

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

5.

COUNCIL REPORT

Date:	June 23, 2025
From:	Emily Willobee, Senior Manager, Engineering Services
Subject:	Pay Parking Update
File:	1700.09

RECOMMENDATION

Recommendations and considered options are included in section 7 of the report.

1.0 Purpose

This report has been prepared for information in response to Council’s February 24, 2025, direction.

The report will provide an update on pay parking implementation at Cypress Falls and Seaview Walk parks.

It will also provide a progress update on working with the Ambleside Dundarave Business Improvement Association (ADBIA) regarding potential expansion of pay parking to locations that are considered adjacent to the business areas of Ambleside and Dundarave (specifically, Argyle Avenue between 14th and 16th Streets, John Lawson and Dundarave parks). By way of this report, staff seek to affirm direction regarding implementation in business-adjacent parks.

Finally, the report will provide an update on engagement with the Squamish Nation and on possible next steps regarding potential expansion into Ambleside Park.

In addition to providing Council an update, this report seeks Council direction regarding the strategic piloting of physical pay stations, annual pass eligibility for Members of Squamish Nation, and potential program expansion into Ambleside Park.

2.0 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 currently does not have a policy on pay parking nor does it have a policy in place to manage and inform decision making regarding on-street parking.

3.0 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.

4.0 Financial Implications

In February 2024, the District's pay parking program for destination parks, launched at three parks (Lighthouse, Whytecliff and Nelson Canyon Parks). The program generated over \$550,000 in net revenue in its first full calendar year. This exceeded the projected revenue for Phase 1 by nearly double, with actual revenues surpassing the forecast \$256,000.

Cypress Falls and Seaview Walk revenue to date

Effective May 1, 2025, the District's pay parking program for destination parks expanded to two additional parks (Cypress Falls and Seaview Walk Parks). Before implementation, the expected revenue for these two parks was projected to be \$29,250 annually. In the first month since pay parking launched in these locations, the two parks generated nearly \$5,000 in gross revenue.

Ambleside Park revenue projections

Revenue projections associated with Phase 2 expansion of pay parking into Ambleside Park (including Argyle Avenue between 14th and 16th Streets), John Lawson, and Dundarave Parks were previously provided to Council as part of report titled “Pay Parking Expansion” dated October 1, 2024, **Appendix A**, which was received for information at the November 18, 2024, Regular Meeting.

At a recent subsequent Closed Council meeting, Council clarified that Argyle Avenue between 14th and 16th Streets should be considered separately from Ambleside Park, given its adjacency to the business district is more similar to John Lawson or Dundarave Parks.

Gross revenue projections for pay parking in Ambleside Park, less this section of Argyle Avenue, are provided below. As in the previous report, the projections below do not account for a management fee to the contracted service provider.

Table – Gross Revenue Projections per Park

Parking Areas	Parking Stalls	Projected Annual Revenue
Ambleside (tennis court)	49	\$134,750
Ambleside (Pound Road area)	37	\$ 34,688
Ambleside (gravel lot)	76	\$118,750
Ambleside (road on north, Par 3)	62	0
Ambleside (main lots)	216	\$307,800
TOTAL	440	\$595,988

These revenue projections estimates are intentionally conservative and rely on similar assumptions to the pre-implementation revenue projections made for Phase 1 (Lighthouse, Nelson Canyon, Whytecliff parks); they also assume that a pay parking program for Ambleside Park would be implemented in a manner consistent with previous parks.

For Ambleside Park, the assumed split between non-resident and resident utilization for the calculation of projected revenues is 40% residents and 60% non-resident given that Ambleside Park generates significant usage by non-resident visitors.

Capacity usage or turnover rates are based on assumptions specific to the designated area(s) and potential user groups. Projections also consider that usage rates vary between weekday and weekend, and anticipate the continued periodic closures of some areas to accommodate major annual special events that take place in the Park (e.g. Community Day).

In Ambleside Park, approximately 78 parking stalls fall within Squamish Nation (IR5) land. For the purpose of revenue projections, the analysis assumes no District revenue for any parking spaces located within Squamish Nation (IR5) lands.

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).

Piloting physical pay stations

The cost estimate for the proposed small-scale pilot to test physical pay stations at two parks is \$15,000 for a one-year pilot.

Physical pay stations would be piloted in parks with the most frequent complaints about poor cell service and/or the absence of physical pay stations. The pilot would use rented equipment.

Annual pass eligibility for Members of Squamish Nation

Proposed Fees & Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5396, 2025, **Appendix B**, provides for a bylaw amendment such that Members of the Squamish Nation be eligible for the \$0 annual parking pass that is currently available to residents of West Vancouver.

The expansion of annual pass eligibility will result in some loss of revenue. The extent of this loss will depend on the number of Members of Squamish Nation who choose to apply for an annual pass and how frequently they visit District parks where pay parking has been implemented.

5.0 Background

5.1 Previous Decisions

At its **April 14, 2025, Regular Meeting**, Council adopted the following motion to apply pay parking program exemptions to vehicles with Veterans or Memorial Cross licence plates, vehicles displaying a valid accessible parking placard, and to give exemptions, following approved policy, to vehicles of an approved volunteer supporting an activity for the betterment of a District park or trail:

THAT proposed “Fees and Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5378, 2025” be adopted.

At its **February 24, 2025, Regular Meeting**, Council brought forward and approved the following motion:

THAT:

1. *staff be directed to hire a contract Parking Program Lead to work with the Ambleside and Dundarave Business Association (ADBIA) to explore and support enhanced parking opportunities in our Ambleside and Dundarave business areas, and to support the planning, implementation, and program development of pay parking within and adjacent to the ADBIA boundaries in West Vancouver, to be funded by the revenue generated through pay parking programming;*
2. *staff be directed to take steps necessary to proceed with implementation of pay parking at Cypress Falls Park, Seaview Walk Park, consistent with the phase one pay parking programming format;*
3. *when the new Parking Program Lead is hired, staff be directed to proceed with implementation and work with the ADBIA throughout the implementation of pay parking within the business areas (John Lawson and Dundarave Parks), to monitor the program, and to report back to Council on its progress;*
4. *staff prepare an update of the District's applicable bylaws in connection to onstreet parking offenses and penalties for the purposes of pay parking programming enforcement;*
5. *staff report back to Council with a Parking Policy to support pay parking programming expansion based on the Parking Policy Framework Parameters; and*
6. *staff be directed to engage Squamish Nation regarding advancement of pay parking in Ambleside Park, and report back to Council.*

At its **February 10, 2025, Regular Meeting**, Council passed the following resolution to change the annual pay parking pass fee for West Vancouver residents to \$0:

THAT proposed "Fees and Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5371, 2025" be adopted.

At its **November 18, 2024, Regular Meeting**, Council received a report dated October 1, 2024, titled "Pay Parking Expansion", which was prepared for Council by the Director, Engineering & Transportation Services and Director, Parks, Culture and Community Services. Council approved the following motions:

THAT the October 1, 2024, Council report from the Director of Engineering & Transportation Services and the Deputy Municipal Manager / Director of Parks, Culture & Community Services titled "Pay Parking Expansion" be received for information.

THAT net revenues from the pay parking program be used to support District Parks, Culture, and Community Services.

THAT Council defer consideration of the following recommendations, outlined in the October 1, 2024 Pay Parking Expansion report, to a future meeting:

“THAT staff be directed to hire a temporary full time Parking Program Coordinator to support the administration, planning, implementation, and program development, to be funded by the revenue generated through pay parking programming; and

THAT staff be directed to proceed with phase two pay parking by moving forward with the following next steps:

- 1. staff engage various landowners in order to advance phase two pay parking, this includes Squamish Nation, West Vancouver School District, and BC Hydro;*
- 2. staff report back to Council with an update on the outcome of these discussions and to receive direction to confirm the timing and implementation of phase two pay parking programming;*
- 3. staff report back to Council with a Parking Policy to support pay parking programming expansion based on the Parking Policy Framework Parameters;*
- 4. staff prepare an update of the District’s applicable Bylaws in connection to onstreet parking offenses and penalties for the purposes of pay parking programming enforcement; and*
- 5. consistent with phase one pay parking programming, that staff proceed based on informing, rather than engaging with, the public.”*

5.2 History

The lead up to introduction of pay parking at District destination parks has a long history, with numerous Council discussions and reports spanning over 25 years. Discussions primarily focused on pay parking as an additional source of revenue and a cost recovery opportunity to support District parks, as well as pay parking as a tool for transportation demand management (TDM).

Until fairly recently, supporting infrastructure for pay parking systems has required costly capital investment. More often now, municipal and private pay parking programs have been deployed modern pay by phone (PBP) technology. This technology eliminates the need for extensive physical built systems, but is reliant on cellular network service availability and coverage.

Council directed staff to proceed with phased implementation of pay parking in 2023, and the initial phase of the Districts pay parking program launched in February 2024 at three destination parks: Lighthouse, Nelson Canyon, and Whytecliff parks. To keep upfront capital investment low, the District’s pay parking program has been implemented without physical pay stations.

The phased approach to implementation was intended to allow the District to implement this new program without additional upfront staff or capital resourcing, establish new business and operations functions, and learn lessons that could be applied should the program be scaled up to additional more complex locations. These three destination parks, while being very popular, have less complex impacts than other destination parks because their adjacent land use is primarily residential.

Following the initial implementation phase, staff documented and compiled various learnings, challenges, and public feedback, which were summarized in a report titled “Pay Parking at Destination Parks 6 Month Update” presented at a July 22 2024, Council meeting.

In November 2024, Council received a report titled “Pay Parking Expansion” dated October 1, 2025, that outlined considerations for a Phase 2 expansion of the pay parking into five additional parks: Cypress Falls, Seaview Walk, Ambleside, John Lawson, and Dundarave parks, **Appendix A**. The report was received for information.

In February 2025, the District adjusted the price for a resident annual pass from \$20 to \$0. Resident vehicle passes are subject to verification, as eligible vehicles must be registered to a West Vancouver address. There is no limit to the number of vehicles a resident can register, although residents must renew annual passes each year.

Also in February 2025, Council directed staff to proceed to implement pay parking programming at two additional parks (Seaview Walk, Cypress Falls) and to initiate other activities that would resume progress on the Phase 2 expansion described in the November 2024 report.

Separately, in April 2025, Council approved pay parking fee exemption for vehicles with a Veterans or Memorial Cross plates and vehicles displaying accessible parking placards. The two additional parks and new pay parking exemptions both came online effective May 1, 2025.

