

Considered at the March 31, 2026, SPC meeting

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City of Port Moody

Strategic Priorities Committee

Date: March 31, 2026
 Submitted by: Engineering and Operations Department – Infrastructure Engineering Services Division
 Subject: 2026 Pay Parking Program Update

Purpose

To recommend changes to the Pay Parking Program, including updates to pay parking rates, locations, and information on resident parking passes.

Recommended Resolution(s)

THAT staff proceed with the pay parking fee structure as recommended in the report dated March 31, 2026, from the Engineering and Operations Department – Infrastructure Engineering Services Division regarding 2026 Pay Parking Program Update;

AND THAT staff initiate an amendment to City of Port Moody Fees Bylaw, 2025, No. 3435 with the recommended on-season and off-season pay parking rates.

Executive Summary

The City implemented pay parking in September 2024 at five locations as a parking management tool to encourage parking turnover and maintain a functional level of parking availability. Parking data from the Pay Parking Program has been available since its launch in September 2024. After one year of the program, parking data was analyzed and presented to Council as an update on the Pay Parking Program. The update provided an overview of the average parking demand at each location, the annual revenue generated from the program, and information on future investigations into pay parking customer origin and potential expansion of the pay parking program to other areas. Council directed staff to report back on pay parking customer origin, proposed changes to pay parking rates, investigation into options and costing for a resident parking pass, and investigation into additional pay parking areas.

To determine pay parking customer origin, a data request of was submitted to ICBC to retrieve the postal codes associated with a sample of 3,149 licence plates that were registered for pay parking over four sample days in the on- and off-season period – the majority of the licence plates collected were from parking lots at Rocky Point Park and its vicinity. The sample data identified 15% of licence plates registered to Port Moody addresses in the off-season, and 10% in the on-season.

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Based on parking data observations, the following changes to the pay parking times and rates are proposed:

- Delayed start of pay parking hours to 9am across all locations
- Extension of the on-season dates to April 1 to September 30
- Introduction of an on-season first-hour rate of \$1.50 at Rocky Point Park, Murray Street, and Esplanade Avenue
- Increase of on-season rate at Rocky Point Park to \$3.75, after the first hour
- Introduction of an off-season first-hour free rate at Rocky Point Park, Murray Street, and Esplanade Avenue
- Decrease of hourly rate at Suter Brook Village to \$2.00
- Decrease of hourly rate at Ungless Way to \$1.50

Regarding the investigation into options for a resident parking pass, the pay parking user origin suggests that Port Moody residents are approximately 15% of pay parking users in the off-season and 10% of pay parking users in the on-season. As Port Moody residents are estimated to contribute to approximately 12% of annual pay parking revenue, a resident parking pass could be offered at an annual cost and allow for additional revenue to be generated by sale of annual resident parking passes and/or increased pay parking rates paid by non-local visitors.

Following an assessment of parking conditions on St. Johns Street, Clarke Street, Murray Street, and Inlet Field, high weekday and weekend parking demand was observed in segments on St. Johns Street and Clarke Street. To manage parking demand, pay parking could be extended to St. Johns Street, between Queens Street and Moody Street, and Buller Street to James Road, and on Clarke Street between Queens Street and Moody Street.

Background

The Pay Parking Management Policy (**Attachment 1**) was approved on July 9, 2024. The policy describes how pay parking is to be used as a parking management tool in the City and aims to encourage parking turnover and maintain a functional level of parking availability. The following goals of the Pay Parking Program are identified in the policy:

- achieve an 85% peak daytime occupancy rate by encouraging parking turnover and availability to support businesses and visitors;
- encourage use of alternative (low carbon) modes of transportation; and
- generate revenue.

In September 2024, the City initiated the Pay Parking Program in five areas: Rocky Point Park (multiple lots), Esplanade Avenue, Murray Street, Suter Brook Village, and Ungless Way, with the exact locations and rates detailed in **Attachment 2**.

After one year of the pay parking program, staff prepared an update to Council, including an evaluation of parking data and recommendations to inform the next steps. At the Strategic Priorities Committee meeting held on November 18, 2025, Council passed the following resolutions:

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SPC25/049-051 and 053

THAT staff be directed to report back with data on vehicle origin and with proposed changes to parking rates, times, and high/off-season dates with the goal to manage parking occupancy targets at all current paid parking locations;

AND THAT staff be directed to report back on options for a resident parking pass for Rocky Point Park and other potential paid parking areas in the City, including:

- a low-cost flat rate and/or low-cost sliding scale parking pass option;
- the main parking lot, Murray and Esplanade; and
- increased parking rates for non-residents during the high-season;

AND THAT staff be directed to further investigate additional pay parking areas such as those identified as future parking study areas in the report dated November 18, 2025, from the Engineering and Operations Department – Infrastructure Engineering Services Division regarding the Pay Parking Program Update;

AND THAT staff be directed to report back to Council including bylaw infractions/overflow impacts by March 2026 earlier if possible.

This report provides a summary of the investigation into the origin of pay parking users, and recommendations for the program, including proposed adjustments to pay parking rates.

Discussion

As previously noted, pay parking was implemented at five locations in Port Moody in September 2024. After one year of the program's implementation, pay parking data was analyzed to understand the effects of pay parking on parking occupancy levels, average duration of stay, and parking turnover throughout the year. This data was presented to Council at the Strategic Priorities Committee meeting held on November 18, 2025, in a report titled Pay Parking Program Update (**Attachment 3**), which included general recommendations on potential adjustments for each parking location based on the occupancy data.

To inform decisions on adjustments to the pay parking fees, data on the origin of pay parking users was requested. This data would be used to estimate the percentage of pay parking users that are residents of Port Moody and would guide decisions on the introduction of a resident parking pass that would exempt residents from pay parking.

The pay parking service provider does not collect address information from users, and users are only required to enter their vehicle licence plate number when they are registering for parking. To determine vehicle origin, licence plates were analyzed.

Licence Plates

A data request was submitted to ICBC to retrieve the forward sortation area (FSA) indicated by the first three characters in a postal code from the licence plates associated with each transaction. A total of four days was included in the data request and included all pay parking locations. This included two days in the off-season (Saturday, February 8, 2025, and Tuesday, February 11, 2025) and two days in the on-season (Thursday, August 21, 2025, and Saturday,

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August 30, 2025). A total of 3,149 plates were assessed for these four days, with 87% of the plates associated with transactions at Rocky Point Park, Murray Street, or Esplanade Avenue. The data was returned in an aggregated format for all locations for each two-day period. The data identified 15% of licence plates registered to Port Moody addresses in the off-season, and 10% in the on-season.

It is important to note that as this data was presented in an aggregated format for each of the two seasonal periods, percentages of local to non-local vehicles in each pay parking location cannot be determined with this data. Future investigations into pay parking user origin can include larger samples of licence plates for individual locations.

Recommendations on Proposed Fee Structure

Based on the parking occupancy analysis, Rocky Point Park, Esplanade Avenue, and Murray Street continue to experience higher parking demand, with occupancy patterns remaining generally consistent following the implementation of pay parking. Both the weekday and weekend data showed similar peak periods around midday, with occupancy frequently approaching or slightly exceeding the 85% threshold. However, the off-season shows lower parking occupancy except in April, May, and September. Across all pay parking locations, occupancy data in the morning (prior to 9am) does not exceed 40% in the on- and off-season. When discussing parking occupancy trends at Rocky Point Park and the surrounding areas, Council raised questions regarding considerations for short-term parking uses and early-morning park users.

At Suter Brook Village, parking occupancy patterns remained the same for weekdays, with slightly lower utilization on weekends. However, based on seasonal variations, parking occupancy was generally below the 85% utilization threshold. Along Ungless Way, the parking occupancy levels declined substantially across all periods, with weekend occupancy rarely exceeding 20% and weekday occupancy remaining well below the 85% threshold for most of the day.

Based on these observations, the following changes to the pay parking times and rates are proposed:

- Delayed start of pay parking hours to 9am across all locations to support early-morning visitors and drop-off uses and align with the start of parking time regulations across the City
- Extension of the on-season dates to April 1 to September 30
- Introduction of an on-season first-hour rate of \$1.50 at Rocky Point Park, Murray Street, and Esplanade Avenue to support short-term parking and commercial uses
- Increase of on-season rate at Rocky Point Park to \$3.75, after the first hour
- Introduction of an off-season first-hour free rate at Rocky Point Park, Murray Street, and Esplanade Avenue to support short-term parking and commercial uses
- Decrease of hourly rate at Suter Brook Village to \$2.00
- Decrease of hourly rate at Ungless Way to \$1.50

The proposed pay parking rates and time periods are presented in Table 1.

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Considering a maximum stay of four hours, this proposed fee structure increases the hourly rate at Rocky Point Park from the current on-season hourly rate by \$0.69 and decreases the on-season hourly rate at Murray Street and Esplanade Avenue by \$0.25. In the off-season, the proposed fee structure decreases the hourly rate at Rocky Point Park, Murray Street, and Esplanade Avenue from the current off-season hourly rate by \$0.38.

Table 1: Proposed Pay Parking Rates and Times

	<u>Rocky Point Park</u>	<u>Esplanade Avenue</u>	<u>Murray Street</u>	<u>Suter Brook Village</u>	<u>Ungless Way</u>
On-Season Hourly Rate (April to September)	First hour \$1.50; \$3.75 per hour thereafter	First hour \$1.50; \$2.50 per hour thereafter		\$2.00	\$1.50
Off-Season Hourly Rate (October to March)	First hour free; \$1.50 per hour thereafter				
On-Season Pay Parking In Effect Hours	9am – 11pm	9am – 11pm	9am – 11pm	9am – 6pm	9am – 6pm
Off-Season Pay Parking In Effect Hours	9am – 7pm	9am – 7pm	9am – 7pm	9am – 6pm	9am – 6pm
Maximum Parking Duration	4 hours	4 hours	4 hours	2 hours	4 hours

Financial Projections

Considering the parking demand observed in the first year and the proposed decrease to the effective pay parking hours and the extension of the on-season period, staff have prepared a revenue estimate based on the proposed rates outlined above. Staff conservatively project an annual gross revenue (net of taxes) of approximately \$588,000, excluding annual operating expenses and associated tax remittances.

Based on the projected gross revenue (net of taxes) of \$588,000, and after deducting costs associated with credit card fees, vendor charges, and staffing (including one full-time Bylaw Officer and a 0.75 full-time equivalent Transportation Technician) the projected net revenue is estimated at approximately \$340,000. The revenue generated through the program is expected to be sufficient to cover the \$316,000 budgeted to mitigate tax increases in 2026, with remaining revenue to be used to support services utilized by parking customers.

Resident Parking Pass

The licence plate vehicle origin data suggests that Port Moody residents are approximately 15% of pay parking users in the off-season and 10% of pay parking users in the on-season. Of the \$581,000 of pay parking gross revenue received in the first year of pay parking, it can be estimated that approximately \$71,100 of revenue was generated from Port Moody residents. As noted above, pay parking revenue has been incorporated into the operating budget to mitigate tax increases in 2026, and the introduction of a resident parking pass that could potentially decrease the revenue generated from the program would require cost recovery through a flat-rate, annually charged resident parking pass, or increased pay parking rates.

In concept, a resident parking pass would be registered to vehicle's licence plates and exempt residents from pay parking, with time-limit restrictions still enforced. It is recommended that the pass would only exempt residents from pay parking in the Rocky Point Park, Murray Street, and

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Esplanade Avenue locations, in vicinity of Rocky Point Park, and pay parking in commercial areas such as Suter Brook Village and Ungless Way would still be in effect for all users. The proposed pay parking rates for Suter Brook Village and Ungless Way have been decreased to manage desired occupancy rates and benefit all pay parking users in these commercial areas. To enforce the resident parking pass and time-limit restrictions, Bylaw licence plate recognition systems have parking zones and exemptions identified as separate entities, which will allow enforcement to only occur in the Rocky Point Park, Murray Street, and Esplanade Avenue locations.

Per the Council motion, the resident parking pass could be offered at an annual flat-rate cost, or a sliding-scale cost. The sliding-scale cost of the parking pass could be determined with a similar process to the Leisure Access Card that is issued to qualifying residents for subsidized fees for recreation services and programs in the City.

At this time, staff have not made a recommendation on a resident parking pass and can report back with potential programs and implementation requirements if directed by Council.

Potential Additional Pay Parking Areas

- **Inlet Field Parking Lot**
Parking usage at the Inlet Field Park lot has been monitored before and after the implementation of pay parking in nearby areas. Findings indicate no significant spillover from pay parking zones. However, to strengthen enforcement of the existing three-hour time limit, staff recommend introducing a QR code registration system for licence plates. The Inlet Park Community Fieldhouse is currently under construction, with completion anticipated for summer 2027. As such, it is recommended to revisit the implementation of parking registration or investigation into expansion of pay parking to the Inlet Field Parking Lot after construction is completed.
- **Murray Street**
A preliminary assessment of parking conditions along Murray Street between the end of the existing pay parking area to the commercial parking east of Electronic Avenue were conducted on weekdays and a weekend day during daytime periods. Parking occupancy between the existing pay parking area and Electronic Avenue did not meet 85% on the weekday, but experienced higher occupancy rates on the weekend. The commercial parking east of Electronic Avenue showed occupancy rates of 85% and higher on both the weekend and weekdays. If pay parking were to be extended east of the existing pay parking on Murray Street, approximately 50 new pay parking spots would be added. With the same proposed fees and seasonal periods as the pay parking on Murray Street, staff conservatively estimate that pay parking expansion along Murray Street could produce an additional \$50,000 in annual revenue.

The construction of the Inlet Park Community Fieldhouse at 3024 Murray Street may include construction impacts and street parking restrictions on Murray Street. As such, it is recommended to revisit the expansion of the Murray Street pay parking area after construction is completed. Staff will further investigate occupancy levels following the completion of construction.

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➤ St. Johns Street

Preliminary assessments of parking conditions along St. Johns Street were conducted on both weekdays and weekends during daytime and evening periods between Kyle Street to Moody Street, and Buller Street to Golden Spike Way. Data indicate that parking occupancy regularly exceeds 85% throughout the daytime and evening periods, notably between Queens Street and Moody Street. High parking demand was observed between Buller Street and James Road during the daytime, with low demand in the evenings. To manage peak occupancy targets, pay parking could be expanded to St. Johns Street between Queens Street and Moody Street, and from Buller Street to James Road to add approximately 120 additional pay parking spots. The recommended rates would be similar to the existing off-season and commercial area rate of \$1.50 per hour, with pay parking hours of 9am-6pm. Staff conservatively estimate that pay parking expansion along St. Johns Street could produce an additional \$120,000 in annual revenue. The expansion of the pay parking program to St. Johns Street may result in overflow impacts to residential side streets. Should Council proceed with expansion of the pay parking areas to St. Johns Street, staff would monitor overflow impacts on side streets from St. Johns Street to St. George Street.

➤ Clarke Street

Preliminary assessments of parking conditions along Clarke Street between Elgin Street and Moody Street were conducted on both weekdays and weekends during daytime and evening periods. Parking occupancy rates exceeded 85% during both weekdays and weekends, notably between Queens Street and Moody Street, with noticeably lower occupancy during evening hours across all segments. To manage peak occupancy targets, pay parking could be expanded to Clarke Street between Queens Street and Moody Street to add approximately 100 additional pay parking spots. Similar to St. Johns Street, the recommended rates would be similar to the existing off-season and commercial area rate of \$1.50 per hour, with pay parking hours of 9am-6pm. Staff conservatively estimate that pay parking expansion along Clarke Street could produce an additional \$100,000 in annual revenue. Similar to St. Johns Street, overflow impacts to the side streets would be monitored if pay parking is implemented on Clarke Street.

Staff have not made a recommendation on expansion of pay parking areas, but both St. Johns Street and Clarke Street are viable candidates for pay parking – if Council directs, staff can report back with a more detailed implementation plan for consideration on these streets.

Overflow Impacts and Bylaw Infractions

Following Council direction, parking-related Bylaw infractions before and after the implementation of pay parking were examined. This data was requested to help identify overflow impacts to areas surrounding the pay parking areas. Data on Noons Creek Drive and Newport Drive were requested, and staff expanded the search to include other potential overflow locations such as Knowle Street, Klahanie Drive, Clarke Street, and St. Johns Street.

