

APPENDICES

Stanley Park Mobility Study Phase 3 Public and Interest-Holder Engagement Summary

December 2024

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APPENDIX A

Leger Report – Intercept Survey Results



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.

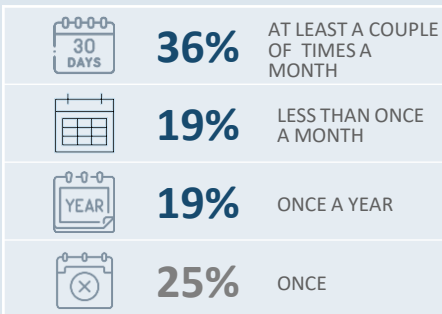
A glowing lightbulb is held in a hand, symbolizing an idea or finding. The background is blurred, showing a person in a blue shirt writing on a notepad. A semi-transparent grey bar is at the bottom.

KEY FINDINGS

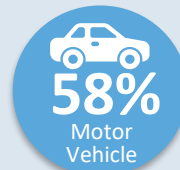
SUMMARY

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

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.

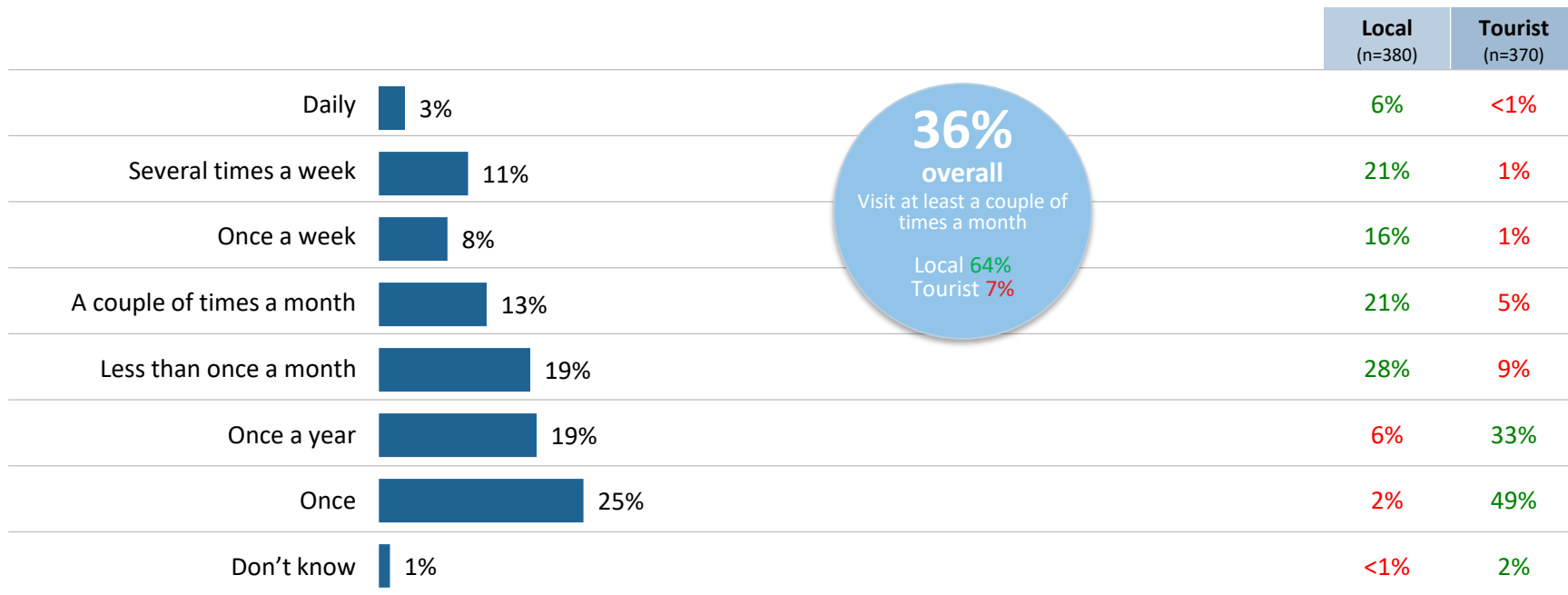
DETAILED RESULTS



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.



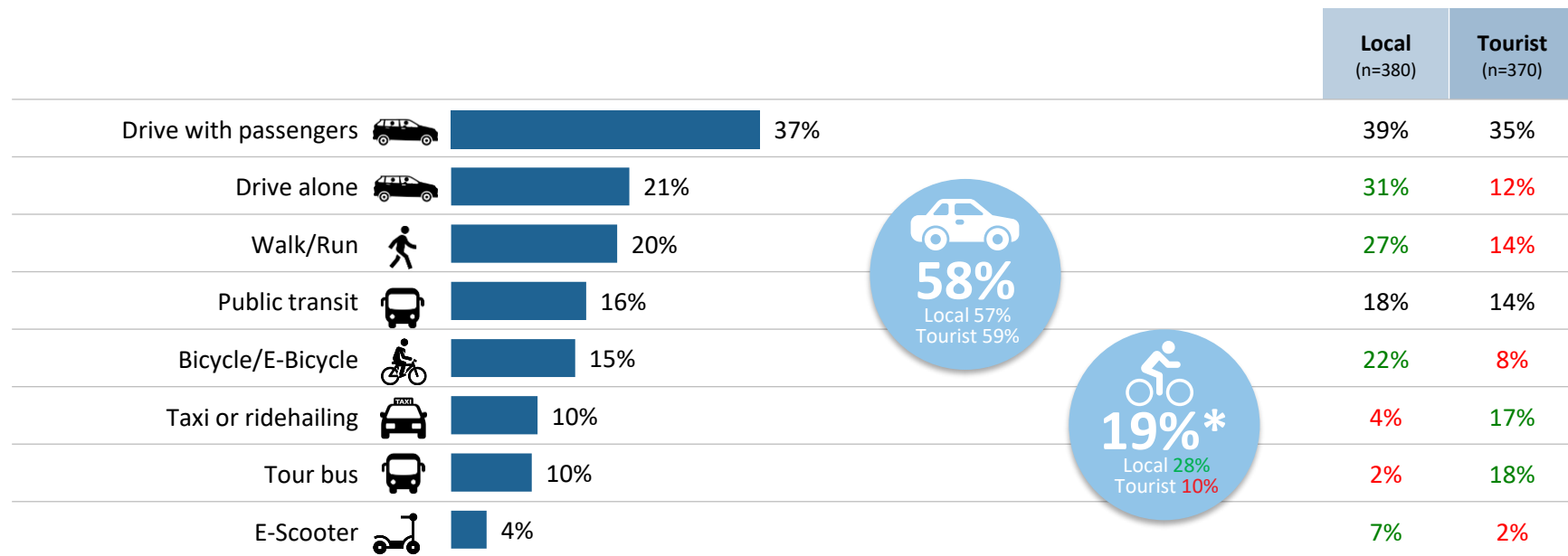
Base: All respondents (n=750)

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%).