6.0 Analysis

6.1 Discussion

This report has been prepared for information in response to Council's February 24, 2025, direction.

The report will provide an update on pay parking implementation at Cypress Falls and Seaview Walk parks.

It will also provide a progress update on working with the ADBIA regarding potential expansion of pay parking to locations that are considered adjacent to the business areas of Ambleside and Dundarave (specifically, Argyle Ave between 14th and 16th Streets, John Lawson and Dundarave parks). By way of this report, staff seek to affirm direction regarding implementation in business-adjacent parks.

Finally, the report will provide an update on engagement with the Squamish Nation and on possible next steps regarding potential expansion into Ambleside Park.

It will close with a review of additional considerations that may improve program implementation.

The material included in this Discussion section is meant to provide information to support Council's decisions on the report's recommendations, which seek direction regarding the strategic piloting of physical pay stations, annual pass eligibility for Members of Squamish Nation, and approaches for program expansion into Ambleside Park.

Cypress Falls and Seaview Walk implementation

Effective May 1, 2025, the District's pay parking program extended to two additional parks, Cypress Falls and Seaview Walk. The following is a progress update on implementation at these two additional locations.

Cypress Falls

Cypress Falls Park is accessed from the Upper Levels Highway exit 4, with parking and trailhead access through the Woodgreen neighbourhood. The parking lot is gravel with no delineated parking stalls; approximately 24 vehicle parking stalls are available. The parking lot is located on land owned by the West Vancouver School District (WVSD). WVSD has provided the District permission to implement pay parking in this lot.

Little League Baseball uses the sports field located at Cypress Falls Park for games, and a representative contacted the District with concerns regarding impacts of pay parking on baseball participants. Some Little League participants are residents of West Vancouver and therefore eligible for \$0 resident annual passes. However, participants visiting from elsewhere would be required to pay for parking. Little League Baseball pays field rental fees for use of the field, and did move some games to alternate locations in response to pay parking.

In April and again in late May 2025, Engineering Department staff conducted pre and post-implementation parking counts on mid-week and weekend days at this lot and in adjacent residential parking areas to measure any spillover parking impacts.

In the post-counts, street parking spaces were mostly available around Cypress Falls area. The data suggests street parking occupancy was very similar before and after pay parking came into effect, except for the south side of Woodcrest Road and both sides of Woodgreen Place which are closer to capacity at peak times since implementation of pay parking. However, it is common for there to be a seasonal increase in on-street

parking activity near Cypress Falls Park during the spring and summer. The area is popular for commercial dog walkers and other park-goers during warmer months. The Bylaw Department has not observed a marked increase in complaints for on-street parking in the areas surrounding Cypress Falls since the installation of paid parking, and volume has remained consistent with seasonal trends from prior years.

Park rangers have provided parking regulation brochures as needed in adjacent residential areas to educate visitors and encourage compliant parking behavior.

Seaview Walk

Seaview Walk Parking Lot, located off of Marine Drive opposite the Glen Eagles Golf Course, is one of two entrances providing access to the Seaview Walk multi-use trail. There are approximately 9 parking stalls, two marked as accessible parking spaces.

The operator of Gleneagles Golf Course has contacted the District to express concerns that spillover parking from the Seaview Walk lot could increase on-site parking congestion for guests of the golf course. It is common for there to be a seasonal increase in parking demand in the many lots that provide parking for the Gleneagles Golf Course, Community Centre, and associated amenities located on that site.

In April and again in June 2025, Engineering Department staff conducted pre and post-implementation parking counts on mid-week and weekend days at this lot and in adjacent parking areas to measure any spillover parking impacts.

In the post-counts, street parking spaces remained mostly available in residential areas around the new Seaview Walk pay parking lot. The data suggests nearby parking occupancy was similar before and after pay parking was in effect.

Potential expansion adjacent to Ambleside & Dundarave Business Areas

At a recent Closed Council Meeting, Council clarified that Argyle Avenue between 14th and 16th Streets should be considered separately from Ambleside Park. Given its adjacency to the business district is more similar to that of John Lawson Park or Dundarave Park, this section of Argyle will be considered along with the other two business adjacent park areas.

Per Council's February 24 2025, direction and the ADBIA's past request to maintain open communications on a regular basis with the District regarding advancement of pay parking, staff have begun to work with the

ADBIA regarding the potential implementation of pay parking program in areas adjacent to the business districts of Ambleside and Dundarave.

A representative from the ADBIA has recently confirmed that the previous inputs summarized in the staff report received by Council during the November 18, 2024, Regular Meeting still apply. Those key points of feedback include:

- There is a perceived existing on-street parking shortage within commercial areas of both Ambleside and Dundarave.
- There is a concern that there is no excess capacity for increased on-street parking demands in the future, regardless of the introduction of pay parking in adjacent parks.
- The introduction of pay parking will increase competing demands for an already underserved on-street parking capacity
- This could affect the financial well-being of businesses in the business district, hinder the ability to attract new high quality businesses and commercial tenants and to retain existing ones.
- This imparts of the shortage are exacerbated by noncompliance and lack enforcement of existing parking restrictions.

Business district parking utilization

To understand existing demand, District staff completed parking utilization counts in June 2024. Detailed findings are available in November 18, 2024, report to council, **Appendix A**, but are summarized briefly as follows:

- *Ambleside Village and adjacent park areas (Argyle Ave from 14th to 16th Streets, John Lawson Park):*
In the Ambleside parking count area, the total observed parking occupancy was at or above 85% of capacity on both Thursday and Saturday. An occupancy rate of 85% is considered the “functional capacity”. This is the assumed occupancy level where it becomes difficult for drivers to find a suitable parking space and often end up circulating the parking area looking for a spot. On the weekend, most blocks between 13th and 16th Street were at or above functional capacity. Argyle Avenue, between 14th and 16th Street, an area proposed for pay parking, had some of the highest parking occupancy rates. A distinct weekday/weekend pattern was observed. During the week, the peak demand along Argyle Avenue was in the afternoon and on the weekend the peak occurred in the morning. Occupancy exceeded the functional capacity all day.
- *Dundarave Village and adjacent park areas (Dundarave Park including Bellevue Ave south of the railroad tracks):*

The functional capacity was not exceeded for the whole study area, but there were areas where the parking occupancy exceeded functional capacity for most of the day and distinct weekday/weekend patterns were observed. During the week, the peak demand along the Dundarave Park frontage of Bellevue Ave was around noon and the functional capacity was only exceeded around lunch time. This is an area proposed for pay parking. On the weekend, the peak demand was in the afternoon and the functional capacity was exceeded all day. In spring 2025, construction begins on a major development at 25th and Marine Drive. This has a perceived additional impact to on-street parking availability in the Dundarave business district.

Parking utilization counts only provide data from a snapshot in time, but that data suggests there may be some accuracy to the perceptions of high parking occupancy rates at certain days and times. The Ambleside area appears to be more often at or above functional capacity than the Dundarave area, meaning it is more likely that people end up circulating the parking area looking for a spot.

Numerous studies have been done over the years regarding opportunities to improve parking and parking availability in the Ambleside area, the most recent being Ambleside Off-Street Parking Study, 2019. Study results typically suggest a combination of potential solutions to better utilize parking on-street as well as on private land.

ADBIA Parking Public Survey & Findings

In May 2025, the ADBIA launched a pay parking public survey to collect feedback on parking challenges and opportunities in Ambleside and Dundarave business districts and their adjacent areas, including parks where the District is considering implementing pay parking in the future. The survey was made available to member businesses, as well as other residents, community members and visitors to the business districts.

While motivated by the potential introduction of pay parking in business adjacent parks, the survey was not specifically focused on parks. Rather, the ADBIA survey sought to collect input on parking generally as well as input on several options commonly used elsewhere in the region to improve parking turnover in commercial areas. In addition to pay parking in District parks, the survey included questions regarding parking time limits, resident-only parking regulations, enforcement, and on-street pay parking in the commercial district.

The ADBIA shared an Executive Summary describing the results of this survey with District staff, which is attached to this report as **Appendix C**.

A representative of the ADBIA recently confirmed that, should the District's pay parking in destination parks advance in the Ambleside or Dundarave areas, the business association would prefer a phased approach that begins with Ambleside Park.

Unless Council provides alternate direction, staff will continue to work with the ADBIA regarding pay parking in business adjacent park areas (Argyle Ave between 14th and 16th Streets, John Lawson Park, Dundarave Park), provide an update to Council and seek additional direction at a later date.

Potential expansion into Ambleside Park

Ambleside Park is the District's largest destination park. It is home to a number of amenities and supports many waterfront and recreational activities. The main entrance to the park is located off of 13th Street and Marine Drive. The eastern end of the park falls within Squamish Nation (IR5) lands.

Ambleside Park is located to the south and southeast of Ambleside Village Town Centre, a commercial area predominately flanking Marine Drive and Bellevue Avenue between 13th and 19th Street, featuring a variety of shops, restaurants and services.

The park amenities and associated sports fields are host to variety of tenants and other stakeholders that rent space from the District including sports clubs, a concession and day care, event organizers, filming and others.

There are several parking areas within the park and adjacent to the park, described as follows:

- tennis courts parking lot area, approximately 49 parking stalls with a 3 hour parking restriction currently in place
- SPCA area, approximately 43 stalls, 6 of which are located within Squamish Nation (IR5) land
- gravel lot adjacent new pickleball courts, with approximately 76 parking stalls
- north road and Par 3 Golf parking area, located at the eastern side of the park on Squamish Nation's (IR5) lands consists of approximately 62 parking stalls
- main lot has approximately 226 parking stalls with 10 of those parking stalls located within Squamish Nation (IR5) land.

In total, there are approximately 440 parking stalls in the park and about 78 parking stalls fall within Squamish Nation (IR5) land.

Exploring Ambleside Park pay parking with the Squamish Nation

A portion of Ambleside Park is on Squamish Nation lands, and the District recognizes that Squamish Nation is the decision-maker over current and future uses of those lands.

In response to Council's February 24, 2025, direction, staff have reached out to Squamish Nation to initiate a discussion about whether the Nation would be interested in collaborating with the District to implement a pay parking program in Ambleside Park. In reaching out, District staff acknowledge and reflect on a long history of Squamish Nation and the District sharing maintenance functions for Ambleside Park.

Staff have provided Squamish Nation contacts with information about the District's pay parking program but have not yet had an opportunity to discuss a potential partnership to introduce a pay parking program for Ambleside Park.

