

Report Date: April 4, 2025 VanRIMS No.: 08-3000-30 Submit comments to the Board

TO: Park Board Chair and Commissioners

FROM: Director, Business Services

SUBJECT: Park Board Parking Strategy

RECOMMENDATIONS

- 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.

PURPOSE AND SUMMARY

The purpose of this report is to share the Park Board Parking Strategy (Strategy) for the Board's approval, developed in response to challenges facing parking lots operated by the Park Board and to guide future management of these assets, including the significant opportunity for increasing revenue to fund parks and recreation services.

The need for a Park Board-led Parking Strategy has been reinforced over the last several years through Board motions, VanPlay, Service Plans, the Think Big Strategy, and a recent Council budget outlook identifying the Strategy as a short-term opportunity to generate revenue and balance budgets. The Strategy was initiated in acknowledgement of these drivers and is guided by three main goals: improve park user experience and access through upgraded assets, achieve financial sustainability with increased revenue generation, and support the operations and management of parking infrastructure.

The policy described below and attached as Appendix A builds on comprehensive data collection and analysis of the 180 parking lots operated by the Park Board, learnings from other plans, strategies, and projects, targeted engagement, and close collaboration with partner Associations. It presents a clear, two-step approach for selecting sites to expand the Park Board's program of paid parking based on demand and access to transportation alternatives.

An improved, iterative implementation process is shared, outlining closer engagement with partners and an ongoing staff connection between policy, implementation, and parking management. Mitigation measures were prepared for staff, volunteers, and vulnerable users, acknowledging the role of partners in delivering public services and the importance of equitable

access. Pilot sites for paid parking expansion with high utilization and good access at selected community centres, golf courses, and VanDusen Botanical Gardens are proposed for 2025, with adjustments and successive phases accommodated through annual Fees and Charges updates.

The Strategy recommends best practices for several other considerations, including paid parking exemptions for Musqueam, Squamish, and Tsleil-Waututh Nations' members in Stanley Park to increase their access to their traditional territories. Further consideration is provided for sustainable transportation alternatives, safety and accessibility, enforcement, EV charging and micro-mobility, and other aspects of the parking system.

Presented as an effective approach informed by data collection, engagement, and clear methodology, the Park Board Parking Strategy was developed to ensure improved parking experiences and access, increased revenue generation, and supported management of parking lots to serve the Park Board's delivery of parks and recreation services.

BOARD AUTHORITY / PREVIOUS DECISIONS

Per the <u>Vancouver Charter</u>, the Park Board has exclusive jurisdiction and control over all areas designated as permanent and temporary parks in the City of Vancouver, including any structures, programs and activities, fees, and improvements that occur within those parks. The Board may pass, amend, and repeal by-laws for the control, regulation, protection, and government of these parks and of persons who may be therein.

On October 19, 2020, the Park Board approved the <u>VanPlay Framework</u>, for Vancouver's <u>Parks</u> and <u>Recreation Services Master Plan</u>. VanPlay sets priorities and provides tools and policies to support the pursuit of equity, connectivity and access to parks and recreation for all. The Parking Strategy primarily aligns with VanPlay's Goal 10: Secure Funding, and specifically addresses Approach for Action P1.5 for creating parking policy.

On July 6, 2023, the Vancouver Park Board approved the <u>"Think Big" Revenue Strategy –</u> <u>Report Back</u> recommendations. This report endorses the Think Big Action Plan which includes an item to "optimize parking revenues" through development of a parking strategy.

On May 6, 2024, the Board approved implementation of a 12-month <u>Spanish Banks Paid Parking</u> pilot program to explore funding mechanisms that support growing pressures in maintaining destinations parks and beaches.

CONTEXT AND BACKGROUND

The Park Board operates 180 parking lots in the City of Vancouver, with just over a dozen lots managed with paid parking, largely within Stanley Park, Queen Elizabeth Park, and the western beaches. As the population and desirability of Vancouver as a destination grows, demand for parking increases. In response, City staff have been expanding curbside paid parking and residential permit parking programs in many neighbourhoods of Vancouver. Public parking lots operated by Park Board include some of the largest without paid parking, with the consequence that many are in high demand with idling and limited access to parking, users parking for long periods to walk off site without using parks and recreation amenities, and other impacts.

The Park Board provides parking at parks, recreation facilities, and golf courses to support access to these services. The costs of 'free' parking are borne by all taxpayers, whether they drive a private vehicle or not. Paid parking connects some of the cost of parking to the users that directly benefit and generates revenue to reinvest in services that indirectly benefit everyone. It also generates revenue from non-residents who visit Vancouver's parks and recreation facilities but

do not pay taxes that support them. Paid parking, where it makes sense, can improve access and increase investment in community services, reducing the burden on taxpayers.

Through data collection and analysis of existing conditions, staff know that peak utilization of Park Board's lots is high on average: 70% on weekdays and 80% on weekends. Peak times are weekday evenings and midday on the weekends. Destination parks, unsurprisingly, see the highest parking use (and revenues) during summer months while community centres, recreation facilities, and community parks maintain relatively steady year-round use and revenue due to the indoor nature of their facilities and organized sports use. Most users accessing parks and recreation by vehicle park for under two hours.

To understand user concerns and priorities, staff took a targeted approach to engagement for the Strategy. Learnings from previous plans, strategies, and projects were reviewed. 311 calls were analysed for feedback and key themes. Staff held meetings with select interest holders and conducted intercept surveys at priority sites. Through this engagement, staff heard about the challenges in finding parking, the poor condition of parking lots, insufficient accessible stalls near entrances, congested drop-off areas, and confusing or insufficient signage. At the same time, staff heard concerns about the paid parking representing a barrier to accessing some community programs and the lack of clarity around management and enforcement.

Engaging partner Associations (including Community Centre Associations and Vancouver Botanical Garden Association) was critical to Strategy development, with many jointly operated facilities emerging as high priorities for parking management. Staff met with the Association Presidents' Group multiple times, including a full evening workshop, and heard concerns related to parking management and implementation, selection process for expanding paid parking, destination of revenue, and impacts on staff, volunteers, and vulnerable users.

DISCUSSION

Building on comprehensive data, analysis, and engagement learnings, the Strategy proposes a fair, consistent approach for improving user experience, increasing revenue, and managing operations for Park Board's parking lots. Expansion of the Park Board's paid parking program is the recommended action to meet these goals, with careful consideration of impacts providing a set of mitigation measures and an improved approach to implementation, including a proposed pilot for high-priority sites.

Expanding Park Board's Paid Parking Program

To determine the need for new paid parking implementation or adjustments at parks and facilities, a comprehensive two-step decision-making process is used. The first step involves evaluating each facility's parking demand by combining parking utilization (i.e., how much of the existing parking supply is used during peak periods) and park or facility usage intensity (i.e., a measure of how intensively the park or facility is used through diversity of program and number of events). The second step involves assessing the site's accessibility via sustainable transportation, including transit.

By combining the first and second steps, parking management strategies are identified: implementation of new/expanded paid parking is recommended for sites with high or medium parking demand and excellent or moderate access, forming the basis for the proposed 2025 pilot. A series of recommendations for other scores are provided, from paid parking with on-site improvements to no paid parking in the short term where demand is low. Expansion to these sites would occur, as necessary, over successive years of implementation.

Implementation Process and Mitigation Measures

To support expanded parking management, an improved, iterative process is proposed that engages more closely with partner Associations and creates an ongoing staff connection between policy, implementation, and management. This process includes phases of data collection and monitoring, tailoring the Strategy policy to site through engagement, piloting implementation with communications, mitigation measures, and continued monitoring, and implementing finalized policies with improvements.

To reduce impacts on key user groups, mitigation measures were developed with partners. For Park Board and partner Association staff, the Strategy proposes paid parking exemptions to support daily facility operations and maintain staffing levels. To support volunteers, reduced rate monthly passes can be provided to minimize impact on the delivery of community programming. This balance of staff exemptions for core service delivery and reduced rate passes for volunteers is recommended for fairness and consistency while ensuring financial sustainability. It is unique to Park Board's approach.

To apply an equity lens for vulnerable users, the Strategy recommends providing reduced rate passes through the existing Leisure Access Program, benefiting from its established methodology for reduced cost access for residents with low-income. Implementation can also utilize dynamic pricing – in other words, lowering fees for different times of day to align programming with periods of lower parking utilization.

2025 Pilot Implementation Sites

To test the expansion of Park Board's paid parking program and application of mitigation measures, a two-phase implementation pilot is proposed to support Business Services in the management of parking infrastructure, based on use of the Strategy's two-step selection process for high to moderate demand and excellent to good access:

Pilot – Summer Phase	Pilot – Fall Phase
Hillcrest Community Centre	Langara Golf Course
John Hendry Park	Fraserview Golf Course
(Trout Lake Community Centre)	
Kerrisdale Community Centre	VanDusen Botanical Garden
Hastings Community Centre	
New Brighton Park/Outdoor Pool	

A Pilot Implementation Plan would be refined and applied in the months immediately following approval of the Strategy, including further engagement with partner Associations and coordination with City staff to reduce impacts to adjacent neighbourhoods. To limit the redistribution of parking challenges to nearby available lot(s) without paid parking, Park Board-operated parking lots in adjacent areas would be bundled into implementation for each applicable site. For example, Hillcrest Community Centre will include Riley Park and Kerrisdale Community Centre will include Kerrisdale Park.

FINANCIAL CONSIDERATIONS

After general program fees, paid parking is the Park Board's highest revenue source. In 2024, \$9.5M of revenue was generated through our parking lots, with expenses for the 24% parking tax on each fee paid to TransLink, GST, and for the management services of EasyPark, a City-owned non-profit corporation. Collected net revenues generated by paid parking under the jurisdiction of the Park Board are redistributed in combination with tax-based operating funds within the annual

Operating Budget to cover fixed cost increases and to fund delivery of parks and recreation services each year. With increased demand, there is significant opportunity to increase this revenue for the Park Board and reduce the burden on taxpayers. High-level estimates of net annual revenue for the pilot phase of implementation are upwards of \$3M.

Parking fees in the current state are set based on a scan of competitors' lots and City of Vancouver street parking fees in the surrounding area to reflect demand and market alignment. Fees at Park Board sites are given additional consideration for affordability considering the use of parking to access parks and recreation services for public good. This practice will continue, with additional engagement of partners on mitigating measures.

A framework for revenue impact analysis is provided in the Strategy for evaluating potential revenue effects of the parking policy. It includes tools for staff to make informed choices to optimize pricing strategies that balance access, equity, and financial sustainability. Through implementation, this analysis will help refine specific approaches for each pilot site.

OTHER CONSIDERATIONS

The Strategy provides recommendations and best practices for a range of other considerations, from event and bus parking management to promoting sustainable transportation and enhancing safety and accessibility. In many cases, these considerations are shared as refinements on existing practices and help achieve enhanced revenue generation and/or the delivery of public benefits.

An important consideration raised for the Strategy was access for members of Musqueam, Squamish, and Tsleil-Waututh (MST) Nations to their traditional territories. Park Board staff received a request through the Stanley Park Intergovernmental Working Group to waive paid parking fees in Stanley Park for MST Nations' members. To reduce barriers to the Nations in accessing their own lands, build better relationships, and promote connection between cultures, the Strategy proposes paid parking exemption for members of MST Nations within Stanley Park in the pilot phase of implementation. Later phases will contemplate extending exemptions, supported by early findings, process improvements, and the UNDRIP Action Plan. Note that other transportation considerations in Stanley Park will be detailed in a future Board report on the Stanley Park Mobility Study.

Enforcement policy provided in the Strategy was developed with EasyPark staff and summarizes industry-standard enforcement approaches that EasyPark has largely adopted at Park Board's paid parking lots. In addition to acknowledging existing practices, these guidelines highlight potential areas where EasyPark's data-driven insights could help refine operations, especially as new paid parking locations are introduced, or existing lots upgraded.

Finally, the Strategy includes recommendations for EV charging and micro-mobility infrastructure in Park Board parking lots. To support initiatives led by City staff and third parties to improve sustainable transportation alternatives, guidelines are provided to prioritize sites for collaboration while limiting potential impacts to Park Board's delivery of core services and the protection of public park space.

CONCLUSION AND NEXT STEPS

Drawing from data collection, analysis, and engagement to develop a process for selecting sites to expand paid parking with mitigation measures, an improved implementation process, and policy addressing related considerations, the Park Board Parking Strategy formalizes clear guiding

policy to improve user experience and access, achieve financial sustainability, and support operations and management of parking infrastructure.

With the Board's approval of the Strategy, staff will complete a plan for pilot implementation of paid parking expansion at the selected sites for 2025. Staff recommends that the Board delegate the setting of parking fees for the pilot to the Park Board General Manager to facilitate staff's continued engagement of partner Associations and completion of a revenue impact analysis to determine appropriate fees for each site.

Following implementation of the pilot, fee adjustment for these sites of expanded paid parking and implementation of subsequent phases will be brought to the Board for approval through the annual Fees and Charges Update process.

* * * * *

APPENDIX A

PARK BOARD PARKING STRATEGY

PARK BOARD



Policy Framework April 2025

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We acknowledge that the parks, recreation facilities, and their parking lots discussed in this project are built on the unceded territories and homelands of xwməθkwəyəm (Musqueam), Sk wk wú7mesh (Squamish), and səlilwətal (Tsleil-Waututh) Nations.

We thank them for having cared for these lands and waters since time immemorial and look forward to working with them in partnership as we continue to build this great city together.

Board of Commissioners (2022-2026):

Laura Christensen (Chair) Brennan Bastyovanszky Tom Digby Angela Haer Marie-Claire Howard Scott Jensen Jas Virdi

Leadership Team:

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Additional thanks to all that contributed to the development of the Strategy not listed here, including Recreation Managers and Supervisors, Business Services staff including VanDusen Botanical Garden staff, Vancouver Botanical Gardens Association, and City of Vancouver Engineering and Sustainability staff.

