



Date: April 4th, 2012

TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Parking Initiatives

RECOMMENDATION

THAT the board approves changes to our fees and schedules for pay parking operations effective May 1st, 2012 as per the attached schedule.

POLICY

At the July 25th, 2011 Board meeting the Board endorsed the strategic framework developed for 2012 – 2017 including directions in Excellence in Resource Management, and Parks and Recreation for All.

BACKGROUND

Pay parking was first introduced to Park Board operations in the mid 1970's at Vanier Park, the Fish House and the West End. It was later expanded to Stanley Park, Queen Elizabeth Park and other high profile areas in the mid 1990's. The Board uses the services of a parking management company to operate its pay parking lots. The parking management company is responsible to supply, install and maintain all pay stations and signage at its own expense, collects the parking revenue from the pay stations, remits it to the Board, and provides parking enforcement and related services. The management company receives a management fee of a percentage of the parking revenues less Costs and Taxes. In addition the management company retains all of the parking violation fees. On March 14, 2011 the Board approved the award of the management contract to EasyPark for an initial five year term.

Pay parking in our park environments operate on a summer and winter fee schedule while our community centers and street front locations have schedules that vary by location. There is a wide range of hourly and seasonal rates applied to the various pay parking areas.

Average annual revenue generated from pay parking is \$4.5 million and this is an important contributor to the Park Board's annual budget.

DISCUSSION

In reviewing the current parking fees and charges and speaking to a number of our stakeholders, staff have identified a range of differences which are creating confusion to our visitors and are inconsistent within our system. Examples of this are the “Summer Season “ for Stanley Park is defined as April 1- September 30 while Queen Elizabeth Park is May1 – September 30. The Summer Season hourly rate in Stanley Park is \$3.00 while the equally high demand Kitsilano Beach is \$2.50. Pay parking rates are in effect until midnight at locations such as Beach Avenue, Sunset Beach and Queen Elizabeth Park while Stanley Park is until 9:00 p.m. during the Summer Season.

The other pay parking areas that EasyPark manages have rates in effect 24 hours a day and seven days week and the City street meters are in effect until times ranging from 10:00 p.m. to 4:00 a.m. depending on the area. In both cases the rates do not vary by the time of year.

By better aligning the fees and schedules in a standardized model we will provide greater clarity to our users and visitors and eliminate the confusion which is currently in place. In addition we will operate our pay parking areas in a manner more consistent with the street meters and other pay parking facilities that operate adjacent to our parks.

SUMMARY

The standardization of our fees and schedules will provide greater clarity and reduce confusion to our park users and visitors. In addition we will operate our pay parking areas in a manner more consistent with others in the surrounding area.

Prepared by:

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**Vancouver Board of Parks and Recreation
Proposed Changes 2012 Fees and Charges
Pay parking**

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| 1. Jericho Beach, Kitsilano, Queen Elizabeth Plaza | Summer rate begins April 1st |
| 2. Stanley Park | 6:00 a.m. to 11:00 p.m. year round |
| 3. Totem Poles, Brockton Point, Prospect Point,
Info Booth, Tea house, Fish House | Eliminate daily rate |
| 4. Jericho Beach, Beach Avenue, Kitsilano, Queen
Elizabeth Plaza | Summer rate \$3:00 per hour |