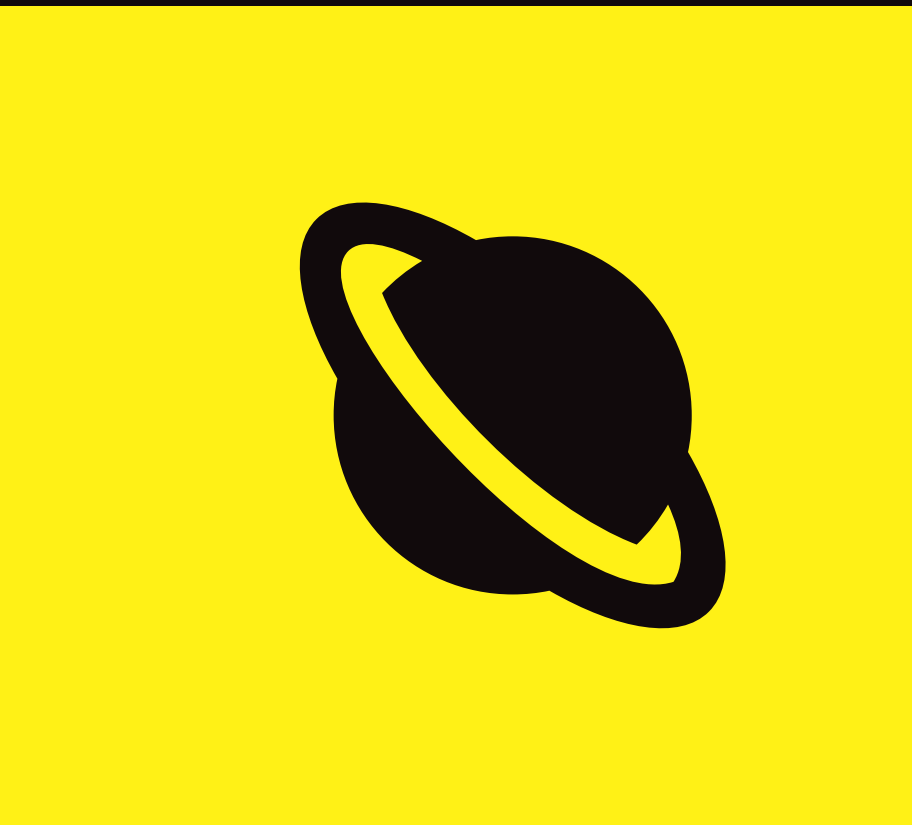
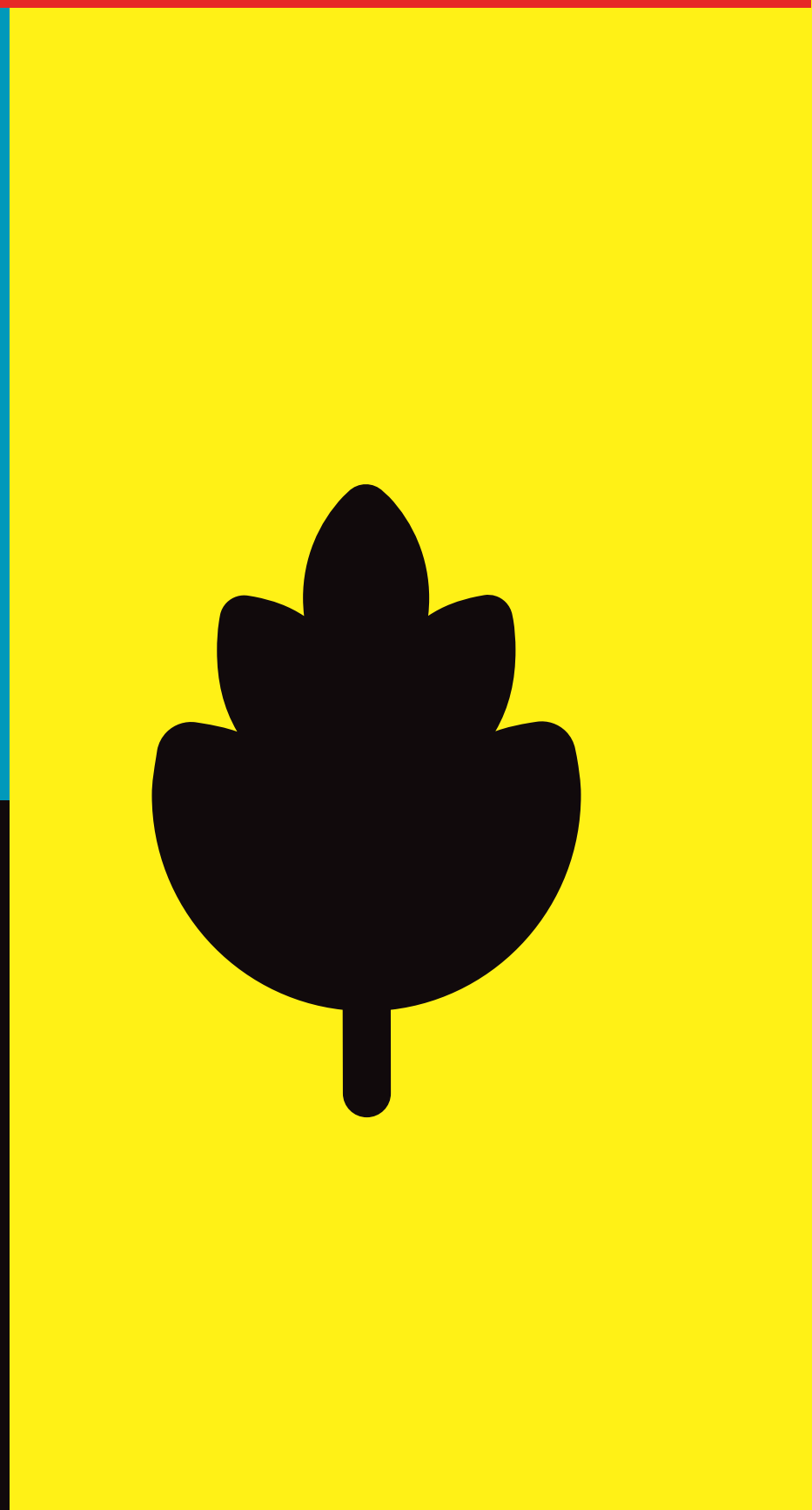
