

REPORT

1.0 BACKGROUND

Burnaby is a city that has many positive attributes and a deep commitment to improving quality of life for all of its citizens. To ensure that the city will continue to be a great place to live, work, learn, play and visit, Burnaby City Council undertook the development of a Social Sustainability Strategy. The Strategy is intended to guide Burnaby's plans and resource allocations in the social realm over the next 10 to 15 years. Together with the Economic Development Strategy, updated in 2007, and the pending Environmental Sustainability Strategy, the Social Sustainability Strategy will provide a foundation for the continued strengthening of Burnaby's overall well-being.

Terms of reference for the development of the Social Sustainability Strategy were adopted by Council in 2008 June. A 25-member Steering Committee, charged with guiding development of the Strategy and chaired by Mayor Corrigan, was appointed by Council in 2010 February. The Steering Committee members are listed in *Appendix 1, attached*. The process to develop the Strategy was launched in March 2010 with Council's approval of a process and a timeline for the initiative. The Process Overview is *attached as Appendix 2*.

The Steering Committee members, selected for their commitment to social issues, their broad and balanced base of experience, their belief in Burnaby's potential, and their willingness to contribute to and advocate on behalf of Burnaby, have brought energy and thoughtful reflection to their task of developing Burnaby's first Social Sustainability Strategy.

This report provides an overview of the Steering Committee's work, and the role and investment of other community members who participated in the Working Group process. It seeks Council's approval in principle for the *Burnaby Social Sustainability Strategy: Proposed Draft for Public Consultation Spring 2011*, provided under separate cover, and for engaging in a public consultation process on it. Following Council approval in principle, the draft Strategy will be available on the City's website and from the Planning and Building Department. Feedback from the public will be incorporated, as appropriate, and a final draft of the Strategy will be presented to the Steering Committee and Council for consideration in 2011 June.

2.0 OVERVIEW OF THE STEERING COMMITTEE'S WORK

The Steering Committee has met five times since the strategy development process was launched. During that time, it has:

- developed a social sustainability vision for Burnaby;
- created a communications framework for the Social Sustainability Strategy;

- designed and participated in a Working Group process with other community members (outlined more fully below);
- developed a framework for the Social Sustainability Strategy;
- identified suggested actions to carry Burnaby towards realization of its vision; and
- prepared a draft Strategy for Council’s consideration and public consultation.

The Working Group process was spawned by the Steering Committee’s desire to be broadly inclusive and to tap the collective experience and insight of the community to generate creative ideas for consideration in the Strategy. Six Working Groups, consisting of approximately 70 citizens chosen for their understanding of particular social themes or social sustainability generally, were assembled under the following themes:

- Prosperous City
- Age-Friendly City
- Engaged City
- Diverse City
- Healthy City
- Peaceful City

The Working Group process took place during September and October 2010. Each Working Group met four times (including a “Prep Camp”) to identify possible actions to move Burnaby towards its social sustainability vision. Working Group members also engaged other community members in the activity through a community check-in. More than 800 ideas for action were gathered through the process which the Working Groups then refined and prioritized for submission to the Steering Committee.¹ The ideas generated through the Working Group process were analyzed for common themes, which were presented to the Steering Committee as a basis for developing a framework for the Strategy. The Steering Committee refined and approved the framework, identified suggested actions to carry Burnaby towards realization of its vision, and prepared a draft Strategy for Council’s consideration and public consultation.

3.0 OVERVIEW OF THE DRAFT STRATEGY

Burnaby’s draft Social Sustainability Strategy is a milestone in the advancement of the community’s social well-being. It is bold, visionary, and inspiring, and yet practical and realistic. Development of the draft Strategy has provided a unique opportunity for a wide range of community members to contribute throughout the process, and for the City and the Steering Committee to gather a host of creative ideas for nurturing Burnaby’s social well-being. In tandem with the Economic Development Strategy and the pending Environmental Sustainability Strategy, Burnaby’s Social Sustainability Strategy will help

¹ Upon completion of the Working Group process, Working Group volunteers received a letter from Mayor Corrigan thanking them for the valuable time and energy they invested in shaping Burnaby’s future.

