

## APPENDIX C: FALSE CREEK FLATS PLAN: CONSULTATION AND ENGAGEMENT

### Overview

Prior to and throughout the False Creek Flats planning process a public engagement strategy was undertaken to ensure a diversity of voices were represented in the draft plan. The planning began in May 2015 and over the two-year period numerous activities, workshops, events, meetings and surveys were held to invite public participation. Over 4,300 participants were engaged over the duration of the planning process.



*Draft Plan Open House on Jan. 25, 2017*



*Stakeholder workshops were held throughout the planning process.*

### Pre-Plan: Previous Engagement, Preparation & Analysis

In July 2011, when Council approved a study to consider options for the removal, or partial removal, of the Georgia and Dunsmuir viaducts, it was done so in the context of understanding the impacts to the broader Eastern Core of downtown (primarily the False Creek Flats).

A public conversation on the future of the viaducts was opened up through the international ideas competition re:CONNECT, it generated 15,000 online votes and included a focus area on the future of the Eastern Core. Of the over 100 submissions to the ideas competition, 41 addressed various issues relating to the False Creek Flats. Of these 70% identified improved parks and green spaces as key components of their submission, over half (56%) addressed issues of access and connectivity, half (51%) specifically addressed solutions to retaining or reconfiguring the rail yards in the area, half (49%) presented concepts with sustainable features in the buildings and/or public spaces as well as the roughly half (46%) of the submissions that addressed a desire to reintroducing water in a meaningful way whether through daylighted creeks, canals, waterways, or the complete restoration of the previous marshlands. Other themes that registered prominently in the submissions was the introduction of more diverse uses, an expanded public transit system, the complete elimination of rail, improved active transportation networks, enhanced industrial zones, increased green jobs and employment opportunities, local or renewable energy systems, and a focus on the arts and cultural uses.

Shortly following the ideas competition, the City brought in some thought leaders on city building to help inform the discussion. This team, comprised of Helle Sørholt of Gehl Architects, Ken Greenberg from Greenberg Consultants, and local architect Joe Hruda of Civitas provided strategic advice to help shape the comprehensive planning principles. The advice of the group was to better connect existing assets, improve pedestrian and cycling access, and to allow businesses and the grassroots groups to animate the spaces between a public network of open spaces and connections.

While the Ideas Competition and external consultants helped to frame the high-level principles for the plan, the detailed understanding about the existing local businesses was largely informed from business surveys and 28 interviews conducted by the City of Vancouver and the Vancouver Economic Commission. Included in this were two surveys, one from 2005 with 151 respondents and a very similar one 10 years later (2014) with 160 respondents.

## Engagement during the Planning Process

In addition to the business engagement which helped create an understanding of the existing challenges and needs in the area, a survey was also conducted with members of the public to help gain an understanding of how best to engage with the impacted and interested communities. From the 280 responses to that survey, combined with twenty-eight in-depth stakeholder telephone interviews, an engagement strategy was drafted that sought to encourage a meaningful, diverse and respectful engagement process.

The following activities and events were held during the three phases of the planning process:

- **Phase 1 Framework and Principles: Launch Event** - Over 400 stakeholders visited the Launch Event, including: local businesses, residents, community groups, and a number of City Councilors (A detailed report which describes the outcomes of the launch consultation process is available on the project web site [vancouver.ca/falsecreekflats](http://vancouver.ca/falsecreekflats)).
- **Phase 1 Framework and Principles: Online Survey** – Over 700 visitors provided their input. This included a contribution of over 1700 points of interest on our asset maps and over 400 responses to “I Wish My Flats”.
- **Phase 1 Framework and Principles: Topic Workshop Series** - Nearly 200 stakeholders participated in the six-part workshop series intended to help identify the big challenges, potential solutions and opportunities in the area.
- **Phase 1 Report-Back** – Over 100 visitors attended a presentation that provided a summary of the first phase of consultation.
- **Phase 2 Emerging Directions: Open House** – Over 200 members of the public visited an open house that summarized the emerging directions for the plan.



*Topic workshop*

**Phase 2 Emerging Directions: Online Survey** – Approximately 267 people provided feedback on emerging directions for the plan

- n and economic development strategies for the area.
- **Phase 2 Prior/Venables: Workshops & Open House** – approximately 20 impacted stakeholders from the seven directly impacted stakeholder groups attended a workshop to discuss the issues and potential solutions of the Prior/Venables replacement route and over 250 visitors attended a public open house.
- **Phase 2 Prior/Venables: Survey** – Over 151 provided their feedback through an online and in-person survey to gauge the level of support or non-support for the Prior-Venables replacement options.
- **Phase 3 Draft Plan: Open House** – Over 600 members of the public visited an open house that summarized the directions and policies in the Draft Plan.
- **Phase 3 Draft Plan: Survey** – Over 460 people submitted comment forms either in-person at the open house or online about the draft plan.

