



April 30, 2025

MEMO TO : Park Board Commissioners
FROM : Director, Business Services
SUBJECT : **Parking Strategy Timeline and Actions – Board Briefing Memo**

Dear Commissioners,

The purpose of this memo is to provide an update on staff's timeline and actions to address items identified by the Board in their amendments to the April 14, Report on the Park Board Parking Strategy ("Strategy"). To appropriately consult partners on implementation, develop options for revenue retention, and summarize findings for the Board, staff expect to report back in late summer/early fall. Responding to direction to complete full cost recovery models for Golf Courses and VanDusen requires capacity and resources not currently identified, effectively cancelling pilot implementation of paid parking at those sites for 2025.

Background

The Park Board Parking Strategy was developed across 2024 and 2025, including data collection and analysis of findings, targeted intercept surveys and extended engagement with the Association Presidents Group, Vancouver Botanical Garden Association, and staff subject matter experts, and development of draft and final policy.

The Strategy Report was presented to the Board on April 14, 2025, as a guiding policy framework for the effective management of parking in areas under its jurisdiction, including for the expansion of paid parking at sites of high utilization with transportation alternatives. A series of mitigation measures were developed to limit the impact of paid parking on access to recreation services for those that need them most.

Alongside the Strategy, the report included a recommendation to pilot implementation of paid parking at selected sites following additional engagement. The Board amended the Report recommendations to refer the Strategy back to staff to address items related to implementation consultation, revenue retention, and full costing of selected business service lines.

Community Centre Associations

The timeline for a report back that addresses the Board-identified items is informed by scheduling, prioritization of new actions, and identification of capacity and resources for significant tasks.

Consultation with impacted Community Centre Associations (CCAs) was suggested through the Board Report, with steps in motion for staff to meet with each to better understand shared goals,

facility operations and program, and other specific concerns for each site. As CCA Board meetings tend to happen in the final weeks of each month, this topic will be added to agendas for the end of May, as appropriate.

Continued process with CCAs is contingent on each identifying how they would like to be engaged. To accommodate summer scheduling, this is likely to occur from June through July, whether meeting with full CCA boards, point persons, or other options. Subsequent meeting(s) would review application of mitigation measures, consideration of new proposals such as 60–90-minute paid parking exemptions, and affordable rates for each site. With the Board's summer break in August, report back on implementation would be feasible in September.

Revenue Retention

Alongside CCA consultation findings and an implementation plan, staff expect to report back on options to retain parking revenue within Park Board. Response to this item leverages ongoing staff development of the Amenity Improvement Fee Framework (AIFF), approved by the Board in October 2024. Parking is being considered within the second phase of that project.

The AIFF applies modest fees on top of admissions and permits, collected into a Board-administered fund that applies to one-time improvements. There are equity considerations for this type of funding allocation and its use does not address challenges the Park Board faces in funding services through a combination of revenues and taxpayer contributions. Other options to connect Park Board-generated revenues to the delivery of services may be explored within the report back to the Board for consideration.

Golf Courses and VanDusen

Direction to report back on paid parking for golf courses and VanDusen after completion of full cost recovery models will require additional capacity and resources. Full costing, as recommended through the Auditor General's *Audit of Park Board Revenue Management*, has been piloted for one service line, which was a significant exercise requiring coordination with City department(s). Staff will look to direction from the Board through the 2026 Service Plan and Budget to determine priority for allocating resources to complete full cost recovery models for these service lines.

The exclusion of golf courses and VanDusen will reduce annual revenue from the Strategy's pilot implementation.. It is anticipated that excluding paid parking at Langara Golf Course will have a negative impact on golf patrons as the existing struggles of non-golfers utilizing the free parking is expected to continue. Without paid parking at VanDusen, the high volume of guests for special events is expected to continue to create traffic issues in the surrounding neighbourhood.

Next Steps

In the coming months, staff expect to engage impacted CCAs, develop an implementation plan that addresses concerns for equity, barriers to service, and impacts to programming, and explore



options for Park Board revenue retention. A report back to the Board may be expected in late summer/early fall for fall implementation of the pilot community centre paid parking sites, revised to exclude golf courses and VanDusen based on implications of Board direction, and which would be addressed separately in the future as resources allow.

Regards,

A handwritten signature in blue ink, appearing to read "John Brodie".

John Brodie
Director, Business Services – Vancouver Parks and Recreation

Copy to: Park Board Leadership Team
Park Board Communications
Jordan Lypkie, Project Manager II