

**TO:** PLANNING AND DEVELOPMENT COMMITTEE (PDC)  
**FROM:** GENERAL MANAGER PLANNING AND DEVELOPMENT  
**SUBJECT:** **BURNABY 2050 PHASE 3 ENGAGEMENT PLAN – DRAFTING**  
**PURPOSE:** To provide Council with an overview of the Burnaby 2050 Phase 3 engagement program.

## RECOMMENDATION

**THAT** the report titled “Burnaby 2050 Phase 3 Engagement Plan – Drafting,” dated April 8, 2024, be received for information.

## EXECUTIVE SUMMARY

The third phase of Burnaby 2050 public engagement will take place from April 16 through June 9 of 2024. The focus of this engagement period will be to present to the public draft content and early policy ideas for feedback. The content to be presented for feedback includes: the draft Vision, Values, and Guiding Principles; the Policy Directions on 14 different policy topics, and two Growth Scenario options (Attachments 1-16). The content will be presented in a Policy Guide, available online and as a physical booklet. The public will be offered a variety of ways to engage on this material including through a Survey (Attachment 17) and a series of Open Houses. In addition, targeted engagement opportunities will be made available for specific audiences.

### 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 (Figure 1). The “What We Heard Report” for Phase 1 engagement was received by Council on February 27, 2023 and the “What We Learned Report” for engagement from Phase 2 “Visioning” was received by Council on November 8, 2023.

**Figure 1: Four Phases of Burnaby 2050**



### 3.0 GENERAL INFORMATION

#### 3.1 Phase 3 Engagement Goals

The engagement goals for the 3<sup>rd</sup> phase of Burnaby 2050 public engagement are as follows:

- Raise awareness of the OCP and opportunities to provide input and provide the community with information that is relevant and easy to understand, particularly around how specific policies will shape the direction of the community.
- Inspire dialogue and participation using creative methods.
- Demonstrate that the project team has listened and incorporated community input gathered through previous phases of engagement, including the draft Vision, Values, and Guiding Principles.
- Obtain feedback on growth scenarios, land use concept, and draft Policy Directions on specific policy areas.

An engagement program has been developed for the spring of 2024 with these goals in mind. It is summarized below.

#### 3.2 Engagement Content

During this phase of engagement, staff will present preliminary policy ideas and draft content for Burnaby 2050 to the public for feedback. This content was developed in direct response to the input received in the first two phases of engagement, in combination with internal Policy Review research efforts, and in alignment with planning best practices. There are three main components staff are seeking feedback on:

- **Vision, Values, and Guiding Principles:** Presented for the first time at the March 13, 2024 PDC meeting, these fundamental statements serve as the foundation for Burnaby 2050, articulating how the community envisions the future of Burnaby, what their top values are, and the principles to follow in order to achieve that vision.
- **Growth Scenarios:** Staff have developed two potential “growth scenarios” for how the city might grow and develop over the next 25 years. These are

presented as stylized maps indicating where the priority locations for different levels of growth might be. The scenarios have been evaluated against a set of criteria and the results of that evaluation are also presented highlighting the different advantages and disadvantages of growing in different ways.

- **Policy Directions:** Concept-level policy ideas have been developed for each of 14 different policy topics. Once the public has provided feedback, the Policy Directions will be used to guide the development of more detailed policy content for the final OCP.

The content will be presented in the form of a Policy Guide (available online and in booklet form) along with an accompanying Online Survey. The Policy Guide content is attached to this report in text format (Attachments 1-17) and a desktop published version will be presented on-table at the Committee’s April 8 meeting.

**3.3 Engagement Audiences**

There are five key engagement audiences for the Burnaby 2050 engagement program, and engagement tactics are designed to reach each audience group in a way that is tailored to their needs. The 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 Advisory Bodies;** and
- **Burnaby Staff:** including all City staff and staff working for Burnaby Library, Burnaby School District, Burnaby RCMP and Fire Services.

**3.4 Engagement Activities**

The engagement period will begin on April 16, 2024 and close on June 9, 2024. The Phase 3 Engagement Plan includes a number of engagement activities designed to meet the different audiences listed above. The activities planned for Spring 2024 include:

- **Policy Guide and Survey:** The Policy Guide presents the proposed Policy Directions for Burnaby 2050 along with the draft Vision, Values, and Guiding Principles, and the proposed Growth Scenarios. The Policy Guide will be available as an interactive website and a physical booklet. The survey is broken up by policy topic so respondents can engage on the topics that interest them. The survey is available online with physical copies available on request.
- **Open Houses:** The three public Open Houses are opportunities for community members to speak with planners and learn about the proposed Policy Directions, draft Vision, Values, and Guiding Principles, and the proposed Growth Scenarios.

