

Burnaby 2050 Land Use Framework Engagement Plan

Engagement Period: Sept 6 - Oct 4, 2024

Primary Engagement Goals

1. Raise awareness about the draft Land Use Map
2. Receive feedback on the draft Land Use Map
3. Communicate the benefits of the draft Land Use Map and how it responds to the input received so far as well as the Burnaby 2050 Vision.
4. Use equitable engagement strategies that support participation from all those who live, work, play, or attend school in Burnaby.

Secondary Engagement Goals

1. Communicate relationship between draft Land Use Map and the Zoning Bylaw Rewrite, the Streamside DPA Guidelines, and Form and Character DPA Guidelines.
2. Provide information about prior OCP engagement findings, Growth Scenarios, and Land Use and Urban Design Policy Directions.
3. Provide opportunities for feedback on Community Plan Area boundaries map.

Audiences

1. General Public
2. Council and Committees
3. Host Nations
4. Community Partners
5. Burnaby Staff

Engagement Activities

1. Up to 8 in-person, drop-in style Open House events (two in each quadrant)
2. 1 online Open House event
3. 1 online survey with map function
4. Referral letter requesting written comments from host Nations
5. Your Voice webpage
6. Community Partner Feedback Form
7. News Release

Open House Events

- Opportunity to learn about the OCP land use framework
- Opportunity to ask questions of Burnaby staff
- Invitation to take online survey
- Opportunity to provide in-person feedback on the content of the map
- Transit vouchers and other accessibility supports provided on request

Online Survey

- Primary mechanism for gathering feedback
- Will feature an interactive copy of the draft OCP land use map
- Participants will be able to pinpoint specific geographic locations and comment on proposed land use designation
- Participants will also be asked to answer questions about their degree of support for the designations and land use framework.

Promotional Strategies

1. Educational video
2. News Release
3. Social Media Campaign
4. Postcard Mailer

Timeline

- July 10, 2024 PDC: Draft land use map and Sept engagement plan
- July 22, 2024 Council: Draft land use map and Sept engagement plan
- July 2024: Send referral letter to host Nations (with Oct 4 deadline)
- July / August 2024: Prepare engagement materials
- Sept 6 - Oct 4, 2024: Public Engagement on draft land use map
- Oct 2024: Analyze feedback and draft What We Learned Report
- Nov 13, 2024 PDC: Land Use Framework Engagement: What We Learned Report
- Nov 18, 2024 Council: Land Use Framework Engagement: What We Learned Report
- Early 2025: Phase 4 Public Engagement - Confirming

Materials Required

1. Draft OCP Land Use Map (PDF and interactive map viewer)
2. Draft OCP Land Use Designation Table
3. Open House Boards

4. Online Survey
5. Your Voice webcontent
6. Community Partner Feedback Form
7. News Release
8. Educational Video
9. Open House event plans
10. Postcard
11. Fact Sheets
 - a. Annotated Land Use Map showing key highlights
 - b. Frequently Asked Questions
12. Additional reference maps that may be developed to support engagement:
 - a. Draft Streamside Development Permit Area Map
 - b. Map of current Parks and Open Spaces
 - c. Current Schools and Social Infrastructure
 - d. Burnaby Transportation Plan Maps
 - e. Metro 2050 Sensitive Ecosystem Inventory
 - f. Metro 2050 Regional Land Use Designations Map
 - g. Draft Community Plan Area Boundaries Map