Ambleside Park during the busy summer season

Ambleside Park is a popular destination and a high use area for members of the public. The wide variety of casual users include:

- park- and beach-going public;
- event- and festival-attending public;
- casual tennis, pickleball and sports field users;
- skate park and Keen Lau Fitness Circuit users;
- Hollyburn Sailing Club members and guests;
- Scouts groups that use the adventure playground space for meetings; and
- dog walkers including those accessing off-leash park.

These types of users would be mostly affected by the introduction of pay parking in Ambleside Park on an individual level. Those who are residents of West Vancouver are eligible for an annual pay parking pass. Those visiting from elsewhere would be required to pay for parking.

As noted above, the park and associated sports fields are also host to variety of commercial tenants and other stakeholders that pay the District to rent various spaces within Ambleside Park. For reference, these groups include but are not limited to the following:

- Organized court and sports field user groups and clubs:
 - Baseball, soccer, field hockey
 - School groups and sports academies
- Ambleside Par 3 users including DWV golf camp participants
- Commercial leaseholders operating in District facilities:

- SPCA
- Ambleside Concession operator
- Ambleside Park Childcare operator
- Summer camps operators and participants
- Filming
- Event and festival organizers or vendors, including:
 - Vendors, presenters, and performers for District-organized community events
 - Nowruz
 - Community Cultural Festival
 - Canada Day
 - Harmony Arts and art market
 - Hot Summer Nights (hosted by North Shore Fire Departments)
 - Coho Festival
 - Ambleside Artisan Farmers Market
 - Running/walking event and fundraiser organizers and participants (including walkathons, Parkrun, Seek the Peak, WestVanRun)
 - Lions Club Christmas Tree sales, tree chipping and paper shredding events
- Arts groups including Painter's Landing artists and Ferry Building gallery volunteers and art tour participants

Commercial tenants, sports field user groups, summer camps, event organizers, as well as other long-time stewards/community partners and other paying park users are likely to face more complex impacts should fees for parking be introduced in Ambleside Park (e.g. potential organizational or budgetary impacts). This is particularly true during the busy summer season, when many of these groups are most active and delivering the programming that has been planned months before.

Given the lead times these groups may have for their budgets, event planning, as well as participant and vendor communications, advance notice and time to plan would surely be appreciated.

Waiting until this year's busy summer season is complete could help avoid unnecessary uncertainty and complexity for these groups while many are in the midst of their seasonal service delivery and demonstrates respect for these stakeholders with whom the District often has long-standing and mutually-beneficial relationships.

Considering the potential impacts to current and planned seasonal park programming, staff would suggest targeting a launch date in fall 2025. Should Council direct staff to proceed with implementation in Ambleside Park, an implementation target of fall 2025 would allow these user groups some time to adapt to the introduction of pay parking in this area.

Potential expansion into Ambleside Park

By way of this report, staff seek direction from Council on next steps with regard to pay parking in Ambleside Park.

The first option is that staff continue to engage with Squamish Nation while preparing an implementation approach for Ambleside Park that is consistent with the Phase 1 pay parking programming format, and includes an implementation timeline that balances the complex potential impacts to Ambleside Park programming. In this case, staff could report back to Council at a later date for additional direction, with an update on Squamish Nation engagement. This option is staff's recommendation.

Alternatively, Council could direct staff to proceed with implementation as soon as fall 2025, and report back to Council with a progress update. In this case, implementation approach for Ambleside Park would be consistent with the Phase 1 pay parking programming format. This implementation would exclude areas of Ambleside Park where Squamish Nation is the rightsholder while engagement with the Nation continues.

On-going considerations and public feedback to improve implementation

Provided below are a few updates on other aspects of pay parking implementation about which the District has received some feedback in the past and some opportunities for program improvements. Topics include:

- exemptions and resident annual passes,
- the potential for piloting physical parking stations, and the
- on-going monitoring of spillover parking impacts.

Resident passes and exemptions

The initial phase of pay parking did not provide exemptions for any group, including West Vancouver residents who initially paid a \$20 per annum fee. In February 2025, Council adopted a motion to eliminate the \$20 fee for residents of West Vancouver.

In April 2025, Council adopted a motion and bylaw amendment to extend additional exemptions for vehicles with Veterans or Memorial Cross licence plates and vehicles displaying a valid accessible parking placard. At this time, Council also adopted a policy granting the Director of Parks, Culture & Community Services authority to give exemptions to vehicles of an approved volunteer supporting an activity for the betterment of a District park or trail on a case by case and time limited basis, following approved procedure. These additional exemptions took effect May 1.

Per Council's direction at a Closed meeting in May 2025, staff have brought forward with this report the proposed Fees & Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5396, 2025, **Appendix B**, for Council's consideration. The proposed amendment provides for a change to District bylaw such that Members of the Squamish Nation are eligible for a \$0 resident annual pay parking pass.

Physical pay stations / cell coverage

To keep upfront capital investment low, the District's pay parking program has been implemented without physical pay stations per Council's previous direction. The Pay-By-Phone technology deployed for the District pay parking program eliminates the need for extensive physical built systems but relies on cellular network service availability and coverage.

Since the pay parking program launched, the District has fielded a number of complaints from members of the public who have experienced poor cellular coverage, particularly at Whytecliff and Lighthouse Parks, that makes using available Pay-By-Phone options a challenge. These complaints are often paired with a request for physical pay station option. Council has also received formal correspondence from members of the public who have said that the absence of physical pay stations has made park access more challenging for residents who do not have a cell phone or data plan, and for residents who are less comfortable downloading and using cell phone apps.

The primary challenges with physical pay stations include capital costs, access to power source, and that physical pay stations also depend on access to cellular data. Locations where cell service is poor are typically also locations where AC power source is not available. Physical pay stations would rely on battery and solar power, which can be a challenge in heavily forested areas (e.g. Lighthouse Park).

Staff have investigated whether physical pay stations may be an option for Lighthouse and Whytecliff Parks, but no physical pay stations have been tested in West Vancouver. A small number of strategically located physical pay stations could provide an option for those without a personal cellular data plan or for those who do not wish to use currently available payment options.

The destination pay parking program is now actively collecting revenue in five destination parks, and some of that revenue could be allocated to work with the service delivery contractor Impark to test the efficacy of such a station.

Spillover parking in neighbouring residential areas

Bylaw and park ranger staff continue to monitor parking behaviours in residential areas adjacent to the five destination parks where pay parking has been introduced.

While some areas adjacent to destination park pay parking lots experienced an initial increase in parking-related complaints immediately after implementation, normal seasonal patterns have resumed in most areas.

Per Council's previous direction, staff expect to prepare an update of the District's applicable bylaws in connection to on-street parking offenses and penalties for the purpose of pay parking programming enforcement.

6.2 Climate Change & Sustainability

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

6.3 Public Engagement and Outreach

As part of the approach to Phase 1 of the pay parking programming implementation, Council directed staff to take an "inform" approach to public outreach. Staff continue to apply the "inform" approach for public stakeholders in expanding the program to two additional parks (Cypress Falls and Seaview Walk) in 2025, and additional Phase 2 locations should that be Council's direction.

To keep public and stakeholders informed, staff from Community Relations & Communications developed a communications strategy to guide the implementation phase of the programming introduction at three parks beginning summer 2024 (Whytecliff, Lighthouse, and Nelson Canyon parks), and two additional parks beginning 2025 (Cypress Falls and Seaview Walk parks).

Communications tactics deployed as part of the strategy included site signage, a news post on the District website, social media, Pay Parking Program web page, and a downloadable one-page pamphlet on "how to pay for pay parking", as well as media and an educational video. This strategy was intended to ensure residents and visitors were informed and provided resources to successfully access the programming.

Some of the parks considered for future expansion are characterized by greater complexity due to matters such as land ownership and lease

agreements, adjacent land uses, hosted amenities, and proximity to commercial areas.

In February 2025, Council directed staff to initiate some targeted engagement of 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. An update on these efforts are provided in the body of this report.

6.4 Other Communication, Consultation, and Research

In order to advance implementation of pay parking in Ambleside Park, Argyle Ave between 14th and 16th Streets, John Lawson Park, and Dundarave Parks, the District will need to engage landowners, including the Squamish Nation and BC Hydro.

7.0 Options

7.1 Recommended Option

1. THAT

The report by the Senior Manager, Engineering Services titled “Pay Parking Update” and dated June 23, 2025, be received for information.

2. THAT

Staff budget up to \$15,000 to be funded by pay parking revenue to work with the contracted service provider to pilot two physical pay stations for one year, and report back to Council on the results of this pilot.

3. THAT

Proposed “Fees & Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5396, 2025” (Squamish Nation Member annual pay parking pass eligibility) be read for a first, second, and third time.

4. THAT

1. Staff continue to work with the ADBIA to advance the implementation of pay parking in parks adjacent to the business areas (Argyle Avenue between 14th and 16th Streets, John Lawson Park, and Dundarave Parks; and
2. Prior to launching pay parking in these parks adjacent to business areas, staff be directed to report back to Council with an implementation plan at a Regular Meeting to receive further direction.

5. THAT

Staff continue to engage with Squamish Nation regarding advancement of pay parking in Ambleside Park and report back to Council with an update within 6 months.

OR

THAT

1. staff are directed to take steps as necessary to expediently implement 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.

7.2 Considered Options

Council could also request additional information, or not approve the recommendations.

8.0 Conclusion

This report has been prepared for information in response to Council's February 24, 2025, direction.

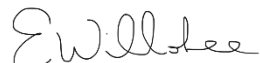
The report provided an update on pay parking implementation at Cypress Falls and Seaview Walk parks.

It also provided a progress update on working with the ADBIA regarding potential expansion of pay parking to locations that are considered adjacent to the business areas of Ambleside and Dundarave (specifically, Argyle Avenue between 14th and 16th Streets, John Lawson, and Dundarave parks). By way of this report, staff seek to affirm direction regarding program implementation in business-adjacent parks.

Finally, the report provided an update on engagement with the Squamish Nation and possible next steps regarding potential expansion into Ambleside Park.

The report also provided information to help inform Council's decisions on included staff recommendations regarding the strategic piloting of physical pay stations, annual pass eligibility for Members of Squamish Nation, and approaches for program expansion into Ambleside Park.


