

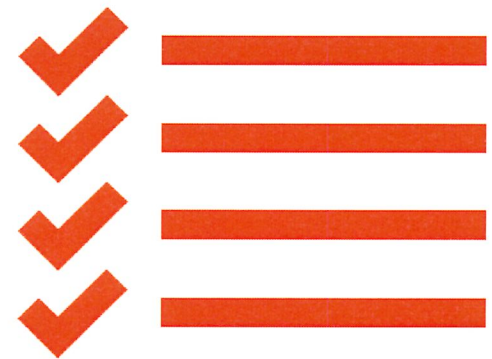
PITT MEADOWS ECONOMIC DEVELOPMENT STRATEGIC PLAN

City Council Presentation

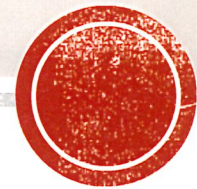
October 4, 2022

TODAY'S PRESENTATION

- Interim direction and framework for the Strategic Plan
- Based on:
 - Community survey
 - Consultation to date
 - Data analysis & research to date
- Nothing is final!
 - Overall framework to be refined and additional details added through the fall



PROCESS TO DATE



Project Components	Timeline
“Pre-Strategic Plan” Workshops (EDAC & Council)	Feb-Mar 2022
Regular EDAC Meetings (project guidance, visioning update)	May through completion
Economic Analysis / Research	May through fall
Community Survey	July-August
Business Consultation Interviews	August-October
Interim Council Presentation	Oct 4
Full Economic Development Master Plan	End of year
Economic analysis addendum (pending Census labour force data)	Early 2023

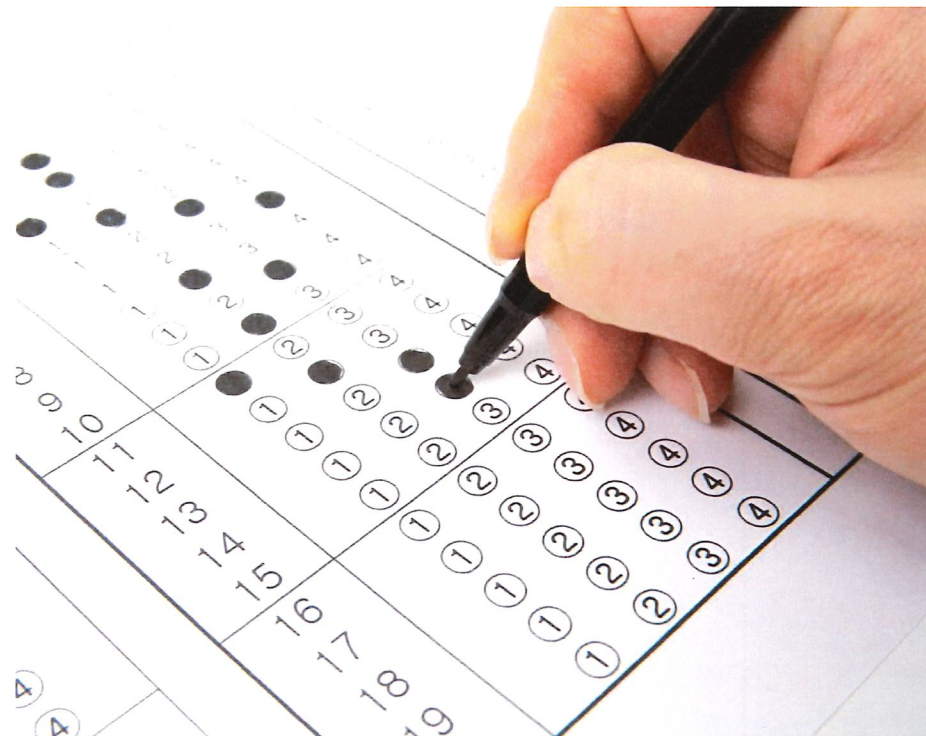




UPDATED VISION

- Final draft to be determined by EDAC (for inclusion in draft Strategic Plan)
- Key principles:
 - Strong emphasis on small-town character and lifestyle, including connection to agriculture
 - Support for local businesses
 - Openness to newcomers and desire to better integrate new, larger employers





