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

COUNCIL REPORT

Date:	June 8, 2026
From:	Steven Liu, Staff Lead, Pay Parking Programs
Subject:	Proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5467, 2026 (90-minute Free Parking Ambleside Park)

RECOMMENDATION

THAT

1. the Council report titled “Proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5467, 2026 (90-minute Free Parking Ambleside Park)” dated June 8, 2026, from Staff Lead, Pay Parking Programs, be received for information;

2. proposed “Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5467, 2026” be read a first, second, and third time.

1.0 Purpose

This report has been prepared in response to Council’s May 11, 2026, Motion to provide free parking for the first 90 minutes in all areas of Ambleside Park.

The proposed bylaw amendment is required to update the existing pay parking rate structure for Ambleside Park and provide the necessary bylaw authority for staff to implement the change in coordination with the District’s pay parking operator.

Enclosed with this report is proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5467, 2026, **Appendix A**, for Council’s consideration and approval.

2.0 Executive Summary

At the May 11, 2026, regular Council meeting, Council passed a motion directing that the District’s pay parking program be amended as soon as practical, to allow for 90 minutes of free parking at Ambleside Park. As parking rates are established through the District’s Fees and Charges Bylaw, a bylaw amendment is required before the proposed change can be implemented.

This report brings forward the required bylaw amendment to enable the first 90 minutes of parking at Ambleside Park to be provided at no charge. Users will still be required to register their parking session to receive the

90-minute free period, and payment will be required for parking beyond the initial 90 minutes. Registration of license plate is necessary to support enforcement, confirm when a parking session begins, and maintain the ability to monitor parking activity.

Implementation of the 90-minute free parking session will require coordination with the District's parking operator, including system re-configuration, testing, public communications materials development, and updates to user-interface content, as required. Staff are proceeding with a mobile app-based approach at Council's direction, to reduce implementation time. The proposed change is expected to reduce parking revenue at Ambleside Park; however, the actual financial impact is difficult to estimate because user behaviour may change once a free initial parking period is introduced. Staff will continue to monitor transaction data, dwell time, utilization, revenue, public inquiries, and any observed changes in adjacent on-street parking activity following implementation.

Subject to Council's consideration of the proposed bylaw amendment, staff will continue working with the parking operator to complete the necessary implementation steps to support the launch of the 90-minute free parking session.

3.0 Legislation/Bylaw/Policy

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.

4.0 Council Strategic Objective(s)/Official Community Plan

Council's Strategic Plan 2024-2026

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+).

5.0 Financial Implications

This section provides an update on Ambleside Park pay parking revenue and outlines the anticipated financial implications of introducing a 90-minute free initial parking session. Program revenue has performed above initially developed projections since implementation; the proposed change is expected to reduce parking revenue and impact these projections.

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. 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.

These revenue projections are based on a number of assumptions outlined in previous reports and are intended to provide a conservative estimate of anticipated program revenue. Consistent with previous reporting, the projections do not account for management fees payable to the contracted service provider or other operational costs associated with program administration.

The introduction of a 90-minute free initial parking session represents a significant change to the pay parking fee structure at Ambleside Park. It is difficult to accurately estimate the actual revenue impact at this time.

Parking behaviour is expected to change in response to the new fee structure. Some users may adjust their parking duration to remain within the free period; others may continue to park for longer periods and pay only for time beyond the initial 90 minutes.

Based on parking trends observed in April 2026, staff estimate that the proposed change could reduce parking revenue by more than 50%; however, the actual impact will depend on post-implementation user behaviour, parking demand, dwell time, and overall utilization. Staff will continue to monitor these factors following implementation.

6.0 Background

6.1 Previous Decisions

Council at its May 25, 2026, Closed meeting approved the following:

THAT

1. staff pursue negotiations with Impark to implement one online platform for 90-minutes free pay parking in Ambleside Park; and

2. Council's decision be released to the public at a regular Council meeting.

Council at its May 11, 2026, regular meeting, brought forward and passed a motion including the following:

THAT

90 minutes of free parking be implemented in Ambleside Park as soon as practical.

