

The Corporation of the
CITY OF WHITE ROCK



Economic Development Advisory Committee
AGENDA

Wednesday, March 10, 2021, 4:00 p.m.

City Hall Council Chambers

15322 Buena Vista Avenue, White Rock, BC, V4B 1Y6

***Live Streaming/Telecast:** Please note that all Committees, Task Forces, Council Meetings, and Public Hearings held in the Council Chamber are being recorded and broadcasted as well included on the City's website at: www.whiterockcity.ca

The City of White Rock is committed to the health and safety of our community. In keeping with Ministerial Order No. M192 from the Province of British Columbia, City Council meetings will take place without the public in attendance at this time until further notice.

T. Arthur, Director of Corporate Administration

	Pages
1. CALL TO ORDER	
2. ADOPTION OF AGENDA	
RECOMMENDATION THAT the Economic Development Advisory Committee adopt the agenda for March 10, 2021 as circulated.	
3. ADOPTION OF MINUTES	3
RECOMMENDATION THAT the Economic Development Advisory Committee adopts the minutes of the February 10, 2021 as circulated.	
4. THE DECISION MAKING PROCESS OF THE COMMUNITY AMENITY CONTRIBUTION (CAC) FUNDING	
The Committee to continue a discussion from last meeting on the Community Amenity Contribution (CAC) funding decision-making process.	
5. SHOP THE ROCK DECAL UPDATE	
The Executive Director of the White Rock Business Improvement Association provide an update on the Shop the Rock Decal program.	

- 6. UPDATE ON DESTINATION BC ICONIC WEST COAST ROUTE**
- The Executive Director of Tourism White Rock to provide an update on Destination BC's Iconic West Coast Route and White Rock's possible involvement.
- 7. ECONOMIC DEVELOPMENT STRATEGIC PLAN FOCUS GROUP SESSION**
- The Economic Development Officer to conduct a focus group session on the Economic Development Strategic Plan.
- 8. OTHER BUSINESS**
- 9. INFORMATION**
- 9.1. COMMITTEE ACTION TRACKING** 11
- The Committee to discuss outstanding and accomplished items on the Committee Action Tracking document.
- 9.2. CITY OF SURREY INVESTMENT AND INNOVATION IMPACT (I3C) COMMITTEE REPORT** 18
- The Economic Development Officer provided the two documents for information purposes.
- 10. 2021 MEETING SCHEDULE**
- No scheduled meetings.
- 11. CONCLUSION OF THE MARCH 10, 2021 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING**



Economic Development Advisory Committee

Minutes

February 10, 2021, 4:00 p.m.

Via Electronic Means

PRESENT:

- B. Hagerman, Chairperson
- G. Gumley, Vice-Chairperson
- G. Cameron, Committee Member
- S. Crozier, Committee Member
- G. Cleveland, Committee Member
- R. Laflamme, Committee Member
- J. Lawrence, Committee Member
- W. McKinnon, Committee Member (left meeting at 5:25 p.m.)
- A. Shah, Committee Member
- G. Schoberg, Committee Member (entered the meeting at 4:13 p.m.)

NON-VOTING MEMBERS:

- A. Chew, Executive Director of Tourism White Rock
- A. Nixon, Executive Director of White Rock Business Improvement Association
- R. Khanna, Executive Director of South Surrey / White Rock Chamber of Commerce

COUNCIL: Councillor Manning, Council Representative (Non-Voting)

GUEST: MLA Trevor Halford, Guest (non-voting)

ABSENT:

- A. Gupta, Committee Member
- T. Blume, Committee Member
- E. Klassen, Committee Member

STAFF: C. Isaak, Director of Planning and Development Services
C. Latzen, Economic Development Officer
K. Sidhu, Committee Clerk
Chloe Richards, Committee Clerk

1. **CALL TO ORDER**

The meeting was called to order at 4:02 p.m.

2. **ADOPTION OF AGENDA**

2021-EDAC-004: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopt the agenda for February 10, 2021 as circulated.

Motion CARRIED

3. **ADOPTION OF MINUTES**

2021-EDAC-005: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopts the minutes of the January 13, 2021 as circulated.

Motion CARRIED

4. **GUEST ATTENDEE MLA TREVOR HALFORD**

Guest MLA Trevor Halford attended the Economic Development Advisory Committee. The following was discussed:

MLA Trevor Halford provided insight on local economic development.

- If there are any programs that are working well and some that are not working well, MLA Trevor Halford would like to be made aware of this.
- Currently, there are a variety of government programs available to the public which people may not be aware of. It is important to make sure people can access these programs.
- MLA Trevor Halford expressed his support of the Economic Development Advisory Committee.

It was inquired if there are any grants specific for smaller communities at this point for the City to be aware of.

- MLA Trevor Halford responded with that there is the Business Grant and Economic Recovery Grant. It was noted that most grants are catered towards smaller businesses.

Councillor Manning thanked MLA Trevor Halford for helping with the City with implementing lower percent charges of third-party delivery services.

G. Schoberg entered the meeting at 4:13 p.m.

It was inquired of what MLA Trevor Halford sees as major priorities for growing economic development in White Rock. MLA Trevor Halford responded with:

- Investing in the small businesses by providing support, especially during the pandemic.
- White Rock is considered to be a destination. As we navigate out of the pandemic, we need to figure out ways of getting people here to open up their wallets.

The Executive Director of Tourism White Rock inquired if there have been follow-ups to Skip the Dishes adding 99 cents surcharge plus GST to orders in BC. This was put in place after the bill was put forward.

- MLA Trevor Halford encourages others to speak out about such matters and picking up food order rather than using third party delivery services, as these are good ways of supporting restaurants.

5. WATERFRONT ENHANCEMENT STRATEGY

The Committee continued a discussion from the previous meeting on the Waterfront Enhancement Strategy. The following was discussed:

- The Director of Planning and Development Services noted that there is a current online survey that's being conducted on talkwhiterock.ca, including building heights in the Waterfront area. So far, there has been a lot of interest generated from this survey.
- On the Waterfront Enhancement Strategy, one of the items on the agenda was to look at the Marine Drive Waterfront area.
 - The City is looking at capital projects that the City could pursue.

- These items had been brought to Council earlier, but this was before the COVID-19 Pandemic. Due to financial constraints, it was referred for future consideration.

6. DECISION-MAKING PROCESS ON THE COMMUNITY AMENITY CONTRIBUTION (CAC) FUNDING

The Committee continued a discussion from last meeting on the decision-making process on the Community Amenity Contribution (CAC) funding.

Staff noted there will be a report that will go to Council for February 22, 2021.

Areas of further exploration were discussed, such as affordable housing, park upgrades, and things that the community would enjoy / would make White Rock more desirable.

- Indirectly, these items can all be related to economic development.

