



City of Surrey

Council-in-Committee

Minutes

Council Chamber
City Hall
14245 - 56 Avenue
Surrey, B.C.
MONDAY, JANUARY 15, 2007
Time: 3:05 p.m.

Present:

Mayor Watts
Councillor Villeneuve
Councillor Steele
Councillor Gill
Councillor Martin
Councillor Hepner
Councillor Bose
Councillor Hunt
Councillor Higginbotham

Absent:

Staff Present:

Acting City Manager
City Clerk
Acting General Manager, Planning & Development
City Solicitor
General Manager, Engineering
General Manager, Finance, Technology & HR
General Manager, Parks, Recreation & Culture

A. DELEGATIONS

1. **Sandy Whiteman** **Chairperson** **Peace Arch Hospital & Community Health Foundation** File: 0250-20; 0550-20-10

Sandy Whiteman, Chairperson, Peace Arch Hospital & Community Health Foundation, was in attendance to make a PowerPoint presentation regarding "Peace Arch Hospital & Community Health Foundation – People Matter". He also introduced other members of the Board: Mary Martin, Wayne Baldwin, Nick de Raadt, Dragina Sanderson, Kim Karras, Nancy Shewfelt, Jackie Smith, Executive Director, Rick Johnson, Len Fowler, and Maureen Hamblin, Executive Assistant who were also in attendance.

Sandy Whiteman, provided the following comments:

- There is a parcel of undeveloped land at 154 Street and 16 Avenue which belongs to the hospital to be used for future expansion
- This property has been acquired over many years.
- That land is used temporarily for parking, and the long-term acquisition of the property by the foundation is to provide availability for the future of the community.
- Immediately to the west of the Peace Arch Hospital Emergency Ward is another piece of property, which belongs to the hospital (1.25 acres).
- The Peace Arch Hospital (PAH) emergency ward is in drastic need of expansion.
- Surrey has two hospitals with two strong Foundations and Auxiliary groups.
- PAH has significant lands available on which to grow services.
- It is more cost effective to expand the existing two hospitals than start a third community hospital.
- Their mission is to raise money to enhance the quality of health care in South Surrey and White Rock from 56th Avenue south.

- 64% of admissions to PAH come from the City of Surrey; 50% of admissions to PAH from Surrey are outside the catchment area.
- In 1947, the Foundation was formed to build the first hospital in the south end of Surrey.
- In 1948, the PAH Auxiliary was founded, and it took six years before the first hospital was built at PAC.
- The building of the hospital took a core of dedicated and constructive community activists to get it going.
- Community activism continues and will do so for some time; they have a role to communicate to the public and various forms of government to advocate for the community.
- Since its inception in 1988, the Foundation has raised over \$46 million in support of capital equipment toward purchases and health care initiatives in the community.
- Historically, the Foundation has provided funding (\$2 million per year) for 60% to 100% of all new services.
- In 1999, the Foundation spearheaded a \$2 million campaign for a new CT scan at PAH.
- The Foundation has helped bring equipment into the hospital that is far superior to most community hospitals and aids to attract very competent physicians.
- One of the roles of the Foundation is to support the medical professionals by giving them the tools they need, for example, a holmium laser which breaks up kidney stones ultrasonically and is one of the few pieces of equipment of its kind in B.C.
- The Foundation funded \$10.6 million to infill the 5th and 6th floors, which were left empty in 1994.
- Other needs are: a new ambulatory building, surgical inpatient expansion, and new emergency department.
- 60 new acute care beds will be added to the 5th and 6th floors – some of these acute care beds are traditionally used by patients who need long term care and these new beds will help reduce the pressure.
- A new surgical suite expansion is needed along with medical imaging equipment.
- The Foundation has committed to purchasing a new MRI for \$2.7 million to be delivered in 18 months.
- The PAH has the third largest workload, behind Surrey Memorial Hospital and Royal Columbian Hospital, for medical imaging in the region.
- The Foundation commissioned a community poll 2 years ago by a professional pollster in order to determine the wants and needs of the community (approximately 400 households).
- The results indicated that emergency care expansion is the number one priority, followed by medical imaging and diagnostic services. These results were used by the Foundation in determining funding needs.
- The Foundation is talking of a \$30 million capital funding campaign needed for building expansion and is beginning a campaign to raise \$20 million capital.

