

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

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

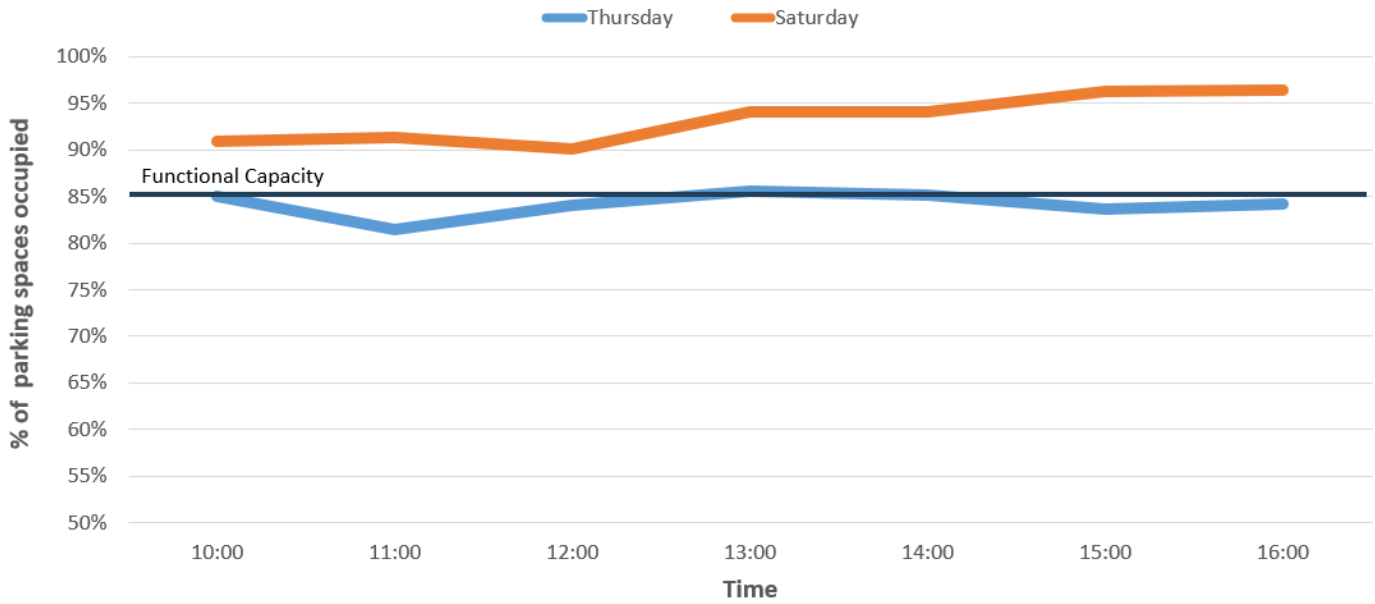
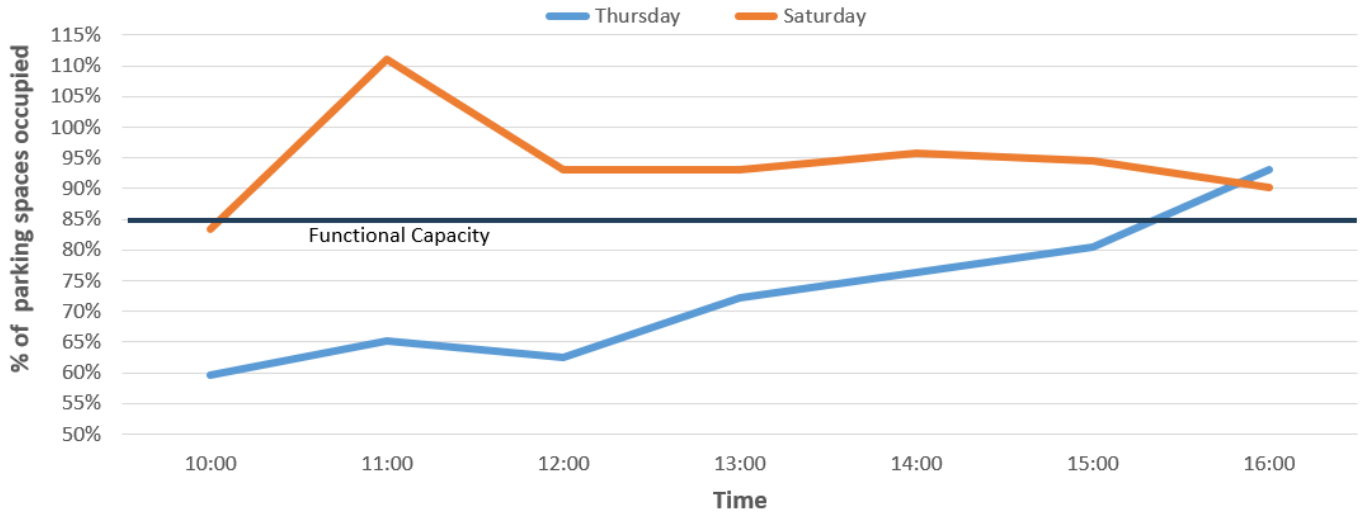


