

**Attachment C:**  
**Summary of Engagement- Phase 1 and Phase 2**



NEW WESTMINSTER

# Reimagining the Queen's Park Farm

## Council Workshop March 2023

---

### Engagement Summary Reports

- Phase 1 (October 2021)
- Phase 2 (February 2023)

# Reimagining the Queen's Park Farm

Council Workshop March 2023

---

## Engagement Summary Report

- Phase 1 (October 2021)



# NEW WESTMINSTER

## What We Heard: Reimagining the Queen's Park Farm – Community Engagement

October 2021



# Reimagining the Queen's Park Farm

## Engagement Summary Report

October 13, 2021

### Land Acknowledgement

We recognize and respect that New Westminister is on the unceded and unsurrendered land of the Halkomelem speaking peoples. We acknowledge that colonialism has made invisible their histories and connections to the land. As a City, we are learning and building relationships with the people whose lands we are on.

### Introduction

The Queen's Park Farm has been a well-used and loved component of Queen's Park. Due to the COVID-19 pandemic, the farm was closed to the public for the 2020 season.

Before the pandemic, New Westminister Parks and Recreation started reconsidering the long-standing use of the space as a petting farm. With current animal welfare practices, and growing numbers of visitors to the farm, it has become clear that the farm space is not large enough to comfortably house the type of livestock farm-goers have enjoyed. The comfort and care of the animals has always been the City's top priority. Farm staff have always provided the best possible care to the animals, but the City knows going forward that the current space has become insufficient.

The pause in farm operations due to COVID-19 provided an opportunity to try out alternative, COVID-19-friendly programming in the space, such as an outdoor art gallery, summer concert series and educational programming for youth.

Summer 2021 also provided an opportune time to start a community conversation about what this space could be in the future. The City began gathering initial input in July through an online discussion forum on Be Heard New West, short in-person surveys in Queen's Park, and a brainstorming wall on site at the farm. More fulsome engagement took place later in the summer and early fall with an online survey and community workshop.

This report provides a summary and results from the community engagement, and provides a snapshot of the themes and messages the city received by email and on social media.

The purpose of this summary report is to share with City Council, engagement participants, and the New Westminster community:

1. [What engagement activities were completed](#)
2. [A summary of what we heard](#)
3. [Demographic information about participants & representation analysis](#)
4. [Next steps](#)

## Engagement Process

The Reimagining the Queen's Park Farm Engagement process started in July 2021 with a variety of engagement options such as a discussion forum and idea jam wall. In August, an online community survey was launched on [Be Heard New West](#), and intercept surveys were conducted by City staff on site at Queen's Park. Following the launch of the online survey, all community members were invited to join a workshop on September 23 or 25. Unfortunately, due to low registration, the workshop on September 25 was cancelled and registered participants were instead invited to join on September 23.

### **Opportunities to Engage**

- **Online Discussion Forum**
  - July 5 – October 6
  - 92 unique participants, over two discussion threads
- **Ask a Question Tool**
  - July 5 – October 6
  - 2 participants
- **Virtual Community Workshop**
  - September 23
  - 6 participants
- **Idea Jam Wall**
  - July 13 – August 29
  - 6 comments
- **Intercept Surveys at Queen's Park**
  - Various days and times between August 19 –30
  - 141 responses
- **Online Survey**
  - September 7 through October 6, 2021

- 103 responses
- **Be Heard New West Project Webpage**
  - Launched July 5
  - 1,200 unique visitors as of October 14, 2021
- **Facilities, Infrastructure and Public Realm Advisory Committee**
  - October 21 meeting

The opportunities to engage were communicated through the following methods:

- Email notification to various City email databases:
  - Be Heard New West subscribers
  - Parks & Recreation newsletter subscribers
  - CityPage online newsletter subscribers
- Social media posts (Facebook, Instagram, Twitter)
- Notices in CityPage in the Record newspaper
- Promotion in public meetings and events, such as community programming in the farm space and at RiverFest booth on September 25

*Important Note: this summary of engagement input does not reflect a representative sample of the New Westminster community. The input captured here reflects the views of those who self-selected to participate, and may not be representative of the views of other community members and stakeholders. Please see section four – About Participants, starting on Page 20 – for some demographic information and representation analysis.*

# What We Heard

## Online Discussion Forums

As part of this engagement, participants were invited to collaborate and share their thoughts with fellow community members through two online discussion forums on Be Heard New West.

The first forum was launched on July 5, 2021 and the community was invited to **“Share a memory of the farm, and the feeling or experience that could carry forward into a new use for the space.”** This thread received 53 submissions from 42 unique users.

The second discussion forum opened on July 29 and received 44 submissions by 29 unique users. This prompt invited participants to expand on their contributions to the first thread, asking, **“The long-term future use of this unique space is open for new ideas! Aside from a petting farm, what specific activities / programming would you like to see brought to the space?”**

Both discussion threads remained open until October 6, 2021.

Below is a summary of the key themes that arose across both discussion threads. The themes below are presented in no particular order, and comments have been summarized such that they are not attributed to any one individual, unless quoted. Please see the supplementary Verbatim Report to access all of the discussion forum comments.

**Nostalgia:** A large number of comments on the discussion forum focused on the memories and nostalgia community members felt towards the petting farm. Commenters shared their memories of visiting the farm themselves, and their hopes to share the same experience with their children and grandchildren. The memories highlighted that “the farm was an asset to the community and loved by so many.”

**Keep the Farm:** Some commenters were in opposition to any changes to the space, requesting the City to “just keep the farm the way it is.”

Other comments suggested ways in which the City could pivot its approach for the space, while still maintaining an essence of the farm:

**Increasing the size of the space, or reducing the number of animals:** Some comments suggested expanding the farm or reducing the number of animals in the space as a way to address animal welfare concerns.



**Incorporate animals in other ways:** Comments included that “some type of animal programming should still be available.” Many suggestions were made for ways in which animals could be included in the space for purposes other than petting. Some ideas included: animal rehabilitation centre, chicken coops, kitten adoption, and an apiary.

**Continue with a farm theme, without animals:** Comments suggested focusing on edible crops, cultivation, harvesting, education and food security. One participant commented “the farming theme could be continued - not with animals, but with food.”

**Maintain a children-friendly space:** Commenters emphasized the importance of the re-envisioned space to continue to cater to toddlers and young children, supporting “some alternative that's still appropriate for that young age group is important.”

Some comments included **other unique ideas** and ways in which the space could be reimagined in the future. A sample of ideas include:

- A group meeting space that is inclusive to everyone;
- A garden highlighting traditional Indigenous knowledge;
- A covered play area.

Additionally, a handful of comments in the discussion threads focused on **concerns** surrounding **animal welfare** in the farm space and the **engagement process/focus** for this project.

## Idea Jam Wall

As a passive engagement option for those visiting the farm space over the summer, the City installed an Idea Jam brainstorming poster where visitors were encouraged to add their ideas. The Idea Jam wall was on display and open for input from July 13 to August 29 for the duration of summer programs and events at the farm.

In response to the prompt “**We want to know how the Queen's Park Farm space can be positioned in the future to better support broader community priorities and interests. Help us brainstorm what NEW exciting activities, programming and uses can be brought to this space! Draw or write your ideas on the mural below.**

**Remember to be kind and respectful to help create a safe space for everyone,”** the Idea Jam received six contributions from community members.

Ideas shared included: Barbeque pits, picnic areas, concerts, sleepover or birthday parties, outdoor movie nights, and campfires.

## Virtual Community Workshop

### Workshop Background & Format

In addition to various other engagement activities related to identifying a possible new future for the Queen's Park Farm, workshops were offered in order to provide an opportunity for community members to brainstorm and discuss the farm's future together. The purpose of these sessions were to briefly share the context for reimagining the farm, and then offer a respectful, facilitated space where participants were able to discuss their values, priorities and ideas for the future of this part of Queen's Park.

In an effort to better meet the needs of the community and increase the accessibility of the sessions, the City planned and was prepared to offer two workshop sessions. The first workshop was an evening session scheduled on Thursday September 23 on Zoom, and the second offering was scheduled for the morning of Saturday September 25, on site at the Farm space at Queen's Park. Unfortunately, despite the efforts made to spread the word about the Saturday (Sept. 25) session, registration remained very low. Due to the low registration, as well as experience with not all registered participants attending engagement events, the project team made the difficult decision to cancel the Saturday workshop. Registered participants were notified in advance via email, and were instead invited to join the Thursday evening session.

In total, 25 individuals registered to participate in the community workshop, and six community members attended.

The workshop was hosted by the City's Public Engagement team with support from the Parks and Recreation department. Public Engagement staff led and facilitated the session while the Park and Recreation team offered a brief presentation and subject matter expertise when needed. The workshop also included a staff note taker to capture the conversation and participant input.

### What We Heard: Key Themes

Below is a summary of the key themes that arose in the community workshop in response to the discussion questions. In some cases, an individual response may have been applied to several themes, based on the context. The themes below are presented in no particular order, and comments have been summarized such that they are not attributed to any one individual, unless quoted. For fulsome notes from the workshop, please see the supplementary Verbatim Report.

**Discussion Question 1:** What did you value most about the petting farm?

**Question 1 Key Themes:** barrier-free and accessible family activity; made Queen’s Park a “destination”; provided value for city kids; concerns for animal welfare; intergenerational activity.

**Discussion Question 2:** Thinking about what everyone shared, what themes or priorities did you hear? What are the common threads?

**Question 2 Key Themes:** Connection – between generations, families, and with nature; low-barrier activity; sharing; learning; education; gathering space; unique destination.

**Discussion Question 3:** How could these priorities or themes carry forward into new activities or focus for this space in the park?

**Question 3 Key Themes:** Maintain the theme through a different type of farm – insects, chickens, virtual offerings; bring people together with food; incorporate Indigenous voices in the space; offer a covered/sheltered space.

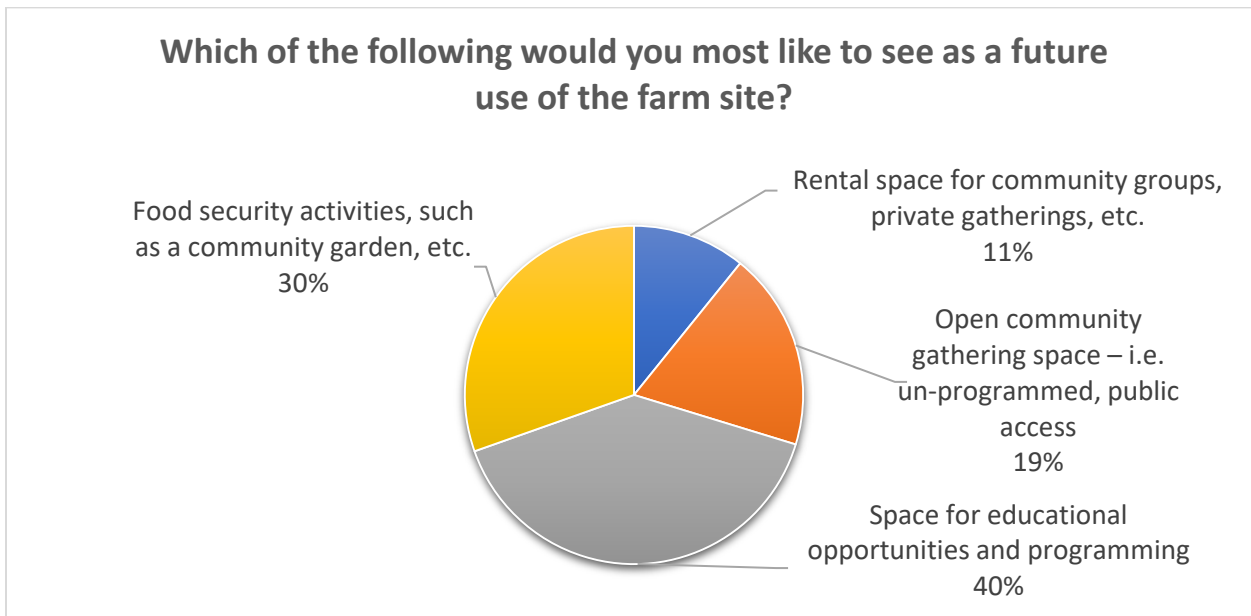
## Intercept Survey

The intercept survey was conducted by City staff around Queen’s Park with the objective to meet people where they are at, and to engage with community members who may not participate in more traditional engagement methods. The three-question survey was conducted towards the end of the summer at various times of day on August 19 -22 and 24, 25, and 30, and received responses from approximately 140 groups. Below is a summary of the results.

