



CAPILANO UNIVERSITY

Parklet Project

Consultation Report - No Change

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BADM 466 - Managing Change

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Executive Summary

The City of North Vancouver is working to make a significant improvement in enhancing community life and wellbeing with a program called parklets. After a month's worth of research, the suggestion that the group would like to provide the municipality of North Vancouver is that they stay with their current operating model on the strategic level. However, since parklets are still a new concept in North Vancouver, there would be some small changes to happen on the tactical level such as using shipping containers to replace umbrellas as a shelter. Also, we recommend reinforcing the program with the move to “permanent” parklets. It was shown that the community responded extremely well to the temporary parklet and would be devastated if it was gone. Lastly, our recommendation regarding how to measure the success of the parklets overall will be addressed further in this report.

Problem

The City of North Vancouver has begun a parklet project, with their first successful installation at 5th and Chesterfield. It is part of the City of North Vancouver's vision "to enliven public spaces in the CNV through interactive installations, events, and community collaboration" (Orr, 2019). They want to ensure there are public areas where the community can come together and connect. The main purpose of this placemaking is to utilize "a community's assets, inspiration, and potential to create quality public spaces that contribute to health, happiness, and well being" (Orr, 2019). They have found that parklets are a viable solution because they can turn a regular parking space into space for community members to gather.

The first objective for them was to increase the amount of business support for their parklets, knowing they will lose parking spots outside their business. In addition, they need ways to increase the appeal of this to businesses and not make it seem like a lengthy contract with the government. Many businesses have a negative bias towards dealing with the government with past situations taking a long time while making them jump through hoops just to get simple things done.

Another objective of the City of North Vancouver was to increase the social capital in the community. This includes and is not limited to, connecting individuals who live and work in a community together. The ways that this can be achieved with this project lies in, how it is implemented and its success in gathering people together. Apart from the parklet being there to increase social capital, there are also ways to increase



social capital with the creation of the parklet. This is something that will be addressed and talked about later in this report.

The last main objective was to use the parklet program to increase vibrancy to the City of North Vancouver. They will need to find ways to make parklets add to the visual appearance of the community. This will benefit the community by creating stronger emotional bonds between the individuals living there. In addition, it will provide the community more appeal for business since “a community’s appeal drives economic prosperity” (McMahon, 2012). There was a study done by the Knight Foundation and Gallup pollsters that surveyed 43,000 people about why they love where they live and what attracts people and keeps them there (McMahon, 2012). The conclusion of the study “found that the most important factors that create emotional bonds between people and their community were not jobs and the economy, but rather “physical beauty, opportunities for socializing and a city’s openness to all people.” The Knight Foundation also found that communities with the highest levels of attachment also had the highest rates of gross domestic product growth and the strongest economies” (McMahon, 2012). It is a huge bonus to adding parklets to increase awareness and appeal to the City of North Vancouver.

Stakeholder Analysis

Stakeholder Identification

Stakeholders are certain individuals or groups of people who can affect or be affected by the business. Stakeholders are people or business groups that can be affected by the development of the parklets in North Vancouver. Based on the research, stakeholders of the parklet project concludes: Those living nearby the parklet; passengers who travel across the region and willing to sit down to relax and talk with their friends; business group close to the parklet; business group who may locate their stores near the parklet; existing business group near the current parklet locating at the cross of chesterfield avenue and 5th street west in North Vancouver.; construction material supplier; landowners; people who oppose the parklets because of possible safety issues; and parklets in other areas of Vancouver or in other countries.

Those living in these neighbourhoods are most likely to use the parklet. Moreover, according to the sightseeing to the parklet on chesterfield on November 7th, 2019, neighbourhoods love visiting and spending their time in the parklet. Therefore, building parklets that satisfying north van neighbourhoods` needs will be one of our main goals. As for passengers, when they are driving or walking on the road, they will feel tired and wants to find a place to sit down and enjoy their time with their friends, parklets will be a perfect place for them to chill and meet other people.



