

Report to/Rapport au :

**Planning Committee
Comité de l'urbanisme**

and Council / et au Conseil

**May 28, 2013
28 mai 2013**

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CITY WIDE / À L'ÉCHELLE DE LA VILLE

Ref N°: ACS2013-PAI-PGM-0139

SUBJECT: IBM SMARTER CITIES CHALLENGE – FINAL REPORT

OBJET : DÉFI VILLES PLUS INTELLIGENTES D'IBM – RAPPORT FINAL

REPORT RECOMMENDATIONS

That Planning Committee and Council receive this report for information.

RECOMMANDATIONS DU RAPPORT

Que le Comité de l'urbanisme et le Conseil prennent connaissance du présent rapport.

BACKGROUND

In 2012, the City of Ottawa was selected as a successful applicant to the IBM Smarter Cities Challenge program. This US \$50 million grant program was launched in 2011 and provides in-kind consulting expertise from a global talent pool of IBM employees to address a specific issue identified by the host municipality.

The City's successful application was predicated on receiving advice from IBM on the tools available within the City's purview to stimulate market interest in developing lands around the future Light Rail Transit stations along the Confederation Line with the goal of maximizing the City's investment through building transit ridership and creating

complete communities. While IBM's recommendations were meant to apply to the entire Confederation Line, IBM was specifically asked to focus on the Cyrville, St. Laurent and Train stations as Council recently had approved plans that will provide a framework for growth in the neighbourhoods around these stations.

The purpose of this report is to table IBM's final report and provide Committee and Council with an understanding of the next steps towards the implementation of IBM's findings.

DISCUSSION

Seven IBM executives from as far away as Dubai came to Ottawa for a three week period from September 10 to 28, 2012. During this time, the IBM team conducted interviews, reviewed data, and met with more than 50 key stakeholders in the community as part of their research. The identities of the stakeholders interviewed can be found in the appendix to IBM's report. They included elected officials, landowners in transit-oriented development areas, representatives from Carleton University and the National Capital Commission, and City staff from Planning and Growth Management, Rail Implementation, Parks, Recreation and Cultural Services, Transit Services, Community and Social Services, Economic Development and Innovation, and Infrastructure Services.

The IBM team visited the transit stations and surrounding lands by means of a bus tour, and were brought up to speed on relevant City documents including the 2011-2014 City Strategic Plan, the Transit-Oriented Development (TOD) plans, the Transportation Master Plan, the Ottawa Partnership for Prosperity – Ottawa's Five Year Investment Strategy for Sustainable Economic Prosperity, the Renewed Action Plan for Arts, Heritage and Culture in Ottawa (2013-2018), and Ottawa's Light Rail Transit Communications plan.

Recommendations

IBM presented their recommendations to the City in a final report that included a recommend scope, outcomes, and proposed owners and stakeholders of the recommendations. IBM further identified dependencies, key milestones, and a prioritization of the recommendations.

The details of the recommendations can be found in the final report included as Document 1 and summarized below:

- Identify a champion for TOD initiatives;
- Create market segmentation;
- Create vision profiles for three areas;
- Develop branding and messaging;
- Develop a TOD marketing plan;
- Accelerate development by encouraging early entrants;
- Establish a TOD lead;

- Establish a TOD communications lead;
- Create a system for consistent and timely communications with stakeholders;
- Develop a strategic TOD scorecard; and
- Implement an operations scorecard for TOD.

Next Steps

Staff from the Planning and Growth Management Department and Economic Development and Innovation departments have reviewed IBM's final report and have found it to be useful towards advancing the City's vision for the neighbourhoods surrounding the Light Rail Transit stations.

While IBM has recommended that most recommendations be implemented immediately, staff believe that they require careful implementation over the coming years through the identification of resources and the integration with other corporate initiatives led primarily by Planning and Growth Management, Economic Development and Innovation, Service Ottawa, and Corporate Communications.

In the interim, the Planning and Growth Management Department will be bringing forward policies with respect to Transit-Oriented Development in the refreshed Official Plan, Transportation Master Plan, and Infrastructure Master Plan for Council approval this December. All sections of the Official Plan will be amended to strengthen the relationship between transit, design, and intensification, and cycling and pedestrian linkages to the transit stations in these communities will also be improved. Early in 2014, the Department will complete the final three transit-oriented development plans for the Lees, Hurdman, and Blair stations. These plans will provide the detailed zoning and urban design for the neighbourhoods around each of the stations, and identify new walking, cycling, and roadway networks. Once the policy and land use planning work is complete, and after further discussions with other Departments, the Planning and Growth Management department will advance IBM's recommendations as part of the next Term of Council priority-setting exercise.

RURAL IMPLICATIONS

This report has no rural implications.

CONSULTATION

IBM's final report was based on interviews with over 50 stakeholders. The final report will be shared with all those who participated in the consultation process.

COMMENTS BY THE WARD COUNCILLORS

This is a City-wide report – not applicable.

LEGAL IMPLICATIONS

There are no legal implications associated with this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this report.

FINANCIAL IMPLICATIONS

There are no direct financial implications.

ACCESSIBILITY IMPACTS

There are no accessibility impacts associated with this report.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications associated with this report.

TECHNOLOGY IMPLICATIONS

Information Technology approved this report without comment.

TERM OF COUNCIL PRIORITIES

The IBM report builds upon Council's Economic Prosperity and Transportation and Mobility priorities. The recommendations in the IBM report will be subject to prioritization as part of the next Term of Council priority setting exercise.

SUPPORTING DOCUMENTATION

Document 1 IBM's Smarter Cities Challenge – Ottawa report (issued separately and on file with the City Clerk)

DISPOSITION

The Planning and Growth Management Department will review the IBM report recommendations with other City departments and advance initiatives as part of the next Term of Council priority setting exercise.