Data from 2023 (pre-pay parking) and 2025 (post-pay parking) was retrieved from the Bylaw ticketing application. This data is presented in Table 2. The two areas with increased parking-related Bylaw infractions after the implementation of pay parking are Noons Creek Drive and Newport Drive.

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It is important to note that this data cannot be used to establish impacts directly related to the implementation of pay parking, as other factors such as increased amount of Bylaw enforcement due to an increase in staffing and licence plate recognition technology occurred in 2025. Additionally, the Bylaw ticketing application employs various forms of location input, meaning that there is a potential that all infractions related to an area were not captured in the search results of the area name. Staff will continue to monitor potential overflow impacts nearby existing pay parking areas.

Table 2: Parking Related Bylaw Infractions in Surrounding Areas Before and After Pay Parking

Area	Parking Infractions in 2023	Parking Infractions in 2025	% Difference
Noons Creek Drive	30	39	30%
Newport Drive	94	157	67%
Knowle Street	45	24	-47%
Klahanie Drive	247	120	-51%
Clarke Street	154	147	-5%
St. Johns Street	35	23	-34%

Other Option(s)

1. THAT staff be directed to report back with a parking rate structure and potential implementation plan for a resident only parking pass.

With this option, staff would report back with an updated parking rate structure that adjusts rates in consideration of a Resident Parking Pass that exempts Port Moody residents from pay parking in Rocky Point Park, Murray Street, and Esplanade Avenue.

2. THAT staff report back on a proposed fee structure and implementation plan for the following additional pay parking areas identified in the report dated March 31, 2026, from the Engineering and Operations Department – Infrastructure Engineering Services Division regarding the 2026 Pay Parking Program Update:

- St. Johns Street;
- Clarke Street;
- Inlet Field (not recommended by staff at this time); and
- Murray Street (not recommended by staff at this time).

Financial Implications

Financial implications are as discussed above. If the recommended resolutions are approved, and the parking rates identified above are adopted, staff will proceed with implementing the updated rates. Considering the discussion of financial revenues and costs, staff project a conservative net annual revenue of approximately \$588,000.

Communications and Public Engagement Initiatives

Should Council approve the proposed pay parking rates or other options such as expansion of pay parking areas, signage will be installed prior to the implementation date to provide advance notice of the upcoming changes. Information about changes to pay parking would be shared

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with the public in advance of implementation through typical communications channels such as the City's website and social media.

Council Strategic Plan Goals

The recommendations in this report align with the following Council Strategic Plan Goal(s):

- Strategic Goal 1.2 – Ensure financial sustainability;
- Strategic Goal 2.2 – Advance climate change mitigation and adaptation; and
- Strategic Goal 3.2 – Provide safe, efficient, and accessible transportation options.

Attachment(s)

1. Corporate Policy on Pay Parking Management.
2. Pay Parking Locations and Rates.
3. Report considered at the November 18, 2025, Strategic Priorities Committee meeting – Pay Parking Program Update.

Report Author

Dorna Hatami, EIT
Engineering Technologist

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Report Approval Details

Document Title:	2026 Pay Parking Program Update.docx
Attachments:	<ul style="list-style-type: none"> - Attachment 1 - Corporate Policy on Pay Parking Management.pdf - Attachment 2 - Pay Parking Locations and Rates.pdf - Attachment 3 - Report considered at the November 18, 2025, SPC meeting - Pay Parking Program Update.pdf
Final Approval Date:	Mar 24, 2026

This report and all of its attachments were approved and signed as outlined below:

Jeff Moi, General Manager of Engineering and Operations - Mar 16, 2026

Julie Pavey-Tomlinson, General Manager of Community Services - Mar 18, 2026

Paul Rockwood, General Manager of Finance and Technology - Mar 23, 2026

Anna Mathewson, City Manager - Mar 24, 2026

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Corporate Policy

100 Newport Drive, Port Moody, BC, V3H 5C3, Canada
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Section:	Engineering, Operations, and Public Works	11
Sub-Section:	Traffic Control – Parking Management	5480
Title:	Pay Parking Management	2024-01

Related Policies

Number	Title
11-5460-01-2017-08	Traffic Control for Pedestrian Crossings and Near Schools
Fees Bylaw	City of Port Moody Fees Bylaw
Street, Traffic, and Public Places Bylaw	City of Port Moody Street, Traffic, and Public Places Bylaw

Approvals

Approval Date: July 9, 2024	Resolution #: <u>RC24/161</u>
Amended:	Resolution #:
Amended:	Resolution #:
Amended:	Resolution #:

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Attachment 1

Corporate Policy Manual Pay Parking Management

Policy

The goals of pay parking in Port Moody are to:

- achieve an 85% peak daytime occupancy rate by encouraging parking turnover and availability to support businesses and visitors;
- encourage use of alternative (low carbon) modes of transportation; and
- generate revenue.

Parking regulations and parking management are prioritized over parking revenues.

In accordance with the City of Port Moody Street, Traffic, and Public Places Bylaw, the General Manager of Engineering and Operations is delegated authority to administer pay parking within the City of Port Moody.

Definitions

“Exemptions” means specified groups of persons exempted from paying Parking Rates in Pay Parking Zones as identified in the City of Port Moody Street, Traffic and Public Places Bylaw, as amended from time to time.

“Lost Revenue” means an estimated amount of revenue that would have been collected from a disrupted Pay Parking Area based on the best available data to the City at the time of estimation.

“Parking Pay Station” means a device operated and maintained by or on behalf of the City for collecting parking fees, allotting and controlling parking spaces, and measuring and recording the duration of Vehicles parked in Pay Parking Zones.

“Parking Rate” means a rate of cost per time for a specific Pay Parking Area as defined in the City’s Fees Bylaw, as amended from time to time.

“Pay Parking” means parking that is available to the public for the cost of the Parking Rate throughout the day or during defined periods of time.

“Pay Parking Zone” means a Highway or a portion of a Highway or a public place designated as such by the City Engineer where parking is permitted subject to payment of a fee.

Procedures

Pay Parking Zones:

1. Pay Parking should be implemented in a consistent, equitable, and fair manner that focuses on achieving the desired parking management outcomes. Pay Parking should be applied to all user groups and exemptions should be limited to ensure efficacy of the program. Exemptions for accessible parking stalls and other special user groups are identified in the City of Port Moody Street, Traffic, and Public Places Bylaw, as amended from time to time.

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Corporate Policy Manual

Pay Parking Management

2. Generally, residential areas are excluded from Pay Parking and shall be regulated through time restricted and multi-family permit parking.
3. Pay Parking Zones will be selected and priced to try to reach a peak daytime occupancy rate of 85%. Parking areas exceeding 85% peak daytime occupancy will be considered as candidates for Pay Parking.

Parking Rates:

4. Parking Rates will be set and adjusted to try to meet the target peak daytime occupancy rate of 85% as closely as possible. Once Pay Parking is implemented in a Pay Parking Area, monitoring will be conducted to confirm or adjust Parking Rates.

Enforcement:

5. Consistent enforcement is important to the efficacy of Pay Parking and will be resourced and scheduled appropriately.

Program costs and funding:

6. The Pay Parking system is intended to operate under a user-pay cost recovery model. New infrastructure, maintenance, equipment, enforcement, upgrades, customer services, and ongoing support for Pay Parking will be funded by the revenue generated.
7. Excess revenues will support the City's operations and services that are being used by customers paying for parking.

Temporary Interruptions to Pay Parking Zones:

8. Exemptions will not be provided for special event attendees – Pay Parking will still apply during events.
9. Event organizers and other organizations can be provided the option to reserve a portion of off-street parking lots in Pay Parking Zones provided the organization reimburses the City for the Lost Revenue. The General Manager of Community Services may waive recovery of Lost Revenue (minus any applicable management or administrative costs) on a case-by-case basis for special events based on the following criteria. Approval will be provided in writing, outlining the quantity of pay parking stalls, location, dates, and times for tracking and enforcement purposes.
 - a. the event is a free community event open to the public (attendance by donation is acceptable);
 - b. the event organizer has successfully submitted all required documents, received a permit, and is committed to adhering to all special event permit requirements;
 - c. the event is in good standing with the City with no overdue fees or charges;
 - d. parking is integral to the event;
 - e. the number of spaces requested meets requirements of logistics and programming and is not considered excessive, and spaces are not provided for event attendees; and
 - f. parking spaces are approved and designated by event staff.

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Attachment 1

Corporate Policy Manual

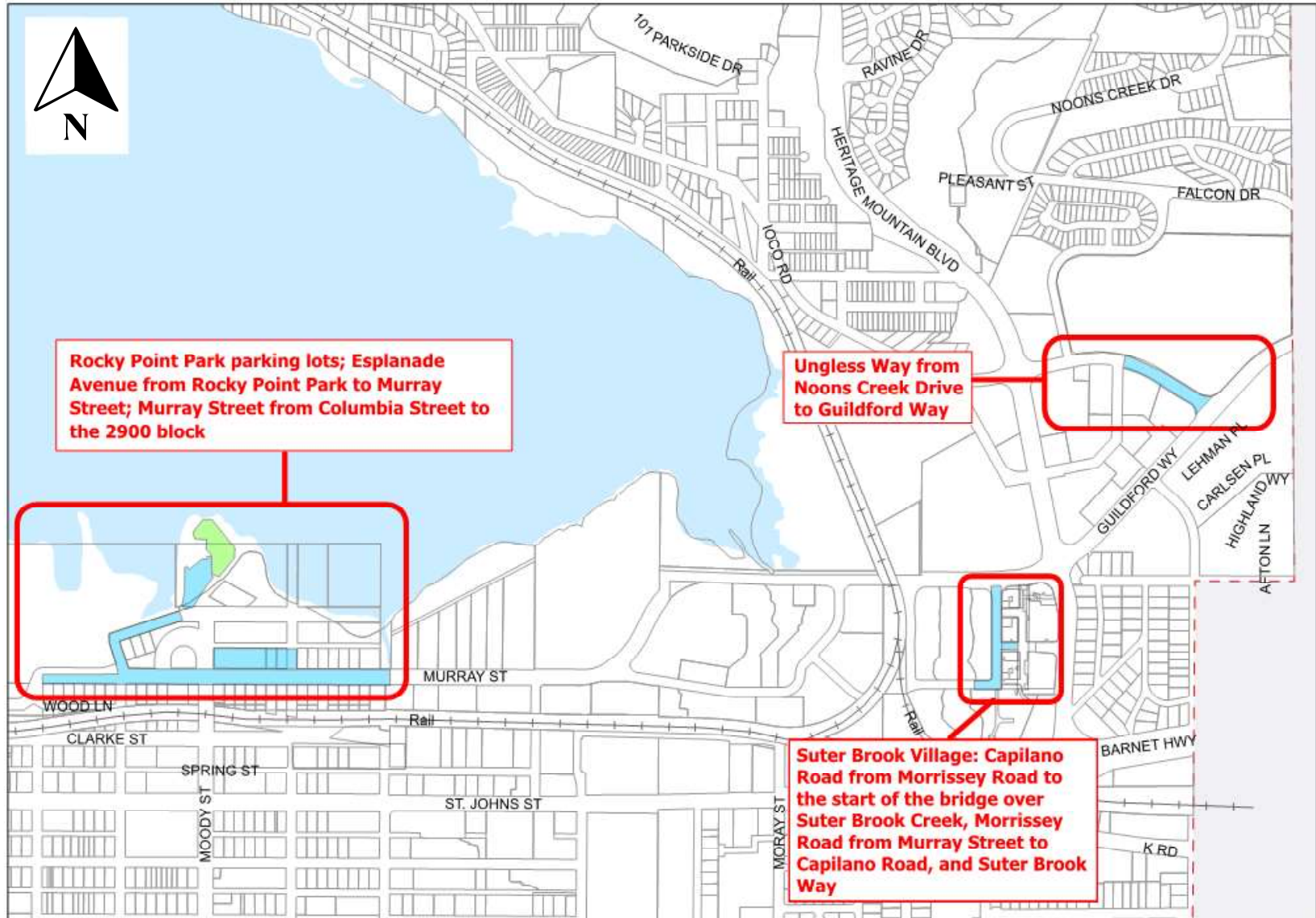
Pay Parking Management

10. Generally booking of parking areas and closure of curbside Pay Parking for temporary uses such as construction may be permitted via a highway use permit or other bookings, but the City will require the organization applying for the closure to pay for the Lost Revenue due to the disruption.
11. City staff will be reimbursed for or exempted from Pay Parking costs when on City business in keeping with existing travel and expense policies.

Monitoring/Authority

The General Manager of Engineering and Operations is responsible for monitoring Pay Parking and parking occupancy data and recommending Pay Parking Area modifications and expansions and annual Parking Rates. The General Manager of Community Development and appointed Bylaw Officers are responsible for ongoing monitoring and enforcement of compliance within Pay Parking Zones. Changes to this policy require the approval of Council.

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Pay parking times and rates

Season	Dates	Location	Hourly rate	Pay parking hours	Time limit
On-season	June 1 to August 31	Rocky Point Park	\$2.50	7am–11pm	4 hours
		Esplanade Avenue	\$2.50	7am–11pm	4 hours
		Murray Street	\$2.50	7am–11pm	4 hours
		Suter Brook Village	\$2.25	7am–6pm	2 hours
		Ungless Way	\$2.25	7am–6pm	4 hours
Off-season	September 1 to May 31	Rocky Point Park	\$1.50	7am–7pm	4 hours
		Esplanade Avenue	\$1.50	7am–7pm	4 hours
		Murray Street	\$1.50	7am–7pm	4 hours
		Suter Brook Village	\$2.25	7am–6pm	2 hours
		Ungless Way	\$2.25	7am–6pm	4 hours

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City of Port Moody

Strategic Priorities Committee

Date: November 18, 2025
 Submitted by: Engineering and Operations Department – Infrastructure Engineering Services
 Division
 Subject: Pay Parking Program Update

Purpose

To provide an update on the Pay Parking Program, including an evaluation of parking data and revenue.

Recommended Resolution(s)

THAT the report dated November 18, 2025, from the Engineering and Operations Department – Infrastructure Engineering Services Division regarding Pay Parking Program Update be received for information.

Executive Summary

The City implemented pay parking in September 2024 at five locations as a parking management tool to encourage parking turnover and maintain a functional level of parking availability. The pay parking system in the City uses a pay-by-plate methodology and supports multiple forms of payment to enhance user convenience. To ensure public awareness, clear signage has been installed, indicating hours of enforcement, parking duration limits, and other relevant information. Certain users are exempt from pay parking fees, including individuals parked in accessible stalls with a valid accessible parking permit displayed, veterans displaying a valid veteran licence plate, recipients of the Port Moody Freedom of the City Award, and City staff using designated spaces for work purposes, provided they display a valid staff parking pass.

To analyze the data, parking data from the Pay Parking Program has been available since its launch in September 2024. In addition to post-implementation data, baseline data were collected in late August 2024, just prior to the launch of the program. The data analysis is based on three key metrics: parking occupancy levels, average duration of stay, and parking turnover. Parking occupancy measures how frequently parking demand exceeds 85% of available capacity, indicating periods of limited availability. The average duration of stay reflects how long vehicles remain parked, helping to assess whether spaces are being used efficiently. Parking turnover captures the number of unique vehicles using a space over time, providing insight into how often spaces are vacated and reused. High-level findings of the parking data are as follows:

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- Rocky Point Park Parking Lots, Murray Street, and Esplanade Avenue – The parking occupancy patterns remained generally consistent following the implementation of pay parking. Both the weekday and weekend data showed similar peak periods around midday, with occupancy frequently approaching or significantly exceeding the 85% threshold. However, the off-season shows lower parking occupancy except in April, May, and September.
- Suter Brook Village – The parking occupancy patterns remained the same for weekdays, with slightly lower utilization on weekends. However, based on seasonal variations, parking occupancy was generally below the 85% utilization threshold.
- Ungless Way from Noons Creek Drive to Guildford Way – The parking occupancy levels declined substantially across all periods, with weekend occupancy rarely exceeding 20% and weekday occupancy remaining well below the 85% threshold for most of the day.

Based on parking data observations staff are able to review compare the 2025 parking occupancy and fees and consider changes.

