



# SEASPAN VANCOUVER DRYDOCK WATER LOT PROJECT

Public Engagement Summary Report  
November 19, 2021

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## FINDING THE BALANCE

Shipyards and drydocks have been on North Vancouver's waterfront for over a century. In turn, these waterfront industrial activities have fueled the growth and development of the community around it. Today, the Port of Vancouver is Canada's largest port, a critical economic gateway and strategic national asset.

While terminals and cargo ships are the most visible parts of port activity, infrastructure to facilitate this activity is essential to a port's operations. This includes vessel repair and maintenance facilities.

As the volume of trade continues to increase through the Port of Vancouver, so does the need to increase supporting infrastructure. At the same time, there are tremendous pressures on scarce industrial lands in the region, particularly waterfront industrial land and related water lots, as they continue to be converted into higher value residential uses.

Protecting and intensifying trade-enabling port industrial lands is a key priority of the Vancouver Fraser Port Authority's (the port authority) land use plan.<sup>1</sup> Metro Vancouver recognizes that industrial lands are crucial for supporting a sustainable economy in this region.<sup>2</sup> And in its Official Community Plan, the City of North Vancouver notes that industrial land, including port land, is "critical to maintain and intensify to ensure job growth in the future."<sup>3</sup>

It is incumbent on those operating on the waterfront to optimize the industrial zones available to best meet current and future demand. Although these shipyard activities have existed for decades, with the City's redevelopment of the Shipyards District, the interface between industrial, commercial and residential communities is closer than ever before. There is no buffer. Residences have been built directly adjacent to long-standing industrial zones on water and on the land and may therefore experience noise and activities which may not otherwise occur in a more traditional residential neighborhood.

Still, as the industrial component adjacent to residents, Seaspan recognizes that it is necessary for all to continue to work to find a balance. With this in mind, Seaspan's project team undertook careful planning and assessment in preparing its Project and Environmental Review (PER) application, fully considering potential environmental and local neighbour impacts.

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<sup>1</sup> Vancouver Fraser Port Authority (VFPA), Land Use Plan, December 2020: [https://www.portvancouver.com/wp-content/uploads/2019/11/500\\_POV-Land-Use-Plan\\_FINAL-2.pdf](https://www.portvancouver.com/wp-content/uploads/2019/11/500_POV-Land-Use-Plan_FINAL-2.pdf)

<sup>2</sup> Metro Vancouver, Regional Industrial Lands Strategy, June 2020: <http://www.metrovancouver.org/services/regional-planning/industrial-lands/about-industrial-lands/Pages/default.aspx>

<sup>3</sup> City of North Vancouver, 2014 Official Community Plan: <https://www.cnv.org/Your-Government/Official-Community-Plan>

As a Canada Port Authority, the port authority has an obligation to make sure the activities and developments in the Port of Vancouver not only facilitate Canada's trade – today and for decades to come – but do so sustainably with consideration for local communities and the environment, while ensuring Canada remains competitive on the global stage.

Seaspan is keenly aware that benefits of the proposed project extend well beyond the boundaries of Vancouver Drydock. Not only will those who operate within and visit the Port of Vancouver have additional drydock capacity, but the many business partners who support Vancouver Drydock will be able to further grow their businesses, the future 100 new employees will have steady, family-supporting jobs and all levels of government will enjoy even further economic activity.

Seaspan believes its PER application and related technical reports demonstrate that the proposed project aligns with the port authority's development mandates, and demonstrates that the project will not result in any significant adverse environmental impacts. Further, Seaspan's proposed siting for the proposed new drydocks, creates a reasonable buffer with the adjacent local community.

## **PROJECT OVERVIEW**

As part of its effort to optimize operations and better meet the needs of marine customers on Canada's west coast, Seaspan has submitted a Project & Environmental Review (PER) permit application to the port authority to:

- Shift the existing careen floating drydock approximately 40m south, away from the shoreline.
- Install a 100m floating drydock, a 55m floating drydock and a 110m work pontoon, in addition to installing six support pilings and moorings to secure the docks in place.
- Extend the water lot west by approximately 40m (an additional 12,778m<sup>2</sup>), which is consistent with the existing terms of Seaspan's lease agreement with the port authority.

