

# **APPENDICES**

Stanley Park Mobility Study

Phases 3 & 4

Public and Interest Holder  
Engagement Summary

**Spring 2025**

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# **APPENDIX A**

## Public Opinion Poll Results (Leger Report, Phase 3)



Report

# Stanley Park Mobility Study



DATE 2023-10-11 PROJECT NUMBER 42045-007



Leger

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## KEY OBJECTIVES

The Vancouver Board of Parks and Recreation (“Park Board”) engaged Leger to conduct a survey as part of the final phase of the Stanley Park Mobility Study.

The main objectives of this research are:



**Identifying the profile of Stanley Park visitors:** *How often do they visit the Park? How did they get there when they last visited the park?*



**Understanding people’s preferences and opinions on the guiding principles of Stanley Park:** *What elements of each value are important to them? What value holds the highest importance?*



**Establishing the level of knowledge Metro Vancouver residents have regarding Park’s history:** *Do residents know the history of the park? Do they want to learn more, and if so, learn what?*



**Identifying differences between key demographic groups:** *Are there differences between demographic groups including geographic location of residents, and if so, what are they?*

# METHODOLOGY



Data in this report was collected via online surveys using Leger's online research panel, LEO.



This survey was completed by residents of Metro Vancouver, consisting of those who live in the City of Vancouver (n=1,000) and those who reside in other Metro Vancouver municipalities (n=1,001), for a total sample of n=2,001.



For comparison purposes, a probability sample of n=2,001 yields a margin of error of no greater than  $\pm 2.2\%$ , (19 times out of 20) for all of Metro Vancouver, while the City of Vancouver and other Metro Vancouver samples each have margins of error of  $\pm 3.1\%$ , 19 times out of 20.



Surveys were completed from the 13<sup>th</sup> to the 24<sup>th</sup> of July 2023.



Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

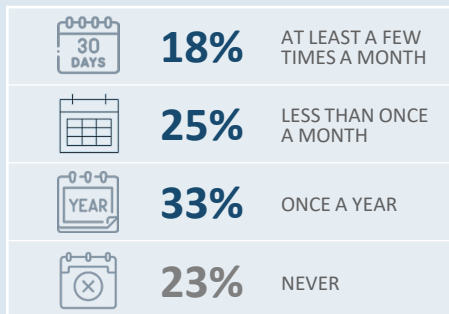
A glowing lightbulb is held in a hand, symbolizing an idea or finding. The background is blurred, showing a person in a blue shirt writing on a notepad.

## KEY FINDINGS

# SUMMARY

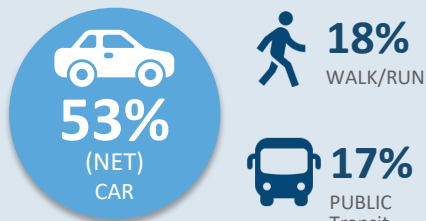
- Almost two in ten (18%) visit Stanley Park at least a few times a month.
- Those who visit the Park by car tend to visit less often while more frequent visitors travel by foot or bike.
- Safety is the most important guiding principle, far above the other six.
- *Provide a space that feels safe and secure from crime* holds the highest level of importance across all the specific attributes.
- Awareness of the Park's history is low but six in ten are interested in learning more.

## FREQUENCY OF VISITS



## MODE OF TRAVEL

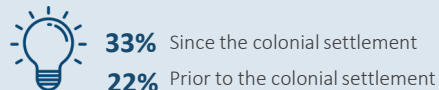
on their most recent visit



## HISTORY

### AWARE

OF STANLEY PARK HISTORY



### KNOW OF THE IMPORTANCE

OF STANLEY PARK TO THE MUSQUEAM, SQUAMISH, AND TSLEIL-WAUTUTH NATIONS

**29%**

## GUIDING PRINCIPLES (MAX DIFF SCORE)



**28.9**

SAFETY



**17.9**

CLIMATE ACTION/  
ENVIRONMENTAL  
PROTECTION



**14.6**

ACCESSIBILITY



**14.4**

ENHANCED PARK  
EXPERIENCE



**10.1**

FLEXIBLE/RESILIENT  
TRANSPORTATION



**8.0**

CONNECTED  
TRANSPORTATION



**6.1**

ECONOMIC  
VITALITY

## TOP 3 FUNDAMENTALS WITHIN GUIDING PRINCIPLES

RANK  
**#1**



**89%**

### SAFETY

Provides a space that feels safe and secure from crime.

RANK  
**#2**



**85%**

### ENHANCED PARK EXPERIENCE

Preserves the natural qualities of the Park.

RANK  
**#3**



**82%**

### FLEXIBLE & RESILIENT TRANSPORTATION SYSTEM

The roads and pathways are open & unobstructed.

### INTERESTED

IN LEARNING MORE

**60%**

- 47%** The importance of the park to the Musqueam, Squamish, and Tsleil-Waututh nations
- 41%** Pre-colonial settlement of Vancouver
- 41%** Post-colonial settlement of Vancouver

# KEY FINDINGS (P. 1 OF 3)

## Stanley Park Visits

- Most (76%) Metro Vancouver residents overall visit Stanley Park at least once a year, with two in ten (18%) visiting the Park at least a couple of times a month; nearly one-quarter have never visited the Park.
  - Those who live in the City of Vancouver (36%) visit the Park more frequently (at least a couple of times a month) than those who reside in other Metro Vancouver municipalities (11%).
- Over half (53%) of those who visited Stanley Park travel to and around the Park in a car (either alone or with passengers), while nearly two in ten walk/run (18%) or use public transit (17%).
  - Although using a car is the most common mode of travel to the Park is a car, it is important to look at the mode of transport by frequency of visits to understand the actual mode share within the Park. In doing so, those who travel by car are significantly less likely to be regular visitors of Stanley Park (less than once a month/once a year).
  - More frequent visitors to the Park are more likely to travel by foot or bike, with four in ten daily visitors using a bike as a mode of transport.

## Importance of Attributes/Fundamentals Within Each Guiding Principle

- The attribute *Provides a space that feels safe and secure from crime* holds the highest importance for Metro Vancouver residents within the guiding principle of **safety**, with 9 in 10 feeling this is important.
- Regarding the guiding principle of **climate action & environmental protection for the transportation system in Stanley Park**, *The impact on the natural environment is reduced* is deemed important by three-quarters of residents. Much smaller proportions see *Carbon emissions from transportation are reduced* and *The amount of pavement and asphalt in the Park is reduced* as important.
  - Those who identify as Indigenous rate all the fundamentals of this value significantly higher than those from other ethnic origins. This is also seen across many of the other attributes within each guiding principle.

## KEY FINDINGS (P. 2 OF 3)

- Almost eight in ten consider each of the attributes of **accessibility** important for Stanley Park, including *Improves affordability of travelling to and visiting Stanley Park* (80%) and *Supports motorized access for people with mobility disabilities* (79%).
- *Preserving the natural qualities of the Park* (85%) holds the highest importance among the fundamentals of an **enhanced park experience** in Stanley Park, with 64% agreeing this attribute is very important.
- The top-rated attribute of a **flexible & resilient transportation system** is *The roads and pathways are open and unobstructed*-- eight in ten feel this is important for Stanley Park.
- At least 7 in 10 Metro Vancouver residents feel the three fundamentals of a **connected transportation system in Stanley Park** are important—the most important attribute in this guiding principle is *Supports better access to destinations within the Park so that more people can visit them* (79%).
  - City of Vancouver residents (81%) give higher importance to *provide improved opportunities to travel into the Park via public transit* than those who reside in other Metro Vancouver municipalities (73%).
- *Providing an efficient way to accommodate an increase in the number of visitors to the Park* (74%) holds the highest importance for residents among the fundamentals of the **economic vitality** in Stanley Park. By far the lowest proportion (47%) of importance is given to *supporting an increase in revenue to the Park Board*.
- Out of all the specific guiding attributes, the **safety** fundamental of *Provides a space that feels safe and secure from crime* holds the highest level of importance overall, while all four attributes of **accessibility** land in the top ten for importance.

# KEY FINDINGS (P. 3 OF 3)

## Priority of Guiding Principles (via MaxDiff Analysis):

- An advanced analytics procedure, called MaxDiff Analysis, was conducted to determine the overall priority of the seven guiding principles. Rather than asking the respondents to put the list in rank order which may be difficult to do, they are asked to choose the most and least important principles among subsets presented. After respondents make their selections from several different combinations of guiding principles, we can derive the importance of each, relative to each other.
- **Safety is by far the most important guiding principle** to be considered in informing the development and evaluation of potential options to improve accessibility, mobility, and the in-park experience. It is well-above the second most important principle, *climate action/environmental protection*, and double the importance of both *accessibility* and *enhanced park experience*.
  - While *climate action/environmental protection* is second in importance among guiding principles overall, none of its attributes are in the top ten for importance amongst the specific fundamentals.
  - Women scored each of the top two guiding principles significantly higher than men.

## Stanley Park History:

- Metro Vancouver residents' knowledge of the history of Stanley Park is low, with at least two-thirds saying they have none to fairly limited knowledge of it.
- Six in ten are interested in learning more about the history of Stanley Park.
  - City of Vancouver residents (67%) are more likely to be interested than those in the rest of Metro Vancouver (57%) and those who identify as Indigenous (83%) tend to be more interested than other ethnic groups.
  - The importance of the Park to the Musqueam, Squamish, and Tsleil-Waututh Nations is the top-ranked topic that Metro Vancouver residents would like to learn more about, with one-half interested. Nearly two in ten are not interested in learning more about Stanley Park history.



A magnifying glass with a black handle and frame is positioned over a document. The document features a bar chart with several blue bars of varying heights. In the background, a calculator and a pair of glasses are visible on a desk. The scene is lit with a warm, orange glow from the left.

DETAILED RESULTS

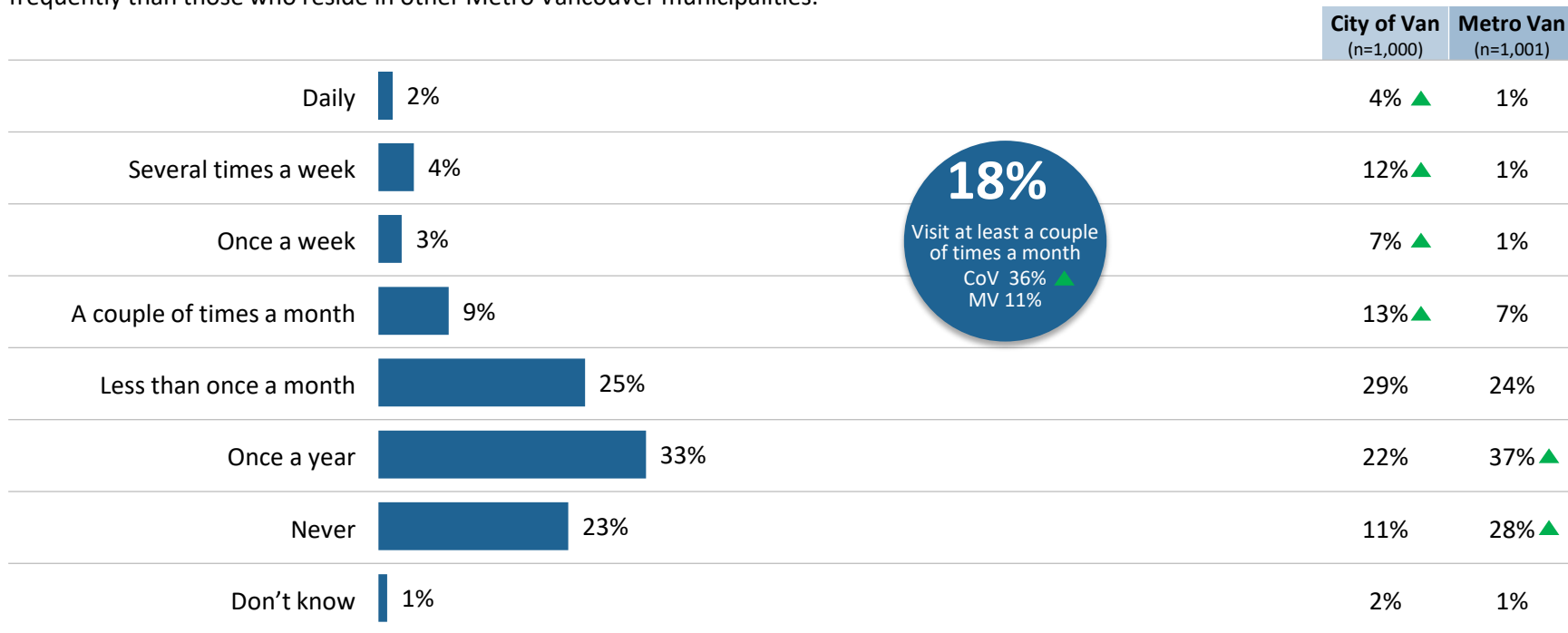




# Stanley Park Visits

# VISITING STANLEY PARK

Most (76%) Metro Vancouver residents visit Stanley Park at least once a year, with two in ten (18%) visiting the park at least a couple of times a month; nearly one-quarter have never visited the Park. Not surprisingly, those who live in the City of Vancouver tend to visit the Park more frequently than those who reside in other Metro Vancouver municipalities.



Base: All respondents (n=2,001)

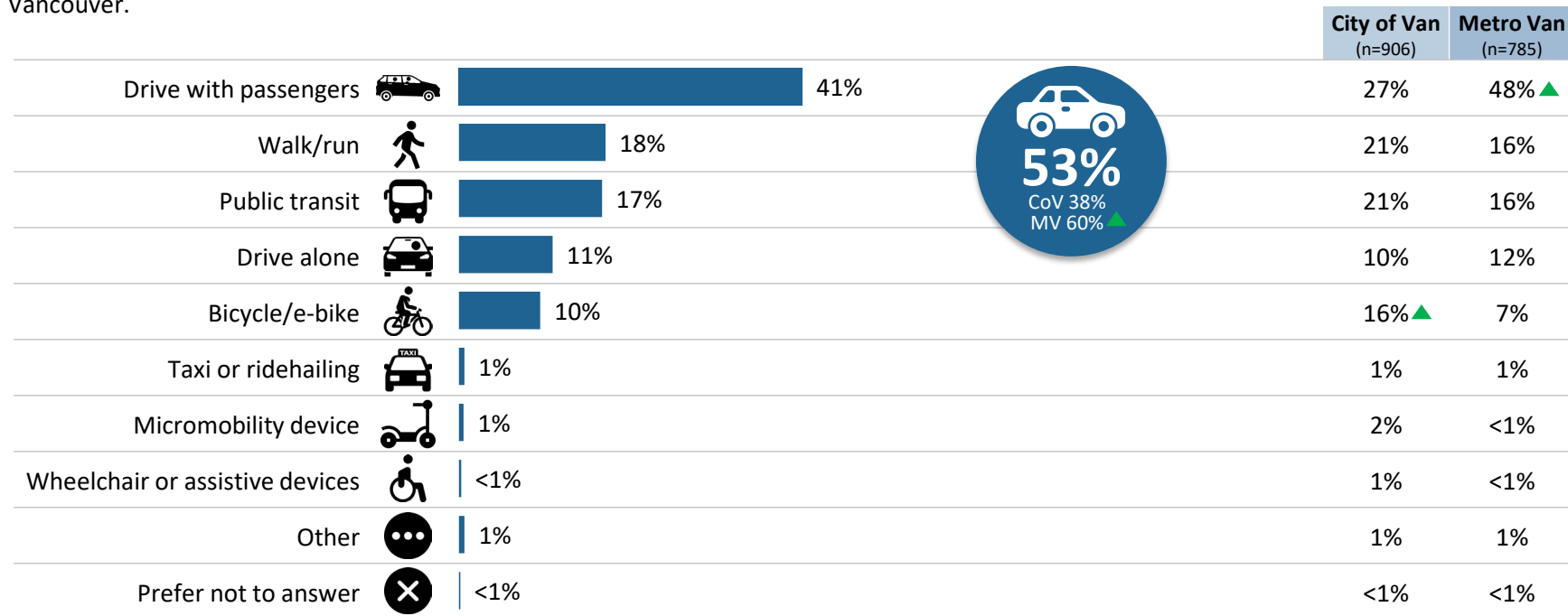
Q1. On average over the past year, how often have you visited Stanley Park?

▲ Statistically significantly **higher** than comparison group.



# MODE OF TRAVEL

Over half (53%) of those who have visited Stanley Park travel to and around the Park in a car, while nearly two in ten walk/run (18%) or use public transit (17%). City of Vancouver residents are over twice as likely to visit the Park by bicycle/e-bike than those from the rest of Metro Vancouver.



Base: Visited Stanley Park in past year (n=1,691)

Q2. How do you most frequently travel to and around Stanley Park?

▲ Statistically significantly **higher** than comparison group.

# MODE OF TRAVEL BY FREQUENCY

Although the most common mode of travel to and around Stanley Park is via car, it is important to look at the mode of transport by frequency of visits to understand the actual mode share for the Park. The table below shows that those who **travel by car are significantly less likely to be regular visitors** of Stanley Park (less than once a month/once a year). Those who are **more frequent visitors to the Park are more likely to travel by foot or bike**, with four in ten daily visitors using a bike as a mode of transport.

		TOTAL	City of Vancouver	Metro Vancouver	Daily	Several times a Week	Once a Week	A couple of times a month	Less than once a month	Once a year
	n=	(1,1691)	(906)	(785)	(115)	(159)	(112)	(238)	(503)	(564)
Drive with passengers		41%	27%	48% ▲	5%	4%	11%	23%	55% ▲	46% ▲
Walk/run		18%	21%	16%	26%	34%	43% ▲	16%	17%	13%
Public transit		17%	21%	16%	16%	11%	5%	27%	14%	19%
Drive alone		11%	10%	12%	9%	22%	12%	14%	6%	13%
Bicycle/e-bike		10%	16% ▲	7%	39% ▲	20%	26%	11%	8%	7%
Taxi or ridehailing		1%	1%	1%	2%	3%	2%	2%	<1%	<1%
Micromobility device		1%	2%	<1%	3%	2%	0%	3%	0%	<1%
Wheelchair or assistive devices		<1%	1%	<1%	1%	<1%	1%	2%	<1%	0%
<b>Net Automobile</b>		53%	38%	60% ▲	16%	30%	25%	39%	61% ▲	59% ▲
<b>Net Bicycle/mobility device</b>		10%	18% ▲	7%	41% ▲	22%	26%	15%	8%	7%

Base: Visited Stanley Park in past year (n=1,691)

Prefer not to say and other (less than 1%) not shown

Q2. How do you most frequently travel to and around Stanley Park?

▲ Statistically significantly **higher** than comparison group.

# Importance of Attributes Within Guiding Principles

# FOUNDATIONAL VALUES AND GUIDING PRINCIPLES

The Park Board developed and approved two foundational values and seven guiding principles to help inform the development and evaluation of potential options to improve accessibility, mobility, and the park experience within Stanley Park. As part of this study, different attributes of each guiding principle were tested to understand the level of importance they hold for the residents of Metro Vancouver.

**FOUNDATIONAL VALUES:** these are broad philosophies to help to govern the Mobility Study and its outcomes.

1. **Reconciliation** - Stanley Park is a significant place to the Musqueam, Squamish and Tsleil-Waututh people and we must acknowledge the history of how the Park's transportation infrastructure has impacted First Nations and their ongoing access and cultural practices in the Park.
2. **Equity** – We recognize that everyone has different needs and experiences in the Park while not everyone can easily access the park. The goal is to advance equity in process and outcome, centering on those who currently have limited ability to access the Park.

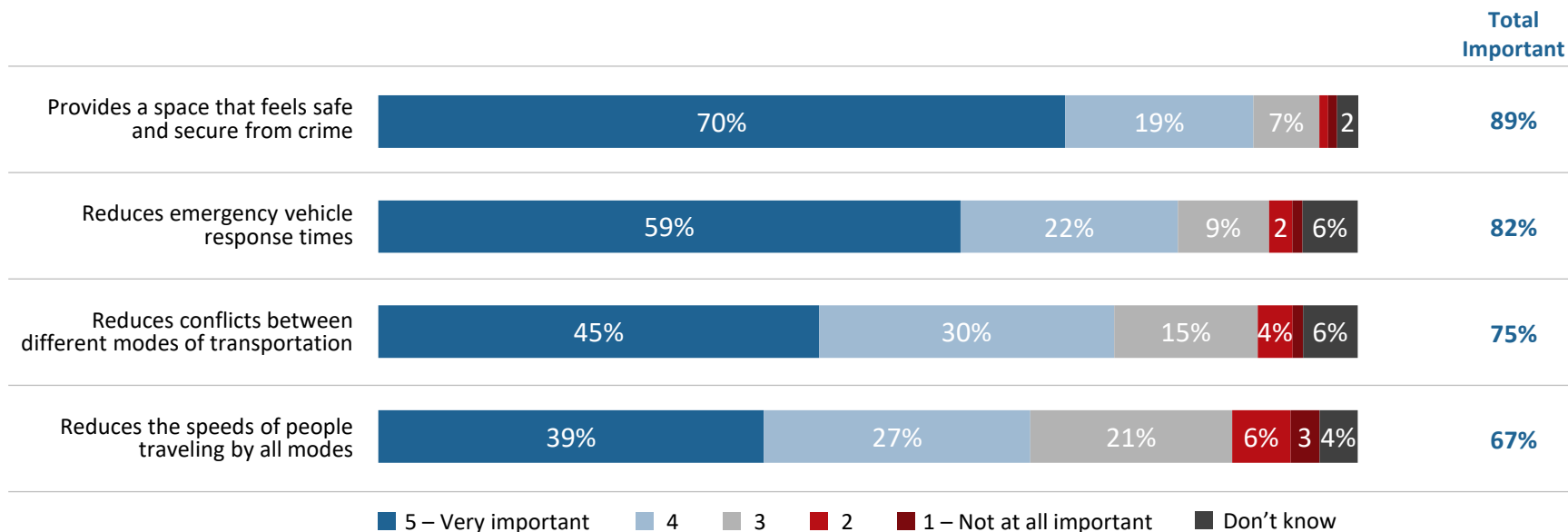
**GUIDING PRINCIPLES:** these are statements that establish a framework for goals to support decision-making. The following section shows the importance ratings given by Metro Vancouver residents to specific fundamentals under each of the guiding principles:

- **Safety**
- **Accessibility**
- **Economic Vitality**
- **Climate Action & Environmental Protection**
- **A Flexible & Resilient System**
- **A Connected Transportation Network**
- **Enhanced Park Experience**



# FUNDAMENTALS OF SAFETY

*Provides a space that feels safe and secure from crime* holds the highest importance for Metro Vancouver residents within the fundamentals of safety, with 9 in 10 feeling this is an important element of safety for the Park. Those aged 55+ give generally higher importance to safety than their younger counterparts for each of these attributes.



