



June 29, 2021

MEMO TO : Park Board Commissioners

FROM : Donnie Rosa - General Manager, Vancouver Board of Parks and Recreation

SUBJECT : **Numina Sensors to Measure Stanley Park Visitation – Board Briefing Memo**

Dear Commissioners,

The purpose of this memo is to inform you that to support the data collection phase of the Stanley Park Mobility Study, staff plan to install five (5) computer vision sensors in the park to count vehicles, cyclists, persons with mobility devices, pedestrians and other types of park users. As the only supplier of these unique sensors is [Numina](#), a Notice of Intent of a Sole Source Contract with Numina will be posted on BC Bid for ten days.

The sensors will be collecting anonymous data to help staff to better understand visitation to Stanley Park. This work will be coordinated with the Temporary Bike Lane implementation this summer, and data collected will help inform the Stanley Park Mobility Study as well as the Inventory & Analysis for the Stanley Park Comprehensive Plan. This data will answer questions on park visitation numbers and mode of travel, and in alignment with the VanPlay Goal of Evidence-Based Decision Making, will also support the ongoing management of the park, allowing staff to better articulate demands on park infrastructure and the corresponding need for resources for operations and capital renewal.

The sensors will be installed in five key locations around Park Drive and the Stanley Park seawall for a 12-month period beginning early summer 2021, with the possibility of extension, and will help the Park Board to understand:

- how many people visit the park;
- how visitors move through the park (walking, cycling, driving, tour bus etc.);
- visitation patterns in the park and direction of travel;
- when people are visiting the park; and
- which areas are the most popular.

This information will help inform future planning work, including tracking and improving mobility patterns and safety throughout the park; help to protect sensitive cultural sites that are significant to Musqueam, Squamish, and Tseil-Waututh Nations; more effectively understand trends and patterns; and manage service levels and resource allocation.

Thorough reviews with the City's Privacy and Protection Office, Legal Department, Supply Chain Management, and Technology Services were completed to ensure the product meets all City of Vancouver and Park Board standards and policies. This initiative also underwent a robust Privacy Impact Assessment to ensure it meets the requirements of the BC Privacy Act. Numina's sensors use an algorithm to assess anonymous movement patterns in the public realm. The program takes a privacy-first approach to data collection and measuring mobility, which is outlined in their [Privacy Philosophy and Policy](#).



Each sensor will be elevated and installed on existing infrastructure with an electrical supply to avoid ground disturbance, and will have a sign notifying the public of the initiative as per the Privacy Act. The numerical data will be counted and monitored automatically, with a dashboard available for generating reports for future reference and to include in the Mobility Study, which staff anticipate presenting to the Board for consideration later this year.

Regards,

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Donnie Rosa (*they/she*)
General Manager - Vancouver Board of Parks and Recreation

/bm/clc

Copy to: PB Senior Leadership Team
Planning, Policy & Environment
PB Communications