



# Burnaby Social Sustainability Strategy

June 2011



Burnaby  
Social  
Sustainability  
Strategy



# Developing the Burnaby Social Sustainability Strategy Vision



# ent options

We like #2 because it is  
SIMPLE • CLEAR



[EQUITABLE / J.U.S.T]

A socially sustainable Burnaby is  
CARING + INCLUSIVE, LIVEABLE + RESILIENT,  
ENVIRONMENTALLY HEALTHY and ECONOMICALLY  
VITAL. We EMBRACE DIVERSITY, CELEBRATE  
CREATIVITY, and PARTICIPATE ACTIVELY  
in community life.

**OPTION 2**  
...encompasses everything...

Like SIMPLICITY + SUCCINCTNESS  
OF #2 -- WITH EMOTIVE + EXPLANATORY  
ELEMENTS OF #3

## OUR BURNABY IS ...

- CARING and INCLUSIVE,
- SAFE, LIVEABLE and JUST,
- ENVIRONMENTALLY HEALTHY and
- ECONOMICALLY VITAL.

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

VALUES  
APPROACH

CREATIVITY



MUTUAL  
Respect

Responsibility



ENGAGEMENT

Self-actualization  
+ OPPORTUNITY

Freedom

SAFETY

CO-OPERATION

DIVERSITY



Pride

HARMONY



Inclusive

ACCOUNTABILITY



# Burnaby Social Sustainability Strategy

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◀ Burnaby City Council launched the Social Sustainability Strategy process in March 2010. Here, Steering Committee members discuss strategic priorities for the Strategy.

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Senior citizens attending the City Hall Pavers Ceremony.

Students painting at a Byrne Creek Stream of Dreams event.



◀ Opposite page: Snack time at a family drop-in at South Burnaby Neighbourhood House.



Edmonds Community School students celebrate the season at the Edmonds Santa Claus Parade.



PERRY'S PROSPECTS  
JEFF KINNEY

Snakehead  
ANTHONY HOROWITZ

Snakehead  
ANTHONY HOROWITZ

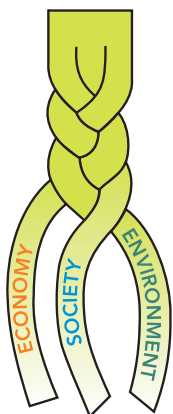
new moon  
STEPHANIE MEYER  
BREATHLESS  
THE SULLIVAN SAGA  
STEPHANIE MEYER

Snakehead  
ANTHONY HOROWITZ

Snakehead  
ANTHONY HOROWITZ

# I. Introduction

*Social sustainability is about people – individuals and the community working together to meet their needs, realize their potential, and prosper in a healthy environment...*



The three strands of sustainability

◀ **Burnaby Reads – One of the entries for Burnaby's Literacy Now 2009 photo contest.**

Photo credit: Jenni Madison

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, City Council has undertaken the development of a Social Sustainability Strategy for Burnaby. Social sustainability is one of three dimensions of overall sustainability -- the others being environmental and economic. Since the three are interrelated, the City will look for opportunities to make progress on all three over time. An initiative focused on the development of a community food strategy, for example, which encourages healthy food choices and local, ecologically sound and affordable food production could have positive results for the health and economic security of people, reduce carbon emissions from food transportation, and improve the financial viability of the local food sector.

Social sustainability is about people – individuals and the community working together to meet their needs, realize their potential, and prosper in a healthy environment.

Burnaby's Social Sustainability Strategy articulates a social sustainability vision and long-term sustainability goals for Burnaby. It proposes initiatives for the City and others, acting within their respective mandates or in collaboration, to move us toward that vision and those goals. The Strategy will guide Burnaby's plans and resource allocations in the social realm over the next 10 or so 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.

## Overview of the Process to Develop the Strategy

Burnaby City Council launched the Social Sustainability Strategy process in March 2010 with its approval of the process overview and timeline, depicted on Page 4.

To guide development of the Strategy, the Mayor and Council appointed a 25-member Steering Committee composed of Burnaby community members. Committee members have contributed a broad base of expertise in and commitment to a wide range of social issues. Their role has been to:

- represent the community during the development of the Strategy
- set the direction for and lead the development of the Strategy
- help elicit broader community interest and involvement in the Strategy development process
- advise on and ultimately endorse the elements and contents of a draft Strategy for Council's consideration.

See **Appendix 1** for a list of Steering Committee members.

Under the over-arching concept of “the Creative City”, through a series of meetings the Steering Committee:

- developed the Social Sustainability Vision
- identified six themes for exploration
- contributed to a Working Group process with other community members
- approved a Framework for the Social Sustainability Strategy
- identified possible actions to carry Burnaby toward realization of its vision and goals
- approved a draft Strategy for public consultation
- responded to public feedback by revising and fine-tuning the Strategy for Council's ultimate approval.

*Through a series of meetings,  
the Steering Committee  
developed the Social  
Sustainability Vision...*

**Appendix 2** provides an overview of public consultation on the Strategy.



The public consultation process for the draft Strategy included mall displays in each geographic quadrant of Burnaby.

# Process Overview

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



BURNABY BLUES + ROOTS FESTIVAL

BURNABY  
BLUES  
& ROOTS  
FESTIVAL

BURNABY  
BLUES  
& ROOTS  
FESTIVAL

TELUS  
CHEVROLET  
TELUS

TELUS  
CHEVROLET  
TELUS

Global

## II. Understanding the Burnaby Context

### **Burnaby's Strengths**

Burnaby benefits from many positive features that contribute to social sustainability. Some of the most important attributes are briefly described below.

#### **Diverse and well-educated population**

With a population of more than 227,000, Burnaby is the third-largest municipality in British Columbia. Half of Burnaby's residents are immigrants and 55% are visible minorities. In Burnaby homes, over 100 languages are spoken. Almost 70% of residents in the 25- to 34-year age range have a post-secondary certificate, diploma or degree. Burnaby's diversity enriches and strengthens the community.

#### **Exceptional community services and facilities**

Each of Burnaby's geographic quadrants hosts a range of high-quality City-owned facilities: libraries, recreation centres, sports fields, fire halls, seniors' centres, youth centres, and community police offices. Senior governments, businesses, community groups, not-for-profit service agencies, and Burnaby's dynamic and progressive Board of Trade have contributed other valuable facilities and services. Other notable assets include Burnaby General Hospital and places of worship for many faiths and denominations.

#### **Outstanding educational institutions**

Burnaby has a strong public school system, comprised of eight secondary and 41 elementary schools. This includes seven elementary schools designated as community schools that focus on both the educational needs of students and the social, educational and information needs of the immediate community. Two post-secondary institutions are headquartered in Burnaby: Simon Fraser University (SFU) and British Columbia Institute of Technology (BCIT). Burnaby is also home to the Knowledge Network – British Columbia's public education broadcaster – and a variety of private institutions offering career, language and other programs.

#### **Thriving arts, cultural, recreational and sports scene**

The City's showpiece is the Shadbolt Centre for the Arts, a multi-purpose community arts facility situated in picturesque Deer Lake Park. Burnaby is home to a number of regional outdoor cultural festivals, including the Burnaby Blues and Roots Festival. The City has a library in each geographic quadrant and excellent recreational opportunities offered through its community centres, pools, playing fields, Swangard Stadium and other facilities. Local residents in financial need are able to apply for assistance through the Recreation Credit Program.

*With a population of more than 227,000, Burnaby is the third-largest municipality in British Columbia...*

- ◀ **Burnaby is home to a number of regional outdoor cultural festivals, including the Burnaby Blues and Roots Festival held each year in August at picturesque Deer Lake Park.**

### Sound economic base

Statistics Canada data indicates that Burnaby has roughly 116,000 jobs and 110,000 residents in the labour force. Regionally, Burnaby has a competitive advantage in utilities, information technology, construction, wholesale trade, education services, manufacturing and retail trade. The City updated its Economic Development Strategy in 2007. Burnaby is one of the few debt-free municipalities in British Columbia.

### Variety of housing choices

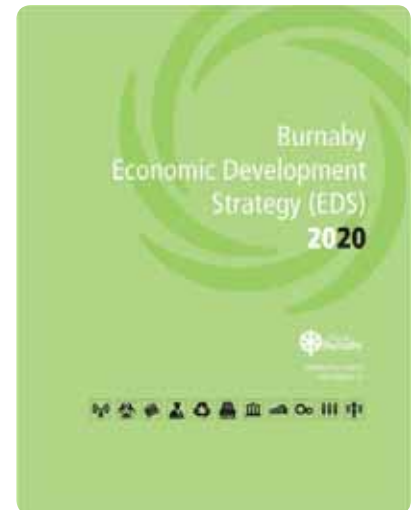
Burnaby's housing stock is varied, comprising single-family dwellings (27%), two-family dwellings (27%), apartment units in buildings of fewer than five storeys (27%), and apartment units in buildings of more than five storeys (19%). There were over 78,000 occupied private dwellings in Burnaby at the time of the 2006 Census. Burnaby has a large stock of rental, and co-operative and other forms of non-market<sup>1</sup> housing: in fact, Burnaby has the third-largest share of non-market housing units among Metro Vancouver municipalities, with 6,170 units. Burnaby is home to 232 assisted living units, and 508 supportive housing units for seniors and persons with physical and mental disabilities. Burnaby's housing resources include a transition house for women and children fleeing domestic violence, as well as nine units of second-stage housing for the same target population. As well, there is a short-stay housing facility for persons with mental illness, along with several houses providing support in a group-living situation for high-risk youth, and adults with mental illness or drug and alcohol addictions. The Burnaby Centre for Mental Health and Addiction offers integrated and residential long-term treatment for British Columbians who have combined mental health, physical health and addictions issues.

### Wealth of natural assets

Roughly 25% of Burnaby's land area is devoted to parks and open space. The city also boasts forested and mountain areas, watercourses, freshwater lakes, remnant bog areas, wetlands, and coastal and estuarine areas.

Through the Strategy development process, community members have confirmed these strengths and also noted: Burnaby's character as a welcoming, caring community; the sense of community-ownership among Burnaby citizens; the City's tradition of social action; and the City's experience in collaborating with community organizations, business associations, and neighbourhood groups. All of these assets, accomplished over time, as well as a myriad of social initiatives the City has undertaken over the past 30 years, provide the foundation on which the City builds its Social Sustainability Strategy. Examples of the City's social achievements and activities – presented as Strengths to Build On – can be found in Section VI in the discussion of Strategic Priorities and Suggested Actions.

<sup>1</sup> Non-market housing includes public, non-profit and co-operative housing, primarily built through government-funded programs, which provides safe, secure and affordable accommodation to households with low-to moderate-incomes (some projects may include a component of market rent units).



**Burnaby's Economic Development Strategy was updated in 2007.**



**New housing development in the Edmonds Town Centre.**



**Spectacular view from atop Burnaby Mountain.**



## Burnaby's Challenges

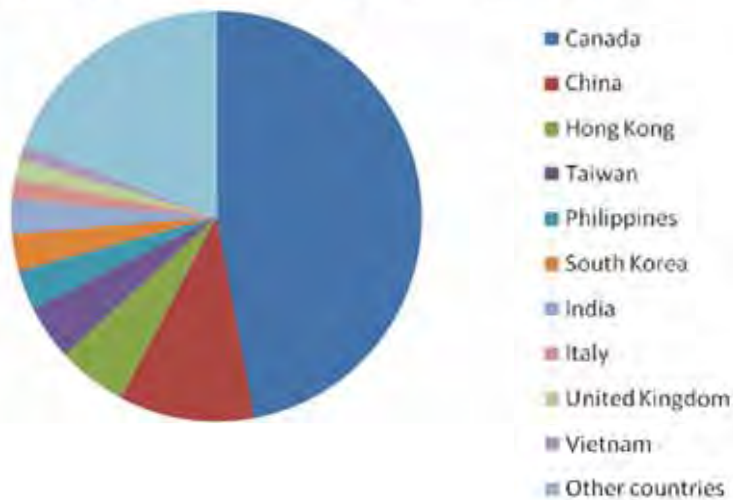
One of the purposes of the Social Sustainability Strategy is to challenge Burnaby to do even better and to prepare it for a constantly changing social environment. Some of the social issues and trends Burnaby will need to manage now and in the coming years are outlined below. As noted above, Burnaby is doing much to respond to these issues and this Strategy proposes many actions that can help the City do more.

Municipalities across Canada are – and will continue to be – on the front line for issues involving: homelessness and declining housing affordability; shortage of high-quality, affordable child care and elder care; an aging population; high-risk behaviour of some youth; and availability of safe, healthy, local and affordable food. Burnaby is not immune to these national and global trends, pressures and issues. There are also some challenges that Burnaby feels more acutely, as follows.

### Increasing cultural diversity

Over the past 25 years, Burnaby's population has become much more culturally diverse, a fact that has both enriched and strengthened the social fabric of the community, and presented challenges in terms of language, settlement, and integration of immigrants and refugees. Some of the newcomers who have settled in Burnaby in recent years are refugees, who are supported by affordable rental housing and community services. Trends suggest that new immigrants and visible minorities with a range of cultural backgrounds will continue to be attracted to Burnaby.

Country of Birth of Burnaby Residents - 2006

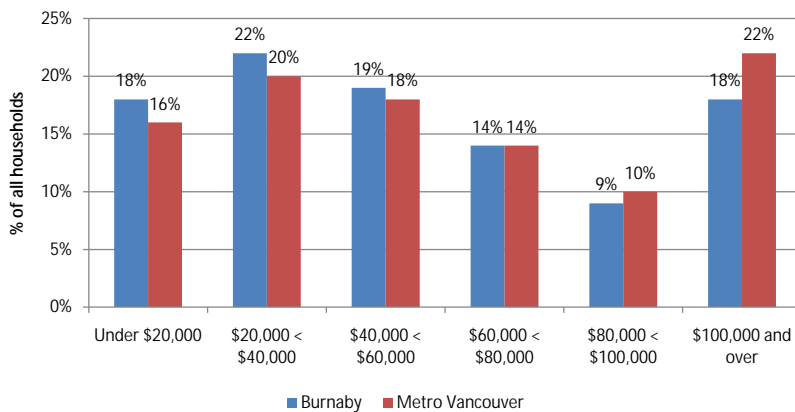


Immigrants represent over 50% of Burnaby's population.

### High level of poverty

Poverty is a serious issue confronting some residents of Burnaby, many of whom are increasingly challenged in accessing basic life necessities. Burnaby's 2005 median annual household income of \$50,205 ranks the city 17th among 22 municipalities/entities comprising Metro Vancouver. Almost 20% of Burnaby households had incomes below \$20,000 in 2005. Poverty tends to be concentrated in specific neighbourhoods. Contributing factors appear to be unemployment, lack of high school graduation, single-parenthood, recent immigration, and a high percentage of income spent on housing.

Income Distribution - 2005



Almost 20% of households had incomes below \$20,000 in 2005.

### Limited Municipal Access to Financial Resources

As with other municipal governments, Burnaby lacks significant taxation powers beyond property taxes. The City accomplishes its mandate with only eight cents of every tax dollar, while the other 92 cents go to the federal and provincial governments. With such a limited tax base, municipalities are challenged to provide the public services and infrastructure for which they are responsible (e.g., recreation and cultural facilities, libraries, fire and police protection, sewers, waste collection), let alone attempt to respond to matters that are within federal and provincial jurisdiction, but that are felt acutely at the municipal level.



Municipalities receive approximately eight cents of every tax dollar.

### Municipal Role

The City of Burnaby has a long history of involvement in the social sphere, despite the fact that municipalities have limited resources and limited jurisdiction to act on matters of social welfare. **Appendix 3** provides information on the jurisdictional responsibilities of the various levels of government. Burnaby's responsive municipal government has helped the community to make the most of its varied assets and respond to its challenges. The City's track record led to it being named the Best Run City in Canada by Maclean's Magazine in 2009. Within its mandate, the City can influence social sustainability through thoughtful application of the following levers:

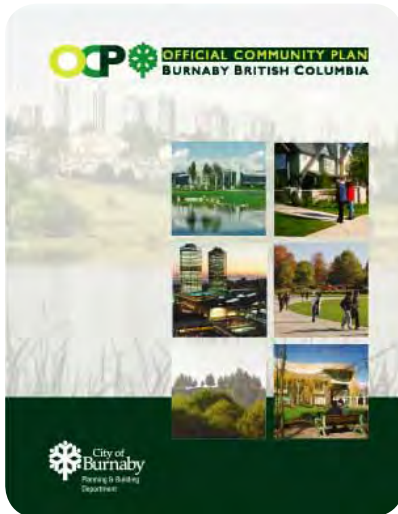


Burnaby City Hall.

- planning
- social policies
- advocacy
- regulations (bylaws, licensing and guidelines)
- direct service delivery
- infrastructure and facility ownership
- civic engagement and outreach
- partnerships
- community capacity-building and support.

## Key Partners

To achieve its social sustainability goals, the City of Burnaby will need to act in partnership with other organizations and groups that have important and often unique roles to play. The following constituent groups or sectors have been identified as key contributors to implementing suggested actions and advancing toward the vision and the goals. Their suggested primary roles are noted.



Burnaby's Official Community Plan.

### • Non-Profit Agencies and Community Organizations

- ▶ Operate programs and services
- ▶ Raise awareness
- ▶ Share best practices
- ▶ Advocate
- ▶ Provide advice
- ▶ Plan and promote events

### • Provincial and Federal Governments

- ▶ Provide funding
- ▶ Develop policy and programs
- ▶ Enact legislation

### • Burnaby Board of Trade/Business Associations/Tourism Burnaby

- ▶ Educate and raise awareness
- ▶ Plan and promote events
- ▶ Market events and ideas
- ▶ Advocate
- ▶ Liaise with business community
- ▶ Provide funding or in-kind resources (e.g., venues)

### • General Business Community

- ▶ Mentor and facilitate employment integration
- ▶ Sponsor, fund, and provide in-kind support
- ▶ Share best practices
- ▶ Educate and raise awareness
- ▶ Plan and promote events
- ▶ Model Corporate Social Responsibility (CSR)
- ▶ Advocate



Burnaby Family Life Institute staff and volunteers.

- **Burnaby School District and Other Schools**
  - ▶ Offer school buildings as facilities, venues or community hubs
  - ▶ Provide classroom education
  - ▶ Provide gardens
  - ▶ Provide information and awareness to students
  - ▶ Advise and assist
  
- **Fraser Health and Other Health Organizations**
  - ▶ Provide services and information
  - ▶ Advocate
  
- **Educational Institutions (Colleges, Universities and Institutes)**
  - ▶ Provide advice
  - ▶ Provide practicum students
  - ▶ Provide information and awareness to students
  
- **Foundations and Other Funders**
  - ▶ Provide funding
  
- **Faith and Ethno-Cultural groups**
  - ▶ Plan and promote events
  - ▶ Provide venues
  - ▶ Provide advice
  - ▶ Provide volunteers
  
- **Developers**
  - ▶ Provide amenities
  
- **Burnaby Residents**
  - ▶ Provide advice
  - ▶ Participate/volunteer
  - ▶ Advocate
  
- **Local Media**
  - ▶ Publicize information



Burnaby Board of Trade function.



Buckingham Elementary School.

From this list of contributors and roles it is evident that, to achieve success, the City will need to rely on and work with others to:

- raise awareness and educate on key social issues
- advance advocacy initiatives
- plan, promote, sponsor and fund events and programs
- operate programs and services.





The Academic Quadrangle at Simon Fraser University on Burnaby Mountain.

The McGill branch of Burnaby Public Library in north Burnaby.



The Rhododendron is Burnaby's official flower.



