



## SCR: Framework

### Campbell River's Integrated Community Sustainability Plan





# Acknowledgements

As part of the Sustainable Campbell River initiative, an estimated 1,500 stakeholders, project partners, and citizens provided input at outreach events, participated in surveys or attended Community Forums to inform the development of this plan. From these participants, the City recorded over 2,500 ‘inputs’ into the process. A citizen steering committee was struck to ensure the public engagement program had integrity. Steering Committee members were invited to sixteen meetings to comment on proposed public and stakeholder engagement activities at each phase. Their input contributed to the most successful planning process in Campbell River’s history.

City staff developed the scope of the planning process with City Council and managed the planning process, as well as six other major concurrent planning initiatives, to ensure the project and outcomes met the community’s expectations. Staff members from the Land Use and Sustainability Departments led the project and received input from an internal team of staff that included representatives from all City departments. City staff enthusiastically attended public events and participated in numerous outreach efforts to ensure the public had opportunities for input.

The planning process was executed by a team of consultants led by HB Lanarc Consultants Ltd. (*A Member of the Golder Group of Companies*). HB Lanarc - Golder was supported by GP Rollo & Associates, Lions Gate Consulting and Beringia Planning throughout the project.

The preparation of this plan was carried out with funding assistance from the Green Municipal Fund, a Fund financed by the Government of Canada and administered by the Federation of Canadian Municipalities, the Comox Strathcona Waste Management Service, the Union of British Columbia Municipalities<sup>1</sup>, the Real Estate Foundation of BC and BC Hydro<sup>2</sup>.

---

<sup>1</sup> Support by the Union of British Columbia Municipalities was provided to complete the Planning & Governance Strategy (See Chapter 2). The Planning & Governance Strategy included consultation with the We Wai Kai, Wei Wai Kum and Homalco First Nations communities which was incorporated into this plan.

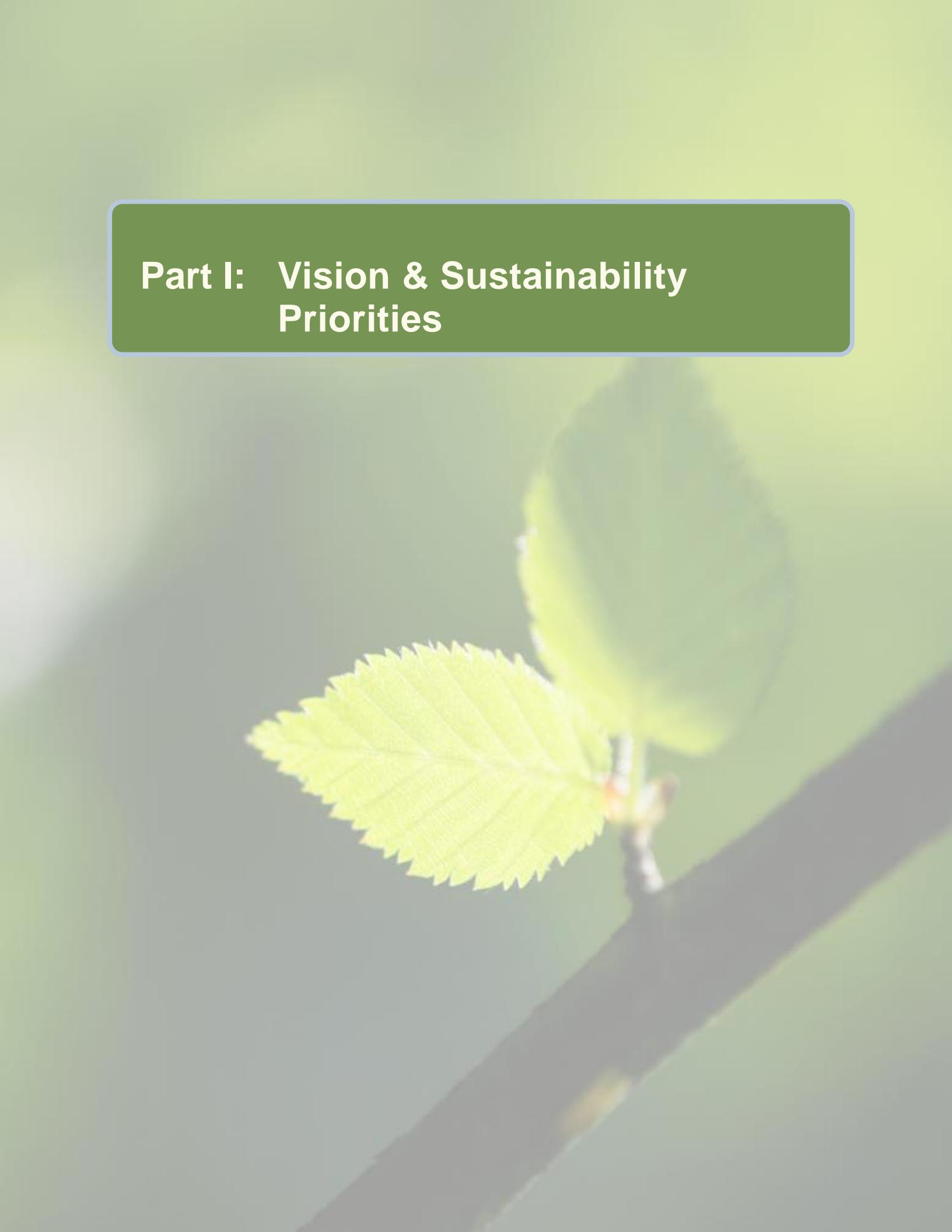
<sup>2</sup> Support by BC Hydro was provided to complete the Community Energy & Emissions Plan (CEEP)(See Chapter 2). The CEEP included consultation with local stakeholders and facilitated technical analysis which informed key aspects of this plan.



# Table of Contents

<b>Part I:</b>	<b>Vision &amp; Sustainability Priorities.....</b>	<b>iii</b>
1	Purpose and Framework Development.....	1
2	A Vision for a Sustainable Community .....	5
3	Campbell River's Sustainability Priorities .....	6
4	Towards Sustainability: Our Implementation Strategy .....	21
<b>Part II:</b>	<b>Place Strategy.....</b>	<b>31</b>
5	Land Use.....	33
6	Parks & Natural Environment.....	36
7	Transportation.....	40
8	Housing.....	42
<b>Part III:</b>	<b>People Strategy .....</b>	<b>45</b>
9	Economic Development .....	47
10	Mutual Respect & Strong Relationships.....	51
11	Creative Community .....	53
12	Social Well-being .....	56
13	Food Self-Sufficiency .....	59
<b>Part IV:</b>	<b>Function Strategy .....</b>	<b>62</b>
14	Buildings .....	64
15	Water .....	66
16	Solid Waste Management.....	69
<b>Part V:</b>	<b>Appendix A .....</b>	<b>72</b>

## **Part I: Vision & Sustainability Priorities**





This page has been left blank for double sided printing





# 1 Purpose and Framework Development

## Context

In 2008 the City of Campbell River set its sights on becoming a green city by identifying key sustainability priorities pertaining to planning, waste reduction, multi-modal transportation, energy conservation and renewable energy development, natural space protection, environmental management and stewardship. This commitment built on the City becoming a signatory to the BC Climate Action Charter in 2007, committing to achieving carbon neutrality in municipal operations and developing a plan for greenhouse gas emissions reductions. At the same time, the City recognized the importance of social and economic priorities and their role in community resiliency. The work that has been underway since this time has strengthened the City's resolve to work towards creating a sustainable community. This plan, titled the Sustainable Campbell River Framework, or SCR: Framework, articulates a renewed and formal commitment to that vision.

## Purpose of the SCR: Framework

The Sustainable Campbell River: Framework is the City's Integrated Community Sustainability Plan (ICSP) and details a comprehensive and integrated approach to making progress towards sustainability in Campbell River. The Sustainable Campbell River: Framework presents a 50-year vision for the community; the strategies, integrated goals and actions detailed in this framework aim to guide the City towards this desired outcome.

By completing the Sustainable Campbell River: Framework, Campbell River fulfills the requirements of the Gas Tax Agreement, an agreement between the Government of Canada and the Union of British Columbia Municipalities. The Gas Tax Agreement encourages communities to develop Integrated Community Sustainability Plans and requires gas tax generated funds to be used toward projects that make a transformative difference in the sustainability and future prosperity of communities.

## Sustainability Policy Statement

*By adopting the SCR: Framework, the City has committed to working toward creating a sustainable community as articulated by the vision and sustainability priorities in this framework. To achieve this outcome, the City's actions will be guided by the strategies, integrated goals and actions detailed in this framework.*



## The Sustainable Campbell River Initiative: A Highly Participatory Process

To develop a 50-year vision, the sustainability priorities, sustainability framework and actions contained in the framework, over 2,500 inputs were collected from event attendees and survey respondents. This plan was developed as part of the Sustainable Campbell River planning initiative, which was a broad engagement program that combined outreach and consultation efforts for five major planning processes. The ICSP is the overarching implementation strategy for all plans by identifying critical actions required to implement the City's sustainability vision. The planning process, completed over an eighteen month period in 2010/11, was overseen by a voluntary citizen steering committee and City staff from a range of departments. Community participation was consistently and proactively sought throughout the process. Community input was gathered through hosting events and workshops, and outreach at community events such as Canada Day, Movies under the Stars, home shows, the Christmas Craft Fair, local grocery stores, and other venues. Over 200 youth were involved in shaping the plan. Planning also included consultation efforts with the local First Nation communities of the We Wai Kai, Wei Wai Kum and Homalco First Nation. Finally, at each phase, background research and technical analysis for the ICSP or as part of parallel planning initiatives, was provided as input information to consultation efforts.



*Community Sustainability Forum (Sept. 2010): Discussing the "Current Now, the Future Wow and How" about housing.*



*Community Sustainability Forum (Sept. 2010): Attendees model the future of downtown using scaled blocks.*

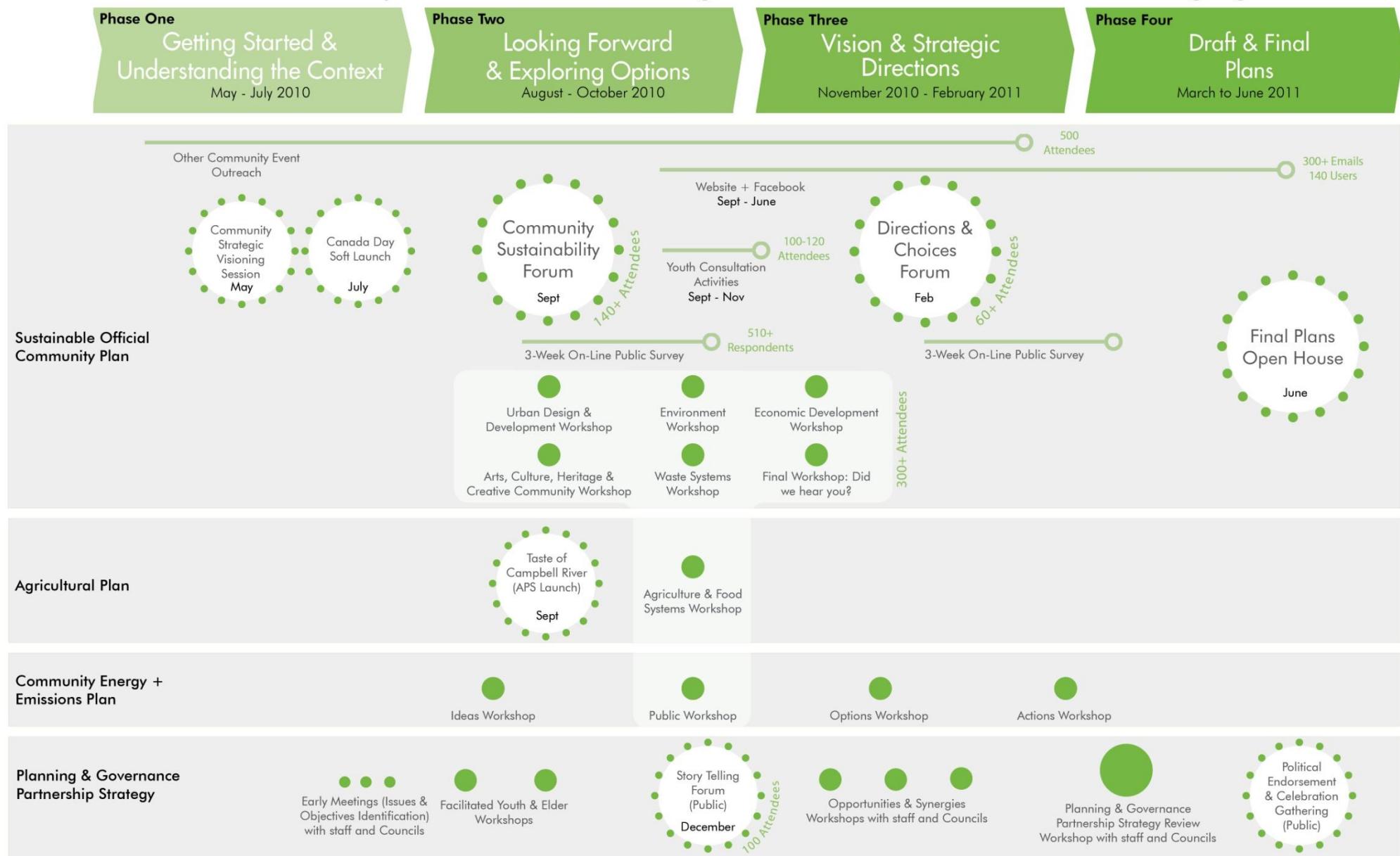


*Storytelling Forum (Dec. 2010): Local artist Jill Banting acts as a Graphic Facilitator to capture the essence of the stories told by youth, elders and other members of the Wei Wai Kum Nation (Campbell River Indian Band) and the We Wai Kai Nation (Cape Mudge Indian Band).*



*Storytelling Forum (Dec. 2010): Children participate in traditional drumming to learn about local First Nation culture.*

# Sustainable Campbell River Planning Process: Consultation + Engagement





## Concurrent & Integrated Planning Processes

Relevant outcomes from the following parallel planning efforts guided or were integrated into the SCR: Framework. Each plan was generated by community and stakeholder input, with some processes being led by advisory committees.

- Sustainable Official Community Plan (SOCP)
- Community Energy & Emissions Plan (CEEP)
- Master Transportation Plan Update (MTP)
- Agriculture Plan (AP)
- Planning & Governance Strategy
- Marine Foreshore Habitat Assessment and Restoration Plan

### Other Recent Plans & Initiatives that Informed the SCR: Framework

The SOCP process also benefited from recent planning initiatives and their associated public engagement activities. For example, the Social Development Strategy, Affordable Housing Strategy, BC Transit Master Plan, Regional Solid Waste Management Plan, Downtown Plan, Strategic Parks Plan, Culture and Heritage Master Plan, initial stages of the Urban Forest Management Plan, and several others were all used as inputs into the process.





## 2 A Vision for a Sustainable Community

*With the input gathered during the Sustainable Campbell River Initiative, a 50 year community vision was developed. This vision guided the development of sustainability priorities, integrated goals and actions articulated in the SCR: Framework as well as the objectives and policies in the Sustainable Official Community Plan.*



### **Campbell River is compact, vibrant & green.**

Our City by the sea is defined by connected, liveable and complete neighbourhoods that are anchored by a vibrant downtown. Thriving greenways connect all parts of the community and are abundant with biodiversity.

### **Campbell River is a healthy & creative community.**

Our City offers healthy, affordable choices for the basic needs of residents such as housing, food and water. Residents enjoy meaningful opportunities for work and cultural expression and enjoy a high quality of life.

### **Campbell River is committed to moving towards sustainability.**

Campbell River is committed to taking action on social, cultural, environmental and economic issues of local and global concern. Innovation, creativity and collaboration will position the community to gain from new opportunities and be resilient in the face of current and future challenges.

### **Campbell River is responsible & inclusive.**

The City will work with citizens and partners to achieve this vision and is committed to delivering quality services in a fiscally responsible manner that promotes the community's vision.

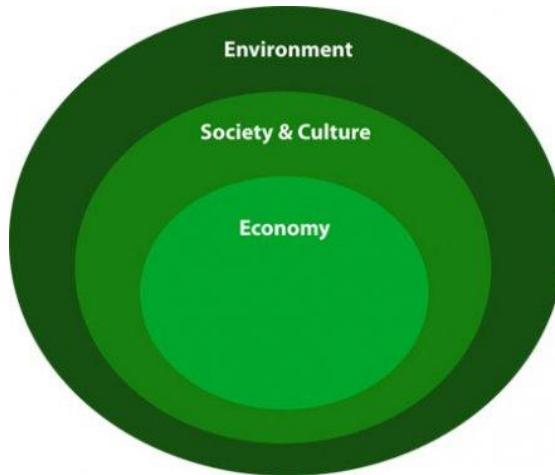
*To make progress on the vision, the Sustainable Campbell River Framework (SCR: Framework) was developed. SCR: Framework links global issues to local actions by detailing how the community's sustainability priorities are linked to implementation actions.*



## 3 Campbell River's Sustainability Priorities

We all rely on the healthy functioning of local and global ecosystems to support our planet and our community. In Campbell River, sustainability is about enjoying access to high quality social, cultural and economic opportunities and experiences while maintaining and, in some instances, restoring the health of the local and global environment. Long term social and economic well-being requires us to live in a just, equitable manner that ensures the future of all living species and their places.