Background

At the Strategic Priorities Committee meeting held on October 17, 2023, Council passed the following resolutions:

SPC23/034

THAT staff proceed with procurement and implementation of pay parking systems at the initial locations (Rocky Point Park, Esplanade Avenue, Murray Street, commercial area of Suter Brook Village) as recommended in the report dated October 17, 2023, from the Engineering and Operations Department – Infrastructure Engineering Services Division regarding Proposed Pay Parking Strategy.

SPC23/035

THAT Ungless Way be included in the Proposed Pay Parking Strategy as recommended in the report dated October 17, 2023, from the Engineering and Operations Department – Infrastructure Engineering Services Division regarding Proposed Pay Parking Strategy.

Based on Council direction, staff prepared a Request for Proposals (RFP) earlier in 2024 for the supply, installation, commissioning, maintenance, and staff training related to the pay parking systems. At the Regular Council meeting held on April 23, 2024, Council endorsed the final implementation plan and costs of the pay parking initiative at five approved locations in Port Moody and passed the following resolution:

RC24/102-103

THAT staff proceed with the pay parking implementation plan as recommended in the report dated April 23, 2024, from the Engineering and Operations Department – Project Delivery Services Division regarding Pay Parking Strategy Update;

AND THAT staff initiate an amendment to the City of Port Moody Fees Bylaw, 2023, No. 3435 with the recommended on-season and off-season pay parking rates;

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AND THAT the pay parking implementation plan be amended by including the City-owned portion of Capilano Road from Morrissey Road west to the bridge.

Following Council's approval, pay parking was implemented at the following five locations in Port Moody in September 2024, with locations and rates detailed in **Attachment 1**.

- Rocky Point Park parking lots – main lot off Murray Street and secondary lot off Esplanade Avenue (the Rocky Point Boat Launch parking lot is excluded, with no changes to the boat launch pass system);
- Esplanade Avenue from Rocky Point Park to Murray Street;
- Murray Street from Columbia Street to the 2900 block (the Rocky Point Park Off-Leash Dog Park parking lot is excluded);
- Suter Brook Village – Capilano Road from Morrissey Road to the start of the bridge over Suter Brook Creek, Morrissey Road from Murray Street to Capilano Road, and Suter Brook Way; and
- Ungless Way from Noons Creek Drive to Guildford Way.

This report provides an update on the Pay Parking Program, including an analysis of parking data collected and revenue over the past year.

Discussion

Corporate Policy on Pay Parking Management

The Corporate Policy on Pay Parking Management is outlined in **Attachment 2**, which describes how pay parking is to be used as a parking management tool in the City. The policy aims to encourage parking turnover and maintain a functional level of parking availability. In addition, pay parking revenues were identified in a public workshop as a way to diversify revenues and reduce reliance on taxation. The following goals of the Pay Parking Program are identified in the policy:

- achieve an 85% peak daytime occupancy rate by encouraging parking turnover and availability to support businesses and visitors;
- encourage use of alternative (low carbon) modes of transportation; and
- generate revenue.

The policy also states that the Pay Parking system is intended to operate under a user-pay, cost-recovery model. Excess revenues will support City operations and services that are utilized by customers paying for parking. However, the policy emphasizes that parking regulations and effective parking management take precedence over revenue generation.

Pay Parking in Port Moody

As previously noted, pay parking was implemented at five locations in Port Moody in September 2024. The system uses a pay-by-plate methodology and supports multiple forms of payment to enhance user convenience.

- A total of 16 standalone pay stations have been installed. These stations are solar powered with backup batteries and are accessibility compliant. Accepted payment

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methods include contactless NFC, major credit and debit cards, and mobile phone wallets. Cash payments are not accepted.

- Mobile apps are available for users to download and use for parking payments.
- A scan-to-pay option via QR code is also available.

To ensure public awareness, clear signage has been installed at all five pay parking locations, indicating hours of enforcement, parking duration limits, and other relevant information. Certain users are exempt from pay parking fees, including:

- Individuals parked in accessible stalls with a valid accessible parking permit displayed;
- Veterans displaying a valid veteran licence plate;
- Recipients of the Port Moody Freedom of the City award; and
- City staff using designated spaces for work purposes, provided they display a valid staff parking pass.

Additionally, users of EV charging stations at Rocky Point Park are not required to pay separately for parking while charging. However, the EV charging rate at pay parking locations has been adjusted to include the applicable hourly parking rate.

Parking Data Analysis – Occupancy Loading

Parking data from the Pay Parking Program has been available since its launch in September 2024. However, the data for September 2024 only covers a partial month, and the data for October 2025 is also incomplete at the time of reporting. To ensure consistency in the analysis, this report focuses on a full 12-month period from October 1, 2024, to September 30, 2025. In addition to post-implementation data, baseline data were collected in late August 2024, just prior to the launch of the program.

The analysis of parking occupancy data over a full 12-month period is presented in **Attachment 3**. This analysis includes averages for both weekdays and weekends, further broken down by time of day. While the data provide an overview of average parking demand, it is important to note that demand on any specific day may fluctuate above or below these averages.

Parking Data Analysis – Before and After

The following sections outline the before-and-after pay parking data, comparing the data collected before pay parking (on Thursday, August 29 and Saturday, August 31, 2024) with the data collected during pay parking (on Saturday, August 30, and Thursday, September 4, 2025) respectively. The data were collected over the Labour Day long weekend to capture peak demand conditions and typical parking behaviour before and after the introduction of pay parking.

The data analysis is based on three key metrics: parking occupancy levels, average duration of stay, and parking turnover. Parking occupancy measures how frequently parking demand exceeds 85% of available capacity, indicating periods of limited availability. Average duration of stay reflects how long vehicles remain parked, helping to assess whether spaces are being used efficiently. Parking turnover captures the number of unique vehicles using a space over time, providing insight into how often spaces are vacated and reused.

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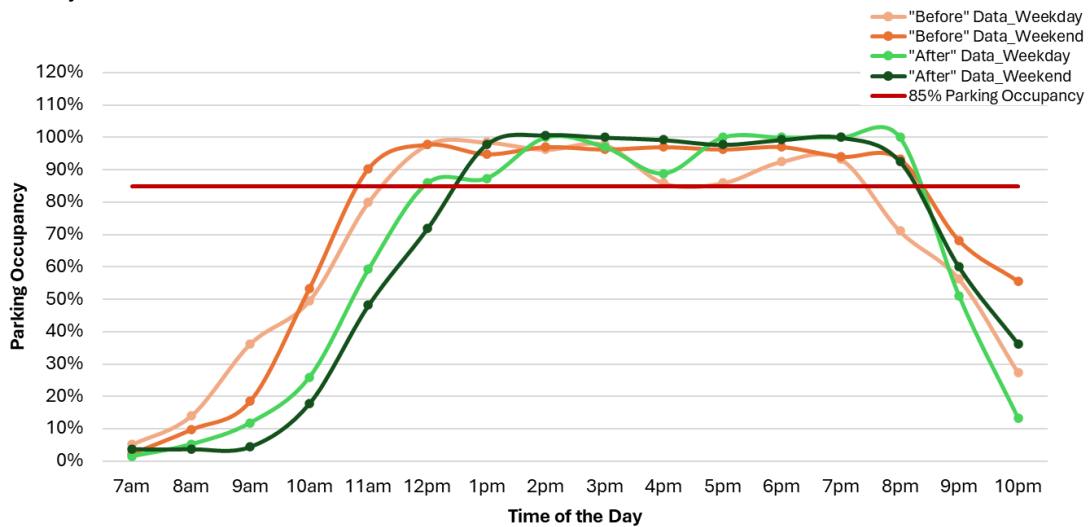
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When calculating parking occupancy, the number of legal parking stalls was determined based on a typical car size and in accordance with all legal parking requirements (e.g., no parking within 5 m of a fire hydrant). However, in practice, vehicle sizes vary, and some drivers park too close to other vehicles, driveways, or fire hydrants – often without fully following to these restrictions. As a result, in some cases, parking occupancy exceeded 100%, particularly for on-street parking areas where individual parking spaces are not marked.

Rocky Point Park Parking Lots

Figure 1 shows the before-and-after parking occupancy trends at the Rocky Point Park main parking lot off Murray Street. The results indicate that parking occupancy patterns remained generally consistent following the implementation of pay parking. Both the weekday and weekend data show similar peak periods around mid-day, with occupancy frequently approaching or slightly significantly exceeding the 85% threshold. The average parking turnover decreased from 5.7 to 4.0 vehicles per stall per day on weekdays and from 5.8 to 4.5 on weekends, while the average parking duration shortened slightly, from 1.9 to 1.6 hours on weekdays and from 2.1 to 1.9 hours on weekends. This indicates that the lot continued to experience high utilization during peak times both before and after the introduction of pay parking, although the program appears to have encouraged shorter stays. Similar parking demand patterns were observed in the secondary lot off Esplanade Avenue, as shown in Figure 2. In both lots, based on the seasonal variation observed in the 12-month parking occupancy data, April, May, and September consistently recorded higher weekend occupancies, often surpassing the 85% threshold. This suggests that the current pay parking rate at Rocky Point Park could be reviewed and potentially adjusted.

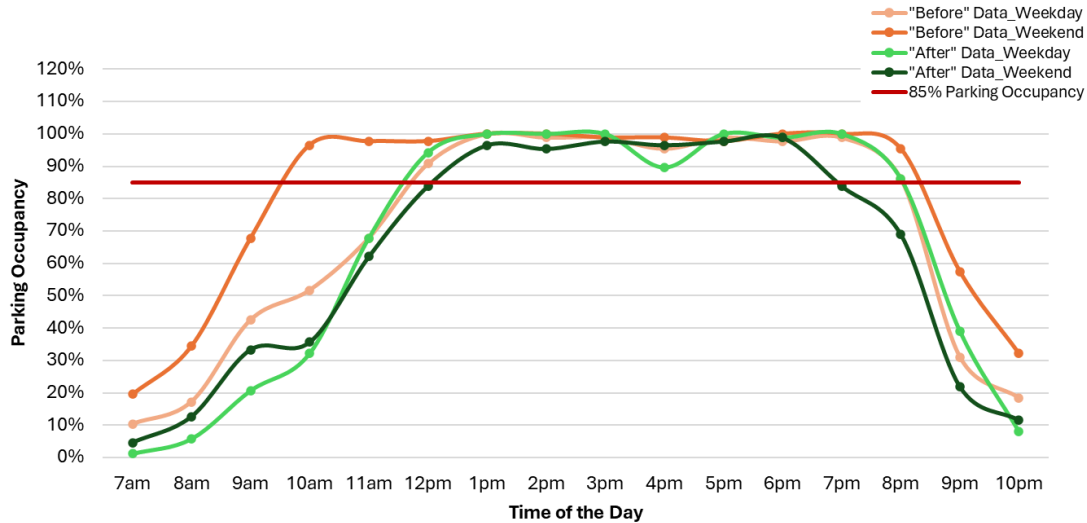
Figure 1: Before-and-After Parking Occupancy at Rocky Point Park – Main Parking Lot off Murray Street



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Figure 2: Before-and-After Parking Occupancy at Rocky Point Park – Secondary Lot off Esplanade Avenue



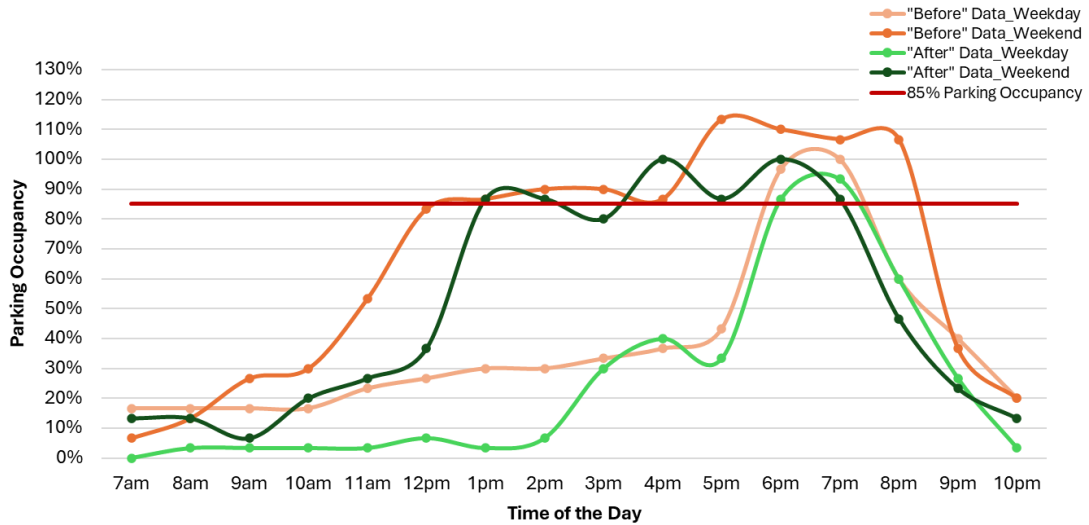
Esplanade Avenue from Rocky Point Park to Murray Street

Figure 3 presents the before-and-after parking occupancy trends along Esplanade Avenue, from Rocky Point Park to Murray Street. The results show that overall parking patterns remained largely unchanged following the implementation of pay parking. Both weekday and weekend data display similar trends, with occupancy gradually increasing through the late morning and reaching peak levels between early afternoon and evening. Occupancy frequently approached or slightly exceeded the 85% threshold during these periods, indicating consistently high demand. The average parking turnover increased significantly on weekends, from 2.8 to 4.6 vehicles per stall per day, while weekday turnover remained relatively stable at around 1.4. Meanwhile, the average parking duration decreased from 2.3 to 1.8 hours on weekdays and from 2.7 to 2.2 hours on weekends, reflecting shorter stays and improved parking availability. Based on the seasonal variation observed in the 12-month parking occupancy data, April and May consistently recorded higher weekend occupancies during the late afternoon, often surpassing the 85% threshold. This suggests that the current pay parking rate could be reviewed and potentially adjusted.

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Figure 3: Before-and-After Parking Occupancy at Esplanade Avenue from Rocky Point Park to Murray Street



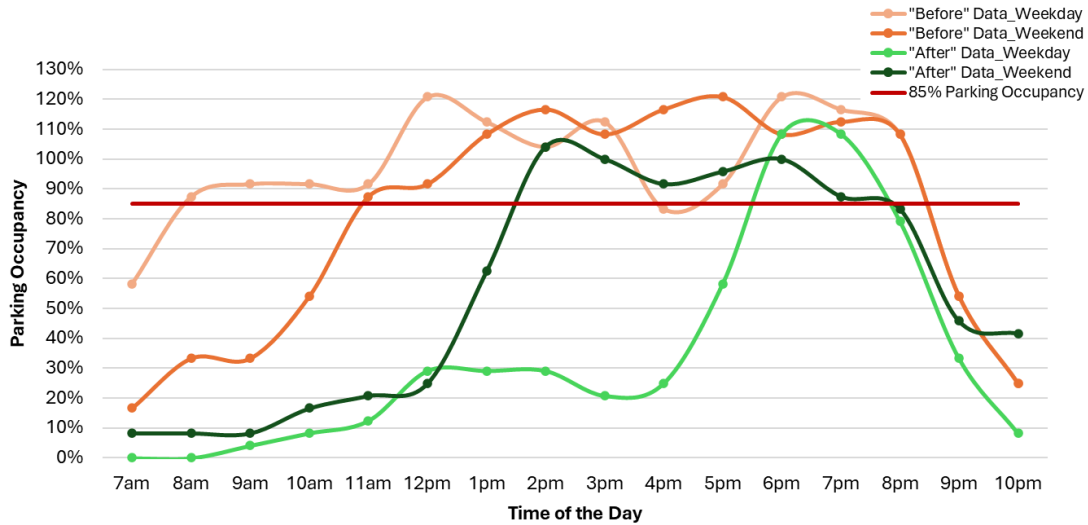
Murray Street from Columbia Street to the 2900 block (the Rocky Point Park Off-Leash Dog Park parking lot is excluded)

Figure 4 shows the before-and-after parking occupancy trends along Murray Street, from Columbia Street to the 2900 block. The data indicate that before the implementation of pay parking, occupancy levels consistently exceeded the 85% threshold on both weekdays and weekends, reflecting high parking demand and limited availability throughout most of the day. Following the introduction of pay parking, weekday occupancy levels declined noticeably, remaining below 85% for much of the day, while weekend occupancy continued to show high demand with peaks exceeding the threshold in the afternoon and early evening. The average parking turnover increased on weekends from 4.6 to 5.1 vehicles per stall per day, while weekday turnover decreased from 3.6 to 2.3, suggesting a shift toward shorter visits and more frequent space use on weekends. The average parking duration also declined from 3.3 to 1.6 hours on weekdays and from 2.3 to 1.9 hours on weekends, indicating improved parking circulation and reduced long-term stays. Based on the seasonal variation observed in the 12-month parking occupancy data, April, May, and September consistently recorded higher weekend occupancies, often surpassing the 85% threshold. This suggests that the current pay parking rate at Murray Street could be reviewed and potentially adjusted.