SURVEY HIGHLIGHTS

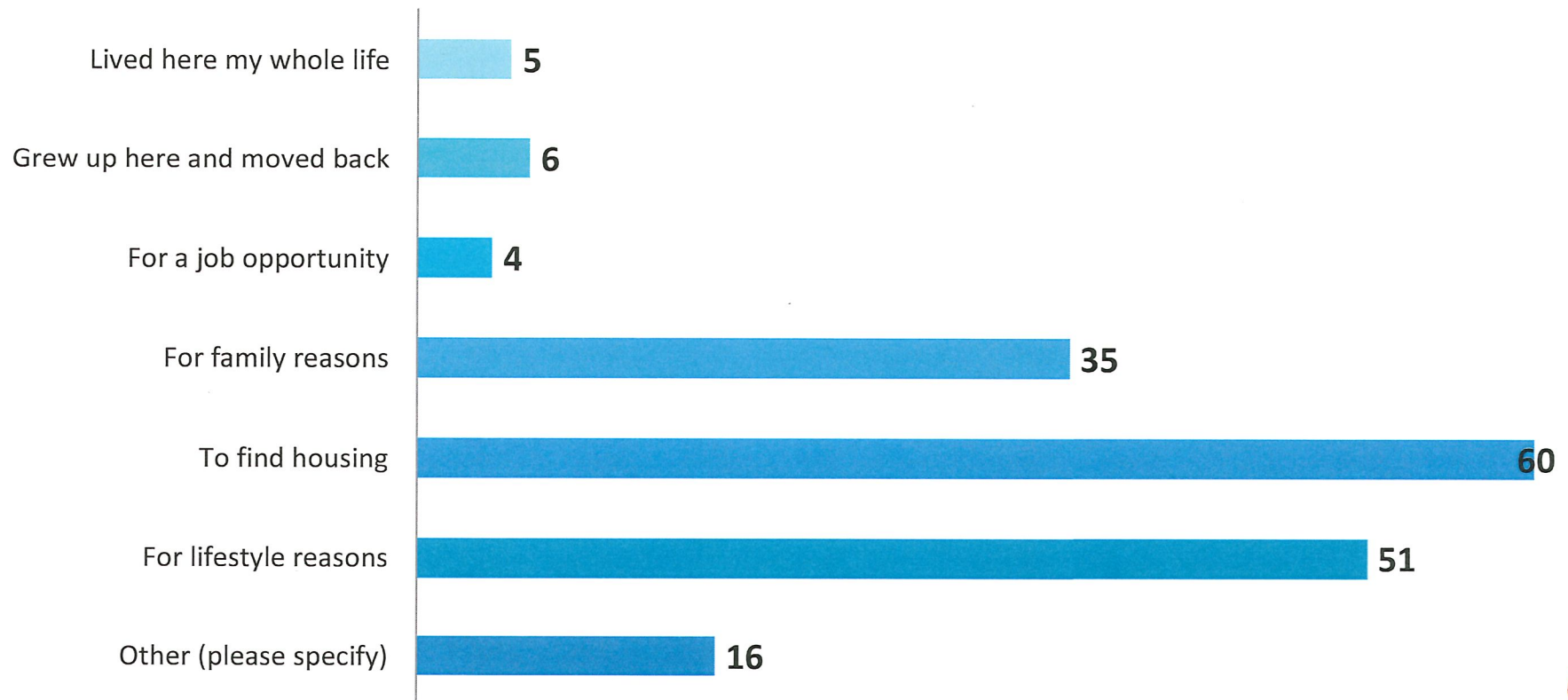


SURVEY OVERVIEW

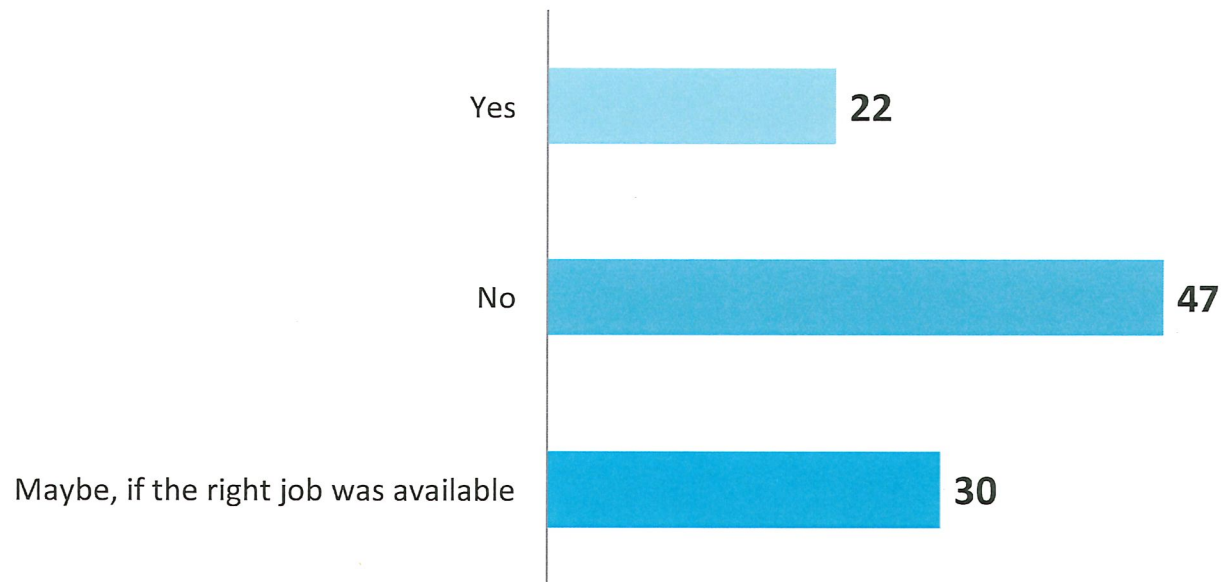
- Open from July 18 to August 12
- 132 completed Resident surveys and 13 completed Business surveys
- Major communications support
 - A postcard mailer – 8308 copies sent to residents, businesses and farms
 - Digital boards at Pitt Meadows City Hall and on Lougheed Highway
 - A ¼ page Maple Ridge-Pitt Meadows newspaper ad
 - Pittmeadows.ca website page and front-page spotlight
 - 22 social media posts, a boosted post, and a social media ad
 - Email sent to all City of Pitt Meadows staff
 - Featured in City Talks newsletter published in the Maple Ridge News
 - Featured in Quarterly Report published in the Maple Ridge News



WHY MOVE TO PITT MEADOWS (#)

