



REGULAR MEETING OF COUNCIL

George Fraser Community Room, Ucluelet Community Centre,
500 Matterson Drive, Ucluelet, and
Electronically via Zoom ([Ucluelet.ca/CouncilMeetings](https://ucluelet.ca/CouncilMeetings))
Tuesday, April 29, 2025 @ 4:00 PM

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Tourism Ucluelet Board

2025-04-24

Mayor McEwen and Members of Council
District of Ucluelet
500 Matterson Drive
Ucluelet, BC V0R 3A0

Dear Mayor McEwen and Members of Council,

On behalf of the Tourism Ucluelet Board, we would like to thank you for your continued work in supporting the sustainability of our community infrastructure. As Ucluelet's destination management organization, we understand the importance of ensuring our public spaces and services are well-funded, particularly given the seasonal demands of a tourism-based economy.

With that in mind, we are writing to share feedback on the proposed Ucluelet Pay Parking Program. We understand and support the District's need to generate sustainable revenue; however, we believe the long-term success of this program will depend on meaningful collaboration with the business community and residents. We are not opposed to the implementation of a pay parking system—in fact, we could be supportive of a well-designed, inclusive program. Our goal is to work alongside the District to help create a plan that earns community support while meeting municipal objectives.

To that end, we offer the following concerns and recommendations:

1. Community and Business Engagement

Despite the wide-reaching implications of this program, there has been minimal engagement with the business community and limited efforts to build public understanding or support. Stakeholders most impacted by the program have not been adequately brought into the process, and we strongly recommend a more intentional approach to engagement moving forward.

2. Follow-Up on Feedback

Business owners and community members have made efforts to share constructive feedback, but many feel their input has not been acknowledged or addressed. This lack of response has eroded confidence in the process. A transparent system for collecting and responding to feedback would go a long way in building trust and alignment.

3. Implementation Materials and Readiness

Clear, accessible materials—such as parking maps, visitor-facing handouts, and an overall program explainer—are still lacking. These are critical for front-line workers, visitors, and residents to navigate the new system effectively and without confusion.

4. Lack of Short-Term Parking Options

We continue to hear consistent and valid concerns regarding the absence of short-term or hourly parking options. For local businesses that rely on quick customer visits, this omission is likely to create friction and dissuade casual spending. A tiered approach to parking rates would provide greater flexibility and improve user experience.

5. Economic Impact Assessment

To our knowledge, no formal economic impact study has been conducted. Implementing a program of this scale without data to understand the potential effects—positive or negative—puts the visitor economy at risk. We encourage the District to develop tools to monitor outcomes and assess unintended consequences in real time.

6. Lack of Case Studies or Precedent

We have not seen any reference to case studies, comparable community examples, or best practices that informed the development of this program—particularly regarding the flat rate fee structure. Including such examples would help stakeholders better understand the model, expected outcomes, and key learnings. If precedent or external case studies have not been considered in the decision-making process, it raises significant concerns about the rationale and robustness of the implementation plan.

7. Private Lot Consideration

One of the most immediate and obvious impacts of the pay parking program will be on stakeholders who own centrally located private lots. From the outset, the message communicated by the previous CAO was that this issue falls outside the District's responsibility. We believe this approach overlooks a key group of stakeholders and has contributed to a sense of disregard for their concerns. These lots play an important role in Ucluelet's parking ecosystem, and we urge the District to engage directly with private lot owners to ensure their needs are considered as part of the broader strategy.

We truly believe that a fair, transparent, and well-communicated parking program can deliver value to the District and community alike. Tourism Ucluelet is ready to be a partner in this process—whether through sharing insights, helping communicate changes to visitors, or supporting engagement with the local business community.

Note: While this letter is sent on behalf of the full Tourism Ucluelet Board, we recognize that Mayor McEwen and Rose Aday, as Yuułu?il?ath Government's local government representative for the District of Ucluelet and Tourism Ucluelet, hold dual roles and have asked to be omitted from supporting this letter. To respect their positions, we wish to clarify that Mayor McEwen and Rose Aday have not participated in the drafting of this letter.

We appreciate your attention to these points and look forward to your consideration.

