



## The Regional Municipality of Durham

### Planning and Economic Development Committee Agenda

Tuesday, November 5, 2024, 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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<b>4. Statutory Public Meetings</b>	
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5.1 Allison de Vos, Economic Development Specialist re: Apple Value Chain Video Series and Educational Campaign (#2024-EDT-15) [Item 8.2 b)]	
<b>6. Delegations</b>	
6.1 Chris Rickett, Executive Director, Stakeholder Relations and Social Impact, GTAA (In-Person Attendance), and Johan van't Hof, Member of the Board of Directors, GTAA (In-Person Attendance) re: Greater Toronto Airport Authority (GTAA) 2024 Annual Update and Pearson LIFT (#2024-EDT-14) [Item 8.2 a)]	
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Apple Value Chain Video Series and Educational Campaign

**9. Advisory Committee Resolutions**

There are no advisory committee resolutions to be considered

**10. Confidential Matters**

There are no confidential matters to be considered

**11. Other Business**

**12. Date of Next Meeting**

Tuesday, December 3, 2024 at 9:30 AM

**13. Adjournment**

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## The Regional Municipality of Durham

### MINUTES

#### PLANNING & ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, October 1, 2024

A regular meeting of the Planning & Economic Development Committee was held on Tuesday, October 1, 2024 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 Pickles, Vice-Chair  
Councillor Collier\*  
Councillor Kerr  
Councillor Neal\*  
Councillor Shahid  
Regional Chair Henry  
**\* denotes Councillors participating electronically**

Also  
Present: Councillor Crawford\*  
Councillor Woo\* attended for part of the meeting  
**\* denotes visiting Councillors participating electronically**

Absent: Councillor Chapman, Chair  
Councillor Wotten was absent on municipal business

#### Staff

Present: E. Baxter-Trahair, Chief Administrative Officer  
B. Bridgeman, Commissioner of Planning & Economic Development  
C. Boyd\*, Solicitor, Chief Administrative Office – Legal Services  
M. Broderick, Manager, Economic Development, Business Development & Investment  
A. Burgess, Director, Corporate Communication & Engagement  
A. Caruso\*, Senior Planner, Transportation Planning  
S. Dessureault, Committee Clerk, Corporate Services – Legislative Services  
T. Fraser, Committee Clerk, Corporate Services – Legislative Services  
S. Gill, Director, Economic Development & Tourism  
C. Goodchild, Director of Planning  
B. Goodwin, Commissioner of Corporate Services  
A. Hector-Alexander, Director, Diversity, Equity & Inclusion (DEI)  
B. Holmes, General Manager, Transit  
R. Inacio, Systems Support Specialist, Corporate Services – IT  
R. Jagannathan, Commissioner of Works

J. Kelly, Manager, Policy & Special Studies  
C. Leitch, Manager, Transportation Planning  
L. Lovery, Director, Rapid Transit & Transit-Oriented Development (TOD)  
J. Severs, Manager, Economic Development, Marketing & Tourism  
T. Shaver, Manager, Small Business Enterprise Centre, Economic  
Development & Tourism  
K. Smith, Committee Clerk, Corporate Services – Legislative Services  
L. Trombino, Manager, Plan Implementation  
V. Walker, Committee Clerk, Corporate Services – Legislative Services  
R. Woon, Senior Solicitor, Chief Administrative Office – Legal Services  
**\* denotes staff participating electronically**

**2. Declarations of Pecuniary Interest**

There were no declarations of pecuniary interest made.

**3. Adoption of Minutes**

Moved by Councillor Kerr, Seconded by Councillor Shahid,  
(56) That the minutes of the regular Planning & Economic Development  
Committee meeting held on Tuesday, September 3, 2024, be adopted.  
CARRIED

**4. Statutory Public Meetings**

There were no statutory public meetings.

S. Gill announced that the Business Advisory Centre Durham (BACD) recently joined Invest Durham in the Economic Development and Tourism Division. He introduced Teresa Shaver as the Manager, Business Advisory Centre Durham, and members of the BACD team.

C. Goodchild introduced Chris Leitch as the new Manager of Transportation in the Planning Division.

**5. Presentations**

5.1 Aneesah Luqman, Senior Planner, Policy Planning & Special Studies, re: Durham Region Profile – Demographics and Socio-Economic Data (2024-P-15) [Item 7.2 a)]

Aneesah Luqman, Senior Planner, Policy Planning & Special Studies, provided a video presentation regarding Durham Region Profile – Demographics and Socio-Economic Data.

