

Burnaby 2050

planning our city together

Burnaby's Official Community Plan
Phase 1: Surfacing

WHAT WE HEARD



Burnaby is located on the ancestral and unceded homelands of the hə́n'á'əmiḥ'ə́m and Skwx̣wú7mesh speaking peoples. We are grateful for the opportunity to be on this territory.



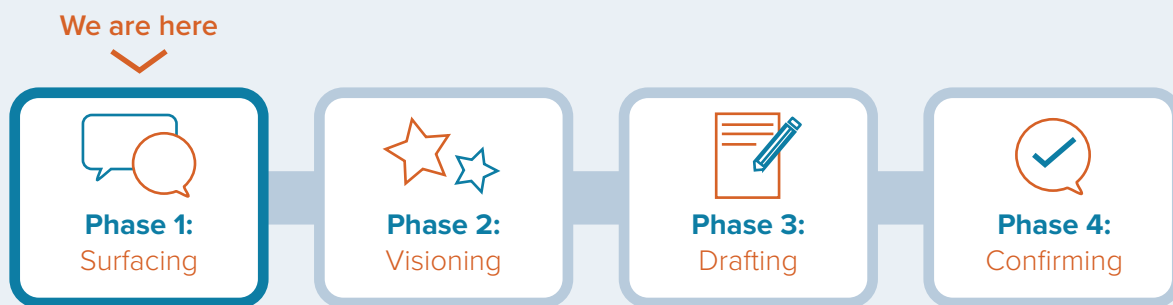
About the Burnaby 2050 Official Community Plan

The Official Community Plan (OCP) is the City's guide to managing where and how future growth in Burnaby will be accommodated. It sets a long-range vision for the city, along with goals, objectives and policies for how that vision will be achieved. The OCP is a reflection of the community's values and aspirations for the future.

Today, the city is undergoing considerable growth and change. A new OCP is needed to respond to the current and emerging needs of the community—for the present and future. The new OCP will define the community's priorities and articulate how future sustainability, land use, and community investments will influence growth.

Process

The OCP Project is a multi-year, multi-phased project. It will be shaped over four phases, in a process that is inclusive and considers the perspectives of people of all ages, abilities and diverse backgrounds. It will include engagement with Host First Nations and urban Indigenous population. It will be visionary, evidence-based, and innovative.



Phase 1: Surfacing (current phase)

Raise awareness and invite the community to learn more about the project.

Phase 2: Visioning

Prepare a vision for the future of Burnaby and prepare growth scenario options.

Phase 3: Drafting

Set the strategic direction and policies that will support the City in achieving its draft vision, goals and objectives.

Phase 4: Confirming

Engage and confirm that the draft OCP reflects the values and priorities of the community.

in Burnaby for the collaboration + support

THE PARKS AND AMENITIES AND GREEN SPACE

Metraam

I love the libraries

I don't love it but there are nice ditch and paths

Because it's accessible to all sides of Vancouver done main hand & it's home

Burnaby Lake!

great libraries + community centres!

We have some nice rel

Lots of green spaces

great + full maintenance of Green Spaces

I love the bus lane

Beautiful Buildings

THE PARKS!

The city is affordable we

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important in Central Park & walking in BPL

Metraam

What we did

Tools for public engagement

Process awareness:

- » Social media:
 - Instagram
 - Twitter
 - Facebook
 - LinkedIn
- » *Burnaby2050* OCP webpage
- » Other materials (fact sheets, contact cards)

In addition to inviting the community through digital platforms and printed materials, we extended our contact by hosting/attending events to provide opportunities for face-to-face conversations with staff. This included:

- The following section provides a summary of the outcomes from the tools used for Phase 1 engagement.

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Phase 1: Surfacing – Program description



Webpage

A project webpage for the *Burnaby2050* Official Community Plan was launched in late spring 2022 to provide information relating to the plan. The webpage provides the community with immediate access to the most up-to-date information relating to the OCP's progress, along with Council reports, fact sheets and event schedule.

