



UBC's *Okanagan* Master Plan Update Process

**October 2013
Phase I Public Consultation Summary**

October 24, 2013

campus + community planning



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Table of Contents

1. Executive Summary	3
1.1 Summary of Consultation Feedback.....	3
2. Background	4
2.1 Why is UBC's <i>Okanagan Master Plan</i> Being Updated?.....	4
3. Public Consultation Process.....	5
3.1 Consultation Timeline.....	5
4. Public Notification & Stakeholder Engagement.....	5
4.1 Stakeholder Engagement.....	5
4.2 Notification.....	6
5. Public Consultation	6
5.1 Public Information Session.....	6
5.2 Online Consultation	7
6. Detailed Questionnaire Feedback	7
7. Written Submissions.....	10
7.1 Letter Submissions	10
7.2 Petition	11
8. Participant Demographics.....	11
9. Next Steps	11
10. Appendices	12
10.1 Appendix I: Public Information Session Display Boards.....	12
10.2 Appendix II: Feedback Questionnaire.....	12
10.3 Appendix III: Stakeholder Notification List.....	12
10.4 Appendix IV: Verbatim Feedback Received.....	12
10.5 Appendix V: Petition to Build a Bike Path Along the North Side of Robert Lake.....	12

1. Executive Summary

This report provides a summary of what we heard during the October 3rd to 17th, 2013 public consultation on updating UBC's *Okanagan Master Plan*. Background information on the *Master Plan*, information on the consultation process, public and stakeholder engagement and notification, as well as detailed results of public consultation are presented in the sections that follow.

Campus + Community Planning (C+CP) provided notification of this public consultation opportunity to **over 17,000** contacts through advertising and outreach activities. **Thirty-nine (39)** campus stakeholders representing **27** groups also received notification of the public consultation process. As a result of our outreach activities, we had:

- A total of **120** people attend the Public Information Session held on October 9th, 2013, from 10:30am-1:30pm in the Foyer of the Administration Building
- **912** unique page views to the *Master Plan* Update 2013 pages on the C+CP website

Consultation participation numbers were as follows:

- **125** questionnaires were taken (**117** online and **8** in-person)
- **2** letter submissions were received
- **1** petition to build a bike path along the north side of Robert Lake with **751** signatures was received

1.1 Summary of Consultation Feedback

Below is a summary of the feedback received from the 125 questionnaire respondents on issues people feel should be addressed during UBC's *Okanagan Master Plan* update process. Note that only comments reaching 5% are reported on and mean that we heard the comment 6 or more times. Detailed questionnaire results, demographics, participation and notification numbers are provided in Sections 4, 6 and 8 of this report.

When it comes to transportation on-campus, and to and from campus, a large number of respondents expressed support for addressing: safer cycling and pedestrian access to campus (31%); more frequent bus service to and from campus (26%); an improved transit system to campus (17%); more parking on campus (10%) and; traffic and congestion issues to and from campus (10%), particularly from Highway 97.

In terms of academic facility needs on UBC's Okanagan Campus, respondents were generally in support of addressing more study and meeting spaces (24%); a bigger/new library space (18%); more/bigger classrooms and lecture halls (18%); more innovation and research spaces, such as labs and simulation rooms (18%) and; a larger/more university greenhouse (5%).

With regards to proposed new amenities that would enhance the social or living experience on campus, respondents expressed support for addressing more and better/healthier food options on campus (22%); more retail, services and amenities (20%), including a grocery store on campus (21%), a

campus restaurant (7%), more cultural spaces and amenities such as a theatre or museum (7%), a pharmacy (6%), and a community garden (5%); more recreation facilities on campus (19%), including a pool (21%), re-instating the tennis courts (7%), and a track and field running track (5%) and; better and safer access to campus for cyclists and pedestrians (22%).

