

An aerial photograph of a waterfront park, likely in Vancouver, British Columbia. The foreground shows a sandy beach and the calm water of a bay or inlet. The middle ground is dominated by a large, green park area with many trees, walking paths, and a parking lot with several cars. In the background, a dense urban skyline with various high-rise buildings is visible, set against a backdrop of rolling mountains under a clear sky. The entire image has a semi-transparent teal overlay.

# **Imagine West End Waterfront**

FALL 2021 SURVEY SUMMARY REPORT

# Introduction

As part of Phase 1 Engagement of the Imagine West End Waterfront project, the Park Board and the City asked for public feedback and input through a Talk Vancouver survey.

The survey was promoted through several channels and outlets. Two information sessions were also organized to help promote the survey and collect additional project feedback.

This report summarizes findings and results of the survey.



Project postcard



The survey was open from October 18<sup>th</sup> to November 22<sup>nd</sup>, 2021



A total of **1,922 surveys** were completed with **over 11,200 comments**

# Summary of Results

## How respondents are using the West End Waterfront

Most respondents visit the West End Waterfront regularly, especially during the summer. However, some respondents indicated they use the area less due to health concerns including COVID-19 and mobility challenges.

More than 80% of respondents visit the Waterfront's parks and beaches. Nearly half pass through and/or live in the area. Around 40% shop and 12% work along the West End Waterfront.

More than half of respondents said they primarily use the Seawall's walking and cycling paths, English Bay Beach Park, Sunset Beach Park, and local restaurants.

Respondents engage in a wide variety of active and passive activities while spending time in the West End Waterfront, such as walking, sitting, socializing, and running.

The Waterfront is a place that draws people to attend events.

Overall, the West End Waterfront is an important place for respondents to access nature. The aspects of the area respondents appreciate most include the water and ocean, Seawall, views and sunset, greenery and trees, and beaches and sand.

# Summary of Results

## Vision for the West End Waterfront

A common change that respondents would like to see along the West End Waterfront is a better separation of uses.

Separation includes features like signage, boulevards, and separate paths that clearly distinguish different park uses, such as walking, biking, and commuting to keep all park users safe.

The issue of safety for the area was closely correlated to pedestrian and cyclist safety.

Increasing the number of food options was another key theme. Many respondents expressed interest in small, local businesses. There was strong support for food trucks.

Participants' vision for the West End Waterfront include

- **A welcoming and safe place**
- **A place to gather**
- **Entertainment and celebration**
- **Integrated with nature**
- **Multi-modal transportation options and connections**

# Summary of Results

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## Important aspects for the plan to address

Habitat restoration; safety, diversity, and inclusion; and climate resilience were highlighted as overall priorities, with services, facilities, and infrastructure; and recreation and leisure opportunities following close behind.

More than two thirds of concerns mentioned sea level rise.

Some respondents indicated concerns around noise and late-night activities. Other concerns relate to better signage and communications, and enforcement roles that are not dependent on the police to enforce.

# Summary of Results

## Who we heard from

Nearly 40% of respondents live in the West End. Another 13% live in the downtown and around 6% outside the City of Vancouver.

Completed surveys reflect ancestry demographics in the West End. Nearly 75% of survey respondents consider their main ethnic origin to be European. However, the demographics do not reflect the city's demographics nor necessarily the demographics of people who use or would like to use the West End Waterfront

As a general trend, the number of respondents increases as the identified total annual household income before taxes increased.

The West End is home to many renters with nearly 80% of households renting their home. The survey was completed mostly by people who owned their homes.

Youth under 30, those without children in their household, those without a disability and those who identify as women or non-binary/gender diverse were less likely to complete the survey.



# Detailed Survey Results

# Methodology

## Survey Distribution and Analysis

The survey was distributed through the City's Talk Vancouver platform on October 18, 2021 and linked to the Imagine West End Waterfront Shape Your City webpage.

The survey was also made available in Chinese.

The initial survey deadline was extended from November 8th to November 22nd to provide more opportunities for the public to take part.

A total of 1,922 surveys were completed.

NVivo software was used to analyze open-ended comments to generate key themes.

## Survey Promotion

Notices were sent to community stakeholders and the project mailing list. The survey was also publicized through Park Board and City of Vancouver's social media.

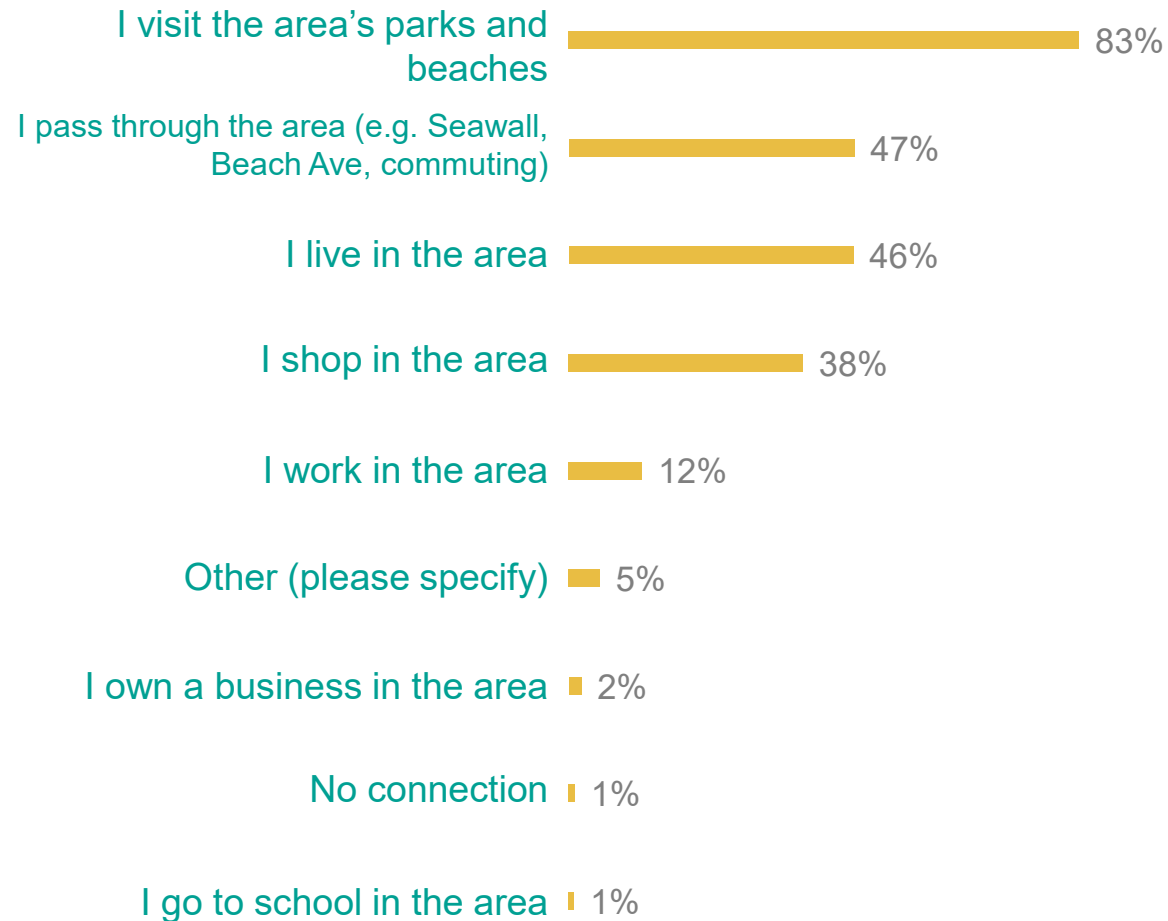
A CBC radio story on the project promoted the survey which resulted in a high early response rate with over 1,000 responses in the first three days.

The Park Board and City of Vancouver project team organized and promoted additional survey events during the final week of the extended survey at Gordon Neighbourhood House and the Gathering Place Community Centre.



