

Pay Parking Ambleside Park 6 month Implementation Update

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Presentation Outline

1. Overview
2. Parking Behaviour
3. Revenue
4. Recommendation

Program overview

- Area
- Date
- Hours
- Rate
- Condition



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)

Program changes

- Rate Change
- Parking Enforcement
- Signage
- Exemptions
- Community Partner Pass
- Spillover Parking

Current pay parking rates following adjustments

West Van resident

- \$0 annual pass

Exemptions

- Accessible Parking Placards
- Veteran or Memorial Cross license plates
- District volunteers supporting District work

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*

Parking count findings

Commercial Area (Bellevue Ave, from 13th-15th Street)

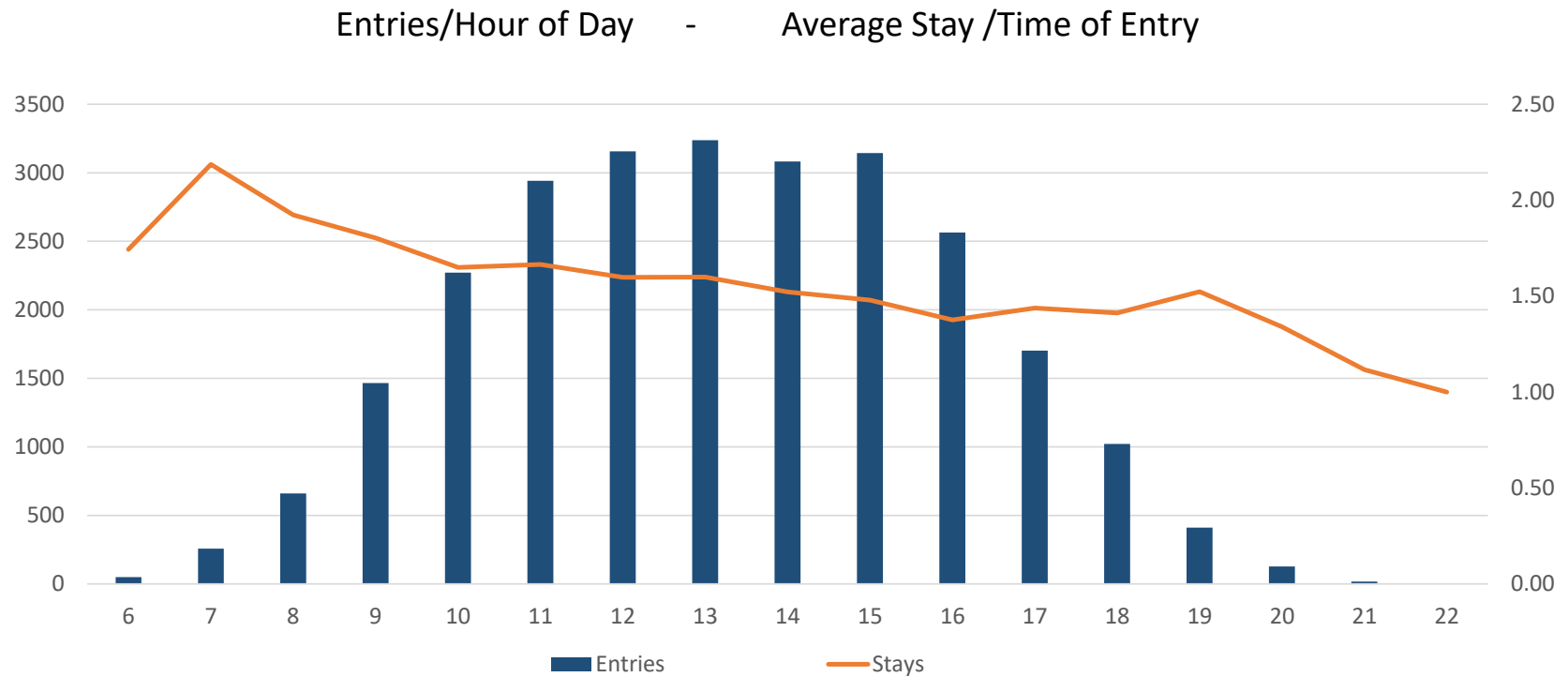
	2019 Parking Study (counts April, Sept 2018)	November 2025 parking count	March 2026 parking count
Parking utilization	86%-100%	86%-100%	86%-100%
Average dwell time	54% stay less than 30 min 81% stay less than 1hr	65% stay 60 min 90% stay 2hrs or less	67% stay 60 min 91% stay 2hrs or less
Compliance with posted time limits	95% of vehicles	90% of vehicles	91% of vehicles

