

REPORT

Development Services

To: Mayor Cote and Members of Council **Date:** September 27, 2021

From: Emilie K Adin,
Director of Development Services **File:** 01.0010.04

Item #: 2021-367

Subject: New Departmental Name for Development Services Department

RECOMMENDATION

THAT Council direct staff to update the City's letterhead and website to reflect a department name change from "Development Services" to "Climate Action, Planning and Development".

PURPOSE

The purpose of this report is to seek Council support for changing the name of the Development Services Department.

BACKGROUND

There was a restructuring that occurred in New Westminster over a decade ago, which led to the creation of the Development Services Department. This was achieved by combining the planning department with the building division of the Engineering Department and with additional functions such as business licensing and bylaw enforcement on private lands (formerly known as Strategic Services).

DISCUSSION

In the time since the department was formed, the climate action team has been added to the functions addressed in the department. Furthermore, social and community planning have gained prominence in the work and accomplishments of the department. Some of the bylaw enforcement positions were re-imagined, such that we now have positions such as a "Tenant Support Coordinator" and a "Construction Impacts Coordinator." The Licensing and Integrated Services division has revised the Business

Licensing Inspector position into the transformed position of Business Ambassador. These are examples on how several functions of the Development Services Department do not fit well under the umbrella term “development services.”

The title “Development Services Department” is used by very few municipalities in Metro Vancouver; Langley City and Port Coquitlam being the other two municipalities that use that name. In looking more broadly at the Lower Mainland, the other four municipalities that have a Development Services Department are Kent, Mission, Pemberton and Whistler.

The Metro Vancouver municipalities of the City of North Vancouver, Coquitlam, Pitt Meadows, Richmond, Surrey, West Vancouver and White Rock all utilize the title “Planning and Development.” Only one of these municipalities addresses climate action through its Planning and Development Department.

Other department names used in the Metro Vancouver include: Planning and Building (Burnaby), Community Planning and Development (Delta), Community Development (Langley Township and Port Moody) and Planning, Properties and Permits (District of North Vancouver).

The director surveyed Development Services staff in relation to their preferences for department name. The survey received thirty responses, which represents a strong majority of the department. Six of the thirty respondents were interested in keeping the departmental name Development Services and the remaining majority expressed support for a change to the departmental title “Climate Action, Planning and Development”.

FINANCIAL IMPLICATIONS

There would very minimal cost to the City to change the title of the department, given that staff use digital letterhead and are phasing out the use of business cards except for key positions. Costs that do incur can be accommodated in the existing budget.

INTERDEPARTMENTAL LIAISON

It was conveyed to all departments that the Development Services Department would be seeking to change its name, and no concerns were expressed.

OPTIONS

1. That Council direct staff to update the City’s letterhead and website to reflect a department name change from “Development Services” to “Climate Action, Planning and Development.”
2. That Council direct staff to Change the title of the “Development Services” Department to “Planning, Development and Community Services”.

3. That Council direct staff to Change the title of the “Development Services” Department to “Community Planning, Permits and Licensing”.
4. That Council direct staff to retain “Development Services” as the title for the department.
5. That Council provide alternative direction to staff.

Staff recommends Option 1.

APPROVALS

This report was prepared by:
Emilie K. Adin, Director, Development Services

This report was reviewed by:
Jackie Teed, Senior Manager, Development Services
Serena Trachta, Manager of Inspections
Kim Deighton, Manager of Licensing and Integrated Services

This report was approved by:
Emilie Adin, Director of Development Services
Lisa Spitale, Chief Administrative Officer