Table of Contents

EX	ECUTIVE SUMMARY	i
1.	INTRODUCTION	1
2.	POLICY FRAMEWORK ELEMENTS	4
	2.1 Different Policy Frameworks for Different Types of Parks and Facilities	5
	2.2 Key Findings from Existing Conditions Report	6
	2.2.1 Destination Parks	6
	2.2.2 Community Parks	7
	2.2.3 Community Centres and Recreation Facilities	8
	2.3 Objectives and Principles for Parking Management	10
	2.4 Scoring System and Criteria	11
	2.4.1 Step 1: Assess Parking Demand	י 14
	2.4.3 Policy Recommendations Based on Outcomes	17
3.	IMPLEMENTATION PLAN	19
	3.1 Implementation Phases	20
	3.1.1 Implementation Summary	20
	3.1.2 Implementation Roadmap	21
	3.2 Mitigating Unintended Consequences	25
	3.3 Additional Considerations for Paid Parking Implementation	28
	3.3.1 Equitable Access Strategies	28
	3.3.2 Stall and Program Administrator Parking 3.3.3 Increasing Access for Members of Musqueam Squamish and Tsleil-Waututh Nations	29
	3.3.4 Dynamic and Tiered Parking Rates for Users	31
	3.3.5 Event Parking Management	32
	3.3.6 Golf Course Parking	33
	3.3.7 VanDusen Botanical Garden Parking	34
	3.3.9 Promoting Sustainable Transportation	35
	3.3.10 Safety and Accessibility Enhancements	38
	3.3.11 User Communication and Engagement	38
	3.3.12 Monitoring and Evaluation	38
	3.3.13 Financial Considerations	39
4.	REVENUE IMPACT ANALYSIS	41
	4.1 Purpose of the Revenue Impact Analysis	42
	4.2 Methodology Overview	43
	4.2.1 Analysis Procedure	43
	4.2.2 Required inputs for Analysis	44
	4.3 Application of the Analysis	45 4
	4.3.1 Folicy Options 4.3.2 Using the Analysis for Policy Optimization	45 46
	4.3.3 Benefits of the Revenue Impact Analysis	47
	4.3.4 Limitations and Assumptions	47

5.	EN	FORCEMENT POLICY	49		
	5.1	1 Objectives			
	5.2	Technology Integration for Paid Parking Enforcement	51		
		5.2.1 License Plate Recognition (LPR)	51		
		5.2.2 Mobile Enforcement Applications	51		
	5.3	Payment Methods	52		
	5.4	Operating Styles	53		
	5.5	Other Considerations	55		
		5.5.2 Violation Management	55		
		5.5.3 Data Analysis and Reporting	55		
		5.5.4 Overnight Parking Restrictions	56		
	56	Conclusions & Next Stens	57		
	5.0	conclusions & Next Steps	57		
6.	EV	CHARGING	59		
	6.1	Current EV Charging Policies	60		
		6.1.1 EV Requirements – CoV Parking Bylaw	60		
		6.1.2 BC Hydro EV Program	61		
	6.2	EV Future Projections	64		
	0.3	Opportunities & Challenges	64		
	6.4	Implementation of EV Charging at Park Board Parking Lots	66		
		6.4.2 Methodology for Selection of EV at Parks and Recreation Sites	69		
		6.4.3 Approaches to Setting EV Rates	70		
7.	SH	ARED MICROMOBILITY FACILITIES	71		
FIG	iUR	ES			
Fig	ure E	1: Implementation Phase	١		
Fig	ure 6	5.1: Forecasted EVs on the road in Metro Vancouver as a % of all Light Duty Vehicles	62		
нg	ure e	5.2: Forecasted Cumulative EVS	62		
ТА	BLE	5			
Tab	le E1	: Sustainable Mode Accessibility Matrix and Recommended Actions	i١		
Tab	le 2.	1 Examples of Events and Amenities	12		
Tab Tab	ie 2.	2 Facility Usage Intensity Chart 3: Parking Demand Matrix	15		
Tab	le 2.	4 On-Site Sustainable Transportation Amenities	15		
Tab	le 2.	5 Sustainable Mode Facility Ratings	15		
Tab	le 2.	6: Sustainable Mode Accessibility Matrix and Recommended Actions	16		
Tab	le 3.	1: Impacts and Potential Mitigation Measures for Priority User Groups	26		
Tab	le 5.	1 Payment Methods Summary	52		
Tab	ie 5. Ie 6	2 Operating Style Summary 1: Projected Charging Demand (Cumulative)	53		
Tab	le 6.	2: Barriers to EV Charging	65		



EXECUTIVE SUMMARY

Executive Summary

Vancouver Board of Parks and Recreation (Park Board) engaged Bunt & Associates Engineering Ltd. (Bunt) to develop A Policy Framework to help guide the future management and use of parking facilities under the jurisdiction of the Park Board serving parks and recreation facilities across the city.

Parking is provided at many parks and recreation facilities for access to Park Board's services by those with a private vehicle. Where demand is high and alternatives exist, charging reasonable fees for parking is an opportunity to better manage access, increase revenue for investment in community parks and recreation services, and support parking lot operations. As significant costs of encouraging vehicle use with "free" parking are paid for by all taxpayers (whether they use a vehicle or not) — paid parking connects some of the cost of parking to the users that directly benefit and generates revenue to reinvest in services that indirectly benefit everyone.



Good parking management is one of the most significant opportunities to increase revenue for the Park Board to address the growing maintenance and renewal needs of parks and recreation assets in Vancouver.

The policy aims to improve park user experience and access, achieve financial sustainability, and support operations and management of parking infrastructure. To achieve in a way that best meets the needs of Association partners and public users, the framework is designed to serve as a living document that will evolve over time as technology and community needs develop. Monitoring the success of this framework will be an important part of its implementation, along with reviewing and updating the policies to best provide public benefits through Vancouver's parks and recreation facilities. This policy framework introduces the steps and guidelines for identifying suitable locations for paid parking implementation alongside other recommendations for improved user experience and more effective operations. To determine the need for paid parking implementation or adjustments at each facility, a comprehensive two-step decision-making process is used. The first step involves evaluating each facility's parking demand by combining parking utilization (i.e., how much of the existing parking supply is used during peak periods) and facility usage intensity (i.e., a measure of how intensively the facility is used). The second step involves assessing the facility's accessibility via sustainable transportation, including transit. Combining the first and second steps, parking management strategies are identified. This relationship is outlined in **Table E1**.

TABLE E1

Sustainable Mode Accessibility Matrix and Recommended Actions

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

Implementing paid parking requires a phased approach, as illustrated in **Figure E1**, which starts from data gathering, engagement with Association partners and key stakeholders, selection of pilot facilities for paid parking implementation, and monitoring the effectiveness of the program for continuous improvements. In implementing the plan, impacts to the priority user groups need to be reviewed and potential mitigation measures to minimize the impacts to these user groups must be considered, such as staff and volunteer parking policies, equitable access strategies, and sustainable transportation amenities.

FIGURE E1

Implementation Phase



A revenue impact analysis needs to be conducted to assess the potential revenue and effects of different mitigation measures to help decision-makers understand overall financial sustainability.

Potential measures for consideration include:



Monthly/Annual Parking Passes for Program Participants



Discounted Rates for Vulnerable User Groups



Integration of Parking Costs into Memberships or Fees (where applicable)



Tiered and Dynamic Parking Rates

Once paid parking is implemented, effective enforcement of parking policies is essential to ensure compliance, optimize resource utilization, and enhance user experience across all park categories. Enforcement of paid parking in Park Board lots is managed by EasyPark, a city-owned non-profit corporation. The enforcement policy options outlined in this Policy Framework provide a toolkit of approaches for EasyPark to consider in their ongoing collaboration with Park Board staff. Many measures, such as incorporation of new technologies, are already in use across the Park Board's system of managed paid parking lots.

Shared Micromobility

Shared micromobility, i.e., bike share and the ongoing rollout of shared e-scooter in the City of Vancouver are important initiatives for providing alternate transportation and reduce impacts on vehicle parking for individual users, with less applicability to families. Park Board should consider collaborating on the installation of bike share and/or shared e-scooter stations within or adjacent to parks based on criteria such as available parking spaces and revenue, right-ofway availability, utility connections, third-party maintenance, and impact on park space and operations.





EV Charging Needs

Presently, less than 1% of the 10,300-parking stall supply available to Park Board customers and staff are EV charging capable. This is disproportionately low to the current 5% EV representation of the regional automobile fleet, and inadequate to accommodate the future projections of 90+% EV representation on the area road system by Year 2050. To better support future EV charging needs, Park Board may consider adding more EV charging stations within Park Board parking lots. However, park locations and parking lots often pose significant challenges including high costs and infrastructure impacts, demand on staff resources dedicated to core services, and impacts on public park space. Consequently, implementation should be carefully evaluated on a case-by-case basis to ensure costeffectiveness, feasibility, and minimal disruption to existing park access and operations, alongside other considerations.

INTRODUCTION

1

Introduction

This parking policy framework will help guide the Park Board on tackling challenges along with tools to increase parking efficiency to enhance functionality and user experience, optimize revenue opportunities, and improve operations and connectivity with interfacing land uses.

Some parks and recreation facilities operated by the Park Board are served by adjacent parking lots under the jurisdiction of another government organization, such as City of Vancouver or Vancouver School Board; policy recommendations apply only to those under the jurisdiction of the Park Board, but may be provided as considerations for implementation by other groups.

Good parking management can help generate increased revenue for the Park Board to address the growing maintenance and renewal needs of parks and recreation assets in Vancouver.

The Vancouver Board of Parks and Recreation (Park Board) operates a substantial number of public parking spaces in Vancouver. These parking lot and spaces support access to core Park Board services and amenities such as destination parks, community parks, community centres or recreational facilities, while also providing spaces for local economic activity such as filming, special events, and other commercial uses.

Of the 180 parking lots operated by Park Board, the majority are free parking and over a dozen are paid parking - operated and managed through an arrangement with EasyPark. The net revenues generated by the paid parking lots are significant non-tax funding source for Park Board that support various services that do not have a direct user-fee funding mechanism, such as the ongoing maintenance and upkeep of many sport fields and sport courts, public washrooms, playgrounds, and other hardworking and well-used amenities. These paid parking systems simultaneously improve parking circulation and availability.

Despite the significant role parking plays in both access to, and funding for, core park services and amenities, parking in many Park Board-operated spaces is facing an increasing number of challenges. Parking shortages and low turnover of parking spaces have become regular occurrences at more popular Park Board destinations. These ongoing inefficiencies impact park accessibility and contribute to traffic congestion in and around parks. In contrast, there are also parking lots that are underutilized either year-round or seasonally, which take up space that could potentially be used for other emerging needs such as additional green and public spaces, other infrastructure needs, and support for other modes of transportation (e.g. ridesharing, bike storage, micromobility, EV charging, etc.).

POLICY FRAMEWORK ELEMENTS

2



Policy Framework Elements

This policy framework introduces the steps and guidelines for identifying suitable locations for paid parking implementation.

The framework has been developed based on decision-making criteria such as:

🕖 Parking demand

🗸 🗸 Facility usage

Access to alternative transportation

The policy aims to improve park user experience and access, achieve financial sustainability, and support operations and management of parking infrastructure. The scoring system and decision-making criteria are based on existing parking demand data, engagement with Community Centre Associations and Vancouver Botanical Garden Association partners (Association partners) and user groups, and our current knowledge and understanding of best practices. However, this policy framework is designed to serve as a living document that will evolve over time as technology and community needs develop. Monitoring success will be an important part of implementation, along with reviewing and updating the policies to best provide public benefits through Vancouver's parks and recreation facilities.

Different Policy Frameworks for Different Types of Parks and Facilities

Parks and recreation facilities vary significantly in their scale and purposes, from destination parks that attract visitors for events and large-scale activities from across the region and beyond, to community centre facilities that cater primarily to local residents for social interaction, cultural programming, daily enjoyment or exercise, and many other benefits. By tailoring the implementation criteria to each park or facility category, the policy framework can more accurately reflect the specific needs of each park or facility while connecting service delivery to communities that need them most.

This approach ensures that parking management strategies are data-driven and precisely targeted, considering key factors like event frequency, amenity availability, and peak usage times that can vary greatly between park and facility types. This customized scoring method enables more effective decision-making and resource allocation, helping to optimize parking solutions and enhance the visitor experience at each park or recreation facility. The following sections outline the proposed parking management policy framework and implementation criteria for the different types of parks and recreation facilities under the jurisdiction of the Vancouver Park Board.



2.1

Destination Parks

Destination parks are major attractions that draw visitors from across the city and beyond, are large in size and number of amenities, and capable of hosting large-scale events. Effective parking management in these parks is crucial due to the high demand, particularly during peak seasons and special events.



Community Parks

Community parks are smaller than destination parks and primarily service Vancouver residents for community gatherings, events, and activities. Often with recreation facilities such as sports fields and courts, community parks promote physical activity and wellness without drawing many visitors from outside the general neighbourhood.



Community Centres and Recreation Facilities

Community centres and recreation facilities are essential hubs, often jointly operated with a Community Centre Association, that cater to residents by offering a variety of programs, classes, sports events, and fitness activities. They serve a wide range of user groups, including families with children, seniors, persons with disabilities, and folks from a wide range of socio-economic backgrounds.

2.2

Key Findings from Existing Conditions Report

The recommendations outlined in this policy are informed by the *Existing Conditions Report*, which provided insights into parking supply, utilization, revenue trends, and user feedback. These findings directly shape the proposed scoring system and parking management strategies, ensuring that the policy is data-driven and reflective of current conditions.



2.2.1 DESTINATION PARKS

Key findings related to destination parks from the Existing Conditions Report include:

Parking Inventory

Destination parks have a significant parking supply of 4,600 spaces distributed across 94 parking lot facilities, highlighting the need for effective management during high-demand periods.

Seasonal Patterns

Q3 (July to September) represents the peak revenue period for destination parks, contributing 45% of annual revenue, while Q1 (January to March) and Q4 (October to December) combined account for only 25%. This emphasizes the need for flexible, seasonal pricing strategies.