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Figure 4: Before-and-After Parking Occupancy at Murray Street from Columbia Street to the 2900-block



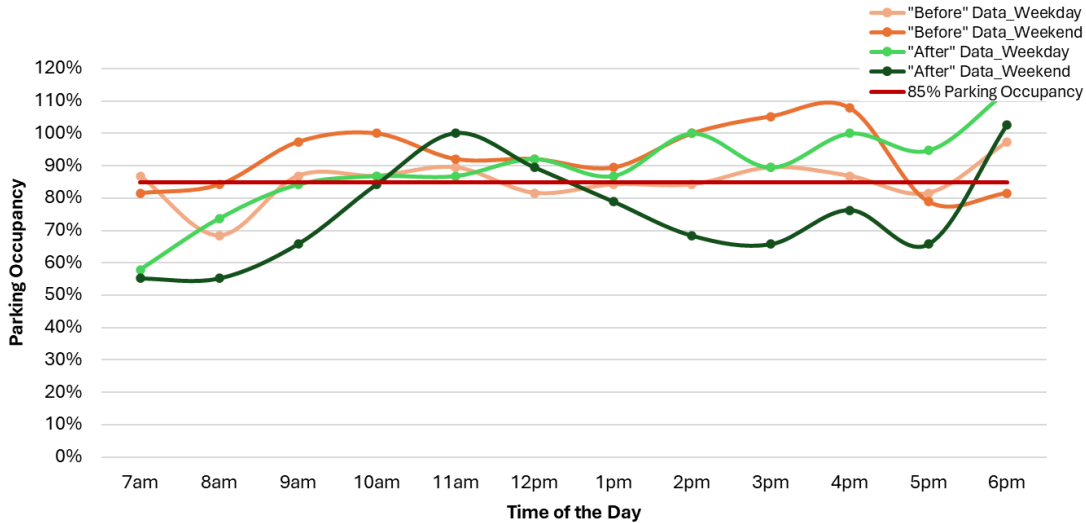
Suter Brook Village – Capilano Road from Morrissey Road to the start of the bridge over Suter Brook Creek, Morrissey Road from Murray Street to Capilano Road, and Suter Brook Way

Figure 5 presents the before-and-after parking occupancy trends at Suter Brook Village. The data indicate that prior to the implementation of pay parking, occupancy levels were consistently high throughout the day, frequently exceeding the 85% threshold on both weekdays and weekends. Following the introduction of pay parking, occupancy levels remained the same for weekdays with a slightly lower utilization on weekends. The average parking duration declined from 3.7 hours to 3.2 hours, indicating slightly shorter stays, while parking turnover decreased from 7.0 to 3.9 vehicles per stall per day, reflecting reduced overall demand and parking activity. However, based on the seasonal variation observed in the 12-month parking occupancy data, average occupancy remained balanced across both weekdays and weekends, generally below the 85% utilization threshold. This suggests that the current pay parking rate at Suter Brook Village could be reviewed and potentially adjusted, as the data indicate consistent occupancy below the optimal utilization threshold.

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Figure 5: Before-and-After Parking Occupancy at Suter Brook Village



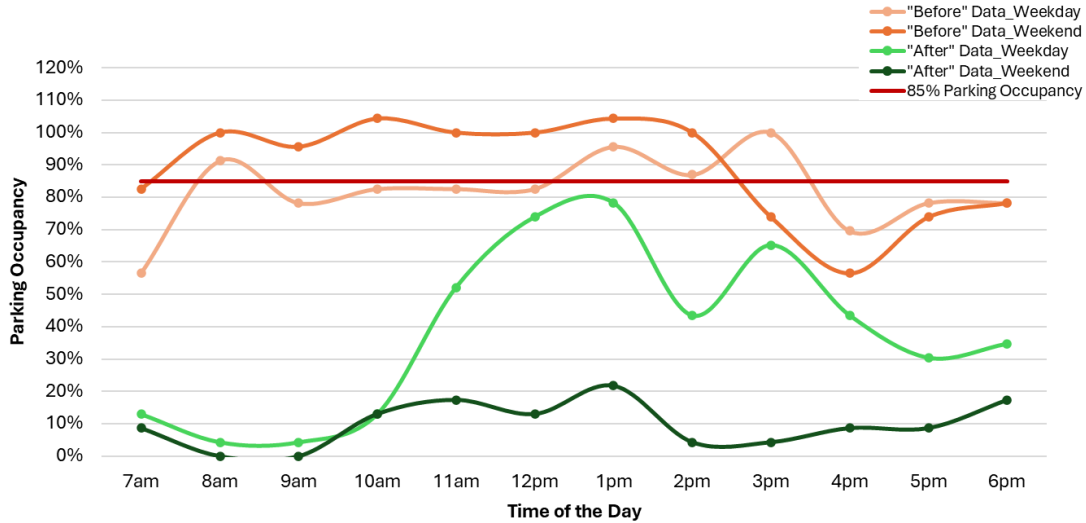
Ungless Way from Noons Creek Drive to Guildford Way

Figure 6 illustrates the before-and-after parking occupancy trends along Ungless Way, from Noons Creek Drive to Guildford Way. The data indicate that prior to the implementation of pay parking, occupancy levels remained consistently high throughout the day, often exceeding the 85% threshold on both weekdays and weekends. Following the introduction of pay parking, occupancy levels declined substantially across all periods, with weekend occupancy rarely exceeding 20% and weekday occupancy remaining well below the 85% threshold for most of the day. The average parking turnover slightly declined from 2.7 to 2.4 vehicles per stall per day on weekdays, indicating a slight reduction in overall parking activity. Similarly, the average parking duration decreased from 4.4 hours to 2.1 hours on weekdays, suggesting shorter stays and fewer long-term parkers. Likewise, based on the seasonal variation observed in the 12-month parking occupancy data, average occupancy remained low, with weekend occupancy rarely exceeding 20% and weekday occupancy remaining well below the 85% threshold for most of the day. These findings indicate that the current pay parking rate at Ungless Way could be reviewed and potentially adjusted, as the data indicate consistent occupancy below the optimal utilization threshold.

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Figure 6: Before-and-After Parking Occupancy at Ungless Way from Noons Creek Drive to Guildford Way



Revenue Generation

As noted above, the objective of the Pay Parking Program is to maintain a functional level of parking availability by achieving a peak occupancy rate of approximately 85% during daytime hours, while also encouraging the use of alternative, low-carbon modes of transportation. The Pay Parking System is designed to operate under a user-pay, cost-recovery model, ensuring that operational and capital expenses are offset through parking revenues. Table 1 below summarizes monthly gross revenues and corresponding net annual operating income from all pay parking locations. The total gross annual revenue from October 2024 to September 2025 was approximately \$581,700, with a net operating income of \$527,800 after the pay parking vendor's operating costs.

Table 1: Revenue Generation

Month	Gross Revenue	Net Operating Income
October 2024	\$26,200	\$23,700
November 2024	\$18,900	\$17,000
December 2024	\$20,100	\$18,100
January 2025	\$24,600	\$22,200
February 2025	\$19,400	\$17,400
March 2025	\$28,800	\$26,000
April 2025	\$42,900	\$39,000
May 2025	\$44,600	\$40,000
June 2025	\$97,100	\$88,600
July 2025	\$120,200	\$109,700
August 2025	\$103,700	\$94,300
September 2025	\$35,200	\$31,800
Total	\$581,700	\$527,800

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The Pay Parking Program incurred \$191,100 in operating costs, which included expenses for City staff, enforcement vehicles, and annual software fees. Additionally, a one-time capital cost of \$103,500 was spent on implementation including adding automated license plate reading technology to a bylaw vehicle, and the installation of signage and parking meters. While this capital cost is not recurring, future years will require ongoing maintenance expenditures. After covering these costs, \$233,200 in net revenue remains available to support City operations and services utilized by parking customers.

Public Feedback Regarding Pay Parking

Since the implementation of pay parking, City staff have been collecting feedback from Port Moody residents through emails and phone calls. In the early stages of the program, the City received concerns and complaints related to the introduction of pay parking and its potential spillover effects into surrounding neighbourhoods. Technical issues identified within the pay parking system were addressed in collaboration with the service provider as they arose. To evaluate the broader impacts of pay parking, staff have been monitoring parking patterns in nearby areas to determine whether usage changes have occurred. As the program has now been in operation for over a year, the number of public concerns has gradually decreased.

In addition, feedback was received from the Economic Development and Tourism Committee, which suggested businesses were raising concerns of negative economic impacts of pay parking during the winter months. Staff observations also confirm lower parking occupancy rates during the off-season at Rocky Point Park and adjacent areas. To address these seasonal challenges, a revised parking fee structure could be considered for the off-season period (October to April) to help mitigate concerns raised by the Committee and encourage visitor activity during the winter months.

Council and staff will also receive the results of the 2026 Budget Consultation on November 18, 2025, which includes a question seeking level of support for the City to consider expanding the pay parking program by adding new location(s). This community input will be considered along with other factors as part of investigations into pay parking in other areas of the city.

Future Investigations

Staff are exploring several areas of analysis to support ongoing improvements to the City's parking management strategy:

a) Pay Parking Customer Origin

Understanding the origin of pay parking users would help evaluating how the system impacts both local residents and visitors. Staff are investigating methods to identify the proportion of users who are Port Moody residents compared to visitors from outside the City. While this data is not currently available, staff continue to explore options to capture and analyze this information in future reporting.

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b) *Future Parking Studies in Other Areas*

Staff have also been collecting and monitoring parking demand and utilization data in the following areas:

- **Inlet Field Park Parking Lot**
Parking usage at the Inlet Field Park lot has been monitored before and after the implementation of pay parking in nearby areas. Findings indicate no significant spillover from pay parking zones. However, to strengthen enforcement of the existing three-hour time limit, staff recommend introducing a QR code registration system for licence plates. This would allow for more efficient monitoring and compliance tracking. Staff will continue to observe parking trends and adjust management approaches as needed.
- **St. Johns Street**
A preliminary assessment of parking conditions along St. Johns Street was conducted on both weekdays and weekends during daytime and evening periods. Initial data indicate that daytime parking occupancy regularly exceeds 85%, which represents the threshold for optimal parking utilization. In contrast, evening occupancy rates are significantly lower. Staff will continue monitoring these conditions to inform future parking management along St. Johns Street.
- **Clarke Street**
Similar to findings on St. Johns Street, parking data collected along Clarke Street show daytime occupancy rates exceeding 85% during both weekdays and weekends, with noticeably lower occupancy during evening hours. Staff will maintain ongoing monitoring of parking patterns along Clarke Street to assess long-term trends and identify potential management strategies as needed.

Several options are included in the Other Options section below for Council consideration should Council wish to provide direction in addition to receiving this report for information.

Other Option(s)

1. THAT staff be directed to update Pay Parking Rates to manage parking occupancy targets in accordance with the Pay Parking Policy.

With this option, staff would report back with an updated parking rate structure that adjusts rates in consideration of the current parking data collected.

2. THAT staff be directed to develop updated Pay Parking Rates based on a revenue generation model.

With this option, staff would report back with an updated parking rate structure that responds to parking data collected and seeks to increase pay parking revenue over the revenue collected through 2024/2025.

3. THAT staff be directed to further investigate additional pay parking areas such as those identified as future parking study areas in the report dated November 18, 2025, from the Engineering and Operations Department – Infrastructure Engineering Services Division regarding the Pay Parking Program Update.

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With this option, staff would report back with recommendations on possible pay parking expansion areas and suggested parking fees. This option can support additional parking management in areas that have high parking occupancy and support an increase in revenue.

Financial Implications

The annual financial revenues generated by the Pay Parking program are as discussed above. If other options are pursued the current parking rates, peaks, times can be updated to reflect the parking policy or to generate additional revenue. Council could direct additional parking revenues to reduce the net operating budget or support specific projects and initiatives.

Communications and Public Engagement Initiatives

A dedicated webpage has been published on the City's website to share up-to-date information with the public. Should Council approve the proposed pay parking rates, signage will be installed prior to the implementation date to provide advance notice of the upcoming changes. Public information on changes to pay parking would be shared in advance through a news item posted on the City's website and social media.

Council Strategic Plan Goals

The recommendations in this report align with the following Council Strategic Plan Goal(s):

- Strategic Goal 1.2 – Ensure financial sustainability;
- Strategic Goal 2.2 – Advance climate change mitigation and adaptation; and
- Strategic Goal 3.2 – Provide safe, efficient, and accessible transportation options.

Attachment(s)

1. Pay Parking Locations and Rates.
2. Corporate Policy on Pay Parking Management.
3. Analysis of the Parking Data.

Report Author

Nobinur Rahman, P.Eng.
Transportation Engineer

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Report Approval Details

Document Title:	Pay Parking Program Update.docx
Attachments:	- Attachment 1 - Pay Parking Locations and Rates.pdf - Attachment 2 - Corporate Policy on Pay Parking Management.pdf - Attachment 3 - Analysis of the Parking Data.pdf
Final Approval Date:	Nov 12, 2025

This report and all of its attachments were approved and signed as outlined below:

Jeff Moi, General Manager of Engineering and Operations - Nov 7, 2025

Paul Rockwood, General Manager of Finance and Technology - Nov 10, 2025

Anna Mathewson, City Manager - Nov 12, 2025

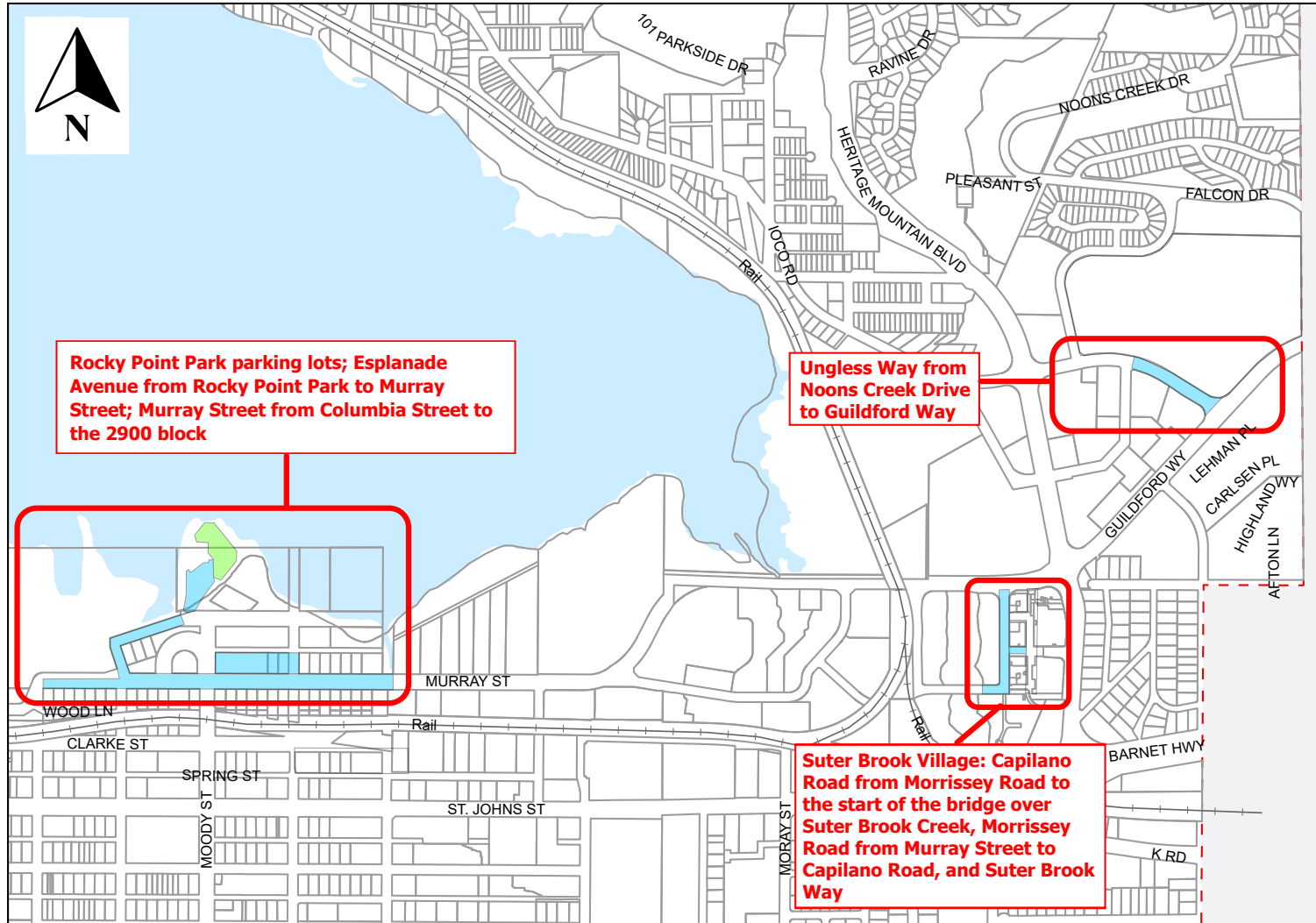
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Attachment 1



