

Public Engagement Summary



Introduction

Summary

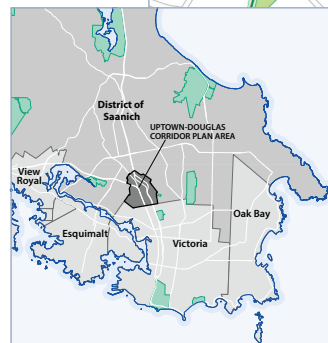
In September 2015, the District of Saanich launched the development of the Uptown – Douglas Corridor Plan.

The purpose of the Uptown – Douglas Corridor (UDC) Plan is to create a comprehensive 30 year vision and implementation plan for the Uptown – Douglas Corridor area.

The Plan intends to build on and directly implement the Official Community Plan's vision of environmental integrity, social well-being and economic vibrancy. While the Plan will comprehensively address a range of topics, the primary focus is land use and mobility.



Plan Area



Regional Context

Public Engagement

Input from the community is an essential component of developing the Uptown – Douglas Corridor Plan. The engagement process has been directed by the *Engagement Strategy*, which was developed with input from, and endorsed by, the project Advisory Committee.

As part of developing the UDC Plan, the Planning Department has completed an extensive public engagement process, and will continue to engage the community in future phases as well. A key component of public engagement is reporting back. This Public Engagement Summary highlights key public engagement events and activities that have occurred to date in order to solicit feedback and ideas from the public.

The following information is organized by project phase and supplements an in-depth engagement summary that was prepared for Phase 2. Further information and documentation can be found at saanich.ca/udcp

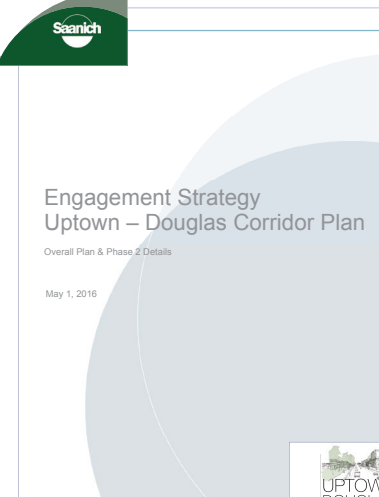
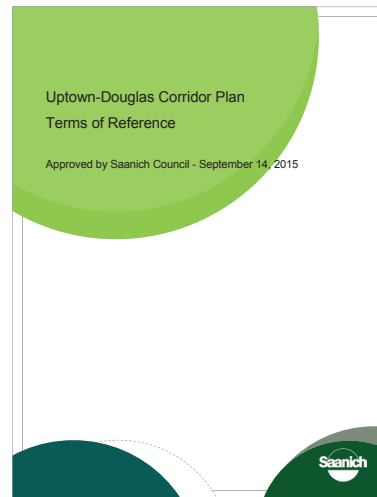
Phase 1 - Project Initiation

The purpose of Phase 1 was to begin preparing background information and baseline data as well as research and technical analysis of some key issues. As a result there was limited public engagement in this phase.

A project Advisory Committee was established in Phase 1 to assist in the development of the Plan. The committee members are broadly representative of area demographics and interests, with the composition of the committee based directly on the project Terms of Reference endorsed by Council in September, 2015. Committee members have been acting as ambassadors throughout the process in order to actively promote public involvement in the planning process as well as to provide feedback to staff on plan concepts.

As identified in the Terms of Reference, one of the key deliverables from Phase 1 was to develop a *Public Engagement Strategy*, primarily for Phase 2. The *Public Engagement Strategy* was developed based on industry best practices, the International Association of Public Participation (IAP2) protocols, the District's Public Participation Policy, input from the UDC Advisory Committee and interviews with a variety of stakeholders. The UDC Advisory Committee endorsed the Engagement Strategy, and that document became the blueprint for public engagement activities in Phase 2 and 3 of the project.

A *Baseline Conditions Report* was created to highlight the key aspects and current conditions in the Uptown-Douglas Corridor study area. The Baseline Conditions Report has been used to assist community discussions throughout the process of developing the Plan.



