

Memorandum

Date: April 20, 2023
To: Emily Benoit, City of Vancouver
From: Jai Daniels and Kara Hall
Subject: **McGillivray Boulevard Safety & Mobility Project Community Engagement Plan**

Introduction

This document summarizes the approach to community engagement during Phase 1 of the McGillivray Boulevard Safety & Mobility Project (Project) and outlines the planned approach to Phase 2 and Phase 3 of the Project. In addition to serving as a guide for specific touchpoints with the community and stakeholders based on project milestones, this document will also serve as a reference for the Project Team to ensure consistent messaging is shared and consistent feedback is gathered across all touchpoints during Phase 2 and Phase 3.

Project Phases

The Project has been divided into three key phases: 1. Analyze the Corridor, 2. Develop Options, and 3. Design Improvements. These phases were developed to align with key milestones throughout the Project and to ensure that each phase is informed by the technical findings and information gathered from community members during the previous phase. Outcomes of each of the Project phases are presented in **Table 1**.



Table 1. Project Phases

Phase	Outcomes
<p>1. Analyze the Corridor</p>	<ul style="list-style-type: none"> • A data set that includes traffic speed and volumes, on-street parking occupancy, number and type of collisions, transit ridership, and illumination levels that informs existing and future conditions. • Analysis indicating how safe and comfortable existing bicycle and pedestrian facilities are for people of all ages and abilities and identifies gaps in these facilities. • Traffic analysis quantification of the delay experienced by drivers at key intersections along the corridor and how long it takes to drive the corridor during morning and evening commute times. • Understanding where people want to use the corridor to travel, how they want to travel, and barriers to traveling that way to key destinations through community engagement.
<p>2. Develop Options</p>	<ul style="list-style-type: none"> • An evaluation framework and set of project specific goals that align proposed improvements with community needs and desires. • A set of design options that make it safer and more comfortable to travel on McGillivray Boulevard. • Feedback through community conversations with a diverse set of voices and community members on how the proposed design options address their needs and desires for traveling on McGillivray Boulevard.
<p>3. Design Improvements</p>	<ul style="list-style-type: none"> • Identification of a preferred design option that reflects feedback gathered from the community, aligns with the evaluation framework, and advances the Project goals and the City's Complete Streets Policy. • Design plans to be included in the planned paving project.



Phase 1 Engagement

This engagement plan was strategically developed at the conclusion of Phase 1 to allow engagement efforts for Phases 2 and Phase 3 to be tailored to the needs of the community based on information gathered during Phase 1 of the Project.

Phase 1 of the Project included several opportunities, both in person and online, for community members to share their concerns and comments on how McGillivray Boulevard functions today and complete several exercises that were used to inform development of the Project goals.

Opportunities for community members to engage included:

- Participating in an online survey on the Projects' [Be Heard](#) site.
- Attending an in-person open house at Wy'east Middle School.
- Participating in walk/bicycle audits on the corridor with the Project team.
- Participating in a targeted online survey distributed by Mountain View High School and Wy'east Middle School.

Input gathered during Phase 1 was used to inform Project goals and is documented in the Phase 1 Community Engagement Summary Memorandum. To inform development of the community engagement plan for Phase 2 and Phase 3, a summary of the number of community members that participated in each opportunity is presented in **Table 2**. In addition, the Project team also attended and presented at Riveridge Neighborhood Association and Bella Vista Neighborhood Associations meetings.

Table 2. Summary of Phase 1 Engagement

Event	Number of Participants/Respondents
Online Open House ¹ : <ul style="list-style-type: none"> • Online Survey • Interactive Map 	<ul style="list-style-type: none"> • 1,072 Survey Responses • 94 Map Comments
Corridor Audits: <ul style="list-style-type: none"> • Walk Audit • Bicycle Audit 	<ul style="list-style-type: none"> • 2 Walk Audit Participants • 12 Bicycle Audit Participants
In-Person Open House	<ul style="list-style-type: none"> • Approximately 130 attendees
School Surveys: <ul style="list-style-type: none"> • Wy'east Middle School • Mountain View High School 	<ul style="list-style-type: none"> • 32 responses from Wy'east Middle School • 6 responses from Mountain View High School

¹Completed Surveys as of January 30, 2023

²While 112 attendees signed in, the actual attendance was estimated to be higher based on seating available.



