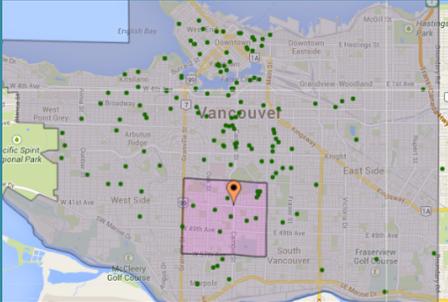


# Oakridge Centre Online Open House



## Project Description

In 2012, Ivanhoe Cambridge, the owners of Oakridge Centre were updating the 2007 City of Vancouver Policy Statement and wanted to talk with the community about the future of the Centre and recent initiatives adopted by the City, such as the Cambie Corridor Plan.

## PlaceSpeak Contribution

PlaceSpeak provided a web-based platform to host an online open house in conjunction with an in-person open house. Online participants were able to see the same information, and complete the same survey as the people attending the open house in person.

## Project Outcome

The online open house drew twice as many participants online as in person and generated 50% of all the surveys completed. The results of the first open house helped to inform some initial conceptual ideas for the future of Oakridge Centre, that were presented at a second open house.

## Innovations

The online open house was hosted at the same time as the in-person event, resulting in significantly higher participation rates compared to traditional open houses.

## Information

### Geographic Scope

- City of Vancouver

### Engagement Methodologies

- Online Surveys
- Discussion Forum
- Media Library

### Timeframe

- March 2012

### Key Analytics

- 760 unique page views
- 65 connected participants
- 25 completed surveys



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