

**Burnaby  
North  
Road BIA  
Strategic  
Plan:  
2020-2026**

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# Introduction

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*This document outlines the many ways the Burnaby North Road BIA has planned to stay competitive in the changing marketplace as we welcome the significant influx of people who will be moving here over the next 20 years, as development continues to boom along the North Road corridor.*

*Business Improvement Associations are all about making their business areas as welcoming and attractive as possible for customers, with beautification initiatives and shopping incentives. Equally important is making sure that the merchants are educated about crime prevention methods so they can protect themselves against outside threats. We have worked very diligently in this area with merchants and property managers; in many ways acting as a large outdoor mall management group to ensure the area is as robust as possible. We are extremely grateful to have worked closely and collaboratively with our key partners, the City of Burnaby and the RCMP to ensure our area is vibrant and sustainable.*

*Burnaby North Road BIA members are very grateful for the upgrades along North Road that the Cities of Burnaby and Coquitlam had provided after the installation of the Evergreen Line. The colourful lighting and seasonal rainforest planting underneath the elevated skytrain platform, along with our first piece of public art; the illuminated North Star sculpture in the median of the road, really identifies our public realm and gives a strong impression that one has arrived.*

*Building on the success of these last 10 years, our strategic plan was prepared by BIA personnel; Business Committee members and the Strategic Action Group. We based our findings on the data collected from a recent membership survey, where we collected information from 65 respondents who answered questions pertaining to our key program areas of Marketing; Safety & Security, Member Relations, Public Realm, BIA Area and Organization Excellence. From their responses we were able to determine the goals and outcomes of our 2020 - 2026 Strategic Plan.*

# Executive Summary

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- The proposed 6 year Burnaby North Road BIA (BNRBIA) renewal would start in April 2020 with a levy at \$198,233.55 and would increase annually by 3.5%.
- Since the Burnaby North Road BIA inception over 10 years ago it has organized a number of successful events and programs which the membership values highly. “Korean Community Day” has become an annual signature event for the area. Seasonal promotions were also valued highly.
- Over 50% of members see great value in partnering with a proposed Coquitlam North Road BIA especially in growing the Korean Community Day event.
- The BIA’s use of social media (Facebook, Twitter and Instagram) has grown both in content and followers. It is becoming one of the most effective ways of promoting the area.
- Security programs remain a high priority with the members, which include private security hired to perform patrols as well as continued participation on policing committees and with outreach initiatives.
- The Burnaby North Road BIA has successfully built numerous relationships with all levels of government; Federal, Provincial and Municipal, with the RCMP and others who have collectively helped to make North Road a safer and cleaner place.
- Membership survey results demonstrate that our businesses would like to see more public art; benches, landscaping, seasonal banners and improved street lighting.
- The Burnaby North Road BIA will continue to be a strong advocate for green spaces, seasonal lighting and public art that will be added as development occurs along the corridor.



## The BNRBIA - Board of Directors

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1. **Hajera Baqi**, *President*  
Shoppers Drug Mart
2. **Michelle Kim**, *Vice-President*  
ALS Property Management
3. **Gloria Munro**, *Treasurer*  
Munro Accounting & Tax CPA
4. **Paul Choi**, *Secretary*  
Juris Notary
5. **Tony Ciulla**, Director  
Vancity Branch Manager
6. **Andrew Kim**, Director  
Harrop, Phillips, Powell & Gray LLP Barristers & Solicitors
7. **Calvin Lee**, Director  
ACE Investment Group
8. **Racheal Wong**, Director  
Winson Estates Ltd., Asset Manager

# Burnaby North Road BIA Strategic Plan 2020-2026

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## Introduction

The Burnaby North Road Business Improvement Association (BNRBIA) is a proactive group of property owners and business owners who have worked steadily from inception of the association to create growth and support prosperity of our members by increasing the customer base of the area. We also work with our strategic partners to address concerns and ambitions of our members in a wide range of issues primarily with regard to future directions of our area, including regulations, mobility and safety. Our long term vision, working with our members and strategic partners, is to be a well-integrated part of one of four significant urban centres of Burnaby.



The new Evergreen Line rapid transit service has brought increased commercial and residential growth to the North Road corridor. Our branding and the representation of all businesses in our area is enabling our members to more successfully compete with the major surrounding commercial hubs and big box stores in neighbouring regions. Since we share the regional geography of North Road with Coquitlam, we have worked with several Coquitlam businesses to promote the North Road area. We are encouraging these businesses to create a Coquitlam business association representing North Road businesses in Coquitlam which would further

strengthen our joint efforts to provide even more area branding, stability and socio-economic strength.

Also, there is a significant amount of development in the Lougheed Town Centre area and we anticipate that this will result in a substantial influx of residents and commercial tenants. We have worked with and will continue to work with the City of Burnaby and developers to ensure that BNR-BIA is strengthened by these changes. We continue to encourage redevelopment that supports pedestrian and cycling use and safety as well as add to the overall creation of a holistic community.



# Vision

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“Create growth and prosperity for our business and property owners by increasing the customer base and in the long term, which will increase the residential population on North Road.”



# Mission (2026)

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Our mission is by 2026 to attain the following key results:

- **Marketing** – we will have a comprehensive marketing plan that targets growing audiences, by integrating our branding and outreach strategies which will result in an increased customer base for our members
- **Safety and Security** – we will continue to work with policing groups, like the Community Policing Advisory Committee (CPAC) and our privately contracted security, to have among the highest level of safety and security of Burnaby’s neighbourhoods
- **Member Relations** – our BIA will be known for having highly effective and open communication with all members and strategic partners
- **Public Realm** – our transportation infrastructure will continue to be safe and provide ready access to our members’ businesses; our area attractiveness will continue to be enhanced through beautification, art and design
- **BIA Area** – our success in marketing and area attractiveness will be enhanced through a strengthened connection to the North Road businesses on the Coquitlam side

- **Organization Excellence** – our efforts with governance and organization systems and practices will continue to improve to support our work for our members

## Key Result Areas

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The goals for each of the key result areas of our 2026 mission are documented below.

### A. Marketing



The City's Social Sustainability report outlines the importance of inclusion and we know that having the premier Korean shopping centre in our area makes us unique and is a definite bonus that we will continue to promote. We also have a "Persian Quarter" that needs further support and believe that marketing these two

assets will bring more shoppers and residents to the area. Our plan includes attracting businesses to our area that will contribute to the perception of our area as one that is a desirable place to eat, work, live and play. Our branding was recently updated and is reflective of the change occurring to the development of North Road.

#### 2020 - 2026 Goals

1. A comprehensive marketing plan that promotes a recognized brand and presents all of our many assets to both local and Lower Mainland residents.

#### *2020 Objectives*

- a) Brand expansion and increased awareness via social media.
- b) Elevate coffee and food profile of the area.
- c) Continue to enhance our outreach through expanded cultural celebrations in conjunction with Coquitlam North Road businesses.
- d) Develop an area loyalty program.
- e) Develop a comprehensive marketing plan

### B. Safety and Security

Our past efforts to address safety and security have been primarily through the Community Policing Advisory Committee (CPAC). This committee consists of law enforcement members from the RCMP, CN Rail and Transit Police and





other members including Simon Fraser University Security, Lougheed Mall Security, local High Schools and members from surrounding districts within North East Burnaby.

Working with this group in the past has resulted in considerable improvements to safety and security issues in our area. We recognize that safety and security remain top priorities for BNR-BIA members and we will continue to be active and vigilant. Our members place a high value on our working relationship with the RCMP – primarily through the Community Response Team (CRT) and the bike patrol - this is strategically significant because it shows a marked improvement on the perception of RCMP effectiveness and their trustworthiness.

While crime levels have decreased and social issues including homelessness and open drug use is better than in the past, these issues need our ongoing monitoring and action. It is our aim to continue to have among the highest levels of safety and security of Burnaby's neighbourhoods.

### **2020 - 2026 Goals**

1. Continue to maintain a strong and healthy relationship with Community Policing Advisory Committee.

#### ***2020 Objectives***

- a) Continue to focus on reducing the level and impact of homelessness in our area.
  - b) Continue to work on reducing community crime with a focus on open drug use and shoplifting.
  - c) Continue to work with business managers and property owners on the importance of reporting crimes.
  - d) Develop a crime, nuisance and homelessness data base for our members.
2. Continue to ensure there is a high level of safety and security for both our members and the public in our BIA.

