



The Regional Municipality of Durham

Planning and Economic Development Committee Revised Agenda

Tuesday, October 3, 2023, 9:30 a.m.

Regional Council Chambers

Regional Headquarters Building

605 Rossland Road East, Whitby

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2097.

Note: This meeting will be held in a hybrid meeting format with electronic and in-person participation. Committee meetings may be [viewed via live streaming](#).

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6.2 Daina Robinson, Director of Marketing and Communications, Lakeridge Health Foundation (In-Person Attendance) Re: Pedal for Patients Charity Ride (2023-P-24) [Item 7.2 a.]	26

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10. Confidential Matters	
There are no confidential matters to be considered	
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12. Date of Next Meeting	
Tuesday, November 7, 2023 at 9:30 AM	
13. Adjournment	
Notice regarding collection, use and disclosure of personal information:	
Written information (either paper or electronic) that you send to Durham Regional Council or Committees, including home address, phone numbers and email addresses, will become part of the public record. This also includes oral submissions at meetings. If you have any questions about the collection of information, please contact the Regional Clerk/Director of Legislative Services.	

The Regional Municipality of Durham

MINUTES

PLANNING & ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, September 5, 2023

A regular meeting of the Planning & Economic Development Committee was held on Tuesday, September 5, 2023 in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby, Ontario at 9:30 AM. Electronic participation was offered for this meeting.

1. Roll Call

Present: Councillor Chapman, Chair
Councillor Pickles, Vice-Chair
Councillor Collier
Councillor Kerr
Councillor Shahid
Councillor Wotten

Also

Present: Councillor Crawford
Councillor Lee
Councillor Schummer*
*** denotes Councillors participating electronically**

Absent: Regional Chair Henry was absent due to personal matters
Councillor Neal

Staff

Present: M. Barta, Systems Support Specialist, Corporate Services – IT
E. Baxter-Trahair*, Chief Administrative Officer
B. Bridgeman, Commissioner of Planning and Economic Development
C. Boyd, Solicitor, Chief Administrative Office – Legal Services
A. Chung, Systems Support Specialist, Corporate Services – IT
H. Finlay, Acting Manager – Rapid Transit and Transit Oriented Development
S. Gill, Director, Economic Development and Tourism
C. Goodchild, Manager, Policy Planning & Special Studies
B. Holmes, General Manager, Durham Region Transit
L. Huinink, Director, Rapid Transit and Transit Oriented Development
S. Jibb, Manager, Economic Development, Agriculture and Rural Affairs
G. Muller, Director of Planning
G. Pereira, Manager, Transportation Planning
N. Pincombe, Director, Business Planning & Budgeting

N. Prasad, Assistant Secretary to Council, Corporate Services – Legislative Services
D. Ruby, Manager, Economic Development, Business Development and Investment
K. Ryan*, Senior Solicitor, Chief Administrative Office – Legal Services
J. Severs, Manager, Economic Development, Marketing and Cluster Development
K. Smith, Committee Clerk, Corporate Services – Legislative Services
N. Taylor*, Commissioner of Finance
L. Trombino, Manager, Plan Implementation
V. Walker, Committee Clerk, Corporate Services – Legislative Services
*** denotes staff participating electronically**

2. **Declarations of Interest**

There were no declarations of interest.

3. **Adoption of Minutes**

Moved by Councillor Kerr, Seconded by Councillor Shahid,
(61) That the minutes of the regular Planning & Economic Development Committee meeting held on Tuesday, June 6, 2023, be adopted.
CARRIED

4. **Statutory Public Meetings**

There were no statutory public meetings.

5. **Presentations**

5.1 Jacquie Severs, Manager, Marketing & Tourism, re: Durham at the Collision Conference: Investment Attraction and Brand Awareness (2023-EDT-11)

Jacquie Severs, Manager, Marketing & Tourism, provided a PowerPoint presentation with regards to Durham at the Collision Conference: Investment Attraction and Brand Awareness.

Highlights of the presentation included:

- Collision Conference – June 26-29, 2023
- Book a meeting with Invest Durham at Collision
- #DurhamAtCollision
 - Key Messages:
 - Innovation
 - Support
 - Location
- Durham Team

- By the Numbers
- Event Marketing
- Select Outcomes
- Success & Legacy

J. Severs responded to questions with regards to the overall cost of the conference; whether Invest Durham will be attending the conference in future years; which goals and targets were set for and achieved at the conference; whether social media influencers were considered to sponsor the conference; whether Invest Durham has attended the conference in past years; and whether there will be future reports regarding new connections made through the conference.

6. Delegations

There were no delegations.

7. Planning

7.1 Correspondence

A) Memorandum from B. Bridgeman, Commissioner of Planning and Economic Development, re: Envision Durham, New Regional Official Plan

Staff responded to questions with regards to the forecast for approval of the New Regional Official Plan from the Ministry of Municipal Affairs and Housing; whether it is expected to have changes to the New Regional Official Plan regarding the Greenbelt lands; and whether the New Regional Official Plan will be approved in a timely manner.

Moved by Councillor Collier, Seconded by Councillor Wotten,

(62) That the memorandum from B. Bridgeman, Commissioner of Planning and Economic Development, re: Envision Durham, New Regional Official Plan, be received for information.

CARRIED

7.2 Reports

A) Application to Amend the Durham Regional Official Plan, submitted by Clark Consulting Services Ltd., on behalf of Wechsel Farms, to permit the severance of a dwelling rendered surplus to a farming operation as a result of the consolidation of non-abutting farm parcels in the Township of Brock, File: OPA 2022-004 (2023-P-20)

Report #2023-P-20 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Pickles, Seconded by Councillor Shahid,

(63) That we recommend to Council:

A) That Amendment #192 to the Durham Regional Official Plan, to permit the severance of a dwelling rendered surplus as a result of the consolidation of non-abutting farm parcels, be adopted as contained in Attachment #3 to Report #2023-P-20 of the Commissioner of Planning and Economic Development; and

B) That "Notice of Adoption" be sent to the applicant, the applicant's agent, the Township of Brock, the Ministry of Municipal Affairs and Housing, and all other persons or public bodies who requested notification of this decision.

CARRIED

B) Application to Amend the Durham Regional Official Plan, submitted by Michael Smith Planning Consultants Development Coordinators Ltd., on behalf of Gowanlea Ltd., to permit the severance of a farm dwelling rendered surplus as a result of the consolidation of non-abutting farm parcels, in the Township of Brock, File: OPA 2023-003 (2023-P-21)

Report #2023-P-21 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Pickles, Seconded by Councillor Shahid,

(64) That we recommend to Council:

A) That Amendment #193 to the Durham Regional Official Plan, to permit the severance of a dwelling rendered surplus as a result of the consolidation of non-abutting farm parcels, be adopted as contained in Attachment #3 to Report #2023-P-21 of the Commissioner of Planning and Economic Development; and

B) That "Notice of Adoption" be sent to the applicant, the applicant's agent, the Township of Brock, the Ministry of Municipal Affairs and Housing, and all other person or public bodies who requested notification of this decision.

