



Community Consultation Summary Report

Vancouver Aquarium Revitalization and
Expansion Proposal in Stanley Park

November 8, 2006

www.aquariumconsultation.ca

**Kirk & Co. Consulting Ltd.
Suite 402 - 1250 Homer Street
Vancouver BC V6B 1C6**

Executive Summary

Overall, there was strong support for the Vancouver Aquarium's proposal for revitalization and expansion with 89% support from the consultation program and 82% support from the public attitude survey.

The Consultation Program

The Vancouver Aquarium is proposing a revitalization and expansion to improve its animal habitats and public spaces. Between September 25 and October 30 2006, the Vancouver Aquarium conducted a public consultation program to seek community input on the desirability of the proposal, given the impacts on land, trees, and green-space in Stanley Park. In addition, the Aquarium sought input on the rules governing whales and dolphins in Stanley Park. Community input was gathered through open houses, stakeholder meetings, a website and on-line feedback form, newspaper inserts, one-on-one interviews, focus group meetings and a public attitude survey.

More than 4,000 people participated in the consultation, including:

- ~ 1,700 participated through the web
- ~ 75 attended stakeholder meetings
- ~ 40 attended focus group meetings
- ~ 520 attended open houses
- ~ 600 participated in one-on-one interviews
- ~ 400 sent in a newspaper insert feedback form
- ~ 600 residents were interviewed through the attitude survey
- ~ 52 people contacted the Vancouver Park Board
- ~ The remainder submitted their input by email, fax, telephone

Of the 4,000 participants, 3,300 returned a feedback form.

The following consultation results are presented with overall results first, followed by results from the City of Vancouver residents and the rest of the GVRD. Attitude survey results are also presented in this order.

Key Results

The objective of the consultation was to provide information on the proposed revitalization and expansion along with information developed by Park Board staff regarding the impacts of the proposal on Stanley Park and then to ask residents the degree to which they supported the proposal given the impacts on Stanley Park. In addition, information was provided on the rules governing whales and dolphins (cetaceans) in Stanley Park. The following summarizes the key results:

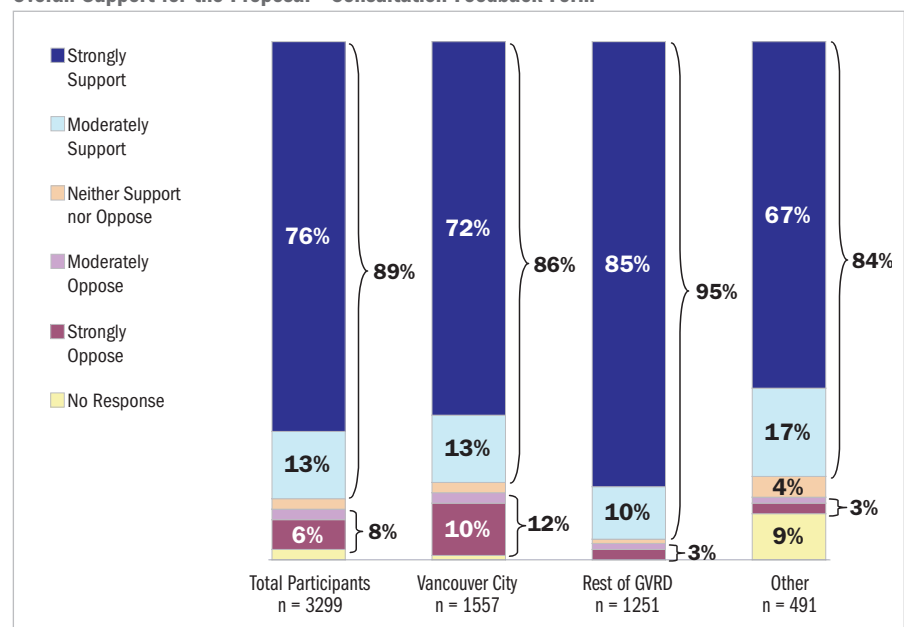
1. Support for the Aquarium Revitalization and Expansion Proposal

Feedback from all sources supports the proposal to revitalize and expand the Aquarium in Stanley Park, given the impacts on Stanley Park.

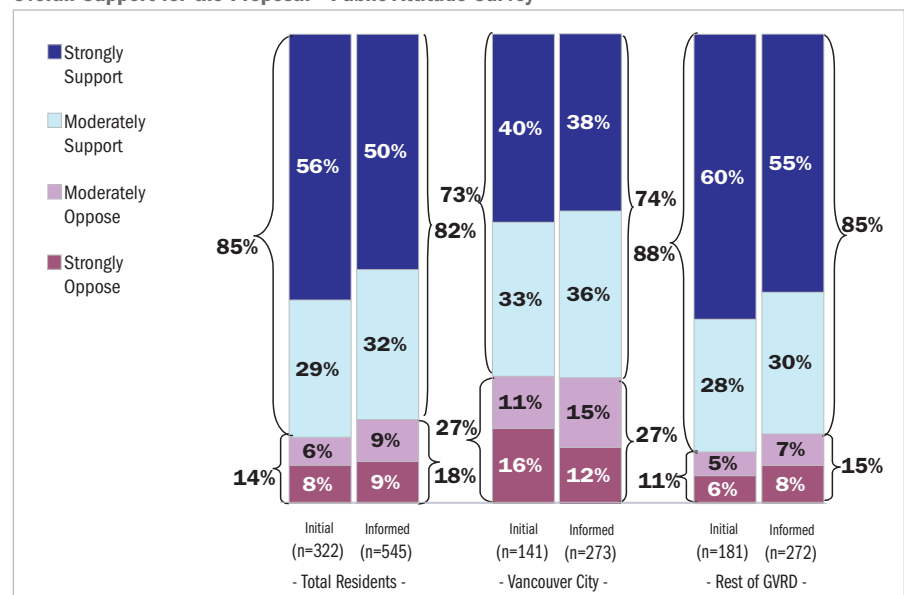
The consultation feedback forms show 89% support overall, 86% support from residents of Vancouver and 95% support from the rest of the GVRD.

The public attitude survey shows 82% support overall, 74% support from residents of Vancouver and 85% support from the rest of the GVRD.