#### ***2020 Objectives***

- a) *See B. Safety and Security, Goal 1.*
- b) Maintain private security support at a level that ensures we have the desired safety and security in our area.

## **C. Member Relations**

We have continued to make improvements to our communication efforts to ensure our members are informed of our activities and we are aware of their needs and goals. Our Newsletter and Directory publications are published in Korean and English which has helped in our efforts to communicate with all members and let them

know that they feel that they are important, included and relevant. However, we cannot stand still in our efforts to be more effective and must continue to strive toward highly effective and open communication with all members and strategic partners which will only help further BNR-BIA's interests.

### **2020 - 2026 Goals**

1. Maintain and build upon involvement and awareness through effective communication with all of our members.

#### ***2020 Objectives***

- a) Review our current communication (methods and focus) to determine where we can be more effective.
  - b) Enhance our communication into a more singular platform.
  - c) Educate our members with regard to mode of communication.
  - d) Develop a “new-comers” program (e.g. welcoming, net-working, etc.).
2. Maintain and build upon strong and mutually beneficial relationships with our strategic partners through effective communication.

#### ***2020 Objectives***

- a) Renew our commitment with our community partners.

## **D. Public Realm**

Our plan addresses the issue of creating movement into and within our area which is integrated, safe, inviting and accessible via walking, cycling, transit and automobile. We will continue to work with the City, Translink and developers as our area undergoes changes to ensure that transportation and access considerations in keeping with our vision of the Lougheed Town Centre area as well as the City's Social Sustainability Strategy are an integral component to future plans.

In addition, we recognize that the aesthetics of our area is an important element in attracting customers and is an important part of our overall branding efforts. Our contributions in this area have focused on banners and other street improvements. While we are not in a financial position nor do we have the authority to make major investments in this area, we will continue to encourage the City of Burnaby, other levels of government and developers to enhancement of our public realm through beautification, art and design.



### 2020 - 2026 Goals

1. Our area roads, including intersections, access and egress will be operating at the highest safety levels.

#### *2020 Objectives*

- a) Work with Metro Vancouver to reduce the access and egress impacts of their work on local roads.
  - b) Work with Burnaby's Planning and Engineering Departments to ensure we have early awareness of impending developments in our area.
2. Our area will have a strong focus on easy access to businesses and safety for all mobility modes.

#### *2020 Objectives*

- a) See D. Public Realm Goal 1.

3. We will promote alternative forms of transportation within our BIA area.

#### *2020 Objectives*

- a) Develop a clear understanding of City of Burnaby's future plans for alternative transportation in our area
4. The aesthetics of area will be improved through beautification, art and design.

#### *2020 Objectives*

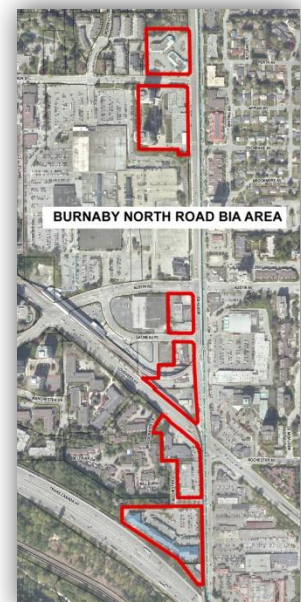
- a) Work with the City to encourage the development of a working committee (with strategic partners) to address beautification, art and design for this area.

## E. BIA Area

In order to develop a strong brand that clearly identifies our area as one of the key four Burnaby town centres, it is imperative that our BIA area is relevant enough in size and representation of all the businesses in our area to take on major area competitors and be identifiable as a major location in which to shop, live, work and have fun. A strategic partnership with a yet unformed Coquitlam North Road BIA would make the entire area even more economically and socially healthy.

### 2020 - 2026 Goals

1. Work with the City towards integrating businesses between either ends of our BIA as part of a contiguous



Sept 30, 2019

North Road strip.

**Note** – *this goal is subject to decisions that have not yet been made with regards to the North Road facing commercial developments underway in Lougheed Mall.*

**2020 Objectives**

a) TBD – see note above.

2. Work with the City of Coquitlam to encourage/facilitate the development of a Coquitlam North Road business association as a strategic partner for joint efforts that will benefit businesses from both municipalities.

**2020 Objectives**

- a) Continue to support local Coquitlam businesses as they work with the City of Coquitlam towards the formation of a Coquitlam North Road BIA.

## F. Organization Excellence

Organizations are challenged with optimizing desired results with available resources. This requires a great deal of planning to ensure that the results being planned for are the results required by those who “own” the organization – in this case, the members of the Burnaby North Road BIA. This also requires BNR-BIA to be extremely efficient and well governed.

We have been cited as being a very good example of what a BIA should be like. However, we cannot afford to rest on past successes and need to continuously be looking at best practices, both in operations and in governance. The staff resources that we currently have are very limited. In addition, the Board of Directors have not reviewed their own governance practices and the relationship to their oversight and support role. It is critical that we continue to ensure that we are striving for being the best that we can be.

**2020 - 2026 Goals**

1. Our governance model and practices will ensure that the BNR-BIA is highly representative of our membership and that the responsibilities of the Board are being fully met.

**2020 Objectives**

- a) Increase the size and representation of our Board.
- b) Review Board effectiveness and develop a plan for Board improvement.

2. In all areas of our operations, we will be utilizing a best practices approach.

**2020 Objectives**

- a) Review BIA best practices and determine where we can make improvements.

# BNRBIA HIGHLIGHTS (2009 - 2019)

## SPECIAL EVENTS & PROMOTIONS

### 1. Korean Community Days

Partnered with ALS Property Management and Korea Town Centre Mall for 6 years with Plaza I, Winson Estates joining in the last two years.



### 2. Easter Event

Started off as a roving egg delivery event, going store to store throughout the area. Now an event with two malls at the north end of the road, North Gate Village and North Road Centre Mall, which sends participants on a Treasure hunt. 9 years running.



### 3. Party for your Mama

Mother's Day event at North Gate and North Road Square malls. 9 years running.



### 4. Halloween Costume Parade

Trick or Treating with family members on the Saturday before Halloween throughout stores in the North gate and North Road Square malls. 10 years running.



## 5. Christmas Caroling

Barge and Sing - spread that Holiday Cheer! 10 years running, on Saturdays throughout December throughout various businesses in the area.



## 6. Korean Heritage Festival

6 years running- We promote our own Korean Community day festival at this event.



# PROMOTIONS

## 1. Dine around the World on North Road

**Dining Shout Out: Japolo Sushi & Pho**



#218, 3355 North Road, Bly T: 604.420.8978 [www.japolo.ca](http://www.japolo.ca)

Tucked away on North Road at the back of a mall near Cameron St, Japolo Sushi is worth the time to locate. Chef Jacky Japolo uses only the finest and freshest ingredients to create a variety of delicious and mouth watering sushi experiences.

Dine Around the World on North Road!

**NORTH ROAD BURNABY**  
BURNABY NORTH ROAD BIA

Easily accessible by bike, car, foot, bus or Skytrain.

[www.burnabynorthroadbia.ca](http://www.burnabynorthroadbia.ca)

**Dining Shout Out: DonairVille & Café**



Delivery Take out  
Dine in Catering  
Order Online

#205 3355 North Road, Bly  
T: 604.444.4545  
[www.DonairVille.com](http://www.DonairVille.com)

f t i n y

**DINE AROUND the WORLD on NORTH ROAD!**

Discover the authentic Turkish Donair and Turkish Coffee. Our Chef Masoud uses only the finest and freshest ingredients (no processed meats). Appetizers, Lamb, Chicken, Beef Donair, kebabs and platters, soups, salads, desserts and Turkish coffee!

Experience International Flavours of award winning Restaurants!

**NORTH ROAD BURNABY**  
BURNABY NORTH ROAD BIA


Easily accessible by car, foot, bus or Skytrain.

[www.burnabynorthroadbia.ca](http://www.burnabynorthroadbia.ca)

## 2. Social Media Promotions/Contests – Party for your Mama, Father’s Day, Canada Day, Holiday Season, Restaurants, New Businesses

Burnaby North Road BIA  
September 18 at 1:42 PM

One of our favourite places!



Tourism Burnaby  
September 17 at 11:48 AM

Juliet Cafe offers a variety of drinks from espresso-based coffees to teas, hot or iced. There is ample seating for both the solo sippers and group goers, plus...

