



Connecting to our Future

Integrated Community Sustainability Plan

Hometown
Opportunity



Working
Together



Water
Forever



Taking
the Lead



8 Big Ideas for Sustainability



Restore
the Core



Past to
Future



Moving
Connections



Living
Smart





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Acknowledgements

To the many community members and organizations who took part in this process.

To City of Cranbrook Council and staff who provided unwavering support.

To McElhanney Consulting Services Ltd for their assistance.

To each of our families who encourage and share our volunteer efforts.

Thank you.

Message from the Mayor

It is with great delight and satisfaction that I provide this message of thanks and congratulations on the completion of Cranbrook's Integrated Community Sustainability Plan.

I proposed the concept of Cranbrook developing a sustainability plan to Council and Administration shortly after the 2008 municipal election, with Council heartily endorsing the idea.

From that initial vision, the *Cranbrook Connected* Committee was created.

This committee, led by Chris Ayling as its Chair, and Laurie Cordell as the Sustainability Facilitator, formed the concept of "citizens talking to citizens" as the backbone of our community plan. This concept gave way to intensive community consultation, numerous stakeholder meetings, information sessions, open houses and countless committee meetings to produce the end product – *Connecting to our Future*.

I thank all committee members for their dedication and work throughout the process; as well as the numerous groups, service clubs, organizations and individuals who took the time to provide their thoughts and vision for Cranbrook's future.

Our greatest challenge as a community is the legacy we leave for future citizens of

Cranbrook. Our stewardship of the land, environment, economy and culture can have no greater importance; the decisions we make today will impact the lives of future generations. I have faith that the vision and roadmap identified in our community plan will serve our citizens well over the coming decades.

It seems only fitting that this Plan, which was conceived by collaboration, must now be implemented by the same means. This is not a "City of Cranbrook" plan ready to be implemented by the corporation; it is truly a citizens of Cranbrook plan, requiring collaboration, innovation, compromise, and community leadership on all levels to be successful.

As Mayor, I know we as a community can and will rise to the challenge and opportunity that is before us.

Cranbrook has a lot to be proud of --our greatest resource has always been, and will continue to be, our collective actions to make Cranbrook one of the greatest places to live, work and play. With the completion of Cranbrook's Integrated Community Sustainability Plan, we have taken another step forward in ensuring that this continues to be the case for our children and their children to come.

My sincere thanks go out to you all.

Scott Manjak
Mayor





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Introduction

Cranbrook, like all communities across our province, faces challenges that will test us now and in the future.

Forest fires. The increasing cost of food and fuel. Rebuilding roads and infrastructure. An aging population. Meaningful employment for our youth.

But while we face challenges, we also have strengths that will help us meet them.

We live in a spectacular mountain environment. Our city is a safe place to raise a family. We have a strong art and cultural sector and a rich railway heritage. Our economy is diversifying and building on its place as a regional hub for health, education and transportation services.

Connecting to our Future is an Integrated Community Sustainability Plan, a roadmap to building a community that is better and stronger for the present and for the future.

The Plan was designed and written, not by consultants or planning experts, but by a group of Cranbrook citizens --to be read and understood by fellow citizens.

Connecting to our Future considers all aspects of our community, seeks to engage

and educate citizens, links together other planning activities and sets targets to focus efforts on key areas that can take us to our vision of the future.

The foundation of *Connecting to our Future* is over four months of consultation with City staff, community organizations, stakeholder groups and individuals in and around Cranbrook.

We all have a role to play in realizing the goals and priorities in this Plan. We hope that when you read this document you keep in mind what you, your friends and family, co-workers and neighbours, can do to help shape a better future for all members of our community.

We can be proud of the fact that we have faced and overcome many challenges in the past to become the community we are today.

Together we can build a stronger economy, take care of our environment, honour our artists and our past, and provide the best services for all of our citizens, now and in the future.



Cranbrook Connected members (left to right):
Linda Holmes, Chris Ayling, Laurie Cordell, Dave Butler, Dave Hall, Gord Johnston, Mike Pearson



Getting Connected

Our journey to develop a sustainability plan for Cranbrook began back in June 2010, and was built and managed by a group of citizen volunteers who went out in the community and talked with and listened to fellow citizens.

Over the past year we researched sustainability plans completed in other communities, designed our own process, conducted over four months of public consultation, and organized all of the information we received for public review.

The foundation of *Connecting to our Future* is the feedback we received from a cross section of community groups and individuals in a variety of venues and formats.

In designing the Plan format, we made a conscious decision that this would not be a document for experts. We wanted the information to be reader friendly for all age groups in our community.

Based on community feedback, we've organized the Plan around "8 Big Ideas". These ideas were developed out of our community's definition of sustainability and present values, as well as the vision and goals for sustainability that we set out to achieve.

Those interested in more details or technical information can refer to the selections in the Appendices or visit cranbrookconnected.ca.



Citizens Talking to Citizens

| Activity | Date |
|---|-------------------|
| Cranbrook Council Meeting | October 4, 2010 |
| Cranbrook Senior Staff Meeting | October 5, 2010 |
| Booths set up at Library, RecPlex, City Hall | October 12, 2010 |
| Presentation to Chamber Executive | October 13, 2010 |
| Canadian Mental Health Association | October 14, 2010 |
| ICE Hockey Game – Interactive Booth | October 16, 2010 |
| The Cranbrook Archives, Museum and Landmark Foundation | October 20, 2010 |
| District 5 Student Advisory Council | October 21, 2010 |
| Environment and Utilities Committee | October 26, 2010 |
| Advisory Planning Commission | October 27, 2010 |
| Family and Community Services | October 28, 2010 |
| Stakeholder Focus Group Session #1 | November 2, 2010 |
| Stakeholder Focus Group Session #2 | November 4, 2010 |
| Cranbrook in Motion Committee | November 4, 2010 |
| Key City Theatre – Patsy Cline Review – Interactive Booth | November 5, 2010 |
| ICE Hockey Game – Interactive Booth | November 6, 2010 |
| Accessible Housing Committee | November 8, 2010 |
| RDEK Planning | November 9, 2010 |
| Joseph Creek/ Tamarack Mall Bridge Coordinator | November 9, 2010 |
| Health and Wellness Committee | November 10, 2010 |
| Columbia Basin Trust | November 17, 2010 |
| Chamber Member Lunch | November 24, 2010 |
| College of the Rockies | November 24, 2010 |
| Cranbrook Community Foundation | November 25, 2010 |
| Tamarack Mall – Interactive Booth | December 4, 2010 |
| Citizens for a Liveable Cranbrook | December 7, 2010 |
| 11,000 piece mail out Survey | December 15, 2010 |
| Better Babies and Young Parent Education Program | January 27, 2011 |
| Online Survey | January 31, 2011 |
| Mount Baker Planning 10 Students | February 4, 2011 |
| Public Open House | March 1, 2011 |
| Rotary Club | April 2011 |





The Four Pillars

Before we define “sustainability” we should recognize that there are four general areas, or “pillars”, that support our entire community. Each contributes to the long term strength and health of our citizens.

Community sustainability will be achieved when we bring together social well-being, economic health, cultural vibrancy and our natural/built environment.

