



VanPlay - Phase 1 Project Update

What We've Heard So Far

Parks and Recreation Services Master Plan – Report Reference

Regular Park Board Meeting
Monday, July 24, 2017

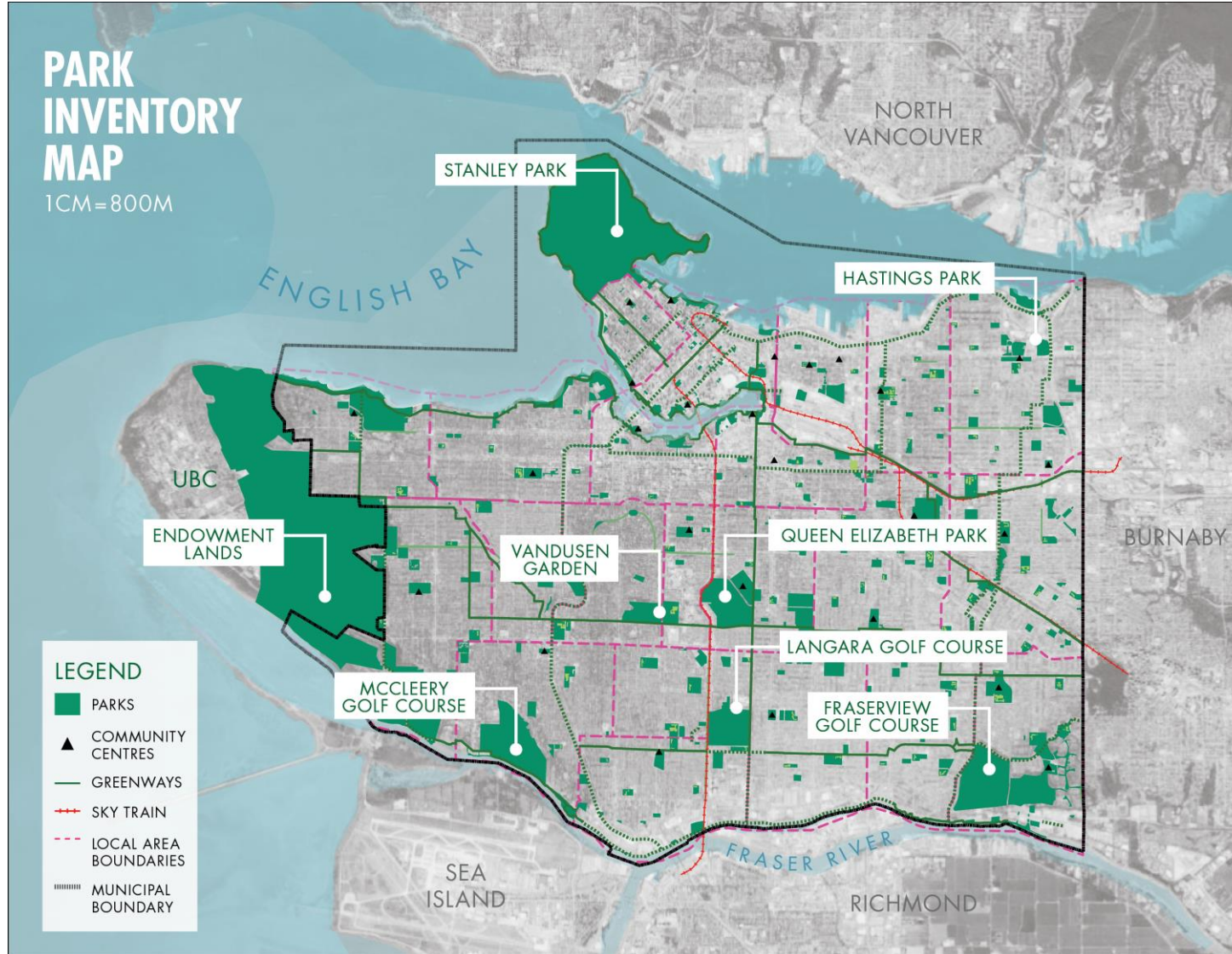


Purpose of Presentation

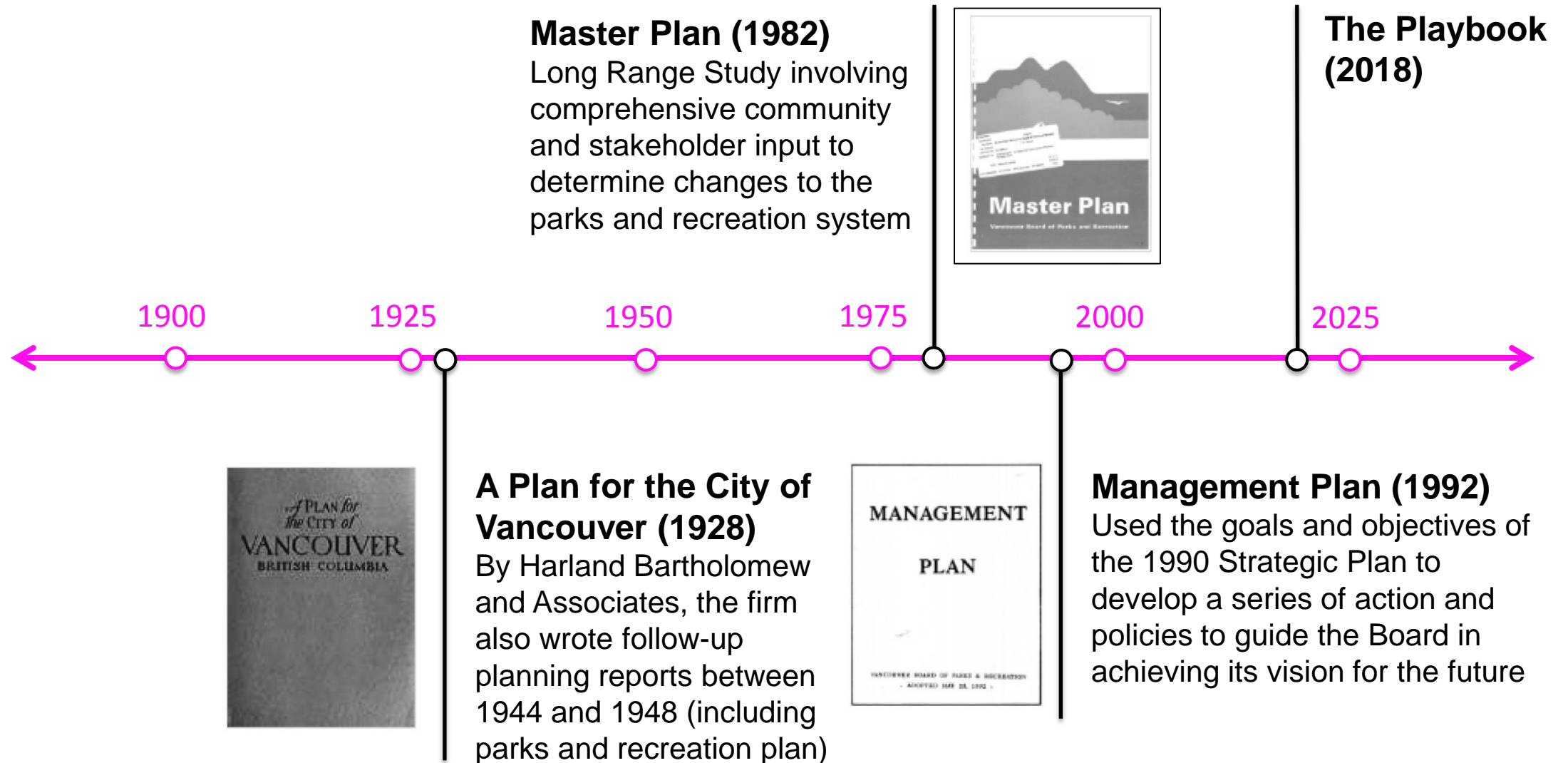
To provide an informational update on:

- Early results of VanPlay's Phase 1 "Discovery" community engagement; and,
- Ongoing technical content development for the master plan "Playbook"

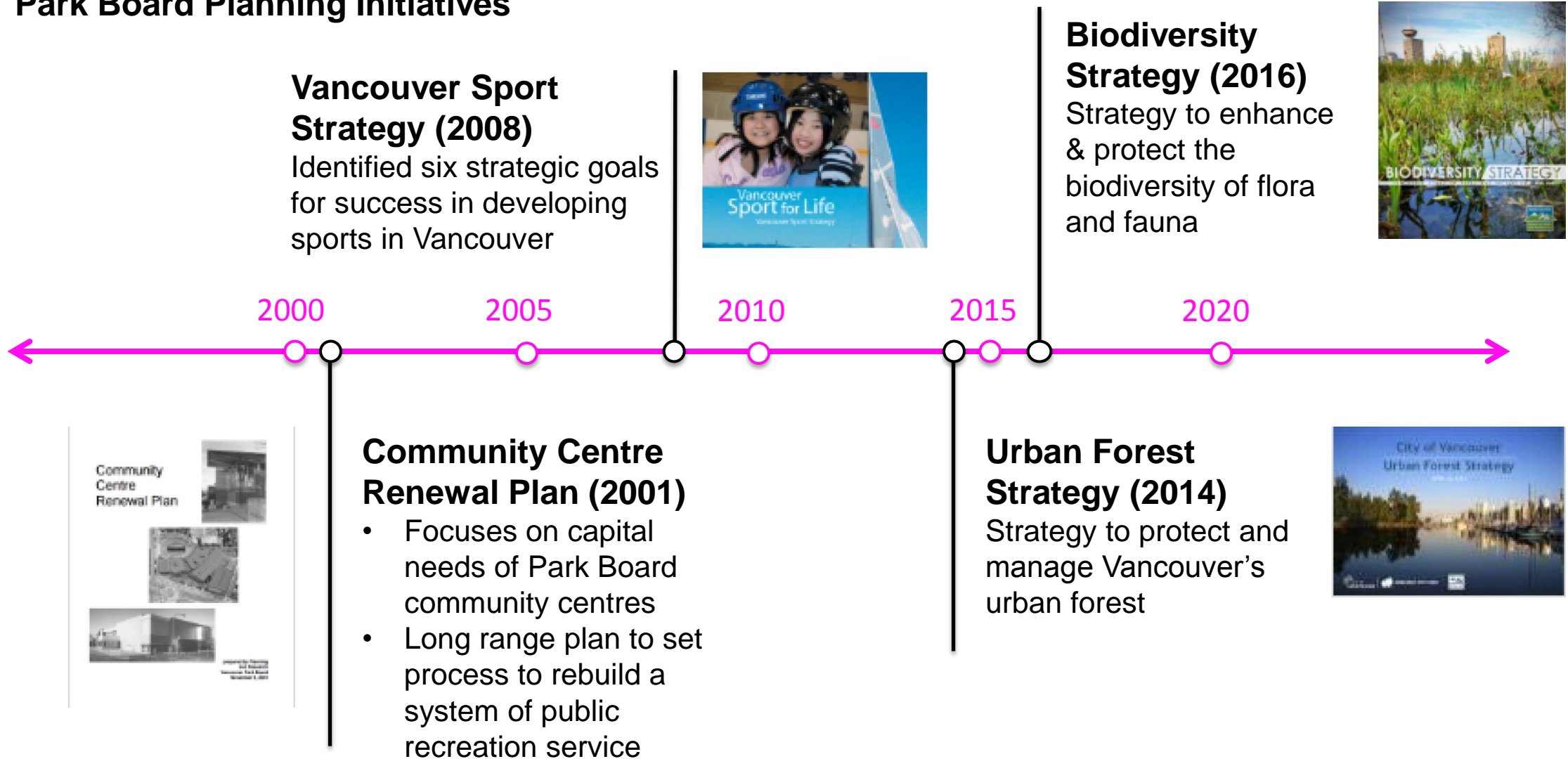
Context – Past, Present & Future



Previous Park Board Master Plans



Park Board Planning Initiatives



Parks Provision Standard & Metric Study (2017)

- Collected and analyzed data related to pedestrian **access to greenspace** (Greenest City Action Plan target)
- Developed a *pedestrian network* based on road patterns and street crossing
- This new methodology found that 80% of Vancouver residents live within a 5 min walk of greenspace (97% within 8 mins and 99% within 10 mins).
- Conversely, we can measure the population catchment of parks (e.g. how many people live within a 5 min walk, and what is the daytime population within that same distance) to see how hard are parks are working.

Figure 1: How people get to parks.