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Pay parking times and rates

Season	Dates	Location	Hourly rate	Pay parking hours	Time limit
On-season	June 1 to August 31	Rocky Point Park	\$2.50	7am–11pm	4 hours
		Esplanade Avenue	\$2.50	7am–11pm	4 hours
		Murray Street	\$2.50	7am–11pm	4 hours
		Suter Brook Village	\$2.25	7am–6pm	2 hours
		Ungless Way	\$2.25	7am–6pm	4 hours
Off-season	September 1 to May 31	Rocky Point Park	\$1.50	7am–7pm	4 hours
		Esplanade Avenue	\$1.50	7am–7pm	4 hours
		Murray Street	\$1.50	7am–7pm	4 hours
		Suter Brook Village	\$2.25	7am–6pm	2 hours
		Ungless Way	\$2.25	7am–6pm	4 hours

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Corporate Policy

100 Newport Drive, Port Moody, BC, V3H 5C3, Canada
Tel 604.469.4500 • Fax 604.469.4550 • www.portmoody.ca

Section:	Engineering, Operations, and Public Works	11
Sub-Section:	Traffic Control – Parking Management	5480
Title:	Pay Parking Management	2024-01

Related Policies

Number	Title
11-5460-01-2017-08	Traffic Control for Pedestrian Crossings and Near Schools
Fees Bylaw	City of Port Moody Fees Bylaw
Street, Traffic, and Public Places Bylaw	City of Port Moody Street, Traffic, and Public Places Bylaw

Approvals

Approval Date: July 9, 2024	Resolution #: <u>RC24/161</u>
Amended:	Resolution #:
Amended:	Resolution #:
Amended:	Resolution #:

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Corporate Policy Manual

Pay Parking Management

Policy

The goals of pay parking in Port Moody are to:

- achieve an 85% peak daytime occupancy rate by encouraging parking turnover and availability to support businesses and visitors;
- encourage use of alternative (low carbon) modes of transportation; and
- generate revenue.

Parking regulations and parking management are prioritized over parking revenues.

In accordance with the City of Port Moody Street, Traffic, and Public Places Bylaw, the General Manager of Engineering and Operations is delegated authority to administer pay parking within the City of Port Moody.

Definitions

“Exemptions” means specified groups of persons exempted from paying Parking Rates in Pay Parking Zones as identified in the City of Port Moody Street, Traffic and Public Places Bylaw, as amended from time to time.

“Lost Revenue” means an estimated amount of revenue that would have been collected from a disrupted Pay Parking Area based on the best available data to the City at the time of estimation.

“Parking Pay Station” means a device operated and maintained by or on behalf of the City for collecting parking fees, allotting and controlling parking spaces, and measuring and recording the duration of Vehicles parked in Pay Parking Zones.

“Parking Rate” means a rate of cost per time for a specific Pay Parking Area as defined in the City’s Fees Bylaw, as amended from time to time.

“Pay Parking” means parking that is available to the public for the cost of the Parking Rate throughout the day or during defined periods of time.

“Pay Parking Zone” means a Highway or a portion of a Highway or a public place designated as such by the City Engineer where parking is permitted subject to payment of a fee.

Procedures

Pay Parking Zones:

1. Pay Parking should be implemented in a consistent, equitable, and fair manner that focuses on achieving the desired parking management outcomes. Pay Parking should be applied to all user groups and exemptions should be limited to ensure efficacy of the program. Exemptions for accessible parking stalls and other special user groups are identified in the City of Port Moody Street, Traffic, and Public Places Bylaw, as amended from time to time.

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2. Generally, residential areas are excluded from Pay Parking and shall be regulated through time restricted and multi-family permit parking.
3. Pay Parking Zones will be selected and priced to try to reach a peak daytime occupancy rate of 85%. Parking areas exceeding 85% peak daytime occupancy will be considered as candidates for Pay Parking.

Parking Rates:

4. Parking Rates will be set and adjusted to try to meet the target peak daytime occupancy rate of 85% as closely as possible. Once Pay Parking is implemented in a Pay Parking Area, monitoring will be conducted to confirm or adjust Parking Rates.

Enforcement:

5. Consistent enforcement is important to the efficacy of Pay Parking and will be resourced and scheduled appropriately.

Program costs and funding:

6. The Pay Parking system is intended to operate under a user-pay cost recovery model. New infrastructure, maintenance, equipment, enforcement, upgrades, customer services, and ongoing support for Pay Parking will be funded by the revenue generated.
7. Excess revenues will support the City's operations and services that are being used by customers paying for parking.

Temporary Interruptions to Pay Parking Zones:

8. Exemptions will not be provided for special event attendees – Pay Parking will still apply during events.
9. Event organizers and other organizations can be provided the option to reserve a portion of off-street parking lots in Pay Parking Zones provided the organization reimburses the City for the Lost Revenue. The General Manager of Community Services may waive recovery of Lost Revenue (minus any applicable management or administrative costs) on a case-by-case basis for special events based on the following criteria. Approval will be provided in writing, outlining the quantity of pay parking stalls, location, dates, and times for tracking and enforcement purposes.
 - a. the event is a free community event open to the public (attendance by donation is acceptable);
 - b. the event organizer has successfully submitted all required documents, received a permit, and is committed to adhering to all special event permit requirements;
 - c. the event is in good standing with the City with no overdue fees or charges;
 - d. parking is integral to the event;
 - e. the number of spaces requested meets requirements of logistics and programming and is not considered excessive, and spaces are not provided for event attendees; and
 - f. parking spaces are approved and designated by event staff.

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10. Generally booking of parking areas and closure of curbside Pay Parking for temporary uses such as construction may be permitted via a highway use permit or other bookings, but the City will require the organization applying for the closure to pay for the Lost Revenue due to the disruption.
11. City staff will be reimbursed for or exempted from Pay Parking costs when on City business in keeping with existing travel and expense policies.

Monitoring/Authority

The General Manager of Engineering and Operations is responsible for monitoring Pay Parking and parking occupancy data and recommending Pay Parking Area modifications and expansions and annual Parking Rates. The General Manager of Community Development and appointed Bylaw Officers are responsible for ongoing monitoring and enforcement of compliance within Pay Parking Zones. Changes to this policy require the approval of Council.

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1. Rocky Point Park parking lots – Main lot off Murray Street

Figures 1a through 1d illustrate distinct seasonal and daily patterns in parking occupancy. During the on-season, both weekend and weekday occupancies rise sharply from morning hours, with weekends (Figure 1a) regularly exceeding capacity between noon and early evening. Weekday levels (Figure 1b) are slightly lower but often approach or surpass the 85% threshold during peak afternoon periods, particularly in July and August.

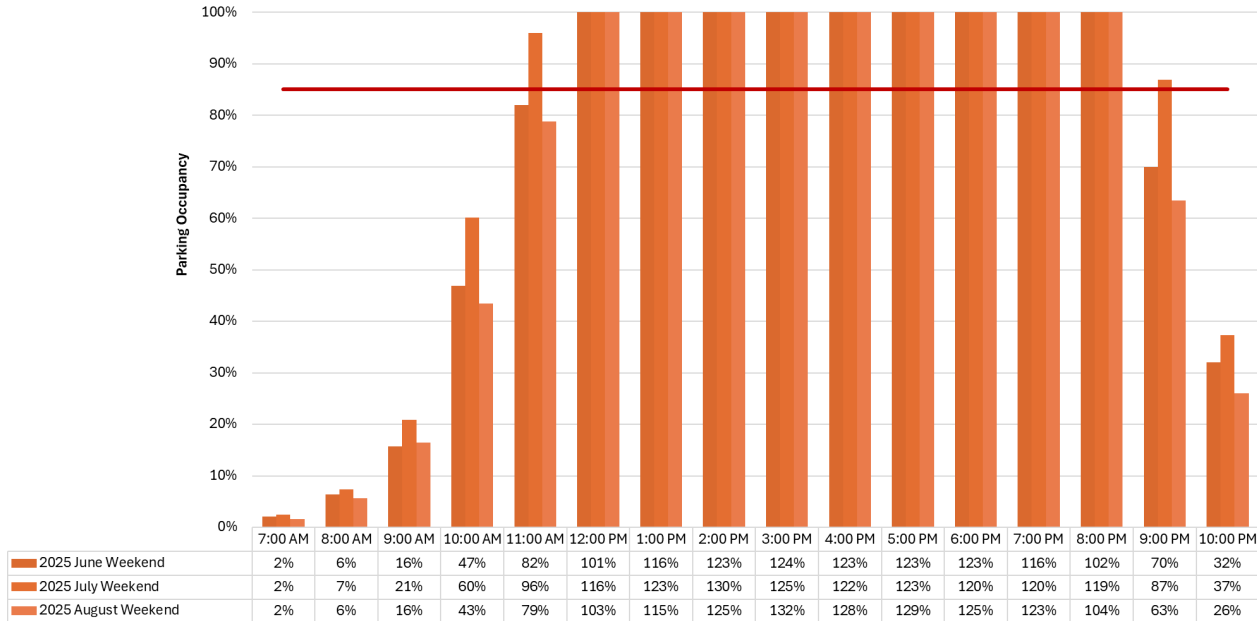


Figure 1a: Average weekend parking occupancy during the on-season

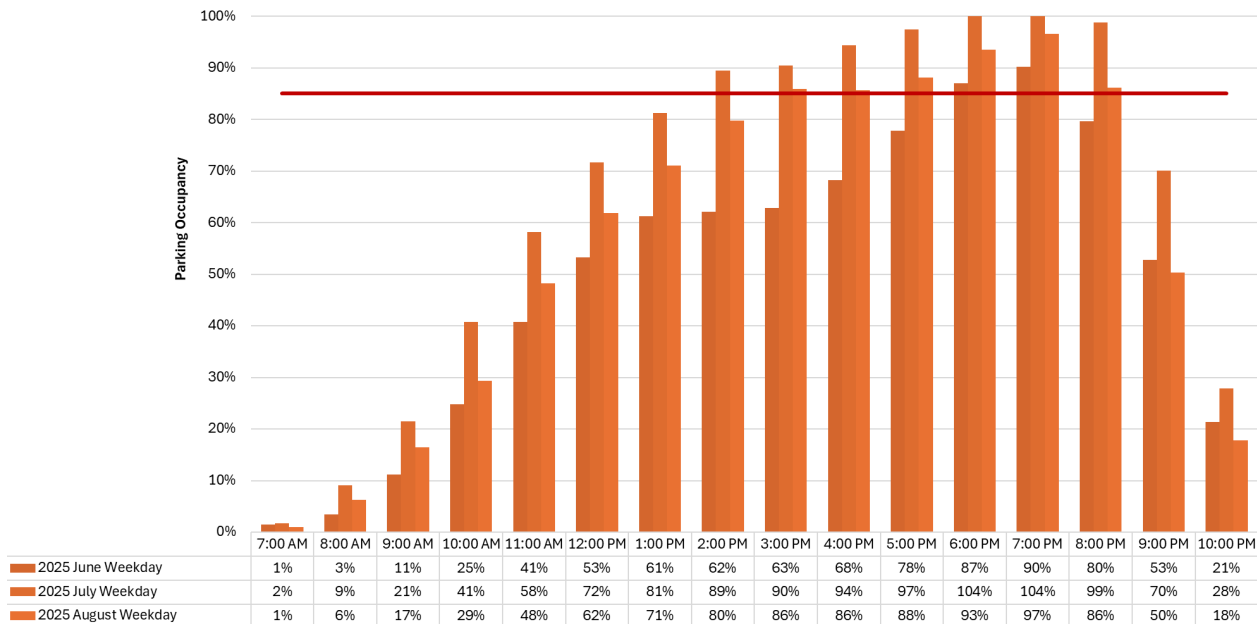


Figure 1b: Average weekday parking occupancy during the on-season

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In the off-season (Figures 1c and 1d), parking activity remains steady though less intense than in peak months. Weekend occupancy (Figure 1c) still reaches high levels in spring and early fall, occasionally nearing or exceeding capacity, while weekday occupancy (Figure 1d) shows moderate mid-afternoon peaks.

