

WHAT WE HEARD

Phase 1 Engagement
Swartz Bay Terminal Development Planning

What we heard

In collaboration with



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Overview

The Swartz Bay Terminal Development Plan (TDP) builds on the previous master plan developed in 2004. The new plan will create a vision for a more efficient and pleasurable experience for customers while supporting growth in the region by moving people and goods with greater ease.

In 2018, BC Ferries engaged Barefoot Planning to lead the public engagement portion of the TDP. The process will involve three phases of engagement, progressing from identifying issues and opportunities to establishing a preferred concept for the terminal.

This report summarizes the outcomes of the first phase of engagement, which included internal and external stakeholder workshops, employee engagement, pop-up booths at the terminal, and an online survey. The outcomes of this phase will be used to inform the development of draft terminal options to be presented for feedback during the second phase of engagement.

Project Objectives

- To raise awareness, build interest, and work with the community to explore ways of improving the terminal and to develop a future vision for the terminal
 - To identify terminal improvements, phasing, and cost estimates to accommodate functional needs and future growth
 - To ensure improvements are undertaken in a sustainable, cost-effective, and efficient way
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What We Did: Phase 1

Mid May to early June 2018

Employees & Stakeholder Workshops

35+

Stakeholder Participants



Pop-ups At The Terminal

200+

Pop-up Booth Visitors



Online Engagement

773

Survey Respondents

What We Heard

During Phase 1 of the Swartz Bay engagement, the following key findings and themes emerged:



BETTER FOOD SERVICES

Lands End Building: Increased food vendor options with a general preference for healthy and local food choices.

Foot Passenger Building: At least a single café-style vendor, with a preference for local vendors and products.

What You Said:

- “More food options with choices for different dietary preferences (e.g., gluten free, vegetarian)”
- “Better healthier food – embrace local products and vendors”



IMPROVED OUTDOOR SPACES

Lands End Building: More/bigger kids play areas, more shade trees and green space, and more seating.

Foot Passenger Building: Better weather protection and more seating.

What You Said:

- “A better pick up/drop off layout at foot passengers building – current set up is dangerous”
- “Outdoor seating and play areas that consider inclement weather”
- “More greenspace for pets and people to enjoy, plant more trees to create shade”



IMPROVED WAITING AREAS

Lands End Building: Utilization of views and natural light via upper storey decks/patios and windows.

Foot Passenger Building: Larger seating areas with some amenities, such as a kids play area and better technology integration (e.g., better WiFi, more mobile device charging outlets).

What You Said:

- “It would be nice to have an observation area to see the ferries coming and going”
- “Larger windows, more light, art, and a small children’s play area for foot passengers”



INTERPRETIVE & CULTURAL FEATURES

Integration of art and interpretive features (e.g., signage, kiosks) that highlight local Indigenous culture, settler history, and the natural environment.

What You Said:

- “Interactive educational signage about Coast Salish history and culture”
- “Art and photography gallery of local artists (e.g., Gulf Islands)”



WAYFINDING, MOBILITY, ACCESSIBILITY

Better directional signage for all users, better cycling facilities – for customers and employees – and improved accessibility for those with mobility challenges.

What You Said:

- “Better signage and facilities for cyclists – such as pay-as-you-go lockers”
- “Easy access for persons who are disabled”



WASTE MANAGEMENT

Better waste management solutions, including availability of recycling and composting stations

What You Said:

- “Compost services as well as recycling and garbage”
- “More state of the art recycling facilities”



THRU-FARE CONNECTIONS

More efficient and effective thru-fare connection for those traveling between Tsawwassen and Salt Spring or the Southern Gulf Islands.

What You Said:

- “Better signage when you have a thru-fare to gulf island”
- “Improve thru-fare process for vehicles and foot passengers – shouldn’t need to go down highway”



KEEP THE MARKET

Maintain or expand the marketplace-style area with vendors selling local crafts, art, etc.

What You Said:

- “Showcase local arts/crafts to visitors”
- “Keep the market feel instead of having just stores like Tsawwassen”



PET AREAS

Additional pet areas and better considerations for pets traveling with foot passengers.

