

Kitsilano Beach Park

Seaside Greenway Improvement Project What We Heard Report January 2022



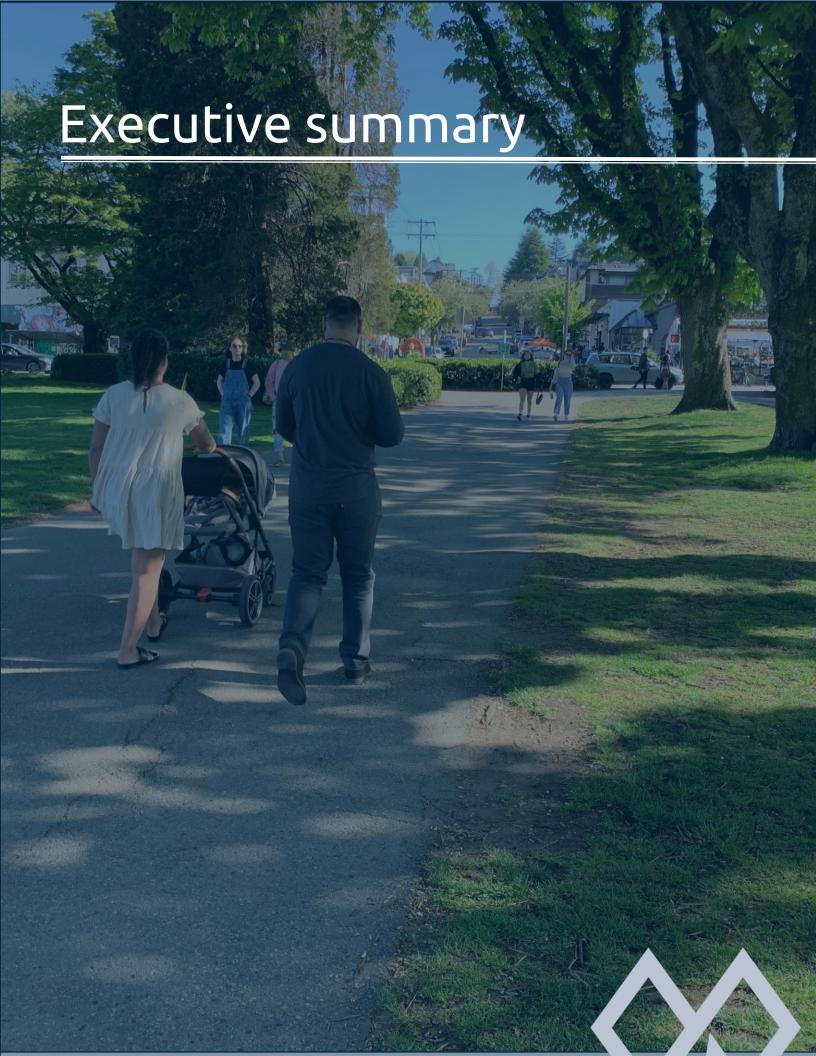


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II Executive summary

Kitsilano Beach Park is one of Vancouver's most popular parks and includes one of the only portions of the Seaside Greenway that does not separate modes of travel, such as walking, rolling, and cycling. The project team undertook public engagement from August 10 to 30, 2021, resulting in about 2,290 touchpoints with park users and residents. Engagement opportunities included an online survey, two onsite engagement pop-ups where paper surveys were available and direct stakeholder emails. The project team heard from a broad cross-section of Vancouver residents who use the park and pathway, with strong representation from the Kitsilano neighbourhood.

Altogether, over 1,200 people completed the online survey. Key characteristics of respondents include:

- Over 65% of respondents said they visit the park at least a few times a month
- Most people said they travel through the park, while many also visit the park to relax or take part in recreational activities
- Over half of respondents said they access the park by cycling and/or by walking

The survey asked respondents to identify their top three values from a list including: greenspace, parking, connections, directness, impact, and other. Safety (including accessibility) and comfort were not included in the list because these are two values that staff consider most important in park design.

Respondents' top values were **greenspace**, **connections**, **and directness**, with some variation in people's top values according to how they travel to the park, activities they do in the park, and self-reported demographic characteristics, including age, gender, and disability status.

Survey responses confirmed that safety and comfort were important values. No new values were identified by respondents who selected "other".

The project team also heard about some of the challenges people experience with the existing pathway alignment in the park and recommendations that could make their experience better.

Respondents identified the following as the top three challenges:



Conflicts between cyclists and other park and pathway users because of the shared spaces everyone occupies



Concerns about behaviour of people cycling at fast speeds, not following rules, and not sharing space with people walking and rolling



Congestion, with concerns about a high volume of all park users and competing demands for space along the pathway and in the park





Respondents shared these top recommendations when it comes to a separated cycling path connecting across the park:



This input will help staff to develop design options for a separated cycle path that is safe and comfortable for all users, including children, families, and people with reduced mobility, while reducing conflicts between park users. Different path design options will be presented in a second round of engagement in the fall/winter of 2021.



This image shows a summary of Engagement Round 1 for the Kitsilano Beach Park Seaside Greenway Improvement Project. It includes two columns. The left column reads, from the top: 2,290+ total people reached. Of 1,228 survey respondents, 84% visit the park at least a few times a month; 72% access the park by bike; 56% access the park by walking; and 45% live in Kitsilano. The right column reads, from the top: top values: greenspace, connections, and directness.





Introduction



II Introduction

Kitsilano Beach Park is one of Vancouver's most popular parks and includes one of the only portions of the Seaside Greenway that does not separate modes of travel. The Vancouver Parks Board is aware of the challenges associated with the bike and pedestrian routes in this area, and seeks to work with the public, stakeholders, and colleagues in Engineering to find solutions for everyone. After several rounds of engagement over the past 10 years, the Parks Board is now exploring options to introduce a separated cycling path. This path that will connect Balsam Street with Ogden Avenue, and includes a section within Kitsilano Beach Park. The project is led by a staff team in Park Development and is supported with engagement and communications by Argyle Communications.

The goals of this project are:

- Establishing a safer and more comfortable separated cycling path that connects Balsam St to Ogden Ave across the park for all users, including children, families, and people with reduced mobility
- Improving entryways into the park

This project includes three rounds of public engagement. The first round ('Round 1') aimed to help Parks staff understand what is important to park and pathway users regarding how they access and connect to Kitsilano Beach Park and the Seaside Greenway. Input will support the development of design options for a separated cycle path that will make it a safe and comfortable route for all users, including children, families, and people with reduced mobility while reducing conflicts between park users.

The second round ('Round 2') will present design options for a new pathway and ask park and pathway users how well each design option reflects the identified values and feedback received. Rounds 1 and 2 results will help to determine a preferred route for the new pathway, which will be presented in a third round of engagement ('Round 3') for path design fine-tuning and approval.

This report presents a summary of findings from Round 1 of engagement and how ongoing stakeholder and public engagement is informing the project throughout planning and design (see Figure 1: Project timeline).

Figure 1: Project timeline







Round 1 engagement objectives and approach

The objectives of Round 1 of engagement included:

- Gather feedback from the public on what values should guide project decision making and what important considerations should be reflected through option design and refinement
- Listen and learn from a broad-cross section of communities, including local residents, local businesses and various pathway and park users
- Proactively communicate key project information to communities while responding to media and issues management considerations in a timely manner

Round 1 of engagement was open from August 10-30, 2021. To meet the above engagement goals while considering the limitations due to COVID-19, the project team developed a hybrid approach, including a project information page and online survey using the City's Shape Your City platform, onsite engagement (two pop-up events in the park on August 14 and 17), and targeted stakeholder communications.

Information about the project and Round 1 engagement was shared through Park Board social media, direct emails to stakeholders, on-site signage, posters at the Kitsilano Community Centre, and postcards to approximately 4,400 residents within 4-5 blocks of the park.

The survey was open on the Shape Your City engagement platform from August 10 to 30, 2021, resulting in 1,227 responses. The survey included 15 questions separated into three parts (see Appendix B: Online survey questions):

- Part 1 asked about experiences and activities in Kitsilano Beach Park;
- Part 2 asked respondents to identify their top three values when considering the location of a separated cycle path through Kitsilano Beach Park, to share any challenges they have experienced travelling in and around Kitsilano Beach Park, and their number one recommendation when it comes to a separated cycle path connecting across Kitsilano Beach Park;
- Part 3 asked for demographic information to help staff best understand who was completing the survey and to ensure the feedback was representative of the community.