Figure 2 – Total Parking Occupancy in Ambleside Parking Collection Area



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

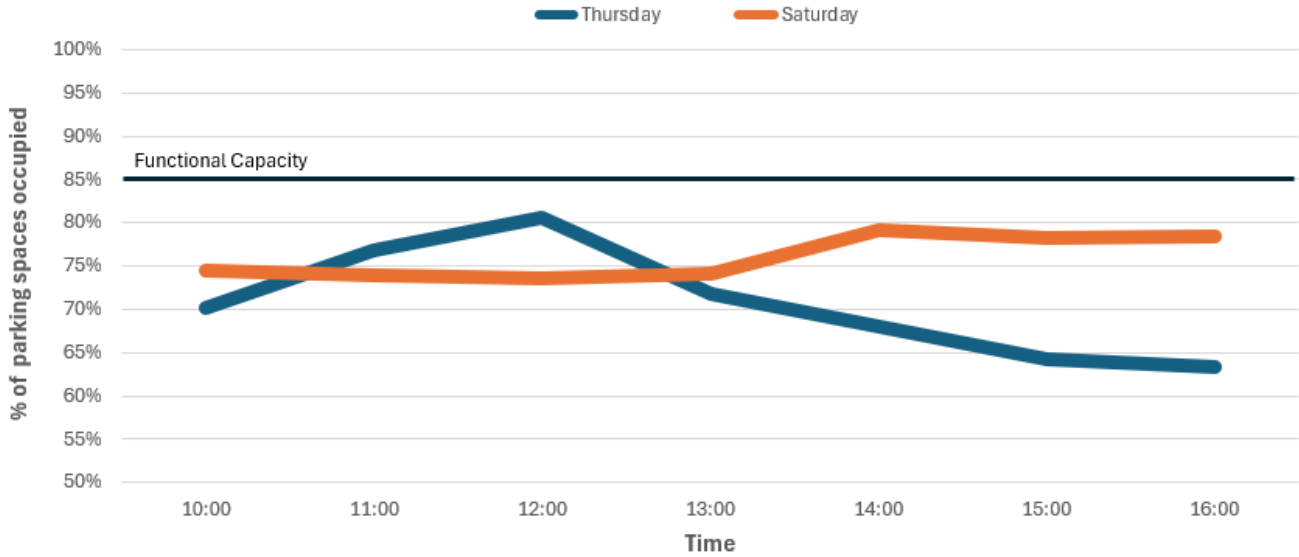


Figure 6 – Total Parking Occupancy in the Dundarave Parking Collection Area.

