

TO: PLANNING AND DEVELOPMENT COMMITTEE (PDC)
FROM: GENERAL MANAGER PLANNING AND DEVELOPMENT
SUBJECT: **OCP – BURNABY 2050 PHASE 2 ENGAGEMENT REPORT –
WHAT WE LEARNED**
PURPOSE: To convey the attached “Burnaby 2050 What We Learned Report -
Phase 2: Visioning” and to summarize the key findings from the
spring/ summer 2023 OCP public engagement campaign.

RECOMMENDATION

THAT the report titled “OCP – Burnaby 2050 Phase 2 Engagement Report –
What We Learned” dated November 8, 2023 be received for information.

EXECUTIVE SUMMARY

The Burnaby 2050 Phase 2: Visioning engagement campaign took place in the spring and summer of 2023. The primary engagement goals were to inspire robust dialogue on the community’s vision for the future, core values, and policy priorities. Engagement tactics were designed to reach a broad and representative audience. Equitable engagement techniques such as the use of language translation, transit vouchers, child care at events, and targeted outreach to key community partners helped to ensure the engagement data better reflects the diversity of Burnaby’s population. The attached “What We Learned Report” summarizes the engagement work, the participants, and the key findings. Emerging themes from the engagement data include the importance of protecting nature and greenspace, the need to provide more affordable housing choices, the public’s safety concerns, the need for infrastructure and services to keep pace with population growth, and the need to expand public transit and active transportation across the City. Engagement findings will help inform the Vision Statement, Guiding Principles, Values, and policy directions in Burnaby 2050.

1.0 POLICY SECTION

In accordance with the *Local Government Act (LGA)*, a local government may establish an official community plan (OCP) to guide decisions on planning and land use management. During the development of an OCP, opportunities must be provided for consultation with people and organizations who may be affected by it.

2.0 BACKGROUND

On June 20, 2022, Council received for information a report titled “Official Community Plan (OCP) – Project Initiation, Process, and Upcoming Next Steps” which described the scope of the OCP update as well as the timeline and engagement objectives. That report outlined a four-phase engagement strategy that would begin with Phase 1 “Surfacing” in the summer of 2022. The “What We Heard Report” for the first Phase of engagement was received by Council on February 27, 2023. Phase 2 “Visioning” began in the spring of 2023.

3.0 GENERAL INFORMATION

The attached report “Burnaby 2050 What We Learned Report – Phase 2: Visioning” documents all of the Phase 2 engagement activities, results, findings, and materials. This information is a significant input into the development of Burnaby 2050. Below is a high-level summary of the contents of this report.

3.1 Phase 2 Engagement Goals

The focus of Phase 2 was to work with the community to identify a long-term vision for what the City of Burnaby could be like by the year 2050. To do this the City needed to understand the community’s top values and policy priorities.

The engagement goals for Phase 2 of the engagement program were to:

- Inform the community about the OCP and the OCP process;
- Inspire dialogue and robust participation using creative methods;
- Demonstrate that the city had listened to the community in Phase 1; and
- Ask the community about their: vision for the future of Burnaby, values or deeply-held core beliefs, and priorities on key policy themes.

3.2 Promotions – How We Got the Word Out

Staff took a multi-pronged approach to raising awareness about opportunities to engage on the OCP. These included a dedicated project webpage; a social media campaign; news releases through local media; and a branded post card which was distributed to every residential address in Burnaby inviting them to participate in the engagement.

In addition to broad public promotions, the City took a targeted approach with community partners, tailoring the engagement options to their individual needs. Host First Nations were notified of the opportunity to engage directly with the City through a series of referral letters.