Details of communications and engagement tactics are included in Appendix C and a summary is in Figure 2.





Figure 2: Round 1 engagement touchpoints



As part of engagement, the project team connected with the City of Vancouver's Transportation Department and they received 90 emails to the "Room to Move" inbox about the Arbutus Street bike path, which runs along the east side of Kitsilano Beach Park. A summary of the comments received by email is included in Appendix D.

What we heard

To understand what values are most important to users of park and pathways, the Round 1 survey asked a series of questions about experiences (Part 1) and values (Part 2). Detailed summaries of survey responses are included in the following sections.

Part 1: Experiences

In order to understand how people are currently using the park and pathway, the survey began with three questions about respondents' experiences.

Frequency of visiting the park

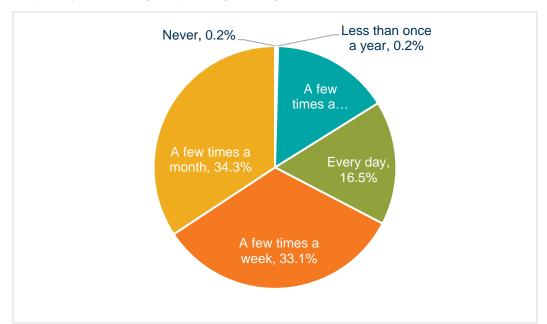
Question 1: How often do you visit or pass through Kitsilano Beach Park? (n=1,227)

This question was asked to learn about how often visitors pass through Kitsilano Beach Park. There was a mix of responses. Less than 2% shared that they "never" visit the park, or visit "less than once a year", while 34.3% shared that they visit "a few times a month" and 33.1% responded that they visit 'a few times a week'. For more details, please refer to Figure 3 below.





Figure 3: Frequency of visiting or passing through Kitsilano Beach Park





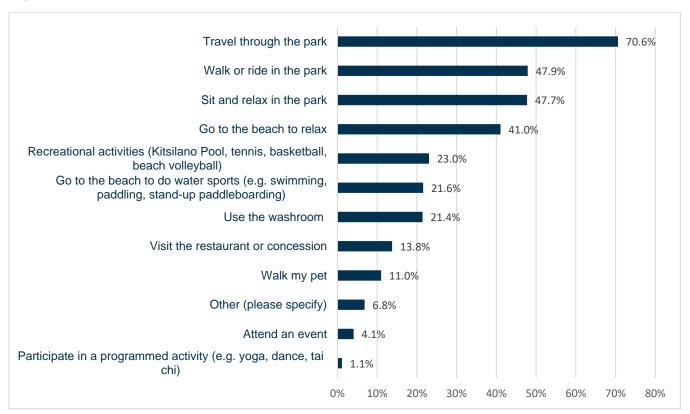


Activities in the park

Question 2: What do you usually do in the park? Please select the top four. (n=1,227)

Respondents were asked to select their top four responses to the question "what do you usually do in the park". 70.6% of respondents selected "travel through the park" as part of what they usually do in the park, and less than 2% of respondents selected "participate in a programmed activity (e.g. yoga, dance, tai chi)". For more details, please refer to Figure 4 below.

Figure 4: Activities in Kitsilano Beach Park



Survey respondents were provided with a variety of options to choose when answering the question about what they usually do in the park. Most respondents said that they 'travel through the park', suggesting that the design, location, and alignment of the pathway are important. Many said they 'walk or ride in the park', 'sit and relax in the park', or 'go to the beach to relax'. Fewer respondents answered that they go to the park to participate in 'recreational activities', 'go to the beach to do water sports', or 'use the washroom'. Very few respondents shared that they go to the park to 'visit the restaurant or concession', 'walk [their] pet', 'attend an event', 'participate in a programmed activity', or for other activities that were not listed as a multiple-choice option.

The project team also sought to understand how people who self-identified as having a visible or invisible disability (7.6% of total respondents) use the park. Of this group, most respondents reported





that they "travel through the park", followed by "sit and relax in the park", "walk or run in the park", and "go to the beach to relax".

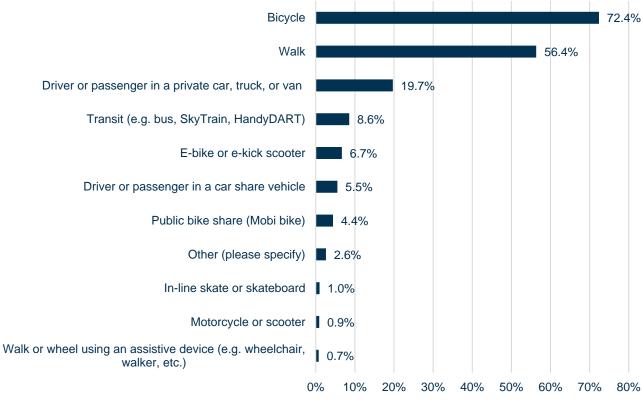
Please see **Appendix E: Diving deeper to understanding people's value choices** for a full summary graph of these responses.

Primary mode of travel to the park

Question 3: How do you usually get to the park? Please select the top three. (n=1,227)

This question was asked to understand the most popular ways for visitors get to Kitsilano Beach Park. We learned that one of the most popular ways for respondents to visit the park was by "bicycle", while one of the least popular ways was by in-line skate or skateboard. For more details, please refer to Figure 5 below.

Figure 5: Transportation mode to get to the park



When asked this question, over half of respondents answered that they access the park by bicycle, and/or by walking. Fewer respondents shared that they access it by private vehicle or transit. A small number of respondents shared that they access the park by e-bike, e-kick scooter, car share, public bike share, in line skate or skateboard, motorcycle or scooter, or by walking or wheeling using an assistive device.





Part 2: Values and priorities

Separated paths for walking, rolling, and cycling must be safe and comfortable for everyone. To understand what is most important to residents when it comes to a separated cycling path, the survey asked a series of questions about values and priorities. Respondents were asked to identify their top three values in addition to 'Safety' and 'Comfort', which were identified as top priorities for staff in terms of cycle path design. The value of 'safety' is defined as "provide safe and accessible pathways for people walking, rolling, and cycling while minimizing conflict between pathway users" and the value of 'comfort' is defined as "creating separate spaces for people walking, rolling, and cycling so that everyone can move at their own pace". The set of values were based on best practices in cycle path design, existing park uses, and previous engagement for this pathway, including with nearby residents, business owners, and cycling advocacy organizations. Responses are summarized below.

Question 4: Please read the following list and identify up to three values that you think are the most important when it comes to a separated cycle path in Kitsilano Beach Park. Please select up to three. (n=1,227)

- Greenspace preserving existing open space and trees as much as possible
- Parking maintaining convenient parking for people driving to and from the beach
- **Connections** provide clear connections between the path, park entryways, the beach and park amenities (pool, sport courts, concession) for all park users
- **Directness** make sure the separated cycle path is as direct and seamless as possible across the park
- **Impact** minimizing disruption to all those who use the park, including events and businesses operating in the park
- Other please describe

The top values selected were 'Greenspace', 'Connections', and 'Directness'. Figure 6 shows a full breakdown of responses.





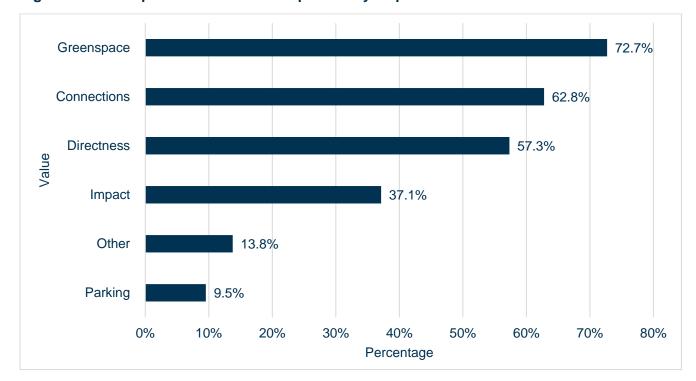


Figure 6: Most important values for a separated cycle path

The total percentage of values will not equate to 100% because participants were able to check up to three boxes to indicate their top values.

