



**For Immediate Release**

## **Smart Growth BC Announces New Strategic Direction**

Vancouver; June 5, 2009 – Smart Growth BC today announced a new strategic direction aimed at accelerating implementation of smart growth in B.C. and deepening the impact of its work. The strategic direction supports the development of three integrated programs: *Invitation* (citizen engagement activities resulting in a Smart Growth Charter); *Inspiration* (communications and advocacy); and *Innovation* (research and tool development).

“The central component of our strategic direction is an *Invitation* to engage the broadest possible spectrum of community voices at the land-use decision-making table”, says Executive Director, Cam Brewer. “We are already a leader in public engagement, and our new direction will see us employing significant resources in the critical role of ensuring full citizen engagement with community land-use decisions.”

Smart Growth BC’s strategic direction has been crafted to ensure that community engagement will lead to a tangible, lasting outcome in the form of a Smart Growth Charter. The strategic direction also includes an *Innovation* research program that will continue Smart Growth BC’s tradition of offering practical tools for implementing smart growth, as well as an *Inspiration* program crafted to share stories of smart growth strategies and successes. Smart Growth BC will also engage in complementary government relations activities designed to enhance the legislative and policy space for smart growth in B.C.

Over the coming months, Smart Growth BC will develop its *Invitation*, *Inspiration*, and *Innovation* programs through broad consultation with all stakeholders, partners, and communities. In the meantime, Smart Growth BC has started to adapt its organizational structure to align with the newly-identified program areas.

“Our renewed strategic focus is an important new chapter for Smart Growth BC as it enters its second decade,” explains Bob Ransford, Smart Growth BC’s President. “Our focus areas of *Invitation*, *Inspiration*, and *Innovation* provide a robust framework that will ensure our relevance and success, and we look forward to collaboration and partnerships with other organizations to ensure that more British Columbians enjoy the benefits of smart growth principles.”

*Smart Growth BC is the leading non-governmental organization working towards creating more livable communities in British Columbia. [www.smartgrowth.bc.ca](http://www.smartgrowth.bc.ca)*

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