



NEW CITY HALL PROJECT

Consultation Summary Report

September 2023

Public participation strategy

A comprehensive city-wide public outreach and communications approach was used to increase awareness of the project, engage the community and gather public feedback. Community consultation was originally planned for June 1 to July 7, 2023 and was extended to July 30 to provide more time for feedback. The community consultation included information about the project on the City's website, an email and phone line for community to connect to the City, an online survey, four open houses, and pop-up event at one of the largest community events, Hats Off Day.

An extensive marketing campaign was established to target the entire city. This included a direct mail piece, social media, media release, paid digital advertising and the City's eNewsletter and website. The project team worked to "involve" the community in the planning for the City's new home, as per the International Association for Public Participation's (IAP2)'s Public Participation spectrum.

Raising public awareness

A number of advertising platforms were used to inform residents and businesses about the project, raise awareness and encourage the public to fill out an online survey.

A project webpage was created on Burnaby.ca and on the City's online public engagement platform *Your Voice* ([Burnaby.ca/YourVoice](https://burnaby.ca/YourVoice)), with over 12,000 website visits between May 31 and July 30, 2023.

Two full page ads ran in the Burnaby Now newspaper on June 1 and June 8, and two different postcards were mailed out to every household and business in Burnaby (over 112,000 copies per mailing). These postcards, in addition to posters were also distributed at the City's recreation, cultural and library facilities.

In addition, the project team also used digital marketing during the campaign period, including organic posts on Facebook, Instagram, Twitter (X) and LinkedIn. Paid advertising ran on Facebook, Instagram and Google. Information about the project appeared in two issues of CityConnect eNews, which were delivered to 1,942 and 1,988 inboxes respectively.

City staff also held four drop-in open houses in the Metrotown area, at the Bonsor Recreation Complex, outside the Bob Prittie Metrotown Library at Civic Square and a pop-up engagement tent on Hastings Street during Hats Off Day. These open houses provided opportunities for residents to speak with staff, ask questions and learn more about the project. A digital copy of the display boards from these open houses is attached as Attachment 1.

Background

Built in 1955, the existing City Hall has reached its end of life. To provide the best level of customer service to Burnaby residents and businesses, a new City Hall is being planned – a modern, environmentally sustainable, accessible, inclusive and resilient building. On June 1, 2023, the City launched a public engagement initiative to seek feedback on three potential locations in Metrotown for the new City Hall: Civic Square, the former Firefighters Public House site and the Bonsor Recreation Complex and park site. The public was also invited to share their views on potential programmatic aspects of the new facility.