**ENGAGEMENT SUMMARY**

## ENGAGEMENT OBJECTIVES

Engagement Objective	Seaspan Approach
<p><b>Transparent:</b> Provide clear and concise information on the proposed scope, duration and potential effects of the proposed project.</p>	<p>Seaspan developed a range of project materials, posted all technical reports and used a number of channels to notify and engage with the community.</p>
<p><b>Respectful &amp; Timely:</b> Provide meaningful opportunities for the public and stakeholders to give feedback on the proposed project and ensure timely response to project inquiries and questions.</p>	<p>Seaspan created a project website, dedicated email and phone line, feedback form and project information guide as ways for the community to learn about the project and provide their feedback. Seaspan also hosted two community meetings, which were open to all members of the public and responded to inquiries in a timely way.</p>
<p><b>Strengthen Relationships &amp; Increase Knowledge:</b> Undertake the public engagement activities through the lens of creating opportunities to strengthen relationships with key stakeholders and the North Shore community, and to increase understanding of the rich history of the drydocks and benefits they bring to broader Lower Mainland community.</p>	<p>While recognizing that some may not be supportive of the project, Seaspan worked to have meaningful dialogue and engagement. Seaspan was pleased with the recognition by many that industrial activity is an important component of North Vancouver’s economic landscape.</p>
<p><b>Considerate of COVID-19:</b> Given the challenges of COVID-19, use a variety of digital engagement tools to provide ample opportunity for the local community to participate in the public engagement activities.</p>	<p>Seaspan put the health and safety of the community and the project team first, hosting all engagement activities virtually and in alignment with public health requirements.</p>



## **PUBLIC ENGAGEMENT APPROACH**

Upon notice of a complete application, Seaspan undertook a number of activities to both notify and solicit feedback from the community about the proposed project. The initial public engagement period was 25 business days.

On July 30, 2021, that period was extended by a further eight business days, to August 12, 2021, to align with the Impact Assessment Agency of Canada's parallel public comment period.

All project feedback received during the full engagement period was documented and tracked and has been included in the appendix of the accompanying Consideration Report. This report includes letters of support from industry partners and unions, handwritten feedback forms and electronic feedback (from forms, emails and voicemails).

Where contact information was provided Seaspan responded, at minimum, with acknowledgement of receipt, and, where possible, additional project information.

### **Consultation Area**

While the port authority required notification to residents and businesses within a minimum 500-metre radius of the proposed project,<sup>4</sup> Seaspan expanded the consultation area to an approximate one-kilometre radius from the proposed project site.



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<sup>4</sup> Vancouver Fraser Port Authority (VFPA), Project and Environmental Review Guidelines-Public Engagement, July 2021: <https://www.portvancouver.com/wp-content/uploads/2021/08/2021-07-20-PER-guidelines-public-engagement.pdf>



**COMMUNITY NOTIFICATION & ENGAGEMENT ACTIVITIES**

As part of a Category C Project and Environmental Review, the port authority provided specific requirements in its public engagement guidelines<sup>5</sup> to ensure full and complete public notification and sufficient opportunities for public engagement and feedback.

Seaspan took this responsibility seriously and sought opportunities to further expand on those requirements, with a particular emphasis on creating accessible and engaging digital content in light of COVID-19 public health restrictions.

In advance of undertaking public engagement activities, Seaspan submitted a public engagement plan to the port authority for approval, which was approved by the port authority in June 2021.

**PUBLIC ENGAGEMENT TIMELINE**

PER application submitted	April 14, 2021
PER application deemed complete	June 21, 2021
Start of public engagement	June 25, 2021
Public engagement period	June 25 to July 30, 2021
Extension to public engagement period	July 31 to August 12, 2021
End of public engagement	August 12, 2021

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<sup>5</sup> VFPA Permit and Environmental Review Guidelines-Public Engagement, July 2021:  
<https://www.portvancouver.com/wp-content/uploads/2021/08/2021-07-20-PER-guidelines-public-engagement.pdf>

## ENGAGEMENT NOTIFICATION ACTIVITIES

Community notification of the permit application and proposed public engagement activities was initiated on June 25, 2021 and extended through to August 12, 2021.

Note: All materials are included in Appendix A of this report.