The webpage can be viewed at:
Burnaby.ca/Burnaby2050

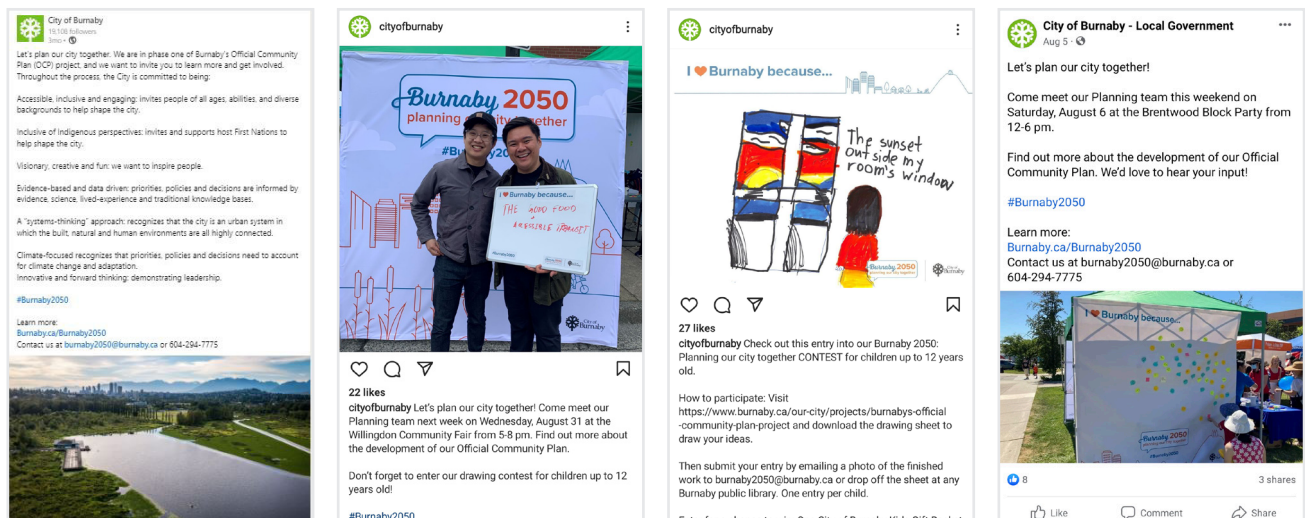


Emails, phone calls and contacts

In June 2022, a dedicated email account and telephone line were launched to allow the community to contact City staff directly to ask questions or find out more about the OCP project. Contact cards with the email address, phone number and a QR code linking to the website were handed out at all events, and people were encouraged to sign-up to receive updates on the OCP Project as well as the latest issues of the Insights Reports.

Digital notices

Notices were published on the City's digital accounts (Facebook, Twitter, LinkedIn and Instagram) informing the community of events where the City would have a booth and staff present.





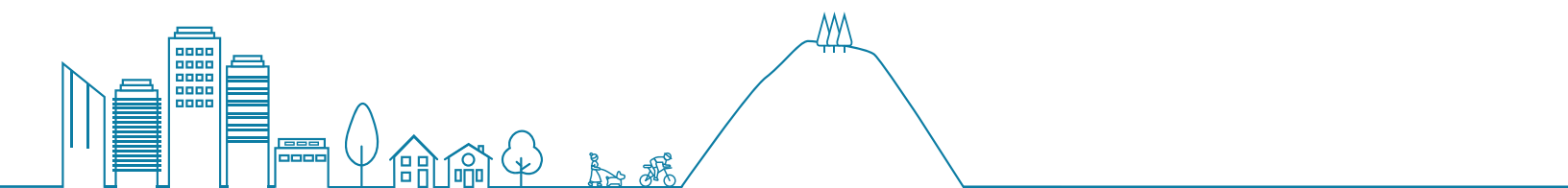
Pop-up events

During the summer of 2022, City staff travelled to neighbourhoods in all four quadrants, and engaged with over 3,500 individuals.

This included attending civic events such as Canada Day and World Rivers Day, which were hosted by the City, and community events such as Hats Off Day, the Edmonds City Fair and Classic Car Show, and the Brentwood Block Party. Staff hosted or participated in these civic and community events to provide information about the project, and to encourage people to express what they like about Burnaby, and what concerns they have. The booths consisted of display boards, which identified how Burnaby has changed since our last OCP and highlighted why a new OCP is needed. They also included a comments board, where residents could provide written comments on sticky notes, and a 'name your neighbourhood' board on which people could express their neighbourhood identity. We also had an 'Instagram Wall' to encourage the community to take photographs and share what they loved about Burnaby on social media.

