



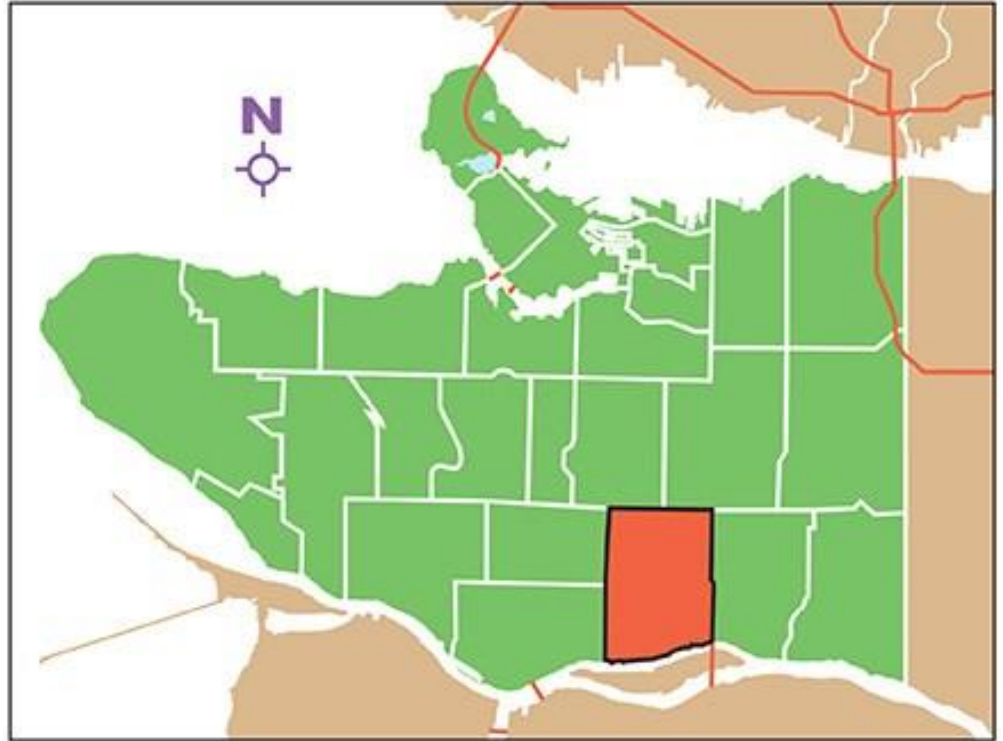
# SUNSET NEIGHBOURHOOD ENGAGEMENT

## Update

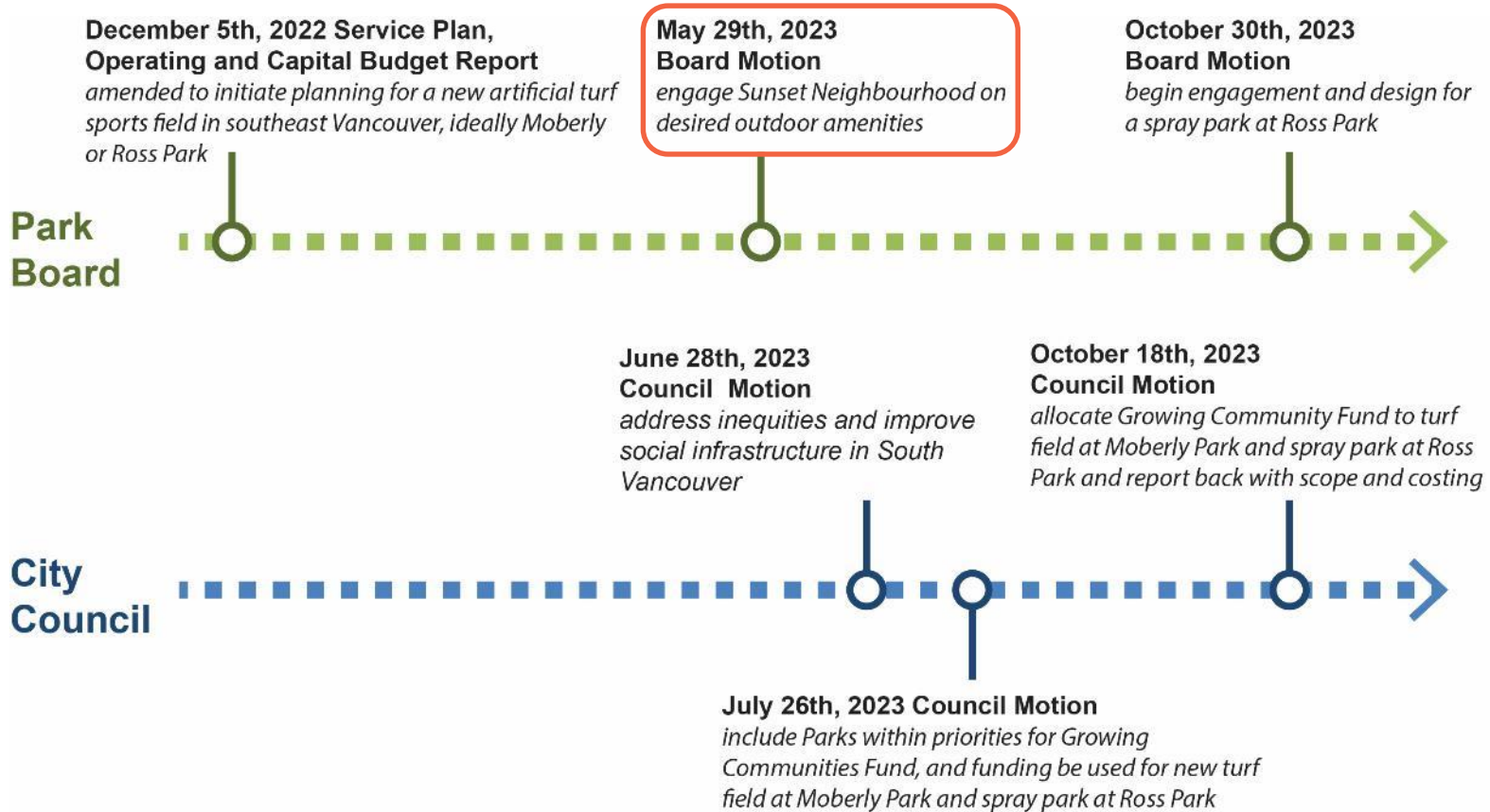
Regular Board Meeting  
Monday, December 11, 2023



To report back on the **Board Motion** (May 29<sup>th</sup>, 2023) to engage the **Sunset Neighbourhood** and organizations on desired outdoor amenities and provide an overview on key findings.



# Background – Board and Council Motions



On May 29, 2023 the Board passed a motion directing staff to:

*Undertake a community engagement process of the Sunset Neighbourhood to seek feedback from residents and organizations, including the Vancouver Field Sport Federation, field hockey associations in BC and Canada and community leaders that identifies the desired outdoor amenities for the community by Q3 2023. The engagement shall include data already collected by local community leaders and be included in the findings in a Report Back in Q4 of 2023.*

1. Approach to Engagement
2. What We Heard
3. Findings of Public Intercept Survey
4. Summary & Next Steps



Photo of staff engagement at Sunset Plaza (Fraser St.)  
on September 17, 2023

# Approach to Engagement



**Sunset Plaza Engagement**  
September 17th, 2023  
*Photo courtesy South  
Vancouver Neighbourhood House*

# About Sunset Neighbourhood Area



Sunset Neighbourhood Equity Initiative Zone Map  
*PINK AREAS* represent park access gaps, low tree canopy cover and high demand for low barrier recreation.

## SOME DETAILS ABOUT SUNSET NEIGHBOURHOOD:

- **Highest recent immigrant population** and 2nd highest ethnically diverse neighbourhood in Vancouver
- **Highest average household size** (occupants) in Vancouver (3.1 which is above the 2.0 average)
- **3rd highest** households with **children** in Vancouver (51.5% of households)
- **Medium/Low park provision** (0.8 ha/ 1000 people)
- **Least access to waterfront & lowest waterfront parks** (compared to all other 17 waterfront neighbourhoods)

**KEY TAKEAWAY**  
SUNSET NEEDS SOME





## VARIETY

Staff used a mixed mode of methods that combined in person pop-up sessions, community dialogues with organizations, and rigorous third-party intercept surveys with a representative sample of residents.