Council at its April 27, 2026, regular meeting, received report "Pay Parking Ambleside Park 6 month Implementation Update", and approved the following recommendations:

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; 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.

This bylaw amendment was subsequently adopted.

Council at its February 23, 2026, regular meeting, approved On-Street Parking Policy 0222. Council also announced decisions from the February 19th 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.

Council at its October 22, 2025, special meeting, 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).

7.0 History

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

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.

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. These changes include the November 2025 rate reduction, the introduction of the Community Partner Parking Pass, the installation of additional pay stations within the park, and exemptions for eligible District volunteers. Staff also develop On-Street Parking Policy 0222, as well as continuing to work with a contractor to complete on-street parking counts. The counts were completed in August, October, and November 2025 as well as March and May 2026, with more being scheduled in the coming months.

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.

Feedback was summarized and presented to Council as part of the 6-month implementation report, this feedback was considered by Council and staff has been directed to integrate changes where feasible.

A number of respondents from the local business community as well as the Ambleside Dunderave Business Association have provided feedback through correspondence and in person at Council meetings.

8.0 Analysis

8.1 Discussion

At the May 11, 2026, regular Council meeting, Council passed a motion directing that 90 minutes of free parking be implemented at Ambleside Park as soon as practical. As parking rates are established through the District's Fees and Charges Bylaw, a bylaw amendment is required before the proposed change can be implemented.

The proposed amendment would enable the first 90 minutes of parking at Ambleside Park to be provided at no charge. Users will still be required to register their parking session to receive the 90-minute free period. Existing Parking beyond the initial 90 minutes would continue to be subject to the applicable hourly rate. Registration is necessary to support enforcement of the parking program. Without registration, there would be no practical way to verify when a vehicle has been parked or to enforce the pay parking requirements in the park. Registration will also allow the

District to continue collecting parking transaction data and monitor parking activity. However, this change will not affect residents who have registered for destination parks resident parking pass.

Implementation of the 90-minute free session requires coordination with the District's parking operator. The parking system must be configured to allow users to register for the free period and pay for parking time beyond 90 minutes. Staff are proceeding with a mobile app-based implementation approach at Council's direction, as this is expected to reduce implementation time and minimizes any upfront cost investment. This implementation approach does not require a contract amendment, pay station installation or configuration, equipment operating costs, or other related service requirements.

Although the mobile app-based approach is expected to support faster implementation, it may create some complexity for park users. The 90-minute free session is not automatic and registration is still required. Clear public messaging will be required to try and mitigate any resultant confusion that may arise.

The introduction of a free initial parking period may also change parking behaviour at Ambleside Park. Some users who previously parked for shorter periods may choose to stay longer because the initial 90 minutes are free, which could reduce parking turnover. Conversely, some users who previously stayed longer may shorten their visits to remain within the free parking period, which could increase turnover. More generally, the introduction of a free parking period may encourage additional visitors to arrive at the park by vehicle, which could increase parking demand and result in drivers circulating within the park to search for available spaces or seeking parking in surrounding areas.

Parking counts completed before and after pay parking was introduced in Ambleside Park suggest that peak demand for parking in the area is high whether or not pay parking is in place in the park. A 90-minute free parking period in the park may not result in overall reduced demand for on-street parking in the adjacent commercial or residential areas.

Following implementation, staff will continue to monitor available parking data, including transaction activity, dwell time, utilization, revenue, public inquiries, and any observed changes in adjacent on-street parking activity. This information will help assess the impact of the 90-minute free parking session and inform any future refinements to the Ambleside Park Pay Parking Program.

8.2 **Climate Change & Sustainability**

The introduction of a 90-minute free initial parking session may have mixed implications from a climate change and sustainability perspective. On one hand, clear parking rules and continued registration requirements may support parking management and help reduce unnecessary vehicle circulation when spaces are available. On the other hand, reducing the

cost of parking may increase demand for vehicle trips to Ambleside Park, particularly during peak periods.

