



PARK BOARD PUBLIC CONSULTATION CURRENT PRACTICES

PARK BOARD
COMMITTEE MEETING

April 18, 2016



At the November 16, 2015 Vancouver Park Board meeting a motion was passed:

“THAT the Vancouver Park Board direct staff to prepare a presentation for Commissioners on current Park Board public consultation practices with a view to receiving input and direction from the Board on opportunities and ways to improve on these current practices and processes.”

For each Park Board project that includes public consultation, the **desired goal** is:

- to ensure the impacted communities can provide input into the plan/project
- an outcome that includes public input to create the best possible given any identifiable constraints (e.g. budget, size of space), guided by overall Park Board policy

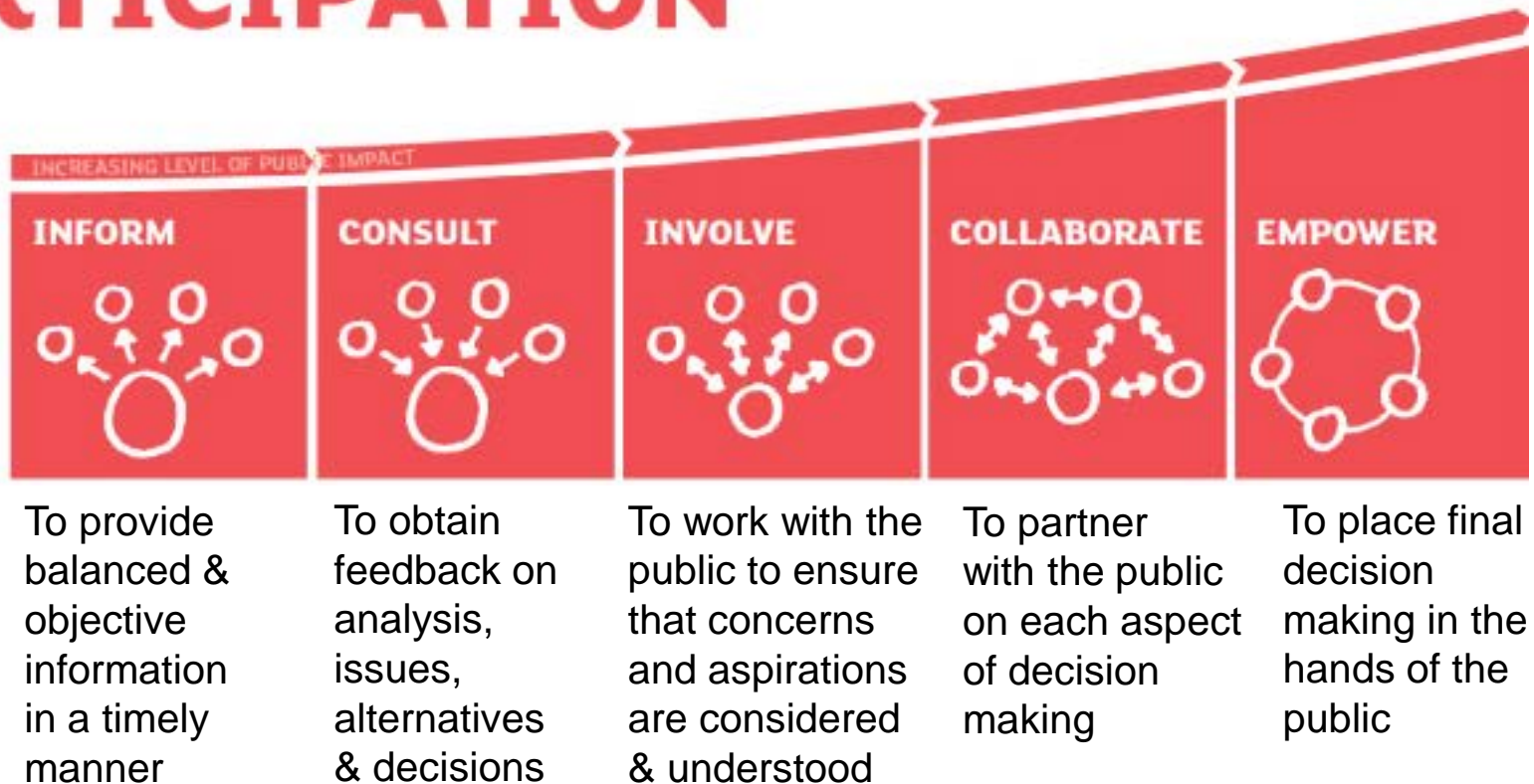
Framework for Public Consultation:

The International Association for Public Participation (IAP2), whose mandate is to advance and extend the practice of public participation.



international association
for public participation

IAP2 SPECTRUM OF PUBLIC PARTICIPATION



Park Board Formats for public consultation include:

- Open Houses
- Stakeholder and/or Focus Group Workshops
- On-line Surveys, including **Talk Vancouver**
- Park Board Public Meetings
- Information Booths at community sites/events
- Public Meetings (e.g. Community Dialogue, 2015)
- On-line and In-person polling/voting
- Public Education Events – talks, walks, workshops, art exhibits, and films screenings
- Partnerships

Open House Notification

10 days – 2 weeks before the event:

- **Flyers or postcard** are mailed to each house, apartment and business within a minimum of a two-block radius
- Project **signs** on site
- Park Board **project page website**
- **Posters** for nearby schools, community centres and libraries
- An **advertisement** is placed in 'Vancouver Matters' in the *Courier*
- An **email is sent to all project subscribers**

A few days prior to and during the event:

- **Facebook** and **Twitter** updates

Day of the event:

- All **Open House materials are made live on the project page** and the **survey becomes active for two weeks**. At this same time, the survey is distributed to **Talk Vancouver** participants.

Public Consultation 2015

47 Public Engagement Events
from Open Houses to On-line Polling (Love Locks)

13 Separate Projects

5 City-wide focus; 8 Specific Area Focus

of Responses ranged from:

25 (stakeholder group) – 267,670 (on-line polling)

Examples of 3 different public consultation projects:

1. Smithe and Richards Park – design of a new park in downtown Vancouver
2. Sunset Park Master Plan – long range plan for park site
3. Bird Week 2015 – awareness campaign and *Bird Strategy* launch



Smithe and Richards Park

Three Steps to the Public Consultation:

- 1. Visioning**
- 2. Concept Options Review**
- 3. Final Option Review**

Three main formats for this public consultation:

1. Stakeholder Workshops – Park Design Focus Group

PARK DESIGN FOCUS GROUP | MEETING #1
JUNE 16, 2015

Name	Organization (if applicable)
Matthew Thomson	Dialog - Landscape Architect.
Tina Mack	Park Board
Zane Hill	Park Board
JOE McLEOD	PARK BOARD
Jennifer Fix	DIALOG
Blake Chesinoff	Vancouver Police
GARETH MOORE	ARTIST
Michael Gordon	Planner
HERMAN MAH	DVA Downtown Vancouver Association
Nicki McGregor	Directions Youth Services Centre
MATT BECK	LOCAL STRATA MEMBER
Charles Gauthier	Downtown BIA
Juliana Bedoya	ARTSTARTS IN SCHOOLS
JOSEPH YANG	889 HANG ST. STRATA / BUSINESS OWNER
AATEKA SHASHANK	VANCOUVER PUBLIC SPACE NETWORK

2. Open Houses:

July 2015, October 2015, April 2016



CONCEPT D - constructed

Key ideas and elements to consider

The following are illustrative examples that demonstrate what may be possible:

Integrated Amenity Spaces
Articulate the constructed landscape to form usable covered interior space that could accommodate either retail uses or storage and amenity areas.
⊗ Please notice below →

Strongly Dislike	Dislike	Neutral	Like	Strongly Like
1	2	3	4	5

Open Active Terrace Space
Provide an open paved areas that can accommodate a variety of activities, from a pickup game of basketball to a community pingpong festival or a ballroom dancing flashmob.

Strongly Dislike	Dislike	Neutral	Like	Strongly Like
1	2	3	4	5

Covered Seating Elements
Provide a variety of covered places for sitting by creating light weight canopy structures and/or by utilizing the canopy of a well positioned tree.

Strongly Dislike	Dislike	Neutral	Like	Strongly Like
1	2	3	4	5

Sculptural Landforms as Buffer
Further manipulate the landscape to create bold and dramatic structures that provide seating for watching park activities and that also provide a buffer to the adjacent city traffic and back lane operations.

