

## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

*Note: This meeting will be live-streamed online at [coquitlam.ca/webcasts](https://coquitlam.ca/webcasts)*

DATE: Wednesday, November 24, 2021

TIME: 7:00 p.m. to 9:00 p.m.

PLACE: **Council Chambers via Zoom**

### CALL TO ORDER

### ADOPTION OF MINUTES

1. **Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, July 28, 2021**

### NEW BUSINESS

2. **Blue Mountain Park Master Plan – Presentation and Committee Feedback** (20 min)  
Raj Singh, Parks Planner / Committee Input
3. **Economic Development Strategy** (20 min)  
Andre Isakov, Manager Economic Development
4. **Environmental Sustainability Plan - Presentation and Committee Feedback** (20 min)  
Caresse Selk, Manager Environment / Committee Input
5. **Project Greenlight** (20 min)  
Andre Isakov, Manager Economic Development
6. **Creative Industries – Presentation** (20 min)  
Andre Isakov, Manager Economic Development
7. **2021 Year-End Review / Identify Potential Items for the Draft 2022 Work Plan** (20 min)  
Committee Feedback/Input

### OTHER BUSINESS

### NEXT MEETING DATE – TBC, 2022

### ADJOURNMENT





**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
Wednesday, July 28, 2021**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, July 28, 2021 at 7:08 p.m. in the Council Chambers, City Hall, 3000 Guildford Way, Coquitlam, BC with the following persons present:

COMMITTEE MEMBERS: Councillor Steve Kim, Chair  
Councillor Trish Mandewo, Vice Chair  
Kathy Banner  
Marko Dekovic  
Emma Friess  
Michael Hind, Tri-Cities Chamber of Commerce  
Lilian Kan  
Cody Muhle  
Mladen Plecko  
Araz Rismani  
Kevin Volz  
Njeri Watkins  
Catherine Williams, Douglas College Coquitlam Campus

REGRETS: J. Brad Marko  
Georgiy Sekretaryuk

STAFF: Andre Isakov, Manager Economic Development  
Eric Kalnins, Tourism Manager  
Jacint Simon, Housing Planner  
Julie Hunter, Committee Clerk

ALSO IN ATTENDANCE: Matt Thompson, Urban Matters

**CALL TO ORDER**

**ADOPTION OF MINUTES**

**1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, May 26, 2021**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, May 26, 2021 were approved.

**NEW BUSINESS****2. Housing Needs Assessment – Presentation and Committee Feedback**

The Manager Economic Development provided introductory comments relative to housing needs in Coquitlam.

The Housing Planner provided introductory comments relative to the Housing Needs Assessment. Matt Thompson, Urban Matters, utilized an on-screen presentation and referred to slides titled as follows:

- Introduction
- Provincial Context
- Background
- Data Snapshot
- Population (2006 – 2016)
- One-Year Ago Migrants (2016)
- Median Household income (2016)
- Households by Household Type (2016)
- Households by Tenure (2016)
- Labour Force in Private Households by NAICS Sector in City of Coquitlam (2016)
- Labour Force Status (2016)
- Commuting Destination (2016)
- Discussion
- Questions
- Closing

Mr. Thompson invited the Committee to provide feedback related to the business community and workforce aspects of housing by using the “chat” function in Zoom.

Discussion ensued relative to the following:

- The understanding that much of the currently available data is old
- The importance of student housing data and the challenges in gathering it
- Data collection by Douglas College, SFU and UBC that may be useful to the City
- The understanding that data indicating who lives, works and plays in Coquitlam will be available in the future
- How the housing affordability crisis affects Coquitlam employers
- The belief that housing in Coquitlam is not affordable for many people
- The demand for office space in the City
- Features, such as inclusivity and parks, that make Coquitlam attractive to business owners and their employees
- The understanding that there has been little increase of wages for young people over time yet costs have increased substantially
- The belief that the differential in rental rates between Vancouver and Coquitlam is not significant and that there is better value for money in Coquitlam



- The benefits of working from home or having a home-based business in Coquitlam, including access to green spaces, relatively lower density than other municipalities, peacefulness, and amenities
- The understanding that there is a significant increase in the number of people who need more than one income and the desire for related data pertaining to housing
- The ability for residents to offset housing costs with a home-based business
- The desire for hybrid housing with mixed work-from-home and residential use
- The understanding that projections, trends and analysis will be included in the Housing Needs Assessment Report including data related to the pandemic, demographic shifts, ownership and rental of housing, age of residents and business owners, and household types
- The belief that the pandemic has contributed to the popularity of work-from-home and the need for multiple streams of income
- The importance of taking into consideration the entire housing needs continuum
- The rising number of people moving from Vancouver to Coquitlam
- The benefit to commuters using the Skytrain
- The high value given to green spaces and outdoor amenities in making Coquitlam an attractive place to live and work

Members of the Committee were invited to provide any further feedback via [letstalkcoquitlam.ca/housingneeds](http://letstalkcoquitlam.ca/housingneeds).

### 3. **Pinecone Burke Provincial Park – Presentation and Committee Feedback**

The Manager Economic Development utilized an on-screen presentation entitled “Pinecone Burke Provincial Park” and referred to slides titled as follows:

- Pinecone Burke Provincial Park
- Pinecone Burke Provincial Park (PBPP)
- PBPP Management Plan Process
- Pinecone Burke Provincial Park – The Nature-Based Tourism Opportunity
- Demand for Nature-Based Tourism is Here!
- Nature-Based & Recreation Tourism
- Tourism Destination Trails
- Nature-Based Tourism Opportunity
- What we seek from PBPP Management Plan
- Economic Development Division
- Next Steps
- Questions?

Ms. E. Friess left the meeting at this time (8:00 p.m.).

Discussion ensued relative to the following:

- Tourism management and the importance of planning strategically

- The desire for neighbourhood trail connections on Burke Mountain with links to the trail system in PBPP
- The understanding that Coquitlam has a competitive advantage because of its access to the outdoors and nature within the urban context
- The intent to think strategically about the types of amenities and how they will be accessed, and the type of tourists the City wishes to attract
- The desire to maximize economic development opportunities by offering amenities and businesses to support PBPP users, and user experience, amplifying positive community economic benefits
- The intent to capitalize on the natural assets and infrastructure the City already has
- The understanding that there will be capital costs with associated Park infrastructure such as trails, roads, parking, and e-bike charging stations, and that the cost benefit analysis would be helpful as part of the PBPP Management Planning process conducted by BC Parks
- The belief that there are quality of life benefits related to the park
- The challenges of getting people to patronize Coquitlam businesses before and after visiting PBPP and whether it would be possible for businesses to realize revenues from the park users
- The potential for snowshoeing opportunities during the winter months and the understanding that Burke Mountain Ski Village existed on Burke Mountain until 1969
- The potential for a hotel located in Coquitlam
- The importance of leveraging the local businesses so that they are patronized by visitors to the City

The Chair paused discussion on this item to acknowledge Mike Hind, who is leaving his role at the Tri-Cities Chamber of Commerce, and would therefore no longer be the Chamber representative on the Committee. The Chair and Vice Chair provided comments relative to Mr. Hind's successes and contributions over his 11-year career at the Chamber and thanked him for his service to the community. Mr. Hind provided remarks related to his work in the community and thanked the Committee for its hard work over the years.