### Websites

Seaspan created a dedicated project site with detailed project information and technical reports included in the application, as well as mechanisms for public comment and feedback. The dedicated website and seaspan.com project page will continue through the public engagement activities and construction to project completion.

Seaspan also created a direct link on the Vancouver Drydock section of the seaspan.com website.

- [www.drydockprojects.com](http://www.drydockprojects.com)
- [www.seaspan.com/vancouver-drydock](http://www.seaspan.com/vancouver-drydock)

The port authority created a dedicated project page with technical information and links to the main Seaspan project site.

- [www.portvancouver.com/drydockexpansion](http://www.portvancouver.com/drydockexpansion)

The proposed project and the port authority URLs were included on several of the printed materials and in the newspaper advertisements, as were QR (Quick Response) codes linking directly to Seaspan's project site. Social media advertising also linked directly to Seaspan's project site.

### Newspaper Advertisements

- *North Shore News* print advertisement #1

A notice of the permit application and the initial 25-business day engagement period, with a request for public comment and feedback options, including QR codes, was published in the North Shore News on June 30, 2021 and July 7, 2021.

- *North Shore News* print advertisement #2

A supplementary advertisement was published in the North Shore News on August 4, 2021 to alert community members about the public comment period extension to August 12, 2021.

- [North Shore News digital advertisement](#)

To further ensure awareness of the public comment period extension, Seaspan also ran digital ads on the *North Shore News* digital edition from August 4 to August 11, 2021.

## **Facebook Notice**

- [Facebook advertisement #1](#)

Targeted Facebook advertising was used to alert the local community about the proposed project. The advertising was geo-tagged to North Vancouver and ran from June 28 to July 12, 2021.

- [Facebook advertisement #2](#)

Supplementary advertising ran from July 30 to August 11, 2021 to alert community members about the public comment period extension.

- [Facebook post #1 and #2](#)

As part of its regular engagement on Facebook, Seaspan posted about the proposed project on June 25, 2021. A subsequent post on July 30, 2021 provided notification about the public comment period extension.

## **Direct Mail Postcard**

A direct mail postcard was sent on June 24, 2021 to area residents and businesses in the agreed consultation area. The postcard included information about the project, dates of the public comment period and public information meetings, URL for Seaspan's project site and QR code linking directly to that site.

7,200 postcards were given to Canada Post for delivery via unaddressed ad mail to all addresses (single and multi-family homes and businesses) within a one-kilometre radius of Vancouver Drydock. This delivery radius was above the minimum requirement of 500 metres that is required by the port authority.

Of note, unaddressed ad mail can be blocked – a resident or business may make that choice and notify Canada Post that they don't want to receive unaddressed ad mail. Those addresses that have opted out were not included in the Canada Post counts. As a result, 7,154 postcards were delivered to homes and businesses, including the multi-family residences immediately adjacent to the Vancouver Drydock operations.

Postal codes and routes included:

- V7M: 0105, 0107, 0034, 0103, 0101, LB001
- V7L: 0277, 0275, 0276, 0272, 0279

Postal map:



**Notice to Key Stakeholders**

During the public comment period, between June 25, 2021 and August 12, 2021, Seaspan notified key stakeholders of the project via email and phone, directing them to project website and inviting their feedback during the engagement period. These stakeholders included:

- Local elected officials
- Lower Lonsdale Business Improvement Association
- North Vancouver Chamber of Commerce
- Industry partners including North Shore terminals and CN Rail
- Seaspan employees and unions
- Vancouver Drydock customers and suppliers

## **Notice to Neighbouring Businesses**

Seaspan also visited several neighbouring businesses in the Shipyard District in person on June 30 to ensure the businesses were aware of the public engagement activities and to invite their participation and feedback. Project notification postcards were provided to the businesses operating immediately adjacent to Vancouver Drydocks – those along Wallace Mews and Victory Ship Way. The Shipyards District (Lower Lonsdale) BIA also notified all its members through its July 6, 2021 e-newsletter, which also included a link to the project website.

## **Notice to Neighbouring Stratas**

Seaspan connected with pre-existing strata contacts in the Cascade and Trophy buildings located immediately adjacent to Vancouver Drydock. Seaspan representatives notified the contacts in person on June 23, 2021. On July 2, 2021, Seaspan hand delivered approximately 60 additional notification postcards along with approximately 25 copies of the project information guide and 50 feedback forms to a representative in the Trophy building.