Social Well-being

Support for the health of all citizens, particularly children, youth and seniors, educational opportunities, and encouragement for people to work together to meet community challenges.

Cultural Vibrancy

Respect and acceptance of all citizens, opportunity for artistic and cultural expression, a variety of recreation & leisure opportunities for all ages, and value of and support for our heritage assets.

Economic Health

A diverse local economy capable of managing ups and downs of regional and national economies, providing a range of business, employment and housing opportunities to support families and local services.

Natural and Built Environment

Protection and enhancement of parks and natural areas, maintenance of quality and quantity of natural resources such as water, wise investments in infrastructure and future community form.

What is Sustainability?

If you do an internet search on the word “sustainability” you will find there are over 35 million results.

Sustainability is a term that means something different to everyone and is used in many ways.

If we develop a shared understanding of the meaning of sustainability, we can all start from the same point.

At the heart of community sustainability are principles that recognize the need to balance social, environmental, economic, and cultural interests.

Through workshops and surveys our community developed several alternative definitions for sustainability specific to Cranbrook.

These definitions were fine-tuned by community stakeholders to create one that makes sense in Cranbrook.

This definition of sustainability includes the key elements of balancing all aspects of our community, keeping an eye to the needs of future generations and being able to adapt and change as the world changes around us.

A sustainable Cranbrook is...

adaptable to change
with social well-being and quality of life
supported by a diverse and stable economy,
maintained by a healthy environment,
balanced to the needs and opportunities
of present and future





What are our Values?

In surveys, face-to-face interviews, community stakeholder meetings and at a public open house, we asked people what they value about Cranbrook today as a first step in deciding on what kind of community we want in the future.

These values also served as a check-list for our Committee as we started to design this Integrated Community Sustainability Plan.

Our Values

- A community that feels like home and is supported by our city services with opportunity for social and personal growth.
- A friendly and family oriented community where all ages, especially youth and seniors, can feel safe, secure, and part of the larger community
- The opportunities that come from being a regional hub for education, health care, government and community services.
- Support for innovation and creativity in our community through arts, culture, heritage and community engagement.
- Our easy access to a spectacular outdoor environment for leisure and recreational activities.
- The opportunity for new businesses, industry, and other employment generators that can provide family supporting careers in our community.

What is our Vision?

With a definition of sustainability specific to Cranbrook and an understanding of what we value now, we need to have a vision of where we want to go.

The following vision statement is the result of many community conversations and will help shape a sustainable future that we can all share.

In other words, what would a sustainable Cranbrook look like in 10, 20 or even 50 years?

Our Vision

We are a safe City that encourages and supports the aspirations of citizens of all ages and abilities working together to build a community that can manage, adapt and thrive in the face of change.

Our local economy is strong, stable and diverse to create quality employment opportunities supported by a range of housing for our residents.

Our green spaces and natural areas are highly valued and complement our surrounding spectacular mountain environment.

We celebrate our recreational opportunities, our artists, and our rich heritage to provide a balanced and high quality of life for all of our citizens.





What are our Goals?

With a definition of sustainability, a set of present values and a vision for the future, we reviewed all of the community feedback to determine specific goals and priorities.

The chart on the following two pages organizes the community feedback under each of the four pillars of sustainability, and then into key themes and goals.

It is important to note that there are many community groups and organizations in Cranbrook working on challenges in all aspects of our community.

The chart also shows a sampling of where the City of Cranbrook and/or community partners have a plan, policy or program that already addresses part or all of a particular goal.





Integrated Community Sustainability Plan

Public Consultation Community Sustainability Themes/Goals - Existing Plans, Policies, Programs

| Key Themes | Goals | Existing Plans/Policies/Programs (C= City; P = partner) |
|-------------------|---------------------------------------|--|
| Social Well-Being | Health & Wellness | <ul style="list-style-type: none"> Official Community Plan – Vision Statement, Core Themes, Policy 22.6, 22.11 (C) |
| | Support for Children, Youth & Seniors | <ul style="list-style-type: none"> Early Child Development Strategic Plan 2008-2011(P) East Kootenay Child Care Report March 2011(P) Community Social Planning Committee (P) Official Community Plan – Policy 11.2.7 Health/Elder Care (C) Official Community Plan – Policy 11.2.8 Child Care (C) |
| | Educational Opportunities | <ul style="list-style-type: none"> Official Community Plan – Policies 11.2.1 & 10 (C) College of the Rockies – Continuing Education Program (P) |
| | Community Working Together | <ul style="list-style-type: none"> Official Community Plan – Policy 11.2.10(d) (C) Trash 2 Treasures (P) |
| | Strong Local Economy | <ul style="list-style-type: none"> Economic Development Strategy 2010 – 2014 (C) |
| | Attracting Young Families | <ul style="list-style-type: none"> Economic Development Strategy 2010 – 2014 (C) School District No. 5/College of the Rockies Dual Credit Program (P) |
| Economic Health | Affordable/Accessible Housing | <ul style="list-style-type: none"> City of Cranbrook Accessible Housing Report 2009 (C) Homelessness Needs Assessment Study 2010 (P) Official Community Plan – Vision Statement, Regional Context Statement, Core Themes, Residential Development, Policy 6.2 f Housing Strategy, Policy 6.2e Rental Housing (C) |
| | Vision for downtown area | <ul style="list-style-type: none"> Official Community Plan – Vision Statement, Policies 12.2.e, Policy 12.2 g Downtown Revitalization Plan, Policy 7.2, 20.4.3 (C) |

| | | |
|---|--|---|
| <p>Cultural Vibrancy</p> | <p>Four season recreation and leisure activities that provide a balance of opportunities and accessibility for all residents</p> <p>People of all abilities, backgrounds, and income levels are encouraged to participate in and develop meaningful connections between each other within our community</p> <p>Events, facilities, and community involvement in the arts is encouraged for all to enhance quality of life, economic and social growth</p> <p>Honour our past through community recognition, celebrations and protection of heritage assets</p> | <ul style="list-style-type: none"> • City of Cranbrook Leisure Services Programs (C) • Official Community Plan – Policy 14.2(a) Planning for Parks and Recreation (C) • Official Community Plan – Policy 11.2.9 (C) • East Kootenay Community Prevention Education Continuum (P) • The Cranbrook Arts, Heritage and Cultural Scan 2008 (C) • Cultural Plan for Arts & Heritage (C) • Official Community Plan - Policy 11.2.5 c and 13.2 et al (C) • Baker Hill Heritage Management and Neighbourhood Plan 2000 (C) • "500-Year Museum Plan" (in process) (P) • Official Community Plan – Policy 13.2 et al (C) |
| <p>Natural/Built Environment</p> | <p>Green spaces and trails are preserved, connected and enhanced through strong environmental awareness led by governments, local organizations and citizens working in partnership</p> <p>Protect our water supply and waterways, and reduce consumption</p> <p>Rebuild our transportation networks in a fiscally responsible and deliberate manner while encouraging and supporting a variety of alternate forms of movement over the long term</p> <p>Future development is predictable, well-planned and maintains the character of our community</p> | <ul style="list-style-type: none"> • Cranbrook in Bloom (P) • Urban Forest Management Plan (C) • City of Cranbrook Parks & Recreation Plan 1995-1999 • Official Community Plan – Policies 14.2 (e)(i)(k)(m)(n)(o) • Columbia Basin Trust <i>Water Smart Charter</i> (C) • Climate Action Charter (C) • Official Community Plan - Vision Statement, Regional Context Statement, Policies 9.2, 14.2, and 18.2 et al (C) • Cycle/Walk Pathway System Revised Master Plan 2006 (C) • CARIP Reporting Template for 2010 (C) • Official Community Plan Policies 18.2.1, 19.2. (C) • Asset Management Plan (C) • Growth Management Strategy (C) • Official Community Plan – Regional Context Statement, Vision, Policies (C) • Advancing Cranbrook Re-vitalization Plan 1999 (C) |

