



The Regional Municipality of Durham

Planning & Economic Development Committee Agenda

Council Chambers
Regional Headquarters Building
605 Rossland Road East, Whitby

Tuesday, April 5, 2022

9:30 AM

Please note: In an effort to help mitigate the spread of COVID-19, and to generally comply with the directions from the Government of Ontario, it is requested in the strongest terms that Members participate in the meeting electronically. Regional Headquarters is closed to the public, all members of the public may [view the Committee meeting](#) via live streaming, instead of attending the meeting in person. If you wish to register as a delegate regarding an agenda item, you may register in advance of the meeting by noon on the day prior to the meeting by emailing delegations@durham.ca and will be provided with the details to delegate electronically.

1. Roll Call

2. Declarations of Interest

3. Adoption of Minutes

- A) Planning & Economic Development Committee meeting
– March 1, 2022

Pages 4 - 11

4. Statutory Public Meetings

There are no statutory public meetings

5. Delegations

- 5.1 Mike Moffatt, Senior Director, Policy and Innovation, Smart Prosperity Institute, re: demographic change and the need for housing in the Durham Region

6. Presentations

- 6.1 Professor Steve Pomeroy, Focus Consulting Inc., re: Current Trends in the Ontario Housing Market
- 6.2 Colleen Goodchild, Manager, Policy Planning and Special Studies, re: Envision Durham – Growth Management Study – Release of Alternative Land Need Scenarios Assessment Summary Report (2022-INFO-19) [Item 7.1 A)]

7. Planning

7.1 Correspondence

- A) Information Report #2022-INFO-19: Envision Durham – Growth Management Study – Release of Alternative Land Need Scenarios Assessment Summary Report 12 - 20

Pulled from the March 11, 2022 Council Information Package by Councillor Kerr

Recommendation: Receive for Information

7.2 Reports

- A) Durham Environmental Advisory Committee (DEAC) Membership Appointments, (2022-P-8) 21 - 23

8. Economic Development

8.1 Correspondence

8.2 Reports

- A) A Timeline of Innovation. Investment Attraction and Brand Awareness Campaign (2022-EDT-7) 24 - 29

9. Advisory Committee Resolutions

9.1 Durham Environmental Advisory Committee

- A) DEAC Member appointment on Friends of the Second Marsh Board of Directors 30

Recommendation: For approval and subsequent recommendation to Regional Council

10. Confidential Matters

There are no confidential matters to be considered

11. Other Business

12. Date of Next Meeting

Tuesday, May 3, 2022 at 9:30 AM

13. Adjournment

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The Regional Municipality of Durham

MINUTES

PLANNING & ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, March 1, 2022

A regular meeting of the Planning & Economic Development Committee was held on Tuesday, March 1, 2022 in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby, Ontario at 9:30 AM. Electronic participation was offered for this meeting.

1. Roll Call

Present: Councillor Ryan, Chair
Councillor Joe Neal, Vice-Chair
Councillor Grant
Councillor Highet
Councillor Kerr
Councillor Lee
Councillor Yamada
Regional Chair Henry
***all members of Committee participated electronically**

Also

Present: Councillor Collier
Councillor Crawford
Councillor Dies
Councillor Smith attended for part of the meeting
Councillor Wotten

Staff

Present: E. Baxter-Trahair, Chief Administrative Officer
B. Bridgeman, Commissioner of Planning and Economic Development
S. Baldie Jagpat, Manager, Administrative Services
A. Bathe, Senior Planner
C. Boyd, Solicitor, Corporate Services – Legal Services
A. Brown, Program Specialist, Agriculture and Rural Affairs
V. Chanthavong, Planner
P. Frizado, Director, Broadband Services
S. Gill, Director, Economic Development and Tourism
C. Goodchild, Manager, Policy Planning & Special Studies
L. Huinink, Director, Rapid Transit and Transit Oriented Development
R. Inacio, Systems Support Specialist, Corporate Services – IT
S. Jibb, Manager, Economic Development, Agriculture and Rural Affairs
G. Muller, Director of Planning
G. Pereira, Manager, Transportation Planning

B. Pickard, Manager, Tourism
K. Ryan, Senior Solicitor, Corporate Services – Legal Services
J. Severs, Manager, Economic Development, Marketing and Cluster
Development
K. Smith, Committee Clerk, Corporate Services – Legislative Services
L. Trombino, Manager, Plan Implementation
T. Fraser, Committee Clerk, Corporate Services – Legislative Services

2. Declarations of Interest

There were no declarations of interest.

