

DOWNTOWN VANCOUVER ReIMAGINED



A VISION FOR DOWNTOWN VANCOUVER IN 2040





ReIMAGINE
DOWNTOWN
VANCOUVER



DOWNTOWN VANCOUVER RE-IMAGINED A SUMMARY



"Vancouver is still an adolescent not realizing it's becoming an adult and not knowing what it wants to be when it grows up. The fact of the matter is it's going to grow up really fast and if we don't get ahold of it, other people will determine how we'll grow up."

– Bing Thom, Architect



HERE WE ARE IN DOWNTOWN VANCOUVER IN 2040:

A twenty-four hour mash-up of commerce, culture, creativity and community.

An equitable, sustainable and friendly city that celebrates its waterfront setting, and where multi-cultural vibrancy, entrepreneurship and innovation are alive and well.

A city where protected nature and creative urbanism successfully cohabit: a model of environmental, social and economic sustainability.

And a city where digital technology is embraced, connecting us to the issues of the day, both locally and around the globe, eastward to Europe and westward to Asia, our abiding dipoles of influence. Where we are ten seconds away from our neighbours or ten hours from global capitals.

Downtown Vancouver: Where everyone is welcomed and wants to be.

RE-IMAGINING DOWNTOWN VANCOUVER: IDEAS FOR OUR FUTURE

Over 11,000 individuals provided ideas on how they wanted downtown Vancouver to evolve over the next 25 years. Here is a curated list of what we heard divided into three categories: People, Places & Business.

People:

- Local developers, non-profits, and social enterprises have developed new partnerships with federal, provincial, and municipal governments to **offer a variety of housing options that reflect the diverse mix of people who want to live in downtown Vancouver**.
- Activation of our alleyways and sidewalk enhancements have **increased the number of “eyes on the street”** making downtown Vancouver safer and more welcoming.
- Downtown Vancouver is home to a diverse collection of free public art that inspires curiosity, playfulness, and interaction. These installations have promoted **increased public engagement** and helped us **overcome our past reputation as an “unfriendly” city**.

Places:

- Downtown Vancouver is **recognized as an “architectural leader”** featuring a mix of heritage and modern buildings. Our distinctive skyline is internationally renowned as “colourful” and “conversation worthy.”
- Downtown Vancouver is a **common gathering place**, full of culture and art. It is a place that defines and sets our city apart from the average – just as much as our natural setting.
- Downtown Vancouver is home to **a connected series of “activated alleyways”** that are welcoming spaces with lots of “hidden gems” to discover, including galleries, restaurants, and “art walls” where graffiti and visual storytelling are welcomed.

Business:

- Downtown Vancouver has become an **international business nexus**, attracting several multinational headquarters with its unique location (equi-distant from Europe and Asia), multicultural population, and variety of urban and natural amenities.
- There are **streamlined rules and regulations for local businesses**, resulting in an increase in the number of unique businesses and entertainment options in the downtown.
- Downtown Vancouver is an **incubator for local businesses and social entrepreneurs** and features an array of unique, community-oriented shops, services and co-working spaces.

LEADING TOGETHER

The DVBI doesn't own these ideas; they belong to the people that dreamed them. We look forward to working together to embrace this vision and make the ideas listed in this report a reality.

View the full report at: reimaginedowntown.com

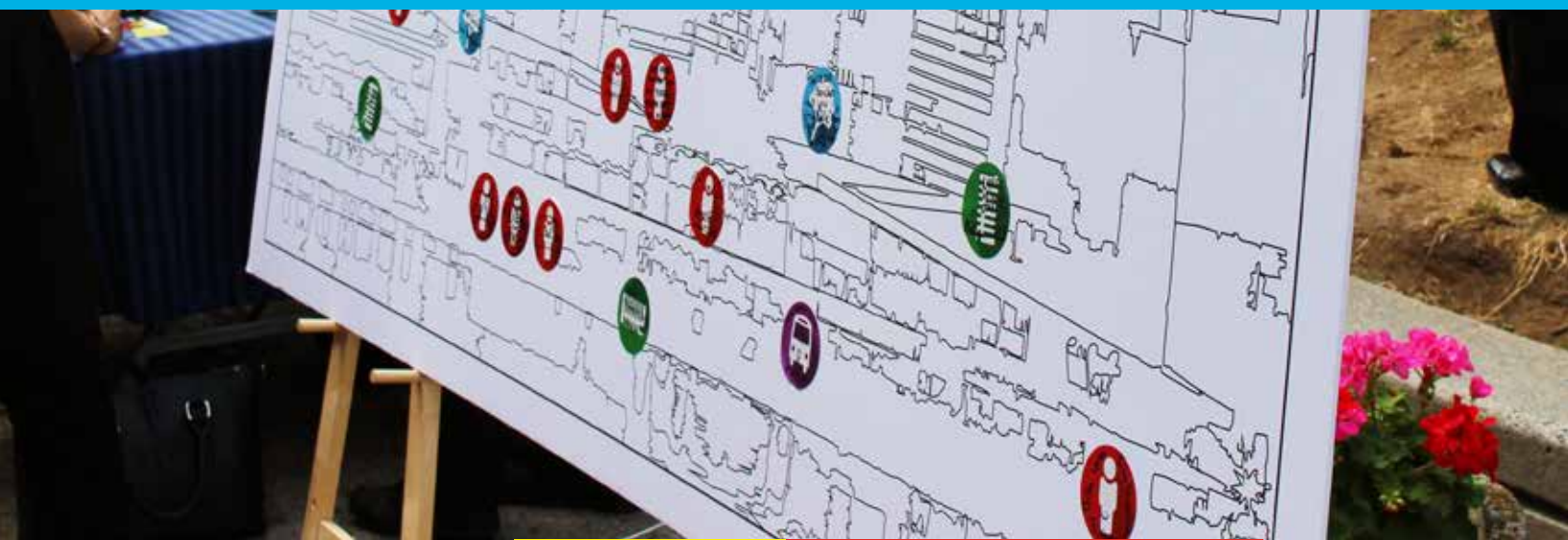
TABLE OF CONTENTS

Downtown Vancouver Re-Imagined A Summary	1
Here we are in Downtown Vancouver in 2040:	1
Re-Imagining Downtown Vancouver: Ideas for our Future	1
Leading Together	2
A Vision for Downtown Vancouver in 2040	5
Foreword	6
The Downtown Vancouver Experience in 2040	7
People	8
Place	9
Business	11
A Vision for Downtown Vancouver	12
Re-Imagining Downtown Vancouver: Ideas for our Future	13
People	13
Places	15
Business	17
Leading Together	19
Appendix I: Engagement Report	20
Introduction	21
Inspiration	21
Goals and Objectives	21
Methodology:	22
Guiding Principles	22
Engagement Activities	23
Online	23
Survey	24
Stories	25
Instagram Contest	25
Social Media	25
Media	26
IN PERSON	27
One-On-One Interviews	30

The Re-Imagine Downtown Vancouver Project Team	33
Appendix II: Report of Findings of Online Survey	35
Overview of Findings	36
Background & Methodology	39
Background	39
Objectives	39
Methodology	40
Detailed Findings	41
Current Connections to Downtown Vancouver	41
Current Perceptions of Downtown Vancouver	43
Vision for Downtown Vancouver in 2040	48
Respondent Profile	56
In Partnership with	58



A VISION FOR DOWNTOWN VANCOUVER IN 2040



FOREWORD

This year marks the 25th anniversary of the Downtown Vancouver Business Improvement Association (DVBIA). To commemorate this milestone, we partnered with SFU Public Square to launch *Re-Imagine Downtown Vancouver*, a public engagement process to co-create a future-oriented and inclusive experience over the next 25 years. This is the culmination of our engagement work.

During the summer in 2015, we conducted a comprehensive community engagement process that connected with thousands of downtown Vancouver residents, community members, and business people in order to “re-imagine” downtown Vancouver. The process has offered a rewarding opportunity for the DVBIA to connect and collaborate with the broader downtown community. We are proud of the depth and quality of our engagement work, and have received positive feedback from participants and observers.

This document is a summary of what we have learned. It identifies a high-level vision, along with some specific ideas that the DVBIA and other stakeholders can implement to improve the experience for people when they are downtown. We hope that it results in a more connected and engaged downtown community that will help shape what downtown will be in 2040, and to be an active participant and leader in realizing this dream.



THE DOWNTOWN VANCOUVER EXPERIENCE IN 2040

Equidistant between Asia and Europe, Vancouver is the meeting place of the world, and a unique fusion of these hemispheres. Downtown Vancouver embodies this in its design, its culture, its amenities, and its housing and employment options. Downtown Vancouver in 2040 is the place where it all comes together: a concentration of ideas, activities, entertainment, work, and connectivity to the wider world.

In 2040, downtown Vancouver is a global go-to destination, a petri dish of urban activity, intensified – like all great cities – through the agencies of proximity, diversity and provisionality. Whether you visit or live in Vancouver, you can't avoid downtown. It is the essential, un-replicable, Vancouver experience.

Downtown in 2040 is "IntenCity", whose dual meaning embodies how downtown has been both intentionally planned and intensified.

PEOPLE

Vancouver builds on the singular success it made in populating downtown over the past twenty five years: something that put the city at the forefront of successful urbanism across North America. Downtown in 2040 also builds on what Vancouver has already achieved and its residents cherish. It's a more intense version of Vancouver in 2015. Urban activity is intensified.

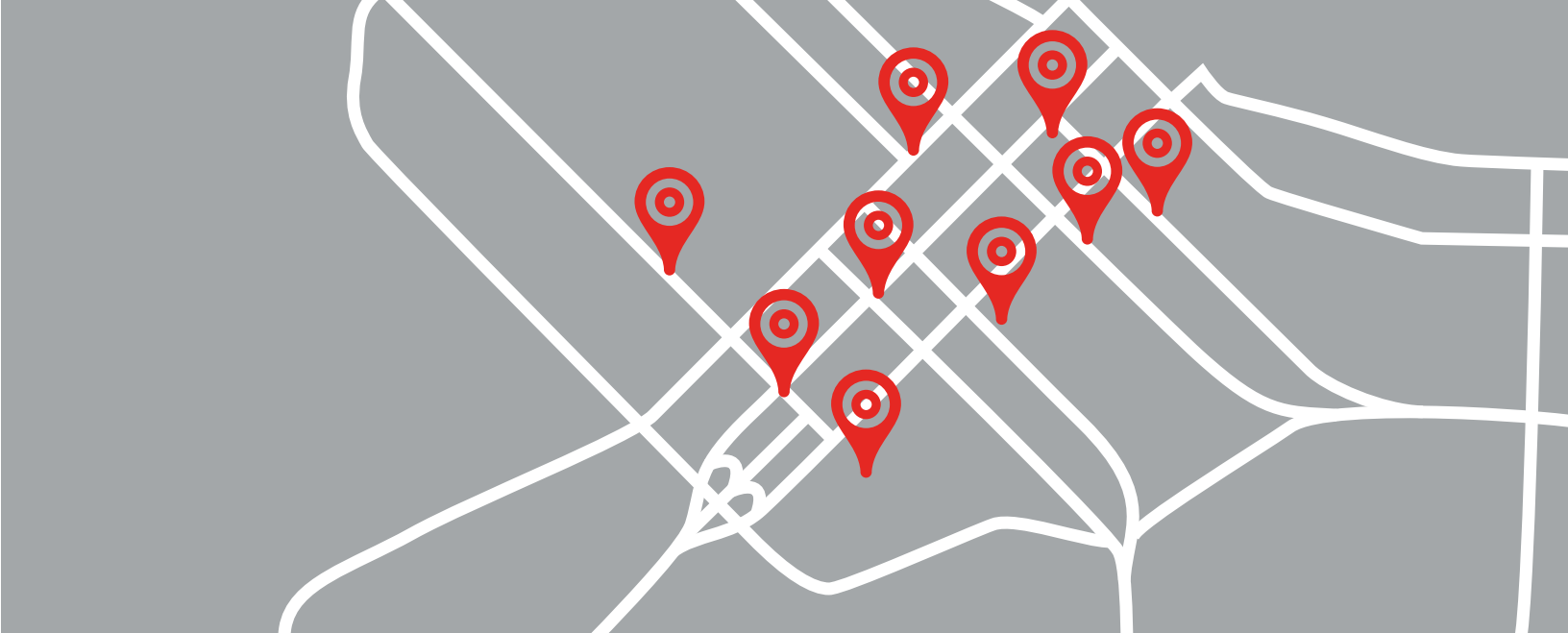
People who live and work in downtown Vancouver enjoy good health and well-being. It offers an active lifestyle, with amenities that encourage walking, cycling, and sporting activities. Everyone enjoys unrestricted access to the surrounding waterfront and views out to the city's spectacular natural setting. Nature is welcomed into the city.

Downtown's varied neighbourhoods (such as the West End, Yaletown, Downtown South) are carefully planned and designed to work at a human scale. Residents know their neighbours' names. Those who want to live downtown have access to a range of housing options.

People live here throughout the various stages of their lives, from children to the elderly, and all feel like they belong. Downtown enables its residents to age in place. And, the community's diversity is notable too: young and old, wealthy and poor, new immigrants and native born: all find a place downtown.

And, the city responds: it's all about building and shaping a downtown of spaces designed for people to come together.





PLACE

While it's spectacular geography remains a defining characteristic, in 2040 downtown Vancouver manifests a seamless melding of sublime nature and vibrant urbanism. This is a great city, not just a great natural setting.

This sense of integration is evident on multiple levels: natural and urban, history and contemporary culture, east and west, vitality and safety, local and global. These dualities give downtown Vancouver its authentically unique sense of place.

Iconic architecture defines the urban skyline, while historic buildings are cherished and repurposed with new life. Downtown Vancouver's urban history is a jumping off point for its future. Here the future speaks to the past.

Downtown is full of public spaces, at every scale. From tiny pocket parks and animated alleys to major urban squares at the heart of the city, downtown Vancouver invites – even insists on – active public engagement. It is this theatre of urban life that makes the city irresistible to visitors and residents alike.

Fine-grained elements of inventive urbanism emerge everywhere: pop up parks, pedestrianized alleys, public realm and streetscape enhancements, street markets, food truck festivals, performance stages.

Moving around downtown is easy, safe and comfortable: a city made human by its sustained emphasis on the pedestrian. Most people choose to get about on foot, given the investment in the public realm: wide sidewalks lined with trees, elegant street furniture and public art, great

lighting, safe crosswalks, pedestrianized lanes lined with intriguing shops, restaurants and cafes. Sidewalk patios that spread into the street and offer an abundance of choices to stop and meet a friend, have a drink or meal, watch the passing parade.

Public transit is ubiquitous too, and frequent. People hop on and off the free-fare buses that loop around the downtown peninsula, linking the West End, Central Business District, Yaletown and Gastown. Getting into and out of downtown is easy, with the SkyTrain, Canada Line, enhanced West Coast Express rail services all day, and fast ferries across to numerous points along the North Shore and beyond. People commute to downtown by ferry from as far away as Bowen Island, Sechelt, Nanaimo.

Arriving downtown by water is a spectacular experience, up there with the best of waterfront gateways around the world: A multi-modal waterfront transportation hub welcomes people to this city in which all roads, paths and routes lead you to the water's edge. And once there, the continuous waterfront walkway/bikeway encircles the entire downtown peninsula and links you to the rest of the city, building on the decades of investment that Vancouver has made in its public waterfront. Here at the foot of the beating city centre, the salt air and seagull's cry permeate your senses.

