

# VANCOUVER

PARKS & RECREATION SERVICES

# MASTER PLAN



Park Board Presentation

FEBRUARY 1, 2017



# AGENDA

- Plan Vision
- Consultant Team Introduction
- Critical Success Factors
- Process
- Community Engagement
- Schedule
- Key Questions



# PLAN VISION

TO PRESENT A VISION FOR PUBLIC SPACES, PLACES AND FACILITIES WHERE  
PEOPLE CONNECT WITH EACH OTHER, NATURE AND THEMSELVES.

A Great Egret is perched on a bare tree branch against a clear blue sky. The bird is facing left, with its long neck and distinctive plumes visible. The tree branches are intricate and leafless, creating a complex pattern against the sky.

# PLAN VISION

TO ENVISION PARKS & RECREATION SERVICES THAT OFFER EQUITY,

REDUCE BARRIERS AND PROVIDE MEANINGFUL EXPERIENCES FOR THE

PUBLIC WITHIN THE CONSTRAINTS OF POPULATION GROWTH, CHANGING

DEMOGRAPHICS AND INCREASING DEVELOPMENT COSTS.



# PLAN VISION

TO CREATE THE BEST PARKS & RECREATION MASTER PLAN IN THE WORLD.



# WHAT IS A MASTER PLAN?

It is a ...

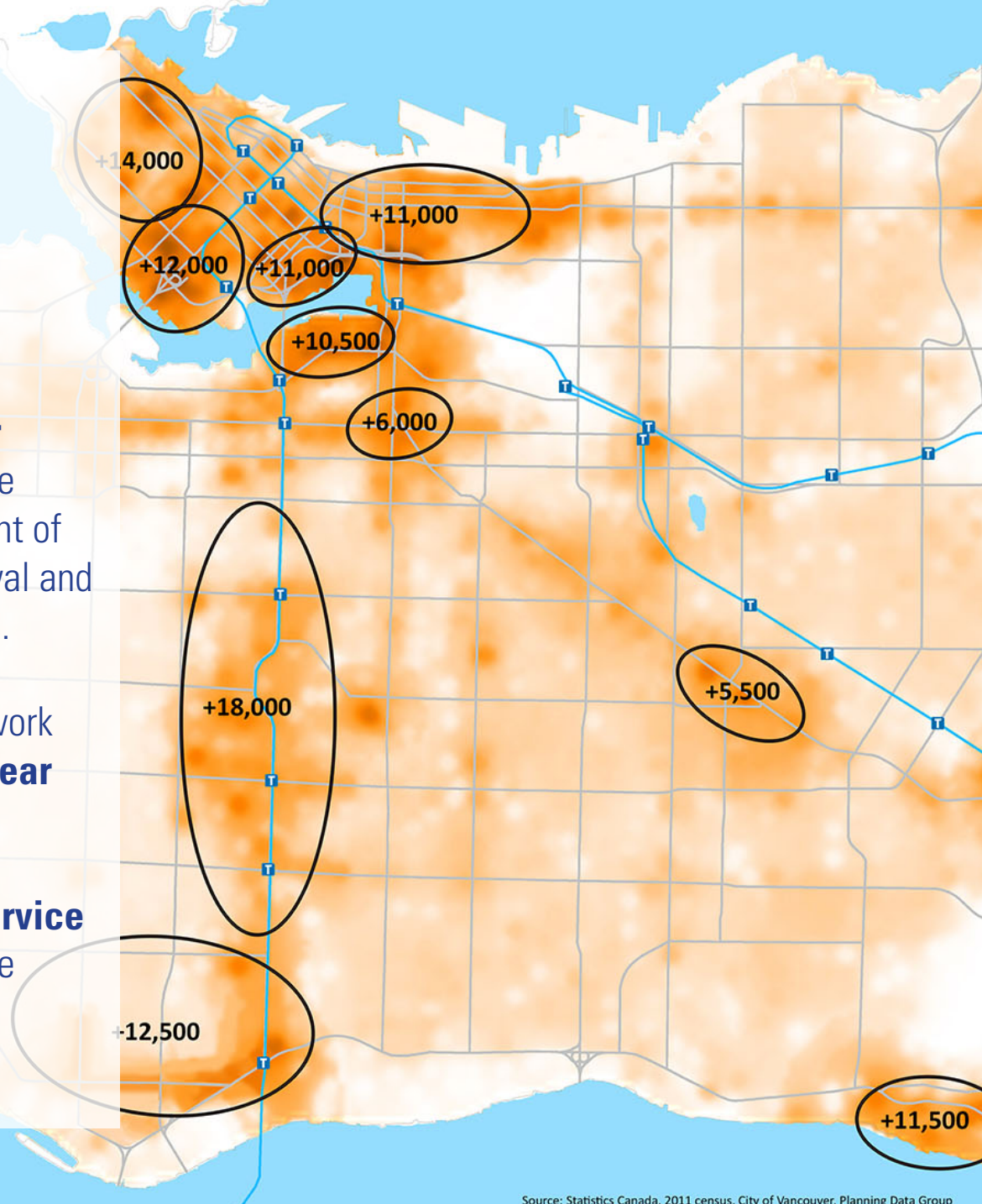
- A **long range planning tool** to determine service gaps, analyze growth trends and identify opportunities for improvements
- **Visionary document** that sets the values and goals for current and future parks and facilities
- An **opportunity for the public** to weigh on the future of parks and recreation

It is not a ...

