the first year of implementation and present future rate structure options and recommendations for Council’s consideration.

8.2 Additional Options

THAT staff continue discussions with stakeholder groups to receive feedback on options for future refinement to the Pay Parking Program at Ambleside Park.

In addition to the above recommendations, Council could consider this recommendation.

Previously Council has directed staff to take an “inform” only approach to public outreach and engagement during the implementation of the District’s Pay Parking Program. In February 2025, Council directed staff to initiate some targeted engagement with Squamish Nation and the ADBIA as it relates to expansion of the pay parking program into Ambleside Park and business adjacent park areas in Ambleside and Dundarave.

Since the program launch, the District has received feedback and concerns from stakeholders and park user groups through correspondence and at council meetings. A recurring piece of feedback from affected groups has been that the District should have engaged with and collected input from stakeholder groups earlier in the process.

At Council’s direction, the District hosted a stakeholder roundtable in March. Input received through the roundtable suggests there are some areas for improvement. For example, at the roundtable some non-profit stakeholder groups indicated that the Community Partner Parking Pass (\$20 monthly for eligible non-profits) does not fully address the impact on their staff and volunteers.

Stakeholder groups have also expressed that they continue to have concerns about the impact of the introduction of pay parking at Ambleside Park on their organizations, and their ability to deliver programming in the park. Additional stakeholder input could be useful to better understand stakeholder concerns and collect feedback on options for future adjustments.

8.3 Alternate options

Council could request additional information or provide alternate direction to be specified.

9.0 Conclusion


Enclosed with this report is proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5450, 2026, Appendix A, for Council’s consideration and approval. The amendment responds to Council’s February 19, 2026, Closed direction to extend the \$2.50 (including tax) per hour seasonal rate beyond May 31, 2026.

Staff are able to monitor utilization, revenue, and compliance by the program, with the valuable information to guide future adjustments. Ongoing review of rates and exemptions will ensure that the program continues to support the operational sustainability of Ambleside Park while balancing accessibility for residents and visitors.

Stakeholder groups have expressed that they continue to have concerns about the impact of the introduction of pay parking at Ambleside Park on their organizations, and their ability to deliver programming in the park. Additional stakeholder input could be useful to better understand stakeholder concerns and collect feedback on options for future adjustments.

Staff will report back to Council with additional information following the first year of implementation and present future rate structure options and recommendations for Council's consideration.

Author:



Steven Liu, Staff Lead, Pay Parking Programs

Appendices:

- Appendix A: Proposed "Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5450, 2026"
- Appendix B: Ambleside Park Pay Parking Stakeholder Roundtable Summary Report



District of West Vancouver

**Fees and Charges Bylaw No. 5383, 2025,
Amendment Bylaw No. 5450, 2026**

Effective Date:

District of West Vancouver

Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5450, 2026

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District of West Vancouver

Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5450, 2026

A bylaw to amend the Fees and Charges Bylaw.

WHEREAS the Council of The Corporation of the District of West Vancouver deems it expedient to establish an hourly pay parking fee for Ambleside Park of \$1.85 per hour beyond May 31, 2026;

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. 5450, 2026.

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 as follows:

In Schedule G – Engineering & Transportation, Traffic and Parking subsection, under Destination Parks Pay Parking Program Implementation an hourly parking rate is established for Ambleside Park.

The bylaw is amended by deleting the following:

“from January 1 2026 to May 31 2026”

READ A FIRST TIME on [Date]

READ A SECOND TIME on [Date]

READ A THIRD TIME on [Date]

ADOPTED by the Council on [Date].

Mayor

Corporate Officer

Kirk&Co.

610 – 999 West Hastings Street
Vancouver, B.C. V6C 2W2

604.688.7220
kirkandco.ca

District of West Vancouver Ambleside Park Pay Parking Stakeholder Roundtable

Summary Report

April 7, 2026

Prepared for the District of West Vancouver by
Kirk & Co. Consulting Ltd.

1. Ambleside Park Pay Parking Stakeholder Roundtable

On March 31, 2026, the District of West Vancouver hosted a stakeholder roundtable meeting with Ambleside Park user groups regarding the pay parking program at Ambleside Park.

The purpose of the meeting was to:

- Confirm District of West Vancouver staff's understanding of feedback received about the pay parking program to-date
- Share a summary of changes made to the program in response to feedback received
- Seek feedback about the effectiveness of changes made to the program
- Provide an opportunity for discussion and additional feedback about the program

Kirk & Co. was engaged by the District of West Vancouver to serve as a third-party facilitator for the meeting and to summarize input received from stakeholders at the meeting and through written submissions.

Invitations to Ambleside Park User Groups

On March 13, 2026, the District of West Vancouver sent an email invitation for the stakeholder roundtable meeting to representatives of approximately 15 organizations. The organizations that were invited were identified by District staff and included a variety of groups that organize sports, host events, or otherwise regularly engage within and adjacent to Ambleside Park.

Based on recommendations from invitees, some additional groups were also welcomed to join the stakeholder roundtable meeting.

A copy of the invitation email can be found in Appendix 1.

Stakeholder Roundtable

Meeting Date: March 31, 2026, 6:00 p.m. to 8:00 p.m.

