



REGIONAL SERVICES COMMITTEE MEETING AGENDA

WEDNESDAY, JANUARY 25, 2017

BOARD ROOM

175 INGRAM STREET, DUNCAN, BC

10:30 AM

PAGE

1. APPROVAL OF AGENDA

2. ADOPTION OF MINUTES

M1 Regular Regional Services Committee meeting of November 23, 2016

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Recommendation That the minutes of the Regular Regional Services Committee meeting of November 23, 2016 be adopted.

3. BUSINESS ARISING FROM THE MINUTES

4. DELEGATIONS

5. CORRESPONDENCE

6. INFORMATION

7. REPORTS

R1 Report from the Senior Environmental Technologist, Recycling & Waste Management Re: Meade Creek Loan Authorization Bylaw

5

Recommendation That it be recommended to the Board that a Loan Authorization Bylaw be prepared that authorizes the borrowing of up to \$1,968,000 for a 20 year term for the Meade Creek Upgrades & Landfill Closure Project in accordance with Sections 2.8 and 2.9 of the CVRD Solid Waste Management Plan.

R2 Report from the Senior Environmental Analyst, Environmental Services Re: Invasive Plant Management Strategy for the Coastal Service Area

7

Recommendation That it be recommended to the Board that the Coastal Invasive Species Committee be given \$1,000 to update their 2010 Coastal

Invasive Plant Management Strategy with funding sourced equally between the Parks & Trails and Environmental Services budgets.

- R3 Report from Planner III, Community & Regional Planning Re: The Poetry of Place: Place-Making on Vancouver Island 11

Recommendation That it be recommended to the Board:
1. That the Poetry of Place initiative be endorsed and a detailed program be developed; and
2. That \$10,000 of the 2017 grant-in-aid budget be earmarked for a community-based organization to assist with the community engagement component of the initiative.

8. **UNFINISHED BUSINESS**

9. **NEW BUSINESS**

10. **QUESTION PERIOD**

11. **CLOSED SESSION**

Motion that the meeting be closed to the public in accordance with the *Community Charter* Part 4, Division 3, Section 90, subsections as noted in accordance with each agenda item.

12. **ADJOURNMENT**

The next Regional Services Committee Meeting will be held Wednesday, February 22, 2017 at 9:30 AM, in the Board Room, 175 Ingram Street, Duncan, BC.

Committee Members

Director A. Stone, Chairperson
Director K. Marsh, Chairperson
Director M. Clement
Director K. Davis
Director B. Day

Director M. Dorey
Director S. Furstenau
Director L. Iannidinardo
Director S. Jackson
Director K. Kuhn

Director J. Lefebure
Director M. Marcotte
Director I. Morrison
Director A. Nicholson
Director T. Walker

Minutes of the Regional Services Committee Meeting held on Wednesday, November 23, 2016 in the Board Room, 175 Ingram Street, Duncan BC at 3:12 PM.

PRESENT: Chair K. Davis
Director A. Stone
Director M. Dorey
Director M. Clement <after 3:35 PM> <until 4:40 PM>
Director B. Day
Director S. Furstenau
Director P. Kent < until 4:40 PM>
Director K. Kuhn
Director J. Lefebure
Director K. Marsh
Director M. Marcotte
Director I. Morrison
Director A. Nicholson
Director T. Walker <until 4:29 PM>
Alternate Director A. Bomford

ALSO PRESENT: B. Carruthers, Chief Administrative Officer
J. Barry, Corporate Secretary
J. Elzinga, General Manager, Community Services
R. Blackwell, General Manager, Planning and Development
A. Melmock, Manager, Economic Development
B. Farquhar, Manager, Parks & Trails
C. Lockrey, Manager, Strategic Services
T. Daly, Recording Secretary

ABSENT: Director L. Iannidinardo

APPROVAL OF AGENDA

It was moved and seconded that the agenda be amended with the addition of one New Business item: NB1; National Aboriginal Hockey Championships 2017; and that the agenda, as amended, be approved.

MOTION CARRIED

ADOPTION OF MINUTES

M1 Regular Regional Services Committee meeting of October 26, 2016

It was moved and seconded that the minutes of the Regular Regional Services Committee meeting of October 26, 2016 be adopted.

MOTION CARRIED

DELEGATIONS

D1 Gretchen Hartley, Cowichan Hospice Re: Report on 2016 Cowichan Hospice Activities Supported by Regional Grant Funding

Dr. Susan Barr and Gretchen Hartley, Cowichan Hospice, provided a PowerPoint presentation outlining the 2016 activities and an update on the need for a Hospice House in the Cowichan Valley.