Author:



Emily Willobee, Senior Manager, Engineering Services

Appendices:

- Appendix A - COUNCIL REPORT 2024 11 18 Pay Parking Expansion
- Appendix B - Proposed Fees & Charges Bylaw No. 5334, 2024,
Amendment Bylaw No. 5396, 2025
-Squamish Nation Member annual pass eligibility
- Appendix C - 2025 ADBIA Parking Survey Report – *Executive Summary*

 Director	_____ Municipal Manager/Deputy Municipal Manager
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<u>COUNCIL AGENDA</u>	
Date: _____	Item: _____



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

COUNCIL REPORT

Date:	October 1, 2024
From:	Jenn Moller, Director, Engineering & Transportation Services Sue Ketler, Director, Parks, Culture & Community Services
Subject:	Pay Parking Expansion
File:	1700.09

RECOMMENDATION

THAT the Council report titled “Pay Parking Expansion” dated October 1, 2024, from the Director, Engineering & Transportation Services and the Deputy Municipal Manager / Director, Parks, Culture & Community Services, be received for information;

THAT net revenues from this program be used to support District Parks, Culture, and Community Services;

THAT staff be directed to hire a temporary full time Parking Program Coordinator to support the administration, planning, implementation, and program development, to be funded by the revenue generated through pay parking programming; and

THAT staff be directed to proceed with phase two pay parking by moving forward with the following next steps:

1. staff engage various landowners in order to advance phase two pay parking, this includes Squamish Nation, West Vancouver School District, and BC Hydro;
2. staff report back to Council with an update on the outcome of these discussions and to receive direction to confirm the timing and implementation of phase two pay parking programming;
3. staff report back to Council with a Parking Policy to support pay parking programming expansion based on the Parking Policy Framework Parameters;
4. staff prepare an update of the Districts applicable Bylaws in connection to on-street parking offenses and penalties for the purposes of pay parking programming enforcement; and
5. consistent with phase one pay parking programming, that staff proceed based on informing, rather than engaging with, the public.

1.0 Purpose

This report has been prepared in response to Council’s direction that staff investigate and report back on expansion of pay parking programming into Cypress Falls Park, Seaview Walk, Ambleside Park including Argyle Avenue between 14th Street and 16th Street, John Lawson Park, and Dundarave Park.

2.0 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 currently does not have a policy on pay parking nor does it have a policy in place to manage and inform decision making regarding on-street parking.

3.0 Council Strategic Objective(s)/Official Community Plan

This report aligns with *Council Strategic Goal*:

Sections 2.4 and 2.71 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.

4.0 Background

The initial phase of pay parking programming was developed for implementation at three destination parks: Lighthouse, Nelson Canyon, and Whytecliff Parks (“the Parks”). The primary reason for a phased approach and this selection of destination parks was to effectively manage the program and build upon learnings as a new business and operational function was being introduced within the District. In addition to this, the Parks are relatively limited in their complexity with respect to adjacent land use.

In early February 2024, the pay parking program was implemented at the Parks. There were various learnings, challenges, and public feedback following the initial implementation phase, which was summarized and

presented within the July 1, 2024, Pay Parking at Destination Parks 6 Month Update Council Report.

4.1 Previous Decisions

Council at its **September 23, 2024, Closed meeting**, passed the following resolution:

WHEREAS Objective 3.1 of Council's Strategic Plan 2024 – 2025, is to collaborate with business improvement associations and Squamish Nation to provide economic development support.

WHEREAS Deliverable 3.1.1 of Council's Strategic Plan 2024 – 2025, is to support existing businesses.

WHEREAS on May 8, 2023, at a regular Council meeting, District staff received direction to further investigate and report back on expansion of the pay parking program to include Ambleside, John Lawson, and Dundarave Parks;

WHEREAS on April 8, 2024, at a Closed Council meeting, District staff received direction

THAT

1. staff collect baseline parking utilization data within commercial areas with adjacency to Ambleside, John Lawson, and Dundarave Parks, to determine implementation of suitable parking restrictions within commercial areas;
2. Council's decision be released for public information by forming part of the report to be brought forward for consideration at an upcoming open Council meeting.

WHEREAS the Ambleside and Dundarave Business Association (ADBIA) has expressed concerns in connection to the potential for an impact to available on-street parking capacity within the Business Area, were the District's pay parking programming to be expanded into Ambleside, Dundarave and John Lawson Parks.

THEREFORE, BE IT RESOLVED THAT Staff include feedback from the ADBIA in a staff report investigating pay parking program expansion into Ambleside, John Lawson, and Dundarave Parks, to be considered at an upcoming regular Council meeting.

Council at its **April 22, 2024, Closed meeting**, passed the following resolution:

THAT

1. Council receive the presentation regarding Pay Parking at Destination Parks Interim Update for information, and direct staff to proceed with

reporting back on expansion of the pay parking program to include Ambleside, John Lawson, and Dundarave Parks;

2. Council direct staff to collect baseline parking utilization data within commercial areas with adjacency to Ambleside, John Lawson, and Dundarave Parks, to determine implementation of suitable parking restrictions within commercial areas;
3. Council direct staff to develop an on-street parking policy to consider resident exempt parking zones and permitting to support the pay parking program;
4. Net revenue from the pay parking program be used to fund data collection; and
5. Council's decision be released for public information by forming part of the report to be brought forward for consideration at an upcoming open Council meeting.

Council at its **December 11, 2023, regular meeting**, passed the following resolution:

WHEREAS on June 5, 2023, at a special closed Council meeting, District staff received direction

THAT

1. Seaview Walk be added to the list of parks for staff to investigate and report back on regarding expansion of the pay parking program which otherwise includes Ambleside, John Lawson, and Dundarave parks; and
2. Council's decision be released for public information;

AND WHEREAS it is desirable to add another park parking lot to the list:

THEREFORE, BE IT RESOLVED THAT Council direct staff to add Cypress Falls Park to the list of parks for staff to investigate and report back on regarding expansion of the pay parking program which otherwise includes Seaview Walk, Ambleside including Argyle Avenue between 14th Street and 16th Street, John Lawson, and Dundarave parks.

Council at its **May 8, 2023, regular meeting**, passed the following resolution:

THAT

1. staff be directed to initiate the initial phase of a pay parking program to include Lighthouse, Nelson Canyon, and Whytecliff parks;
2. staff report back to Council with an update on the implementation of the first phase of the pay parking program after the program has been

operational for six months;

3. staff further investigate and report back on expansion of the pay parking program to include Ambleside, John Lawson, and Dundarave parks;

4. net revenues from this program be used for maintenance of the subject parks.

Council at its **April 3, 2023, Closed meeting**, passed the following resolution:

THAT the following resolutions:

- THAT the hourly pay parking rate remain the same year-round;
- THAT the West Vancouver annual resident parking pass rate be set at \$20.00 per vehicle;
- THAT the hourly pay parking rate be set at \$3.75 per hour;
- THAT the phased pay parking program not use pay stations;

and decisions:

- that staff initiate the first phase of a phased pay parking program within District destination parks instead of a pilot pay parking program;
- that staff provide an update on the implementation of the first phase of the pay parking program after the program has been operational for six months; and
- that staff proceed based on informing, rather than engaging with, the public;

as made at the April 3, 2023, closed Council meeting, be released for public information by forming part of the report to be brought forward for consideration at an upcoming open Council meeting

4.2 History

Discussions and Council consideration around pay parking within destination District parks has a long history which spans the last 25 years. The primary drivers around these discussions include: an additional source of revenue and potential cost recovery opportunity for Parks, and a means of transportation demand management (TDM). Historically, supporting infrastructure for pay parking systems has required costly capital investment. More recently, municipal, and private parking providers, including many within the region, have deployed emerging pay by phone (PBP) technology which has eliminated the need for extensive physical built systems. It should be noted this technology is reliant on cellular network service availability and coverage.

Cypress Falls Park

Cypress Falls Park is accessed from the Upper Levels Highway exit 4, with parking and trailhead access through the Woodgreen neighbourhood. The parking lot is gravel with no delineated parking stalls; approximately 24 vehicle parking stalls are available and were assumed for the purposes of analysis within this report. The existing parking lot is located on West Vancouver School District owned land.

Seaview Walk Parking Lot

Seaview Walk Parking Lot, located off of Marine Drive opposite the Glen Eagles Golf Course, is one of two entrances providing for access to the Seaview Walk hiking trail, a 4 kilometer return multi use trail providing views of Fisherman's Cove and Burrard Inlet. There are approximately 9 parking stalls, two marked as accessible parking spaces.

Ambleside Park including Argyle Avenue between 14th Street and 16th Street

Ambleside Park is the District's largest Destination Park, hosting a series of amenities and waterfront and recreational activities. The main entrance to the park is located off of 13th Street and Marine Drive. There are several parking areas within the park and adjacent to the park, described as follows:

- tennis courts parking lot area, approximately 49 parking stalls with a 3 hour parking restriction currently in place
- SPCA area, approximately 43 stalls, 6 of which are located within Squamish Nation (IR5) land
- gravel lot adjacent new pickleball courts, with approximately 76 parking stalls
- north road and Par 3 Golf parking area, located at the eastern side of the park on Squamish Nation's (IR5) lands consists of approximately 62 parking stalls
- main lot has approximately 226 parking stalls with 10 of those parking stalls located within Squamish Nation (IR5) land
- Argyle Avenue between 14th and 16th Street is accessed for the purposes of parking – not through travel – with westbound direction of travel circulation and consists of angular parking. The area consists of 73 angular parking stalls partially located within CN Rail Right of Way and is subject to a historical agreement and Bylaw the District entered into with the Pacific Great Easter Railway Company in 1929.

Ambleside Park and its associated parking areas are located to the south and southeast of Ambleside Village Town Centre, a commercial area predominately flanking Marine Drive and Bellevue Avenue between 13th and 19th Street, hosting a variety of shops, restaurants and services.

John Lawson Park

John Lawson Park is a waterfront park in West Vancouver and located along the Centennial Seawalk at the foot of 17th Street, adjacent to Millennium Park with access to amenities such as picnic areas, a splash park and playground. There are two parking areas with approximately 71 parking stalls located within both District Lands and BC Hydro Land which the District holds a lease over, allowing for use of a public lot.

Dundarave Park

Dundarave Park marks the beginning of the Centennial Seawalk and provides waterfront access to the Burrard Inlet with a wide sandy beach and pier. The park is accessed from the foot of 25th Street. There are approximately 84 parking stalls along lower Bellevue Avenue to the east and west of 25th Street where visitors can park on-street. Current parking restrictions for these areas are 4 hours.