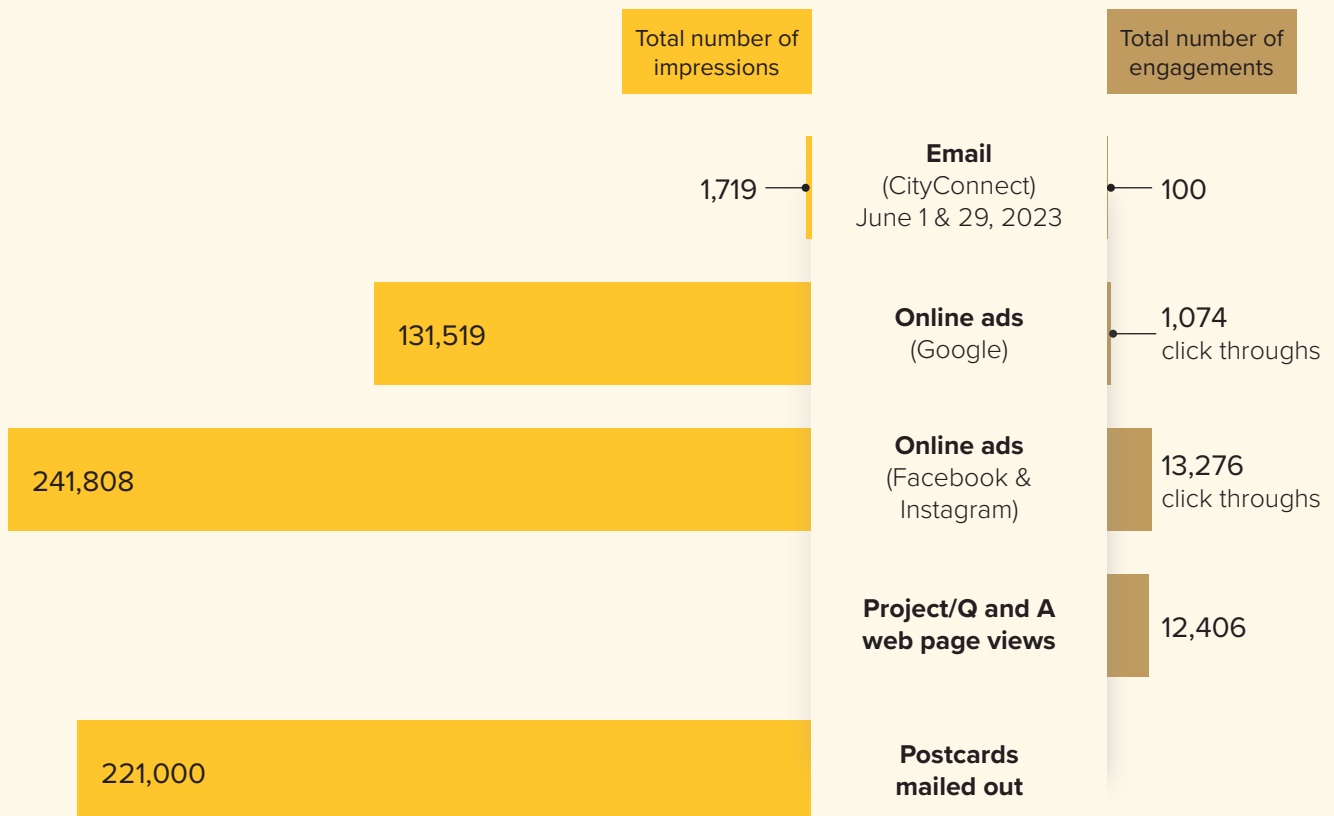
Public engagement

The primary method for collecting public feedback on this project was the online survey, which was open from June 1 through July 30. In addition, staff collected public feedback through posted comments and in-person conversations at open houses and pop-up engagements, emails, comments on social media posts, letters, and phone conversations.

Consultation statistics

Figure 1 shows the total number of *impressions* (in yellow) versus *engagements* (in gold). Impressions are defined