Mr. M. Hind left the meeting at this time (8:23 p.m.).

Discussion continued relative to the following:

- The growing popularity of mountain biking and opportunities for Coquitlam to become a bigger mountain biking destination than the North Shore
- Opportunities to collaborate with the neighbouring First Nations in developing cultural experiences, education, history, and tourism offerings
- The desire to capitalize on the increase in people wanting to explore locally or enjoy staycations
- The desire to understand the needs of young people and focus on them during the planning process
- The growing demand for nature-based and recreation-based tourism

Minutes – Economic Development Advisory Committee Meeting  
Wednesday, July 28, 2021

- The desire to develop a sustainable competitive advantage and offer attractions that are unique to Coquitlam
- The concept of a destination trail from Coquitlam to Squamish and potential related economic opportunities
- The potential to develop multi-seasonal attractions as well as assets such as a unique retreat or staycation location
- The importance of focusing on supporting the needs of park users, such as designing bike parking that is visible to bike owners from their post-ride activity
- The understanding that First Nations are actively engaged in the PBPP Management Plan Process
- Opportunities for Indigenous tourism
- The importance of Committee members and others advancing the vision for Burke Mountain and the PBPP as a destination for nature-based experience
- The importance of planning for well into the future in the PBPP Management Plan Process

The Chair and Vice Chair thanked Committee members and staff and wished everyone a good summer.

**OTHER BUSINESS**

**NEXT MEETING DATE – November 24, 2021**

**ADJOURNMENT**

The meeting adjourned at 8:37 p.m.

MINUTES CERTIFIED CORRECT

\_\_\_\_\_  
CHAIR

\_\_\_\_\_  
Julie Hunter  
Committee Clerk





Coquitlam

# environmental

## SUSTAINABILITY PLAN

### *Highlights*



This Highlights document  
is a summary of the  
draft Environmental  
Sustainability Plan.

September 2021



|                     |                                                                                                                                                                                                                                                                   |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| English             | We are seeking public input on this project. Visit <a href="http://letstalkcoquitlam.ca">letstalkcoquitlam.ca</a> to participate and help shape decisions made in your community.                                                                                 |
| Arabic              | نسعى حالياً في الحصول على مساهمات الجمهور في هذا المشروع. بادر بزيارة <a href="http://letstalkcoquitlam.ca">letstalkcoquitlam.ca</a> للمشاركة والمساهمة في صياغة القرارات المتخذة في مجتمعك المحلي.                                                               |
| Chinese Simplified  | 我们正在咨询公众对这个项目的意见。请浏览 <a href="http://letstalkcoquitlam.ca">letstalkcoquitlam.ca</a> 进行参与，帮助形成在您的社区作出的决策。                                                                                                                                                          |
| Chinese Traditional | 我們現正諮詢公眾對此項目的意見。請瀏覽 <a href="http://letstalkcoquitlam.ca">letstalkcoquitlam.ca</a> 進行參與，幫助形成在您的社區內作出的決策。                                                                                                                                                          |
| Filipino            | Hinihiling namin ang mga mungkahi at input ng publiko para sa proyektong ito. Bisitahin ang <a href="http://letstalkcoquitlam.ca">letstalkcoquitlam.ca</a> upang lumahok at tumulong na gumawa ng mga desisyon para sa iyong komunidad.                           |
| French              | Nous sollicitons l'avis du public sur ce projet. Visitez <a href="http://letstalkcoquitlam.ca">letstalkcoquitlam.ca</a> pour participer et aider à la prise de décisions au sein de votre collectivité.                                                           |
| Korean              | 우리는 이 프로젝트에 관한 시민의 의견을 구하고 있습니다. 참여하시려면 <a href="http://letstalkcoquitlam.ca">letstalkcoquitlam.ca</a> 를 방문하여 여러분의 지역 사회에서 이루어지는 의사 결정에 도움을 주세요.                                                                                                                  |
| Persian             | ما به دنبال اطلاعات ورودی عموم در این پروژه هستیم. برای مشارکت و کمک به شکلگیری تصمیمات اتخاذ شده در جامعه خود، از <a href="http://letstalkcoquitlam.ca">letstalkcoquitlam.ca</a> دیدن نمایید.                                                                    |
| Romanian            | Solicităm opiniile publicului cu privire la acest proiect. Vă rugăm să vizitați pagina web: <a href="http://letstalkcoquitlam.ca">letstalkcoquitlam.ca</a> pentru a participa la acest proiect și pentru a contribui la deciziile care afectează comunitatea dvs. |
| Russian             | Мы стремимся привлечь общественность к этому проекту. Посетите сайт <a href="http://letstalkcoquitlam.ca">letstalkcoquitlam.ca</a> , чтобы принять в нем участие и помочь нам доработать решения, принятые в вашем сообществе.                                    |
| Spanish             | Buscamos la aportación del público en este proyecto. Visita <a href="http://letstalkcoquitlam.ca">letstalkcoquitlam.ca</a> para participar y ayudar a desarrollar las decisiones que se toman en tu comunidad.                                                    |

## Purpose

The Environmental Sustainability Plan (ESP), the first of its kind for the City of Coquitlam, is a forward-looking plan to guide future decisions that support the long-term environmental resiliency and sustainability of the community. The draft ESP combines the City's existing and newly developed environmental goals, objectives and key performance indicators into a single strategy that guides the way the City approaches environmental sustainability in the future and helps to maximize co-benefits for the community.

Environmental sustainability is also an important part of how the City will achieve its strategic goals and overall vision for 2032. This vision is to sustain a high quality of life for current and future generations, a place where people choose to live, learn, work and play.

## Sustainability in a Growing Community

Coquitlam is a diverse community and one of the fastest-growing cities in the country, with a current population of 150,000. By 2041, over 220,000 residents are expected to live here.

This pace of growth can create significant pressures on the environment, as well as on City services and infrastructure, but it also creates opportunities for innovation and creativity. Thoughtful and strategic planning is required to ensure that Coquitlam grows in a way that protects and enhances our natural environment, while sustaining a high quality of life for our community.

## The Plan at a Glance

The ESP is organized into five themes: Climate Action, Built Environment, Waste Management, Water Management and Natural Areas, Wildlife and Habitat. Within each theme are related goals, strategies and actions that will support environmental sustainability for the future of Coquitlam. The final section covers how we will implement and monitor the actions and our progress.

### Learn More

In this highlights document, we summarize key elements from the full ESP. Visit [letstalkcoquitlam.ca/enviroplan](http://letstalkcoquitlam.ca/enviroplan).





