

# Our Enderby

## *“Building a Sustainable Future”*



### **ICSP Phase I - Summary of Public Engagement Process**

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**Prepared By:**

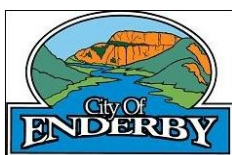
**G.S.R. Betts Consulting Inc.**

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## *Executive Summary*

In 2011 the City of Enderby received a Federal Gas Tax Grant to create an Integrated Community Sustainability Plan (ICSP) which would inform the Neighbourhood Plan for the City's future growth area, the Knoll. The City engaged the services of G.S.R. Betts Consulting to facilitate the planning process.

The objective of the planning process was to evolve an integrated approach to sustainability that reflects community values while recognizing existing City of Enderby commitments. An extensive public and stakeholder engagement process was undertaken to educate the public, raise awareness, identify a desired future, and develop strategies and solutions for progressing the community towards this desired future.

The public engagement identified 9 areas of focus for sustainability, or 'Strategy Areas':

1. Community & Individual Health;
2. Downtown Resiliency;
3. Transportation & Infrastructure;
4. New Industry & Business;
5. Existing Industry & Business
6. The Natural Environment;
7. Recreation & Leisure;
8. Arts, Culture, Heritage & Beautification; and
9. Tourism & Marketing.

Solutions for achieving a sustainable Enderby were grouped within the Strategy Areas and were then prioritized by the community. The community ranked the highest priority Strategy Areas and solutions as follows:

1. Community & Individual Health
  - a. Provide amenities and services for seniors;
  - b. Strengthen affordable housing opportunities; and
  - c. Diversify health services.
2. Downtown Resiliency
  - a. Provide community events;
  - b. Foster social interaction and a sense of community; and
  - c. Provide a financial incentive for beautification.
3. Transportation & Infrastructure.
  - a. Focus on sustainable transportation;

- b. Improve public transit; and
- c. Design pedestrian-oriented environments.

The solutions arising from the public engagement process will be achieved through the following through the following implementation processes:

1. Revitalization Committee

Over 140 action items have been incorporated into a Revitalization Action Matrix. A Standing Committee has been appointed to prioritize action items, establish a resourcing strategy and bring forward recommendations to Council.

2. Policy & Regulatory Alignment

The outcomes of the public engagement process will be integrated with existing commitments and policies including:

- a. Completion of the Knoll Neighbourhood Plan;
- b. Revision of the Official Community Plan;
- c. Revision of the Zoning Bylaw;
- d. Revision of the Subdivision Servicing and Development Bylaw;
- e. Revision of the Development Cost Charges Bylaw;
- f. Update of the Water Conservation Plan;
- g. Update of the Climate Action and Sustainability Plan; and
- h. Update of the Land Use Procedures Manual

3. Miscellaneous Action Matrix

Some of the solutions arising from the ICSP are not within the scope of the Revitalization Committee or Policy & Regulatory Alignment. These items will be incorporated into the Miscellaneous Action Matrix which will track these items and identify the recommended next steps for implementation. Many of these items will be referred to relevant outside groups or agencies who may serve as champions for the initiative.

Monitoring will be done to assess the community's progress towards achieving its desired future. Monitoring will be done through the use of indicators which will allow the community to:

- Measure progress towards a desired future;
- Gauge the success of implementation and integration measures;
- Identify gaps, challenges, and opportunities in the implementation and integration process.

