



## Committee Report

**To:** Warden Mitch Twolan  
Members of the Planning and Development Committee

**From:** Kara Van Myall  
Director of Planning and Development

**Date:** November 19, 2020

**Re:** Plan the Bruce: Good Growth Project Update

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### Staff Recommendation:

The Plan the Bruce: Good Growth Project Update report is for information.

### Background:

The Plan the Bruce: Good Growth project will provide an overview of the County's forecasted population and jobs growth for the next 25 years and directions for growth management. These forecasts and directions will inform the broader Plan the Bruce project to develop the new Bruce County Official Plan as well as other County initiatives and programs.

This report is to provide Committee members with awareness of the draft analysis to-date and to provide an opportunity to provide feedback at this early juncture of the project. An Interim Report will be brought forward as a base for discussion and engagement early in 2021. It is anticipated that the Final Discussion paper will be presented in March of 2021 after public and stakeholder engagement.

The County's Growth Management consultant, Watson & Associates provided Committee with the attached presentation on the following:

- Growth Drivers and Disruptors
- COVID-19 and labour force trends
- Commuting patterns
- Regional economic opportunities
- Several other local drivers including seasonal growth opportunities
- An overview of the population and employment forecast scenarios
- Evaluating the 'Preferred' Growth Scenario
- Looking at the details behind the 'Preferred' residential and non-residential forecast
- Migration, age structure, permanent and seasonal housing growth, total employment growth, and employment growth by major sector.

The Planning and Development Committee will be provided with another opportunity to provide input into the project when the Good Growth Interim Report is brought forward early in 2021.

#### **Communication and Engagement:**

In terms of communication and engagement, the approach will be to recognize public health considerations to manage the COVID-19 pandemic, while seeking to maximize awareness and involvement. More specifically, the communication tactics planned for the next phase of the Plan the Bruce: Good Growth project are:

- Information and tools on the project website at [www.planthebruce.ca](http://www.planthebruce.ca)
- Social media posts to generate traffic to the project website
- Remote meetings with key stakeholders, including municipal partners and the development industry
- Delegations to Local Councils, in accordance with protocols.

#### **Financial/Staffing/Legal/IT Considerations:**

The Plan the Bruce: Good Growth project was approved in the 2020 budget.

#### **Interdepartmental Consultation:**

The Plan the Bruce: Good Growth project will be used to inform other departmental initiatives. Other County departments will be given an opportunity to provide feedback.

#### **Link to Strategic Goals and Elements:**

None

#### **Report Author:**

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#### **Departmental Approval:**

Kara Van Myall,  
Director, Planning and Development

#### **Approved for Submission:**

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Chief Administrative Officer