

# 2020 OUR SURREY VISION

downtown  
**SURREY** BIA

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# VISIONING THE FUTURE OF DOWNTOWN SURREY

We respectfully acknowledge that the Downtown Surrey BIA, and Downtown Surrey is located on the unceded traditional and ancestral lands of the Kwantlen, Musqueam, Katzie, Semiahmoo, Tsawwassen, Qayqayt and Kwikwetlem peoples.



# ACKNOWLEDGEMENTS

We would like to thank the local businesses, non-profits, organizations and residents of Downtown Surrey for supporting this project.

- To our neighboring BIA's in Newton and Fleetwood who invited us to community events and gave all of Surrey an opportunity to have their voice heard.
- To our community advisors who provided key insight and connection throughout the project.

We hope this cycle of engagement and collaboration is continued so we can all enjoy Downtown Surrey of the future.

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# EXECUTIVE SUMMARY

The 2020 Our Surrey Vision community engagement project was launched by the Downtown Surrey Business Improvement Association (DSBIA) to facilitate conversation and community feedback for its 2020 Strategic Planning Document.

The main objectives of this project were to:

- Conduct community engagement in various parts of Surrey to identify key opportunities for growth and seek input on identified areas of strength in Downtown Surrey
- Capture both high level and low level input from these engagements in an overview document

In June 2019, the DSBIA commenced a formal engagement process with local residents and community organizations in the form of event tabling, visioning workshops, one-on-one interviews, stakeholder luncheons, and an online survey. Online engagements were conducted through social media ads, marketing campaigns, and through a special website. Various methods of in-person and online engagement techniques were used to gather input from residents throughout the Lower Mainland – with a focus on residents, businesses, and organizations in Surrey.

This report documents the results of the engagement process.

The objectives of the in-person engagements were to:

- Educate the general public on current initiatives being conducted in the Downtown Surrey area through activities and conversation
- Encourage constructive feedback and identify specific challenges for our diverse communities

The objectives of the online engagements were to:

- Reach residents who were unable to attend in-person engagements
- Cater to residents who wished to expand on their thoughts and ideas in writing

In addition to public consultation, the 2020 Our Surrey Vision lead team established an advisory committee in June 2019 to provide community expertise and technical support in the development of the report. Members were drawn from academia, business, the environmental community, and public servants in arts, culture, and economic development.

In total, there were **4,677 in-person** engagements, **168,996 online** engagements including 998 online surveys and 318 paper surveys for a total of **1,316 completed responses**.

Following four months of community consultation, seven themes were identified: **Built Environment & Public Spaces, Safety, Services & Businesses, Transportation, Community, Entertainment,** and **Affordability**. These themes were identified from both quantitative answers from survey questions and qualitative comments from the in-person conversations.

Due to the nature of community engagement, this report also has some limitations. Although every effort was made to connect with as many communities as possible, it should be noted that not all groups could be surveyed equally. Secondly, each question in the *2020 Our Surrey Vision* survey cannot be weighed equally as not all respondents answered each question. Overall, researchers worked to maintain a level of clarity in the engagement process to accurately reflect the thoughts and ideas presented by the community.

This report expands on Surrey's identity as a City-in-transition, as well as Downtown Surrey's potential to become a hub for technology, business, education and community. Public input helped identify community values and priorities as well as opportunities for improvement and growth.



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# INTRODUCTION

The Downtown Surrey Business Improvement Association (DSBIA), previously known as the Whalley Business Improvement Association was formed in 2003 to address concerns experienced by local businesses and revitalize the area through economic development, marketing initiatives, events, and area enhancement. The organization is governed by a volunteer Board of Directors consisting of business owners and property owners within the boundaries of the DSBIA.

Currently identified as Downtown Surrey (see Map and Census Data, Appendix A) is an area in-transition. When the DSBIA received approval and funding in 2003, building development had stagnated even with the arrival of three Skytrain stations and the announcement of a university to be located in the area. The main artery, known then as King George Highway, was peppered with single-storey buildings housing pawn shops, gold-n-gun stores, fast food outlets and vacant storefronts. Prostitutes and drug dealers were stationed on numerous corners and throughout the area.

From 2003 – 2013, the area began a major transition. Simon Fraser University opened a new campus located on the roof of the re-designed shopping centre. The new main branch of the Surrey Library, Surrey City Centre Library, opened and Surrey City Hall was built and relocated to the area. Numerous developers including Concord Pacific, WestStone, Tien Sher, and Bosa either announced or had started building residential developments within or adjacent to the DSBIA area. The RCMP E Division, Regional Offices opened in Green Timbers and Holland Park became a destination for all of Surrey to enjoy special events and concerts.

The DSBIA Board was committed to building a downtown core and directed staff to focus on economic development, marketing, area enhancement, special events and safety initiatives. Much of the work focused on collaborating with stakeholders: The City of Surrey (Mayor, Councillors, staff), SFU, developers, RCMP, community groups, local MPs and MLAs, non-profit organizations, Boards of Trade, and others to address the development and needs of a new Downtown core.

Since 2013, SFU has expanded with a new building to house Sustainable Engineering and Environmental Studies. A new Bosa commercial development in the North precinct has opened and a thriving Health and Technology District in the South with two completed towers by Lark Group and more on the drawing board. The opening of Coast Capital's National Head Office (a major PCI development at the King George Skytrain station) and implementation of plans for Georgetown (an Anthem Properties development) will add both retail, office, and residential towers to the area. Surrey Memorial Hospital expansion has been completed, Jim Pattison Outpatient Care has opened, Kwantlen Polytechnic University built and located a satellite campus Downtown, and a new Marriot Hotel has been added to a growing and ever-changing skyline.

The area is still in-transition. New residents have moved in, more people are working in the area, and more students are studying in Downtown Surrey. Some of the issues that were concerns in 2003 continue to remain prevalent. Surrey continues to be car-reliant. Transportation options within Surrey are lacking. Streetscape is deficient in part because the road grid remains large and the streets unwalkable. Like most urban centres throughout the world, homelessness has grown and has been an issue affecting many of the businesses in the DSBIA area. Open drug use in some areas persists. Building within the DSBIA area has not been at the same rate, leaving some neighbourhoods "new and shiny" and others "old and decrepit".

In 2005, the DSBIA began hiring post-secondary students through Canada Summer Jobs. What started as one student in 2005 has grown year by year based on the funding allocated by the Federal Government. Under the guidance of DSBIA staff, students from different faculties worked together on special projects addressing the issues facing Downtown Surrey. Building a strong sense of community, improving the cleanliness and perception of safety, marketing small businesses and enhancing the area through events, art projects, and placemaking activities are just a few of the projects that have been instituted.

In 2019, the DSBIA Board of Directors decided to fund the 2020 Our Surrey Vision project to consult with not only residents, workers, businesses, and students in the Downtown core but also with people throughout Surrey. The DSBIA Directors were interested in discovering other people's views on what is good in Downtown Surrey, what could be great, and what could be improved.

By utilizing unique engagement strategies and techniques, in addition to old fashioned methods of asking people for their ideas, the process was aimed to engage, educate, and excite the community about their Downtown. Although it was important to learn the views of people currently experiencing Downtown Surrey, just as important were people who did not visit Downtown. Since the goal is to build a Downtown for Surrey and a second Metro Centre for the region: it is important to look beyond the people who currently utilize the area on a regular basis.

The findings of the project would provide the DSBIA Directors with important information to focus and build their direction for a work plan, advocacy, and goals for the DSBIA's next five year plus strategic plan.

The objectives of this project are:

- Advocate for the growth of the Downtown core and tell a story of its potential
- Develop an accurate vision of what the Surrey community wants for their Downtown based on a mix of qualitative and quantitative responses
- Showcase opportunities of growth for incoming residents, business owners, and the greater community
- Shift perspectives, motivate residents, and challenge perceptions of Downtown Surrey and understand what sparked passionate conversations.

- Integrate resident feedback into the DSBI's future funding and pilot projects.
- Capture resident visions and convey the DSBI's strong advocacy for the well-being of people and development of Downtown Surrey.

Throughout the process, a three-step engagement process (consult, collaborate, and communicate) was adopted.

The guiding principles included:

- Educate the public about Downtown Surrey's potential, informing people about upcoming plans for the area and the upward trend in population and business.
- Showcase the amenities and services currently available or planned for the area.
- Engage residents, visitors, and those who spend time in Downtown Surrey to participate in civic discussions and voice their opinions on the future of Downtown Surrey.
- Exchange ideas and visions for a better Downtown with the community through a mixture of workshops, focus groups, conversations and interviews by building inclusive, safe and open opportunities for feedback and sharing.

The 2020 Our Surrey Vision community engagement project reinforces the DSBI's role in responding to the unique needs of Surrey, a City in transition. The hallmark of the DSBI's role is its long-standing community engagement strategies through special projects each year that have generated a series of rapid responses to emergent community needs such as perceptions of safety, revitalization, place-making, and community building events.

In this tradition, this initiative is a continuation of such community engagement, with its history of rapidly responding to current and shifting priorities of concern to business and citizens.

The work on the 2020 Our Surrey Vision project began in May of 2019 and was completed in December 2019. For a more detailed project outline, please see Appendix B.

# METHODOLOGY

The 2020 Our Surrey Vision project used a mixture of methodologies including qualitative and quantitative methods to engage with residents, visitors, and community members. The primary guiding model was the Appreciative Inquiry (AI) Model – a strength-based approach to change.

This model utilized a positive and opportunity-based lens for the survey questions and engagement techniques. The survey questions prompted people to give insights on how to build onto Downtown Surrey's existing strengths and opportunities. This model also built the framework for the guiding principles – to educate, engage, and exchange.



Figure 1 Appreciative Inquiry Model

In addition to AI, the survey questions and in-person conversations also provided opportunity for problem solving. This methodology prompted participants to identify challenges they faced and envision possible solutions and plans for future action. It was important to collect both critical feedback and appreciative commentary to connect with the community. This trust-based process was an approachable way to engage in resident discussion and reframe conversations from what is wrong to what is strong.

To best meet the goals of reaching a diverse number of people, both in-person and online methods of engagement were used. The research team attended a variety of festivals and events as well as hosting pop-up activities at various locations throughout Surrey. Workshops, meetings, group discussions and one-on-one interviews with community leaders were also held. An online survey and social media campaigns were also used. A full list of engagement activities can be found in Appendix C.