Overall Support for the Proposal - Consultation Feedback Form



Overall Support for the Proposal - Public Attitude Survey

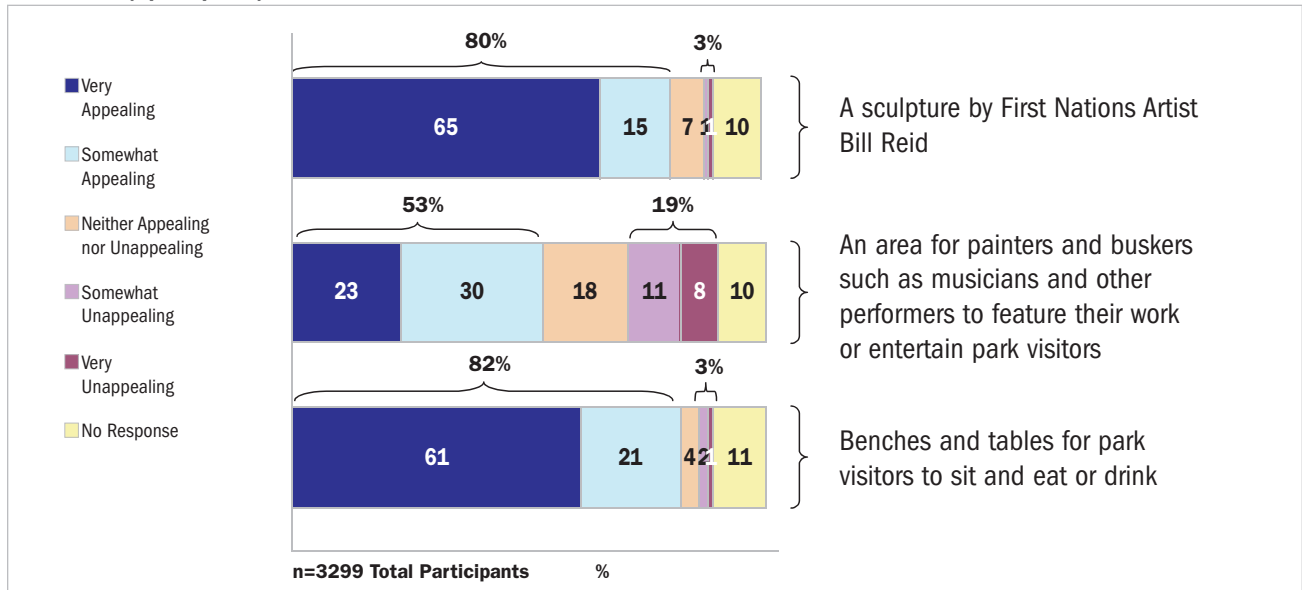


Key Results

2. Public Plaza (Open Spaces)

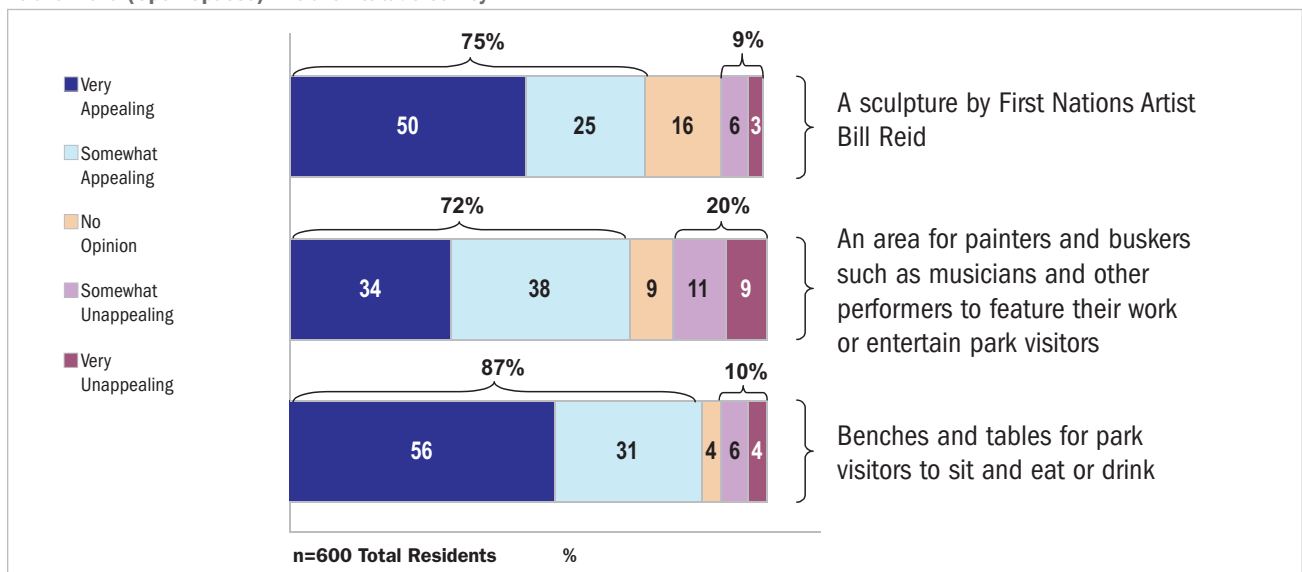
Feedback from all sources supports the options proposed for the Public Plaza including the Bill Reid sculpture, a zone for portrait artists and buskers, and benches and tables. The consultation feedback forms show overall support at 80% for the Bill Reid sculpture, 53% for the zone for artists and buskers and 82% for benches and tables. For Vancouver residents, there was 82% support for the Bill Reid sculpture, 53% for the zone for artists and buskers and 81% for the benches and tables. For the rest of the GVRD, 85% support for the Bill Reid sculpture, 58% for the zone for artists and buskers and 87% for the benches and tables.

Public Plaza (Open Spaces) - Consultation Feedback Forms



The attitude survey shows 75% support for the Bill Reid sculpture, 72% for the zone for artists and buskers 87% for benches and tables. For Vancouver residents, there was 70% support for the Bill Reid sculpture, 68% for the zone for artists and buskers and 85% for the benches and tables. For the rest of the GVRD, 76% support for the Bill Reid sculpture, 73% for the zone for artists and buskers and 88% for the benches and tables.

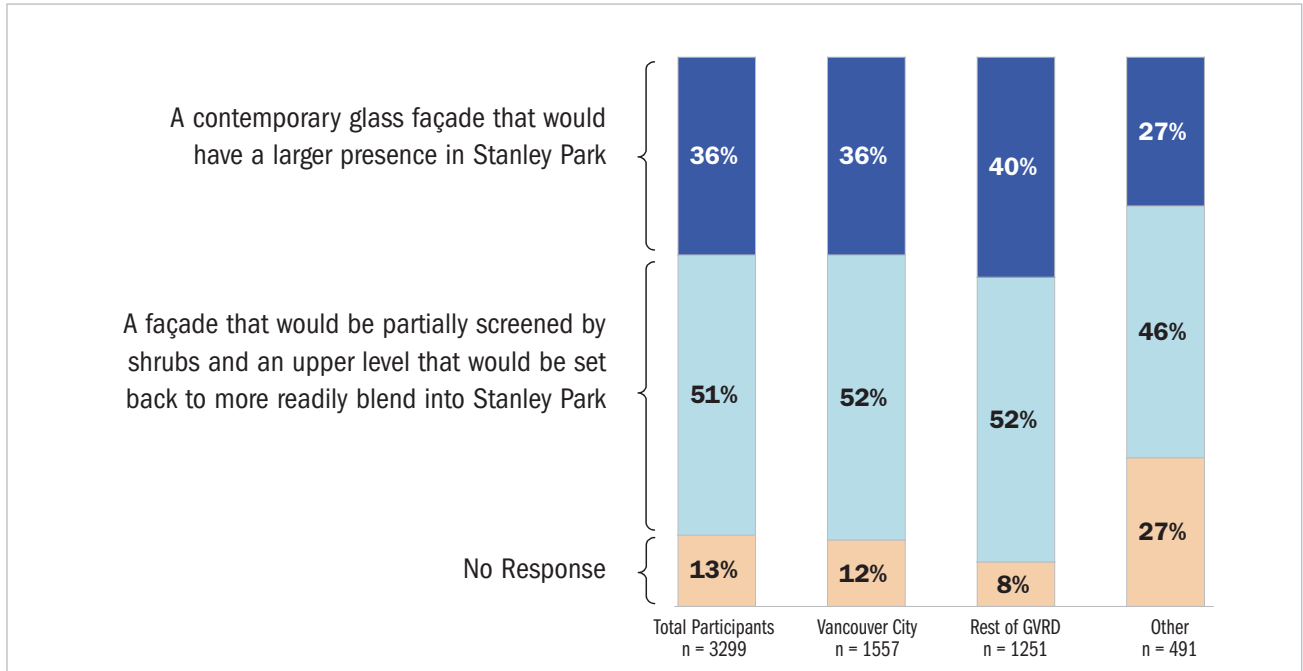
Public Plaza (Open Spaces) - Public Attitude Survey