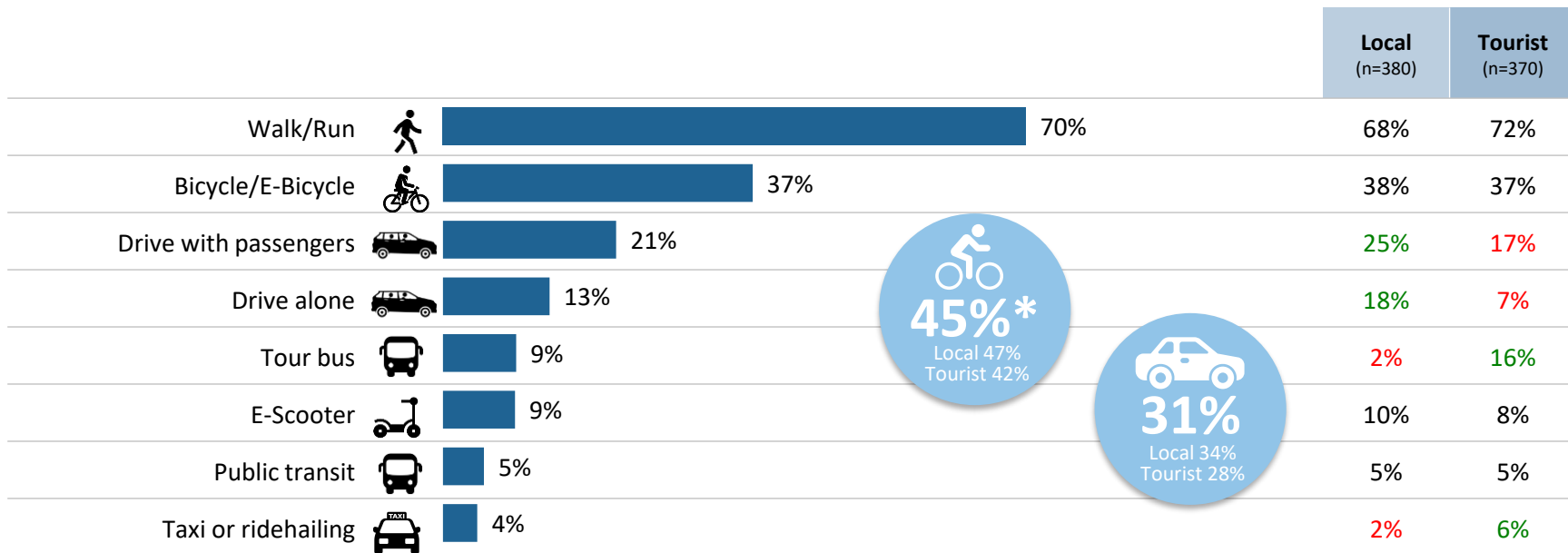
%/% Statistically significantly higher/Lower than total.

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?

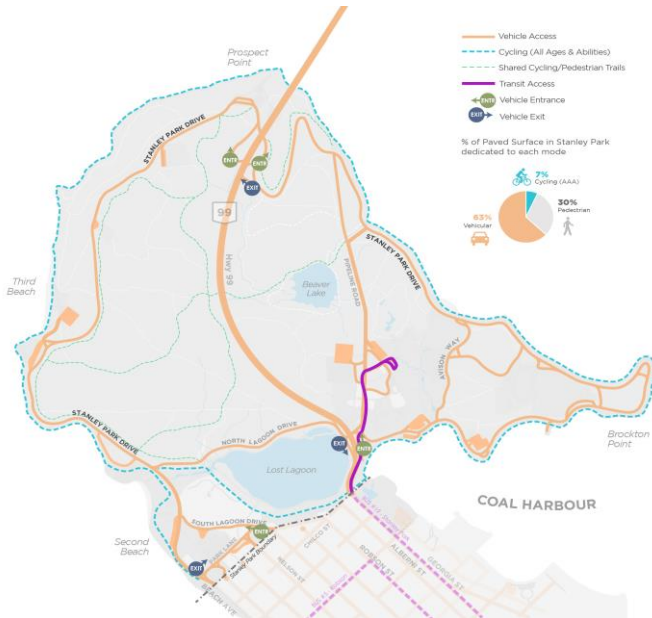
%/ % Statistically significantly **higher**/**Lower** than total.

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.



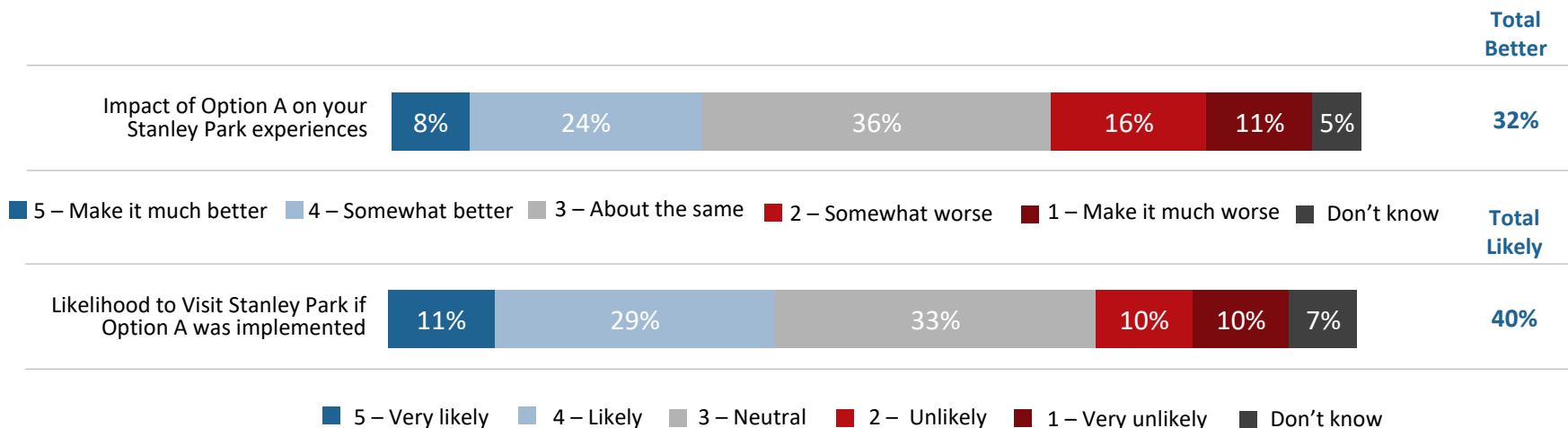
Potential Park Options:

- 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)

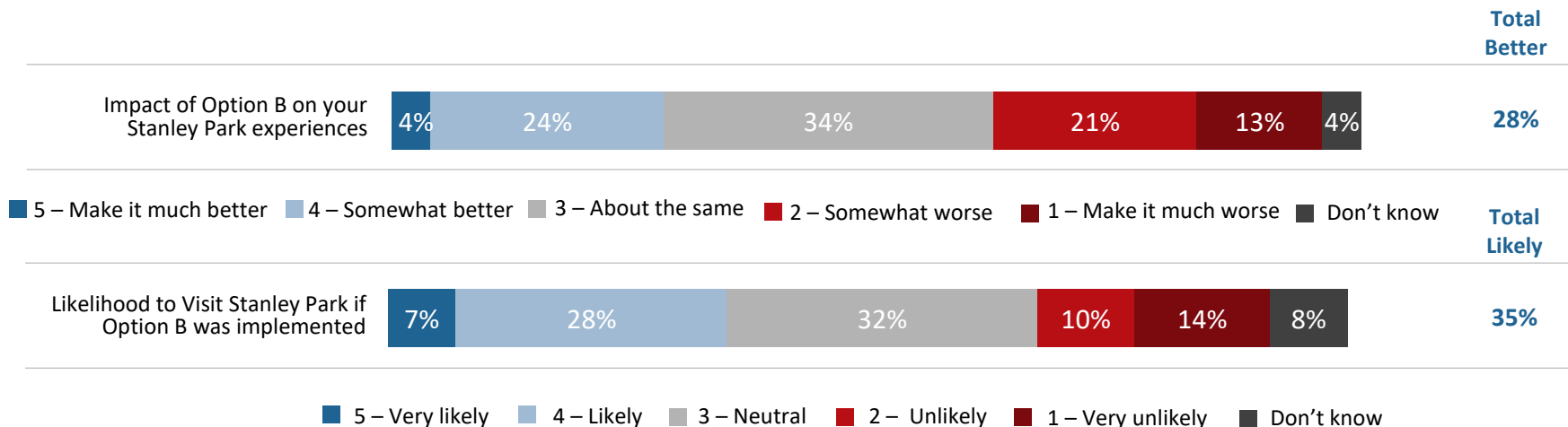
A1. How would Option A impact your experience visiting Stanley Park?

