



2017 Community Excellence Awards

Application Form

Leadership & Innovation, Green Initiatives

Please complete and return the application form by **Friday, June 23, 2017**. If you have any questions, contact UBCM at awards@ubcm.ca or (250) 356-5193.

SECTION 1: Applicant Information

Local Government: Village of Salmo

Complete Mailing Address: PO Box 1000,
Salmo, BC V0G 1Z0

Contact Person: Diane Kalen-Sukra

Position: Chief Administrative Officer

Phone: 250-357-9433

E-mail: cao@salmo.ca

SECTION 2: Staff Contact

An invitation to attend the UBCM Community Excellence Awards Breakfast Reception will be sent out via e-mail in early September. Winners will not be named before the ceremony.

Please provide the contact information for the person in your office who should receive and reply to the invitation, on behalf of the elected officials/staff who will be in attendance at the UBCM Convention.

Staff Contact Person: Diane Kalen-Sukra

Position: Chief Administrative Officer

Phone: 250-357-9433

E-mail: cao@salmo.ca

SECTION 3: Project/Program Information

1. Name of the Project/Program:

Sustainable Salmo (www.sustainablesalmo.ca)

2. Project/Program Summary. Please provide a summary of your project/program in 150 words or less

Our small and rural "hub of the Kootenays" community, the Village of Salmo, had a 15 year old outdated Official Community Plan (OCP) and had never set greenhouse gas emission targets or considered sustainability principles in community planning. There was

also no integrated community sustainability plan (ICSP). After a successful federal grant, the Village embarked on a comprehensive visioning exercise called "Sustainable Salmo" that involved the whole community through asset mapping surveys, photo contests, a community video (over 100 people participated in the video, 10% of population), several public workshops including one dedicated entirely to the environment and climate change: <http://salmo.ca/wp-content/uploads/2016/12/FINAL-PRES-Sustainable-Salmo-Workshop-2-Oct2016-web.pdf>.

We committed to rewriting the old community plan and Sustainable Salmo is now a hybrid OCP/ICSP that will guide the community into the future. The document can be found at www.sustainablesalmo.ca and includes everything from a sustainable community vision statement, greenhouse gas emissions targets, a new mixed-use mini-sustainable neighbourhood zone, protection of all waterways and wetlands and Environmental Reserve to two new Development Permit Areas for natural hazard mitigation and aquifer protection to reflect the community's priorities - safety and environmental stewardship.

SECTION 4: Project Details

Please answer each question in 250 words or less (our judges value directness and brevity). If you experience difficulty answering a particular question, consider the aspects of your program that may relate to the question and show us how they are linked. Remember to include measurable results whenever possible.

- 3. Environmental Stewardship.** Please describe the mindful and future-focused project(s) and/or program(s) your local government is implementing to protect the environment and create a healthy, liveable community.

Through the asset mapping survey process, residents indicated that they highly value the clean air and water (priority #1 at 68%) in their community, and living close to the natural environment (priority #2 at 47%).

Of particular concern was the need to protect the large aquifer that provides the Village's drinking water and water for fire flow (urban-wildfire interface community), and which lies beneath the Village and surrounding area. The draft Sustainable Salmo OCP includes an Aquifer Protection Development Permit Area, designates all waterways and wetlands as Environmental Reserve and enshrines the value of ecological/natural assets in an asset management & sustainable service delivery in Policy Section 4.2 (b) ensure sustainable service delivery through the proper management of physical, environmental and human assets; (d) recognize and value human assets and the role that employees and volunteers play in sustainable service delivery; 4.2 (5) seek ways to acknowledge and value the role that natural and human assets play in the delivery of quality and sustainable civic services.

