



## Building *Sustain*Able Communities

### REGIONAL WORKSHOPS

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**Kamloops**

**March 7th**

**Kelowna**

**March 13th**

**Nelson**

**March 14th**

**Nanaimo**

**March 19th**

**Prince George**

**March 26th**

**8:00 AM to 4:30 PM**

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**Hosted & Facilitated by:**



**T**HE FRESH OUTLOOK FOUNDATION uses community-based social marketing to educate specific groups of British Columbians about sustainability. Its inaugural target audience is community leaders, including local government officials, through a program called Building SustainAble Communities (BSC).

In 2007, the foundation conducted extensive research to pinpoint the types, formats, and frequencies of sustainability information preferred by elected officials and staff. Findings showed that the overwhelming majority want regular, credible information about a wide range of sustainability topics through a variety of communication products and services, including regional workshops. That, combined with the overwhelming success of its Building SustainAble Communities conferences, prompted the foundation to organize a series of one-day workshops in various regions throughout BC.

The foundation has assembled a superb line-up of speakers who will help participants apply best sustainability practices to their region-specific challenges and opportunities. While the workshops are intended primarily for local government representatives, they would also benefit developers, architects, business people, housing advocates, NGOs, and consultants. The more dialogue generated between and among these key stakeholders, the more successful the outcomes will be over the long term.



## COMMUNITY SUSTAINABILITY

### Joanne de Vries

Founder & CEO, Fresh Outlook Foundation

#### 8:00 AM SETTING THE STAGE

- 'Community sustainability' and related models

*Facilitated table discussions will help participants answer the questions, "What does sustainability mean to me in my community?" And, "What's preventing me from taking the necessary steps?"*

### Thomas Osdoba, BSc, MA

Manager for Sustainable Economic Development, Portland, Oregon

#### 8:45 AM BUILDING THE CASE

- The 'sustainability imperative' for local governments
- Local governments' role in enabling and encouraging sustainable communities

#### FRAMING CHANGE

- Sustainable development planning frameworks and organizational concepts

#### UNDERSTANDING 'EVOLUTION OF SCALE'

- From building to neighbourhood to city, back down to building

#### 10:00 AM BREAK

#### 10:15 AM DOING THE MATH

- The economic case for integrating investment within a district framework
- Public finance and economic development strategies to leverage capital investments in infrastructure, buildings, and technologies

#### EMBRACING CHALLENGE & OPPORTUNITY

- Critical institutional barriers and potential solutions, highlighting short-term considerations related to global warming

*Table discussions will help participants answer the questions, "What practical tools can we use to move our community toward sustainability?" And, "How can we collaborate to help make the move more quickly?" And, "How can we help hold each other accountable?"*

#### 11:30 AM LUNCH

## DISASTER MANAGEMENT PLANNING

### Kimberley Nemrava, BSc, MA

Director, BC Coastal Region, Canadian Red Cross

#### 12:15 PM UNDERSTANDING DISASTER MANAGEMENT

- Provincial and local disaster risks
- BC framework (EMBC and PEP role, mandate and structure)
- BC legislated requirements
- The sustainability case for disaster management
- Community resiliency models

#### BEING PREPARED

- Stages of a disaster (preparedness, response, recovery, mitigation)
- Impact of disasters on prepared and unprepared communities

#### TAMING THE DISASTER MONSTER

- The reality of preparing for disasters with limited capacity
- Engaging the community
- Integrating disaster management with other community priorities

*Interactive exercises will help participants answer the questions, "Is my community adequately prepared for a disaster?" And, "How can we integrate disaster resiliency and sustainability principles?" And, "How can we increase our capacity to respond and recover?"*

#### 1:45 PM BREAK

## AFFORDABLE HOUSING

### Tim Wake

Affordable Housing Consultant  
Councillor, Resort Municipality of Whistler

#### 2:00 PM UNDERSTANDING THE NEED

- Traditional approaches and the need for new strategies
- Eight tools to increase the inventory of affordable housing

## BUILDING CAPACITY

- Needs assessment
- Regional growth strategy, affordable housing strategy
- Housing organization, housing fund, land bank
- Inclusionary zoning, density bonus, secondary suite policy
- Resale price restrictions, public private partnerships

*Facilitated discussion will help participants answer the questions, "Is there an affordable housing shortage in my community?" And, "How can it be addressed at the local level?" And, "Who must be involved in the solution, and how can we work together?"*

#### 3:30 PM BREAK

## NEXT STEPS...

### Joanne de Vries

#### 3:45 PM REFINING THE VISION

- "Knowing what and who I know now, what does sustainability look like in my community?"

