

**Vancouver Park Board–Vancouver Aquarium  
Proposed Public Consultation Process  
Vancouver Aquarium Revitalization and Expansion Proposal**

**DATE:** June 29, 2006  
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## 1.0 INTRODUCTION

The Vancouver Aquarium is proposing a revitalization and expansion of the Aquarium. The Vancouver Park Board has directed that a public consultation process be conducted about this proposal under the co-management of the Vancouver Park Board and the Vancouver Aquarium. A Consultation Steering Committee of Vancouver Park Board and Vancouver Aquarium staff, and Kirk & Co. Consulting Ltd. (the firm contracted to design and implement the consultation) will manage the consultation process. The following describes this public consultation process.

## 2.0 PURPOSE OF THE PUBLIC CONSULTATION

The purpose of the public consultation program is to:

- a. **Inform the community and stakeholders** about the options available to revitalize and expand the Vancouver Aquarium and inform Vancouver residents of opportunities to participate in the consultation process.
- b. **Gather input and feedback** regarding the options for revitalization and expansion of the Vancouver Aquarium through a consultation that is thorough and open to all Vancouver residents.
- c. **Summarize community and stakeholder input** regarding the options for revitalization and expansion of the Vancouver Aquarium.
- d. **Consideration of input** by the Vancouver Park Board and the Vancouver Aquarium regarding revitalization and expansion options for the Vancouver Aquarium.

Note: **public input is considered** along with technical and financial inputs when the Vancouver Aquarium makes its final decision about the revitalization program.

## 3.0 CONSULTATION METHODS

The consultation program will consist of a variety of consultation methods. These methods are described in detail below:

- a) **Pre-consultation**
  - An independent polling firm will conduct 3 focus groups to test consultation materials to ensure they are clear and effective.
  - Interviews will be held with Stakeholder Groups to gather feedback on the consultation process.
- b) **Discussion Guide<sup>1</sup> and Feedback Form**

A *Discussion Guide* will provide key information about the Aquarium, background on the project and impacts on the Park, and the consultation

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<sup>1</sup> The Discussion Guide will be a short booklet that provides details of the proposed revitalization and expansion and identifies impacts and benefits of the project.

topics. A Feedback Form will be provided to gather public input on each consultation topic and encourage public comment.

c) **Display Boards**

Display boards will reflect the content of the Discussion Guide.

d) **Scale Model**

A model of the proposed revitalization and expansion will be developed for use at the open houses.

e) **PowerPoint**

A PowerPoint presentation will be used in the small group meetings.

f) **Newspaper Insert**

A newspaper insert will be circulated through *The Vancouver Sun* and the *Vancouver Courier* (subject to budget). The insert will present a summary of the information in the Discussion Guide, have a feedback component and provide information on opportunities to participate in the consultation.

g) **Website**

A separate web page will contain all of the information relevant to the consultation and have a web-based, interactive feedback form. The project will consider web-based feedback from GVRD residents.

h) **Public Notification**

The following methods will be used to ensure that Vancouver residents are aware of the consultation and their opportunity to participate in open houses or through the web, e-mail, and fax:

- i. The newspaper insert discussed above will include information about the consultation process and the venues for open houses.
- ii. Advertising will be placed in *The Vancouver Sun* and *Vancouver Courier* (subject to budget).
- iii. E-mails will be sent from the relevant Park Board e-mail lists, the Aquarium e-mail list and organizations will be asked to e-mail their memberships.
- iv. Telephone calls and e-mails will be used to encourage stakeholders to participate in the stakeholder meetings and they will be asked to notify their contacts about the opportunity to participate in the consultation.
- v. Notices for posting will be provided to community centers.
- vi. Signs will be placed in Park information facilities and the City of Vancouver website and newsletters.
- vii. Signs will be placed within the Aquarium and on the project site.
- viii. The Discussion Guide will identify opportunities for participation.

i) **7 Stakeholder Meetings**

The Park Board/Aquarium consultation will include a minimum of seven stakeholder meetings. Although each meeting will be focused on communities of interest, many stakeholder groups will be invited to attend. For instance, we might have a business community meeting and invite organizations with tourism interests, the Vancouver Board of Trade, and other

## Appendix A

businesses interested in the Aquarium. This will ensure a broad range of stakeholders are invited.