If parking demand increases or turnover decreases, drivers may spend additional time circulating within the park or nearby areas to find available parking. This could reduce the effectiveness of pay parking as a demand management tool and may contribute to localized congestion and vehicle emissions. Staff will continue to monitor parking activity and adjacent area conditions following implementation.

8.3 **Public Engagement and Outreach**

Public and stakeholder feedback received through Council correspondence, and inquiries related to Ambleside Park pay parking and previous engagement has included comments related to affordability, access, parking availability, and user experience.

These have informed staff's understanding of potential program impacts of another parking rate change for Ambleside Park pay parking program. Staff have prepared materials to support the introduction of the 90-minute free initial parking session, including user guides and public communications through the District's website and social media channels. These materials will explain how users can register for the 90-minute free session, when payment is required, and when the change will take effect. Staff will continue to monitor public feedback following implementation.

8.4 **Other Communication, Consultation, and Research**

Staff have consulted with the pay parking operator on options and approaches for implementation of 90-minutes free parking in Ambleside Park.

Staff have also reviewed operating models used by other municipalities that provide an initial free parking period, including the City of North Vancouver and City of Vancouver community centre parking locations. This research helped inform staff's understanding of how free initial parking periods can be administered while still requiring users to register their parking session.

Based on this review, requiring registration for the free parking period is a common approach to confirm when a parking session begins, support consistent enforcement, and reduce the risk of repeated or unverified free parking use. Staff considered these examples in developing the proposed mobile app-based implementation approach for Ambleside Park.

9.0 Options

9.1 Recommended Option

THAT

1. the Council report titled “Proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5467, 2026 (90-minute Free Parking Ambleside Park)” dated June 8, 2026, from Staff Lead, Pay Parking Programs, be received for information;
2. proposed “Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5467, 2026” be read a first, second, and third time.

Enclosed with this report is proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5467, 2026, **Appendix A**, for Council’s consideration and approval. The amendment responds to Council’s May 11, 2026, regular Council meeting motion to provide initial 90 minutes of parking to be free at Ambleside Park.

9.2 Considered Options

Council could determine not to give first three readings to proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5467, 2026 or move forward with a 90-minute free parking period in Ambleside Park.

Council could also provide alternate direction, to be specified.

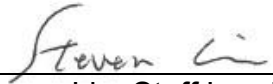
10.0 Conclusion

The proposed bylaw amendment is required to implement Council’s direction to provide a 90-minute free initial parking session at Ambleside Park. The amendment will update the applicable pay parking rate structure and provide the necessary authority for staff to proceed with implementation.

Although the proposed change will provide a free initial parking period for park users, implementation requires coordination with the District’s parking operator, system configuration, testing, and clear public communications. Payment will be required for parking beyond the initial 90 minutes.

Subject to Council’s consideration of the proposed bylaw amendment, staff will continue working with the parking operator to complete implementation, prepare public-facing materials, and monitor the impacts of the change on parking demand, turnover, revenue, and adjacent on-street parking activity.

Date: June 8, 2026 Page 9
From: Steven Liu, Staff Lead, Pay Parking Program
Subject: Proposed Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5467,
2026 (90-minute Free Parking Ambleside Park)

Author: 
Steven Liu, Staff Lead, Pay Parking

Appendices

Appendix A: Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No.
5467, 2026

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District of West Vancouver

Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5467, 2026

Effective Date:

Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5467, 2026

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District of West Vancouver

Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5467, 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 the first 90 minutes of pay parking for Ambleside Park to be waived;

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. 5467, 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, in the line associated with the Destination parks pay parking program implementation, replace the parking fee structure for Ambleside Park with the following.

Destination parks pay parking program implementation	\$0 for the first 90 minutes, followed by \$1.85 per hour in Ambleside Park	After 90 minutes, \$1.85 per hour applies in Ambleside Park
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READ A FIRST TIME on [Date]

READ A SECOND TIME on [Date]

READ A THIRD TIME on [Date]

Mayor

Corporate Officer