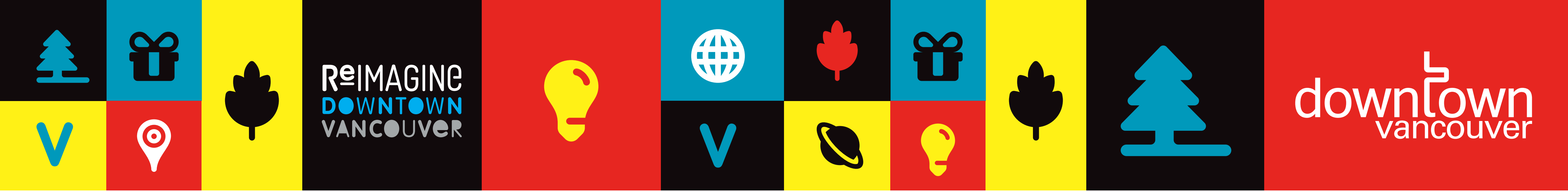
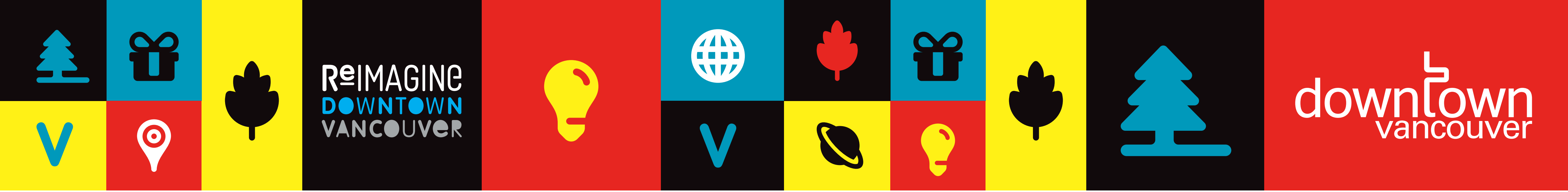