Vancouver's Playbook

Vision

The Playbook, Vancouver's Parks and Recreation Services Master Plan (PRSMP), will provide a **road map to maximize access to high-quality parks and recreation experiences** that connect people with themselves, each other and nature.

#vanplay
@ju1ianne
@vanparkboard

What is a Master Plan?

It is...

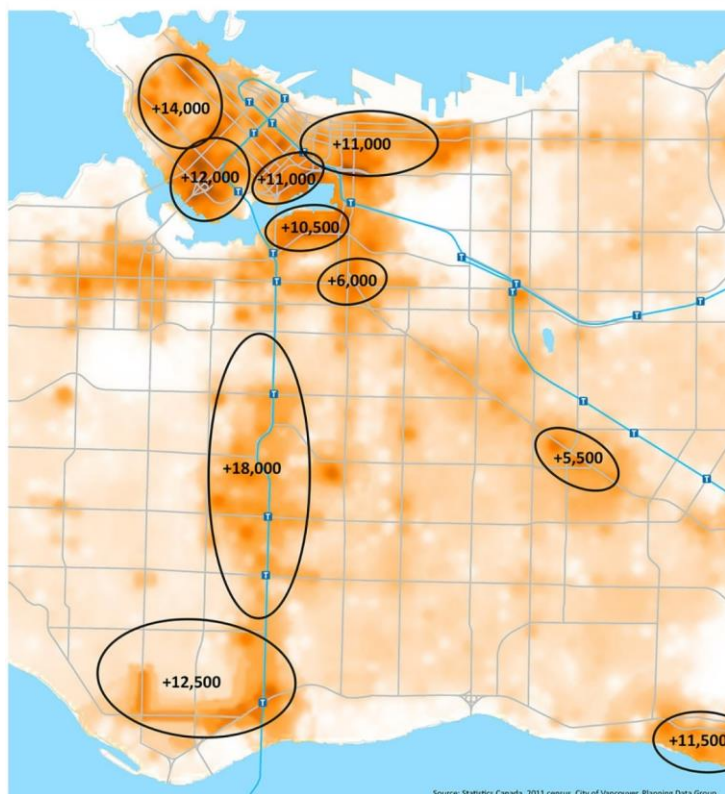
- A **long range planning tool** to determine service gaps, analyze growth trends and identify opportunities for improvements
- **Visionary document** that sets the values and goals for current and future parks and facilities
- An **opportunity for the public** to weigh on the future of parks and recreation

It is not...

- An **operations model** or financial budget
- Method to approve **capital expenditures** or greenlight specific programs
- **Detailed design proposal** for a specific neighbourhood, park or facility

Objectives of the Playbook

- The Parks and Recreation Services Master Plan (PRSMP) will provide a **25-year outlook** with a **10-year implementation strategy** to guide the development and redevelopment of parks, and the development, renewal and replacement of recreation facilities.
- The implementation strategy will work within the City of Vancouver's **10-year Capital Strategic Outlook**.
- This plan will explore **citywide service level delivery** with recognition the urban core and growth areas.



Current State & Trend Highlights



Changing demographics

- Aging population
- Multilingual population
- Minority majority

Social trends

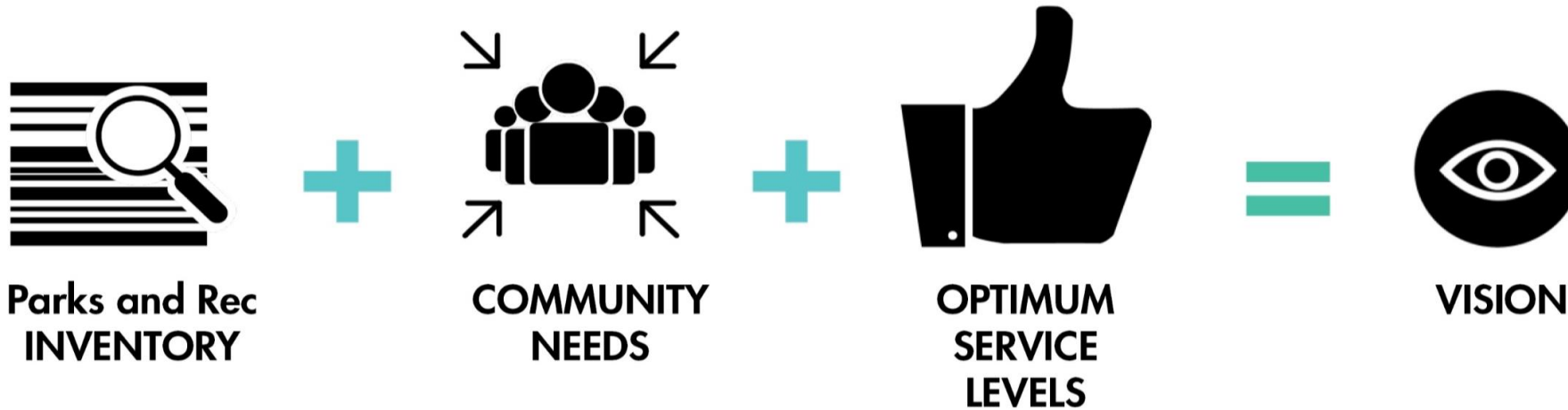
- Growing inactivity of young people
- Significant sense of social isolation
- Greater economic disparity



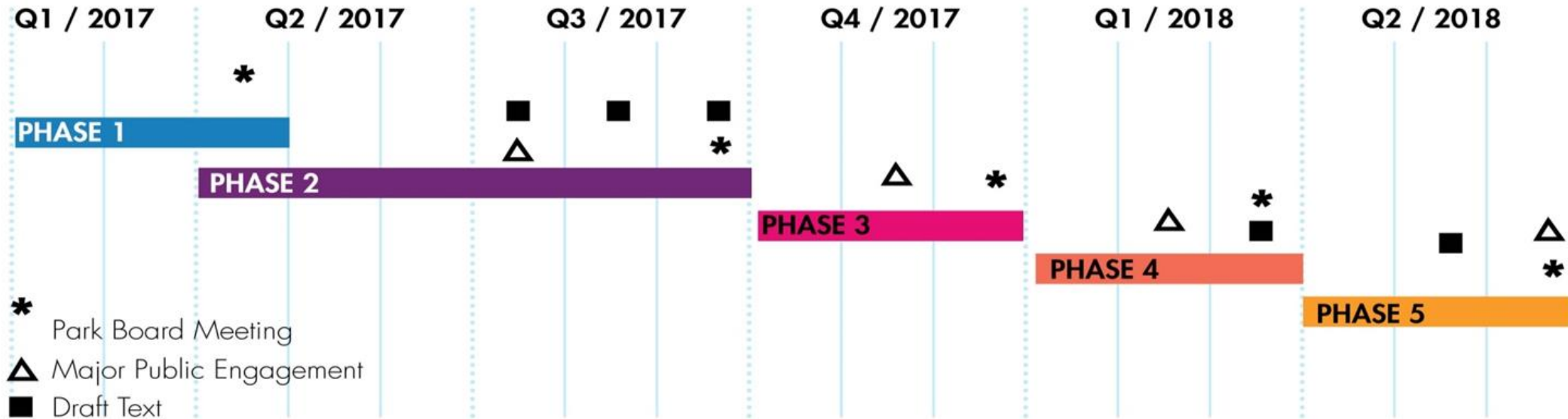
Objectives of the Playbook

- **Our parks are working harder than ever before.** We all rely on Vancouver's beautiful network of parks and recreation opportunities to play, live and connect - they are critical to our health and happiness.
- The Playbook will be a **comprehensive policy framework** to optimize opportunities for positive health, well-being and social inclusion through a connected, diverse and equitable parks and recreation system.
- It will guide the **development and renewal of parks**, and the development, renewal and replacement of recreation facilities.

VanPlay Strategy Process Overview



schedule



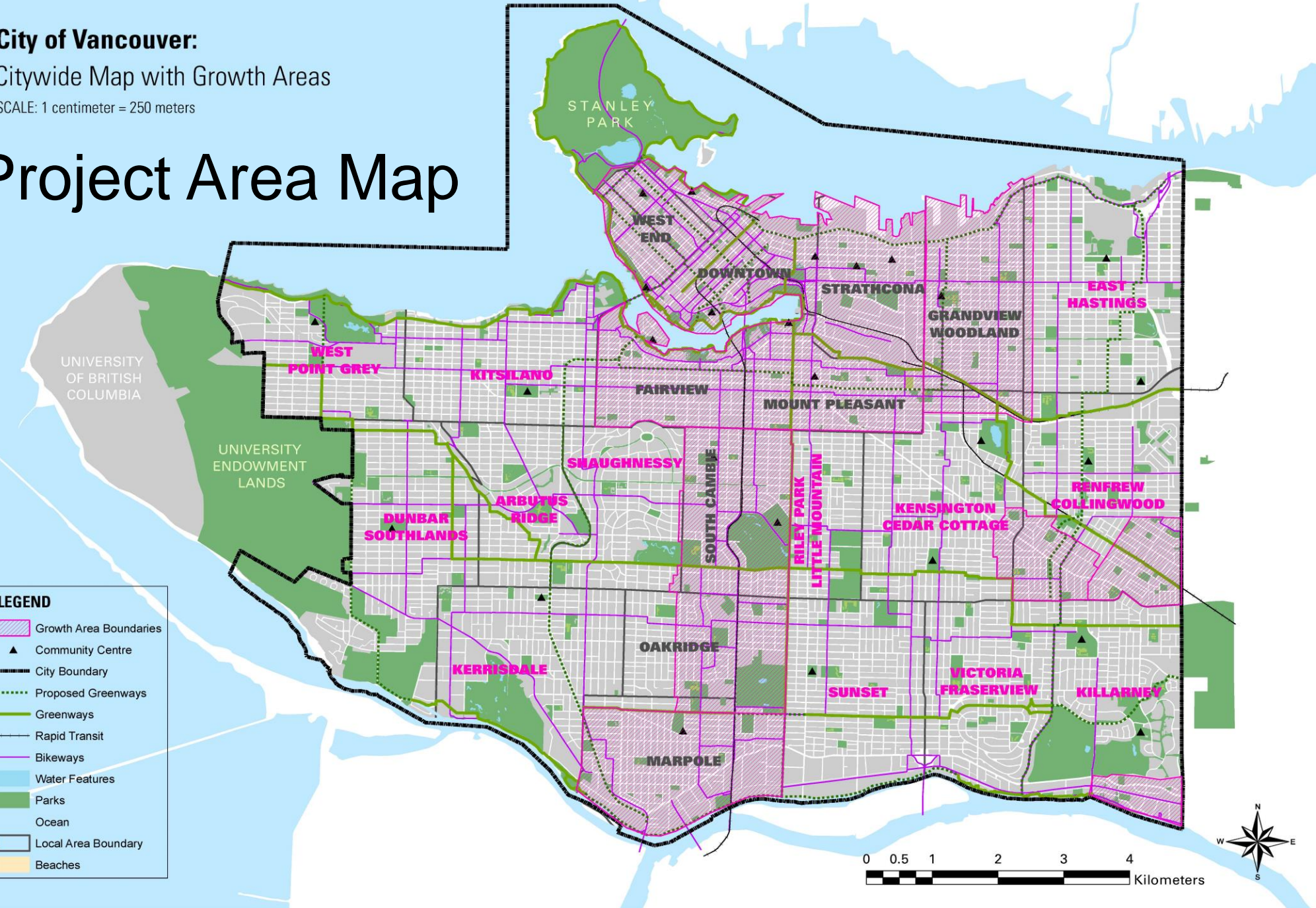
PHASE 1: PREPARATION & PROJECT MANAGEMENT	PHASE 2: DEVELOPING A CONTEXT OF UNDERSTANDING	PHASE 3: URBAN CORE	PHASE 4: CITY-WIDE / GROWTH AREAS	PHASE 5: FINAL REPORT & IMPLEMENTATION PLAN
<ul style="list-style-type: none"> Project Startup Community Engagement Preparation Identity Development Project Management 	<ul style="list-style-type: none"> Community Engagement Surveys Literature Review Technical Memos Service Evaluations Recreation Services Baseline Optimal Service Levels Gap Analysis SOPARC 	<ul style="list-style-type: none"> Community Engagement: Urban Core Optimal Service Levels Refinement: Urban Core Gap Analysis Refinement: Urban Core 	<ul style="list-style-type: none"> Community Engagement: City-wide & Growth Areas Optimal Service Levels Refinement: City-wide & Growth Areas Gap Analysis Refinement: City-wide & Growth Areas 	<ul style="list-style-type: none"> Community Engagement: Final Report Final Report Draft Document Refinement & Presentation

City of Vancouver:

Citywide Map with Growth Areas

SCALE: 1 centimeter = 250 meters

Project Area Map



- **Phase 2** - Special focus on the downtown core
- **Phase 3** – Special focus on growth areas

VanPlay Project Timeline

Framing Questions



<p><i>PHASE 1</i></p> <p>DISCOVERY</p> <p><i>(Issues & Priorities)</i></p>	<p><i>PHASE 2</i></p> <p>DIRECTION: CITYWIDE + URBAN CORE</p> <p><i>(Preferences & Policy Creation)</i></p>	<p><i>PHASE 3</i></p> <p>DIRECTION: CITYWIDE + GROWTH AREAS</p> <p><i>(Preferences & Policy Creation)</i></p>	<p><i>PHASE 4</i></p> <p>DRAFT</p> <p><i>(Comment & Celebration)</i></p>
Apr – Aug 2017	Sept – Nov 2017	Jan – March 2018	Apr – June 2018
<p>What are the issues and priorities NOW?</p> <p>What baseline information can provide insight into the current condition of Vancouver's parks and recreation system?</p> <p>WOW! What are big ideas for the future?</p>	<p>WOW! What is the preferred vision for the future?</p> <p>HOW can we start to create recommendations on how to reach our vision together for the city and the urban core?</p>	<p>WOW! What is the preferred vision for the future?</p> <p>HOW can we start to create recommendations on how to reach our vision together for the city and the growth areas?</p>	<p>HOW can we refine recommendations and create common goals to reach our vision?</p> <p>HOW can we kick-off initial steps and engage our community as we celebrate the plan's adoption?</p>

VanPlay Engagement Strategy

Layered together, the engagement strategy offers a plethora of ways to get involved and stay informed.

