

TO: CHAIR AND MEMBERS
PLANNING AND DEVELOPMENT
COMMITTEE

DATE: 2023 January 30

FROM: GENERAL MANAGER
PLANNING AND DEVELOPMENT

FILE: 70500

SUBJECT: OFFICIAL COMMUNITY PLAN PROJECT – 2022 SUMMER PHASE 1
“SURFACING” ENGAGEMENT UPDATE

PURPOSE: To inform Committee and Council on the summer 2022 outreach and engagement for Phase 1 of the Official Community Plan project.

RECOMMENDATION:

1. **THAT** a copy of this report be forwarded to Council for information.

REPORT

1.0 INTRODUCTION

The Official Community Plan (OCP) Project was introduced to the Committee at its 2022 February 2 meeting. On 2022 June 1, Council received a report for information on the OCP Project Initiation and process, which outlined a preliminary schedule and phasing for the project.

As outlined in the preliminary project initiation report, Phase 1 engagement took place over the summer of 2022. This phase of engagement was primarily intended to raise awareness about the OCP Project. Engagement activities included the City hosting pop-up events in the community, showcasing the project and providing information to the community. Engagement materials provided background on the requirements for an OCP, as well as interesting information on how the city has changed since the current OCP was first adopted in 1998. The *attached* What We Heard report (see *Appendix A*) summarizes the engagement activities and input from the community.

2.0 POLICY CONTEXT

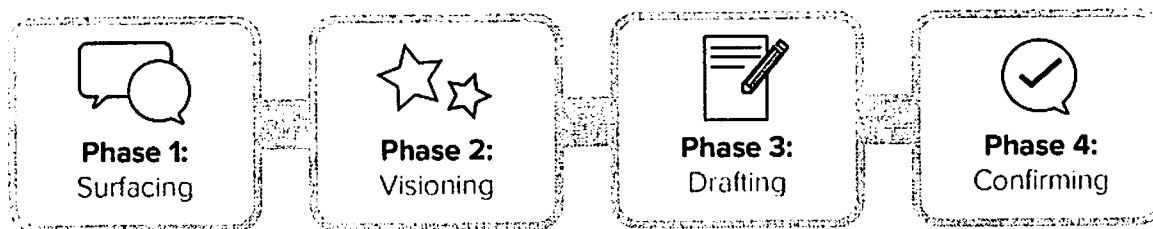
The purpose of an OCP, as established under the *Local Government Act*, is to establish a long range growth management framework that spatially directs where, when and how future growth will occur in the city. It must also include housing planning policies for affordable, rental and special needs housing, as well as community greenhouse gas reduction targets and policies and actions for how those targets will be achieved. An OCP broadly connects with all policies established in a community, including the *Corporate Strategic Plan* (2022) and standalone policy documents. The primary set of existing policy documents that relate to and build on the current OCP are the *Burnaby Economic Development Strategy* (2007), the *Burnaby Social Sustainability Strategy* (2011), and the *Environmental Sustainability Strategy* (2016), and more recently, the *Climate Action Framework*

To: Planning and Development Committee
From: General Manager Planning and Development
Re: Official Community Plan Project – 2022 Summer
Phase 1 “Surfacing” Engagement Update
2023 January 30.....Page 2

(2020), *HOME: Burnaby’s Housing and Homelessness Strategy* (2021), and *Connecting Burnaby: Burnaby’s Transportation Plan* (2021); all provide new paths and foundations for a renewed OCP.

3.0 BACKGROUND

The OCP project is being undertaken in four phases.



Phase 1: Raise awareness and invite the community to learn more about the project.

Phase 2: Prepare a vision for the future of the City and prepare growth scenario options.

Phase 3: Set the strategic direction and policies to achieve the draft vision, goals and objectives.

Phase 4: Engage and confirm that the draft OCP reflects the values and priorities of the community.

Phase 1: Surfacing is focused on raising awareness about the OCP Project, and inviting the community to learn more and become engaged.

This phase began in June 2022, with a series of pop-up events throughout the city concluding with a final event at World Rivers Day in late September, as well as regular messaging through the City’s social media channels.

Pop-up events included a variety of materials and activities designed to invite people to learn more about the project and share their thoughts on what is important to them and what they love about the city. Engagement materials and discussions with staff were centered on providing information about the purpose of the OCP, and how Burnaby is expected to increase in population and jobs by 2050. Display boards provided information about the OCP Project and why we are embarking on it; engaging graphics and data speaking to how the city has changed since the mid-1990s and how it is expected to grow to 2050; as well as an outline of the multi-phased project timeline.

Activities included a drawing contest inviting children under 12 to share what they love about Burnaby, or what they imagine the city will look like in 2050. People were encouraged to post sticky notes on a large display board indicating what they love about the city, or take a photo in front of an Instagram wall while holding a sign stating “I love Burnaby because...”. Other activities included a memory/matching game and a “name your neighbourhood” map board.