# Climate Action

Greenhouse Gas Emissions Reduction | Energy Management | Climate Change Adaptation



Climate action refers to efforts to reduce carbon pollution (also known as mitigation of greenhouse gas (GHG) emissions) in order to stop global temperature increases, as well as adapting to and preparing for the impacts of the changing climate.

## Goals

The goals for this theme include:

1. Reduce GHG emissions
2. Create a resilient City that can adapt and thrive in future climate conditions

## Strategies

To accomplish these goals, the City will:

1. Plan for and track corporate and community GHG emissions reductions
2. Support renewable energy applications where feasible and cost effective
3. Prepare for and reduce impacts and risks related to climate change
4. Support green jobs and the local green economy
5. Demonstrate City leadership in sustainability efforts

## Actions

The following are a sample of the actions included in the full Environmental Sustainability Plan.

| Example Actions                                                                                                                                                                                       | Timeline   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Develop a new Climate Action Plan that incorporates emerging best practice approaches and innovative technology to align with the City's newly adopted community and corporate climate change targets | Short Term |
| Develop a new Community Wildfire Resiliency Plan that aligns with and supports the actions in the Climate Adaptation Strategic Plan, especially those that address wildfire climate risk events       | Short Term |
| Develop strategic education opportunities to encourage the community to take action to address climate change                                                                                         | Long Term  |



### Corporate and Community Targets:

**45%** GHG reduction by 2030

**100%** GHG reduction (carbon neutral) by 2050

### Want to know more?

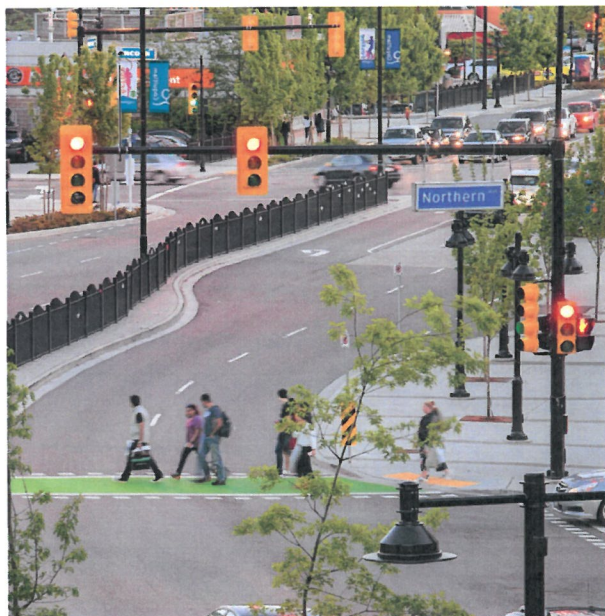
Check out the full draft Environmental Sustainability Plan at [coquitlam.ca/enviroplan](https://coquitlam.ca/enviroplan).





# Built Environment

Transportation | Buildings | Land Use and Urban Design



The design of our communities is vital to our health and well-being. The built environment is places and spaces created or modified by people, including buildings, transportation systems and public areas. It also considers healthy food access, community gardens, walkability and bikeability.

## Goals

The goals for this theme include:

1. Encourage sustainable modes of transportation
2. Develop complete, well-connected neighbourhoods that consider the protection of natural areas
3. Encourage sustainable development and building design

## Strategies

To accomplish these goals, the City will:

1. Prioritize walking, cycling and transit
2. Increase electric vehicle (EV) usage
3. Support sustainable building, construction, renovation and development practices
4. Include sustainability planning in the development of new civic facilities and the maintenance of existing facilities
5. Foster sustainable development practices that minimize impacts on natural areas and habitats
6. Prioritize opportunities to incorporate urban design features and public realm elements that contribute to making neighbourhoods livable, sustainable, and green

## Actions

The following are a sample of the actions included in the full Environmental Sustainability Plan.

| Example Actions                                                                                                                              | Timeline    |
|----------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Develop an Electric Mobility Strategy to advance vehicle electrification and support greater e-mobility in the City                          | Short Term  |
| Implement BC Energy Step Code requirements for new building permit applications in advance of provincial adoption schedule                   | Short Term  |
| Pilot a program to increase industry and homeowner awareness and capacity for energy efficient upgrades and retrofits for existing buildings | Medium Term |
| Identify and pursue opportunities to add green infrastructure and features to neighbourhoods                                                 | Ongoing     |



**Target:**

**30%** sustainable mode share by 2031

### Want to know more?

Check out the full draft Environmental Sustainability Plan at [coquitlam.ca/enviropian](https://coquitlam.ca/enviropian).





# Waste Management

Reduce | Reuse | Recycle



The way our economies typically use and dispose of resources puts pressure on natural systems, communities and public health. The waste management theme includes reducing, reusing, recycling and disposal of solid waste.

## Goals

The goals for this theme include:

1. Minimize waste generation
2. Maximize reuse, recycling and material recover
3. Ensure adequate disposal opportunities exist to discourage illegal dumping and littering

## Strategies

To accomplish these goals, the City will:

1. Reduce waste and increase diversion of recyclable and organic material from the residential waste stream
2. Reduce waste and increase diversion of recyclable material at businesses and institutions
3. Reduce waste and increase waste diversion in civic facilities, parks, and at City events
4. Minimize the use of single-use items

## Actions

The following are a sample of the actions included in the full Environmental Sustainability Plan.

| Example Actions                                                                                                                              | Timeline    |
|----------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Expand current programs and develop new initiatives to educate residents and schools about waste generation, recycling, reusing and organics | Short Term  |
| Implement a single use item bylaw following the development of a regional approach by Metro Vancouver                                        | Short term  |
| Assess opportunities to extend existing residential waste reduction programs to multi-family                                                 | Medium Term |



Target:

**80%** waste diversion

### Want to know more?

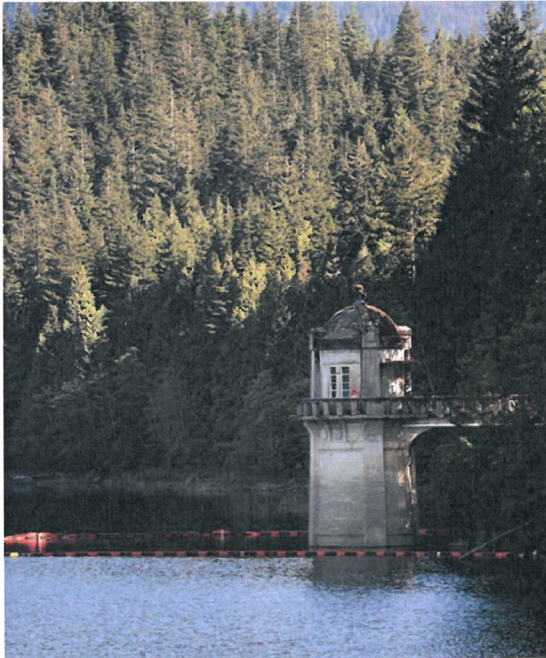
Check out the full draft Environmental Sustainability Plan at [coquitlam.ca/enviroplan](http://coquitlam.ca/enviroplan).