The bridges that link the downtown peninsula to the surrounding city have been transformed into multi-modal connectors, with safe, generous walking and cycling routes side by side with vehicle lanes and dedicated transit lanes. The viaducts have been replaced; Georgia Street extends down to the False Creek waterfront. And, another link has been added: a graceful arch of suspended steel spans the entrance to False Creek and links the West End to Kitsilano Point, providing a new way for pedestrians and cyclists to move about the city.

Downtown's sense of place is also reflected in its embrace of the arts and culture: here world-renowned cultural institutions are nurtured by home-grown artists, and the City's policies anticipate, enable and facilitate artistic creation, not stifle it in red tape. The City is in the business of saying yes, to every kind of creative act, from the intensely local to the global. As it has for decades, downtown still hosts many film shoots, only in 2040 it's much more likely to be a movie set in Vancouver, and not a stand-in for elsewhere.

The people making those films, and the many others creating cultural activities and artistic productions that pop up all over downtown, help drive the ever-expanding range of eating, drinking, entertainment, shopping and accommodation options that energize downtown Vancouver as the region's preeminent destination for visitors and residents alike.

People continue to enjoy access to the surrounding natural setting. If anything, Vancouver has become even more of a 'City in Nature', even as the mix of land uses downtown is intensified.

BUSINESS

As ever-changing technology continues to reinvent the workplace and job market, the hum of business transactions and commerce downtown is 24/7. In 2040, people work in ever-expanding new ways: remotely, in shared cooperative spaces, at home, in custom-designed office complexes, on the go, indoors and out.

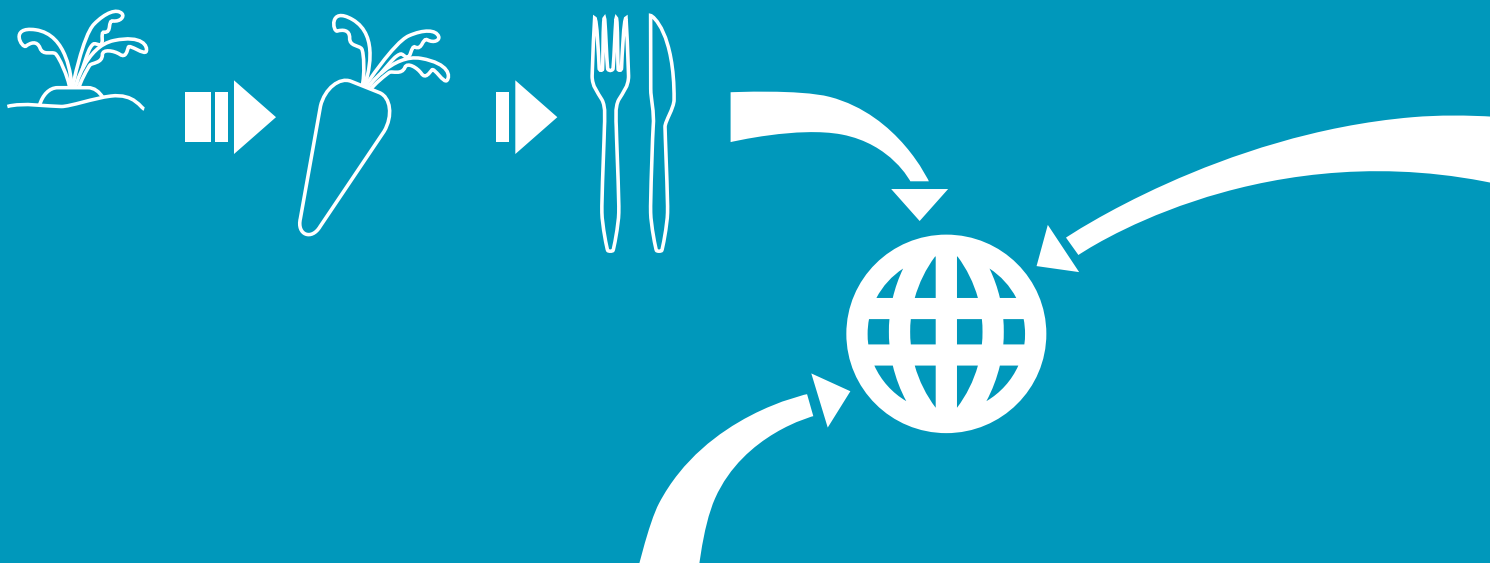
Downtown in 2040 also offers an entrepreneurship incubator hub, in partnership with the local universities, whose presence downtown has been strengthened and made more visible.

Downtown also facilitates a strong, integrated local food system – from ‘farm to table’, with multiple opportunities for food growing, processing, retailing and distribution, and food consumption.

In 2040 the establishment of a vibrant ‘sharing economy’ downtown goes beyond just residents and encourages businesses to investigate shared libraries, shared workspaces, shared resources and pooled services. Downtown has become a hub of business networks, optimizing the diversity and propinquity of businesses.

The continually expanding downtown residential population continues to support and drive demand for local goods, services and businesses, creating a virtuous circle of economic sustainability.

Almost everyone can afford to work, shop and live downtown: a wide range of goods, services, jobs and housing choices appeals to the full socio-economic spectrum, from informal street vending to multinational corporate head offices, and a host of work modalities in between. Equity is valued and practised: Downtown Vancouver is not just for the very rich, or the very poor. It is for everyone.



A VISION FOR DOWNTOWN VANCOUVER

So here we are in downtown Vancouver in 2040:


A twenty-four hour mash-up of commerce, culture, creativity and community.

An equitable, sustainable and friendly city that celebrates its waterfront setting, and where multi-cultural vibrancy, entrepreneurship and innovation are alive and well.

A city where protected nature and creative urbanism successfully cohabit: a model of environmental, social and economic sustainability.

And a city where digital technology is embraced, connecting us to the issues of the day, both locally and around the globe, eastward to Europe and westward to Asia, our abiding dipoles of influence. Where we are ten seconds away from our neighbours or ten hours from global capitals.

Downtown Vancouver: Where everyone is welcomed and wants to be.

 *“Vancouver is still an adolescent not realizing it’s becoming an adult and not knowing what it wants to be when it grows up. The fact of the matter is it’s going to grow up really fast and if we don’t get ahold of it, other people will determine how we’ll grow up.”*

– Bing Thom, Architect



RE-IMAGINING DOWNTOWN VANCOUVER: IDEAS FOR OUR FUTURE

Throughout our engagement activities, the Re-Imagine Downtown Vancouver team asked a diverse group of people to provide ideas on how they wanted downtown Vancouver to evolve over the next 25 years. We received suggestions from over 1,000 individuals. Here is a curated list of what we heard. These ideas will be shared with the DVBLA members, the City of Vancouver, and partner organizations.



PEOPLE

The strength of downtown goes beyond just the buildings and architecture. It comes from the people who live here, work here and shop here. The downtown experience should be positive and inclusive for everyone – regardless of age, ethnicity, income, ability, or gender identity.

- Downtown Vancouver is a **healthy, life-affirming place where people want to spend time**, not a place that people want to flee at the end of a workday or event.
- Downtown Vancouver's network of connected greenways make it **easier for people in wheelchairs and with strollers to get around**.
- Local non-profits, social enterprises and developers have developed new partnerships with federal, provincial, and local governments to **offer a variety of housing options that reflect the diverse mix of people who want to live in downtown Vancouver**.
- Downtown Vancouver is a place where people of different characters, backgrounds and social classes **cross paths without tension or fear**. A place with something for everyone and anyone regardless of background.
- Activation of our alleyways and sidewalk enhancements have **increased the number of "eyes on the street"** making downtown Vancouver safer and more welcoming.
- Downtown Vancouver is home to a diverse collection of free public art that inspires curiosity, playfulness, and interaction. These installations have promoted **increased public engagement** and helped us **overcome our past reputation as an "unfriendly" city**.
- Building on the success of events like the Vancouver Pride Parade, the Vancouver International Film Festival and TAIWANfest, downtown Vancouver is renowned for its year-round series of festivals and public events highlighting its multicultural heritage.

- Downtown Vancouver's **new public square has become a beacon for outdoor musicians and performers.**
- Downtown Vancouver has enough **affordable, high quality day-care** spaces to meet the needs of all of its residents and employees, and to help balance the realities of working parents.
- Downtown Vancouver has **enough elementary and secondary schools to enable families from all socio-economical backgrounds** to live here.
- Downtown Vancouver is home to a **First Nations Centre offering local, cultural and entrepreneurial services** to local First Nations and the broader community.
- **There is free public Wi-Fi** (and whatever the next technology will be) throughout downtown Vancouver, to enable access to tourism and work information 24/7, including local maps, city services, and platforms for people to interact with public art, heritage buildings...and each other.
- Downtown Vancouver is home to the West Coast's preeminent **New Year's Eve celebration.**
- Downtown Vancouver **pays homage to local artists**, with their art woven into the fabric of our built form for everyone to enjoy. More sculptures; more statues; more murals; more mosaic art tiles.
- Downtown Vancouver is internationally renowned as a place that **welcomes new ideas**, and where people feel at ease. A downtown with a sense of humour. A downtown with a lightness of being.
- Our **multi-cultural community is celebrated in ways that go "beyond cultural festivals"** — through art, landscaping and the incorporation of stories from people of different backgrounds.
- Street corner **"Speaker's Corner" video kiosks** are installed at key intersections. They are in place to foster civic engagement and a digital-era interpretation of a public square. Videos are displayed in nearby SkyTrain station platform, allowing people awaiting trains to interact with the speakers.



PLACES

Great places are more than just parks, plazas and lively streets. They are also about the human scale “little stuff” that makes people’s experience of the spaces feel safe, comfortable and engaging.

- Downtown Vancouver is **recognized as an “architectural leader”** featuring a mix of heritage and modern buildings. Our distinctive skyline is internationally renowned as “colourful” and “conversation worthy.”
- Downtown Vancouver is home to **a connected series of “activated alleyways.”** Our laneways are no longer dead zones, but welcoming spaces with lots of “hidden gems” to discover, including galleries, restaurants, and “art walls” where graffiti and visual storytelling are welcomed.
- Downtown Vancouver has multiple majestic new **gateways to the city**, similar to Paris or London (where West Pender/Georgia/Nicola/Cardero intersect, and just off the Burrard and Granville Street bridges). These gateways would offer Vancouverites and our visitors a grand entry into and out of the city.
- **Downtown Vancouver is “rain-proofed”** to enrich public life year-round. Storefronts and lobbies boast a variety of retractable awnings that provide protection from the elements. These awnings include technological features that allow us to harvest rainwater to irrigate local parks and greenways.
- Building on our stunning West Coast natural environment, downtown Vancouver features a **network of ecologically vibrant greenspaces**, including rooftop and vertical gardens, street trees, public parklets, and play areas for children. These places enhance our communities, give us spaces to meet friends, and liven up the streetscape.
- Downtown Vancouver finally has a prominent public square for large public gatherings and events. The public square is connected through greenways to several smaller squares and plazas that encourage people to relax and interact, and feature a mixture of public performance stages for buskers and street artists.
- Downtown Vancouver has an **enhanced heritage preservation program** through comprehensive regulations. We celebrate our architectural history in creative ways, including interactive point of interest displays and unique “up-lighting” of heritage buildings.

- Downtown Vancouver is home to a variety of **buildings with publically accessible rooftops**. These rooftops offer a mix of productive space, urban oases and exciting entertainment. They will feature a variety uses, including urban farms and community gardens, restaurants, nightclubs, and an outdoor cinema.
- Downtown Vancouver has instituted a free streetcar system, allowing people to travel throughout the downtown peninsula.
- To enable it to operate as a 24/7 city, **all major transit services to and from downtown Vancouver operate 24 hours a day**.
- Building on the early success of its bike lanes, downtown Vancouver offers **integrated cycling infrastructure throughout downtown**, including a comprehensive grid of bike lanes, secure bike parking and public cycling facilities in its mixed-use towers.
- The focus on **multi-modal mobility** and technological advances have decreased the number of cars entering downtown Vancouver, decreasing air and noise pollution, as well as the number of accidents.
- Rather than hide rain underground, downtown Vancouver **celebrates its connection to water** with water-activated sculptures, rain gardens, and rain-activated paintings. **Urban waterscapes** are introduced to help to manage our rainwater. Wouldn't a canal—filled with rainwater—be a beautiful place to walk, sit, or read by on your downtown lunch hour?



BUSINESS

In 2040 people will work in ever-expanding new ways, building on symbiotic partnerships in business and commerce at all levels, from multinational enterprises to hyper-local businesses.

- Downtown Vancouver has become an **international business nexus**, attracting several multinational headquarters with its unique location (equi-distant from Europe and Asia), multicultural population, and variety of urban and natural amenities.
- There are streamlined rules and regulations for local businesses, resulting in an increase in the number of unique and interesting businesses and entertainment options in the downtown.
- Downtown Vancouver is home to **a variety of mixed-use high-rise buildings** combining a wide variety of functions and features, including pop-up storefronts, co-working spaces, schools, community centres and shared meeting spaces.
- Downtown Vancouver is an **incubator for local businesses and social entrepreneurs** and features an array of unique, community-oriented shops and services. It offers 24 hour co-working spaces for social entrepreneurs, including open spaces for innovators to collaborate and sliding rental rates to allow new businesses to grow.
- In partnership with local university and college campuses, downtown Vancouver is a **green collar jobs hub**, with training and education programs preparing the local workforce for jobs in sustainability, urban agriculture and eco-tech.
- Vancouver has become a true **24/7 city** with world class art, sporting spectacles and performance arts at the heart of the city. Many businesses, restaurants, stores and services are open all day, every day, catering to a variety of knowledge workers and multinational businesses and clients.
- All employees of downtown Vancouver are provided **a living wage**. This has increased the diversity of the workforce and residential population.
- **Relaxed liquor regulations** have animated downtown Vancouver's sidewalks and public plazas, encouraging increased public interaction and friendliness. The new laws have resulted in a renaissance of unique restaurants, cafés, and microbreweries.
- Downtown Vancouver is **powered by 100% renewable energy**, with the majority of it generated on site through innovative district energy systems and recycling networks.

- Downtown Vancouver welcomes **more food truck squares** that have transformed formerly food-barren areas. These food truck squares have animated under-utilized public spaces into gathering places and provide an innovative way to offer diverse food choices while also adding another level of engagement to city life.
- Downtown Vancouver is home to a **public or hawkers market** that rivals Granville Island, providing opportunities for small businesses, local artisans and producers, while encouraging the relaxing, patio sitting and people watching that everyone enjoys.
- The **sharing economy is embraced by the business community** through initiatives like shared delivery services, corporate resource hubs and pooled services.

LEADING TOGETHER

The ideas generated through Re-Imagine Downtown Vancouver reflect a desire for an innovative and holistic approach to the evolution of downtown Vancouver. Our multi-dimensional engagement activities provided a rich source of ideas to re-imagine what downtown Vancouver could become in 2040.