VanPlay Tour

Share the video!

VanPlay Seminar Series

Attend a seminar!

Explore the Imagination Playground!

Post your photos!

VanPlay Promo Video

Play outside!

Delve deeper into the issues by reading an issue paper!

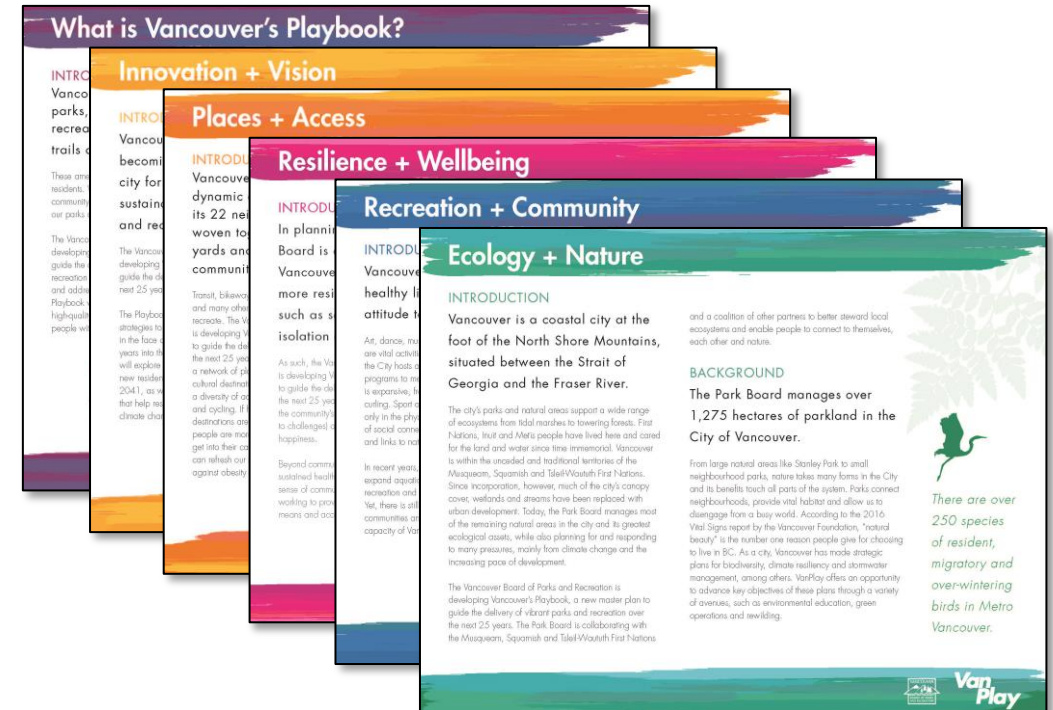
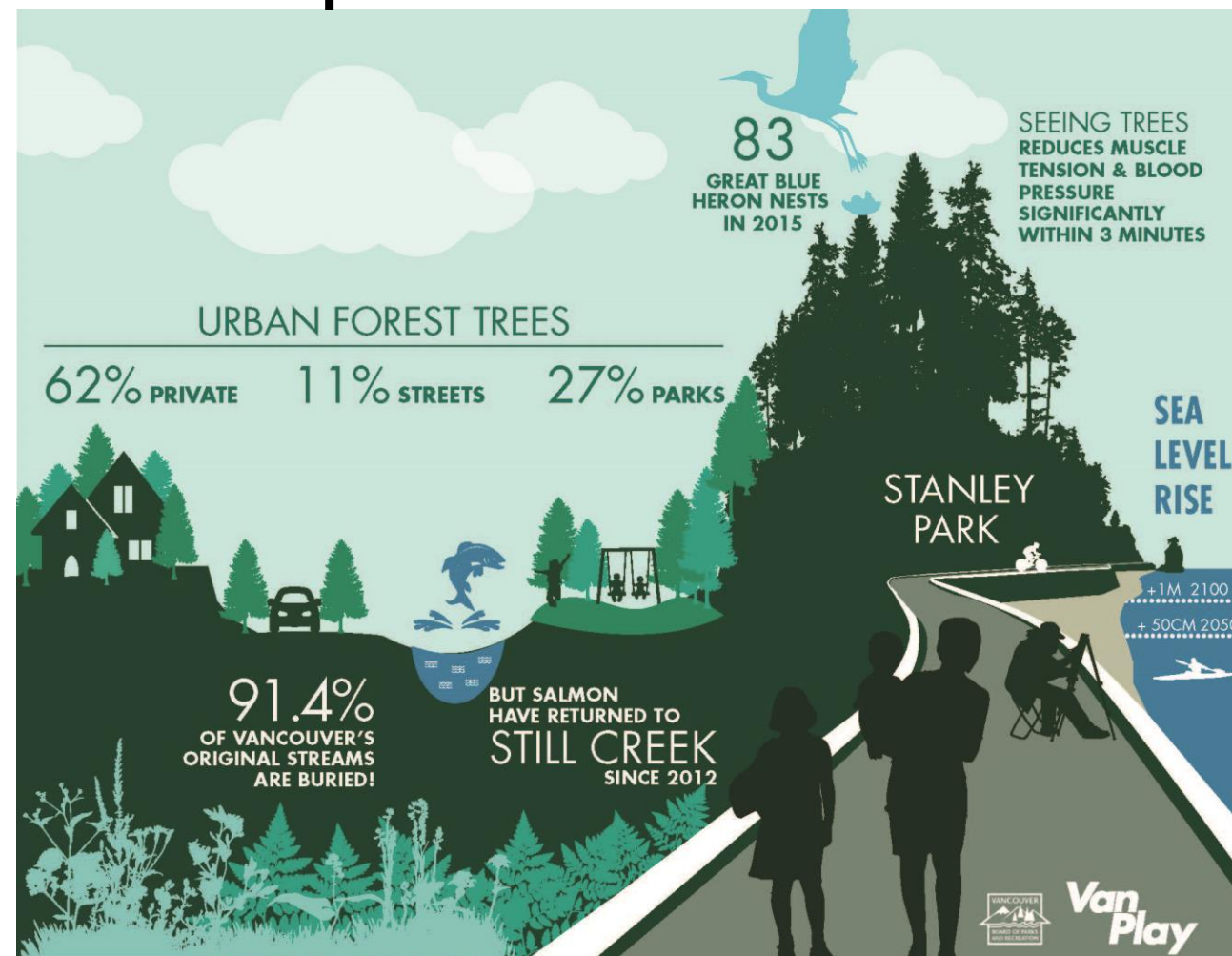
VanPlay Project Timeline

Engagement Highlights



PHASE 1 DISCOVERY <i>(Issues & Priorities)</i>	PHASE 2 DIRECTION: CITYWIDE + URBAN CORE <i>(Preferences & Policy Creation)</i>	PHASE 3 DIRECTION: CITYWIDE + GROWTH AREAS <i>(Preferences & Policy Creation)</i>	PHASE 4 DRAFT <i>(Comment & Celebration)</i>
Apr – Aug 2017	Sept – Nov 2017	Jan – March 2018	Apr – June 2018
PB Commissioners Update Ext. Advisory Group CCA Briefing Survey on TalkVancouver Website Launch VanPlay Tour & Launch Events Committees of Council briefing	PB Commissioners Update Ext. Advisory Group Public Seminars Urban Core workshops Youth art contest Seniors dialogue session CCA Workshops & community led conversations Committees of Council briefing	PB Commissioners Update Ext. Advisory Group Growth Area workshops Park Board staff workshops and survey Stakeholder Meetings CCA Workshops & community led conversations	PB Commissioners Final Report for consideration Ext. Advisory Group 1-to-1 stakeholder engagement Engagement to test recommendations Playbook Launch Celebratory public event

Phase 1: Discovery Issue Papers



- Six issue papers to guide the Discovery phase content development & public engagement
- Act as brief **conversation** starters
- Provide concise **literature** reviews
- Present **initial themes** to test with the public and to break down complex information on parks and recreation

Phase 1: Engagement Highlights



4,000+

People engaged during the
VanPlay Tour



2,700

Respondents completed the
VanPlay English & Chinese
survey



10,000+

Unique visits to the online
VanPlay engagement tools



Created an **External Advisory Group** and held meeting #1



Presented to **Committees of Council** with Social Infrastructure Plan, Making Space for Art & Places for People



200+

Organizations were
communicated with



130+

People were reached
through an **e-newsletter**

Phase 1 – Initial Snapshot: Social Media Summary



Video views: 3,846



Video views: 70,982

Reactions, comments,
shares of VanPlay
video: 422

Interactions (link clicks,
see more, etc.): 1,806

Total reach (# of
accounts who saw
VanPlay posts):
530,095



Video views: 17,076

Video likes: 180

Link clicks from video:
63

#VanPlay mentions &
uses: 152



Video views: 22,301

Retweets/likes &
Comments on video: 62
Link clicks from video: 56

Engagement with tweets: 411
Overall reach: 362,892
Impressions: 783,200
Link clicks from tweets: 287
Users mentioning #vanplay: 223