See More

Burnaby North Road BIA  
September 4 at 12:49 PM




Tourism Burnaby  
August 26 at 7:37 PM


Located on North Road in Burnaby, Standing Egg Coffee is a hidden gem with ample sitting space, exceptional decor, and an eclectic atmosphere. #Burnaby365

Great...  
See More

**ENTER TO WIN!**



**ENTER TO WIN**



VANCOUVER WHITECAPS FC VS. SEATTLE SOUNDERS FC  
MARCH 30



### 3. XMAS Shopping Sprees – Holiday shopping made less stressful with an extra \$1000 to spend, in our BIA area of course. 8 years running.



## ADVOCACY

### 1. Homelessness – The BIA has participated with the Homeless Task force 6 years running and worked with Transit Police (Sgt. Wendy Hawthorne) and Progressive Housing this year to place a mobile outreach van at Lougheed Skytrain Station.



## 2. Public Art – The BIA coordinated efforts with the City of Burnaby Anti-Graffiti Department and Burnaby Mountain Secondary Students to cover an unsightly retaining wall on Gatineau & North Road.



## YOUTH PROJECTS

'Graffiti Busters' was a partnership with the City Anti-Graffiti Department; the RCMP, Burnaby Mountain Secondary School and the BIA. The program ran for 2 years, with students taking training about the negative impacts of graffiti lifestyle. The students then formed their own group called the 'CSI Club' and went to feeder schools in the catchment to share their wisdom about the negative impact of a graffiti lifestyle. They participated in graffiti removal, meeting with the BIA and City Anti-Graffiti coordinator Kathy Wipf to paint over graffiti. The property managers in the BIA appreciated this.

## BUSINESS RELATIONS

A member of the Burnaby Board of Trade (BBOT), the North Road BIA regularly attends their trade shows and functions to promote the North Road area. We have also hosted the Korean Consul General and visiting representatives from Hwa Song, our sister City in Korea.

## SECURITY

The BIA has served on the District #2 Community Policing Advisory Committee (CPAC) for 10 years and also on the Public Safety Committee for 2 years, advocating for our business area. Many programs were launched with the RCMP and Transit Police including Coffee with a Cop, RCMP Forums and going door to door to meet business owners.

We have also had our own security company working for 10 years, 10-4 Security which started originally as a joint initiative with ICBC. **Heads UP!** Was a program to notify business owners electronically of suspects working in the area.



**Chartered Professional Accountant**

639 Cottonwood Avenue, Coquitlam, BC V3J 2S5  
Cell: 778 229-7839 Tel 604 936-7838 Fax 604 449-3771  
Email: lise@liebichcga.com  
www.liebichcga.com

**NOTICE TO READER**

On the basis of information provided by management, I have compiled the statement of financial position of Burnaby North Road Business Improvement Association as at March 31, 2019 and the statement of operations and changes in fund balance for the year then ended.

I have not performed an audit or a review engagement in respect of these financial statements and, accordingly, I express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

A handwritten signature in black ink, appearing to be "L Liebich", written over a horizontal line.

L Liebich Inc  
Chartered Professional Accountant

Coquitlam, BC

August 19, 2019

**BURNABY NORTH ROAD BUSINESS IMPROVEMENT  
ASSOCIATION**

STATEMENT OF FINANCIAL POSITION  
(Unaudited - see Notice to Reader)  
AS AT MARCH 31, 2019

STATEMENT 1

**ASSETS**

	<u>2019</u>	<u>2018</u>
Current assets		
Cash	\$ 30,522	\$ 41,306
Accounts receivable	6,300	974
Due from government agencies	603	698
Prepaid expenses	<u>5,505</u>	<u>5,093</u>
	<u>\$ 42,930</u>	<u>\$ 48,071</u>

**LIABILITIES AND FUND BALANCE**

Current liabilities		
Accounts payable and accrued liabilities	\$ 5,180	\$ 7,953
Unrestricted fund balance	<u>37,750</u>	<u>40,118</u>
	<u>\$ 42,930</u>	<u>\$ 48,071</u>

ON BEHALF OF THE BOARD:

 Director

 Director

# BURNABY NORTH ROAD BUSINESS IMPROVEMENT ASSOCIATION

## STATEMENT OF OPERATIONS AND CHANGES IN FUND BALANCE

STATEMENT 2

(Unaudited - see Notice to Reader)  
FOR THE YEAR ENDED MARCH 31, 2019

	<u>2019</u>	<u>2018</u>
<b>Revenue</b>		
City of Burnaby member contributions	\$ 189,450	\$ 180,533
Other income	8	227
Interest income	820	862
Sponsorship	<u>6,481</u>	<u>7,359</u>
	<u>196,759</u>	<u>188,981</u>
<b>Operating Expenses</b>		
Administration	73,024	73,215
Advertising and promotion	14,405	14,316
Bad debts	145	-
Bank charges and interest	250	142
Beautification	10,785	4,477
BIA-BC conference	4,255	2,671
Insurance	2,992	2,967
Membership	689	679
Office and miscellaneous	31,231	29,373
Professional fees	1,700	1,808
Security	32,391	34,883
Special events	<u>27,260</u>	<u>31,803</u>
	<u>199,127</u>	<u>196,334</u>
<b>Deficit of revenue over expenses</b>	(2,368)	(7,353)
<b>Unrestricted fund balance, beginning of year</b>	<u>40,118</u>	<u>47,471</u>
<b>Unrestricted fund balance, end of year</b>	<u>\$ 37,750</u>	<u>\$ 40,118</u>

## BURNABY NORTH ROAD BUSINESS IMPROVEMENT ASSOCIATION

STATEMENT OF OPERATIONS, ACTUAL vs. BUDGET  
FOR THE YEAR ENDED MARCH 31, 2019  
(Unaudited - see Notice to Reader)

STATEMENT 3

	<u>2019</u>	<u>Budget</u>	<u>Variance</u>
<b>Revenue</b>			
City of Burnaby member contributions	\$ 189,450	\$ 185,950	\$ 3,500
Other income	8	-	8
Interest income	820	900	(80)
Sponsorship	<u>6,481</u>	<u>-</u>	<u>6,481</u>
	<u>196,759</u>	<u>186,850</u>	<u>9,909</u>
<b>Operating Expenses</b>			
Administration	73,024	73,300	(276)
Advertising and promotion	14,405	15,885	(1,480)
Bad debts	145	-	145
Bank charges and interest	250	200	50
Beautification	10,785	9,184	1,601
BIA-BC conference	4,255	2,700	1,555
Insurance	2,992	2,700	292
Membership	689	950	(261)
Office and miscellaneous	31,231	30,080	1,151
Professional fees	1,700	1,850	(150)
Security	32,391	33,000	(609)
Special events	<u>27,260</u>	<u>17,000</u>	<u>10,260</u>
	<u>199,127</u>	<u>186,849</u>	<u>12,278</u>
<b>Deficit of revenue over expenses</b>	<u>(2,368)</u>	<u>1</u>	<u>(2,369)</u>

## 6 Year Budget

The proposed renewal term of the Burnaby North Road BIA is April 1, 2020 to March 31, 2026. The total budget for this six year period is **1,298,459.92**, which reflects a 3.5% annual increase for anticipated inflation in goods and services.

Council's continued support is sought in authorizing staff to undertake the necessary bylaw changes and commencement of petition proceedings for renewal of the BIA. This will facilitate continued recovery of annual funds granted by the City through means of a Local Service Tax.

	<b>April to March</b>	<b>% Increase</b>
<b>2020-2021</b>	\$198,233.55	3.5%
<b>2021-2022</b>	\$205,171.72	3.5%
<b>2022-2023</b>	\$212,352.73	3.5%
<b>2023-2024</b>	\$219,785.08	3.5%
<b>2024-2025</b>	\$227,477.56	3.5%
<b>2025-2026</b>	\$235,439.27	3.5%
<b>Total Bylaw Funding</b>	<b>\$1,298,459.92</b>	

## Burnaby North Road Business Improvement Association Budget

April 2019 through March 2020

	Apr '19 - Mar 20
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4010 · City Grant	191,525.00
4060 · Interest Income	500.00
<b>Total Income</b>	192,025.00
<b>Expense</b>	
6005 · Bank service charges	240.00
6010 · Net Beautification	1,500.00
6030 · Net Administration	73,260.00
6040 · BIA-BC Conference	1,050.00
6045 · Insurance	2,700.00
6060 · Membership	800.00
6070 · Net Office	24,585.00
6080 · Professional Fees	1,750.00
6090 · Net Promotion	11,940.00
6098 · Meetings	21,200.00
6100 · Safety & Security	27,000.00
6110 · Special Events	22,000.00
<b>Total Expense</b>	188,025.00
<b>Net Ordinary Income</b>	4,000.00
<b>Net Income</b>	4,000.00

The Burnaby North Road BIA commenced operations prior to the receipt of their initial funding in July 2009. The previous Merchant's Association funded the early start, however, every year; the funds run short in early June. In the past, this shortfall has been funded by a loan from one of the merchants. Therefore, the NRBIA proposes three years of \$4,000 surpluses to fund this shortfall to avoid borrowing operating funds in future.