Campbell River's sustainability priorities embrace the underlying premise of sustainability planning: The economy and human society are dependent on a healthy functioning environment.



The relationship and interdependence between our social, economic, and environmental systems, as illustrated in the diagram above, inform the Sustainable Campbell River: Framework.

Our world is in a constant state of change, with external forces of change that will impact how Campbell River sustains aspects of the community it cherishes. Climate change, peak oil, biodiversity loss, global economic re-structuring, humanitarian issues, and other changes, are all impacting communities around the world. By integrating social, cultural, economic and environmental objectives into all of our actions, we can create a resilient community for current and future generations.

***To ensure a proactive response to anticipated forces of change and to deliver on the community's vision for a sustainable community, the following long term sustainability priorities will be integrated into all City actions and initiatives.***



**Sustainability Priority:** A Sustainability Priority defines the end-state outcome the community seeks to achieve as they relate to detailed environmental, social and economic aspects of Campbell River. These are the priorities that the community is working toward over the long-term. The following priorities are reviewed below:

### Environmental Health:

-  **Climate & Energy:** Net Zero Carbon & Adaptive to Climate Change
-  **Ecosystem Integrity:** Maintain Ecological Functions
-  **Water Resources:** Responsible Consumption & Management
-  **Solid Waste Management:** Zero Waste

### Economic Vibrancy:

-  **Local Economy:** Diverse & Robust
-  **Skilled Workforce:** Diversity of Skills & Learning Community

### Social & Cultural Well-being:

-  **Social Equity & Cohesion:** Open & Inclusive Community
-  **Food Self-Sufficiency:** Local & Healthy Food
-  **Identity & Culture:** Recognizable & Rich with Diversity
-  **Shelter:** Housing for All
-  **Individual Health:** Healthy & Active Citizens

*For each Sustainability Priority, to ensure the City is making the progress it desires, key performance indicators and implementation metrics will be monitored and reported on a regular basis.*

- **Sustainability Indicator:** An indicator is a measurable statistic that will help the City understand its progress in achieving its desired performance for each Priority. By measuring the indicator and tracking it over time, it will help the City better understand if its actions are making a difference.
- **Implementation Metric:** An Implementation Metric measures the progress in implementing actions that were identified to work toward the overall sustainability goals.





### 3.1 Environmental Health



## Climate and Energy

### *Net Zero Carbon & Adaptive to Climate Change*

The Earth's climate has been relatively stable over the last 10,000 years and has allowed human civilization to flourish. Through burning oil, coal, and gas, and by clearing large tracts of land for housing, forestry and agriculture, humans have inadvertently increased carbon dioxide concentrations in the atmosphere to levels not seen for at least 650,000 years<sup>3</sup>. These heat-trapping gases are raising global temperatures disrupting natural and physical systems upon which our health and prosperity depend. The International Panel on Climate Change notes that, global emissions need to peak before 2015 with 50-85% reductions below 2000 levels by 2050, if we are to avoid dangerous ecological disruptions<sup>4</sup>. Local expected impacts include: rising sea levels, shifts in the abundance and range of species; increased risk of forest fire; decreased fresh water supply; and, increased frequency of intense rain and storm episodes.

Our economies, food systems and communities are largely dependent on fossil fuel energy. Energy demand is expected to increase 45% by 2030<sup>5</sup> while provincial electricity rates are forecasted to double by 2020<sup>6</sup> and natural gas prices are expected to rise by 13 to 85%, by 2020.<sup>7</sup> In 2010, Campbell River residents and businesses were spending \$95 million per year on energy – upwards of \$3000 per capita. Without superior building performance, more local energy, efficient transportation systems, and land use plans that reduce distances travelled, household spending on energy would likely double or even triple by 2020. Finding creative, local solutions to address these challenges can help promote economic diversification, and new job opportunities.

While we tackle climate and energy challenges, we must also endeavour to ensure we have good air quality in our community. Clean air is essential to environmental protection and human health. Campbell River's overall ambient air quality is good, with current readings below provincial guidelines for maximum concentration of fine particulate matter (PM2.5) to meet health standards. However, there are hotspots, especially related to winter woodstove smoke, where air quality can exceed the provincial guidelines. Campbell River should continue efforts to maintain and improve our air quality.

#### Performance Indicators

- Total Energy Consumption
- Total GHG Emissions (Community and Corporate)
- Amount of GHG Emissions by Sector
- Total Energy Cost
- Ambient Air Quality Rating for Fine Particulate Matter Below Provincial Guidelines:
  - \*annual objective: 8 ug/m<sup>3</sup>
  - \*24 hr objective: 25 ug/m<sup>3</sup>
- Per Capita GHG Emissions
- Ground Level Ozone
- Annual Average Nitrogen Dioxide (NO<sub>2</sub>) Level

<sup>3</sup> IPCC, 2007a: The Physical Science Basis. Contribution of Working Group I to the Fourth Assessment Report of the Intergovernmental Panel on Climate Change. New York, NY, USA.

<sup>4</sup> Ibid. (See citation for #3 ).

<sup>5</sup> International Energy Association. World Energy Outlook 2008 Fact Sheet: Global Energy Trends.

<sup>6</sup> BC Hydro Directive 17, 2006 IEP/LTAP Long Term Rate Increase Forecast filed with BC Utilities Commission. The average residential customer spends about \$720 per year on electricity.

<sup>7</sup> Energy Information Administration 2009. Annual Energy Outlook.



This sustainability priority seeks to integrate measures to reduce our carbon footprint, prepare climate change adaptation strategies, and ensure good air quality, while diversifying the local economy.

***Integrating this priority into our actions will reduce emissions in our community to help promote resiliency in the face of future climate changes and energy price volatility.***



#### Implementation Metrics

- Number of Building Energy Retrofits
- % of Buildings Using Renewable Energy for Heating
- % of new buildings with Green Building Certification (i.e., LEED)
- Modal Share to Work/School
- Solid Waste Tonnes Landfilled & Tonnes Landfilled per capita
- Disposal Rate per capita
- Building Energy Use Intensity
- Walkability
- Cycling Commuting Trips
- Km's of cycling lanes and walking paths
- Infrastructure to promote low carbon vehicles
- Transit Ridership

See Appendix A for more information.



# Ecosystem Integrity

## Maintain Ecological Functions

Natural systems and processes support the needs of all living creatures, including humans. In Campbell River, our connection to the land's support system is most obvious through forest resources, the harvest of Pacific salmon and the opportunity to view dramatic wildlife – whales, bears and eagles. But, this is only one small part of the Coastal Western Hemlock Zone in which we live. The mountains and ocean shape the cool summers and the mild wet winters of our temperate rainforest. The coastal areas, wetlands and estuaries support among the greatest biodiversity in British Columbia. It is this biodiversity that forms the backbone of ecosystem integrity.

As referenced in the Federal Sensitive Ecosystem Inventory Conservation Manual (2000), globally ecosystem services are worth US\$33 trillion annually<sup>8</sup>. These life sustaining services can be grouped into four primary categories. Regulation functions help to clean our air, build soil, purify water, breakdown waste, regulate the climate and pollinate plants. Habitat functions include the homes and living space for all life forms. Production functions include our food supply, raw materials and genetic, medicinal and ornamental resources. Information functions of ecosystems provide opportunities for human development and well being through aesthetic, artistic, recreation and culture, artistic and spiritual experiences and educational opportunities.

Campbell River's challenge will be to maintain this natural wealth and restore degraded ecosystem habitats caused by continued urbanization, development, and industrial pressures. In B.C. more than 1,598 species are at risk<sup>9</sup> and close to 70 of these species appear on the list within the Strathcona Regional District<sup>10</sup>. Anticipated climate change impacts such as increased drought, flooding and sea level rise will further challenge biodiversity conservation efforts.

***Integrating this priority into all of our actions means that we will reduce our environmental impacts, and engage in biodiversity conservation and habitat restoration efforts.***



<sup>8</sup> Costanza, R., et al. (1997) as quoted in: Sensitive Ecosystems Inventory: East Vancouver Island and Gulf Islands, 1993-1997. Volume 2: Conservation Manual. Technical Report Series No. 345, Canadian Wildlife Service, Pacific and Yukon Region, British Columbia.

<sup>9</sup> Source: B.C. Conservation Data Centre - <http://a100.gov.bc.ca/pub/eswp/> (Accessed 12 January 2012).

<sup>10</sup> Source: <http://www.speciesatrisk.bc.ca/> (Accessed 12 January 2012).

### Performance Indicators

- % of Urban Forest Canopy Coverage
- Total area of wetland (ha)
- Total area of forested land (ha)
- Total area (ha) of protected natural areas
- Total Area of Environmentally Sensitive Sites
- Length and area of foreshore restored
- # of species at risk in local area

### Implementation Metrics

- # of new urban trees planted
- % of growth within centres vs. % of growth in greenfield areas
- # of policies adopted from the BC Species at Risk Working Group
- Invasive Species Management Plan

**See Appendix A for more information.**



# Water Resources

*Responsible  
Management*

*Consumption*

*&*

Canada is rich in fresh water resources, and so too is Campbell River. In fact, Campbell River's water has won international awards for quality; a fact that many residents know well and are proud to share! However, water quality and abundance can lead to a false sense of security and worse yet, over consumption of a precious and life-sustaining resource. Most communities, including Campbell River, face staggering costs in renewing infrastructure and creating additional capacity in the water system. Infrastructure needs associated with water delivery include source protection, intake pipes, water treatment facilities, reservoirs, distribution pipes, pump stations, pressure reducing stations, system monitoring, maintenance and repair, and infrastructure renewal. To ensure every citizen has access to fresh and clean water, a complex treatment and distribution system is in full operation at all times of day, every day of the year. Water conservation is key to reducing pressures on our infrastructure.

***Integrating this priority into all of our actions means that we will reduce water demand, promote conservation and manage the watershed so that it can provide an abundance of high quality water in perpetuity.***



## Performance Indicators

- Average potable water consumption (l/person/day)
- Ratio of peak day demand to winter day demand
- Peak flow rate
- Consumption share by user groups
- Percent of people aware of the watershed location
- Tonnes of material removed annually from watershed
- Level of understanding of water demand management

## Implementation Metrics

- Main breaks per km
- # of water conservation education initiatives

**See Appendix A for more information.**



# Solid Waste Management

## Zero Waste

The Campbell River Waste Management Centre (landfill) is at capacity, and additional measures are being considered for increased waste diversion and waste processing. In addition to disposal capacity challenges, garbage can cause other serious and often overlooked environmental and social issues on both the global and local scale. Local impacts can include pollution, contamination, reduced water quality from disposal sites, illegal dumping, and impacts to wildlife. Vehicle transport of waste to the Campbell River Waste Management Centre and recycling centres is a significant source of greenhouse gas emissions. Globally, the production of goods and materials that most often become garbage is often associated with excessive fossil fuel use, resource depletion and sometimes poor labour conditions. Solid waste disposal is also directly linked to the production and release of methane from landfills, which results from the decomposition of organic waste. Methane is the most potent of the greenhouse gases that are linked to climate change. The waste we generate is a significant contributor to our individual ecological footprint. In 2010, the average Campbell River household discarded approximately 460 kg of solid waste per year<sup>11</sup>.

Campbell River is working with the Comox Strathcona Waste Management Service to reduce waste through public education and enhanced recycling programs, yard waste collection, and encouraging backyard composting. The Regional Solid Waste Management Plan identifies a regional composting program as an opportunity for increasing waste diversion by approximately 30%.

This sustainability priority promotes waste generation per capita being among the lowest in British Columbia and disposal consisting of recyclable materials and compostable waste approaching zero.

***Integrating this priority into all our actions will move us toward zero waste and creating a demand for recycled, recovered and reusable items.***



### Performance Indicators

- Solid waste landfilled (tonnes/capita)
- % of waste stream that is recycled
- % of waste stream that is composted (including both yard and food waste)
- Waste generation per capita
- Waste Diversion (Regional and Curbside)
- Total garbage per household (kg)
- Total Waste Generated in Tonnes (curbside)

### Implementation Metrics

- Frequency and amount of garbage and recyclables collection (pick-up/month) and relation to total waste disposed
- Frequency of yard waste collection (pick-up/month) and relation to total waste disposed
- Curbside composting program development

<sup>11</sup> Source: Maura Walker, Comox Strathcona Solid Waste Management Plan.



### 3.2 Economic Vitality



## Local Economy

### Diverse & Robust

Campbell River's economy is in transition. Campbell River's "traditional" resource-based businesses and jobs are expected to remain integral to the City's economy. Increasingly however, jobs will come from other sectors for the community to prosper over the long term and achieve economic resiliency. Campbell River has many economic opportunities to capitalize on: the retiree and amenity migrant market; burgeoning creative industries; local education service providers; cultural and eco-tourism services; food growing and agriculture; energy conservation and renewable energy development. Campbell River's entrepreneurial First Nation communities are also increasingly creating job opportunities in commercial fishing, forestry, real estate development and collaborative business ventures. The efforts of Rivercorp, community partnerships, harmonized economic development, land use and development policies, and rigorous monitoring of market opportunities and trends are key to successful economic development.

This sustainability priority envisions a diverse, resilient economy contributing to prosperity and quality-of-life, providing for stable employment, capital investment, support for community goods and services, and property taxes that pay for public infrastructure, services, and amenities. Sustainability challenges require that economic strategies are developed within the context of ecological limits.

***Integrating this priority into all our actions will promote the development of a vibrant and diverse economy that builds on traditional sectors but is also oriented towards emerging and future opportunities.***



#### Performance Indicators

- Employment Rate (%) (population 15 years+)
- Average income compared to provincial average
- Sectoral Distribution of employment
- Number of businesses
- Number of green technology jobs

#### Implementation Metrics

- # of community marketing initiatives
- # of training programs available
- Curbside composting program development

See Appendix A for more information.



## Skilled Workforce

### Diversity of Skills & Learning Community

As we move into the future, “*a shrinking working age population and the attrition of an aging workforce will create skill and labour shortages...will challenge the ability of our communities, businesses and industries to fully participate in the economic prosperity that will result from a growing economy. For Campbell River and the North Island our traditional resource sectors and goods producing industries will continue to be an important part of our regional economy. However, the shift over the past 10 years for Campbell River employment growth to be driven by service sector industries will continue to accelerate. The up-skilling of occupations will also continue to accelerate as employers work to increase the productivity of their workforces in response to global market competition.*”<sup>12</sup>

New opportunities for work and employment will be created by economic diversification, major public and private sector projects and the unprecedented retirement of workers across most occupations and economic sectors.

Working closely with local employers, education and training organizations will be key for building a diverse and inclusive workforce with the skills needed in a transitioning economy.

***Integrating this priority into all our actions means that we will pursue opportunities to collaborate with employers, community partners and schools to train the current and future workers who will drive our economic transition.***



#### Performance Indicators

A Community Report Card based on BC Stats Annual Community Profile will be produced. Examples of indicators to be reported on include:

- % of population with post-secondary training (overall)
- % of population with post-secondary training (high school, apprentices)
- % of population with post-secondary training (university certificate, diploma or degree)

#### Implementation Metrics

- Number of local trades programs
- Number of degree and diploma programs
- Workforce Development key stakeholders link their strategic planning
- Community labour market indicators are tracked and reported for education and skill attainment; labour market composition and participation; income levels; labour demand and labour supply

**See Appendix A for more information.**

<sup>12</sup> Campbell River Community Accord in Support of Workforce Development, 2011



### 3.3 Social & Cultural Vibrancy



## Social Equity & Cohesion

### Open & Inclusive Community

Campbell River seeks to be an inclusive community where diversity is embraced. The goal of social equity and cohesion integrates the desire to be an accessible, safe community, home to healthy, engaged residents, who enjoy a high quality of life.

Citizens in an open and inclusive community self-organize and make use of networks that support cooperation, cohesiveness and reciprocity whatever the ethnicity, gender, sexual orientation, income, physical and mental ability and religion of its people. As a diverse community, with five local governments providing services and making choices that affect how people live, work and play, social equity and cohesion are of critical importance for creating a socially and culturally vibrant Campbell River.

This sustainability priority envisions supporting community partnerships and programs that contribute to increased social equity and cohesion.

***Integrating this priority into all of our actions will support community diversity, and remove barriers to create an open and inclusive community for all residents.***



#### Performance Indicators

- Income rate (% or per capita)
- Number of new accessible or accessibility-upgraded residential units
- Number of new accessible transportation infrastructure features
- Electoral participation (municipal elections)

#### Implementation Metrics

- Number of social programs
- Number of community events promoting social equity
- Equitable Access to Cultural Resources

See Appendix A for more information.



# Food Self-Sufficiency

## Local and Healthy Food

There is significant opportunity for agriculture development in Campbell River. With over 5000 hectares of land in the Agricultural Land Reserve (ALR), favourable climates, good soils, a strong regional location, and attractive land prices, Campbell River is well-positioned to dramatically increase the amount and variety of what is currently being grown in the area, representing great investment/development potential in an evolving industry sector. There is also a growing interest in urban agriculture, artisan farming, and backyard gardening. The demand for community gardens is increasing and schools, local businesses, and non-profit organizations are increasing their community gardening efforts.