- j) **5 Consultation Focus Groups**  
In response to the Park Board Planning Committee, the Park Board/Aquarium consultation will include a series of Focus Group Meetings. Those attending these meetings will be randomly selected from residents of Vancouver. Selection criteria will be established to ensure that the focus groups reflect the diversity of city residents.
- k) **Public Attitude Survey**  
A public attitude survey will be conducted near the end of the consultation and will include a sampling of regional as well as Vancouver residents.
- l) **Three Open Houses**  
Open houses will be held in community centers in the West End, Vancouver's east side, and Vancouver's west side.
- m) **One-on-One Interviews**  
A series of one-on-one interviews will be conducted in approximately ten public locations, resulting in several hundred interviews. These interviews will be conducted in August and September.
- n) **Youth**  
The Park Board/Vancouver Aquarium Consultation Steering Committee will work with teachers to identify a process for including secondary school student input into the consultation.
- o) **Academic and other Experts**  
The Park Board/Aquarium consultation team may identify a group of academic and technical experts to provide technical input on aspects of the project.
- p) **Feedback**  
Feedback will be gathered using the following methods:
  - i. Discussion Guide Feedback Form – the Discussion Guide will include a feedback form that individuals can fill out at consultation events or return by mail or fax. This will include quantitative and qualitative questions.
  - ii. E-mail – individuals can send e-mails that respond to the consultation topics.
  - iii. The newspaper insert will include a feedback form that can be mailed or faxed back.
  - iv. The website will have an interactive feedback form.
  - v. The one-on-one interviews will include a feedback mechanism.
  - vi. Notes will be taken at stakeholder meetings and focus groups.
  - vii. Written submissions may be provided to the consultation.
  - viii. A public attitude survey will be conducted near the end of the consultation and will include a sampling of regional as well as Vancouver residents.

q) **Consultation Summary Report**

Feedback will be summarized in a Consultation Summary Report and provided to the Vancouver Park Board and the Vancouver Aquarium for their consideration.

### 4.0 PROPOSED CONSULTATION TOPICS (draft)

The following are the proposed consultation topics which the Vancouver Park Board and the Vancouver Aquarium have jointly developed. The list of topics will be finalized in July. Background<sup>2</sup> and more detailed information about the topics will be provided in the Discussion Guide, including benefits and potential trade-offs.

Most questions in the feedback form will include an agreement scale or, in the case where there is a clear choice, participants will be asked for their preference.

The following agreement scale will be used:

1. Strongly agree
2. Moderately agree
3. Neither agree nor disagree
4. Moderately disagree
5. Strongly disagree

#### **Land Use and Design**

##### **1. Aquarium Facilities**

###### 1.1. Entry

- Iconic style, or
- A more integrated style with the natural environment

###### 1.2. Viewing Above Water (outdoor)

- Theatre seating, or
- A less formal walk through
  
- Some covered areas, or
- No additional cover

###### 1.3. Viewing Below Water (indoor)

- Seating, or
- Standing viewing area

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<sup>2</sup> Information will be provided on the amount of land (footprint) used by Aquarium in Stanley Park, impacts on trees, vehicular traffic and parking and other topics identified in the technical review. Feedback will be sought as part of the final question where impacts are described.

### 1.4. Food

- Cafeteria-style, or
- Seated-style restaurant

### 1.5. Education / Interpretation

- Global warming / climate change
- Pollution
- Over-fishing
- Other suggestions for education/ interpretation programs

### 1.6. Children's Space

- Increase children's program activities and events (educational), or
- Expand social activity space for children (fun, parties, etc)

## 2. Plaza

### 2.1. Overall Design

- Performance-oriented design, or
- A natural, more passive reflective space.