## SEASONAL

Parks, festivals, and community events were attended in the summer, to meet people where they are, with surveys and amenity mapping activities. In the fall, more focused workshops were held with South Vancouver Neighbourhood House and sport user groups.



## MULTI-LINGUAL

The use of translated materials and inclusion of Punjabi and Mandarin-speaking staff was an effort to increase inclusion and accessibility at events. The third-party survey was fielded in 3 languages.



# Timeline of Pop-Ups, Events, and Workshops



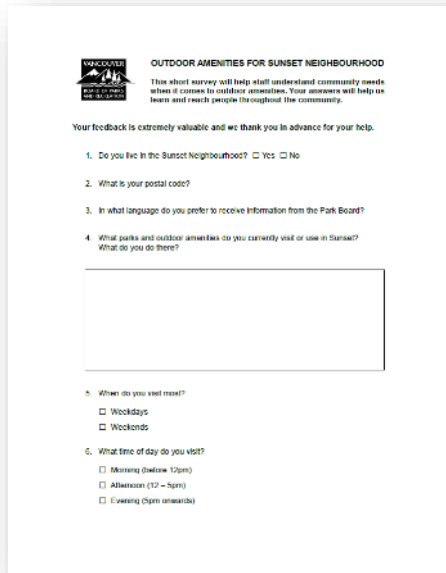
# What We Heard



**Khalsa Diwan Society Gurdwara**  
November 12th, 2023  
*Photo by Park Board staff*

# Engagement Events & Pop Ups Format

## Paper Questionnaires 461 Forms Completed



**VANCOUVER BOARD OF PARKS AND RECREATION**  
**OUTDOOR AMENITIES FOR SUNSET NEIGHBOURHOOD**

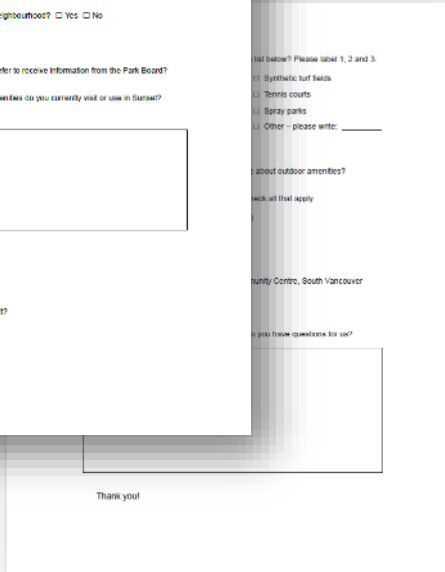
This short survey will help staff understand community needs when it comes to outdoor amenities. Your answers will help us learn and reach people throughout the community.

Your feedback is extremely valuable and we thank you in advance for your help.

1. Do you live in the Sunset Neighbourhood?  Yes  No
2. What is your postal code?
3. In what language do you prefer to receive information from the Park Board?
4. What parks and outdoor amenities do you currently visit or use in Sunset?  
What do you do there?

When do you visit most?  
 Weekdays  
 Weekends

5. What time of day do you visit?  
 Morning (before 12pm)  
 Afternoon (12 - 5pm)  
 Evening (5pm onwards)



list below? Please label 1, 2 and 3.

- Synthetic turf fields
- Tennis courts
- Spray parks
- Other - please write: \_\_\_\_\_

about outdoor amenities?