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)

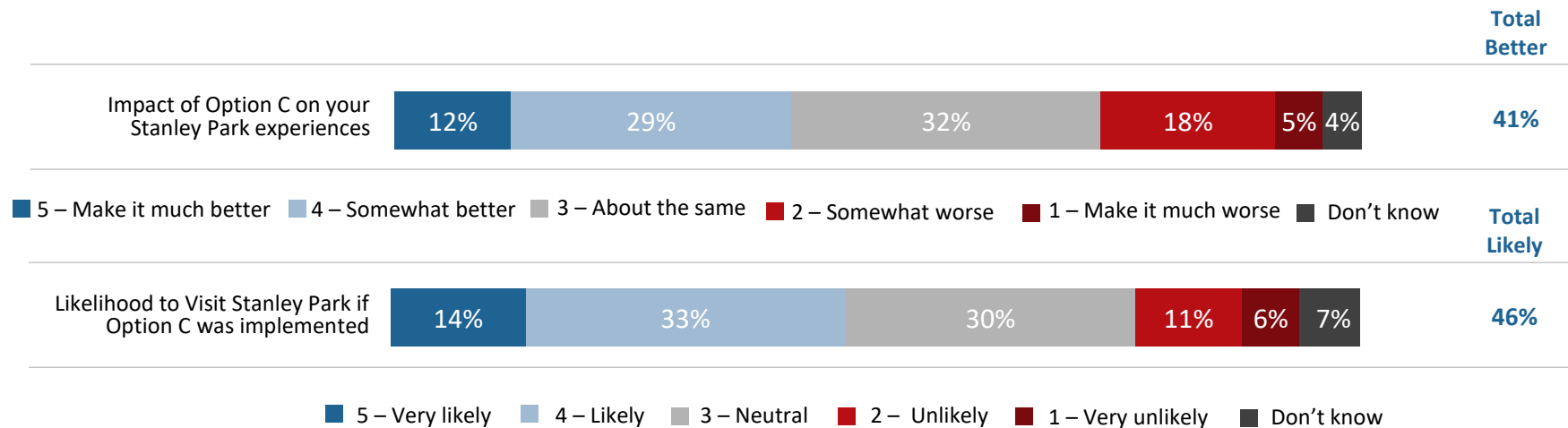
B1. How would Option B impact your experience visiting Stanley Park?

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)

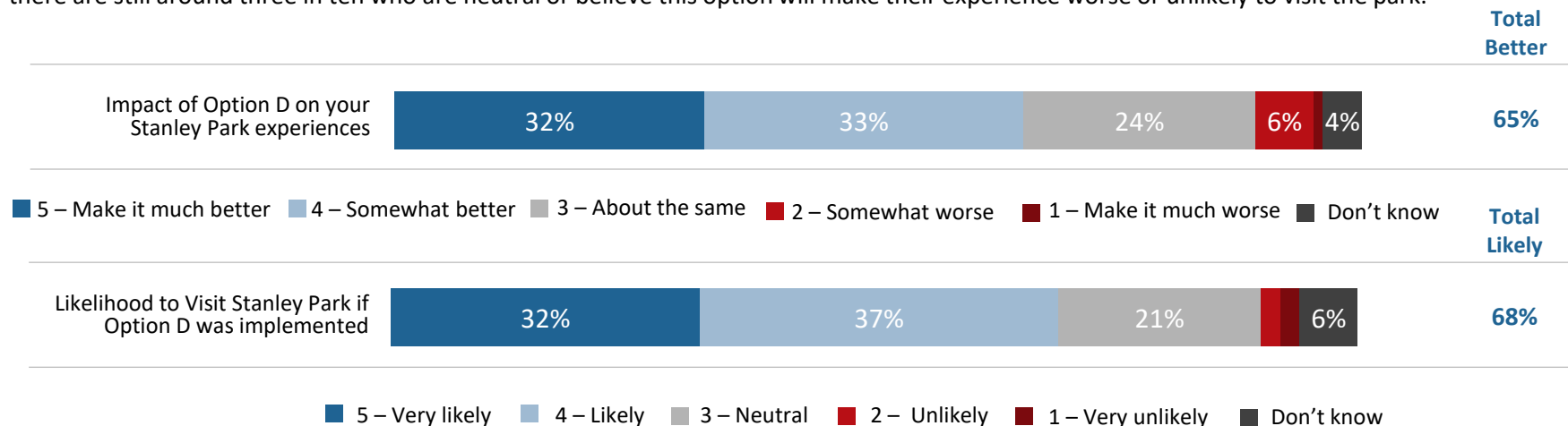
C1. How would Option C impact your experience visiting Stanley Park?

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?

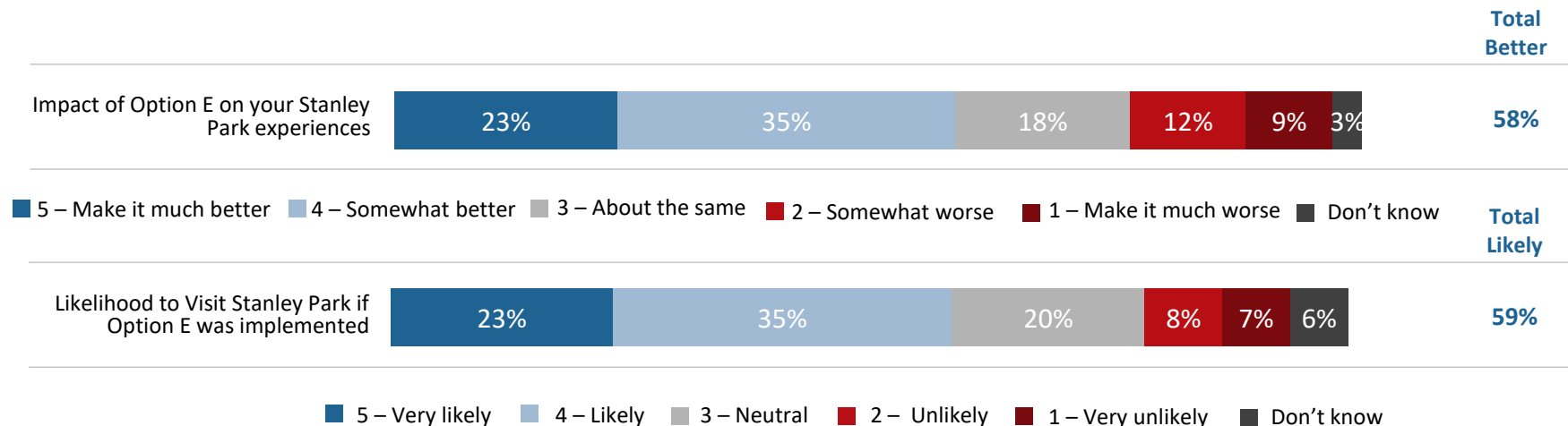
D2. How likely are you to visit Stanley Park if Option D was implemented?

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?