When will the City decide on how to allocate CAC funding?

- Not all funds are allocated at this time. Council may approve certain projects that are currently in the Financial Plan first. For those that are not in the Financial Plan and if Council decides to move forward to them, their timelines are uncertain at this time. Some might be executed in 2022 or 2023.
- There are some discretions as to where CAC funds go. There is about nine (9) million dollars left of unallocated funds, which is whatever has not been put towards project(s) yet.

7. WHITE ROCK SHOPPING DECALS

The Economic Development Officer provided a brief update on the Shop the Rock decal program.

A budget has been determined and the idea and budget are currently being reviewed by the White Rock Business Improvement Association. The Executive Director of the White Rock Business Improvement Association will provide further information at a later time.

8. REVIEW OF ECONOMIC DEVELOPMENT PLAN UPDATE SURVEYS

The Economic Development Officer provided a review of the Economic Development Plan Update surveys. The following discussion took place:

- The Director of Planning and Development Services and Economic Development Officer are currently working on the Economic Development Strategic Plan. This is considered a high priority for Council for the 2021-2022 period.
- They have drafted two survey versions to obtain input for businesses and residences. The draft surveys have been tested by few businesses and residences. All feedback has been positive. The surveys have also been reviewed by the White Rock Business Improvement Association and South Surrey / White Rock Chambers of Commerce.
- The survey results are to be compiled in April.
- The Economic Development Plan Update to be completed by Fall 2021.
- The Economic Development Officer reviewed the two surveys with the committee.

A Committee member suggested that there should be an 'Other' section under Question 9 of the residences' survey.

The Executive Director of South Surrey / White Rock Chambers of Commerce expressed concerns of the survey length. It was inquired what the average survey completion length was.

- The Economic Development Officer responded that there is an average time of 15 minutes and that no negative feedback has been received regarding this.

A Committee member asked if this survey has been tested with Surrey residents as well.

- The Economic Development Officer responded that they have not, but it is expected that nearby Surrey residents will naturally fill out the survey, being so close to White Rock and possibly using White Rock amenities and services.

The Executive Director of Tourism White Rock noted that both surveys do not mention tourism in White Rock, and would like to see more questions regarding tourism.

- The Economic Development Officer responded that on the business survey, the second question eludes to tourists and visitors. On the residence one, more can be added regarding tourism in White Rock.

The Executive Director of South Surrey / White Rock Chambers of Commerce noted that there is no mention of the COVID-19 Pandemic on either survey, and believes this should be acknowledged as this has impacted all businesses in White Rock.

- The Economic Development Officer noted that they have already started working on adding this to the surveys.

The Executive Director of South Surrey / White Rock Chambers of Commerce suggested that it would be great to include pop-ups stores as an idea to the surveys. This would allow people to think of unique ways of utilizing empty spaces.

The Executive Director of South Surrey / White Rock Chambers of Commerce would also like to include experiences in the survey and how to utilize experiences to better White Rock's economic development.

A Committee member suggested that it would be great to emphasize health care-related businesses.

- The Economic Development Officer noted that the City has compiled an address list of all the health-care businesses in White Rock to ensure the surveys are sent out to them.

A Committee member inquired if there is an expected level of engagement from surveyors. If so, how many are expected and at what level does it have to be achieved to make a difference?

- The Economic Development Officer responded that from a business perspective, they would like to see 200 survey responses from businesses. From a resident standpoint, they would like to see 400-500 survey responses.

2021-EDAC-006: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee informs Council of their support of the Business and Residential Economic Development Plan Update surveys.

Motion CARRIED

A. Shah left the meeting at 5:22 p.m.

W. McKinnon left the meeting at 5:25 p.m.

9. UPDATE ON DESTINATION BC'S ICONIC WEST COAST ROUTE

The Executive Director of Tourism White Rock provided an update on Destination BC's Iconic West Coast Route and White Rock's possible involvement.

- The Executive Director of Tourism White Rock is to attend a meeting with Destination BC where Destination BC's Iconic West Coast Route will be further discussed.
- There are a variety of trails that would take place with the trail.
- An update will be provided for the next meeting.

10. OTHER BUSINESS

The Executive Director of South Surrey / White Rock Chambers of Commerce brought to the Committee's attention that in terms of future planning for the City, members should be thinking about how the incorporation of electrical vehicles may have an impact in the future.

11. INFORMATION

11.1 COMMITTEE ACTION TRACKING

The Committee discussed outstanding and accomplished items on the Committee Action Tracking document.

12. 2021 MEETING SCHEDULE

The 2021 meeting schedule as adopted was noted for reference purposes:

- March 10, 2021.

13. CONCLUSION OF THE FEBRUARY 10, 2021 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING

The meeting concluded at 5:37 p.m.

B. Hagerman, Chairperson


Chloe Richards, Committee Clerk

UNAPPROVED

2019 -2021 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING ACTION TRACKING

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee Recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2019-06-12	2019-EIC-005	Item 7 – About Economic Investment Committees	THAT Council consider amending the name of the Economic Investment Committee to the Economic Development Advisory Committee.	Committee Clerk	June 24, 2019 Regular Council - ENDORSED
2019-06-12	Action item	Item 8 - Workplan	Economic Development Strategic Plan to be provided to the Committee for their information.	Committee Clerk	June 15, 2019
2019-06-12	Action item	Item 8 - Workplan	Information and/or a presentation to be provided from the White Rock BIA, South Surrey/White Rock Chamber of Commerce, Tourism White Rock and City staff on their roles in the City, with a focus on how they assist with Economic Development.	Committee Clerk	September 11, 2019
2019-06-12	2019-EIC-006	Item 8 - Workplan	THAT the Economic Investment Committee appoint Carolyn Latzen as the Committee liaison for the Marine Drive Task Force.	C. Latzen	MDTF Term has ended.
2019-06-12	2019-EIC-007	Item 8 - Workplan	THAT the Economic Investment Committee requests that Council consider combining a Business Forum with a Public Town Hall Meeting in fall, 2019.	Director of Planning and Development	June 24, 2019 Regular council – ENDORSED / Staff working on it
2019-06-12	2019-EIC-008	Item 8 - Workplan	THAT the Economic Investment Committee requests that Council consider inviting a member/ representative from the Semiahmoo First Nation to a future Economic Investment Committee to share their perspectives on their community, from a business standpoint.	Committee Clerk	Went to Council June 24/ letter sent to SFN
2019-07-10	2019-EDAC-013	Item 4 – Presentation from Alex Nixon (BIA)	THAT the Economic Development Advisory Committee recommends that Council consider having staff provide a corporate report to review what busking locations are working well, and whether the number of busking locations can be expanded.	Director of Planning and Development	July 22, 2019 Regular Council – ENDORSED / Corporate report being conducted
2019-07-10	Action item	Item 5 – Economic Development Strategic Plan	Staff to provide a report to the Committee at their September meeting regarding the White Rock mill rate, and how it compares with other municipalities throughout the Lower Mainland.	Director of Planning and Development	September 11, 2019
2019-07-10	2019-EDAC-014	Item 5 – Economic Development Strategic Plan	THAT the Economic Development Advisory Committee works to support Council and staff to update the Economic Development Strategy.	Director of Planning and Development	July 22, 2019 Regular Council – ENDORSED