to keep Burnaby at the forefront of innovation and deserving of being named the “best-run city in Canada”.²

The Strategy will be brought to life by the City, acting within its mandate and in co-operation with other stakeholders such as other levels of government, community organizations, businesses, and community members. The City of Burnaby has a long history of involvement in the social sphere, despite the fact that municipalities have limited resources³ and limited jurisdiction to act on matters of social welfare. Burnaby’s responsive municipal government has helped the community to make the most of its varied assets and to respond to its challenges. Burnaby has an impressive track record of initiatives focusing on housing, child care, accessibility, citizen engagement, welcoming of newcomers, arts and culture, lifelong learning, urban trails/bike routes, environmental protection, and emergency response and crime prevention. This draft Strategy builds on that substantial foundation. Examples of City initiatives in the social realm can be found on Pages 24 to 75 of the draft Strategy.

The Strategy framework adopted by the Steering Committee consists of the social sustainability vision, three 10 year goals, and seven strategic priorities. The strategy framework is depicted in *Appendix 3, attached*.

3.1 Vision for a Socially Sustainable Burnaby

The Steering Committee developed the following “working” vision for a socially sustainable Burnaby⁴:

“Our Burnaby is...

- caring and inclusive,
- safe, liveable and just,
- environmentally healthy, and
- economically vital.

We embrace diversity, celebrate culture and creativity, foster belonging and participation, and adapt well to a changing world.”

3.2 Social Sustainability Goals

The three social sustainability goals outlined in the draft Strategy frame the City’s long-range plans over a 10- to 15-year period. The goals are intended to be inspiring and practical, helping the City and others to focus their social efforts. The proposed goals are:

² In 2009, Maclean’s Magazine named Burnaby the Best Run City in Canada.
³ Municipalities accomplish their mandate with only eight cents of every tax dollar, while the other ninety-two cents go to the federal and provincial governments.
⁴ The Steering Committee considers the Vision as a “working” statement in recognition of the possible need for modifications as a result of the public consultation process.

3.2.1 Community Inclusion: Burnaby will be an inclusive community.

An inclusive community values all its members and helps them to meet their basic needs so that they can live in dignity, engage actively, and contribute to their community. This goal is particularly concerned with ensuring the city is affordable, accessible, and welcoming of all cultures, identities and abilities. In an inclusive community, all members have equal opportunities for participation in decisions that affect their lives, allowing all to improve their living standards and overall well-being. Community inclusion focuses on principles of economic and social security and justice. It fosters full participation in work, education and society by those who face economic and social barriers.

3.2.2 Community Liveability: Burnaby will continue to be liveable for those who live, work, learn, play and visit.

A liveable community speaks to the interests and needs of all who live, work, learn, play and visit in the city. Liveability is focused on making Burnaby a more desirable community, one that has a sense of identity, nourished by its unique artistic and cultural assets, heritage and access to nature. Its neighbourhoods are human-scale – places where people feel safe and secure. People experience a sense of well-being through healthy living opportunities and strong community connections found in abundance throughout the community.

3.2.3 Community Resilience: Burnaby will be a resilient community, able to adapt and thrive in times of change.

Resilience is about a community’s ability to adapt, recover and continue to prosper when faced with unexpected social, economic or environmental trends or events. Burnaby’s citizens, organizations and institutions need the collective capacity to respond to and influence the course of change. As a resilient community, Burnaby will be strengthened by a spirit of shared positive action and co-operation, and fired by a creative and innovative mindset that supports and is supported by a flourishing economy and environment.

3.3 Strategic Priorities

The strategic priorities channel the City’s attention and effort into seven avenues that interact with and support each other. Each strategic priority is linked to one or more of the City’s goals, and builds upon Burnaby’s existing strengths. The strategic priorities and the scope included within each are as follows:

3.3.1 Meeting Basic Needs

This strategic priority is about ensuring that everyone in Burnaby has a foundation to live a life of dignity. The main elements of this foundation are economic security, affordable and suitable housing, and support for

healthy living. Economic security includes access to meaningful work or income support, and the removal of barriers to employment – for example through accessible and affordable transportation, job training and child/elder-care. Affordable and suitable housing means that Burnaby residents of all income ranges and stages in life have access to safe, accessible and affordable housing, including the support services they need, ranging from emergency to private market ownership housing. Healthy living includes not only access to health services, but also healthy lifestyle practice through nutrition, recreation and connection with a healthy environment.

