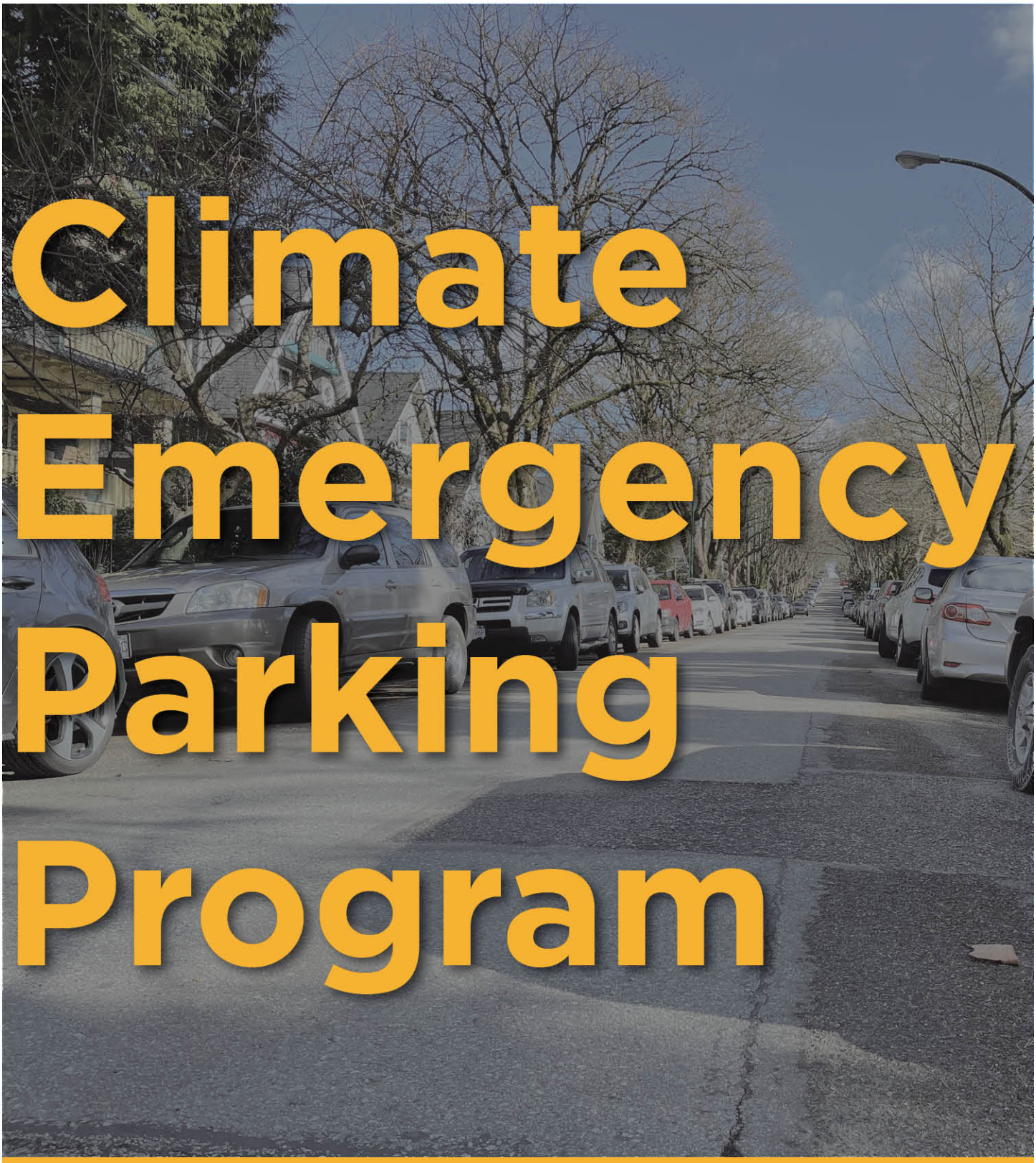


Climate Emergency Parking Program

Phase 2 Engagement Summary

September 2021 | shapeyourcity.ca/parking

CITY OF VANCOUVER

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Climate Emergency Parking Program
Phase 2 Engagement Summary

The City of Vancouver conducted a two-phased engagement process on the *Climate Emergency Parking Program*. This report provides an overview of the overall engagement approach, and summarizes feedback from the second phase of engagement.

More information about the program, including a summary of the first phase of engagement, is online at *shapeyourcity.ca/parking*.

Project Background

In November 2020, Vancouver City Council directed staff to explore a citywide residential parking program with a pollution surcharge as part of the Climate Emergency Action Plan, which aims to reduce carbon pollution in the city 50% by 2030. Transportation currently accounts for about 40% of emissions in Vancouver.

The Climate Emergency Parking Program is intended to:

- Encourage people who are purchasing new vehicles to choose lower carbon options
- Reduce air and carbon pollution
- Help fund the City's climate emergency actions planned under the Climate Emergency Action Plan

It would also allow the City to respond more effectively to localized parking issues as Vancouver grows.

Overall Engagement Approach

The idea of a citywide parking program with a pollution surcharge was vetted with the public and stakeholders at a high level as part of the Climate Emergency Action Plan engagement process that took place in 2020, which supported its inclusion in the suite of actions approved by Council.

Focused public and stakeholder engagement began immediately following approval of the Climate Emergency Action Plan, and included:

- **Ongoing stakeholder engagement** including online discussions, presentations, and workshops with citizen advisory bodies and other key groups
- **A two-phase public engagement process** including online information and surveys for the public to share their experiences, perspectives, and concerns

The two phases of public engagement are described below.

1. **Phase 1 (January 27 – March 1, 2021)** gathered feedback on how residential parking functions within Vancouver today, providing the public with an opportunity to share information about their own behaviour, experiences, and concerns as they relate to parking. This input—together with the City's existing parking programs, detailed technical analysis, and best practices from other cities—helped shape a detailed proposal for Phase 2.

2. **Phase 2 (June 14 – July 5, 2021)** gave the public an opportunity to review and comment on a more detailed proposal. Feedback is being used to refine directions before going to Council for approval later this year.

Stakeholder Mapping

Virtually all people living in or visiting Vancouver would be impacted by this project in some way.

It would directly impact many people, including:

- Residents who own motor vehicles and park on the street
- Residents who receive visitors that own motor vehicles and park on the street
- People who visit residential areas in Vancouver by car (including residents, non-residents, and service providers)
- People who live in their motor vehicles in Vancouver

From a geographical perspective:

- Residents in areas that do not already have parking permit requirements would be particularly affected, especially if they own motor vehicles, since (a) they may need to purchase parking permits to continue current behaviour, and (b) it could affect how their visitors park
- Residents living in areas that already have parking permits or other curbside regulations may feel less impacted, since permits are already required to park on the street. However, they would also be affected since:
    - The program would result in the implementation of new pollution surcharges on existing permit zones
    - The proposed policies could inform longer-term changes to established zone areas
    - If they drive, they likely visit residential areas in non-regulated parts of the city, or know people who do

More broadly, all residents and visitors would be indirectly impacted by this project, even those who don't drive. This is because the policies are intended to provide broad benefits including:

- Improving air quality and reducing carbon pollution
- Funding other climate actions with benefits including improved walking, rolling, cycling, and transit infrastructure
- Making it easier to convert some road space from private vehicle storage to other uses with broad community benefits (e.g. green infrastructure, public space, improved walking and cycling, more shared mobility)
- Making it easier to receive visitors, including service providers (since permit programs can help free up curb space by encouraging more people to park off-street)

Given the project entails increased regulation and most likely new fees, groups and individuals concerned about affordability and equity may be particularly concerned.

Responding to Feedback from Phase 1

A summary of the first phase of engagement is available online at *shapeyourcity.ca/parking*. *Table 1* below highlights ways that the Phase 2 proposal responded to common concerns.

Table 1. How the Phase 2 draft proposal responded to key issues raised during Phase 1

Feedback from Phase 1	Phase 2 Proposal Response
1. Climate change concerns 90% of respondents concerned about climate change	▪ Would achieve about 10% of targeted emissions reductions relating to clean vehicles ▪ Would fund about 25% of Climate Emergency Action Plan needs-$60M by 2025
2. Affordability Impact on overall affordability in the city; impact to renters and low-income households	▪ New permit zone would have low base fee: $45 per year (equivalent to $3.75 per month) ▪ Pollution charge would not apply to vehicles people already own or vehicles specialized for people with disabilities ▪ Most vehicle types would have Tier 1 ($0 pollution charge) options—including economy vehicles and vehicles suitable for families with children ▪ Climate Emergency Action Plan would improve lower-cost transportation options—almost 50% of households earning under $50K do not have car ▪ Pricing parking supports more efficient street use, unlocking potential to convert some parking to other uses—30% of street space is dedicated to parking today
3. Use of Revenue How will revenue be used?	▪ Revenue would support Climate Emergency Action Plan initiatives ▪ Revenue would improve walking/rolling/cycling/transit, electric vehicle charging infrastructure, green buildings
4. Ease of use | visitor parking Visitors and service providers, complex	▪ New zone would be overnight only to minimize impacts; permits would not be required between 7am and 10pm *[updated to between 7am and midnight after Phase 2]* ▪ Permits could be purchased online or in person ▪ Visitors could park anywhere in new zone ▪ Visitor overnight permit could be paid through PaybyPhone app or at pay stations located in each neighbourhood
5. Lack of parking issues in some areas Introduction of new permit zone where people don't have parking issues	▪ New zone would be overnight only to minimize impacts, while still allowing for the pollution charge to be implemented citywide ▪ New system would help manage local parking issues as the population increases

Stakeholder Engagement

Tactics

City staff engaged with stakeholders on an ongoing basis, with feedback used to inform final recommendations to Council. Due to the pandemic, engagement methods were limited to online meetings and workshops.

Citizen Advisory Committees

As with Phase 1, staff met with citizen advisory committees representing transportation, seniors, persons with disabilities, and renters. A joint workshop with all of these groups together took place in late July, to allow for a deep discussion and sharing of ideas and concerns. Small group discussions focused on the draft proposal (what elements people liked or disliked and why), considerations to be mindful of as the proposal is refined (e.g. elements that could be improved, additional exemptions or pricing considerations), and considerations to be mindful of with regard to guiding investments made possible by the program.

Climate and Equity Working Group

Staff conducted a workshop with the newly formed Climate and Equity Working Group in mid-July. Discussion themes were similar to the Citizen Advisory Committee workshop, with a particular emphasis on climate and equity considerations.

Other stakeholders and governing bodies

As with Phase 1, staff reached out to a wide variety of stakeholders inviting further discussion, including groups representing local resident and business associations, transportation, sustainability, public space, affordability, and equity. Musqueam, Squamish, and Tsleil-waututh Nations were informed via the City's project referral process.

Throughout Summer 2021, staff held over a dozen Phase 2 stakeholder sessions with more than 140 participants (see *Table 2* below). Other groups not on the list

Table 2: Stakeholder groups engaged

Stakeholder Group	Phase 1	Phase 2
Citizen Advisory Committees – Virtual Presentation & Discussion		
Persons with Disabilities Advisory Committee (PDAC)	✔	✔
Renters Advisory Committee (RAC)	✔	✔
Seniors Advisory Committee (SAC)	✔	
Transportation Advisory Committee (TAC)	✔	✔
Virtual Workshops		
Joint Committee Advisory Workshop (PDAC, RAC, SAC, TAC)	✔	✔
Climate Emergency Workshop (all citizen advisory committees)	✔	
Equity and Climate Working Group		✔
Other stakeholders – Virtual Presentation & Discussion		
All BIAs (via citywide BIA partnership meeting)	✔	✔
SPARC BC	✔	✔
Developmental Disabilities Association	✔	
Climate Emergency Amplifier Network	✔	✔
Modo	✔	✔
New Car Dealers Association	✔	
Electric Mobility Canada	✔	✔
Electric Autonomy Canada		✔
Community Energy BC		✔
Province of BC		✔
BC Housing		✔
Real Estate Board of Greater Vancouver		✔
City of Burnaby		✔
Peer cities with pollution charges on parking permits (Sydney, Montreal)	✔	

What We Heard: Key Stakeholder Themes

Staff heard a diversity of opinions and ideas throughout the stakeholder discussions. Some common themes and discussion points are highlighted below.