What You Said:

- “A fully-fenced dog area”
- “Additional dog areas”



OTHER IDEAS

What else did we hear?

What You Said:

- Green infrastructure, such as green roofs, living walls, native landscaping, permeable pavers
- Basketball court and climbing wall
- Mini skate park
- Pub and lounge
- Buskers and outdoor entertainment

ADDITIONAL FEEDBACK

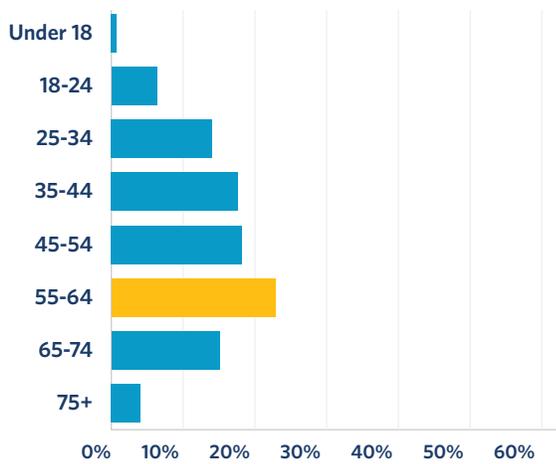
Throughout Phase 1, we heard a number of comments that did not relate to the objectives of the engagement process, which focused on physical terminal improvements – versus terminal or business operations. These comments focused on issues such as reducing fares, providing discounted fares (e.g., for locals), increasing sailings, and budgeting priorities. While not addressed explicitly in this summary, these comments have been shared with the relevant internal departments.

Who We Heard From

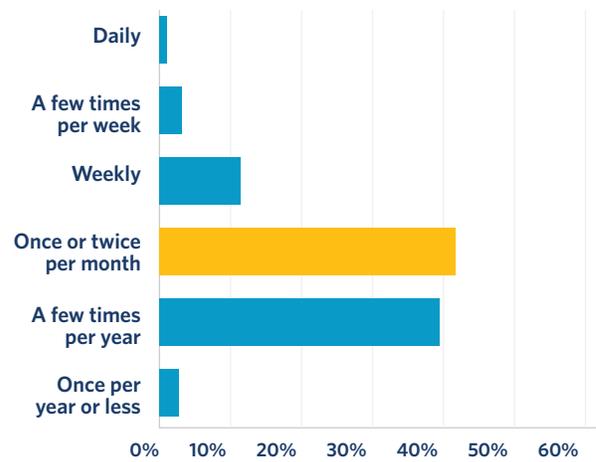
Throughout Phase 1, we engaged approximately 1,000 people, including approximately 250 via in-person workshops and pop-up events.

We asked the following questions to better understand the 773 online survey respondents:

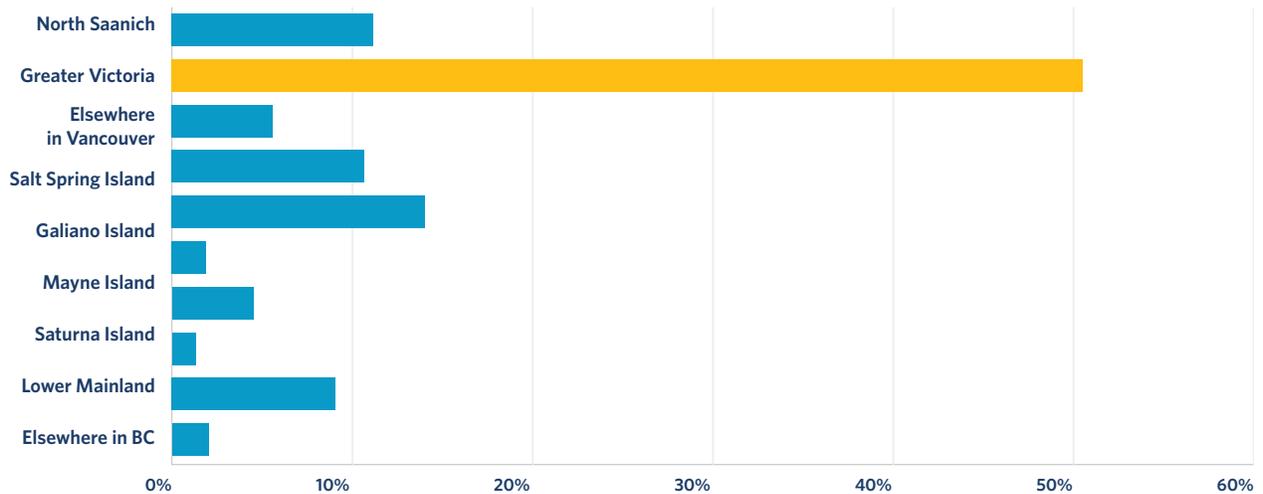
How Old Are You?



