

SUSTAINABILITY MEETING

Notes of the Open Meeting

Date: Thursday, October 22, 2009
Location: Ramada Lodge Hotel, Kelowna
Time: 6:45 p.m. - 10:00 p.m.

In Attendance: Mayor Sharon Shepherd (Chair), Councillor Robert Hobson, Councillor Angela Reid, City Manager, Ron Mattiussi, General Manager, Community Sustainability, Jim Paterson, General Manager, Community Services, John Vos, Douglas MacLeod (OSTEC), David Jenkins (OSTEC), Robert Fine (CORD), Steve Robinson (Okanagan College), Joanne de Vries (Fresh Outlook Foundation), Philippe Daigle (Westbank & District Chamber), Leslie Manders (Interior Health), David Mayes (Okanagan Environmental Industry Alliance), Deepak Garcha (SIFE Okanagan), Carol Suhan (Fortis BC), Lori Field (UBCO), Lisa Masini (VP Okanagan Xeriscape Association), Andrew Gaucher (Urban Development Institute), Dr. Bernard Bauer (UBCO), Anna Warwick Sears (OK Basin Water Board), Brenda Rayburn (Best Western Kelowna), Todd Sanderson (Uptown Rutland business Association), Nan Pellett (Province of BC), Marco Defreitas (Amps and Volts Electric Ltd.), Norm LeCavalier (Kelowna Chamber of Commerce), John Perrot (Downtown Kelowna Association), Allison McNeill, (CTQ Consultants), Emmanuel Lavoie, (Stantec), Arnica Rowan, (Cross Country Consultants), Xenia Semenuik (Cascadia Green Building Council), Darren Sentesy (Cascadia Green Building Council), Allison Campbell Urness (Thompson OK Citizens Conservation Council on Climate Action), Gord Tycho (CTQ), Dave Pellem (CTQ), Angela Hapke (OSTEC)

Facilitator David Jenkins
Recording Secretary: Arlene McClelland

1. INTRODUCTION

A round table introduction was conducted.

2. OPENING COMMENTS

Mayor Shepherd commented that she is excited to hear what everyone thinks of sustainability and noted that this meeting is the beginning of opportunities to have dialogue regarding sustainability in our community. Mayor Shepherd inquired as to how we can move forward as a team for this community. How as a committee can we wrap up where we are today and where we want to go. Mayor Shepherd commented that a name for this Committee should be established. Mayor Shepherd asked the group to consider what we want our community to look like in the next 5, 10 and even 20 years.

Mayor Shepherd's vision of thoughts for the City of Kelowna - 100 Year Plan:

- preserve qualities that we feel are important for our grandchildren and great grandchildren;
- water quantity and quality - one board to make decisions based on criteria agreed to by the community. Water will surpass the health standards of Canada;
- air quality - burning only used for power generation;
- buildings built with rooftop gardens, community gardens, mixed use of affordable, special needs, and market housing and some commercial mix. Buildings using alternative forms of energy such as solar, geothermal, and wind energy. Recycled material used where possible but energy efficient structures;
- landscaping using xeriscape plants and play fields would be primarily artificial turf;
- transit system the main mode of travel with 24 hour service and regular pick ups and drop offs. The transit system might include rail connection from the North Okanagan and water connection from the South Okanagan;
- healthiest community in North America with everyone encouraged to exercise and eat local;
- agriculture community will be thriving and providing fruit and vegetables, beef and chicken and good wines.
- airport extension completed and direct flights occurring between Europe and Australia and the US and Mexico;
- sister and twin cities are economic drivers and partners;
- most accessible city in North America;
- safety and security is an important asset with quality lighting throughout the city;
- safe bike lanes and walking paths connecting the community. The Trail by Rail joins Vernon to Kelowna. Many residents will be cycling from home to work and back;
- university and college are thriving with medical school noted as one of the best in Canada. Professors and students working with the municipal staff in studies and planning;
- a second crossing will move goods and services between the Westside and the Downtown of Kelowna. Rapid transit will be an alternative mode of transportation connecting the cities;

- drug and Alcohol services will provide a continuum of care for individuals that want to change their lifestyle and it will be accessible and available for those in need when they need it;
- homelessness will not be an issue and housing will be provided with the needed help for individuals unable to cope;
- sporting facilities will be accessible and available for those that want to participate;
- our town centres will be thriving with activity including restaurants, music, and culture;
- green space will be utilized for the higher density homes;
- lakeshore will have access in many areas and a town square will be the centre of attraction for the downtown core;
- town centres will each have a unique town square;
- environment will be protected - species at risk will be protected and our creeks will be thriving with fish and be clean. Wildlife corridors will be available for the animals;
- the slogan will be that it takes a community to raise a child and our children and youth will be valued for their input into decision making.

