

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: **October 25, 2021**

TO: **Mayor and Council**

FROM: **Tracey Arthur, Director, Corporate Administration**

SUBJECT: **Marine Drive Temporary Lane Closure – Survey Results**

RECOMMENDATION

THAT Council receive the October 25, 2021, corporate report from the Director of Corporate Administration, titled “Marine Drive Temporary Lane Closure – Survey Results.”

EXECUTIVE SUMMARY

This corporate report outlines the survey process and provides the survey results for the Marine Drive temporary one-lane closure.

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2021-254 July 12, 2021	<i>Following hearing from the East Beach and West Beach Businesses July 5 and 12th respectively the following motion was adopted: THAT Council direct a survey take place for all residents in White Rock as well as businesses on marine Drive regarding the impact that the one-way closure has had.</i>
2021-314 July 26, 2021	<i>THAT Council endorse, in addition to what has been noted for communications plan of a survey regarding the One-Lane Closure on Marine Drive, that there also be a city mailout/ postcard done to inform of the survey; and staff be authorized to spend the approximate cost of \$2,000 to conduct this mailout/postcard</i>

INTRODUCTION/BACKGROUND

The City temporarily closed one-lane of Marine Drive starting June 7, 2021. Council made the decision at their May 10, 2021, meeting, adding at the May 31, 2021, meeting that the closure would stay in place until the Provincial Health Officer permitted restaurants to operate at 100-per-cent indoor seating capacity. The two-way lane on Marine Drive was reinstated on August 12, 2021.

There was a delegation at the June 28, 2021, Council meeting, whereby two (2) business owners on East Beach shared their experience and concerns with the temporary one-lane closure that significantly impacted their businesses and resulted in loss of foot traffic.

Two (2) special Council meetings were called to hear from other businesses on Marine Drive in East Beach and West Beach:

- July 5, 2021 – East Beach Businesses; and
- July 12, 2021 – West Beach Businesses.

Minutes from both these meetings are included as Appendix D and E respectively for reference purposes.

Following these opportunities for input from the business community, Council directed staff to conduct a survey asking residents and businesses in White Rock to share their thoughts and experience(s) on the temporary one-lane closure on Marine Drive.

Council reviewed the draft survey presented at the July 26, 2021, regular Council meeting. Council endorsed the survey at that meeting and added a component of notification for a city mail out of a postcard to advertise further opportunities to be heard.

The Survey titled “Temporary Lane Closure on Marine Drive: Share your Thoughts” (Appendix A) was conducted by the City from August 6 – September 8, 2021.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

Communication of the survey opportunity was undertaken and advertised as follows:

- Prominent placing of information regarding the survey was placed on the City website that received over 2,385 page views;
- A social media campaign provided a reach to over 55,284 users via Facebook, Twitter, and Instagram;
- There were five (5) media releases issued as follows:
 - Aug. 6, 2021: Have your say about the Marine Drive temporary lane closure;
 - July 19, 2021: Marine Drive returns to two-way traffic on Aug. 12 following temporary lane closure;
 - July 13, 2021 Media Release: Marine Drive returns to two-way traffic as soon as Aug. 7 following temporary closure;
 - June 1, 2021 Media Release: Temporary Marine Drive lane closure to expand patio space begins June 7; and
 - May 11, 2021 Media Release: White Rock to close one lane of Marine Drive to extend restaurant patio space.
- Social Media posts included a total audience reach of 55,284;
- Talk White Rock Webpage Survey information: Visit: 1,464 / Responses: 1,195;
- Peace Arch News on Aug. 12, 2021; and
- Postcard mail out noting the survey (delivered to over 10,000 homes),

The communication plan resulted in 1,195 survey responses. The Survey Final Results Project Summary Report is attached as Appendix B and individual responses are attached as Appendix C (this is a large document and will be included on the agenda under separate cover).

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The Engineering and Municipal Operations Department.

ALIGNMENT WITH STRATEGIC PRIORITIES

Community: We will make the best possible community decision in collaboration with residents and stakeholders providing an excellent quality of life.

CONCLUSION

The one-lane closure of Marine Drive was one of several actions Council undertook to address safety protocols and the impacts the COVID-19 pandemic was having on local restaurants because of Provincial Health Orders and limited seating capacity requirements, as well as noted safety concerns with limited sidewalk space along Marine Drive, becoming areas of congestion.

The one-lane closure on Marine Drive was a temporary measure that Council introduced and wanted to assess through public feedback as to what the experience was like for restaurants that participated through installation of outdoor patio space, and for other local shops, restaurant and neighbouring residents that may have been impacted or took the time to experience the changes brought on due to the one lane closure, including additional outdoor patio spaces along Marine Drive.

The survey results are provided under Appendix B and C of the corporate report for information purposes.

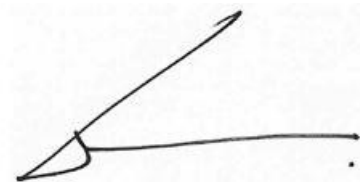
Respectfully submitted,



Tracey Arthur, Director, Corporate Administration

Comments from the Chief Administrative Officer

The report is provided for council's information.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: Temporary Lane Closure on Marine Drive: Share your Thoughts

Appendix B: Final Survey Results Project Summary Report

Appendix C: Final Survey Results Individual Responses (due to size included under separate cover)

Appendix D: July 5, 2021 Special Council meeting minutes

Appendix E: July 12, 2021 Special Council meeting minutes