The most popular values were 'Greenspace' (72.7%), 'Connections' (62.8%), and 'Directness' (57.3%). Less popular values were 'Impact' (37.1%), 'Other' (13.8%), and 'Parking' (9.5%).

It is important to note the survey provided a list of values with associated definitions; these values may hold different meanings to different park visitors. Therefore, the project team included the option to choose 'Other' and describe additional values; 169 respondents selected this option. More than half of the 169 respondents spoke to the importance of 'Safety' and 'Comfort'. Several respondents also reiterated the importance of parking, greenspaces, connections, and directness of pathways.

The following is a list of themes that came up from the 'Other' category, in order of frequency:

- 1. Safety
- 2. Comfort
- 3. Greenspace
- 4. Connections
- 5. Impact
- 6. Directness
- 7. Parking





Understanding value choices

Understanding that there are many factors that influence people's values, the project team looked at subsections of the survey respondent population (based on responses to demographic questions). This helped understand whether there were differences in people's value choices based on their personal experiences. Full results of this analysis are included in **Appendix E: Understanding people's value choices.**

Top values by mode choice

- Those who usually get to the park via bicycle, e-bike, e-kick scooter, and transit, selected 'Connections', 'Greenspace', and 'Directness' as the most important values. The least important values they selected were 'Impact' and 'Parking'.
- Those who usually get to the park via walking selected 'Greenspace' and 'Connections' as their top values. 'Directness', 'Impact', and 'Parking' were less important to those who usually get to the park by walking.
- The top values for those who usually get to the park by driving in a personal vehicle included 'Greenspace', 'Connections', 'Impact', and 'Directness'. Although 'Parking' was the least important value, a higher number of participants selected this option compared to other modes.

Top values by activities in the park

- The top values for those who usually travel through the park, sit and relax in the park, and do recreational activities at the park, include 'Greenspace', 'Connections', and 'Directness'.
 'Parking' and 'Impact' were the least popular values.
- For those who usually walk or run in the park as one of their top activities, 'Greenspace' and 'Connections' were the most important values, while 'Directness' and 'Impact' were less important. The least important value was 'Parking'.
- The top values for those who usually go the beach to relax chose 'Greenspace' and 'Connections' as the most important values. Many respondents also selected 'Directness' and 'Impact' as their top values. 'Parking' was the least popular value selected.

Top values by age group

- Regardless of age group, people prioritize 'Greenspace', except for 30-39- and 40–49-year-olds who give it the same priority as 'Connections' and 'Directness'.
- Older age ranges seem to correlate with a higher priority of 'Impact' increasingly, but it only meets the top three values (greenspace, connections, and directness) in ages 60+.
- All groups identified 'Parking' as the lowest priority, other than ages 13-18 and those who chose 'Prefer not to say'.

Top values by gender

 Regardless of gender group, people prioritize 'Greenspace' followed by 'Connections' and 'Directness'.





• Those who identified their gender as 'None of the above' tended to prioritize 'Parking' more highly than the other groups, for whom this was the lowest value.

Top values by disability status

- For those who identified as having a disability, 'Greenspace' was the top value followed by 'Connections' and 'Directness'.
- Notably, 'Parking' was slightly higher for those with a disability/disabilities that impact their mobility.

Question 5: Please tell us if we have missed anything that should be considered in determining the location of a separated cycle path. (n=672)

To understand whether there were additional considerations that were important to respondents, we asked whether there was anything we missed. Of the 593 responses, there were 672 separate comments, 17% of which spoke to the location of the bike path, with some questioning whether there is a need for a separate bike path and others suggesting that it would be better to locate the path on adjacent roads or around the perimeter of the park. Altogether, 8% of comments said a bike path through the park is not needed or wanted, 6% would prefer to have a path on the road, and 2% would prefer to have a path around the park perimeter.

"Whether it is necessary at all. I would say no. Recent improvements in parking lot are good enough. I regularly cycle through with my five year old with no concerns. Leave it alone."

"Why does the proposed path have to cross behind the tennis courts? Keep the path on the outermost perimeter. Do not cut through the parking lot or tennis courts. Keep it on the outside of the park all the way south to Cornwall."

We also heard a desire to accommodate different modes of travel through the park. 9% of respondents said they would like to see separated spaces for bikes and pedestrians to reflect different travel speeds.

"Signage/ speed limits to keep bicycles off the pedestrian paths. There are respectful bikers who are not a problem and bikers who think pedestrians especially children are an annoyance and go as fast as possible past the beach."

"I'm happy for it to be further from the beach to reduce potential for bike-pedestrian collisions for those traveling through the park."

Safety at Kitsilano Beach Park was also mentioned by 8% of respondents. Specifically, respondents shared that there they would like to see the safety of cyclists, pedestrians, and children prioritized.





"Safety for people on bikes, especially separation from motor vehicles; allowing good water and park views for people on bikes."

The table below provides a more detailed breakdown of the considerations that respondents raised regarding the location of a separated cycle path. Please see **Appendix F**: **Detailed survey response themes** for a detailed breakdown of open-ended responses.

Table 1: Additional considerations in determining the location of a separated cycle path (n=672*)

Main theme	Sub-theme	Percentage of comments
Location of bike path	Includes preferences for no bike path, bike path on the road, and bike path around the park perimeter	17%
	Prefer no bike path in the park – not needed or wanted	8%
	Prefer bike path on the road	6%
	Prefer bike path around the park perimeter	2%
Separation of transportation modes	Desire for separate spaces for bikes and pedestrians	9%
Safety concerns	Prioritize safety for cyclists, pedestrians, children (e.g., exits, blind spots, crossings, avoid playground)	8%
Other responses	Other (too few to categorise / not relevant to the question)	13%

^{*}While 593 survey respondents answered this question, there were a total of 672 comments.

Question 6: What challenges have you experienced (if any) related to travelling in and around Kitsilano Beach Park? (n=1,316)

To learn about any obstacles or difficulties that Kitsilano Beach Park visitors encounter, we asked them to share any challenges they have related to traveling in and around the park (see Table 2 for the top challenges). The main challenge raised was shared spaces in the park: 17% of the 1,316 comments to this question referred to general conflicts between cyclists and pedestrians.

"Difficulties on the few areas where walkers and bikers share the same path."

"Conflict between bikes and pedestrians. Very unclear and even unsafe bike options for traversing the park)"





The team noted that 20% of comments referenced park users' behaviour (including that of cyclists, pedestrians, and drivers). Within that group, 12% of comments mentioned concerns about the behaviour of cyclists, with speed and not yielding to people walking and wheeling being the top concerns.

"The cyclists do not follow the road rules and stop signs. Parking can be challenging but it is important to have vehicle access especially for the disabled."

Congestion was another major theme: respondents noted that there is a high volume of all park users, often leading to crowdedness along the bike route.

"Crowds on bike route, not enough room for pedestrians, cyclists, and room to pass slower cyclists..."

In addition to the top challenges, we heard comments about **connections and directness**, which were the second and third top value. Some respondents who reporting cycling to park cited concerns about the existing pathway and a desire for better connections to other cycling routes:

"...not always the most direct path, lots of car traffic as well."

"Unsafe Balsam / Cornwall bike connection to Balsam (desire line path is safer)."

A few comments indicated preference for a direct bike path through the park to address challenging intersections and/or lack of connectivity:

"The end of the bike path at the corner of Balsam and Cornwall is extremely dangerous for bikers going east. Have to cross oncoming traffic at the top of a hill and turn left into a narrow opening!! Cut across path is much safer."





Table 2: Challenges related to travelling in and around Kitsilano Beach Park (n=1,316*)

Main theme	Sub-theme	Percentage of respondents
Shared spaces in the park	Conflicts between cyclists and pedestrians	17%
Behaviour of park users	Behaviour of cyclists (speeding, not following rules of the road)	12%
Congestion in the park	High volume of all users - pedestrians, bikes, rollers, vehicles	10%

^{*}While 998 survey respondents answered this question, there were a total of 1,316 comments.

