

# Connect



## Proudly Working for You

Meet the City of Victoria's Manager of Streets.



## Survey Says

Majority of citizens and businesses say City performing well.



## Moving Ahead

New Johnson Street Bridge advances in 2011.

# The Year Ahead



There is no doubt that 2010 was a busy and fulfilling year. As a community, we tackled some big projects and have seen some exciting results. We are dedicated to keeping up the momentum for 2011.

This year, we will focus on economic development, establishing an Economic Development Strategy that will ensure Victoria has a strong and diverse economy with opportunities for all. We know that a strong economic base is how we can continue to invest in housing, arts and culture, and community development. Economic development and social programs are closely linked – and we want to ensure both succeed.

Projects like the replacement of the Johnson Street Bridge will bring a welcome boost of economic activity to our community. Construction of the new bridge will generate approximately 900 jobs and the Urban Development Institute estimates that this project will have economic benefits of approximately half a billion dollars. This vital transportation link will also become safer, greener, and more accessible for pedestrians, cyclists and motorists.

We are also turning our focus to public transportation. Making it easier for people to choose green transportation options that provide fast, reliable and affordable access to our downtown is fundamental. The City of Victoria will be an active participant in the discussion and planning for a rapid transit route to ensure our community is well served by the results.

And this year, we will complete two key planning guidelines for our city's growth – the Official Community Plan and the Downtown Core Area Plan. These documents will help ensure Victoria grows in a smart, sustainable way, so that we can continue to be a world-class city.

Victoria City Council is committed to maintaining the high quality services and programs our community depends on, as well as looking for new and creative opportunities to make our city even better.

I am confident that 2011 will be another exciting and fulfilling year for the City of Victoria. From big projects to small, City Council is committed to growing a city that is sustainable and livable for everyone.

Happy New Year and best wishes for 2011.

Sincerely,

Dean Fortin  
Mayor of Victoria

## 2010 Achievements

### Housing

- Purchased two Traveller's Inn properties for \$5.25 million to create 75 units of safe, affordable housing. The Province invested \$2.5 million in the project.

### Official Community Plan

- Engaged with more than 4,600 people to inform the development of Victoria's new Official Community Plan (OCP), which will set direction for the city's growth, urban form, transportation, housing, services and infrastructure over the next 30 years.

### Downtown Late Night Strategy

- Implemented ongoing, supervised late night taxi stands at three downtown locations on weekends, and increased police presence, to enable people to get home safely at the end of the night.

### Citizen and Business Surveys

- Conducted two representative polls on how residents and businesses feel the City is performing in areas such as quality of life, business climate, services, customer service, and communications.

### Johnson Street Bridge Referendum

- Held a referendum that passed the borrowing of \$49.2 million to replace the 86 year old Johnson Street Bridge. The new bridge will improve safety and access to Victoria.

### By-election

- Swore-in Marianne Alto to City Council on December 2, 2010 and launched the City's first iPhone application, making voting information more accessible.

### Economic Development Strategy

- Struck a panel of 13 local business professionals to help City staff develop an Economic Development Strategy that focuses on business attraction and retention, investment in infrastructure, development incentives, and strategic partnerships and marketing.

### Civic Engagement Strategy

- Developed a strategy with community input, to improve the way the City engages citizens in civic matters.

### Art in Public Places Policy

- Developed the City's new Art in Public Places Policy, increasing funding for public art and expanding opportunities for artists and members of the public to participate.

### Trade Missions to China and Japan

- Visited our twin cities Suzhou, China and Morioka, Japan to showcase Greater Victoria as one of the world's most livable areas, promote tourism and education and celebrate our 25th Twin City anniversary with Morioka.