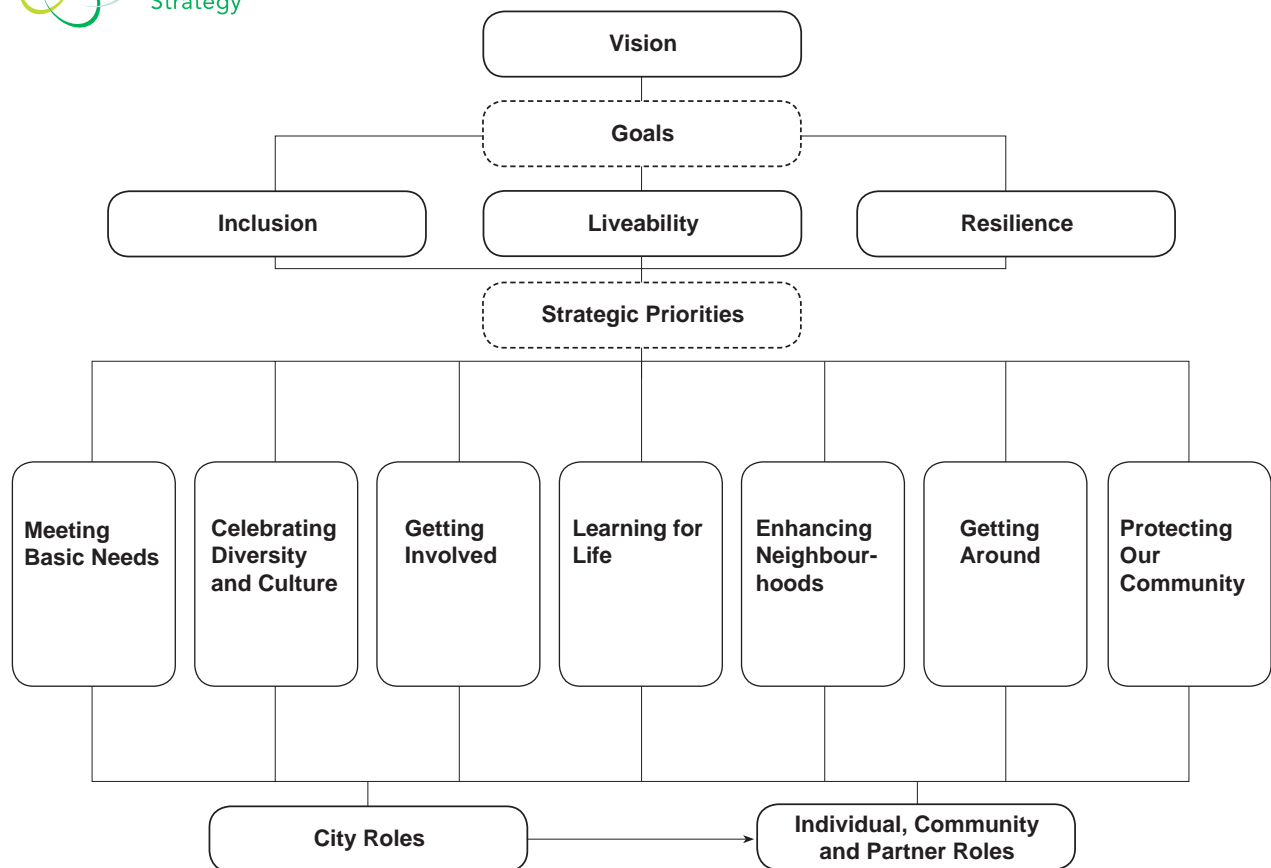


# III. Framework for the Social Sustainability Strategy

The Framework for Burnaby's Social Sustainability Strategy includes a long-term Vision, three 10-year Goals and seven Strategic Priorities. The Strategy will be brought to life by the City acting within its mandate and in cooperation with partners. The relationship of these elements is shown below.



## Framework



◀ Approximately 25% of Burnaby's land area is devoted to parks and open space.





# IV. Burnaby's Social Sustainability Vision

## Our Burnaby is...

- Caring, inclusive and vibrant,
- 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.



As defined by the Strategy Steering Committee, the intent of the terms in the vision statement are:

**Caring:** we are compassionate and sensitive to the needs of our community and each other.

**Inclusive:** we are welcoming, and embrace and promote accessibility for all.

**Vibrant:** we have vitality, vigour, positive energy, and a zest for life and activity.

**Safe:** we are free from fear, and secure from risk and harm in our community.

**Liveable:** we enjoy a high quality of life and a wide range of opportunities for meeting our needs and our potential.

**Just:** we treat each other fairly, demonstrate mutual respect, and ensure equal opportunity for all.

**Environmentally Healthy:** we protect, nourish and promote the well-being of the land, air and water which supports life.

**Economically Vital:** we contribute to and share in the benefits of responsible and dynamic prosperity.

**Diversity:** we see our differences as a source of strength and opportunity.

**Culture:** we value the arts, the humanities, shared values and attitudes, and other products of human intellect and invention.

**Creativity:** we think, plan and act with imagination.

**Belonging:** we feel connected to and accepted by a community.

**Participation:** we engage actively as individuals, groups and organizations, fostering community.

**Adaptability:** we are flexible and resourceful in the face of change.

- ◀ Hastings Street at Willingdon Avenue on Hats Off Day, an annual community celebration in the Heights. It features a colourful parade followed by a celebratory street party where families, friends, merchants and non-profit associations enjoy the best of their vibrant neighbourhood.

BRITISH COLUMBIA  
INSTITUTE OF TECHNOLOGY



# V. 10-Year Goals

*Burnaby will be strengthened by a spirit of shared positive action and co-operation...*

◀ Burnaby has a strong public school system, comprised of eight secondary and 41 elementary schools (including seven community schools). Two post-secondary institutions are headquartered in Burnaby: Simon Fraser University and the British Columbia Institute of Technology (BCIT). Pictured here are students outside BCIT.

To advance Burnaby toward its social sustainability vision, three 10-year goals have been articulated. The goals frame the City's long-range plans over a 10 or so year period, creating a framework for action on the City's overarching vision. The goals are intended to be inspiring and practical, helping the City and others to focus their efforts on top City priorities over the coming decade or so.

Burnaby's Social Sustainability Goals are:

- Community Inclusion
- Community Liveability
- Community Resilience

## Community Inclusion

**Goal:** Burnaby will be an inclusive community.

*Why set this goal?*

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.

## Community Liveability

**Goal:** Burnaby will continue to be liveable for those who live, work, learn, play and visit.

*Why set this goal?*

A liveable community responds 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. To remain liveable in the face of future changes will require diligence.

## Community Resilience

**Goal:** Burnaby will be a resilient community, able to adapt and thrive in times of change.

*Why set this goal?*

The past two decades have brought unprecedented change and all indications are that the pace of change can only accelerate. 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, fired by a creative and innovative mindset that supports and is supported by a flourishing economy and environment.





City Councillor Pietro Calendino arrives with candy canes at the 2010 Edmonds Santa Claus Parade.

RCMP Staff Sergeant Major John Buis marches in the Edmonds Santa Claus Parade.



Preschool children enjoy an arts and crafts program.



# VI. Strategic Priorities and Suggested Actions

Burnaby will need a mix of actions to accomplish its social sustainability goals and vision. 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 are more than a collection of initiatives. They provide a structure to the Social Sustainability Strategy and will guide the City as it makes decisions over the next 10 or so years. In this way, the Strategic Priorities may be thought of as lenses for considering future opportunities. The Strategic Priorities are presented in the Strategy in random order and not in order of their perceived importance.

*Some of the suggested actions represent immediate opportunities and some signal a direction for the City to adopt over time...*

Within each Strategic Priority are suggestions for actions that the City may consider to meet its goals. Some of the suggested actions represent immediate opportunities and some signal a direction for the City to adopt over time. The City will give priority to actions that fall within the City's mandate and:

- make progress in more than one of the strategic priority areas and/or
- forge links across the social, environmental and economic dimensions of sustainability and/or
- benefit multiple stakeholders and meet multiple needs.

Given the limitations on municipal resources noted earlier, the actions in this Strategy 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.

Suggested actions are grouped by theme within each Strategic Priority (e.g., Economic Security, Healthy Living). Suggestions within each theme are further grouped into three categories: Building on our Foundation, Expanding our Horizons, and Breaking New Ground. Although some could appear in more than one category and – as noted above – could facilitate progress in more than one strategic priority area, they have been placed in what is considered the most relevant category for purposes of clarity and presentation.

◀ Celebrating Canada Day in Burnaby at one of many street parties.

#### **The Building on our Foundation suggested actions:**

- 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 suggested actions:**

- 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 suggested actions:**

- 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.



Annual City Appreciation Dinner for the City's volunteers.



2011 Financial Plan.



The section for each Strategic Priority is illustrated with three different types of "information boxes". The first type – identified as "How it Works" – helps to explain some of the suggested solutions in more detail. The second type – identified as "Partnerships" – explains how an existing partnership works. The third type – identified as "Linkages and Connections" – aims to show the connection between one issue, suggested action or concept and another.





The holiday season at Burnaby's Heritage Village.

Burnaby has four distinct town centres. Pictured here is Metrotown.



Soccer at Burnaby's Swangard Stadium.



# Strategic Priority 1: Meeting Basic Needs

*Healthy living includes not only access to health services, but also healthy lifestyle practices through nutrition, recreation and connection with a healthy environment...*

The Strategic Priority of Meeting Basic Needs 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. Economic security is more achievable in a strong, diverse and vibrant local economy. Affordable and suitable housing means that Burnaby residents of all income ranges and stages in life have access to a continuum of safe, accessible and affordable housing, including the support services they need, ranging from transition and emergency to private market ownership housing. Healthy living includes not only access to health services, but also healthy lifestyle practices through nutrition, recreation and connection with a healthy environment.

Residents whose basic needs are not met may be limited in their ability to participate in the life of their community. Meeting basic needs is, therefore, essential to achieving the goal of community inclusion. A community with a strong foundation may be also better positioned to respond creatively to changing social, economic and environmental conditions, helping to achieve the goal of resilience. Some of the suggested actions to meet basic needs, such as efforts to reduce poverty and supports for healthy living, also make Burnaby a more liveable community for everyone.

## **Strengths to Build On**

Burnaby has a strong tradition of social equity which shows in the relatively high priority historically given to meeting basic needs. Some key examples include:

### **Economic Security**

- Advocacy against reductions in child care subsidies and proposed changes to income assistance.
- Adoption of a City Fair Wage Policy in 1988 which stipulates that building/construction contractors on City projects over \$250,000 will be paid a rate comparable to those of City workers and workers associated with building trade unions.
- Development of a Municipal Child Care Policy, the Child Care Resources Group and five City-owned child care centres. The Child Care Policy, adopted in 1993 and revised in 2000, aims to ensure the development of affordable and quality child care spaces in Burnaby. The Child Care Resources Group is an advisory body to Council on child care matters.

- ◀ **Burnaby has focused on developing programs and policies that support healthy living. Pictured here is the Burnaby Farmers Market. In 2011, the Farmers Market will be held on Saturdays from May to October at the Burnaby Village Museum.**

## Affordable and Suitable Housing

- Adoption of several policies and practices designed to encourage the development of affordable or adaptable housing options (e.g., City land leases, fast-track approvals process<sup>2</sup>, and permit fees deferral for non-market housing; grants from the City's Housing Fund; reduced parking standards for non-profit, seniors, and supportive housing; requirement that 20% of units in newly developing communities on publicly owned land be affordable; and affordable and special needs housing identified as an eligible community benefit under the Community Benefit Bonus Policy).<sup>3</sup>
- Participation in local and regional initiatives to address homelessness.

## Healthy Living

- Adoption of the Healthy Community Policy in 1991, a policy designed to ensure that the needs of vulnerable groups are considered in City initiatives.
- Sponsorship of Citizen Support Services, a volunteer-based program that provides a variety of health-related services to seniors and children.
- Increasing attention to local food sources, such as support for the Farmers Market, backyard beekeeping and community gardens.
- Strong support for active living through the Recreation Credit Program and other recreation programs and facilities. The City spends approximately \$850,000 per year for the Recreation Credit Program and offers an array of low-cost/no-cost programs at multiple locations and for various age groups to help maximize use of the credit.
- Provision of lease grants to non-profit organizations occupying City-owned space.
- Co-operative and collaborative nature of the Burnaby service provider community.
- Requirement for developer provision of community benefits such as non-profit office space, child care centres, and affordable and special needs housing through the Community Benefit Bonus Policy.
- Advocacy against the elimination and/or downgrading of services at Burnaby Hospital.
- Promotion of citizen stewardship of parks and conservation areas through the stream-keeper program and numerous environmental initiatives (e.g., invasive weed removal, plantings, educational displays, and activities) as part of Rivers Day and Environment Week events.
- Establishment of and support for an Environment Committee which advises Council on environmental issues such as environmental policy, invasive plant management, biodiversity and green space conservation, watershed plans, stormwater management, waste management, and "green" initiatives.

<sup>2</sup> Adopted in 1991, the Fast-Track Approvals Policy ensures that processing priority is given to development applications for non-market housing.

<sup>3</sup> Through Burnaby's Community Benefit Bonus Policy, developers are allowed to build extra density in the four town centres in return for providing a community benefit. Eligible benefits are detailed in the Burnaby Zoning Bylaw, and can include actual amenities such as child care centres, environmental enhancements and housing units or a cash contribution for future use by the City.

## How it Works

### The City's Housing Fund

is funded by developer contributions obtained through the Community Benefit Bonus Policy. A portion of the contributions is allocated to the Housing Fund to be used toward City-initiated or community-sponsored affordable housing projects. Generally, the Fund is used to offset City-related project development costs such as application and permit fees, development cost charges, and off-site servicing requirements. The Fund is not intended to be used to offset future operating costs.



**Avalon Housing Cooperative in east Burnaby.**



**Some of the youth recipients of the 2011 City of Burnaby Environmental Star Awards.**



Circle time at the City-owned Cameron Children's Centre in Lougheed Town Centre.



The City-owned Madison Children's Centre in Brentwood Town Centre.



Burnaby Family Life Institute offers child minding for parents attending its services.

### Suggested Actions

Within this Strategic Priority, the City can take action to improve economic security, support healthy living and encourage development of a range of housing options that are affordable and suitable for people with various housing needs. Suggested actions include:

#### Economic Security

##### Building on our Foundation

1. Examine the Burnaby Zoning Bylaw for opportunities to facilitate the development of more child care facilities (e.g., allowing child care as a permitted use in commercial districts).
2. Continue to advocate to the federal and provincial governments for a comprehensive and integrated child care plan which establishes an early care and learning system that is universal, publicly funded, inclusive, affordable, and of high quality.

##### Possible Partners and their Roles:

- Federal government: 1) provide funding and sign provincial/territorial agreements for a comprehensive, integrated and national early care and learning system.
  - Provincial government: 1) establish an early care and learning system that is universal, publicly funded, inclusive, affordable, and of high quality; 2) provide ongoing, stable funding for such system.
  - Burnaby Board of Trade, business associations, Burnaby School District, non-profit agencies and community organizations: 1) assist with advocacy efforts regarding a comprehensive and integrated early care and learning system.
3. Seek other opportunities, through such means as partnerships, to facilitate the creation of additional, affordable child care spaces, including those for school-aged children.

##### Possible Partners and their Roles:

- Provincial government: 1) provide operating funding for quality child care spaces; 2) provide capital funding for quality child care spaces.
- Foundations: 1) provide capital funding for quality child care spaces.
- General Business Community: 1) seek opportunities to develop on-site child care spaces; 2) provide funding for – or support in other ways – the development of quality child care spaces.
- Non-profit agencies, community organizations, faith and ethno-cultural groups: 1) sponsor the development of and operate quality child care spaces.
- Burnaby School District, other schools, educational institutions, and developers: 1) provide space for child care operations.

4. Continue to negotiate for City-owned child care centres through the Community Benefit Bonus Policy.
5. Continue to advocate to the federal and provincial governments for a stronger system of community-based seniors care to ensure timely access to the full range of public services which seniors need to remain independent and connected members of the community.

*Possible Partners and their Roles:*

- Federal government: 1) provide funding for a comprehensive and integrated system of seniors care services.
  - Provincial government: 1) establish a stronger system of community-based seniors care services; 2) provide ongoing, stable funding for such a system.
  - Burnaby Board of Trade, business associations, Burnaby School District, non-profit agencies and community organizations: 1) assist with advocacy efforts.
  - Fraser Health Authority: 1) assist in delivering seniors care services.
6. Continue to advocate to the federal and provincial governments for poverty reduction and other measures that enhance economic security.

*Possible Partners and their Roles:*

- Provincial government: 1) increase the minimum wage; 2) revise policies to allow income assistance and disability benefit recipients to keep supplemental income to eliminate employment disincentives and reduce household poverty; 3) develop comprehensive child care and elder care strategies with funding to support them.
- Federal government: 1) support the provincial government in developing child care and elder care strategies.
- Burnaby Board of Trade, business associations, general business community: 1) assist with advocacy efforts.

**Expanding our Horizons**

7. Consider reviewing eligibility criteria and income thresholds for the Recreation Credit Program to render non-family households eligible for the credit, and to assess the feasibility of offering some level of credit to those households with incomes over the Low Income Cut-offs<sup>4</sup> but within the fourth and/or fifth income quintiles.<sup>5</sup>

*Possible Partners and their Roles:*

- Community organizations: 1) provide advice on how to structure the system.

<sup>4</sup>The Low Income Cut-offs or LICOs, established by Statistics Canada, identify those who are substantially worse off than average. The City uses the LICOs in determining eligibility for the Recreation Credit.

<sup>5</sup> A quintile represents one-fifth (20%) of the total number of households. Households in the fourth and fifth income quintiles have the lowest household income of all households in Burnaby.



Seniors play bridge at Confederation Community Centre.

Partnerships

The City of Burnaby Parks, Recreation and Cultural Services has worked for many years with Burnaby Community Connections to deliver the Recreation Credit Program. This program provides low-income families with a 'credit' that can be used towards Parks, Recreation and Cultural Services program fees and admissions. Burnaby Community Connections assists the City by verifying applications to make sure that applicants are eligible to receive support.



Youth enjoy a Burnaby Parks and Recreation yoga class.



**A work place tour for newcomers, sponsored by the Burnaby Board of Trade and the Burnaby Intercultural Planning Table.**

### How it Works

**A social enterprise** is a business venture operated by a non-profit entity which sells goods or services for the purpose of creating a financial and a social return. The social enterprise fills a need the market does not, provides an opportunity to advance a mission, and/or distributes profits to a social purpose.



**The Burnaby Hospice Society's thrift store is a social enterprise.**

- Burnaby residents, including youth: 1) provide input on proposed changes.

8. Consider engaging the Burnaby Board of Trade and business associations in discussions to enhance opportunities for job training, mentorship programs and practicum placements, especially as a means for new immigrants to gain Canadian work experience, and for youth, people with disabilities and others with employment challenges to acquire employment experience.

#### *Possible Partners and their Roles:*

- Burnaby Board of Trade, business associations: 1) serve as role models and advocate to membership.
- General business community: 1) create opportunities.
- Educational institutions and other organizations with mentorship programs: 1) offer resources and expertise in setting up new programs.
- Community organizations: 1) provide advice on employment needs and possible workplace supports for target groups; 2) support employment-challenged clients in workplace settings.

9. Build on the City's commitment to economic justice by examining the implications of supporting an adequate wage standard for City staff and contractors. If deemed feasible, work with the Burnaby Board of Trade to investigate how such a standard might be advanced among other employers.

#### *Possible Partners and their Roles*

- Burnaby Board of Trade: 1) serve as a wage standard role model; 2) advocate to its membership.
- General business community: 1) adopt adequate minimum wage standards.
- Non-profit agencies and community organizations focused on elimination of poverty: 1) help raise awareness of the need for higher wages.

#### **Breaking New Ground**

10. Encourage the Burnaby Board of Trade and business associations to assist in creating opportunities for the establishment of social enterprises and to form partnerships for ongoing support.

#### *Possible Partners and their Roles:*

- Burnaby Board of Trade, business associations, general business community: 1) seek opportunities to support the establishment of social enterprises; 2) seek opportunities to form partnerships to develop and support social enterprises.
- Non-profit agencies and community organizations, faith and ethno-cultural groups: 1) provide expertise on social enterprise; 2) help to establish social enterprises.

## Affordable and Suitable Housing

### Building on our Foundation

11. Consider developing or clarifying criteria for use of the City's Housing Fund to fill gaps in the city's housing continuum. For example, consider whether the Fund should be permitted to offset acquisition costs in addition to site development costs currently identified.
12. Continue to lease City-owned properties for non-market and supportive housing which is affordable to low- and moderate-income households, and for residential services such as safe houses and transition houses in order to increase the supply of such housing in the city.
13. Continue to add to Burnaby's stock of adaptable/accessible housing units suitable for persons with disabilities, seniors and others with unique access needs through the Community Benefit Bonus Policy.
14. Seek more effective ways to advocate to the federal and provincial governments, including through Metro Vancouver, the Union of British Columbia Municipalities (UBCM) and/or the Federation of Canadian Municipalities (FCM), for programs and policies that reflect a full continuum of housing options, and that make it easier for municipalities to support affordable and suitable housing.<sup>6</sup>

### Possible Partners and their Roles:

- Federal government: 1) develop a National Housing Strategy that envisions a full range of housing options; 2) provide transfer payments to the provinces to assist with construction of housing affordable to low- and moderate-income households.
  - Provincial government: 1) provide capital and operating funding programs for non-market and other forms of housing affordable to low- and moderate-income households; 2) grant municipalities the authority to zone for rental housing.
  - Federation of Canadian Municipalities, Union of British Columbia Municipalities, Metro Vancouver, and Urban Development Institute (UDI): 1) participate in advocacy efforts regarding funding for non-market and other forms of housing affordable to low- and moderate-income households.
15. Consider revising the City's Adaptable Housing Policy to ensure the construction of an adequate stock of adaptable housing units to meet the needs of those with disabilities and an aging population.

<sup>6</sup> The full continuum of housing options is generally considered to include:

- private home ownership
- private market rental
- rental assistance in the private market
- independent social housing (e.g., co-operatives, non-profit housing operated by third parties)

- transition, supportive and assisted living (e.g., transition houses and 2nd stage housing for victims of domestic violence, residential treatment facilities those with mental illness and/or addictions, seniors housing with meals and housekeeping services available)
- emergency shelter and housing for the homeless.



**Garden Square Housing Co-operative provides 58 non-market housing units and is situated on City-owned land.**



**Richard Faucher, Burnaby Association for Community Inclusion, Ryan Bosa, Embassy Development Corporation and Mayor Derek Corrigan celebrate the opening of nine accessible housing units achieved through the Community Benefit Bonus Policy.**

### How it Works

**Adaptable housing** is housing that is designed to adapt to people's needs through all stages of their lives, including disability, illness or injury. It includes design and construction features that can be modified at minimal cost to suit people's changing needs, thereby significantly decreasing renovation costs, and allowing occupants to age in place.

Burnaby's Adaptable Housing Policy encourages developers of multiple-family residential buildings to voluntarily provide 5% of the units in a development as adaptable.