as the number of times the public outreach materials were seen, while engagement is the number of times people clicked on a project link or engaged with the project. For example, there were 131,519 impressions of the project ads on Google and 1,074 click throughs on the ad to view its content. There were a total of 596,046 impressions and a total of 26,856 engagements from the five public outreach methods that the project team employed.

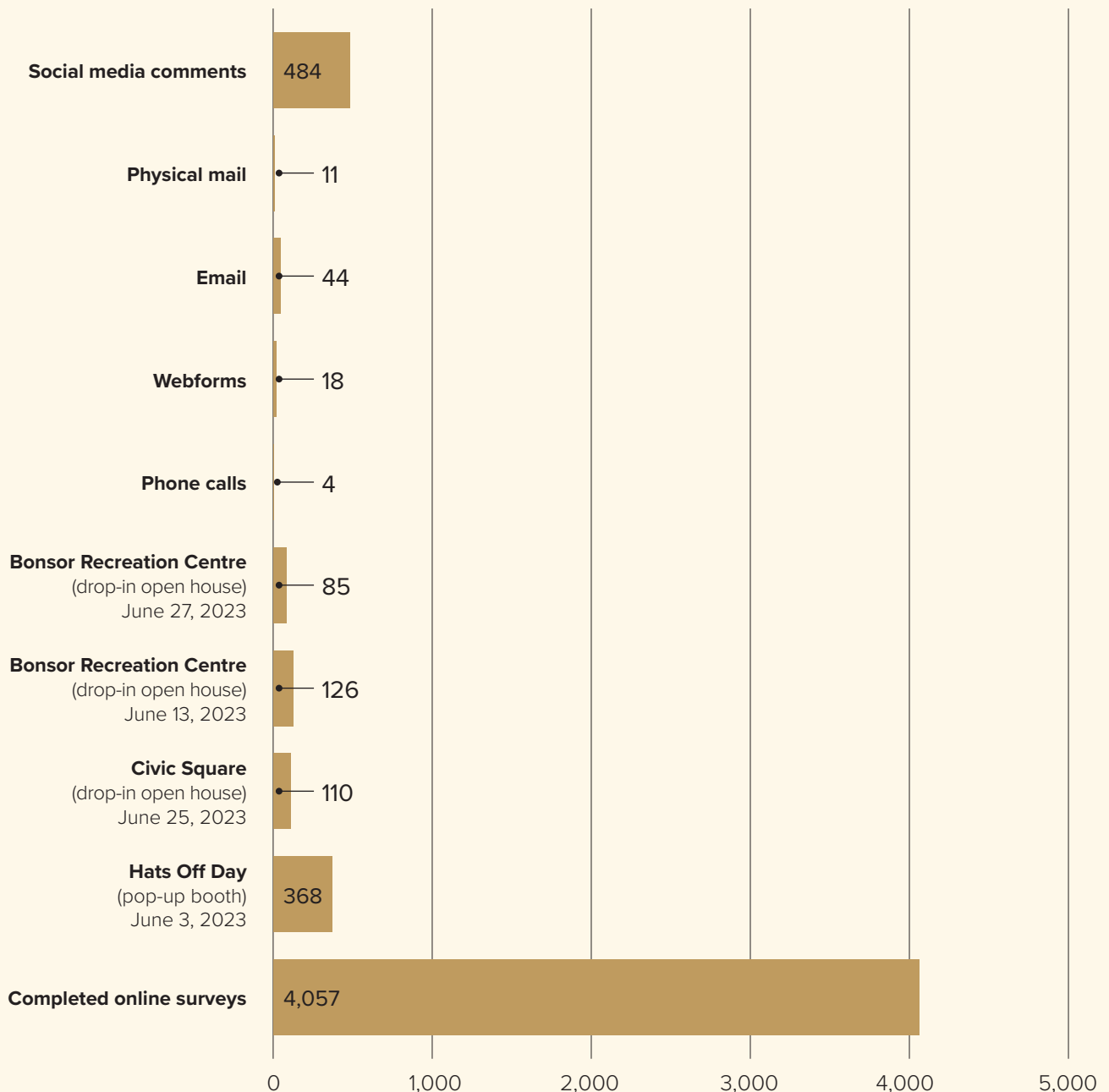
Figure 1 | Public outreach - impressions vs. engagements