**Question 1:** Which of the following would you most like to see as a future use of the farm site? (choose one only)

Choice	Percentage	Count
<b>Total Responses: 148</b>		
Rental space for community groups, private gatherings, etc.	11%	16
Open community gathering space – i.e. un-programmed, public access	19%	28
Space for educational opportunities and programming	40%	59

Food security activities, such as a community garden, etc.	30%	45
--	-----	----



**Question 2:** In your opinion, what is missing in the park or in New West that could potentially be added here? (open answer: staff write participant’s response; use their words – i.e. don’t paraphrase)

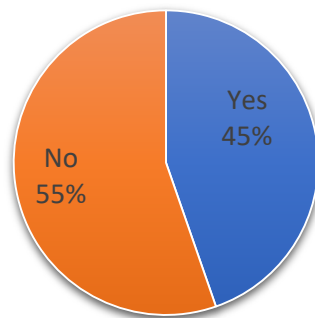
In response to this question, participants provided a wide range of creative and thoughtful ideas. Some of the top responses included: a swimming pool, covered play area, climbing wall and a big kid’s playground. Other unique ideas proposed were archery, a miniature train, gardening plots, and an outdoor classroom.

For a full list of ideas proposed, please see the Verbatim Engagement Report.

**Question 3:** Do you currently live in New Westminster?

Choice	Percentage	Count
<b>Total Responses: 141</b>		
Yes	45%	63
No	55%	78

## Do you currently live in New Westminster?



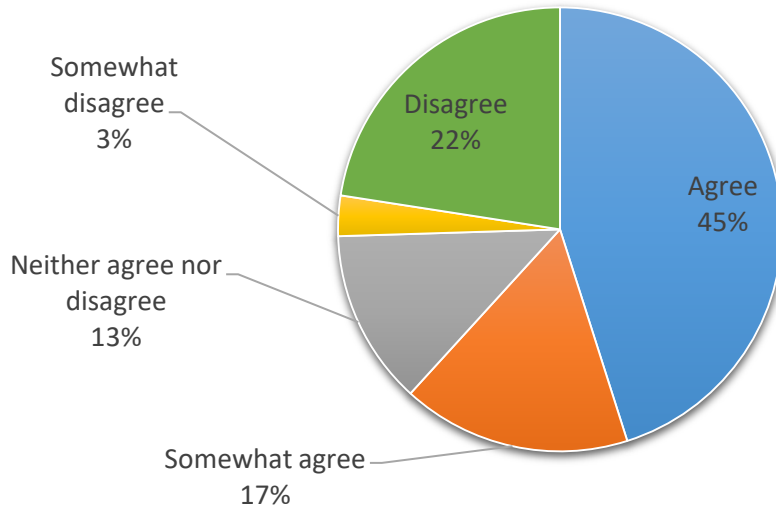
### Online Community Survey

The online survey was open on Be Heard New West from September 7 through October 6, 2021 and received 103 responses. Below is a summary of the results.

**Question 1:** City staff and Council are committed to moving away from the traditional petting farm use and no longer keeping livestock in the park. However, there is opportunity for the space to continue to operate with a similar theme, inspiring cultivation and farming in an urban space. **Please select your level of agreement with the following statement: The space at Queen’s Park should continue to operate with a similar theme of “Urban Agriculture.”**

Choice	Percentage	Count
<b>Total Responses: 102</b>		
Agree	45%	46
Somewhat agree	17%	17
Neither agree nor disagree	13%	13
Somewhat disagree	3%	3
Disagree	23%	23

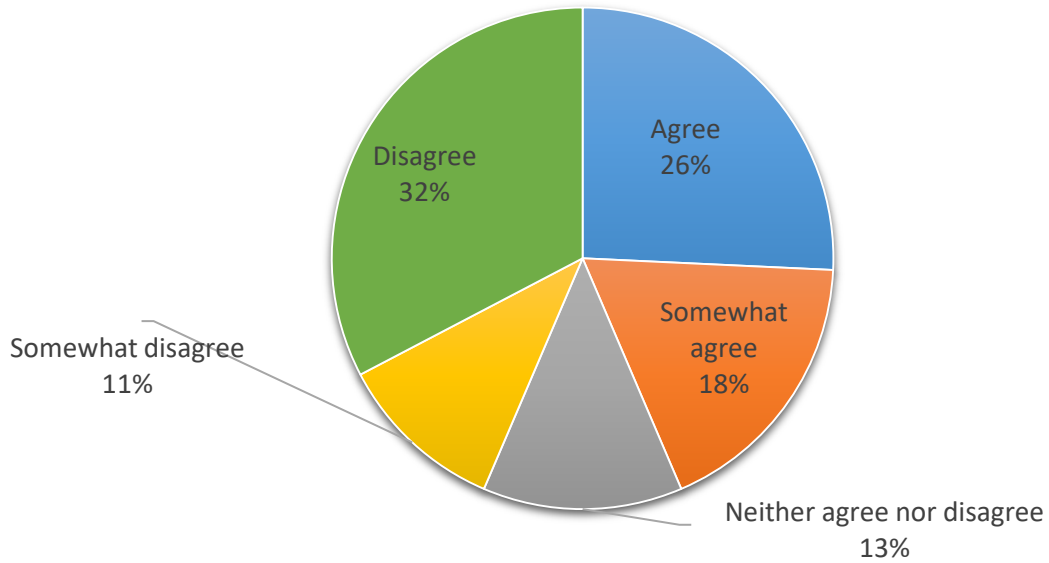
**The space at Queen’s Park should continue to operate with a similar theme of “Urban Agriculture.”**



**Question 2:** As seen over the summer with the temporary Filling the Farm programming, there is opportunity for the space at Queen’s Park to operate with completely new themes other than agriculture, animals, farming. **Please select your level of agreement with the following statement: The long term future of the space at Queen’s Park should be altered to support and accommodate different themes (e.g. arts and culture, sports and recreation, education etc.)**

Choice	Percentage	Count
<b>Total Responses: 101</b>		
Agree	26%	26
Somewhat agree	18%	18
Neither agree nor disagree	13%	13
Somewhat disagree	11%	11
Disagree	33%	33

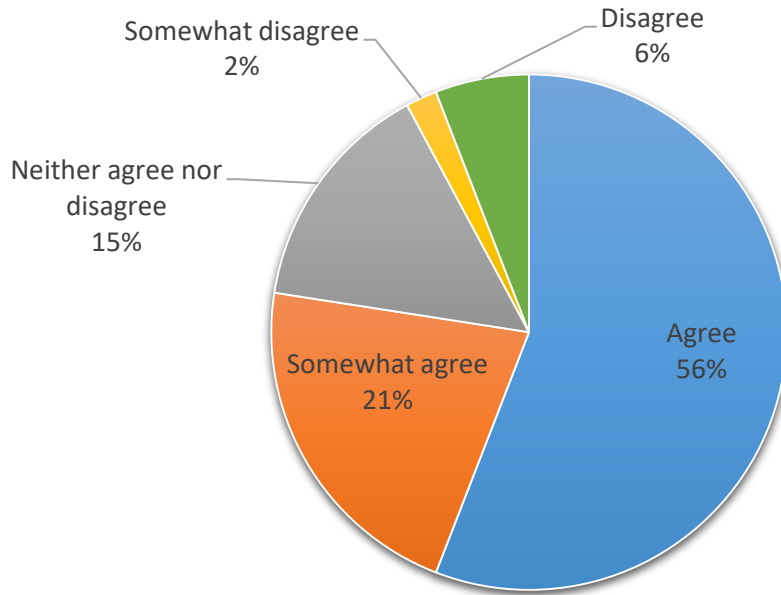
**The space at Queen’s Park should be altered to support and accommodate different themes**



**Question 3:** Please select your level of agreement with the following statement: **Whatever new uses are determined, the space at Queen’s Park should allow for year-round operation.**

Choice	Percentage	Count
<b>Total Responses: 102</b>		
Agree	56%	57
Somewhat agree	22%	22
Neither agree nor disagree	15%	15
Somewhat disagree	2%	2
Disagree	6%	6

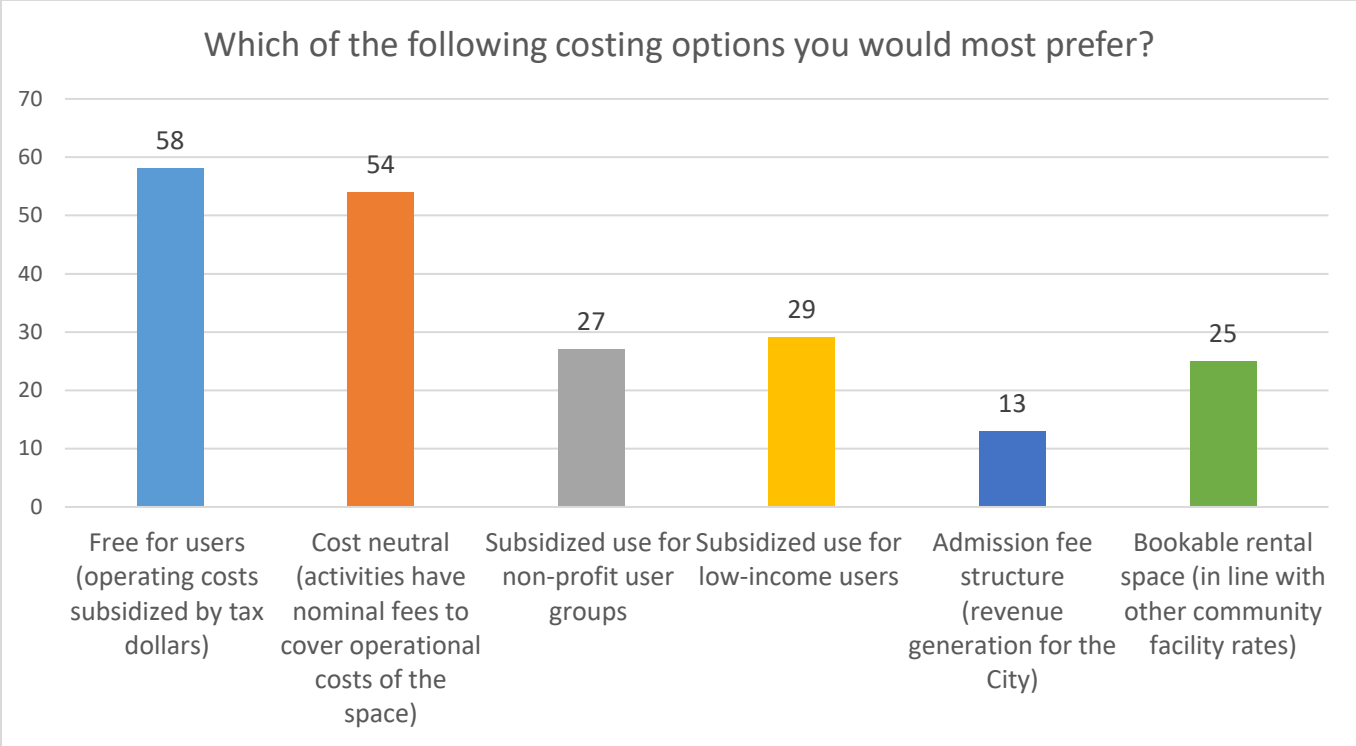
**Whatever new uses are determined, the space at Queen’s Park should allow for year-round operation.**



**Question 4:** The Queen’s Park petting farm traditionally operated without admission fees or upfront costs to users, but was instead operated through use of general City funds (i.e. taxes). In the future, the fee structure of the space could be altered. **Please select which of the following costing options you would most prefer: (select all that apply)**

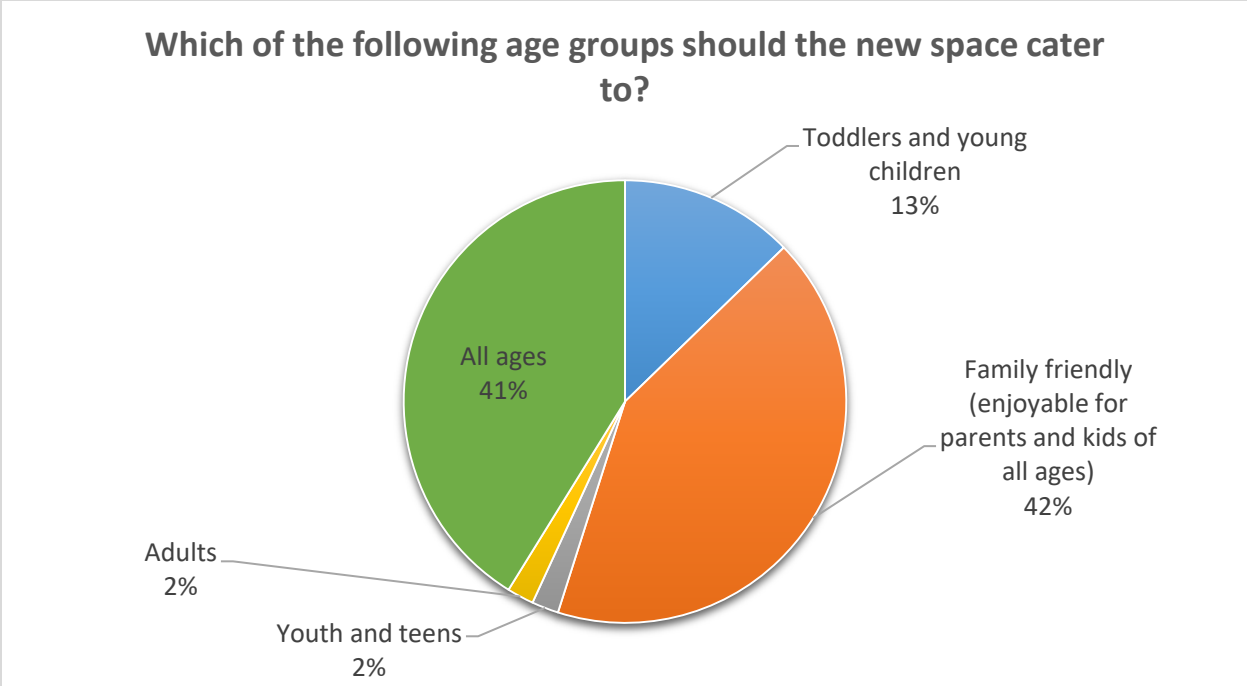
Fee Structure	Count
<b>Total responses: 206</b>	
Free for users (operating costs subsidized by tax dollars)	58
Cost neutral (activities have nominal fees to cover operational costs of the space)	54
Subsidized use for non-profit user groups	27
Subsidized use for low-income users	29
Admission fee structure (revenue generation for the City)	13
Bookable rental space (in line with other community facility rates)	25