## What's Inside

Proudly Working for You.....2	Sustainable Communities Conference .....3	Mark Your Calendar .....4
The Way Forward .....2	Survey Says.....3	Thank You Victoria.....4
New Official Community Plan .....3	More Ways to Stay Connected.....3	Moving Ahead .....4

## Proudly working for you



HECTOR FURTADO  
MANAGER, STREETS

The name may sound familiar, but the City of Victoria's Manager of Streets, Hector Furtado, is not related to pop star Nelly Furtado. The name is

Portuguese, but that's where the connection ends. In fact, after nearly four decades of working at the City of Victoria, more people locally may know Hector than his celebrity namesake.

When Hector started working for the City in April of 1973, doing concrete work on Memorial Crescent, he thought it might be a good job, for a few months. That few months turned into a career that has seen Hector Furtado contribute much to keeping the city running.

Hector is no longer pouring concrete. He has moved up to his current position of Manager of Streets, where he supervises the crews you see around town maintain roads, bridges, sidewalks and street lights to keep things moving smoothly.

After 38 years, Hector could retire, but he chooses to keep on going. He says it's not about the money. He loves the crews he works with. And he says he still feels a sense of gratitude to the City. When he arrived here from Portugal in 1967, as a lad of 16, he had much to learn. Over the years that he has been proudly working for the citizens of Victoria, the City has supported furthering his education, helping him to learn about project management, new construction methods and conflict resolution.

Hector is proud of initiating Public Works Day, an annual event created to enable citizens and school children to see the way the City operates from the Public Works Yard. Hector also was recognized by his peers with an award as 2007 Manager of the Year from the Public Works Association of BC.

Much has changed since Hector started out, except for politics, he jokes. Hector says there have been great times, and some tough times. He celebrates the achievements, but he also realizes that the tough times build character. And just meeting Hector, you know his character is built of solid stuff.

So next time you hear the name, Furtado, you may not be thinking pop star. You may remember a modest man, Hector Furtado, who has given his all to serving the citizens of Victoria.

*Each edition of Connect includes a profile on a City department or employee.*

# The Way Forward

## The 2011–2012 Corporate Strategic Plan



### Celebrating our history. Engaging our community. Building our future.

The City of Victoria's 2011–2012 Corporate Strategic Plan is a shared vision, informed by unprecedented dialogue with the community over the past two years. It is a blueprint for addressing our community priorities, engaging the community and moving forward. The plan outlines where we are going, and more importantly, how we will get there.

The City of Victoria, like all municipalities in Canada, is facing some very real challenges – and some unique opportunities. The role of local governments is expanding – from homelessness to economic development – we are more involved in shaping our communities than ever before.

The Way Forward is a plan about the best utilization of our limited resources while continuing to provide top quality public services to Victoria citizens. It harnesses the energy and talents of the City and its partners to improve performance and results in four strategic areas, each with a set of goals, objectives, strategies and performance indicators: Our City Government; Our Community; Our Economy; and Our Environment. The plan also demonstrates our commitment to measuring our performance and communicating our progress.

We are proud of our distinction as the Capital City of British Columbia. Our nearly 1,000 employees, Mayor and City Council, are dedicated to the mission of making it world class.

To learn more, visit [www.victoria.ca](http://www.victoria.ca) and click on *Corporate Strategic Plan*.

### Highlights of the Corporate Strategic Plan

#### Our 2030 Vision:

Victoria is a vibrant, richly diverse and sustainable city built upon our heritage and unique lifestyle.

#### Our Mission:

We are proud and committed to making Victoria world class.

We deliver high quality services that are critical to the well-being of Victorians.

#### Our Values:

**Respect** – We respect the dignity of others at all times.

**Integrity** – We are fair, ethical and honest.

**Inclusivity** – We honour and celebrate our diversity.

**Compassion** – We are caring and treat each other with kindness.

#### Our Service Principles:

**Value for money:** We strive to deliver high quality services and excellent value for your tax dollars.

**Responsiveness:** We go the distance to provide easy access to information and services.

**Continuous improvement:** We embrace innovation, best practices, and continuous learning.

**Open and accountable:** We listen, continually measure our performance, and communicate the results.

**Future oriented:** We consider the needs of future generations when making decisions today.



## Your City Councillors

### Marianne Alto



Serving in her first term as a City Councillor, Marianne is the Councillor liaison to the Oaklands/Vic West neighbourhood.