General program design comments

- Consider impacts the program would have on different groups, including:
  - people with disabilities (not just those requiring modified vehicles)
  - families working different schedules
  - people living in vehicles
  - people co-owning vehicles who might live in different areas
  - service providers such as contractors and home healthcare workers
- Consider impacts to low income households, including
  - new fees that would affect affordability for those who drive and park on the street
  - benefits that would improve low-cost transportation options
- Consider how the program would work in areas that are primarily industrial but have some residential uses
- Recognize that the current system where about ~30% of road space is dedicated to private vehicle storage is not equitable, especially when considering other civic needs and how many households do not own a vehicle and cannot use this space
- Recognize importance of regulating on-street parking if City is to eliminate parking minimums from new development; otherwise developers may just push parking to the street
- Many commented on the importance of bold action to address the climate crisis, while a few suggested gradual implementation so people could get accustomed to changes
- General interest in understanding relationships between income, vehicle ownership, and parking on the street

Exemptions or reduced rates

- General support for already-proposed exemptions
  - Existing vehicles (since many people are not in a position to purchase or do not need a new vehicle)
  - Vehicles modified for people with disabilities (since there may be fewer options available for these types of vehicles)
- Diverse discussions on potential exemptions or reduced rates for low-income households
  - Renters living in secondary suites who own vehicles may be more likely to park on the street and *need* a permit, whereas homeowners are more likely to have garage access
  - However, renters are less likely to own vehicles overall, and most rental units tend to be in more dense parts of the city where there are already permit requirements, so the impacts of this program to renters might be overstated
  - Recognize that many low income households do not own a vehicle; additional exemptions would mean reduced revenue overall, which means less revenue towards improving low cost transportation options for people who don't drive
  - Proposal already includes considerations to address affordability (e.g. $3.75 per month base rate for new permit zone, pollution charge exemptions for existing vehicles, pollution charge thresholds set so that most new vehicles under $30,000 fall into $0 'Tier 1')
  - Some expressed that $45 annually is not a significant barrier when compared to other transportation costs (e.g. $129 for annual bike share membership, $1,200 for annual 1-zone transit pass)
- Diverse discussions on potential exemptions or other considerations for contractors and others requiring specialized vehicles for work

  - Some expressed concern that there may be fewer vehicle options for contractors and others who require larger vehicles for their work; this concern was tempered by others who noted the pollution charge would not apply to existing vehicles, and that low-carbon options for large vehicles are increasing (e.g. Electric F150 Lightning, Chevrolet Silverado, Tesla Cybertruck)
  - Some felt additional cost would be absorbed as a 'cost of doing business,' which could lead to higher prices overall for services
- Discussions on considerations regarding homecare providers
  - It was appreciated that the new zone would be 'overnight only'
  - However, some homecare providers work odd hours with relatively low income, and need a motor vehicle to serve clients across large geographical areas

Considerations relating to revenue

- Invest revenue to improve low-cost transportation options such as walking, cycling, and transit, e.g.:
  - Sidewalk improvements / accelerating curb ramp program
  - Transit priority measures to improve service levels
  - New and improved cycling routes
  - Secure bike parking
  - Expansion of shared mobility services like Mobi
  - Sustainable transportation discounts or incentives programs for low-income households
- Invest revenue to ensure infrastructure exists to support increase in electric vehicles, e.g.:
  - More charging locations
  - Retrofit programs for existing buildings
- Invest revenue to support increased accessibility for people with disabilities, e.g.:
  - More accessible sidewalks
  - More accessible parking / retrofits
- Continue to reallocate road space away from private vehicle storage for things like:
  - Green space and community gardens
  - Public space
  - Sustainable transportation improvements
- Securing from this program should mean doing *more* for sustainable transportation that we do today; it should be *in addition to* and not *replace* existing sustainable transportation funds
- Consider charging higher fees, but:
  - Directly returning revenue to residents through a sustainable transportation credit
  - Subsidizing those experiencing hardships
- Increase general fees if more exemptions are made, so that revenue for climate action is not adversely impacted
- Be transparent about revenue allocations and where revenue is spent; consider participatory budgeting or other measures to provide assurances
- Investments should be made where they are most needed, not where they are most politically palatable
- Invest in projects in programs that will reduce car use/pollution the most
- Put towards areas of the city that have fewer transportation options to create more choice
- Identify disproportionately impacted communities and invest in their priorities; direct a portion towards programs that increase transportation equity
- Have incentives to shift towards other modes (e.g. grants/rebates for e-bikes)

Public Engagement

Outreach Tactics

As with Phase 1, a communications outreach plan was developed to support the engagement process by ensuring diverse public awareness of the scope, timeline, and opportunities for input. The plan included an extensive print, digital, and media campaign to ensure a broad, multilingual, and regional reach.

Communications tactics included the following:

- **Media releases:** Media Advisory, News Release and reminder Information Bulletin (one week prior to survey closing)
- **Print:** advertisements in 6 papers across Vancouver and the Lower Mainland including Chinese-language print and Indo-Canadian papers
- **Transit Shelter Ads (TSAs):** advertisements were placed in 22 bus shelters across the city
- **Social Media:** organic posts across the City's Instagram, Facebook, Twitter and LinkedIn platforms (CoV, Greenest City and Walk Bike Roll channels)
- **Earned media:** More than 50 unique pieces of news/media coverage across all media formats (print, web, TV and radio)
- **Reddit Ask Me Anything (AMA):** Staff participated in one AMA in June 2021
- **Partner networks:** stakeholders and the Climate Amplifier Network of 50+ influencers were encouraged to share engagement opportunities with their networks, which included newspaper op-eds, radio interviews and social media posts on influencers' channels
- **Project newsletter:** the engagement was promoted via an email sent to approximately 5,000 people who signed up to stay informed about the project
- **Greenest City newsletter:** the project was promoted in the June 2021 Greenest City newsletter, with approximately 6,500 email subscribers and on Greenest City social media channels
- **City newsletter**: the project was promoted in the monthly City newsletter, with over 1,000 email subscribers

Complementing the above list, the project website (shapeyourcity.ca/parking) was updated in June 2021. It includes an overview of the proposal, Phase 1 engagement summary, responses to frequently asked questions, fact sheets and other related materials, and a link to sign up for the project e-newsletter.

Engagement Tactics

As with Phase 1, public engagement approaches were somewhat limited by pandemic restrictions. Tactics included a self-select Talk Vancouver survey, market research surveys of demographically representative populations, and a Reddit Ask Me Anything (AMA).

Talk Vancouver survey

Members of the public were provided an overview of the program and invited to share feedback via an online survey on the project website (shapeyourcity.ca/parking). Almost 19,000 survey responses were received between June 14 and July 5, 2021.

The survey questions focused on the following areas:

- **Level of support for the idea of the pollution charge**
    - Those who did not support the idea of a pollution charge were asked why
    - Those who supported or were neutral to the idea were asked follow-up questions on specific aspects of the proposal:
        - Having the pollution charge not apply to existing vehicles (model year 2022 or older)
        - Having the pollution charge not apply to vehicles specialized for wheelchairs or other mobility aids
        - Having higher polluting vehicles pay more than less polluting ones
        - Having the pollution charge applied equally in all permit zones in the city
        - Whether other exemptions should be considered beyond existing vehicles and vehicles modified for mobility aids
        - Whether proposed rates for each pollution tier should change
    - All respondents were invited to share additional comments about the pollution charge

- **Level of support for the idea of the new overnight permit zone**
    - Those who did not support the idea of an overnight permit zone were asked why
    - Those who supported or were neutral to the idea were asked follow-up questions on specific aspects of the proposal:
        - Allowing anyone who parks on the street during the day and early evening to park anywhere for free
        - Requiring residents who park on the street overnight to purchase an annual permit
        - Allowing visitors who park on the street overnight to park anywhere for a small overnight charge
        - Defining ‘overnight’ as 10pm to 7am
        - Whether the proposed $45 annual base rate for a residential permit should change
        - Whether the proposed overnight visitor fee of $3/night should change

Respondents were also invited to share additional comments about the proposed program, along with basic information relating to vehicle ownership, parking access and behaviour, and other demographic information.

As with Phase 1, there was over-representation of survey responses from homeowners, lower density housing types, households with high vehicle ownership, and people who use a motor vehicle as their primary mode of transportation (see *Table 3* below).

Table 3. Over-representation from homeowners, low density housing types, high vehicle ownership, drivers[1]

	Talk Vancouver Responses Phase 1	Talk Vancouver Responses Phase 2	Actual Portion of City Households
single family households	60%	61%	15%
ground-oriented homes	80%	73%	39%
homeowner	67%	67%	49%
car-free household	5%	5%	27%
motor vehicle as primary mode	69%	70%	46%

Market research surveys

Alongside the Talk Vancouver survey, Sentis conducted a parallel survey with 521 residents on behalf of the City. Respondents were sourced from online panels to yield a demographically representative sample of city residents and results were also weighted by dwelling type (ground-oriented vs other), household income, and city sub-region to ensure that the sample accurately reflected the City of Vancouver adult population.

The initial demographically representative market research survey was felt to be important given the over/under-representation of some groups in the Phase 1 and Phase 2 general public surveys. Although people who park privately owned motor vehicles on the street are most likely to feel directly impacted and thus be more likely to fill out the survey, virtually everyone living in or visiting the city would be impacted by the program in some way, including:

- People who live in existing parking permit zones and park on the street, since they might have to pay an additional pollution surcharge in addition to the base permit fee
- People who live in unregulated residential areas and park on the street, since they might have to purchase a permit in the future to continue existing behaviour
- People who visit currently unregulated residential parts of the city by car, since they might be required to follow new visitor parking requirements
- People interested in purchasing a new motor vehicle in the future, since the pollution charge would apply differently depending on vehicle emissions and other factors
- Everyone living in, working in, or visiting the city, since the program would improve air quality and help fund climate actions such as improvements to walking, cycling, and transit

A Sentis follow-up survey was sent to the same group in August, to clarify program details and test potential modifications to the program.

Other tactics

Other engagement tactics included a Reddit Ask Me Anything in June 2021 where staff responded to questions posed by participants, as well as correspondences via email, letters, and calls to 311.

A summary of all Phase 2 public engagement tactics is described in *Table 4*.

[1] Based on 12,384 survey responses. Sources for Citywide numbers: 2016 Census, 2017 TransLink Trip Diary, 2019 COV Vancouver Transportation Panel Survey

Table 4: Summary of engagement events and surveys

Engagement Events & Feedback Tools	Purpose	Participants
Talk Vancouver Survey June 14 to July 5, 2021	• Provide opportunity for public to indicate level of support for the proposal and give feedback on specific features	18,923
Market Research Survey June 2021	• Understand attitudes from a demographically representative sample of Vancouverites • Same questions as Talk Vancouver survey • Administered by Sentis	521
Market Research Follow-up Survey August 2021	• Clarify commonly-misunderstood aspects of the proposal and test level of support for potential modifications • Sent to same group as initial market research survey and administered by Sentis	390
Reddit Ask Me Anything Date: June 19, 2021	• Provide opportunity for staff to engage with participants, answering questions in an online forum	Questions received: 57 Questions answered: 36 Total comments: 237
Other Submissions • Dates: Jun 14 to Aug 31, 2021 • Format: Letters, 3-1-1, Emails	• Provide opportunity for individuals and organizations to ask questions and share feedback	212

What We Heard from the Public

Overall levels of support for the main program components

As noted earlier, primary survey questions focussed on level of support for the idea of (a) a pollution charge that would be added to the base cost of a parking permit, and (b) a new overnight permit zone for residential streets that do not already require parking permits.

Results are highlighted in *Figure 1* below. There was a significant discrepancy between the Talk Vancouver survey and market research survey results:

- Regarding **the idea of an annual pollution charge**, 27% of Talk Vancouver survey respondents and 63% of market research survey respondents were supportive or neutral
- Regarding **the idea of a new overnight permit zone**, 20% of Talk Vancouver survey respondents and 50% of market research respondents were supportive or neutral

This may be explained in part by the large over-representation in the public survey from homeowners, low density housing types, high vehicle ownership households (see *Table 3* earlier).

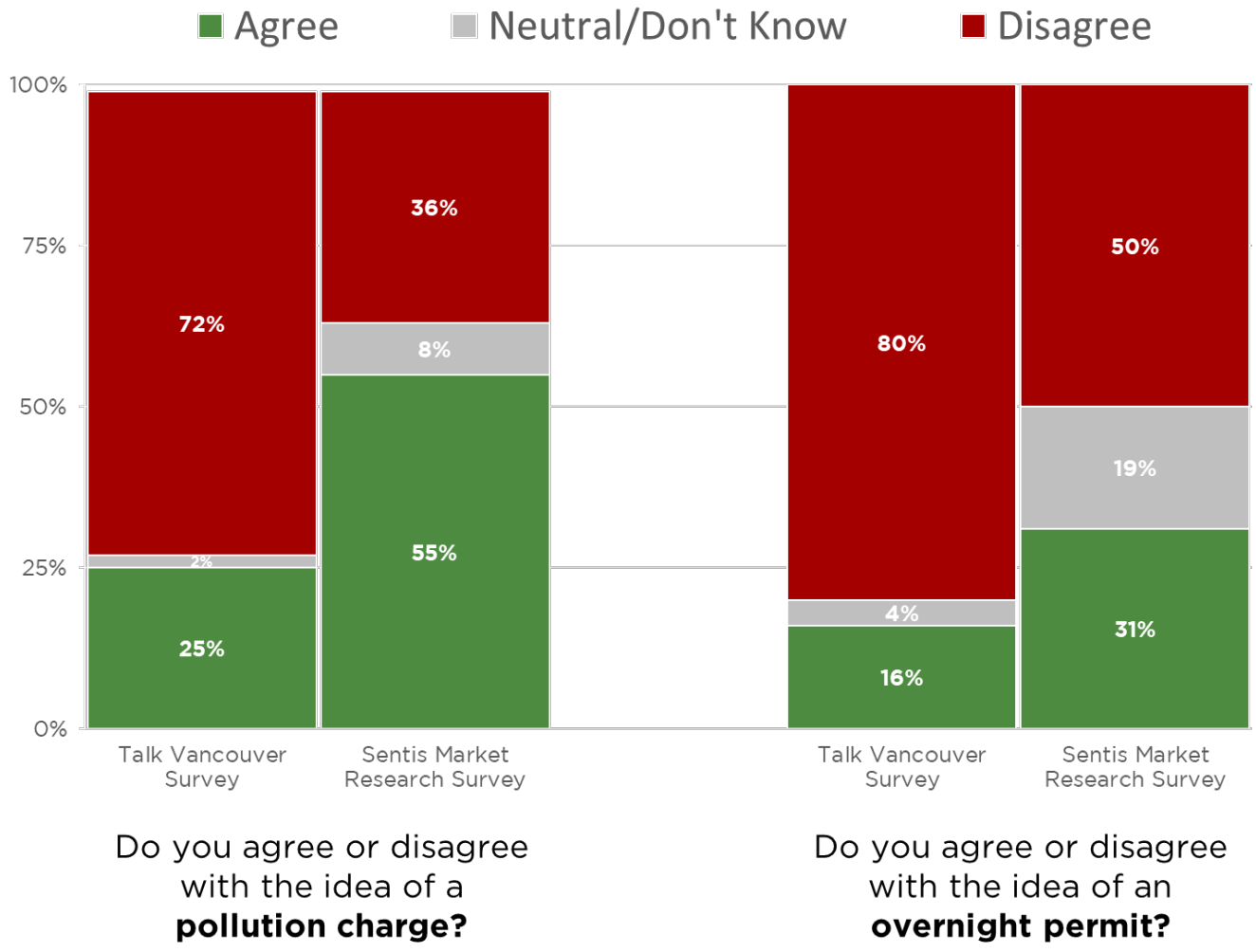


Figure 1. Overall levels of support for the two program components[2]

[2] Talk Vancouver survey results based on 18,923 responses. Market research results based on 521 demographically representative responses (administered by Sentis on behalf of the City).