- In consultation with the Region and the City of White Rock, a new building is being planned for the Mel Edward Diabetes and Cardiac Care Units (60 new beds).
- PAH currently has 150 acute care beds and will expand to 375 extended care beds.
- Three new MRI machines are the priority for the Fraser Health Region; a new MRI will be operational at PAH in 2008.
- There are 10 acres of land in total; the Hospital Foundation controls 4.5 acres, which has been retained for future expansion and being used for parking currently.
- There is a major health care crisis underway; it is projected that 10 to 15 years from now, the provincial budget will be 100% consumed by health and education.
- Surrey and White Rock has experienced phenomenal growth.
- They asked Council to act as advocates for health care at the provincial and regional levels and for support for the Foundation's various programs and lotteries.
- The Peace Arch Hospital and Community Health Foundation's mission is to raise money to enhance health and wellness in South Surrey and White Rock.

2. Rick Sair, President
Cathy James, Executive Director
Surrey Tourism & Convention Association
File: 0250-20; 0550-20-10

Rick Sair, President, and Cathy James, Executive Director, Surrey Tourism & Convention Association were in attendance to update Council on their Association's initiatives and activities the past year, as well as their 2007 plans.

Rick Sair provided the following comments:

- Rick Sair thanked Mayor and Council for their support to renew the 2% Hotel Room tax for another five-year period, which will assist in moving forward on initiatives for 2010 and beyond.
- STCA's membership has grown; its presence in the community through networking with tourism partners and attendance at community events has significantly raised the profile of the organization.
- Rick Sair stated that he sits on the Board of Directors of Vancouver Coast and Mountain, one of six tourism regions in B.C., an established, non-profit marketing organization and that he works with Kevin Ridgeway of that organization to increase tourism awareness in the city.
- The Board of Directors has identified future goals to continue to increase awareness of tourism opportunities in Surrey and ultimately to increase overnight visitors to the community.
- Their objective is to market Surrey to quality national, regional and international organizations, sporting event planners, meeting and convention planners, tour groups and wholesalers, as well as marketing Surrey as a destination city to businesses, families and individuals.

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- The profile of STCA has increased to residents within the city and outside to both public and private organizations connected with the tourism industry and STCA continues to work to improve the image of Surrey.
 - At the next Annual General Meeting, STCA will put forward a resolution to revise the current fee for membership model to a stakeholder model.
 - Any businesses involved in the tourism industry can join the organization and be considered a tourism partner.
 - Once in the Marketing program, organizations may be considered a Marketing Partner, giving them voting rights.
 - STCA membership has increased over the past year to 205; the changeover to a Stakeholder membership model will help open many new doors.
 - More business and tourism-related initiatives will help increase their marketing dollars and develop new programs for under-represented programs.
 - The Stakeholder membership model has been successful since implementation by Vancouver Coast and Mountain; many other organizations are working toward this model.
 - STCA has almost doubled its marketing budget through the B.C. Tourism marketing program.
 - STCA has developed a partnership between Surrey hotels and golf courses (Stay and Play), leveraging marketing dollars with partners.
 - With financial contribution from these partners, STCA designed a comprehensive marketing program brochure, participated at three "Gold" trade shows in Vancouver, Victoria and Calgary, as well as advertised in specialty publications to attract customers to the "Stay and Play" program.
 - In advertising, the STCA partnered with a variety of publications: The Vancouver Coast and Mountain Travel Guide, the Vancouver Sun and Province newspapers, Believe B.C., 100 Great Things to See and Do in B.C., Arts and Culture Guide, B.C. Place Marketing, B.C. and Canada/USA Travel Guides, and the City of Surrey Economic Development Department pull-out in the B.C. Business magazine.
 - STCA focuses on the short haul markets in Alberta and B.C., and has expanded marketing to long haul markets of Eastern Canada, the US Mid-West, and Britain.
 - The STCA has gained momentum with its materials such as the "99 Days of Summer" map, calendar, website, Surrey map pad, and Official Surrey Guide.
 - Publications are distributed to all community visitors in B.C., local residents, six provincial visitor centres and at major events with information on their website, links to other organizations such as Trail Canada, Travel B.C., Vancouver Coast and Mountain, and B.C. Travel.
 - This year, the STCA has succeeded in securing a dot travel acquisition name, a travel-related domain.
 - STCA is also supportive of convention groups and provides information packages to attendees.
 - Community tourism is important (the Cloverdale Rodeo and Country Fair, Canada Day, Whalley Little League Championship, Surrey First Night, Surrey Festival of Dance, Santa Claus Parade, and Kermode Spirit Bear event).
 - The STCA is the sole sponsor of the Official Visitors Centre, which has full status from Tourism B.C. to deliver tourism counseling to tourists and local

residents. Local residents account for 70% of annual visitors to the Centre (9,000 visitors have been to the Centre this year already).

