

**PLANNING, TRANSPORTATION AND ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE**

Saanich Municipal Hall, Council Chambers
Thursday, September 10, 2020, 5:30 pm – 7:30 pm

Due to COVID-19 measures, Saanich is unable to accommodate the public for any Council, Committee of the Whole, Advisory, Board or Foundation meetings while maintaining the limits on large gatherings due to the Public Health Order.

As per the Order of the Minister of Public Safety and Solicitor General, Emergency Program Act, Ministerial Order No. M192, public attendance at the meeting is not required if it cannot be accommodated in accordance with the applicable requirements or recommendations under the Public Health Act.

To register to hear this meeting by telephone, please email clerksec@saanich.ca or telephone 250-475-5501. You are asked to provide your name and an email address where instructions can be sent to you, along with the name and date of the advisory committee meeting you wish to hear. The registration deadline is 12:00 p.m. noon on the day of the meeting.

***** Territorial Acknowledgement *****

1. CHAIR'S COMMENTS

2. SOUTH ISLAND PROSPERITY PARTNERSHIP UPDATE

- Presentation – CEO, South Island Prosperity Partnership (attachment)

3. E-MOBILITY STRATEGY

- Presentation – Senior Sustainability Planner

4. UPTOWN CORRIDOR UPDATE

- Presentation – Manager of Community Planning

* Adjournment *

Next Meeting: October 8, 2020 at 5:30 pm

In order to ensure a quorum, please contact Tania Douglas at 250-475-5494 ext. 3505 or tania.douglas@saanich.ca if you are unable to attend.

SOUTH ISLAND PROSPERITY PARTNERSHIP

Emilie de Rosenroll, CEO

Collaboration today. Prosperity tomorrow.

1

Who is SIPP?

This diverse alliance of 66 public and private-sector partners in Greater Victoria works collaboratively to bolster regional economic and social prosperity.

- 11 Local Governments
- 9 First Nations
- 3 Post-Secondary Institutions
- 9 Industry Associations & Non-profits
- 30+ Major Employers

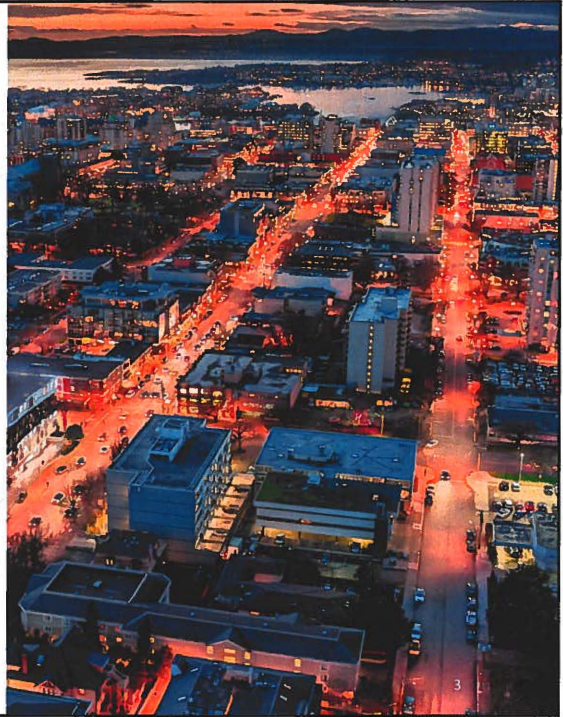


"A sustainable world means working together to create prosperity for all." — Jacqueline Novogratz

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Our Mission

- SIPP facilitates and promotes development of an inclusive, productive and resilient economy on South Vancouver Island.
- We help to create a more collaborative region and a vibrant place to live, work, study and do business.

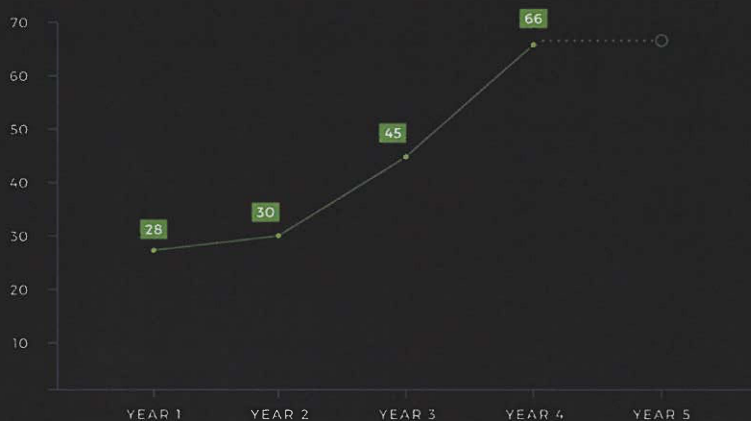


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Years and Counting ...