The business group will be the main attractors of parklets, and parklets will be a community center which encourages people to visit, thus attracting more business group to buy-in places nearby the parklets. In fact, according to the city of Vancouver's parklet program outline, the purpose of the parklet program is to extend the program and encourage business buy-in, build capital and vibrancy in North Vancouver.

Therefore, a possible buy-in business group will be the program's main stakeholder. On the other hand, as for the current business buy-in group, the only one business near the current parklet is a chain coffee store called Beans around the World. As for stores near parklets, depending on their distance to the parklets they will be affected differently.

Those stores can become potential business buy-in groups as well.

In order to extend the parklets, the city of North Vancouver needs to look for lands where may have business chance so that businesses are willing to locate stores nearby, some land may be owned by certain business groups or individuals, these people, the same as parklets construction material suppliers, are stakeholders that are also suppliers.

Protesters because of potential safety issues are also stakeholders, their opinions can be useful to us on choosing locations and business management. Moreover, if these protesters can be persuaded, the city of North Vancouver can have more resources to convince business groups to buy-in.

Other parklets in different cities of Metro Vancouver and other countries do not affect the North Vancouver parklet program directly. However, they can become comparators for the City of North Vancouver to gain experience about extending parklets, and the



City of North Vancouver can communicate with hosts of those parklets to get experienced workers. Since our strategy is not to make changes on current implementation models, we will only look at parklets with similar business models. Also, do not forget the staff of the parklet program, their conditions will affect how the program is processed.

Diagnostic Typology

After all, stakeholders are identified, the next step is to identify the importance of different stakeholders based on their threats to the program and their potential to cooperate. For different stakeholders, different strategies should be used. The category and the strategies to different types of stakeholders are in the appendix. As for our stakeholders, they can be categorized into types:

Mixed Blessing:

- Other parklets in different regions—even though it will be less convenient, neighbourhoods may choose to visit those parklets because of different designs or stores there; however, because of their experience of parklets or their quality of workers, North Van government can choose to collaborate with them.

Supportive

- Construction material supplier, supplier of the program.
- Landowner, potential future supplier.
- The staff of the program.

- Business group nearby, one key attractor the parklet, it is essential to communicate with them.
- Potential buy-in business groups, key stakeholders of the program and the key factor for program future development, ways to ensure them to engage in the program will be using shipping containers to deliver their products to parklets users, details will be illustrated in the improvement.

Non-supportive:

Protesters because of certain issues, their claims vary in different regions. For example, in golden hill, San Diego, one parklet was shut down because nearby property owners wouldn't consent to the lost parking spaces (Morlan, K. 2016). Even though these people will not be so cooperative, their claims may be helpful for the parklet future development.

Marginal:

- North Vancouver Neighbourhoods-People who uses the parklet most frequently and is likely to join the program.
- Passengers, less likely to support the program, even though it is necessary to research the number of them, the reason they stay in the parklet, and how long they will stay.

Stakeholder Engagement Plan

Plan#1: Design a website

Activity: The North Van Program will create a separate website to introduce characteristics of the parklet and stores nearby, with links of websites of those stores.



This will tell people about what they can do to spend their time in the parklet. Once any new stores are constructed near the parklet, people will get the information immediately and can wait to enjoy their time in the parklet. Also, Facebook, Twitter, and an Instagram account will be created for people to communicate with the parklet operator and get the latest information about the parklet.

Target Stakeholder: Passengers nearby. After we went to the only parklet in North Van now(see appendix C), from the only store, which is a chain coffee store called Beans around the world, we heard from the owner of the store that they received many complaints that there wasn't much information about this place online, that was why they did not know about this wonderful place until they walked nearby. Therefore, if there are social accounts and an official website about the parklet, more people can get an approach to it.

Secondary Stakeholder: Potential buy-in business groups and nearby business groups. If there is a website for the program, a business group can get more basic information about the parklet, it will be easier to convince them to buy-in to the program.

Engagement Methodology: The target stakeholder will be engaged through communication, the secondary stakeholders will be engaged through consultation, collaboration, and partnership.

