Greetings Mayor and Council,

Please see the attached memo from Gil Kelley which provides an update on the upcoming launch events and public engagement for Phase 1 of Places for People: Downtown. A short summary of the memo is as follows:

- On March 29, 2017 Council approved an 18-month work program to prepare a public space strategy for the downtown.
- The official public launch and media event to kick off the initiative will be on July 29, 2017, from 11:00 am to 1:30 pm at 800 Robson.
- During July and August 2017 there will be a variety of opportunities for public engagement in the process, including the City’s first ever Public Space and Public Life Study.

Please reach out to me or Gil if you have questions or comments.

Best

Sadhu

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MEMORANDUM

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
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Rena Kendall-Craden, Director, Communications
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Margaret Wittgens, Director, Public Space and Street Use, Engineering Services
Jennifer Sheel, Branch Manager, Street Activities, Engineering Services

FROM: Gil Kelley, General Manager of Planning, Urban Design and Sustainability

SUBJECT: Places for People: Downtown - Phase 1

June 23, 2017

Dear Mayor and Council,

This memorandum provides an update to Council on the upcoming launch events and public engagement for Phase 1 of **Places for People: Downtown**.

No action is required by Council. This memo is for information only.

BACKGROUND

Currently there is no comprehensive strategy that provides guidance on the planning and delivery of downtown public spaces.
On March 29, 2017 Council approved the 18-month work program and 2017 funding to prepare a public space strategy for the downtown (“Downtown Places and Spaces Strategy”). The strategy will provide a framework to shape a vibrant public space network and coordinate public space delivery in downtown over the next 30 years.

As the first phase of a public space strategy for the broader City Core area, it will include the Central Business District, Coal Harbour, West End, Downtown South, Yaletown, False Creek North and Northeast False Creek. It is anticipated that future phases will include the Downtown Eastside and False Creek Flats, and the communities south of False Creek.

The strategy is a complementary initiative to the Park Board’s Parks and Recreation Master Plan (“VanPlay”), which focuses on parks.

DISCUSSION

“Places for People: Downtown” is the planning process for the downtown public space strategy. Public and stakeholder engagement will be innovative and inclusive, and there will be a variety of ways that residents, community organizations and businesses in downtown’s diverse communities can get involved in shaping the strategy.

As part of engagement, staff will work with the VIVA Vancouver program to test concepts and ideas in public spaces as “Action While Planning” pilot projects. This and other initiatives will include partnerships with community groups, business improvement associations, and other partners, such as the Vancouver Public Space Network.

Phase 1 Engagement Events and Activities

Phase 1 of the process is the public launch of the initiative. This phase will include broad engagement to inform the vision, values and guiding principles for the strategy, as well as the summer Public Space and Public Life Study (see below). Engagement events will be held within a variety of downtown public spaces to provide opportunities for input from a range of residents, workers and visitors. Information displays will be distinctive and colourful and will include playful seating elements and signage.

During July and August 2017, opportunities for public engagement will include:

- Launch events in four locations throughout downtown;
- Smaller scale “pop-up” engagement events;
- Survey;
- Favourite places mapping;
- Walking tours (guided and self-guided);
- “Action While Planning” pilot projects and other partnership initiatives;
- Public Space and Public Life Study; and,
- Social media.

Launch events:

<table>
<thead>
<tr>
<th>Area</th>
<th>Date</th>
<th>Time</th>
<th>Event Location</th>
</tr>
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<tbody>
<tr>
<td>Central Business District</td>
<td>June 29, 2017</td>
<td>11:00 am to 1:30 pm</td>
<td>800 Robson</td>
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Launch: Media Event

The official public launch and media event to kick off the initiative will be on July 29, 2017, from 11:00 am to 1:30 pm at 800 Robson. At 11:30 am, I will provide remarks to introduce the Places for People: Downtown initiative. Charles Gauthier, President/CEO of Downtown Vancouver BIA, has also been invited to speak.

Members of Council are invited to attend this and other events throughout the summer.

Public Space and Public Life Study

In late August, the City’s first ever Public Space and Public Life Study, led by a consultant, will assess how people use public space in approximately 20 locations throughout the downtown. Intercept surveys will be used to gauge the public’s level of satisfaction with these spaces. The study will also assess the quality and physical characteristics of the downtown public space network. Staff will recruit community volunteers to conduct the Public Life Study, which will be repeated in early 2018 to assess seasonal variations in how people use public spaces.

Next Steps

In late 2017 staff will report back to Council with a progress update, including key public engagement findings and initial results from the Public Space and Public Life Study, as well as the work program budget and funding required for 2018.

For more information about the initiative, please visit [vancouver.ca/placesforpeople](http://vancouver.ca/placesforpeople) (the webpage will be live early next week). Note: the hashtag #PlacesForPeopleVan will be used for social media.

If you have any questions about Places for People: Downtown, please do not hesitate to contact me or Karen Hoese, Acting Assistant Director, Vancouver Downtown Division.

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GK/jg