## Linkages and Connections

In addition to reducing housing costs for both owners and renters, different **housing options** such as suites can provide households with other benefits:

- Owners on a fixed income (e.g., seniors) can remain in their own homes longer by renting a suite. Also, having someone living close by can provide a sense of security.
- Extended families can live close together. A suite could provide a first home for an adult child or accommodation for an aging parent.
- A suite could provide housing for a caregiver who provides child care or elder care.
- Suites expand the supply of rental housing and provide opportunities for tenants to live in areas that have easy access to schools, shopping, recreation centres and other services.

Expanding the range of housing options helps create more complete communities by enabling citizens from a wide range of economic levels and age groups to live within neighbourhoods.

### *Possible Partners and their Roles:*

- Developers: 1) provide input on revised policy; 2) provide adaptable housing units in multiple-family residential developments.
- Non-profit agencies and community organizations: 1) provide input and expertise on revised policy.

16. Look for opportunities to work with senior levels of government, businesses, Fraser Health, community organizations and others to facilitate the development of housing that is supportive of, and suitable and affordable to specific target groups such as low- and moderate-income households, and those experiencing mental illness, addictions, family violence, homelessness and other challenges.

### *Possible Partners and their Roles:*

- Federal government: 1) provide transfer payments to the provinces to assist with construction of housing affordable to low- and moderate-income households, and with appropriate supports for the specific target groups.
- Provincial government: 1) provide capital and operating funding programs for non-market and other forms of housing affordable to low- and moderate-income households and with appropriate supports for the specific target groups; 2) provide sites for affordable and supportive housing.
- Federation of Canadian Municipalities, Union of British Columbia Municipalities, Metro Vancouver, and Urban Development Institute: 1) participate in advocacy efforts regarding funding for non-market and other forms of housing with appropriate supports for the specific target groups.
- Business associations, general business community: 1) model Corporate Social Responsibility by supporting efforts to provide housing for the specific target groups.
- Fraser Health: 1) provide advice and expertise on supports required for the target groups; 2) prioritize funding for supportive housing for the target groups.
- Non-Profit agencies and community organizations: 1) provide advice and expertise on supports required for the target groups; 2) assist with establishing and operating supportive housing; 3) provide support for the target groups.

### **Expanding our Horizons**

17. To facilitate housing affordability for a wide range of Burnaby residents, consider the feasibility and advisability of allowing – and regulating, as appropriate – additional housing options (e.g., secondary suites, laneway housing, coach houses) in residential areas, and revise the Burnaby Zoning Bylaw if and as appropriate.

18. Consider consolidating and updating the City's several housing policies and programs into a comprehensive Burnaby Housing Strategy that recognizes the importance of partnerships and housing to other



aspects of social sustainability, such as healthy living (e.g., negotiating for food garden space in new developments) and inclusion (e.g., mandating a portion of adaptable units in multi-family developments).

*Possible Partners and their Roles:*

- Burnaby Board of Trade, community organizations: 1) participate in development of the housing strategy.

19. Consider a review of City bylaws, policies and practices in order to reduce possible regulatory barriers to innovative, alternative, and supportive types of housing options. Such a review could focus, among other things, on requirements related to lot size and parking.

*Possible Partners and their Roles:*

- Non-Profit agencies, community organizations, developers, Fraser Health: 1) provide feedback on regulatory barriers.

**Healthy Living  
Building on our Foundation**

20. Continue, where feasible, to make affordable program/office/storage space available to Burnaby-based non-profit social service and community agencies through lease grants and the Community Benefit Bonus Policy.

21. Continue to advocate to the provincial government for high-quality local health services spanning acute health, homecare, mental health, dental care, addictions, and outreach. Work with Fraser Health to assess needs in specific areas such as elder care and support services, long-term care, youth specific services such as detox and addictions treatment, dental and eye care services for low-income households, and the availability of nurse practitioner clinics and medical labs.

*Possible Partners and their Roles:*

- Provincial government: 1) provide adequate funding for a broad continuum of health care services.
- Federal government: 1) provide transfer payments to the provinces for health care.
- Fraser Health: 1) assess needs in specific areas; 2) target additional funding for illness prevention and wellness programs.
- Community groups, Burnaby residents, general business community: 1) advocate to senior governments for adequate funding for health care.

22. Continue to advocate to the provincial government for an adequately funded Burnaby-based hospital that addresses the broad range of community health needs.



The City-owned Alan Emmott Centre is a community facility and home to the Community Centred College for the Retired.



An early literacy program in space leased by the City to Burnaby Family Life Institute.



Main entrance to Burnaby Hospital.

## Linkages and Connections

Urban areas can be shaped into **healthy built environments** when they are laid out in a way that promotes:

- physical activity (e.g., good pedestrian routes)
- healthy eating (e.g., access to gardening space)
- clean air (e.g., encouragement of non-motorized forms of transportation)
- provision of high-quality water (e.g., “green” management of rainwater run-off).

These types of design features have been shown to improve the health and overall well-being of community members, resulting in decreased use of emergency care.



**The Heights Garden Society leases land from the City for its community garden.**

### *Possible Partners and their Roles:*

- Provincial government: 1) provide adequate funding for Burnaby Hospital.
- Federal government: 1) provide transfer payments to the provinces for health care.
- Fraser Health: 1) make the maintenance of services at Burnaby Hospital a funding priority.
- Community organizations, Burnaby residents, general business community: 1) advocate to senior governments for adequate funding for Burnaby Hospital.

### **Expanding our Horizons**

23. Consider updating and re-launching the Healthy Community Initiative<sup>7</sup> to promote and deliver programs that include:

- health promotion and chronic disease prevention
- benefits of walking and pedestrian- and bicycle-friendly development
- good nutrition
- tobacco- and drug-reduction
- information on emotional and sexual health (e.g., healthy relationships)
- awareness of health and support services available – family care/physicians, acute care, homecare, Burnaby Youth Hub, and others.

### *Possible Partners and their Roles:*

- Fraser Health and other health organizations: 1) provide information and funding for promotion.
- Burnaby School District, other educational institutions: 1) distribute information and support nutritional and walking initiatives in schools.
- Non-profit agencies, community organizations, local media, doctors' and other medical offices: 1) distribute information.

24. Consider the incorporation into community plans of “Healthy Built Environment” principles, and look for opportunities to design environments that work for all segments of the population (e.g., children, youth, seniors, people with disabilities).

### *Possible Partners and their Roles:*

- Fraser Health: 1) provide information and expertise on “Healthy Built Environment” principles.
- Educational institutions: 1) conduct research into successful design principles.

25. Look for opportunities to work with neighbourhoods, landowners, strata councils, businesses, and developers to identify sites and other opportunities for community food gardening (e.g., integrated with landscaping in multi-family residential projects, built-in planter boxes for balcony gardening, mobile gardens [i.e., plantings in large

<sup>7</sup>The Healthy Community Initiative was a citizen-based committee which operated between 1993 and 1997, and which focused on encouraging Burnaby citizens to become involved in building a healthier Burnaby.

planters that could be used on vacant land and moved when development commences]).

### Possible Partners and their Roles

- General business community: 1) sponsor community gardens; 2) donate seeds, soil, garden tools and supplies for community gardens; 3) promote food gardening.
- Burnaby School District: 1) designate land for school-based educational gardens; 2) encourage children to be more involved in gardening as part of the school curriculum and as an extra-curricular activity.
- Developers, strata councils, and other landowners: 1) identify sites for community gardening on their properties.
- Community organizations: 1) form gardening associations; 2) help to identify sites for community gardening; 3) help to identify and match participants for garden-sharing or gardening-mentoring programs; 4) co-ordinate garden-sharing and garden-mentoring programs.

### Breaking New Ground

26. Explore opportunities to facilitate the development of a community-based food strategy, consistent with the Metro Vancouver Regional Food System Strategy. Ensure the Burnaby strategy is linked to health, environment and anti-poverty goals, including access to affordable and nutritional food. Consider the following in the strategy:

- collaborate with healthy living and anti-poverty organizations and others to understand where the City can use its leverage to address gaps in the system
- build upon existing role modeling of healthy food choices by developing enhanced guidelines for food sold in City facilities
- promote the City's backyard beekeeping policy
- plant fruit trees for shade on City property
- promote composting
- review regulatory barriers to allowing leftover food from restaurants to be used by the Food Bank, in short-stay housing facilities, or in drop-in programs
- use green fencing options, especially those comprised of fruit- or vegetable-bearing plants, for City properties
- support the development of partnerships and programs which enhance food security (e.g., garden-sharing programs; garden mentoring programs; food drop-off at shopping centres and businesses)
- support community-based food initiatives such as community food gardening
- protect productive farmland.



Photo credit: Burnaby NewsLeader

Tending vegetables at the Burnaby and Region Allotment Association (BARAGA) garden in the Big Bend.

**BURNABY EMPTY BOWLS**  
A FOOD FIRST INITIATIVE

# NOSH FOR A CAUSE

HELP FIGHT HUNGER ACROSS BURNABY.  
ON WEDNESDAY APRIL 20, WE HAVE WORLD CLASS FOOD PREPARED BY SOME OF BURNABY'S TOP CHEFS.

MEET NOW'S TIME TRIO. TWO NEW RESTAURANTS AT THE SILENT AUCTION.  
RECEIVE YOUR CHOICE OF A ONE-OF-A-KIND HAND-THROWN CERAMIC BOWL.  
CREATED BY LOCAL BURNABY POTTERS AS A MEMORIAL TO THE NEED TO FILL EMPTY BOWLS FOR BURNABY CHILDREN AND ELDERLY.

**WHEN:** WEDNESDAY, APRIL 20, 5:00PM - 8:00PM  
**WHERE:** HILTON VANCOUVER - METROTRON CRYSTAL BALLROOM  
**COST:** \$60 WHICH INCLUDES YOUR UNIQUE CERAMIC BOWL.

**ORDER YOURS TODAY BY CALLING 604-664-8708 or 604-664-8225**  
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THE EVENING'S TOP CHEFS ARE:  
BOBBY JAGGER, THE FINE FINE RESTAURANT | JOHN GAMBETT, FINE DINE RESTAURANT | BOWEN LIU, HONOLULU RESTAURANT  
MIKE BARBER, SPICE HOUSE RESTAURANT | DANIEL CHANG, THE RESTAURANT AT THE COX SQUARE | JACK KATYK, HELLY BANGS  
CHRISTOPHER POTTERY GALLERY AND ARTISTON POTTERY GUILD | BURNABY POTTERY GUILD  
HONOLULU COLLECTIVE CERAMICS RESTAURANT | FURNISHMENTS POTTERY GUILD | FINEST WEST POTTERY GUILD  
HOLLYHAWK CHAIR, MARCEL DIERCKX CORPORA

www.burnabyemptybowls.blogspot.com

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CONTRIBUTING RESTAURANTS:  
BURNABY CITY OF BURNABY BURNABY FOOD BANK SCOTIABANK

ORGANIZED BY:  
Burnaby School District | City of Burnaby | Ministry of Children and Family Development | The Fair Tea Restaurant | Scotiabank | South Burnaby Neighborhood House

The Empty Bowls Gala raises funds for community food programs across the city.



Backyard beehive.



Produce for sale at Burnaby's Farmers Market.

### *Possible Partners and their Roles*

- Burnaby Food First: 1) take the lead on strategy development.
- Community organizations (e.g., healthy living and anti-poverty organizations; neighbourhood associations): 1) identify any gaps in the food security system at the municipal level; 2) form gardening associations; 3) help to identify and match participants for garden-sharing or gardening-mentoring programs; 4) co-ordinate garden-sharing and garden-mentoring programs.
- General business community: 1) promote food gardening.
- Burnaby School District: 1) designate land for school-based educational gardens; 2) encourage children to be more involved in gardening as part of the school curriculum and as an extra-curricular activity.
- Fraser Health: 1) provide information and expertise.
- Agricultural Land Commission: 1) provide advice on productivity of farmland.



Burnaby's Big Bend area has over 150 acres of prime farmland.



## Strategic Priority 2: Celebrating Diversity and Culture

*Support for a strong arts, culture and entertainment community enables unique celebrations of diversity...*

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 this Strategy, culture refers to both the practices, beliefs and languages of the many ethno-cultural groups that make up Burnaby's rich diversity, as well as the range of arts and cultural 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.

Why celebrate diversity and culture? Such celebration recognizes and builds upon Burnaby's increasingly diverse community, whether in terms of race, age, ability, sexual orientation, income level, gender, parental status or religious beliefs. By respecting and embracing differences and encouraging the unique contributions diverse people can make, it is possible to maximize the potential of all, build a stronger community, and prepare the City for the future, thereby supporting the goals of community inclusion, a liveable community and community resilience. Support for a strong arts, culture and entertainment community enables unique celebrations of diversity and further supports the liveable community goal.

### Strengths to Build On

Burnaby has long focused on supporting its increasingly diverse community and creating a welcoming environment for all to feel a sense of belonging, while also ensuring a wide range of artistic and cultural expression is available throughout Burnaby. Some key examples include:

◀ Burnaby has long focused on supporting its increasingly diverse community and creating a welcoming environment for all to feel a sense of belonging, while also ensuring a wide range of artistic and cultural expression is available throughout Burnaby. Pictured here is Captain Canada entertaining at Burnaby Discovery Day, Deer Lake Park.

### Cultural and Religious Harmony

- Membership in the Burnaby Intercultural Planning Table (BIPT), a unique community coalition that aims to build capacity in the community, and to provide better sources of information and community connectivity to the multiple stakeholders working to develop Burnaby as a welcoming community. In 2010, BIPT was awarded the first 'WelcomeBC' award from the Province for its exemplary efforts in connecting newcomers in Burnaby to the labour market and Burnaby's communities<sup>8</sup>. Current BIPT projects include the signature 'Breaking

<sup>8</sup> WelcomeBC is broad strategic framework led by the Provincial Ministry of Advanced Education and Labour Market Development that is designed to unite settlement, immigration and labour market services under a single umbrella.

Down the Barriers' workplaces tours, completed in partnership with the Burnaby Board of Trade, and an Inter-Faith Dialogue Project with the Christian, Islamic and Buddhist communities in Burnaby.

- Representation on the Intergovernmental Steering Committee for the WelcomeBC Welcoming and Inclusive Communities Workplace Program (WICWP)<sup>9</sup>. The Steering Committee has members from all three levels of government.
- Maintenance of "sister city" relationships with Kushiro, Japan; Mesa, Arizona; and Hwaseong City, Korea. Burnaby also enjoys "friendship city" relationships with six cities, including:
  - ▶ Taichung City, Taiwan
  - ▶ Zhongshan, China
  - ▶ Changshu, China
  - ▶ Lin-An City, China
  - ▶ Dongli District – City of Tianjin, China
  - ▶ Chongwen District – Beijing, China <sup>10</sup>.

The benefits of "sister city" and "friendship city" relationships include opportunities for the exchange of ideas, as well as an increased understanding of international issues. Also, these relationships help to build a basis for shared economic growth and exchange, including possibilities for increased tourism and strengthened business relationships. A "friendship city" becomes a "sister city" after a strong relationship has been developed between the two communities.

### Discrimination- and Barrier-Free Community

- **General Equity:**
  - ▶ Adoption of an Equity Policy in 1994 that addresses issues of discrimination related to gender, sexual orientation, religion, ethnicity and race.
  - ▶ Certification as a "Safe Harbour", and commitment to providing an inclusive workplace environment and promoting diversity in the community. Safe Harbour locations offer an immediate safe refuge from mistreatment, and staff are trained to respond to discrimination. In 2009, the City was awarded the first annual Safe Harbour Champion award<sup>11</sup>.
  - ▶ Establishment of and support for an Inclusive Services Committee through the Parks, Recreation and Cultural Services Department to help implement the goal of providing programs and services that are accessible to all people, particularly those who have traditionally been underrepresented or who face barriers to accessing services.

<sup>9</sup>WICWP is a provincial government initiative designed to support all levels of government to work together to build inclusive communities in which immigrants can realize their full potential, racism is eliminated and cultural diversity is valued and celebrated through funding, research and education projects.

<sup>10</sup>"Sister City" relationships are more formal than those with friendship cities, involving commitments to finance regular exchange visits. "Sister City" relationships are generally struck with cities that have comparable populations and geography.

<sup>11</sup>Safe Harbour is operated in B.C. by the Affiliation of Multicultural Societies and Service Agencies of B.C., and funded by WelcomeBC. The goal of Safe Harbour is to engage businesses, agencies and municipalities to work collaboratively to build safe and inclusive communities that celebrate diversity.



Participants at the Breaking Down the Barriers forum, sponsored by the Burnaby Intercultural Planning Table and the Burnaby Board of Trade.



# SAFE HARBOUR

## RESPECT FOR ALL

Burnaby received the first annual Safe Harbour Champion Award in 2009.



**embracing diversity**  
sharing our songs and rhymes



An online community resource to inspire sharing across cultures.  
View, learn, and be ready to make new friends.

[www.embracingdiversity.bpl.bc.ca](http://www.embracingdiversity.bpl.bc.ca)



The Burnaby-based Embracing Diversity Project encourages learning about cultural diversity and promotes inclusiveness.



Adapted weight training equipment.

• **Cultural Diversity:**

- ▶ Significant increase, over the past three years, at the Burnaby Public Library, in resources, services, and programs serving residents who speak a language other than English.
- ▶ Establishment by the Burnaby Public Library of a Chinese interface on its website, which links patrons directly to the Library's Chinese catalogue. There is also a link to information in Chinese on a wide range of topics, including newcomer information, Library programs, and community information.
- ▶ Adoption by the Library Board of a number of recommendations arising from an audit of the Burnaby Public Library's "World Languages Collection". Currently, books in languages other than English account for 11% of the Library's total annual book circulation.
- ▶ Launch, by the Burnaby Public Library, of a new family literacy initiative in autumn 2010. "My First Language" kits are for use by new immigrant families with young children and by more established families interested in maintaining first language use at home.
- ▶ Co-sponsorship – through the Burnaby Public Library – with the Burnaby Intercultural Planning Table of an "Embracing Diversity" Project launched in February 2011. This new web-based public education project, developed in Burnaby, uses children's songs and rhymes, in more than a dozen languages, to encourage learning about cultural diversity and to promote inclusiveness.
- ▶ Maintenance of an Employee Language Bank made up of City employees who speak and read languages other than English. These staff provide interpretation services for residents seeking to access City services who have difficulty speaking English.
- ▶ Adoption of a Multicultural Policy that ensures that people of all ethnic and cultural backgrounds are able to fully and comfortably participate in civic affairs.
- ▶ Participation in the Burnaby School District's Advisory Committee, which oversees the Settlement Workers in Schools Program. The Committee, which is also composed of school-based settlement workers, school administrators, key government ministry representatives and representatives of community settlement agencies, is intended to ensure coordinated service delivery and collaborative partnerships.

• **Different Abilities:**

- ▶ Provision of \$50,000 annually within the City's budget for capital projects to improve physical accessibility in City-owned facilities (e.g., stair lifts, path upgrades, hearing assistive devices in theatres, automatic doors and accessible washrooms).
- ▶ Publication of the Burnaby Access Guidebook, which helps people with disabilities to access City facilities, services, and amenities. The online version is currently being updated, and 2007 print editions are available.
- ▶ Provision of a wide range of adapted recreation programs for people with disabilities; the City provides assistance to anyone who requires help to access a program or service.

- ▶ Establishment of and support for the Burnaby Access Advisory Committee, whose members are Burnaby residents, and which provides advice and direction to the Planning Department on accessibility issues in the city.
  - ▶ Adoption of an Adaptable Housing Policy to promote the development of adaptable housing.
  - ▶ Annual participation in Access Awareness Day in June by hosting presentations or events that raise awareness of accessibility issues and opportunities in the city.
- **Age-Related:**
    - ▶ Implementation of the Burnaby Youth Strategy since its adoption in 1996. The purpose of the strategy is to ensure youth have a strong voice and active involvement in decisions affecting themselves and their community and also to ensure that City policies, programs and services are available, accessible, affordable, and completed in collaboration with youth.
    - ▶ Operation of four youth centres which offer programming and facilities specifically for youth.
    - ▶ Annual celebration of Youth Week, a fun and interactive celebration intended to build a stronger connection between young people and the community.
    - ▶ Support for the development of the Burnaby Youth Hub, a multi-service facility offering an alternative school program, a youth health clinic, counselling, a drop-in space, and many other services. The Hub opened in November 2010.
    - ▶ Provision of an exceptional Home Library Service by the Burnaby Public Library. The program serves residents who are elderly, visually impaired or homebound either in their own home or in a care facility.
    - ▶ Operation of four seniors' recreation centres offering a variety of programs and activities, including exercise, health and arts programs, daily lunches, outing trips and support groups.
    - ▶ Coordination, through Citizen Support Services, of over 350 volunteers to provide services to seniors and children who need a helping hand. Supports include grocery shopping, phone buddies, volunteer visitors and a lunch program.
    - ▶ Participation in community-based coalitions, including the Burnaby School Aged Initiative, the Burnaby Child and Family Council, the Burnaby Early Childhood Development Community Table, the Voices of Burnaby Seniors Task Force, Burnaby Seniors Interagency Society, and the Burnaby-New Westminster Task Force on Sexually Exploited and At-Risk Youth.

## Linkages and Connections

When we **make it easier for people with disabilities to get around and participate**, we are all enriched. Aside from the obvious benefits of ramps and wider doorways to seniors, or families with strollers, the greatest win is that people with disabilities are able to contribute their work skills, volunteer energy, and other talents to the economy, culture and life of Burnaby.