## Survey

The interactive survey had 20 questions and was an opportunity to assess the current perceptions of Downtown Surrey and to visualize its future. The survey consisted of three demographic identifiers, six "current perceptions of Downtown Surrey" questions, and eleven "values, ideas and visions for the future" questions.

The survey questions were formatted based on the Appreciative Inquiry (AI) Model, starting with an element of excitement, education and curiosity for the future followed by the question that encouraged respondents to think positively but critically.

"Downtown Surrey is transforming itself into a great City Centre with iconic landmarks and a diverse population. My favourite things about Downtown Surrey are..."

The survey was available in English, Punjabi and Traditional Chinese to offer different resident demographics an opportunity to contribute. However, very few (less than 5) survey responses were completed in languages other than English.

A total of 1,316 responses of the English version of the survey were completed between the campaign dates of June 15, 2019 - October 20, 2019.

For a full list of questions in the 2020 Our Surrey Vision survey, see Appendix E.

## Engagement

The research team set up booths at large events in Surrey including Surrey's Canada Day Celebrations in Cloverdale, Fusion Festival, and small scale community picnics throughout different town centres. The number of engagements was recorded using a tally counter. An "engagement" was considered to be a minimum 15-20 second conversation on the campaign, our mission, and/or potential results of the report.

A total of 4,470 individuals were engaged throughout Surrey. For a full list of events, see Appendix C.

Workshops were held with focus groups at S.U.C.C.E.S.S and Douglas College's LINC (Language Instruction for Newcomers to Canada) programs, Immigrant Services of BC settlement services, YMCA youth programs, and assisted living homes to hear a depth of perspectives. These organizations were identified as priorities to connect with individuals that may be difficult to reach with a traditional online survey. A complete list is available in Appendix C.

Each workshop used different activities to best engage with the attendees; for example: drawing and acting out their ideal community and sharing personal challenges or those experienced by friends/family. Through these workshops, the research team connected with a total of 197 individuals.

One-on-one interviews were conducted with a mixture of residents and business owners to hear their perspectives on Downtown Surrey's strengths and what excited them most moving into the future. These interviews highlighted the various faces of Downtown Surrey and were recorded and used as promotional material to spark interest in others to participate in the project.

The list of 10 interviewees can be found in Appendix C with videos available on [oursurreyvision.com](https://oursurreyvision.com)

A community advisory group was initially formed to provide the researchers assistance in building survey questions that reflected Downtown Surrey's current pressing topics and advice regarding pockets of populations to contact. The advisory group also met two months into the project to provide guidance on other methods to engage more residents in the project.

A Blue Sky Event was a one-time meeting in October that brought the DSBIA Board of Directors together with staff from various City of Surrey departments, leaders in development and education, and long-time champions of Surrey. The purpose of this focus group was to connect industry leaders together to discuss Downtown Surrey's strengths, challenges and potential plans for the future, enabling their voices to be added to this report.

Overall, researchers engaged with a total of 58 advisory committee members, including 34 individuals at the Blue Sky event. A full list of advisors can be found in Appendix F.

We utilized social media platforms including Facebook, Instagram, and Twitter to promote the 2020 Our Surrey Vision project to a wider audience.

Marketing work was completed in partnership with Laura Ballance Media Group, and our DSBIA social media platforms to release targeted static poster ads, videos (mentioned previously), and Facebook contests for those who completed the survey

Notable media mentions included:

- Daily Hive's web article and Facebook page had a collective reach of 1.1 million
- News 1130 web article which included the DSBIA's press release reached 772,000
- Black Press publications including Surrey Now Leader, Cloverdale Reporter, and North Delta
- Reporter, Peace Arch News, and BC Local news had a collective reach of 948,116

## FINDINGS

There were 1316 surveys completed either online or on paper at various events and pop-up activities. Upon reviewing the results, it should be noted that not all questions have been answered by each respondent.

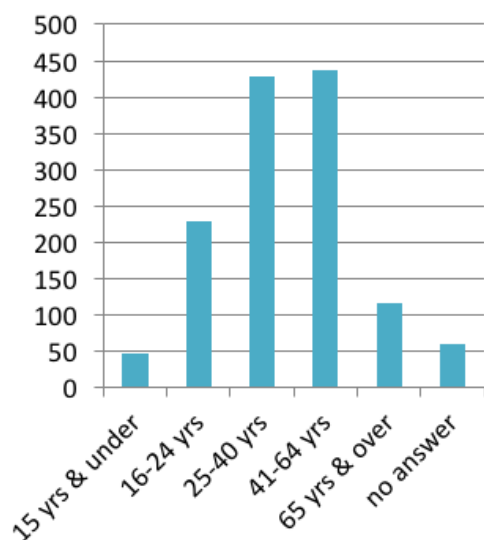
The demographic information that was collected shows that 441 respondents live in Downtown Surrey/City Centre or Whalley. This represents approximately 35% of the individuals responding to this question. Based on the findings, further analysis could be done to compare responses by individuals based on their Town Centre of Residence and/or age. This information could shed light on recruitment of businesses, restaurants, and services based upon the AI model of building on the current strengths.

Several survey questions were open ended and comments collected are discussed further within the qualitative information section.

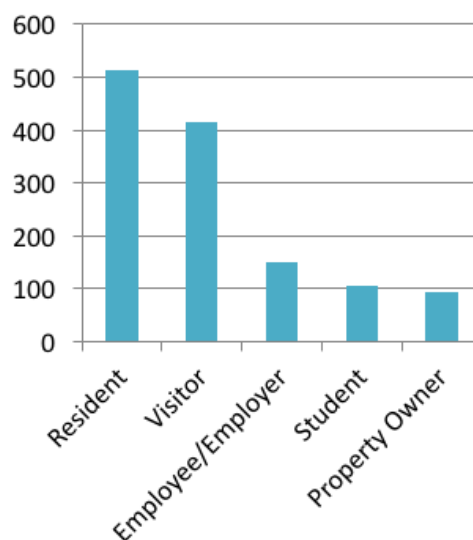
# Demographic Data

## Who completed our survey?

By Age



Relationship to Downtown



## Where do they live?

Downtown Surrey/City Centre – includes Gateway, Medical area

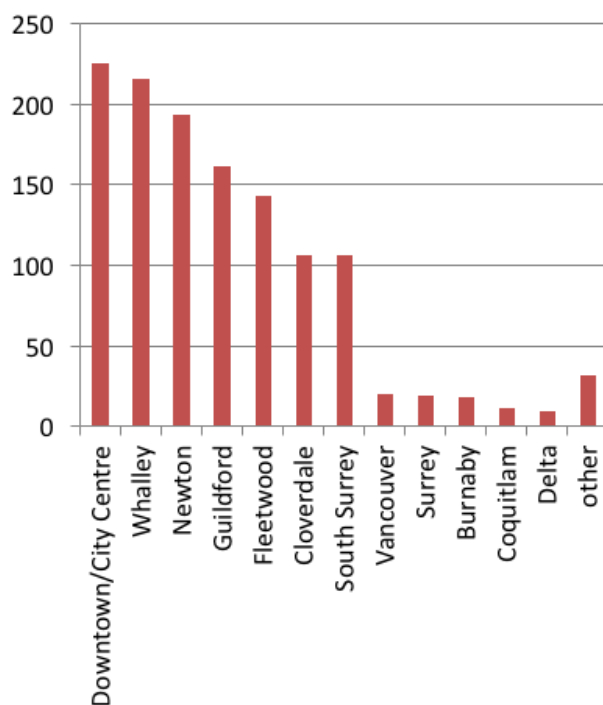
Whalley – includes Cedar Hills, Bolivar Heights, Royal Heights, Bridgeview

Guildford – includes Fraser Heights

Newton – includes Panorama, Sullivan, Strawberry Hills, Bear Creek

Cloverdale includes Clayton

Delta – includes North Delta, Ladner, Tsawwassen



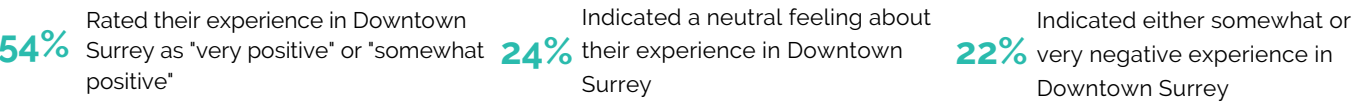


# Downtown Surrey Today

As new people, business and developments come to Downtown Surrey, so do perspectives, thoughts and opinions. These questions were used to understand the current feelings people have towards the Downtown, and where our biggest strengths lie.

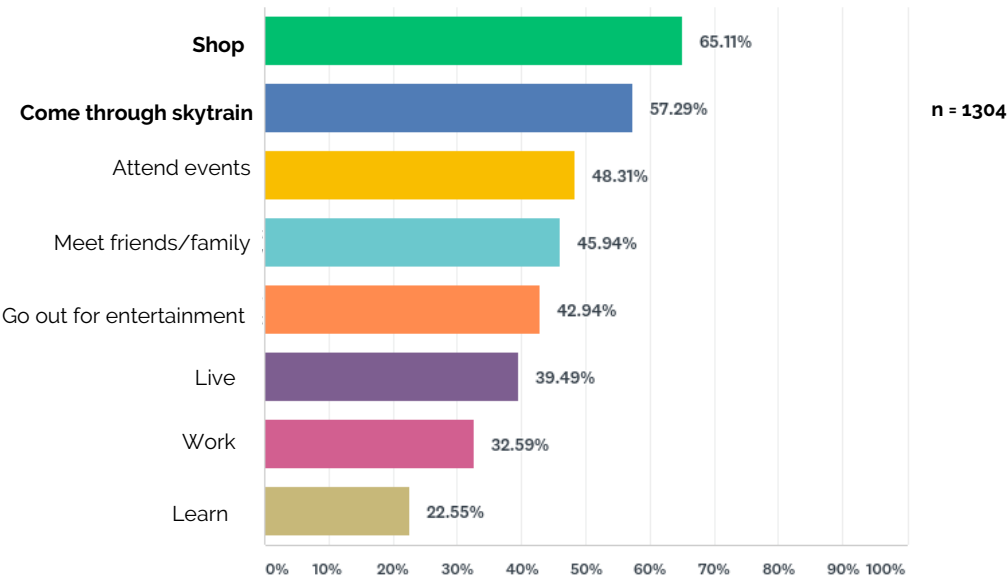
## Your experience in Downtown Surrey for the past year has been... n = 1305

Respondents were asked to pick only one type of experience, reflecting their feelings towards Downtown Surrey.