will all that apply

Community Centre, South Vancouver

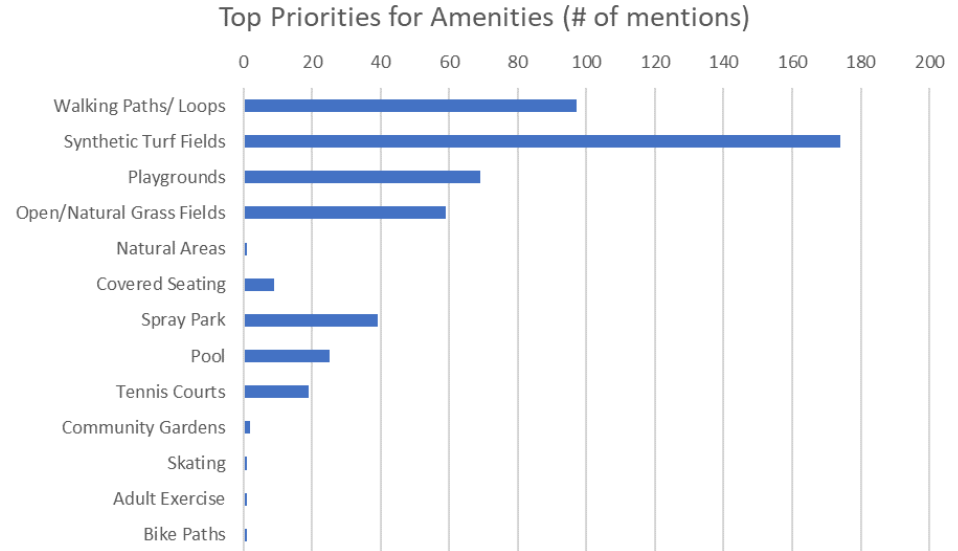
Do you have questions for us?

Thank you!

## Community Mapping Exercises 98 Inputs Total

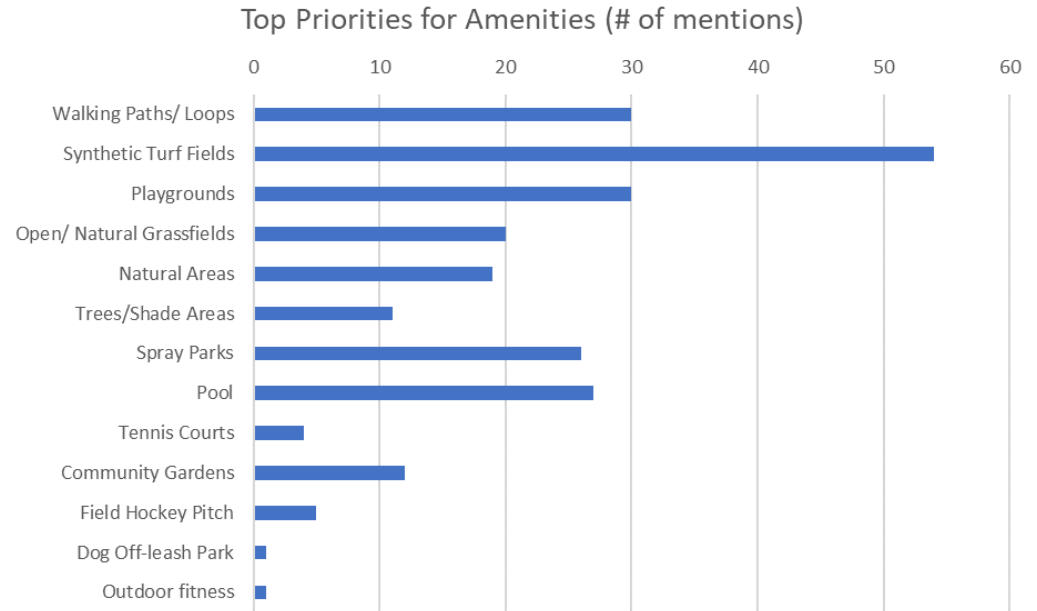


- Significant public attendance at Sunset Park for Canada Day.
- Staff observed strong organized support for synthetic turf, with duplicate forms reflecting assistance and/or shared household interests.
- We also heard interest in walking paths, spray parks, playgrounds, and grass fields.
- Many discussed the loss of the outdoor pool in Sunset Park.



215 total surveys, including duplicates.