Phase 2 - Develop a Vision

Engagement Summary

Public engagement for Phase 2 was implemented according to the Engagement Strategy, which identified four engagement objectives:

1. Prior to the commencement of engagement activities, the public and stakeholders are **informed** about the planning process, the current facts and figures of the study area, planning constraints and how they can participate.
2. During the active engagement period, **consult** with stakeholders on a list of community values generated by the UDC Advisory Committee.
3. During the active engagement period, **consult** with stakeholders on a list of issues and opportunities for the study area.
4. During the active engagement period, to **involve** stakeholders in developing a vision, principles and goals for the long-term future of the UDC area.

The purpose of this first round of public engagement was to gather input to develop a community vision, and community values for the future of the area. The District was also looking to the public and stakeholders to help identify issues and opportunities in the study area.

Advertising and Notification

To raise awareness for Phase 2 engagement and advertise opportunities for input, the following key outreach activities were taken:

- Approximately 3,800 postcards were mailed to every home, registered owner and business in the study area;
- 1,200 postcards were distributed to recreation centers, libraries, and businesses encouraging the public to participate;

- 9 newspaper advertisements were placed in the Saanich News and Times Colonist advertising the coffee klatches, pop-up booths and encouraging the public to participate;
- Press release and direct media outreach resulted in an article in the Saanich News;
- Emails were sent out to the stakeholder contact list advertising the events, sharing information and encouraging public participation;
- Regular social media posts on Saanich Facebook and Twitter feeds as well as LinkedIn to promote the engagement opportunities;
- Details on the events and general project information were advertised on the Saanich home page, project page and in the event listings;
- Posters advertising the events and survey were placed in numerous locations throughout the study area;
- 100 Letters were sent out to major property owners, providing notification of the project, highlighting engagement events and offering one-on-one meetings; and
- 3 Displays and tablets were located at Municipal Hall as well as the Emily Carr and Centennial Branches of the Victoria Public Library to provide information about the project and encourage input and survey participation (surveys were loaded on the tablets and people were encouraged to complete the survey electronically).

Engagement Activities

Both in-person and online engagement opportunities were offered throughout the active engagement period in May and June, 2016. Engagement techniques included:

- Multiple pop-up booths at Uptown Shopping Centre and on the Galloping Goose Trail;
- Small-group discussions held at coffee shops throughout the study area;
- an online survey and weekly online poll questions; and
- information and survey displays at Saanich Municipal Hall and two nearby public library branches.

Across all engagement activities and techniques in Phase 2, approximately 2,500 engagement interactions took place and nearly 900 pieces of feedback were received.

Pop-Up Booths

The booths located on the Galloping Goose Regional Trail and at Uptown Shopping Centre included information displays, maps, pamphlets, postcards and hard-copies of the survey. Members of Saanich Planning Department and the UDC Advisory Committee were on hand to receive comments and answer questions. At some sessions, tablets were available for people to complete the survey electronically on-the-spot.

At most of the pop-up booth sessions, participants were invited to write their hopes and ideas for the UDC area, with a sticky-note collage activity called “My Letter to the Planning Department – What’s your vision for the future of the UDC area?” **More than 300 comments were collected through this activity.**



Coffee Klatches

A total of 18 small-group discussion opportunities were held during the active engagement period. These sessions were called “coffee klatches” and were held in study-area coffee shops at a variety of times and different days. A few of these sessions were separately convened by members of the UDC Plan Advisory Committee, as part of their role in assisting to facilitate the engagement process.

Online Survey

Online engagement opportunities included a survey, plus three weekly poll questions that were posted on the Saanich website and heavily advertised through social media. **A total of 321 responses were received for the survey, and there were 238 responses to three the weekly poll questions.**

Advisory Committee Participation

Members of the UDC Plan Advisory Committee played a significant role in the development of the Engagement Strategy and were involved in helping to promote and facilitate the Phase 2 engagement activities.

Advisory Committee members provided approximately 70 volunteer hours through attending and facilitating discussions at the pop-up booths and coffee klatches.



Results

Input collected throughout all of the engagement activities was used to develop the project Vision and Community Values as well as began to form the groundwork for Phase 3. The feedback received provided staff and the project Advisory Committee a better understanding of what the public considered to be the biggest issues and what they thought the best opportunities were moving forward.

