

# PARK BOARD **P**ARKING STRATEGY

Park Board Committee Meeting  
Monday, April 14, 2025



- To seek Board approval for the Park Board Parking Strategy to improve access, increase investments in parks and recreation services, and support parking lot improvements.
- Propose the pilot implementation of sites selected through the Strategy for expanded paid parking in 2025, with further engagement of partners to mitigate impacts on staff, volunteers, and vulnerable users.

- A. THAT the Vancouver Park Board approve the Park Board Parking Strategy to improve user experience and access, achieve financial sustainability, and support operations and management of parking infrastructure.
- B. THAT the Park Board direct staff to pilot the implementation of paid parking expansion in 2025 for the sites selected through the Strategy, as described in this report, and delegate the setting of fees to the Park Board General Manager for the initial pilot with subsequent adjustments and phases brought to the Board through the annual Fees and Charges Update.

- April 16, 2018 Board Motion to develop a comprehensive parking policy.
- 2020 VanPlay Implementation Playbook highlighted need for parking policy.
- 2022 Service Plan cited need to advance a new parking policy framework.
- January 16, 2023 “Think Big” Revenue Strategy Board Motion to apply a revenue-generating strategy lens when developing the Parking Strategy.
- 2024-2028 Budget Outlook Council report identifying the Parking Strategy as a short-term opportunity to generate \$500K revenue to balance City budgets.

- Unanimously approved January 2023 "Think Big" motion notes the revenue opportunity for the Parking Strategy.
- July 2023 Think Big Report Back highlights optimizing the utilization of assets, including parking lots, for revenue generation.
- In the September 2024 Think Big Year 1 Update, optimize parking revenues is the number 2 Think Big initiative, after SAND (Sponsorship, Advertising, Naming rights, Donations). The report estimates annual gross revenue from the Parking Strategy to reinvest in parks and recreation services at \$1M.

Parking Strategy is guided by 3 goals:

1. Improve park user experience and access;
2. Achieve financial sustainability; and,
3. Support operations and management of parking infrastructure.





# Goal 1 - Improved User Experience and Access

- High demand parking lots limit access to parks and recreation, with queuing, congestion, and idling challenging user experiences.
- Paid parking is the established best practice for managing parking demand.
- Managed paid parking also funds improvements to parking lots that improve access, such as drop-off areas, accessible features, and wayfinding.



## Goal 2 - Financial Sustainability

- After program fees, paid parking is the Park Board's highest revenue source – staff are exploring strategies for revenue retention such as AIF.
- In 2024, \$9.5M in revenue was generated at Park Board's existing paid parking lots.
- Opportunity to increase investments in parks and recreation by managing parking demand at the busiest lots.





## Goal 3 - Support Operations and Management

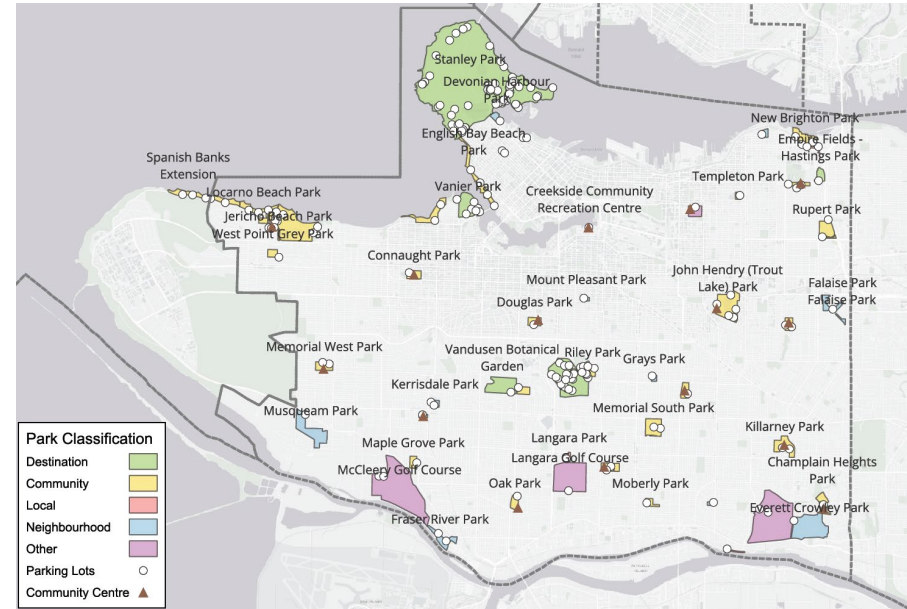
- The Parking Strategy addresses best practices for special events, enforcement, EV and micromobility, and other operational considerations.
- Effective management of parking lots makes parks and recreation services more accessible, with measures to ensure paid parking is not a deterrent to participation in community programming.



# Schedule



- Vancouver is growing and demand for parking is increasing.
- City staff are expanding paid parking and residential permit programs.
- Park Board operates 180 parking lots, with the majority free parking, including some of the largest free public parking lots left in the city.



- Park Board provides parking to support access to parks and recreation.
- The costs of 'free' parking are paid by all. Paid parking connects costs of parking to the users that benefit and generates revenue for public good.
- Paid parking revenue increases investment in parks and recreation, reducing burden on taxpayers.





## Destination Parks

- Major attractions with visitors from across region.
- Peak use during summer – almost half in Q3.
- Highest revenue source -- \$8.6M in 2023.



