



Targeted Official Community Plan Review: Actions

What We Heard : Online Survey

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Executive summary

The District of North Vancouver (District) is undertaking a targeted review of its existing Official Community Plan (OCP), to ensure it continues to support the District’s vision and goals in four topic areas: transportation, housing, the climate emergency, and economy and employment lands. The goal of this targeted review is to develop an Action Plan that will guide District policies and decisions through 2030.

To seek input from the community on the broad set of actions being developed, the District conducted a survey in April-May 2021 to better understand respondents’ priorities within the four topic areas within the context of today’s emerging issues challenges, and current trends.

This survey contained multiple choice, rating, and open-ended questions based on the proposed actions within the four topic areas, and was publicly available for three weeks. In each topic area of the survey, respondents were asked to consider the importance of individual actions on a scale of high, medium, or low importance. In addition, respondents were asked to select the top three highest priority actions in the respective topic area. Included in each topic area’s list of action were also actions from other topic areas that were related (e.g. expanding walking and cycling networks is a transportation action, but also appeared in the climate emergency section as it contributes to the climate emergency vision), so some of the actions appeared multiple times in the survey. Actions within a topic area that are considered related are denoted throughout this report with an asterisk “*”.

A total of **1,355 respondents** completed the online survey. Based on the survey results, it is evident that transportation actions are of utmost importance to respondents. The top action items within all four topic areas are related to transportation, which shows the inter-related connections between the topic areas. The action “**Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better**” appeared as the most important action to respondents in the results of all four topic areas. This action also surfaced in the top three highest priority actions in all topic areas.

Transportation is the topic of greatest interest for survey respondents, with a total of **1,165** respondents providing input in the survey. The most **important** transportation-related actions to respondents include the following:

1. Advocate for infrastructure and service improvements (e.g., Rapid Transit to North Shore) to get our key transportation networks moving better
2. Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle
3. Make transit faster and more reliable on our major routes

The **highest priority** transportation actions include the following:

1. Make transit faster and more reliable on our major routes
2. Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better
3. Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle

Top comments from respondents about transportation included the desire for added transit infrastructure to the North Shore, desire for increased walkability and walking infrastructure, and concerns regarding congestion and traffic in the District.

Housing is also of keen interest with **1,115** respondents providing input in the survey. The most **important** actions to respondent related to housing include the following:

1. Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
2. Increase housing diversity to support a range of incomes, household types, and accessibility needs
3. Simplify and speed up the housing development approvals process to open new homes more quickly

The **highest priority** housing actions include the following:

1. Increase housing diversity to support a range of incomes, household types, and accessibility needs
2. Advocate for infrastructure and service improvements (e.g., Rapid Transit to North Shore) to get our key transportation networks moving better*
3. Simplify and speed up the housing development approvals process to open new homes more quickly

Top comments from respondents about housing included concerns regarding housing affordability within the District, concerns regarding increased development within the District, and a desire for adjustments in zoning and permitting policies to address housing needs.

The **climate emergency** is an important topic for survey respondents, as **828** respondents provided input on this topic. The most **important** actions to respondent related to the climate emergency include the following:

1. Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
2. Strengthen resiliency of assets to proactively prepare for climate change
3. Make transit faster and more reliable on our major routes*

The **highest priority** climate emergency actions include the following:

1. Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
2. Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle*
3. Reduce greenhouse gas emissions from buildings to reduce our environmental impact

Top comments from respondents about the climate emergency included a general support for climate action, support for alternative energy use or a reduction in fossil fuel usage, and support for policies related to green and energy efficient buildings.

The **economy and employment lands** are important to some respondents, as **788** respondents provided input on this topic. The most **important** actions to respondent related to the economy include the following:

1. Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
2. Make transit faster and more reliable on our major routes*
3. Pursue more flexible and responsive zoning to support a thriving local economy

The **highest priority** economy and employment land actions include the following:

1. Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
2. Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle*
3. Make transit faster and more reliable on our major routes*

Top comments from respondents about the economy included support for small businesses, support for the preservation of industrial lands, and concerns regarding increased development within the District.

When analyzing input from **business owners** within the District, there is greater importance placed on the action “Respond to business needs more quickly to be more business friendly.” When analyzing input from **workers** employed within the District, there is higher priority place on the action to “Increase housing diversity to support a range of incomes, household types, and accessibility needs.”

Additionally, respondents were asked about their thoughts on **social equity** and **climate change** as implementing lenses in District decisions, policies, and programs. Most respondents support incorporating both frameworks into future decision-making and programming.

What we heard from respondents in this survey will be presented to Council and inform the development of the Action Plan.

Survey process and methodology

Argyle developed an online survey through the District's Civil Space platform to gather broad input and feedback on a list of draft actions. This survey ran from April 26 to May 16, 2021. Since the targeted review of the OCP focuses on four main topic areas with a wide range of actions, this engagement tactic sought to provide respondents the option of exploring topic areas in which they were most interested in giving feedback. All questions were optional.

Survey respondents had the choice to only provide input to topics they were interested in or share feedback on all four topic areas. In each topic area of the survey, respondents saw actions in their selected topic area and actions from other topic areas that were related (e.g. expanding walking and cycling networks is a transportation action, but also appeared in the climate emergency section as it contributes to the climate emergency vision). Respondents were asked to:

- Provide their thoughts on the importance of each action (on a scale of high, medium, or low importance),
- Select their top 3 priority actions within each topic area,
- Share comments on the four topic areas, and
- Share comments on social equity and climate lenses as part of a decision-making framework for the District to implement the Action Plan.

To ensure no spam or bot activity skewed the data, we reviewed responses for repeating IP addresses with the same responses (qualitative and quantitative answers). While there were multiple repeating IP addresses, all survey responses were different. This is likely attributed to members of the same household completing the survey from the same IP address. Overall, no bot or spam activity could be identified. This was aided by the District's engagement platform, Civil Space, which can identify bot and spam activity.