REIMAGINE
DOWNTOWN
VANCOUVER

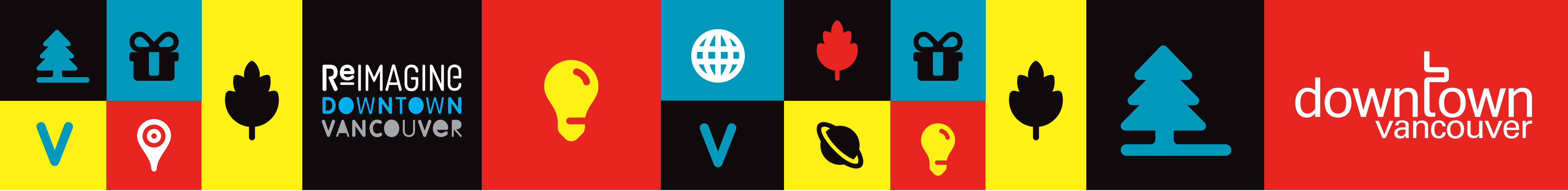




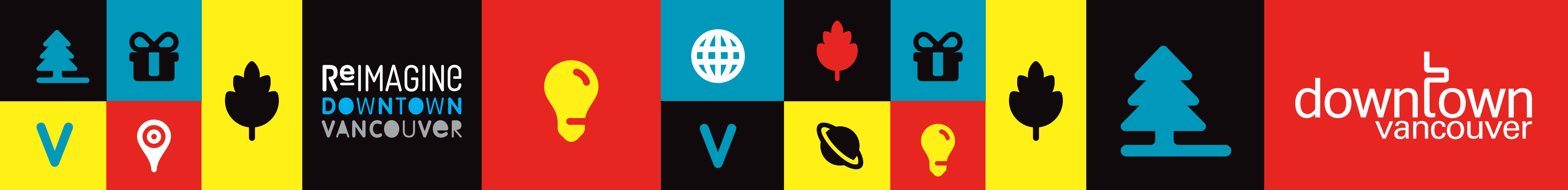
DOWNTOWN VANCOUVER IN 2040



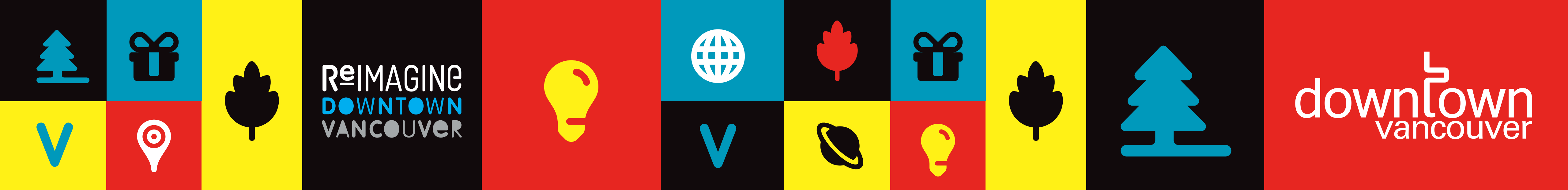
A 24-hour mash-up of **commerce, culture, creativity and community.**



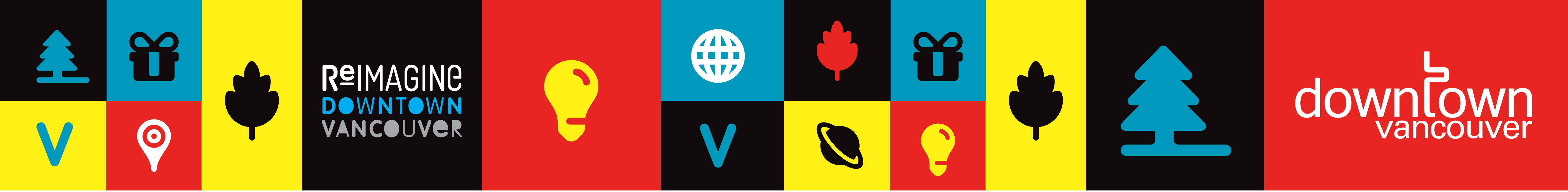
An equitable, sustainable and friendly city that celebrates its waterfront setting, and where **multi-cultural vibrancy, entrepreneurship and innovation are alive and well.**



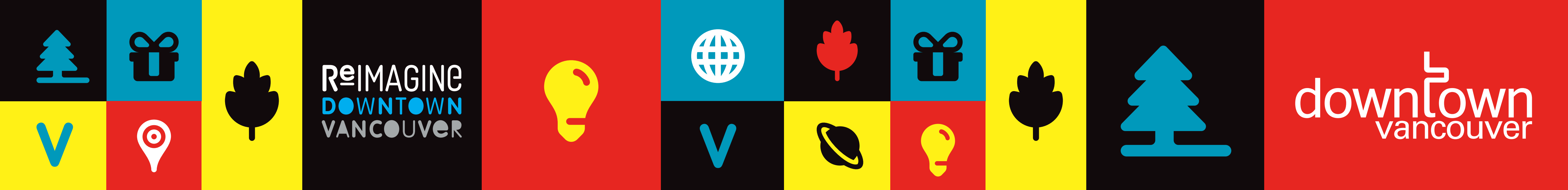
A city where protected nature and creative urbanism successfully cohabit: **a model of environmental, social and economic sustainability.**



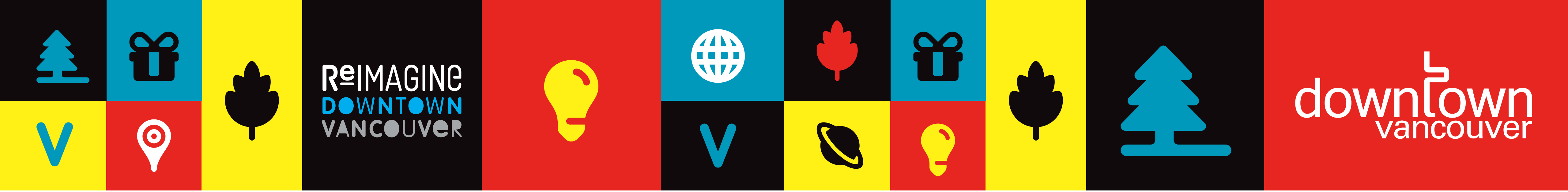
A city where **digital technology is embraced, connecting us to the issues of the day**, both locally and around the globe.



Where we are **ten seconds away**
from our neighbours or **ten hours**
from global capitals.



A city where **everyone is welcomed**
and wants to be.