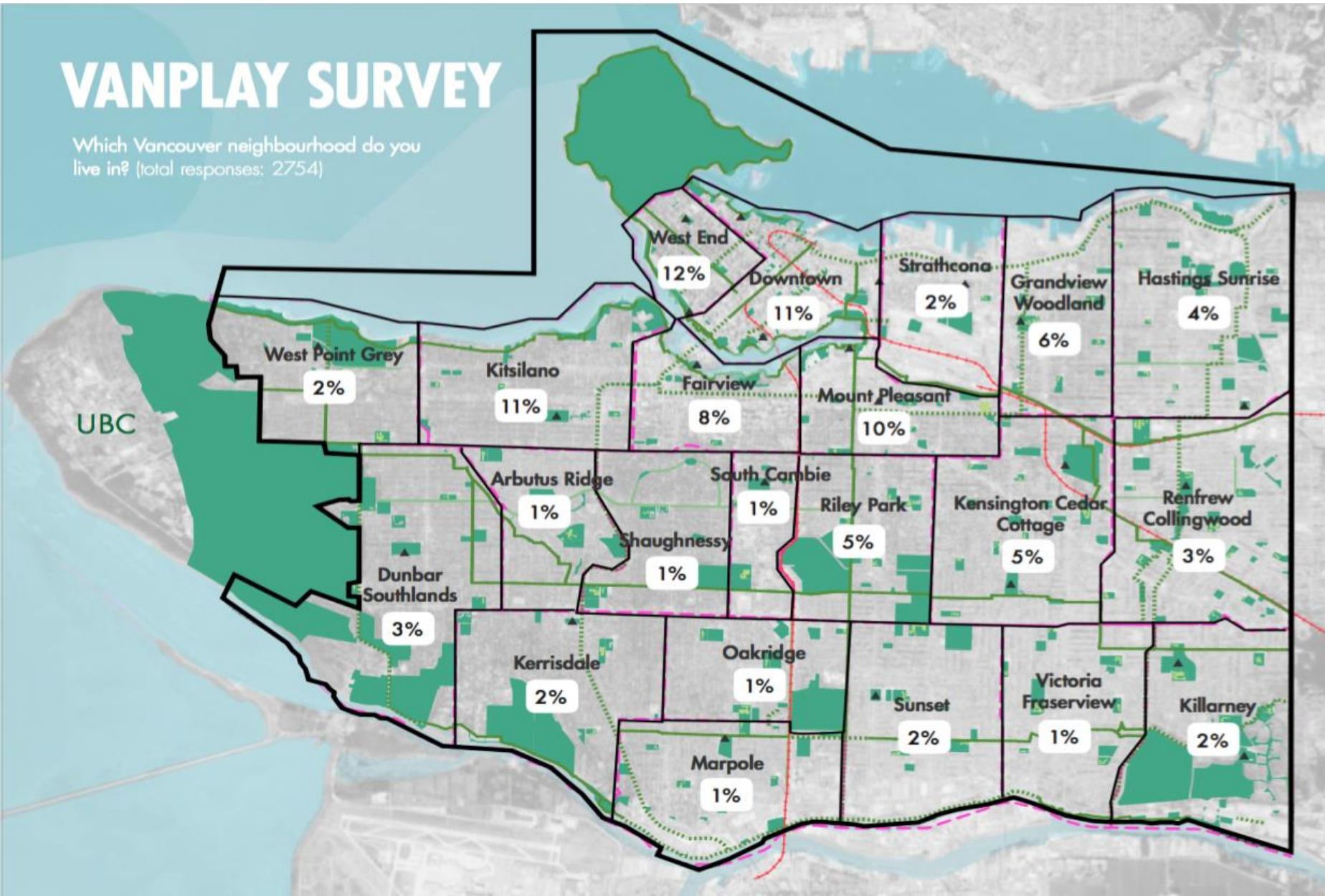
Phase 1: VanPlay Survey



2754
Respondents

VANPLAY SURVEY

Which Vancouver neighbourhood do you live in? (total responses: 2754)



Gender

- Female: 58%
- Male: 41%
- None of the above: 1%
- Prefer not to say: 3%

Age

- 19 and under: 1%
- 20 – 29: 10%
- 30 – 39: 23%
- 40 – 49: 25%
- 50 – 59: 18%
- 60 – 69: 16%
- 70+: 7%

Families

- With children: 45%
- No children: 55%



Phase 1 – Initial Snapshot

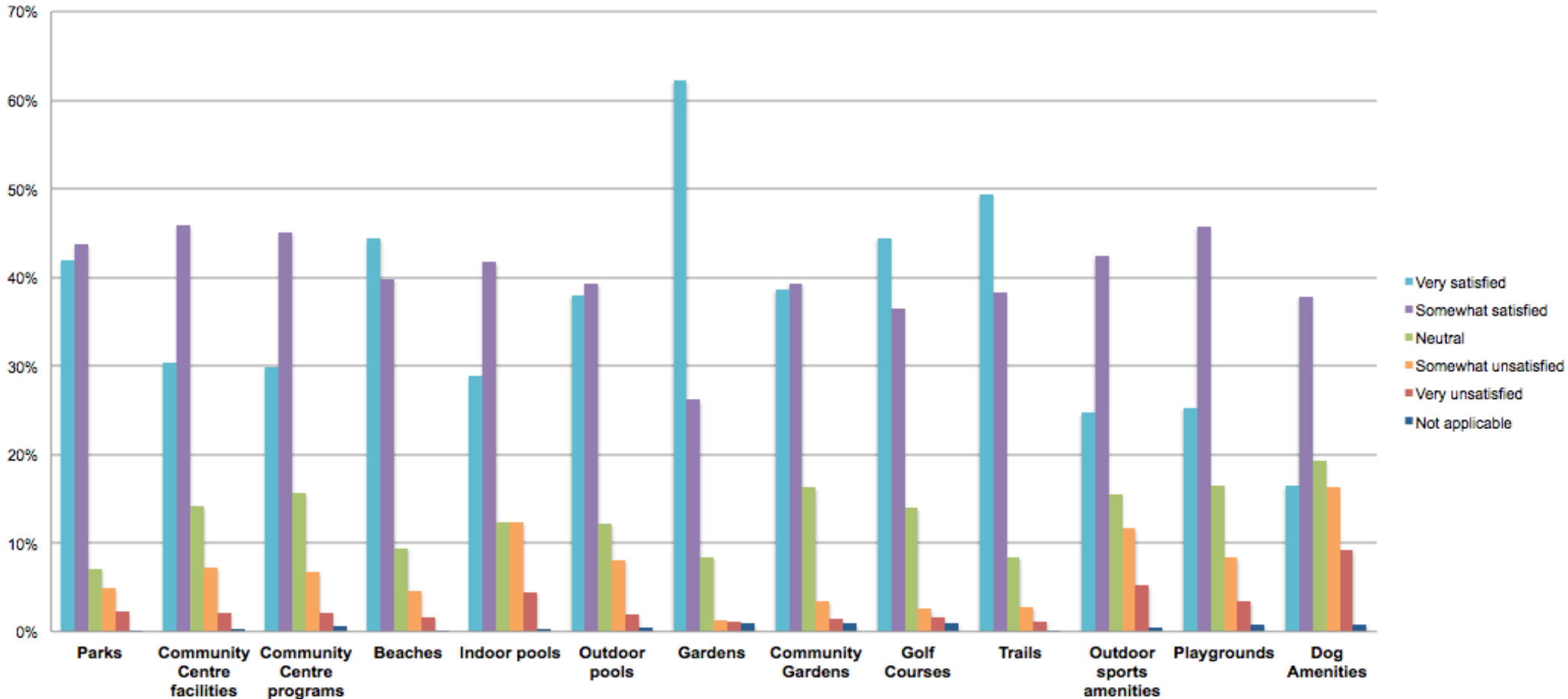


VanPlay Survey

Q: How satisfied are you with the quality of each of the amenities you visited?

Graph shows:

- Highest user satisfaction – *gardens, trails, beaches & golf courses*
- Highest unsatisfied users - with *pools, outdoor sports amenities & dog amenities*





Phase 1 – Initial Snapshot

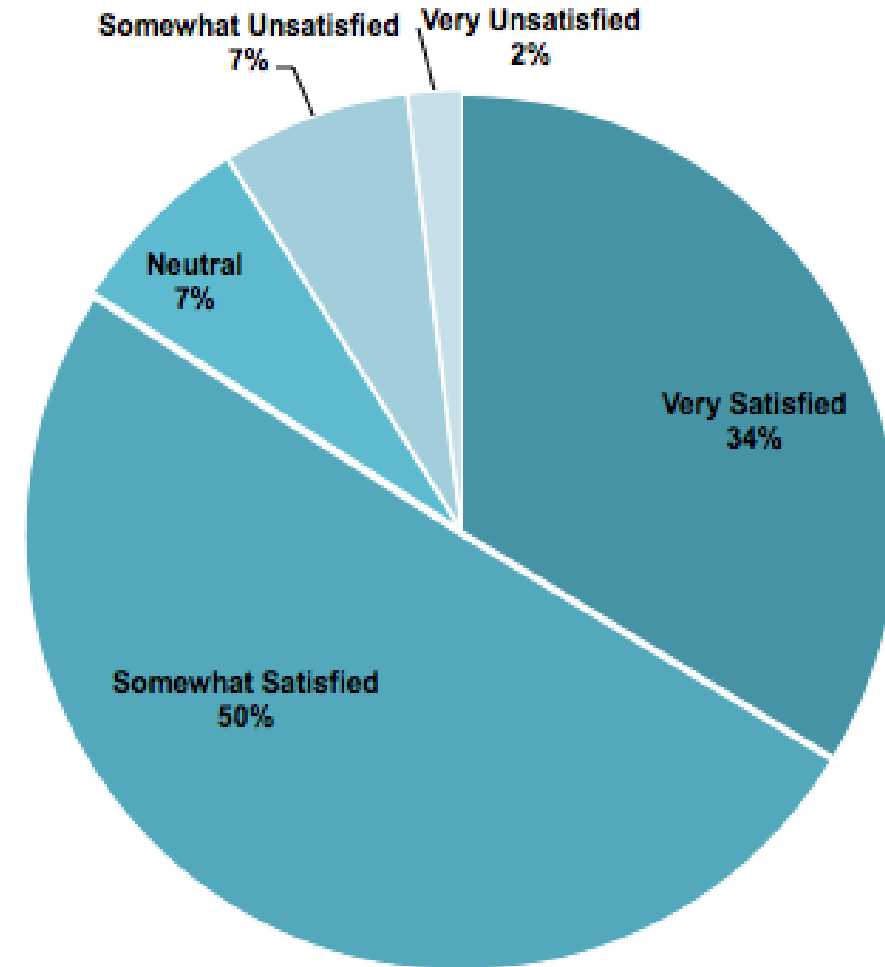


VanPlay Survey

Q: Overall, how satisfied are you with quality of the Vancouver parks and recreation system as a whole?

Graph shows:

- 84% of users and non-users are very or somewhat satisfied
- 7% of users and non-users are neutral
- 9% of users and non-users are somewhat or very unsatisfied





Phase 1 – Initial Snapshot

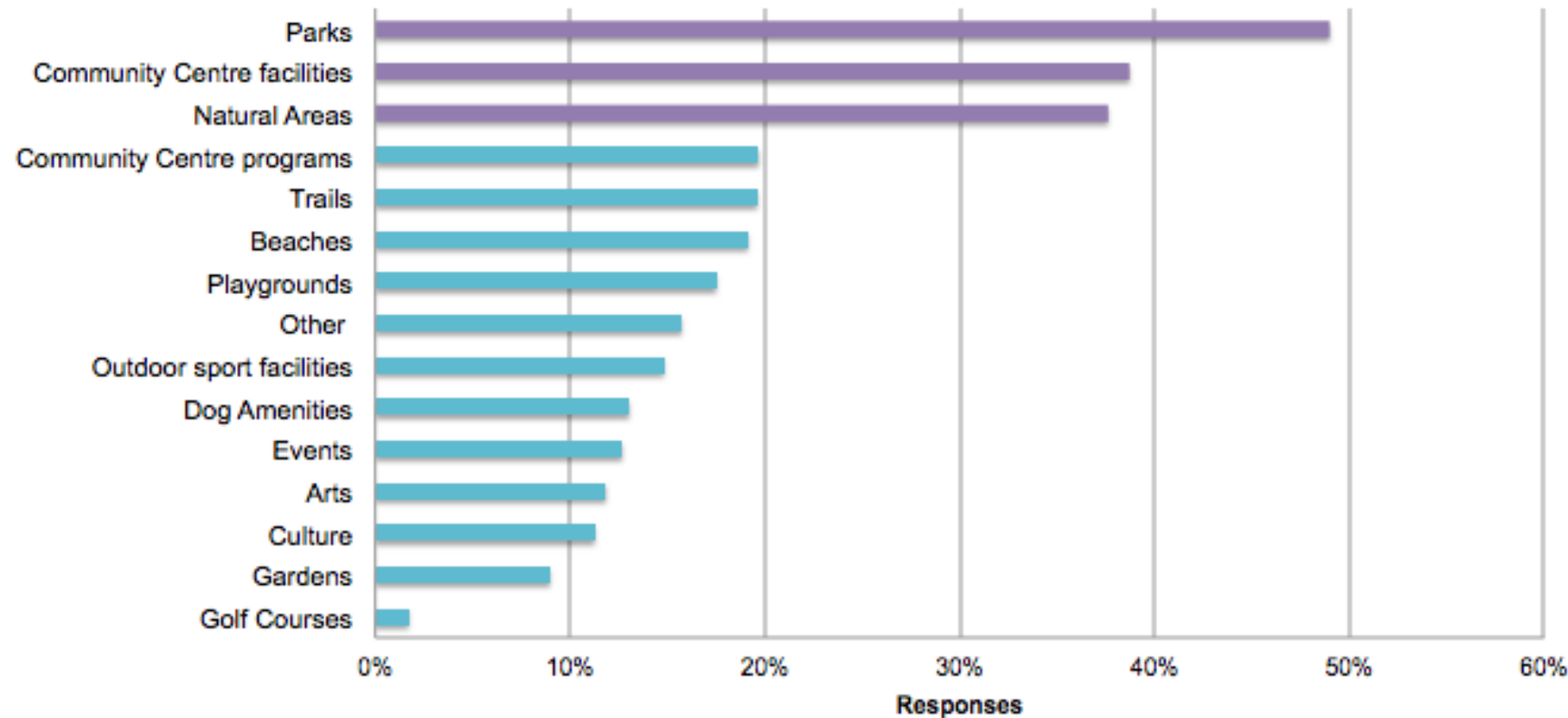


VanPlay Survey

Q: What do you think are the top 3 priorities for improvements to Vancouver's parks and recreation over the next 25 years?