Results for this question were further analyzed based on a number of criteria, as shown in *Figure 2* (Talk Vancouver survey) and *Figure 3* (market research survey) below.

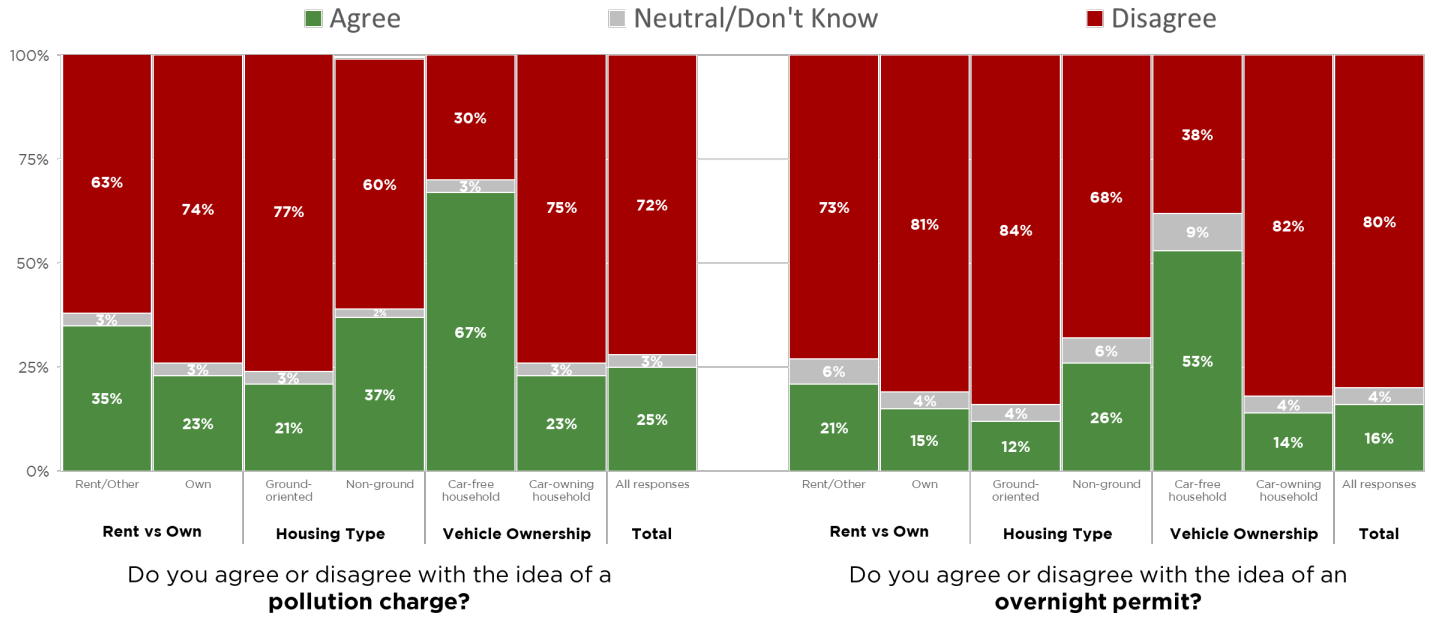


Figure 2. Talk Vancouver survey: overall support for the program components, broken down by various factors[3]

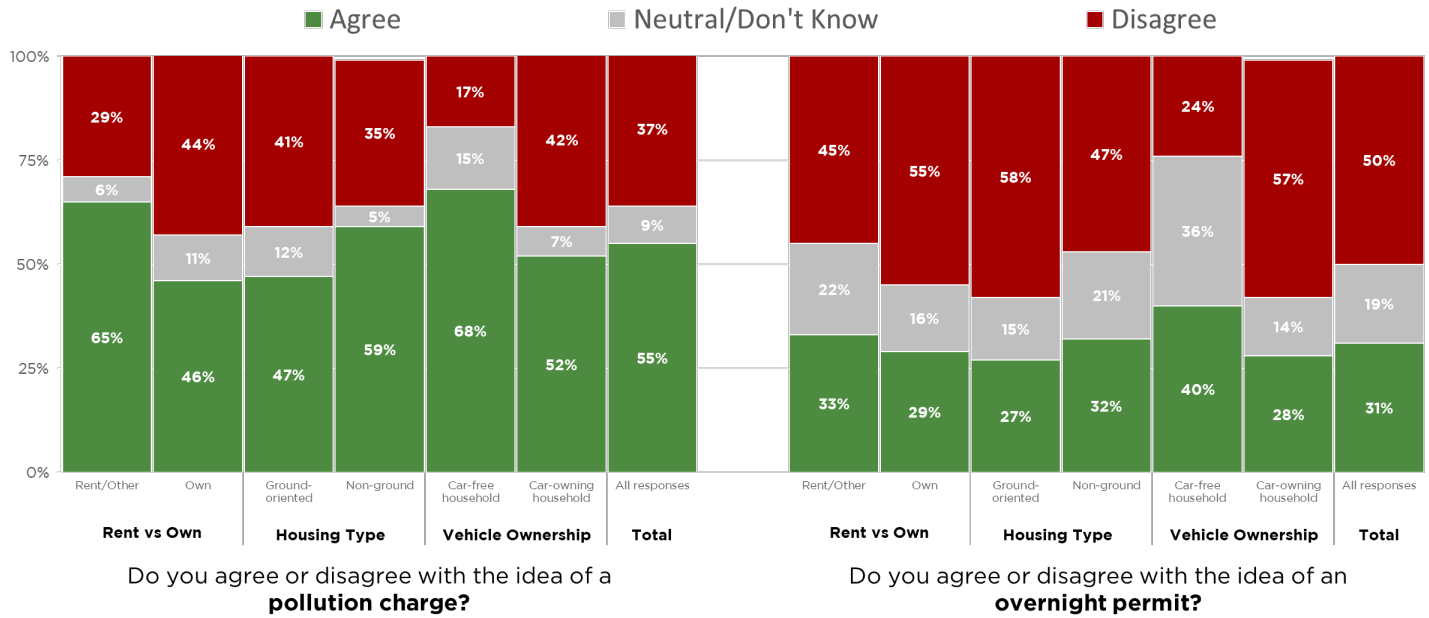


Figure 3. Market research survey: overall support for the program components, broken down by various factors[4]

This analysis reveals **higher levels of support from**:

- **Renters** compared to homeowners
- **People living in higher-density housing** compared to ground-oriented housing
- **Households that do not own a car** compared to households owning cars

[3] Talk Vancouver survey results based on 18,923 total responses, including: 5,076 'Rent/Other' responses (where 'other' includes co-op, unsheltered, or write-in responses), 12,598 'Own' responses, 13,313 'Ground-oriented' responses, 4,951 'Non-ground-oriented' responses, 971 'Car-free household' responses, and 17,953 'car-owning household' responses.

[4] Market research results based on 521 demographically-representative responses (administered by Sentis on behalf of the City).

Reasons for opposing the idea of an annual pollution charge

Some commonly-cited reasons for not supporting the idea of a pollution charge are highlighted in *Table 5* below, which includes sample verbatim quotes from the Talk Vancouver survey.

It is significant to note that **some common reasons were based on misconceptions about how the program would work**, in particular:

- Believing that the pollution charge would apply to existing vehicles, thus requiring purchasing a new vehicle to avoid the charge; in fact, it would only apply to vehicles in the future with model year 2023 or afterward
- Believing that the only vehicles falling under the $0 tier would be expensive electric vehicles; in fact, most economy cars and many vehicles suitable for families would fall under the $0 tier (See *Figure 4*)

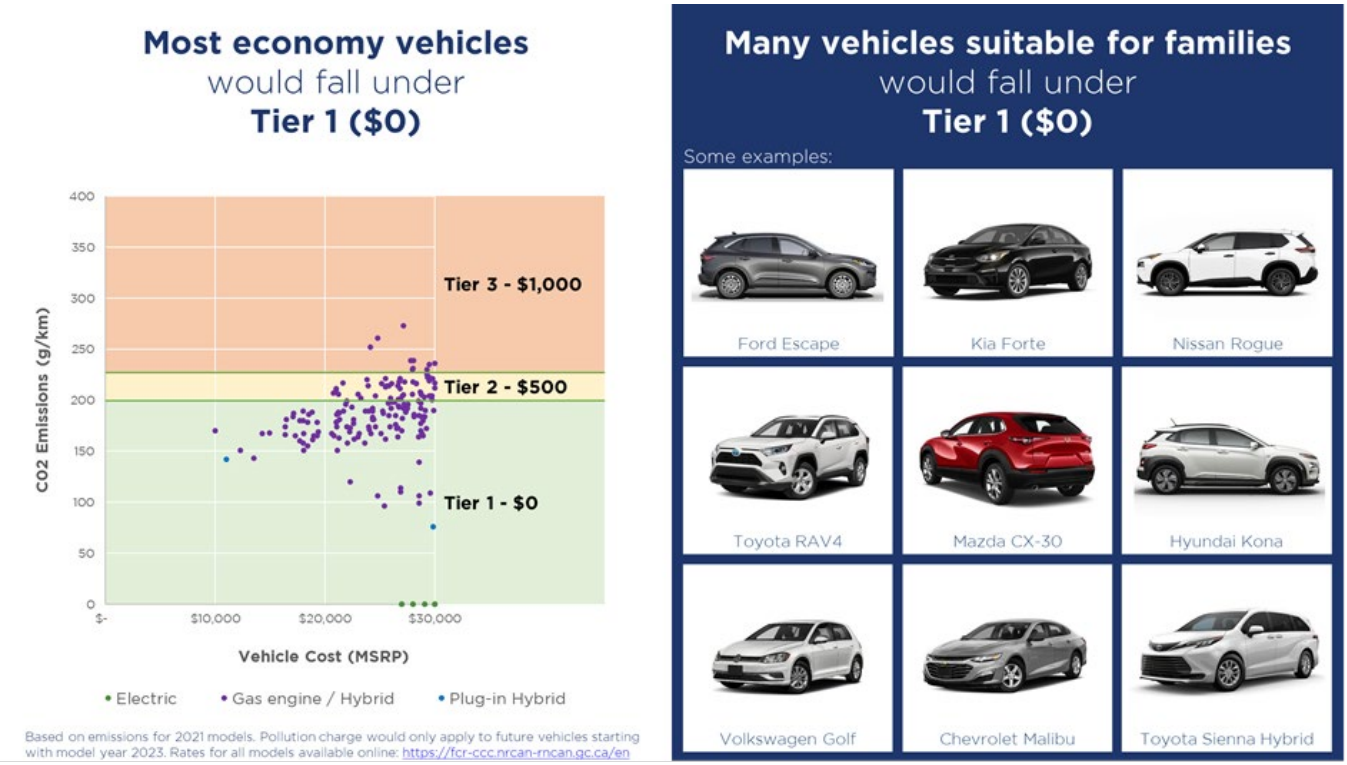


Figure 4. Most economy vehicles and many vehicles suitable for families would not be subject to the pollution fee.

Table 5. Reasons for not supporting the general idea of the pollution charge: common themes with sample verbatim quotes

Reasons for not supporting the general idea of a pollution charge: common themes with sample verbatim quotes
1. Concern that it is unfair because not everyone can afford a new car (based on misconception that the charge would apply to existing vehicles) • *Promotes inequity as it disproportionately penalizes those who can't afford new, expensive electric vehicles.* • *Not everyone is able to upgrade their vehicles. People who require a personal vehicle for transportation and cannot afford to upgrade should not be penalized for a GLOBAL crisis.* • *I can barely afford to rent in Vancouver. This could force me out of the city and I'd lose my job. I would not have the luxury to buy a new car and public transit is not adequate for night shift workers.* • *Most people can't afford to buy new vehicle.* • *I am in no position to buy a new vehicle. My current car is a 2016 and I am very happy with it. It is NOT a luxury SUV or gas guzzler.* • *I drive a 2006 Volvo station wagon (well maintained) I am not in a position financial to purchase a new vehicle.* • *Not everyone can afford electric, hybrid or low polluting vehicles. The cost of them has not come into the affordable range for most people yet.* • *Financially cannot afford to buy a new car.* • *Not everyone can afford buying new electrical vehicles.* • *You are forcing people to buy new cars. Who can afford that?*
2. Concern that families, low-income households, etc. will have to pay $500 to $1,000 each year in fees (based on misconception that it would apply to existing vehicles and/or that there wouldn't be $0 Tier 1 options for families, low income, etc.) • *The cost of EVs is not at a price point that is affordable for the general public. If you have a family, your only real option for an EV is a $70k vehicle.* • *We cannot afford an electric car cause its expensive.* • *Electric vehicles in many ways and certainly from a price point ARE luxury vehicles and substantially more expensive than their internal combustion equivalents. For many the additional $500 to $1000 per year will represent an additional financial burden in a city with an already disproportionate cost of living - what constitutes a luxury vehicle, price, model, package level? The differentiation is too vague and arbitrary with little to no recourse for the common citizen.*
3. Concern that it is unfair for people who need large vehicle for work purposes (e.g. contractors) • *It is unfair to trades people and business that live and work in the city. You will just drive the cost of living up.* • *As a poor new Canadian I have no choice but to drive my old truck with my tools I can't afford hybrid.* • *People need their trucks to work and electric or hybrid trucks are not that common or affordable yet.* • *Most people who drive SUVs and pick-ups work labour jobs carrying tools and equipment. SUVs are family oriented as well.* • *Not everyone can afford to buy a specific kind of vehicle. Some people need a specific vehicle for work and they should not be penalized for that.* • *Your proposal does not take in account trade and delivery vehicles - they would either take a hit on parking or on the cost of replacement.*
4. Concern that we shouldn't encourage electric vehicles, because the technology is unproven, because there aren't enough charging locations, etc. • *Electric or hybrid vehicles are more expensive to acquire and more so with the insurance. There is also not enough charging station at this time to bring everybody to use electric vehicles. People need to see the infrastructure first.* • *Rely on a sprinter van for work. If I were to buy a new one just because of my profession I would be charged. Seems unfair. when they haven't released any EV versions. as well EV charging would need to be expanded much more.* • *EV car can't parking outdoor. And a lot of apartment don't have EV charging station. All packages are not complete.* • *The infrastructure for EV charging is not yet sufficient. Cost effective savings on efficient vehicles are not yet sufficient* • *Most cannot afford Teslas. Electric battery disposal has also not considered "clean" by any means.*
5. General sentiment that new fees are unfair / taxes are too high / revenue would be wasted / etc. • *We are being taxed to death! Better money management would be the solution!* • *It's just another tax with a fancy name under the guise of being more green.* • *This is a SCAM and a CASH GRAB. Stop funding drug addicts and use that money to support payroll.* • *Its a pigheaded tax grab, have you seen the price of fuel lately, taxes and mismanagement by you folks* • *Grow up, people are taxed enough as it is.* • *Taxes are already sky high and I don't know if the CoV even does anything useful with our money other than trying to trying to establish more ways for the city to gain revenue off of their citizens.* • *You haven't even mentioned how this tax would be spent to HELP the environment. So it's just a money grab...*