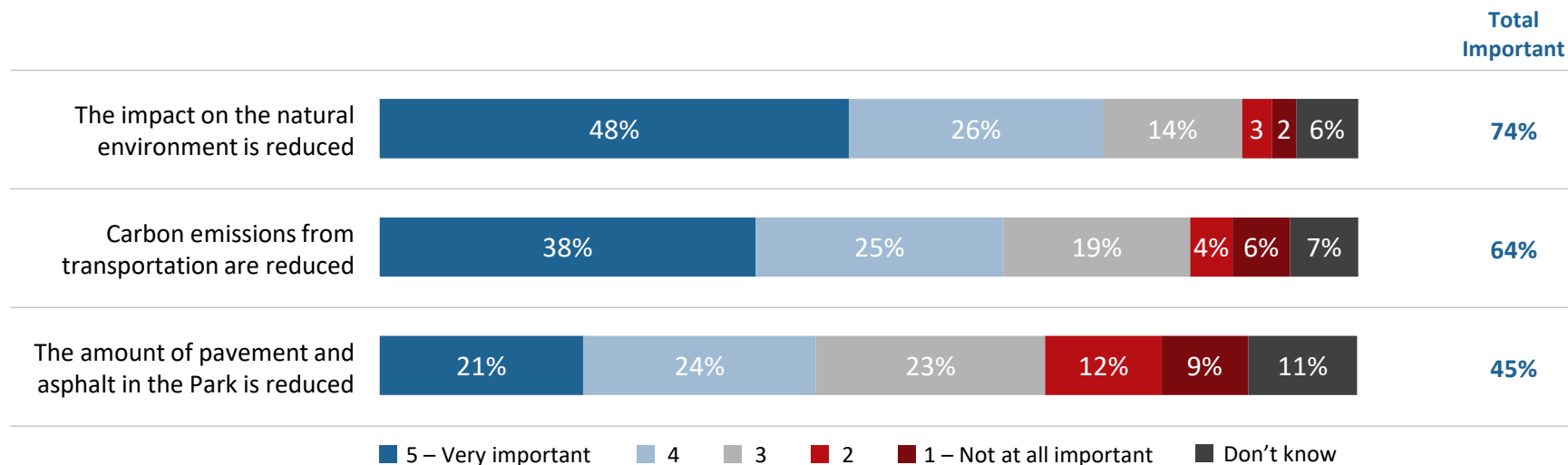
Base: All respondents (n=2,001)

Q3. The following statements are considered fundamentals of *safety* in Stanley Park.  
Please rate how important you feel each statement is in relation to *safety* at the Park.

# FUNDAMENTALS OF CLIMATE ACTION & ENVIRONMENTAL PROTECTION



*The impact on the natural environment is reduced* is deemed important by three-quarters of residents to climate action & environmental protection for the transportation system in Stanley Park. Much smaller proportions see *Carbon emissions from transportation are reduced* (64%) and *The amount of pavement and asphalt in the Park is reduced* (45%) as important. Those who identify as Indigenous rate all the fundamentals of this guiding principle significantly higher than those from other ethnic origins.



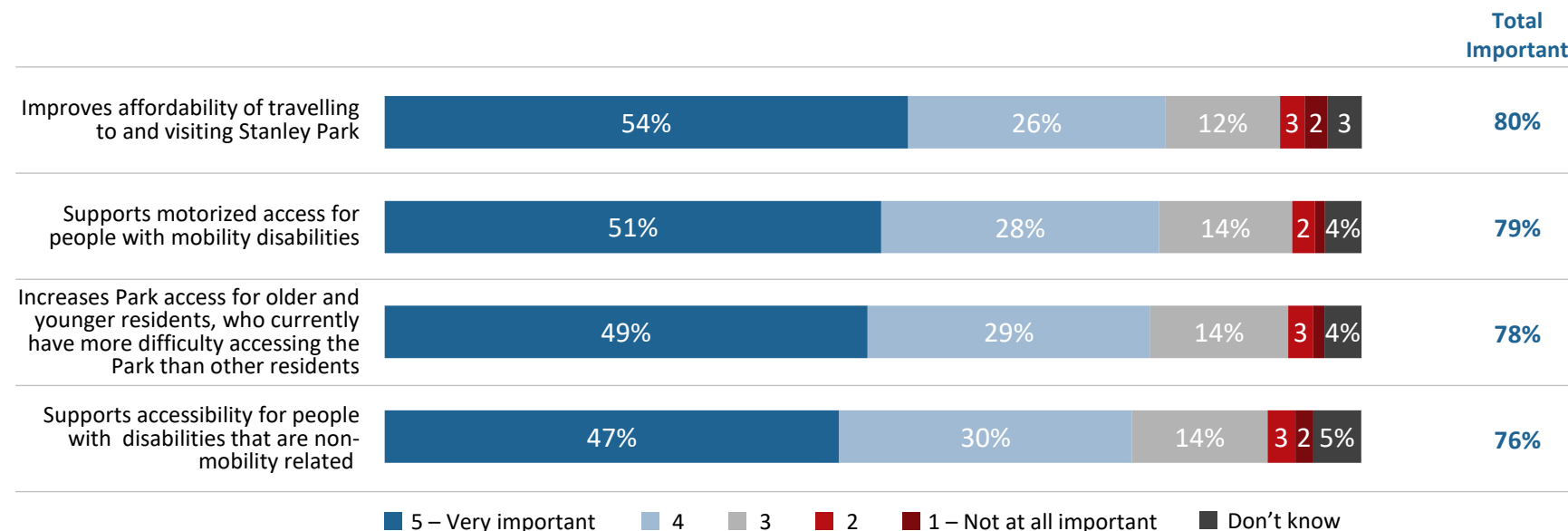
Base: All respondents (n=2,001)

Q6. The following statements are considered fundamentals of *climate action & environmental protection* regarding the transportation system in Stanley Park. Please rate how important you feel each statement is in relation to *climate action & environmental protection for the transportation system* in the Park.

# FUNDAMENTALS OF ACCESSIBILITY



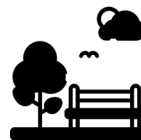
Almost eight in ten consider each of the fundamentals of accessibility important in Stanley Park. Metro Vancouver residents who identify as Indigenous (93%) see significantly more importance in *accessibility for people with non-mobility-related disabilities* than those of other ethnic origins; this is also true for those without children (78%) versus those with (68%).



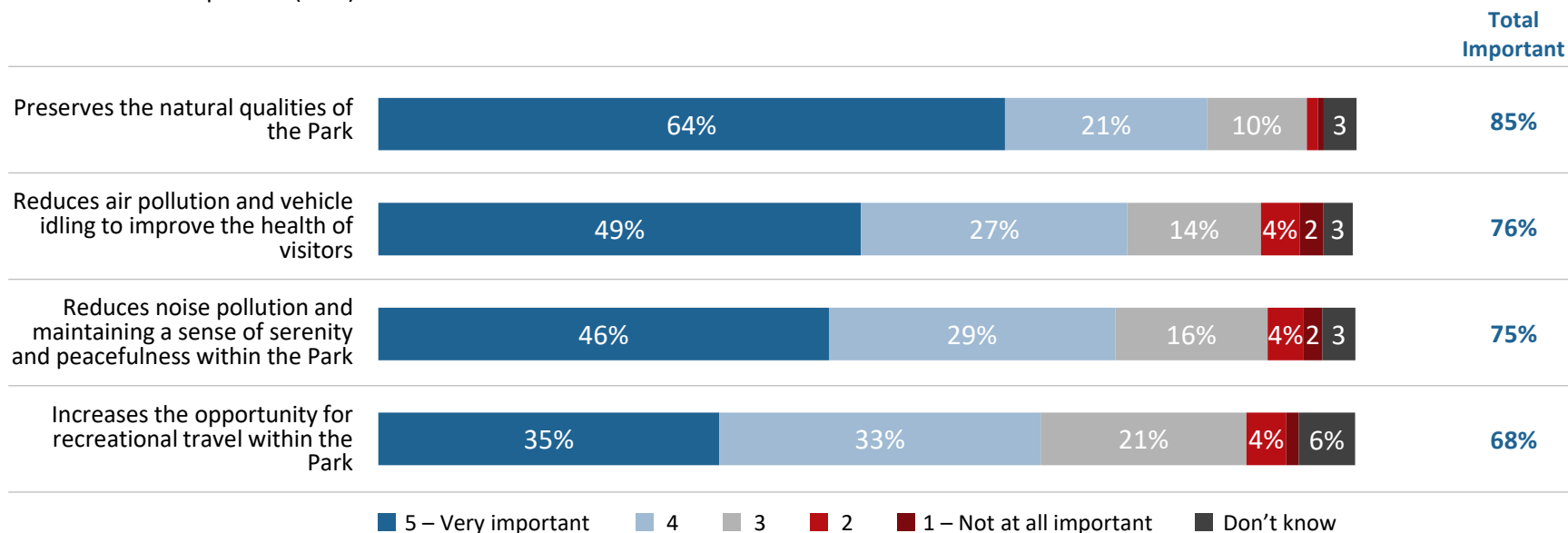
Base: All respondents (n=2,001)

Q4. The following statements are considered fundamentals of *accessibility* in Stanley Park. Please rate how important you feel each statement is in relation to *accessibility* in the Park.

# FUNDAMENTALS OF AN ENHANCED PARK EXPERIENCE



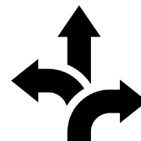
Over eight in ten feel it is important to *preserve the natural qualities of Stanley Park* (64% state this is very important) and three-quarters think *reducing air pollution and vehicle idling* is important as fundamentals of an enhanced park experience; nearly all those who identify as Indigenous feel the latter is important (94%).



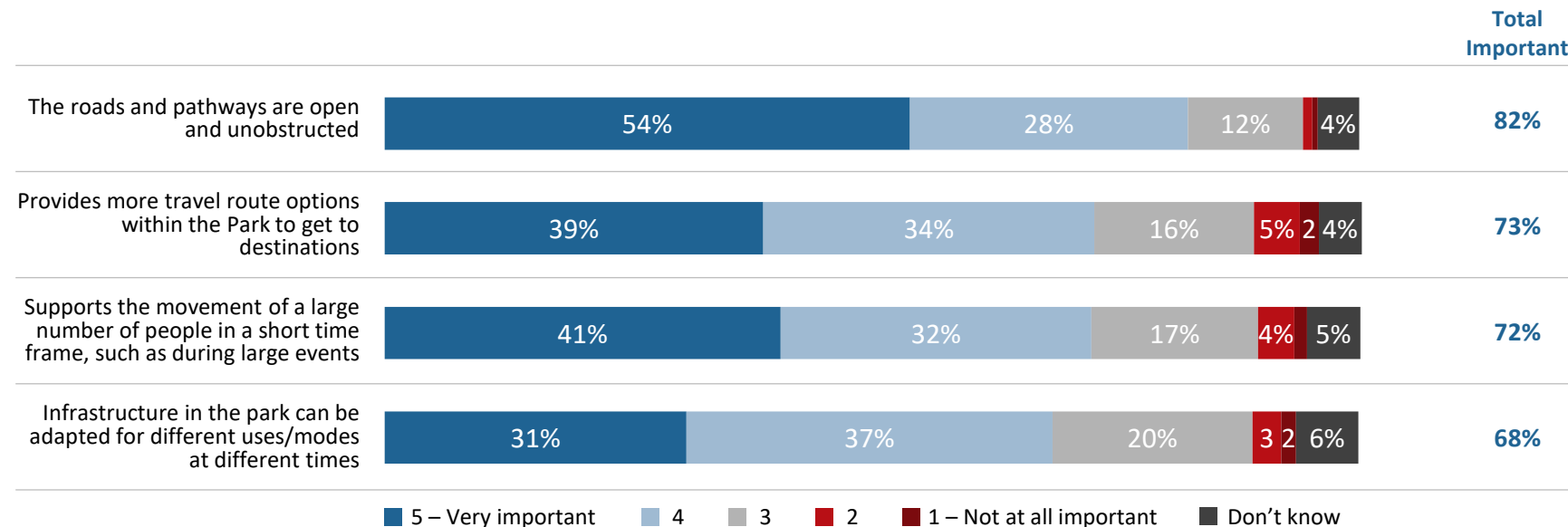
Base: All respondents (n=2,001)

Q9. The following statements are considered fundamentals of an *enhanced park experience* in Stanley Park. Please rate how important you feel each statement is in relation to an *enhanced park experience*.

# FUNDAMENTALS OF A FLEXIBLE & RESILIENT TRANSPORTATION SYSTEM



The top-rated fundamental of a flexible & resilient transportation system is *The roads and pathways are open and unobstructed*-- eight in ten think this is important for Stanley Park. Those aged 55+ (87%) tend more to feel this is important.



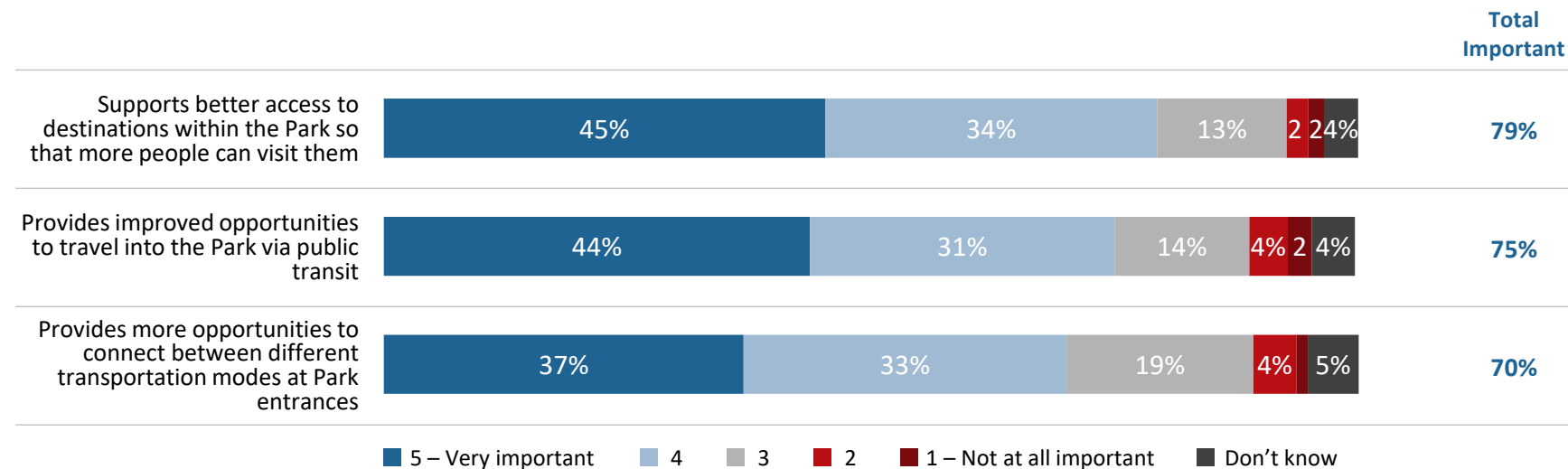
Base: All respondents (n=2,001)

Q7. The following statements are considered fundamentals of a *flexible & resilient transportation system* in Stanley Park. Please rate how important you feel each statement is in relation to a *flexible & resilient transportation system* in the Park.

# FUNDAMENTALS OF A CONNECTED TRANSPORTATION SYSTEM



Overall, at least 7 in 10 Metro Vancouver residents feel the three fundamentals of a connected transportation system in Stanley Park are important, with those who live in the City of Vancouver (81%) giving higher importance to *provide improved opportunities to travel into the Park via public transit* than those who reside in other Metro Vancouver municipalities (73%).



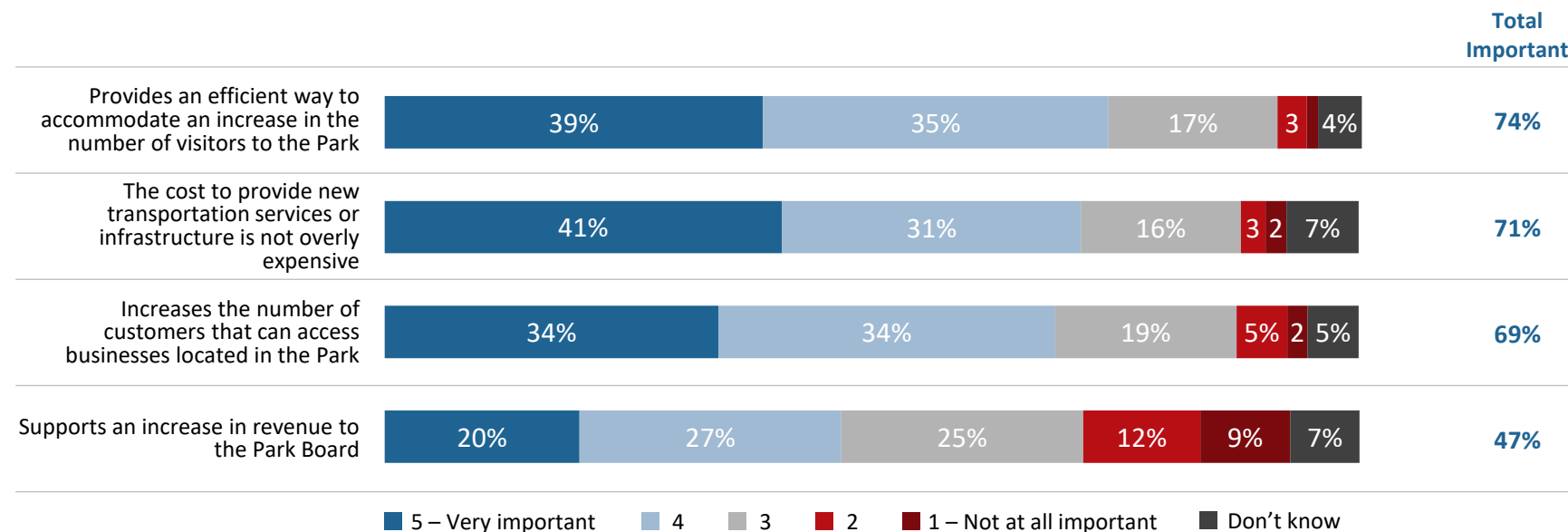
Base: All respondents (n=2,001)

Q8. The following statements are considered fundamentals of a *connected transportation system* in Stanley Park. Please rate how important you feel each statement is in relation to a *connected transportation system* in the Park.

# FUNDAMENTALS OF ECONOMIC VITALITY



Among the fundamentals of Stanley Park economic vitality, three-quarters feel it is important to *provide an efficient way to accommodate an increase in the number of visitors to the Park*; those aged 55+ tend to give this element higher importance (80%) than their younger counterparts. By far the lowest proportion (47%) of importance is given to *supporting an increase in revenue to the Park Board*.



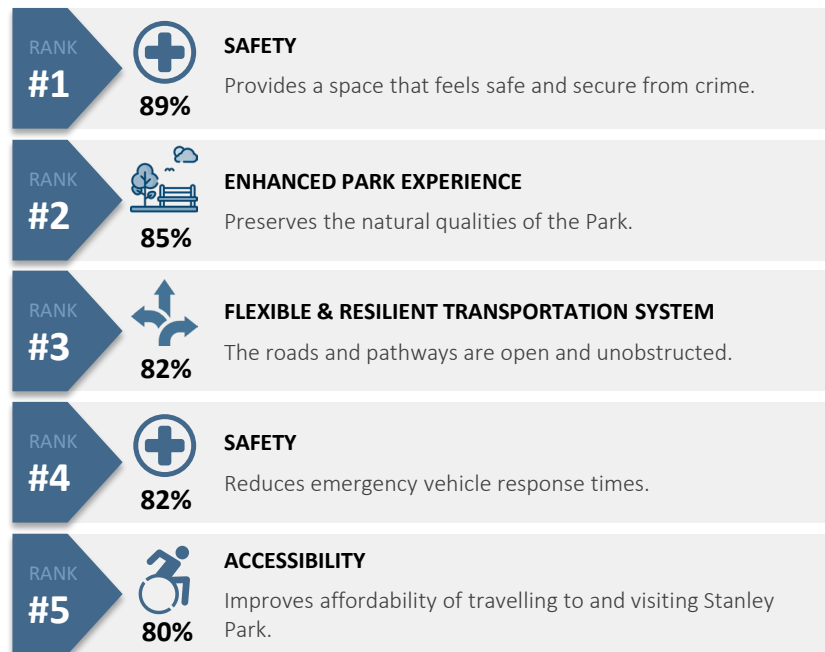
Base: All respondents (n=2,001)

Q5. The following statements are considered fundamentals of *economic vitality* in Stanley Park. Please rate how important you feel each statement is in relation to *economic vitality* for the Park.



# SUMMARY OF ALL FUNDAMENTALS OF GUIDING PRINCIPLES

*Provides a space that feels safe and secure from crime* holds the highest level of importance across all the specific attributes for each guiding principle. All four of the fundamentals of **accessibility** are in the top ten.



# Importance of Guiding Principles

# DETERMINING IMPORTANCE VIA MAXDIFF ANALYSIS

To understand which guiding principles are most important to Metro Vancouver residents in informing the development and evaluation of potential options to improve accessibility, mobility, and the park experience within Stanley Park, we conducted a MaxDiff exercise and analysis for this study.

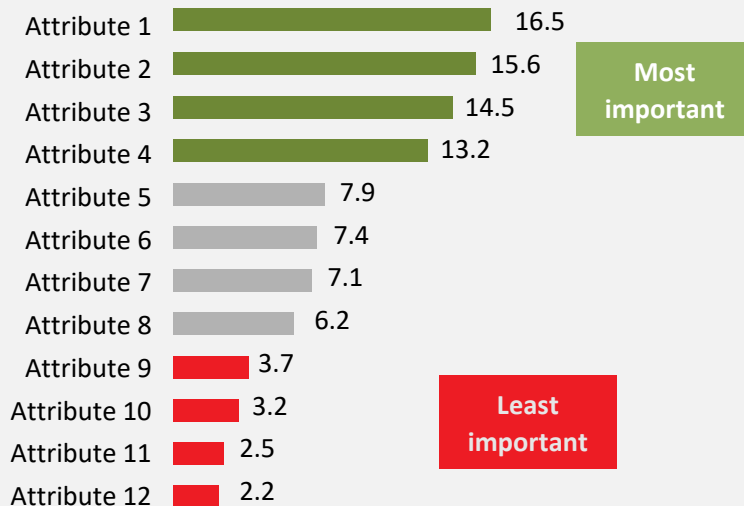
## What is MaxDiff?

**MaxDiff trade-off analysis** (also known as best-worst scaling) is used to assess the relative importance of key factors on a certain outcome. Rather than ranking a list of choices, respondents are asked to choose the most and least important attributes among each set of attributes presented. After respondents are presented with **several different combinations**, we can **derive the importance of each, relative to each other**.

The results of the MaxDiff analysis method are presented in the form of scores, the values of which are between 0 and 100. Each score represents the relative weight (its importance) given to each of the items by the respondents.

The higher the score for an item, the more important it is as a guiding principle to help improve accessibility, mobility, and the in-park experience. As well, an item with a score twice as high as another means that it is twice as important as the other element (e.g. an item which has a score of 10 is twice as important as an element with a score of 5).

