



REPORT

TO: Mayor Bonnette and Members of Council

FROM: Erin Kaiser, Manager of Economic Development and Innovation

DATE: March 25, 2022

REPORT NO.: ADMIN-2022-0021

SUBJECT: Community Improvement Plan (CIP) Update – Statutory Public Meeting Report

RECOMMENDATION:

THAT Report No. ADMIN-2022-0021, dated March 25, 2022, regarding the Community Improvement Plan (CIP) Update – Statutory Public Meeting, be received;

AND FURTHER THAT all comments received from agencies and the public be referred to staff for a further report to be considered by Council regarding the final disposition of the CIP Update project.

KEY POINTS:

The following are key points for consideration with respect to this report:

- The Community Improvement Plan (CIP) is one of the Town's key tools to support local businesses and encourage revitalization and private sector investments that provide community benefits.
- A comprehensive review and update of the Town's CIP commenced in 2020 with Council's approval of the Terms of Reference (ADMIN-2020-0019) and the hiring of professional consultants Sierra Planning and Management.
- Considerable progress has been made on the CIP Update, including conducting comprehensive public, stakeholder and expert engagement throughout the project.
- The draft CIP was made available for public and agency review in advance of the statutory public meeting being held on April 11, 2022.

- Staff will prepare a subsequent report to Council responding to any public and agency comments received and make recommendations regarding the disposition of the CIP Update project.

BACKGROUND AND DISCUSSION:

Through the approval of recommendations made in Report No. ADMIN-2022-0002, at its February 7, 2022 meeting, Council authorized the holding of a statutory public meeting to obtain public comments on the draft Community Improvement Plan (CIP). Through the same report, Council also approved a suite of programs for the new CIP.

The purpose of this report is to provide Council with background information on the CIP Update project and the draft CIP in keeping with the statutory public meeting requirements of the *Planning Act*.

The draft CIP is appended as Appendix 1. It can also be found on the CIP project webpage on Let's Talk Halton Hills.

1. Project Summary

1.1. Need for an updated CIP

In 2010, the Town's CIP was approved by Council. At the time, the Town's CIP was one of the most comprehensive in Ontario and included a variety of financial incentives and municipal leadership programs, tailored to address key community improvement issues in both the urban and rural areas of Halton Hills.

Among other things, the CIP programs were designed to encourage brownfield redevelopment, revitalize downtown Acton and Georgetown, encourage additional landscaping in industrial areas, and support the agricultural sector. Amendments to the CIP have been made over the years to provide additional flexibility.

The Town's current CIP has been in place for over 10 years and is in need of an update to ensure its continued success and alignment with the Town's goals and strategies. Through this update, the Town's objective was to build upon the existing program's strengths and successes, while exploring additional tools and incentives to stimulate broader community improvement, including by incorporating an affordable housing component into the new CIP. The goal for the new CIP is to be a modern and effective economic development tool to guide and support the Town's economic development priorities – aligned with key Town plans, strategies, programs and initiatives. The new CIP is designed to generate a variety of economic and community benefits.

1.2. Timeline

The timeline of the CIP Update project is:

- August 2020: Council approved the CIP Update project's Terms of Reference through report ADMIN-2020-0019.

- November/December 2020: The Town retained consultants to commence the CIP Update, per the approved Terms of Reference. Consultants began the research and technical work required to inform the Background Discussion Report. Two project committees were established: the Technical Advisory Committee and the Community Consultation Group.
- January/May 2021: Significant stakeholder engagement took place to inform the project, including the launch of the Let's Talk Halton Hills project page, several meetings with external and internal project committees, survey, meetings with subject-matter experts - including various Town committees, and stakeholder focus group sessions.
- June/July 2021: Based on research and extensive stakeholder consultation, the Background Discussion Report was prepared and received by Council through report ADMIN-2021-0033.
- August 2021: Consultants, Town staff, and both project committees met several times to discuss key matters and approaches under consideration for the new CIP. The Town's Senior Management Team was also engaged. An update was provided to Council through ADMIN 2021-0015.
- September/December 2021: A preliminary suite of programs was presented to both project committees, the Senior Management Team and Halton Region for feedback and discussion. Town staff also developed a financial plan based on the preliminary program suite.
- January/February 2022: The recommended direction for the new CIP was finalized, including the recommended suite of programs. This information was presented to Council through Report ADMIN-2022-0022.
- February/March 2022: The draft CIP was released to the public and agencies for comment. The draft CIP and the April 11, 2022 statutory public meeting were advertised in the local newspaper, as well as through key project stakeholders.

2. Stakeholder and Public Consultation

Extensive consultation with a wide range of stakeholders and the public occurred throughout the CIP Update project. This was in accordance with the Public and Stakeholder Engagement Plan that was created at the start of this project.

2.1. Technical Advisory Committee (TAC)

TAC is an internal committee of Town staff from departments/divisions including Finance, Planning, Recreation & Parks, Building, Cultural Services, Climate Change, and Economic Development. TAC provided key input into the development of the CIP, as well as reviewed and provided feedback on each key deliverable throughout the process. Five meetings as well as several individual meetings with TAC members occurred throughout this project.

2.2. Community Consultation Group (CCG)

CCG is a committee formed with external stakeholders including the Chamber of Commerce, Georgetown and Acton Business Improvement Areas (BIAs), a Council representative, members from the business community, Hamilton Halton Brant Tourism

Association (RTO3), Halton Region Federation of Agriculture, and Halton Region. CCG received project updates and deliverables and provided key insights that helped inform the direction and approach for the new CIP. Five meetings with the CCG occurred throughout this project.

