

Imagine West End Waterfront

PHASE 1: LISTEN AND LEARN ENGAGEMENT SUMMARY – WHAT WE HEARD APPENDIX

March 2022



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The stretch of shoreline commonly known as English Bay, Sunset Beach Park, and Beach Ave is located on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), and səliłwətał (Tsleil-Waututh) Nations and represents a place of great cultural and ecological significance. The Park Board and City are collaborating on the plan with Indigenous partners so that the plan deeply reflects how Coast Salish people have always been and will continue to be hosts to visitors and newcomers to these lands and waters.

Appendices

Community Outreach

The following section summarized core outreach and engagement activities for Phase 1: Listen and Learn.

- Community Visits and Early Outreach
- Community Conversations
- Community Pop-ups
- Talk Vancouver Survey
- Community Advisory Group
- Survey Support Sessions

Community Visits and Early Outreach

Project team members, including members who live in the West End, visited several community touch-points, businesses, and community organizations in September. The visits provided an opportunity to share information about the project, publicize the Community Advisory Group, distribute project materials (posters and postcards), gather contact information for both Community Advisory Group and Community Conversation outreach, and to further develop project relationships with the local community.

Approximately 20 community organizations and 40 community parks and hubs, and local businesses were visited. Feedback from community organizations where contacts were made was very positive, with many appreciating the in-person contact. Some early outreach included the project team dropping off informational posters, cards, and questionnaires; offering to arrange personalized Community Conversations; developing partnerships (e.g., Joe Fortes Library Librarian on staff agreed that library would give assistance to those needing computer help and could walk them through the Community Advisory Group questionnaire); and speaking with organization staff about the project.

Qualitative Data Analysis

Given the large number of comments received (14,500) received from Talk Vancouver, Community Conversations, Community Pop-ups, and Survey Support Sessions, a qualitative data analysis tool, NVivo, was used. NVivo is a qualitative data analysis computer software with an automatic coding feature to support identification of themes.

NVivo analyzes the material using a language pack. Themes are identified by analyzing the content and the sentence structure within it. NVivo assigns significance to some themes over others based on how frequently each theme occurs in the material being analyzed.

What makes a theme?

- The process detects significant noun phrases (for example, bike lanes, family friendly, open space, etc.) to identify the most frequently occurring themes.
- The process collects the themes and counts their mentions across all sources in the set being processed.
- NVivo actively filters the themes—only the most relevant themes are presented in the results.

Auto-coding is followed by a manual analysis to confirm results.

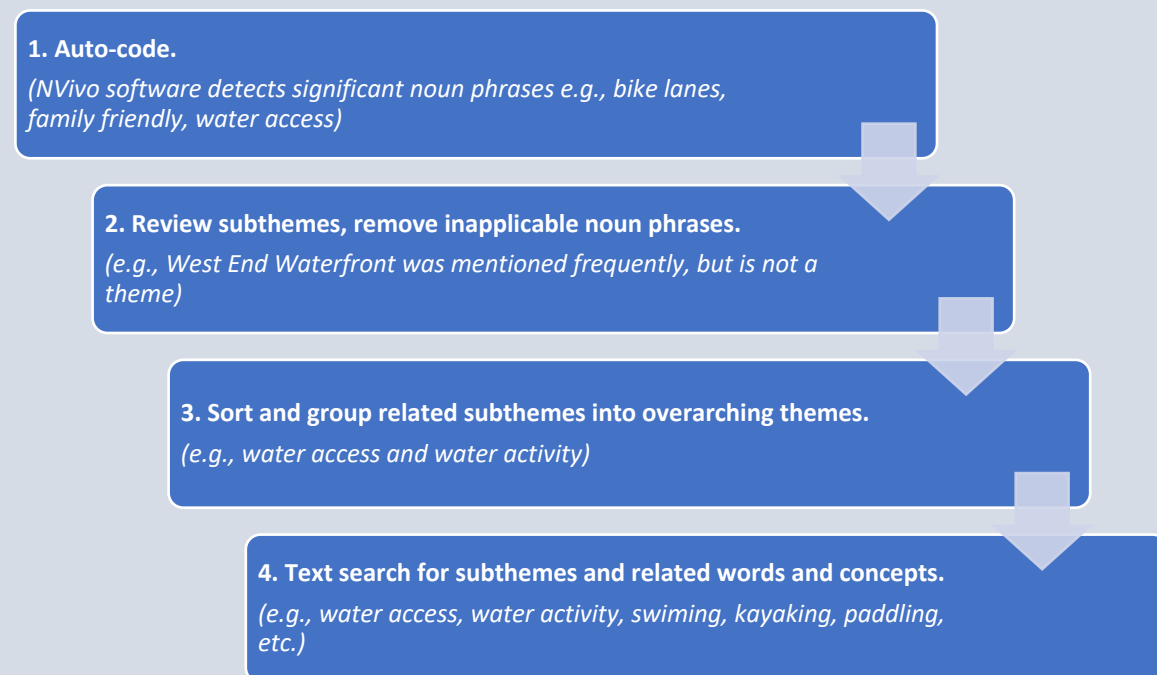


Figure: Thematic analysis process for Imagine West End Waterfront

Auto-coding is followed by a manual analysis to confirm results. During the manual review inapplicable themes are removed (e.g., people may have mentioned West End a lot, but it's not a theme). A text search is conducted for themes and related words and concepts.

Community Conversations

What We Heard Highlights

- The West End waterfront is a place where many people go when they visit or move to the City of Vancouver. There, people gather with friends and family, marvel at the areas' natural beauty, and recreate on the water and land.
- Participants' vision for the West End waterfront includes:
 - a wide range of activities and events
 - nature thriving
 - a strong identity
 - a safe and efficient bike network
 - tranquil places
 - multi-modal transportation with no conflicts
 - small, local food options
 - accessible
- While generally safe, the West End waterfront could be even more welcoming with increased law enforcement presence, such as park rangers, community caretakers, or park customer support.

Community Conversations were hour-long, interactive on-line sessions for people to learn more about the project, the issues it will be exploring, and to provide early feedback on the project area (i.e., issues and opportunities) and project components (i.e., project goals and vision). The Community Conversations were open to anyone who wanted to attend them.

During outreach and promotion for the Community Conversations, separate sessions were offered to community-based organizations working in the West End neighbourhood and other organizations working with vulnerable and equity seeking groups traditionally under-represented and such planning projects.

One group, Barclay Manor seniors centre, requested an in-person Community Conversation which was held on November 15th. The Vancouver Public Space Network also requested a Community Conversation for their organization, which was held on November 18th.

A total of 161 people participated in one of nine Community Conversations that were held during late October and mid-November.

29 Participants Monday, October 18th, 12:00 to 1:00 PM
20 Participants Monday, October 18th, 5:30 to 6:30 PM
14 Participants Tuesday, October 19th, 5:30 to 6:30 PM
17 Participants Wednesday, October 20th, 12:00 to 1:00 PM
11 Participants Wednesday, October 20th, 5:30 to 6:30 PM

- 12 Participants Thursday, October 21st, 12:00 to 1:00 PM
- 28 Participants Friday, October 22nd, 12:00 to 1:00 PM
- 5 Participants Monday, November 15th, 1:00 to 2:00 PM (in person at Barclay Manor)
- 15 Participants Thursday, November 18th, 5:30 to 6:00 PM (Vancouver Public Space Network)

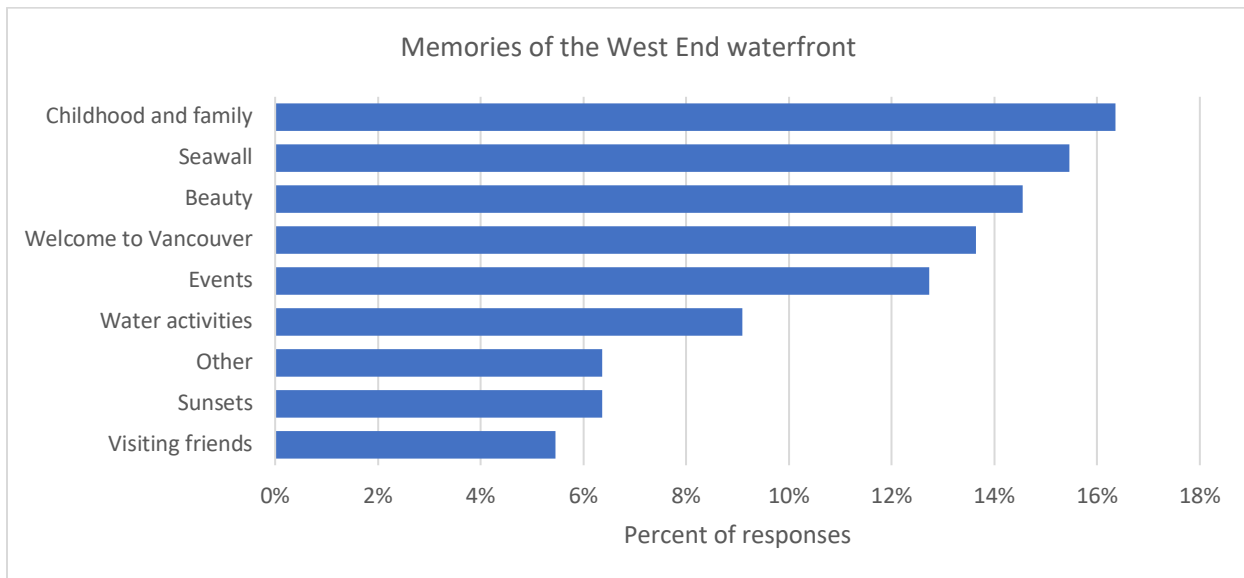
Most of the Community Conversations followed a standardized format, including a Zoom-based chat activity at the beginning of the session, 12 polling questions that used Mentimeter polling software, and map-based activity using the Mural on-line whiteboarding tool. An in-person session at Barclay Manor used paper-based mapping instead of Mural and did not include Mentimeter polling questions.

Vancouver Public Space Network expressed a strong desire to stay involved in the project through future sessions. Barclay Manor expressed a similar desire to stay engaged.

Stories of the West End waterfront

At the beginning of the Community Conversations, participants were asked to note their first memory of the West End waterfront using the Zoom chat feature. Participants entered their responses together to create a “chat waterfall” that was reviewed with the Community Conversation facilitators.

Of note, every session included stories of peoples first memories of coming to Vancouver from other parts of the country or as new Canadians, which helped underscore the West End waterfront’s importance as a place of welcoming in Vancouver.



“Went “wow” when I first saw English Bay. I had just emigrated.”

“A welcoming arrival to Vancouver as the place I first arrived.”

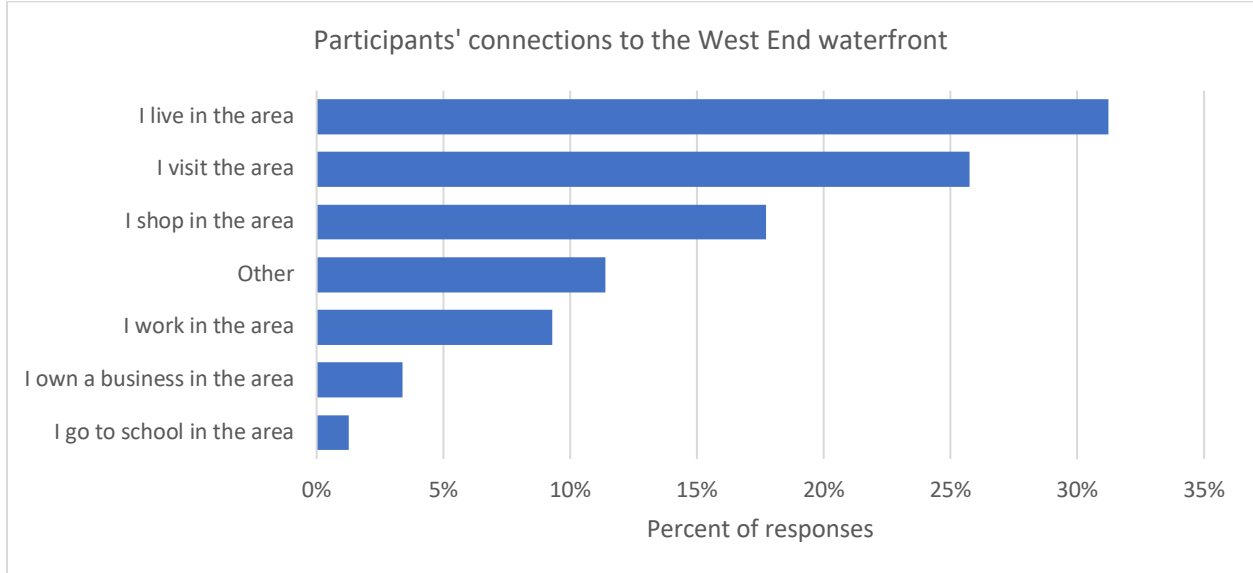
“August 2018, my first week of moving to Vancouver. It was a crazy week and I wasn't sure I made the right choice of moving until I sat by the water, and enjoyed the view and felt rooted to why I was here.”

My first night here I saw lights celebrating the Olympics 2010. It was dark but I felt safe enough going into the park at 10pm.”

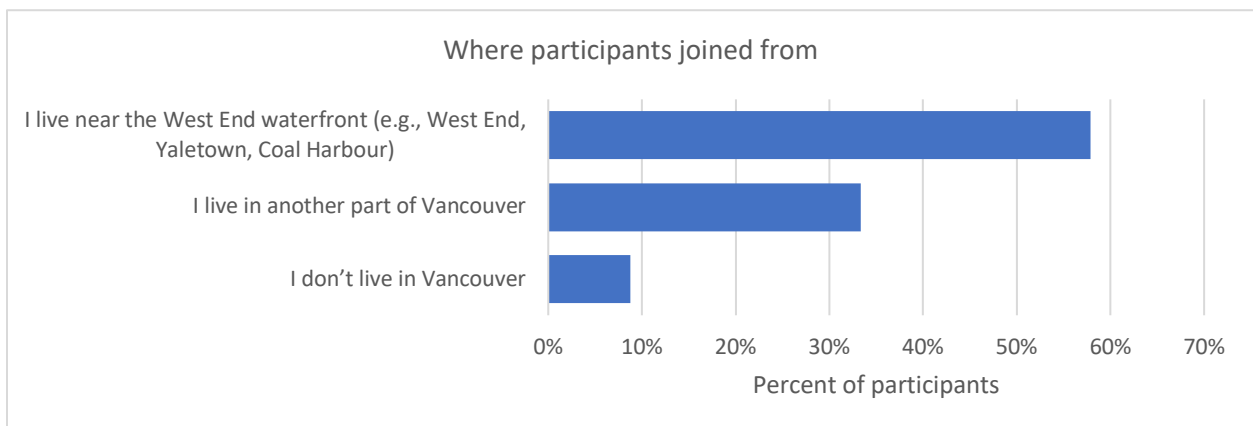
“Visiting Vancouver for the first time (before living here) in 1984.”

“Watching sunset, the first night I moved to Vancouver.”

Participant Profile

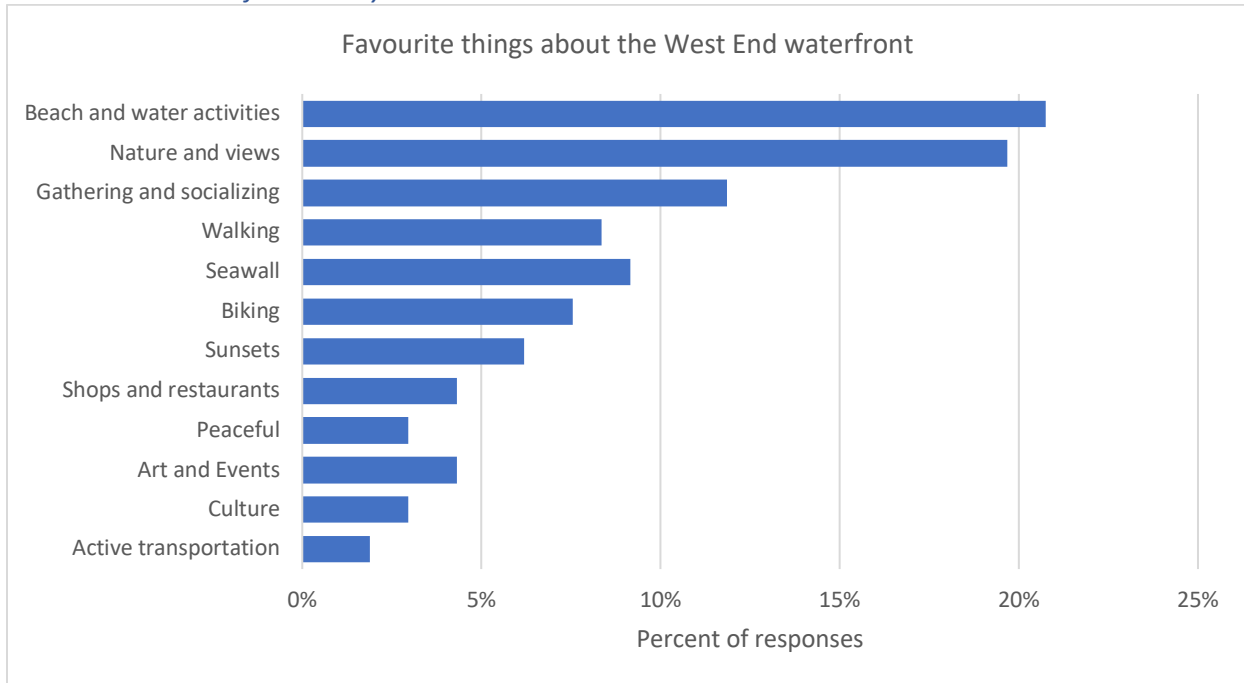


The majority of Community Conversations participants live, visit, and/or shop in the plan area.



Nearly 60% live near the West End waterfront. Another 33% live in another part of Vancouver, and nine percent live outside Vancouver.

The West End waterfront Today



Several Community Conversations participants' favourite things about the West End waterfront today include the beach and water activities, nature and views, and space for gathering and socializing.

4. What are your favourite things about the West End Waterfront?

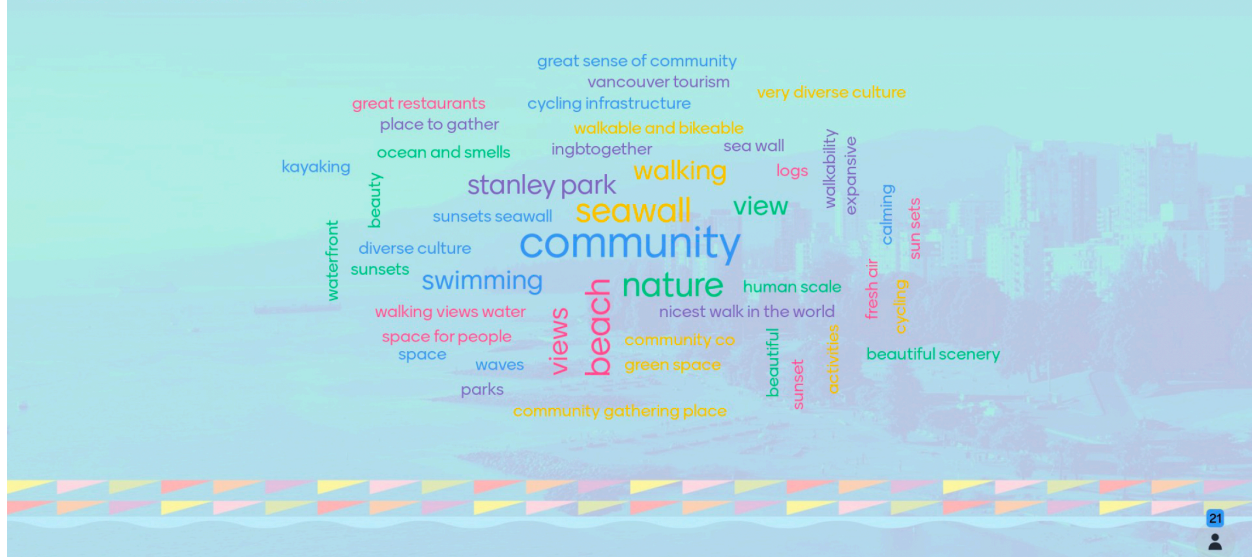
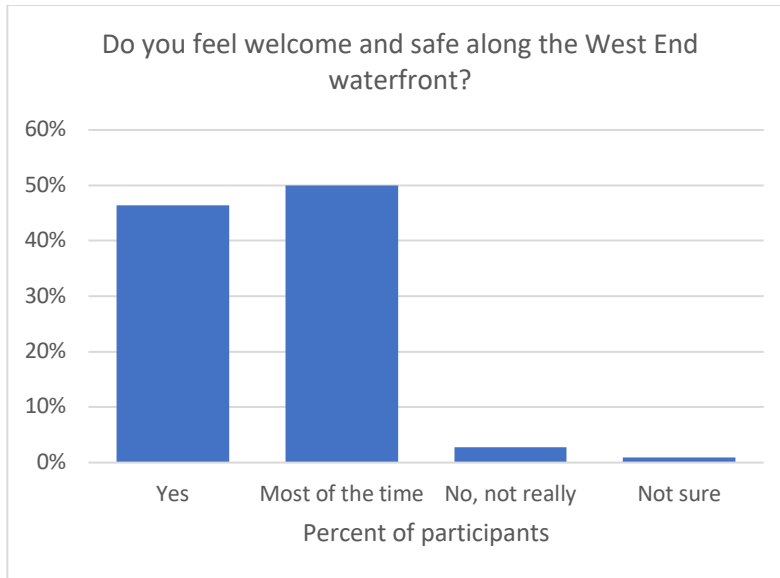
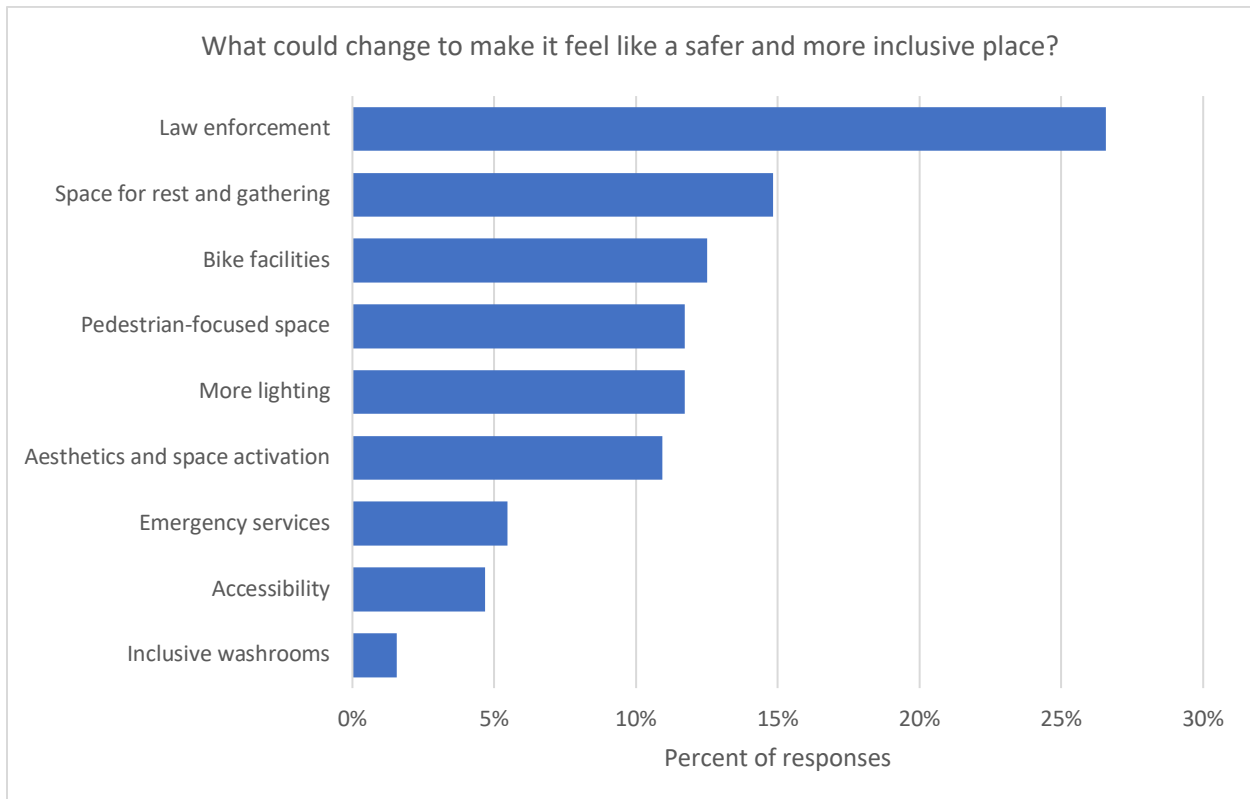


Figure: Mentimeter slide with a word cloud developing as participants shared their favourite things about the West End waterfront.



While 96% of participants said they feel welcome and safe along the West End waterfront, several also shared ideas of how to make the plan area even more safe and inclusive for all.