The Big Ideas

There are hundreds of actions that can be done to address the key themes and goals identified by our community. Although it can seem overwhelming, it is important to recognize that our community is already tackling many of these challenges

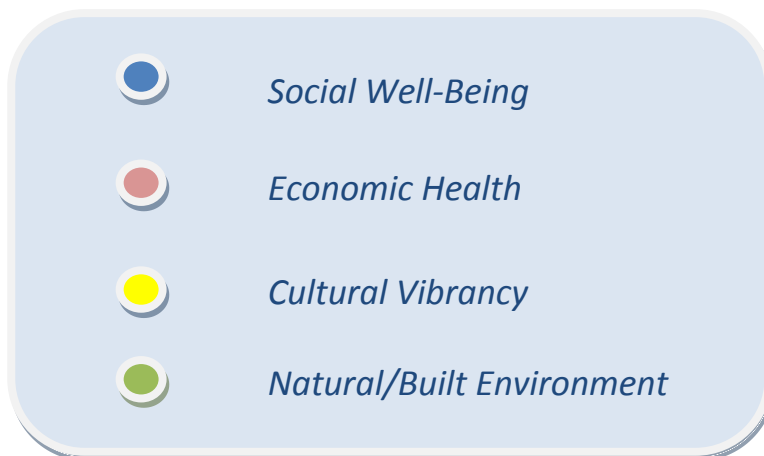
Connecting to our Future identifies eight “Big Ideas” that can bridge some of the gaps between our present values, our goals, and our future vision of a more sustainable Cranbrook.

These “Big Ideas” are not the only things we need to do, but they are the actions we feel we should focus on first.

In the following pages you will find a short description of each “Big Idea”, including:

- a snapshot of the things we are already doing,
- a list of possible actions that can be taken by the City, community organizations, other levels of government and/or by individual citizens,
- measures to track from a present baseline how we’re making progress in the future.

Look for the icons below, representing social well-being, economic health, cultural vibrancy, or natural built environment, at the bottom of each “Big Idea” page, which show where the four pillars of sustainability in our community will be addressed.



**Hometown
Opportunity**



**Working
Together**



**Water
Forever**



**Taking
the Lead**



8 Big Ideas for Sustainability

**Restore
the Core**



**Past to
Future**



**Moving
Connections**



**Living
Smart**





Water Forever

Our Vision

We value water not only as a source of high quality drinking water in our community, but also for the value it adds to the look and feel of our community and our ability to enjoy it when recreating.

We lead the Columbia Basin in water conservation, and Joseph Creek, Jim Creek and Hospital Creek are an integral part of the community life.

Measuring Success

- Decrease per capita water usage by 20% from 2011 baseline
- Watershed protection secured for long term quality and quantity of water supply
- Increased areas of naturalization of Joseph Creek, Jim Creek and Hospital Creek against 2011 baseline
- Referendum on universal installation of water meters



What is Cranbrook doing now?

- Participating in Columbia Basin Trust Water Smart Program
- Alternating our watering days
- City Toilet Exchange Program
- Leak detection program
- Every Drop Counts program
- 1996 City purchase of land adjacent to watershed
- New City Erosion & Sediment Control Bylaw

What can each citizen do?

- Develop an attitude of water conservation in everything you do
- Keep watering to your own property
- Use drought resistant plants to reduce water usage
- Use a rainwater barrel or a low-flow appliances & fixtures
- Use biodegradable or septic friendly products

What can we all do as community partners?

- Work with Province to have watershed designated as non-motorized vehicle use and remove cattle grazing
- Work with Province and RDEK on management of Joseph Creek, Jim Creek & Hospital Creek to improve integrity & health
- Establish targets for Joseph Creek, Jim Creek & Hospital Creek naturalization
- Initiate City of Cranbrook Urban Forest Strategy
- Design, implement and share innovative means to reduce drinking water consumption
- Annual “How our water system works” local media campaign
- Implement and share new ways to treat and re-use waste water



Hometown Opportunity

Our Vision

Cranbrook is a community with a thriving and diverse economy. There is an abundance of family supporting job opportunities. There is a diverse variety of services available and residents from around the region travel to Cranbrook to access these services. We are able to adapt to changes in regional and world economies

The University of the Rockies provides a high quality educational experience that gives students the skills and training they need to stay in Cranbrook. And the robust economy provides job opportunities for graduates to match their training.

Measuring Success

- University status for COTR – “UROCK”
- Increased % of higher education positions compared to 2012 baseline
- Increase % of high school & COTR graduates employed in Cranbrook
- Increased square footage of commercial/industrial development
- Increased number of small, medium and large business compared to 2011 baseline



What is Cranbrook doing now?

- Economic Development Plan adopted and being implemented.
- Fibre Network Upgrades to downtown area
- Airport Land Use and Commercial Park Development Plan

What can each citizen do?

- Invite a relative or friend to visit Cranbrook; spread the word
- Support local business by shopping here and/or suggesting ways for them to improve
- Be a lifelong learner and to expand your own skills through courses at the College or in the community programs
- Open your own business; be a mentor if you already own one

What can we all do as community partners?

- New technology development through demonstration projects using assets in our area (i.e. power co-generation, solar)
- Develop niche employment opportunity at COTR building on assets in our area (i.e. forestry, mining, etc)
- Annual Report and Five Year Assessment of all measures in City's Economic Development Strategy
- Identify the top ten regional economic opportunities and collaborate with other communities to build on those opportunities
- Explore ways to keep graduates in the community as a key employment and knowledge resource



Working Together

Our Vision

Cranbrook is a community that works together to achieve its goals and priorities. We are known for being inclusive and welcoming, for our amazing volunteers and for celebrating the work we do together.

There are clear lines of communication between community members, organizations and governments to address social needs.

When people move to Cranbrook they have access to the services they need and they are made to feel like a welcome addition to the community.

Measuring Success

- Active and successful Social Planning Committee
- Increased % of volunteer hours compared to 2012 baseline



What is Cranbrook doing now?

- *Volunteer Kootenays* program
- Many social service groups working on many projects independently
- College provides ongoing training and learning opportunities

What can each citizen do?

- Volunteer, volunteer, volunteer!
- Join a service club
- Meet your neighbours
- Welcome someone who is new to town
- Smile and say hello when you meet a stranger on the street

What can we all do as community partners?