Objectives: Let people see the program.

Evaluation: If more people follow the program and more people visit the parklet then the plan is effective, otherwise not.



Engagement Date: Create the website in one week before the end of 2019, because people do not like going outside in winter, at the beginning of 2020, make the website public. As for the social accounts, create them before 2020, so that when people are staying in their homes during winter, they will know where they can enjoy their life after the ice melts.

Plan #2: Consultation with parklet construction supplier.

Activity: Communicate with the suppliers and ask them to build heating equipment under the current parklet on Chesterfield.

Target Stakeholder: Construction supplier.

Secondary Stakeholders: Program staff and neighbourhoods of the parklet.

Neighbourhoods are the main possible user of the parklet when it snows.

Engagement Methodology: Partnership and consultation with the target stakeholder, communication with the secondary stakeholders.

Objectives: To make the parklet operate during winter and gain more profits.

Evaluation: Check if the parklet can heat before the first snow.

Engagement Date: As soon as possible, otherwise the program operators have to wait until next year.

Plan #3: Christmas Discount

Activity: The parklet program operator will send information to neighbourhoods, and tell them that during the Christmas season, the coffee store nearby the parklet will offer gift certificates in the store. If customer wants to get gift certificates, they need to answer a survey about their thoughts of parklet development, about what they wish to have in this



residential area, about what they want to have in that area, after they answer the survey, they can get the certificates, one person can only answer one survey per day.

Target Stakeholder: Neighbourhoods and other users of parklets.

Secondary Stakeholders: Current stores nearby, the store can get more consumers than usual. Potential buy-in business groups. By collecting data of the survey, parklet operators will understand what kinds of stores are preferred by consumers, and then the program operator can filter the store's buy-in.

Engagement Methodology: Communication and survey with target stakeholders, partnership and consultation with the secondary stakeholders.

Objectives: To recognize which business groups can bring more profits to the parklet and to attract consumers during the winter season.

Evaluation: Check if target stakeholders use the certificates and trends of several people who answer the survey and if the number goes down then the plan fails.

Engagement Date: Because the activity is named to celebrate Christmas, the activity will operate during the Christmas week and one week before Christmas. Message about the activity should be delivered to neighbourhoods at least a week before the activity starts.

SWOT

Strength

There are many strengths if we consider the positive effect of the parklets. It is beneficial to both the public and the business. From some data, it has been clear that



the businesses that supported the parklets have seen an increase in their profits and sales. For the community, there is a place to meet and make connections. So parklets have some great strengths that have been seen from some current parklets.

Weakness:

There are many weaknesses of the parklets the most important seen is the seasonal difficulties that are during the winter season that the parklet is an open space and there is the issue of heat that reduces the number of visitors to the parklets. It also reduces the parking space in the street and the traffic slows down creating an issue to the nearby commuters.

Opportunities:

To reduce the weakness there are some opportunities in them. Such as, the heating issue can be resolved by introducing the parklets in the new formation or look at the shipping containers that can reduce this issue.

Threats:

As there are many parklets in the city, there are more customers due to this, people face the problem of car spaces. So as we promote to open more parklets and there is a need to think about the spaces of parking. Facing the problem of car parking which gives a negative effect on the customer's mind.

Current Model and Benefits

Current Model



A parklet is normally an extended platform above the parking space by a city sidewalk, which may include benches, tables, chairs, landscaping and parking for bicycles.

Parklets designed and built by local designers offer interesting public places for people to sit and relax.

The city of North Vancouver is one of the cities in British Columbia, Canada, participating in the Parklets program as part of the Placemaking project for its citizens.

The project involves “using the resources, inspiration and community potential to create quality public spaces that contribute to health, happiness and well-being”.

According to the existing business model, parklets are sponsored by private partners and are meant to be temporary fixtures in the nearby area. They are free and open to use by any member of the public. Such commercial activities as advertising, table service and others are prohibited in the area of parklets. As a result of the interaction, the city municipality installs parklet for in a certain area, and the nearby business assumes certain obligations related to maintaining parklet in good condition, care, cleaning, tidying and so on.