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee Recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2019-07-10	2019-EDAC-015	Item 6 – City of White Rock Development Update	THAT the Economic Development Advisory Committee establishes a work plan for 2019/2020 at their September meeting.	Committee members	September 11, 2019
2019-07-10	2019-EDAC-016	Item 6 – City of White Rock Development Update	THAT the Economic Development Advisory Committee recommends that Council endorse in principal a joint Economic Development Advisory and Marine Drive Task Force sub-committee to focus on a business retention and expansion strategy.		July 22, 2019 Regular Council – ENDORSED / discussed but no action taken to date
2019-09-11	Action Item	Item 5 – Presentation from Ritu Khanna (WR/SS Chamber)	Staff to send PowerPoint presentations to the Committee for information.	Committee Clerk	September 12, 2019
2019-09-11	2019-EDAC-19	Item 5 – Presentation from Ritu Khanna (WR/ SS Chamber)	THAT The Economic Development Advisory Committee (EDAC) requests that Council consider directing staff to utilize the \$50,000 budget on economic development by obtaining a consultant to undertake an update of the 2009 Economic Development Strategic Plan.	Director of Planning and Development	Amended on October 9, 2019
2019-09-11	2019-EDAC-20	Item 8 – Public Town Hall Meeting	THAT the Economic Development Advisory Committee (EDAC) supports Council holding a public business forum to discuss economic expansion and growth opportunities in White Rock.	Director of Planning and Development	October 22, 2019 Regular Council – ENDORSED
2019-10-09	2019-EDAC-22	Item 3 – Adoption of Minutes	THAT The Economic Development Advisory Committee (EDAC) requests that Council consider directing staff to utilize the budget for economic development by obtaining a consultant to undertake an update of the 2009 Economic Development Strategic Plan.	Director of Planning and Development	October 22, 2019 Regular Council – ENDORSED / November 4, 2019 Regular Council – MOTION RECONSIDERED / within the scope of EDO position
2019-10-09	2019-EDAC-23	Item 4 – Municipal Tac Rate Comparison	THAT Economic Development Advisory Committee (EDAC) request that Council consider using the information provided in the September 11, 2019 corporate report on the White Rock mill rate as a way to promote White Rock's relative position in the lower mainland.	Director of Planning and Development	November 4, 2019 Regular Council - ENDORSED
2019-10-09	Action item	Item 7 – Other Business	E. Klassen, Committee member, to come to the next EDAC meeting with concerns and ideas for recommendations for the Committee to present to Council.	E. Klassen	2019-11-13

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee Recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2019-10-09	Action item	Item 7 – Other Business	Committee members to come to next EDAC meeting with work plan ideas/ suggestions for the Committee to discuss and prioritize.	All Committee members	2019-11-13
2019-10-09	Action item	Item 7 – Other Business	Staff to add “Vacancy Tax” to the November 13, 2019 meeting agenda. AND Staff to expand on the “Vacancy Tax” item on the November 13, 2019 meeting agenda to include vacant properties in general.	Committee Clerk	2019-11-13
2019-10-09	Action item	Item 7 – Other Business	Councillor Manning to provide the Committee with information about what was discussed at UBCM regarding vacancy tax for their information.	Councillor Manning/ Committee Clerk	2019-11-13
2019-11-13	Action Item	Item 3 – Council Follow-Up	Committee Clerk to send out the 2011 White Rock Business Needs Assessment Report to Committee for information. Staff noted the report is also available on the City website.	Committee Clerk	2019-11-14
2019-11-13	2019-EDAC-33	Item 4 – Presentation from Give Corners Businesses	THAT the Economic Development Advisory Committee recommend that Council refer parking issues at Five Corners to the Parking Task Force in regards to commercial patron parking.	Committee Clerk	December 2, 2019 Regular Council - ENDORSED
2019-11-13	Action Item	Item 4 - Presentation from Give Corners Businesses	C. Latzen, Committee Member, to forward Globe and Mail article regarding the impact of tax rates on small businesses to staff to provide to the Committee for information.	C. Latzen / Committee Clerk	Emailed on November 18, 2019
2020-02-12	2020-EDAC-006	Item 6 – 2020 Economic Development Advisory Committee Work Plan	THAT the Economic Development Advisory Committee includes, as a work plan item, an examination of obstacles to business success in White Rock (including triple net leases, cost of business operation, under developed properties etc.).	Staff	February 24, 2020 Regular Council – ENDORSED / Staff working on amending Terms of Reference to include this item
2020-02-12	Action Item	Item 6 – 2020 Economic Development Advisory Committee Work Plan	G. Schoberg, Committee member, to liaise with MLA Trevor Halford office regarding future provincial legislation and possible topics of interest for the Committee.	G. Schoberg, Committee member	To be scheduled for February 10, 2021 meeting
2020-02-12	2020-EDAC-007	Item 6 – 2020 Economic Development Advisory Committee Work Plan	THAT the Economic Development Advisory Committee requests Council to follow with Union of British Columbia Municipalities (UBCM) executive to find out what the status of the vacancy tax is.	Staff	February 24, 2020 Regular Council –