# Water Management

Water Conservation | Water Quality | Stormwater and Watershed Management |  
Liquid Waste Management



Water management includes planning, developing and managing the quality and quantity of water resources and infrastructure. Applying a sustainability lens to water management decisions going forward will ensure that the City is being proactive and responsible in adapting to climate change impacts on our water system.

## Goals

The goals for this theme include:

1. Conserve and protect drinking water
2. Use an integrated approach to stormwater management that provides flood protection while protecting ecological health
3. Protect the public and environment from exposure to sanitary sewage

## Strategies

To accomplish these goals, the City will:

1. Enhance the residential drinking water conservation and efficiency
2. Promote Industrial, Commercial, and Institutional (ICI) drinking water efficiency
3. Reduce corporate drinking water consumption
4. Manage stormwater to mimic the natural hydrology of the watershed and reduce pollution, while incorporating the anticipated impacts of climate change
5. Increase sewer capacity and effectiveness

## Actions

The following are a sample of the actions included in the full Environmental Sustainability Plan.

| Example Actions                                                                                                                                    | Timeline   |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Implement the enhanced Water Conservation Strategy to explore tools to further reduce water consumption                                            | Short Term |
| Pursue targeted education and enforcement opportunities to reduce pollution in watercourse by analyzing and mapping the City's spill response data | Short Term |
| Create and expand education, outreach and volunteer opportunities related to residential stormwater management                                     | Short Term |
| Investigate the use of rainwater, groundwater and greywater re-use systems to reduce water demand                                                  | Long Term  |



**Target:**

**90%**

of watercourse samples exceed regional water quality guidelines for aquatic health

### Want to know more?

Check out the full draft Environmental Sustainability Plan at [coquitlam.ca/enviroplan](https://coquitlam.ca/enviroplan).





# Natural Areas, Wildlife and Habitat

Watercourses | Fish and Wildlife | Biodiversity | Forests and Trees | Parks and Green Spaces



Healthy, natural areas provide great value to our community and support diverse, interconnected ecosystems. They also have tremendous cultural and spiritual importance and contribute to community livability.

## Goals

The goals for this theme include:

1. Improve ecological conditions of natural areas for the community and wildlife
2. Provide a balanced, sustainable system of parks and provides equity of access to services and facilities across demographics and neighbourhoods
3. Profile and highlight the natural assets and features of Coquitlam and plan for expanded outdoor recreation and environmental initiatives

## Strategies

To accomplish these goals, the City will:

1. Increase community stewardship and knowledge to support the conservation and enhancement of natural areas
2. Improve and preserve natural areas to enhance biodiversity and protect species at risk
3. Protect and enhance the urban forest
4. Improve equitable access to parks and natural areas

## Actions

The following are a sample of the actions included in the full Environmental Sustainability Plan.

| Example Actions                                                                                     | Timeline   |
|-----------------------------------------------------------------------------------------------------|------------|
| Develop a citywide Urban Forest Management Plan                                                     | Short Term |
| Measure tree canopy cover percentages in developed neighborhoods                                    | Short Term |
| Engage youth through youth-focused volunteer opportunities, school programs and outdoor experiences | Ongoing    |



### Target:

Increase total parkland area

### Want to know more?

Check out the full draft Environmental Sustainability Plan at [coquitlam.ca/enviropplan](https://coquitlam.ca/enviropplan).



# Implementation and Monitoring

## Implementation Plan



The ESP's implementation plan covers the next 10 years and is summarized in a table that includes the following:

- a list of actions
- anticipated timelines
- high-level cost estimates
- lead City departments

Over time, strategies and actions will be updated as progress is made and new information and technology becomes available.

Ongoing staff work will help the City maintain the ESP as a modern, forward-thinking plan into the future. A fulsome review and update of the ESP will occur on a 5 to 10-year schedule consistent with other corporate plans.

## Measuring Success

To understand the City's progress on improving and enhancing environmental sustainability, it will be important to monitor key performance indicators (KPIs). These measureable targets and desired trends align with the goals of the ESP, and will help staff to monitor progress and success.

Example indicators:



Greenhouse gas reduction



Percent of registered electric vehicles



Waste diversion rate



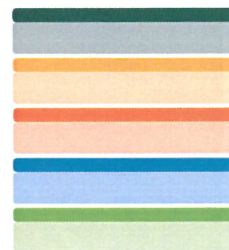
Summer water consumption



Number of native trees and shrubs planted in natural areas

## Monitoring Progress

The ESP Dashboard provides a snapshot of the ESP KPIs. Several KPIs also reflect progress for more than one theme or goal. Regular reports to Council will summarize progress to date through the use of the ESP Dashboard.



### Interested to learn more?

The full draft Environmental Sustainability Plan is available at [coquitlam.ca/enviroplan](http://coquitlam.ca/enviroplan). Printed copies are available upon request from the Engineering and Public Works counter on the ground floor at City Hall.

### What do you think of the ESP?

We want to hear from you.  
Answer the survey  
before Oct. 15 at  
[letstalkcoquitlam.ca/enviroplan](http://letstalkcoquitlam.ca/enviroplan).



City of Coquitlam  
Engineering and  
Public Works Department  
Environment Division

3000 Guildford Way  
Coquitlam, B.C. V3B 7N2  
604-927-3500  
[enviroplan@coquitlam.ca](mailto:enviroplan@coquitlam.ca)  
[coquitlam.ca](http://coquitlam.ca)

Coquitlam



City of Coquitlam

# Project Greenlight

## Economic Development Advisory Committee

     | [coquitlam.ca](http://coquitlam.ca)

Coquitlam

## Presentation Objectives

1. Technology Strategy – Goals & Implementation
2. Project Greenlight – Overview
3. Seek Feedback

Coquitlam

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### VISION STATEMENT

Coquitlam will foster a climate that supports growing our technology sector and expanding the economic impact of the sector by promoting Coquitlam as an attractive destination to build and grow technology businesses of all sizes, while expanding local jobs and prosperity.

### PRIMARY MARKET

The primary market is composed of technology-based businesses that are based in the Metro Vancouver and Fraser Valley regions.

### KEY AREAS OF FOCUS

Three key focus areas were developed based on research conducted by the Economic Development Division and feedback provided by the technology sector professionals who participated in the Technology Sector Strategy Workshop.