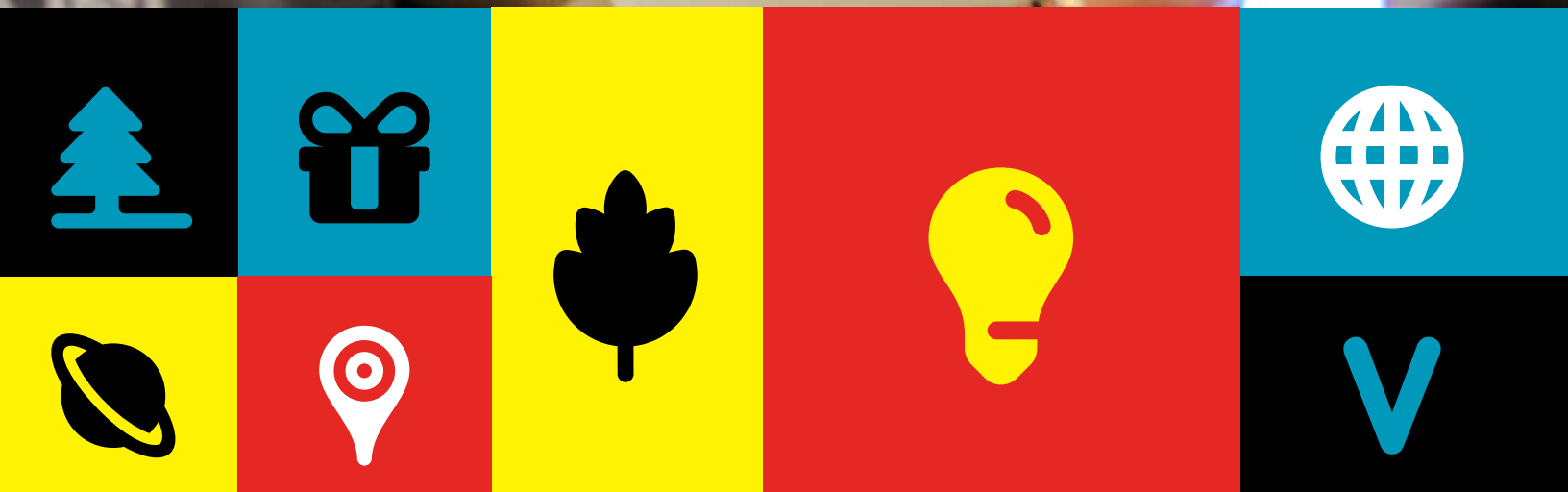
Through Re-Imagine Downtown Vancouver, the DVBIA has created a high-level vision of what downtown Vancouver could become over the next 25 years, as well as some specific ideas on how to begin implementing this vision.

The DVBIA doesn't own these ideas; they belong to the people that dreamed them. Achieving this collective vision will require a collaborative approach between the DVBIA, our members, the City of Vancouver, and other partner organizations. It will need visionary leaders within our community to steer the development of ideas that resonate for them.

We look forward to working together to embrace this vision and make the ideas listed in this report a reality. Because, if we don't determine how downtown Vancouver grows up, others will determine it for us.



APPENDIX I: ENGAGEMENT REPORT



INTRODUCTION

Between June and October 2015, the Downtown Vancouver Business Improvement Association (DVBIA), in partnership with SFU Public Square, conducted a community engagement process that connected with thousands of downtown Vancouver residents, community members, and business people in order to “re-imagine” downtown Vancouver. The process offered a rewarding opportunity for the DVBIA to connect and collaborate with the broader downtown community. In the end, we engaged with over 11,000 people – approximately 3,750 through in-person events and 7,250 through our website and social media. We are proud of the depth and quality of our engagement work, and have received positive feedback from participants and observers.

Below is a summary of the process, the participants and the outcomes.

INSPIRATION

2015 marked the 25th anniversary of the DVBIA. The association has been instrumental in improving the quality of life in Vancouver’s city centre by advocating on behalf of its member businesses, residents and visitors. As part of its celebrations, the DVBIA sought to engage with those who live, work, play, learn and do business in our downtown to develop a collaborative and compelling vision for downtown Vancouver in 2040. To achieve this goal, a process was developed to help the DVBIA dream big and inspire new ideas for the future, enhancing downtown Vancouver’s reputation as a destination of choice.

GOALS AND OBJECTIVES

The goal of Re-Imagine Downtown Vancouver was to create a future-oriented and inclusive vision of downtown Vancouver for 2040 by achieving the following objectives:

- Engage those who work, live, learn, and do business in downtown Vancouver.
- Ensure a holistic and creative visioning process.
- Collaborate with partners in designing and delivering the engagement process.
- Influence the City of Vancouver’s approach to the development of downtown Vancouver.
- Inform the DVBIA’s five-year strategic plan.

METHODOLOGY:

The DVBlA worked closely with SFU Public Square to develop a series of multi-dimensional and innovative engagement activities to involve those who work, live, learn, and do business in Vancouver in a holistic and replicable way. With years of expertise in public and stakeholder engagement, SFU Public Square was able to bring lessons and best practices from other jurisdictions. These included New York City's 'Talking Transition 2013' and Toronto's 2014 'YongeLove' re-visioning of Yonge Street, as well as processes undertaken in Sao Paulo, Copenhagen, Hong Kong, Melbourne, and Chicago.

The Re-Imagine Downtown Vancouver team sought both broad and deep participation with an emphasis on involving a wide spectrum of people to uncover their current perceptions about, and future desires for, the downtown. To help achieve this, we used a wide cross-section of engagement activities that included a mix of in-person and online techniques. In addition to more traditional focus groups, one-on-one interviews, street teams, and a survey, we utilized more novel techniques like 'BikeShops,' games and photo contests. To ensure we reached out to as broad an audience as possible, we created two-way communication channels through a website, as well as Facebook, Twitter and Instagram accounts that offered updates and opportunities for people to comment and share their ideas in less formal ways.

GUIDING PRINCIPLES

Before we began our public outreach, the Re-Imagine Downtown Vancouver team developed a series of guiding principles to help shape the process. These principles asked that the project be:

- **Effective, Innovative & Engaging:** multi-dimensional, innovative, and effective engagement building upon successful global best practices.
- **Educational:** inform the public on the history, significance and challenges facing downtown.
- **Holistic Design:** address social, environmental, economic, health, and cultural aspects.
- **Participatory and Inclusive:** create opportunity for all users of downtown Vancouver—including non-traditional groups – to contribute.
- **Replicable:** generate an engagement process that is well-documented and can be reproduced elsewhere.

ENGAGEMENT ACTIVITIES

ONLINE

Video

To help promote the initiative and get people inspired to share their ideas, Re-Imagine Downtown Vancouver created a inspirational video featuring a cross section of downtown Vancouverites. The video not only helped to drive online engagement, but was a useful tool in helping to stimulate ideas at Re-Imagine Jams and other public events. The video received over 17,000 views (and 112 likes) on Facebook and an additional 1,500 views on YouTube.

Website

Our website was the main information hub for the initiative. In addition to hosting the survey, the website included several other ways to engage. These included links to our Instagram contest, Re-Imagine Jam guide, a stories page, event listings, and a blog. Over the course of four months (June 24 – August 27, 2015), we posted 66 unique pages of content, including 53 blog posts. The website attracted 7,250 unique visitors to our website in 9,306 sessions and 14,828 page views.

Table 1: Website Traffic Summary

Source	Unique Views	Percentage
Facebook	1,973	27.2%
Direct	1,491	20.6%
Vancity Buzz	1,309	18.1%
Twitter	1,081	14.9%
Web search	400	5.5%
SFU	135	1.9%
DVBIA	102	1.4%
All other traffic	759	10.5%
TOTAL	7.250	100.0%

This data indicates that Facebook was the most effective traffic generator. Other significant traffic source included Vancity Buzz and Twitter. The DVBIA website generated 102 unique referrals and Simon Fraser University's website (mainly through sfu.ca/publicsquare) generated

135 unique visitors. These numbers do not count traffic generated through DVBlA and SFU Public Square newsletters, which is counted under “Direct” traffic.

Table 2: Traffic By Website Page

Page	Page Landing	Unique Pageviews	Unique Visits
Home	4,027	4,769	4,294
Survey	1,932	2,785	2,519
Stories	1,160	2,210	1,947
Events	362	904	778
Instagram Contest	409	761	670
Blog (other posts)	273	699	609
About	90	556	483
Perch Performers	174	308	271
Re-Imagine Guide	121	307	251
Communications Kit	101	228	194
Volunteer	121	178	159
All other pages	497	1123	830
TOTAL	9,267	14,828	13,005

The home page (www.reimaginedowntown.com) was the most popular landing page on the website. The survey page was also a popular point of entry.

While the blog did not generate a large percentage of the overall traffic to the website, two blog posts did generate significant traffic. The transcription from Bing Thom’s video interview and Bob Ransford’s submitted story each had over 300 page landings, making them the third and fourth most popular individual pages overall on the website.

SURVEY

Our online survey had 1,156 respondents between June 25 and September 27, 2015. A full report of the survey can be found in Appendix II.

STORIES

In addition to completing a survey, we asked people to submit their downtown Vancouver stories, observations, or ideas (big or small) through our website. We received over 50 submissions varying from one-sentence ideas to stories spanning several paragraphs. These submissions provided us with useful insights and context into how people re-imagine the future of downtown Vancouver. Many of these submissions were posted in the stories section of the website in order to inspire further sharing of ideas.

INSTAGRAM CONTEST

One of the innovative ways that Re-Imagine Downtown Vancouver engaged with the broader community was through an Instagram contest. Over the length of the campaign, we asked people to share images of their favourite downtown places and spaces, as well as images of things they wished downtown Vancouver had with the hashtag #rdtvan. All submitted images were entered to win one of three downtown Vancouver prize packages. The images that we received provided us with valuable insights into how people want downtown Vancouver to look in the future. Over 200 photos were submitted.

SOCIAL MEDIA

We actively used social media to promote Re-Imagine Downtown Vancouver to a wide audience. Between June and September 2015, we built an audience of over 1,100 Facebook and 870 Twitter followers. Both channels were valuable platforms for building public awareness of the initiative, sharing information, and engaging with our followers.

Our social media efforts were bolstered by a partnership with Vancity Buzz. Vancity Buzz is Vancouver largest-reaching online news and information website, with over 2.3 million unique visitors each month. Through almost weekly posts, we were able to raise awareness and drive engagement with a large audience.



Social Media Accounts

Twitter: twitter.com/rdtvan

Facebook: facebook.com/rdtvan

Instagram: Instagram.com/rdtvan

Hashtag: #rdtvan



Table 3: Social Media Reach

Account	Followers	Reach
Facebook	1,156	239,992 total reach
Twitter	942	188,157 impressions
Instagram	172	39,563 likes and comments
YouTube	N/A	1,244 views

MEDIA

Table 4: Media Mentions

Date	Publication	Title
July 9	Vancity Buzz	Help re-imagine downtown Vancouver
July 10	News1130	How do you envision the Vancouver of the future?
July 15	Vancity Buzz	Re-Imagine Downtown Vancouver community events
July 29	Vancity Buzz	Re-imagining the community experience in downtown Vancouver
August 17	The Vancouver Observer	What will Vancouver look like when it grows up? [VIDEO]
August 18	Vancity Buzz	Re-Imagine Downtown Vancouver on August 20
August 26	Straight.com	Arts supported in downtown Vancouver's future
August 27	Vancity Buzz	The Downtown Vancouver experience in 2040
September 11	Journal of Commerce	VIDEO: Reimagining downtown Vancouver
September 14	Vancity Buzz	PLAYtheBLOX: Re-Imagine Downtown Vancouver Edition ...
September 25	Vancity Buzz	Re-Imagining jobs and innovation in downtown Vancouver

IN PERSON

Focus Group

On May 12, 2015 we hosted a breakfast focus group with over 80 invited participants, including City of Vancouver staff, DVBIA members, urban planning specialists and numerous partners. The focus group helped us fine tune our engagement approach. The information we received was integral to developing our survey and informed the content of our Re-Imagine Jam guides.

Re-Imagine Jams

Re-Imagine Jams were quick brainstorming sessions done in a fun and interactive format. The Re-Imagine Downtown Vancouver team created a Re-Imagine Jam guide to help organizations host workshops with staff, clients and broader community. During these jam sessions, participants were asked to share what downtown Vancouver means to them today and explore what the downtown Vancouver experience should look, taste, and feel like in 2040. Over 36 Re-Imagine Jams were held, engaging over 300 individuals from a wide cross-section of the downtown Vancouver community.

Table 5: Re-Imagine Jams

Date	Organization/Group	Number of Participants
June 29	Boughton Law Office	35
July 5	SFU Public Square	10
July 14	Downtown Vancouver Business Improvement Association (DVBIA) staff	7
July 16	Vancouver Public Library	9
July 21	Brook Pooni Associates Inc.	11
July 23	Downtown Ambassadors	14
July 24	DVBIA Staff	7
July 28	Vancouver Public Space Network	25
July 30	Jam with Bloggers	5
July 31	Colliers	17
August 6	Shangri La Hotel Vancouver	20
August 13	Community Builders Group residents	50
August 13	DVBIA — Festivals	13
August 13	YWCA	15
August 17	Starbucks	20

Date	Organization/Group	Number of Participants
August 19	Downtown Vancouver Association	8
August 20	DVBIA Place Making and Marketing Committee	6
August 25	Oxford Properties	8
August 27	SFU Re-Imagine Volunteers	5
September 1	DVBIA Advocacy Committee	7
September 9	Urban Land Institute, BC	30
September 10	Fraser Basin Council Staff	5
September 15	HUB Cycling Coalition	7
September 22	ZAS Architects + Interiors	12
September 22	Directions Youth Services	25
September 23	Cushman Wakefield	10
September 23	PCI Group	12
September 23	SFU Continuing Studies	10
September 23	Directions Youth Services staff	25
September 24	Nelson Square/Block 81 Holdings	10
September 25	SFU Vancouver	12
September 28	Cadillac Fairview	14
September 28	Niki Sharma and Andrea Reimer	27
September 29	Conversation4Community	12
October 6	VIA Architecture	8
October 8	City of Vancouver Social Policy	12

Public Events

In addition to online and small-group engagement, we provided numerous opportunities for people to engage with the initiative through a series of public outdoor events, in particular, children, tourists and visitors to downtown.

- **DVBIA Annual General Meeting**

Re-Imagine Downtown Vancouver was officially launched at the DVBIA's 2015 Downtown Appreciation Awards & Annual General Meeting on June 18, 2015, to an audience of over 150 guests. The initiative was announced during the business meeting, followed by the screening of the inspirational video. During the reception that followed, guests were invited to share their ideas on a large poster board and video booth.

- **City Conversations**

On August 20, 2015, SFU Public Square held a City Conversations on “Re-Imagining Downtown Vancouver” at Lot 19, an outdoor parklet in a public area. To help get participants thinking of the possibilities for the future of our downtown over the next 25 years, three guests were invited to make short presentations: Lance Berelowitz, a planner, urban designer, award-winning writer and commentator; Keltie Craig, social planner, City of Vancouver’s Healthy City initiative; and the Very Reverend Peter Elliott, dean and rector of Christ Church Cathedral Vancouver. Over 100 people attended the event. A recording of the conversation can be found on the SFU Public Square website.

- **BikeShops**

On August 13 and September 16, 2015 Re-Imagine Downtown Vancouver held ‘BikeShops’ as an innovative way to encourage participants to re-imagine their downtown. Instead of participating in a workshop in a traditional meeting room, the Re-Imagine BikeShops used the entire downtown as a space for musing, collaborating and generating innovative ideas for the future. Each BikeShop was attended by approximately 10 people, allowing for an engaging discussion and sharing of information. Both BikeShops were generously hosted by Cycle City Tours and Rentals.

- **DUDOC**

On September 3, 2015, Re-Imagine Downtown Vancouver partnered with DUCOC, the Dutch Urban Design Centre to host a special Re-Imagine evening. To kick off the evening, we heard from the organizers of CulturArt Exchange, a social and cultural initiative that created a unique opportunity for youths in Bogota to foster change in their city through an artful intervention of a neglected public space. After the presentation, 30 participants participated in a Re-Imagine Jam.