## **Media Engagement & Interviews**

At the start of the engagement period, Seaspan proactively contacted the *North Shore News* to notify the editorial staff about the proposed project. Seaspan subsequently had two interviews with the *North Shore News* and one interview with the *Vancouver Sun*.

As a result of the interviews, media coverage on the permit application appeared in several media outlets.

The first *North Shore News* article on July 6, 2021 had an error in the print article about the location of the proposed drydocks. This was updated in the online article and in subsequent reporting.

## **Email Updates / Distribution List**

Seaspan provided an opportunity for those completing a print or online feedback form to opt into future Seaspan notifications and updates. On July 30, 2021, Seaspan sent 56 personalized emails to these individuals to advise of the public comment period extension.

Links to the Engagement Summary and Consideration Reports will be provided to these individuals once finalized. Should Seaspan receive a permit from the port authority, this list will be used in advance of and through project construction.



## NOTIFICATION SUMMARY

Notification	Details
Project website	<ul style="list-style-type: none"> <li>• Live as of June 25, 2021</li> <li>• 12,271 site views</li> <li>• 2,805 unique visitors</li> <li>• 929 file downloads</li> <li>• Average time on the site 1 min 26 sec</li> <li>• Traffic source (from unique visitors)               <ul style="list-style-type: none"> <li>○ Website direct – 837</li> <li>○ Facebook – 832</li> <li>○ NS News (print &amp; digital) – 529</li> <li>○ seaspan.com – 449</li> <li>○ portvancouver.com – 95</li> </ul> </li> </ul>
Newspaper ads	<ul style="list-style-type: none"> <li>• June 30, 2021</li> <li>• July 7, 2021</li> <li>• August 4, 2021</li> <li>• Digital: August 4 to 11, 2021</li> </ul>
Facebook ads	<ul style="list-style-type: none"> <li>• Ad impressions: 39,382               <ul style="list-style-type: none"> <li>○ June 28 to July 12, 2021</li> <li>○ July 30 to Aug 11, 2021</li> </ul> </li> <li>• Link clicks to microsite: 1,085</li> </ul>
Facebook posts	<ul style="list-style-type: none"> <li>• June 25, 2021               <ul style="list-style-type: none"> <li>○ Reached 1,995 people</li> <li>○ 51 likes, 16 shares</li> </ul> </li> <li>• July 30, 2021               <ul style="list-style-type: none"> <li>○ Reached 2,535 people</li> <li>○ 21 likes, 5 shares</li> </ul> </li> <li>• Link clicks to microsite: 39</li> </ul>
Direct mail	<ul style="list-style-type: none"> <li>• Delivered to Canada Post on June 24, 2021</li> <li>• 7,200 households (businesses &amp; residences)</li> <li>• 46 returns from unaddressed mail opt-out</li> </ul>

Notification	Details
Emails to Key Stakeholders	<ul style="list-style-type: none"> <li>• Bowinn Ma, MLA North Vancouver-Lonsdale – June 22, 2021</li> <li>• Johnathan Wilkinson, MP, North Vancouver – June 22, 2021</li> <li>• Linda Buchanan, Mayor of City of North Vancouver – June 24, 2021</li> <li>• Vancouver Drydock customers and suppliers – June 25 to August 10, 2021</li> <li>• Adjacent businesses – June 30, 2021</li> <li>• Lower Lonsdale Business Improvement Association – Jun 30, 2021</li> <li>• North Vancouver Chamber of Commerce – July 8, 2021</li> <li>• Seaspan employees and unions – July 9, 2021</li> <li>• Industry partners – North Shore terminals, CN Rail – July 23, 2021</li> </ul>
Notice to Neighbouring Stratas	<ul style="list-style-type: none"> <li>• Verbal notice to existing strata contacts – June 23, 2021 <ul style="list-style-type: none"> <li>○ Cascade</li> <li>○ Trophy</li> </ul> </li> <li>• Email notification for the July 28, 2021 dedicated strata council meeting – July 21, 2021 <ul style="list-style-type: none"> <li>○ Cascade</li> <li>○ Trophy</li> <li>○ Atrium</li> <li>○ Premiere</li> <li>○ Promenade</li> <li>○ Esplanade</li> </ul> </li> </ul>
Media Coverage	<ul style="list-style-type: none"> <li>• <i>North Shore News</i> – July 6 and July 21, 2021</li> <li>• <i>Business in Vancouver</i> – July 6, 2021</li> <li>• <i>Daily Hive</i> – July 16, 2021</li> <li>• <i>Vancouver Sun</i> – July 25, 2021</li> <li>• <i>Eminetra Canada</i> – July 25, 2021</li> </ul>