● SIPP Members

SOUTH ISLAND
PROSPERITY
PARTNERSHIP



Source: CRD

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SOUTH ISLAND PROSPERITY PARTNERSHIP

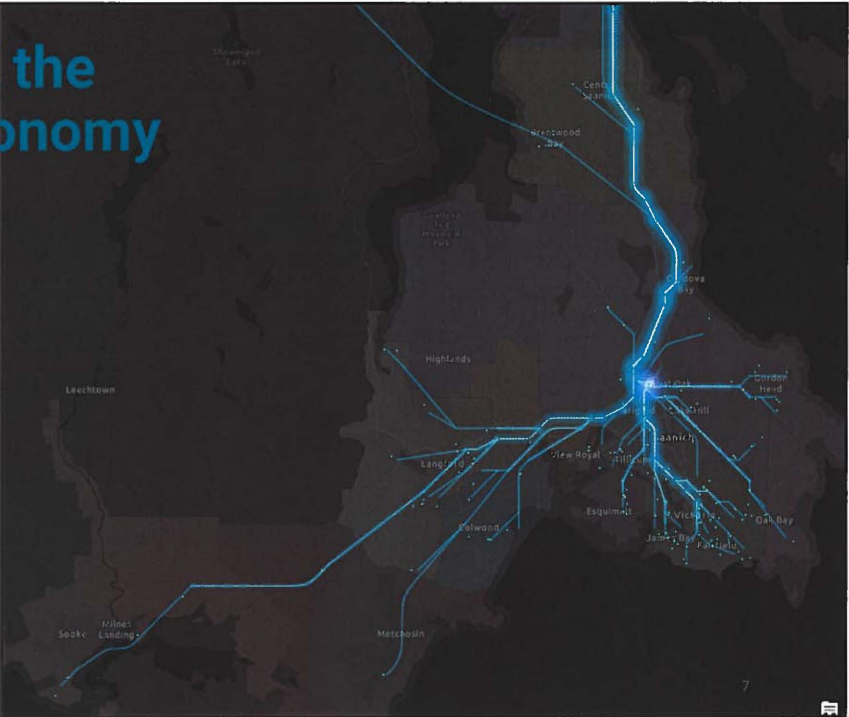


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Saanich and the Regional Economy

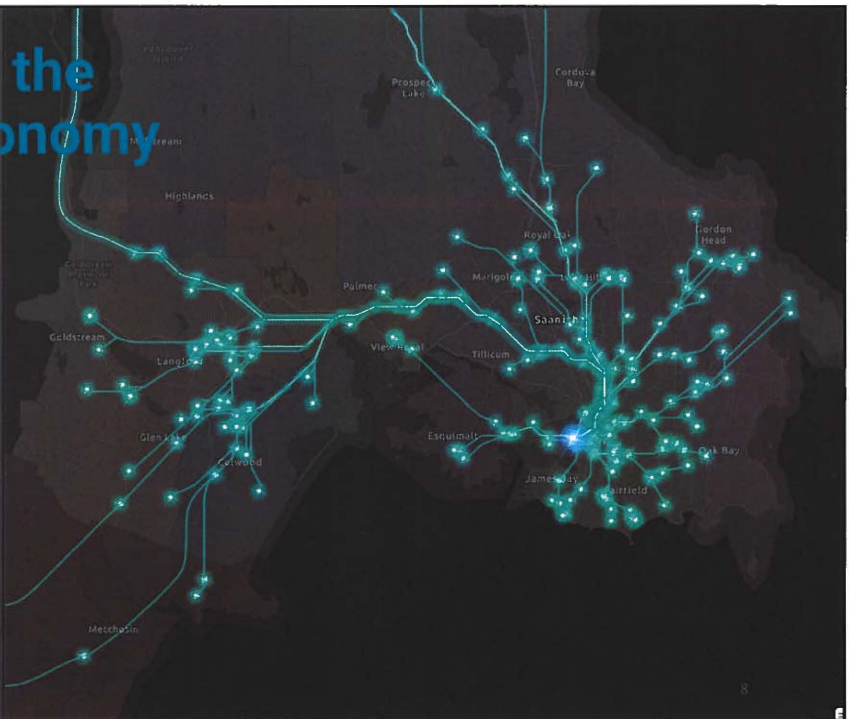
As the largest municipality in the metro-region, Saanich has an important role to play—but also a deeply-embedded integration—within the regional economy.