- **PLAYtheBLOX**

On September 25, Re-Imagine Downtown Vancouver hosted a special event with the Vancouver Design Nerds at SFU Woodward’s. PLAYtheBLOX was designed and developed by Mitra Mansour and Sarah Hay as a participatory design and civic engagement tool to foster dialogue and generate tangible ideas pertaining to development of changing neighbourhoods. For this event, the game’s map was custom-made for a region within DVBCA’s 90-block area: a stretch of Seymour Street, between Robson and West Cordova.

Over 60 participants were challenged to re-design what the designated space could look like 25 years in the future. Beginning by identifying aspects of the blocks they currently love or felt strong emotions for, gamers worked to amplify positive attributes, and refine the rougher areas using principles of place-making.

ONE-ON-ONE INTERVIEWS

DVBIA President & CEO Charles Gauthier met with several key thought leaders and influencers of downtown Vancouver to discuss the initiative, receive input on the process and overall vision and to ask for help in engaging their respective employee or customer groups.

Table 6: One-on-One Interviews

Meeting Date	Person	Organization
July 17	Sam Sullivan	MLA (Liberal – Vancouver-False Creek).
July 16	Peter Robinson	David Suzuki Foundation
July 15	Margaret Buttner	Vancouver Public Library
July 22	Tom Knoepfel	Cadillac Fairview
July 9	Hussein Samnani	Hot Soup Media
July 15	Dave Spear	Warrington PCI
July 15	Hedy Fry	MP (Liberal – Vancouver Centre)
July 14	Phil Boname	Urbanics Consultants
July 27	Sean Bickerton	Arts Executive
July 28	Tim Grant	PCI Developments Corp
July 28	John Atkin	Historian; works with Heritage Vancouver
July 29	Catherine Runnals	BrandLive
August 11	Ian McKay	Vancouver Economic Commission
August 13	Calum Scott	Family Services Greater Vancouver
August 13	Charlie Smith	Georgia Straight
August 21	Dara Parker	Qmunity
August 27	Michael McKnight	United Way Lower Mainland
August 21	Alisdair Smith	Christ Church Cathedral
August 21	Rennie Keats	Gathering Place

Street Teams

To extend the reach of our engagement efforts we recruited a dedicated group of volunteer “street teams.” These volunteers interacted with the public at various events and activations throughout the summer, providing opportunities for people to offer their ideas and learn about the initiative. These interactions, both positive and critical, provided us with a useful breadth of insight that complemented our more formal engagement activities.

- **Perches**

The Perch program is a DVBIA-led initiative that brings temporary bistro tables and chairs to publically accessible private plazas in the downtown, free for use by anyone. From the end of July through to the end of August 2015, Re-Imagine Downtown Vancouver street teams attended an average of two perch locations a week.

To engage the public, street teams handed out postcards about the program, encouraged individuals to take the survey on iPads onsite, and pulled ideas with a quick and easy map activity. Using an image of the city skyline on a large poster board as a base, people were invited to write their ideas on stickers and post it up on the board. This visual was useful for both attracting attention from the public but also for generating ideas and public dialogue. Street teams often coincided with planned activations at the Perches, such as a comic book library, a mobile art cart, musical acts and a giant games day that generated substantial interest for the initiative and the spaces.

- **Granville Social**

The Granville Social was a two-day street festival organized by VIVA Vancouver (City of Vancouver and the DVBIA) and held on the weekend of July 18-19, 2015. We had a booth at the event, which took place on Vancouver's busy Granville St, where our street team volunteers reported over 900 touch points with the public. Activities at our booth included a piano provided by a local organization, Keys to the Streets; the map and sticker activity; a draw for survey completion on our iPads, and promotion of the Instagram contest.

- **Robson Redux**

Robson Redux is a public space design contest held by VIVA Vancouver. The winning design is installed on the 800-block of Robson Street for the summer. Our street team spent a Saturday (August 8, 2015) engaging with the public in front of Porch Parade, this year's winning design.

- **Queer Film Festival**

Our street teams activated the audience lineups at three films during Vancouver's Queer Film Festival on August 17-18, 2015. A three-minute overview presentation of the initiative was delivered to an audience of over 450 festival-goers. While waiting in line, attendees were encouraged to participate in the Instagram contest using small white boards that allowed people to finish the sentences "I wish Vancouver_____". Photos of the white boards were posted to the Re-Imagine website.

- **TAIWANfest**

Street teams participated in a booth at TAIWANfest, a festival celebrating Taiwanese culture, for the full weekend festival on Granville Street from September 5–7, 2015. Booth activities included the map and sticker activity, a draw for survey completion, promotion of the Instagram contest, and distribution of our promotional postcards in both English and Mandarin. Our volunteers reported approximately 1,200 touch points at our booth throughout the weekend.

On Monday, September 7, 2015, we took part in TAIWANfest's "Friendship Bento," where 100 Taiwanese/Taiwanese-Canadians treated 100 Canadians to lunch at long tables on Granville Street to promote friendship and intercultural understanding. DVBIA President & CEO, Charles Gauthier, presented Re-Imagine Downtown Vancouver to the participants and audience, and asked the group a series of questions about downtown Vancouver as an icebreaker.

- **SFU Vancouver Welcome BBQ**

A street team attended SFU's Welcome Back BBQ on September 9, 2015, and engaged students, faculty, staff and community with our map and poster board and Instagram contest promotion.

THE RE-IMAGINE DOWNTOWN VANCOUVER PROJECT TEAM

Re-imagine Downtown Vancouver would not have been made possible without significant contributions from a variety of DVBIA and SFU staff, external organizations and individual experts. The people listed below each played an important role in helping us with our engagement efforts. Our apologies for any oversights.

Project Client and Funder

Downtown Vancouver Business Improvement Association

Project Management

Janet Webber, SFU Public Square

Yuri Artibise, SFU Public Square

Events and Volunteer Manager

Angela Paley, SFU Centre for Dialogue

Survey

Daniel Savas, Infuse Creative Insights

Report

Lance Berelowitz, Urban Forum Associates

Maureen Healey, DVBIA

Yuri Artibise, SFU Public Square

Facilitators

Amanda James, Resolve

Carol Neuman, Volunteer

Charles Gauthier, DVBIA

Darcy Vermeulen, DVBIA

Gary Pooni, Brook Pooni and Associates

Dani Pretto, Vanterre

Ivy Haisell, DVBIA

Maureen Healey, DVBIA

Rachelle Jones, DVBIA

Robin Prest, SFU Centre for Dialogue

Shauna Sylvester, SFU Centre for Dialogue

Administrative Coordination

Angelina Tagliafierro, DVBlA
Brenda Tang, SFU Centre for Dialogue
Kelvin Chan, SFU Centre for Dialogue
Shea O'Neil, SFU Centre for Dialogue

Branding and Website Design

Gareth Wasylynko, Dossier Creative
Jessica Beketa, Dossier Creative
Leah Pirani, Dossier Creative
Sam Kobe, Dossier Creative

Inspiration Video Production

Justin Sabarre, Pushr
Jae Yu, Pushr
Zachery Vogel, Vogel Creative Audio House

Graphic Design

Jason Kim, SFU Public Square
Jasmine Lew, Bloodystickman Design

Media

Karm Sumal, Vancity Buzz
Kyle Rasode, Vancity Buzz

Volunteers

Averyl Bancroft	Belinda Jin
Sarah Beley	Elena Kolesova
Carmen Nam	Aswin Kumar
Kelvin Chan	Ji-Woo Lee
Minal Chatbar	Shayne Mattern
Elena Chernyshov	Carol Neuman
Lara Croll	Robert Nordrum
Julia Fryer	Chelsea Pacunana
Helmut Chezius	Alejandra Paramo
Ryan Gilmore	Robert Salvatella Santana
Amelia Huang	Cadence Tan



APPENDIX II: REPORT OF FINDINGS OF ONLINE SURVEY



OVERVIEW OF FINDINGS

Connections to Downtown Vancouver

People have a variety of connections to downtown Vancouver. Most – seven in ten or more – are in the city centre for entertainment (pubs, restaurants, movies, etc.), to attend events, shop, or meet with friends.

- In an average week, a majority of people go into downtown Vancouver one or two days. The average is 2.7 days.
- A majority of work commuters (55%) travel into the city centre five days a week. The average commute for work is 4.3 days.

More than four in ten are connected to the city for work, and a third live in the downtown core.

Current Perceptions of Downtown Vancouver

The vast majority of residents of and visitors to downtown Vancouver – 82% – have positive views of their experiences in the city core (a third hold “very positive” views). Only 8% said they’ve had negative experiences over the past two years.

Among the top-rated attributes of downtown Vancouver (i.e. “excellent” or “good”) are the diversity of its food offerings (83%), feeling safe (69%), and getting around from one place to another (62%).

- A majority also think quite positively of the city core for being able to get in and out of the city (54%), arts, culture, and entertainment (51%), overall livability (53%), and being green (50%).

Fully seven in ten believe Vancouver is currently a “global go-to destination which is economically vibrant, livable, and environmentally sustainable.”

Top spending priorities on options to improve the overall experience of downtown Vancouver are focused in four main areas: building a variety of ways to get around (47% would spend more than 10% of \$1 million in this area, on average 14%); building open spaces to create opportunities for public interaction (57%, 15% on average); supporting arts and cultural events (58%, 16% on average), and creating a vibrant street life (52%, 13% on average).

Vision of Downtown Vancouver in 2040

Three broad groups of attributes project an underlying vision for downtown Vancouver shared by residents of and visitors to the city core:

- **Getting around in the city centre:** 94% want it to be more “transit-oriented”; over a third (37%) want downtown Vancouver in 2040 to be “pedestrian friendly”.
- **A vibrant arts, culture, and entertainment experience:** 73% see the future city core as more of an arts, culture, and entertainment hub. Three in ten describe downtown Vancouver in 2040 as a “happy city” while one in four want it to be “creative”, and one-in-five see it as “culturally diverse”.
- **Community with accessible public spaces:** A majority (58%) want downtown Vancouver to be more of a community to live in rather than a place to come to work or for entertainment, and 73% see it as a neighbourhood for families and people of all ages (24% hope it has a “neighbourhood feel with a sense of community”). Another 43% want the city core in 2040 to have “great public spaces”, among one of two top attributes selected.

Preferences for What Downtown Vancouver Will be Like in 2040

Getting Around:

- Views on getting around downtown Vancouver in 2040 are focused largely on pedestrians. Topping the list of things people want to see include: increased greenways for pedestrians and cyclists (44%), free transit zones (43%), permanent pedestrian plazas/streets (39%), and fewer cars (35%).

Entertainment and Fun:

- For entertainment/fun in downtown Vancouver in 2040, people want to see revamped public spaces (alleys, patios), and music, events, and street markets. This includes mostly activated back alleys with cafés, tiny shops, galleries (62%), the stand out top choice. Distant second aspects included: rooftop patios (29%), festivals and special events with different themes occurring year-round (29%), established public locations for street entertainment, celebrations (29%), outdoor street markets (26%), and street art (25%).

Community Experience:

- Views on community experience in downtown Vancouver in 2040 is all about people coming together in spaces designed for people to meet. This includes: more open spaces not tied to commercial enterprises (70%), a welcoming and relaxing central plaza (52%), and spaces in buildings throughout downtown not just in public spaces outside (48%).

Work and Business:

- When it comes to work and business, people want to see downtown Vancouver in 2040 offer varied work opportunities and environments to meet changing lifestyle needs. This means mostly: greater diversity in the type of jobs/work available (53%), an enhanced focus on corporate social responsibility and stewardship, with a “pride in ownership” (43%), more collaborative work environments (41%), and where businesses will support a more connected lifestyle for their staff (35%).

Look and Feel:

- Views on the look and feel of downtown Vancouver in 2040 are focused very much on public spaces, and on allowing people to continue to view and appreciate the surrounding environment. This includes mostly having active places between the buildings, such as sidewalks, plazas, alleys (40%) and keeping sunlight at street level and maintaining mountain views (40%).

What Downtown Vancouver Needs to be a “World-Class City”:

Broadly speaking, what people think downtown Vancouver needs to be a “world-class city” focused on aspects related to: a sense of community (25% – e.g. affordability, unique identity, soul), a lively arts/entertainment/cultural scenes (22% – e.g. diversity of entertainment offerings), and getting around the city (17% – e.g. better/improved transit, pedestrian friendly streets).

BACKGROUND & METHODOLOGY

BACKGROUND

As part of its 25th year celebrations, the Downtown Vancouver Business Improvement Association (DVBIA) launched a unique project to co-create a future-oriented and inclusive experience of downtown Vancouver for 2040. As part of its celebrations, and in fulfillment of its strategic plan, the DVBIA sought to engage with those who live, work, play, learn and do business in our downtown core to develop a collaborative and compelling story of the 2040 downtown Vancouver experience. This narrative will highlight how downtown Vancouver can enhance its reputation as a destination of choice for businesses, investors, residents, and visitors alike.

The DVBIA partnered with SFU Public Square to develop a public engagement program to meet the objectives of the project. Among other initiatives and activities, the DVBIA and SFU Public Square undertook an online survey of those connected to downtown Vancouver to obtain their perspectives on downtown Vancouver in 2040.

The goal of the survey was to obtain views and perspectives on the future of downtown Vancouver from people who live, work, visit, and play in the city's core. Building on existing plans, information from the survey will help set the priorities for a new vision of downtown Vancouver, one that enhances its long-term potential as a global go-to destination, address the impacts of growth, and offers options to further green the downtown core, improve mobility, and activate public spaces.

To develop the survey questionnaire and implement the survey, SFU Public Square commissioned Dr. Daniel Savas, Visiting Professor in SFU's School of Public Policy.

OBJECTIVES

The key goal of the research is to answer the following question: What do people want their downtown Vancouver experience to be like in 2040? In providing answers to this question, the online survey addressed the following objectives:

- Identify key elements of a Vision for downtown Vancouver of the future: Examine top priorities for the future downtown Vancouver experience across a set of key parameters, including: transportation, community building, environment, jobs & innovation, safety &

well-being, built form, cultural expression, engagement & belonging, heritage & history, and placemaking.

- Identify key components of the downtown Vancouver “brand image” of the future: Examine how people describe what they want their future Downtown Vancouver experience to be and feel like.
- Identify differences and similarities between specific population groups: Draw a portrait of views and perceptions of a variety of groups, including: downtown Vancouver residents, Metro Vancouver residents who visit the city’s core, employers, employees, tourists, commuters (of different modes). Examine differences across socio-demographic characteristics (e.g. age, gender, income, ethnicity, etc.).

This Report provides an overview of the findings from the online survey.

METHODOLOGY

To meet these objectives, SFU Public Square implemented an online survey using Qualtrics using the following methodology:

- SFU Public Square provided a link to the online survey to the DVBLA and its many stakeholders groups (including SFU partners and collaborators for the project).
- Data collection occurred between June 24 and September 28, 2015. A total of 1,129 respondents completed some or all of the survey questions. No statistical weighting is applied to this sample due to the lack of available information on characteristics of the targeted populations, and to the open-ended convenience sampling process.

Respondents in the sample were not consistent in their answers to questions. Some chose not to answer some questions, some dropped out of the survey completely after answering a subset of questions. This means that the sample size varies depending on the question. For reporting of findings, all answers to questions were included, regardless of whether or not a given respondent answered all of the questions and/or completed the survey in its entirety.

The Respondent Profile at the end of the Report reveals a sample of people from across all ages and sexes, from different areas of Metro Vancouver, and among different ethno-cultural backgrounds. However, results from this survey cannot be considered to represent a statistically accurate portrait of the population of people who live, work, and play in downtown Vancouver. This is due to the convenience sampling methodology, and to the lack of any publicly available statistics that offers a portrait of the target populations. It is nonetheless acceptable to use these results as some indication of the views that do exist among this population.

