

**From:** "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>

**To:** "Direct to Mayor and Council - DL"

**CC:** "City Manager's Correspondence Group - DL"  
"Nelms, Cheryl" <Cheryl.Nelms@vancouver.ca>

**Date:** 10/17/2019 5:48:12 PM

**Subject:** Memo - Expanding Parking Options at EasyPark Lots and Parkades - RTS 13016

**Attachments:** ENG - Memo to Mayor and Council - Expanding Parking Options at EasyPark ....pdf

Dear Mayor and Council,

Please see the attached memo from Cheryl Nelms regarding Expanding Parking Options at EasyPark Lots and Parkades to Help Drivers Get Home Safe (RTS 13016). A short summary of the memo is as follows:

- ☐ Earlier this year, Council directed staff to explore the potential to expand the "Park Until" option in the City's parkades to allow vehicles to easily be left overnight. At this time, they also asked staff to recommend low-cost or no-cost ways to promote and incentivize responsible transportation choices for those who may have consumed more alcohol or other substances than expected
- ☐ There are 30 City-controlled parking lots where the "Park Until" functionality is applicable. Staff have are pleased to inform Council that "Park Until" functionality has been, or soon will be, implemented at all of these lots via one of the three parking apps EasyPark accepts (EasyPark app, Honk Mobile, PayByPhone) or the on-site parking meter
- ☐ To promote responsible transportation choices for low-cost/no-cost, the following opportunities have been identified:
  - On the ground engagement teams already performing other tasks for EasyPark
  - Advertising wall space in existing parkades
  - Messages through the City's social media accounts
- ☐ Staff have reached out to two potential partners to help develop and partner with for this promotion: Preventable and Mother Against Drunk Driving

If you have any questions, please feel free to contact Cheryl Nelms at 604-873-7348 or [cheryl.nelms@vancouver.ca](mailto:cheryl.nelms@vancouver.ca).

Best,  
Sadhu

Sadhu Aufochs Johnston | City Manager  
Office of the City Manager | City of Vancouver  
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Pronouns: he, him, his



*The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.*

## MEMORANDUM

October 16, 2019

TO: Mayor and Council

CC: Sadhu Johnston, City Manager  
Paul Mochrie, Deputy City Manager  
Lynda Graves, Administration Services Manager, City Manager's Office  
Rena Kendall-Craden, Civic Engagement and Communications Director  
Katrina Leckovic, City Clerk  
Neil Monckton, Chief of Staff, Mayor's Office  
Alvin Singh, Communications Director, Mayor's Office  
Anita Zaenker, Chief of Staff, Mayor's Office  
Patrice Impey, General Manager of Finance, Risk and Supply Chain Management/CFO  
Lon LaClaire, Director of Transportation

FROM: Cheryl Nelms  
Acting General Manager, Engineering Services

SUBJECT: Expanding Parking Options at EasyPark Lots and Parkades to Help Drivers Get Home Safe

On January 29, 2019, Council directed staff to work with EasyPark to:

1. Explore the potential to expand the "Park Until" options to the City's parkades managed by EasyPark; and,
2. Recommend low-cost or no-cost ways to promote and incentivize responsible transportation choices for those who may have consumed more alcohol or other substances than expected, including opportunities to work with other partners in the interest of public safety.

Staff are pleased to inform Council that "Park Until" functionality that allows users to pay until the next day has been, or soon will be, implemented at all EasyPark lots where it is practicable to do so using all of the payment methods currently available (mobile apps and on-site equipment). To best advertise this functionality and discourage individuals who are impaired from driving, staff recommend utilizing existing advertising budgets to develop and execute anti-impaired driving campaigns that take advantage of the low-cost or no-cost methods noted in this memo. Should Council wish to engage a partner for a campaign during the 2019 holiday season, they should direct staff to do so as soon as possible to allow for proper preparation.



## **1. Expanding “Park Until” Options to the City’s Parking Lots Managed by EasyPark**

Currently, there are 51 parking lots that offer transient parking (i.e. short-term parking) that are owned/leased by the City of Vancouver and managed by EasyPark. Of these 51 parking lots, 37 are under the control of the City and 14 are under the control of the Vancouver Park Board.