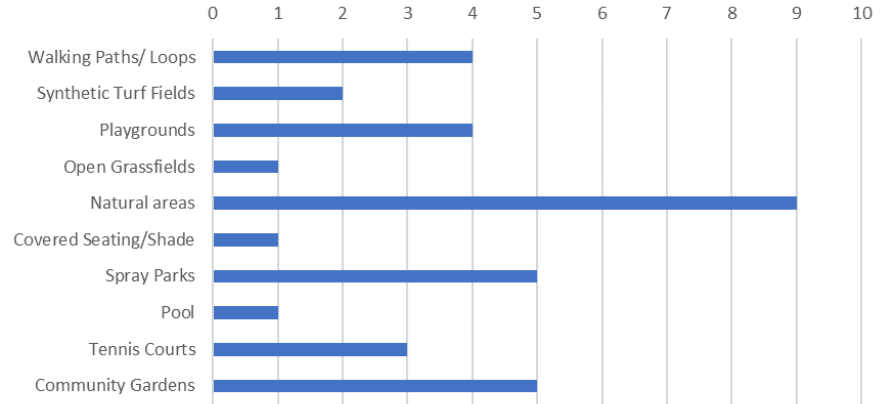
- Staff were provided a booth at the Punjabi Market Live to connect with residents and festival-goers
- Supported by Punjabi-speaking staff
- Strong organized support for synthetic turf fields
- Interest in playgrounds, walking paths, pool, spray parks and natural areas was heard



77 total surveys, including duplicates

- Intercept surveys were completed at Moberley Park, Ross Park and at the Sunset Plaza Opening (Fraser & 49th).
- Top priorities for residents were natural areas, playgrounds, community gardens, spray parks and walking paths.

Top Priorities for Amenities (# of mentions)

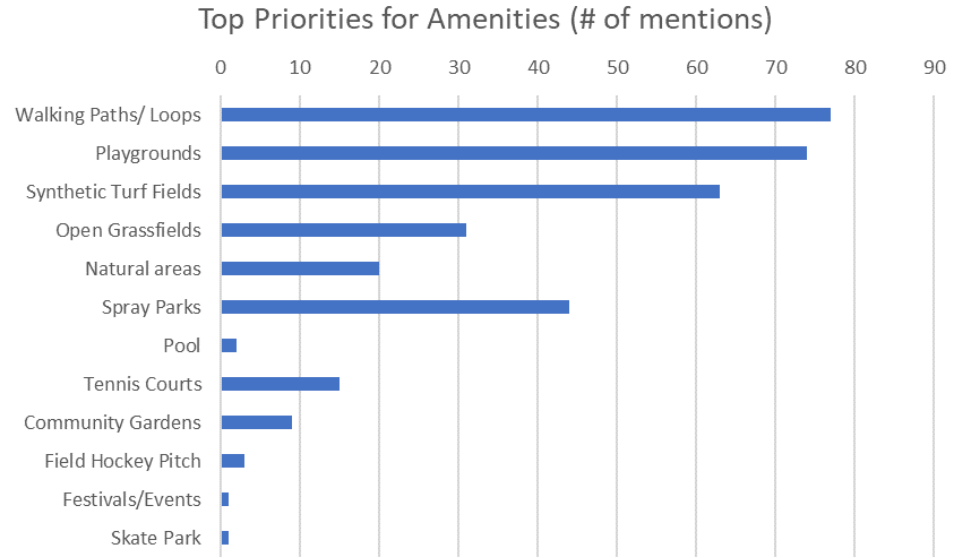


11 total surveys



Ross Park (left) & Sunset Plaza (right) – September 17, 2023

- Staff were well received at the Gurdwara on Ross St., given a tour, and learned about Sikh history in the city.
- Respondents supported walking paths/loops, playgrounds, and later in the event, provided strong and coordinated support for turf fields and spray parks.



157 total surveys, including duplicates

- Feel that PB should rely on Sport Field Strategy as data-driven and inclusive process for field priorities across the system.
- Oak Park is preferred location for field hockey and field hockey is a priority.
- Type of synthetic turf used for field hockey is not compatible with organized soccer and other sports.





- Desire for a new field in South Vancouver – more concerned with delivery timeline than specific location.
- Short-pile synthetic turf is preferred surface (new standard is not water-based).
- Additional infrastructure needs include warm up area, lighting, fencing, bleachers, washrooms, officiating space, etc.



- Staff attended a community forum and had meetings with SVNH staff who have engaged over 3000 people in South Vancouver.
- Spaces for families/children, shade, and access to nature are key priorities.
- They shared concerns for the cost of synthetic turf fields and level of access for local community.