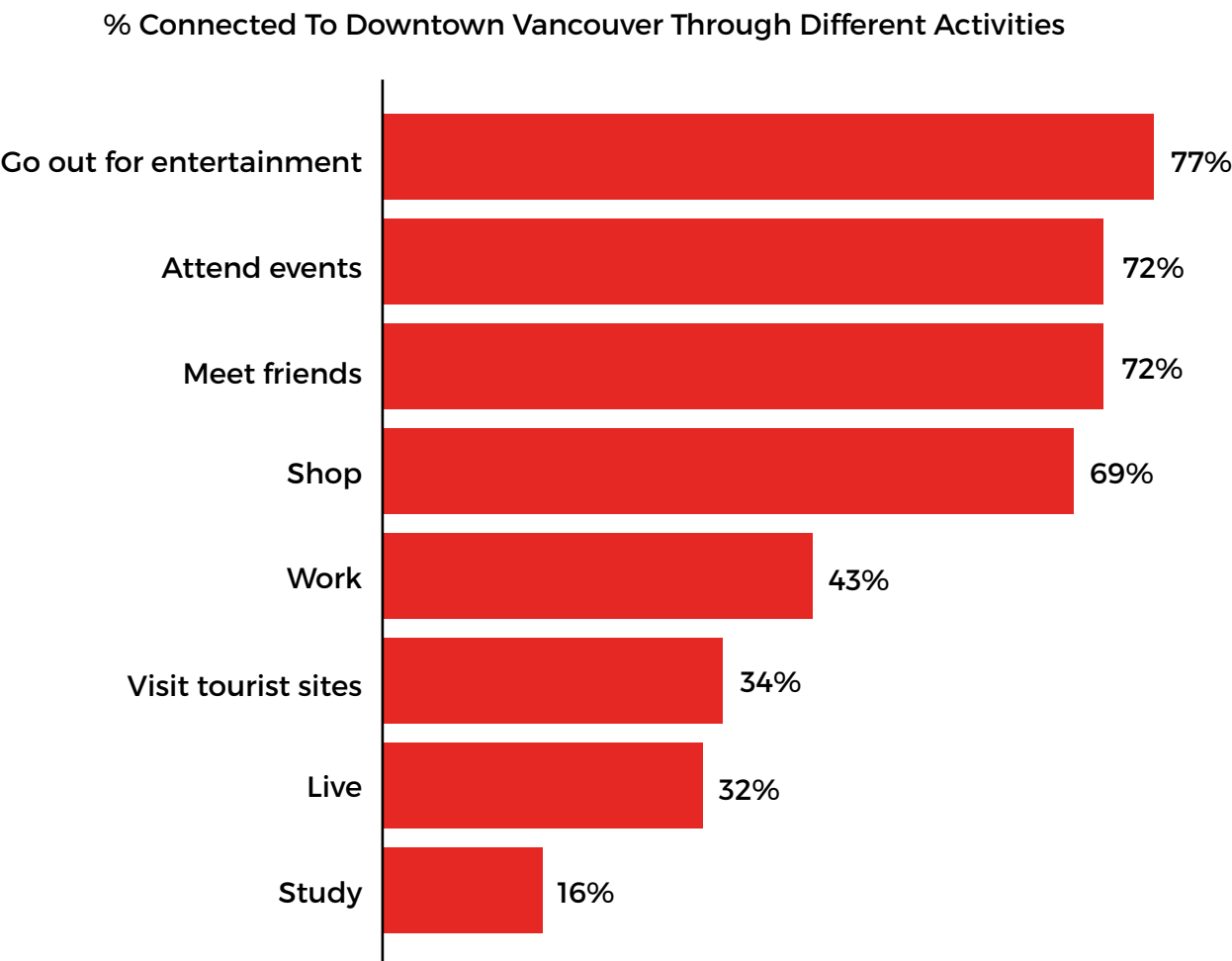
DETAILED FINDINGS

CURRENT CONNECTIONS TO DOWNTOWN VANCOUVER

People have a variety of connections to downtown Vancouver; “going out for entertainment”, “attend events”, “meet friends”, “shop” top the list.

Q1. Let’s start with how you are connected to downtown Vancouver. Which of the following best describes what activities you do in downtown Vancouver? Please check all that apply to you.

Base: All respondents (N=1,129)



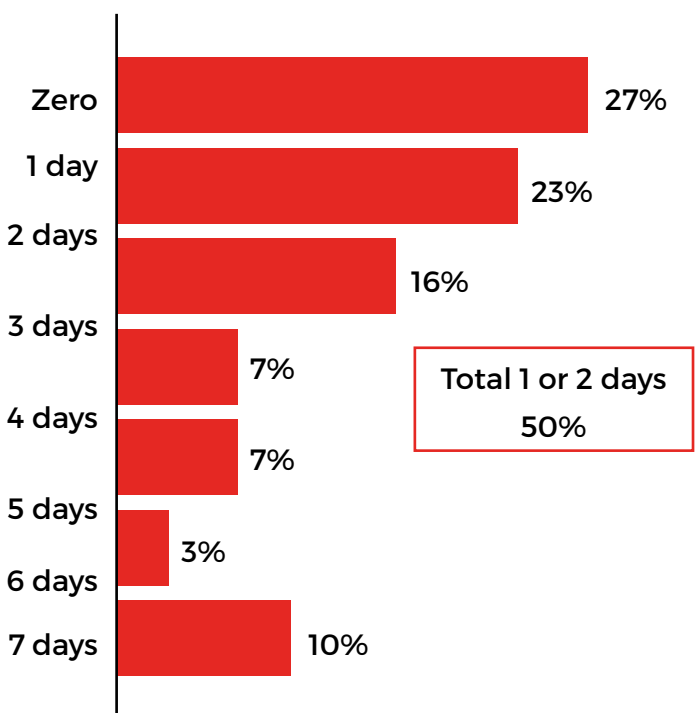
People go into downtown Vancouver close to three days a week, on average, for non-work activities; a majority of commuters travel five days a week into city centre

Q2. In an average week, how many days do you go out in downtown Vancouver to do things other than work (e.g. sports, entertainment, visiting friends, site-seeing, etc.)?

Q3. In an average week, how many days do you commute to work in downtown Vancouver?

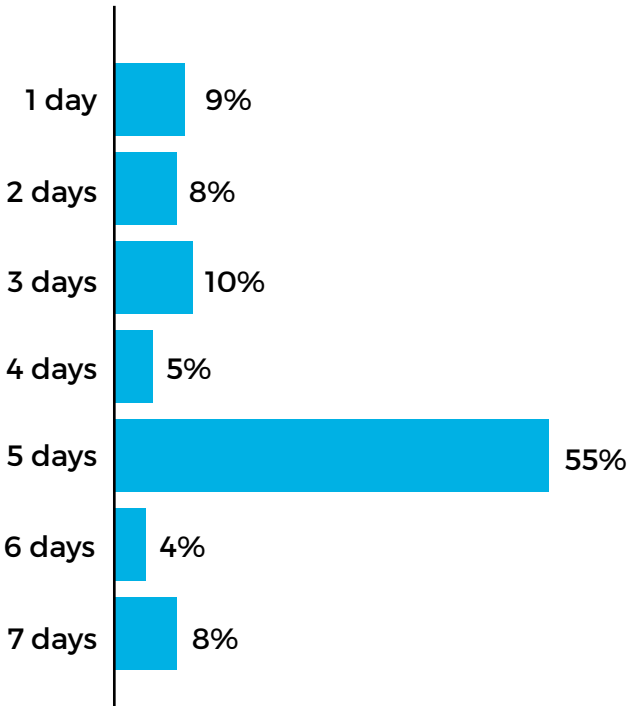
Base: All respondents – Q2 (N=1,098); Q3 (N=910; Commuters only N=542)

Days In Average Week Go Out In Downtown Vancouver For Non-Work Activities



Average = 2.7 days

Days In Average Week Commute To Work In Downtown Vancouver



Average = 4.3 days

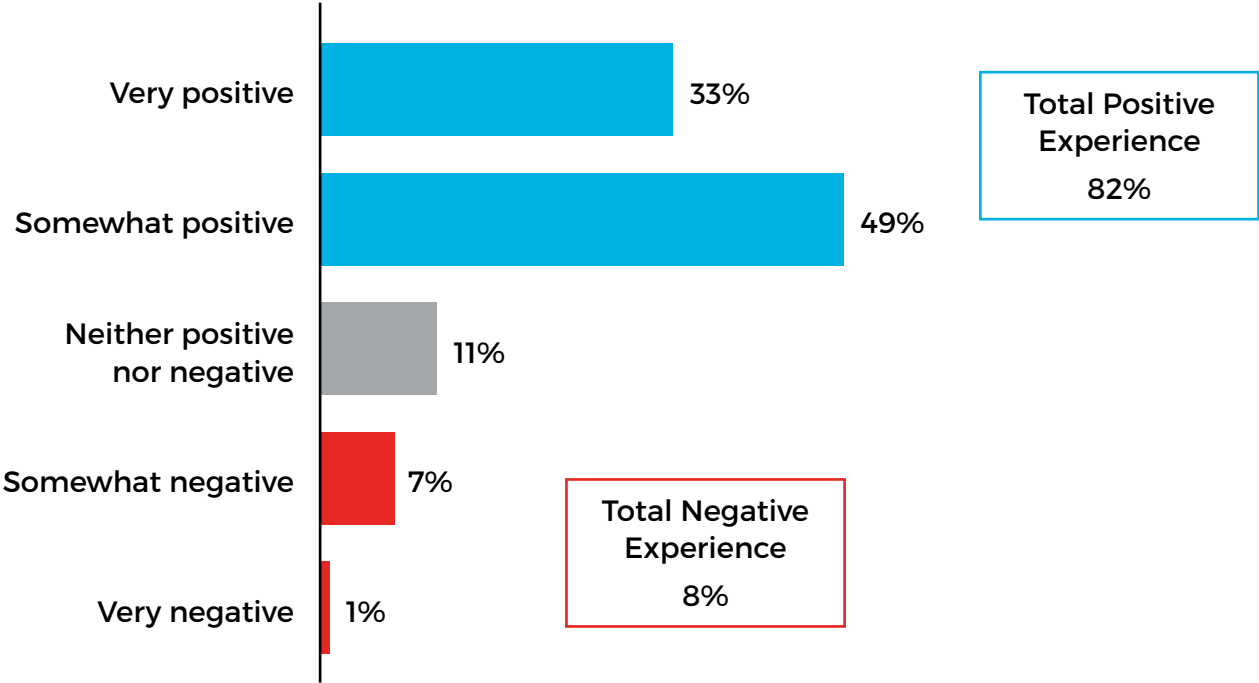
CURRENT PERCEPTIONS OF DOWNTOWN VANCOUVER

Vast majority have had positive experiences in downtown Vancouver over past two years.

Q4. Generally speaking, in the past one to two years, what have your experiences in downtown Vancouver been like?

Base: All respondents (N=1,019)

Type Of Experience In Downtown Vancouver In Past 2 Years

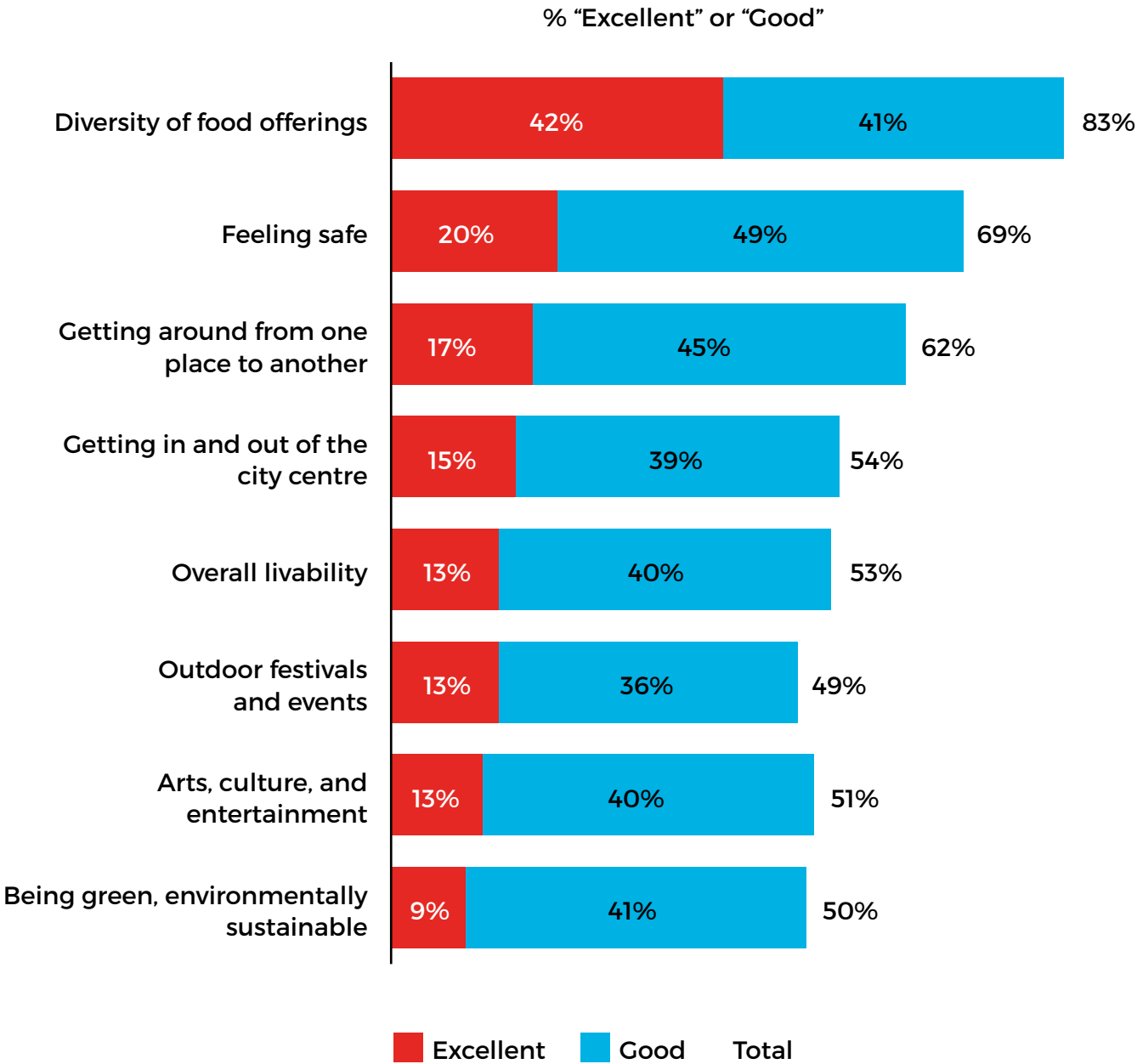


Downtown Vancouver scores highest for: “diversity of food offerings”, and “feeling safe”.

Q6. How would you rate downtown Vancouver for each of the following?