Notification	Details
	<ul style="list-style-type: none"> <li>• <i>Times Colonist</i> – July 26, 2021</li> <li>• <i>Toronto Star</i> – July 27, 2021</li> </ul>
Email Update / Notification	<ul style="list-style-type: none"> <li>• 56 personalized emails to notify of the public comment period timeline extension</li> <li>• Sent to individuals who opted into Seaspan updates and notifications about the proposed project</li> </ul>

## **ENGAGEMENT MATERIALS**

As part of the Seaspan's engagement efforts, a number of materials were developed to allow the community to understand the scope and details of the proposed project.

Copies of engagement materials are provided in Appendix A: Notification and Engagement Materials.

### **Project Website**

Throughout the public engagement period, Seaspan regularly updated its project website with the latest information and engagement updates under the 'latest news' heading in the 'learn more' tab.

During the engagement period, the following materials were added to the website and are available at <https://drydockprojects.com/community-meetings/>:

- Video recording of the July 13 community meeting
- Video recording of the July 15 community meeting
- Q&A Chat Transcript – July 13 community meeting
- Q&A Chat Transcript – July 15 community meeting
- Responses to unanswered questions from community meetings
- Responses to unanswered questions from both community meetings – Port Authority supplement

The chat transcript and responses to unanswered questions are also included in Appendix B: Community Meeting Transcript and Question Responses, in a separate volume.

### **Project Information Guide**

Seaspan developed a comprehensive information guide outlining the specifics of the project scope and proposed site activities, including a detailed project description; renderings – before and after – aerial and in-situ with the floating drydocks; topics of interest – studies, findings, mitigations; construction timeline; feedback form and contact information. The guide was available to download from the project website, by email and in print, on request.

### **Virtual Site Tour**

To augment the information package, a narrated virtual site tour was provided on the project website. The site tour used video footage to walk the public through the current drydock operations. The site tour can be viewed at <https://drydockprojects.com>.

### **Feedback Form**

Seaspan collected and compiled all public feedback received during the engagement activities. A digital feedback form was available on the project website as well as printed forms on request.

### **Dedicated Phone/Email**

A dedicated community feedback phone line (voicemail, 778-729-0288) and email ([infodrydock@seaspan.com](mailto:infodrydock@seaspan.com)) were set up to allow the public to provide their feedback 24/7.

## **ENGAGEMENT ACTIVITIES**

### **Community Information Meetings**

On July 13 and July 15, 2021, Seaspan hosted two virtual community meetings to provide project information and address public questions. The facilitated meetings were hosted on the Zoom platform. The community was able to join for the video meeting or, if they did not have video capacity, to call in and listen.

Each meeting was scheduled for two hours, and the second meeting on July 15, 2021 was extended for an additional 15 minutes. In total, 55 people attended the first meeting and 72 people attended the second. Further details are provided in the engagement activity summary table below.

The Seaspan project team was in attendance to respond to general project, as well as specific technical, questions. Port authority representatives attended the sessions and were available to respond to specific questions about the permit application review process or other port activities.

The meetings included a presentation from Seaspan as well as a question-and-answer period enabled through the Zoom 'chat' feature. Following the meetings, video recordings and the Q&A chat transcript were posted on the project website.

Questions not addressed during the meetings were compiled and responded to by Seaspan and the port authority. These responses were also posted on the project website.

### **Meeting with Neighbouring Strata Council Representatives**

On July 28, 2021, Seaspan hosted a Zoom meeting with representatives from neighbouring strata councils, including from the Cascade, Trophy, Atrium, Premiere, Promenade and Esplanade residences. Seaspan and port authority representatives were in attendance.

Attendees registered in advance and were also requested to pre-submit questions. During the meeting, Seaspan and the port authority provided brief opening remarks with the balance of the meeting dedicated to responding to questions about the proposed project. The moderator included the pre-submitted questions and addressed questions posed through the 'raise a hand' feature.