What we heard: overall

A **total of 1,355 respondents** completed at least one topic area section of the online survey.

Some common themes emerged from the survey results, which are in the overviews below. Transportation actions, specifically the action “**Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better**” was considered the most important action throughout the survey, across all four topic areas. It is clear that respondents are concerned about transportation on the North Shore and see this as necessary in advancing the District’s transportation vision and advancing other visions addressing the housing crisis, the climate emergency, and the economy.

Another common theme is affordability, both in housing and the cost of doing business in the District. This is a theme reflected in the importance and priority placed in the action to “**Increase housing diversity to support a range of incomes, household types, and accessibility needs**” but is also reflected in open-ended comments from respondents. There is a strong desire to provide more and better housing options within the District, but not at the expense of overburdening infrastructure, over-densification, or the loss of trees and greenspace.

Throughout the online survey results, there was a low number of respondents designating actions as low importance, signifying that the draft actions generally resonate with respondents.

Finally, there is general support for the overarching implementing lenses, which would include social equity and climate change considerations in District decision-making. Some respondents expressed concern about the cost or institutional barriers and slow pace of achieving these actions.

Transportation

It is clear from the survey results that transportation is an important topic for respondents. It had the highest response rate of the four topic areas. Of the 1,355 total completed survey responses, there was an average of **1,165** responses¹ to actions in the transportation topic area.

Actions related to expanding or improving transportation infrastructure, including transit, cycling, and walking, made the top of the respondents' list of importance and priorities. These priorities were also reflected in the open-ended responses.

One respondent noted the impact of a complete transportation network:

“Really, the priority has to be to create a transportation network that is clearly a viable, if not better, alternative to regular commuting methods. Once that has been established, the relative improvements that stem from that become easier to achieve, as the natural progression of traffic from private vehicles to transit and cycling removes other pressures identified in the other action points.”

Transportation action importance

Survey respondents were asked to share how important each transportation action was to them based on a scale of high, medium, or low importance.

Figure 1 outlines transportation actions in order of highest importance to lowest importance, with related actions denoted by a “*”. **The top three actions considered the most important to respondents are:**

1. Advocate for infrastructure and service improvements (e.g., Rapid Transit to North Shore) to get our key transportation networks moving better
2. Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle
3. Make transit faster and more reliable on our major routes

¹ Because all questions were optional, this number is an average. There was a range of 1,132 to 1,182 responses to Transportation actions.

Figure 1- Transportation action importance in order of highest importance

Transportation action priorities

Respondents were asked, “To help us better understand your priorities, please select up to THREE transportation actions that are most important to you.” Figure 2 displays transportation actions prioritized from highest to lowest priority. **The top three actions selected the most frequently as a priority are as follows:**

1. Make transit faster and more reliable on our major routes
2. Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better
3. Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle

Figure 2 - Transportation action priorities in order of highest priority (Note: respondents could select up to three actions, so the total number of responses below does not reflect total number of respondents)

- Make transit faster and more reliable on our major routes
- Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better
- Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle
- Achieve low-carbon, compact, and diverse Town and Village Centres to deliver housing and employment options, transportation choice, and amenities*
- Protect industrial land uses to ensure long-term viability*
- Support remote work options to reduce commute trips, congestion, and parking needs
- Harness emerging technology for new ways of moving around
- Implement the "Vision Zero" strategy to increase travel safety
- Increase supports for local workers*
- Improve ways to manage parking
- Optimize use of curbside space to support access to businesses*
- Support education and promotion to encourage walking, rolling, cycling, and taking transit

Transportation comment themes

The open-ended question in the transportation section asked, “If you have additional thoughts on transportation for the targeted OCP review, please share them here.” There were **382** total open-ended responses to this question, each mentioning one or more emerging themes. **Table 1 shows themes mentioned 20 or more times ordered from most to least frequently mentioned :**

Table 1 - Transportation comment themes and number of responses

Open-ended comment theme	# of responses
Desire for more transit infrastructure (Extend rail/bus lines, improve bus routes, rapid transit/Skytrain to the North Shore, etc.)	105
Desire for increased walkability (walkable communities, pedestrian safety, crosswalks, sidewalks, etc.)	60
Concern regarding congestion within the DNV (traffic, full bridges, choke points, bottlenecks, etc.)	57
Concern regarding parking (more parking lots, concerns about less parking, permitting of parking, etc.)	57
Desire for increased safety for people who cycle (bike lanes on quieter streets, cycling lanes, cycling education safety, etc.)	57
Support for bike lanes/cycling infrastructure	50
Desire for better road/driving infrastructure (widening bridges/highways, specific comments on congestion at intersections, etc.)	43
Opposition to bike lanes/cycling infrastructure	26
Support for the reduction of driving/less cars on the road (reducing vehicles, less parking, etc.)	24
Suggestions and comments about bus routes (specific comments/concerns on bus routes within the District)	20

To achieve the transportation vision for the District as outlined in the OCP, respondents find that actions related to transit infrastructure and reliability are most important and highest priority. Secondly, creating a continuous and connect cycling and walking network is important and high priority to respondents.

Housing

Housing is of strong interest to survey respondents. Of the 1,355 total completed survey responses, there was an average of **1,115** responses² to actions in the housing topic area. The action considered the highest importance to survey respondents in this sections was **“Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better”**, showing that transit is a prominent and key part of how people get to and from their homes in the District. This same action also was ranked second highest priority within respondents’ housing priorities.

Additionally, the action **“Increase housing diversity to support a range of incomes, household types, and accessibility needs”** also rose to the top and was reflected in the open-ended responses. Respondents noted various potential solutions to addressing concerns around housing affordability and supply, ranging from adjusting zoning policies to allow secondary suites, expanding density in town centres, and providing support for renters.

In the open-ended comments, respondents expressed concern about the speed of development, specifically related to the desire for infrastructure like roads, schools, and sewer systems to match the recent rate of development.