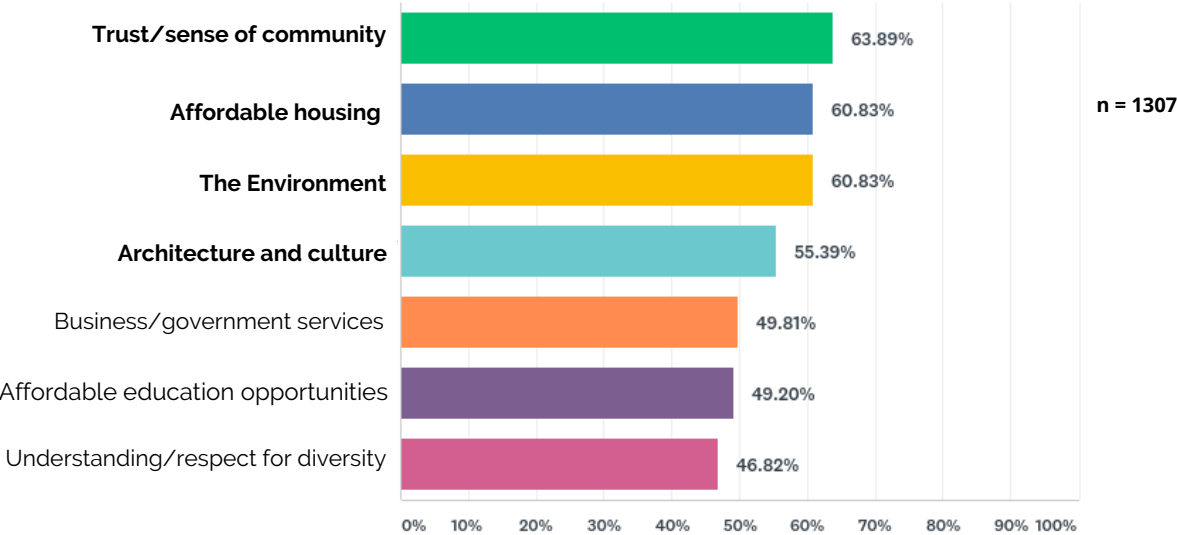
## Which of the following best describes the activities you do in Downtown Surrey?

Respondents were asked to select all that applied. Therefore the total will not be 100%



## What do you care for in Downtown Surrey?

Respondents were asked to select all that applied. Therefore the total will not be 100%



Downtown Surrey is transforming itself into a great City Centre with iconic landmarks and a diverse population.

*List 3 of your favourite things about Downtown Surrey.*

## Top Ten Answers – verbatim

n = 1083

1. Skytrain
2. City Centre Library/Library
3. Shopping
4. Holland Park
5. Central City/ Surrey Place Mall/Surrey Central Mall/ "The Mall"
6. Food/Restaurants
7. Parks
8. SFU
9. Events/Festivals/Fusion Fest/Movies Under the Stars
10. Transit hub



#1 Skytrain

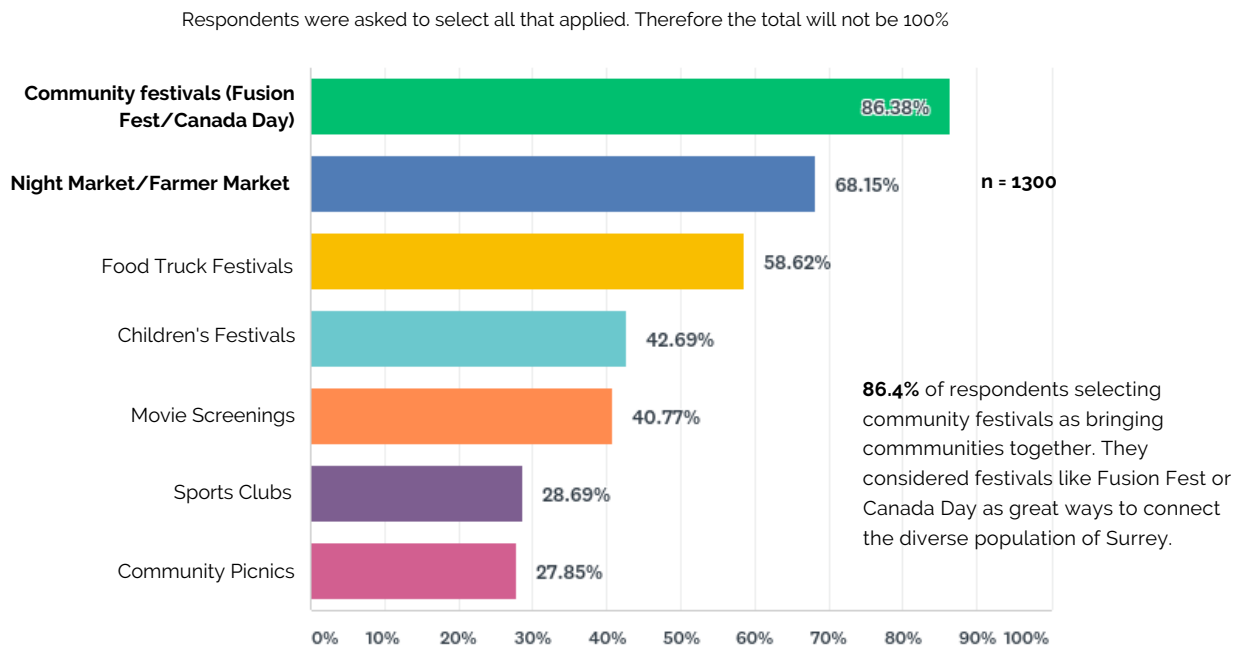


#2 City Centre Library

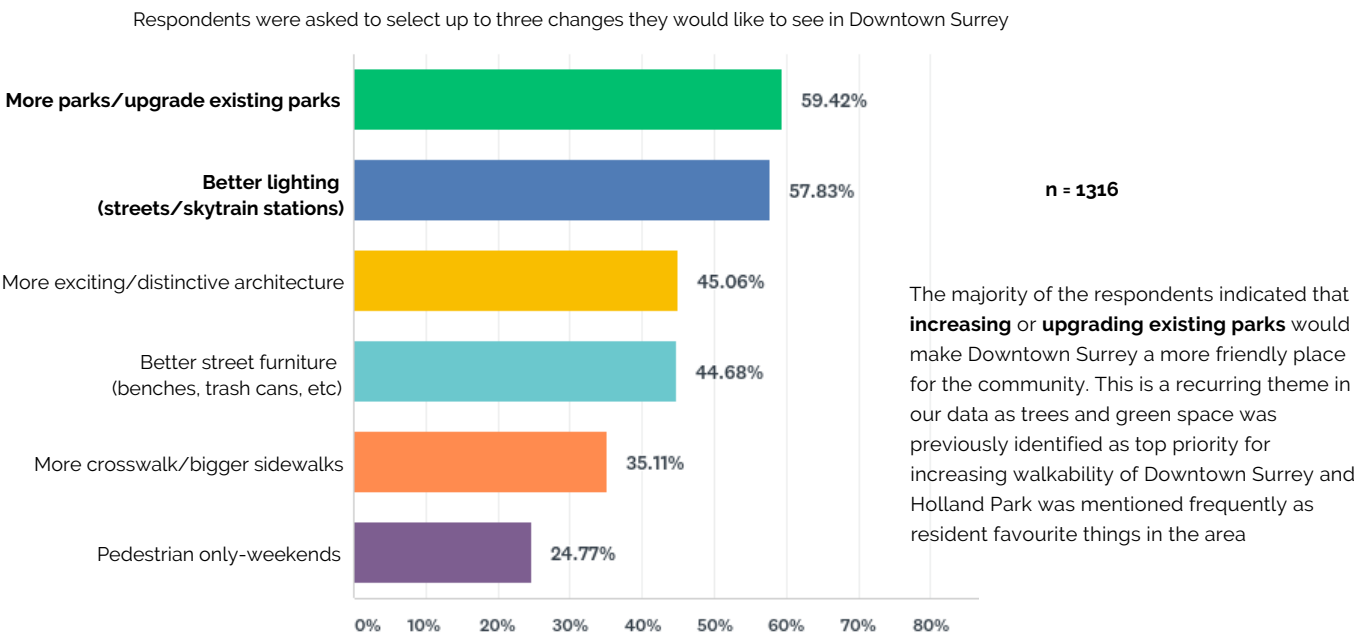
# Future of Downtown Surrey

This set of questions helped identify how we can best utilize our strengths to improve Downtown Surrey. This can be in the form of a community space or types of events.

## Diversity is a key strength of Downtown Surrey. As an engaged citizen, what types of events and activites have you seen bring people together?



## What big change would you suggest for Downtown Surrey to encourage more community-friendly spaces?

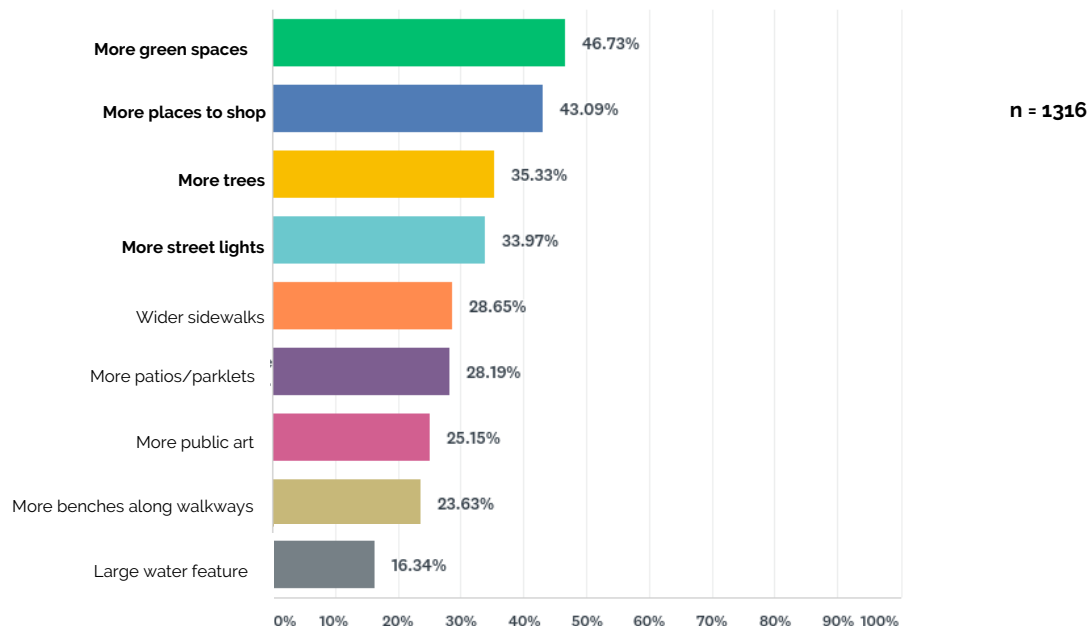


# Transportation in Downtown Surrey

Connecting and traveling between town centres and the rest of the Lower Mainland is becoming increasingly important for all residents. Walking, cycling and wide spread transit are being adopted by residents.