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee Recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
					ENDORSED / In progress – Staff contacting UBCM
2020-02-12	2020-EDAC-009	Item 7 – Status of Economic Development Strategic Plan (2009) Strategies	THAT the Economic Development Advisory Committee requests that Council direct staff to consolidate the funds for economic development services in order to activate and address the key strategies and key performance indicators from the 2009 Economic Development Strategic Master Plan, within the allocated time frame (1 year).	Staff	February 18, 2020 Finance & Audit Committee – ENDORSED / In progress
2020-02-12	Action item	Item 7 – Status of Economic Development Strategic Plan (2009) Strategies	The Committee to review the December 2, 2019 corporate report titled Status of the Economic Development Strategic Master Plan (2009) Strategies at the next scheduled meeting.	Staff	On March 11, 2020 Agenda
2020-02-12	Action item	Item 8 – White Rock Sister City of La Conner, Washington	Committee members to prepare draft questions to bring to the next scheduled meeting for the Committee to discussed and provide to Council through a recommendation.	Committee members	On March 11, 2020 Agenda
2020-02-12	Action item	Item 9 – Community Amenity Contribution Public Forum Update	Staff to include this item on the next agenda for further update from staff.	Staff	On March 11, 2020 Agenda
2020-02-12	2020-EDAC-010	Item 10 – Ride Sharing Services in White Rock	THAT the Economic Development Advisory Committee supports the motion put forward at the February 10, 2020 Regular Council meeting regarding White Rock being open for business for ride hailing services.		February 24, 2020 Regular Council – RECEIVED FOR INFORMATION
2020-02-12	Action item	Item 12 – Festival of Lights Update	Committee Clerk to email the Committee the PowerPoint presentation received at Council on February 10, 2020 regarding the Festival of Lights for information.	Committee Clerk	Emailed on February 18, 2020
2020-03-11	2020-EDAC-014	Item 5 – Status of the Economic Development Strategic Plan (2009)	THAT the Economic Development Advisory Committee recommend that the Economic Development Officer role be responsible for the following areas: <ul style="list-style-type: none"> • Update the 2009 Economic Development Strategy; • Undertaking a review of city regulations and bylaws related to business; • Support the development of a work plan for the Economic Development Advisory Committee; • Coordinate the implementation of recommendations from the Marine Drive Task Force; • Establish and operate a business retention and expansion program; and, 	Committee Clerk	Position filled – C. Latzen to attend next EDAC meeting

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee Recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
			<ul style="list-style-type: none"> <u>Investigate and pursue incentive programs, grants etc. for businesses in the City with a view to include making doing business in White Rock more affordable and enhance revenue opportunities.</u> 		
2020-03-11	2020-EDAC-016	Item 7 – White Rock’s Sister City La Conner, Washington	<p>THAT the Economic Development Advisory Committee recommends that Council consider the following questions for the upcoming Council-to-Council meeting with La Connor, Washington:</p> <ul style="list-style-type: none"> What are the two (2) biggest challenges your business community faces? What are the two (2) biggest challenges you general community faces? How does the municipality support the business community? How did the community build its attraction as a destination where visitors travel for an hour or two (2) to spend the day? What community development support groups exist and how do they work together? For example, White Rock has a Chamber of Commerce, BIA, White Rock Tourism, Marine Drive Task Force and Economic Development Advisory Committee. What are your mid to long term goals for continued strengthening of the community? How has the neighbouring relationship with the Swinomish Indian Tribal Community helped or detracted you from reaching your goals? Do you have an Economic Development Officer and, if so, what is that person’s role? How can the City of White Rock support La Connor with its economic development, and vice versa? 	Committee Clerk	Potential meeting postponed due to COVID-19
2020-03-11	Action Item	Item 9 – 2020 Committee Work Plan	Committee to identify topics for the 2020 work plan for discussion at the next scheduled meeting.	Committee Members	2021 Work Plan added to January 13, 2021 meeting agenda
2020-03-11	Action Item	Item 9 – 2020 Committee Work Plan	A. Nixon, White Rock BIA, to provide feedback from the White Rock Business Forum to the Committee for information/ discussion.	A. Nixon, White Rock BIA	On the January 13, 2021 meeting agenda

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee Recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2020-12-09	Action Item	Item 11.1 – Increasing the Committee’s Engagement on the Provincial Agenda	G. Schoberg to extend an invitation to MLA Trevor Halford to a future EDAC meeting.	G. Schoberg, Committee member	To be scheduled for February 10, 2021 meeting
2020-12-09	Action Item	Item 9 - Correspondence	Staff to reply back to Smile Solutions Dental Centre to confirm the Committee’s receipt of the letter.	Staff	Completed
2020-12-09	Action Item	Item 10- Other Business	The Vice-Chairperson requested the following two (2) items be added to the agenda for the next meeting: Update on the Waterfront Enhancement Strategy The decision-making process on the CAC Funding	Committee Clerk	On the January 13, 2021 Meeting Agenda
2021-01-13	Action Item	Item 5 – Water Enhancement Strategy	Waterfront Enhancement Strategy to be added as an item for the February 10th meeting.	Committee Clerk	Added to the February 10, 2021 meeting
2021-01-13	Action Item	Item 5 – Water Enhancement Strategy	The Committee to create a working group committee for the following Waterfront Enhancement Strategy.	Committee members	To be scheduled for a future meeting
2021-01-13	Action Item	Item 6 – Decision-Making Process on the Community Amenity Contribution (CAC) Funding	The Executive Director of Tourism White Rock to provide information to the next meeting regarding West Coast Route.	Executive Director of Tourism White Rock	Added to the February 10, 2021 meeting and March 10, 2021 meeting
2021-01-13	Action Item	Item 6 – Decision-Making Process on the Community Amenity Contribution (CAC) Funding	The decision-making process on the Community Amenity Contribution (CAC) funding be a discussion item at the February 10th meeting.	Committee Clerk	Added to the February 10, 2021 meeting
2021-01-13	Action Item	Item 7.2 – Goals for the First Quarter of 2021	The Economic Development Officer to provide Economic Plan Update Survey results at the February 10th meeting.	Economic Development Officer	Added to the February 10, 2021 meeting
2021-01-13	Motion 2021-EDAC-003	Item 7.8 – Update on 2020 Festival of Lights	THAT the Economic Development Advisory Committee is in support of the Festival of Lights.	Council	Went to February 8, 2021 Regular Council – Received information.
2021-01-13	Action Item	Item 8.1 – Committee Action Tracking	The Committee Clerk to invite MLA Trevor Halford to the February 10th meeting.	Committee member	MLA Trevor Halford can attend. Added to the

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee Recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
					February 10, 2021 meeting
2021-02-10	Motion 2021-EDAC- 006	Item 8 – Review of the Economic Development Plan Update Surveys	THAT the Economic Development Advisory Committee informs Council of their support of the Business and Residential Economic Development Plan Update surveys.	Council	Went to February 22, 2021 Regular Council – Received information.

CITY OF SURREY

OFFICE OF THE MAYOR

February 9, 2021

Greetings:

Investment and Innovation Impact Committee (I3C) 2020 Annual Report

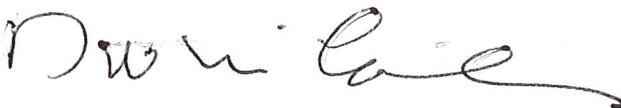
I am very pleased to provide you with a copy of the City of Surrey's Investment and Innovation Impact Committee (I3C) 2020 Annual Report.

The purpose of this Committee is to generate, incubate and accelerate ideas into action related to economic development, investment attract and innovation in Surrey. This report reflects the many actions that I3C has instructed staff to pursue, and the positive impact of those actions.

As you will note, despite the COVID-19 pandemic, Surrey continued make great strides in all of I3C's key target areas while providing rapid and sustained support to our businesses, helping them to keep their doors open, increase their resilience and in some cases, pivot to produce critically important PPE products during these challenging times.