Considerations for Phase 2 and Phase 3

Based on the number of participants, the quality of input gathered, and the demographics of participants reached for each opportunity in Phase 1 engagement, the following considerations informed development of the plan and changes for engagement for Phase 2 and Phase 3.

- All online surveys will include optional demographic questions to allow the Project Team to identify participation and input by age, income, or races, to ensure a broad and diverse set of community voices are being captured who were not being reached already through in-person or online events.
- The Project Team will evaluate options to engage in-person with students at Mountain View High School given the low-response rate to the online survey at that school compared to Wy'east Middle School.
- Most participants at the in-person open house identified as white and were 65 years and older. During Phase 2 and Phase 3, conversations with community members will include options to participate virtually and at varying times throughout the day/week to provide flexibility for how and when folks participate, with the aim of reaching those whose voices may not yet have been heard on this project due to cultural or logistical barriers.
- With design information being more technical in nature, smaller group conversations will provide a better opportunity to provide necessary context and background and ensure that more community members feel comfortable asking questions or sharing their feedback.



Phase 2

This section describes the Goals, Key Messages, Stakeholders, and Action Plan for Phase 2 of the community engagement process.

Goals

1. Educate community members about possible outcomes for the project based on scope and funding.
2. Empower the Vancouver community to share input on which design options would best suit their needs on the corridor.
3. Reach a wider array of community members that encompasses the variety of users who travel on McGillivray Boulevard.
4. Foster relationships between the City and McGillivray Boulevard community.

Key Messages

There are several key messages that will be used to ensure consistent communication with the community throughout this phase.

- The goals and evaluation framework being used to evaluate potential design options were informed by input gathered during Phase 1 of the Project, which focused on understanding how McGillivray Boulevard operates today. This included extensive outreach to community members and stakeholders as well as a detailed technical analysis.
- The Safety & Mobility Project will recommend improvements that can be implemented as part of the planned paving project in Summer 2024. While a broad range of improvements may be identified, additional funding outside of this Project would be needed to implement any improvements outside of the scope of the paving project.
- The project team is developing a set of design options for segments of McGillivray Boulevard. It is expected that the recommended improvements will reflect the context of McGillivray Boulevard as the land use changes (e.g., retail and commercial uses with sidewalks near 164th compared to predominantly residential land uses with no sidewalks in the middle of the corridor).
- The project team is considering design options that maintain existing on-street parking and alternatives that could remove existing on-street parking in specific locations together with added safety improvements and given the land use context on McGillivray Boulevard. Recommendations for maintaining or removing existing on-street parking will be based on:



- The ability to create a safe and comfortable space for people walking, bicycling, using small mobility devices, and accessing transit while maintaining sufficient space allocated for on-street parking.
- Utilization of existing on-street parking from data collected during Phase 1 of the Project.
- The final design recommendations for McGillivray Boulevard may not be a “one size fits all” approach. The corridor is being evaluated as three individual segments to ensure that the recommendations align with what is needed to improve safety and mobility in that area. For example, some portions of the corridor have sidewalks, therefore less space may be needed within the roadway to safely accommodate all users.