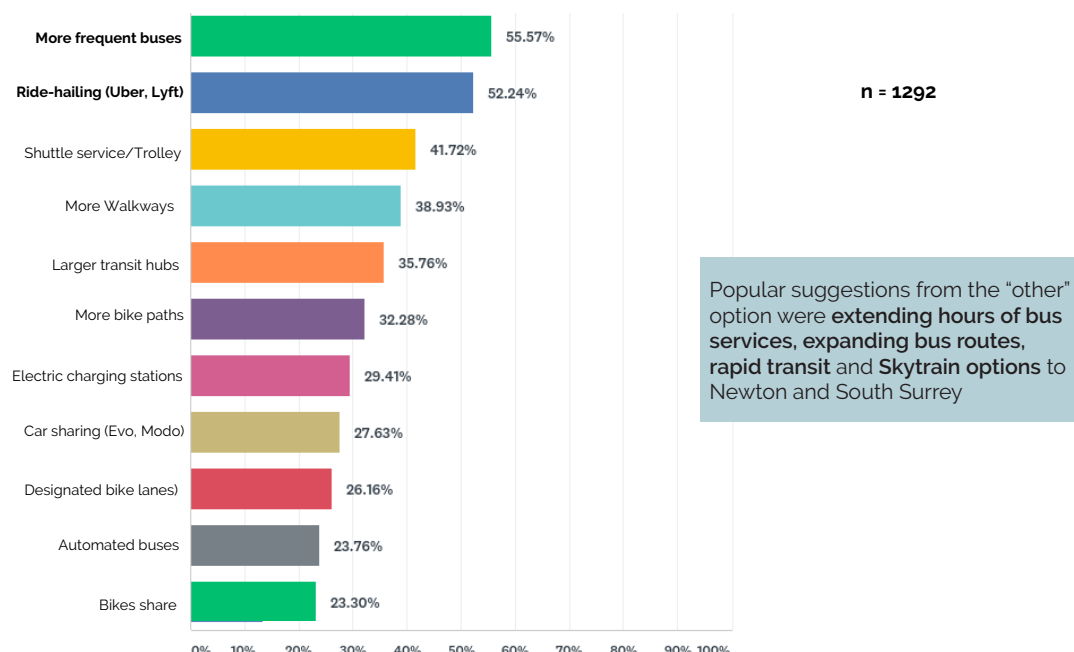
## The City of Surrey has worked on various projects to improve walking in Downtown Surrey. What would make walking in Downtown Surrey more appealing?

Respondents were asked to select the best three facilities that they think would improve walking in Downtown Surrey.



## Given Downtown Surrey's growing population, we can improve transportation by introducing...

Respondents were asked to select all that applied. Therefore the total will not be 100%

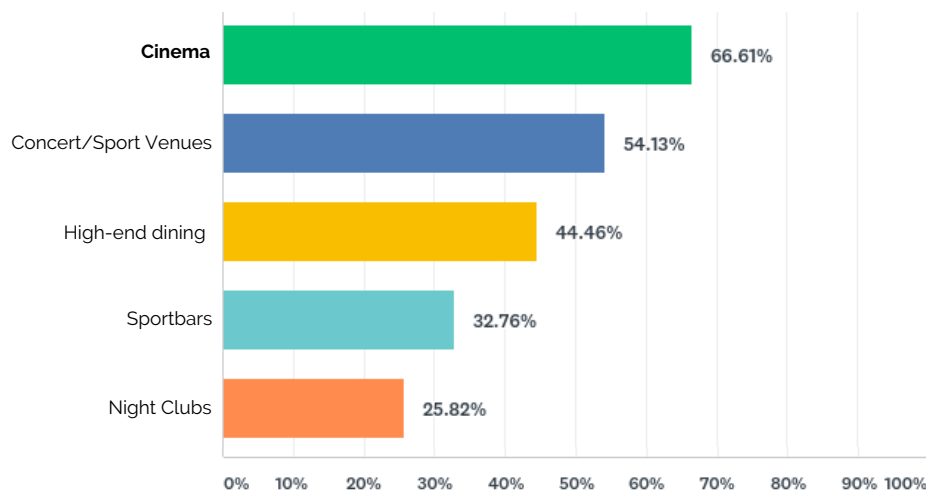




# Arts, Culture, and Entertainment in Downtown Surrey

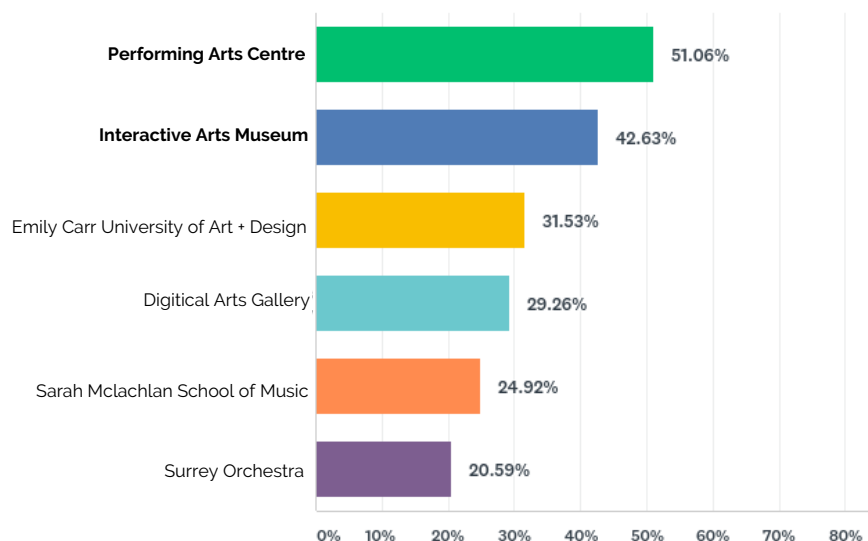
**Imagine you want to go out after a long day of work or school, what types of activities do you wish Downtown Surrey had?**

n = 1282



**The City of Surrey is making advancements in arts and culture.**

**What two projects would you want prioritized?** n = 1316



Options included in this question were either already in discussion, in preliminary planning or partially funded by the City of Surrey

After collecting and analyzing the feedback from over 1,300 surveys and 4,000 in-person discussions, seven themes were identified and divided into nineteen sub-themes. The themes are:

Transportation, Safety, Built Environment & Public Space, Services & Businesses, Community, Entertainment, and Affordability.

# Transportation

*"Extend the Skytrain to Langley and ALSO have LRT to cover the entire region."*

*"Intelligent traffic lights that use game theory to adapt to the flow of traffic. King George can get pretty congested and any public transit besides Skytrain would benefit from intelligent traffic control."*

*"Keep large commercial vehicles off of all Surrey streets between 5am and 6pm."*

*"... [more] support for disabled travellers."*

*"Just want to stress that car sharing and Uber/Lyft would be a huge, huge benefit and make a great difference."*

Transportation related responses focused on accessibility and extended public transit, vehicle sharing, road congestion, biking, walking, and extended transit options connecting Surrey's Town Centres.

## Transit

Despite disagreements between advocates for Skytrain and Light Rail Transit (LRT), both systems were said to be great options to connect Surrey Town Centres.

- The Skytrain extension was mentioned most frequently. Most respondents wanted the current planned extension of the Expo Line to Fleetwood to extend to Clayton and Langley. Other requests focused on the extension of Skytrain to Newton and South Surrey.
- Respondents also wanted more frequent buses and extended bus hours. There were a number of concerns about bus service in Surrey after 9pm as well as bus service on King George Blvd. North of 104 Avenue.
- Accessibility was highly valued. People suggested an increase in Handy Dart availability as well as reduced fees for low-income individuals and children/youth under 19 years.

## ***Vehicle Sharing***

Respondents suggested having car sharing or ride hailing services (Uber, Lyft) to improve commuting. Individuals noted long wait times for taxis as one reason for the need to introduce Uber and Lyft.

Ensuring ride sharing and hailing services were accessible for people with disabilities were also suggested.

## ***On the Road***

Road congestion created by increased density was another concern. Respondents suggested that the Downtown core should have more or bigger lanes and increased parking space, particularly around Holland Park. Others suggested less parking spaces to encourage people to use other modes of transportation.

Respondents requested synchronized lights and restrictions on large, commercial vehicles during the day.

There were some respondents that strongly desired more bike lanes or designated bike paths with available lockers for bikes throughout Downtown. However, there were others who felt the bike lanes we currently have are underutilized and a waste of money.

Wider sidewalks that could accommodate outdoor patios would help improve the streetscape and encourage more people to walk.

# Safety

When asked “**What are THREE words you would like to use to describe your Downtown Surrey in FIVE years?**” the word safe was mentioned more than any other descriptor.



*"Improve safety ..."*

*"Safety and cleanliness are big issues here- I think more people would live and visit here if there were newer buildings safer spaces outside - right now it's like Hastings [Street]."*

*"Surrey would be more attractive towards young families, middle class, young professionals if we have less gangs, better security."*

*"Right now it is a scary place to go. It has nothing touristy like to bring people in, needs more police presence, needs somewhere for the street people to go."*

*"Night time friendlier streets, more lighting etc."*

*"Make the areas around the Skytrain stations/transit hubs safer."*

*"Above all a safe, caring, kind and respectful community."*

Through discussions with individuals and open-ended questions in the survey, respondents desired improved safety in the Downtown core.



## General Safety

Although the RCMP Safety statistics <sup>1</sup> have improved and the DSBIA Safety Audit <sup>2</sup> during the last three years has not shown a decrease in the perception of safety by local businesses, participants in the project were clear that the perception of the area remains as “unsafe”.