Highlights of the presentation included:

- Roadmap
  - Introduction and Overview
  - 2021 Census Data Trends
- Durham Profile Overview
  - Reporting Areas
  - Components
  - Population
  - Social Characteristics
  - Households
  - Employment & Income
  - Education
  - Agriculture

Staff responded to questions from the Committee with regards to whether the immigration statistics of new residents to the Region includes international students and residents arriving from other provinces; whether the average number of people per household statistics accounts for all residents; whether the average age of farmers is of concern; and what could be implemented to attract younger farmers to agricultural employment to create greater stability in the sector.

## **6. Delegations**

### **6.1 Terry Rekar (In-Person Attendance), re: Envision Durham**

Terry Rekar, participating in-person, appeared before the Committee regarding Envision Durham.

T. Rekar expressed concerns with regards to the established minimum densities and intensification targets set out in the Envision Durham plan.

### **6.2 James Bountrogiannis (In-Person Attendance), re: Envision Durham**

James Bountrogiannis, participating in-person, appeared before the Committee regarding Envision Durham.

J. Bountrogiannis expressed concerns with regards to the climate change and sustainability objectives set out in the Envision Durham plan, particularly as it relates to achieving a net-zero carbon footprint and the policies for reducing greenhouse gases.

### **6.3 James Bountrogiannis (In-Person Attendance), re: Transportation Master Plan**

James Bountrogiannis, participating in-person, appeared before the Committee regarding the Transportation Master Plan.

J. Bountrogiannis stated his support for bike lanes and the electric scooter program in the City of Oshawa. He further stated the importance of maintaining adequate parking, particularly in the downtown Oshawa core, as future developments are designed and constructed.

6.4 Patricia Conlin (In-Person Attendance), re: Envision Durham

Patricia Conlin, participating in-person, appeared before the Committee regarding Envision Durham.

P. Conlin expressed concerns with regards to the sustainability plans in Envision Durham; the proposed population growth targets for the Region; and the implication of a rapid increase in population to achieving a net-zero carbon footprint.

6.5 David Ward (In-Person Attendance), re: Envision Durham

David Ward, participating in-person, appeared before the Committee regarding Envision Durham.

D. Ward expressed concerns with regards to the projected numbers for rapid population growth expected in the Region by 2051 and how it compares to the projected job growth figures set out in Envision Durham.

6.6 Jeanette Miller (In-Person Attendance), re: Envision Durham

Jeanette Miller, participating in-person, appeared before the Committee regarding Envision Durham.

J. Miller expressed concerns regarding the strategic growth policies set out in the Envision Durham plan. She expressed further concerns regarding high-density developments and the unsuitability of the transit-oriented development objectives for rural areas of the Region.

**7. Planning**

7.1 Correspondence

A) Correspondence received from Maya Harris, Manager Community Planning and Development (East), Ministry of Municipal Affairs and Housing, dated September 3, 2024, re: Region of Durham 2023 Official Plan Notice of Decision

B. Bridgeman responded to questions from the Committee regarding the implementation process if Bill 23 is proclaimed; the planning responsibilities that would be affected by Bill 23; and whether communication regarding the changes resulting from Bill 23 would be issued to residents.

Moved by Councillor Shahid, Seconded by Councillor Kerr,  
(57) That Correspondence received from Maya Harris, Manager Community Planning and Development (East), Ministry of Municipal Affairs and Housing, dated September 3, 2024, re: Region of Durham 2023 Official Plan Notice of Decision be received for information.

CARRIED

B) Information Report #2024-INFO-57, re: Envision Durham – Provincial Decision on the New Regional Official Plan

Moved by Councillor Shahid, Seconded by Councillor Kerr,  
(58) That Information Report #2024-INFO-57, re: Envision Durham – Provincial Decision on the New Regional Official Plan be received for information.

CARRIED

7.2 Reports

A) Durham Region Profile – Demographics and Socio-Economic Data (2024-P-15)

Report #2024-P-15 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Kerr, Seconded by Councillor Shahid,  
(59) That Report #2024-P-15 of the Commissioner of Planning and Economic Development be received for information.

CARRIED

**8. Economic Development**

8.1 Correspondence

There were no communication items to be considered.