- **Community Partner Workshops:** These dialogue sessions are opportunities for representatives from Community Partner organizations to provide feedback on the proposed content for Burnaby 2050.
- **Workshops for Indigenous People in Burnaby:** These dialogue sessions are opportunities for Indigenous people living in Burnaby to provide feedback on the proposed content for Burnaby 2050.
- **Youth Advisory Council (YAC) Meeting:** The last of the YAC's sessions, this meeting will be an opportunity for youth members to provide feedback on the proposed Policy Directions, draft Vision, Values, and Guiding Principles, and the proposed Growth Scenarios.
- **Host Nations Referral Letters:** Letters sent to the host Nations will offer funded opportunities to provide written feedback on the proposed Policy Directions, draft Vision, Values, and Guiding Principles, and the proposed Growth Scenarios.

While members of the public and organizations are encouraged to engage through the activities listed above, staff can also accept input in other ways. Community members and organizations may submit general written comments to the Burnaby 2050 inbox at [Burnaby2050@Burnaby.ca](mailto:Burnaby2050@Burnaby.ca) or by mail at "4949 Canada Way, Burnaby, V5G 1M2, c/o Burnaby 2050 Team."

### **3.4.1 Burnaby Community Assembly**

In addition to the public engagement activities listed above, the Burnaby 2050 Community Assembly will take place concurrent to the Phase 3 Engagement Period. The Burnaby Community Assembly is a special engagement process being led by SFU's Centre for Dialogue under the Urban Resilient Futures Partnership. The Assembly brings together 45 residents, selected by civic lottery, for 7 Saturdays between February and June 2024 to have focused discussions about Burnaby's future. The Assembly will engage with the broader community in April and May of 2024 through a variety of engagement activities such as a public workshop and online surveys. In June, the Assembly will provide Council with a set of recommendations to be considered in the development of Burnaby 2050.

### **3.5 Next Steps**

The Phase 3 Engagement period will close on June 9, 2024. Following that, the engagement data will be reviewed, analyzed, and reported in a What We Learned report. The findings in the What We Learned report will be used by staff to inform the development of the draft content for Burnaby 2050. Drafting is intended to take place in the fall of 2024 with a draft OCP ready for the public to comment on by spring 2025.

Input on the two Growth Scenarios will help inform the development of the parcel-based land use map for Burnaby 2050. Staff are targeting September 2024 to have a draft version of the parcel-based land use map ready for public comment.

**4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT**

A comprehensive promotional strategy has been developed to encourage broad and robust participation in the Burnaby 2050 Phase 3 Engagement activities, including:

- A postcard-style mailer will be sent to all residential households in the City;
- The City’s social media channels will use paid and unpaid posts to advertise engagement opportunities;
- Promotional video will be produced and distributed via social media;
- Posters and Policy Guide booklets will be distributed to community centres, libraries, neighbourhood houses, and other community hubs;
- A news release will be issued by the City;
- Emails will be sent to the Burnaby 2050 mailing list;
- Invitation-only events will be promoted directly with invitees via email; and
- The Burnaby 2050 website will be refreshed with the latest information.

**5.0 FINANCIAL CONSIDERATIONS**

Sufficient funding for all OCP-related work in 2024 is included within the Planning & Development department operating budget in the 2024-2028 Financial Plan.

Respectfully submitted,

E. W. Kozak, General Manager Planning and Development

**ATTACHMENTS**

- Attachment 1 – Vision, Values, Guiding Principles
- Attachment 2 – Growth Scenario Maps and Evaluation Outcomes
- Attachment 3 – Agriculture and Food Systems Policy Directions
- Attachment 4 – Archaeological and Indigenous Cultural Sites Policy Directions
- Attachment 5 – Climate Change, Natural Hazards, and Resilience Policy Directions
- Attachment 6 – Community Well-Being Policy Directions
- Attachment 7 – Economic Development and Industrial Lands Policy Directions
- Attachment 8 – Environment Policy Directions
- Attachment 9 – Growth Management Policy Directions
- Attachment 10 – Heritage and Neighbourhood Character Policy Directions
- Attachment 11 – Housing Policy Directions
- Attachment 12 – Implementation Policy Directions
- Attachment 13 – Infrastructure Policy Directions
- Attachment 14 – Land Use and Urban Design Policy Directions
- Attachment 15 – Parks and Open Space Policy Directions
- Attachment 16 – Transportation Policy Directions
- Attachment 17 – Survey Questions

**REPORT CONTRIBUTORS**

This report was prepared by Erin Rennie, Planner 3, and reviewed by Wendy Tse, Director Community Planning.