When it comes to sustainability, respondents expressed support for addressing safer cycling and pedestrian access to campus, including from Glenmore via Curtis Road, Highway 97 etc. (27%); improved recycling and composting on campus (18%); reducing reliance on cars (6%); increasing the frequency of public transit to and from campus (5%) and; protecting the Campus' natural environment (6%), including adding more native plantings to the campus landscape (6%).

When asked what top three issues respondents would like to see addressed as part of the Master Plan update process, respondents said that safer cycling/bike paths were their top first and second priority issues to be addressed (18% and 12% respectively), and support for addressing more retail, services and amenities was identified as the top third priority issue (9%).

When asked to identify other issues or development needs to be considered in the *Master Plan* update process, respondents re-iterated support for addressing safer cycling and pedestrian access to campus (5%).

2. Background

UBC's current Okanagan *Master Plan* was originally developed and approved in 2005, and updated in 2009. It outlines general planning and design principles, identifies buildings, facilities, and their proposed locations within seven precincts on UBC's Okanagan Campus.

The 2009 *Master Plan* was developed with input from the campus community, was carefully tailored to the aspirations and specific directions of the Okanagan Campus' Academic Plan, and was grounded in UBC's strategic vision of creating an exceptional learning environment that fosters global citizenship, advances a civil and sustainable society, and supports outstanding research.

2.1 Why is UBC's Okanagan Master Plan Being Updated?

Earlier this year, the UBC Board of Governors directed that UBC's 2009 *Okanagan Master Plan* be updated to accurately reflect our expanded campus boundaries, and continue to serve the needs of students, faculty, and staff.

In the past 5 years, UBC's Okanagan Campus has experienced construction of major new facilities, such as student housing, academic buildings, public outdoor spaces and recreational facilities. Now, having reached the target student population (approximately 7,500 full-time students) set out in the Campus' current plan, and acquired its new West Campus Lands, a housekeeping update of the *Master Plan* is required to reflect these changes, and address any pressing future development needs to 2030. If our campus enrollment were to grow significantly, additional development capacity will be needed, and land use choices will need to be made.

3. Public Consultation Process

Public consultation is integral to ensuring that the updated *Master Plan* will meet the future needs of the campus community. In this phase of consultation, the public was offered both online and in-person opportunities to provide feedback on the future development needs for UBC's Okanagan Campus, such as enhancements to the academic and learning experience on campus, and how the University can continue to move toward a more sustainable future. The feedback from this first phase of public consultation will help inform planning work, explore and prepare *Master Plan* update options for discussion with the campus community in early 2014.

3.1 Consultation Timeline

Phase I:

Opportunities for public input on UBC's *Okanagan Master Plan* update process included:

October 3rd, 2013 to October 17th 2013– online consultation and one Public Information Session held on October 9th.

Phase II and III:

A second and third phase of public consultation will take place in early 2014 and Fall 2014.

4. Public Notification and Stakeholder Engagement

C+CP provided notification of the October 3rd to 17th consultation period to its campus community and neighbours through advertising, online channels, and outreach to stakeholders.

4.1 Stakeholder Engagement

An engagement strategy was designed to identify key stakeholders and to establish the most effective avenues to (a) deliver the information about the consultation to a broad audience and (b) provide communication tools to assist with information distribution to their networks. Key stakeholders for this process were identified as students, faculty and staff, the City of Kelowna, BC Transit, Glenmore Ellison Improvement District, Fortis BC, and University neighbours.

Notification of the consultation process was provided by email to **39 campus stakeholders**, representing students, faculty and staff, the City of Kelowna, BC Transit, utilities, and University neighbours (see Appendix III for the full stakeholder notification list). The email communication included a copy of

the newspaper ad, sample tweets, and a link to the C+CP website that they could post to direct people to more information. Stakeholders were encouraged to share the information with their networks.

4.2 Notification

C+CP provided notification of the October 3rd to 17th public consultation period to over **17,000** contacts through advertising, online channels, and stakeholder outreach.