How Frequently Do You Use The Swartz Bay Terminal?



Where Do You Live?





ENGAGEMENT EVENT SUMMARIES

Employee Engagement

On May 22, 2018, the project team hosted a drop-in engagement event at the Swartz Bay Terminal to engage staff about the TDP process, issues, opportunities, and ideas.

Some representative comments we heard include:

- Improve the transfer deck to support simultaneous loading / unloading
- Separate Food Services and Administration facilities
- Create safer connections from Southern Gulf Islands to bus / taxi area
- Add end-of-trip cycling facilities for employees (e.g., bike storage, showers, lockers)
- Find ways to increase efficiency of drop trailer off-loading
- Low tech wayfinding from traffic circle to bus stop and foot passenger building

Stakeholder Workshop

On May 22, 2018, the project team facilitated a workshop with key stakeholders, including one or more representatives from:

Some representative comments we heard include:

- District of North Saanich (staff and Council members)
- Tourism Victoria
- Chamber of Commerce
- Neighbouring Residents
- Terminal Liaison Committee
- Canoe Cove Marina & Boatyard
- SeaSpan
- Wilson's Transportation
- BC Trucking Association
- In general, the terminal works well, and operations are very efficient
- "Live" commercial trucks sometimes have difficulty getting on busy ferries; concerns over priority of drop trailer service versus "live" trucks
- Improve area outside foot passenger building – weather protection, safe walking routes, convenient and comfortable bus and taxi areas
- Mitigate noise and light pollution for neighbouring residents
- Improve multi-modal facilities (cycling, walking, public transit)
- Plan for long-term resiliency – environmental design (e.g., stormwater management, green roofs, permeable paving), technology (e.g., electric car charging, renewable energy), efficiency/mobility (e.g., multi-modal infrastructure)

Terminal Pop-ups

The project team hosted three days of pop-up engagements at the terminal—May 24th, 25th and June 2nd. The pop-ups occurred in two locations simultaneously on each day (inside the foot passenger waiting area and outside the Lands End building). Three specific days/times were chosen in an attempt to capture a broad representation of ferry users, including commuters to the lower mainland, Salt Spring and Gulf Island commuters, tourists/visitors, and others (e.g., Salt Spring market visitors, youth sports teams).



Some representative comments we heard include:

- More food choices that are healthy
- Make use of views of the water and coast
- More kids play areas
- Interpretive/education signage about Coast Salish / BC history and culture
- Safer crossings between two terminal areas (foot and vehicle buildings)
- Better WiFi
- Better cycling routes and signage
- Keep local vendors with arts/crafts



Online Survey

In addition to in-person engagement, a public online survey was launched and advertised to coincide with the Phase 1 events – going “live” from May 24th until June 8th. The survey received significant participation (773 respondents) and helped to build consensus for the key themes and ideas emerging from the engagement events.

Some representative comments we heard include:

- Shops and restaurants should at least equal current Tsawwassen set up
- Poor entry and exit strategies for passengers on bikes
- Bus zone confusing and interferes with foot traffic to and from the terminal.
- Expedited Reservation lines so that we can avoid long waits
- Ability for vehicle traffic to easily connect from one ferry to another
- More amenities and services for long delays or sailing waits – nothing to do.

Starbucks Food Court Ferry Pick Wifi Ticket Space Food Services
Better Food Walk Food Vendors Play Area
Food and Beverage Local Seating Art
Food Options Cafe Passengers Food and Drink
Waiting Area Washrooms Coffee Shop Smoking Area Access
Pet Area