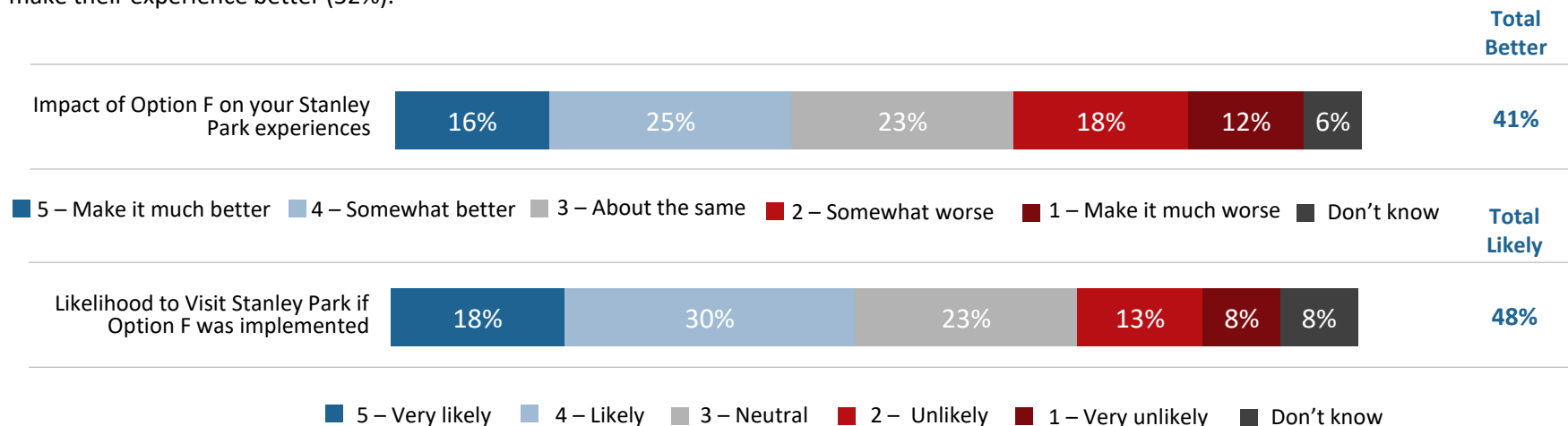
E2. How likely are you to visit Stanley Park if Option E was implemented?

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)

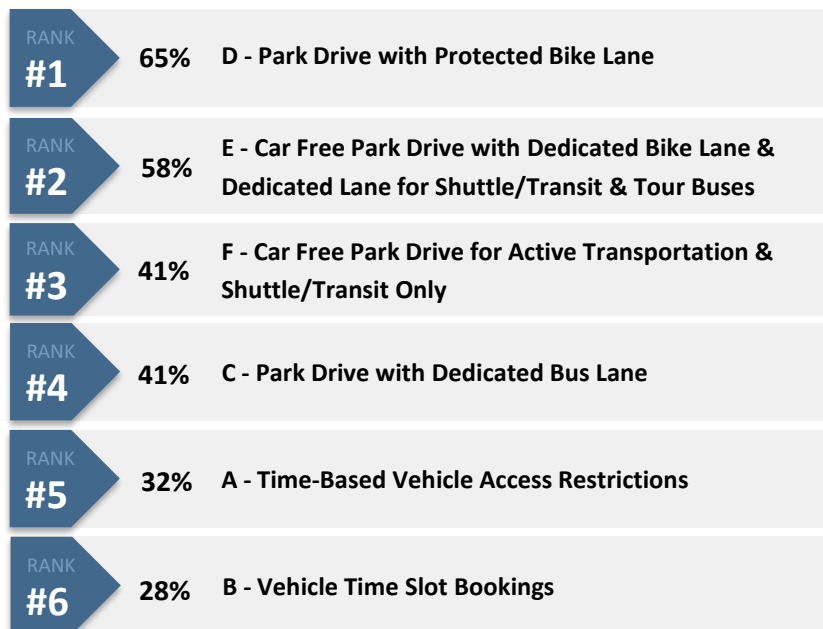
F1. How would Option F impact your experience visiting Stanley Park?

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

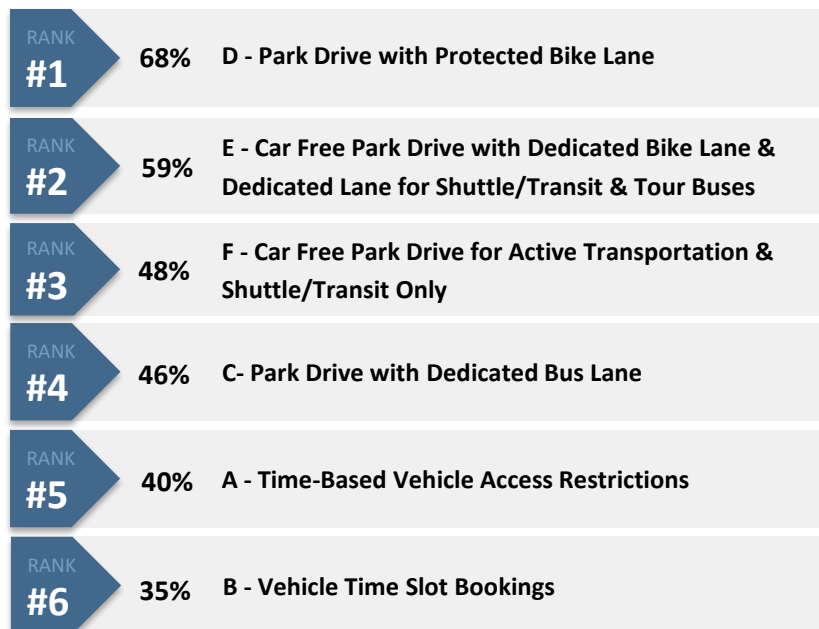
SUMMARY OF POTENTIAL OPTIONS

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)
GENDER			
Female	48%	47%	49%
Male	47%	47%	47%
Non-binary/gender-diverse	4%	4%	3%
Prefer not to say	1%	1%	1%
AGE			
19 to 39	49%	52%	45%
40 to 59	38%	34%	42%
60+	13%	12%	13%
DISABILITY			
No, I do not have a disability	82%	85%	79%
Yes, I have a disability/disabilities that do not 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)
REGION			
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%
NET: Local	51%	100%	-
NET: Tourist	49%	-	100%

RESPONDENT PROFILE

	Total (n=750)	Local (n=380)	Tourist (n=370)
Location of Interview			
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%
CHILDREN <19 LIVING IN HOUSEHOLD			
Yes	39%	38%	39%
No	59%	58%	60%
Prefer not to say	3%	4%	1%

	Total (n=750)	Local (n=380)	Tourist (n=370)
ETHNICITY			
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 B

Interest-Holder and Community Group Feedback



INTEREST-HOLDER AND COMMUNITY GROUP FEEDBACK

Throughout phases 3.1 and 3.2 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)
- Sequoia 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

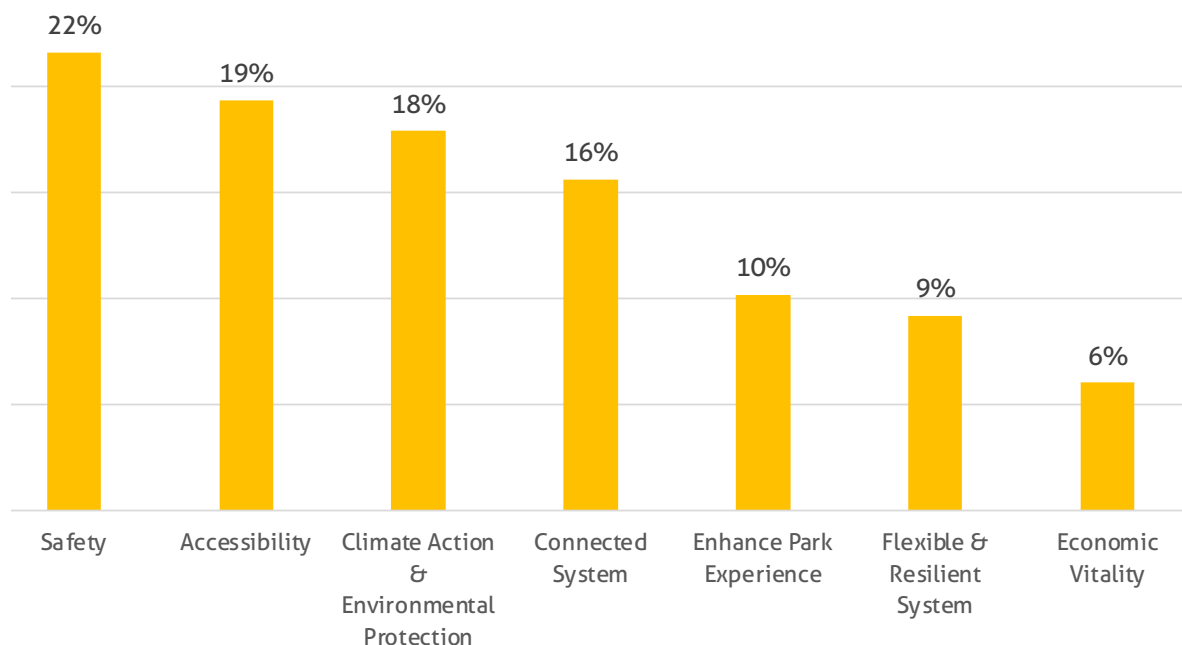
The first part of this phase of engagement focused on better understanding and prioritizing the Study's seven guiding principles to determine how future mobility options would be evaluated. Through the activities outlined above, participants were asked to rank the guiding principles in order of importance. 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)