- A new Visitors Centre is opening at the new Campbell River Store at 8th Avenue and 176 Street.
- The 2010 Olympics celebrations are fast approaching and Highway 15 will be designated as the official route for travel to Whistler.
- This new Visitors Centre will be at the forefront to capture visitors from the USA and abroad to encourage them to stay in Surrey.
- Council had allocated funding from the UBCM Tourism Funding program to provide for construction of the building.
- STCA has contributed funding to create a legacy building, showcasing the amazing opportunities in Surrey from culture, sports, and retail shopping to agri-tourism.
- STCA will continue to market Surrey and develop programs targeting specific tourism groups.

B. ITEMS REFERRED BY COUNCIL

C. CORPORATE REPORTS

1. The Corporate Report, under date of January 15, 2007, was considered and dealt with as follows:

Item No. C001 Status Update on the South of Fraser Area Transit Plan
File: 0500-01; 0620-20 (SOFA)

The General Manager, Engineering submitted a report concerning to update Council on the progress of preparing an updated South of Fraser Area Transit Plan (SoFA TP) and provide an opportunity for TransLink staff to present to Council the draft Vision component of the plan that is currently available for public comment.

A representative from TransLink provided the following comments on the South of Fraser Transit Plan – Towards a Long Term Vision to 2031):

- 84% of trips never leave the South of the Fraser region.
- The transit system was set up 25 years to take people to downtown Vancouver.
- There is a large opportunity to serve residents living south of the Fraser traveling east to the Fraser Valley.
- 2011, 2021, and 2031 projections were presented indicating changing population and employment densities, which revealed where future transit systems should service.

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- SoFA public involvement included a 1,500 person travel survey; 24 focus groups (6-10 persons each); 11 information sessions; 2 vision workshops; unconstrained design and constrained design sessions; and 4 committees averaging 4+ meetings.
 - 85% of all travel remains south of the Fraser River.
 - Market research showed a desire for more bus routes and richer network of travel options.
 - A vision workshop indicated a strong desire for more bus service, not just limited rail service; there was also interest in an interurban corridor.
 - Work has been undertaken on the interurban corridor (Southern Railway section out to City of Langley and beyond).
 - King George, 104 Avenue, and Fraser Highway were identified as possible travel corridors.
 - The network increased in density within various levels of funding and other corridors were identified in Surrey.
 - These corridors are transit movements, and bus networks will be created in the future.
 - The Frequent Transit Network (FTN) would feature rapid transit, rail and bus options to meet demand and preserve corridors.
 - The Frequent Bus Network (FBN) would feature a network of bus routes, with a minimum of 15-minute frequencies, 5 hours a day, 7 days a week, and serving all town centres.
 - Bus Rapid Transit would feature modern and attractive buses with multiple doors (featuring railway style vehicles; stations rather than stops; real time passenger information).
 - Infrastructure (Busways or Dedicated Lanes) may be highway based, centre median, signal priority, which allows for quick movement of buses along a congested roadway, with no HOV or cars where possible.
 - The FTN does not exist south of the Fraser currently. In 2007 it is hoped to create a starting off point for FTN.
 - Candidate corridors have been identified; and if certain conditions are met, such as enough jobs and densities, and speed maintenance; TransLink can contract with municipalities and make a commitment to put in services.
 - A big investment south of the Fraser is required as it is a growing region, and it needs to be brought to a standard it deserves.
 - Definitions will be determined by TransLink to determine the need and priority ratings for improved transit.
 - TransLink is working to resolve communication issues between buses and upgrade services along key routes.

The General Manager, Engineering was recommending approval of the recommendations outlined in his report.

It was

Moved by Councillor Hunt
Seconded by Councillor Gill
That Council:

1. Receive this report for information;
2. Support the Draft Vision, in principle, subject to ongoing review as part of the plan development process; and
3. Authorize staff to forward a copy of this report to TransLink.

Carried

D. DELEGATION REQUESTS

E. COUNCILLORS' REPORTS

F. OTHER COMPETENT BUSINESS

G. ADJOURNMENT

It was

Moved by Councillor Hunt
Seconded by Councillor Steele
That the Council-in-Committee meeting do

now adjourn.

Carried

The Council-in-Committee adjourned at 4:43 p.m.

Certified as true and correct:

Margaret Jones, City Clerk

Chairperson