3.3 Engagement Tactics – How We Engaged

The Phase 2: Visioning engagement campaign included a variety of engagement tactics to give different engagement audiences a range of options to share their input. These methods included:

- **Online Survey:** This survey was available in English, Vietnamese, French, Simplified and Traditional Chinese, Spanish, Punjabi, and Tagalog.
- **Pop Ups:** The team took an information booth with several engagement activities to 11 different community festivals, events, and hubs around the city.
- **Visioning Dialogue Events:** These 2.5 hour in-person events were held in convenient locations across the City. They featured facilitated table discussions using the “Now, Wow, and How” visioning exercise, as well as informal open-house style boards with a mapping activity.
- **Community Partner Engagement Sessions:** Staff held four engagement sessions with invited community partner groups (including non-profits, local businesses, advocacy groups, and key regional agencies like Fraser Health). Additional meetings were scheduled with individual organizations on request.

In addition to the above, some Burnaby residents provided written submissions which were included as part of the engagement data. Engagement opportunities for Host First Nations have been proposed through the referral letter process and at present, planning is in the works for a Burnaby 2050 Indigenous Engagement Working Group.

3.4 Engagement Audiences – Who We Engaged and Who Participated

There are five key engagement audiences for the Burnaby 2050 engagement program, and engagement tactics were designed to reach each audience group in a way that was tailored to their needs. These engagement audience groups include:

- **General Public:** including all those who live, work, attend school, own property, or recreate in Burnaby;
- **Community Partners:** including non-profit organizations, government agencies, local businesses and organizations representing businesses, organizations serving equity-deserving groups, advocacy groups, faith-based organizations, and adjacent municipalities;
- **Host First Nations:** including Squamish Nation, Kwikwetlem First Nation, Tsleil-Waututh Nation, and Musqueam;
- **Burnaby City Council and its Standing Committees;** and
- **Burnaby Staff:** including all City staff and staff working for Burnaby Library, Burnaby School District, Burnaby RCMP and Fire Services.

Overall, the participation in the Phase 2 engagement campaign was very strong. There were:

- Over 20,000 individual comments collected across all engagement activities,

- 1,190 Survey responses;
- 11 community pop-up events;
- 6 Visioning Dialogue Events with over 520 total attendees; and
- Meetings or engagement sessions with over 29 Community Partner groups.

Striving for More Equitable Engagement

While staff were unable to collect a complete demographic picture of all engagement participants, demographic information was collected at Visioning Dialogues and through the survey. The online survey demographic report revealed that respondents do not fully represent the demographics of the city at large. For example, only 10% of online survey respondents indicated that they are part of a racialized group, while over 68% of the city's residents identify as part of a visible minority (Census of Population, 2021).

This differential is an expected result which is why the engagement program was designed to include a variety of engagement opportunities to allow voices that are not always heard to have a say in the process. In addition, the engagement program was designed to remove barriers wherever possible. For example, child care and transit vouchers were offered to Visioning Dialogue participants. The online survey was translated into different languages. Finally, the upcoming Citizens' Assembly process will include a demographically representative cohort to better reflect the city's diversity.

3.5 Engagement Findings – What We Learned

Given the City's diverse population and high level of engagement from the community, the engagement data is rich and varied. The attached report documents the findings while the section below highlights key themes that emerged during the analysis.

Key Engagement Themes and Considerations for Burnaby 2050

- **Parks and the natural environment are highly valued among Burnaby residents.** Comments reflect a strong desire to conserve parks and greenspace and anxiety over the loss of natural areas. Burnaby 2050 should have ambitious parks and environmental policy that both expands public greenspaces (especially in densifying neighbourhoods) and protects existing public and private greenspaces – emphasizing tree canopy and sensitive ecosystem protection.
- **Residents want more complete communities with easier access to daily needs.** The online survey showed that the top neighbourhood features to have in walking access to are: grocery stores, natural areas, community and recreation services, transit service, and places to eat. This indicates that Burnaby 2050 should focus complete communities with more local-serving shops and services.
- **Safety – both personal security as well as road user safety – is a concern.** Opportunities to help address safety concerns through Burnaby 2050 include encouraging the use of Crime Prevention Through Environmental Design principles, supporting the expanded provision of community and social services including mental health services, expanding and enhancing the separated active

transportation network, embracing Vision Zero principles, and working in partnership with other levels of government to make the community safer for all.

