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**Present:**

Mayor McCallum – Chair  
Councillor Nagra  
Councillor Patton  
M. Heeney, President & CEO, SCDC

**Regrets:****Staff Present:**

D. Jones, General Manager, Investment & Intergovernmental Relations  
V. Lalonde, City Manager  
S. Simpson, Director, Information Technology  
S. Wu, Manager, Economic Development  
L. Anderson, Legislative Services

**Guests:**

A. Huberman, Surrey Board of Trade  
E. Model, Downtown Surrey BIA

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**A. ADOPTION OF MINUTES**

It was

Moved by Councillor Patton  
Seconded by Councillor Nagra  
That the minutes of the Investment & Innovation Impact Committee meeting of June 4, 2020, be adopted.  
Carried

**B. DELEGATIONS****C. OUTSTANDING BUSINESS****D. NEW BUSINESS****1. City Website Use – COVID-19**

Sean Simpson, Director, Information Technology, provided a PowerPoint presentation on the City website and online services, giving an update on how citizens and businesses have been connecting and engaging with the City online throughout the pandemic.

Comments were as follows:

- Established a prominent devoted web presence as the City's information hub for COVID-19 ([www.surrey.ca/covid19](http://www.surrey.ca/covid19)).
- Early in March, when many service changes were frequent and the information was new, pageviews were as high as 7,000+ pageviews and has remained consistent at 600-1,000 pageviews a day; the content has had over 100,000 pageviews since March 10.
- Also setup was an information email ([COVID-19@surrey.ca](mailto:COVID-19@surrey.ca)) for inquiries, with most inquiries responded to within the same day.

- Consistent during non-COVID-19 time, top content across most channels is service-related (e.g. waste collection, property taxes/deferral, utilities, water).
- Have seen an increase in traffic for destination parks such as Crescent Beach, Mud Bay Park, Redwood Park, Tynehead Park, 1001 Steps, and also with Nature Trails, Tennis Courts and Cycling.
- The work behind online programs, meetings and events has been led by PRC and IT, using Microsoft Teams and Events technology. This has involved development of guidelines for moderators and technical training for staff who are hosting online events.
- Having the technology in place already, the City was able to pivot quickly and offer a variety of different types of online meetings and events, ranging from fitness videos and musical performances to online youth events and online workshops. Each is individually assessed for the best technical combination and communication need.
- A COVID-19 Emergency Food Services Map, developed by the City's GIS team in collaboration with Social Planning, was also launched. Service location and type, such as food banks, hours and how to contact them, are readily available; a good example of the City's ability to quickly launch new services to those in need.
- The Affected City Services page was developed to provide an easy snapshot of what services have been adapted during COVID-19 (e.g. building permits being available by email, animal adoptions being available by appointment only, etc.).
- Customers have dramatically shifted to online. For example, over an average two-month period, new Business Licenses increased from 44% in 2019 to 79% in 2020, and Business License renewals increased from 59% in 2019 to 75% in 2020. This is important, not only for saving on the resources needed for these types of transactions done in person, but as Surrey's large youthful population starts leveraging City services, they will expect to only do business online; the City is ahead of the transition to online services from traditional in-person counter service, and can meet that forthcoming demand.
- Similarly, Permits have also seen large increases in the percentage of online transactions, e.g., Electrical Permits have increased almost completely to online (98%) and Plumbing Permits are up from 23% to 64%. It is anticipated that current online usage will be sustained when the City returns to in-person services.
- As always, social media is leveraged to extend the City's reach. At the beginning of the pandemic a social media campaign was launched under the banner #SurreyFlattensTheCurve. All of the City's channels, Twitter, Facebook, Instagram and YouTube have been used during COVID-19 to amplify messaging.
- After shutting down in late March for COVID, Large Item Pickup was relaunched on May 15<sup>th</sup>, receiving 1,393 pickup requests in the first two weeks via the App (built entirely in-house and the only method used for requesting this service).

A brief discussion ensued with respect to the many services available on the City's App. Councillor Nagra suggested there be targeted marketing to promote the App for booking Building/Plumbing Inspections.

Comments continued:

- The City continues to explore/further opportunities to partner:
  - Campbell Heights - investigating the possibility to provide an autonomous shuttle (similar to the demonstrations held in the plaza last year); last mile connection to bus services;
  - City of Vancouver - discussing a partnership on a number of initiatives, such as a Smart City platform, similar to the presentation to the Committee in May; and
  - To expand existing deployment of video analytic cameras at intersections to provide near-miss analysis in which pedestrian/cyclist/vehicle conflicts occur. This information enables the design of safer intersections and ties into the City's Intelligent Transportation System Strategy which supports the Vision Zero Strategy, both of which will have updates by year end.