#### REMOVING THE BARRIERS

- "Knowing what and who I know now, how can I take the necessary steps?"

#### STAYING THE COURSE

- "Who will help keep me motivated and hold me accountable?"

#### EXPLORING THE POWER OF ONE

#### 4:30 PM CLOSING COMMENTS



Fresh  
Outlook  
FOUNDATION

# S P E A K E R P R O F I L E S



**Joanne de Vries**  
Founder & CEO,  
Fresh Outlook Foundation

Joanne is a communications/social marketing consultant who works with all levels of government in BC to help them educate and consult with their publics about sustainability issues, including strategic and community planning, water and wastewater management, solid waste management, transportation demand management, and energy efficiency.

Most recently, Joanne founded the Fresh Outlook Foundation “to kindle a fresh outlook among British Columbians that inspires behavior change at home, work, and play.” Visit [www.freshoutlookfoundation.org](http://www.freshoutlookfoundation.org).



**Tom Osdoba**, BSc, MA  
Manager for Sustainable Economic  
Development, Portland, Oregon

Tom is currently managing Portland, Oregon’s sustainable economic development efforts, and is serving as acting director of the Canada Carbon Trust. He was the City of Vancouver’s sustainability manager from November 2004 to March 2007. Before that, he ran his own environmental strategy firm focused on eco-industrial development, sustainable building design, product stewardship programs, and recycling and resource efficiency. He also served the state of Minnesota in several capacities, developing environmental policies and programs, and helped to create Minnesota’s sustainable communities program.

Tom earned a BSc in Economics from St. John’s University in Minnesota and MA in Public Policy from Minnesota’s Humphrey Institute.



**Kimberley Nemrava**, BSc, MA  
Director, BC Coastal Region,  
Canadian Red Cross

Originally from Winnipeg, Kimberley completed a BSc in biology at the University of Victoria and her MA in Training and Leadership at Royal Roads University in 1998. She worked for several years with the Canadian Coast Guard on their inshore rescue boats.

She has filled several positions since joining the Canadian Red Cross, and is now the director for BC Coastal Region supporting disaster management, international services, violence and abuse prevention, water safety, first aid, boating safety and medical equipment loan programs.



**Tim Wake**  
Affordable Housing Consultant  
Councillor, Resort Municipality  
of Whistler

Tim Wake worked with the Whistler Housing Authority (WHA) as housing administrator and then as general manager from its inception in 1997 until 2005. He resigned from his position with the WHA to run in the 2005 municipal election in Whistler, and is now serving as a municipal councillor.

In 2005, Tim also launched a consulting business to help communities in BC and Alberta establish affordable housing infrastructure and administration. This work has taken him to Banff, Canmore, Calgary, Tofino, Salt Spring Island, Bowen Island, Hornby Island, Lion’s Bay, Squamish, Kelowna, Oliver, Vancouver, and Victoria. He also draws on his experience in studying affordable housing solutions in the US, especially in resort communities in Colorado.



## REGIONAL WORKSHOPS

You can register one of two ways...

1. Visit [www.sporg.com](http://www.sporg.com) (add ID# 53102 in purple box)
2. Photocopy and complete this section of the brochure, then mail with cheque (made payable to the Fresh Outlook Foundation) to the address below.

NAME: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

POSITION: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

<input type="checkbox"/>	<b>Kamloops</b> (March 7th) <i>Coast Canadian Inn</i>	\$149.00
<input type="checkbox"/>	<b>Kelowna</b> (March 13th) <i>Coast Capri Hotel</i>	\$149.00
<input type="checkbox"/>	<b>Nelson</b> (March 14th) <i>Prestige Lakeside Resort</i>	\$149.00
<input type="checkbox"/>	<b>Nanaimo</b> (March 19th) <i>The Grand Hotel</i>	\$149.00
<input type="checkbox"/>	<b>Prince George</b> (March 26th) <i>Esther's Inn</i>	\$149.00

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GST \$ 7.45

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**TOTAL \$156.45**

Please mail registrations and cheques to:

**Fresh Outlook Foundation**  
**12510 Ponderosa Road**  
**Lake Country, BC**  
**V4V 2G9**

For more information about the workshops, contact Joanne at **250-766-1777** or [jo@freshoutlookfoundation.org](mailto:jo@freshoutlookfoundation.org). For more information about the foundation, visit [www.freshoutlookfoundation.org](http://www.freshoutlookfoundation.org).