## ENGAGEMENT ACTIVITY SUMMARY

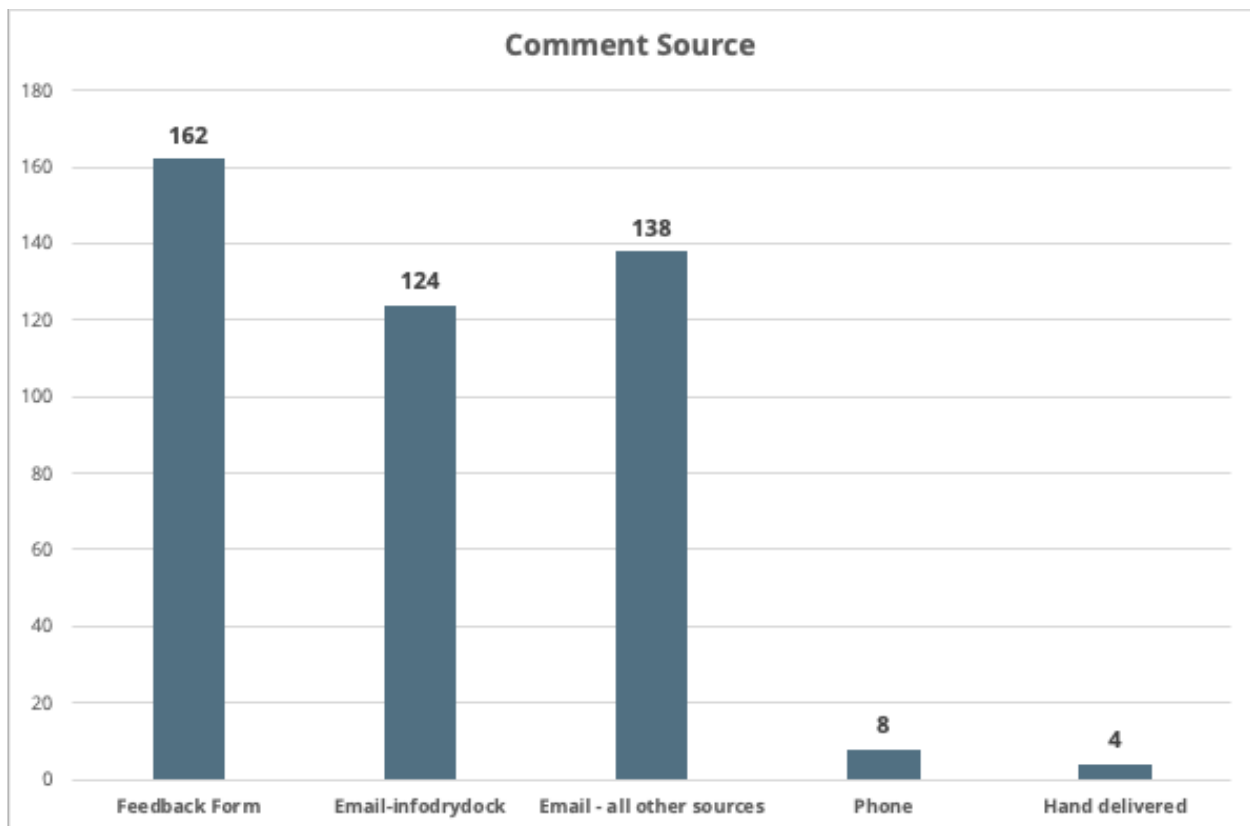
Notification	Details
July 13 community information meeting	<ul style="list-style-type: none"> <li>• 6:00pm to 8:00pm – 2 hours</li> <li>• 55 attendees</li> <li>• 13 Seaspan &amp; port authority representatives</li> <li>• Zoom meeting with moderated questions through the 'chat' function</li> <li>• Video recording &amp; Q&amp;A chat transcripts posted on project website</li> </ul>
July 15 community information meeting	<ul style="list-style-type: none"> <li>• 6:00pm to 8:15pm – 2 hours, plus a 15-minute extension beyond the scheduled time to allow for additional questions</li> <li>• 72 attendees</li> <li>• 13 Seaspan &amp; port authority representatives</li> <li>• Zoom meeting with moderated questions through the 'chat' function</li> <li>• Video recording &amp; Q&amp;A chat transcripts posted on project website</li> </ul>
July 28 strata council representative meeting	<ul style="list-style-type: none"> <li>• 1.5 hours, plus a 10-minute extension beyond the scheduled time to allow for additional questions</li> <li>• Zoom meeting with moderated questions through the comment ('raise hand') function</li> <li>• 20 strata council representatives</li> <li>• 12 Seaspan &amp; port authority representatives</li> </ul>

