

TO: CHIEF ADMINISTRATIVE OFFICER **DATE:** March 08, 2023

FROM: GENERAL MANAGER
LANDS AND FACILITIES
GENERAL MANAGER
CORPORATE SERVICES **FILE:** 36600-03

SUBJECT: ENHANCED PUBLIC EDUCATION FOR AAP AND GRO PROJECT

PURPOSE: This report provides Council with information relating to the feasibility of a mail-in ballot process associated with the Alternative Approval Process (AAP) and enhanced public education for the GRO project.

RECOMMENDATION:

1. **THAT** this report be received for information.

REPORT

INTRODUCTION

At the February 27, 2023 City Council meeting, staff proposed a public engagement plan that exceeded legislated requirements for the Alternative Approval Process (AAP), which included: creating a dedicated webpage for the project and pushing information to the public via the City's social media channels and e-newsletter. At the same meeting, Council passed the following resolutions:

1. *That staff explore a feasibility of mail-in ballot process, similar to mail in ballot in election.*
2. *GRO staff develop an engagement plan to educate public about GRO facility and Alternative Approval Process.*

FEASIBILITY OF MAIL-IN BALLOT

As AAPs require participation by “opposition letters” only, if elector response forms are sent out to the entire electorate, it could be perceived that Legislative Services is pre-supposing how each eligible elector would “vote”. Therefore, it is not feasible to send the forms in the same manner as mail-in ballots related to a local government election (where ballots are blank and must be completed by each eligible voter).

To: Chief Administrative Officer
From: General Manager Lands and Facilities
General Manager Corporate Services
Re: Enhanced Public Education for AAP and GRO Project
March 08, 2023 Page 2

However, Legislative Services will be providing the following as enhanced service in relation to the AAP:

a. Pre-Paid Postage Envelopes

i. Legislative Services has been providing packages to all locations where electors can pick up forms. The package will include the following:

1. Elector Response Form (instructions on how to submit are contained in the form).
2. Non-Resident Property Elector Form (this is only required for properties with multiple owners)
3. Pre-paid postage return envelope addressed to the Legislative Services Office

b. Language/Translation Services

i. Legislative Services will be providing a translated version of the Elector Response Forms in the same six languages as provided in the last Local General Election. The languages include:

1. Mandarin
2. Cantonese
3. Korean
4. Filipino (Tagalog)
5. Spanish
6. Persian

ii. The translated forms are only a courtesy service, and is not the official Elector Response form as approved by Council.

iii. All submissions must be made in English to be considered a valid submission. Translated forms will become available as soon as possible once received from the translation service provider.

c. Accessibility Accommodations

i. For members of the public who are not physically able appear at any of the five locations to pick up a form and envelope package, they are encouraged to contact Legislative Services directly via phone or email to have a staff member assist. This information has been added to public facing items.

ii. Accessibility accommodations will be made on a case-by-case request and only available to eligible electors. An example of assistance may include mailing out envelope packages to eligible electors, but Legislative Services will need to confirm elector eligibility prior to sending out a mail package.

iii. Staff are requesting accommodation services not be advertised or shared as the main method to receive a package, as this is for members of the public with accessibility needs, not a courtesy or convenience service.

To: Chief Administrative Officer
From: General Manager Lands and Facilities
General Manager Corporate Services
Re: Enhanced Public Education for AAP and GRO Project
March 08, 2023 Page 3

ENHANCED PUBLIC EDUCATION

The statutory requirements for public notification for the AAP process is two consecutive ads in the local newspaper. Legislated ads are scheduled for March 2 and 9, 2023 editions of the Burnaby Now and website presence on burnaby.ca/GRO was initially posted on February 6, 2023 with updates being made as required.

It is noteworthy that the amount of public notification about the GRO project itself outlined below **exceeds the** statutory requirements for the AAP:

- Full page ad in the Burnaby Now on February 23
- Sponsored post in Burnaby Beacon on February 23
- Social media posts on February 23
- CityConnect eNewsletter on February 23

Public Open Houses:

In addition, staff will host two public open houses to provide the public an opportunity to learn more about the Burnaby GRO project, get clarification on the AAP, and ask questions of the project team. The events will be planned with the entire Burnaby electorate as the target audience, because the AAP has been approved to include all of Burnaby electors. The events are envisioned to be open house style with project information boards on display and the project team available to field questions. Legislative Services staff will also be present to answer any questions about the AAP and provide Elector Response Forms upon request. Staff are currently working on the date, location and logistics for the events.

GRO Information Video:

A video about GRO will also be produced that will be shown at the public open house events. The video will also be made available on the City's website and shared through other digital channels for those who are not able to attend the events. A full marketing and communications plan is being developed to inform the community about the events. It will include advertising in the Burnaby Now, organic social media, digital advertising, updates to website, posters in civic facilities, and eNewsletters. This information will be communicated as soon as it is finalized, but the target time frame is late March / early April in order to give the public ample time to submit their Elector Response forms before the April 28, 2023 deadline.

To: Chief Administrative Officer
From: General Manager Lands and Facilities
General Manager Corporate Services
Re: Enhanced Public Education for AAP and GRO Project
March 08, 2023 Page 4



Juli Halliwell
GENERAL MANAGER CORPORATE SERVICES



James Lota, P.Eng., MBA, MPA
GENERAL MANAGER LANDS AND FACILITIES

JL/JH/nh