



LAND DEVELOPMENT WORKBOOK

Prepare to be

An Effective Advocate in Municipal Election 2022

Congratulations on taking this important step in strategically managing your land development project!

This workbook is designed to help you build constructive and trusting relationships with Council candidates, help you access new solutions and ways forward with the next municipal Council.

After completing this workbook, you will have a plan to provide a case study to Council candidates that describes what is working and what is not with the land use approval process.

BACKGROUND

- The next municipal election is on October 15th, 2022.
- You benefit from allowing 3-6 months to start to draft, socialize and implement your candidate engagement plan.
- There are over a hundred municipal Councillors in the region making land use decisions. Hundreds of candidates will be discussing land use policy in the election campaigns.
- Experienced project leaders have an important role to play to help candidates know the details and be confident and knowledgeable with a specific plan for what they will do “more of” and what they will do “less of” to address land use policy during their term.
- Every person who stands for public office has a genuine desire to use their time and energy for maximum impact in their community. Great candidates are looking to be well-informed going into their campaigns.
- Even with the Regional Growth Strategy, Vancouver Charter, and Local Government Act, over time, each municipal Council has developed its own unique land use policy framework. Each municipality has a different context and a different culture. Some Councils are more informed and functional than others.

ABOUT THIS WORKBOOK

The workbook on the following pages will help you to prepare:

- Your Key Messages; and
- Your Candidate Engagement Plan.

YOUR KEY MESSAGES

Your key messages will help Council candidates be prepared in building their campaigns, preparing messages for debates, and hitting the ground running on day one.

Things to consider with your key messages:

- How can these messages be distilled to a 1-2 pages document and 3-5 short bullet points?
- Who can help (your team, a graphic artist, or a planning consultant) to finalize your key messages?

1. Your Future Vision of the City

Succinctly explain how your project aligns with long term vision for the city.

- A. What is your future vision for the city?**

- B. What has inspired you/your company to this vision?**

- C. How does your project meaningfully contribute to making the city a better place?**

- D. What are your/your company values and how have those been demonstrated on other projects or through other contributions that you have made in the local community?**

2. Describe Your Project

Briefly explain your project. Consider how transparent you can be about your land development plan. Offering transparent information and a supportive tone will help build trust with candidates.

The following prompts are intended to help describe your project.

A. Company Information

Company Name:

Company Address:

Company Website:

B. Property Information

Do you have an easy to review site map and rendering that you will include?

Short description of the business plan for your development (5-7 words):

Address of Property in Question:

Property Site Area (in acres):

Short description of buildings and activities currently on site (5-12 words):

Short description of land use in the surrounding area (5-7 words):

C. Area Details

Is this street a bike route? Yes No

Is this street a transit route? Yes No

Nearest town or village centre, per OCP:

Nearest school:

Nearest park:

What is the name of the nearest watercourse or creek (if any)?

Is there a major road or highway nearby and if so, what is the name of the nearest intersection/interchange?

D. Land Assembly (if applicable)

Is there a possible land assembly to add to the site?

If 'yes', what is the land assembly street address?

Land Assembly Site Area (in acres):

For the land assembly, short description of buildings and activities currently on site (5-12 words):

E. Land Use Approvals – I suggest including hyperlinks to applicable land use regulations

Short description of the land use approvals that are required (e.g., zoning, DP, BP, etc.) (5-12 words):

Specific policies that are applicable for your site, e.g., housing policy, CAC, view cones etc. (5-12 words):

Any senior government decisions required (e.g., FLNRORD, MOTI, others) (5-12 words):

Examples of precedent projects in the municipality that you would like to highlight (5-12 words):

Short description of the status of the land use approvals (5-12 words):

F. Feedback on land use policy

Short description of what land use policy is working well for your project (5-12 words):

Short description of what land use policy has been challenging for your project (5-12 words):

Specific details of how and why this is challenging for your project (5-12 words):

Specific suggestion on change that is needed for your project (5-12 words):

Information that would be helpful to receive from municipal staff earlier in the process (5-12 words):

Specific recommendation on 1-2 ideas of how the process could be streamlined (5-12 words):

What are industry groups and peer organizations offering on this topic (e.g., UDI, NAIOP, ULI, HAVEN, neighbouring developers)?

3. Call to Action

Invite candidates to act. Word this in a way that is constructive.

What specific action would you like to see to improve our city for future generations?

4. Speaking Points

When Council candidates write their campaign materials, write speaking points for debates, or speak on specific items at Council once elected, these are 3-5 bullets that you would like them to communicate.

What is going well with land use policy (your project as a case study)?

What is not going well with land use policy (your project as a case study)?

What specific action do you recommend that will result in a specific desired future for our city?

5. Contact Information

Your contact person is generally someone senior in the organization, who brings a constructive approach.

Main Contact Name:

Main Contact Title:

Main Contact Email Address:

Main Contact Office Phone:

Main Contact Mobile Phone:

CANDIDATE ENGAGEMENT PLAN

Building trust requires integrity and consistency over time. Plan to communicate your messages a number of times as you build relationships. Listen and adapt. The plan will be iterative.

Before getting started, review [Elections BC Website](#) to be confident in timelines and steps.

Things to consider before you start to write your candidate engagement plan:

- Do you plan to develop a distinct plan for every municipality where you have a project?
- What are your specific goals for engaging Council candidates and other stakeholders?

1. Key Dates

Review the Elections BC calendar, talk to the local election officer, and start to map key dates.

A. Who on your team will be responsible for tracking key dates and updating a calendar with new information (such as debate meeting dates)?

B. What work needs to be done:

- before the summer
- during the summer
- after labour Day (will you have a more intensive approach leading up to October 15th?)

2. Outreach Plan

An outreach plan is a living document that will be updated as you continue to gather new information, as the campaigns progress

A. Who from your team is making the candidate engagement plan?

B. Who from your team is responsible for tracking the candidate engagement plan?

4. Other Stakeholders

In addition to Council candidates, you will need to be speaking with other key stakeholders.

- A. Are candidates represented by a campaign team? If so, who will you liaise with on that team?**
- B. Are there other stakeholders that you need to be engaging throughout the election period?**
- C. How do you plan to socialize these messages to ensure that you will not blindsight or jeopardize relationships with municipal staff and other key stakeholders?**
- D. Which municipal colleagues will you run the messages past before your start to engage with Council candidates?**
- E. Who else shares your views? Can you help them to develop a candidate engagement plan?**
- F. Who is organizing all candidates debates and what is the process for contributing questions?**

Notes



Thank you

Thank you for joining us in helping to raise the field in municipal politics.

If Channel Consulting can assist with your candidate engagement plan, please reach out to Tegan Smith at tsmith@channelconsulting.ca