- Develop a multi-use Community Centre facility
- Establish baseline/template for social sector volunteer hours reporting
- Develop active forum to connect volunteers and agencies needing volunteers
- Set up a permanent web site through which the social sector can coordinate and connect
- Interactive Community Map - show recreation, businesses, arts and culture and heritage sites
- Expand opportunities to celebrate together - culture, place, seasons, successes
- Develop and promote more free or subsidized recreational programs for low income families



Moving Connections

Our Vision

Cranbrook is a community that is full of active citizens who connect with services, neighbourhoods and recreation opportunities without using a motor vehicle.

We enjoy our spectacular mountain environment and the trails and pathways that bring us closer to it.

When tourists visit our town they know what we have to offer and are able to access facilities.

Measuring Success

- Cycle Walk Trail Master Plan implemented, including on-street bicycle lane designation
- Public transit extended to all quadrants of the City
- Affordable transit systems operating at or below median per passenger costs



What is Cranbrook doing now?

- The RecPlex & Kootenay Ice
- Rails to Trails project
- Moir Park playing fields
- Senior Outdoor Fitness Park
- Generations Accessible Playground
- Snow Angels program

What can each citizen do?

- Try to eliminate one vehicle trip per week or pick a day to ride your bike or walk
- Report any missing linkages in walking routes to the City, and suggest a solution
- Encourage your kids to walk and bike where possible and safe
- Clean your sidewalks and help your neighbours

What can we all do as community partners?

- Update City of Cranbrook Parks & Recreation Plan 1995-1999
- Update City of Cranbrook Cycle Walk Trail Master Plan 2006
- Develop a walking tour route to connect tourism facilities within proximity of downtown.
- Update and/or develop trail maps/signage to encourage the community and visitors to connect in an active manner.
- Continue to expand & explore use of RecPlex for non-sporting events and recreation
- Monitor transit routes and schedules, including amending where appropriate, and encourage new ridership to maintain long term viability



Taking the Lead

Our Vision

Cranbrook is a community that is recognized as *the* innovator and leader in the Kootenays. All groups work together in a way that is consistent with our values and community priorities.

There is a regular report to the community on the progress we are making towards our vision of a sustainable future.

Our community continues to have conversations about our future and the results of these discussions help to shape our future priorities.

Measuring Success

- Establish & implement biannual representative survey to determine broad community priorities to direct City and partner activities/resources
- Annual Progress Report in our journey toward sustainability
- Increased % of residents who vote in municipal elections



What is Cranbrook doing now?

- Eleven City of Cranbrook Plans addressing various aspects of sustainability in our community
- Sponsoring *Cranbrook Connected* to talk about what we want for our future.

What can each citizen do?

- Have your say - take part in surveys forums, workshops, open houses and votes. Bring your great ideas and make sure they are heard.
- Volunteer with organizations that build leadership capacity within the community.
- Join in on one or more of the plans/programs/policies already operating in our community

What can we all do as community partners?

- Create a process for community conversations around key decisions
- Build partnerships between City, community groups and individual citizens that lead to more productive and coordinated action
- Work with COTR students to create research and project opportunities; bring youth into Municipal and community processes
- Provide meaningful opportunities to engage community in municipal elections
- City sponsored Annual Sustainability Awards and celebrations of progress



Living Smart

Our Vision

Cranbrook is a community that values the natural environment and our connection to it. We work hard to minimize our footprint through careful choices.

Cranbrook is proud of the steps it has taken to reduce consumption of energy, packaging, water and cosmetic pesticides.

We are a community that is leading the way in researching and testing new technologies and strive to produce much of our energy locally.

Measuring Success

- Reduce the amount of waste sent to the landfill on a per capita basis against 2011 baseline
- Reductions in the energy footprint of the community from 2012 baseline
- Increased infill and density for targeted areas of community development



What is Cranbrook doing now?

- Recycling, composting yard and garden waste, and retrofitting our homes to use less energy
- City has signed onto Climate Action Charter and is working to reduce carbon footprint
- Trash 2 Treasures program
- Pitch In Day

What can each citizen do?

- Increase the energy efficiency of your home through insulation, retrofitting, turning down the heat and using less hot water
- Compost your yard and garden waste at the Regional Transfer station and find ways to share your unwanted stuff
- Be aware of your personal waste and energy footprint and steps you can take to minimize it

What can we all do as community partners?

- Sustainability Checklist for all future developments
- Reduce energy consumption in City buildings and fleet
- Education initiatives around energy conservation in home and business
- Complement RDEK recycling program with increased public education in City
- Introduce staged reduction from current 5 garbage bag limit to 2 bag limit by 2014
- Encourage your school, business or workplace to have good waste management practices and adopt a sustainable buying policy
- Encourage cloth bag use at all retail stores
- Implement secondary suite bylaw
- Restoration/recycling of older buildings



Restore the Core

Our Vision

Downtown is the vibrant, bustling heart of our community full of people living, working and playing. It's a place of celebration with festivals and events.

The downtown is anchored by heritage buildings and public art, attractive community spaces and is pedestrian friendly. People living, working and playing here are able to connect with services and activities in other parts of the community through the walking and cycling trails and public transit.

Measuring Success

- Complete comprehensive Downtown Renewal Plan by 2013
- Decrease % of retail/office vacancies from 2011 baseline
- Increase of new housing units downtown
- Increase number of community events and community group participants in downtown
- Increase % of infrastructure improvement



What is Cranbrook doing now?

- Repaving and planting of trees on 10th Avenue
- Development of Spirit Square
- Heritage building preservation and replication
- Installation of fibre optics
- Downtown Business Association active
- Saturday Farmer's market
- Sam Steele days and parades

What can each citizen do?

- Shop and dine at downtown businesses
- Support the Farmer's Market
- Participate/volunteer in Festivals Downtown
- Spend time in the parks and community spaces downtown

What can we all do as community partners?

- Targeted downtown affordable, accessible housing plan
- Cluster community celebrations around regular events such as Farmer's Market and in winter
- Attract new commercial and residential investments through new business development/investment zone
- Reintroduce local area service improvement tax
- Dedicate a portion of City's annual infrastructure investment to downtown to build on current revitalization efforts
- Redevelopment of Mount Baker High School & Neighbourhood Learning/Community Centre
- Developing mixed commercial and residential in the downtown core



Past to Future

Our Vision

Cranbrook is a community that recognizes and celebrates its unique history as an anchor for its “small town” charm.

We have a world class Railway Museum, strong links to local historic attractions such as Fort Steele, a celebrated arts community and a healthy vibrant theatre community.

Measuring Success

- National Museum Designation Achieved for Cranbrook Museum of Rail Travel
- Achieve at least one goal/priority in City of Cranbrook Arts & Culture Plan per year
- Increase attendance rates at arts & heritage venues against 2011 baseline



What is Cranbrook doing now?

- Murals and art celebrating our history
- Sam Steele days
- Museum Development Committee
- City of Cranbrook Neighbourhood Plans
- Columbia Basin Institute of Regional History's image bank
- Cranbrook Archives, Museum and Landmark Foundation

What can each citizen do?

- Take a visit to the Railway Museum
- Look through the history stored at Fort Steele or have a picnic at the Wildhorse River Heritage site
- Learn about the history of Baker Street
- Explore and support local arts & artists, art galleries, media and experiences

What can we all do as community partners?