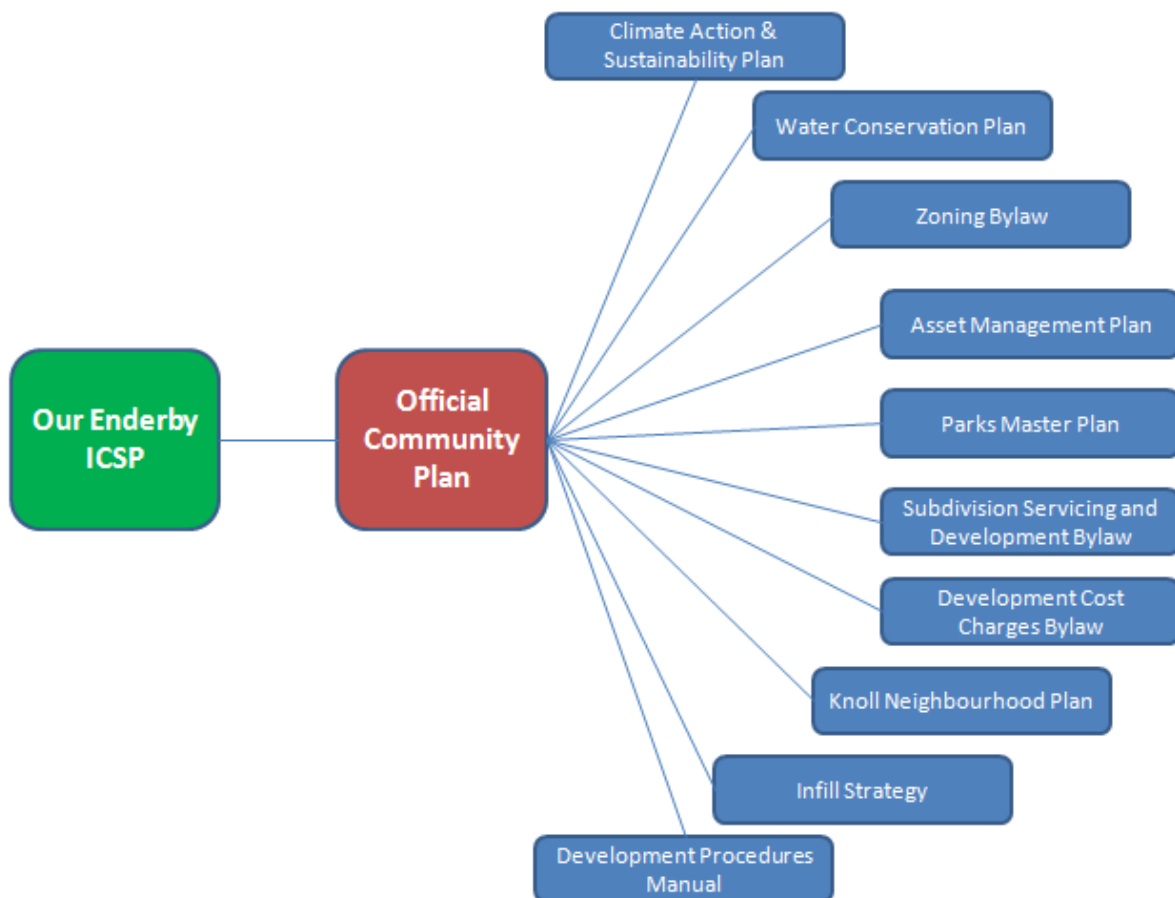
## 1. Planning for Sustainability

Infrastructure Canada defined Integrated Community Sustainability Planning as “long-term planning – in consultation with community members – that provides direction for the community to realize sustainability objectives it has for the environmental, cultural, social and economic dimensions of its identity.”

The objective of the City of Enderby Integrated Community Sustainability Plan (ICSP) is to develop and implement an integrated approach to sustainability that reflects community values while recognizing existing commitments. The ICSP is as much a process as it is a plan and it is heavily reliant upon public consultation. Residents and stakeholders collaborated to identify and prioritize the components of the ICSP.

Figure 1 shows how the ICSP relates to other plans, policies and initiatives.

**Figure 1.**



## 2. Community Profile

Enderby is a small community of approximately 2,932 residents located within the North Okanagan. It is nestled on the west bank of the Shuswap River and south west of the Enderby Cliffs. Enderby is located along Highway 97A with Vernon 35 kilometers to the south and Salmon Arm 24 kilometers to the northwest. Enderby's location results in a high volume of traffic travelling through the heart of the community. With a land area of 4.2 square kilometers and a population density of 688 people per square kilometer, for its scale, Enderby is a relatively compact community.