Sample: SIPP-member **Wilson's Group** based in Saanich



Saanich and the Regional Economy

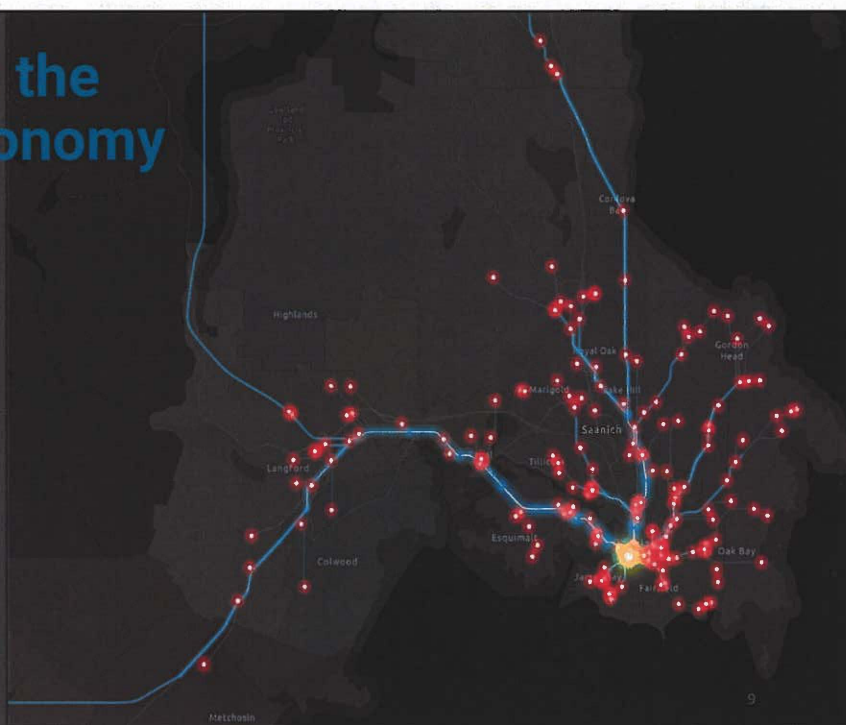
Sample #2: SIPP-member **Truffles Group** NOT based in Saanich, but still a major employer in Saanich



Saanich and the Regional Economy

What about the tech sector?

Sample #3: SIPP-member **CGI** NOT based in Saanich, but still a major employer in Saanich



Constitutional Purpose

1. **Diversify the regional economy**, promote better employment opportunities and increased quality of life for citizens.
2. Raise **region's profile as a location of choice** for new businesses.
3. Work collaboratively with **First Nations** to achieve economic reconciliation.
4. **Maximize Federal, Provincial funding** for regional economic development
5. Provide support for **entrepreneurs and businesses** to increase their ability to prosper and create jobs.
6. **Collaborate** with municipal economic development and regional trade association initiatives.

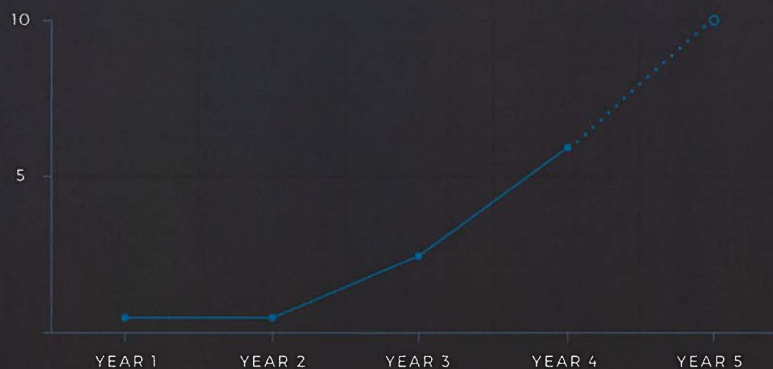
Purpose #1

Diversify and strengthen the regional economy; promote better employment opportunities and increased quality of life for citizens of the region