## SAMPLE RESULTS: CLEAR RANKING OF ATTRIBUTES



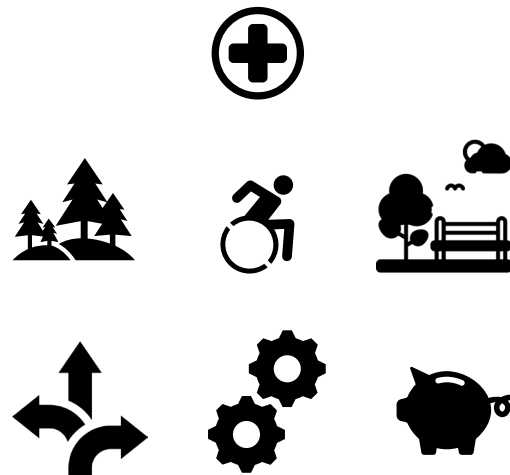
*Attribute 1 (16.5) is just over twice as important to people as Attribute 5 (7.9).*

# DETERMINING IMPORTANCE VIA MAXDIFF ANALYSIS

The MaxDiff process involved presenting the seven guiding principles (showing four of them each time) and asking respondents which is the MOST important and LEAST important to them in informing the development and evaluation of potential options to improve accessibility, mobility, and the park experience within Stanley Park. This is repeated a number of times (7 iterations), with the items appearing in different groupings and order each time.

*The following guiding principles were tested against each other in this MaxDiff exercise:*

- ✓ Safety
- ✓ Climate action/environmental protection
- ✓ Accessibility
- ✓ Enhanced park experience
- ✓ Flexible/resilient transportation
- ✓ Connected transportation
- ✓ Economic vitality

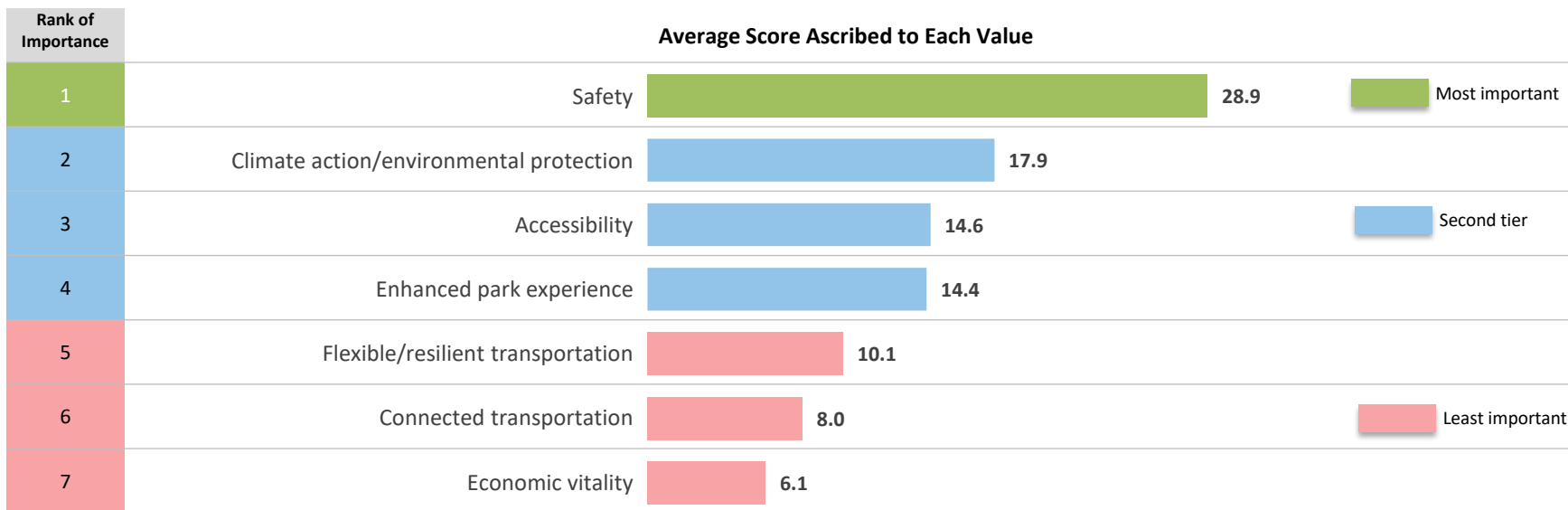




# RANKING GUIDING PRINCIPLES: MAXDIFF RESULTS (TOTAL)

**Safety is by far the most important guiding principle** to be considered in informing the development and evaluation of potential options to improve accessibility, mobility, and the in-park experience. It is 11 points higher than the second most important principle, *climate action/environmental protection*, and twice the importance of both *accessibility* and *enhanced park experience*. Interesting to note that while *climate action/environmental protection* is second in importance among guiding principles overall, none of its attributes are in the top ten for importance amongst the specific fundamentals.

Women scored each of the top two guiding principles (30.5 and 19.1, respectively) significantly higher than men (27.4 and 16.3, respectively).



Q10. Which are the most important and least important? For each of the following questions, we will present to you three four of the guiding principles. For these three four options, we'd like you to think how important they would be to you in informing the development and evaluation of potential options to improve accessibility, mobility, and the park experience within Stanley Park. Out of all these options, please indicate the ONE item that would be the MOST important to you, and the one item that would be the LEAST important.

# RANKING GUIDING PRINCIPLES: MAXDIFF RESULTS (SUBGROUPS)

Among key subgroups, the same order of importance for the guiding principles also holds, with **safety** again well above all the others, followed by **climate action/ environmental protection** and **accessibility** and **enhanced park experience** rounding out the second tier of importance.

**Safety** and **accessibility** scores from Metro Vancouver residents are higher than for those who live in the City of Vancouver.

<div></div> Most important	n=	TOTAL	City of Vancouver	Metro Vancouver	At least few times a month	Less than once a month	Once a year	Never
<div></div> Second tier		(2,001)	(1,000)	(1,001)	(624)	(503)	(564)	(291)
<div></div> Least important								
Safety		28.9	27.5	29.5	26.6	28.6	29.6	30.1
Climate action/environmental protection		17.9	18.5	17.7	17.8	19.4	17.2	17.2
Accessibility		14.6	13.2	15.1	12.9	13.9	15.1	16.1
Enhanced park experience		14.4	15.1	14.1	15.1	16.6	13.6	12.8
Flexible/resilient transportation		10.1	10.6	10.0	10.7	8.4	10.8	10.7
Connected transportation		8.0	8.5	7.8	9.7	7.7	7.6	7.6
Economic vitality		6.1	6.6	5.9	7.2	5.3	6.2	5.5

Q10. Which are the most important and least important? For each of the following questions we will present to you three four of the guiding principles. For these three four options, we'd like you to think how important they would be to you in informing the development and evaluation of potential options to improve accessibility, mobility, and the park experience within Stanley Park. Out of all these options, please indicate the ONE item that would be the MOST important to you, and the one item that would be the LEAST important.

Base: All Respondents (n=2,001).

Numbers in red/green are notably lower/higher than the other group(s).

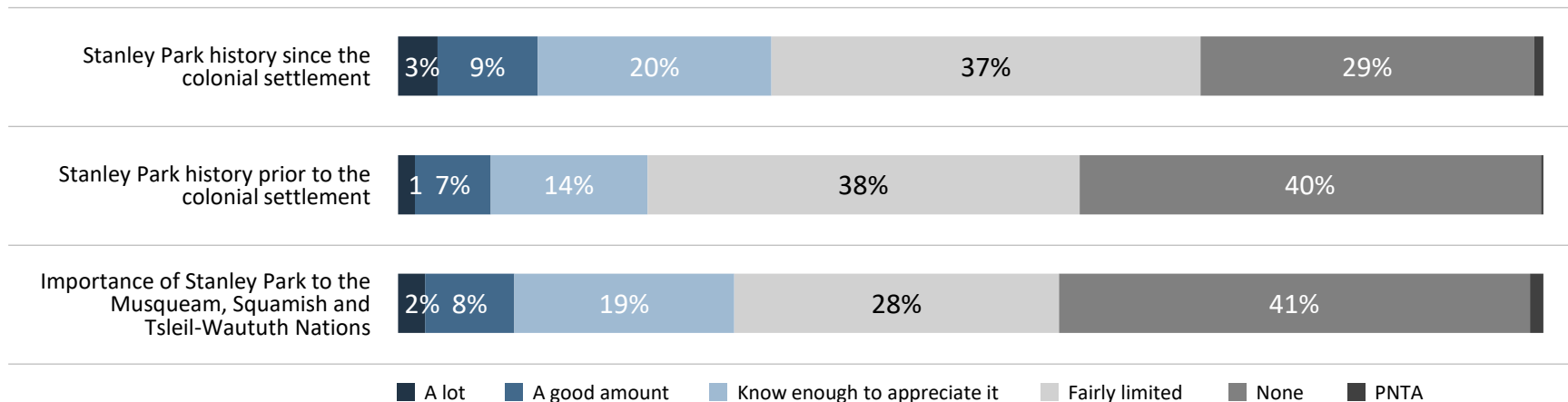
A wide-angle photograph of Stanley Park Lake in Vancouver. The water is calm and reflects the clear blue sky and the city skyline in the background. Several swans and ducks are visible in the foreground, swimming in the water. The city skyline includes several tall buildings, some with distinctive architectural features like a green dome. The foreground is partially obscured by a semi-transparent grey bar containing the title text.

# Stanley Park History



# HISTORY SINCE & PRIOR TO COLONIAL SETTLEMENT

Overall, Metro Vancouver residents' knowledge of the history of Stanley Park is low as at least two-thirds say they have none to fairly limited knowledge of it. Those who live in downtown Vancouver are significantly more knowledgeable than those who live in other CoV neighbourhoods; this is also true for residents who visit the Park more frequently (at least once a month) and those who identify as Indigenous.



Base: All respondents (n=2,001)

Q11. How much of Stanley Park's history since the colonial settlement of Vancouver would you say you know?

Q12. How much of Stanley Park's history prior to colonial settlement of Vancouver would you say you know?

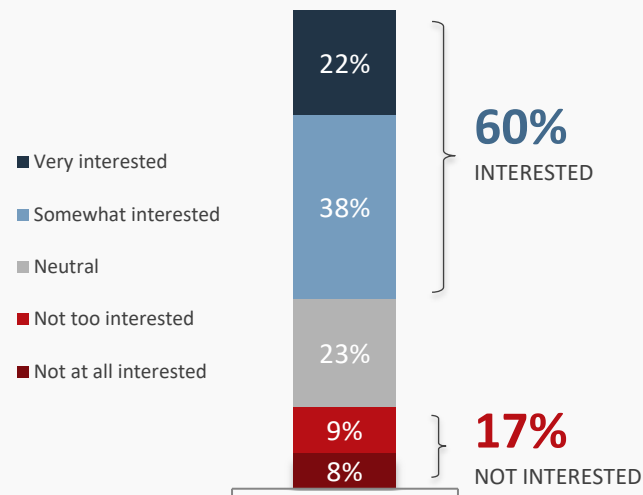
Q13. How much do you know about the importance of Stanley Park to the Musqueam, Squamish and Tsleil-Waututh Nations?

# LEARNING THE HISTORY OF STANLEY PARK

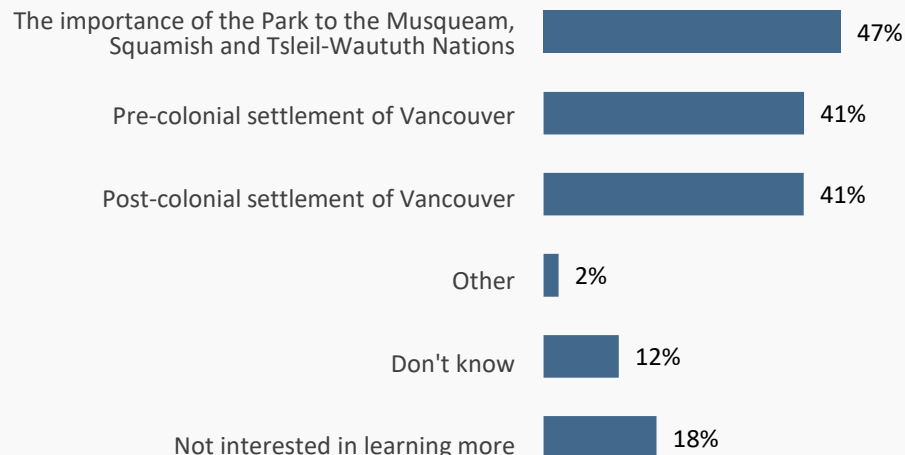
Six in ten are interested in learning more about the history of Stanley Park with City of Vancouver residents (67%) more likely to be interested than those in the rest of Metro Vancouver (57%). This is also true for people of Indigenous origin (83%) compared to other ethnic groups.

The importance of the Park to the Musqueam, Squamish, and Tsleil-Waututh Nations is the top-ranked topic that residents would like to learn more about, while nearly two in ten are not interested in learning more about Stanley Park history.

## Interested in Learning



## Topics of Interest



Base: All respondents (n=2,001)

Q14. How interested are you in learning more about the history of Stanley Park?

Q15. What aspects of Stanley Park's history would you want to know more about?



## RESPONDENT PROFILE

# RESPONDENT PROFILE

	Total (n=2,001)	City of Van (n=1,000)	Metro Van (n=1,001)
<b>GENDER</b>			
Female	52%	51%	52%
Male	47%	47%	47%
Other/No answer	1%	1%	2%
<b>AGE</b>			
18 to 34	29%	33%	28%
35 to 54	33%	33%	34%
55+	37%	34%	38%
<b>DISABILITY</b>			
No, I do not have a disability	81%	85%	79%
Yes, I have a disability/disabilities that <b>do not</b> impact my mobility	10%	7%	11%
Yes, I have a disability/disabilities that impact my mobility	7%	6%	7%
Prefer not to answer	2%	2%	2%

	Total (n=2,001)	City of Van (n=1,000)	Metro Van (n=1,001)
<b>REGION</b>			
City of Vancouver	26%	100%	—
Surrey/White Rock	25%	—	34%
Burnaby/New Westminster	13%	—	18%
Richmond	8%	—	11%
Northeast Region	8%	—	11%
Langley/Langley Township/ Aldergrove	7%	—	10%
North Shore	4%	—	6%
Pitt Meadows/Maple Ridge	3%	—	4%
Delta	3%	—	4%
University Endowment Lands	2%	—	2%

# RESPONDENT PROFILE

	Total (n=2,001)	City of Van (n=1,000)	Metro Van (n=1,001)
<b># IN HOUSEHOLD</b>			
1	25%	30%	23%
2	31%	27%	33%
3	18%	22%	16%
4	17%	15%	18%
5+	9%	7%	10%
<b>CHILDREN &lt;19 LIVING IN HOUSEHOLD</b>			
Yes	33%	34%	32%
No	67%	66%	67%
<b>EDUCATION</b>			
High school or less	65%	50%	70% ▲
Post-secondary	18%	23% ▲	16%
Graduate/Post-graduate	12%	18% ▲	10%
<b>HOUSEHOLD INCOME</b>			
<\$50K	44%	43%	45%
\$50K to <\$100K	36%	35%	36%
\$100K+	27%	28%	27%

	Total (n=2,001)	City of Van (n=1,000)	Metro Van (n=1,001)
<b>ETHNICITY</b>			
European	50%	47%	51%
Asian	25%	31% ▲	23%
South Asian	6%	4%	7%
Canadian	5%	2%	6% ▲
Indigenous /First Nations/Metis/Inuit	4%	8% ▲	3%
Middle Eastern	2%	3%	2%
Central/South American	2%	4%	1%
Caribbean	1%	<1%	1%
African	1%	1%	1%
Oceanian	1%	<1%	1%
Musqueam, Squamish or Tsleil-Waututh	1%	1%	1%
None of the above	2%	1%	2%
Prefer not to say	5%	3%	6%

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Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



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# **APPENDIX B**

## Interest Holder and Community Group Feedback (Phase 3)





# INTEREST HOLDER AND COMMUNITY GROUP FEEDBACK

Throughout Phase 3 of engagement, the following groups contributed to the study through workshops, one-on-one sessions, meetings, and email correspondence:

## PARK STAKEHOLDERS

- AAA Horse & Carriage
- Beach Avenue Residents Association
- BEST (Better Environmentally Sounds Transportation)
- BMO Vancouver Marathon
- Brand LIVE Management Group
- Canadian Tour Guide Association of BC
- Capilano Group of Companies
- Cycling BC
- Destination Vancouver
- Disability Alliance BC
- DND HMCS Discovery (DND)
- EasyPark
- Gray Line West Coast Sightseeing Ltd.
- Great Canadian Trolley
- HUB Cycling
- Landsea Tours & Adventures
- MOBI Bike Share
- Moustache Miler
- Older Persons and Elders Advisory Committee (OPEAC)
- Persons with Disabilities Advisory Committee (PDAC)
- Sequioa Group (Teahouse)
- Stanley Park For All
- Stanley Park for All (Not Just for Cars)
- Stanley Park Horse-Drawn Tours
- Stanley Park Lawn Bowling Club
- Stanley Park Police Mounted Squad
- Sylvia Hotel
- Theatre Under the Stars (Malkin Bowl)
- Transportation Advisory Committee (TAC)
- Vancouver Aquarium
- Vancouver Bike Share
- Vancouver Fire and Rescue Services
- Vancouver Rowing Club
- Vancouver Sun Run
- Vision Zero Vancouver

## COMMUNITY GROUPS.

- Stanley Park EcoCampers (ages 7-10)
- Families at the Gordon Neighbourhood House
- Seniors at the Gordon Neighbourhood House
- Trout Lake Youth Council (ages 13 -17)

## FIRST NATIONS

During this phase, the team also met and received input from Musqueam, Squamish and Tsleil-Waututh (MST) community members through an online survey sent out to MST members.

RANKING GUIDING PRINCIPLES

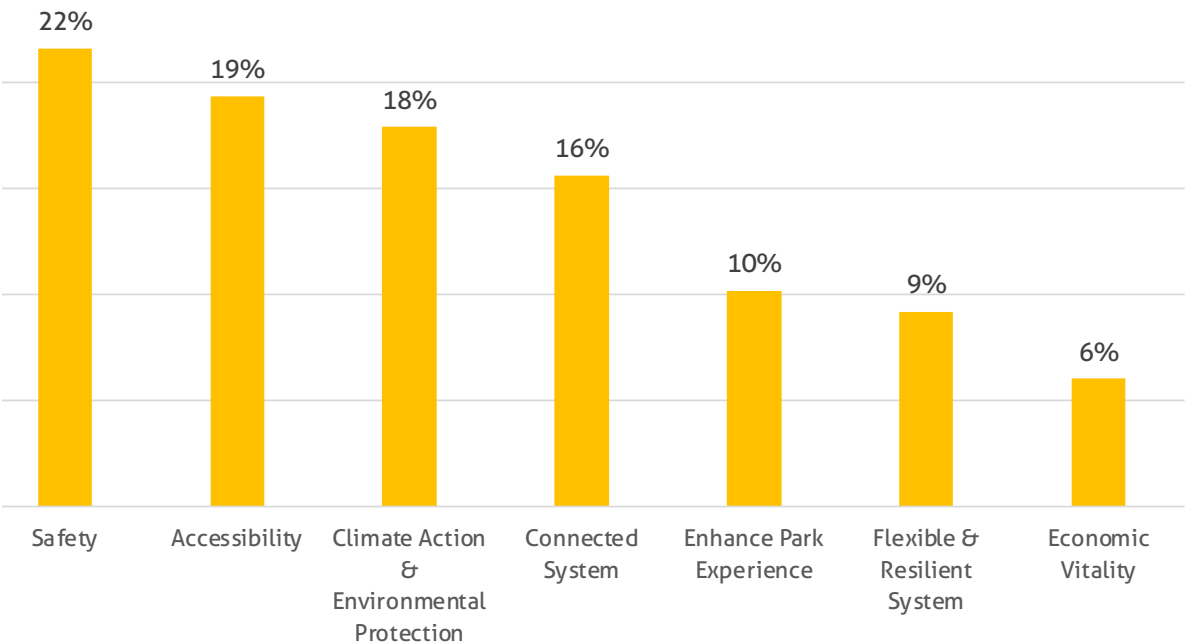
The first part of this phase of engagement focused on better understanding and prioritizing the Study’s seven guiding principles to determine how future mobility options would be evaluated. Through the activities outlined above, participants were asked to rank the guiding principles in order of importance. Participants then offered comments on what these principles would look like if successfully implemented in Stanley Park.

This feedback was used to develop the evaluation framework for future mobility options, including the indicators and technical weight for each principle according to their importance to the public, stakeholders and Musqueam, Squamish and Tsleil-Waututh members. The weight was then applied to the technical score of each option. More information on the development of the evaluation framework can be found in the *Mobility Study Evaluation Process* package on the project’s Shape Your City webpage: <https://www.shapeyourcity.ca/stanley-park-mobility-study>.

The following graphs show how different stakeholder and community groups ranked the seven guiding principles.

Community groups (youth, seniors, families)

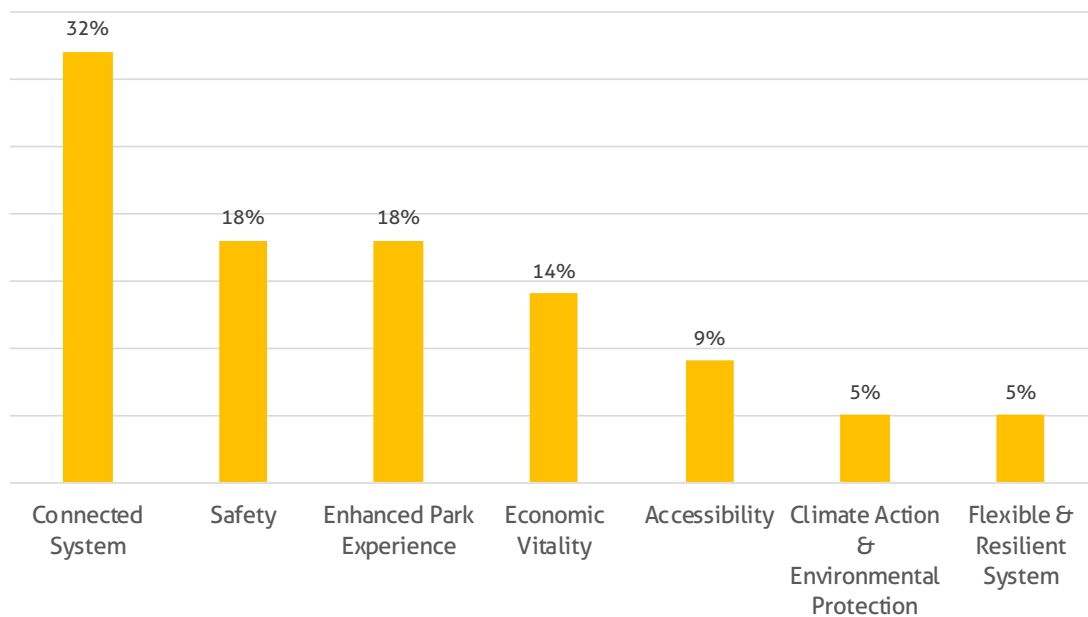
~80 responses



In the community workshops, ‘safety’ and ‘accessibility’ were prioritized, particularly in youth sessions. Families and seniors were more likely to rank ‘a connected transportation system’ as an important guiding principle.

