



Report to: General Committee

Date Report Authored: March 24, 2014

SUBJECT: Provincial Undergraduate Satellite Campus (PUSC)
Opportunity – York University Proposal
PREPARED BY: Meg West, extension 3792 and Huyen Hare extension 5255

RECOMMENDATION:

- 1) That the report entitled “Provincial Undergraduate Satellite Campus (PUSC) Opportunity - York University Proposal” be received; and
- 2) And that Markham Council support partnering with York University to locate a University Satellite Campus in the City of Markham; and
- 3) And that Markham staff be authorized to present Markham’s proposal at a meeting scheduled with York University representatives; and
- 4) That staff, if Markham is the successful host municipality, be authorized to work with York University to respond to the Provincial Government call for proposal to locate a York University Satellite Campus in the City of Markham; and further
- 5) That Staff be authorized and directed to take the actions set out in this report.

PURPOSE:

The purpose of this report to update General Committee as to activities to date regarding the Provincial Undergraduate Satellite Campus (PUSC) Opportunity - York University Proposal and to seek support for partnering with York University to locate a York University Satellite Campus in the City of Markham.

BACKGROUND:

The Premier of Ontario noted in the November 2011 Throne Speech the Province’s plans to search for three communities in Ontario to host new campuses to educate, train and accommodate 60,000 future post-secondary students. The priority criteria for the campus locates will be communities where there is a growing population and/or need for added post-secondary education.

The City of Markham sent a letter on August 31, 2012 to Glenn Murray, then Minister of Training, Colleges and Universities expressing the City’s interest in being a site for one of the new undergraduate satellite campuses.

The Province’s fall 2013 economic statement update noted the following commitment:

“Recognition that many of the largest and fastest growing communities do not have PSE campuses or provide limited options. This fall, the province will release a policy framework to govern future expansion in the PSE sector either through creation of three new campuses or through major expansion at existing campuses. The province will also initiate a call for proposals with an announcement of potential locations in early 2014.”

In December 2013, the Province released the *Major Capacity Expansion Policy Framework* (see Attachment 1) which defines criteria for where new or expanded campuses should be located. The Framework outlines that universities and colleges are to work in collaboration with municipalities on expansion proposals. The proposals will be evaluated to determine how they:

- Increase spaces in underserved areas and align with provincial growth and economic development plans
- Align with their strategic mandate agreements and their priorities under the Differentiation Policy Framework (see Attachment 2)
- Demonstrate value for money and provide regional and provincial economic benefits
- Improve quality, innovation and competitiveness
- Increase affordability for both students and tax payers

Given that the global economic direction has shifted to one that is knowledge-based driven, many global cities including the City of Markham have strategically positioned their economic focus to support R & D and technology sector activities to grow their knowledge economy, and maintain a competitive edge.

Most world class economic clusters are anchored by a strong, research-focused post-secondary institution presence. Post-secondary institutions are themselves economic drivers, enhancing regional and local economic development in a number of important ways: as an employer, purchaser, real estate developer, workforce developer, advisor/network builder, and technology transformer and incubator.

The economic activities of regions and cities that aim to support business retention, expansion, and attraction of new investments are premised on the need for investment in higher education and skills development to enhance economic competitiveness. A key business consideration of most global and local businesses/investors is jurisdictions that have the educational resources and a desirable labour market to help expand their operations and achieve economic growth.

Recognizing the important need to build post secondary capacity and a talented labour pool, the *Markham 2020 Economic Development Strategy* has implemented a strategy to develop creative capacity-Talent Markham-as one of the key economic pillars for the City. Understanding that the City needs to encourage universities, colleges and institutes of technology to establish programs in the community, Markham has forged partnerships

with academic institutions to achieve this key objective including: York University, George Brown College, and Seneca College.

Through the Regional Council approved Economic Development Action Plan 2012. The Region has identified the increase of post-secondary opportunities in the Region as its primary goal, with the following specific actions:

- Support opportunities for expanding existing post-secondary facility, programs and partnerships within the Region
- Undertake a targeted campaign to attract a major post-secondary campus
- Support public and private research-based investments, focusing on partnerships with existing facilities and support development of new innovation hubs

In support of the above action items, York Region retained a Consultant, David Trick, and collaborated with its nine municipal partners to develop a Post-Secondary Investment Strategy that supports the attraction of both general post-secondary teaching facilities and research focused opportunities. The Strategy has not yet been approved by Regional Council.