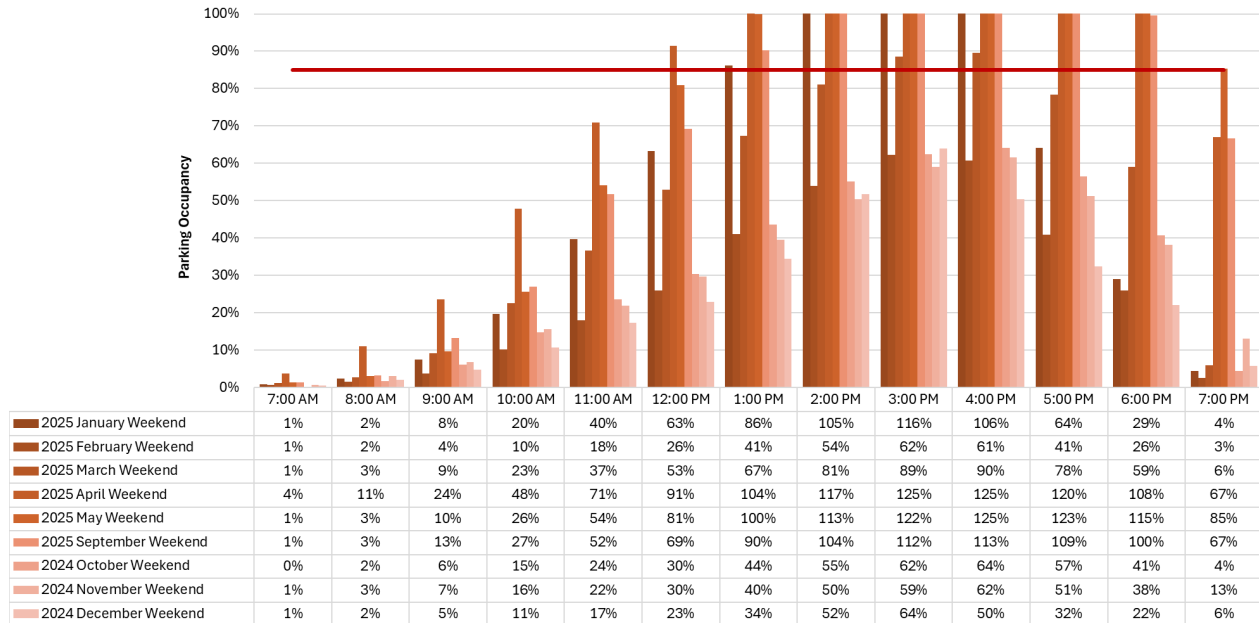


Figure 1c: Average weekend parking occupancy during the off-season

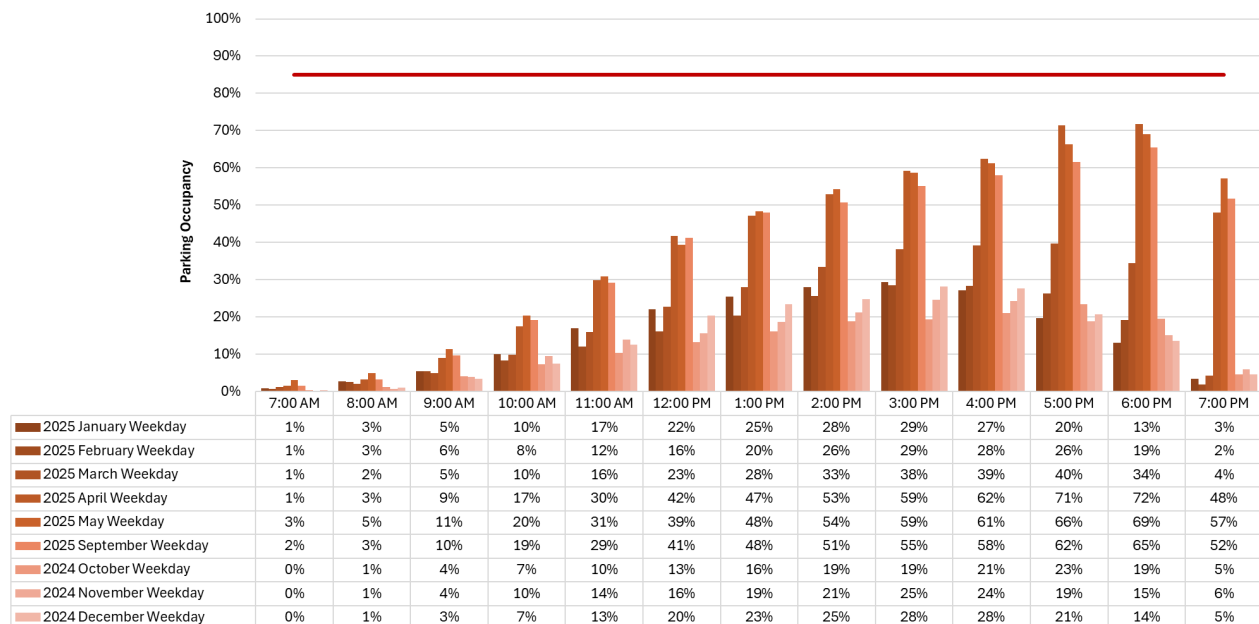


Figure 1d: Average weekday parking occupancy during the off-season

Considered at the March 31, 2026, SPC meeting

Considered at the November 18, 2025, SPC meeting

2. Rocky Point Park parking lots – Secondary lot off Esplanade Avenue (the Rocky Point Boat Launch parking lot is excluded)

Figures 2a through 2d highlight clear seasonal and daily variations in parking demand. During the on-season (June–August), parking occupancy rises rapidly in the morning and remains above the 85% efficiency threshold for most of the day. Weekend demand (Figure 2a) is particularly strong, with occupancy frequently exceeding 100% from midday through early evening, reflecting high visitor volumes. Weekdays (Figure 2b) show a similar pattern but at slightly lower levels, with consistent evening peaks near or just above capacity.

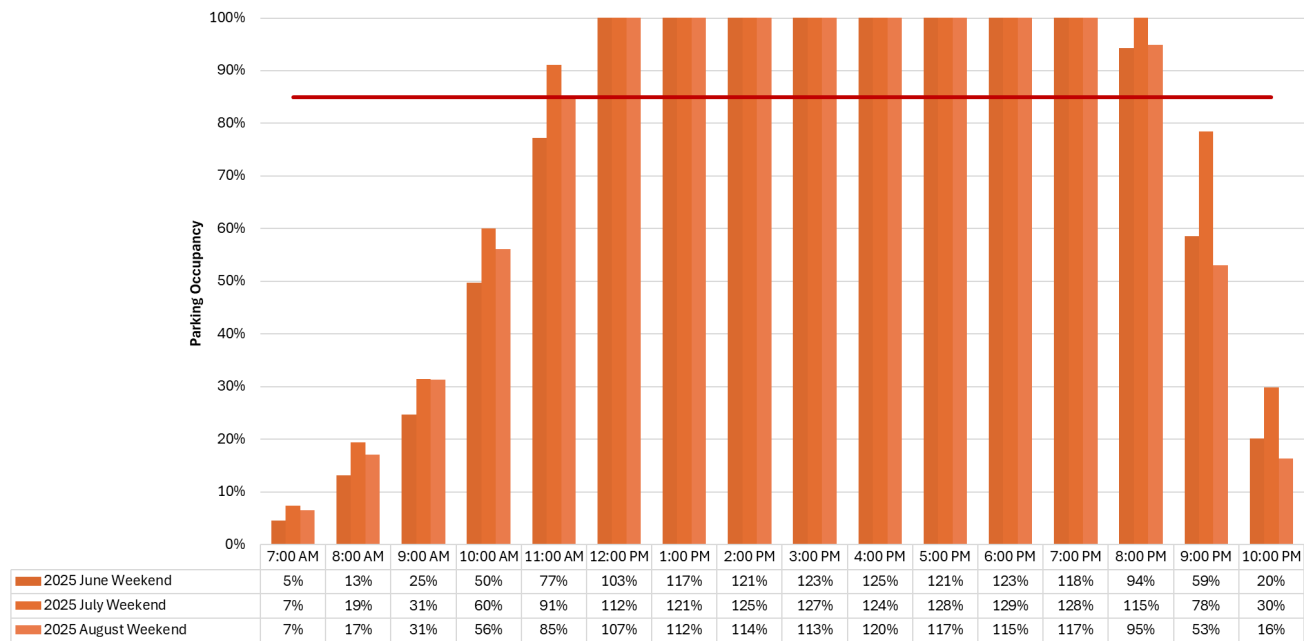


Figure 2a: Average weekend parking occupancy during the on-season

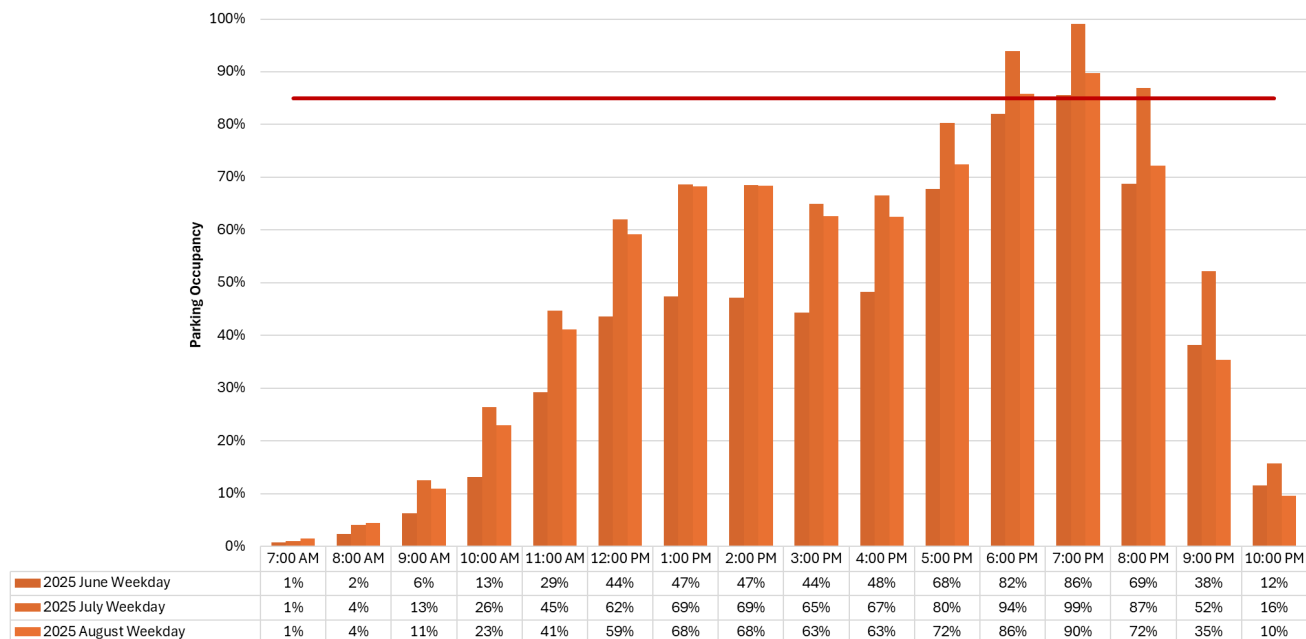


Figure 2b: Average weekday parking occupancy during the on-season

Considered at the March 31, 2026, SPC meeting

Considered at the November 18, 2025, SPC meeting

In the off-season (Figures 2c and 2d), parking use remains active though less intense than in summer. Weekend occupancy (Figure 2c) continues to climb steadily through the late morning and early afternoon, occasionally nearing or surpassing capacity during spring and early fall months. Weekday occupancy (Figure 2d) shows more moderate midday and afternoon peaks, generally staying below the 85% threshold but still indicating regular use.

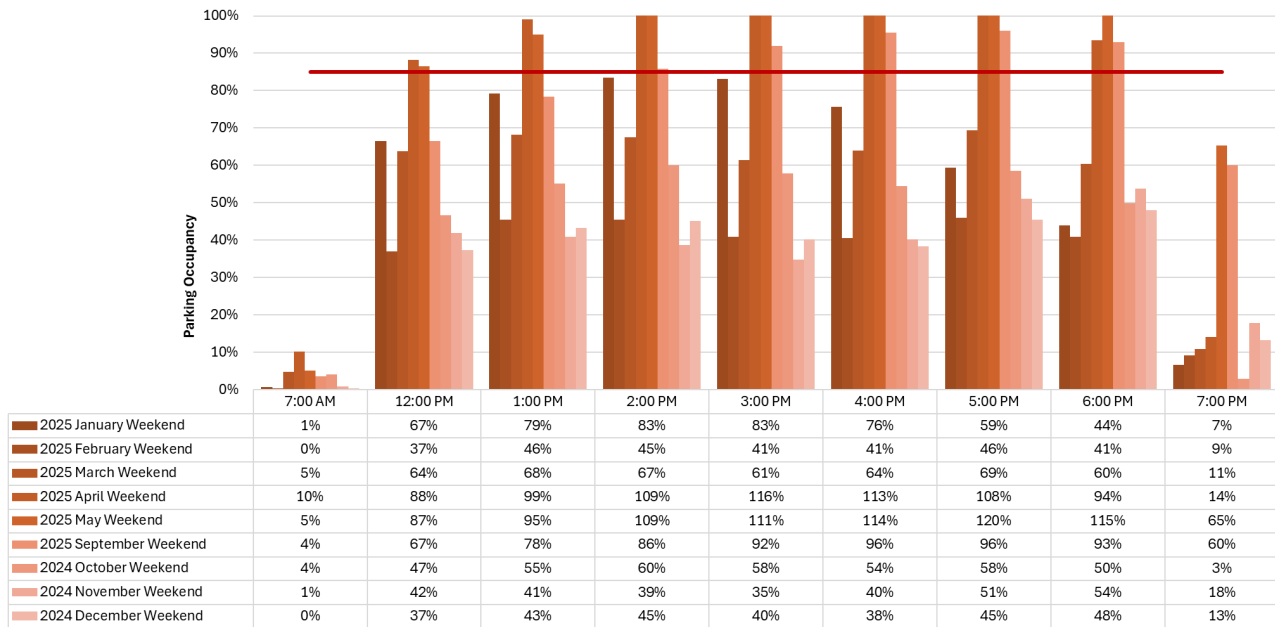


Figure 2c: Average weekend parking occupancy during the off-season

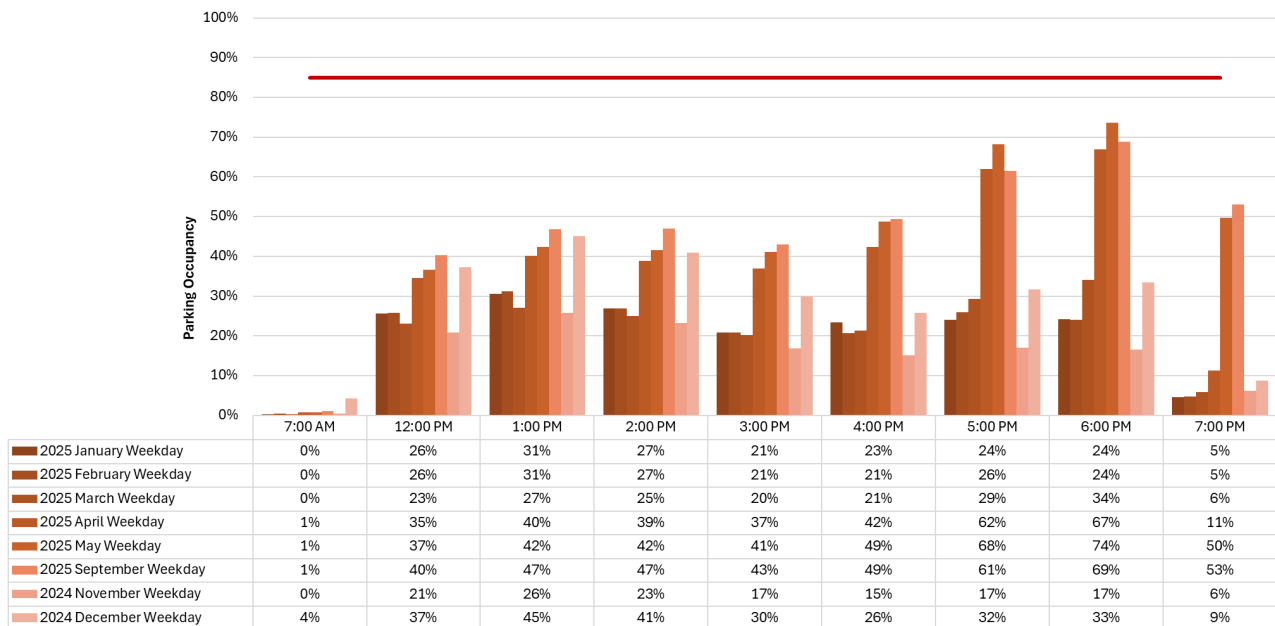


Figure 2d: Average weekday parking occupancy during the off-season

Considered at the March 31, 2026, SPC meeting

Considered at the November 18, 2025, SPC meeting

3. Esplanade Avenue from Rocky Point Park to Murray Street

Figures 3a through 3d present clear variations in parking behavior across seasons and days of the week. During the on-season, parking use increases rapidly through the morning, reaching high occupancy levels by midday. Weekend patterns (Figure 3a) show sustained demand throughout the afternoon, with several hours exceeding the 85% efficiency mark and occasional periods above full capacity. Weekday activity (Figure 3b) remains comparatively light, with gradual midday growth and modest evening peaks.

