

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: July 21, 2025

TO: Mayor and Council

FROM: Anne Berry, Director, Planning & Development Services and
Candice Gartry, Director, Financial Services

SUBJECT: 2025 Fees and Charges Bylaw, 2024, No. 2514, Amendment No. 1, 2025,
No. 2542

RECOMMENDATIONS

THAT Council:

1. Receive for information the July 21, 2025, corporate report from the Director of Planning & Development Services and the Director of Financial Services, titled "2025 Fees and Charges Bylaw, 2024, No. 2514, Amendment No. 1, 2025, No. 2542;" and
 2. Give consideration to the draft bylaw options and direct staff on the preferred option;
 3. Give first, second, and third readings to the 2025 Fees and Charges Bylaw, 2024, No. 2514, Amendment No. 1, 2025, No. 2542.
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EXECUTIVE SUMMARY

This corporate report proposes an amendment to the 2025 Fees and Charges Bylaw, specifically to update the rates for City pay parking fees outlined in Schedule "N." The amendment is recommended to take effect on October 1, 2025. The proposed changes align with the increase in the Parking Tax rate set by TransLink, which will increase from 24% to 29% effective August 1, 2025. Staff recommend that the current bylaw be updated accordingly to reflect this change. And that parking receipts issued to customers include wording that indicates the off-street parking fees include the 29% TransLink tax.

INTRODUCTION/BACKGROUND

Section 194 of the *Community Charter* authorizes Council, by bylaw, to establish municipal fees for services, for the use of municipal property or to exercise the authority to regulate, prohibit or impose requirements.

TransLink Parking Tax Background

To help fund transit services in the region and deliver on the commitments outlined in the 2025 Investment Plan, the Mayors' Council and the TransLink Board of Directors have approved an increase to the off-street parking tax. Effective August 1, 2025, TransLink's Parking Rights Tax rate will increase from 24% to 29%.

The TransLink Parking Tax is applied on the purchase price of the parking rights sold to the customer before GST. The 5% GST applies to the parking price charged by the vendor plus the Parking Tax payable to TransLink. The TransLink tax does not apply to *on-street* parking revenue for which the City removes only the 5% GST and retains a greater proportion of those monies collected.

The City charges a uniform hourly rate for all waterfront parking in lots or in on-street stalls. A uniform gross parking rate provides the customer with clarity and simplifies the administration of pay station backend set-up and revenue management when the applicable taxes are backed out of monies collected. In contrast, variable parking rates typically encourage parking in cheaper, lower demand lots, and encourage turnover in higher demand areas.

Parking Tax on Customer Receipts

TransLink suggests that the tax can be set out as a separate item on the receipt, or the receipt can indicate that the purchase price includes the tax. The City of White Rock's practice until now is to include the Parking Tax and GST in the purchase price, and so receipts do not include the taxes as separate items. There is currently no wording on the receipt that indicates the fee includes both taxes. Including the applicable tax percentages on the receipts would increase transparency and provide customers with a more detailed understanding of their payment.

FINANCIAL IMPLICATIONS

If off-street parking fees remain the same, the 5% increase in the TransLink parking tax from 24% to 29% would decrease the amount of net revenue (after deduction of taxes) collected on off-street parking stalls. As an example, for parking at the waterfront during the summer season, the net revenue collected would decrease from \$3.65 to \$3.50 per hour resulting in a loss in revenue of 15 cents per hour or a 4% decrease:

Table 1:		
	Summer Season Waterfront Off- Street Stall	
Gross (for 60 minutes)	\$4.75	
Less: Translink Parking Tax @ 24%	0.88	
Less: GST	0.23	
Net revenue	3.65	a
Gross (for 60 minutes)	\$4.75	
Less: Translink Parking Tax @ 29%	1.02	
Less: GST	0.23	
Net revenue	\$3.50	b
Parking tax net revenue loss per hour	(\$0.15)	a less b

As the TransLink tax increase goes into effect August 1 and assuming the net revenue to be collected from August to December of this year is similar to the same period last year, it is estimated that the 5% parking tax increase will result in an additional loss in revenue of approximately \$45,000 if the tax increase is absorbed by the current parking fees.