3. Aquarium Building Façade/Main Entrance

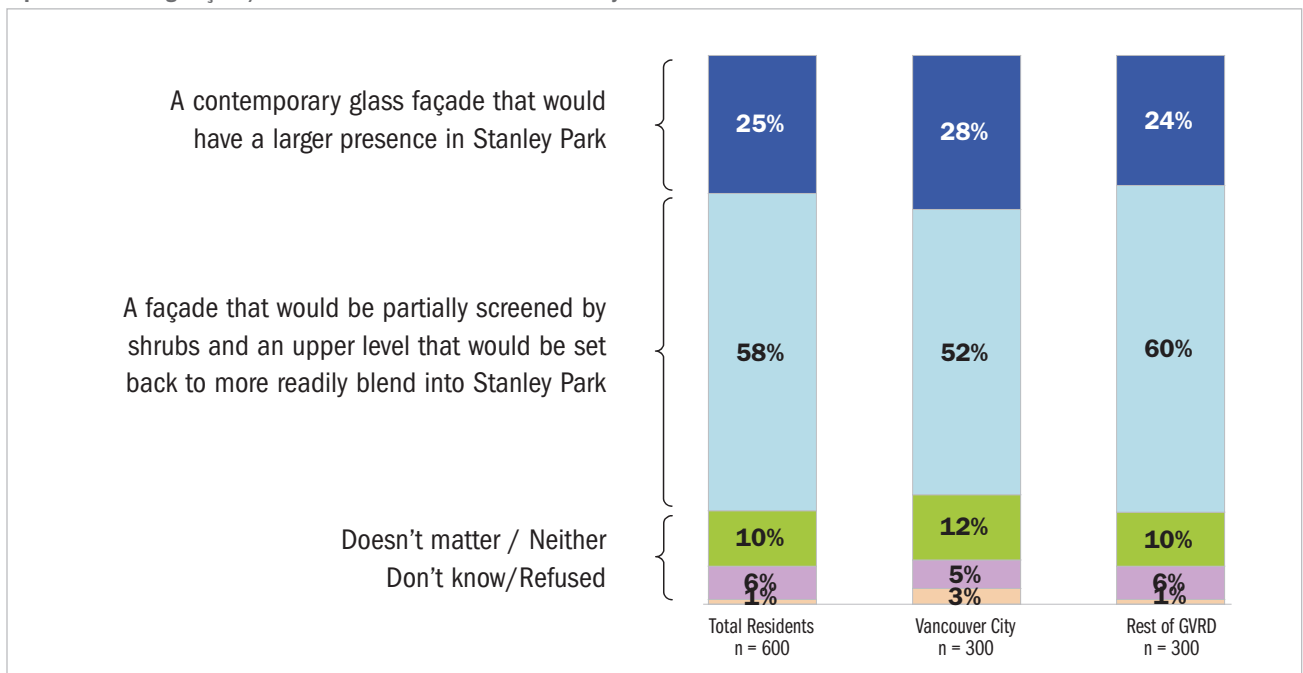
Consultation feedback forms show 51% support for a façade that is partially screened by shrubs and a stepped back upper level. For Vancouver residents and the rest of the GVRD, 52% support the partially screened option.

Aquarium Building Façade/Main Entrance - Consultation Feedback Forms



The public attitude survey shows 58% support for a façade that is partially screened by shrubs and a stepped back upper level. For Vancouver residents, there was 52% support for this option and for the rest of the GVRD, 60%.

Aquarium Building Façade/Main Entrance - Public Attitude Survey

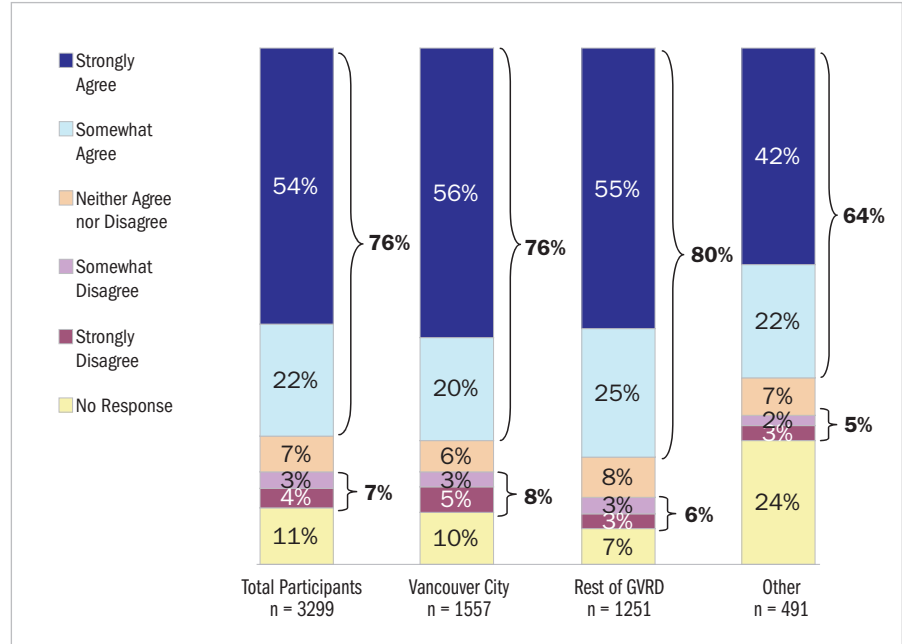


Key Results

4. Free Public Viewing of Aquarium Animals

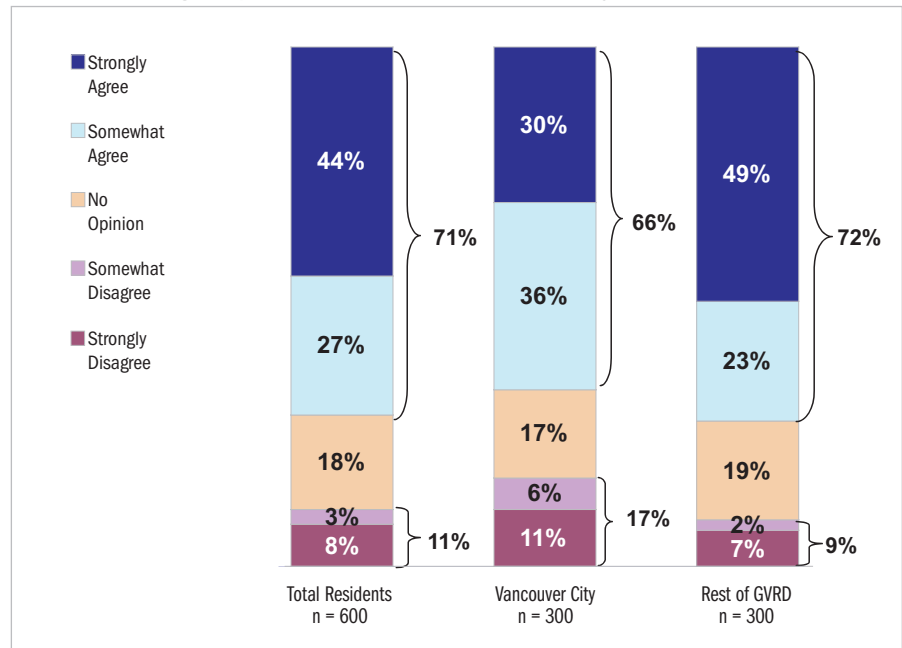
Support for additional free public viewing of animals as one form of appropriate compensation for the revitalization and expansion received 76% in the consultation feedback forms overall. For residents of Vancouver, support is 76% and for the rest of the GVRD, 80%. For residents of Vancouver, support is 76% and for the rest of the GVRD, 80%.

Free Public Viewing of Aquarium Animals - Consultation Feedback Forms



Support for additional free public viewing of animals as one form of appropriate compensation for the revitalization and expansion received 71% in the attitude survey overall. For residents of Vancouver, support is 66% and for the rest of the GVRD, 72%.