3:35 PM Director Clement entered the meeting.

D2 Michelle Staples, Cultural Connections Re: Update on First Nations Community to Community Forum

Michelle Staples and Debra Toporowski, Cultural Connections, provided a verbal update on recent reconciliation conversations held and future planned activities.

REPORTS

R1 Report from the Manager, Economic Development Re: PowerPoint Update on Sector Consultations

The Manager, Economic Development provided a PowerPoint overview of recent activities including consultations with business owners and other aspects of economic development.

R2 Report from the Manager, Economic Development Re: Municipal and Regional District Tax Application

It was moved and seconded that it be recommended to the Board that the Cowichan Valley Regional District request the Province of British Columbia to levy a two percent Municipal and Regional District Tax within the entire boundary of the Cowichan Valley Regional District effective October 1, 2017 for the purpose of supporting tourism marketing and development.

Director Clement was absent at the vote.

MOTION CARRIED

R3 Report from the Parks Superintendent, Parks & Trails Re: Purchase of the Parks Operations Portable Office at Bings Creek

It was moved and seconded that it be recommended to the Board that a maximum of \$20,000 in short term borrowing be approved for the purchase of a portable office building for Parks Operations use, and that the loan be paid back over five years pursuant to Liabilities under Agreements Section 175 of the Community Charter.

Directors Clement and Kent were absent at the vote.

MOTION CARRIED

R4 Report from the Manager, Parks & Trails Re: Cowichan Valley Trail - Malahat Connection Trail License Agreement

4:29 PM Director Walker left the meeting.

It was moved and seconded that it be recommended to the Board that a four (4) year non-exclusive trail license agreement be approved for a section of the Cowichan Valley Trail - Malahat Connection across a portion of Lot 4, Plan VIP85007, District Lot 50, Malahat Land District for a license term fee of \$10.00; and that staff meet with the Ministry of Transportation and Infrastructure to review the positioning of the crossing.

MOTION CARRIED

NEW BUSINESS

NB1 Staff Report from the General Manager, Community Services Department Re: National Aboriginal Hockey Championships 2017

It was moved and seconded that a recommendation to contribute \$25,000 in funding to the National Aboriginal Hockey Championships 2017 be forwarded to the Special Corporate Services Committee meetings of November 25, 2016 (specifically Budget 121 Economic Development), and November 28, 2016 (specifically Budget 100 General Government - Regional Grant-in-Aid).

MOTION CARRIED

CLOSED SESSION

4:40 PM It was moved and seconded that the meeting be closed to the public in accordance with the Community Charter Part 4, Division 3, Section 90 (1)(e) Land Acquisition and the Closed Session minutes of October 26, 2016.

MOTION CARRIED

4:40 PM Directors Clement and Kent left the meeting.

4:53 PM It was moved and seconded that the Committee rise without report, and return to the Open portion of the meeting.

MOTION CARRIED

ADJOURNMENT

4:53 PM It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 4:53 PM.

Chair

Recording Secretary

Dated: _____



STAFF REPORT TO COMMITTEE

DATE OF REPORT January 17, 2017
MEETING TYPE & DATE Regional Services Committee Meeting of January 25, 2017
FROM: Recycling & Waste Management Division
 Engineering Services Department
SUBJECT: Meade Creek Loan Authorization Bylaw
FILE: 0540-20-RSC/05

PURPOSE/INTRODUCTION

The purpose of this report is to obtain approval for preparation of a loan authorization bylaw for the Meade Creek Upgrades & Landfill Closure Project.

RECOMMENDED RESOLUTION

That it be recommended to the Board that a Loan Authorization Bylaw be prepared that authorizes the borrowing of up to \$1,968,000 for a 20 year term for the Meade Creek Upgrades & Landfill Closure Project in accordance with Sections 2.8 and 2.9 of the CVRD Solid Waste Management Plan.

BACKGROUND

Upgrades to the Meade Creek Recycling Centre to close an incinerator ash landfill and upgrade the onsite recycling depot are outstanding commitments of the CVRD Solid Waste Management Plan. Landfill closure is also required by the Ministry of Environment. Design work for landfill closure and site upgrades is currently underway, with construction anticipated to begin (pending loan authorization) during the second quarter of 2017.