Revenue Trends

In 2023, destination parks generated the overall highest total parking revenue (\$8.6 million) among the different categories of parks, but the average revenue per stall (\$2,300) was lower than that of community parks (\$2,900), indicating opportunities to enhance revenue efficiency.

EV Charging Gaps

The major destination parks in the city are presently deficient in terms of electric vehicle (EV) charging stations (only 0.3% of the parking supply). With increasing EV usage, there is an opportunity to expand EV infrastructure and support sustainability goals, particularly at destination parks, where users may be travelling from farther distances and staying longer, suggesting appropriateness of Level 2 chargers where it makes sense.



2.2.2 COMMUNITY PARKS

Key findings related to community parks from the Existing Conditions Report include:

Parking Inventory

There are 58 community park parking lots in the City of Vancouver providing a total of 4,000 parking spaces across each park, accounting for nearly 40% of Vancouver parks spaces.

Seasonal Patterns

Community parks, often being the focal point of local neighbourhood gatherings and sports activities, see a sharp increase in revenue moving from Q1 to Q2, driven by improved weather and the scheduling of local events, and a significant drop from Q3 to Q4. This correlates with the end of summer and the beginning of the school year, impacting local visitor numbers who transition back to regular schedules.

Revenue Trends

In 2023, community parks generated approximately \$1.6 million in total parking revenue, exceeding the overall revenue from the managed paid parking lots currently at community centres and achieving the highest average revenue per stall (\$2,900) of all park categories. These results suggest that community parks offer efficiency in per-stall revenue generation.

EV Charging Gaps

Less than 1% of community park parking spaces offer EV charging facilities, whereas an average of 3% of vehicles parking in the community parks parking lots were observed to be EV vehicles, indicating that potential EV demands exceed current EV parking supplies.



2.2.3 COMMUNITY CENTRES AND RECREATION FACILITIES

Key findings for community centres and recreation facilities from the Existing Conditions Report include:

Parking Utilization

Community centres exhibit an average parking utilization rate of 70% during peak times, indicating that parking facilities are effectively used but may experience congestion during high-demand periods. Notably, some facilities like Kerrisdale Community Centre reached 100% utilization, reaching maximum capacity with high potential for congestion.

User Demographics and Equity Considerations

A significant portion of community centre visitors that were engaged through Intercept Surveys were seniors (65+), persons with disabilities, and parents or caregivers with children. These groups have specific parking needs, such as accessible parking spaces, drop-off zones, and short-term parking for pick-up and drop-off. Intercept Survey findings highlighted that 14% of respondents reported living with a disability, and 34% felt their accessibility needs were not being met. This indicates that there is room for improving accessible parking.



High Demand for EV Charging

Community centres exhibit higher demands for electric vehicle (EV) charging spaces compared to other park typologies. At peak times, EV charging stations were fully occupied in some locations, indicating an opportunity to expand EV infrastructure to meet visitor needs and support sustainability goals.

Consistent Revenue Streams

In 2023, community centres with managed paid parking generated a total parking revenue of \$598,000, with an average revenue per stall of \$2,000. Unlike other park categories, community centres show minimal seasonal fluctuation, maintaining a relatively consistent revenue stream throughout the year. This consistency is likely due to the indoor nature of their facilities, which attract visitors year-round regardless of weather conditions.

User Feedback on Parking Experience

While 72% of Intercept Survey respondents were satisfied with their parking experience, 28% expressed dissatisfaction due to limited parking availability, especially during special events, and concerns about safety and maintenance. Visitors at some centres without paid parking reported issues with parking availability and accessibility, particularly for accessible stalls and drop-off locations. Some Community Centre Associations that have paid parking reported safety issues and challenges accommodating parking demand during events.

Peak Usage Times and Event Impact

Peak parking utilization often occurs during specific times of the day, such as mornings and early evenings, and is significantly impacted by classes, programs, and special events. Facilities frequently host activities that draw diverse user groups, resulting in fluctuating parking demand that requires dynamic management strategies to meet different needs for different times of day.

Predominant Use of Personal Vehicles

Most Intercept Survey respondents (67%) arrived by personal vehicle, emphasizing the importance of effective parking management at these facilities. This reliance underscores the need for accessible and adequate parking options, as well as promoting sustainable transportation modes for those able to use those options.

Accessibility and Safety Concerns

Feedback from users highlighted concerns about the availability of accessible parking stalls, safety issues within parking lots (e.g., lighting and security concerns, unsafe conditions in underground parking lots, etc.), and the need for better parking lot maintenance. These issues affect user satisfaction and accessibility, particularly for vulnerable groups such as seniors and persons with disabilities.

These findings underscore the importance of implementing tailored parking management strategies at community centres and recreation facilities that address utilization rates, user needs, and equity. By incorporating these insights into the policy framework, the proposed scoring system can more effectively guide decisions on paid parking implementation, adjustments to existing parking policies, and investments in infrastructure improvements such as lighting, drop off areas, and accessibility features.

Objectives and Principles for Parking Management

The parking management policy is guided by the following objectives:



2.3

Capacity Management

Efficiently manage high and fluctuating parking demand to prevent congestion and improve parking turnover rates.



User Satisfaction

Improve the overall parking experience by addressing safety concerns, providing clear information, and ensuring that parking policies align with user needs and maximizing public good.



Revenue Optimization

Enhance revenue generation to support parks and recreation services through dynamic pricing strategies.



Accessibility

Ensure parking facilities are conveniently accessible to all visitors, especially for those with disabilities.



Equity

Consider fair and inclusive access to parking for all user groups, particularly vulnerable populations such as seniors, persons with disabilities, and low-income families and individuals.



Sustainability

Promote sustainable transportation options to reduce environmental impact and reliance on personal vehicles.

Scoring System and Criteria

2.4

To determine the need for paid parking implementation or adjustments at each facility, a comprehensive two-step decision-making process is proposed.

This approach utilizes decision matrices that consider both parking demand and the availability of sustainable transportation options, ensuring that parking policies are equitable, data-driven, and aligned with broader sustainability objectives.

The scoring system and decision-making criteria are based on existing parking demand data, consultation with Association partners and various user groups, and our current knowledge and understanding of best practices. Monitoring the success of this framework will be an important part of its implementation, along with reviewing and updating the scoring system and criteria as technology and user needs evolve over time.

2.4.1 STEP 1: ASSESS PARKING DEMAND

The first step involves evaluating each facility's parking demand by combining parking utilization (i.e., how much of the existing parking supply is used during peak periods) and facility usage intensity (i.e., a measure of how intensively the facility is used), as described below.

Parking Utilization

Monitoring parking utilization rates during peak periods is critical for understanding demand and making informed decisions about parking management. The peak periods are defined as the times when parking demand is highest, which may vary by facility but typically includes weekday mornings and evenings, and weekend afternoons. High parking utilization during peak periods can lead to congestion, increased search times for parking, and visitor frustration. By focusing on peak utilization, facilities can implement strategies to effectively manage demand when it matters most.

High Utilization Above 85% occupancy during peak periods.

Medium Utilization Between 60% and 85% occupancy during peak periods.

Low Utilization Below 60% occupancy during peak periods.

Facility Usage Intensity

Facility usage intensity reflects the level of activity at a facility, combining the frequency of events and the diversity of amenities available.

Special events significantly influence parking demands at parks. Frequent large-scale events such as festivals, concerts, and sports competitions attract high numbers of visitors, causing temporary spikes in parking demand. Parks hosting more than 10 major events per year experience significant parking challenges during these times. Events occur more frequently at community centres, including weddings, community gatherings, sporting competitions, cultural celebrations, educational workshops, and private meetings and functions.

The variety and number of amenities available in parks significantly influence their attractiveness to visitors and, consequently, parking demand. Parks with a broad range of facilities, such as swimming pools, arenas, and sports fields, tend to attract larger crowds who stay for longer durations. These amenities serve as the park's primary draw, increasing the likelihood of reaching or exceeding parking capacity. Amenities at community centres also have an impact on demand; however, there tends to be a wider variety of amenities available at community centres than at parks. Some examples of the types of events and amenities to consider for each park typology are summarized in **Table 2.1**.

FACILITY USAGE	FACILITY TYPE		
	DESTINATION PARK	COMMUNITY PARK	COMMUNITY CENTRE OR RECREATION FACILITY
EVENTS	FestivalsConcertsSports competitions	Farmer's marketsSports gamesCultural gatherings	Sports gamesFitness classesBirthday parties
AMENITIES	 Beaches Sports fields Outdoor venues Playgrounds 	 Sports fields Picnic shelters Natural areas Playgrounds 	 Swimming pools Skating rinks Fitness centres Multi-purpose rooms

TABLE 2.1Examples of Events and Amenities

The combination of event frequency and diversity of amenities is indicative of facility usage intensity, as outlined in **Table 2.2**.

TABLE 2.2 Facility Usage Intensity Chart

FACILITY USAGE	FACILITY TYPE			
	DESTINATION PARK	COMMUNITY PARK	COMMUNITY CENTRE OR RECREATION FACILITY	
HIGH	Hosts more than 50 annual	Hosts more than 30 annual	Hosts more than 10 monthly	
	events or offers more than	events or offers more than	events or offers more than	
	20 types of amenities.	10 types of amenities.	10 types of amenities.	
MEDIUM	Hosts 20 to 50 annual	Hosts 5 to 10 annual events	Hosts 5 to 10 monthly	
	events or offers 15 to 20	or offers 6 to 10 types of	events or offers 5 to 10	
	types of amenities.	amenities.	types of amenities.	
LOW	Hosts less than 20 annual	Hosts less than 5 annual	Hosts less than 5 monthly	
	events or offers less than	events or offers less than	events or offers less than	
	15 types of amenities.	5 types of amenities.	5 types of amenities.	

Parking Demand Matrix

The combination of facility usage intensity and parking utilization is presented in **Table 2.3**, which determines the overall parking demand for each facility.

TABLE 2.3Parking Demand Matrix

FACILITY USAGE INTENSITY	PARKING UTILIZATION		
	HIGH	MEDIUM	LOW
нідн	High Parking Demand	High Parking Demand	Medium Parking Demand
MEDIUM	High Parking Demand	Medium Parking Demand	Low Parking Demand
LOW	Medium Parking Demand	Low Parking Demand	Low Parking Demand

2.4.2 STEP 2: DETERMINE RECOMMENDED ACTION BASED ON SUSTAINABLE MODE FACILITIES

The second step involves assessing the park or facility's accessibility via sustainable transportation, including transit. By combining the parking demand from step 1 with the sustainable mode facilities rating, appropriate parking management strategies can be identified.

Access to sustainable mode facilities impacts how well a park or facility is served by alternative transportation options, reducing reliance on personal vehicles for those able to access an alternative. It is recognized that access to recreation facilities by bicycle and transit can be challenging for certain users, such as people accessing programs for all abilities or families attending hockey practice or games with large gear bags. Assessment includes:

External Criteria

The external sustainable mode facility rating is determined based on the following off-site criteria:



Excellent Transit Accessibility

The facility is within 400 meters of a SkyTrain station; **or**,

The facility is within 200 meters of a Frequent Transit Network (FTN) bus stop, including B-Line stops.



Proximity to Greenways

The facility is directly connected to high quality active transportation corridors for walking, biking, and rolling for people of all ages, abilities and identities.

Adequate lighting is provided along these routes for safety during early morning and evening hours.



Availability of Shared Micromobility

The facility is in an area served by shared micromobility services (e.g., Mobi bike-share). It is noted that City of Vancouver is rolling out shared e-scooter stations across the city.

Internal Criteria

The internal sustainable mode facility rating is determined based on the availability of on-site amenities, as summarized in **Table 2.4**.

TABLE 2.4 On-Site Sustainable Transportation Amenities

CRITERIA	FACILITY TYPE			
	DESTINATION PARK	COMMUNITY PARK	COMMUNITY CENTRE OR RECREATION FACILITY	
BICYCLE PARKING	Provides 12 or more short-term bicycle parking spaces.	Provides 6 or more short-term bicycle parking spaces.	Provides 12 or more short-term bicycle parking spaces and provides a minimum of 1 long-term bicycle parking space for every 6 employees.	
END-OF-TRIP FACILITIES	Provides indoor washrooms, showers, and changing rooms.	Provides indoor washrooms and changing rooms.	Provides indoor washrooms, showers, changing rooms, and clothing lockers.	
WAYFINDING SIGNAGE	Offers on-site multi- modal wayfinding signage.	Offers on-site multi- modal wayfinding signage.	Offers on-site multi-modal wayfinding signage and offers transit schedules and maps within the facility.	

Sustainable Mode Facility Ratings

By combining both internal and external factors, access to sustainable modes can be rated for each park and community centre as summarized in **Table 2.5**.

TABLE 2.5 Sustainable Mode Facility Ratings

RATING	FACILITY TYPE		
	DESTINATION PARK	COMMUNITY PARK	COMMUNITY CENTRE OR RECREATION FACILITY
EXCELLENT	Meets at least 4 total criteria including 2 external criteria.	Meets at least 4 total criteria including 2 external criteria.	Meets at least 5 total criteria including 2 external criteria.
MODERATE	Meets at least 3 total criteria including 1 external criterion.	Meets at least 3 total criteria including 1 external criterion.	Meets at least 3 total criteria including 2 external criteria.
LIMITED	Meets 2 or less criteria.	Meets 2 or less criteria.	Meets 2 or less criteria.

By comparing the parking demand with the sustainable mode facilities rating, the recommended parking management actions can be determined. This relationship is outlined in **Table 2.6**.