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

# WHY A MASTER PLAN?

- 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





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# VANCOUVER'S PARK & RECREATION SYSTEM IS COMPLEX.

To properly address that complexity, we have brought together an international team of experts, bridging six disciplines.

**LET'S MEET THEM.**

# VANCOUVER BOARD OF PARKS & RECREATION

CITY OF VANCOUVER

## STAKEHOLDERS

Neighborhood groups, School board, "Park Partners," Tourism BC, development industry

## PUBLIC

visitors, residents, students, workers, metro Vancouver region residents

**MALCOLM BROMLEY**  
General Manager

**DAVE HUTCH**  
Manager, Research & Planning

**TATE WHITE**  
Planner

**KATHERINE HOWARD**  
Project Manager

**DOUG SHEARER**  
Senior Planner

VANCOUVER  
PARK BOARD  
TEAM

**DESIGN WORKSHOP**  
LEAD CONSULTANT

**KURT CULBERTSON**  
Principal-in-Charge / CEO

**AMANDA JETER**  
Project Manager

**MODUS**  
PUBLIC ENGAGEMENT, PLANNING & DESIGN

**VINCE VERLAAN**  
Principal / Engagement Specialist

CONSULTANT  
TEAM

LANDSCAPE & ARCHITECTURE

**ERIK LEES**  
Principal, Lees + Associates

**DARRYL CONDON**  
Managing Partner, HCMA

PUBLIC HEALTH

**LAWRENCE FRANK**  
PhD & Professor, Urban Design 4 Health

**JANINE DELA SALLE**  
Principal, Urban Food Strategy

URBAN ECOLOGY

**STEVEN APFELBAUM**  
Principal, Applied Ecological Services

**VAL SCHAEFER**  
PhD, Urban Ecology

OPERATIONS & MAINTENANCE

**TIM MARSHALL**  
Principal, ETM Associates

# PROJECT TEAM

# VANCOUVER BOARD OF PARKS & RECREATION

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Planner

**KATHERINE HOWARD**  
Project Manager

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Senior Planner



**PROJECT  
TEAM**

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LEAD CONSULTANT



**KURT CULBERTSON**  
Principal-in-Charge /  
CEO

**AMANDA JETER**  
Project Manager



## MODUS

PUBLIC ENGAGEMENT, PLANNING & DESIGN



**VINCE VERLAAN**  
Principal /  
Engagement  
Specialist



**PROJECT  
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Food Strategy



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ECOLOGY

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Ecological Services



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Ecology



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# DESIGN WORKSHOP

IS A FIRM BORN IN THE PURSUIT OF IDEAS

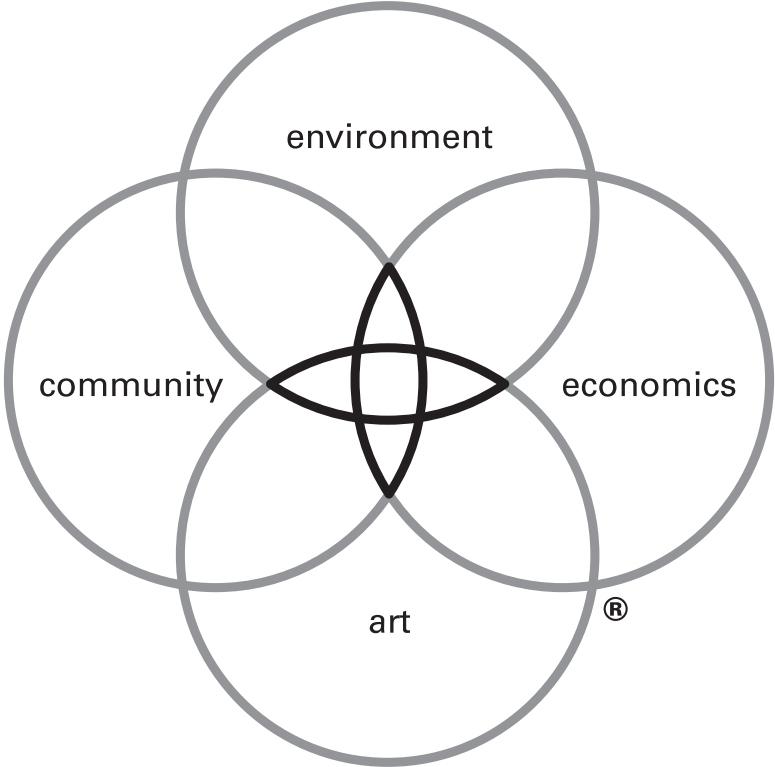




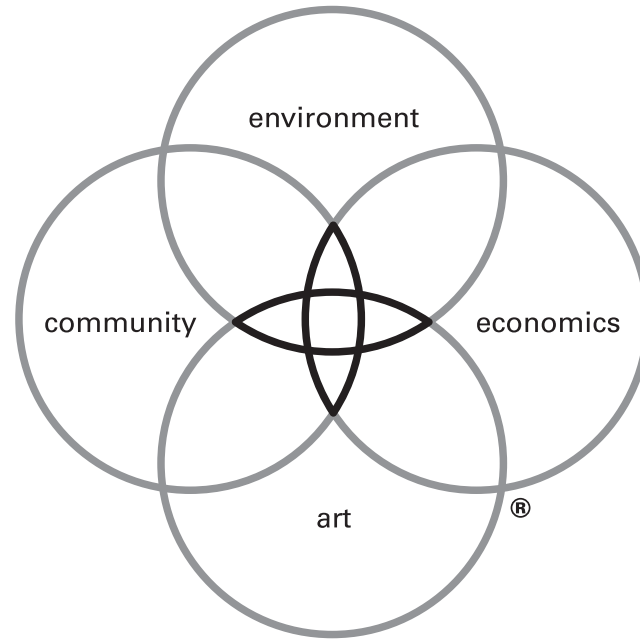
Ashville Aspen Austin Chicago Denver Dubai Houston Lake Tahoe Los Angeles Shanghai