A full summary of Phase 2 public engagement results is available on the project website at saanich.ca/udcp

Phase 3 - Explore Options

Engagement Summary

Building on the feedback that was received in Phase 2 of the project, the second round of public engagement was launched in January 2017. In accordance with the Public Engagement Strategy, five engagement objectives provided guidance to the work that was carried out:

1. Stakeholders are **informed** about and understand the meaning of findings of the first round of engagement activities.
2. Stakeholders are **involved** in designing the engagement process for Phase 3 engagements (Advisory Committee)
3. Stakeholders use results of Phase 2 engagement, together with baseline documentation, to **involve and/or collaborate** in the development of up to three conceptual options for the UDC Plan.
4. Stakeholders are **informed** about the options that have been developed.
5. Stakeholders are **consulted** on the option preferences and concerns.

Feedback from the first round of public engagement was used to develop ten Structural and Big Moves. The purpose of the Structural and Big Moves was to identify some of the key points of emphasis to further guide development of the Plan. These were created in order to frame the Community Design Workshop, a three-day community working session in which the public and stakeholders were invited to participate in further developing ideas and concepts that will shape the future of the Uptown – Douglas Corridor area.

Advertising and Notification

To raise awareness for Phase 3 engagement and advertise opportunities for input, the following key outreach activities were taken:

- 3,800 postcards were mailed to every home, registered owner and business in the study area;
- 1,200 postcards were distributed to recreation centers, libraries, and businesses encouraging the public to participate;
- 9 newspaper advertisements were placed in the Saanich News and Times Colonist advertising the Saanich Talks Speaker Series, the Community Design Workshop, the drop-in Open House and the online survey.
- Press release and direct media outreach resulted in an article in the Saanich News as well as on Victoria Buzz and Vibrant Victoria's online news;
- Emails were sent out to the stakeholder contact list advertising the events, sharing information and encouraging public participation in the Design Workshop and Open House;
- Regular social media posts on Saanich Facebook and Twitter feeds as well as LinkedIn to promote the engagement opportunities;
- Details on the events and general project information were advertised on the Saanich home page, project page and in the event listings;
- Posters advertising the events and survey were placed in numerous locations throughout the study area;

- 100 letters mailed to major property owners, notifying them about the recent updates to the project and inviting them to the Landowner Lunch as well as offering one-on-one meetings; and
- 500 letters were sent out to business license holders notifying them about the recent updates to the project and inviting them to a Business Owner drop-in Open House as well as offering one-on-one meetings.

Social Media Engagement

- 13,000 views on Twitter;
- 2,427 website page views;
- 18,000 views of articles on Vibrant Victoria and Victoria Buzz;
- 1,500 LinkedIn views; and
- 25,383 Facebook views.

Engagement Summary

Phase 3 public engagement included both in-person and online opportunities from January to April, 2017. Opportunities to participate included:

- 2 Saanich Talks speaker sessions;
- 3 – day Community Design Workshop;
- Landowner Luncheon;
- Business owner open house;
- Public open house;
- Virtual Open House;
- Online survey;
- Presentations to Council Committees; and
- Presentations to Community Associations.

Overall, Phase 3 public engagement efforts have reached approximately 800 people.

Saanich Talks

In January 2017, the Planning and Engineering Departments teamed up to co-host two Saanich Talks speaker sessions in support of the work that was underway for the UDC Plan and the Active Transportation Plan. These events saw about 200 people attend and provided an opportunity for people to learn about some leading research occurring across Canada and the world.

Cycling in Canada saw Dr. Kaye Teschke (UBC Public Health) and Brian Patterson (Urban Systems) discuss the motivators and health benefits of cycling and the status of cycling policy and practice throughout Canada.

A Liveable Urban Future brought Thomas Mueller, President of the Canada Green Building Council, and Michael von Hausen, President of MVH Urban Planning & Design, together to discuss the role of green buildings in transitioning to more sustainable communities and the key urban design components for creating healthy communities in urban centres.

