

ITEM 2
MANAGER'S REPORT NO. 57
COUNCIL MEETING 88/09/12

RE: ECONOMIC DEVELOPMENT STRATEGY

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendation of the Director Planning & Building Inspection be adopted.

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TO: MUNICIPAL MANAGER DATE: 1988 SEPTEMBER 07

FROM: DIRECTOR PLANNING &
BUILDING INSPECTION

SUBJECT: ECONOMIC DEVELOPMENT STRATEGY

PURPOSE: The purpose of this report is to award a contract to the Coriolis Consulting Corporation to assist in the preparation of an Economic Development Strategy for the Municipality.

RECOMMENDATION:

1. THAT Council authorize the retention of Coriolis Consulting Corporation to assist in the preparation of an Economic Development Strategy for the Municipality as outlined in this report.

2.0 BACKGROUND INFORMATION:

- 2.1 On 1988 May 30 Council received a Manager's Report (attached) regarding the selection of a consultant to assist in the preparation of an Economic Development Strategy for the Municipality. On that occasion, the following recommendation was adopted:

"THAT Council endorse the Terms of Reference for the Economic Development Strategy as outlined in this report and the manner in which the proposal call will be conducted to select the consultant to assist in the strategy preparation."

3.0 GENERAL DISCUSSION:

- 3.1 Pursuant to the terms of reference and the consultant selection process outlined in the 1988 May 30 report, a consultant selection committee, composed of John Visser - Purchasing Agent, Peter Tamilin - Assistant Director Finance, Jack Belhouse - Assistant Director Planning and Building Inspection, and Phil Sanderson - Economic Development Coordinator, was established to determine which consultant should be hired. Seven consultants prepared prequalification submissions from which four were chosen to submit a detailed proposal. Three consultants were then shortlisted and interviewed. The Coriolis Consulting Corporation was finally selected.

- 3.2 The Coriolis Consulting Corporation demonstrates a thorough understanding of the topic and the needs of the Municipality through the firm's previous direct and related work for both the public and private sectors in the field of economic development. Coriolis has specifically been involved in the recent preparation of economic development strategies for the Township of Richmond and the North Shore communities, as a joint effort between the Districts of North and West Vancouver and the City of North Vancouver. Coriolis has also had considerable experience in related areas involving industrial development strategies, tourism marketing, feasibility analysis, community planning, and real estate investment counselling. The consultant also possesses the necessary appreciation of the social and environmental concerns that must be taken into consideration.
- 3.3 Coriolis has outlined that the strategy process would take approximately 15 working weeks to complete at a total cost of \$19,000. Considerable interaction with an economic development committee (to be established) will be included along with presentations to Council at key points in the process. Commencement of the work can begin by the second half of September with completion early in 1989 at which time a formal draft document will be submitted to Council for consideration.

4.0 CONCLUSION:

In view of the foregoing information, Council's authority is now necessary to retain the Coriolis Consulting Corporation to assist in the preparation of an Economic Development Strategy for the Municipality.

PS/ds

Attachment

cc: Director Finance



A. L. Parr,
DIRECTOR PLANNING &
BUILDING INSPECTION

RE: ECONOMIC DEVELOPMENT STRATEGY

MUNICIPAL MANAGER'S RECOMMENDATION:

- 1. THAT the recommendation of the Director Planning & Building Inspection be adopted.

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TO: MUNICIPAL MANAGER

DATE: 1988 MAY 25

FROM: DIRECTOR PLANNING &
BUILDING INSPECTION

SUBJECT: ECONOMIC DEVELOPMENT STRATEGY

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1.0 RECOMMENDATION

1. THAT Council endorse the Terms of Reference for the Economic Development Strategy as outlined in this report and the manner in which the proposal call will be conducted to select the consultant to assist in the strategy preparation.

2.0 BACKGROUND INFORMATION

On 1988 May 02 Council received a Manager's Report from the Director Planning and Building Inspection regarding the preparation of an Economic Development Strategy for the Municipality. On that occasion, the following recommendation was adopted by Council.

"THAT Council authorize the Planning and Building Inspection Department to tender for the services of a consultant specializing in the field of economic development to assist in the preparation of an Economic Development Strategy for Burnaby as more fully described in Section 6.0 of this report."

At that time, Council requested that the terms of reference for the project be prepared and referred back to Council. The terms of reference should include an outline of the composition of the advisory committee that will be established as part of the strategy preparation process. The advisory committee should be clearly broad based to include members representing business, labour, the environment, social services, education, etc.

3.0 GENERAL DISCUSSION

- 3.1 In response to Council's request, the terms of reference for the preparation of the Economic Development Strategy have been prepared as attached.

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3.2 It is proposed that an advertisement be placed in the newspaper (the Vancouver Sun) soliciting interest from those qualified consultants who wish to be considered for this commission. This advertisement will invite those interested professionals to obtain a project information package from the Municipality's Purchasing Agent and to submit a preliminary prequalification submission outlining their relevant experience, qualifications, and reasons why they should be considered. Those professionals who satisfy the appropriate prequalifications will be so advised and requested to submit a detailed proposal as outlined in Terms of Reference. A short list of consultants will then be prepared, consultant interviews conducted, a final selection made, and a report submitted to Council.

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4.0 CONCLUSION

In view of the foregoing, it is recommended that Council endorse the terms of reference for the Economic Development Strategy as outlined in this report and the manner in which the proposal call is intended to be conducted to select an appropriate consultant to assist in the strategy preparation.

