

From: Park Board GM's Office
To: PB Commissioners
Cc: PB SLT (Senior Leadership Team) - DL; PB Communications; Dunlop, Emily
Subject: West End Waterfront Parks Master Plan Pop Up Events
Date: Wednesday, August 25, 2021 4:34:41 PM

Dear Commissioners,

The purpose of this email is to advise you on a 'pop-up' engagement event happening this weekend for the [West End Waterfront Masterplan](#). This is the first of four pop-up events happening over the next two months to generate public awareness, excitement and interest in the project at this first phase of engagement. The purpose of these events is to inform the community about the project, provide the opportunity to join the Community Advisory Group, learn about upcoming engagement events, and facilitate asking initial questions to assess public interest. Park Board Staff, City of Vancouver Engineering Services Staff and the consultant team will be present to support all of the events. There will be printed information and signage, as well as materials for visitors to write down and share feedback with staff. Details of each event are listed below:

Pop-Up	Date	Details
#1	Saturday, August 28 & Sunday, August 29 (10am to 6pm)	The first 'pop-up' will take place in the form of a 'light' engagement event this weekend from 10am to 6pm at the Sunset Beach parking lot plaza, and will be a joint event with the Vancouver Skateboard Coalition and the Park Board's city-wide Skateboard Amenities Strategy team.
#2	Saturday, September 11 (9am to 2pm)	The second pop-up will be set up in a stall at the West End Farmer's Market on September 11, from 9am to 2pm. This will generate exposure for the project at a prominent and popular West End event.
#3	Tuesday, September 28 & Wednesday, September 29 (late afternoon/evening)	The third pop-up will be at Morton Park at the end of Davie Street in the late afternoon to early evenings on September 28 and 29. This event is intended to reach visitors of Denman / Davie Villages, including pedestrian and bike traffic on the western portion of the site near English Bay.
#4	Friday, October 1 (4pm to 6pm)	The final pop up would be during the Fall Go By Bike Week at a station on Beach Avenue and Jervis Street, tentatively scheduled for Friday, October 1 from 4pm to 6pm, to be confirmed with event staff closer to the date.

Staff welcome you to visit any of the above events and will provide further updates and outcomes from the engagement as the overall project moves forward.

Regards,

Steve (on behalf of Donnie Rosa)

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*I acknowledge that we are on the unceded territories of the Coast Salish Nation, the x^wməθk^wəyəm (Musqueam),
sk̓w̓x̓w̓ú7mesh (Squamish) and səlilwətaʔ (Tsleil-Waututh)*