

SOUNDING BOARD



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Building back better by investing in how we move

TRANSIT | The new federal public transit fund will help reduce congestion

The Federal Government is exploring a wide variety of measures to drive recovery in the wake of the economic devastation caused by the COVID-19 pandemic lockdowns and restrictions. This includes the recent establishment of a permanent public transit fund of \$3 billion per year, beginning in 2026-27. "Public transit has long been considered an essential service and key to our members, and this became even more clear during the pandemic," said Bridgette Anderson, President and CEO, GVBOT. "Many of us rely on bus, SkyTrain, ride-sharing programs

and bike lanes to travel to work and access services, like grocery stores, hospitals and care facilities. Our experiences this last year have shown that without a resilient and efficient transit infrastructure, our prosperity literally comes to a halt." The Greater Vancouver Board of Trade's Regional Transportation and Infrastructure Committee has been studying the decision-making process regarding the movement of goods, people, and services in Greater Vancouver and has been advocating for increased transit infrastructure across the region.



"The establishment of the federal transportation fund will provide a source of permanent and stable funding for key transit projects here, such as rapid transit expansion in Surrey and

to Langley, the Broadway Millennium Line extension to UBC, and the urban transit gondola to SFU," said Anderson. "It will also help reduce congestion and pollution across the region and open up access to education, jobs and services to more communities." According to Infrastructure Canada, the transportation sector accounts for approximately 25 per cent of Canada's greenhouse gas emissions, and investments in public transit, particularly in electrification, are critical to Canada meeting its 2050 climate targets. Speaking at a special event for

GVBOT members on March 2, 2021 the Honourable Catherine McKenna, Minister of Infrastructure and Communities, shared the Federal Government's plans to invest in modern, sustainable infrastructure to restart the economy, help create one million jobs, support vibrant and inclusive communities and achieve net-zero emissions. "Throughout the pandemic, I focused every single day on getting more projects approved. That is key to our recovery, key to tackling climate change and key to more inclusive communities," said Minister McKenna. SB

YVR's Tamara Vrooman talks pandemic and resiliency

INFRASTRUCTURE | Vancouver Airport Authority lays out new 2021 Strategic Plan

Successful organizations are nimble—"change before you have to" is a celebrated business adage. But never before have so many organizations had to pivot so quickly, and so unexpectedly, as with COVID-19. Our recent GVBOT event, "YVR's New 2021 Strategic Plan: Gateway to the New Economy", had Tamara Vrooman, President and CEO of the Vancouver Airport Authority, give an inside look at YVR's incredible resiliency as they faced 2020's unprecedented

challenges, and what's to come for 2021. The YVR team has approached the pandemic as a time of opportunity to make key upgrades to their baggage system, and restructure their YVR 2021 Strategic Plan. The plan has a number of key pillars: getting to net zero by 2030; staying ahead of COVID-19 with their ongoing enhanced cleaning and adapting to the travel requirements; positioning YVR as a gateway to the new economy; strengthening

the core, including infrastructure for safety, efficiency and sustainability; and approaching their work as purpose through people. "We have a billion dollars of liquidity to get through the pandemic...to keep operating, keep people hired and build back stronger," Tamara explained. Continued investments in their cargo business, booming as people order more online, has served as a catalyst of economic opportunity for YVR and the broader community. Vancouver's



location as the gateway to Asia Pacific and increased e-commerce activity will be leveraged in the organization's 2021 economic recovery. Investing in climate action and

in people are key: the strategic plan's bold goal has YVR becoming the first Canadian airport to be net-zero by 2030. YVR has also launched a new community support initiative: a program that allows many staff who had been laid off to be recalled to work at the vaccine clinics in our region. YVR has much more in store for 2021 and we look forward to seeing the strategic plan put into action. Visit yvr.ca to read the new 2021 Strategic Plan. SB



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ENVIRONMENT | Technology: achieving net zero by 2050

Sustainability Series looks at technology's role for achieving both positive environmental and economic outcomes

How are business across sectors leveraging technology to adapt their operations, business models and strategies for better environmental *and* economic outcomes?

We explored this topic in the first event of our second-annual Sustainability Series, "Technology: achieving net zero by 2050". In partnership with the Pacific Salmon Foundation, the GVBOT's Sustainability Series aims to convene industry leaders, government officials and other stakeholders to discuss pressing sustainability issues facing the Greater Vancouver business community.