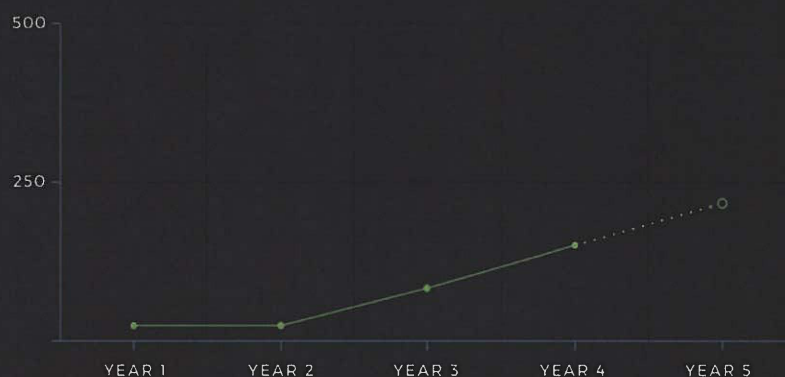
Number of New Businesses Attracted to Greater Victoria

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Job Growth

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Quality over Quantity!



Melhores
Empresas
para Trabalhar

Médias Multinacionais

Great
Place
To
Work®

BRASIL
2012 - 2019

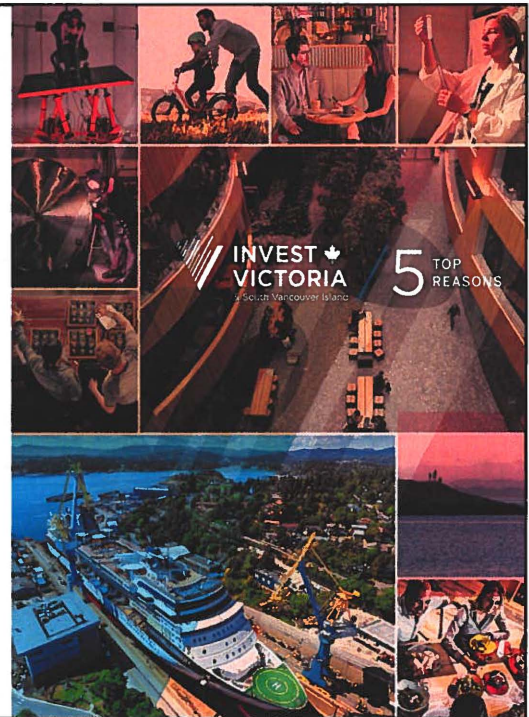


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& South Vancouver Island

- **Promote** the region's strategic location, talent, lifestyle and business advantages to companies looking to startup or expand here.
- **Provide** businesses with the necessary market information, suppliers and other contacts they need to inform their investment decisions.
- **Assist** with the logistics of setting up a business here — from exploring locations to finding talent, settling inbound employees and sharing export development opportunities.



Prosperity Index

Through this comprehensive look at our past economy — and by continually monitoring key indicators as we move toward recovery — we will be able to guide our new economy into a prosperous future.

South Island Prosperity Index

Full Report

SOUTH ISLAND
PROSPERITY
PARTNERSHIP

Title Sponsor



TOGETHER, LET'S DO
GREAT THINGS

Lead Consultants



Monthly Recovery Dashboard

Greater Victoria Unemployment Rate

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■ UNEMPLOYMENT RATE 2020 ■ 2019

Source: Statistics Canada

Greater Victoria Average Hotel Occupancy

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■ AVERAGE OCCUPANCY 2020 ■ 2019

Source: Chemours Consulting Group

Purpose #3

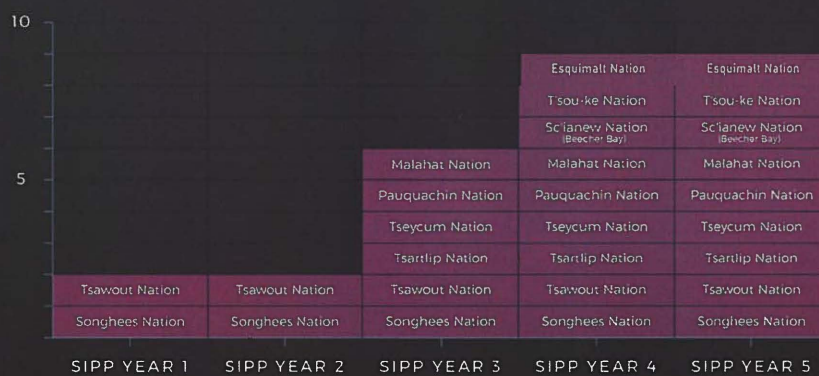
**Work collaboratively with First Nations
on the South Island to achieve
economic reconciliation**