### 2.2. Food

- Cafeteria-style, or
- Walk-up/take-out style, or
- Seated-style restaurant

### 2.3. Weather Protection

- Some covered areas, or
- No covered area

## 3. Free Public Viewing Opportunities

- Glimpses of whales and dolphins, or
- Views of other animals (for example, beavers or waterfowl)

## 4. Salmon Stream & Hatchery

### 4.1. Revitalized Salmon Stream and Hatchery

- Expanded and enhanced, or
- Maintain current condition

## 5. Access (pedestrians, traffic, etc.)

### 5.1. Pedestrian Circulation

- Trails, sidewalk – improved connection to seawall or to the rest of the park

### **Level of Support for the Revitalization and Expansion Proposal**

As a final question, the Vancouver Park Board and Vancouver Aquarium will seek input on overall support for the revitalization and expansion of the Vancouver Aquarium. An initial approach to this question is:

The revitalization and expansion will: (some examples may include)

- Improve space for the whales and dolphins
- Improve education and research programs
- Improve animal viewing opportunities
- Improve the public plaza

The revitalization and expansion will also mean that: (some examples may include)

- The Aquarium continues to have whales and dolphins based on the guidelines of the Parks Control By-law (rescued/stranded or injured; born in captivity; or in captivity before 1996)
- Removal and replacement of trees
- Additional park land will be required
- There may be fewer opportunities for free viewing of marine mammals

Considering these factors, are you in favour of the Aquarium revitalization and expansion proposal?

1. Strongly favour
2. Moderately favour
3. Moderately oppose
4. Strongly oppose

Please provide additional comments below.

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## 5.0 SCHEDULE

### JULY

#### **Pre-Consultation Process**

##### **Focus Groups**

An independent polling firm will be retained to conduct two/three focus groups in advance of the consultation, to test consultation materials to ensure they are clear and effective.

##### **Stakeholders**

We will contact up to six key stakeholder groups, provide them with the consultation plan and discuss with them any adjustments they would like to have to the plan.

## Appendix A

### **Finalize “What are we consulting on?”**

Subsequent to input from the Park Board, we will finalize what we are consulting on.

### **Write/Produce Consultation Discussion Guide and Feedback Form and Display Boards/ Scale Model**

- We will begin writing the Discussion Guide and Feedback Form in June. The Discussion Guide will be modified based on input from the Park Board and finalized by July 30.
- Organize locations for stakeholder meetings, open houses, and other events.
- Develop stakeholder lists and send out invitations, as required.
- Organize Academic and Other Experts as a panel and brief them.

## **AUGUST**

### **Initial Implementation of the Consultation Program**

At the beginning of August, the consultation **website** will be available and materials will be posted to the website.

During the month of August, we will implement a number of consultation activities, recognizing that these events will be limited because of the summer holiday period, including:

- Up to three stakeholder meetings
- Conduct one-on-one interviews as indicated in the consultation plan.

## **SEPTEMBER**

### **Full Implementation of the Consultation Program**

Full Implementation of the Consultation Program will begin the week of September 11, 2006.

Week of September 5

Advertisements about opportunities to participate will run in local papers and will be posted in community centres and other locations.

September 14

Newspaper insert placed in *The Vancouver Sun*

September 11 - 29

Conduct open houses and remaining stakeholder meetings  
Conduct consultation focus group meetings  
Conduct school program  
Conduct remaining one-on-one interviews  
Conduct a public attitude survey



### OCTOBER

October 6

Consultation Deadline

October 23

Data analysis, finalize consultation summary report

Late October – Park Board Meeting

#### **6.0 REPORTING OUT**

The Consultation Summary Report will be presented to the Park Board and Aquarium Board for their consideration and made available on the web and by request to the community and stakeholders.