Consultation statistics (continued)

Figure 2 shows the number of people that were directly engaged by source. These sources include the completed online surveys, visitors to the City's booth at Hats Off Day, visitors to drop-in open houses, as well as comments that the project team received via email, phone conversations, physical mail and comments through the City's website and social media channels.

Figure 2 | Public engagement by source



What we heard | online survey results

The main method of collecting public feedback was the online survey that was open from June 1 through July 30. The survey included four main questions, in addition to supplementary questions related to demographic profile and an open comment box to provide an opportunity for written comments and feedback. In total, 4,057 surveys were completed during the consultation period. A copy of the survey questions is attached as Attachment 2.

Survey Question 1 Preferred location for new City Hall

The first survey question asked respondents to rank their preferred location for a new City Hall: Civic Square (option 1), the former Firefighters Clubhouse site (option 2), and the Bonsor Recreation Complex and Park site (option 3), with “1” being the most preferred and “3” the least preferred. There was also an option to indicate “I do not prefer any of these locations”.

A total of 4,057 respondents answered this question, and nearly half of them (46% or 1,857 respondents) ranked Civic Square as their top choice, while 33% (1,349 respondents) indicated “I do not prefer any of these locations”. Figure 4 shows that 67% of the respondents selected one of the three locations in Metrotown as their first choice, with Civic Square being the preferred site. Figure 4 illustrates the top and second ranked locations for a new City Hall. 77% of all respondents selected one of the three locations in Metrotown as their first or second choice, with Civic Square being the preferred site.