A series of Insights Reports were produced to inform the community about how the city has changed since the current OCP was first adopted in 1998, and to inspire interest and excitement about the project. To date, six reports have been published on a variety of subjects:

- Why we need a new OCP;
- Population Growth Trends;

To: Planning and Development Committee
 From: General Manager Planning and Development
 Re: Official Community Plan Project – 2022 Summer
 Phase 1 “Surfacing” Engagement Update
 2023 January 30.....Page 3

- Housing Trends;
- Immigration and Language;
- Jobs, Labour Force and Education; and
- Climate Action.

Additional Insights Reports will continue to be rolled out throughout the project in order to promote and sustain interest in the OCP Project, and to provide background information on emerging topics as we develop the OCP.

4.0 PRELIMINARY CONSULTATION FEEDBACK

Staff engaged with over 3,500 people at thirteen community events between June and September.

Event	Date	No. of People Engaged
Hats Off Day (Hastings Street)	18-Jun-22	82
Indigenous Day (Edmonds Park)	21-Jun-22	53
Cameron Library – Outdoor Family Time Event	28-Jun-22	35
Canada Day (Edmonds Park)	1-Jul-22	750
Symphony in the Park (Deer Lake)	16-Jul-22	194
Opera in the Park (Deer Lake)	17-Jul-22	170
Edmonds City Fair and Classic Car Show	23-Jul-22	458
Burnaby Pride Event (City Square)	23-Jul-22	280
Brentwood Block Party (Grosvenor Brentwood Farmers Market)	6-Aug-22	287
City Hall Farmers Market	13-Aug-22	82
Willingdon Heights Community Fair (Brentwood)	31-Aug-22	370
McGill Library – Pop-up Booth	14-Sep-22	30
World Rivers Day (Burnaby Village Museum)	25-Sep-22	744
TOTAL People Engaged	13 Events	3,535

Overall, people who engaged with staff at the various events were interested in learning about the OCP project. Frequent topics of discussion included:

- The importance of planning for the future, particularly the accommodation of the additional population and employment expected by 2050;
- The need for more housing in the city, and that the housing being provided needs to meet the diverse needs of the residents and those who wish to settle in Burnaby;
- Concern about the built environment, particularly the rapid development in some areas of the city;
- Erosion of a sense of community; and
- The need for increased infrastructure and service capacity, including public transit, cycling facilities, childcare, schools, and community centre programming.

To: Planning and Development Committee
From: General Manager Planning and Development
Re: Official Community Plan Project – 2022 Summer
Phase 1 “Surfacing” Engagement Update
2023 January 30.....Page 4

The community also cited many reasons they love living, working and playing in Burnaby. There were over 600 sticky notes placed on the “I love Burnaby because...” wall at the summer’s events. The top reason the community gave for why they love their city was the sense of community. People appreciate the city’s welcoming atmosphere and cultural diversity, and the feeling of acceptance of that diversity within the community. Many cited the city’s social infrastructure as the reason they love Burnaby. People appreciate their community centres, the schools and the diversity of public events held throughout the city.

The community also values its parks, access to nature and green spaces, ranging from the access to playgrounds and city parks where people can gather and play to the availability of nature trails and forested areas in all quadrants of the city. Many community members also find Burnaby’s neighbourhoods convenient, allowing them to meet their daily needs without leaving their neighbourhoods or travelling far.

The *attached* What We Heard report (see *Appendix A*) outlines Phase 1 engagement in more detail.

5.0 NEXT STEPS

This report and the *attached* “What We Heard” report summarise the OCP Project’s Phase 1 engagement with the community over the summer of 2022. The City has secured an engagement consultant to support the remaining phases of the OCP Project. The next step in the process comprises updating the OCP Engagement Strategy and developing a Strategic Plan for Indigenous Engagement before launching **Phase 2: Visioning** in spring of 2023. This next phase in the process will establish the community’s vision and values, which will be used to draft a series of growth scenario options for review in late 2023.

6.0 CONCLUSION

This report summarizes the outcome of the 2022 Summer Engagement as part of Phase 1 of the OCP Project. Regular update reports to Committee and Council will also be provided as the project progresses.

It is recommended that a copy of this report be forwarded to Council for information.



E.W. Kozak, General Manager
PLANNING AND DEVELOPMENT

DB/sa
Attachment

Copied to: Chief Administrative Officer
Deputy Chief Administrative Officer and Chief Financial Officer
General Manager Parks, Recreation and Culture
General Manager Engineering
Director Legislative Services

General Manager Community Safety
General Manager Corporate Services
City Solicitor

Burnaby **2050** planning our city together

Burnaby's Official Community Plan
Phase 1: Surfacing

WHAT WE HEARD



Burnaby is located on the ancestral and unceded homelands of the hə́n'á'əmiḱ'ə́m and Sḱw̓x̓ wú7mesh speaking peoples. We are grateful for the opportunity to be on this territory.



