

 Director	 Municipal Manager/Deputy Municipal Manager
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<u>COUNCIL AGENDA</u>	
Date: <u>October 20, 2025</u>	Item: <u>5.1.</u>



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

# COUNCIL REPORT

Date:	October 6, 2025
From:	Emily Willobee, Senior Manager, Engineering Services
Subject:	Proposed “Fees and Charges Bylaw 5334, 2024 Amendment Bylaw 5415, 2025” and “Fees and Charges Bylaw 5383, 2025 Amendment Bylaw 5414, 2025” (Ambleside Park parking fee adjustments)
File:	1700.09

## RECOMMENDATION

THAT

1. The proposed “Fees and Charges Bylaw 5334, 2024, Amendment Bylaw 5415, 2025” (Ambleside Park parking fee adjustments) be read a first, second and third time; and
2. The proposed “Fees and Charges Bylaw 5383, 2025, Amendment Bylaw 5414, 2025” (Ambleside Park parking fee adjustments) be read a first, second and third time.

### 1.0 Purpose

This report responds to Council’s direction to bring forward bylaw amendments as needed to adjust the fees for pay parking in Ambleside Park to a seasonal rate of \$1.85 per hour (excluding taxes and fees) until May 31, 2026. This rate would translate to a \$2.50 per hour (including taxes) for visitors to Ambleside Park.

The report includes proposed bylaw amendments to the “Fees and Charges Bylaw 5334, 2024” and “Fees and Charges Bylaw 5383, 2025” that are needed to bring this rate into effect.

### 2.0 Legislation/Bylaw/Policy

**Fees and Charges Bylaw 5334, 2024** and **Fees and Charges Bylaw 5383, 2025** establish District fees and charges for services and information, including hourly and annual pass rates for destination parks pay parking program.

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.

### **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 (OCP) contain 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**

Gross revenue projections for pay parking in Ambleside Park were provided to Council at the regular meeting on July 7, 2025, in a staff report titled "Pay Parking Update" dated June 23, 2025. They are provided again below.

Also provided in this section is the projected revenue impact of the proposed hourly parking rate reduction for Ambleside Park, and a summary of the programming adjustments made in the last year that may impact the overall accuracy of these revenue projections for the District's pay parking program.

#### Initial Ambleside Park revenue projections

The projected annual gross revenue for Ambleside Park implementation was approximately \$596,000 and does not account for a management fee to the contracted service provider. The projections reflected that approximately 78 parking stalls in Ambleside Park fall within Squamish Nation's Capilano Reserve 5 land, and analysis assumes no District revenue for any parking spaces located within Capilano Reserve 5.

The revenue projection reflected the best available information at the time they were generated in fall 2024. The estimates were intentionally conservative and relied on similar assumptions to the pre-implementation revenue projections made for Phase 1 (Lighthouse, Nelson Canyon, Whytecliff parks). They assumed that a pay parking program for Ambleside Park would be implemented in a manner consistent with previous parks. Projections did not account for potential impact 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).

Adjusted revenue projections with proposed rate change

The current hourly rate for pay parking in District parks is \$3.75 per hour (excluding taxes and fees). Should Council approve the proposed bylaw amendments to reduce rates to \$1.85 per hour (excluding taxes and fees), the new rate would result in a revised projected annual revenue of \$293,000. The expected financial impact is an approximate \$303,000 (51%) reduction in projected annual revenues.

The financial impact will be less if this revised rate is in place for Ambleside Park only during winter months. If the rate reverts to a higher summer seasonal rate of \$3.75 per hour after May 31, 2026, and remains at that rate until end of September, then the projected annual program revenues for Ambleside Park result in approximately \$394,000 in projected annual revenue (34% reduction).

For 2025, the proposed reduction in hourly parking rates may impact the budget, as the underlying assumptions used in establishing the budget was based on the original hourly rate. Staff will monitor parking revenue numbers closely.

Impact of recent programming changes on revenue projections

This revised revenue projection is derived from the initial revenue projections above, as this is still the best available information. However, several changes to programming have been introduced since the original financial projections were calculated in fall 2024. Examples include the reduction of resident pass from \$20 to \$0, and the introduction of exemptions for District volunteers, people whose vehicles have veterans and Memorial Cross license plates, and people who display a valid accessible parking placard. Council has also provided support for a no cost annual pass for Members of Squamish Nation. The bylaw amendment to implement this annual pass is forthcoming and is expected to be adopted once an administrative approach has been established with Squamish Nation.

Furthermore, staff are also working to respond to Council direction to investigate a community partner pass option, which would be intended to reduce the financial impact on staff and volunteers of eligible non-profit organizations that activate community programming in Ambleside Park (e.g. non-profit sports organizations, including Hollyburn Sailing Club).

This series of program adjustments make it increasingly difficult to rely on the accuracy of revenue projections for pay parking in Ambleside Park. Each fee adjustment and exemption approved by Council will have had a financial impact that is not necessarily reflected in the revenue projections for the program.