People shared incidences of vehicle break-ins and not feeling safe after dark.

Suggestions by participants included:

- More police/security presence
- More or better lighting on the streets and at Skytrain stations and bus stops

## Road Safety

Respondents suggested the Downtown area should be safe for walking and driving. There were concerns raised about jaywalking on King George Boulevard and suggested that having more crosswalks and mid-block crossings would improve safety and convenience for pedestrians.

Also mentioned was the lack of sidewalks for pedestrians along Fraser Highway leading to Jim Pattison Outpatient Care Centre and RCMP E-Division.

People also wanted faster response for road repairs to improve the travelling experience for drivers and pedestrians.

## Social Issues

*“.. stop concentrating on affordable housing and temp shelters just in downtown Surrey and spread them out throughout Surrey -- with what we have right now it will be a very long time before Downtown Surrey is inviting or interesting (and I live in the heart of downtown Surrey).”*

*“More police presence. Get rid of the aggressive street people. Institutionalize people with mental health who are violent. Make Surrey Central bus loop safe. Start cracking down on crime and violence and clean up that area!”*

*“As a resident and property owner I would like to point on one huge problem for Surrey Central/Gateway areas: drug addicted street people. They make this area very unsafe, they openly use drugs at any time of the day, drop used needles and their trash everywhere they decide to stay. I believe City of Surrey really needs to pay more attention and find a fair solution for everyone.”*

There were a number of comments on the challenges of homelessness, panhandling, and open drug use in the area. The frustration of many people interviewed was apparent. However, suggestions included:

- Improved support services for people suffering from mental health issues and addiction problems.
- More progressive approaches to address safe injection options, reducing drug use, dealers, gang activity and crime.

## Built Environment & Public Space

*"The Civic Plaza area and new buildings are beautiful. However you can see the disparity looking at the buildings and sidewalks near Safeway - the sidewalks are dirty, the architecture is old. If the entire area got an upgrade ..."*

*"I'd like to see better architecture and buildings. The newly built grey concrete buildings are eyesores. Makes the place look depressing."*

*"While parks are nice, it rains a lot and an indoor space with amenities similar to the Jewel Changi airport where I can sit on a bench and read a book or walk through an indoor park with a friend. A peaceful area."*

*"Create a sense of place with a vision of distinct Centre areas encompassing the diverse culture and opportunities of each."*

*"Would love to see more picnic tables and more benches in Holland Park ..."*

What people had to say about built environment and public space had to do with things around all of us. How do we use our space? How do the surroundings accommodate our needs? Is the space clean? Is it walkable? Is it accessible?

### Walkability and Accessibility

Overall, accessibility to services was seen as a highlight for the Downtown Surrey area. Central City Shopping Centre, a wide range of medical and government services, banks, and educational institutions contribute to Downtown Surrey as a one-stop shop for many residents. However, **transportation and bus connectivity to other Town Centres within Surrey are seen as the highest priority for residents moving forward.**

Keeping Downtown Surrey accessible through well maintained sidewalks as well as benches and stroller/wheelchair accommodations will benefit seniors, young moms, caregivers, and people with mobility issues.

Pedestrian-only streets were also mentioned to improve community, walkability and the streetscape. Although permanent pedestrian-only streets may not be currently feasible, it should be reviewed and incorporated into future developments.

## Access to Green Space

Holland Park ranked fourth in why people visit Downtown Surrey. Residents in close proximity used the Park as a place to stroll through, visit with friends or walk their dog. Many others enjoy the variety of outdoor festivals, activities and concerts hosted there every year.

Suggestions included

- Family friendly green spaces that are stroller and wheelchair accessible
- Suitable parking options, in and around green spaces
- More picnic tables and park benches open to the public
- Responses included appropriate amenities for those with mobility issues

When asked what would make walking in Downtown Surrey more appealing, **47%** said more green spaces, followed by **35%** wanting more trees in the area.

## Cleanliness and Character

Survey respondents noted architectural differences between areas of Downtown Surrey, cleaner streets and a more defined “image” were important for the future. As our own centre shifts into its new title as a Downtown core, a need to develop all aspects of a healthy environment were suggested.

Respondents reiterated the focus on cleanliness and litter in some parts of the Downtown core, especially in alleyways and green spaces where illegal garbage dumping occurred.

Community wide cleanups were recommended to remove garbage and used needles from public eye.

When asked for three words to describe their ideal Downtown Surrey in five years, clean was the second most used attribute, being used **235 times** (**safe** was number one – mentioned **392 times**).

## Services & Businesses

“Trendier restaurants to draw in a more cultured crowd and ensure there's foot traffic in the evenings. A bit of a ghost town now after 6... A cool concert venue like the Orpheum or street level restaurants with patios”

“I am a small business owner (catering and manufacturing) I was born In Guildford, the goal is to one day have a brick and mortar in Surrey (either Downtown or Guildford) but

for my business it's hard to do business in Surrey currently... My suppliers, food suppliers, are all north of Fraser River... Also it's not dense enough to support a restaurant or cafe business. Factors such as poor walkability, poor transit, lack of housing, and it's hard to bring clients currently to Surrey (as there is a stigma)."

"An inviting and interesting neighbourhood is often comprised of unique shops, restaurants, and cafes owned and operated by small independent businesses, rather than large corporate chains .... I hope to see storefronts and streetscapes get brought down to a more intimate human scale to allow small independent businesses to set root and thrive."

"We should build more office spaces/businesses first and supplement that with entertainment/other improvements after. Nobody will use these things if you have nothing bringing new/more people into the area for a reason. You need to improve, but don't forget about sustaining businesses too."

Respondents have requested a variety of restaurants, shopping and health services. Retail stores that open later, unique businesses that celebrate the diversity of the community and opportunities for new and small businesses would be key attractions to Downtown Surrey.

## ***Restaurants & Shopping***

Respondents wanted independent coffee shops, restaurants with patios and rooftop patios to view the City. Breweries/pubs/bar/craft beer restaurants were also suggested.

There is a desire for a good mix of high-end and affordable restaurants. Respondents expressed an appreciation of the diversity of Surrey and wanted more ethnic restaurants offering cuisines from different cultures. A number of people expressed the desire for a "Restaurant Row".

Unique, interesting shops both within the main shopping centre and at street level would improve the walkability of the area and attract people who are looking for a different shopping experience.

Respondents suggested that all restaurants, stores and services should have wheelchair accessible elevators and washrooms. Such improvements would encourage people to spend time in the area.

## ***Opportunities for Businesses***

Respondents wanted Downtown Surrey to be a destination for businesses and jobs. From the focus-group workshop at ISSofBC, one of the clients shared that short term leases and pop-up stores could provide opportunities to young or new entrepreneurs as well as immigrants.

Having a permanent indoor market was also suggested by many respondents as both an opportunity for business and a draw for the community.

Also identified was the desire to keep existing businesses, especially small and independent ones, through tax incentives and help with raising rents.

## Services

Respondents identified the need for more mental health services and outreach programs to assist people who are in need of housing and medical services.

Another recommendation was increased services for children, youth, seniors, people with disabilities and LGBTQ+ people.

## Community

This category addressed diversity and inclusion, civic pride and cultural spaces in Downtown Surrey. How we can strengthen civic pride, work to include all voices of the community and continue sharing the diverse cultures that call Downtown Surrey home.

*"Have more city-wide big events for each holiday - Diwali, Halloween, Christmas, Hanukkah etc."*

*"Universal design, longer timed crosswalks, benches, wheelchair friendly sidewalks."*

*"More places or events where kids can hang out freely or more events that are more kid friendly. Both encourage a bit of socialization between parents and other children they might not usually talk with. And generally supporting education to the utmost degree. An educated mind is harder to keep closed."*

*"Have in civic plaza different cultures do pop up events including food/entertainment and historical information on the culture."*

## Diversity and Inclusion

Downtown Surrey is home to a diverse collection of people with their own needs and visions for an ideal future. Residents enjoyed community events and activities to celebrate the diverse peoples that occupy Surrey. Opportunities to incorporate cultural and inter-generational sharing year-round would be appreciated. People felt that the unique mix of cultures and background of the people in Surrey is the City's biggest asset.



Inclusion was mentioned in the context of age, accessibility, gender equity, and cultural needs. All people, including those with barriers to participation, should be considered when building inclusive programs and spaces for the residents of Surrey.

Support for grassroots organizations and businesses should be available to service unique populations, including food options, and health and wellness services

Individuals at assisted living homes stated that a lack of accessible transportation made it difficult to travel, and that they actively searched for activities catering to their needs.

## Civic Pride

*"..people really have a sense of ownership and pride in not only where we've been, but also where we are trying to go as a community" Steve Dooley, Executive Director, SFU Surrey*

Respondents felt that outdated negative perceptions of Downtown Surrey have hurt our overall reputation. Recent improvements in facilities and infrastructure have motivated residents to civically engage in municipal level actions. When asked how we can strengthen and improve civic pride, attendees at the Blue Sky event suggested:

- Increasing awareness of the area's history, milestones and upcoming projects
- An independent sense of identity, separate to that of Vancouver and other downtown cores, focusing on unique qualities rather than replication
- A major attraction or arena that residents and outside communities can utilize

## Spaces for Sharing

Survey responses and interviews have identified a need for a community gathering spaces. They mentioned gathering space to showcase art, culture and history. Ideas put forward include an Indigenous Longhouse, cultural centre or plaza to cater to all residents.

Although many programs for cultural sharing have been run in the City, the community is keen on providing continuous opportunities for learning and sharing.

Concern over the closure of the North Surrey Recreation Centre without access to a suitable alternative space was expressed through the survey as well as in person conversations.

## Entertainment

*"Does anyone actually go to Downtown Surrey on a Saturday night? Needs to be way more vibrant; pubs restaurants, music venues, sports teams, etc."*

*"Because Surrey has the space and opportunity to grow, there is so much that can be done. I don't want to have to go to Vancouver for a fun night out. It'd be great to have more concerts locally, more fun events, more art museums."*

*"I would love to see more restaurants, bars, clubs, entertainment venues (e.g. arcades, bowling alleys, performance arts centres for comedy and live theatre, cinemas) throughout Surrey, as well as more studying and business-oriented cafes and spaces that provide people with a place to get work done as well as congregate, even late at night."*

*"Fusion Fest was EXCITING; THANK YOU FOR INTRODUCING ME to new cultures, music, and dances"*

Comments on entertainment revolved around more events catering to a variety of demographics and cultures. People wanted to see an entertainment hub with options for a cinema, theatre and music mixed with cafes and restaurants that stay open into the evening.