**City Hall** 250.361.0216  
**Email** [malto@victoria.ca](mailto:malto@victoria.ca)

### Chris Coleman



Chris has served Council since 1999 and is Councillor liaison to the neighbourhood of Fernwood.

**City Hall** 250.361.0223  
**Email** [ccoleman@victoria.ca](mailto:ccoleman@victoria.ca)

### Lynn Hunter



Serving in her first term as a City Councillor, Lynn is the Councillor liaison to the neighbourhood of James Bay.

**City Hall** 250.361.0218  
**Email** [lhunter@victoria.ca](mailto:lhunter@victoria.ca)

### Philippe Lucas



In his first term of Council, Philippe is the Councillor liaison to the neighbourhoods of North Park and Hillside/Quadra.

**City Hall** 250.361.0217  
**Email** [plucas@victoria.ca](mailto:plucas@victoria.ca)



## FCM Sustainable Communities Conference

When the Federation of Canadian Municipalities (FCM) looked at holding its Sustainable Communities Conference and Trade Show outside of Ottawa for the first time since it began in 2001, Victoria was the natural choice, thanks to the groundbreaking work this Region has done in the field of sustainability.

The conference attracted nearly 600 delegates from all parts of Canada, with a contribution to the local economy of approximately \$1.8 million. The conference offered municipal leaders and sustainability practitioners a unique learning and networking experience.

Keynote speakers included Gil Penalosa, executive director of 8-80 Cities, on ways to plan sustainable transportation for growth, Sadhu Johnston, deputy city manager of the City of Vancouver on the role

of public and private partnerships, and others who spoke about ways to help make cities more sustainable and to improve the quality of life and level of happiness for citizens.

The event was kicked off at the Royal BC Museum with a Mayor's Reception on Monday evening, hosted by Mayor Dean Fortin, and Mayor Graham Hill of View Royal on behalf of the Capital Regional District. On the Tuesday morning, there was a historic gathering of the mayors of Seattle, Vancouver and Victoria, who spoke about cooperation on sustainable initiatives among the cities of the Pacific area. City of Victoria Director of Sustainability, Kim Fowler, was the event's co-chair.

For people who wish to learn more about the FCM's Sustainable Communities Conference and initiatives, there is a website available at: [www.fcm.ca/scc](http://www.fcm.ca/scc).

## New Official Community Plan to Focus on Walkable Neighbourhoods

In August, City Council voted in favour of a new land use model for the updated Official Community Plan (OCP) that would see "walkable neighbourhoods" developed in Victoria over the next 30 years. A walkable neighbourhood is a place where people live within walking distance to most places they want to visit, whether it is a grocery store, park, church, bank or pharmacy. It's where walking, cycling or transit are the preferred means of transportation, and people are less reliant on their cars.

Council's decision was informed by months' worth of research and public engagement that took place over the past year. More than 4,600 people participated in the City's *Shape Your Future* discussion, through print and online surveys, community forums and Community Circle workshops. This dialogue helped identify common values and ideas for future directions in areas such as housing, transportation, land use planning and the economy.

At a community forum in June, the public noted strong support for a "village centre model" and a move towards more complete neighbourhoods that would provide a range of services and amenities within a short walking distance from home. The community also expressed a desire for a vibrant downtown and an enhanced transit network. The direction approved by Council moves forward a village centre model, but also ensures significant growth downtown and along major transportation routes.

A draft of the new Official Community Plan will be presented to City Council. This spring, Victoria citizens will have an opportunity to provide feedback on the draft before the final plan is adopted by Council later this year.