3.3.2 Celebrating Diversity and Culture

This strategic priority recognizes the role that diversity and culture can play to support a cohesive, creative and engaged community. Going beyond minimal efforts to support diversity and culture, this priority signals Burnaby’s interest in enhancing and celebrating these factors as a City asset. For the purposes of Burnaby’s Social Sustainability Strategy, culture refers to both the many ethno-cultural groups that make up the city’s rich diversity, as well as the range of arts and culture opportunities that make up Burnaby’s vibrant entertainment scene. The ideas underpinning this strategic priority include promoting ethno-cultural and religious harmony, reducing barriers to the full participation of all in the economic and social life of the community, and nourishing a vibrant arts, culture and entertainment scene.

3.3.3 Getting Involved

An involved community is one in which individuals, groups and organizations actively participate, contribute, and help shape community life. An involved community is an engaged community, where neighbours know each other and there are strong connections across diverse groups. Involvement can include promotion of civic and community engagement, and business participation in enhancing the community’s quality of life.

3.3.4 Learning for Life

Lifelong learning – the continuous building of skills and knowledge throughout people’s lives from birth to late adulthood – supports personal fulfillment, human resource development and global citizenship. Continuous learning takes place at all times and in all places, including educational institutions, the workplace, religious institutions, the community, the home and family, leisure activities and travel. Lifelong learning occurs through experiences encountered in the course of a lifetime. These experiences could be formal (e.g., elementary and high school, training, tutoring, apprenticeship, higher education) or informal (e.g., experiences and situations within the family, or leisure programs).

From the City’s perspective, lifelong learning can also include promoting civic awareness and sharing and co-ordinating information.

3.3.5 Enhancing Neighbourhoods

Burnaby is both a city of neighbourhoods and itself a distinct neighbourhood within the Metro Vancouver region. This strategic priority recognizes that people experience Burnaby in a unique way, depending on their needs and activities. For some activities such as major festivals, business opportunities and City services, people look to the city as a whole. For other activities, such as work, shopping, doctors’ visits and major transit connections, Burnaby’s four town centres are important focal points. Neighbourhoods are the level at which the greatest opportunities for social sustainability may arise.

3.3.6 Getting Around

Burnaby envisions a future in which transportation services, infrastructure and information will combine to ensure that travel is not a barrier to any individual’s participation in society. Being able to get around Burnaby is a basic requirement for earning a living, attending school, running a business, visiting, playing and meeting other daily needs. People in Burnaby get around by walking, cycling, using scooters and wheelchairs, using transit, and driving alone or with others. The City can help people get around smoothly in three main ways: through City planning processes; by engineering accessible, affordable, reliable and safe connections, in co-operation with TransLink; and by encouraging travel options that are healthy for people and the environment.

3.3.7 Protecting our Community

A socially sustainable community is one where all people can live their lives without fear, and confident in their ability to respond to a crisis. The City has programs to protect people and property from crime and fire, and plans to respond to emergency events.

3.4 Suggested Actions

Within each strategic priority are suggestions for possible actions that the City may consider to meet its social sustainability goals. The Strategy presents a total of 104 possible actions (see Pages 24 to 75 of the draft Strategy). Given limitations on municipal resources and jurisdiction, the possible actions are presented as suggestions for Council to consider within the context of other City priorities, the City’s annual financial plan, and maximizing the potential for City expenditures to motivate other stakeholders. Some of the suggestions represent immediate opportunities and some signal a direction for the City to adopt over time.