To participate in the program the party interested in installing a parklet should submit an application for consideration. Installation of the parklet usually takes from 8 to 12 months. All terms and conditions of the parklet are described in a 2 pages documents, which is practical. The business owner didn't feel the need to consult a lawyer.

According to the cafe director, Alexander Hayne, City of North Vancouver made the process of installing a parklet very simple and streamlined when compared to the city of Vancouver, which has a lot of red tape.



The continuous operation of the parklet in the city of North Vancouver is carried out by the city administration and business in the form of a nearby cafe. So far, the only parklet in North Vancouver has now taken its place on the corner of 5th and Chesterfield districts near Bean around the World cafe. This place was the third since the appearance of the parklet in North Vancouver city and was selected following public discussions. Such a good location is designed to bring extra liveliness and the opportunity to sit outdoors in this corner near the cafe. This place is also convenient in that it does not encroach on the sidewalk and does not occupy parking spaces.

The parklet has the shape of the rectangular platform, which is protected from car traffic by a fence. It extends to the sidewalk and street space and has such additional features as landscape design, seating, parking for bicycles and dogs. It is added with no cost to the business, other than maintenance costs.

Benefits of Parklets

Parklets offer different benefits and change how people view and use public space. With relatively low capital expenditures, they create new mini-public squares and mini-parks for community gatherings. Many businesses see parklets as an advantage and provide growth to their business. The main advantages for businesses are through support in obtaining financial profit and creating a positive image of the company among the community. The most tangible benefit of parklets is the creation of new public space for anyone to sit, relax, and enjoy the city around them. The number of people stopping by in their parklets to socialize and gather has increased at the location. Parklets have



increased the community's involvement to a large extent. However, the benefits of the parklets are different for the community than the business.

To the community:

- Parklets foster a sense of community by creating welcoming public spaces.
- The parklets increase community involvement in the area where parklets are installed.
- Parklets can provide more space for people where sidewalks are narrow or congested.
- Parklets provide free places for people to sit, relax and enjoy the city.
- People get an open place that is not under any business activity but is open for everyone.
- Parklets encourage people to bring their pets, have food and drinks they get from their home, relax, do some readings etc.
- The cafe supporting the parklet provides free water service and washroom facilities to people using the parklet.
- Parklets increase the time people spend talking with each other and making new connections.
- They increase stationary activities like playing of children, culturally activities, waiting for the buses.
- They encourage people to walk more, as they make the streets more beautiful and interesting.

- They help identify a sense of place in the neighbourhood and bring vibrations to the area.
- They increase safety by slowing down and attracting the attention of drivers.

To the business (economy):

- Parklet increases economic activity, especially for a nearby business.
- Located near the cafe, the parklet led to an increase in income by increasing pedestrian traffic and encouraging people to stay longer in the area.
- The nearby business attracts more potential customers using the parklet.
- Nearby cafe receives additional free seating for visitors to the cafe.
- Parklet increases business profits by making them more visible.
- The business will become more recognizable among people using parklets.
- A nearby cafe is becoming distinctive, well known and popular among the local population.
- Business benefits by collaborating with the city administration for the good of the city.

“Permanent” Parklets

Current



To most of us, parklets are still a new thing. The first parklet was in San Francisco in 2005 (Katie.G, 2019). It was a one-day parklet that activists installed by paying the parking meters, unrolling some grass sod, and placing a potted tree on top. It was a temporary parklet which means today it's here and tomorrow it will be gone. Since that first try, parklets have been regulated to keep it temporary so it can be moved to other places easily.

Why “permanent”?