# Q1. What's your connection to the West End Waterfront?

MULTIPLE CHOICE RESPONSES [SELECT ALL THAT APPLY]



The area's parks and beaches represent a significant connection to respondents.

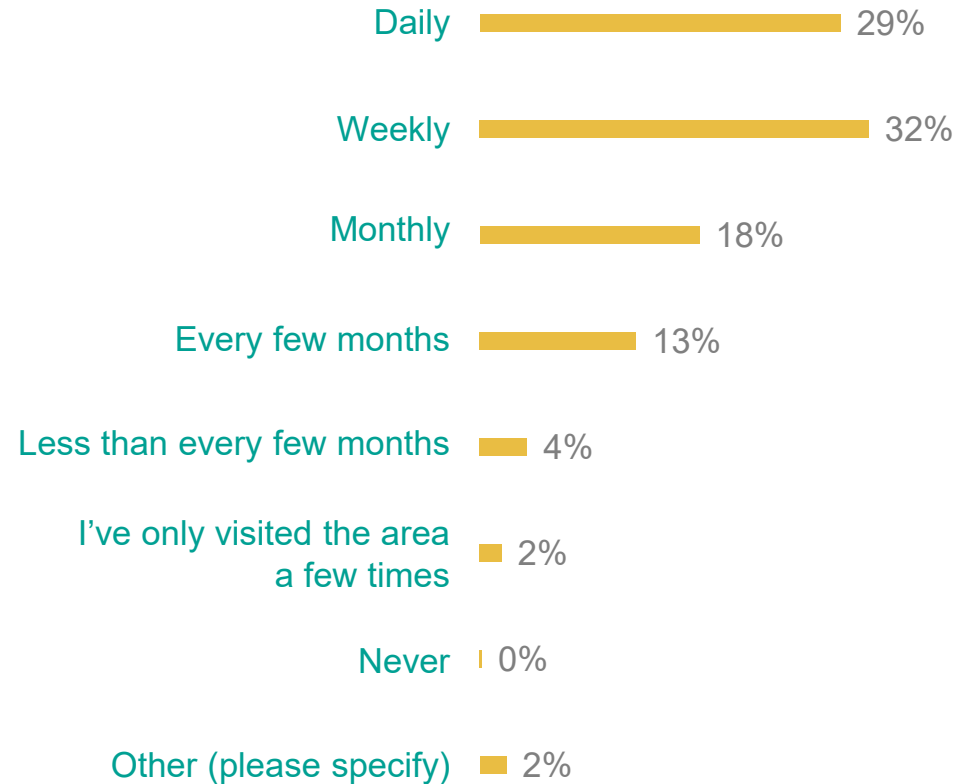
Many survey respondents had more than one connection to the area.

Other connections noted by survey respondents generally included,

- Connections from the past (e.g. used to live here, used to work here)
- Visiting family and friends who live in the area; and
- Living near the area.

# Q1a. How often do you visit the West End Waterfront?

MULTIPLE CHOICE RESPONSES [SELECT ONE]



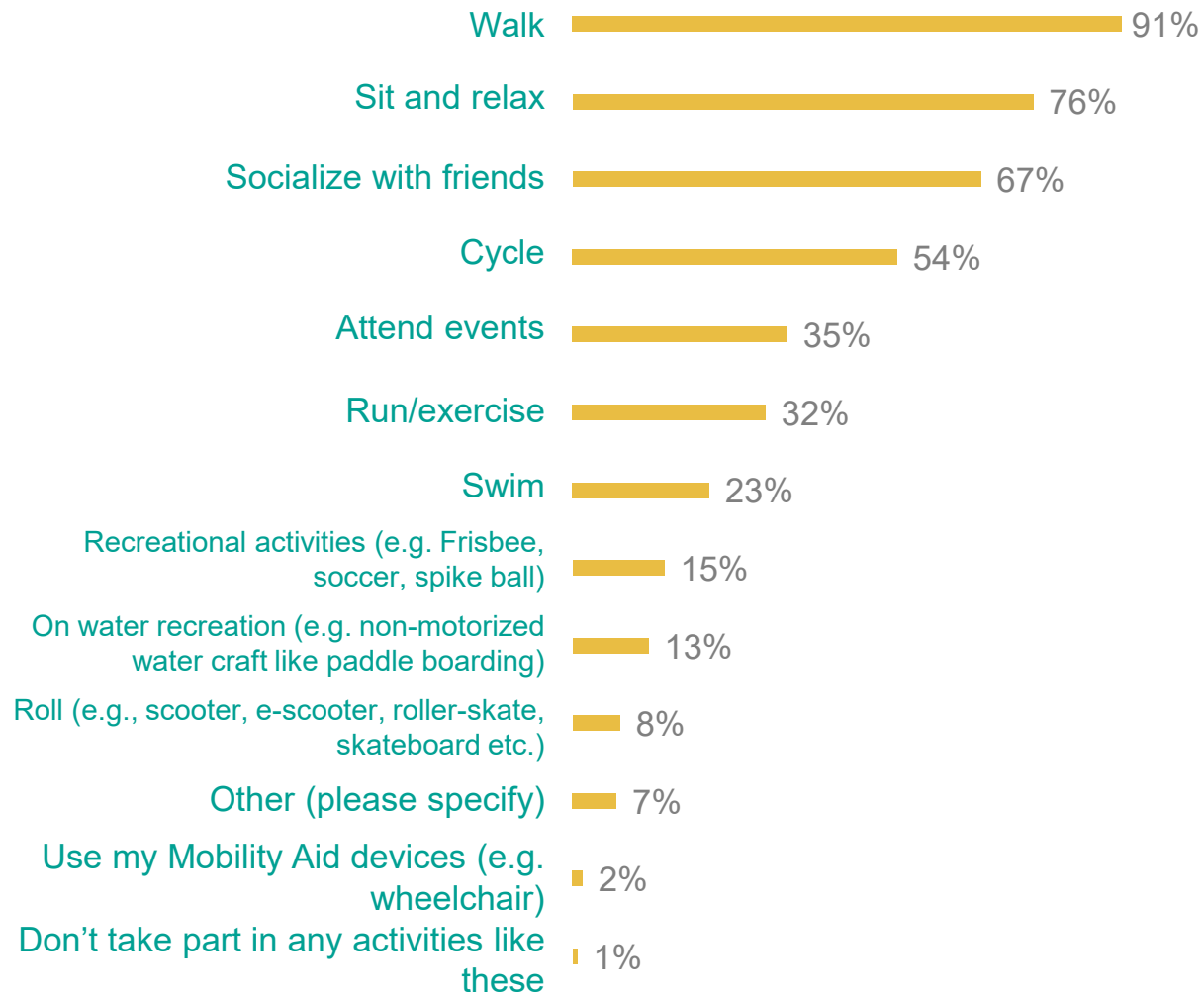
Almost 80% of respondents visit the area on a regular basis (daily, weekly or monthly).

Some respondents highlighted summer as a time when they visit the area more frequently.

Some respondents indicated they use the area less due to health concerns including COVID-19 and mobility challenges.