Advocating a name for this initiative would be a goal for this evening that I would like to strive for.

3. SURVEY RESULTS DEBRIEF - David Jenkins

This Survey is a pulse check. One issue when we last met was that we didn't know what was going on. Survey allows us to know what is going on and the actions taking place. If any details of methodology we can elaborate.

Power Point Presentation re: [Sustainability Practices - Regional Survey - Key Results](#)

Survey Respondents - Good balance of Sector Input:

- 55% Public Sector
- 45% Private Sector

Knowledge of Sustainability Practices

- 69% have Very High or High knowledge of sustainability practices

Regional Priority

- 83% see sustainability as the top or high regional priority

Organizational Priority

- 77% see sustainability as their top or high organizational priority

Types of Projects

- Green Buildings
- GHG and Energy Reduction
- Water
- Land Use
- Transportation
- Solid Waste
- Climate Change Adaptation
- Social

Green Building Projects

- Leed Silver School
- OC Centre for Learning
- KGH expansion
- UBCO
- Best Western Hotel expansion
- Vernon Hospital expansion
- OC Centre of Excellence, Penticton
- Central Green

GHG and Energy Reduction Projects

- Hybrid school buses
- Cafeteria HVAC replaced with heat pumps
- UBCO geothermal system
- Boiler efficiency upgrades
- LED lights in student lounge
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- Replacing older fleet vehicles

Water Projects

- Low volume flush toilets
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Land Use Projects

- Building positioning
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Transportation Projects

- Hybrid buses
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Solid Waste Projects

- Guest room blue box program
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- School composting program
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- Business plan for Industrial / Commercial composting Plant

Climate Change Adaptation Projects

- Xeroscaping
- Urban agriculture plan
- Carbon neutrality strategy and plan

Social Projects

- SIFE students working with Chamber on Eco-nomics Award
- Environmental Clubs (RSS)
- Non-spray campaign
- Paperless meetings
- Affordable housing policy for OCP amendments

Sustainability Incentives

- 81% see the incentives needed as a combination of regulatory and market based. (needs to be a carrot and stick approach to this)

Obstacles Importance

- Cost is an obstacle. Economic issues.
- Government Policy
- Lack of awareness (going on with own area/industry)
- Lack of knowledge (from broader context and to ensure employees are on board and educated on sustainability)
- Political (Policies)
- Employee lack of expertise
- Competition – this is not a competitive disadvantage.

Round Table Discussion Of Survey Results

David Jenkins asked if there were any questions regarding survey methodology.

A participant asked about the number of respondents. David Jenkins commented that the number of respondents was approximately 36 people. Mayor Shepherd commented that she did not think they received the City's responses. David noted that he thought a couple respondents were from the City by the answers submitted. Ron Mattuissi commented that the regulator answer will be different from the City's answer.

Councillor Reid asked how the key areas of expertise on sustainability were selected and if some areas such as water, land use and greenhouse gas emissions are missing from the survey. Certainly some things were missing here but it was noted that greenhouse gas emissions for example is a very comprehensive category and a more comprehensive survey would have been required.

What surprised you?

David Jenkins commented that there was a good mix of public and private input. Based on the results of the survey did the high percentage surprise any of you?

A general discussion took place and the following suggestions/comments were provided:

- It seemed that we were preaching to the choir with this survey. If the survey is all of us I am surprised that only 81% see the incentive needed as a combination of regulatory and market based and that the percentage isn't higher. What would be the average citizens concern?
- A comment was made that at the last Sustainability meeting we noted that an inventory should be made and that is what this survey is about.
- Ron Mattuissi commented that the idea of the survey is to bring information together quickly to share. The issue we deal with is the bottom line and if there is a way to make money. It is good to know where we are in this room and to share that information.
- Jim Paterson commented that with respect to the survey, more focus should be placed on Bill C27 because this will be front and centre with the City of Kelowna supporting the Climate Action Charter.
- A participant from UBCO commented that sustainability is such a priority amongst students that if a survey was conducted it would mirror these numbers but noted that there is a difference between practical and text book theory. Students would know of examples of sustainability but would not know how to apply it. A very clear message from leading engineering schools is that the youth are only interested in working for green industries.
- A comment was made that teenage kids believe in the theory of sustainability but do not display the behavior.
- A participant commented that the in the construction industry contractors have no idea regarding sustainability and is not sure a public survey would

rate as high. There is a huge difference between intent and action of sustainability.