8.2 Reports

There were no Economic Development Reports to be considered.

**9. Advisory Committee Resolutions**

There were no advisory committee resolutions to be considered.

**10. Confidential Matters**

There were no confidential matters to be considered.

**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, November 5, 2024 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 Kerr,  
(60) That the meeting be adjourned.

CARRIED

The meeting adjourned at 10:37 AM

Respectfully submitted,

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D. Pickles, Vice-Chair

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V. Walker, Committee Clerk





# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2024-P-16  
Date: November 5, 2024

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**Subject:**

Bill 23 Proclamation Update: Upper-Tier Planning Responsibilities

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**Recommendation:**

That the Planning and Economic Development Committee recommends:

That this report be received for information.

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**Report:**

**1. Purpose**

1.1 At the October 1, 2024, Planning and Economic Development Committee meeting, questions were asked of staff about the anticipated timing and impact of Bill 23's proclamation relative to the future of Durham Region's upper tier land use planning function. Staff stated it is not known at present when proclamation for Durham will occur; a date has not been announced by the province. This report provides additional information on the status of Bill 23 proclamation to what was provided at the Committee meeting.

**2. Background**

2.1 Over two years ago, on October 25, 2022, the province tabled Bill 23 which introduced fundamental changes to the land use planning system in Ontario through legislative amendments to the Planning Act, the Conservation Authorities Act, the Development Charges Act and other pieces of legislation. The Bill introduced the "More Homes, Built Faster: Ontario's Housing Supply Action Plan 2022-2023",

which was intended to advance the government's goal of getting 1.5 million new homes built in Ontario by 2031.

- 2.2 The majority of Bill 23 received Royal Assent on November 28, 2022. However, the parts of Bill 23 that proposed to make changes to the upper tier planning responsibilities do not come into effect until a specified future date, generally known as the "proclamation date", or "date of proclamation". Another bill, Bill 185 was subsequently released in early 2024 and included a proclamation date of July 1, 2024 for the Regions of Halton, Peel and York. A proclamation date for the remaining three regions, namely Durham, Niagara and Waterloo, has not yet been announced by the province.
- 2.3 The absence of a proclamation date for the past two years has been disruptive to the operation of the Region's Planning Division. A number of planners have left the Region and it has been a challenge to recruit new staff due to the uncertain planning environment. Given the current shortage of qualified land use planners within the Region's Planning Division, an outside firm has recently been engaged to provide professional support to the Department on an as-need basis to ensure the needs of our area municipal partners and private sector clients will continue to be met.

### **3. Current Planning Responsibilities**

- 3.1 Bill 23 proposes to remove the existing planning approval responsibilities from all the upper-tier regions. However, it may be noted that Durham delegated its statutory approval authority for subdivisions, condominiums, and part-lot control exemption by-laws to Pickering, Ajax, Whitby, Oshawa and Clarington almost 25 years ago. At present, the Region is the approval authority for subdivisions, condominiums and part-lot control exemption by-law for the Townships of Brock, Scugog and Uxbridge. Following proclamation of Bill 23, the Townships of Brock, Scugog and Uxbridge would have to assume this approval authority.
- 3.2 As of the end of 2023, the Region delegated its approval responsibilities for Land Division/Consents to enable further streamlining. There are no other approval responsibilities to be delegated to the five lakeshore municipalities. The main impact of proclamation in terms of additional work will be to the three northern townships.
- 3.3 The Region undertakes plan review responsibilities on behalf of the province for matters such as noise impacts, site contamination, archaeology, for all eight area municipalities. These provincial plan review responsibilities were assigned to the Region through a Memorandum of Understanding with the province in 1996. It remains unclear if the Region will be requested by the province to continue these review responsibilities.

#### 4. Following Proclamation

##### 4.1 Upon proclamation, the following will occur:

- a. The Regional Official Plan would become the official plan for the lower-tier municipalities who could repeal or amend it. The new Regional Official Plan (“Envision Durham”) was approved by the province on September 3, 2024. The Final Decision is not subject to appeal. Area municipalities are currently working on updating their official plans to conform to Envision Durham, while considering how the new Provincial Planning Statement (2024) that came into effect on October 20, 2024, can be implemented;
- b. Area municipalities will assume approval authority for all Planning Act decisions, except official plans and official plan amendments (including secondary plans), which will need to be approved by the Ministry of Municipal Affairs and Housing; and
- c. All eight area municipalities will have approval authority over subdivisions, condominiums, land division, and part lot control exemption by-laws. Commenting responsibilities on all land use planning applications and related matters will continue to be performed by the Region to protect Regional interests related to infrastructure, services and Regionally-owned land.