Part 3: Ideas and recommendations

Finally, the project team asked people to share their recommendations for a separated cycle path.

Question 7: What is your number one recommendation when it comes to a separated cycle path connecting across Kitsilano Beach Park? (n=1,010)

We received a total of 1,010 responses from 997 survey respondents. Overall, respondents had a variety of recommendations to share when it comes to a separated cycle path connecting across the park. Clear signage, a bike path around the perimeter of the park, as well as a separate bike path for pedestrians, emerged as the top three recommendations (outlined in Table 5). A full list of recommendations, including alignment, design, and location suggestions can be found in **Appendix H: Complete list of recommendations.**

The top recommendation was for clear signage, with recommendations ranging from **more signs**, to creating well-defined crossings for pedestrians, to ensuring that signage that is intuitive for different types of cyclists, including people commuting and cycling for recreation. Specific ideas included:

"Clear demarcation of bike lanes (maybe coloured pavement?) so people don't walk on them, and clearly marked crossings (I bet cyclists will go faster through these areas once there is dedicated space)."

"Lots of signs, make it easy to know where the path take you and who can take it."

"No overlapping paths, so yes is BLATANTLY clear where the cyclists should be!

And signage for roller blades, skateboards also."

We also heard many recommendations to **move the bike path to be outside the park, around its perimeter, and/or on adjacent roadways**. Relatedly, some respondents would like to see pathways through the park reserved for pedestrians, requiring cyclists to dismount and walk their bikes through these areas.





Some respondents shared general ideas on **pathway alignment/orientation**, with some referring to recent changes to nearby parks:

"Make it reasonably straight with nice views. The city did a good job in Charleson Park recently, so copy the design cues from there..."

"Consideration of a street 'bypass route' to accommodate both slower and faster cyclists (think of the roadway bypass to the south False Creek Seaside Greenway along Lamey's Mill Road, Charleson, etc)"

Finally, many respondents expressed a desire to **separate the bike path from pedestrian routes**. This included suggestions related to safety concerns and conflicts between cyclists and pedestrians. Several respondents also spoke to the need for a separated path to connect with existing cycling paths in the network.

"Keep pedestrians and cyclists as separated as possible to reduce potential conflict and a speed limit"

"The more separate bikes and pedestrians can be kept, the safer it will be for everyone."

"Double up the existing path with a separated bike path and have it connect well with the surrounding bike network."

Table 3: Recommendations for a separated cycle path across Kitsilano Beach Park (n=1,010*)

Recommendations	Percentage of respondents
Clear and/or more signage	14%
Locate bike path outside of park / around perimeter / on road	10%
Bikes should be on the road	6%
Have bike lane around the park perimeter	2%
Bikes should be outside of the park	1%
Separate bike path from pedestrian traffic	9%

^{*}While 997 respondents answered this question, there were a total of 1,010 comments.





Who we heard from

To understand who was participating in engagement, the project team asked survey respondents a series of questions about how they identify. Respondents were mainly people who live in Kitsilano and nearby neighbourhoods. In terms of transportation mode, most respondents reported that their main mode of travel is cycling, followed by walking, followed by driving private vehicle. Regarding household composition, most said they do not have children under 19 in their household. Most respondents were people of European descent.

A full summary is included in **Appendix G: Demographic responses.** Please note that all demographic questions included a "prefer not to say" option.

Question: Which neighbourhood do you live in?

44.5% respondents to this question identified that they currently live in the Kitsilano neighbourhood, while 10.7% of respondents indicated that they live in the Fairview neighbourhood, located to the south east of the park.

Question: What are your main mode(s) of travel? (i.e. How do you most often get to work, school, and other activities?). Select up to two.

When it came to main mode(s) of travel, 61.6% of respondents shared that they travel by bicycle, while 57.5% of respondents shared that they travel by walking. The next most popular option of traveling is as a 'driver or passenger in a private car, truck, or van', as 34.5% of respondents indicated that they travel this way.

Question: How do you describe your gender identity?

44.8% of participants identified as a man, while 47.3% of respondents identified as a woman.

Question: Do you have children under the age of 19 in your household?

75.3% respondents shared that they do not have children under the age of 19 in their household.

Question: Which age group do you belong to?

Over 75% of respondents who participated in our engagement shared that they are over the age of 30. The most represented age category was 30-39 years (23.5%), followed by 40-49 years (18.9%). Few respondents reported being below 30 years of age, with 9.8% between 20-29 years and less than 1% between 13-18 years.

Question: What do you consider your main ethnic origin or that of your ancestors? Please select all that apply.

72.5% of respondents shared that they were of European decent.



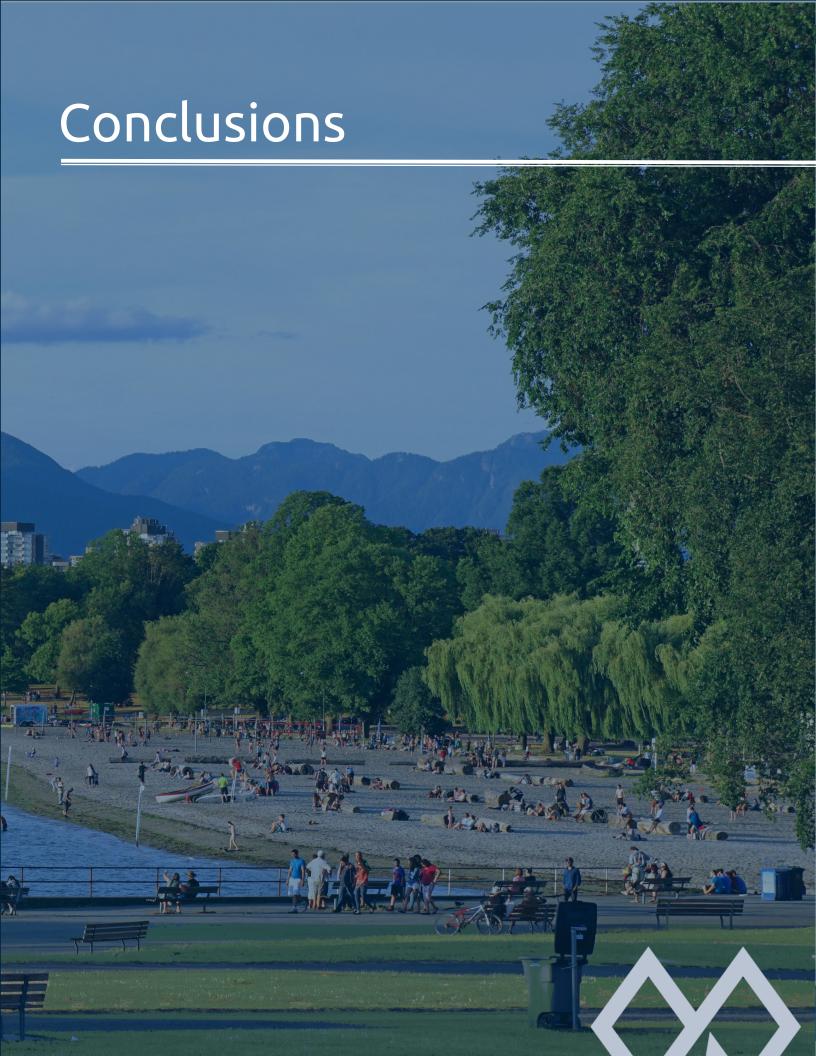


Question: Do you identify yourself as having a disability?

4.1% of respondents identified that they do have a disability/disabilities that impact their mobility, while 3.5% of respondents identified that they have a disability/disabilities that don't impact their mobility. Most respondents responded that they do not have a disability.







II Conclusions and next steps

Overall, the City was able to have nearly 2,300 touchpoints with residents during the engagement period of August 10-30, 2021. Engagement opportunities included an online survey, two on-site engagement pop-ups, and direct stakeholder emails. This allowed to the project team to hear from a broad cross-section of Vancouver residents, with strong representation from the Kitsilano neighbourhood.