## PUBLIC PARTICIPATION

Meaningful engagement with and feedback from the North Vancouver community was a key focus for the project team. Seaspan requested feedback from the community through several communications channels and provided a number of ways for the community to share their feedback. This included:

- online and print versions of the feedback form
- by email
- by phone via voicemail

Seaspan received feedback from several sources, acknowledging receipt and responding to specific questions, where possible. This included feedback sent directly to Seaspan via the feedback form, email and voicemail, along with feedback provided directly to the port authority and forwarded to Seaspan, and feedback provided by the City of North Vancouver, provincial and federal elected officials.



Feedback was provided to Seaspan during the three virtual meetings held with community members (two community meetings and one strata meeting).

During the community meetings feedback was provided through the 'chat' function. The chat transcript, along with responses to unanswered questions from Seaspan and the port authority, are available in Appendix B of this report. For the strata meeting, feedback was provided through the comment ('raise hand') function. This feedback was provided verbally but was noted by the project team and reviewed for key themes/issues of concern.

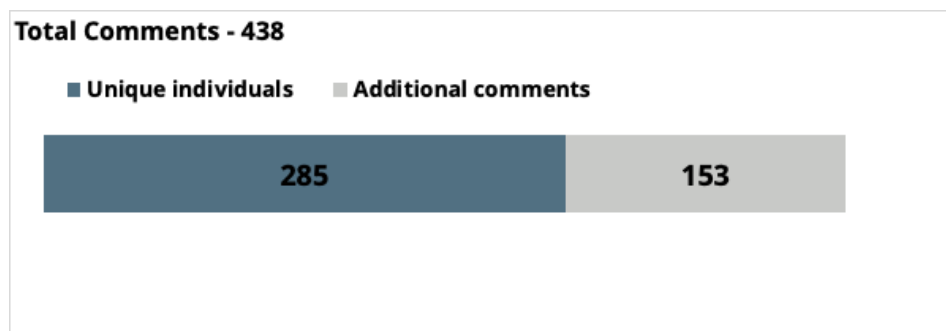
Seaspan also received an email on August 11 advising of a community petition with almost approximately 1,700 people signing by the close of the public engagement period. Seaspan reviewed the comments on the petition website to identify any new themes/issues of concern that had not previously been provided and identified additional themes not provided in the previous feedback. This feedback is also included within the identified key themes in the companion Consideration Report.