Warm regards,

Tourism Ucluelet Board of Directors

Nicholas Curry
Tourism Development Specialist
Tourism Ucluelet

From: Chris Bozman [REDACTED]
Sent: Friday, April 25, 2025 9:38:09 PM
To: Community Input Mailbox <communityinput@ucluelet.ca>
Subject: Paid Parking

[External]

Dear Mayor and Council,

I am writing to express my concerns regarding the implementation of paid parking in Ucluelet. My primary worry pertains to the financial viability of this initiative, especially considering the financial losses experienced by other municipalities in their initial years due to staff oversight and start-up costs. Could you please provide details regarding the specific controls that have been implemented to ensure this program generates real revenue for Ucluelet?

If the objective is to enhance the municipal tax base, I wonder if it is possible to re-evaluate the prioritization of municipal projects? Approving developments such as 221 Minato and lot 16, and overcoming existing hurdles for current projects, could be more beneficial. Additionally, focusing on attracting new employers to establish themselves in our community may prove more fruitful. I am aware of two such organizations that could collectively bring approximately 200 long-term, full-time, well-paying jobs to our community. Paid parking appears to be a workaround rather than a comprehensive approach to planning and municipal management. This short-term fix may not generate the anticipated revenue. Over the past several years, I have observed the council directing staff to prioritize projects such as 221 Minato, yet these projects remain delayed. Subsequently, seemingly without a council resolution, staff time has been allocated to paid parking.

To clarify, I am not in favor of paid parking, as I believe it is inconsistent with the values of the West Coast.

Thank you for your attention to this matter.

Sincerely,

Chris Bozman

[REDACTED]
[REDACTED]

April 28, 2025

To Whom It May Concern:

Re: Municipal Visitor Parking Program

I am writing in strong opposition to the planned pay parking for the district of Ucluelet, to urge council to re-evaluate whether this pay parking is the right decision for our small town, particularly in the current times we are in. After attending the “info” session last week, I have many concerns that were not answered or adequately addressed by staff, many of which seemed to be shared by the large group of the business community at the meeting:

- Friends/family who come to visit will need to buy a daily pass if they are going to park on the street at our homes. This will hurt the residents in our small community.

- I am saddened that commercial businesses, any small, medium, or large business, no matter if we pay our property taxes and buy our business license, we still have to pay to register our company vehicles, \$50/each, annually. So much for just charging visitors – this directly impacts our businesses.

- Out of town contractors (which we rely on) will all have to pay parking passes as well, which will increase costs, which are already so high in our area.

- There was no identified plan to see if there is a change in tourism numbers (particular day trippers – Council’s numbers seem based on rooms booked). In our business, the majority of visitors are day-trippers, coming from Tofino for a few hours or dropping in on their way out of the area after visiting. We also get many visitors on day trips from around Vancouver Island. I strongly believe the number of these visitors will drop, and I am dismayed there is no plan to study or record this impact on our businesses.

- There was no plan at this time to be able to get people to pay parking tickets if they are in a rental car (the majority of people who come) or if they have out-of-province/international plates.

- We were told that the district legally cannot ticket on Peninsula or Main, as they are department of highways, and not district land, but they will put up signs there anyways. This is such a large majority of the parking in our town, why are you continuing with a proposal when you can’t even ticket on our main roads?

- There is no support for privately owned parking lots, so COOP, Davidson Plaza, Whiskey Landing, etc, have to monitor their own parking lots, again placing so much of the impact of this policy on our community businesses. The parking lot for the boat basin, where businesses purchase annual spots through DFO, will still be charged through the district, and there was no plan to support the businesses or work with DFO regarding these already purchased sites.

- I asked staff at the meeting, at what point is this a success or a failure... we were told they project making \$400,000... within that they have to hire a new by-law enforcer, as well as the

technology for the license plate scanners and the percentage back to the company who runs the parking platform. I don't foresee our taxes going down or us ever making \$400,000. Arguing that council will be able to support large infrastructure projects with the projected amounts seems doubtful. I would ask council – at what point is this a success, even if it significantly impacts the businesses in our town?