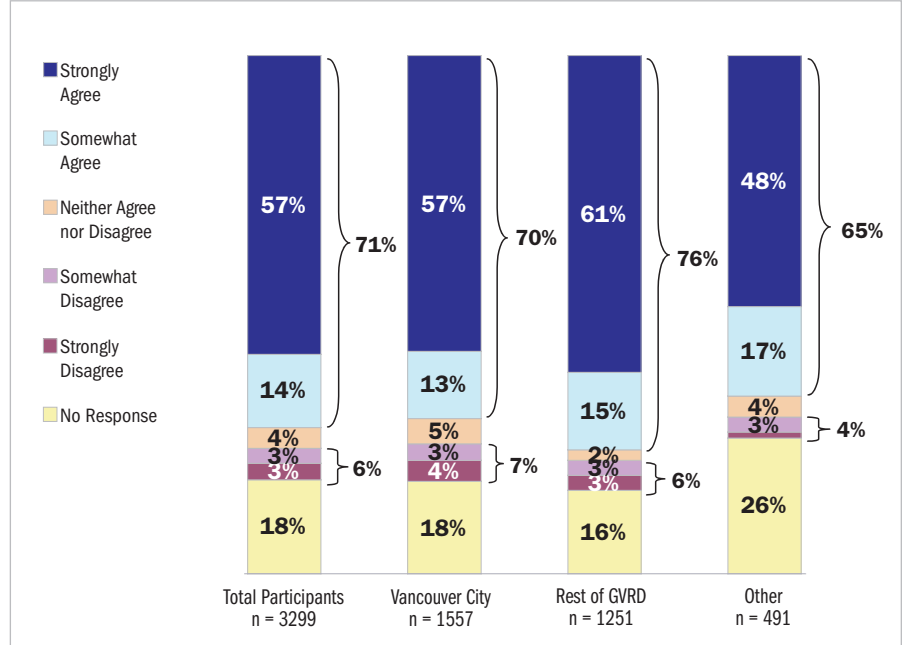
Free Public Viewing of Aquarium Animals - Public Attitude Survey



5. Salmon Hatchery and Stream

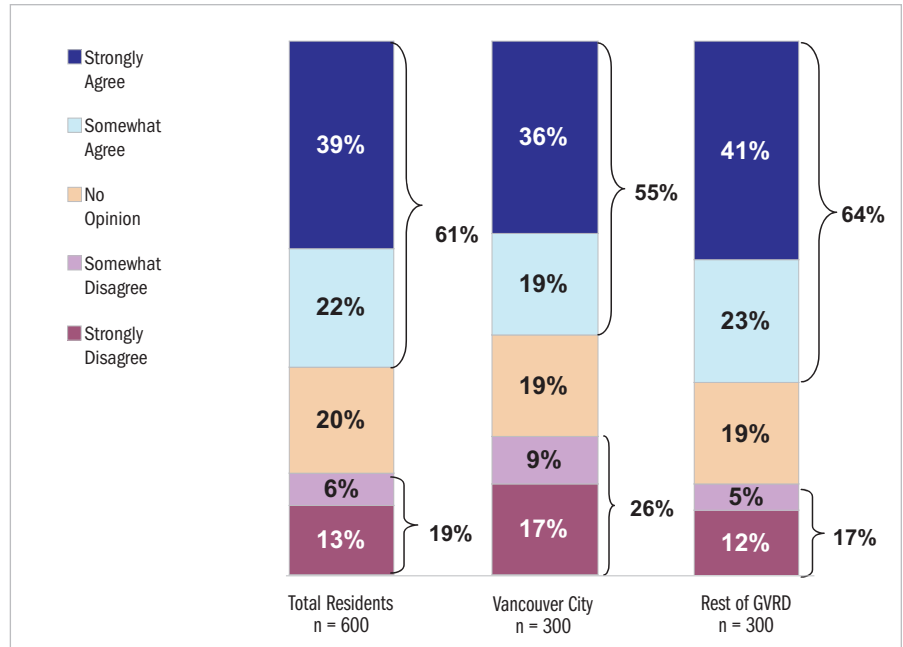
The consultation feedback shows overall support of 71% for a new salmon hatchery and stream. Vancouver residents supported the same choice with 70% and the rest of the GVRD, 76%.

Salmon Hatchery - Consultation Feedback Forms



The attitude survey results show overall support of 61% for a new salmon hatchery and stream. Vancouver residents supported the same choice with 55% and the rest of the GVRD, 64%.