The 104 suggestions are grouped by theme within each strategic priority as follows:

- Meeting Basic Needs
 - Economic Security
 - Affordable and Suitable Housing
 - Healthy Living
- Celebrating Diversity and Culture
 - Cultural and Religious Harmony
 - Discrimination- and Barrier-Free Community
 - Arts, Culture and Entertainment
- Getting Involved
 - Civic and Community Engagement
 - Business Participation
- Learning for Life
 - Formal Learning
 - Informal Learning
 - Civic Information
- Enhancing Neighbourhoods
 - Places
 - Connections
- Getting Around
 - Planning for Mobility
 - Accessible, Affordable, Reliable and Safe Connections
 - Healthy, Sustainable Options
- Protecting our Community
 - Emergency Preparedness and Crisis Response
 - Crime Prevention and Response.

Suggestions within each theme are further grouped into three categories: Building on our Foundation, Expanding our Horizons, and Breaking New Ground.

The Building on our Foundation suggestions:

- continue and improve on valuable work in which the City is already engaged;
- build on established strengths and core competencies;
- have access to funding resources through the City budget or other sources.

The Expanding our Horizons suggestions:

- take the City well beyond previous initiatives in areas of City activity;
- reinforce the City's reputation as a well-run city;

- put the City on a solid foundation for advocating to other levels of government;
- build on established strengths and core competencies;
- may involve further research to establish current best practice in the field;
- may involve collaboration with other groups.

The Breaking New Ground suggestions:

- fulfill the requirements for Expanding our Horizons;
- move the City significantly forward in current areas of City activity and/or;
- take the City into new areas in which it can demonstrate leadership and/or;
- establish Burnaby as a leading municipality in social sustainability and/or;
- provide an opportunity for Burnaby to act as a role model for social sustainability practices.

4.0 OVERVIEW OF THE PROPOSED PUBLIC CONSULTATION PROCESS

The proposed public consultation process recommended by the Steering Committee is intended to solicit feedback on the draft Strategy from those who live, work or are otherwise involved in Burnaby. It will be launched upon Council approval of the draft, and last until approximately mid-April 2011. The proposed consultation process consists of three main elements:

- public open houses
- a survey on the City's website
- presentations to specific groups.

4.1 Public Open Houses

Four public open houses have been planned - one in each quadrant of the city. They are scheduled as follows:

- Tuesday, March 29, 2011: 7 – 9 p.m. at Confederation Seniors' Centre (open for viewing display at 6 p.m.)
- Saturday, April 2, 2011: 11 a.m. – 1 p.m. at Edmonds Community School (open for viewing display at 10:30 a.m.)
- Wednesday, April 6, 2011: 7 – 9 p.m. at Cameron Recreation Centre (open for viewing display at 6 p.m.)
- Monday, April 11, 2011: 7 – 9 p.m. at Bonsor Recreation Complex (open for viewing display at 6 p.m.)

All open house venues are wheelchair accessible, and child-minding will be provided. Interpretation/language translation will be accommodated on request, as possible.

4.2 On-Line Survey

The survey will be posted on the City's website, along with the draft Social Sustainability Strategy following Council approval of the draft Strategy. Copies of the draft Strategy will also be available from the Planning and Building Department. Deadline for completion of the survey is Friday, April 15, 2011.

4.3 Presentations

City staff will make presentations on the draft Strategy to and solicit feedback from specific demographic groups that might not otherwise engage in the consultation process (e.g., youth, people with disabilities) and other groups on request (e.g., Board of Education, interagency committees). Several such presentations have been scheduled throughout March and April 2011.

4.4 Advertising the Consultation Process

It is proposed that general information about the draft Strategy, and the opportunities for providing feedback on it, be advertised through the City's website, advertisements in local bi-weekly newspapers, posters in City venues and other locations, and staffed displays in shopping malls. With regards the latter, two four-hour display times have been scheduled for each of Loughheed Mall, Brentwood Mall, Highgate Mall, and Metropolis at Metrotown. The displays will provide basic information on the draft Strategy and the consultation process, and an opportunity to obtain a printed summary of the draft Strategy.