Assumptions

- Smaller group conversations, known as community conversations, will allow community members and key stakeholders time and space to share their concerns on and ask questions about the proposed design options with the project team. The goal of the community conversations will be to have productive conversations with key stakeholders and other community members and likewise ensure they feel their concerns and opinions have been heard.
- Venue (or venues) will be capable of and accessible to hosting any/all participants; will facilitate one-on-one and group communication; will support the use of digital and/or tactile displays of workshop and process material.
- Each census tract that touches the corridor is at least 60% White Alone, not Hispanic with some census tracts having as many as 80%. One census tract that touches the corridor has a Spanish-speaking population of around 11% while another census tract has a Spanish-speaking population of about 22%. As of 2016, almost 34% of the population surrounding the corridor is 52 years or older, and almost 44% are between the ages of 17 and 52. Moving forward, the project team will include optional demographic questions in all surveys to understand how the demographics of community members being reached compares to the demographics of the surrounding areas and identify voices not being heard to help inform future engagement.

Roles and Responsibilities of Project Team

Consultant Team (Fehr & Peers)

The consultant team will be responsible for the following:

- Develop and publish information and surveys on Be Heard.
- Develop and support publication of project update emails.



- Develop marketing materials for the online survey, tabling events, focus groups, and community conversations.
- Develop presentation materials for the neighborhood association (NA) meetings and co-lead the presentations with City staff.
- Develop print materials for the tabling events and staff the tabling events.
- Secure event spaces (physical or digital) for the community conversations.
- Develop the agenda and materials for both virtual and in-person community conversations.
- Co-lead the community conversations with City staff.

City of Vancouver Staff

The City team will be responsible for the following:

- Review all materials produced by Consultant team and share suggested changes.
- Share the survey, tabling events, and community conversations on social media.
- Co-lead the NA meetings and community conversations with Consultant team.
- Send project update emails on Emma platform.

Key Stakeholders and Messaging

Key Stakeholders	Messaging
Transportation & Mobility Commission	The proposed design options will make it safer and more comfortable for people of all ages and abilities to travel on McGillivray Boulevard regardless of how they travel. Your input is needed to align design options with challenges faced by community members traveling McGillivray Boulevard and City policy.
City Council	The proposed design options will make it safer and more comfortable for people of all ages and abilities to travel on McGillivray Boulevard regardless of how they travel.
Middle School/High School Students	The proposed design options will make it safer and more comfortable for students to walk, bike, or use small mobility devices to travel to school. Your input is needed to make sure that recommended changes make it safer for you to travel on McGillivray Boulevard.



Key Stakeholders	Messaging
Middle School/High School Staff	The proposed design options will make it safer and more comfortable for staff to walk, bike, or use small mobility devices to travel to work. Your input is needed to make sure that recommended changes make it safer for you to travel on McGillivray Boulevard.
Middle School/High School Guardians	The proposed design options will make it safer and more comfortable for your student(s) to walk, bike, or use small mobility devices to travel to school. Your input is needed to make sure that recommended changes make it safer for you and your student(s) to travel on McGillivray Boulevard.
Nearby Business Owners	The proposed design options will make it safer and more comfortable for business owners and customers to drive, walk, bike, use small mobility devices or use transit to travel to businesses along the corridor. Your input is needed to make sure that recommended changes make it safer for you and your customers to travel on McGillivray Boulevard.
Nearby Homeowners	The proposed design options will make it safer and more comfortable for neighbors to drive, walk, bike, use small mobility devices or access transit on the corridor. Your input is needed to make sure that recommended changes make it safer for you to travel on McGillivray Boulevard.
Nearby Renters	The proposed design options will make it safer and more comfortable for neighbors to drive, walk, bike, use small mobility devices or access transit on the corridor. Your input is needed to make sure that recommended changes make it safer for you to travel on McGillivray Boulevard.
Neighborhood Associations	The proposed design options will make it safer and more comfortable for neighbors to drive, walk, bike, use small mobility devices or access transit on the corridor. Your input is needed to make sure that recommended changes make it safer for you to travel on McGillivray Boulevard.
Local Bike Advocacy Groups	The proposed design options will make it safer and more comfortable to bike along the corridor. Your input is needed to make sure that recommended changes make it safer for you to travel on McGillivray Boulevard.