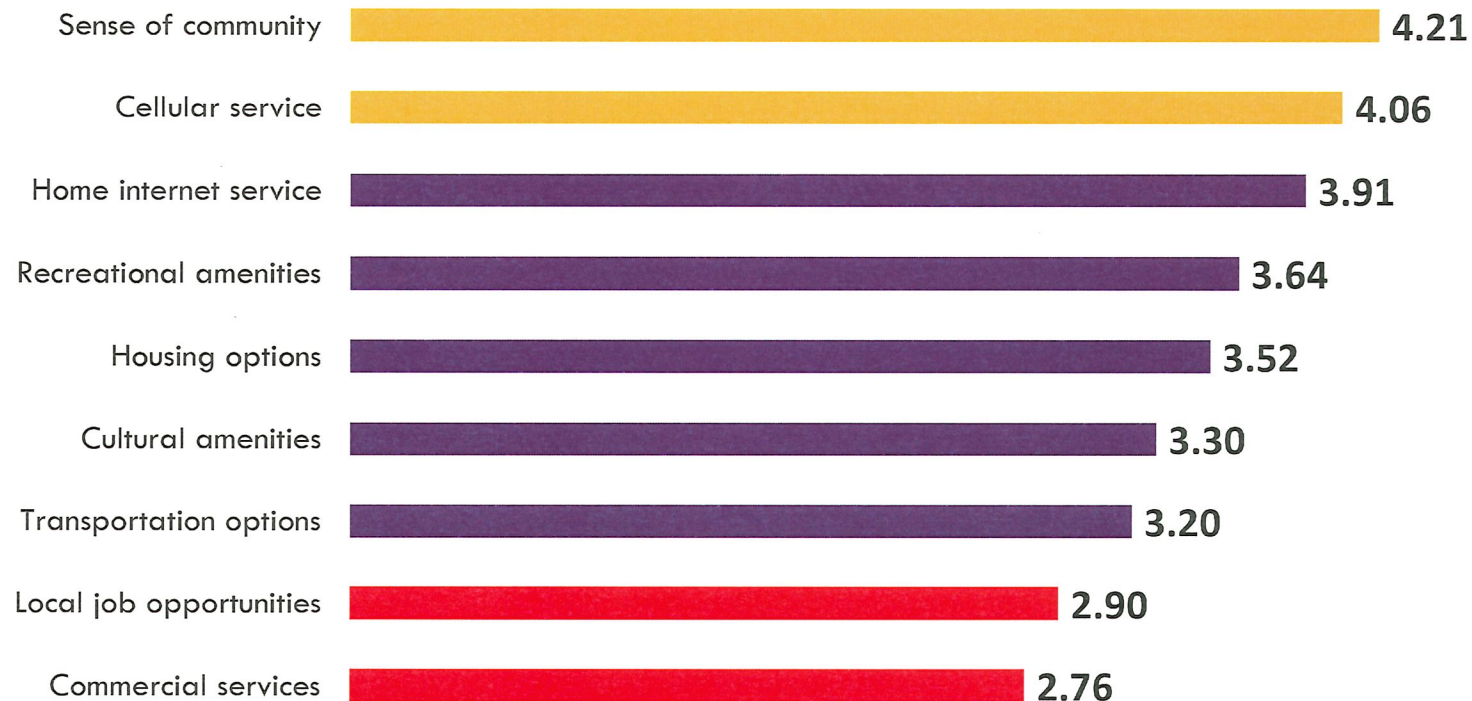


IF WORK ELSEWHERE, INTERESTED IN WORKING IN PITT MEADOWS?