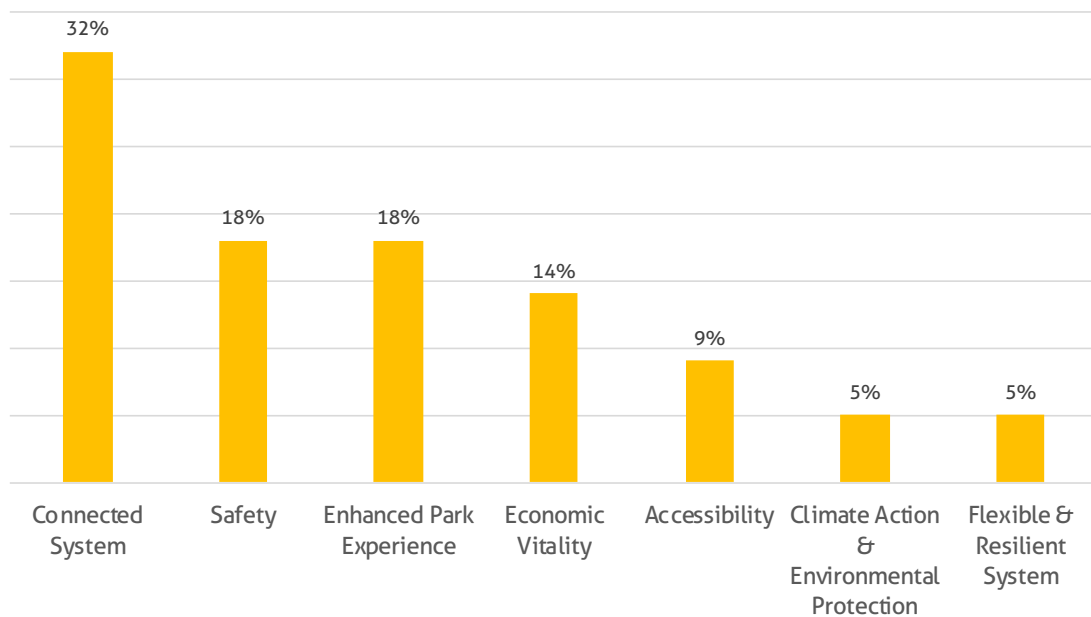
~80 responses



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

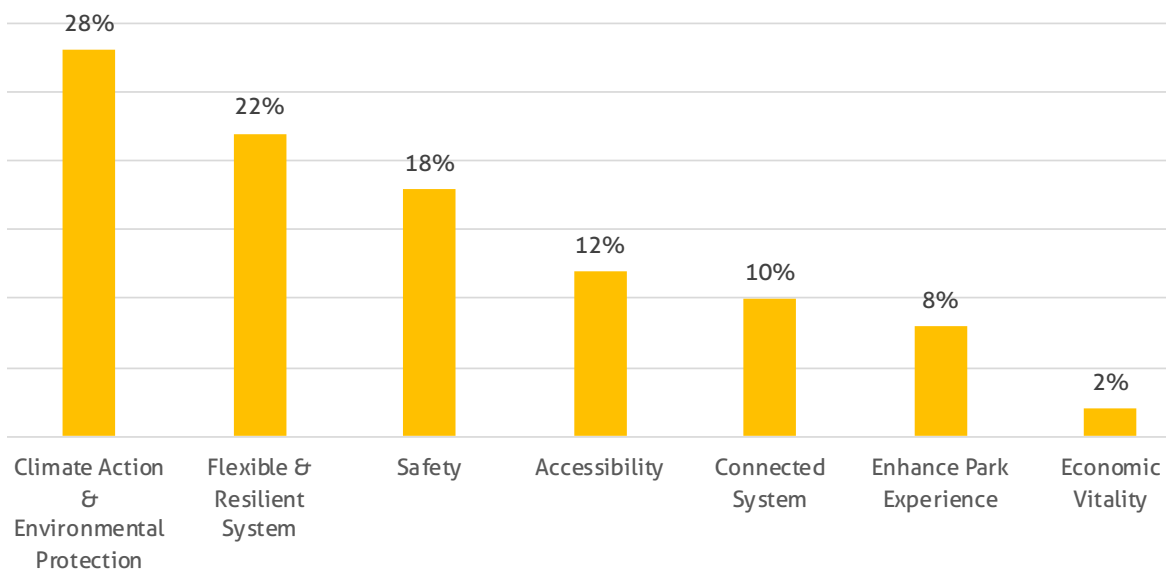
22 responses



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

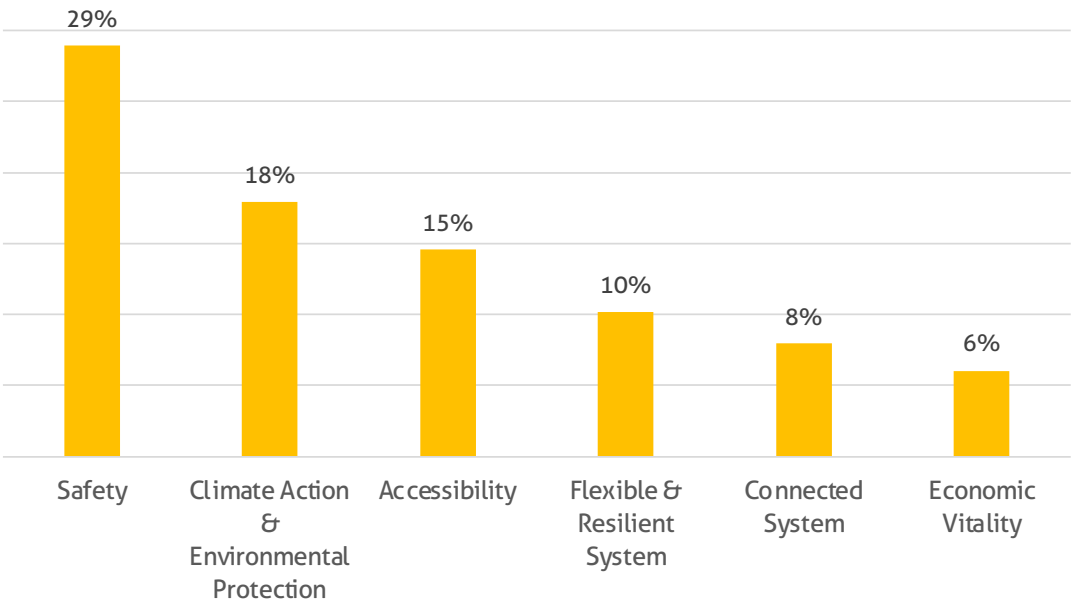


Community members from MST prioritized 'climate action and environmental protection' as the most important guiding principle, followed by 'flexible and resilient system' and 'safety'.