Meeting Location: Raven Room, District of West Vancouver Municipal Hall, 750 17th Street, West Vancouver

At the meeting, District staff provided a brief overview presentation to provide context and a common understanding of the pay parking program, feedback received to-date, and changes made in response. Approximately 90 minutes of the meeting was reserved for facilitated discussion, questions and feedback from user group representatives.

The following organizations were represented at the stakeholder roundtable meeting:

- Ambleside Artisan Farmers Markets
- Ambleside Dundarave Business Improvement Association
- Ambleside Parkrun
- Ambleside Tiddlycove Lions Club
- Hollyburn Sailing Club
- North Vancouver Spring Flag Football League
- Ocean Ambassadors Canada
- West Vancouver Field Hockey Club
- West Vancouver Football Club

In addition to questions and comments provided at the stakeholder roundtable meeting, the District of West Vancouver received a written submission from the West Vancouver Football Club and a follow-up email from Ocean Ambassadors. The themes from these submissions are captured within the stakeholder roundtable key themes and meeting summary.

Key themes from the stakeholder roundtable meeting can be found starting on page 4.

A summary of the meeting can be found in Appendix 2 and a copy of the presentation can be found in Appendix 3.

2. Key Themes from Stakeholder Roundtable Meeting

The following are key themes from the Ambleside Park Pay Parking Stakeholder Roundtable meeting:

Impacts on user groups' members, staff and volunteers

- Attendees voiced concerns that paid parking is having a negative impact on their ability to attract and retain volunteers and members and to deliver on the benefits that they provide to the Ambleside community.
- Attendees expressed frustrations that they and their members already pay user fees that contribute toward operations and maintenance of Ambleside facilities.
- Attendees noted that, while it was not fair to ask volunteers to pay parking fees to volunteer their time, neither could non-profit user groups afford to pay for monthly passes for volunteers and staff.

Community and business impacts

- Attendees raised concerns about park users seeking free parking outside of Ambleside Park and reducing parking available for people shopping in the commercial area or impacting adjacent residential street parking.
- Attendees were supportive of increased enforcement of time limited free parking areas but also expressed concern that getting ticketed would negatively influence people's willingness to return to the area and businesses.
- Attendees expressed concern about the reputation of West Vancouver and Ambleside as an unwelcoming and expensive location for sports and recreation, which they felt was counter to the openness that their organizations have been working to build.

Concerns with lack of community engagement

- Attendees expressed frustrations that the stakeholder roundtable was the first engagement with members of the community about the paid parking program, with several noting that engagement should have occurred well in advance of the introduction of the program.
- Attendees commented that they would have expected members of Council in attendance at the meeting to hear from user groups directly and expressed their disappointment.

Response to changes made since implementation of the program

- Attendees expressed frustration with the Community Partner Parking Pass, noting it was still cost-prohibitive for volunteers and staff, particularly over sporting activities that take place nearly year-round.
- Attendees commented that the Community Partner Parking Pass did not work for special, one-time, volunteer-driven events, or for volunteers who did not volunteer enough times in one month to make a \$20 monthly pass worthwhile.
- One attendee noted that the District's special events team worked to accommodate their activities so that they were no longer impacted by the paid parking program.

Parking revenue and suggestions for allocation of funds

- Attendees sought information about how much revenue the District anticipates to collect through paid parking and where it is being allocated.

- Attendees expressed concern that exemptions currently included in the program lead to unfairness between user group members and volunteers from outside of West Vancouver and would result in the District not collecting enough revenue to achieve program objectives.
- Attendees questioned whether the revenue projected by the District to be collected through paid parking was worth the impact to user groups and potential revenue losses to businesses near Ambleside.

Suggestions for consideration

- Attendees provided suggestions for consideration around the Community Partner Parking Pass, including the idea of discretionary passes that could be administered by the non-profits for ad-hoc volunteers or larger events, or a lower cost seasonal parking pass tied to member registration in a user group program.
- Attendees suggested introducing a “time to play” period to allow people to park for free to play their sport/carry out their activity, after which time pay parking would be required.
- Attendees requested that the District undertake further parking studies to understand behaviours and destinations of drivers parking in and near the park, with one attendee offering to partner with the District on studies.
- Attendees provided suggestions that a portion of parking revenues be allocated to specific uses such as replenishing the capital reserve fund for field replacement and to providing mitigation measures for sea level rise.
- One attendee suggested that the District of West Vancouver pause the Ambleside Pay Parking Program, reset the process, engage with stakeholders, and start again. Some other attendees indicated their agreement.

3. Next Steps

Input provided by stakeholders and summarized in this report will be considered by District of West Vancouver Staff as part of a six-month review of the pay parking program and as staff reports to Council with recommendations around any potential future updates.

Appendix 1: Stakeholder Roundtable Invitation Email

Ambleside Park User Groups:

You are invited to attend an upcoming stakeholder roundtable meeting regarding pay parking at Ambleside Park.