- Complete 500 Year Museum Plan for Cranbrook Museum of Rail Travel
- Integrate museums, archives and visual arts centre in one facility
- Build a tourism package that anchors with our unique heritage, including Fort Steele and the St. Eugene Mission, and ties to our amazing recreation opportunities
- Expand on our Heritage Celebrations
- Introduce performing artist grant program by 2012 and target to performances in downtown core



Seeds of Success

This Plan is for all of us. We have pointed out that in addition to the City of Cranbrook, a number of groups and organizations are already doing work in our City to allow us to become a more sustainable community.

The following are just four examples of that work, each of which will strengthen the four pillars of sustainability for Cranbrook.

Kootenay Child Health & Development Centre

Having identified a fragmentation of services for families with young children, the Community Connections Society of Southeast BC is establishing a coordinated network of child health and development services for the Kootenay region—all under one roof. The Centre will eventually provide a range of services to support children in our community, including Social Workers, Public Health Nursing, Assessment Specialists, Vision Specialists and Aboriginal services.

Cranbrook Farmer's Market

Winner of the 2010 Community Builder of the Year Award, the Farmer's Market is held weekly in downtown Cranbrook during the summer months, hosting a collection of local farmers & vendors. Not only does the Market support local food, agriculture & craft work in the East Kootenay but it also offers the opportunity to cluster other seasonal cultural or social service events in the downtown, a great first step in "restoring the core" of our City.

Airport Business Park

Following several upgrades, including a runway and facilities expansion, the City is currently beginning the development process for the 50 acres of vacant land at the Canadian Rockies International (CRI) Airport. This is a relatively unique situation in southern British Columbia as most similar-sized airports only have a minimal amount of available commercial and industrial land. Development of aerospace-related business activities should set the stage for a suite of economic drivers and higher paying employment for our citizens.

Rails to Trails

A 25 km non-motorized commuting and recreational trail between Kimberley and Cranbrook that passes between pine forests with spectacular mountain and river views. Built on a decommissioned rail bed, the trail offers walking, jogging, bicycling, roller-blading, skateboarding, wheelchair access in spring/summer and cross-country skiing in the winter. It will be a tourism and healthy recreation draw for the region for generations to come.

Connecting to our Future

Connecting to our Future is just the start of a long journey towards becoming a sustainable community.

The kinds of conversations we've had as a community in building this Plan have allowed us to come together in new ways, and we must keep having those conversations about our future, our goals and our priorities --and take time to celebrate our successes along the way.

As time passes and we start to accomplish these tasks, and as our community changes, we need to reevaluate, assess and change what we do.

In order to ensure that we stay on track, we need a dedicated group of citizens to help implement the plan, coordinate actions with other City Committees, measure our progress, celebrate success and report back to the community.

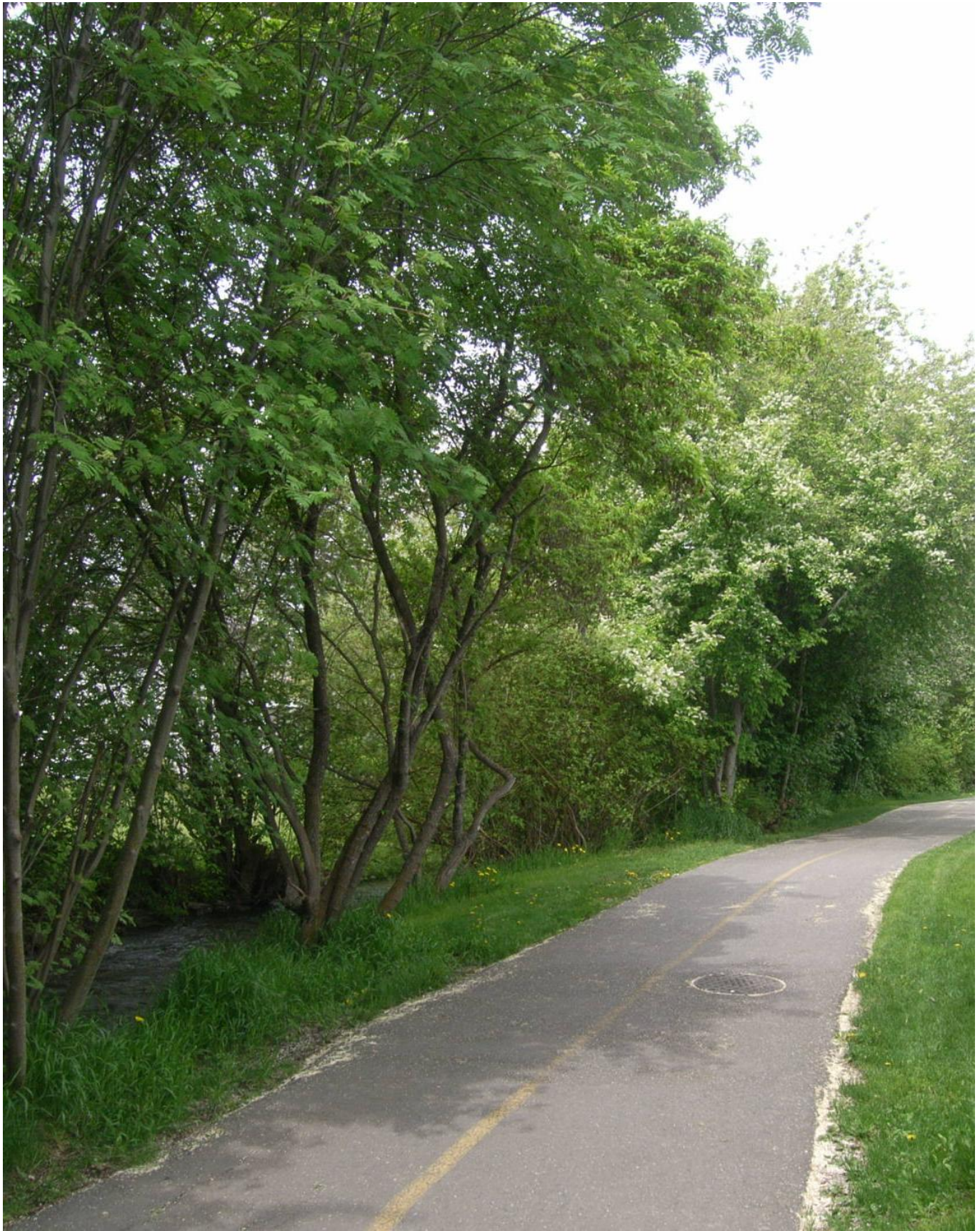
Cranbrook Connected will remain as a committee of Council to keep the community on track towards reaching its goals to be a more sustainable community.

However, those members who presently make up the Committee may change to better align key stakeholders to realize the priorities in the Plan.

We recommend that the new committee have five (5) main goals:

- Oversee implementation of the *Connecting to Our Future* Plan
- Help to coordinate individuals, stakeholders, community agencies, City of Cranbrook and other levels of government to achieve priorities
- Develop an indicator measuring system and baseline for those indicators
- Annual review and reporting of our progress toward sustainability (using the measures of success outlined in this plan)
- Convening an annual Sustainability Forum and Awards Event for the community

Cranbrook Connected also recommends the City of Cranbrook hire a sustainability facilitator before September 2011 for a two year part time renewable position to coordinate Committee work and help us move forward.