About the Burnaby 2050 Official Community Plan

The Official Community Plan (OCP) is the City's guide to managing where and how future growth in Burnaby will be accommodated. It sets a long-range vision for the city, along with goals, objectives and policies for how that vision will be achieved. The OCP is a reflection of the community's values and aspirations for the future.

Today, the city is undergoing considerable growth and change. A new OCP is needed to respond to the current and emerging needs of the community—for the present and future. The new OCP will define the community's priorities and articulate how future sustainability, land use, and community investments will influence growth.

Process

The OCP Project is a multi-year, multi-phased project. It will be shaped over four phases, in a process that is inclusive and considers the perspectives of people of all ages, abilities and diverse backgrounds. It will include engagement with Host First Nations and urban Indigenous population. It will be visionary, evidence-based, and innovative.



Phase 1: Surfacing (current phase)

Raise awareness and invite the community to learn more about the project.

Phase 2: Visioning

Prepare a vision for the future of Burnaby and prepare growth scenario options.

Phase 3: Drafting

Set the strategic direction and policies that will support the City in achieving its draft vision, goals and objectives.

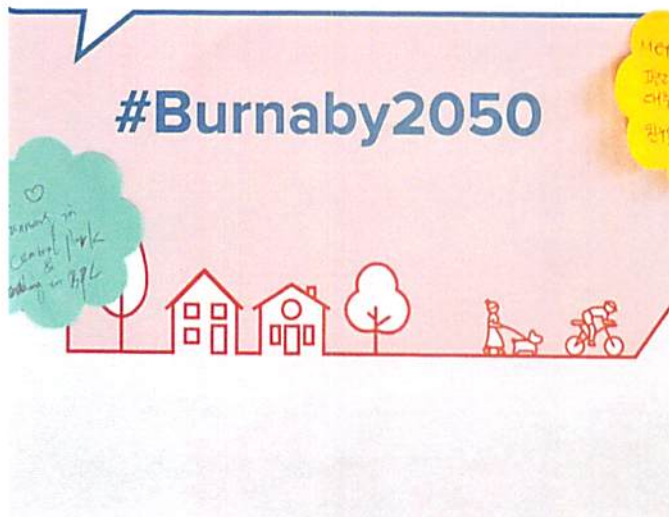
Phase 4: Confirming

Engage and confirm that the draft OCP reflects the values and priorities of the community.



Burnaby 2050

planning our city together



Phase 1: Surfacing

Phase 1 engagement focused on raising awareness about the OCP project by inviting the community to learn more and become engaged. It was also an opportunity to share information on the purpose of an OCP and on how Burnaby has grown since the current OCP was adopted. It also encouraged thought about how the city might look and feel in 2050. Most importantly, it was an opportunity to gain an understanding of what the community values about Burnaby.

What we did

Phase 1 engagement took place between June 18 and September 25.

Tools for public engagement

The following engagement methods were used for the Phase 1 Surfacing activities:

Process awareness:

We used multiple digital platforms to inform the community of the OCP Project, *Burnaby2050*. Tools used included:

- » Social media:
 - Instagram
 - Twitter
 - Facebook
 - LinkedIn
- » *Burnaby2050* OCP webpage
- » Other materials (fact sheets, contact cards)