A Global Practice with Projects in 29 Countries



rethinking  
**ENVIRONMENT**



building  
resilient  
**COMMUNITIES**

innovating  
**ECONOMIC**  
landscapes

through  
**ARTFUL** integrity

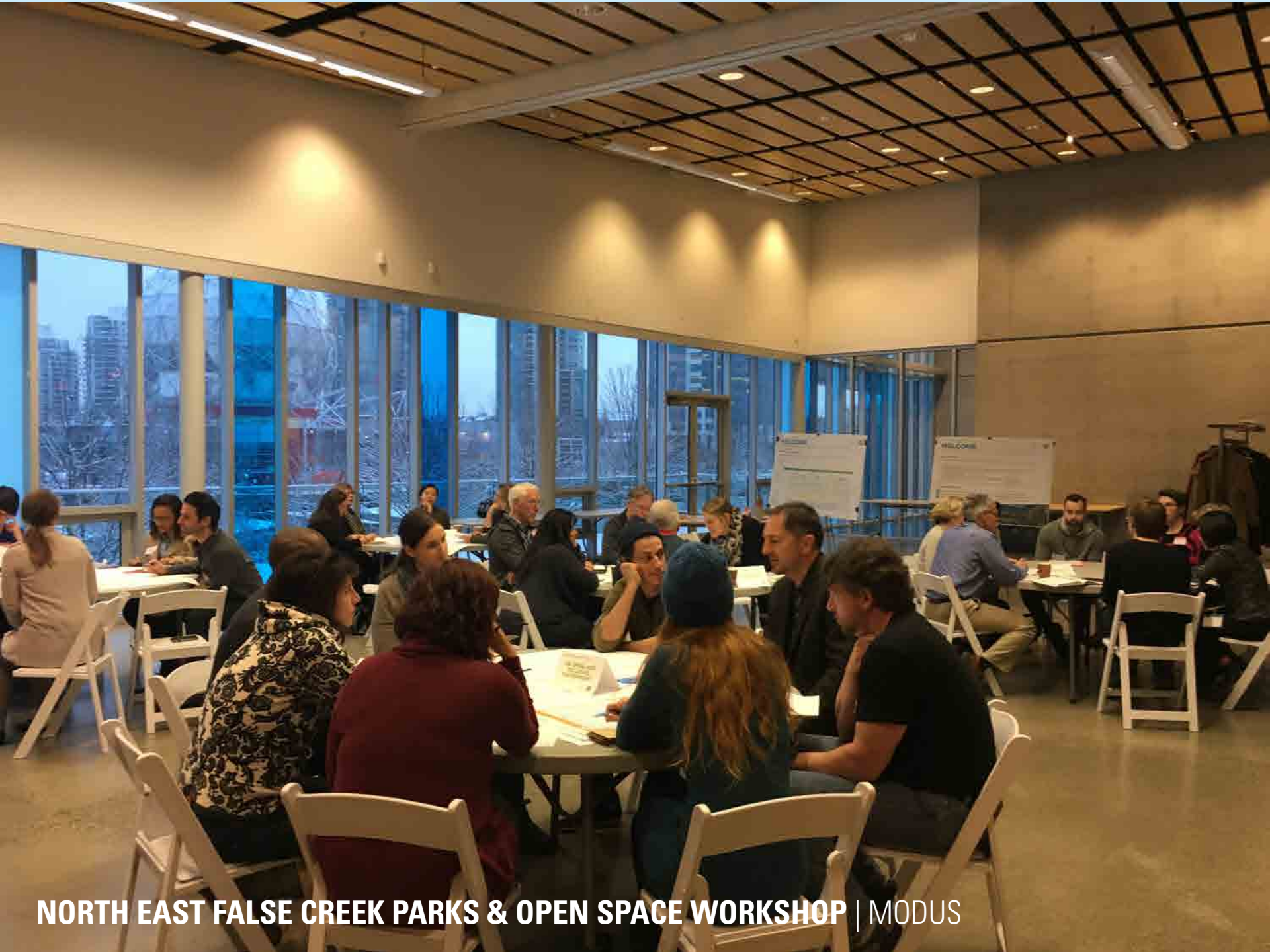
# OVER 1,000 PARKS & RECREATION PLANS

Have been completed by members of the team on six continents. These projects have ranged wildly in terms of scope, duration and location.

**HERE ARE SOME HIGHLIGHTS.**







**NORTH EAST FALSE CREEK PARKS & OPEN SPACE WORKSHOP | MODUS**

# Regional Outdoor Recreation Opportunities Study

March 10, 2011

## PHASE I DEMAND ANALYSIS REPORT



Figure 2: Metro Vancouver and FVRD Map

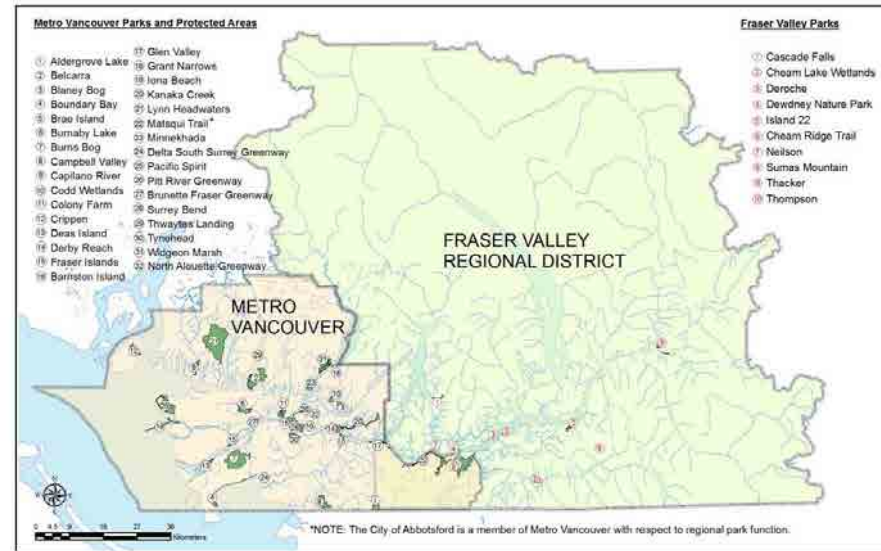
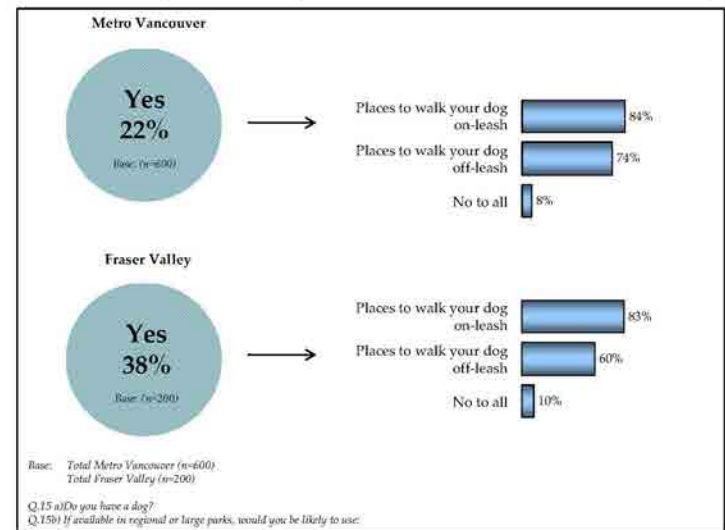


Table 5: Likely Use of Regional or Large Parks for Dog Walking







## Healthy Canada by Design

ESTABLISHED IN 1910

clph.cpha.ca

ÉTABLI EN 1910

### Y TORONTO BY DESIGN

1).<sup>4</sup> Its premise is that to optimize the health of the nation, the community must be convivial, equitable and the economy must be adequate and socially sustainable (equity distributed equitably within the community; and environment needs to be sustainable, viable and livable). WHO outlines the vision of a healthy city as a city that "is actively creating and improving those physical and social conditions and expanding those community resources which people to mutually support each other in performing all activities of life and in developing to their maximum potential."<sup>5</sup> A healthy city aims to provide caring and supportive conditions that are inclusive and responsive to diverse needs; with conditions and opportunities that foster healthy living; and physical and built environments accessible to all for sport, health, recreation and well-being, safety, social cohesion, mobility, a sense of pride and cultural identity. The approach emphasizes the principles of healthy public policy, local government commitment, public participation and social cooperation. It challenges local governments to be transparent, health issues embedded in all of their policies, programs and services. The creation of a healthy city is a process that seeks to put health high on the agenda among all decision-makers, to build partnerships and enables collaboration among all stakeholders to promote the health of residents.