To offset the loss in net revenue, the following two options are presented:

Option 1: Increase the Off-Street Parking Rates

To reflect that the TransLink tax is set by an external agency outside of Council's control and only impacts off-street parking, the off-street parking fees could be increased by using the current net fee as a base fee plus the 29% TransLink tax rate plus 5% GST on both the base fee and the TransLink tax. For example: the waterfront summer season hourly net fee is \$3.65 (per Table 1 item a above) multiplied by 29% and 5% GST equals \$ 4.94 and rounded up to \$5.00. (Parking fees are set in multiples of 25 cents as the pay stations do not accept 5 or 10 cent coins, and to reduce potential overpayments as the equipment does not provide change)

This calculation method can also be applied to the Centennial Arena parking lot fees which are subject to the TransLink parking tax resulting in a proposed increase from \$2.50 to \$2.75 for all day parking. The Hospital parking stalls are all on-street parking and are not impacted by the 29% TransLink tax. Under Option 1, the hospital parking fee would remain unchanged at \$3.25 per hour.

Pros

The increase in TransLink's parking tax will be passed on to the customers allowing the City to maintain the same level of net revenue currently received before the 5% parking tax increase.

Cons

Applying a rate increase only to those stalls where the TransLink tax applies would create variable parking rates which may shift parking demand more heavily to on-street stalls as a cheaper option and has potential for unintended consequences on waterfront businesses as well as creating confusion for customers who may not understand why on-street parking would cost less.

From an operational standpoint, implementing variable rates will require reconfiguration of pay station software and additional staff time each season to update the applicable rates at impacted waterfront stalls.

Option 2: Increase both Off-Street and On-Street Parking Fees

An increase to the parking fee on off-street parking stalls based on the calculation explained under Option 1 could also be applied to the on-street parking stalls to ensure uniformity of rates at the waterfront. Using the example of the summer season waterfront parking mentioned in Option 1, the hourly fee at all waterfront stalls (on and off-street parking) would be \$5.00 from March to October.

Pros

This would be consistent with past and current practice of having the same rate which is easily understood by customers and simple to administer and maintain with the parking pay software and machines.

This would result in an increase in parking fee revenue from on-street stalls as the 5% increase is retained by the City and is not part of the TransLink tax remittance. In the example that follows,

Table 2, the City could retain an additional 24 cents per hour in net revenue from on-street waterfront parking stalls during the summer season.

Table 2:		
	Summer Season Waterfront On- Street Stall	
Gross (for 60 minutes)	\$4.75	
Less: Translink Parking Tax @ 24%	n/a	
Less: GST	0.23	
Net revenue	\$4.52	c
Gross (for 60 minutes)	\$5.00	
Less: Translink Parking Tax @ 29%	n/a	
Less: GST	0.24	
Net revenue	\$4.76	d
Increase in net revenue per hour	\$0.24	d less c

Assuming that net revenue from on-street waterfront parking in 2025 remains consistent with 2024 levels, a 5% increase in on-street parking fees is estimated to generate approximately \$35,000 in additional annual revenue. It is important to note that this is a preliminary estimate, as waterfront parking revenues can vary significantly due to factors such as weather conditions and nearby capital projects.

Cons

While a uniform rate structure across all waterfront parking may enhance consistency, it's important to note that the 5% TransLink Parking Tax increase applies only to off-street parking. Increasing on-street parking rates—despite not being subject to the tax—could be perceived negatively by the public as an additional financial burden particularly in the current environment of rising living costs.

The proposed two options are summarized below:

Table 4:

Gross Parking Fee (includes TransLink tax & GST)	Status Quo	Option 1 - increase off street only	Option 2 - increase both
Waterfront - Winter Season - per hour			
On Street parking - Non-TransLink	\$2.75	\$2.75	\$3.00
Off Street /Lot parking - TransLink	\$2.75	\$3.00	\$3.00
Waterfront - Summer Season - per hour			
On Street parking - Non-TransLink	\$4.75	\$4.75	\$5.00
Off Street /Lot parking - TransLink	\$4.75	\$5.00	\$5.00
Winter Season - Daily Rate for Montecito and West Beach Parkades	\$8.50	\$9.00	\$9.00
Summer Season - Daily Rate for Montecito and West Beach Parkades	\$17.75	\$18.50	\$18.50
Centennial Arena - Off Street/Lot Parking - TransLink - per day	\$2.50	\$2.75	\$2.75
Hospital - On Street Parking - Non-TransLink - per hour	\$3.25	\$3.25	\$3.25