- When I pushed staff on the impact that pay parking will have on the small businesses in Ucluelet, particularly for day trippers. They just said, in Jasper that wasn't a problem. Comparing Ucluelet to Jasper? Tofino might be Jasper... Ucluelet is the tiny town to the left of it, that needs to entice visitors to come, not punish them for visiting. We are NOT Jasper or Banff or Tofino, and it is irresponsible in my view to pretend that we are.

- Lastly, the numbers and plan are for YEAR-ROUND pay parking, unlike Tofino which only charges during the peak tourism months. In the off season, the very large majority of people being impacted by this will be our own visiting friends/family (Ucluelet is so quiet in the winter).

As a business owner who has struggled through the Kennedy Hill construction, COVID lockdown, Cameron Lake fire and now a potential recession and trade war with the US, I am so disheartened that our mayor and council are pushing this forward without a true and proper consultation, after a survey which came back with way more opposed than in support, and with staff who cannot answer some of the basic questions we have as business owners, and who are clearly told to push this agenda forward when the people are calling for something else.

I'm not necessarily forever opposed to pay parking maybe someday down the line 10+ years once we are known as a destination you must visit! But for now, please help our businesses just make ends meet.

Please stand up to support the small businesses of Ucluelet and not sign pay parking into bylaw, particularly in these already troubling times.

Hjalmer Wenstob

From: Jacqueline Holliday [REDACTED]
Sent: April 29, 2025 6:53 AM
To: Community Input Mailbox <communityinput@ucluelet.ca>
Subject: Paid Parking

[External]

To whom it may concern,

When the topic of paid parking came up I immediately wrote my objections to council. I was disappointed to hear that our council voted it in. Do to my work schedule I have been unable to attend council meetings, but I have several concerns over the implementation of paid parking.

The Highway 4 construction project negatively affected local businesses for years. COVID made businesses take another hit. Then there was the Forrest fire at Cameron lake that shut us down for a month at a time where businesses should have been operating at their peak. Then, just when business should start getting back to normal the district decided to give Peninsula an upgrade. Image West was severely impacted by the construction in front of their business. The project both shut down parking to their business, and also access to their store front. Paid parking is going to further affect business in Ucluelet, not to mention the construction process will disrupt local businesses once again.

With paid parking in town the Coop lot, daycare, and Davidson plaza will fill up and affect local's access to Service BC, Canada Post, North Island College, Chiropractor and Massage therapists. The onus and cost of monitoring this will simply be passed on to owners and tenants. That doesn't seem fair.

I have not been able to determine the total for the cost of paid parking. How long will it take before we are generating income. Is \$400k the projected annual income? Is that gross or

net? It seems like it will take a while to pay off the construction and implementation of this project.

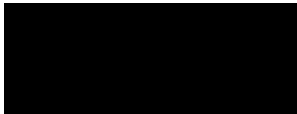
Something not spoken about in Tofino is the affect on local business employees who do not live in Tofino. As a Ucluelet resident that works in Tofino I would have to pay for parking if my employer didn't have a private parking lot. Ucluelet has workers that come from Tofino. It is difficult as it is with a housing crisis to staff local businesses, should we shorten the pool even more by making employees pay for a parking pass?

My aging parents regularity visit me. My mother recently struggled to pay for hospital parking when she was forced to use an app to pay for parking. I eventually had to remotely pay for her. We can't put meters everywhere, and I am certain areas will force a simular app to the one in Tofino. Ucluelet is not walkable for everyone, especially aging or mobility challenged people. Local businesses who don't have a meter close to parking stalls will suffer.

The bulk of the parking spaces used are up and down Peninsula, and Main Street. Are these not part of Provincial Highways? Are we even allowed to charge for parking along here? If not, then we are just making parking more of a problem as people try to park there.

In conclusion, my biggest concern with implementing paid parking is the affect on local businesses. Over the last five years they have been working to recover from set back after set back. Please do not implement paid parking. Or at least delay this until local businesses can start to catch up and recover.