The following activities and events were hosted throughout the planning process:

- **Onsite Office** – Over 650 people visited the Onsite Office at the Greenest City Recap event, False Creek Flats Block Party, the Main Street Farmers Market, Eastside Culture Crawl and Door Open Vancouver.
- **Business Workshops** – Over 100 businesses engaged in VEC led workshops on issues specific to sub-sectors of the business community.
- **Advisory Committee Meetings** – Approximately 40 members were on the False Creek Flats Plan Advisory Committee. The committee assembled was a cross-section of area stakeholders, who gathered to provide feedback and constructive commentary at 5 key milestones throughout the planning process.
- **Goods Movement Committee Meetings** – roughly a half dozen meetings were held with this group, coordinated with the support of the Greater Vancouver Gateway Council, to disseminate information and discuss the impact and potential improvements on the movement of goods and people as a result of this plan. Representatives included: all major railway in the study area, Port Metro Vancouver, Translink, BC Trucking, Board of Trade.
- **Social Media** – The #falsecreekflats handle has been used on social media throughout the process as a means to broaden the conversation on the future of the False Creek Flats. The handle trended locally during our launch event on May 27, 2015 and again at the Draft Plan Open House on January 25, 2017.



*Onsite Office at a Vancouver Farmer's Market*

- **City Studios** – Over 250 students engaged in research, storytelling, and design projects focused on the False Creek Flats in partnership with the Vancouver Economic Commission and the planning team. A number of ideas generated by these students led directly to policies and decisions embedded in this plan.
- **Sea Level Rise & Storm Water Charrette** – Approximately 50 professionals and additional City staff participated to discuss issues, opportunities and solutions concerning the threat of sea level rise and storm water mitigation in the False Creek Flats and similar locations in and around Metro Vancouver.

In addition to all of the activities listed, a number of one-on-one meetings and group presentations contributed to the engagement strategy. Throughout the two-year planning process the planning team and VEC hosted meetings and presentations to various stakeholders groups including local businesses, community associations, BIAs, institutions and trade commissions.

### What we heard from the public about the Emerging Directions

The emerging directions were drafted based on the input provided in the initial phase of public consultation during the plan launch. The objective of the Emerging Directions Open House was to measure support for these directions that were to become the basis of the policies and strategies presented in the plan. As part of the Emerging Directions, key ideas were presented for Character Areas in the Flats. In total, 267 people provided feedback through an online engagement platform. They were asked to provide feedback about their level of support for the directions in each of the Character Areas. Each character area received high levels of support:

- Back of House – 85% of people gave the directions a 4 or 5 out of a total of 5 points
- Creative Campus – 81% of people gave the directions a 4 or 5 out of a total of 5 points
- Health Hub – 76% of people gave the directions a 4 or 5 out of a total of 5 points
- \*East Stations – 76% of people gave the directions a 4 or 5 out of a total of 5 points
- Terminal – 76% of people gave the directions a 4 or 5 out of a total of 5 points

\*East Stations was combined with the Creative Campus Character Area in the plan.



*Banner to raise awareness and encourage participation in the early stages of the planning process*

### What we heard from the public about the Prior-Venables Replacement Options

At the Prior-Venables open house two options were presented to the public for consideration as part of Council’s direction to identify a suitable alignment for a new Prior-Venables replacement arterial. The analysis for both the Malkin and National Avenue options were provided with a comprehensive list of pros and cons for each option. The public feedback resulted in 34% support for the Malkin option, 28% support for National option and 33% support for previously considered options (William, Prior, Malkin

North) and 5% remained neutral. As a result of the split in public opinion, a third option, William Street, is currently being considered through a separate planning process with the Park Board.

### What we heard from the public about the draft plan

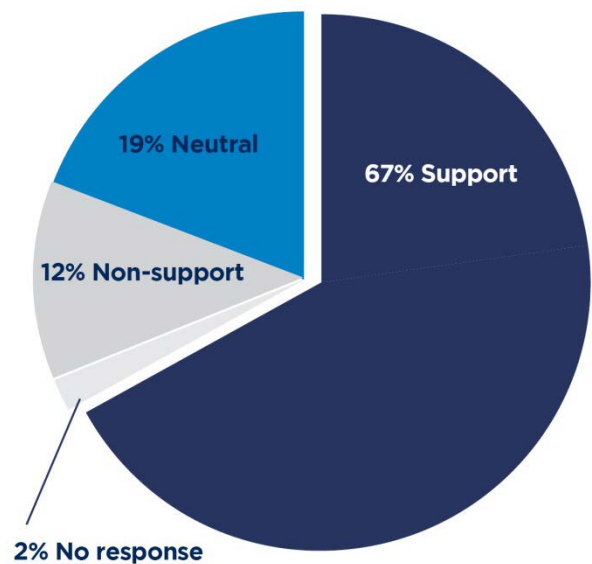
The draft plan was presented to the public for feedback at an open house held on-site in the Flats and through an online survey this past January. The event was attended by an estimated 600 members of the public and over 463 comment forms were received. Analysis of the feedback reflected that most people support the draft plan. In total, 23% of people really liked the plan, 44% of people liked it, 19% of people were neutral, 2% did not respond, 9% of people did not like the plan and 3% of people really did not like the plan.

Overall, 67% of people submitted comments in support of the plan. The most commonly cited reasons for supporting the plan included:

- The general direction of the plan.
- The emphasis on industrial preservation and employment.
- The connections to, through and around the Flats.

Overall, 12% of people submitted comments that did not support the plan. The most commonly cited reasons for not supporting the plan included:

- Not enough housing.
- Transportation concerns about vehicle flow, traffic and the Prior-Venables replacement options.
- The lack of inclusion of a permanent farmer's market.



At all stages in the planning process the feedback received was critical to shape and to inform the next phase of the planning process. At the final stage of public consultation input was used to revise and refine the draft plan which is presented in this document.