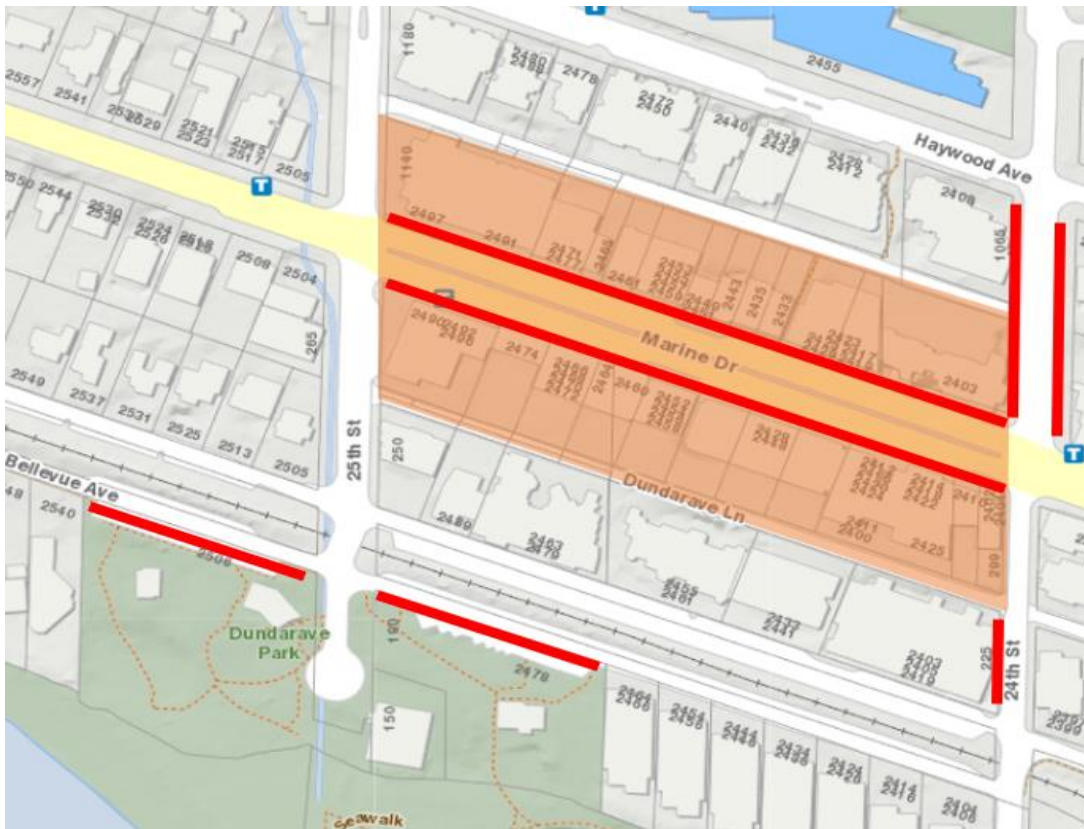
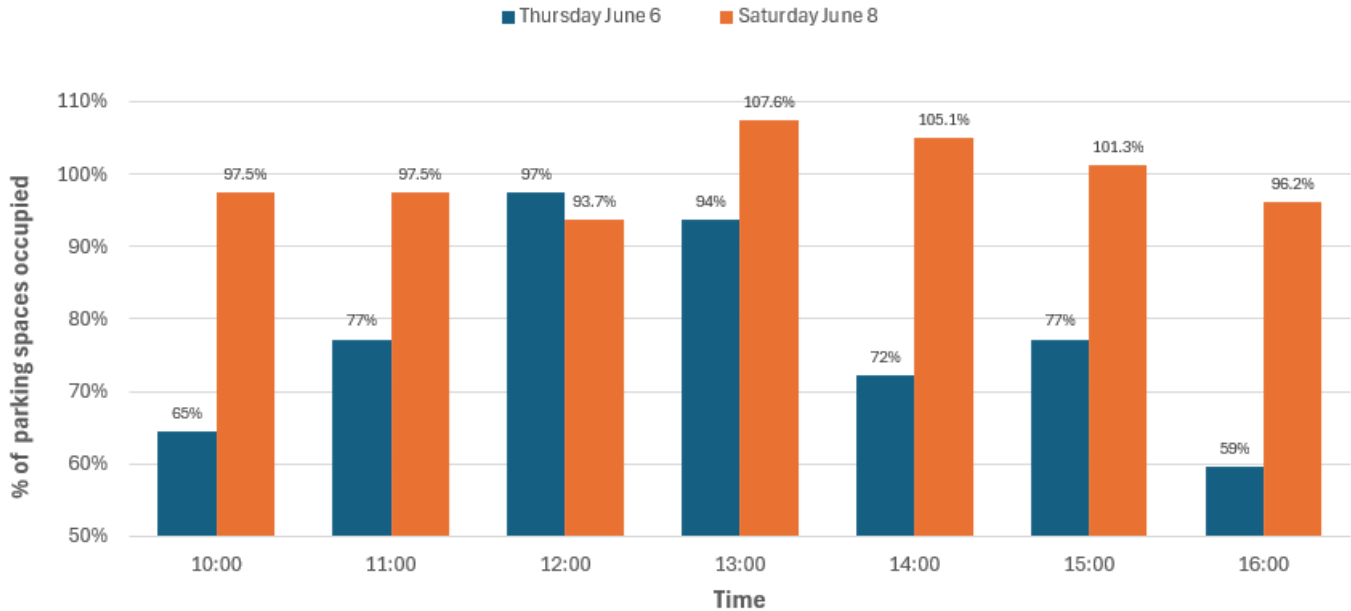


Figure 7 – Dundarave Parking Areas that Exceeded Functional Capacity for Most of the Day.

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 Park. 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.

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