4.2 A draft Planning Services Agreement was prepared last year that could allow an area municipality to request development related planning advice, assistance, services or expertise from the Region. Regional planning staff could then be contracted to provide support similar to the way other Regional supports are provided in areas of human resources, IT and legal. It is expected that the northern townships may require Regional planning support, more so than the southern municipalities, depending on the future volumes of planning and development activity.

#### 5. **The term “Upper tier municipality without planning responsibilities” does not mean the elimination of the upper tier planning function**

5.1 Bill 23 introduced a new definition into the Planning Act called “Upper tier municipalities without planning responsibilities”. This new term is unfortunate because it has created confusion among some of our stakeholders regarding the future of the upper tier planning function. While Bill 23 has proposed to remove certain planning approval responsibilities from the upper tiers, there are still a host of important regional planning functions that need to continue post-proclamation. The Region’s role in infrastructure and service planning is to ensure that growth-related infrastructure is planned, prioritized, funded and in place to support new

development. Decisions to invest in infrastructure and services are based on the coordination of planning permissions, an integrated approach to long range infrastructure planning, and capital financing so that required water, sewer, roads and other infrastructure and services will be available to enable new housing construction.

- 5.2 The new Regional Official Plan provides the policies and designations to guide the near doubling of Regional growth to a population of 1.3 million residents and 460,000 jobs by 2051. Accelerated levels of growth will occur through intensification and infill, transit-oriented development, on vacant urban area lands, redevelopment and within new communities within the Region's eight area municipalities. Also through Bill 23, the Region's five lakeshore municipalities were identified as "Large and Fast Growing Municipalities" and have adopted housing pledges that support accelerated growth in keeping with provincial housing objectives.
- 5.3 The new ROP will remain a guiding document for Regional Council to make infrastructure and service decisions, despite proclamation, as directed by Regional Council upon adoption of the new ROP in the spring of 2023.
- 5.4 Listed below is an overview of activities currently being undertaken by the Regional Planning Division that could be expected to continue following proclamation:

### **Broader Regional Initiatives**

- a. Coordination and provision of subject matter expertise for Regional Advisory Committees, including Durham Environment and Climate Change Advisory Committee, Durham Active Transportation Committee and the Durham Agricultural Advisory Committee.
- b. Planning-related expertise for portfolios such as sustainability, energy, Community Safety and Well-Being, Indigenous Engagement and other projects.
- c. Involvement with each of the region's conservation authorities MOUs, annual budgets and workplans.
- d. Support of the work of the Economic Development and Tourism Division through data collection, policy development, reporting, mapping and measures that continue to preserve and support the agricultural land base.
- e. Responding to internal processes, including comments on the sale of surplus lands from the Region or municipalities, processing of MFIPPA requests, and requests under the Retail Holiday Business Act for changes to hours of operation.

- f. Providing evidence/materials for OLT Hearings or other Tribunals for planning related hearings, presentations at Committees and Council for development related planning matters that involve a Regional interest.

### **Development Advisory Services**

- g. Coordination of street naming, in consultation with Durham Regional Police Services in order to avoid the use of similar sounding street names to reduce confusion for emergency services.
- h. Updating and administering of the Region's Woodland By-law enforcement consultant, including reviewing and approval of Good Forestry Practices and Clear-Cutting Permit requests under the Regional Woodland By-law.
- i. One window review/commenting on development applications, area municipal plans and studies, area municipal official plans, official plan amendments and secondary plans, proposals from external agencies and initiatives from other levels of government that affect the Region's interest in land, development, services or infrastructure.
- j. Commenting on various plans/initiatives/studies or applications for neighbouring municipalities, land use compatibility with Regional facilities/infrastructure, third party infrastructure proposals, provincial Environmental Certificate of Approval applications, and aggregates licensing.