# Q1b. What do you do at the West End Waterfront?

MULTIPLE CHOICE RESPONSES [SELECT ALL THAT APPLY]



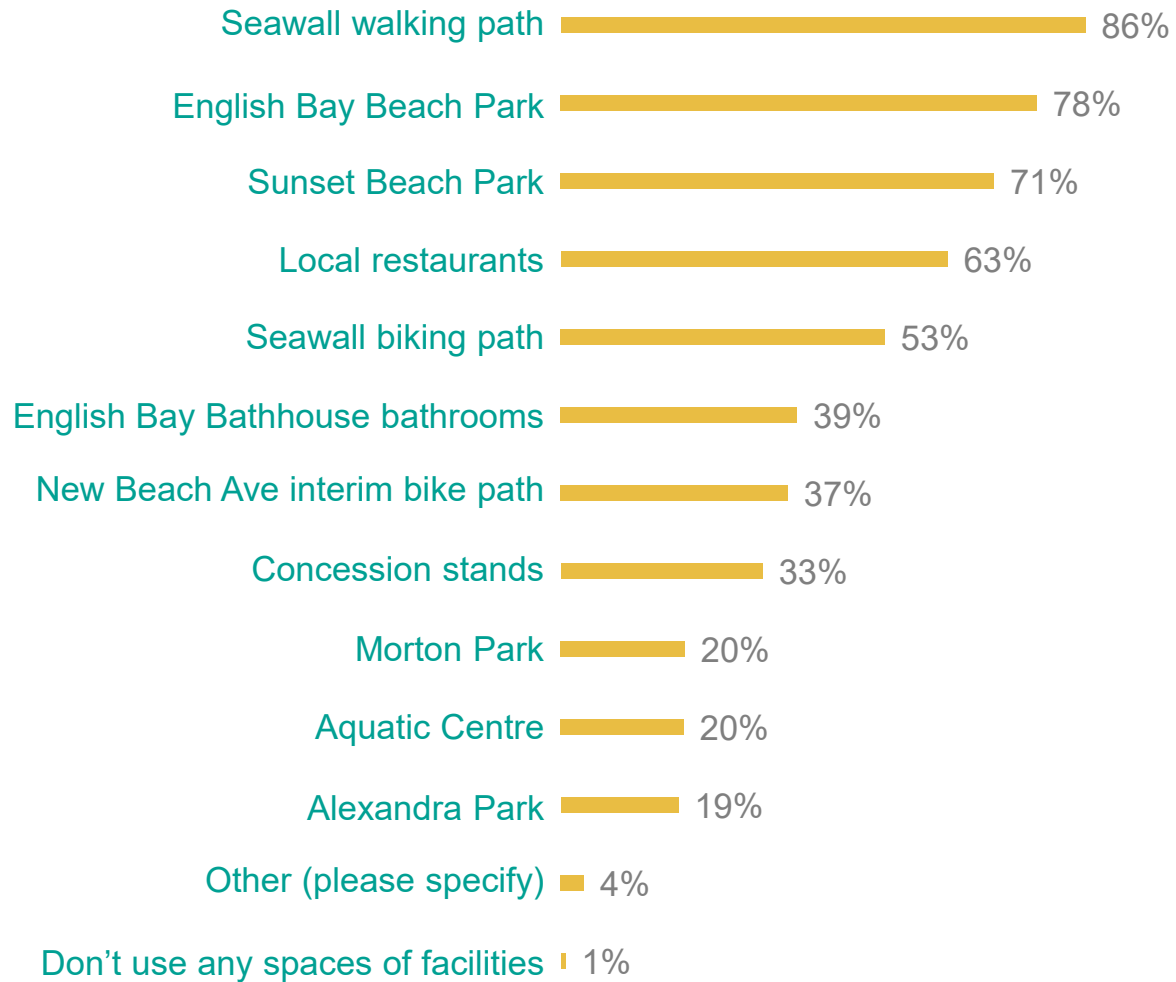
Respondents engage in a diverse mix of active and passive activities.

Other activities noted by respondents include those related to

- Eating and drinking (e.g. restaurants and cafes, picnics and food vendors);
- Connecting with nature;
- Yoga and mediation;
- Sports;
- Arts; and
- Dog walking.

# Q1c. Which spaces and facilities do you primarily use in the area?

MULTIPLE CHOICE RESPONSES [SELECT ALL THAT APPLY]



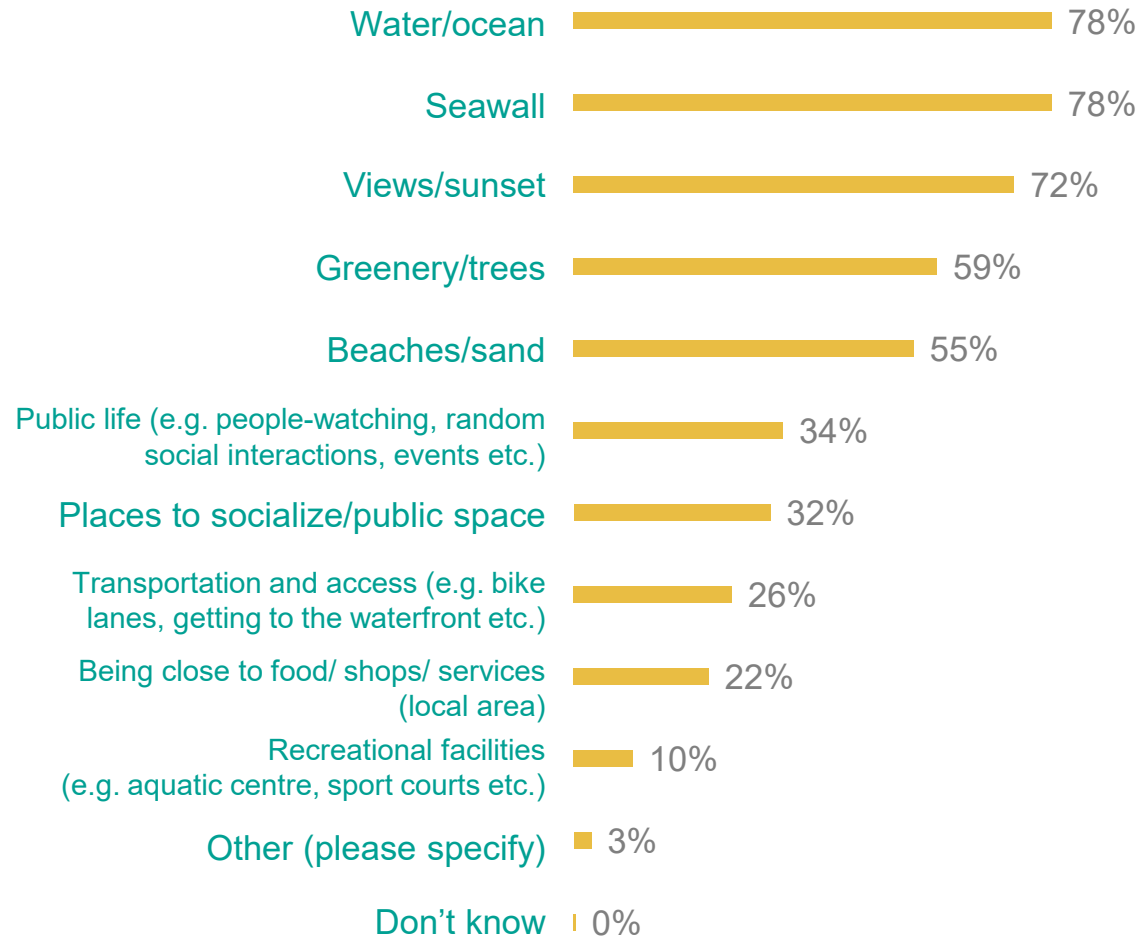
Some respondents had specific spots within the beaches and parks that they primarily use such as the grassy area at the foot of a street or a particular bench.

Other destinations noted by respondents include the dog park, False Creek Ferries and food destinations like food trucks, vendors and restaurants.

While cycling on Beach Ave was popular, many also noted they enjoyed driving on Beach Ave.

## Q2. What do you appreciate most about the West End Waterfront?

MULTIPLE CHOICE RESPONSES [SELECT YOUR TOP 5]



Many respondents noted the difficulty of only choosing five elements they appreciate most. They highlighted the importance of all elements in the area.