3. Adoption of Minutes

Moved by Councillor Lee, Seconded by Councillor Highet,
(20) That the minutes of the regular Planning & Economic Development
Committee meeting held on Tuesday, February 1, 2022, be adopted.
CARRIED

4. Statutory Public Meetings

- 4.1 Application to Amend the Durham Regional Official Plan, submitted by Clark Consulting Services, on behalf of Maltheb Farms 2000 Ltd., to permit the severance of a farm dwelling rendered surplus as a result of the consolidation of non-abutting farm properties, in the Township of Scugog, File: OPA 2021-008 (2022-P-1)
-

The Chair advised that this portion of the Planning & Economic Development Committee meeting constitutes the Statutory Public Information meeting under the Planning Act for a proposed amendment to the Durham Regional Official Plan. He also advised that notice of the public meeting was advertised in the applicable newspaper and mailed to landowners and residents within 120 metres of the subject property. He noted that it is important that anyone who may have an interest in this matter make a submission prior to Regional Council making a decision.

A) Presentation

V. Chanthavong, Planner, Planning Division, provided a presentation outlining the details of Report #2022-P-1 of the Commissioner of Planning and Economic Development. She advised that an application has been submitted by Clark Consulting Services on behalf of Maltheb Farms 2000 Ltd., to permit the severance of a dwelling rendered surplus as a result of the consolidation of non-abutting farm parcels in the Township of Scugog. The subject site is located west of the Hamlet of Nestleton Station and adjacent to the northeast quadrant of Highway 7A and Regional Road 57. She provided an overview of the application and land use policy considerations. She also advised that the application has

been circulated to relevant agencies and to date comments have been received from the Durham Agricultural Advisory Committee and Regional Works Department advising they have no objections. One resident has also expressed an interest in the application.

The Chair asked if there were any persons in attendance who wished to make a submission or ask any questions.

B) Delegations

1. Hugh Stewart, Clark Consulting Services

Hugh Stewart, participating electronically, appeared with respect to the application to amend the Durham Regional Official Plan submitted on behalf of Maltheb Farms Limited. He advised that he is the applicants' agent and was present to answer any questions on Report #2022-P-1.

C) Report

Moved by Councillor Lee, Seconded by Councillor Highet,

(21) A) That Report #2022-P-1 of the Commissioner of Planning and Economic Development be received for information; and

B) That all submissions received be referred to the Planning Division for consideration.

CARRIED

5. Delegations

5.1 Sherry Colbourne, President & CEO, Spark Centre, re: Spark Centre Annual Report (2022-EDT-5)

S. Colbourne, participating electronically, appeared before the Committee to provide the Spark Centre Annual Update.

S. Colbourne advised that fiscal 2021 was a very good year for the Spark Centre and she stated that special initiatives in 2021 included the Digital Main Street Program, ShopDurham and Project Green, and new initiatives included the Innovation Economy Council. She provided an overview of the Spark Centre annual metrics, and event and marketing statistics. She also advised that their magazine, The Spark, was retrofitted during 2021. She noted that the magazine has a readership of about 30,000.

S. Colbourne further advised that during 2021 the Spark Centre established a for-profit subsidiary, Synergy Lab Inc. She stated that the Spark Centre Team grew significantly in 2021 to 26 employees. She also advised that they have expanded their Advisory Team and expanded their Board of Directors.

S. Colbourne also advised in 2021 they laid the foundation for building out the Eastern Ontario Innovation Corridor and they joined forces with Launch Lab, Queen's University and PARO as charter founders. She added that on February 28, 2022, they submitted a proposal to the Federal government for funding.

S. Colbourne concluded by advising that they have been working on a Start-Up Visa Program and building out their globalization program, which was the catalyst for their for-profit subsidiary, Synergy Lab Inc.

S. Colbourne responded to questions from the Committee.

6. Presentations

6.1 Amanda Bathe, Senior Planner, re: Envision Durham – Identifying a Regional Natural Heritage System (2022-P-7)

A. Bathe provided a PowerPoint presentation outlining the details of Report #2022-P-7 of the Commissioner of Planning and Economic Development. Highlights of her presentation included:

- Provincial Policy Requirements
- Why Are Natural Heritage Systems Important?
- Approach to Identifying the Proposed Regional Natural Heritage System
 - Oak Ridges Moraine Natural Core and Natural Linkage Areas
 - Greenbelt Natural Heritage System
 - Growth Plan Natural Heritage System
 - Area Municipal Natural Heritage Systems and Updates Features Mapping
 - Recap
- Enhancement Opportunity Areas
- Implementation
- Engagement Plan
- Regional Natural Heritage System Map Viewer