### Toronto healthy by design

At the same time as the WHO was developing its Healthy Cities initiative, Toronto was taking steps in the same direction. In 1989, the Toronto Board of Health established a Healthy Toronto subcommittee to provide guidance on how to create a healthy city, which ultimately led to the creation of a Healthy City Office in 1989.<sup>6</sup> At the recommendation of the Board, in 1990 the former City of Toronto also approved the creation of an Environmental Protection Office (EPO) within the health department with the mandate to identify and prevent environmental threats to human health in Toronto.

Following the amalgamation of the six municipalities of Metropolitan Toronto in 1998, there was a shift from a focus on a city to environmental sustainability. The Healthy City Office, which had been integrated into the office of the Chief Executive Officer Strategic and Corporate Policy unit, was replaced by the publication of the Environmental Plan in 2001. In 2006, a reorganization of City departments in 2006 the Office of the Chief Executive Officer and the Toronto Environment Office (TEO) created. In 2007, the City released the Climate Change, Clean Air and Sustainable Action Plan in 2007. The municipal elections of 2010 resulted in a major change in the City's policy environment, the City Council focusing on fiscal responsibility in the administration. In 2010, Toronto Public Health (TPH) merged the Healthy Public Policy Directorate into which the EPO was integrated. The new directorate's mandate is to address environmental, social and economic determinants of health. In Toronto, the public health department is part of the provincial government. This provides a more direct opportunity to influence the local decision-making process. TPH is the largest public health unit in Canada and is responsible for protecting and promoting the health of approximately 2.7 million residents of



Figure 1. The Healthy City model  
Source: Ref. 4

of the City of Toronto. Public health units are mandated by the Ontario Public Health Standards (2008)<sup>7</sup> to work with the municipality in order to support the development of healthy public policies and create supportive built environments. Championing healthy public policy using whole-of-government approaches and cross-sectoral collaboration has been identified as a strategic priority for TPH. TPH used the release of the report *Healthy Toronto by Design*<sup>8</sup> in October 2011 to champion consideration of health in municipal government decision-making through the renewed application of the Healthy City approach at a time when the Mayor was focused on reducing public expenditures.

### Initiatives to Improve Toronto's built environment

As an active member of the Urban Public Health Network, TPH was invited in 2009 to participate in several CLASP initiatives: developing health-based decision-support tools for use in land-use planning processes; improving understanding and awareness of the relationship between the built environment and health outcomes; and exploring how policy enhancements and public engagement can be used to develop healthier environments that will ultimately contribute to preventing chronic diseases (Table 1). These initiatives have involved collaboration with City divisions, such as City Planning, the Tower Renewal Office and Transportation Services, and community partners, including the Centre for Urban Growth and Renewal, the Toronto Centre for Active Transportation and the United Way. They contribute to advancing healthy built environments by increasing the evidence base through research, synthesizing knowledge, providing decision-support tools, improving knowledge transfer and enhancing promotion of healthier options.

### DISCUSSION

Healthy Cities has been described as a social movement that aims to improve the health of people living in cities.<sup>9</sup> Its foundational





**DON RIVER TORONTO WATERFRONT | AES**



# -THE- OUTDOOR DOWNTOWN

THE FUTURE OF  
DENVER'S  
PARKS AND  
PUBLIC SPACES

A COLLABORATION BETWEEN:

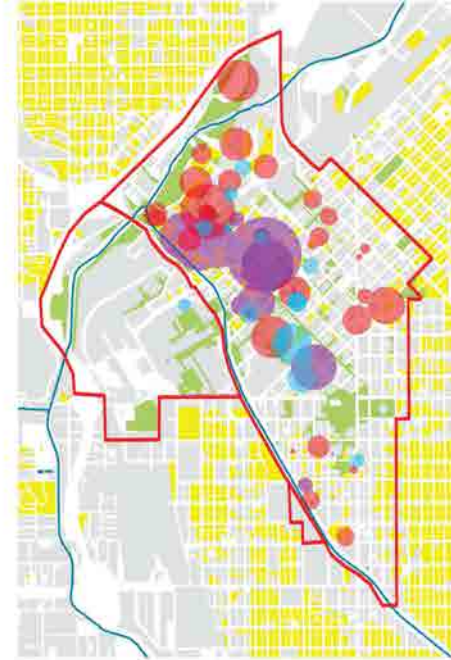

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Employment levels Downtown are growing more quickly than state and national trends, with a workforce increase of 13.2% between 2010 and 2015. The 123,000 downtown workers use Downtown Denver's network of parks, trails and public spaces on a daily basis as a means for getting to or from work and as a break from the rigor of the office. 2016 is seeing the construction of 1.6 million square feet of new office space in Downtown Denver, with an additional 1.1 million square feet planned for development.