Campbell River's food system is comprised of a complex web of commercial and sport fishing, aquaculture, food growing in private and public green spaces, restaurants, stores, food festivals and hobby farming. Critical ingredients for success that are not as present and have room for development include commercial farming, and food processing and distribution. Efforts to localize food in Campbell River will provide residents with increased access to food related jobs, local and healthy food, less carbon intensive food products (due to less shipping) and rich social experiences that come from enjoying food.

This sustainability priority envisions widespread availability of local, affordable food options, promoting food security in Campbell River.

***Integrating this priority into all of our actions will ensure that residents have access to local, healthy food and food industry jobs.***



### Performance Indicators

- Area used for agricultural production(ha)
- Number of farmers and ages
- Capacity for food self-sufficiency (%)
- Types of agriculture products available
- Number of community gardens
- Food bank usage

### Implementation Metrics

- Number of marketing initiatives led by the City and Rivercorp that integrate food and agriculture
- Number of programs providing information and resources to farmers
- Local agriculture training programs and skill development opportunities
- Retail food environment index

See Appendix A for more information.



# Identity and Culture

## *Recognizable and Rich with Diversity*

Campbell River's cultural diversity and growing arts community contribute to the uniqueness and allure of the community. Campbell River is home to regular art shows, summer music nights, Spirit Square, the Tidemark Theatre, the world renowned Chainsaw Carving Contest, a museum showcasing accomplished local First Nations artists' work and historical artifacts, a salmon festival, the Tyee Club, an annual Canada Day celebration that draws over 5,000 people, and much, much more. Campbell River has rich, diverse culture and heritage that connects people, places and objects throughout time. Culture and heritage include "tangible" aspects of Campbell River (such as buildings, sites and material products) as well as "intangible" aspects (such as storytelling, rituals, and events). Campbell River's slogan "Enriched by Land and Sea" and branding as the 'Salmon Capital of the World' stem from a rich historical culture connected to the ocean, and a 'sense of place' instilled by the natural environment. Roderick Haig-Brown, a local Campbell River fisherman, conservationist, magistrate and author who wrote about the natural world and fly fishing, has helped make Campbell River famous among naturalists, historians, and the fishing community.

Partly in response to new media technology, both culture and heritage are becoming more accessible as events and stories can be easily recorded and shared online. Celebrating and developing cultural aspects of Campbell River will contribute to successful economic and social development. A new trend locally, cultural tourism, is when visitors seek out authentic experiences, artists from diverse backgrounds, and festivals that present local homegrown talent. Campbell River benefits from being home to diverse local First Nations from the We Wai Kai, Wei Wai Kum, Homalco First Nation and other communities, and a multi-cultural community that also draws individuals from all over the world.

This sustainability priority seeks to embrace opportunities to expand and support initiatives that showcase our creativity – from the arts, culture, heritage, new media industries and our diverse cultural communities.

***Integrating this priority into all of our actions will ensure that residents and visitors will have access to, benefit from, and experience the many rich and diverse cultures that are part of our community.***

### Performance Indicators

- Number of restored, enhanced, and preserved heritage assets
- Number of creative public expressions
- % of labour force employed in arts, culture and recreation

### Implementation Metrics

- Number of arts and culture events
- Frequency of meetings between elected officials for the City of Campbell River and local First Nation governments

**See Appendix A for more information.**





## Shelter Housing for All

Access to housing is an integral part of a sustainable community and is important for the well being of individuals. Housing offers individuals stability that enables people to work, play, pursue education, form relationships, nurture children, and participate as citizens. Housing is the single largest investment made by most Canadians. The housing situation in Campbell River has traditionally been healthier and more affordable than the provincial and regional averages. However, despite the recent drop in house prices, the cost of housing in Campbell River has risen steadily over the past 10 years. At the same time, average family incomes have not kept pace with the provincial average. When incomes don't keep up with house prices, this becomes an increasingly challenging issue for the aging population and the local economy. In addition, there are significant gaps in the availability of housing for vulnerable populations who are not able to access the private housing market. Affordable housing is essential for a healthy, local economy.

***Integrating this priority into all our actions means that residents will have access to affordable and appropriate housing options for all stages of their lives.***



### Performance Indicators

- % households spending more than 30% income on housing
- Housing Diversity Index
- Vacancy Rate
- Number of beds available for homeless people
- Number of beds available in transition centres

### Implementation Metrics

- % of residential zones (lots) permitting multi-family buildings
- % of residential zones (lots) permitting secondary suites
- Total number of legal secondary suites

**See Appendix A for more information.**



## Health

### Healthy and Active Citizens

The health and well being of the citizens of Campbell River is critical to the social sustainability of our community. Individual health, in both body and mind, plays an important role in human welfare and community development. Health, in this context, is an inclusive term and refers to the physical, mental, social and spiritual well-being of individuals. Health is influenced by a combination of social factors, and dramatic differences in the level of health can be linked to degrees of socio-economic status. Health inequities arise because of the circumstances in which people live, work, and age, and the systems in place to deal with illness. The World Health Organization (WHO) identifies the fundamental conditions and resources for health as: peace, shelter, education, food, income, a stable ecosystem, sustainable resources, social equity and justice<sup>13</sup>. Communities play a significant role in health maintenance and promotion. One of the ways that the City of Campbell River supports health promotion is through a range of recreational programming, fitness facilities, parks, trails, paths, and opportunities to access nature. The City supports health programming, health facilities and works with community partners and the Vancouver Island Health Authority and the Campbell River Hospital Board to ensure sufficient health services are available in Campbell River.

This sustainability priority promotes programming, services and facilities that contribute to health and well being. This includes opportunities that enable people to increase their control over and improve their health. In this way, health promotion includes a wide range of social, economic and environmental interventions.

***Integrating this priority into all of our actions will ensure opportunities for residents to integrate regular fitness activities into their daily lives, enjoy healthy lifestyles, and have access to health care services as needed.***



#### Performance Indicators

- Perceived health status
- Perceived life stress rate
- Leisure time physical activity rate
- Obesity rate (per capita)
- Cancer Rate
- Suicide Rate
- Violent crime rate (per capita)
- # of doctors (per 100,000 population)

#### Implementation Metrics

- % of new developments that integrate Crime Prevention Through Environmental Design principles
- % of homes within 400 m of commercial uses
- Incorporate Measurements from the Canadian Index of Well Being

**See Appendix A for more information.**

<sup>13</sup> World Health Organization: <http://www.who.int/> (Accessed 20 July 2011)



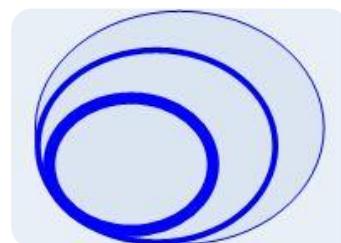
## 4 Towards Sustainability: Our Implementation Strategy

Campbell River's Sustainability Priorities are clear about the community's desired long term *performance* outcomes as they relate to detailed environmental, social and economic aspects of Campbell River. With clear and strategic direction for implementation, progress will be made toward implementation of the community's vision and sustainability priorities. This section presents the SCR: Framework that links the Sustainability Priorities with implementation devices and summarizes strategies for Campbell River to move toward the community's vision.

### 4.1 Overarching Approach: Integration & Leveraging Influence

The following two approaches summarize how Campbell River will make progress towards sustainability:

- **Integrating Sustainability Priorities into All Actions:** Making progress on sustainability, in the context of a community, is best and most strategically achieved when sustainability priorities are integrated into all aspects of regular business, as implied in Section 3. Rather than treating 'sustainability' as a discrete task or set of disconnected items to implement, a community can make quicker and more effective progress if every action pursued achieves as many environmental, social and economic outcomes as possible. A simple way to think about this is to consider that for every dollar spent, it must maximize environmental, social and economic outcomes.
- **Maximizing Spheres of Influence:** The City of Campbell River wears many hats, it is a regulator, operator and has influence –with other levels of government and community stakeholders. Specifically, Campbell River:
  - **Has regulatory powers and defines community policies:** Cities are delegated powers by senior governments to administer certain aspects of the community. In British Columbia, municipalities are granted authorities through the *Local Government Act* and *Community Charter*. Powers include taxation, land use, development, some elements of environmental regulation, utilities (water, sewer, etc) and others. The City will align its policy and regulatory tools with the sustainability priorities and vision.





- **Operates and manages community systems and critical services:** The City provides services and operates critical infrastructure such as parks, roads, community centres, water and wastewater treatment and distribution and many more. To maintain and implement these services, considerable resources are deployed, both human and capital. By aligning these functions with the Sustainability Priorities, the City will essentially be using a ‘triple-bottom line’ approach. That is, it will be making choices based on socio-cultural, environmental and economic outcomes.
- **Has influence through partnerships & public and stakeholder engagement:** The City can exercise influence through selective resource deployment, citizen and stakeholder engagement and through strategic partnerships. Achieving the community vision requires active partnerships for funding, resources, and complimentary service provision.

## 4.2 Integration: Defining Integrated Strategies & Goals

When sustainability priorities are integrated into key service or policy areas where the City can exercise influence, such as land use, transportation, infrastructure, and community services, a range of consistent themes and directions emerge - directions that are consistent with best practices in many communities. In the context of Campbell River and for the purposes of this plan, these directions take the shape of Integrated Strategies and Goals. Integrated Strategies and Goals are meaningful to Council, City staff, community stakeholders and the public because they define what the community will look and act like as it works towards sustainability. For this plan, Integrated Strategies are defined by broad “Place”, “Function” and “People” Strategies. Each strategy includes a set of related long-term community goals that the community hopes to achieve by or before 2060.



## Place Strategy:

**Develop a network of compact, complete, walkable and highly connected centres within a network of parks and natural areas.**

- **Land Use Goal:** Campbell River will be a vibrant and lively community that supports and encourages community health, safety, economic prosperity and recreational opportunities for residents and visitors. Neighbourhood centres, village centres, the waterfront and our downtown will contain most growth and reinforce an easily identifiable character.
- **Parks & Natural Environment Goal:** Campbell River residents are within a five minute walk from a park, trail or natural area. Parks and natural spaces are networked so as to support both active transportation and movement of water and wildlife. Streams, the estuary, wetlands and marine areas are protected, restored and celebrated as community assets.
- **Housing Goal:** Campbell River includes a broad range of affordable and diverse housing options across the community.
- **Transportation Goal:** Campbell River's transportation system offers safe, accessible, convenient, and affordable choices with emphasis on high quality walking, cycling, and transit options.





## People Strategy:

Foster social, cultural & economic well-being and security.

- **Economic Development Goal:** Create a diverse economic base that integrates social and ecological values, and contributes to a high quality of life for residents and business owners.
- **Mutual Respect & Strong Relationships Goal:** Create an inclusive community where all cultures are embraced, and personal and working relationships with local First Nations communities contribute to positive change for all.
- **Creative Community Goal:** Develop a creative and diverse community where arts, entertainment, culture and heritage engage and connect people in all aspects of life, supporting innovation and providing a foundation for economic and social development.
- **Social Well-being Goal:** Create a safe community, home to healthy, engaged residents who enjoy a high quality of life with many opportunities for community involvement, active living, and formal and informal education.
- **Food System Goal:** Develop a vibrant local food culture with prosperous agriculture and food-related businesses – ranging from producers, to processors, to retailers – and where all residents have access to healthy, locally grown and raised food.



## Function Strategy:

### Develop green and integrated buildings, infrastructure & services.

- **Buildings Goal:** Buildings in Campbell River are green – with improved energy efficiency and use of renewable energy wherever possible – and assist in meeting climate protection commitments set out in the BC Climate Action Charter.
- **Water Goal:** Campbell River's water is consumed responsibly and new demand is met through conservation.
- **Solid Waste Management Goal:** Waste generation per capita is among the lowest in British Columbia and disposal consisting of recyclable and compostable materials is approaching zero.



### 4.3 SCR: Framework - From Integrated Strategies Goals to Implementation

Frameworks are powerful tools for communicating complex issues or systems. They show relationships, reinforce a common language. In the context of sustainability plans, frameworks are useful for linking global issues of concern to local actions. Campbell River's Integrated Strategies and Goals articulate the 'means' for achieving the community's Sustainability Priorities. The SCR: Framework links strategies and goals with potential implementation devices. This section presents a framework for how the City will align its policy tools to achieve its sustainability vision.



The SCR Framework defines and links the following defining features:

- Sustainability Priorities
- Integrated Strategies & Goals
- Implementation Plans & Policies:
- Monitoring & Measurement

The following diagram demonstrates key relationships and planning horizons. The above sections discuss and present Campbell River's Sustainability Priorities and Integrated Strategies and Goals. The following is a brief overview of the remaining aspects of the SCR: Framework.

- **Implementation Plans & Policies:** Planning and policy levers used by the City to affect change, including regulations on land use and utilities; and municipal operations such as facilities, roads, parks, and community programs, are clearly identified and informed by the Integrated Strategies and Goals. Key aspects of this framework include:
  - **Sustainable Official Community Plan:** The SCR: Framework identifies the Sustainable Official Community Plan (SOCP) as the defining policy document for all other plans and bylaw tools. The SOCP sets a long term vision for the community and defines critical objectives and policies.
  - **Action / Strategic Plans & Bylaws:** The City develops and maintains a number of critical plans and bylaws that guide spending, decision making and actions in specific areas. These plans and bylaws, usually updated every five to 10 years, are appropriately directed by policy in the SOCP, as depicted in the SCR: Framework diagram.
  - **Council Strategic Plans:** Every three years the Mayor and City Council is elected and at this time, a strategic plan is developed that identifies core priorities for spending and policy focus for the 3-year period. These plans are updated on an annual basis. These plans are situated in the framework presented below.
- **Monitoring & Measurement:** Performance indicators and implementation metrics are monitored to measure success over time. They tell us how closely and quickly we are moving toward realizing our vision.

# SUSTAINABLE CAMPBELL RIVER: FRAMEWORK

## SUSTAINABILITY PRIORITIES



## INTEGRATED STRATEGIES & GOALS



## IMPLEMENTATION PLANS & POLICIES

### Sustainable Official Community Plan

Long Term

- Zoning Bylaw
- Master Transportation Plan
- Strategic Parks Plan
- Affordable Housing Strategy
- Energy & Emissions Plan (Transportation)
- Downtown Plan
- Agriculture Plan (Farm Lands)
- Watershed Management Plan

Middle Term

- Master Transportation Plan
- Master Servicing Plan
- Sewer Management Plan
- Water Report
- Energy & Emissions Plan (Buildings)
- Facilities Strategy
- Liquid Waste Management Plan

Short Term

- Cultural & Heritage Plan
- Economic Development Strategy
- Planning & Governance Strategy
- Agriculture Plan (Food & Economic Development)
- Integrated Storm Water Management Plans
- Parks Strategic Plan

Objectives Policies

Outcomes

Action

Priorities Budgets

### Council Strategic Plans

## MONITORING & MEASUREMENT

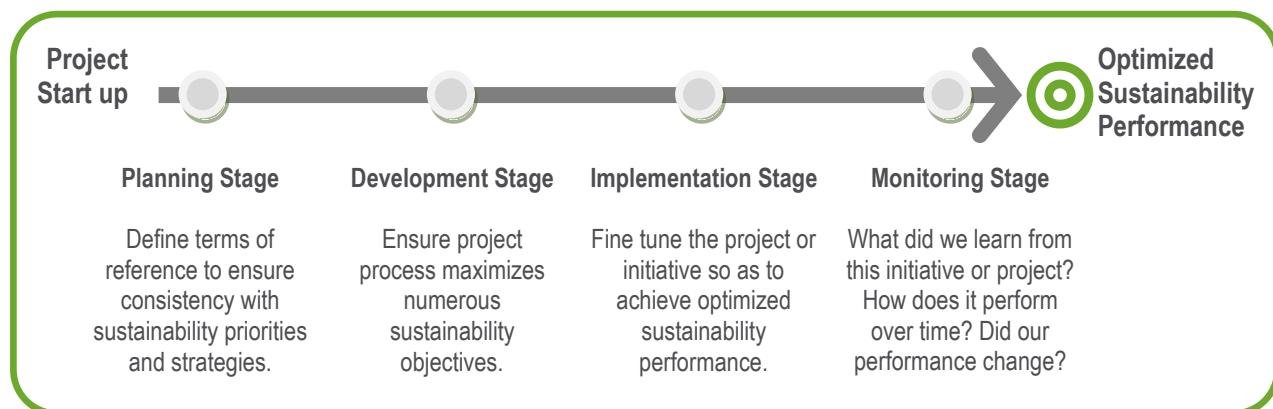
SUSTAINABLE CAMPBELL RIVER



## 4.4 Using the Framework

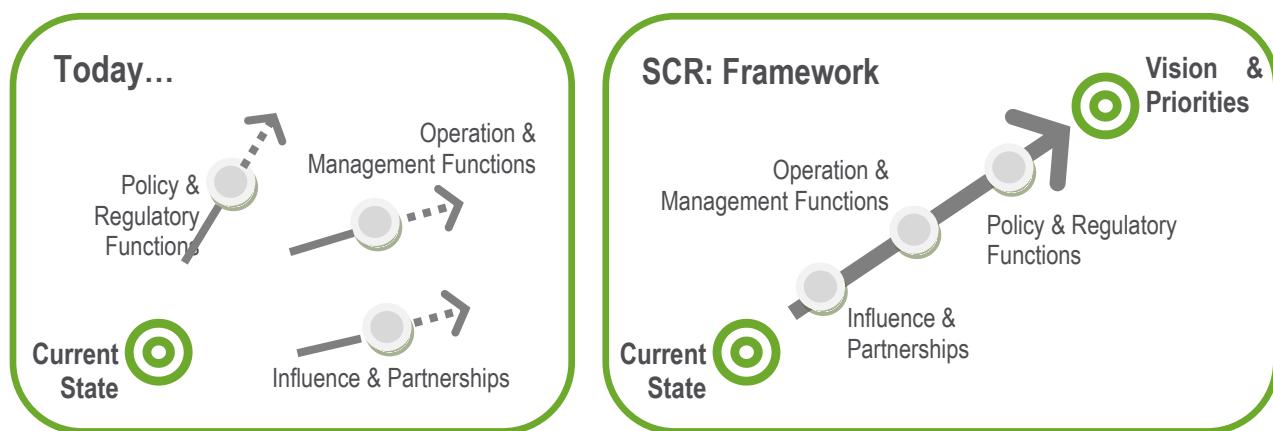
### Guiding Initiatives and Measuring Progress

When embarking on projects or initiatives, the City can integrate sustainability priorities and integrated strategies from the start. In this way, SCR: Framework will guide initiatives to ensure the project or initiative provides maximum benefits that align with the City's sustainability priorities. The community's vision and sustainability priorities can help guide the City's Strategic Plan.