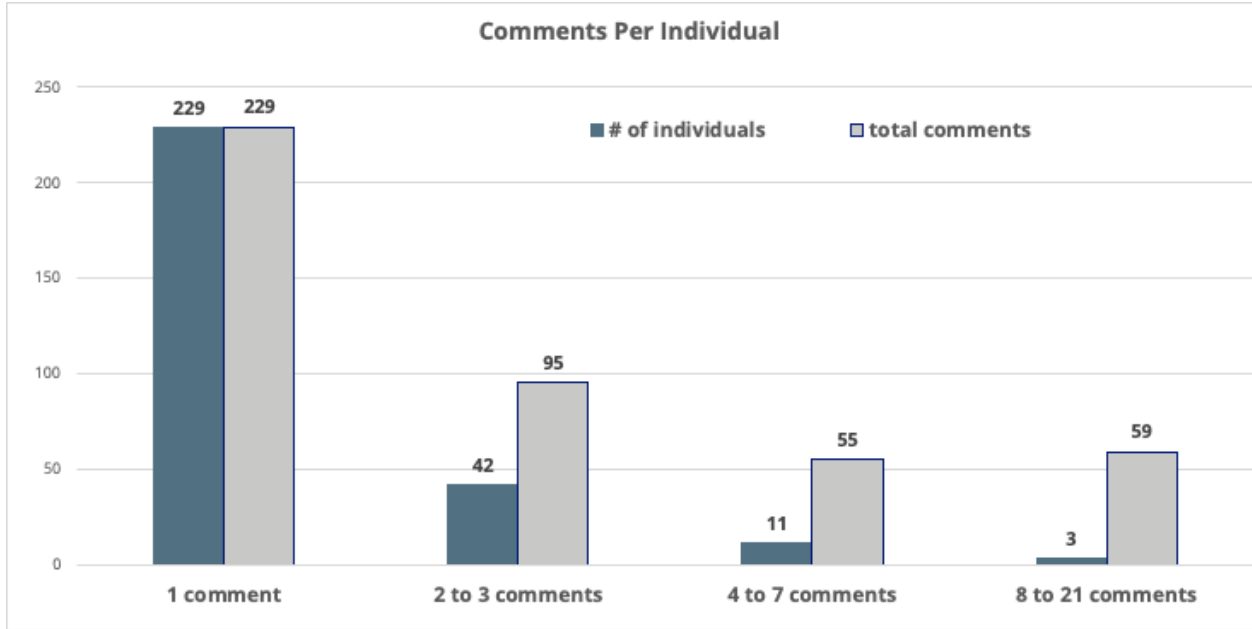
All of the feedback was fully considered by the project team and has been addressed within the Consideration Report.

### Public Participation Highlights

In total, 438 comments were received during the public engagement period.

Of the 438 comments, 285 were identified as unique individuals or organizations. Additionally, while most individuals provided one comment to Seaspan, several provided more than one. Of note, 14 individuals (5%) provided 114 comments or 25% of total comments received, including one individual who provided 21 separate comments.

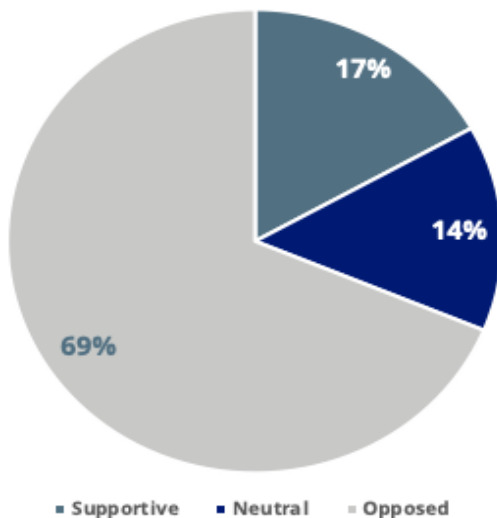




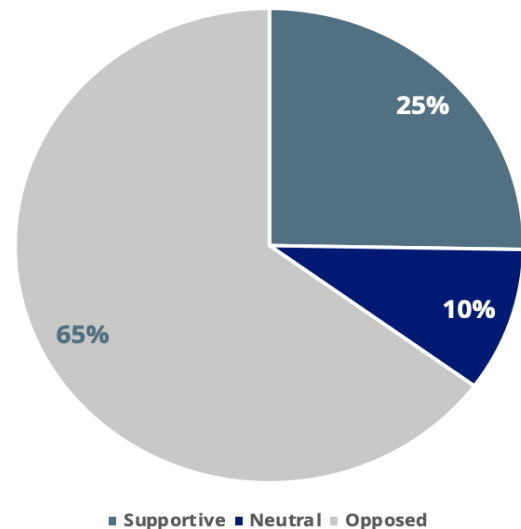
Of the total comments received, 74 were supportive of the proposed project, 63 were neutral and 301 were opposed. When considering the unique individuals, 72 individuals were supportive, 28 were neutral and 185 were opposed.

Comments categorized as 'neutral' either provided no clear indication of support or opposition to the project in their submission/feedback or were seeking clarity on where to find a study, data or other relevant project information.

**Comment Sentiment - All Comments (438)**



**Comment Sentiment - Unique Individuals (285)**



Within the feedback form, community members were given the option to identify their community as either the City of North Vancouver, the District of North Vancouver or Other Municipality. Several community members also self-identified their place of residence in their comments.

Of those who submitted comments, the majority (67%) were located within the City of North Vancouver, and of those 64% self-identified as being within the immediate vicinity of Vancouver Drydock.