Reasons for not supporting the general idea of a pollution charge: common themes with sample verbatim quotes
6. General concern about the city being too unaffordable • *Vancouver is already unaffordable you are just making it more unaffordable.* • *Another way to take money away from families.* • *It is already very expensive to live in the city, in addition to the highest cost in insurance. To add another charge would hurt the livelihoods of people who are struggling.*
7. Sentiment that parking should be free • *This is an awful idea. I want to buy new car and park outside my own house for free. I paid the insane real estate price for my house I should be able to park my car in front of my house.* • *It violates us the right to free parking on the residential street in front of my house.* • *Why am I paying for street permit when I'm already paying taxes for them? Why am I paying to use my car when I already purchased the car 10 years ago?* • *Robbing the poor. No other cities and countries to collect the resident to paid for parking in front of the house.* • *Gas price already include climate fee.*
8. Sentiment that the pollution charges shouldn't be linked to parking, but to vehicle registration, distance driven, etc. • *I have a Truck that I use for a weekend get a way maybe once a month. This measure will punish people that dont use their vehicles for commuting.* • *Tying pollution to parking is irresponsible. A parked vehicle does not pollute.* • *This type of incentive program, if to be done at a governmental level, should be left to the provinces or federal government - Try a different criteria such as weight to power so that you are truly targeting inefficient or so called luxury vehicles.*
9. Sentiment that we should be using carrots (incentives) not sticks (disincentives) • *Spend your time and energy on adding more EV Charging stations and not taxing the citizens.* • *These cars are expensive. Instead of punishing poor and middle class people can't afford eco cars, you should provide rebates to make these cars more accessible to the general population.* • *How about making specific parking spots for electric vehicles, ones with reduced rates (carrot over stick).*
10. Sentiment that exemptions for older vehicles will incentivize market for older, more polluting vehicles • *If anything this incentivizes people who have no choice but to drive/commute to buy OLDER vehicles that emit more carbon/are less efficient. Most cannot afford Teslas.*

Reasons for opposing the idea of a new overnight parking permit zone

Some commonly cited reasons for not supporting the idea of a new overnight parking permit zone are highlighted in *Table 6* below, which includes sample verbatim quotes from the Talk Vancouver survey.

A **common misperception** appears to be not seeing a linkage between the new fees and climate action, i.e. not understanding that the new zone would (a) enable the pollution charge to become more effective by being applied across the entire city, and (b) generate significant revenue earmarked for climate actions. In some cases these feelings express a lack of trust in local government.

Table 6. Reasons for not supporting the general idea of the new overnight permit zone: common themes with sample verbatim quotes

Reasons for not supporting the general idea of a new overnight permit zone: common themes with sample verbatim quotes
1. Concern that permit parking contributes to general unaffordability • *Cost of living in the city is already high and sacrifices are made to live here (i.e. financial strain, living with multiple families/multi-generations in the home). Adding another fee is a challenge for many families.* • *Vancouver is already an unaffordable place to live, don't make it worse.* • *People can barely afford to live in Vancouver already. You are making it worse by adding even more things they can't afford!* • *I think that this puts another unnecessary living expense towards living in Vancouver. This city is expensive as is, and more effort should be put towards making this city liveable. This is not done through additional charges* • *Vancouver is already so unaffordable. This is over the top.* • *I payed high enough just to buy a house in Vancouver - plus add in high property taxes. Last thing I need is to pay extra to park my vehicle which I need to work.* • *This is an absolutely absurd proposition. People can barely afford car insurance, let alone living expenses, and now we will be charged just for parking. This will end up pushing long time residents out of the city, businesses will suffer, and liveable prices will soar even higher.*
2. Concern about City collecting more revenue / how revenue would be used • *This is a money grab and nothing to do with environmental issues.* • *Leave us alone! You have already taken away so much street parking with these bike lanes in a city that sees 8 months of rain every year. The cyclists still clog up the major thoroughfares regardless of them. This is another money grab. Start taxing people for something that shouldn't cost them anything and there's nothing we can do? Absurd.* • *Residents already pay property tax utilities. The city has already increased property tax by an exceptional amount this year and I see it to increase more in the years. Why is the city creating more and more taxes for the residents?!?* • *Parking permits will make mobility and visiting Vancouver more costly and complex and will not provide any benefits. It will only make the city more unaffordable and make mobility more difficult.* • *This is another cash grab by the government. You are not considering the people who are renting and have no choice but to park on the streets.* • *Where are you thinking we are to park? We pay license, vehicle tax, fuel tax, carbon tax, transit taxes, don't you have enough? How far are you going tp push us before people retaliate in a form you don't like?* • *It's another way to collect money without actually addressing the real issue of climate change* • *Good job city, keep on buying those 10k desks.*
3. Sentiment that parking should be free • *I like the freedom to park in my neighbourhood without paying a fee and to also do the same for when friends or family come to visit. Parking elsewhere is already so expensive.* • *People already paid for property tax, car insurance, they have right to park their car overnight.* • *WHY ARE YOU CHARGING RESIDENTS WHO LIVE ON THE BLOCK AN EXTRA FEE TO PARK NEAR THEIR HOMES AT NIGHT??? THIS MAKES ABSOLUTELY NO SENSE.* • *Charging the people that live there is the most stupidest thing you guys will ever do why not charge the one that doesn't live there and get better law enforcement* • *A simple life choice to spend the night in a specific place should not be hindered or affected by a cost or fee.* • *A city should have free parking. This is just an additional expense for people and will like drive up the cost of private parking spaces due to demand.* • *I don't agree with any permit zone apart from what is already in place. This proposal limits the freedom of people to travel around in the city and promotes a huge inconvenience for folks. I have a right to have a vistor at my home without me or them having to pay for them to park. If Vancouver wants to pack people in like sardines, then make the builders and developers create enough parking for 2 spots and one visitor spot per family unit when they build these new homes.*

Reasons for not supporting the general idea of a new overnight permit zone: common themes with sample verbatim quotes

- *My family DO NOT want to pay any fees for parking. What if friends come over? They have to pay too? Thats utterly stupid. Why should we pay for parking in front on our OWN HOUSE? That doesn't make ANY SENSE AT ALL.*
- *You just want money. this is our city, our streets, not yours.*
- *I already pay for my home. I should not have to pay for my car to be on the street overnight. I have two toddlers and cannot travel by bus to two daycare drop offs and work*

4. Sentiment that a permit zone isn't necessary due to the presence OR lack of parking issues

- *I have neighbors that have parties/get togethers and the cars are parked there all day. Ill get home from work and have to end up parking down the block.*
- *There are no issues with current overnight parking.*
- *Why should I pay to park where street is empty and there is no other cars. In downtown Vancouver this makes sense where people can use public transportation but not where there is no SkyTrain.*
- *I do not support the citywide parking permits. For probably 75% or more of residential streets, parking is not a problem at all, with plenty of space for residents and visitors. Parking permits will make mobility and visiting Vancouver more costly and complex and will not provide any benefits. It will only make the city more unaffordable and make mobility more difficult when transportation in Vancouver is already poorly organized. Any city candidate that supports this policy will lose my vote.*
- *My street is 3/4 empty pretty much all day and all night and you want us to pay? Are you out of your mind??*
- *You are forcing me to pay to use a section in front of my house. I live in a residential only neighborhood with no need for a permit. Plenty of street parking. This is ill informed, especially for those in trades or living in multigenerational homes on properties with 3 living spaces.*

5. Sentiment that we should be using other tools to fund climate action / this wouldn't help climate action

- *Personally, charging a fee for commuters coming into the area from outside the city seems to be more reasonable. Emissions from cars travelling long distances (e.g. 2+ hours on the road round trip) contribute more to pollution than short commutes for residents within the city (>20 minutes). So rather than an overnight permit parking program, is there consideration that revenue can be collected from commuters who are parking in the city during the day?*
- *This is not going to address pollution. Most vehicles that park overnight in the City are NOT the polluters; its those vehicles that spend hours every day commuting from the suburbs, South and East of the Fraser that are contributing the overwhelming proportion of the local motor vehicle emissions, not the vehicles parked on the street (which emit nothing when parked, btw). All the vehicles in Canada emit less than a single massive container ship per year. What policies can the City enact to eliminate the need for a single container ship?*
- *I'm not sure why targeting individual people is more effective than big corporations. Why not charge all the trucks coming out of the ports? Or tax the oil companies and other big corporations that are responsible for most of the world's pollution? Or defund the police?*
- *Get your funding elsewhere like car insurance... Stop hustling residents that need to park on the streets.*
- *How does parking overnight help with the climate?? Think properly please. Parking overnight = car stopped. Where's the pollution???*

6. Concerns that overnight system would deter visitors and socializing / unfairly target nighttime service providers / lead to safety issues (drunk driving), etc.

- *In the event of a spontaneous event wherein someone without the necessary permit in a specific region would need to park over night, this becomes an obstacle to potential safe situations. Ex: an inebriated friend ends up needing to stay the night, but may feel the need to drive home to avoid paying the overnight fees.*
- *Forcing no parking from 10pm to 7am or pay parking is encouraging drinking and driving if friends or family are over and are to inebriated to drive. If there are people coming in from the suburbs to visit, they can't stay the night without paying a fee? Gas already is $1.719 per litre and now you're forcing people to pay for overnight parking at a friends or relatives house.*
- *It will penalize people e.g. those who are caring for elderly relatives. It will encourage drinking and driving*
- *Charging visitors to pay for overnight parking past 10pm is not realistic. Many people stay past 10pm just when over for a dinner party. It's like putting a curfew on public outings.*
- *It will increase driving under the influence, as people will be more likely to drive their vehicles home at the end of the night, rather than risk ticketing and fines.*
- *Discriminatory against families who require overnight nursing support to care for medically complex children.*
- *This penalizes residents for having out-of-town guests or even having dinner guests in their homes.*
- *People of average income who are visiting their elderly parents overnight in the winter would have to pay. This does not seem fair or encourage alternative transportation methods; in many cases bicycle or bus transportation is not practical and so they will choose not to visit which deprives seniors of much-needed support.*

7. Unfair to renters and others who can't afford or don't have access to off-street parking options

- *This is another cash grab by the government. You are not considering the people who are renting and have no choice but to park on the streets.*
- *Charging car owners who have no parking options you are punishing people cant afford to pay for overnight parking in residential buildings and encouraging landlords to increase parking rates in the buildings.*

Reasons for not supporting the general idea of a new overnight permit zone: common themes with sample verbatim quotes

- *This tax will target tenants who are renting suites from Vancouver homes who generally do not have access to the garage or driveway. Again this tax would only affect lower income individuals who do not have the luxury of owning a home with a driveway or garage.*
- *Once again, this impacts renters and owners of condos with no parking space. People who can afford single family homes have driveways and garages. This taxes people who can least afford to be taxed. This does nothing to stop pollution and is another money grab from the government of the least affordable city in Canada.*
- *Discriminatory against low-income and poorer people - who often cannot afford a garage or, if theyre renters, will likely not have a garage available to them.*
- *Penalizing those who cannot afford a house with a driveway/ garage. Seems like a lazy "taxing the poor" solution, and extremely greedy.*

8. Other—suggestions to give first permit for free, concerns about enforcement costs outweighing benefits, concerns that costs will keep rising

- *Maybe start charging those household that owns more than two vehicle. Limit two cars that can park in the residential street for every household and I disagree the time frame that you will charge the resident to park in front of their houses, imagine you're still paying while you were sleeping.*
- *People should be allowed 1 vehicle parking per residence. Charge for additional vehicles. And no charge for visitors (way to make people feel welcome... sarcasm).*
- *Who is going to enforce this? Bylaws are off shift and the VPD need to focus on criminal matters. The money collected will be used to hire overnight bylaw officers and not go towards climate action.*
- *The cost to administer and enforce this program outweigh the benefits. Instead of taxing residents, think of something better. Work with corporations instead of burden to the individual citizens!*
- *We have no parking problem in our area. I have always been able to find a space within 50 feet of our lot. The charge starts at $45 but can go up to whatever the City chooses.*
- *In 5 years time it will be 200 dollars a year because City Hall has no concept of restraint.*
- *It is not the city's job to deal with climate change. Your current policy of not having new apartments have adequate parking ensure you have created a cash cow for you.*

Sentiment on the details of the annual pollution charge proposal (from respondents open to the idea)

Respondents to the survey who indicated they were not opposed to the idea of the pollution charge were asked follow up questions to gauge perceptions on specific details of the proposal.