Over 54,000 students from public, not-for-profit, higher education, trade schools and private institutions attend classes in Downtown Denver. Downtown's parks and public spaces provide a needed respite for these students:

Denver's prestige is growing as well. More and more, the city's prestige as a **global travel destination** places an increasing need for a vibrant public realm.

Over 15 million people visit Denver on an annual basis bringing in billions of dollars of revenue while enjoying events in the Outdoor Downtown, greenways like Cherry Creek Trail, and park destinations like Civic Center Park. To house these guests, Downtown Denver is host to 32 hotels with 9,141 rooms. In addition, a number of new hotels planned or under construction. Overall, hotel occupancy has climbed since 2009 to an average of 77.8% occupancy in 2015.



AREAS OF CHANGE MAP

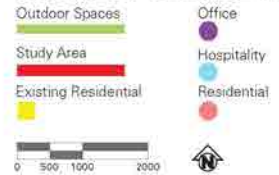


FIGURE 0.2

19,000+ RESIDENTS    
 123,000+ EMPLOYEES    
 54,000+ STUDENTS    
 1,600,000 VISITORS



Fig. 1.1: Yearly Maintenance Budget Per Square Foot of Park Space 2014 Data

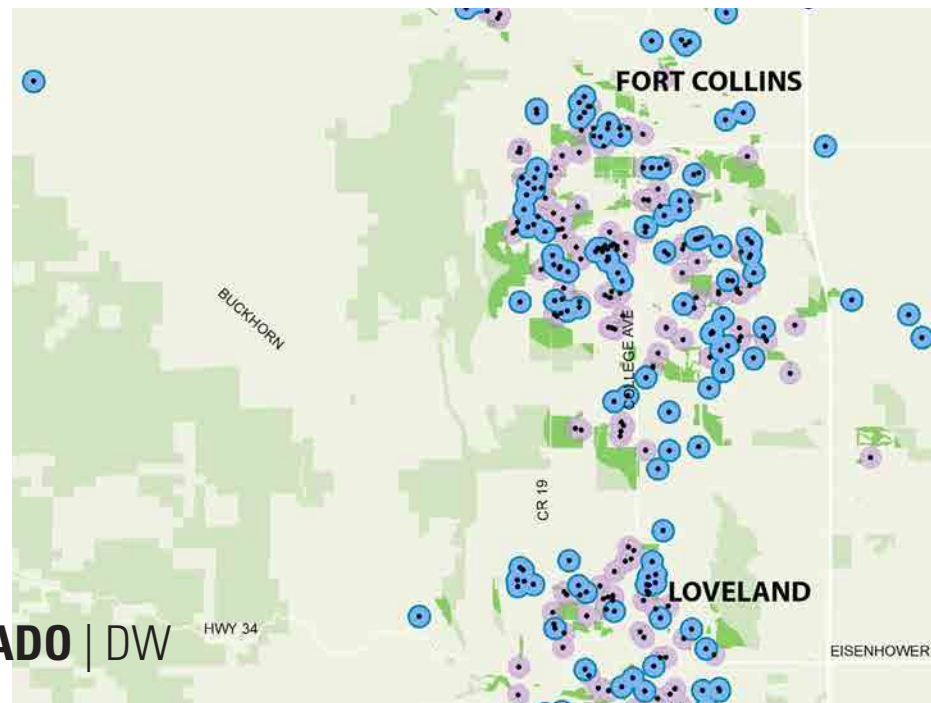






**LAFITTE GREENWAY NEW ORLEANS | DW**





**PLUG INTO NATURE: GREAT OUTDOORS COLORADO | DW**



**HOUSTON ARBORETUM MASTER PLAN | DW & ETM**







# VANCOUVER IS AN INCREDIBLE CITY.

**#1** Quality of life in North America

**#3** Most liveable city in the world

**#3** Greenest city in the world

**Top 20** Startup ecosystem in the world

**WE ARE HONORED TO WORK WITH YOU.**

- 1 Growing **inactivity** of young people
- 2 Significant sense of **social isolation**
- 3 Greater **economic disparity** between socioeconomic classes
- 4 **Aging** population

# MAJOR SOCIAL TRENDS

VANCOUVER



# VANCOUVER



## MAJOR URBAN TRENDS

Significant **land use changes** in several established communities

1

Growing awareness & increasing impacts of **climate change**

2

Rising housing **unaffordability** & elevated land costs

3

Growing population & increased **density**

3



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- 1 Offer a **comprehensive** view of parks and recreation services
- 2 Take an **evidence-based** approach to analysis
- 3 Integrate awareness of the city's social and cultural landscape in an **inclusive** manner