Figure 3
Top ranked
location for a
new City Hall

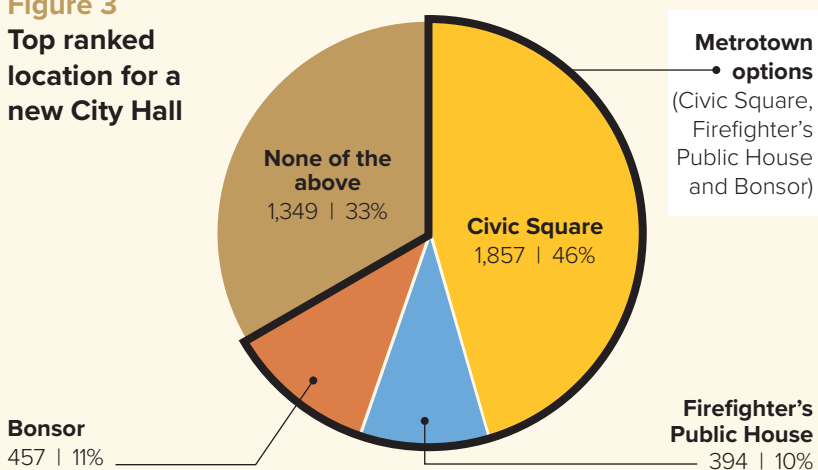
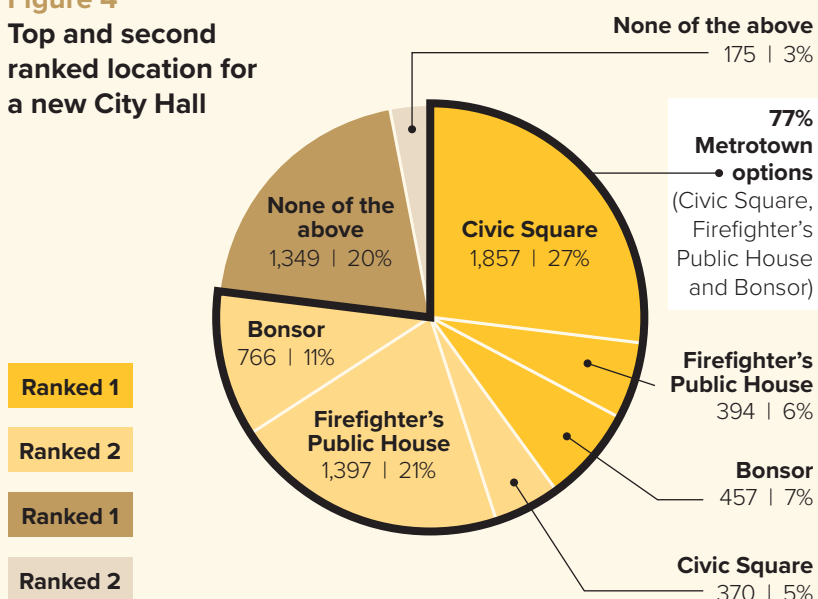


Figure 4
Top and second
ranked location for
a new City Hall

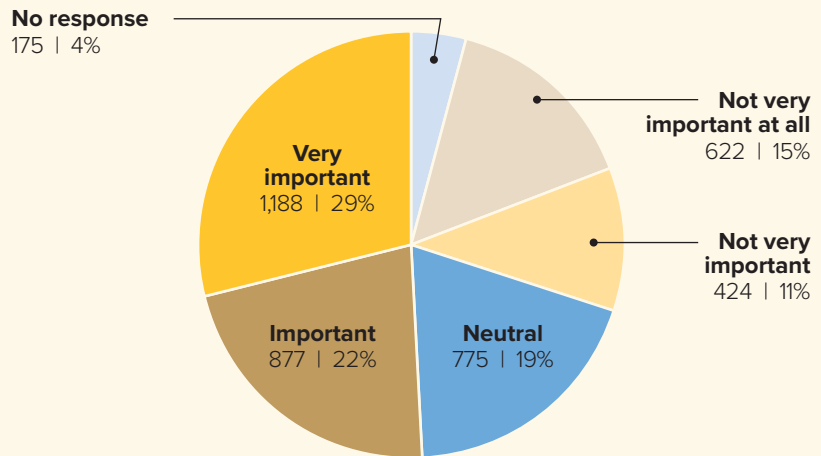


Survey Question 2

Importance of a public plaza

This survey question was developed to gauge the importance of a public plaza for the new City Hall. 3,886 responded to this survey question, and 51% of respondents indicated that it is “Very Important” or “Important” indicate that it is a public plaza be included in the new development.

Figure 5 | How important is it to you that the new City Hall include space for a public plaza