Dundarave Park is immediately south of Dundarave Village and commercial area, which hosts several restaurants, shops and other businesses.

Traffic and Parking Bylaw as it relates to On-Street Permit Parking

Currently, the District does not have a comprehensive parking management policy. On-street parking regulations have evolved inconsistently over time across the District, largely situational and influenced by as and when requests, without a Council endorsed methodology or criteria for an objective need evaluation.

While there is language in the Traffic and Parking Bylaw No. 4370, 2004, on how to obtain Resident Parking Permits, the existing process is generally discretionary in the absence of a Council approved policy.

On-Street Parking Utilization

Consistent with Council's April 8, 2024, Council direction, staff have collected baseline parking utilization data within commercial areas with adjacency to Ambleside, John Lawson, and Dundarave Parks, to determine implementation of suitable parking restrictions within commercial areas. Data was collected on two separate dates, a weekday and weekend during June 2024, at hourly intervals over 6 hours each day. While not an extensive data set, this will help to capture the existing parking demands and occupancy levels in these areas in order to assess peak parking hours, the utilization of different parking classifications, and determine any potential parking shortages or inefficiencies. In addition, and should implementation of phase two pay parking proceed, further utilization data would be collected on an ongoing basis to help to understand any impacts that pay parking has within these areas and to inform potential needs and effectiveness of available, implemented mitigation measures.

At the April 8, 2024, Council meeting staff were further directed to develop an on-street parking policy to consider resident exempt parking zones and permitting to support the pay parking program; the basis of this permitting is detailed in the analysis section of this report.

5.0 Analysis

5.1 Discussion

Administration

The District took a two phased approach to a public procurement process to secure an external operator for the implementation of phase one of the pay parking program, the basis of which is reliant on an external operator and enforcement model.

This external operator model approach was intended to respond to limited available internal staff resources, and to minimize upfront programming investment. In-house management opportunities can be reviewed in the future when there is a better understanding of programming size, operational, administration and enforcement costs, and staffing needs.

Should phase two of the pay parking program be implemented, the expanded pay parking program will continue to leverage this approach, with the intent that the District will negotiate an amendment to the contracted services with the current external operator to include the new areas with Council's direction.

Operational considerations

Date: October 1, 2024
From: Jenn Moller, Director, Engineering & Transportation Services
Sue Kettler, Director, DMM/Director, Parks, Culture & Community Services
Subject: Pay Parking Expansion

Page 9

During the implementation of the pay parking as part of phase one of the programming, the initial public feedback received was primarily surrounding implementation issues which have since been resolved with the external operator. A detailed summary can be found in the Council report titled “Pay Parking at Destination Parks 6-month Update” dated July 1, 2024, from the Director, Engineering & Transportation Services and the Deputy Municipal Manager / Director, Parks, Culture & Community Services.

Initial implementation of pay programming at the Parks resulted in a demand for significant number of in-house staffing hours from multiple divisions including Finance, Engineering, Communications, Corporate Services, and Parks, Culture & Community Services. In the months following the initial implementation, the resource demand has decreased but not to the extent that was estimated. It is anticipated that an understanding of internal resource programming needs will continue to be realized as the program progresses. Moreover, and as discussed in the previous staff report titled “Destination Parks Pay Parking Program Implementation”, dated April 20, 2023, should Council expand programming within the District, additional internal resourcing to support the administration, planning, implementation, and program development, is required.

Jurisdictional Considerations

Cypress Falls Park

The parking lot providing access to the Cypress Falls Park trailhead is within West Vancouver School District #45 owned land. It is anticipated the existing *Joint Use of Public Facilities Protocol Agreement* between the District of West Vancouver and School District #45, West Vancouver, would be relied upon to guide pay parking implementation in the parking lot should programming proceed.

Ambleside including Argyle Avenue between 14th Street and 16th Street

A total of 78 parking stalls within the parking areas at Ambleside Park are located within Squamish Nation (IR5) land; Squamish Nation will need to be engaged in this regard. For the purposes of revenue projections, no assumptions within Squamish Nation (IR5) lands for revenue from pay parking have been included in the completed analysis to date.

John Lawson

Part of the proposed parking area is currently within BC Hydro owned property over which the District holds a lease for the purposes of a public lot use. Introduction of pay parking within the lot will have to be raised with

BC Hydro under the terms of the lease as pay parking may be considered commercial usage.

Evaluation Conditions and Limitations

With the implementation of the initial phase of pay parking, there is a better understanding of the potential capital, operations, and revenue. Nevertheless, in developing revenue projections for phase two, the same assumptions were applied as in phase one. The following factors and conditions may influence programming outcomes:

- there is no parking utilization data in any of the proposed expanded pay parking areas and thus utilization assumptions are based on industry best practice only
- resident/non-resident ratios are identified at 40% as it is assumed that six locations generate significant usage by non-resident visitors
- parking layouts or the efficiency of traffic movements into or out of the parks have not been considered
- options for variable parameters such as resident versus non-resident fees, fee schedules, and management options have been assumed

Revenue Projections

With an approach of outsourced management and enforcement to an external operator and touchless payment options, upfront capital investment required to support implementation of the second phase of the program are limited. With the exception of existing internal resourcing demands to support the development, implementation and oversight of the initial programming, the operational costs have been borne by the parking operator.

The initial program implementation includes an external enforcement model, with a year-round rate structure of \$3.75 per hour in effect from 7 a.m. to 10 p.m., seven days a week, and a resident exempt flat rate fee component of \$20.00 per annum. Each fee includes a Translink Parking tax at 24%, GST at 5%, and a convenience fee or permit fee, respectively. In total, the hourly cost for parking is \$5.22, and \$27.09 per year for the resident pass.

All six park locations are utilized by both District residents and non-residents. The split between non-resident and resident utilization for the calculation of projected revenues is 40% residents and 60% non-resident based on the assumption that the six locations generate significant usage by non-resident visitors.

Capacity usage or turnover rates are based on assumptions specific to the designated area(s) and potential user groups and broken down between weekday and weekend occupancy levels.

The revenue projection tables have data calculated based on an annual basis (52 weeks) per **Table 1** below, noting that the revenues do not include a management fee estimate.

Table 1

	Number of stalls	Annual Revenue
Cypress Fall Park	24	\$ 20,250
Seaview Walk	9	\$ 9,000
Ambleside (tennis court)	49	\$134,750
Ambleside (Pound Road area)	37	\$ 34,688
Ambleside (gravel lot)	76	\$118,750
Ambleside (road on north, Par 3)	62	0
Ambleside (main lots)	216	\$307,800
Argle Avenue (between 14th and 15th St)	73	\$118,625
John Lawson Park	71	\$150,875
Dundarave Parking Area	84	\$157,500
Total	701	\$1,052,500

Spillover Effects

Findings of on-street parking utilization through data collection as part of the phase one pay parking programming was inconclusive. The baseline data collected suggested that on-street parking utilization varied at peak periods over the day and was localized to each park and residential neighbourhoods. Generally speaking, on-street parking utilization in adjacent neighbourhoods has trended upwards following the introduction of pay parking. With a few location exceptions, parking utilization rates remained within maximum ideal utilization rates.

It is anticipated that implementing pay parking programming expansion within the phase two identified parks may have more significant impact due to their location and adjacent land uses.

Commercial Areas

Ambleside Summary

To understand the existing parking demand in Ambleside, parking occupancy counts were done on Thursday June 6, and Saturday June 8, 2024.

Figure 1 shows the Ambleside commercial area in blue, the proposed Ambleside pay parking areas in green, and the area where the parking occupancy data was collected.

Figure 2 shows that on both Thursday and Saturday, the total observed parking occupancy is at or above 85% of capacity in the Ambleside parking count area. 85% occupancy is considered the functional capacity which is the assumed occupancy level where it becomes difficult for drivers to find a suitable parking space and often end up circulating the parking area looking for a spot. It also accounts for poor parking or large vehicles taking more than one space.

In general, parking availability is greater between 16th and 19th Street on both weekdays and weekends. On the weekend parking occupancy on most blocks between 13th and 16th Street was between 85% and 100%. **Figure 3** shows the blocks where the average parking occupancy on the weekend was less than 85%.

In the proposed pay parking area on Argyle Avenue, between 14th and 16th Street, some of the highest parking occupancy rates were observed and distinct weekday/weekend patterns were observed. As shown in **Figure 4**. During the week, the peak demand along Argyle Avenue was in the afternoon and on the weekend the peak occurred in the morning. Occupancy exceeded the functional capacity all day.