Youth enjoy foosball at the KRIB (Kids Recreating in Burnaby) youth centre.



Burnaby Public Library's Home Library Service provides library materials to residents who are homebound.



**Potters turning bowls at the Shadbolt Centre for the Arts.**



**Children enjoy a ride on the 1912 C.W. Parker Carousel at the Burnaby Village Museum.**



**A summertime community arts performance.**

## **Arts, Culture and Entertainment**

- Development and operation of the Shadbolt Centre for the Arts, a multi-purpose arts facility offering a year-round schedule of art classes, performances, festivals, exhibitions and special events. It includes a 285-seat theatre; a 150-seat black box theatre; six dance studios; musical rehearsal rooms; meeting rooms; pottery studios; gas, electric, raku, sawdust and wood-soda kilns; an art store; a scene shop and a café.
- Operation of Bill Copeland Sports Centre, which has a spectator capacity of 2,000, along with 73,000-square-feet of space available for conventions, consumer shows, concerts and banquets.
- Adoption of an Arts Policy which focuses on promoting and increasing the status and professional excellence of the performing, visual, literary, and community arts in Burnaby.
- Adoption of an Art in Public Places Policy, which determines appropriate locations, acquisitions and promotions for public art, located throughout the city. Some public art is facilitated through the rezoning process.
- Management of the Burnaby Art Gallery located at Deer Lake Park, which is dedicated to presenting contemporary and historical art exhibits and events by local, national and international artists. The Art Gallery is responsible for the acquisition and care of the City of Burnaby Permanent Art Collection.
- Sponsorship of the Artist-in-Residence program at the Shadbolt Centre which provides opportunities for professional artists to work on individual creative projects and to contribute to the development of their artistic discipline in the community. Participants receive in-kind support in the form of a studio, and rehearsal and performance space.
- Adoption of an Art Education Policy which provides a framework for the acquisition, care, handling and usage of City-owned artworks within educational settings.
- Provision of arts and culture programs, including painting, theatre and sculpture classes.
- Establishment of and support for the Parks, Recreation and Culture Commission, which advises Council on parks and parks property expenditures, care, development, management and operations. As well, the Commission works with other publicly funded agencies, such as the Burnaby Board of Education and the private sector, to provide recreation, leisure and cultural services.
- Engagement of a Community Arts Coordinator to facilitate art projects with local community members and partner organizations and groups.
- An increased emphasis, through the Burnaby Public Library, on the literary arts and storytelling. The Library has expanded the number of author readings – many given by local writers – and storytelling events it hosts annually.
- Maintenance of Burnaby Village Museum, which is a 10-acre heritage site with an authentic turn-of-the-century town. It is managed by the Parks, Recreation and Cultural Services Department.
- Adoption of a Heritage Planning Program to administer the City's stewardship of its civic-owned heritage sites, initiate education and

awareness projects and provide opportunities to protect privately owned heritage resources.

- Establishment of and support for the Community Heritage Commission, which advises Council on matters concerning the identification, management and preservation/restoration of buildings and sites with historical significance in Burnaby.
- Development of the Community Heritage Register as the official list of heritage properties in the city, including those protected under the Heritage Designation Bylaw or other legal agreements that prevent their alteration without the permission of City Council.
- Adoption of a Heritage Interpretation Plaques and Signs Program through which signage for heritage buildings and historic sites, including the Trans-Canada Trail, the Hastings Heights neighbourhood, the 1891 Central Park interurban tramline (now SkyTrain) and Deer Lake Park, is installed.
- Maintenance of a Heritage Burnaby website which provides information on community assets, heritage services and historic collections.
- Sponsorship of the “Festivals Burnaby” pilot project grant program, which has a budget of \$250,000 per year for the next three years, for seed funding for neighbourhood or city-wide festivals, celebrations, parades, tournaments, games and special events (e.g., Hats Off Day in the Heights, Santa Claus Parade in Edmonds), and a budget of up to \$200,000 per year for three City-sponsored events (Burnaby Blues and Roots Festival, Vancouver Symphony Orchestra’s Symphony in the Park, and Civic Square Summer Sundays).



The Heritage Burnaby website provides an online collection of historic photographs. Pictured here is Burnaby Council in 1910.

### Suggested Actions

Within this Strategic Priority, the City can take action to support cultural and religious harmony, reduce barriers to full participation and support a strong arts, culture and entertainment experience for Burnaby residents. Suggested actions include:

### Cultural and Religious Harmony

#### Building on our Foundation

27. Continue to provide support for intercultural entities, such as the Burnaby Intercultural Planning Table, which assist with the settlement and integration of newcomers to Burnaby, through administrative and other in-kind assistance.
28. Continue to nurture and expand cultural and economic exchanges with Burnaby’s “sister” and “friendship” cities.

#### Possible Partners and their Roles:

- Federal government: 1) provide funding for exchange visits with sister and friendship cities.
- Provincial government: 1) provide funding for exchange visits with sister and friendship cities.



Pie-eating contest – Gilmore Community Council was the first recipient of a Festivals Burnaby grant for its Country Carnival in May 2011.

### How it Works

**Intercultural organizations, activities and initiatives** promote respect and mutual understanding among all cultures and faiths through partnerships between a wide range of community groups. They emphasize ongoing cooperation, communication about differences through respectful discussion, and the building of a shared community spirit through joint projects.



A Lunar New Year dancer performs at a Burnaby Board of Trade event.



Patrons seeking information at the Tommy Douglas branch of the Burnaby Public Library.



### Expanding our Horizons

29. Explore opportunities for developing Burnaby Day on September 24 (Burnaby's birthday), as a significant city-wide event to celebrate Burnaby's cultural mosaic.

#### *Possible Partners and their Roles:*

- Federal government: 1) provide funding.
- Provincial government: 1) provide funding.
- General business community, business associations, community organizations including sponsors of the Bonsor Multicultural Festival, faith and ethno-cultural groups: 1) sponsor, plan and participate in the event; 2) host tours and activities.
- Burnaby residents: 1) participate in the event.

30. Help to address the community's spiritual needs by working with others to increase opportunities for interfaith dialogues, learning, and positive interactions amongst faith groups through such means as provision of venues and administrative support.

#### *Possible Partners and their Roles:*

- Provincial government: 1) provide funding to support the Burnaby Intercultural Planning Table to expand its education/dialogue forums.
- Community organizations, Burnaby School District: 1) organize and promote dialogues.
- Faith communities: 1) offer tours of their religious facilities; 2) organize and promote dialogues.

31. Look for opportunities to expand recognition of the practices and celebrations of a range of cultures in City plans, programming, and services (e.g., Lunar New Year and Diwali in recreational programming).

#### *Possible Partners and their Roles:*

- Community organizations including ethno-cultural groups: 1) provide advice on practices and celebrations; 2) promote participation among their membership.

### Discrimination- and Barrier-free Community

#### **Building on our Foundation**

32. Building on past practice, consider ongoing mandatory diversity training for all City staff. Consider opening up training opportunities to others, as appropriate.

33. Consider the expanded translation of key City documents on an ongoing basis, as well as the use of images in City publications that reflect the diversity of the community.

34. Work with others to establish more youth-friendly events – such as festivals, dances, swims, movie nights, and outings – programs, including after-school and drop-in programs, and spaces throughout the city.

*Possible Partners and their Roles:*

- Burnaby School District: 1) make space available on school property for after-school activities and facilities.
- Non-profit agencies, community organizations and service clubs:
  - 1) provide programming and/or funding for youth-friendly spaces;
  - 2) provide input on safety and supervision.
- Youth: 1) work with program and event sponsors to ensure safety and appropriate supervision.

35. Look for opportunities to promote and expand youth programming through the City's youth centres and other venues such as schools (e.g., later evening, weekend and after-school programs, expanded target age group to include 12-year olds, additional floor space, an additional youth centre in the Burnaby Central area.)

*Possible Partners and their Roles:*

- Community organizations, general business community, foundations and other funders: 1) provide capital and/or operating funding.
- Developers: 1) provide space for new centre(s) in developments.
- Community organizations, Burnaby residents, including youth:
  - 1) provide input into the expansion of programming.
- Burnaby School District: 1) provide venues and programming.
- Non-profit agencies: 1) assist in promotion and distribution of information

**Expanding our Horizons**

36. Look for opportunities to provide leadership in reducing all forms of discrimination, including those related to race, gender, age, sexual orientation, and income level. Possible activities include:

- educate the public as to what discrimination is
- sign the Declaration of the Canadian Coalition of Municipalities Against Racism and Discrimination and develop a Plan of Action to implement its commitments to reduce racism and discrimination
- continue to provide equal opportunities as a municipal employer, service provider and contractor.

*Possible Partners and their Roles:*

- Federal government: 1) provide funding for awareness-raising and other possible actions.
- Provincial government: 1) provide funding for awareness-raising and other possible actions.
- Community organizations including ethno-cultural groups: 1) provide advice on possible actions.

37. Build upon the City's Citizen Support Services program to increase community outreach to isolated seniors.



**Hamming it up at the KRIB youth centre.**



**Seniors enjoy a lunch together, organized through Citizen Support Services.**

**Partnerships**

The **City of Burnaby's Citizens Support Services (CSS)** has a long-standing and effective partnership with **Fraser Health** to support mutual programming. Fraser Health staff refer isolated seniors to CSS programs such as Grocery Shop by Phone and Volunteer Visitors. In turn, CSS volunteers provide assistance at Fraser Health breast-feeding, immunization, and flu-shot clinics.



Girl Guides learning to knit at Seton Villa in north Burnaby.



Volunteers get ready for a community barbecue at Maywood Community School.



Community school coordinators engage in a community planning exercise.

*Possible Partners and their Roles:*

- Voices of Burnaby Seniors Task Force and other seniors' groups: 1) help to identify isolated seniors.
- B.C. Housing Management Commission and other seniors' housing management groups: 1) help to identify isolated seniors in their housing complexes and provide outreach workers with access to them.
- Non-profit agencies and community organizations: 1) provide advice on outreach to seniors; 2) collaborate with any Citizen Support Services outreach initiatives.
- Provincial government, United Way of the Lower Mainland: 1) provide funding for outreach worker positions.

38. Look for opportunities to encourage and support seniors' (inter-generational) participation in school-aged children's activities at schools, libraries, recreation centres and other public venues.

*Possible Partners and their Roles*

- Voices of Burnaby Seniors Task Force, seniors' societies associated with City recreation centres, Volunteer Grandparents, and other seniors' groups: 1) promote participation among seniors; 2) help to identify senior participants and opportunities.
- Burnaby School District: 1) welcome and facilitate inter-generational activities.

39. Consider researching and developing programs and facilities that address niche access needs (e.g., girls-only recreation events, women-only swim times, design of change rooms and showers) to enable all members of the community to participate.

*Possible Partners and their Roles:*

- Community organizations, including ethno-cultural groups: 1) provide advice on cultural practices requiring special consideration; 2) promote participation in programs among their members.

40. Continue to encourage the exploration of additional models (for providing information and referral services and for coordinating services) to support immigrant settlement and integration in Burnaby's elementary and secondary schools (e.g., engage paid coordinators similar to community school coordinators, build volunteer and administrative capacity within schools, promote the Strong Start model, enter into/support partnerships with organizations focused on settlement, and deployment of neighbourhood outreach workers).

*Possible Partners and their Roles:*

- Federal government: 1) provide adequate funding to support immigrant and refugee settlement and integration.
- Provincial government: 1) provide adequate funding to support immigrant and refugee settlement and integration.
- Burnaby School District: 1) identify "lead" schools for focus; 2) identify needs with assistance of Parent Advisory Councils;

3) provide funding; 4) offer assistance and expertise through existing community schools and co-ordinators.

- Non-profit agencies: 1) provide volunteers; 2) identify needs.

41. Consider becoming a "disability confident" organization, which:

- understands how disability affects all aspects of the City's operations
- creates a culture of inclusion and removes barriers for people with visible and invisible disabilities
- makes adjustments to enable specific individuals to contribute and participate as employees, patrons and suppliers
- acts as a regional role model for other local governments and organizations
- supports, as appropriate and feasible, organizations striving to remove barriers.

#### *Possible Partners and their Roles:*

- Organizations representing persons with disabilities: 1) provide advice on barriers and their removal.

#### **Breaking New Ground**

42. Continue to advocate to the federal and provincial governments for funding to develop a multi-service hub on City-owned land in the Edmonds area. The proposed hub would provide a broad range of services for immigrants, seniors, families and others living in the widely diverse Edmonds area.

#### *Possible Partners and their Roles:*

- Federal government: 1) provide capital funding for the hub.
- Provincial government: 1) provide capital funding for the hub.
- Fraser Health, non-profit agencies: 1) provide programming at the hub.

#### **Arts, Culture and Entertainment**

##### **Building on our Foundation**

43. Continue to develop and implement a communication strategy, including use of the City's website, to widely advertise the City's "Festivals Burnaby" grant program.

#### *Possible Partners and their Roles:*

- Tourism Burnaby, business associations: 1) assist in promoting the program.
- Local media, community organizations, including faith and ethno-cultural groups: 1) advertise and promote the program.

44. Help to promote and advertise Burnaby events, especially to groups that may not currently widely participate, such as those from diverse cultures (e.g., consider translations, ethnic media).

#### How it Works

##### **Disability confident**

**organizations** demonstrate a commitment to hiring people with disabilities, attracting people with disabilities as customers, positively portraying people with disabilities in advertising schemes, and operating fully accessible places of business.



Accessing the washroom at Burnaby City Hall.



Sharing our Cultures event, organized by South Burnaby Neighbourhood House.





Dance performance at the Shadbolt Centre for the Performing Arts.



Turning a bowl at Mathers House in Deer Lake Park.



Racing down Hastings Street in the Giro di Burnaby.

*Possible Partners and their Roles:*

- Tourism Burnaby, business associations: 1) take the lead in marketing events; 2) sponsor and/or initiate events.
- Community organizations, including faith and ethno-cultural groups, local media: 1) advertise and promote events.

45. Consider designing new City facilities that have the flexibility to accommodate the performing arts and art exhibits, as appropriate.

**Expanding our Horizons**

46. Consider reviewing and updating the mandates of the Parks, Recreation and Culture Commission, the Visual Arts Advisory Committee of the Burnaby Art Gallery, and the Burnaby Arts Council to foster coordination and efficiencies between the bodies and to enhance their collective capacity to support and promote the arts in Burnaby.

47. Explore options for giving local writers, poets, painters, sculptors, potters, musicians, and other artists a higher profile, including the showcasing of their work at City facilities.

*Possible Partners and their Roles:*

- Burnaby-based writers' and artists' guilds and societies: 1) assist in showcasing emerging artists; 2) help identify Burnaby's rich written and artistic expression.
- Ethno-cultural groups: 1) help identify storytellers and other artists.

48. Help to foster an active arts and culture scene in all four geographic quadrants of the city by looking for opportunities to provide each quadrant with access to actively programmed multi-functional performance and cultural space. Such space could be located in/at either City or non-civic facilities. Aim for a continuum from formal centres with performance and rehearsal space, lobby, and display areas to multi-use facilities, and informal and outdoor venues.

*Possible Partners and their Roles:*

- Burnaby School District: 1) through existing agreements with the City, make cultural space available in schools.
- General business community: 1) offer indoor and outdoor space for occasional cultural events.

49. Consider undertaking research to identify barriers to the sponsorship of events in Burnaby (e.g., cost and lack of facilities, regulations concerning venues, requirements that community sponsors match funding contributions, lack of volunteers, and issues regarding parking, transit and noise), and develop recommendations to help community and business groups overcome these barriers.

*Possible Partners and their Roles:*

- Community organizations, general business community: 1) provide information on barriers.



## Strategic Priority 3: Getting Involved

*An involved community is an engaged community, where neighbours know each other and there are strong connections across diverse groups...*

A community is strengthened when trust and social bonds are forged between individuals, groups and organizations. An involved community is one in which individuals, groups and organizations actively participate in, contribute to, 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. This priority supports the goals of community inclusion by fostering participation in community life; community liveability through enhanced overall quality of local life; and community resilience through a more socially cohesive community better able to adapt to the realities of a changing world.

### Strengths to Build On

The City operates on a philosophy of citizenship and participation, whether on the part of individuals, community groups, or local businesses and organizations. This philosophy is translated into a number of initiatives and programs. Some key examples include:

### Civic and Community Engagement

- Establishment of and support for a system of committees which advise Council on a wide range of topics and issues. Some committees are required under Provincial legislation while others are unique to Burnaby. Many of the committees include citizen representatives.
- Sponsorship of a Community Grants Program which provides grants to non-profit community agencies to help cultural, athletic and volunteer groups to provide services or promote activities beneficial to Burnaby. For 2011, \$159,340 has been allocated for community grants.
- Provision of an annual grant to Volunteer Burnaby to support volunteering in Burnaby.
- Recognition of Burnaby volunteers through the Kushiro Cup Citizen of the Year (presented annually to one resident for outstanding lifelong achievement in volunteering) and Local Hero Awards (focused on other volunteers who have made a noteworthy contribution to the Burnaby community over an extended period of time). Volunteers who serve on City committees and advisory groups are also honoured at the annual City Appreciation Dinner.
- Engagement of Parks and Recreation Community Program Coordinators and Burnaby Public Librarians who work with Burnaby's seven Community School Coordinators and the community in the development of recreation, community, and early literacy and learning programs.

- ◀ **The City of Burnaby operates on a philosophy of citizenship and participation, whether on the part of individuals, community groups, or local businesses and organizations. This philosophy is translated into a number of initiatives and programs. Burnaby promotes citizen stewardship of parks and conservation areas through the stream-keeper program and numerous environmental initiatives as part of Rivers Day and Environment Week events.**

## Business Participation

- Through staff support and other means, the City helps to foster the development of informal business associations (e.g., Edmonds Business and Community Association) and formal business improvement areas, as defined under the Provincial Local Government Act (e.g., Heights Merchants' Association, North Road Business Improvement Association).
- The City relies on the Burnaby Board of Trade (BBOT) to provide some economic development services, and provides a grant to support that work. The BBOT acknowledges the interplay of social, economic and environmental issues, and has established a Social Development Committee and an Environmental Sustainability Committee that identify issues, promote dialogue, provide advice, and advocate for change with the BBOT's membership. Recent initiatives include successfully proposing an advocacy policy resolution on early childhood development to the Canadian Chamber of Commerce (CCC) on the benefits that a strong, well-educated population will have on business (2009), and a 2010 resolution to CCC on the business costs of homelessness, which called on the federal government to create a national plan to address the issue. As well, the BBOT is working with the Burnaby Intercultural Planning Table to create a more welcoming and inclusive workforce community in Burnaby.

## Suggested Actions

Within this Strategic Priority, the City can take action to support civic, community and business participation. Suggested actions include:

### Civic and Community Engagement

#### Building on our Foundation

50. Create a how-to guide about how to get more involved and provide one's input at the civic level (e.g., on civic committees, at public hearings, at public forums, how/when to vote). Consider making the guide available in a range of languages, and attractive to youth.
51. Explore opportunities to expand the City's existing public consultation programs by:
  - offering additional open houses and information sessions on large new developments in town centres
  - incorporating social media communication channels
  - offering translation opportunities
  - fostering enhanced community participation throughout the planning process.
52. Review the range of opportunities for engaging community members in local environmental stewardship, and consider developing a program to expand opportunities and encourage increased community involvement in maintaining and promoting Burnaby's healthy ecosystems. Such a program would help raise awareness of Burnaby's environmental resources and the importance of, and opportunities for,



Mayor Derek Corrigan presents the 2011 Kushiro Cup Citizen of the Year award to Gloria Kravac.

## Partnerships

Through its Burnaby Streamkeepers Program, the **City of Burnaby** partners with and supports **environmental stewardship groups** that help to protect and restore Burnaby's many watercourses. There are currently 15 Burnaby streamkeeper groups, which are active in all areas of the city.



A community volunteer removes invasive plants.



**Burnaby children marking a storm drain to help protect fish habitat.**

**Linkages and Connections**

Getting **citizens involved in environmental projects** fosters civic pride, a sense of place, and new relationships which support community involvement and social cohesion. Involving children and youth in programs to improve our urban forested areas, watersheds, parks and civic spaces provides them meaningful roles and instills a sense of social responsibility.

Even simple environmental clean-up projects that reduce litter enhance the quality of life for all citizens. Offering ways for residents and businesses to become environmental stewards improves the City's social and environmental sustainability.



**VOLUNTEER  
BURNABY**

**Volunteer Burnaby receives an annual grant from the City to promote volunteering.**

enhancing them. Examples of possible opportunities include community litter clean-up days, an adopt-a-block litter control program, community tree-planting events, and community maintenance of open green spaces.

*Possible Partners and their Roles:*

- Stewardship groups: 1) identify stewardship opportunities; 2) participate in program development; 3) assist in recruitment; 4) train and coordinate volunteers.
- Non-profit agencies, community organizations (e.g., David Suzuki Foundation): 1) advise City on stewardship methods and techniques; 2) help spread the word about stewardship opportunities.
- Volunteer Burnaby: 1) provide advice on recruitment, training and coordination of volunteers.
- Burnaby School District: 1) provide increased stewardship opportunities for students.
- Federal and provincial governments and Metro Vancouver: 1) provide funding for major environmental initiatives (e.g., Burnaby Lake dredging, land acquisition).
- Burnaby residents: 1) participate in initiatives.
- Local media: 1) publicize opportunities.