The purpose of the meeting is to engage with representatives of stakeholder groups who use Ambleside Park in order to:

- Confirm our understanding of feedback received about the pay parking program to-date
- Share a summary of changes made to the program in response to feedback received
- Seek feedback about the effectiveness of changes made to the program
- Provide an opportunity for discussion and additional feedback about the program

Save the Date

We plan to hold the meeting as follows:

Date: Tuesday, March 31, 2026

Time: 6-8 p.m.

Location: Raven Room, West Vancouver Municipal Hall, 750 17th Street, West Vancouver

To ensure there is enough space and time for everyone to be heard, we are asking for one representative from each stakeholder group. Please kindly reply to this email with the name and email address of the person who will represent your group at the meeting.

If someone from your organization is not available to attend the meeting, we would welcome you sending an email to engineeringdept@westvancouver.ca with any input you may want to provide.

How Your Input Will Be Used

Your input will be considered as part of a six-month review of the pay parking program and as staff reports to Council with recommendations around any potential future updates. A summary of input received will be included in a staff report to Council in the coming weeks.

For more information on the program, including frequently asked questions, please visit westvancouver.ca/payparking.

We look forward to meeting with you.

Thank you,

Steven Liu

Staff Lead, Pay Parking Programs

Engineering & Transportation Services | District of West Vancouver

t: 604-921-2179 | westvancouver.ca



Appendix 2: Stakeholder Roundtable Meeting Summary

Meeting Date: March 31, 2026, 6:00 p.m. to 8:00 p.m.

Meeting Location: Raven Room, District of West Vancouver Municipal Hall, 750 17th Street, West Vancouver

Attendees:

Ambleside Park User Groups

- Jennifer Winning, Ambleside Artisan Farmers Markets
- Maureen O'Brien, Ambleside Dunderave Business Improvement Association
- Jatinder Sidhu, Ambleside Parkrun
- George Sim, Ambleside Tiddlycove Lions Club
- Beverly Ann Lehman, Hollyburn Sailing Club
- Wayne Theobald, North Vancouver Spring Flag Football League
- Mike Bretner, Ocean Ambassadors Canada
- Pat MacLeod, West Vancouver Field Hockey Club
- Ruth Burr, West Vancouver Football Club¹

District of West Vancouver Staff

- Emily Willobee, Senior Manager, Engineering Services
- Steven Liu, Staff Lead, Pay Parking Programs
- Natalie Roizman, Acting Senior Manager, Communications, Indigenous, and Community Relationships

Kirk & Co.

- Chris Chok, Independent Facilitator
- Meghan Kelly, Meeting Recorder

Meeting Summary:

1. Introductions

- C. Chok started the meeting at 6:00 p.m., provided a land acknowledgement, and outlined the purpose and agenda for the meeting. He shared how stakeholder input would be considered by District of West Vancouver Staff in preparing a report to Council. He noted that the majority of the two-hour meeting time is intended for discussion, questions and feedback from attendees.
- P. MacLeod asked if there will be a report coming from the meeting and if it would be made available to attendees.
 - C. Chok confirmed that Kirk & Co. would produce a summary report from the roundtable meeting.
 - P. MacLeod asked if the report would be shared with Council.
 - E. Willobee confirmed that the summary report would be an appendix in the six-month update that Staff is preparing to share with Council.

¹ Attended for a few minutes at the beginning of the meeting and provided a written submission which was presented by Pat MacLeod of West Vancouver Field Hockey Club

- M. O'Brien asked if the six-month report would be going to the April 13 or 27 Council meeting.
 - E. Willobee noted that the Council meeting date will be in April, and that Staff would circulate notice of the meeting to attendees along with the report that will be shared with Council.
- C. Chok led roundtable introductions.

2. Presentation

Emily Willobee provided a brief presentation as context for the discussion. The following provides a summary of discussion and questions asked during the presentation.

A copy of the presentation can be found in Appendix 3.

- J. Winning asked who distributed the Community Partner Parking pass information as the Farmer's Market did not receive this info.
 - E. Willobee noted that parking for Farmer's Market staff and vendors had been accommodated within the market footprint, but that Staff would connect with J. Winning about the Community Partner Parking pass program should there be a need for additional parking for vendors.
 - C. Chok noted this as an action item.
- W. Theobald asked if there was a situation where parking could be free for a brief period (e.g., 15-30 minutes).
 - E. Willobee noted that is not currently part of the program, and that she would share more about the current pay parking structure over the course of the presentation.
 - C. Chok noted that these kinds of suggestions are the type of feedback that District Staff is looking for.
- M. Bretner asked if the presentation slides would be available after the meeting.
 - E. Willobee confirmed that the presentation would be circulated to meeting attendees.
- M. O'Brien asked if the District will ever do a study to find out where people are going after parking their cars.
 - E. Willobee noted that this is not part of the current program, but that studies provide information on how parking is balancing in different areas within and outside of the park.
- M. Bretner asked if there was a way to track how many people left the park to park outside the park when paid parking came into effect.

- E. Willobee shared that the parking studies are tracking trends but it is challenging to track what an individual person is doing after they park—whether they are in the park, in the business district, etc.
- P. MacLeod noted that it should be easy for the District to tell if the parking lot is full and if the fields are busy to match, and that the parking lots have not been full while there is activity taking place on the fields.
 - M. O'Brien noted that those who used to park within the park are now parking in the commercial areas.
 - P. MacLeod suggested that the District could likely expand the data to allow for more granularity such as comparing parking counts to activities happening on the fields.
 - E. Willobee noted that she appreciated the feedback as a way to potentially improve the parking count information. She wanted to ensure that attendees were aware that these counts are taking place and that they will inform the six-month report to Council.