Figure 1 – Ambleside Commercial Area and Proposed Pay Parking Areas

Ambleside Parking Occupancy

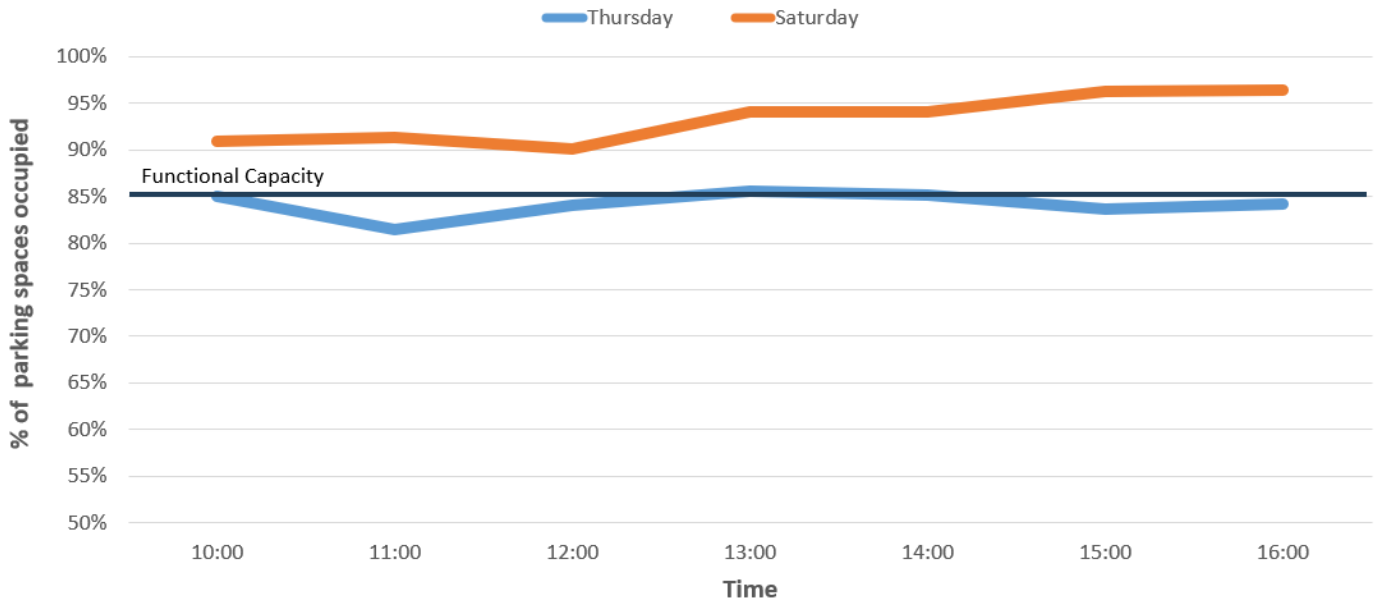
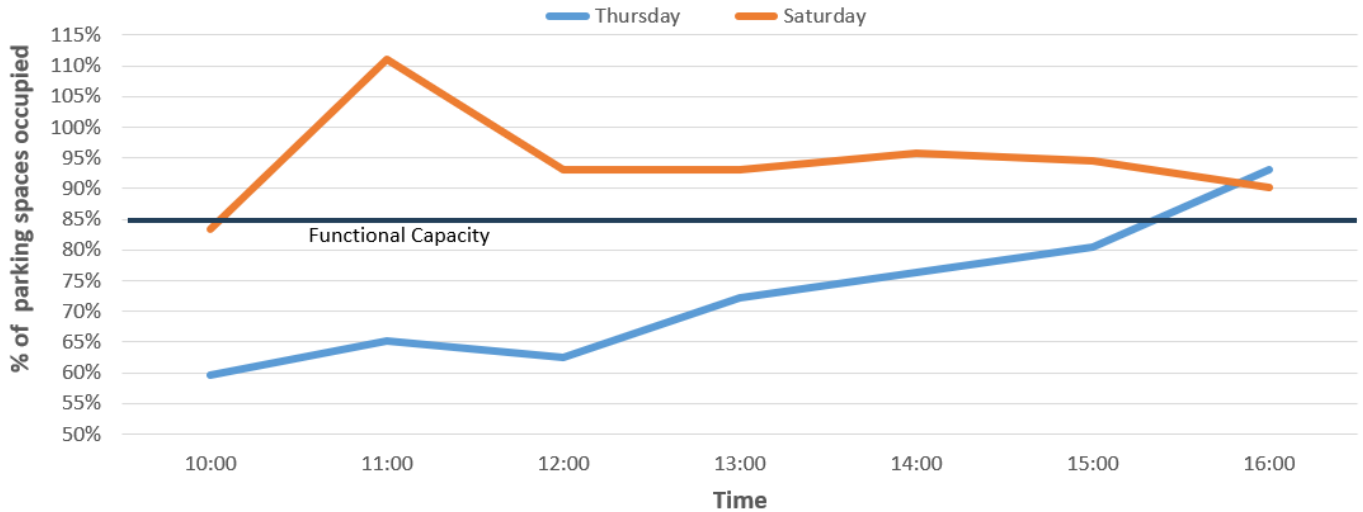


Figure 2 – Total Parking Occupancy in Ambleside Parking Collection Area



Figure 3 – Blocks in the Ambleside Study Area with Average Weekend Parking Utilization Less Than 85%

Argyle Ave 14th Street to 16th Street Parking Occupancy



Note - Parking exceeded capacity because some vehicles were in no parking areas and some were parked closer together than was assumed for the capacity calculation.

Figure 4 – Parking Occupancy on Argyle Avenue (Proposed Pay Parking Area)

Dundarave Summary

To understand the existing parking demand in Dundarave, parking occupancy counts were done on Thursday June 6, and Saturday June 8, 2024. **Figure 5** shows Dundarave commercial area in blue, the proposed Dundarave pay parking area in green, and the area where the parking occupancy data was collected.

Figure 6 shows that on both Thursday and Saturday, the observed average parking occupancy did not exceed 85% of capacity. 85% occupancy is considered the functional capacity which is the assumed occupancy level where it becomes difficult for drivers to find a suitable parking space and often end up circulating the parking area looking for a spot. It also accounts for poor parking or large vehicles taking more than one space.

While the function capacity was not exceeded for the whole study area, there were areas where the parking occupancy exceeded the functional capacity for most of the day, shown in Figure 7. The areas that exceeded the functional capacity were Marine Drive, 24th Street, and south Bellevue Ave, the areas closest to the commercial area or to Dundarave Park.

In the proposed pay parking areas on Bellevue Avenue, some of the highest parking occupancy rates were observed and distinct weekday/weekend patterns were observed. Shown in **Figure 8**, during the week, the peak demand along the Dundarave park frontage was around noon and the functional capacity was only exceeded around lunch time. On the weekend, the peak demand was in the afternoon and the functional capacity was exceeded all day.



Figure 5 – Dundarave Commercial Area and Proposed Pay Parking Area

Dundarave Parking Occupancy

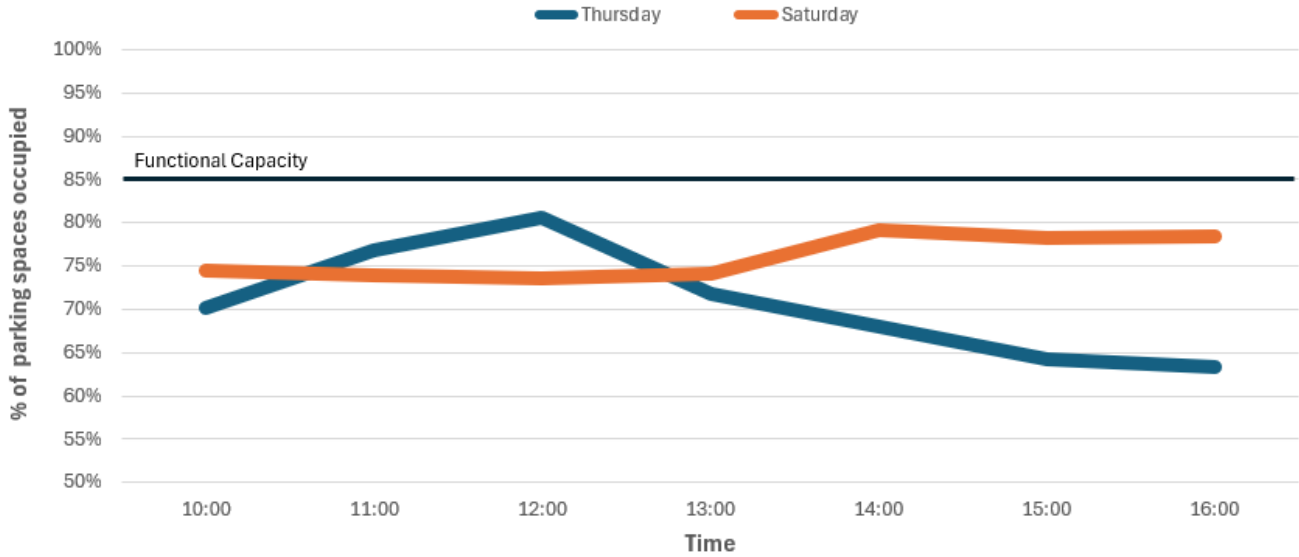


Figure 6 – Total Parking Occupancy in the Dundarave Parking Collection Area.

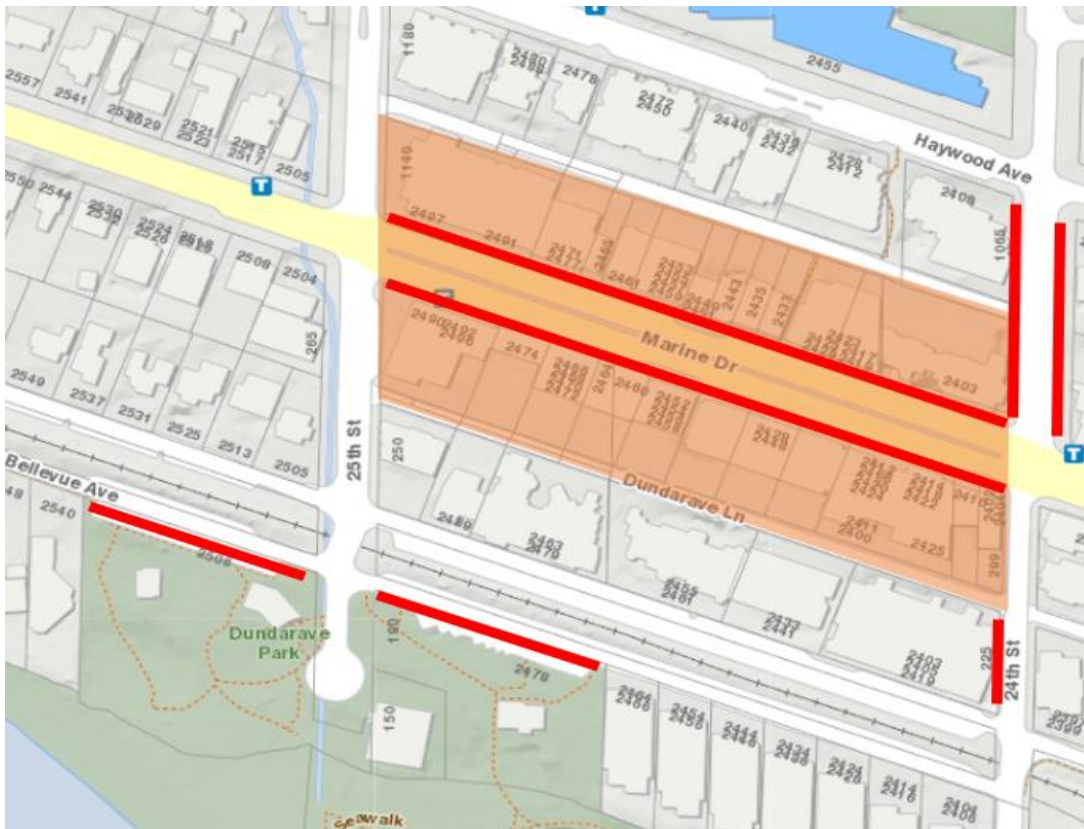
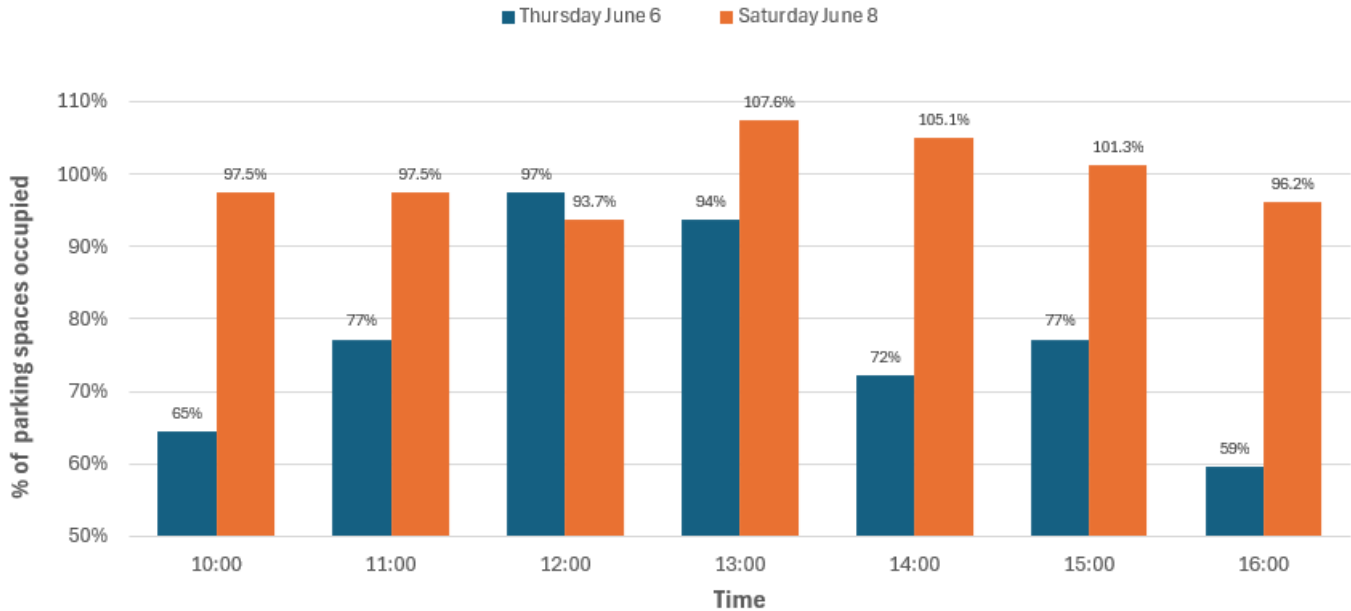