2.3. Online Consultation

In January of 2021, a 'Let's Talk Halton Hills' webpage was created as a means of online public engagement for the project. To better inform the public on the subject, the webpage included:

- Project summary;
- Timeline with project milestones;
- Document library where visitors can access all reports and public notices associated with the project; and,
- Virtual poll where participants can identify themes of the CIP that will have the greatest impact on the community.

A targeted survey was also launched through the Let's Talk Halton Hills webpage. The survey received almost 60 responses and was targeted towards businesses, property owners and operators. Results of the survey were included in the Background Discussion Report which was presented to Council via report ADMIN-2021-0033.

2.4. Stakeholder Focus Groups

In April 2021, four focus groups were held to introduce the CIP Update and collect feedback from a variety of stakeholders, specifically:

- Small and medium businesses
- Large and industrial businesses
- Developers and landowners
- Agricultural and rural community

A total of 36 participants attended the stakeholder focus group sessions.

2.5. Subject Matter Experts

Throughout 2021, Town staff and consultants engaged with several community stakeholders and Town Committees, including:

- Heritage Halton Hills
- Accessibility Committee
- Cultural Services Committee
- Tourism Advisory Committee
- Affordable Housing Working Group
- Acton and Georgetown BIA Boards
- Halton Hills Chamber of Commerce Members
- Halton Federation of Agriculture

As appropriate, these groups were updated on project progress and consulted as it pertains to their area of expertise.

2.6. Senior Management Team

The Town's Senior Management Team (SMT) has been engaged throughout the project, with presentations in June, August and November 2021.

2.7. Public Agency Consultation

In addition to consultation with various Town staff throughout the project as part of the TAC, external agencies including Halton Region and the Ministry of Municipal Affairs and Housing were also engaged.

2.7.1 Halton Region

Town staff held multiple meetings with Halton Region staff to engage them on project progress and to establish synergies between Town and Region strategic priorities that can be advanced via the new CIP. Most recently, Town and Regional staff met in March 2022 to discuss the draft CIP and initial Regional feedback, which among other things included:

- Halton Region is working on regional on-farm diversification policies, which are expected to be in place in 2023. Coordination will be needed to ensure that any CIP applications supported via the Town's CIP are in alignment with the pending regional on-farm diversification policies, as applicable.
- As appropriate and relevant, the draft CIP should be updated to reflect any relevant elements of the Regional Official Plan Review process, including ROPA 48 and/or ROPA 49.
- Regional and Town staff will continue to collaborate to coordinate implementation of the incoming Halton Hills Affordable Housing Development Charges Deferral incentive, which mirrors the Region's deferral incentive.

Final Halton Region comments are expected to be received in April 2022. As appropriate, Town staff will respond to these comments and make recommendations regarding the disposition of the CIP Update project through a subsequent staff report.

2.7.2 Ministry of Municipal Affairs and Housing

On March 3, 2022, Town staff provided the draft CIP to the Ministry of Municipal Affairs and Housing for their review and comment. Staff expect to receive comments in April 2022. As appropriate, staff will respond to these comments and make recommendations regarding the disposition of the CIP Update project through a subsequent staff report.

3. Next Steps

3.1. Public Input and Internal/External Consultation

The draft CIP and all staff reports related to the project have been made available for public review on the Let's Talk Halton Hills webpage. The statutory public meeting for the draft CIP is being held on April 11, 2022. Staff will continue to monitor feedback and

answer any questions. At the time of writing this report, no additional public comments were received on the draft CIP. Additionally, as needed, staff will continue to consult with other departments and external agencies. Staff will prepare a subsequent report to Council responding to any additional comments received and make recommendations regarding the disposition of the CIP Update project.

3.2. Revision of CIP

Staff will gather all input received from the public, internal departments, and public agencies, and determine whether revisions to the proposed CIP are necessary. Revisions will be noted and explained in the subsequent staff report.

In light of advancement of the Regional Official Plan Review (ROPR) and Integrated Growth Management Strategy (IGMS), it should be noted that Town staff have since identified some updates that are required to the draft CIP which includes updating Section 2.2.4 of the CIP document. Section 2.2.4 will be updated to reflect the fact that, on February 16, 2022, Regional Council adopted a motion directing Regional staff to prepare a Regional Official Plan Amendment (ROPA 49) to implement a modified Preferred Growth Concept, which includes directing pre-2041 growth to within the existing urban boundary. Other housekeeping updated will also be made.

STRATEGIC PLAN ALIGNMENT:

This report aligns to the Town's Strategic Plan recognizing the value to foster a prosperous economy, maintain and enhance the economic vitality of the town through the provision of a wide range of opportunities for economic development.

This report also identifies shaping growth as one of the Town's Strategic priorities.

RELATIONSHIP TO CLIMATE CHANGE:

This report impacts and/or helps address climate change and the Town's Net Zero target through climate mitigation.

PUBLIC ENGAGEMENT:

Public Engagement has been conducted as follows: Let's Talk Halton Hills project webpage, Online Survey, Stakeholder Focus Groups, and engagement with various Town Committees, including the project's external stakeholder Committee.

INTERNAL CONSULTATION:

Through the internal staff Technical Advisory Committee (TAC), numerous departments/divisions (e.g. Finance, Planning and Development, Recreation & Parks,

Building, Cultural Services, Climate Change, Economic Development) have been engaged throughout the CIP Update project.

FINANCIAL IMPLICATIONS:

This report has the potential to require funding in a future budget year and therefore needs to be referred to budget committee for tracking purposes.

The Financial Plan and Financial Implications for the new CIP were detailed in Report No. ADMIN-2022-0002, dated January 20, 2022, and approved by Council at its February 7, 2022 meeting.

Reviewed and approved by,

Damian Szybalski, Director of Economic Development, Innovation and Culture

Chris Mills, Chief Administrative Officer