Graph shows:

- Top 3 priorities for users and non-users were parks (49%), community centre facilities (39%) and natural areas (38%)





Phase 1 – Initial Snapshot



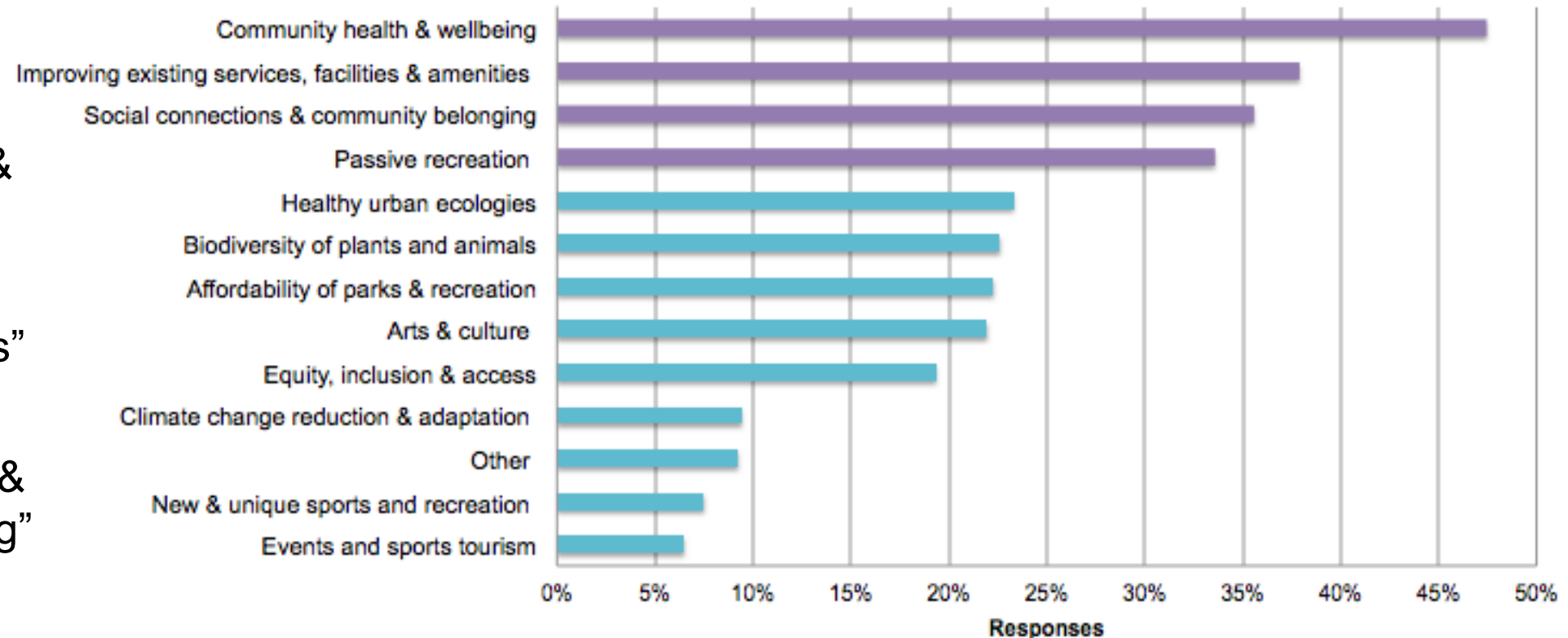
VanPlay Survey

Q: What do you think are the top 3 factors for us to consider as we plan for the future of Vancouver's parks and recreation?

Graph shows:

Top 4 factors for users/
non-users were:

- “Community health & wellbeing” (47%)
- “Improving existing services & amenities” (38%)
- “Social connections & community belonging” (36%)
- “Spaces for passive recreation” (34%)





Phase 1 – Initial Snapshot

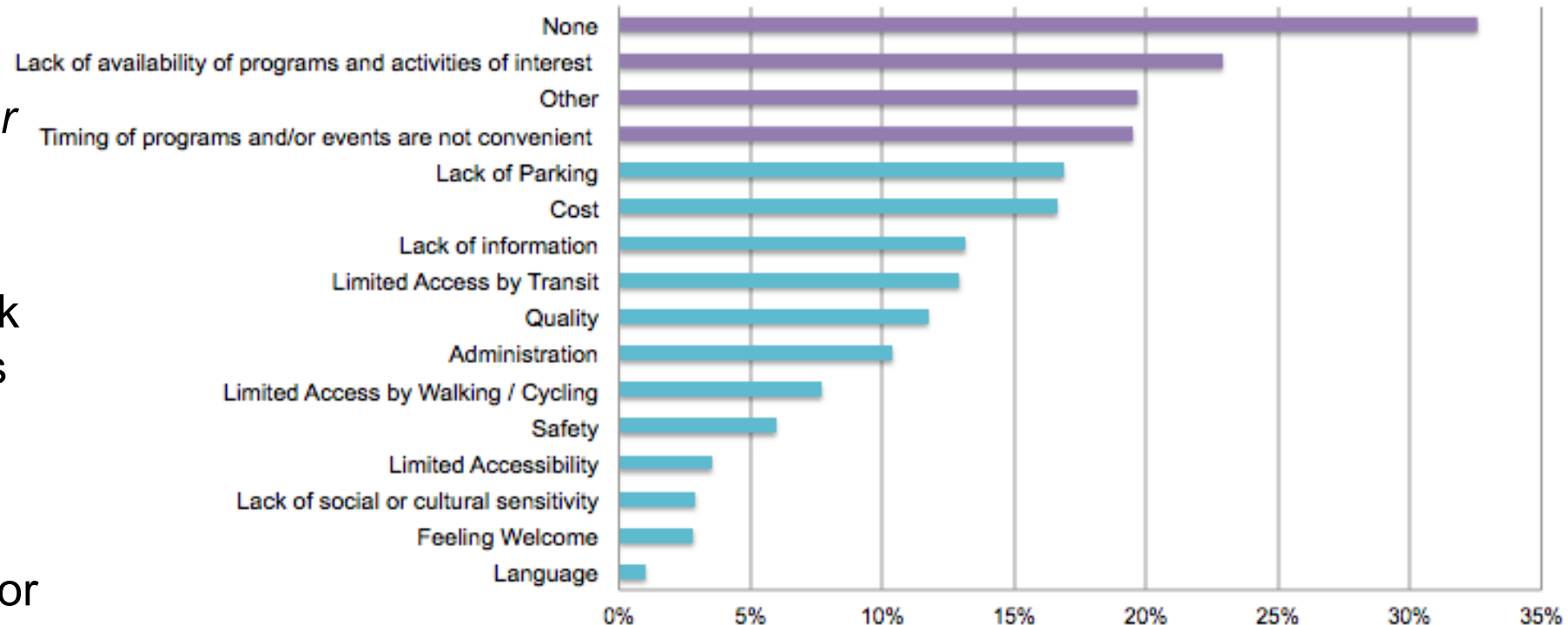


VanPlay Survey

Q: Are there any challenges or barriers that prevent you from enjoying Vancouver's parks and recreation?

Graph shows:

- 33% of users and non-users have *NO barriers or challenges*
- Top 3 barriers for users/non-users are “Lack of availability of programs and activities of interest” (23%), “Other (opened ended answer)” (20%), & “Timing of programs and/or events” (19%)



Note: these results reflect respondents perspectives and could vary amongst people with ESL and diverse abilities



Phase 1 – Initial Snapshot



VanPlay Survey

Q: In your opinion, what could we do to improve the quality of Vancouver's parks and recreation?

Graph shows:

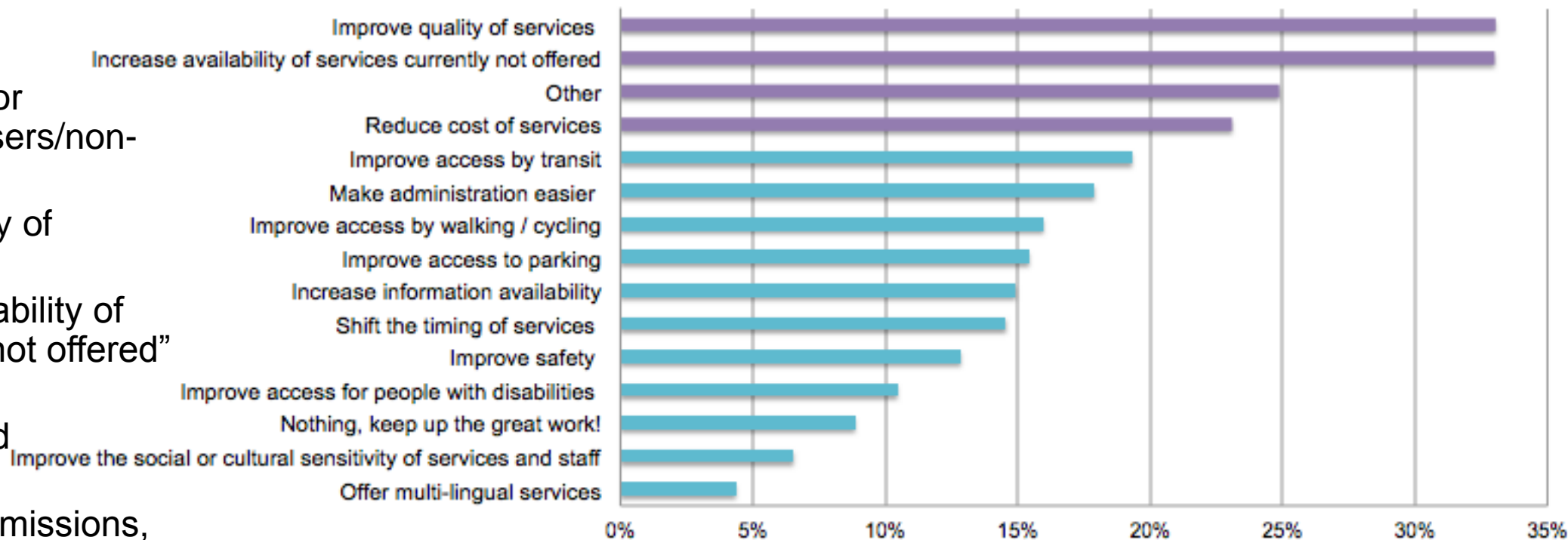
Top opportunities for improvement for users/non-users are:

“Improve the quality of services” (33%)

“Increase the availability of services currently not offered” (33%)

“Other (open ended response)” (25%)

“Reduce cost of admissions, services, events and programs” (23%)



Note: these results reflect respondents perspectives and could vary amongst people with ESL and diverse abilities



