

MEET THE CANDIDATES

North Vancouver Chamber – Questions for Candidates – Municipal Election 2022



Jordan Back

Councillor Candidate – District of North Vancouver

Jordan was first elected to DNV Council in 2018. A lifelong resident of the District of North Vancouver, he lives in the Lynn Valley area with his wife Signy and their two young children. Outside of Council, he has a successful career in advertising, working with a wide variety of small and medium size businesses and organizations on their marketing campaigns.

Investment in Public Transit

Q1: If elected, what will you do to advance local, provincial and federal government commitments to transit infrastructure investments to, from and across North Vancouver?

Transportation remains the top issue in the DNV and traffic congestion is having a significant impact on people's quality of life and the ability for employers to attract and retain employees. I will continue to be a strong advocate for increased frequent transit service and will be consistently pushing for rapid transit to the North Shore, as well as continued investment in active transportation (including a desire to see a fully built out network of safe and connected bike routes across our community) that will allow people to get to and from work on the North Shore without having to rely on a vehicle. I have and will also continue to meet with car share providers to increase the availability of these services in some of our key town centres.

Access to Primary Health Care

Q2: If elected, what will you do, in the short and long term, to support better access to primary physical and mental health care (doctors, dentists, etc.) in North Vancouver?

While healthcare is not a municipal responsibility, the reality is that the current shortage of healthcare providers is having a negative impact on the whole community. I will commit to exploring what role the DNV can have in improving this situation. Opportunities such as using District-owned facilities for healthcare uses and partnering with developers to include space for healthcare within new developments are both worth exploring as a way to help with this issue that is being felt across the community right now.

Rising Costs / Property Taxes

Q3 – Many businesses continue to feel the impact of the pandemic and need support to navigate the current environment, in particular seeking help to reduce their costs and to increase the pool of skilled



workers from which to hire and train. If elected, what will you do to help reduce the burden of costs on business? What policies or programs will you introduce to reduce cost pressures and make North Vancouver a more tax-competitive jurisdiction for businesses?

My goal is to make the DNV a municipality that is small business friendly, we are not there currently and have a long ways to go. As part of our recent review of the Official Community Plan, we did enhance staff support for small businesses and I look forward to working closely with our newly hired business liaison to look at all of the ways we can potentially reduce costs and help all small business owners where we can.

Availability of Affordable Housing

Q4– Local governments play a central role in housing. If elected, what will you do to accelerate investments to increase the availability of affordable housing options for people and employees who live and work in North Vancouver?

I have consistently been a voice of support for creating more housing diversity in our community. I remain a supporter of our Official Community Plan, which is built on the concept of locating the majority of the density in our community in town centres that are connected by safe bike and transit options. I want to see some true workforce housing approved in this next term of Council that will be for individuals who work in the DNV. I also want to see us advance more affordable housing projects by using District owned land, where possible.

Local Government services – Support for Businesses

Q5 – A municipal government’s processes can greatly affect the economics of doing business. If elected, what will you do to support more efficient transactions and timelines in support of businesses in North Vancouver?

Our new business liaison will be tasked with looking at all of the various interactions we have with small business owners and seeing where we can improve. I will be a strong advocate for putting the necessary resources in place to speed up timelines, in support of businesses in the DNV.