Approximately 37% of ideas (32 responses) to make the West End waterfront safer related to bylaw enforcement, including the enforcement of existing bylaws by police, park rangers, community caretakers, or other methods, including better signage and communications programs. Of the ideas related law enforcement, 34% (11 comments) mentioned a greater police presence, 22% (7 comments)

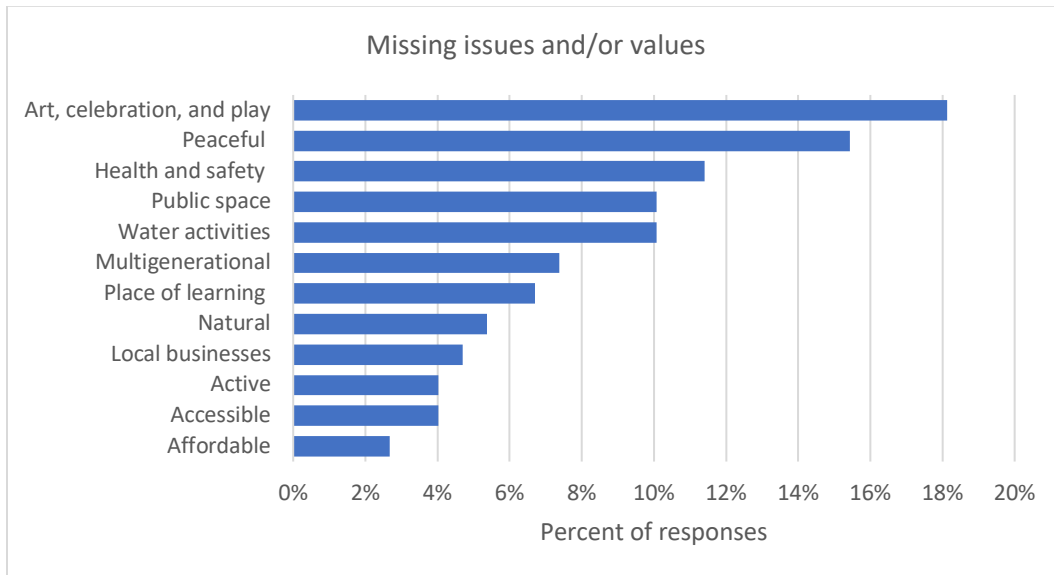
described an enforcement role that is not the police (e.g., park rangers, community caretakers, park customer support), and 6% (2 comments) suggested there should be fewer police.

Values

Community Conversation participants were asked: *Thinking of the issues the project is considering, which ones are most important to you?*

Participants were asked to identify which considerations were most important to them. Overall, participants said that it is important for the plan to address **all** issues. **Climate resilience; habitat restoration; and recreation and leisure** were highlighted by many as the most important. In group discussions and comments from subsequent activities, the importance of **Reconciliation** and incorporating Coast Salish design and information for park visitors was also a common theme.

Participants were also asked: *Are there any missing issues or values that are unique and special to the West End waterfront? What are they?*



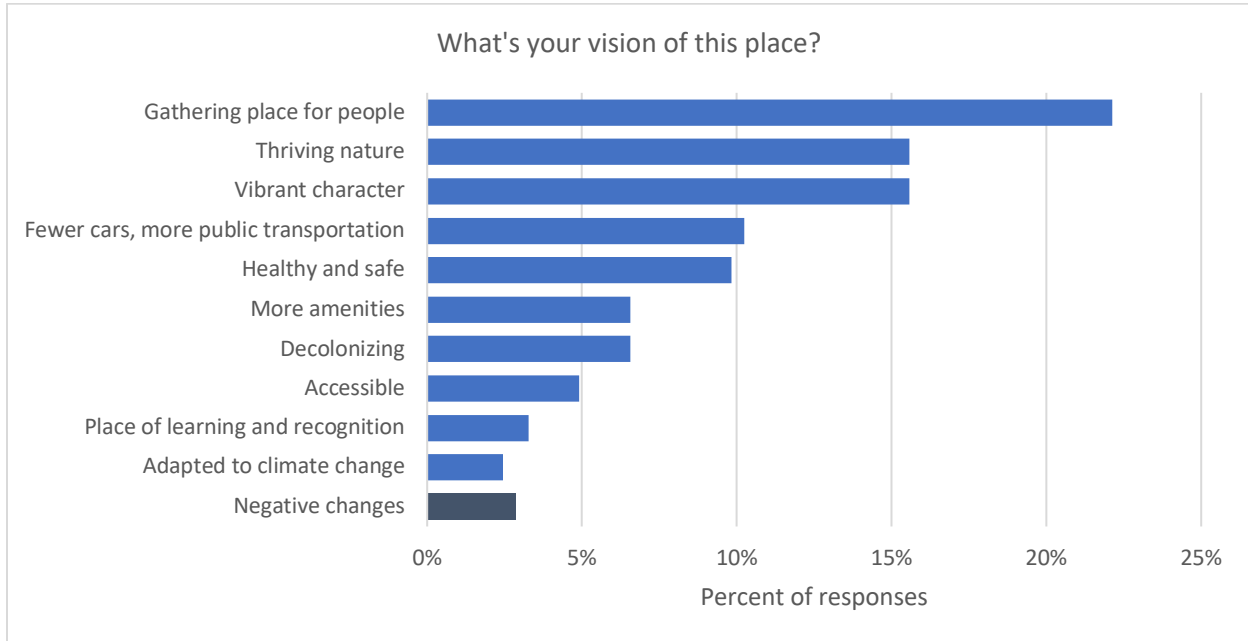
The five most identified issues participants suggested that the plan should also address included the following.:

- **Art, celebration, and play:** fun and vibrant and include space to host events and display art.
- **Peaceful:** manage noise and traffic to promote tranquillity.
- **Health and safety:** shelters spaces, emergency services, and climate change preparedness.
- **Public space:** dynamic gathering spaces that encourage diverse users to stay awhile.
- **Water activities:** access to boating, swimming, and paddling.

It should be noted that some of these issues are related to the seven overarching project goals reviewed in the previous question.

With the issue of noise, participants spoke about amplified music from buskers and evening gatherings on the beach, which became increasingly popular over the warmer months during the pandemic. Amplified music from personal speakers was also highlighted.

The West End waterfront in the future



“Vancouver’s gathering place”

“A place of welcome, gathering, nature, and pride”

Many responses to the vision question included specific amenities, including:

- Sport courts
- Farmer’s market
- Bike lanes
- Boat access
- Music
- Washrooms
- Art
- Fitness area
- Small food options
- Multiuse pavilion s

While participants mostly shared positive visions of the future of the West End waterfront, a few were concerned about negative changes, such as:

- Fewer activity choices
- Too crowded
- Gentrification
- Less accessible
- Fewer events

- No food options

What would you like to see more of along the West End waterfront?

- Art and events
- Access to nature
- Bike paths and end-of-trip facilities (e.g., lockers and racks)
- Food options (healthy, small, local)

What would you like to see less of along the West End waterfront?

- Noise
- Garbage and pollution
- Large beach restaurants (privatizing the beachfront)
- Surface parking (unused paved areas)

A common theme we heard in the Community Conversations is that participants want the West End waterfront to cater to a wide range of activities, both active and passive, as well as both on land and on-water.

In some cases, what participants want to see more and less of achieve the same goal:

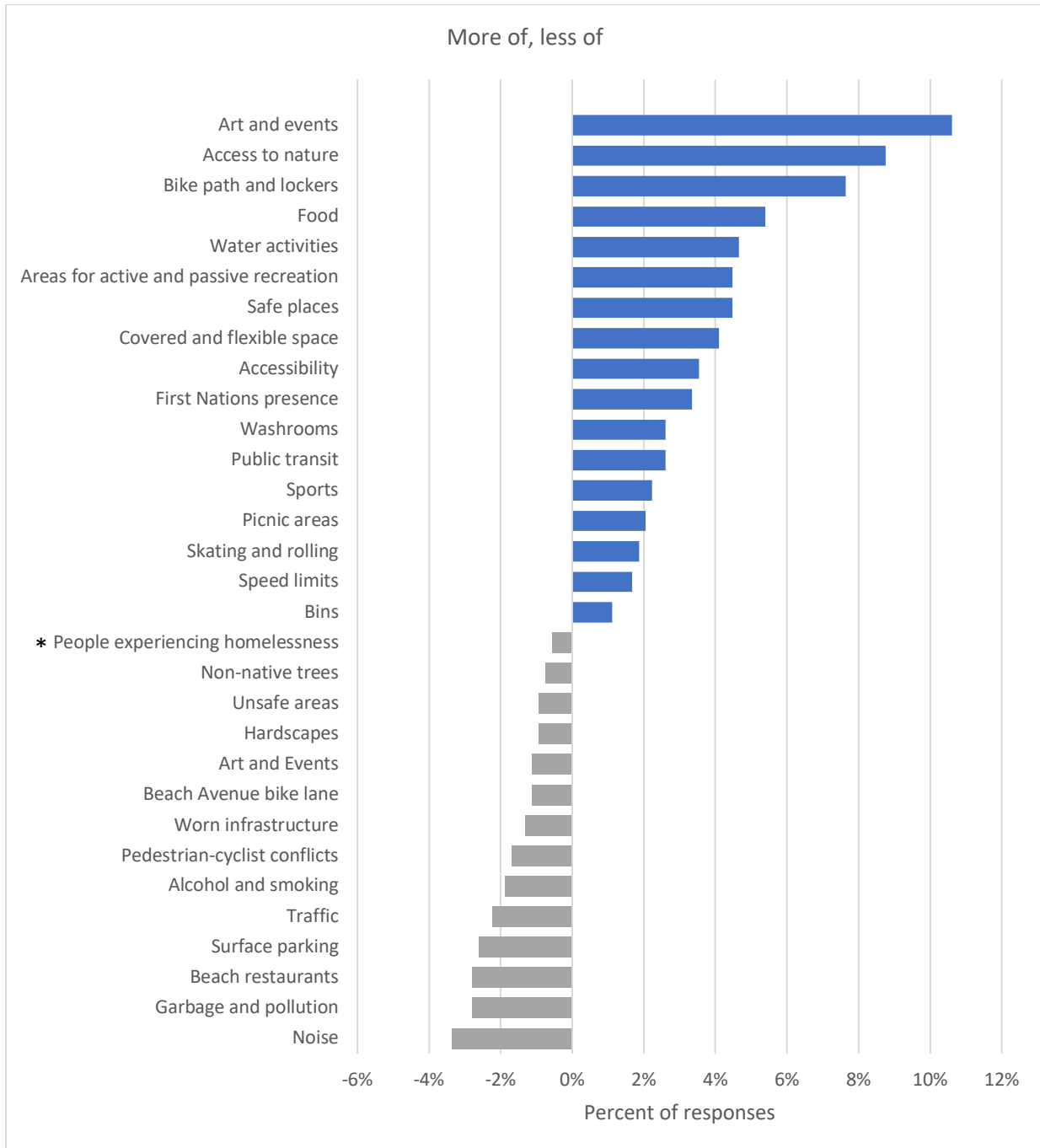
- **Nature thriving** – includes more access to nature and waste bins, with less garbage and pollution
- **Strong identity** – includes more First Nations’ presence, and less art that Host Nations and other parks and beach users do not feel represents their identity.
- **Safe and efficient bike network** – includes more paths, end-of-trip amenities, and speed limits, with less worn infrastructure
- **Safe and welcoming** – includes both increasing safe places (sheltered, clean, separate from other uses) for all users, while reducing unsafe places (dark, no security presence), managing smoking and alcohol consumption, and providing support for parks and beach users who are in need (e.g., people experiencing homelessness).

In other cases, what participants want to see more and less of contrast:

- **Balancing activity and tranquility** – while the most frequently mentioned theme that participants want more of is activities and events, increased activity could increase noise, which is the most frequently mentioned aspect of the West End waterfront that participants want less of.
- **Points of conflict** – participants mentioned wanting to see more of an array of transportation modes (bike, skating, rolling, transit, motorized vehicles), but also want less conflicts between these different uses.
- **Food services** – several participants want to see more food options, while several also wanted to see less restaurants.

- **Reducing parking while maintaining accessibility** – participants frequently mentioned wanting less unused parking spaces, while others noted that accessible parking is important for all users to access the space.

The next figure summarizes feedback from Community Conversation participants around what kinds of things they would like to see more of (illustrated by the blue bars) and what they would like to see less of (illustrated by the grey bars).



- Respondents indicated they wanted to see supports for people experiencing homelessness to help them move up the housing continuum

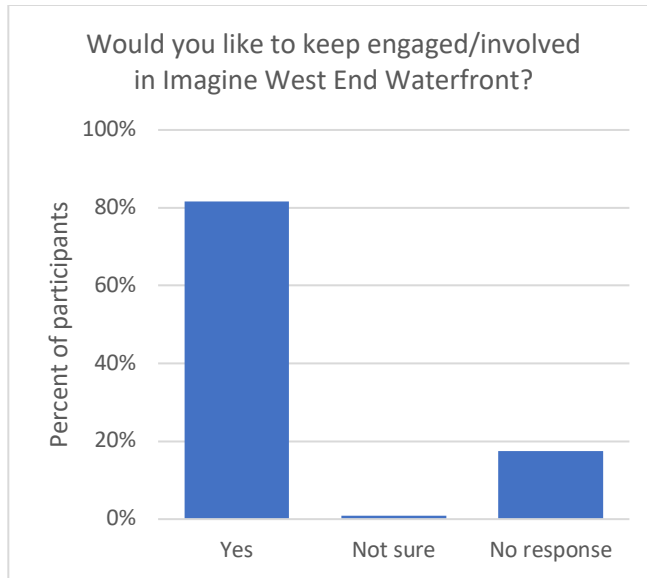
Future Engagement

Several participants mentioned wanting to hear more about:

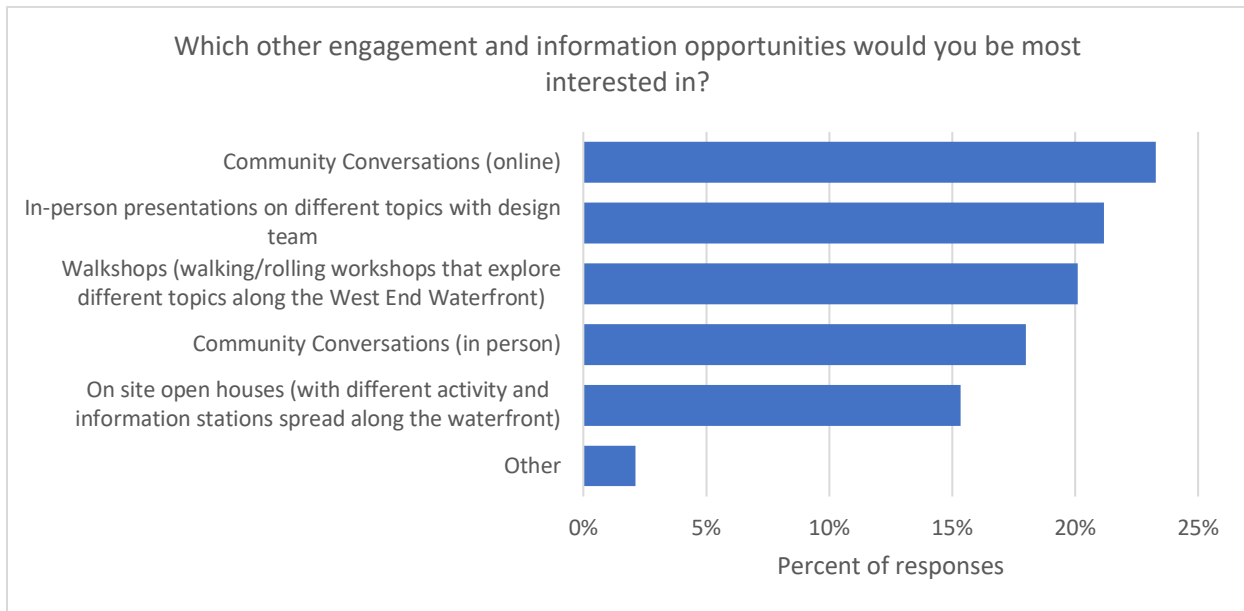
- **Other plans** – plans in development that would impact Imagine West End Waterfront, or that may be developed after Imagine West End Waterfront (e.g., transportation, infrastructure upgrades, environment, sea level rise, tourism).
- **Decision-making** – a better understanding of how community input is used and how to remain involved, including when the Community Advisory Group will be selected and convene.
- **First Nations, Reconciliation, and decolonization** – hear more about the Host Nations' perspectives and what Reconciliation and decolonization might look like.
- **Funding/budget** – who is funding the project and how much Imagine West End Waterfront will cost.
- **General feedback** – participants enjoyed the Community Conversation.
- **Timeline** – how many years the plan will cover and how it is affected by changes in Vancouver City council
- **Programming** – what programming will be in the West End waterfront parks (food, events, programming for children)

A few participants also want to hear more about:

- How the project team is ensuring all voices are heard.
- Data on crime in the area and plans to make the West End waterfront safe for all.
- Existing regulations/planning constraints in the plan area and planning work happening in neighbouring communities.
- the project team and how the organizations work together
- West End history
- Why it is important to develop Imagine West End Waterfront



82% of Community Conversations want to keep engaged and involved in Imagine West End Waterfront.



These participants were interested in a range of engagement and information opportunities, and many (23%) said they would like to attend another online Community Conversation in future project Phases.

Community Pop-ups

What We Heard Highlights

- Participants frequently mentioned wanting more:
 - Small, local food options
 - Art and celebration events
 - A safer bike network with end-of-trip facilities
- and less/fewer:
 - Noise
 - Underused hardscapes and parking areas
 - Geese
- Common vision elements for the West End waterfront included:
 - An inclusive and safe space for all nature thriving
 - A variety of active and passive recreation opportunities
 - Space to access/view/enjoy thriving nature

From late August to October, the project team organized seven pop-up events throughout the project area and to take advantage of other community events (e.g., Skate Park Festival at Sunset Beach in late August, Bike to Work Week in September). Two were also held in the West End area at Jim Deva Plaza and at the West End Community Centre.

The pop-ups included project information and a map-based activity to help identify general issues and opportunities along the West End waterfront where people were asked three overarching questions about the project:

- *What would you like to see more of along the West End waterfront?*
- *What would you like to see less of along the West End waterfront?*
- *How do you imagine the West End waterfront in the future? What's your vision?*

Participants at the first two pop-ups were also asked about what brought them to the area that day.

The pop-ups were very well received and generated almost 900 interactions and 2,260 individual comments. The first pop-up was held in conjunction with Vancouver Park Board Skate Strategy event, and the last two pop-ups were held with the W.E. CONNECT project. The pop-up locations were chosen to get to a broad spectrum of site users given the size of the project area and its various sub-areas. Being able to “piggy backing” off concurrent engagement events was advantageous as it helped avoid scheduling conflict, minimized engagement fatigue, drew a broader audience, and ultimately respected the amount of time that people are able to provide input into their community’s future.

Sunset Beach Pop-ups

Dates: Saturday, August 28 and Sunday, August 29, 10am to 5pm
Total interactions: 500 approx.

Bike-to-Work Week Station Pop-up

Date: Friday, September 30, 3pm to 6:30pm
Total interactions: 60 approx.

West End Farmer’s Market

Date: Saturday, September 11, 9am to 1pm
Total interactions: 100 approx.

West End Community Centre Pop-up

Date: Wednesday, October 27, 3:30pm to 7:00pm
Total interactions: 24 approx.

Morton Park Pop-up

Date: Tuesday, September 28, 3pm to 7:30pm
Total interactions: 135 approx.

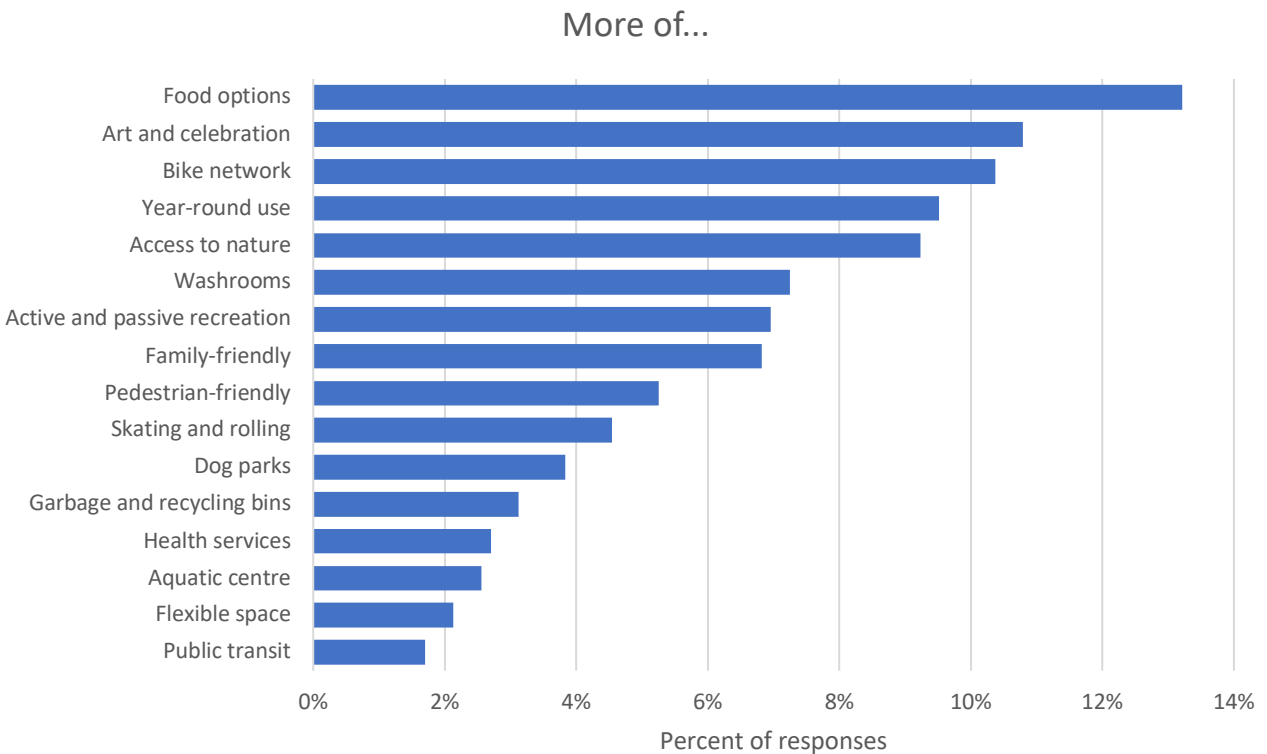
Jim Deva Plaza Pop-up

Date: Sunday, October 31, 10:30am to 4:30pm
Total interactions: 65 approx.

Individual event summaries are provided in the Appendix. This summary also includes the results of three pop-ups organized by the Park Board that took place in August 2019. The questions asked at these events were functionally the same as the questions asked during the 2021 Listen and Learn pop-up series. A separate overview of the 2019 pop-ups is provided in Section 3.2.

What would you like to see more of along the West End waterfront?

Across all community conversations, participants shared more than **1,250 ideas** of what they would like to see more of along the West End waterfront.

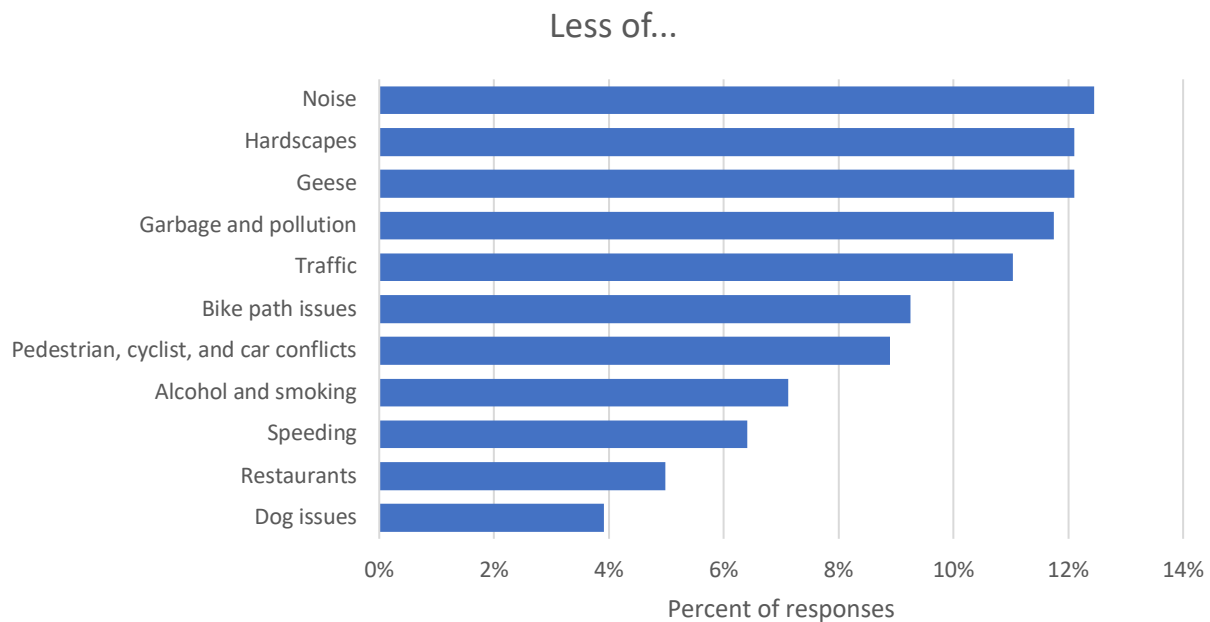


Some of the most frequently mentioned ideas that participants want *more of* in the West End include:

- **Food options:** food trucks and small, local food options serving healthier food, as well as more seating and tables for picnicking.
- **Art and celebration:** pop-ups, music, festivals, and other events, as well as art, particularly by Indigenous artists.
- **Bike network:** well-maintained paths, clear signage and connections, speed limits, safe storage options, and other facilities that support biking at a range of levels in the West End. While some participants said they prefer the bike path to be along the along the sea wall, nearly five times more said they prefer the bike path along Beach Avenue.
- **Year-round use:** lighting, covered areas, and shade support use of parks in a variety of weather and daylight throughout the year.
- **Access to nature:** plant trees, protect natural spaces, and create greenspace.
- **Washrooms:** build more washrooms and improve the cleanliness of existing facilities.
- **Active and passive recreation:** support water activities, gathering space, team sports (basketball, soccer, roller hockey, etc.), dance, yoga, fitness, etc.
- **Family-friendly:** create space for kids, playgrounds, and space for families.
- **Pedestrian-friendly:** ensure separate pedestrian pathways, improve crossings, practice barrier-free design, and make the West End waterfront safer for pedestrians in general.

