



Memo

September 6, 2019

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SUBJECT: 2019 OCP Targeted Review - Early engagement intercept surveys summary

OVERVIEW:

On Tuesday, August 20th, 2019 and Thursday, August 22nd, 2019, District of North Vancouver Community Planning staff went out to various locations across the District to have conversations with members of the public about what key areas or issues are important in their lives. In total, staff spoke to over 100 people – 92 individuals, four pairs, and a group of approximately 15-20 children.

DEMOGRAPHICS

Approximately 60% of the people that staff spoke to were District residents, with the remainder consisting of those who work, go to school, or recreate in either the District or on the North Shore in general.

Staff spoke to a wide range of people from different age brackets and genders. It should be noted that, in most cases, staff recorded their best guesses at age and gender, as opposed to directly asking people. It was a fairly even split across gender, with just over half of the people staff spoke to presenting as female. Most people that staff spoke to were between 30-49 years of age (**Figure 1**).

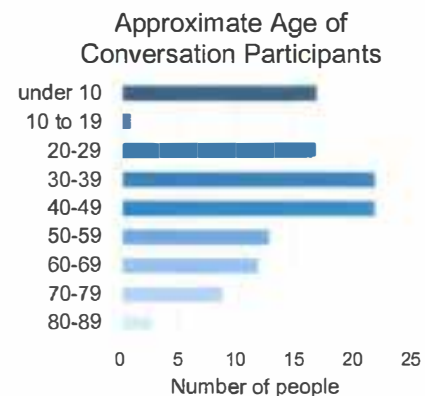


Figure 1 Chart of approximate ages of conversation participants

The majority of people, approximately 85%, appeared to be native English speakers. Of those who were not, the native languages spoken by people included those from the Indo-Iranian languages (Farsi, Hindi, Punjabi), Chinese (Mandarin, Cantonese), and several other European languages.

LOCATIONS

Staff visited locations across the District and some areas in the City of North Vancouver that serve as major commuting connections for people who work and recreate in the District. Locations included parks and trails, community spaces, transit hubs, and local businesses. The following map (**Figure 2**) shows the approximate locations of these interactions and the number of people staff spoke with in these areas.



Figure 2 Map of locations of conversations **plus an additional group of 15-20 children*

THEMES

Overall, transportation was most frequently identified as the most important issue, with housing being the second most frequently mentioned issue. However, people often mentioned how interconnected these issues are – for example, it’s expensive to live on the North Shore, so many workers commute from other areas, but traffic congestion makes commuting too challenging, so people find jobs elsewhere, resulting in a shortage of workers. People expressed their love of the North Shore, but the high cost of living makes it challenging for residents and businesses to stay. The following are some of the major themes from each topic area:

KEY THEMES

Housing

- Stable, affordable housing is increasingly difficult to find - housing costs are high and rising, particularly for renters
 - young people struggle to move out of their parents’ home; often have to move to other, cheaper municipalities
 - even if people have adequate housing now, they’re worried they’ll be priced out soon as rents rise
- People work here and want to live here but can’t afford to, so they have to commute
- There aren’t enough housing options for people looking to downsize

- bicycle lanes – cyclists want them but drivers feel they’re underused
- Construction is negatively impacting people’s ability to get around

Economy & Employment

- As commercial rents continue to increase, small businesses struggle to survive and large franchises move in as they’re the only ones that can afford it
- Businesses want to move to areas of cheaper rent but risk losing customers who live in the area
- Businesses are having difficulty attracting and retaining employees because of the cost of housing and traffic congestion

Transportation

- There’s a strong need for more efficient, frequent, and reliable public transit, especially outside the key corridors
- People want more road capacity for cars and buses, but have mixed feelings about

Climate Emergency

- People are concerned about the climate emergency, but there’s confusion or unwillingness regarding taking action.

APPENDIX A: Brief excerpts from intercept surveys



I'm struggling to find and keep employees because housing is too expensive and people don't want to commute here because of the traffic.

I live in a 1-bedroom apartment in Vancouver with my husband and daughter because that's all we can afford. I work in Edgemont and take the bus from Vancouver because we don't have a car so we can save up money to move to a bigger place.



I take the bus to work – I live in North Burnaby, I can't afford to live in North Van. If I drove, it would probably take me 20-30 minutes in the morning but it takes me closer to 1.5 hours because I get stuck at Phibbs Exchange when the buses don't line up. Sometimes I'm late for work. It can be hard to get here.



Cleveland Dam

People are concerned about the environment, but aren't willing to change their behavior and drive less. I do because I can.

Climate is the link to everything. Jobs close to housing reduces emissions.



Lynn Creek

I'm a 23 year old university student. I live with 6 friends in a two bedroom house in Lynn Creek. It's the only way I can afford rent. We'll probably have to move soon as our house will be knocked down for new development. Not sure what I'll do next.