## Park businesses and operational services

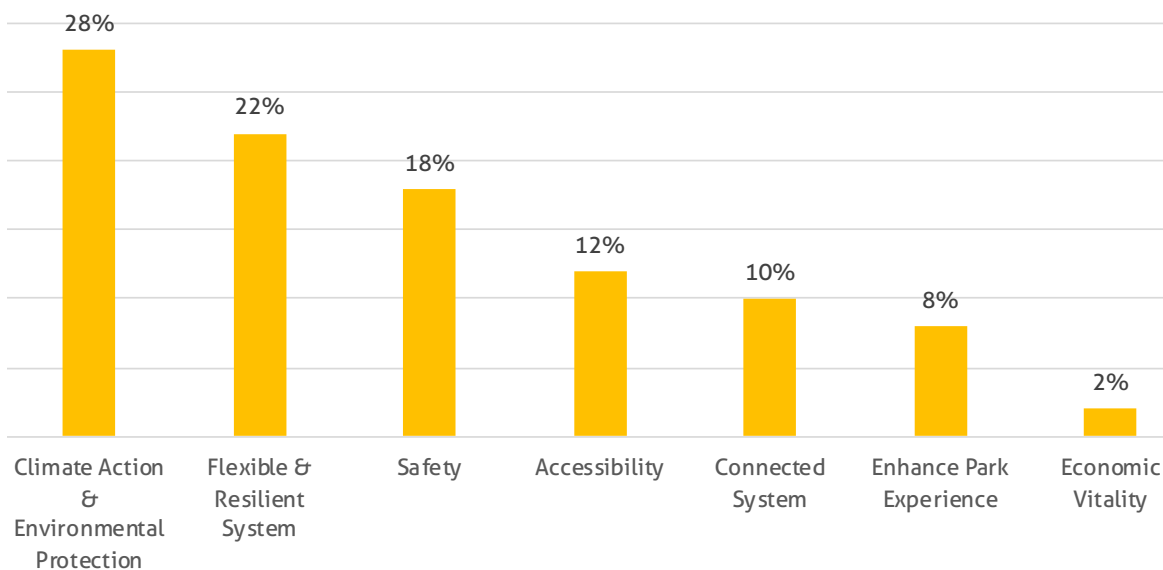
22 responses



Representatives from businesses and services that rely on access to Stanley Park prioritized 'a connected transportation system'. 'Safety' and 'enhanced park experience' were also ranked as important guiding principles.

## Musqueam, Squamish and Tsleil-Waututh (MST)

27 responses

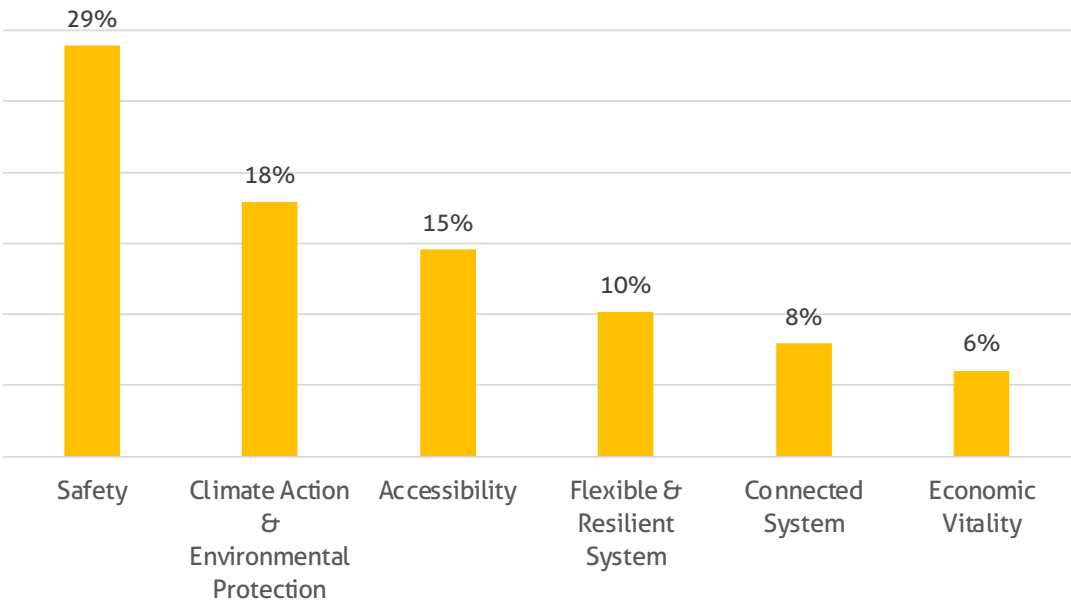


Community members from MST prioritized 'climate action and environmental protection' as the most important guiding principle, followed by 'flexible and resilient system' and 'safety'.

Public opinion poll

2001 Responses

The public opinion poll conducted by Leger, a Canadian market research company, was completed by residents of Metro Vancouver, including 50% who live in the city of Vancouver and 50% who reside in other Metro Vancouver municipalities.



Survey participants identified ‘safety’ was the most important guiding principle, far above the other six. When asked to rank specific attributes of each guiding principle, respondents selected ‘provide a space that feels safe and secure from crime’ is the most important attribute.

More detailed results from the Leger report are included in **Appendix A**.

## FEEDBACK ON GUIDING PRINCIPLES

Through conversations about the guiding principles, we heard the following key themes and suggestions. This input informed the evaluation framework indicators that were used to measure and score each mobility option.

### Safety

Across groups, we heard about safety considerations such as lighting, first aid, and user and animal conflicts.

- Youth suggested providing separate and clear pathways for walking, cycling, and driving. Some suggested segmented bike lanes (e.g., leisure, commuting) to improve safety for seniors and small children. There were also comments about adding lighting, speed bumps, first aid stations, and security cameras throughout the park.
- Families shared concerns about coyotes in the park, a need for improved lighting and the distinction of bike and walkways.
- For seniors, there were concerns about conflicts between cyclists and pedestrians as well as coyotes. We heard suggestions for clear signage of pathway use and directions.

### Connected transportation system

Overall, we heard a desire to improve connections to and around the park by foot, bike, and transit.

- Youth suggested more direct walking routes to destinations in the park, as well as an increased number of bus stops and improved bus signage. We also heard a suggestion to connect bike rental shops with the bus system and to ensure the park is connected to regional active transportation networks.
- Families also commented on improving transit to and around the park, and ensuring pathways within the park are stroller friendly.
- Seniors suggested improved wayfinding and signage to support active transportation. There was a strong desire for a shuttle bus around the park that provides low-cost and regular service. Some were supportive of reduced vehicle speeds associated with the temporary bike lane.
- Park stakeholders also echoed the importance of integrating the park's transportation system with the broader City network.

### Accessibility

Groups provided suggestions to improve accessibility.

- MST community members expressed the need for better park access for all mobility levels, including suggestions for cultural signs for wayfinding and representation of the three Nations.
- Youth provided ideas like braille signage, a mix of ramps and stairs, and free shuttle services.
- Seniors suggested paved pathways.
- Park stakeholders commented on universal design principles and maintaining the affordability of park attractions. We also heard the importance of improving accessibility to and around the park, particularly in response to traffic challenges along Beach Avenue, and balancing access for both locals and tourists.

## Climate action & environmental protection

Across all groups, we heard concerns about climate change impacts and opportunities to act, like waste and water management, heat relief, flood resilience, and reducing car dependency.

- MST community members emphasized the need for adaptation measures in the park to withstand extreme climate events and protect the park's shoreline.
- Youth suggested providing shaded areas and misting stations to combat extreme heat impacts, as well as improving waste and recycling in the park and reducing water usage where possible. Youth also commented on improving transit and providing drinking water refill stations for pedestrians and cyclists to reduce reliance on cars.
- Seniors also noted the importance of considering climate adaptation and mitigation tactics beyond reducing car traffic.

## Enhanced park experience

Youth shared ideas to enhance the park experience, like protecting viewpoints and maintaining public washrooms. We also heard the park provides an important refuge of peace and quiet within the city. MST members expressed support for reducing vehicle traffic by increasing park access through use of transit.

## Flexible transportation system

We heard the need for a flexible transportation system that supports travel for a range of visitors, given the park's importance as a regional destination.

- Youth identified opportunities to provide EV charging stations for bikes and cars, as well as parking spaces and ramps for people with disabilities.
- Park stakeholders also noted opportunities to increase multi-modal travel.

## Economic vitality

We heard suggestions to improve economic vitality with film and tourism opportunities. We also heard the importance of providing affordable food and beverage options for visitors.

# **APPENDIX C**

## Interest Holder and Community Workshop Results (Phase 4)





# Stanley Park Mobility Study Combined Stakeholder Workshop Summary

February 27, 2024

2- 5pm | VanDusen Botanical Garden, BMO Great Hall

## PURPOSE

The intent of the event was to bring together all stakeholders to take a deeper dive into the refined mobility options, increasing the level of awareness and providing a space for feedback before the options are finalized.

The workshop objectives were to:

- Present draft mobility options and evaluation process to stakeholders (grounding options in what the public has said and what we've heard)
- Provide an opportunity for dialogue between stakeholders
- Gather feedback from stakeholders to help understand the potential impacts and issues with changes to the transportation network proposed by each option





## ATTENDANCE

There were 42 participants who attended the workshop. The following groups and businesses were represented:

- Persons with Disabilities Advisory Committee (PDAC)
- Transportation Advisory Committee (TAC)
- Older Persons and Elders Advisory Committee (OPEAC)
- Brand LIVE Management Group
- Moustache Miler
- Vancouver Sun Run
- BMO Vancouver Marathon
- Disability Alliance BC
- Cycling BC
- HUB Cycling
- BEST (Better Environmentally Sounds Transportation)
- Stanley Park for All
- Stanley Park for All (Not Just for Cars)
- Beach Avenue Residents Association
- Vision Zero Vancouver
- Canadian Tour Guide Association of BC
- Landsea Tours & Adventures
- AAA Horse & Carriage (Works Yard and Info Booth)
- Capilano Group of Companies (Prospect Point & SP Pa ...)
- Sequoia Group (Teahouse)
- Destination Vancouver
- Capilano Group - Brockton Pavilion
- Gray Line West Coast Sightseeing Ltd.
- MOBI Bike Share
- EasyPark
- Stanley Park Police Mounted Squad
- Vancouver Fire and Rescue Services
- Theatre Under the Stars (Malkin Bowl)

## DISCUSSION

Participants engaged in 6 rounds of discussion (15 minutes each) on each of the proposed mobility options. During each round, the following questions were considered:

- *How would this option improve access to the park?*
- *What do you like about this option?*
- *What do you dislike about this option?*
- *Do you have any additional comments, questions, or considerations for this option?*

The following pages summarize comments from all rounds of discussion for each option. Please note these are not verbatim comments from the workshop, but points to capture the range of considerations, support, concerns and ideas.

## OPTION A

### *How would this option improve access to the park?*

- Allows flexibility to accommodate events like music festivals, different uses throughout the day/month/season and different stakeholder needs
- Provides better access for public transit and accessible transit for those with accessibility needs and people who don't drive

### *What do you like?*

- Offers flexibility as the option can accommodate for different needs between the day and night
- Most practical, cheapest, quickest and easiest option to implement
- Congestion relief during very busy days/times
- Allows for times of days in the park with less noise pollution and increased pedestrian/cyclist safety
- Supports events in Stanley Park and tour bus operator access
- Complements public transit while still allowing for some vehicle access
- Would improve cycling access by reducing conflicts and making certain times safer for cyclists

### *What do you dislike?*

- Concern for maintained emergency access
- Does not improve on existing conditions
- Does not address cycling safety, especially for families and/or seniors without a physically separated bike lane from public transit
- Too much focus on large event needs in the park
- Barriers for employees who work in the park may make it difficult for businesses to hire people, especially those who live far away
- Communication may be a challenge, especially for residents and tourists to understand temporary network changes
- Adds complexity which could lead to negative equity impacts for those with disabilities who need to drive
- Limits access to park amenities
- Would not improve air pollution or congestion
- Potential negative impact on park's economy, revenue and taxpayers in general
- Concern for potential of being 'stranded in the park' (i.e., people who drove in before time restrictions are in place but do not leave before they begin)

- Does not address safety issues for public transit users and bus drivers

*Do you have any additional comments? What is important to consider about this option?*

- Considerations for different hybrid approaches including:
  - Time restrictions with increased transit service
  - Exemptions for those with a paid ticket to a park attraction
  - Lane restrictions during specific times, i.e. one lane for cyclists and one lane for vehicles during specified times
  - Time restrictions on one side of the park and not the other
  - Exceptions for certain operators/businesses to access the park during time restrictions
  - A bidding system to enter during restricted times
  - Allowing taxis/rideshare and electric vehicles during restricted times
  - Consider using pipeline road for business and vehicle access during restricted times
  - Time-restrictions for those who do not have passes
- Suggestions for specific time restrictions including:
  - Friday 3PM-9PM
  - Saturday and Sunday 9PM-5PM
  - Event days
- Communication is a challenge and brings up equity concerns as those without access to the internet or a phone may not be aware of restrictions
  - Would require good signage and communication to be effective
  - Suggestions to not change the time restrictions too frequently to increase certainty for visitors
- This option might only benefit those who live close by to the park, at the expense of those who live further away and those with disabilities
- Does not increase accessibility to attractions in the park and could limit the economic viability of existing and future attractions
- Need to consider improving pedestrian footpaths, curb cuts and access to trails for cyclists and transit infrastructure, such as bus stops, at the same time
- Would add too much administration for tour buses if they need to have a permit to enter during restricted times
- Consider road infrastructure improvements, including ingress and egress of the park, challenging vehicular chokepoints, reviewing HOV lane hours, traffic lights, demand-based parking fees on Denman Street, raising the bridge at the park roundabout
- Additional parkades outside the park in the West End and Coal Harbour
- Recommendation that all options should have a separated bike lane
- Question about whether hop on hop off buses would be allowed
- Suggestion to consider access to wheelchair-accessible bathrooms in general

## OPTION B

### *How would this option improve access to the park?*

- Provides more access for fewer people (i.e., those with the ability to plan ahead and navigate booking system)
- Reduces traffic congestion
- Limits access to the park for last minute trips, especially for visitors
- Encourages visitors to use other modes of travel if public transit options are improved
- Improves access for different modes of transportation but not vehicles

### *What do you like about this option?*

- Manages traffic in peak times of the year
- Reduces congestion which would reduce frustration for visitors (especially if there is more parking available for drivers)
- Provides a more comfortable and predictable park experience
- Flexibility based on time of year (i.e., time booking would not always be required)
- Disincentivizes private vehicle use
- Potential to improve traffic congestion in downtown
- Maintains both vehicle and transit options (especially for people with disabilities)
- Better user experience if the park is not too crowded
- Less noise and pollution from vehicles during peak times
- Cheap and quick to implement
- Supports schools and other programs in planning visits
- Less restrictive than Option A (vehicles are still permitted)
- Opportunity to prepay for parking
- Limiting vehicles during peak times allows for more reliable transit movement
- Could include real-time traffic/capacity count to know how busy the park is
- Opportunity to have a 'bookable' experience at key park attractions (i.e., Aquarium, Prospect Point, etc.)

### *What do you not like about this option?*

- Inequitable by creating additional barriers for people to access (e.g., fee to enter park would make it less financially accessible, technology barrier required to book)
- Concern for administrative cost and management of the vehicle passes
- Would privilege those who know how to use booking system by giving them access times (i.e., people without internet access are at a disadvantage)

- Concern for confusion in communicating changes, especially for visitors who don't come to the park often (e.g., summer tourists)
- Could add stress and would limit ability to access park by vehicle without planning
- May cause negative impact on businesses and economic vitality of restaurants and other key attractions
- Potential for vehicles to speed if fewer cars on the road (need for speed enforcement)
- May limit access for employees who drive from outside of the City
- Inflexibility if people reserve a booking and do not come
- Concern for safety of cyclists (particularly families and seniors) without physically separated bike lane
- Does not prioritize active transportation and may result in a reduced number of cyclists/micromobility users
- Does not improve park experience
- May lead to bottleneck of traffic around access points, especially with horse and carriage
- Difficult to administer time slots if spending all day at the park (e.g., Aquarium)
- Would require increased enforcement
- Not practical for area of park that is connected to the downtown

***Do you have any additional comments or thoughts?***

- Consider exemptions to time booking system during peak times:
  - Delivery trucks and event operators (including those who have prebooked a venue for a private event such as Brockton site)
  - Specific tour/shuttle operators during restricted times
  - Taxis or other rideshare vehicles (especially for people with disabilities)
- Requires user friendly platform for booking
- Consider guaranteed parking space in the park upon booking
- Prioritize making all park exits open, including Beach Avenue and Georgia Avenue
- Implement booking requirement only in peak season/busy times
- Requires adequate signage throughout the park and equitable communication (e.g., digital notice boards, notification on what transit is available)
- Questions with how the booking system will work, including:
  - number of passes that will be issued during restricted times
  - if vehicles can leave the park and come back in
  - if passes are given on a first-come-first-served basis (or priority given to Vancouver residents)
- Consider priority access to certain groups and timeslots, including tour companies
- Could cause confusion with restaurant reservation and what is required to access park to visit specific attractions/restaurants

- Need to consider connections and amenities including parking near SkyTrain, covered transit/shuttle stops, paths for pedestrian and scooter/wheelchair infrastructure improvements
- Consider boat/ferry access to the park
- Consider hybrid option with a bike lane and vehicle time-based bookings
- Consider different needs of eastern loop and western loop



## OPTION C

### *How would this option improve access to the park?*

- Allows more people into the park through both vehicle and public transit options
- Address accessibility more than any other option (especially for people who do not have a car)
- Accommodates tour bus access the best
- Increases safe and reliable public transit access
- Improves park access for park businesses employees
- Encourages use of public transit which could reduce private vehicle traffic

### *What do you like?*

- Two driving lanes around the park creates better access to all parts of the park (including potential for lanes to change use at different times)
- Potential to accommodate tour buses/companies, especially at peak times (more consistent travel times)
- Dedicated bus lane will support more frequent and reliable transit service
- Supports park business employees and volunteers
- May reduce vehicle speeds
- Low cost option with minimal infrastructure changes
- Encourages public transit use
- One way roads are safer to prevent accidents
- Opportunity to transfer easily between the two bus loops or continue around the park in a continuous bus route
- Gives the most flexibility for people with accessibility needs
- Maintains vehicle access to the park
- Does not require AAA infrastructure for active transit users
- Parking in park remains available, especially for those with mobility challenges

### *What do you dislike?*

- Safety concern for cyclists and micromobility users without separated lane (especially for families, seniors, youth, inexperienced cyclists)
- Potential for conflict between cyclists and buses around bus stops (would need accommodation like pull-ins)
- Too many modes sharing one lane (buses, coaches, cyclists, horse and carriage)
- Need vehicle access on Pipeline Road (would require vehicles to exit by driving around the entire park which would increase congestion and air pollution)

- Concern for vehicle congestion with one lane of car traffic (does not address park experience and climate action)
- Difficult to prevent unauthorized use of bus/bike lane (paint will not deter drivers)
- Limited access to attractions inside of the park by vehicle (Stanley Park Pavilion, Aquarium) and events at Brockton Point
- No need for a dedicated transit lane (i.e., preference for 2 car lanes)
- Does not encourage increased active transportation or provide an improved experience for cyclists
- Consider equity beyond public transit users

***Do you have any additional comments? What is important to consider about this option?***

- Consider bidirectional transit (at least to Third Beach), particularly for staff/employee access
- Need enforcement and infrastructure to reduce speeds (e.g., automated traffic cameras)
- Financial concern for transit users (including Metro Vancouver transit riders compared to tourists)
- Need more direction and clarity for active transportation users
- Consider multiple egresses and ingresses (including Beach Avenue access and need for multiple exits to accommodate traffic)
- Option would require bus stops and parking lots outside of the park (e.g., idea for private building owners to open public parking lots for shuttle pickup/drop off)
- Improve cycling safety on seawall to divert bike traffic from Park Drive
- Consider transit access to destinations off Park Drive (Aquarium, Third Beach, etc.)
- Reliant on frequent transit/shuttle throughout the year (i.e., less than 15 minutes per bus/shuttle) and stops in all areas of the park
- Ensure no barriers between bus lane and vehicle lane to maintain consistent travel times for buses and tour companies
- Consider infrastructure for pedestrian safety (i.e., footpaths, curb cuts, raised zebra crossings)
- Need a separate lane for cyclists
- Consider connections between park transit/shuttle and other City transit routes (including SkyTrain) and park and ride lots
- Need to ensure accessible public transit (for people with disabilities, elderly, families with children and equipment/gear)
- Ensure safety around bus stops when passengers are loading/unloading (avoiding conflict with cyclists)
- Consider water service from or near the seabus terminal to Stanley Park (e.g., Toronto ferries)
- Consider raising bridge at park entrance/roundabout to allow trucks and event vehicles to drive east

## OPTION D

### *How would this option improve access to the park?*

- Improves access and safety for bicyclists
- Makes active transportation to and within the park an easier option with the bidirectional bike lane
- Provides shorter route access times to destinations in park for cyclists
- Encourages young and inexperienced cyclists
- Attracts more active transportation users and increases visitation
- Potentially the cheapest option to install bike access

### *What do you like?*

- Separated and protected bike lane create more safety for cyclists of all ages and abilities
- Dedicated space for active transportation allows increased access for many modes (transit users, cyclists and micromobility)
- More variety of options for seniors
- Reduces congestion on roads as bike traffic increases
- Protected lane prevents unauthorized use of bike lane (compared to paint only)
- Affordable (free) option for cyclists
- Direct cycling route from 2<sup>nd</sup> to 3<sup>rd</sup> Beach
- Could encourage the reduction of motorized vehicle traffic

### *What do you dislike?*

- Concern for safety risk with potentially narrow active transportation lane with barrier and sharing between cyclists and motorized active transportation (i.e., e-scooter, moped, etc.)
- Does not accommodate varied cycling speeds if bike lane is bidirectional (i.e., the lane would likely not be wide enough)
- Safety concern for people using bike lanes for all abilities (children, new cyclists, fast cyclists, senior cyclists)
- Potential conflict with pedestrians and cyclists
- Concern for increased congestion and potential accidents if cars are sharing one lane with buses, horse carriages, etc.
- Potential delays and inconsistent schedule of public transit and tour companies if sharing one lane with horse carriage and cars

- Difficult to customize bus operations (size of bus must be considered with protected barrier)
- Concern for emergency vehicle access
- Barrier in the middle of the road and at turn areas makes damage and collisions more likely for large/oversized vehicles
- Limits park access for all users except cyclists
- Does not address air pollution (less positive impact on climate action)
- Limits ability to host future large events and activities in the park
- Bidirectional bike traffic could create increased chances of collisions (particularly for sport cyclists and on the hills)
- Concern cyclists will still use vehicle lane and create more congestion/potential for accidents
- Needs better inclusion for public transit
- Does not accommodate events, particularly at Brockton site

***Do you have any additional comments? What is important to consider about this option?***

- Consider width of bike lane and ability for emergency vehicle use
- Curbs should be minimal to avoid accidents
- Consider 1-way for cyclists in bike lane
- Need for transit priority through pullouts, etc. and areas of passing for slower traffic
- Prioritize speed enforcement
- Potential to combine with time based restrictions based on day of the week, season, etc.
- Potential to combine with vehicle bookings at peak times to reduce traffic congestion and maintain frequent transit
- Consider infrastructure for pedestrian safety (i.e., footpaths, curb cuts, raised zebra crossings)
- Design of transit spaces and intersections across the bike lane will need protection for active transit users
- Need for infrastructure to indicate emergency for those who are deaf/hard of hearing (i.e., visual indicators)
- Consider removing sidewalk on the driving lane to increase road width
- Permanent barrier will restrict volume of people who can access the park for big festivals, marathons, etc.
- Smoothing of park trails could increase accessibility
- Consider separation from bidirectionality of bike lane
- Consider use of Pipeline Road for vehicle and bike access
- Consider raising bridge at park entrance/roundabout to allow trucks to travel in right direction
- Combination of all options would allow for unidirectional traffic lane, dedicated transit lane and dedicated bike lane

- Elevated or structural bike lane could avoid tree removal and increase road space
- Requires increased planning when going to the park and using amenities
- Options should consider how people utilize the park, not just enter and exit the park
- Need for bidirectional bike lane between Second Beach and Prospect Point but could be unidirectional the rest of the loop

## OPTION E

### *How would this option improve access to the park?*

- Improves bus reliability without vehicle traffic congestion
- Provides better access for transit users and those without private vehicles
- Offers the best option for public transportation
- Provides additional ways/modes of getting in and around the park
- Comments that it would not improve access without allowing private vehicles

### *What do you like?*

- Car-free Park Drive
- Bi-directional lanes (to reduce speed)
- Transit access, specifically for West End residents who do not own a car
- Frequency of buses and/or shuttles
- Opportunity to green existing parking lots
- Increased movement of people within the park
- Accessibility for tourist and tour bus operators (provides opportunity to see more of the park from both directions)
- Principles of climate action and enhanced park experience are most addressed

### *What do you dislike?*

- Lack of protected lane for active transportation and micromobility (including AAA standards)
- Needs access for events (specifically at Brockton Pavilion and Prospect Point) and delivery vehicles to businesses
- Does not support young or less confident cyclists (who don't feel comfortable sharing a lane with buses)
- Safety concerns with buses passing cyclists on bidirectional lanes (specifically on the western side)
- Does not improve access for all cyclists/active transportation users, specifically getting to Third Beach
- Concern for fixed location commercial operations (park businesses, restaurants, vendors, attractions) if cars are restricted
- Limits direct access to places in the park such as Aquarium, restaurants, washrooms, youth play areas (especially for elderly, people with disabilities, families with kids)
- Challenge for families and people bringing sports equipment, gear, picnic supplies, etc.