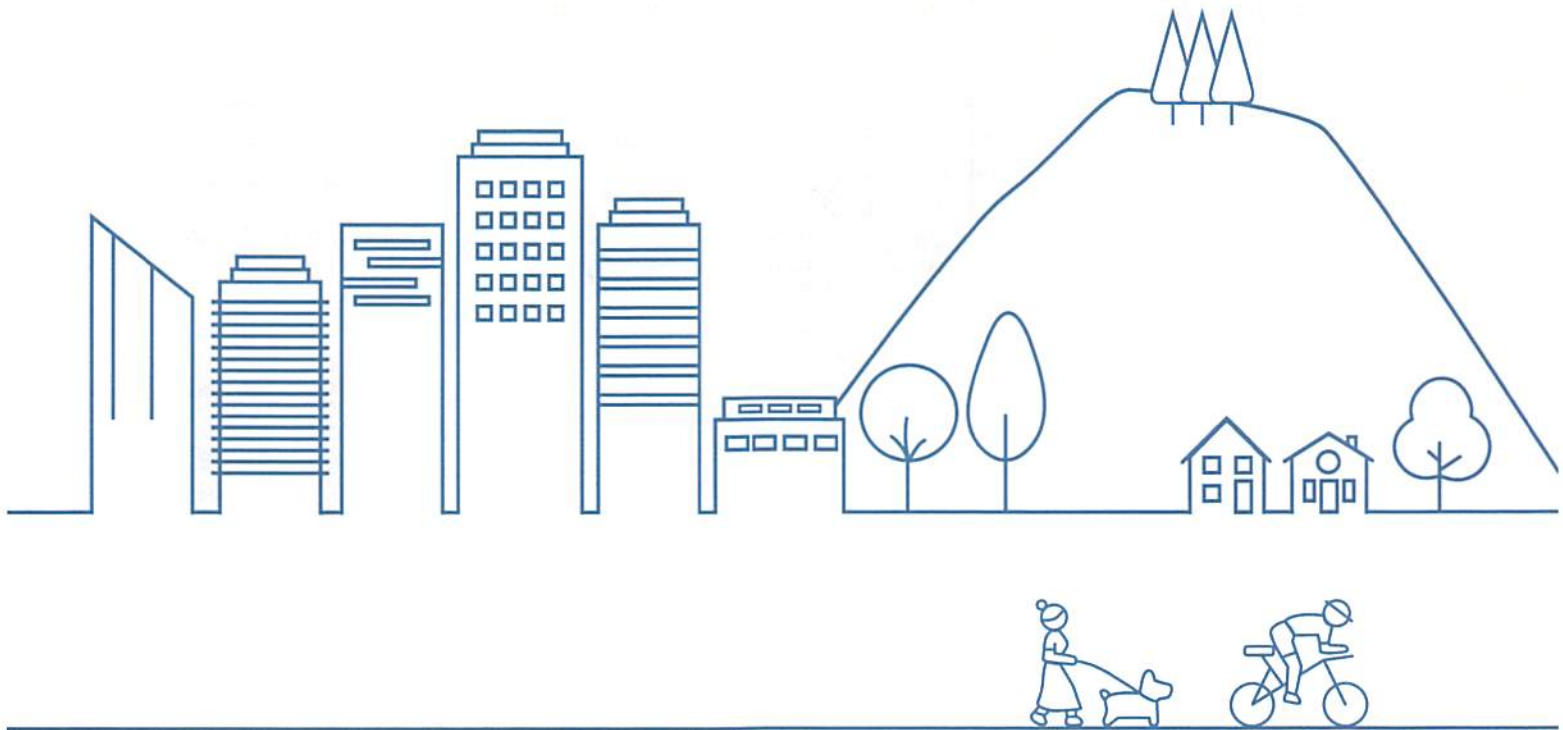
Broad public consultation:

In addition to inviting the community through digital platforms and printed materials, we extended our contact by hosting/ attending events to provide opportunities for face-to-face conversations with staff. This included:

- » Pop-up events (civic and community events)
- » Communications materials (display boards, games, sticky note activities, and other media)
- » Drawing contest for kids

The following section provides a summary of the outcomes from the tools used for Phase 1 engagement.

Phase 1: Surfacing – Program description



Webpage

A project webpage for the *Burnaby2050* Official Community Plan was launched in late spring 2022 to provide information relating to the plan. The webpage provides the community with immediate access to the most up-to-date information relating to the OCP's progress, along with Council reports, fact sheets and event schedule.

The webpage can be viewed at:
Burnaby.ca/Burnaby2050



Emails, phone calls and contacts

In June 2022, a dedicated email account and telephone line were launched to allow the community to contact City staff directly to ask questions or find out more about the OCP project. Contact cards with the email address, phone number and a QR code linking to the website were handed out at all events, and people were encouraged to sign-up to receive updates on the OCP Project as well as the latest issues of the Insights Reports.

Digital notices

Notices were published on the City's digital accounts (Facebook, Twitter, LinkedIn and Instagram) informing the community of events where the City would have a booth and staff present.





Pop-up events

During the summer of 2022, City staff travelled to neighbourhoods in all four quadrants, and engaged with over 3,500 individuals.

This included attending civic events such as Canada Day and World Rivers Day, which were hosted by the City, and community events such as Hats Off Day, the Edmonds City Fair and Classic Car Show, and the Brentwood Block Party. Staff hosted or participated in these civic and community events to provide information about the project, and to encourage people to express what they like about Burnaby, and what concerns they have. The booths consisted of display boards, which identified how Burnaby has changed since our last OCP and highlighted why a new OCP is needed. They also included a comments board, where residents could provide written comments on sticky notes, and a 'name your neighbourhood' board on which people could express their neighbourhood identity. We also had an 'Instagram Wall' to encourage the community to take photographs and share what they loved about Burnaby on social media.