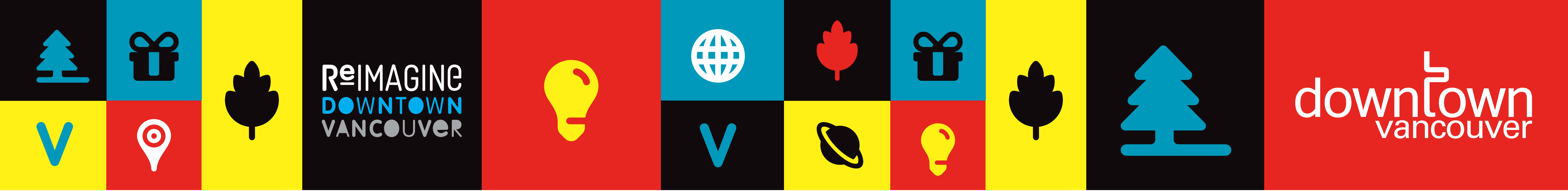


RE-IMAGINE DOWNTOWN VANCOUVER

Presented by Charles Gauthier, President and CEO

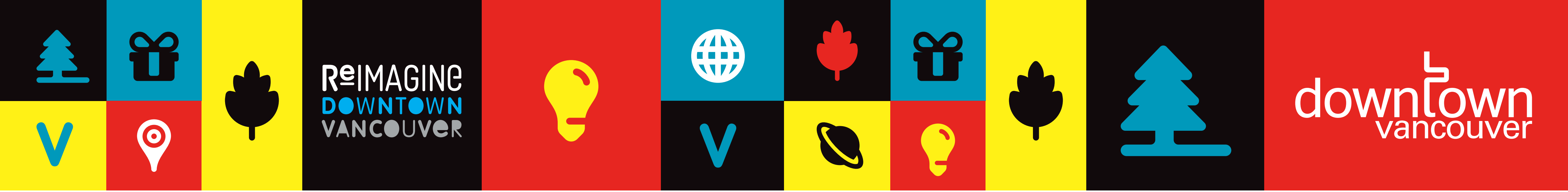
Downtown Vancouver Business Improvement Association

April 20, 2016

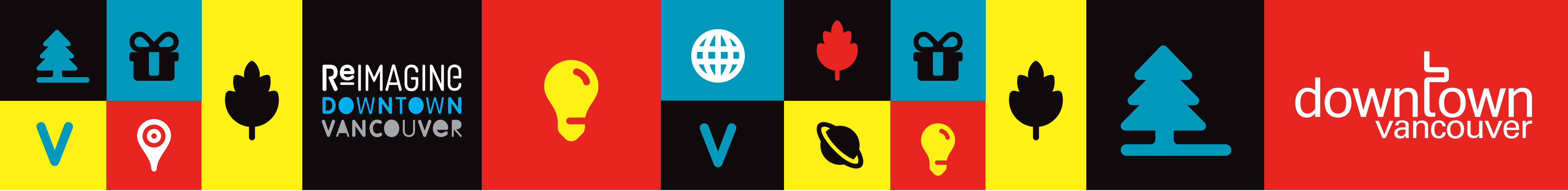


Re-Imagine Downtown Vancouver

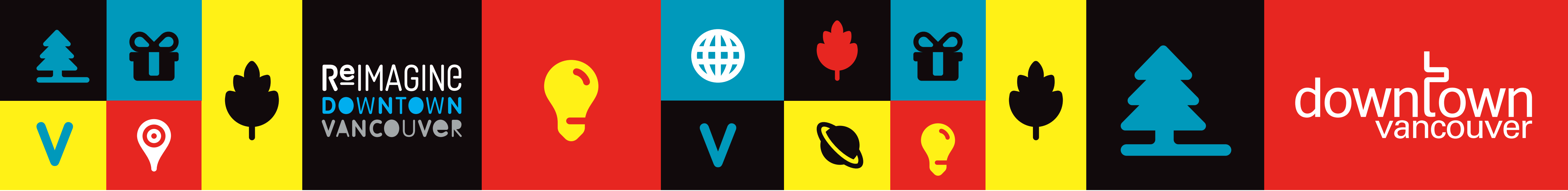
was a community engagement process to develop a vision for downtown Vancouver by 2040.



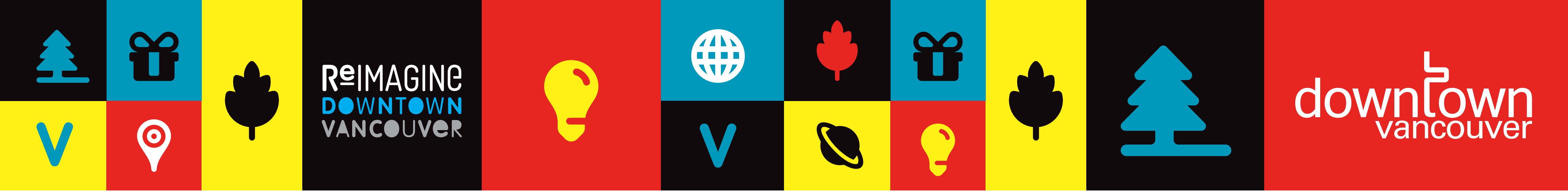
GOALS



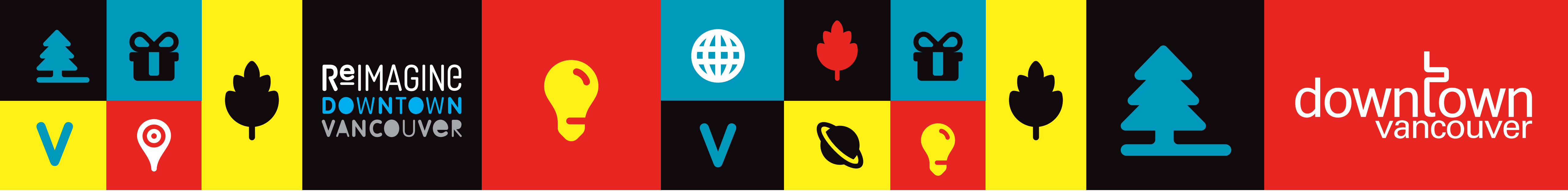
1. Engage those who **work, live, learn, and do business** in downtown Vancouver.