The results, summarized in *Figure 4* below, indicate that these respondents generally support:

- Having the pollution charge not apply to existing vehicles (model year 2022 or older)
- Having the pollution charge not apply to vehicles specialized for people with mobility aids
- Having higher polluting vehicles pay more
- Having the pollution charge applied equally in all permit zones

About a fifth of respondents did not support proposed exemption for existing vehicles. The most common reason noted was that older vehicles are more likely to have higher emissions and should also be charged to capture environmental impact and accelerate the transition to cleaner vehicles.

Sixteen percent of respondents did not support applying the pollution charge equally in all permit zones. The most common reason noted was that some parts of the city have fewer viable transportation options, and should have lower fees since they are more car-dependent.

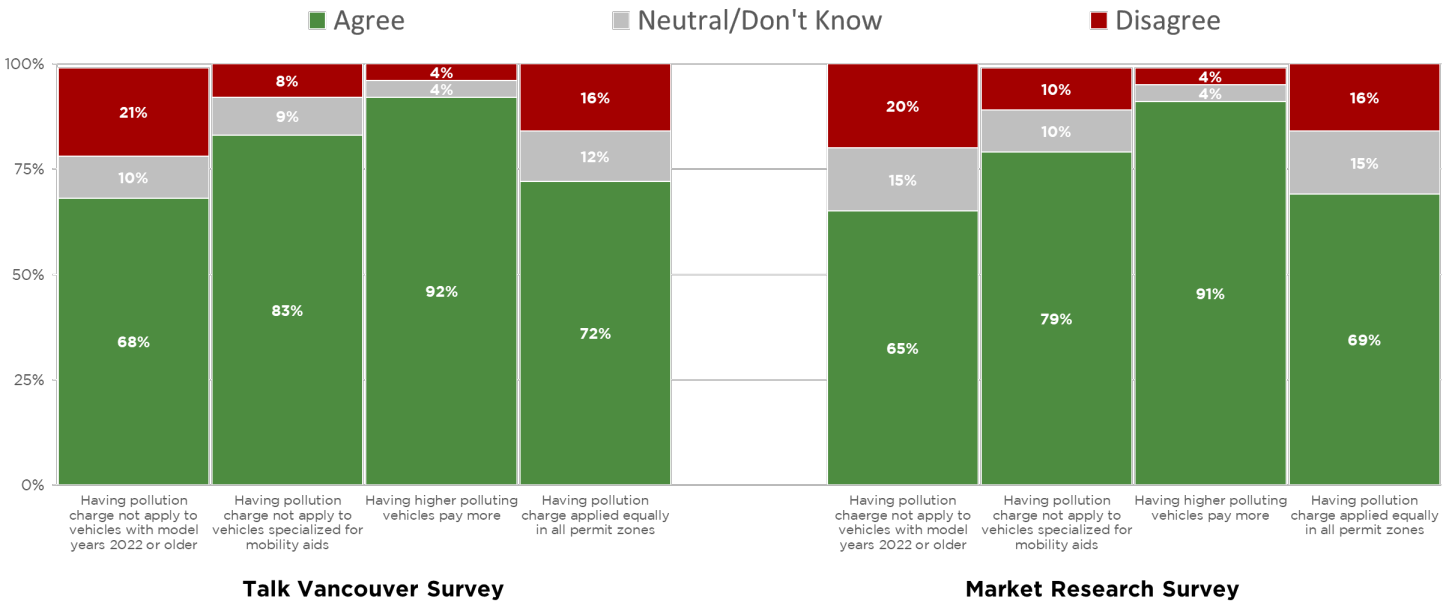


Figure 5. Sentiment on the details of the pollution charge, from respondents who were supportive or neutral on the general idea[5]

[5] These questions were asked of the 27% of Talk Vancouver survey respondents who agreed with, were neutral to, or unsure about the pollution charge, and of the 62% of market research survey respondents who agreed with or were neutral to the idea.

Sentiment on whether additional pollution charge exemptions should be considered (from respondents open to the idea)

Respondents to the survey who indicated they were not opposed to the idea of the pollution charge were asked whether additional exemptions should be considered, in addition to the ones already proposed (*Figure 5*).

About a quarter of these responses suggested additional exemptions, most commonly for low income households and/or work vehicles.

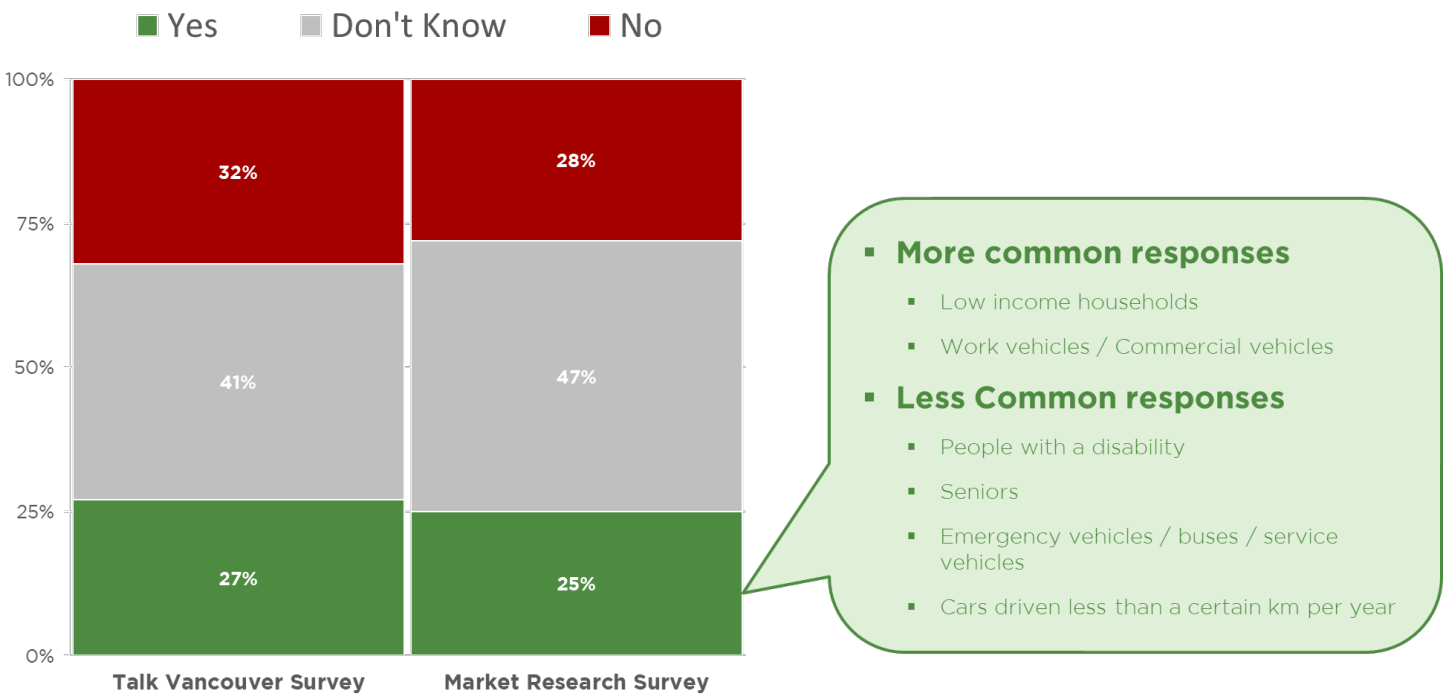


Figure 6. Are there additional exemptions to the pollution charge we should consider?[6]

[6] These questions were asked of the 27% of Talk Vancouver survey respondents who agreed with, were neutral to, or unsure about the pollution charge, and of the 62% of market research survey respondents who agreed with or were neutral to the idea.

Sentiment on proposed annual pollution charge rates (from respondents open to the idea)

Respondents to the survey who indicated they were not opposed to the idea of the pollution charge were asked whether additional exemptions should be considered, in addition to the ones already proposed (*Figure 6*).

The majority of these rates felt the rate should not change for Tier 1 (low-polluting) and Tier 2 (moderately-polluting) vehicles. However, there was significant openness to increasing rates for the most polluting vehicles (Tier 3).

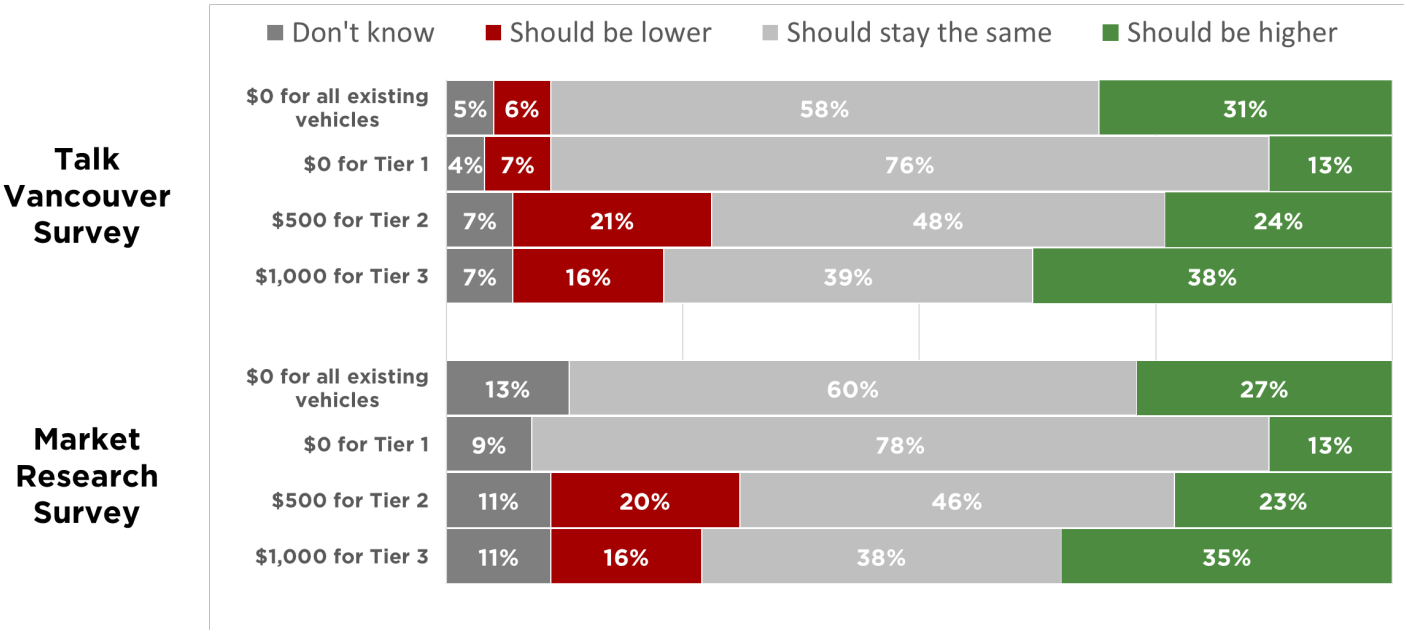


Figure 7. Sentiment on whether the proposed pollution charge rates should change, from respondents who were supportive or neutral on the general idea[7]

[7] These questions were asked of the 27% of Talk Vancouver survey respondents who agreed with, were neutral to, or unsure about the pollution charge, and of the 62% of market research survey respondents who agreed with or were neutral to the idea.

Sentiment on the details of the new overnight permit zone (from respondents open to the idea)

Respondents to the survey who indicated they were not opposed to the idea of the new overnight permit zone were asked follow up questions to gauge perceptions on specific details of the proposal.

The results, summarized in *Figure 7* below, indicate that these respondents generally support:

- Allowing anyone who parks on the street during the day and early evening to park anywhere for free
- Requiring residents who park on the street overnight to purchase an annual permit
- Allowing visitors who park on the street overnight to park anywhere for a small overnight charge
- Defining 'overnight' as 10pm to 7am

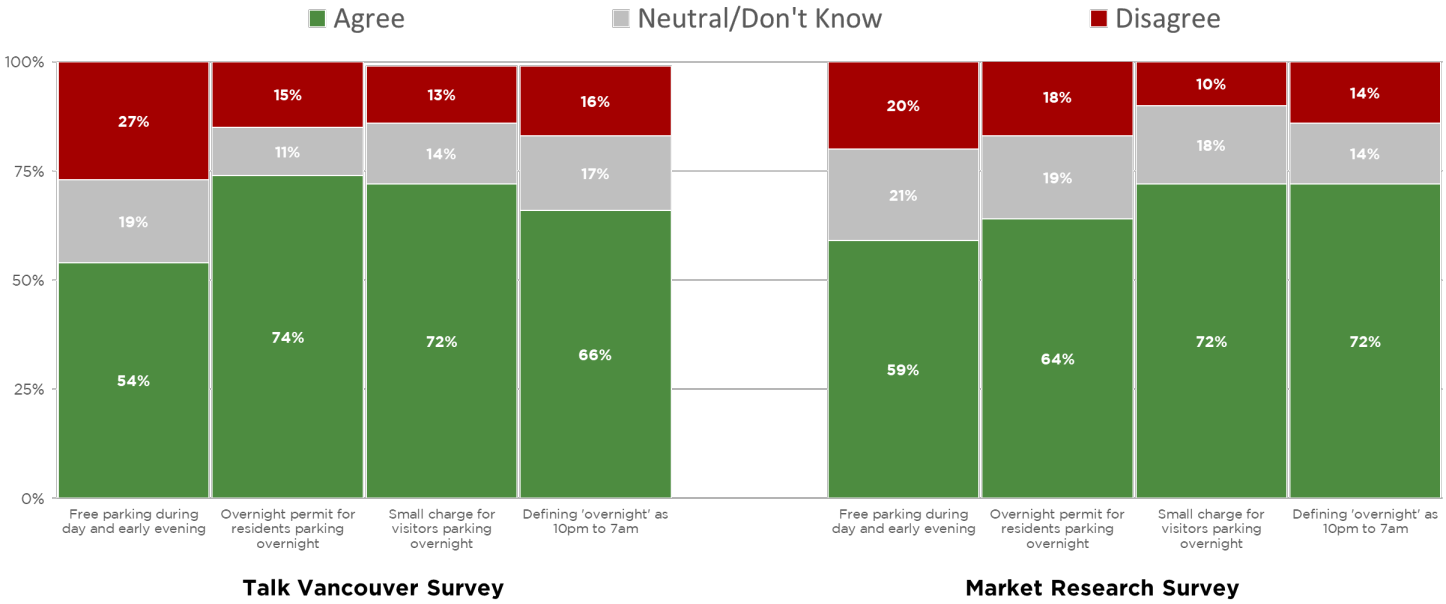


Figure 8. Sentiment on the details of the new overnight permit zone, from respondents who were supportive or neutral on the general idea[8]

[8] These questions were asked of the 20% of Talk Vancouver survey respondents who agreed with, were neutral to, or unsure about the pollution charge, and of the 45% of market research survey respondents who agreed with or were neutral to the idea.

