



SPANISH BANKS PAID PARKING PILOT

Report Back

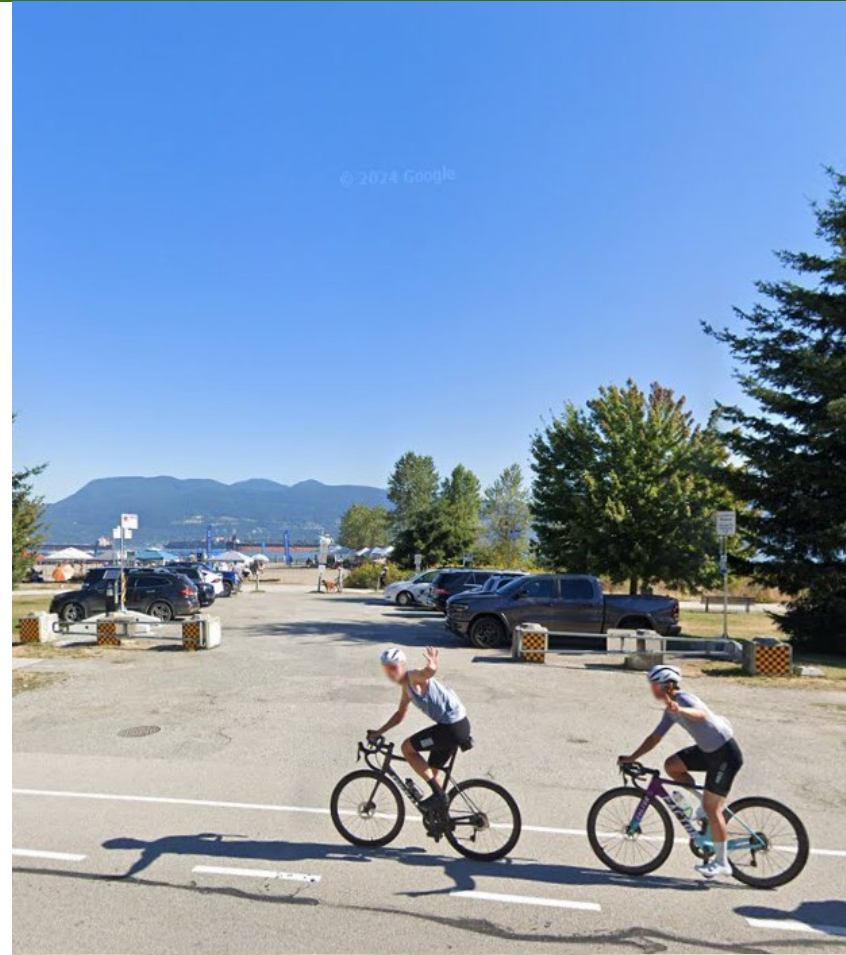
Park Board Committee Meeting
Monday, June 16, 2025



- To report back on the Spanish Banks paid parking pilot.
- To seek the Board's approval of permanent paid parking at Spanish Banks Beach Park at a \$1.50/hour year-round fee to align with City of Vancouver on-street minimum rates.

- On July 6, 2023, the Board approved Think Big Revenue Strategy recommendations, including an item to “optimize parking revenues.”
- On May 6, 2024, the Board approved implementation of a 12-month paid parking pilot at Spanish Banks Beach Park.
- On April 14, 2025, the Board approved the Comprehensive Fee-setting Framework: consistent policy for setting fees based on public good.
- Also on April 14, 2025, the Board received the Park Board Parking Strategy, which it referred back to staff for engagement and revenue retention options.

- Following Board approval of the paid parking pilot, staff worked closely with EasyPark to implement paid parking for 744 parking spaces along Spanish Banks.
- Rates were set at \$1/hour for affordability and transit limitations.
- After some initial challenges, paid parking at Spanish Banks successfully complemented lots at Jericho Park and Kitsilano Park beaches.



Program Benefits

- Paid parking provides an opportunity to collect better data on use and user needs.
- As a destination park, Spanish Banks attracts non-resident visitors who benefit from the Vancouver park system, but do not pay taxes for parks.
- Paid parking enables enforcing the by-law for overnight parking.



Neighbourhood

- Paid parking lots can impact adjacent neighbourhoods. Implementation was closely coordinated with City staff to reduce the impact on residents.

General Feedback

- Feedback from 311 included concerns for rates, enforcement, bike facilities, and transit access. The digital payment was of concern for some seniors.

Transit Access

- Currently, there is a direct bus to Spanish Banks on peak season weekends. The cost of transit both ways to the beach is \$6.40 - even with improved service, transit would still cost more than parking for a visit 4 hours or less.

- Parking rates at Park Board lots are based on nearby rates and on-street fees in the surrounding area, with consideration for affordability.
- The pilot parking fee of \$1/hour was aligned with on-street parking by City Engineering at the minimum rate. The City Engineering minimum fee was raised from \$1 to \$1.50/hour by City Council in November 2024.
- Staff consulted with EasyPark to mitigate digital payment challenges. Recommended improvements include a customer service line and on-site attendants who can work through challenges in person during peak times.
- Best practice suggests considering incremental increases over time to align with nearby lots and manage demand across related sites.

- Nearly half of Park Board's operating budget is funded by fees and charges, with paid parking the second highest amount after program fees.
- Before the pilot, annual revenue expectations for the site were estimated at \$121,000. High-level reporting has net revenues for the period between July 2024 and May 2025 at ~ \$168,000.
 - This suggest that paid parking has not been a deterrent to access, while significantly improving capacity for funding service improvements.
- Raising the paid parking fee to \$1.50/hour for year-round use will match the new minimum rates set for on-street parking. A year-round fee also reduces administrative costs and confusion.

Fee	Estimated Annual Net Revenue*	Comments
\$1.00/hour	\$177,000	Currently applied fee; does not match new on-street minimum nor effectively manage demand.
\$1.50/hour	\$255,000	Recommended year-round fee; matches new on-street minimum with limited impact to user habits and affordability
\$2.00/hour	\$340,000	For consideration in 2026; to effectively manage demand and align with nearby rates

** Revenue estimates are based on revenues during the pilot period*

Conclusion

- Performance of the paid parking pilot at Spanish Banks delivered the anticipated results.
- Reasonable fees for parking connects the cost of service to the user that directly benefits while providing indirect benefits for all residents
- Permanent paid will modernize service delivery to better meet challenges.



- A. THAT the Vancouver Park Board approve the permanent adoption of paid parking at parking lots serving Spanish Banks Beach Park based on the findings and success of the 12-month pilot; and,
- B. THAT year-round rates be increased by a marginal amount to \$1.50/hour, aligning with the minimum rate applied to on-street parking in the surrounding neighbourhood by Engineering Services.