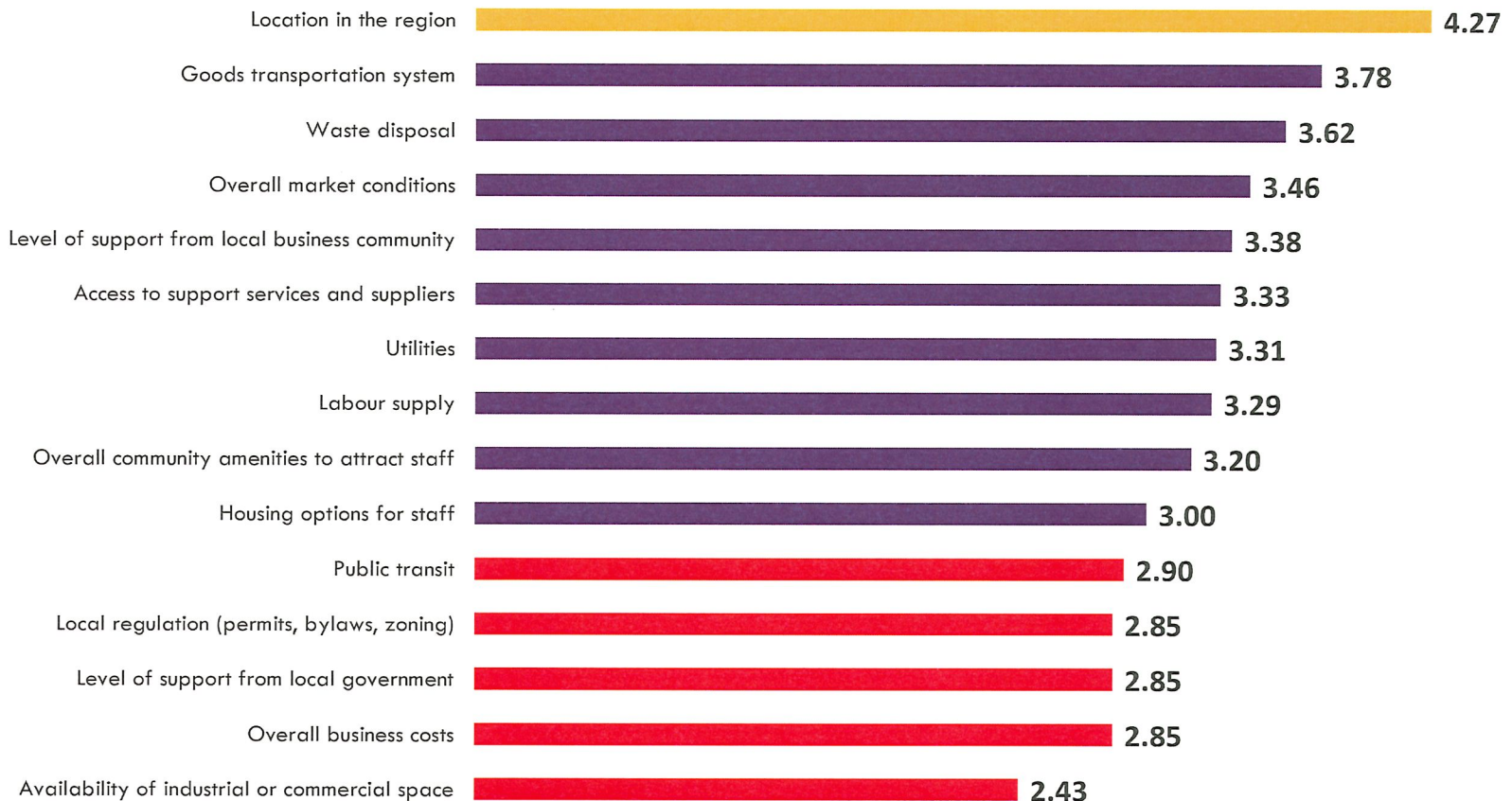


SATISFACTION WITH LIFESTYLE FACTORS

(1=VERY DISSATISFIED, 5=VERY SATISFIED)