The main purpose of changing parklets into a “permanent” space is that sometimes temporary supplies like tables and chairs or benches are not enough. For example, Vancouver is a major city on the West Coast of Canada. The climate here in winter is “warm” and wet. It rains a lot during the winter season. Statistics showed that the average precipitation level in October, November, and December is 147.8, 239.2, 231.3 mm respectively. However, this rate in July and August is 53.4 and 50.8 mm, which is a quarter of the amount of precipitation in November. Since the parklet is a public open space, wind and temperature should be considered as an element that can affect the usage of parklets. In winter months such as December, the average high temperature is about 6 °C and daily mean is 4.8 °C. As we all know that the hottest time in a day is around 1 pm, the temperature in the morning and late afternoon would be way chillier. Since the owner of Beans coffee had told us that there is no heat service for the parklet on 5th street and Chesterfield, we don't estimate there would be a lot of people who use that parklet during the winter season. That will be disappointing because the purpose of having a parklet is to provide our people with a place to sit down and chat. Therefore,



we suggest there should be at least some “walls”, shelters or at least some heat service for winter seasons. These can be included in the contract signed with the business that supports the parklet. However, some factors are limiting the attempt to create a permanent parklet.

Temporary first, then “permanent”

The purpose of having a parklet is to serve the community. Therefore, a parklet is not allowed to become a problem or a potential problem for the community. Talking about North Vancouver, most of the roads are small roads, with only a single line for each direction. If we have a permanent parklet, it might become a road blocker when the other half of the road is blocked by any reason such as construction or accidents.

Besides, a parklet is still a new concept to a lot of people. Based on research done by VIVA for the City of Vancouver, 37.8% percent of responders did not know that a parklet is a public space. That means there are still a lot of people who don't know that a parklet is a public, no purchase-necessary space (VIVA,2015). At this stage, one of the most important things is to find the best location for the current existing parklet. If the current location is not the best place, City Studio will have to change the location of this parklet. Therefore, this parklet should be easy to move which means it can't be permanent.

The goal for “permanent”

Based on the facts that we had listed above, we believe a parklet should still be easy to move around but not strictly temporary. There can be some other choices. For example, a shipping container can be changed into a parklet in a few steps. By providing parklets



in this way, that also gives the city studio or businesses extra possibilities and spaces to provide heat in the winter or air conditioning in extremely hot days in the future.

Improvements

Why Shipping Containers

The use of shipping containers will help to resolve the concerns that stakeholders have expressed over the current parklet project and will help them capitalize on future opportunities. There are two reasons why North Vancouver should start implementing the idea of using shipping containers. They offer a more permanent structure that also provides easy removal in case of emergencies, and provides a safety barrier for those using the parklets. The North Shore experiences large amounts of rain that would deter people from using the outdoor park. The use of shipping containers would make parklets not just a seasonal enjoyment during the summer months when it's sunny and dry (July, August, and September) but in order for parklets to be well utilized year-round our suggestion would be to provide an overhang that would protect people in the community from the unwelcoming weather during Fall, Winter and Spring. There are many examples of shipping containers used to create parklets for the same purpose that North Vancouver should have for its community. East Victoria Park in Perth Australia used containers to create a space to stay cool during the hottest months because they get dangerously high temperatures. "The parklet is intended to create a reading nook, a place to meet, bring the kids, sit on the street in a shaded oasis



protected from passing traffic”. (Parklets: Vic Park) With the suggested change of using shipping containers as the new outside parklet design, businesses would see an increase of foot traffic outside their stores during slow seasons. This new model would bring in more customers and increase revenue during fall, winter, spring, and summer.

When observing the current structures of the thin metal-framed body that some of the parklet locations currently sit on, our group asked the daunting question: Is this thin metal frame going to keep us all safe if a car were to accelerate into it? Considering how thin the metal frame used in building the parklets today, we highly doubt that we would walk away with no serious injuries. Shipping containers, on the other hand, are well designed because unlike other metal “ The steel used to build modern shipping/cargo container is a corrosive resistant high-strength low-alloy steel... shipping containers can resist snow, wind, hurricanes, tornadoes and earthquakes”. (How Strong Are Shipping Containers?)