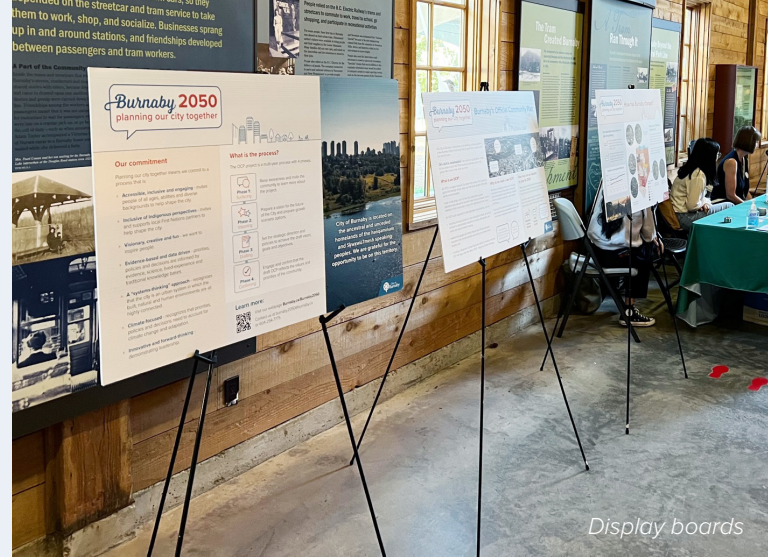
2022 Public engagement events

Event	Date	People engaged
Hats Off Day (Hastings Street)	Jun 18	82
National Indigenous Peoples Day (Edmonds Park)	Jun 21	53
Outdoor Family Time Event (Cameron Library)	Jun 28	35
Canada Day (Edmonds Park)	Jul 1	750
Symphony in the Park (Deer Lake)	Jul 16	194
Opera in the Park (Deer Lake)	Jul 17	170
Edmonds City Fair & Classic Car Show	Jul 23	458
Burnaby Pride Event (City Square)	Jul 23	280
Brentwood Block Party (Grosvenor Brentwood Farmers' Market)	Aug 6	287
Artisan Farmers' Market (Burnaby City Hall)	Aug 13	82
Willingdon Heights Community Fair (Brentwood)	Aug 31	370
Pop-up booth (McGill Library)	Sep 14	30
World Rivers Day (Burnaby Village Museum)	Sep 25	744
Total people engaged (13 events):		3,535



Communications materials

During the Phase 1: Surfacing, a variety of materials were used to convey information about Burnaby's growth, and provide ways for the community to communicate with staff.



Display boards

Sticky note board



Contact cards



Neighbourhood wall activity



Insights Reports



Selfie wall



Card game

Phase 1 outcomes

The Phase 1: Surfacing campaign had rewarding results. We were able to capture a wide range of thoughts from the community, and we were pleased with the substantial number of people who were engaged and interested in sharing their views. Through the various engagement methods (online and in-person), community members were able to easily connect with City staff, and provide input.



Throughout the 13 engagement events over the summer, City staff had the opportunity to get a glimpse of where those visiting our displays were from, through the 'Name Your Neighbourhood' display board. We received a total of 449 pins on our map, of which 408 were from Burnaby residents and 41 were from non-residents visiting Burnaby.

We had good representation from all four quadrants of the city. A breakdown of the total distribution is shown below:

30%
Northwest
Quadrant

15%
Northeast
Quadrant

26%
Southwest
Quadrant

20%
Southeast
Quadrant

9%
Outside
Burnaby



What we heard

Over 1,000 comments were received through sticky note activities, emails and conversations with staff at events in Phase 1. Input included what people love about Burnaby, and other comments or concerns.

The following section provides a summary of the responses received and highlights the most common themes.

What people loved about Burnaby

At our pop-up events, the community shared what they love about Burnaby in the sticky note activity.

