

From: Jeff Davis <M.F.I.P.P.A. Sec 14(1)>

Sent: Friday, May 30, 2025 3:35 PM

To: clerks <clerks@oshawa.ca>

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Subject: Economic and Development Services Committee, Report ED-25-73

Chair Marimpietri and members of the Economic and Development Services Committee

I am writing with regards to Report ED-25-73, the Annual Update on Plan 20Thirty.

Most times I am supportive of the information provided by this department in their reports. However, I am dismayed at this particular report that fails to address any meaningful measures of success.

I respectfully request that this report be 'Referred back to staff' with explicit direction to provide quantitative results from 3 years of staff follow up.

Below are the reasons for my request:

To my count, there were 60 initiatives included in Plan 20Thirty, compiled under 7 Pillars. Originally, timing ranges from "Ongoing" to specific annual dates up to 2023, to 'short term (1-3 years) and 'medium term (3-5 years)' were documented.

The 2023 Annual report stated that 13 items were completed or in progress, and the 2024 report updated that 20 items were completed or in progress.

I see no detail on how many items have been completed or in progress for the 2025 update.

We are now at the end of the 'short term (1-3 years) implementation date.

Have we completed all of those listed initiatives that had annual dates prior to 2025 and short term implementation dates?

Are we on track to meet the remaining initiatives that were recommended for completion in the medium term of 3-5 years?

What results can be seen from the initiatives completed to date?

More Specifically, following are examples of questions that should be asked and answered:

How has the 'data' gained supported downtown merchants and businesses, decreased commercial unit vacancies, increased customer traffic, and contributed to a 'safe and secure' environment supporting the area as a shopping district? (Pillar One).

What progress has been made on affordable housing in the Downtown Core as per Pillar Two?

How has the (pending?) sale of two downtown parking lots and the redevelopment of a third to a parkette affected the downtown business community and its ability to be a walkable shopping district? (Pillar Three) Where are the promised gateway features?

How have Pillar Four initiatives improved the Social Experience of our Downtown?

What communication initiatives have been implemented to reach the goals of Pillar Five, and how is success measured?

What Pillar Six progress has been made? OPUC ran a temporary public WIFI program for a short time that has been abandoned but could easily be rebuilt. Emerging technologies are becoming less cost prohibitive, but will they overcome the basic public opinion that our Downtown is unsafe?

Pillar Seven had only 3 initiatives. Are they complete? Is there anymore that can be done?

Overall, Plan 30Thirty realized the one largest shortcoming of our downtown has to do with the feeling of safety, security and well being.

In particular, what results can be shown regarding the paragraph relating to the unhoused population in Downtown Oshawa?

A consistent theme that emerged in the community engagement feedback was the ongoing concern for, and challenges relating to, the unsheltered population in Downtown Oshawa. The Plan 20Thirty Committee acknowledges that although particular recommendations regarding social services and community safety, security and well-being were outside of the terms of reference for the work of the committee, the continued focus by all levels of government is required for the City of Oshawa to achieve meaningful balance and revitalization in Downtown Oshawa. Furthermore, the Plan 20Thirty Committee acknowledges that the concentration of social causes in Downtown Oshawa, particularly on the Simcoe Street South Corridor poses a challenge for business growth, business retention and people attraction. It is the opinion of the

Plan 20Thirty Committee that the City should continue to work with external stakeholders, other organizations and the post-secondary institutions to develop innovative approaches to understand the social issues facing Downtown Oshawa and implement effective solutions to support balance and revitalization efforts. The Plan 20Thirty action items complement the efforts of other groups and Task Forces across the City, Region and beyond to ensure that the community is one that is safe, accessible and thriving, as without continued collaboration and focused efforts, there is a risk that the action items included in this plan will not have a substantial impact.

Staff should please provide detailed explanations of the actions taken to address the impact of the unsheltered population in Downtown Oshawa.

Staff should please provide a detailed description of how the 'substantial impacts' of the action items are being measured and how they are being affected by the current state of the unhoused population in Downtown Oshawa.

I would appreciate this Committee's attention to the glaring lack of details, missing success measurement criteria, and most importantly, the lacking resources being expended on our downtown.

Sincerely,

Jeff Davis

<M.F.I.P.P.A. Sec 14(1)>

Oshawa, ON

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