CARRIED

C) Bill 23 Update: Delegation of Durham Region Land Division Responsibilities (2023-P-22)

Report #2023-P-22 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Pickles, Seconded by Councillor Shahid,

(65) That we recommend to Council:

A) That the Regional Solicitor be authorized to present a By-law under Section 54 of the Planning Act delegating to the Council of each of the Region's area

municipalities, the authority to grant consents, and that this by-law be passed by Council at its meeting on October 25, 2023;

- B) That By-laws 07-2023 and 09-2023, authorizing appointments to the Regional Land Division Committee be repealed effective December 31, 2023;
- C) That the area municipalities be requested to pass a by-law to expand the role of their Committees of Adjustment to include Consent applications effective January 1, 2024;
- D) That a copy of Report #2023-P-22 of the Commissioner of Planning and Economic Development be provided to the Regional Land Division Committee, and each of the Regions' area municipalities; and
- E) That at the appropriate time, the Chair of the Land Division Committee and all Committee Members be thanked for their contributions and service to the Region.

CARRIED

8. Economic Development

8.1 Correspondence

There were no communications to be considered.

8.2 Reports

A) Precision Agriculture Field Day (2023-EDT-10)

Report #2023-EDT-10 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Kerr, Seconded by Councillor Wotten,
(66) That Report #2023-EDT-10 of the Commissioner of Planning and Economic Development be received for information.

CARRIED

B) Durham at the Collision Conference: Investment Attraction and Brand Awareness (2023-EDT-11)

Report #2023-EDT-11 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Kerr, Seconded by Councillor Wotten,
(67) That Report #2023-EDT-11 of the Commissioner of Planning and Economic Development be received for information.

CARRIED

9. **Advisory Committee Resolutions**

9.1 Durham Active Transportation Committee

A) Resolution regarding Cycling Infrastructure Measurement Guidelines

Moved by Councillor Pickles, Seconded by Councillor Shahid,
(68) That the following resolution be referred to Works staff for appropriate action and response:

Whereas Durham Region has in place an approved Regional Cycling Plan;

And whereas the Province of Ontario has established cycling facilities guidelines referred to as Ontario Traffic Manual Book 18 (OTM Book 18) which are consistent with the intent of the Highway Traffic Act with respect to municipal roads and infrastructure;

And whereas the Province of Ontario has established bicycle traffic signals guidelines referred to at Ontario Traffic Manual Book 12A (OTM Book 12A), which is recommended to be used in conjunction with OTM Book 18;

And whereas the paved shoulders and buffered bicycle lanes identified in the Active Transportation Combined Projects 2022 summary presented to the Durham Active Transportation Committee on June 08, 2023 are non compliant to the established guidelines and not cycling improvements; and

Now therefore it be resolved that the Durham Active Transportation Committee request all new and retrofit legacy Durham Region cycling infrastructure construction – as identified in the Regional Cycling Plan – comply with OTM Book 18 and OTM Book 12A design guidelines which includes both signage and applicable pavement markings for both on-road and in boulevard multi-use-trails for inclusion as completed cycling projects.

CARRIED

10. **Confidential Matters**

10.1 Reports

A) Confidential Report of the Commissioner of Planning and Economic Development – Closed matter regarding a position, plan, procedure, criteria or instruction to be applied to the any negotiations carried on or to be carried on by or on behalf of the municipality or local board as it relates to bringing the Business Advisory Centre Durham (BACD) into the Regional Corporation (2023-EDT-12) _____

Confidential Report #2023-EDT-12 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Kerr, Seconded by Councillor Shahid,

(69) That we recommend to Council:

That the recommendations contained in Confidential Report #2023-EDT-12 of the Commissioner of Planning and Economic Development be adopted.

CARRIED

11. Other Business

There was no other business to be considered.

12. Date of Next Meeting

The next regularly scheduled Planning & Economic Development Committee meeting will be held on Tuesday, October 3, 2023 at 9:30 AM in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby.

13. Adjournment

Moved by Councillor Shahid, Seconded by Councillor Pickles,

(70) That the meeting be adjourned.

CARRIED

The meeting adjourned at 9:52 AM

Respectfully submitted,

B. Chapman, Chair

K. Smith, Committee Clerk



Growing Agri-Food Durham

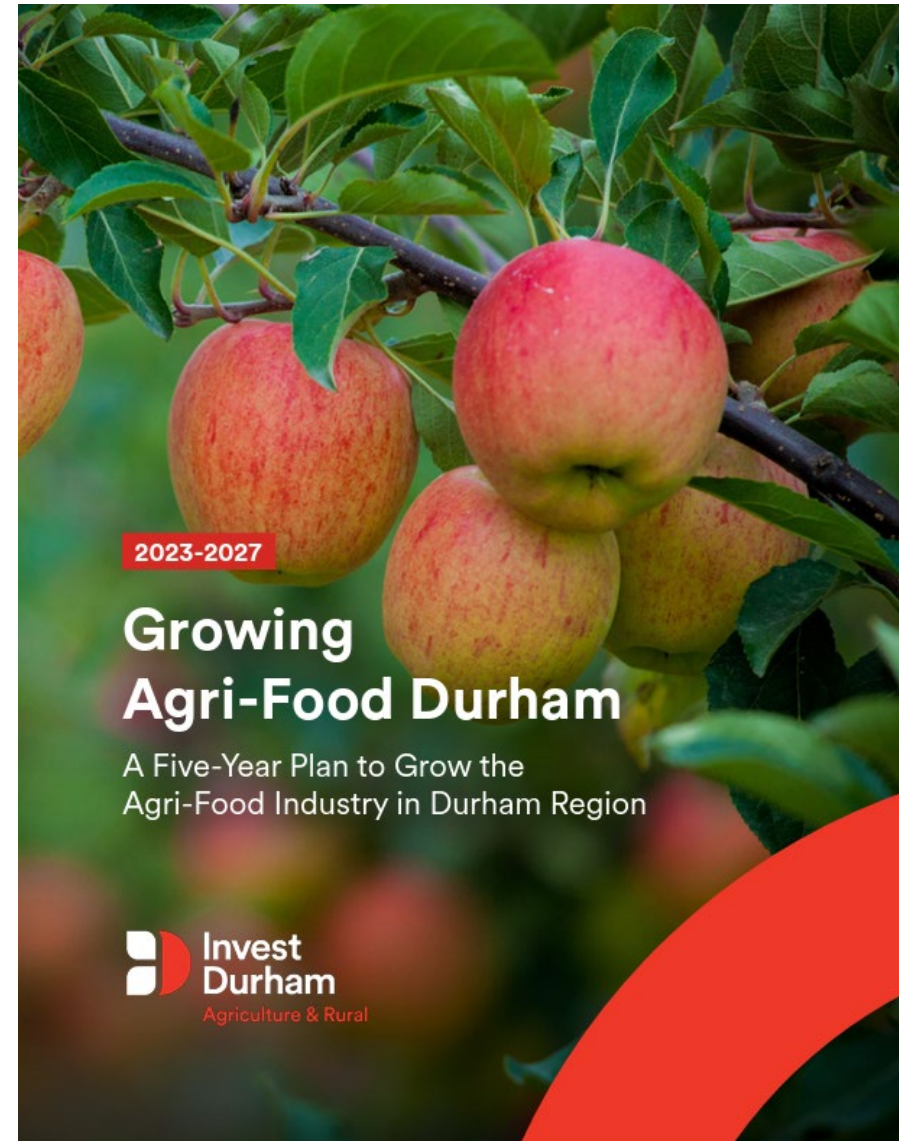
5-year Action Plan



Growing Agri-Food Durham

Purpose

- Supporting plan of Ready Set Future: A PLACE Blueprint for Durham
- 5-year action focused document to guide the activities of the Agriculture and Rural Team within the Region of Durham's Economic Development and Tourism Division.