Figure 7 – Dundarave Parking Areas that Exceeded Functional Capacity for Most of the Day.

Parking Demand in Proposed Pay Parking Areas



Note - Parking exceeded capacity because some vehicles were in no parking areas and some were parked closer together than was assumed for the capacity calculation.

Figure 8 – Parking Demand Along Proposed Pay Parking Area on Bellevue Ave by Dundarave Park

Ambleside Dundarave Business Improvement Association Discussion

Consistent with Council’s September 23, 2024, direction, the following summarizes feedback obtained through a staff meeting with representatives from the ADBIA, regarding the potential pay parking program expansion into Ambleside, John Lawson, and Dundarave Parks:

- There is a perceived existing on-street parking shortage within commercial areas of both Ambleside and Dundarave.
- The impacts of this shortage are exacerbated by noncompliance and lack of enforcement of the existing parking restrictions.
- There is a concern that there is no excess capacity for increased on-street parking demands in future, regardless of the introduction of pay parking within adjacent parks. This could affect the financial well-being of businesses in the business district, hinder the ability to attract new high quality businesses and commercial tenants, and retain existing ones. The introduction of pay parking will increase competing demands for an already underserved on-street parking capacity.
- Were implementation of pay parking to be advanced, a phased, measured approach is preferred, beginning with Ambleside. There would be a desire to maintain open communications on a regular basis with the ADBIA to provide for a feedback loop, so any arising impacts could be monitored and managed in a timely manner.

Parking Policy Framework and Mitigative Measures

The development of residential permitting and a parking policy framework should be supported by a set of principles, as part of which, it is important to establish a broad philosophy for the purpose of which on-street parking is primarily intended for:

- ride share services (Uber, HandyDART, taxis, etc.)
- short term visitors
- customers (business areas)
- maintenance and repair services
- home shopping services and other delivery services (Canada Post, Amazon, UPS)
- food delivery services (Skip the Dishes, Uber Eats, etc.)
- storage of personal vehicles should be on site

Proposed Pay Parking Policy Framework Parameters

- Parking Restrictions – minimize variations
- Time Restrictions – 1 hour, 2 hours, or 3 hours
- Days of the Week – 7 days a week
- Time of Day – to consider business hours and enforcement hours
- Accessible Parking – minimum 1 per block face in commercial areas
- Loading Zones – 1 per block face in commercial areas if applicable, may affect available general purpose on-street parking spaces
- Resident Exemption Areas – residential areas within 200 m of commercial area or pay parking area
- Resident Exemption Permit Zones – permit based on block number
- Number of Permits – 1 resident and 1 visitor per street address
- Development Type:
 - Resident exemption permits are only be issued to single family or duplex homes Resident exemption permits are not issued in commercial areas mixed use areas within the commercial zones
- Permit Privileges – will exempt resident from time limit restrictions on their block, will not guarantee a parking space
- Permit Fee – should be set to recover administration costs
- Enforcement – enforcement to be done by District staff
- Violation Fines – increase fines for on-street parking violations recognizing the disparity between on-street parking fines in accordance the District’s Municipal Ticket Information System Implementation Bylaw No. 4383, 2004 and the Bylaw Notice Enforcement Bylaw No. 4368, 2004, and those fines associated with parking violations within District Parks pay parking programming areas.

Implementation

Should Council direct staff to proceed with implementation of phase two pay parking, there are a series of steps that need to be taken as considered earlier in this section of the report, namely:

- staff engage various landowners including Squamish Nation;
- develop a Parking Policy to support pay parking programming expansion and avoid and/or mitigate anticipated on-street impacts;
- amend the following District Bylaws:
 - Traffic and Parking Bylaw No. 4370, 2004
 - Municipal Ticket Information System Implementation Bylaw No. 4383, 2004
 - Bylaw Notice Enforcement Bylaw No. 4368, 2004

Once complete, an amendment to the District contract with the current operator will be required to formalize the contracted services for an expansion to the programming; this will be based on the existing established contract terms.

Finally, implementation of the expansion will need to be communicated to the public, while phase two is more complex, it is anticipated that the existing communications strategy will be relied upon and built out as necessary, as a basis for phase two programming outreach.

For reasons of resourcing demands and cost efficiencies, contracted services with a third party operator, clarity around public messaging, and in order to better understand and manage any resultant impacts arising from programming expansion, it is envisioned that implementation would be a coordinated “one step” approach (versus a phased approach).

5.2 Climate Change & Sustainability

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

5.3 Public Engagement and Outreach

To date, and as part of the approach to phase one of the pay parking programming implementation, Council directed staff that a public outreach “inform” approach be taken. Staff from Community Relations & Communications developed a communications strategy to guide the implementation phase of the new programming introduction. Communications tactics deployed as part of the strategy included site signage, a news post on the District website, social media, Pay Parking Program web page, media and two educational videos. This strategy was intended to ensure residents and visitors were informed and provided resources to successfully access the programming.

5.4 Other Communication, Consultation, and Research

As part of the communications strategy developed for the introduction and phase one implementation, staff from Community Relations & Communications and Bylaw & Licensing developed supporting procedures for responding to program enquiries, escalating operational concerns to the operator, and capturing feedback from park visitors. Now that programming has been introduced, response for day-to-day operational complaints and enquiries are intended to be directed and managed by the third party operator. Should phase two of the programming proceed, this will be particularly important as there is currently no internal administrative support resourcing allocated toward this function.

In connection to jurisdictional considerations as outlined in section 5.1 of this report, the District will need to engage various landowners including Squamish Nation, in order to advance implementation of pay parking within some of the parks considered as part of phase two programming.

Recognizing the complexity of some of the parks being considered as part of phase two programming expansion, including adjacent land use, hosted amenities, and various stakeholders, Council may wish to revise the current “inform” approach for public outreach; however, this may affect the timing of implementation.

6.0 Financial Implications

Initial net revenues for phase one of pay parking implementation from February to October 2024 is \$560,425; for comparison purposes, phase one consists of roughly 253 parking stalls.

Expansion of the pay parking program through implementation of phase two, would introduce additional revenue for the District with initial projected revenues as outlined within the Analysis section of this report, of \$1,052,500 per annum. Phase two consists of roughly 700 parking stalls.

Programming will be based on the current external operator and enforcement model, with additional programming costs anticipated to be negotiated with the current Parking Operator. Once a revised contract is negotiated, the District can finalize the projected revenue. The additional revenue projections are captured within the analysis section of this report and are subject to the evaluation conditions and limitations also as outlined within the section of the report.

As programming progresses and revenue data becomes available, the potential for revenue to be generated through pay parking will be better understood, allowing revenue projections to be relied upon with greater certainty.

Staff resourcing for internal program expansion planning and development, implementation, and administration is required. A temporary full time Parking Program Coordinator (or equivalent), to address these needs is recommended. Should implementation of expansion go ahead, it is also anticipated that funding to support additional enforcement and administrative resources may also be required; and funding for these personnel would be recovered through pay parking program revenue.

Currently, Council has directed that net revenues from the pay parking program be used for maintenance of the subject parks. Staff suggest that this mandate be broadened to include support for all of the District's Parks, Culture and Recreation programs, as this will help to reduce the need to levy taxes for these programs.

7.0 Options

7.1 Recommended Option

THAT the Council report titled "Pay Parking Expansion" dated October 1, 2024, from the Director, Engineering & Transportation Services and the Deputy Municipal Manager / Director, Parks, Culture & Community Services, be received for information;

THAT net revenues from this program be used to support District Parks, Culture, and Community Services;

THAT staff be directed to hire a temporary full time Parking Program Coordinator to support the administration, planning, implementation, and program development, to be funded by the revenue generated through pay parking programming; and

THAT staff be directed to proceed with phase two pay parking by moving forward with the following next steps:

1. staff engage various landowners in order to advance phase two pay parking, this includes Squamish Nation, West Vancouver School District, and BC Hydro;
2. staff report back to Council with an update on the outcome of these discussions and to receive direction to confirm the timing and implementation of phase two pay parking programming;
3. staff report back to Council with a Parking Policy to support pay parking programming expansion based on the Parking Policy Framework Parameters;
4. staff prepare an update of the Districts applicable Bylaws in connection to on-street parking offenses and penalties for the purposes of pay parking programming enforcement; and
5. consistent with phase one pay parking programming, that staff proceed based on informing, rather than engaging with, the public.