- Two separate bus routes create a disconnected park network
- Does not accommodate visitors from outside of the City who drive to the park
- Potential burden for people with disabilities, seniors/elders, etc. to transfer from a vehicle to shuttle/bus or between buses
- Economic vitality is not as supported with no parking revenue

***Do you have any additional comments? What is important to consider about this option?***

- Implementation is dependent on type of transit available to prevent crowding and wait times
- Need to consider east & west shuttle loops and full transit circuit (idea to include simulated travel times to compare transit options)
- Consider connections to Prospect Point (gravel path)
- Need accommodation for bikes (i.e., bus lane and bike lane)
- Needs park and ride locations for vehicles to load/unload on shuttles
- Consider access to washrooms and public amenities (especially wheelchair accessible washrooms)
- Question whether Stanley Park has the density to support a car-free network year-round
- Need to ensure financial accessibility with cost of parking and added cost of shuttle/transit
- Consider free access for shuttle/bus (especially for youth)
- Could discourage last minute visitors to park (required to coordinate parking and bus times in advance)
- Would require additional signage and communication to park visitors, especially those from outside of Vancouver or who visit irregularly
- Consider exceptions for vehicles beyond shuttle/transit operations (i.e., delivery vehicles, vehicles for people with disabilities, etc.)
- Would require additional infrastructure for transit stops
- Consider connections between park shuttle/transit and regular City transit from other neighbourhoods
- Should test and incorporate how improving transit would impact commercial venues
- Need to consider operating cost and enforcement
- Prioritize electric buses/shuttles
- Potential to combine with other options (such as time based restrictions)

## Option F

### *How would this option improve access to the park?*

- Improves non-vehicle access (cyclists, pedestrians, transit users)
- Improves pedestrian access within the park via transit
- Transit may improve access for SPARK holders and people with disabilities
- Does not improve access for tourists
- Does not improve access for many groups
- Shared bus and cycling lanes do not improve access for all ages and abilities

### *What do you like?*

- Car-free Stanley Park; prioritizes cycling and transit and provides affordable access
- Bidirectional lanes improve the speed of access for all parties
- Will eliminate traffic congestion at peak times
- Provides cyclists with a direct route to Third Beach and maintains a full loop around the park
- Greening of existing parking lots
- Supports climate action
- Low implementation costs
- Supports access for tour buses

### *What do you dislike?*

- Concern for cyclists' safety with shared lanes, particularly for families and seniors
- Potential for more congestion around key destinations
- Does not accommodate access for weddings and events
- Transit does not connect East and West, is not a full loop, and does not connect to bathrooms
- Impacts access for people with disabilities, seniors, and those who live outside of Vancouver
- Impacts Stanley Park businesses
- Concern horse and carriage will stop traffic in each lane

### *Do you have any additional comments? What is important to consider about this option?*

- Consider access for emergency vehicles, delivery vehicles, and events, especially on the East side
- Consider taxi or private vehicle access for those with mobility challenges
- Consider access for EV vehicles

- Consider private tour company access to the park
- Allow more park access points, re-open the three exits and fix traffic lights on Georgia St.
- Provide parking space to connect with public or active transportation options
- Concern transit is not accessible for families, those with disabilities, seniors, and those from out of town; improve transit options for those with wheelchairs, wagons, strollers, etc.
- Consider funicular or gondola transit options for steep grades
- Ensure regular transit service and consider a smaller shuttle, or rail trail
- Consider bus connections with SkyTrain stations and more frequent bus services; consider regional connections to the Park
- Consider transit security
- Increase rest stops and washrooms around the park to support cyclists, pedestrians, and transit users; connect bus stops with park bathrooms
- Brockton Point picnic area and Third Beach are not wheelchair accessible
- Concern active transportation is not accessible along the Prospect Point hill
- Consider more paved routes for wheelchair access, more footpaths and curb cuts
- Remove gates on the seawall bike path, they exclude hand cyclists and non-standard bikes or trailers
- Improve signage and internal pathways to the aquarium, allow for bike access
- Address user conflicts and safety concerns; separate bike and bus lanes
- Consider seawall as a part of options; retain the seawall as an all ages and abilities lane and leave the road for faster cyclists
- Does this address horse and carriage access?
- Prioritize Host Nations' desires for the park
- Consider removal of horse carriage

# **APPENDIX D**

## Park Intercept Survey Results (Leger Report, Phase 4)



Report

# Stanley Park Mobility Study



DATE August 2024 PROJECT NUMBER 42045-007



Leger

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## KEY OBJECTIVES

In 2023, the Vancouver Board of Parks and Recreation (“Park Board”) engaged Leger to conduct online and onsite surveys as part of the Stanley Park Mobility Study. Leger’s first phase of the research took place during Summer 2023 with an online general population survey to Metro Vancouver residents. The findings from this survey (along with results from other research and engagement activities by the Park Board) informed the onsite survey conducted in July 2024 by Leger within Stanley Park. The purpose of the onsite survey is to explore visitors’ opinions on potential options for improving access in Stanley Park and to ensure tourists perspectives were captured.

**The main objectives of this research are:**



***Identifying the profile of Stanley Park visitors:*** How often do they visit the Park? What mode of travel do they use to travel to and around the park?



***Understanding park visitors' preferences and opinions on the potential options for Stanley Park:*** What options will make the park experience better? What options impact the likelihood to visit?



***Identifying differences between key demographic groups:*** Are there differences between demographic groups including “locals” and “tourists” and if so, what are they?

# METHODOLOGY



Data was collected via in-person onsite intercept interviewing at various locations within Stanley Park.



This survey was completed by Stanley Park visitors (n=750), who are split into “locals” (n=380) and “tourists” (n=370). For the purpose of this study, a tourist is considered someone who lives outside of the Greater Vancouver and Fraser Valley region. Full regional breakdown is provided on page 25.



Surveys were completed from July 17 to July 28, 2024.



Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients’ needs with honesty, total confidentiality, and integrity.

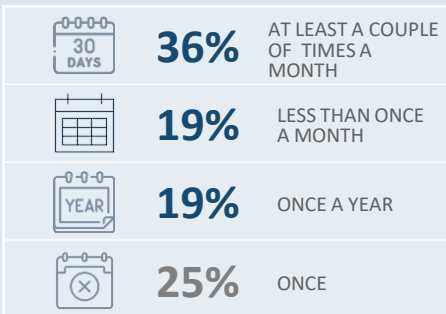
A glowing lightbulb is held in a hand, symbolizing an idea or finding. The background is blurred, showing a person in a blue shirt writing on a notepad. A semi-transparent grey bar is at the bottom.

KEY FINDINGS

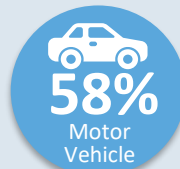
# SUMMARY

- Over one-third (36%) visit Stanley Park at least a couple of times a month.
- The main mode of travel to the park is driving (58%).
- The main mode of travel around the park is walking or running (70%).
- Those who travel to and around the park by bike or micromobility are more likely to be frequent visitors.
- The top reason for visiting Stanley Park is to access nature in the City of Vancouver (58%).
- Of the six options presented, limiting car access on Park Drive with a protected bike lane (Option D) is the most favourable, in terms of improving visitors' experience in the park and their likelihood to visit the park.

## FREQUENCY OF VISITS



## MODE OF TRAVEL – TO the Park



**20%**  
Walk/Run



**19%**  
Bicycle/  
Micromobility

## MODE OF TRAVEL – AROUND the Park



**45%**  
Bicycle/  
Micromobility



**31%**  
Motor Vehicle

## IMPACT OF POTENTIAL STANLEY PARK TRANSPORTATION OPTIONS

	Improve experience		Likelihood to Visit
RANK <b>#1</b>	<b>65%</b>	<b>Option D</b> - Park Drive with Protected Bike Lane	<b>68%</b>
RANK <b>#2</b>	<b>58%</b>	<b>Option E</b> - Car Free Park Drive with Dedicated Bike Lane & Dedicated Lane for Shuttle/Transit & Tour Buses	<b>59%</b>
RANK <b>#3</b>	<b>41%</b>	<b>Option F</b> - Car Free Park Drive for Active Transportation & Shuttle/Transit Only	<b>48%</b>

## TOP 5 REASONS FOR VISITING STANLEY PARK



**58%** To access nature in the City of Vancouver



**35%** To visit beaches and picnic areas



**34%** For leisure recreation on the seawall & trails



**31%** To visit major attractions



**16%** To show visitors around Stanley Park

# KEY FINDINGS (P. 1 OF 2)

## Stanley Park Visits

- Over **one-third (36%) of Stanley park visitors visit the park at least a couple times a month**--this increases to almost two-thirds (64%) for locals compared to only 7% for tourists.
- The most common **mode of travel to Stanley Park is driving with passengers or alone (58%)**—this is the top mode for both locals and tourists.
  - After driving, locals prefer walking/running (27%) and cycling/using micromobility (28%), tourists are more likely to use taxis/ridehailing (17%) or tour buses (18%).
- **Walking/running is by far the most common mode of travel around Stanley Park** for both locals (68%) and tourists (72%), followed by bicycle/micromobility as the second most popular way to get around the park for locals and tourists alike.
  - Frequent visitors (at least a couple of times a month) are most likely to travel around the park via bicycle/micromobility (59%).
- The **main reason for visiting Stanley Park is to access nature**, with nearly six in ten (58%) visitors saying this.
  - Locals tend more to visit for leisure recreation on the seawall and trails (41%) and to visit the beaches and picnic areas (38%), while tourists are more inclined to visit major attractions (51%) and enjoy scenic drives (17%).

# KEY FINDINGS (P. 2 OF 2)

## Potential Stanley Park Transportation Options

Due to time limitations for onsite interviews, respondents had the opportunity to evaluate three randomly chosen potential transportation options (out of a total of six) for Stanley Park Drive; as well, they were provided with a map showing the full transportation network, including areas for motor vehicles, cyclists, and pedestrians, along with pictorial renderings of each option.

- **Limiting car access on Park Drive with a protected bike lane was the most favourable option for park visitors (Option D)**, ranking first out of the six possible options with around two-thirds of park visitors saying this option will make their experience better (65%) and likely (68%) to visit the park. Please note that while this is the top option, there are still around three in ten who are neutral or believe this option will make their experience worse or unlikely to visit the park.
  - This is the preferred option among frequent visitors (at least a couple of times a month), which is understandable as they are more likely to travel to and around the park by bicycle or micromobility.
  - Those 19-39 are more likely to be in favour of this option with about three-quarters feeling this will make their experience better (74%) and likely to visit (73%).
- **Car Free Park Drive with Dedicated Bike Lane & Dedicated Lane for Shuttle/Transit & Tour Buses (Option E) ranks as the second most favourable option** out of the six with around six in ten feeling this option will make their experience better and likely to visit the park.
  - Frequent visitors (at least once a month) are more likely to believe this option will make their experience better (70%).
- **Car Free Park Drive for Active Transportation & Shuttle/Transit Only (Option F) ranks third** with around four in ten park visitors stating this option will make their experience better and almost half saying it would make them likely to visit the park.
  - Frequent visitors (at least once a month) are more likely to believe this option will make their experience better (52%).
- The remaining options are Park Drive with Dedicated Bus Lane (Option C) which ranks fourth for improving experience in the park and likelihood to visit the park, followed by Time-Based Vehicle Access Restrictions (A), and Vehicle Time Slot Bookings (B) in sixth place.



A magnifying glass with a black handle and frame is positioned over a document. The document features a bar chart with several blue bars of varying heights. In the background, a calculator and a pair of glasses are visible on a desk. The scene is lit with a warm, orange glow from the top left.

DETAILED RESULTS

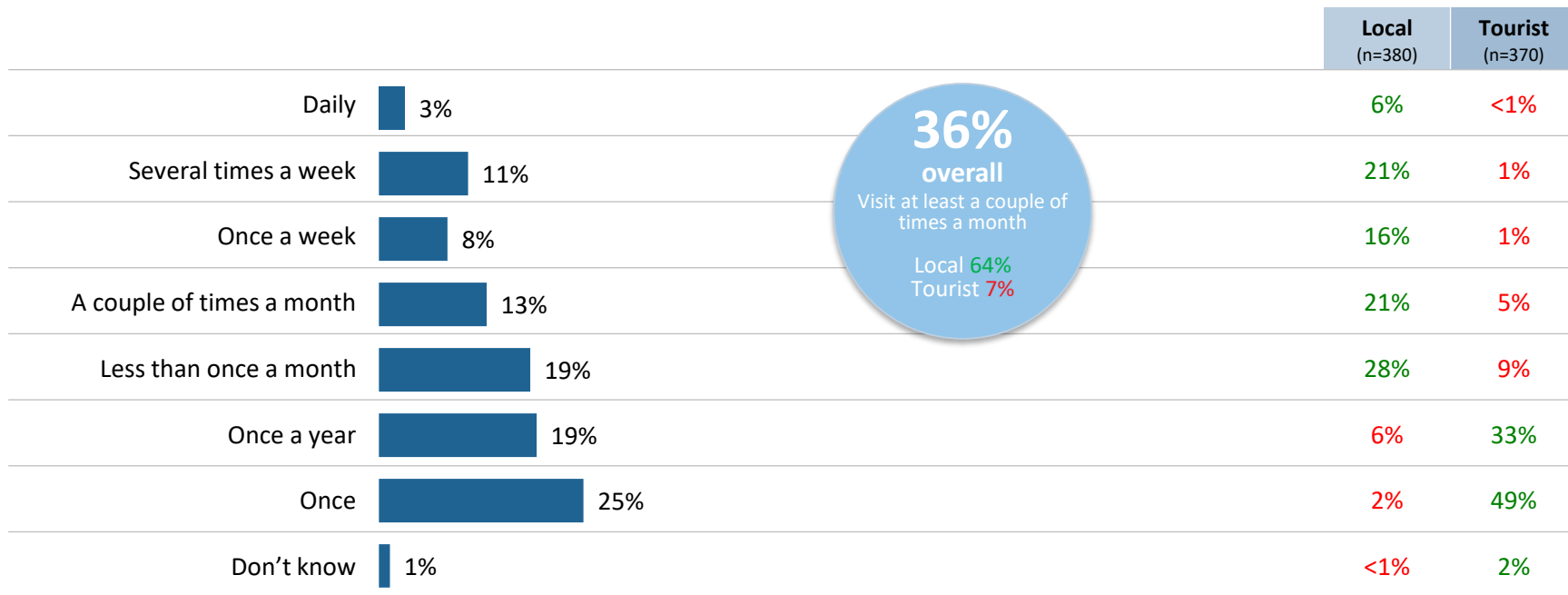


# Stanley Park Visits



# VISITING STANLEY PARK

Unsurprisingly, locals visit Stanley Park significantly more frequently than tourists, with 64% of locals visiting at least a couple of times a month compared to only 7% of tourists.



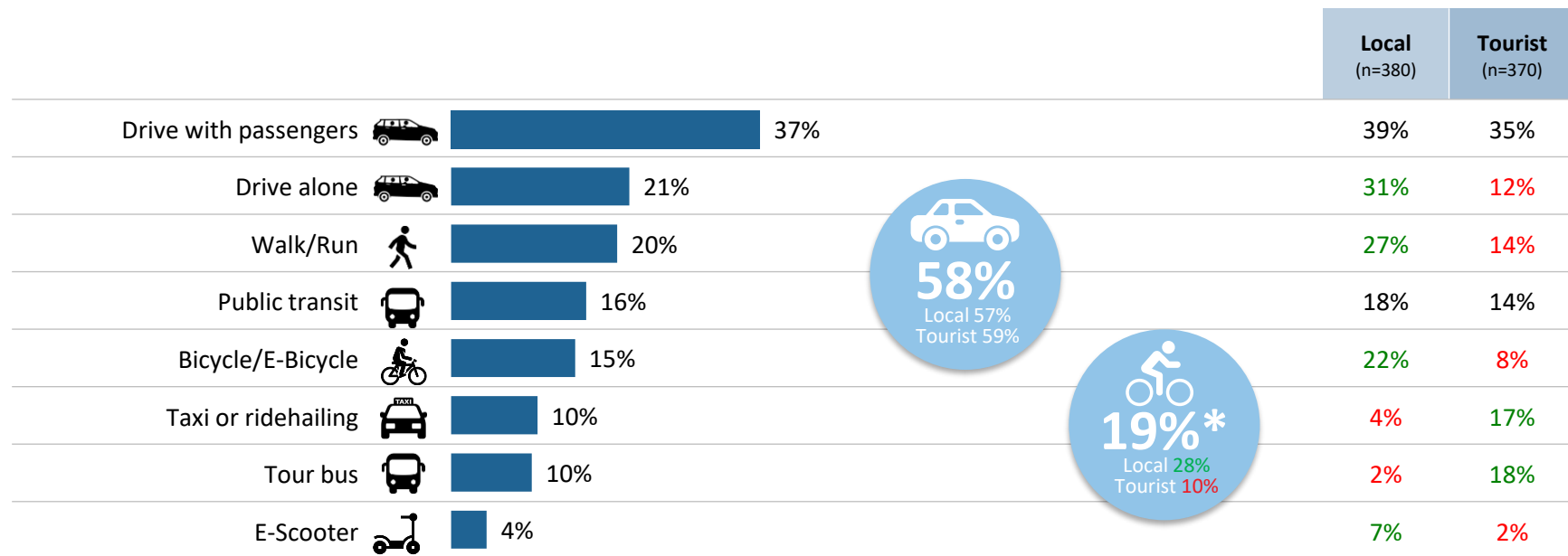
Base: All respondents (n=750)

Q3. On average, how often do you visit Stanley Park?

%/ % Statistically significantly **higher**/**Lower** than total.

# MODE OF TRAVEL TO THE PARK

The most common mode of travel to Stanley Park is driving (58%), which is the top choice for both locals and tourists. After driving, locals prefer walking/running (27%) and cycling/using micromobility (28%), while tourists are more likely to use taxis/ridehailing (17%) or tour buses (18%). Those who visit the park at least a couple of times a month are most likely to travel by bicycle/micromobility (36%) or walk/run (35%).



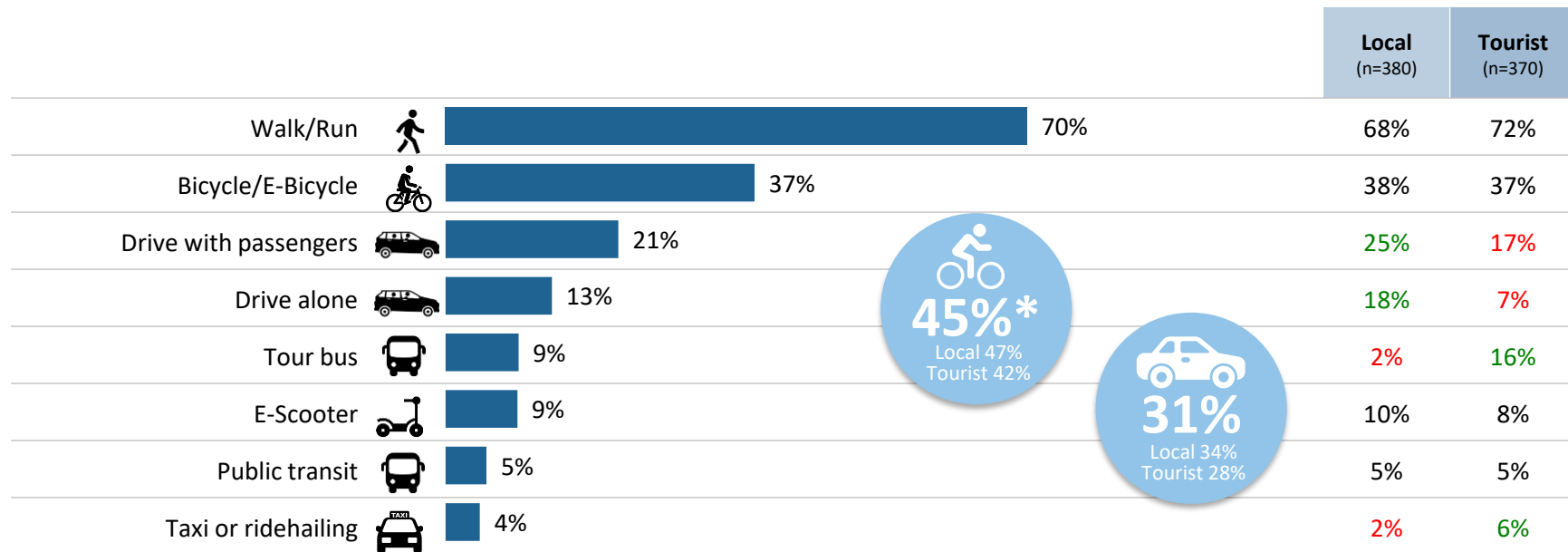
%/% Statistically significantly higher/Lower than total.