The below verbatim comments highlight some of the housing priorities among respondents:

“The District needs a diversity of housing and that doesn't mean just rental, social, and supportive homes. We require places for first time home buyers, young families, and others to get into the housing market. Single family homes are out of reach for so many but homeownership is still a dream, this balance needs to be found in the town centres.”

“I'm supportive of the additional housing developments but disappointed by the lack of additional amenities for all these new residents. I would like to see the ground floor of these new buildings as commercial so that the community can stay in the community when eating out and shopping.”

Housing action importance

Survey respondents were asked to share how important each housing action was to them based on a scale of high, medium, or low importance.

Figure 3 outlines housing action areas in order of highest importance to lowest importance, with related actions denoted by a “*”. **The top three actions considered the most important are:**

1. Increase housing diversity to support a range of incomes, household types, and accessibility needs
2. Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*

² Because all questions were optional, this number is an average. There was a range of 1,100 to 1,121 responses to Housing actions.

3. Simplify and speed up the housing development approvals process to open new homes more quickly

The top three housing-specific actions considered most important to respondents are:

1. Increase housing diversity to support a range of incomes, household types, and accessibility needs
2. Simplify and speed up the housing development approvals process to open new homes more quickly
3. Consider opportunities to increase housing diversity beyond the Town and Village Centres

Figure 3 - Housing action importance in order of highest importance

- Increase housing diversity to support a range of incomes, household types, and accessibility needs (1,121)
- Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better* (1,100)
- Simplify and speed up the housing development approvals process to open new homes more quickly (1,120)
- Consider opportunities to increase housing diversity beyond the Town and Village Centres (1, 121)
- Achieve low-carbon, compact, and diverse Town and Village Centres to deliver housing and employment options, transportation choice, and amenities* (1,104)
- Prioritize rental, social, and supportive housing projects to increase the range of housing options (1, 120)
- Support remote work options to reduce commute trips, congestion, and parking needs* (1,109)
- Explore alternate housing tenures and needs to offer more diverse housing choices (1, 118)
- Advocate for the District's social and supportive housing needs to gain resources to deliver housing (1, 119)
- Support and protect renters through policy and zoning to increase stability for renters (1,120)
- Bolster the District's capacity to achieve housing goals (1,118)

Housing action priorities

Respondents were asked, “To help us better understand your priorities, please select up to THREE housing actions that are most important to you.” Figure 4 displays housing actions prioritized from highest to lowest priority. **The top three actions selected the most frequently as a priority are as follows:**

1. Increase housing diversity to support a range of incomes, household types, and accessibility needs
2. Advocate for infrastructure and service improvements (e.g., Rapid Transit to North Shore) to get our key transportation networks moving better*
3. Simplify and speed up the housing development approvals process to open new homes more quickly

The top three housing-specific actions considered highest priority to respondents are:

1. Increase housing diversity to support a range of incomes, household types, and accessibility needs
2. Simplify and speed up the housing development approvals process to open new homes more quickly
3. Prioritize rental, social, and supportive housing projects to increase the range of housing options

Figure 4 - Housing action priorities in order of highest priority (Note: respondents could select up to three actions, so the total number of responses below does not reflect total number of respondents)

- Increase housing diversity to support a range of incomes, household types, and accessibility needs
- Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
- Simplify and speed up the housing development approvals process to open new homes more quickly
- Prioritize rental, social, and supportive housing projects to increase the range of housing options
- Achieve low-carbon, compact, and diverse Town and Village Centres to deliver housing and employment options, transportation choice, and amenities*
- Consider opportunities to increase housing diversity beyond the Town and Village Centres
- Support remote work options to reduce commute trips, congestion, and parking needs*
- Support and protect renters through policy and zoning to increase stability for renters
- Explore alternate housing tenures and needs to offer more diverse housing choices
- Bolster the District's capacity to achieve housing goals
- Advocate for the District's social and supportive housing needs to gain resources to deliver housing

Housing comment themes

The open-ended question in the housing section asked, “If you have additional thoughts on housing for the targeted OCP review, please share them here.” There were **362** total open-ended responses to this question, each mentioning one or more emerging themes. **Table 2 shows themes mentioned 20 or more times ordered from most to least frequently mentioned:**

Table 2 - Housing comment themes and number of responses

Open-ended comment theme	# of responses
Concerns regarding housing affordability in the District	88
Concerns regarding more development within the District (too much development, congestion, infrastructure concerns, desire for less density, etc.)	53
Desire for adjustments in zoning and permitting policies (zoning for density, policy changes, speed up permitting process, etc.)	49
Desire for more density and development (infill, duplexes, towers, general support for more density, etc.)	43
Support for renters (more rental stock, affordable rentals, etc.)	41
Support for secondary suites (basement suites, lane housing, coach houses, etc)	29

Below is a verbatim comment from a respondent regarding planning for the future of housing in the District:

“Buildings (and land-use) must be reimagined for the 21st century in the context of the climate and ecological crisis, and in consideration of economic realities including historical and ongoing inequity. The dominate form of land-use is reserved for single-family zoning which is outdated, exclusionary, inequitable and unsustainable. Existing renters need to be protected, we can carefully plan new housing to address concerns around demovictions and renovictions. Buildings and transportation cannot be viewed independently.”

To achieve the housing vision for the District as outlined in the OCP, respondents identified actions related to transit infrastructure and reliability as most important and highest priority, showing that transit is a prominent and key part of how people get to and from their homes in the District. Additionally, there is a desire to increase the diversity and supply of housing within the District. Respondents noted various potential solutions to addressing concerns around housing affordability and supply, ranging from adjusting zoning policies to allow secondary suites, expanding density in town centres, and providing support for renters.

Climate emergency

Of the 1,355 total completed survey responses, there was an average of **828** responses³ to actions in the climate emergency topic area. In this section, transportation actions related to climate emergency, were considered of high importance for survey respondents.