Staff responded to questions with respect to the safeguards in place for agricultural and natural heritage land in the greenbelt; intensification and expansion needs; how the draft mapping relates to a specific property in the Municipality of Clarington; local official plan designations; proposed Enhancement Opportunity Areas; whether Enhancement Opportunity Areas will be part of the Natural Heritage System; public feedback expectations; relationship to the Land Needs Assessment; the Carruthers Creek Headwaters; the potential impact on minor adjustments to the settlement area boundary; expansion of the Natural Heritage System; Minister Zoning Orders; the February delegation on behalf of the Northeast Pickering Landowners Group; whether the draft Natural Heritage System aligns with the Carruthers Creek Watershed Plan; and whether the Region has considered how any changes will be addressed.

With the consensus of the Committee, the order of the agenda was altered to consider Report #2022-P-7 at this time.

7.2 Reports

A) Envision Durham – Identifying a Regional Natural Heritage System (2022-P-7)

Report #2022-P-7 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Staff responded to questions with respect to the communications plan for the draft Regional Natural Heritage System (NHS), and the availability of the online map viewer.

Moved by Councillor Lee, Seconded by Councillor Kerr,
(22) That we recommend to Council:

That Report #2022-P-7 of the Commissioner of Planning and Economic Development be received for information.

CARRIED AS AMENDED LATER IN THE
MEETING
(See Following Motions)

Moved by Councillor Joe Neal, Seconded by Councillor Lee,
(23) That the foregoing main motion (22) of Councillors Lee and Kerr be amended by adding the following new Part B):

- B) That notice of the draft Regional Natural Heritage System (NHS) be placed in all newspapers, including the Orono Weekly Times and Durham Region This Week newspapers.

CARRIED

The main motion (22) of Councillors Lee and Kerr was then put to a vote and CARRIED AS AMENDED.

6. **Presentations**

6.2 Stacey Jibb, Manager, Agriculture and Rural Economic Development, re: Agri-Food Workforce Development – Video Series (2022-EDT-4)

S. Jibb advised that the Economic Development and Tourism Division has completed an agri-food workforce video series. She explained that the agri-food sector is a top economic driver for the Region, and she also advised that it is estimated the need for food globally will more than double by the year 2050 and that the agri-food industry in Canada will face the prospect of over \$2 billion in lost revenue due to labour shortages. She stated that to address some of these

challenges, an agri-food career video series was developed to raise awareness and build interest in the variety and diversity of career opportunities available in the agri-food industry in the Region.

A. Brown advised that a series of eight videos were developed. She also advised that the videos will be featured in grade 10 Civics and Careers classes in local school boards. She added that staff intend to follow-up with the school boards to gather feedback and provide additional support as needed.

A video with Rob Alexander, General Manager, Natures Bounty, was played for the Committee.

Staff responded to questions with respect to availability of the videos; usage by school boards; and sectors included.

It was noted that the videos are available on the [Regional Website](https://www.durham.ca/en/economic-development/industries/agriculture-and-food-workforce-development.aspx#Agri-Food-Sector-Career-Videos) (<https://www.durham.ca/en/economic-development/industries/agriculture-and-food-workforce-development.aspx#Agri-Food-Sector-Career-Videos>).

7. Planning

7.1 Correspondence

There were no communications to consider.

7.2 Reports

A) Envision Durham – Identifying a Regional Natural Heritage System (2022-P-7)

This item was considered earlier in the meeting. Refer to page 5 of these minutes.

8. Economic Development

8.1 Correspondence

There were no communications to consider.

8.2 Reports

A) Agri-Food Workforce Development – Video Series (2022-EDT-4)

Report #2022-EDT-4 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Hight, Seconded by Councillor Grant,
(24) That Report #2022-EDT-4 of the Commissioner of Planning and Economic Development be received for information.

CARRIED

B) Spark Centre Annual Update and Metrics Report (2022-EDT-5)

Report #2022-EDT-5 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Kerr, Seconded by Regional Chair Henry,
(25) That Report #2022-EDT-5 of the Commissioner of Planning and Economic Development be received for information.

CARRIED

C) Response to Correspondence from the City of Oshawa Council re: "Process to Establish the City of Oshawa including the lands in Oshawa operated by the Hamilton-Oshawa Port Authority as a Foreign Trade Zone" (2022-EDT-6)

Report #2022-EDT-6 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Kerr, Seconded by Councillor Lee,
(26) That Report #2022-EDT-6 of the Commissioner of Planning and Economic Development be received for information.