TABLE 2.6

Sustainable Mode Accessibility Matrix and Recommended Actions

PARKING DEMAND	SUSTAINABLE MODE FACILITIES		
	EXCELLENT ACCESS	MODERATE ACCESS	LIMITED ACCESS
HIGH PARKING DEMAND	Implement Paid Parking or Increase Parking Fees for facilities already operating with paid parking. Monitor to ensure demand is managed.	Implement Paid Parking Consider enhancing on-site amenities and prioritize sustainable modes. Advocate for external improvements.	Implement Paid Parking + On-site Improvements Prioritize on-site amenities (bike/micromobility, showers, etc.). Advocate for external improvements.
MEDIUM PARKING DEMAND	Implement Paid Parking Monitor to ensure demand is managed.	Phased Paid Parking Consider phased implementation of paid parking (peak-time or event- based fees) and enhancing on-site amenities. Advocate for external improvements.	Phased Paid Parking + On-Site Improvements Consider phased implementation of paid parking (peak-time or event-based fees). Prioritize on-site amenities. Advocate for external improvements.
LOW PARKING DEMAND	No Immediate Need for Paid Parking Continue monitoring.	No Immediate Need for Paid Parking Continue monitoring.	No Immediate Need for Paid Parking Continue monitoring.

2.4.3 POLICY RECOMMENDATIONS BASED ON OUTCOMES



Implement Paid Parking

Facilities with *high* or *medium* parking demand and *excellent* or *moderate* access:

Introduce paid parking or increase parking fees to manage high demand effectively, promote turnover, and encourage the use of sustainable transportation modes.



Implement Paid Parking with On-Site Improvements

Facilities with high parking demand and moderate access:

- Implement paid parking while investing in on-site enhancements, such as better pick-up/drop-off facility, and prioritize sustainable transportation options, such as adding bike parking including for cargo-bike, end-of-trip facilities, or micromobility docking stations.
- □ Advocate and collaborate with relevant authorities to improve off-site transportation options where possible.



Phased Paid Parking

Facilities with *medium* parking demand and *moderate* access:

- □ Gradually introduce paid parking, potentially starting during peak times or events while also considering enhancing on-site sustainable transportation amenities.
- □ Advocate for external improvements where feasible.



Phased Paid Parking Implementation with On-Site Improvements

Facilities with *medium* parking demand and *limited* access:

- □ Gradually introduce paid parking, potentially starting during peak times or events while prioritizing on-site sustainable transportation amenities.
- □ Advocate for external improvements where feasible.



No Immediate Need for Paid Parking

Facilities with *low* parking demand:

 Continue monitoring parking utilization and focus on other improvements, such as enhancing user experience or promoting facility programs.
IMPLEMENTATION PLAN

3

Implementation Plan

Implementing paid parking requires a phased approach from data gathering, engagement with Association partners and users, to implementation and monitoring to ensure accountability to the community.

In implementing the plan, impacts to the priority user groups first need to be reviewed. Potential mitigation measures to minimize the impacts, such as equitable access strategies, staff and volunteer parking policies, and sustainable transportation amenities can then be considered. Coordination with city staff for approaches to nearby neighbourhood or curbside parking is required to ensure minimizing negative impacts and successful delivery. Annual review and continued engagement with Association partners as the parking strategy is implemented is an important aspect of this process. Prior to the Fees and Charges Update near the end of the year, staff responsible for implementation will engage Association partners in the pilot and successive phases, providing a direct staff conduit to the effective delivery of policy and ongoing parking management. Input gathered from Association partners will inform how the Parking Strategy implementation is refined over time to meet changing needs, building on Park Board staff's dedication to closely engaging community members and strengthening partner relationships to provide parks and recreation services together.

Implementation Phases

The following roadmap outlines a phased approach for implementing the parking management strategies. This roadmap ensures that policies are effectively rolled out, monitored, and refined over time, aligning with policy objectives and promoting sustainability, equity, and operational efficiency.

3.1.1 IMPLEMENTATION SUMMARY



3.1.2 IMPLEMENTATION ROADMAP

PHASE 1

Data Collection & Monitoring

OBJECTIVE

Gather accurate and comprehensive data to inform decision-making and apply the decision matrices effectively.

Conduct Comprehensive Data Collection

- a. Parking Utilization Surveys:
 - Collect detailed data on parking utilization during peak periods across different days of the week and seasons.
 - Utilize technologies such as parking sensors, ticketing systems, or manual counts to ensure accuracy.
- b. Facility Usage Data:
 - Record the number and types of events hosted monthly.
 - Document the range and number of amenities offered at each facility.
- c. Sustainable Transportation Access Assessment:
 - Map the proximity of each facility to SkyTrain stations, FTN bus stops, greenways, and availability of micromobility services.
 - Assess on-site sustainable transportation amenities.
- d. Identify gaps in both external sustainable transportation infrastructure and on-site amenities.

2 Implement User Surveys

- a. Gather demographic information and feedback on transportation preferences, barriers, and awareness of sustainable transportation options.
- b. Assess user awareness and perceptions of both external accessibility and on-site amenities related to sustainable transportation.

3 Establish Data Management Systems

- a. Develop databases to store and analyze collected data.
- b. Ensure data is updated regularly to reflect changes over time, including updates to external infrastructure and on-site improvements.

OUTCOME

- □ A comprehensive dataset to accurately assess each facility using the decision matrices.
- □ Identification of facilities with high parking demand and their sustainable transportation accessibility levels.

Phase 2

Policy Development & Stakeholder Engagement

OBJECTIVE

Develop detailed parking policies and engage stakeholders for input and support, focusing on actionable steps within the facility's control and advocating for external improvements.

Apply Decision Matrices

- a. Use the data collected to classify each park or facility's parking demand and sustainable mode facilities accessibility, incorporating both external and on-site factors.
- b. Determine recommended actions for each facility based on the decision matrix.

2 Review Parking Restrictions in the Surrounding Neighbourhood

- a. Identify streets in the surrounding neighbourhood that may experience parking spillover once paid parking is implemented.
- b. Work with the City of Vancouver staff to mitigate impacts to surrounding streets, such as implementing permit parking on residential or paid/time-restricted parking along commercial streets where identified.

3 Draft Tailored Parking Policies

a. Develop specific parking management strategies for each park or facility, including considerations for paid parking implementation, on-site sustainable transportation enhancements, equitable access measures, and advocacy efforts for external improvements.

4 Engage Stakeholders

- a. Consult with Association partners, staff, park and facility users, and residents.
- b. Present proposed policies and gather feedback to address concerns and improve equity and accessibility.

5 Adjust Policies Based on Feedback

- a. Incorporate stakeholder input to refine parking policies, ensuring they are practical and address the needs of all parties.
- b. Ensure policies consider the needs of vulnerable groups and do not disproportionately impact any user group.

6 Develop Communication Plans

- a. Create clear communication materials to inform users about upcoming changes.
- b. Include information on alternative transportation options and benefits of the new policies.

OUTCOME

- □ Well-informed, data-driven parking policies tailored to each facility, focusing on both on-site enhancements and advocacy for external improvements.
- □ Stakeholder buy-in and support for the proposed changes and collaborative efforts.

Phase 3

Pilot Programs & Adjustments

OBJECTIVE

Test the proposed parking strategies on a small scale to evaluate effectiveness, make necessary adjustments, and initiate advocacy efforts for external sustainable transportation improvements.

1 Select Pilot Facilities

a. Select a representative sample of priority facilities from each park category based on scoring criteria.

2 Launch Communication Strategy

- a. Launch a pre-pilot communication and outreach strategy.
- b. Develop promotional materials to raise awareness of pilot programs and provide outlets for feedback.

3 Implement Pilot Program

- a. Introduce paid parking systems at parks and facilities where recommended.
- b. Enhance on-site amenities and advocate for off-site improvements near pilot sites.

4 Offer Equitable Access Measures

- a. Provide discounted rates or passes to targeted user groups through the Leisure Access Pass system.
- b. Offer the option to purchase parking passes as membership or program add-on fees where appropriate.

5 Monitor and Evaluate

- a. Incorporate stakeholder input to refine parking policies, ensuring they are practical and address the needs of all parties.
- b. Ensure policies consider the needs of vulnerable groups and do not disproportionately impact any user group.

OUTCOME

- □ Validated parking management strategies with evidence of effectiveness, including successful on-site enhancements and progress in advocacy efforts.
- □ Adjusted policies ready for broader implementation.

Phase 4

Full Implementation & Continuous Improvement

OBJECTIVE

Roll out the refined parking management strategies across all relevant facilities and establish processes for ongoing improvement.

1 Implement Finalized Policies

- a. Apply the tailored parking policies focusing on demand management and sustainable mode support.
- b. Ensure consistency in implementation while allowing for park or facility-specific adjustments.

2 Enhance On-Site Sustainable Transportation Amenities

a. Invest in supportive amenities such as bicycle parking including cargo bike parking, upgrading end-of-trip facilities, improving pedestrian pathways and accessibility features, providing transit information.

3 Communicate with Users

a. Inform users of changes, highlighting benefits such as improved parking availability, enhanced on-site amenities, and efforts to improve external sustainable transportation options.

4 Establish Ongoing Monitoring

- a. Continue collecting data on parking, revenue, user satisfaction, and the effectiveness of the program.
- b. Regularly review and update policies to reflect changing needs, including with Association partners.

OUTCOME

Successful implementation of parking management strategies that manage demand, promote sustainability, ensure equitable access, and offer an adaptive management approach that responds to changing conditions.



Mitigating Unintended Consequences

Paid parking implementation may negatively impact a number of user groups, including but not limited to:

- Seniors
- Persons with disabilities
- Families with children
- Low-income earners (all ages)

- Children and youth
- Newcomers
- Volunteers
- Staff

Park Board staff hosted a workshop with Community Centre Associations (CCAs) and key staff members to gain an understanding of which user groups may be most affected and how the policy framework can address those concerns. This input, along with feedback from other engagement and approved Park Board policies and initiatives, helped define important user groups potentially facing impacts, along with mitigation measures to address those impacts, as summarized in **Table 3.1**. Considering the impacts to these user groups is critical to successful development and implementation of paid parking policies at parks, community centres, and other facilities.

TABLE 3.1

Impacts and Potential Mitigation Measures for Priority User Groups

USER GROUP	IMPACTS	MITIGATION MEASURES
STAFF	 Staff Recruitment and Retention Issues Parking-related challenges make it difficult to recruit and retain staff, with some opting for roles in municipalities with better parking options. Parking Costs and Accessibility Concerns High parking costs and inconvenient payment processes can discourage staff from working shifts and create financial strain. Operational and Logistical Challenges Limited parking and logistical hurdles, such as deliveries and staff availability, hinder effective operations. Staffing shortages caused by paid parking could compromise the ability to deliver programs effectively. 	 Paid Parking Exemptions for Staff Delivering Core Services Provide staff with parking passes or paid parking exemptions during their shifts, either through codes or designated passes to ensure the continued delivery of important core parks and recreation services. Extend to Association partner staff necessary for day to day operations. Incentives for Alternative Modes of Transportation Incentivize alternatives to driving through improved end of trip facilities and by providing or considering discounts for transit passes and sustainable transportation mode services. Reserved and Designated Parking Spaces Allocate reserved stalls or staff-specific parking spaces, including stalls with EV charging stations where applicable.
MST NATIONS	Barriers to Accessing Unceded, Traditional Territory Paid parking at sites of high cultural importance for Musqueam, Squamish, and Tsleil-Waututh Nations, particularly in Stanley Park, create barriers for Nations' members accessing their unceded, traditional territories for important cultural practices, stewardship activities, and other uses.	Paid Parking Exemption for MST Nations Members Provide paid parking exemptions to members of the local Nations, piloted at Stanley Park, and considered for other sites or system-wide application through the ongoing UNDRIP Action Plan, to support access and advance Reconciliation initiatives. Work with the Nations to establish a registry for members, modeled after the approach used for staff parking.
VOLUNTEERS AND CONTRACTED PROGRAMMERS	 Decreased Volunteer Participation Concerns that there will be a noticeable decrease in people willing to volunteer, partly due to the financial burden of parking costs. Contractors may also be hesitant to accept work at affected sites. Transportation and Accessibility Challenges Inconvenient transit options and a lack of alternative transportation make it difficult for volunteers to access sites, further deterring participation. Implementation Issues Concerns about the practicality of implementing systems like sign-out cards for volunteer parking to track and manage these issues. 	 Discounted Parking Provide discounted parking passes to volunteers to reduce financial barriers. Develop an equitable approach to reducing barriers to volunteering through implementation by balancing the parking strategy goals with volunteer benefits. Transit Pass Subsidies Explore subsidies for volunteer transit passes to make transportation more affordable. Phased and Communicate Approach Roll-out approach in collaboration with Association partners to create an effective working model with an accompanying communication plan.

Table 3.1 Continued

USER GROUP	ІМРАСТЅ	MITIGATION MEASURES
VULNERABLE USER GROUPS (SENIORS, LOW INCOME FAMILY, PERSONS WITH DISABILITIES, ETC.)	Financial and Accessibility Barriers Financial challenges with paid parking and struggle with the physical accessibility of sites, including hills and limited transit options. Difficulty with Technology Challenges using machines, apps, or pay stations, particularly those without credit cards or who are less familiar with technology.	Discounted or Paid Parking Exemptions Options Offer reduced parking rates during the day, especially in the early morning and other times of lower utilization. Connect to the Leisure Access Pass program to provide passes for access to programs where financial barriers are most significant. Simplified Access and Payment

Integrate paid parking digital services and consider incorporating into existing systems like the One Card. Ensure parking options are user friendly through implementation and continued improvements.



Additional Considerations for Paid Parking Implementation

Implementing paid parking requires careful consideration to ensure it supports operational goals without negatively impacting accessibility, equity, and Park Board policy directions. The following considerations address key aspects such as staff parking policies, access for Musqueam, Squamish, and Tsleil-Waututh Nations' members, equitable access strategies, dynamic pricing structures, promotion of sustainable transportation, safety enhancements, user engagement, monitoring and evaluation, and financial considerations.

3.3.1 EQUITABLE ACCESS STRATEGIES

To ensure that parking fees do not become a barrier to access, discounted parking options will be considered for vulnerable user groups where impacts are highest. For example:

Discounted Parking for Vulnerable User Groups

3.3

Provide reduced rates or subsidized passes for seniors, persons with disabilities, low-income patrons and families.

- Implement a parking pass program with discounted rates for Leisure Access Pass Program participants, with consideration for ease of use and ensuring privacy.
- Provide reduced parking rates during specific and/or underutilized times for programs serving vulnerable user groups (dynamic pricing).

