



What Does Sustainability Mean for Victoria?

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For Immediate Release

VICTORIA, BC — Everyone is talking about sustainability, but what does it mean for Victoria?

The City of Victoria is embarking on a comprehensive, new initiative focusing on how the municipality can improve its operations and what measures the community must take in the long term to ensure Victoria is sustainable for future generations. The Victoria Sustainability Framework will develop an over-arching vision to guide long-term community planning and City operations in the future. In addition, it will build on existing corporate plans, such as the Official Community Plan and Corporate Strategic Plan, recent consultation work commissioned by the City, and best practices from other jurisdictions.

This framework will identify how current City initiatives contribute towards sustainability, and identify and prioritize where the municipality can do more. Practical examples might be green purchasing policies, new standards for managing stormwater, or services such as organic waste collection and bike sharing.

Engaging public, staff, and key stakeholders in this process will ensure that the framework reflects the input of Victoria's citizens, and that the City is focusing attention and resources where it will have the greatest benefit. All Victorians are encouraged to participate in a number of community engagement activities including:

- Online sustainability forum for youth between the ages of 13 to 24 at www.vibrantvictoria.ca/youth
- An online survey for residents of all ages at www.victoria.ca/sustainability
- Drop in coffee talk sessions at the Moka House in Cook Street Village and the Black Stilt on Hillside on December 11 from 3 p.m. to 9 p.m. and December 12 from 8:30 a.m. to 12:30 p.m.

Based on their internationally-recognized expertise in the field of sustainability planning, The Sheltair Group has been retained by the City of Victoria to conduct consultation and create the Victoria Sustainability Framework. The Framework will be completed in the spring of 2009, with grant funding from the Federal/Provincial Gas Tax Agreement's Innovations Fund, administered by the Union of BC Municipalities.

The City of Victoria's leadership on sustainability issues is not new. In September, the City of Victoria was recognized by the Ethisphere Council, a leading New York 'think-tank', as a 2020 global leader in sustainability. Also in September, the City of Victoria received the LiveSmart BC Green Cities Award and \$50,000 from the Province of BC demonstrating leading initiatives and partnerships to greener, healthier communities. Earlier this month Victoria ranked number one of 27 Canadian cities rated in the GreenApple Canada Smart Transportation Ranking on sustainable urban transportation practices.

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For More Information:

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