53. Examine ways to increase voter participation in civic elections. Sample ideas include raising awareness among youth of the importance of municipal government and engagement with it, e-voting, profiling candidates for municipal elections on the City's website or through flyers delivered to homes, and reaching out to marginalized populations.

**Expanding our Horizons**

54. Depending on the success of the pilot "Festivals Burnaby" Program, consider reviewing the funding criteria to:
- ensure that funded events reflect the cultural diversity of Burnaby
  - ensure the program is accessible to small groups with limited capacity to contribute resources
  - ensure that recipients have strong programs to promote and advertise their events to the community.
55. Build upon current support for volunteering in Burnaby by helping to raise awareness – especially among youth, newcomers to Burnaby and those from diverse cultures and faith groups – of the value of volunteering and available opportunities to volunteer.

*Possible Partners and their Roles:*

- Volunteer Burnaby: 1) take the lead and expand current awareness programs.
- Non-profit agencies, community organizations: 1) identify volunteer opportunities.
- Community organizations, including faith and ethno-cultural groups, ethnic media: 1) advertise volunteer opportunities to members.

- Burnaby School District, educational institutions: 1) promote the value of volunteerism to students; 2) provide increased opportunities to volunteer.

56. Consider working with others to develop intercultural volunteering opportunities to support Burnaby events, and assist cultural minority newcomers to settle and integrate (e.g., connect them to libraries, Mother Goose programs, and other community supports).

*Possible Partners and their Roles:*

- Volunteer Burnaby: 1) take the lead.
- Tourism Burnaby, business associations: 1) identify relevant events requiring volunteers.
- Ethno-cultural and faith groups: 1) advise on relevant beliefs and practices; 2) advertise volunteer opportunities to members; 3) reach out to people who have recently arrived who may not belong to a particular group yet.
- Community organizations: 1) advertise volunteer opportunities to members.

57. Explore opportunities for supporting Burnaby non-profit organizations with their volunteer engagement and management needs.

*Possible Partners and their Roles:*

- Volunteer Burnaby: 1) take the lead in helping non-profit organizations identify their needs.

58. Consider researching emergent thinking and existing models about how to foster robust community engagement and participation. Such research could identify possible City and partner-led initiatives for connecting people at the local and city level and for moving toward a new model of citizenship.

*Possible Partners and their Roles:*

- Educational institutions: 1) assist with research.

**Breaking New Ground**

59. Recognizing economic implications, look for potential opportunities in all aspects of the City's operations and communications to prioritize local production and social purchasing, and to promote local history, culture, art, food, and natural assets as a means of strengthening Burnaby's unique identity.

*Possible Partners and their Roles:*

- Non-profit agencies, community organizations, Burnaby Board of Trade, business associations, Tourism Burnaby, general business community, Burnaby School District and other schools, educational institutions, faith and ethno-cultural groups: 1) provide advice on local producers and assets to promote; 2) provide advice on methods



**Volunteers with Citizen Support Services accompany a senior on a shopping trip.**



**Volunteers at a Voices of Burnaby Seniors event at Bonsor Recreation Centre.**



**Burnaby Stream of Dreams volunteers promote environmental awareness.**

## How it Works

### Corporate Social

**Responsibility**, or CSR, is a way for organizations and/or businesses to consider social and environmental concerns in their values, decision-making, strategies and operations. By embracing CSR, organizations and businesses take responsibility for and create relationships with the broader community to work on moderating any impacts of their decisions and activities on society and the environment.



The Metrotown office of CH2M Hill, an engineering consulting firm, has initiated an outreach program with Maywood Community School. Here, CH2M employees display school supplies collected for children at the school.



of promotion; 3) engage in similar internal processes to prioritize local production and social purchasing.

### Business Participation

#### Expanding our Horizons

60. Encourage local newspapers to include features on businesses that engage in socially responsible initiatives.

#### Possible Partners and their Roles:

- Wide range of local media including Burnaby NewsLeader, Burnaby Now and Shaw Cable: 1) include features.
- Burnaby Board of Trade, business associations, general business community, community organizations: 1) identify candidate businesses to be profiled.

61. Explore additional opportunities for demonstrating corporate social responsibility (CSR) leadership through a collaborative program with local businesses. As an example, consider acting as a CSR role model for other local governments and organizations by further developing policies, procedures, and programs to implement the City's social sustainability commitment .

#### Possible Partners and their Roles:

- Burnaby Board of Trade: 1) serve as CSR role model; 2) promote among membership.
- Business associations: 1) promote among membership.
- General business community: 1) accept the Corporate Social Responsibility challenge.
- Foundations and philanthropic organizations: 1) provide opportunities for businesses to invest in or donate to social causes.

#### Breaking New Ground

62. Consider developing a partnership with the Burnaby Board of Trade and other business associations to actively engage the local business community in social sustainability.

#### Possible Partners and their Roles:

- Burnaby Board of Trade: 1) serve as a social sustainability role model; 2) promote among membership.
- Business associations: 1) promote among membership.
- General business community: 1) accept the social sustainability challenge.



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## Strategic Priority 4: Learning for Life

*Burnaby has a strong educational foundation, with many opportunities for formal and informal learning...*

◀ **The City established and supports four branches of the Burnaby Public Library, which is among the busiest in Canada. Pictured here is the new Tommy Douglas branch in the Edmonds Town Centre.**

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 coordinating information, both key to supporting a knowledge-based economy. This pursuit of knowledge for personal or professional reasons enhances social inclusion, active citizenship and personal development, as well as competitiveness and employability. These outcomes serve to advance progress on community inclusion and community liveability. The degree to which citizens benefit from lifelong learning opportunities will further enhance the City’s ability to ensure a creative and more resilient community.

### **Strengths to Build On**

Burnaby has a strong educational foundation, with many opportunities for formal and informal learning. The City also has a number of ongoing programs to ensure the community has the information it needs. Some key examples include:

#### **Formal Learning**

- Establishment of a Simon Fraser University (SFU) Liaison Committee, originally struck to negotiate the building of UniverCity. The committee provides a means of partnering on projects of mutual benefit. A recent project completed in partnership is Burnaby’s Economic Development Strategy, for which professors from SFU completed the economic cluster analysis. The City has also worked extensively with the British Columbia Institute of Technology (BCIT) on a range of projects related to environmental stewardship, such as the Still Creek biophysical inventory.

#### **Informal Learning**

- Co-funding, with the Burnaby School District, of seven community schools, which offer a variety of programs and services to meet the educational, recreational, and social needs of both their students and the

communities they serve. They are located at Edmonds, Gilmore, Lochdale, Maywood, Second Street, Stoney Creek and Stride Avenue.

- Establishment of and support for four branches of the Burnaby Public Library, which is among the busiest in Canada. Over 3.8 million items are borrowed from the Library each year, which enjoys nearly 1.2 million visits annually. The Library is known nationally for the depth and breadth of its collections, with over 567,000 items available for the public's use.
- Completion in late 2009, by the Burnaby Public Library, of a comprehensive redesign of its website. Visits to the site since its re-launch have risen over 65%. In 2010, there were over 1.5 million visits to the Library's webpage. The Library also offers a comprehensive suite of electronic resources – online newspapers and magazines, music, job-finding aids, downloadable audio and e-books, and tools to help patrons learn a new language.
- Leasing of office and programming space at affordable rates to the Community Centred College for the Retired, and to other non-profit organizations that provide informal community learning opportunities.
- Participation in the Burnaby, Metrotown, Norburn and Eastburn Interagency Councils to facilitate information-sharing and cross-organizational learning between social and community service agencies, the City and others. As noted above, City staff also participate in number of community-based coalitions which share information and take collaborative action on issues of mutual interest.

### Civic Information

- Initiation of a "Virtual City Hall" project to build and design a 'citizen-centred' web system that is user-friendly and that includes e-business services. The planned launch for the revised City website is fall 2011. Both City staff and citizen input was collected through an on-line survey and focus groups to inform the website design.
- Publication of InfoBurnaby, the City's quarterly newsletter, which is distributed to all Burnaby households and businesses (totalling 88,000) and which informs recipients about local government initiatives, facilities and events.
- Production of the Burnaby Senior Citizens' Telephone Book, a free print directory with information about seniors' programs, benefits, agencies and services. It is the only one of its kind in the Lower Mainland.
- Publication, through the Parks, Recreation and Cultural Services Department, of a quarterly "Youth Matters" newsletter.
- Publication of a Visitor's Guide, and collaboration with Tourism Burnaby in providing information to visitors.
- Provision of a grant to the non-profit organization Burnaby Community Connections, which provides information and referral services.
- Sponsorship of Burnaby's Community Asset Mapping System – available through the City's website – which provides information about community services and related population characteristics. This system can help identify neighbourhoods that have strong assets or resources, as well as those facing gaps or deficits.

### Partnerships

The **Burnaby Public Library**, Tommy Douglas branch, works with the **Progressive Housing Society** to offer a monthly 'Learning Table' at Progressive's Outreach Resource Centre. The 'Learning Table' provides magazines and books to homeless and/or low-income individuals in Burnaby, and gives out information on community resources, events and programs.



**Burnaby Local Heroes**

The Burnaby Local Heroes award is a special award that recognizes and celebrates the contributions of individuals and organizations in Burnaby. The award is presented to those who have made a significant contribution to the community in a variety of ways.

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**InfoBurnaby, the City's quarterly newsletter, reaches 88,000 homes and businesses across Burnaby.**



Photo credit: Barry Shell.

SFU Reads – one of the winning photos from Burnaby’s Literacy Now “Burnaby Reads” photo contest.



Steps leading to the library at BCIT.



BC211 is a multi-lingual telephone service that provides information about social support programs in the community.

## Suggested Actions

Within this Strategic Priority, the City can take further action to ensure that affordable, accessible, high-quality formal and informal learning opportunities exist and that community members are informed about upcoming events, resources, opportunities to get involved, and City decisions. Suggested actions include:

### Formal Learning

#### Building on our Foundation

63. Look for opportunities to renew the partnership with SFU by identifying joint opportunities to help advance lifelong learning in Burnaby; consider including BCIT in the partnership.

#### Possible Partners and their Roles:

- SFU and BCIT: 1) identify opportunities for partnerships.

#### Expanding our Horizons

64. Advocate to the federal and provincial governments for funding to increase the affordability of formal learning opportunities.

#### Possible Partners and their Roles:

- Federal government: 1) increase funding to ensure the affordability and promotion of learning opportunities.
- Provincial government: 1) increase funding to ensure the affordability and promotion of learning opportunities.
- Educational institutions, libraries, continuing education programs: 1) collaborate and co-ordinate regarding existing opportunities; 2) widely advertise opportunities.

65. Consider compiling and actively publicizing a publicly accessible inventory of available formal and informal learning services and programs in Burnaby.

#### Possible Partners and their Roles:

- Educational institutions, libraries, schools, continuing education programs, non-profit agencies and community organizations: 1) assist in compiling the inventory; 2) promote awareness of the inventory.
- Local media: 1) promote awareness of the inventory.

### Informal Learning

#### Building on our Foundation

66. Promote BC211 through staff training and public education. BC211 is a “one stop shop” B.C.-wide, multi-lingual telephone service for the public to call at any time of day or night to get information about social support programs in the community.

#### Possible Partners and their Roles:

- Local media, non-profit agencies and community groups: 1) assist in promotion.

67. Consider exploring, with community partners, additional opportunities to develop and offer computer literacy classes, particularly for new immigrants, seniors, and low-literacy adults.

*Possible Partners and their Roles:*

- Provincial government: 1) provide funding.
- Educational institutions: 1) identify opportunities; 2) provide classes or in-kind resources.
- General business community: 1) provide funding and other necessary resources.
- Non-profit agencies, community organizations, faith and ethno-cultural groups: 1) identify people who could benefit from computer literacy training; 2) provide in-kind resources; 3) support clients/members to access and engage in training.

68. Continue to support and seek opportunities to build upon the community school model in Burnaby.

*Possible Partners and their Roles:*

- Burnaby School District: 1) continue to cost-share and manage the community school system.
- Provincial government: 1) provide funding for community school co-ordination and activities.
- United Way of the Lower Mainland and other foundations: 1) provide funding for community school co-ordination and activities.

69. Continue providing support, as appropriate, and increasing access to affordable English-as-a-Second Language (ESL) training and conversational practice group sessions, especially for refugee claimants.

*Possible Partners and their Roles:*

- Provincial government: 1) provide funding.
- Educational institutions, Burnaby School District, and other schools: 1) provide training; 2) provide in-kind resources.
- Non-profit agencies, community organizations, faith and ethno-cultural groups: 1) identify people who could benefit from ESL training; 2) provide in-kind resources; 3) support clients/members to access available ESL training.

**Expanding our Horizons**

70. Encourage the Burnaby School District, SFU, and BCIT to develop cultural and economic exchange programs with Burnaby's "sister" and "friendship" cities<sup>12</sup>.

<sup>12</sup>As does the City, educational institutions could benefit from the exchange of ideas and an increased understanding of international issues.



Photo credit: Burnaby NewsLeader

**Seniors take part in a computer class at the Community Centred College for the Retired.**

**Linkages and Connections**

Burnaby's seven **community schools** offer much more than classroom learning. They are also neighbourhood hubs for community activities within walking distance of many homes. By offering a range of activities, from art classes to fitness, community schools provide a nearby place for everyone – old and young, newcomers and long-time residents – to meet each other and maybe discover a new talent.



**Community school volunteers working together.**



Studying at the Tommy Douglas branch of the Burnaby Public Library.

*Possible Partners and their Roles:*

- Federal government: 1) provide funding for exchange visits.
- Provincial government: 1) provide funding for exchange visits.
- Burnaby School District, SFU and BCIT: 1) take the lead in organizing exchange visits.

71. Consider further developing and supporting Burnaby Public Library outreach services for populations that have literacy challenges.

*Possible Partners and their Roles:*

- Non-profit agencies, community organizations including ethno-cultural groups: 1) identify newcomers and recent immigrants who could benefit from library services.
- Organizations providing outreach services: 1) provide information and expertise on outreach services.

72. Consider the feasibility of establishing additional library branches or satellite branches to support increased informal learning opportunities for Burnaby residents.



Information posted on the City's Facebook page.

**Breaking New Ground**

73. Consider exploring, with community partners, opportunities to develop new (and support ongoing efforts to offer) "street" access to literacy programs for adults (e.g., store-front classrooms, mobile classes).

*Possible Partners and their Roles:*

- Provincial government: 1) provide funding for literacy initiatives.
- Non-profit agencies and community organizations such as the Burnaby Literacy Task Force and the Burnaby Task Force on Homelessness: 1) identify opportunities; 2) provide in-kind resources; 3) offer expertise in program/initiative development.
- Educational institutions, such as Burnaby School District and Douglas College, which offer adult learning options: 1) identify opportunities; 2) provide in-kind resources.
- General business community: 1) provide funding and other necessary resources.



Bob Prittie Metrotown branch of the Burnaby Public Library.

**Civic Information**

**Building on our Foundation**

74. Work to ensure the City's website enables community members to readily find current information regarding City activities and priorities in a flexible and user-friendly way (e.g., include connections to social media tools).

75. Consider the creation of a guide for new Burnaby residents, which provides information on Burnaby's features and assets, and on available City and community services and resources. Draw on existing resources (e.g., Seniors Telephone Book, Visitor Guide, Access Guidebook, BC211, and Burnaby Community Connections' Information Services).

### Possible Partners and their Roles:

- Non-profit agencies such as Burnaby Community Connections, community organizations including ethno-cultural groups: 1) provide information for and promote the guide.
- Federal government: 1) provide information for and promote the guide.
- Provincial government: 1) provide information for and promote the guide.

### Expanding our Horizons

76. Consider adopting a clear language policy, accompanied by training for City staff, for all public documents and information to ensure that all City information is presented in clear, easily understood language.
77. Investigate opportunities to provide key City information in multiple formats, and with alternative digital 'viewing' options available (e.g., Adobe PDF Reader, Open Office) to address a wide range of access to information barriers.

### Possible Partners and their Roles:

- Community organizations, non-profit agencies, Burnaby residents, faith and ethno-cultural groups, health organizations: 1) provide information on barriers to accessing information for a wide range of population groups.

### Breaking New Ground

78. Consider developing a comprehensive civic communications plan to spread the word more effectively about existing services, both for initiatives and projects that are City-initiated and those initiated by the community. Some of the actions identified above could also become part of this plan (e.g., clear language and translations in City documents, guide for new residents). This initiative could include:
  - research to determine the information needs of community members and gaps in information distribution
  - efforts to ensure that the communication mediums are accessible, available in various languages, culturally sensitive, and tailored to the communication needs of unique groups (e.g., youth, seniors) and that social media tools are utilized
  - investigation of opportunities for virtual interaction with Council at Council Meetings and Public Hearings, through technical options such as web-casting
  - consideration of four "community-based" Council meetings each year – one in each geographic quadrant of the city

### How it Works

When online documents are provided in **multiple formats and with alternative digital 'viewing' options**, it means that documents are created and presented in a way that makes it possible for more people to view them, regardless of the type of computer software they have. For example, documents in PDF format can be read using Adobe PDF Reader, which is free to download. This makes the documents available to users who do not have access to expensive software packages.



A sample of information brochures produced by the City.



Checking out the materials at Burnaby Public Library.

- consideration of a City Communications Coordinator position
- provision of training to front-line City staff on such topics as available community resources and suggested processes for referrals, and on how to support people in crisis.

*Possible Partners and their Roles:*

- Burnaby Community Connections: 1) provide advice and expertise on information and referral; 2) consider an information partnership with the City.
- Non-profit agencies, community organizations including ethno-cultural groups: 1) provide information on the information needs of a cross-section of the Burnaby population, on gaps in access to information, and on programs, opportunities, events and resources.





LES ALIMENTS

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SCHNEIDER'S

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**Heights**



We Sell



# Strategic Priority 5: Enhancing Neighbourhoods

*Burnaby is both a city of neighbourhoods and itself a distinct neighbourhood within the Metro Vancouver Region...*

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 unique ways, 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.

When residents can meet more of their needs (for food, work, socializing, culture, recreation, etc.) closer to home – ideally within walking distance – it reduces pressure on transportation systems, thereby supporting a resilient community. This also increases opportunities for interaction with neighbours, which helps to foster an inclusive community, and improves quality of life and community liveability. Lively and distinct neighbourhoods are also interesting places to visit and provide an opportunity for local jobs and other economic development, as noted in Burnaby's Economic Development Strategy.

## Strengths to Build On

### Places

- Promotion of sound community planning through adherence to Burnaby's Official Community Plan (OCP). The OCP encourages complete communities (communities that contain what they need within their own boundaries) including the development of a town centre in each of Burnaby's four geographic quadrants, urban villages, and single- and two-family neighbourhoods. Town centres provide a range of services and job opportunities close to home and serve surrounding neighbourhoods. Smaller scale urban villages (mixed-use developments comprised of lower scale multi-family housing and street-oriented commercial services) are located outside of the town centres and closer to single- and two- family neighbourhoods.
- Provision of City-owned multi-purpose meeting spaces for community use in libraries, community centres, and some City properties leased to not-for-profit groups, (e.g., Holdom and Edmonds community resource centres).
- Negotiation of agreements with the Burnaby School District permitting use of gyms and other school spaces for community activities.

### Connections

- Co-funding of seven community schools which have a co-ordinator and an emphasis on community involvement: Edmonds, Gilmore, Lochdale, Maywood, Second Street, Stoney Creek, and Stride Avenue.

◀ **This neon Heights sign marks the location of the former Helen's Children's Wear store, which operated in north Burnaby for more than 50 years. Burnaby's Community Heritage Committee revitalized the sign, ensuring preservation of this Heights neighbourhood icon.**

Photo credit: Peter Fox

## Suggested Actions

Within this Strategic Priority, the City can take action to promote the development of multi-purpose neighbourhood hubs, linked to town centres and reflective of the character of Burnaby as a whole, and to facilitate neighbourhood-building activities. Suggested actions include:

### Places

#### Building on our Foundation

79. Continue to use community benefits derived through the Community Benefit Bonus Policy to generate community spaces.
80. Continue to negotiate the development of plazas, surrounded by and conducive to a range of uses, as gathering places in large developments.

#### Possible Partners and their Roles:

- Developers: 1) agree to provide plazas.
  - Non-profit agencies, community organizations, neighbourhood associations, general business community, educational institutions, faith and ethno-cultural groups: 1) provide ideas for and help to sponsor events and activities in plazas.
  - Burnaby residents: 1) provide ideas for events and activities in plazas.
81. Continue to use City facilities as focal points or venues for affordable neighbourhood activities through such means as:
    - repurposing of older buildings, as with the Alan Emmott Centre (formerly the 1914 School)
    - incorporation of multi-purpose community space into new City facilities (e.g., recreation centres, libraries)
    - expansion of community use of existing space in libraries and recreation centres – when available – on evenings and weekends
    - use of assets such as Burnaby Village Museum for community events and activities
    - development of “stage” areas in parks for performing arts
    - designation of additional off-leash areas for dogs
    - provision of community meeting space in City-owned resource centres that lease space to non-profit organizations.
  82. Continue to work with the Burnaby School District to expand affordable community use of existing space in schools on weekends and evenings.

#### Possible Partners and their Roles:

- Burnaby School District: 1) expand community access to school facilities, especially on weekends and evenings.
83. Encourage more commercial outlets, especially those that facilitate social interaction (e.g., coffee shops), in and immediately adjacent to SkyTrain stations.