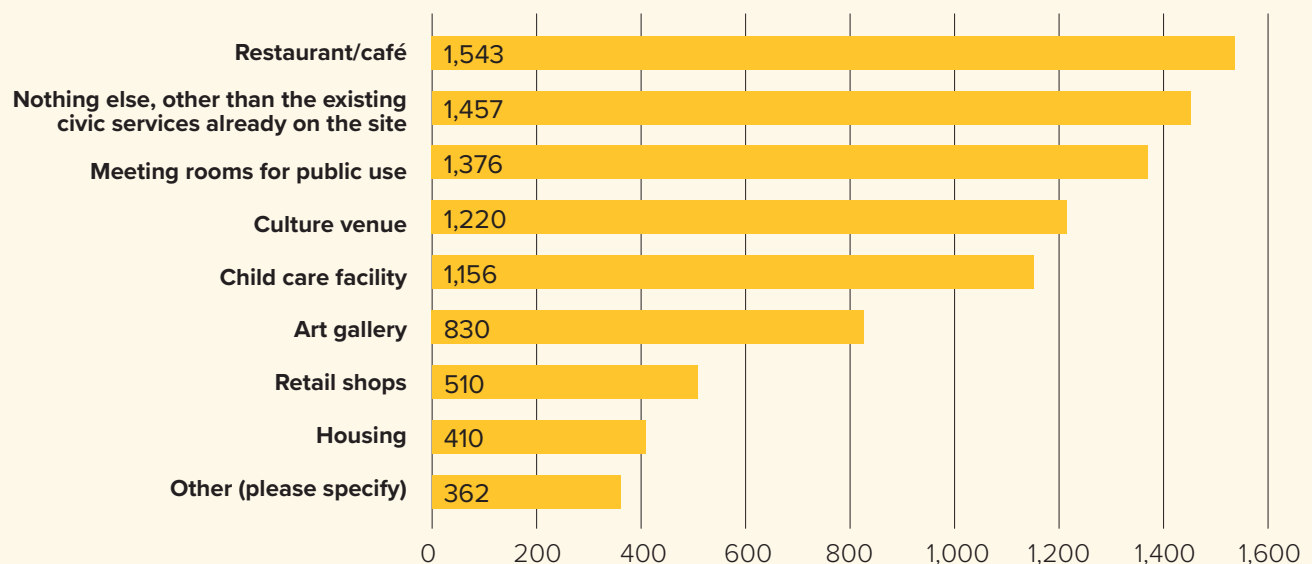


Survey Question 3

Other civic uses for inclusion in the new City Hall

The third survey question asked participants if there were other civic uses or amenities that they wanted to see included in a new City Hall development. The top preferences were “Restaurant/café” (1,543 respondents) followed closely by “Nothing else, other than the existing civic services already on the site” (1,457 respondents). “Meeting rooms for public use”, “Cultural venue”, “Child care facility”, and “Art Gallery” were also highly valued by survey respondents. In addition to selecting civic uses or amenities from a list, 362 of the respondents also provided written suggestions under the “Other (please specify)” category. These included a wide range of ideas such as free parking/public EV charging, indoor bike storage/end of trip facilities, and publicly accessible green/open space.

Figure 6 | What other civic uses amenities and program spaces do you think should be considered for inclusion in the new City Hall development

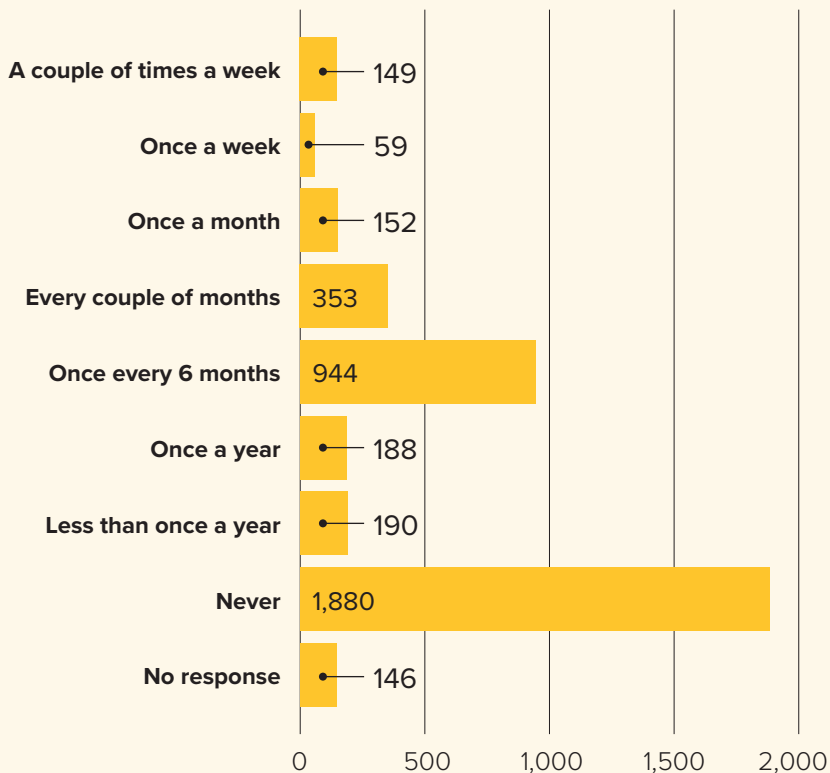


Survey Question 4

Frequency of City Hall visits

The fourth survey question dealt with the frequency of visits to City Hall. 3,915 responded to this question and the results indicate that 48% (1,880 respondents) indicated that they never visit City Hall.

