Pay Parking Expansion

Jenn Moller, Director, Engineering & Transportation Services

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Presentation Outline

1. Background

2. Park Expansion Overview

3. Implementation Evaluation and Projections

4. Challenges

5. Recommendation & Considered Options

1 Background

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Phase 1 Overview

Parks
- Lighthouse   82 stalls
- WhyteCliff   129 stalls
- Nelson Canyon   <u>42 stalls</u>
  - **Total   253 stalls**

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

Revenue (Gross)
- February – September 2024   **$560,425**

Feedback and Challenges
- administrative/customer service concerns (operator)
- cost and payment
- equitable access
- privacy concerns
- operational (bylaws, cell service coverage)
- exemption requests (October 7, 2024, Council Direction)
- no designated internal resourcing to support programming

April 8, 2024, Closed meeting

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.

2 Park Expansion Overview

Considered Pay Parking Expansion Parks

Ambleside Park, including 14th to 16th Street

- jurisdictional considerations
- **513** parking stalls

John Lawson Park

- jurisdictional considerations
- **71** parking stalls

Dundarave Park

- **84** parking stalls

Cypress Falls Park

- jurisdictional considerations
- **24** parking stalls

Seaview Walk Parking Lot

- **9** parking stalls

3 Implementation Evaluation and Projections

Evaluation Conditions and Limitations

- no available parking utilization data

- resident to non-resident ratios are assumed at 40% assuming all expanded locations generate significant usage by non-resident visitors

- parking layouts or the efficiency of traffic movements and circulation not considered

- options for variable parameters such as resident versus non-resident fees, fee schedules, and management options have been assumed

Revenue Projections

- the revenue projection tables have data calculated based on an annual or 52-week basis programming format

- management fee to include operational and enforcement costs same as phase 1 of the pay parking program

- in house staff resourcing for program coordination and administration not included

	Number of stalls	Annual Gross 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