Engagement Activities

Activity	Objectives	Notification Method
<p>Traffic Calming 101 Video: This video can be used by the City for this project and other projects. It will explain the purpose of traffic calming and approaches to traffic calming in terms that the general public can understand.</p>	<p>Share alongside the project goals to help community members better understand the purpose of this project. Explain traffic calming approaches in an easily comprehensible way.</p>	<p>Share on Be Heard Vancouver. The link can be included on marketing materials for Phase 2 engagement events.</p>
<p>Project Update Emails: The project team will send periodic emails to people who have previously participated in engagement events or signed up for project updates.</p>	<p>Keep community members updated on the project.</p>	<p>Email the listserv using Emma.</p>
<p>School Walk/Bike Audits or Activity: This provides an opportunity for the project team to engage with students, a group that has not been well reached thus far.</p>	<p>Educate middle and high school students about the project. Gather input about what would make them feel safer when walking or biking to school.</p>	<p>Email the principal at Wy'east Middle School, the District Manager for Mountain View High School, or other school or district staff to connect with student groups or classes that may be interested in participating.</p>
<p>Neighborhood Association Meetings: The project team will present project updates and possible design options at NA meetings.</p>	<p>Educate nearby residents about possible design options.</p>	<p>Email representatives of the neighborhood associations operating along the corridor.</p>
<p>Tabling Events: The project team will meet community members where they already are: sporting events, community gatherings, school functions, and more. These will be used to share information about the project and ways to becoming more involved.</p>	<p>Educate community members about the project and possible design options. Drive a broader range of community members to the Be Heard website to take the online survey. Gather interest for involvement in the focus groups.</p>	<p>Email the Building Rentals person for Evergreen Public Schools to find out about upcoming events at the two schools along the corridor. Work with the City's community engagement team to find other events. Set up tables at the school events and other community events with signs and staff.</p>
<p>Online Survey: This survey will be available on Be Heard Vancouver. It will present the possible design options for the corridor and ask for input from community members.</p>	<p>Reach a wide range of community members. Gather input on the desired design options.</p>	<p>Share the survey on social media. Send postcards out to residents and businesses in the project area. Email the school principals to send the survey out to all students, guardians, and staff and neighborhood associations to their mailing lists.</p>



Activity	Objectives	Notification Method
<p>Community Conversations: Up to ten groups of stakeholders will learn about possible improvements on the corridor and be asked for input on the design options. There will be virtual options and in-person options. Potential community conversation groups include: youth, school staff and guardians, Neighborhood Associations, residents older than 55 years old, advocacy groups, business owners or employees, and fire, police, maintenance, and parking. Community conversations will be limited to up to 10 participants. Materials will be provided to attendees in advance of the conversations. Following a brief presentation by the Project team on the design options, participants will be asked to provide their input and feedback on design options.</p>	<p>Generate productive conversation about the project and its outcomes. Provide a space for community members to ask questions about the design options to the project team. Ensure that key stakeholders feel heard, and their input feels valued.</p>	<p>Use the roster of interested community members developed at tabling events, through social media promotion, and mailers. Contact representatives for the following: Wy'east Middle School, Mountain View High School, maintenance, C-Tran, the fire department, the police department, neighborhood associations, bike advocacy groups, the nearby retirement home, and likely more.</p>

Action Plan

Action	Responsibility of	Timing
Share project goals.	Consultant and City staff	Shared following the Project Goals Workshop with Engagement Summary One-Pager.
Develop and publish an online open house detailing the design options with an online survey.	Consultant staff	Published following review and sign off of design options by City staff.
Speak at neighborhood association meetings.	Consultant and City staff	Ongoing.
Table at 3-5 community events.	Consultant and City staff	Completed following online publication of design options.
Host about ten community conversations, virtually and in-person.	Consultant and City staff	Completed following development of design options.



Phase 3

This section describes the Goals, Key Messages, Stakeholders, and Action Plan for Phase 3 of the community engagement process.