- A participant commented that they are somewhat skeptical when people say they use sustainable practices. To what depth and do they really understand the magnitude.
- A participant noted that there is good intent on wanting to know where people want to go but asking the questions raise the expectations and the ability to answer the questions as to why the expectations cannot be met.
- A suggestion was made to have a Policy giving options of how much tax a person would be willing to pay to have something changed. Quantify it and make the public think about it in those terms. However, if times are difficult the public won't pay as much.
- A participant noted that even though there has been a down turn in the economy, sustainability has maintained a hot topic through it.
- Councillor Hobson commented that we need to acknowledge and congratulate the private sector for taking leadership. We need a framework to hang our actions on. A larger framework is required to see that it is leading to something. There should be more of a regional basis and goals to stretch our actions.
- Participants commented that there is a struggle with what the true definition of sustainability should be; economics or social.
- David Jenkins commented that the last sustainability meeting was very preliminary. We wanted to identify the players and get a pulse check on where we might be as a community and look at options to move ahead. We may not solve the issue this evening of how to structure or define it. The objective is to identify some options this evening.

What was missing?

Councillor Hobson commented that from the examples shown in the survey there is a lot of green items noted but is there an integrated triple bottom line area. David Jenkins noted that it was assumed that projects were done on a much broader context than just being placed in one category.

- What was missing was a full range of sustainability values and there were pigeon holes in the entities to know the depth and width of those entities.
- Missing issues of dollar impact - line for green building on chart is very small. Refine what we do.

Councillor Reid commented that this survey would not be the right survey to take to the public. Perhaps an internet survey could be created describing the principles of sustainability and what challenges we are posed with. The Community should be asked to define their vision of sustainability. How do we engage people to motivate them to get there.

David Jenkins noted that we have to give people examples that are tangible so that they can recognize it themselves. We need people to relate and understand.

What are the results telling us?

Participants commented that the results are telling us we are missing general feedback from the community. There is a strong feeling that sustainability is a core issue but what does that really mean to the public at large. How do we deal with this as we move forward.

4. NETWORKING BREAK (15 Minutes)**5. THE 'WAY AHEAD'*****What Critical Barriers Need To Be Removed?***

- Councillor Hobson commented that there needs to be a vision and goals and bench mark the goals. This should be very role bound. Integrated communities are sustainable. Define appropriate role of government and not regulatory solutions.
- Councillor Reid commented that there is a very clear vision in the OCP. The Community responded and it is attainable in many ways. Take that vision, here we are now, this is how much we depend on our vehicles. Now we want to ask you what actions and projects that we can do to turn this into an action plan to begin implementing.
- Regulation is not seen as effective. Do not force people through regulation.
- In the absence of framework we decide upon a project that we could collaborate on as a group. Pick an area within the community with each of us providing our areas of expertise. If a tangible project is selected then the definition of sustainability doesn't really matter anymore. We should get past the definition and work on something concrete.
- Ron Mattiussi commented that he does not see this as a City of Kelowna initiative. Would like to see the many groups come together to work on this and to not focus so much on defining the term. We have a network of nodes and they need to connect. How do we support someone in construction or education sector to start advancing. I like the idea of networking and let the group self select areas they can support each other on. This should be a community initiative not government initiated.
- Robert Fine commented that the challenge in nodes is leadership. Who is responsible to set goals, etc. There needs to be more direction in leadership.
- David Jenkins noted that there needs to be consistent themes and whatever we are going to hang this on we have to have continuity. There needs to be more education of the public to make it real and personal. Perhaps first tackle small projects.
- Jim Paterson commented that the City is in the process of establishing the goals and actions that will be required to meet Bill C27. The City cannot meet these goals alone: it will require the whole community's involvement.