Base: All respondents (n=750) Modes of travel 1% or less not shown.

Q2a How do you typically travel to get to Stanley Park? (Select all that apply) \*Net Bicycle/Micromobility (Bicycle/E-Bicycle, Handcycle, e-scooter, skateboard, mobility aid), Net Motor Vehicle (Motorcycle, drive alone, drive with passenger, taxi) Net walk/run (walk, run)

# MODE OF TRAVEL AROUND THE PARK

Walking/running is by far the most common mode of travel **around** Stanley Park for both locals (68%) and tourists (72%), followed by bicycle/micromobility as the next most popular way for both groups use to get around the park. Frequent visitors (at least a couple of times a month) are most likely to travel within the park by bicycle/micromobility (59%).



%/% Statistically significantly **higher/Lower** than total.

Base: All respondents (n=750) Modes of travel 2% or less not shown.

Q2b. How do you typically travel around Stanley Park? \*Net Bicycle/Micromobility (Bicycle/E-Bicycle, Handcycle, e-scooter, skateboard, mobility aid),  
 Net Motor Vehicle (Motorcycle, drive alone, drive with passenger, taxi)

# REASON FOR VISIT

The main reason for visiting Stanley Park is to access nature, with 58% of both locals and tourists saying this. Locals are more likely to visit for leisure recreation on the seawall and trails (41%) and to visit the beaches and picnic areas (38%), while tourists are more inclined to visit major attractions (51%) and enjoy scenic drives (17%).

		Local (n=380)	Tourist (n=370)
To access nature in the City of Vancouver	58%	58%	58%
To visit beaches and picnic areas	35%	38%	31%
For leisure recreation on the seawall & trails	34%	41%	26%
To visit major attractions	31%	12%	51%
To show visitors around Stanley Park	16%	20%	12%
To scenic drive around the park	14%	11%	17%
To enjoy entertainment at events in the park	8%	9%	8%
For sport recreation	7%	12%	2%
To dine at the restaurants	5%	4%	7%
To play in playgrounds, spray parks	4%	6%	2%
Other	2%	3%	1%

Base: All respondents (n=750)

Q1. In general, why do you visit Stanley Park?

%/ % Statistically significantly **higher**/**Lower** than total.

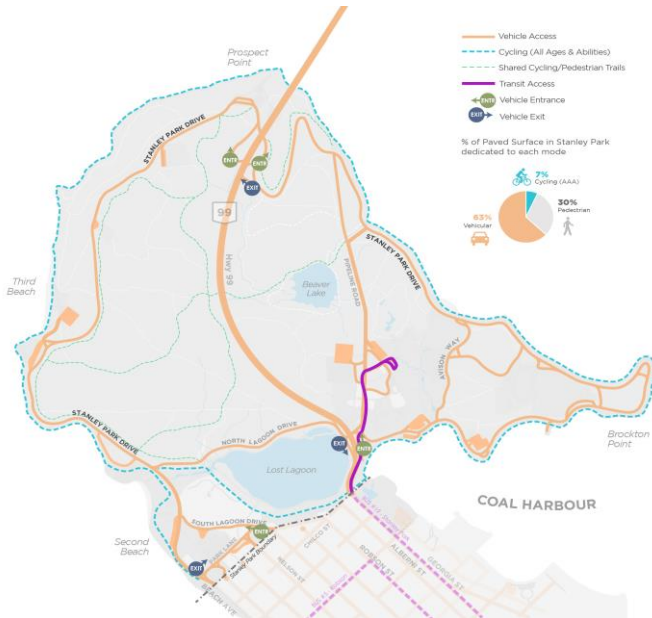


# Potential Stanley Park Transportation Options

# POTENTIAL STANLEY PARK TRANSPORTATION OPTIONS

Due to time limitations for onsite interviews, respondents evaluated three randomly chosen potential transportation options (out of a total of six) being considered, all focusing on Stanley Park Drive, or “Park Drive.” Park Drive encircles the park, mostly following the shoreline and connecting many of the attractions. It is central to how people visit the park.

Park Drive is approximately 8.5 km long, is two lanes wide and is dedicated to one-way motor vehicle travel with a speed limit of 30 km/hr. The map below shows the full transportation network, including the paved areas of the Park dedicated to motor vehicles, cyclists, and pedestrians—this was provided to the respondents along with individual pictures for each potential options.



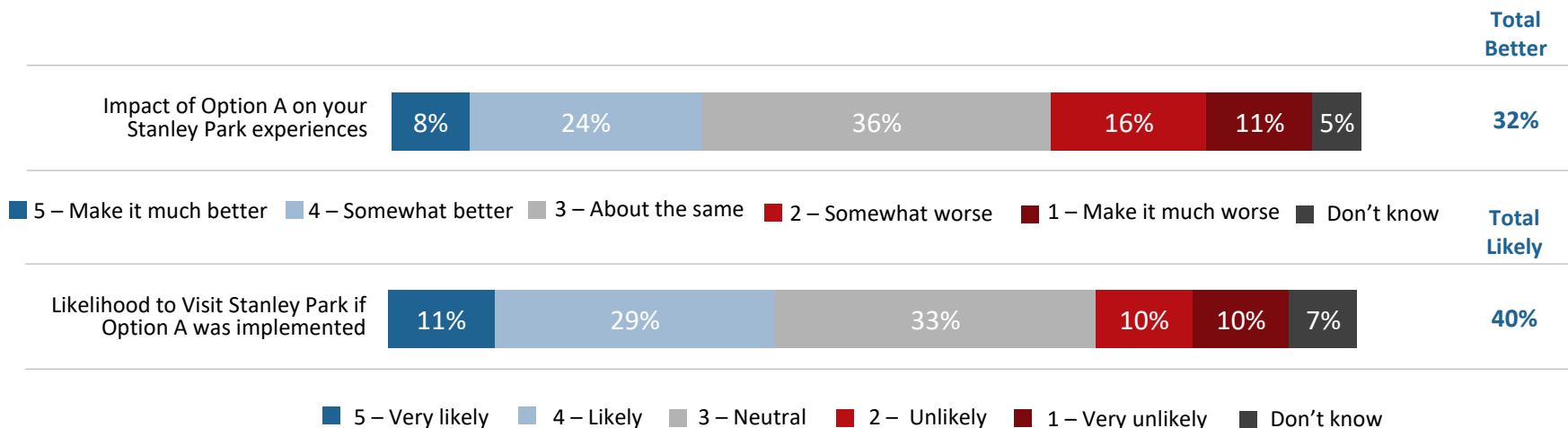
## Potential Park Options:

- OPTION A: Time-Based Vehicle Access Restrictions
- OPTION B: Vehicle Time Slot Bookings
- OPTION C: Park Drive with Dedicated Bus Lane
- OPTION D: Park Drive with Protected Bike Lane
- OPTION E: Car Free Park Drive with Dedicated Bike Lane & Dedicated Lane for Shuttle/Transit & Tour Buses
- OPTION F: Car Free Park Drive for Active Transportation & Shuttle/Transit Only

## OPTION A – TIME-BASED VEHICLE ACCESS RESTRICTIONS

This option would **close Park Drive to cars at specific and pre-scheduled times** during the busy spring or summer season, on a weekly basis, maybe on weekends, or certain time times of the day like mornings or afternoons. **Park Drive would still be open to cyclists and a public transit/shuttle service during these times.**

Option A **ranks fifth** out of the six possible options, with one-third (32%) believing this option will make their park experience better and four in ten saying it will make them likely to visit the park.



Base: All respondents presented with option A (n=382)

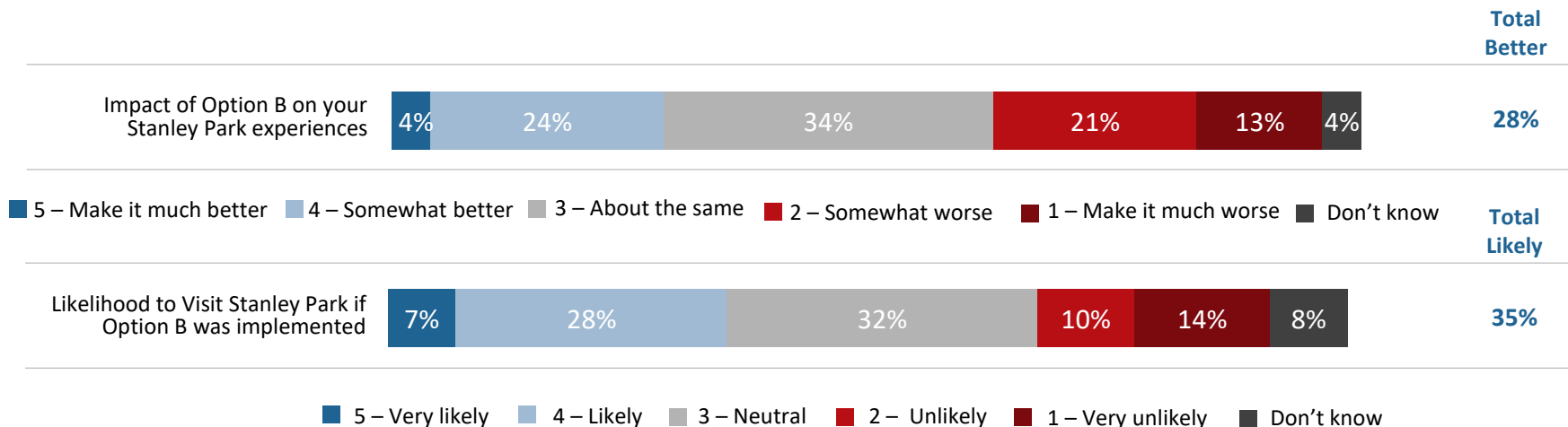
A1. How would Option A impact your experience visiting Stanley Park?

A2. How likely are you to visit Stanley Park if Option A was implemented?

## OPTION B – VEHICLE TIME SLOT BOOKINGS

This option would mean that people driving through the park in their own cars **would need to book a specific time slot ahead of time**, free of charge like other BC Parks systems. This would help control how many cars are in the park at one time during the busy season. Booking might be needed all the time or just on weekends in spring and summer when Stanley Park is busiest.

Option B falls in last place, **ranking sixth** out of the six possible options with approximately three in ten park visitors saying this option will make their experience better and likely to visit the park, respectively.



Base: All respondents presented with option B (n=380)

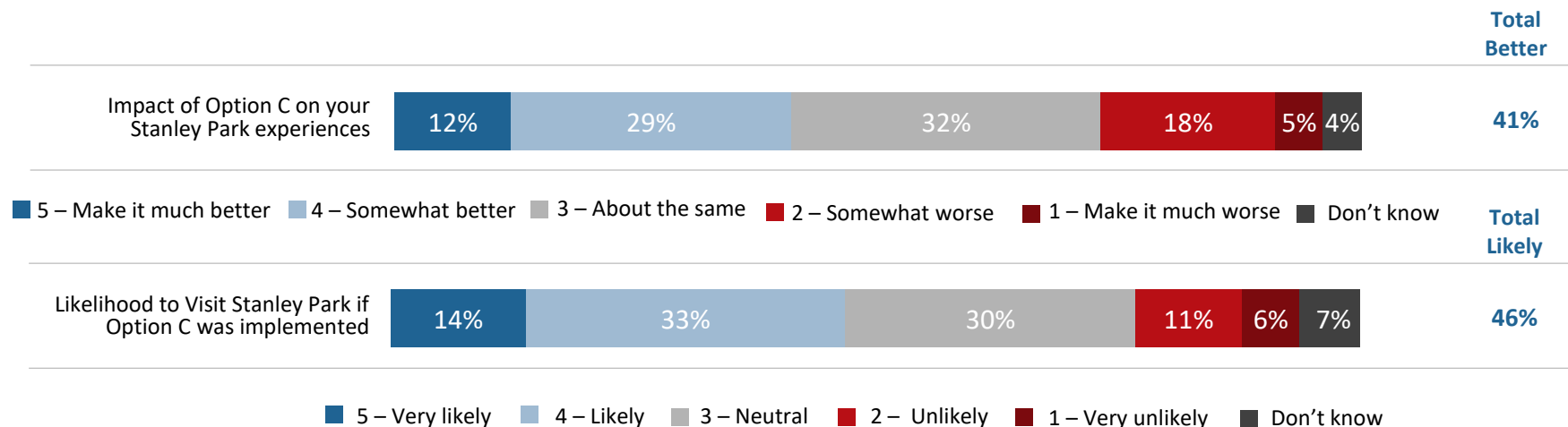
B1. How would Option B impact your experience visiting Stanley Park?

B2. How likely are you to visit Stanley Park if Option B was implemented?

## OPTION C – PARK DRIVE WITH DEDICATED BUS LANE

This option involves using **one lane of Park Drive for cars and using one lane for public transit and tour buses**. While the road wouldn't be marked specifically for cycling, it could still be used for this purpose.

Option C **ranks fourth** out of the six possible options, with over four in ten park visitors saying this option will make their experience both better and likely to visit the park.



Base: All respondents presented with option C (n=381)

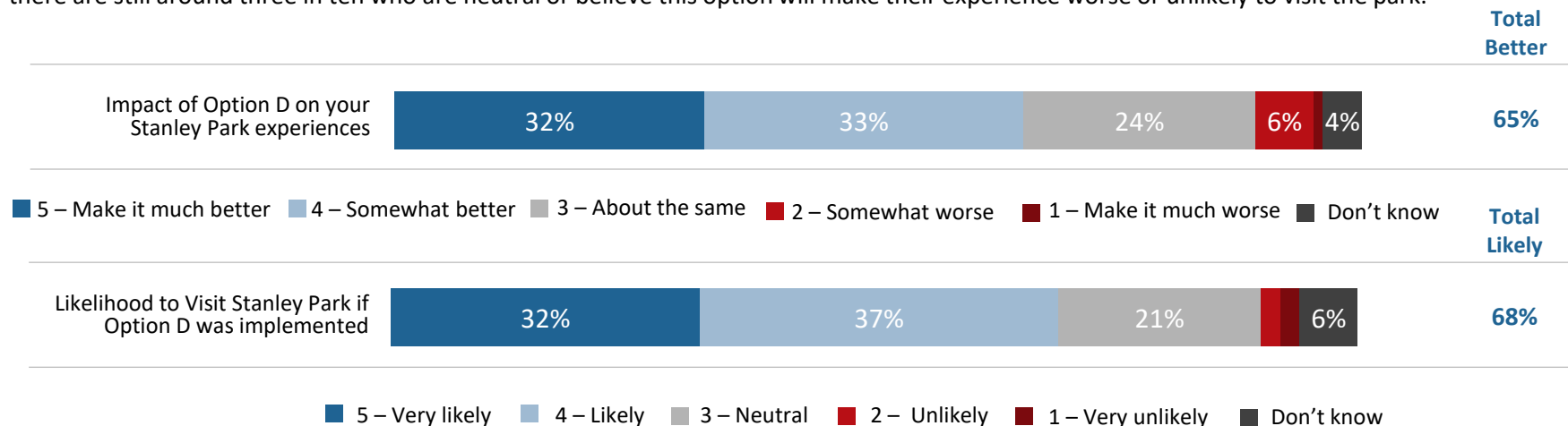
C1. How would Option C impact your experience visiting Stanley Park?

C2. How likely are you to visit Stanley Park if Option C was implemented?

## OPTION D – PARK DRIVE WITH PROTECTED BIKE LANE

This option would involve dedicating **one lane of Park Drive for cycling while keeping the other lane for cars**. A protected bike lane would provide physical separation from vehicles and would be designed to let emergency and service vehicles get through.

Option D is the most favourable option, **ranking first** out of the six possible options with around two-thirds of park visitors saying this option will make their experience both better (65%) and likely (68%) to visit the park. Those aged 19-39 are more likely to be in favour of this option with about three-quarters feeling this will make their experience better (74%) and likely to visit (73%). We note that though this is the top option, there are still around three in ten who are neutral or believe this option will make their experience worse or unlikely to visit the park.



Base: All respondents presented with option D (n=387) Less than 3% not shown

D1. How would Option D impact your experience visiting Stanley Park?

D2. How likely are you to visit Stanley Park if Option D was implemented?

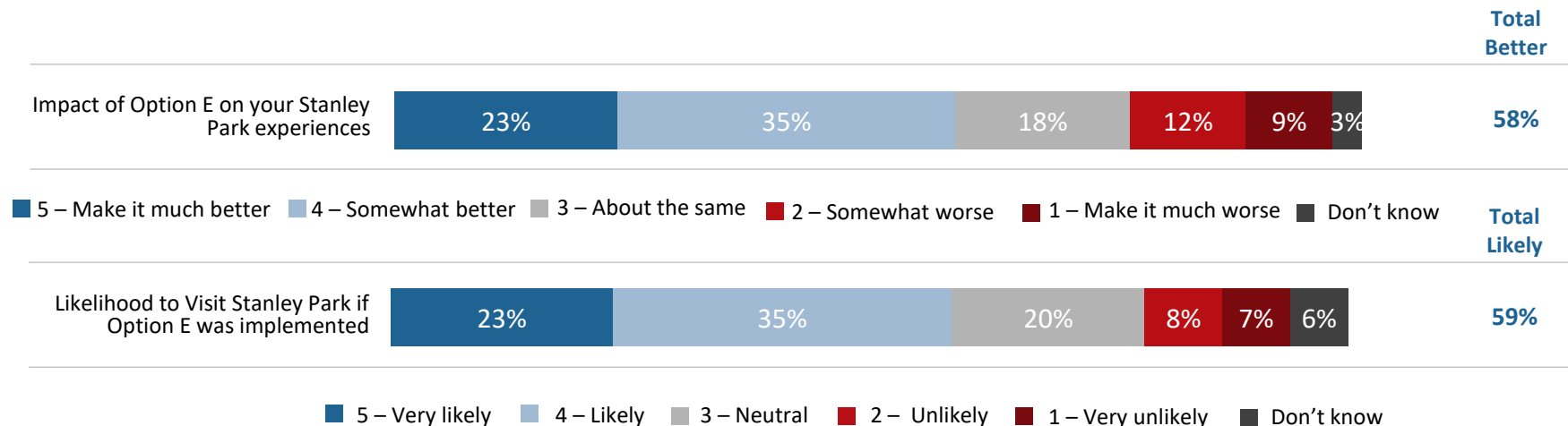


# OPTION E – CAR FREE PARK DRIVE

WITH BIKE LANE & LANE FOR SHUTTLE/TRANSIT & TOUR BUSES

This option would involve **closing Park Drive to cars and dedicating one lane for buses** including a public transit or shuttle service and tour buses, and a **second protected lane dedicated for cyclists**.

Option E ranks as the **second** most favourable option out of the six possible options with around six in ten park visitors saying this option will make their experience both better and likely to visit the park. Frequent visitors (at least once a month) are more likely to feel this option will make their experience better (70%).



Base: All respondents presented with option E (n=379)

E1. How would Option E impact your experience visiting Stanley Park?

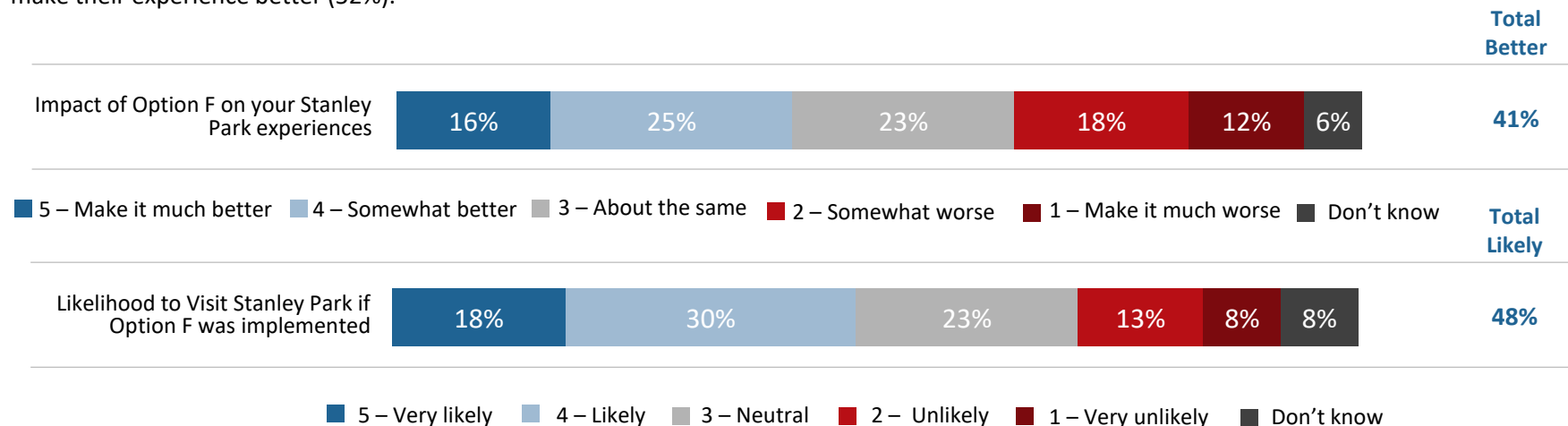
E2. How likely are you to visit Stanley Park if Option E was implemented?

# OPTION F – CAR FREE PARK DRIVE

## FOR ACTIVE TRANSPORTATION & SHUTTLE/TRANSIT ONLY

This option would involve **closing Park Drive to cars** and **dedicating the full road for cycling in two directions, shared with a one-way shuttle/transit service**. The road would be prioritized and clearly indicated for cycling use and the shuttle/transit service would be slow-moving and likely every 15 minutes.

Option F **ranks third** out of the six possible options with around four in ten park visitors saying this option will make their experience better and almost half saying it would make them likely to visit the park. Frequent visitors (at least once a month) are more likely to think this option will make their experience better (52%).



Base: All respondents presented with option F (n=381)

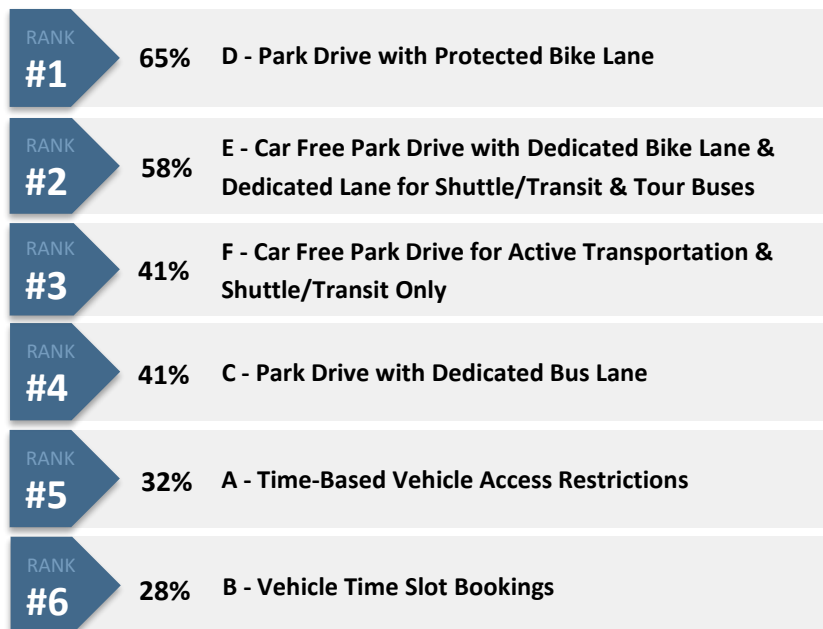
F1. How would Option F impact your experience visiting Stanley Park?