## Events and Activities

***What services and businesses do you want more of to make Downtown Surrey more vibrant and liveable?*** The answer given by 30% of the respondents to this question on the survey was more entertainment and leisure activities.

Respondents expressed an interest in more multicultural events (similar to Fusion Festival), some suggested for a mini-scale version of it.

More community events that are accessible and inclusive for all ages were widely mentioned. People voiced a need of connecting and engaging with their neighbours.

Downtown Surrey needs activities in the evenings and weekends. Live music or performances were the most significant suggestions; either outdoors or at restaurants, cafes and pubs. Some specifically stated that they wanted afternoon or weekly Jazz Concerts at Civic Plaza.

## Entertainment Hub/Venue

With a desire to see a fun and vibrant Downtown Surrey, respondents suggested the area needs a healthy nightlife, such as more bars/pubs/clubs/breweries, similar to what was mentioned under Businesses and Services.

When answering Question #13 on the 2020 *Our Surrey Vision* survey – which asked what types of activities people would like in Downtown Surrey – a cinema was the top answer. A live performance centre and games lounge with “arcades, 10 pin bowling and go-karting” were also mentioned.

When respondents were asked to imagine a unique attraction for Downtown Surrey (Question #11), suggestions included: a theme park or an **entertainment district** that is walkable – filled with games, stores, shops, restaurants, an arts centre, and a movie theatre.

The idea of having an entertainment venue with **theatres** was frequently mentioned during the Blue Sky event, indicating types of infrastructure that could possibly create a Downtown Surrey that is far more inviting and accessible for everyone.

**See Appendix E for a copy of the survey.**

## Affordability

As the City grows and more developments come to completion, housing affordability and results of gentrification are key concerns for residents. The concerns are centered around the Downtown developments, with the changes forcing individuals and businesses from the area because of high rents and a lack of affordable services.

*“Downtown Surrey needs more affordable housing options.”*

*“I think an emphasis on affordability is necessary for Surrey to differentiate itself from Vancouver. To me, this means less luxury condos and more rental-only buildings, as well as attracting businesses that cater to a mix of all classes of people (e.g. affordable restaurants/bars).”*

*“Do not displace the homeless or destitute! Provide community engagement opportunities that allow them to reintegrate (i.e. jobs, housing, volunteering, outreach).”*

## ***Variety of Housing***

Residents of Surrey voiced preference for a mixture of affordable townhouses, apartments and high-rises to cater to all levels of income and people. Individuals were interested in the option of mixed-use developments that include both residential and commercial uses. Common themes were “mixed-income housing complexes”, mixed-use “live/work” buildings, and rental-only buildings. Respondents felt strongly on a “**housing for all**” strategy.

The first question on the survey asked respondents what they cared for in Downtown Surrey; **61% indicated “affordable housing”**

## ***Homelessness***

Concern and compassion for homeless residents were voiced during both our in-person and online engagement opportunities. Shared views were demonstrated for more services, drop-in sites and preventative policy to ensure that housing transition and rehabilitation programs are available.

Comments relayed that public housing, increased social services and other permanent programs are necessary to help this population find housing.

Challenges in safety, cleanliness and community were often tied to the high presence of individuals who are homeless.

## ***Services, Businesses and Food***

Affordability and accessibility were often brought up together during this feedback process. The connotation of “Downtown” often brought thoughts of inaccessible and exclusive services. Respondents wanted current, affordable after-school programming provided in the area. In addition to the above, respondents also wanted access to fresh foods and medical services for everyone.

Similar to the “Community” section, respondents felt it was important to have continued access to affordable recreation to replace the decommissioned North Surrey Recreation Centre – specifically a swimming pool and exercise room.

# DISCUSSION

Overall, respondents to the survey and participants in workshops were positive about the future of Surrey's Downtown. Most people understand that building a new Downtown (or expanding a town centre to a city centre) is not something that happens overnight. What has happened in the area, in a relatively short time, has helped to shape the direction Downtown Surrey is headed.

- SFU campus and expansion
- City Centre Library
- City Hall
- Civic Plaza
- Civic Hotel
- Expansion of Surrey Memorial Hospital
- Jim Pattison Outpatient Centre
- Two towers that house the Health and Technology District and more towers in process
- Relocation of Coast Capital national head office into a purpose-built iconic building
- Well known and respected developers building numerous residential towers, apartments and townhouses
- KPU Downtown campus
- Holland Park with major annual events

As the Downtown area continues to develop, it is important to hear the voices of people who view the area as their Downtown.

Respondents clearly want Surrey to be unique. Although they mention art installations in Vancouver, Granville Market and specific neighbourhoods throughout the world, they are quick to point out that they want something distinctive that reflects the history, diversity and culture of Surrey. Indigenous art installations, plazas that reflect the numerous ethnic backgrounds of the people who live in Surrey, a permanent indoor market that could accommodate young entrepreneurs have been mentioned.

Although they do not want to "transplant" what another City has, many respondents mention that they would like to have a Queen Elizabeth or Orpheum Theatre in Downtown Surrey so they do not have to go into Vancouver for a touring musical or play or enjoy an Opera or symphony performance.



The lack of entertainment and/or activity venues in Downtown Surrey was brought into the conversations on numerous occasions. Requesting more things to do in the evenings, people would be interested in having more restaurants, bars, coffee shops and dessert bars to combine with their evening's events.

Many appreciate the independent businesses that are currently located in Downtown Surrey and what they add to the landscape. Several respondents mentioned that with the growth of the Downtown core, they hope long-time businesses would not be pushed out by high rents.

Additional green spaces, parks, and gardens were identified as they measurably improve the property values of nearby homes, boost tourism, and play a key role in attracting residents. In addition, parks and green spaces deliver environmental health value as carbon sinks.

Diversity and accessibility is valued. Having places, spaces and activities available to seniors, youth, and children were requested. Doing more to celebrate the cultural and ethnic diversity of the residents was mentioned. The need for safe spaces for the LGBTQ+ community was further identified. Furthermore, all programming and places need to be accessible to people with various kinds of disabilities not just limited to mobility issues.

As part of accessibility, the issue of affordability was raised. Although the many free events and activities throughout the year that occur in Downtown Surrey are appreciated, many of the respondents have pointed out that they are concerned that as the City grows, these activities will be discontinued or unaffordable.

Affordability was also mentioned regarding recruitment of new restaurants. While they want a few more "high-end" restaurants, they also want restaurants that are affordable. The need for affordable housing throughout Surrey was also one of the top requirements.

People want a safe and clean Downtown. Although some people have noted incidences of thefts of or from vehicles, streets that are not well lit or sidewalks in need of repair, the majority of comments stem from a "perception" that the area is currently not safe. One person stated that while he did not have a problem walking home from the bus at night, "If I was a woman, I would not feel safe".

Many of the comments regarding the safety of the area were followed up with comments identifying the needs of the people who are currently homeless. While some respondents were quite negative in their remarks, the majority identified the need for supportive housing, affordable housing, and specialized mental health and addiction services for people who aren't adequately housed.

While most respondents maintained a positive outlook for Downtown Surrey, the need to address underlying issues remains.

# RECOMMENDATIONS

The purpose of this report is to identify projects and areas that the Downtown Surrey BIA can focus on in their upcoming Strategic Plan. The seven themes that have arose from the respondents is an excellent starting point but given the purpose of the *2020 Our Surrey Vision* project, many of the projects are beyond the scope of what a BIA can do.

Many of the ideas fall into one of four areas:

- What the City of Surrey or other levels of Government are responsible for or can do, such as:
  - o Pedestrian-only streets
  - o Iconic big clock
  - o Nice gardens (Zen)
  - o Museum (history and art)
  - o Iconic performance centre
  - o More parks, greenery, trees
  - o Safe, clean
  - o Services for mental health, addictions
  - o Affordable housing
- What Developers can do
  - o Restaurant row
  - o Tall iconic towers
  - o Entertainment district/Nightlife
  - o Public Art
  - o Observation deck with restaurant
  - o Recruit post-secondary schools to operate South of Fraser campuses out of new developments
  - o Add a permanent indoor or multicultural market to new developments
- What the DSBIA can do
  - o Street life (performers)
  - o Downtown Surrey Welcome sign
  - o Safe, clean (through special projects and education and advocacy)
  - o Community Art Projects
  - o Transit (through advocacy)
  - o Festivals, events
  - o Youth events, activities
  - o Assistance for people who are homeless, mentally ill or addicted (through advocacy)

- What is already being done that people don't know about

- o Access to waterfront
- o Brewery area
- o Digital/interactive art museum
- o Crime prevention and safety programs
- o Cultural events
- o Transit
- o Business recruitment
- o Affordable housing
- o Indigenous art
- o Heritage preservation
- o Street activations
- o Art through development
- o Office buildings
- o Services for vulnerable people
- o Accessibility
- o Walkability
- o Environmental leadership

Please note: these lists are examples and not complete lists.

Initially, the first place to start is to communicate with the public in a better fashion with regard to what is already being accomplished. The fact that many respondents have requested iconic public art, which is already being undertaken by fees collected from each developer building in Surrey, is just one item that needs to be shared.

Currently, the DSBIA plays a role in advocacy for the Downtown. The organization has been very active in the areas of services and housing for people who are homeless. For the sake of safety, cleanliness, and convenience, the recommendation would be for continuance of such advocacy. Potentially ensuring that the DSBIA has a voice in the Affordable Housing Strategy would be another area of interest, as businesses require staff who need affordable places to live. This falls within the mandate of the DSBIA.

The DSBIA also plays a collaborative role in Economic Development. The plan has included education and promotion of Downtown Surrey as an ideal location to build, relocate, or start a business. Positioning Downtown Surrey as the Metropolitan Centre South of the Fraser servicing over 1M people serves as an ideal location for future potential and growth. Working with developers and property owners to recruit businesses and new industries will add jobs and employment for the City. These factors were identified by respondents and should continue.