Goals

1. Share the outcomes of the design option evaluation and recommended alternative with community members.
2. Confirm that the preferred design option aligns with the Project goals and can be approved by the Transportation and Mobility Commission.

Key Messages

- Based on the project goals and evaluation framework developed for this project and input gathered during Phase 2, a preferred design option has been selected. During this phase of the Project, the project team will be recommending the preferred design option to the Transportation and Mobility Commission for approval and developing design plans for the pavement work in Summer 2024.

Roles and Responsibilities of Consultant and City Staff

Consultant Team (Fehr & Peers)

The consultant team will be responsible for the following:

- Developing promotional materials for the tabling events and online open house/survey.
- Develop presentation materials for the neighborhood association (NA) meetings and co-lead the presentations with City staff.
- Develop print materials for the tabling events and staff the tabling events.
- Develop and co-lead the online open house with City staff.

City of Vancouver Staff

The City team will be responsible for the following:

- Review all materials produced by Consultant staff and share suggested changes.
- Share the survey, tabling events, focus groups, and community conversations on social media.
- Co-lead the NA meetings and online open house with Consultant staff.



Key Stakeholders and Messaging

Key Stakeholders	Messaging
Transportation & Mobility Commission	The recommended design is intended to advance the City's Complete Streets policy focused on making it safer and more comfortable for everyone to travel regardless of how they choose to travel. Your input is needed to identify any additional elements that would help better align the outcomes of the recommended design for this project with this goal.
City Council	The recommended design option is intended to advance the City's Complete Streets policy focused on and informed with community input to make it safer and more comfortable for everyone to travel regardless of how they choose to travel.
Community Members	The recommended design has been informed with your input to slow traffic along the corridor and help you travel to your destinations safer by car, bike, foot, or mobility device.

Engagement Activities

Activity	Objectives	Notification Method
<p>Tabling Events: The project team will meet community members where they already are: sporting events, community gatherings, school functions, and more. These will be used to share information about the recommended design.</p>	Educate community members about the final design option.	<p>Email and work with the City's community engagement team to find other events. Set up tables at events and with materials and staff.</p>
<p>Neighborhood Association Meetings: The project team will present the final design option.</p>	Educate nearby residents about the final design option.	<p>Email representatives of the neighborhood associations operating along the corridor.</p>
<p>Online Open House: This event will be more informative. It will share the final design option and explain the analyses and community feedback that went into the final decision.</p>	<p>Share the final design option with community members. Educate community members about how the engagement efforts and input received were incorporated in the final design option.</p>	Promoted through project email updates, social media, neighborhood association meetings, and tabling events.



Action Plan

Action	Responsibility of	Timing
Table at 3-5 community events.	Consultant and City staff	Completed following review or approval of final design option by City staff.
Speak at neighborhood association meetings	Consultant and City staff	Completed following review or approval of final design option by City staff.
Host a virtual open house.	Consultant and City staff	Completed following review or approval of final design option by City staff.



Conclusion

Developing design options and recommendations that reflect the surrounding neighborhood context and the needs of all of the people who travel on McGillivray Boulevard is a priority for the City as roadways are evaluated under the Complete Streets Policy. This Community Engagement Plan will be used to guide engagement activities for Phase 2 and Phase 3 of the Project to ensure that community members who wish to do so have an opportunity to participate in the process and that the Project Team activity engages with the community to have their voices heard. Throughout Phase 2 and Phase 3, the Project Team will monitor which users are being reached and adjust engagement activities as needed to ensure that community members with a diverse set of perspectives and experiences help to inform the outcomes of this Project.

To document what was shared, how that input was used, and whose voices were heard, the Project Team will prepare the following documents at the conclusion of each phase of the Project:

- Phase 1 Community Engagement Summary
- Phase 2 Community Engagement Summary
- Phase 3 Community Engagement Summary
- Safety and Mobility Project Engagement Overview
- Title VI Community Engagement Summary