Cornerstone development in the UniverCity neighbourhood on Burnaby Mountain.



Enjoying a lunchtime concert at Metropolis at Metrotown.



The Vancouver Symphony Orchestra performs at Deer Lake Park.



**Floral display on Central Boulevard in Metrotown.**



**Pavement design – Edmonds Town Centre.**

### Linkages and Connections

On a pleasant evening, it's nice to find a comfortable spot to sit and chat or just watch the people go by. These **"social corners"** could be a table in a café, a bench in a park, or the edge of a fountain. They might be enhanced by public art or the occasional street performance. Social corners give the city vitality and a human touch, naturally drawing people out of their homes to meet each other and engage in the life of the city.

#### *Possible Partners and their Roles:*

- General business community: 1) respond to invitations to locate in SkyTrain stations.

#### **Expanding our Horizons**

84. Consider monitoring and encouraging progress toward the OCP goal of creating "complete communities" – communities that enjoy local access to a range of services, employment opportunities, recreation and shopping within walking or transit distance – by setting standards for "local access" and measuring distances.
85. Consider creating smaller neighbourhood-based centres as service and meeting hubs with games areas; age-appropriate exercise equipment; coffee corners; multicultural events; walking clubs; and inter-generational activities.
86. Recognize and promote examples of urban design with 'character' (e.g., public art, iconic architecture, water features, playful sidewalk patterns and inscriptions, floral displays, historical monuments).
87. Explore opportunities to encourage businesses and other organizations to create informal social corners on their premises, either indoors or outdoors, which can serve as meeting places.

#### *Possible Partners and their Roles:*

- Community members, community organizations, general business community: 1) identify "social gathering" needs and possible responses to them.
- General business community and other property owners: 1) incorporate social features, such as those identified above, into premises.

88. Consider the development of a large outdoor civic gathering space, similar to Civic Square, which provides infrastructure for creative community use (e.g., stages), in each of the City's four town centres.

#### *Possible Partners and their Roles:*

- Developers: 1) participate, through the Community Benefit Bonus Policy, in the creation of these spaces.

89. Consider encouraging progress towards the OCP goal of "complete communities" by undertaking a review of current and future community amenity needs to ensure that the capacity of educational, recreational, health, transportation, library and social services, programs and infrastructure keeps pace with Burnaby's population growth.

#### *Possible Partners and their Roles:*

- Burnaby School District: 1) participate in the needs assessment; 2) plan for additional enrolment at relevant schools.

- Federal government: 1) participate in the needs assessment; 2) provide funding for additional services and infrastructure, as appropriate.
- Provincial government: 1) participate in the needs assessment; 2) provide funding for additional services and infrastructure, as appropriate.
- Fraser Health: 1) participate in the needs assessment; 2) provide funding for additional services and infrastructure, as appropriate.
- Community organizations, non-profit agencies, Burnaby residents: 1) participate in the needs assessment.

90. Consider researching innovative and creative mechanisms for increasing residential density (e.g., secondary suites, laneway housing, infill housing, smaller single-family houses, low-rise developments).

91. Consider reviewing criteria for the use of cash contributions through the Community Benefit Bonus Policy to facilitate the provision of community benefits in areas of the city other than town centres (e.g., earmark potential contributions to a City-wide fund for use outside of town centres).

*Possible Partners and their Roles:*

- Developers: 1) provide input into the review of the criteria; 2) participate, through the Community Benefit Bonus Policy, in this process.

**Breaking New Ground**

92. Through a phased approach, consider developing a comprehensive Neighbourhood Strategy for Burnaby. Some of the other proposals in the Social Sustainability Strategy could also become part of the Neighbourhood Strategy (e.g., neighbourhood-based centres, generation of community spaces). The proposed strategy could include such elements as:

- an exercise to define Burnaby neighbourhoods, possibly through a survey/public participation process focusing on:
  - ▶ what is a neighbourhood? is it geographic? social? both? something else?
  - ▶ what do you consider to be your neighbourhood?
  - ▶ what does your neighbourhood have going for it?
  - ▶ what else could help to improve your neighbourhood?
  - ▶ what could help to give your neighbourhood its own unique identity? (e.g., neighbourhood-specific flowering street trees)
- creation of a recognition program for Neighbourhood of the Year
- creation of a map depicting all the neighbourhoods of Burnaby
- research to examine possible models and directions for new or enhanced neighbourhood hubs. Possible models and avenues for research may include:



The Hats Off Day parade takes place in north Burnaby each June.



An in-law suite in a Burnaby home.

How it Works

Through the **Community Benefit Bonus Policy**, the City of Burnaby works with developers to provide needed community amenities (e.g., recreation centres, parks, non-profit office space, childcare centres, adaptable housing units) in Burnaby's four town centres. Depending on the details of each project, the City negotiates with developers to allow them extra residential density in exchange for providing a community benefit, either through a cash contribution or the direct provision of an identified amenity.

## Partnerships

Through the Burnaby Community Arts Development Program, the **City of Burnaby** partners with **community groups** such as schools, arts groups, and citizens' associations, to create shared public art projects. For selected projects, and based upon available resources, various types of support are offered, including planning advice, resource information, assistance from artists, and/or partial funding.

Many of these projects enhance the character of public spaces throughout the city. Examples include the Spirit Fish Project at Still Creek and the Stoney Creek Banner Project.



**Boris the Musician performs at Civic Square.**

- ▶ expanded community school model
- ▶ smaller scale community centres in neighbourhoods without established community recreation centres
- ▶ development of neighbourhood houses in areas with no community schools
- selection and implementation of the preferred model, including integration of the Neighbourhood Strategy with other City strategies, policies and programs.

### *Possible Partners and their Roles:*

- Community organizations, including neighbourhood associations, Burnaby residents, non-profit agencies: 1) participate in defining neighbourhoods; 2) identify neighbourhood needs and the roles of neighbourhood hubs.
- General business community: 1) provide funding to develop neighbourhood hubs.

## Connections

### **Building on our Foundation**

93. Help to attract people to neighbourhood and larger-scale gathering places with art, music and spoken word, as has been done successfully with the summertime concerts at Civic Square at the Bob Prittie branch of the Burnaby Public Library in Metrotown.

### *Possible Partners and their Roles:*

- General business community, artists, performers, community organizations, Burnaby residents: 1) provide advice on programming in gathering spaces; 2) help to promote events.
- Tourism Burnaby, art, music and cultural organizations: 1) identify artists and performers; 2) help to promote events.
- General business community, corporations, Burnaby School District, other property-owners: 1) offer spaces for presentation of art and music; 2) help to promote events.
- Local media: 1) help to promote events.

### **Expanding our Horizons**

94. Look for opportunities to promote the development and sustainability of neighbourhood associations<sup>13</sup>.

### *Possible Partners and their Roles:*

- Community organizations, including neighbourhood associations: 1) provide advice and expertise to prospective neighbourhood associations.
- Community organizations, Burnaby residents: 1) develop neighbourhood associations.

<sup>13</sup> Neighbourhood associations are groups of residents who advocate for or organize activities within a neighbourhood. A neighbourhood association may be a registered non-profit society with elected leaders. Members may pay a nominal membership fee.

95. Help to encourage neighbourhood-building initiatives such as block parties, community mural and art projects (including, for example, “legal” graffiti art walls), street festivals, community bulletin boards, intercultural events and activities, and other events/amenities through grants (including Festivals Burnaby funding), contests, corporate sponsorship, and other means.

**Possible Partners and their Roles:**

- Provincial government, Vancouver Foundation and other funders: 1) provide funding for events.
- Burnaby Board of Trade, business associations, general business community: 1) sponsor and publicize events.
- Community organizations: 1) identify possible ways for the City to support and build upon the existing Neighbourhood Small Grants Program<sup>14</sup>.
- Non-profit agencies, community organizations including ethno-cultural and faith groups: 1) create, sponsor, co-ordinate and publicize events.
- Burnaby School District: 1) publicize events; 2) encourage volunteering by older students.
- Local media: 1) publicize events.



Volunteers prepare to take part in a community clean-up organized by the Kingsway-Imperial Neighbourhood Association (KINA).



The Queen Bee entertains at Gilmore Community School's Country Carnival.



The Festivals Burnaby grant program provides funds for neighbourhood or city-wide celebrations.

<sup>14</sup> The community-sponsored Neighbourhood Small Grants program supports resident-initiated activities designed to benefit the local neighbourhood.



Relaxing by the fountain at Metropolis at Metrotown.

Children playing on a newly constructed play area at Taylor Park.



Tram at the Burnaby Village Museum.





# Strategic Priority 6: Getting Around

*The City has been active, through its regulatory role, in influencing urban design in ways that promote mobility for all people moving around Burnaby...*

◀ **While the transit system is the responsibility of TransLink, the City provides safe, accessible connection points and routes. Here, commuters make a connection at the Production Way-University SkyTrain station.**

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. When people can get around in ways that are accessible, affordable, healthy, safe, and reliable, it helps Burnaby be more inclusive, liveable and resilient.

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 cooperation with TransLink, the regional transit service; and by encouraging travel options that are healthy for people and the environment.

## **Strengths to Build On**

The City has been active, through its regulatory role, in influencing urban design in ways that promote mobility for all people moving around Burnaby. While the transit system is the responsibility of TransLink, the City provides safe, accessible connection points and routes. The City recognizes the value of pedestrian and cycling options and has been active since the early 1990s in building urban trails and cycling routes. Some specific initiatives to build on include:

## **Planning for Mobility**

- Adoption of Burnaby's Transportation Plan, which is to be updated in the near- to medium-future, and which gives consideration to various aspects of mobility.

## **Accessible, Affordable, Reliable and Safe Connections**

- Requirements for all new developments to provide curb cuts on sidewalks.
- Retrofitting of curb cuts in existing sidewalks on an annual basis.
- Installation of audible pedestrian signals on all new signal installations in Burnaby. Existing signals are retrofitted on a request basis as budgets permit. Currently, about 80% of Burnaby's signals are audible.
- Adoption of a Designated Parking Policy that requires at least one accessible parking space in parking lots with 26 to 50 parking spaces. This requirement is over and above Provincial Building Code requirements.
- Implementation of traffic calming initiatives (e.g., traffic circles, four-

way stops, curb bulges, speed humps, neighbourhood traffic calming plans) in several neighbourhoods.

- Establishment of and support for a Traffic Safety Committee with a mandate to advise Council on ways to improve safety on Burnaby roads and streets.
- Establishment of and support for a Transportation Committee with a mandate to advise Council on planning for roads and transit to ensure efficient movement of people and goods.

### Healthy, Sustainable Options

- Implementation of a Bikeways Program through which the City plans and funds construction of on- and off-road bike routes throughout Burnaby.
- Implementation of an Urban Trails<sup>15</sup> Program through which the City plans and funds the construction of urban trails throughout Burnaby to promote active and healthy living, recreational opportunities, alternative transportation modes and increased social opportunities for residents of all ages and abilities.
- Publication on an annual basis of the Burnaby Bike Map, which provides current information on cycling routes.
- Requirements for bike parking in new developments.
- Participation in "Bike to Work Week".
- Support for ride-sharing for staff.
- Participation in TransLink's Employer Bus Pass Program.

### Suggested Actions

Within this Strategic Priority, the City can take action to plan and develop the city in ways that promote mobility for all, and work with TransLink and others to enhance connections and encourage healthy, sustainable ways of getting around. Suggested actions include:

### Planning for Mobility

#### Building on our Foundation

96. Work through the upcoming Transportation Plan update process to ensure that connections to all areas of the city, including neighbourhoods, town centres and the Big Bend area, are considered.

#### Possible Partners and their Roles:

- Non-profit agencies, community organizations, general business community, health organizations: 1) provide input during the plan review process.
- Developers: 1) undertake innovative designs and proposals that ensure appropriate connections.

97. In the upcoming update of the City's Parks and Open Space Plan, consider linking green spaces to walking and cycling routes.



City of Burnaby employees take part in Bike to Work Week.



Bike to Work Week commuters.

### Partnerships

The **City of Burnaby** has worked with the Burnaby section of the **Vancouver Area Cycling Coalition** to support 'Bike to Work Week' commuter stations, and associated 'Bike to School Week' activities. As well, the City has worked with the Coalition to provide 'streetwise' cycling courses hosted in City recreation centres.

<sup>15</sup> Urban Trails are non-motorized, multi-use trails for recreation or commuting.



Riding along the Central Valley Greenway.

*Possible Partners and their Roles:*

- Non-profit agencies, community organizations, health organizations: 1) provide input during the plan review process.
- Provincial government: 1) provide capital funding for the linkages.
- Metro Vancouver: 1) provide capital funding for the linkages.

98. Review the experience of the Hastings Street “green wave” to determine how Hastings Street and other routes could be made more efficient for bus travel.

*Possible Partners and their Roles:*

- Non-profit agencies, community organizations, general business community: 1) participate in the review.

99. Within the Transportation Plan update process, consider the development of comprehensive, neighbourhood-wide traffic calming strategies for residential streets.

*Possible Partners and their Roles:*

- Burnaby residents: 1) provide input into the type and method of traffic calming measures; 2) comply with traffic calming measures.



Pedestrians on Kingsway in the Edmonds Town Centre.

**Expanding our Horizons**

100. Continue to practice sustainable urban design in transportation planning. Within the Transportation Plan update process, consider the following specific features aimed at encouraging and promoting walking, cycling and use of transit:
- intersections that give priority to walking, cycling and transit
  - transit routes that are integrated, safe, inviting, direct, fast, easy and convenient
  - improved and enhanced north-south linkages that are safe for pedestrian, cycling, scooter/wheelchair and vehicle travel
  - car-free commercial zones that are inviting to pedestrians
  - development of sidewalks in high-priority areas that do not have them (e.g., adjacent to schools, parks, public transit access points and civic facilities)
  - reduced general parking requirements
  - non-traditional transportation modes (e.g., gondola up Burnaby Mountain, pod monorail<sup>16</sup>)
  - charging stations for electric vehicles
  - requirements for bike storage.

*Possible Partners and their Roles:*

- Non-profit agencies, community organizations, general business community: 1) provide suggestions for infrastructure and areas that may require consideration regarding the above.



Catching a connecting bus at Sperling SkyTrain station.

<sup>16</sup> Pod monorail is a futuristic monorail system with attached plastic pods which people move along the track by pedalling.

- TransLink: 1) design transit routes that meet criteria noted above.
- Burnaby Board of Trade, business associations, general business community: 1) provide input on possible car-free commercial zones.
- Developers: 1) undertake innovative designs and proposals that comply with requirements noted above.

101. Consider reviewing the process for building and funding local improvement projects such as sidewalks to work toward a more complete network of continuous sidewalks throughout the city.

*Possible Partners and their Roles:*

- Non-profit agencies, community organizations, general business community, Burnaby School District, educational institutions: 1) provide input and suggestions for infrastructure and areas that may require consideration regarding the above.

102. Consider creating accessibility guidelines for the pedestrian environment that feature:

- provision of benches on pedestrian routes, as appropriate
- access to public washrooms
- clear, wide and accessible paths of travel on sidewalks
- wayfinding signage in town centres
- stations for recharging wheelchair and scooter batteries.

*Possible Partners and their Roles:*

- Non-profit agencies, community organizations, health organizations: 1) provide input on development of the guidelines, including suggestions for how to provide for and accommodate facilities for scooter and wheelchair recharging.
- General business community: 1) accommodate wheelchair and scooter recharging facilities on premises; 2) provide input on development of the guidelines, including suggestions for how to provide for and accommodate facilities for scooter and wheelchair recharging.

**Accessible, Affordable, Reliable & Safe Connections**

**Building on our Foundation**

103. Look for opportunities to work with TransLink and continue to advocate for an improved transit system that features:

- better and more frequent connections, especially in a north-south direction
- better service to Burnaby businesses and retail outlets
- better service in residential areas, including the use of smaller community buses
- lower fares for low-income people



**Building a sidewalk.**



**Enjoying a bench outside of South Burnaby Neighbourhood House in Metrotown.**



**Inside the Production Way-University SkyTrain station.**



**A community bus in north Burnaby.**

- paid transit fares that remain valid longer than 90 minutes
- 24-hour service (bus and SkyTrain)
- widely available information about the Employer Bus Pass Program, and the HandyCard and TaxiSaver programs available for persons with disabilities
- additional HandyDart vans for people with disabilities
- extra service for large public events
- an increased number of accessible sheltered transit stops and pads
- schedule information posted at bus stops.

*Possible Partners and their Roles:*

- TransLink: 1) receive information from the City regarding the impact on citizens of its service; 2) provide accessible bus pads; 3) suggest other possible solutions for implementation.
- Users' Advisory Committee for TransLink, and the City's Committees on Traffic Safety and Transportation: 1) provide expertise.



**Accessible pedestrian control button.**

104. Look for opportunities to facilitate and promote walking as a healthy, affordable and sustainable way of getting around Burnaby.

The pedestrian environment, including access points to the transit system, should be safe and accessible for people of all ages and abilities. Specifically:

- improve maintenance of sidewalks
- increase the width of sidewalks to accommodate benches
- continue to add curb cuts at all intersections
- continue to provide pedestrian-activated audible traffic signals with accessible control panels
- provide supports for climbing hills (e.g., ridges in sidewalks, railings)
- continue to provide good lighting on streets, especially at crosswalks, and in a manner that does not contribute to light pollution
- continue to provide benches on pathways, on routes to transit nodes and at transit stops
- provide additional crosswalks in high-traffic areas
- continue to work with BC Hydro to replace power poles in sidewalks with underground wiring
- provide access to well-monitored and -maintained public washrooms in areas with high pedestrian circulation
- provide additional garbage and recycling receptacles.

*Possible Partners and their Roles:*

- Non-profit agencies, community organizations, general business community: 1) provide input and suggestions for infrastructure and areas that may require consideration regarding the above; 2) provide input into the development of promotional initiatives.
- Fraser Health: 1) provide information on the health benefits of walking.
- City's Transportation and Traffic Safety Committees: 1) provide expertise.



**Crosswalk at Hall Avenue and Kingsway.**

- Burnaby School District: 1) promote walking to school among students.
- BC Hydro: 1) receive information from the City regarding the impact on citizens of power poles in sidewalks; 2) suggest possible solutions; 3) remove poles.
- Local media: 1) help to promote.

105. Provide support, as appropriate, to the community-based initiative to develop a door-to-door “seniors’ shuttle”. Assist in advertising the shuttle if it materializes.

*Possible Partners and their Roles:*

- Community organizations such as Voices of Burnaby Seniors Task Force: 1) lead the development of the “Door-to-Door” Shuttle program, including working with City staff to determine the most appropriate route for the shuttle, and to determine ways for the shuttle to complement other similar existing services.
- General business community, foundations: 1) provide funding for the shuttle.

**Expanding our Horizons**

106. Consider conducting “accessibility audits”, similar to the recently completed audit in the Edmonds Town Centre, in other areas of the city.

*Possible Partners and their Roles:*

- Non-profit agencies, community organizations, general business community, health organizations: 1) participate in audits; 2) disseminate information to their participants and members about the benefit of such audits.
- Social Planning and Research Council of BC: 1) provide expertise.

107. Look for opportunities to make motoring more efficient, affordable and sustainable by:

- continuing to promote ride-sharing programs that help drivers find others with whom they can travel
- expanding car sharing, especially in areas with minimal walking, cycling, and transit infrastructure
- introducing requirements for car-sharing or ride-share parking spaces.

*Possible Partners and their Roles:*

- Non-profit agencies, community organizations including ethno-cultural and faith groups, general business community, business associations, the Burnaby Board of Trade, health organizations, educational institutions, Burnaby School District and other schools: 1) promote to their members and participants; 2) help to circulate available information and promotional materials.
- Local media: 1) publicize information.

How it Works

An **accessibility audit** is a way of examining a community’s shared built environment (e.g., sidewalks, trails, crosswalks, curb cuts and ramps, benches, bus-stop shelters) to make sure that everyone, regardless of their ability, is able to use it. The results of an audit are used to make informed decisions about how to best upgrade or build an area to make sure it is accessible to and usable by all community members.



An accessibility audit of the Edmonds Town Centre in September 2010.



A parking space reserved for a car-sharing vehicle at Safeway in north Burnaby.



Loading a bike onto a bus.

### Linkages and Connections

Providing **more transportation choices** has many wide-reaching benefits:

- good transit connections make getting to work less stressful.
- accessibility improvements help people with limited mobility to access their daily needs and remain connected to the community.
- convenient pedestrian and cycling routes encourage people to get out of their cars, resulting in improved health and fitness, reduced greenhouse gas emissions and less traffic congestion.
- improved traffic circulation can reduce the number of car accidents and improve the ability of businesses to move goods through the city.



Cycling along the Trans-Canada Trail in north Burnaby.

## Healthy, Sustainable Options

### Expanding our Horizons

108. Consider advocating to the Burnaby Board of Trade that it encourage its membership to make use of TransLink's Employer Bus Pass Program.

#### *Possible Partners and their Roles:*

- Burnaby Board of Trade: 1) encourage its eligible membership to participate in the Employer Bus Pass Program.
- General business community: 1) participate in the Employer Bus Pass Program.