3. Discussion and Feedback

Following the presentation, Chris Chok opened the remainder of the meeting to stakeholder representatives to provide comments and ask questions.

- P. MacLeod noted that this roundtable is the first opportunity for consultation since the pay program was implemented, despite many requests from the community members to engage with the District since September when the program was introduced. She also expressed her disappointment that there was no member of Council present. She noted that the sport groups have collaborated on potential solutions to address issues with the program. She pointed out that, based off the goals of the program, the pricing of \$2.50/hour and the \$20/month partner parking pass will not achieve the goals that the District wants to achieve. She noted that the sports groups, and their members through fees, are funding the fields and park infrastructure. She commented that members of the sports groups contribute more to infrastructure through their fees than West Vancouver taxpayers. She shared that if the District wants to support the health of park amenities, it should support the sports groups that help to maintain over half of the facilities in the park, but this parking program is negatively impacting the sports groups because of the cost. She shared that she agrees with discouraging car use and is not against paid parking, but to truly discourage car use, the program should not have exemptions—it should apply to both North Vancouver and West Vancouver residents or it will not discourage car use. She noted that the soccer club and field hockey club have two main suggestions that she believes would help achieve the objectives of the program.
 - E. Willobee noted appreciation for the feedback.
- P. MacLeod asked if any of the revenue from pay parking was going towards the sinking fund (capital reserve).
 - E. Willobee noted that all of the pay parking fees go back into maintenance of destination parks within the program. She acknowledged that sport user groups

- contribute about 58% of total operating costs of the fields through field rental fees but does not cover the full cost. With the replacement of Fields D and E in 2025, there was a shortfall in the capital reserve which was funded through taxpayer dollars. In 2025, taxpayers contributed around \$320,000 to support sports fields in Ambleside Park. She noted that this is part of the rationale for introducing paid parking to support fields. She also noted that there are other elements of park operations including waste removal and lawn maintenance.
- P. MacLeod requested that a portion of parking revenue be put towards the sinking fund (capital reserve).
- B. Ann Lehman responded to one of the goals of the program outlined during the presentation of “support various amenities and services that benefit everyone who utilizes these spaces”. She noted that the sailing club provides services that are meant to be accessible to everyone and asked how the paid program will help benefit what they are offering when it reduces access to their members.
 - E. Willobee noted that the users operate programs within Ambleside Park and that there are costs associated with maintenance of the parks and the revenue generated from the parking program helps go towards these costs. She noted expectations of higher service levels from residents and visitors, which increases costs as the number of people using the park increases. She noted that the alternative to finding revenue to cover the services is to reduce service levels.
 - B. Ann Lehman shared that their group knows they benefit Ambleside with their programming, but that their group does not feel like their programs are benefitting from the parking program and that the paid parking program is a disservice to what they are offering.
 - P. MacLeod added that sport groups losing members due to increase costs could impact their ability to function, and that losing the sports groups would be detrimental to Ambleside Park. She also noted that revenue can only be generated if people park in the spots, otherwise it won’t generate revenue.
 - M. Bretner asked if any of the revenue from the parking is going towards mitigations for sea level rise, noting that without mitigation, there won’t be a park. He also asked why the District needs more revenue to maintain the park when they were managing that before, particularly when he feels that the maintenance has not changed. He asked what increase in services was being covered by paid parking.
 - With respect to sea level rise, E. Willobee shared that Council has directed that all revenue from the initiative go back towards the maintenance and operation of district parks at this time. She noted it is possible that some revenue could be allocated to other items like the environmental reserve if there is surplus revenue, with Council direction, and that she would bring the feedback back to Council.
 - With respect to park maintenance, E. Willobee shared that the District has been managing significantly higher volumes of solid waste since 2020.

- M. Bretner shared that Ocean Ambassadors tried to implement a “Pick Up Three” program, and the District said no.
 - E. Willobee noted that the District does host clean up events a couple times a year, and has partnered with Ocean Ambassadors for some events. She noted that specific to the “Pick Up Three” program, the District was supportive of Ocean Ambassadors implementing the program, but that the District could not take on implementation itself. She outlined ways that the District supports groups who want to undertake beach clean up programs through providing equipment, bags, and handling waste afterwards.

- W. Theobald asked about the annual revenue the District would hope to get.
 - E. Willobee and S. Liu shared that the annual revenue projection would be about \$280,000 over the year.

- J. Sidhu asked if this projection includes the costs of running the program.
 - E. Willobee shared that the \$280,000 is the projected gross revenue for the program. She reiterated that this projection includes many assumptions. Ambleside is the sixth park in the District to have pay parking implemented, and with the other parks, revenue collected was 1.5 times higher than projections.

- P. MacLeod asked how much revenue has been made from the parking since the \$2.50 rate was introduced.
 - E. Willobee noted this information would be in the report to Council. It would include an overview of revenues of the program to date.