What would you like to see less of along the West End waterfront?

Overall, participants shared more than 500 ideas of what they would like to see less of along the West End waterfront.

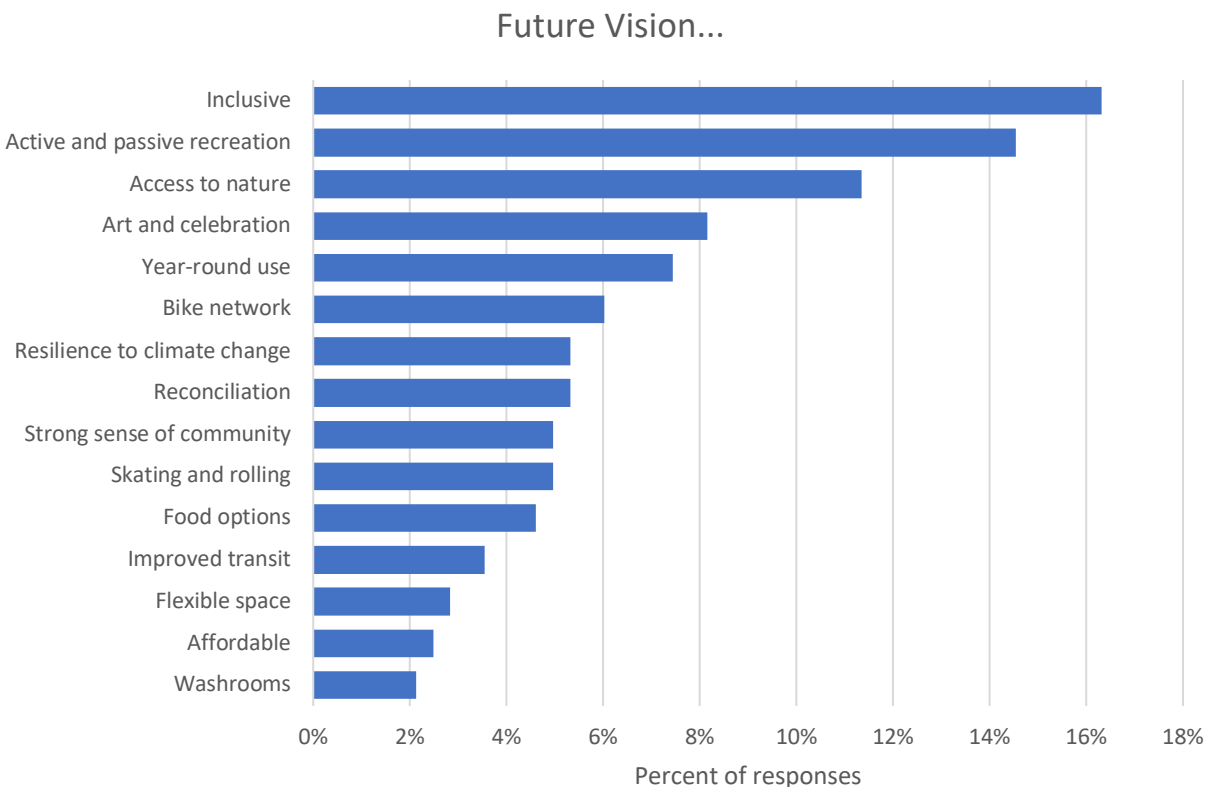


Some of the most frequently mentioned aspects that participants want *less of* in the West End are:

- **Noise: large gatherings** and parties at night and on **boats** are key sources of disturbing noise.
- **Hardscapes: concrete** and **asphalt**, such as **underused parking lots**.
- **Geese: geese populations** in the West End are too high and the amount of goose **droppings** disturbs many parks users.
- **Garbage and pollution: reducing litter**, improving **water quality**, cleaning up **needles**, reducing **boat emissions**, and improving **air quality**.
- **Traffic: reducing and better managing vehicle** and **boat traffic**.
- **Bike path issues: poor signage, narrow paths**, and autumn leaves causing **slipping hazards**. While some participants considered the Beach Avenue bike path an issue, twice as many considered having bikes on the seawall an issue.
- **Pedestrian, cyclist, and car conflicts: unsafe overlap of path and parks uses**, including **unclear pedestrian areas and crossings, dangerous pedestrian-cyclist interactions**, and occasional **cars on the bike path**.

How do you imagine the West End waterfront in the future? What’s your vision of this place?

Overall, participants shared nearly **500 ideas** of their future aspirations for the West End waterfront.



The most frequently shared *vision* themes for the future of the West End waterfront include:

- **Inclusive:** a **welcoming and safe place for all** ages, ethnicities, genders, sexualities, and abilities.
- **Active and passive recreation:** **dancing, kayaking, “hanging out”, fitness, swimming, team sports** (e.g., basketball, soccer, roller hockey, etc.), **indoor activities**, etc.
- **Access to nature:** even more **trees and greenspace, thriving nature**, and landscaping that has a **natural feel** and includes **native plant species**.
- **Art and celebration:** regular **events, pop-ups, music, and festivals**, and **art** that represent stories of the West End waterfront, particularly Indigenous experiences.
- **Year-round use:** **lighting, covered areas**, and **shade** support use of the parks in a variety of weather and daylight throughout the year.
- **Bike network:** more **bike lanes**, more **bike friendly** for a variety of levels, and **no pedestrian-cyclist conflicts**. While some participants envisioned the seawall as the primary cycling route in the future, twice as many envisioned the interim bike lane on Beach Avenue being installed permanently.
- **Resilience to climate change:** adapting to and mitigating **sea level rise** and other climate-related changes such as **heatwaves**.
- **Reconciliation:** **partnerships with First Nations** throughout the project and **education and art** about Indigenous experiences as part of the design of the West End waterfront.
- **Strong sense of community:** people feeling a sense of **belonging** and feeling **connected** to the place and with each other.

What We Heard Highlights

- Most participants use the West End waterfront regularly, engaging in passive or unorganized recreation. The seawall, English Bay Beach Park, Sunset Beach Park, and local restaurants are popular destinations.
- Elements of the West End waterfront that participants would like to change:
 - Better separation of uses
 - More food options
 - Improving the bike network (safety, facilities)
 - More washrooms
 - Safety (security presence and bylaw enforcement)
 - More covered and weather protected areas
- Participants' vision for the West End waterfront:
 - A welcoming and safe
 - A place to gather
 - Entertainment and celebration
 - Integrated with nature
 - Multi-modal transportation options and connections
- Habitat restoration; safety, diversity, and inclusion; climate resilience; services, facilities, infrastructure; and recreation and leisure opportunities are all important components for the plan to consider.

A survey was distributed through the City's Talk Vancouver platform on October 18, 2021 and linked to the Imagine West End Waterfront Shape Your City webpage. Notices were sent to community stakeholders and the project mailing list and was publicized through Park Board social media. A CBC radio story on the project also promoted the survey which resulted in a high early response rate with over 1,000 responses in the first three days.

The survey deadline was extended from November 8th to November 22nd. The Park Board and City of Vancouver project team organized and promoted additional survey events during the final week of the extended survey at Gordon Neighbourhood House and the Gathering Place Community Centre.

A total of 1,922 survey participants generated approximately 11,200 comments that were analyzed using NVivo. 768 incomplete surveys (online surveys for which the 'submit' button was not clicked) were also analyzed.

This section provides an overview of findings that explored how different demographic groups (e.g., ancestry, gender identities, renters/owners, ages) responded to questions to see if there were differences or similarities between responses.

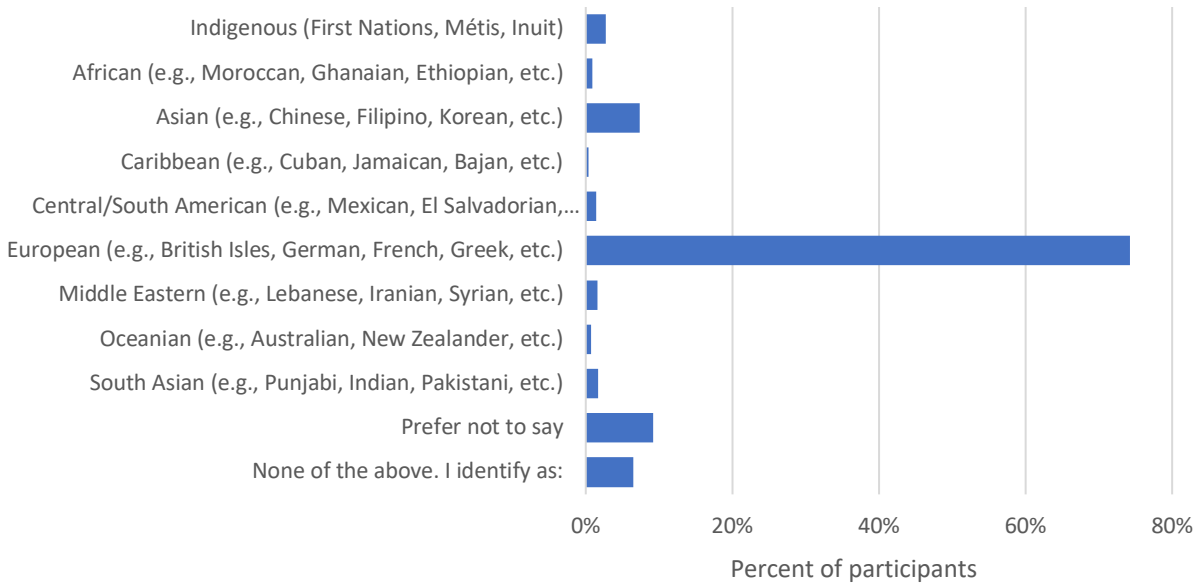
Who participated?

Nearly 40% of survey participants live in the West End. Another 13% live Downtown. Around six percent live outside the City of Vancouver and the rest live within the City of Vancouver.

Nearly half of participants identify as men, 45% identify as women, and two percent identify as non-binary/gender diverse.

Of total survey participants, over 50% owned their home, while just over 40% were renting their home. Most of those who said “other” mentioned living in their parents’ home In the West End, nearly 80% of households rent their home.

What do you consider your main ethnic origin or that of your ancestors?



The survey demographics did not reflect City of Vancouver ancestry demographics, they did reflect West End ancestry demographics, the largest group of respondents to the survey. Relative to the City of Vancouver, the West End has a less culturally diverse resident population. The four most reported ethnic origins in the neighbourhood are English, Scottish, Irish, and Canadian. Similarly, around 75% of survey respondents consider their main ethnic origin to be European. Those who selected “none of the above” identified as Canadian, Jewish, or multiracial. Nearly 3% of respondents identified as Indigenous. Almost 30% of the population of the West End are members of a visible minority group, defined as residents who are neither Indigenous nor white, whereas only 14% of survey participants identified other ancestries.

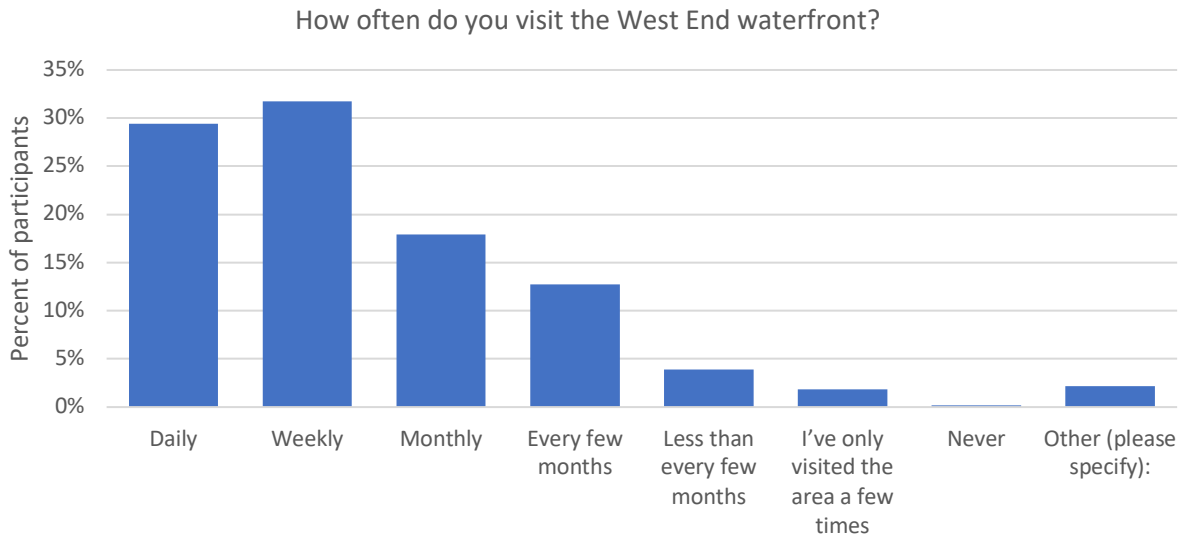
As a general trend, the number of survey participants increased as the identified total annual household income before taxes increased. The majority have a total household income greater than \$60,000, with the greatest proportion identifying a total annual household income of \$150,000 and above. Less than four percent identified a total annual household income less than \$25,000.

Less than 10% of survey participants identify as a person with a disability.

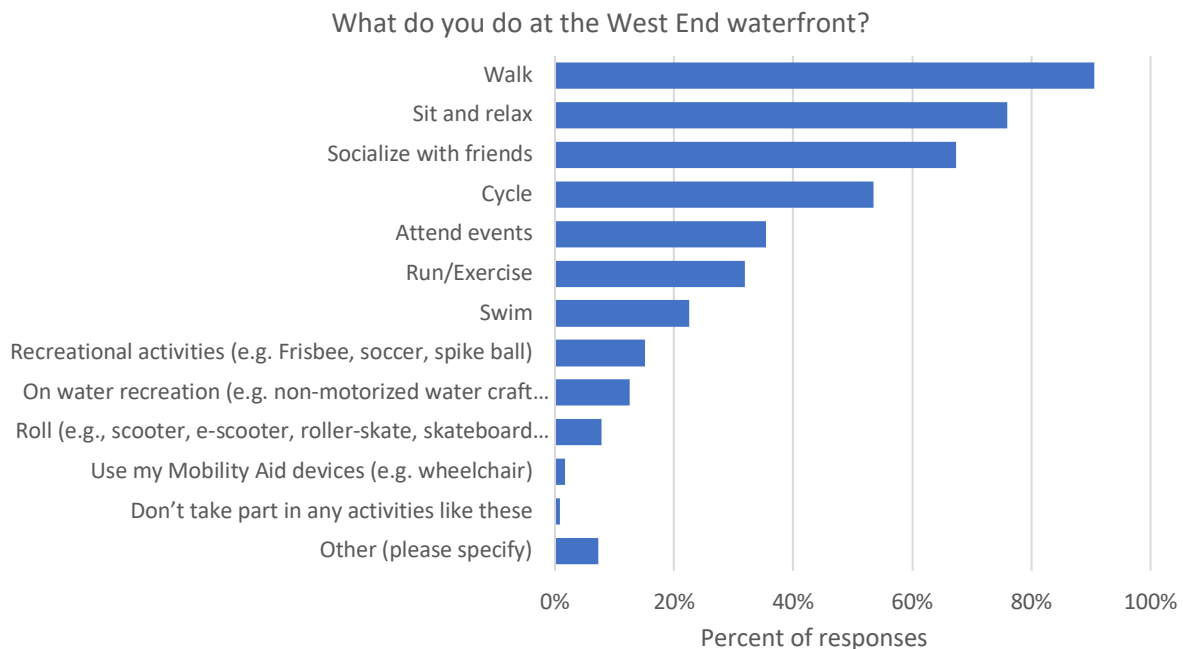
How respondents are using the West End Waterfront

More than 80% of participants visit the waterfront. Nearly half pass through and live in the area. Around 40% shop and 12% work along the West End waterfront.

Most participants are using the West End waterfront regularly, especially in the warmer, brighter months. Some noted that the onset of the COVID-19 pandemic reduced their visits to the area.



Most participants engage in passive, or unorganized recreation while spending time in the West End Waterfront, such as walking, sitting, socializing, and running. The waterfront is also a place that draws people to attend events.



More than half of participants said they primarily use the seawall for walking and biking, English Bay Beach Park, Sunset Beach Park, and local restaurants.

The West End waterfront is an important place for Vancouverites and visitors to access nature. The aspects of the area participants appreciate most include the water and ocean, seawall, views and sunset, greenery and trees, and beaches and sand.

Vision for the West End

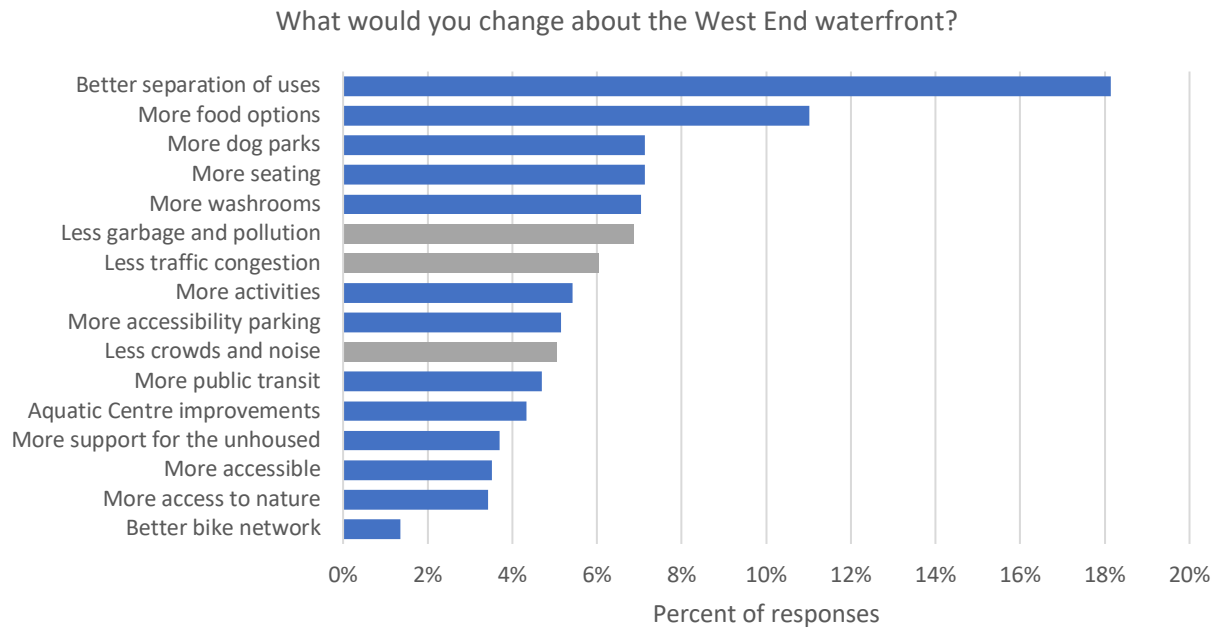


Figure: Blue indicates aspects of survey respondents would like to see more of, grey indicates issues respondents would like to see less of.

The most frequently mentioned change respondents would like to see in along the West End waterfront is a **better separation of uses**. This includes features like signage, boulevards, and separate paths that clearly distinguish different parks uses, such as walking, biking, and commuting to keep all parks users safe. It is important to note that the issue of safety for the area was closely correlated to pedestrian and cyclist safety.

Increasing the number of **food options** was another theme. Many survey respondents expressed interest in small, local businesses rather than large chain restaurants. There was strong support for food trucks.

Having a **better bike network** was a theme that was particularly important for respondents who did not complete the survey. A better bike network includes more permanent bike paths and end-of-trip amenities (racks, storage, pumping stations, bike shares, etc.).

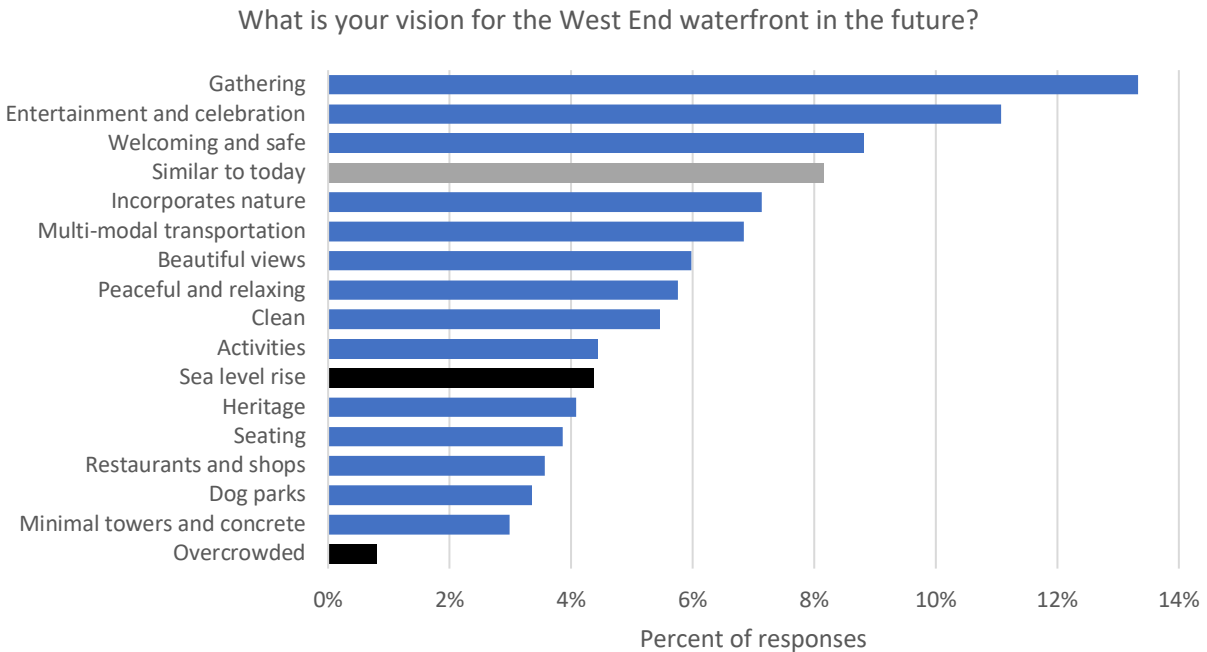


Figure: Grey indicates the proportion of respondents who envision the West End waterfront as similar to today. Black indicates respondents who envision a more negative future for the West End waterfront.