For the lots under the control of the Park Board, the introduction of a “Park Until” option is not an applicable option for nearly all of these lots as the Parks Control Bylaw does not allow parking between 10 PM and 6 AM the following day (Section 14 (k)(i)). Additionally, EasyPark also operates five lots that use a gated system, where vehicles receive a parking stub upon entering a parking lot and the parking fee is then calculated and paid upon exiting the lot. App-based “Park Until” functionality does not work using a gated system; however, vehicles can be easily left overnight by drivers. There are also two City owned lots where overnight parking is not allowed due to conflicts with adjacent land uses. This leaves 30 ungated lots that are suitable for the introduction of a “Park Until” option.

For the 30 ungated lots that offer short-term parking, EasyPark offers four different ways for users to pay, by using:

- the meter on the lot,
- the EasyPark app,
- the Honk Mobile app, or
- the PayByPhone app (also available for use on-street with the “Park Until” feature.)

At this time, EasyPark has confirmed that “Park Until” functionality is available at all 30 ungated lots using the Honk Mobile and EasyPark apps. “Park Until” functionality is also available at all 25 ungated lots that have an on-site meter (5 lots do not have a physical meter on site due to their small size.) Today, the PayByPhone app can be used at 25 ungated lots; EasyPark expects the “Park Until” functionality to be in place using the PayByPhone app at all 30 ungated lots by the end 2019. A list of functionality available on all City-controlled lots can be found in Appendix A.

## **2. Low-Cost or No-Cost Ways to Promote and Incentivize Responsible Transportation Choices**

Staff have identified a number of low cost and no cost ways to promote and incentivize responsible transportation choices for those who may have consumed more alcohol or other substances than expected. The City’s most economical way to achieve this goal is by leveraging existing assets and systems to help promote public awareness.

### **a. Opportunities to Distribute Messages in EasyPark Lots**

- i. On-the-ground engagement teams – During the summer months, EasyPark currently has engagement teams intercepting the parking public to spread awareness of the functionality of their app. These teams can be leveraged to spread the potential benefits of “Park Until” functionality as well as general messages regarding responsible transportation choices.

- ii. Parkade advertising spaces – Within EasyPark parkades, there is a significant amount of wall space that can be used to spread messaging regarding the potential benefits of “Park Until” functionality and responsible transportation choices. An example of where EasyPark has done this in the past is a pedestrian safety campaign with the Insurance Corporation of British Columbia. A sample photo from this campaign can be seen in Figure 1 below.

**Figure 1: Sample ICBC Advertising Campaign in an EasyPark Parkade**



**b. Opportunity to Distribute Messages on the PayByPhone App**

PayByPhone currently offers a service to its customers to customize the background of the app to show unique messages or themes. During the 2018 holiday season, the City worked with the Vancouver Police Department to distribute messages reminding people to not leave valuables in their vehicles. A sample of how this message appeared to customers can be found below in Figure 2. On average, there are 240,000 unique users that pay for on-street parking in the City of Vancouver that would see the customized background messaging.

**Figure 2: Sample Background Messaging on the PayByPhone App**

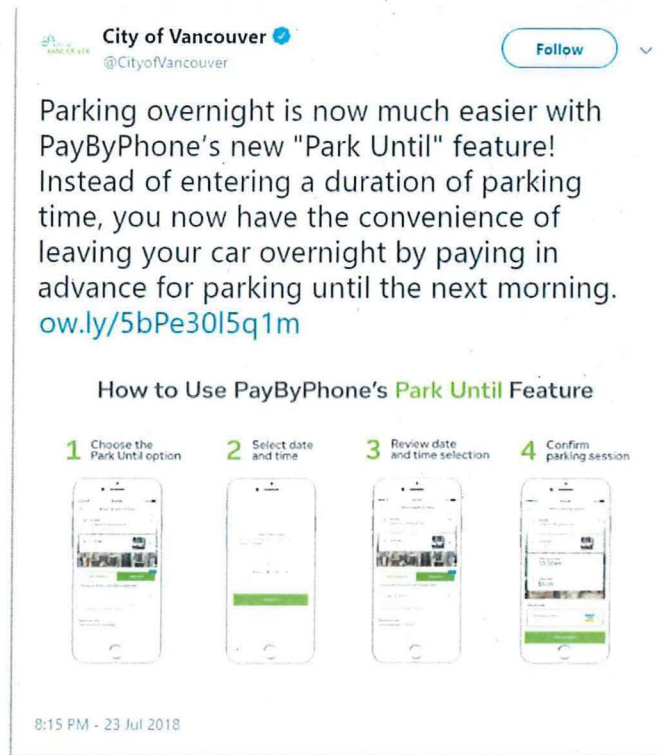


**c. Opportunities to Distribute Messages through the City's Social Media Accounts**

The City is an active participant in many social media platforms including Facebook (74,000 followers), Instagram (55,000 followers), Twitter (210,000 followers), and Weibo (2000 fans). Using these platforms, anti-impaired driving messages can be sent out at little to no cost (a note that expanding a post's reach often requires an ad spend). An example of how this has been used in the past can be seen in Figure 3 below, which is a tweet advertising the initial roll-out of the "Park Until" feature.