- J. Sidhu shared the benefits of the free and low barrier access nature of Ambleside Parkrun to participants from around the lower mainland and those travelling through the Vancouver area. A few participants have been ticketed since pay parking has been implemented. Given the timing of their events, many participants will look for free parking away from the park. He expressed concerns over Ambleside being the first step in making other parks pay parking as well.
 - Based on other experience in West Vancouver, he also shared concerns that the current political leadership has forgotten basic principles of good governance, which includes engaging with the community and user groups and understanding the value that sporting groups and visitors bring to the community. He noted that a lot can be lost in a short period of time through a move fast and break things approach. He restated that public engagement is important and not doing it at all is very negative for the community.

- J. Winning shared that vendors pulled out of the Farmer’s Market following the implementation of the program. She expressed frustration that they are already being charged a significant amount to use the space and then would be charged hourly to park on top of that. She noted that while accommodations were made to allow vendors to park within the market footprint,

she was not sure that they would all be able to fit and that her vendors are going to get tickets. She noted that she does not feel heard by contacts in the District. She expressed concerns over the future of the market, noting that this year has been the lowest number of vendor applications to date for the market. UBC students did a survey for the market and one of the questions asked if people would return to the Ambleside market now that they have to pay for parking, and the answer was no. The market has also reduced their season in preparation for what they think will be a harder year for them.

- E. Willobee shared that the District's special events team is open to adjusting the event permit space and suggested that the market work with the special events team to identify the footprint that is required for the market.
- M. O'Brien agreed with J. Sidhu that engagement should have happened in April 2025 prior to implementation of the program and shared that the inform, not engage approach that Council took with this program was not effective at Ambleside. She noted that while there might not have been as much pushback at other parks, they are not similar to Ambleside. They are not close to West Van's busiest commercial area and Park Royal. She noted that she appreciated the parking studies, but that businesses are there every day watching behaviour of people parking in front of businesses. She noted that she does not blame anyone for looking for free parking, while noting a historic lack of enforcement. She appreciated the hiring of more enforcement officers, but also did not want to see people parking for longer than the limit and getting tickets and then not coming back to businesses. She shared that many of the businesses have gone through recessions, COVID-19, but are experiencing the greatest impacts from the parking program. She asked why the District would implement anything that would make things tougher for businesses during difficult economic situations. She noted that due to this being an election year, she understands why Council would want to keep taxes low, so implementing fees for people visiting West Vancouver is low hanging fruit. She noted that commercial property owners should have exemptions for parking as well due to the property taxes they pay to the District.
- M. Bretner asked if J. Winning had spoken with the Lions Club about how they've arranged their events.
 - G. Sim (Lions Club) shared that their group has no issue with how they have been handled with the special events team. The Christmas tree chip up and shred are drive through events, and many of the volunteers are West Vancouver residents and not impacted. He noted that Christmas tree sales were accommodated well by the District, with a few short-term customer stalls provided so that people could park and pick out a tree.
 - M. O'Brien note that Lions Club Christmas tree farm is also fortunately at a time of year when demand for parking is the lowest.
- M. Bretner asked about the contract between the District and Impark, specifically whether it can be cancelled.

- E. Willobee acknowledged the feedback around a desire to remove pay parking from Ambleside Park. She noted that she was not in a position to specifically speak about the terms of the contract.
- M. Bretner asked how much it costs the District for the passes they distribute through Impark.
 - E. Willobee shared that they have contract rates in their agreement with the service provider, however the specific unit rates are commercially confidential.
- J. Sidhu asked for confirmation that the revenue made from the parking is being used to administer the free parking for West Vancouver residents, meaning that others are subsidizing those who have exemptions to the paid parking.
 - E. Willobee confirmed that some of the revenue from the program would go towards some of the operating costs. She noted that the District has a preferred contract with the service provider and that she needed to respect the confidentiality of the contract.
- M. Bretner asked if it was the cost that prevents the District of providing free parking for all members or users while there for their activity. He noted that the sailing club would entertain paying for parking passes for members.
 - P. MacLeod agreed with this idea, proposing the idea of a partner pass for a season.
 - M. Bretner suggested finding a way to provide passes for people who come to volunteer but who are not there every day. He noted he would not want West Vancouver to become known for having to pay to volunteer.
 - E. Willobee asked for additional feedback about the Partner Pass program. She asked whether non-profits having discretionary passes that they could administer for their volunteers would be useful.
 - P. MacLeod expressed frustrations for their volunteers, who have to pay for parking so that they can volunteer.
 - M. Bretner shared that the program is making it even harder to find volunteers, threatening these organizations that are run through volunteer work. He emphasized the need to account for periodic users.
 - E. Willobee thanked the group for the feedback and noted that there may be opportunities to adjust Partner Passes.
 - M. O'Brien stated that volunteers should not have to pay anything.
- P. MacLeod spoke on behalf of field hockey and soccer and shared concerns about the Partner Pass program. She noted that soccer and field hockey has hundreds of members from North Vancouver and hundreds from West Vancouver, which leads to a discrepancy between needing to pay for parking across the membership. She noted that they have hundreds of coaches, dozens of referees, hundreds of managers. She noted that their season runs 10 months of the year, so volunteers would be paying \$200/year to park. She noted that the clubs could not cover those costs for the number of volunteers they have, with the spring season being \$13,000 alone. She suggested that club members should be eligible for a season parking pass through

their memberships with the teams. She stated that people would not have an issue paying a reasonable amount, but \$240 is too much to pay to volunteer. She reiterated that the high cost of parking over a season is inhibiting their ability to motivate people to volunteer.