Three frequently mentioned vision themes participants shared for the West End waterfront in the future are:

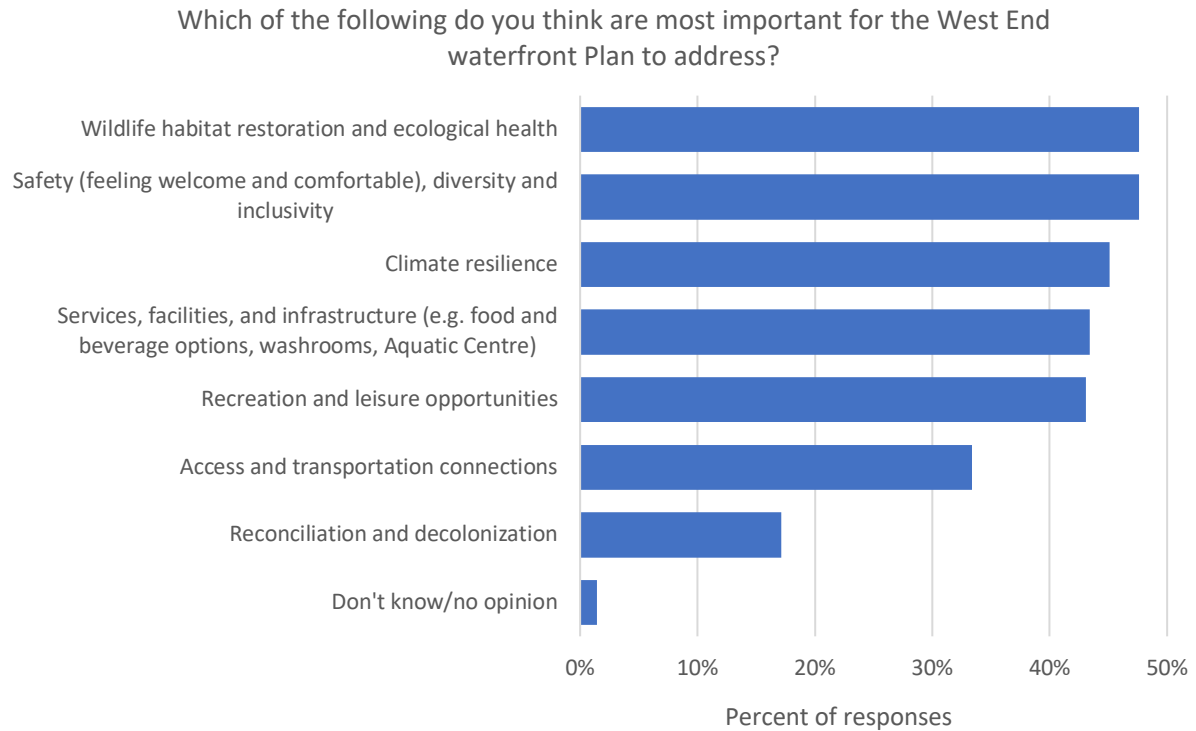
1. **Gathering:** a place where diverse people and communities gather to participate in a variety of activities and events.
2. **Entertainment and celebration:** events, festivals, music, art, and other occasions.
3. **Welcoming and safe:** a comfortable place all people. This includes:
 - separate uses (e.g., cyclists and pedestrians)
 - affordable
 - lights at night
 - barrier-free
 - non-judgemental
 - not privatized
 - reflective of all stories (Indigenous, 2SLGBTQ+, non-human)

Eight percent of respondents were happy with the West End waterfront and said they envision the area as being like it is today in the future.

Five percent are concerned for the future of the West End Waterfront, mainly due to sea level rise (four percent) and the area becoming overcrowded with population increases and increased use (one percent).

Important aspects for the plan to address

Respondents were invited to select the three project aspects that were most important to them. Overall, **habitat restoration; safety, diversity, and inclusion;** and **climate resilience** were identified as the three most important themes by respondents, with **services, facilities, and infrastructure;** and **recreation and leisure opportunities** following close behind.



The following tables highlight comments from the three most frequently mentioned project aspects for Imagine West End Waterfront to consider.

Wildlife habitat restoration and ecological health

Most frequently mentioned:

Opportunities (644 comments)

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

Concerns (512 comments)

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

Safety (feeling welcome and comfortable), diversity, and inclusion

Most frequently mentioned:

Opportunities (638 comments)

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

Concerns (485 comments)

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

In terms of defining bylaw enforcement and the lack of enforcement, some respondents indicated that it should be the police enforcing bylaws around noise and late-night activities, while other respondents commented about security more generally, including park rangers, better signage and communications, and other law enforcement roles that are not dependent on the police to enforce.

Climate resilience

Most frequently mentioned:

Opportunities (561 comments)

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

Concerns (392 comments)

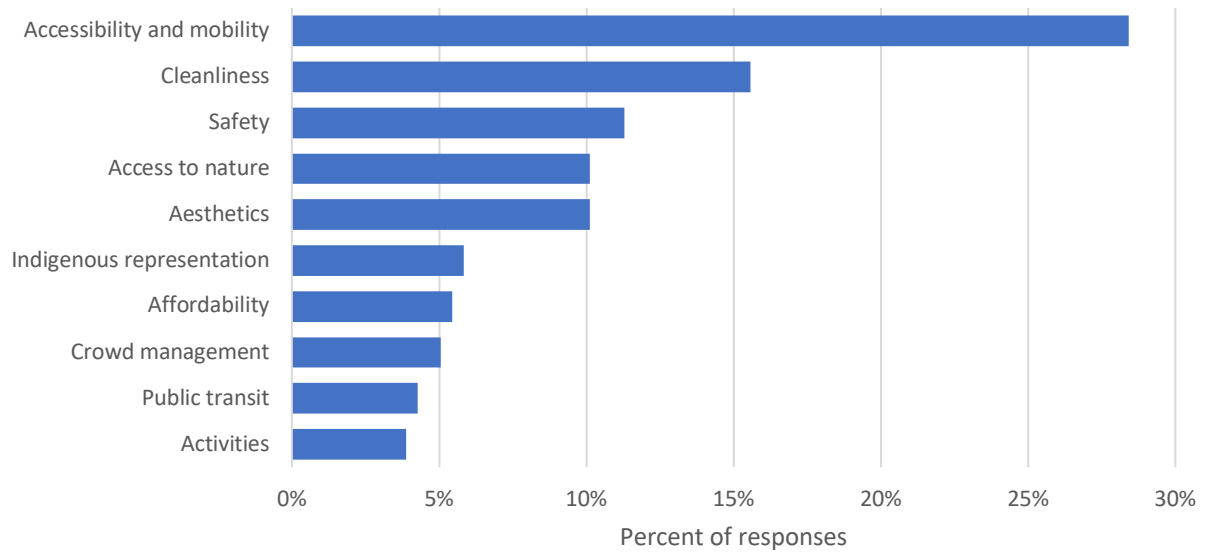
- **Sea level rise**
- Climate change **in general**
- **Storms**
- **Extreme heat**
- **Not enough is being done**

More than two thirds of concerns mentioned sea level rise.

Respondents were also asked if there were any other aspects of this project (not provided in the list of projects aspects) that they thought were important to address. As illustrated by the following table, most comments received could be categorized into the list of project aspects provided in the survey.

One issue that was reported by a small number of respondents (N=6) that could not be categorized under the list of project aspects provided in the survey was crowd management. From an analysis of comments, the topic of crowd management was associated public safety concerns around large, heavily attended events like the fireworks festival (Celebration of Light), and concerns around minimizing the potential spread of COVID-19 in more crowded, outdoor public spaces.

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



Community Advisory Group

A Community Advisory Group (CAG) was organized in Phase 1: Listen and Learn to be engaged throughout the Imagine West End Waterfront process and to provide input and feedback on plan components. The 15-member group is made up of residents from the West End and across the city who visit or use recreation facilities in the area, or who have an interest in the site and the project themes it will be exploring. The CAG will:

- Provide input at project milestones
- Support two-way communication between the project team, stakeholder communities, and the broader public as part of Imagine West End Waterfront community engagement
- Help share and amplify project communications with their own networks
- Provide input on engaging any groups, stakeholders, or potential project collaborators project work may have missed
- Support development of a project Vision, Goals, and Principles
- Help evaluate Initial Ideas & Concepts

Survey Support Sessions

Two small information sessions were organized to help promote the Talk Vancouver survey and collect additional project feedback from under-represented groups who may not have completed the survey (e.g., racialized communities, people who do not speak English as their first language). Sessions were held at Gordon Neighbourhood House and the Gathering Place. The sessions generated an additional 34 surveys, about 70 interactions, and 125 additional comments that were provided using Community Pop-up materials that were brought to the sessions.

- **Gordon Neighbourhood House:** Gordon Neighbourhood House has served as a community hub in Vancouver's West End since 1942. As a place-based organization, they work alongside community members, sister organizations, local businesses, and policymakers to create dynamic programs, services, and initiatives that respond to the needs and dreams of the community.

Gordon Neighbourhood House hosted a survey support session on Wednesday, November 17th from 10:00am -12:30pm in their lobby. The event was attended by Park Board and consultant team staff. Approximately four surveys were completed, and additional information was collected through informal conversations and note taking.

Many of the people who provided feedback were parents and reported a lack of gated play areas for younger children and limited purpose-built recreation facilities in the project area (e.g., tennis courts, playgrounds). Waterfront connectivity and accessibility for all users (cyclists, pedestrians, vehicles) was also an issue.

- **Gathering Place:** The Gathering Place Community Centre offers programs and services to the Downtown South community. The organization serves vulnerable populations, including people on lower income, people with disabilities, seniors, people of diverse ethnic backgrounds, the 2SLGBTQ+ community, youth, and people who experience homelessness.

The Gathering Place hosted a survey support session on Friday, November 19th from 11:30am to 3:30pm. The event resulted in 28 surveys being completed and generated a significant amount of discussion and comments from Gathering Place users. The session had about 50 interactions with centre users.

Common feedback included a desire to improve the tree canopy and shaded sitting areas along the waterfront, including the addition of new seating. Additionally, centre users indicated that transit to and from the area was limited, noted a lack of flexible pricing for food options, and desired more covered shelter from rain and harsh weather.

With several people with mobility issues providing feedback at the event, the need for equitable access for people with disabilities, including ways to get to beaches and the water, was a common concern. So too was enhancing safety for people with mobility aids crossing streets and better more accessible washrooms.

Two findings of note that an analysis of the surveys completed at the Gathering Place include:

- The most important elements to address were safety (63%), and wildlife restoration (57%), and climate resilience (37%). The least important element was services (13%).
- There was a strong desire for more bathrooms, seasonal shelters, and access points to electricity in the West End waterfront. "More bathrooms" was mentioned in 20% of survey responses.



Photo: Morton Park Community Pop-up

Past Project Engagement and Outreach

Intercept Surveys

In August 2019, the City of Vancouver commissioned a research project with Mustel Group Market Research regarding current use and opinions of West End beaches and parks. Project work included two rounds of intercept surveys in August 2019 and in early March 2020 to gather additional feedback from winter visitors. Results from this research provided insight into the way visitors access the parks and beaches and why they visit them. It also gathered feedback regarding what they like about them and what they would change. A total of 1,386 people were surveyed in the two rounds of surveying.

Key findings from the intercept surveys are compared against findings from the Imagine West End Waterfront Talk Vancouver to illustrate consistent sample characteristics and findings.

Where they live

- Of all visitors to the area, more than one-third are from the West End (34%), while 16% were from Downtown Vancouver.

These findings parallel the Imagine West End Waterfront Talk Vancouver survey where most respondents were from the West End (38%) and Downtown Vancouver (13%). The intercept survey results were similar to the Imagine West End Waterfront survey on the breakdown of visitors and respondents from other Vancouver neighbourhoods, with Kitsilano, Fairview, Mount Pleasant, and Grandview Woodland making up the neighbourhoods outside of the West End and Downtown Vancouver that parks visitors and survey respondents were from.

Frequency of Visits

- About 55% visit the parks at least once a week or more often, which is very similar to the Talk Vancouver survey where 61% visit daily or weekly.

Favourite Activities

- Hanging out, enjoying the view, and people-watching were the most popular reason for visiting either Sunset Beach or English Bay. This is similar to both Talk Vancouver Survey results and feedback from Community Conversations “walking”, “sitting and relaxing”, and “socializing with friends” were the most popular reasons for visiting the area.

Findings

- When intercept survey respondents were asked about what they dislike, or feel is missing the most common feedback was general cleanliness, with many calling for more garbage and recycling bins, conflicts on the pathways between pedestrians and cyclists, and water quality. Also mentioned by about 10% of intercept survey respondents was the lack of food options and other services in the area, and poor lighting in the evenings.

Park Board Waterfront Pop-ups

In August of 2019, Park Board and City of Vancouver staff conducted three pop-ups along the West End waterfront at English Bay Park and Sunset Beach Park. The pop-ups used the same plan view rendering of the site today drawn by a project team member from the City of Vancouver and asked very similar questions to what was asked in Listen and Learn community pop-ups, Community Conversations, and the survey. People were asked what they liked, or thought was “great” about the area, and what they didn’t like or needed improvement. They were also asked if they had ideas about what they would like to see if the future along the West End waterfront. The pop-ups generated 265 comments and about 150 interactions.

The Community Pop-ups summary includes the 2019 feedback.



Figure: 2019 West End waterfront Pop-up at English Bay



Figure: 2019 West End waterfront Pop-up at English Bay

Other Projects - Common Themes and Feedback

VanPlay

VanPlay is the Park Board's Master Plan. A Talk Vancouver survey was included as part of VanPlay engagement. A total of 2,754 surveys were completed. While the survey asked a different set of questions from the Imagine West End Waterfront survey, several common themes are worth noting.

- The Van Play survey asked respondents, "What's your BIG IDEA for the future of parks and recreation in Vancouver?" The most common ideas included protecting and expanding green spaces and natural areas (15%). Other popular ideas included enhancing social connections through enhanced place-making (8%), improving mobility and connectivity (7%).

Similar issues also came up in Phase 1 engagement and outreach, where habitat restoration and ecological health emerged as the most frequently identified project goal areas, with many related comments around expanding naturalized areas and better protecting existing foreshore habitat areas along on the West End waterfront.

Place-making also emerged as common theme, with recommendations and ideas ranging from unique pavement treatments along the sea wall in the project area incorporating Indigenous design elements, to weather-protected, multi-functional event or performance spaces.

Improving access, mobility, and connections to and through the area for all users, abilities, and ages was also a common feedback theme.

- Common sub-themes mentioned in the Van Play survey included: "Improve cleanliness and waste management;" "Improve existing facilities and amenities;" and "Landscaping and vegetation in gardens and open spaces."

Similar issues also came up in Phase 1 engagement and outreach, particularly around areas for improvement on the West End waterfront.

- A significant proportion of respondents indicated that access by transit need to be improved.

Similar feedback was heard during Phase 1 engagement (Community Pop-ups, Talk Vancouver survey, Community Conversations, Survey Support sessions) which pointed to poor or limited transit connections to the area.

- A small number of people reported challenges or barriers that prevent them from enjoying Vancouver's parks and recreation (6%, n=164).

This is like feedback from Community Conversations and Talk Vancouver survey where a few people responded that they felt unsafe in the area. While safety, inclusivity, and equity emerged as important project considerations in the Talk Vancouver survey and Community Conversation, respondents spoke to better enforcement of existing bylaws (e.g., drinking, smoking, dogs, noise, park hours, gathering size) and how community policing and bylaw enforcement could be better managed by park rangers, community caretakers, and even parks users with better signage informing them of existing bylaws in the area and how to follow them.

Vancouver Plan

In 2019, the City launched a four-phase planning process to create the Vancouver Plan: a single, city-wide plan that guides future growth in line with key community priorities. The 30-year plan will highlight and respond to opportunities and challenges facing the city and its residents. The Vancouver Plan is a plan for the entire City, including the West End waterfront.

Vancouver Plan engagement program has used a range of methods that parallel those used for Imagine West End Waterfront, including a survey, in-person interviews, dialogues and meetings, and public consultations. Engagement for both the Vancouver Plan and Imagine West End Waterfront Phase 1: Listen and Learn highlighted some shared themes and values:

- **Natural spaces, parks, beaches, and gardens are very important to residents and visitors.** The protection and preservation of these spaces was more frequently mentioned than other priorities for all age, gender, and tenure suggesting this is a shared value amongst many Vancouverites and those who visit or work in the city.
- **Gathering and celebrating spaces that promote social connection** were also identified as a high source of joy for Vancouverites and those who visit or work in the city.

One issue that is a priority for the City did not emerge as prominent theme for the public.

- **Reconciliation:** In the Vancouver Plan survey, Reconciliation was not mentioned as frequently as other priorities for most respondents. In focused engagement efforts, however, Reconciliation was mentioned much more. In Phase 1 of Imagine West End Waterfront, Reconciliation, and the importance of Indigenous culture in public space were also not the most frequently mentioned priorities for survey respondents but were more frequently brought up in in-person outreach at Community Pop-ups and Community Conversations. As was suggested in Vancouver Plan What We Heard reporting, providing further information on Reconciliation and decolonization in engagement and communications could bridge the gap between dialogue and survey for the Imagine West End project.

Broadway Plan

Launched in March 2019, the Broadway Plan is a planning process to create a comprehensive community plan for a large area from Vine Street to Clark Drive, and 1st Avenue to 16th Avenue. Taking in portions of the Fairview, Kitsilano, and Mount Pleasant neighbourhoods, many parks users to the West End waterfront come from these areas (~ 15%).

As part of the project, a Social and Cultural Integrated Impact Assessment was conducted. The work involved a survey and a series of workshops and interviews with different community groups. Some common themes and values that were reported are consistent with themes and values heard during engagement for Imagine West End Waterfront. Some of these shared themes and values include:

- Green and outdoor spaces are places of great importance that support and host many diverse values is one of the strongest findings of the social and cultural integrated impact study. This is true especially for art, culture, social connection, inspiration, and social programming values in the social-cultural context, but also many other values such as fitness, escape and connection to nature, and accessibility.
- For people of limited financial means, parks and outdoor areas may be especially important as a place to find tranquility, entertainment, and social connection.
- Outdoor areas are particularly valued for their existing accessibility for families with young children.
- Parks are particularly important for their following traits and amenities:
 - Parks that are less manicured and wilder where residents can connect with nature with a diversity of wildlife.
 - Public plazas and outdoor spaces that are covered, clean, safe, accessible, and inclusive and welcoming.
 - Outdoor spaces that can support a multitude of uses, including a venue for public art, events, festivals, programming for children, and a diversity of sports.
- Seating and tables, including more weather protected outdoor areas and covered seating are valued. Seating and areas of rest (particularly for seniors) are also important factors for enjoying outdoor spaces, and for gathering with friends.
- Accessibility is an overarching concern for mobility access.
- People are interested in park programming that includes celebration spaces and performance spaces, including places for outdoor celebration that are weather protected
- Community gardens especially are noteworthy in terms of popularity and engagement of residents physically, socially, and culturally.
- Urban Indigenous groups highlighted what is uniquely important for them, including parks and water spaces to connect to the land. The need for more Indigenous plants in public parks and spaces was also highlighted.

Room to Move – Beach Avenue Interim Design Survey

Responding to the COVID-19 pandemic meant re-shaping how we use streets and public spaces to help people physically distance and provide opportunities to exercise and travel more comfortably, so in April 2020, the City of Vancouver restricted cycling on the Seawall path west of Hornby Street, re-routing cyclists to a wider temporary path along Beach Avenue, which was made possible by limiting vehicle traffic and transit to one-way.

In the fall of 2020, before reintroducing two-way traffic, City staff sought public feedback on the temporary bike path to inform an interim design that reduced maintenance and improved the experience for pedestrians, public transit, and cars, and inform future decisions about street and park use.

Overall, 90% of the over 2,500 people surveyed support the interim bike path and appreciated that the increased space for social distancing made cycling and walking more comfortable.

Feedback was similar to what was heard during Imagine West End Waterfront outreach and engagement. Across outreach, positive feedback on the interim bike route was common and consistent. Similar to the Room to Move survey, common concerns heard during Imagine West End Waterfront outreach included:

- Minimizing conflicts between pedestrians and cyclists along route, particularly at crossing points
- A need for better crossings
- Managing cyclist speeds or installing cyclist traffic calming measures
- Better signage and wayfinding (Note: a consistent and common theme heard during Imagine West End Waterfront outreach was the need to remove old signage and pavement markings along the former seawall bike path)

Phase 1: Listen and Learn - Lessons Learned and Process Improvements

To ensure outreach is more inclusive and more reflective of both the West End's and Vancouver's diverse population, the Imagine West End Waterfront team will continue to respond and adjust our practices according to feedback received and best practices as they continue to evolve.

Overall, Phase 1 engagement was quite successful on a few fronts, especially given its relatively limited window of time. The number of people who were engaged and the quality and amount of feedback that was collected serve to inform Phase 2 engagement on project visioning and goals.

However, some of the challenges anticipated in the project's Engagement Plan were also realized. Of note, is the need to better reach (or in some cases, track) traditionally under-represented and equity-seeking people living in the West End and beyond, including:

- Young adults and senior residents (26 to 35 and 65+)
- Renters and other non-owners (including the un-housed)
- Racialized communities
- Women
- Non-binary/gender diverse

Improvements and considerations moving forward

- **Continue to build, and leverage existing, relationships** – continue to build relationships with groups who have already participated and expressed an interest in ongoing involvement. Prioritize and increase our efforts to reach and involve more priority groups both in the West End/Downtown and beyond. Engaging with communities on their own terms and in the locations that are most convenient for them is a welcome step towards building a relationship.

In Phase 1, special interest group engagement and outreach sessions were organized with a few priority stakeholder groups (i.e., organizations representing and/or working with traditionally under-represented communities) including the Gathering Place and West End Seniors Network (Barclay Manor). Other groups expressed interest and expectation in being engaged in future phases, including QMUNITY. Relationships with these organizations should be further developed and leveraged. This includes meeting informal groups who gather at these places (e.g., during a survey support session at the Gathering Place, the project team was able to connect with a group of Spanish speaking seniors who meet regularly there).

Additional efforts to build and maintain relationships, including drop-in visits to community organizations with storefront operations and/or direct phone calls to other priority organizations should continue in Phase 2. Making connections and starting relationships takes time and effort.

As with Phase 1, this engagement and outreach will vary based on the level of interest, availability, and capacity from these organizations. Where possible and suggested by these groups, sessions can be held during regularly scheduled meetings to minimize additional time commitments. Sessions can also be held at a time and venue of the community's or organization's choosing to enable greater attendance and support safe spaces to convene. This approach will also help to not overburden communities or organizations with additional dialogue that could lead to engagement fatigue.

- **Coordinate and improve Indigenous outreach and engagement:** Coordinate with project team and Musqueam, Squamish, and Tsleil-Waututh Nations to expand and improve outreach and project communications with members living both on- and off-reserve.

Coordinate with project partners to develop to expand and improve outreach and project communications urban Indigenous residents living in the West End, proximate neighbourhoods with a higher number of Indigenous residents (e.g., Grandview Woodland). Outreach should also involve Indigequeer folk from Musqueam, Squamish, and Tsleil-Waututh Nations and other Indigequeer folk living in the West End.

When public health considerations permit, consider an on-site project session (with food) at the Aboriginal Friendship Centre that could also involve UNYA (Urban Native Youth Association).

Explore opportunities to work with language speakers from Musqueam, Squamish and Tsleil-Waututh in future phases.

- **Simplify future engagement techniques and tactics** – use tactics and techniques to reach a more diverse and representative public. Include more conversational tactics led by community members or leaders from each language community where it is more culturally relevant/accessible for certain groups. This could include one-to-one interviews or small group discussions, with appropriate participation supports.

While only one more Talk Vancouver survey is anticipated for the project, we will simplify it with fewer open-ended questions.

- **Coordinate with Community Centres outside the plan area** – develop messaging or events for traditionally under-represented and equity-seeking groups from the proximal neighbourhoods that generate the largest number of trips and parks users outside of the West End. According to the project intercept surveys and Phase 1 Talk Vancouver survey there are several Vancouver neighbourhoods where most parks users and visitors come from outside of the West End (i.e., Downtown, Kitsilano, Fairview, Mount Pleasant, Grandview Woodland). Engagement in these neighbourhoods could include working with their community centres (Cole Harbour Community Centre, Kitsilano Community Centre, False Creek Community Centre, Creekside Community Centre, Mount Pleasant Community Centre, Britannia Community Centre) as many of them hold valuable relationships and expertise supporting under-represented communities in their neighbourhoods and provide programming that could foster opportunities to meet with some of these groups (e.g., new Canadians, seniors and Elders, youth) and/or to organize outreach sessions with them at these community centres. Additional outreach through community centres in other neighbourhoods could also be explored.
- **Explore tracking or better monitoring participant information at on-site, pop-up, and Community Conversation events** – there were over 1,000 non-survey interactions in Phase 1. These participants (very likely) included traditionally under-represented and equity seeking groups and people, but this cannot be confirmed beyond informal and anecdotal observations. For future engagement, we will explore opportunities to better capture some of this information on a voluntary basis with participants. Any future monitoring will be transparent (i.e., explain why the Park Board and City or Vancouver are interested in this information and how will it be used), respectful, and efficient (i.e., not overly burdensome or time consuming).

- **Respect and compensate time given** – provide events with adequate resources and engagement support as was done for engagement with the Gathering Place where meal cards were provided for participants. Future engagements will be coordinated with concurrent projects to sidestep “consultation fatigue” but also look for ways to facilitate more voices and community input that would have relevance for the Imagine West End Waterfront project.
- **Ensure transparency and share what was heard** – it is important to clearly report back on engagement findings and to confirm them with the community (i.e., Did we hear things right? Are there gaps in what we heard?). This can include sharing summary engagement reports (and information materials), but should also include sharing this information through other established outreach avenues, including the Community Advisory Group, at Community Conversations, special interest group engagement sessions/conversations, and at community pop-ups, etc.
- **Identify and explore possible “tensions”**– Some potential tensions or conflicting opinions emerged about potential parks programming or services that should be further explored in future phases. An example of this would be around new commercial services (e.g., food trucks, farmers/craft markets). Many comments indicated support and interest in expanding commercial services, while some participant feedback indicated little support for increasing commercial services. Some feedback associated with limiting commercial services was specifically linked to existing commercial leases and businesses (i.e., Cactus Club). Future engagement should explore questions like this further.

Detailed Event, Activity, and Survey Summaries



Figure: 2019 West End waterfront Pop-up at English Bay

Sunset Beach Pop-up

Date: Saturday, August 28 – 10AM to 5PM

Sunday, August 29 – 10AM to 5PM

Total interactions: **500 approx.**

Total number of comments received: **996**



People were asked four basic questions with their responses noted on pennants that were hung up at an information tent or recorded on sticky notes on project posters.

What brought you here today?

