

Growing Places Summit

Engaging the Public: Smart Growth BC Public Engagement Strategies



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May 17, 2007

Cheeying Ho
Smart Growth BC

Overview

- Smart Growth BC
- Role of NGOs
- Smart Growth BC Public Engagement Strategies
- Smart Growth on the Ground



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Smart Growth BC

- Province wide, non-profit, non-governmental organization founded in 1999
- Staff of 8; board of 12
- Funded by foundations, government, events, fee for service and donations

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Smart Growth BC

- ★ Research
- ★ Advice and Assistance
- ★ Advance Policy Alternatives
- ★ Outreach and Community Engagement
- ★ Professional Development
- ★ Implementation
- ★ Advisory Services



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Smart Growth BC

- Vision: Smart Growth BC will work to replace sprawl with compact, complete and inclusive communities
- *Creating More Livable Communities*



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Role of NGOs

- Represent public interest and citizen voice
- Engage in public education
- Produce objective, research-based information
- Provide specific technical information to citizens to enable more informed engagement
- Facilitate collaboration between public, private and civil society
- Push the envelope and lead the public dialogue
- Watchdog!

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Smart Growth NGOs in N.A.

- Smart Growth BC
- Smart Growth ON
- Smart Growth Canada Network
- Vivre en Ville
- Smart Growth America
- 1000 Friends of OR
- Futurewise
- 10,000 Friends of PA
- Idaho Smart Growth
- Montana Smart Growth
- Grow Smart Rhode Island
- American Farmland Trust
- Plus many more!

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Smart Growth BC Public Engagement Strategies

Community Assistance Program (CAP)

- Information, resources, strategic advice and free presentations and workshops to communities across BC
- Assisted over 100 communities across BC in the past seven years
- **CAP Plus** - more in-depth assistance to engage in a visioning or planning process

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Smart Growth BC Public Engagement Strategies

Information and resources

- Smart Growth Toolkit
- Publications
- www.smartgrowth.bc.ca
- www.sgog.bc.ca
- www.greenbelt.bc.ca
- www.sgas.bc.ca
- Livable communities listserv

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Research and communications

- BC Sprawl Reports (2001, 2004, 2007)
- Promoting Public Health through Smart Growth (2006)
- State of the ALR Report (2004)
- Smart Growth and Sprawl in Greater Vancouver (2003)



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Voter Education Campaign

- 100,000 voter guides distributed around the province
- Co-host community livability forums with local organizations featuring municipal candidates



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Smart Growth Conference

- Annual conference focusing on best practices
- Creating Prosperous, Livable Communities (2004)
- Financing Smart Growth (2005)
- Innovations in Smart Growth Housing (2006)
- Building Complete Communities: Developers Leading the Way (2007)
- Smart Growth Awards (the 'Smarty')



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Workshops and presentations

- General smart growth principles/planning
- Affordable housing
- Regional smart growth strategies
- Transportation
- Farmland protection

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Engagement tools

- Visioning sessions
- Goal and target setting workshops
- Mapping
- Community preference surveys
- Decision-analysis frameworks
- Visualization tools (e.g. Community Viz)
- Charrettes
- Participatory video

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Smart Growth on the Ground

RI



- > Design, develop and implement neighbourhood plans based entirely on smart growth principles
- > Maple Ridge, Squamish, Oliver

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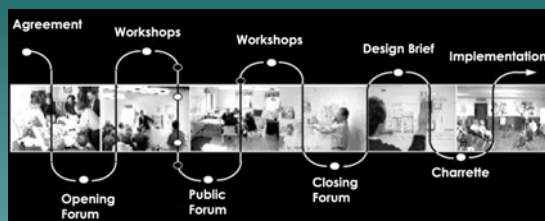
8 Guiding Principles



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Process



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Hot Topics and Targeted Research

- Population
- Market Opportunities
- Geologic Hazards
- Eco-Industrial Networking
- Housing
- Visualizing Density






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Charrette






Collaborative	Research-based
Integrated	Inclusive
Multi-disciplinary	Representative
Community-based	Consensus-based
Proactive	Flexible

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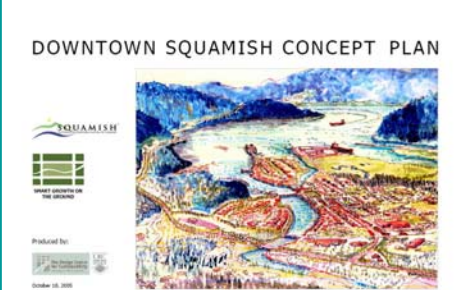
- ## Charrette Team
- Business
 - Developers
 - Landowners
 - Educators
 - Community
 - Recreation
 - Environment
 - Residents
 - Industry
 - District staff
 - Council
 - Squamish Nation
 - Government
 - Transportation
 - Market / cost analysis
 - Other experts
 - Designers
 - Facilitators
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Charrette Team Work



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Outcome



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Project Results

- **Research** (e.g. green infrastructure costing; market opportunities)
- Unanimous approval by Council
- **Policy alignment and revision** (e.g. zoning and OCP changes, environment by-law)
- Developer and partner **interest**
- **Capacity** building and community **support**
- Institutional **change**

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Squamish - on the ground!

- A Sub-Area Plan is being written
- New by-laws and engineering standards
- New downtown developments are being reviewed against the recommendations of the Concept Plan
- Land owners involved in creating the plan
- Capilano College is exploring their options for an expanded downtown Squamish campus
- The Bridging to the Future project will assist Squamish with energy planning for a growing population

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Thank you!



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