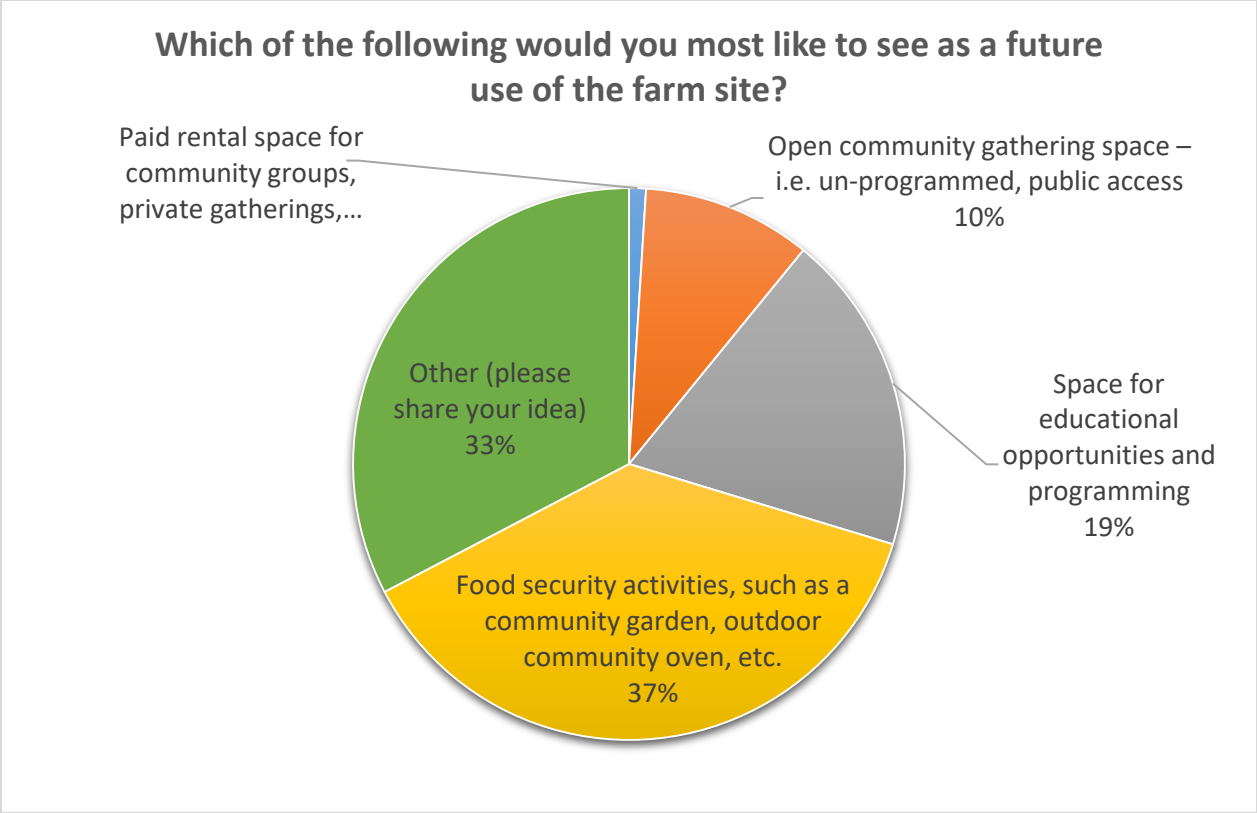
**Question 5:** Which of the following age groups should the new space cater to? (choose one only)

Choice	Percentage	Count
<b>Total Responses: 102</b>		
Toddlers and young children	13%	13
Family friendly (enjoyable for parents and kids of all ages)	42%	43
Youth and teens	2%	2
Adults	2%	2
All ages	41%	42



**Question 6:** Which of the following would you most like to see as a future use of the farm site? (choose one only)

Choice	Percentage	Count
<b>Total Responses: 102</b>		
Paid rental space for community groups, private gatherings, etc.	1%	1
Open community gathering space – i.e. un-programmed, public access	10%	10
Space for educational opportunities and programming	19%	19
Food security activities, such as a community garden, outdoor community oven, etc.	38%	38
Other (please share your idea)	33%	33



**A total of 33 comments were provided by those who chose “other, please specify.”**

Below is a summary of the key themes across the comments. In some cases, several themes have been applied to one individual response, based on the content; this means that a single response can be counted multiple times. For a full list of comments, please see the verbatim summary report.

Theme	# of Mentions	Sample Comments
Keep the petting farm	18	<ul style="list-style-type: none"> <li>- “Please keep it as a petting zoo.”</li> <li>- “Petting farm was great and would like to see it stay. Great opportunity for kids volunteering and seeing animals that we don’t normally get to see if our urban environment. It was one of the best things in new west.”</li> <li>- “The space isn’t really set up for other activities, it’s hard to imagine investing into something different there that would be fully utilized or worth tax payer’s funds.”</li> </ul>
Educational opportunities	6	<ul style="list-style-type: none"> <li>- “Space for nature and environmental based educational opportunities and programming...”</li> </ul>

		- "An outdoor classroom space for parks and rec programming of all kinds." - "Education on farm (agriculture AND animal) to table."
Children's play area	4	- "Expanded play spaces for toddlers, young children and their care givers." - "Expanded play/educational area for young children. As the farm site is adjacent to the existing play areas for young children, I think it will be best to use the farm site area in some capacity for young children to enjoy."
Agriculture-related uses	2	- "Foraging, growing, cooking and preserving activities around food and textiles." - "teach farming and sustainability without showing kids animals are for 'use'"
Other	6	- "Installed outdoor fitness equipment. An outdoor covered sitting area or picnic area." - "Public market" - "An off leash dog park and maybe a spray park."

## Online Feedback and Commentary

### Email and Letter Correspondence

In addition to the engagement opportunities offered online and in person, community members were able to share their feedback with the City via email. Eight emails were received by project staff and an additional two letters were written to Mayor and Council on the topic of the future of Queen's Park Farm.

Many of these submissions expressed sentiments and themes that have been common across other engagement activities for this project. Below is a summary of some of the themes from community correspondence. These themes are presented in no particular order.

**Key Themes:** Continue to operate a petting farm with fewer animals; enhance animal welfare; keep the petting farm as-is; offer this space to Indigenous groups; recognize the nostalgia and importance the farm had to families; recognize the value in learning about and connecting with animals; consider the physical needs of children; maintain the

inclusive, low-barrier access; and consider other ideas such as: adding new community experiences, including sheltered areas for year round access, a structured maze, an urban farm, and repurposing old streetcar rails into the design of the new space.

## Social Media Commentary

As part of the promotions for this engagement, the City published several social media posts inviting the community to share their thoughts and engage with us on Be Heard New West. Two posts were made on each of the City's official Facebook, Instagram and Twitter channels. Across platforms, a total of 182 comments were received, generating diverse and valuable conversations between community members.

Several key themes emerged from the comments, and are presented below in the order they were mentioned. In some cases, an individual response may have been applied to several themes, based on the context.

1. **Ideas for the future of the farm (39 mentions):** The comment sections on the City's social media posts were filled with a wide range of unique ideas for the future of the farm space. A sample of some suggested ideas include: a large fountain, a toddler playground/ 'tot lot', outdoor childcare, community/education garden, a pump track, enclosed play area, an outdoor movie theater, and a dog park. For a full list of ideas suggested through the comments on social media, please see the Verbatim Engagement Report for links.
2. **Animal welfare (18 mentions):** Commenters were largely in support of the decision to move away from keeping livestock in the farm, sharing information, resources, and educating others on the concerns with using animals for entertainment.
3. **Expand the farm (15 mentions):** Other commenters suggested expanding the farm space, or reducing the number/size of animals, as a way to address some of the animal welfare concerns, while still maintaining this community asset.
4. **Value the space had for children (10 mentions):** Some comments identified the petting farm as a way to educate and expose young children to animals. Other comments noted the loss this attraction would be to city children in New West.
5. **Nostalgia (8 mentions):** Comments mentioned the positive memories individuals had visiting the farm, and the sadness they would feel by its removal.

6. **The engagement process (8 mentions):** Some commenters feel the community should have been involved prior to the decision to transition the farm. Other comments questioned if their input would be considered in the process.
7. **Keep the farm (7 mentions):** Comments suggested keeping the petting farm in its original state with its original purpose.

## Presentation to Facilities, Infrastructure and Public Realm Advisory Committee

On October 21, 2021 City staff presented an overview of the Queen's Park Farm transition project and preliminary engagement results to the City's Facilities, Infrastructure and Public Realm Advisory Committee. After a short presentation, committee members had a chance to put forward their own ideas and suggestions for the future direction of the farm space. Below is a summary of the key themes that emerged from the discussion with the FIPRAC.

**Key themes:** Cater to all age groups; integrate Indigenous knowledge; offer a variety of experiences; incorporate animals in other ways; offer gardening experiences for those without access to greenspace; include a 'community table' for sharing of food.

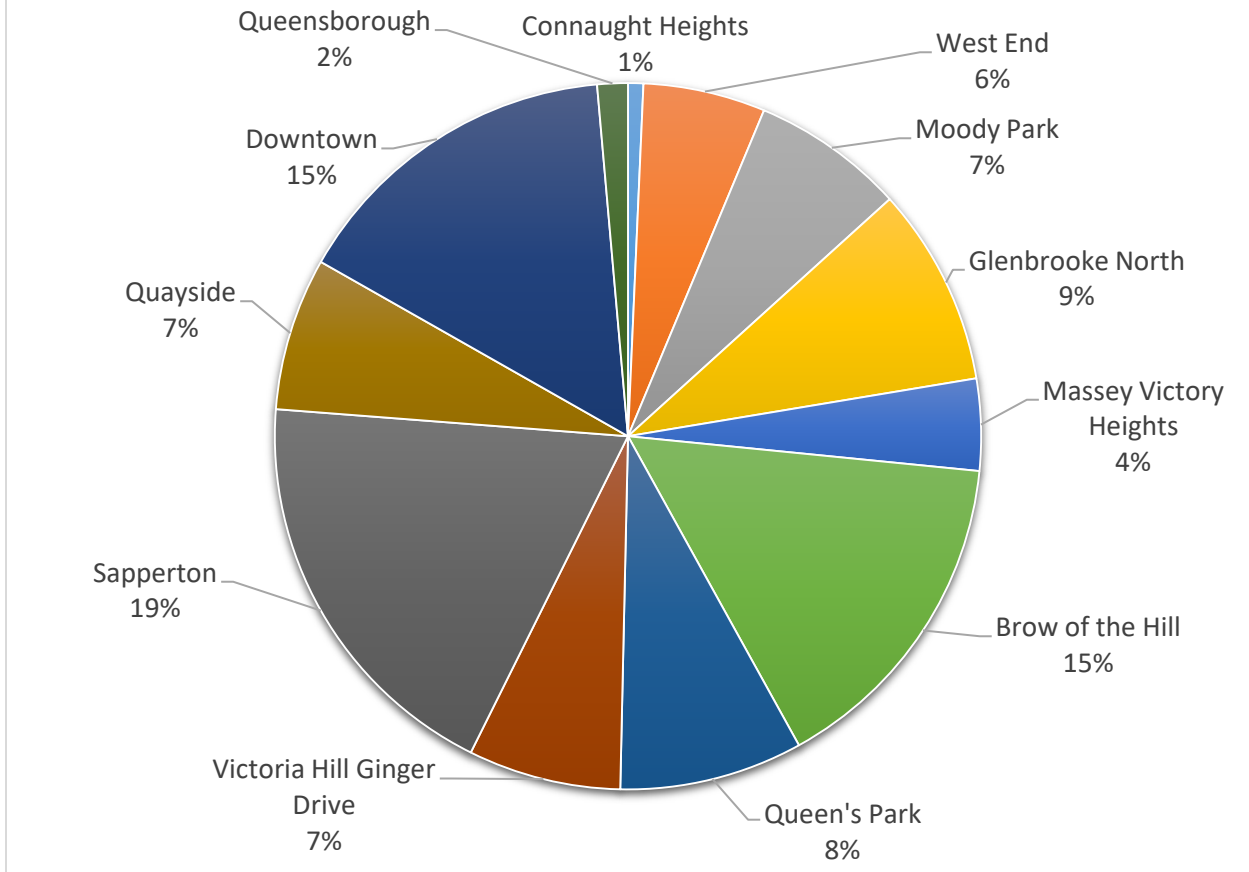
# About Participants

## Neighbourhood Representation

Be Heard Participants: includes discussion forum and survey participants (143 responses)