Community Design Workshop

The public and stakeholders were invited to attend the 3-day Community Design Workshop that took place at the end of January 2017. The workshop was designed to provide an opportunity to explore key concepts, and assist in creating the framework for the Plan, as well as to begin thinking about implementation strategies that could be used to achieve the concept layers that were developed.

A Design Brief was developed to provide base information to participants and to guide them through the discussions that occurred over the three days.

The goal of the workshop was to test and refine the ideas that had been developed to date based on input from the public and guidance from the project Advisory Committee. This resulted in the creation of three concept layers and preliminary directions that were used to inform the Plan Framework.



Reporting Back

Landowner Luncheon

In March, 2017, Planning staff hosted an invitational luncheon at the Ukrainian Cultural Centre for major landowners in the UDC area. The luncheon included a presentation by staff about the project and the concepts that were developed at the Community Design Workshop as well as an opportunity to share ideas, discuss the project and ask questions. The luncheon was attended by 50 people.

Business Owner drop-in Open House

Planning staff also hosted an invitational drop-in open house for business owners at the end of March 2017. Every business licence holder (approximately 550) in the UDC area received an invitation to the session. Similarly to the landowner luncheon, opportunities were provided to learn about the project, view the preliminary policy directions, share ideas and ask questions.

Public drop-in Open House

A drop-in Open House was held in one of the storefronts at the Uptown Shopping Centre on April 20, 2017. Information about the project, as well as the concept layers and preliminary directions were provided. Planning and Engineering staff were also on hand to answer questions and receive feedback. There were approximately 60 people that attended the open house and provided feedback on the concepts that were developed and the work that had occurred to date.



Online Survey

An online survey was created to further consult the public and stakeholders on the ideas generated during the Community Design Workshop. The survey was heavily advertised through social media, at the in-person engagement events and through newspaper advertisements in the Saanich News. 290 completed surveys were received.

The three concept layers were provided with a summary of the current conditions as well as the emerging directions for each concept layer. Respondents were asked if they supported (yes, no, or in-part) the emerging directions associated with each layer. There was an opportunity to provide general comments for each layer as well as an option to comment on any aspect of the project.

Overall, respondents generally noted support for the emerging directions associated with each concept layer.

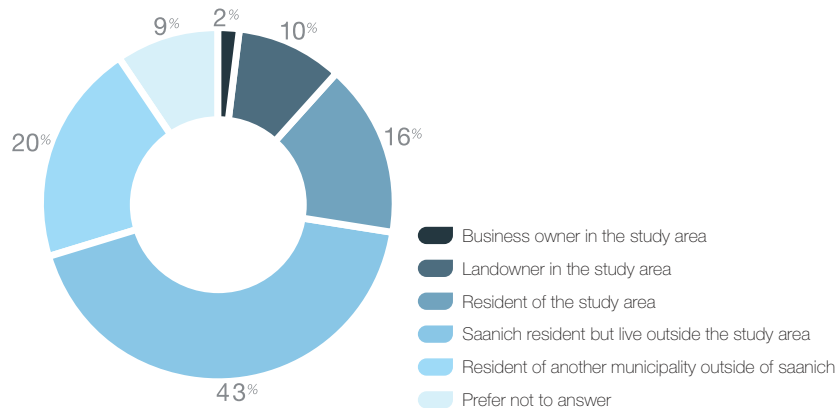
Plan Framework Report

All of the input collected from each of the public engagement events hosted in Phase 3 has been used to develop the UDC Plan Framework Report and will directly inform the policies that will be included in the Draft Uptown – Douglas Corridor Plan.