Most people who visited the pop-up were adults. Nearly all had visited the West End waterfront before.

- About a third were there for the **skate park pop-up**, which they heard about through social media and email blasts
- Others were in the area for a **walk, run, cycle, or relax**, which many do regularly
- Others lived in the area
- Some were **bringing their children** to the waterfront
- Only one mentioned **working** in food service in the area

What would you like to see more of along the West End waterfront?

This question received the most responses and was the most commented on question of the four. Overall, most people wanted the area to be a place of fun, celebration, and connection. Adaptability and inclusivity were key ideas.

- Most mentioned wanting more **space for people of all ages to play**, including playgrounds, workout equipment, places to skate, activity space (e.g., tennis courts, ping pong tables), fields, rock climbing walls, water activities, yoga and more. Many also wanted **flexible space** for more pop-ups, farmers markets, and other events.
- Making the space **usable year-round** was important for many people. This included weather-protection, covered space, covered bus stops, and lighting.
- Next, people wanted space for more **passive enjoyment** of the place, including benches and tables.
- **Transit and transportation for bikes and pedestrians** were other key ideas. This included bikes up on Beach Ave with the seawall dedicated to pedestrians and more **beach accesses**.
- Some people mentioned having space for **different levels of activities**, such as fast and slow biking lanes, or a place for people who are just learning to skateboard.
- Many people wanted more **green space**, including gardens, naturalized space, and shade trees.
- People also said they wanted more **accessibility and safety features**, including signage, lighting, wheelchair accessible design, bike racks, and “eyes on the street design”.
- Additionally, some felt there should be a greater **police presence or community safety volunteers** and bike patrol.
- Several people also wanted to see more **washrooms**.
- Another common idea was more diverse **food service** options, including additional concessions, beach cafes run by private operators, and more food trucks.
- Other less frequently mentioned ideas included garbage and recycling bins, needle disposal, barbeque space, reconciliation, and Indigenous art, False Creek Ferries connections, and space for dogs.

Many people also reported liking the area just how it is today.

What would you like to see less of along the West End waterfront?

The main components of the waterfront that people wanted less of related to lack of cleanliness, noise (mostly from personal audio equipment and speakers), and bike-pedestrian conflicts along the lower pathway.

- Most people said they wanted to see less **garbage, waste, needles, and goose droppings**.
- Several people mentioned that the waterfront could be very loud due to motorized vehicles and parties, so they wanted less **noise** in the area.
- Several also mentioned there were too many bikes, scooters and skateboards on walking paths and wanted less **bike-pedestrian conflicts**. Some also said they want less **car traffic**.
- A few people mentioned that **people experiencing homelessness** was an issue they would like to see addressed with supports for this group.
- Other less frequently mentioned ideas include marine traffic, dry grass, policing, tennis courts, and unused spaces (e.g., too much turf and parking lots).

Many respondents reported loving the waterfront as it is and had difficulty coming up with things they would like to see less of in the area.

How do you imagine the West End waterfront in the future? What's your vision of this place?

In general, people's vision ideas often overlapped with what they wanted to see more of along the West End waterfront.

- A key, common vision theme was that the West End waterfront is (and remains) **welcoming, inclusive, lively, multi-functional and equitable**.
- That the area is designed for people of **all ages and abilities**. There is well-maintained and safe space for all forms of transportation and mobility, including walking, biking, rollerblading, scooters, and mobility aids.
- People envisioned a space with **opportunities for activities** year-round including hockey, soccer, dog beaches, and indoor activities.
- Several people envisioned a **clean, green space** with native and edible plants and naturalized areas.
- Several also mentioned adapting to **sea level rise** and **environmental protection and restoration**.
- Many people mentioned a place that **celebrates residents, histories, and stories**, including Indigenous and 2SLGBTQ+ experiences, as well as placing emphasis on collectively being a coastal community.
- Other vision components included:
 - Improved access to water and connections through the city
 - Featuring local and Indigenous artists
 - Balancing vibrant utilization of space with calm and peaceful spaces
 - Reconciliation with Indigenous communities
 - Simple, affordable, and local food and beverage options
- Weather **protected, well-lit and flexible space** for year-round uses
- A common idea related to **placemaking**, including unique pavement treatment that could incorporate Indigenous design elements.
- **Beach access** was important to many people, and some suggested to visually extend the cross streets towards the water.
- Another common idea was having an **Aquabus/False Creek Ferries connection** in English Bay closer to Stanley Park.

West End Farmer's Market

Date: Saturday, September 11th – 9AM to 1PM

Total interactions: **100 approx.**

Total number of comments received: **205**



People were asked three basic questions with their responses noted recorded on sticky notes that were pasted on maps and satellite images at an information tent at the West End Farmer's Market.

What would you like to see more of along the West End waterfront?

This was the most commented on question of the three. Overall, most people wanted the area to continue to be a natural green space that improves its accessibility for pedestrians, cyclists, and other parks users. Access, green space, and increased opportunities for recreation and food were key ideas.

- In this category, many people talked about their **support for cycling and bike paths along the West End waterfront**, while also mentioning that there needs to be better signage for pedestrians and cyclists to use the space – confusing signage that was not removed along the old bike path as part of the temporary bike path project was frequently brought up.
- People also frequently mentioned that **pedestrian access, wayfinding and safety could be improved in the area** (e.g., increased crossing times for pedestrians, more space for trails, clearer wayfinding, better lighting).

- Another frequently mentioned improvement was **increased shaded places to sit, spend time gathering, and eat food**. Additionally, people wanted to have **more opportunities for food** in the area such as **restaurants, pop-ups, markets, and food trucks**.
- The next most frequently mentioned improvement was for **more trees and naturalized green spaces**. This included **support for ecological protection in the parks and shoreline**.
- **More support for recreation and events in the area** was also identified, including **winter activities, better changerooms, and more opportunities to rent equipment**.

What would you like to see less of along the West End waterfront?

The main components of the waterfront that people wanted less of related to car and traffic reduction, cyclist and pedestrian conflict and incidents, and noise (mostly from portable speakers, but also some activities and events).

- Several people mentioned that they would like to see **less traffic, cars, and parking** in the area. Some comments pointed to **traffic redirection** as a potential opportunity.
- Several also mentioned there were too many bikes, scooters, and e-bikes on walking paths and wanted less **bike-pedestrian conflicts**.
- Many people said they wanted to keep the West End waterfront clean and wanted to see **less garbage and cleaner water for swimming**.
- Several people mentioned that the waterfront could be very loud due to portable speakers, motorized vehicles, and parties, so they wanted less **noise** in the area.
- A few people mentioned they would like to see **supports for the unhoused population**. They added that more social supports need to be in place for people without homes.

How do you imagine the West End waterfront in the future? What's your vision of this place?

In general, people's vision ideas often overlapped with what they wanted to see more of along the West End waterfront.

- A key, common vision theme was that **people see the West End waterfront as a place of "play" and "place"** - where the nature of the parks provides spaces to play, climb, bike, explore, walk on beaches, and connect with the land and water.
- People imagine the West End waterfront as **a place where the environment is protected and where green space is celebrated**.
- The West End waterfront area is **seen as an inclusive and safe place for all community members**, including Indigenous people, women, the queer community, all ages, and all income levels.
- Several also mentioned **adapting to sea level rise** and preventing future damages and impacts is critical.
- People imagined **parks placemaking opportunities** where patios, covered areas, nodes, and pocket parks can be found throughout - **offering spaces for community interaction that cater to both quiet reflection and more vibrant experiences**.
- Several people mentioned that **Indigenous presence is critical to the future of the West End waterfront**, where they can practice and share culture.
- **Indigenous placemaking and wayfinding** was brought up by several people.

Morton Park Pop-up

Date: Tuesday, September 28th – 3PM to 7:30PM

Total interactions: **135 approx.**

Total number of comments received: **316**



People were asked three basic questions with their responses noted on sticky notes that were pasted on maps and satellite images at an information tent set up at Morton Park.

What would you like to see more of along the West End waterfront?

This question had the highest response rate over all three asked. Many comments supported protecting, enhancing, and expanding the area's natural green space, with people wanting more shade trees, native planting areas, and more naturalized spaces. Additionally, many people support the increased use of the area by cyclists and want to see better signage. Finally, increased transit services and more opportunities for water and beach-based recreation were requested.

- One of the most popular things mentioned, was that **people love the natural space along the West End waterfront and they want to see more** trees with shady spots to sit, more naturalized spaces with native species planted, as well as more public squares and gathering places to enjoy the green space.
- **People feel generally positive about the new interim bike lanes and the quality of cycle access** along the West End waterfront. Like other pop-up feedback, **many people mentioned that**

clearer and increased wayfinding for both pedestrians and cyclists needs to be implemented to reduce conflicts.

- Many people at this pop up brought up transit connections to the area and that they'd like to **see more frequent and wider transit access for people to come to the West End**, increasing accessibility for both non-West End residents and for people across a wide array of income levels.
- Another frequent comment was for **increased recreation opportunities on the water and beach**, including **kayak, paddle board, and bike rentals as well as storage facilities for public use**.

What would you like to see less of along the West End waterfront?

Participants at this pop-up wanted noise reduction and regulation from amplified music and partying. Additionally, many people commented on wanting to see better waste management and facility care. Traffic and car congestion was also frequently mentioned for people living nearby Morton Park.

- One of the most frequent comments received at this pop up was **noise reduction**. People frequently stated that **loud amplified music, late night partying, and drum noises negatively affected the nearby residents** and parks users. Requests were made for **increased regulation and monitoring of the site to reduce noise levels**.
- Another frequent comment was regarding the **management of waste along the West End waterfront**. People noted **full garbage cans, trash, and waste in the parks and on the beach, poor washroom and facility management, as well as bird seed / food** covering some of the parks. Goose droppings was frequently mentioned, connected to parks management.
- Several people mentioned that they would like to see **less traffic, cars, and a reimagining of the interim bike lane** in the street running northwest of Morton Avenue, along Beach Avenue. Many people living nearby Morton Park brought up **access issues along this street, for both private and emergency vehicles**.

How do you imagine the West End waterfront in the future? What's your vision of this place?

In general, people's visioning ideas centred around reimagining the aquatic centre, intergenerational use of the space, inclusivity, access, as well as their strong connection to the West End waterfront's current environment of being a welcoming and beautiful space that should remain.

- Many people pointed to **reimagining and redeveloping the aquatic centre** as a future space for the West End waterfront to become a recreation destination.
- People brought up **intergenerational uses of this space, noting that they would love to bring their grandkids and kids to this space** to use and enjoy for many years.
- **Inclusivity, access, and safety were brought up frequently at this pop up as a future direction**. People want to see users across all walks of life come to enjoy the West End waterfront and feel safe and welcomed doing so. Participants pointed to **increased transit access and a wide range of services and food options for people of all income levels**, as potential opportunities.
- Many participants noted that they **loved the West End waterfront as is** and they do not want to see much about it changed in the future. People pointed out that **it is a welcoming, inclusive, and beautiful space for so many people to come to** and they want to keep it that way.
- **Indigenous placemaking through art, wayfinding, and other signage** was brought up by several people, as was an Indigenous learning centre.
- Signage, art, and information available on **the 2SLGBTQ+ community's history of the area**.

Bike-to-Work Week Station Pop-up

Date: Friday, September 30th – 3PM to 6:30PM

Total interactions: **60 approx.**

Total number of comments received: **181**



People were asked three basic questions with their responses noted on sticky notes that were pasted on maps and satellite images at an information tent at a HUB Bike-to-Work Week pop-up. The event attracted a number of cyclists using the temporary bike path and pedestrians walking by on the sidewalk.

What would you like to see more of along the West End waterfront?

This was the most commented on question of the three. As with other pop-ups, most people wanted the area to continue to be a natural green space that improves its accessibility for pedestrians, cyclists, and other parks users. Access, green space, and increased opportunities for recreation and food were key ideas.

- Many people talked about their **support for cycling and temporary bike** but also expressed the need for better and less confusing signage for pedestrians and cyclists.
- Many cyclists mentioned the need for improved safety **and signage for e-bikes and scooters** which travel faster than conventional bikes

- Participants frequently mentioned improvement was for **more trees and naturalized green spaces**, including community gardens or foraging gardens with native plants and berries
- included **support for ecological protection in the parks and shoreline**.
- Many cyclists spoke about **completing and extending the temporary bike land under the Burrard and Granville Bridges**
- **Improved lighting for safety**, particularly pedestrians walking the seawall and moving back up to Pacific and Beach in the evening
- Additional **garbage, recycling, and even animal secure green waste/compost bins** was frequently mentioned, including having facilities along Beach Avenue

What would you like to see less of along the West End waterfront?

The main components of the waterfront that people wanted less of related to parking lots that separate people from the water, pedestrian conflict and incidents, and noise (mostly from portable speakers, but also some activities and events).

- Several people mentioned that they would like to see less **grass** and more native plantings and meadow areas
- Several people mentioned how **parking lots cut off the water** from the upland areas.
- Many people said they wanted to keep the West End waterfront clean and wanted to see **less garbage and cleaner water for swimming**.
- Several people mentioned that the waterfront could be very loud due to portable speakers, motorized vehicles, and parties, so they wanted less **noise** in the area.

How do you imagine the West End Waterfront in the future? What's your vision of this place?

In general, people's vision ideas often overlapped with what they wanted to see more of along the West End waterfront.

- A key, common vision theme was a **greener place** with more naturalized areas, meadows, and native plant gardens
- Many people spoke about a landscape that **acknowledges, celebrates, and informs** people about current and past **Indigenous use**
- People imagine the West End waterfront as a **place where the environment is protected and where green space is celebrated**.
- Several also mentioned **adapting to sea level rise** and preventing future damages and impacts is critical.
- Many people spoke about having an **AquaBus or False Creek Ferries connection** in English Bay closer to Stanley Park
- **Indigenous placemaking and wayfinding** was brought up by several people

West End Community Centre Pop-up

Date: Wednesday, October 27 – 3:30PM to 7PM

Total interactions: **24 approx.**

Total number of comments received: **93**

People were asked three basic questions with their responses noted on sticky notes that were pasted on maps and satellite images at an information tent set up at the West End Community Centre.

What would you like to see more of along the West End waterfront?

This question had the highest response rate out of all three questions asked. Comments here were focused on cleanliness of the West End waterfront, seating opportunities, signage and wayfinding, lighting, maintaining the look and feel of waterfront, and Indigenous placemaking.

- Many comments spoke to the cleanliness of the West End waterfront, with participants wanting **better garbage collection, cleaner bathrooms, less goose dropping, and clean water and beaches** for activities.
- People would like to see **more opportunities and interventions for public seating** in areas where people gather (e.g., grassy areas in the upland parks).
- Cycling and pedestrian conflict was identified as an opportunity to integrate **more signage and clearer wayfinding for cyclists and pedestrians**.
- **Increased lighting for nighttime activities and events** was requested by a few participants.
- Many people at this pop-up requested that **this project not change the look, feel, and experience of the West End waterfront**.
- **People requested that there be more opportunities to learn about Indigenous presence and history in this area**, pointing to multi-lingual signage that includes MST languages and place names along the whole project area.

What would you like to see less of along the West End waterfront?

Participants at this pop-up pointed to parks cleanliness, traffic congestion and cyclist conflict, as well as the impacts of an increasing population.

- People indicated that **cleanliness was an issue along the West End waterfront and that they would like to see less garbage, and less polluted water** (e.g., E. coli warnings preventing swimming)
- Regarding traffic and transportation, participants pointed to **increased traffic density creating conflict and challenges for access to the community**. Alongside this, people wanted to see **less cycling / pedestrian conflicts**.
- Pointing to increased population of the West End, participants noted that they would like to see **less crowding of public areas in peak seasons as well as less human impacts on Stanley Park and non-human animals**.

How do you imagine the West End waterfront in the future? What's your vision of this place?

In general, people's visioning ideas centred around keeping the parks the way they are, access and transportation, safety of non-human animals, and affordable housing for the West End waterfront's future directions.

- Many future-facing comments focused on **preserving the parks the way they are**. Multiple people stated that, **“The Park is beautiful the way it is”** and that there are things they do not want to see change (e.g., logs on the beach, trees, grassy areas)
- Other comments to this prompt centred around traffic and transportation, with people pointing to **reduced traffic, great cycling routes, and better streetways** to support access to services and food delivery opportunities.
- People indicated that they would like to have **a future where non-human animals are safe**.
- People also pointed out that they would like to **see more affordable housing in the future**.
- **Multi-lingual signage that includes MST languages and place names** along the whole project area.

Jim Deva Plaza Pop-up

Date: Sunday, October 31 – 10:30AM to 4:30PM

Total interactions: **65 approx.**

Total number of comments received: **253**



People were asked three basic questions with their responses noted on sticky notes that were pasted on maps and satellite images at an information tent set up at Jim Deva Plaza.

What would you like to see more of along the West End waterfront?

As with other pop-ups, this question had the highest response rate over all three asked. Many comments supported protecting, enhancing, and expanding the area's natural green space.

- People love the **natural space along the West End waterfront and would like to see more naturalized spaces interspersed with grassy areas.**
- Like other pop-up feedback, **many people mentioned that clearer and increased wayfinding for both pedestrians and cyclists** needs to be implemented to reduce conflicts.
- Many people at this pop up brought up transit connections to the area and that they'd **like to see more frequent and wider transit access for people to come to the West End**, increasing accessibility for both non-West End residents and for people across a wide array of income levels.

What would you like to see less of along the West End waterfront?

Many of the people who stopped by the pop-up were walking to and from their homes, many of which were reported to be close to the beach. Being in such proximity, some people wanted to see better noise control (amplified music and partying) and better waste management and facility care.

- Better **managing and reducing noise** from parks and beaches was a commonly raised issue.
- Another frequent comment was regarding the **management of waste along the waterfront**.
- Several people mentioned that they would like to see **less traffic, cars, and better bicycle and pedestrian signage and safer crossing along the interim bike lane**.

How do you imagine the West End waterfront in the future? What's your vision?

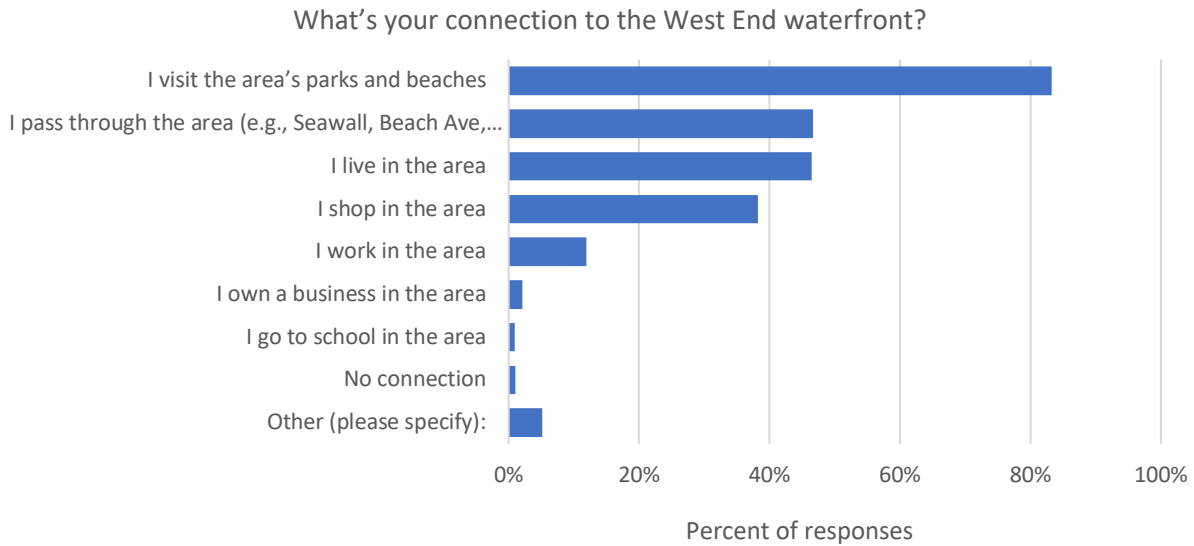
In general, people's visioning ideas centred around inclusivity, access, and maintaining the area as the welcoming and beautiful it currently is.

- **Inclusivity access, and safety were brought up frequently.** People want to see users across all walks of life come to enjoy the area and feel safe and welcomed doing so.
- Many noted that they **loved the area as it is**, and they do not want to see much about it changed in the future. People pointed out that **it is already welcoming, inclusive, and beautiful space for so many people to come to** and they want to keep it that way.

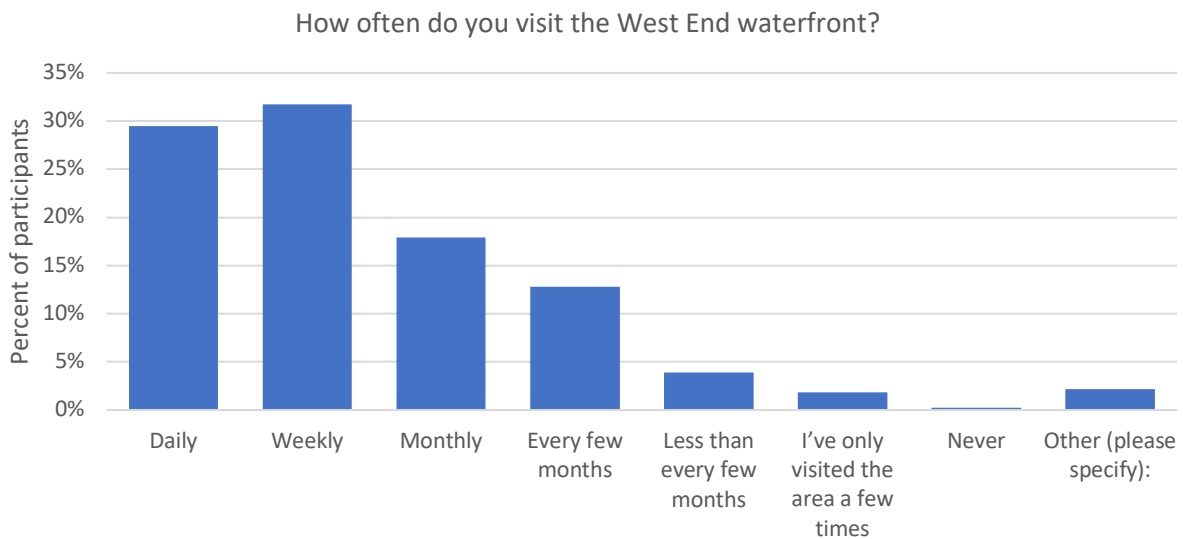
Talk Vancouver Survey

Survey Analysis (Responses as a whole)

Connection to the West End

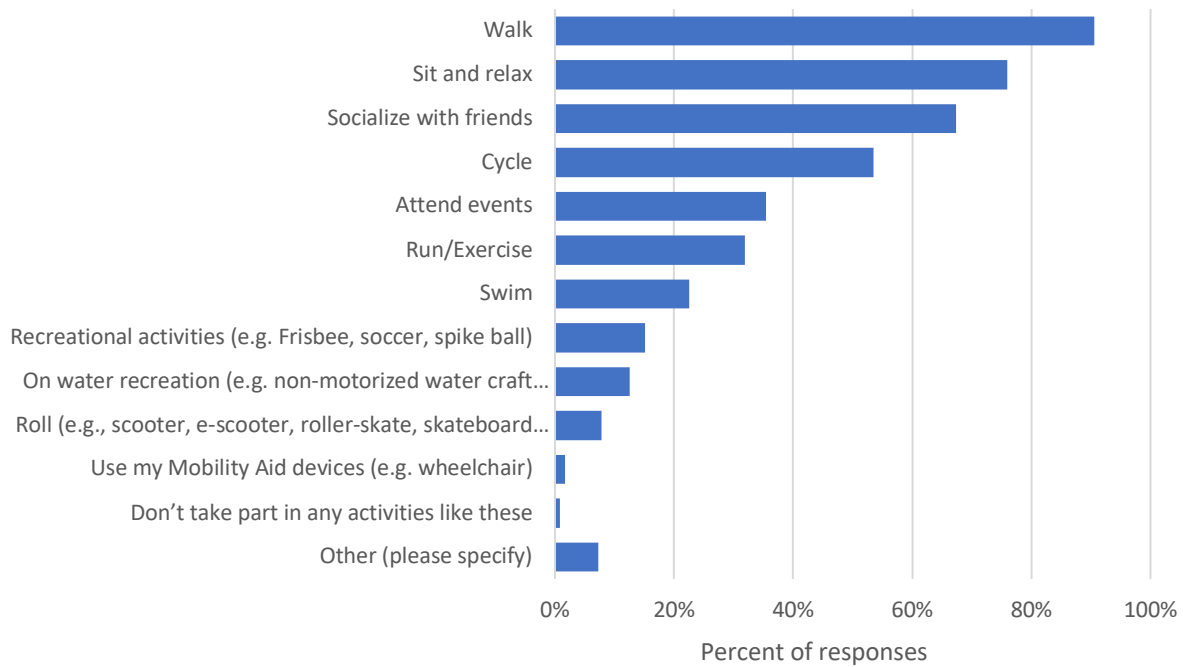


Of those who said their connection to the West End waterfront was “other”, most said they used to live in the area. Others said they visit friends and family who live along the West End waterfront, exercise, visit, live adjacent, or passthrough regularly.