OPTIONS/ DISCUSSION:

The Province released its education expansion policy *Guiding Growth in Ontario's Postsecondary Education System* in December 2013 (see Attachment 3). The policy defines criteria for where new or expanded campuses should be located. The Call to Post Secondary Institutions *Helping More Students Pursue Postsecondary Education* was released on March 27, 2014 (see Attachment 4).

- The call for proposals is open to all publicly assisted universities and all colleges of applied arts and technology in Ontario with a deadline for submissions of Sept. 26, 2014. Colleges must partner with universities to be eligible for major capacity expansion projects.
- Municipalities interested in being considered as host locations are expected to work in collaboration with institutions that are submitting a proposal.
- The province released the Major Capacity Expansion Policy Framework in December 2013 to identify priority areas for growth.
- In the last 10 years, full-time enrolment in Ontario's postsecondary system has grown by more than 160,000 — more than in any decade in the province's history.
- The province's 30% off Tuition Grant helped more than 230,000 students start college or university last year.

In response to an invitation from York University President Mamdouh Shoukri, York Region area municipalities have an opportunity to present an expression of interest in hosting York's proposed expansion.

Markham has a strong interest and is in a solid position to respond to York University's invitation based on the City's many strengths: a fast growing population which makes the City one of the fastest growing municipalities in the Region; a robust and diverse economy driven by knowledge sectors (i.e. technology, life sciences etc.); high quality infrastructures and community amenities; and a downtown centre that is far along in its development process and is already populated with businesses and residents.

The following is the York University Statement of Principles that the university developed to guide their decision on a host municipality.

York University Campus Principles:

1. Being the anchor of a vibrant new urban centre.
2. Being easily accessible to GTHA residents by multi-modal transit.
3. Supporting The Big Move through adherence to principles of transit oriented development
4. Being a catalyst for private sector development.
5. Being a community engaged campus with strong local partners.
6. Capitalizing on access to the latest technology enhanced learning.
7. Being a model of smart growth and sustainability.
8. Using public infrastructure efficiently.
9. Defining an identity through its physical presence in the urban centre.
10. Delivering professionally oriented programs to support the needs of York Region.

Markham's Urban Growth Centres:

The Provincial Growth Plan identifies two Urban Growth Centres/Anchor Mobility Hubs within the City of Markham:

- Markham Centre
- Langstaff Gateway/Richmond Hill Centre

Both of these Urban Growth Centres have approved Secondary Plans which establish a framework for high density, high intensity mixed use development. Both centres will be well served by transit infrastructure identified in the Metrolinx Big Move Transportation Plan.

Markham Centre is especially well positioned to meet the criteria identified by York University. It is highly accessible and roads, transit and servicing infrastructure is already in place. The established mix of civic, cultural, recreational, entertainment, academic, office, hotel, commercial and residential uses all contribute to a new and emerging downtown. Markham Centre has undergone significant development and public/private investment since the Secondary Plan was adopted in 1994. The vision,

land use context and infrastructure are already in place to readily accommodate a York University Campus in Markham Centre. There are a number of potential sites, on lands owned by the Province, the City and private developers, that satisfy all of the requirements of York University. These sites, singularly or in combination, can each be advanced to the development stage in a timely manner, and benefit from existing supporting uses and facilities.

NEXT STEPS:

Staff will present Markham's proposal the upcoming meeting being hosted by York Region with representatives from York University. It is anticipated that a number of municipalities in York Region will be making presentations that day. After presentations have been evaluated, York University will identify its preferred host location and together the University and the partner municipality will prepare a submission to the Province to meet the September 26, 2014 deadline.

FINANCIAL CONSIDERATIONS AND TEMPLATE:

This project is in the preliminary stage and financial discussion will follow if Markham is the successful host municipality of the satellite campus.

HUMAN RESOURCES CONSIDERATIONS

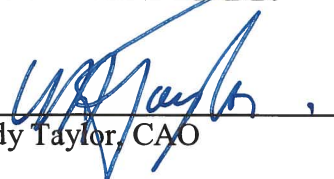
Not applicable

ALIGNMENT WITH STRATEGIC PRIORITIES:

This project is in line with the City's strategic focus of Growth Management, Markham 2020, and Diversity.

BUSINESS UNITS CONSULTED AND AFFECTED:

The following business units were consulted: Economic Development, Planning and Urban Design, Engineering, Finance.

RECOMMENDED BY:

Andy Taylor, CAO**ATTACHMENTS:**

- Attachment 1 Major Capacity Expansion Policy Framework
- Attachment 2 Differentiation Policy Framework
- Attachment 3 Guiding Growth in Ontario's Postsecondary Education System
- Attachment 4 Helping More Students Pursue Postsecondary Education