To address the climate emergency, respondents indicated that actions related to expanding or improving transportation infrastructure, including advocating for rapid transit to the North Shore and making transit faster and more reliable, are of greatest importance. Additionally, strengthening the resiliency of District assets and reducing greenhouse gas emissions from buildings are also important, and considered high priority.

The verbatim comments below from respondents show the importance of climate action within the District:

“The single biggest greenhouse gas production in DNV is cars. Buses are far more efficient at moving people around. More buses. Less cars.”

“Nothing is more important or serious the climate emergency and I would like to see the District be a global leader on doing anything and everything to reduce our carbon impact and protecting our community.”

Climate emergency action importance

Survey respondents were asked to share how important each climate emergency action was to them based on a scale of high, medium, or low importance.

Figure 5 outlines climate emergency actions in order of highest importance to lowest importance, with related actions denoted by a “*”. **The top three actions considered the most important to respondents are:**

1. Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
2. Strengthen resiliency of assets to proactively prepare for climate change
3. Make transit faster and more reliable on our major routes*

The top three climate emergency -specific actions considered highest priority to respondents are:

1. Strengthen resiliency of assets to proactively prepare for climate change
2. Reduce greenhouse gas emissions from buildings to reduce our environmental impact
3. Advocate for greater inter-governmental coordination and action to address the Climate Emergency

Figure 5 - Climate emergency action importance in order of highest priority

³ Because all questions were optional, this number is an average. There was a range of 824 to 832 responses to climate emergency actions.

Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better* (825)

Strengthen resiliency of assets to proactively prepare for climate change (829)

Make transit faster and more reliable on our major routes* (826)

Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle* (826)

Reduce greenhouse gas emissions from buildings to reduce our environmental impact (832)

Advocate for greater inter-governmental coordination and action to address the Climate Emergency (832)

Achieve low-carbon, compact, and diverse Town and Village Centres to deliver housing and employment options, transportation choice, and amenities (829)

Support education and promotion of climate action in homes and business to increase community involvement (830)

Support remote work options to reduce commute trips, congestion, and parking needs*(825)

Harness emerging technology for new ways of moving around* (825)

Create an economic stewardship staff resource to support a sustainable and diverse local economy* (827)

Support education and promotion to encourage walking, rolling, cycling, and taking transit* (824)

Climate emergency action priorities

Respondents were asked “To help us better understand your priorities, please select up to THREE climate emergency actions that are most important to you.” Figure 6 displays climate emergency actions prioritized from highest to lowest priority. **The top three actions selected the most frequently as a priority are as follows:**

1. Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
2. Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle*
3. Reduce greenhouse gas emissions from buildings to reduce our environmental impact

The top three climate emergency -specific actions considered highest priority to respondents are:

1. Reduce greenhouse gas emissions from buildings to reduce our environmental impact
2. Achieve low-carbon, compact, and diverse Town and Village Centres to deliver housing and employment options, transportation choice, and amenities
3. Strengthen resiliency of assets to proactively prepare for climate change

Figure 6 - Climate emergency priorities in order of highest priority (Note: respondents could select up to three actions, so the total number of responses below does not reflect total number of respondents)

- Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
- Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle*
- Reduce greenhouse gas emissions from buildings to reduce our environmental impact
- Achieve low-carbon, compact, and diverse Town and Village Centres to deliver housing and employment options, transportation choice, and amenities
- Make transit faster and more reliable on our major routes*
- Strengthen resiliency of assets to proactively prepare for climate change
- Support remote work options to reduce commute trips, congestion, and parking needs*
- Harness emerging technology for new ways of moving around*
- Advocate for greater inter-governmental coordination and action to address the Climate Emergency
- Support education and promotion to encourage walking, rolling, cycling, and taking transit*
- Support education and promotion of climate action in homes and business to increase community involvement
- Create an economic stewardship staff resource to support a sustainable and diverse local economy*

Climate emergency comment themes

The open-ended question in the climate emergency section asked, “If you have additional thoughts on the climate emergency as it relates to the targeted OCP review, please share them here.” There were **183** total open-ended responses to this question, each mentioning one or more emerging themes. **Table 3 shows themes mentioned 20 or more times ordered from most to least frequently mentioned:**

Table 3 - Climate emergency comment themes and number of responses

Open-ended comment theme	# of responses
General support for climate action	45
Support for alternative energy use or a reduction in fossil fuel usage (alternative energy, solar, general desire to use less fossil fuels/carbon, etc.)	34
Support for policies related to green buildings (energy-efficient buildings, green construction, etc.)	26
Preservation or increase of green space (more/preserving trees, parks, green space, trails, etc.)	26

The following comment from a respondent illustrates the interconnectedness of all of the actions:

“Difficult to choose only 3 priorities, as they are all interconnected and I would consider the state of the environment as an emergency. Greenhouse gases from buildings is a huge contributor to emissions, but will take laws and building codes to make real change over time.”

To address the climate emergency goals outlined in the OCP, respondents indicated that actions related to expanding or improving transportation infrastructure, including advocating for Rapid Transit to the North Shore and making transit faster and more reliable are of greatest importance. Additionally, strengthening the resiliency of District assets and reducing greenhouse gas emissions from buildings are also important. There is general support for climate action within the District, including through alternative energy and policies related to green buildings.

Economy and employment lands

Of the 1,355 total completed survey responses, there was an average of **788** responses⁴ to actions in the economy and employment lands topic area. The action considered of highest importance to survey respondents was **“Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better .”** This shows that transportation concerns are of great importance to respondents and are seen to have the greatest impact on the local economy. This same action also was ranked highest priority in achieving the economic vision as well.

Secondarily, the actions of “Pursuing flexible and responsive zoning policy that supports a thriving local economy” and “Increasing housing diversity and density in the town centres” are seen as necessary to achieve the OCP’s economic vision.