ANALYSIS

Closure of the Meade Creek landfill, and upgrades to the onsite recycling centre, are contemplated in Sections 2.8 and 2.9 of the Solid Waste Management Plan Amendment No. 3. The preliminary cost estimate for completion of these works is \$4.161M. Because this is only a preliminary estimate, a further contingency of 20% has been added, bringing the total cost estimate to \$4.994M (rounded for convenience). The CVRD has been awarded approximately \$2.748M in grant funding for this project. The remaining costs will need to be funded through long-term borrowing.

Authority to borrow up to \$300,000 was previously obtained under *Loan Authorization Bylaw No. 3277 – Solid Waste Management Loan Authorization (Solid Waste Works) Bylaw, 2009*. Authorization to borrow the remaining funds is now needed.

FINANCIAL CONSIDERATIONS

The project cost estimate is \$4.994M which includes contingency. Up to \$2,748,800 will be funded by grants, leaving up to \$2,245,200 to be funded through long-term borrowing. A further \$22,452 must be added to the gross borrowing limit (1% of the total), to offset the security deduction, which is held in trust by the Municipal Finance Authority (MFA) against loan default (the full amount is refunded with interest at loan expiry). The total potential debt is, therefore, up to \$2,268,000 (rounded for convenience). This is a lending cap. Actual borrowing may be considerably less depending on tendered prices and the amount of contingency required for construction and landfill closure. Authority to borrow up to \$300,000 was previously obtained

under Bylaw No. 3277, meaning that authorization must now be obtained for the remaining \$1,968,000.

The 2017 solid waste management budget includes \$3.897M for the project. As this is a multi-year project (2016-2018), the remaining project costs will be shown in the 2018 budget. Of the costs included in the 2017 budget, \$2.280M is shown as funded through gas tax, and \$1.617M through long-term borrowing. The project funding breakdown is shown below:

Funding Source	Amount	Notes
Grant Funding:	\$2,748,800	\$2.280M included in 2017 budget
Long-Term Borrowing Max.:	\$2,268,000	\$1.617M included in 2017 budget
Total Potential Project Funding:	\$5,016,800	Total potential funding slightly exceeds the project cost estimate due to the addition of the security deduction (1% of gross borrowing)

COMMUNICATION CONSIDERATIONS

Preparation of a loan authorization bylaw will require communication with the BC Ministry of Community, Sport and Cultural Development (Inspector of Municipalities).

STRATEGIC/BUSINESS PLAN CONSIDERATIONS

Completion of the Meade Creek Upgrades and Landfill Closure Project is an outstanding commitment of the Solid Waste Management Plan. The project also supports the Corporate Strategic Goals of Sound Fiscal Management and Protection of Water Resources, by mitigating an environmental liability and upgrading assets to meet current standards.

Referred to (upon completion):

- Community Services (*Island Savings Centre, Cowichan Lake Recreation, South Cowichan Recreation, Arts & Culture, Public Safety, Facilities & Transit*)
- Corporate Services (*Finance, Human Resources, Legislative Services, Information Technology*)
- Engineering Services (*Environmental Services, Capital Projects, Water Management, Recycling & Waste Management*)
- Planning & Development Services (*Community & Regional Planning, Development Services, Inspection & Enforcement, Economic Development, Parks & Trails*)
- Strategic Services

Prepared by:



Harmony Huffman
Senior Environmental Technologist

Reviewed by:



Tauseef Waraich
Manager



Hamid Hatami, P. Eng.
General Manager

ATTACHMENTS:



STAFF REPORT TO COMMITTEE

DATE OF REPORT December 13, 2016

MEETING TYPE & DATE Regional Services Committee Meeting of January 25, 2017

FROM: Environmental Services Division
Engineering Services Department

SUBJECT: Invasive Plant Management Strategy for the Coastal Service Area

FILE: 5280-18-INV

PURPOSE/INTRODUCTION

The purpose of this report is to respond to the Regional Engineering Services Committee's referral to staff.

RECOMMENDED RESOLUTION

That it be recommended to the Board that the Coastal Invasive Species Committee be given \$1,000 to update their 2010 Coastal Invasive Plant Management Strategy with funding sourced equally between the Parks & Trails and Environmental Services budgets.

BACKGROUND

On November 23, 2016, the Coastal Invasive Species Committee (Coastal ISC) presented a funding request to the Regional Engineering Services Committee. The Committee referred the request to staff; however, due to the budget timing constraints no supplemental or supporting budget was included in the 2017 draft budget.