BUSINESS SURVEY - SATISFACTION



PENDING RESEARCH ON PITT MEADOWS ECONOMY

Significant work remaining
pending final Census release

* Growing employment and
evolving industrial strengths


* Changing balance of jobs
and workers (commuting
flows)

* Evolving skill and education
profile of resident workforce
(people are the greatest
economic asset!)



STRATEGIC DIRECTIONS (DRAFT)

Framework may be reorganized,
additional details added or refined
as the strategy process continues.



STRATEGIC DIRECTIONS (DRAFT)

1. Improve the economy's **building blocks**
2. Support **local businesses**
3. Support a viable and growing **agriculture** sector
4. Support growth and enhanced economic value of **tourism**
5. Pursue other **growth opportunities**



#1 ECONOMY'S BUILDING BLOCKS


- **Commercial Space** - Increase supply of commercial space (North Lougheed, City Centre (Harris), existing mall/retail areas)
- **Labour Supply** - Support matching of local labour supply and demand
- **Telecom Infrastructure** - Ensure wired and cellular telecom infrastructure is at least comparable to other regional communities (cellphone coverage identified as current weakness)
- **Transportation System** – Advocate for improved public transit, continue with road network enhancements (including to account for pending major expansion of Amazon footprint), better integrate airport



#2 LOCAL BUSINESSES

- Leverage the City's information and communication tools to increase awareness of local business community (online or printed maps or directories, business profiles)
- Enhance the economic benefits of tourism by improving physical and information linkages (e.g., signage) to commercial areas
- Improve key public amenities for visitors (e.g., public washrooms)
- Airport expansion and operations as a key economic driver (note airport growth covered under #5)
- Ensure bylaws are not creating unnecessary limitations on business viability and growth





#3 AGRICULTURE

- Drainage improvements and managing invasive species
- Enhance awareness of agricultural value among City staff and general public
- Advocacy with regional, provincial, federal officials when issues benefit from a coordinated response
- Support for adoption of emerging agri-tech innovations
- Supporting solutions for temporary worker housing

#4 TOURISM

- Communication and marketing support through City channels
- Enhance the economic benefits of tourism by improving physical and information linkages (e.g., signage) to commercial areas
- Support special events celebrating the arts, holiday seasons, local food, etc.
- Recognize virtuous circle between tourism development and amenities for residents





#5 OTHER OPPORTUNITIES

- **Airport waterfront** development
- **Airport industrial** expansion
- **Knowledge-based industries**, leveraging lifestyle factors and housing affordability
- **Post-Secondary Institution** (possibly with coursework and/or research facilities related to agriculture, valuable linkages to agriculture, other sectors)
- **Film sector expansion** through increased outreach, and effective management to ensure impacted businesses are fairly compensated
- **Expanded commercial amenities** (entertainment, food and beverage, arts and culture) to enhance local livability and continue attracting young families and skilled workers/entrepreneurs

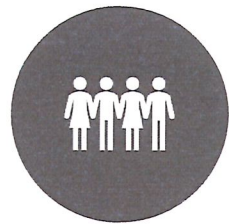




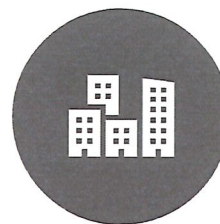
IMPLEMENTATION



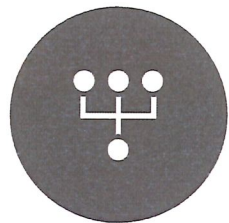
IMPLEMENTATION



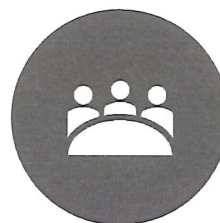
Without dedicated economic development staff, a shared responsibility



Other City departments in their focus area



Economic Development Advisory Committee, or sub-committees thereof, can assist with completion of individual projects (e.g., business mapping tools, job fair)



May involve community-based organization, such as Chamber of Commerce





**COMMENTS OR
QUESTIONS?**