### **Growth Management/Data Analytics**

- k. Ongoing monitoring, analysis, forecasting and reporting on region-wide development, land use, transportation and demographic trends to inform decisions on infrastructure needs to expand growth management and data analytic capabilities.
- l. Planning related GIS capabilities and geographic data to enable reporting on development and land related geographic information to enable informed decision making by internal departments, area municipalities, businesses, stakeholders and the public in a variety of land use related fields.
- m. Support, develop and advance reporting on planning related data, including key performance indicators within the Strategic Plan, and public facing interactive GIS mapping tools, dashboards, viewers and data aggregation.
- n. Conducting and ensuring accuracy of the Region's Annual Business Count.
- o. Producing mapping, graphics, and data products used by the Department, other Regional Departments, external stakeholders, agencies, area municipalities and the public.

## Transportation Planning

- p. Work to support long-term transportation planning to ready the Region for forecasted levels of growth through transportation modelling, impact analysis and through an update to the Transportation Master Plan. Key transportation initiatives are currently underway in support of the GO East extension, active and sustainable mobility initiatives, high frequency rail, freight and goods movement and transit-oriented development initiatives.
- q. Elevating the importance of active transportation, promote reducing car dependency and advance active and sustainable modes of travel advancing initiatives under Smart Mobility Durham (Smart Commute Durham, Cycle Durham, Active and Sustainable School Travel Plans, and Carpool Lots/Small Urban and Rural Carpool Lots).

## Housing Planning Policy and Implementation

- r. Assistance for Social Services Affordable Housing Development and Renewal to expedite new development on Regionally owned sites and the provision of planning expertise, as required.
- s. Support Regional redevelopment/regeneration initiatives for new affordable and supportive housing.

## 6. Next Steps

- 6.1 Regional staff will continue to monitor how Halton, Peel and York are dealing with their transition processes so we can have the benefit of lessons learned should a proclamation date be announced for Durham Region.
- 6.2 Through the development of a Memorandum of Understanding with the province, and our area municipalities, the division of responsibilities will continue to be further refined.

## 7. Previous Reports and Decisions

- 7.1 The implications of Bill 23 on the Region of Durham was first presented through Report [#2022-COW-33](#) in December of 2022.
- 7.2 The delegation of Durham Region's Land Division responsibilities and an update on Bill 23 was provided through Report [#2023-P-22](#) in September of 2023.

## 8. Relationship to Strategic Plan

- 8.1 This report aligns with the Strategic Goal of Service Excellence in the Durham Region Strategic Plan and the following priorities:
- a. 5.1: Optimizing resources and partnerships to deliver exceptional quality services and value: by ensuring capacity and training are provided and available for consent applications; and
  - b. 5.2 Collaborating for a seamless service experience: by ensuring that training, materials, time and communication are provided so that existing and future land division applicants are aware of process changes.

## 9. Conclusion

- 9.1 Staff will report on any Bill 23 related matters and any progress related to the creation of Memoranda of Understanding with the province or our area municipalities as information becomes available or progress is made.
- 9.2 A copy of this report will be shared with Durham's area municipalities and conservation authorities.

Respectfully submitted,

Original signed by

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

Recommended for Presentation to Committee

Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer

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



# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2024-EDT-14  
Date: November 5, 2024

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**Subject:**

GTAA 2024 Annual Update and Pearson LIFT

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**Recommendation:**

That the Planning and Economic Development Committee recommends:

That this report be received for information.

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**Report:**

**1. Purpose**

1.1 The purpose of this report is to advise Committee that representatives from the Greater Toronto Airport Authority (GTAA) will be appearing at the November 5<sup>th</sup> Planning and Economic Development Committee meeting to deliver an annual update and to present information regarding a major multi-year capital investment program at Toronto Pearson International Airport termed "Pearson Lift".

**2. Background**

2.1 The GTAA reports annually to the Region of Durham through the Planning and Economic Development Committee.

2.2 Durham Region's current representative on the GTAA Board of Directors is Johan van't Hof. Mr. van't Hof's appointment to the GTAA Board expires on October 17, 2026.



2.3 The GTAA's delegation will consist of the following representatives:

- a. Doug Allingham, GTAA Board Chair
- b. Johan van't Hof, GTAA Board Member
- c. Karen Mazurkewich, Vice President, Stakeholder Relations & Communications
- d. Chris Rickett, Executive Director, Stakeholder Relations & Social Impact
- e. Steven Thomas, Associate Director, Government Relations

### 3. Annual Update and Pearson LIFT

3.1 The update will include data on the airport's growth and performance, from both an operational and financial perspective.