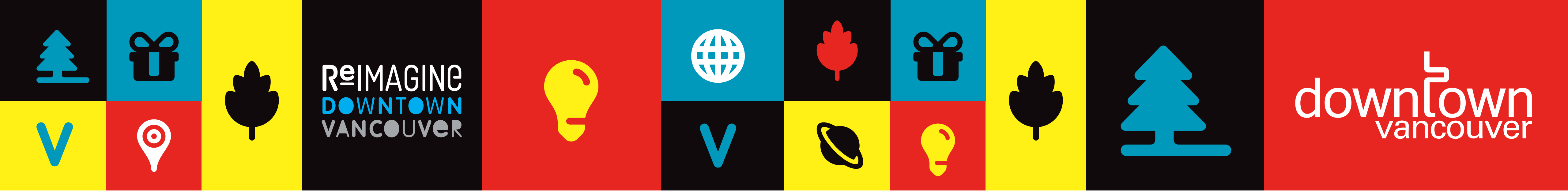
2. Ensure a **holistic and creative visioning process.**



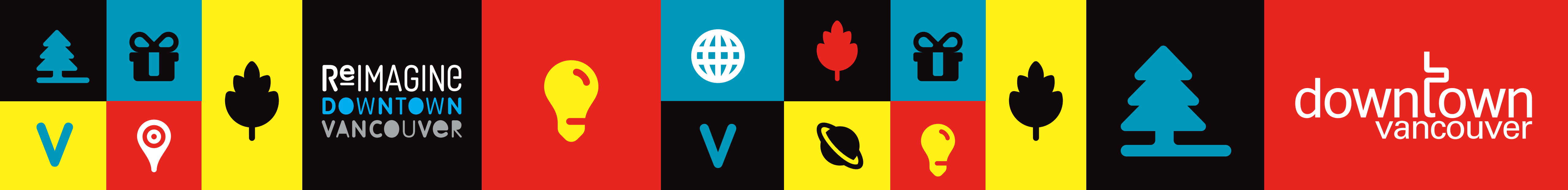
3. **Collaborate with partners**
in designing and delivering the
engagement process.



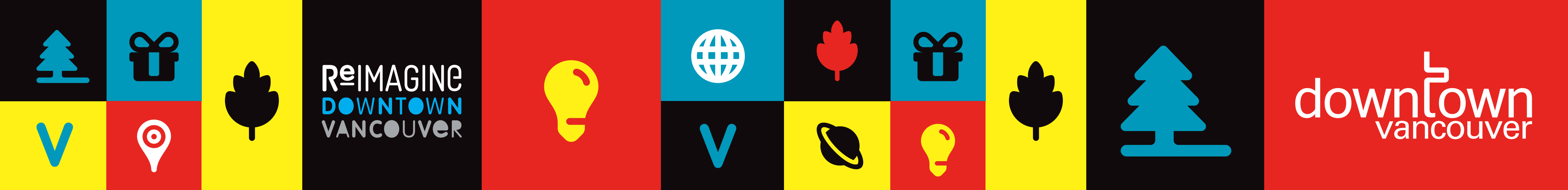
4. **Influence** the City of Vancouver's approach to the development of downtown Vancouver.



5. **Inform** the DVBIA's five-year strategic plan.

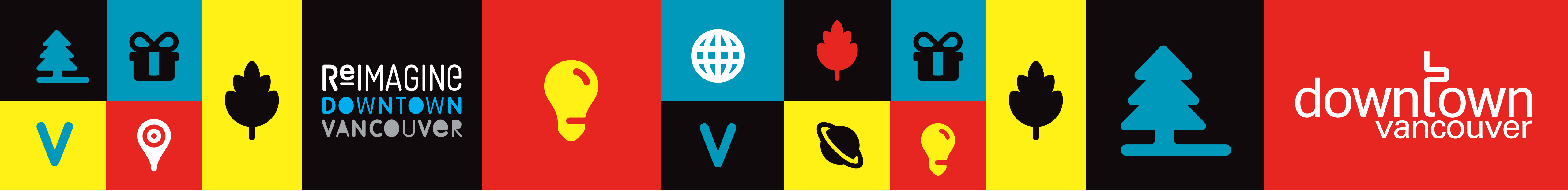


WHAT DID WE DO?