Notification was provided through the following print advertisements and online channels:

- The Phoenix on September 23rd and October 7th (circ 2,000 x 2)
- Top Banner ad in The Phoenix online from October 3rd to 17th (monthly average of 5,102 page views)
- UBC Exchange Faculty and Staff e-newsletter on October 2nd and 16th (circ 1,362 x 2)
- Managers and Directors Heads Up Email List on October 3rd (circ 103)
- Posted on UBC's Okanagan Spotlight landing page from October 3rd to 17th (reach unknown)
- Posted on UBC's Okanagan Student Services & Financial Support Spotlight landing page from October 3rd to 17th (reach unknown)
- Campus digital signage from October 3rd to 17th (circ 1,344)
- *Master Plan* Update 2013 web pages on C+CP website (912 unique page views)
- Posts to UBC's Okanagan University Relations Twitter and AVP Students Twitter accounts throughout the public consultation period (over 848 followers)
- Posts to UBC's Okanagan Facebook Page (over 2,035 contacts (likes) and 308 unique page views of the Master Plan notification post)
- Emails to campus stakeholders on September 25, 2013 (7 stakeholder groups).

5. Public Consultation

Public consultation included online consultation from October 3rd to 17th, and one Public Information Session held on October 9th. During Phase I of public consultation, the following feedback was received:

- **125** questionnaires (**117** online and **8** in-person)
- **2** letter submissions
- **1** petition to build a bike path along the north side of Robert Lake **with 751 signatures**

5.1 Public Information Session

A series of 18 display boards were distributed around the Administration Building Foyer with information on the background and overview of UBC's *Okanagan Master Plan*, issues for consideration during the

Master Plan update process, timeline and next steps, and information on UBC's Okanagan Visioning Process, that is taking place simultaneously with the *Master Plan* update process.

Copies of the information presented at the Public Information Session (display boards), as well as the feedback questionnaire are provided in Appendix II.

Policy Planning staff from UBC were on hand to answer questions about UBC's *Okanagan Master Plan* for the duration of the events.

A total of **120** people attended the Public Information Session.

5.2 Online Consultation

The C+CP website provided the same information for online consultation as was available on the display boards at the Public Information Session on October 9th. The web content and the link to the online questionnaire were posted to the *Master Plan* update pages on C+CP website on October 3rd. The online questionnaire included links to the relevant supporting information on the C+CP website and included the same set of questions as those asked at the Public Information Session.

The public was invited to take the questionnaire and provide input until October 17th.

6. Detailed Questionnaire Feedback

Below is the detailed feedback received in the 6 questions from the questionnaire. Note that only comments reaching 5% (6 or more occurrences) are represented in the tables below. Each question has been calculated out of 125, the total number of respondents.

Question 1. What other critical academic facility needs do you feel could be addressed?

Comments	No of references	Percentage
Support for more study/meeting spaces	30	24%
Support for bigger/new library space	23	18%
Support for more/bigger classrooms and lecture halls (for classes, events and conferences)	22	18%
Support for more innovation/research spaces (labs, simulation spaces, etc.)	22	18%
Support for more/a larger University greenhouse for research	6	5%

Question 2. What other amenities do you think would enhance your social or living experience on campus (e.g.: retail, recreation, athletic or open space)?

Comments	No of references	Percentage
Support for safer cycling/pedestrian access to and from campus/bike path and safer trails (from Glenmore [Curtis Rd.], Highway 97, Quail Ridge, Rutland etc.)	27	22%
Support for more and better/healthier food options on campus	27	22%
Support for a grocery store on campus	26	21%
Support for a pool on campus	26	21%
Support for more retail, services and amenities on campus in general	25	20%
Support for more recreation facilities on campus (no specifics provided)	24	19%
Support for more informal/social spaces on campus	10	8%
Support for more cultural spaces on campus (e.g.: theatre, museum etc.)	9	7%
Support for a formal/sit down restaurant on campus	9	7%
Support for re-instating the tennis courts on campus	9	7%
Support for a pharmacy on campus	8	6%
Support for more social outdoor spaces	8	6%
Support for more study spaces	7	6%
Support for a Faculty/Staff club/informal social space	8	6%
Support for a track and field running track on campus	6	5%
Support for a community garden/farming space	6	5%

Question 3. When it comes to sustainability, what else do you think we could do?