Sentiment on the proposed base rate for annual overnight permits (from respondents open to the idea)

Respondents who indicated they were not opposed to the idea of the new overnight permit zone were asked whether the base rates should change (*Figure 8*).

For the public survey, most respondents indicated the fee should be higher. For the market research survey, more felt it should stay the same.

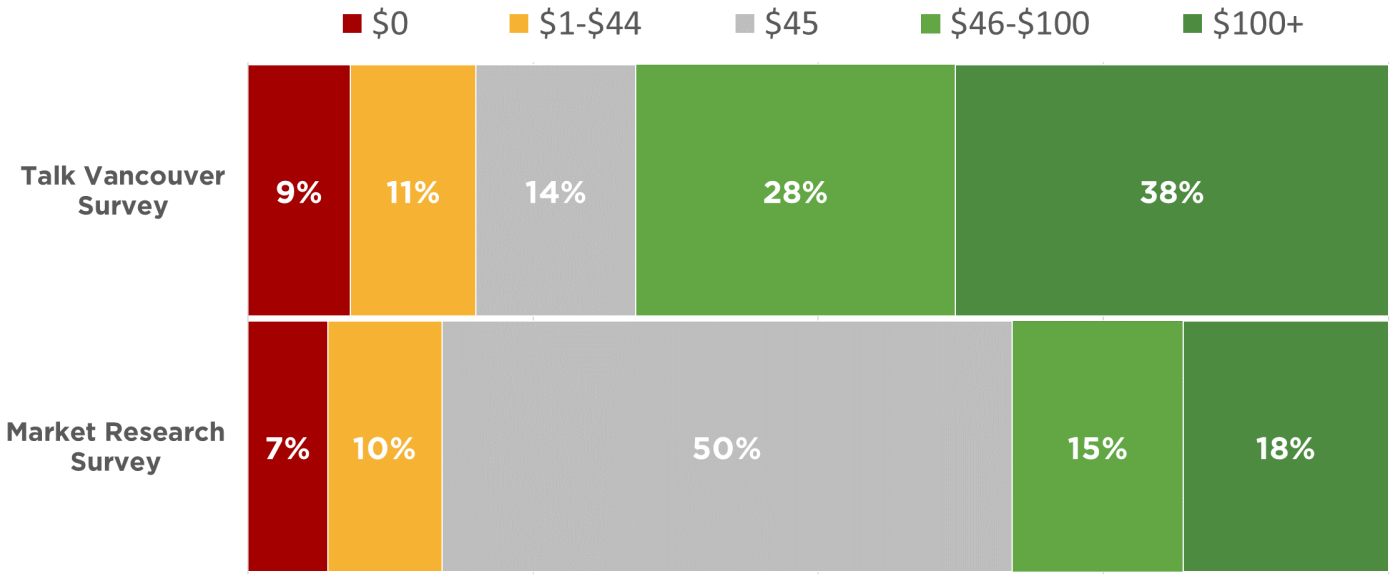


Figure 9. Sentiment on whether the proposed annual base permit rate should change, from respondents who were supportive or neutral on the general idea.[9]

[9] These questions were asked of the 20% of Talk Vancouver survey respondents who agreed with, were neutral to, or unsure about the pollution charge, and of the 45% of market research survey respondents who agreed with or were neutral to the idea.

Sentiment on the proposed rate for overnight visitor parking (from respondents open to the idea)

Respondents who indicated they were not opposed to the idea of the new overnight permit zone were asked whether the base rates should change (*Figure 9*).

For the public survey, most respondents were split on whether the fee should stay the same or increase. For the market research survey, more felt it should stay the same.

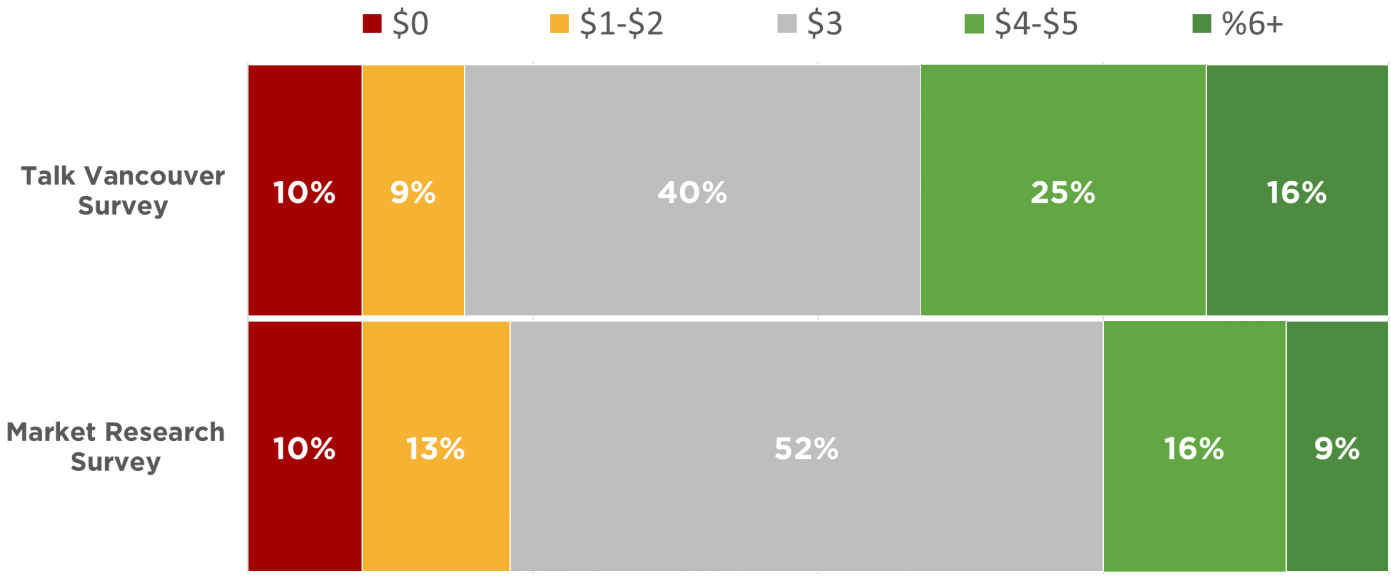


Figure 10. Sentiment on whether the proposed annual base permit rate should change, from respondents who were supportive or neutral on the general idea.[10]

[10] These questions were asked of the 20% of Talk Vancouver survey respondents who agreed with, were neutral to, or unsure about the pollution charge, and of the 45% of market research survey respondents who agreed with or were neutral to the idea.

Sentis Follow-up Survey

Feedback from both original surveys indicated that many respondents weren't clear on how the proposed parking program would work (see *Figure 4*, *Table 5*, and *Table 6* in this report). In particular, many respondents:

- Believed that the pollution charge would apply to existing vehicles; in fact it would only apply to vehicles in the future (model years 2023 and afterwards)
- Believed that the only vehicles falling under the $0 tier would be expensive electric vehicles; in fact, most economy cars and many vehicles suitable for families would fall under the $0 tier)
- Seemed not to understand (or believe) how revenue from the program would be used to fund climate actions

The feedback from the initial surveys also indicated common concerns around affordability.

To address this, the City asked Sentis to reach out to respondents from the original representative survey to clarify these points, propose some modifications to the original plan, and re-capture their opinions.

The follow-up survey was conducted by Sentis in August 2021. A total of 390 responses were received, with a margin of error of +/- 6.2% 19 times out of 20. As with the original Sentis market research survey, results were weighted by dwelling type (ground-oriented vs other), household income, and city sub-region to accurately reflect the City of Vancouver adult population.

Clarifying common misperceptions about the proposed annual pollution charge

All follow-up survey respondents were asked about specific details relating to the pollution charge, some of which were frequently misunderstood in the original surveys (*Figure 11*).

The results indicated respondents like the ideas proposed in Phase 2 to:

- Not charge a pollution fee for existing vehicles
  (the fee would apply to future vehicles, starting with model year 2023 and beyond)
- Not charge a pollution fee for low-polluting vehicles, including most economy vehicles and many vehicles suitable for families
  (*Figure 4* in this report was used to help clarify which future vehicles the charge would apply to)
- Not charge a pollution fee for vehicles specialized for people with disabilities

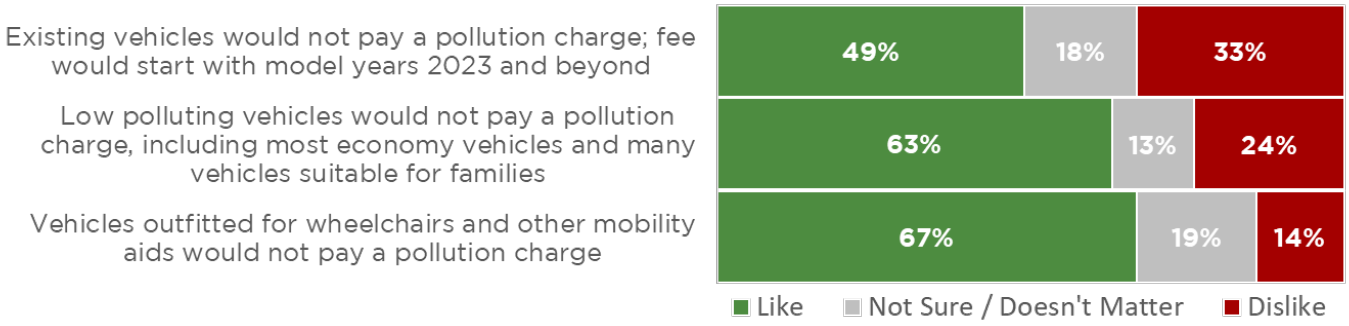


Figure 11. Support for pollution charge component details[11]

[11] Sentis follow-up survey, based on 390 demographically representative responses. The question was posed as follows: "How do you feel about these provisions relating to the proposed vehicle pollution charge?"

Support for modifications to the proposed new overnight permit zone

To address concerns relating to affordability, the follow-up survey proposed some modifications to the proposed new overnight permit zone (*Figure 12*).

The results indicated respondents:

- Like the idea of reducing the base fee for the new overnight permit zone for low income households (from the proposed $45 annual fee)
- Like the idea of reducing the time the new zone would be in effect, from 10pm-7am to midnight-7am
- Do not like the idea of reducing the overnight fee for visitors (from the proposed $3 nightly fee)

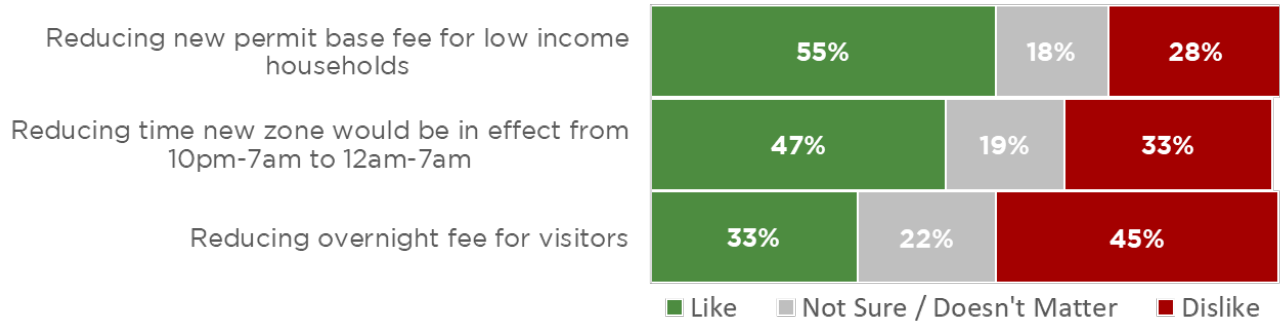


Figure 12. Support for potential modifications to the proposed new overnight permit zone[12]

[12] Sentis follow-up survey, based on 390 demographically representative responses. The question was posed as follows: "How would you feel about these modifications to the proposed overnight permit system?"

Questions relating to how funding could be used

The initial surveys indicated many people were concerned with how the revenue would be spent. Some did not understand or believe the proposal that the revenue would be used towards climate actions outlined in the Climate Emergency Action Plan; others felt the program was a 'tax grab.'

Clarification questions relating to funding were asked to help clarify program understanding and better understand perceptions (see *Figure 13*) in the follow-up survey indicated most respondents:

- Like using revenue from the program to fund key climate actions (59% like, 26% dislike)
- Like the idea that revenue from the program would mean the City would not have to raise as much funding from other sources, such as property taxes, to fund key climate actions (52% like, 25% dislike)

An additional question was asked to gauge how people would feel if program revenue were used to offset property tax increases *rather than* fund climate action. Responses were mixed, with equal numbers of people expressing that they would be more comfortable or less comfortable with the program if this change was made.