An Official Community Plan is a city-wide plan that sets out a vision, goals and overarching policies to guide a municipality over the long-term. Council, staff and citizens will refer to the plan to help with decision making, such as where to locate affordable housing, how the City will respond to climate change, and what the community's transportation priorities are. The current plan was last updated in 1995.

For more information visit [www.ShapeYourFutureVictoria.ca](http://www.ShapeYourFutureVictoria.ca)

## Survey Says!

Two Ipsos Reid polls conducted at the end of 2010, found that the majority of citizens and businesses feel that the City of Victoria is performing well.

Surveys measuring citizen satisfaction have been conducted since 2003, however this is the first time business has been included.

### KEY HIGHLIGHTS:

- 97% of residents and 83% of businesses indicate that the overall quality of life in Victoria is good or very good.
- Perceptions of downtown are predominantly positive, particularly when it comes to daytime safety, amenities, cleanliness and vibrancy.
- Businesses cite many varied benefits to operating in Victoria, including the local people and access to amenities and services.
- Social issues were identified as a top priority for both citizens and businesses, with transportation in second place.
- Businesses are more than twice as likely to anticipate expanding versus downsizing in the next five years.
- Nearly nine out of 10 residents feel they receive good value for municipal tax dollars.
- There is room to increase the amount of information disseminated to citizens.
- Businesses and citizens are generally aligned when it comes to important municipal issues and priorities.
- Less than half the citizens surveyed have an emergency preparedness kit.

The polls are independent and representative of the entire community. The telephone surveys were conducted using a sample of 600 households and 300 businesses. This is the first time Ipsos Reid has been contracted to do the polling.

The surveys assist City Council to determine budget priorities, evaluate programs and services, and make decisions about the City's strategic direction for the future.

Check out the full survey results under "Quick Links" on the City of Victoria website at [www.victoria.ca](http://www.victoria.ca).



## More Ways to Stay Connected with Your City

Want to know more about what's happening at the City of Victoria? The City's online and social media tools can help you stay connected.

You can follow us on Twitter for information on City events in your community, updates on road conditions in the event of snow, news and other important announcements. You can also find us on Facebook for similar updates.

In an effort to make voting information more accessible, the City launched its first smartphone app to help support Victoria's by-election and referendum. More than 900 people used their iPhones and BlackBerrys to find the nearest voting place, identification requirements, and voting results. The app will be updated and re-launched this fall for Victoria's general election in November.

In the coming months, the City will be launching a new website at [Victoria.ca](http://Victoria.ca). Improved navigation, the ability to sign up for RSS feeds, and optimization for mobile devices, will be just a few of the features of the new site.

Whether you're connecting with us in person at City Hall, from your home computer or your mobile phone, we look forward to hearing from you and updating you on the many events and activities taking place in your city in the year ahead.

### John Luton



In his first term as City Councillor, John is Councillor liaison to the neighbourhoods of Downtown/Harris Green.

**City Hall** 250.361.0222  
**Email** [jluton@victoria.ca](mailto:jluton@victoria.ca)

### Pamela Madoff



Pam has served on City Council since 1993 and is the liaison to the neighbourhoods of Fairfield/Gonzales.

**City Hall** 250.361.0221  
**Email** [pmadoff@victoria.ca](mailto:pmadoff@victoria.ca)

### Charlayne Thornton-Joe



A City Councillor since 2002, Charlayne is City Council's liaison to the neighbourhood of Burnside Gorge.

**City Hall** 250.361.0219  
**Email** [cth Thornton-joe@victoria.ca](mailto:cth Thornton-joe@victoria.ca)

### Geoff Young



Served as a City Councillor from 1983 to 1999, and then returned in 2005. Geoff is the Councillor liaison to the Rockland and North/South Jubilee neighbourhoods. Geoff is also the Chair of the Capital Regional District.