Goal Areas

1. Retain and expand agri-food businesses (local food BR+E implementation)
2. Streamline regulations and approvals
3. Enable and encourage ag-related and on-farm diversified uses
4. Advocate for infrastructure support (including broadband)
5. Increase agri-food processing capacity
6. Identify opportunities and solutions for the workforce and labour shortages in the agri-food sector
7. Provide resources for aging and young farmers
8. Partner with stakeholders and agricultural organizations to deliver and expand agricultural literacy in the Region
9. Enable and encourage a culture of innovation in agriculture
10. Enhance urban agriculture



Goal 1

Retain and expand local food businesses





Goal 2

Streamline the regulation and approval process for agri-food businesses



Goal 3

Enable and encourage agriculture related and on-farm diversified uses related to agriculture



THE
Sunflower
FARM
ESTABLISHED 2020



Goal 4

Recognize infrastructure is a key component of the agri-food system





Goal 5

Support businesses to increase agri-food processing capacity





Goal 6

Identify opportunities and solutions for the workforce and labour shortages in the agri-food sector



Goal 7

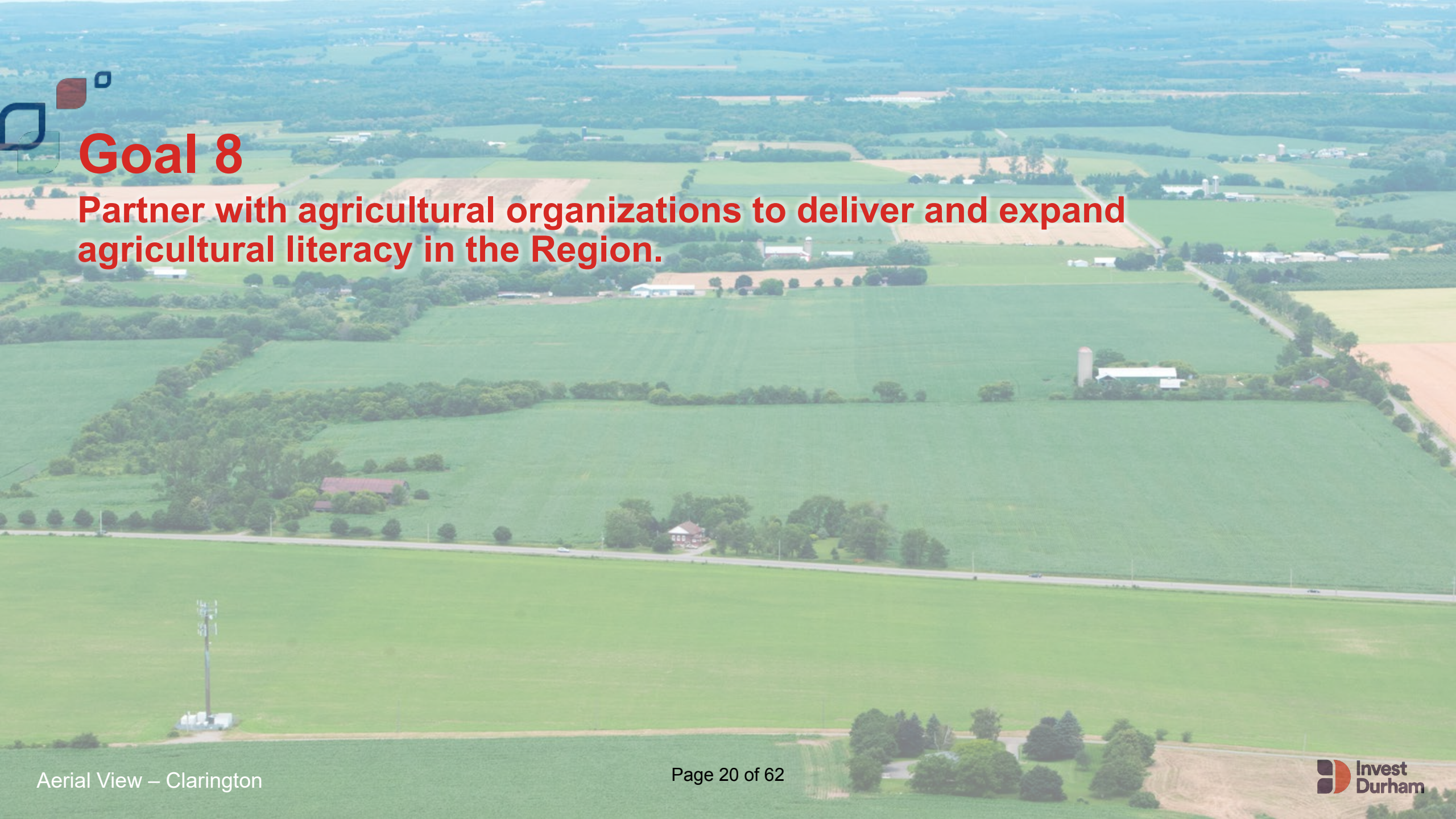
Provide resources for aging and young farmers





Goal 8

Partner with agricultural organizations to deliver and expand agricultural literacy in the Region.





Goal 9

Enable a culture of innovation in agriculture and food





Goal 10

Enhance Urban Agriculture



W. GALEN WESTON
CENTRE FOR FOOD

W. Galen Weston Centre for Food –
Durham College, Whitby Campus



Annual Reporting and Next Steps

- Annual reports to agri-food partners
- Ongoing implementation:
 - Gather at the Farm campaign
 - Agri-tech programming
 - On-farm diversification opportunities in collaboration with Scugog, Uxbridge and Brock



Ontario Agriculture Week

October 2 to 8, 2023

An annual celebration of the commodities grown in Ontario and those pivotal to our local food production



Questions & Thank You!