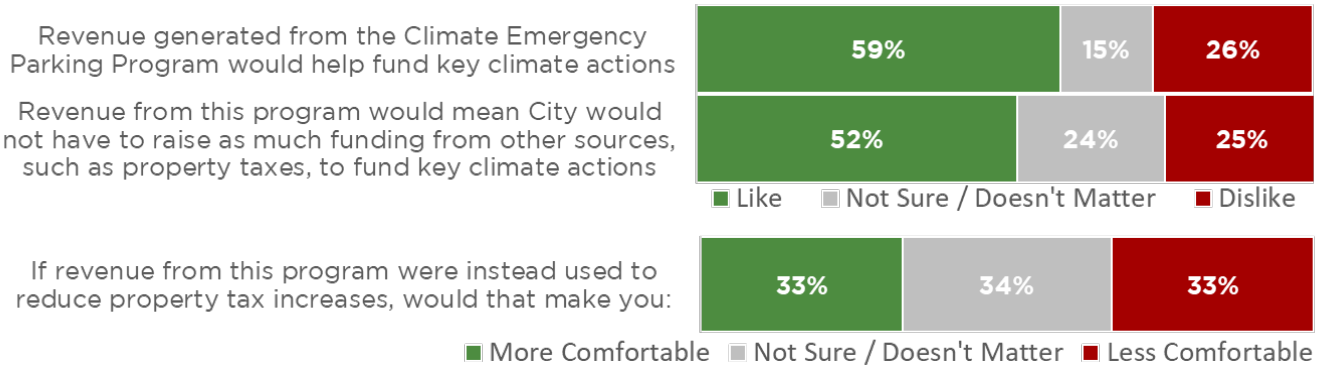


Figure 13. Feelings on how revenue would be used[13]

[13] Sentis follow-up survey, based on 390 demographically representative responses.

Support for program as a whole and main componenents

After the aforementioned questions aimed at clarifying common misunderstandings and testing potential program modifications, survey respondents were asked for their overall opinion on the Climate Emergency Parking Program component as a whole, as well as on the two main components of the program.

The results indicated:

- **52% support for program as a whole (37% opposed)**
- 63% support for the pollution charge (28% opposed)
- 45% support for the new overnight permit zone (47% opposed)

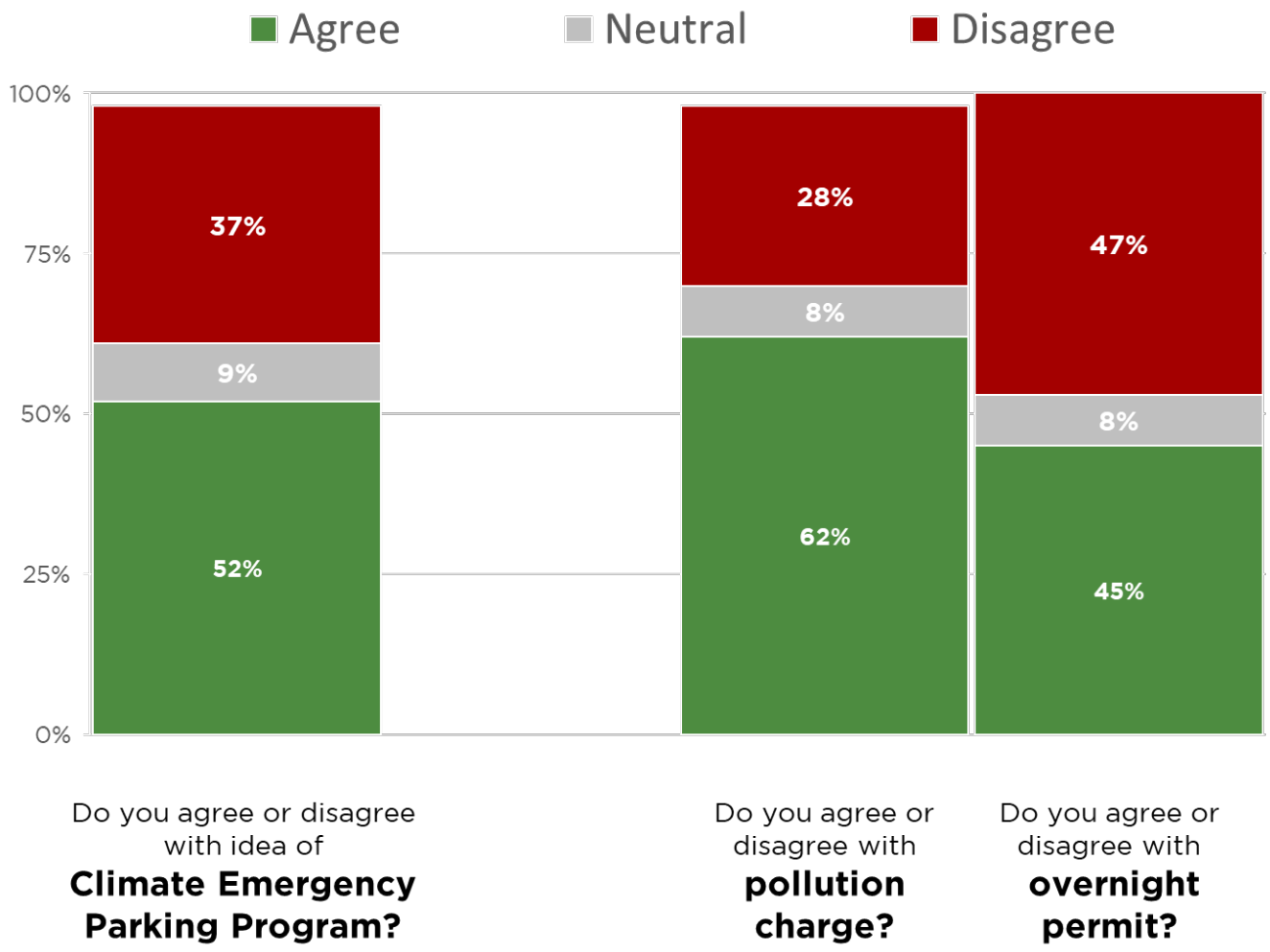


Figure 14. Support for the pollution charge, overnight permit zone, and program as a whole[14]

[14] Sentis follow-up survey, based on 390 demographically representative responses. The question was posed as follows: "Alright, now that we've clarified some details and if the discussed modifications were made, do you agree or disagree with the idea of a Climate Emergency Parking Program? / More specifically, how do you feel about each of the two components? When it comes to the idea of [a pollution charge / an overnight permit system], I…"

Results were further analyzed by individual responses (*Figure 15* below). The results indicated:

- **50% support (or don't object to) both the pollution charge and the new overnight permit zone**
- 22% support (or don't object to) just the pollution charge
- 3% support (or don't object to) just the new overnight permit zone
- 25% reject both the pollution charge and the new overnight permit zone

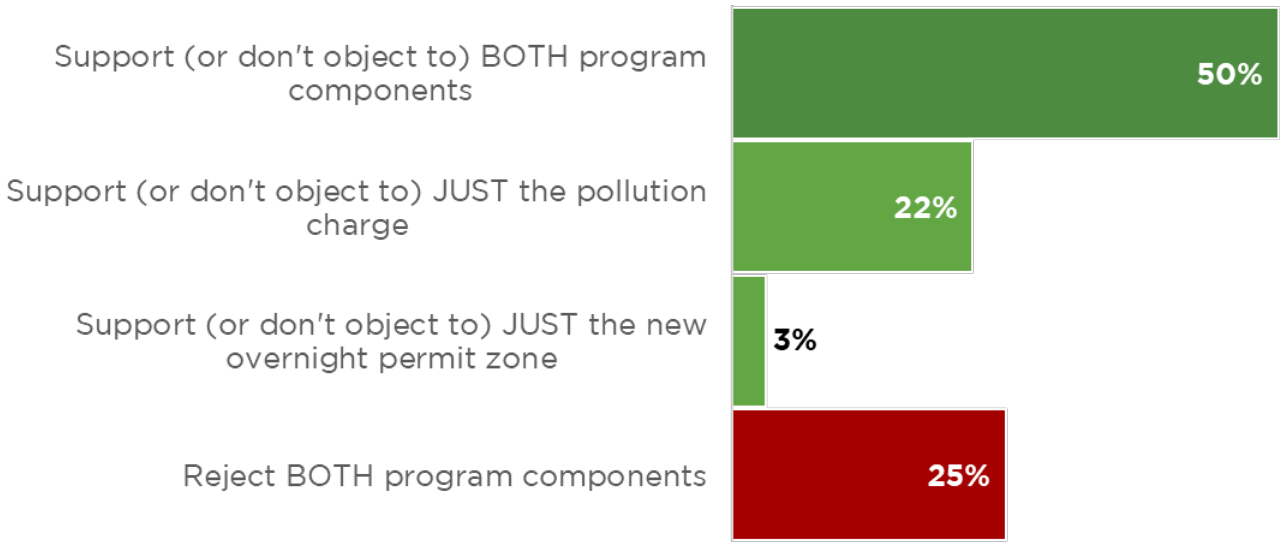


Figure 15. Percent supporting or not objecting to each program component[15]

[15] Sentis follow-up survey, based on 390 demographically representative responses. The question was posed as follows: "Alright, now that we've clarified some details and if the discussed modifications were made, do you agree or disagree with the idea of a Climate Emergency Parking Program? / More specifically, how do you feel about each of the two components? When it comes to the idea of [a pollution charge / an overnight permit system], I…"

Support by various demographic factors

As with the initial surveys, results were further analyzed by various factors. *Figure 16* indicates support for the program as a whole, and *Figure 17* indicates support for the individual program components.

As with the initial surveys, the results indicated **higher levels of support from renters** (compared to homeowners), **people living in non-ground oriented housing** (compared to ground-oriented housing), and **car-free households** (compared to car-owning households):

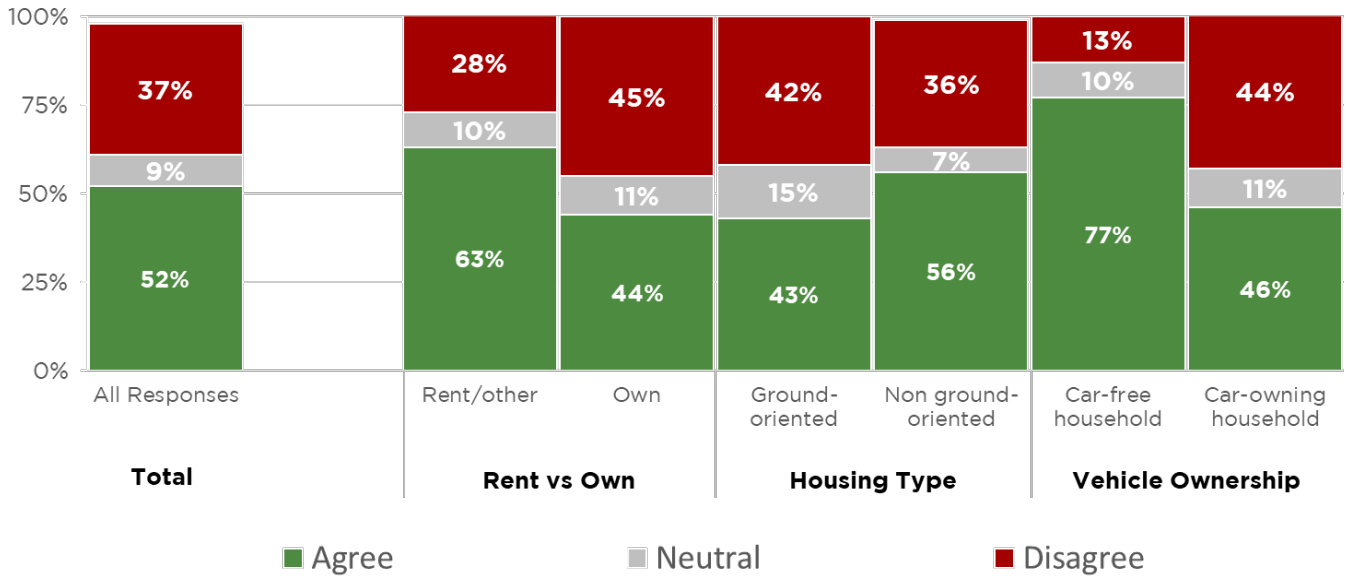


Figure 16. Follow-up survey: overall support for the program, analyzed by various factors[16]

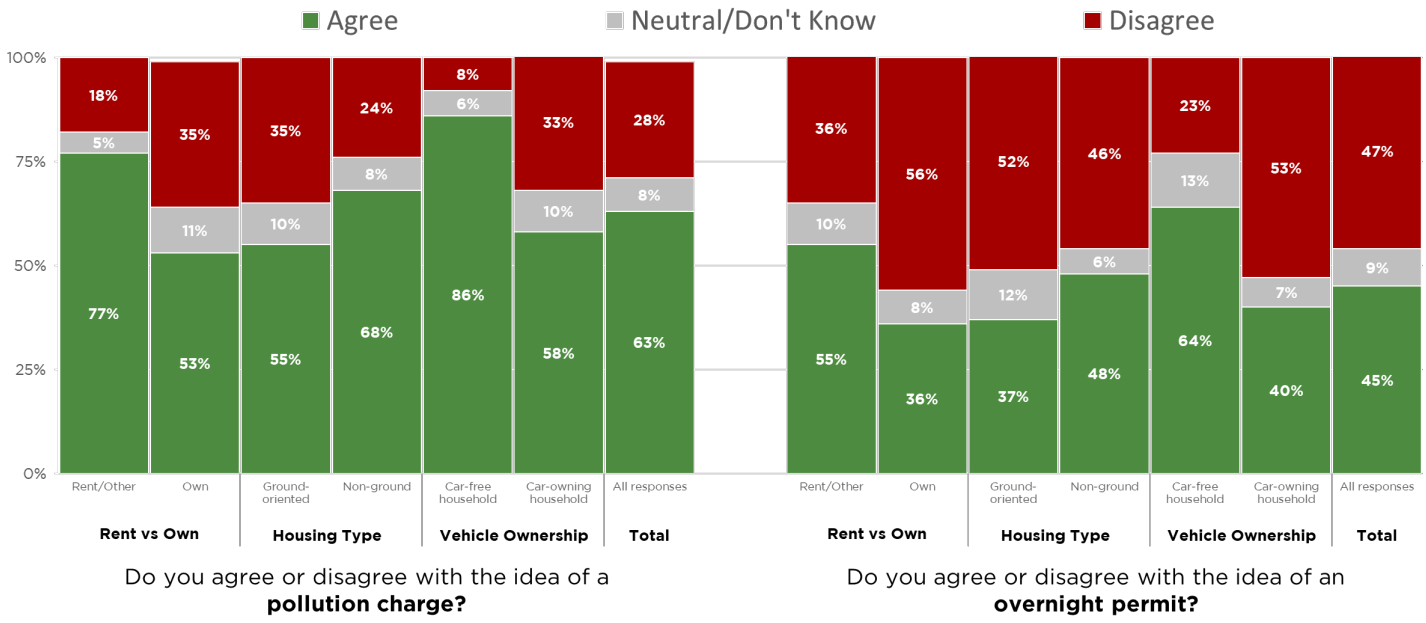


Figure 17. Follow-up survey: support for the program components, analyzed by various factors[17]

[16] Sentis follow-up survey, based on 390 demographically-representative responses. The question was posed as follows: "Alright, now that we've clarified some details and if the discussed modifications were made, do you agree or disagree with the idea of a Climate Emergency Parking Program? / More specifically, how do you feel about each of the two components? When it comes to the idea of [a pollution charge / an overnight permit system], I…"

[17] Ibid.