- 1 Technology Ecosystem Development
- 2 Retention & Expansion
- 3 Marketing & Attraction



[coquitlam.ca/technology](https://coquitlam.ca/technology)

Coquitlam

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## Project Greenlight

Accelerating Smart and Sustainable Transformation

Powered by



Program delivery partner

Foresight

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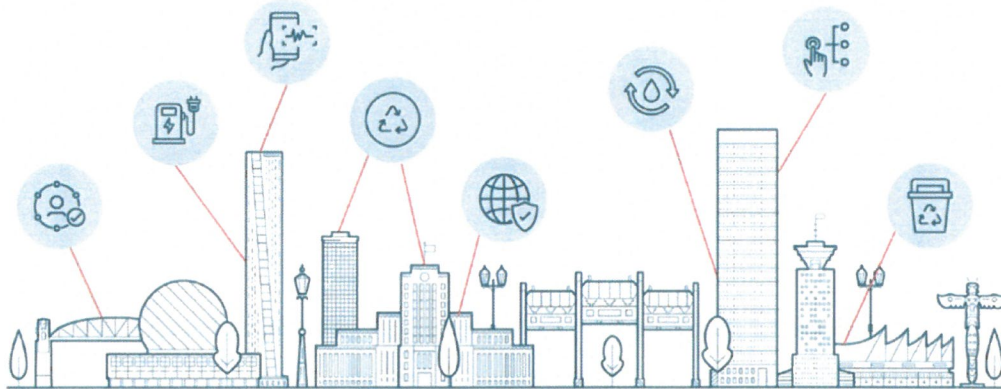
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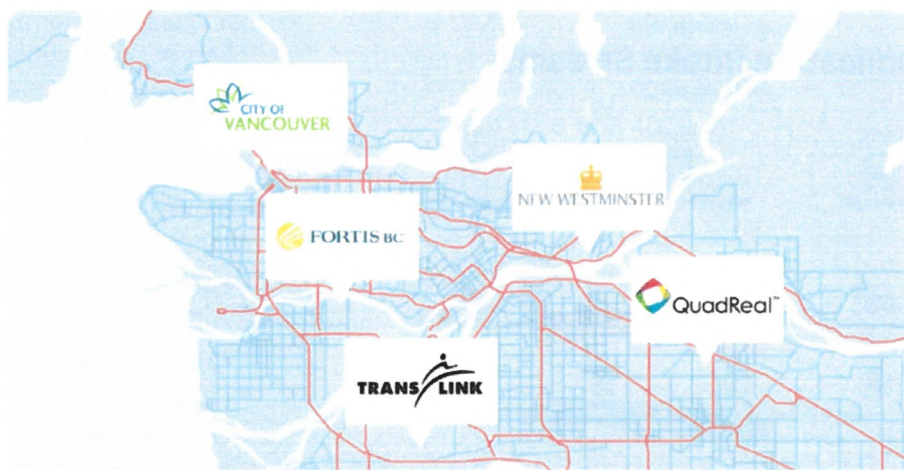
## Cities as Platforms for Innovation



Coquitlam

4

## Asset-Owner Network

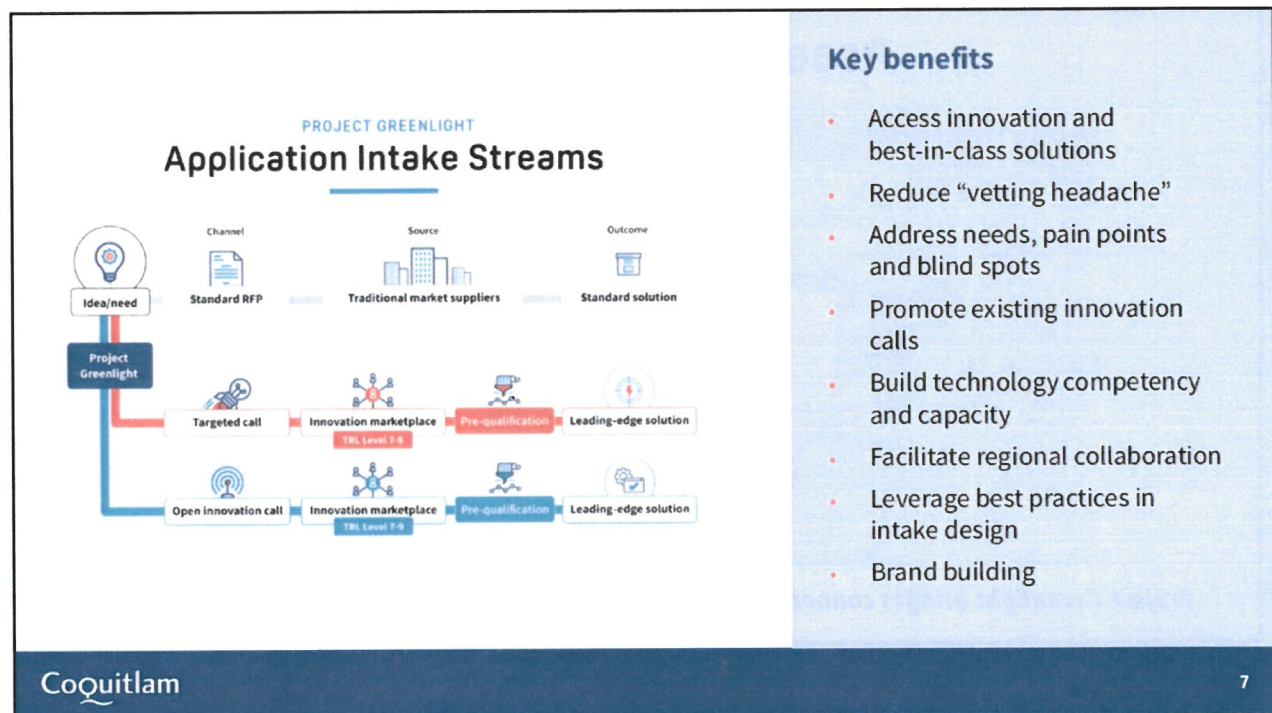
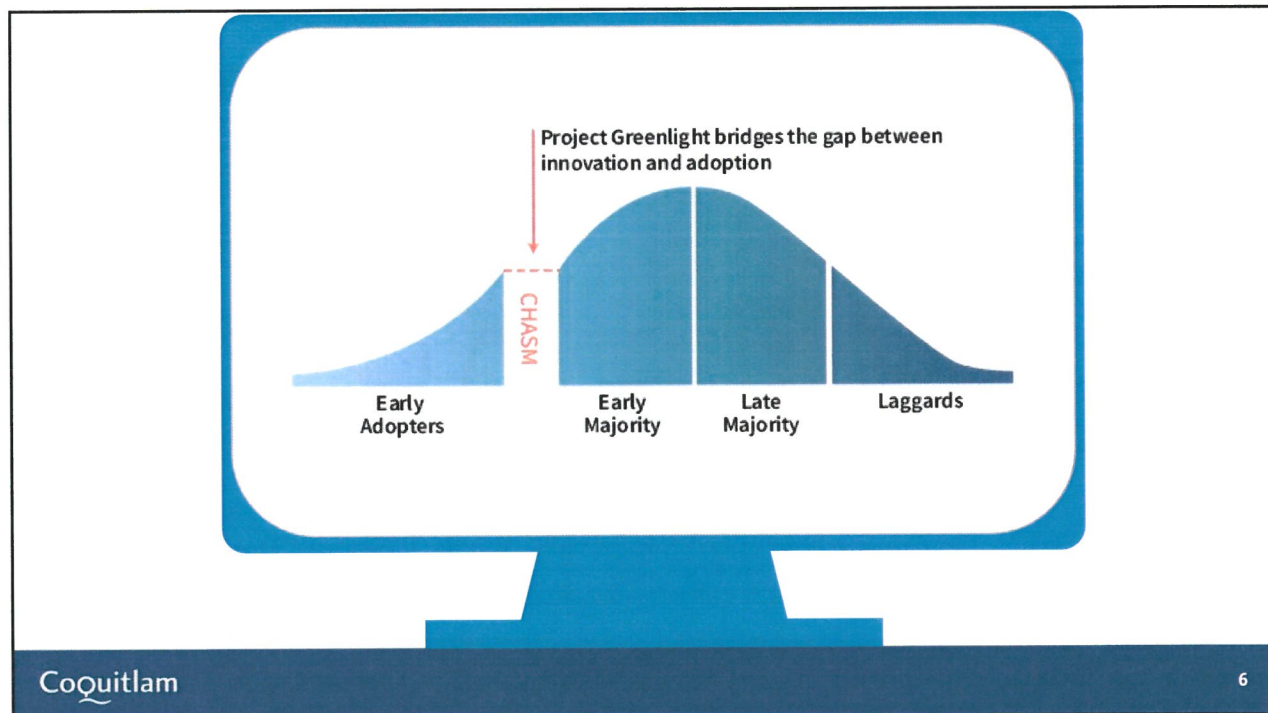