Results were also analyzed based on respondents who identified as owning a business within the District of North Vancouver and respondents who identified as being employed within the District of North Vancouver. Results for these two sub-groups largely mirrored the overall results, with slightly higher importance and priority placed on the action **“Respond to business needs more quickly to be more business friendly ”** for business owners and the action **“Increase housing diversity to support a range of incomes, household types, and accessibility needs ”** for workers.

The following two verbatim comments show desired visions in the community for commercial and business access:

“Better transit and cycling options hits a variety of community goals with relatively little cost. Improving transit and cycling would vastly improve the DNV, especially for many small businesses.”

“I LOVE the idea of pursuing more flexible and responsive zoning! It’s very strange to me to be living in a district where there are zero small-business or family-owned shops/cafes. These in my experience can bolster vibrancy and sense of community, and can bring a neighbourhood more closely together. I understand that typically neighbourhoods that have these suffer a bit in land value, but I find the quality of life improvement that they bring is well worth the trade off. They also allow for less driving and parking because people can get things they need with just a quick walk.”

Economy and employment lands action importance

Survey respondents were asked to share how important each economy and employment land action was to them based on a scale of high, medium, or low importance.

To best understand the needs of business owners and workers within the District, results from these two sub-groups were also analyzed. A total of **169 survey respondents identified as owning a business in the District**. When these respondents were analyzed as a sub-group,

⁴ Because all questions were optional, this number is an average. There was a range of 775 to 797 responses to economy and employment lands actions.

there is slight variation in importance and priority placed on actions to achieve the economic vision in the OCP. For example, there is greater importance placed on the action **“Respond to business needs more quickly to be more business friendly.”**

Below is a verbatim comment from business owners showing concerns around permitting and development:

“The permitting process has failed many of our local businesses (in and around Edgemont Village). I was quite disappointed with the delays they were seeing to get renovations and moving approved.”

A total of **191 survey respondents identified as being employed in the District**. When these respondents were analyzed as a sub-group, the results largely mirror the results overall, but there is a slight variation in importance and priority placed on the action **“Increase housing diversity to support a range of incomes, household types, and accessibility needs.”**

A comment from a worker reflects the desire to keep the cost of industrial space affordable:

“Protecting our industrial lands should be a priority, most companies occupying these sites pay good wages and in turn healthy income taxes they should be encouraged to stay for the long term and not taxed out of this jurisdiction.”

Table 4 shows the top three overall economy and employment land actions considered most important to these sub-groups alongside all respondent results. All related actions are denoted by a “*”.

Table 4 - Most important overall economy and employment land actions

Top three most important actions to:		
All respondents	Business owners within the District	Workers within the District
Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*	Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*	Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
Make transit faster and more reliable on our major routes*	Respond to local business needs quickly to be more business-friendly	Increase housing diversity to support a range of incomes, household types, and accessibility needs*
Pursue more flexible and responsive zoning to support a thriving local economy	Make transit faster and more reliable on our major routes*	Make transit faster and more reliable on our major routes*

Table 5 shows the top three economy and employment land-specific actions considered most important to these sub-groups alongside the overall results.

Table 5 - Most important economy and employment land-specific actions

Top three most important economy and employment land-specific actions to:		
All respondents	Business owners within the District	Workers within the District
Pursue more flexible and responsive zoning to support a thriving local economy	Respond to local business needs quickly to be more business-friendly	Pursue more flexible and responsive zoning to support a thriving local economy
Respond to local business needs quickly to be more business-friendly	Pursue more flexible and responsive zoning to support a thriving local economy	Increase supports for local workers
Protect industrial land uses to ensure long-term viability	Advocate for Provincial assessment review and tax reform to address rising costs faced by businesses	Protect industrial land uses to ensure long-term viability

Figures 7, 8, and 9 show the economy and employment land actions in order of highest importance to lowest importance.

Figure 7 - Economy and employment lands action importance in order of highest importance - All respondents

- Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better* (777)
- Make transit faster and more reliable on our major routes* (779)
- Pursue more flexible and responsive zoning to support a thriving local economy (796)
- Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle* (778)
- Respond to local business needs quickly to be more business-friendly (797)
- Increase housing diversity to support a range of incomes, household types, and accessibility needs* (777)
- Protect industrial land uses to ensure long-term viability (797)
- Achieve low-carbon, compact, and diverse Town and Village Centres to deliver housing and employment options, transportation choice, and amenities* (777)
- Increase supports for local workers (795)
- Incorporate tools and incentives to support local employment opportunities (797)
- Prioritize rental, social, and supportive housing projects to increase the range of housing options* (775)
- Advocate for Provincial assessment review and tax reform to address rising costs faced by business (794)
- Create an economic stewardship staff resource to support a sustainable and diverse local economy (797)
- Optimize use of curbside space to support access to business (797)

Figure 8 - Economy and employment lands action importance in order of highest importance - Business owners

- Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better* (108)
- Respond to local business needs quickly to be more business-friendly (109)
- Make transit faster and more reliable on our major routes* (108)
- Pursue more flexible and responsive zoning to support a thriving local economy (110)
- Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle* (108)
- Increase housing diversity to support a range of incomes, household types, and accessibility needs* (108)
- Advocate for Provincial assessment review and tax reform to address rising costs faced by business (109)
- Protect industrial land uses to ensure long-term viability (110)
- Achieve low-carbon, compact, and diverse Town and Village Centres to deliver housing and employment options, transportation choice, and amenities* (110)
- Incorporate tools and incentives to support local employment opportunities (110)
- Increase supports for local workers (108)
- Prioritize rental, social, and supportive housing projects to increase the range of housing options* (107)
- Optimize use of curbside space to support access to business (110)
- Create an economic stewardship staff resource to support a sustainable and diverse local economy (110)

Figure 9 - Economy and employment lands action importance in order of highest importance - Workers

- Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better* (124)
- Increase housing diversity to support a range of incomes, household types, and accessibility needs* (123)
- Make transit faster and more reliable on our major routes* (124)
- Pursue more flexible and responsive zoning to support a thriving local economy (124)
- Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle* (124)
- Increase supports for local workers (124)
- Protect industrial land uses to ensure long-term viability (124)
- Prioritize rental, social, and supportive housing projects to increase the range of housing options* (124)
- Respond to local business needs quickly to be more business-friendly (124)
- Achieve low-carbon, compact, and diverse Town and Village Centres to deliver housing and employment options, transportation choice, and amenities* (123)
- Incorporate tools and incentives to support local employment opportunities (124)
- Advocate for Provincial assessment review and tax reform to address rising costs faced by business (124)
- Create an economic stewardship staff resource to support a sustainable and diverse local economy (124)
- Optimize use of curbside space to support access to business (124)

Economy and employment lands action priorities

Respondents were asked “To help us better understand your priorities, please select up to THREE economy and employment land actions that are most important to you.” Results for this question were also analyzed by sub-groups of business owners and people employed within the District of North Vancouver.

Table 6 shows the top three economy and employment actions considered highest priority to these sub-groups alongside all respondent results. All related actions are denoted by a “*”.

Table 6 - Highest priority overall economy and employment land actions

Top three highest priority actions to:		
All respondents	Business owners within the District	Workers within the District
Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*	Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*	Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle*	Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle*	Increase housing diversity to support a range of incomes, household types, and accessibility needs*
Make transit faster and more reliable on our major routes*	Make transit faster and more reliable on our major routes*	Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle*

The below verbatim comment shows a respondent’s interest in applying flexible zoning to industrial lands:

“The flexible and responsive zoning should also apply to the industrial lands so the District’s policies can adjust to changing economic conditions. Again, there is also a need to use incentives (the best one is increased FAR) to deliver the affordable housing the District is seeking.”

Table 7 shows the top three economy and employment land-specific actions considered most important to these sub-groups alongside all respondent results.

Table 7 - Highest priority economy and employment land-specific actions

Top three highest priority economy and employment land-specific actions to:		
All respondents	Business owners within the District	Workers within the District
Advocate for Provincial assessment review and tax reform to address rising costs faced by businesses	Advocate for Provincial assessment review and tax reform to address rising costs faced by businesses	Pursue more flexible and responsive zoning to support a thriving local economy
Protect industrial land uses to ensure long-term viability	Pursue more flexible and responsive zoning to support a thriving local economy	Increase supports for local workers
Respond to local business needs quickly to be more business-friendly	Respond to local business needs quickly to be more business-friendly	Protect industrial land uses to ensure long-term viability

Figures 10, 11, and 12 show the economy and employment land actions in order of highest to lowest priority.

Figure 10 - Economy and employment lands action priorities in order of highest to lowest priority- All respondents (Note: respondents could select up to three actions, so the total number of responses below does not reflect total number of respondents)

- Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
- Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle*
- Make transit faster and more reliable on our major routes*
- Increase housing diversity to support a range of incomes, household types, and accessibility needs*
- Achieve low-carbon, compact, and diverse Town and Village Centres to deliver housing and employment options, transportation choice, and amenities*
- Advocate for Provincial assessment review and tax reform to address rising costs faced by business
- Protect industrial land uses to ensure long-term viability
- Respond to local business needs quickly to be more business-friendly
- Pursue more flexible and responsive zoning to support a thriving local economy
- Prioritize rental, social, and supportive housing projects to increase the range of housing options*
- Increase supports for local workers
- Create an economic stewardship staff resource to support a sustainable and diverse local economy
- Incorporate tools and incentives to support local employment opportunities
- Optimize use of curbside space to support access to business

Figure 11 - Economy and employment lands action priorities in order of highest to lowest priority - Business owners
(Note: respondents could select up to three actions, so the total number of responses below does not reflect total number of respondents)

- Advocate for infrastructure and service improvements
(e.g. Rapid Transit to North Shore) to get our key
transportation networks moving better*
- Create a continuous and connected network of walking
and cycling routes to encourage more people of all ages
and abilities to walk and cycle*
- Make transit faster and more reliable on our major
routes*
- Advocate for Provincial assessment review and tax
reform to address rising costs faced by business
- Achieve low-carbon, compact, and diverse Town and
Village Centres to deliver housing and employment
options, transportation choice, and amenities*
- Pursue more flexible and responsive zoning to support a
thriving local economy
- Respond to local business needs quickly to be more
business-friendly
- Protect industrial land uses to ensure long-term viability
- Increase housing diversity to support a range of
incomes, household types, and accessibility needs*
- Optimize use of curbside space to support access to
business
- Incorporate tools and incentives to support local
employment opportunities
- Prioritize rental, social, and supportive housing projects
to increase the range of housing options*
- Increase supports for local workers
- Create an economic stewardship staff resource to
support a sustainable and diverse local economy

Figure 12 - Economy and employment lands action priorities in order of highest to lowest priority - Workers (Note: respondents could select up to three actions, so the number of responses below does not reflect the total number of respondents)

- Advocate for infrastructure and service improvements (e.g. Rapid Transit to North Shore) to get our key transportation networks moving better*
- Increase housing diversity to support a range of incomes, household types, and accessibility needs*
- Create a continuous and connected network of walking and cycling routes to encourage more people of all ages and abilities to walk and cycle*
- Make transit faster and more reliable on our major routes*
- Achieve low-carbon, compact, and diverse Town and Village Centres to deliver housing and employment options, transportation choice, and amenities*
- Pursue more flexible and responsive zoning to support a thriving local economy
- Prioritize rental, social, and supportive housing projects to increase the range of housing options*
- Increase supports for local workers
- Protect industrial land uses to ensure long-term viability
- Advocate for Provincial assessment review and tax reform to address rising costs faced by business
- Respond to local business needs quickly to be more business-friendly
- Incorporate tools and incentives to support local employment opportunities
- Create an economic stewardship staff resource to support a sustainable and diverse local economy
- Optimize use of curbside space to support access to business