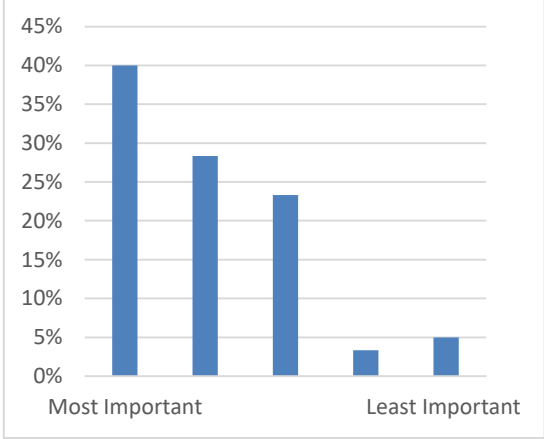
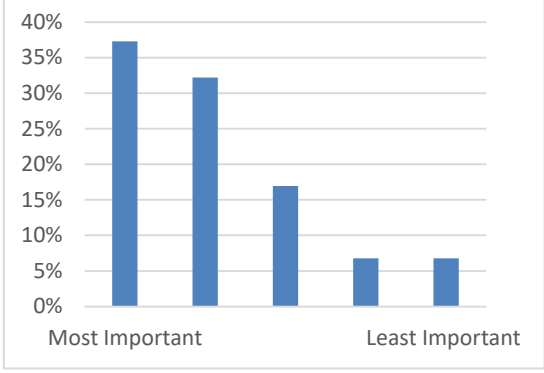
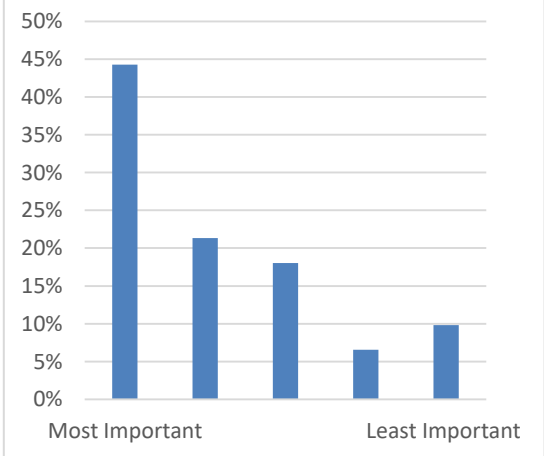
## Burnaby North Road BIA Strategic Planning Survey Results – Supplementary Graphs

This document is a supplement to the initial document reporting on the Burnaby North Road strategic planning survey results (“BNR-BIA Strategic Planning Survey Results 2019” *July 24, 2019*). The intent of this document is to graphically present those survey items where a numerical rating was provided.

It is important to note that each graph represents 100% of the responses for that item but the left hand scale is calibrated based on the highest number of responses to any of that items options (e.g. in the first item, over 60% said this was most important). Each graph therefore provides a quick visual comparison for that particular item of how the responses vary across the scale for that item only as well as an indication of the percentage of responses for each option.