### Alignment of Municipal Government Functions & Roles

As defined, SCR: Framework aims to align all the City's core functions to achieve the community's vision and priorities.





## 4.5 Supportive Tools & Techniques

Aside from the direction for integration provided by the SCR: Framework, pursuing the following actions and commitments will also ensure the implementation of the community's vision and sustainability priorities:

- 1. Regular Monitoring, Measuring & Reporting:** Annual indicator and implementation action reporting will be critical for monitoring progress and adaptive management. The City will report indicator and implementation metric performance annually where possible.
- 2. Council Reports:** Regular reports to Council will embed a section which references how pursuing recommendations in the report will positively or negatively affect the sustainability priorities.
- 3. Assigned Responsibility for Indicators & Metric Performance:** The City will assign indicators and metrics to departments for regular monitoring and accountability.
- 4. Integrated Sustainability Budgeting:** As the City maintains and develops its 5-year financial plan and budget, sustainability indicators and implementation metrics will be integrated and allocated against departmental actions to ensure budgets and spending is allocated in such a way so as to deliver sustainability priorities and integrated strategies and goals.
- 5. Carbon Neutral Government:** Through the City's Climate Action Charter commitment, the City is positioned to lead by example to catalyze community climate action.
- 6. Green Procurement:** The City has an Environmental Purchasing Policy, which will help guide purchasing decisions, further moving the City toward its sustainability goals.
- 7. Sustainability Checklist:** The City will utilize the Sustainability Checklist for rezoning and development permits, and monitor its use (results, effectiveness, opportunities for refinement and benchmarking) on an annual basis.



## 4.6 Actions to Make Progress on Integrated Strategies & Goals

Campbell River's integrated strategies and goals provide a 'map' of actions that the city can take to further its progress toward each sustainability goal. Part II through to Part IV defines a range of actions that facilitate progress in achieving desired outcomes for each goal.

### Document Structure for Parts II-IV

For each Section in Parts II to IV, goals are defined at the top of the page. For each goal, the following sections summarize these key elements:

- **Spheres of Influence:** Short statements that communicate the City's range of role and influence are summarized using the following icons:



Municipal Policy, Regulatory Tools



Operation and Management Responsibilities



Influence, Partnership & Engagement

- **Relationship to Sustainability Priorities:** Short statements describe how the goal will help the city make progress towards achieving its sustainability priorities and are organized using the following icons:



Climate & Energy



Social Equity & Cohesion



Ecosystem Integrity



Food Self-Sufficiency



Water



Identity & Culture



Solid Waste Management



Health



Local Economy



Shelter



Skilled Workforce

- **Key Implementation Devices:** Key plans, bylaws, etc. that are used to track and articulate priority actions are listed.
- **Supportive Tools & Techniques:** Key tools and techniques that help the city communicate, implement or make decisions are identified.
- **Priority Actions Going Forward:** Actions, with implementation timelines for each, are identified.

## **Part II: Place Strategy**

Spheres of Influence, Relationships &  
Implementation Actions



## Campbell River's Place Strategy:

*Develop a network of compact, complete, walkable and highly connected centres within a network of parks and natural areas.*

### Summary Integrated Place Goals

- **Land Use:** Campbell River will be a vibrant and lively community that supports and encourages community health, safety, economic prosperity and recreational opportunities for residents and visitors. Neighbourhood and village centres, our waterfront and downtown will contain most growth and reinforce a unique and easily identifiable character.
- **Parks & Natural Environment:** All residents are within a five minute walk from a park, trail or natural area. Parks and natural areas are networked so as to support both active transportation and movement of water and wildlife. Stream sides, estuary, wetlands and marine areas are protected or restored and celebrated as community assets.
- **Housing:** Campbell River includes a broad range of affordable and diverse housing options across the community.
- **Transportation:** Campbell River's transportation system offers safe, accessible, convenient, and affordable choices with emphasis on high quality walking, cycling, and transit options.



# 5 Land Use

## Integrated Goal

*Campbell River will be a vibrant and lively community that supports and encourages community health, safety, economic prosperity and recreational opportunities for residents and visitors. Neighbourhood and village centres, our waterfront and downtown will contain most growth and reinforce a unique and easily identifiable character.*

## Spheres of Influence



The City is the regulator of growth, land use and development in the community



The City maintains critical infrastructure that serves residents, businesses and institutions.



The City can work collaboratively with other governments, developers, community groups and the public to achieve community goals.

## Relationship to Sustainability Priorities



### Climate & Energy

Compact design creates shorter distances between destinations enabling more walking and convenient transit use. Higher density homes are more energy efficient than single detached homes. Cycling, walking paths and transit networks throughout the community promote multi-modal transportation.



### Ecosystem Integrity

Compact community design helps reduce development pressure on undeveloped land.



### Water

Compact community design, within the Urban Residential Containment Boundary, supports a healthy watershed and reduces water consumption through smaller irrigated spaces, significantly reducing peak demand. Land use planning ensures the protection of the watershed.



### Local Economy

Compact communities place more residents in close proximity to stores thus creating more viable businesses.



### Food Self-Sufficiency

ALR lands and small-lot gardens will enable the contribution of farming to the economy.



### Identity & Culture

Compact community design creates more opportunity for identifiable architecture, high quality public parks and plazas and well-defined streets.



### Health

More walking and cycling in compact neighbourhoods leads to healthier citizens.



### Shelter

Compact community design leads to greater housing diversity which allows for 'aging in place' and more affordable housing options.



## Important Initiatives & Supportive Actions

<b><i>Implementation Devices</i></b>	<p><b>Objectives and/or actions that relate to this goal can be found in the following:</b></p> <ul style="list-style-type: none"><li>• Sustainable Official Community Plan – including Development Permit Area Guidelines, and sub-area plans</li><li>• Zoning Bylaw</li><li>• Strategic Parks Plan</li><li>• Downtown Study</li><li>• Campbell River Land Use Study (2011)</li><li>• Marine Foreshore Habitat Assessment and Restoration Plan</li><li>• Campbell River Estuary Management Plan</li><li>• Urban Forest Management Plan</li></ul>
<b><i>Supportive Tools &amp; Techniques</i></b>	<ul style="list-style-type: none"><li>• Sustainability Checklist</li><li>• Development Cost Charges</li><li>• Permitting (Buildings &amp; Development)</li><li>• Subdivision Approval</li><li>• Integrated Stormwater Management Plans</li><li>• Provincial Climate Change Adaptation and Sea Level Rise Planning Guidelines</li></ul>



## Priority Actions for Going Forward

Actions	Short Term	Medium Term	Long Term
<b>General Actions</b>			
1. Develop a strategy for City-owned lands, with emphasis on the identification of sites that can be developed, that catalyze this goal and the objectives and policies detailed in the SOCP. Emphasis should be placed on developing a strategy for the City's 3.5 acre waterfront site and downtown properties.	X		
2. Review the Zoning Bylaw to ensure consistency with the Sustainable Official Community Plan and to implement supportive measures identified in the Master Transportation Plan, Marine Foreshore Habitat Assessment and Restoration Plan, Community Energy & Emissions Plan and Agriculture Plan.	X		
3. Engage landowners in Intended Growth and Integrated Infill Areas (see SOCP, Land Use Map) to develop implementation strategies for creating mixed-use walkable centres.		X	
4. Protect and appropriately manage forested areas, Agricultural Land Reserve, and other environmentally sensitive areas so as to maximize the carbon dioxide sequestering capacity of these areas.	X	X	X
5. Encourage sufficient densities and mixed use developments to support district energy and explore potential in new or large infill, high density, mixed use developments working closely with developers and utilities		X	
6. Protect the watershed through management of land use in watershed boundaries.	X	X	X
<b>Downtown-Specific Actions</b>			
7. Support downtown revitalization efforts by investing in infrastructure that attracts people, businesses, and residential development to the downtown core	X		
8. Promote walkability and community gathering spaces in the downtown core and along the South Island Highway (adjacent to the ferry terminal)	X		
9. Continue to integrate community beautification efforts and greening such as tree and flower planting throughout the downtown core.	X		



# 6 Parks & Natural Environment

## Integrated Goal

*All residents are within a five minute walk from a park, trail or natural area. Parks and natural areas are networked so as to support both active transportation and movement of water and wildlife.*

*Streamsides, estuary, wetlands and marine areas are protected and restored.*

## Spheres of Influence



The City regulates land use planning and can adopt bylaws and other policies to protect the environment and minimize impacts from development.



The City maintains parks and plays a role in maintaining environmentally sensitive areas including creeks, the Campbell River Estuary and the marine foreshore.



The City can work collaboratively with other governments, developers, community groups, and the public to protect natural areas.

## Relationship to Sustainability Priorities



### Climate & Energy

Natural vegetation and soils sequester CO<sub>2</sub> emissions, store carbon and help to moderate local temperature and climate



### Ecosystem Integrity

The combination of plant and animal biodiversity that make up ecosystems provide the life support systems of the Earth. Connected natural areas provide habitat and corridors for wildlife. A well managed waste water system reduces potential environmental impact.



### Water

Managed and protected natural areas help to protect water quality and quantity.



### Local Economy

Protected natural areas and parks attract tourists and help to maintain healthy rivers and creeks that support local fisheries and other resource sectors.



### Social Equity & Cohesion

Parks create opportunities for formal and informal gathering.



### Food Self-Sufficiency

Natural areas provide wild food foraging opportunities and parks create opportunities for community gardening and food celebration. Natural areas also help to safeguard habitat for pollinating species and to maintain natural pest control systems.



### Identity & Culture

Campbell River is within a temperate rainforest and its natural areas, in particular the waterfront, rivers, creeks, old tree stands, and natural heritage sites, contribute to the community's overall unique sense of place that is *enriched by land and sea*.



### Health

Parks and natural areas support a variety of opportunities for passive and active recreation, spiritual reflection and education.



## Important Initiatives & Supportive Actions

<b><i>Implementation Devices</i></b>	<p><b>Objectives and/or actions that relate to this goal can be found in the following:</b></p> <ul style="list-style-type: none"><li>• Sustainable Official Community Plan – Part II, Section 9 including Development Permit Area Guidelines</li><li>• Strategic Parks Plan</li><li>• Campbell River Marine Foreshore Habitat Assessment and Restoration Plan</li><li>• Greenways Loop Plan</li><li>• City of Campbell River Urban Forest Management Plan</li><li>• Bald Eagle Nest Inventories in the City of Campbell River</li><li>• Various City bylaws and policies (such as Subdivision and Development Servicing Standards and the City's Integrated Pest Management Policy)</li><li>• Campbell River Estuary Management Plan and Update</li><li>• Tyee Spit Long Range Plan and Tyee Spit Lease Area Plan</li><li>• Baikie Island Management Plan</li><li>• Integrated Stormwater Management Plans</li><li>• Liquid Waste Management Plan</li><li>• Watershed Management Plan</li></ul>
<b><i>Supportive Tools &amp; Techniques</i></b>	<ul style="list-style-type: none"><li>• Sustainability Checklist</li><li>• Development Permit Areas &amp; Guidelines</li><li>• Senior Agency best management practices and other resource documents and inventories</li><li>• Provincial Develop with Care Guidelines</li><li>• Communities in Bloom Criteria</li><li>• Local Government Species and Ecosystems at Risk Working Group</li><li>• Discovery Coast Greenways Land Trust and Stream Stewardship Volunteer Programs</li></ul>



## Priority Actions for Going Forward

Actions	Short Term	Medium Term	Long Term
1. Complete the development of the Greenways Loop.	X	X	
2. Update the Strategic Parks Plan with public consultation.	X		
3. Continue to implement the Strategic Parks Plan.		X	
4. Continue to support the work of Discovery Coast Greenways Land Trust and other local stewardship and conservation oriented groups including School District 72 Green Teams.	X	X	X
5. Work proactively with development proponents to reduce impacts to greenfield sites for areas that are beyond the City's regulatory power.	X	X	X
6. Engage landowners in Integrated Infill Areas (see SOCP) to develop implementation strategies for creating mixed-use walkable centres.	X	X	
7. Continue work on the City's Urban Forest Management Plan Inventory- Phase I to establish overall canopy coverage targets and specific canopy coverage targets for specific land uses.	X		
8. Initiate Phase II of the Urban Forest Management Strategy. (implementation modules) with Coast Discovery Greenways Land Trust			X
9. Maintain and update the City's Environmentally Sensitive Area mapping and associated Environmental Development Permit Areas as new information is made available.			X
10. Review and update the City's Integrated Pest Management Policy.			X
11. Complete the Memorandum of Understanding with senior agencies to streamline marine foreshore projects and habitat restorations on City owned lands.	X		
12. Complete annual marine foreshore restorations and beach nourishment projects according to the Marine Foreshore report's action plan and link these projects to annual boat launch maintenance activities.	X	X	X
13. Establish a forage fish egg sampling stewardship program in Campbell River in concert with Discovery Coast Greenways Land Trust and BC Shore Spawners Alliance.			X
14. Establish Sea Level Rise Planning Areas along Campbell River's marine foreshore and update floodplain mapping.		X	X
15. Continue partnership with senior agencies and conservation organizations to establish the Campbell River Estuary Wildlife Management Area.			X
16. Continue partnerships with senior agencies and conservation organizations to advance species and ecosystems at risk implementation strategies.	X	X	X



## Sustainable Campbell River: Framework

Actions	Short Term	Medium Term	Long Term
17. Update and Implement the Tyee Spit Lease Area Plan.	X	X	
18. Implement Balsam Root Translocation Plan on Tyee Spit.		X	
19. Develop an Invasive Species Management Strategy.		X	
20. Establish an annual drainage management strategy to streamline senior agency approvals under the Wildlife Act, the Fisheries Act and the Water Act.	X		
21. Continue participation on the Quinsam Coal Corporation Annual Environmental Technical Review Committee and the Vancouver Island Mine Development Review Committee process.	X	X	X
22. Implement recommendations of the Integrated Storm Water Management Plans.	X	X	X
23. Update the Liquid Waste Management Plan.	X		
24. Maintain an Estuary Management Plan.	X	X	X
25. Update the Watershed Management Plan.			
26. Encourage environmental education on ecosystems and biodiversity conservation.	X	X	X
27. Support continued restoration efforts in areas of degraded habitat (e.g., Baikie Island).	X	X	X
28. Develop an inventory of vulnerabilities associated with a changing climate and measures for climate adaptation.			X



# 7 Transportation

## Integrated Goal

*Safe, accessible, convenient, and affordable transportation choices, with an emphasis on walking, cycling, and transit, are available to all citizens.*

## Spheres of Influence



The City designs roads and development standards and regulates land use and development which has an impact on transportation systems.



The City maintains roads and transportation facilities such as traffic signals, signage and bus stops.



The City works collaboratively with senior governments on regional roads and highways and works with BC Transit to address transit needs.

## Relationship to Sustainability Priorities



### Climate & Energy

Compact community design coupled with increased transportation options facilitates walking, cycling and more viable transit service which in turn reduces GHGs and energy use.



### Ecosystem Integrity

Transportation options can reduce the need for road expansion which in turn minimizes infringement on green spaces and reduces contaminants from vehicles such as oil and other residues.



### Local Economy

Efficient transportation systems support goods and services movement.



### Social Equity & Cohesion

Youth, seniors, the mobility-challenged and low income individuals, who often do not own vehicles, can get around when there are more transportation options.



### Food Self-Sufficiency

Compact community design, a key technique for creating more viable transportation options, has the added benefit of encouraging food stores to locate in closer proximity to homes.



### Identity & Culture

Continuous non-vehicle transportation connections, such as waterfront trails, can contribute to walking and cycling cultures.



### Health

People who walk, cycle and even take transit have been proven to be healthier on average than people using predominantly cars.