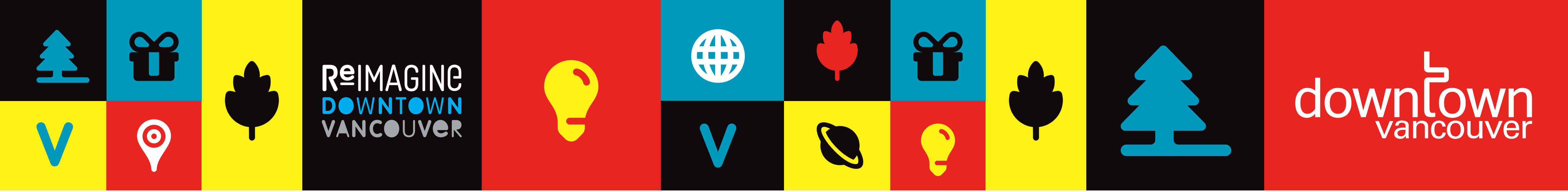


Partnered with

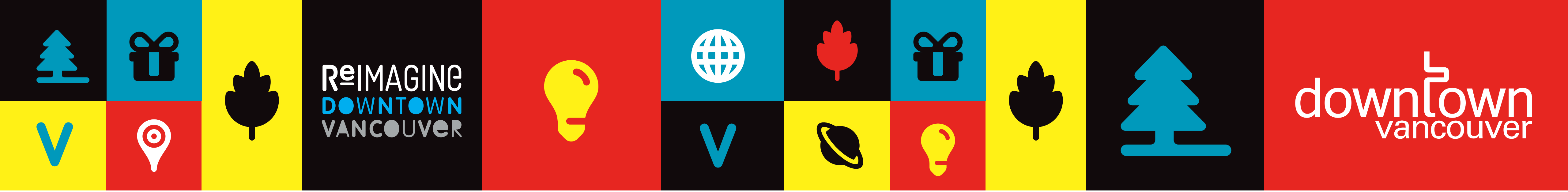




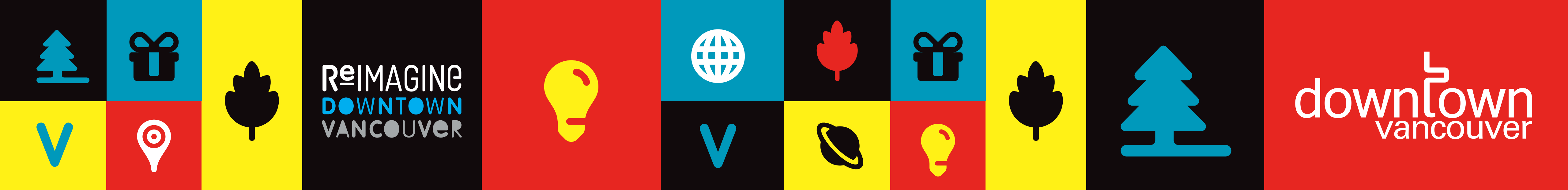
Informed key **stakeholders** of what we were about to do.



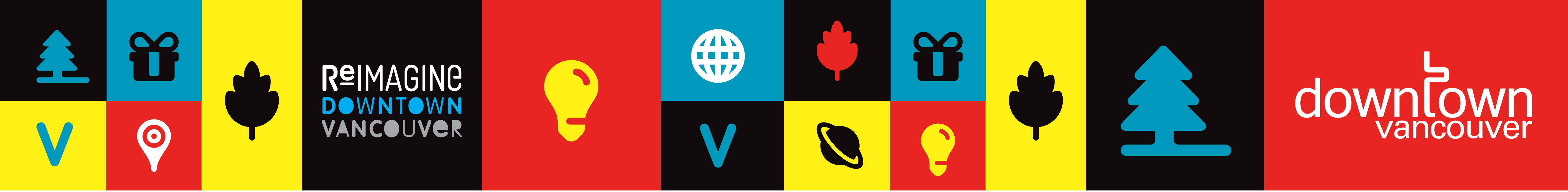
Hosted a **focus group** to provide feedback on the community engagement process.



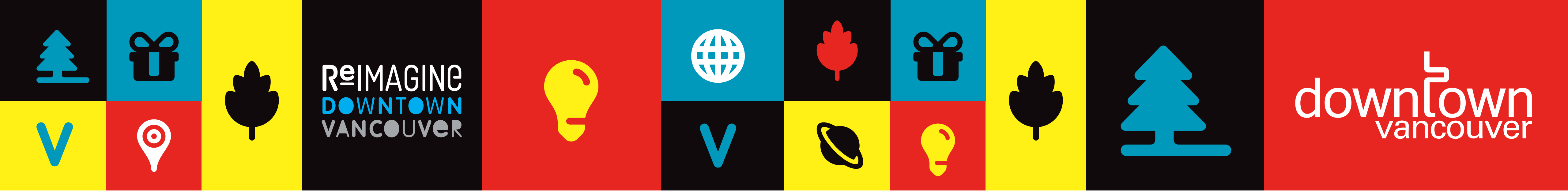
ENGAGEMENT



- Jam sessions
- One-on-ones
- Street teams
- Website
- Online survey
- BikeShops
- Stories
- Social media