I hope you will take a few minutes to review this document. If you have any questions, please contact our Manager of Economic Development, Stephen Wu at SWu@surrey.ca.

Sincerely,



Doug McCallum
Mayor
City of Surrey



2020

INVESTMENT & INNOVATION IMPACT COMMITTEE (I3C) ANNUAL REPORT



**INVEST SURREY
& PARTNERS**



Letter from the Mayor



Growth and innovation have been a cornerstone of the City of Surrey's transformation story and, for this reason, I am very pleased to have formed the Investment and Innovation Impact Committee (I3C) early in 2020.

The I3C's purpose is to generate, incubate and accelerate ideas into action related to economic development, investment attraction and innovation in the City. I3C will focus on generating high value local jobs, building Surrey City Centre, optimizing the innovation ecosystem and strategic investments.

Despite the COVID-19 pandemic, we continue to make tremendous strides in realizing this vision. Having convened nine times in 2020, I3C has discussed many initiatives that not only provide immediate support to Surrey businesses during these challenging times, but also position them for increased resilience as we move toward a post pandemic period. This annual report reflects the many actions that I3C has instructed staff to pursue and the impact of those actions.

A handwritten signature in black ink, appearing to read "Doug McCallum". The signature is fluid and cursive, written on a light grey background.

Mayor Doug McCallum
City of Surrey

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Background

2020 has been an unprecedented year around the world with the COVID-19 pandemic proving to be a formidable foe that has swept across the globe infecting millions, closing borders, and creating significant economic uncertainty. While Surrey businesses have not been immune to the effects of COVID-19, they have fared better than those in other jurisdictions across the country. Our diverse business base, with many being deemed essential services, on-going construction projects, and the fact that we have the province's second largest population has helped drive our consumption-based economy. The robust nature of Surrey's economy has allowed us to continue our journey to become Metro Vancouver's second metropolitan centre.

The COVID-19 pandemic and numerous orders to work from home and stay at home also created a sudden and significant surge in demand for connectivity. Investment in robust high-speed fibre optic over the past several years, with the guidance of the Surrey Broadband Strategy, has demonstrated large success in fulfilling the connectivity needs of residents working remotely accessing online education, staying in touch with friends and family, and remaining well informed.

This report will highlight the progress made through the Investment and Innovation Impact Committee (IIC) to support our local businesses and residents, as well as grow our economy in 2020.

Surrey's 10-year Economic Plan & Smart Surrey Strategy

In 2017, Council approved both the City's 10-year economic plan and Smart Surrey Broadband Strategy, which has been further supported by the I3C in 2020 and has now successfully completed its third full year of execution. These plans were designed to support the City in achieving its economic vision to become a regional nexus for commerce and a nationally recognized centre for innovation by 2027, as well as deploying international best practices in using technological advances and innovation to enhance life and work within Surrey.

The 10-year economic plan was designed to look beyond individual economic events and focuses on providing a long-term strategy for securing Surrey's position as North America's next metropolitan centre and an economic engine for the Metro Vancouver region. During the COVID-19 pandemic, Surrey businesses proved not only to be essential to our provincial economy, but critical to the manufacturing of highly sought-after products and solutions such as PPE, electronic components for medical devices, and COVID-19 test kits which are being exported to markets around the world.

The Smart Surrey Strategy fosters sustainable economic development and high quality of life by leveraging innovation and technological advancements in decision making, and strategies and investment to improve services and increase the effectiveness of city resources amongst rapid growth and increasing demands. With the guidance of the Smart Surrey Strategy pillars, service delivery innovation and social engagement & connectivity, the City has already been digitizing for many years. Success was largely predicated by investment decisions made early on to leverage Cloud based services, supported by staff training commencing in 2019. These factors have allowed the City to pivot quickly and meet the dramatic shift of citizens and businesses relying upon online services and online information. The City was able to quickly enable staff to work from home and provide residents and businesses with access to a comprehensive choice of online services, while keeping everyone well informed. The City's desire is to continue the momentum of digital transformation into the "new normal" post COVID-19.

Now more-so than ever, the visions set out in these strategies are important and relevant as municipalities around the world compete for coveted investment dollars to support their COVID-19 economic recovery plans and create well-paying employment opportunities for residents. Businesses and residents are increasingly reliant on broadband connectivity to access online services. Surrey is well positioned in this competitive race and, with careful planning and execution, the COVID-19 pandemic has the opportunity to help accelerate Surrey's transformation into the next metropolitan centre.

Surrey 2020 macroeconomic trends & analysis

While 2020 proved to be a difficult year around the world, Surrey has thus far been spared from some of the most significant impacts of the crisis that have plagued some of our neighbouring jurisdictions. While there has undoubtedly been an impact on our economy relative to previous years, economic activity in Surrey has continued to operate near business-as-usual levels. The City remains cautiously optimistic with positive sentiments of returning to pre-COVID normal conditions once the vaccine is widely available to the general population.



Similar Surrey business growth in 2020 as in 2019, with 2,354 new business licences as of Nov 18th, 2020.

There has been no significant change in business growth in Surrey despite COVID-19. Known business closures primarily in the retail sector have mostly been replaced by new businesses. Unlike other Metro Vancouver jurisdictions, commercial leases remain competitive in the Surrey market, allowing small businesses to continue operating through the pandemic.



Strong economic confidence in Surrey, as the City records \$1.46 billion in building permit values in 2020, surpassing the 10-year annual average of \$1.43 billion.

Despite a brief dip in construction when the pandemic first hit, investment rapidly bounced back, showing the confidence in Surrey as a prime destination for new businesses and residents. Record low interest rates will likely continue into 2023, providing an optimal environment for projects to move forward.



3,638 full-time and 236 part-time job openings in Surrey as of mid-November 2020 (from WorkBC)

Employment opportunities are still available across the City with a healthy mix of professional, retail, transportation logistics, and construction jobs. Most of these jobs are in essential services which continue to operate throughout the pandemic. Professional services and tech companies are among those who have adapted their operations to remote work.



The initial COVID lockdown resulted in many brick and mortar stores temporarily closing, with only 6.1% of surveyed businesses having an online presence to continue generating revenue.

The COVID pandemic rapidly accelerated digital technology adoption amongst Surrey businesses. By May 20, 23.8% of surveyed businesses had created an online presence to build resiliency into their operations.



Surrey's industrial presence continues to grow, namely in Campbell Heights, which saw an 8% increase in the number of businesses over 2019, up from 319

Industrial businesses and properties continue to see record level growth in Surrey including the establishment of Amazon's distribution centre, as well as the planned expansion of Hardbite Chips, both in Campbell Heights. Accommodating this growth, Surrey activated 2.06 million sq ft of new industrial supply in 2020, the largest amount in Metro Vancouver.