CARRIED

9. Advisory Committee Resolutions

There were no advisory committee resolutions to be considered.

10. Confidential Matters

There were no confidential matters to be considered.

11. Other Business

There was no other business to be considered.

12. Date of Next Meeting

The next regularly scheduled Planning & Economic Development Committee meeting will be held on Tuesday, April 5, 2022 at 9:30 AM in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby.

13. Adjournment

Moved by Councillor Kerr, Seconded by Councillor Lee,
(27) That the meeting be adjourned.

CARRIED

The meeting adjourned at 11:05 AM

Respectfully submitted,

D. Ryan, Chair

T. Fraser, Committee Clerk

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2564



The Regional Municipality of Durham Information Report

From: Commissioner of Planning and Economic Development
Report: #2022-INFO-19
Date: March 11, 2022

Subject:

Envision Durham – Growth Management Study – Release of Alternative Land Need Scenarios Assessment Summary Report, File D12-01

Recommendation:

Receive for information

Report:

1. Purpose

- 1.1 The Growth Management Study (GMS) that is currently being undertaken by the Planning Division is an integral component of Envision Durham, the Municipal Comprehensive Review (MCR) of the Regional Official Plan (ROP). The first phase of the GMS is the preparation of a Land Needs Assessment (LNA) to quantify the amount of Settlement Area Boundary Expansion that will be required to accommodate the Region's population and employment growth forecasts to the year 2051.
- 1.2 The purpose of this report is to advise Council, agencies, service providers, stakeholder groups and members of the public that the modelling and assessment of alternative land need scenarios is now available for review and comment until April 14th. At the May 3, 2022, Planning and Economic Development Committee, staff will recommend a preferred scenario, taking into account the input received. A Council decision on the preferred scenario will enable the second phase of the GMS to commence.

2. Background

- 2.1 During the summer and early fall of 2021, four Technical Reports in support of the Region's draft LNA were released for public review and comment. These reports were prepared in conformity with the Provincial Land Needs Assessment Methodology. The Growth Plan requires upper tier municipalities in the Greater Golden Horseshoe to use this methodology to assess the quantity of land required to accommodate forecasted growth.
- 2.2 The Technical Reports were fulsome and included: an overall recommended growth forecast; housing unit mix; intensification analysis; designated greenfield area density analysis; Employment Area density analysis; and the resulting Community Area and Employment Area land need.
- 2.3 In response to comments received from the development community and other stakeholders on the draft LNA, Regional Planning staff agreed at the October 5, 2021, Planning and Economic Development Committee meeting to assess a range of alternative land need scenarios by applying alternative housing unit mixes, intensification rates, and densities. In particular, a scenario that models the housing unit mix used in the Growth Plan 2051 Forecast Background Study, commonly referred to as the "Hemson scenario", has been prepared.

3. Previous Reports and Decisions

- 3.1 Commissioner's Report [#2022-INFO-9](#) released February 11, 2022 provided an update on the assessment framework and consultation timelines for the alternative land need scenarios.

4. The Consultant's Initial Community Area Land Need Scenario and Employment Area Land Need Have Been Updated

- 4.1 Since the release of the Technical Reports, additional work and updates to the underlying analysis have been undertaken to this initial scenario which had a unit mix of 22% low density units; 31% medium density units; and 47% high density units. The updated scenario (identified later in this report as Scenario 4), has been modelled and assessed along with the other of the other alternative scenarios. The key changes between the initial land need scenario and the Updated Scenario 4 are identified below:

Initial Land Need Assessment Scenario from Technical Reports	Updated Scenario 4: Balancing the Unit Mix
Unit Mix: Low density units: 22% Medium density units: 31% High density units: 47%	Unit Mix: Low density units: 28% Medium density units: 28% High density units: 41% Secondary units: 3%
Intensification Rate: 50%	Intensification Rate: 50%
Designated Greenfield Area Density Target: 64 people and jobs per hectare	Designated Greenfield Area Density Target: 60 people and jobs per hectare
Community Area Land Need: 737 hectares (1,821 acres)	Community Area Land Need: 950 hectares (2,348 acres)

- 4.2 The initial Employment Area Land Need was also updated, primarily to reflect additional Employment Area conversions recently endorsed by Regional Council. This review has resulted in an increase to the Employment Area Land Need reported in the Employment Strategy Technical Report, while other key metrics have remained the same, as follows:

Employment Strategy Technical Report Scenario	Updated Employment Scenario
Vacant Employment Area Density Target: 27 jobs per hectare	Vacant Employment Area Density Target: 27 jobs per hectare
Employment Intensification Rate: 20%	Employment Intensification Rate: 20%
Employment Area Land Need: 1,164 hectares (2,876 acres)	Employment Area Land Need: 1,351 hectares (3,338 acres)

5. Release of Alternative Land Need Scenarios Assessment and Planned Consultation

- 5.1 The alternative scenario modelling outcomes and assessment is documented in the [“Alternative Land Need Scenarios Assessment Summary Report”](#) (see Attachment #1) which was released on March 10 on the [Envision Durham website](#) for public review. A summary of the alternative scenarios is provided below, with additional details including the scenario assessment found in the attached report. For ease of review, the five Community Area Land Need Scenarios are arranged in order from lowest density housing mix and highest land need, to highest density housing mix and lowest land need. It may be noted that Scenarios 1 and 2 do not conform to the

Growth Plan because they do not achieve the minimum Intensification Rate of 50% as required under the Growth Plan, but they have been prepared for comparison purposes. A lower intensification rate than 50% would require special approval from the Minister of Municipal Affairs and Housing if sufficient justification could be provided that the 50% intensification rate cannot be achieved in Durham.

Community Area Land Need Scenarios				
Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5
Emphasis on low-density housing (“Hemson”)	Primarily low-density housing	Shifting the unit mix	Balancing the unit mix	Emphasis on higher densities
Housing Unit Mix of new units: Low: 56% Medium: 23% High: 19% Secondary units: 2%	Housing Unit Mix of new units: Low: 39% Medium: 26% High: 32% Secondary units: 3%	Housing Unit Mix of new units: Low: 34% Medium: 30% High: 33% Secondary units: 3%	Housing Unit Mix of new units: Low: 28% Medium: 28% High: 41% Secondary units: 3%	Housing Unit Mix of new units: Low: 20% Medium: 31% High: 47% Secondary units: 3%
Intensification Rate: 35%	Intensification Rate: 45%	Intensification Rate: 50%	Intensification Rate: 50%	Intensification Rate: 55%
Designated Greenfield Area Density: 50 people and jobs per hectare	Designated Greenfield Area Density: 55 people and jobs per hectare	Designated Greenfield Area Density: 57 people and jobs per hectare	Designated Greenfield Area Density: 60 people and jobs per hectare	Designated Greenfield Area Density: 64 people and jobs per hectare
New Community Area Land Need: 5,400 hectares (13,344 acres)	New Community Area Land Need: 2,600 hectares (6,425 acres)	New Community Area Land Need: 1,500 hectares (3,707 acres)	New Community Area Land Need: 950 hectares (2,348 acres)	New Community Area Land Need: 0

Note: Totals may not add due to rounding

Employment Area Land Need Scenarios	
Scenario 1	Scenario 2
Vacant Employment Area Density Target: 27 Jobs per gross hectare	Vacant Employment Area Density Target: 27 Jobs per gross hectare
Employment Intensification Target: 15%	Employment Intensification Target: 20%
New Employment Area Land Need: 1,350 hectares (3,335 acres)	New Employment Area Land Need: 1,170 hectares (2,891 acres)

- 5.2 Also on March 10, a feedback [survey](#) was posted on the Envision Durham website, to provide opportunities for public feedback on the alternative land need scenarios. Survey responses are being accepted until **April 14, 2022**. A Virtual Public Information Centre is scheduled for **March 24, 2022, at 7pm**. Notification of the Public Information Centre will be advertised via local newspapers, emailed to the Envision Durham interested parties list, social media channels, and a public service announcement.
- 5.3 Barring any unforeseen events, it is expected that a preferred land need scenario for both Community Areas and Employment Areas will be recommended to Planning and Economic Development Committee on **May 3, 2022**.
- 5.4 Upon Council's endorsement of a preferred land need scenario, and the associated quantum of urban land need, the GMS will proceed to evaluate the most suitable locations for Settlement Area Boundary Expansion (i.e. Phase 2 of the process).

6. Relationship to Strategic Plan

- 6.1 This report aligns with/addresses the strategic goals and priorities in the Durham Region Strategic Plan. See Commissioner's Report [#2022-INFO-9](#) for additional details.

7. Conclusion

- 7.1 The release of this report will also be announced by way of:
- Public service announcements;
 - Social media platforms, including Facebook, Twitter, and LinkedIn; and
 - Email notifications and report circulation.