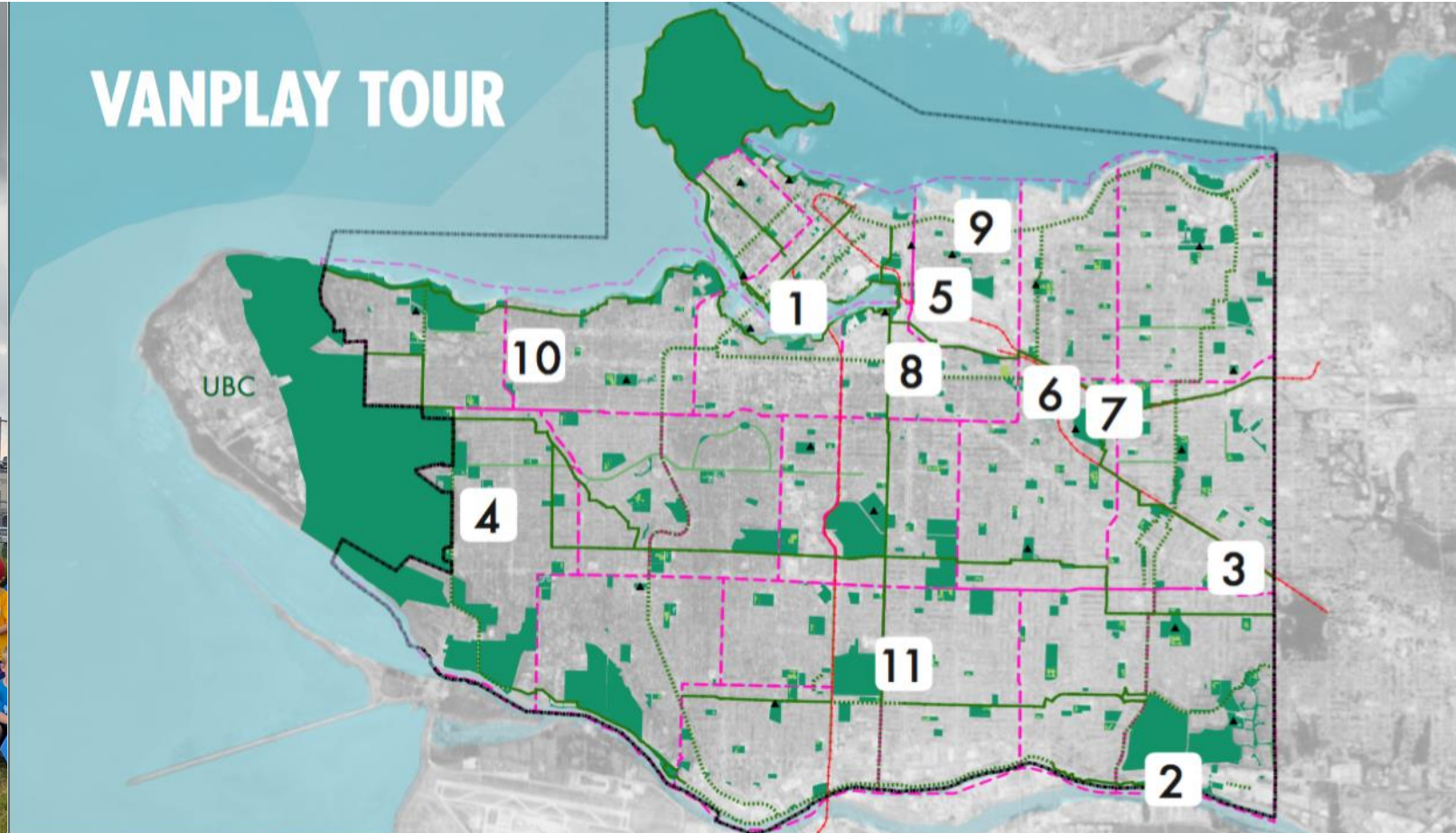
Phase 1: VanPlay Tour



4000+ Participants

Families

- Children under 18: estimated 50%
- Adults over 18: estimated 50%



NUMBER OF PEOPLE REACHED PER EVENT

1 Launch – David Lam Park 400	4 Salmonberry Days 450	7 Trout Lake Farmers Market 125	10 Greek Day 500
2 River District Farmers Market 200	5 More Sports Soccer Jam 100	8 Car Free Day Main St 650	11 Sunset Community Centre - July 1 -
3 Collingwood Days 200	6 Italian Day 1000	9 Strathcona Street Fest 100	



Phase 1: Initial Snapshot

A few things we heard in response to:

Q: Tell us what you think! Use a sticky note to share what's working well?

INNOVATION+VISION

- Park/green access across the city
- Interactive play structures
- Trails
- **Gardens (ornamental horticulture)**

CELEBRATION+TOURISM

- Celebrations and events in destination parks, gardens and green spaces
- **Prominent destination parks**
- Seawall bike path
- Community events

RESILIENCE+WELLBEING

- **Community gardens**
- **Health and fitness programs**
- Community building events
- Access to water and water recreation

PLACES+ACCESS

- Cycling culture, infrastructure and access
- New and improved play structures
- Indoor playgrounds
- **Access to indoor pools / water recreation**
- Park maintenance

ECOLOGY+NATURE

- **Access to nature**
- Healthy soil for plants to grow in green spaces
- Wildlife in parks
- Daylighting streams

RECREATION+COMMUNITY

- **Community centre programs & services**
- Sports court maintenance
- Beaches and ocean swimming
- Community run activities in parks



Phase 1 – Initial Snapshot



A few things we heard in response to:

Q: Tell us what you think! Use a sticky note to share with us what are the challenges?

INNOVATION+VISION

- **Equitable access to parks & recreation across the city**
- Equal access to community centres
- Parks that celebrate the rain
- No access to information (website issues)
- Fossil fuel dependence

CELEBRATION+TOURISM

- **Recognizing and respecting First Nations and urban Aboriginal communities**
- Funding for community initiatives
- Lack of activation programming in parks
- Maintenance of ornamental gardens

RESILIENCE+WELLBEING

- **Public sanitation facilities**
- Access to drinking water
- Provision of seniors services and resources
- Need to increase **affordable** amenities in parks

PLACES+ACCESS

- **Park safety**
- **Waste management**
- Inadequate parks in the urban core
- Lack of dog off-leash areas
- Bylaw enforcement of off-leash laws
- Lack of signage
- Limited access by bike and transit

ECOLOGY+NATURE

- Loss of biodiversity
- Invasive plants
- **Need for urban forest expansion**
- Need to design nature play into parks
- Disconnection from nature

RECREATION+COMMUNITY

- Old park amenities needing renewal
- **Access to play structures for all ages**
- Lack of facilities maintenance
- Availability of programs
- Timing of programs
- Sport field allocations



Phase 1 – Initial Snapshot



A few things we heard in response to:

Q: Tell us what you think! Use your sticky note to share with us what are the opportunities?

INNOVATION+VISION

- Places to work outside
- Activation programming
- **Destination adventure parks**
- Environmental sustainability
- Innovative and interactive play

CELEBRATION+TOURISM

- Gathering spaces for events & cultural programs
- More public art
- More/better cafes & concessions
- **Integrate public art, performance & entertainment**
- **More public events** in parks
- Collaborate with First Nations & urban Aboriginal communities

RESILIENCE+WELLBEING

- Outdoor sport & exercise facilities
- **Creative & risky play spaces**
- Youth life skills programs
- More public sanitation facilities
- Community belonging & neighbourhood building activities
- **Affordable programs**

PLACES+ACCESS

- **Renew old play structures**
- Safe unsupervised play areas
- Increase disability access
- Expand dog off-leash areas
- **Parks & play for all ages**
- A network of parks & recreation opportunities (key destinations, cycle paths, infrastructure)

ECOLOGY+NATURE

- **Wild spaces in parks**
- Foster love of nature
- Outdoor education
- Hiking culture and trails
- Increase tall canopy cover
- Food gardens & orchards
- Habitat restoration

RECREATION+COMMUNITY

- Availability/timing of programs
- **Spaces for risky play**
- Sports/recreation equipment sharing
- Protected outdoor play areas for all seasons
- Hot tubs & spas

Content Development Update

Technical Report (Report 1)

- Robust inventory and analysis of the park system and its service delivery model, including future growth
- evidence-based
- thoroughly investigated

The format:

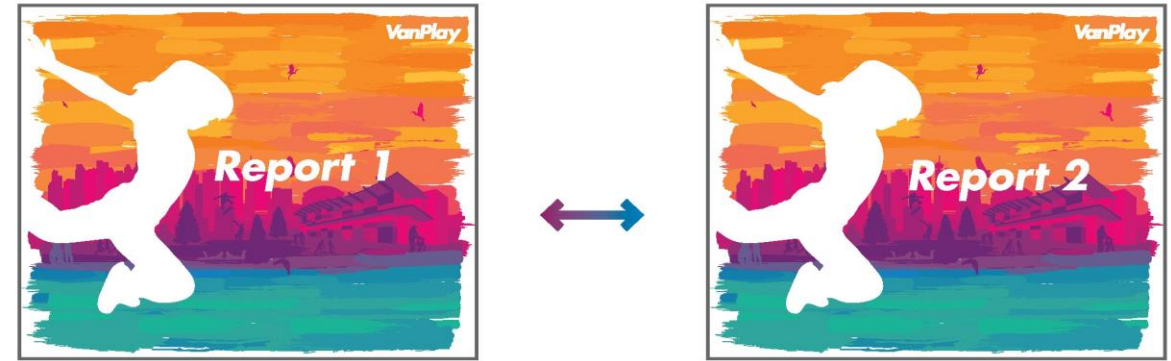
- 50-page draft report with appendixes

The Schedule:

- Drafting ongoing throughout the project
- Final document due Summer 2018

The audience:

- Park Board Commissioners, Park Board staff, Internal Stakeholders



Report 1

does not exist in isolation but rather provides the research and analysis that will ground Report 2, our rousing call-to-action.

Parks & Recreation

Overview

PASSIVE



ACTIVE

Floral displays



Wildlife spotting



Gardening



Day Camp



Sport competitions



Challenges

- **Broad set of users** with varying levels of interest, resources, need and ability
- **Social challenges**, including sedentary behavior, lack of social connection, decline of organized sport, and rising obesity
- Better understand service needs on a **neighbourhood-by-neighbourhood** basis

Opportunities

- Opportunity for **holistic view** of recreation that covers the full breadth of experience
- Align with **definition of recreation**: “an activity that people engage in during their free time, that people enjoy and that people recognize as having socially redeeming values.” –Amy Hurd, The Park and Recreation Professional’s Handbook

Parks

Work Underway

Baseline Metrics & Inventory

- GIS inventory underway
- Park access metrics expanded upon from 2016 report
- Infographics developed for issue papers & social media

Park Use

- SOPARC use / non-use study
- Draft report late August

Satisfaction

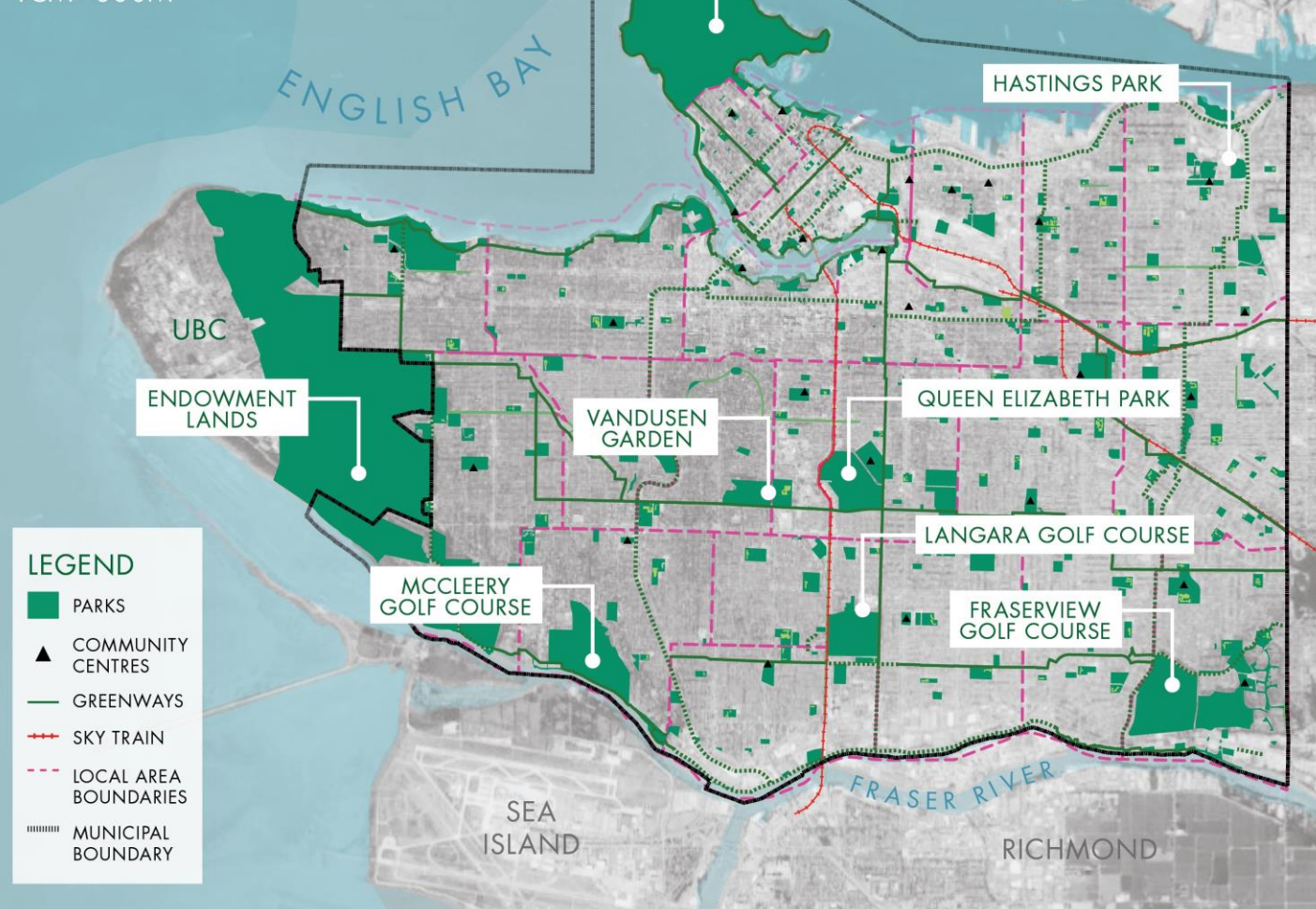
- Engagement reports July-August
- Incorporating findings with analysis