**Figure 3: Sample Tweet Advertising the “Park Until” Feature**



### **Potential Partners**

Staff have reached out to the Community Against Preventable Injuries (Preventable) and Mothers Against Drunk Driving (MADD) to discuss opportunities to partner on the distribution of anti-impaired driving content using the aforementioned low-cost or no-cost mediums. Both organizations expressed interest in partnering with the City and provided input as to the best ways to run impactful campaigns.

Preventable is a multi-partner, non-profit organization focused on bringing injury rates down in the province. The organization aims to raise awareness, transform attitudes, and ultimately change behaviour, namely by addressing the erroneous belief that preventable injuries only happen to "other people." Among Preventable's annual campaigns is one that launches in December focused on responsible alcohol consumption, one that staff recommend as a fitting opportunity to create a partnered campaign. The City would be required to bear some of the costs associated with the development of print materials that would be featured on the available wall space of the EasyPark lots. The cost is currently estimated at approximately \$3,500.

Council should note that if they wish for the City to engage a partner for a campaign during the 2019 holiday season, they should direct staff to do so as soon as possible to allow for proper preparation.

If you have any questions please do not hesitate to contact me at 604.873.7348 or [cheryl.nelms@vancouver.ca](mailto:cheryl.nelms@vancouver.ca).

Yours truly,

A handwritten signature in blue ink, appearing to read "Cheryl Nelms", followed by a period.

Cheryl Nelms, P.Eng., PhD  
Acting General Manager, Engineering Services

604.873.7348 | [cheryl.nelms@vancouver.ca](mailto:cheryl.nelms@vancouver.ca)



## APPENDIX A

### City Controlled Lots with Short-term Parking Operated by EasyPark

Lot	Address	Ability to pay until next day?				Uses "Park Until" Functionality?			
		Meter	EasyPark App	Honk Mobile	PayByPhone	Meter	EasyPark App	Honk Mobile	PayByPhone
1	535 Hornby St	Yes	Yes	Yes	N/A	Yes	Yes	Yes	Coming soon
2	150 West Pender St	Yes	Yes	Yes	N/A	Yes	Yes	Yes	Coming Soon
3	535 Richards St	Yes	Yes	Yes	N/A	Yes	Yes	Yes	Coming Soon
4	107 East Cordova St	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
8	65 West Cordova St	N/A	Yes	Yes	Yes	N/A	Yes	Yes	Yes
10	1100 Castings	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
11	990 Lamey's Mill Rd	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
12	600 Moberly Rd	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
13	Arbutus & West 16th Ave	N/A	Yes	Yes	Yes	N/A	Yes	Yes	Yes
14	2355 East 30th Ave	N/A	Yes	Yes	Yes	N/A	Yes	Yes	Yes
15	595 West 6th Ave	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
16	1500 Quebec St	Yes	Yes	Yes	N/A	Yes	Yes	Yes	Coming Soon
18	1067 Seymour St	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
21	688 Cambie St	Yes	Yes	Yes	N/A	Yes	Yes	Yes	Coming Soon
22	1180 Mainland St	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
24	1802 Thornton St	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
25	1585 West 2nd Ave	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
26	2500 Main St	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
30	5700 Block West Blvd.	N/A	Yes	Yes	Yes	N/A	Yes	Yes	Yes
36	1400 SW Marine Dr	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
37	5300 - 5600 Block E&W Blvd	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
39	1441 Hornby St	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
42	201 Alvin Narod Mews	N/A (Overnight parking not permitted)							
44	490 Broughton St	N/A (Overnight parking not permitted)							
54	1095 West Waterfront Rd	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
55	909 Mainland St	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
57	455 10th Ave	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
58	2815 Cambie	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
59	1800 Spyglass Pl	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
60	1100 Chestnut	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
61	1 Kingsway	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
81	800 Commercial Dr	N/A	Yes	Yes	Yes	N/A	Yes	Yes	Yes
7	180 Keefer St	Gated Lot							
9	Pacific Centre Parkade	Gated Lot							
19	900 West Cordova St	Gated Lot							
27	775 Hamilton St	Gated Lot							
31	150 Water St	Gated Lot							