Introduction of Parking Pass as a Top-up Option to Recreation Passes

• Offer a parking pass as a top-up option to those purchasing a Flexipass (recreation pass) which can work for one, three, or 12-month periods.

Flexible Payment Options

• Offer short-term parking rates to accommodate users attending specific programs or events.

Promote Transit, Carpooling and Ridesharing

- Consider incentives for transit users, and families in particular, such as reduced fees for some services or other perks.
- Encourage users to share rides by promoting carpooling in communication materials and program administration with priority locations for carpool parking.
- Partner with rideshare services to offer discounts or promotions for facility users.

3.3.2 STAFF AND PROGRAM ADMINISTRATOR PARKING

Considering the needs of staff and program administrators is essential when developing comprehensive parking policies.

Employees play a crucial role in the operation of community centres, recreation, and other facilities. Access to parking directly impacts their ability to perform their duties effectively and for ensuring on-call employee availability and staff retention that contributes to the continued delivery of recreation services. Ensuring parking access for Community Centre Association staff, such as daily childcare staff, was also an important piece of feedback through the close engagement of Community Centre Associations in developing the parking strategy.

Staff identified as providing daily services at a facility will be provided paid parking exemptions for their workplace during the time of their shift. The number of spaces required for each facility to accommodate necessary staff will vary by site, and likely across seasons, determined through engagement during implementation. The goal is to reduce impacts to staff availability for key service delivery without discouraging staff from using other modes of transportation or impacting public access and revenue generation by using spaces for times of personal use. Additionally, facilities should consider implementing strategies to encourage sustainable commuting options among employees. Examples of effective approaches for longer-term implementation could include:

Transit Subsidies

Offering financial assistance for public transit passes can reduce commuting costs for staff and encourage the use of public transportation, thereby decreasing parking demand and contributing to environmental sustainability goals. Park Board regular full-time, regular part time, and temporary full-time staff are eligible for a transit pass discount.

Carpool Matching Services

Facilitating carpool arrangements among staff members can lower the number of singleoccupancy vehicles. Providing preferential or reserved parking spaces for carpooling employees, potentially at reduced rates, further incentivizes this option.

Secure Bicycle Storage

Installing secure and convenient bicycle parking facilities encourages staff to cycle to work, supporting healthy lifestyles and reducing reliance on personal vehicles.

Bike Share and Micromobility Memberships or Subsidies

Providing access to bike-share programs or subsidies for micromobility services (such as e-scooters) offers flexible and sustainable commuting alternatives for staff. Discounts for shared e-scooters and bikeshare are available to Park Board staff.

Implementing these strategies not only supports staff in transitioning to sustainable transportation modes but also helps manage parking resources more effectively. By considering staff needs and promoting alternative commuting options, facilities can enhance employee satisfaction while aligning with broader sustainability objectives.



3.3.3 INCREASING ACCESS FOR MEMBER OF MUSQUEAM, SQUAMISH, AND TSLEIL-WAUTUTH NATIONS

All parking lots administered by the Park Board in Vancouver are on the unceded, traditional territory of the Musqueam, Squamish, and Tsleil-Waututh (MST) Nations.

Many parks and beaches are areas of archaeological, cultural, and ecological significance for the Nations, and represent some of the last undeveloped areas of land in their traditional territories to access important aspects of their cultures.

Park Board staff received a request through the Stanley Park Intergovernmental Working Group to waive paid parking fees in Stanley Park for MST Nations' members. To reduce barriers to the Nations in accessing their own lands, build better relationships, and promote connection between cultures, paid parking exemption for members of the MST Nations will be provided within Stanley Park in the pilot phase of implementation. Later phases will consider extending access through paid parking exemptions to other parks and facilities, supported by the findings from the first phase for process improvements, and as determined through ongoing intergovernmental discussion within the UNDRIP Action Plan.

Following suggestions from the Nations to follow the process established with another municipality and using an existing model in place for Park Board staff, paid parking exemption will be administered through a registration system where license plates are input into a database. Considering the proportion of Nations' members to the overall visitors to Park Board paid parking lots, impacts on revenue would be low while providing high value both to the Nations and for the Park Board's delivery of public good by promoting connection across cultures and to place.

3.3.4 DYNAMIC AND TIERED PARKING RATES FOR USERS

Implementing dynamic and tiered parking rates can effectively manage parking demand while accommodating the diverse needs of facility users. By adjusting parking fees based on time, duration, or specific user groups, parks and facilities can promote equitable access and optimize parking resource utilization.

Tiered Pricing Structures

Tailoring parking rates to align with facility programming, and vice versa, can enhance accessibility for vulnerable user groups. For instance, if the centre offers senior classes during specific times of the day, parking fees can be reduced during those periods to support senior patrons. Generally, findings suggest community centres already program senior classes to occur during times that are underutilized for parking (mid-day), and this alignment is recommended to ensure lower fees continue to be aligned with seniors on fixed incomes. This approach acknowledges the importance of making facilities accessible to vulnerable populations and encourages participation in community programs.

Demand and Event-Based Pricing

Adjusting parking rates according to peak and off-peak times helps manage congestion and maximizes revenue.

- Implement higher parking fees during peak seasons to manage increased demand.
- Offer reduced rates during off-peak periods to encourage facility usage.
- Implement higher rates during times throughout the day that are known to have high parking demands to promote turnover.
- Offer reduced rates to encourage facility usage during quieter periods.
- Implement variable pricing during special events that significantly increase parking demand.

By adopting dynamic and tiered parking rates, facilities can address the fluctuating parking needs associated with diverse programming schedules and user groups, enhancing accessibility while effectively managing resources.

By adjusting parking fees based on time, duration, or specific user groups, parks and facilities can promote equitable access and optimize parking resource utilization.

3.3.5 EVENT PARKING MANAGEMENT

Special events permitted through the Park Board, such as large-scale weddings, community gatherings, sporting events, cultural celebrations, educational workshops, and private parties, can significantly impact parking demand. Effective management of event parking is essential to accommodate increased demand and ensure a positive experience for all visitors.

Flat Event Rates

Consider introducing a flat parking rate for event attendees to simplify the payment process and encourage compliance (e.g., flat event rate per vehicle for the duration of the event could be implemented).

Designated Event Parking Areas

Allocate specific parking areas for event attendees to help manage increased demand and maintain availability for regular facility users. Provide clear directional signage to event parking zones to reduce confusion and congestion.



Booking Procedures

Encourage event organizers to arrange parking as part of the event planning process. Outline any necessary permits, fees, or documentation required for event parking and work with organizers to estimate attendance and adjust parking allocations accordingly.

Shuttle Bus Services

Explore shuttle bus services between the facility and nearby transit stations/exchanges to provide alternative transportation options during large events. Consider using a portion of the event parking fees to fund these services. Further consider bundling the cost of shuttle bus services with the cost of event tickets to increase convenience for event goers choosing not to travel by private vehicle.



3.3.6 GOLF COURSE PARKING

Golf courses under the control of the Park Board require special consideration for implementation of paid parking to align with the commercial services offered and unique lengths of customer use. The Park Board generates revenues from golf fees, equipment rentals and sales, and food and beverage services during golf user parking periods many times longer than the average durations elsewhere. Golf users are more likely to travel further distances and with gear requiring a vehicle and difficult to transport by bicycle or transit.

Parking revenues must be considered in tandem with golf user fees and other revenue streams to ensure market rate access remains competitive to allow for Park Board to generate the highest total revenues while managing walk-off and other uses of the golf course parking lots through paid parking implementation. Sign-in or other pass systems that apply to golf users may be explored once the appropriate balance of revenues (through both golf services and paid parking) for supporting parks and recreation services is determined.



3.3.7 VANDUSEN BOTANICAL GARDEN PARKING

The Park Board jointly operates VanDusen Botanical Garden with the Vancouver Botanical Gardens Association. Revenue streams at this site include garden admissions and memberships, gift shop sales, rental fees for weddings, corporate and other events, special event ticket sales for events such as Festival of Lights, educational camps and class fees, donations, and leaseholder revenue from the Garden Cafe and Shaughnessy Restaurant. Many of these revenue streams come from products and services that are market-based and in sectors with a competitive landscape.

Similar to golf courses, paid parking management will need to be balanced with the impact on revenue streams through implementation for the business lines to remain competitively priced and attractive in terms of value. Provision of paid parking exemptions for staff, subsidized passes for volunteers, and ensuring access to vulnerable user groups through the Leisure Access Pass program will apply as they do for jointly operated community centres.

3.3.8 BUS PARKING MANAGEMENT

Destination parks require specialized strategies for bus and event parking to manage special events and the high volume of visitors arriving by tour buses. While bus visits to community centres and recreation facilities are less frequent than at destination parks, accommodating them effectively when they occur is important, such as for school field trips, community group outings, or special programs. Given the infrequency of these visits, having a flexible approach that allows for temporary allocation of parking spaces on an as-needed basis is recommended.



Designated Bus Parking Areas

Specific areas within destination parks must be designated for bus parking to accommodate the higher number of buses. Additionally, these areas must be strategically located to minimize congestion and ensure pedestrian safety.



Signage and Wayfinding

Clear signage directing drivers to appropriate parking zones must be provided to improve traffic flow.

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Bus Parking Rates

Implement a tiered pricing system based on bus capacity, and respecting equitable access for Leisure Access Pass and other community centre special programs that provide trips to destinations parks to community members who may otherwise have difficulty accessing these spaces.



Idling Restrictions

Anti-idling policies must be introduced and enforced in destination parks to reduce emissions, increase air quality, and protect natural environments.



Reservation Systems

Encourage tour operators to reserve bus parking spaces in advance, especially during peak seasons and major events. Clear instructions and contact information must be provided for booking arrangements.

On-Demand Bus Parking Allocation

Advance Notification Required

Facilities may request that groups planning to arrive by bus notify the facility in advance, preferably at least 48 hours before the visit. This advance notice allows staff to arrange appropriate parking accommodations without disrupting regular parking availability.

Temporary Parking Arrangements

On the day of the visit, staff can temporarily designate parking spaces to accommodate the bus by coning off or marking the necessary number of regular parking stalls. This approach ensures the bus can park and maneuver safely while minimizing the impact on other parking users.

Space Requirements

The number of parking spaces blocked off would be determined based on the bus dimensions and parking facility configuration.

Compensatory Bus Parking Rates

Set bus parking rates to compensate for the lost revenue from the regular parking spaces that are temporarily blocked off. This involves calculating the total potential revenue those spaces would have generated during the time they are unavailable.



Operational Considerations

Staff Coordination

Facility staff could coordinate the placement of cones or markers to reserve the necessary space prior to the bus's arrival.

Arrival and Departure Times

Establishing clear arrival and departure times ensures the reserved spaces are utilized efficiently and returned to general use promptly after the bus departs.

Environmental Considerations

Enforcing anti-idling policies may reduce emissions and promote environmental sustainability.

Pedestrian Safety

Designing safe walking paths for passengers disembarking from the bus to the facility entrance enhances safety.

Communication

Booking Procedures

Provide clear instructions on how to book bus parking, including contact information and any required forms, facilitates the process for group organizers.

Policy Awareness

Inform bus drivers and group organizers of parking rates, time restrictions, and facility rules to promote compliance and smooth operations.

Confirmation Details

Upon booking, provide a confirmation email that includes a map of the parking area and any special instructions.

3.3.9 PROMOTING SUSTAINABLE TRANSPORTATION

Encouraging the use of sustainable transportation options is vital for reducing parking congestion, minimizing environmental impact, and enhancing accessibility for all users. Community centres and other facilities can promote alternative transportation through a combination of infrastructure enhancements, educational initiatives, and incentive programs.

Education and Awareness

Providing visitors with information about available alternative transportation options can facilitate a shift away from reliance on personal vehicles. This includes educating users about nearby public transit routes, micromobility stations, and bike-share programs. Displaying this information prominently on facility websites, informational brochures, and onsite signage helps visitors plan their journeys using sustainable modes of transport.

Enhanced Cycling Facilities

Improving bicycle parking facilities by installing secure racks and/ or storage, accommodating cargo bikes, and providing covered shelters will encourage cycling as a viable option. Ensuring that these facilities are conveniently located and wellmaintained enhances user confidence and convenience.

Carpool Incentives

Offering designated parking spaces for carpooling visitors, potentially at lower rates, incentivizes shared vehicle use, understanding that enforcement of carpool use can be a challenge. These preferential parking spots can be located closer to facility entrances, providing an added convenience that encourages visitors to carpool.

Rewards Programs

Implementing programs that reward users for utilizing sustainable transportation methods can motivate behavior change. For example, offering loyalty points or credits redeemable for facility services (such as class discounts or merchandise) to visitors who arrive by bike, public transit, or carpool can encourage ongoing commitment to sustainable commuting.

3.3.10 SAFETY AND ACCESSIBILITY ENHANCEMENTS

Ensuring safety and accessibility within parking facilities is crucial for user satisfaction. Accessible parking spaces should meet or exceed governing bylaw requirements and actual demand. Regular maintenance of parking surfaces, lighting, and signage enhances safety and the overall user experience. Designing clear and safe pedestrian routes from parking areas to facility entrances, including features like clearly marked crosswalks (i.e., signage and pavement markings) with adequate lighting, curb extensions (or parking end islands) to ensure adequate sight lines to crosswalks, ramps, and tactile indicators for visually impaired users, improves accessibility for all visitors.

3.3.11 USER COMMUNICATION AND ENGAGEMENT

Effective communication is key to the successful implementation of parking policies. Providing clear and consistent signage regarding parking policies, rates, and regulations helps users understand and comply with the rules. Updating facility websites with detailed parking information, including maps, rates, and alternative transportation options, ensures that visitors can plan their trips accordingly. Utilizing mobile applications to provide real-time parking availability, facilitate payments, and offer navigation assistance enhances the user experience and convenience.