3.2 The update will also provide a snapshot of the economic contribution of Toronto Pearson to the country, the province, and to Durham, along with pending challenges to growth that result from the changing permission landscape for development around and above airports.

3.3 The delegation will also provide an introduction to and overview of the GTAA's recently announced and significant development plans for Toronto Pearson, known as the *Pearson LIFT* program, outlining the benefits for passengers as well as related opportunities for Durham residents and local businesses.

3.4 *Pearson LIFT* consists of three core components:

- a. **Accelerator:** This component includes upgrades and improvements to critical operational assets, including airfield projects, GHG reduction projects, interim infrastructure and other priority projects.
- b. **Gateway:** This component contemplates delivering new facilities that will enable the airport to provide an exceptional passenger experience for long-term forecasted demand. It proposes creating new terminal space to support a forecasted demand of 65 million passengers per year by the early 2030s.
- c. **Terminals 1&3 Revitalization:** This component entails extensive renovations to both existing terminals to optimize capacity and renew assets. This will include upgrades to the parking garages, groundside and curb infrastructure, building system and envelope upgrades such as mechanical and electrical systems, and other general terminal upgrades such as amenity spaces.

- 3.5 The proposed investment program will support the growing needs of GTAA's surrounding communities and future generations and generate meaningful economic opportunity and job creation, workforce development, reduction of environmental and other community impacts, and programs that champion diversity, equity, and inclusion.

#### **4. Financial Implications**

- 4.1 There are no financial implications of this report.

#### **5. Relationship to Strategic Plan**

- 5.1 This report aligns with/addresses the following strategic goals and priorities in the Durham region Strategic Plan:
- a. Priority 3.3 – Enhance communication and transportation networks to better connect people and move goods more effectively.

#### **6. Conclusion**

- 6.1 Toronto Pearson is a major driver of economic growth and job creation in the GTA, delivering commercial goods rapidly to and from our local economy, and connecting the local economy to international markets.
- 6.2 The *Pearson LIFT* capital investment program is a significant infrastructure plan that will deliver economic benefits throughout the GTA and Durham Region, and which responds to growth forecasts for commercial goods and passenger traffic over the coming decades.

Respectfully submitted,

Original signed by

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

Recommended for Presentation to Committee

Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer



# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2024-EDT-15  
Date: November 5, 2024

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**Subject:**

Apple Value Chain Video Series and Educational Campaign

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**Recommendation:**

That the Planning and Economic Development Committee recommends:

That this report be received for information.

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**Report:**

**1. Purpose**

- 1.1 The purpose of this report is to provide members of the Planning and Economic Development Committee with an overview of the Region's Apple Value Chain Video Series and Educational Campaign – "From Farm to Plate: Journey of the Durham Region Apple."
- 1.2 This report will be accompanied by a staff presentation at the Planning and Economic Development Committee Meeting of November 5, 2024.

**2. Background**

- 2.1 Newcastle, within the Municipality of Clarington, is the Apple Capital of Canada. Durham Region produces 13 per cent of the province's apples and has an ideal microclimate for apple farming given its proximity to Lake Ontario and the Oak Ridges Moraine. Apples are Durham's largest fruit crop, with approximately 2,400 acres in production.

- 2.2 Durham Region is home to 3,360 local agri-food businesses, including 1,200 farms. Approximately 27,105 people are employed by Durham's local agri-food value chain. Durham Region farms generated \$354 million in farm cash receipts and supported over \$775 million in GDP (2021 census).
- 2.3 The Agriculture and Rural Economic Development team collaborated with Durham Farm Connections and the Region's Communications and Engagement Division to create and share videos showcasing the apple value chain in Durham Region. The video series and subsequent campaign was developed with the goal of increasing public awareness of the food supply chains in Durham Region – from farm to plate. Apples were selected as the focus for this project because apples are an area of strength for the region.
- 2.4 Raising awareness about the value of Durham's local food supply chains and the many outstanding businesses who supply high quality, fresh, local food, for the region's communities and beyond, is an important component of this campaign. The videos will also be used to educate and generate student interest in agri-food career opportunities, in support of efforts to address labour shortages in the sector.