Barriers / challenges

- TalkVancouver Survey and other engagement lit review

PARK INVENTORY MAP

1CM=800M

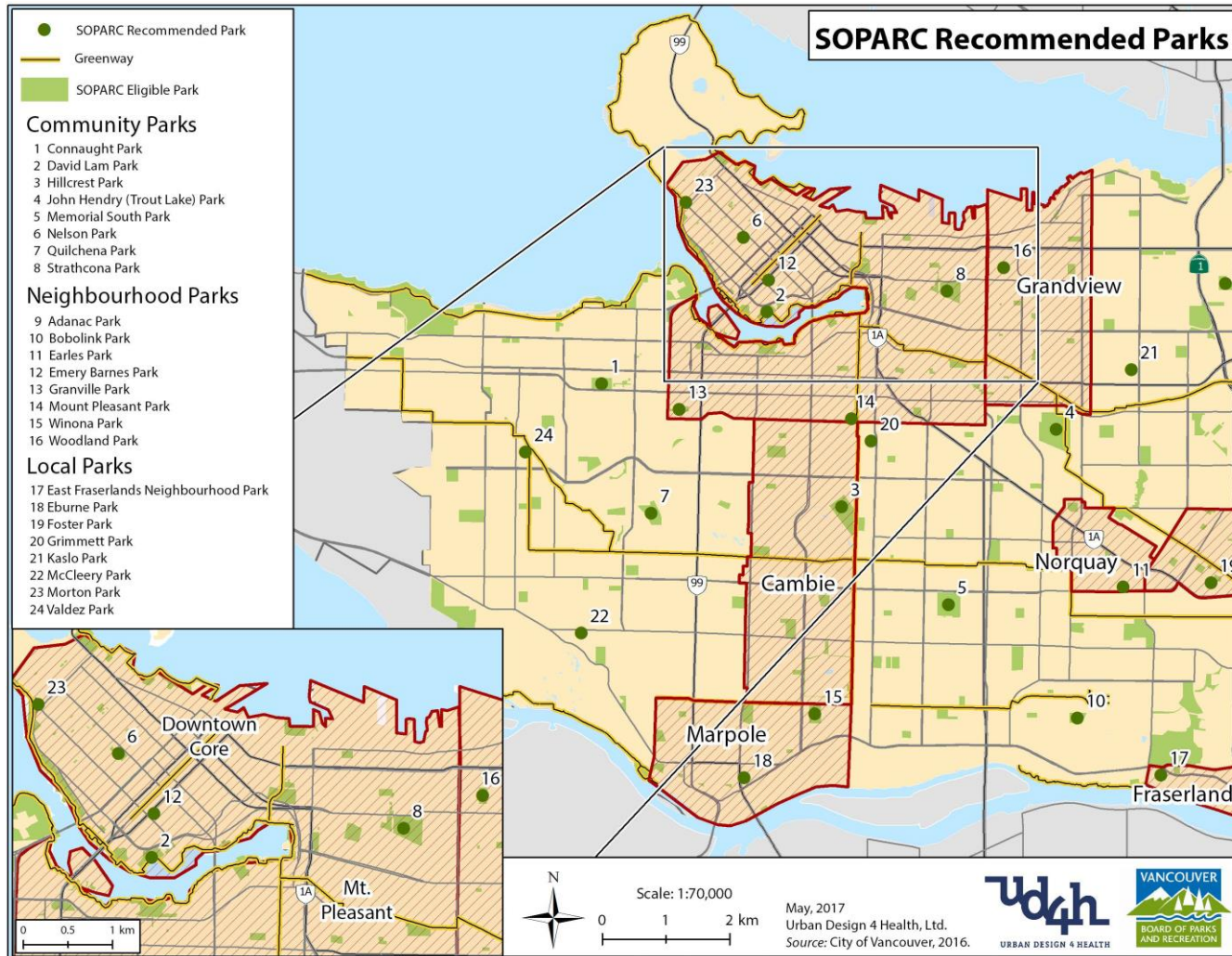


SOPARC

System for Observing Play and
Recreation in Communities



- SOPARC is a **reliable and feasible instrument** for assessing physical activity and how neighbourhood parks influence physical activity.
- SOPARC has been tested by observing 16,244 individuals in 165 park areas across North America.
- Vancouver's SOPARC study is anticipated to give broad information about **how parks are currently being used** to help define overarching recommendations and more detailed park-specific data that can be used for future planning efforts.



Park Selection Methodology

- Criteria included:
 - Park type
 - Presence of amenity or spaces for activity
 - Income levels
 - Adjacency to greenways

Schedule of Events:

- SOPARC – *Parks That Move Us* Presentation: May 24th
- Training Period: May 25th – 26th
 - Training Team: Dr. Deborah Cohen, Terry Marsh, RAND Corporation
- Observational Collection Period: May 28th – June 26th COMPLETE**
- Data review, cleaning, aggregation, merging: May 28th – July 31st

Recreation

Concurrent Plans



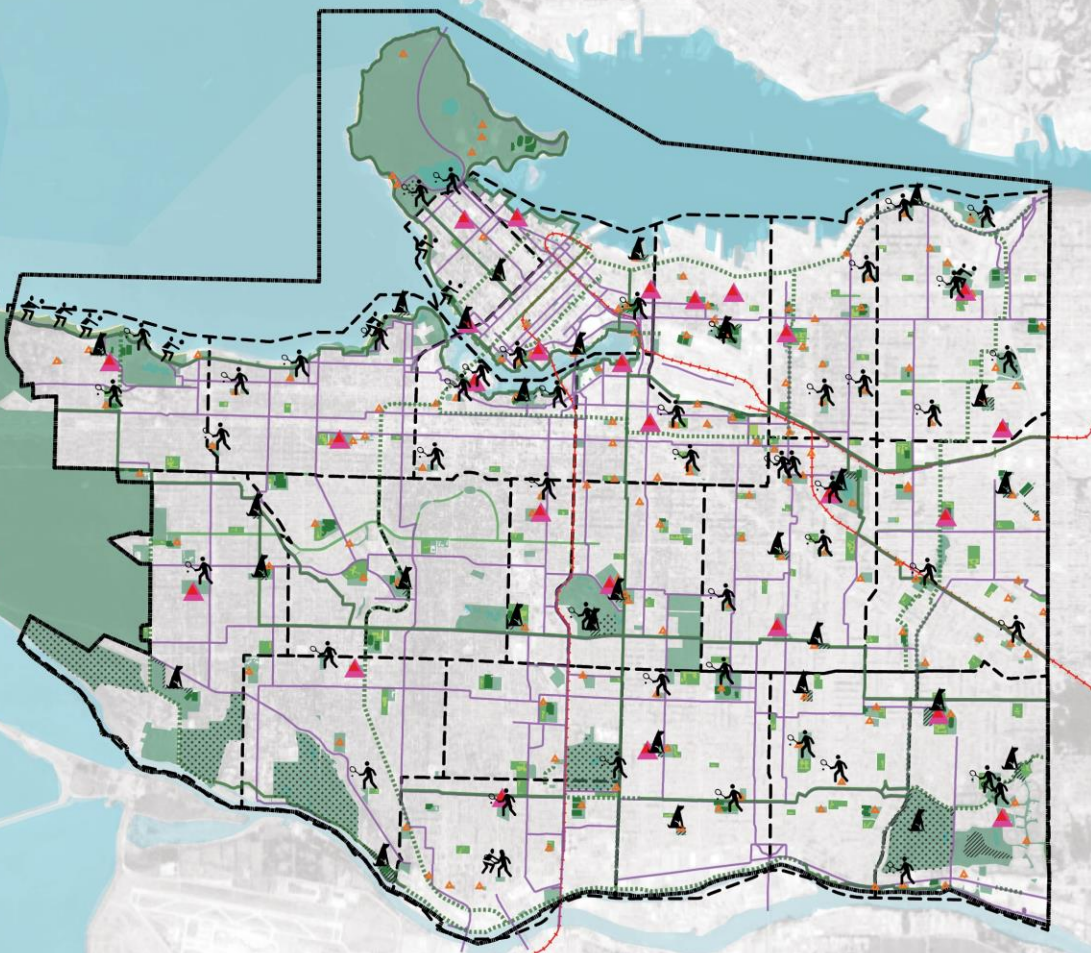
VanSplash Aquatics Strategy

- Explores Vancouver Park Board aquatic facilities, programs and assets, including pools and beaches. System-wide analysis of access.
- Phase 1 complete, Phase 2 underway
- The Playbook will integrate key recommendations from VanSplash

People, Parks and Dogs Strategy

- Examines distribution of off leash dog areas across the city and establishes metrics for size, type, and accessibility.
- Round 1 and 2 complete, final document underway
- The Playbook will integrate key recommendations from People, Parks and Dogs

RECREATION AMENITIES MAP



Amenities

Work Underway

Baseline Metrics & Inventory

- GIS inventory of facilities & amenities underway
- Recreation program matrix underway

Recreational Demand

- SOPARC passive / active observations
- Demographic shifts and their impact on recreation trends, for example;
 - Seniors
 - Inactivity among youth

Satisfaction

- Engagement reports July-August

Barriers / challenges

- TalkVancouver survey and other engagement lit review

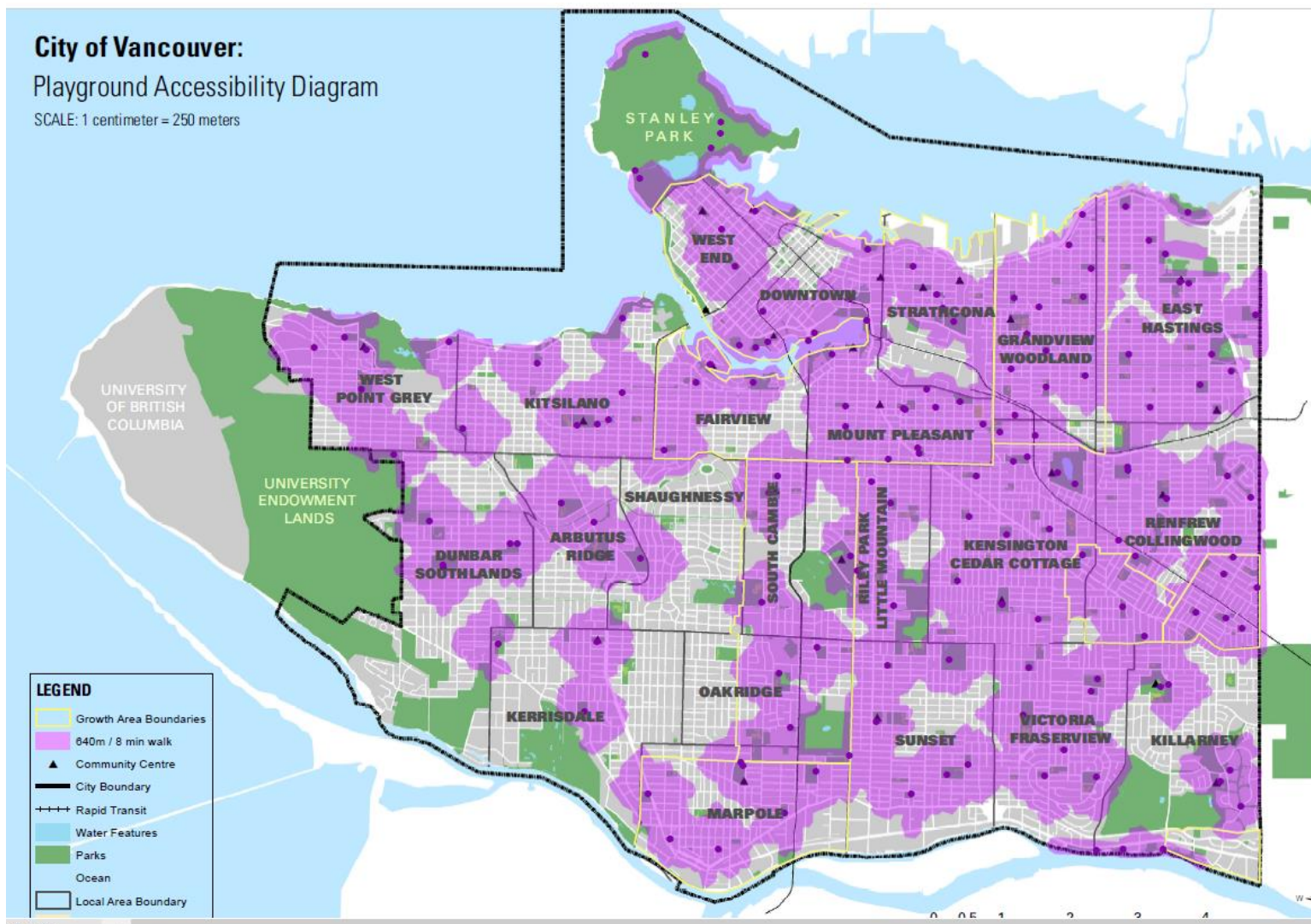
Amenities

Work Underway Inventory

- Recreation amenities, for example:
 - Playgrounds
 - Sports fields (turf, artificial, gravel)
 - Golf courses
 - Baseball diamonds
 - Volleyball courts
 - Tennis courts
 - Gardens