- P. MacLeod suggested a “time to play your sport” option that would allow people to park for a length of time at no charge to carry out their activity, and then pay following that time is up. She noted that the City of Vancouver has introduced a program like this at certain community centres and that the City of North Vancouver’s commercial areas offer first 30 minutes free. She noted that if the District wants people to park in paid parking spots to generate revenue, the rate has to be reasonable, or people won’t park there and will find places to park for free.
- P. MacLeod also expressed frustration at how the Community Partner Parking Pass program was rolled out and asked about the partner passes that were offered to the clubs.
 - E. Willobee shared that the number of passes given to the clubs were based off membership numbers they were given and estimated based on percentages of resident vs non-resident volunteers. She noted that if there are more volunteers that need to be accommodated, the District would be open to discussing that.
 - P. MacLeod noted that her main concern is that \$20/month is too high. It should be \$20 for the season. She said that in some of their programs for younger children, the cost of parking is higher than the cost of the registration fee.
- J. Sidhu asked for a history of the implementation of the program and asked how the initial and reduced rates at Ambleside had been determined.
 - E. Willobee explained that the price set in the bylaw is \$3.75, then a TransLink parking tax and GST added on to the price, which adds to \$5.08 per hour. And then on top of that is an app fee that is for the convenience of use.
- J. Sidhu asked how the District came to the \$3.75 number.
 - E. Willobee noted that the staff completed a regional scan of similar parks in the area, considered the amenities available at Ambleside, and various parking rates across Metro Vancouver to determine the rate.
- J. Sidhu asked when the decision was made to reduce the rate for the winter season and what prompted the change of the parking prices in the fall—whether it was community outrage or lack of usage.
 - E. Willobee noted that the program was going into the winter and Council, recognizing feedback from stakeholders, adjusted Ambleside rates to be comparable to winter rates at other parks in the region.
- J. Sidhu noted that there was growing concern during that time which led to the introduction of the Partner Pass. He said it is quite evident that the Partner Pass model is not working for most, especially based on the feedback they are hearing.
 - E. Willobee shared that the Partner Pass was brought in from looking at neighbouring municipalities for similar models. The City of Vancouver has a similar pass for non-profit community partners. District staff presented that to Council for consideration,

which led to the introduction. The City of Vancouver pass is monthly and is at a higher rate than \$20/month, so the District went with a lower rate. The District did look at seasonal passes in other jurisdictions such as the \$255 four-month seasonal pass at Jericho Beach in Vancouver. They looked for lessons learned from other jurisdictions.

- P. MacLeod asked why nobody asked sport groups about this.
 - J. Sidhu noted that there used to be an advisory committee, called the Community Engagement Committee, which did good work and which he sat on until it was disbanded in December 2023. It acted as a sounding board for Council when considering ideas like these. He asked if the District has any sort of sounding board for these programs.
 - E. Willobee noted that District Staff is here at the meeting to hear from user groups.
 - M. O'Brien noted in defence of District Staff that they had not been directed by Council to engage with groups until now. She noted her disappointment that there was no member of Council present at the meeting to hear from user groups. She also noted that Ambleside is not like any park elsewhere in the region that is the same as Ambleside—that is as close to a commercial area, a shopping centre, sports fields, a sailing club. She said Ambleside should not be compared to other locations.
 - C. Chok noted that Staff will be reporting back to Council.
 - M. O'Brien noted that it was Council's decision to proceed with a stakeholder roundtable, and so there should have been members of Council present to hear the passion of the user group representatives and their ideas.

- J. Winning noted that the accessibility of getting to the park is getting increasingly worse for volunteers and vendors. She noted that not many volunteers are from West Vancouver, and no vendors are from West Vancouver. She noted that having to tell a volunteer that they have to pay to park may be the end of them being willing to volunteer. She noted that the Farmer's Market could not pay for staff and volunteers to park at Ambleside. Many of their other locations are on transit and so those issues don't exist.

- E. Willobee asked for more information about how to accommodate infrequent volunteers. She noted that Vancouver's Partner Pass and the one implemented by the District is based more on regular volunteers. She noted that the topic of infrequent volunteers appear to be a gap and asked for feedback about how to accommodate this challenge.
 - M. Bretner noted that the sailing club hosts about six volunteer events every year, with each of them attracting very different levels and types of volunteers. He noted the variety of clubs that help activate Ambleside and the waterfront. He also noted obligations in the sailing club's lease agreement with the District. He asked how this pay parking programs helps the clubs and sports groups fulfill their requirements to the District. He shared that these groups have done a good job of activating and bringing people to Ambleside and now the District is gouging those users for parking revenue. He noted the reputational damage to West Vancouver of visitors and sports teams from

elsewhere in the region viewing West Vancouver as not open and inviting to the community.