3.3.12 MONITORING AND EVALUATION

Implementing systems to monitor parking usage patterns, turnover rates, and peak demand periods is essential for ongoing management. Regular surveys can assess user satisfaction, preferences, and areas for improvement. Establishing key performance indicators (KPIs) allows for the evaluation of parking policy effectiveness, focusing on metrics such as revenue targets, utilization rates, and user satisfaction levels. Regularly reviewing and adjusting parking policies based on data analysis and user feedback ensures they remain effective and aligned with facility objectives. Pilot programs can test new initiatives on a small scale before full implementation, allowing for necessary refinements.

> Providing clear and consistent signage regarding parking policies, rates, and regulations helps users understand and comply with the rules.

3.3.13 FINANCIAL CONSIDERATIONS

Evaluating the costs and benefits of proposed initiatives, such as infrastructure improvements or technology upgrades, helps prioritize investments.

Communicating how parking revenue is utilized, such as for improved delivery of parks and recreation services, enhances transparency and fosters community support.

In conclusion, these additional considerations are crucial for ensuring that the implementation of paid parking policies is effective, equitable, and aligned with broader community objectives. By addressing factors such as equitable access, staff needs, dynamic pricing, sustainable transportation promotion, safety, and user engagement, the policies can enhance user satisfaction, support environmental goals, and optimize resource utilization. Thoughtful implementation of these strategies ensures that parking management contributes positively to the facility's operational success and community well-being.

When considering these strategies, it is important to assess their financial implications to ensure that they are sustainable and align with the Parks Board's operational goals. The revenue impact analysis, detailed in the following section, provides a framework for evaluating the potential revenue effects of different parking policies and strategies. By analyzing the financial outcomes, decisionmakers can make informed choices that balance accessibility, equity, and financial sustainability.



REVENUE IMPACT ANALYSIS

4

Revenue Impact Analysis

Building upon the parking management framework and the additional considerations discussed, it is crucial to evaluate the financial implications of implementing various parking mitigation measures.

A revenue impact analysis can help assess the potential revenue effects of different measures and help decision-makers understand how each measure may affect revenue generation and overall financial sustainability to then make informed decisions that balance financial objectives with goals of accessibility, equity, and user satisfaction. The Park Board's interest in revenue generation is driven by a desire to address the growing maintenance and renewal needs of parks and recreation assets and sustain service delivery while reducing the burden on taxpayers. This approach was approved through the *Think Big Action Plan (2023)*, which included direction to optimize parking revenue. Parking fees are collected as revenues by the City of Vancouver through EasyPark, a non-profit city-owned corporation. A small portion to cover administration and 24% parking tax paid to Translink to support transit improvements (with ability to raise to 29% recently provided by the Province) with 5% GST is deducted from each fee. Collected net revenues generated by paid parking under the jurisdiction of the Park Board are redistributed in combination with tax-based operating funds within the annual operating budget to cover fixed cost increases and fund the delivery of parks and recreation services each year.

The approaches evaluated in this analysis focus on community centres and recreation facilities but can also be extended to other park categories where appropriate.

It is important to integrate this analysis with the implementation roadmap to ensure that financial assessments align with the phased approach to policy implementation and adjustments.

Purpose of the Revenue Impact Analysis

The revenue impact analysis serves three key purposes:



Methodology Overview

4.2.1 ANALYSIS PROCEDURE

The Revenue Impact Analysis Methodology



Step 1: Establishing a Baseline Revenue Projection

- Calculates the expected parking revenue under standard* conditions without the implementation of new measures/policies.
- For facilities currently offering free parking, the baseline represents the projected revenue if standard paid parking is introduced without special rates or discounts.



Step 2: Modeling Policy Scenarios

- Adjusts variables to reflect each proposed policy option, such as offering discounts, implementing tiered rates, or introducing parking passes.
- Considers changes in user behavior, parking utilization, and operational factors.



Step 3: Comparing Scenarios to Baseline

- Evaluates the difference in projected revenue between each scenario and the baseline to assess the financial impact.
- Identifies potential revenue increases or decreases associated with each policy.

Step 4: Analyzing Results and Refinements**

- Interprets the financial implications alongside other factors such as user accessibility, equity considerations, and operational feasibility.
- Assists in determining whether adjustments to pricing or policy parameters are necessary to meet objectives.

* "Standard conditions" assumes that paid parking has been implemented across all parking spaces with a fixed hourly parking rate.

^{**}Engaging partners and stakeholders, such as CCAs, VBGA, staff, and facility users, in the data collection and policy refinement process is crucial to improve the accuracy of inputs and foster support for policies. Feedback can be gathered through surveys, workshops, or public meetings.

4.2.2 REQUIRED INPUTS FOR ANALYSIS

To accurately evaluate each scenario, the following inputs are needed:

Facility Characteristics

- **Total Number of Parking Spaces** Capacity of the parking facility.
- **Operating Hours and Days** Times when the parking facility is open.
- Current Parking Utilization Rates Average occupancy rates during different periods.
- Average Parking Duration per Vehicle Typical length of stay for visitors.

Current Parking Fees

• Standard Hourly or Daily Rates Existing or proposed base rates for parking.

User Demographics and Behavior

- Number of Program Participants Users enrolled in facility programs.
- Frequency of Visits How often different user groups visit (e.g., daily, weekly).
- Percentage of Users Eligible for Discounts/Passes
 Proportion of visitors who may receive special rates.

Policy Parameters

- **Proposed Parking Rates and Discount Levels** Details of any changes to pricing.
- **Price of Annual or Monthly Parking Passes** Costs for users purchasing passes.
- Details of Tiered or Dynamic Pricing
 Structures

How rates vary by time or duration.

 Number of Parking Spaces Converted for Specific Uses

Such as accessible or pick-up/drop-off zones.

Note: The analysis inputs can be obtained from various sources, including existing facility records, parking utilization studies, user surveys, and program enrollment data. Accurate and reliable data are essential for producing meaningful results. It is important to note that inputs like changes in user behavior are dynamic and require ongoing data collection and refinement. This iterative process benefits from real-world observations and aligns with the Implementation Roadmap's emphasis on continuous improvement.

Application of the Analysis

4.3.1 POLICY OPTIONS

In applying the revenue impact analysis, decision-makers assess the financial implications of each proposed parking policy relative to the baseline projection.

Option A: Parking Passes for Program Participants

For parking passes for program participants, the analysis estimates the optimal pricing for passes to balance affordability with revenue needs. It evaluates how the sale of passes might reduce daily parking fee income and whether pass sales would compensate for this loss.

Option B: Discounted Rates for Vulnerable Groups

When considering discounted rates for vulnerable groups, the analysis examines how different discount levels affect revenue. It determines the maximum discount that can be offered without jeopardizing financial sustainability, considering the proportion of users eligible for discounts and potential changes in parking utilization.

Option C/D: Conversion to Accessible or Pick-Up/Drop-Off Spaces

When evaluating the conversion to accessible or pick-up/drop-off spaces, the analysis calculates revenue implications of reallocating/repurposing parking spaces. It balances potential revenue loss from reduced general parking spaces with benefits gained from improved accessibility and user satisfaction.

Option E: Integration of Parking Costs into Fees

For the integration of parking costs into user fees, the analysis assesses how bundling parking fees with certain commercial user fees impacts overall revenue and uptake of services. It evaluates whether this integration encourages more frequent service use by providing an easier system for parking payment and if adjustments to fee or paid parking pricing are necessary to optimize revenues and enhance user experience.

Option F: Tiered and Dynamic Parking Rates

In the case of tiered and dynamic parking rates, the analysis models how varying rates during peak and off-peak times influence parking demand and revenue. It helps set rates that manage demand effectively while maintaining revenue targets, considering user acceptance of complex pricing structures.

4.3.2 USING THE ANALYSIS FOR POLICY OPTIMIZATION

The revenue impact analysis serves as a strategic tool for optimizing parking policies to achieve a balance between financial sustainability and meeting needs for accessibility, equity, and user satisfaction. By testing various scenarios, decision-makers can adjust policy parameters to identify the most effective strategies. For example, the analysis can help determine the optimal pricing for annual parking passes by finding a price point that is affordable for users yet sufficient to offset potential revenue losses from daily parking fees. It can also aid in setting appropriate discount rates for priority groups by evaluating how different discount levels impact revenue.

Moreover, the analysis enables the exploration of the cumulative effects of implementing multiple policies simultaneously. Decision-makers can assess how combined strategies – such as implementation of parking passes and discounted fee for vulnerable user groups – interact to affect overall revenue and user behavior. This comprehensive approach ensures that policies are not developed in isolation but are part of an integrated strategy aligned with the facility's objectives.

By basing decisions on quantitative data, the analysis reduces reliance on assumptions and enhances the effectiveness of policy choices. It helps identify potential financial risks and opportunities associated with each option, allowing for proactive adjustments to policy design. This data-driven approach promotes a more efficient allocation of resources and better outcomes for both the facility and its users.

> By basing decisions on quantitative data, the analysis reduces reliance on assumptions and enhances the effectiveness of policy choices.

4.3.3 BENEFITS OF THE REVENUE IMPACT ANALYSIS

The revenue impact analysis offers several significant benefits:



Strategic Planning Support

It provides clear, data-driven insights into how different parking policies will affect revenue generation, which is crucial for budgeting and financial forecasting. This information enables facilities to plan effectively for operational needs, future investments, and potential enhancements to services or infrastructure.



Continuous Improvement

As policies are implemented, actual data on parking utilization and revenue can be collected and compared against projections. This real-world feedback allows decisionmakers to refine and adjust policies to better meet objectives, respond to changing conditions, and address unforeseen challenges. The iterative nature of this process ensures that parking strategies remain effective, relevant, and aligned with both financial goals and the needs of the community.

4.3.4 LIMITATIONS AND ASSUMPTIONS

While the revenue impact analysis tool can provide valuable projections on the financial effects of various parking policies, it is based on certain assumptions that may not fully capture future realities. Factors such as changes in user behavior, economic fluctuations, policy compliance rates, and unforeseen external influences can significantly impact actual outcomes. For instance, users might alter their parking habits in response to new policies in ways that differ from initial predictions, or economic shifts could affect overall facility usage.

Recognizing these limitations is crucial for transparency and for setting realistic expectations among Association partners and users. It emphasizes the importance of viewing the revenue impact analysis as a dynamic tool rather than a definitive forecast. As such, the analysis should be continuously refined with real-time data collected from pilot programs, engagement, and ongoing monitoring as outlined in the implementation roadmap. This iterative process allows facilities to adjust policies based on actual performance, enhance user engagement, and respond effectively to changing conditions. By embracing this adaptive approach, parking management strategies can remain evidence-based, flexible, and aligned with the overarching mission to serve the community's needs effectively and sustainably.

ENFORCEMENT POLICY

5

Enforcement Policy

Effective enforcement of parking policies is essential to ensure compliance, optimize resource utilization, and enhance user experience across all park categories.

EasyPark, a City-owned non-profit corporation, has been managing parking enforcement for the Vancouver Park Board lots for several years.

This section summarizes industry-standard enforcement tools and approaches that EasyPark has largely adopted at Park Board paid parking locations. In addition to acknowledging existing practices, these guidelines also highlight potential areas where EasyPark's data-driven insights could help refine operations, especially as new paid parking locations are introduced or existing lots are upgraded.





Objectives

Compliance Enhancement

Continue to ensure adherence to parking regulations through effective enforcement mechanisms.

Operational Efficiency

Streamline enforcement processes using advanced technologies to reduce operational costs and improve accuracy, building on EasyPark's current tools and strategy.

🗸 User Convenience

Provide seamless and user-friendly payment and validation options.

Revenue Protection

Minimize revenue loss due to non-compliance and parking misuse by leveraging existing technology integrations and citation processes.

Equity and Fairness

Apply enforcement measures consistently to all users, ensuring fair access to parking resources.

5.2

Technology Integration for Paid Parking Enforcement

EasyPark already leverages a robust technology system – including T2 Systems, FastField, Waybook, Offstreet, Monday.com, Zendesk, Fennix, Smarking, Umojo, and Zello – to manage day-to-day enforcement and operations. These tools enable real-time dispatching, optimize workforce allocation, and streamline enforcement workflows. Below is a high-level overview of the broader technologies commonly used in the parking industry, many of which are already part of EasyPark's current framework.

5.2.1 LICENSE PLATE RECOGNITION (LPR)

Overview

License Plate Recognition (LPR) technology uses cameras to capture and recognize vehicle license plates automatically. EasyPark currently employs LPR at Park Board lots to improve accuracy and reduce manual patrol requirements.

Applications

- Efficient Monitoring: Enables real-time monitoring of parked vehicles without the need for physical patrols.
- Automated Enforcement: Streamlines the process of identifying violations and issuing citations.
- Access Control: Facilitates entry and exit management in gated parking facilities.

Potential Enhancement

- **Coverage Gaps:** Identify and address any locations or time periods where LPR coverage can be expanded.
- **Periodic Evaluation:** Regularly assess system effectiveness (e.g., read accuracy, reliability) using data collected through the LPR, and explore potential improvements/expansions.

5.2.2 MOBILE ENFORCEMENT APPLICATIONS

Overview

Use of mobile apps on smartphones or tablets by parking enforcement officers.

Applications

EasyPark's enforcement teams rely on mobile technology for:

- **Digital Citation Issuance:** Officers can issue citations electronically, reducing paperwork and errors.
- **Evidence Collection:** Ability to capture photos and notes for each violation.

Potential Enhancement

• Integration with LPR: These apps can seamlessly connect with LPR data and permit databases, enabling immediate crossreferencing of vehicle license plates to verify valid permits or prior violations. This tight integration cuts down on manual checks, allows for real-time validation, and expedites the enforcement process.

5.3

Payment Methods

EasyPark has implemented a multi-channel payment approach, which includes mobile apps, online portals, and physical pay stations, to accommodate diverse user needs. When introducing or upgrading paid parking locations, Park Board and EasyPark may consider the advantages and drawbacks of each method, as summarized in **Table 5.1**.