7.2 A copy of this report will be forwarded to all Envision Durham Interested Parties, Durham's area municipalities, Indigenous communities, conservation authorities, the Building Industry and Land Development (BILD) – Durham Chapter, Durham Region Homebuilders Association, and the Ministry of Municipal Affairs and Housing. Circulation will also be provided to agencies and service providers that may have an interest in where and how long-term growth in the Region is being planned for (school boards, hospitals, utility providers, etc. as specified in Appendix #1).

8. Attachments

Attachment #1: [Alternative Land Need Scenarios Assessment Summary Report, prepared by Urban Strategies and Watson and Associates](#)

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP
Commissioner of Planning and
Economic Development

Appendix 1 – to Report #2022-INFO-19

Circulated Agencies and Service Providers

- Canada Post
- Bell Canada
- Rogers Communications
- Shaw Cable TV
- Compton Communications
- Persona Communications
- Canadian Pacific Railway
- Canadian National Railway
- Enbridge Gas Distribution Inc. and Enbridge Pipelines Inc.
- Trans-Northern Pipelines Inc.
- TransCanada Pipelines Inc.
- Hydro One Networks Inc.
- Ontario Power Generation Inc.
- Durham District School Board
- Durham Catholic District School Board
- Conseil Scolaire Viamonde
- MonAvenir Conseil Scolaire Catholique
- Mississaugas of Scugog Island First Nation
- Ministry of Transportation
- Greater Toronto Airports Authority

- Transport Canada
- Metrolinx
- Trent-Severn Waterway
- Kawartha Pine Ridge District School Board
- Peterborough Victoria Northumberland and Clarington Catholic District School Board
- Durham Region Police Department
- Ministry of Municipal Affairs and Housing
- Elexicon
- Hydro One Networks Inc. (Brock, Scugog and Uxbridge)
- Independent Electricity System Operator
- Ontario Tech University
- Trent University Durham
- Durham College
- Durham Workforce Authority
- General Motors of Canada
- Lakeridge Health
- Ajax-Pickering Board of Trade
- Brock Board of Trade
- Clarington Board of Trade
- Newcastle & District Chamber of Commerce
- Greater Oshawa Chamber of Commerce
- Scugog Chamber of Commerce

- Uxbridge Chamber of Commerce
- Whitby Chamber of Commerce
- Downtown Ajax BIA
- Bowmanville BIA
- Brooklin BIA
- Pickering Village BIA
- Port Perry BIA
- Uxbridge BIA
- Downtown Whitby BIA
- Business Advisory Centre Durham
- Spark Centre



The Regional Municipality of Durham Report

To: Planning and Economic Development Committee
From: Commissioner of Planning and Economic Development
Report: #2022-P-8
Date: April 5, 2022

Subject:

Durham Environmental Advisory Committee (DEAC) Membership Appointments, File: A01-37-02

Recommendation:

That the Planning and Economic Development Committee recommends to Regional Council:

- A) That Azzam Abu-Rayash be appointed as an At-Large member to the Durham Environmental Advisory Committee;
 - B) That the above-named citizen volunteer be advised of their appointment to the Durham Environmental Advisory Committee; and
 - C) That a copy of Commissioner’s Report #2022-P-8 be forwarded to the area municipalities.
-

Report:

1. Purpose

- 1.1 The purpose of this report is to appoint a citizen volunteer to fill an “at large” member vacancy on the Durham Environmental Advisory Committee (DEAC).

2. Background

- 2.1 In January 2022, At-Large member Christine Doody-Hamilton resigned from her role on the DEAC, after being appointed to serve on Pickering City Council.
- 2.2 In accordance with the DEAC [Terms of Reference](#) (ToR), the Planning and Economic Development Committee must recommend an “at large” member to fill the existing vacancy.
- 2.3 The applications received during previous rounds of the membership replacement process were retained in the event of future vacancies, as per the Committee’s ToR. The applications on file were reviewed, and it is recommended that Azzam Abu-Rayash be appointed as an “at large” member to the Durham Environmental Advisory Committee. Mr. Abu-Rayash is a resident of Oshawa, and brings extensive knowledge, education, and experience in the energy sustainability field. He has written numerous publications, including a book on energy sustainability, and has taught several courses at the Ontario Tech University. His knowledge and expertise will be a welcome addition to DEAC. Mr. Abu-Rayash has been contacted and has confirmed his interest in the role.