- M. Bretner also noted issues with having to use an app to pay for parking, and concerns around security of QR codes.
 - E. Willobee noted that physical pay stations are being piloted in parks.

- M. Bretner noted the amount of administration in administering the program, including registering and tracking handicap parking passes. He stated that he would prefer a West Vancouver staff person be administering the program rather than Impark so that West Vancouver retains the fees. He expressed concern about Impark being headquartered in the USA.
 - E. Willobee noted that the District is working with Impark Canada.
 - C. Chok thanked M. Bretner and reminded him to submit his questions and feedback via email.

- J. Sidhu pointed out his surprise that West Vancouver school staff and coaches have an exemption for pay parking, stating that it could include potentially hundreds of staff.
 - E. Willobee clarified that the exemption is for staff and coaches while participating in school-based activities in Ambleside Park.
 - S. Liu noted that there are less than 20 people who have access to that exemption and that they are restricted to during school hours.
 - J. Sidhu noted that this was a significant exemption and asked why this couldn't be extended to sports teams visiting from elsewhere.
 - P. MacLeod emphasized that time to play your sport would cover this.

- J. Winning asked what the next steps are after the six-month report, particularly as we head into peak summer season.
 - E. Willobee noted that Staff will report back to Council for direction. She noted that she is hearing a few areas where Staff may suggest collecting more feedback, including around the Community Partner Parking Pass. The next steps would be based on Council direction.

- J. Sidhu asked when Staff is expecting to bring this report to Council.
 - E. Willobee said it would be in April.
 - M. O'Brien noted that it would likely be April 27 and encouraged all meeting attendees to attend.
 - J. Sidhu noted that the Mayor had stated during a Council meeting that there would be no more changes this year.
 - M. O'Brien clarified that this was specific to fees.
 - E. Willobee clarified that the Mayor stated that the fees would stay the same and inferred that the program would not be expanded to other parks in the near term. She

said that she didn't think it precluded making improvements to the program. She did note that there have been a number of changes made already, which come with the need to communicate and ensure that they are understood, and that the purpose going forward would be to provide clarity and reduce changes.

Roundtable

C. Chok provided an opportunity for each participant to provide final comments.

- B. Ann Lehman shared her sadness and frustration about hearing the impacts shared by others and how this will impact the community at Ambleside. She noted the contributions that the sailing club is making to Ambleside as asked by the District, and that this feels like a slap in the face. She said that groups are presenting and sharing feedback, but that paid parking is already here and that it will change Ambleside.
- M. Bretner noted that the sailing club has non-exclusive use at the top of the ramp within its lease and asked if that could be used for parking for club members where the Ocean Ambassador van is parked. And if not, how will the District compensate the club for loss of revenue.
- W. Theobald expressed confusion about the rationale for the paid parking program when the District wants to make it accessible. He noted that \$250,000 does not seem like much revenue for the amount of negative feedback the District has received. He noted that he felt a mistake was made.
- P. MacLeod shared frustration with the lack of consultation over this program and that there is no one else to blame but the District for things that are now going sideways. She cited Rutledge Field and how the community worked closely with Parks over seven years to put the field in and continuing to maintain it. She noted that the community has worked closely with Parks to make things work out over the last 20 years. She emphasized the need to speak with user groups before going to Council.
- M. O'Brien also shared frustration with the lack of consultation. The ADBIA recommends that the District stop the pay parking program to allow for a reset and start this all over again. She said that three-hour time to play is a great idea, noting that she submitted an idea for three-hour free parking in February but has not heard back. She stated that the ADBIA is committed to doing a parking study on its own, but is willing to work with the District around studies around area streets and traffic changes to drive parking into the park and avoid clogging up commercial areas. She closed with emphasizing that this was not done properly and that the best thing for everyone is a reset.

Closing Remarks

- E. Willobee thanked attendees for attending and sharing their feedback. She noted understanding that this has been a challenging period of change. She committed to follow ups including the summary report, presentation slides, and meeting notes to be circulated when ready. She encouraged attendees to send any follow up questions or comments to engineeringdept@westvancouver.ca.

The meeting ended at 8:08pm.

Appendix 3: Stakeholder Roundtable Presentation

Ambleside Park Pay Parking Stakeholder Roundtable

Emily Willobee, Senior Manager, Engineering Services

Steven Liu, Staff Lead, Pay Parking Programs

March 31, 2026

Purpose of roundtable

- Confirm our understanding of feedback received to-date
- Share a summary of changes the District has made to the program in response to feedback received
- Seek feedback about the effectiveness of those changes
- Provide an opportunity for discussion and additional feedback

How your input will be used

- Your input will be considered as part of a six-month review of the pay parking program
- A summary will be included in a staff report to Council in the coming weeks
- Your input, along with other research and data, will also help to inform staff recommendations to Council

Agenda

- 1. Introductions**
- 2. Destination pay parking program overview**
- 3. What we've heard to-date and how we've responded**
- 4. Discussion and feedback**
- 5. Next steps**

1 Introductions

2 Destination pay parking program overview

Destination parks pay parking program objectives

The goals of the pay parking program in District parks:

- help manage parking availability,
- collect funds to help maintain park infrastructure, and
- support various amenities and services that benefit everyone who utilizes these spaces.