## Important Initiatives & Supportive Actions

<b>Implementation Devices</b>	<p>Objectives and/or actions that relate to this goal can be found in the following:</p> <ul style="list-style-type: none"><li>• Sustainable Official Community Plan – Part II, Section 8, Part V Development Permit Area Guidelines, and sub-area plans</li><li>• Master Transportation Plan</li><li>• Zoning Bylaw (Parking standards; zoning densities)</li><li>• Strategic Parks Plan (Trails)</li><li>• Greenways Loop</li><li>• Infrastructure to support multi-modal transportation (<i>i.e.</i>, electric vehicle charging infrastructure, bicycle facilities, sidewalk improvements).</li><li>• Subdivision Bylaw, requires sidewalk and bike lanes</li></ul>
<b>Supportive Tools &amp; Techniques</b>	<ul style="list-style-type: none"><li>• Sustainability Checklist</li><li>• Development Permit Areas &amp; Guidelines</li></ul>

## Priority Actions for Going Forward

Actions	Short Term	Medium Term	Long Term
1. Implement key actions and priorities identified in the Master Transportation Plan, such as pedestrian, cycling, transit, road network and transportation demand management initiatives	X	X	X
2. Make multi-modal transportation spending a high priority given the tremendous opportunity for growth in these trips with such a large share of work and school trips being less than 10 km.		X	
3. Continue to support the work of the Greenways Land Trust and the implementation of the Strategic Parks Plan to develop a network of greenways that support active transportation and recreation and that connect to parks, schools, neighbourhood centres, village centres and downtown.	X		
4. Work with the Province of BC, BC Hydro and key Vancouver Island communities to establish infrastructure to facilitate expansion of electric vehicle charging infrastructure for residents, businesses and the City.		X	
5. Work on a walkability assessment and opportunities to encourage walking in the downtown core.	X		
6. Implement a waterfront walkway along the foreshore by the ferry terminal to enhance pedestrian experience.		X	
7. Continue to support events that encourage multi-modal transportation such as Bike to Work Week, and walking challenges.	X	X	X
8. As shoreline restoration occurs, realign the seawalk accordingly.		X	



# 8 Housing

## Integrated Goal

*Housing is affordable and diverse, with a large range of options available across the community.*

## Spheres of Influence



The City maintains housing policies and residential development standards.



The City does not maintain or operate housing but owns land which can be provided for affordable housing.



The City works collaboratively with other governments and service providers to develop affordable housing.

## Relationship to Sustainability Priorities



### Climate & Energy

GHG emissions from energy consumed in homes represent 11% of the City's total GHG emissions (2007). Smaller and higher density housing produces fewer emissions on a per square metre basis when compared to single detached homes. Energy retrofits help existing homes become more energy efficient.



### Ecosystem Integrity

Residential development in existing urban areas reduces pressure on undeveloped land, and environmental best management practices reduce environmental impacts from new development.



### Solid Waste Management

Housing construction and demolition produces considerable waste, which must be carefully managed. Multifamily developments incorporate recycling areas.



### Local Economy

Increasingly, homes are becoming desirable locations for business, and mixed-use development encourages business location close to residential areas.



### Social Equity & Cohesion

Housing offers stability that enables people to work, play, pursue education, form relationships, nurture children, and participate as citizens.



### Food Self-Sufficiency

Ground-oriented housing provides yard space for growing food and community gardens contribute to multi-family developments.



### Identity & Culture

Different cultures have different norms, for instance, some cultures prefer multi-generational homes.



### Shelter

Vulnerable populations and low income families often need either financial support for housing or supportive housing services.



## Important Initiatives & Supportive Actions

<b>Implementation Devices</b>	<b>Objectives and/or actions that relate to this goal can be found in the following:</b> <ul style="list-style-type: none"><li>• Sustainable Official Community Plan – Part II, Section 7; Part V Development Permit Area Guidelines</li><li>• Zoning Bylaw</li><li>• Affordable Housing Strategy</li></ul>
<b>Supportive Tools &amp; Techniques</b>	<ul style="list-style-type: none"><li>• Sustainability Checklist</li><li>• Development Permit Areas &amp; Guidelines</li></ul>

## Priority Actions for Going Forward

Actions	Short Term	Medium Term	Long Term
1. Implement the City's Affordable Housing Strategy (2010)	X	X	X
2. Amend zoning regulations to allow and encourage secondary suites, such as coach houses, basement suites.	X		
3. Work with local and provincial housing providers to meet the needs of vulnerable and low income households.	X	X	X
4. Generally regulate land use to ensure a greater mix of the housing stock, and an increased focus on growth and intensification in existing communities.	X		
5. Consider reducing the cost of development within the urban containment boundary without undermining the municipality's ability to cover administrative costs from development, taking into consideration the following: <ul style="list-style-type: none"><li>• Decrease parking requirements to reduce development costs</li><li>• Evaluate opportunities to reduce the cost of services such as constructed road widths to lower the cost of housing and also assist in achieving the City's other sustainability goals</li><li>• Fast track the approvals process for affordable housing to lower development carrying costs</li></ul>		X	



Actions	Short Term	Medium Term	Long Term
<p>6. Incentivize the development of affordable housing, particularly for Campbell River's most vulnerable populations, taking into consideration the following:</p> <ul style="list-style-type: none"><li>• Establish a Revitalization Tax Exemption Bylaw to exempt the municipal portion of property taxes for non-profit or other housing projects that meet the City's criteria for affordability and housing vulnerable populations</li><li>• Provide density bonuses above base densities in the Zoning Bylaw for the provision of affordable units and housing geared toward vulnerable populations</li><li>• Provide density bonuses through Development Agreements and/or Phased Development agreements</li><li>• Apply conditions for zoning approval or strata-title conversion applications to have developers register housing agreements on titles to control resale conditions (<i>i.e.</i>, to ensure affordable resale prices and rental rates)</li></ul>			X
<p>7. Utilize the City's other roles as partner and asset manager – to increase the number of affordable units, maintain good supply of rental units, and/or provide other housing for vulnerable populations, taking into consideration the following:</p> <ul style="list-style-type: none"><li>• Establish partnerships to bring more resources (skills and funds) to the provision of housing by partnering with the provincial government; NGO housing providers; and development community</li><li>• Independently or in collaboration with other housing advocacy groups, lobby senior governments to raise the profile of housing affordability issues and to secure funding</li><li>• "Bank" land by setting land aside specifically for future housing projects</li><li>• Establish a housing fund for profits gained from density bonusing, land banking, taxes, and more</li><li>• In the future, consider establishing a special property tax levy (<i>e.g.</i> annually) to finance housing projects</li></ul>		X	X

## **Part III: People Strategy**

Spheres of Influence, Relationships  
& Implementation Actions





## Campbell River's People Strategy

*Foster social, cultural & economic well-being and security.*

### Goals

- **Economic Development:** Create a diverse economic base that integrates social and ecological values, and contributes to a high quality of life for residents and business owners.
- **Mutual Respect & Strong Relationships:** Create an inclusive community where all cultures are embraced and personal and working relationships with local First Nations communities contribute to positive change for all.
- **Creative Community:** Develop a creative and diverse community where arts, entertainment, culture and heritage engage and connect people in all aspects of life, supporting innovation and providing a foundation for economic and social development.
- **Social Well-being:** Create a safe community, home to healthy, engaged residents who enjoy a high quality of life with many opportunities for community involvement, active living, and formal and informal education.
- **Food System:** Develop a vibrant local food culture with prosperous agriculture and food-related businesses – ranging from producers, to processors, to retailers – and where all residents have access to healthy, locally grown and raised food.



# 9 Economic Development

## Integrated Goal

*Create a diverse economic base that integrates social and ecological values, and contributes to a high quality of life for residents and business owners.*

## Spheres of Influence



The City plans for land inventory for business development.



The City funds Campbell River Economic Development Corporation (Rivercorp) to facilitate economic business and job development.



The City works collaboratively with senior governments, the Chamber of Commerce, North Island Employment Foundation, First Nations and local businesses to address local employment and business needs.

## Relationship to Sustainability Priorities



### Climate & Energy

Energy generation is a growing sector with BC playing a major role. Energy conservation and renewable energy generation supports GHG reduction targets and can create jobs.



### Ecosystem Integrity

Protected natural areas draw tourists and contribute to the City's distinct identity. Natural resources contribute to jobs in forestry, fishing, aquaculture, and mining, and must be managed carefully by all levels of government to ensure protection for future generations.



### Solid Waste Management

Local organic waste management and processing could provide potential local job generators.



### Local Economy

An aging population and a diversifying local economy will create new demands for labour and skills. Local schools, organizations and employers create opportunities to increase the training and skill development of our workforce.



### Skilled Workforce

A diversifying local economy will create demands for an increase in skilled labour. Local schools and post-secondary institutions create opportunities to increase training and skills development.



### Social Equity & Cohesion

Local jobs create opportunities for poverty reduction.



### Food Self-Sufficiency

Food businesses, agri-tourism, and farming are potential job generators.



### Identity & Culture

Local cultural assets are rich and create opportunities for growing a local creative industry, and cultural tourism.



### Health

Employment contributes to supporting a high quality of life.



## Important Initiatives & Supportive Actions

<b>Implementation Devices</b>	<b>Objectives and/or actions that relate to this goal can be found in the following:</b> <ul style="list-style-type: none"><li>• Sustainable Official Community Plan – Part II (Land Use), Section 10</li><li>• The Campbell River Economic Development Corporation (Rivercorp) is a subsidiary of the City of Campbell River and operates the Visitor Centre and carries out critical economic development functions</li><li>• Community Accord on Workforce Development.</li><li>• <i>Partnerships with the Chamber of Commerce</i></li><li>• <i>Partnerships with North Island Employment Foundation</i></li><li>• <i>Partnerships with North Island College</i></li><li>• <i>Partnerships with Business Improvement Areas</i></li><li>• <i>Partnerships with the We Wai Kai, Wei Wai Kum, and Homalco First Nations</i></li></ul>
<b>Supportive Tools &amp; Techniques</b>	<ul style="list-style-type: none"><li>• The Campbell River Economic Development Corporation (Rivercorp) plays a critical role in marketing and supporting the needs of employers and investors.</li><li>• The City will maintain a partnership role with the Chamber of Commerce and other community partners in the Workforce Development in a Rural Transitioning Economy project.</li><li>• Create a new partnership forum with First Nations.</li></ul>

## Priority Actions for Going Forward

Actions	Short Term	Medium Term	Long Term
<b>Strategic Planning &amp; Commitment</b>			
1. Support the Chamber of Commerce and Rivercorp in developing an Economic Prosperity Framework and subsequent Economic Development Strategy		X	
2. Negotiate and maintain extended service contracts (3-5 years) with Rivercorp to encourage more long term planning and to facilitate the recruitment of staff and board members.	X		
3. Implement a mandatory five-year strategic planning cycle as part of the service contract to ensure Rivercorp is operating within a strategic plan at all times and is accountable to actions and indicators outlined in the strategic plan. City staff and Council will be active stakeholders in the development of Rivercorp's strategic plan as will key community stakeholders and businesses. The plan should include commitments for monitoring and evaluation that includes regular reporting to Council and the community.	X		



Actions	Short Term	Medium Term	Long Term
4. Complete a strategic plan for Rivercorp, with emphasis on aligning Rivercorp's functions and investments with Campbell River policy objectives as a follow up to the adoption of the ICSP and SOCP. Strategic planning objectives should support the transition and re-definition of traditional resource sectors as well as focus on and developing service, technology, and knowledge-based businesses. Potential areas to emphasize include the creative industries, tourism, local energy development, creating a Centre of Excellence for Tidal Energy Development, and agrifoods.	X		
5. Rivercorp works with key stakeholders to support coordinated economic, business and workforce development.	X	X	X
6. Coordinate regular and ongoing quarterly staff, Council and Rivercorp information sharing and networking meetings as a means to establish communications as a core value and to keep facilitate the development of an informed and engaged community.	X		
<b>Develop a Positive Business Climate</b>			
7. Establish reasonable benchmarks for industrial and commercial development fees and development approval times.		X	
8. Consolidate a research record of business zoning, service, infrastructure and permitting opportunities that could contribute to refined benefits for economic services.		X	
9. Prepare a community investment guide that outlines the legal, land use, environmental, permitting, financial and other guidelines of the development process and clearly outline the roles, responsibilities and guidance provided by City staff, Rivercorp and partner agencies.		X	
<b>Strengthen the Desirability of Campbell River as a Destination</b>			
10. Develop multi-language web-marketing and social networking capacity.		X	
11. Provide assistance to local employers and prospective immigrants who wish to take advantage of senior government immigration programs.		X	
12. Promote Campbell River to Canadian immigrant consulting companies specializing in investors and entrepreneurs.			X
<b>Partnerships &amp; Collaboration</b>			
13. Continue to support the efforts of the Chamber of Commerce in their Workforce Development in a Rural Transitioning Economy project.	X		



Actions	Short Term	Medium Term	Long Term
14. Adhere to the principles agreed to in the Community Accord on Workforce Development as core elements of City economic development planning, and prioritize implementation efforts on those goals and strategies that support and leverage other important economic development objectives.		X	
15. Support collaborative, coordinated and integrated multi-organization workforce development planning with community service providers, academic institutions and employers. Implement relevant City policies, programs and services that support coordinated work force development in Campbell River and the North Island.		X	X
16. Work with local First Nation communities to identify and develop job creation and skills development initiatives and partnerships to promote economic development.	X	X	X
17. Develop a sustainability brand with community partners for Campbell River to draw investment ( <i>i.e.</i> , Greenest Island City)		X	
Strategic Marketing			
18. Collect, share, and disseminate community-based economic and labour market information that will contribute to more effective long range planning and allow for more targeted, robust workforce development programming.		X	X
19. Work with the Chamber of Commerce and other lead organizations to devise and deliver a strategic communications and marketing plan for coordinated work force development in Campbell River and the North Island.		X	
20. Integrate workforce development themes and target future labour market requirements into community marketing programs, focusing on promoting Campbell River's quality of life, affordability advantages and future employment opportunities to former residents, students, visitors and prospective in-migrants.	X		



# 10 Mutual Respect & Strong Relationships

## Integrated Goal

*Create an inclusive community where all cultures are embraced, & personal and working relationships with local First Nations communities contribute to positive change for all.*

## Spheres of Influence



The City must consult with adjacent governments.



The City provides water and wastewater collection services to local First Nations and supports the regional district as required.



The City works collaboratively with local governments to address issues of mutual interest, and supports multicultural organizations in promoting cross-cultural understanding.

## Relationship to Sustainability Priorities



### Climate & Energy

Local energy retrofit and development projects have the opportunity to be catalysts for multi-jurisdictional collaborations and business partnerships.



### Ecosystem Integrity

Habitat restoration projects can be catalysts for developing working relationships. All residents depend on the healthy functioning of our environment.



### Solid Waste Management

All community members can collaborate to help reduce waste.



### Water

All community members can work toward responsible water consumption.



### Local Economy

Working with multicultural service providers and First Nation partners to address employment needs of all community members, is a powerful demonstration of mutual respect. Opportunities exist for business collaboration and complimentary planning.



### Skilled Workforce

Collaboration between the City, local training organizations, First Nations and multicultural service providers is fundamental to developing skills training programs to meet the needs of local employers.



### Social Equity & Cohesion

Understanding our diverse cultures, needs, and social opportunities promotes equity.

**Food Self-Sufficiency**

Gatherings centered on food growing, preparation and/or celebration are cultural norms for local First Nation communities and food markets and activities bring together people from diverse cultures.

**Identity & Culture**

Cultural diversity in Campbell River is rich and abundant. Celebrating our unique identities and cultures helps to build understanding, promoting stronger relationships.

**Health**

Partnerships can contribute to promotion of health programs, services, and social well being.

**Important Initiatives & Supportive Actions**

<i>Implementation Devices</i>	<b>Objectives and/or actions that relate to this goal can be found in the following:</b> <ul style="list-style-type: none"><li>• Sustainable Official Community Plan – Section 8</li><li>• Planning &amp; Governance Strategy (co-developed with the We Wai Kai, Wei Wai Kum, and Homalco First Nation )</li></ul>
<i>Supportive Tools &amp; Techniques</i>	<ul style="list-style-type: none"><li>• Regular Council to Council meetings (between elected officials from each local government)</li><li>• Food sharing and celebrations are important catalysts for building relationships and promoting cross-cultural understanding</li><li>• Participating in cultural ceremonies builds better understanding.</li></ul>

**Priority Actions for Going Forward**

Actions	Short Term	Medium Term	Long Term
1. Finalize and endorse the Planning & Governance Strategy (City, Wei Wai Kum, We Wai Kai and Homalco First Nation)	X		
2. Continue monthly staff working group meetings between the City, Wei Wai Kum, We Wai Kai and Homalco First Nation	X	X	X
3. Develop regular schedule for Council to Council meetings	X		
4. Identify and develop work plans for catalyst projects and 'easy wins' that promote respect and relationships.		X	
5. Maintain regular communication with the public about government to government relationship building		X	
6. Co-organize and promote cultural events (e.g., Storytelling Event)			X



# 11 Creative Community

## Integrated Goal

*Develop a creative and diverse community where arts, entertainment, culture and heritage engage and connect people in all aspects of life, supporting innovation and providing a foundation for economic and social development.*

## Spheres of Influence



The City can develop policies to support creative expression and economic activity.