3. Previous Reports and Decisions

- 3.1 [2022-P-3](#) Durham Environmental Advisory Committee 2021 Annual Report and 2022 Workplan

4. Relationship to Strategic Plan

- 4.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
- a. Goal 1: Environmental Sustainability’s objective: To protect the environment for the future by demonstrating leadership in sustainability and addressing climate change.

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP
Commissioner of Planning and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer



The Regional Municipality of Durham Report

To: Planning and Economic Development Committee
From: Commissioner of Planning and Economic Development
Report: #2022-EDT-7
Date: April 5, 2022

Subject:

A Timeline of Innovation. Investment Attraction and Brand Awareness Campaign

Recommendation:

That the Planning and Economic Development Committee recommends:

That this report be received for information.

Report:

1. Purpose

1.1 The purpose of this report is to provide a summary of a recent a marketing campaign called “A Timeline of Innovation”, found online at www.investdurham.ca/innovation.

2. Background

2.1 For over 150 years, Durham Region’s innovators have created a legacy of solving big problems. Our innovators—the creative entrepreneurs, business leaders, and workers who have called Durham home—have helped to advance the world’s technology and develop solutions in mobility, healthcare, and energy.

- 2.2 This rich history, as well as our current innovation community, are two compelling reasons that make Durham Region a great place to invest, start, grow, or relocate a business.
- 2.3 The 2021 Marketing Plan set out three goals and associated action items. Goal C of the Plan is “*Build awareness of Durham Region’s location and value proposition through the promotion of Durham Region’s strong history of innovation in a variety of priority sectors.*” A Timeline of Innovation is the product of this Goal.
- 2.4 To celebrate and promote Durham Region’s strong history of innovation across a variety of sectors, staff from the Economic Development and Tourism Division developed a marketing campaign to showcase Durham’s history of innovation.
- 2.5 The campaign was built using historical good news stories of innovation in Durham over the decades. These stories were compiled within one promotional document to capitalize on multiple marketing opportunities. The opportunities included:
 - a. Enhance local understanding, pride in, and recognition of our collective achievements;
 - b. Increase brand awareness across Ontario’s business community of Durham Region’s sector diversity;
 - c. Increase National and International awareness of Durham Region as a place where innovative businesses thrive;
 - d. Highlight the momentum building within our innovation community, due in part to the talented workforce and entrepreneurs being developed at Durham Region’s three post-secondary institutions; and
 - e. Increase awareness of the Invest Durham brand and in turn, increase awareness of Durham Region as a good place to invest, especially in the innovative technology, engineering, advanced manufacturing, and advanced mobility sectors.
- 2.6 Key audiences for this campaign include:
 - a. Durham Region residents, business owners, entrepreneurs, and media; especially those identified as having an interest in business;
 - b. Senior business professionals and other industry decision makers in the Greater Toronto Area, as well as across Canada;
 - c. Economic development and business development professionals in other levels of government and investment attraction agencies;
 - d. International Embassies and High Commissions, Consulates, and Trade Commissioners, as well as elected officials;

- e. Representatives and leaders in Global Consultancies, Post-Secondary Education, Innovation Hubs, Major Employers, Commercial Real Estate, and other similar influencers.
- 2.7 The campaign, “A Timeline of Innovation” was developed in-house by Economic Development and Tourism Division staff. Deployment of the campaign began in Q4 of 2021 and continues to be delivered through 2022.

3. Previous Reports and Decisions

- 3.1 Report 2021-P-44 introduced the 2021 Invest Durham Marketing Plan which led to the creation of A Timeline of Innovation.

4. A Timeline of Innovation

Campaign Assets

- 4.1 Economic Development and Tourism Division staff researched and developed a historical timeline demonstrating examples of innovation in Durham dating back to 1864.
- 4.2 The timeline includes more than 40 examples of innovations in Durham Region such as Ajax’s Defence Industries Limited “Bomb Girls” (1941), Pre-Hospital Cardiac Care Services in Oshawa (1978), and Scugog resident Bill Lishman’s aircraft-led migration of birds (1988). The final example is the Region of Durham’s achievement of being named one of the Smart21 Communities of the Year in 2021.
- 4.3 Drawing examples from every municipality in Durham and spanning every strategic sector of focus, the timeline document also includes important economic development assets such as the Spark Centre and 1855 Accelerator, our three post-secondary institutions, and innovations launched in response to the COVID-19 pandemic.
- 4.4 The document exists both as a printed 23 page brochure, and a [digital brochure](#). In addition, staff developed [a web-based virtual timeline](#) that can be grown over time through new additions of key historical innovations, and as new innovations emerge in our community. The [virtual timeline platform](#) accepts suggestions from readers of additions to the timeline.