Over 3,000 m of city-owned fibre infrastructure conduit has been placed leading towards the Campbell Heights industrial business park area.

In addition to telecommunication carriers' fibre optic infrastructure, the City has installed over 3,000 m of fibre infrastructure in order to spur on future fibre optic cable access to Campbell Heights.

Actions to preserve and grow Surrey's economy and innovation through the COVID-19 pandemic

Despite programmatic changes as a result of the pandemic, the objectives of our 10-year economic plan lay out clear metrics for economic impact to continue positioning Surrey's economy optimally for success including:

- Attracting new investment to diversify our business base,
- Facilitating new business growth and expansion,
- Creating jobs and fostering our talent,
- Fostering a culture of innovation within the City, and
- Driving metropolitan transformation.

To deliver the above economic impact and continue pursuing innovation, staff have been effective in supporting the local economy through this pandemic by deploying these actions:



ACTION 1

Encouraging local residents and our South of the Fraser neighbours to Shop Local, Shop Surrey



ACTION 5

Continuing to invest in data analytics to support business growth in Surrey



ACTION 2

Unlocking emerging economic opportunities from the COVID-19 pandemic for the local economy



ACTION 6

Providing essential services to local and regional businesses and liaising with the local business associations



ACTION 3

Identifying and providing capacity building opportunities for local businesses



ACTION 7

Increasing broadband access across the city & exploring emerging technologies



ACTION 4

Continuing to attract investments from domestic and international investors



ACTION 8

Enhancing municipal digital services



ACTION 1

Encouraging residents and our South of the Fraser neighbours to Shop Local, Shop Surrey

With a population close to 600,000 residents, Surrey is not only a fast-growing municipality, but also a lucrative market for consumption-based businesses.

As a result, City staff have prioritized activities that match our local businesses with residents, as well as encouraging our neighbouring jurisdictions to shop Surrey.

LAUNCHED THE SURREYSTORETODOOR.CA PROGRAM

- This program is the region's first municipal buy local campaign to promote over 520 local retail, restaurants, business services, and health & wellness businesses with e-commerce and curbside pickup capabilities.
- The campaign has resulted in over 41,300 shoppers visiting the City's online shopping hub, with over 66,400 clickthroughs to local Surrey business websites.
- Over 90% of Store to Door businesses who responded to the City's Business Impact Survey indicated that they considered the buy local initiative helpful to their business.



41,300

Store to Door
shoppers

66,400

connections to
Surrey online
companies

500+

Surrey restaurants
on online order &
delivery services

COLLABORATING WITH LOCAL AND MULTI-NATIONAL ONLINE FOOD DELIVERY ENTERPRISES TO PRIORITIZE AND EXPEDITE LOCAL EATERIES JOINING THEIR PLATFORMS

- Over 500 Surrey restaurants are currently registered on DoorDash, Uber Eats and Dishpal as part of the City's support for local restaurateurs seeking new business opportunities to mitigate the impact of COVID-19.

PROMOTING LOCAL BUSINESSES AND SECTORS THROUGH SURREY'S SOCIAL MEDIA AND DIGITAL ASSETS

- On a weekly basis, the City promotes local businesses within a certain sector as part of its support local business campaign.
- Over 30 local businesses have been profiled through ongoing blog posts, social media, and newsletters. These profiles boosted the awareness of local companies during the pandemic and contributed to increased engagement and sales for these companies.



SURREY STORE TO DOOR BUSINESS SPOTLIGHT: STUDIO 73

Situated in the heart of Newton Town Centre, Studio 73 is one of the Surrey-based businesses that were hit hard by the COVID-19 pandemic. On top of selling glass art pieces, they typically offer glass classes, drop in opportunities, and team building sessions. During the pandemic, they shifted much of their operations online and became one of the over 520 businesses who participated in the Surrey Store to Door initiative.

"We are extremely appreciative for the City of Surrey Store to Door initiative. It has provided an opportunity for businesses to connect with others, bringing awareness to the community and helped us gain new customers that we may otherwise not have acquired,"

- Jodi, Community Living Society Coordinator
of Studio 73



ACTION 2

Unlocking emerging economic opportunities from the COVID-19 pandemic for local economy

The British Henry Jackson society in a recent report has indicated that most western countries were unprepared for the COVID-19 pandemic and outlined a series of market opportunities for countries to increase their economic self-reliance.

City staff have identified opportunities, especially in the Personal Protective Equipment (PPE), medical devices, agri-food processing, and manufacturing sectors as opportunity areas, for our local companies.

These opportunities include:

ESTABLISHING THE AWARD-WINNING SURREY MAKES PPE PROGRAM TO SUPPORT LOCAL PRODUCTION OF PPE

- This program has supported over 25 Surrey-based companies to generate over \$12 million in total PPE sales, over \$5 million in private capital equipment investment and property improvements, as well as 55,000 sq ft in new industrial space activation across the city.
- Over 145 jobs were attracted, retained, and created as a direct result of this program, allowing for many existing manufacturers to continue operating despite the negative impacts of the pandemic.
- The program was recognized by municipalities across BC and earned the UBCM Excellence in Service Delivery Award.



DEVELOPING A POST-COVID-19 MARKET OPPORTUNITY STUDY

- City of Surrey, with funding support from Global Affairs Canada's CanExport Community Initiatives program, has commissioned a sector development study to be completed by the end of Q4 2020 to explore at least five niche and emerging market opportunities that could be attracted to Surrey, as well as for local businesses to participate.

PARTNERING WITH BC INFRASTRUCTURE BENEFITS (BCIB) TO PROVIDE EMPLOYMENT OPPORTUNITIES TO SURREY RESIDENTS THROUGH A BUILD PATTULLO CAMPAIGN.

- The campaign resulted in 293 job applications submitted for the Pattullo Bridge Infrastructure Project, with 40% of Surrey applicants self-identifying as part of equity groups such as indigenous, women, people with disabilities, visible minorities, or LGBTQ2+.

INITIATED WEEKLY EMERGENCY E-NEWSLETTER COMMUNICATIONS WITH LOCAL BUSINESSES DURING THE FIRST WAVE OF COVID-19

- Over 11,000 businesses and individuals continue to receive regular updates on support programs available to them from all levels of government. This regular communication with business has restarted upon the announcement of BC entering the second wave of infection.



ACTION 3

Identifying and providing capacity building opportunities for local businesses


Initial surveys showed that under 150 small and medium enterprises had e-commerce capabilities at the beginning of the pandemic. Over the summer months, Surrey now is home to over 500 businesses capable of conducting businesses online.

However, as the pandemic continues, much effort is required to ensure businesses continue to pivot and take advantage of new market opportunities, while remaining relevant in a crowded out online marketplace.