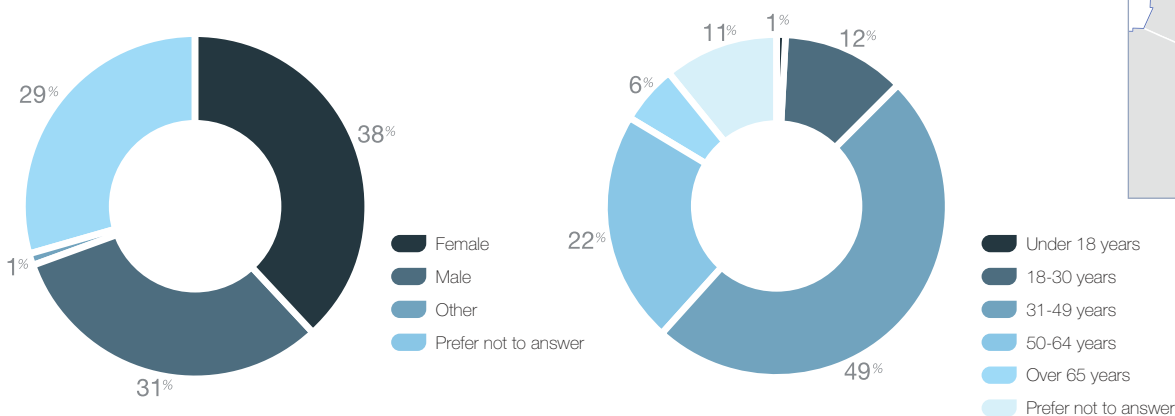
Phase 3 - Survey Results

In May 2017, the online survey closed with 290 responses received. The survey was developed to determine the level of support for the concepts and emerging directions that were developed by participants at the Community Design Workshop. Demographic information is collected to ensure adequate representation across age and gender. Demographic information that was collected in the survey is as follows:

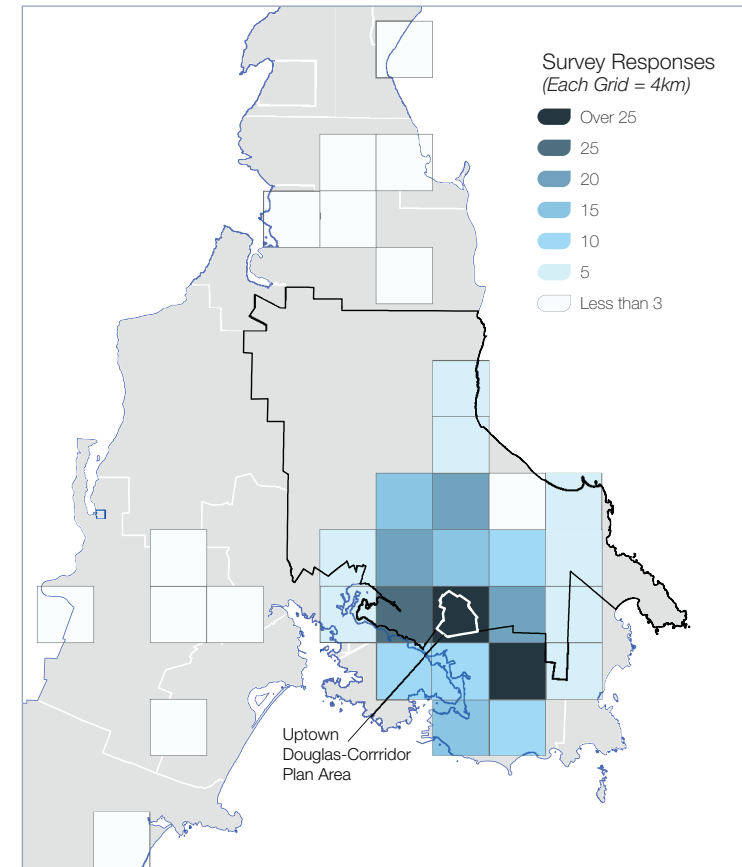
Location of Respondents



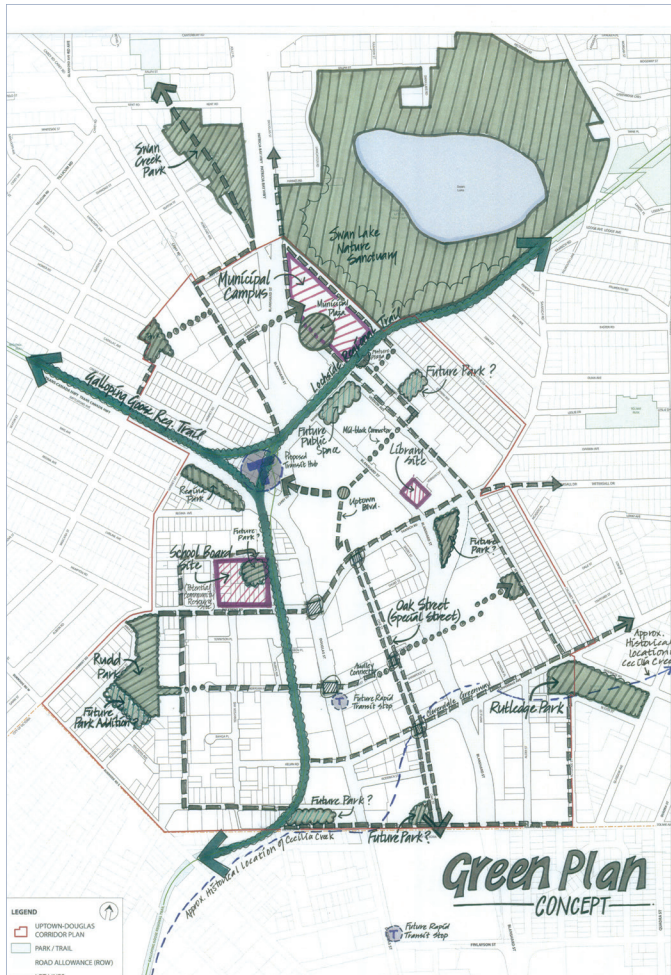
Age and Gender of Respondents



Respondent Distribution



Green Concept Layer



- Uptown-Douglas Corridor Plan Area
- Improvements to Greenways
- Potential Future Connections
- Approx. Historical Location of Cecelia Creek
- Park / Trail
- Future Transit Hub / Station

The Green Concept Layer was presented in the survey with a summary of current conditions and some of the emerging directions.

Current Conditions

- Rutledge and Rudd Parks provide most of the greenspace in the area.
- The area consists mostly of impervious surfaces (roads, parking lots and buildings).
- The area does not meet the municipal target for parks/open space.
- There is significant redevelopment potential in this area, which would result in opportunities to expand the parks and open space network.

Emerging Directions

- Develop aggressive tree canopy targets.
- Improve east-west pedestrian and greenway connections.
- Develop strategies to enhance water quality and improve watershed health.
- Create a network of public spaces highlighted by a central civic space.
- Expand the width of the Galloping Goose Trail and focus active uses onto the trail.

Survey Feedback

Do you support these Emerging Directions?

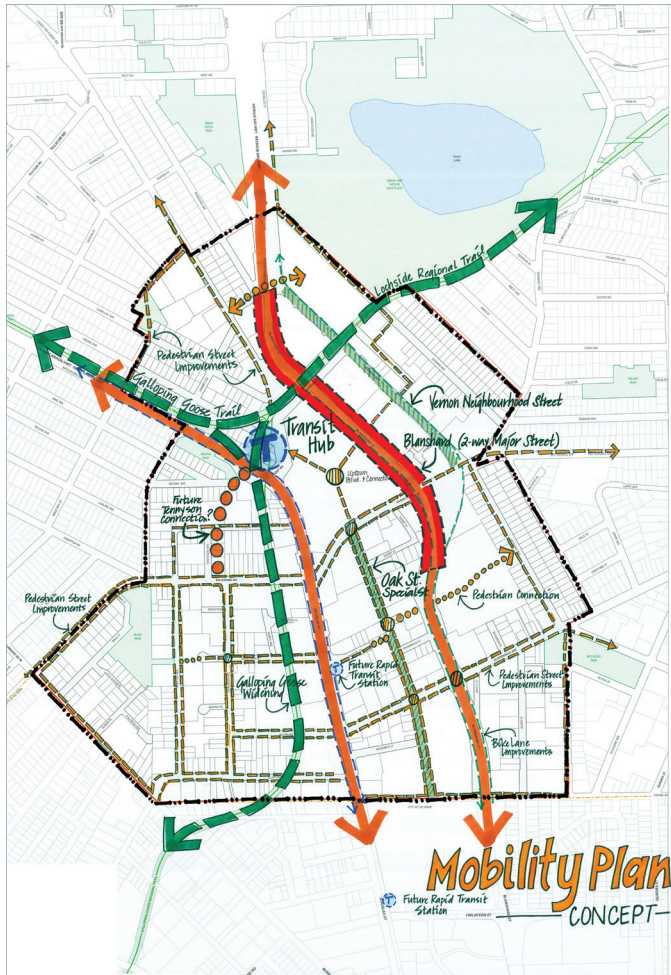
Yes No In part



Comments received were categorized into theme areas. The most common themes included the following:

Rank	# of Mentions	Theme
1	15	Add Recreational / Park Amenities
2	8	Improve Galloping Goose
3	7	More Streetscape / Public Realm Improvements
4	4	Support Plan Concepts / Project
5	3	Maintain free flow of Traffic / No Road Changes
5	3	Separate Travel Modes
5	3	Improve Walkability / Connectivity
5	3	Build Community / Enhance Neighbourhood (Complete Communities)

Mobility Concept Layer



- Uptown-Douglas Corridor Plan
- On Street Pedestrian Improvements
- Potential Future Connections
- Bike Lane Improvements
- Improvements to Intersections
- Future Transit Hub / Station
- Future Rapid Bus Lanes

The Mobility Concept Layer was presented in the survey with a summary of current conditions and some of the emerging directions.

Current Conditions

- The Galloping Goose and Lochside Trails are key assets running through the area.
- Douglas Street has been identified as a corridor for rapid transit, including dedicated bus lanes in the short-term.
- The area is divided by two major transportation corridors that are under Ministry jurisdiction.
- The area is difficult to navigate as a pedestrian or cyclist and has limited east-west crossing opportunities.

Emerging Directions

- Create a landmark transit hub near Uptown Shopping Centre.
- Transform Oak Street into a neighbourhood street.
- Re-design the Vernon and Blanshard Couplet.
- Consider access via the “Tennyson Connection” from the TCH south to Dupplin Road.
- Create a finer-grain network of pedestrian, cycling and vehicle connections to link neighbourhoods, amenities and transit services.

Survey Feedback

Do you support these Emerging Directions?

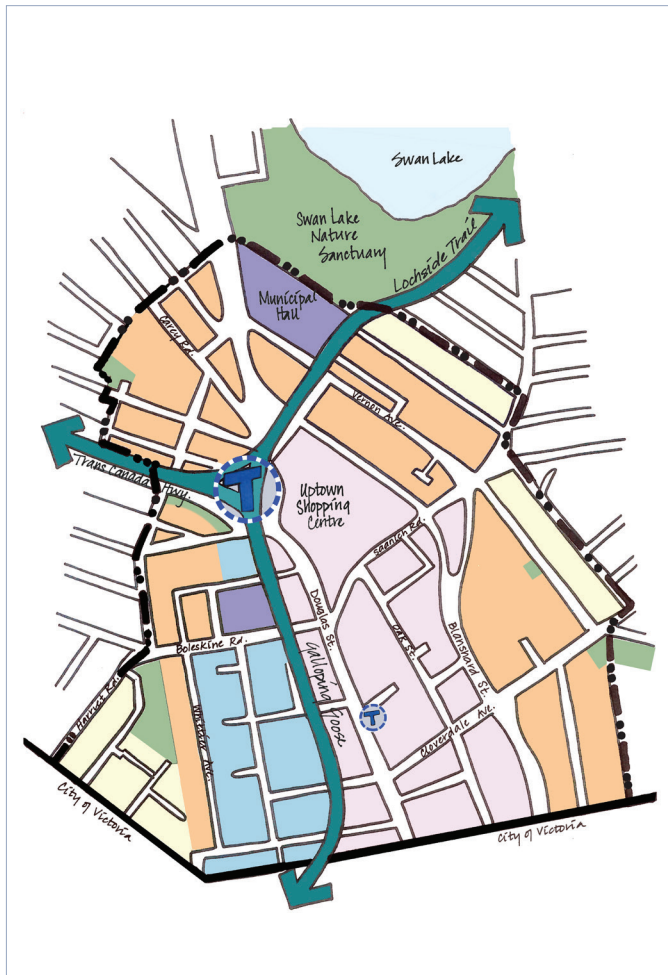
Yes No In part



Comments received were categorized into theme areas. The most common themes included the following:

Rank	# of Mentions	Theme
1	25	Oppose Vernon-Blanshard Couplet Re-design
2	24	Maintain free flow of Traffic / No Road Changes
3	16	Support Rapid Transit / Improved Transit
4	14	Specific Traffic Concerns
4	14	Integrate All Travel Modes
6	13	Support Vernon-Blanshard Couplet Re-design
6	13	Concern about Local Traffic Impacts
8	12	Partially Support Oak St. as a High Street
9	8	Support Plan Concepts / Project
10	7	Improve Walkability / Connectivity
11	6	Separate Travel Modes

Land Use Concept Layer



- Single-Family
- Mixed Use (Residential)
- Light Industrial
- Mixed Use
- Institutional
- Park / Open Space (Existing)

The Land Use Concept Layer was presented in the survey with a summary of current conditions and some of the emerging directions.

Current Conditions

- The area is identified as a “Major Centre” in Saanich’s Official Community Plan and is identified as a regional centre in the Regional Growth Strategy.
- The existing land uses are predominantly mixed commercial and industrial.
- Growth projections indicate approximately 4000 new residents and nearly 5000 new employees will need to be accommodated in this area.

Emerging Directions

- Develop a compact urban core and lead growth with higher-density residential.
- Attract more diverse and pedestrian-oriented building design.
- Conserve and enhance light industrial areas.
- Create a network of active and engaging public spaces.

Survey Feedback

Do you support these Emerging Directions?

Yes No In part



Comments received were categorized into theme areas. The most common themes included the following:

Rank	# of Mentions	Theme
1	22	Support Increased Density / Housing Options
2	13	Build Community / Enhance Neighbourhood (Complete Communities)
4	10	No More Growth / Density
5	9	Support Light Industrial
5	8	Add Recreational / Park Amenities
7	7	Maintain free flow of Traffic / No Road Changes
7	6	Support Rapid Transit / Improved Transit
8	4	Support Overall Plan Concepts / Project
9	3	Enhance / Retain Childcare
9	3	Feedback on the Survey

General Comments

In addition to specific feedback on each of the concept layers, respondents were also provided the opportunity to share any other comments they had regarding the project and the work completed to date. The feedback that was submitted was grouped into common or repeated themes. The top 10 themes in terms of the number of mentions are as follows:

Rank	# of Mentions	Theme
1	23	Support Plan Concepts / Project
1	23	Maintain free flow of Traffic / No Road Changes
3	14	Build Community / Enhance Neighbourhood (Complete Communities)
4	13	Enhance / Retain Childcare
5	11	Specific Traffic Concerns
5	11	More Streetscape / Public Realm Improvements
7	9	Support Rapid Transit / Improved Transit
8	8	Support Increased Density / Housing Options
9	7	Add Recreational / Park Amenities
10	6	Concern about Local Traffic Impacts

What We Heard

I think this is an ambitious plan in the right direction. This area could be an amazing hub with some of the proposed changes - fixing the highways...improving bike and pedestrian access, and increasing residential density.

I really like the aspects of improving pedestrian walkways, and adding more green spaces and greenery to the roadways. This would make a big difference in our area (Boleskine/Whittier).

All of these steps are positive. Thank you! I live in the area. I grew up here, and now I live here with my family. There is SO MUCH potential for the Uptown/Douglas Corridor.

The traffic in this area is too busy with pedestrians and automobile traffic competing for road space.

The available information, mapped illustrations and directions provide a positive direction forward. I attended some of the open houses in fall, and this material is definitely reflective of those discussions and community input. Area residents such as myself are looking for a more friendly, accommodating streetscape for everyday activities and general livability.

My main concern is to ensure we plan for the growth in vehicle traffic over the next 20 years, even as more people may choose alternative modes of transportation. Livability includes ease of movement for goods and services as well as people. Otherwise I support to direction this plan is going.

I would like to see more family friendly facilities in the area such as daycare facilities, spray parks and more green spaces.