Greenhouse gas emission levels are set and climate change mitigation is a recurrent theme in the document, but also specifically addressed is in policies that encourage mitigation and adaptation measures on both the civic and private level. This includes minimizing risks posed by natural hazards of floods, steep slopes, and interface forest fires and the establishment of a Natural Hazards Development Permit Area. For instance, policies encourage property owners to consider "firesmart" building materials when renovating existing buildings and to use non-combustible material in new construction. A range of methods are outlined to minimize flood hazard and includes civic and private green infrastructure strategies for stormwater management, such as the use of landscaping and swales as a means to gather storm water, along with natural and engineered wetlands. These features are included as adaptations to anticipated changes in

the area's climate, which include more rain and less snow fall, along with more intense storms.

There is a unique section also called "Respecting Our Place in Nature" which designates waterways and environmentally sensitive areas as "Environmental Reserve", recognizes our place within and our relationship to the natural environment in our day-to-day decision making and actions based on respect and approaches that recognize the inherent value of all life (including wildlife, eg. BearSmart) and natural assets.

Other elements in the plan include parks and trails, walking and cycling routes, recreation and community events, local economic development, and encouraging housing and health care to meet the needs of all residents.

There is also a a new mixed land use designation created - a miniature Sustainable Neighbourhood over a 6 hectare area that allows for a mix of compatible uses including housing to meet a variety of needs, child care services, development with 'gentle density', neighbourhood-oriented enterprises, community gardens and development that demonstrates "green" building principles in project design and construction such as energy efficiency, renewable and alternative energy sources, water conservation, and landscaping to manage stormwater and snow melt.

4. Results

A) Please provide a brief outline of the steps involved in the program/project and the status of each step.

A Technical Working Group was formed in April 2016, consisting of staff from the Village, Interior Health, and the RDCK, along with planning and sustainability consultants. A number of community activities were carried out during the summer and fall (see #8 below), followed by the development of the document over the winter and spring of 2016/17. All these steps are completed, with the formal adoption in process at the time of this application.

B) Describe the results achieved and provide measurable results where possible.

The resulting plan takes a holistic and comprehensive view of the community, noting its natural, built and human assets. The goals and policies attempt to integrate these assets to achieve a sustainable community over the long term. The plan is presented in four main chapters: Social & Cultural Well-Being, Natural Environment, Land Use & Infrastructure, and Economic Development.

The level of engagement in the sustainable community planning process was also a good indicator of progress and results. Despite the fact that the Village had historically not been branded as a "rural V8-engine driving" town, this multi-faceted process filled with information and public feedback forums and presentation, etc. engaged the public heavily with and gave them tangible ways to participate. The Sustainable Salmo photo contest, for instance had 40 submissions with 2200 public votes cast: <http://salmo.ca/salmo-lifestyle-photo-contest>. The Sustainable Salmo asset mapping survey had 134 respondents (10%) over only a two week period. The Sustainable Salmo 3-min video showcasing Salmo's natural and community assets had over 100 people in Salmo showcased in the production which was so impressive that Disney's Andy Geller (voice of Finding Nemo and Armaggeddon) agreed to do the voice over. It went viral with over 40,000 views and is now a source of pride for the people of Salmo who see it as celebrating the natural beauty of our environment. See video "Where All Roads Lead": <http://salmo.ca/film-release-sustainable-salmos-where-all-roads-lead/>

5. Challenges. What challenges did you face in implementing this program/project and how did you overcome them?

The business community was very supportive, however there was one representative from the mining industry that asked how the increased emphasis on environmental aspects may possibly impact industrial development. The Village provided information explaining that economic development is an important element in the plan, along with environmental aspects to create a setting that will attract new businesses and residents. We also explained that the Development Permit Area protecting the aquifer empowers the municipality to seek the proper documentation and studies are in place to ensure development is done in a way that does not increase risk to our aquifer. This explanation was well received.

Other concerns were received about measures to address the flood hazard through managed retreat. Erie Creek runs through the community, and the Salmo River is to the east, just outside the Village boundaries. Some residents who live along the dike at 9th Street thought that may mean immediate expropriation of their "waterfront" land. We explained to concerned residents that managed retreat was only one of a host of flood hazard mitigation measures, including maintaining riparian areas in a natural state and maintaining existing dikes. We discussed plans to update our floodplain maps, using new information to introduce appropriate floodplain setbacks. This allayed the concerns of residents.