Engagement results revealed that across the board, people value greenspace, connections, and directness, with some variation in people's top values according to how they travel to the park, activities they do in the park, and self-reported demographic characteristics, including age range, gender, and disability status. We heard that congestion and conflict between park users are top challenges, and that there are some concerns about park user behaviour, including cyclists travelling too quickly and not sharing space with other pathway users. We also heard that there are challenges with signage and understanding where to go as a cyclist, with the main suggestion being to have the pathway around the perimeter of or along adjacent roadways to Kitsilano Beach Park.

This feedback about top values and priorities is valuable and will be considered as the City works to develop cycle path route options that address the concerns identified. Results from this round of engagement will feed into the proposed route options to be presented in a second round of engagement in the fall and winter of 2021. During this second round of engagement, members of the public will be invited to review and share feedback on proposed alignment options, with a planned decision from the Park Board in early 2022.





Appendices

Appendix A: List of stakeholders

- Accessible City (subcommittee of the Persons with Disabilities Advisory Committee)
- Transportation Advisory Committee
- HUB
- Boathouse Restaurant
- KPRA
- Kits Fest
- Polar Bear Plunge / Special Olympics BC
- Kitsilano Neighbourhood House
- All Access Adventures
- FastLane Swim
- Kits Beach Tennis Club
- Mat Collective Yoga
- Vancouver Water Adventures
- Volleyball BC
- BC Wheelchair Sports Association
- Vancouver Open Water Swim Association (VOWSA)
- Kitsilano Yacht Club
- Kitsilano 4th Avenue BIA
- False Creek Residents Association
- False Creek South Neighbourhood Association





Appendix B: Online survey questions

Section 1: Questions about your experience

For this set of questions, we would like to hear about your experiences travelling to and spending time in Kitsilano Beach Park.

- 1. How often do you visit or pass through the park?
 - Please select one:
 - i. Everv dav.
 - ii. a few times a week,
 - iii. a few times a month,
 - iv. a few times a year,
 - v. Less than once a year
 - vi. Never
- 2. What do you usually do in the park?
 - Please select all that apply:
 - i. Travel through the park
 - ii. Walk or run in the park
 - iii. Walk my pet
 - iv. Sit and relax in the park
 - v. Go to the beach to relax
 - vi. Go to the beach to do water sports (e.g. swimming, paddling, stand-up paddleboarding)
 - vii. Recreational activities (Kitsilano Pool, tennis, basketball, beach volleyball)
 - viii. Visit the restaurant or concession
 - ix. Attend an event
 - x. Participate in a programmed activity (e.g. yoga, dance, tai chi)
 - xi. Use the washroom
 - xii. Other: please describe [free text]
- 3. How do you usually get to the park?
 - Please select all that apply:
 - i. Walk
 - ii. Walk or wheel using an assistive device (e.g. wheelchair, walker etc.)
 - iii. Bicycle
 - iv. E-bike or e-kick scooter
 - v. Public bike share (Mobi bike)
 - vi. In-line skate or skateboard
 - vii. Transit (e.g. bus, SkyTrain, HandyDART)
 - viii. Driver or passenger in a private car, truck, or van
 - ix. Driver or passenger in a car share vehicle
 - x. Motorcycle or scooter
 - xi. Other (please specify)





Section 2: Your values and priorities

It is our priority to make sure that separated paths for walking, rolling, and cycling are safe and comfortable for everyone:

- Safety provide safe and accessible pathways for people walking, rolling, and cycling while minimizing conflict between pathway users
- Comfort creating separate spaces for people walking, rolling, and cycling so that everyone can move at their own pace

We are looking for your feedback on priorities for the location of a separated cycle path through Kitsilano Beach Park. We encourage you to draw from your experiences accessing and using the path and park, and think about what works well and what could be improved.

4. Values are ideas about what is important or desirable. Identifying your values will help us to understand what is important to you when it comes to creating design options for the separated cycle path.

Please read the following list and identify up to 3 values that you think are the most important when it comes to a separated cycle path in Kitsilano Beach Park. (Please select up to 3.)

- Greenspace preserving existing open space and trees as much as possible
- Parking maintaining convenient parking for people driving to and from the beach
- Connections provide clear connections between the path, park entryways, the beach and park amenities (pool, sport courts, concession) for all park users
- Directness make sure the separated cycle path is as direct and seamless as possible across the park
- Impact minimizing disruption to all those who use the park, including events and businesses operating in the park
- Other please describe
- 5. Please tell us if we have missed anything that should be considered in determining the location of a separated cycle path. [free text]
- 6. What challenges have you experienced (if any) related to travelling in and around Kitsilano Beach Park? [free text]
- 7. What is your number one recommendation when it comes to a separated cycle path connecting across Kitsilano Beach Park? [free text]

Section 3: About you

It's important to us that we hear from a diverse group of people and perspectives. The following questions help us determine how the feedback we receive represents the community.

- 8. What is your postal code?
- 9. Which neighbourhood do you live in? (list of neighbourhoods in Vancouver)
- 10. What are your main mode(s) of travel? (i.e. How do you most often get to work, school, and other activities?). Select up to two
 - Walk





- Walk or wheel using an assistive device (e.g. wheelchair, walker etc.)
- Bicycle
- E-bike or e-kick scooter
- Public bike share (Mobi bike)
- In-line skate or skateboard
- Transit (e.g. bus, SkyTrain, HandyDART)
- Driver or passenger in a car, truck, or van
- Motorcycle or scooter
- Other (please specify)
- 11. How do you describe your gender identity?
 - Woman
 - Man
 - Non-binary/gender diverse
 - Prefer not to say
 - None of the above. I identify as:
- 12. Do you have children under the age of 19 in your household?
 - Yes/No/Prefer not to say
- 13. Which age group do you belong to?
 - 13-18 years
 - 19-29 years
 - 30-39 years
 - 40-49 years
 - 50-59 years
 - 60-69 years
 - 70+ years
 - Prefer not to say
- 14. What do you consider your main ethnic origin or that of your ancestors? Select all that apply.

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.

- Indigenous (First Nations, Metis, Inuit)
- European (e.g. British Isles, German, French, Greek, etc.)
- Asian (e.g. Chinese, Filipino, Korean, etc.)
- South Asian (e.g. Punjabi, Indian, Pakistani, etc.)
- Central/South American (e.g. Mexican, El Salvadorian, Argentinian, etc.)
- African (e.g. Moroccan, Ghanaian, South African, etc.)
- Middle Eastern (e.g. Lebanese, Iranian, Syrian, etc.)
- Caribbean (e.g. Cuban, Jamaican, Bajan, etc.)
- Oceanian (e.g. Australian, New Zealander, etc.)





- Prefer not to say
- None of the above. I identify as:

15. Do you identify yourself as having a disability?

We recognize that people with disabilities may have specific needs as they interact with our parks and pathways. This question helps us understand if we're hearing from and reflecting the diversity of park users.

- Yes, I have a disability/disabilities that impact my mobility.
- Yes, I have a disability/disabilities that do not impact my mobility.
- No, I do not have a disability.
- Prefer not to say
- Other (please describe) [free text]





Appendix C: Communications and engagement tactics

Stakeholder communications

The project team identified key audiences and stakeholders early in the project. The purpose was to ensure that key stakeholder groups receive tailored outreach for meaningful opportunities to be consulted and involved in Round 1 of engagement. This involved outreach to stakeholder and advocacy groups, residents' associations, businesses, and park users.

Recognizing the existing relationships and the sensitivities during past engagements related to potential pathway improvements at Kitsilano Beach Park, it was important to conduct inclusive engagement that reached a broad range of park users both from the adjacent neighbourhood and across the city. This round of engagement included consideration for communication and outreach tactics to encourage participation, described below.