The City operates community facilities and programs which include arts, culture and creative programs.



The City can work collaboratively with other governments, advocate for and secure cultural funding and work with community partners to achieve community objectives.

## Relationship to Sustainability Priorities



### Climate & Energy

Increasingly, incorporating renewable energy technologies as a form of public art, is helping build support for broader technology adoption.



### Ecosystem Integrity

Campbell River's rich biodiversity contributes to local character and is a draw for eco-cultural experiences. The natural environment also contributes to creative inspiration and cognitive development.



### Local Economy

Less than 2% of the labour force in the Campbell River area is engaged in arts, culture, and recreation. This sector has tremendous potential for job and business growth.



### Skilled Workforce

Local secondary and post-secondary schools contribute to the development of critical skills needed for jobs in the creative sector.



### Social Equity & Cohesion

Art and cultural experiences create opportunities to bring people together for celebration, appreciation and expression that all work towards creating understanding and tolerance.



### Food Self-Sufficiency

Gatherings centered on food enjoyment are cultural norms for many cultures.



### Identity & Culture

Campbell River is rich in cultural diversity. Celebrating our diverse identities and cultures helps build understanding and promotes stronger relationships.



## Important Initiatives & Supportive Actions

<b>Implementation Devices</b>	<b>Objectives and/or actions that relate to this goal can be found in the following:</b> <ul style="list-style-type: none"><li>• Sustainable Official Community Plan</li><li>• Cultural Master Plan</li></ul>
<b>Supportive Tools &amp; Techniques</b>	<ul style="list-style-type: none"><li>• Public Art Policy</li><li>• Museum at Campbell River and associated programs</li><li>• Campbell River Art Council</li><li>• Tidemark Theatre Society</li><li>• Immigrant Welcome Centre (MISA); programs offered by the Wei Wai Kum, We Wai Kai, Homalco First Nation and other First Nation groups</li></ul>

## Priority Actions for Going Forward

Actions	Short Term	Medium Term	Long Term
<b>Facilities &amp; Placemaking</b>			
1. Support the implementation of the Public Art Policy.	X		
2. Continue to include the integration of public art pieces into new infrastructure and buildings and include artists on the design teams for new infrastructure.	X	X	X
3. Support the development of scale appropriate arts, entertainment, and cultural facilities to meet the needs of citizens.			X
4. Explore the feasibility of implementing a Cultural Precinct (focal area) that incorporates a variety of cultural mediums and art facilities in a central location			X
5. Encourage the establishment of public art through incentives and planning mechanisms implemented during the development process, including rezoning application review.		X	
6. Encourage artist live-work spaces through land use planning and other tools identified in the Affordable Housing Strategy.		X	
7. Work with the creative industries in Campbell River to develop effective ways to tell “our story”. Digital animation, film, traditional visual arts, and incorporation of heritage assets, from aboriginal and non-aboriginal communities can creatively capture local history, language and culture.		X	



Actions	Short Term	Medium Term	Long Term
<b>Strategic Planning, Storytelling &amp; Communications</b>			
8. Consider establishing an independent arts and culture commission with the responsibility for allocating cultural grants, providing timely advice to City Council on cultural matters, and taking a leadership role on behalf of the City of Campbell River.			X
9. Conduct an inventory of heritage assets in the community through consultation with heritage stakeholders and the public, and develop measures to ensure their maintenance and/or improvement.		X	
10. Maintain the City's Culture and Heritage Master Plan and continue implementing the plan.	X	X	X
11. Work with community partners to support information sharing and the development of an arts and culture education plan for skill development.			X
12. Recognize and utilize arts, entertainment, culture, and heritage and elements of the natural environment in the development of Campbell River's urban image, quality of life, and economic development strategies.	X	X	X
13. Consider a public art community amenity contribution.			X
<b>Economic Development</b>			
14. Partner with other levels of government to help facilitate, coordinate, and augment funding support for the arts, entertainment, heritage, and cultural communities.			X
15. Promote awareness of the richness of arts, entertainment, culture and heritage both within and outside Campbell River through a coordinated marketing strategy.		X	
16. Work with local partners to develop a digital media incubation centre (or equivalent function) with partnerships between First Nations, industry and education to create apprenticeships and mentorships.		X	
17. Position Campbell River as a destination for creative industries and professionals seeking innovative, high quality, authentic, professional and productive experiences and skilled labour professionals.			X
18. Identify and develop cultural tourism opportunities as a central component of regional economic development.			X



# 12 Social Well-being

## Integrated Goal

*Create a safe community, home to healthy, engaged residents who enjoy a high quality of life with many opportunities for community involvement, active living, and formal and informal education.*

## Spheres of Influence



The City can develop land use and transportation policies that promote active lifestyles and overall social well being.



The City operates community facilities and programs which include recreational opportunities.



The City works collaboratively with other governments and community stakeholders and advocates for convening diverse participation and fostering partnerships to develop, support and implement strategies to achieve social well-being.

## Relationship to Sustainability Priorities



### Climate & Energy

Active individuals walk, cycle and take transit, which also reduces energy and emissions from transportation sources.



### Ecosystem Integrity

The use of trails and natural areas contributes to spiritual and physical health.



Campbell River's water is among the highest quality in Canada and contributes to the health and well-being of local residents.



### Local Economy

Health and recreation service providers support economic activity in the community.



### Skilled Workforce

Skilled employees will be needed to provide specialized health services. Also, reaching one's full capacity relies on access to life-long learning opportunities.



### Social Equity & Cohesion

Low income families, immigrant or ethnic groups, people with disabilities, youth and seniors and other marginalized or minority populations often need specialized services or programs.



### Food Self-Sufficiency

Access to healthy, affordable food choices is critical for social well-being and health.



### Identity & Culture

Connection to culture and identity contributes to emotional and spiritual health.



### Health

Access to health services, opportunities for active lifestyles, health promotion, primary prevention and treatment is critical for individual, family and community well-being.



### Shelter

Safe and appropriate housing is critical for living a well-balanced and healthy lifestyle.



## Important Initiatives & Supportive Actions

<b>Implementation Devices</b>	<b>Objectives and/or actions that relate to this goal can be found in the following:</b> <ul style="list-style-type: none"><li>• Sustainable Official Community Plan</li><li>• Supporting our Social Mosaic: Social Development Priorities (2010)</li></ul>
<b>Supportive Tools &amp; Techniques</b>	<ul style="list-style-type: none"><li>• Campbell River Social Planning Committee</li><li>• Vancouver Island Health Authority</li><li>• School District 72</li><li>• Island Jade Society</li><li>• John Howard Society</li><li>• Campbell River North Island Transition Society</li><li>• Addiction Service providers</li><li>• Health, fitness and cultural programs at Community Centre and Sportsplex; local sports clubs</li><li>• Library services</li><li>• Rose Harbour (BC Housing women's transition housing project on Dogwood)</li></ul>

## Priority Actions for Going Forward

Actions	Short Term	Medium Term	Long Term
1. Complete the development of a Social Development Plan for Campbell River building on the work of the Supporting our Social Mosaic: Social Development Priorities (2010).		X	
2. Increase social inclusion and accessibility and initiatives in community development , taking into consideration the following: <ul style="list-style-type: none"><li>• Require that all new public space and transportation infrastructure be designed for accessibility (i.e. for a range of physical capabilities) and adapt existing infrastructure where possible;</li><li>• Utilize municipal incentives such as fast tracked development applications, tax exemptions, and density bonuses to encourage the development of accessible, affordable residential units and the provision of community amenities that foster social interaction;</li><li>• Establish community locations and programs that promote cultural understanding and interaction among diverse populations;</li><li>• Work with community partners to increase access to recreation and community involvement opportunities for all, including vulnerable populations.</li></ul>	X	X	



Actions	Short Term	Medium Term	Long Term
<p>3. Work to increase public safety, taking into consideration the following:</p> <ul style="list-style-type: none"><li>• Continue to support the City's Crime Prevention Strategy, and focus on implementation of the recommendations;</li><li>• Incorporate Crime Prevention through Environmental Design into land use design regulation;</li><li>• Support the establishment of addictions recovery programs and shelters for vulnerable populations through community partnerships and strategic land use policy and regulation;</li><li>• Partner with community organizations to organize dialogues on locally-relevant social safety topics, including suicide, depression, and bullying, and support community agencies in the development and implementation of strategies appropriate to Campbell River.</li></ul>		X	
<p>4. Increase opportunities for training, employment, and income security, taking into consideration the following:</p> <ul style="list-style-type: none"><li>• Support North Island Employment Foundation and local socio-economic development organizations in implementing Chapter 5 of <i>Supporting Our Social Mosaic: Social Development Priorities for the City of Campbell River</i>, which includes actions that address gaps dealing with training, employment, and income security.</li><li>• Support local employers and the Chamber of Commerce in the Workforce Transition Strategy</li></ul>		X	X
<p>5. Improve health and build on existing well-being, taking into consideration the following:</p> <ul style="list-style-type: none"><li>• Ensure programs, facilities, and – where appropriate – infrastructure provide healthy, safe living opportunities and needed service delivery for all segments of the population, including seniors, children, youth, families, people with disabilities, newcomers and other minorities, and vulnerable groups.</li><li>• Through partnerships, programs and services/infrastructure, support School District 72, AIDS Vancouver Island, Public Health, BC Ministry of Education, Vancouver Island Health Authority, First Nations' Band Councils, and local service providers in implementing Chapter 5 of <i>Supporting Our Social Mosaic: Social Development Priorities for the City of Campbell River</i>, which include actions that address gaps dealing with health and well-being, and the needs of children, youth, seniors, and families.</li></ul>	X	X	X



# 13 Food Self-Sufficiency

## Integrated Goal

*Develop a vibrant local food culture with prosperous agriculture and food-related businesses – ranging from producers, to processors, to retailers – and where all residents have access to healthy, locally grown and raised food.*

## Spheres of Influence



The City can develop policies to support community and commercial agriculture.



The City owns land that can be used to grow food through community gardens and other forms of urban agriculture.



The City can support community groups to grow and/or make healthy food available to residents, in particular vulnerable populations.

## Relationship to Sustainability Priorities



### Climate & Energy

Growing food locally reduces the need to transport food from distant locations.



### Ecosystem Integrity

Wild foods, such as mushrooms and berries, can be found in natural areas. Agriculture can benefit from native species, such as pollinators.



### Water

Rainwater and stormwater from rooftops can be used to irrigate food gardens.



### Solid Waste Management

Food waste can be used to generate high quality compost.



### Local Economy

A local food system can increase local employment.



### Skilled Workforce

Farms, restaurants and food preparation service companies require skilled labour.



### Social Equity & Cohesion

Many low income families do not have access to healthy and nutritious food. Community gardens and food sharing programs can help address this challenge.



### Food Self-Sufficiency

Growing food locally reduces our vulnerability to global food system disruptions and natural disasters which may prevent food from reaching Vancouver Island.



### Identity & Culture

Local foods, in particular salmon and other seafoods, are very much a part of Campbell River's local identity.



### Health

Options for healthy eating and a connection with food can help tackle obesity, which is on the rise across Canada.



### Shelter

Access to housing, and inclusion of community gardens in multifamily developments, can enable access to outdoor space for growing food.



## Important Initiatives & Supportive Actions

<b><i>Implementation Devices</i></b>	<b>Objectives and/or actions that relate to this goal can be found in the following:</b> <ul style="list-style-type: none"><li>• Sustainable Official Community Plan</li><li>• Agriculture Plan</li></ul>
<b><i>Supportive Tools &amp; Techniques</i></b>	<ul style="list-style-type: none"><li>• Sustainability Checklist</li><li>• UBCM Dig It Guide to Community Gardening</li></ul>



## Priority Actions for Going Forward

Actions	Short Term	Medium Term	Long Term
<b>Commercial Agriculture</b>			
<ol style="list-style-type: none"><li>1. Many actions are identified in the Campbell River Agriculture Plan. The City will work with community groups, landowners, businesses, Rivercorp and other stakeholders to implement the actions in the plan that are guided by the following major strategies:<ul style="list-style-type: none"><li>o Set-up an agriculture advisory body to assist the City in aligning local government policy with an emerging agriculture sector and to steward the implementation of this plan;</li><li>o Develop strategies to make land available for cost-effective leases, especially for lands that are identified as having high agriculture capability ratings; and</li><li>o Work with and empower Rivercorp to include agricultural sector development as an economic development strategy.</li></ul></li></ol>		X	
<b>Community Agriculture</b>			
2. Develop an urban agriculture land inventory to identify key areas in the public and private realm best suited for urban agriculture practices.		X	
3. Distribute the UBCM Dig It Guide to Community Gardening to community groups, individuals and major landowners to promote urban food growing.	X		
4. Consider amending zoning regulations to support keeping of poultry and bees.	X		
5. Develop a Community Garden Policy.		X	
6. Organize and/or plant community orchards, community and demonstration gardens, and outdoor kitchens where feasible.	X		
7. Develop and maintain a Food and Agriculture Checklist for new multi-family residential developments to enable food growing.		X	
8. Host at least one food celebration event annually, focusing on local food production and artisan agriculture.	X		
9. Encourage the Campbell River Farmer's Market to develop a strategy for attracting more food product vendors to the market		X	

## **Part IV:      Function Strategy**

Spheres of Influence, Relationships  
& Implementation Actions



## Campbell River's Function Strategy:

*Develop green and integrated buildings, infrastructure & services.*

### Integrated Goals:

- **Buildings:** Buildings in Campbell River are green – with improved energy efficiency and use of renewable energy wherever possible – and assist in meeting climate protection commitments set out in the BC Climate Action Charter.
- **Water:** Campbell River's water is consumed responsibly and new demand is met through conservation.
- **Solid Waste Management:** Waste generation per capita is among the lowest in British Columbia and disposal consisting of recyclable and compostable materials is approaching zero.



# 14 Buildings

## Integrated Goal

*Buildings in Campbell River are green – with improved energy efficiency and use of renewable energy wherever possible – and assist in meeting climate protection commitments set out in the BC Climate Action Charter.*

## Spheres of Influence



The City regulates construction of buildings.



The City owns community facilities.



The City can work collaboratively with other governments, developers and building managers to support building objectives.

## Relationship to Sustainability Priorities



### Climate & Energy

Buildings consume significant amounts of energy in Campbell River and can be retrofitted and designed to be energy efficient.



### Ecosystem Integrity

Buildings consume land and natural resources which, when not managed responsibly, cause harm to the environment.



### Water

Buildings can be designed to minimize water consumption.



### Solid Waste Management

Buildings can be designed to minimize waste generation.



### Local Economy

Building development and renovations can employ local trade workers.



### Skilled Workforce

Green building design and energy efficiency training opportunities support the development of green and energy efficient buildings.



### Social Equity & Cohesion

Low income families, including seniors, do not always have access to affordable housing. Energy efficiency measures can help building affordability.



### Identity & Culture

Building architecture should support a unique form and character and identity in Campbell River.



### Health

Building materials can contribute to poor health and poor indoor air quality. Building design has the opportunity to enhance living environments.



### Shelter

Green building design can contribute to affordable and safe housing.



## Important Initiatives & Supportive Actions

<b>Implementation Devices</b>	<b>Objectives and/or actions that relate to this goal can be found in the following:</b> <ul style="list-style-type: none"><li>• Sustainable Official Community Plan</li><li>• Community Energy &amp; Emissions Plan (2011)</li></ul>
<b>Supportive Tools &amp; Techniques</b>	<ul style="list-style-type: none"><li>• Sustainability Checklist</li><li>• Building Bylaw</li><li>• Utility and senior government incentive and awareness/education programs for energy conservation</li></ul>

## Priority Actions for Going Forward

Actions	Short Term	Medium Term	Long Term
1. The Community Energy & Emissions Plan (2011) includes a range of actions that support the development of energy efficient buildings. The following key actions will be implemented, as per the plan: <ul style="list-style-type: none"><li>• Education and outreach on energy efficiency opportunities to maximize building sector impacts;</li><li>• Promotion of building-scale renewable heat ;</li><li>• Increasing energy efficiency of new buildings;</li><li>• Establishing a Community Energy Retrofit Program;</li><li>• Use Land-Use Policies to Encourage Passive Design.</li></ul>	X		
2. Ensure implementation of Development Permit Guidelines as they relate to solid waste management to minimize waste generation in buildings and through the construction and demolition of buildings.	X	X	X
3. All new municipal facilities will be built to a high green building standard such as LEED.	X	X	X



# 15 Water

## Integrated Goal

*Campbell River's high quality drinking water is protected, consumed responsibly and new demand is met through conservation.*

## Spheres of Influence



The City can regulate water usage, including restrictions.



The City operates a water utility.



The City can work collaboratively with other governments and community groups to promote water conservation and responsible use.

## Relationship to Sustainability Priorities



### Climate & Energy

Water distribution and treatment is energy intensive.



### Ecosystem Integrity

Watershed protection supports broader ecosystem protection objectives.



### Water

Local water resources are abundant, but not during summer months, when most in need.



### Local Economy

Water supports local industry, and commercial businesses.



### Health

Campbell River's water is some of the highest quality in the world.



### Food Self-Sufficiency

An adequate supply of water for agriculture use is needed to achieve food self-sufficiency.