6. Leadership. How does the project reflect leadership and excellence in the advancement of environmental stewardship?

The Sustainable Salmo OCP is an example of an OCP that is hybridized with an integrated sustainability plan and includes many goals and policies such as maintaining the natural areas in and around Salmo, for recreation, aesthetics, and managing natural hazards, compared to traditional OCP's.

Leadership and excellence were also shown in the comprehensive integration of sustainable community principles into a living document, living video and other vibrant communications materials. This helped to form community ideas and inspire new ones as well as advance our collective vision - the vision of all ages.

This collective vision was also enshrined in the innovative section on asset management, which includes stewardship of the environment and natural assets as critical to sustainable service delivery. This has moved from vision to municipal policy now.

The entire process empowered people to talk about environmental stewardship and green ideas in a way that made clear that we are all in this together and that everyone's effort counts.

Posting the entire Sustainable Salmo online with regular progress updates and results from community consultations was also important to keep people engaged:
www.sustainablesalmo.ca

7. Economic Impact.

A) How was the project a good use of budget and resources?

Funding for the Sustainable Salmo project was used to create the a Technical Working

Group and to hire several experts, many funded through outside agencies such as Interior Health Authority and Fraser Basin, rather than retain the services of one large consulting firm that would have been costly and more difficult to tailor to the unique needs, interests and limited resources of our small community.

B) How does the project encourage economic sustainability? (e.g. life cycle analysis, internalizing costs and alternative financing, economic instruments)

An important part of the document addresses asset management, and provides the basis for the Village to look comprehensively at all its infrastructure and services. In addition to the traditional emphasis on key components such as water, sewage treatment, roads, and solid waste, the document also includes natural ecosystems and people (staff and volunteers) as equally important assets.

As well, one economic development policy acknowledges the importance of housing, child care, amenities, well managed infrastructure, and clean air and water to attracting and retaining businesses and to overall economic development.

The process also included survey work which identified an emphasis on heritage and a need for more commercial space. These two principles combined generated the development of an entirely new land-use zone called the "Historical Railway Commercial District" which also happens to be an alternate trail to the TransCanada Trail. This new area which was formerly strictly residential and industrial will now be a mix-use commercial area allowing for everything from bakeries to art galleries to a conversion of the industrial strip into a developed trail corridor and a commercial corridor accessible and attractive for pedestrians (parking available too). Please see the beautiful visualization and descriptions included in the Sustainable Salmo OCP.

The publicity around "Sustainable Salmo" community planning process also helped to change the image of our community to one that is forward thinking and environmentally sustainable, which actually attracts businesses, especially green businesses. Since this process began, business licencing in Salmo has gone up 20% and residential home sales went up last year by a whopping 24% after over two decades of economic decline.

8. Engagement. How does the project encourage engagement? (e.g. stakeholder engagement, public participation, equity and diversity, knowledge sharing, capacity building, community identity and marketing)

There were five main public engagement activities took place over six months and varied to ensure diverse participation. A variety of outreach activities were chosen to find out what residents want to see in a Sustainable Salmo future to ensure a diversity of respondents - we were able to involve young and seniors, photographers and pharmacists, truck drivers and trail makers, and a high percentage of the population.

The process was kicked-off at the annual Canada Day event with a display and a community survey which ran from July 1 to 17, 2016. The survey was available online, as well as paper copies. There were 134 respondents, from a community of 1100 people. Survey responses were completed by youth as young as 10 and seniors as old as 90.

Next, there was a Salmo Lifestyle Photo Contest. Forty photos were submitted, which received over 2200 votes. The winning photo is in the Sustainable Salmo OCP.