5.0 NEXT STEPS

The public consultation process is expected to wind down following the deadline for survey completion on 2011 April 15. In the period between mid-April and the final Steering Committee meeting on 2011 June 1, staff will sort, analyze, and consider feedback received on all aspects of the draft Strategy. A summary of outcomes from the consultation process will be prepared for the Steering Committee, and revisions to the draft Strategy will be made, as deemed appropriate and advisable. An implementation framework for the Strategy will also be drafted. Following Steering Committee consideration of the outcomes summary, the final draft Strategy, and the implementation framework, the draft Strategy will be forwarded to Council for endorsement. Implementation and monitoring of the Social Sustainability Strategy will follow.

6.0 SUMMARY AND CONCLUSIONS

The launch of Burnaby's Social Sustainability Strategy development process took place in 2010 March with the first meeting of the project Steering Committee. Since that time, Steering Committee members have contributed enormous time and energy in leading and participating in a community-based Working Group consultation process, and in preparing a comprehensive and innovative draft Strategy that builds on Burnaby's existing attributes and that will establish Burnaby as a leading municipality in social sustainability. The draft Strategy includes a social sustainability vision, three goals, seven strategic priorities, and 104 suggested actions involving both the City and other stakeholders. Those stakeholders include, but are not limited to, other levels of government, non-profit agencies, community organizations, businesses, educational institutions, and community members. The draft Strategy also provides an overview of the City of Burnaby's long history of positive involvement in the social realm, and of the challenges faced by municipalities in addressing social issues given their limited resources and jurisdiction in matters of social welfare.

The enthusiasm, reflection, and knowledge that the Steering Committee members have brought to the strategy development process is admirable and invaluable. The draft Social Sustainability Strategy is a product of their commitment to and pride in their community. Their significant contributions, as well as those of the Working Group participants, are recognized with gratitude.

The next stage of the strategy development process is a public consultation process on the draft Social Sustainability Strategy prepared by the Steering Committee. Following that process, revisions will be made to the draft Strategy, as appropriate and advisable, and the Steering Committee will forward the final draft of the Strategy for Council adoption in 2011 June.

It is recommended that Council approve in principle the *Burnaby Social Sustainability Strategy: Proposed Draft for Public Consultation Spring 2011*, and authorize staff to seek public comment on it.

It is further recommended that a copy of this report and the *Burnaby Social Sustainability Strategy: Proposed Draft for Public Consultation Spring 2011* be forwarded for information to:

- the Social Issues Committee
- the Community Policing Committee
- the Environment Committee
- the Transportation Committee
- the Library Board
- the Parks, Recreation and Culture Commission

To: City Manager
From: Director Planning and Building
Re: Draft Social Sustainability Strategy
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- the Burnaby Board of Education
- the Burnaby Board of Trade
- all Steering Committee members
- all Working Group participants.

In tandem with the Economic Development Strategy and the pending Environmental Sustainability Strategy, Burnaby's Social Sustainability Strategy will help to keep Burnaby at the forefront of innovation and deserving of being named the "best-run city in Canada".



B. Luksun, Director
PLANNING AND BUILDING

JS/jc
Attachments (3)

cc: Deputy City Managers
Director Engineering
Director Finance
Director Parks, Recreation and Cultural Services
Chief Librarian
OIC – Burnaby RCMP
Fire Chief
City Clerk

Steering Committee Members

Mayor Derek Corrigan, Chair of the Social Sustainability Strategy Steering Committee, and Members of Council, **Councillor Nick Volkow** (Vice-Chair), **Councillor Pietro Calendino**, **Councillor Anne Kang**, and **Councillor Paul McDonell** (Steering Committee members) sincerely thank the following members of the community for volunteering their valuable time, energy and reflection to serve on the Steering Committee:

Antonia Beck

Executive Director,
South Burnaby Neighbourhood House

Ardell Brophy

Vice President, United Steelworkers Local 2009
Vice President, Board of Directors of Charlford House

Mae Burrows

Director, Canadian Cancer Society-BC & Yukon
Executive Director
Toxic Free Canada

Katrina (Wei-chen) Chen

Peter Julian Member of Parliament Burnaby –
New Westminster, Constituency Office

Matthew Coyne

Executive Director, Tourism Burnaby

Stephen D'Souza

Executive Director, Burnaby Community Connections

Darlene Gering

President & CEO,
Burnaby Board of Trade

Chris Hildred

President, Burnaby Crime Prevention Society
Director, Board of Bonsor 55+ Society

Wilf Hurd

Director of Government Relations, Simon Fraser University

Garson Lee

C.A. Partner, DMCL Chartered Accountants

Bala Naidoo

Regional Director, Investors Group Financial Services Inc.