TABLE 5.1

Payment Methods Summary

PAYMENT METHOD	ADVANTAGES	DISADVANTAGES
MOBILE PAYMENT APPS AND WEBSITES Users can pay for parking by entering their vehicle and payment details through dedicated mobile applications and online portals which can be accessed using QR codes.	Convenience Pay and extend parking remotely. Reduced Hardware Less reliance on physical payment terminals.	Limited Accessibility These payment options may not be accessible to all users, such as those who do not have access to a credit card or mobile device and those who are less familiar with technology. Additional Costs App or website owner may charge additional fees for services.
PHYSICAL PAYMENT TERMINALS	Security Secure transaction processing for cashless payments. User Interface Ensure terminals are user-friendly and accessible.	Increased Maintenance Cash handling requires maintenance and may pose security risks.
Accepts cash or cashless payments through tap-enabled cards, Apple Pay, Google Pay, etc. at a physical terminal.		Potential Queuing These payment options are inconvenient and may cause delays when users are parking if there is a line to use the machine.
		Reliance on Network Connection Terminals rely on a strong network connection to function.
		Inconvenience
		Users are required to return to the machine if they wish to extend their stay.
PARKING PASSES AND	Variable Rates for Different Users Allows for issuance of discounted or free passes to select user groups such as LAP and staff.	Potential Increase in Driving:
Users hold annual, monthly,		Parking pass costs are not directly tied to each trip, which may lead
or daily parking passes by registering their license plate or	Accessible Approach	other modes. However, this effect
displaying a parking permit.	Makes payment simple and convenient for users who do not have access to a credit card or mobile device and those who are less familiar with technology.	can be balanced through demand management strategies, such as variable pricing, usage tracking, and digital permit validation, ensuring that passes meet essential needs without significantly discouraging alternative transportation options.
	Convenience	
	Users do not need to purchase parking each time they access the facility.	

5.4

Operating Styles

EasyPark already enforces various operating styles, such as Pay-and-Display, Pay-by-Plate, and Pay-by-Stall, across Park Board parking lots. **Table 5.2** provides a summary of common operating styles, acknowledging that any major shift (e.g., introducing gates or expanding LPR coverage) would need a cost-benefit analysis and operational Return on Investment (ROI) study.

TABLE 5.2

Operating Style Summary

OPERATING STYLE	ADVANTAGES	DISADVANTAGES
PAY-AND-DISPLAY WITH PARKING ENFORCEMENT OFFICERS Users display a ticket on their dashboard after payment.	Traditional Method Simple method that has been used traditionally, making it a familiar style for many users.	Inconvenience Requires users to return to their vehicle. Enforcement Effort Manual checking needed, less efficient.
PAY-BY-STALL WITH PARKING ENFORCEMENT OFFICERS Payment is linked to a specific parking stall number.	Ease of Enforcement Simplifies compliance checks using mobile enforcement applications. User Convenience No need to return to the vehicle after payment.	Potential for Misuse Potential for misuse if users do not enter the correct stall number.
PAY-BY-PLATE WITH PARKING ENFORCEMENT OFFICERS Users pay by entering their license plate number.	Ease of Enforcement Simplifies compliance checks using LPR. User Convenience No need to return to the vehicle after payment.	Higher Costs Requires use of vehicles equipped with of LPR cameras.
TICKETED PARKING WITH GATES Users take a ticket upon entering and pay at an automated station when exiting, gate lifts after payment.	Access Control Prevents unauthorized entry. Revenue Assurance Reduces potential for non-payment.	Higher Costs Significant capital investment and maintenance. Potential Queues Entry and exit delays during peak times.
LICENSE PLATE RECOGNITION (LPR) WITH GATES LPR cameras record license plates; payment linked to plate number. Users pay via mobile app or kiosk; gate opens automatically for authorized vehicles.	Seamless Experience Faster entry and exit without tickets. Efficient Enforcement Automates compliance checks.	Technology Dependence Requires reliable LPR systems. Privacy Concerns Addresses data protection and user consent. Capital Costs Significantly higher upfront investment
Table 5.2 Continued

OPERATING STYLE

RESTRICTED ACCESS CARDS AND DIGITAL PERMITS WITH GATES

Provide employees and authorized personnel with access cards or digital permits.

ADVANTAGES

Controlled Access

Manages employee parking spaces effectively.

Usage Monitoring

Tracks parking usage patterns among staff.

Security

Restricts unauthorized access to designated parking areas.

DISADVANTAGES

Incentivizes Driving

Users who may have otherwise used alternate modes for a portion of their trips are incentivized to drive to make use of their pass.

5.5

Other Considerations

Implementing effective enforcement strategies is crucial for ensuring compliance and optimizing operations.

5.5.1 REGULAR MONITORING AND PATROLS

EasyPark conducts scheduled patrols based on historical data and real-time demand. Targeted enforcement in high-demand zones during peak times remains an effective strategy. Further patrol optimization can be guided by citation data, violation trends, and real-time analytics from EasyPark's technology suite.

5.5.2 VIOLATION MANAGEMENT

Citation Issuance

• Digital and streamlined through EasyPark's mobile applications.

Appeals Process

- Enforcement Responsibility: Disputes are handled directly by EasyPark.
- **Communication & Accessibility:** An online platform or portal can be used for users to submit appeals digitally. Citation notices to include an email address or phone number, along with straightforward steps, timelines, and required documentation, ensuring a fair and transparent appeals process.

5.5.3 DATA ANALYSIS AND REPORTING

Performance Metrics

• Leveraging EasyPark's citation compliance rates, revenue recovery figures, and patrol effectiveness data can inform future enhancements or expansions.

Continuous Improvement

• Regular feedback loops between EasyPark and the Park Board allow for strategic adjustments to enforcement policies.

5.5.4 OVERNIGHT PARKING RESTRICTIONS

Policy

• Prohibit overnight parking unless authorized.

Monitoring & Enforcement

- **Flexible Approaches:** Overnight activity can be monitored through LPR checks, routine patrols, or a combination of both, depending on facility size and usage patterns.
- **Cost-Benefit Analyses:** If high levels of overnight violations are observed, consider evaluating capital-intensive solutions such as gated systems. While installing gates can reduce ongoing enforcement costs (e.g., by physically preventing entry after certain hours), the feasibility may vary by location due to upfront costs, operational constraints, and user access needs.
- **Site-Specific Application:** Not all facilities will require, or be suitable for, gated controls; decisions should be guided by operational data and cost-effectiveness.

5.5.5 MISUSE PREVENTION

Policy

• Prohibit unauthorized use of designated parking spaces unless a permit is displayed.

Enforcement

- Ensure only authorized vehicles occupy designated spaces (e.g., accessible, staff, or reserved spots).
- Conduct routine checks, supplemented by technology, to deter and identify misuse.

Conclusions & Next Steps

EasyPark's existing enforcement framework already covers most of the technologies and strategies outlined in this document. Moving forward, the Park Board and EasyPark can work together to:

Use Data for Continuous Refinement

□ Incorporate EasyPark's metrics (citation rates, payment compliance, etc.) to tailor enforcement and address any operational gaps.

Assess Expansion Needs

□ Where necessary, explore additional LPR coverage, mobile app upgrades, or new payment station installations – supported by a cost-benefit analysis.

Refine Policies for New Locations

□ For upcoming paid parking facilities, the same suite of technologies can be rolled out, ensuring consistent enforcement across the Park Board system.



EV CHARGING

EV Charging

Presently only 44 parking spaces (0.4%) of the 10,300parking stall supply available to Park Board customers and staff are EV charging capable which is disproportionately low to the current 5% EV representation of the regional automobile fleet, and inadequate to accommodate the projections of 90+% EV representation on the area road system by Year 2050.

However, considered through the lens of parks and recreation service delivery, EV charging (and in particular Level 3 fast charging), is not a priority service for the Park Board. The Park Board provides parking for access to parks and recreation services. EV users may still use regular parking spaces to park their vehicle to reach these services; the ability to charge an EV vehicle is not an essential service delivering on the Park Board's mandate. Installation and management of EV charging infrastructure can pose challenges related to the context of parks and recreation facilities and their management. In the spirit of collaboration and to support sustainability initiatives, Park Board is interested in identifying opportunities for collaboration with the City and third parties on opportunities for EV charging expansion where it does not negatively impact the delivery of parks and recreation services.

The growing mismatch between EV usage and EV charging opportunities at existing parks, particularly at destination parks, where users may be travelling farther to and staying longer at, and community centres/recreation facilities in the City of Vancouver is addressed by establishing a methodology for increasing access to EV charging without placing strain on Park Board's delivery of parks and recreation services and stewardship of public park spaces.



Current EV Charging Policies

6.1.1 EV REQUIREMENTS – COV PARKING BYLAW

The City of Vancouver Parking Bylaw EV charging requirements for new developments supports the future use and demand of EV vehicles and charging requirements.

The current requirements are as follows:

- / 100% of resident parking stalls in new multi-unit buildings require EV Level 2 charging infrastructure.
- Where parking spaces are provided for non-dwelling uses, except hotel and bed and breakfast accommodation uses, an energized outlet must be installed in at least 45% of the parking spaces provided, of which at least 5% of the total number of parking spaces provided, or two parking spaces, whichever is greater, must be capable of Level 2 charging or higher and may not implement an Electric Vehicle Energy Management System.
- Where parking spaces are provided for hotel or bed and breakfast accommodation uses, an energized outlet capable of providing Level 2 charging or higher must be installed in each parking space.

6.1.2 BC HYDRO EV PROGRAM

The BC Hydro and City of Vancouver transportation electrification strategic collaboration involves developing multiple public EV charging station sites in the along with implementing broader solutions to support transportation electrification throughout the city. BC Hydro's goal is to have 325 fast chargers (approximately 450 DC ports) at 145 fast charging sites by the end of 2025.

BC Hydro's *Electrification Plan* supports the Province's *CleanBC Plan* with a goal that by 2030, 90% of cars sold in British Columbia will be a zero-emission vehicle. BC Hydro is supporting this plan by expanding its public fast charging network across the province and introducing new programs to support commercial fleets, including large trucks and buses, to switch from carbon-emitting gasoline and diesel to clean electricity.

The City of Vancouver is advancing renewably powered transportation by improving and expanding its public EV charging network, implementing policy to support home charging, increasing the number of EVs in its fleet, and working with business and other levels of government.

Scope of Activities

The following areas of strategic priorities have been identified as opportunities for collaboration:

- D Electric vehicle charging infrastructure: public, fleet, employee/workplace, residential
- □ Vehicle electrification: passenger, medium/heavy duty, specialty
- D Other street-level electrification: e-bikes, food trucks, film kiosks
- □ Policy and bylaws
- □ Research and pilots

Areas identified for advances on electric vehicle charging infrastructure:

- **Public charging:** Expand public charging, advance BC Hydro owned and operated public EV charging hubs, and consider and align with the city's accessibility guidelines for EV charging.
- **Fleet charging:** Refer to the BC Hydro EV fleet program, identify potential fleet customers and locations in Vancouver, identify potential commercial truck EV charging locations, support Vancouver with its fleet electrification plans, and identify opportunities for car-share only charging stations.
- **Employee/workplace charging:** Participate in EV-related rebate programs offered by BC Hydro or administered by BC Hydro on behalf of CleanBC.
- **Residential charging infrastructure:** Refer to EV-related rebate programs offered by or administered by BC Hydro and the city's Rental EV Charging Retrofit Program offer, which includes multi-unit residential buildings. Also, address the issue of "garage orphans" (EV drivers/residents without capacity for EV charging at home) via curbside charging or other solutions.

EV Future Projections

EV adoption is growing in Metro Vancouver and is anticipated to rapidly accelerate over the next decade, driven by increasing consumer interest, decreasing costs, and especially the BC zero-emission vehicle (ZEV) sales mandate. The Government of British Columbia proposed update to this regulation will bring the mandate to 26% of sales by 2026, 90% by 2030, and 100% by 2035.

According to forecasting conducted by Dunsky for Metro Vancouver, TransLink and BC Hydro^{1,2}, the number of light-duty EVs on the road in the region will surpass 0.5 million by 2033 and 1 million by 2038. While the rate of adoption is somewhat uncertain, the end state objective is known—by 2035, 100% of sales will be EVs, resulting in a near complete fleet turnover by 2050 if not sooner. Figure 6.1 shows the forecasted EVs on the roadway in Metro Vancouver while Figure 6.2 presents the forecasted EV's on the road by 2050 for battery electric vehicles (BEV) and plug-in hybrid electric vehicles (PHEV).



Figure 6.1: Forecasted EVs on the road in Metro Vancouver as a % of all Light Duty Vehicles





Figure 6.2: Forecasted Cumulative EVs

Source: Keeping it Current: Guidance for Collaborative Deployment of EV Charging in Metro Vancouver (Figure 6-1)

¹ Keeping it Current: Guidance for Collaborative Deployment of EV Charging in Metro Vancouver ² Regional Electric Vehicle Charging Analysis and Guidance

As illustrated in the graph, it is anticipated that over 1.8 million EVs will be in use by 2050. This growth in adoption will require a substantial increase in charging infrastructure. The number and type of public ports required depends especially on the degree of access to home charging among adopters or potential adopters.

Many Metro Vancouver residents do not have access to off-street parking and/or electric vehicle charging at home and would rely on public charging facilities. 13 of 24 Metro Vancouver municipalities, covering most of Metro Vancouver's population, have adopted parking design requirements in parking or zoning bylaws requiring EV ready parking for 100% or near-100% of residential parking in new developments. These rules ensure that charging equipment can be easily installed in any parking provided in new developments.

Cumulatively, by 2035, it is projected that Metro Vancouver will need:

- 2,200 to 2,900 public Direct Current Fast Charging (DCFC) ports, also referred to as Level 3 rapid charging on corridors, community hubs and for taxi and ride hailing vehicles, and
- 32,000 to 47,000 public Level 2 charging (L2) ports of which about two-thirds would be workplace charging.

The ability for building retrofit is uncertain, thus a high and low building retrofit scenario (High = about 90% of existing multifamily building of existing multifamily building units' parking spaces are made EV ready by 2035, Low = 0% additional EV charging to existing multifamily buildings) have been assumed for analysis purposes as they would change the demand for public charging infrastructure.