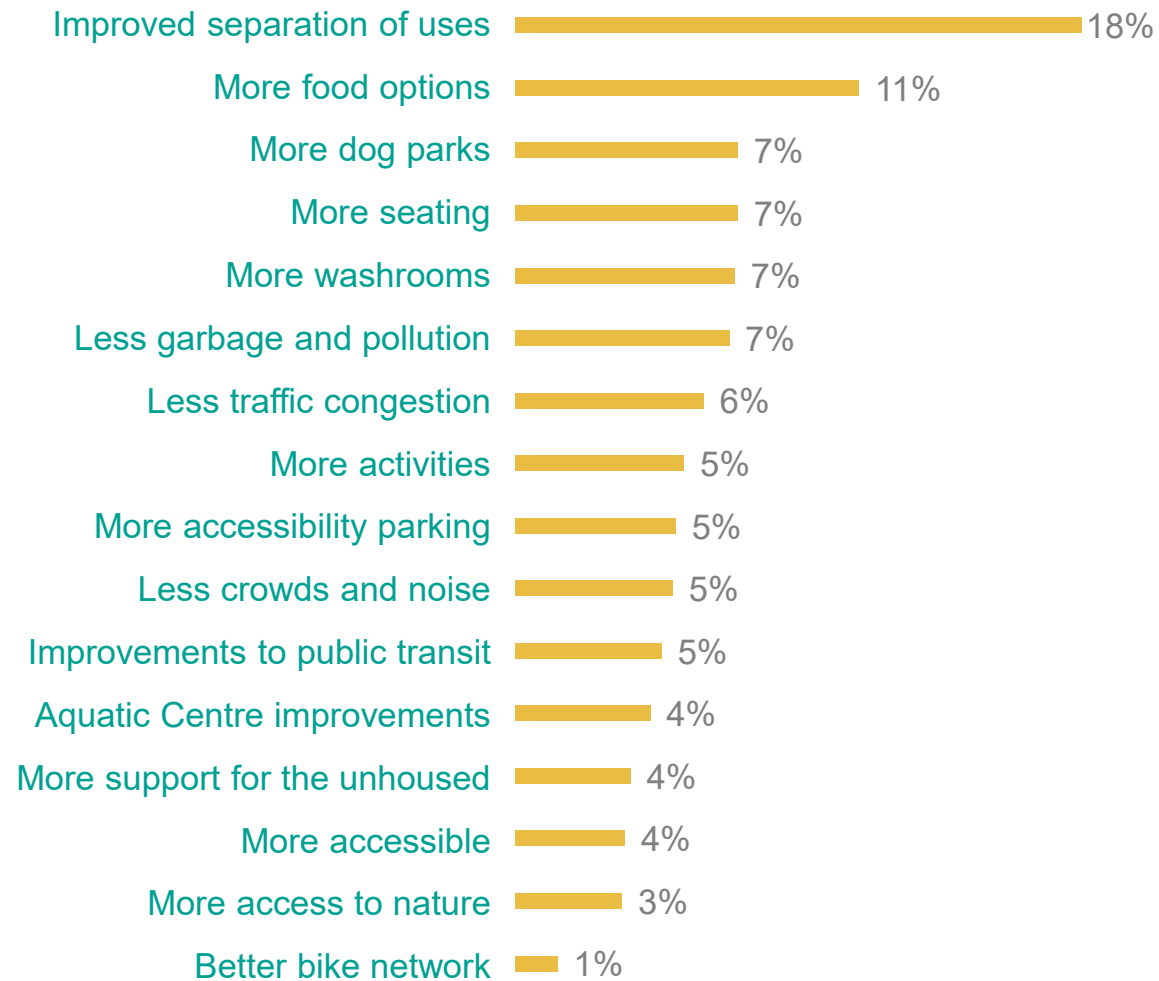
Other elements noted by respondents

include those related to

- Mood and energy;
- Nature; and
- Facilities.

### Q3. What would you change about the West End Waterfront? Share an example of what you would want to change and where (if you have a specific place in mind)?

#### OPEN ENDED RESPONSES GROUPED INTO THEMES



A common theme is to improve safety and comfort of people using and living in the area by clearly distinguishing space for different uses and activities.

There was strong interest in more options for food, washrooms and seating and more areas for dogs and to access nature.

Another theme was improving existing access to the area, transportation and the Aquatic Centre

## Q4. What is your vision for the West End Waterfront in the future? In 2050, I imagine the West End Waterfront is a place that...

### OPEN ENDED RESPONSES GROUPED INTO THEMES

Gathering  
Entertainment and celebration  
Welcoming and safe  
Similar to today  
Incorporates nature  
Multi-modal transportation  
Beautiful views  
Peaceful and relaxing  
Clean  
Activities  
Sea level rise  
Heritage  
Seating  
Restaurants and shops  
Dog parks  
Minimal towers and concrete  
Overcrowded

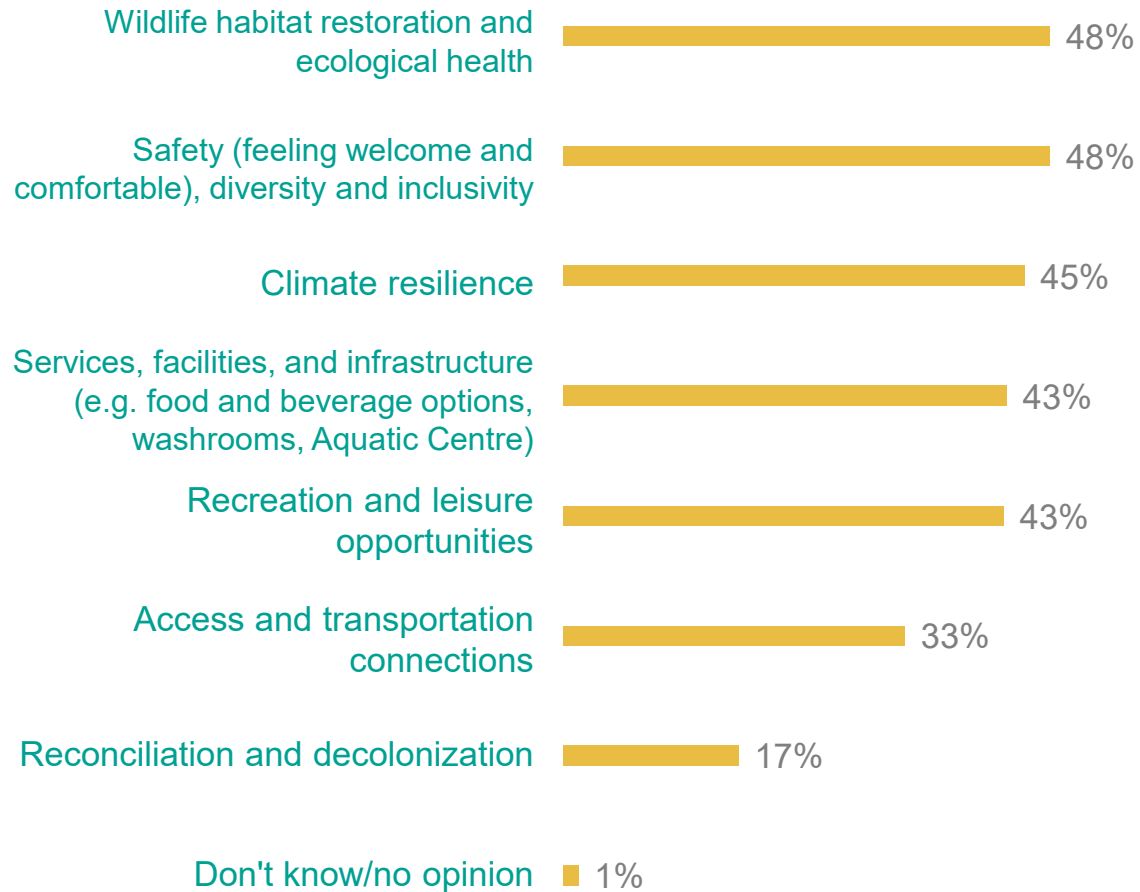
Common themes revolved around bringing people together through gatherings, celebrations and creating a space that is welcoming and safe

Some respondents felt the future should be similar today

Transportation, connection to nature and mood were also common themes.

## Q5. Which of the following do you think are most important for the West End Waterfront Plan to address?

MULTIPLE CHOICE RESPONSES [SELECT YOUR TOP 3]



These responses were used to ask respondents more detailed questions about opportunities and concerns



## Q6. You chose Recreation and Leisure opportunities as one of the aspects of the project most important to you.

### OPEN ENDED RESPONSES GROUPED INTO THEMES

What **opportunities** do you see for this project to make improvements to it? Tell us why, and share an example if possible. This helps us understand your ideas.