Economic development continues to support businesses by offering a series of capacity building opportunities including:

DEVELOPED A COVID-19 BUSINESS RESOURCE WEBSITE

- A COVID-19 resource site was developed within 48 hours of the provincial state of emergency being declared. This resource acted as a one-stop shop for program updates from all levels of government. This site has received over 27,000 pageviews since it was created.
- A COVID-19 job board and links to skills training was also provided on the site.



27,700
pageviews to
COVID-19 Business
Resource Hub

30
businesses
participating in
Business Model
Innovation
workshops

7
industry
roundtables

DELIVERED BUSINESS MODEL INNOVATION WORKSHOPS TO LOCAL SMALL BUSINESSES

- Economic Development Division partnered with Simon Fraser University to launch a 'Pivoting Your Business Towards Success Workshop Series' to provide step-by-step support for business model innovation in order to build business resiliency through COVID-19 and beyond.
- Thirty businesses have participated for this initial cohort, with recordings to be shared online for all businesses to view for free.

FACILITATED INDUSTRY ROUNDTABLES TO SUPPORT IDEA SHARING AND BUSINESS GROWTH

- City staff hosted and facilitated seven industry roundtables, including four related to N95 production and advanced manufacturing in the last two quarters of 2020.
- Additionally, City staff connected with 38 retail, 24 restaurants and 11 tech companies directly through phone calls and surveys to understand their business challenges and connect them to capacity-building opportunities.



ACTION 4

Continue to attract investments from domestic and international investors

Surrey remains a top destination for investors in the Metro Vancouver region due to our large land availability, as well as commitments by the City and senior levels of government to major infrastructure investments over the next decade.

This includes the Surrey Langley SkyTrain project. Furthermore, the Province has committed to supporting the City in growing into the region's second metropolitan centre through commitments such as a new hospital in Cloverdale, as well as new academic investments for Simon Fraser University (SFU). City staff continue to promote these developments to domestic and international markets through our network.

SEEKING OUT AND ATTRACTING NEW INVESTMENTS FROM DOMESTIC AND INTERNATIONAL INVESTORS

- Thirty-three leads and inquiries were managed by City staff with seven leads successfully locating or expanding their presence in Surrey to date in 2020. Sixteen active leads continue to be pursued into 2021 as the impacts of COVID-19 ease.
- Twenty-five new companies are being contacted on a weekly basis to ascertain their growth and expansion needs and potentially recruit them to relocate to Surrey.
- City staff continue to work closely with the BC Trade Representatives and Global Affairs Canada to identify new investment opportunities suitable for Surrey.

33

investment leads
in 2020

\$27 million

in capital
investment
from investment
attraction efforts

EXPLORING INVESTMENT ATTRACTION OPPORTUNITIES WITHIN THE CASCADIA INNOVATION CORRIDOR

- In February 2020, prior to the COVID-19 lockdowns, the Economic Development Division and Planning Department conducted an exploratory mission to the Greater Seattle Area, visiting the City of Seattle, City of Redmond, City of Bellevue, Economic Alliance of Snohomish County, BC Trade & Investment and Codeproof Technologies in order to gain insight on how they can support the growth of tech-based businesses.
- City staff continue to stay in regular contact with these organizations and look forward to restarting in-person outreach as soon as possible.

SUPPORTING THE ESTABLISHMENT OF THE METRO VANCOUVER REGIONAL PROSPERITY SERVICE

- City staff continue to support the establishment of the Regional Prosperity Service by working closely with Metro Vancouver staff and contractors to define the scope and opportunities for the new organization, as well as promoting Surrey's value proposition.
- In addition to sitting as Chair of the Regional Economic Prosperity Advisory Committee, Surrey's Manager of Economic Development will also attend the Management Board meetings as City staff support.



SURREY MAKES PPE STARTUP LAUNCHES N95 MASKS PRODUCTION

When the Surrey Makes PPE program launched in April 2020, it attracted the attention of Jeffrey Wang, a local entrepreneur who then launched Eternity Medical Equipment, one of the first companies established in BC to produce 95PFE (the Canadian N95 mask equivalent) masks for distribution.

"Back in early April, we watched the news and saw how hard it was for our frontline workers to get N95 and surgical masks from overseas. Thanks to Surrey Makes PPE, we were able to spearhead this initiative to get them made on Canadian soil, right here in Surrey."

- Jeffrey Wang, co-founder of Eternity Medical Equipment

The new 13,000 square foot facility can produce up to 2.5 million masks monthly when operating at full capacity.



ACTION 5

Continuing to invest in data analytics to support business growth in Surrey

Businesses, more than ever, are requiring not just data but insights to help them make strategic investment decisions and reach the right customer.

The City continues to invest in data initiatives that allow investors to better understand Surrey's value proposition and existing businesses to gain valuable market intelligence on future target markets.

DEVELOPING A COMPREHENSIVE ECONOMIC DATA FRAMEWORK AND DATABASE TO SUPPORT ADVANCED INVESTMENT DECISION MAKING

- Development has begun on a data delivery and analysis platform that contains over 300 unique datasets from more than 60 sources. This platform will allow users to rapidly assess the City's economic performance through 29 Key Performance Indicators (KPIs) created in collaboration with industry experts from SFU.
- Data will be available in areas critical to economic success, including innovation, talent & workforce, movement of people & goods, livability, and the overall business ecosystem.

A blurred background image of a financial trading screen. It features a candlestick chart with blue and yellow bars, a yellow trend line, and various data fields at the top including 'M15', 'Bid', 'Ask', 'Auto', and 'SLTP'.

300

data sets from
60 data sources

60

hours of City
staff time saved
through process
enhancements



ACTION 6

Providing essential services to local and regional businesses and liaising with the local business associations

While Economic Development's workplan was impacted significantly by COVID-19, all key essential services being delivered to the local business community continued.

These include:

PERFORMING BUSINESS ENGAGEMENT THROUGH OUR (VIRTUAL) SPARKBIZ BUSINESS VISITATION PROGRAM

- Since January 2020, over 420 businesses (258% above our annual departmental target) have been contacted as part of our outreach program to understand the impact of COVID-19 on our local business community and to help prepare them for recovery.

LIAISING AND RESPONDING TO PUBLIC INQUIRIES AROUND BUSINESS AND ECONOMIC DEVELOPMENT

- Responded to over 190 telephone, email and in-person inquiries from Surrey citizens and business owners around issues pertaining to doing business in Surrey.
- Provided over thirty updates on economic development activities and programs to all local chambers of commerce and business improvement associations through virtual meetings and conference calls.

A woman with glasses and a black top is in an antique shop, holding a small white object. The shop is filled with various items including a large stained glass lamp, a ceramic dog figurine, a teapot, and a vase with flowers. The background shows more antique furniture and a framed picture on the wall.