Photo courtesy South Vancouver Neighbourhood House of staff engagement at Community Forum (October 17th, 2023)

# Leger Public Intercept Survey



**View of Fraser Street**

*Photo from Sunset Business Improvement Association*

- Statistically representative survey of **500 residents** matching Sunset Neighbourhood demographics (gender, age, language spoken at home, etc.).
- Questions were designed to match format of public surveys for events, as well as gather **demographic information**.
- Survey provided in **three languages**: English, Cantonese, and Punjabi.

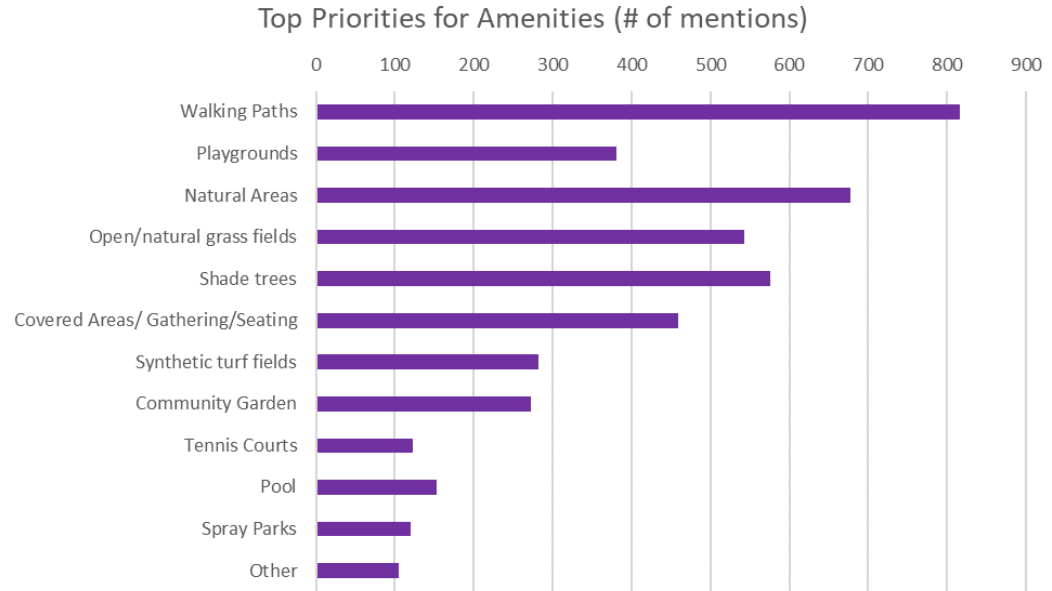


## How parks are currently used:

- Sunset, Memorial South, Moberly and Ross Parks are most frequently visited in the Sunset neighbourhood.
- Top current park activities include:
  - going for walks (51%),
  - sitting on benches/socializing (48%),
  - jogging/running (41%),
  - and accessing nature (40%)
- 75% of people are generally satisfied with outdoor amenities in the Sunset neighbourhood.



- Walking paths (54%), natural areas (45%), and shade trees (38%) are the top three park priorities, generally in line with the top park activities.
- One-in-five (19%) put synthetic turf fields as one of their top three priorities, while one-in-ten (9%) report turf fields as their top park priority.
- Turf fields are a higher priority among those aged 19-34.



501 total surveys

1. Residents in the neighbourhood desire a range of amenities including walking paths, shade trees, and playgrounds. Results of a 3rd party public intercept survey confirms this support.
2. There was organized support for a synthetic field hockey field and spray park at larger events.
3. Field Hockey Associations/Groups identified strong need for a new synthetic turf field hockey facility in South Vancouver.
4. Community Groups (SVNH, etc.) raised concerns about the equitable use of parks and delivery of amenities for locals.