*Project Greenlight bridges connections between likeminded major asset owners and innovators*

Coquitlam

5





### For Innovators

Project Greenlight is a partnership-focused demonstration platform that connects the technology community with public and private enterprises. By participating, you will:

- Gain a deep understanding of members' pain points and needs
- Pilot your new solution or commercialized technology used in an adjacent industry
- Validate your technology's performance in a "real-world" environment
- Optimize your solution's features and ruggedize your product based on feedback
- Leverage the opportunity to acquire new customers and strategic partners
- Potentially scale your solution across a member's full asset portfolio
- Add a powerful 'proof of concept' testimonial to your marketing materials

### PROJECT GREENLIGHT 2021 Updates

#### Website

Launched April 2021

**250**

Leads

**73**

Company Profiles

**53**

Applications

#### Innovation Calls

**3 Targeted Calls**

City of Vancouver – NEU

City of Vancouver – GRI Assets

Quadreal Properties – leak detection

**5 open calls launched**

#### Digital Marketing

**180**

Newsletter subs.

**292,000**

Social media Impressions

**2,000**

Clicks from \$ campaign

#### New Strategic Partnerships:

European Union Tech Bridge, Clean Foundation, and Low Carbon Business Alliance



**Questions?**

**Andre Isakov**

Manager, Economic Development

604-927-3442

[aisakov@coquitlam.ca](mailto:aisakov@coquitlam.ca)

City of Coquitlam

# Creative Industries

Economic Development Advisory Committee

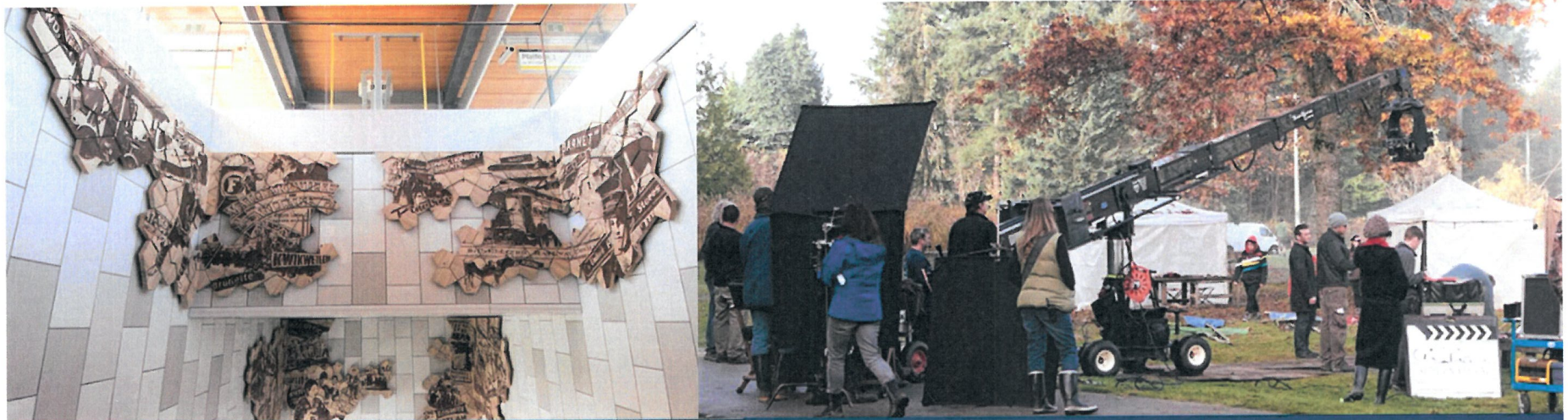
     | [coquitlam.ca](http://coquitlam.ca)

Coquitlam

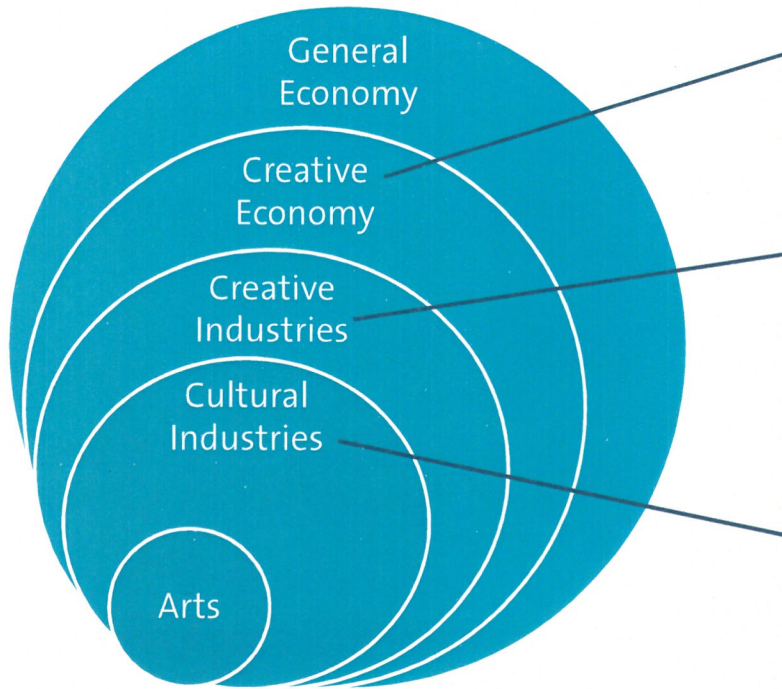
6.