Pedal
for Patients

Summary Report



**Lakeridge
Health
Foundation**

Event Snapshot

- May 28, 2023
- Successful first-time event partnership with Lakeridge Health Foundation and Durham Region staff
- Established to encourage an active community, highlight Region landscape for cyclists and support local health care
- Kick-off of Bike Month



Results Snapshot

- Strong community support for the cause
- Demonstrated how cycling events can help foster community partnership and collaboration
- Participants enjoyed the event
- Route choices and fundraising was well received
- Media coverage on social media, radio and print



**96
Riders**



**\$97,000
Raised**



**200K
Impressions**



**100%
Recommend**

Community Participation

- Welcome participation by area municipalities, local cycling groups and community members
- Impactful opportunity for many Durham Region residents to give back and share their own stories





Stephanie Lane and family: The Robideau Riders

Riding in support of late husband James who passed away of cancer at just 34.

“James was passionate about cycling. Although he is gone, he encourages me every day to live my best life. This will be a special ride.”



Supporting Cancer Care in Durham Region

\$97,000 raised for cancer care priorities



New state-of-the-art da Vinci Surgical Robot is transforming cancer surgery



Stainers in the Laboratory are helping diagnose and stage cancer in minutes

Incoming PET CT will be the first and only of its kind between Toronto and Ottawa



This is our cancer.

Next Steps

...2024 here we come!

- June 2, 2024
- Joint Charity Cycling Event supporting *all* Foundations of Lakeridge Health
- Highlight Durham as a premier cycling destination
- Collaboration with all four Foundations and Regional Municipality of Durham

Ajax
Pickering
Hospital
Foundation

Bowmanville
HOSPITAL FOUNDATION

Lakeridge
Health
Foundation

PORT PERRY
HOSPITAL
Foundation





**On behalf of
all Lakeridge
Health patients
and their
families –**

Thank you!



**Lakeridge
Health
Foundation**

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2564



The Regional Municipality of Durham Report

To: Planning and Economic Development Committee
From: Commissioner of Planning and Economic Development
Report: #2023-P-24
Date: October 3, 2023

Subject:

Pedal for Patients Charity Ride

Recommendation:

That the Planning and Economic Development Committee recommends:

That this report be received for information.

Report:

1. Purpose

1.1 The purpose of this report is to summarize the benefits and outcomes of the Pedal for Patients Charity Ride.

2. Background

2.1 On May 28, 2023, the Region partnered with Lakeridge Health Foundation to host a fundraising charity bike ride, Pedal for Patients, to support cancer care at Lakeridge Health.

2.2 Pedal for Patients was developed to help respond to the growing need for comprehensive cancer services in the Durham community. The event also provided an opportunity to showcase the progress that the Region and the area municipalities are making to support active transportation, while strengthening partnerships

between Lakeridge Health, the Region, area municipalities, local cycling groups and the public.

- 2.3 A project team led by Lakeridge Health Foundation and assisted by staff from the Transportation Planning Section was established to determine core objectives, routes, resources, and partners for the event.
- 2.4 PLH & Associates were hired by Lakeridge Health Foundation to help manage logistics and event roll out, given this was the first year a charity ride was being developed by the lead organizations.
- 2.5 A Charity Ride Planning Committee was established to help prepare for the event and included representatives from Lakeridge Health Foundation, Durham Regional Police Service (DRPS), Works Department (Traffic Engineering and Operations), Planning and Economic Development (Transportation Planning), Finance Department (Risk Management and Insurance), Corporate Services (Legal Services), Health Department (Paramedic Services), City of Oshawa, Township of Scugog, Town of Whitby, Durham Active Transportation Committee (DATC), bicycle shop owners and cycling advocates.

3. Overview of Event

- 3.1 A total of 96 riders took part in the Pedal for Patients ride, with \$97,317.40 raised in support of cancer care at Lakeridge Health through fundraising by participants and additional personal donations.
- 3.2 A registration fee of \$50 per rider was charged to help cover the cost of the event, which included various supports for the riders. A minimum fundraising goal of \$300 per rider was required to participate. Prizes were available at different fundraising tiers.
- 3.3 Participants could choose between a 27 kilometre (km) or an 80 km route, which included a mix of on- and off-road cycling facilities to offer different cycling experiences to riders. The routes were determined by representatives from the Charity Ride Planning Committee (Refer to Attachment #1).
- 3.4 The ride started and ended in the south parking lot of Regional Headquarters in Whitby. DRPS was on site to escort riders through busy intersections. Volunteers assisted with participant registration, and supported riders at all rest stops and to help them refuel. A support and gear vehicle was available in case anyone fell

behind or needed assistance with their bike during the ride. Directional signage was also provided along each route.

- 3.5 Members of the community also came out to cheer riders on, donate and celebrate after the ride. Three local food vendors were on site to provide lunch and refreshments to riders and supporters. Sponsorship was also received from several businesses.
- 3.6 A variety of promotional tactics helped raise awareness and encourage participation in the event including a media launch event at Regional Headquarters, radio interviews and advertisements, social media messaging through Regional and Lakeridge Health Foundation accounts, installation of curbex signs at key locations, and through e-newsletters and public service announcements.
- 3.7 The event webpage established by Lakeridge Health Foundation highlighted the purpose of the ride, fundraising targets, route and rest stop information, agenda for the event, a fundraising and donation tracker, and Frequently Asked Questions (FAQs).
- 3.8 A post-event survey was issued to inform future Charity Rides (refer to Attachment #1).

4. Key Outcomes and Community Impact of Pedal for Patients

- 4.1 The feedback from participants has been positive, with 100 per cent of riders surveyed indicating that they would ride in Pedal for Patients again. The majority of riders also indicated that they would recommend Pedal for Patients to people they know.
- 4.2 Many participants indicated on their donation pages that they were riding to honour friends and family affected by cancer and had a personal connection to the care provided at Lakeridge Health. These participants also noted that the ride was an opportunity to give back and reconnect with family, friends and colleagues.
- 4.3 The majority of participants came from within Durham region; however, the event did attract participants from across the country and beyond, including riders from Cape Breton, Nova Scotia and Boston, Massachusetts. This demonstrates the wide reach of the ride and how far people will travel to support their community and causes that matter most to them.

4.4 We had 26 volunteers assist on the day of the ride, which was critical to ensure that the event ran smoothly. Volunteer roles ranged from helping with event set up, tear down, welcoming riders and assisting with registration, collecting donations, directing and marshalling riders along the route, photography, supporting with bicycle maintenance or emergency repairs, and handing out refreshments and snacks at rest stops.

4.5 Over 56,000 people were engaged through the Region's social media messages about Pedal for Patients, demonstrating the interest and reach of this inaugural charity bike ride within the Durham community.

5. Previous Reports and Decisions

5.1 Report [#2023-INFO-07](#) was provided through the January 27 Council Information Package (CIP) to inform Regional Council members that staff from the Region and the Lakeridge Health Foundation were partnering to host the charity bike ride on May 28, 2023. The report indicated that a summary report would be provided after the event.

6. Relationship to Strategic Plan

6.1 This report aligns with and addresses the following strategic goals and priorities in the Durham Region Strategic Plan:

- a. Environmental Sustainability: Cycling is a sustainable travel solution, and a charity bike ride promotes the use and safe operation of bicycles.
- b. Community Vitality: Fundraising will contribute to health care research and services to support the health of residents of our community.
- c. Economic Prosperity: The charity ride and celebratory event supports partnerships with local services and businesses.
- d. Service Excellence: The charity bike ride can help optimize resources and support quality services valued by the community.