Base: All respondents (N=829 to 855), depending on attribute

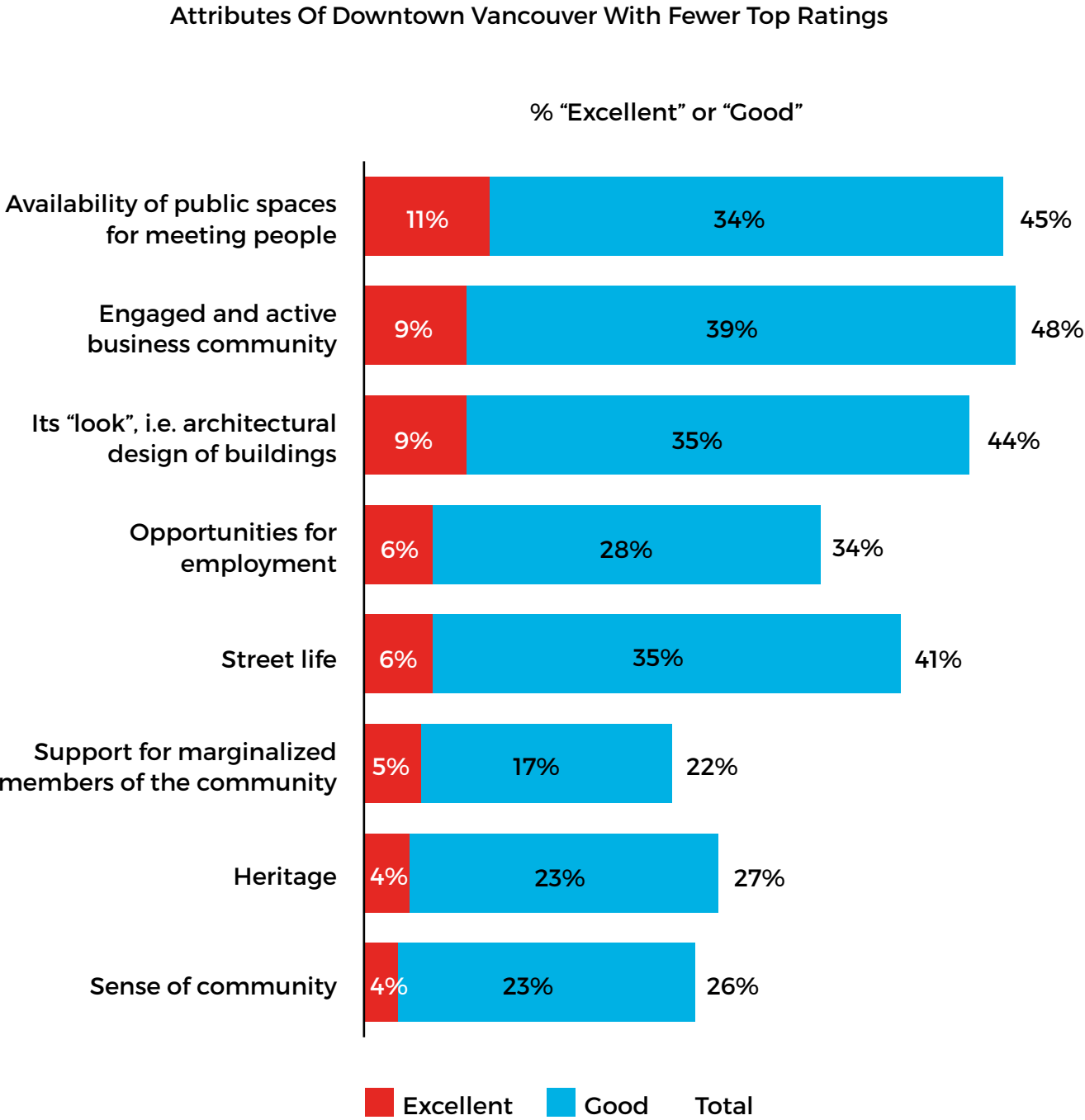
Attributes Of Downtown Vancouver Receiving Top Ratings



Downtown Vancouver obtains least positive ratings for “support for marginalized”, “heritage”, and “sense of community”.

Q6. How would you rate downtown Vancouver for each of the following?

Base: All respondents (N=829 to 855), depending on attribute

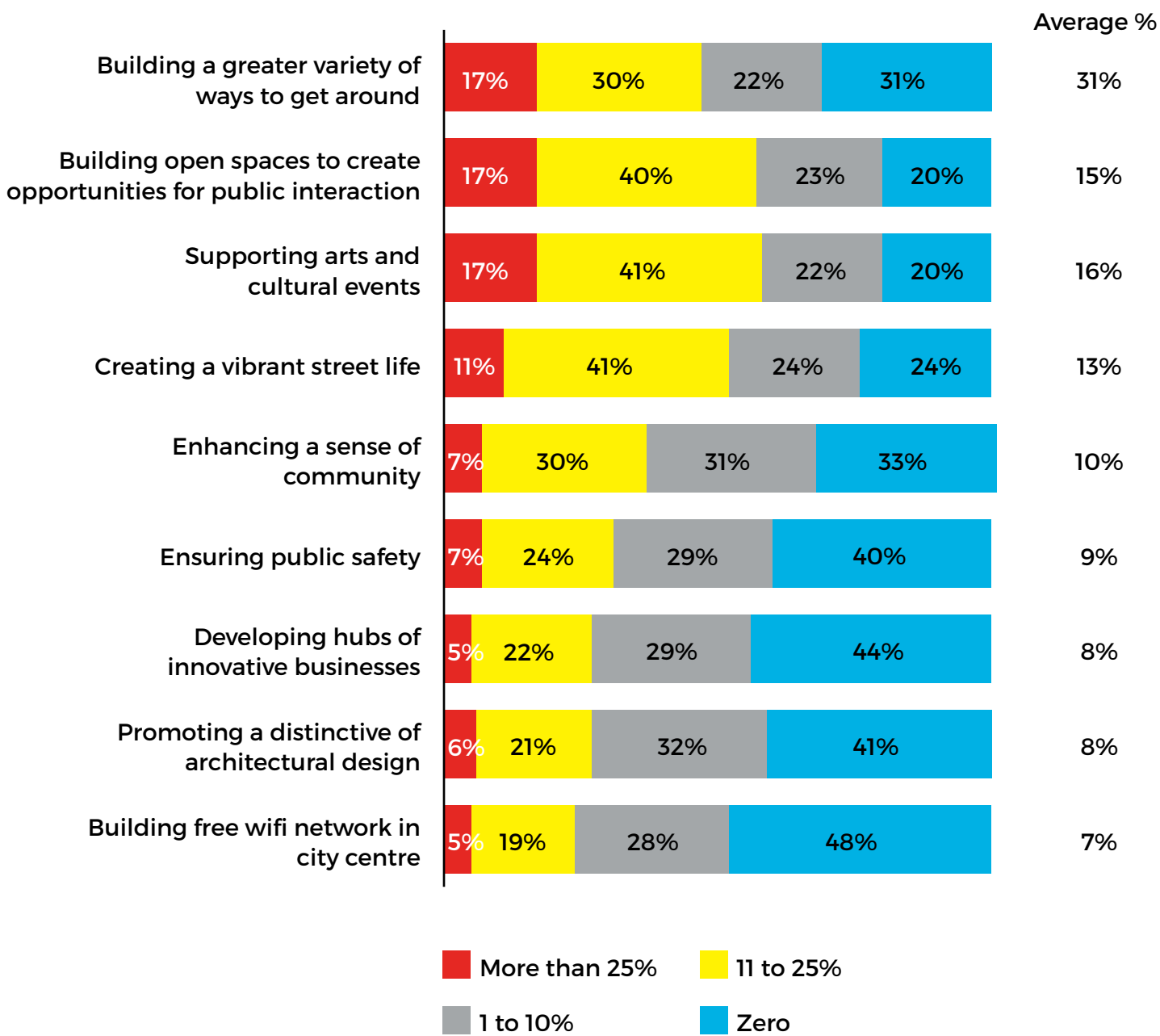


“Getting around”, “open spaces”, “arts/culture”, and “active street life” top spending priorities for spending commitments to improve downtown Vancouver experience.

Q8. If you were given \$1 million to invest in things you think would improve the overall experience of being in the city centre, what percentage of the \$1 million would you spend on each of the following?

Base: All respondents (N=777)

% Of \$1 Million Would Allocate To Specific Options To Improve Overall Experience Of Downtown Vancouver

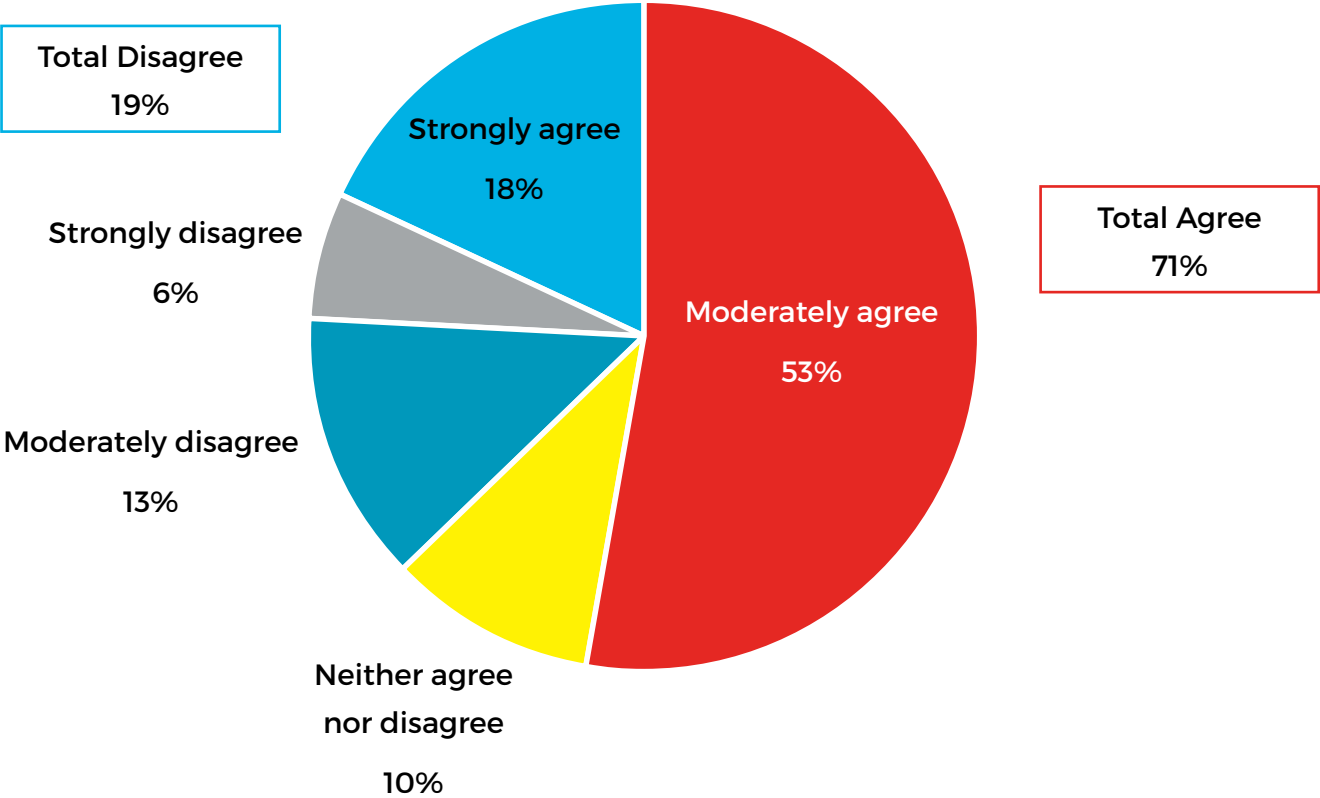


Solid majority see Vancouver as a global go-to destination, though most do not hold strong views in this regard.

Q5. Do you agree or disagree with the following statement: "Vancouver is a global go-to destination which is economically vibrant, livable, and environmentally sustainable."

Base: All respondents (N=1,023)

"Vancouver Is A Global Go-To Destination Which Is Economically Vibrant, Livable, And Environmentally Sustainable."



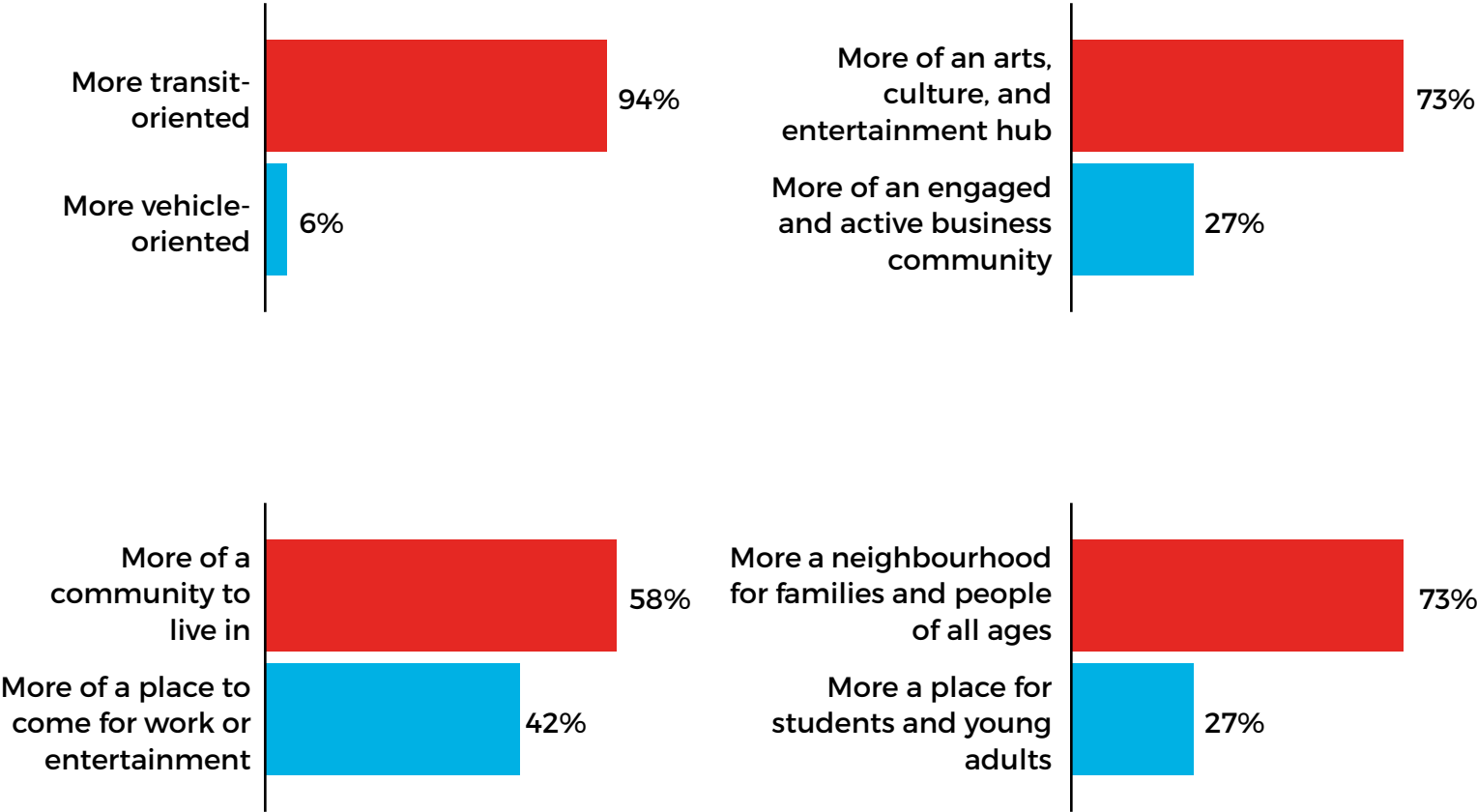
VISION FOR DOWNTOWN VANCOUVER IN 2040

Greater preference to see downtown Vancouver in 2040 as: transit-oriented; arts, culture, entertainment hub; community and neighbourhood for families and people of all ages.