For this reason, staff have recommended that Council adopt the proposed hourly rate adjustment for an interim seasonal period, ending May 31, 2026. Staff are scheduled to report back to Council in spring 2026 with a 6-month update on the Ambleside Park pay parking program implementation.

With that report, staff can plan to provide updated financial projections that more accurately reflect recent policy adjustments and that are based on actual program revenues for the first six months of Ambleside Park implementation.

## 5.0 Background

### 5.1 Previous Decisions

Council at its **October 14, 2025, Closed meeting** passed the following resolutions:

*THAT*

- 1. staff negotiate with Impark to install a limited number of physical pay stations in Ambleside Park and provide Council with an update on pay station usage as part of the 6-month implementation update for Ambleside Park; and*
- 2. this decision be released for public information.*

*THAT*

- 1. staff expediently prepare bylaw amendments as needed to provide a seasonal hourly rate for pay parking in Ambleside Park to \$2.50/hour (effective as soon as possible) including taxes*
- 2. the amended seasonal hourly rate be in place for a period that ends May 31, 2026;*

3. *staff provide an update on seasonal rate options with the 6-month implementation report for Ambleside Park pay parking program, providing an opportunity for Council to extend the rate beyond May 2026; and*
4. *this decision be released for information by forming part of a staff report in a forthcoming regular meeting.*

Council at its **October 6, 2025, regular meeting** passed the following resolution to extend pay parking exemptions to additional District volunteers:

*THAT "Pay Parking Exemption Policy 0198" and "Pay Parking Exemption Procedure 0199" as approved on March 31, 2025, be rescinded.*

*THAT proposed "Pay Parking Exemptions Policy 0198" and proposed "Pay Parking Exemptions Procedure 0199" as attached to the September 16, 2025, report from the Senior Manager, Parks, be approved.*

*THAT proposed "Fees and Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5408, 2025" be read for a first, second, and third time.*

*THAT proposed "Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5411, 2025" be read for a first, second, and third time.*

Council at its **September 15, 2025, Closed meeting** directed staff to investigate and report back with options, such as a community partner pass, that reduce the impact of pay parking on volunteers and non-profits that support park activities and community programming in Ambleside Park. Council also directed that this decision be released for public information.

Council at its **July 7, 2025, regular meeting** passed the following resolution to extend annual pass eligibility to Members of Squamish Nation:

*THAT proposed "Fees & Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5396, 2025" (Squamish Nation Member annual pay parking pass eligibility) be read a first, second, and third time.*

*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.*

Council, at its **February 10, 2025, regular meeting** passed the following resolution to reduce the annual pass from \$20 to \$0:

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

Council at its **April 3, 2023, Closed meeting** passed 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.

## 5.2 History

The District's pay parking in destination parks program initially launched in February 2024. In accordance with Council's April 3, 2024, direction, the hourly parking rate for Destination Parks is established in the District's Fees and Charges Bylaw 5334, 2024 and Fees and Charges Bylaw 5383, 2025 as \$3.75 per hour.

As shown in the following table, when Parking Rights Tax (parking tax) and Goods and Services Tax (GST) are applied to this rate, the total sums at \$5.08 per hour. The rate is also then subject to a convenience fee of \$0.30 or \$0.35 (varies depending on chosen payment method), which is charged once per transaction.

**Table 1:** Fee breakdown of current hourly parking rate for Ambleside Park

Hourly Rate (per Fees & Charges Bylaw)	\$3.75
Parking Tax (29%)	\$1.09
GST (5% on hourly rate and parking tax)	\$0.24
<b>Subtotal per hour</b>	<b>\$5.08</b>
Transaction Fee (once per transaction, varies by payment method)	\$0.30 or \$0.35
<b>Total per hour</b> (including one time transaction fee, applies to first hour)	<b>\$5.38 or \$5.43</b>

In response to Council’s July 7, 2025, direction, the pay parking program for destination parks expanded to include Ambleside Park in September 2025.

## 6.0 Analysis

### 6.1 Discussion

Ambleside Park is characterized by a greater degree of complexity than other destination parks, as described in more detail in the report titled “Pay Parking Update” received by Council at the July 7, 2025, regular meeting. The park is home to a number of amenities and supports many waterfront and recreational activities. The park and associated sports fields are host to a 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.

Since pay parking was introduced in Ambleside Park in September 2025, staff and Council have fielded a large number of public enquiries and comments from residents and non-residents, as well as some members of the adjacent commercial and business community. Some park user groups, particularly sports field users, have expressed concern that the hourly cost for parking in Ambleside Park creates a financial barrier for non-residents who participate in and support activities that take place in Ambleside Park.

In response to that feedback, in an October 14, 2025, Closed meeting, Council directed staff to prepare bylaw amendments as needed to reduce hourly parking rates in Ambleside Park from \$3.75 per hour (excluding parking tax and GST) to \$1.85 (excluding parking tax and GST) until end of May 2026.

The enclosed proposed bylaw amendments to Fees and Charges Bylaw 5334, 2024, **Appendix A**, and Fees and Charges Bylaw 5383, 2025, **Appendix B**, are intended to achieve this result.