Parking behaviour

Ambleside Park based on paid transaction records

	Nov 2025	January 2026	March 2026
Main lots (triangle, seaside)	80 min 97% stay <2hrs	84 min 95% stay <2hrs	87 min 96% stay <2hrs
Tennis court lot 3hr time limit	95 min 88% stay <2hrs	92 min 92% stay <2hrs	94 min 89% stay <2hrs
Other lots (Pound Rd, day care)	99 min 86% stay <2hrs	98 min 91% stay <2hrs	98 min 88% stay <2hrs

Parking behaviour



*Information based on paid transactions

Resident Parking Pass

Month	2024-2025 Permit Issued	2025-2026 Permit Issued	Variance	% Change
August	83	646	563	678%
September	61	3831	3770	6180%
October	42	1337	1295	3083%
November	24	600	576	2400%
December	26	309	283	1088%
January	42	380	338	805%
February	756	806	50	7%
Total	1034	7909	6875	665%

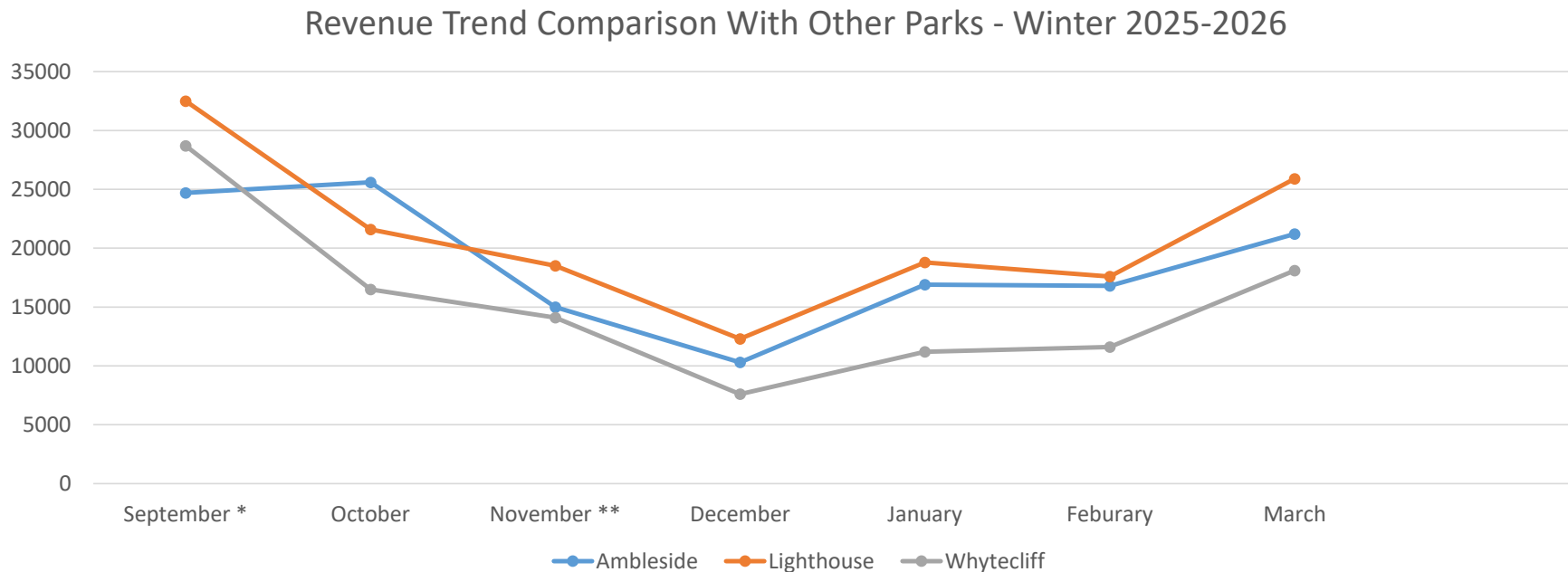
Revenue projection vs actual

- Original projection - \$595,000
- Revised projection - \$294,000

- Net revenue until March 2026
 - \$130,500

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

Revenue trends comparison



* Pay Parking at Ambleside Park Starts September 15, 2025

** Seasonal hourly rate reduced to \$2.50 from \$5.80 on November 1, 2025

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.

Thank You!
Questions?