Third, a three-minute video was produced highlighting the features valued by residents: clean air and water, access to nature, and the sense of community. More than 100 residents participated in making the video; and the video itself went viral and has been

viewed more than 40,000 times online. This video called "Where all Roads Lead" captures our community's Sustainable Salmo version and was so compelling that Disney's Andy Geller (voice of Finding Nemo and Armageddon) agreed to do the voice over: <http://salmo.ca/film-release-sustainable-salmos-where-all-roads-lead/> The comments on the video on our Village Facebook page show the dramatic civic pride and passion for protecting our breathtaking natural environment. See here: <https://www.facebook.com/VillageofSalmo/videos/1357895777568818/>

Fourth, a series of four workshops were hosted by the Technical Working Group, from September to December. Each month, the workshop focused on one of the four major themes, beginning with short presentations to share information, followed by small group discussions using the World Café method.

Fifth, a 5 month open house was held at the Village office with large maps and everyone in the community was invited to provide input, which were incorporated into drafts that were updated monthly and posted online at www.sustainablesalmo.ca

9. Innovation. What makes this program/project innovative and creative?

The Sustainable Salmo project was innovative in that it combined sustainable planning principles with more traditional land use and community planning approaches. The document is based on integrating goals and policies for the social, environmental and economic well-being of the community.

The level of community engagement in this process (as outlined in #8) was also remarkable and resulted in rich idea sharing and discussions that have also contributed to the creativity and innovation in the results.

10. Transferability. How is this program/project transferable to other local governments?

The approach and methods used can be replicated by others, by: establishing a team or working group with diverse expertise; developing an overall timeline with steps or phases; involving the community often and in a variety of ways throughout the project; and integrating the social, economic, and environmental elements to create a comprehensive vision of the community in the long term.

11. Knowledge Sharing. What helpful advice would you share with other communities looking to embark on a similar project?

Before embarking on an innovative "green initiative" it is important to engage the public widely and in a variety of ways. Not everyone will fill out a survey. Not everyone will attend a workshop. Not everyone will visit your website or read a report. Not everyone will participate in a sustainable lifestyle photo contest. The key was to create a multitude of ways to engage people of all ages, including youth. For the kids, every student was given a "Sustainable Salmo" glow in the dark bracelet that was handed out on Canada Day just before the fireworks to everyone that completed a Sustainable Salmo survey. We asked the youth to staff the booth collecting survey responses in exchange for a small honorarium and Village t-shirts.

Another key is to tailor your community consultation process to your community and resources. In our case, it was important that we did not contract out this innovative community visioning and planning to a large outside firm. Instead, we put together a team (called the Technical Working Group) comprising the CAO, a regional representative of IHA (healthy built communities), a representative of the Regional District, and a sustainability expert.

Another key is to allow a reasonable timeframe for collecting community feedback, organizing engagement, and then drafting that in communications materials and ultimately a document for adoption by Council.

Ensure that Council and the public understand that Council are the ultimate decision makers.

A comprehensive website tracking any green initiative, from planning to implementation is a good way to keep people engaged. Branding is also important. See our website: www.sustainablesalmo.ca

12. Additional Information. Please share any other information you think may help support your submission.

The level of community engagement in this "Sustainable Salmo" project was remarkable and the 3-min video showcasing Salmo's natural and community assets had over 100 people in Salmo showcased in the production.

As stated above, the video was such an impressive display of community engagement that Disney's Andy Geller (voice of Finding Nemo and Armageddon) agreed to do the voice over. It went viral with over 40,000 views and is now a source of civic pride and ownership of environmental stewards and respect for natural assets for the people of Salmo who see it as celebrating the natural beauty of our environment. See video "Where All Roads Lead": <http://salmo.ca/film-release-sustainable-salmos-where-all-roads-lead/>

This combined with the regular publicity of the community planning and input process has also helped to deepen this sustainable vision and the political and community will to carry it out.

SECTION 5: Signature

Applications are required to be signed by an authorized representative of the applicant.

Name: Diane Kalen-Sukra

Title: Chief Administrative Officer

Signature:



Date:

June 30/17

Applications should be submitted as Word or PDF files. If you choose to submit your application by e-mail, hard copies do not need to follow.

Submit applications to Local Government Program Services, Union of BC Municipalities

E-mail: awards@ubcm.ca or mail: 525 Government Street, Victoria, BC, V8V 0A8