Baljinder Kaur Narang

School Trustee, Burnaby Board of Education

Roy Nosella

Past Director & Chair, Vancouver Athletic Commission
Past Director & Vice Chair, BC Soccer Association

Rajinder Pandher

Board of Directors: South Burnaby Neighbourhood House, Progressive Housing Society, Burnaby Ethno-Cultural Advisory Association

Todd Polich

President/Founder, Earth Foundation

Patrice Pratt

Chair, Sharing Our Futures Foundation
Chair, VanCity Credit Union Board of Directors

Dr. Baldev Sanghera MD

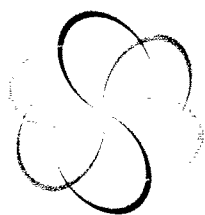
PrimeCare Medical Centre

Stephanie Watts

President, Royal Canadian Legion Branch 83
(withdrew after 2nd meeting)

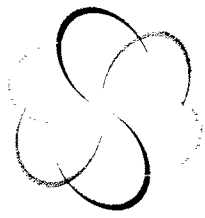
Adele Wilson

Former Executive Director, Dixon Society
Development Manager, Terra Housing Consultants



Process Overview

Timeline	Project Phases	Key Activities and Outcomes	Status
2010 February - March	PHASE 1: Initiating and scoping project	<ul style="list-style-type: none"> • Endorsement of Terms of Reference for preparation of Social Sustainability Strategy by Council. • Appointment of Steering Committee by Council. • 1st Steering Committee meeting. 	
2010 April	PHASE 2: Assessing the situation	<ul style="list-style-type: none"> • Preparation of draft Communications Framework for engaging public in strategy development process. • 2nd Steering Committee meeting to a) identify important characteristics of a socially sustainable Burnaby, and b) finalize draft Communications Framework. 	
2010 May - September	PHASE 3: Developing the vision	<ul style="list-style-type: none"> • Preparation of draft Social Sustainability Vision Statement. • Preparation of draft framework for Working Group process. • 3rd Steering Committee meeting to a) finalize draft Social Sustainability Vision Statement, b) finalize draft framework for Working Group process. • Preparation of report to Council seeking endorsement of proposed Social Sustainability Vision Statement, draft framework for Working Group process, and draft Communications Framework. • Invitations to participants for Working Group process. 	
2010 September - November	PHASE 4: Exploring the issues and possible responses Outreach and Public Consultation	<ul style="list-style-type: none"> • Facilitation of Working Group consultation sessions. • Collection of any additional information deemed important for Social Sustainability Strategy that was not provided through Working Group process. • Preparation of summary reports on each set of Working Group consultation sessions. • Preparation of consolidated report summarizing Working Group outcomes and conclusions. 	
2010 November - 2011 June	PHASE 5: Developing the Strategy Outreach and Public Consultation	<ul style="list-style-type: none"> • Preparation of draft framework for Social Sustainability Strategy. • 4th Steering Committee meeting to a) review report on Working Group outcomes and conclusions, and b) finalize draft Social Sustainability Strategy framework. • Preparation of draft Social Sustainability Strategy. • 5th Steering Committee meeting to finalize draft Social Sustainability Strategy. • Submission of draft Strategy to Council for endorsement in principle. • Solicitation of public comment on draft Strategy. → • Preparation of summary of public feedback, and of a draft Implementation Framework for Strategy. • 6th Steering Committee meeting to a) review public feedback on draft Strategy and refine Strategy as required and b) finalize Implementation Framework. • Endorsement of Strategy by Council. 	 We are here
2011 July - Onwards	PHASE 6: Implementing and monitoring the Strategy	<ul style="list-style-type: none"> • Pursuit of implementation actions, monitoring of implementation, and recommendations for adjustments to Strategy as necessary in future. 	



Framework