109. Look for opportunities to facilitate and promote cycling as a healthy, affordable and sustainable way of getting around Burnaby and meeting daily needs by:

- reviewing guidelines for 'end of trip' facilities (e.g., showers, bike storage) for cyclists in commercial developments
- facilitating and promoting safe, secure and convenient parking for bikes at schools and workplaces
- providing more cycling route options (e.g., bike paths separated from the road, urban trails)
- promoting cycling to newcomers as an easy, safe and affordable alternative to driving
- providing public education on cycling/driving etiquette and rules of the road.

#### *Possible Partners and their Roles:*

- Non-profit agencies, community organizations including ethno-cultural and faith groups, general business community, business associations, the Burnaby Board of Trade, health organizations, educational institutions, Burnaby School District and other schools: 1) promote to their members and participants, both in terms of participation and provision of facilities; 2) help to circulate available information and promotional materials.
- Fraser Health: 1) provide information on the health benefits of cycling.
- Cycling-focused organizations: 1) provide expertise.
- Local media: 1) help to promote.





# Strategic Priority 7: Protecting our Community

*By fostering an atmosphere of security, all people are better able to participate in community life. This contributes to community inclusion and liveability...*

A socially sustainable community is one in which all people can live their lives without fear, and confident in their ability to respond to a crisis. The City has a strong foundation in community-based crime prevention, and has programs to protect people and property from crime, and plans to respond to emergency events. By fostering an atmosphere of security, all people are better able to participate in community life. This contributes to community inclusion and liveability. Emergency preparedness and crisis response are important aspects of resilience.

## **Strengths to Build On**

Some of the ways that Burnaby helps to make the city safe for residents and visitors include:

### **Emergency Preparedness and Crisis Response**

- Provision of fire protection services through the Burnaby Fire Department and seven fire halls.
- Support for the Burnaby Emergency Program, which prepares civic employees, residents and local businesses for the effects of a disaster or major emergency.
- Support for the Emergency Social Services Program which provides short-term services to preserve the emotional and physical well-being of evacuees and response workers.
- Employment of a part-time Emergency Social Services Coordinator.

### **Crime Prevention and Response**

- Provision of protective and crime prevention services through the Burnaby RCMP detachment, which is the second-largest RCMP detachment in Canada, and the third-largest police service in British Columbia.
- Support for crime prevention programs, such as:
  - ▶ the Business Property Crime Reduction Initiative, which raises awareness among business property owners as to how they can reduce property crime on their premises.
  - ▶ the Crime Prevention through Environmental Design (CPTED) Review Process, which aims to reduce crime through design or alteration of the physical environment.
- Establishment of a Community Policing model and programs to involve citizens and increase police accountability. Council's Community Policing Committee has a mandate to advise on promoting a community-based policing model while providing an opportunity for the public to have

◀ **Burnaby has the second-largest RCMP detachment in Canada, and the third-largest police service in British Columbia.**

input into policing priorities. Features of the model and programs include:

- ▶ community police offices and citizen advisory committees in each geographic quadrant
- ▶ neighbourhood liaison officers
- ▶ school liaison officers
- ▶ crime prevention programs such as Citizens Crime Watch, Block Watch, Crime-Free Multi-Housing and Speed Watch.
- Establishment of the Mayor's Task Force on Graffiti in 2007, and adoption of an Anti-Graffiti Bylaw and Strategy and associated anti-graffiti initiatives (e.g., murals, youth initiatives).
- Sponsorship, with the RCMP, of annual public safety forums since 1995.
- Support for Burnaby RCMP's Victim Services Program, which includes trained caseworkers who offer emotional support, information, practical assistance and referrals to victims of crime and trauma.
- Sponsorship, with the Burnaby NewsLeader, of CommSafe, a monthly two-page feature focusing on community safety and crime prevention.
- Adoption of the Children and Vulnerable Persons Protection Policy in 1998. Burnaby is committed to providing services for all people in an environment that is safe and free from abuse or neglect.
- Operation, with the RCMP, of Burnaby Youth Services, which provides short-term guidance and counselling for youth (and their parents) who have come into contact with the law in order to eliminate future criminal activity. The program is an alternative to formalized prosecution by the courts.
- Sponsorship, with the Burnaby School District and the RCMP, of the Burnaby Youth Restorative Justice Program.
- Establishment of and support for the Burnaby-New Westminster Task Force on Sexually Exploited and At-Risk Youth, which raises public awareness in order to prevent recruitment of young people into the sex trade.

### Suggested Actions

Within this Strategic Priority, the City can take action to monitor and improve programs that provide protection from crime or abuse, and to help people respond in times of crisis or emergency. Suggested actions include:

### Emergency Preparedness and Crisis Response

#### Building on our Foundation

110. Consider undertaking an awareness campaign on emergency preparedness. A campaign could include:
- an awareness week/month focusing on public safety/emergency preparedness – modelled on Fire Prevention Week
  - website (e.g., on-line tutorials) and printed communications that are accessible, in clear language and available in several languages
  - development of a system to more visibly and consistently mark designated "resiliency centres" (i.e., emergency gathering places)

### How it Works

#### The Burnaby Youth Restorative Justice Program

is a volunteer-driven restorative justice initiative, affiliated with the City of Burnaby, the Burnaby RCMP and Burnaby School District #41. The program seeks to divert from the formal court system youth who have committed minor misdemeanours. Trained facilitators bring together all parties affected by the crime or conflict in an effort to repair the harm caused. All those who have been involved in the incident can listen to what has happened, hear how everyone has been affected, and then, together, decide how to move forward.

Referrals to the program can be made by personnel from the Burnaby RCMP, the Burnaby School District and community agencies.



Donald N. Brown Community Police Office in southeast Burnaby.



Burnaby's Anti-Graffiti Strategy has been in effect since 2008.



Disaster simulation exercise at Simon Fraser University.



Burnaby participated in the emergency preparedness exercise, The Great British Columbia Shake Out, in February 2011.

with a symbol (or other device) that could be used and highlighted in all associated communications materials

- continuation of localized outreach through all City facilities with offerings of public information forums and workshops on individual/family emergency plan development for those living in a variety of housing types (e.g., how to develop a plan for families living in high-rise towers).

#### *Possible Partners and their Roles:*

- Union of BC Municipalities: 1) connect planned campaign events with similar events being organized by other local governments.
- Non-profit agencies, particularly those providing services to refugees and immigrants, persons with disabilities, and seniors; community organizations, including ethno-cultural and faith groups; general business community; business associations; the Burnaby Board of Trade; British Columbia Real Estate Association and real estate companies; health organizations; educational institutions; Burnaby School District and other schools: 1) participate in and help advertise organized awareness campaign events; 2) provide input into the development of the campaign.
- Provincial government, corporations in Burnaby: 1) provide funding for the campaign.
- Local media: 1) publicize the campaign.

111. Consider undertaking and encouraging other large organizations to undertake public disaster simulation exercises to assess and improve the level of public preparedness.

#### *Possible Partners and their Roles:*

- Federal government: 1) provide information and other resources for the exercises.
- Provincial government: 1) provide information and other resources for the exercises.
- Business associations, general business community, the Burnaby Board of Trade: 1) provide information to employees and/or members and participate in simulations; 2) sponsor simulations.
- Burnaby School Board, educational institutions: 1) provide information to students and participate in simulations; 2) sponsor simulations.
- Salvation Army and Canadian Red Cross: 1) provide expertise, information and other resources for the exercises.
- Non-profit agencies, community organizations, business associations, general business community: 1) provide input into and promote and advertise the exercises.

#### **Expanding our Horizons**

112. Consider the creation of a City-sponsored program, in partnership with the Burnaby business community, which offers emergency kits at a discounted price to community residents.

### *Possible Partners and their Roles:*

- General business community, business associations, the Burnaby Board of Trade: 1) enter into partnerships to provide discounted emergency kits for purchase.
- Non-profit agencies and community organizations including ethno-cultural and faith groups, the Salvation Army, the BC Coalition of People with Disabilities, Burnaby School District, health organizations: 1) provide input on contents of the kits; 2) promote availability of kits to members and participants.

### **Breaking New Ground**

113. Consider undertaking a review of Burnaby's Emergency Program that may include:
- development of a temporary civic task force to assist and provide input in the Emergency Program review
  - assessment of emergency plans for such groups as seniors, people with disabilities, and those with English as a second language (e.g., are "resiliency centres" [emergency gathering centres] accessible? are they local and within walking distance in all areas of the city? does the plan work for people who cannot communicate verbally, visually or in English? are basic prescription medications and/or storage facilities for medications individuals bring with them available?)
  - assessment of the need for a plan for pets in emergency situations
  - assessment of the need for a permanent full-time Emergency Social Services Co-ordinator, with applicable support staff as needed.

### *Possible Partners and their Roles:*

- Non-profit agencies, community organizations including ethno-cultural and faith groups, business associations, general business community, the Burnaby Board of Trade, health organizations, educational institutions, Burnaby School District and other schools: 1) provide input into the assessment of the emergency plans and planning for pets in emergencies.
- Non-profit agencies, community organizations serving seniors and persons with disabilities: 1) provide focused input into the review regarding the experiences of seniors and people with disabilities during emergencies
- BC Coalition of People with Disabilities and Burnaby Association for Community Inclusion: 1) provide information and expertise; 2) provide volunteers.
- Lower Mainland Emergency Pet Services (LMEPS): 1) provide services and publicize plan.
- Canadian Animal Assistance Team (CAAT): 1) provide information and expertise; 2) provide volunteers.
- Society for Prevention of Cruelty to Animals (SPCA), pet stores: 1) provide equipment and supplies.

### Linkages and Connections

In a **major emergency**, such as an earthquake, Burnaby citizens will look first to their own household and to their neighbours for help. For this reason, it makes sense to involve neighbours in preparing for any emergency. It's important to include any neighbours who might need more assistance – such as seniors, people with disabilities, families with young children, or people with language limitations – in emergency plans. Getting to know neighbours and their special needs or skills now will ensure a strong community response when it's needed.



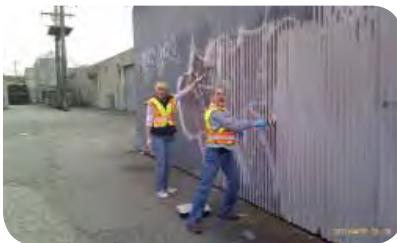
## Partnerships

In partnership with the **Burnaby NewsLeader**, the **City of Burnaby** sponsors a monthly newspaper feature called "CommSafe". This feature provides information about crime prevention and community policing initiatives. As well, the feature profiles and celebrates individuals and businesses that are active in enhancing community safety.



Photo credit: Gord Couling, ICBC

Speed Watch volunteers.



Removing graffiti at Kingsway-Imperial Neighbourhood Association's clean-up in April 2011.

114. Consider undertaking an awareness campaign on crisis support, including information in languages other than English, and advocating for the increased availability of a more complete continuum of crisis support services.

### *Possible Partners and their Roles:*

- Non-profit agencies, community organizations, including ethno-cultural and faith groups, business associations, general business community, the Burnaby Board of Trade, health organizations, educational institutions, Burnaby RCMP, Burnaby School District and other schools, doctors' and dentists' offices: 1) display information at their business or location; 2) help circulate information to their participants and members.
- Federal government: 1) provide funding to support the increased availability of crisis support services.
- Provincial government: 1) provide funding to support the increased availability of crisis support services.
- Local media: 1) publicize the campaign.

## Crime Prevention and Response

### **Building on our Foundation**

115. Continue to provide Burnaby residents with crime prevention advice, and information on community policing, crime prevention programs, and opportunities and ways to get involved in community safety. This can be accomplished through a variety of means, including the monthly "CommSafe" feature in the Burnaby NewsLeader and ongoing community-oriented crime prevention seminars.

### *Possible Partners and their Roles:*

- Business associations, non-profit agencies, community organizations including ethno-cultural and faith groups, community policing advisory committees, the City's Community Policing Committee: 1) support the development of content for the 'CommSafe' feature.
- General business community: 1) advertise in the 'CommSafe' feature.
- Burnaby NewsLeader: 1) continue the partnership with the City to publish and distribute 'CommSafe'.
- Business associations, general business community, the Burnaby Board of Trade, non-profit agencies, community organizations including ethno-cultural and faith groups, health organizations, educational institutions, Burnaby School District and other schools: 1) distribute information to their members and networks; 2) encourage their members to get involved in public safety.
- Shaw Cable, Simon Fraser University, British Columbia Institute of Technology: 1) distribute information through television, radio and other communications networks.

116. Continue to create initiatives to involve residents in public safety and crime prevention.

*Possible Partners and their Roles:*

- General business community, the Burnaby Board of Trade, non-profit agencies, community organizations including ethno-cultural and faith groups, health organizations, educational institutions, Burnaby School District and other schools, RCMP, community policing advisory committees: 1) provide input into the development of additional initiatives; 2) encourage members to get involved in public safety.
- Burnaby residents: 1) participate in public safety initiatives.

117. Assess the effectiveness of the 'Business Watch' pilot program<sup>17</sup> and consider possibilities for expansion.

*Possible Partners and their Roles:*

- Businesses participating in the pilot, RCMP, community policing advisory committees: 1) provide input into the review of the pilot project.
- General business community, business associations, the Burnaby Board of Trade: 1) participate in and spread awareness about any possible expansion of the program.

118. Continue to apply Crime Prevention Through Environmental Design principles to new developments and to identified existing developments. Encourage TransLink to apply the principles near transit hubs. Application of CPTED principles could lead to, for example, improved lighting and landscaping, additional security cameras, and panic buttons at appropriate locations.

*Possible Partners and their Roles:*

- TransLink: 1) liaise with the City to document and develop possible solutions to security concerns around SkyTrain stations.
- Architects and developers: 1) apply CPTED principles to designs.
- Property owners, developers, Burnaby residents: 1) acquire information about CPTED and retrofit buildings, as necessary.

119. Continue to work with the Burnaby RCMP to identify new opportunities to profile its non-emergency presence in the community and to complement current initiatives (e.g., presentations to school children, 'meet your police' community events, sports activities with youth, personal safety workshops at City venues).

<sup>17</sup>'Business Watch' is a collaborative crime prevention program that involves business owners and managers keeping an eye out for suspicious and criminal activity, both on their own property and on other business premises. Participating businesses report concerns to the RCMP, and keep in touch with neighbouring businesses about crime concerns. The RCMP provides valuable crime prevention information through educational seminars, e-mail alerts, and in-person visits to the business premises.

How it Works

**Crime Prevention Through Environmental Design**, or CPTED, is an approach to planning and development that reduces opportunities for crime. Communities, neighbourhoods, individual homes, and other buildings, as well as streets and parks, can all be made safer through the use of design principles, such as the careful design of landscaping and placement of windows, that make it more difficult to carry out inappropriate activities.



Burnaby RCMP members take part in the Kingsway-Imperial Neighbourhood Association's community clean-up.



An RCMP member helps to announce the winner of a raffle prize at Gilmore Community School's Country Carnival.



Burnaby's Block Watch program has been in place since 1986.



Photo credit: Gord Coulling, ICBC

Community policing volunteers check speeds on Marine Drive.



City Watch is one of several crime prevention programs in the city.

120. Continue to investigate opportunities to maintain, promote, and further expand community participation in the Burnaby RCMP's existing Block Watch program.

*Possible Partners and their Roles:*

- Neighbourhood associations, community organizations including ethno-cultural and faith groups: 1) promote participation in the program to their membership and participants; 2) provide input into the further expansion of the program.
- Burnaby residents: 1) participate in the program.

121. Continue to promote the early and consistent reporting of crime, including public education (e.g., how to identify and effectively report possible drug-related activity).

*Possible Partners and their Roles:*

- Neighbourhood associations, community organizations including ethno-cultural and faith groups, business associations, general business community, Burnaby residents: 1) participate in associated promotion and education initiatives; 2) consistently and promptly report suspected criminal activities.
- Local media: 1) help publicize relevant awareness information.

122. Continue to support the City Watch Program, whereby City staff keep an eye open for and report suspicious activity while travelling around the city in the course of their daily duties.

*Possible Partners and Their Roles:*

- Canadian Union of Public Employees (CUPE), Local 23: 1) continue the City Watch partnership with the City.

123. Continue to work with the Burnaby RCMP and other potential partners such as BC Hydro to educate the public about, and target and dismantle marijuana grow operations and illegal drug laboratories.

*Possible Partners and their Roles:*

- BC Hydro, Burnaby RCMP: 1) provide information relating to the identification of potential grow operations and illegal drug laboratory sites.
- Neighbourhood associations, community organizations including ethno-cultural and faith groups, Burnaby residents: 1) take advantage of available information to increase awareness of illegal drug operations; 2) consistently and promptly report suspected grow operations and illegal drug laboratories.
- Local media: 1) help publicize relevant awareness information.

124. Look for additional opportunities to enhance the maintenance of private and public vacant lands throughout the city (e.g., litter control, shrub clearing, basic lighting) to ensure that these lands do

not become 'dumping grounds' or locations for potential criminal activity, and revise City bylaws, as appropriate.

*Possible Partners and their Roles:*

- Neighbourhood associations, community organizations including ethno-cultural and faith groups, Burnaby residents: 1) consistently and promptly report instances of nuisance related to empty lands.
- Property owners: 1) participate in the maintenance of empty lands.

**Expanding our Horizons**

125. Work to increase public awareness of the City's Children and Vulnerable Persons Protection Policy, and the associated Positions of Trust Program through public education activities.

*Possible Partners and their Roles:*

- Non-profit agencies, community organizations including ethno-cultural and faith groups, health organizations, Burnaby School District and other schools: 1) provide input into the development of public awareness and education efforts; 2) participate in public awareness and education activities.

126. Consider expanding the focus of the Burnaby Restorative Justice Program beyond youth to include adults.

*Possible Partners and their Roles:*

- Burnaby RCMP: 1) operate the program.
- Provincial government: 1) provide funding for an expanded program.

127. Consider reviewing the process for funding and installing street lighting, especially along highly used pedestrian and community corridors (e.g., near schools and along walking/cycling paths).

*Possible Partners and their Roles:*

- Neighbourhood associations, community organizations including ethno-cultural and faith groups, Burnaby residents: 1) participate in identifying high-priority areas for additional street lighting.



Participants in the "Stop the Sexual Exploitation of Children and Youth" Awareness Week Run at Central Park.



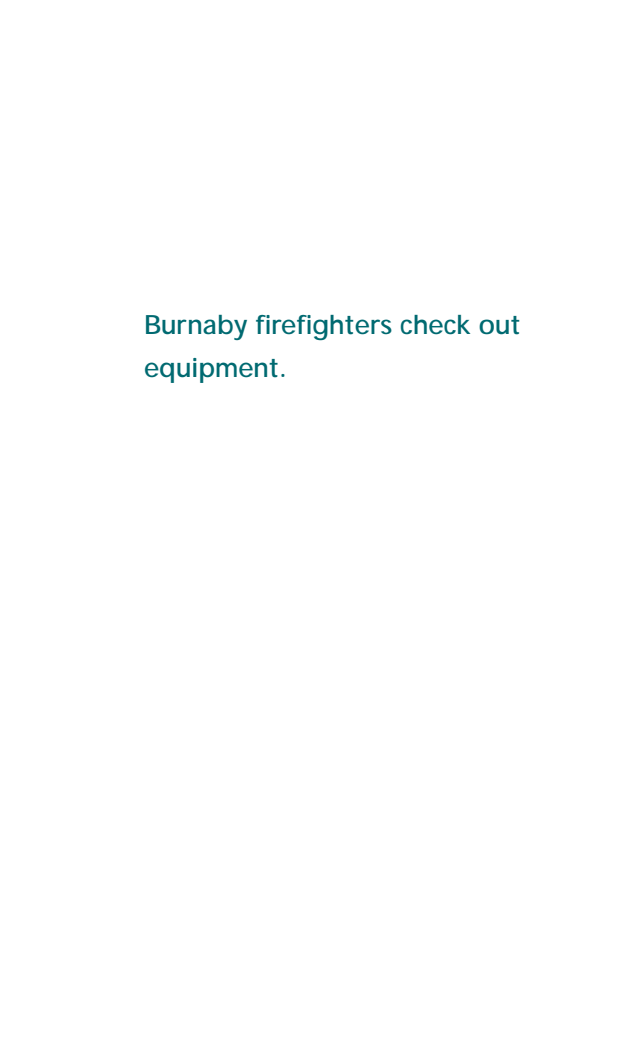
Pedestrian-oriented street lighting on Edmonds Street.







Volunteering with Burnaby's Citizens Crime Watch program.



Burnaby firefighters check out equipment.



Burnaby RCMP on parade.



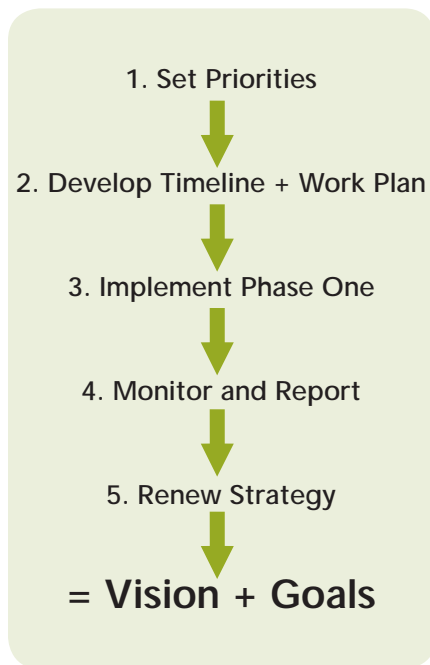
# VII. Implementation

In order to advance toward Burnaby's Social Sustainability Vision and execute the Social Sustainability Strategy, the City will need to chart a course to achieve its goals. This section provides a framework for the City to implement the Strategy.