Table 4: Engagement tactics

Tactic	Description
Online engagement via Shape Your City (SYC)	The City's online engagement platform was used as the go-to location for input from key stakeholders and the general public. The site included key information, project updates, visuals (e.g., timeline, area map) and the online survey where people could share their values and priorities to inform the alignment options being considered in this phase. All social media posts, digital, and print materials directed people to this one central hub. FAQs were also included to provide easy access to commonly asked questions and concerns heard during the engagement.
Direct stakeholder emails	Prior to the launch of Round 1 of engagement, notification emails were sent to key stakeholders to support ongoing communication and relationship-building. These emails invited input from respective stakeholder organization members through SYC and welcomed ongoing conversations through the engagement process. The list of stakeholders who received direct emails is included in Appendix A: List of stakeholders.
Social media engagement	The engagement opportunities were shared on the Parks Board social media channels, which included Twitter, Facebook, and Instagram. Social media posts resulted in a total of 41,000+ impressions, including 27,000 impressions from organic posts and 14,400+ impressions from Facebook Ads that were targeted to people living nearby and who expressed cycling-related interests.
On-site signage	Signage was placed along the pathway in Kitsilano Beach Park to inform park and greenway users, nearby residents, and visitors of the project, directing them to engage via the SYC site.
Posters in Kitsilano Community Centre	Posters informing Kitsilano Community Centre visitors were installed to invite participation in the engagement.





Postcard mail drop

Approximately 4,400 postcards were distributed to residents living in the area west of Burrard St, east of MacDonald and north of W 4th Avenue – about a one-kilometer radius around Kitsilano Beach Park.

Engagement with Rights Holders

xwməθkwəyəm (Musqueam), Skwxwú7mesh (Squamish), and səlilwətał (Tsleil-Waututh) First Nations have been notified of the project and invited to participate in the engagement process in whatever way they would like; however, the pandemic has constrained each Nation's capacity to participate in a number of projects including this one. Consequently, there has been limited engagement with the Nations. For this reason, the scope of changes proposed by this project will be limited, and a future master planning process will allow for deeper collaboration with rights holders.

Data collection

Online survey

An online survey was open on the Shape Your City engagement platform from August 10 to 30, 2021, resulting in 1,227 responses.

The survey was separated into three parts and included 15 questions, which are listed in **Appendix B**: **Online survey questions.**

- Part 1 consisted of three multiple-choice questions asking about experiences and activities in Kitsilano Beach Park.
- Part 2 of the survey comprised four questions asking about values and priorities. This included a question asking respondents to identify their top three values when considering the location of a separated cycle path through Kitsilano Beach Park. Respondents were asked to identify their top three values in addition to Safety and Comfort, which were identified as top priorities for staff in terms of cycle path design. Respondents were asked to share any challenges they have experienced travelling in and around Kitsilano Beach Park, and their number one recommendation when it comes to a separated cycle path connecting across Kitsilano Beach Park.
- To best understand who was completing the survey and to ensure the feedback was representative of the community, the survey also included a Part 3 where demographic information was collected.

On-site engagement

As part of this round 1 of engagement, two pop-up style on-site engagement events were conducted, following COVID-19 safety protocols. The purpose of these activities was to connect with people in a friendly way, to share information about the project, answer peoples' questions, ask people to fill out the survey, and hear feedback and ideas for the project. This activity included intercept-style conversations with park and pathway users.

The on-site engagement events took place over two days and were located at the intersection of Yew Street pathway with the pathway to the Kitsilano Beach Park parking lot, in order to engage with people spending time at the park and using the pathway. The summary of engagement is as follows:





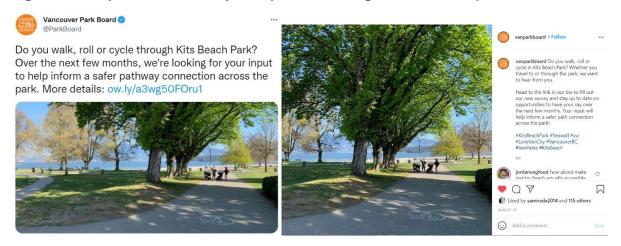
- Saturday, August 14, 2021, 11am 3pm: Engaged with over 85 people
- Tuesday, August 17, 2021, 4pm 7pm: Engaged with over 45 people

Two paper surveys were completed and then entered into the Shape Your City platform to be included in the full results that follow.

Social media posts

The project team promoted engagement (directing people to the online survey) through a series of social media posts on the Park Board's Twitter, Instagram, and Facebook pages (see examples of post content in Figure 7). Table 5 shows a summary of the social media posts shared on these channels. The project team also sought to reach specific populations, including people living near Kitsilano Beach Park and people who may be interested in cycling and related topics through two "boosted" Facebook posts during the engagement period; this post reach is summarized in Table 6, below.

Figure 7: Sample social media posts (Twitter, Instagram, Facebook)



The project team promoted engagements with social media posts on Facebook, Instagram, and Twitter. The following table provides results from each post.

Table 5: Summary of organic social media posts

Social media platform	Post date (2021)	Results
Twitter Post	August 10	9,737 impressions220 engagements
Instagram Post	August 10	116 likes2,904 reach3,158 impressions
Facebook Post	August 20	 2,800 reach
Twitter Post	August 28	 8 retweets 1 quote tweet 15 likes 8,496 impressions 228 engagements





Instagram Post	August 29	• 90 likes
		 2,577 reach
		 2,808 impressions

The project team sought to reach specific populations by "boosting" Facebook posts during the engagement period. The following table includes boosted post results.

Table 6: Summary of "boosted" Facebook posts

Social media platform	Post date (2021)	Results
 Boosted to those who indicated interest in cycling, mountain biking, physical exercise, recreation, etc. 	August 10	 6,696 reach 428 post engagements 167 link clicks 141 post reactions 25 post shares
 Facebook Ad 2 Boosted to those located within a 1km distance of Kitsilano Beach Park 	August 20	 7,731 reach 457 post engagements 340 link clicks 69 landing page clicks 25 post shares

Analysis approach

To understand who was responding to the survey and how demographic indicators might impact responses, the project team looked at demographic responses, multiple choice responses, and crosstabulations to see if characteristics such as mode choice, age, gender, and disability status impacted responses. The project team brought in an external, third-party consultant to analyze and categorize open-ended responses to identify themes and trends.

Engagement limitations

Given that most engagement happened online via an online survey, it is important to note that the responses included in this report represent those individuals who elected to participate and cannot be generalized for a larger population. As part of data analysis, duplicate responses have been removed and verbatim responses have been redacted to remove any personal information.

Challenges and mitigation strategies

Given the engagement goal to reach Vancouver residents at large, and to hear from people using the park and pathway, the project team sought to make engagement as inclusive as possible. This involved recognizing the challenges of reaching people in a mainly virtual environment and developing strategies to address them. These challenges and strategies are summarized below.





Table 7: Challenges and mitigation strategies

Challenge

Mitigation strategies

Engaging virtually under COVID-19 restrictions

Some people may not have access to the technology required for online engagement.

- It can be hard to reach beyond people who are already interested and aware of the project.
- Distribute postcards and install signs in the park to let people know about the project and how they can be involved.
- Ensure messaging is inclusive to people of different ages, experiences, and interest levels.
- Offer paper surveys at on-site engagement and upon request.
- Host on-site engagement to reach park and pathway users, adhering to COVID-19 safety procedures.
- · Gain broader reach with social media.
- Ensure that engagement questions are relevant to all park and pathway users.

Communicating the purpose of engagement

Addressing confusing or uncertainty around the purpose of engagement.

- Clearly share the purpose and potential outcomes of engagement in all communications materials.
- Communicate the opportunity to find solutions to improve pathway experience for all users.
- Share timelines and decision points as part of project communications.

Ensuring engagement is broad and inclusive

People living outside of Kitsilano, but who use the park frequently, may not feel included in the engagement process.

Local residents may not understand the purpose of engaging with residents outside of the neighbourhood.

Engagement could become interestdriven and exclude quieter voices.

- Initiate conversations with stakeholder representatives early in the process to understand how they would prefer to be involved in the engagement process.
- Use the Park Board's social media channels and Shape Your City engagement platform to invite Vancouverites at large to participate.
- Have on-site engagement to speak directly with park users
- Proactively communicate with local stakeholder groups and explain the purpose of broad engagement to hear diverse perspectives from all park and pathway users.
- Give context to this project by connecting it to broader, city-wide efforts to provide equitable parks and recreation opportunities.
- Listen and acknowledge interest-driven topics without allowing them to dominate.
- Include optional demographic questions in the online survey to understand who was participating and who might be missing.