## Important Initiatives & Supportive Actions

<b>Implementation Devices</b>	<b>Objectives and/or actions that relate to this goal can be found in the following:</b> <ul style="list-style-type: none"><li>• Sustainable Official Community Plan</li><li>• Watershed Management Plan</li><li>• Water System Strategy</li><li>• Water Conservation Education Program</li></ul>
<b>Supportive Tools &amp; Techniques</b>	<ul style="list-style-type: none"><li>• Annual Water Report</li><li>• Sustainability Checklist</li></ul>

## Priority Actions for Going Forward

Actions	Short Term	Medium Term	Long Term
<b>General Actions (Except for Bulk Purchasers)</b>			
1. Update water pricing structure to graduated block pricing based on usage to incent conservation, with priority on residential single family customers and summer peaks.		X	
2. Enhance the water conservation educational and outreach program, with initial priority on summer outdoor residential use.	X		
3. Update sprinkling restrictions to encourage more efficient use and off peak watering.		X	
4. Provision of water conservation kits for residential customers.		X	
5. Review water system asset management processes, and create/update a water loss management strategy.		X	X
6. Create an integrated infrastructure renewal program and replace failing infrastructure.		X	X
7. Explore options to reduce consumption and water loss.		X	
8. Improve cooperation and information sharing within the technical watershed committee.	X		
9. Enhance the watershed protection education program by integrating it with our public beaches and parks within the watershed.	X		
10. Implement a watershed activity monitoring and outreach program.		X	
11. Regulate activities in the watershed.		X	



Actions	Short Term	Medium Term	Long Term
<b>Single Family Residential Users</b>			
12. Change water conservation bylaws to require use of minimum landscape soil depth, and weather-based time clocks and low flow heads or drip when automatic irrigation is installed.		X	
13. Refine water pricing to make voluntary metering very attractive.		X	
<b>Multi-family Residential and ICI Users</b>			
14. Create Development Permit Areas for Water Conservation: simple measures for outdoor conservation.	X		
15. Landscape Water Budget (addresses outdoor conservation) as part of a water bylaw (and/or the Subdivision and Development Services Bylaw), triggered by an irrigation installation		X	
16. Update water bylaws to require water audits and conservation plans by larger commercial/industrial users		X	
17. Follow and participate in proposed changes to the BC Building Code that facilitate rainwater capture and reclaimed water use for appropriate purposes		X	
18. Consider locating future water-intensive facilities, such as sports fields and parks, near the source of non-potable water (i.e. wastewater treatment plant)			X
<b>Public/ Municipal Users</b>			
19. Retrofit all public buildings with water-efficient fixtures.		X	
20. Reduce/minimize loss, leakage and unaccounted for water over the longer term.			X
21. Update the Subdivision and Development Services Bylaw with requirements for water-efficient landscaping and irrigation.		X	
<b>Industrial and Commercial -Bulk Users</b>			
22. Update water bylaws to require water audits and conservation plans by larger commercial/industrial users.		X	
23. Encourage industries/large users to develop water audits and conservation plans, particularly large users.			X
24. Consider access to non-potable water when zoning for industrial and commercial sectors.	X	X	X



# 16 Solid Waste Management

## Integrated Goal

*Waste generation per capita is among the lowest in British Columbia and waste removal for disposal consisting of recyclable and compostable materials is approaching zero.*

## Spheres of Influence



The City can develop policies to support reduced waste generation and stream separation of waste.



The City provides waste collection services.



The City works with other regional governments to manage and reduce waste generation.

## Relationship to Sustainability Priorities



### Climate & Energy

Solid waste generates greenhouse gas emissions, in particular methane – the most potent GHG, and has the potential to be a source of energy.



### Ecosystem Integrity

Landfills and illegally dumped waste can negatively impact natural areas.



### Water

Landfills and illegally dumped waste can contaminate surface and groundwater sources. Reducing illegal dumping is especially important for the health of Campbell River's watershed.



### Solid Waste Management

Local landfill capacity has neared capacity, greatly increasing the need to find alternative waste management strategies.



### Local Economy

Waste, recyclable, and compost collection and processing can lead to job opportunities.



### Food Self-Sufficiency

Food waste represents a major portion of municipal solid waste. Composting food wastes at home can greatly reduce the need for waste collection. Large scale composting facilities can assist in processing food waste generated by individuals, businesses, and institutions.



### Shelter

Multifamily homes can be designed to include recycling facilities and support efficient waste stream separation. Homes can be designed with materials that minimize waste generation.



## Important Initiatives & Supportive Actions

<b>Implementation Devices</b>	<b>Objectives and/or actions that relate to this goal can be found in the following:</b> <ul style="list-style-type: none"><li>• Sustainable Official Community Plan</li><li>• Regional Solid Waste Management Plan</li></ul>
<b>Supportive Tools &amp; Techniques</b>	<ul style="list-style-type: none"><li>• Sustainability Checklist</li><li>• Garbage and Recycling Bylaw</li></ul>

## Priority Actions for Going Forward

Actions	Short Term	Medium Term	Long Term
1. Improve diversion of materials that are already included in existing programs, taking into consideration the following: <ul style="list-style-type: none"><li>• Determine composition of waste from single family/duplex sector to confirm baseline conditions.</li><li>• Enforce disposal bans that are implicit in the current definition of "garbage;"</li><li>• Partner with the Comox Strathcona Waste Management Service and provide additional education and develop behavior change programs to deliver to residents.</li></ul>	X		
2. Divert compostable waste from disposal, taking into consideration the following: <ul style="list-style-type: none"><li>• Introduce collection of food waste once processing capacity is secured;</li><li>• Reduce frequency of garbage collection when food waste collection established.</li></ul>		X	
3. Maintain and update development permit guidelines to increase waste diversion from multifamily units, taking into consideration the following: <ul style="list-style-type: none"><li>• Establishing mandatory minimum space requirements for recycling in all new multi-family buildings and commercial developments;</li><li>• Ensuring that access to diversion programs in multi-family buildings and commercial developments is at least as easy as access to garbage disposal.</li></ul>	X		



Actions	Short Term	Medium Term	Long Term
4. Make recycling collection services mandatory for all multi-family buildings and small commercial/institutional developments, taking into consideration the following: <ul style="list-style-type: none"><li>• Offer recycling collection services to multi-family buildings through City contractor;</li><li>• Provide collection of recycling to small commercial/institutional generators that can be serviced in a manner similar to multi-family dwellings through the City contractor. Participation in this service should be mandatory for buildings that meet the size criteria.</li></ul>		X	
5. Make collection of compostable waste mandatory for all multi-family buildings and commercial/institutional developments, taking into consideration the following: <ul style="list-style-type: none"><li>• Secure processing capacity;</li><li>• Provide collection services to multi-family buildings through City contractor;</li><li>• Provide collection of food waste to commercial/institutional generators that can be serviced in a manner similar to multi-family dwellings through the City contractor. Participation in this service would be mandatory for buildings that meet the size criteria.</li></ul>		X	
6. Ban the disposal of materials with alternate markets, taking into consideration the following: <ul style="list-style-type: none"><li>• Extend disposal bans on recyclable materials, yard waste, beverage containers and electronics to cover the ICI sector;</li><li>• Introduce a ban on food waste disposal by commercial generators once regional composting capacity is secured.</li></ul>		X	
7. Mandate recycling at all construction and demolition sites, taking into consideration the following: <ul style="list-style-type: none"><li>• Require waste management plan as part of permit;</li><li>• Ban the disposal of mixed loads of construction and demolition waste;</li><li>• Charge less for sorted loads of construction and demolition waste (variable tipping fees).</li></ul>			X
8. Work towards establishment of regional composting and recycling facilities, taking into consideration the following: <ul style="list-style-type: none"><li>• Work with CSWM service to establish regional composting and recycling facilities;</li><li>• Work with the CSWM service to establish a “one stop drop” facility where all residents and the ICI sector can bring recyclables and product stewardship materials for no fee;</li><li>• Accept general refuse for a fee at the “one stop drop” facility to increase convenience of recycling.</li></ul>		X	

## Part V: Appendix A

### Sustainability Indicators & Implementation Metrics



## Climate & Energy: Zero Carbon and Adaptive

Performance Indicator	Status	Year	Source
Total Community Energy Consumption	4,043,071 GJ	2007	Data Source: BC Ministry of the Environment (2007). Campbell River CEEI Report 2007. <a href="http://www.env.gov.bc.ca/cas/mitigation/ceei/reports.html">http://www.env.gov.bc.ca/cas/mitigation/ceei/reports.html</a> . Accessed October, 2010.
Total Community GHG Emissions	204,265 T-CO <sub>2</sub> e	2007	Data Source: BC Ministry of the Environment (2007). Campbell River CEEI Report 2007. <a href="http://www.env.gov.bc.ca/cas/mitigation/ceei/reports.html">http://www.env.gov.bc.ca/cas/mitigation/ceei/reports.html</a> . Accessed October, 2010.
Amount of GHG Emissions by Sector	Transportation 67% Buildings 23% Solid Waste 10%	2007	Data Source: BC Ministry of the Environment (2007). Campbell River CEEI Report 2007. <a href="http://www.env.gov.bc.ca/cas/mitigation/ceei/reports.html">http://www.env.gov.bc.ca/cas/mitigation/ceei/reports.html</a> . Accessed October, 2010.
Per Capita GHG Emissions (per person per year)	6.8 tonnes	2007	Ministry of Environment Community Energy and Emissions Inventory
Total Corporate GHG Emissions	1,279 tonnes of CO <sub>2</sub> e	2010	City of Campbell River Annual Inventories.
Total Community Energy Costs	In 2007, Campbell River residents and businesses spent a combined \$94.6 million on energy or approximately \$3020 per person per year. The \$71.1 million in residential energy expenditures works out to an average of \$5,800 per household. Energy expenditures for small and medium sized business totalled \$16.1million, or \$8,000 per business. The other major category of energy expenditures that it is possible to estimate is fuel for tractor trailer trucks. In 2007, approximately \$7 million, or \$28,500 per truck, was spent on tractor trailer fuel.	2007	These figures are based on energy consumption from the 2007 Ministry of Environment Community Energy and Emissions Inventory and average 2007 energy expenditures from BC Hydro rates, Fortis BC Gas rates, transportation fuel costs, and fuel oil costs.



Ambient Air Quality Rating Below Provincial Health Guidelines for Fine Particulate Matter (PM 2.5) Annual objective 8 ug/m <sup>3</sup> ; 24 hr objective 25 ug/m <sup>3</sup> :	Approximately 4 ug/m <sup>3</sup> for annual objective. Below Provincial Health Guidelines for Fine Particulate Matter (PM 2.5).	2009	Province of BC; BC Lung Association State of the Air Report 2010.
Ground Level Ozone	Approximately 22 (ppb); Aligns with Provincial Health Guidelines	2009	Province of BC; BC Lung Association State of the Air Report 2010.
Annual Average Nitrogen Dioxide (NO <sub>2</sub> ) Level	Approximately 8.5 ug/m <sup>3</sup> ; Aligns with Provincial Health Guidelines	2009	Province of BC; BC Lung Association State of the Air Report 2010.
Implementation Metric	Status	Year	Source
# of Building Energy Retrofits	No data currently available.	2011 .	Unavailable at this time.
% of Buildings Using Renewable Energy for Heating	Approximately 2/3 of home energy consumption in Campbell River is for space and water heating, much of which is from natural gas, and most of the remainder from inefficient electric systems.  15 buildings currently have solar installations. 11 are residential and 4 municipal. Percentage needs to be calculated.	2011	City of Campbell River Building Permits and Land Use Department – discussions with local installers.
Modal Share to Work/School	Currently, walking (5.5%), cycling (0.3%) and transit account (2.5%) for approximately 9% of all commute trips in the City. Vehicle Driver (77.9%), Vehicle Passenger (8.9%), Other (3.8%)	2006	BC Stats (2006). 2006 Census Profile: Campbell River, CA Series A. <a href="http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf">http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf</a> Accessed July, 2011.
Solid Waste Tonnes Landfilled	20,320	2007	BC Ministry of the Environment (2007). Campbell River CEEI Report 2007.
Tonnes Landfilled per capita	0.677	2009	<a href="http://www.env.gov.bc.ca/cas/mitigation/ceei/reports.html">http://www.env.gov.bc.ca/cas/mitigation/ceei/reports.html</a> . Accessed October, 2010. Estimate based on population assumption of 30,000



Building Energy Use Intensity	Residential – 94 GJ / Unit / Year (2.2 T-CO <sub>2</sub> e /Unit/yr)  Commercial / Small-Medium Industrial 382 GJ / Unit/yr (9.0 T-CO <sub>2</sub> e /Unit/yr)	2011	Natural Resources Canada averages
Walkability	• 10%/37%/70% of population within 5/10/ 20 min walk from a local commercial location	2011	CEEP Analysis by HB Lanarc.
Cycling Commuting Trips	Data not currently available.	2011	Future source: community survey
Total kms of bike lanes	85 km of bike routes; 29 of which are on provincial highways and under the Ministry of Transportation's jurisdiction. These are not all bike lanes, but are designated by routes.	2011	Transportation Department
Total kms of sidewalks	Approximately 150 km	2011	Transportation Department
Transit Ridership	600,000 rides per year - conventional regular scheduled service; 16,000 on Handy Dart.	2011	BC Transit
Infrastructure to promote low carbon vehicles	None currently in place.	2011	City of Campbell River
% of new buildings with green building certification (ie. LEED)	Data not currently available.	2011	Building Permits could measure this in the future.



## Ecosystem Integrity: Maintain Ecological Values

Performance Indicator	Status	Year	Source
% of Urban Forest Canopy Coverage	Not Measured	2011	To be measured for Urban Canopy Management Plan
Total area of wetland (ha)	281 ha	2011	City of Campbell River
Total area of forested land (ha)	Not Measured	2011	To be measured for Urban Canopy Management Plan
Total Area of Environmentally Sensitive Areas (ha) Ecosystems	2,560 ha	2007	SEI inventory
Total area (ha) of protected natural areas	Data not currently measured.	2011	To be updated in future years.
# of species at risk in local area	70 Species at Risk are listed in the Strathcona Regional District area, which includes the City of Campbell River and beyond.	2011	Province of BC – Ministry of Environment.
Implementation Metric	Status		
# of new urban trees planted	Not Measured	2011	For future measurement.
% of growth within centres vs. % of growth in greenfield areas	40% redevelopment within centres 60% greenfield	2060	OCP build out
# of policies adopted from the BC Species at Risk Working Group	None currently.	2011	City of Campbell River



## Water: Responsible Consumption & Management

Performance Indicator	Status	Year	Source
Total potable water consumption (l/person/day)	496	2010	City of Campbell River (2010). 2010 Annual Water Report. <a href="http://www.campbellriver.ca/Residents/Water/Documents/2010%20Annual%20Water%20Report.pdf">http://www.campbellriver.ca/Residents/Water/Documents/2010%20Annual%20Water%20Report.pdf</a> Accessed July 2011
Ratio of peak day demand to winter day demand	2.19 (times higher than the winter demand).  During the winter (October to April) the average daily water demand was less than 20 million litres per day. In 2011, the average annual day demand was 22 million litres compared to peak day on September 10 <sup>th</sup> which was 39.20 million litres.	2011	Water Department Annual Report
Peak flow rate	1,182 litres/second	2011	Water Department
Consumption share by users	Residential (62.8%), Commercial (10.7%), Leakage (10%), SRD (7.7%), Institutional (2.8%), Industrial (1%)	2010	City of Campbell River (2010). 2010 Annual Water Report. <a href="http://www.campbellriver.ca/Residents/Water/Documents/2010%20Annual%20Water%20Report.pdf">http://www.campbellriver.ca/Residents/Water/Documents/2010%20Annual%20Water%20Report.pdf</a> Accessed July 2011
Level of understanding of water demand management	Unavailable.	2011	Data could be obtained in future through a community survey
Percent of people aware of the watershed location	Unavailable.	2011	Data could be obtained in future through a community survey
Implementation Metric	Status		
# of water conservation education initiatives	Water conservation education is provided to all citizens within the municipal boundaries of the City of Campbell River. There are many examples including door-to-door surveys, radio ads, watershed tours etc. The 2011 door-to-door survey results, valid at a 95 (+/-) 5% confidence level, showed a	2011	Water Department Annual Report



	54% increase in awareness about average water demand tripling in summer (77% of respondents); and a 32% increase in the knowledge that the increased peak summer demand impacts fire fighting (86% of respondents). Public feedback, survey results and changes in summer water use behavior indicate the program achieved its objectives of reducing peak summer demand.		
Main breaks per km	35.5 breaks per 100 km of main	2011	Water Department Annual Report