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● First Nation Collaboration

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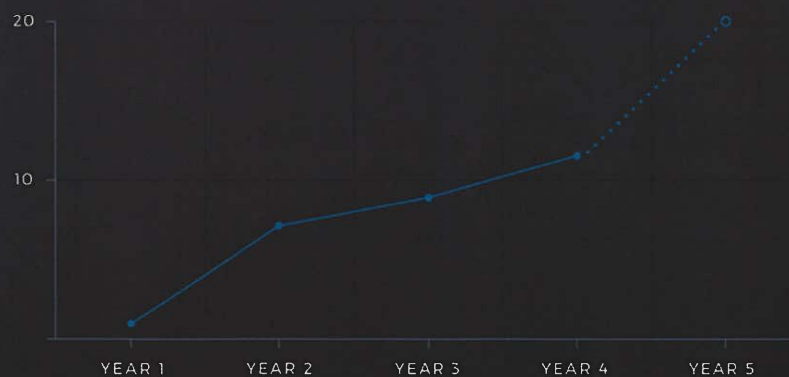
Indigenous Economy



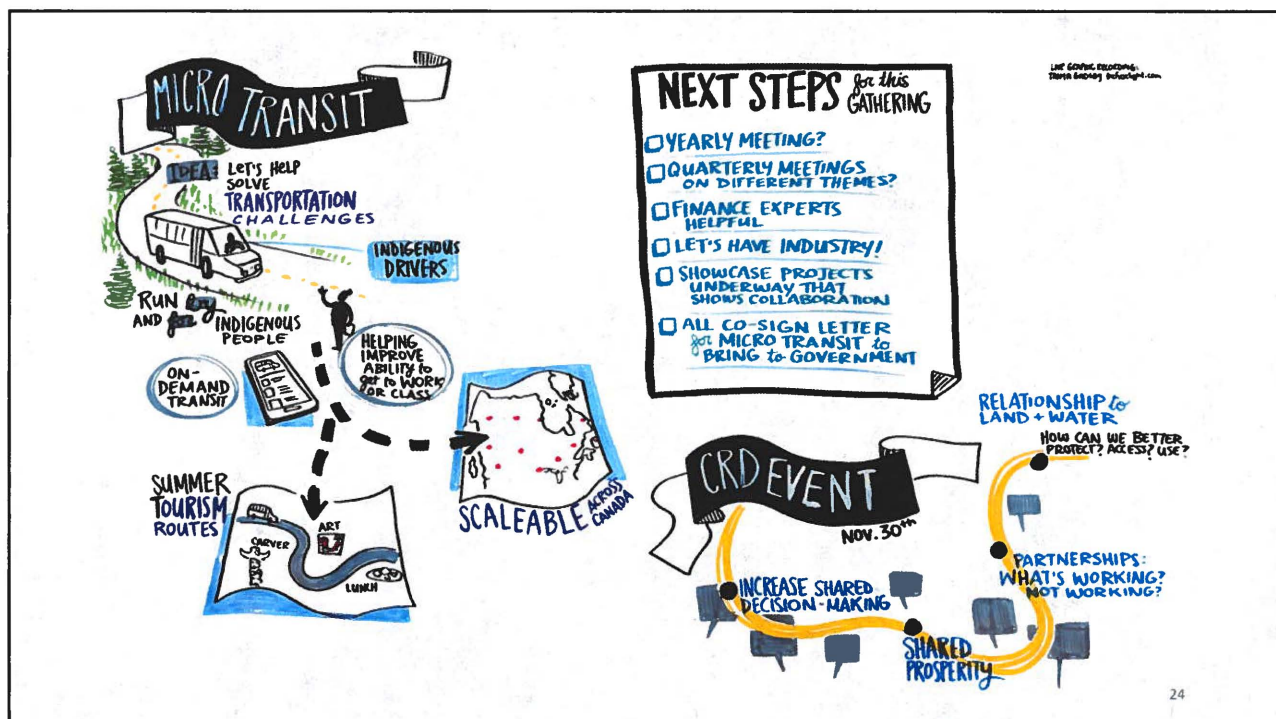
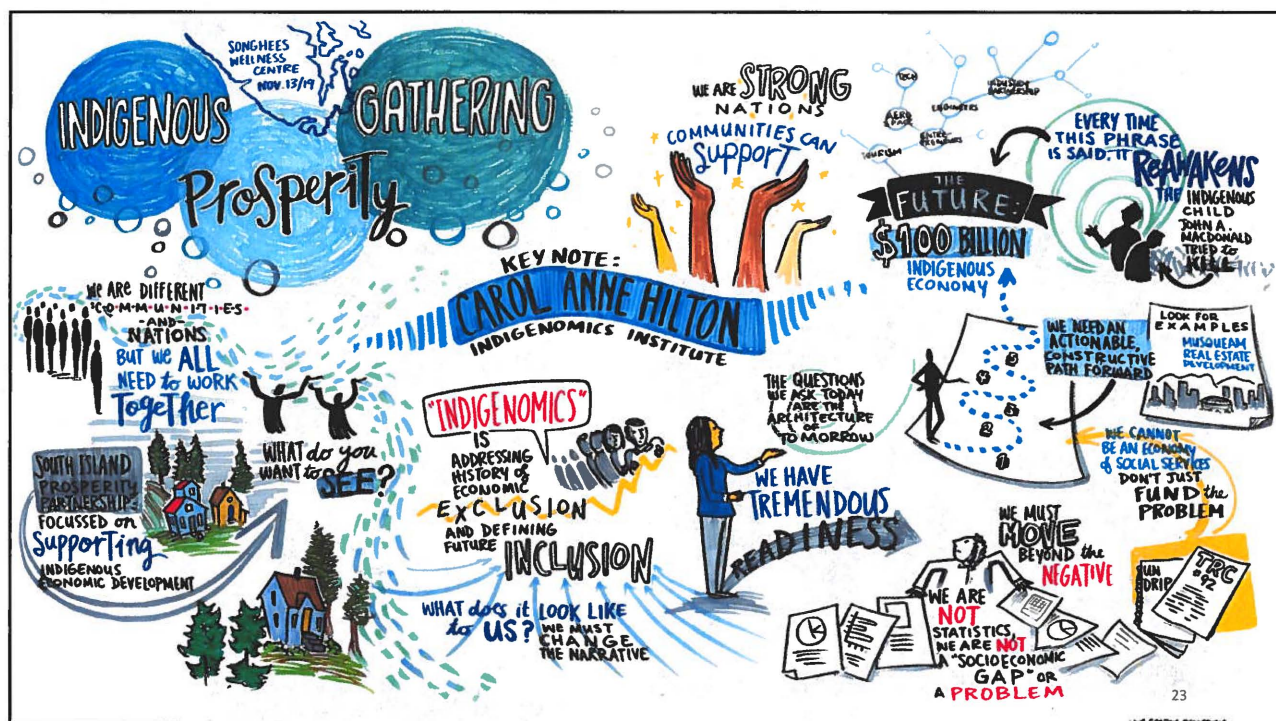
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● Songhees Innovation Centre Total Employed