Figure 2 - Sunset on Enderby Cliffs

The largest proportion of Enderby's population is between the ages of 40-79 with a relatively small population younger than 40. The 2011 Census indicates that there were 1,454 private dwellings within City limits with the majority (65%) of families in Enderby consisting of only two people, and only 35% of married couples having children at home. The 2006 labour participation rate was 53%, with an unemployment rate of 9.1%; however, unemployment was most prominent in the 15-24 age group, who experienced an unemployment rate of almost 21% (with females in this age group having a rate over 30%). The most common occupations across the labour force were Sales and Services (26%), Trades, Transport and Equipment Operators (25%), and Business, Finance, and Administration (14.5%). Only 37% of workers worked within the City of Enderby while over 46% worked in a different community.

According to the 2011 Census, 23% of the population aged 25-64 has less than a high-school diploma (compared to 15% for the Regional District of the North Okanagan), while 11% have a university degree (19% for RDNO). Median income for individuals within Enderby was \$18,656, substantially lower than the RDNO median of \$22,608. Males in Enderby had a much higher median income than females: \$23,212 compared to \$15,871 respectively. The median family income in Enderby was \$43,804, an even greater distance from the RDNO median of \$57,637. However, dwelling values are considerably lower in Enderby, with the average value of \$199,331, compared to \$321,785 for the RDNO. While major payments (i.e. mortgage) for owners was less than the RDNO average (\$674 compared to \$846), the average paid for rent was similar (\$601 compared to \$684).

### **3. Existing Commitments & Initiatives**

Achieving community sustainability encompasses not only the sustainability goals, objectives and priorities of Enderby residents, but also existing commitments and initiatives of the City of Enderby; these existing commitments and initiatives include the Climate Action Charter, the North Okanagan Regional Growth Strategy, Asset Management Investment Planning principles, Smart Growth development principles, the City's Water Conservation Plan, Climate Action & Sustainability Plan, and the Parks Master Plan.

#### **Climate Action Charter**

In 2007, the City of Enderby signed the Climate Action Charter and committed to becoming carbon neutral. By signing the Charter, Enderby also committed to measuring and reporting its greenhouse gas emissions and working towards becoming a more energy efficient community. This commitment is reflected in the Official Community Plan (OCP) in which the municipality set a target to reduce its community-wide greenhouse gas emissions by 7% from 2007 levels by the year 2020 and 13% by 2030. The ICSP identifies solutions which will help fulfill Enderby's Climate Action Charter commitments.

#### **North Okanagan Regional Growth Strategy**

In June of 2011, the RDNO adopted the North Okanagan Regional Growth Strategy (RGS) to manage growth in the region. Enderby has committed to completing a set of Regional Context Statements which will become part of the OCP and explain how the latter will be made consistent with the RGS. ICSP implementation will show how the RGS can be implemented at a local level.

#### **Asset Management Investment Planning**

The City of Enderby undertook an Asset Management Investment Planning (AMIP) initiative which analyses the community's infrastructure based on lifecycle and replacement costs. Using this information, the City calculates the amount it should be allocating each year to reserves or asset replacement. The AMIP also calculates the City's infrastructure deficit, which is the difference between the amount of funds that the City should have in reserves for asset replacement and the actual amount in reserves. The AMIP has identified a significant infrastructure deficit for the City. Major tax increases may be lessened by taking a more sustainable approach to infrastructure, such as setting alternative standards.



## Smart Growth

Smart Growth principles encourage complete, compact communities which are more economically, socially and environmentally sustainable. The 10 Smart Growth principles are:

1. Mix land uses. Each neighbourhood has a mixture of homes, retail, business, and recreational opportunities.
2. Build well-designed compact neighbourhoods. Residents can choose to live, work, shop and play in close proximity. People can easily access daily activities, transit is viable, and local businesses are supported.
3. Provide a variety of transportation choices. Neighbourhoods are attractive and have safe infrastructure for walking, cycling and transit, in addition to driving.
4. Create diverse housing opportunities. People in different family types, life stages and income levels can afford a home in the neighbourhood of their choice.
5. Encourage growth in existing communities. Investments in infrastructure (such as roads and schools) are used efficiently, and developments do not take up new land.
6. Preserve open spaces, natural beauty, and environmentally sensitive areas. Development respects natural landscape features and has higher aesthetic, environmental, and financial value.
7. Protect and enhance agricultural lands. A secure and productive land base, such as BC's Agricultural Land Reserve, provides food security, employment, and habitat, and is maintained as an urban containment boundary.
8. Utilize smarter and cheaper infrastructure and green buildings. Green buildings and other systems can save both money and the environment in the long run.
9. Foster a unique neighbourhood identity. Each community is unique, vibrant, diverse, and inclusive.
10. Nurture engaged citizens. Places belong to those who live, work, and play there. Engaged citizens participate in community life and decision-making.