Appendix D: Summary of "Room to Move" emails

Since the public launch of the Kitsilano Point Temporary Bike Path in early August, the Transportation Design (TDE) Room to Move inbox (roomtomove@vancouver.ca) received emails from 90 individuals with their comments regarding this project. Emails were coded and then subdivided by the theme of their comments which yielded 113 different comments or concerns. These were then categorized into four main categories: (1) neighbourhood traffic concerns; (2) street/bike path design; (3) parking concerns; and (4) other generalized comments. These concerns, as well as their corresponding totals, are shown in the following table.

Table 8: Summary of comments from "Room to Move" emails

Comments	Count
Neighbourhood traffic calming	50
Increased traffic on local laneways and surrounding streets due to traffic needing to divert off of Arbutus due to one-way restrictions.	25
Request for better local neighbourhood traffic management including addition of stop signs at intersections or full traffic signals on Cornwall.	15
Request to make Arbutus two-way again.	8
Request to make Arbutus one-way all the way north to McNicoll to reduce conflicts at the north of Arbutus.	2
Street and cycle path design	21
Access to Kits Point for longer and larger vehicles (garbage trucks, delivery vehicles, trailers for watercraft) has been significantly more challenging due to one-way access, roundabouts, and congested laneways.	10
Move EV charging station off Arbutus to enable two-way travel on the street.	5
Extend sidewalk on the west side of Arbutus to include bike path and to retain two-way travel on the road.	3
Move public bike station	3
Parking concerns	12
Bike path takes up a significant amount of visitor parking; this means that more visitors must loop around Kits Point and hope for parking in local neighbourhoods which increases local traffic.	10
Modo parking spot needs to be better indicated and protected.	2
Other general comments	30
Observed improvements for cycling safety and comfort; noted improvements for children and families	12
Resident not in support – no specific comments/rationale	7
Need for improved enforcement of stop signs and speed limits	6
Notification process was too quick	5



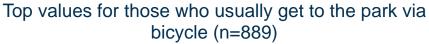


Appendix E: Understanding people's value choices

Understanding that there are many factors that influence people's values, we looked at subsections of the survey respondent population (based on responses to demographic questions). This helped us understand whether there were differences in people's value choices based on their personal experiences. This analysis is summarized in the following sections.

*The total count of values will not equal total number of survey participants because participants were able to check up to three boxes to indicate their top values.

Top values by mode choice





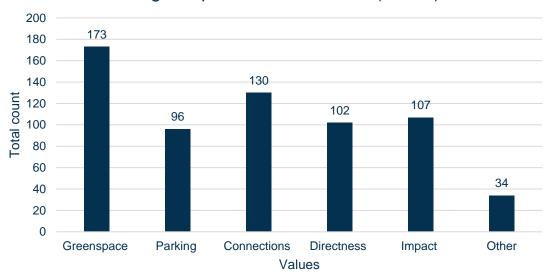




Top values for those who usually get to the park via walking (n=692)



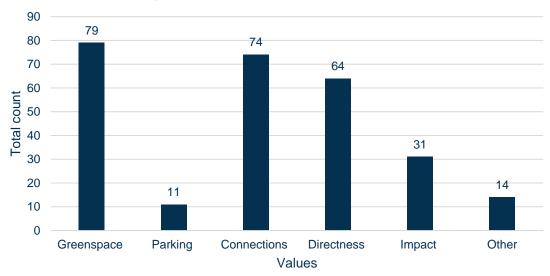
Top values for those who usually get to the park via driving in a personalized vehicle (n=242)



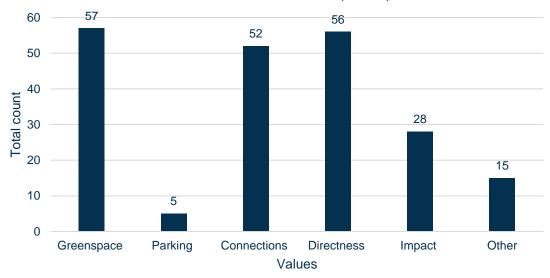




Top values for those who usually get to the park via transit (e.g. bus, SkyTrain, HandyDART) (n=105)



Top values for those who usually get to the park via ebike or e-kick scooter (n=82)

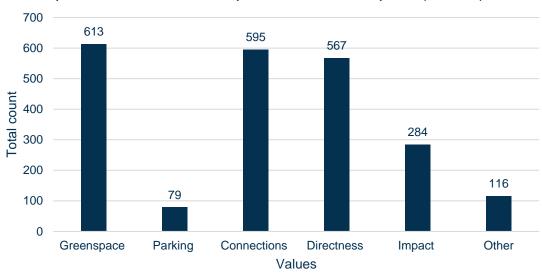




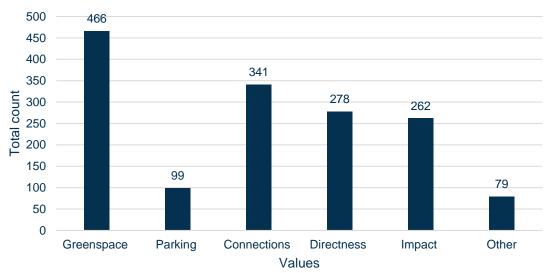


Top values by activity in the park

Top values for those who usually travel through the park as one of their top activities in the park (n=867)



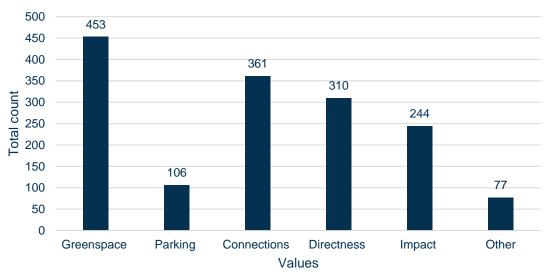
Top values for those who usually walk or run in the park as one of their top activities in the park (n=588)



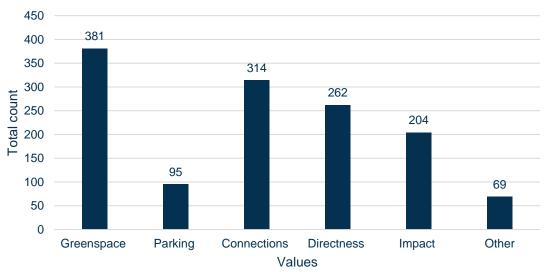




Top values for those who usually sit and relax in the park as one of their top activities in the park (n=586)



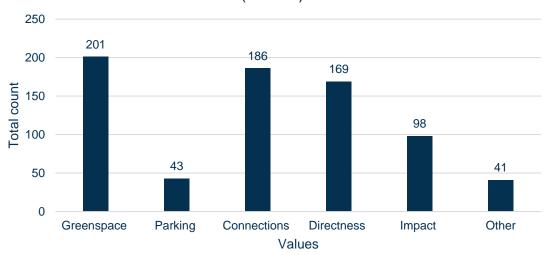
Top values for those who usually go to the beach to relax as one of their top activities in the park (n=504)







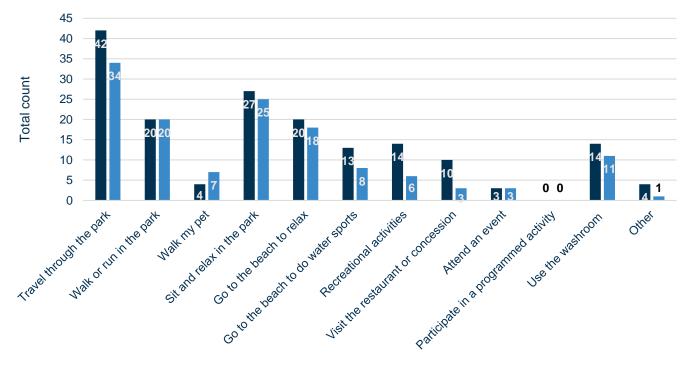
Top values for those who usually do recreational activities as one of their top activities in the park (n=283)



Top activities in the park by self-identified disability status (n=93)

■ Yes, I have a disability/disabilities that impact my mobility.

Yes, I have a disability/disabilities that do not impact my mobility.