Challenges

- Defining classifications, level of service, service population and access metrics for each facility
- Articulating a vision and mandate for the future



Role and needs vary throughout the city:

- Community Centres fulfill three main needs in their communities
- The proportion of each varies for each community

Recreational

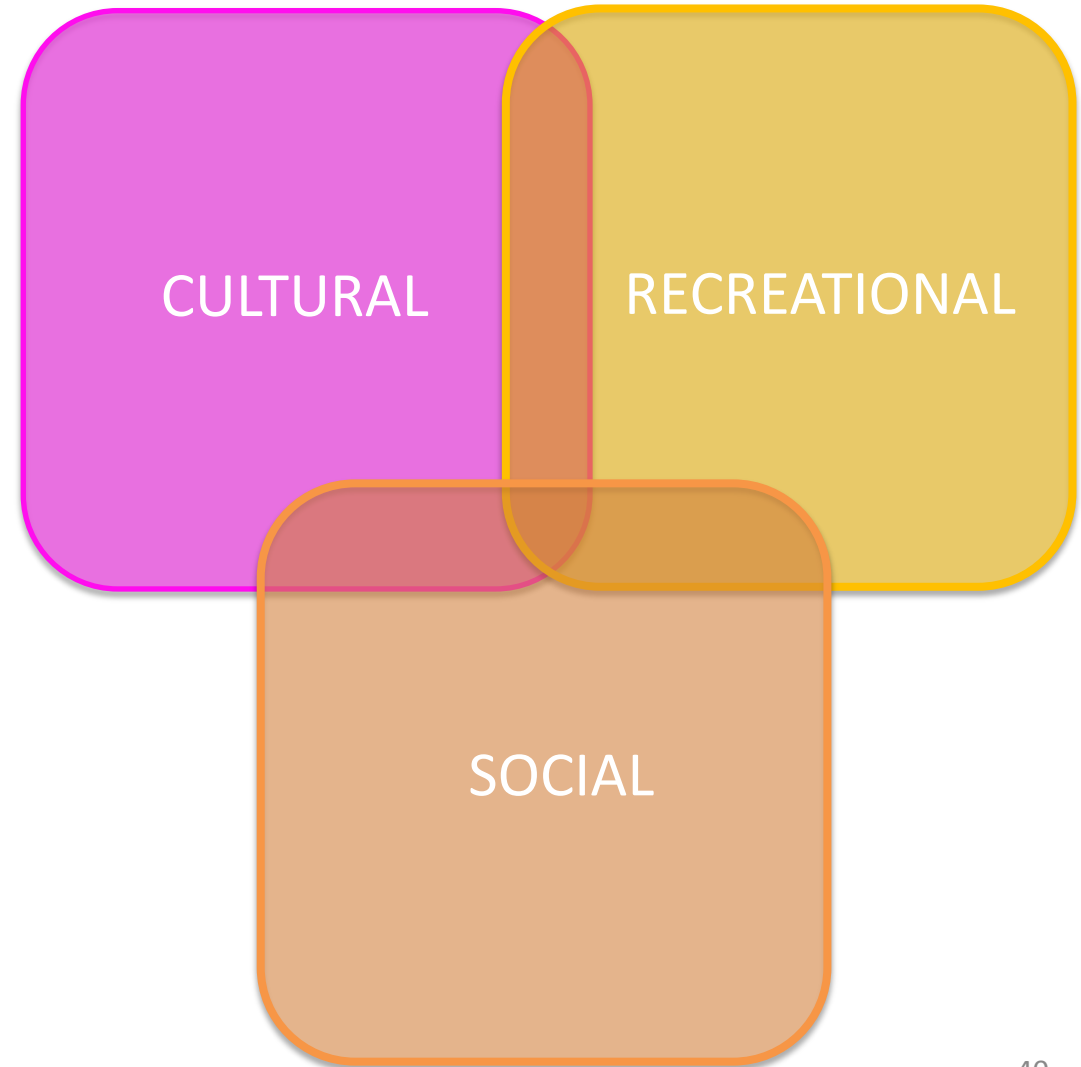
- Free and paid recreation programs
- Onsite facilities and gyms

Cultural

- Community services & gatherings
- Art / performance programs

Social

- Child care and family counselling
- Homeless services and warming shelters



Community Centres

Work Underway

Baseline Metrics & Inventory

- GIS inventory underway
- Facility Assessments received
- Current priorities outlined in Capital Plan

Engagement

- May 29 CCA meeting, another to be held in September
- Engagement reports July-August
- Future opportunities: CCA led conversations, staff surveys and meetings



Strathcona Community Centre

inventory of key elements

- Synthesize recommendations from other related topical plans
- Prioritization model for parkland acquisitions
- Model for primary and secondary climate change impacts

URBAN FOREST MAP
ICM+BOOM

LEGEND

- CANOPY COVERAGE
 - 20-25%
 - 15-20%
 - 10-15%
 - 5-10%
- STREAMS
- SHORELINE
- LOCAL AREA BOUNDARIES
- MUNICIPAL BOUNDARY

URBAN FORESTS

Situated in the Pacific Northwest, Vancouver's native forest is coniferous with Doug fir and western hemlocks.

WHAT THIS MAP TELLS US

- Canopy cover is uneven across neighborhoods. West Vancouver, including Shogway and West Point Grey, have substantially more canopy cover than those in the East with a threshold disparity. Industrial areas and major transit corridors also lack canopy.
- Most native forests are in parks and are stable. Native forests make up only 4% of Vancouver's land cover and Stanley Park alone accounts for 79% of these forests. The good news is the forests are visible and even expanding.

WHAT IS MISSING

- We have extensive data on forest abundance but not on system health and forest quality. While the city has extensive airborne mapping of canopy cover, citizen scientists can help understand forest health and quality.
- Climate change offers a number of challenges to the forest's resilience. From drought and invasive insects to sea level rise, Vancouver's forest will see increasing pressure from climate change and with it, increasing maintenance and management costs.

PERSPECTIVE OF AN ECOLOGIST

Linking the continued ecological and historical connections with the large landscapes and oceans sitting upon these systems is critical foundation material to understand. The increasing intensity and severity of some of the stresses on our cities and the forest and other ecological systems in the Pacific Northwest of the USA and Canada. For example, where wild fire of forest cover has increased from seven times forests, especially after the 1990s drought and pest pressure, this has compounded negative operations and maintenance budgets for parks and open spaces management.

Steve Applebaum, Applied Ecological Services

QUESTIONS TO ANSWER

- What are the baseline conditions?
- What are the knowledge gaps?
- What do the experts think?

- Parks (49%) and natural areas (38%) were in the top three public priorities in the parks and rec system over the next 25 years

Baseline Metrics & Inventory

- GIS inventory of resources
- Ecology sub consultants mobilised

Ecological Audit

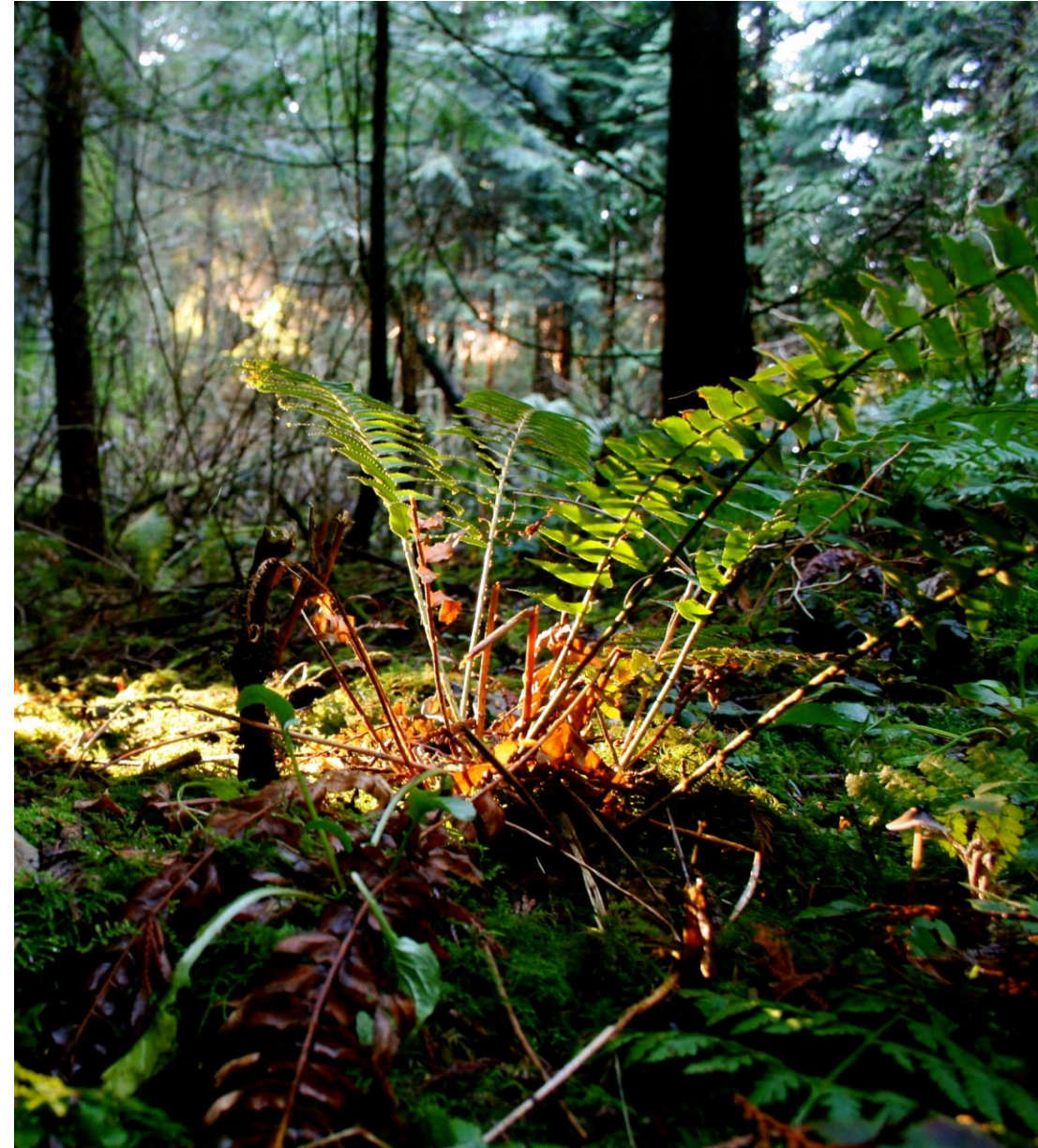
- Previous PB reports on biodiversity, urban forest, birds and climate change

Engagement

- Engagement reports July-August
- Review by PB ecologist

Challenges

- Balancing ecological needs with development pressures and expanding population
- Accounting for secondary impacts of climate change on parks and O&M





Conclusion

Strategic Approach & Key Considerations

- **Analysis is ongoing:** this is a snapshot of preliminary analysis and engagement
- Team currently looking at **individual components** that will be synthesized into system-wide study
- Engagement findings will inform the analysis and engagement questions
- The inventory and analysis in Report 1 to create a compelling public document (Report 2)



Next Steps

- Robust report of Phase 1 findings
- Phase 2 engagement commences in August
- Drafting Report 1- Content development continues
- Phase 2 Project Update to Park Board Commissioners in Fall