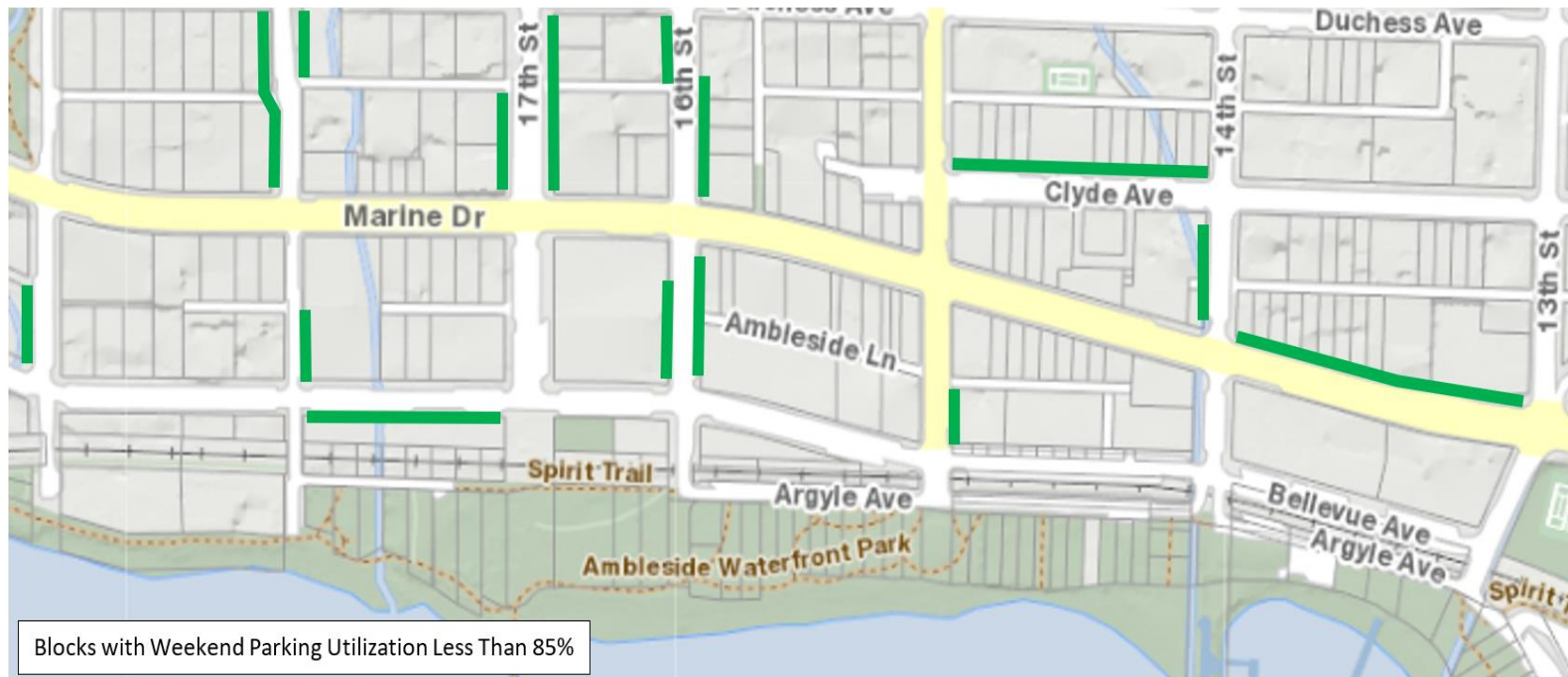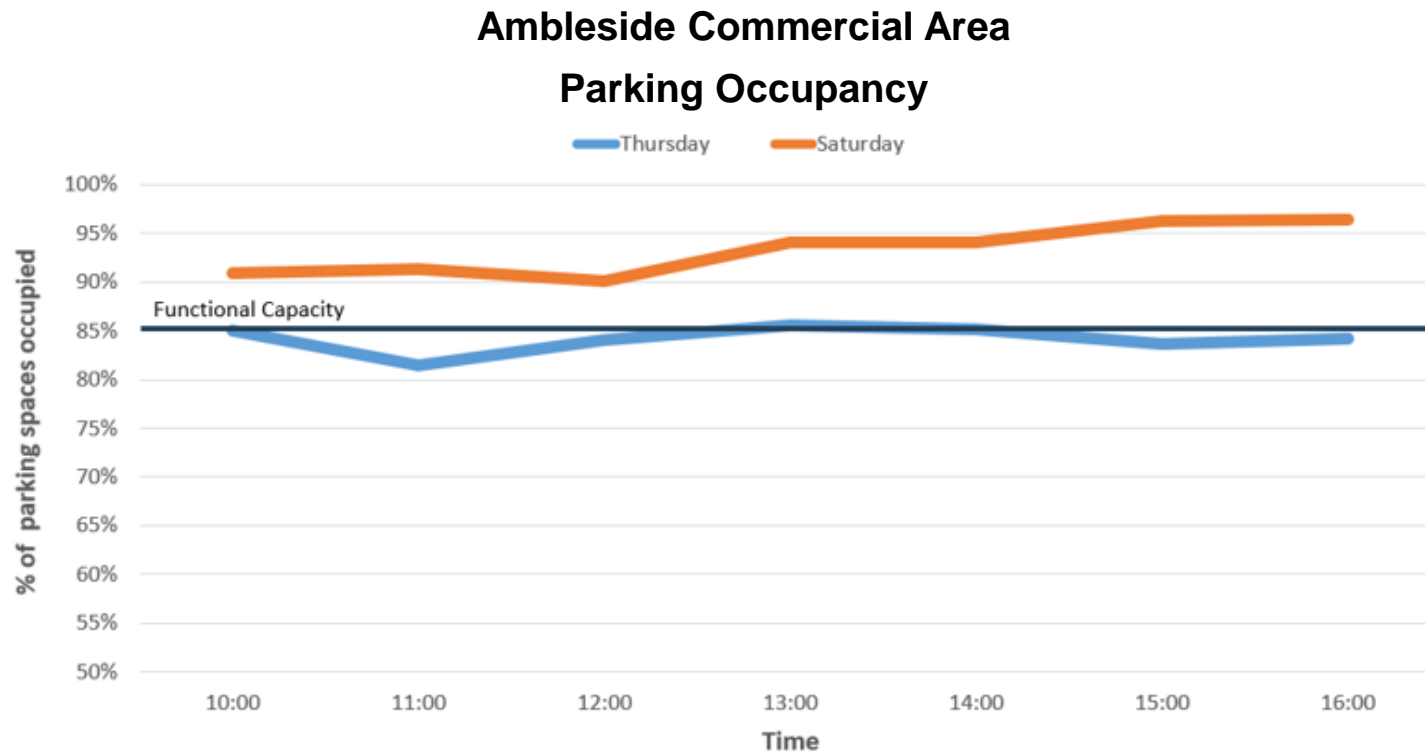**4** **Challenges**

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Existing Parking Occupancy and Demand