7. Conclusion

- 7.1 Events like the Pedal for Patients charity bike ride help to establish the region as a premier cycling destination, and a leader in coordinating and delivering community-based cycling initiatives and programs.
- 7.2 The event also helped showcase the progress that the Region and the area municipalities are making to support active transportation, while strengthening partnerships between Lakeridge Health, the Region, area municipalities, local cycling groups and the public.
- 7.3 The success of this year's inaugural event and the support received from both residents and visitors bodes well for the ongoing success of the annual Pedal for Patients charity bike ride. The Lakeridge Health Foundation is to be commended for a successful launch, and we look forward to help building continued support for active transportation and health care throughout Durham.

8. Attachments

Attachment #1: Pedal for Patients Summary Report

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Planning and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer

Pedal for Patients Summary Report



Lakeridge
Health
Foundation



Pedal
for Patients



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Conclusion and Next Steps



About Pedal For Patients

The Regional Municipality of Durham partnered with Lakeridge Health Foundation to host an inaugural fundraising charity bike ride, Pedal for Patients, on May 28, 2023.

Pedal for Patients was established to help respond to the growing need for comprehensive cancer services in the Durham community and provided an opportunity to showcase the progress that the Region and its area municipalities are making to support active transportation, while strengthening partnerships between Lakeridge Health, the Region, area municipalities, local cycling groups and the public.

Money raised through rider and team fundraising will advance and support cancer care and the Our Cancer Campaign at Lakeridge Health Oshawa.

PLH & Associates was hired to help with coordinating and organizing the ride, given this was the first time Lakeridge Health Foundation and Durham Region staff had organized a charity bike ride.



Giving toward cancer care means support for people touched by cancer at all stages of their journey

Results Snapshot

Below is a snapshot of the key participation and fundraising results achieved through the Pedal for Patients charity bike ride. These results demonstrate strong community support for the cause and show how cycling events can help foster community partnership and collaboration.



Overview of Routes

Riders had the choice between two challenging routes. A 27 km ride (see Figure 1) along on- and off-road routes within Whitby, which appealed to newer cyclists and those looking for a shorter ride. An 80 km ride (see Figure 2) was created for those looking for a longer ride that provided a mix between urban and rural routes across Whitby, Oshawa and Scugog.

Rest stops were included along each route which provided beverages, snacks and washrooms, and volunteers on hand to assist with any questions or bike maintenance needs. There was a fairly even split between route selection by participants with 52 riders selecting the 80 km route and 44 riders selecting the 27 km route.

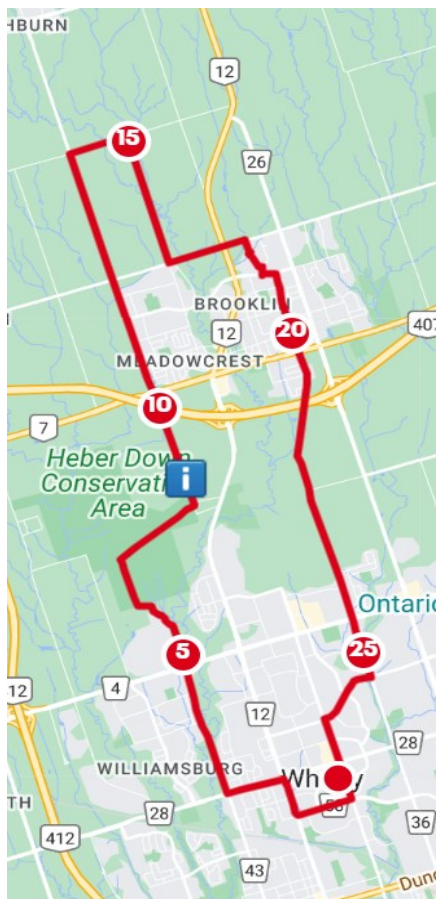


Figure 1: Map of 27 km route

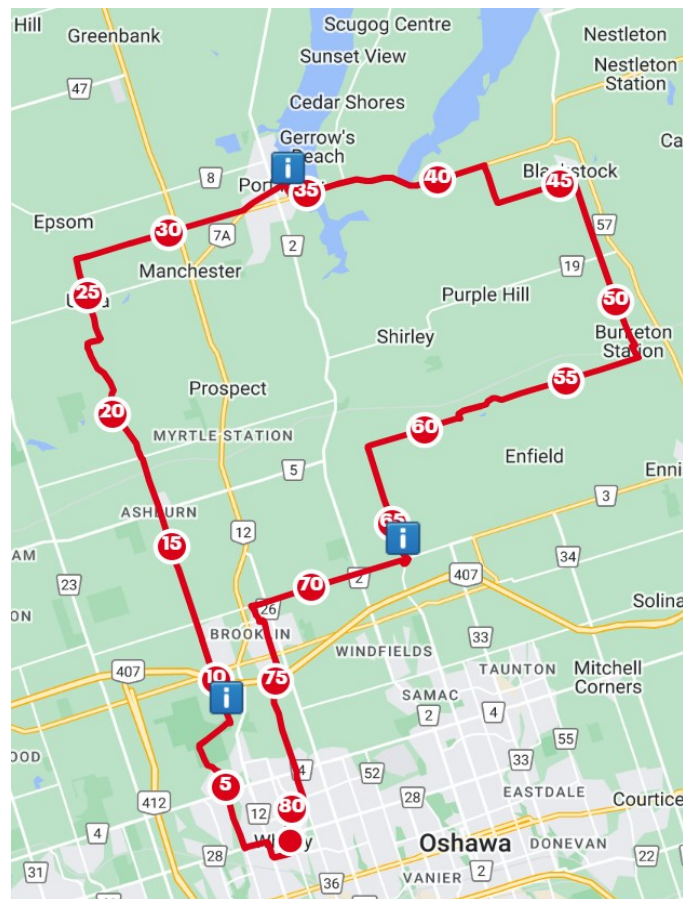


Figure 2: Map of 80 km route

Ride Day Agenda

Pedal for Patients started and ended at Regional Headquarters in Whitby. Each route had its own start time so that riders would return around the same time and to help ensure the safety of participants. An agenda for the day was shared with riders in advance via the event webpage and is provided below.

07:00 a.m.	Registration Registration opens for 80 km riders
07:45 a.m.	Opening Remarks Speaking and pep rally for 80 km riders
08:00 a.m.	80 km Start Time Ride begins for 80 km riders
09:00 a.m.	Registration Registration opens for 27 km riders
09:45 a.m.	Opening Remarks Speaking and pep rally for 27 km riders
10:00 a.m.	27 km Start Time Ride begins for 27 km riders
11:30 a.m. – 1:30 p.m.	Post-Ride Celebration Riders return to HQ for lunch, music and celebrating with the community

Participant Feedback

A post-event survey was circulated to participants after the ride to better understand what worked well, what could be improved and if there is interest from the community in participating again. A summary of the feedback shared is provided below.