Neighbourhood	Percentage	Count
<b>Total Responses: 143</b>		
Connaught Heights	1%	1
West End	6%	8
Moody Park	7%	10
Glenbrooke North	9%	13
Massey Victory Heights	4%	6
Brow of the Hill	15%	22
Queen's Park	8%	12
Victoria Hill Ginger Drive	7%	10
Sapperton	19%	27
Quayside	7%	10
Downtown	15%	22
Queensborough	1%	2

### Number of Respondents by Resident Association

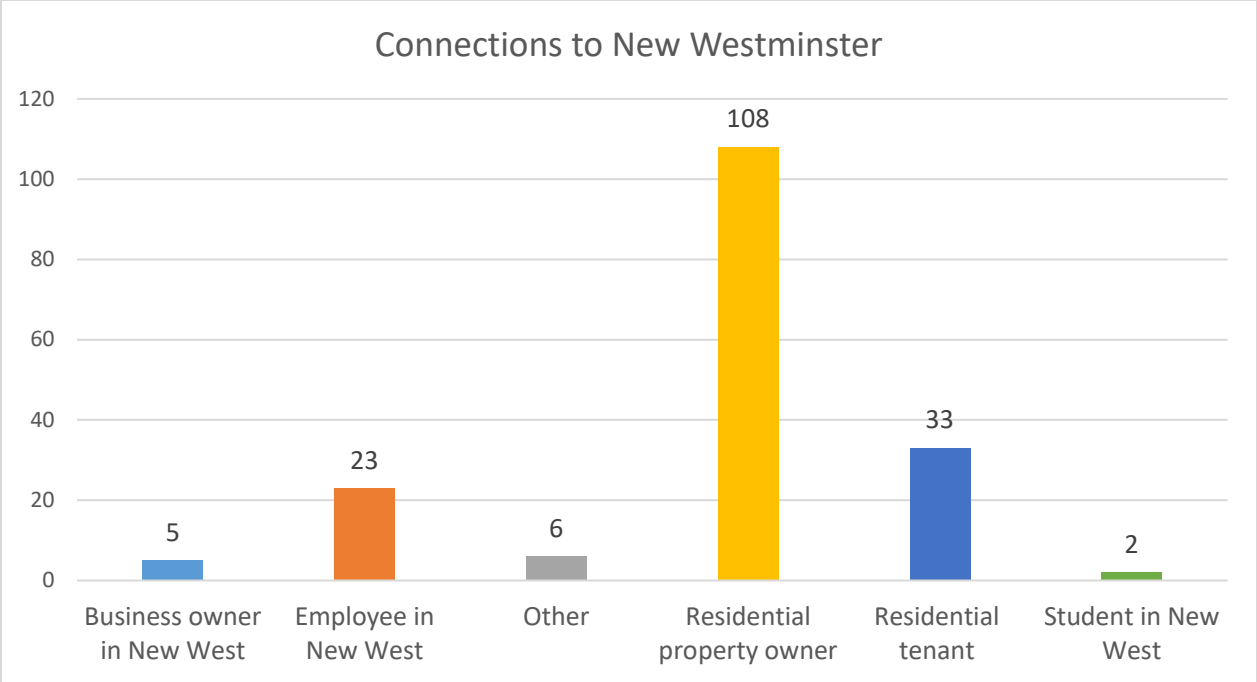


### Connections to the City (select all that apply)

Be Heard Participants: (177 responses)

Choice	Percentage	Count
Business owner in New West	3%	5
Employee in New West	13%	23
Other	3%	6
Residential property owner (condo, townhouse, house, etc.) in New West	61%	108
Residential tenant (renter) in New West	19%	33
Student in New West	1%	2

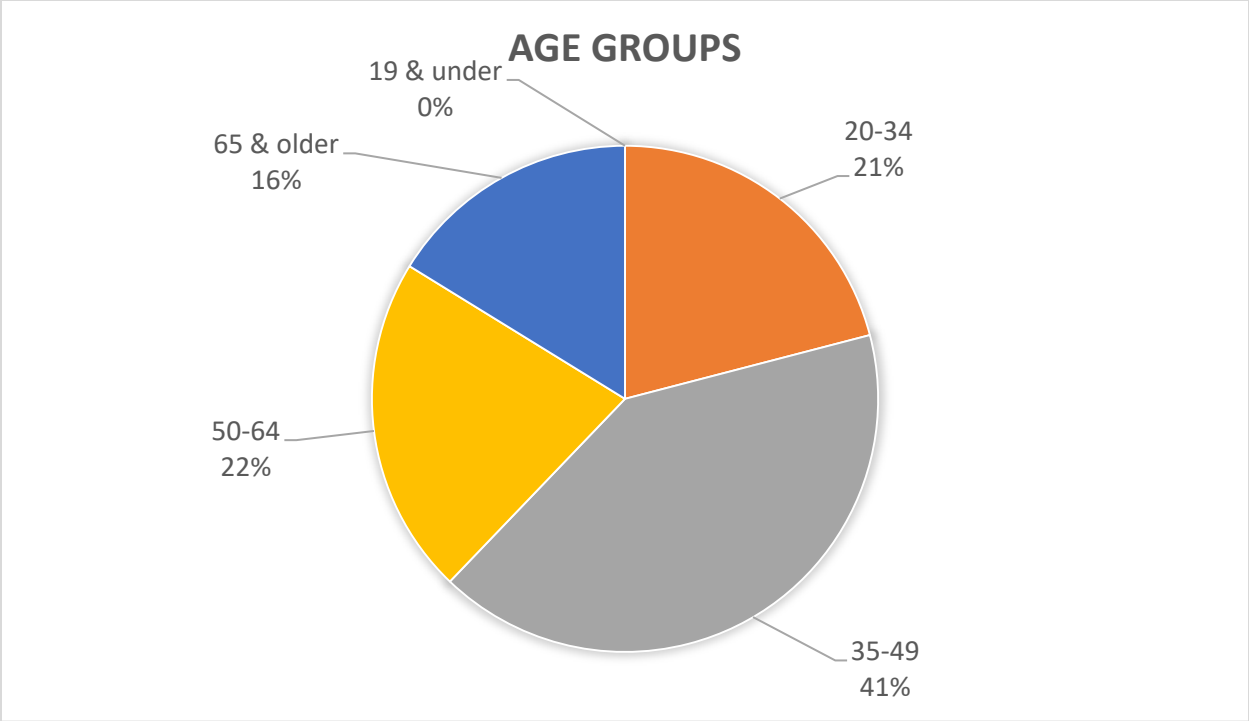




## Age Groups

Be Heard Participants: (148 responses)

Age Group	Percentage	Count
19 & under	0%	0
20-34	21%	31
35-49	41%	61
50-64	22%	32
65 & older	16%	24

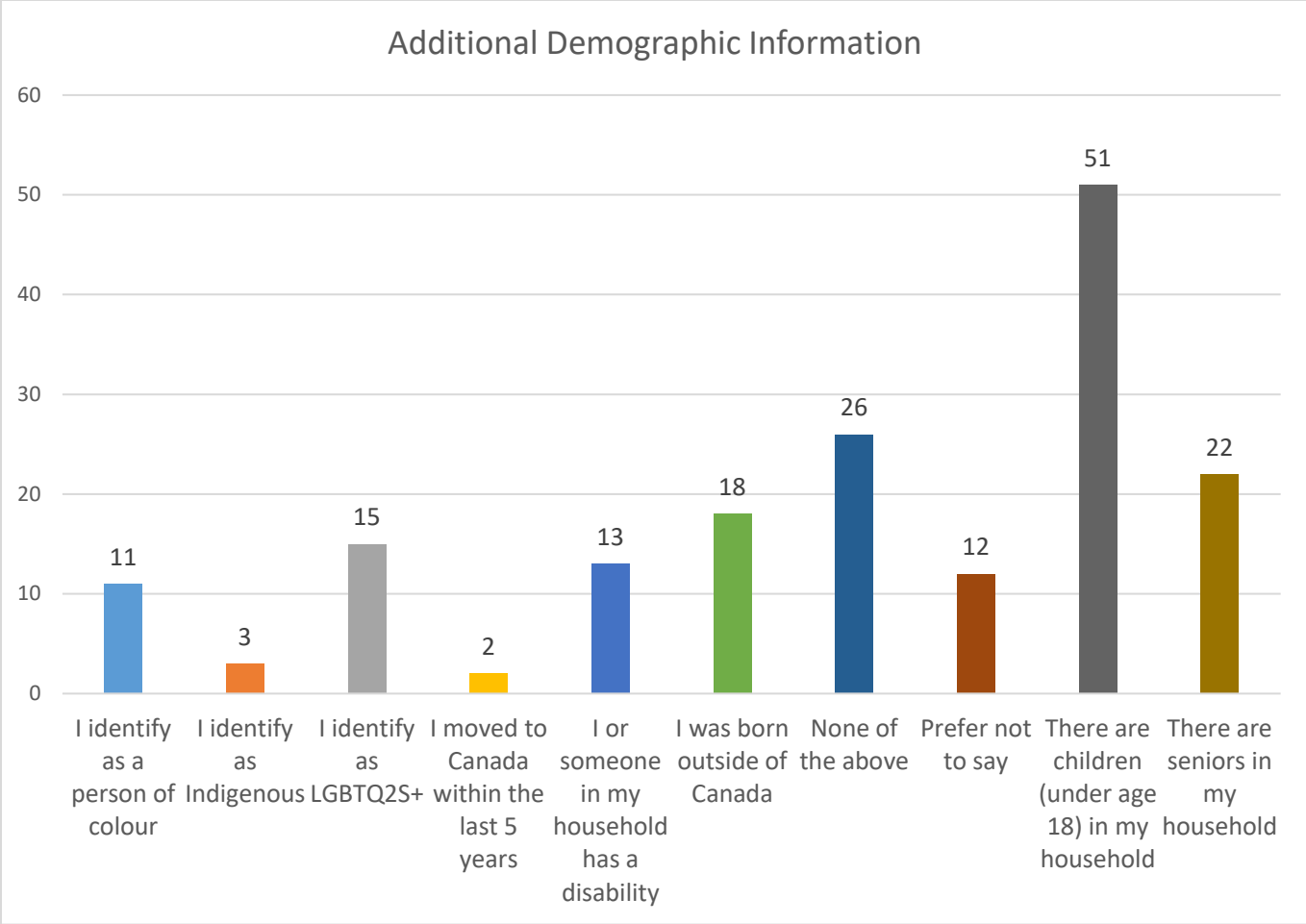


### Additional Demographic Information

*(select any / all that apply)*

Be Heard Participants: (173 responses)

Choice	Percentage	Count
I identify as a person of colour	6%	11
I identify as Indigenous	2%	3
I identify as LGBTQ2S+	9%	15
I moved to Canada within the last 5 years	1%	2
I or someone in my household has a disability	8%	13
I was born outside of Canada	10%	18
None of the above	15%	26
Prefer not to say	7%	12
There are children (under age 18) in my household	29%	51
There are seniors in my household	13%	22



### Demographic Analysis

Demographic analysis has been completed for 173 Be Heard New West participants only. Compared to the demographic profile of New Westminster from the 2016 Census, most neighbourhood participation rates were proportional (less than 5% +/- Census). There were a few exceptions: Queensborough and Brow of the Hill residents were underrepresented among Be Heard participants and Sapperton residents were overrepresented.

As we see in most City of New Westminister engagements, residential tenants were highly underrepresented (19% of participants; 44% of residents according to Census), and property owners were representative within 5% (61% of participants; 56% of residents according to Census).

For age ranges of survey participants, there were no responses from residents age 19 or younger, so this age group was highly underrepresented. Conversely, the 35-49 year old

age group was overrepresented (44% of participants; 19% of residents according to Census). Other age groups (20 -34, 50-64 and 65+) were similar to Census representation.