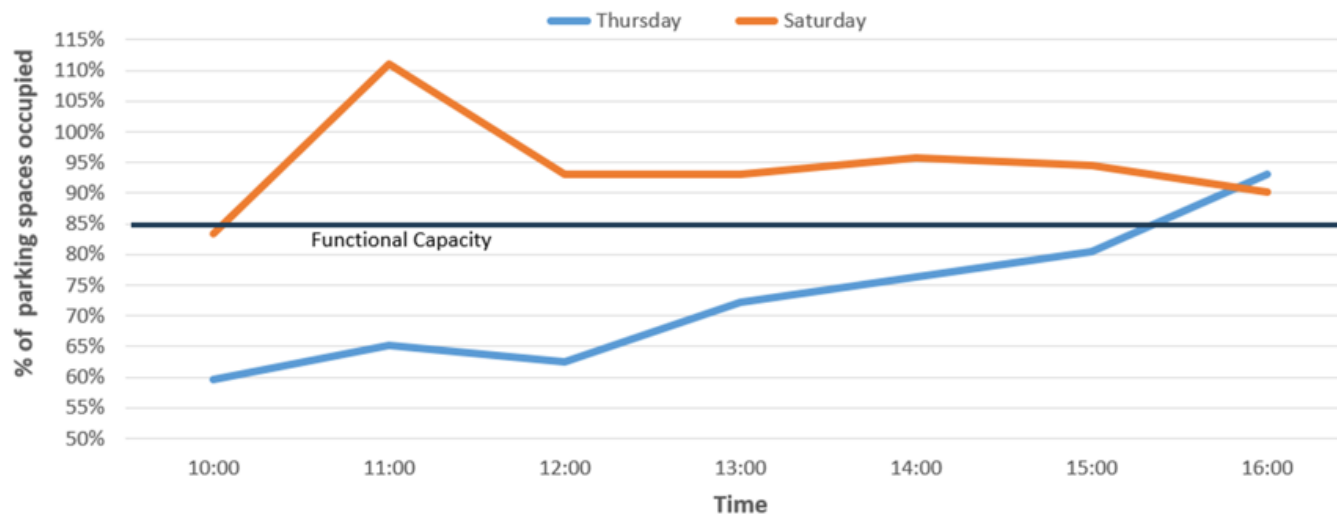- blocks in the Ambleside study area with average weekend parking utilization less than 85%

Blocks with Weekend Parking Utilization Less Than 85%

Existing Parking Occupancy and Demand

Ambleside Commercial Area

Parking Occupancy

Existing Parking Occupancy and Demand

Argyle Avenue 14th 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.

Existing Parking Occupancy and Demands

Dundarave Commercial Area and Proposed Pay Parking Area

Parking Occupancy

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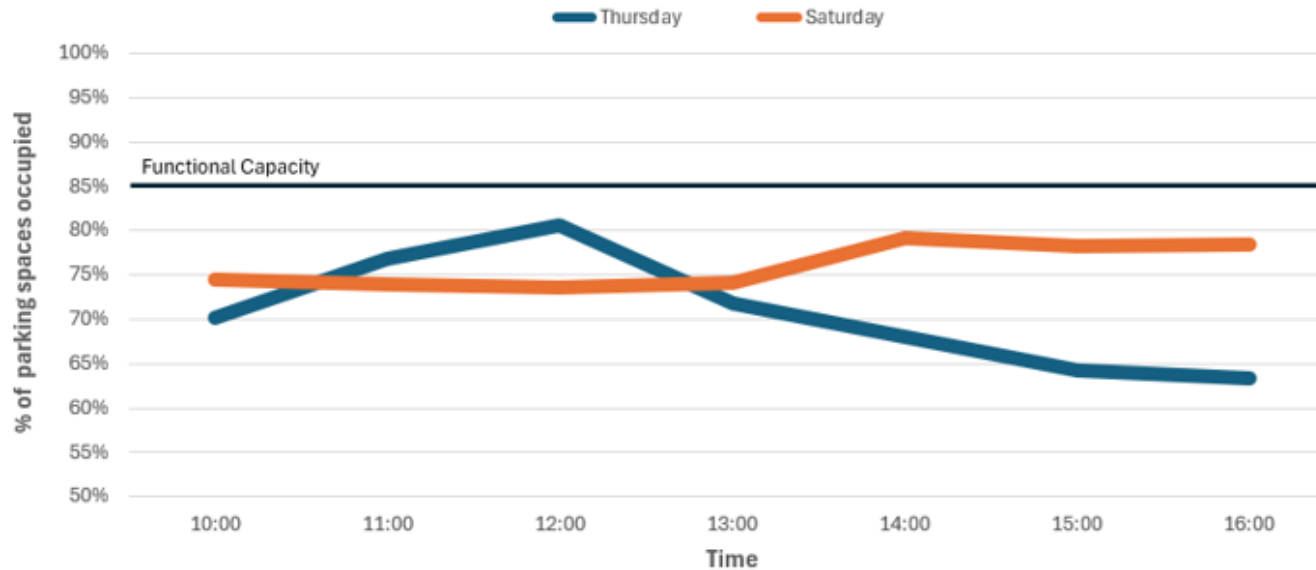
Spillover

Ambleside Commercial Area and Proposed Pay Parking Areas

Spillover

Dundarave Commercial Area and Proposed Pay Parking Area

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Mitigative Measures

Parking Policy Framework

- ✓ establish on-street parking purpose and principles
- ✓ parking restrictions
- ✓ time restrictions
- ✓ on-street parking intended use (loading zones, residential, accessible, etc.)
- ✓ exemptions & residential permit zones
- ✓ bylaws and enforcement

5 Recommendation & Considered Options

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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.

Considered Options

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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:

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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.*

Thank You!
Questions?

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