The Coastal ISC is requesting a financial contribution from regional districts to update the 2010 [Coastal Invasive Plant Management Strategy](#) to an invasive plant management area operational framework. This proposed new guiding document would cover nine invasive plant management areas delineated by regional district boundaries. Please see page 5 of the linked strategy above for a map of the service area which includes the CVRD region.

The goals of the strategy are to:

- provide direction to resource managers on invasive plant species of highest management priority for control, inventory, and monitoring
- reflect local priorities for invasive plant management within a five-year time frame

The scope of this framework is terrestrial and riparian invasive plant species that have the potential to impact the ecological, economic or social well-being of the region.

Developing an operational framework by invasive plant management area has been identified as one of five strategic focus areas in the Coastal ISC 2015 Strategic Plan: *Taking a Collaborative Approach to Managing Invasive Alien Species*.

The Coastal Invasive Species Committee is a registered non-profit organization (established in 2005) that works to support collaborative and ecologically sound invasive alien species management through efficient use of available resources.

ANALYSIS

In 2016, the CVRD adopted the Noxious Weeds Control Bylaw and implemented a public awareness campaign for Giant Hogweed. The updated strategy for the coastal service area will support the identification of additional priority plants for management through regulatory and non-regulatory tools.

How will the updated strategy benefit the CVRD?

The purposes of the framework are to enhance existing efforts and create new opportunities for protecting natural resources and ecosystems from invasive plants, and to ensure that invasive plant management activities are collaborative, coordinated, and cost-effective.

It will reflect local priorities for invasive plant management within a five-year time frame. The framework will provide the basis for organizations to develop work plans for their own land that are consistent with the goals of other agencies as well as their own land management objectives.

What is included in the strategy?

The strategy is an operational planning framework which includes an introduction, description of invasive plant management areas, an outline of the priority for invasive plant management (how we effectively manage invasive plants in the region), and how we evaluate for success. The strategy also includes an invasive plant management list by invasive plant management area, treatment considerations, and maps of containment lines.

Options for funding the update to the invasive plant strategy for the coastal service area

1. Equal sourcing from Parks & Trails invasive plant management funding and Environmental Services (recommended option)
2. Regional grant in aid sourcing. This option is less favorable as the timing of awarding grants, May 1st, 2017, would result in a less coordinated approach to updating to the strategy.
3. If it is not possible to secure funding for the 2017 period, it is recommended that relevant divisions consider it a component of their 2018 budgets. This policy item relates to a variety of organizational units within the CVRD and the collaborative participation of those groups would enhance its effectiveness.

FINANCIAL CONSIDERATIONS

Coastal ISC is seeking funding of \$1,000 to \$1,500 from the CVRD, prior to February 2017, to go towards Coastal ISC staff time to facilitate a one-day workshop with key land managers in the region to revise the strategy. Coastal ISC's final report would be presented to the Board.

Funding will be received by the Coastal ISC and its use restricted to the coordination, facilitation, and development of the strategy.

COMMUNICATION CONSIDERATIONS

If the funding is provided to the Coastal ISC, CVRD staff will correspond with the Coastal ISC to identify key land managers and other participants for the workshop to revise the strategy.

STRATEGIC/BUSINESS PLAN CONSIDERATIONS

The control of invasive plants in our region supports the focus areas in the Corporate Strategic Plan to engage our communities, advocacy and protection of water resources.

Referred to (upon completion):

- Community Services (*Island Savings Centre, Cowichan Lake Recreation, South Cowichan Recreation, Arts & Culture, Public Safety, Facilities & Transit*)
- Corporate Services (*Finance, Human Resources, Legislative Services, Information Technology*)
- Engineering Services (*Environmental Services, Capital Projects, Water Management, Recycling & Waste Management*)
- Planning & Development Services (*Community & Regional Planning, Development Services, Inspection & Enforcement, Economic Development, Parks & Trails*)
- Strategic Services

Prepared by:



Keith Lawrence
Senior Environmental Analyst

Reviewed by:



Kate Miller, MCIP, RPP. LEED AP
Manager



Hamid Hatami, P. Eng.
General Manager



STAFF REPORT TO COMMITTEE

DATE OF REPORT January 17, 2017

MEETING TYPE & DATE Regional Services Committee Meeting of January 25, 2017

FROM: Community & Regional Planning Division
Planning & Development Department

SUBJECT: The Poetry of Place: Place-Making on Vancouver Island

FILE:

PURPOSE/INTRODUCTION

The purpose of this report is to introduce the concept of a speaker series with associated community engagement activities to create a movement of support for protecting and enhancing Cowichan communities and places through enhanced land use planning and place-making efforts. This dovetails with the Cowichan 2050 project.