Figure 7 | Frequency of visits to City Hall



Survey Question 5

Profile of survey participants

The survey also included three questions related to demographic profile of the respondent. This included connection to the City of Burnaby, age and place of residence represented by three digit postal code.

Figure 8 | Connection to the City of Burnaby

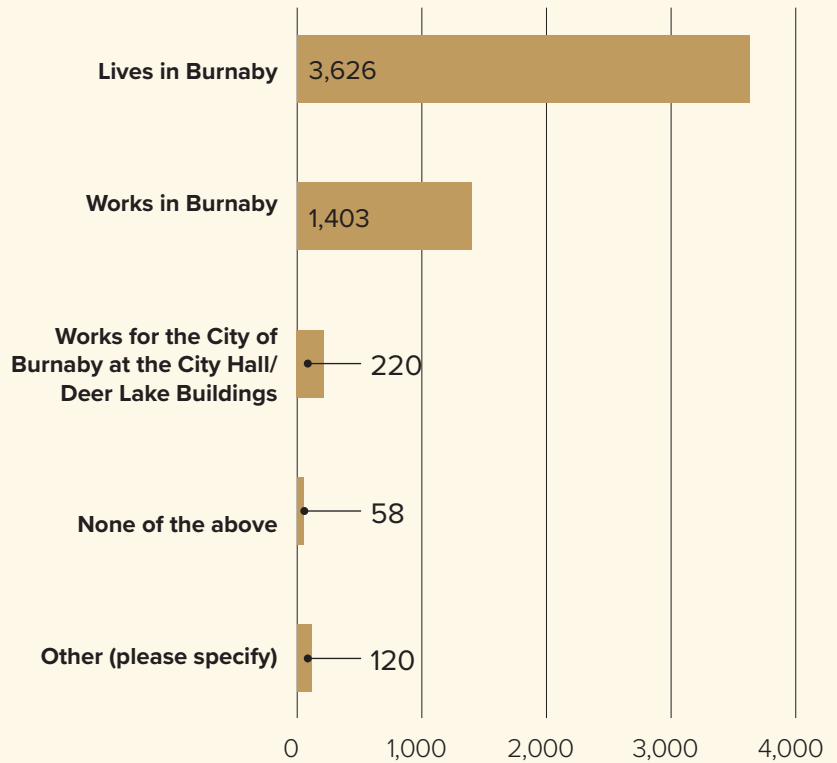
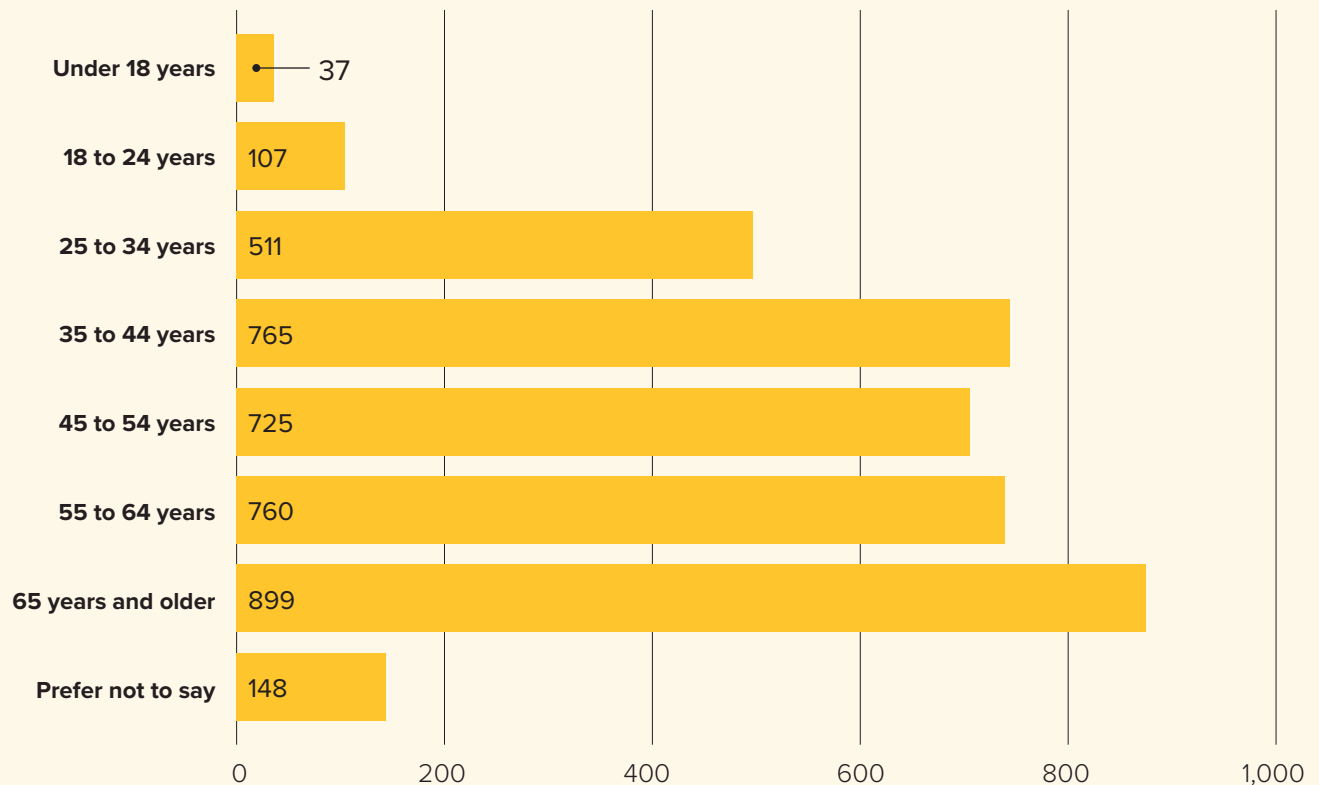