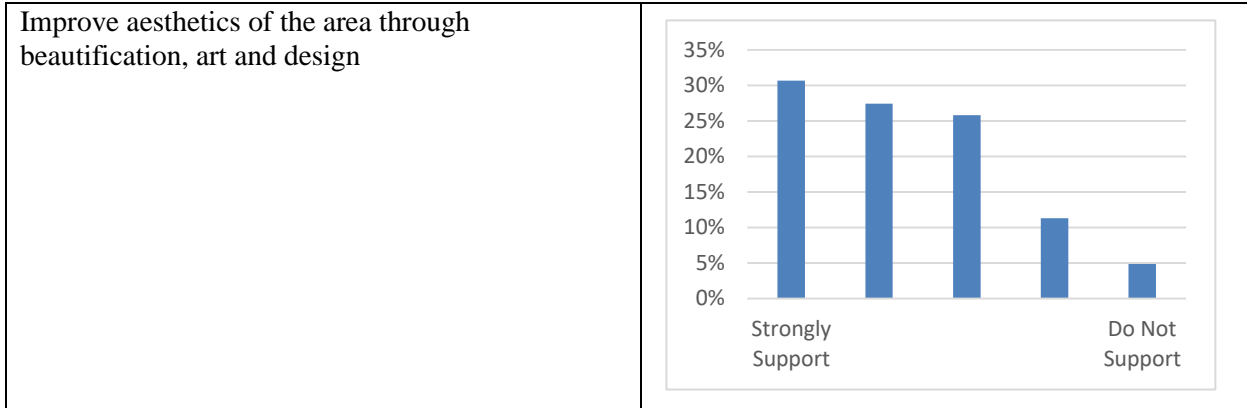
### *SAFETY/SECURITY*

<p>Continued strong relationship with Policing groups (RCMP &amp; Transit Police)</p>	<table border="1"> <caption>Data for Continued strong relationship with Policing groups (RCMP &amp; Transit Police)</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important</td> <td>62%</td> </tr> <tr> <td>Second Highest</td> <td>11%</td> </tr> <tr> <td>Third Highest</td> <td>14%</td> </tr> <tr> <td>Least Important</td> <td>3%</td> </tr> <tr> <td>Second Least Important</td> <td>7%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important	62%	Second Highest	11%	Third Highest	14%	Least Important	3%	Second Least Important	7%
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<p>Participation on Community Policing Advisory Committee</p>	<table border="1"> <caption>Data for Participation on Community Policing Advisory Committee</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important</td> <td>40%</td> </tr> <tr> <td>Second Highest</td> <td>28%</td> </tr> <tr> <td>Third Highest</td> <td>23%</td> </tr> <tr> <td>Least Important</td> <td>3%</td> </tr> <tr> <td>Second Least Important</td> <td>5%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important	40%	Second Highest	28%	Third Highest	23%	Least Important	3%	Second Least Important	5%
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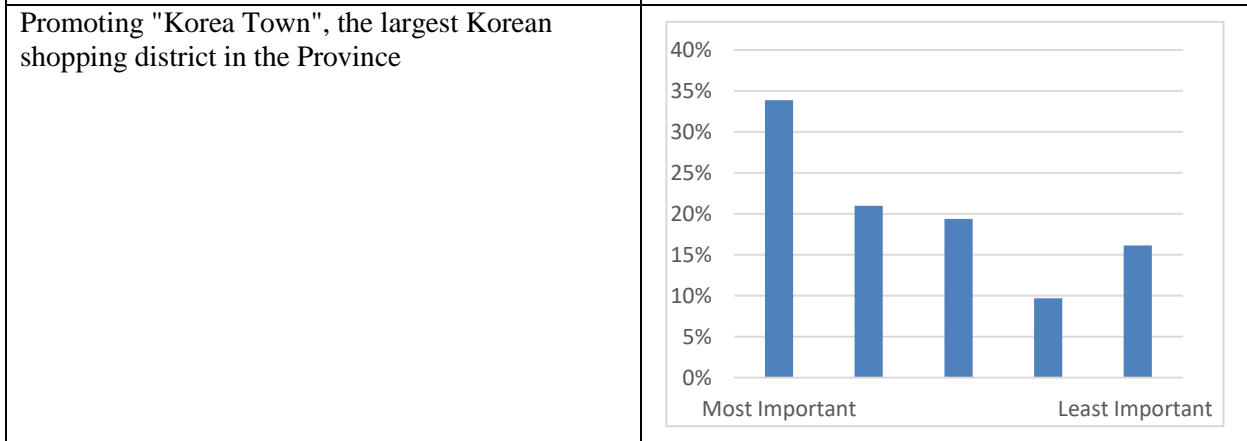
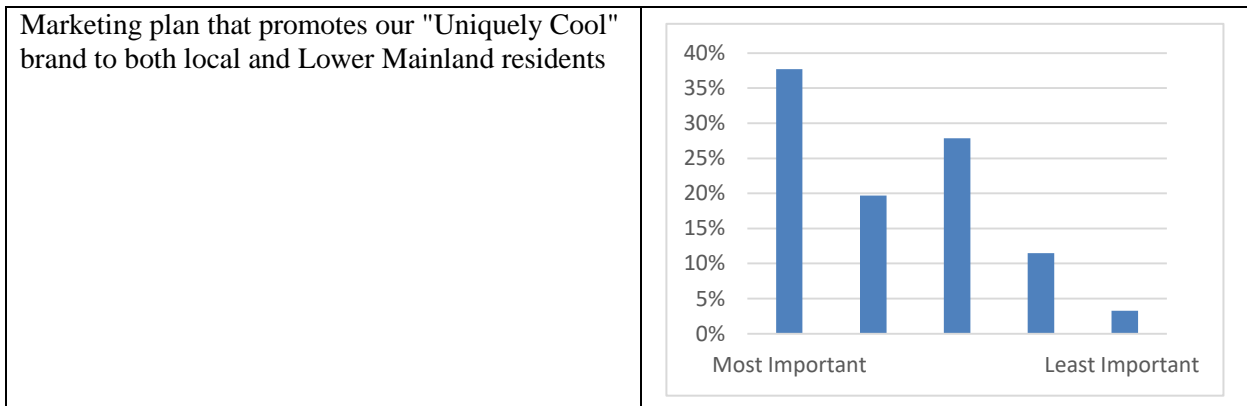
<p>Participation on the City-wide Public Safety Committee</p>	 <table border="1"> <thead> <tr> <th>Importance Rating</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important</td> <td>40%</td> </tr> <tr> <td>Second Most Important</td> <td>28%</td> </tr> <tr> <td>Third Most Important</td> <td>23%</td> </tr> <tr> <td>Least Important</td> <td>5%</td> </tr> <tr> <td>Other</td> <td>5%</td> </tr> </tbody> </table>	Importance Rating	Percentage	Most Important	40%	Second Most Important	28%	Third Most Important	23%	Least Important	5%	Other	5%
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<p>Privately contracted Mobile Security Patrol</p>	 <table border="1"> <thead> <tr> <th>Importance Rating</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important</td> <td>37%</td> </tr> <tr> <td>Second Most Important</td> <td>32%</td> </tr> <tr> <td>Third Most Important</td> <td>17%</td> </tr> <tr> <td>Least Important</td> <td>7%</td> </tr> <tr> <td>Other</td> <td>7%</td> </tr> </tbody> </table>	Importance Rating	Percentage	Most Important	37%	Second Most Important	32%	Third Most Important	17%	Least Important	7%	Other	7%
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<p>Membership on Task Force to prevent homelessness in Burnaby</p>	 <table border="1"> <thead> <tr> <th>Importance Rating</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important</td> <td>44%</td> </tr> <tr> <td>Second Most Important</td> <td>21%</td> </tr> <tr> <td>Third Most Important</td> <td>18%</td> </tr> <tr> <td>Least Important</td> <td>10%</td> </tr> <tr> <td>Other</td> <td>7%</td> </tr> </tbody> </table>	Importance Rating	Percentage	Most Important	44%	Second Most Important	21%	Third Most Important	18%	Least Important	10%	Other	7%
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<p>Anti-graffiti initiatives</p>	<p>A bar chart with a vertical axis from 0% to 40% in 5% increments. The horizontal axis has two categories: 'Most Important' and 'Least Important'. There are five bars in total, representing two groups of respondents. The first group has a bar for 'Most Important' at 36% and a bar for 'Least Important' at 10%. The second group has a bar for 'Most Important' at 20% and a bar for 'Least Important' at 13%.</p> <table border="1"> <thead> <tr> <th>Group</th> <th>Most Important</th> <th>Least Important</th> </tr> </thead> <tbody> <tr> <td>Group 1</td> <td>36%</td> <td>10%</td> </tr> <tr> <td>Group 2</td> <td>20%</td> <td>13%</td> </tr> </tbody> </table>	Group	Most Important	Least Important	Group 1	36%	10%	Group 2	20%	13%
Group	Most Important	Least Important								
Group 1	36%	10%								
Group 2	20%	13%								
<p>Regular meetings with Translink</p>	<p>A bar chart with a vertical axis from 0% to 35% in 5% increments. The horizontal axis has two categories: 'Most Important' and 'Least Important'. There are five bars in total, representing two groups of respondents. The first group has a bar for 'Most Important' at 31% and a bar for 'Least Important' at 12%. The second group has a bar for 'Most Important' at 17% and a bar for 'Least Important' at 8%.</p> <table border="1"> <thead> <tr> <th>Group</th> <th>Most Important</th> <th>Least Important</th> </tr> </thead> <tbody> <tr> <td>Group 1</td> <td>31%</td> <td>12%</td> </tr> <tr> <td>Group 2</td> <td>17%</td> <td>8%</td> </tr> </tbody> </table>	Group	Most Important	Least Important	Group 1	31%	12%	Group 2	17%	8%
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<p>The BIA should move to a reduced security patrol paid for by the BIA</p>	<p>A bar chart with a vertical axis from 0% to 35% in 5% increments. The horizontal axis has two categories: 'Most Important' and 'Least Important'. There are five bars in total, representing two groups of respondents. The first group has a bar for 'Most Important' at 33% and a bar for 'Least Important' at 18%. The second group has a bar for 'Most Important' at 11% and a bar for 'Least Important' at 11%.</p> <table border="1"> <thead> <tr> <th>Group</th> <th>Most Important</th> <th>Least Important</th> </tr> </thead> <tbody> <tr> <td>Group 1</td> <td>33%</td> <td>18%</td> </tr> <tr> <td>Group 2</td> <td>11%</td> <td>11%</td> </tr> </tbody> </table>	Group	Most Important	Least Important	Group 1	33%	18%	Group 2	11%	11%
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*ATTRACTION*



*MARKETING*



<p>Attracting business to our area to support making the area a complete community</p>	<table border="1"> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important</td> <td>41%</td> </tr> <tr> <td>Very Important</td> <td>28%</td> </tr> <tr> <td>Somewhat Important</td> <td>16%</td> </tr> <tr> <td>Not Important</td> <td>5%</td> </tr> <tr> <td>Least Important</td> <td>9%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important	41%	Very Important	28%	Somewhat Important	16%	Not Important	5%	Least Important	9%
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<p>Social media promotion and contests</p>	<table border="1"> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important</td> <td>44%</td> </tr> <tr> <td>Very Important</td> <td>25%</td> </tr> <tr> <td>Somewhat Important</td> <td>20%</td> </tr> <tr> <td>Not Important</td> <td>5%</td> </tr> <tr> <td>Least Important</td> <td>5%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important	44%	Very Important	25%	Somewhat Important	20%	Not Important	5%	Least Important	5%
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<p>Shop Local Shopping Sprees</p>	<table border="1"> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important</td> <td>36%</td> </tr> <tr> <td>Very Important</td> <td>22%</td> </tr> <tr> <td>Somewhat Important</td> <td>28%</td> </tr> <tr> <td>Not Important</td> <td>11%</td> </tr> <tr> <td>Least Important</td> <td>3%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important	36%	Very Important	22%	Somewhat Important	28%	Not Important	11%	Least Important	3%
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<p>Print advertising in English, Chinese and Korean newspapers</p>	<table border="1"> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important</td> <td>31%</td> </tr> <tr> <td>Very Important</td> <td>25%</td> </tr> <tr> <td>Somewhat Important</td> <td>17%</td> </tr> <tr> <td>Not Important</td> <td>13%</td> </tr> <tr> <td>Least Important</td> <td>13%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important	31%	Very Important	25%	Somewhat Important	17%	Not Important	13%	Least Important	13%
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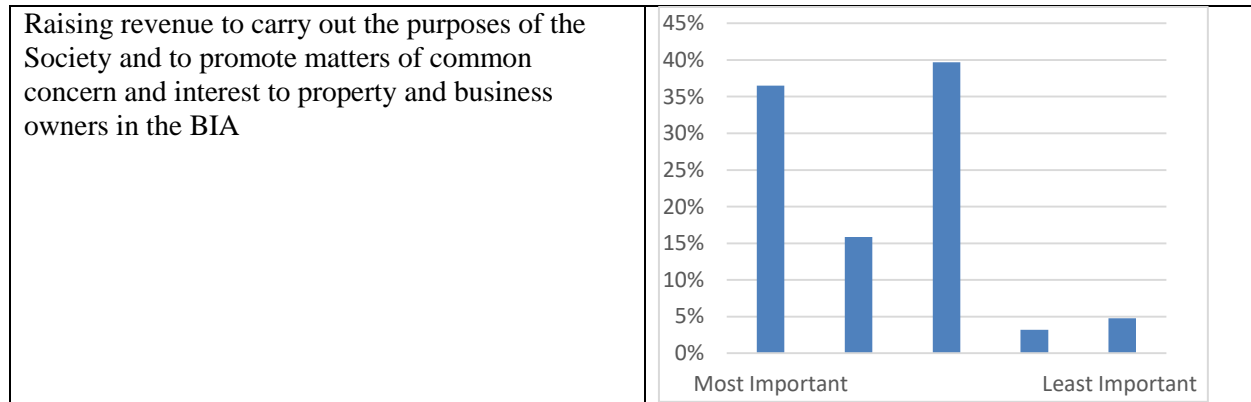
*SPECIAL EVENTS & PROMOTIONS*