Appendix

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Action/Responsibilities Charts

1. Water Forever - Reaching our Goals

| Priorities | Responsibility |
|---|----------------|
| <ul style="list-style-type: none"> Work with Province to have watershed designated as non-motorized vehicle use and remove cattle grazing | |
| <ul style="list-style-type: none"> Work with Province and RDEK on management of Joseph Creek, Jim Creek & Hospital Creek to improve integrity & health | |
| <ul style="list-style-type: none"> Establish targets for Joseph Creek, Jim Creek & Hospital Creek naturalization | |
| <ul style="list-style-type: none"> Initiate City of Cranbrook Urban Forest Strategy | |
| <ul style="list-style-type: none"> Design, implement and share innovative means to reduce drinking water consumption | |
| <ul style="list-style-type: none"> Annual “How our water system works” local media campaign | |
| <ul style="list-style-type: none"> Implement and share new ways to treat and re-use waste water | |
| | |
| | |

2. Hometown Opportunity - Reaching our Goals

| Priorities | Responsibility |
|---|----------------|
| <ul style="list-style-type: none"> • New technology development through demonstration projects using assets in our area (i.e. power co-generation, solar) | |
| <ul style="list-style-type: none"> • Develop niche employment opportunity at COTR building on assets in our area (i.e. forestry, mining, etc) | |
| <ul style="list-style-type: none"> • Annual Report and Five Year Assessment of all measures in City’s Economic Development Strategy | |
| <ul style="list-style-type: none"> • Identify the top ten regional economic opportunities and collaborate with other communities to build on those opportunities | |
| <ul style="list-style-type: none"> • Explore ways to keep graduates in the community as a key employment and knowledge resource | |
| | |
| | |
| | |

3. Working Together - Reaching our Goals

| Priorities | Responsibility |
|--|----------------|
| <ul style="list-style-type: none"> Develop a multi-use Community Centre facility | |
| <ul style="list-style-type: none"> Establish baseline/template for social sector volunteer hours reporting | |
| <ul style="list-style-type: none"> Develop active forum to connect volunteers and agencies needing volunteers | |
| <ul style="list-style-type: none"> Set up a permanent web site through which the social sector can coordinate and connect | |
| <ul style="list-style-type: none"> Interactive Community Map - show recreation, businesses, arts and culture and heritage sites | |
| <ul style="list-style-type: none"> Expand opportunities to celebrate together - culture, place, seasons, successes | |
| <ul style="list-style-type: none"> Develop and promote more free or subsidized recreational programs for low income families | |
| | |
| | |

4. Moving Connections - Reaching our Goals

| Priorities | Responsibility |
|---|----------------|
| <ul style="list-style-type: none"> Update City of Cranbrook Parks & Recreation Plan 1995-1999 | |
| <ul style="list-style-type: none"> Update City of Cranbrook Cycle Walk Trail Master Plan 2006 | |
| <ul style="list-style-type: none"> Develop a walking tour route to connect tourism facilities within proximity of downtown. | |
| <ul style="list-style-type: none"> Update and/or develop trail maps/signage to encourage the community and visitors to connect in an active manner. | |
| <ul style="list-style-type: none"> Continue to expand & explore use of RecPlex for non-sporting events and recreation | |
| <ul style="list-style-type: none"> Monitor transit routes and schedules, including amending where appropriate, and encourage new ridership to maintain long term viability | |
| | |
| | |

5. Taking the Lead - Reaching our Goals

| Priorities | Responsibility |
|---|----------------|
| <ul style="list-style-type: none"> • Create a process for community conversations around key decisions | |
| <ul style="list-style-type: none"> • Build partnerships between City, community groups and individual citizens that lead to more productive and coordinated action | |
| <ul style="list-style-type: none"> • Work with COTR students to create research and project opportunities; bring youth into Municipal and community processes | |
| <ul style="list-style-type: none"> • Provide meaningful opportunities to engage community in municipal elections | |
| <ul style="list-style-type: none"> • City sponsored Annual Sustainability Awards and celebrations of progress | |
| | |
| | |

6. Living Smart - Reaching our Goals

| Priorities | Responsibility |
|--|----------------|
| <ul style="list-style-type: none"> Sustainability Checklist for all future developments | |
| <ul style="list-style-type: none"> Reduce energy consumption in City buildings and fleet | |
| <ul style="list-style-type: none"> Education initiatives around energy conservation in home and business | |
| <ul style="list-style-type: none"> Complement RDEK recycling program with increased public education in City | |
| <ul style="list-style-type: none"> Introduce staged reduction from current 5 garbage bag limit to 2 bag limit by 2014 | |
| <ul style="list-style-type: none"> Encourage your school, business or workplace to have good waste management practices and adopt a sustainable buying policy | |
| <ul style="list-style-type: none"> Encourage cloth bag use at all retail stores | |
| <ul style="list-style-type: none"> Restoration/recycling of older buildings | |
| | |

7. Restore the Core - Reaching our Goals

| Priorities | Responsibility |
|--|----------------|
| <ul style="list-style-type: none"> Targeted downtown affordable, accessible housing plan | |
| <ul style="list-style-type: none"> Cluster community celebrations around regular events such as Farmer’s Market and in winter | |
| <ul style="list-style-type: none"> Attract new commercial and residential investments through new business development/investment zone | |
| <ul style="list-style-type: none"> Reintroduce local area service improvement tax | |
| <ul style="list-style-type: none"> Dedicate a portion of City’s annual infrastructure investment to downtown to build on current revitalization efforts | |
| <ul style="list-style-type: none"> Redevelopment of Mount Baker High School & Neighbourhood Learning/Community Centre | |
| <ul style="list-style-type: none"> Developing mixed commercial and residential in the downtown core | |
| | |
| | |

8. Past to Future - Reaching our Goals

| Priorities | Responsibility |
|---|----------------|
| <ul style="list-style-type: none"> Complete 500 Year Museum Plan for Cranbrook Museum of Rail Travel | |
| <ul style="list-style-type: none"> Integrate museums, archives and visual arts centre in one facility | |
| <ul style="list-style-type: none"> Build a tourism package that anchors with our unique heritage, including Fort Steele and the St. Eugene Mission, and ties to our amazing recreation opportunities | |
| <ul style="list-style-type: none"> Expand on our Heritage Celebrations | |
| <ul style="list-style-type: none"> Introduce performing artist grant program by 2012 and target to performances in downtown core | |
| | |
| | |

Process Overview

Cranbrook Connected undertook a five stage process that was designed by the Cranbrook Integrated Community Sustainability Planning (ICSP) Committee.

The process was created in a workshop and series of committee meetings where the committee reviewed other processes and plans and then determined a process they felt would work best for us here in Cranbrook.

The five (5) stage process is outlined below and each section explored in more detail in the following pages. A copy of the workshop report and in fact, all of the detailed information from the planning process, is available on our website:

www.cranbrookconnected.ca

The anticipated Plan adoption is in June 2011 and the implementation of the Plan will begin September 2011 as we strive towards our sustainable future.