### 3. Previous Reports and Decisions

- 3.1 [#2022-EDT-10](#) – Growing Agri-Food Durham – A Five-Year Plan to Grow the Agri-Food Industry. The apple value chain videos and educational campaign directly address the following actions in the [plan](#):
- a. Goal 1: Retain and expand local food businesses.  
Action (d): Support 'buy local' campaigns such as Durham Farm Fresh activities to promote agri-food in Durham.
  - b. Goal 6: Identify opportunities and solutions for the workforce and labour shortages in the agri-food industry.  
Action (a): Educate youth in the region about the diverse career opportunities available in agriculture through videos, presentations, resource sharing and agricultural programming.
  - c. Goal 8: Partner with organizations and agricultural organizations to deliver and expand agricultural literacy in the Region.  
Action (d): Have an active role in educating non-farm communities about agriculture in partnership with Durham Farm Connections.

#### 4. Video Details

- 4.1 Five videos were filmed at local businesses in Durham Region, each highlighting an important step in the journey of the Durham Region apple, from farm to plate.
- i. [Apple Picking](#): See firsthand the hard work that goes into growing and harvesting apples at Wilmot Orchards and Algoma Orchards in Newcastle – the apple capital of Canada.
  - ii. [Apple Sorting and Packaging](#): Learn what happens to an apple once it's harvested. Go behind the scenes and see the technology in action as the apples are cleaned, sorted, graded and packed at Algoma Orchards in Newcastle – the largest privately owned apple grower and packer in the country.
  - iii. [Apple Distribution and Warehousing](#): Distribution is an important part of making sure each apple reaches you fresh and crisp. Learn about the logistics, technology and teamwork needed as the apple makes its way through Gordon Food Service, a food distribution centre in Ajax.
  - iv. [Apple Retail](#): Dive into the world of apple retail at the award-winning Fisher's Independent Grocer in Beaverton. See the hard work that goes into making fresh local apples available to you.
  - v. [Apple Bakery](#): Visit the bakery to see how the apples are transformed into delicious baked goods at Tyrone Mills in Clarington.

#### 5. Campaign Details

- 5.1 The Apple Value Chain campaign is an educational public awareness campaign that helps viewers learn more about where their food comes from. There are many businesses in the Region that play a critical role in getting food from Durham's farms to consumers' plates. Creating awareness of the diverse business network necessary to support the local food supply chain helps to create community support and involvement.
- 5.2 The Apple Value Chain videos are hosted on the Region of Durham and Durham Farm Connections YouTube channels. Promotional activities include:
- a. Social Media posts on the Invest Durham Ag and Rural X account, Region of Durham X, Facebook and LinkedIn accounts.
  - b. Development of an Invest Durham [landing page](#) to provide an overview of the apple value chain and link to the YouTube videos.
  - c. Sharing through the following e-newsletters:

- This Week in Durham
  - Corporate Newsletter
  - Invest Durham Newsletter
- d. Sharing with the following school boards and teachers' federations:
- Durham District School Board
  - Peterborough Victoria Northumberland and Clarington Catholic School Board
  - Durham Catholic District School Board
  - Kawartha Pine Ridge District School Board
  - Trillium Lakelands District School Board
  - Elementary Teachers' Federation of Ontario
  - Ontario Secondary School Teachers' Federation
- 5.3 The videos will continue to be used as a resource and for future public awareness campaigns including Local Food Week, Ontario Agriculture Week, and more. The videos will also be used by partners, including Durham Farm Connections, at agriculture education events.
- 6. Financial Implications**
- 6.1 The total cost of the project, including video development and paid promotions, was \$7,000, which was sourced from the 2024 Economic Development and Tourism Division annual business plan and budget.
- 7. Relationship to Strategic Plan**
- 7.1 This report aligns with/addresses the following strategic goals and priorities in the Durham region Strategic Plan:
- a. Goal 3: Economic Prosperity.
- 3.5 Provide a supportive environment for agriculture and agri-food industries.
- 8. Conclusion**
- 8.1 The Apple Value Chain: From Farm to Plate campaign uses digital media to reach a wide audience of viewers, to share information about the region's thriving apple value chain and important local businesses. Economic Development and Tourism Division staff will continue efforts to strengthen the economic vitality of the agri-food sector by creating a supportive business environment and generating increased community awareness and support, including building interest in agri-food career opportunities to address labour shortages in the sector.

8.2 Economic Development and Tourism Division staff will continue to collaborate with Durham Farm Connections to create strategies and campaigns to raise public awareness in agri-food in Durham Region.

Respectfully submitted,

Original signed by

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

Recommended for Presentation to Committee

Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer