



## News Release

### Campbell River wins national municipal environmental award for its Rising Seas Project

**Fredericton, NB** (October 1, 2020) – Campbell River, BC has received national recognition for its ***Campbell River Rising Seas*** project from the Canadian Association of Municipal Administrators (CAMA). The City has been presented with the 2020 CAMA Environment Award, in the 20,001 to 100,000 population category, during a Virtual Awards of Excellence Ceremony.

“CAMA is pleased to recognize Campbell River for its proactive action plan,” said Jake Rudolph, president of CAMA and Chief Administrative Officer for the City of Nanaimo, BC. “This project will help the city face the daunting challenges presented by a rising sea level.”

The Rising Seas project led to Council’s recent adoption of its first ever Sea Level Rise Action Plan. This project took a broad view of flood risk posed by future sea level rise and engaged the public in choosing appropriate responses that also promote shoreline values such as ecology, access, and views. Public outreach, youth engagement, and dialogue with First Nations have been key project components.

The City hired coastal engineers to perform technical analyses, modelling extreme marine and weather conditions before factoring in future sea level rises. This resulted in a set of flood construction levels being defined for the entirety of the urbanized coastline, on which a future flood bylaw will be based. Analysis then went further and evaluated different feasible flood mitigation measures in various locations.

A design firm was also retained to produce public engagement materials. The City created a significant process to present options to the community and evaluate preferred future approaches according to public values, ensuring community buy-in.

By implementing the action items in the plan, the City can work toward protecting as many human and natural assets as possible, and the community benefits from being prepared and informed.

“The scope of projects, from large and small municipalities right across this country, amazed our judging panel,” said Tony Kulbisky, Chair for the 2020 CAMA Awards Jury, CAMA representative for Alberta and Chief Administrative Officer for the Town of Devon, AB. “A total of 36 awards submissions were received and I extend my congratulation to the winners and all those who took the time to enter a submission.”

The 2020 CAMA Awards of Excellence were supposed to be presented at the CAMA National Conference, scheduled for the Deerhurst Resort in Huntsville, ON from June 1-3, 2020. Due to COVID-19, the conference was cancelled, and the awards presented virtually instead.

To find out more about Campbell River’s award, as well as the other 2020 CAMA Awards of Excellence winners, visit [www.camacam.ca/awards](http://www.camacam.ca/awards) and look for the award recipients link.

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#### Media Contacts:

- CAMA: Wayne Knorr, APR, CAMA Communications, 506-474-3389, [wayne.knorr@fredericton.ca](mailto:wayne.knorr@fredericton.ca)
- Julie Douglas, Communications Advisor, 250-286-5744, [julie.douglas@campbellriver.ca](mailto:julie.douglas@campbellriver.ca)

**About the Environment Award:**

The Environment Award recognizes the commitment of a municipality to environmentally sustainable governance, to protecting the environment and to combating climate change. Awards are granted to programs, projects or services that have made a significant and positive impact on the environment.

**About CAMA:**

The Canadian Association of Municipal Administrators (CAMA) is a national, non-profit association open to all Chief Administrative Officers / City Managers and any person employed in a senior management position that reports directly to a CAO. With a membership of over 650 senior municipal employees, from all parts of Canada, CAMA collectively represents more than 80% of the nation's population. [www.camacam.ca](http://www.camacam.ca)