In terms of other demographic information provided by survey participants, we can compare with Census data on Indigenous, immigrant, new immigrant (arrived within past five years) and visible minority proportions of the New Westminster community. Based on this comparison, immigrants and visible minorities were underrepresented among Be Heard participants. Indigenous people and new immigrants were similar to Census representation.

## Next Steps

This engagement summary report will be provided to Council at its December 13, 2021 regular meeting, and shared on the Be Heard New West project page. The verbatim written comments from this engagement will also be made public and shared with Council.

City staff will be considering and applying the community input as they begin to develop concepts for the future of the Queen's Park Farm in early 2022, and re-engage with the community as a proposed concept for the future of the farm is developed.

# Reimagining the Queen's Park Farm

## Council Workshop March 2023

---

### Engagement Summary Report

- Phase 2 (February 2023)

# Reimagining the Queen's Park Farm

## Engagement Summary Report – Phase 2

---

February 2023



*We recognize and respect that New Westminster is on the unceded and unsundered land of the Halkomelem speaking peoples. We acknowledge that colonialism has made invisible their histories and connections to the land. As a City, we are learning and building relationships with the people whose lands we are on.*

# Table of Contents

- 1.0 Introduction ..... 3**
- 2.0 Phase 2 Engagement Process ..... 4**
- 3.0 The Design Concepts ..... 5**
- 4.0 What We Heard ..... 10**
  - Design Concept Preference ..... 10
  - Program Feature Preference ..... 11
  - Key Themes ..... 15
- 5.0 About Participants..... 21**
  - Neighbourhood Representation ..... 21
  - Connections to the City ..... 23
  - Age Groups..... 24
  - Additional Demographic Information ..... 25
- 6.0 Next Steps..... 26**

# Reimagining the Queen’s Park Farm

## Phase 2 Engagement Summary Report

February 2023

### 1.0 Introduction

The 2013 Queen’s Park Masterplan stated the following recommendation for the farm space: *“It is recommended that the petting farm buildings and facilities receive ongoing upgrades...Design and programming for the farm should conform to contemporary animal welfare practices.”*

The growing number of farm visitors and current animal welfare practices made it clear that the existing farm space was too small to comfortably house livestock that farm-goers have enjoyed. New Westminster’s Parks and Recreation staff spent the past few years developing an action plan to re-imagine the long-standing use of the Queen’s Park Farm.

The farm closure in 2020 due to the COVID-19 pandemic provided an opportunity to start a community conversation about the future of the space. During the summer of 2021, the farm reopened with alternative, socially-distanced programs (outdoor art gallery, concerts, educational programming) and the City of New Westminster launched Phase 1 of community engagement to gather input and ideas for new future uses. [Click here to access the Phase 1 engagement results](#). Based on engagement findings, City Council directed Parks and Recreation to proceed with plans to re-imagine the future use of the farm.

In the summer of 2022, Parks and Recreation staff collaborated with MOTIV Architects to develop two design concepts based on Phase 1 engagement input from the community. The designs were guided by the top ideas from Phase 1 engagement, which included featuring:

1. Children’s play and playful elements
2. Educational features
3. Gathering space

Phase 2 community engagement was held from November to December 2022 where the two design concepts, called Habitat and Grow, were presented to the public for feedback.

The purpose of the engagement was to:

1. Inform how Phase 1 engagement input shaped the design concepts.



2. Present two design concepts, including description and details.
3. To understand the community's preference between the two design concepts.
4. To inform residents about next steps / project timeline.

This report summarizes the public feedback about the design concepts, which will be used to develop the final design for the future of the Queen's Park Farm.

## 2.0 Phase 2 Engagement Process

Public engagement ran from November 7 to December 6, 2022. During this period, the community was given various opportunities to review the two design concepts, Habitat and Grow, to ask questions, and to provide feedback.

### **Opportunities to Engage**

- [Be Heard New West Project Webpage](#)
  - Phase 2 engagement launched November 7, 2022
  - 1,652 unique visitors from November 7 to December 6
- In-Person Drop-in Engagement (Queen's Park greenhouse)
  - November 19, 2022
  - 150 participants
- Virtual Community Workshop
  - December 6, 2022 (rescheduled from November 22)
  - 4 participants
- Be Heard - Survey
  - November 7 – December 6
  - 211 responses
- Be Heard – Quick Poll
  - November 7 – December 6
  - 201 responses
- Be Heard – Questions Tool
  - November 7 – December 6
  - 5 community questions; 5 answers from the City
  - 1 comment

### **The opportunities to engage were communicated through the following methods:**

- Be Heard New West website
- Email notification to various City email databases:
  - Be Heard New West subscribers
  - Queen's Park stakeholder contacts
  - Parks & Recreation newsletter subscribers

- CityPage online newsletter subscribers
- Social Media – Facebook, Instagram, Twitter
  - Facebook: 9 likes, 8 comments, 4 shares
  - Instagram: 124 likes, 9 comments
  - Twitter: 5 likes, 1 retweet
- Notices in CityPage in the Record newspaper
- Posters at City facilities and at the Queen’s Park Farm
- Digital monitor ads in City facilities

*Important Note: this summary of engagement input does not reflect a representative sample of the New Westminster community. The input captured here reflects the views of those who self-selected to participate, and may not be representative of the views of other community members and stakeholders. Please see section “About Participants” in Section 5.0 – for demographic information and representation analysis.*

### 3.0 The Design Concepts

Two conceptual designs, called Habitat and Grow, were presented to the public for feedback. Larger versions of the designs below can be found at the following links: [Habitat concept](#), [Grow concept](#).

The Habitat concept focuses on where plants and animals live, and get food and water. The habitat types proposed in this scheme include pollinator meadow (attracting pollinators), shrubs and smaller forest planting (supporting animal diversity) and wetland area (providing food, shelter and nesting area for birds and other animals). The Grow concept focuses on plants that are edible and grow well in the shady forest environment. The three types of planting encourage exploration and educate visitors about food, medicinal plants and responsible harvesting. Both concepts include unique opportunities for play, educational programming and places to gather / socialize.

# Habitat Concept Plan



## LEGEND

▶ Entry Points

## Habitat Types

- A** Pollinator Meadow
- B** Shrubs & Smaller Forest Planting
- C** Wetland / Infiltration

## Programming Features

- 1** Tall Tree Play Area
- 2** Habitat Sculpture
- 3** Nature Storyboards
- 4** Boardwalk
- 5** Insect Walls & Gallery
- 6** Nature Live-Camera
- 7** Bird & Bat Boxes
- 8** Observation Station
- 9** Forest classroom seating
- 10** Picnic Area
- 11** Single Benches
- 12** Small Hill
- 13** Fence

## Habitat Program Features

### Playful



Tall Tree Play Area



Habitat Sculpture



Nature Storyboards



Boardwalk

### Educational



Insect Walls



Nature Live Camera



Bird & Bat Boxes



Observation Station

### Gathering



Forest Classroom



Picnic Area

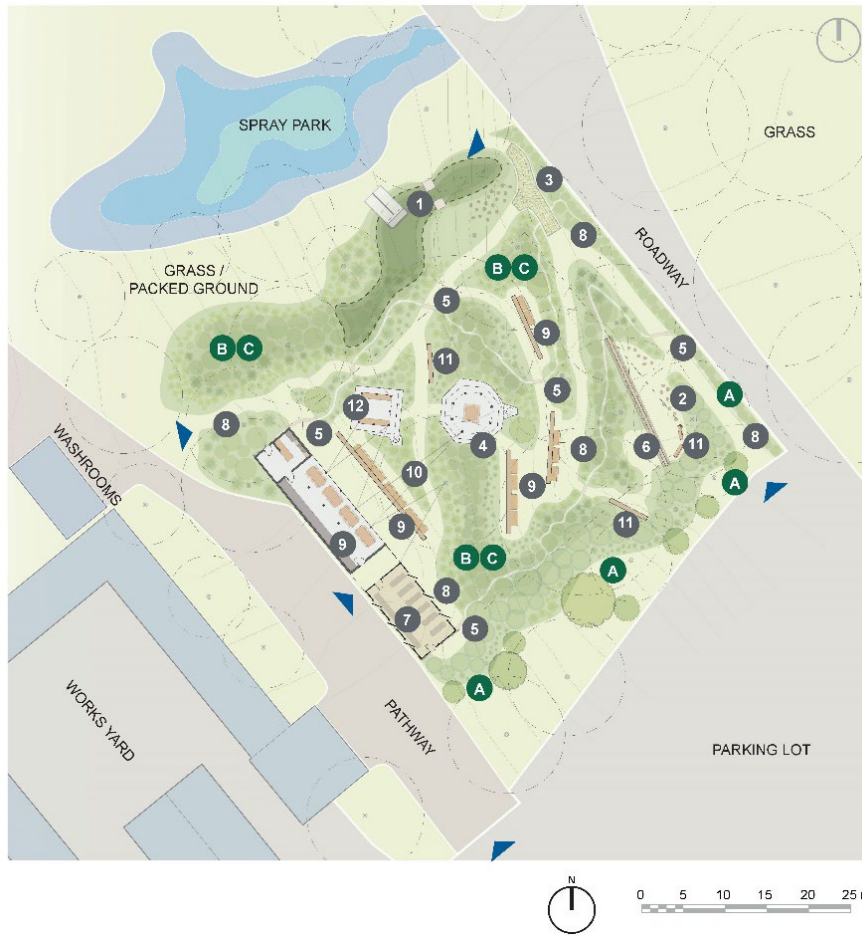


Single Benches



Small Hill

# Grow Concept Plan



## LEGEND

▶ Entry Points

## Edible Planting Types

- A** Fruit-bearing Plants
- B** Edible Leaves, Roots & Flowers
- C** Medicinal Leaves, Roots & Flowers

## Programming Features

- 1** Hill Slide & Tunnel
- 2** Stump Steps
- 3** Plant Tunnel
- 4** Kaleidoscope
- 5** Rain Garden
- 6** Mushroom Wall
- 7** Art Shed
- 8** Garden Storyboards
- 9** Long Picnic Tables
- 10** Sky Canopy
- 11** Benches
- 12** Covered Seating/Serving

## Grow Program Features

### Playful



Hill Slide & Tunnel



Stump Steps



Plant Tunnel



Kaleidoscope

---

### Educational



Rain Garden



Mushroom Wall



Art Shed



Garden Storyboards

---

### Gathering



Long Picnic Tables



Sky Canopy



Benches



Covered Seating

## 4.0 What We Heard

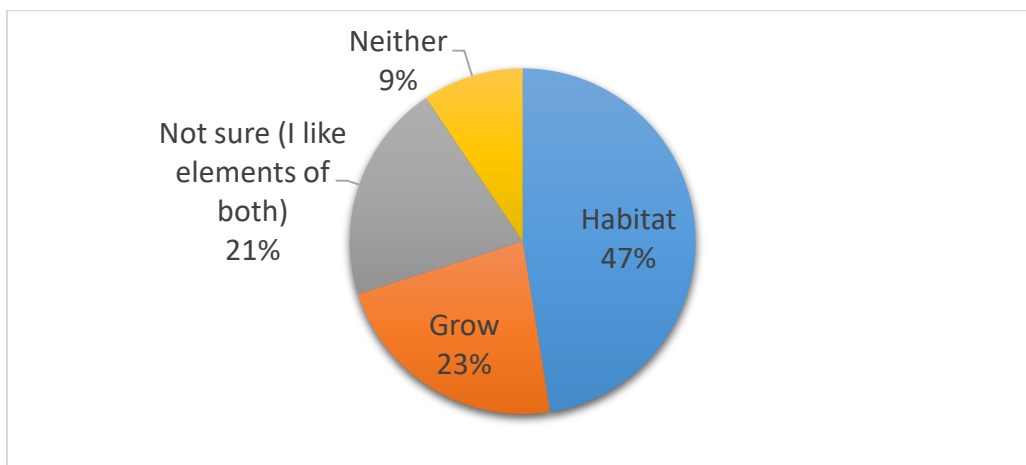
The following is a summary of the engagement feedback on design preferences and themes collected through in-person and online surveys, the on-site drop-in event and an online community workshop. Staff sought ideas for the future design of the farm from members of the public. All verbatim comments were recorded and can be found in the [Verbatim Report](#) on the [Be Heard New West project website](#).

### Design Concept Preference

The drop-in engagement, Be Heard survey, and Be Heard quick poll gave community members an opportunity to share their preference between the Habitat and Grow design concepts.