Economy and employment lands comment themes

The open-ended question in the economy and employment lands section asked, “If you have additional thoughts on the economy and employment lands as it relates to the targeted OCP review, please share them here.” There were **122** total open-ended responses to this question, each mentioning one or more emerging themes. **Table 8 shows themes mentioned 10 or more times ordered from most to least frequently mentioned** (Note: There were fewer responses to this question, so themes below have fewer responses than other topic areas):

Table 8 - Economy and employment land comment themes and number of responses

Open-ended comment theme	# of responses
Support for small businesses (policy that supports small business, etc.)	14
Support for the preservation of industrial lands (light industrial, workshops, studios, etc.)	13
Concerns regarding more development within the District (too much development, congestion, infrastructure concerns, desire for less density, etc.)	11
Desire for more transit infrastructure (Extend rail/bus lines, improve bus routes, rapid transit/Skytrain to the North Shore, etc.)	10

To achieve the economic vision outlined in the OCP, respondents indicated that transportation concerns are of great importance and have the potential for the greatest impact. In addition, pursuing flexible zoning policies and increasing housing diversity and density in the town centres are considered key to the economic vision for the District according to respondents.

When looking at the sub-groups of business owners and workers within the District, results for these two sub-groups largely mirrored the overall results, with slightly higher importance and priority placed on responding to business needs more quickly and the need for increased housing diversity.

Implementing lenses

Two open-ended questions were asked to all survey respondents regarding social equity and climate action considerations in District policies and programs.

Survey respondents were asked to provide their thoughts on the action: “Include social equity considerations in District decision-making to strive for a more inclusive and equitable community .” There were a total of **429** total open-ended responses to this question, each mentioning one or more emerging themes. **Table 9 shows themes mentioned 20 or more times ordered from most to least frequently mentioned :**

Table 9 - Social equity comment themes and number of responses

Open-ended comment theme	# of responses
General support for using a social equity framework for District policies and programs (positive, yes, support for equity lens, etc)	154
General opposition for using social equity framework for District policies and programs (negative, no, low-priority, opposition to equity lens, etc)	43
Concern or lack of clarity regarding the use of a social equity framework for District policies and programs (lack of clarity, don't know enough, unsure of benefits, etc)	34
Concerns about the cost or institutional barriers and slow pace of achieving this action (pace or structure of bureaucracy as impediment to equity, cost to taxpayers, etc)	23

The comments below show the range of verbatim comments from respondents in considering social equity in District decision-making, programs, and policies:

“This is incredibly important and must remain a focus as we strive towards a more inclusive and equitable society. Any decision making body must be composed of people from all walks of life and represent the changing and forward thinking world we should all aspire to be a part of.”

“Social equity needs to go hand in hand with housing equity. Inclusion includes having a safe, affordable and decent home.”

“if we are not doing this already we need to move to here in a mindful and gradual way”

“This is too vague for me to dwell on.”

“We live in a very desirable community/location which leads to increased demand and cost (i.e. Langley is less costly & more accessible for more people because it is less desirable for more people). Trying to make our municipality more affordable so that people from all socioeconomic statuses can live here is fighting a losing battle and will erode property values. DNV Council should be working hard to maintain the character of our community - focus on maintaining the build infrastructure and ensuring development can happen at a competitive pace. Leave the social-justice agenda for higher-levels of government. Local government should be focused on police, fire, property services (sewer, water, streets, parks), and zoning/land-use planning.”

Survey respondents were asked to provide their thoughts on the lens: “Include climate change considerations in decision-making to increase the District's climate leadership.” There were a total of **459** total open-ended responses to this question, each mentioning one or more emerging themes. **Table 10 shows themes mentioned 20 or more times ordered from most to least frequently mentioned :**

Table 10 - Climate change comment themes and number of responses

Open-ended comment theme	# of responses
General support for using a climate action framework for District policies and programs (positive, yes, support for climate lens, etc)	192
Concerns about the cost or institutional barriers and slow pace of achieving this action (pace or structure of bureaucracy as impediment to climate action, cost to taxpayers, etc)	38
General opposition for using a climate action framework for District policies and programs (negative, no, low-priority, opposition to climate lens, etc)	25

The verbatim comments below show the range of perspectives from respondents as they relate to climate change in District decision-making, programs, and policies:

“I have learned that action at the municipal level is one of the most effective things that can be done to address climate change. I know this need is past urgent. I support any actions that can be taken, and would be happy to support any initiatives toward this end.”

“I totally support meaningful and ambitious climate action but it needs to be strategic and focus on the big moves (such as densification, land use and discouraging car ownership), not token measures like solar panels and certifications.”

“Bad idea. Any changes the DNV makes will involve costs to ratepayers and citizens. The ability of the DNV to have any impact on climate change is so miniscule it could not be measured. These are symbolic gestures that will end up costing us all and result in zero benefit.”

“Sounds like more talk than action”

“wording is very bland. I realize this is the planning process but would like to see stronger commitment being stated.”

Summary of open-ended comment themes (all topic areas)

The 10 most commonly mentioned themes across the four topic areas are listed below in Table 11 in order of frequency (comment themes on the two implementing lenses of social equity and climate change considerations are noted in the previous section and excluded below):

Table 11 - Summary of open-ended comment themes from all topic areas and number of responses

Open-ended comment theme	# of responses
Desire for more transit infrastructure (Extend rail/bus lines, improve bus routes, rapid transit/skytrain to the North Shore, etc)	160
Concerns regarding housing affordability in the District	128
Concerns regarding congestion within the District (traffic, full bridges, choke points, bottlenecks, etc)	99
Concerns regarding more development within the District (too much development, congestion, infrastructure concerns, desire for less density, etc)	94
Concerns regarding parking (more parking lots, concerns about less parking, permitting of parking, etc)	83
Desire for increased walkability (walkable communities, pedestrian safety, crosswalks, sidewalks, etc)	83
Desire to preserve or increase green space (includes trees, parks, green space, trails, etc)	79
Support for more cycling lanes (general support for bike lanes, cycling infrastructure, etc)	75
Desire for more density and development (infill, duplexes, towers, general support for more density, etc)	73
Desire for increased safety for people who cycle (bike lanes on quieter streets, cycling lanes, cycling education safety, etc)	67

Overall, respondents expressed a range of open-ended comments in the online survey, with the desire for more transit infrastructure being the most stated comment. There were also concerns around housing affordability within the District, concerns related to traffic congestion, and concerns regarding increased development within the District.