RECOMMENDED RESOLUTION

That it be recommended to the Board:

1. That the Poetry of Place initiative be endorsed and a detailed program be developed; and
2. That \$10,000 of the 2017 grant in aid budget be earmarked for a community-based organization to assist with the community engagement component of the initiative.

BACKGROUND

The simplest form of development, single family dwellings in a greenfield development that creates more suburban sprawl, is virtually the only type of residential development taking place on much of Vancouver Island. It is rapidly pricing local residents out of the market, while leading to unsustainable land uses and increasingly poor health due to car dependence. It is also generic in nature and lacks a cohesive expression of “place.”

The CVRD, and its municipalities, are increasingly caught in the competing demands regarding land use. All of the land which is easy to develop has been or is being developed. The complexity of issues and number of demands to be met in the development process is increasing. Residents and taxpayers are disturbed by the consequences of certain types of development. Places of value to the community are affected, whether it is view corridors that are being impeded, riparian areas around the lakes that need protection, or rainwater that spills over from new development flooding residents or farmland below. The need for growth management is now urgent, if we wish to preserve and protect our natural and built heritage and achieve the goals of vibrant, liveable, walkable communities. The quality of our communities is extremely important in attracting economic development initiatives that are compatible with vibrant communities.

The CVRD is not alone in facing these concerns. Regional districts to the north and the south have similar issues. There is a need for “fresh thinking and new ideas” on small town and rural planning on Vancouver Island, particularly the east side with the concentration of development, the complexity of land use issues and rapidly growing population. The public is increasingly feeling disconnected from the technical aspects of land use planning and place-making, and are feeling less empowered and inspired to participate in the necessary discussions. For youth, this is even more the case.

Within the CVRD specifically, a number of initiatives have been developed to address these issues. The Cowichan 2050 regional integrated planning strategy is on the workplan, and a

number of rural Official Community Plans are currently under review, with more on the books, soon to be underway.

ANALYSIS

When there is a need for “fresh thinking and new ideas,” the obvious solution is to look outside of our jurisdiction for people and organizations who are working on the issues so they can share their ideas with us. To a certain extent this need can be met by reading books, watching YouTube videos, participating in webinars, but these strategies, valuable as they are, are individual. They do not create a shared experience, i.e. a group of people who shares the experience of hearing the ideas, with a shared basis for discussion of those ideas.

It is also possible to bring in speakers to stimulate dialogue within the community. The CVRD has had some very powerful speakers over the past few years: Mark Lakeman of the City Repair project (Portland, OR); Jeff Speck from the New Urbanists; and others. However, in isolation, their effect is limited and lacks context.

What is needed is a movement of community awareness and empowerment, an organized effort to promote or attain a better understanding of the value of planning to shape, preserve, or enhance what is already great within our communities and the land base that supports them. This movement needs to include planners, engineers, political decision-makers, and an informed general public.

How can such a movement be created? By laying the groundwork within the community to be able to amplify the effect of new ideas. The concept being presented here is to bring speakers of renown to our community, provide a well-advertised venue, and have them be the spark for the movement. At the same time, community engagement events will lay the groundwork for the spark to ignite, through the engagement of high school students, artists, and others. A full description is contained in Attachment A, the concept paper.

Creating a movement is a large undertaking. How can the CVRD achieve this? Through partnerships of all kinds. In preliminary explorations, the CVRD has achieved commitments of partnership from:

- The Planning Institute of British Columbia, North Island Chapter, which will assist with publicizing events to their membership, providing professional development credits to planners who participate, and potentially providing some financial assistance or sponsoring one speaker on their own.
- Vancouver Island University, Cowichan Campus, which is willing to make its state-of-the-art lecture theatre available at no cost to the initiative, and assist with sharing information about the speakers with students and faculty.
- Vancouver Island University’s Masters of Community Planning program, located on the Nanaimo Campus. The program’s focus is small city and town planning, community and urban design, and First Nations planning with special attention to the communities of coastal BC.

Additional partnerships can be sought for various aspects of the Poetry of Place initiatives:

- Community engagement partnerships: with the arts community, the Cowichan Valley School District No. 79, non-profit organizations to take on the community engagement coordination work;
- Funding partnerships: Vancouver Foundation, BC Real Estate Foundation, Island and Coastal Economic Trust;
- Business community: specific businesses that operate within our communities, chambers of commerce, business improvement associations, etc.;
- Other educational institutions such as University of Victoria and Royal Roads University;

- Other jurisdictions: municipalities and neighbouring Regional Districts.

Throughout, the focus is to reconnect our communities and empower and inspire our citizens by building the relationship(s) and engaging in a meaningful, heartfelt way, rather than strictly on the technicalities.

FINANCIAL CONSIDERATIONS

Effective partnership requires a clear resource commitment by the CVRD. Given the importance of this work to Planning and Development and to Economic Development, it is appropriate that a certain amount of the existing 2017 budget be allocated to this initiative, perhaps in the order of \$20,000 to cover start-up costs, and provide a basis for making a commitment to the first speakers in the series.

The CVRD does not have capacity to manage the community engagement parts of this initiative on its own, but through the grant-in-aid initiative, it may be possible to fund a community partner or two to undertake the community coordination work, perhaps in the amount of \$10,000 to work with the schools in coordinating the design charrette competition component.

As grant funding is received, it will require management by the financial office as well as by the programmatic grant holder (planning and/or economic development).

In approximate figures, it looks like a one-year initiative to create a Poetry of Place movement would cost approximately \$100,000. Half of that amount would be to cover the costs for speakers, both their speaking fees and their travel/accommodations costs. The other half would be to plan and coordinate the community engagement events. It is hoped that half of this amount would be raised through grant funding, and the remainder raised through contributions of various jurisdictions (including the CVRD) to the initiative.

COMMUNICATION CONSIDERATIONS

An initiative of this magnitude, with many and diverse partners, will require its own branding. Once the branding is in place, there will be costs associated with publicity (newspaper ads) although it is expected that there will be a strong reliance on social media, including PlaceSpeak, for getting the word out as well. Local governments in neighbouring jurisdictions may also pick up some advertising costs for specific speakers that have a broader appeal.

STRATEGIC/BUSINESS PLAN CONSIDERATIONS

This initiative supports the following regional strategic focus areas: 1. Excellence in regional land use planning; and 5. Engaging our communities. Specifically it supports Action 1.1 “Regional Integrated Planning Strategy.”

This initiative supports the following Electoral Area strategic focus areas: 1. Responsive Official Community Planning; 3. Electoral Area Director Development; and 4. Engaged Communities.

OPTIONS

1. That the CVRD Board supports this initiative, and authorizes CVRD staff to proceed with partnership and funding discussions with granting agencies and other partners;
2. That the CVRD Board does not support this initiative; or
3. That the CVRD Board suggests modifications to the proposed framework to reduce the overall cost.

Referred to (upon completion):

- Community Services** (*Island Savings Centre, Cowichan Lake Recreation, South Cowichan Recreation, Arts & Culture, Public Safety, Facilities & Transit*)
- Corporate Services** (*Finance, Human Resources, Legislative Services, Information Technology*)
- Engineering Services** (*Environmental Services, Capital Projects, Water Management, Recycling & Waste Management*)
- Planning & Development Services** (*Community & Regional Planning, Development Services, Inspection & Enforcement, Economic Development, Parks & Trails*)
- Strategic Services**

Prepared by:

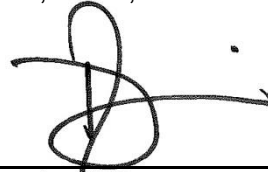


Beverly Suderman, MCIP, RPP
Planner III

Reviewed by:



Mike Tippett, MCIP, RPP
Manager



Ross Blackwell, MCIP, RPP, A.Ag.
General Manager

ATTACHMENTS:

- Attachment A – Poetry of Place Concept Paper
- Attachment B – Speaker Series Rough Budget