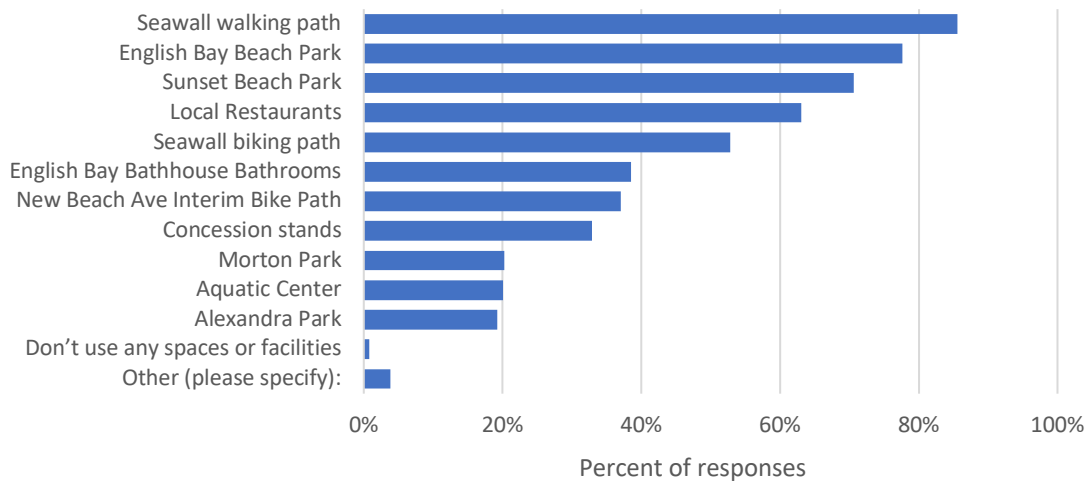
Those who said “other” mostly discussed seasonal patterns, emphasizing that the waterfront is more usable in the summer. Others mentioned using parks less due to health concerns including COVID-19 and mobility challenges. Similarly, a few respondents mentioned that traffic changes to the area and safety concerns have made the West End waterfront less accessible in recent years (e.g., hard to find parking).

What do you do at the West End waterfront?



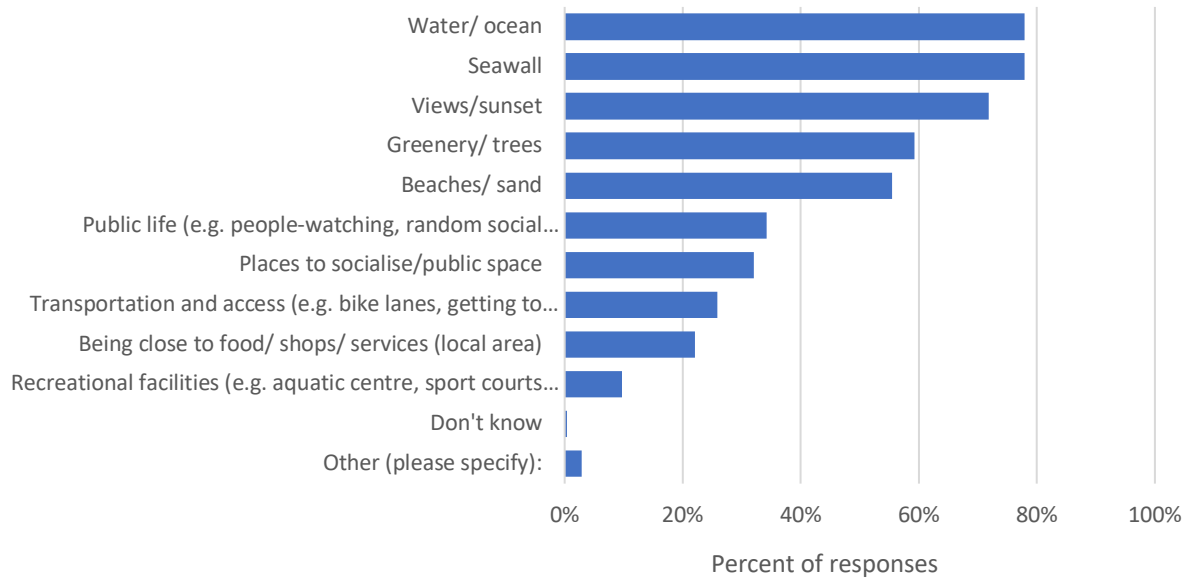
For those who said “other”, the most frequently mentioned activities were eating and playing with their dogs. Additional “other” activities include driving (notably less easy with current traffic changes), appreciating nature, doing art (photography, writing, music, drawing., etc.), socializing, and spending time with their children or grandchildren.

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



The most frequently mentioned “other” facilities include dog parks, False Creek Ferries, streets (for driving), paths (for biking and walking), and small-scale food options (e.g., concessions and food trucks).

What do you appreciate most about the West End waterfront?



Several respondents who said “other” specified “all of the above. Others mentioned that they most appreciate the access to nature, the peaceful atmosphere, the coastal characters (e.g., beach and boats), driving along the waterfront, access to public washrooms, and False Creek Ferries.

Vision for the West End waterfront

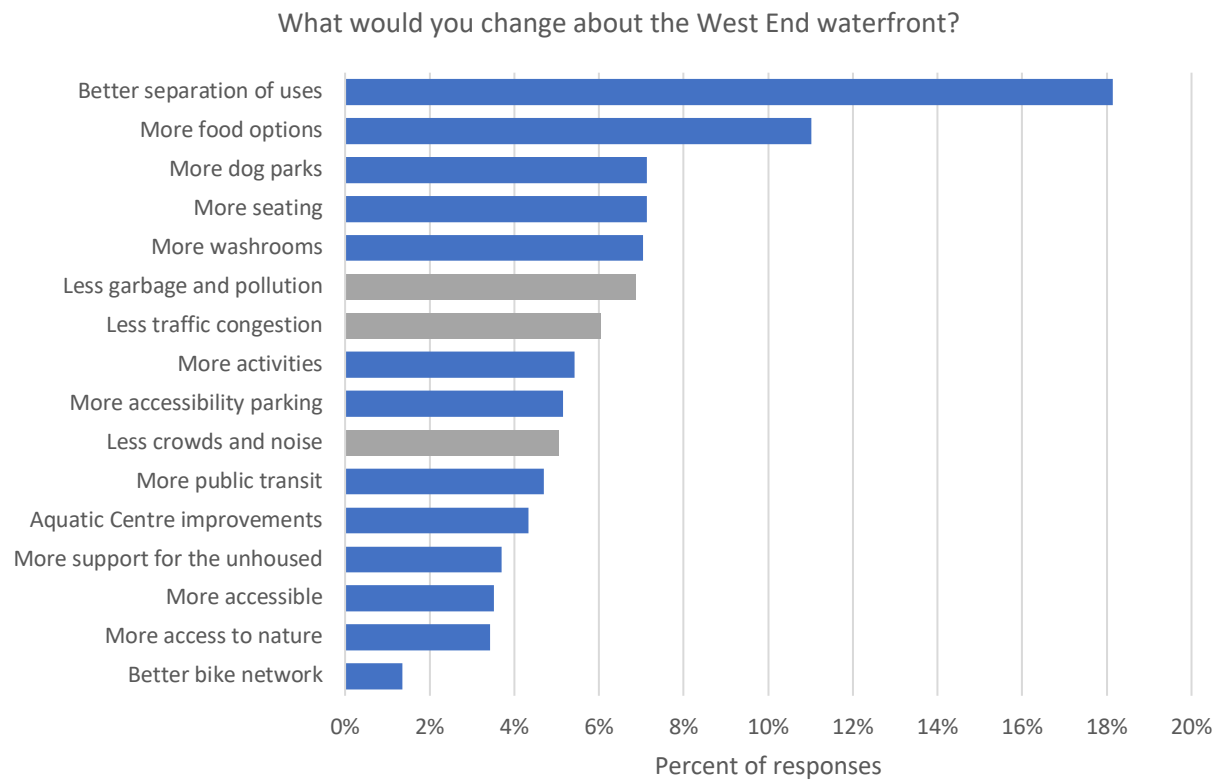


Figure: Blue indicates aspects of survey respondents would like to see more of, grey indicates issues respondents would like to see less of.

Better separation of uses: features like signage, boulevards, and separate paths that clearly distinguish different parks uses, such as walking and biking in order to keep all parks users safe.

Better bike network: more permanent bike paths and amenities that support biking (racks, storage, pumping stations, bike shares, etc.).

What is your vision for the West End waterfront in the future?

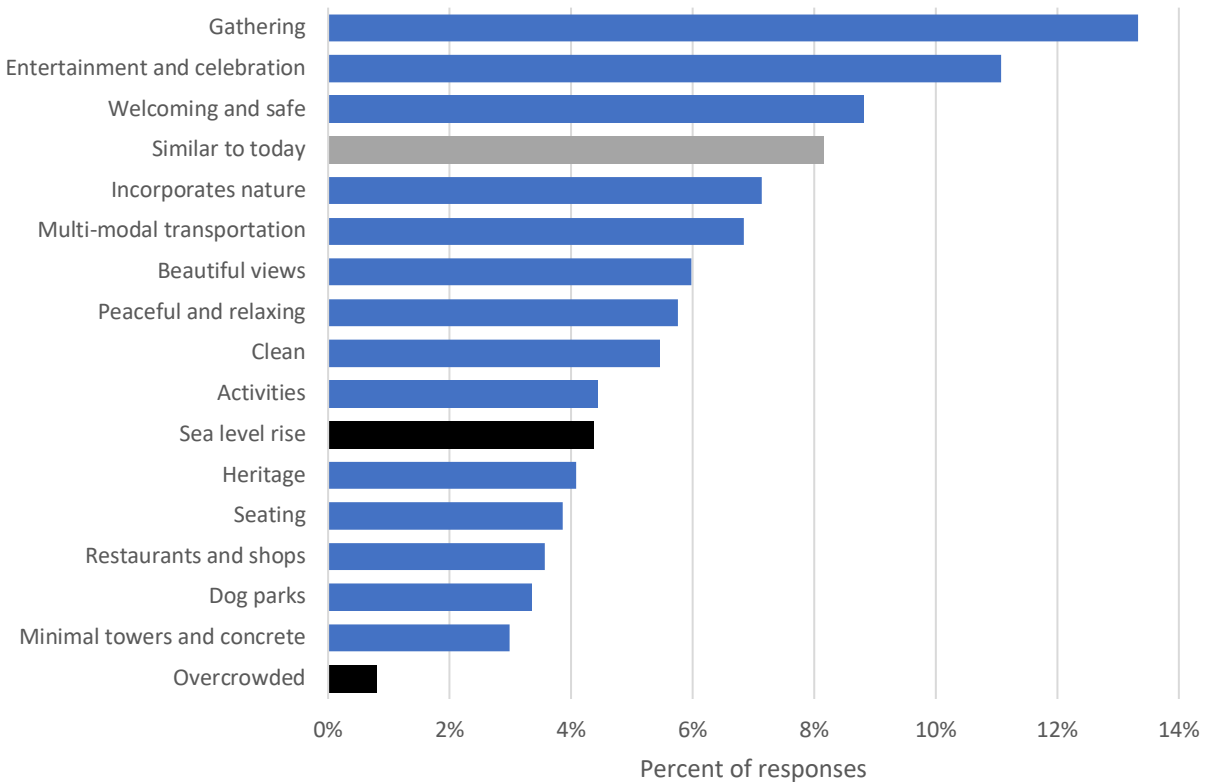


Figure: Grey indicates the proportion of respondents who envision the West End waterfront as similar to today. Black indicates respondents who envision a more negative future for the West End waterfront.

Gathering: a place where diverse people and communities gather to participate in a variety of activities and events.

Entertainment and celebration: events, festivals, music, art, and other occasions.

Welcoming and safe: a comfortable place all people. This includes:

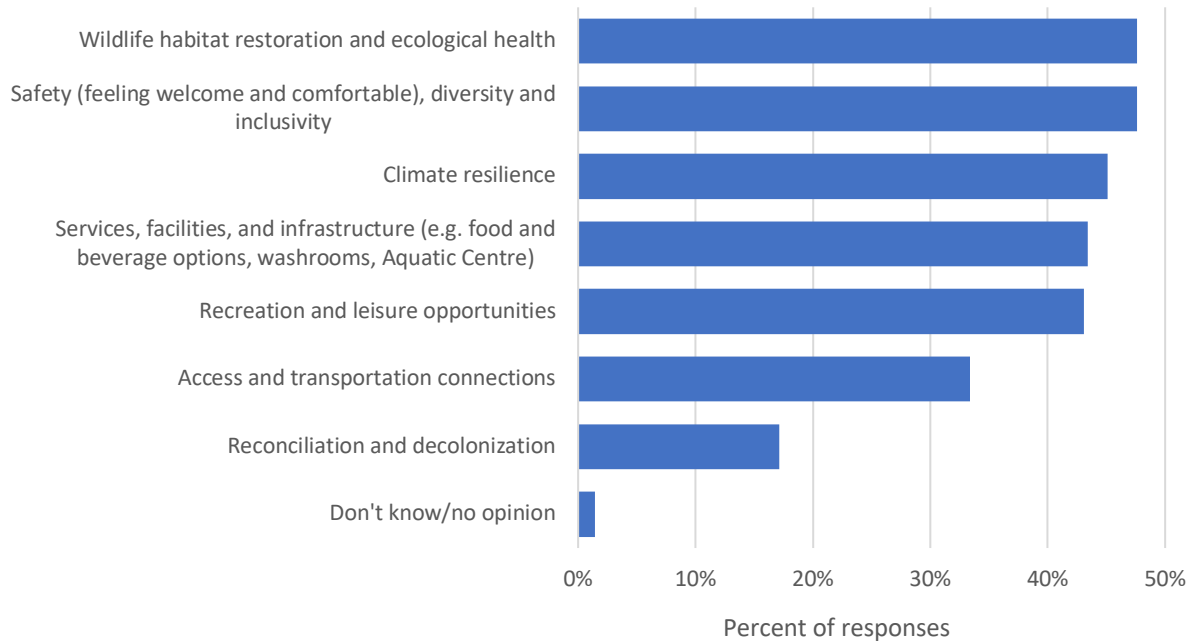
- separate uses (e.g., cyclists and pedestrians)
- affordable
- lights at night
- barrier-free
- non-judgemental
- not privatized
- reflective of all stories (Indigenous, 2SLGBTQ+, non-human)

Eight percent of respondents were happy with the West End waterfront and said they envision the area as being like it is today in the future.

A total of 5% are concerned for the future of the West End waterfront, mainly due to sea level rise (4%) and the area becoming overcrowded with population increases and increased use (1%).

Important aspects for the plan to address

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



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

Wildlife habitat restoration and ecological health

Most frequently mentioned:

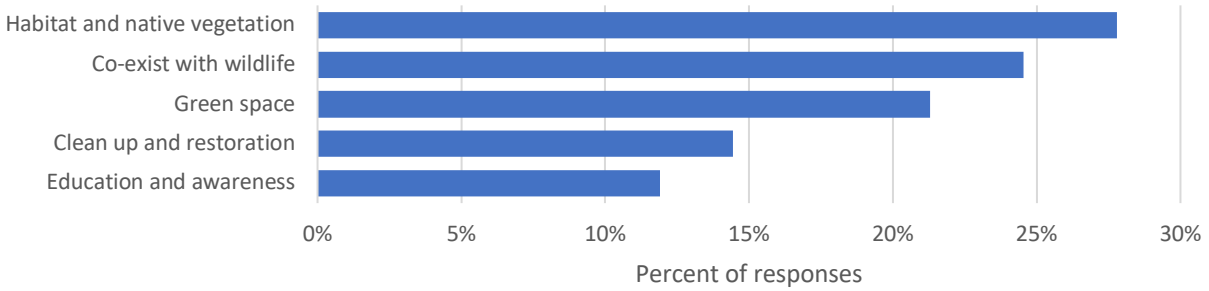
Opportunities (644 comments)

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

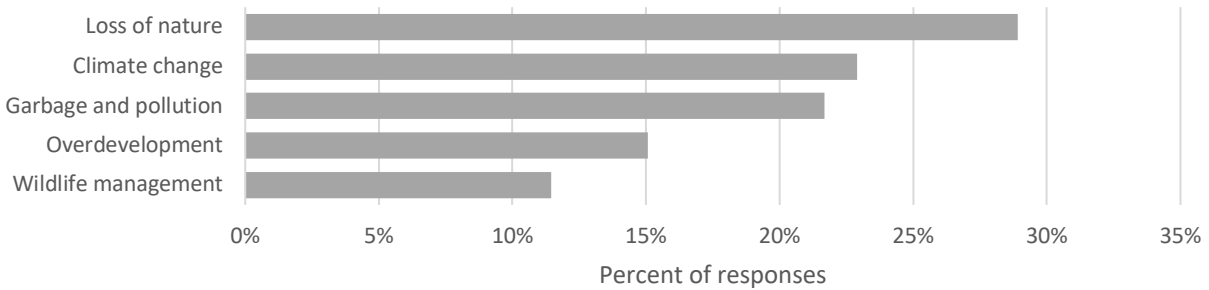
Concerns (512 comments)

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

Opportunities



Concerns



Other ideas:

- Concern about boating and fuel spills
- Concern about animals crossing the road
- Manage invasive species
- Keep habitat connected

Safety (feeling welcome and comfortable), diversity, and inclusion

Most frequently mentioned:

Opportunities (638 comments)

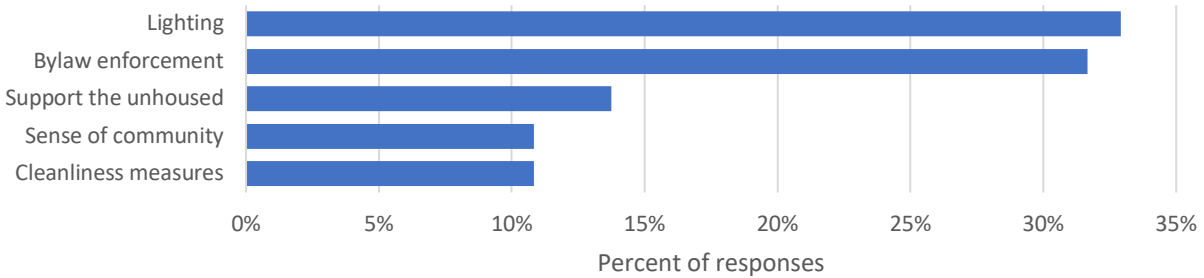
- Install more **lighting**
- Increase **security presence** and **bylaw enforcement**
- **Support the unhoused**
- Strengthen a **sense of community** and **belonging**
- Enact higher **cleanliness measures**

Concerns (485 comments)

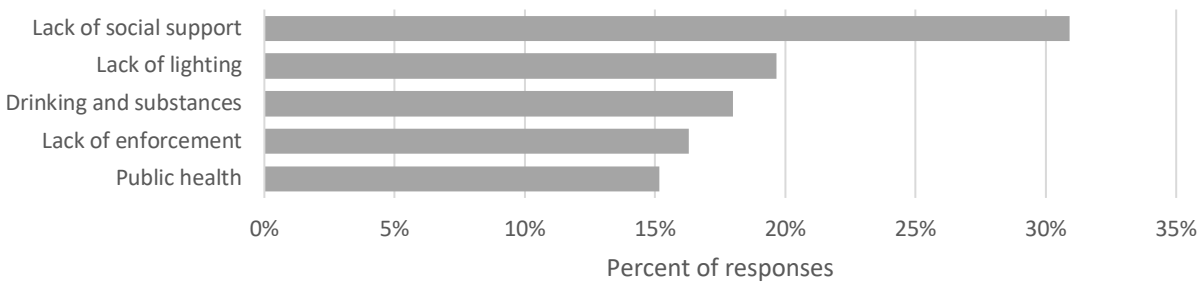
- Current **lack of social support** for people facing mental health challenges, addiction, substance abuse, or homelessness
- Current **lack of lighting**
- **Drinking and smoking** in public
- Lack of **bylaw enforcement** (e.g., smoking, dogs, speed limits, etc.)
- **Public health concerns** due to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

The most frequently mentioned opportunities and concerns are similar, suggesting survey respondents have ideas of how to address several safety issues along the West End waterfront.

Opportunities



Concerns

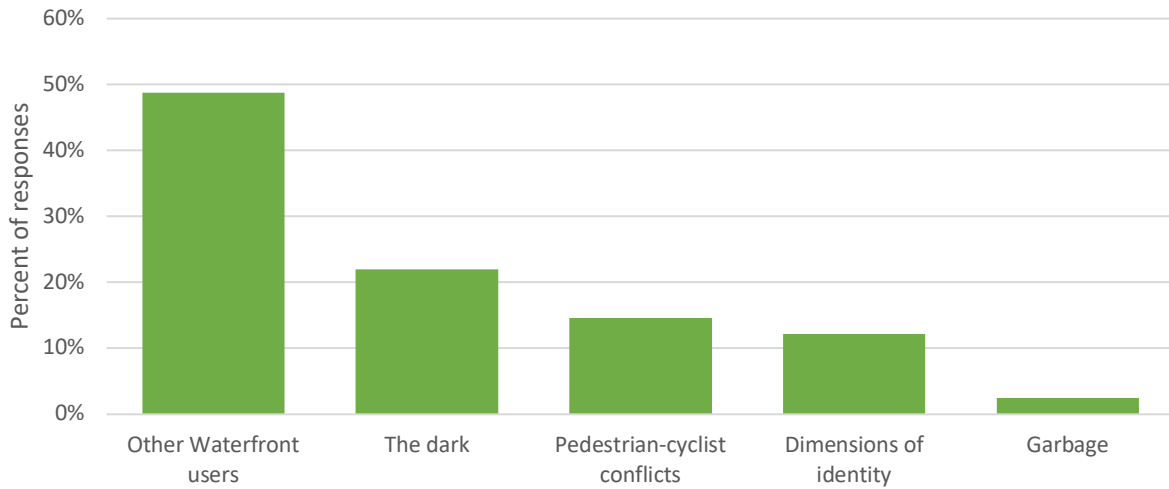


In terms of defining bylaw enforcement and the lack of enforcement, some respondents indicated that it should be the police enforcing bylaws around noise and late-night activities, while other respondents **were** talking about security more generally, including park rangers, better signage and communications, and other law enforcement roles that are not dependent on the police to enforce.

Other ideas:

- Remove hate speech (note: this refers specifically to street preacher activities)
- Reduce pedestrian-cyclist conflicts (e.g., speeding, lack of designated crossings, lack of signage, overlapping space)
- More designated spaces for dogs off-leash
- Inclusive washrooms
- Traffic calming
- Signage in multiple languages
- Lifeguards
- Reduce noise and parties
- Foster a strong sense of community

What's making people feel unsafe or unwelcome?



Dimensions of identity includes age, gender, sexuality, interests/hobbies, income, and ethnicity.

Some of the concerns around other waterfront uses were related to people experiencing homelessness and younger people partying on the beach.

Climate resilience

Most frequently mentioned:

Opportunities (561 comments)

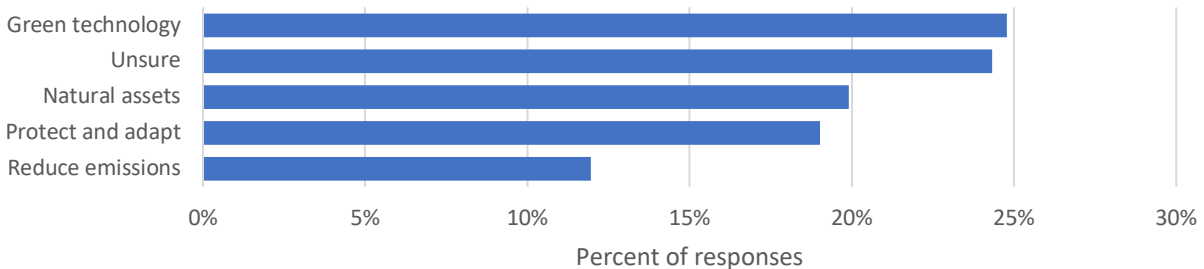
- Using **green technology and infrastructure**, particularly related to upgrading the seawall
- Respondents are **unsure** and seek **guidance from experts**
- **Natural assets** and **ecosystem services**
- **Protect and adapt** the waterfront for rising sea levels
- **Reduce emissions**

Concerns (392 comments)

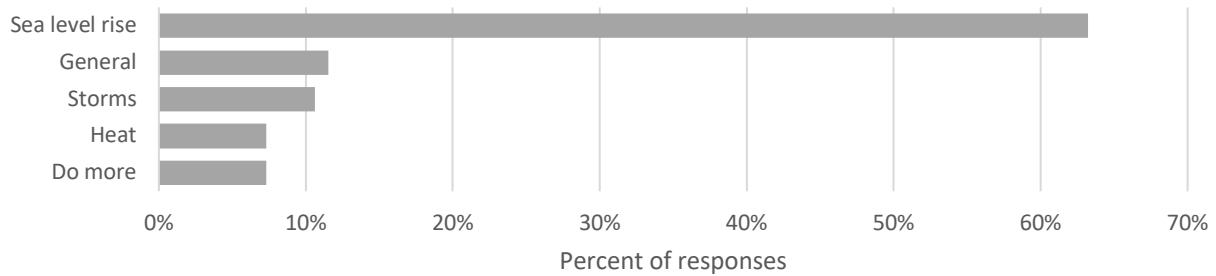
- **Sea level rise**
- **Climate change in general**
- **Storms**
- **Extreme heat**
- **Not enough is being done**

More than two thirds of concerns mentioned sea level rise.