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

DETAILED SURVEY RESULTS



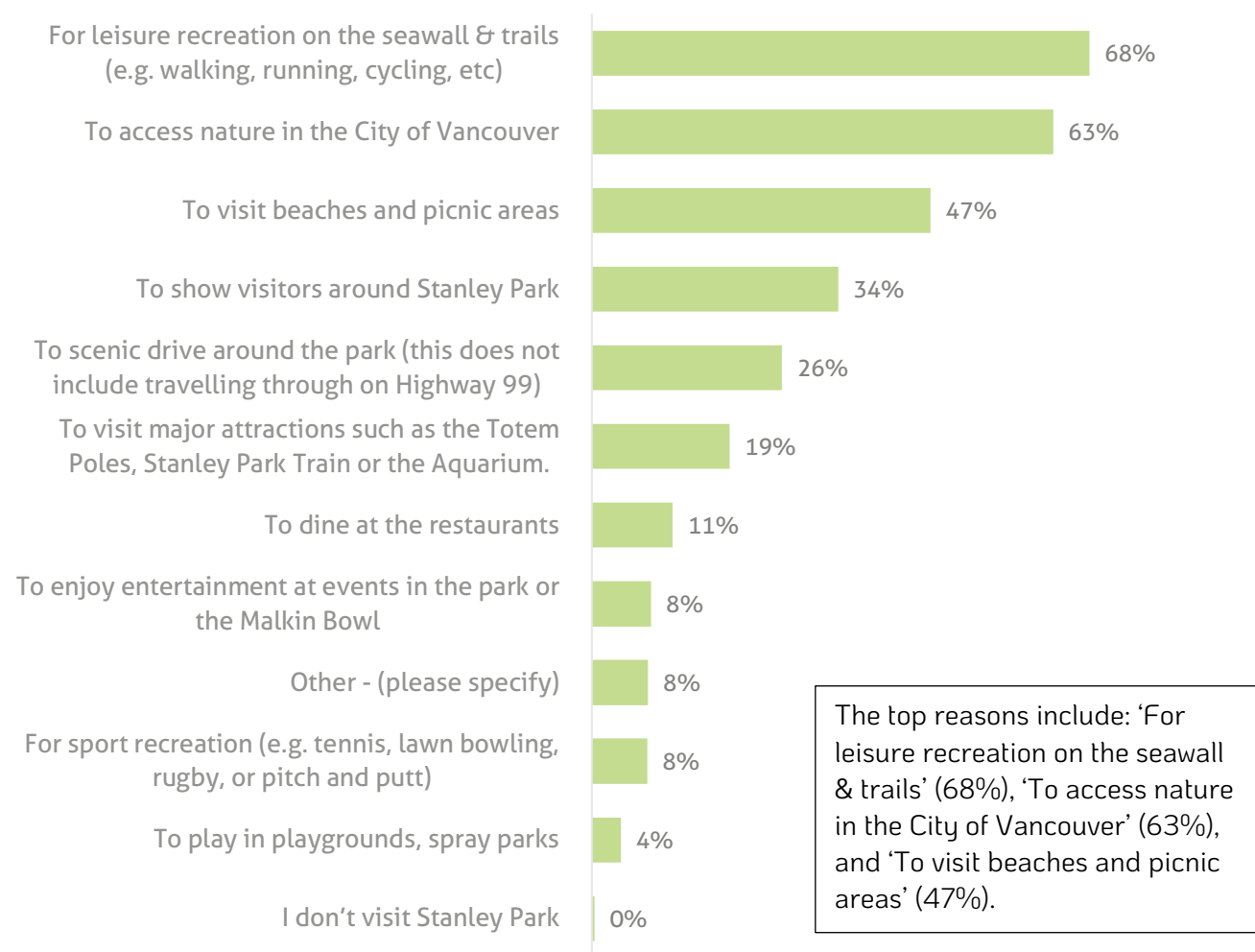
DETAILED SURVEY RESULTS

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.



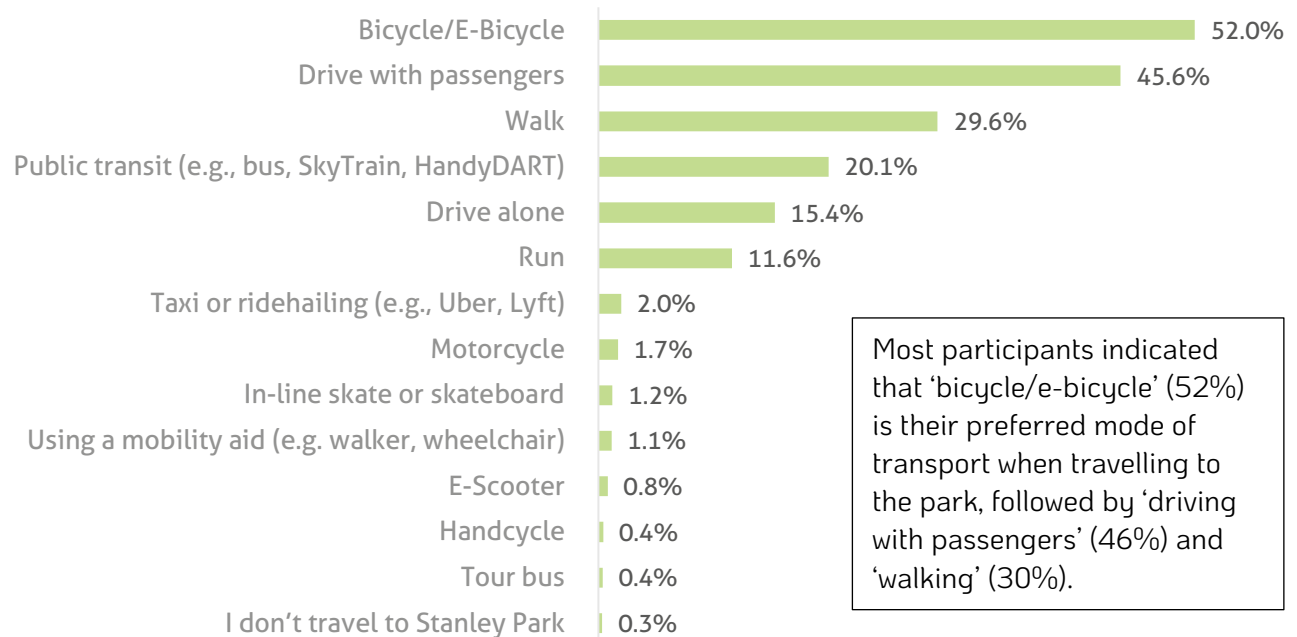
Those who selected "Other" most frequently visit the park to road cycle around Park Drive. Others visit to access the Vancouver Rowing Club or Royal Vancouver Yacht Club, or to work in the park.