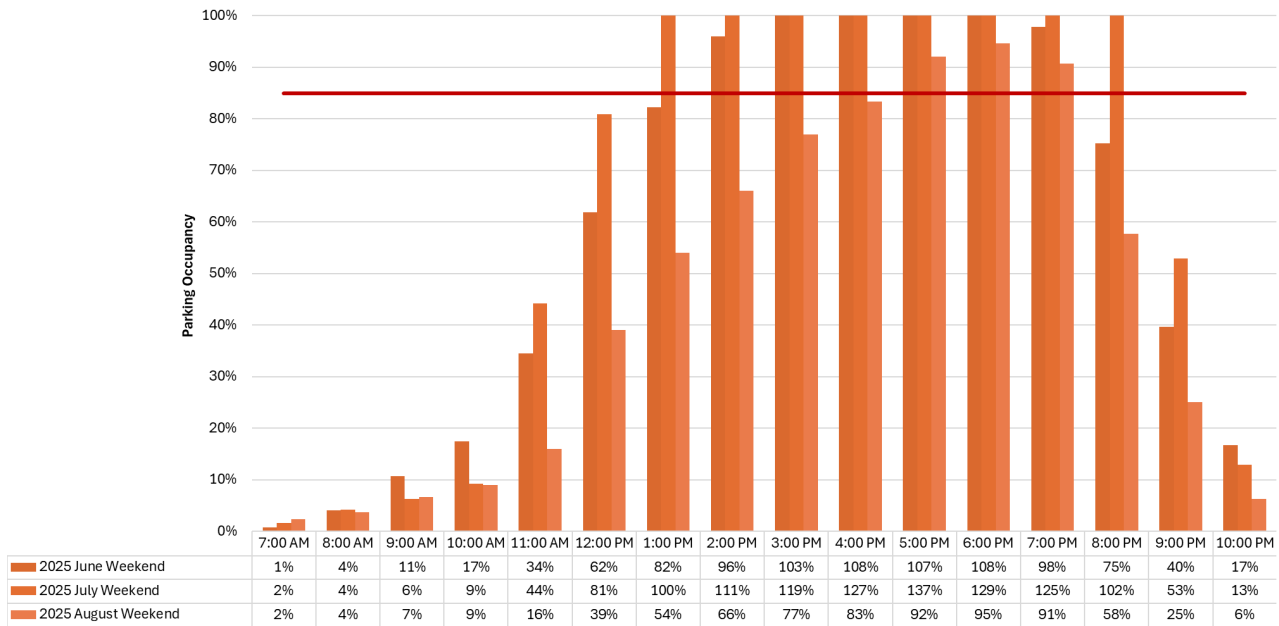


Figure 3a: Average weekend parking occupancy during the on-season

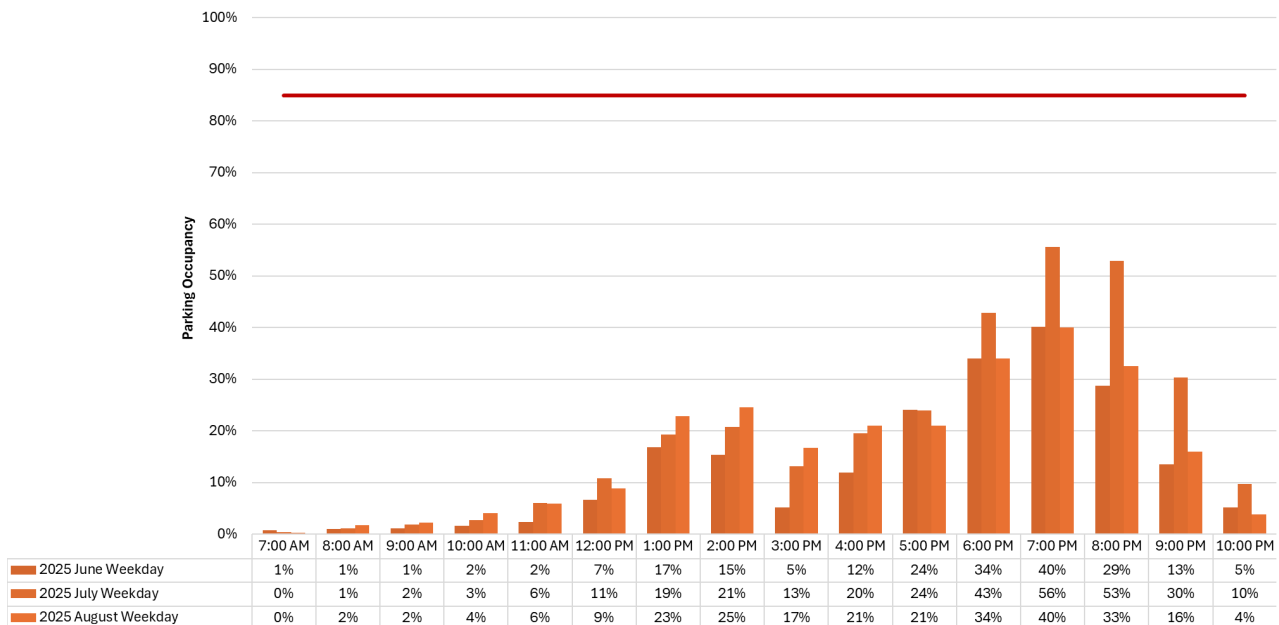


Figure 3b: Average weekday parking occupancy during the on-season

Considered at the March 31, 2026, SPC meeting

Considered at the November 18, 2025, SPC meeting

In the off-season (Figures 3c and 3d), parking occupancy remains generally lower but still demonstrates regular use, especially on weekends. Weekend demand (Figure 3c) rises steadily through early afternoon, with limited but noticeable peak periods in spring and early fall. Weekdays (Figure 3d) show minimal variation and consistently low occupancy, indicating reduced activity during non-peak months.

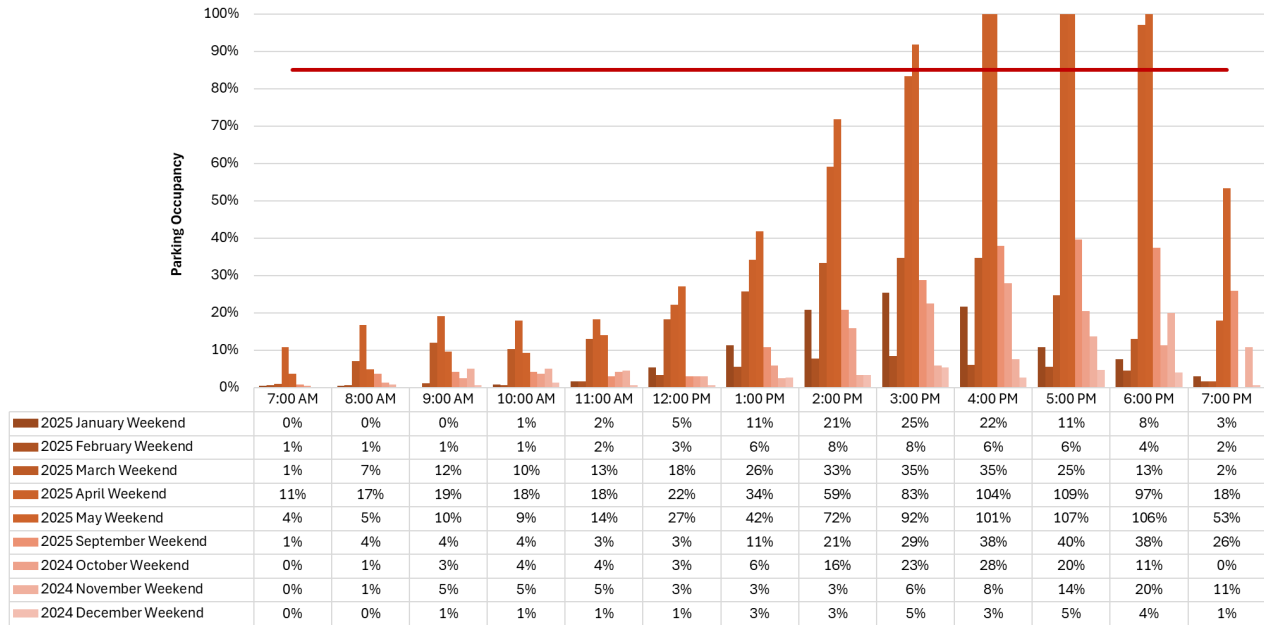


Figure 3c: Average weekend parking occupancy during the off-season

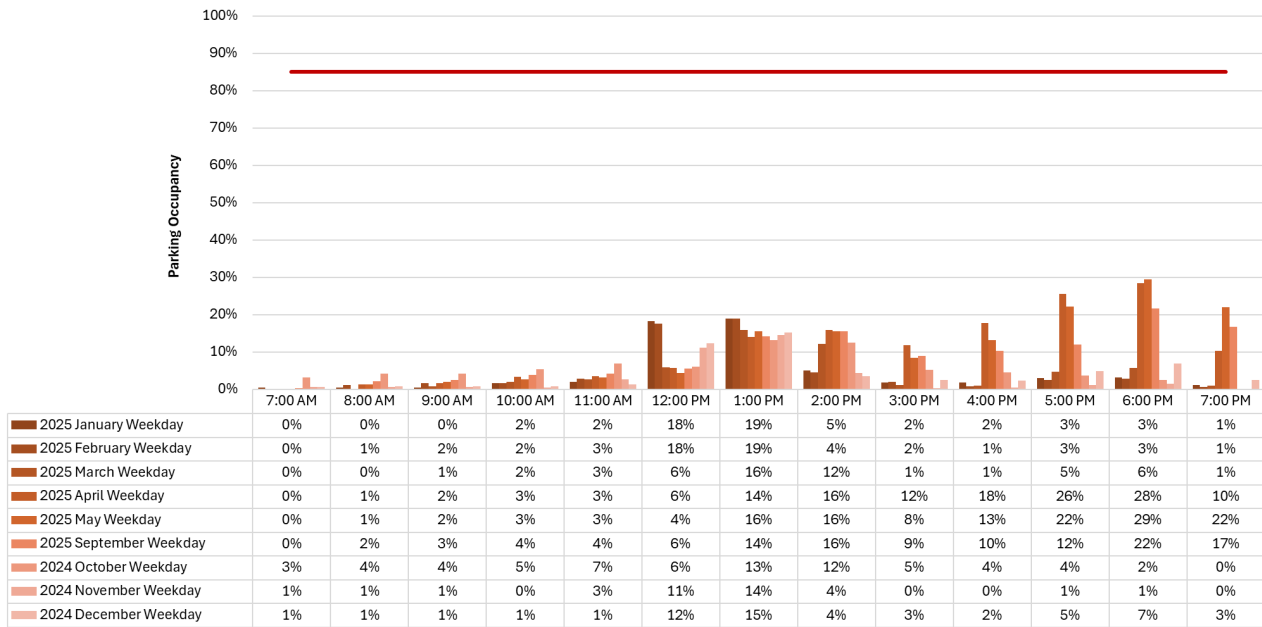


Figure 3d: Average weekday parking occupancy during the off-season

Considered at the March 31, 2026, SPC meeting

Considered at the November 18, 2025, SPC meeting

4. Murray Street from Columbia Street to the 2900 block

Figures 4a through 4d illustrate pronounced differences in parking utilization across seasons and day types. During the on-season, parking demand surges sharply through the late morning, with weekend use (Figure 4a) consistently exceeding capacity by midday and maintaining exceptionally high occupancy through the afternoon and early evening. Weekday patterns (Figure 4b) show a steadier buildup, with the busiest hours occurring between 5 PM and 8 PM.

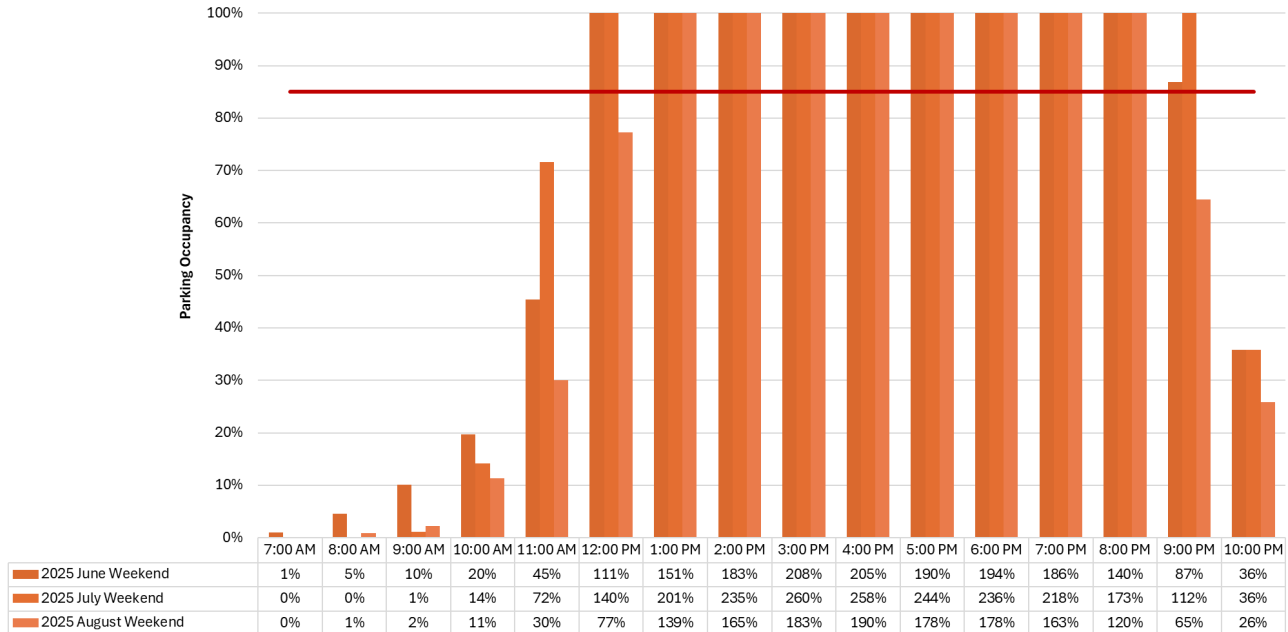


Figure 4a: Average weekend parking occupancy during the on-season

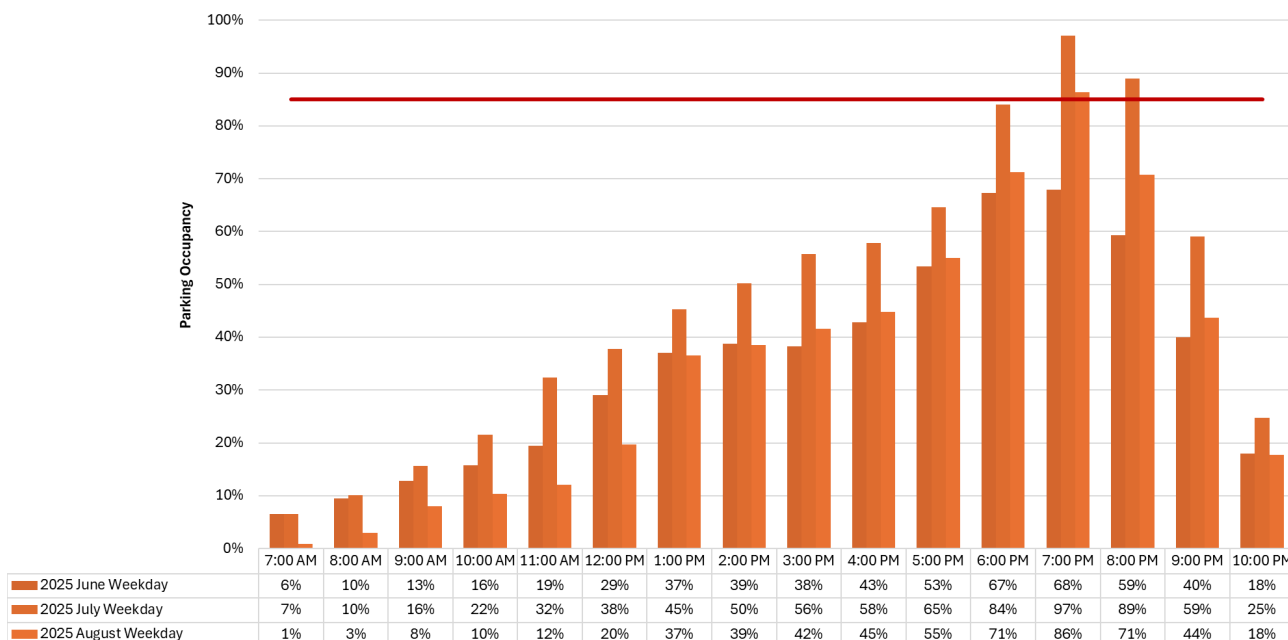


Figure 4b: Average weekday parking occupancy during the on-season

Considered at the March 31, 2026, SPC meeting

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In the off-season (Figures 4c and 4d), parking levels remain moderate but display clear daily rhythms. Weekend use (Figure 4c) still shows mid-afternoon peaks, particularly during transitional months, while weekday occupancy (Figure 4d) stays comparatively balanced, with gradual increases toward midday and small late-afternoon rises.