# ***Leveraging Coquitlam's Creative Industries to Support Economic Growth***



# Creative Industries – *Beyond the arts*



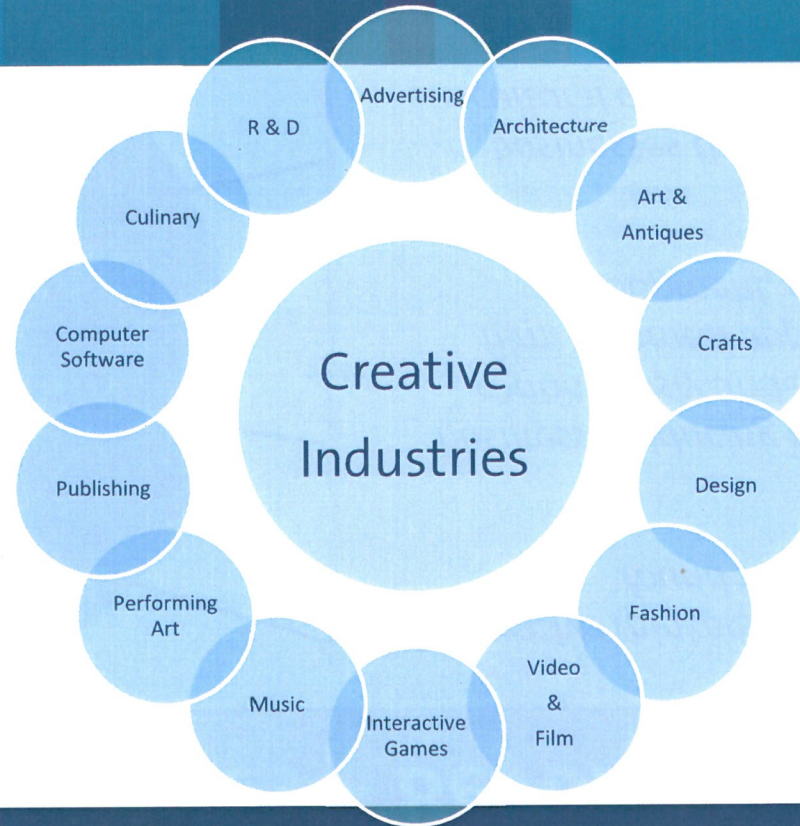
*creative thinkers and knowledge workers are found across many sectors*

*business producing goods and services that are continuously undergoing change including film, technical apparel design, video game development, green technology etc.*

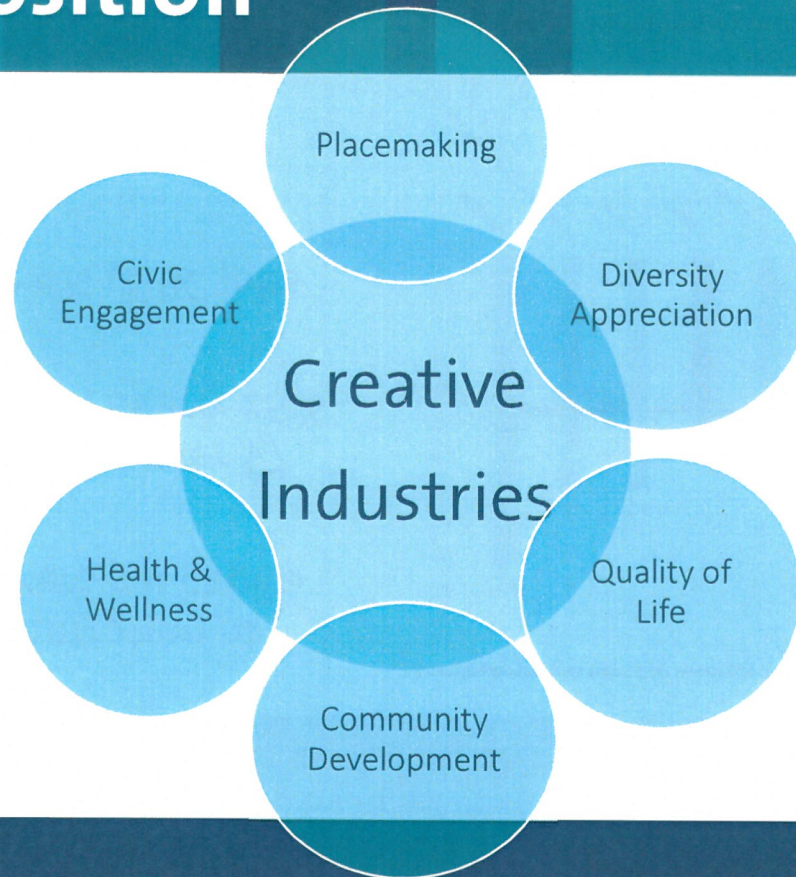
*businesses that make products with core cultural components such as museums, art galleries, broadcasting etc.*