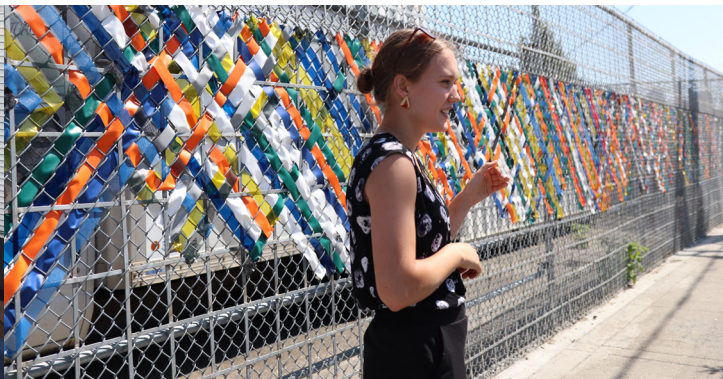
Potentially, the DSBIA should put more attention into the creation of an Entertainment District that might include both public investment (performing arts centre) and private enterprises to ensure the area has positive activity occurring both day and night. This will also create and develop a market for restaurants and coffee shops.

The DSBIA is currently involved in a variety of events and activities in partnership with the City including Fusion Fest, Party for the Planet, Tree Lighting, Love Where You Live, etc. This partnership should continue.

The DSBIA Interns program should be continued as a way to initiate programs to benefit the area and research best practices from other jurisdictions. Short term, a number of DSBIA Intern projects from 2019 should be continued and/or expanded.



Cigarette Buy-Back Initiative



Fence Art Project

- o Safe and Clean rank high on almost every question
  - *Continue with the garbage/litter/cigarette butt initiatives from 2019 and expand in 2020.*
  - *Expand the Business Connect Program to improve communication between businesses and share crime prevention knowledge*
  - *Continue organizing a community clean-up with the City and local partners (Lookout, Phoenix)*
- o Art, community art, and projects that bring people together have been identified as important. Additionally, unique ideas that bring people to the area are valued.
  - *Continue with the Fence Art Project on 135A Street to turn what was a “negative street” into a positive location*
- o Street life and activation of spaces are important
  - *Continue hiring high school students to perform throughout the area.*
  - *Continue to initiate new ideas to bring the community together*

- o Accessibility for everyone is a key value that came across throughout the survey.
  - *Continue with the project that commenced in 2019 that reviewed individuals with disabilities, seniors, caregivers, and moms with baby strollers and how to improve or address their needs within the area.*

Other ideas for DSBIA Intern projects to address issues identified through the 2020 *Our Surrey Vision* project for the upcoming year include:

- A project in collaboration with the City of Surrey on improving the storefronts of businesses
- To add more light to the area
- Involve businesses in the advocacy work relating to transit
- Invite a variety of groups (representing different ethnic backgrounds, LGBTQ+, people with disability, seniors, youth) to participate in event planning to add a lens of diversity
- Activate a pop-up Art Cart with an artist providing free art instruction in a park once a week to help engage the community

Given the success of the Blue Sky event, it is recommended that a similar event be held two or three times per year with a focus to initiate ideas and address one issue or concern at a time. The invitees would be community members and leaders who have knowledge and expertise in the specific area.

Reviewed will be the longer term projects (with budgets beyond the capacity of the BIA), which will address the ongoing needs and dreams of the community. These projects will be identified and discussed by the Directors of the Downtown Surrey BIA.



# CONCLUSION

The unique approach of the 2020 Our Surrey Vision project purposely extended a reach out to individuals and organizations that are not generally given a voice.

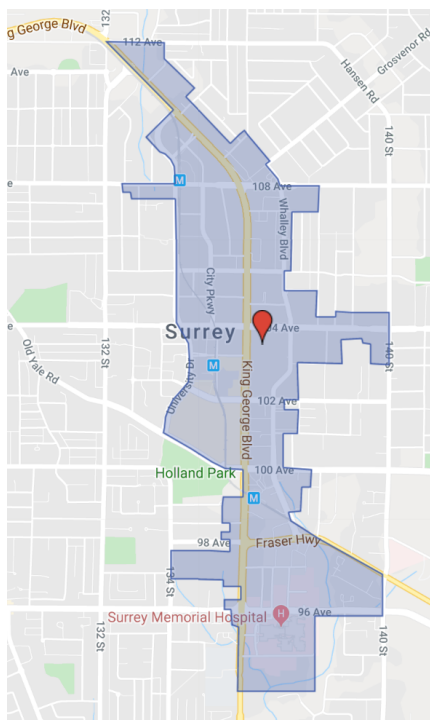
A special thank you is extended to all participants and passionate residents who were ready to take time to add their ideas, suggestions and visions to make our Downtown an activated happening place for all.

Moving forward, the unique strengths of Downtown Surrey come with varying challenges. Collaborations between the City and community are necessary to turn the visions for Downtown Surrey into reality. This Metropolitan Centre South of the Fraser is expected to grow exponentially in the coming years. With proper planning, cooperation, collaboration and engagement, we are capable of creating a sustainable, innovative and world-class Downtown core.

# APPENDICES

# APPENDIX A

## Downtown Surrey Information



### Map of the DSBIA Area

The DSBIA stretches along King George Boulevard from 94a to 112 Avenues and is roughly bounded on the west and east by University Drive and Whalley Boulevard.

According to the 2016 Census Data...

**57%**

of Downtown Surrey residents lived in rental housing. This is in contrast to 29% of the residents in the rest of Surrey

**56%**

of Downtown residents relied on their vehicle to commute to work, while 36% of the Downtown population used public transit

**43%**

of the population in Downtown Surrey was 34 years old and under in 2016

**30%**

of Downtown Surrey residents were immigrants

**5%**

of Surrey's Indigenous population lived in Downtown Surrey. This was approximately 1,230 individuals.

**860**

Businesses in Downtown Surrey

# APPENDIX B

## PROJECT TIMELINE



### MAY - JUNE

- Met with community advisors to compile questions for the online survey and understand pressing issues
- Built an understanding of Downtown Surrey's history, demographic trends, future plans and social/economic challenges
- Launched our website - **oursurreyvision.com**
- Official launch of the 2020 Our Surrey Vision Campaign: June 15



### JULY - AUGUST

- Second community advisor lunch to connect with missing sectors
- Attended public events including Fusion Festival, Community Picnics, Jamaican Festival, South Surrey Fest and DSBIA organized events
- Interviewed various organizations, individuals and community leaders for promotional videos
- Increased focus on social media to drive people to the survey on the website



### SEPTEMBER - OCTOBER

- Continued holding workshops and focus group discussions including the Surrey Food Bank, Surrey Urban Mission Society, Language Instruction for Newcomers to Canada and MOSAIC programs (full list found in Appendix A)
- Focused on social media presence to promote our survey, reaching out to local organizations and schools via email
- Blue Sky event (attendees listed in Appendix E)
- Survey collection end date: October 20, 2019



### NOVEMBER - DECEMBER

- Analyzing responses from our survey and in-person activities.
- Compilation and writing of the Our Surrey Vision Report
- Prepare for release of report in January 2020

## APPENDIX C: IN-PERSON ENGAGEMENTS

**Table 1: Festivals and Events**

Date	Festival/Event	Number of Attendees
June 15	Surrey Fest	152
June 28	Youth Street Dance Festival	30
June 29	North Surrey Pride Fest	162
July 1	Canada Day - Cloverdale	453
July 17	#WhalleyWednesdays - DSBIA	11
July 20-21	Fusion Festival - Holland Park	1500
July 27	South Surrey Fest	135
July 27	NewtFest	109
July 29	Y Dance- YMCA Fundraiser	35
August 3	Movie Under the Stars 1	159
August 4	Jamaican Festival - Holland Park	70
August 10	Movie Under the Stars 2	75
August 16	Summer Cooldown - DSBIA	81
August 17	Movie Under the Stars 3	103
August 17	Surrey Youth Soccer Tournament	24
August 24	Movie Under the Stars 4	150
September 7	Fleetwood Fest	160
September 14	Phoenix Block Party	92
September 26	Volunteering and Beyond	142
September 26	State of Newton	26

**Table 2: In-person Workshops and Focus Groups**

Date	Workshops	Number of Attendees
July 4	Gateway Assisted Living Centre	21
August 2	LINC - S.U.C.C.E.S.S Program	11
August 9	Surrey Food Bank	16
August 9	Sterling College Class	33
August 13	Surrey Urban Mission Society	17
August 14	Clover Heights Retirement Home	8
August 23	ISSofBC	17
September 1 & 3	LINC - Douglas College	31
September 6	DIVERSEcity - RISE Youth Program	13
September 23	YMCA - Afterschool program	30
October 4	Lookout - Modular Housing BBQ	21

**Table 3: Pop ups at parks and community picnics\***

Date	Location(s)	Number of Engagements
July 9	Frost Road Park - Fleetwood	n/a
July 11	Bridgeview Park - Whalley	n/a
July 14	Museum of Surrey	17
July 18	Beaver Creek Height Park - Newton	n/a
July 23	AJ McLellan Park - Cloverdale	n/a
July 24	Bear Creek Park - Whalley	54
July 26	Hawthorne Park - Guildford	38
August 1	Chimney Heights Park - Newton	n/a
September 5	Newton Library	12
September 16	City Centre Library	8
September 17	Guildford Library	16
September 25	King George, Surrey Central & Gateway Skytrain stations	31
September 28	City Centre Farmers Market	13



**Table 4: One-on-One Interviews**

Date	Name	Organizations
July 19	Jamie Stewart	Hamilton Duncan Armstrong + Stewart Law Corporation
July 19	Jason Wong	Beta Collective
July 19	Denise Cachero	Recent graduate of Guildford Park Secondary
July 19	Jia Dhillon	Grade 10 student, Johnston Heights Secondary
July 26	Feezah Jaffer	Executive Director, Surrey Food Bank
July 26	Steve Dooley	Executive Director, SFU Surrey
August 1	Michael Heeney	President and CEO, SCDC; past Managing Principal of Bing Thom Architects
August 1	Haadia Khalid	SFU Student
August 1	Lucie Matich	Longtime resident of Whalley
August 1	Penny Priddy	Former MP for Surrey North, Former MLA/Cabinet Minister, Former City of Surrey Councillor

## Conversations with interviewees

These one-on-one interviews were used to gain insight from a spectrum of different Surrey residents. We selected individuals who have witnessed the changes of Downtown Surrey through the years, as well as visitors who come through the area for work, and play. All videos can be found at [oursurreyvision.com/stories](https://oursurreyvision.com/stories)

# APPENDIX D: SURVEY QUESTIONS



## 20/20 Our Surrey Vision Project

### *Looking into the Future*

Downtown Surrey is a unique, fast growing core, with diverse populations, distinct campuses for thousands of students with an expanding health and technology district.