**City Hall** 250.361.0220  
**Email** [gyoung@victoria.ca](mailto:gyoung@victoria.ca)

# Mark your calendar

## Residential Branch Pick-up

February 14 – early March

Victoria residents are asked to set out their branch pile at the curb by 7 a.m. on Monday, February 14 for pick up by City Parks crews. For more information: [www.victoria.ca](http://www.victoria.ca) and click on *What's New?*

## Turn Off Your Lights for Earth Hour

Saturday, March 26, 8:30 p.m. – 9:30 p.m.

Join cities around the world and turn off your lights for one hour to demonstrate what is possible when individuals take action on global warming. Sign up online at [www.earthhour.org](http://www.earthhour.org)

## Wake Up Your Garden Workshop

Saturday, March 26, 10 a.m. – noon

Now is the time to prepare your garden. Learn how to prepare your garden bed, manage pests, and prune roses at this free, two-hour workshop with Victoria's own Beacon Hill Park gardeners. To register, call 250.361.0732.

## Compost Open House for Earth Day

Tuesday, April 19, 10 a.m. – 3 p.m.

Celebrate Earth Day at a free outdoor event at the Beacon Hill Park Maintenance Yard (at the end of Nursery Road) to learn about organic recycling at City Parks and the benefits of backyard composting. Bring a bag, bucket or wheelbarrow to take home some well-composted earth. Registration is not required.

## Poetry Day

Saturday, April 23, 1 p.m. – 4 p.m.

Greater Victoria Public Library, Central Library

Come out for a fun filled day of poetry activities for all ages at the Central Library's courtyard. Enjoy poetry readings, "kite poetry", a "poetry tree", music and a display of wedding poems for the Royal bride and groom to be. The event is hosted by the City of Victoria Poet Laureate, the Greater Victoria Public Library, and the Downtown Victoria Business Association. For more information, call 250.361.0358.

## Jane's Walk

Saturday, May 7 and Sunday, May 8

Jane's Walk is a global initiative that celebrates the ideas and legacy of urbanist Jane Jacobs, by getting people out exploring their neighbourhoods and meeting their neighbours. Participate in Victoria's inaugural Jane's Walk in May. Enjoy free walking tours led by locals who want to create a space for residents to talk about what matters to them in the places they live and work. For information on leading or participating in a walk, call 250.361.0705. [www.janeswalk.net](http://www.janeswalk.net)

## Learn How to Make Your Own Victoria Hanging Basket

Saturday, May 7, 10 a.m. – noon

Create your own Victoria trademark hanging 'sun' basket with expert greenhouse staff at this hands-on, two-hour workshop in Beacon Hill Park. \$90 fee includes all planting materials. To register, call 250.361.0732.

## Emergency Preparedness Workshops

Attend a free workshop in the community to learn what it will take for you and your family to be prepared for a power outage, winter storm, or a natural disaster such as an earthquake or tsunami. To register call 250.920.3373 or email [vema@victoria.ca](mailto:vema@victoria.ca)

Wednesday, March 9, from 7 p.m. – 9 p.m.

Burnside-Gorge Community Centre  
471 Cecelia Road

Wednesday, April 6, from 7 p.m. – 9 p.m.

Fairfield Gonzales Community Place  
Garry Oak Room, 1335 Thurlow Road

Thursday, May 5, from 7 p.m. – 9 p.m.

James Bay New Horizons  
234 Menzies Street

# Thank You Victoria for Making Annual Public Works Food Drive a Success!

Thank you Victoria for helping those less fortunate in our community with the *11th Annual Public Works Food Drive*. Your generosity helped us collect close to 14,500 pounds of non-perishable food items with an approximate value of \$35,000 for the Mustard Seed Food Bank.

During the second week of December each year, Victoria residents are invited to place non-perishable food items in bags labelled "Food Drive" and set them next to their garbage can for pick up on their designated collection day. Special bins attached to City trucks are used to collect the food, and donations are delivered daily to the food bank.

Over the past 11 years, City of Victoria Sanitation crews have collected more than \$300,000 worth of food for the food bank. Special thanks to CUPE Local 50 for making the annual Food Drive possible.