## Implementation Steps

Subsequent to Council adoption of the Strategy, staff will develop an implementation plan, to include the following steps:

- prioritize actions for implementation in Phase One, including sequencing of actions
- develop the work plan for the first year of Phase One
- implement Phase One
- monitor and report progress annually
- refresh the Strategy after five years and adopt a new strategy after 10 years



Each of these steps is elaborated upon below.

### 1. Set Priorities

In order for the City to realize its Social Sustainability Vision, it will be important to prioritize the actions in the Social Sustainability Strategy. This will enable the City to focus its limited resources to deliver on a suite of initiatives in the near term. The highest priority actions will be proposed for Phase One while others will be considered for subsequent phases. (Depending on the results of annual reviews, the needs of the community and Committee and Council direction, the City may subsequently decide to begin work on Phase Two while Phase One work continues.)

The Social Sustainability Strategy actions will be prioritized by taking into consideration the following guidelines:

- Ensure the group of prioritized actions help achieve all of the 10-year goals: Community Inclusion, Community Liveability and Community Resilience
- Include a combination of actions that:
  - ▶ build on our foundation, expand our horizons and break new ground
  - ▶ benefit a broad cross-section of Burnaby citizens as well actions that benefit specific target groups
  - ▶ the City has control over as well as actions that require the City to work in partnership with others to achieve the desired objectives
  - ▶ are "quick wins" to generate early successes as well as actions that are long-term and might take three years or longer to bring to fruition
  - ▶ can benefit from existing partnerships as well as actions that will depend on new relationships for success.
- Include some actions that:
  - ▶ are high profile and emblematic of Burnaby's social sustainability commitment, which could be characterized as "signature initiatives",

building Burnaby's reputation as a national leader in social sustainability

- ▶ foster increased participation and engagement of Burnaby citizens
  - ▶ can engage City staff as social sustainability advocates and champions
  - ▶ influence other organizations such as businesses and suppliers to integrate social considerations into their operations.
- Consider the inter-relationships within and between the various actions to ensure a logical sequence of implementation. For example, in order to accomplish some actions in the later years of the Strategy, it will be important to prioritize the consultation, research and development phase in the early years. Additionally, actions in one strategic priority may complement and support later actions in another strategic priority.

In addition, the following administrative criteria will be considered in the priority-setting process:

- availability of resources, including staff time and budget
- the initiative's "social return on investment" (i.e., the magnitude of social benefits realized for the investment of time and money)
- the timing implications of forging new relationships
- complementarity with other City initiatives
- the degree to which the prioritized actions create a flexible base that can accommodate emergent issues and developments in the city over the life of the Strategy.

This assessment will generate a list of priority actions proposed for Phase One, and a preferred sequencing of these actions.

## 2. Develop First-Year Work Plan

Actions proposed for the first year will be further developed and resourced in a staff work plan. The Phase One priorities and first-year work plan will be forwarded to the Social Issues Committee<sup>18</sup> and Council for review and adoption.

## 3. Implement Phase One

Upon adoption of the work plan, the City will commence work on Phase One, communicating as appropriate with the public. Many departments and partner organizations may be involved in the implementation. Thereafter, annual work plans will be prepared for approval by the Social Issues Committee and Council.

## 4. Monitor and Report

Annually, the City will monitor its performance in relation to the annual work plan and evaluate its progress on achieving the goals and actions of

<sup>18</sup>The Social Issues Committee's mandate is to advise Council on a range of issues in the social realm, and on other matters referred by Council. The membership of the committee includes citizens, three members of City Council, and one School Trustee.



Ballet dancers at the Shadbolt Centre for the Arts.



Planting trees along Still Creek on World Rivers Day in 2006.



Deer Lake Park trail.



Vaisakhi Festival.



Burnaby Art Gallery.



Barnet Marine Park.

the Strategy. This will be accomplished through progress reports to the Social Issues Committee and Council. These progress reports will include both an assessment of performance in relation to the work plan, and recommended deliverables for the remaining years of Phase One. As with other Council reports, these progress reports are public documents and will be posted to the City website.

As the City achieves milestones and successes along the implementation path, it will communicate these achievements through a range of approaches (e.g., use of social media and the communications infrastructure of Burnaby organizations, efforts to access hard-to-reach groups) in order to celebrate success and inspire continued progress.

The City will designate a contact email address on its website to facilitate ongoing public feedback on the Social Sustainability Strategy.

### 5. Renew Strategy

The Social Sustainability Strategy will be revisited after five years through a public consultation process, the purpose of which would be to engage the public in assessing progress and to update the Strategy to reflect new learning, experience and developments. After 10 years, the Strategy would undergo a more thorough review for the purposes of updating the vision, and identifying new goals and strategic priorities to inform the City's efforts over the next decade.

### Other Implementation Considerations

In addition to the planning steps above, the City can support the Social Sustainability Strategy in the following ways:

- *Seek opportunities to incorporate social sustainability into existing City management functions*

Burnaby is already recognized as an exceptionally well-managed municipality. Ongoing management functions such as planning, purchasing, budgeting, training and staffing may offer opportunities to deepen the commitment to social sustainability within the City's own operations and in the services and programs it delivers. By taking a systematic approach, the City could also ensure that current practices do not create barriers to realization of the City's Social Sustainability Vision.

- *Review the mandate of the Social Issues Committee*

The Social Sustainability Strategy provides a ground-breaking and comprehensive approach to social sustainability. The scope of the actions considered within the Strategy would likely exceed the current mandate of the Social Issues Committee, which was created before this integrated approach was contemplated. With the adoption of the Strategy, the time may be right to consider reviewing the mandate of the committee to ensure both that it incorporates the directions proposed in the strategy, and that responsibility for overseeing Strategy implementation and providing recommendations to Council on course corrections and opportunities for improvements rests with the Social Issues Committee.



Gir Burnaby

Gir Burnaby

The Heights

MULLYAN  
AUTO INC.

## Appendix 1 - Acknowledgements



**Derek Corrigan**  
Mayor  
City of Burnaby



**Nick Volkow**  
Councillor  
City of Burnaby



**Pietro Calendino**  
Councillor  
City of Burnaby



**Anne Kang**  
Councillor  
City of Burnaby



**Paul McDonell**  
Councillor  
City of Burnaby

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**  
Member's  
Assistant, Burnaby  
– New Westminster  
Constituency Office,  
Peter Julian, Member of  
Parliament



**Matthew Coyne**  
Executive Director,  
Tourism Burnaby



**Stephen D'Souza**  
Executive Director,  
Burnaby Community  
Connections



**Darlene Gering**  
Former President & CEO, Burnaby  
Board of Trade  
President, Burnaby Organizing  
Committee, 2012 BC Senior Games  
Social Innovations Consultant



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



**Wilf Hurd**  
Director of Government  
Relations, Simon Fraser  
University  
Director, Burnaby Board  
of Trade



**Garson Lee**  
C.A. Partner, DMCL  
Chartered Accountants



**Bala Naidoo**  
Regional Director,  
Investors Group Financial  
Services Inc.  
Director, Burnaby Board  
of Trade and Chair of  
its Social Development  
Committee



**Baljinder Kaur Narang**  
Burnaby Board of  
Education (SD41),  
Vice Chair



**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  
*(participated until  
May 2010)*



**Adele Wilson**  
Former Executive  
Director, Dixon  
Transition Society  
Development Manager,  
Terra Housing  
Consultants





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#### **Prosperous City Working Group**

Andrew Brown  
Marni Davis  
Ernie Fernandes  
Carole Galte  
Gabiella Maio  
Carol Matusicky  
Sara Shaw  
Tom Stefan

#### **Age-Friendly City Working Group**

Cordelia Crockett  
Carolyn Bell  
Carole Kaye  
Cindy Hayto  
Tazul Nisha Ali  
Nellie Wong

#### **Engaged City Working Group**

Iqbal Dhanani  
Cristina Dietrich  
Mika Fryling  
Doreen George  
Amber Keane  
Pat Naidoo  
Bill Walters  
Awin Ye  
Susan Zander

#### **Diverse City Working Group**

Farida Ali  
Miwako Aratake  
Clarus Leung  
Murray Martin  
Henry Mwandemere  
Emily Sutherland  
Holly Page  
Barry Waterlow

#### **Healthy City Working Group**

Susanne Burns  
Tanuja Dabir  
David Fairey  
Lee Loftus  
Susan Spencer  
Larry Hayes  
Catherine Heritage  
Judi Marshall

#### **Peaceful City Working Group**

David Fleugel  
Dave Fairhall  
Diane Gillis  
Cynthia Helgason  
Ray Lord  
Wanda Mulholland  
Mondee Redman  
Marilyn Smitshoek

As well, the Steering Committee recognizes that this Strategy was developed in partnership with:

**Susan Todd**, Principal, Solstice Sustainability Works Inc.  
(Lead Project Consultant)  
**Coro Strandberg**, Principal, Strandberg Consulting  
**Gillian Aubie Vines**, Sustainability Consultant, Stantec Consulting Ltd.

The following City staff are also recognized for their contributions to the Strategy development process:

**Basil Luksun**, Director Planning and Building  
**Margaret Manifold**, Social Planner  
**Rebekah Mahaffey**, Social Planner  
**Dara Parker**, Social Planner  
**Karen Leach**, Communication Consultant  
**Maryann Manuel**, Executive Assistant to the Mayor  
**Blanka Zeinabova**, Administrative Officer 1  
**Don Dool**, Graphic Designer  
**Rod Nevison**, Graphic Designer

The Strategy development process was managed by:  
**Joan Selby**, Senior Social Planner, Planning and Building Department, City of Burnaby.

# Appendix 2 - Public Consultation and Burnaby's Social Sustainability Strategy

## Social Sustainability Strategy Steering Committee

The overall strategy development process was guided by a 25-member Steering Committee, appointed by Mayor and Council, and composed of Burnaby community members. Over the course of 15 months, the Steering Committee:

- developed the Social Sustainability Vision
- identified six themes for exploration by Working Groups
- contributed to a Working Group process with other community members
- approved a framework for the Social Sustainability Strategy
- identified possible actions to carry Burnaby forward toward realization of its vision and goals
- approved a draft Strategy for public consultation and
- responded to public feedback by revising and fine-tuning the Strategy for Council's ultimate approval.

## Autumn 2010 Working Group Process

Reflecting the solutions-oriented approach of this process, the City wished to tap the collective experience and insight of the community to generate creative ideas for consideration in the Strategy. Accordingly, the City assembled another 50 Burnaby citizens into six thematic Working Groups. Each Working Group consisted of Social Sustainability Steering Committee members and other volunteers chosen for their understanding of particular themes or social sustainability generally. **Appendix 1** includes a list of Working Group members.

The Working Group process involved community members in a "Prep Camp" and three Working Group meetings in September and October, 2010. Members in each Working Group confirmed the social sustainability topics in their theme, developed a description of success for each topic and, based on their own experience, assessed how close Burnaby is to each description of success. The size of the gaps between the goals and the current state gave the Working Group members an indication of how ambitious their ideas needed to be for Burnaby to achieve its overall vision.

Using the assessments and descriptions of success, Working Group members went out into the community in a "community check-in" process to ask for suggestions on how Burnaby could move closer to success. More than 800 ideas came forward from the community. The Working Groups

then refined, grouped and prioritized all the ideas into a priority list of about 50 concrete suggestions for the Steering Committee and the City, along with suggestions as to how others – individuals, community groups, businesses, and senior governments – could contribute.

All the ideas – the priority list plus the other community check-in suggestions – were analyzed. The analysis revealed a new set of overarching opportunities for the City to use its mandate and leverage to achieve progress toward the vision. This set of opportunities became the Goals and Strategic Priorities in the Social Sustainability Framework and draft Strategy. The priority Working Group suggestions and other suggestions from the community check-in formed the main body of the draft Strategy.

### **Spring 2011 Public Consultation on the Draft Social Sustainability Strategy**

The public consultation process on the draft Social Sustainability Strategy, produced by the Steering Committee, and based on the work of the Working Groups, took place during March and April 2011.

The public was invited to participate in the consultation process through three main methods:

- Four public open houses – one in each geographic quadrant of the city
- A survey – available both on-line and in hard copy
- Presentations to specific groups.

The opportunities to provide feedback, as well as general information about the draft Strategy, were advertised through:

- City of Burnaby website (in English as well as Cantonese, Mandarin, Korean, Punjabi and French)
- InfoBurnaby
- Local bi-weekly newspapers
- Posters in City venues, in shopping centres, at schools, and in various other locations
- Presentations to community groups
- Staffed displays at shopping centres
- One-page information sheets translated into Cantonese, Mandarin, Korean, Punjabi and French.

### **Public Open Houses**

- Three Open Houses were scheduled for evenings and one for a weekend morning.
- All Open House venues were wheelchair accessible.
- Childminding and language translation were offered at all Open Houses.
- Open House sessions consisted of information posters, informal discussions with staff, a staff presentation on the draft Strategy, and a question and answer period.
- A total of 79 people attended the four open houses.

## Survey

- The survey was available on the City's website, and in hard copy through a number of venues.
- Potential responders who are not comfortable reading and writing English were provided with the opportunity to call specific multi-lingual City staff for assistance with completing the survey.
- A total of 126 completed surveys were received – 78 on-line and 48 in written format.
- The four geographic quadrants were represented almost equally in the responses.
- Only 10 of 126 respondents do not live in Burnaby (i.e., they work and/or volunteer in Burnaby).
- 70% of Burnaby residents who responded have lived in Burnaby for more than 10 years.
- 85% of respondents are English-speaking. Other respondents identified themselves as speaking Cantonese, Mandarin, or Italian, or did not respond to the question.
- Responses tended to be from people over the age of 45 years: the age breakdown of respondents is as follows:
  - ▶ 18 – 24 years: 1%
  - ▶ 25 – 34 years: 6%
  - ▶ 35 - 44 years: 14%
  - ▶ 45 - 54 years: 39%
  - ▶ 55 - 64 years: 24%
  - ▶ 65 – 74 years: 14%
  - ▶ 75+ years: 2%

## Presentations

- Staff conducted a total of 19 presentations or workshops on the draft Strategy to groups such as Burnaby Association for Community Inclusion, the South Burnaby Neighbourhood House Youth Leadership Group, ELSA/Literacy class at Edmonds Community School, Voices of Burnaby Seniors Task Force, the Burnaby Board of Education and its District Parent and District Student Advisory Committees, and Burnaby Interagency Council.
- Through presentations, staff reached a good representation of a wide cross-section of the community including youth, seniors, people with disabilities, homeless people, cultural minorities, and newcomers to Canada.
- Total participation in the presentations/workshops is estimated at about 460 people.

In addition to those who participated through Open Houses, the survey, and presentations, seven other residents and/or organizations submitted briefs, letters or written feedback.

*“The Burnaby Social Sustainability Strategy was an excellent idea, and should help put Burnaby in the forefront of Canadian municipalities in terms of vision and comprehensive approach to living in a modern urban setting” . . .*

### How the Draft Strategy was Received

There was a generally positive view of the draft Strategy and commendations to the City for undertaking it. Comments include:

“Well done - this continues to be a great community and all those who have worked on this project should be recognized” .

“I think that it's a great start and there are lots of ideas on paper . . . .with follow-through . . . .Burnaby will be an even better place to live, work and play.”

“ Good Strategy! Well done.”

“ It is a very thorough and detailed document. It appears a lot of effort has gone to develop this document . . . . Burnaby will continue to be a vibrant place to reside.”

“ I am proud of Burnaby for being such a progressive city. Burnaby has the ability to influence other communities. I look forward to watching all the positive changes . . . .”

“ Thank you for putting together this wonderful Committee and for allowing the citizens the opportunity to express our opinions.”

“ The Burnaby Social Sustainability Strategy was an excellent idea, and should help put Burnaby in the forefront of Canadian municipalities in terms of vision and comprehensive approach to living in a modern urban setting.”

“ Praise to those who conceived and developed this strategy. It is a good example of what I love about Burnaby. I particularly admire the citizen input.”

“ Great work people and thank you for inviting us to partake!”

## Appendix 3 - Government Roles

As set out in the *Canadian Constitution Act, 1867*, governmental powers and responsibilities are divided between the Federal and Provincial governments. Regional governments and municipalities, as creatures of the Province, derive their powers through Provincial enabling legislation.

The various levels of government share responsibilities for areas of the social realm, although municipalities have very limited jurisdiction. Divisions between areas of responsibility are not always clear cut: some areas are shared by several levels of government, and in some areas of Provincial responsibility, the Federal government provides transfer payments or other types of assistance.

With this proviso, the following is a simplified description of the responsibilities of the federal, provincial, regional and municipal levels of government in British Columbia.

**The Federal Government**, which is charged with ensuring “peace, order and good government”, oversees a number of areas which impact the social development of a community, including citizenship and immigration, health, criminal law, employment insurance, First Nations people, and marriage and divorce. Primary sources of Federal revenue include the Federal Income Tax, and the Federal Sales Tax (whether the Goods and Services Tax or the Federal portion of the Harmonized Sales Tax).

**The Provincial Government**, which is charged with “matters of a purely local or private nature”, oversees the administration of justice, civil rights and property, education, health, municipal government, and welfare. The administration of some of these responsibilities has been devolved by the Province to more local bodies such as Boards of Education and Regional Health Authorities. Primary sources of Provincial revenue include the Provincial Income Tax, the Provincial portion of the Harmonized Sales Tax (or Provincial Sales Tax), and Federal transfer payments.

**Regional Districts** are charged with providing “development services” consisting of co-ordination, research and analysis as they pertain to a district. Examples include water treatment and supply, solid waste disposal, and air quality management. Revenue sources for regional districts include tax requisitions from municipalities, development cost charges and user fees.

**Municipalities**, through the British Columbia Local Government Act, have been allocated a number of land use (e.g., zoning), regulatory (e.g., building regulation, property maintenance including graffiti control), infrastructure (e.g., roads, utilities, waste management), and service (e.g., recreation, culture, fire and police) responsibilities which influence the community's social development. The primary sources of municipal revenue are the municipal property tax, and user and licence fees.

# Appendix 4 - Social Sustainability Strategy Working Group Themes and Topics

CREATIVE CITY	
Themes	Topics
Prosperous City	<ul style="list-style-type: none"> <li>Housing</li> <li>Economic Development, Security, and Opportunity</li> <li>Enabling Work Readiness</li> <li>Corporate Social Responsibility</li> </ul>
Age-Friendly City	<ul style="list-style-type: none"> <li>Mobility for All</li> <li>Urban Design</li> <li>Age-Specific Participation</li> <li>Social Connections</li> </ul>
Engaged City	<ul style="list-style-type: none"> <li>Life-Long Learning</li> <li>Participation in Community Life</li> <li>Multi-Use Public Spaces</li> </ul>
Diverse City	<ul style="list-style-type: none"> <li>Arts, Leisure and Entertainment</li> <li>Immigrant Settlement and Integration</li> <li>Inter-Community Engagement and Inclusion</li> <li>Faith, Spirituality, Identity and Culture</li> </ul>
Healthy City	<ul style="list-style-type: none"> <li>Integrated Health</li> <li>Food and Nutrition</li> <li>Green Space</li> <li>Environmental Health</li> </ul>
Peaceful City	<ul style="list-style-type: none"> <li>Public Safety and Security</li> <li>Emergency Preparedness</li> <li>Crisis Support</li> <li>Community Cohesion</li> </ul>





## Appendix 5 - Resources

The following resource documents are available on the City of Burnaby website <http://www.city.burnaby.ca/cityhall/boards/ssssc.html#resources>:

### **Social Sustainability Context Document**

The Burnaby Social Sustainability Context Document was compiled as a background resource for Burnaby's Social Sustainability Strategy Steering Committee. It outlines where Burnaby is now – both in terms of strengths and challenges – and provides an overview of Burnaby's many initiatives in the social realm, and the main tools at the City's disposal for enhancing the social sustainability of the community. It also provides an overview of social development plans and strategies created by other Canadian municipalities, and a demographic snapshot of Burnaby based on 2006 Census data.

### **City of Burnaby: An Inventory of Key Social Achievements, Activities and Contributions**

This inventory provides an overview of Burnaby's key social assets, highlighting the City's social achievements, activities and contributions. The inventory concentrates on City programs, facilities, policies and staff support for community initiatives dating over the last 30 years (1980 forward). The assets are categorized by topic (e.g., seniors, education, public safety).

### **Demographic Tables for Burnaby and Metro Vancouver**

This document compares demographic information for Burnaby with the Metro Vancouver region as a whole, based on 2006 Census data. Included are tables on population; marital, family and household status; cultural diversity; educational attainment; income; labour force; and housing.

### **Social and Demographic Trends in Burnaby and Neighbouring Communities, 1981-2006**

This document provides a statistical picture of the significant changes in Burnaby's demographic profile over the past 25 years. Information is provided on population size, age structure, families and households, cultural diversity, labour force, and income. To add perspective, 2006 Census information is included for the neighbouring communities of Vancouver, New Westminster, the Tri-Cities (Port Moody, Coquitlam and Port Coquitlam combined), Richmond, and the North Shore (City and District of North Vancouver and West Vancouver combined). Information for Metro Vancouver as a whole is included as well.

### **Social Sustainability Strategy – Terms of Reference**

This Council report presents the proposed terms of reference for the preparation of Burnaby's Social Sustainability Strategy.

Playground of the Gods on  
Burnaby Mountain.