- Councillor Reid commented that goals lead to success. The City should take the leadership role, however, not run it. We could engage the community in what the vision is.
- A Participant commented that we need to define what the goals are as a team. Then kick start with a specific project.
- Councillor Hobson commented that we must go beyond the City approach. I like the community engagement on actions. I also like the idea of connecting nodes. Should we start some projects as an example and use as case studies and show the community.
- David Jenkins commented that perhaps we should publicize a project that already exists and do not need to find something new.
- Councillor Hobson suggested choosing a pilot neighborhood. Celebrate the things that are going on and what their neighbors are doing. Tell people of the little projects happening in their area. Educate people of where they live.
- Mayor Shepherd commented that she would like an audit of some kind. This would help as a corporation within our own building to achieve the goals we are talking about. I would like to challenge other institutions to collect that information. Perhaps the Chamber could do an audit of your businesses to find out what they are doing there. There are a lot of current projects happening.
- Robert Fine commented that there are lessons to be learned from what the City of San Jose has done. They have gone through the same type of historical things as the Okanagan Valley.
- A Participant noted that there is a program called America Speaks that is very interesting and will forward information regarding this program. It is not just about gathering information but geared toward agreeing on and implementing action.
- Ron Mattiussi commented that this is a group of collective agencies and therefore we have to engage the public in different ways. We need to make sure we engage everyone. Let's allow people to come to us when they want to speak and not force them to come to us.
- David Jenkins noted that we need to be more innovative on how we engage the public.
- Mayor Shepherd advised that there will be a full day of a Youth Forum on Sustainability. Students will be provided with cameras to identify what is sustainable without a true definition of it. After that, results will be tabulated and those results can be brought back to this table. The results will enlighten this group. The students would like to know that their suggestions will go somewhere.
- A participant commented that when youth ideas are taken seriously it motivates them even more.
- A participant noted that in Europe they have a solar week which is widely celebrated. We are working on a concept of a Solar Day event that includes kids in school. As an example, cars that run on solar energy.
- If we look at building projects from other cities such as Portland and Seattle and provide tangible examples that people can see.

Key Actions:

1. **Develop goals within the OCP and then go back to the public. Take goals to the community at large with clear descriptions. Ask the community what they can do and what we should do.**
2. **Pick a project that can be used as a clear demonstration of sustainability in action.**
3. **Establish three (3) goals for this community within the next three months and use the San Jose goals as an example.**

David Jenkins commented that he would like each of the participants to provide comment on the notes once distributed and then determine a date as a group to meet for a productive 1 ½ hours to firm up what the Actions should be.

Mayor Shepherd made the following remarks:

1. The Youth Sustainability Forum will be helpful to all of us.
2. Targets coming to Council for the community and corporations soon and that will be helpful with the base line information to be provided within next two months.
3. Water conservation is a prime example; we are high water users.
4. OCP goals.
5. Practical solutions and examples.
6. Public campaign of projects we are already experiencing. We should work on together – are you the right individuals to help move forward.
7. Need to demonstrate sustainability through actions rather than worry about a precise definition.
8. I keep hearing that leadership is needed. The City is one member of the team and if there is money needed an application can be made to other levels of government with the business and development community involved on one application. Work towards this in the next few months.
9. Would like a name to call ourselves. Suggested names as follows:
 - o Kelowna Sustainable Plan
 - o Kelowna Green Plan
 - o Green Plan for Kelowna
 - o Sustainability Plan for Kelowna
 - o Sustainable Roadmap for Kelowna
 - o Climate Action Plan for Kelowna
 - o Our Green Plan
 - o Sustainability Green Plan
 - o Sustainable Kelowna
 - o 10 Year Blueprint
 - o Kelowna's Eco Plan
10. Compile all this info and distribute. Will advise when green house targets are coming forward. The OCP will be coming forward in the New Year.
11. It is difficult to get all 36 of us to meet. Mayor Shepherd advised that she would host the next meeting comprised of a smaller group.

CLOSING COMMENTS

David Jenkins thanked the room for their input and efforts this evening.

Mayor Shepherd thanked CTQ Consultants for their work on the Sustainability Practices Survey and gave a special thanks to David Jenkins for Chairing this evenings meeting.

The meeting adjourned at 10:00 p.m.

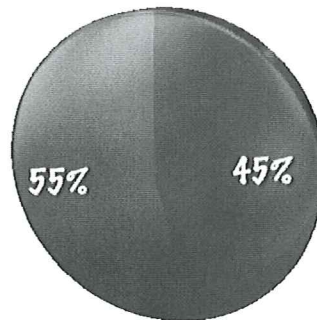
Sustainability Practices

Regional Survey - Key Results

Survey Respondents

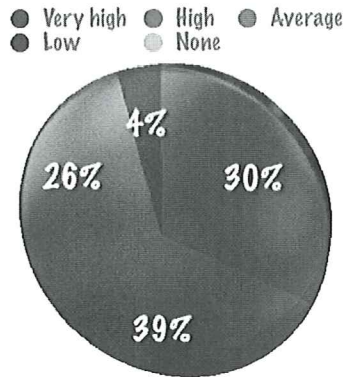
* Good balance
of private &
public sector
input