**Question:** Which design concept would you prefer to take over the former space in Queen’s park?

Choice	Percentage	Total	Drop-In	Online Survey	Poll
Habitat	47%	206	27	108	71
Grow	23%	98	25	44	29
Not sure (I like elements of both)	21%	89	33	42	14
Neither	9%	41	2	17	22
<b>Total Responses</b>		<b>434</b>			



## Program Feature Preference

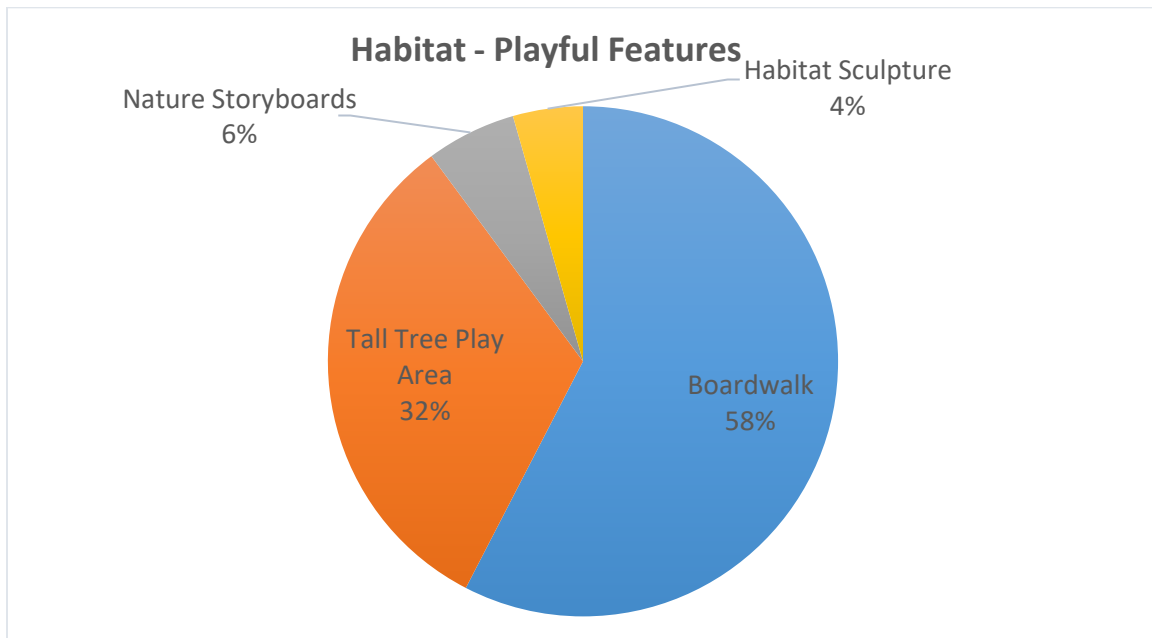
Community members who participated in the drop-in and completed the online survey had further opportunity to choose their favourite program features within the playful, educational, and gathering elements. At the drop-in session, participants selected program features using dot stickers.

### Question for the Habitat concept:

**Drop-in:** Place a dot next to your 3 favorite features.

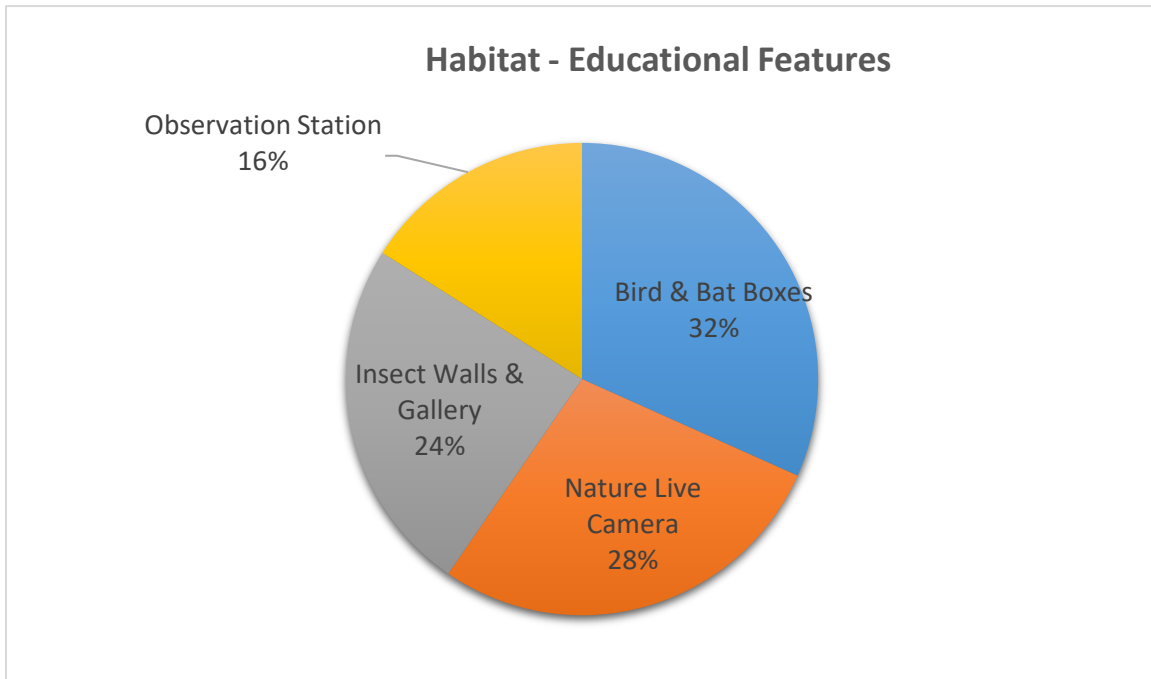
**Online survey:** Which of the “playful” / “educational” / “gathering” elements would you most like to see featured in the final design?

Choice	Percentage	Total	Drop-In	Online Survey
<b>Habitat - Playful Features</b>				
Boardwalk	58%	182	56	126
Tall Tree Play Area	32%	102	39	63
Nature Storyboards	6%	18	9	9
Habitat Sculpture	4%	14	7	7

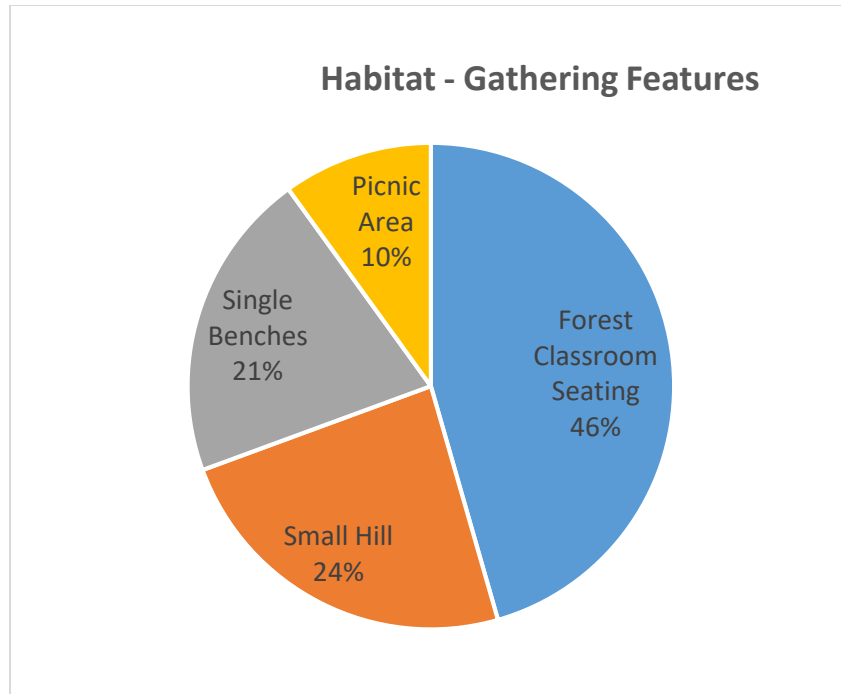




Choice	Percentage	Total	Drop-In	Online Survey
<b>Habitat - Educational Features</b>				
Bird & Bat Boxes	32%	91	26	65
Nature Live Camera	28%	80	26	54
Insect Walls & Gallery	24%	70	18	52
Observation Station	16%	46	11	35



Choice	Percentage	Total	Drop-In	Online Survey
<b>Habitat - Gathering Features</b>				
Forest Classroom Seating	46%	128	32	96
Small Hill	24%	67	15	52
Single Benches	21%	58	21	37
Picnic Area	10%	28	5	23

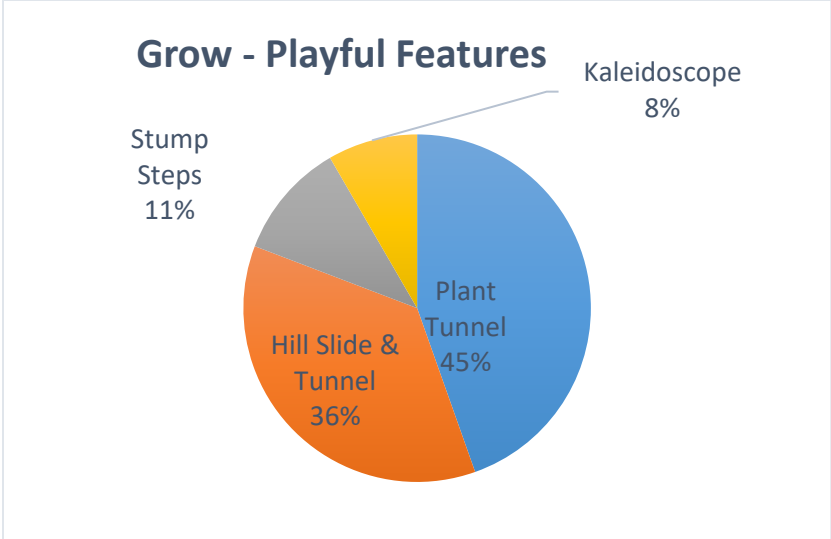


**Question for the Grow concept:**

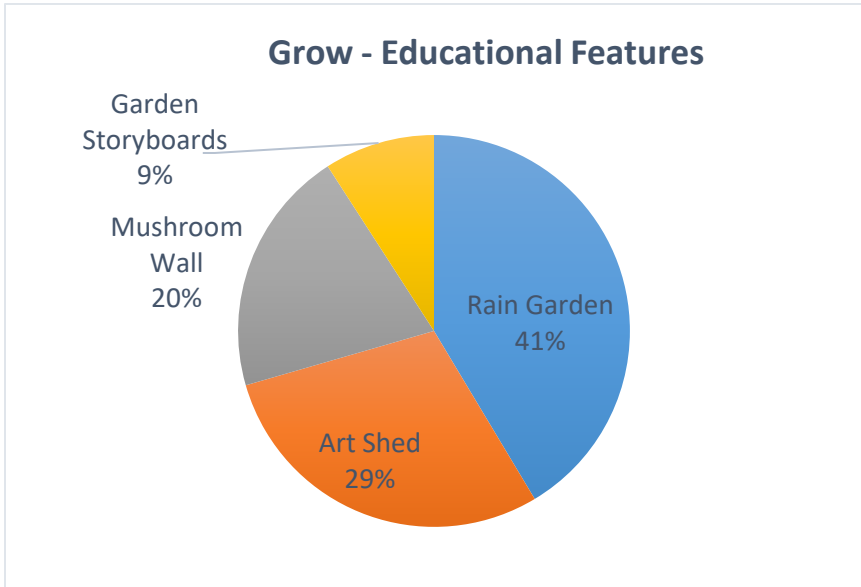
**Drop-in:** Place a dot next to your 3 favorite features.

**Online survey:** Which of the “playful” / “educational” / “gathering” elements would you most like to see featured in the final design?