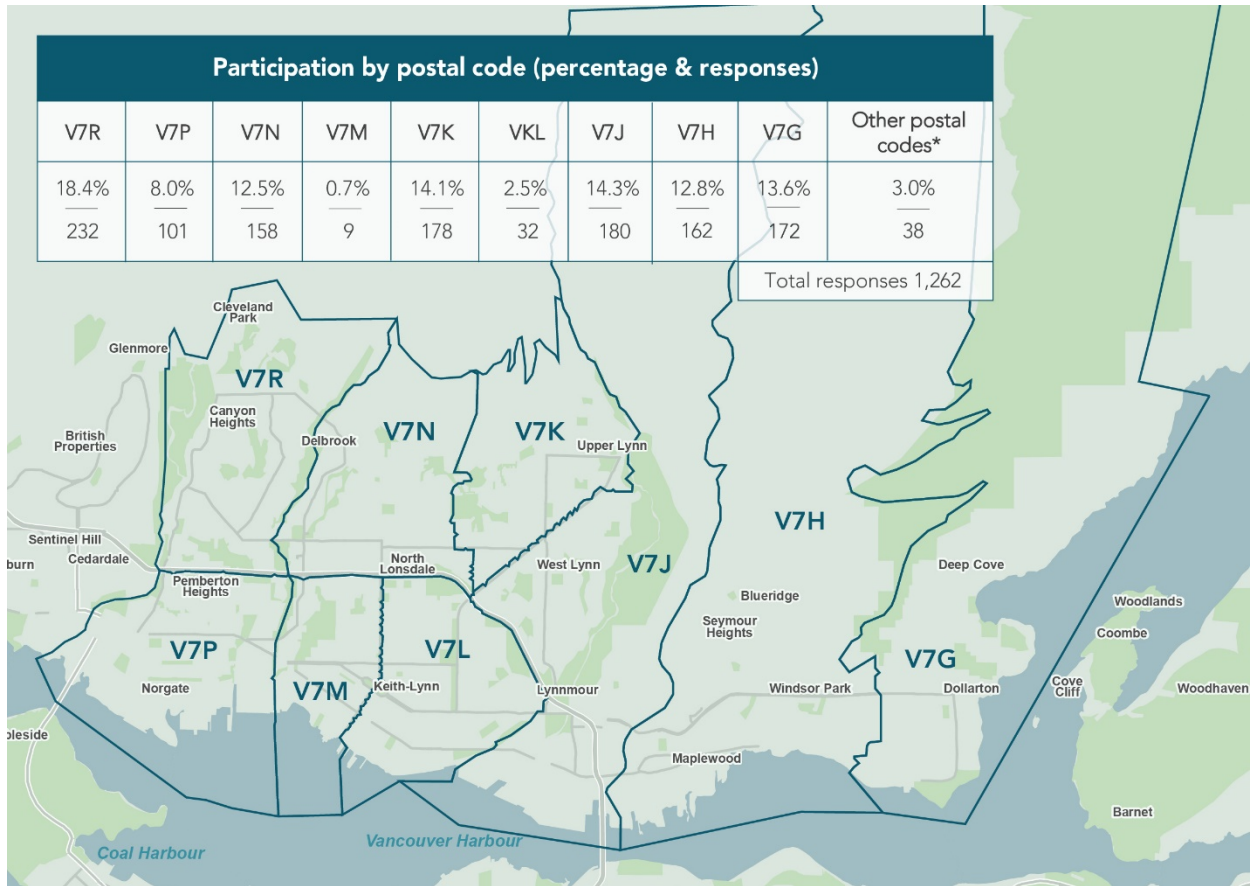
Who we heard from

Results from the survey included responses from a variety of demographics within the District of North Vancouver. Details are included in the proceeding pages. Overall, demographic responses displayed the following results:

- Survey respondents self-identified as residing in postal codes throughout the District.
- Respondents' ages reflected a similar distribution from 2016 census data⁵, with slightly higher representation from those over 65 years old.
- Compared to census data, there was a higher response rate from respondents in income brackets greater than \$90,000 per year.
- When it comes to work or employment status, 169 respondents described themselves as owning a business within the District. 193 participants said they are employed within the District. However, most respondents said they live in the District but are employed outside of the District or the North Shore.
- The ethnic origins of respondents were predominantly European origins, which largely reflects the population of the District according to the latest census data.
- 47% of respondents identified as women, compared to 51% of the population according to census data, and 41% identified as men, compared to 49% of the population.
- Most respondents (79%) own their homes, which is aligned with census population data. 13% of respondents said they are renters, which is less than census data, showing 21% as renters.
- Most respondents (71%) said that driving is their primary mode of transportation within the District, with walking and cycling following at 9% and 7%, respectively.

Note: all questions were optional , which means that total responses for each question vary, including for demographic questions .

⁵ 2016 census data: [Census Profile, 2016 Census - North Vancouver, District municipality \[Census subdivision\], British Columbia and Quebec \[Province\] \(statcan.gc.ca\)](#)



*"Other postal codes" includes postal codes from outside of the District.

Age

Household income

Total responses: 1263

Ethnic origin

Work or employment status

Total unique responses: 1141 (respondents could select multiple options, so total does not add to

Gender identity

Housing situation

Primary mode of transportation