Opportunities



Concerns



Other ideas:

- Personal actions (e.g., more recycling)
- Plant more shade trees

Services, facilities, and infrastructure (e.g., food and beverage, washrooms, Aquatic Centre)

Most frequently mentioned:

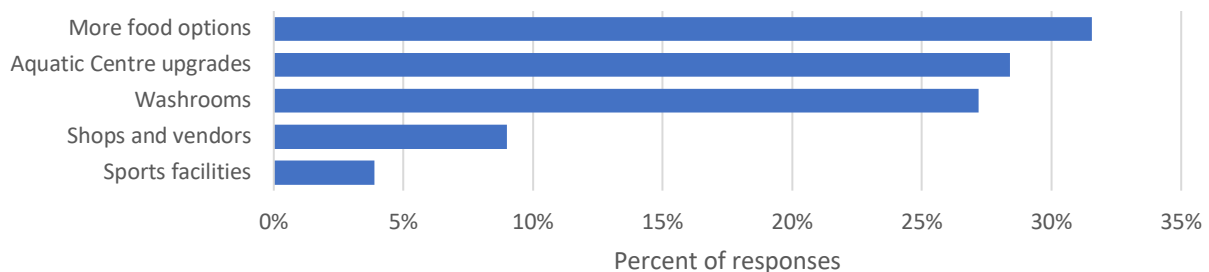
Opportunities (618 comments)

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

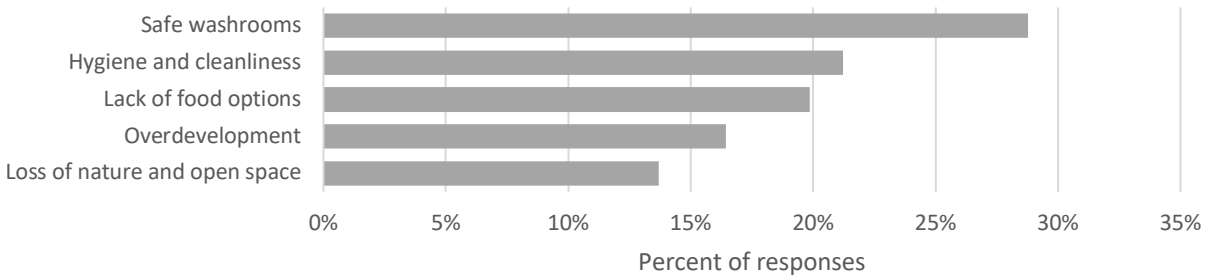
Concerns (428 comments)

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

Opportunities



Concerns



Other ideas:

- Maintain the character of the West End waterfront
- More lighting
- Day use lockers
- Remove any financial and physical barriers to using the space

Based on respondent feedback and notes, it appears that parks users and visitors do not want new services or facilities to make the West End waterfront less beautiful and natural, or more expensive to spend time there. This is a similar finding in recreation and leisure opportunities.

Recreation and leisure opportunities

Most frequently mentioned:

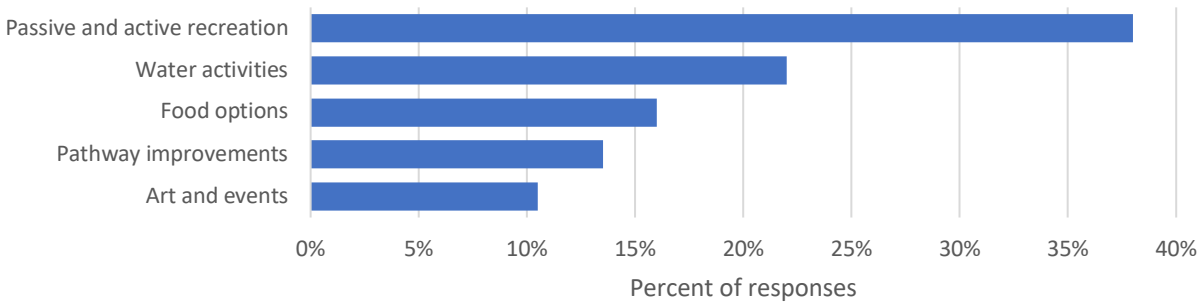
Opportunities (583 comments)

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

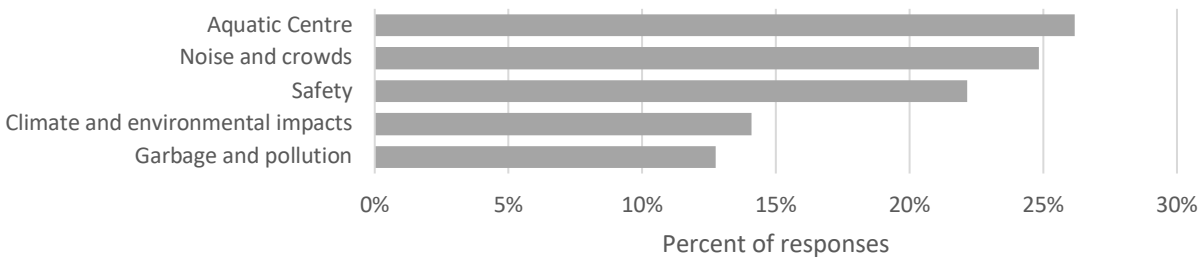
Concerns (455 comments)

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

Opportunities



Concerns



Other ideas:

- There is concern that increased activities could lead to increased development, a loss of character, and a loss of green and open space
- Recreation should be affordable
- Have activities for people of all ages and abilities
- Develop more washrooms and changerooms for year-round use

Based on respondent feedback and notes, it appears that parks users and visitors do not want new recreation and leisure opportunities to make the West End waterfront less beautiful and natural, or more expensive to spend time there. This is a similar finding to services, facilities, and infrastructure opportunities.

Access and transportation connections

Most frequently mentioned:

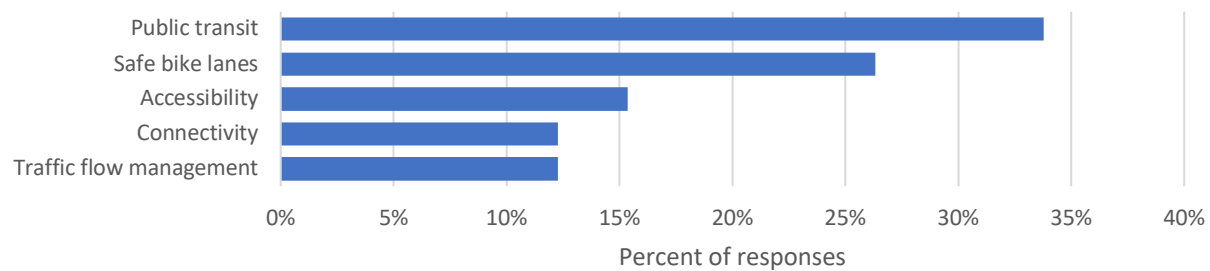
Opportunities (497 comments)

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

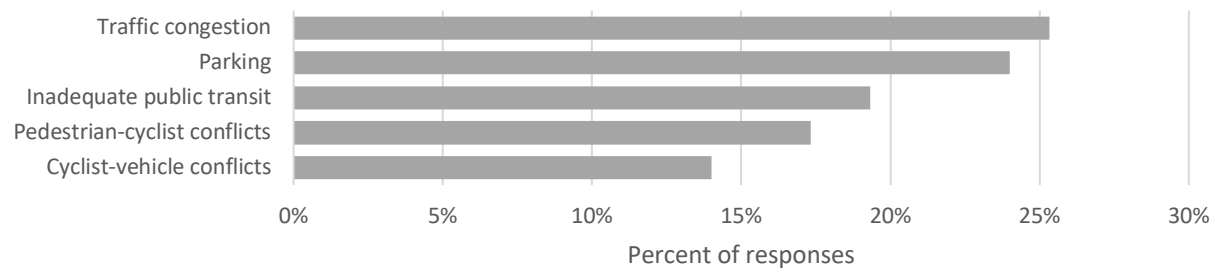
Concerns (377 comments)

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

Opportunities



Concerns



Other ideas:

- Encourage alternative methods of transportation (be more environmentally friendly)
- Maintain car access and parking for people traveling long distances or facing mobility challenges
- Provide shuttles or bus service to parking areas elsewhere
- Seawall improvements, including widening, repaving, clearing leaves, lighting, and speed control
- Encourage biking for a range of abilities and purposes (e.g., space for faster commuters and slower recreationalists)

Reconciliation and decolonization

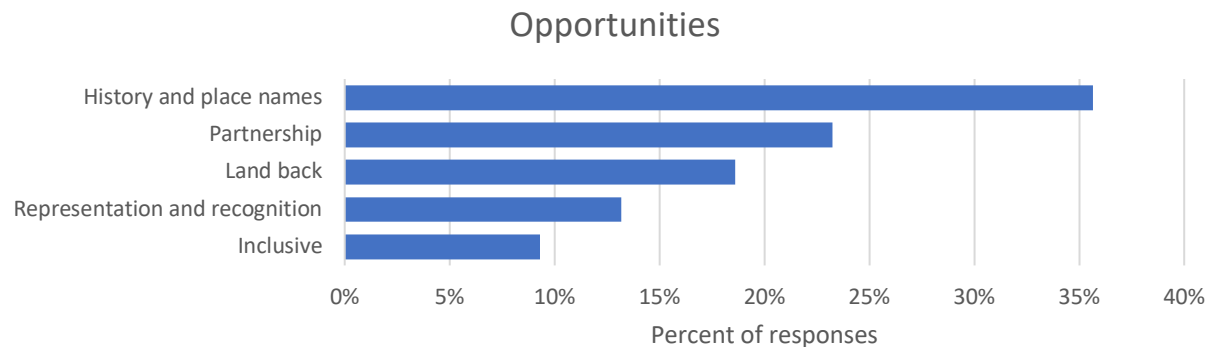
Most frequently mentioned:

Opportunities (226 comments)

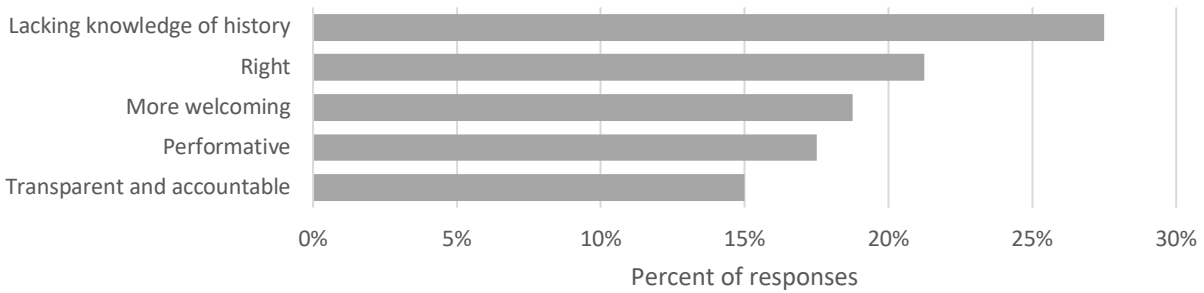
- Incorporate Indigenous **history** and **place names** into the waterfront
- Foster **partnerships with MST Nations** over decision-making about the West End waterfront
- Give **land back** and support traditional uses of the area
- Have more **representation** and **recognition** of the MST Nations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

Concerns (165 comments)

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



Concerns



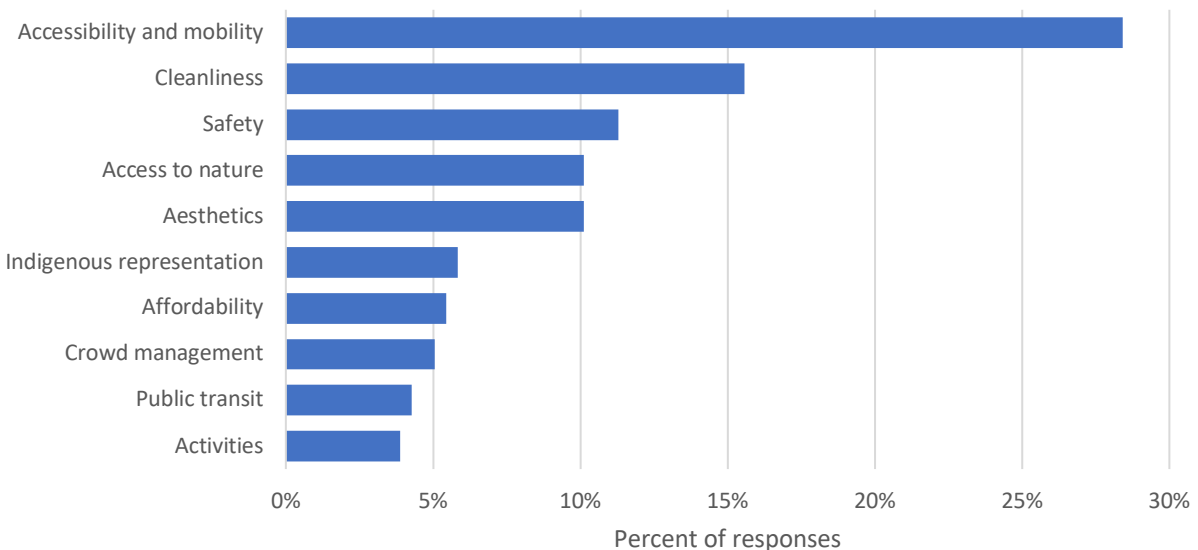
Other ideas:

- Make the West End waterfront a safe space for Indigenous healing and cultural practices
- Develop Indigenous Guardship Watchmen programs
- Support Indigenous businesses and career opportunities along the West End waterfront
- Concern about prejudiced law enforcement

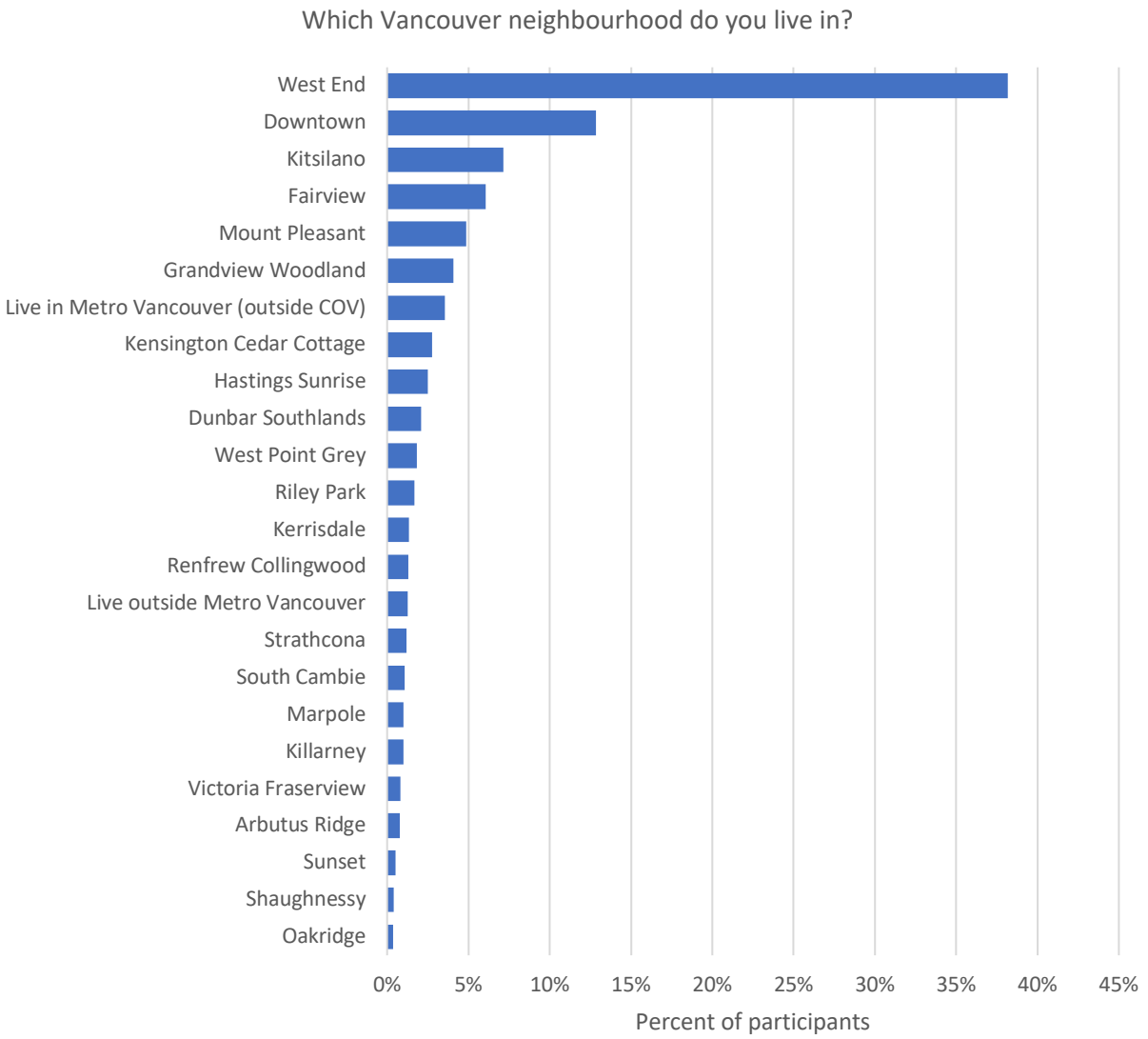
Respondents were also asked if there were any other aspects of this project (not provided in the list of projects aspects) that they thought were important to address. As illustrated by the following table, most comments received could be categorized into the list of project aspects provided in the survey.

One issue that was reported by a small number of respondents (N=6) that could not be categorized under the list of project aspects provided in the survey was crowd management. From an analysis of comments, the topic of crowd management was associated public safety concerns around large, heavily attended events like the fireworks festival (Celebration of Light), and concerns around minimizing the potential spread of COVID-19 in more crowded, outdoor public spaces.

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

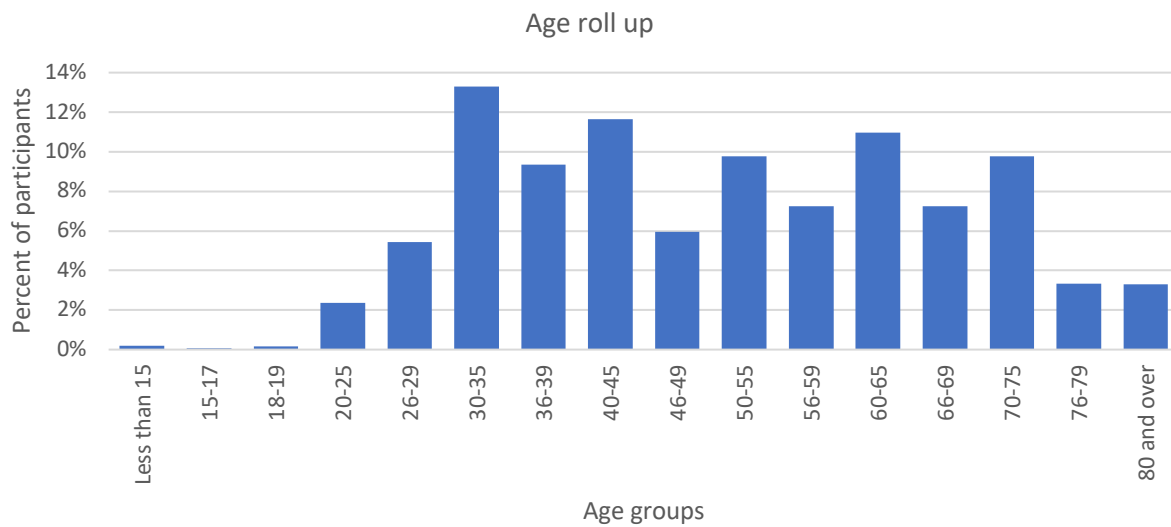
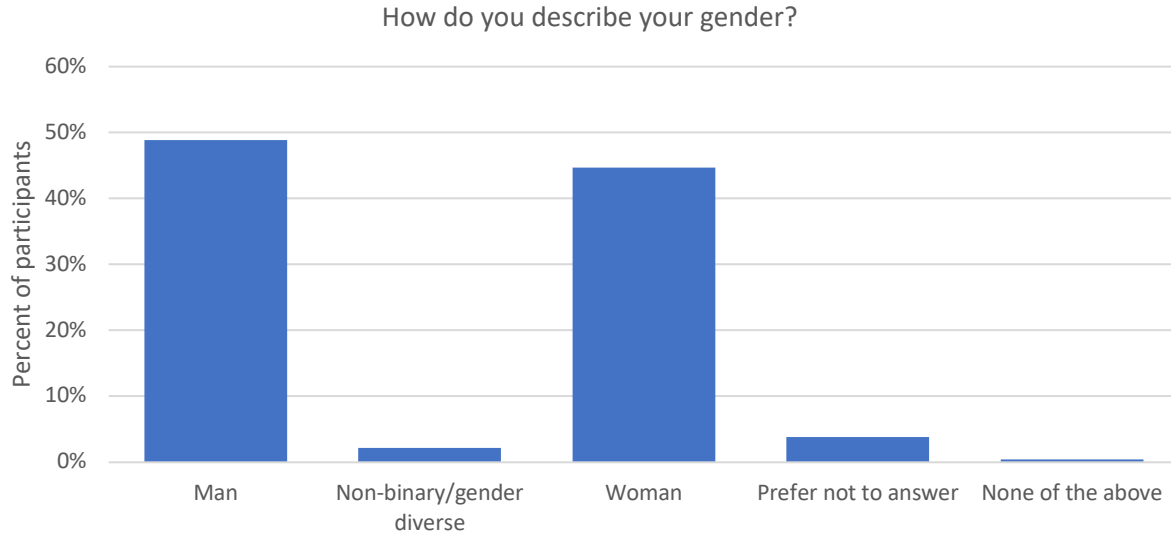


Demographics



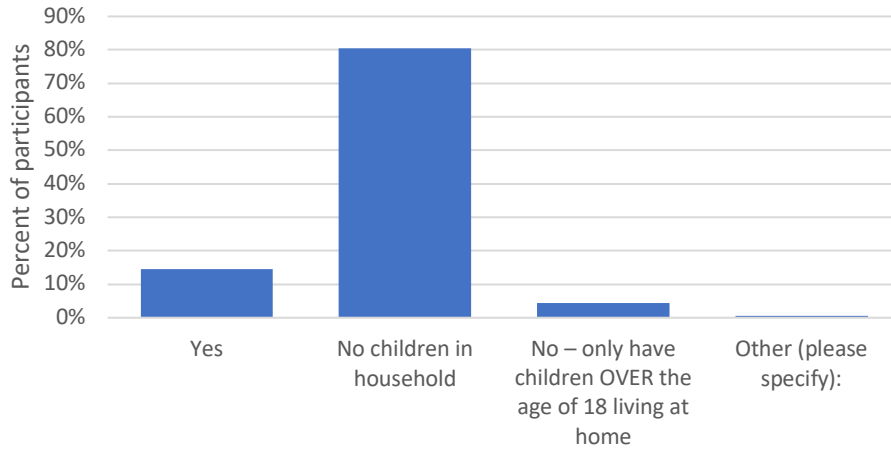
Nearly 40% of respondents live in the West End.

Nearly all respondents who said “other” live in Metro Vancouver outside of the City of Vancouver.



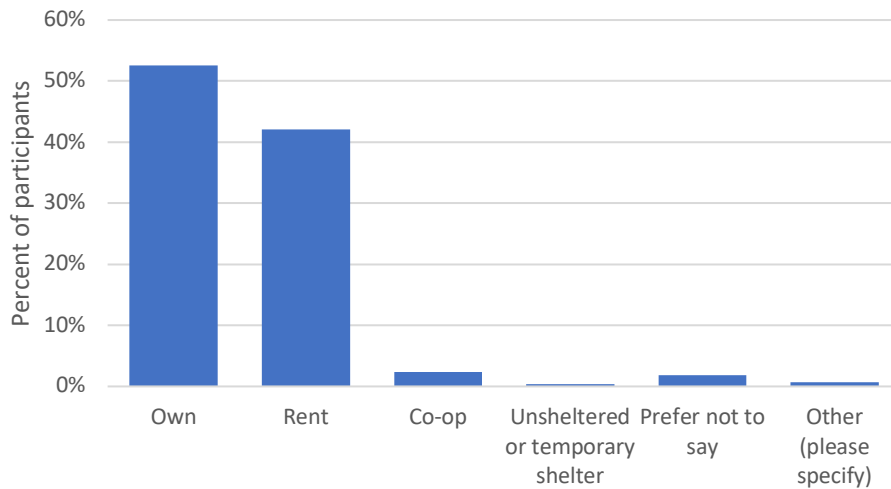
In the West End, approximately 30% of the population is aged 25 to 34 and another 15% is aged 65 and above. Of total survey respondents, just over 20% were aged 25 to 34, while nearly 25% were aged 65 and above.