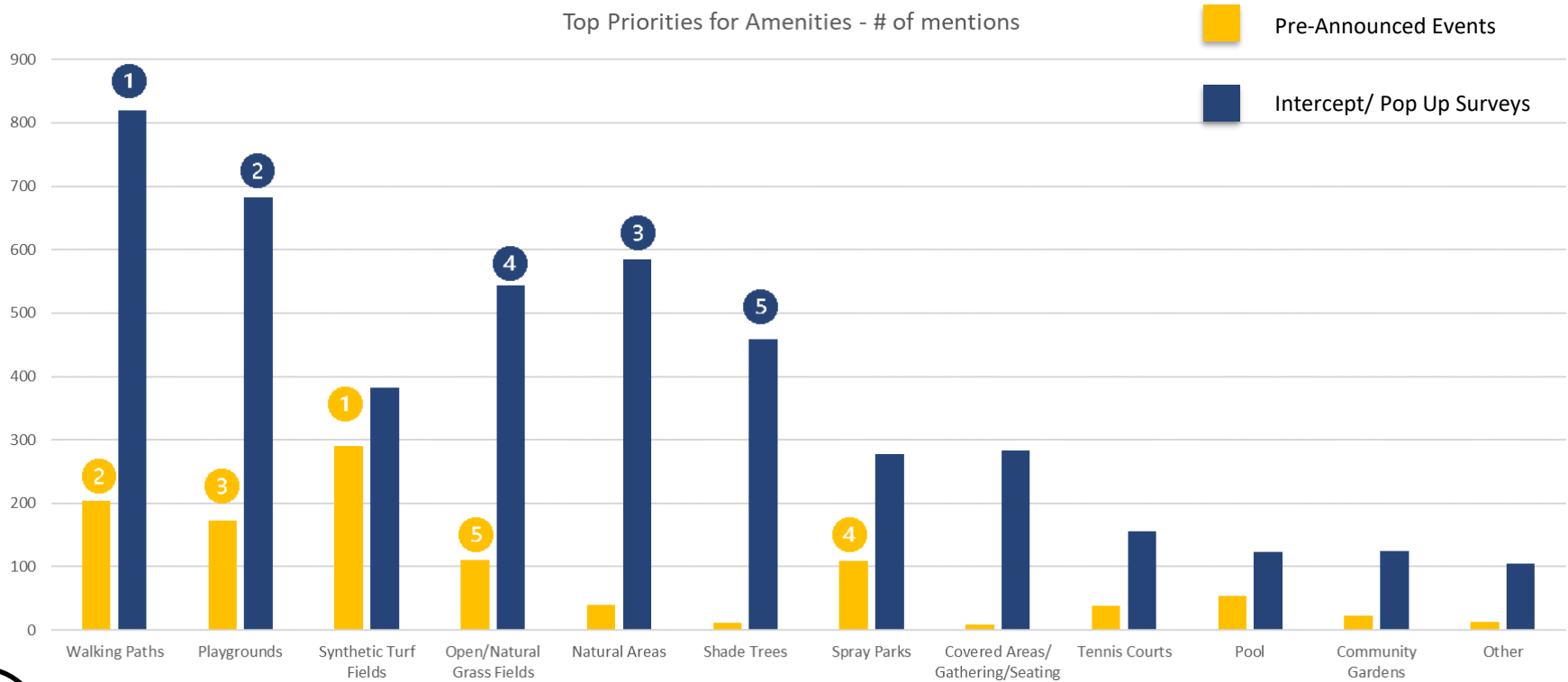
*Canada Day Festival at Sunset Park  
(July 1, 2023)*



*South Vancouver Neighbourhood House  
Event (October 17, 2023)*

# Summary - Priorities for Amenities (by Engagement Format)

Top Priorities for Amenities - # of mentions



OVERALL  
TOP 5

1

2

3

4

5





- Staff built positive relationships with residents, organizations, and field hockey associations, and were humbled by the generosity and interest afforded to us.
- Invitations were extended for future engagement, and we are confident that voices from Sunset communities will be better represented through the connections developed during this process.
- We learned more about how some park users feel underserved by the amenities in the Sunset neighbourhood.

- Staff to finalize a high-level feasibility concept plan and cost estimate for a new synthetic turf field in the Sunset Neighbourhood, in response to the December 5, 2022 Motion to: *initiate planning in Q1 2023 for a new artificial turf sports field in southeast Vancouver, ideally to be located at Moberly School or Ross Park.*
- Staff to report back to the Board in Q1 of 2024 with a report for decision on the December 5, 2022 Motion.