2022 Public engagement events

Event	Date	People engaged
Hats Off Day (Hastings Street)	Jun 18	82
National Indigenous Peoples Day (Edmonds Park)	Jun 21	53
Outdoor Family Time Event (Cameron Library)	Jun 28	35
Canada Day (Edmonds Park)	Jul 1	750
Symphony in the Park (Deer Lake)	Jul 16	194
Opera in the Park (Deer Lake)	Jul 17	170
Edmonds City Fair & Classic Car Show	Jul 23	458
Burnaby Pride Event (City Square)	Jul 23	280
Brentwood Block Party (Grosvenor Brentwood Farmers' Market)	Aug 6	287
Artisan Farmers' Market (Burnaby City Hall)	Aug 13	82
Willingdon Heights Community Fair (Brentwood)	Aug 31	370
Pop-up booth (McGill Library)	Sep 14	30
World Rivers Day (Burnaby Village Museum)	Sep 25	744
Total people engaged (13 events):		3,535



Communications materials

During the Phase 1: Surfacing, a variety of materials were used to convey information about Burnaby's growth, and provide ways for the community to communicate with staff.



Display boards

Sticky note board



Contact cards



Neighbourhood wall activity



Insights Reports



Selfie wall



Card game

Phase 1 outcomes

The Phase 1: Surfacing campaign had rewarding results. We were able to capture a wide range of thoughts from the community, and we were pleased with the substantial number of people who were engaged and interested in sharing their views. Through the various engagement methods (online and in-person), community members were able to easily connect with City staff, and provide input.



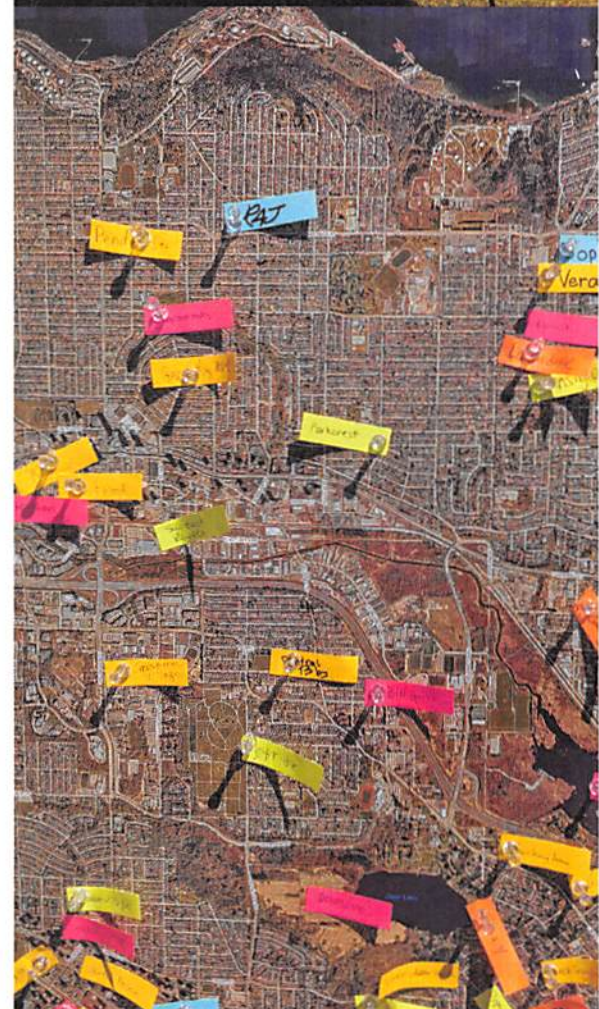
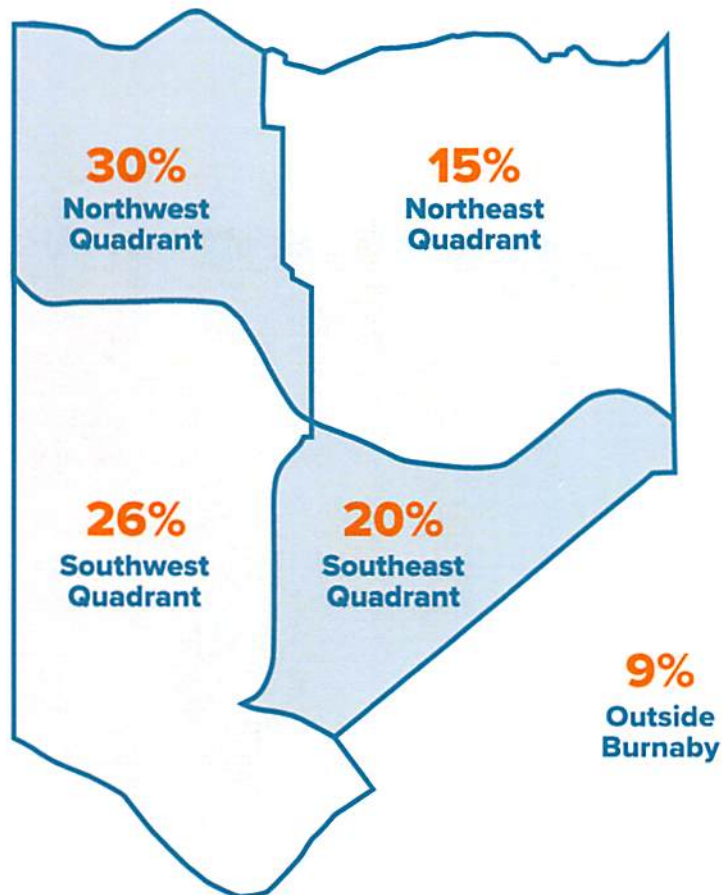
Who did we hear from?