PS/ds

Attachment

cc: Purchasing Agent


A. L. Parr,
DIRECTOR PLANNING &
BUILDING INSPECTION

BURNABY ECONOMIC DEVELOPMENT
CALL FOR PROPOSALS

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1. INTRODUCTION

The Corporation of the District of Burnaby recognizes that as a local level of government it has an important role to play in encouraging and facilitating economic development in the community while at the same time ensuring that an appropriate balance between economic, land use, social and environmental issues is achieved. In this role, the Municipality can help to enhance the full range of employment, development, investment and lifestyle opportunities that are available in Burnaby.

2. BACKGROUND

In December of 1986 the Municipal Council endorsed the formation of an Economic Development Task Force which undertook a project to review the Municipality's role in promoting economic development and offer advice and feedback on the Municipality's present economic development program. The task force was comprised of various individuals from the private sector and senior Municipal staff and was chaired by the Municipality's Economic Development Coordinator.

The task force concluded that the most important and successful components of Burnaby's current economic development program included the following:

- a) The provision of statistical information and data about the Municipality for use by both public and private concerns.
- b) The ability to provide advice and information regarding general Municipal policies, process and development opportunities.
- c) The provision of catalogue/promotion documents such as the Burnaby Community Profile and the Industrial Land Inventory.
- d) The ability to provide a liaison role to assist prospective investors, developers and businessmen, and social service agencies in their pursuits in the Municipality.
- e) The ability to respond to private sector enquiries and to provide assistance and coordination of projects from initiation through to completion.

Notwithstanding, the task force unanimously agreed that the Municipality should prepare a formal Economic Development Strategy in order to further enhance the efforts that are presently in place and provide a more focused direction and action plan for the continuation of its economic development program.

On 1988 May 02 the Burnaby Municipal Council received a report from the Director of Planning and Building Inspection which outlined the conclusions of the economic development task force and requested authority to tender for the services of a consultant specializing in the field of economic development to assist in the preparation of an Economic Development Strategy for Burnaby.

3. ECONOMIC DEVELOPMENT STRATEGY OBJECTIVES

The Economic Development Strategy is generally intended to assist in expanding employment opportunities, improving and diversifying the community's economic base, increasing the contribution that business, industry, culture and the arts make to the community and the region and maintaining and enhancing the quality of life and environment.

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In so doing, the strategy will further develop and focus the Municipality's existing economic development program by:

- . Identifying specific action plans which would work towards improving the foregoing general objectives.
- . Identifying the steps required to implement such action plans.
- . Ensuring that such action plans and their implementation reflect and enhance the existing overall policies of the Municipality.

4. ECONOMIC DEVELOPMENT STRATEGY PARAMETERS

The Economic Development Strategy will address and incorporate the following items:

- a) The strategy format will be developed to specifically suit the needs of Burnaby and reflect the general staffing and organizational framework of the Municipality. In this regard, consideration should be given to other relevant Municipal strategies.
- b) An advisory committee will be established for a specific time period as part of the strategy development process to represent a broad range of community interests. The composition of the advisory committee will include people representing the following interests: business, industry, labour, social services, the environment, culture, government and education.
- c) The strategy will utilize the adopted Burnaby Official Community Plan to identify the land use and development opportunities in the Municipality. The Official Community Plan also recognizes the important links between economic, land use, social and environmental considerations. The preparation of an economic development strategy is one of the proposals contained within the Official Community Plan.
- d) The strategy will include a work program to itemize specific actions to be undertaken over a stipulated period of time (e.g. two, three or five years).
- e) Consideration will be given to the manner in which the strategy reflects the Municipality's overall corporate plan as well as the five year capital budget program.
- f) The strategy will address the rate at which the Official Community Plan objectives are being achieved and general rate of development within the various land uses of the Municipality.
- g) A means of monitoring the action plan will be outlined.
- h) In addition to required municipal funding the strategy preparation will utilize all resources that are available from the Provincial Government in accordance with the terms of the existing agreement between the Municipality and the Province under the Partners in Enterprise Program.
- i) The strategy will examine appropriate staffing and budgets required to undertake an effective work program.

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5. ECONOMIC DEVELOPMENT STRATEGY TASKS

- The consultant will be responsible for preparing a draft of the strategy document for submission to the Municipality's Economic Development Coordinator who will provide overall management of the project.
- The draft document will incorporate all of the relevant strategy parameters outlined in Section 3 above. The Municipality will provide the consultant with all relevant Municipal documents, data, information, etc. required for analytical purposes to include the Burnaby Community Profile, Official Community Plan, Census data, reports, etc.
- The consultant will be required to organize, lead and facilitate any and all required public meetings and most importantly the work and meetings of the economic development advisory committee and its essential role in assisting to identify Burnaby's strengths and weaknesses and the action plans that may be taken to promote and enhance economic development in the community.
- The consultant will be required to assist in identifying the appropriate composition of the economic development advisory committee to ensure that it represents a full spectrum of community interests in a balanced manner. This may result in the creation of one large advisory committee or alternatively several sub committees which are established by some relevant criteria, i.e. by economic sectors such as tourism, commerce, industry, social services, environmental relationships.

6. TENDER PROPOSALS FROM CONSULTANTS

Those consultants who wish to be considered for this commission are invited to submit their proposal to include the following information:

- a) A description of the background of the consulting firm and the details of the relevant experience, qualifications, specialized abilities in the field of economic development and strategy preparation.
- b) The names of the principals with whom the client would be working, their curriculum vitae, charge out rates, and task assignment schedules.
- c) An explanation of the steps and methodology that are proposed to be utilized to carry out the preparation of the Economic Development Strategy.
- d) Projected staff and cost estimates based on tasks to be performed.
- e) Total project costs and time schedule for project commencement and completion.

Submissions will be referred to a project committee for evaluation and a recommendation for selection of the successful candidate.

All proposals should be submitted to Mr. John A. Visser, Purchasing Agent, 4949 Canada Way, Burnaby, B. C., V5G 1M2, prior to 1988 June 24, 4:00 p.m.