As shown in the table below, when tax is included, the rate of \$1.85 per hour translates to a subtotal of \$2.50 per hour for Ambleside Park. The rate is also subject to a convenience fee of \$0.30 or \$0.35 (varies depending on chosen payment method), which is charged once per transaction.

**Table 2:** Fee breakdown of proposed winter seasonal hourly rate for Ambleside Park

Winter Seasonal Hourly Rate (proposed)	\$1.85
Parking Tax (29%)	\$0.54
GST (5% on hourly rate and parking tax)	\$0.12
<b>Subtotal per hour</b>	<b>\$2.50</b>
Transaction Fee (once per transaction, varies by payment method)	\$0.30 or \$0.35
<b>Total</b> (including one time transaction fee, applies to first hour)	<b>\$2.80 or \$2.85</b>

The proposed seasonal rate for Ambleside Park is aligned with or is slightly less than winter seasonal rates found in comparable parks elsewhere in the region that also feature sports fields and waterfront access and are in close proximity to residential and commercial areas.

In the October 14, 2025, Closed meeting, Council also directed staff to include updated financial projections in the 6-month implementation update for Ambleside Park, which is expected in spring 2026. At that time and with that additional information, Council could revisit its approach to hourly parking fees for Ambleside Park.

Residents of West Vancouver remain eligible for a \$0 annual parking pass.

## 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.

Spillover parking challenges, however, can increase the amount of time that vehicles spend circling the block to look for a parking space. The benefits of pay parking tools are best achieved in context of a broader parking and transportation demand management strategy.

### 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 and stakeholders, until Council provides alternate direction.

To keep public and stakeholders informed, staff from Community Relations & Communications developed a communications strategy to guide the implementation at each phase of the program expansion:

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

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

### 6.4 **Other Communication, Consultation, and Research**

Some of the parks considered for 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.

Ambleside Park is one of these parks. 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.

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

The recommendations included with this report are informed by research into pricing of pay parking at similar destination parks in the Metro Vancouver region.

## 7.0 Options

### 7.1 Recommended Option

THAT

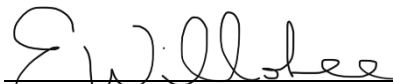
1. The proposed "Fees and Charges Bylaw 5334, 2024 Amendment Bylaw 5415, 2025" (Ambleside Park parking fee adjustments) be read a first, second and third time; and
2. The proposed "Fees and Charges Bylaw 5383, 2025 Amendment Bylaw 5414, 2025" (Ambleside Park parking fee adjustments) be read a first, second and third time.

This proposed seasonal rate for Ambleside Park is aligned with or is slightly less than winter seasonal rates found in comparable parks elsewhere in the region that also feature sports fields and waterfront access and are in close proximity to residential and commercial areas.

### 7.2 Alternate Options

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

Author:



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Emily Willobee, Senior Manager, Engineering Services

Concurrence:



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Chrystal Boy, Deputy Director, Financial Services

Appendices:

Appendix A: Fees and Charges Bylaw 5334, 2024 Amendment Bylaw 5415, 2025

Appendix B: Fees and Charges Bylaw 5383, 2025 Amendment Bylaw 5414, 2025



District of West Vancouver

## **Fees and Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5415, 2025**

Effective Date:

District of West Vancouver

# **Fees and Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5415, 2025**

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District of West Vancouver

# **Fees and Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5415, 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 establish an hourly pay parking fee for Ambleside Park of \$1.85 per hour until May 31, 2026;

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

## **Part 1 Citation**

- 1.1 This bylaw may be cited as Fees and Charges Bylaw No. 5334, 2024, Amendment Bylaw No. 5415, 2025.

## **Part 2 Severability**

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

### Part 3 Amendment of Regulations

3.1 Fees and Charges Bylaw No. 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	\$1.85 per hour in Ambleside Park	\$1.85 per hour applies in Ambleside Park until May 31 2026
	\$3.75 per hour	\$3.75 per hour applies at all destination parks where pay parking is in place
	\$0.00 annual pass	annual pass eligibility for local resident

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



District of West Vancouver

# **Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5414, 2025**

Effective Date:

District of West Vancouver

# **Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5414, 2025**

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District of West Vancouver

## **Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5414, 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 establish an hourly pay parking fee for Ambleside Park of \$1.85 per hour from January 1, 2026 until May 31, 2026;

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

### **Part 1 Citation**

- 1.1 This bylaw may be cited as Fees and Charges Bylaw No. 5383, 2025, Amendment Bylaw No. 5414, 2025.

### **Part 2 Severability**

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

### Part 3 Amendment of Regulations

3.1 Fees and Charges Bylaw No. 5383, 2025 (adopted on September 15, 2025), 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	\$1.85 per hour in Ambleside Park	\$1.85 per hour applies in Ambleside Park from January 1 2026 to May 31 2026
	\$3.75 per hour	\$3.75 per hour applies at all destination parks where pay parking is in place
	\$0.00 annual pass	annual pass eligibility for local resident

READ A FIRST TIME on [Date]

READ A SECOND TIME on [Date]

READ A THIRD TIME on [Date]

ADOPTED by the Council on [Date].

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Mayor

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Corporate Officer