● Private Sector ● Public Sector



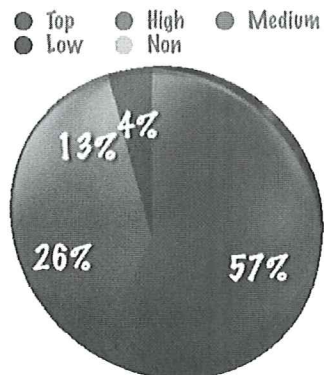
Knowledge of Sustainability Practices

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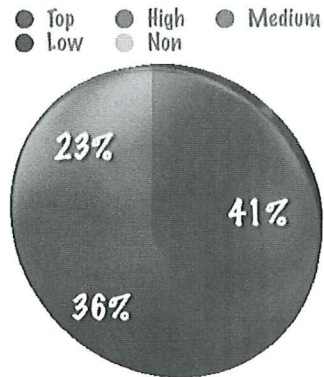
Regional Priority

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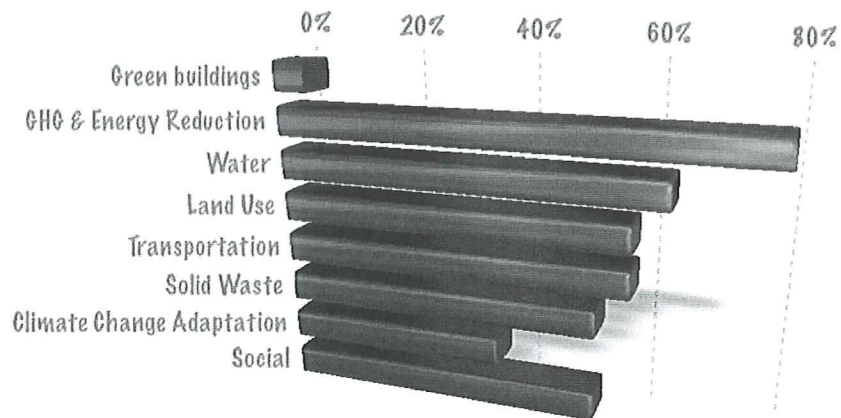


Organizational Priority

* 77% see sustainability as their top or high organizational priority



Types of Projects



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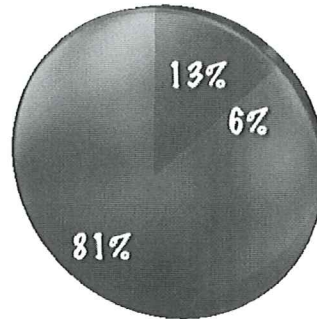
Social Projects

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- * Environmental clubs
- * Non-spray campaign
- * Paperless meetings
- * Affordable housing policy for OCP amendments

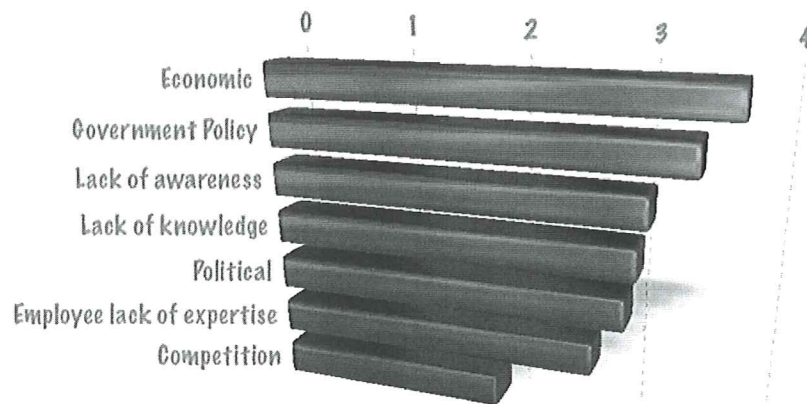
Sustainability Incentives

* 81% see the incentives needed as a combination of regulatory & market based

● Regulated ● Market ● Both



Obstacles Importance



Key Actions

- * Develop goals within the OCP and then go back to the public. Take goals to the community at large with clear descriptions. Ask the community what they can do and what we should do.
- * Pick a project that can be used as a clear demonstration of sustainability in action.
- * Establish 3 goals for this community within the next three months and use the San Jose goals as an example.

Four Drivers of Community Sustainability