<p>Signature events like Korean Community Day</p>	<table border="1"> <caption>Importance Levels for Signature Events</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important (Bar 1)</td> <td>38%</td> </tr> <tr> <td>Bar 2</td> <td>16%</td> </tr> <tr> <td>Bar 3</td> <td>27%</td> </tr> <tr> <td>Bar 4</td> <td>8%</td> </tr> <tr> <td>Least Important (Bar 5)</td> <td>10%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important (Bar 1)	38%	Bar 2	16%	Bar 3	27%	Bar 4	8%	Least Important (Bar 5)	10%
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<p>Seasonal promotions at various locations throughout the BIA like Mother's Day, Easter, Halloween and Christmas Caroling</p>	<table border="1"> <caption>Importance Levels for Seasonal Promotions</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important (Bar 1)</td> <td>38%</td> </tr> <tr> <td>Bar 2</td> <td>24%</td> </tr> <tr> <td>Bar 3</td> <td>25%</td> </tr> <tr> <td>Bar 4</td> <td>8%</td> </tr> <tr> <td>Least Important (Bar 5)</td> <td>5%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important (Bar 1)	38%	Bar 2	24%	Bar 3	25%	Bar 4	8%	Least Important (Bar 5)	5%
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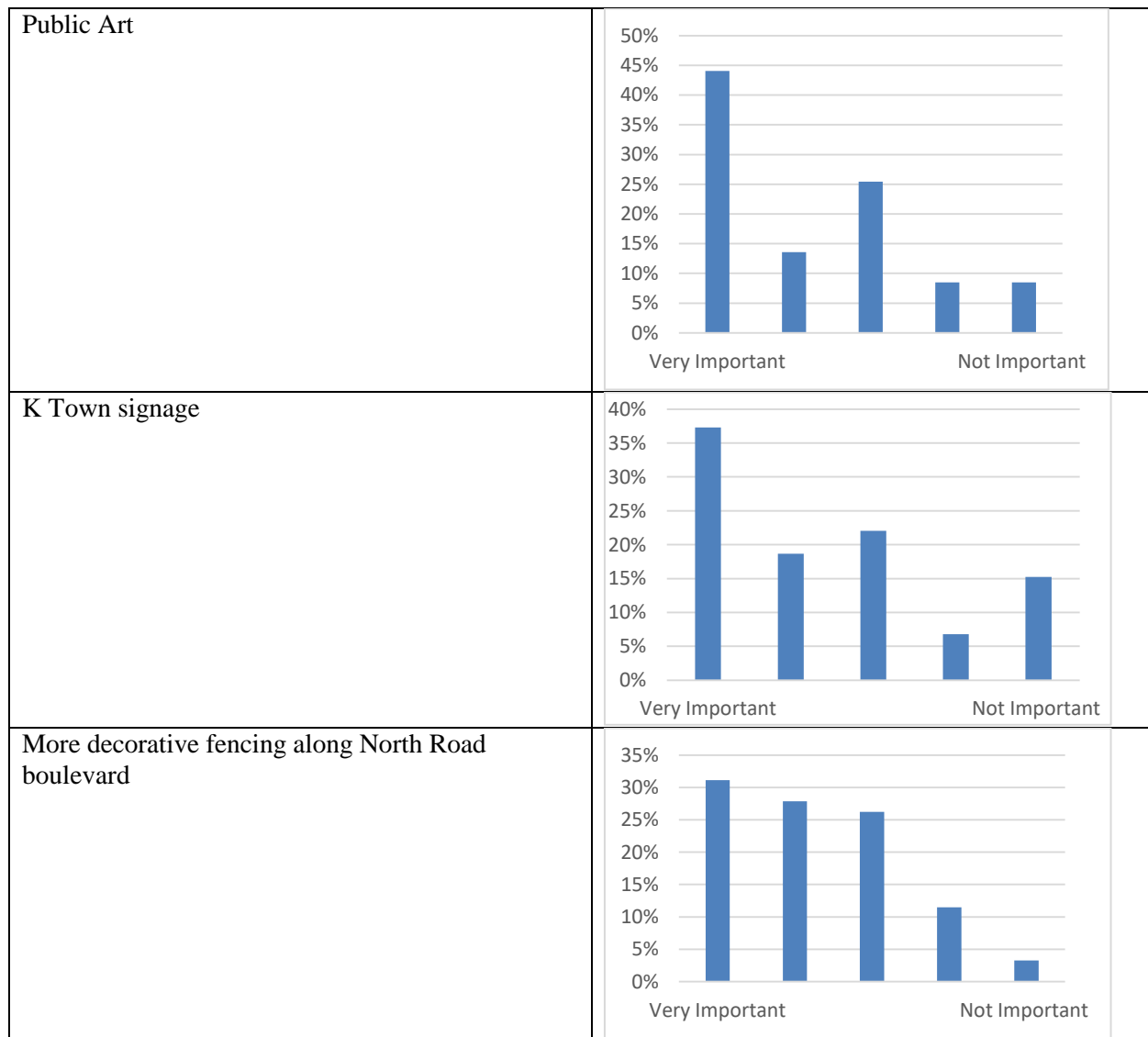
*COMMUNICATION*