## Community Parks

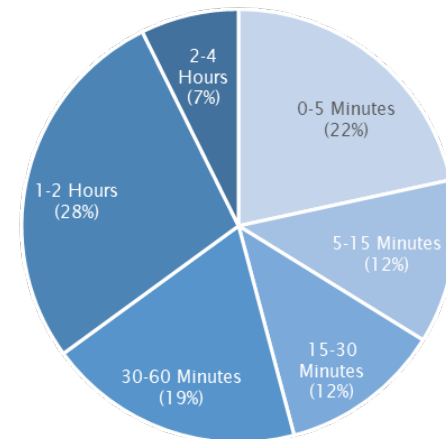
- Primarily serving residents, often with sports fields.
- Peak use from spring to fall.
- Contributed \$1.6M in revenue in 2023.



## Community Centres

- Provide programs serving wide range of users.
- Consistent (often high) use across seasons.
- \$500K revenue in 2023.

## Average Parking Duration





## Parking Conditions

- Difficulty finding parking, use by people not visiting the park or facility
- Poor parking lot conditions: uneven surface, faded parking lines, etc.



## Accessible Parking and Drop-off Area

- Insufficient accessible parking stalls near the entrance
- Drop-off area congestion



## Wayfinding / Signage

- Confusing signage regarding no parking zones and parking rules
- Lack of signage to available parking lots



## Pay Parking Impact

- Concern for barriers to accessing community programs
- Parking management and enforcement clarity



- Engaging CCAs (and VBGA) was critical to Strategy development – staff repeatedly met partners and hosted workshops.
- Key concerns heard:
  - Improvements needed (drop off areas, etc.)
  - How are sites selected for paid parking?
  - Where does revenue go?
  - Impact on staff, volunteers, vulnerable users
- Input shaped selection process, mitigation measures, and plan for continued engagement through implementation.



Meeting	Date	What We Discussed/Learned
1	January 4th, 2024	Introduced project goals, approach, and challenges. Sought initial input through follow-up survey and preference for engagement moving forward.
2	October 3rd, 2024	Reviewed data collection, group survey findings, and intercept survey results. Discussed managing demand and opportunities for public benefit.
3	December 5th, 2024	2+ hour workshop to confirm site selection methodology, understand revenue use, and breakout into group exercises to fit mitigation measures to priority users.
4	March 6th, 2025	Reviewed learnings, shared (and adjusted) mitigation measures, implementation process, and selected sites for pilot paid parking expansion.

- MST input for Parking Strategy was received through other ongoing projects with the Nations, including Intergovernmental Working Group and UNDRIP Action Plan.
- The Nations requested paid parking exemptions for their members to Stanley Park.
- Interest through UNDRIP Action Plan on city-wide parking system.



- **Staff** – paid parking exemptions to support daily facility operations (including CCA staff).
- **Volunteers** – reduced rate monthly passes for volunteers that deliver services to minimize impacts on community programming.
- **Vulnerable users** – reduced rate passes through Leisure Access Pass program, reduced rates at different times of day (dynamic pricing), and other exemptions applied on a case by case basis.
- **MST** - Paid parking exemption for Nations' members at Stanley Park as a pilot, with consideration for other sites through future UNDRIP process and ongoing Parking Strategy implementation.

# Selecting Sites to Expand Paid Parking Program

- **Step 1:** Assess demand of parking and park or facility use.
- **Step 2:** Evaluate accessibility by sustainable transportation, including transit.
- Sites with high demand and access alternatives are selected.

PARKING DEMAND	SUSTAINABLE MODE FACILITIES		
	EXCELLENT ACCESS	MODERATE ACCESS	LIMITED ACCESS
HIGH PARKING DEMAND	<b>Implement Paid Parking or Increase Parking Fees</b> For facilities already operating with paid parking. Monitor to ensure demand is managed.	<b>Implement Paid Parking</b> Enhance on-site amenities and prioritize sustainable modes; advocate for external improvements, including for drop-off and increased accessibility.	<b>Implement Paid Parking + On-site Improvements</b> Prioritize on-site amenities (bike, micromobility, etc.) and external improvements, including drop-off and increased accessibility.
MEDIUM PARKING DEMAND	<b>Implement Paid Parking</b> Monitor to ensure demand is managed.	<b>Phased Paid Parking</b> Phase implementation of paid parking (peak-time or event-based fees) and enhance on-site amenities; advocate for external improvements.	<b>Phased Paid Parking + On-Site Improvements</b> Phase implementation of paid parking (peak-time or event-based fees); prioritize on-site amenities; advocate for external improvements.
LOW PARKING DEMAND	<b>No Immediate Need for Paid Parking</b> Continue monitoring.	<b>No Immediate Need for Paid Parking</b> Continue monitoring.	<b>No Immediate Need for Paid Parking</b> Continue monitoring.

- **Pilot – summer phase:**

- Hillcrest Community Centre
- John Hendry Park (Trout Lake Community Centre)
- Kerrisdale Community Centre
- Hastings Community Centre
- New Brighton Park/Outdoor Pool

- **Pilot – fall phase:**

- Langara Golf Course
- Fraserview Golf Course
- VanDusen Botanical Garden

~\$3M annual revenue  
for pilot sites

To reduce local impacts:

- paid parking will also expand to adjacent parks
- neighbourhood street parking coordinated with City staff



- Improved, iterative process for expanding paid parking engages closely with partners through staff connection between policy, implementation, and management.
- Following approval of Strategy, staff will work with CCAs at each site to mitigate impacts to staff, volunteers, and vulnerable users and set balanced rates.



- Work closely with effected CCAs, VBGA, and staff on implementation plan, as suggested:
  - Initial meetings to align shared goals and gather information on facility operation, program, users, and specific concerns.
  - Fit Parking Strategy mitigation measures to context of each facility and balance paid parking rates.
  - Review with partners and coordinate communications plan to limit impacts to program access.
- Pilot sites for 2025, track data on use and impacts, and review with partners before considering adjustment and further expansion of program through annual Fees and Charges Update.

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