**CRITICAL  
SUCCESS  
FACTORS**

**THE PROCESS**



# THE OUTCOME



# CRITICAL SUCCESS FACTORS

**Be rousing** with a progressive strategy to motivate and inspire

1

Guide the creation of **livable places** and unparalleled destinations

2

**Build a feasible plan** with a measurable implementation strategy

3



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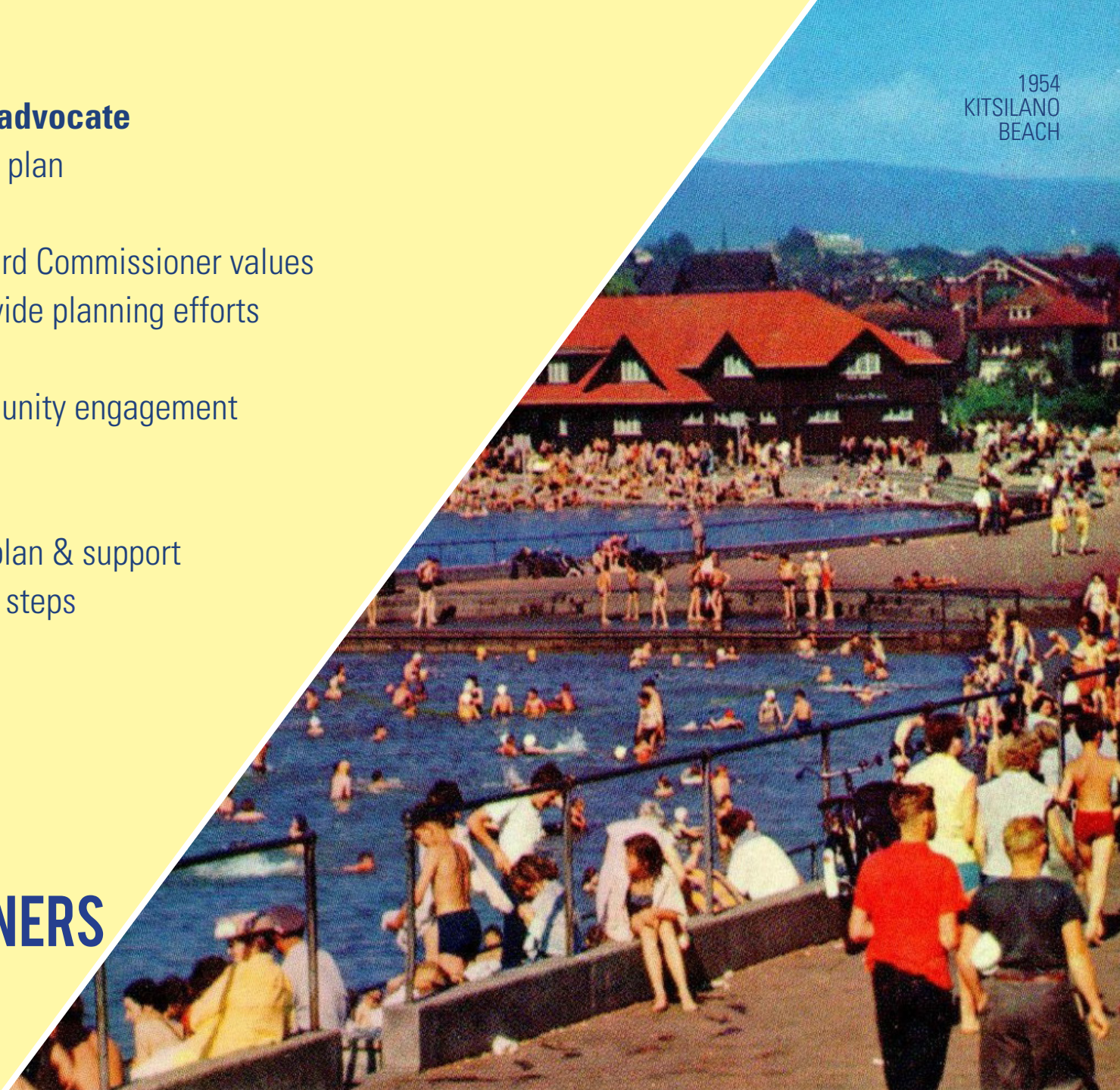


# PROJECT GOVERNANCE

1954  
KITSILANO  
BEACH

- 1 Participate & advocate**  
on behalf of the plan
- 2 Share** Park Board Commissioner values  
to inform City-wide planning efforts
- 3 Promote** community engagement  
events
- 4 Approve** final plan & support  
implementation steps

## ROLE OF PARK BOARD COMMISSIONERS





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# COMMUNITY ENGAGEMENT

- Early April **launch** after engagement strategy development February / March
- **Synergy** with other City departments / planning efforts is a priority
- Lays out **several phases** that are closely integrated with technical content development
- **Inclusive and rousing** as key success factors that CE strategy addresses