The ICSP provides direction on how best to implement Smart Growth principles within Enderby.

## Water Conservation Plan and Climate Action & Sustainability Plan

The City of Enderby Water Conservation Plan establishes strategies to reduce water use throughout the community. The Plan aims to protect water resources, reduce the need for infrastructure expansion, and reduce operation and maintenance costs. The Plan will be updated to include relevant water conservation strategies that arise from the ICSP.

The City of Enderby Climate Action & Sustainability Plan identifies opportunities and strategies for reducing carbon emissions within municipal operations, as well as the broader community. The Climate Action & Sustainability Plan will draw on the outcomes of the ICSP when considering strategies which reduce carbon emissions.



Figure 3 - Local bio-energy provider Burkhard Fink, UBCM Vice President Rhona Martin, City of Enderby Mayor Howie Cyr, and MP Colin Mayes celebrate the grand opening of the City of Enderby's biomass heating system

## Parks Master Plan

The City of Enderby and Area 'F' of the RDNO consolidated parks and recreation services through the Enderby & District Services Commission. These services are guided by the Parks Master Plan. Action items arising from the ICSP which pertain to parks and recreation will be referred to the Enderby & District Services Commission for consideration.

## 4. Planning Process

The City of Enderby engaged the services of G.S.R. Betts to assist with the ICSP process, including community engagement. The Project Team utilized a broad approach to public engagement which included:

- a Sustainability Survey;
- Working Group meetings;
- a Visioning/Strategic Workshop;
- the *Our Enderby* Facebook page; and
- presentations and public interaction.

The goal of the planning process was to understand the issues and challenges faced by the City of Enderby, identify a desired future, and develop solutions for advancing the community towards this desired future; altogether these elements provide a road map for how to progress the community from where it is currently at to where it wants to be. For a detailed overview of the complete planning process, please refer to Appendix E.

## Sustainability Working Group

A Sustainability Working Group was assembled to work directly with the Project Team. The Working Group identified issues, challenges, opportunities, constraints and solutions related to environmental, social and economic sustainability. The Working Group includes a range of individuals possessing diverse knowledge and experience, including:

### City of Enderby

#### Mayor and Council

Mayor Howie Cyr

Councillor Tundra Baird

Councillor Brad Case

Councillor Raquel Knust

Councillor Beryl Ludwig

Councillor Greg McCune

Councillor Earl Shipmaker

### Community

#### Members/Stakeholders

Jeff Arnold

Eric Borhaven

Steve Campbell

Joe Deveau

Chris Dyduch

Barry Gerlib

Madison Giesbrecht

Jon Halper

Virginia Halper

Angela Killen

Ted Morrison

Travis Nadrozny

Wil Richardson

Darren Robinson

Rebecca Shuert

Brian Tulak

Elizabeth Tulak

Desiree Vetter

Patsy Vetter

Jessica Washtok

Jean Wells

## 4-Step Approach

Phase I of the planning process used a 4-step approach to engage the community in identifying sustainability strategies and solutions:

### Phase I – Community Engagement

1

#### • Step 1: Define the Challenge

- Educating the Public
- Raising Awareness
- Conducting a Baseline Analysis of Sustainability within Enderby

2

#### • Step 2: Identify a Desired Future

- Identifying Community Aspirations Through Community/Stakeholder Engagement
- Integrating Community Aspirations with Existing City of Enderby Commitments

3

#### • Step 3: Define Strategies to Address the Challenge

- Identifying and Prioritizing Sustainability Strategy Areas Through Community/Stakeholder Engagement

4

#### • Step 4: Develop Solutions

- Developing and Prioritizing Solutions for Each Strategy Area Through Community/Stakeholder Engagement

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### Phase II – Implementation, Integration, and Monitoring

5

#### • Implementation

- Strategy Chart
- Revitalization Action Matrix
- Policy & Regulatory Alignment Matrix
- Miscellaneous Action Matrix
- Indicators to Monitor Progress Towards Success

## Step 1: Define the Challenge

The first step in the ICSP process involved defining the challenge. The challenge is achieving a sustainable community that is consistent with the community's values and existing commitments.