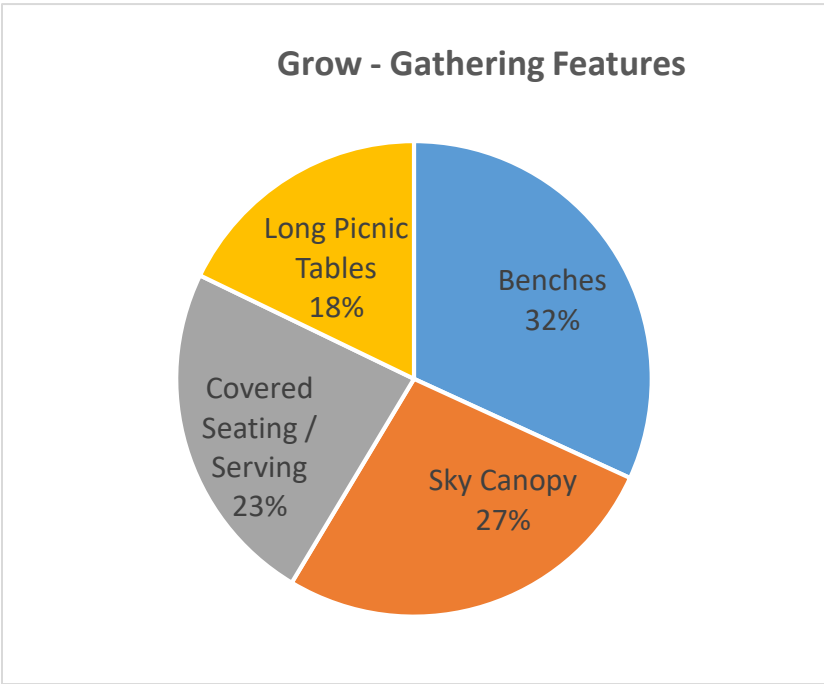
Choice	Percentage	Total	Drop-In	Online Survey
<b>Grow - Playful Features</b>				
Plant Tunnel	45%	144	48	96
Hill Slide & Tunnel	36%	117	48	69
Stump Steps	11%	35	9	26
Kaleidoscope	8%	27	11	16



Choice	Percentage	Total	Drop-In	Online Survey
<b>Grow - Educational Features</b>				
Rain Garden	41%	118	25	93
Art Shed	29%	83	29	54
Mushroom Wall	20%	58	25	33
Garden Storyboards	9%	26	0	26



Choice	Percentage	Total	Drop-In	Online Survey
<b>Grow - Gathering Features</b>				
Benches	32%	50	7	43
Sky Canopy	27%	42	13	29
Covered Seating / Serving	24%	37	26	11
Long Picnic Tables	18%	28	4	24



### Key Themes

The City received a total of 171 written and verbal comments on the design concepts at the in-person drop-in, the virtual community workshop, and the Be Heard survey. Each engagement activity asked participants open-ended questions so they could elaborate on their preferred design concept. Responses were gathered and analyzed for key themes. In some cases, a single response may have generated up to three themes. Themes with four or more mentions are listed below. For a full list of comments, please see the [Verbatim Report](#) in the documents library on the [Be Heard New West project website](#).

**Open-ended questions:**

**In-person Drop-In:** If you have time, please use a sticky note to tell us a little bit about why you chose that option.

**Virtual Community Workshop:** Are there any particular elements from either of the two concepts that stand out to you? Which concept do you prefer? Why?

**Be Heard Survey:** Please tell us a little bit about why you chose that answer.

Key Themes	# of Mentions	Sample Comment
<b>Support for the Habitat Concept</b>		
Let's give back to nature and support wildlife habitat.	16	- "We take away so many space for wildlife, it's important that we dedicate space for them to flourish" - "We need more places for wildlife. Creating a habitat for animals will benefit the environment a lot more and enhance the park." - "I think it's important to support ecosystems for creatures as we densify cities."
Support for educational opportunities and connection with animals in this concept.	10	- "I prefer the Habitat concept because I think it will be a great space to educate kids, visitors and our community on the some of the types of habitats animals and insects need. We are experiencing significant changes to our climate and environment and I believe the more education we all have on how important it is to maintain and ensure these types of habitats continue to exist for all kinds of animals is so important." - "Kids aren't connected to much these days and need to be connected to animals."
The Habitat concept seems to be closely related to the former farm.	9	- " I'm more on the Habitat side of things than the Grow side. It feels like it would be closer to what we had previously with the petting farm" - "we loved the animals that used to live at the farm, but now that we've accepted they

		are gone, we would still like to see a replacement that has something to do with living creatures."
The Grow concept can be developed elsewhere.	4	- "The GROW desigb detaiks can be developed in other places."
<b>Support for the Grow Concept</b>		
Support for educational opportunities on native/edible planting and indigenous food/ plant history.	10	- "I think knowing edible plants native to our area is a lost skill and it would be great for kids and families to have an interactive place to learn that again as well free snacks :)" - "That would be a nice relationship to build with the First Nations in regard to their history and food history. Recognize that long history of land use – that would be good" - "Grow offers a more interactive educational format. Also provides an excellent opportunity to collaborate with indigenous groups and showcase their knowledge"
Opportunity to encourage food growing and community involvement.	7	- "I would be great if this design helps inspire our community to grow more of its own food" - "I think it is important for people learn about food growing options." - "I am interested in growing my own food supply and feel this has a similar goal and encourages / educates community to get involved in same"
Educational opportunities on food security and biodiversity.	6	- "While both concepts are attractive have strengths, I ultimately prefer the food-oriented model. It would be a benefit to educating the public about edible plants indigenous to the region, addressing food insecurity, and re-Indigenizing local food systems." - "The grow option promotes more food security for our community and educates/inspires neighbors to grow their

		own, thereby creating even more green space in new west"
<b>Support for Both Concepts</b>		
Support for program features from both concepts.	11	- " Love a combination of ecologically appropriate food, medicine and habitats! Wetlands, boardwalks, plant tunnel" - "There are strong components in both. The native fruit and food great idea but then I also like the native bird and bat boxes and the plant tunnel!"
The Habitat and Grow approaches should not be mutually exclusive.	9	- "These options don't seem mutually exclusive to me - fruit eating plants are important for birds, decaying logs provide habitat for fungi, insects and birds, and the rain garden seems like it would integrate with the wetland...etc. I hope the final design includes elements of both." - " I also think that these models are not necessarily exclusive: growth of edible plants will foster wildlife habitat" - "Both ideas are great! Can't we embrace both? I mean, animals also need fruits..."
Both designs are great educational opportunities.	5	- "I love the elements that would enable local teachers to use this space with their students to educate about how nature needs our support and improves our mental health. I would like to see educational elements about how, with our support, nature can help in mitigating the climate crisis in whichever concept is chosen (habitat or grow)." - "Nature and its inhabitants need to be known, appreciated and respected. As well as cared for and nurtured by visitors and users."

<b>Neither Concept is Preferred</b>		
Prefer former petting zoo model.	9	<ul style="list-style-type: none"> <li>- " I believe the petting zoo should return with an educational farm/grow element to it because urbanization and condo development has squeezed out the opportunities for children and adults to experience rural elements which could be incorporated into the design. Bring back the animals, Please!!"</li> <li>- "The options are all less-than what they are replacing."</li> <li>- "keep this space for animals!!"</li> </ul>
Both designs are not unique and duplicates existing park features.	5	<ul style="list-style-type: none"> <li>- "They are unimaginative, there could be so much more done instead of basically taking away the structures and putting some plants, bugs and squirrels for the community to interact with and benches, the park is already full of those"</li> <li>- "These concepts are not comparable to the farm and worse yet, they are repetitions of features found all over the park."</li> </ul>
<b>General Concerns</b>		
Concerns about overall maintenance requirements and long-term viability of both designs.	8	<ul style="list-style-type: none"> <li>- "I'm unsure which concept I like better, but I think the one that can be maintained and taken care of (today and in the future) is the best one. This could really be a destination for people, but it would take time and resources to maintain it. That's not always easy to do."</li> <li>- "Want items to be usable over and over and capture attention more than once"</li> <li>- "I like the Habitat option more because it's educational, fun and requires less maintenance. I can see the Grow option needing a lot of time and maintenance and may be damaged easily by the public."</li> </ul>
Provide more kid-friendly, kid centric activities.	8	<ul style="list-style-type: none"> <li>- "given that the previous farm space was very geared to children it would be nice to have lots of elements for kids."</li> <li>- "The petting zoo was oriented towards families and children, and was a fantastic</li> </ul>



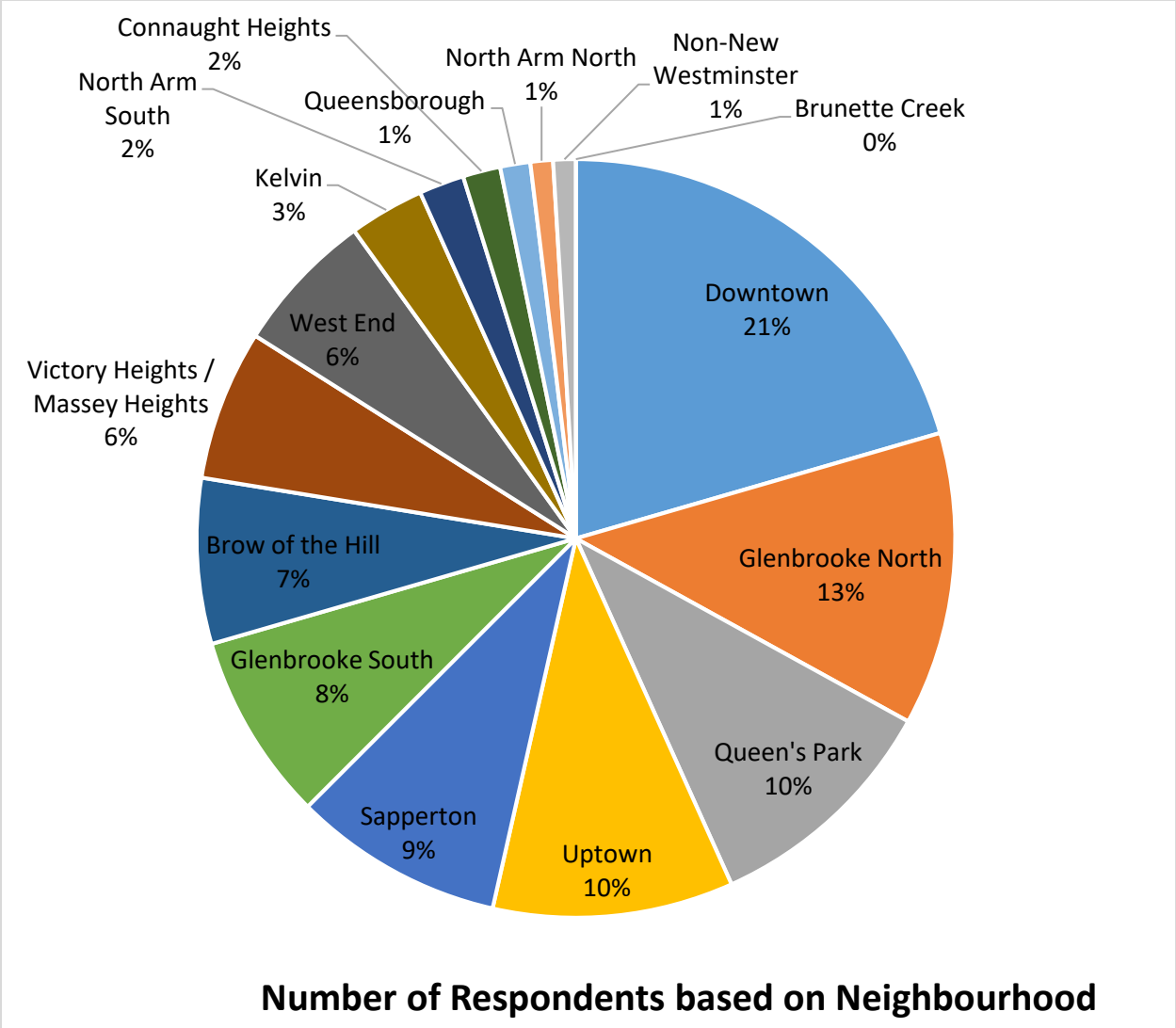
		compliment to the park. It gave families something to do. I'd like to see more elements for children incorporated into these designs."
Concerns that people may over harvest with the Grow concept.	8	- " I'm unclear on the logistics of providing edible plants and fruit to all visitors. Will harvesting be controlled, or can anyone pick anything anytime? Are there risks that inexperienced visitors (especially children) might pick and eat something they shouldn't? " - "I also worry that the edible plants in the Grow concept would be quickly ravaged and not leave much to see/enjoy."
Concerns that the designs may attract unwanted animals / insects - for example, bees / stinging insects.	7	- " I like elements of both... but there's already So many rats in new west that more edibles just seems like a bad idea" - "Inviting bees near a food centric picnic area, and next to the sort park where children play in bath suits and in bare feet is problematic." - "I'm also worried about the wetland becoming a mosquito breeding ground next to the splash park."
Reserve space for nature.	4	- "Please don't make this an 'entertainment' venue aimed at kids. Please keep it as 'natural' as possible which will be an education in itself" - "Emphasize the natural, not the play."

## 5.0 About Participants

The information below includes participants from the in-person drop-in, the Be Heard survey, and the Be Heard poll. Be Heard participants who completed the survey and also answered the poll have only been counted once.

