Fleetwood Plan

Engagement Summary

Getting Started

May, 15 2020
What We Heard

Getting Started

This engagement summary provides an overview of the first phase of engagement (Getting Started) for the Fleetwood Plan. During the Fall of 2019 we held an open house at the Surrey Sport and Leisure Complex, conducted an online survey and held stakeholder meetings. This initial outreach was designed to raise awareness about the planning process. In addition, it was an opportunity for residents to share what makes Fleetwood so unique and what excites or concerns them about the future of Fleetwood as the community grows and SkyTrain extends along Fraser Highway.

Where We’ve Been in the Planning Process

We have completed Step 1 (Getting Started) of the planning process. Review this document for a summary of what we heard during that time. The next step (Exploring Options) starts in Spring 2020.

<table>
<thead>
<tr>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STAGE 1</strong></td>
<td><strong>STAGE 2</strong></td>
<td></td>
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<tr>
<td><strong>GETTING STARTED</strong></td>
<td><strong>EXPLORING OPTIONS</strong></td>
<td><strong>DEVELOPING THE PLAN</strong></td>
<td><strong>REFINING THE PLAN</strong></td>
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How We Engaged

- **Open House**
  Over 750 people attended the November open house.

- **Survey**
  We received 543 responses to the online survey.

- **Video**
  The Fleetwood video was viewed over 11,000 times.

- **Postcards**
  Over 7,000 postcards were sent out to households in Fleetwood.

- **Newspaper Ad**
  Ads were placed in the Surrey Now-Leader, Cloverdale Reporter, and Peace Arch newspapers to promote the November open house.

- **Social Media**
  The City used its social media accounts to raise awareness about the Fleetwood Plan.
**Who We Reached**

Over 1293 participants completed the online survey and/or attended the open house. Of these, 80% were Fleetwood residents.

**What Surrey neighbourhood do you live in?**

- Whalley
- Guildford
- Newton
- Cloverdale
- South Surrey

**Where in Fleetwood do you live or work?**

- 80% Lived in Fleetwood
- 20% Lived outside of Fleetwood

**For those living outside Fleetwood, what is your relationship to Fleetwood?**

- **PLAY**: 38%
- **WORK**: 20%
- **BUILD**: 11%
- **OTHER**: 39%
Residents were asked what area do they consider the 'heart of Fleetwood'. This heatmap displays areas that were highlighted by participants. This information will help the City determine a long term vision for Fleetwood and help determine core areas for planning.

"Fleetwood Community Centre -- it has everything in one place. Library, fitness, lovely outdoor gathering places."

- Survey Participant Response

"I love the Fleetwood library in the heart of Francis Park. It is also very close to commercial block where there’s grocery, restaurants, and laundry among other things."

- Survey Participant Response
Favourite Places in Fleetwood

This heatmap displays areas that residents highlighted as their favourite places in Fleetwood or places that they find memorable. This will help the City know places of current importance, and areas where a sense of place can grow.

"Fleetwood Park is an oasis in our neighbourhood. Family activities, sports activities and nature walking trails."

- Survey Participant Response

"The paved path and green space along the power lines. Parallel to 96th avenue."

- Survey Participant Response
### Accommodating a Growing Population
Residents were asked to select their top 3 priorities for accommodating population growth in Fleetwood.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance walkability</td>
<td>54%</td>
</tr>
<tr>
<td>Promote healthy living</td>
<td>51%</td>
</tr>
<tr>
<td>Provide a mix of residential and commercial in the heart of Fleetwood</td>
<td>44%</td>
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</tbody>
</table>

### Improving the Transportation Network
How do we ensure that the transportation network meets the needs and abilities of residents whether they’re walking, cycling, taking transit, or driving?

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Facilitate the use of multi-modal travel</td>
<td>50%</td>
</tr>
<tr>
<td>Create inviting and enjoyable pedestrian environments</td>
<td>42%</td>
</tr>
<tr>
<td>Focus on transportation safety</td>
<td>41%</td>
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</tbody>
</table>

### Creating Community & Supporting Local Businesses
There will be a need to support and grow community as Fleetwood grows. How can we create a stronger sense of community and support local business?

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Green the city</td>
<td>50%</td>
</tr>
<tr>
<td>Foster connection with nature</td>
<td>46%</td>
</tr>
<tr>
<td>Encourage mixed uses</td>
<td>45%</td>
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</table>
DESIRE THAT RESIDENTS SHARED

“There is a need for more affordable (not simply market rental housing) and adaptable housing (e.g. adaptable units and public/private spaces for seniors). In addition, there is a need for multi-generational public/private spaces as well as a need for increased daycare facilities”.