Ambleside Park pay parking program scope



Measuring program performance

- Pay parking revenues
- Ambleside Park parking behaviour
- Neighbourhood impacts
 - On-street parking counts to measure, monitor and respond to spillover parking behaviour
- Stakeholder feedback, including this roundtable
- Regional scans, research, and best practices

3 What we've heard to-date and how we've responded

What we've heard to-date

Spillover parking concerns	Demand for greater on-street parking enforcement	Park access and affordability concerns	Importance of sport to community	Financial impact to non-profits and sports groups (volunteers, coaches, staff).
Sports groups already pay field user fees	Comparisons of Ambleside Park to other parks or sports fields in region	Signage improvement requests	Importance of business district to community	Financial impact to nearby businesses
Requests for new or expanded loading zones	Concerns about unequal impacts of pay parking on residents and non-residents (fairness)	There has been no consultation / District should engage stakeholders	Suggestions to better align with neighbouring municipalities	Requests for exemptions and suggestions for a less impactful parking fee structure (including pausing program entirely).

Adjustments for Ambleside Park

Feedback	District Response
Insufficient on-street parking enforcement near Ambleside Park	<ul style="list-style-type: none"> • Increased enforcement in Ambleside Village commercial area throughout summer 2025 • Dedicated parking enforcement officer in 2026 budget
Impact to parent drop off area, SPCA reserved parking	<ul style="list-style-type: none"> • Introduced weekday loading zone for drop-off and pick-up • Signage improvements
Financial impact to volunteers supporting District programs	<ul style="list-style-type: none"> • Exemption provided for volunteers supporting District activities and programs
Financial burden for WVSD staff and coaches; potential impact on public school program delivery	<ul style="list-style-type: none"> • Staff and coaches accommodated while supporting school activities
Financial burden for non-profit staff, coaches, volunteers, market vendors	<ul style="list-style-type: none"> • Market vendor parking accommodated inside event permit area footprint • \$20/month Community Partner Parking Pass available effective Jan 5, 2026 for eligible non-profits activating programs in Ambleside Park
Financial burden for non-residents; hourly rate is too high.	<ul style="list-style-type: none"> • Reduced winter seasonal hourly rate for Ambleside Park effective Nov 1, 2025 • Winter seasonal rate to continue through summer 2026
Spillover parking concerns	<ul style="list-style-type: none"> • On-street parking data collection program to measure and monitor spillover parking • Considering additional requests for on-street parking changes in discussion with ADBIA

Current pay parking rates following adjustments

West Van resident

- \$0 annual pass
- Application required and ICBC registration # to provide proof that vehicle is registered to a West Vancouver address

Exemptions

- Accessible Parking Placards
- Veteran or Memorial Cross license plates
- District volunteers supporting District work, with Parks Dept approval

Non-resident

- \$2.50 per hour (tax incl) Ambleside Park *winter seasonal rate introduced Nov 1, 2025 and extended*
- \$5.08 per hour (tax incl) all other parks

Other Accommodations and Passes

- Squamish Nation – \$0 annual pass offered
- WV school teachers, coaches and National Team Athletes
- Community Partner Pass – \$20/month during sport season (*for eligible non-profit staff, coaches and volunteers who activate programming in Ambleside Park*)
→ *information and Impark “checkout code” provided to eligible organizations in January*

Current parking situation at and around Ambleside

Measuring and monitoring spillover parking

- 6 parking counts of Ambleside area
- Oldest dates back to 2018, most recent March 2026
- What do parking counts measure?
 - Utilization – how many vehicles are parked
 - Duration / dwell time – how long vehicles are parked

On-Street Parking Policy

Approved by Council February 2026

Parking count findings

Commercial area

- Consistently high demand for parking since 2018
- Consistently high turnover
- High level of compliance with existing posted time limits
- Similar parking demand before and after pay parking introduced in Ambleside Park

Residential areas

- Some blocks where parking behaviour has changed
- Potential to introduce new time limited parking (with/without resident exemption) where no time limits are in place

4 Discussion and additional feedback

What we've heard to-date

Spillover parking concerns	Demand for greater on-street parking enforcement	Park access and affordability concerns	Importance of sport to community	Financial impact to non-profits and sports groups (volunteers, coaches, staff)
Sports groups already pay field user fees	Comparisons of Ambleside Park to other parks or sports fields in region	Signage improvement requests	Importance of business district to community	Financial impact to nearby businesses
Requests for new or expanded loading zones	Concerns about unequal impacts of pay parking on residents and non-residents (fairness)	There has been no consultation / District should engage stakeholders	Suggestions to better align with neighbouring municipalities	Requests for exemptions and suggestions for a less impactful parking fee structure (including pausing program entirely).

5 Next steps

Next steps

- Compile and summarize feedback from this discussion and any written submissions
- Create a summary report to submit to Council to inform future decision making

Please send any additional feedback to engineeringdept@westvancouver.ca.

Input received by Tuesday, April 7 can be included with the 6-month implementation report.

Contacts and for more information



More information:

westvancouver.ca/payparking

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