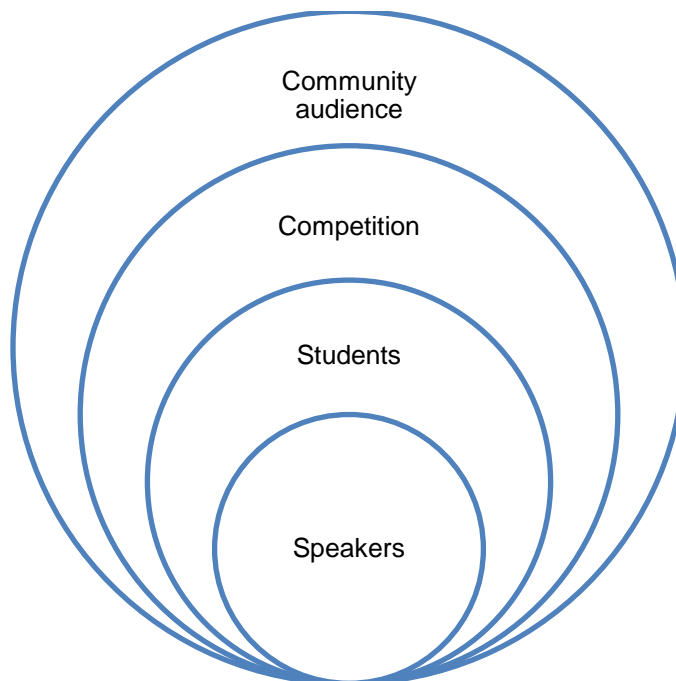
The Poetry of Place: Place-Making on Vancouver Island

Creating a movement!

Concept:

Great speakers providing “fresh thinking and new ideas on small town and rural planning” as the spark to ignite a community movement that understands and values planning as a tool for preserving what is great about our communities and landscape, and shaping development and community to enhance that greatness. The speakers will inspire the community, with special emphasis on citizens, but also including planners and decision-makers. The ground work for the community will be laid through:

1. Engagement of high school students, in groups, paired with a planner, an artist, and a teacher, to engage in a design charrette on a particular geographic location (new high school site, a park, etc), with a public presentation of the design ideas, juried by a panel of community members, with an award for the best design
2. Engagement of heritage, conservation, arts and culture non-profit (community-based) organizations through public art activities (to be determined) related to land use planning, in the context of a non-profit organization capacity building weekend.
3. Walking tours, organized in collaboration with museums and naturalists, to showcase the uniqueness of the place



Outcomes:

Anticipated outcomes include:

- A better informed and engaged community
- New community economic development and land use plans and implementation
- Advances in planning theory
- Movement towards a cultural policy framework for the Cowichan Valley

Proposed Speakers:

1. Gil Penalosa, 8-80 Organization, to speak about inclusive communities, with specific focus on transportation and parks
2. Charles Montgomery, journalist and author of *Happy City: Transforming Our Lives Through Urban Design*
3. Randall Arendt, consultant and author of *Rural By Design* (among others)
4. Phillipe Boname, Urbanics Consulting – Economics of Place-making
5. Cam Campbell – Understanding Community Character
6. Ian McAllister – Creating Resilient Coastal Communities (The Great Bear Rainforest Case Study)
7. And so on ...

“There is a mountain of evidence that the way that we design our cities, and their systems, has a strong effect on how we regard and treat other people.

We need to demand that our planners, our architects, and even our developers, take into account the emotional effect of the things they build.”

-- Charles Montgomery, TEDX Talk (Vancouver)

Timeframe:

2017-18 as the pilot year, with 6 speakers, two major community events, and a series of lead-in activities

2018-19 as the 2nd year, with another 6 speakers and two major community events including a Poetry of Place arts and land use planning festival

Partnerships:

Not all of these partnerships have been confirmed, but they are well within the realm of possibility, and so are included in this concept paper.

Community Partnerships:

1. Vancouver Island University (Cowichan Campus) and Master's in Community Planning degree program (Nanaimo Campus) – providing a venue for the speaking events and volunteer support for events, as well as some publicity. It is also possible that the Master's program may have some budget it can contribute to bringing the speakers to Vancouver Island.