<p>Continuing to build involvement and awareness with membership</p>	<table border="1"> <caption>Importance Levels for Building Involvement</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important (Bar 1)</td> <td>31%</td> </tr> <tr> <td>Bar 2</td> <td>32%</td> </tr> <tr> <td>Bar 3</td> <td>26%</td> </tr> <tr> <td>Bar 4</td> <td>3%</td> </tr> <tr> <td>Least Important (Bar 5)</td> <td>6%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important (Bar 1)	31%	Bar 2	32%	Bar 3	26%	Bar 4	3%	Least Important (Bar 5)	6%
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<p>E-Newsletters to members</p>	<table border="1"> <caption>Importance Levels for E-Newsletters</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important (Bar 1)</td> <td>22%</td> </tr> <tr> <td>Bar 2</td> <td>30%</td> </tr> <tr> <td>Bar 3</td> <td>30%</td> </tr> <tr> <td>Bar 4</td> <td>8%</td> </tr> <tr> <td>Least Important (Bar 5)</td> <td>8%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important (Bar 1)	22%	Bar 2	30%	Bar 3	30%	Bar 4	8%	Least Important (Bar 5)	8%
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<p>Print Business Directory (in Korean and English) that is distributed to 15,000 homes and businesses locally</p>	<table border="1"> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important</td> <td>22%</td> </tr> <tr> <td>Second</td> <td>30%</td> </tr> <tr> <td>Third</td> <td>25%</td> </tr> <tr> <td>Fourth</td> <td>11%</td> </tr> <tr> <td>Fifth</td> <td>9%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important	22%	Second	30%	Third	25%	Fourth	11%	Fifth	9%
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<p>Maintaining and building on strong and beneficial relationships with strategic partners</p>	<table border="1"> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important</td> <td>37%</td> </tr> <tr> <td>Second</td> <td>27%</td> </tr> <tr> <td>Third</td> <td>21%</td> </tr> <tr> <td>Fourth</td> <td>9%</td> </tr> <tr> <td>Fifth</td> <td>4%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important	37%	Second	27%	Third	21%	Fourth	9%	Fifth	4%
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<p>Cooperating with and aiding others in projects, plans or improvements designed to benefit the BIA area</p>	<table border="1"> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most Important</td> <td>42%</td> </tr> <tr> <td>Second</td> <td>33%</td> </tr> <tr> <td>Third</td> <td>15%</td> </tr> <tr> <td>Fourth</td> <td>3%</td> </tr> <tr> <td>Fifth</td> <td>6%</td> </tr> </tbody> </table>	Importance Level	Percentage	Most Important	42%	Second	33%	Third	15%	Fourth	3%	Fifth	6%
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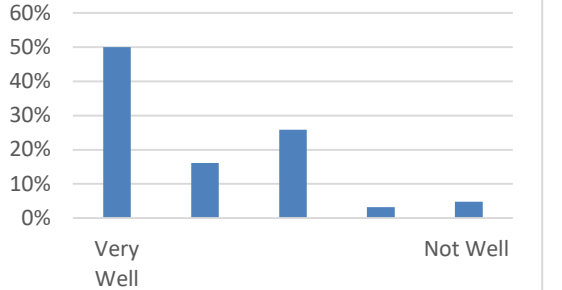
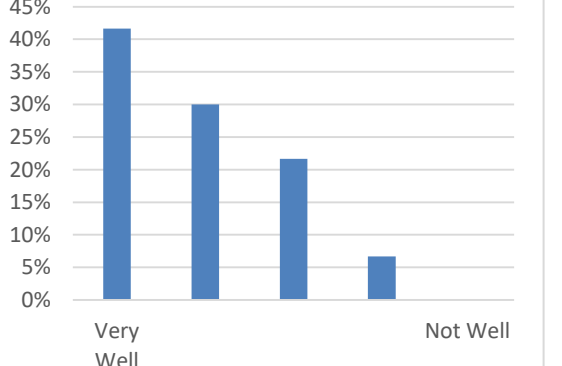
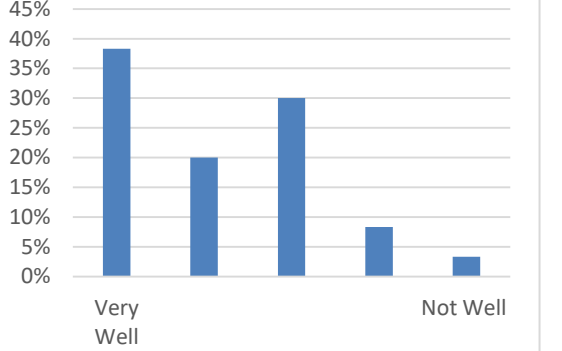
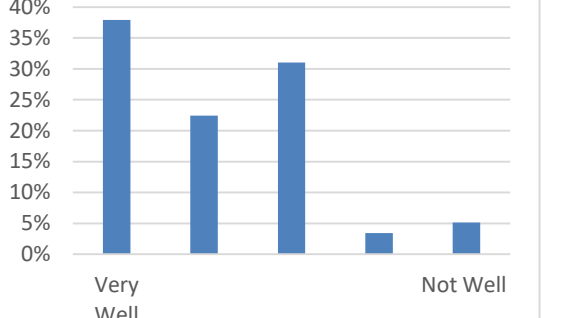
**POTENTIAL CAPITAL IMPROVEMENT PROJECTS**

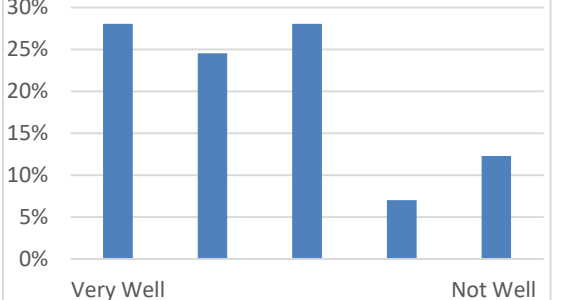
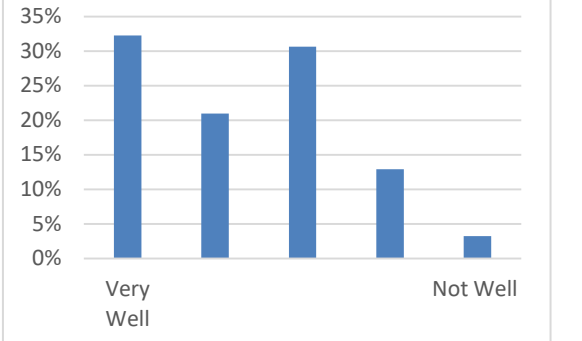
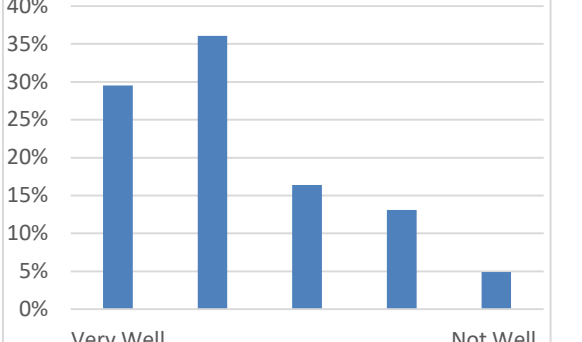




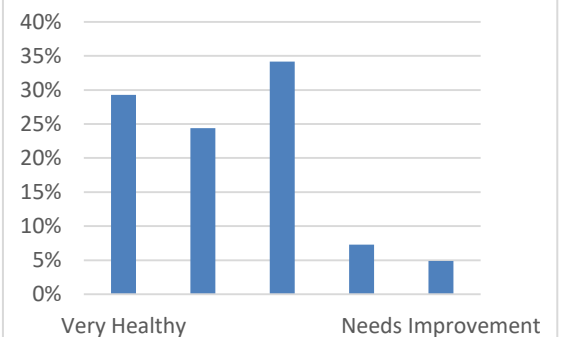
<p>More public landscaping</p>	<table border="1"> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Important</td> <td>37%</td> </tr> <tr> <td>Not Important</td> <td>1%</td> </tr> </tbody> </table>	Importance Level	Percentage	Very Important	37%	Not Important	1%
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<p>Additional street lighting for pedestrians</p>	<table border="1"> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Important</td> <td>38%</td> </tr> <tr> <td>Not Important</td> <td>10%</td> </tr> </tbody> </table>	Importance Level	Percentage	Very Important	38%	Not Important	10%
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<p>Benches with parklets</p>	<table border="1"> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Important</td> <td>32%</td> </tr> <tr> <td>Not Important</td> <td>10%</td> </tr> </tbody> </table>	Importance Level	Percentage	Very Important	32%	Not Important	10%
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<p>Seasonal lighting and banners</p>	<table border="1"> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Important</td> <td>42%</td> </tr> <tr> <td>Not Important</td> <td>3%</td> </tr> </tbody> </table>	Importance Level	Percentage	Very Important	42%	Not Important	3%
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**REPRESENTING MEMBERS' INTERESTS**

<p>Policing/safety</p>	 <table border="1"> <thead> <tr> <th>Interest Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Well</td> <td>50%</td> </tr> <tr> <td>Well</td> <td>15%</td> </tr> <tr> <td>Not Well</td> <td>25%</td> </tr> <tr> <td>Very Not Well</td> <td>3%</td> </tr> <tr> <td>Not at all</td> <td>10%</td> </tr> </tbody> </table>	Interest Level	Percentage	Very Well	50%	Well	15%	Not Well	25%	Very Not Well	3%	Not at all	10%
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<p>Pedestrian access and safety</p>	 <table border="1"> <thead> <tr> <th>Interest Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very Well</td> <td>42%</td> </tr> <tr> <td>Well</td> <td>30%</td> </tr> <tr> <td>Not Well</td> <td>22%</td> </tr> <tr> <td>Very Not Well</td> <td>7%</td> </tr> <tr> <td>Not at all</td> <td>0%</td> </tr> </tbody> </table>	Interest Level	Percentage	Very Well	42%	Well	30%	Not Well	22%	Very Not Well	7%	Not at all	0%
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**"HEALTH" OF BNR-BIA RELATIONSHIPS**