Comments	No of references	Percentage
Support for safer cycling/pedestrian access to and from campus/bike path and safer trails (from Glenmore (Curtis Rd.), Highway 97, Quail Ridge, Rutland etc.)	34	27%
Support for improved recycling and composting on campus	22	18%
Support for respecting/protecting the campus' natural environment	8	6%
Support for planting more native plantings in campus landscape	7	6%
Support for reducing reliance on cars	7	6%
Support for more sustainable food options on campus	8	6%

Support for more solar panels on buildings	6	5%
Support for more sustainable heating/cooling in buildings	6	5%
Support for more frequent bus service to and from campus	6	5%

Question 4. What's your experience with transportation on-campus, and to and from campus?

Comments	No of references	Percentage
Support for safer cycling/pedestrian access to and from campus/bike path and safer trails (from Glenmore (Curtis Rd.), Highway 97, Quail Ridge, Rutland etc.)	39	31%
Support for more frequent bus service to/from campus (especially from Glenmore)	33	26%
Support for improved transit system to campus (e.g.: more connections to reduce travel time by bus)	21	17%
Support for more parking on campus	13	10%
Support for addressing traffic and congestion issues to/from campus (e.g.: Highway 97 and traffic circle issues)	12	10%
Satisfied with current public transit system to and from campus (including UPass program)	9	7%
Support for a more connected road network to/from campus (i.e.: more than one entrance to campus/need to explore 'back road' option)	9	7%
Support for addressing pedestrian-vehicle conflicts on campus (especially between UNC and the 260 Library/Fipke area)	7	6%

Question 5. Of everything you have identified as important to you in the questions above, what are the top three issues that you would like to see addressed as part of the *Master Plan* update process?

Comments	No of references	Percentage
Of everything respondents identified as important to them in the questions above, the top #1 issues they would like to see addressed as part of the Master Plan update process include:		
• Support for bike path/safer cycling and pedestrian access to and from campus	23	18%
• Support for more innovation and research spaces (labs, simulation	10	8%

spaces, etc.)		
• Support for more study spaces	7	6%
• Support for more library space	7	6%
Of everything respondents identified as important to them in the questions above, the top #2 issues they would like to see addressed as part of the Master Plan update process include:		
• Support for bike path/safer cycling and pedestrian access to and from campus	15	12%
• Support for more study spaces and meeting rooms	6	5%
• Support for more retail, services and amenities	6	5%
Of everything respondents identified as important to them in the questions above, the top #3 issues they would like to see addressed as part of the Master Plan update process include:		
• Support for more retail, services and amenities	11	9%
• Support for more recreation facilities	10	8%
• Support for bike path/safer cycling and pedestrian access to and from campus	7	6%

Question 6. Are there other issues or development needs you think should be considered in the *Master Plan* update process?

Comments	No of references	Percentage
Support for safer cycling/pedestrian access to and from campus/bike path and safer trails (from Glenmore (Curtis Rd.), Highway 97, Quail Ridge, Rutland etc.)	6	5%

7. Written Submissions

7.1 Letter Submissions

Two (2) letter submissions were received during the public consultation period. Letters were received from a staff member, and a student from the UBC Students' Union Okanagan (UBCSUO).

In the first submission, a staff member from Athletics and Recreation requested that the Master Plan update process better reflect the need for more recreation facilities on campus, particularly with regards to expansion of the gymnasium.