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22



1

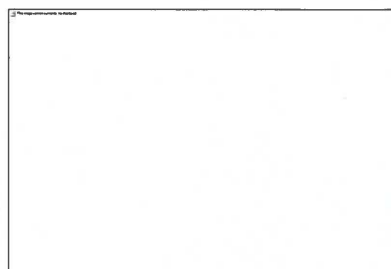
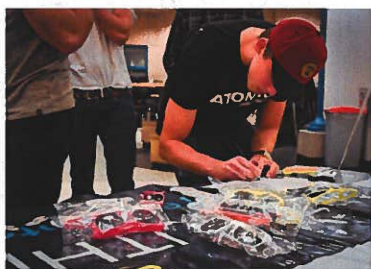
Purpose #4

Maximize Federal and Provincial Funding for Regional Economic Development



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Smart Cities



Rising Economy Taskforce

- SIPP acted proactively to launch the Rising Economy Taskforce to coordinate a **strong local response to the economic crisis** created by COVID-19.
- Largest coordinated industry-led **recovery effort** in B.C.
- Works with **11 sector committees** to inform a robust recovery strategy.
- Establishes a **regional plan to accelerate recovery** efforts through inclusive growth, with a focus on regional resiliency.

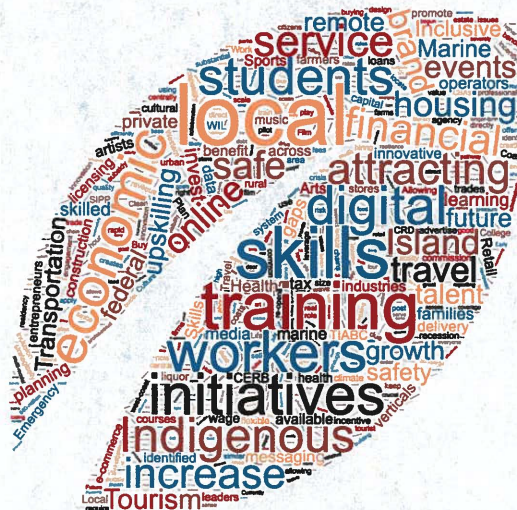


Progress

- 10 committee reports
- +120 stakeholders
- +50 total meetings / workshops
- +250 surveys
- +39 recommendations
- 9 recovery themes

Next:

- *Immediate actions:* quick wins, advocacy priorities and partnership opportunities
- Regional Recovery Strategy and Rising Economy Week in November



Early Traction

- 'COVIDSafe' verification app w/ BC Gov and Retail, Services, & Restaurants Committee
- Micro-Credential training for upskilling displaced workers in digital marketing w/ Alacrity Foundation, BC Gov
- Ocean Futures Innovation Hub feasibility study w/ Ocean & Marine Committee, Association of BC Marine Industries, Federal Gov, City of Victoria
- Funding received from Fed Gov for "shovel-worthy" proposals from TF recommendations



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Timeline	Who	When	Status
Establish Leadership	SIPP	April	✓
Situation Analysis and Future-Casting	Committees	May - July	✓
Committee Reports	Committees	August 10	✓
Taskforce Q&A on Committee Reports	Taskforce	August 18	✓
Create Working Definitions of Vision, Priorities, Goals, Measures	Working Group	Sept 14, 18	
Review Working Draft of Rising Economy Recovery Strategy	Taskforce	October 20	
Rising Economy Week	Public	November 16-20	

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It starts 11.16.20

#RisingEconomyWeek

Mark your calendar for a pivotal virtual event focused on accelerating our region's economic recovery.

Featuring leading thinkers, disruptive ideas, trend insights, economic outlooks, panel discussions, idea-building workshops — and the much-anticipated release of a multi-sector action plan for economic recovery.


**SOUTH ISLAND
PROSPERITY
PARTNERSHIP**

Reserve your place today
OurRisingEconomy.com

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Purpose #5

Provide support for entrepreneurs and businesses to increase their ability to prosper and create jobs



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Trade Accelerator Program



TAP CANADA'S
TRADE
ACCELERATOR
PROGRAM

ESSENTIAL STRATEGY, RESOURCES AND MENTORSHIP IN DYNAMIC WORKSHOPS THAT EQUIP SMALL TO MEDIUM-SIZED ENTERPRISES TO SCALE UP, DEVELOP, AND ACTIVATE AN EXPORT PLAN.



Average growth
of 23% in international
sales 6 months after
participation



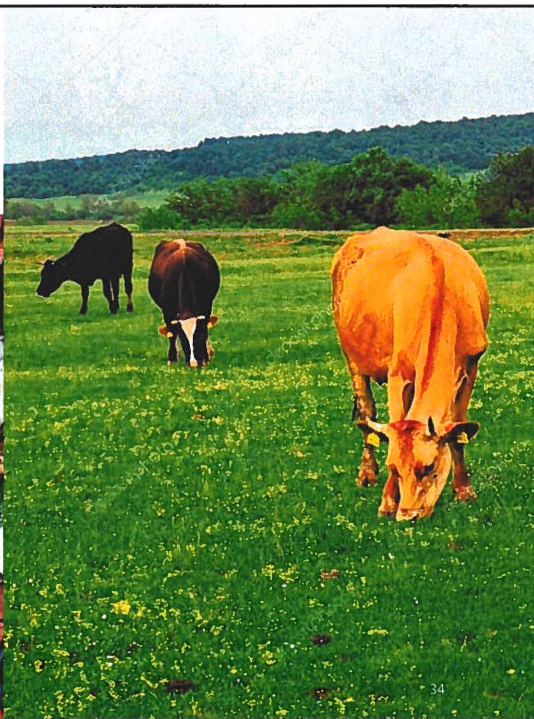
TAP Participants
have penetrated more than 40
markets including China, U.S.,
Mexico, Australia, New Zealand,
Japan, Italy, U.K. to name a few



100% of participating
companies declared themselves
better prepared to do business
internationally upon
completing the program

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Abattoir Study & Food Sovereignty



Purpose #6

Collaborate with municipal economic development and regional trade association initiatives