Parking Tax on Customer Receipts

Providing the breakdown on the receipts is possible, however there are challenges involved due to the parking dispensers accepting only limited denominations requiring fees to be set to a multiple of 25 cents, thereby limiting the ability to set rates that do not add up to an evenly divisible figure. The pay stations do not provide change, and so any overpayments with coins cannot be refunded, whereas credit card and mobile payments allow for more flexibility in rates without potentially requiring overpayments (just to round to a 25 cent multiple). On-street parking revenue does not include the TransLink parking tax and so separate configurations within the pay station backend would be required. In addition to this the pay station software configuration does not allow for percentage calculations of the TransLink tax on the base fee but have to be entered in as an additional fee type. Due to the various limitations the amount of TransLink tax shown on a parking receipt may not be exactly 29% of the base fee, which diminishes the accuracy and transparency of the amounts displayed on the receipt. Another option would be to display the TransLink and GST tax percentages as text at the bottom of the receipt, without breaking out the amount of the taxes for each individual transaction. See examples per Appendix C.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

Moving to cashless payments would allow the City to set parking rates without the limitation of having to round to 25 cent multiples. Only 5% of parking purchases in White Rock are made with coins with the percentage decreasing each year. It has become common practice for parking operators to eliminate coin-based payments, and even pay stations, in favour of credit card or mobile (PayByPhone) only payments in response to the potential for theft and the associated damage to equipment which can result in down time until repairs are made. Coin acceptor mechanisms are also prone to malfunction and can lead to down time and customer frustration. Cashless payments reduce pay station downtime and cash handling related costs thereby freeing Parking staff to focus on enforcement and Finance staff to focus on customer service. Upgrading pay station credit card readers to chip enabled ones, would increase transaction security for customers and provide the opportunity to enable debit card transactions, thereby reducing the impact of eliminating coin-based payments for customers who don't have a credit card. The RFID credit card reader technology currently utilized in the pay stations is being phased out and is expected to be obsolete within the next two years and/or come with increased transaction fees

to encourage technology upgrades. The vendors quote for such an upgrade to the City's current equipment is \$190,000.

In phase 2 of the next steps of the City Wide Parking Strategy review, staff intend on reviewing current pay station technology and provide recommendations on moving forward.

ALIGNMENT WITH STRATEGIC PRIORITIES

The proposed pay parking fee increases align with objective 1.a. of the Organization & Governance Priority Area.

"We commit to continuous process improvement, efficient service delivery, ..."

OPTIONS / RISKS / ALTERNATIVES

The following options are for Council's consideration:

1. Endorse increasing the off-street parking rates and update rates for city pay parking fees for the 2025 calendar year effective October 1, 2025 as included in the "2025 Fees and Charges Bylaw, 2024, No. 2514, Amendment No. 1, 2025, No. 2542"(Appendix A).
2. Endorse increasing off-street and on-street parking rates and update rates for city pay parking fees for the 2025 calendar year effective October 1, 2025 as included in the "2025 Fees and Charges Bylaw, 2024, No. 2514, Amendment No. 1, 2025, No. 2542" (Appendix B).
3. Not implement any changes and continue with the current parking rates, which were last amended for the 2024 calendar year and subsidize the TransLink parking tax increase through taxation, rather than passing it onto users.

CONCLUSION

Staff recommend that Council endorse Option 2 and direct staff to include general tax breakdown information at the bottom of parking receipts. It is further recommended that Council give first, second, and third readings to the 2025 Fees and Charges Bylaw, 2024, No. 2514, Amendment No. 1, 2025, No. 2542.

Respectfully submitted,



Ralph Volkens
Manager, Parking Services



Cheryl Tan, CPA, CGA
Acting Manager, Revenue Services

Reviewed and approved by,



Anne Berry, MCIP, RPP
Director, Planning and Development Services

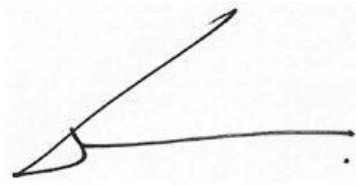
Reviewed and approved by,



Candice Gartry, CPA, CGA
Director, Financial Services

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report and provided for Council's consideration and direction to staff.

A handwritten signature in black ink, consisting of a stylized 'G' followed by a horizontal line and a small dot at the end.

Guillermo Ferrero
Chief Administrative Officer

- Appendix A: Option 1: 2025 Fees and Charges Bylaw, 2024, No. 2514, Amendment No. 1, 2025, No. 2542, Schedule "N"
- Appendix B: Option 2: 2025 Fees and Charges Bylaw, 2024, No. 2514, Amendment No. 1, 2025, No. 2542, Schedule "N"
- Appendix C: Test Parking Receipts Displaying TransLink Tax and GST