



February 19, 2018

MEMO TO : Park Board Commissioners

FROM : Shauna Wilton
Deputy General Manager, Vancouver Board of Parks and Recreation

SUBJECT : **Spanish Banks Peak Season Pay Parking - Implementation Plan**

Dear Commissioners,

I am writing to update you on the plan to introduce peak season pay parking at the four lots at Spanish Banks beach (810 spaces). In consideration of the extensive amount of public feedback received, and upon further review of alternate transit options, we will be adjusting the 2018 implementation plan in an effort to reduce impacts to regular users.

As outlined in the [2018 Fees and Charges](#) report, over 40% of the Park Board's operating budget is funded by fees and charges. Pay parking is a critical source of revenue, providing funding for necessary enhancements to the safety, security, and cleanliness of our parks and facilities. As such, staff proposed implementing peak season pay parking at the Spanish Banks lots to align with practices at other destination parks and beaches (Apr 1 to Sep 30). It is estimated that this will generate revenue upwards of \$300K.

Staff also noted that they would work with transit authorities as well as car and bike share providers to ensure that transportation alternatives would be available to the public. While these discussions continue, some initial service gaps have been identified. To improve access and align services, without overly impacting the 2018 budget, the following interim measures will be made at Spanish Banks:

- Shorten duration of pay parking period (mid-May to early Sep):
 - delays implementation by 6 weeks (May long weekend)
 - ends nearly 4 weeks earlier (Labour Day);
 - aligns with lifeguard season, most concessions, and opening of outdoor pools
 - aligns with seasonal transit service (42 Alma/Spanish Banks bus); supports public transit options during busiest beach times (weekends/holidays)
- Offer free early morning parking (6am-9am)
 - encourages use during this less busy time;
 - mitigates impacts to regular users accessing the off-leash dog beach.
- Increase promotion of peak season pass (\$87)
 - works out to about 80 cents/day (based on 3.5 month peak period);
 - provides frequent users considerable savings over regular rates (\$3.50/hr, \$13/day);
 - raises awareness & offers convenience; Easy Park to begin promotion April 1st

In addition to the above measures, staff will continue encouraging public transit and car/bike share providers to improve services and access to Spanish Banks. We will also be exploring opportunities to potentially offer subsidized parking to low income residents via the Leisure Access Program in the future. As well, staff have been advised that the street parking along



NW Marine Drive and in the three small street end lots along Locarno Beach (~56 spaces) will remain free at this time (fall under City Engineering jurisdiction).

During this first year of peak season pay parking at Spanish Banks, staff will monitor the effectiveness of the above-noted interim measures, along with the overall impacts on both park usage and the surrounding neighbourhood, to help inform recommendations moving forward. In the meantime, we will issue an information bulletin, supported by social media, to advise the public of this revised implementation plan. Staff will also respond directly to the many enquiries received.

Regards,

A handwritten signature in black ink, appearing to read "Shauna Wilton". The signature is fluid and cursive, with a large initial "S" and "W".

Shauna Wilton
Deputy General Manager - Vancouver Board of Parks and Recreation

/mh/clc

Copy to: PB Senior Leadership Team
PB Commercial Operations
PB Communications