Q15-18. In 2040, do you want downtown Vancouver to be.

Base: All respondents (N=657 to 658)

“In 2040, Do You Want Downtown Vancouver To Be...?”

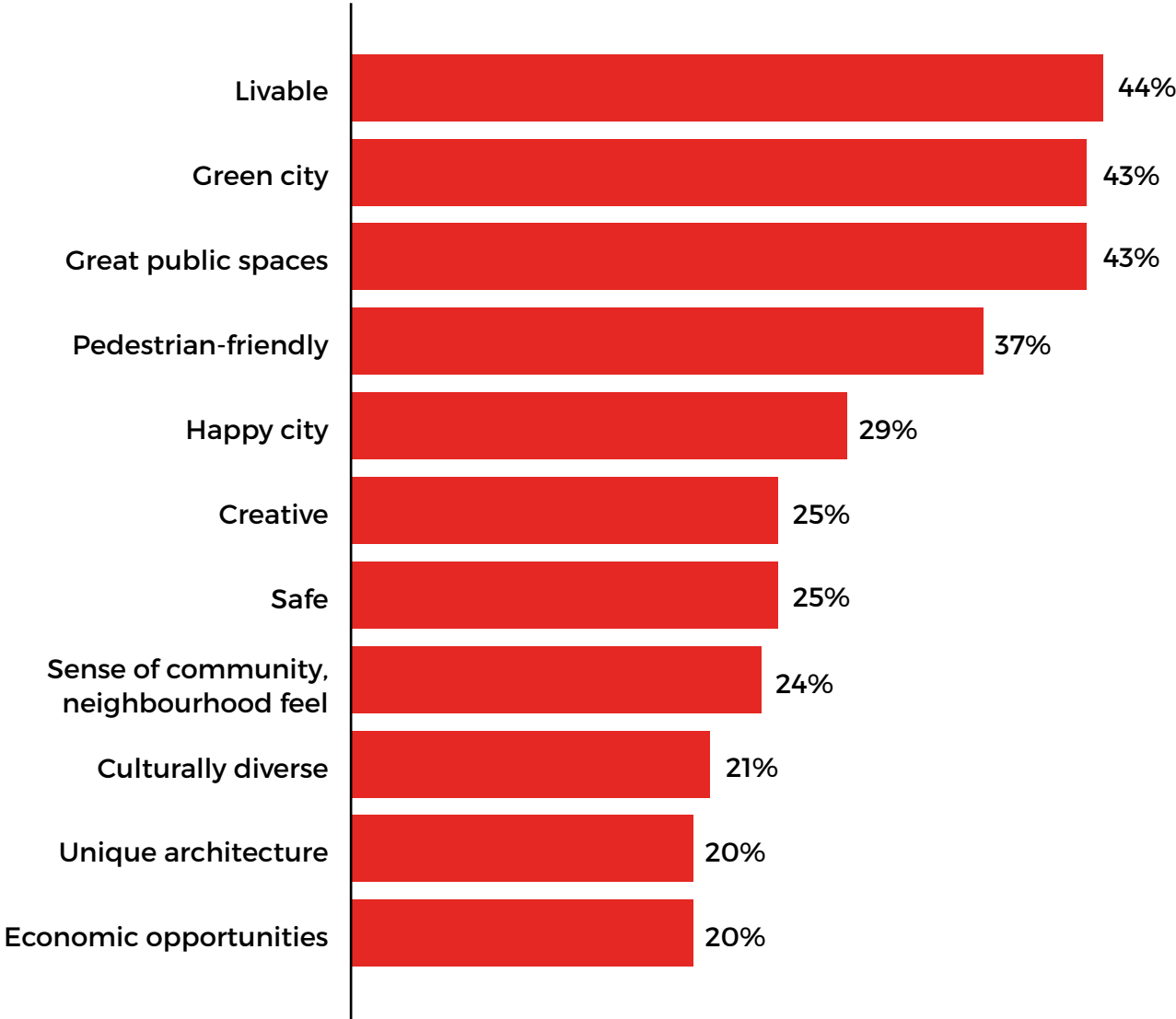


Prominent vision for downtown Vancouver in 2040 has it being a livable, green, pedestrian friendly city with great public spaces.

Q9. For the next few questions, we want to know what you want downtown Vancouver to look like in 25 years or so. First, from the list below, please choose the top words or phrases you would use to describe what you want downtown Vancouver to be like by 2040? Please select up to five responses.

Base: All respondents (N=709)

Top 10 Descriptions For Downtown Vancouver In 2040

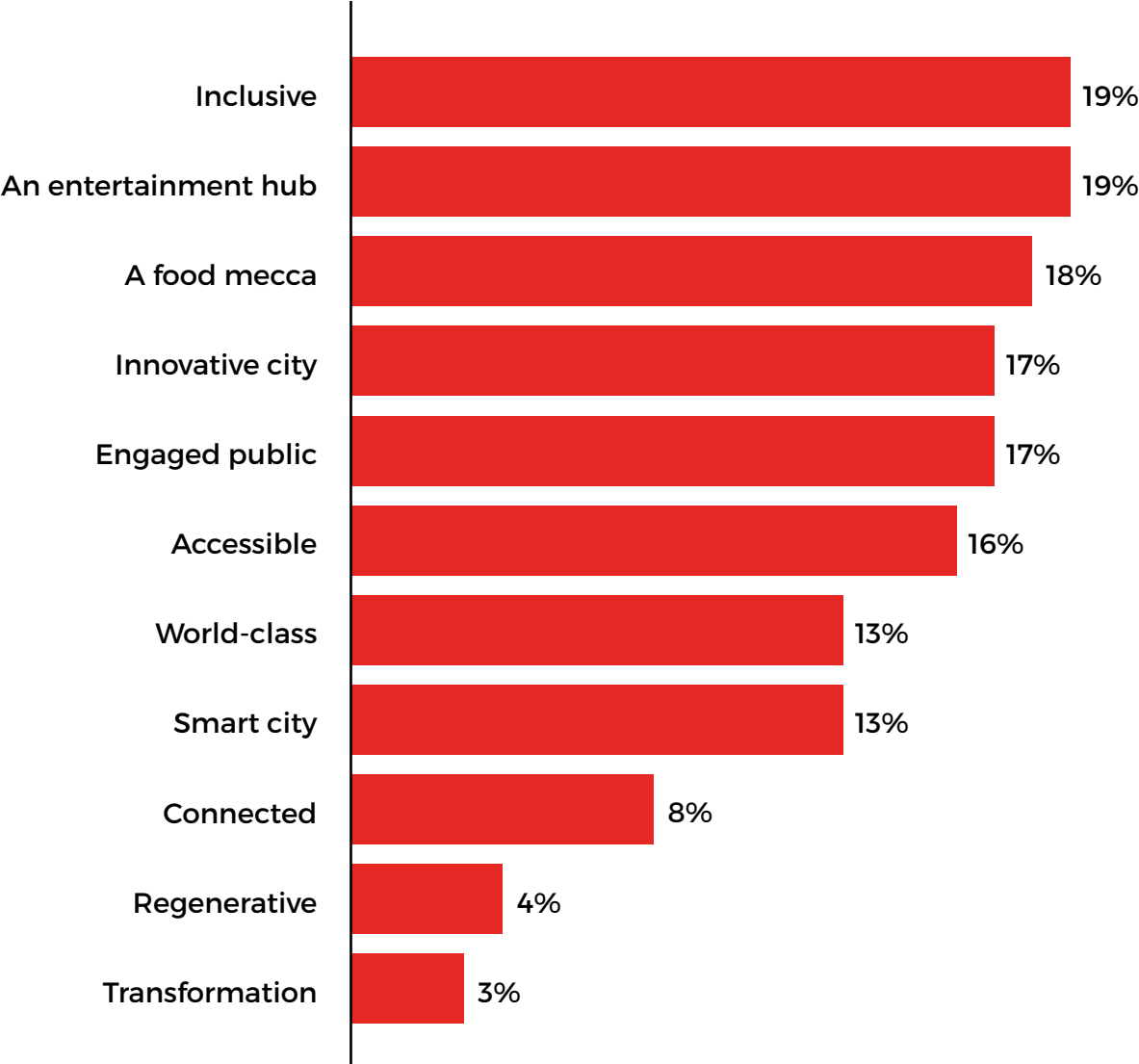


Downtown Vancouver in 2040 seen less as a “city on the move”: fewer describe it using action terms – innovative, hub, engaged, smart, connected, transformative.

Q9. For the next few questions, we want to know what you want downtown Vancouver to look like in 25 years or so. First, from the list below, please choose the top words or phrases you would use to describe what you want downtown Vancouver to be like by 2040.

Base: All respondents (N=709)

Top 10 Descriptions For Downtown Vancouver In 2040

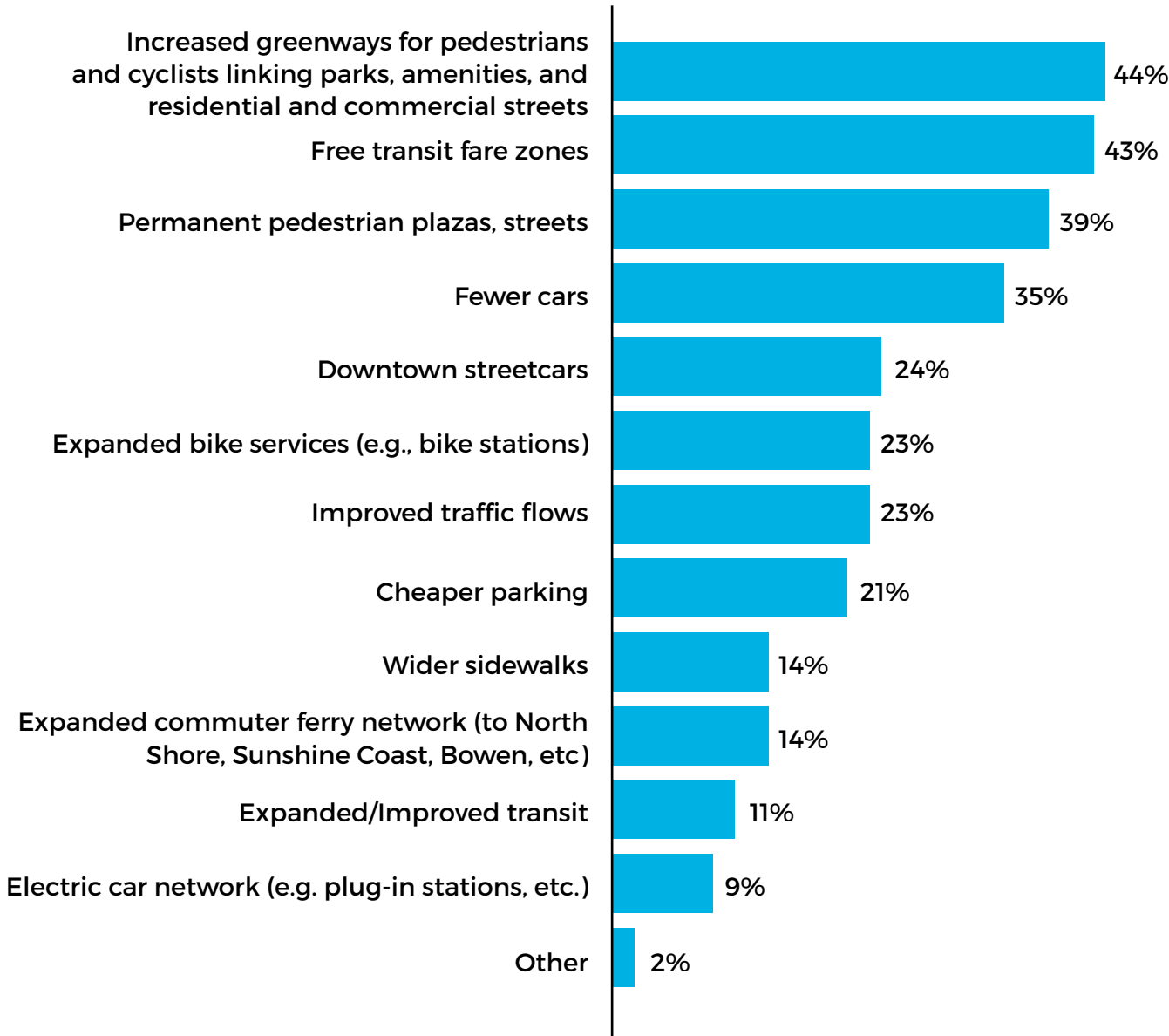


Views on getting around downtown Vancouver in 2040 focused on pedestrians, transit, and cyclists – with fewer cars.

Q10. How would you like to get around in downtown Vancouver in 2040? Please select up to three things you'd like to see most in the future.

Base: All respondents (N=686)

% Who Chose Different Ideas For “Getting Around” Downtown Vancouver In 2040

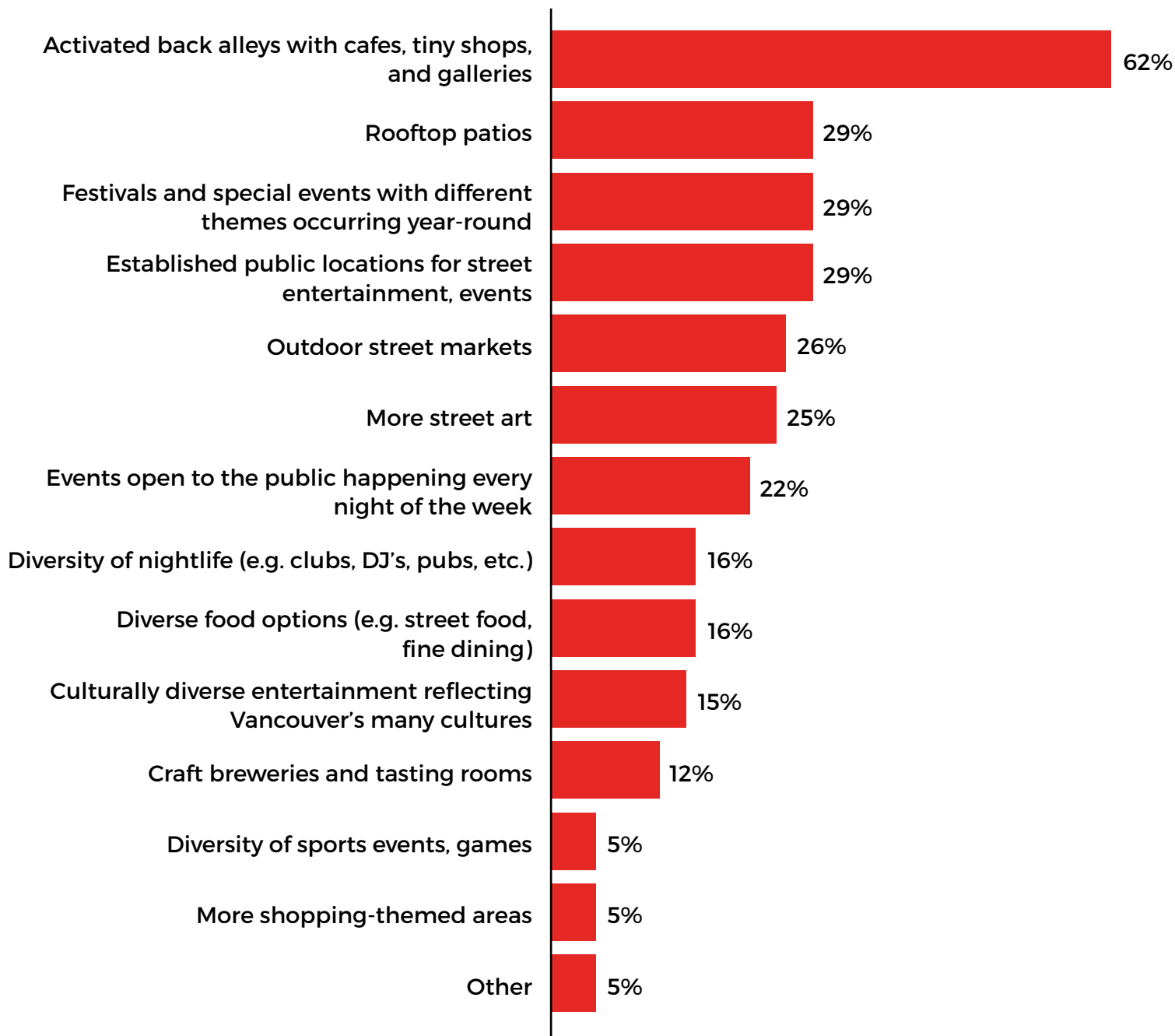


Views on entertainment/fun in downtown Vancouver in 2040 focused mostly on revamped public spaces (alleys, patios), and opportunities for public entertainment (street art, festivals).

