

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 22, 2016

Item 16, Report No. 12, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on March 22, 2016.

16 FEDERATION OF CANADIAN MUNICIPALITIES INTERNATIONAL DELEGATION NETWORK

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Deputy City Manager, Planning and Growth Management and the Director of Economic Development and Culture Services, dated March 1, 2016:

Recommendation

The Deputy City Manager, Planning and Growth Management and the Director of Economic Development and Culture Services recommend:

1. That Council authorize the City Clerk to sign a Memorandum of Understanding (MOU) between the City of Vaughan and the Federation of Canadian Municipalities (FCM), which would support the City's role as a core member of the Partnership for Local Economic Development and Democratic Governance (PLEDDG), and allow the City to participate in PLEDDG activities.

Contribution to Sustainability

Through the PLEDDG, FCM municipal experts work with local Ukrainian governments to co-finance regional projects that increase economic development potential while improving environmental sustainability.

This opportunity to share Vaughan's best practices with PLEDDG and municipalities in Ukraine will therefore allow the City to take a leadership role on sustainability and economic development, relating directly to Goal 5 of the Green Directions Vaughan Master Plan:

- How we Lead: to be a leader on sustainability issues

Economic Impact

There is no negative financial impact to the City; all activities, including delegations to Ukraine, are paid in full by PLEDDG through CAN 19.6 million dollars in funding provided by Foreign Affairs, Trade and Development Canada.

In exchange, the City of Vaughan will provide an in-kind contribution to PLEDDG of staff expertise. The Director of Economic Development and Culture Services forecasts that staff and elected officials participating in a delegation to Ukraine will be required to spend one (1) week abroad, with the possibility of the Department dedicating 15-20 hours per year hosting delegations or participating in other, local activities.

Communications Plan

At this time, a formal communications plan is not required. Upon completion of PLEDDG activities, Economic Development and Culture Services will share the news of the partnership between the City and PLEDDG and its outcomes with the business community through its publications.

Purpose

The purpose of this Report is to provide Council with information about PLEDDG as supported by FCM, and identify the international leadership opportunities that membership with PLEDDG can provide the City of Vaughan. Ukraine is the first delegation opportunity under the PLEDDG program, with the potential to support economic development in other countries in the future.

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Background - Analysis and Options

Background

Councilor Alan Shefman expressed interest to staff to participate in PLEDDG programming. Staff submitted information about the City to the PLEDDG organization to learn more about their activities and what the role of a core member of PLEDDG would entail, without any commitment by Vaughan to join PLEDDG. Shortly thereafter, PLEDDG conducted phone interviews with a number of municipalities. On December 14, 2015, the City received notification via email that it was selected to partner with PLEDDG on the basis of the City's strengths, including its significant growth, the new downtown development, and its unique economic initiatives such as the Vaughan International Commercialization Centre (VICC).

Should Council decide to pursue this partnership, the next stage in the process involves signing an MOU with the FCM, the purpose of which is to secure an agreement between the City of Vaughan and FCM for the duration of five years (January 2016 to December 2020), and to engage the City's municipal expertise in the provision of assistance, advice, and training with partner municipalities in Ukraine.

The Federation of Canadian Municipalities

The Federation of Canadian Municipalities, established in 1901, includes more than 2,000 municipal governments, which represent over 90 percent of Canada's population. In addition to focusing on improving quality of life, sustainability of local communities, and effective and accountable municipal government, the FCM delivers international programs to support partnerships and exchanges between municipal governments in Canada and other countries.

The Partnership for Local Economic Development and Democratic Governance Program

PLEDDG is a CAN \$19.6 million initiative funded by Foreign Affairs, Trade and Development Canada, aimed at strengthening Ukraine's municipal sector. Through PLEDDG, FCM municipal experts support their Ukrainian counterparts in their efforts to generate economic growth.

Specifically, since 2010, FCM has been helping implement local economic development initiatives in the Dnipropetrovsk and Lviv regions to boost tourism, map out opportunities for foreign investors, and open business support centres. The program also serves to promote trade and investment between Canada and Ukraine. The ultimate goal of the PLEDDG Program, however, is to improve economic opportunities for Ukrainians in a strengthened democracy.

If the City signs an MOU with FCM, it will be committed to the following actions as required by PLEDDG:

- Source municipal practitioners (elected officials and staff members) on a volunteer basis for conducting technical assignments to Ukraine
- Host study program delegations from Ukraine (if requested)
- Deliver specific PLEDDG program objectives and reporting
- Provide technical advice and coaching as needed to program partners in Ukraine
- Identify and participate in community outreach activities to promote the contributions of the municipality to the PLEDDG program
- Provide follow-up documentation as required

Alternatively, PLEDDG will be committed to the following actions:

- Conduct pre-deployment orientation for volunteers
- Manage all travel logistics including flight and accommodation costs, and per diems

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- Provide local field support
- Assist volunteers with setting objectives and planning their work
- Provide advice and coaching to volunteers
- Monitor and report on each assignment
- Conduct post-deployment de-briefing for volunteers
- Assist municipalities to plan knowledge sharing events

Analysis & Options

Currently, we do not have a binding agreement with PLEDDG. However, if the City decides to move forward and enter into a formal partnership with PLEDDG, a Council resolution to sign an MOU with the FCM is required.

Once a signature is obtained, the City will be asked to assemble an internal team of economic development experts who, depending on the nature of PLEDDG's activities, may be asked to participate in local and international initiatives as subject matter experts. At this stage, PLEDDG will work with the City on its economic development initiatives, and contact the City to deploy its subject matter experts as applicable.

Should the City pursue this course, Economic Development and Culture Services will report back to Council regarding its participation in PLEDDG activities via its annual update.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

A formal partnership with PLEDDG relates to Service Excellence Strategic Initiatives, specifically "Continuous Improvement" under Operational Performance. Participation in PLEDDG activities will allow the City to reflect on its economic development initiatives but also hone and refine its strategies through collaborative engagement with other Canadian municipalities and its international counterparts.

Regional Implications

Vaughan is the only municipality in York Region that has been selected as a PLEDDG partner. Our participation in PLEDDG activities will provide us with an opportunity both to take a leadership role and to share lessons from our international counterparts with the Region.

Conclusion

Acceptance as a PLEDDG partner should be considered an achievement for the City. As we work towards best in class recognition for our economic development activities, partnership with PLEDDG can play an important role. International acknowledgement—in Ukraine but with the possibility of other countries in the future—works towards substantiating that claim, and in the process, we have an opportunity to learn from other municipalities, without any financial cost to the City.

Attachment

1. Memorandum of Understanding between the City of Vaughan and the Federation of Canadian Municipalities

Report prepared by:

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(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)