

Official Community Plan - Street Market Results

The Urban Systems booth at the Craig Street Market on July 31 was most successful, with some great conversations with the public on a beautiful Tuesday evening. A number of people came and sought us out, as they had heard that there would be an opportunity to discuss City's OCP update.

OCP consultants, Urban Systems created a unique sand dollar spending activity which was well-received, with 58 participants (42 from Parksville and 16 from outside) taking part and spending almost 350 Parksville sand dollars. Of the responses to the 16 potential initiatives, the top three are as follows:

Total Responses: (58)

1. Attract younger families
2. Extend the waterfront boardwalk
3. (tie) Purchase environmentally sensitive lands
3. (tie) Business case for an arts centre

Parksville Residents (42):

1. Extend the waterfront boardwalk
2. Attract younger families
3. Business Case for an arts centre

Non-Parksville Residents (16):

1. Attract younger families
2. Purchase environmentally sensitive lands
3. Invest in downtown improvements

While non-scientific, both Parksville residents and non-residents would like to see younger families in the community. Residents would like the waterfront boardwalk extended along with the business case for an arts centre, while non-residents chose to use their sand dollars to purchase environmentally sensitive lands and downtown improvements. This information, coupled with the results of the Ipsos Reid survey and all other feedback to date, will be helpful in gaining a better understanding of the community's wishes and priorities. Results of the Ipsos Reid resident telephone survey will be presented to Parksville Council.

The City wishes to thank the Parksville Downtown Business Association for lending their booth for the evening.

For more information:

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