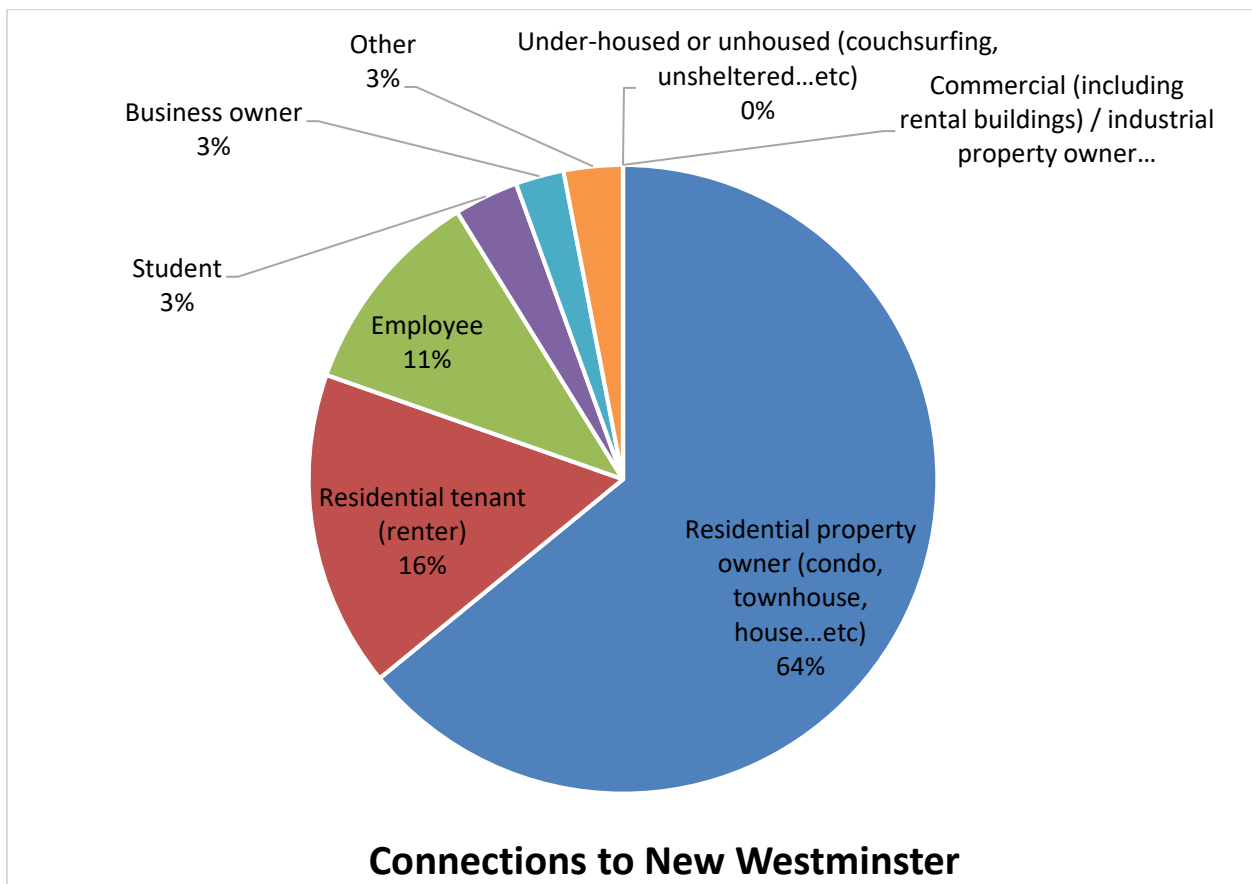
### Neighbourhood Representation

Neighbourhood	Percentage	Total	Drop-In	Survey	Poll
Downtown	21%	64	17	40	7
Glenbrooke North	13%	39	9	27	3
Queen's Park	10%	32	10	19	3
Uptown	10%	32	9	22	1
Sapperton	9%	28	10	16	2
Glenbrooke South	8%	25	4	18	3
Brow of the Hill	7%	22	4	18	0
Victory Heights / Massey Heights	6%	20	1	17	2
West End	6%	19	4	15	0
Kelvin	3%	10	3	5	2
North Arm South	2%	6	0	6	0
Connaught Heights	2%	5	3	2	0
Queensborough	1%	4	1	2	1
North Arm North	1%	3	0	3	0
Non-New Westminster	1%	3	0	1	2
Brunette Creek	0%	0	0	0	0
<b>Total responses</b>		<b>312</b>			



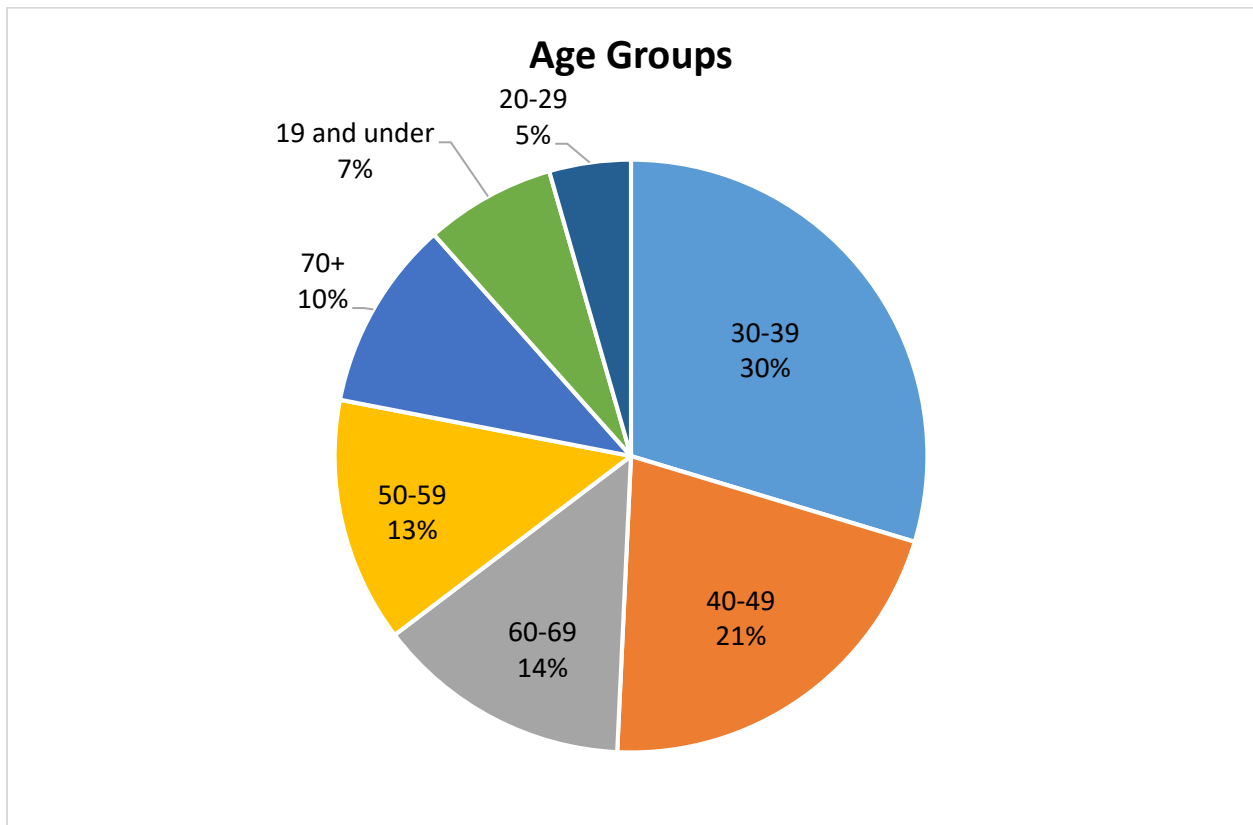
## Connections to the City (select all that apply)

Connection	Percentage	Total	Drop-In	Survey	Poll
Residential property owner (condo, townhouse, house...etc)	64%	232	40	174	18
Residential tenant (renter)	16%	59	15	39	5
Employee	11%	39	5	32	2
Student	3%	12	10	2	0
Business owner	2%	9	0	9	0
Other	3%	11	0	8	3
Under-housed or unhoused (couchsurfing, unsheltered...etc)	0%	0	0	0	0
Commercial (including rental buildings) / industrial property owner	0%	0	0	0	0
<b>Total responses</b>		<b>362</b>			



## Age Groups

Age group	Percentage	Total	Drop-In	Survey	Poll
30-39	30%	100	19	74	7
40-49	21%	71	20	48	3
60-69	14%	47	11	30	6
50-59	13%	45	7	30	8
70+	10%	35	17	16	2
19 and under	7%	24	23	1	0
20-29	4%	15	3	12	0
<b>Total responses</b>		<b>337</b>			

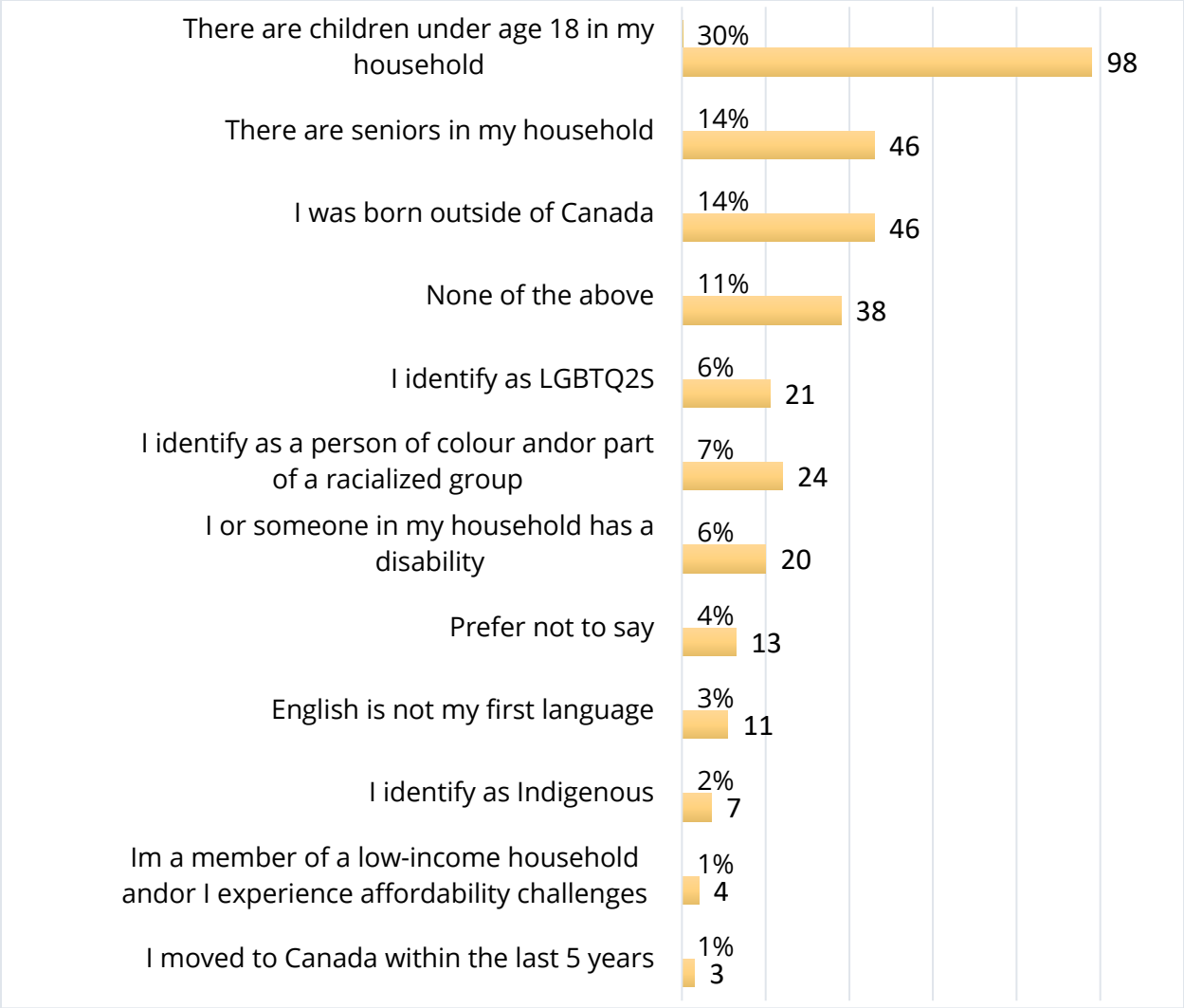


## Additional Demographic Information

*(Select any / all that apply)*

Please note: Responses for this question were only collected through the Be Heard survey and Be Heard poll (this question was not asked at the drop-in engagement).

Connection	Percentage	Total	Survey	Poll
There are children under age 18 in my household	30%	98	90	8
There are seniors in my household	14%	46	42	4
I was born outside of Canada	14%	46	44	2
None of the above	11%	38	32	6
I identify as LGBTQ2S	6%	21	19	2
I identify as a person of colour and or part of a racialized group	7%	24	22	2
I or someone in my household has a disability	6%	20	19	1
Prefer not to say	4%	13	9	4
English is not my first language	3%	11	10	1
I identify as Indigenous	2%	7	7	0
I am a member of a low-income household and or I experience affordability challenges	1%	4	4	0
I moved to Canada within the last 5 years	1%	3	1	2
<b>Total responses</b>		<b>331</b>		



## 6.0 Next Steps

City staff are considering and applying feedback from this phase of engagement as they develop a final preferred concept for the future of this unique space in Queen’s Park.

This engagement summary and the final design concept for the future of the farm are expected to be presented to City Council in March 2023. Please check back on Be Heard for more details on the final plans for the space.

Implementation of Phase 1 of the final design is anticipated for summer 2023.