Committee Report

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

From: Kara Van Myall
    Director of Planning and Development

Date: December 19, 2019

Re: Proposed Planning Dashboard Report Overview

Staff Recommendation:

The Proposed Planning Dashboard Report Overview report is for information.

Background:

As part of the Land Use Planning Transformation Project, the Planning Department has modernized its communications practices to make planning more accessible and to increase engagement with the planning process. In keeping with these objectives, an opportunity was identified to develop a Planning Dashboard which would showcase important community planning and development indicators to Council and other stakeholders, including the public, in a clear and concise manner. The Planning Dashboard Report would also establish trends overtime, identify targets as well as areas of improvement.

Planning staff are seeking input from the Planning & Development Committee on the content that should be included in the Dashboard Report. Staff have compiled some background research to assist in guiding the discussion.

Current Status

Currently the Planning & Development Committee is informed of basic planning statistics on a quarterly basis through the Departmental Business Plan update and the monthly ‘Communications in the Field’ report. These statistics primarily focus on the number of planning applications processed and lots created. While the current report offers a snapshot of development activity, it does not paint a fulsome picture of the community planning and development in Bruce County.

Dashboard Report Options

A dashboard report is a widely used tool that tracks and displays key performance indicators (KPI) and other key data points and can also establish targets.
It is envisioned that the Planning Dashboard Report will connect multiple data sources into a one- or two-page report. Infographics and other visual tools are proposed to present a simplified depiction of planning and development trends in Bruce County.

The report would be presented to Planning & Development Committee, and shared with other stakeholders, including local municipalities, on a quarterly basis. A more comprehensive report would be presented on an annual basis. The Dashboard Report will also be an important communication tool for informing the public of planning and development trends in an understandable format.

Staff investigated potential indicators that may be of interest, while considering the availability of data, as outlined below:

- Number and type of planning applications (Quarterly)
- Number and type of inquiries (Quarterly)
- Building permit data by number, type and value (Quarterly)
- Total lots created (Quarterly)
  - Lots created on serviced land
  - Lots created on unserviced land
- Percentage of new residential units within settlement areas (Quarterly)
- Public engagement with planning projects (Quarterly)
- Percentage of new residential rental units (Annual)
- Number of draft approved subdivision and condominiums by lots/units (Annual)
- Development intensification (Quarterly or Annual)
- Housing affordability (Quarterly or Annual)
- Conversion of agricultural land (Annual)
- Land-owner participation in Conservation or Forest Management Tax Incentive Programs (Annual)
- Number of heritage buildings registered (Annual)

Staff have brought forward the above noted indicators for consideration for inclusion in the Report. A follow-up report will be brought back to Planning & Development Committee with a recommended format for the Planning Dashboard Report. Staff will also investigate and report back on potential targets that Committee may want to consider for the preferred indicators.

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

There may be costs associated with graphic design work that will be accounted for in the Planning and Development budget.

**Interdepartmental Consultation:**

None
Link to Strategic Goals and Elements:

1. Develop and implement tactics for improved communications
   e. Clear and consistent messages across the organization.
2. Leverage technology
   c. Effective, understandable communication (web based and social media)
3. Find creative new ways to engage our public
   c. Make the County fully accessible to the people through access to information
10. Develop Key Performance Indicators that are meaningful and report on them:
    a. Set measurable goals and evaluate against them

Written by: Daniel Kingsbury, RPP, Senior Planner, Planning and Development

Approved by:

Bettyanne Cobean
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