- **Passive and active recreation**, including more seating and sports facilities (e.g., chess, bocci, badminton, horseshoes, roller hockey, volleyball, basketball, skatepark, fitness area)
- **Water activities**, including swimming, non-motorized boating, and paddling
- More small, local **food options**
- **Pathway improvements** for bikes and pedestrians, including signage, speed limits, crossings, and boulevards
- **Art and events**, including live music in the bandstand

What **concerns** you most about it? Tell us why, and share an example if possible. This helps us understand your concern.

- **Aquatic Centre** is important, but aging
- Increased recreation opportunities augment **noise and crowding**
- **Safety** from speeding cyclists and public intoxication at all times of the day.
- **Climate and environmental impacts** of increased waterfront use
- Not enough waste management and cleaning services resulting in **garbage, pollution, dirty sand**, and **poor water quality**

## Q6. You chose Wildlife habitat restoration and ecological health as one of the aspects of the project most important to you.

### OPEN ENDED RESPONSES GROUPED INTO THEMES

What **opportunities** do you see for this project to make improvements to it? Tell us why, and share an example if possible. This helps us understand your ideas.

- **Protecting habitat** and planting more **native vegetation**
- **Manage human-animal interactions**, specifically through preventing the feeding of wildlife.
- Developing more **green space** for people to enjoy
- **Cleaning up the waterfront** and **restoring** natural spaces
- More **education and awareness** about local ecosystems and the threats it faces

What **concerns** you most about it? Tell us why, and share an example if possible. This helps us understand your concern.

- **Loss of nature**
- **Climate change**
- **Garbage and pollution**
- **Overdevelopment** and overabundance of hardscapes
- **Wildlife management**, human-animal interactions, and vilification of animals (e.g., culling geese)

## Q6. You chose Access and transportation connections as one of the aspects of the project most important to you.

### OPEN ENDED RESPONSES GROUPED INTO THEMES

What **opportunities** do you see for this project to make improvements to it? Tell us why, and share an example if possible. This helps us understand your ideas.

- More **public transit**, including rapid bus service and shuttles
- **Safe bike lanes**, including clear separation from other uses, speed limits, wider lanes, and more paths
- **Accessibility**, including access for emergency vehicles, and priority parking spaces for people facing mobility challenges
- A bike network that **connects** to other parts of Vancouver
- Improve **traffic flow management**

What **concerns** you most about it? Tell us why, and share an example if possible. This helps us understand your concern.

- Increasing **traffic congestion**
- **Loss of parking space** is a barrier to access for people facing mobility challenges
- **Inadequate public transit**, particularly for people how commute to visit to the waterfront
- **Pedestrian-cyclist conflicts**, including poor separation of spaces and inadequate signage
- **Cyclist-vehicle conflicts**, including cars on bike paths

## Q6. You chose Reconciliation and decolonization as one of the aspects of the project most important to you.

### OPEN ENDED RESPONSES GROUPED INTO THEMES

What **opportunities** do you see for this project to make improvements to it? Tell us why, and share an example if possible. This helps us understand your ideas.

- Incorporate Indigenous **history** and **place names** into the waterfront
- Foster **partnerships with MST Nations** over decision-making about the West End waterfront
- Give **land back** and support traditional uses of the area
- Have more **representation** and **recognition** of the MST Nations
- Be a more **inclusive and welcoming** of Indigenous waterfront users

What **concerns** you most about it? Tell us why, and share an example if possible. This helps us understand your concern.

- Many people in Vancouver are **not knowledgeable about colonial and MST history**
- **It's the right thing to do**
- Needs to be **more welcoming** to Indigenous visitors
- Consultation without action is **performative**
- The process should be **transparent and accountable**

## Q6. You chose Safety (feeling welcome and comfortable), diversity and inclusivity as one of the aspects of the project most important to you.

### OPEN ENDED RESPONSES GROUPED INTO THEMES

What **opportunities** do you see for this project to make improvements to it? Tell us why, and share an example if possible. This helps us understand your ideas.

- Install more **lighting**
- Increase **security presence** and **bylaw enforcement**
- **Support the unhoused**
- Strengthen a **sense of community** and **belonging**
- Enact higher **cleanliness measures**

What **concerns** you most about it? Tell us why, and share an example if possible. This helps us understand your concern.

- Current **lack of social support** for people facing mental health challenges, addiction, substance abuse, or homelessness
- Current **lack of lighting**
- **Drinking and smoking** in public
- Lack of **bylaw enforcement** (e.g., smoking, dogs, speed limits, etc.)
- **Public health concerns** due to overcrowding (particularly during Covid-19), garbage, and pollution.

## Q6. You chose Services, facilities, and infrastructure (e.g. food and beverage options, washrooms, Aquatic Centre) as one of the aspects of the project most important to you.

### OPEN ENDED RESPONSES GROUPED INTO THEMES

What **opportunities** do you see for this project to make improvements to it? Tell us why, and share an example if possible. This helps us understand your ideas.

- More **local food options**, including food trucks
- **Upgrades to the Aquatic Centre**, including making the exterior more welcoming
- More clean and inclusive **washrooms** year-round
- **Shops and vendors**, including local artisans and stores (not necessarily in the project area) to meet residents' daily needs
- **Sports and activity facilities**, including a skatepark, pool, basketball court, and fitness area.

What **concerns** you most about it? Tell us why, and share an example if possible. This helps us understand your concern.

- Many **washrooms are unsafe or unclean** (e.g., needles)
- **Lack of hygiene and cleanliness**, including garbage, pollution, needles, and inadequate park and facility cleaning
- Current **lack of food options**
- **Overdevelopment and hardscapes**
- **Loss of nature and open space** due to facilities and programmed space

## Q6. You chose Climate resilience as one of the aspects of the project most important to you.

### OPEN ENDED RESPONSES GROUPED INTO THEMES

What **opportunities** do you see for this project to make improvements to it? Tell us why, and share an example if possible. This helps us understand your ideas.

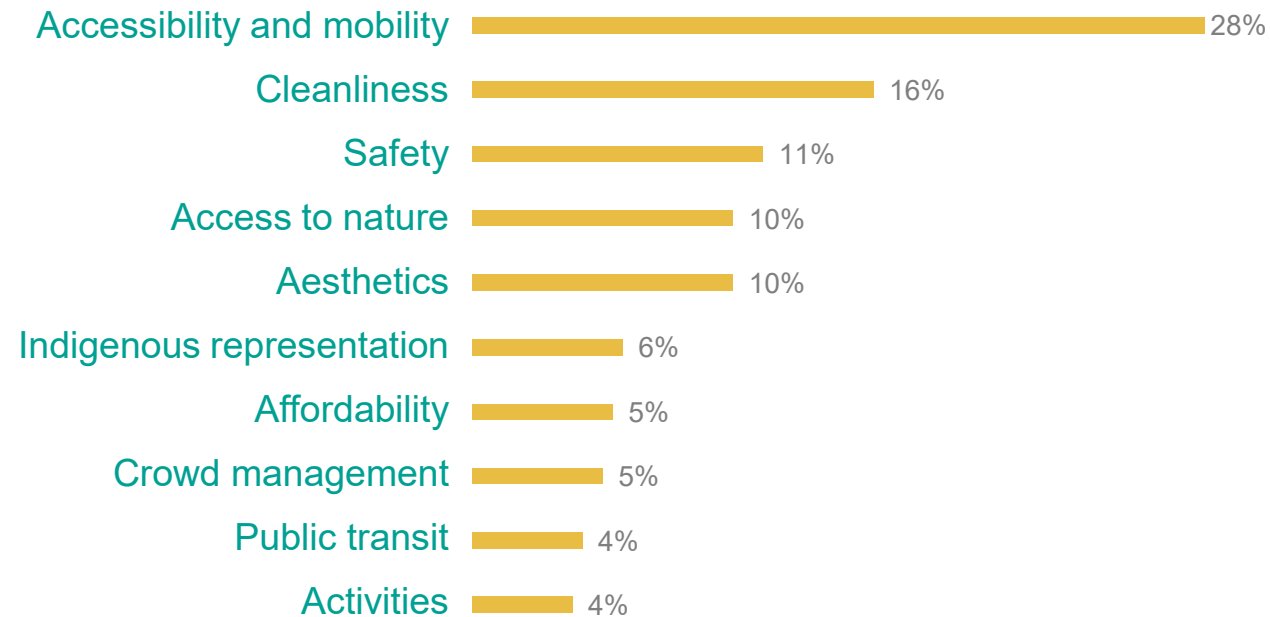
- Using **green technology and infrastructure**, particularly related to upgrading the seawall
- Respondents are **unsure** and seek **guidance from experts**
- **Natural assets and ecosystem services**
- **Protect and adapt** the waterfront for rising sea levels
- **Reduce emissions**

What **concerns** you most about it? Tell us why, and share an example if possible. This helps us understand your concern.

- **Sea level rise**
- Climate change **in general**
- **Storms**
- **Extreme heat**
- **Not enough is being done**

## Q6. Are there any other aspects of this project (not mentioned above) that you think are important to address?

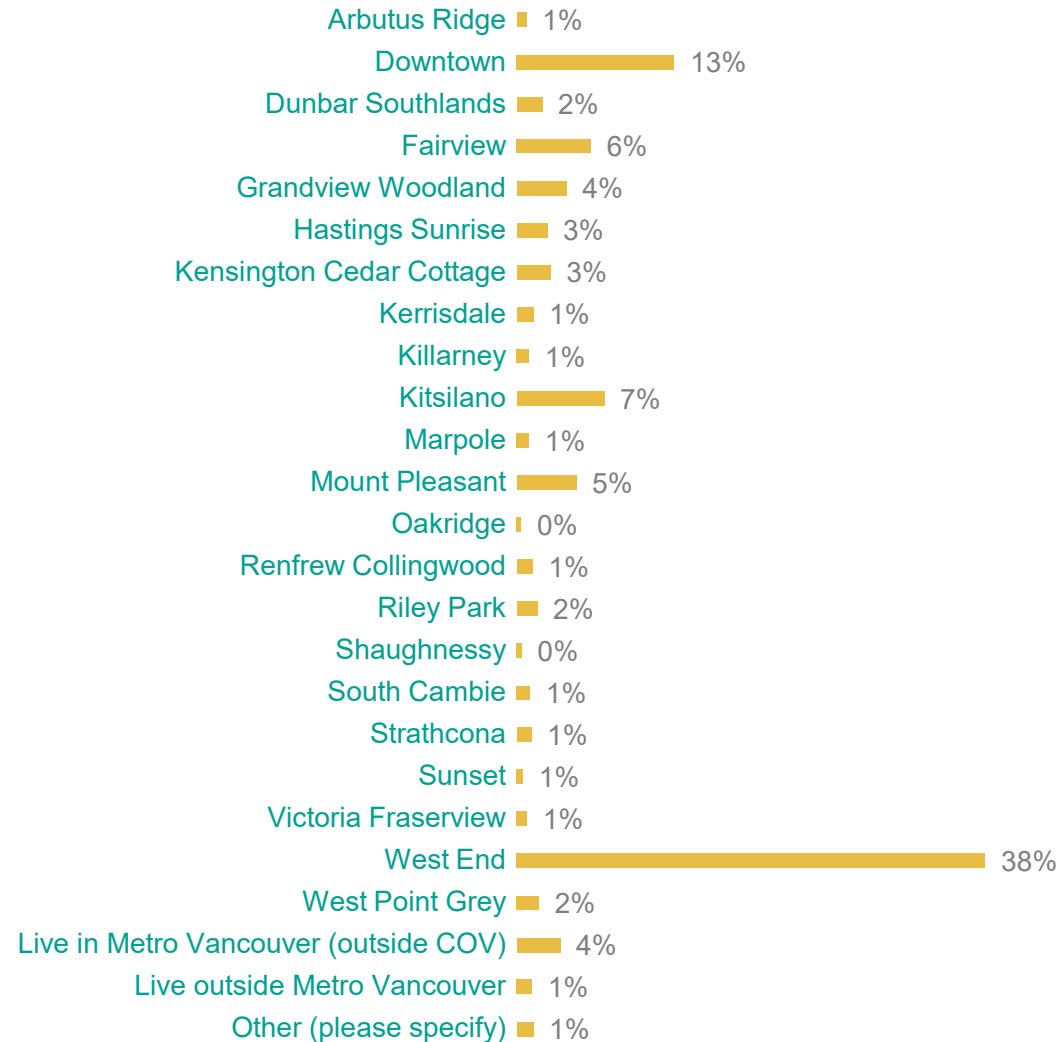
OPEN ENDED RESPONSES GROUPED INTO THEMES





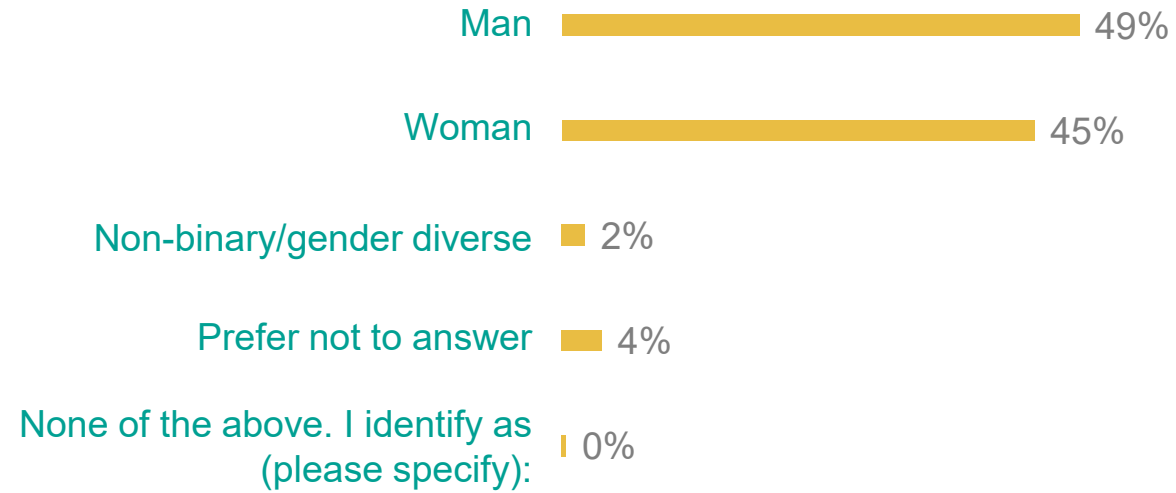
# Which Vancouver neighbourhood do you live in?