We were delighted to be joined by the Honourable Jonathan Wilkinson, Minister of Environment and Climate Change, to deliver

the keynote address, and the Honourable George Heyman, Minister of Environment and Climate Change Strategy, to deliver remarks.

Safe bet technologies

Minister Wilkinson spoke about how it is very clear that technology will play a critical role in achieving the Government of Canada's target of net zero emissions by 2050. The Minister outlined how "safe bet technologies"—those that exist on a commercial basis today (like non-emitting electricity generation, methane capture and non-emitting vehicles)—if broadly deployed and adopted, could take us the majority of the way to a net zero future.

Minister Wilkinson stated that

making significant strides over the next years is about creating economic and regulatory incentives that will drive the adoption of these technologies.

The Minister shared that Canada's pathway to net zero is a price on pollution and smart regulations in key areas, plus investments to enable deployment that will drive the development and use of these technologies.

Opportunity for B.C.

B.C. is blessed with the largest clean tech sector in Canada, with companies working in a range of critical areas such as carbon capture, blue and green hydrogen, fuel cells, renewable natural gas and more. The pathways to a net zero future will create enormous opportunities for those in this sector who seek to lead.

Minister Heyman spoke about B.C. businesses' low carbon advantage, which makes the province an attractive trading partner. We've had a head start



here in B.C. with measures like carbon pricing in effect for over a decade, as well as the CleanBC plan introduced two years ago.

Business of Blue: Building a resilient blue economy" on April 14, and "ESGs: Building a foundation for recovery, growth and resilience" on May 12. **SB**

Join us for more Sustainability Series events

Join us for the two remaining Sustainability Series events: "The

Register today at boardoftrade.com/events.

PEOPLE | One-to-one with Kirsten Sutton

Innovation and equal opportunity can be drivers of Greater Vancouver's economic success, according to Kirsten Sutton

Our latest one-to-one features Kirsten Sutton, Chief Technology and Information Officer, Vancity and Senior Vice Chair on GVBOT's Board of Directors. Kirsten took us on a tour of leadership and business lessons, and where Greater Vancouver has opportunity to grow and succeed.

What inspires you?

The fact that anything is possible. I truly believe this, and it inspires

me every day to take risks and take care. If anything is possible, then there are no limits to the ideas that you can come up with. So, go crazy!

Where do you see untapped potential in Greater Vancouver?

We are bursting with innovation. Our work at Vancity really focuses on small and medium-sized businesses that are working hard to support local communities and employment. SMEs in our



Kirsten Sutton

region are pioneers, especially in the clean tech sector.

What do you think makes a great leader?

Knowing the people on your team. As a leader, I believe this is the key. Look for ways for everyone to shine. We all have an innate desire to improve and be better, but we are also all really good at some things—and if you can identify those things for each individual and for the team as a collective, you can all move forward together and do great work.

If you could leave one professional legacy behind, what would it be?

A successful succession plan. It is our job as leaders to build bench strength on our teams and help to grow the next generation of leaders. We identify successors and slowly work ourselves out of a job.

What is the most important lesson, business or otherwise, life has taught you?

Every interaction matters. How you sign your emails, how long you take to respond, how you react to feedback, how you handle conflict, meeting someone for the first time or meeting them every week. Never forget how much influence you can have. **SB**

MOSAIC welcomes 3 new Board members!



MOSAIC
Engaging Newcomers, Enriching Communities



Wyle Baoween,
Board Member



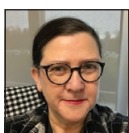
Alex Cheong,
Board Member



Fadi Yachoua,
Board Member

We value Diversity and Inclusion – and that's why we joined Canada's 50/30 Diversity Challenge!

Meet our Board and read their stories at www.mosaicbc.org/board



Sylvia Ceacero,
Board Member



Paul Cheng,
Board Member



Gillian Creese,
Board Member



Meeru Dhalwala,
Board Member



Christian Duff,
Chairperson



Bark Kong,
Treasurer



Petra Kuret,
Board Member



Wendy Ma,
Board member



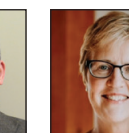
Serena Mawani,
Board Member



George Somerville,
Vice Chairperson



Yijin Wen,
Board Member



Barbara West,
Secretary

Join the Challenge. Learn more at <https://www.ic.gc.ca/eic/site/icgc.nsf/eng/07706.html>