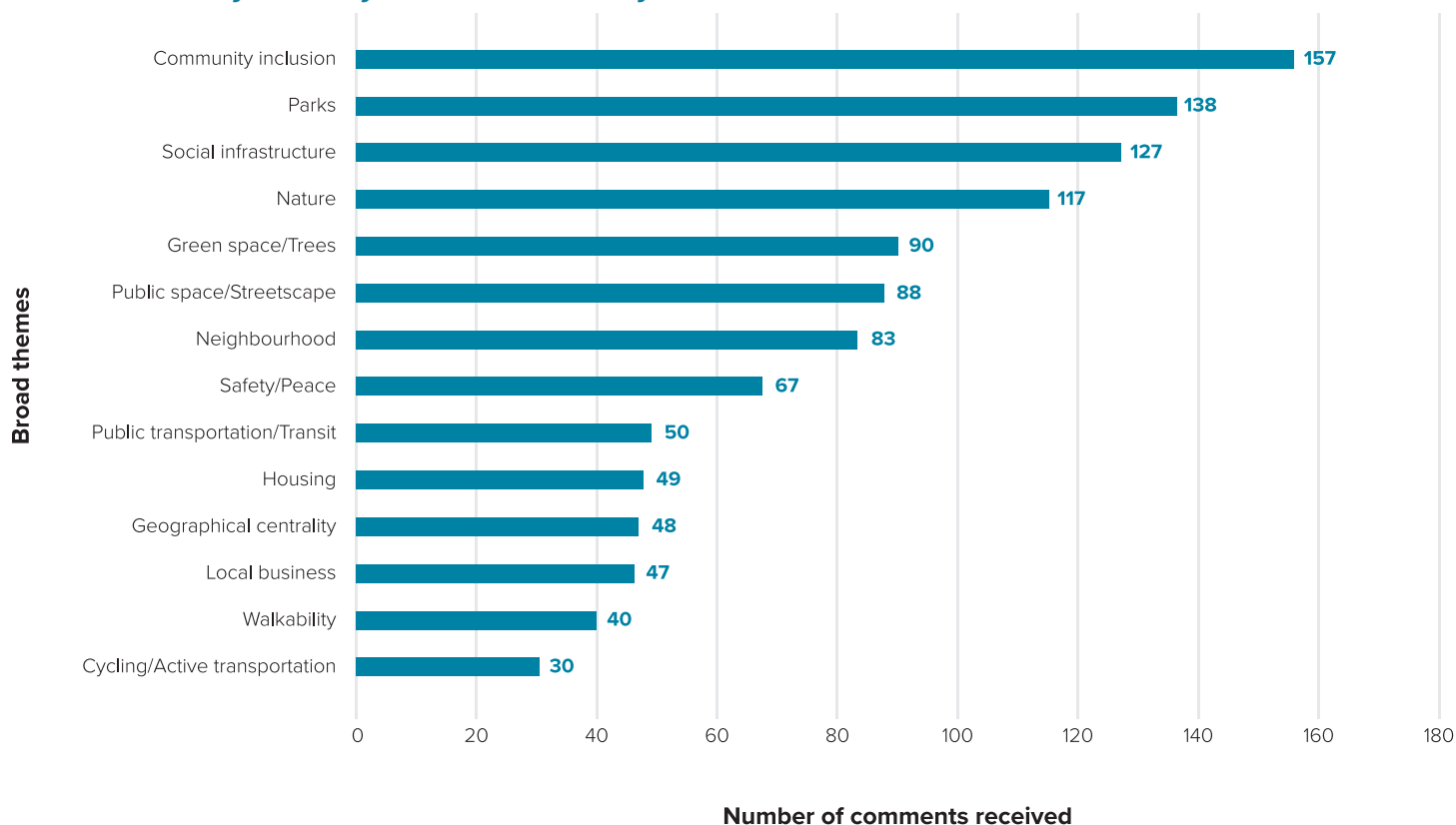
Initial findings identified Burnaby's sense of community and inclusion was the top reason why people love the city. They also appreciated Burnaby's plentiful green space and nature. People also enjoy having access to and participating in activities hosted by schools and community centres.

Over the 13 events, the following top five themes emerged:

- » Community inclusion (sense of community, diversity)
- » Parks
- » Social infrastructure (community centres, schools, public events)
- » Nature
- » Green spaces/trees



Summary of sticky note comments by theme



Other comments to City staff

Additionally, staff heard from the public on a wide spectrum of topics. Many visitors at events were interested in the City's plans for housing in the future. Citizens emphasized the need to introduce more affordable housing, offered a variety of viewpoints related to density of towers in town centres and expressed a desire for a greater range of housing types in Burnaby. In addition, staff received comments on the importance of active transportation infrastructure to encourage walking and cycling (through sidewalk, park trail and cycle path improvements). There was also interest in having more social infrastructure (schools, community centres) and the importance of having the infrastructure and services needed as the city continues to grow.

The top five themes identified through in-person engagement were:

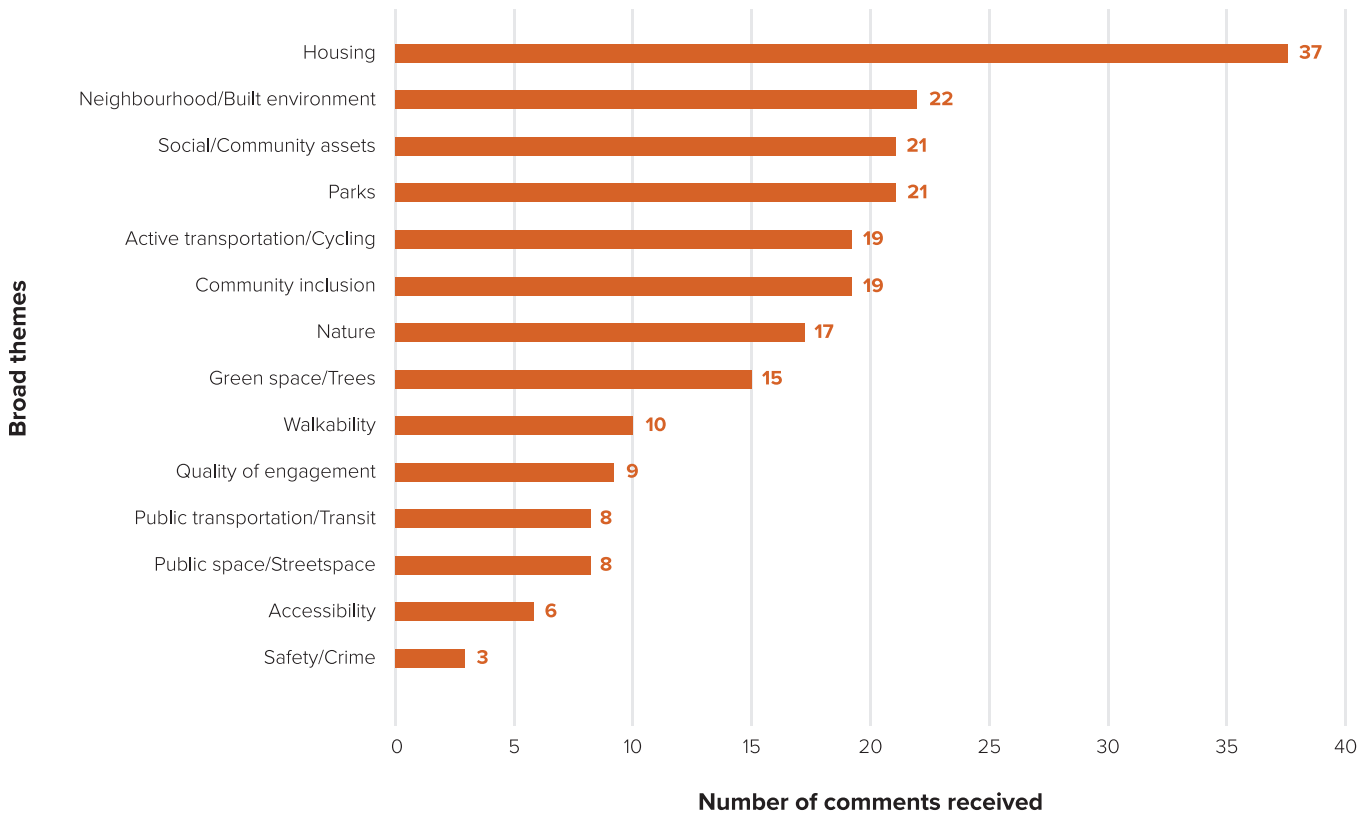
- » Housing (affordable housing, different housing types)
- » Neighbourhood/built environment¹
- » Social community assets (community centres/schools/public events)
- » Parks
- » Active transportation/cycling

It should be noted that community members—both through written comments on sticky notes and in conversations with City staff—often touched on multiple themes of interest. These have been categorized as such.

¹ Includes comments such as impact of high-rise development on neighbourhoods and loss of character in neighbourhoods due to development.



Summary of conversations with staff by theme



Community comments

Improve connectivity of bicycle paths—currently there are gaps (i.e. in Brentwood area close to highway intersection). Very discouraging for new cyclists.

Good transportation connections.

Need to make sure there is a good balance between development and retaining “mom-and-pop” stores. I’m concerned that new development will result in pushing out independent stores.


Lots of lakes (lots of greenspace).

I love all the green space in Burnaby (Deer Lake Park, Burnaby Lake, Central Park).

All the fun community events and festivals throughout the year.

Great place to raise family with the amenities, high rise is good but need more gentle densification to foster informal neighbour interactions as their interactions are critical to build great communities. Street furniture along sidewalk, green space is very important.

Lots of green space, lots of parks, central location.



Loss
of character around
Metrotown, lots of towers,
more people, not enough
infrastructure (schools,
doctors etc.)

We love diversity the
kindness of all people,
and new friends!
We ❤️ Burnaby!

It's an
accepting
community ❤️

Friendly
neighbourhoods
and people.

The perfect
mix of everything!
Parks, shopping,
transit, yummy
food.

It
has great
transit.

(I love) the location
– central lower
mainland, mountains
nearby.

(I love
Burnaby)
Because it is
diverse and
inclusive.

Lots of
parks, hiking
trails and
outdoor space.

Next steps

This report summarizes the Phase 1 community engagement during the summer of 2022. It provides initial insight into the views expressed by the community. Phase 2 will prepare a Vision for the future of Burnaby built on the perspectives and values of the community. The Vision and values will be used to draft a series of growth scenarios for review in late 2023/early 2024.



