



June 27, 2023

MEMO TO : Park Board Commissioners

FROM : Tiina Mack – Director, Planning & Park Development

SUBJECT : **Stanley Park Mobility Study Update – Board Briefing Memo**

Dear Commissioners,

The purpose of this memo is to provide an update on the Stanley Park Mobility Study, including the process and timeline based on the Board’s December 5, 2022 direction, to notify the Board of upcoming engagement activities and to share the recently completed [Mobility Context Report, appendix A](#), (including an Economic Analysis and Access Analysis).

The Study is being developed in parallel to the [Stanley Park Comprehensive Plan](#), a long-range plan and 100-year vision for Stanley Park currently underway in partnership with Musqueam, Squamish and Tsleil-Waututh Nations. The need to study mobility in the Park was identified through the Comprehensive Plan and was further reinforced in response to the COVID-19 pandemic. With a steady increase in tourism and densification in the West End neighbourhood, visitation to the Park is higher than ever at 18 million visits annually and demand for alternative modes to vehicles is increasing. As visitation numbers increase, it is critical to determine the Park’s capacity to handle more visitors while aiming to preserve the natural qualities of the park.

Project Scope & Deliverables

The goal of the Mobility Study is to examine the feasibility of different approaches to improving access to and through Stanley Park by all transportation modes. In order to evaluate options, data collection is critical to create a baseline. The project has the following key deliverables that aim to answer several key questions:

Project Component	Key Questions	Deliverable
Mobility Data & User Travel Profile Review	<i>How many people visit the Park? How do they get there and how often do they go?</i>	Mobility Context Report (complete – refer to Appendix A)
Best Practice & Case Study Review	<i>How are other parks and cities managing an increase in use while maintaining park space? How does this differ to Vancouver?</i>	
Economic Analysis	<i>How much money is spent and made in Stanley Park? What is Stanley Park’s contribution is to the region’s tourism economy? What role does the park’s existing transportation network play?</i>	
Access / Traffic Analysis	<i>What level of access do people currently have to and through Stanley Park?</i>	
Options Development & Evaluation	<i>What are all the options out there? And how do they score against what matters to us the most as a community?</i>	Stanley Park Mobility Study (to be complete Q1 2024)



The first four components above are reflected in the updated Mobility Context Report. Using pre-pandemic (2019) data as its baseline, the Report tracks park usage from 1980 to now, and builds on previous mobility studies from 1989, 1996, 2012, and ongoing data collection work. The final Stanley Park Mobility Study will include the results of the options evaluation and subsequent recommendations for Board decision in early 2024.

Public Engagement

Stanley Park holds a strong place in the hearts and minds of the community, so a three-phased public engagement process was designed to be transparent, clear and equitable to ensure that staff heard from a diversity of users and stakeholders. Engagement input is one of several tools used to develop recommended approaches for decision making along with technical information, the advice of professional consultants and staff, approved plans and strategies, and First Nations dialogue.

During Phase 1 and 2 staff were focused on understanding how people use the Park and their perspectives on opportunities and challenges heard through 4,000 survey responses, discussions with 35 park stakeholders, two community listening sessions and 7 council of committee presentations. The phases of engagement and how they are influencing the project's scope and deliverables are noted below:

Phase	Description	Engagement (Key questions) for Each Phase	Status/Timeline
Phase 1	Data Collection and Inventory	Questions about how people currently use Stanley Park	Complete (refer to Engagement Summary in Appendix B)
Phase 2	Initial Directions & Analysis	What are the opportunities and constraints for Stanley Park's transportation system and what kind of ideas should be considered?	
Phase 3	Phase 3A – Evaluation Framework	What are people's preferences & opinions on the guiding principles & criteria?	To be completed – Summer 2023
	Phase 3B – Options Evaluation & Report	What are people's opinions on the various options under consideration?	To be completed – Fall 2023

A [staff report](#) for decision was adopted by the Park Board on July 18, 2022, which included two foundational principles (Reconciliation and Equity) and seven guiding principles as a distillation of the technical analysis and engagement work completed in Phase 1 and 2 (refer to [Appendix B for the Phase 1 and 2 Engagement Summary](#)).

Guiding Principles & Evaluation Criteria

Based on the Board direction on December 5, 2022 and subsequent public engagement, the following key criteria were developed and will be shared with the public to help with prioritization, and used to evaluate each option:

- 1. Safety:** conflicts, emergency access, crime reduction, and speed reduction
- 2. Accessibility:** motorized access for people with disabilities, access for older and younger residents, non-mobility related disabilities, and affordability



3. **Economic Vitality:** customer access to businesses, accommodate increased visitation, supports revenue for Park Board, and economically feasible
4. **Climate Action & Environmental Protection:** carbon emissions, amount of pavement, and impacts on the natural environment
5. **A Flexible & Resilient System:** unobstructed roads/pathways, adaptable for different uses at different times, more travel route options, and supports congestion during events
6. **A Connected Transportation Network:** access to the Park's regional destinations, public transit, and connectivity at park entrances
7. **Enhance Park Experience:** preserves natural qualities, recreational travel opportunities, reduces idling, and reduces noise pollution

Engagement Next Steps (Phase Three)

The project is in its final and third phase, which consists of two engagement phases:

1. **Phase 3A – EVALUATION FRAMEWORK:** Staff will be developing an evaluation framework based on input from the public and stakeholders in **July and August 2023**, through the following engagement tasks:
 - a. Statistically Representative Opinion Poll – To ask people about the criteria listed above and their opinions around priorities
 - b. 1 on 1 Park User Stakeholder Meetings – to hear more from underrepresented groups – youth, seniors and people with disabilities
 - c. Combined Stakeholder Workshop – with park stakeholders and user group stakeholders to hear each other's perspectives and develop unifying solutions
2. **Phase 3B – OPTIONS EVALUATION & REPORT:** Staff will refine the long list of options after Phase 3A input is received, evaluate those options and develop recommendations, which will be shared with the public through these engagement tasks in **September and October of 2023**:
 - a. Park "Pop-Ups" – at events in Stanley Park
 - b. Park Intercept Surveys – at various and diverse types of locations in the Park
 - c. "Level of Support" Public Online Survey – to ask their opinions on evaluated options
 - d. Park Stakeholder Workshops – to provide input on refined options before they are finalized
 - e. Public Open House – at the West End Community Centre

Staff intend to update the Board after Engagement Phase 3A, with the findings from engagement on the Evaluation Framework, and will present to the Board for decision the final Stanley Park



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Mobility Study report with recommendations, including the outcomes of Engagement Phase 3B, in the spring of 2024.

Regards,

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