MULTIPLE CHOICE RESPONSES [SELECT ONE]



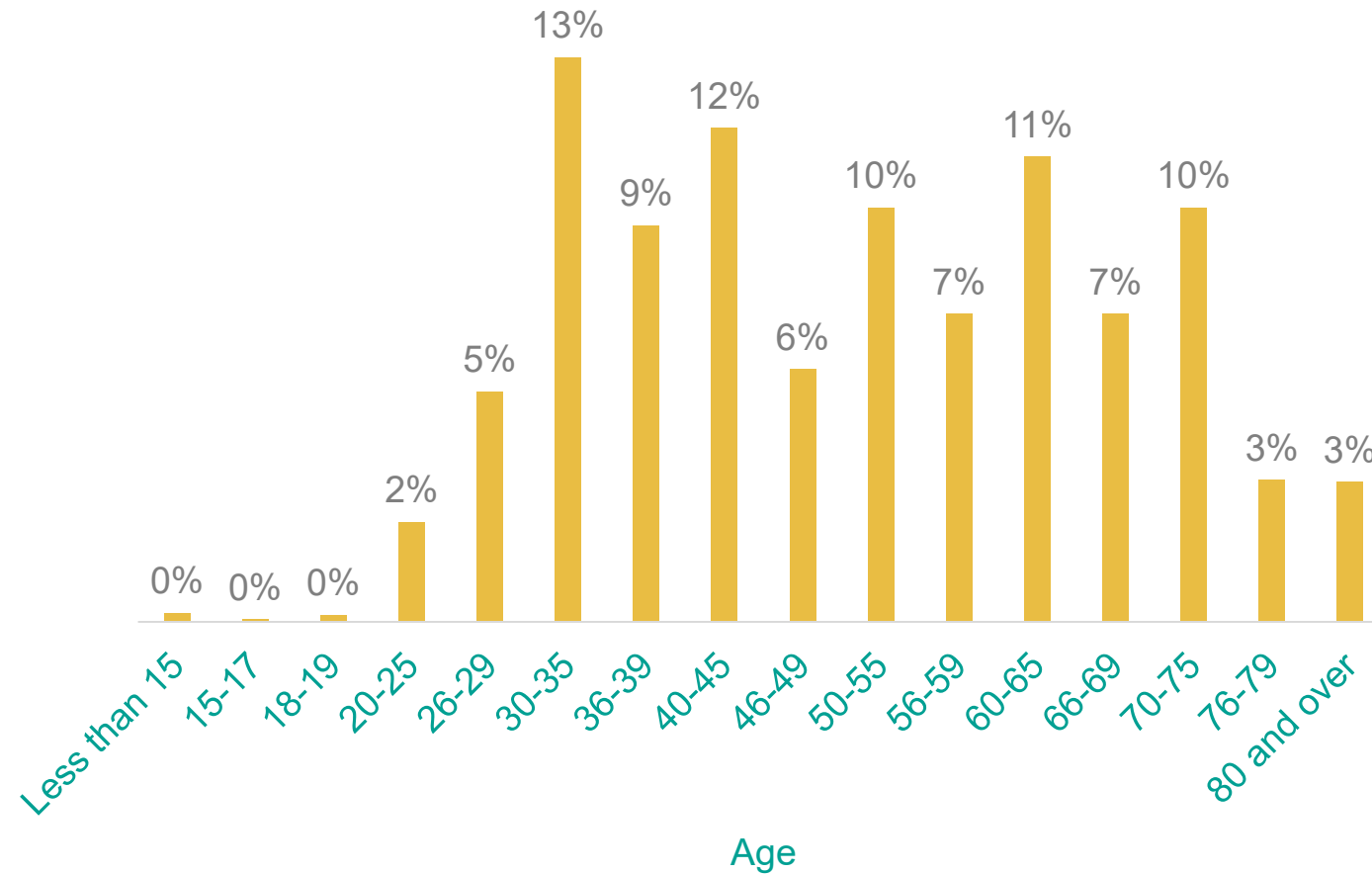
# How do you describe your gender?

MULTIPLE CHOICE RESPONSES [SELECT ONE]



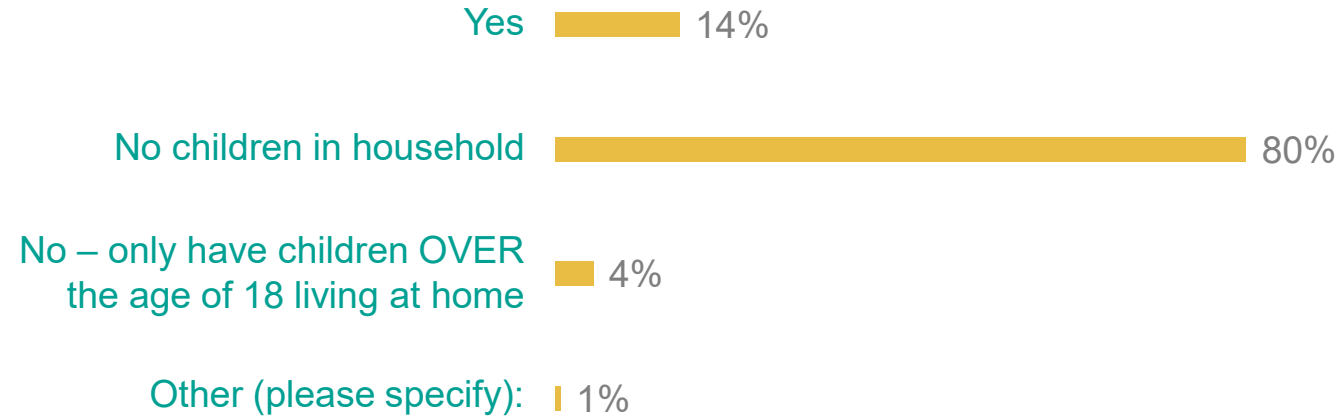
# Age Roll Up

MULTIPLE CHOICE RESPONSES [SELECT ONE]



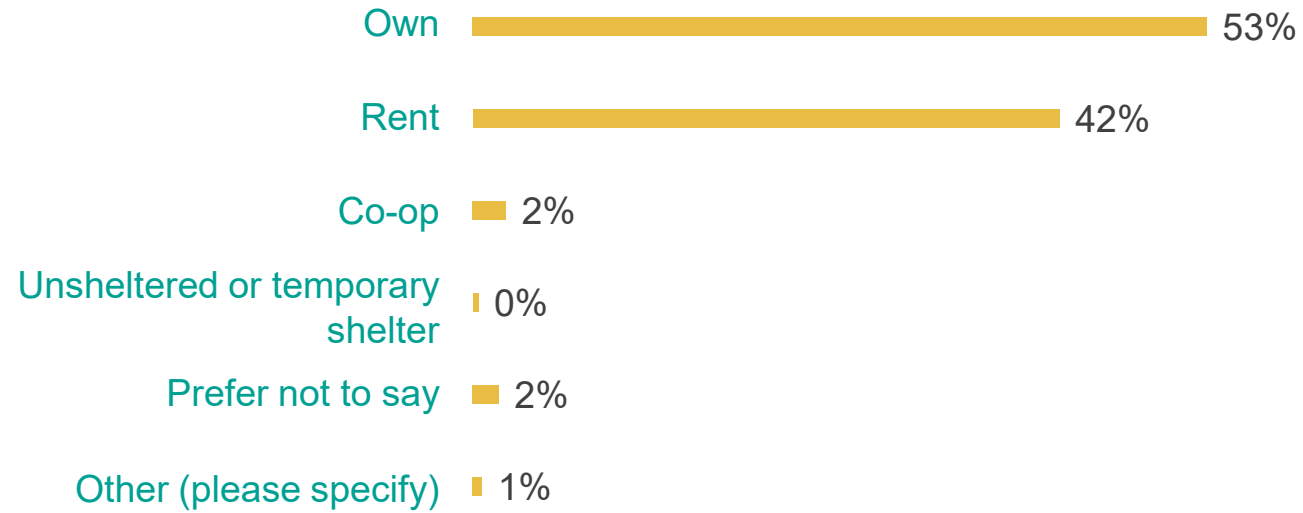
# Do you have children/dependents under the age of 18 living with you at home?

MULTIPLE CHOICE RESPONSES [SELECT ONE]



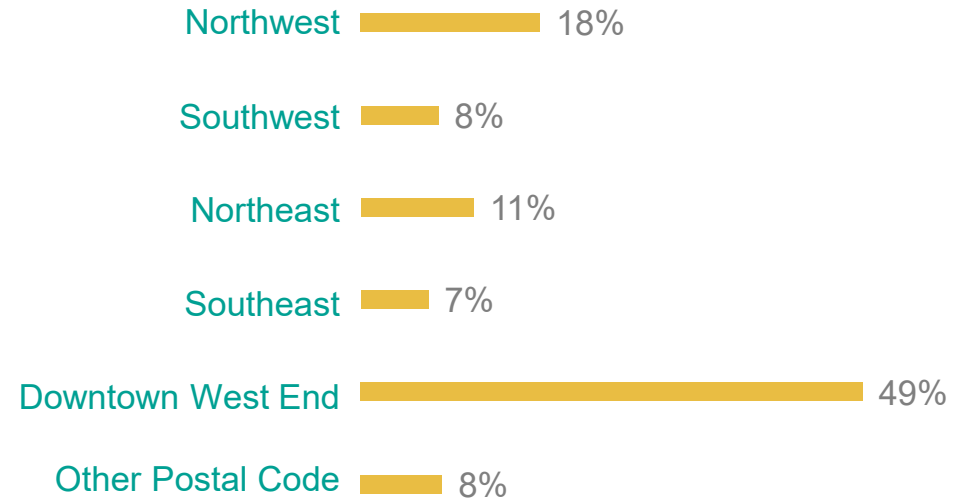
# How would you describe your housing situation?