Figure 9 | Age of survey participants



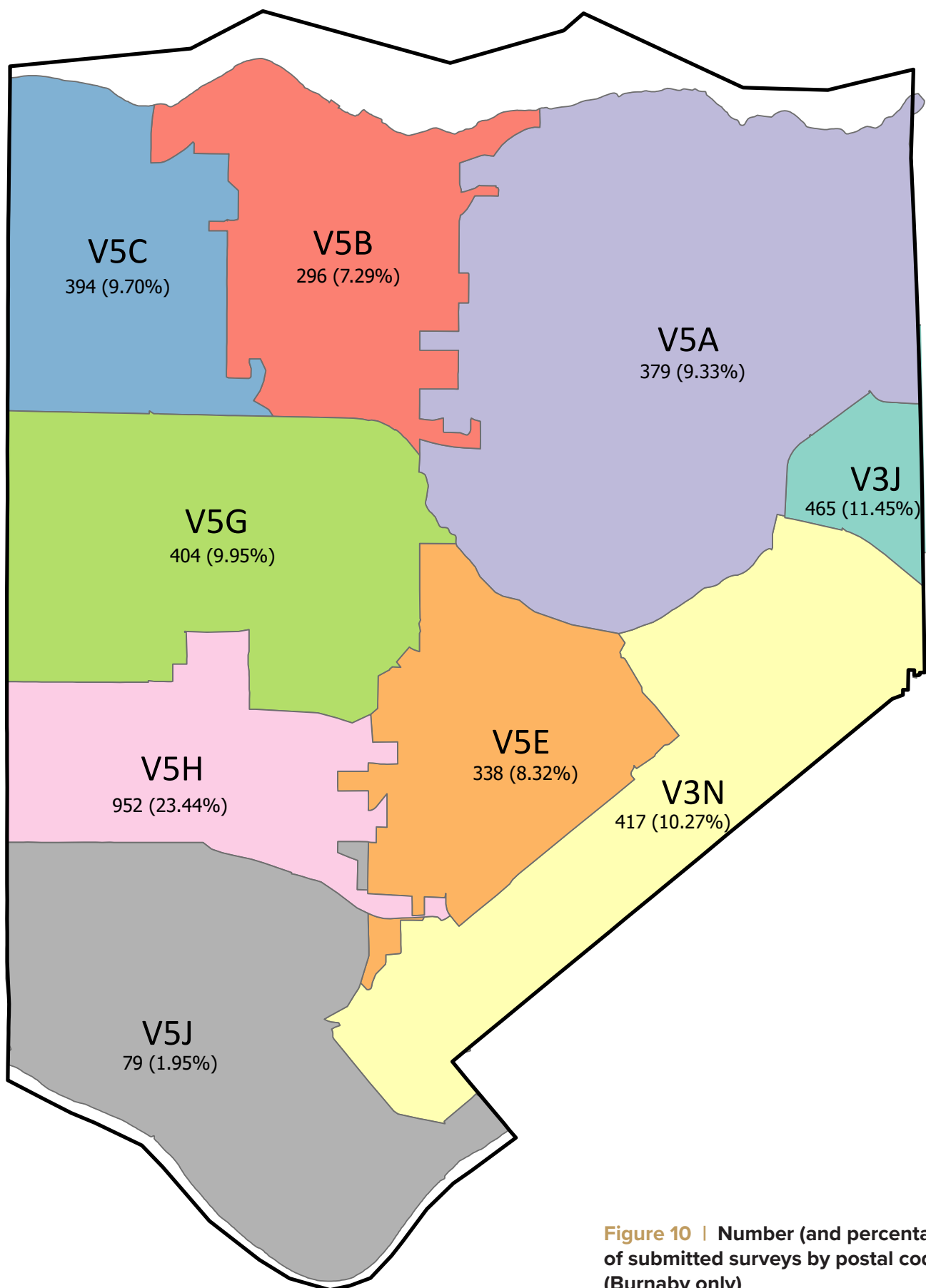


Figure 10 | Number (and percentage) of submitted surveys by postal code (Burnaby only)

Key themes from the survey comment box

The online survey also included a comment box to capture feedback, suggestions and ideas from survey participants.

Of the 4,057 completed surveys, 57% (2,334 respondents) included written comments. The project team reviewed each of the comments and categorized them under major themes for reporting purposes. Each written comment was categorized into one or more themes. Major themes from the survey comment box include:

- » Support for the three Metrotown site options, including positive comments for Civic Square (N=123), the Firefighters site (N=44), and the Bonsor site (N=82).
- » Support for a new City Hall in general, with no locational preferences (N=83).
- » Support for other amenities and infrastructure as part of a new City Hall (N=147).
- » Opposition to the three Metrotown sites, including comments related to Civic Square (N=160), the Bonsor site (N=109), and the Firefighters site (N=42).
- » General opposition to Metrotown as the location for a new City Hall (N=482), with some suggestions related to alternate locations that should be considered (N=207), rebuilding a new City Hall at its current location (N=631), or renovating the existing City Hall (N=133).
- » Concerns about the potential loss of green spaces or recreation spaces (N= 229).
- » Concerns about congestion in the Metrotown area and the potential lack of parking in the new City Hall (N=276).
- » Concerns about density in Metrotown with the addition of a high rise office building (N=103).
- » Desire for additional project information (N=164).

There were also many other comments, suggestions and ideas for the new City Hall (N=272), ranging from suggestions related to potential uses to be included, to the design process (e.g. an architectural competition), to the detailed design itself (e.g. changing nature of office design in light of remote and hybrid work).



What We Heard | key themes from other public engagement efforts



Figure 11 | Comment board at open house (Burnaby only)

In addition to the surveys, the project team received 307 written and verbal comments through the in-person public open houses, phone calls, emails and letters. See Figure 11 above for a photo of the comment board at the in-person open house where some of these 307 comments were collected.

Comment Board at Open Houses

The project team reviewed each of these comments and categorized them under major themes. Comments received from these other public engagement efforts were similar to those received from the online survey, with the same major themes emerging:

- » Support for the three Metrotown site options, including positive comments for Civic Square (N=17), the Firefighters site (N=12), and the Bonsor site (N=8).
- » Support for other amenities and infrastructure as part of a new City Hall (N=9).
- » Opposition to the three Metrotown sites, including comments related to Civic Square (N=13), the Bonsor site (N=7), and the Firefighters site (N=4).
- » General opposition to Metrotown as the location for a new City Hall (N=28), with some suggestions related to alternate locations that should be considered (N=27), rebuilding a new City Hall in its current location (N=51), or renovating the existing City Hall (N=7).
- » Concerns about the potential loss of green spaces or recreation spaces (N=37).
- » Concerns about congestion in the Metrotown area and the potential lack of parking in the new City Hall (N=25).
- » Concerns about density in Metrotown with the addition of a high rise office building (N=4).
- » Desire for additional project information (N=55).

There were also many other comments, suggestions and ideas for the new City Hall (N=40), ranging from enhanced project transparency (e.g. costs, decision-making) to operational and wellness considerations (e.g. pet-friendly City Hall) to specific suggestions to buy or lease other office buildings.