Jacqueline Holliday



From: Nestor Ferrier [REDACTED]
Sent: April 16, 2025 9:14 PM
To: communityinput@ucluelet.ca <communityinput@ucluelet.ca>
Subject: Pay Parking program

Hi Counsil Team,

I have a few questions and comments regarding the Pay Parking Program. Could you please answer below questions as I was not able to get complete answers at the open house today.

Questions:

1. What were the results of the survey sent out last year? What percentage was in favour and against this parking proposal?
2. Our household has more than 2 vehicles. Will all vehicles, trailers, motorcycles etc. registered to my home be free for parking?
3. What areas/streets will the parking permit be required? For example, will the parking off the street in front of my house be included?
4. Will this parking permit be required all year or will it be seasonal?
5. I have several family members and friends that stay with us in our home for weeks or months at a time. Are we expected to have our guests pay for parking the entire time? Or will there be guest passes available for residents?
6. What is the anticipated income from the parking program?
7. Exactly how will the income from the parking program affect our property taxes?

Comments:

1. I feel the communication regarding the Parking Program was very poor. This is a very important topic and it was not highlighted in any of the district emails other than the survey and the open house. You also need to remember, many of the community (especially elderly) do not use email or social media.

2. The survey was also not well done. There was no validation if the participants were residents.
3. Before moving forward with this Parking Program, I suggest you put it to a vote with the residents of Ucluelet and surrounding neighborhoods. The perception from anyone I've spoken to is that the district is pushing this through despite the majority of residents not wanting it.

I look forward to hearing from you.

Thank you

Nestor Ferrier



-----Original Message-----

From: Randy weflen [REDACTED]

Sent: April 29, 2025 10:07 AM

To: Community Input Mailbox <communityinput@ucluelet.ca>

Subject: Tourism

[External]

If paid parking is enforced ucluelet, myself and the majority of my 80+ coworkers won't be visiting this place either. We enjoyed visiting these communities because they didn't have big city vibes. Paid parking turns it into an everyday headache that most of us try to escape from.

Please don't mess this up

Thank you,

Randy Weflen

From: Terra Buston [REDACTED]
Sent: April 28, 2025 6:30 PM
To: Community Input Mailbox <communityinput@ucluelet.ca>
Subject: paid parking

[External]

Hi,

I am writing to say my concerns about the paid parking that is going into effect in town. As an owner of a small business that relies on customers to be able to park their vehicles as well as our staff members for long periods of time daily. We are concerned this will affect our business for the foreseeable future. Our town's small businesses have been hit by the Kennedy lake road work, Covid, Cameron Lake Fire road closures, tariffs and now paid parking that will potentially stop tourists from stopping at our shop if they have to pay for an entire day. We also have a customer base out of Tofino who may be deterred from coming since they will have to pay to come to our shop.

We feel the town should reconsider the paid parking as the negatives out way the positives. it's not supporting our small business, employees, community members and tourists. This system does not support a small town like ours.

Hope for your understanding and reconsideration in this matter

Terra Buston

To Mayor, and Council

April 28th 2025

We would like to express to you our serious concerns regarding the upcoming pay parking program which has been pushed through, despite an outstanding amount of negative feedback from residents and businesses.

As you are aware of, the outcome of the 2024 survey was a majority 51% against the parking program. We believe that is largely because the small business owners know it will impact them negatively, including the bustling Ucluelet Sunday Market. The market team has been working very hard for years to build this event up from 5-10 vendors to now having 35+ vendors weekly throughout the spring, summer, and fall. We strive to provide a relaxed, and positive atmosphere to promote shopping from our fantastic visitors. Our market is a favourite among summer vacationers, as well as our vendors who travel from Tofino, First Nations Communities, the rest of Vancouver Island, and the mainland. Now we face additional hefty fees to park our vehicles. We are small business owners, and artisans, in an already financially tough time. We cannot afford more fees, or to lose any business, even if it is a small percentage due to pay parking.

The Ucluelet Sunday Market relies heavily on visitor volume to be successful. We are concerned that the expensive daily parking fees will deter lower income visitors, as well as day-trippers from stopping to walk around and browse our assortment of artisan creations. We do not want our shoppers to feel penalized for making a quick stop to buy lunch, and trinkets from our market. Although we now have many vendors, we are still working on ways to draw in visitors so we can see more traffic throughout the entire season. The pay parking surely will not help attract visitors in shoulder season May, June, Sept, Oct, when we need it most.