The second submission from UBCSUO identified a need for safer cycling and pedestrian access to and from campus, such as bike paths and pedestrian trails.

One late letter submission was received.

7.2 Petition

A petition to build a bike path along the north side of Robert Lake with **751 signatures** was received. The petition expresses support for safer cycling access to and from campus to meet the needs of the increasing number of people willing to consider alternative transportation, and reduce usage of automobile-specific infrastructure such as parking and vehicle access, which would contribute to achieving the University's mandate of reducing its ecological footprint.

A copy of the petition with additional comments in support of addressing safer cycling to and from campus is available in Appendix V of this report (attachment).

8. Participant Demographics

Participant demographics are calculated over 125, the total number of questionnaire respondents.

What is your primary affiliation with UBC?	Count	Percentage
Student	37	30%
Faculty	36	29%
Staff	39	31%
Alumni	6	5%
No direct association	3	2%
Other, please specify...	4	3%

Where do you live?	Count	Percentage
On campus	13	10%
Off campus, please specify where...	107	86%

From the 107 'Off campus, please specify where...' responses, of the total number of respondents:

- 22% (28) were from Kelowna
- 18% (22) were from Glenmore
- 7% (9) were from Rutland
- 6% (7) were from Lake Country
- 6% (7) were from Upper Mission
- 6% (7) were from West Kelowna

9. Next Steps

The process to update UBC's *Okanagan Master Plan* will take place over the next 18 months, and includes a number of opportunities for public input. Following this first phase of consultation, outreach working meetings with key campus stakeholders will be conducted this Fall, and planning work and preparation of options will take place between Winter 2013 and early 2014. The feedback on issues received as part of this first phase of public consultation will inform this work.

A second phase of public consultation will take place in early 2014, and will be widely advertised to invite feedback on draft plan options.

10. Appendices

10.1 Appendix I: Public Information Session Display Boards (Attachment)

10.2 Appendix II: Questionnaire (Attachment)

10.3 Appendix III: Stakeholder Notification List

10.4 Appendix IV: Verbatim Feedback Received (Attachment)

10.5 Appendix V: Petition to Build a Bike Path Along the North Side of Robert Lake (Attachment)

10.3 Appendix III: Stakeholder Notification List

Please note that the number of individual stakeholders that each received notification of public consultation on the Master Plan Update Process is indicated in brackets in the table below:

Stakeholder Notification List	
On-campus Stakeholders	
1	UBC Okanagan Associate Professor, Anthropology
2	UBC's Okanagan Student Government (2)
3	UBC's Okanagan Aboriginal Programs and Services
4	UBC's Okanagan International Programs and Services
5	UBC's Okanagan Disability Resource Centre
6	UBC's Okanagan Athletics and Recreation
7	UBC's Okanagan Student Services and Financial Support
8	UBC's Okanagan Housing and Conference Services (3)
9	UBC's Okanagan Daycare
Neighbours and External Stakeholders	
10	Glen Am Gravel
11	Glenmore Ellison Improvement District (GEID)
12	City of Kelowna (4)
13	Fortis BC (3)
14	High Line Realty
15	Konkast
16	BC Transit
17	Piermac Sand Gravel
18	Cliff Serwa (Local Property Owner)
19	Dave Daku (Local Farmer and Property Owner)
20	Environment Canada Mountain Weather Office
21	The Hon. Christy Clark, MLA for Westside-Kelowna, Premier of British Columbia
22	Norm Letnick, MLA for Kelowna-Lake Country
23	The Hon. Steve Thomson, MLA for Kelowna-Mission, Minister of Forests, Lands and Natural Resource Operations
24	His Worship, James Baker, Mayor, District of Lake Country
25	His Worship, Doug Findlater, Mayor, District of West Kelowna
26	Hon. Ron Cannan, P.C., MP, Kelowna-Lake Country
27	Robert Hobson, Chair, Central Okanagan Regional District