F2. How likely are you to visit Stanley Park if Option F was implemented?

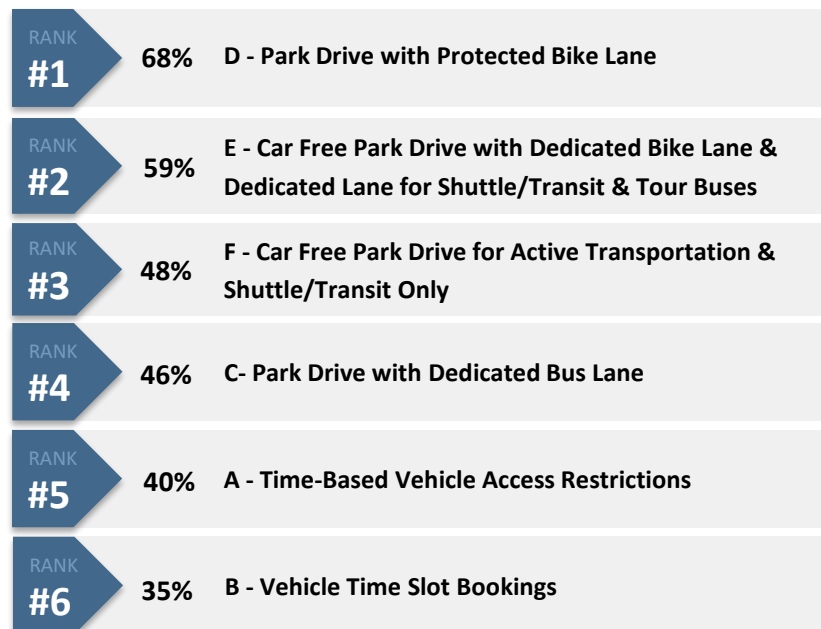
# SUMMARY OF POTENTIAL OPTIONS

Overall, **limiting car access on Park Drive with a protected bike lane is the most favourable option for park visitors** in terms of both improving their experience in the park and their likelihood to visit the park. This is the preferred option among frequent visitors (at least a couple of times a month), which is understandable as they are more likely to travel to and around the park by bicycle or micromobility.

## % who feel Option X would make Stanley Park experience better



## % who feel Option X would make them likely to visit Stanley Park





## RESPONDENT PROFILE



# RESPONDENT PROFILE

	Total (n=750)	Local (n=380)	Tourist (n=370)
<b>GENDER</b>			
Female	48%	47%	49%
Male	47%	47%	47%
Non-binary/gender-diverse	4%	4%	3%
Prefer not to say	1%	1%	1%
<b>AGE</b>			
19 to 39	49%	52%	45%
40 to 59	38%	34%	42%
60+	13%	12%	13%
<b>DISABILITY</b>			
No, I do not have a disability	82%	85%	79%
Yes, I have a disability/disabilities that <b>do not</b> impact my mobility	9%	7%	11%
Yes, I have a disability/disabilities that impact my mobility	4%	3%	5%
Prefer not to answer	5%	4%	5%

	Total (n=750)	Local (n=380)	Tourist (n=370)
<b>REGION</b>			
The West End or Downtown Vancouver	21%	42%	-
City of Vancouver, outside of West End and Downtown areas	15%	29%	-
Greater Vancouver region outside of City of Vancouver	15%	29%	-
British Columbia, outside of the Greater Vancouver region	4%	-	8%
Canada, outside of British Columbia	8%	-	17%
United States	19%	-	39%
Outside of Canada & United States	18%	-	36%
<b>NET: Local</b>	51%	100%	-
<b>NET: Tourist</b>	49%	-	100%

# RESPONDENT PROFILE

	Total (n=750)	Local (n=380)	Tourist (n=370)
<b>Location of Interview</b>			
Vancouver Aquarium	7%	7%	7%
Rose Garden/ Malkin Bowl	25%	24%	26%
Totem Poles/Brockton Point	8%	7%	8%
Prospect Point	16%	18%	15%
Third Beach-Seawall	4%	4%	5%
Second Beach Pool	24%	23%	24%
Lost Lagoon-Southside/Seawall Path Connector	5%	6%	4%
Georgia St Entrance	10%	10%	11%
<b>CHILDREN &lt;19 LIVING IN HOUSEHOLD</b>			
Yes	39%	38%	39%
No	59%	58%	60%
Prefer not to say	3%	4%	1%

	Total (n=750)	Local (n=380)	Tourist (n=370)
<b>ETHNICITY</b>			
Musqueam (MUS-KWEE-UM), Squamish, or Tsleil Waututh (SLAY-WA-TOOTH)	2%	2%	2%
Indigenous/First Nations/Metis/Inuit (NOT Musqueam, Squamish, or Tsleil Waututh)	2%	3%	1%
European (e.g. British Isles, German, French, Greek, etc.)	40%	37%	44%
Asian (e.g. Chinese, Filipino, Korean, etc.)	24%	27%	21%
South Asian (e.g. Punjabi, Indian, Pakistani, etc.)	14%	15%	12%
Central/South American (e.g. Mexican, Salvadorian, Argentinian, etc.)	8%	6%	11%
African (e.g. Moroccan, Ghanaian, South African, etc.)	3%	3%	3%
Middle Eastern (e.g. Lebanese, Iranian, Syrian, etc.)	5%	5%	5%
Caribbean (e.g. Cuban, Jamaican, Bajan, etc.)	2%	2%	3%
Oceanian (e.g. Australian, New Zealander, etc.)	3%	2%	4%
Other	1%	1%	1%
Prefer not to say	2%	3%	1%



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# **APPENDIX E**

## Detailed Survey Results (Phase 4)



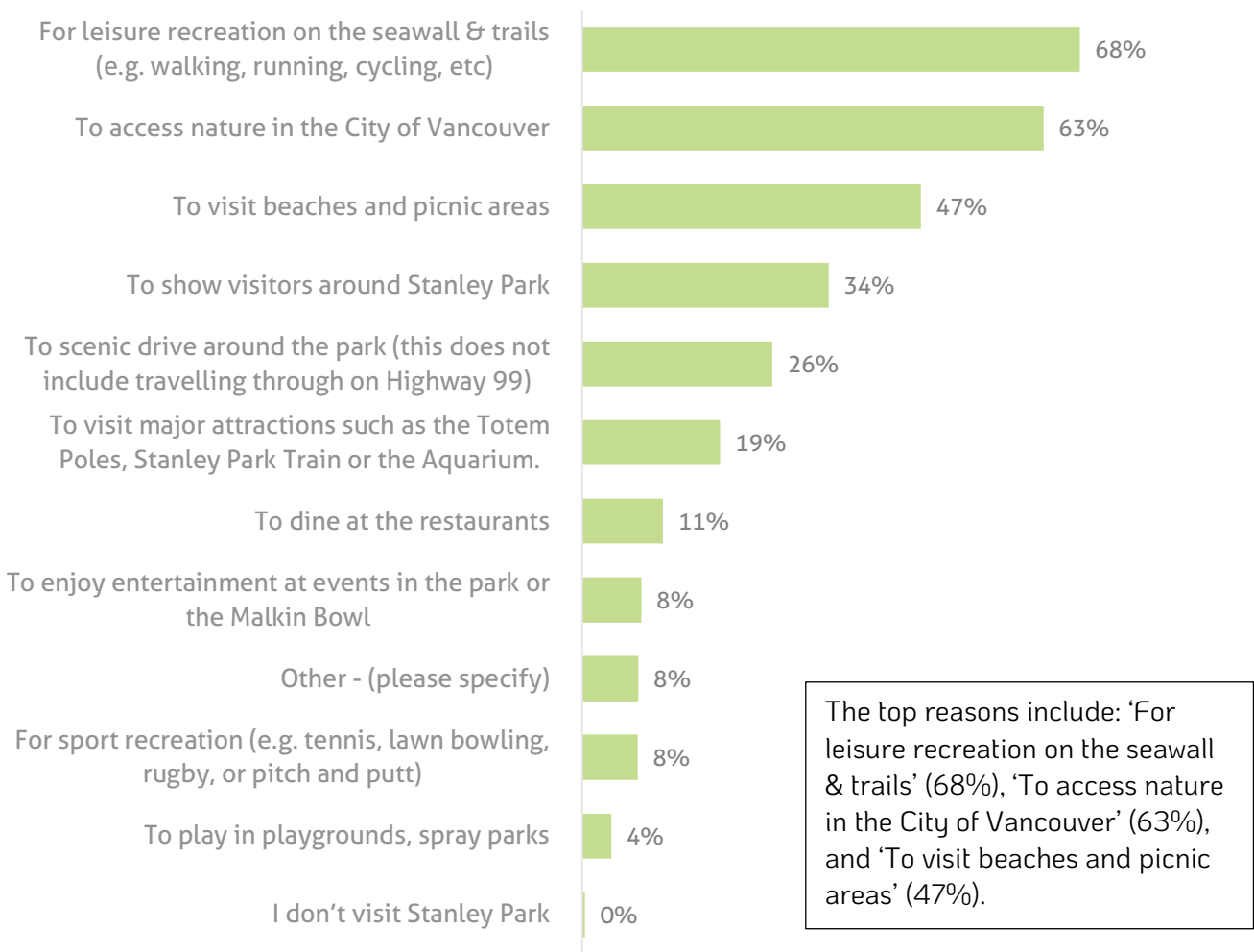
# DETAILED SURVEY RESULTS

The following summarizes what we heard from the public survey about how people visit Stanley Park and the level of support for the six potential mobility options.

## REASONS TO VISIT STANLEY PARK

6,095 respondents

Participants were asked why they visit Stanley Park and selected their top three reasons.



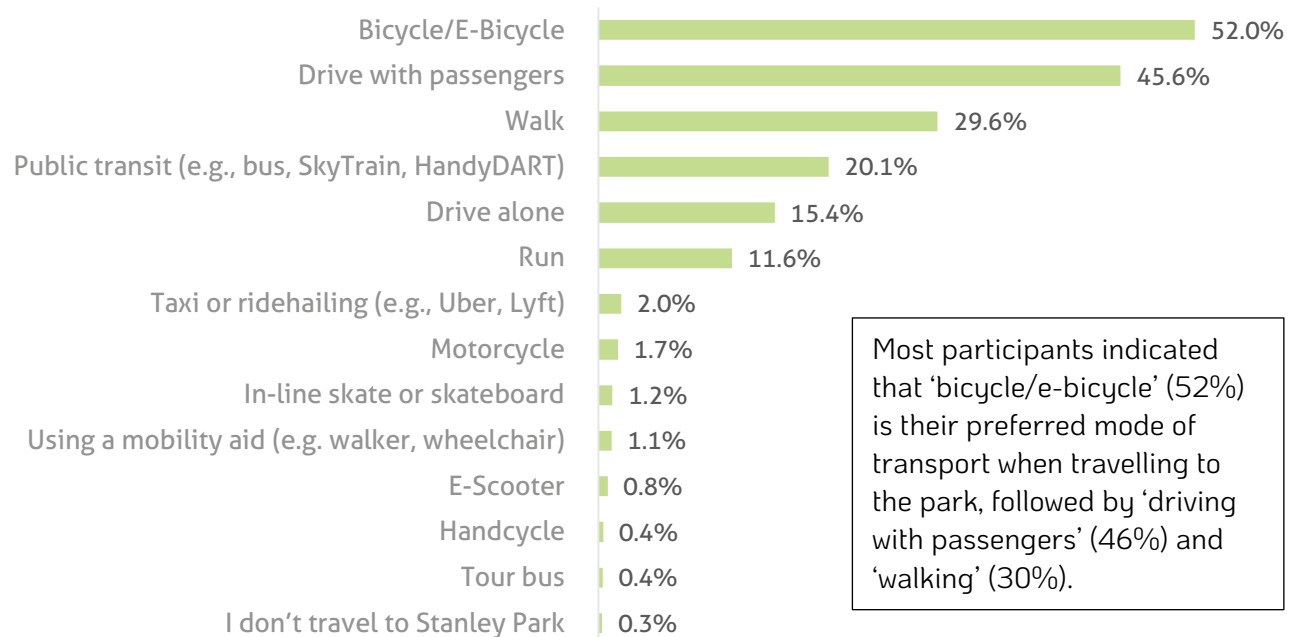
Those who selected “Other” most frequently visit the park to road cycle around Park Drive. Others visit to access the Vancouver Rowing Club or Royal Vancouver Yacht Club, or to work in the park.

## TRAVELLING TO AND THROUGH STANLEY PARK

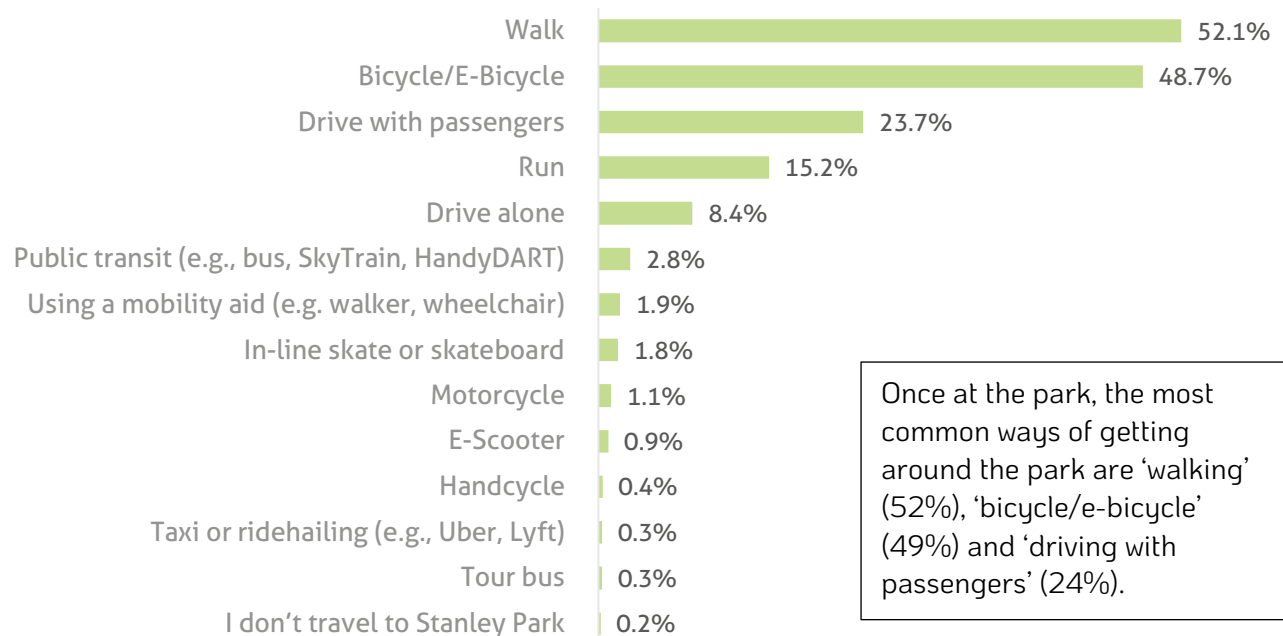
6,095 respondents

Participants were asked how they travel to Stanley Park and how they travel around the park once they get there. Notably, 31.6% of people who drive to the park with passengers and 29.2% of those who drive alone switch modes of travel once they are in the park. Half of all participants walk once they get to the park (52.1%). Most people who take public transit to the park do not use it to get around (75.2% mode switch).

### Getting to the park

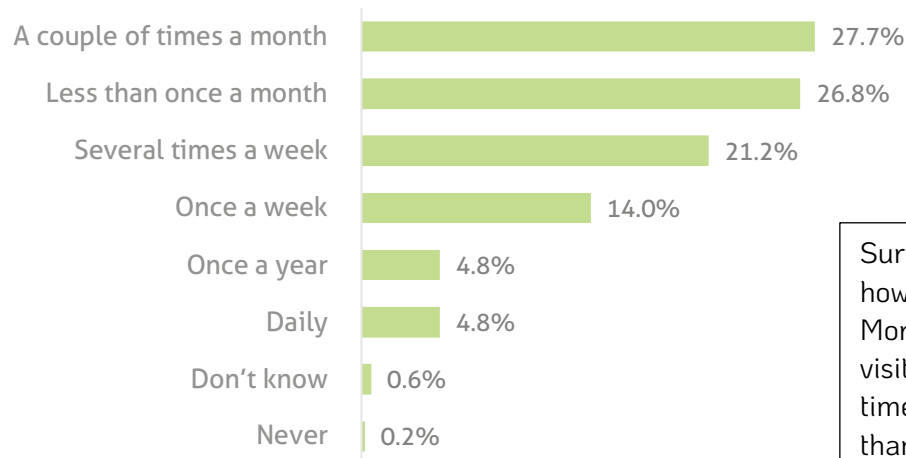


### Getting around the park



## FREQUENCY OF VISITS

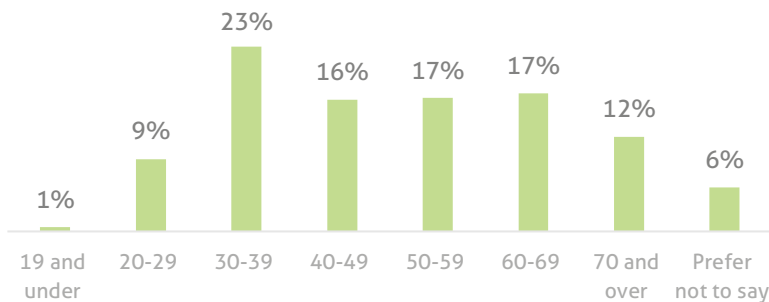
5,676 respondents



Survey participants were asked how often they visit Stanley Park. More than half of respondents visit the park either 'a couple of times of month' (27.7%) or 'less than once a month' (26.8%).

## AGE DISTRIBUTION

4,963 respondents

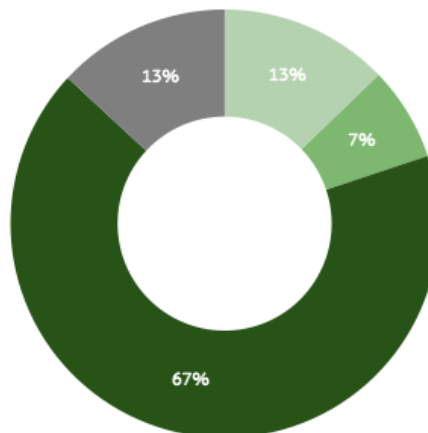


Participants were generally distributed across age groups, with slightly more between the ages of 30 and 39 and fewer under 29. One percent of participants were 19 or under.

## REPRESENTATION BY ABILITY

4,961 respondents

- Yes, I have a disability(s)/medical condition(s) that impacts my mobility
- Yes, I have a disability(s)/medical condition(s) that does not impact my mobility
- No, I do not have a disability/medical condition(s)
- Prefer not to say / Other



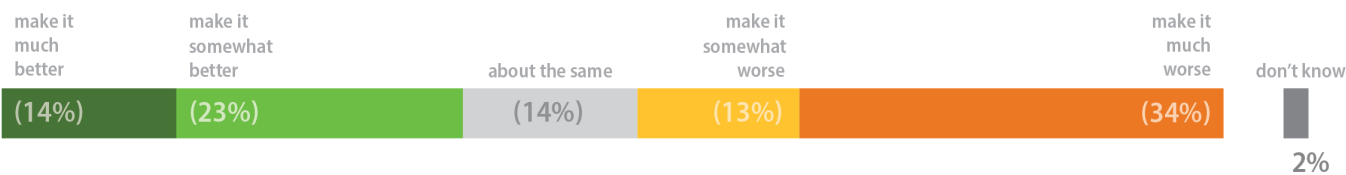
Representation by ability shows that about 20% of participants have a disability(s) or medical condition(s), including those that do and do not impact their mobility. This is aligned with the 2017 Canadian Survey on Disability which found that about 20% of the city of Vancouver population lives with a disability.

FEEDBACK ON MOBILITY OPTIONS

Option A  
TIME BASED VEHICLE ACCESS RESTRICTIONS

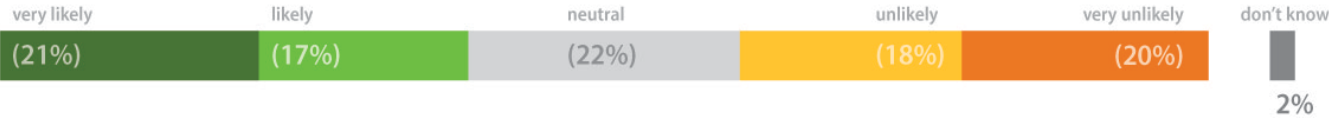
Option A would close Park Drive to cars at specific times, like mornings, afternoons or weekends. Park Drive would still be open to a public transit/ shuttle service and cyclists during these times. These restrictions could apply during busy weekends in spring and summer.

**Impact on experience** | *How would Option A impact your experience visiting Stanley Park?*  
5,197 responses



Responses were mixed on Option A: 37% of respondents believe this Option would make their experience visiting Stanley Park ‘much better’ or ‘somewhat better’ while 47% believe it would make their experience ‘much worse’ or ‘somewhat worse’. Sixteen percent of respondents chose ‘about the same’ or ‘don’t know’.

**Likelihood to visit** | *How likely are you to visit Stanley Park if Option A were implemented?*  
5,195 responses



If Option A were to be implemented, 38% of respondents are ‘likely’ or ‘very likely’ to visit Stanley Park and 38% are ‘unlikely’ or ‘very unlikely’ to visit. Twenty four percent of respondents are ‘neutral’ or ‘don’t know’

## Option A

### TIME BASED VEHICLE ACCESS RESTRICTIONS

The following is a summary of comments (117) related to Option A from the qualitative feedback. Approximately 2% of respondents left comments for this option. These comments are broken down by general support, general concerns and suggestions, with the % of total comments related to this option (and do not represent % of overall survey respondents).

#### *General support (23%)*

Respondents favoured Option A for its flexibility depending on the time/season and ease of enforcement (compared to Option B). This offers a practical balance between maintaining vehicle access and safety for active transportation users. There is also support for this option as an interim solution to reduce vehicle traffic in the park before more comprehensive long-term options are developed.

#### *General concerns (56%)*

Option A is criticized for being overly complex and confusing depending on when the restrictions take place, particularly for visitors who may not be aware of the changes. There are concerns that restrictions would negatively impact accessibility and spontaneity, potentially making visits more difficult for people with disabilities, elderly visitors and families with young children.

