



Parks, Recreation & Cultural Services Comprehensive Plan Public Engagement Update

Be Heard Vancouver: [Essential Spaces page](#) and initial survey launched on 5/20/2021



- Number of survey responses as of 8/31/2021: **2,339**
- 2,996 individuals visited the Essential Spaces page
- Priorities survey 9/1/2021
- Please see page 2 for what we've learned so far

Emails

- Survey Launch Email to 45,000 recipients
- Diverse community groups to extend our reach
- Newsletters: Vancouver Connects (COV), Parks & REcord and Office of Neighborhoods

Social Media *(posts will continue to be spread across platforms throughout the project)*

- Multiple posts to encourage participation.

In-person Outreach

- Play in the Park and Movies in the Park (11 events)
- Parks and Recreation Community Centers
- Farmer's Markets

Other Outreach

- Signs placed in parks and along trails (80 signs)
- Presentations

Stakeholder Discussions:

- Public Works: Maintenance & Urban Forestry
- Transportation
- Community & Economic Development
- Public School Districts
- Diversity Equity & Inclusion



Survey Responses

- 98% of respondents agree that public parks, trails, natural areas, community centers, programs, activities and events make the City of Vancouver a more desirable place to live.
- 94% have visited a park in the past 30 days
- 82% used a public trail (some let us know they like the trails in their local park within the comments)
- 53% walk, 41% drive and 5% ride a bike or roll to get to their local park.
- 98% responded that it is important to have a park or trail within walking distance from their home
- 44% of the respondents have children living in their home

Top reasons survey respondents use local parks: *Note – Respondents could select their top 2 choices*

1. To enjoy the outdoors or nature: 57%
2. To exercise: 56%
3. To take children in their care to the playground: 25%
4. To reduce stress and improve mental health: 19%
5. To participate in activities with friends or family: 11%

Most valued in outdoor parks and recreation: *Note - Respondents could select their top 5 choices*

1. Hiking, walking and biking trails (86%)
2. Public access to streams, rivers & lakes (60%)
3. Picnic areas and shelters (46%)
4. Children's play structures (48%)
5. Wildlife viewing (41%)

Areas of concern:

- Facilities need updating
- Facilities are too far away
- Too few walking (25%) or biking connections (13%)
- Homelessness in parks and along trails
- Other maintenance needs



Top items respondents would change: *Note – Respondents could select their top 3 choices*

1. Add restrooms (36%)
2. Provide more park benches (25%)
3. Add nature play areas: (25%)
4. Water play / splash pad (23%)
5. Include exercise equipment stations / Inclusive play areas for all ages (20%)

What are we doing to reach out to diverse community members?

- Signs were posted within local parks and on trails in multiple languages: English, Spanish, Russian and Vietnamese
- Survey provided in multiple languages
- Flyers were distributed to schools, provided at day camps and local libraries
- Posters at the community recreation centers
- In-person outreach in 8 neighborhood parks for 11 events,
- Bi-lingual staff helped at the in-person events
- Booth at Farmer's Markets and at the 2 recreation centers
- Email campaign to diverse community groups
- Diverse stakeholders group discussion