Salmon Hatchery - Public Attitude Survey

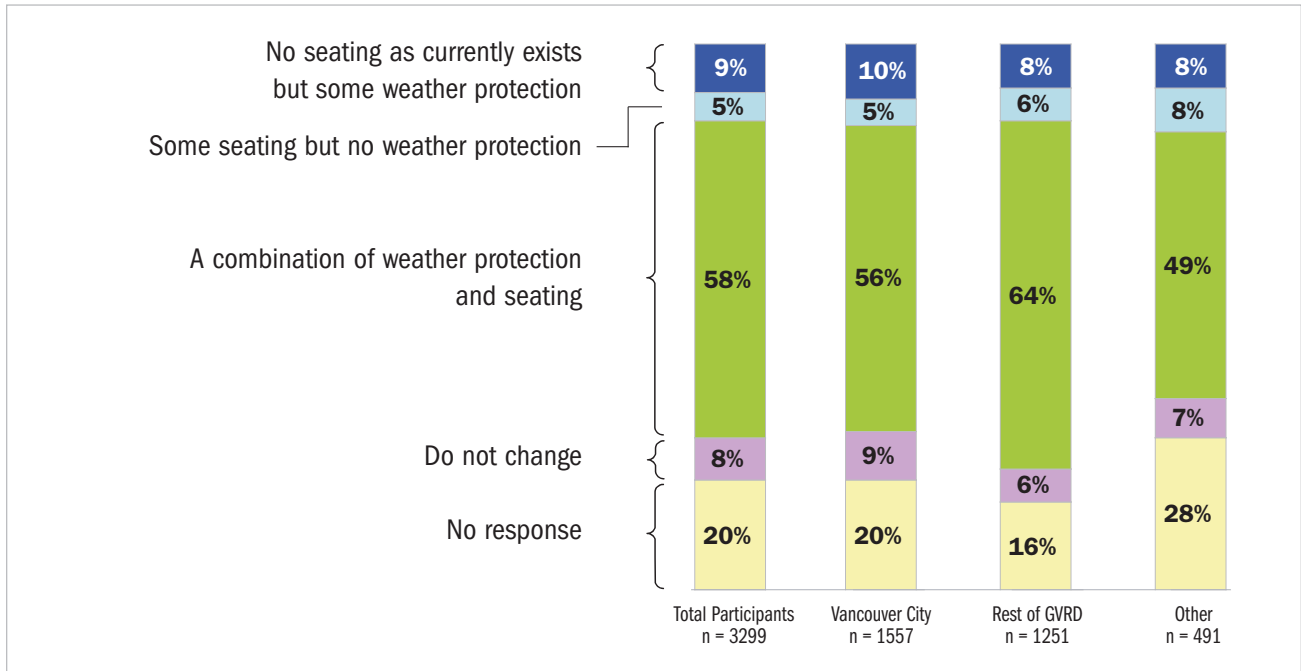


Key Results

6. Viewing Above Water (Outdoor)

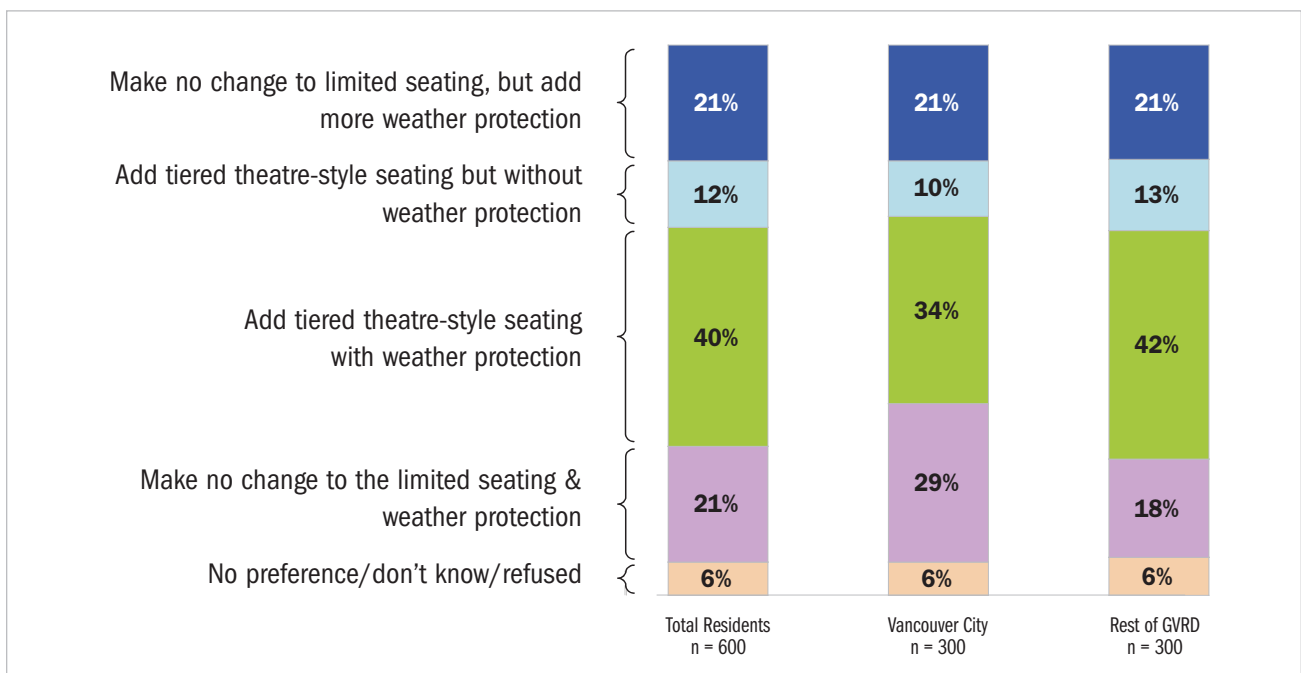
Overall, consultation feedback shows 58% support for the addition of theatre-style seating and some weather protection. 56% of Vancouver residents and 64% of the rest of the GVRD supported this option. 56% of Vancouver residents and 64% of the rest of the GVRD supported this option.

Viewing Above Water (Outdoor) - Consultation Feedback Forms



The attitude survey shows the combination of theatre-style seating with weather protection as the preferred option by 40% overall, with 34% of Vancouver residents and 42% of the rest of the GVRD supporting this option.

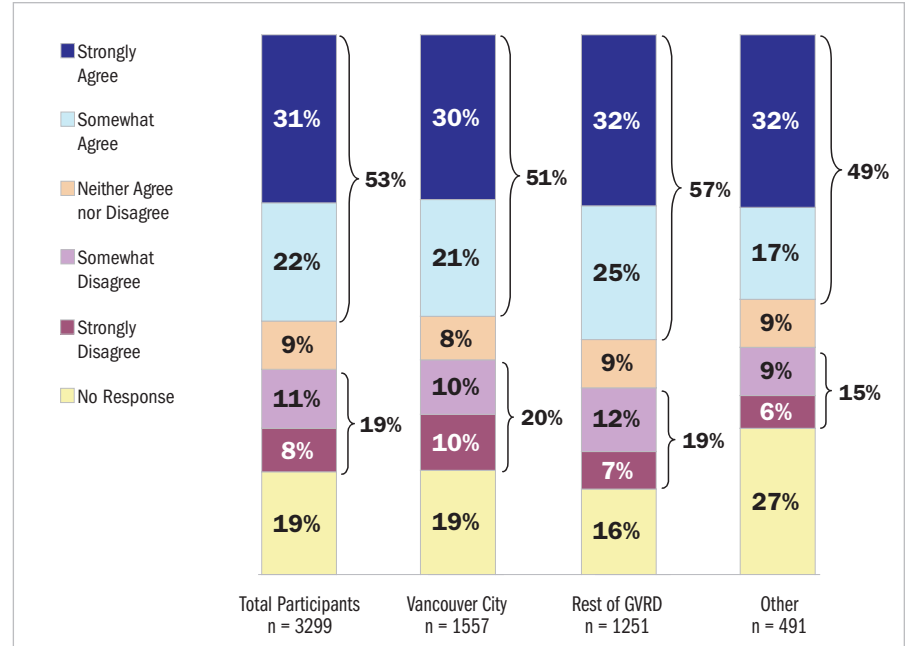
Viewing Above Water (Outdoor) - Public Attitude Survey



7. Viewing Underwater (Indoor)

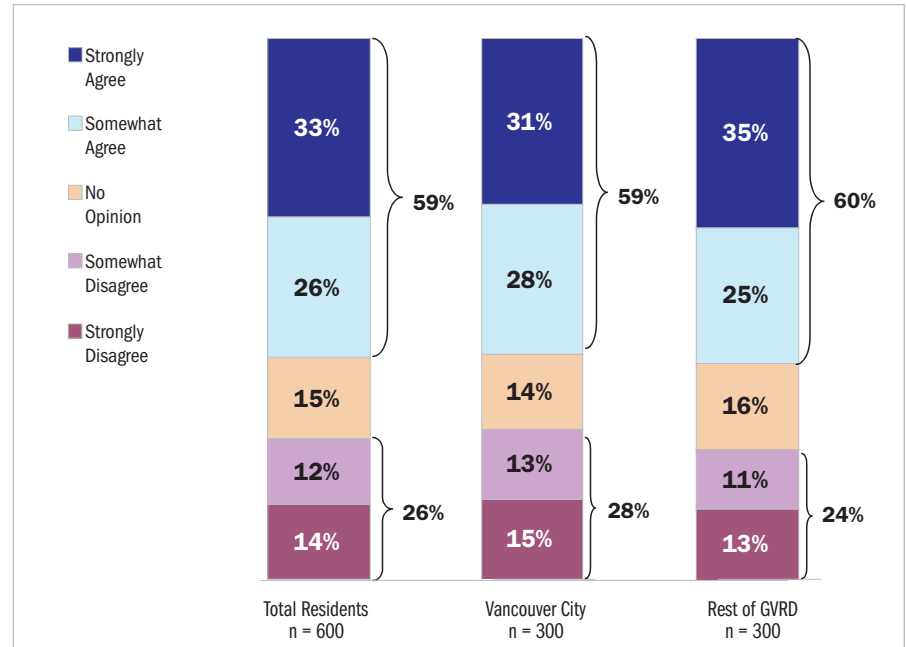
Consultation feedback shows 53% support theatre-style seating in front of some of the below-water viewing areas. 51% of Vancouver residents and 57% of the rest of the GVRD support this option.

Viewing Underwater (Indoor) - Consultation Feedback Forms



Attitude survey results show 59% support theatre-style seating in front of some of the below-water viewing areas. 59% of Vancouver residents and 60% of the rest of the GVRD support this option.