MULTIPLE CHOICE RESPONSES [SELECT ONE]



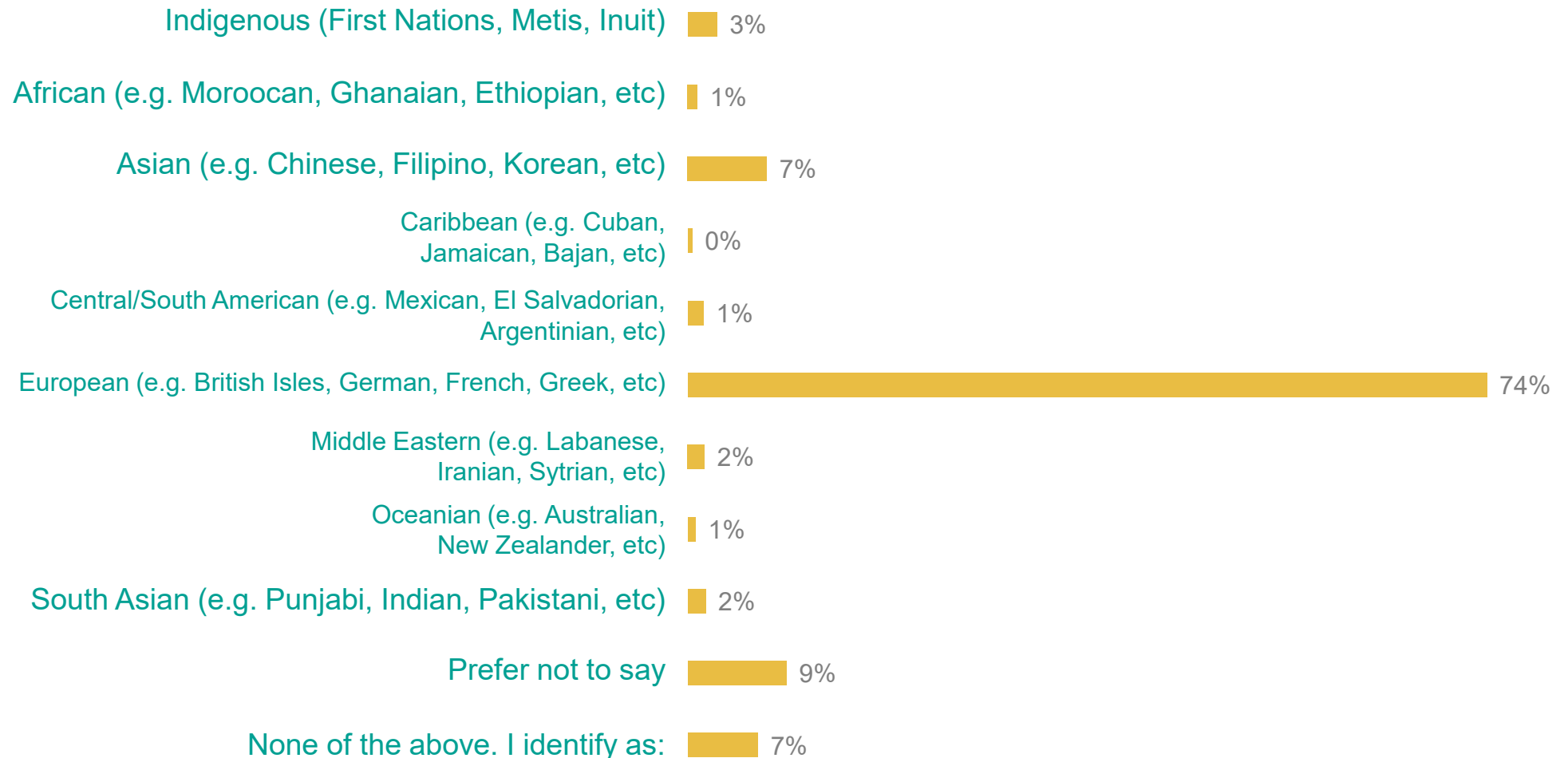
# Postal code roll up

MULTIPLE CHOICE RESPONSES [SELECT ONE]



What do you consider your main ethnic origin or that of your ancestors? Residents of Vancouver and those connected to the city in other ways, come from many different backgrounds. This question helps us understand if we're hearing from and reflecting the diversity of Vancouver.

MULTIPLE CHOICE RESPONSES [SELECT ALL THAT APPLY]



# Which of the following categories best describes your total household income per year before taxes?

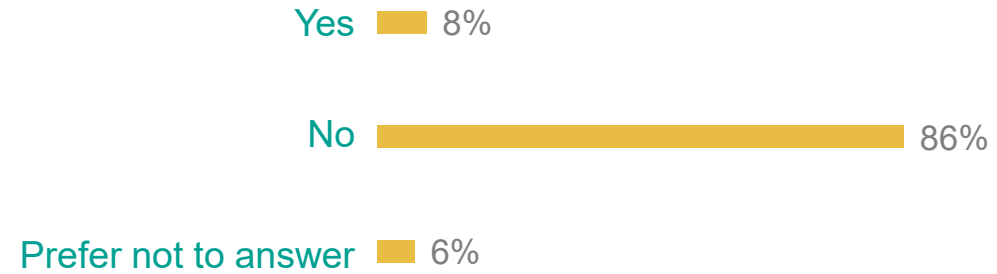
MULTIPLE CHOICE RESPONSES [SELECT ONE]





# Do you identify as a person with a disability?

MULTIPLE CHOICE RESPONSES [SELECT ONE]



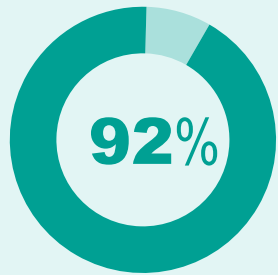
# How did you hear about this survey?

MULTIPLE CHOICE RESPONSES [SELECT ONE]



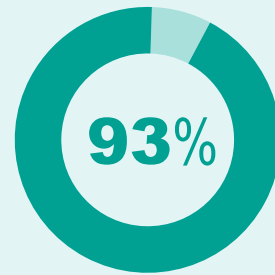
# Thinking about your experience with this survey...

The questions were appropriate for the public



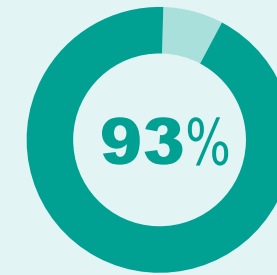
Strongly or Somewhat Agree

I had enough information to answer the questions asked.



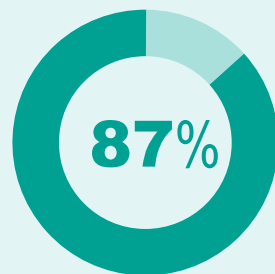
Strongly or Somewhat Agree

I had enough of an opportunity to share my views.



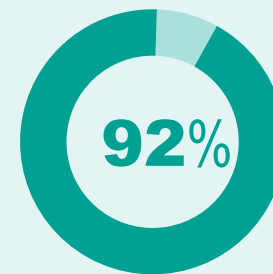
Strongly or Somewhat Agree

The information presented was clear and easy to understand.



Strongly or Somewhat Agree

I would take this survey again.



Strongly or Somewhat Agree