- 4.5 Additional assets developed to market this information include:
- a. A 15 second “sizzle” video
 - b. Digital advertisements such as banners and social media graphics
 - c. Full-page print advertisement series
 - d. An online landing page which includes the digital document and virtual timeline, housed at www.investdurham.ca/innovation
- 4.6 The key message of the campaign is aligned with the Invest Durham domestic investment value proposition and the 2021 Invest Durham Marketing Plan goals. The key message is **“Our innovation community will continue to change the world.”**

Campaign Deployment

- 4.7 A wide variety of methods were employed to deliver the paid campaign to target audiences.
- a. 400 printed timelines, enclosed in a branded envelope with a personal note from Simon Gill, Director of Economic Development and Tourism, were mailed directly to key contacts across Canada and Internationally.
 - b. Targeted social media advertisements were delivered to national decision makers.
 - c. Search marketing, and targeted digital marketing, aligned with key target audiences, using search terms such as “Commercial Real Estate in Toronto”.
 - d. Print advertisements in The Spark, the innovation and entrepreneurship magazine produced by Spark Centre.
 - e. Print advertorial in Metroland (Durham Region) newspapers.
 - f. Digital Marketing (clickable digital ads) in Metroland/TorStar network of websites.
 - g. Geofenced (Geographically Targeted) Delivery of In-App advertisements.
 - h. Home page update of Invest Durham’s website to create a central intake to learn more about Innovation in Durham Region.
- 4.8 Reach of the paid campaign has been significant, appearing before target audiences more than 1,200,000 times. Key metrics include:
- a. 400 direct mail brochures delivered
 - b. More than 3,600 unique views of the digital timeline landing page
 - c. An estimated 320,000 impressions of print advertisements and advertorial
 - d. 262,172 impressions on LinkedIn

- e. 823,991 impressions through targeted digital ads such as search, programmatic, and in-network.
- 4.9 Organic (unpaid) reach continues to climb for this campaign. Organic reach is very valuable but is more difficult to measure and quantify. Specific achievements include:
- a. InSauga Media covering the timeline in a four-part series of articles in October 2021,
 - b. Thousands of impressions through organic social media coverage, shares, likes, and comments, including Invest Durham's monthly eNewsletter,
 - c. Use of the printed document as a marketing material during investor visits,
 - d. Positive relationship building with key local stakeholders, including business owners, innovators, post-secondary teams, and others. Many reached out to thank our team for inclusion in the project and shared assets of the campaign on their social media profiles.
- 4.10 The Timeline of Innovation campaign continues to be remarketed and is still in use as the current central brand story for Invest Durham. The campaign continues to be published on social media for organic impressions and will continue through much of 2022.

5. Financial Implications

- 5.1 Costs associated with the campaign total \$44,702. This amount includes the Metroland/Torstar print and digital advertorial campaign, media purchases for all digital advertisements deployed across various platforms, printing and mailing the brochure, and the creation of the video. Economic Development and Tourism staff prepared the content, designed the brochure, website, landing page, digital advertisements and social media assets so there were no additional costs for those aspects of the project.

6. Relationship to Strategic Plan

- 6.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
- a. Goal 3 – Economic Prosperity. Priority 3.1 – Position Durham Region as the location of choice for business.

- b. Goal 3 – Economic Prosperity. Priority 3.4 – Capitalize on Durham’s strengths in key economic sectors to attract high-quality jobs.

7. Conclusion

- 7.1 Since 1864, when Colonel Robert “Sam” McLaughlin started his journey to transform human mobility, businesses in Durham have committed to improve lives—not just for local residents—but also for the world.
- 7.2 Through the “A Timeline of Innovation” campaign and associated materials, Economic Development and Tourism is telling the ongoing story of our innovation community, while helping to build local pride and awareness of Durham Region as a place where innovative businesses can locate, grow, and thrive.
- 7.3 A Timeline of Innovation can be found online at <http://www.investdurham.ca/innovation>.

Respectfully submitted,

Original signed by

Brian Bridgeman
Commissioner of Planning and Economic
Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer

Resolutions from Advisory Committees

Durham Environmental Advisory Committee

1. DEAC Member appointment on Friends of the Second Marsh Board of Directors

That we recommend to the Planning and Economic Development Committee for approval and subsequent recommendation to Regional Council:

That Gwen Layton be appointed as the DEAC member on the Friends of the Second Marsh Board of Directors.