Throughout the 13 engagement events over the summer, City staff had the opportunity to get a glimpse of where those visiting our displays were from, through the 'Name Your Neighbourhood' display board. We received a total of 449 pins on our map, of which 408 were from Burnaby residents and 41 were from non-residents visiting Burnaby.

Through this exercise, we found that Burnaby residents most often associated the name of their neighbourhood with the closest street, important neighbourhood hubs (schools, shopping centres), or community facilities (community centres, parks), rather than the name of the Community Plan Area.

We had good representation from all four quadrants of the city. A breakdown of the total distribution is shown below:

Percentage within Burnaby



What we heard

Over 1,000 comments were received through sticky note activities, emails and conversations with staff at events in Phase 1. Input included what people love about Burnaby, and other comments or concerns.

The following section provides a summary of the responses received and highlights the most common themes.

What people loved about Burnaby

At our pop-up events, the community shared what they love about Burnaby in the sticky note activity.

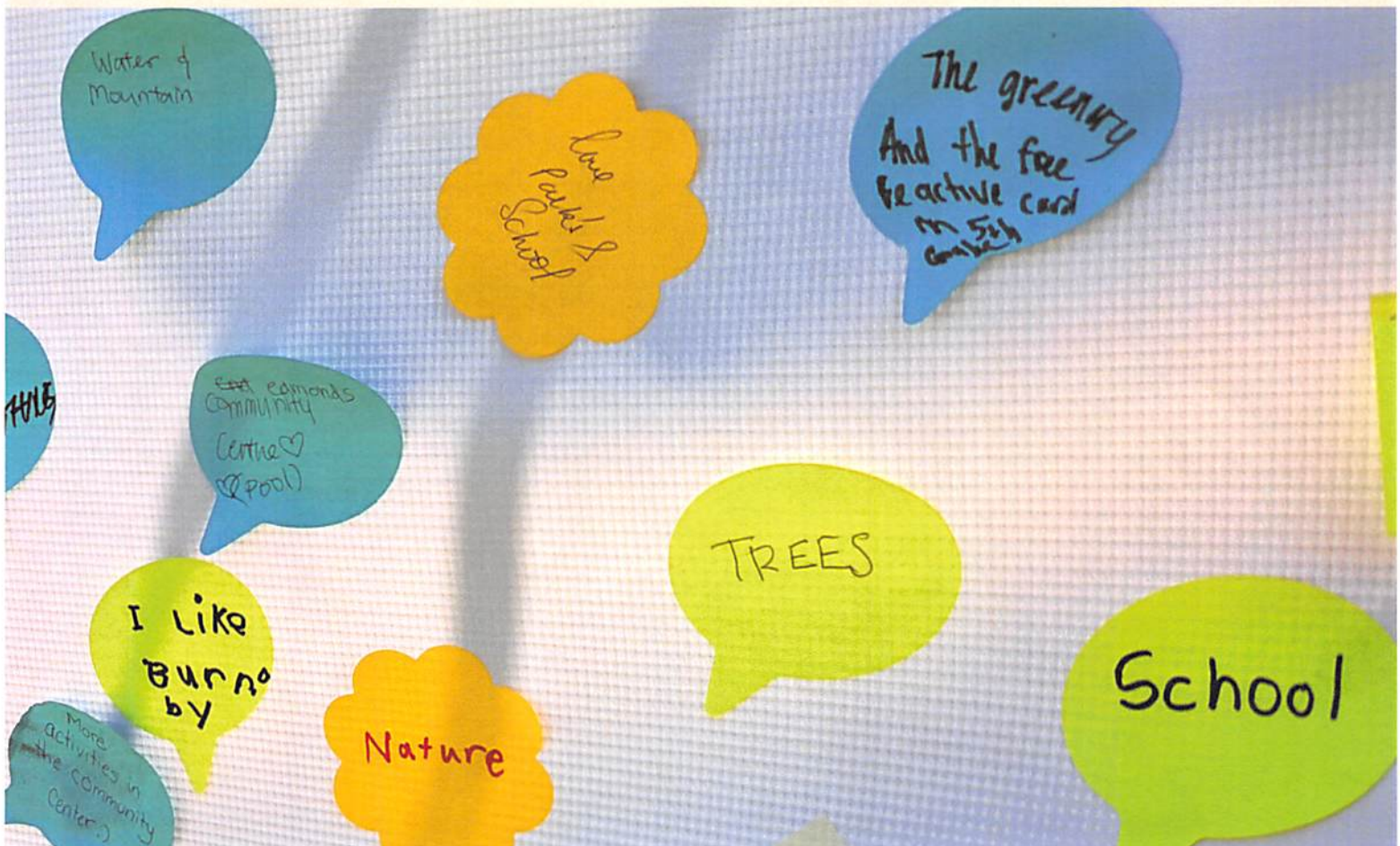
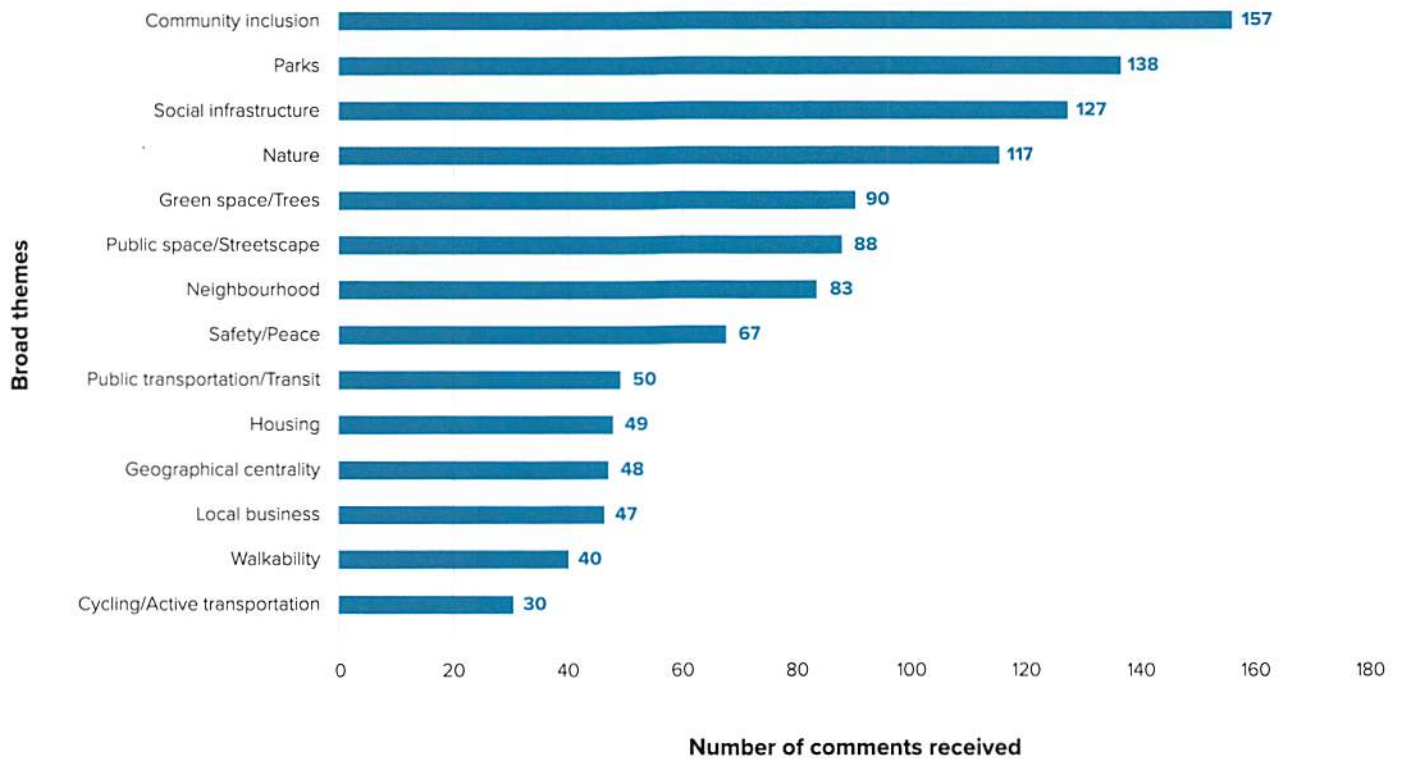
Initial findings identified Burnaby's sense of community and inclusion was the top reason why people love the city. They also appreciated Burnaby's plentiful green space and nature. People also enjoy having access to and participating in activities hosted by schools and community centres.

Over the 13 events, the following top five themes emerged:

- » Community inclusion (sense of community, diversity)
- » Parks
- » Social infrastructure (community centres, schools, public events)
- » Nature
- » Green spaces/trees



Summary of sticky note comments by theme



Other comments to City staff

Additionally, staff heard from the public on a wide spectrum of topics. Many visitors at events were interested in the City's plans for housing in the future. Citizens emphasized the need to introduce more affordable housing, offered a variety of viewpoints related to density of towers in town centres and expressed a desire for a greater range of housing types in Burnaby. In addition, staff received comments on the importance of active transportation infrastructure to encourage walking and cycling (through sidewalk, park trail and cycle path improvements). There was also interest in having more social infrastructure (schools, community centres) and the importance of having the infrastructure and services needed as the city continues to grow.