Viewing Underwater (Indoor) - Public Attitude Survey

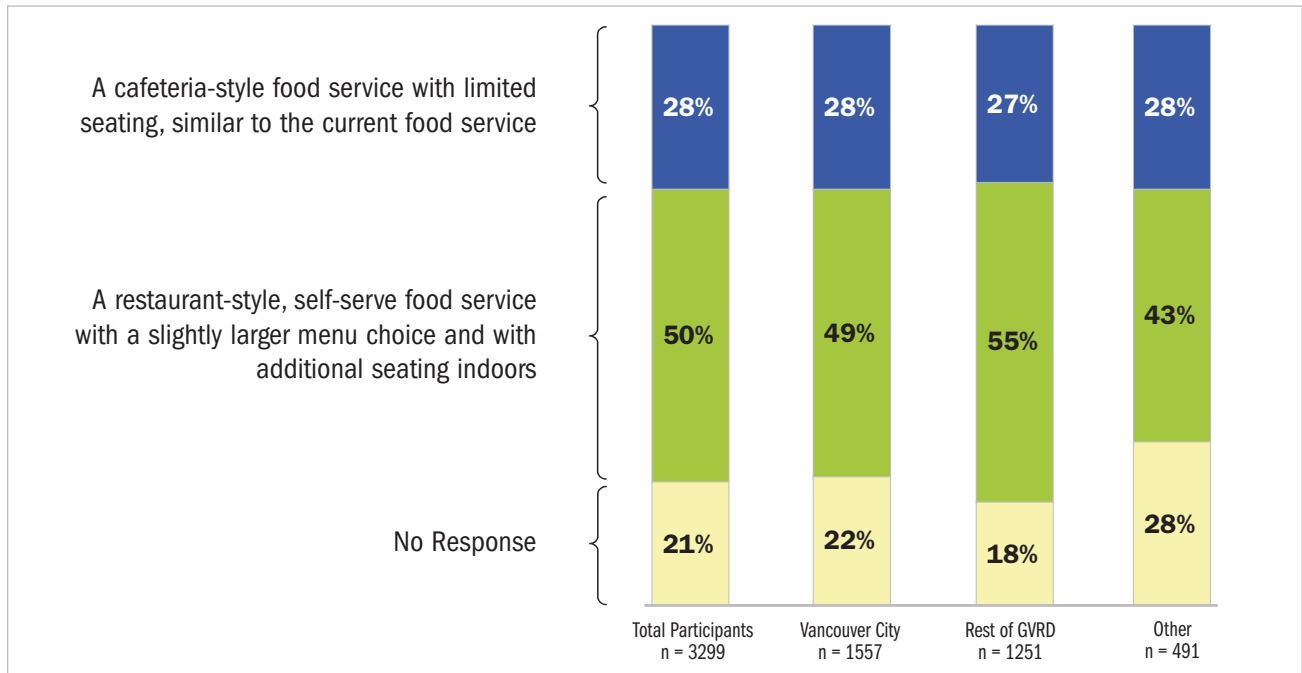


Key Results

8. Food Service Inside the Aquarium

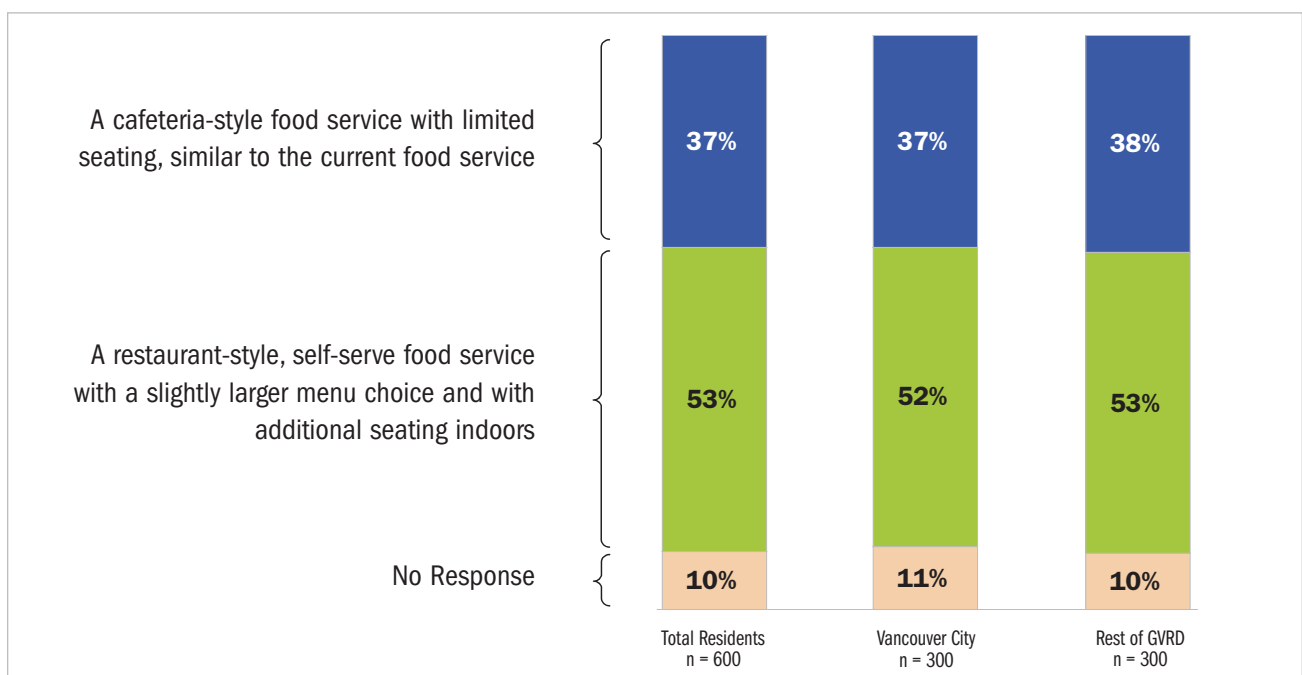
Overall, consultation feedback shows 50% support for the restaurant-style, self-serve food service, with 28% supporting the cafeteria-style and 21% not responding to this question. For Vancouver residents, support for the restaurant-style option is 49% and for the rest of the GVRD, 55%.

Food Service Inside the Aquarium - Consultation Feedback Forms



Support was slightly higher in the attitude survey with 53% supporting the restaurant-style and 37% supporting the cafeteria-style. For Vancouver residents, support for the restaurant-style option is 52% and for the rest of the GVRD, 53%.

Food Service Inside the Aquarium - Public Attitude Survey

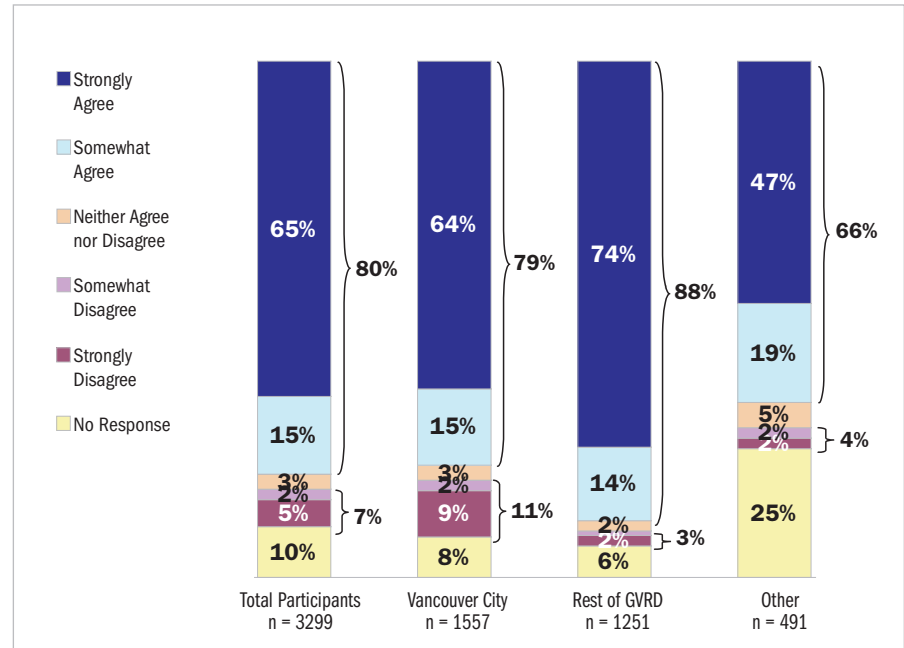


9. Amount of Land Required for Revitalization and Expansion

Overall, 61% agree with using additional park land for the revitalization and expansion, while 16% disagree and 22% have no opinion.