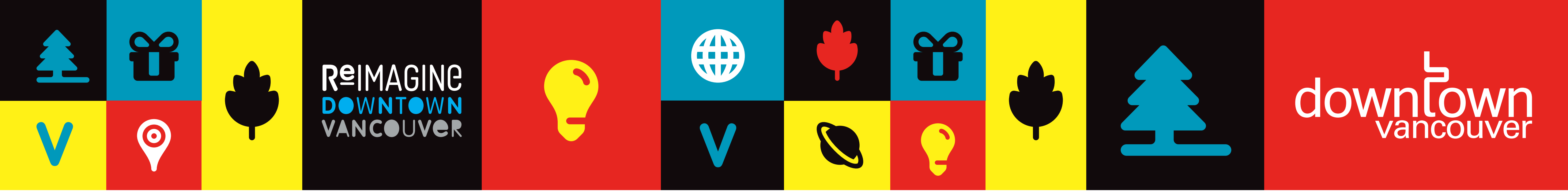


RESULTS



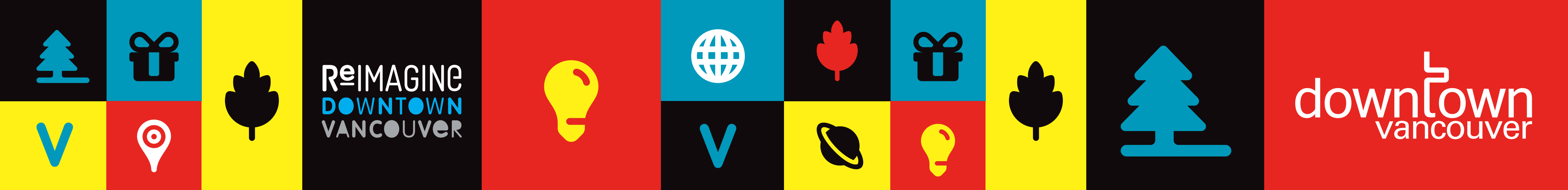
11,000 PEOPLE ENGAGED

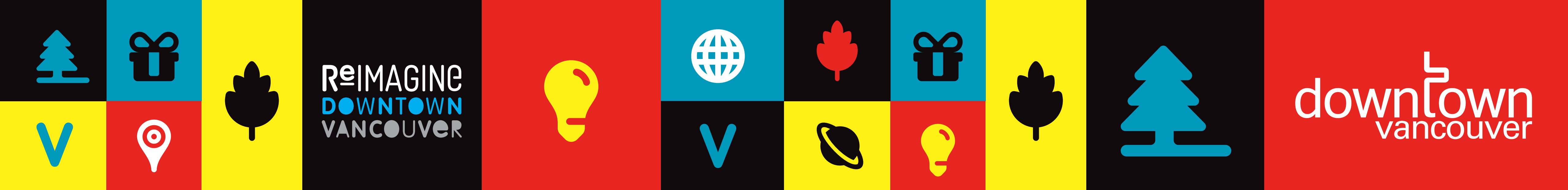
over a five-month period

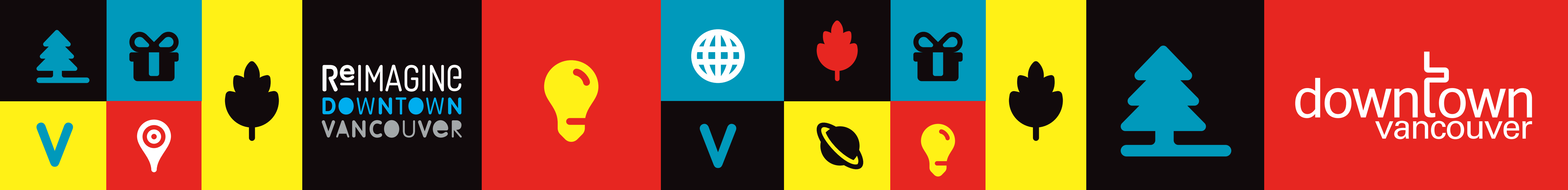


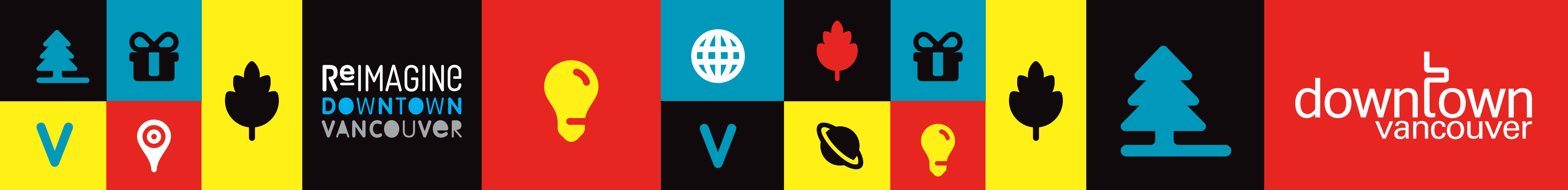
1,100 RESPONDENTS

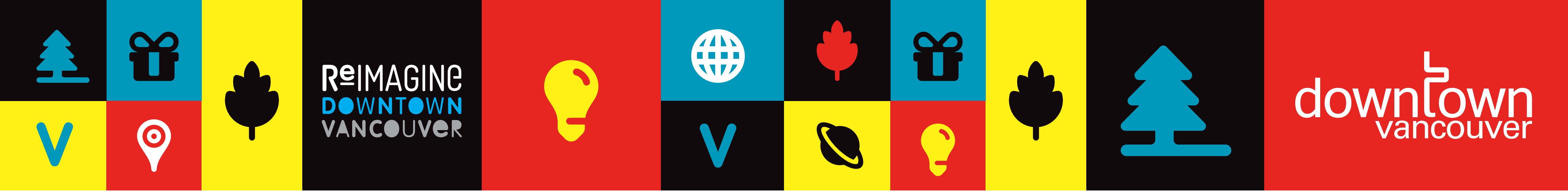
to the online survey



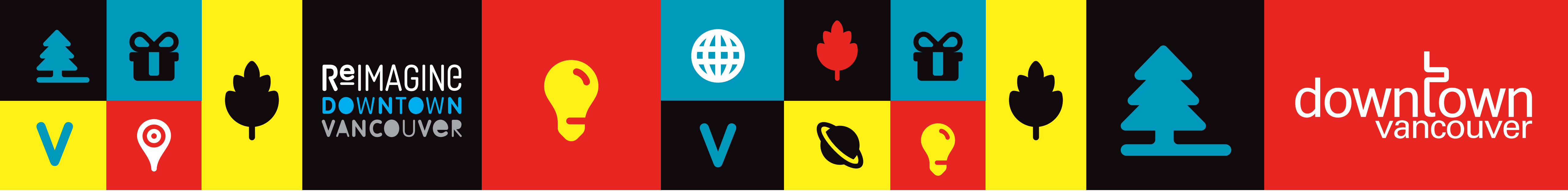




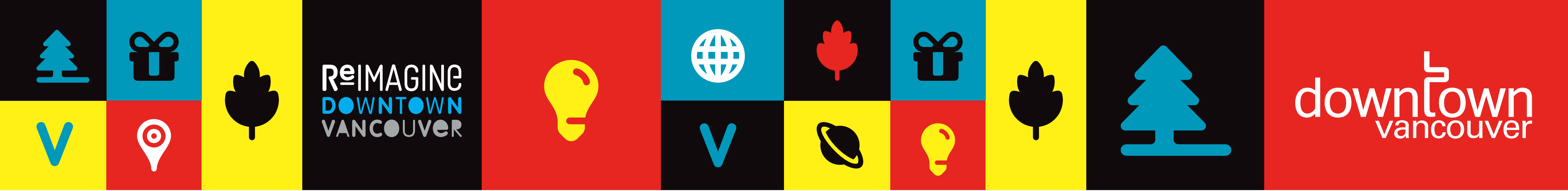




IDEAS

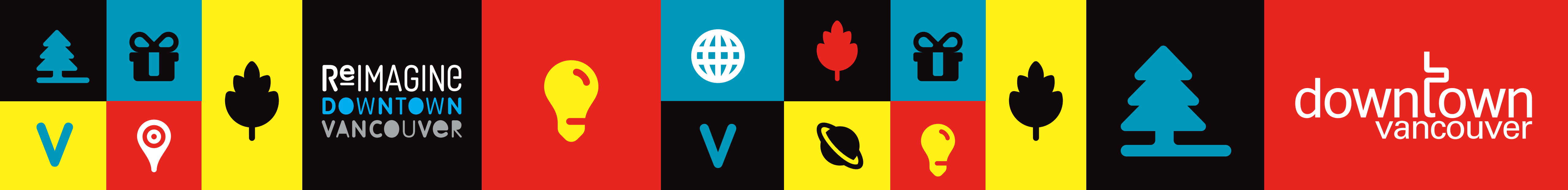


Participants contributed hundreds of ideas on how to **make the vision a reality.**