7.2 Considered Options

Council may request further information or provide alternate direction (to be specified).

OR

THAT the Council report titled “Pay Parking Expansion” dated October 1, 2024, from the Director, Engineering & Transportation Services and the Deputy Municipal Manager / Director, Parks, Culture & Community Services, be received for information;

THAT net revenues from this program be used to support District Parks, Culture, and Community Services;

THAT staff be directed to hire a temporary full time Parking Program Coordinator to support the administration, planning, implementation, and program development, to be funded by the revenue generated through pay parking programming; and

THAT staff be directed to proceed with phase two pay parking on a phased park by park basis (to be specified _____), by moving forward with the following next steps, as described in the Council report titled “Pay Parking Expansion” dated October 1, 2024, from the Director, Engineering & Transportation Services and the Deputy Municipal Manager / Director, Parks, Culture & Community Services:

1. staff engage various landowners in order to advance phase two pay parking, this includes Squamish Nation, West Vancouver School District, and BC Hydro;
2. staff report back to Council with an update on the outcome of these discussions and to receive direction to confirm the timing and implementation of phase two pay parking programming;

3. staff report back to Council with a Parking Policy to support pay parking programming expansion based on the Parking Policy Framework Parameters;
4. staff prepare an update of the Districts applicable Bylaws in connection to on-street parking offenses and penalties for the purposes of pay parking programming enforcement; and
5. consistent with phase one pay parking programming, that staff proceed based on informing, rather than engaging with, the public.

OR

THAT the Council report titled "Pay Parking Expansion" dated October 1, 2024, from the Director, Engineering & Transportation Services and the Deputy Municipal Manager / Director, Parks, Culture & Community Services, be received for information;

THAT net revenues from this program be used to support District Parks, Culture, and Community Services;

THAT staff be directed to hire a temporary full time Parking Program Coordinator to support the administration, planning, implementation, and program development, to be funded by the revenue generated through pay parking programming; and

THAT staff be directed to proceed with phase two pay parking by moving forward with the following next steps:


1. staff engage various landowners in order to advance phase two pay parking, this includes Squamish Nation, West Vancouver School District, and BC Hydro;
2. staff report back to Council with an update on the outcome of these discussions and to receive direction to confirm the timing and implementation of phase two pay parking programming;
3. staff report back to Council with a Parking Policy to support pay parking programming expansion based on the Parking Policy Framework Parameters;
4. staff prepare an update of the Districts applicable Bylaws in connection to on-street parking offenses and penalties for the purposes of pay parking programming enforcement; and
5. ***staff be directed to conduct a District wide public consultation and engagement process via the Public Engagement Advisory Panel, and report back to Council for further direction on proceeding with phase two pay parking implementation.***

8.0 Conclusion

This report provides Council with an overview of phase two pay parking programming expansion into Cypress Falls Park, Seaview Walk, Ambleside Park including Argyle Avenue between 14th Street and 16th Street, John Lawson Park, and Dundarave Parks.

It highlights jurisdictional and land ownership associated with the various parking areas; considers potential impacts to adjacent residential and commercial areas, namely anticipated spillover effects, while providing a snapshot of existing on-street parking utilization in commercial areas; includes revenue projections – applying the same assumptions used in developing revenue projections for phase one; and considers potential next steps necessary to advance implementation.

Author:



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Coauthor:



Sue Ketler, DMM/Director, Parks, Culture & Community Services



District of West Vancouver

Fees & Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5396, 2025

Effective Date:

**Fees & Charges Bylaw No. 5334, 2024,
Amendment Bylaw No. 5396, 2025**

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District of West Vancouver

Fees & Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5396, 2025

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 provide for a \$0.00 fee for an annual pass within District Destination parks for Members of the Squamish Nation;

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 & Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5396, 2025.

Part 2 Severability

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

Part 3 Amendment of Regulations

- 3.1 The Fees and Charges Bylaw No. 5334, 2024 is amended by:

In Schedule G – Engineering & Transportation, Traffic and Parking subsection, replacing the row “Destination parks pay parking program implementation” with the following:

Destination parks pay parking program Implementation	\$3.75 per hour	\$3.75 per hour at the destination parks
	\$0.00 annual pass	annual pass eligibility for local resident annual pass eligibility for Members of Squamish Nation

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

ADBIA Parking Survey Report

Analysis of Community Responses on West Vancouver Parking Policies
 June 2022 | 140 Total Responses

Executive Summary

The ADBIA parking survey collected 280 responses from community members regarding proposed parking policies in West Vancouver's commercial districts. The survey requested community perspectives on both commercial area paid parking and tourism location paid parking proposals.

Key Findings: 70% of respondents opposed commercial area paid parking, while 25% expressed support. Business establishments showed lower average support scores for tourism location paid parking (3.68) on a 1-5 scale compared to residents (2.76-3.72). Multiple respondents mentioned enforcement of existing regulations as an alternative approach, with 15 distinct enforcement-related suggestions identified across responses.

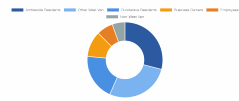
Stakeholder Survey Patterns

Stakeholder groups demonstrated different perspectives on parking proposals, with business owners and employees showing considerably different response patterns than residential respondents across all geographic categories.

Survey Demographics and Methodology



Respondent Categories (Corrected for Multi-Category Responses)



Respondent Classification

Note: Some respondents selected multiple demographic categories. The following analysis uses a hierarchy prioritization: Business Owner > Employee > Geographic District category to more accurately exclude groups for analysis purposes.

Respondent Category	Count	Percentage	Description
Ambleside Residents	79	28.2%	Primary Ambleside area residents
Other West Vancouver	75	26.8%	West Vancouver residents outside core areas
Dundarave Residents	64	22.7%	Primary Dundarave area residents
Business Owners	30	10.7%	Own businesses in survey areas
Employees	19	6.8%	Work in survey area businesses
Non-West Vancouver	15	5.4%	Residents of other municipalities
Unclassified	8	2.9%	No demographic category selected

Commercial Area Paid Parking Responses

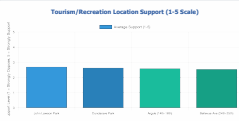


Respondents were asked: "In the future, would you support a paid parking system in the commercial areas of Ambleside and Dundarave if it had more available spaces and better parking management?"

Response	Count	Percentage
Yes	64	22.7%
No	164	58.6%
Unsure	52	18.7%

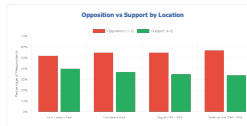
Tourism Location Paid Parking Analysis

The survey asked respondents to rate their support for paid parking at four tourism/recreation locations on a scale of 1 (do not support) to 5 (fully support), with the note that parking would be free for West Vancouver residents.



Average Support Scores by Location

Location	Average Score	Response Count	Oppose (1-2)	Support (4-5)
John Lawson Park	3.71	302	57%	4%
Dundarave Park	3.44	200	55%	5%
Argyle (4th-10th)	3.49	258	55%	5%
Bellevue Ave (24th-25th)	3.55	302	57%	5%



Qualitative Response Analysis

The survey included multiple open-ended comment fields. Analysis of these responses identified several recurring themes and concerns mentioned by respondents.

Enforcement-Related Comments

Fifteen distinct responses mentioned enforcement of existing parking regulations as an alternative or preferred approach. Examples include:

- "Let's actually start with that money current parking restrictions." - Survey Respondent
- "Better enforcement of parking rules." - Survey Respondent

Parking Displacement Concerns

Twenty responses expressed concerns about parking displacement effects.

"Not only pay parking will just turn the neighbourhoods close to the commercial areas of Ambleside and Dundarave into free parking lots as people will just seek a couple of blocks to avoid paying for parking." - Survey Respondent

LightHouse Park Refinements

Six responses specifically mentioned LightHouse Park in relation to parking issues. While this location is outside the immediate survey area, some respondents referenced it as an example of paid parking implementation effects. One respondent mentioned residential area impacts near LightHouse Park, asking changes to their street following paid parking implementation in that park.

Survey Findings Summary

Key Quantitative Patterns

- Commercial paid parking:** 25% opposition vs 25% support scores of respondents.
- Tourism location support:** Average support scores range from 3.68 to 3.72 on a 1-5 scale.
- Stakeholder differences:** Business owners and employees consistently showed lower support scores than residential groups.
- Geographic variation:** John Lawson Park received the highest average support score (3.72).

Key Qualitative Themes

- Enforcement alternatives:** 15 responses mentioned enforcement as a preferred approach.
- Displacement concerns:** 20 responses expressed concerns about parking displacement effects.
- Business impacts:** Multiple responses from business establishments about customer access concerns.
- Community character:** Several responses expressed concerns about accessibility and community character.

Key Finding

Different communities have taken different approaches to modifying parking fees in the summer under results covered by the summer results. Select the approach that you feel would be best for Ambleside and Dundarave.

- Charge increases 64%
- Charge the same or less 32%
- Charge more in the summer months 64%

Observations for Consideration

Stakeholder Perspective Differences

The survey data indicates that business establishments (owners and employees) consistently responded differently than residential groups across both commercial and tourism location parking questions. Business establishments showed lower support scores for tourism location paid parking and higher opposition rates for commercial area paid parking.

Enforcement Alternative Interest

The frequency of enforcement-related suggestions in open-ended responses (15 distinct mentions) suggests the approach has community interest. Respondents mentioned various enforcement approaches including increased staffing, technology solutions, and better monitoring of existing street limits.

Areas for Further Consideration

- Based on survey responses, stakeholders may wish to consider:
- The effectiveness of alternative enforcement of existing paid parking fees.
 - Methods to address parking volume concerns raised by multiple respondents.
 - Approaches that address tourism management with business accessibility.
 - Community engagement strategies that address the different perspectives of various stakeholder groups.

Survey Limitations

This analysis reflects the perspectives of survey respondents and may not represent the views of all community members. The survey was conducted during the summer months (June-July) and varying response rates by stakeholder group may have influenced results. Additional surveying may benefit from additional community input and stakeholder consultation.

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