Ucluelet still has a relaxed stress-free atmosphere despite the influx of tourists in the high season. We see many visitors from June-Sept, however we transition immediately into a ghost town come October. We, as a seasonal tourist destination should not be penalizing visitors in the shoulder, and off season but instead be encouraging them to come visit and support our local businesses who struggle in winter. We at the market think no pay parking should be implemented, however should it pass, it should not extend past the peak summer months!

The Ucluelet Sunday Market cannot afford to lose any visitors caused by pay parking, because it is how many of us make our livelihoods. Council, please take into consideration the concerned letters, and voices from us, and all of the small businesses at risk of your parking plans. We want to continue to thrive and provide an enjoyable Sunday experience for all.

Sincerely,

The Ucluelet Public Market Board of Directors and vendors.

Giovi Corlazzoli
Sandy Corlazzoli
John Hillifer
Marty Mellway
Renee Nedeau
Andrew Talbot
Lynette Dawson-Summerfeldt

Dear Mayor and Council,

I am writing in opposition of the district's proposed year-round pay parking program. I have responded to surveys, attended/kept up with council meetings, and been in discussions with members and businesses in the community and it feels as though our concerns are falling on deaf ears.

I want to start by reiterating the Ucluelet Chamber of Commerce's sentiments toward the paid parking program:

"Standing Up for Ucluelet's Business Community

The Ucluelet Chamber of Commerce is actively advocating on behalf of our business community to formally oppose the district's proposed year-round pay parking program.

The plan — high daily fees with no hourly options — risks damaging local businesses, discouraging visitors, and undermining Ucluelet's welcoming reputation. Tourism generates over \$50 million annually for our economy. Businesses already contribute significantly through taxes, wages, and investment. Penalizing visitors is not the solution.

We are advocating for a smarter approach:

- A pause on the bylaw's implementation
- A full economic impact study
- Seasonal-only parking with free short-term options
- Proper consultation with businesses and residents

We're committed to supporting infrastructure needs without harming the businesses and community that tourism sustains.

Let's protect what makes Ucluelet special."

I would also like to add some personal anecdotes and observations that personally add to my opposition of this program:

As an employee of a small non-profit that relies on tourism, I have concerns about the negative impact this parking system will have on visitation. It costs people a lot of money just to reach us and adding an additional fee creates one more barricade for visitors. It appears the idea is to charge tourists instead of locals to generate revenue but seeing how people already turn away at the door due to admission rates, I fear that paid parking implementation will just be one more deterrent for visitation altogether.

In working for the market last year, we saw so many visitors (locals and tourists alike) supporting local creators and contributing to a community based weekly event that adds so much to this vibrant area! Parking for vendors was already a nightmare, partially due to

the lack of spots, compound that with heavy traffic in peak season and add a fee for the limited spots remaining and you have created the perfect disaster. If people have to spend money to park, they will be less likely to spend money at the market. If vendors are also expected to pay, that will be constraining for them as well. The fees they must pay are kept as low as possible by the market society and they rely on these fees to run the market while keeping it reasonable for vendors. Parking as an additional charge with each market puts a stressor on vendors and visitors alike.

Lastly, accessibility is a huge challenge in our community. Free parking is one of the last few financially accessible parts of this district and you are threatening to take that away. I have parents with limited mobility that need to drive everywhere and there are only a small handful of physically accessible spots to begin with. Now that those limited spots will be occupied with daily rates, I fear there will not be a turnover of traffic like there is now with spots being free and places will become entirely inaccessible to anyone that experiences mobility issues. The physical and financial limitations of this program are pressing concerns.

The more I experience and learn about district spending and decisions made by council regarding development and infrastructure, the less faith I have that the people of the district are the main concern and priority. I genuinely hope to see alternative ways to generate revenue for the district besides implementing pay parking and increasing property taxes. You can and should do better to look out for the people these decisions impact. This is simply not the solution, and I really hope this time you listen to what locals are asking for and what is best for them.

Sincerely,
Veronica Aguiar