Business Buy-in

For this project to be a success, business buy-in is essential and is why we are leaning toward a massive community project. The Municipality of North Vancouver would work not just with businesses but all members of the community. Donated skilled labor and special talent from youth will create a never seen development of how parklets should be created and implemented in communities.



The first phase would be to ask Seaspan, a large shipping business that has locations in North Vancouver to donate some of their old shipping containers. From our research “container leasing companies tend to depreciate their containers over a period of 10-12 years”. (Confoot) This would make for a great opportunity for SeaSpan, a large business that has operations at the docks near Lonsdale. Seaspan would benefit from a strong relationship with the city of North Vancouver, potentially easing future business projects, broadening its business clientele and forming strong relationships with members of their community by being involved in a community project. This would show Seaspan’s ethical business practices, reflect a dedication to social projects and creating space that would positively benefit employees and their families living in the area. By reusing the shipping containers that Seaspan no longer needs, allows the company to get rid of material that takes up space at their port. Rather than just recycling a container that takes time and effort, the company can choose to get involved in a big community project through a generous donation of their unwanted containers that would allow the company to benefit from the goodwill; Otherwise Seaspan would have to go through an extensive process of finding third-party business to destroy the shipping containers.

Community project involvement

The beautiful part of this project is the social and ethical aspects that bring people together. There are a lot of small businesses on the North Shore that would benefit from getting involved in a project like this. From the experience of one of our group members that had a summer internship with Vancity Credit Union, They learned that small



businesses struggle to compete with large corporations because of unfair markets and more manpower. This is just one of the reasons why the small family run business fail. It would be important to allow for smaller companies to participate in providing their skills in this project in order for them to continue providing services to the community and that the quaint look of North Vancouver stays the same. An example of work that will need to be done on the shipping containers involves shaping windows and doors as well as modeling the interior design. There are many small auto shops that could perform the welding work, carpenters that work alone or people that own their own interior design practices that would benefit. Obviously, there would need to be a blueprint laid out by the district of North Vancouver with how it should look but the essence of the project is paid by donation and volunteer work.

Involving Children and Youth

Youth are important in the development of any community because they shape the future. It's important that children and youth on the North Shore aren't just learning about the importance of academics in school but understand that being involved in community activities is just as vital. The Parklet project would provide strong social structures that both children and youth rely on in the developmental stage that would help build connections for those leaving high school and looking into career choices. The plan for children and youth involved includes but not limited to creating exterior artistic drawings or painting to go on the exterior of the containers. The children and youth would have to create an art piece that would reflect how they see what the future of the community will look like and what they consider, makes North Vancouver unique



and a great place to live. There would later be a voting process, determined by a panel of judges consisting of those involved in the project. For those older youth, providing mentorship opportunities to observe professionals perform their skilled work would be an addition to the art submission activity. Something like a mentorship opportunity would be priceless for any young person to experience. This analogy fits this project perfectly and is how everyone involved should think of this project. The shipping container alone is just a box but with the collective effort of by the District of North Vancouver, local businesses, community members, youth and children the Shipping Container becomes more than just a box. It becomes a home away from home that everyone can enjoy.

KPIs for Measuring Success

Tracking parklet usage

The City of North Vancouver will need to implement ways to track the success of parklets to achieving their goal. Before we can create methods of information gathering it is important to know what information we want to collect and note the challenges and limitations that could be faced. Information that could be useful to collect would include: how many visitors use the parklet, total capacity utilization, and average time spent there (Phelps, 2015). The possible challenges that could be faced are the cost of the data collection methods, seasonality differences, getting relevant data that reflect different times of the day, and different days of the week. Other challenges could be



based on the design of the parklet, such as using people counters in a situation where there is no distinct doorway.