Q11. What kinds of fun and entertainment would you like to have in downtown Vancouver in 2040?
Please select up to three things you'd like to see most in the future.

Base: All respondents (N=686)

% Who Chose Different Ideas For "Getting Around" Downtown Vancouver In 2040

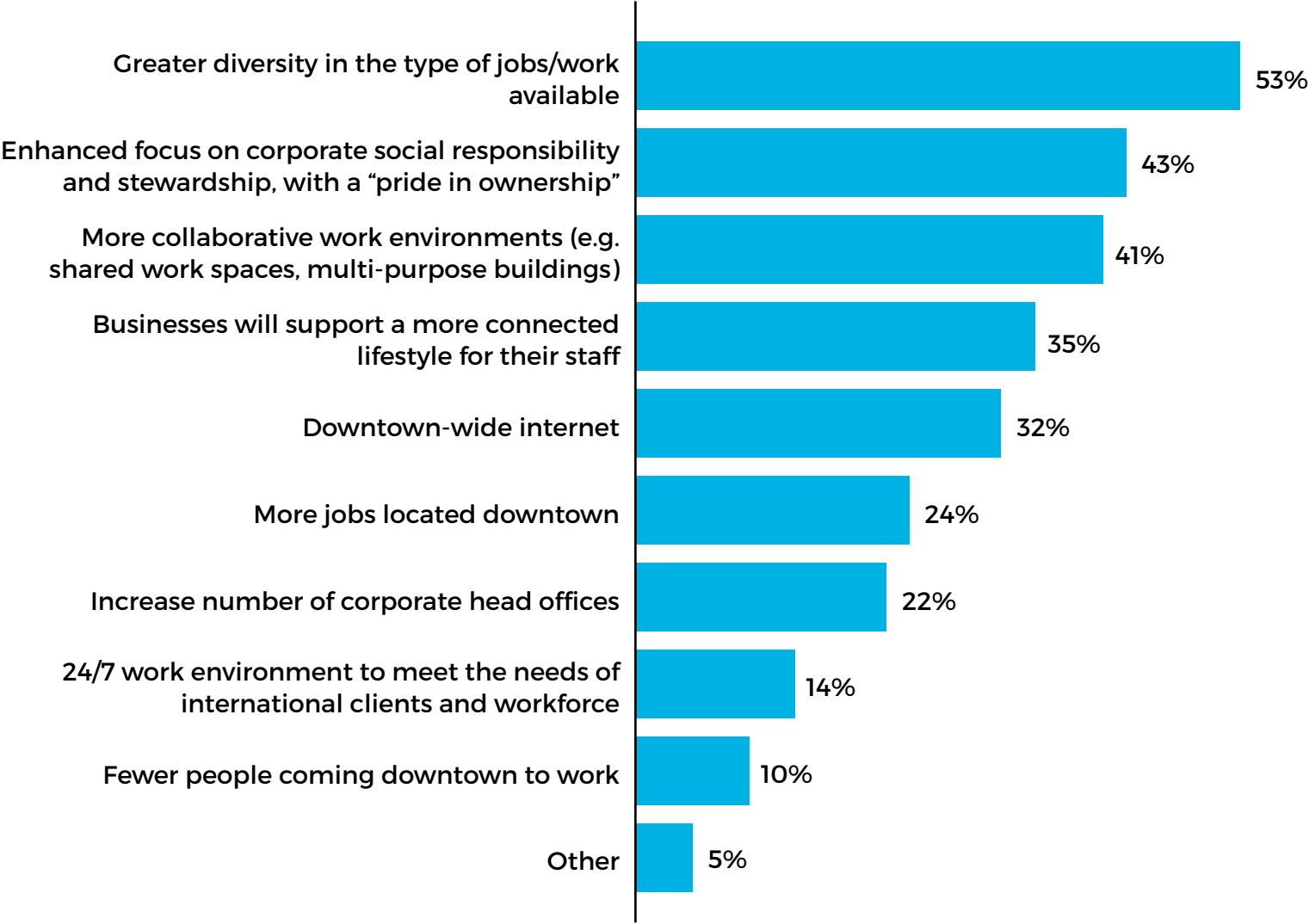


Views on work and business in downtown Vancouver in 2040 focused on diverse work opportunities and environments to meet changing lifestyle needs.

Q13. How would you like to see work and business in downtown Vancouver in 2040? Please select up to three things you'd like to see most in the future.

Base: All respondents (N=678)

% Who Chose Different Ideas For “Work And Business” In Downtown Vancouver In 2040

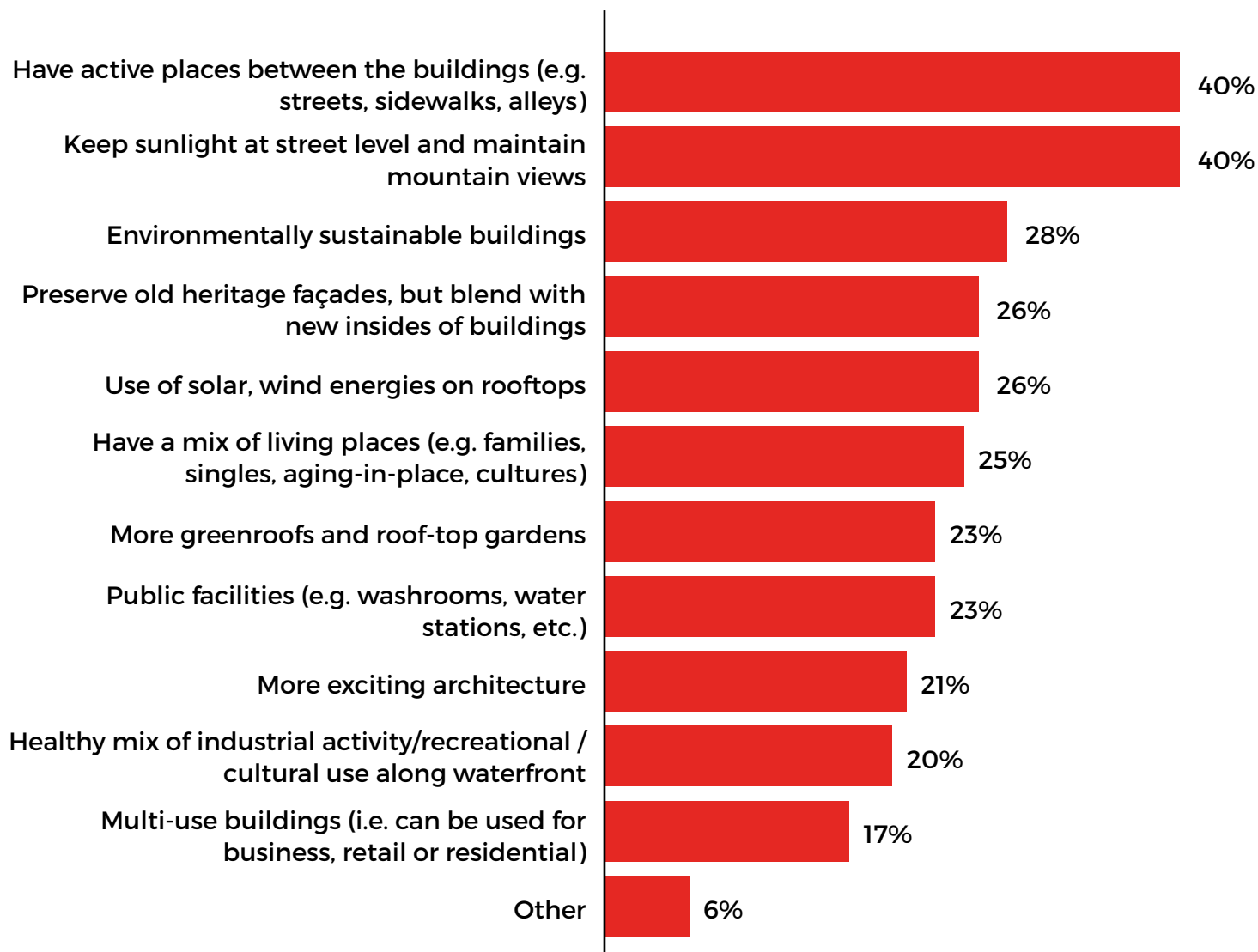


Views on the look and feel of downtown Vancouver in 2040 focused on active spaces and keeping light and mountain viewscapes.

Q13. How would you like to see work and business in downtown Vancouver in 2040? Please select up to three things you'd like to see most in the future.

Base: All respondents (N=690)

% Who Chose Different Ideas For "Look And Feel" Of Downtown Vancouver In 2040

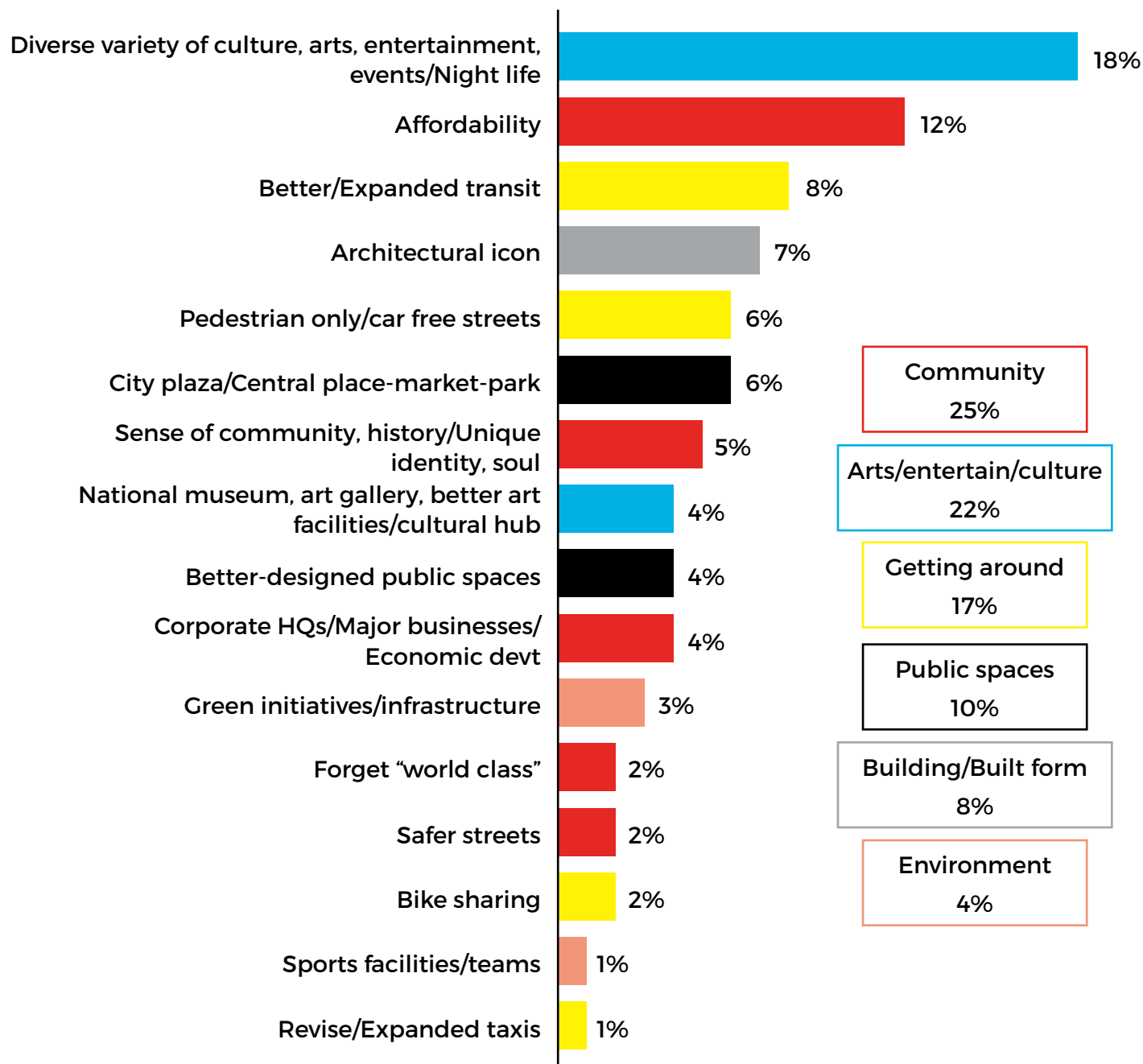


“Community”, “arts, entertainment, cultural activities” and “getting around” top list of things that people feel would make downtown Vancouver a world-class city.

Q18. One last question before we finish up...What’s one thing that would make downtown Vancouver a “world class city” that it doesn’t currently have?

Base: All respondents (N=542)

One Thing That Would Make Downtown Vancouver A “World Class City”



RESPONDENT PROFILE

Age (n=614)	%
16 – 24 years	25%
25 – 29 years	18%
30 – 34 years	16%
35 – 39 years	9%
40 – 49 years	15%
50 – 59 years	10%
60 – 69 years	4%
70+ years	1%
Prefer not to say	2%

Gender Identity (n=614)	%
Man	49%
Woman	45%
Other	2%
Prefer not to say	5%

Born in Canada (n=614)	%
Yes	74%
No	26%

BC Region (n=614)	%
Downtown Vancouver	27%
Vancouver (outside city centre)	49%
Metro Vancouver (outside Vancouver)	22%
North Shore	5%
Burnaby/New	6%
Westminster	2%
Richmond	5%
Surrey/Delta/Langley	4%
Northeast	
Outside Metro Vancouver	2%

# years in Canada (n=149) (those not born in Canada)	%
Less than 1 year	5%
1 to 2 years	9%
3 to 5 years	11%
6 to 10 years	22%
11 to 15 years	9%
16 to 20 years	14%
More than 20 years	30%

Ethnic Background (n=607)	%
West European	54%
East European	10%
Asian	19%
Chinese	11%
South East Asia	5%
South Asia	2%
Japanese	1%
Middle East	2%
Latin America	2%
Other	10%

Annual Household Income (n=611)	%
Under \$25,000	11%
\$25,000 to \$49,999	16%
\$50,000 to \$74,999	16%
\$75,000 to \$99,999	13%
\$100,000 to \$124,999	12%
\$125,000 to \$149,999	7%
\$150,000 or more	9%
Prefer not to say	16%



IN PARTNERSHIP WITH



ENGAGING THE WORLD