Majority of riders would recommend Pedal for Patients to people they know!



100%

Of survey respondents said they would ride in Pedal for Patients again!



Majority of riders were satisfied with the routes and wouldn't change a thing!



Participant Feedback

More Rest Stops Needed

- Riders would prefer 2 rest stops for 27 km route and more rest stops at the mid-point
- Rest stop was too early for 80 km route (8 km in)
- Last rest stop for 80 km was too close to the finish



Increased Signage & Route Options

- Not enough signs along the route with pedal for patients logo
- Easy to miss 80 km and 20 km rest stop signage
- Prefer more options for riding including a shorter route 10 km and longer route 100 km

Routes and Start Times

- Riders loved the route and scenic ride through Port Perry, Oshawa and Whitby
- Some 80 km riders would prefer more separated facilities or lower speed roads
- Further shift start times for each rider so riders return together



Participant Feedback

Fundraising Goals

- Overall \$300 fundraising target was achievable for most riders
- Having support from organizers with fundraising is helpful and having other tiers such as \$250 would be welcome by some participants



Increase Promotion and Advertisement

- More advertising at hospitals and bike shops is needed.
- Offer sign up for future years at the ride itself when riders return
- More media coverage and promotion to help increase sign ups

Healthy Food Options & Beverage Selection

- Request for more electrolyte or non-carbonated beverages like juice after the ride and at rest stops
- Having healthier, less greasy options added for food portion
- Keep food open longer for stragglers

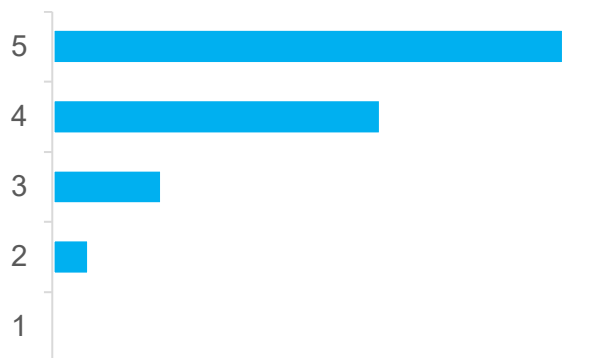


Participant Feedback

Additional questions were included in the survey regarding how participants felt about the route choices, how they would rate the event overall, willingness to recommend to friends and thoughts on the minimum fundraising amount of \$300. Overall, participants were very satisfied with the event, route choices and fundraising amounts and would be willing to recommend the Pedal for Patients ride to people they know.

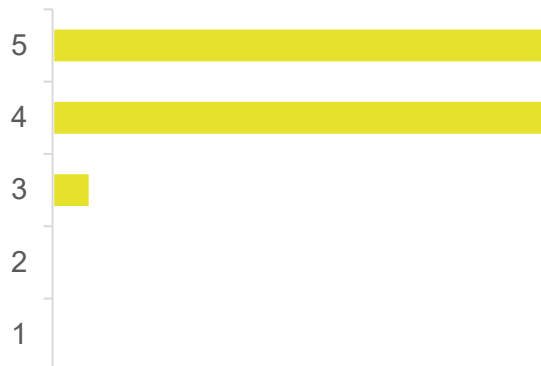
How did you feel about the route choices?

With 5 being perfect, wouldn't change a thing and 1 being unsatisfactory.)

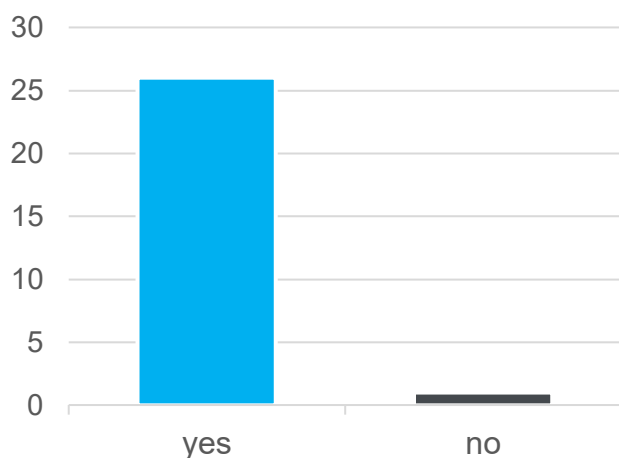


How would you rate the event?

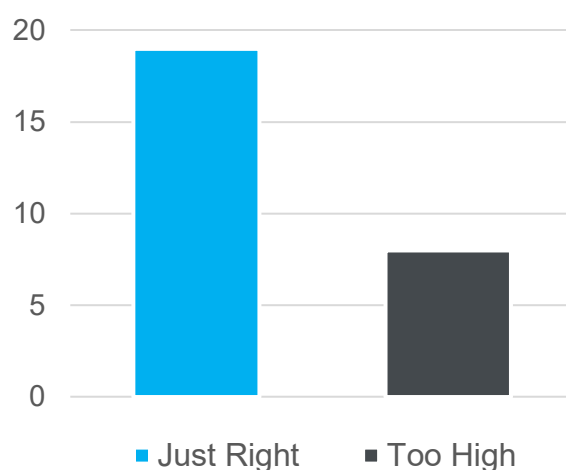
With 1 being unpleasant and 5 being amazing, loved every minute.



Would you recommend participation in Pedal for Patients to people you know?



What were your thoughts on the minimum fundraising amount?



Rider Stories

It's estimated that 1 in 2 Canadians will develop cancer in their lifetime. For some participants, Pedal for Patients means much more than just a bike ride. Many of the Pedal for Patients participants chose to ride to honour friends and family affected by cancer, and had a personal connection to the care provided at Lakeridge Health.

A snapshot of Pedal for Patients stories are included on pages 11 and 12 that profile and showcase the variety of reasons people joined the Pedal for Patients ride.



Stephanie Lane

“James was passionate about cycling. This will be a special ride.”

[See page 11 to read Stephanie's story](#)



John Patte

“We are living evidence of the benefits of cancer research and the cancer treatment at Lakeridge Health.”

[See page 12 to read John's story](#)

Rider Stories



Stephanie Lane

“James was passionate about cycling. This will be a special ride.”

Stephanie Lane, Research Associate in the R.S. McLaughlin Durham Regional Cancer Centre’s (DRCC) Clinical Trials Program, is riding in memory of her late husband James. “James passed away quite suddenly from cancer at 34,” said Stephanie. “He was diagnosed with stage four colorectal cancer in July 2021, and passed away almost a month later in August.”

Nearly two years after James’ passing, the Pedal for Patients bike ride has become an opportunity to honour his memory with family, friends and colleagues. “James was passionate about cycling so I finally got a decent bike and have been out for a few bike rides,” she said. “It’s been nice to have that time to reflect.”

“This will be a special ride,” she explained. “James was treated here in the DRCC and I am very grateful for the excellent care he received so close to home. I’m looking forward to raising funds for cancer care in the community while doing something James loved.”