The best option we have found is to use infrared sensors. One limitation of typical infrared sensors is the lack of ability to count people that cross it, side by side. One company that we identified with an infrared sensor is Eco-Counter, they have a sensor called the pyro. This infrared sensor is small and can be hiding in nearby objects, such as a tree or a pole. The infrared sensor uses pyroelectric technology, so it counts people that cross it based on body heat and by the direction they are moving. In addition, it uses an Orion algorithm, which gives the sensor the ability to count individuals even while they walk in side by side (Eco Counter, 2019). The sensor will be able to function year-round in British Columbia, since it is waterproof with a rating of IP68, meaning it is fully sealed off from all debris as well. Also, the device can operate in temperatures between -40 degrees Celsius to 40 degrees Celsius and has a 10-year battery life (Eco Counter, 2019). See appendix B for images of the sensor.

This could be a cost-saving in the future, rather than sending out staff to track the usage each day. The sensor would provide full, uninterrupted data, whereas using staff you can only get samples on specific days. Also, constantly sending staff to track the usage and success is costly. For example, if a staff member was sent to track usage of a parklet for 2 times a week, one weekday and one weekend day, it would cost the CNV \$5,61.60. This number is assuming the employee is paid minimum wage at \$13.85 and works for 8 hours of tracking each day. One of these pyro units will cost around \$5,000



and can be transferred locations (Eco-Counter, 2014). The data provided can be separated into different days or months to track usages during different seasons.

Tracking Community Opinion

As new parklets are added to neighbourhoods, it is also important that the public opinions are positive. In addition to ensuring these locations are popular and being used, they should also be tracked by conducting surveys. Surveys could be done anonymously to gain a better understanding of how the community feels about the project and whether or not they wish to keep it. With this information, the City of North Vancouver will better track the success of the parklet in conjunction with usage rates.

Conclusion

The City of North Vancouver is working to increase placemaking in communities. They have chosen to use parklets and are trying to increase business buy-in, social capital, and add vibrancy to the City of North Vancouver. It is our recommendation for them to make no changes to the current model of simple contracts and providing the parklets to businesses for free. One stipulation is that businesses must agree to the costs of maintenance. Besides, we feel the move to permanent parklets is the right decision. Furthermore, to combat seasonality, vibrancy, and social capital we have chosen to use shipping containers as the base of the parklets. This model allows us to engage the community to the project as well as have it available for use year-round. The shipping containers have a certain aesthetic appeal that will provide the city with more vibrant street corners versus the traditional chairs and umbrellas. The success of



these projects will be tracked in two different ways, by usage and community opinions. With these two methods, they will better understand the impact they have on communities.

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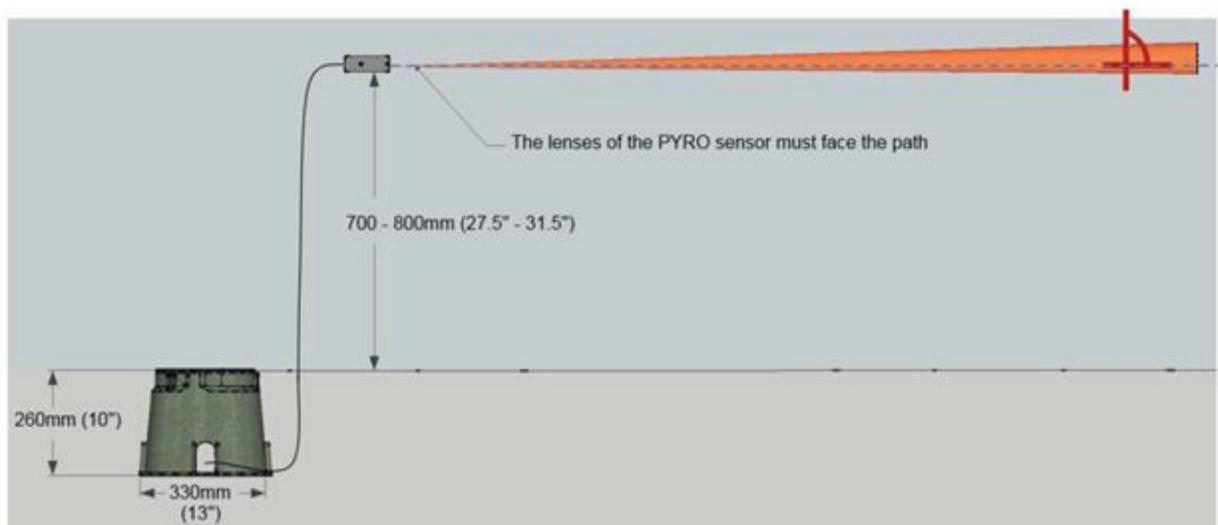
<https://trafficechnology.co.uk/blog/portfolio/pyro-people-counting-sensor/#>