420+

virtual SparkBIZ
business
visitations

191

data inquiry responses
for Surrey citizens &
businesses



ACTION 7

Increasing broadband access across the city & exploring emerging technologies

As Surrey grows, so does the demand for city hall services to be digital and our residents and businesses are increasingly accessing essential services online.

Obtaining digital services online has also risen and the City has committed to continuously adding more services online for our citizens. Additionally, the City continues to work closely with our telecom partners to advance the deployment of fibre optic cabling, as well as 5G technology across our City. This will ensure our residents and businesses have access to some of the most modern connectivity infrastructure in the world.

EXPANDING DARK FIBRE CONNECTIVITY, AND LEASE/EXCHANGE EXCESS CAPACITY TO ENABLE IMPROVED HIGH-SPEED BROADBAND SERVICES TO CITIZENS AND BUSINESSES.

- Telecommunication providers are progressing with their assessment for their extensive Surrey network build plans with decisions to be made in 2021. COVID-19 related challenges have shifted priorities and resulted in several deferred investments into 2021.



ADVANCING SMART TRANSPORTATION

- Exploring partnership opportunity with major telecom and third parties for an open Smart City Platform that gives the City the ability to advance its smart mobility initiatives, support the Vision Zero strategy, and develop the City's Intelligent Transportation Systems Strategy.
- Engaged with industry experts to assist with the development of the City's Intelligent Transportation Systems Strategy to be implemented to achieve the City's mobility and road safety goals in areas including traffic management, safe mobility, new mobility, parking management, streetlight maintenance and management, and data collection and management.
- Progressed with road safety initiatives such as fully-protected left turns, leading pedestrian intervals and high collision intersection safety improvements.

RESEARCHING EMERGING TECHNOLOGIES

- Conducting research/review on emerging technologies and trends including, Connected and Automated Vehicles (CAV), Internet of Things (IoT), Artificial Intelligence (AI) and Machine Learning, Communication systems including Fibre Optics, Dedicated Short-Range Communication (DSRC) and 5G, Data Warehousing and Analytics, Crowd-Sourced traffic data, Big Data, Open Data and Predictive Technology and identify applicable technologies in Surrey's context.
- Researching use of drones in emerging areas, including bylaw inspections, emergency response, and infrastructure inspections to increasingly provide exceptional services to Surrey citizens and businesses.



ACTION 8

Enhancing municipal digital services

EXPANDING THE CITY'S ONLINE SERVICE CAPABILITIES TO ENHANCE SERVICE TO CITIZENS AND BUSINESSES.

- A new and re-designed Surrey.ca website with MySurrey Account seamlessly integrated was launched in Q3 2020. This contributed to the 33,079 MySurrey Accounts that were created in 2020 for a total of 65,415 accounts and resulted in 358,119 logins on these accounts.
- Several new and enhanced online services capabilities have been launched: public launch of Single Family Dwelling Building Permit with Accessory Building Permit, Ethics Complaint Submission, Bylaw Enforcement Notice Payment & Dispute, and the improvements to Report a Problem, FIRE Information Request and Online Developer Inquiry services. This has resulted in over 213,800 online requests including reporting problems, large-item pickups, new business licenses and business license renewals.

EXPANDING AND UPGRADING THE CITY'S INTERNAL DIGITAL INFRASTRUCTURE TO SUPPORT BUSINESS CONTINUITY

- Provided access and training for tools to support online programs, meetings and events, ranging from fitness videos and musical performances to online youth events and online workshops.



196,968

pageviews to the
City's COVID-19
information
hub

213,800+

online requests
made through
enhanced online
services

1,638

email responses
to public
COVID-19
inquiries

CREATED A DIGITAL CENTRALIZED HUB OF COVID-19 INFORMATION TO KEEP THE PUBLIC INFORMED

- Launched a devoted web presence as the City's information hub for COVID-19 in March 2020, which has received 198,968 pageviews as of December 28, 2020.
- Set up a dedicated COVID-19 email to address public inquiries, offering timely responses within two business days and has responded to 1,638 inquiries as of November 27, 2020.
- The City's GIS team developed the COVID-19 Emergency Food Services Map in collaboration with Social Planning to display food service location and type, such as food banks, hours and how to contact them. The Food Services Map was launched in mid-April 2020 and has been accessed a total of 775 times with an average hit of 2.12 times per day.
- Launched an Affected City Services page in April 2020, which was then upgraded to our rebuilt online services page with all COVID information when the new [surrey.ca](https://www.surrey.ca) website was launched in September 2020.



COVID-19 SPURS DEMAND FOR ONLINE CITY SERVICES

COVID-19 has accelerated the shift of resident & business demand for online City services, as individuals and companies increased their expectation to access City Hall services from anywhere. Of the transactions for which an online option existed in 2020, the City saw 66% of these services completed digitally. Businesses, in particular, showed a large shift in preference as 2020 online business license renewals increased from 51% in 2019 to 71% in 2020. An even larger shift occurred in new business license applications, increasing from 46% in 2019 to 70% in 2020.

Preparing for recovery in 2021 and beyond

While the challenges of the COVID-19 pandemic are expected to persist through 2021, the Investment and Innovation Impact Committee will be continuing to support local businesses, grow jobs as well as stimulate innovation within the community. To that extent, by order of Council, this committee will expand to focus on three key issues:

1. Economic Development

- Investment Attraction
- Economic Recovery Post COVID-19

2. Information Technology

- Digital Service Enhancement
- Smart Cities

3. Innovative Revenue Generation

2021 will ultimately be a pivotal year with a number of new programs that will be pursued in preparation for our eventual emergence from this pandemic. A sampling of some of the programs that will be brought forward to this committee include the following:

Preparing shovel-ready economic development programming to position Surrey for post COVID-19 funding opportunities.

- Pilot digital SparkBIZ Academy as a centralized hub for capacity building content to support local businesses succeed in a post-pandemic environment
- Expand on Surrey Makes PPE program to “Surrey Makes X” to unlock new market opportunities for local businesses to pivot and pursue
- Launch Surrey EconomiQ as a platform for business and market insights on the Surrey market to support investment attraction and local businesses understanding the local market

Increasing broadband access and connectivity across Surrey.

- Expand telecommunication carriers’ fibre optic based wireless infrastructure in preparation for advancing 5G services in Surrey
- Explore expansion of broadband infrastructure for university access for the provisioning of high-speed network services to a new facility location

The City has been widely consulted by other government organizations across Canada on our innovative approach to grow investment opportunities through the pandemic. Continuing on the success of our programs, including Surrey Makes PPE and Surrey Store to Door, 2021 will be focused on scaling up these programs to support our businesses to expand and grow stronger as we emerge from this pandemic.





**INVEST SURREY
& PARTNERS**



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