To read the full story visit: <https://lhfoundation.ca/Your-Impact/Stories/pedaling-with-a-purpose>



Team
Captain



Reached
Personal
Goal



Personal Goal: \$600 | **Achieved: \$1,515**



Team Goal: \$5,000 | **Achieved: \$7,075**

Rider Stories



John Patte

“We are living evidence of the benefits of cancer research and the cancer treatment at Lakeridge Health.”

John Patte and his wife are both cancer survivors and were treated at Lakeridge Health Oshawa. “We are living evidence of the benefits of cancer research and the cancer treatment at Lakeridge Health” said John. This year, John chose to ride, and to donate, for friends diagnosed with cancer “who are now facing the suffering, fear and uncertainty that go with that diagnosis”.

John knows firsthand the impact that riding for this important cause has on all stages of one's cancer journey and he encouraged those that could not ride in person to donate and ride in spirit. John raised \$1,500 as an individual rider and his Pedal for Patients team, Freewheelers for a Cure, raised \$1,975 in total, \$475 more than their goal of \$1,500, demonstrating the outstanding level of support for a ride and fundraising for an important cause.

To read the full story visit: <https://lhfoundation.ca/Your-Impact/Stories/pedaling-with-a-purpose>



**Self
Donation**



**Team
Captain**



**Reached
Personal
Goal**



Personal Goal: \$1,000 | Achieved: \$1,500



Team Goal: \$1500 | Achieved: \$1,975

Partnerships & Collaboration

Pedal for Patients was hosted in collaboration with Lakeridge Health Foundation and with support from Durham’s area municipalities and community partners. A Charity Ride Planning Committee was established with representation from staff at the Region, Durham Regional Police Service, Lakeridge Health Foundation, PLH & Associates, area municipalities, Durham Active Transportation Committee (DATC), and cycling advocacy groups and bicycle shops. The Committee met quarterly between December 2022 and March 2023 to plan the ride routes and develop materials.

A total of 26 volunteers from the community were also available to assist on the day of the ride. Roles of volunteers ranged from helping with set up, tear down, welcoming riders, assisting with registration, collecting donations, directing and marshalling riders along the route, photography, supporting with bicycle maintenance or emergency repairs, and handing out refreshments and snacks at rest stops.

Pedal for Patients also received sponsorship from Durham Medical, Ai Insurance Organization, CKDO radio and KX96 radio. Local food vendors from 3 Amigas Churros, Hot Dogs and More, and Masala Box provided lunch to riders and attendees. Staff from Bicycles Plus provided on-site bike tune-ups and repairs for riders and Port Perry Pedals was also on site to raise awareness of their ride and show support for the event.



Conclusion and Next Steps

Pedal for Patients' inaugural ride was very well received by the Durham community and helped establish Durham as a premiere destination for cycling and a leader in coordinating and delivery community-based cycling initiatives and programs. The event helped build new partnerships and relationships between Regional staff, Lakeridge Health Foundation, Durham's area municipalities and additional community-based organizations across the region.

Given the success of this year's event and the support from residents and visitors, it is intended that Pedal for Patients will continue to be hosted annually, in partnership with Lakeridge Health Foundation, to help build continuous support for active transportation and health care throughout Durham. The success of Pedal for Patients would not have been made possible without the support and resources of all our partners!



Contact us! To learn more about Pedal for Patients and ways you can help, please visit: [Pedal for Patients \(lhfoundation.ca\)](https://lhfoundation.ca)



**Lakeridge
Health
Foundation**

If this information is required in an accessible format, please contact us.
Within Durham: 311
Toll-Free: 1-800-372-1102



The Regional Municipality of Durham Report

To: Planning and Economic Development Committee
From: Commissioner of Planning and Economic Development
Report: #2023-EDT-13
Date: October 3, 2023

Subject:

Growing Agri-Food Durham Plan Annual Report

Recommendation:

That the Planning and Economic Development Committee recommends:

That this report be received for information.

Report:

1. Purpose

- 1.1 The purpose of this report is to provide an annual update on the implementation of the Growing Agri-Food Durham Plan and the Local Food Business Retention and Expansion (BR+E) Action Plan.
- 1.2 This report will be accompanied by a staff presentation from Stacey Jibb, Manager of Agriculture and Rural Economic Development and Allison de Vos, Agriculture Economic Development Specialist.

2. Background

- 2.1 The Local Food BR+E Action Plan was introduced in 2019 to strengthen the local food value chain by identifying the opportunities, desires and limitations for food producers and suppliers.

- 2.2 The Growing Agri-Food Durham Plan (the Plan) was endorsed by Council in June of 2022 and sets out the Region's activities to grow and support Durham's agri-food businesses and the agri-food industry over a period of five years. As one of the top goods-producing industries in the region, agri-food offers a significant economic opportunity to create jobs and enable economic growth in all corners of the region.
- 2.3 Durham Region is home to 1,200 farms and 210,758 acres of agricultural lands, which is more than any other jurisdiction in the Greater Toronto Area. The Rural System comprises a majority of the region's land base, supporting the agri-food industry, and enabling farms and food businesses to thrive. The success of the agricultural sector is imperative to Durham's overall economic health.
- 2.4 When the Agri-Food Durham Plan was prepared in 2022, the Local Food BR+E Action Plan was incorporated into it. The activities within the Local Food BR+E Action Plan are now identified as one of the Goal Areas of the Growing Agri-Food Durham Plan, i.e., Goal 1: Retain and expand local food businesses. This report will identify activities supporting implementation of both the Agri-Food Plan and the previously stand-alone Local Food BR+E Action Plan.

3. Previous Reports and Decisions

- 3.1 The Region of Durham Local Food Business Retention and Expansion Project Report and Action Plan was received by Planning and Economic Development Committee on June 4, 2019 ([#2019-EDT-11](#)).
- 3.2 The Growing Agri-Food Durham – A Five-Year Plan to Grow the Agri-Food Industry was received by Planning and Economic Development Committee on June 7, 2022 endorsed by Regional Council on June 29, 2022 ([#2022-EDT-10](#)).
- 3.3 The Local Food Business Retention and Expansion Project: Annual Implementation Update for 2022 was received by the Planning and Economic Development Committee on December 6, 2022 ([#2022-EDT-16](#)).

4. Implementation of the Growing Agri-Food Durham Plan

- 4.1 The Agri-Food Plan is a five-year action-focused plan to guide the activities of the Agriculture and Rural Economic Development staff. It is task-oriented and benefits the agri-food industry while supporting agri-food partners/organizations across the region.

- 4.2 Over the last year, Economic Development and Tourism Division staff have worked in collaboration with partners such as the Durham Farm Fresh Marketing Association, Durham Farm Connections, the Durham Region Federation of Agriculture, the Durham Agricultural Advisory Committee and others to deliver several projects, initiatives and events that advance implementation of the Plan.
- 4.3 The list below highlights some of the key activities completed or underway to advance each of the ten goal areas identified within the Plan.

Goal 1: Retain and expand local food businesses.

