Today’s Schedule

2:30 – 3:10 pm  Introductions, Background, and Overview of Issues
3:10 – 4:00 pm  Activity #1 – Identify options
4:00 – 4:10 pm  Activity #2 – Identify level of support for options
4:10 – 4:30 pm  Wrap-up & Next Steps
Targeted OCP Review – Purpose & Goal

• **What:** We’re conducting a targeted review of the 2011 Official Community Plan (OCP).

• **Why:** It’s 9 years old. Conditions have changed. Time to refocus implementation.

• **Goal:** A concise and doable list of actions that can be delivered within Council’s mandate (2022).
Targeted OCP Review Engagement Process

1. Identify Key Issues
   July 2019 to December 2019
   Surveyed residents to find out what matters most to them regarding housing, transportation, employment and climate emergency

2. Identify Options
   January 2020 to April 2020
   Determining options to address key issues.
   Engagement opportunities include: focus groups, public information sessions, pop-up events, workshops, and an online survey.

3. Final Action Plan
   May 2020 to July 2020
   Online survey to review, validate, and prioritize actions for Council’s consideration.
Inter-related Topic Areas

I cannot attract or retain employees due to lack of affordable housing options.

Transit is not a reasonable option for me to get to work, but congestion is making it equally difficult to drive to work.

Our industrial lands and facilities are at risk of flooding due to sea level rise.
2011 OCP Economy & Employment Goal

“Support a diverse and resilient local economy that provides quality employment opportunities”
Progress since 2011

From 2011 to 2016:
• +4,620 jobs
• +104,000 ft² of building area (industrial & light industrial commercial)
• Approximately same percentage of District residents working in the District
Why does the economy and our employment lands matter?

- Opportunity for local residents to **earn a living**
- Allow entrepreneurs to **create and grow businesses** in the community
- Local businesses provide a **range of goods and services** to the community
- Diverse and **resilient economy** supported by appropriate mix and range of business types in the right locations

Local business owner perspective:

“I’m a business owner in Maplewood and I’m considering not renewing my lease as the area has been slow to develop and I’m not getting the walk-by traffic I thought I would.”
Key Economic and Employment Issues

What we have heard so far...

• Employers struggling to attract and retain workers due to housing and transportation issues
• Limited opportunities for business growth within the existing employment land supply
• Some employment uses are not locating in preferred locations, creating potential conflicts with other employment uses
• Any other key issues?
Activity #1
Identify options
Possible Options

1. Support implementation of North Shore transportation plans
2. Support increase of diversity and supply of housing
3. Advocate for Provincial assessment review and tax reform
4. Incentivize employment-generating development
5. Support Regional Industrial Lands Strategy
6. Support Port-related activities
7. Use the Regional Economic Prosperity Service
8. Create staff position for economic development
9. Consider buffering guidelines for residential development near employment lands
10. Other options?
Activity #1: Identify options

Instructions

1. Review & select top 3 options
   Time: 20 mins

2. Make a case for your table’s top 3
   Time: 20 mins

3. Report out to the group
   Time: 20 mins
Activity #1: Example Rationale

Internal Economic Development Planner

Why?
- Bridge the gap between the District and local employers
- Help business owners understand District’s requirements and processes
- ...

Activity #1:
Pick Top 3 Options & Develop Rationale

1. Support implementation of North Shore transportation plans
2. Support increase of diversity and supply of housing
3. Advocate for Provincial assessment review and tax reform
4. Incentivize employment-generating development
5. Support Regional Industrial Lands Strategy
6. Support Port-related activities
7. Use the Regional Economic Prosperity Service
8. Create staff position for economic development
9. Consider buffering guidelines for residential development near employment lands
10. Other options?
Activity #2
Identify level of support for options
Activity #2: Identify level of support

Instructions

• Place sticky dot to indicate your support based on how high of a priority you think it should be (10 mins.)

Potential Considerations

• Timeframe: Can it be done within Council’s two years?
• Support: Is it supported by the OCP, Council, public, partners?
• Control: Is it within DNV’s control to deliver?
• Funding: Is funding available?
Next Steps

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   May 2020 to July 2020
   Online survey to review, validate, and prioritize actions for Council's consideration.
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Thank you for coming today!

DNV.org/CommunityPlan