Appendix

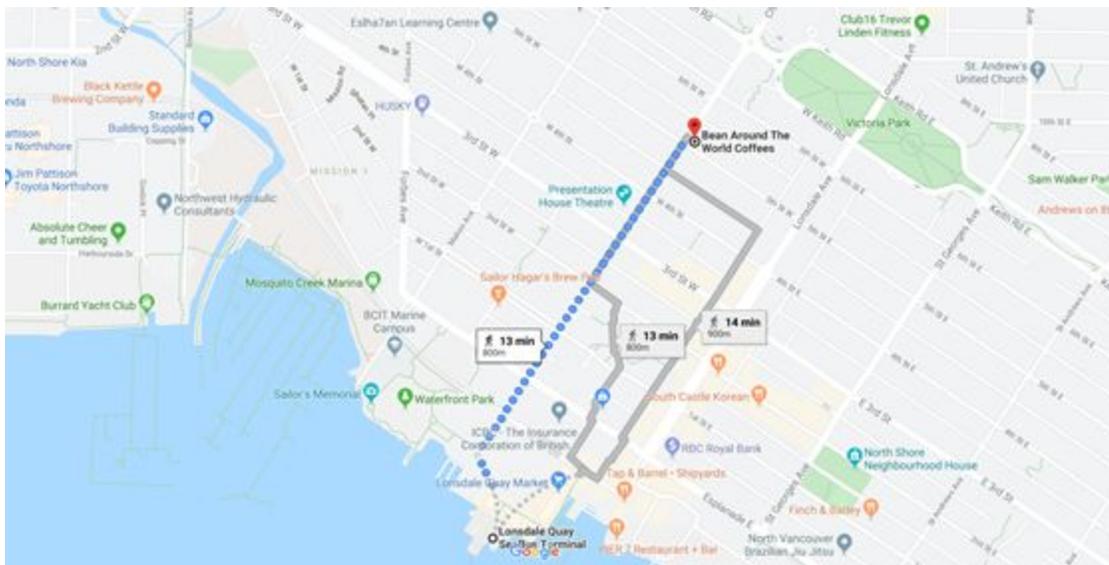
Appendix A: Stakeholder Categorization

Stakeholder`s Potential for Threat to Organization			
Stakeholder`s Potential for Cooperation with Organization		High	Low
	High	Mixed Blessing Strategy:Collaborate	Supportive Strategy: Involve
	Low	Non-Supportive Strategy:Defend	Marginal Strategy:Monitor

Appendix B: Eco Counter Pyro



Appendix C: Current Parklet in North Van and its direction to Lonsdale Seabus



Appendix D: SWOT Matrix

<p>Strength</p> <ul style="list-style-type: none"> ● Increased business opportunity (Attract people from locality) ● No initial or maintained cost. ● Hazard free contract, normally a 2-page contract. ● Easy installation. ● May help the business to fulfill their corporate social responsibility. ● Always open for people 	<p>Weakness</p> <ul style="list-style-type: none"> ● Seasonal issue, difficult to use in winters. ● Eat up parking space ● In some cases slow down the traffic.
<p>Opportunity</p> <ul style="list-style-type: none"> ● Introduce new all-season parklets, using shipment container. ● Flexibility with design. ● Positive response from community 	<p>Threats</p> <ul style="list-style-type: none"> ● Shut down of the business leads to closing of parklet. ● People may lose interest with the passage of time. ● Unsafe, accident might happen.