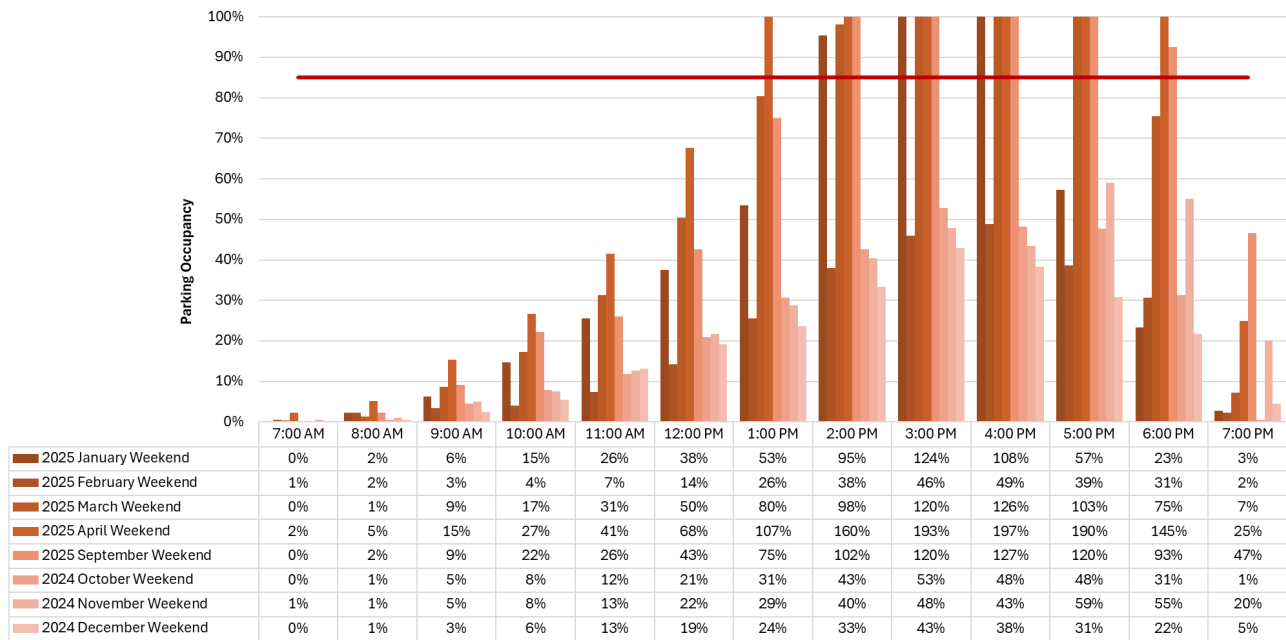


Figure 4c: Average weekend parking occupancy during the off-season

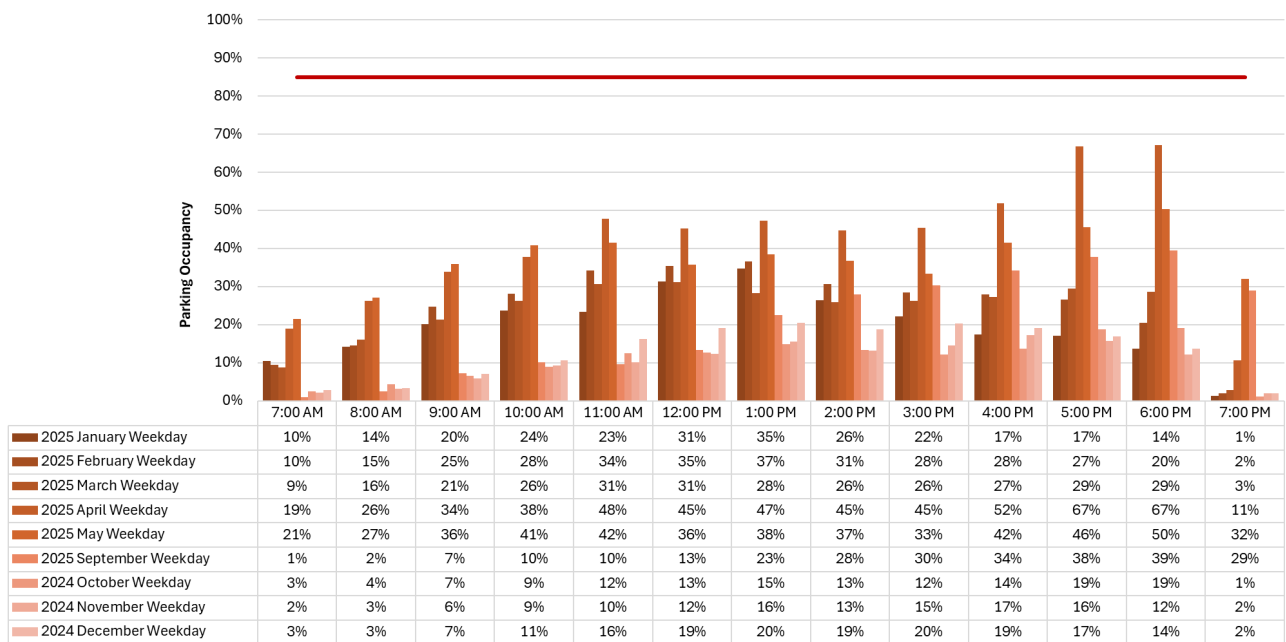


Figure 4d: Average weekday parking occupancy during the off-season

Considered at the March 31, 2026, SPC meeting

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5. Suter Brook Village – Capilano Road from Morrissey Road to the start of the bridge over Suter Brook Creek, Morrissey Road from Murray Street to Capilano Road, and Suter Brook Way

Figures 5a and 5b illustrate consistent and moderately high parking utilization throughout the year. On weekends (Figure 5a), occupancy rises quickly through the morning, stabilizing between 60% and 75% from late morning through early afternoon. On weekdays (Figure 5b), parking activity follows a similar but slightly smoother pattern, with occupancy peaking around midday and early afternoon before tapering off later in the day. Overall, parking demand remains balanced across both weekends and weekdays.

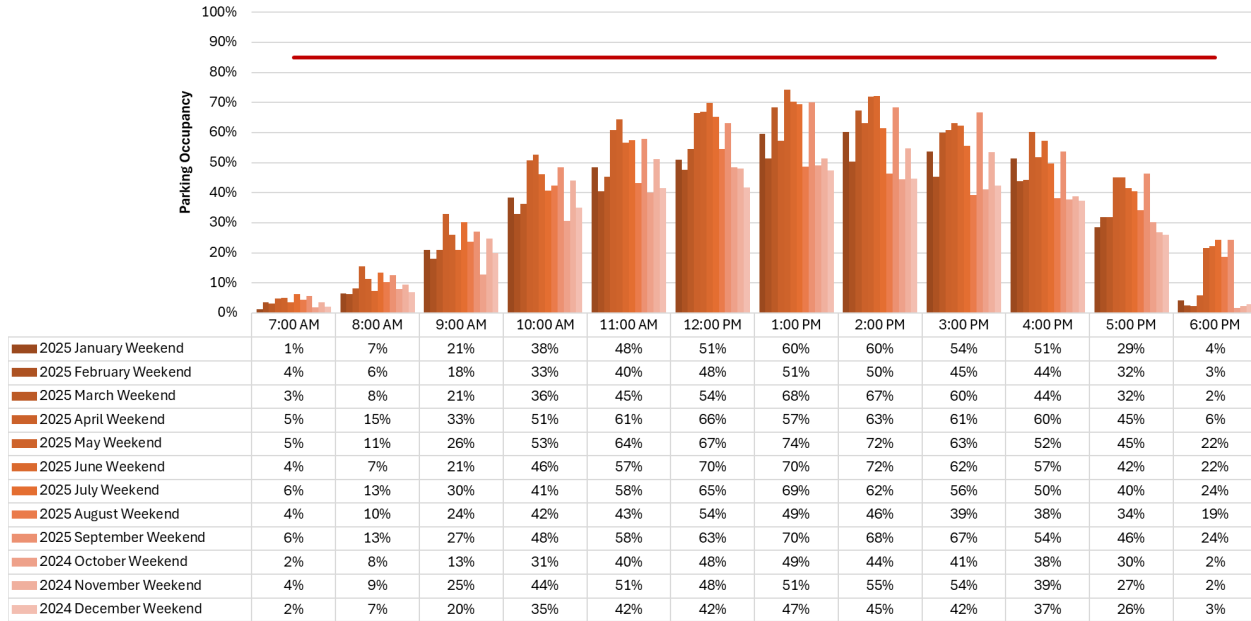


Figure 5a: Average weekend parking occupancy

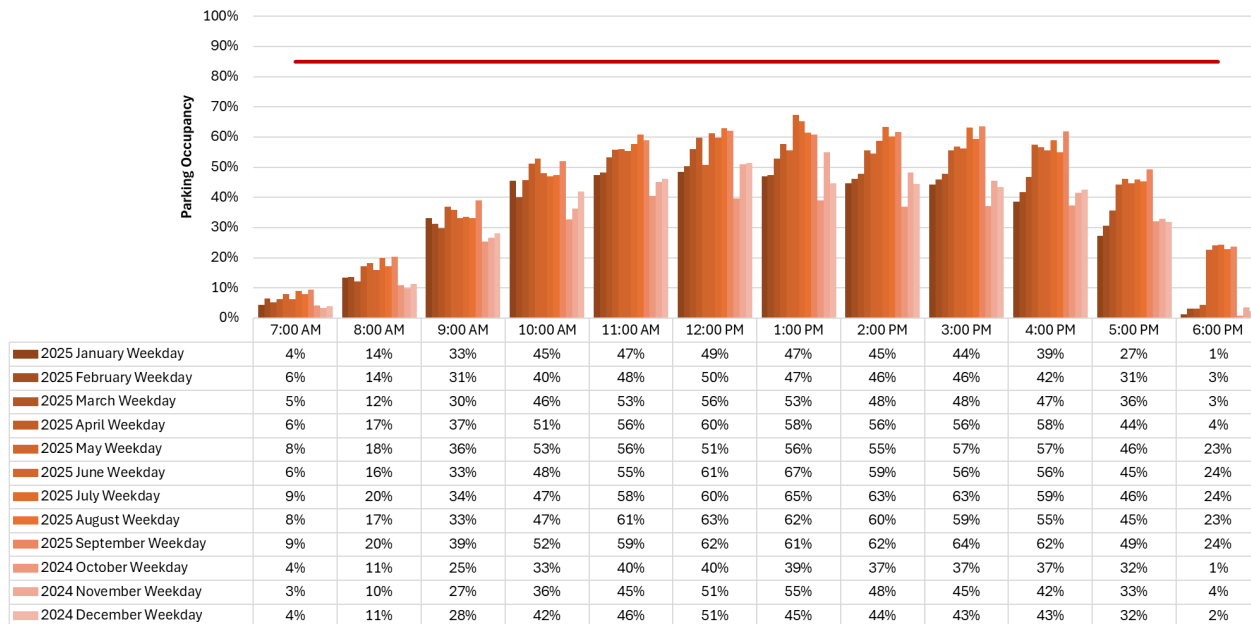


Figure 5b: Average Weekday parking occupancy

Considered at the March 31, 2026, SPC meeting

Considered at the November 18, 2025, SPC meeting

6. Ungless Way from Noons Creek Drive to Guildford Way

Figures 6a and 6b demonstrate low overall parking utilization across both weekends and weekdays. Weekend activity (Figure 6a) remains minimal, with occupancy seldom exceeding 10–12% even during midday hours. Weekday occupancy (Figure 6b) shows a stronger pattern, with noticeable peaks between late morning and early afternoon—reaching up to 90% at certain times—before tapering sharply later in the day. Overall, this location experiences light weekend activity but comparatively higher weekday demand.

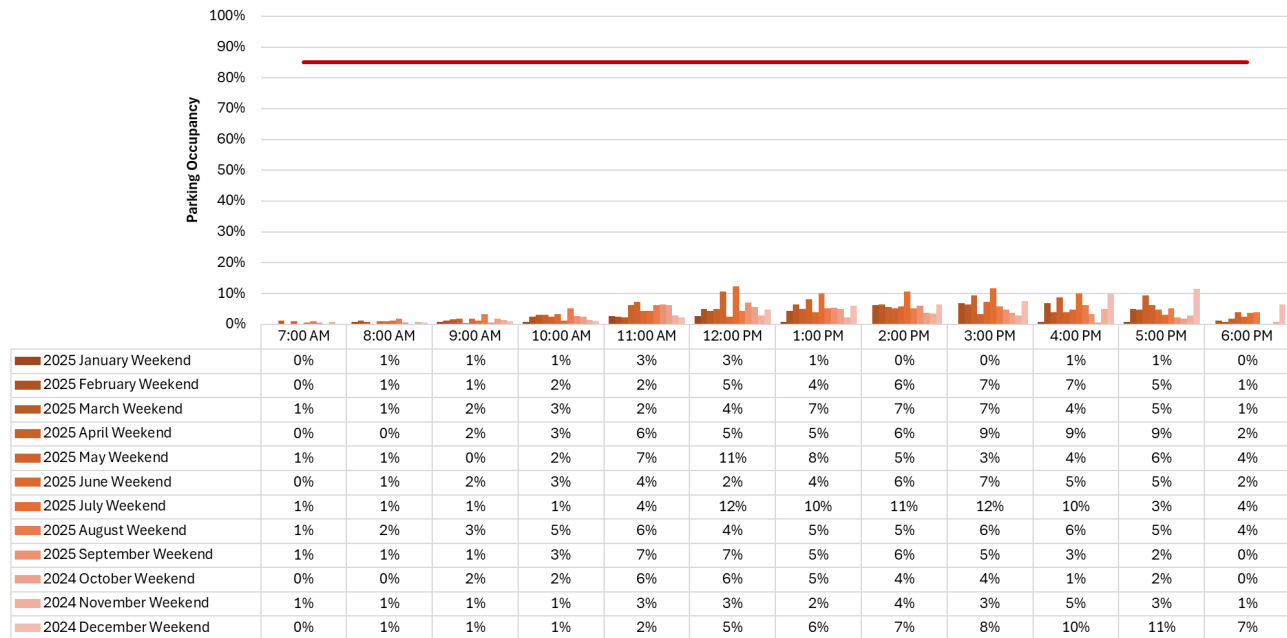


Figure 6a: Average weekend parking occupancy

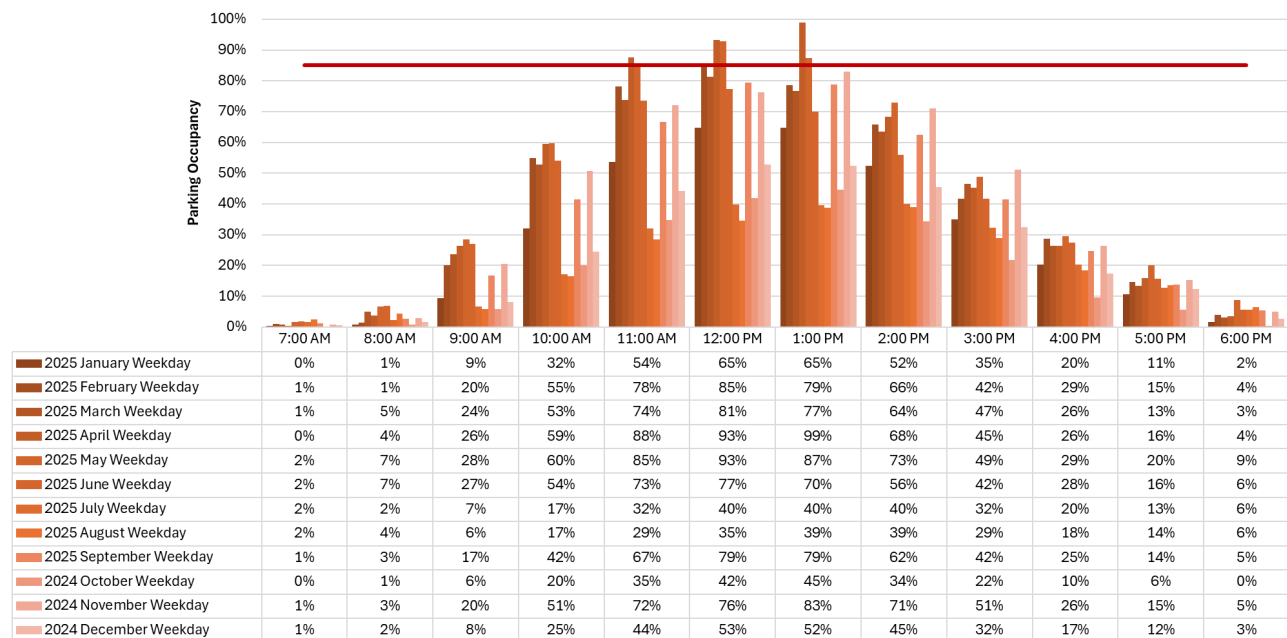


Figure 6b: Average Weekday parking occupancy