- **Health and healthcare services are important to Burnaby residents.** While healthcare is a provincial service, cities have roles to play in helping residents to live healthier lives and in improving access to the care. Burnaby 2050 can support a healthier community by:
 - Working with Fraser Health to expand access to health care services, including primary care and mental health services by supporting space needs across the city; and
 - Creating built environments that support healthier lifestyles. For example, reducing exposure to pollution, making it safer and easier to walk and bike, and supporting community inclusion and social connectedness.
- **Burnaby residents want to see action on climate change.** Burnaby residents are concerned about climate change impacts like wildfire smoke, extreme heat, and flooding. Residents are supportive of emission reduction strategies like sustainable transportation investments and switching to zero emission fuel sources. Burnaby 2050 has the opportunity to respond to these concerns and hopes by focusing on policies and actions to enhance Burnaby's resilience to climate change including through nature-based solutions and by integrating elements of the Climate Action Framework into the OCP.
- **Residents want to see infrastructure and service expansion keeping up with population growth.** Residents expressed concern about growth pressures on infrastructure and services of all kinds. Participants emphasized the need to plan for service expansion to "keep pace" with the rate of population growth. In particular, participants noted that community and social infrastructure - like schools, libraries, parks, recreation facilities, health care, services for immigrants, child care, and others – are assets that need to be renewed and expanded in order to serve the needs of a growing and changing population. The OCP can respond by identifying priorities for infrastructure and service expansion.
- **Lack of housing affordability and choice are challenges affecting all aspects of city life.** Housing issues – especially related to costs and lack of housing choices – rose to the top of most questions put to the public. Many worried about how lack of housing choices made it hard for family members to stay in Burnaby as they aged. Others expressed concern about the proportion of new housing being built in high-rise tower forms and the lack of medium density, rental housing, or special needs housing. Burnaby 2050 can reflect the work of Housing Choices and implementation of HOME: Burnaby's Housing and Homelessness Strategy and look for other opportunities to add housing options. Housing affordability can also be supported through the creation of non-market and affordable rental units through partnerships with other levels of government.
- **Residents want safer more sustainable ways to get around.** Burnaby residents are strong supporters of public transit and active transportation improvements, highlighting a few top priorities such as:
 - Cycling infrastructure improvements across the City of Burnaby;
 - Improved North-South transit connections;
 - Separated bus lanes in busy corridors like Willingdon and Hastings;

- Improved bus reliability and frequency; and
- Improved walking infrastructure especially related to safety (e.g. lighting).

Given the strong public support for active transportation investments, it is important that Burnaby 2050 advance policies in the Burnaby Transportation Plan (2021) and coordinate closely with TransLink to reflect Transport 2050.

3.6 Next Steps

Staff will formulate the Burnaby 2050 Vision Statement, Values, and Guiding Principles using the engagement findings as the primary input. The 13 Policy Reviews will draw on the priorities in the engagement report. The Growth Scenario Modeling project will also draw on the engagement data to select the evaluation criteria. The Phase 3 engagement program is being developed and will be presented to Council in 2024.

4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT

This report describes the ongoing Burnaby 2050 communication and engagement efforts that will help inform the content of the new OCP. The City's Marketing and Communications team as well as the Public Affairs team will continue to be, involved in the Burnaby 2050 engagement program.

5.0 FINANCIAL CONSIDERATIONS

In the summer of 2023, funds were added to the existing contract with Urban Systems in order to cover the unplanned expenses related to the two September Visioning Dialogue events. All costs are covered by the approved OCP Engagement Budget.

Respectfully submitted,

E.W. Kozak, General Manager Planning and Development

ATTACHMENTS

Attachment 1 – Burnaby 2050 What We Learned Report – Phase 2: Visioning

REPORT CONTRIBUTORS

This report was prepared by Erin Rennie, Planner 3, and reviewed by Deirdre Bostock, Planner 2, and Lee-Ann Garnett, Deputy General Manager Planning and Development.