With a goal to educate, engage, and exchange ideas with you, the 20/20 Our Surrey Vision Campaign will gather feedback from people all over Surrey. We want to hear why you love where you live and enjoy where you work to help us prioritize your future Downtown Core.

Let's imagine our future downtown and continue to build on its strengths **together!**

#### 1. What do you care for in Downtown Surrey?

(choose all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> Affordable housing for everyone         | <input type="checkbox"/> Architecture and culture         |
| <input type="checkbox"/> Trust and sense of community            | <input type="checkbox"/> The environment                  |
| <input type="checkbox"/> Understanding and respect for diversity | <input type="checkbox"/> Business and government services |
| <input type="checkbox"/> Affordable education opportunities      |   |

#### 2. Which of the following best describes the activities you do in Downtown Surrey?

(Choose all that apply)

- ☐ Go out for entertainment
- ☐ Attend events
- ☐ Meet friends/family
- ☐ Come through the SkyTrain
- ☐ Shop
- ☐ Learn
- ☐ Work
- ☐ Live

### 3. Your experience in Downtown Surrey for the past year has been...

- ☐ Very positive
- ☐ Somewhat positive
- ☐ Neither positive nor negative
- ☐ Somewhat negative
- ☐ Very negative

### 4. As a major centre in a city in transition, Downtown Surrey has been working towards creating a metropolitan centre south of the Fraser. How satisfied are you with the following categories?

Rate each category from 1 to 5, with 5 being the most satisfied and 1 being the least satisfied

	1	2	3	4	5	N/A
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walkability/ Walking-friendly streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sense of Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of access to services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of Housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of Businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 5. Downtown Surrey is transforming itself into a great city centre with iconic landmarks and a diverse population. My favourite things about Downtown Surrey are...

1

2

3

### 6. What services and businesses do you want more of to make Downtown Surrey more vibrant and livable?

☐ Local grocery and specialty food stores

☐ Indie coffee shops

☐ More variety of restaurants

☐ Clothing/Tailoring/Laundromat

☐ Childcare/daycare

☐ Vehicle maintenance

☐ Medical services

☐ Wellness services (spas, barber shops, nail care, etc.)

☐ Entertainment and leisure (go karting, bowling, laser tag, clubs/pubs, etc)

**\* 7. The City of Surrey has worked on various projects to improve walking in Downtown Surrey. What would make walking in Downtown Surrey more appealing?**

**(Select ONLY 3)**

- |  |   |
|--|---|
| <input type="checkbox"/> More places to shop (more shopping areas) | <input type="checkbox"/> More patios/parklet spaces |
| <input type="checkbox"/> More green spaces (parks)                 | <input type="checkbox"/> More public art            |
| <input type="checkbox"/> More trees                                | <input type="checkbox"/> More street lights         |
| <input type="checkbox"/> Wider sidewalks                           | <input type="checkbox"/> Large water feature        |
| <input type="checkbox"/> More benches along walkways               |   |
| <input type="checkbox"/> Other (please specify)                    |   |

**\* 8. What big change you would suggest for Downtown Surrey to encourage more community-friendly spaces?**

**(select up to 3)**

- ☐ More parks or upgrade existing parks
- ☐ More crosswalks or bigger sidewalks
- ☐ Better street lighting and SkyTrain station lighting
- ☐ Better street furniture (benches, trash cans...)
- ☐ Pedestrian-only weekends
- ☐ More exciting architecture/ distinctive designs

**9. Diversity is a key strength of our Surrey. As an engaged citizen, what types of events and activities have you seen bring people together?**

**(choose all that apply)**

- ☐ Community festivals (i.e. Fusion Fest, Christmas tree lighting, Canada Day)
- ☐ Movie screenings
- ☐ Sports clubs
- ☐ Children's festivals
- ☐ Food truck festivals
- ☐ Community picnics
- ☐ Night markets/Farmers' markets

\* 10. Downtown Surrey is known for its green Holland Park, Central City shopping centre as well as its brand new Civic Plaza. **What types of events would attract you to use these spaces more?**

(Select up to 3)

- |   |  |
|---|--|
| <input type="checkbox"/> Farmers markets                            | <input type="checkbox"/> Weekly food trucks        |
| <input type="checkbox"/> Food festivals                             | <input type="checkbox"/> Sporting events           |
| <input type="checkbox"/> Music (festivals)                          | <input type="checkbox"/> Sport screenings          |
| <input type="checkbox"/> Street performance and cultural activities | <input type="checkbox"/> Outdoor art installations |

11. Our Downtown is working to support more unique attractions for residents and visitors.

**What sight in another city would you want in Downtown Surrey?**  
i.e. Big Ben (London); Eiffel Tower (Paris), Pedestrian only streets (Toronto/Montreal) etc.

\* 12. The City of Surrey is making advancements in arts and culture. **What TWO projects would you want prioritized?**

(select the best 2)

- ☐ Digital Arts Gallery
- ☐ Performing Arts Centre
- ☐ Sarah McLachlan School of Music
- ☐ A branch of Emily Carr School of Arts
- ☐ Surrey Orchestra
- ☐ Interactive Arts Museum

**13. Imagine you want to go out after a long day of work or school, what types of activities do you wish Downtown Surrey had?**

(choose all that apply)

- ☐ Cinemas
- ☐ High-end dining
- ☐ Sport bars
- ☐ Concert/Sport venues
- ☐ Night clubs
- ☐ Other (please specify)

**14. Given Downtown Surrey's growing population, we can improve transportation by introducing...**

(choose all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Shuttle service/Trolleys | <input type="checkbox"/> More frequent buses        |
| <input type="checkbox"/> Wider transit hub        | <input type="checkbox"/> Automated buses            |
| <input type="checkbox"/> More walkways            | <input type="checkbox"/> Car sharing                |
| <input type="checkbox"/> Bike paths               | <input type="checkbox"/> Electric charging stations |
| <input type="checkbox"/> Bike share               | <input type="checkbox"/> Uber, Lyft                 |
| <input type="checkbox"/> Designated bike lanes    |   |
| <input type="checkbox"/> Other (please specify)   |   |

**15. What are THREE words would you like to use to describe your Downtown Surrey in FIVE years?**

1

2

3

**16. Given the diversity of our community, Downtown Surrey should be inclusive for all.**

**What can we do to make downtown Surrey more inclusive?**



**17. Age**

- ☐ 15 or under
- ☐ 16-24
- ☐ 25-40
- ☐ 41-64
- ☐ 65-74
- ☐ 75 or over
- ☐ Prefer not to say

**18. Relationship with Downtown Surrey**, the borders of Downtown Surrey are from 94a to 112 Avenue, bounded on the west and east by University Drive and Whalley Boulevard

- ☐ Resident
- ☐ Visitor
- ☐ Student
- ☐ Employee/Employer
- ☐ Property owner

**19. Town Centre of Residence**

- ☐ Whalley (Bridgeview, Cedar Hills, Royal Heights)
- ☐ Guildford (Fraser Heights)
- ☐ Cloverdale (Clayton)
- ☐ Fleetwood
- ☐ Other (please specify)
- ☐ Newton
- ☐ Downtown Surrey - City Centre
- ☐ South Surrey

**20. Anything else you want to share? Tell us here**

## APPENDIX E: COMMUNITY ADVISORS

Name	Affiliation	Name	Affiliation
Bill Cunningham	DSBIA Board	Jon Lopes	Fleetwood BIA
Gerard Bremault	Centre for Child Development	Melanie Adamczewski	DSBIA Board
Caroline Jeklin	Marketing Committee	Chris Andison	Value Properties
John Manson	Marketing Committee	Shirley Samujih-Dayal	DSBIA Board
Darryl McCarron	Marketing & Community Relations Manager	Bruce Hayne	past Councillor City of Surrey
Charan Sethi	DSBIA Board	Tony Miles	Financial Services Professional and Not for Profit Leader
Steve Dooley	SFU	Sonia Parmar	David Pel & Company
Charles Cantos	Economic Development Committee	Todd Ayotte	City of Surrey
Penny Priddy	Community Leader	Carol Girardi	Arts Council of Surrey
Andrew Dong	City of Surrey	Taryn Faliszowski	City of Surrey
Michael Wilson	Founder of Phoenix Society	Michelle Kumar	Surrey Crime Prevention
Trevor Dinwoodie	RCMP	Deb Jack	Surrey Environmental Partners
David Pel	DSBIA Board	Bryan Lawson	City of Surrey
David Sadler	City of Surrey	Lucie Matich	Resident
Njeri Kontulahti	Vancity	Jason Owen	City of Surrey
Chuck Keeling	Great Canadian Gaming Corp.	Erin Balmer	City of Surrey
Brenda Locke	Councillor	Michael Heeney	SCDC
Christine Mohr	Options	Ewa Karczewoka	ISSofBC
Philip Aguirre	Newton BIA	Kelsey MacInnes	City of Surrey
Larry Fisher	DSBIA Board	Raj Kandola	Healthy Communities
Surinder Bhoghal	Head Librarian	Erin Deseaultels	Sustainability
Bryan McIntosh	Prospera	Nav Chima	SFU
Bill Rempel	Blackwood Partners	Bailey Mumford	Lookout Society
Robert Dominick	DSBIA Board	Ken Falconer	Lookout Society
Stephen Wu	Economic Development Committee	Karen Reid Sidhu	Surrey Crime Prevention
Brad Howard	Economic Development Committee	Scotty Schumann	RCMP
Linda Gordon	Marketing Committee	Jenny Fry	Surrey Library
Liane Davison	Manager Culture	Mike Musgrave	Surrey Urban Mission Society
Dean Barbour	Fleetwood BIA	Kylie Ali	City of Surrey

# END NOTES

- 1 <http://surrey.rcmp-grc.gc.ca/ViewPage.action?siteNodeId=2202&languageId=1&contentId=59667>
- 2 Martin, Lainey DSBIA Safety Audit 2019 (DSBIA, 2019).

# SOURCES

- 1 - City of Surrey Community Profiles, City Centre
- 2 - Social construction and appreciative inquiry: A journey in organizational theory, Cooperrider, D. L., Barrett, F. & Srivastva, S. (1995)