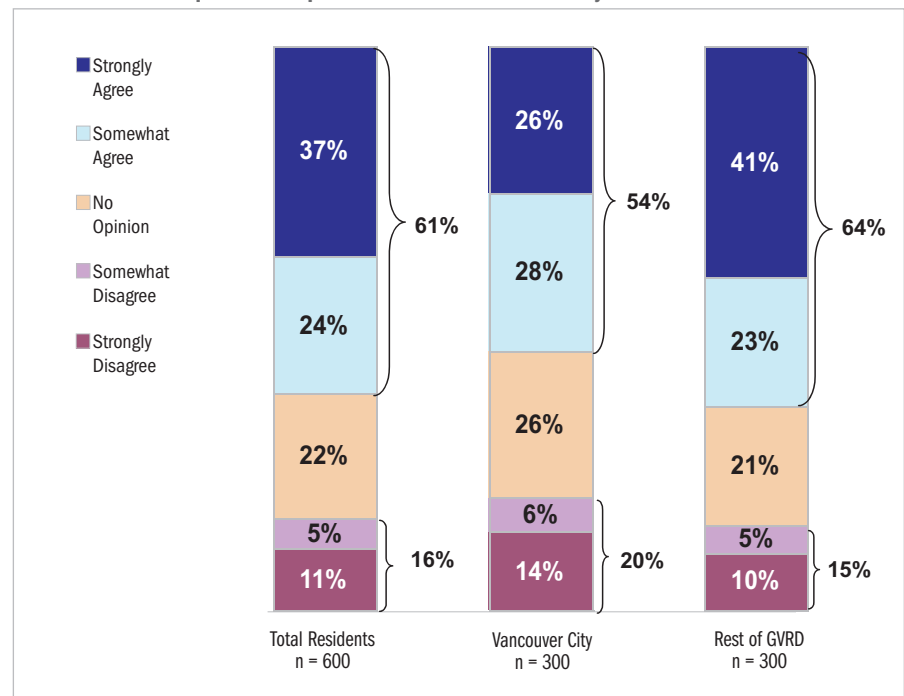
Overall consultation feedback shows 80% support for the use of additional land for the revitalization and expansion. For Vancouver residents, 79% support the use of additional park-land for the revitalization and expansion, 88% of the rest of the GVRD support this choice while 11% of Vancouver residents disagree.

Amount of Land Required for Expansion - Consultation Feedback Forms



The public attitude survey shows 61% support for the use of additional land for the revitalization and expansion. For Vancouver residents, 54% agree with this choice, 20% disagree and 26% had no opinion.

Amount of Land Required for Expansion - Public Attitude Survey



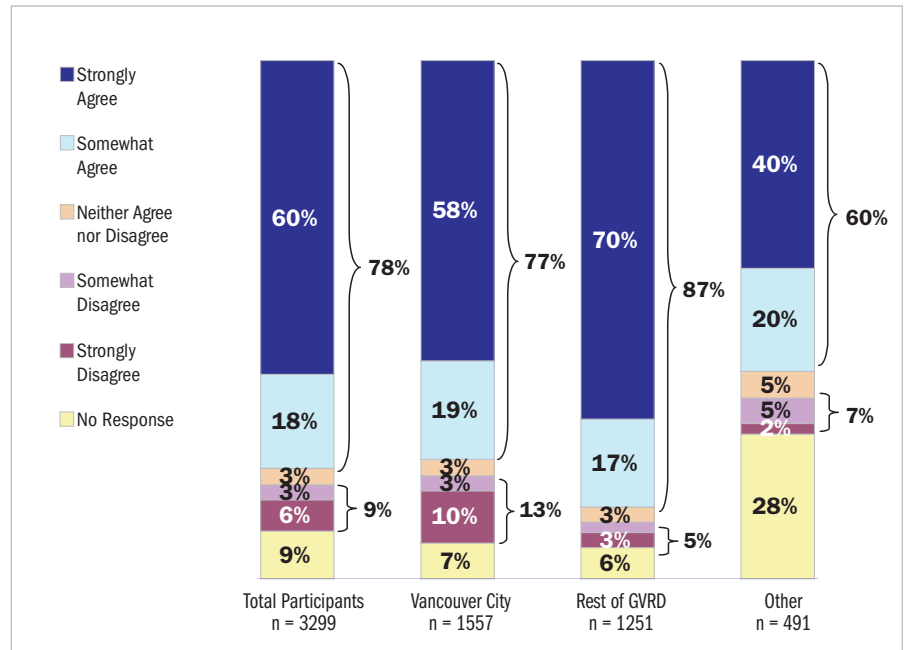
Key Results

10. Greenspace

Overall, 55% agree with using additional greenspace for the revitalization and expansion, while 20% disagree and 25% have no opinion.

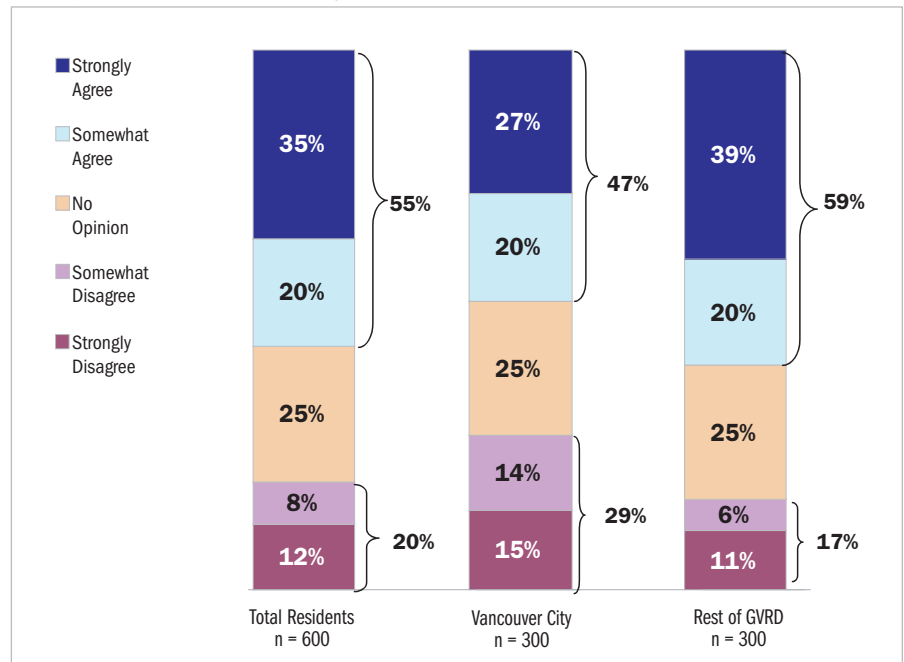
Overall, consultation feedback shows 78% support for the removal of greenspace for the revitalization and expansion. For Vancouver residents, 77% agree and 13% disagree, while for the rest of the GVRD, 87% agree and 5% disagree.

Greenspace - Consultation Feedback Forms



Overall, the public attitude survey shows support for the removal of greenspace for the revitalization and expansion with 55% agreeing, 20% disagreeing and 25% having no opinion. For Vancouver residents, 47% agree, 29% disagree and 25% have no opinion. For the rest of the GVRD, 59% agree, 17% disagree and 25% have no opinion.

Greenspace - Public Attitude Survey

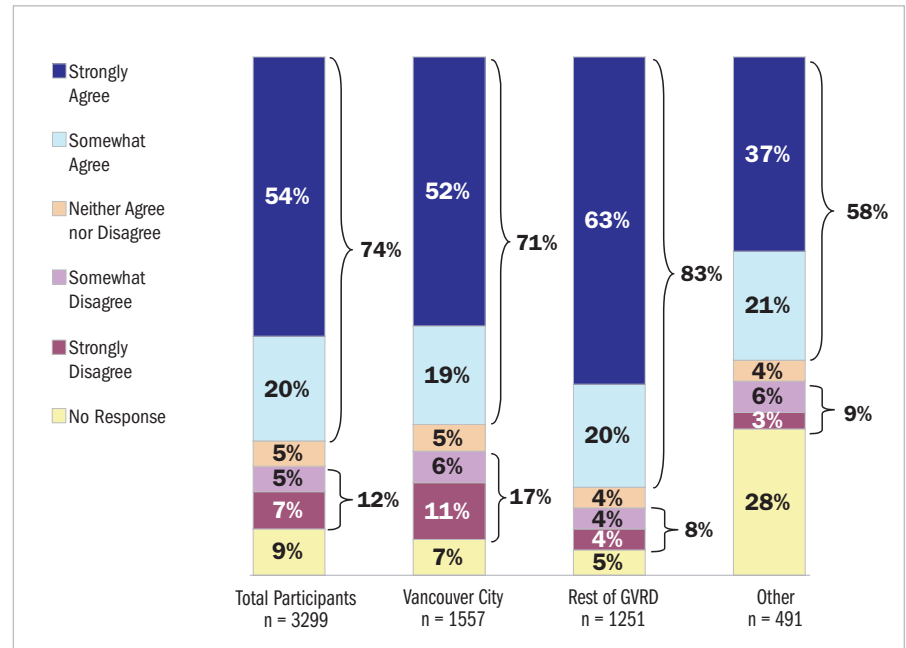


11. Trees

Overall, 63% agree with the removal and replacement of 32 trees to accommodate the Aquarium revitalization and expansion, while 26% disagree and 10% have no opinion.