The Mustard Seed Food Bank assists more than 7,000 people each month, providing many families, children and seniors with nutritional food hampers. For more information, visit [www.mustardseed.ca](http://www.mustardseed.ca)



## Three Victoria Police Officers Recognized at Police Honours Night

Three members of the Victoria Police Department were amongst the 58 RCMP and municipal police officers recognized at the 2010 Police Honours Night held late in 2010 at Government House.

Constable Sandi Begg was presented the Award of Valour, and Constables Cory Moore and Deborah Wyatt were presented awards for Meritorious Service.

Cst. Begg received the Award of Valor, which is the highest award for a police officer in British Columbia, after risking her life to save the life of her sister. Begg pulled her sister from an extremely powerful under-tow at the fast moving waters of Bilston Creek on November 17, 2009. Her sister became submerged in the creek after attempting to rescue her dog, which tragically drowned in the incident.

The Meritorious Service award was presented to Cst. Moore and Cst. Wyatt after their actions in the field went well beyond the call of duty.

Moore prevented the suicide attempt of a distraught female youth on the rooftop of a multi-storey building on August 21, 2009. Moore built rapport with the female before pulling her to safety in a dramatic rescue. Wyatt, meanwhile, rescued two individuals, who were submerged in the frigid waters of the Selkirk Waterway, on November 26, 2009. A member of the Marine Response Unit, Wyatt pulled one individual out of the water and dove in to rescue another, who was in an advanced state of hypothermia and submerged beneath the ocean's surface.



## Moving Ahead on a new Johnson Street Bridge

On November 20, 2010 Victoria voters approved borrowing for a new Johnson Street Bridge, by a majority vote of 61%.

The replacement bridge is estimated to cost \$77 million, and must be completed by March 2016. The City has secured \$21 million in funding from the federal government and has reprioritizing other budgetary expenditures to reduce the borrowing amount to \$49.2 million.

The City is now laying the ground work for this large and complex project. Careful planning is required to ensure that this project is well managed and completed on time and on budget. The City is currently developing a work plan for the next four years. Detailed design work on the new Johnson Street Bridge will begin soon and it should be completed by the end of 2011. Visible changes to the site will occur in spring of 2011 to prepare for construction.

The new bridge will provide on-road bicycle lanes, a multi-use path, a dedicated pedestrian walkway, realigned road approaches, a connection to a future harbour pathway, a widened marine channel, connections to the Galloping Goose and E & N trails, and consolidated green space. It will create an estimated 900 jobs at a time when economic stimulus and job creation are much needed.

The City is securing the best rates available. By keeping borrowing at \$49.2 million there will be no tax increase or need to spend cash reserves on the project. The City is also applying to the Union of BC Municipalities for gas tax money through the General Strategic Priorities Fund for further funding for the project. The CRD has endorsed this project as the top transportation project in the region to access these funds.

The City will begin working closely with VIA Rail to relocate the train station to terminate in Victoria West. Once the Rail Station has been relocated the City will be able to decommission the rail bridge, which will need to come down before construction can begin on the new bridge.

Keep an eye on the [JohnsonStreetBridge.com](http://JohnsonStreetBridge.com) website for updates on the project, and any information that might affect your travel plans. If you have any questions about the project please email: [JohnsonStreetBridge@victoria.ca](mailto:JohnsonStreetBridge@victoria.ca)

### Connect

The City of Victoria *Connect* newsletter is produced and delivered to Victoria households three times a year to inform you of the many programs and services provided by the City.

For more information or to provide feedback, please email [connect@victoria.ca](mailto:connect@victoria.ca)

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### Our Commitment to the Environment

Using 1.46 tonnes of Harbour 100% PCW paper instead of virgin fibres paper reduced our ecological footprint of:

- Tree(s): 17
- Solid waste: 748 Kg
- Water: 6,593 L
- Air emissions: 1,305 Kg

