

Policy Title: Visitor Paid Parking Revenue Policy

Policy # B-126

Date adopted by Council: June 2, 2026



1. POLICY STATEMENT

Recognizing that visitors and the visitor economy create increased demand, usage, and wear on municipal infrastructure and services, the Municipality of Jasper will utilize revenue generated through Visitor Paid Parking to help offset those impacts and support municipal infrastructure, services, transportation systems, and community resiliency in a consistent, transparent, and accountable manner.

2. SCOPE

This policy applies to all revenue generated through municipal Visitor Paid Parking programs administered by the Municipality of Jasper.

3. STANDARDS

3.1. Cost Recovery for Program Operations

The Visitor Paid Parking program shall operate at no cost to the local tax base.

Revenue generated through the program shall be used to fund the administration, operations, and enforcement required to deliver the Visitor Paid Parking program.

Eligible program costs may include, but are not limited to:

- Parking system administration
- Parking operations and maintenance
- Parking payment technologies and infrastructure
- Bylaw enforcement related to paid parking
- Program communications and customer service

3.2. Approved Uses of Net Revenue

After accounting for the Program Operations required to deliver the Visitor Paid Parking program (3.1), net revenue may be allocated only to the following Council-approved purposes:

- Debenture payments related to recreation infrastructure.
- Operational or Capital support for municipal public transportation services.
- Wildfire, climate change, and economic resiliency initiatives.
- Reduction of the general municipal property tax burden.

3.3. Allocation of Net Revenue

The allocation of Visitor Paid Parking revenue among the approved uses shall be approved by Council through the annual budgeting process.

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3.4. Budget Presentation

The proposed use of Visitor Paid Parking revenue shall be clearly identified within the Municipality's annual budget presented to Council. Budget documents shall be prepared to clearly identify:

- total projected Visitor Paid Parking revenue;
- projected operating costs of the Visitor Paid Parking program;
- projected net revenue available for allocation;
- allocation of net revenue among the approved uses identified in Section 3.2; and
- any planned transfers to reserves.

Any Visitor Paid Parking revenue that exceeds the allocations approved through the annual budget process shall be transferred to the Financial Stabilization Reserve in accordance with policy B-112.

4. RESPONSIBILITIES

Council

Review and approve any revisions to this Policy.

Approve allocation of Visitor Paid Parking revenue through the annual budgeting process.

CAO

Review and approve any procedures related to this Policy.

Directors and Managers

Carry out the policy based on established procedures.