Our vision, our future

Welcome to Cranbrook Connected Online

Cranbrook Connected is a new initiative from the City of Cranbrook to take a fresh approach to shaping our future and allow all of us, together, to envision the kind of city we want to pass along to our children and grandchildren.



Cranbrook Connected will provide a way to talk with fellow citizens in an open and meaningful dialogue to determine what our community values most.

Cranbrook Connected will help us to tackle our current challenges in a proactive way and move towards a sustainable future, one where we maintain a resilient economy, take care of our environment, honour our past, and ensure we provide the best services for all of our citizens, now and in the future.

Cranbrook Connected is working together to shape a vision for the future that we all share!

What does "sustainability" mean to you? Check out "[Sustainability explained through animation](#)" on YouTube.

-  [Speak Out](#)
-  [Take our Survey](#)
-  [Volunteer](#)

Community Feedback
East and West Kootenay.

Anonymous

"A safe, prosperous environmentally responsible community."

Anonymous

"One that is not afraid of change..."



| | | | | |
|---|---|---|--|---|
| <p>Getting Ready</p>  <p>June 2010 September 2010</p> | <p>Listening To Our Community</p>  <p>October 2010 January 2011</p> | <p>Getting There From Here</p>  <p>February 2011 April 2011</p> | <p>Our Vision Our Future</p>  <p>May 2011 June 2011</p> | <p>Taking Action</p>  <p>July 2011...</p> |
|---|---|---|--|---|

Getting Ready

June to September 2010

In October 2009 City Council made a commitment to develop an Integrated Community Sustainability Plan (ICSP) for Cranbrook. In early 2010 Council determined that the process would be most effectively led by a volunteer group of citizens.

In April 2010 City Council established the Integrated Community Sustainability Plan (ICSP) Committee under Section 142 of the Community Charter. Each of the city's existing committees was asked to nominate a member to sit on the newly formed Committee.

Council provided the Committee with terms of reference, staffing resources and allocated \$150,000 to the project.

The Integrated Community Sustainability Plan (ICSP) Committee held its first meeting on June 1st, 2010. Over the next four months Committee members accomplished the following pre-planning tasks:

- Hired Laurie Cordell, a sustainability facilitator on a secondment from the Fraser Basin Council

- Each Committee member took on an assignment to research another community's ICSP process and report back with a detailed analysis and suggestions of how ideas might be applied in Cranbrook
- Completed a comprehensive work plan for the five phases of the ICSP process
- Completed a project budget
- Created the *Cranbrook Connected* name and logo
- Designed the *Cranbrook Connected* web site
- Developed content material for website, information booths and other media
- Explored a range of potential avenues for public consultations, including the means by which feedback would be solicited
- Identified potential community stakeholder groups
- Provided a first progress report to City Council

Listening to our Community

October 2010 – January 2011

Using the resources available to it, the ICSP Committee made a concerted effort to talk with citizens to develop a community vision, core values, and goals for a sustainable future.

We hoped to learn from each other along the way.

This public engagement process included:

- Sustainability workshops with City of Cranbrook senior staff
- Sustainability workshops with each of the City's six Committees made up of local citizens
- Focus group meetings with community groups
- Direct interviews with individuals and community organizations
- Informational display booths at the Cranbrook Public Library, RecPlex and City Hall
- Public Booths to solicit questionnaire responses at a variety of community locations where we can talk one on one to fellow citizens

- Questionnaires and surveys
- Web site e-mail contact form
- On-going dialogue with the community via media releases, print articles, advertising, radio and newspapers interviews

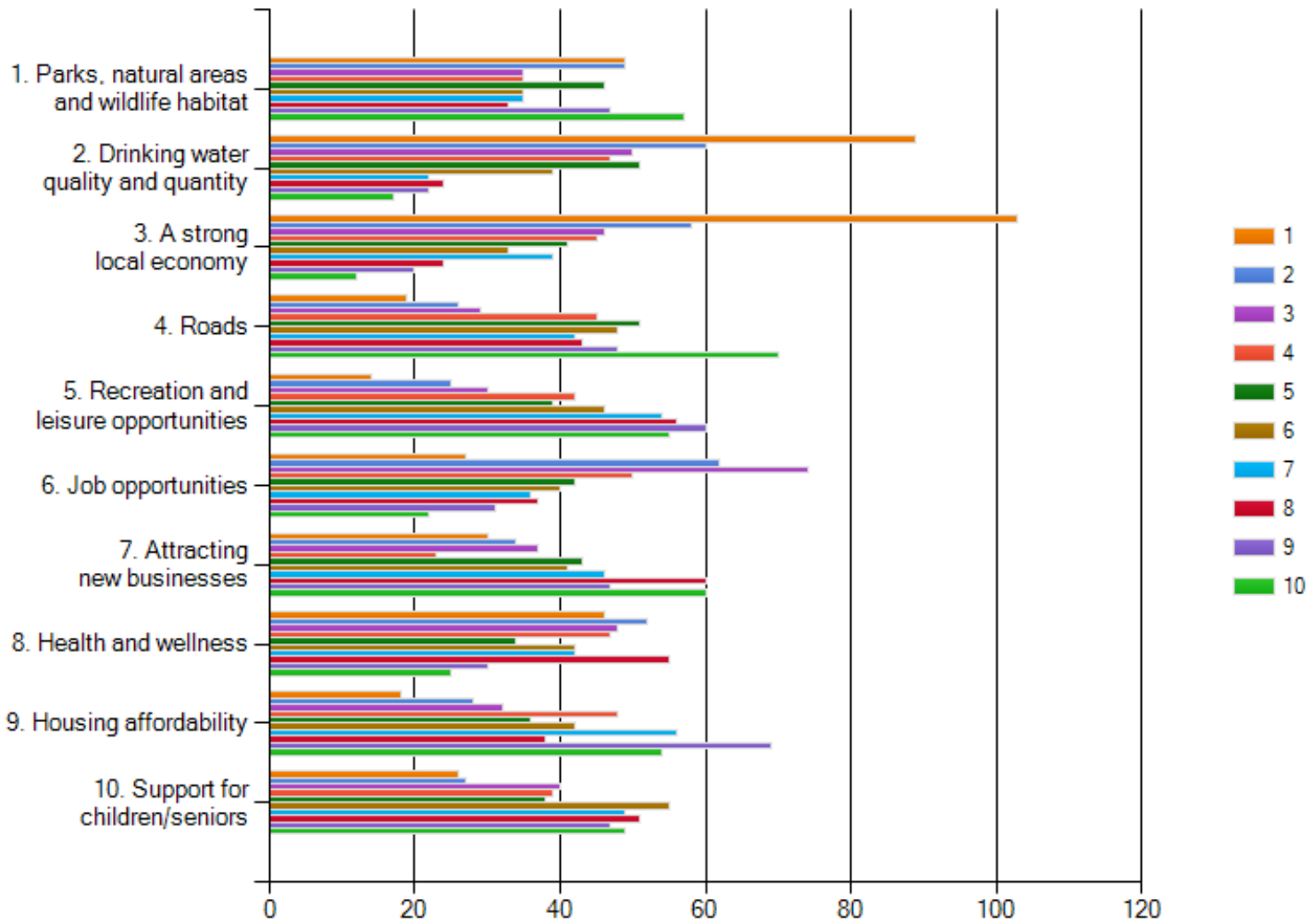
The next pages show two examples of the kind of feedback we received.