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<p>RCMP &amp; Transit Police</p>	<p>A bar chart with a y-axis from 0% to 40% in 5% increments. The x-axis has two main categories: 'Very Healthy' and 'Needs Improvement'. Under 'Very Healthy', there are three bars with heights of approximately 33%, 37%, and 18%. Under 'Needs Improvement', there are two bars with heights of approximately 9% and 2%.</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Sub-Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td rowspan="3">Very Healthy</td> <td>1</td> <td>33%</td> </tr> <tr> <td>2</td> <td>37%</td> </tr> <tr> <td>3</td> <td>18%</td> </tr> <tr> <td rowspan="2">Needs Improvement</td> <td>1</td> <td>9%</td> </tr> <tr> <td>2</td> <td>2%</td> </tr> </tbody> </table>	Category	Sub-Category	Percentage	Very Healthy	1	33%	2	37%	3	18%	Needs Improvement	1	9%	2	2%
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<p>BNR-BIA members as a whole</p>	<p>A bar chart with a y-axis from 0% to 40% in 5% increments. The x-axis has two main categories: 'Very Healthy' and 'Needs Improvement'. Under 'Very Healthy', there are three bars with heights of approximately 36%, 32%, and 24%. Under 'Needs Improvement', there are two bars with heights of approximately 4% and 4%.</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Sub-Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td rowspan="3">Very Healthy</td> <td>1</td> <td>36%</td> </tr> <tr> <td>2</td> <td>32%</td> </tr> <tr> <td>3</td> <td>24%</td> </tr> <tr> <td rowspan="2">Needs Improvement</td> <td>1</td> <td>4%</td> </tr> <tr> <td>2</td> <td>4%</td> </tr> </tbody> </table>	Category	Sub-Category	Percentage	Very Healthy	1	36%	2	32%	3	24%	Needs Improvement	1	4%	2	4%
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<p>Korean business community in the area</p>	<p>A bar chart with a y-axis from 0% to 40% in 5% increments. The x-axis has two main categories: 'Very Healthy' and 'Needs Improvement'. Under 'Very Healthy', there are three bars with heights of approximately 27%, 34%, and 23%. Under 'Needs Improvement', there are two bars with heights of approximately 8% and 8%.</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Sub-Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td rowspan="3">Very Healthy</td> <td>1</td> <td>27%</td> </tr> <tr> <td>2</td> <td>34%</td> </tr> <tr> <td>3</td> <td>23%</td> </tr> <tr> <td rowspan="2">Needs Improvement</td> <td>1</td> <td>8%</td> </tr> <tr> <td>2</td> <td>8%</td> </tr> </tbody> </table>	Category	Sub-Category	Percentage	Very Healthy	1	27%	2	34%	3	23%	Needs Improvement	1	8%	2	8%
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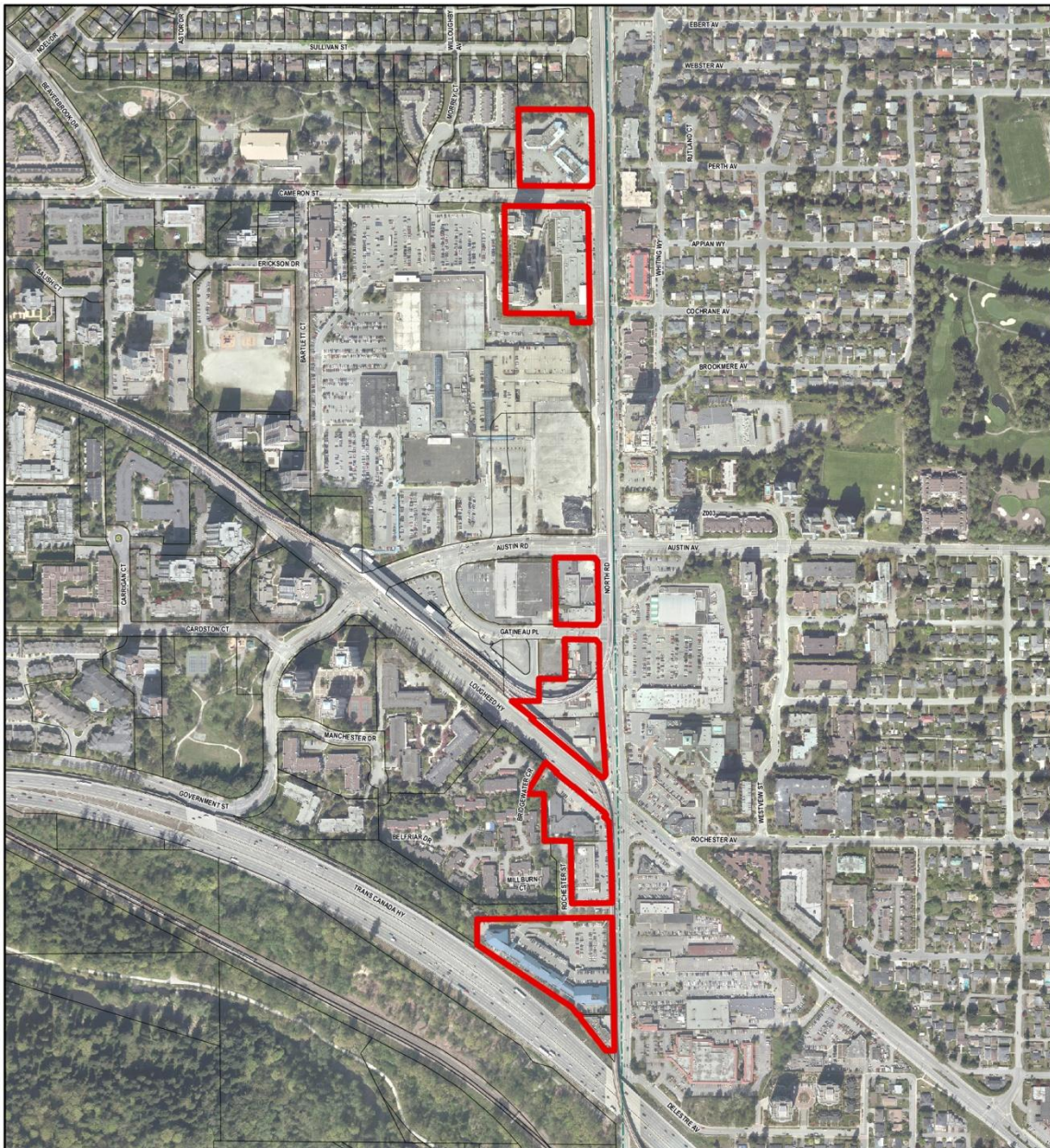
<p>Other landlords</p>	<table border="1"> <caption>Health Status Data for Other Landlords</caption> <thead> <tr> <th>Category</th> <th>Value 1</th> <th>Value 2</th> <th>Value 3</th> </tr> </thead> <tbody> <tr> <td>Very Healthy</td> <td>27%</td> <td>31%</td> <td>35%</td> </tr> <tr> <td>Needs Improvement</td> <td>5%</td> <td>2%</td> <td></td> </tr> </tbody> </table>	Category	Value 1	Value 2	Value 3	Very Healthy	27%	31%	35%	Needs Improvement	5%	2%	
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***BNR-BIA FOCUSING FOR THE NEXT SIX YEARS***

<p>Participate with developers and the City in the growth process of the area</p>	<table border="1"> <caption>Agreement Levels Data for Growth Participation</caption> <thead> <tr> <th>Category</th> <th>Value 1</th> <th>Value 2</th> <th>Value 3</th> </tr> </thead> <tbody> <tr> <td>Strongly Agree</td> <td>49%</td> <td>16%</td> <td>27%</td> </tr> <tr> <td>Strongly Disagree</td> <td>2%</td> <td>5%</td> <td></td> </tr> </tbody> </table>	Category	Value 1	Value 2	Value 3	Strongly Agree	49%	16%	27%	Strongly Disagree	2%	5%	
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<p>Continuing to work on safety and security with the RCMP, Transit Police and hired Mobile security</p>	<table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly Agree</td> <td>50%</td> </tr> <tr> <td>Strongly Disagree</td> <td>10%</td> </tr> </tbody> </table>	Response	Percentage	Strongly Agree	50%	Strongly Disagree	10%
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<p>Marketing the North Road area to get more people living and shopping here</p>	<table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly Agree</td> <td>50%</td> </tr> <tr> <td>Disagree</td> <td>17%</td> </tr> <tr> <td>Neutral</td> <td>26%</td> </tr> <tr> <td>Agree</td> <td>3%</td> </tr> <tr> <td>Strongly Disagree</td> <td>3%</td> </tr> </tbody> </table>	Response	Percentage	Strongly Agree	50%	Disagree	17%	Neutral	26%	Agree	3%	Strongly Disagree	3%
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PLANNING & BUILDING DEPARTMENT



DATE:  
SEP 30 2019

SCALE:  
1:8,839

DRAWN BY:  
AY

**BURNABY NORTH ROAD BIA AREA**

 Properties Within BIA Area

Attachment #1

Sept 30, 2019