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Highlights

1. Ocean Futures Innovation Hub – Cluster Strategy Leadership
2. Input on Municipal Strategies and Plans (e.g. Victoria 3.0 Steering Committee)
3. Research and thought leadership - Business of Cities
4. SIPP Municipal Representative Body – Partners Committee
5. Local Economic Development Roadmap – Esquimalt Pilot
6. Rising Economy Taskforce – Over 120 Stakeholder Actively Engaged
7. Canada's Smart Cities Challenge – Over 100 Stakeholders Actively Engaged
8. One Planet – Collaborative Platform for Sustainability Capacity
9. Working Partnership with 5 South Island Chambers of Commerce
10. Support to Matrix Institute (UVIC) in developing PPE supply capacity
11. Public Events and Services, e.g. Innovation Challenges, Smart South Island Symposium, Smart Mobility Fair, Indigenous Prosperity Gathering, Mentor Network, Geeks on Floats, Trade Accelerator Program

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Thought Leadership

- Mobility-Wellness Index
- "Future Of ..." Series
- Innovation Challenges — including Youth Innovation Challenge
- Rising Economy Week
- Smart South Island: Vision 2040
- Business of Cities



Awards

- **Gold, Excellence in Economic Development Award 2019**, International Economic Development Council (IEDC)
- **Bronze, Excellence in Economic Development Award 2018**, International Economic Development Council (IEDC)
- **Smart 21 Communities Award**, Intelligent Community Forum (ICF) — the first time Greater Victoria has received the honour
- **Governance Award**, Smart City World Expo (SIPP was shortlisted in the top five from 473 cities worldwide)



The SIPP Team

Our small, agile team is passionate about economic recovery and smart growth for the South Island.



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5 Year Renewed Funding Request

South Island Prosperity Partnership Funding Model				CPI Increase				
					2.50%	2.50%	2.50%	2.50%
					YR1	YR2	YR3	YR4
					YR5			
				CURRENT	PROPOSED			
				2016 Census + 2018 Tax Blend	Percentage contribution	\$ Based on Percentage	2022	2023
							2024	2025
							2.5% increase year over year (2019 CPI%)	
Municipality	Amount							
1 Saanich	\$ 199,600	28.88%	\$ 179,562	\$ 179,562	\$ 184,051	\$ 188,652	\$ 193,368	\$ 198,202
2 Victoria	\$ 243,397	35.22%	\$ 218,962	\$ 218,962	\$ 224,436	\$ 230,047	\$ 235,798	\$ 241,693
3 Oak Bay	\$ 48,936	7.08%	\$ 44,024	\$ 44,024	\$ 45,124	\$ 46,252	\$ 47,409	\$ 48,594
4 Esquimalt	\$ 38,170	5.52%	\$ 34,338	\$ 34,338	\$ 35,197	\$ 36,077	\$ 36,978	\$ 37,903
5 Colwood	\$ 36,968	5.35%	\$ 33,257	\$ 33,257	\$ 34,088	\$ 34,940	\$ 35,814	\$ 36,709
6 C Saanich	\$ 28,383	4.11%	\$ 25,534	\$ 25,534	\$ 26,172	\$ 26,827	\$ 27,497	\$ 28,185
7 Sooke	\$ 18,524	2.68%	\$ 16,664	\$ 16,664	\$ 17,081	\$ 17,508	\$ 17,946	\$ 18,394
8 Sidney	\$ 29,045	4.20%	\$ 26,129	\$ 26,129	\$ 26,782	\$ 27,452	\$ 28,138	\$ 28,841
9 N Saanich	\$ 20,073	2.90%	\$ 18,058	\$ 18,058	\$ 18,509	\$ 18,972	\$ 19,446	\$ 19,933
10 View Royal	\$ 23,071	3.34%	\$ 20,755	\$ 20,755	\$ 21,274	\$ 21,806	\$ 22,351	\$ 22,910
11 Highlands	\$ 4,913	0.71%	\$ 4,419	\$ 4,419	\$ 4,530	\$ 4,643	\$ 4,759	\$ 4,878
Total	\$ 691,081	100.00%	\$ 621,701	\$ 621,701	\$ 637,244	\$ 653,175	\$ 669,504	\$ 686,242

We're Grateful For Your Support!

Representing the largest population of the South Island region, the District of Saanich (and their Planning, Transportation and Economic Development Committee) are key partners in the movement to create an inclusive, resilient economy that values quality of life.