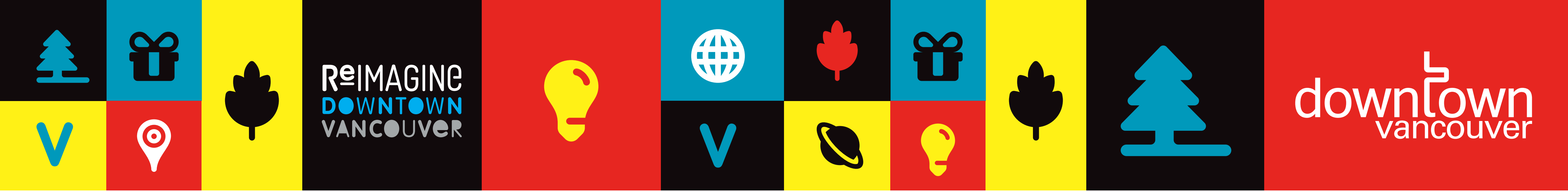
**The ideas belong to the people
who contributed them.**

We all need to play a part to change
downtown for the better.



“Great places are more than just parks, plazas and lively streets. They are also about the human scale ‘little stuff’ that makes people’s experience of the spaces feel safe, comfortable and engaging.”

– **Re-Imagine Downtown Vancouver Report**



downtown
vancouver **BIA**
BUSINESS IMPROVEMENT ASSOCIATION

IN PARTNERSHIP WITH:

SFU
PUBLIC
SQUARE