TRAVELLING TO AND THROUGH STANLEY PARK

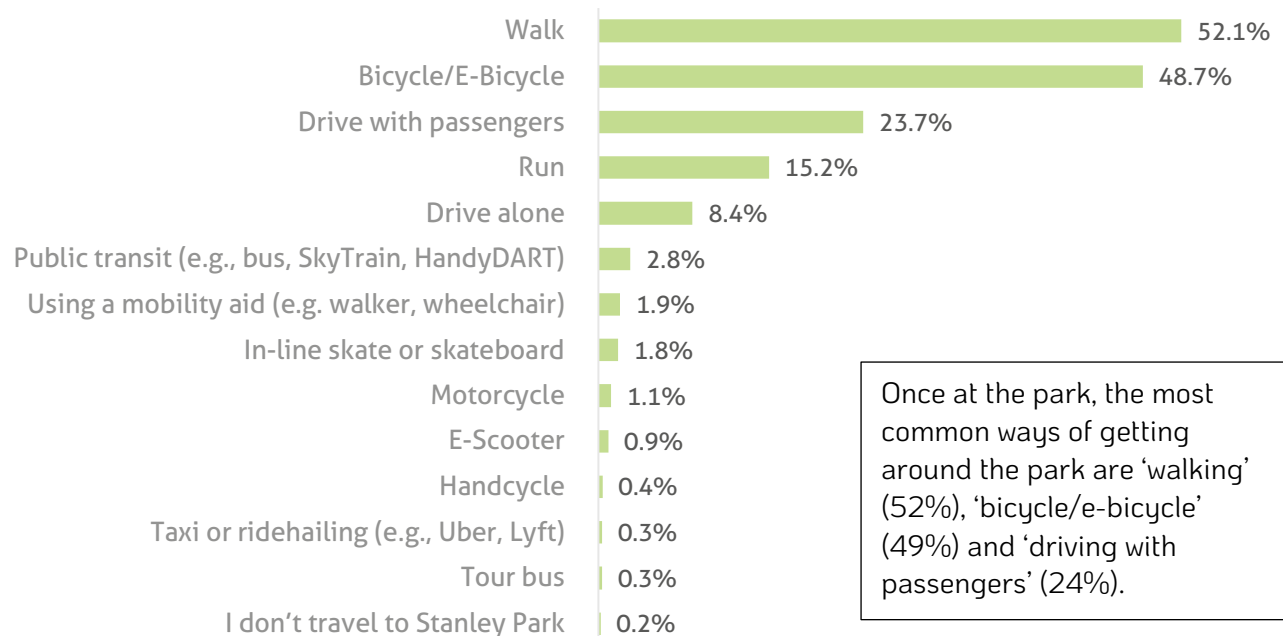
6,095 respondents

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

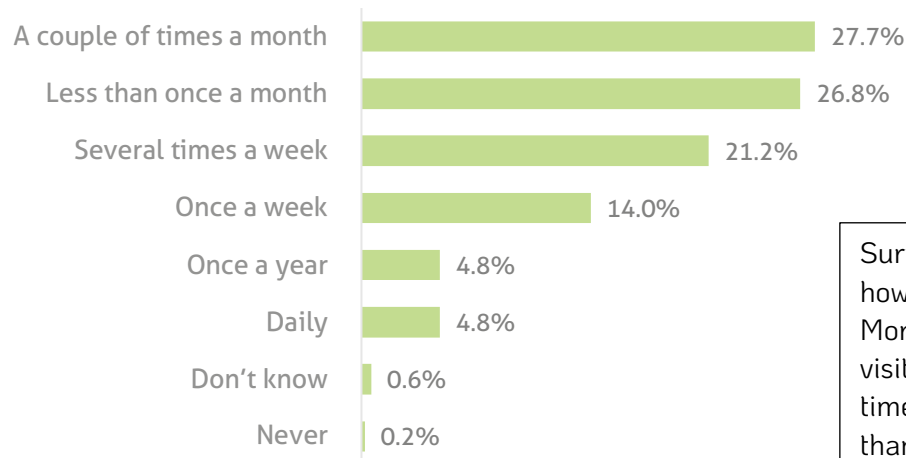


Getting around the park



FREQUENCY OF VISITS

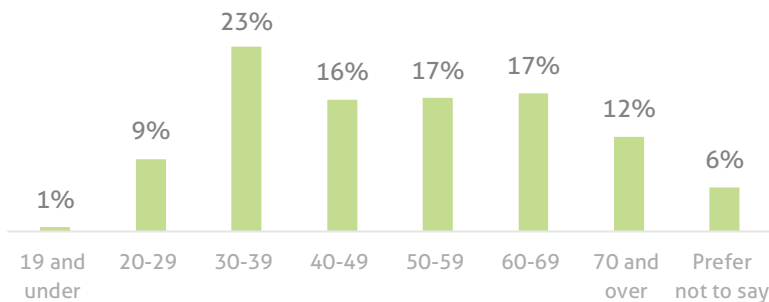
5,676 respondents



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

AGE DISTRIBUTION

4,963 respondents

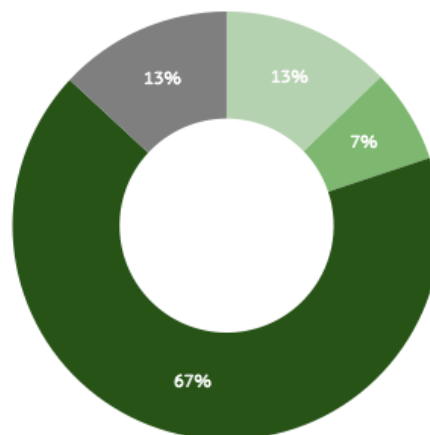


Participants were generally distributed across age groups, with slightly more between the ages of 30 and 39 and fewer under 29. One percent of participants were 19 or under.

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



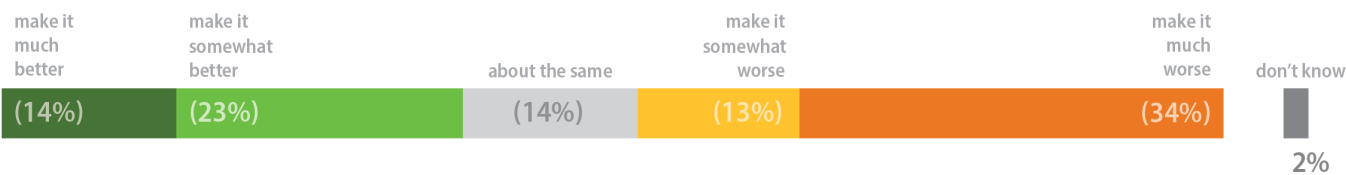
Representation by ability shows that about 20% of participants have a disability(s) or medical condition(s), including those that do and do not impact their mobility. This is aligned with the 2017 Canadian Survey on Disability which found that about 20% of the city of Vancouver population lives with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

FEEDBACK ON MOBILITY OPTIONS

Option A
TIME BASED VEHICLE ACCESS RESTRICTIONS

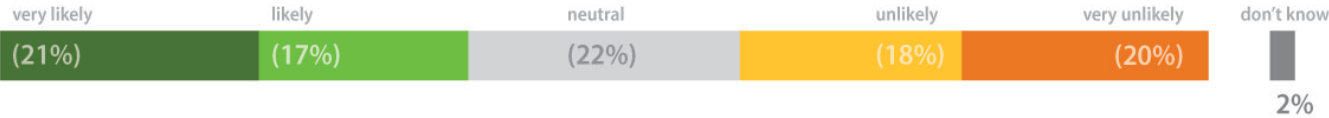
Option A would close Park Drive to cars at specific times, like mornings, afternoons or weekends. Park Drive would still be open to a public transit/ shuttle service and cyclists during these times. These restrictions could apply during busy weekends in spring and summer.

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.

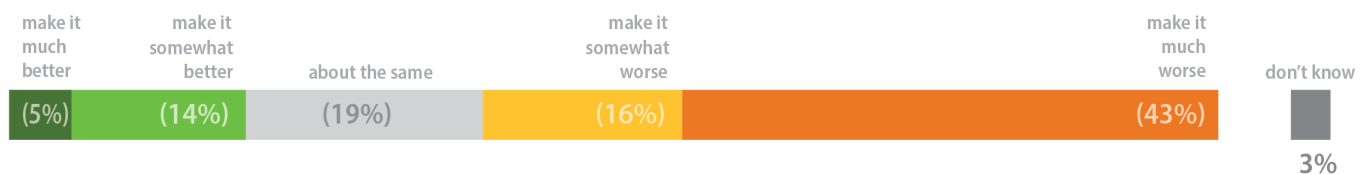
Suggestions (21%):

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.