1940  
KERRISDALE  
ELEMENTARY

PROCESS

# TACTICS



- **Launch Event** at wildly varied park locations
- **Online Survey** as first engagement opportunity
- **Pop-up parks** and recreation visioning stations
- **Workshops**, presentations & symposium
- **Project Ambassadors** to help promote
- **Social media, website**, and **email newsletters** including issue/trend backgrounders

# COMMUNITY ENGAGEMENT

# COMMUNITY ENGAGEMENT

- Both users and non-users
- Both informed/engaged and less engaged audiences
- Community Centre Associations
- Recreation and Sports Stakeholders
- Multicultural Communities
- First Nations Communities
- Art and Cultural Communities
- Environmental Organizations
- Festival and Event Organizers
- Transportation Groups
- Health Communities
- Tourism Communities
- LGBTQ2 Organizations
- Education Communities
- Accessibility Groups
- Seniors
- Families
- Youth

1986  
PARK PARTY  
TOUR



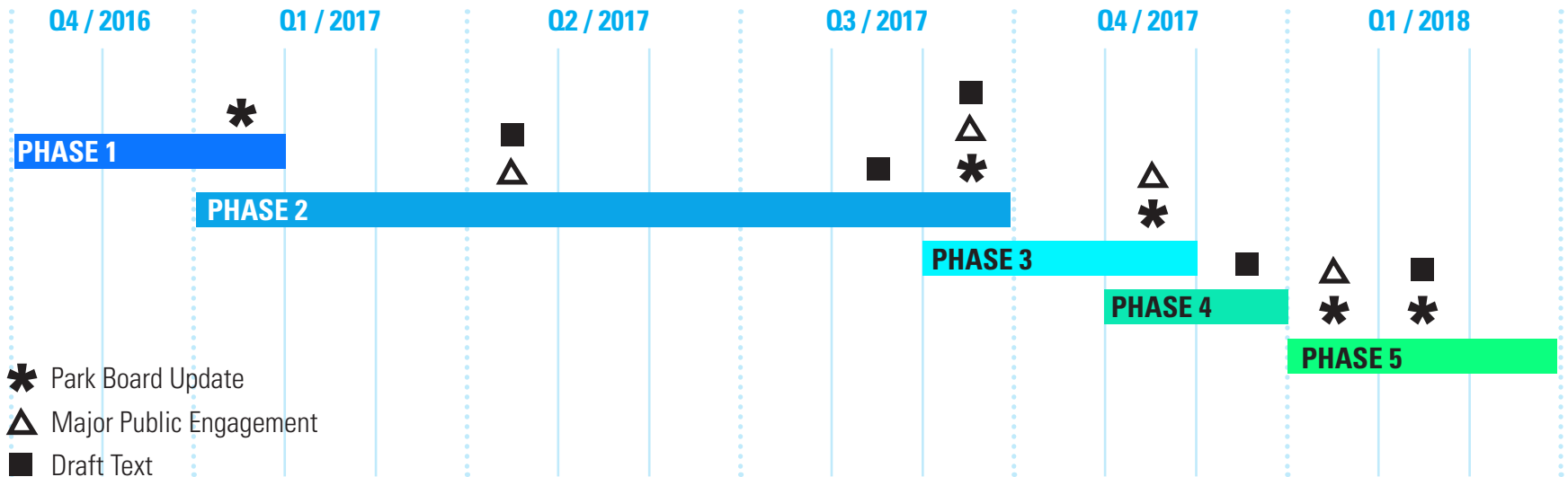
**KEY AUDIENCES**



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# SCHEDULE



## PHASE 1: PREPARATION & PROJECT MANAGEMENT

- Project Startup
- Community Engagement Preparation
- Identity Development
- Project Management

## PHASE 2: DEVELOPING A CONTEXT OF UNDERSTANDING

- Community Engagement
- Community Surveys
- Literature & Data Review
- Technical Memos
- Service Evaluations
- Recreation Services Baseline
- Optimal Service Levels
- Gap Analysis

## PHASE 3: URBAN CORE

- Community Engagement: Urban Core
- Optimal Service Levels Refinement: Urban Core
- Gap Analysis Refinement: Urban Core

## PHASE 4: CITY-WIDE / GROWTH AREAS

- Community Engagement: City-wide & Growth Areas
- Optimal Service Levels Refinement: City-wide & Growth Areas
- Gap Analysis Refinement: City-wide & Growth Areas

## PHASE 5: FINAL REPORT & IMPLEMENTATION PLAN

- Community Engagement: Final Report
- Final Report
- Draft Document Refinement & Presentation





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1920  
Vancouver Women's  
Hockey Team

- 1 What are **your priorities** for the future of park and recreation planning in Vancouver?
- 2 What **issues are most important** for the master plan to address?
- 3 What is your advice on **how to best engage people** on the master plan's critical issues?

# KEY QUESTIONS



2016  
Raccoons in  
Stanley Park

# NEXT STEPS

Early April **Launch**

1

Park Board **staff updates** on community  
engagement events and plan progress

2

Q3 2017 **Presentation of  
Phase 2** findings and engagement

3