Comparing the three surveys

Figure 18 below compares high-level results from the three surveys.

Support was lowest in the Talk Vancouver survey. This could in part be explained by:

- The large over-representation in the public survey from homeowners, low density housing types, high vehicle ownership households (see *Table 3* earlier)—groups that were less likely to support the initiative
- Common misperceptions that the pollution charge would apply to existing vehicles (in fact, they would be exempt) and that only expensive vehicles would fall under the $0 pollution charge tier (in fact, most economy vehicles and many family-oriented vehicles would fall under $0 tier)

The initial market research survey by Sentis indicated higher levels of support, but not as high as in the follow-up survey. This could be explained by:

- Responses more closely reflecting actual city demographics, weighted by factors including dwelling type, income, and sub-region within the city (see *Table 3* earlier)
- The same common misperceptions as with the Talk Vancouver survey

Support was highest in the Sentis follow-up survey, which used the same demographically representative approach as the initial Sentis survey and also:

- Attempted to clarify common misunderstandings (*Figure 11*)
- Proposed potential program modifications to address concerns relating to affordability (*Figure 12*)

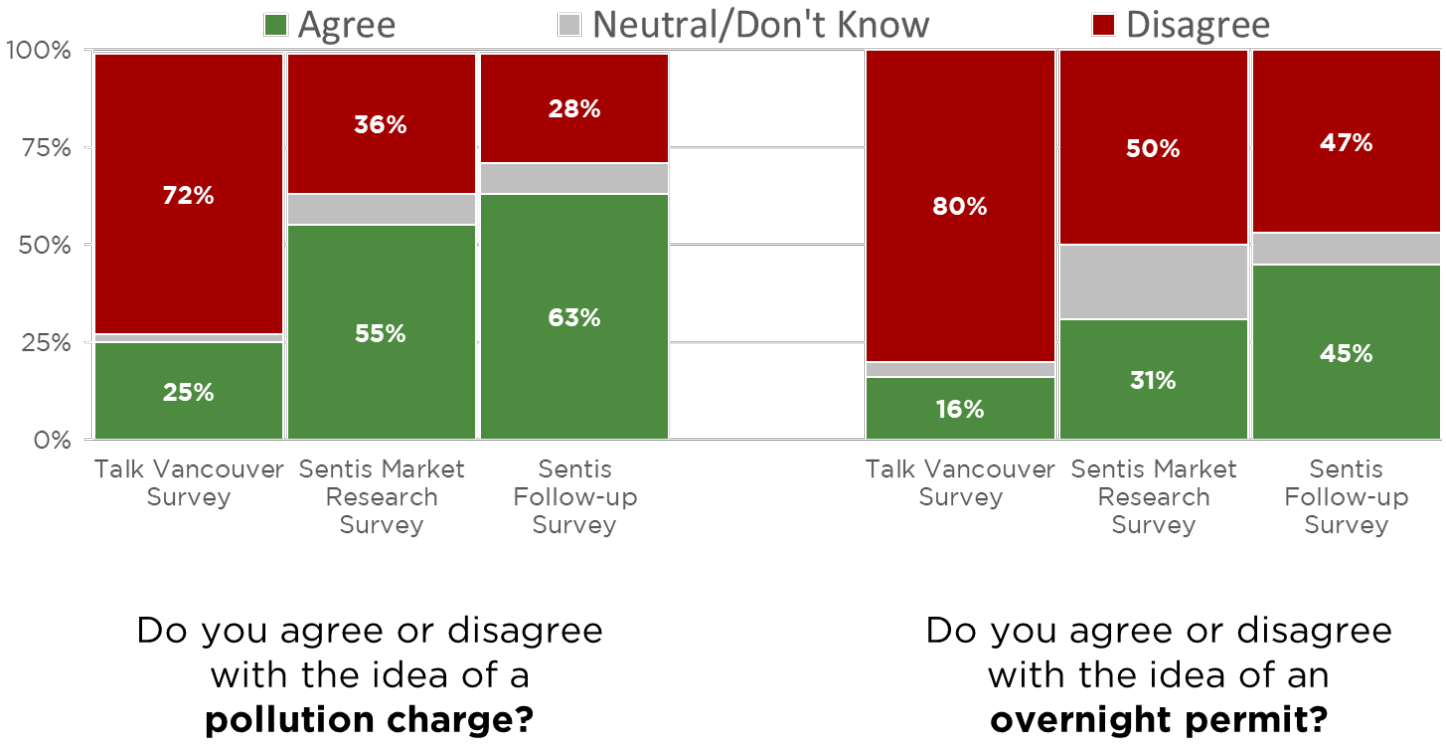


Figure 18. Support for program components – comparing the three surveys[18]

[18] Talk Vancouver survey results based on 18,923 total responses. Initial market research survey administered by Sentis and based on 521 demographically representative responses. Follow-up survey administered by Sentis and based on 390 demographically representative responses, from same cohort as initial market research survey.

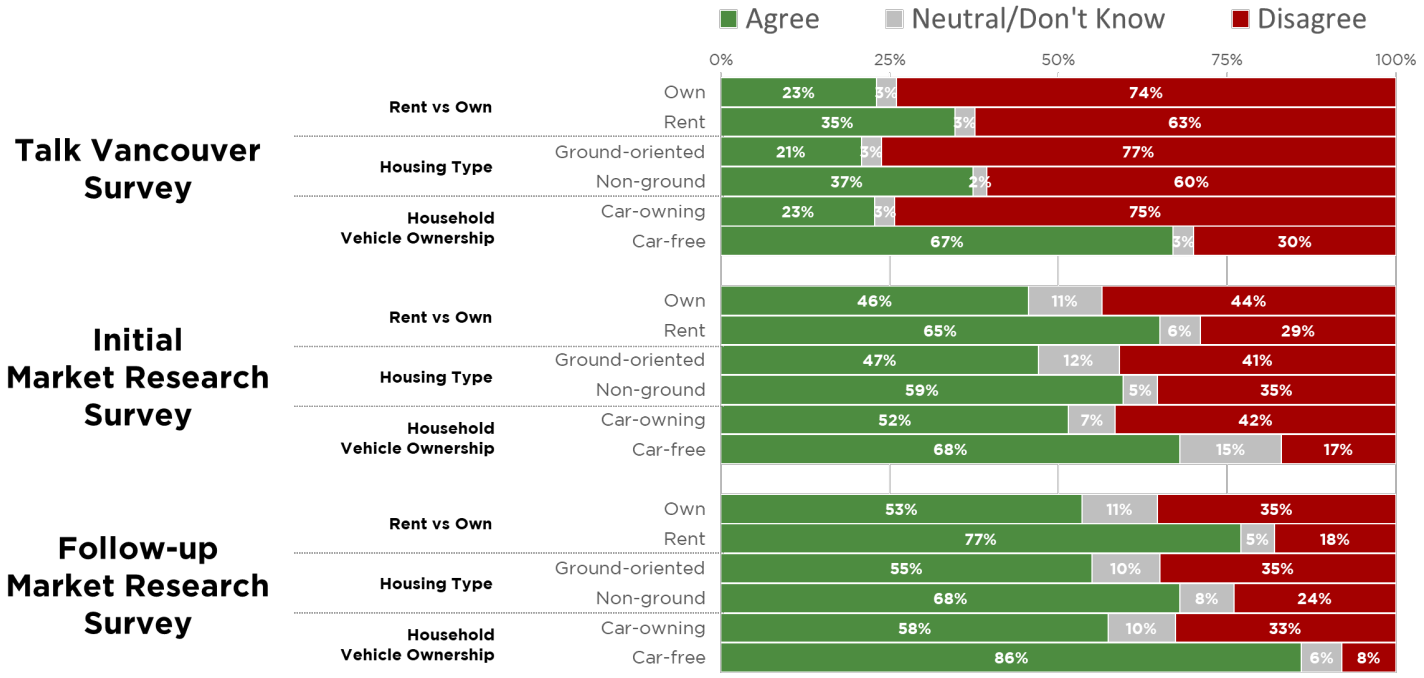


Figure 19. Support for the pollution charge across all three surveys, analyzed by various factors[19]

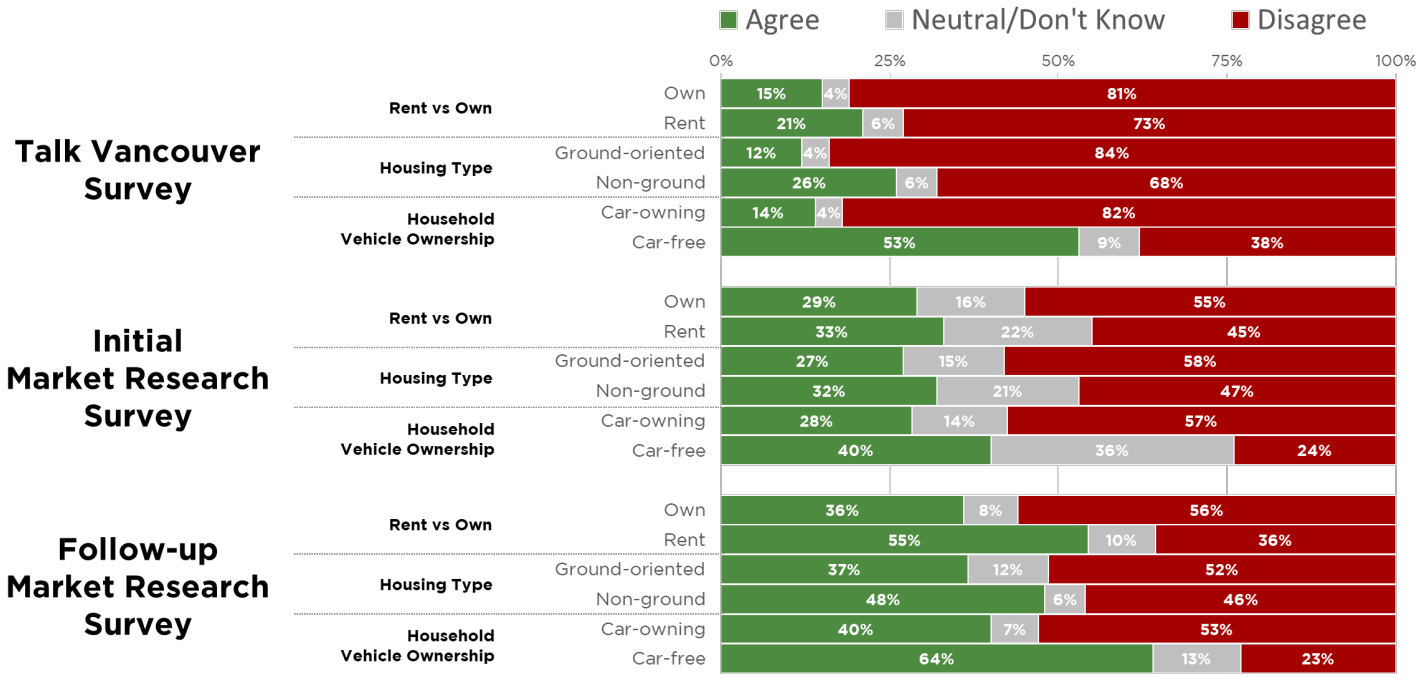


Figure 20. Support for the new overnight permit zone across all three surveys, analyzed by various factors[20]

[19] Talk Vancouver survey results based on 18,923 total responses, including: 5,076 'Rent/Other' responses (where 'other' includes co-op, unsheltered, or write-in responses), 12,598 'Own' responses, 13,313 'Ground-oriented' responses, 4,951 'Non-ground-oriented' responses, 971 'Car-free household' responses, and 17,953 'car-owning household' responses. Initial market research survey administered by Sentis and based on 521 demographically representative responses. Follow-up survey administered by Sentis and based on 390 demographically representative responses, from same cohort as initial market research survey.

[20] Ibid.

CITY OF VANCOUVER

Next Steps

Public and stakeholder input has been used to inform final recommendations for the Climate Emergency Parking Program.

Changes from the Phase 2 recommendations include:

- Introducing a reduced permit base rate for residents in low-income households ($5 per year for residents living in the new overnight permit zone)
- Reducing the time the new overnight permit zone would be in effect (midnight to 7am instead of 10pm to 7am)
- Allowing overnight care workers who work in the new overnight zone to purchase an annual residential permit, even if they live outside the area

The final report is scheduled to go to Council for a decision in October 2021.