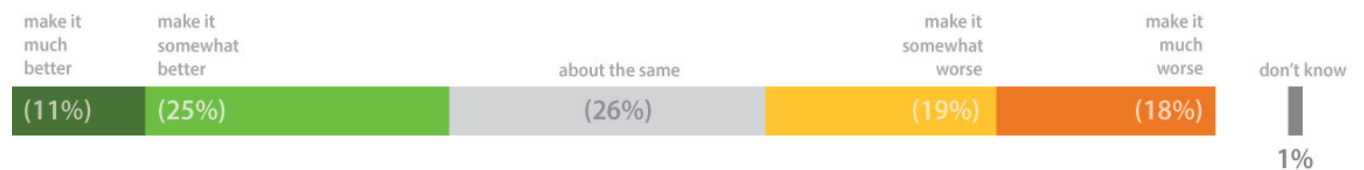
Option C

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.

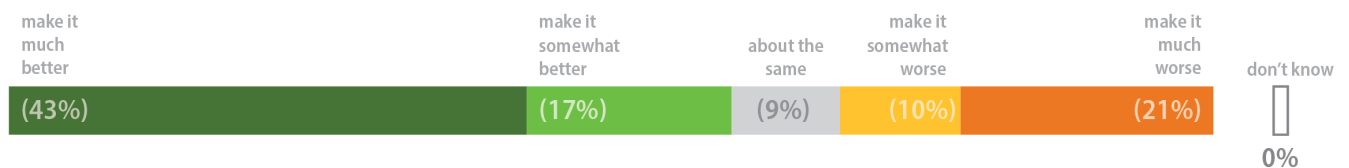
Option D

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.

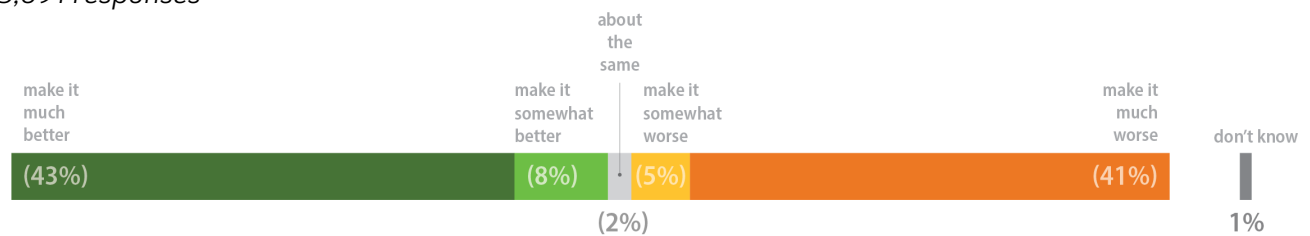
Option E

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?

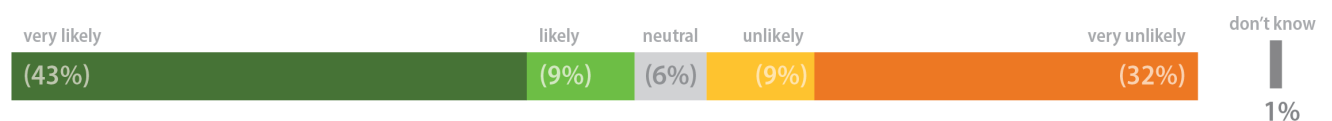
5,091 responses



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%)

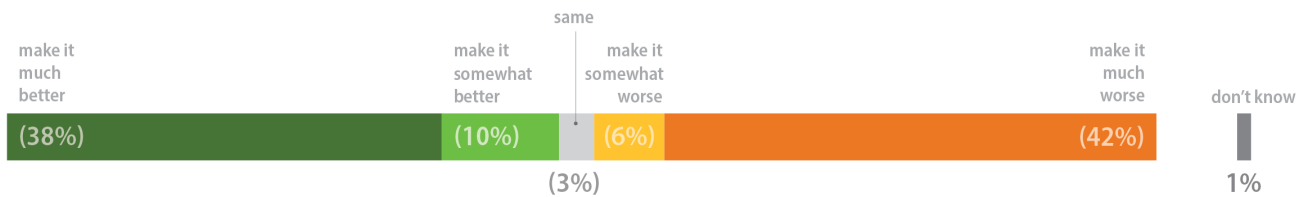
Respondents suggested incorporating a bidirectional bike lane into Option E to allow cyclists to travel in both directions safely. To compensate for the removal of vehicle access, respondents expressed the need for a low-cost and low barrier transit/shuttle service that operates at regular intervals 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

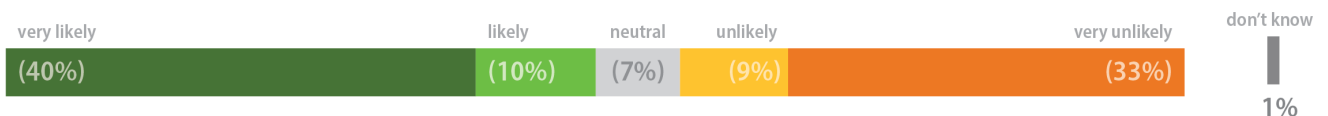
Option F would involve closing Park Drive to cars and dedicating the full road for cycling in two directions, shared with a one-way shuttle/transit service. The road would be clearly indicated for cycling use, and the shuttle/transit service would be slow-moving and every 15 mins.

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.

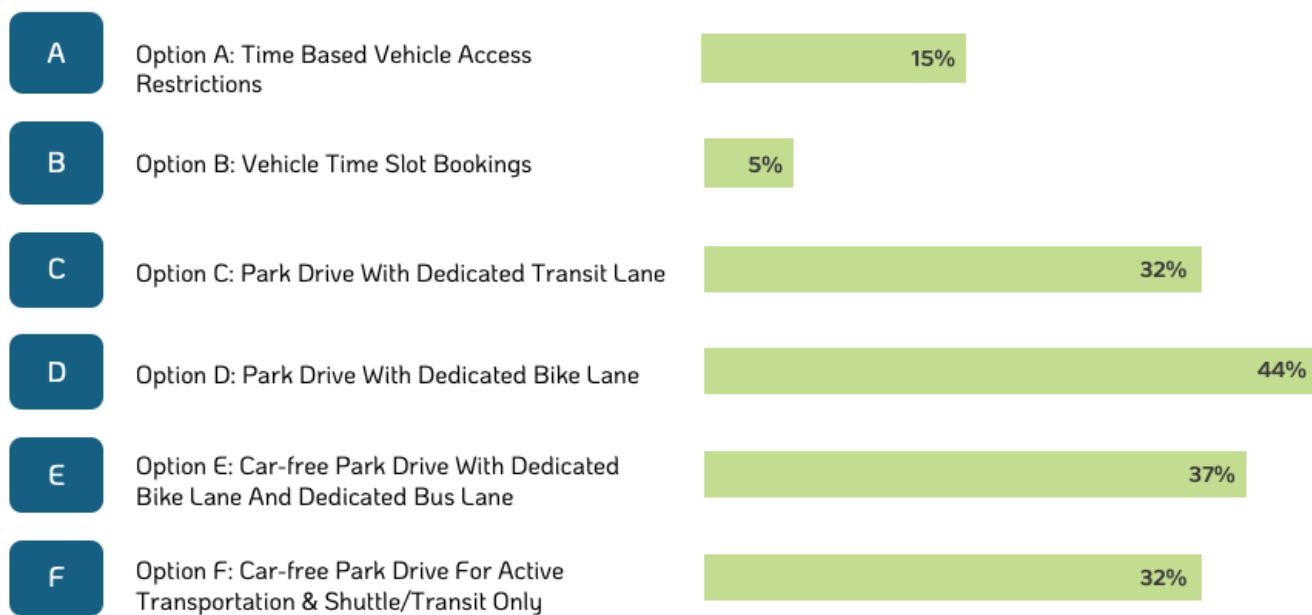
Suggestions (11%)

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)