## Solid Waste Management: Zero Waste

Performance Indicator	Status	Year	Source
Solid waste landfilled (tonnes/capita)	0.677	2007	BC Ministry of the Environment (2007). Campbell River CEEI Report 2007. <a href="http://www.env.gov.bc.ca/cas/mitigation/ceei/reports.html">http://www.env.gov.bc.ca/cas/mitigation/ceei/reports.html</a> . Accessed October, 2010. Estimate based on population of 30,000.
Regional Solid Waste Diversion Rate	48%	2009	Regional Solid Waste Management Plan (2011)
Regional Per Capita Disposal Rate	0.6 tonnes of garbage per year/capita	2009	Regional Solid Waste Management Plan (2011).
Curbside Diversion Rate	42% since 2009	2011	Curbside Data (Emterra)/2011 Sustainability Annual Report
Total Garbage per Household (kg)	372 kg	2011	Curbside Data (Emterra)/2011 Sustainability Annual Report
Total Waste Generated in Tonnes (Curbside)	5,826 tonnes	2011	Curbside Data (Emterra)/2011 Sustainability Annual Report
% of waste stream that is recycled	30%	2009	City of Campbell River
% of waste stream that is composted (including yard and food waste)	8%	2009	City of Campbell River
Implementation Metric	Status		
Frequency of garbage and recyclables collection (pick-up/month)	4	2011	City of Campbell River. <a href="http://www.campbellriver.ca/Residents/GarbageandRecycling/Pages/garbage.aspx">http://www.campbellriver.ca/Residents/GarbageandRecycling/Pages/garbage.aspx</a>
Frequency of yard waste collection (pick-up/month)	4 (April through November)	2011	City of Campbell River. <a href="http://www.campbellriver.ca/Residents/GarbageandRecycling/Pages/garbage.aspx">http://www.campbellriver.ca/Residents/GarbageandRecycling/Pages/garbage.aspx</a> Accessed July 2011



## Local Economy: Diverse & Robust

Performance Indicator	Status	Year	Source
Employment rate (%) (population 15 years+)	58.4% (Employment to Population, %) Unemployment: 8.8% (Unemployment to labour force, %)	2006	BC Stats (2006). 2006 Census Profile: Campbell River, CA Series A. <a href="http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf">http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf</a> Accessed July, 2011.
Average employment income compared to provincial average (15 years and older)	\$23,205 Campbell River \$25,722 BC	2006	BC Stats (2006). 2006 Census Profile.
Sectoral Distribution of employment	In 1996, 35% of all jobs in Campbell River involved the production of goods. By 2006, this had declined to 30%. In 1991, 43% of all community income in Campbell River came from forestry, mining and the commercial fishery. By 2006, the share of those same three industries had dropped to 32%.	2006	BC Stats (2006). 2006 Census Profile: Campbell River, CA Series A. <a href="http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf">http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf</a> Accessed July, 2011.
# of businesses	3078 (125 business formations in 2010)	2010	BC Stats (2010). 2006 Community Facts: Campbell River, City. BC Stats (2006). 2006 Census Profile: Campbell River, CA Series A. <a href="http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf">http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf</a> Accessed July, 2011. Accessed July, 2011.
# of green technology jobs	Data not currently available.	2011	Partner with NIEFS to track in future.
Implementation Metric	Status		
# of community marketing initiatives	Data not currently available.	2011	Further research required.
# of available training programs	15	2011	Discovery College; North Island College. Source: <a href="http://www.bbb.org/vancouver-island/accredited-business-directory/training-programs/campbell-river-bc">http://www.bbb.org/vancouver-island/accredited-business-directory/training-programs/campbell-river-bc</a>



## Skilled Workforce: Diversity of Skills & Demographics

Performance Indicator	Status	Year	Source
% of population with post-secondary training	83.5% of Total population 25-64	2006	BC Stats (2006). 2006 Census Profile: Campbell River, CA Series A. <a href="http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf">http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf</a> Accessed July, 2011.
% of population with post-secondary training (High school, apprentices)	68.4% of Total population 25-64	2006	BC Stats (2006). 2006 Census Profile: Campbell River, CA Series A. <a href="http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf">http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf</a> Accessed July, 2011.
% of population with post-secondary training (University certificate, diploma or degree)	15.1% of Total Population 25-64	2006	BC Stats (2006). 2006 Census Profile: Campbell River, CA Series A. <a href="http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf">http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf</a> Accessed July, 2011.
Implementation Metric	Status		
# of local trades programs	17 at North Island College 11 at Discovery College	2011	<a href="http://www.nic.bc.ca/programs/default.aspx?loc=CR">http://www.nic.bc.ca/programs/default.aspx?loc=CR</a>  <a href="http://www.discoverycommunitycollege.com/index.php?page=4">http://www.discoverycommunitycollege.com/index.php?page=4</a>
# of degree and diploma programs	22 at North Island College 11 at Discovery College	2011	<a href="http://www.nic.bc.ca/programs/default.aspx?loc=CR">http://www.nic.bc.ca/programs/default.aspx?loc=CR</a>  <a href="http://www.discoverycommunitycollege.com/index.php">http://www.discoverycommunitycollege.com/index.php</a>
Community Labour Market Indicators are Tracked and Reported; Workforce Development key stakeholders link strategic planning.	Process initiated through Workforce Development Accord.	2011	North Island Employment Foundation Society, Rivercorp, Chamber, and others.



## Social Equity & Cohesion: Open & Inclusive Community

Performance Indicator	Status	Year	Source
Low income rate (% or per capita)	8.5% after taxes, 12.6% before taxes (all economic families)	2005	BC Stats (2006). 2006 Census Profile: Campbell River, CA Series A. <a href="http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf">http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf</a> Accessed July, 2011.
# of new accessible or accessibility-upgraded residential units	Data currently unavailable.	2011	Building Permit process could track in future.
# of new accessible transportation infrastructure features	Two City installations: The audible pedestrian signal (APS) at Dogwood / 2 <sup>nd</sup> , installed December 2011, that assists visually impaired pedestrians safely cross the street (with cuckoos and chirps). Also, new sidewalk on Springbok, Gazelle and Birch, which are accessible, including curb let downs (approx 640 m)	2011	Transportation Department.
Electoral participation (Municipal elections)	7,404 voters (30% of eligible electors)	2011	2011 General Local Election Results, Report to Council, November 22, 2011.
Implementation Metric	Status		
# of social programs	Not currently available.	2011	Future data needs to be gathered.
# of community events promoting social equity	Not currently available.	2011	Future data needs to be gathered.
Equitable access to cultural resources	Not currently available.	2011	Future data needs to be gathered.



## Food Self-Sufficiency: Local & Healthy Sources

Performance Indicator	Status	Year	Source
Area under agricultural production(ha)	58 hectares of farm parcels	2010	Agriculture Inventory (From the ground Up Consulting (Gary Rolston)_
# of farmers and ags	325 are involved in agriculture, food and beverage and another 340 residents involved in fishing and fish products (DF can't corroborate this number)	2006	BC Stats
Capacity for food self-sufficiency (%)	<1%	2011	Estimated based on local food production.
# of community gardens	2	2011	City of Campbell River
Food bank usage	<u>2011:</u> 22,294 people (1,800 people/month; 600-650 families)	2011	Campbell River Food Bank Society
Implementation Metric	Status		
# of marketing initiatives led by the City and Rivercorp that integrate food and agriculture	Agriculture Plan	2011	City of Campbell River
# of programs providing information and resources to farmers	Agriculture Plan	2011	City of Campbell River
Local agriculture training programs and skill development opportunities	Not currently available.	2011	To be collected in future.
Retail food environment index	Not currently available.	2011	To be collected in future with a ratio describing relative abundance of different types of retail food outlets in the area (divide total # of grocery stores & farmers' markets in the area by the # of "unhealthy" food outlets).



## Identity & Culture: Recognizable & Rich with Diversity

Performance Indicator	Status	Year	Source
# of restored or enhanced heritage assets	2	2011	City of Campbell River - Recreation and Culture Department.
# of creative public expressions	Not currently tracked.	2011	Future data collection required.
% of labour force employed in arts, culture and recreation	2.2%	2006	BC Stats (2010). 2006 Community Facts: Campbell River, City. BC Stats (2006). 2006 Census Profile: Campbell River, CA Series A. <a href="http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf">http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf</a> Accessed July, 2011. Accessed July, 2011.
Implementation Metric	Status		
# of arts and cultural events	Not currently tracked.	2011	Arts Council; Museum; Tidemark Theatre;
Frequency of meetings between elected officials for the City of Campbell River and local First Nation governments	One community to community forum between all four governments in 2011. Multiple meetings at various scales with each nation.	2011	City of Campbell River



## Health: Healthy & Active Citizens

Performance Indicator	Status	Year	Source
Perceived health status	Not currently available.	2011	Future data needs to be gathered. BC Vital Signs Report as possible source.
Perceived life stress rate	Not currently available.	2011	Future data needs to be gathered.
Leisure time physical activity rate	Not currently available.	2011	Future data needs to be gathered.
Obesity rate ( per capita)	Not currently available.	2011	Future data needs to be gathered.
Cancer Rate	Not currently available.	2011	Future data needs to be gathered.
Suicide Rate	Not currently available.	2011	Future data needs to be gathered.
Violent crime rate (per capita)	2.7 offences per 1,000 people (average)	2007-2009	BC Stats. 2010. Local Health Area 72 Statistical Profile. <a href="http://www.bccstats.gov.bc.ca/data/sep/lha/lha_72.pdf">http://www.bccstats.gov.bc.ca/data/sep/lha/lha_72.pdf</a> Accessed July 2011.
# of doctors (per 1000 population)	Not currently available.	2011	Future data needs to be gathered.
Implementation Metric	Status		
% of new developments that integrated Crime Prevention Through Environmental Design principles	Not currently tracked.	2011	Building Permit process for future tracking.
% of homes within 400 m of commercial uses	Not currently tracked.	2011	Building Permit process for future tracking.



## Shelter: Shelter for All

Performance Indicator	Status	Year	Source
% Households spending more than 30% income on housing	11.8% of all households (non-farm, non-reserve, private) that spend more than 30% of their income on housing live in owner-occupied dwellings  10.4% of all households (non-farm, non-reserve, private) that spend more than 30% of their income on housing live in tenant-occupied dwellings  Or, 43% of households in tenant-occupied dwellings pay more than 30% of their income to rent. 16% of households in owner-occupied dwellings pay more than 30% of their income to mortgages.	2006	BC Stats (2006). 2006 Census Profile: Campbell River, CA Series A. <a href="http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf">http://www.bcstats.gov.bc.ca/data/cen06/profiles/detailed/59944000.pdf</a> Accessed July, 2011.
Housing Diversity Index	0.61, where moderately diverse 0=homogeneous 1=heterogeneous	2006	Census Canada
Vacancy Rate (%)	8%	2006	Census Canada
# of beds available for homeless people	Data to be gathered in future.	2011	Homelessness Coalition
# of beds available in transition centres	Data to be gathered in future.	2011	North Island Transition Society
Implementation Metric	Status		
% of residential zones permitting multi-family buildings	10%	2011	City of Campbell River - Land Use Services
% of residential zones permitting secondary suites	33% (four residential zones – R 1A , R 1B, RM1, RM 2)	2011	City of Campbell River - Land Use Services
Total # of secondary suites	Data to be gathered in future.	2011	City of Campbell River – Finance Department.



## Sustainability Checklist



### Sustainability Checklist for Rezoning and Development Permit Applications

#### Background & Instructions |

##### **What is the Checklist?**

The Checklist is intended to assist developers and land owners to plan projects that further the City and community's sustainability objectives, and to provide a framework for discussion and dialogue with City staff. This Checklist assists staff and Council in the assessment of development applications as they relate to sustainability aspects of the Sustainable Official Community Plan policies, and can help to expedite the application process. Unless indicated under the City's Development Permit Guidelines in the Sustainable Official Community Plan, the items in the checklist are not mandatory, but are desirable.

##### **Applicability of the Checklist**

The submittal of a completed Sustainability Checklist will be required as part of the following types of development applications:

- Official Community Plan and Zoning Bylaw amendments;
- Rezoning applications; and
- Subdivision, Development Permit or Development Variance Permit.

##### **Instructions / Process**

1. Applicants review and complete the appropriate checklist and, if necessary, provide a supplementary letter describing in greater detail how the proposed development incorporates the listed goals and opportunities.
2. City staff and Council will review the checklist and consider it during the development review process.

##### **Contact**

Land Use Department, City of Campbell River  
Ph. 250-286-5726



## Sustainability Checklist



Development Application File Number: \_\_\_\_\_

Project Address: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

**Instructions:** Enter "Yes" or "No", "Not Applicable" in the applicable boxes below, and provide comments as needed.

Campbell River Goal & Development Opportunities	Y / N	Not Applicable	Comments/Notes
<b>Land Use for a Sustainable Community Goal:</b> Campbell River is a vibrant and lively community that supports and encourages community health, safety, economic prosperity and recreational opportunities for residents and visitors. Village and Neighbourhood Centres, the waterfront, and downtown will contain most growth and reinforce an easily identifiable character.			
<i>For residential developments:</i> Is the development located in the Integrated Infill Area, Controlled Development Area, or Downtown / Village / Neighbourhood Centre?			
<i>For commercial and institutional developments:</i> Is the development is located Downtown / Village / Neighbourhood Centre?			
Does the development include a mix of uses?			
Is the development located on vacant or undeveloped land?			
<b>Parks &amp; Natural Environment Goal:</b> Campbell River residents live within a 5-minute walk from a park, trail, or natural area. The parks and natural space network supports both active transportation and movement of water and wildlife. Habitats are protected or enhanced.			
Does the development protect or restore natural areas and/or sensitive habitats?			
Does the development provide new or enhance existing parks, trails, connectivity to trails, natural spaces, tree coverage, and/or recreation spaces?			
Does the development incorporate in its design Low Impact Development Standards (LIDS)?			
If in a floodplain such as adjacent to the Campbell River or the marine foreshore, does the development consider the impact of hazard potential and/or storm events and sea level rise?			
<b>Housing Diversity &amp; Affordability Goal:</b> Campbell River includes a broad range of affordable and diverse housing options across the community.			
Does the development include different housing types, such as secondary suite(s), apartment units, rental units, coach / granny flat suite(s)?			



Campbell River Goal & Development Opportunities	Y / N	Not Applicable	Comments/Notes
Does the development include housing geared to vulnerable populations such as low-income residents, individuals with accessibility needs, seniors, and others requiring supportive housing, and non-market housing?			
<i>For multi-family residential developments:</i> Does the development contain a range of unit sizes for a variety of household types?			
<b>Transportation &amp; Mobility Goal:</b> Campbell River's transportation system offers safe, accessible, convenient, and affordable choices with emphasis on high quality walking, cycling, and transit options.			
Does the development plan for pedestrian and cyclist amenities, including bike storage, sidewalks?			
<i>For residential developments:</i> Does the development have transit-friendly densities (i.e. a minimum of 8 units/acre)?			
Is the development located within 400 m of a transit corridor?			
<b>Local Economy Goal:</b> Campbell River enjoys a diverse economic base that integrates social and ecological values, and contributes to a high quality of life for residents and business owners.			
Will the development create jobs in innovative sectors, particularly green energy, agriculture, arts and culture?			
Does the development project provide direct local employment or training opportunities during construction?			
<b>Creative Community:</b> Campbell River will be a creative and diverse community where arts, culture and heritage engage and connect people, supporting innovation and providing a foundation for a vibrant community.			
Is public art incorporated into the development?			
For developments involving heritage buildings, structures, features and sites: Will heritage assets be protected, preserved, enhanced and promoted?			
Does the building's architecture reflect unique aspects of Campbell River's history, Pacific-Northwest context and/or immediate surroundings (as it relates to other buildings, landmarks, natural environment and/or topography)?			
<b>Social Well-Being Goal:</b> Campbell River is a safe community, home to healthy, engaged residents who enjoy a high quality of life with meaningful opportunities for community involvement, active living, and lifelong learning.			
Is the development designed for universal accessibility or retrofit for accessibility?			
Does the development incorporate spaces and/or amenities for social interaction (e.g. amenity rooms in residential buildings, pocket parks, public seating, etc)?			
Does the design of the site incorporate CPTED (Crime Prevention Through Environmental Design) principles?			



Campbell River Goal & Development Opportunities	Y / N	Not Applicable	Comments/Notes
<b>Agriculture &amp; Food System Goal:</b> Campbell River enjoys a vibrant local food culture with a prosperous agriculture and food-related businesses – ranging from producers, to processors, to retailers – where all residents have access to healthy, locally-grown and raised food.			
Does the development incorporate spaces for agriculture production (e.g. demonstration food garden, edible green roof, community garden, etc) and/or food processing (e.g. community kitchen, community bread/pizza oven, etc)?			
Will the development contribute to the local commercial food and agriculture sector?			
<i>For multi-family residential developments:</i> Does the development allocate opportunities / space for community or private gardens or other food-producing landscaping or planting?			
<b>High Performance Buildings Goal:</b> Buildings in Campbell River are green – with improved energy efficiency and use of renewable energy wherever possible – and building design assists in meeting climate protection commitments set out in the BC Climate Action Charter.			
Does the development exceed the requirements of the building code for energy efficiency?			
Does the development incorporate renewable and/or shared energy systems?			
Is the development seeking third party rated green buildings standards or features?			
<b>Water Responsibility Goal:</b> Campbell River's watershed is protected, and water is consumed, treated and discharged responsibility with new demand being met through conservation.			
Does the development include outdoor water conservation management measures?			
Does the development include indoor water conservation measures beyond the BC Building Code requirements?			
<b>Solid Waste Management Goal:</b> Waste generation per capita is among the lowest in British Columbia and disposal consisting of recyclable materials and compostable waste is approaching zero.			
Does the development support convenient three-stream waste separation?			

The City is interested in the continuous of its processes and sustainability reporting. Please let the City know if you encountered any existing City regulations currently preventing you from implementing innovative or more sustainable initiatives for this project.