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



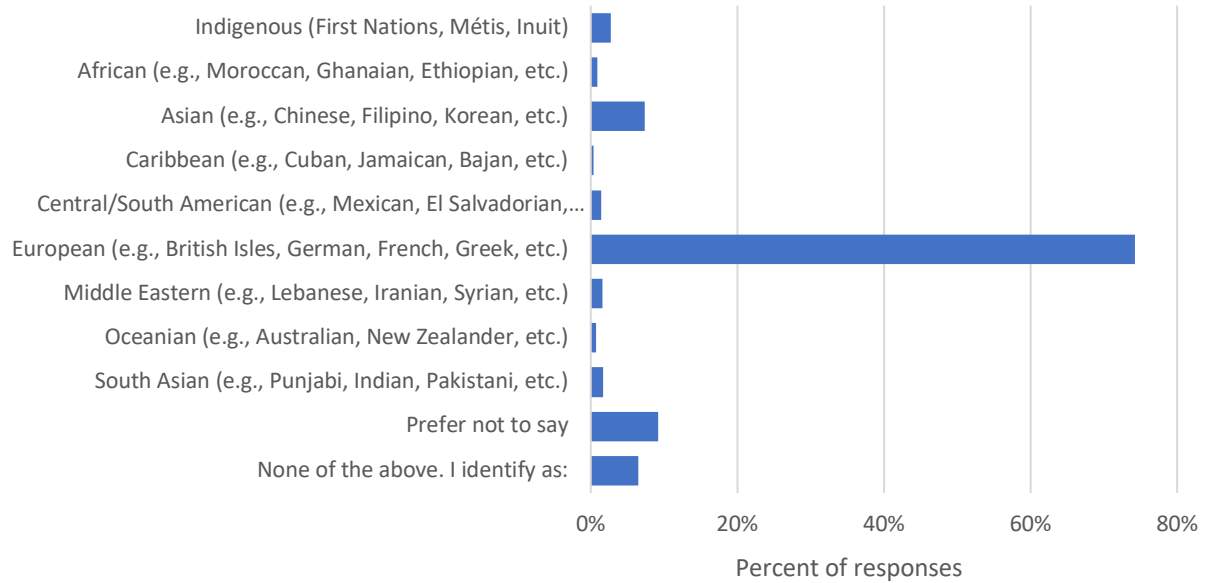
Around 30% of the population living in the West End have children under the age of 18 living at home. Of total survey respondents, around 15% had children under the age of 18 living at home. Those who said “other” chose not to specify, have children on the way (congrats), or adult children who visit.

How would you describe your housing situation?



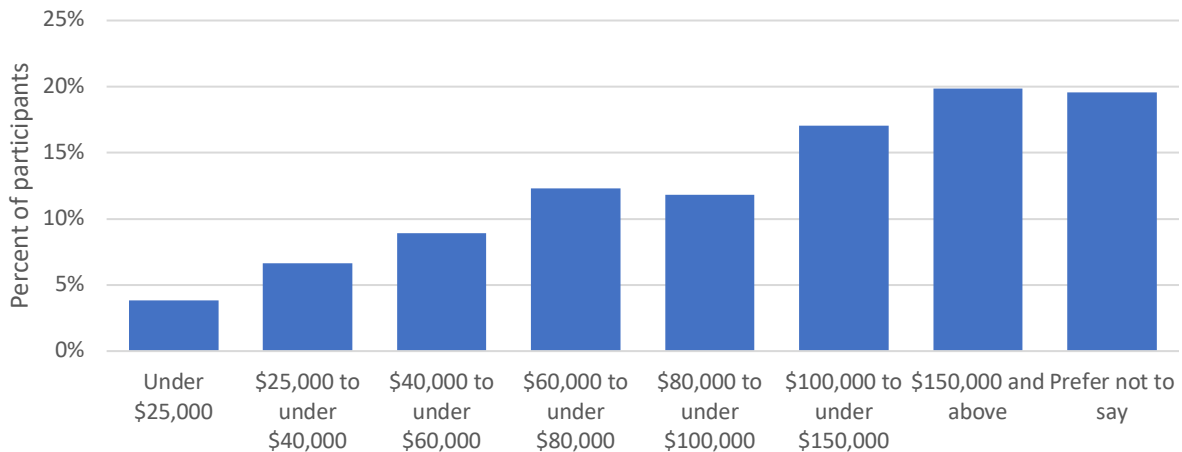
In the West End, nearly 80% of households rent their home. Of total survey respondents, over 50% owned their home, while just over 40% were renting their home. Most of those who said “other” mentioned living in their parents’ home.

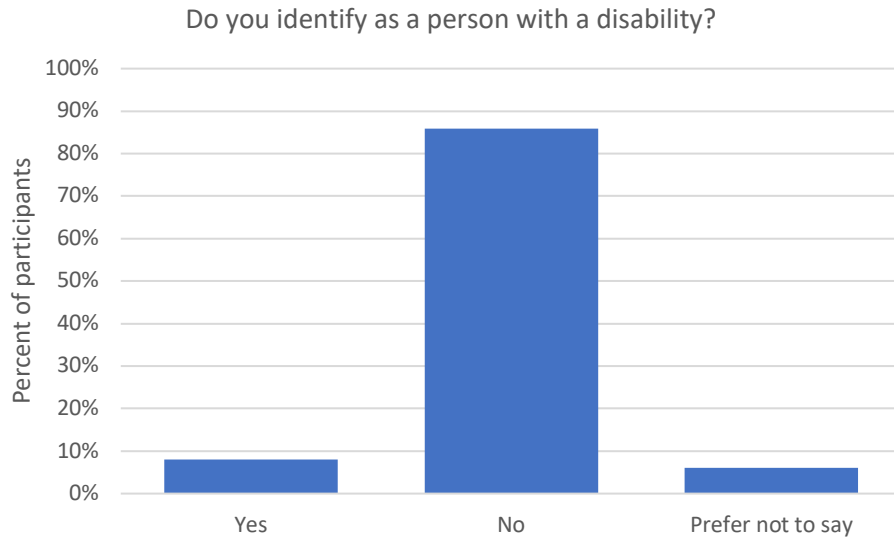
What do you consider your main ethnic origin or that of your ancestors?



Those who said “none of the above” most frequently mentioned being Canadian, followed by Jewish, and then multiracial. Participants could select multiple ancestries.

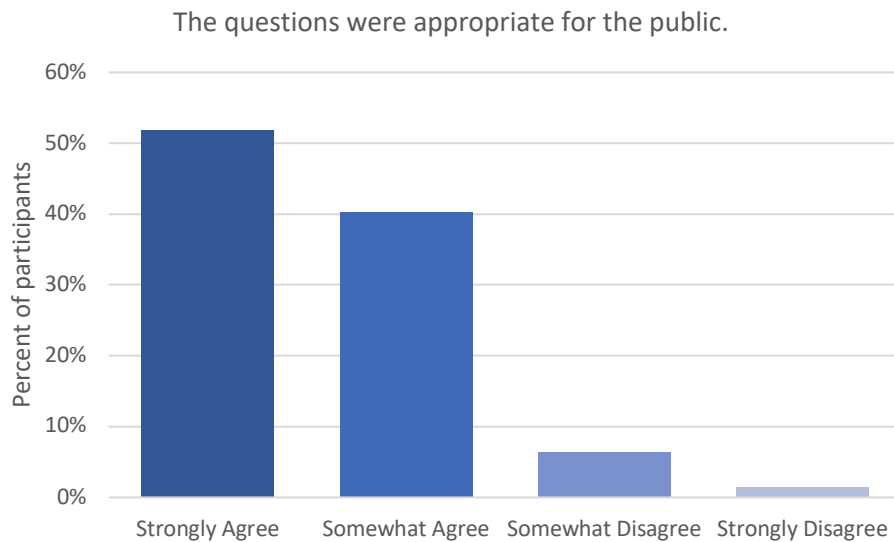
Which of the following categories best describes your total household income per year before taxes?



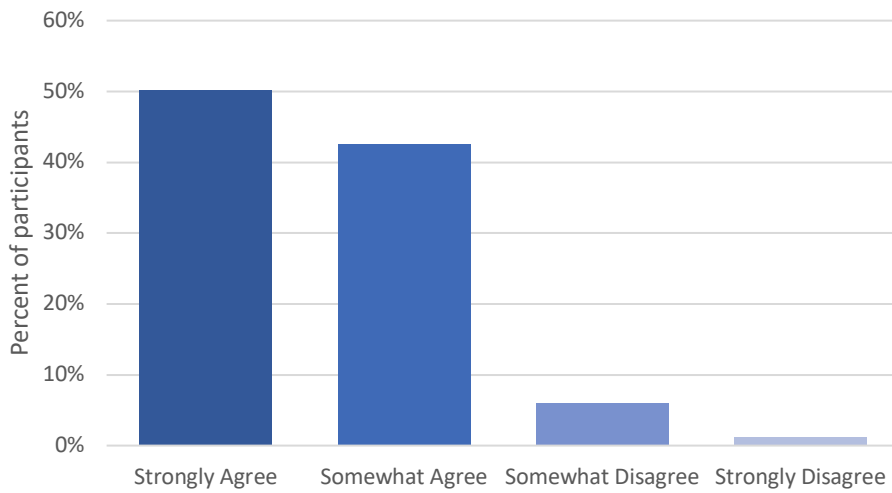


Feedback on the survey

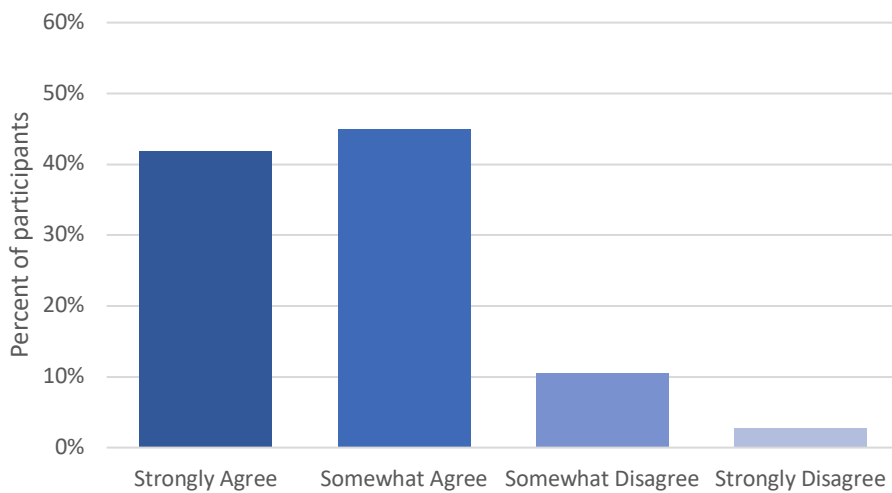
Participant generally felt positively about the survey. The majority (just over 60%) were members of talk Vancouver before completing the survey.



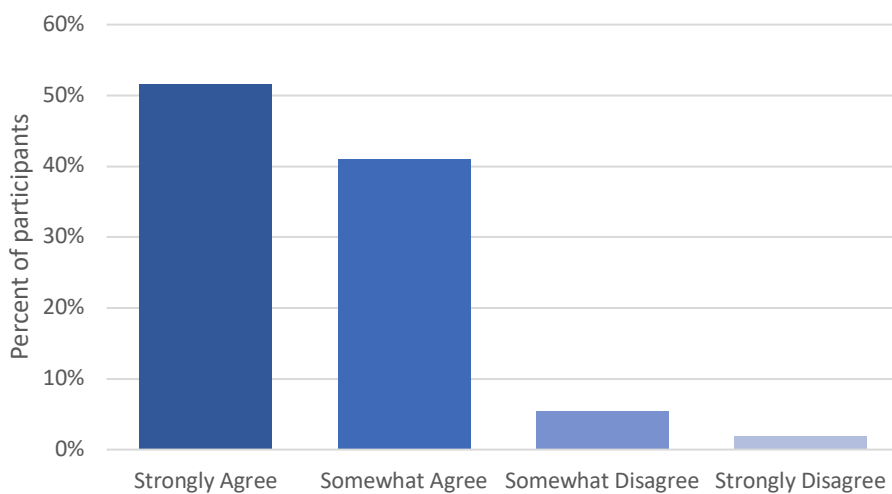
The information presented was clear and easy to understand.



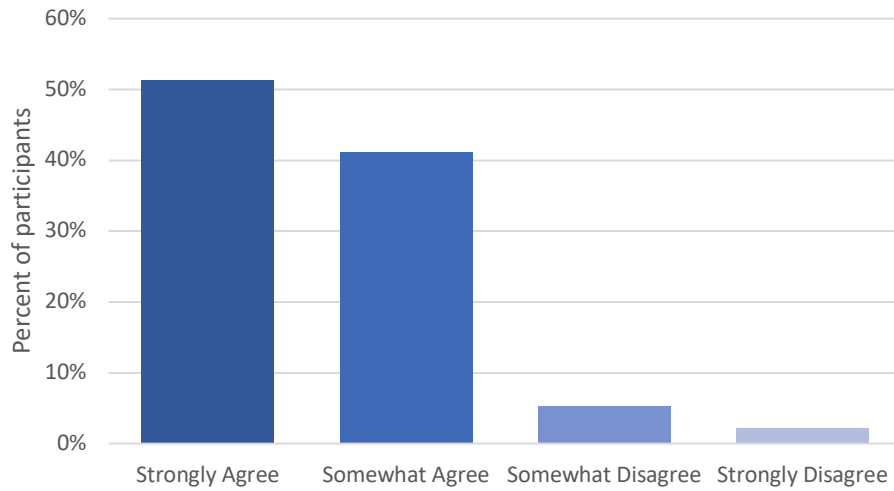
I had enough information to answer the questions asked.



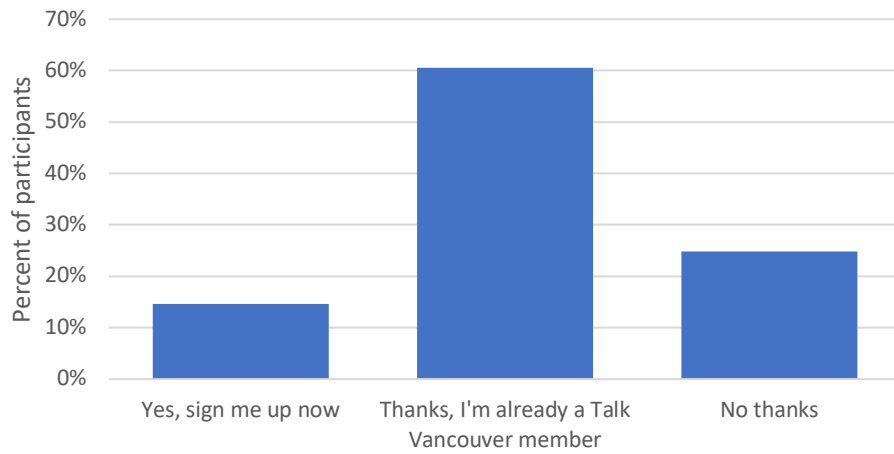
I had enough of an opportunity to share my views.



I would take a survey like this again.



Would you like to sign up to receive Talk Vancouver survey invitations in the future?



Imagine West End Waterfront – Talk Vancouver Survey

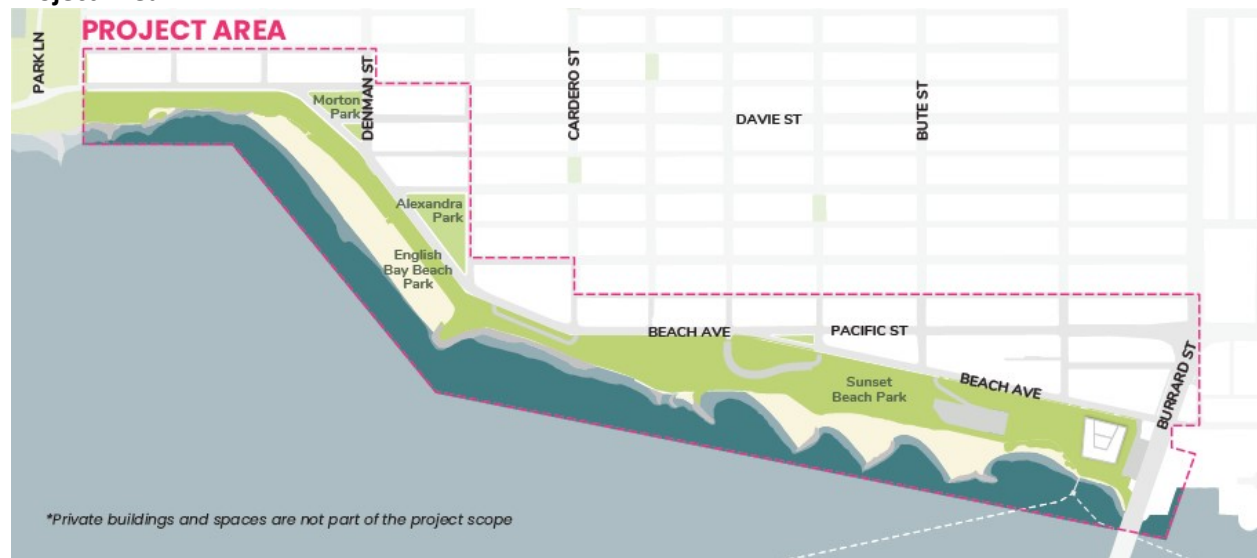
West End Waterfront Plan

The Vancouver Park Board and the City of Vancouver are planning for the future of the West End's Salish Sea oceanfront parks, beaches, and streets – the West End Waterfront. We'd like to hear about your experience of the West End Waterfront and what needs to be considered in planning for it over the next thirty years. How do you imagine the area in the future?

The experiences and thoughts you share about the West End Waterfront will help us understand what is unique and special about the area, and what needs to change. This will be used to draft values that will guide a 30-year vision for the West End Waterfront. It will also help the design team create concepts for what the West End Waterfront could be in the future. These concepts shaped by the community input from this survey and other engagement, will be shared with the community in mid-2022.

Share your thoughts with us! This survey should take under ten minutes to complete.

Project Area:



1. What's your connection to the West End Waterfront? Select all that apply.

- I visit the area's parks and beaches
- I live in the area
- I own a business in the area
- I work in the area
- I go to school in the area
- I shop in the area
- I pass through the area (e.g., Seawall, Beach Ave, commuting)
- No connection
- Other (please specify): _____

1a. How often do you visit the West End Waterfront? Select one.

- Daily
- Weekly
- Monthly
- Every few months
- Less than every few months
- I've only visited the area a few times
- Never
- Other (please specify): _____

1b. What do you do at the West End Waterfront? Select all that apply.

- Walk
- Run/Exercise
- Cycle
- Use my Mobility Aid devices (e.g. wheelchair)
- Roll (e.g., scooter, e-scooter, roller-skate, skateboard etc.)
- Swim
- On water recreation (e.g. non-motorized water craft like paddle boarding)
- Recreational activities (e.g. Frisbee, soccer, spike ball)
- Sit and relax
- Attend events
- Socialize with friends
- Don't take part in any activities like these
- Other (please specify) _____

1c. Which spaces and facilities do you primarily use in the area? Select all that apply.

- English Bay Beach Park
- Sunset Beach Park
- Morton Park
- Alexandra Park
- Seawall walking path
- Seawall biking path
- New Beach Ave Interim Bike Path
- Aquatic Center
- English Bay Bathhouse Bathrooms
- Local Restaurants
- Concession stands
- Don't use any spaces or facilities
- Other (please specify): _____

2. What do you appreciate most about the West End Waterfront? Select your top 5.

- Views/sunset
- Greenery/ trees

- Water/ ocean
- Beaches/ sand
- Seawall
- Public life (e.g. people-watching, random social interactions, events etc.)
- Transportation and access (e.g. bike lanes, getting to the waterfront etc.)
- Places to socialise/public space
- Being close to food/ shops/ services (local area)
- Recreational facilities (e.g. aquatic centre, sport courts etc.)
- Don't know
- Other (please specify): _____

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

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

5. Which of the following do you think are most important for the West End Waterfront Plan to address? You can select your top 3, and we will ask follow up questions on those.

- Recreation and leisure opportunities
- Wildlife habitat restoration and ecological health
- Access and transportation connections
- Reconciliation and decolonization
- Safety (feeling welcome and comfortable), diversity and inclusivity
- Services, facilities, and infrastructure (e.g. food and beverage options, washrooms, Aquatic Centre)
- Climate resilience
- Don't know/no opinion

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

address?

6a. You chose " _____ " (fill in the blank with 1 of 3 top selected) as one of the aspects of the project most important to you. What opportunities do you do see for this project to make improvements to this? Tell us why, and share an example if possible. This helps us understand your ideas.

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

6b. You chose " _____ " (fill in the blank with 1 of 3 top selected) as one of the aspects of the project most important to you. What opportunities do you do see for this project to make improvements to it? Tell us why, and share an example if possible. This helps us understand your ideas.

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

6c. You chose " _____ " (fill in the blank with 1 of 3 top selected) as one of the aspects of the project most important to you. What opportunities do you do see for this project to make improvements to it? Tell us why, and share an example if possible. This helps us understand your ideas.

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

7. Do you want to be added to the project mailing list? Select one.

- No thanks
- Yes (please provide your email here): _____

Tell us about yourself!

It's important to us that we hear from a diverse group of people and perspectives. The following questions help us determine how the feedback we receive represents the community. The responses for these questions will already be pre-selected, based on your Talk Vancouver profile (the responses you provided when you signed up to be a member) If the response to a question is missing, or needs to be updated, please feel free to update. If the option(s) selected is accurate, click on the Next button to confirm the responses for a page and move onto the next set of questions.

It's important to us that we hear from a diverse group of people and perspectives. These questions will help us understand if we are hearing from the whole community. Your answers to these questions are kept confidential and are not linked to your name or identity.

8. Which Vancouver neighbourhood do you live in? Select one. Look at map below or find your neighbourhood here.

- Arbutus Ridge
- Downtown
- Dunbar Southlands
- Fairview
- Grandview Woodland

- Hastings Sunrise
- Kensington Cedar Cottage
- Kerrisdale
- Killarney
- Kitsilano
- Marpole
- Mount Pleasant
- Oakridge
- Renfrew Collingwood
- Riley Park
- Shaughnessy
- South Cambie
- Strathcona
- Sunset
- Victoria Fraserview
- West End
- West Point Grey
- Live in Metro Vancouver (outside COV)
- Live outside Metro Vancouver
- Other (please specify): _____

9. How do you describe your gender? Select one.

- Man
- Woman
- Non-binary/gender diverse
- Prefer not to answer
- None of the above. I identify as (please specify): _____

10. What year were you born? Select one.

- _____

Age Roll up

- 15-17
- 18-19
- 20-25
- 26-29
- 30-35
- 36-39
- 40-45
- 46-49
- 50-55

- 56-59
- 60-65
- 66-69
- 70-75
- 76-79
- 80 and over
- Less than 15

11. Do you have children/dependents under the age of 18 living with you at home? Select one.

- Yes
- No children in household
- No – only have children OVER the age of 18 living at home
- Other (please specify): _____

12. How would you describe your housing situation? Select one.

- Own
- Rent
- Co-op
- Unsheltered or temporary shelter
- Prefer not to say
- Other (please specify) _____

Postal code roll up

- NW
- SW
- NE
- SE
- DWE
- Other Postal Code

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

- Indigenous (First Nations, Métis, Inuit)
- African (e.g., Moroccan, Ghanaian, Ethiopian, etc.)
- Asian (e.g., Chinese, Filipino, Korean, etc.)
- Caribbean (e.g., Cuban, Jamaican, Bajan, etc.)
- Central/South American (e.g., Mexican, El Salvadorian, Argentinian, etc.)
- European (e.g., British Isles, German, French, Greek, etc.)
- Middle Eastern (e.g., Lebanese, Iranian, Syrian, etc.)
- Oceanian (e.g., Australian, New Zealander, etc.)
- South Asian (e.g., Punjabi, Indian, Pakistani, etc.)
- Prefer not to say

- None of the above. I identify as: _____

14. Which of the following categories best describes your total household income per year before taxes? Select one.

- Under \$25,000
- \$25,000 to under \$40,000
- \$40,000 to under \$60,000
- \$60,000 to under \$80,000
- \$80,000 to under \$100,000
- \$100,000 to under \$150,000
- \$150,000 and above
- Prefer not to say

15. Do you identify as a person with a disability? Select one.

- Yes
- No
- Prefer not to say

16. How did you hear about this survey?

- Email invite from Talk Vancouver
- Shape Your City (shapeyourcity.ca)
- Vancouver.ca
- Greenest City Newsletter
- Postcard/mail
- Media article (print)
- Media article (online)
- Radio
- Social media
- Friends/family (word of mouth)
- Poster
- Don't remember
- Other (please specify): _____

17. Thinking about your experience with this survey... Select one for each row.

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
The questions were appropriate for the public.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information presented was clear and easy to understand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had enough information to answer the questions asked.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I had enough of an opportunity to share my views.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would take a survey like this again.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. One last question....Please answer to complete the survey and have your response submitted. We hope you enjoyed filling out this Talk Vancouver Survey! Would you like to sign up to receive Talk Vancouver survey invitations in the future?

- Yes, sign me up now
- Thanks, I'm already a Talk Vancouver member
- No thanks