Activities in the park



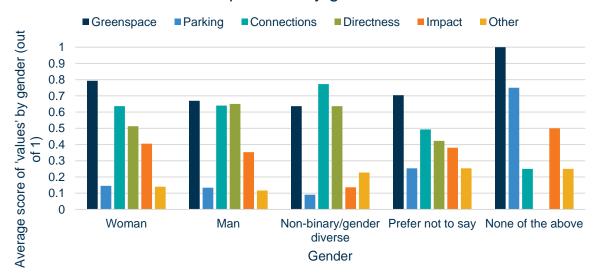


Top values by age group, gender, and disability status

Top values by age group



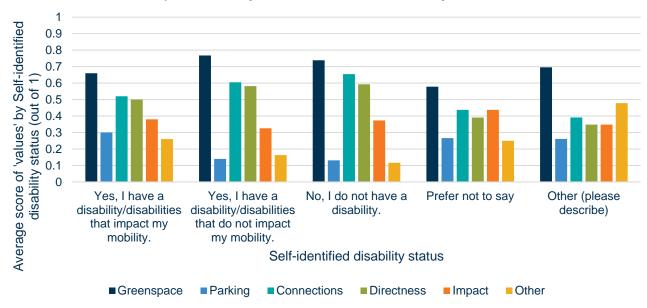
Top values by gender







Top values by self-identified disability status







Appendix F: Detailed survey response themes (open-ended questions)

The tables below (Tables 8 - 10) provide a detailed breakdown of themes and sub-themes from the open-ended responses to these questions: group

- Question 5: Please tell us if we have missed anything that should be considered in determining the location of a separated cycle path.
- Question 6: What challenges have you experienced (if any) related to travelling in and around Kitsilano Beach Park?
- Question 7: What is your number one recommendation when it comes to a separated cycle path connecting across Kitsilano Beach Park?

Table 8: Additional considerations in determining the location of a separated cycle path (593 responses with 672 comments)

Main Theme	Sub-theme	Percentage of comments
Location of bike path	Current set up is good - keep the path as it is	3%
	Prefer no bike path in the park – not needed or wanted	8%
	Prefer bike path on the road	6%
	Prefer bike path around the park perimeter	2%
Shared spaces in the park	Separate spaces for bikes and pedestrians	9%
	Separate spaces for different cyclists (fast vs slow, bike vs e-bike)	5%
	Separate spaces for all modes (vehicles, bikes, e-bikes, scooters, rollers, pedestrians)	2%
	Separate spaces for bikes and vehicles	2%
Cycle path route	Accessibility (more direct access to whole park, attractions and amenities)	3%
	Connections (reduce detours off path, connect to city cycle network)	3%
	Beach route / views	3%
	Avoid parking lot	3%
Safety concerns	Control speeding in park (e.g., speed bumps, gates)	3%
	Prioritize safety for cyclists, pedestrians, children (e.g., exits, blind spots, crossings, avoid playground)	8%
	Enforce by-laws for cyclists and vehicle drivers	3%
Navigating the park	Clearer signage for pedestrians and cyclists (which path to take)	6%
	Clearer distinction between paths / modes (dividers, barriers, fences)	1%
	Uneven surfaces, sand and gravel, elevation, need more shade	2%





Current path conditions	Path is too narrow (to accommodate current volume, different modes and speeds)	3%
Parking	More parking for vehicles / free parking	2%
	More parking for bikes / more bike racks / bike rack accessibility	2%
Concerns for the environment	Keep greenspaces and trees, reduce vehicles, minimize impact on wildlife	4%
Congestion in the park	Reduce vehicles in park / congestion generally	1%
Other responses	None / n/a	1%
	Other (too few to categorise / not relevant to the question)	13%





Table 9: Challenges related to travelling in and around Kitsilano Beach Park (998 responses with 1,316 comments)

Main theme	Sub-theme	Percentage of comments
Shared spaces in the park	Conflicts between cyclists and pedestrians	17%
	Need separate (designated) bike lane	5%
	Conflicts between bikes and cars on road and in parking lot	4%
	Challenges for cyclists with dogs on extended leashes, and off leash dogs	1%
	E-bikes speeding - safety concerns for pedestrians	1%
	Route through parking lot is a safety concern	5%
Current path route and conditions	Confusing to navigate (unsure where to cycle or walk)	4%
	Path is too narrow	3%
	Path conditions (uneven surface, sand, gravel areas)	3%
	Safety concerns (e.g. sharp turns, blind spots, number of crossings)	2%
	Chaotic (e.g. detours, having to dismount, abrupt stops)	2%
	Behaviour of cyclists (speeding, not following rules of the road)	12%
Behaviour of park users	Behaviour of pedestrians (walking in bike lane, not paying attention, groups blocking path)	5%
	Behaviour of vehicle drivers (speeding, not paying attention, not stopping)	3%
	High volume of all users - pedestrians, bikes, rollers, vehicles	10%
Congestion in the park	Too many vehicles in the park (spending time looking for parking)	2%
the park	Too many bikes in the park	<1%
Navigating the	Need for clearer signage	6%
park	Entering and exiting the park - poor visibility (Yew St, Cornwall @ Chestnut St, Balsam St., Arbutus @ parking lot)	1%
Darking	More parking for vehicles	3%
Parking	More bike racks, need racks to be accessible by bike	1%
Parking cost	Parking cost	<1%
Other responses	None / n/a	2%
	Other (too few to categorise / not relevant to the question)	5%





Table 10: Recommendations for a separated cycle path across Kitsilano Beach Park (997 responses with 1,010 comments)

Recommendations	Percentage of respondents
Clear signage	14%
Bike path outside of park / around perimeter / on road	10%
Separate bike path from pedestrian traffic	9%
General approval of proposal	7%
Widen path / enable speedy vs leisure cyclists	7%
No need for separate bike path	7%
Safety for everyone	6%
Separate the bike path from everything / everyone else	6%
Keep greenspace	4%
Separate bike path from vehicle traffic	4%
Improve connections	3%
No bikes on beach / waterfront / Seawall	3%
Reduce / remove vehicles from park	3%
More direct bike path	2%
Separate bike lane with physical barriers	2%
Bike path near to beach / waterfront / seawall	2%
Enforcement of cyclist speed e.g. speed bumps	2%
Safety for cyclists	1%
Bike path not through parking lot	1%
Keep parking	1%
Safety for pedestrians	1%
Fewer pedestrian intersections	1%
Smooth surface on path	1%
Maintain great views	1%
More well marked pedestrian crosswalks / intersections	1%
Other (too few to categorize / not relevant to the question)	5%



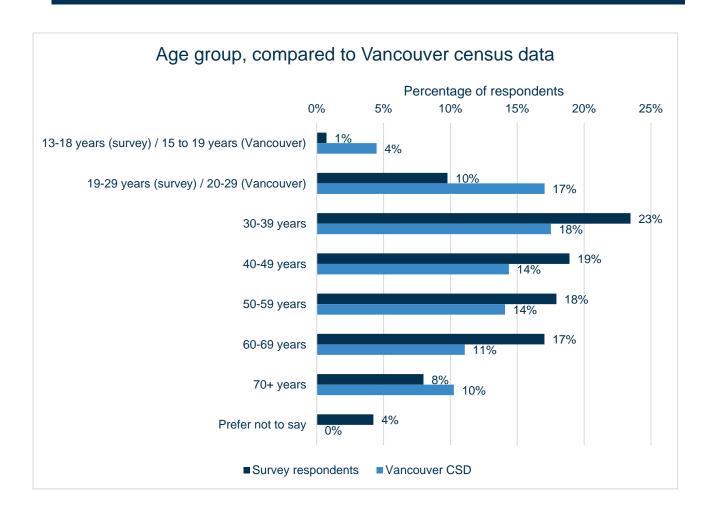


Appendix G: Demographic summary of survey respondents

This appendix gives additional information about the demographic responses to the survey. Where comparable population-wide data was available for the City of Vancouver, we compared survey respondents' demographic characteristics to those of the wider city to understand how representative the survey data might be. Data from the Statistics Canada 2016 Census was used to compare the survey data for the following categories:

- Age groups
- Ethnic origins

Question: Which age group do you belong to?







Question: What do you consider your main ethnic origin or that of your ancestors? Please select all that apply.