The Committee expressed their appreciation for the presentation and requested the following be explored and for update to the Committee:

- The potential to sell or market use for providing service to other cities, any new concepts developed by the City of Surrey; and
- Smart City Challenge development for Surrey – e.g., the possibility of a small, electric autonomous vehicle and circuit for City Centre.

## 2. Economic Development Update

Stephen Wu, Manager, Economic Development, provided a brief presentation and update on economic development activity, in terms of economic recovery and support, since the last meeting of the Committee.

Comments were as follows:

- Currently, the majority of the City's efforts are focused on engaging businesses, programming and economic opportunities - looking forward in preparation and support for a second wave of the pandemic:
  - Engage with businesses on a regular basis to understand the impact to their business and where Economic Development staff can help navigate them through COVID-19:
    - Assist in forming business consortiums
    - Connecting businesses to aid
    - Entrepreneurial innovation
    - Education for local businesses/public

E.g., a number of businesses have been considering delivery windows and looking to the City for rules/regulations and how to follow.

- Programming:
  - City initiated Buy Local
  - Sales success metrics
  - Surrey Store to Door
  - Data collection and monitoring
  - ShopHERE e-commerce
  - Surrey Makes PPE campaign

Primary assistance sought has been for marketing small businesses and helping businesses achieve an online presence, many of which are now online.

Looking at Ontario e-commerce platforms and similar opportunities for Surrey. 25-30 companies already identified, waiting for that platform for Metro Vancouver – Surrey will be there to help.

- Economic opportunities:
  - Capacity building for digital business models
  - Expanding Surrey makes PPE program
  - Strategic investment attraction
  - Investment prospectus

Stats are on par for 2020 vs. 2019. Going forward, COVID has had businesses looking strategically at their future and getting ready now to move ahead instead of waiting.

- Additional support - expedited permitting.

- Surrey Store to Door: Encouraging residents across Metro Vancouver to support and buy from local businesses. Current stats, 33,400 shoppers on site supporting 400 businesses; 57,800 clickthroughs to local businesses. First phase of campaign has wrapped up, preparing for re-launch, creating a greater shopping experience, when second wave of infection begins.
- Supporting local businesses: Digital Main Street, capacity building initiative to help maintain online presence, evolution of Store to Door initiative and creation of roundtable/panels.
- Surrey Makes PPE: There are now 28 manufacturers within the Surrey Makes PPE program, with a few more anticipated - Surrey will have the largest cluster of N95 mask production in all of BC. To date, produced in Surrey sales total over \$6.2 million and growing. Completed sales include 10,000+ face masks, 55,560+ face shields, 8,000+ gowns, 760+ barriers and 400,000+ units of disinfectant and hand sanitizer. Production of a unique Surrey Makes PPE Sample Box, including five PPE samples, will be available in the coming weeks.
- CSA Group, Health Canada and BC Ministry of Health are working to develop Canadian PPE standards - Surrey's N95's will be tested.
- Investment Attraction (New Leads):
  - Melt Blown (Surrey Makes PPE) - The melt blown plastics, even more in demand and this will be one of the very few .
    - Melt blown fabric producer (one of very few) – sheets for masks
    - 10,000 sq. ft. facility

- Brewery (Brewery Roundtable 2019)
  - White Rock Brewery looking to move to Surrey and rename
  - 3,000 – 5,000 sq. ft. facility in South Surrey
- N95 Manufacturing Plan (Surrey Makes PPE)
  - N95 mask manufacturing
  - 13,000 sq. ft. facility
- Battery R&D center in BC (Invest in Canada)
  - \$70+ Million USD research facility
  - 150,000 sq. ft. facility
  - 100+ jobs
- Aluminum Casting Manufacturing Plan (BC Lead)
  - 15,000 sq. ft. facility with additional outdoor storage
- Agri-Product Facility (Ministry of Jobs, Economic Development and Competitiveness BC Lead)
  - \$50 Million USD facility
  - 5 Hectares
  - Phase 1 - 30 jobs / Phase 2 - 240 jobs
- Chip Manufacturing Update: Reached out to BC government based in California and have tasked them with a contact list and setting up those meetings of initial introduction. They are aware that chip manufacturing is a priority for Surrey.

**E. INFORMATION ITEMS**

**F. OTHER BUSINESS**

**G. NEXT MEETING**

The next meeting of the Investment & Innovation Impact Committee is scheduled to be held on Friday, September 11, 2020 at 11:00 a.m.

H. ADJOURNMENT

It was

Moved by Councillor Patton  
Seconded by Councillor Nagra  
That the Investment & Innovation Impact

Committee adjourn.

Carried

The Investment & Innovation Impact Committee adjourned at 11:50 a.m.

  
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Jennifer Ficocelli, City Clerk

  
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Mayor McCallum, Chair  
Investment & Innovation Impact Committee