“Ensure roadways do not become increasingly congested due to density causing people to drive through residential neighborhoods. Ensure that main roads are convenient and planned for increased traffic”.

“Plazas are missing as well as pedestrian-friendly walkways. The sidewalks can hardly hold enough capacity for people to comfortably walk down Fraser Highway where all of the retail shops are. Bike paths are also not protected by a curb which discourages cyclists of all abilities”.

“Fleetwood needs a vibe. A personality. Create a walkable village. You can accomplish healthy living, thriving commercial core, plants, urban environment, fostering nature and parks etc., with this type of vibe. Bring us good restaurants, easy access to walk from one end of Fleetwood to the other”.

“Create safer spaces for our most vulnerable populations, our homeless, racialized folks, our indigenous community, immigrants and our seniors”.

“More areas suited for seniors would be appreciated. More and more individuals are trying to stay in shape, so more gyms, with dedicated activities, such as Pickleball, dance, music and general social activities to keep seniors active for a well balanced healthy lifestyle”.
On November 13, staff hosted an open house at the Surrey Sport and Leisure Complex where over 750 residents attended and shared their ideas on the future of Fleetwood.

**Live Graphic Recording at Open House**

At the open house residents shared their concerns and desires for the future of their neighbourhoods which were captured in a live graphic recording by an illustrator.
At the open house participants were asked to identify the key elements that they would prioritize the most in the plan.

**Neighbourhood Elements that Residents Prioritized**

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>Public spaces and streets that are safe for everyone, including women, children, seniors, and people with disabilities.</td>
<td>287</td>
</tr>
<tr>
<td>Green</td>
<td>Networks of urban parks, trails, outdoor recreation, and natural ecosystems that are integrated with the neighbourhood.</td>
<td>190</td>
</tr>
<tr>
<td>Beautiful</td>
<td>High quality urban design of buildings and public spaces that give Fleetwood a unique character and vibrant sense of place.</td>
<td>163</td>
</tr>
<tr>
<td>Healthy</td>
<td>A land use mix and transportation network that supports active lifestyles and human health.</td>
<td>154</td>
</tr>
<tr>
<td>Connected</td>
<td>Reduced dependence on automobiles with safe and convenient transportation options for users of all ages and abilities.</td>
<td>123</td>
</tr>
<tr>
<td>Complete</td>
<td>Diversified local shops and services, employment opportunities, cultural spaces, and housing stock.</td>
<td>103</td>
</tr>
<tr>
<td>Inclusive</td>
<td>A mix of housing options and community services to meet the needs of a wide range of incomes, ages, ethnicities, and family structures.</td>
<td>66</td>
</tr>
<tr>
<td>Compact</td>
<td>More places to live, work, and play in compact, walkable nodes that are well served by public transit.</td>
<td>58</td>
</tr>
<tr>
<td>Resilient</td>
<td>Community-wide preparedness for the effects of climate change and reduced reliance on fossil fuels.</td>
<td>32</td>
</tr>
</tbody>
</table>
We can appreciate that it’s not always possible for residents to attend and participate in engagement events. We wanted to find the right balance, so in November we asked when and where is it most convenient for the City to engage with residents, and the types of engagement activity they would be most interested in.

**What types of community engagement would you be interested in?**

- Public Open Houses: 61%
- Online Surveys: 59%
- Community Mapping: 34%
- Focus Groups: 29%
- Workshops: 28%
- Online Forums: 25%
- Pop-up Events: 23%
- Interviews: 18%
- Webinars: 16%
- Kitchen Table Talks: 13%
- Design Charette: 10%
- Other: 2%
- No Opinion/Not Interested: 6%

**Where should we hold future events?**

- Fleetwood Community Centre: 69%
- Surrey Sport & Leisure Complex: 61%
- Fleetwood Library: 38%
- Schools: 18%
- Fleetwood Park: 14%
- Fleetwood Festival (September): 11%
- Other: 2%
- No Opinion/Not Interested: 5%

**What day and time works best for you to attend an event?**

The COVID-19 outbreak has impacted the lives of our family, friends and loved ones in immeasurable ways. While all in-person public engagement activities have been temporarily halted, the City is finding ways to engage with residents virtually. We recognize that some of you might not want to or may not be able to participate in engagement right now. That’s alright. Moving forward, there will be more opportunities to provide input on projects. For now, stay safe and please take care of each other.