# Sectors



# Value Proposition

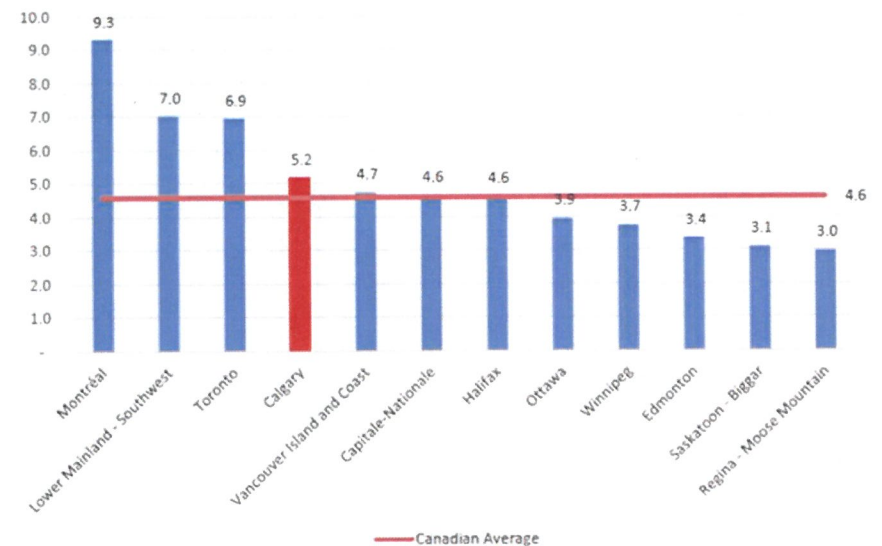




# Direct Value

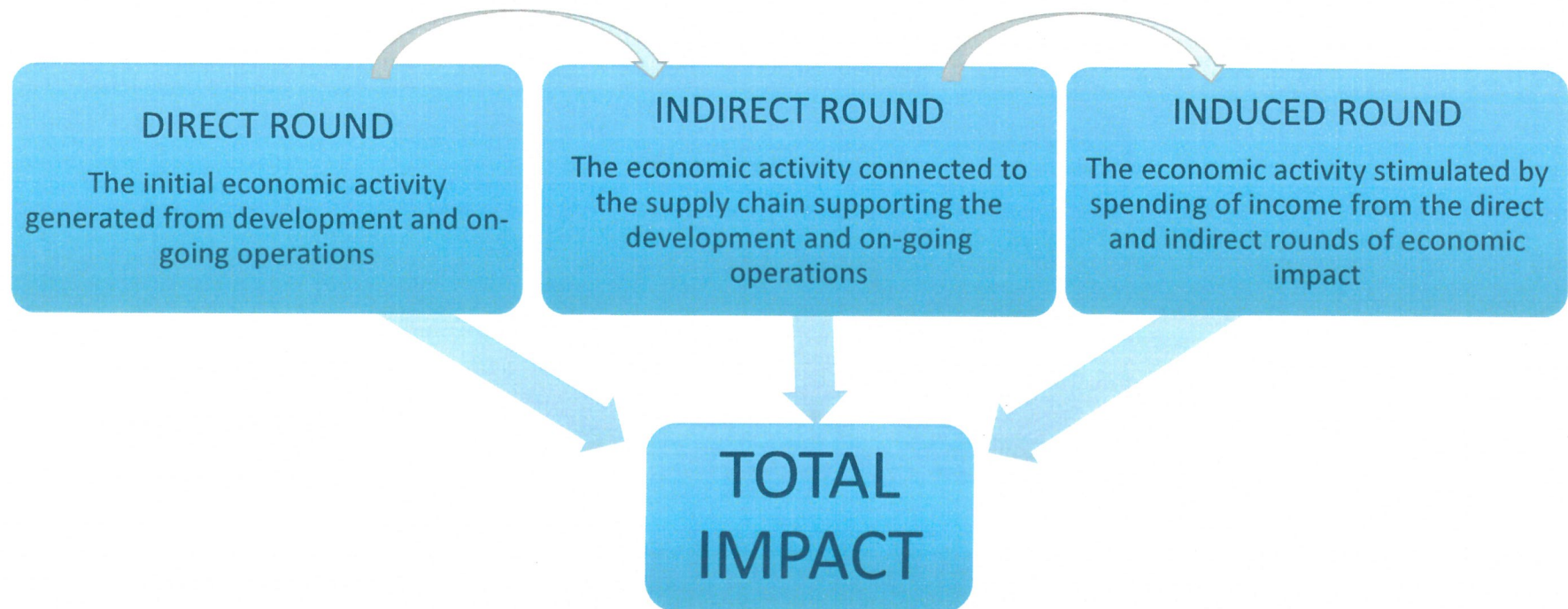
- BC has the highest concentration of artists and cultural workers per capita of any province
- Culture activities contributed over \$7 billion to B.C. G.D.P in 2017, nearly 25% growth since 2010
- Arts & culture comprise 4% of BC jobs

Creative Businesses per 1,000 People by Economic Region, 2016



Sources: Statistics Canada; The Conference Board of Canada.

# Impacts





# Assets



# Local Assets

- Central location
- Young and growing population
- Infrastructure
- Skilled labour force
- Indigenous culture
- Cultural diversity
- Natural assets





# Cultural Assets

- Strong Partnerships
  - Evergreen Cultural Centre
  - Place Des Arts
  - Creative BC
  - Arts Council of BC
- Tradition of outstanding cultural services



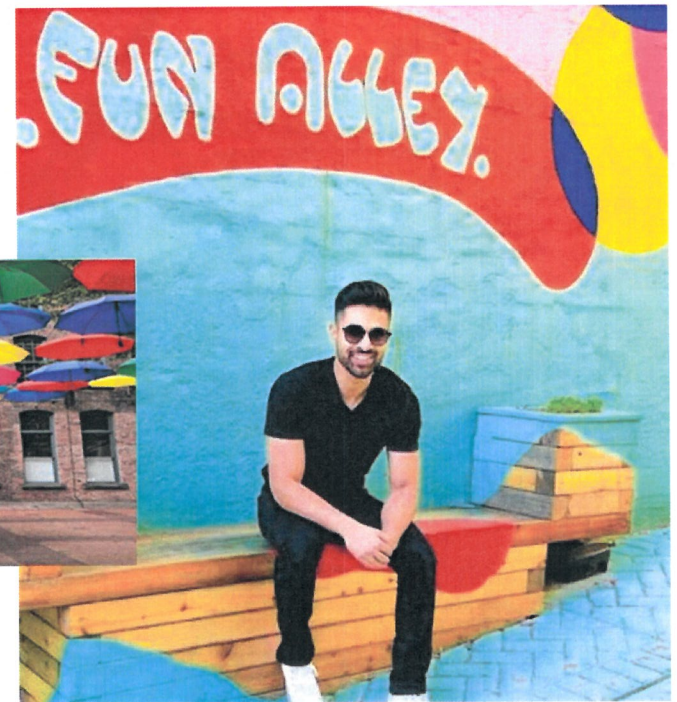
# Creative Industries & Placemaking

- Activation & animation of commercial areas
- Unique identity building





# Creative Industries & Placemaking





# Opportunities

- Continue strategic partnerships to fully realize economic potential of cultural assets
- Capacity building for proactive program development





# Growth

- Relationship building with internal and external creative partners & business community
- Grant opportunities
- Exploration of creative economy landscape through EDS





# Questions?

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# 2021 Economic Development Advisory Committee Work Plan

## Economic Development Advisory Committee Mandate

The mandate of the Committee is to advise Council and staff on economic development and investment related issues and opportunities. It is anticipated that advice would be sought for items such as:

- Providing a business perspective on economic development priorities which should be addressed;
- Identifying the pillars of economic development in the City;
- Identifying economic development impediments and opportunities for the City;
- Advising on business attraction and business retention and expansion activities;
- Advising on ways to provide information about business to the general public; and
- Attending to economic development matters which may be referred to the Committee by Council or other standing committees of Council.

## 2021 Work Plan Items

| Item                                                                                                       | Department                                     | Comments     | Status       |
|------------------------------------------------------------------------------------------------------------|------------------------------------------------|--------------|--------------|
| 2021 Work Plan Approval                                                                                    | Economic Development/Clerks                    |              |              |
| COVID-19 – Business Supports Program (CSRP)                                                                | Economic Development                           | “A” Priority | In Progress  |
| Developing the Environment for Entrepreneurship and the Technology Sector<br>(Includes Sub-Committee Work) | Economic Development                           | “B” Priority | Under Review |
| Tourism Strategy Update                                                                                    | Economic Development & Tourism                 | “B” Priority | Under Review |
| Office Market Development Strategy and Incentives                                                          | Planning and Development /Economic Development | “B” Priority | In Progress  |
| Economic Data & Statistics (Standing Item)                                                                 | Economic Development                           |              |              |
| Emerging Issues (Standing Item)                                                                            | Committee                                      |              |              |
| 2021 Committee Review and Feedback                                                                         | Committee                                      |              |              |
| 2022 Work Plan Development                                                                                 | Economic Development/Clerks                    |              |              |
|                                                                                                            |                                                |              |              |