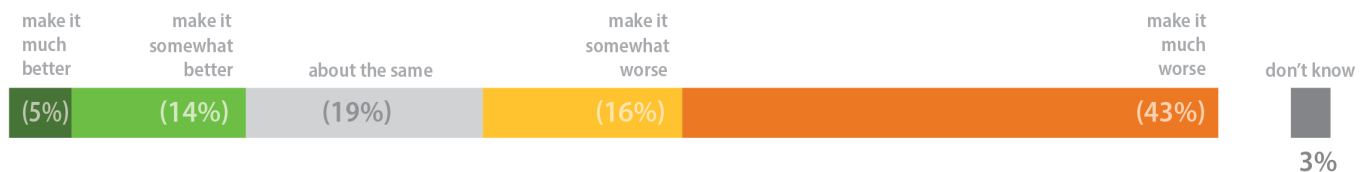
#### *Suggestions (21%):*

If Option A were to be implemented, respondents suggested restricting vehicle access during peak 'tourist seasons' (e.g., June to October) to better accommodate increased visitation. Car-free days or weekends could also be introduced (especially in summer months) to help promote cycling and walking without eliminating vehicle access during regular times. There are also suggestions to ensure people with disabilities and mobility limitations are still able to access the park, through additional accommodations or vehicle passes. Review and monitoring of the traffic patterns, visitor and business feedback, and effectiveness of transit/shuttles will also be important to understand the impact of restrictions and if any adjustments are required.

## Option B VEHICLE TIME SLOT BOOKINGS

Option B would mean that people driving through the park in their own cars would need to book a specific time slot ahead of time, free of charge (similar to Buntzen Lake Park). This would help control how many cars are in the park at one time during the busy season. Booking might be needed all the time or just on weekends in spring and summer when Stanley Park is busiest.

### Impact on experience | How would Option B impact your experience visiting Stanley Park? 5,158 responses



19% of respondents believe that Option B would make their experience visiting Stanley Park 'much better' or 'somewhat better', while more than half of respondents (59%) believe that it would make their experience 'much worse' or 'somewhat worse'. Twenty two percent chose 'about the same' or 'don't know'.

### Likelihood to visit | How likely are you to visit Stanley Park if Option B were implemented? 5,156 responses



If Option B were to be implemented, 21% are 'likely' or 'very likely' to visit the park while 49% of participants are 'unlikely' or 'very unlikely' to visit. Twenty eight percent of respondents are 'neutral' or 'don't know'.



## Option B VEHICLE TIME SLOT BOOKINGS

The following is a summary of comments (156) related to Option B from the qualitative feedback. Approximately 3% of respondents left comments on this option. These comments are broken down by general support, general concerns and suggestions, with the % of total comments related to this option (and do not represent % of overall survey respondents).

### *General support (7%)*

Respondents in support of Option B indicated that pre-booking could help manage and reduce the congestion of vehicles in the park and help prevent overcrowding to enhance the visitor experience. This also includes lowering emissions and environmental impact by controlling the number of vehicles in the park. Similar to Option A, there is support for this option as a temporary solution while a longer-term option is implemented.

- *30-39 year olds were more likely to make a comment expressing support for Option B.*
- *People who visit the park once a week were more likely to make a comment expressing support for Option B.*

### *General concerns (90%)*

Key concerns for Option B related to the loss of spontaneity and flexibility. This would add an administration burden to visiting the park, especially for those who do not live close by or who may have unpredictable schedules. This includes tourists who might also face challenges with pre-booking if they are not aware of the requirement. There is a strong sense that the time slot system would lead to confusion and frustration in navigating a new system and could disproportionately affect individuals who lack access to technology or who are not comfortable using online systems. Some respondents also raised concern that this Option could have more of a negative impact on local businesses within the park if visitors need to book ahead to access key destinations, facilities, restaurants, etc.

### *Suggestions (3%)*

Some respondents in support of this option suggested dynamic adjustment for time slot bookings based on seasonal demand and peak visitation times (e.g., summer weekends). Other suggestions included vehicle time slot bookings only for tourists or establishing passes for regular park users, such as members of the rowing club or marina.

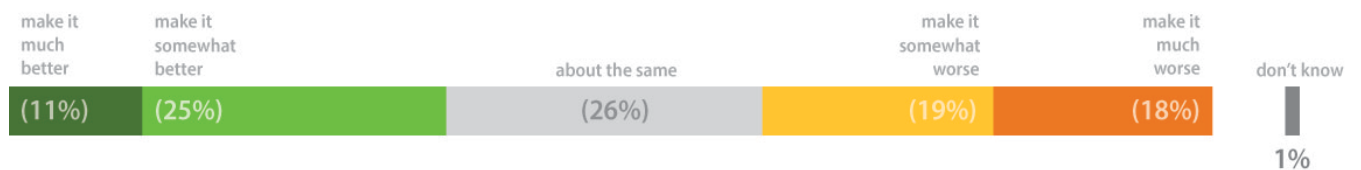
## Option C

### PARK DRIVE WITH DEDICATED TRANSIT LANE

Option C involves using one lane of Park Drive for cars and using one lane for public transit and tour buses. While the road wouldn't be marked specifically for cycling, it could still be used for this purpose.

#### Impact on experience | How would Option C impact your experience visiting Stanley Park?

5,133 responses



Responses were mixed on Option C. 37% of participants believe the option would make their experience in Stanley Park 'much worse' or 'somewhat worse' while 36% believe it would make it 'much better' or 'somewhat better'. Twenty seven percent chose 'about the same' or 'don't know'.

#### Likelihood to visit | How likely are you to visit Stanley Park if Option C were implemented?

5,133 responses



If Option C were to be implemented, 43% of participants are 'very likely' or 'likely' to visit the Park while 24% are 'unlikely' or 'very unlikely'. Thirty two percent of respondents are 'neutral' or 'don't know'.

## Option C

### PARK DRIVE WITH DEDICATED TRANSIT LANE

The following is a summary of comments (109) related to Option C from the qualitative feedback. Approximately 2% of respondents left comments for this option. These comments are broken down by general support, general concerns and suggestions, with the % of total comments related to this option (and do not represent % of overall survey respondents).

#### *General support (59%)*

Respondents appreciated that Option C allows for a compromise between different park user groups and a balance of interests by maintaining a vehicle lane for those who need to drive to the park. This is also seen as a practical and straightforward solution that doesn't overly complicate the existing traffic patterns, which may reduce potential visitor confusion compared to other options.

#### *General concern (21%)*

There were concerns around potential safety issues from mixing buses/shuttles and cyclists in the same lane, particularly when buses need to stop. This option was seen to create a negative experience overall for cyclists - from road sharing, exposure to bus exhaust, and the lack of dedicated space for cycling, especially for less experienced cyclists. There were also concerns that the configuration may lead to drivers using the bus lane to pass slower moving vehicles and would be difficult to enforce.

➤ *20-29 year olds were more likely to make a comment expressing concern for Option C.*

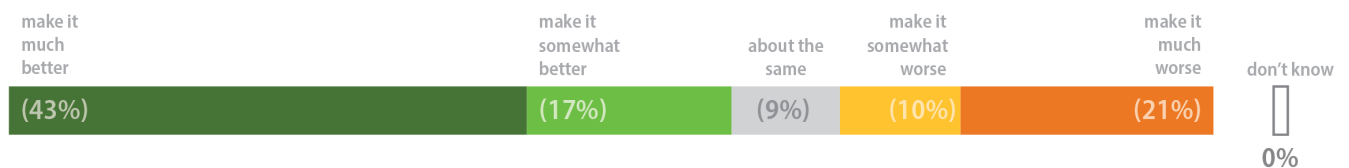
#### *Suggestions (20%)*

Suggestions to enhance Option C included shared lane flexibility by allowing vehicles to use the transit lane when no buses are present to reduce potential congestion. This also includes adding a dedicated/separated bike lane to reduce the risk of accidents between modes.

## Option D PARK DRIVE WITH DEDICATED BIKE LANE

Option D would involve dedicating one lane of Park Drive for cycling while keeping the other lane for cars. A protected bike lane would provide physical separation from vehicles and designed to let emergency and service vehicles get through.

### Impact on experience | How would Option D impact your experience visiting Stanley Park? 5,110 responses



More than half of participants (60%) believe that Option D would make their experience in Stanley Park 'much better' or 'somewhat better' while 31% believe it would make it 'much worse' or 'somewhat worse'. Nine percent of respondents think it would be 'about the same'.

### Likelihood to visit | How likely are you to visit Stanley Park if Option D were implemented? 5,109 responses



If Option D were implemented, 62% are 'very likely' or 'likely' to visit the park while 23% are 'very unlikely' or 'unlikely'. Fifteen percent of respondents are 'neutral' or 'don't know'.

## Option D

### PARK DRIVE WITH DEDICATED BIKE LANE

The following is a summary of comments (126) related to Option D from the qualitative feedback. Approximately 3% of respondents left comments for this option. These comments are broken down by general support, general concerns and suggestions, with the % of total comments related to this option (and do not represent % of overall survey respondents).

#### *General support (77%)*

Option D was perceived as the safest option for cyclists by providing a dedicated bike lane, which respondents believe would reduce the risk of conflict between different modes and accommodate all levels of cycling. Respondents also favoured the continued access for private vehicles to ensure that the park remains accessible to all users, including those who cannot easily use active transportation.

#### *General concern (13%)*

Respondents were concerned that the barrier between the bike lane and vehicles would make it difficult and unsafe for drivers to pass other vehicles and would lead to increased congestion, especially if the vehicle lane is shared with transit and shuttles. Some respondents felt that the focus on cycling infrastructure may result in less accessibility for other park users and raised concern with cost of implementation.

#### *Suggestions (1%)*

To enhance Option D, respondents suggested a wider dedicated bike lane to accommodate a variety of cycling skills and make it safer and more comfortable for cyclists. There were also suggestions for a bidirectional bike lane to allow cycling in both directions around Park Drive. Other comments included the removal of cycling from the seawall to better accommodate pedestrians and to incorporate flexible infrastructure (e.g., removable barriers or posts) for lane separation to allow for adjustments based on seasonal traffic patterns.

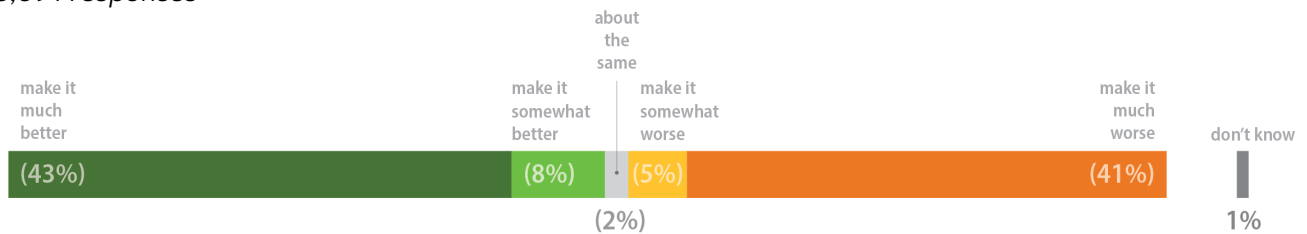
## Option E

### CAR-FREE PARK DRIVE WITH DEDICATED BIKE LANE AND DEDICATED BUS LANE

Option E would involve closing Park Drive to cars and dedicating one lane for buses only (public transit/ shuttle, and tour buses), and a second protected lane dedicated for cyclists.

#### Impact on experience | How would Option E impact your experience visiting Stanley Park?

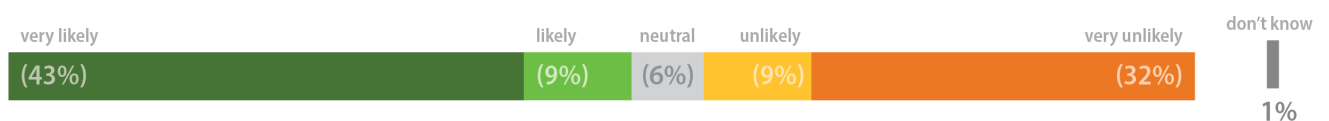
5,091 responses



51% of respondents believe Option E would make their experience visiting Stanley Park 'much better' or 'somewhat better' while 46% believe it would make it 'much worse' or 'somewhat worse'. Three percent of respondents believe it would be 'about the same' or 'don't know'.

#### Likelihood to visit | How likely are you to visit Stanley Park if Option E were implemented?

5,091 responses



If Option E were to be implemented, 52% are 'very likely' or 'likely' to visit while 41% are 'very unlikely' or 'unlikely'. Seven percent of respondents are 'neutral' or 'don't know'.



## Option E

### CAR-FREE PARK DRIVE WITH DEDICATED BIKE LANE AND DEDICATED BUS LANE

The following is a summary of comments (140) related to Option E from the qualitative feedback. Approximately 3% of respondents left comments for this option. These comments are broken down by general support, general concerns and suggestions, with the % of total comments related to this option (and do not represent % of overall survey respondents).

#### *General support (66%)*

This option was favoured for eliminating private vehicle traffic, which respondents indicated will lead to a safer and quieter park environment and will promote more sustainable modes of transportation. Respondents also expressed support for a dedicated bus lane to ensure transit options are available and efficient while separated from cyclists. Some viewed this option as a positive long-term change to enhance the park experience.

- *30-39 year olds were more likely to make a comment expressing support for Option E.*
- *People who get to the park by bike are more likely to make a comment expressing support for Option E.*

#### *General concerns (20%)*

Concerns for Option E included limiting access for park visitors who rely on vehicles to navigate the park and who may face challenges using public transit, such as seniors, people with disabilities, and those with families. Some felt this option prioritises cyclists and transit users and could limit access to the park for some. There are also concerns with potential increased parking demand in the surrounding areas and ensuring reliable, adequate transit/shuttle services. Respondents also mentioned that removing vehicle access could impact the ability to host events and other activities in the park, as many events require vehicles for setup, equipment, guest transport, etc.

#### *Suggestions (14%)*

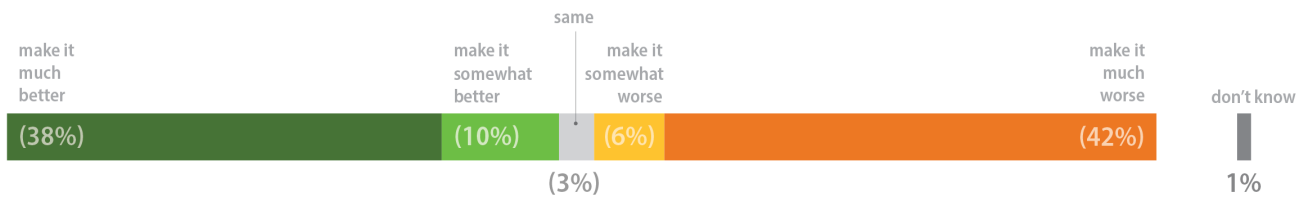
Respondents suggested incorporating a bidirectional bike lane into Option E to allow cyclists to travel in both directions safely. To compensate for the removal of vehicle access, respondents expressed the need for a low-cost and low barrier transit/shuttle service that operates at regular intervals through the park, including shuttle stops that are well designed and accessible. This also includes the provision of adequate parking facilities surrounding the park to accommodate visitors who drive and use transit/shuttles. A phased approach was also suggested to implement this option overtime with the flexibility to adjust based on public feedback.

## Option F

### CAR-FREE PARK DRIVE FOR ACTIVE TRANSPORTATION & SHUTTLE/TRANSIT ONLY

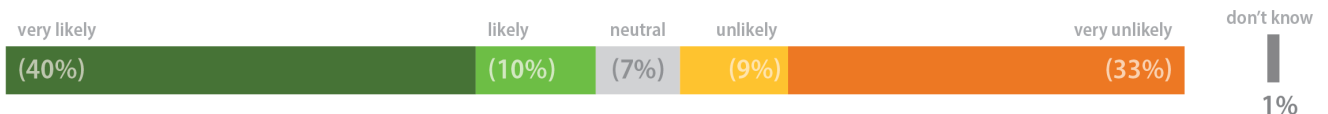
Option F would involve closing Park Drive to cars and dedicating the full road for cycling in two directions, shared with a one-way shuttle/transit service. The road would be clearly indicated for cycling use, and the shuttle/transit service would be slow-moving and every 15 mins.

**Impact on experience** | *How would Option F impact your experience visiting Stanley Park?*  
5,066 responses



Responses were very split on this Option: 48% of respondents believe Option F would make their experience visiting Stanley Park 'much better' or 'somewhat better' while 48% believe it would make it 'much worse' or 'somewhat worse'. Four percent of respondents believe it would be 'about the same' or 'don't know'.

**Likelihood to visit** | *How likely are you to visit Stanley Park if Option F were implemented?*  
5,066 responses



If Option F were to be implemented, 50% are 'very likely' or 'likely' to visit while 42% are 'very unlikely' or 'unlikely'. Eight percent of respondents are 'neutral' or 'don't know'.

## Option F

### CAR-FREE PARK DRIVE FOR ACTIVE TRANSPORTATION & SHUTTLE/TRANSIT ONLY

The following is a summary of comments (147) related to Option F from the qualitative feedback. Approximately 3% of respondents left comments for this option. These comments are broken down by general support, general concerns and suggestions, with the % of total comments related to this option (and do not represent % of overall survey respondents).

#### *General support (65%)*

Participants supported Option F for the elimination of private vehicles from Park Drive, which is seen to decrease emissions and pollution, benefit wildlife, increase safety, and enhance the park experience for cycling, walking and other recreational activities. There was support for promoting the use of shuttle buses and transit while accommodating a bidirectional bike lane. Respondents also expressed support for repurposing existing parking space into green areas or other uses to benefit park visitors.

➤ *People who get to the park by bike or public transit are more likely to make a comment expressing support for Option F.*

#### *General concern (24%)*

Comments highlighted that Option F, like Option E, could negatively affect those with mobility challenges and could limit park access for visitors who drive and who travel from further distances. There was also concern for safety of cyclists with this option and sharing a lane with buses, especially around blind corners or on steep hills. Buses may also need to pass slower cyclists which would be difficult with two-way cycling. Participants noted these challenges may impact the ability to maintain safe and efficient transit operations for those who will rely on them.

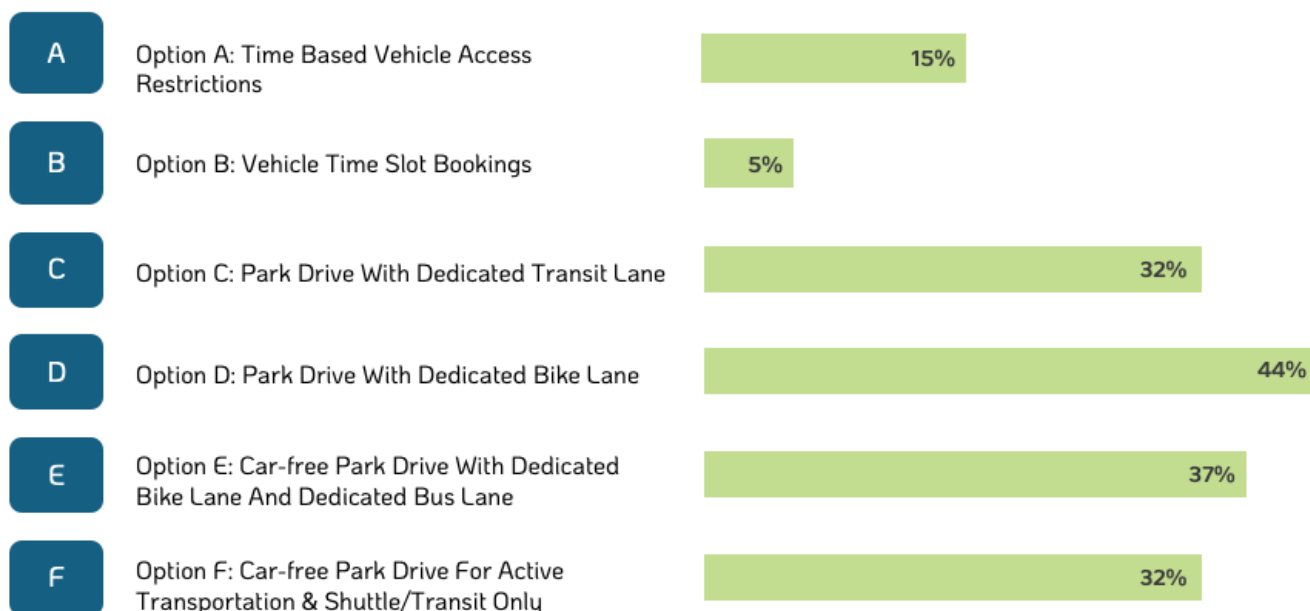
#### *Suggestions (11%)*

Some comments emphasized the need to maintain vehicle access for visitors with disabilities and to provide adequate parking facilities surrounding the park for those who will take shuttle/transit. There were other suggestions to enhance safety by physically separating the bus and bike lanes, including the reconfiguration of road space so that the bus lane is in the middle of the road with protected bidirectional bike lanes on either side.

## OPTIONS PREFERENCE

5,002 responses

Participants were asked which options they prefer (up to three) when thinking about all six options. Overall, Option D: Park Drive with Protected Bike Lane was selected most by respondents (44%). Option B: Vehicle Time Slot Bookings was the least preferred (5%).



## PARK INCERCEPT SURVEY FEEDBACK

Park intercept surveys were conducted by Leger at various locations within Stanley Park. The survey was completed by 750 Stanley Park visitors, which included 380 identified 'locals' and 370 identified 'tourists' (someone who lives outside of the Greater Vancouver and Fraser Valley region).

Results from the intercept survey were similar to those from the public online survey. Of the six options presented, limiting car access on Park Drive with a protected bike lane (Option D) was the most favourable, in terms of improving visitors' experience in the park and their likelihood to visit the park.

More detailed results from the Leger report are included in **Appendix A**.

## TRENDS IN COMPARATIVE ANALYSIS

When we compared demographic information from the public survey with preference for different options, we observed the following trends:

### **Age and option preference**

- 20-29 age group more likely to prefer Option B (vehicle passes) than other groups
- 30-39 age group more likely to prefer car-free options than other age groups
- Older populations (60+) more likely to prefer Option C (dedicated transit lane) than other age groups and less likely to prefer car-free options

### **Living with a disability and option preference**

- People with a disability(s)/medical condition(s) that impact their mobility are slightly more likely to prefer Option C (dedicated transit lane) and less likely to prefer Option F (car-free/active transportation) than other options

### **Living with a disability and likelihood to visit**

- People with a disability(s)/medical condition(s) that impact their mobility are less likely to visit Stanley Park if car-free options (Options E and F) were implemented.

### **Frequency of visit and option preference**

- Participants who visit less than once a month are slightly more likely to prefer Option B (vehicle time slot booking) or Option C (dedicated transit lane) than other participants

### **Mode of travel getting to the park and option preference**

- People who cycle, walk or run to the park are more likely to prefer car-free options (Options E and F)
- Cyclists and people who take public transit to the park are less likely to prefer Option C (dedicated transit lane)
- People who drive alone and with passengers are more likely to prefer Option B (vehicle time slot booking) and Option C (dedicated transit lane) and less likely to prefer car-free options (Options E and F)

### **Mode of travel in the park and option preference**

- People who cycle or run once in the park are more likely to prefer car-free options (Options E and F)
- People who use a mobility aid in the park are more likely to prefer Option B (vehicle time slot booking) or Option C (dedicated transit lane)
- People who drive are more likely to prefer Option B (vehicle time slot booking) or Option C (dedicated transit lane) and less likely to prefer car-free options (Options E and F)