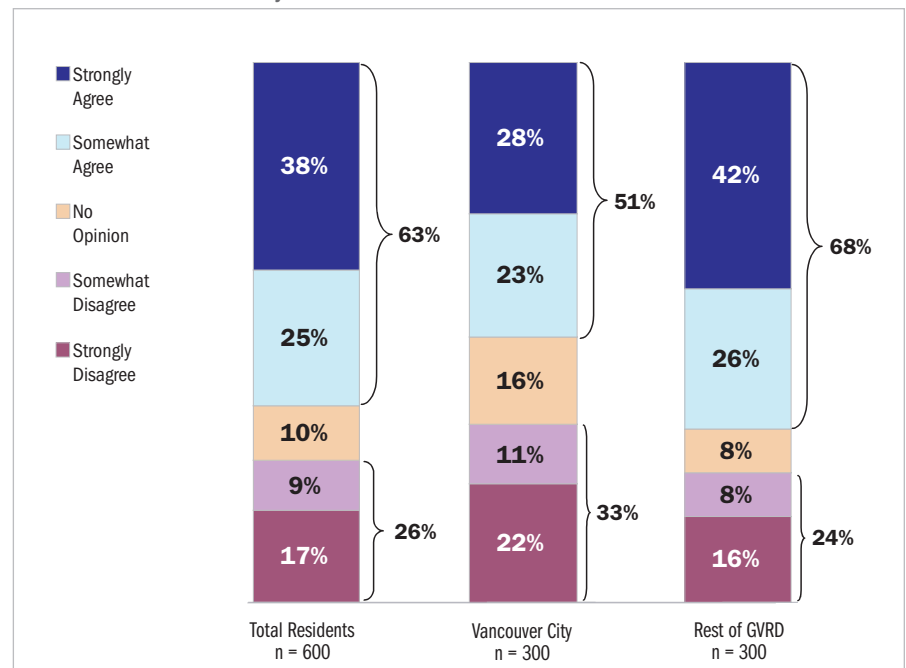
Overall, consultation feedback shows 74% support for the tree removal and replacement program. For Vancouver residents, 71% agree and 17% disagree. For the rest of the GVRD, 83% agree and 8% disagree.

Trees - Consultation Feedback Forms



Overall, the public attitude survey shows 63% agreement with the tree removal and replacement program and 26% disagreement. For Vancouver residents, 51% agree, 33% disagree and 16% have no opinion, while for the GVRD, 68% agree, 24% disagree and 8% have no opinion.

Trees - Public Attitude Survey



12. Rules Governing Whales and Dolphins in Captivity

There were five questions seeking feedback on the rules governing whales and dolphins (cetaceans) in Stanley Park. Overall, there was strong public support for each of the rules in the consultation feedback, and expressed through the attitude survey. Highlights of these results include:

Intention of Safely Releasing It Back into the Wild

Overall, 77% of the consultation feedback (77% of Vancouver residents and 83% of the rest of the GVRD) agreed that the Aquarium should be allowed to bring a new whale or dolphin into its facility if it was recently injured or otherwise in distress and needing rehabilitation or assistance to survive, with the intention of safely releasing it back into the wild.

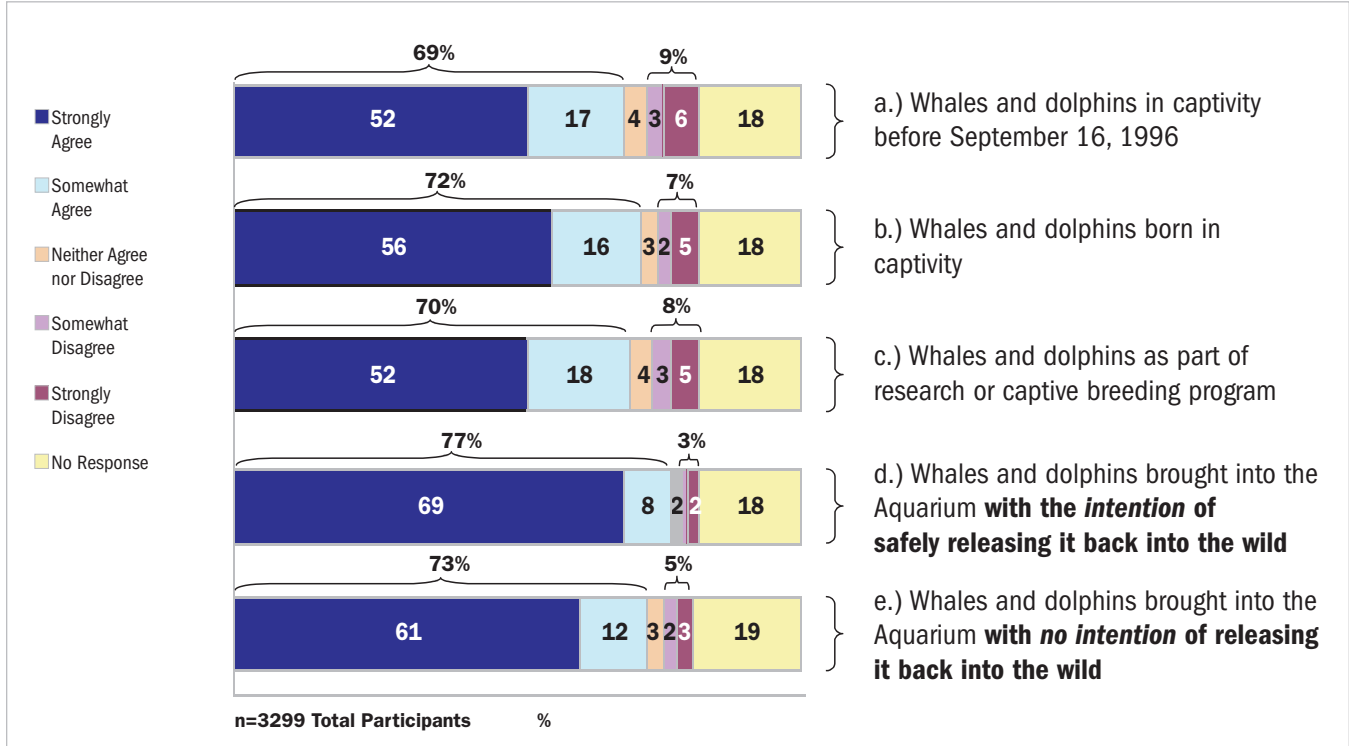
90% of respondents in the attitude survey (88% of Vancouver residents and 90% of rest the GVRD) agreed that the Aquarium should be allowed to bring a new whale or dolphin into its facility if it was recently injured or otherwise in distress and needing rehabilitation or assistance to survive, with the intention of safely releasing it back into the wild.

No Intention of Releasing It Back into the Wild

Overall, 73% of the consultation feedback (72% of Vancouver residents and 79% of the rest of the GVRD) agreed that the Aquarium should be allowed to bring a new whale or dolphin into its facility, possibly from another organization, if it was injured or otherwise in distress at any time in the past and requires permanent human care to survive, with no intention of releasing it back into the wild.

75% of respondents in the attitude survey (76% of Vancouver residents and 75% of rest the GVRD) agreed that the Aquarium should be allowed to bring a new whale or dolphin into its facility, possibly from another organization, if it was injured or otherwise in distress at any time in the past and requires permanent human care to survive, with no intention of releasing it back into the wild.

Rules Governing Whales and Dolphins in Captivity - Consultation Feedback Form, Overall Results



Rules Governing Whales and Dolphins in Captivity - Public Attitude Survey, Overall Results