Strongly Dislike	Dislike	Neutral	Like	Strongly Like
1	2	3	4	5

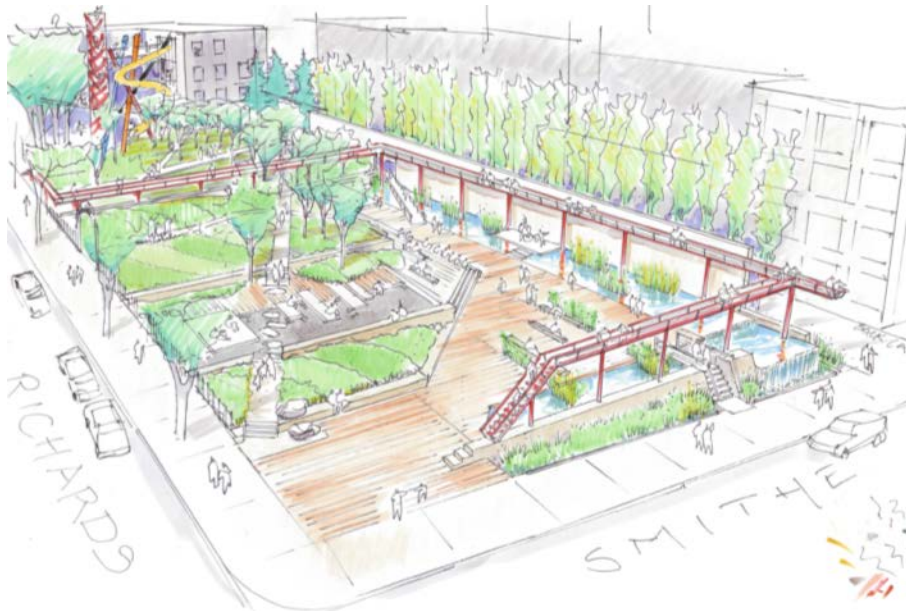
Hidden Bike and/or Car Parking
Incorporate the potential for bike and/or car (share) parking under a portion of the park. This could come in the form of a compact parkade structure, or a bicycle vending storage technology.

Strongly Dislike	Dislike	Neutral	Like	Strongly Like
1	2	3	4	5

Labels: RICHARDS, SMITHE

3. On-line Surveys (approx. 400 respondents) & Open House surveying

Public Consultation Practices





Sunset Park Master Plan, 10-15 year plan

1. 18 Stakeholder Meetings involved approx. 300 participants including:

- South Asian Women's Groups
- Chinese Seniors Groups
- Youth Groups
- Local school
- BIA
- Community Policing



2. Open Houses and Information Booths in park & at community centre, November 2014 & July 2015

Public Consultation Practices



Bird Week 2015 sought to raise the public's awareness of the importance of birds to the environmental health and well-being of Vancouver, as well as promote the newly adopted *Bird Strategy*



- Developed in **Partnership** with the Vancouver Bird Advisory Committee. Members include:
 - Stanley Park Ecology Society
 - Tourism Vancouver
 - Bird Studies Canada
 - Environment Canada – Canadian Wildlife Service



32 Events were organized for Bird Week that varied from workshops, talks, walks, lectures, and art exhibitions and film screening



Online and in-person polling to vote on the Vancouver Bird for 2016; 267,670 votes



Opportunities for improvement:

1. Incorporate the IAP2 Spectrum into the forthcoming Park Board Public *Engagement* Standards Policy
2. Develop specific strategies for engaging under-represented groups
3. Optimize use of Park Board facilities, parks and events for public engagement
4. Provide increased resources for staff facilitation skills and face-to-face engagement

Opportunities for improvement:

5. Develop desired participation metrics at the start of any project

Success Metrics – Bird Week

Goals	How to measure	Result
Maintain high participation in the City Bird online vote	At least 181,707 votes, the same as ballots cast in the municipal election	267,670 votes <ul style="list-style-type: none"> - 115,160 Peregrine Falcon - 91,380 Western Grebe - 37,730 Barn Owl - 23,400 Barn Swallow
Maintain high discussion around Vancouver birds	<p>At least 3000 mentions of #vancitybird</p> <p>At least 20 media articles</p> <p>Trend at least once in Vancouver with #vancitybird</p>	<p>3165 mentions of #vancitybird</p> <p>23 media articles</p> <p>#VanCityBird trended on April 15</p> <p>4706 ‘mentions’ (Facebook, blogs, etc)</p> <p>96% of mentions favourable</p>

Opportunities for improvement:

5. Develop desired participation metrics at the start of any project
6. Work toward a closed-feedback loop for all participants of a public consultation
7. Ensure dedicated Park Board staff with expertise in public engagement practices

Next Steps:

Following this presentation and Park Board feedback, staff will:

- further research best practices
- analyze Park Board processes in light of best practices & Commissioners' feedback
- develop a Park Board Public Consultation (*Engagement*) Standards Policy to be considered by the Park Board by end of December 2016