2. Cowichan School District 79 – working with groups of school students, with associated teachers, to undertake a design charrette competition
3. Private high schools within the Cowichan Valley – working with groups of school students, with associated teachers, to undertake a design charrette competition
4. Planning Institute of British Columbia, North Island and South Island chapters – providing continuing professional development credits for planners to engage with the speaker series, and providing access to planners to partner with groups of students on the design charrette competition and also jurors to serve on the design panel, to jury the design charrette submissions
5. Taiji Brand Group – providing the branding for the initiative, and possibly serving as one of the local speakers.
6. Cowichan Green Community Foundation – providing community engagement coordination services on behalf of the CVRD for this initiative, with particular emphasis on the schools component
7. Regional arts councils – providing access to artists to partner with groups of students on the design charrette competition and support for ephemeral public art projects to raise awareness. Individual artists and arts organizations with a strong focus on leadership and social enterprise will also be approached.
8. Local museums, naturalist groups, and others – to develop community walking tours to showcase the uniqueness, values, and “poetry” of this place called Cowichan.
9. First Nations with an interest in land use planning – to share ideas. NOTE: This partnership is vitally important, and has not yet been thought through. No conversations with First Nations have yet taken place.
10. Business community, including specific organizations with strong connection to the Cowichan Valley, chambers of commerce, business improvement associations, and developers – to participate in the events of the speaker series, to publicize the events, and to contribute in-kind resources to the initiative. Individual businesses with a corporate focus on community engagement will also be approached for support.
11. Tourism Cowichan – as an organization made up of businesses that rely on the greatness of Cowichan for their business model.

Funding Partnerships:

1. Vancouver Foundation – to support the community engagement components of the project including the design charrette competition and the ephemeral public art projects – deadline April 13, 2017
2. Islands and Coastal Economic Trust – to support the “creative class” economic development components of this initiative, including both sponsorship of speakers and community engagement
3. Real Estate Foundation of BC – funds initiatives that transform real estate and land use practices in BC – deadline February 21, 2017
4. Municipalities within the CVRD and neighbouring Regional Districts – working with local governments facing similar challenges to partner on the costs associated with this initiative

Rough Budget:

Overall project cost (2 years) estimated at \$200,000 (\$100K for speakers and their travel; \$100K for community engagement activities and program coordination)

Poetry of Place: Working Budget 2017

Speakers/Activities	Cost Estimate	Comment
“Tale of a Town” Activities:		Summer
Story gathering	\$10,000	Introductory/warm up activity for Poetry of Place;
Editing	10,000	Possibility of a theatrical show in 2018
Installation	10,000	
Travel costs	4,000	
Community engagement coordination	10,000	
Subtotal	44,000	
2017 Speakers and Activities:		Fall/Winter
3 out-of-town speakers; Gil Penalosa, Charles Montgomery, Randall Arendt (suggested – to be confirmed)	30,000	Each speaker is estimated at \$10,000 per visit, plus travel and accommodations
Travel and accommodations	7,500	Estimated at \$2500 including airfares, accommodations and per diems
3 local speakers: Cam Campbell, Philippe Boname, Ian McAllister (suggested – to be confirmed)	3,000	Honorariums of \$1000 each; no travel costs
Communications/branding	2,500	Developing a specific branding for the initiative; one-time cost
Subtotal	43,000	
2017 Design Charrette Activities:		Fall/Winter
Artist honoraria	7,000	Assumes 7 student groups, with 1 artist paired with each group
Jury honoraria	1,500	Assumes 3 jury members at \$500 each
Prizes/honourable mentions	1,000	Could be a contribution to the school, as well as ribbons/trophies – details to be worked out
Community engagement coordination	10,000	Funded through grant-in-aid
Subtotal	19,500	
2017 Subtotal (Expenses):	<u>\$106,500</u>	

Possible Funding Sources (2017)	Anticipated Amount	Comment
Islands and Coastal Economic Trust	\$15,000	
Corporate Funding sources	\$15,000	
Real Estate Foundation of BC	\$50,000	Innovative land use planning and community engagement
Vancouver Foundation	\$10,000	Social Innovation (Environment: Develop grants) funding
Vancouver Foundation	\$5,000	Community grants (for community engagement)
CVRD Grant in Aid	\$10,000	For a community-based organization to coordinate the community engagement components
CVRD Planning & Development	\$10,000	For start-up costs
CVRD Economic Development	\$10,000	For speaker related costs
Sub-Total	\$125,000	

The Poetry of Place: Place-Making on Vancouver Island







Potential Partners



Potential Themes



Possible Speakers



Next Steps

- With the support of the CVRD Board:
 1. Grant applications prepared and submitted
 - 1st deadline is Feb 21
 2. Concept brought to neighbouring jurisdictions
 3. Commitments with potential speakers for fall engagement
 4. Outreach for community engagement:
 - School division and private high schools
 - Arts and culture groups
 - Naturalists and museums
 5. Development of branding

Questions?



Resolutions

That it be recommended to the Board:

1. That the Poetry of Place initiative be endorsed and a detailed program be developed; and
2. That \$10,000 of the 2017 grand in aid budget be allocated to a community-based organization to assist with the community engagement component of the initiative