Table 6.1 shows the total number of ports and installed power that would be required across the region, cumulatively.

METRIC	SCENARIO	CURRENT	2025	2030	2035	2040	2045	2050	
VEHICLES ON THE ROAD									
Total Number of LDV on the Road (millions)	All	1.5	1.6	1.7	1.8	1.9	1.9	2.0	
Light-duty EVs (thousands)	All	44	91	304	728	1,166	1,547	1,821	
CHARGING NEEDS (CUMULATIVE)									
Total Public DCFC	High Retro.	270	931	1,196	2,152	3,362	4,203	4,627	
	Low Retro.	270	937	1,415	2,926	4,911	6,574	7,707	
Total Public L2 (including workplace)	High Retro.	1,660	6,857	19,401	32,460	40,027	47,857	54,781	
	Low Retro.	1,660	6,907	23,696	46,729	62,228	79,906	97,622	
Total Multifamily Parking Spaces Retrofit (cumulative)	High Retro.	22,396	34,769	278,350	353,754	353,754	353,754	353,754	
	Low Retro.	22,396	0	0	0	0	0	0	

Table 6.1: Projected Charging Demand (Cumulative)

Source: Adapted from Keeping it Current: Guidance for Collaborative Deployment of EV Charging in Metro Vancouver (Table 6-1)

6.3

Opportunities & Challenges

Potential Revenues

The operation of EV charging infrastructure presents opportunities for potential revenues:

- **User fees -** for parking and/or for use of charging infrastructure.
- Advertising featured on charging infrastructure, screens, and apps.

Equity & Barriers

Transportation equity is an important aspect to consider and should be applied to the transportation electrification infrastructure. Cost of electric vehicles and access to electric vehicle charging are the predominant barriers to EV adoption. A summary table of common barriers faced by priority communities/groups are presented in **Table 6.2**.

Priority communities who likely face greater barriers to EV charging in Metro Vancouver include:

- First Nations
- · Racialized people
- Recent immigrants
- Low-income people
- Multifamily building residents
- Renters
- Taxi and ride hailing drivers
- People with disabilities
- Unbanked people
- Non-English speakers
- Women and gender
 diverse people



TABLE 6.2Barriers to EV Charging

BARRIER	DESCRIPTION	GROUPS DISADVANTAGED			
ABILITY TO INSTALL HOME CHARGING	 More difficult in multifamily buildings. Split incentives between renters/ landlords (including small businesses that rent their storefront). 	 Multifamily building residents Renters Low-income people Racialized people 			
ABILITY TO USE CHARGING	 Many chargers cannot be used by people without banking, credit cards, smart phone applications, English or tech proficiency, etc. Lack of accessible design standards for stations and application interfaces. 	 Unbanked people People with disabilities Non-English speakers 			
GREATER COST & TIME BURDEN	 At-home charging is cheaper, but multifamily building residents and renters more often have to rely on more expensive public charging. Private sector is less interested in investing in areas where current EV adoption is low. The price of public charging will likely increase over time. There is a greater time burden associated with public charging (home charging is more convenient). Charging costs represent a greater share of household spending. Without careful futureproofing, the limited electrical capacity in existing buildings for EV charging can be exhausted by early adopters, making subsequent additions of EV charging for later adopters (who will be lower income on average) much more expensive. 	 Multifamily building residents Renters Low-income people Racialized people 			
LOWER ACCESS TO PROGRAMS	 Managed load programs may be limited to homeowners. Multifamily building residents or people that rely on on-street parking can be barred from accessing managed load programs. 	 Multifamily building residents People without parking at their home Renters 			

Source: Adapted from Keeping it Current: Guidance for Collaborative Deployment of EV Charging in Metro Vancouver (Table 6-3)

Implementation of EV Charging at Park Board Parking Lots

Currently, only about 20 parks within Vancouver have EV charging stalls available. Most of these locations are identified as community parks. At these parking lot locations, there are at most four EV spaces provided comprising up to 13% of the parking spaces in the parking lot. Based on this information, the number of EV parking spaces provided in parks are below the anticipated demand.

To better support future EV charging needs, consider adding more EV charging stations within Park Board parking lots. However, park locations and parking lots often pose significant challenges; including, high costs and infrastructure impacts, demand on staff resources dedicated to core services, and encumbrances on public park space. Consequently, implementation should be carefully evaluated on a case-by-case basis to ensure cost-effectiveness, feasibility, and minimal disruption to existing park access and operations, alongside other considerations.

6.4.1 CONSIDERATIONS FOR IMPLEMENTATION

Cost of Delivery and Infrastructural Impacts

6.4

Costs of connecting to sub-ground electrical infrastructure can be significant – parks are typically not serviced with existing utilities like curbside spaces, and parking lots are often at larger distances from existing connection points than private vehicle garages. Investment in trenching, conduit, kiosks, and charging infrastructure places financial strain on delivering EV chargers in these spaces while requiring greater staff oversight to ensure impacts to park access, operations, and tree root health are monitored.

Demand on Staff Resources Dedicated to Core Services

Coordination and implementation of EV in Park Board parking lots demands staff resources. In navigating the installation of third-party infrastructure to support EV, Park Board staff must negotiate, review, and coordinate delivery with City staff partners and third-parties to meet regulatory requirements and preserve access and operations of parks and recreation assets.

The work plans of Park Board staff are focused on delivering parks and recreation services and amenities. The lift of delivering EV on challenging sites, and to ambitious targets set by external agencies, can compromise their ability to deliver parks and recreation facilities and services, suggesting a balanced approach to supporting EV installation where it makes the most sense, and at a reasonable pace, is preferred. Appropriate resourcing will be necessary to deliver on external EV targets.

Impact on Public Park Space

Public parks, typically open spaces free of urban development, are often seen as 'tabula rasa' for the installation of infrastructure within an urban context of constrained site availability and cost of property. Park Board staff are compelled by a mandate to provide, preserve, and advocate for parks and recreation services to benefit all people, communities, and the environment.

Installation of infrastructure, even if below-grade, can constrain the ability of the Park Board to meet this mandate, especially when dedicated rights-of-way are required by third parties to ensure ownership and maintenance of their assets. Essentially, infrastructure can remove space dedicated to public park and place it under the control of other groups, which can limit public access to important park spaces and the ability to plan and design park renewal in the future to meet changing needs. Wherever possible, infrastructure should be located outside of park space within existing street right-of-way.

EV Infrastructure can have a further negative impact on the user experience of public park spaces, introducing large elements that can block sightlines, compromising views with high public value, such as destination parks and beaches, or the ability for users to gather visual information for their enjoyment, safety, and well-being in public park spaces. Type 3 fast charging is noted for the size of its required kiosks that provide a shorter charger period – this can result in the infrastructure attracting users to charge their vehicles without visiting the associated park or recreation amenity, while creating the greatest disruption to others' public experience of that amenity.

Parking Supply and Revenue

Allocating the larger parking spaces required for EV charging reduces the number of general parking spaces available, which may impact parking supply and associated revenue. From a revenue perspective, dedicating spaces to EV charging might result in a loss of income generated from general parking fees if the EV charging stations do not attract sufficient usage to compensate for this loss. The revenue generated from EV charging fees may not fully offset the potential decrease in revenue from fewer general parking spaces, especially if the charging rates are set low to encourage EV adoption or if the utilization rates of charging stations are low during certain periods.

To mitigate these negative revenue impacts, it is important to consider strategies that maximize the utilization of parking spaces. One effective approach is implementing shared use strategies, whereby EV charging spaces are available to all vehicles during off-peak times when the demand for charging is low. This ensures that parking resources remain accessible and are used efficiently, addressing both revenue concerns and equity considerations by not privileging one group of users over others unnecessarily.

As most park users are using facilities for one to two hours, Level 2 chargers should be prioritized to meet their needs while discouraging the use of amenities intended to support public parks and recreation services by users interested only in fast charging private vehicles for individual benefit.

Equity Considerations

As EV adoption continues to grow, it is acknowledged that not all individuals have equal access to EVs. Given that EV ownership currently tends to be more prevalent among higher-income individuals, allocating premium parking spaces for EVs may unintentionally disadvantage those who cannot afford EVs. This impact should be considered in EV infrastructure planning to ensure equitable access to park resources.

By-law Compliance

In May 2022, Vancouver City Council approved changes to the Zoning and Development By-law and Licence By-law to encourage the installation of EV chargers at gas stations and large commercial parking lots through business fees. This by-law requires providers of commercial parking who do not install the specified amount of EV to pay a \$10,000 annual business licence fee. Due to concerns from stakeholders, enactment was delayed until January 2026.

In recommending consideration of new paid parking in the Park Board's system, the Parking Strategy would add annual fees for newly uncompliant lots. The cost of this penalty must be weighed against external challenges and the cost of delivery – the fee may be both less financially burdensome and necessarily practical.

Opportunities to strengthen collaboration with City staff to support EV delivery within the limitations and resources available to Park Board should be pursued as an alternative to financial penalties. At the very least, the by-law suggests that priority sites for new EV infrastructure need to be aligned with those that are currently paid parking or likely to be implemented as paid parking in the future.



6.4.2 METHODOLOGY FOR SELECTION OF EV AT PARKS AND RECREATION SITES

To prioritize sites for EV implementation, the following process is recommended:

1

Review the current supply and demand of EV charging spaces in Park Board facilities, specifically those with paid parking and at destination parks.

2

City staff to provide suggested sites for EV implementation based on supply and demand information that meet goals for distribution, by-law requirement, and connect revenue to infrastructure improvements.

3

Park Board staff to review sites and score out of five for each criteria:

- Cost of connecting to infrastructure
- Staff resources required to coordinate
- Impact on public park space
- Revenue considerations
- Equity

4

Review scoring of sites with partners to ensure principles for supporting EV and limiting impacts to Park Board service delivery are aligned. Develop a multi-year implementation plan that includes projections for staff resourcing and third-party coordination.

5

Revisit plan annually to incorporate learnings and adjust to capture emerging opportunities for shared benefit.

6.4.3 APPROACHES TO SETTING EV RATES

The rate structure for EV charging stalls can vary depending on factors such as location, demand, charging speed, and operational costs. When designing a rate structure, it is essential to consider user preferences, market conditions, operational costs, and compliance with regulations. Flexibility in pricing options and transparency in communicating rates to end users ensure a positive charging experience and promote electric vehicle adoption.

Common rate structures include:

Flat Rate

A fixed fee for each charging session, regardless of duration or energy consumed. This straightforward pricing model is easy for users to understand but may not always reflect the actual cost of charging.

Per Hour Pricing

Charges based on the duration of the charging session, typically measured in hours. This is suitable for locations where users may park for extended periods, such as workplaces or airports.

Per Kilowatt-Hour (kWh) Pricing

Charges based on the amount of energy consumed, reflecting the actual cost of electricity used for charging. This is commonly used for public charging stations.

Time-of-Use (TOU) Pricing

Varies charging rates based on the time of day, with higher rates during peak hours and lower rates during off-peak hours. This encourages users to charge during times of lower demand and helps balance grid load.

Tiered Pricing

Offers different rates based on the amount of energy consumed or the duration of the charging session. For example, users may be charged a lower rate for the initial kWh or hours and a higher rate for additional usage.

Demand Charges

Additional charges based on the maximum power demand during the charging session, reflecting infrastructure and grid capacity costs required to support high-power charging.

Session Fee

A flat fee or minimum charge for each charging session, regardless of the amount of energy consumed. This helps cover operational costs and ensures minimum revenue per transaction.

Membership/Subscription Plans

Offers discounted rates, free charging sessions, or other benefits for regular users through membership or subscription programs. This encourages loyalty and repeat usage.

Promotional Pricing

Temporary discounts or free charging sessions to attract new users, promote electric vehicle adoption, and support sustainability initiatives.

Dynamic Pricing

Adjusts charging rates dynamically based on factors such as occupancy levels, demand forecasts, or grid conditions. This allows optimization of revenue and balancing of supply and demand in real-time.

Idle Charging Fees

Charges applied when an EV remains connected to a charging station without actively charging. This may be structured as a flat fee per minute or hour of idle time, encouraging drivers to vacate the space when charging is complete.

SHARED MICROMOBILITY FACILITIES



Shared micromobility facilities are important initiatives for diversifying transportation modes to reduce impacts on vehicle parking while encouraging sustainable initiatives. The City of Vancouver has active contracts with service providers for both bike share and share e-scooter network. Access to parks and recreation spaces is an integral element of building a functional system of alternative transportation options.

In determining sites for locating bike share and shared e-scooter stations within or adjacent to parks, the following criteria should be applied:

- Prioritize the location of bike share and shared e-scooter stations within street right-of-way adjacent to park space and along City of Vancouver greenways.
- If street right-of-way location is unavailable, unsafe, and/or of significant distance from amenity or facility, locating stations within parking lots can be explored with consideration of:
 - maintaining available accessible parking spaces and drop-off areas;
 - the ability of prime parking spaces to generate revenue;
 - park operations and maintenance access and requirements;
 - impacts due to operator maintenance or servicing needs; and
 - adjacent park spaces where stations may potentially serve as a safety buffer between pedestrians and vehicles.
- Use of existing green space for new infrastructure to not be considered unless absolutely necessary.
- In all cases, minimize impact that new or future infrastructure and utility connections may have on encumbering park spaces by identifying locations for infrastructure, such as electrical kiosks outside of park space and the critical root zones of trees.

- Explore coordination of new infrastructure installation with other utility upgrades or infrastructure, such as for EV charging stations.
- Consider the coordinated siting of micromobility stations with bike racks and other end of trip facilities to reduce park impacts and enhance clarity of user experience.
- Provide agreements for third parties to maintain their infrastructure and adjacent impacted areas as reasonably required.
- Ensure that signage and wayfinding for shared e-scooter network and bike share users is clear, consistent, and does not conflict or restrict with other public park signage or views, especially when incorporating private branding and logos.
- □ Update GIS and VanMap inventories with the installation of new infrastructure.



Policy Framework | April 2025