- Business case and feasibility study completed to evaluate the feasibility of establishing a Durham Region Local Food Logistics Hub and Innovation Centre. Staff are currently exploring partnerships with local businesses and organizations to advance the actions identified within the study.
- Local Food Week campaign launches the first week of June each year to promote Ontario Local Food Week. This campaign includes updates to the [Invest Durham Local Food Directory](#), promotion of a farmers' market calendar, local food related blog posts and amplifying messages from partners such as the Durham Farm Fresh Marketing Association.
- The 2022 Gates Open event took place on October 1 and 2, 2022. This successful event returned after a 2-year hiatus due to COVID-19. The goal of the event is to highlight Durham's vibrant local food businesses including agri-tourism operators and on-farm craft beverage producers. The event is organized jointly between the Economic Development and Tourism Division and the Durham Farm Fresh Marketing Association.

Goal 2: Streamline regulations and approvals process for agri-food businesses.

- Agriculture Economic Development and Planning workshop held in June 2022 with a focus on creating strong working relationships between Economic Development, Planning and Building staff to effectively work together to support agri-food related businesses.

Goal 3: Enable and encourage agriculture related, on-farm diversified uses and agri-tourism uses.

- Best Practices for On-Farm Diversified Uses Report ([#2023-EDT-3](#)) shared with Planning Directors from Durham's eight area municipalities.

- ‘So You Think You Want To Farm’ and ‘So You Think You Want To Diversify’ multi-part webinar series were held in winter and spring 2022 to provide resources for startup farms or farms looking to diversify.

Goal 4: Advocate for infrastructure support.

- In July 2022, staff organized a tour for the Durham Agricultural Advisory Committee (DAAC) and Agricultural Advisory Committee of Clarington (AACC) to the Oshawa Port and the Hamilton Port to highlight the ongoing investments from the Hamilton Oshawa Port Authority (HOPA) that support the agri-food industry.
- Representatives from HOPA presented to DAAC in the Fall of 2022 to share further information about plans for infrastructure enhancement, including the expansion of grain handling capacity at the Oshawa grain terminal facilities.

Goal 5: Increase agri-food processing capacity in Durham Region.

- Through the Scugog Business Program, staff have conducted several interviews with food processing businesses to understand the challenges and opportunities facing this sector.

Goal 6: Identify opportunities and solutions for the workforce and labour shortages in the agri-food industry.

- Agri-food Workforce Development Video Series ([#2022-EDT-4](#)) launched in 2022 highlighting career opportunities in the agri-food industry and featuring local farm and business operators.
- Precision Agriculture Field Day ([#2023-EDT-10](#)) held in May 2023 where secondary school students visited a farm in Clarington to gain on-the-ground insights into the application of precision agriculture technologies and to explore the career opportunities related to this field of study.

Goal 7: Provide resources for aging and young farmers.

- In collaboration with BDO Canada, a virtual Succession Planning workshop was held in 2022 with content tailored specifically to agricultural businesses and farm families.

Goal 8: Partner with agricultural organizations to deliver and expand agricultural literacy in the region.

- Ongoing support is provided to Durham Farm Connections who delivers educational programming for farm and non-farm populations in Durham Region, including an in-person event focused on educating primary school students about where food comes from.
- In collaboration with DAAC, plans are underway to deliver Agriculture 101 presentations and training to municipal councils across the region. An Agriculture 101 presentation was delivered to Regional Council by the DAAC Chair in February 2023.

Goal 9: Enable and encourage a culture of innovation in agriculture.

- Vertical Farming 101 workshop series delivered in collaboration with York Region in 2022 focusing on topics that would benefit investors and business start-ups interested in the controlled environment agriculture space.
- Developed [precision agriculture videos](#) for secondary schools across Durham Region to use in the classroom for educational purposes in partnership with Durham Farm Connections.

Goal 10: Enhance urban agriculture.

- Ongoing partnership with Durham College and the Barrett Center for innovation in Sustainable Urban Agriculture, including support on a joint application to the Local Food Infrastructure Fund and establishing a temporary home for the Barrett Center on a Regionally owned site located in the Town of Ajax.

4.4 Successful implementation of the Agri-Food Plan relies on strong relationships between the Region and agri-food partners. As part of the consultation on the development of the Plan, a commitment was made to provide an annual report to agri-food partners to communicate activities underway or completed. Over the next several months, staff will attend meetings of Durham Farm Fresh Marketing Association, Durham Region Federation of Agriculture, Durham Farm Fresh, DAAC and the AACC to share details related to the implementation of the Plan.

5. Ontario Agriculture Week and Gates Open 2023

- 5.1 The first full week of October marks Ontario Agriculture Week, which provides an opportunity to celebrate the more than 200 different food commodities grown in Ontario and the farmers who are pivotal to our local food production. Over the course of this week, the staff have prepared messaging to be shared across the Region's social channels celebrating agriculture and food production in Durham Region.
- 5.2 A campaign is underway for the month of October to celebrate the 30-year anniversary of Durham Farm Fresh. The campaign will encourage residents to gather at local farms. From apple picking to potato digging and pumpkin patches to wagon rides, this October, farms across Durham are offering reasons to gather with friends. This campaign will replace the activities of Gates Open in 2023 and will be delivered jointly with Durham Tourism, Invest Durham and the Durham Farm Fresh Marketing Association supporting the messages. Visit www.durhamtourism.ca/gather
- 5.3 The Durham Farm Connections [Celebrate Agriculture Gala](#) will be taking place on October 19, 2023. This event is an opportunity to celebrate farming in Durham Region. It features a local food showcase, farmers market style social and award presentations to honour farm families and individuals across Durham's agri-food community.

6. Relationship to Strategic Plan

- 6.1 This report aligns with/addresses the following strategic goals and priorities in the Durham region Strategic Plan:

Goal 3: Economic Prosperity

- Item 3.5: Provide a supportive environment for agriculture and agri-food industries.

7. Conclusion

- 7.1 The Growing Agri-Food Durham Plan supports the growing of the agri-food industry in Durham, one of the priority clusters identified in Regional Economic Development Strategy ([Ready Set Future: A PLACE Blueprint for Durham](#)).

7.2 Plans are underway to support or launch several key initiatives that will continue to advance the agri-food industry. Activities include building capacity for agri-innovation and supporting agri-tech programming, enhancing relationships with agri-food processing businesses and launching an apple value chain project. In addition, Planning and Economic Development Department staff are in the initial stages of working with the Townships of Scugog, Uxbridge and Brock to identify opportunities for encouraging and enabling agriculture related and on-farm diversified uses collaboratively across north Durham.

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Planning and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer

Resolutions from Advisory Committees

Durham Environment and Climate Advisory Committee

1. Perennial/Pollinator Plots Pilot

That we recommend to the Planning and Economic Development Committee for approval and subsequent recommendation to Regional Council:

That staff be requested to investigate the possibility of a perennial/pollinator plots pilot on Regional lands and report back to the Durham Environment and Climate Advisory Committee (DECAC).