We started all community stakeholder sessions asking people for the first three words that come to mind when they thought about Cranbrook. The first page is a graphical representation, called a Wordle, showing the most frequent responses in larger font.

The second page shows responses to the web based survey and asked participants to rank ten issues on a scale from one to ten, with one being their highest "interests/concerns/priorities".

At the end of the Listening to our Community phase the ICSP Committee reported back to the community via two focus groups sessions, a public open house, and publishing all community feedback at www.cranbrookconnected.ca

Please rate these responses according to your own interests/concerns/priorities with "1" being most important, "2" second most important, and so on.



Getting There from Here

February to April 2011

Out of the public consultation we drafted a proposed definition of sustainability, values, a visions statement, and organized feedback under each of the four pillars of sustainability with key themes and proposed goals for each.

On March 1st & 2nd, 2011 we hosted two meetings with community stakeholders to review all of the consultation results received during the Listening to our Community phase of the process, and to help us fine tune the information received from the public consultations.

Based on these two meeting we were able to finalize a definition of sustainability, vision and value statements, key themes and goals --all specific to Cranbrook.

On March 15th, 2011 we hosted an open house for the public to review all of the consultation results received during the Listening to our Community phase of the process, as well as the feedback from stakeholders in the March sessions.

Our Vision, Our Future

May - June 2011

Over the course of two months, the volunteer members of Cranbrook Connected sat down and wrote *Connecting to our Future*, the first Integrated Community Sustainability Plan for Cranbrook.

The Plan includes our implementation framework and will be a living document to guide our community towards our vision of the future.

City of Cranbrook Plans/Policies

In developing this plan, we reviewed existing City plans and policies to see how they contributed to our desire to become a sustainable community. While we have lots of work to do, we were pleasantly surprised by the amount of thinking and work already done.

City of Cranbrook Accessible Housing Committee Report

Completed in December 2009 the City's Accessible Housing Advisory Committee Report provides a definition of various forms of housing and describes all existing emergency, transitional, social and affordable market/non-market rental and ownership housing in Cranbrook. A detailed Appendix includes the occupancy of and subsidy provided for each form of housing; a snap shot of market rental prices from July – October 2009; a list of all housing programs offered through BC Housing for Cranbrook; as well as a variety of links to reference material, such as previous housing studies completed in Cranbrook.

Cranbrook Arts, Heritage and Cultural Scan

Completed in February 2008, the Scan "profiles the sector, documents its social, economic and cultural contributions, identifies strengths and gaps and provides future direction through the development of a Cultural Vision and 6 Key Directions," ranging from creating a strong

planning, policy and governance framework to advancing advocacy and improving communication. The Scan serves as a key building block for future Cultural Plan development.

Cranbrook Cultural Plan for Arts & Heritage

Building on the *Cranbrook Arts, Heritage and Cultural Scan* the Cranbrook Cultural Plan for Arts & Heritage was completed in February 2010 to support City council and community partners in their efforts to develop and implement their cultural objectives with a strategic, viable business plan for the arts, heritage and cultural sector. The Plan reviews the current state of arts and heritage facilities and programs in Cranbrook, as well as gaps in what is provided. The Plan lists six key objectives with recommendations, ranging from creating a strong planning/governance framework to marketing. The Plan concludes with allocating priorities from the objectives.

City of Cranbrook Economic Development Strategy 2010-2014

Completed in October 2009 the Strategy was developed out of research and public consultations (detailed in a separate Technical Background Report) and provides an overview of the current state of the local and regional economy, including key sectors/trends and assets. The Strategy lays

out thirteen strategies, each broken down to provide a rationale, objective and action item(s), to achieve five overarching economic development goals. For example, within a goal of Expanded Business Sector is a strategy to improve internet access speeds by installing Lit fibre-optic cable to the downtown core. The Strategy prioritizes implementation of each strategy along specific timelines.

City of Cranbrook Official Community Plan (OCP)

Originally adopted in August 2006 (updated most recently in June 2010) the Plan “is a tool for a municipality to plan the type and location of future land use, development, public facilities and services” and includes a vision statement from the perspective of the year 2020, core themes intended to reflect community values and expectations, such as “community image” or “actions on climate change”, followed by general and specific policies, or action statements, to address particular issues and advance our community towards its vision.

City of Cranbrook Climate Action Charter

An amendment to the City’s Official Community Plan (OCP), the Charter responds to the Provincial government requirements for local governments to reduce greenhouse gas GHG emissions in both the community and develop policies and actions to achieve targets through the Official Community Plan. Existing policies in the OCP were amended to help the City reduce its carbon footprint, and a new policy, Energy & Air Quality, was added. A further recommendation was to develop an Integrated Community Sustainability Plan (ICSP). The

Charter also requires the City to reduce GHG’s in its own operations.

City of Cranbrook Urban Forest Management Plan

Completed in July 2008 the Plan is “based on a detailed tree inventory [and] identifies and prioritizes site specific tree planting, maintenance and removal activities within a multi-year time-frame.” The Plan is meant to be utilized within an (as yet to be developed) Urban Forest Strategy which would establish the overall goals and objectives of the City’s urban forestry efforts and “create the blueprint for administration & management of the tree program and includes input from local citizens, organizations, businesses and municipal staff.”

City of Cranbrook Growth Management Study (Volumes 1-4)

Completed in May 2010 and comprised of four volumes, the Study follows the initiation of two substantive development projects and seeks to evaluate a number of key infrastructure issues relating to future growth – specifically, planning and finances; traffic issues and major road network; sanitary sewer collection, treatment, and disposal; and water supply, treatment, and distribution. The City is currently reviewing the document.

City of Cranbrook Cycle/Walk Pathway System Revised Master Plan

Completed in 1998 and updated in 2006, the Plan lays out the overall goals of a pathway system that would “provide a convenient, readily accessible, low cost, multi-purpose

facility within the City for recreation, health and fitness, transportation and tourism which will enhance Cranbrook as a community contributing to a healthy environment and a place for active living.” With overall objectives focused on creating linkages between residential, schools, recreational and commercial areas, the Plan listed eight priorities ranging from incorporating walking and bicycle paths into future developments to creating safe travel routes to schools. A proposed future pathway system map is also provided.

determined and how tax rates are calculated and distributed across various capital projects and services.

City of Cranbrook Parks & Recreation Master Plan 1995-1999

The Plan’s objectives were to lay out present and future recreational needs, services and facilities according to demographic and economic projections; planning guidelines over a five year period; steps to achieve; and to increase public participation and awareness of facilities and services. Obviously out of date now, the Plan did achieve a number of objectives, including the RecPlex while pointing to the need for further expansions, such as a community centre.

City of Cranbrook Five Year Financial Plan 2011-2015

The Plan follows the policy direction and priorities of Council, as determined through public consultations, and lays out proposed future spending for the General Fund (i.e., municipal services other than utilities and airport), Water Fund, Sewer Fund, Solid Waste Fund and Airport Fund. The Plan is approved by bylaw prior to setting the tax rate in May of any given year, and the *Community Charter* does not allow the City to incur a Budget deficit. The Plan provides an overview of how budgets are