The top five themes identified through in-person engagement were:

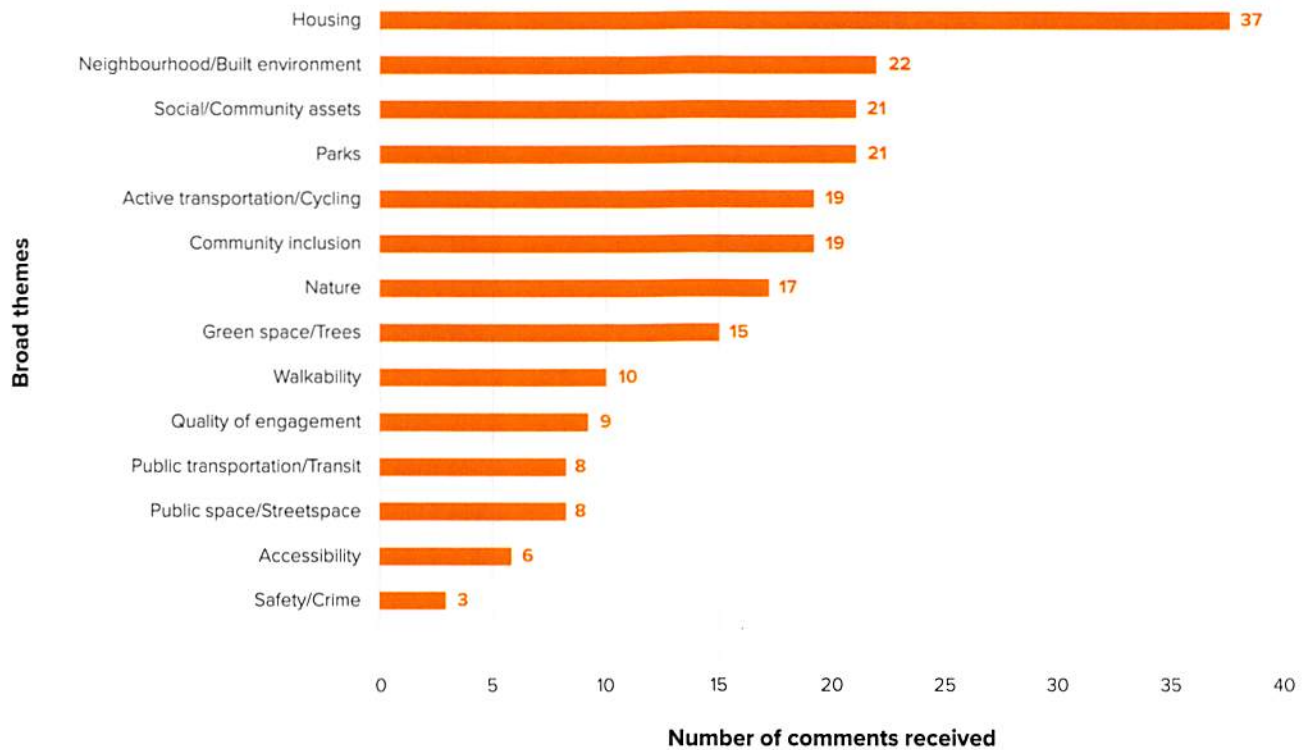
- » Housing (affordable housing, different housing types)
- » Neighbourhood/built environment¹
- » Social community assets (community centres/schools/public events)
- » Parks
- » Active transportation/cycling

It should be noted that community members—both through written comments on sticky notes and in conversations with City staff—often touched on multiple themes of interest. These have been categorized as such.

¹ Includes comments such as impact of high-rise development on neighbourhoods and loss of character in neighbourhoods due to development.



Summary of conversations with staff by theme



Community comments

Improve connectivity of bicycle paths—currently there are gaps (i.e. in Brentwood area close to highway intersection). Very discouraging for new cyclists.

Good transportation connections.

Need to make sure there is a good balance between development and retaining “mom-and-pop” stores. I’m concerned that new development will result in pushing out independent stores.

Lots of lakes (lots of greenspace).

I love all the green space in Burnaby (Deer Lake Park, Burnaby Lake, Central Park).

Lots of green space, lots of parks, central location.

Great place to raise family with the amenities, high rise is good but need more gentle densification to foster informal neighbour interactions as their interactions are critical to build great communities. Street furniture along sidewalk, green space is very important.

All the fun community events and festivals throughout the year.



Next steps

This report summarizes the Phase 1 community engagement during the summer of 2022. It provides initial insight into the views expressed by the community. Phase 2 will prepare a Vision for the future of Burnaby built on the perspectives and values of the community. The Vision and values will be used to draft a series of growth scenarios for review in late 2023/early 2024.