### Education and Awareness

The Our Enderby project team used several different mediums to educate the public and raise awareness regarding sustainability, including:

- **Information Package**

This information package was made available for residents and included background information regarding the three pillars of sustainability as well as the rationale, process, and anticipated outcomes of the ICSP.

- **Sustainability Survey**

The Project Team distributed a Sustainability Survey throughout the community in order to gain feedback regarding:

- a. What residents know about sustainability;
- b. How residents feel about sustainability; and
- c. What sustainability measures residents are currently undertaking.

The Sustainability Survey had a total of 72 respondents. The results of the Sustainability are in Appendix F.

- **Sustainability Newsletters**

The Project Team developed a Sustainability Newsletter to communicate information regarding the City's sustainability initiatives and the ICSP process.

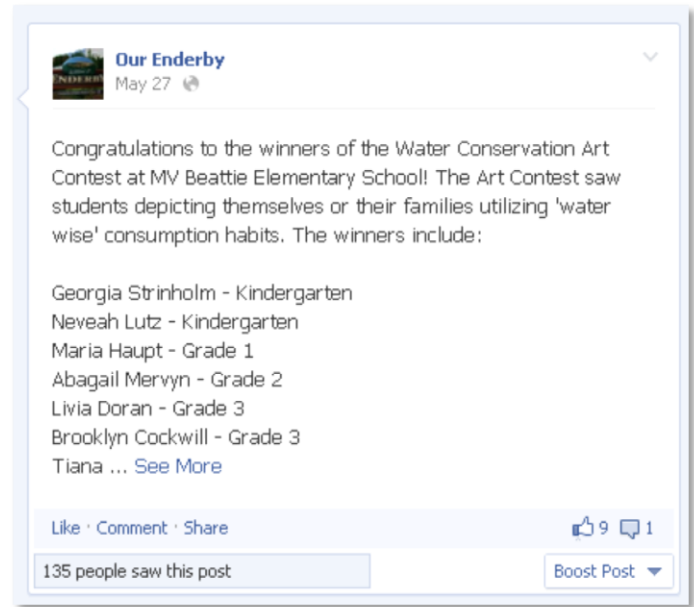
The Our Enderby Sustainability Newsletters can be found on the City of Enderby website.

- **Facebook Page**

The Our Enderby Facebook Page was created as a means of communicating updates and information regarding the ICSP to residents. The Facebook page was also used as a survey tool.

The Our Enderby Facebook page can be accessed at

[www.facebook.com/OurEnderby](http://www.facebook.com/OurEnderby)



- **Presentations and Public Interaction**

The Project Team interacted with Enderby residents to raise awareness about the project and the concept of sustainability. The Project Team met with community members and groups including the Enderby Lions Club, Enderby Women in Business, seniors at the Wheels to Meals wrap-up event, local businesses, and vendors and shoppers at the Enderby Open Air Market.

### **Baseline Analysis of Sustainability Within Enderby**

Understanding the current reality of sustainability within Enderby was another key step which was undertaken as part of defining the sustainability challenge. A baseline analysis of sustainability within Enderby was constructed using information arising from all forms of public engagement. The public and stakeholders provided a wealth of information about community-wide issues, challenges, opportunities, and constraints related to environmental, social and economic sustainability. Using this information, the Project Team was able to construct a baseline for sustainability in Enderby (Appendix A).

### **The Challenge**

After educating the public and raising awareness, and then creating a baseline analysis of sustainability within Enderby, the Project Team defined the challenge as:

*“Large scale issues such as climate change, rising energy prices, and shifting global priorities, coupled with local issues such as a lack of industry, aging infrastructure, and an aging demographic with barriers to health care, has led to the need for long-term planning which integrates the environmental, social and economic values of a community on a local and regional scale. This long-term planning needs to go beyond a high-level document and instead needs to be integrated into all relevant policy and regulatory documents to create a framework for sustainability which is consistent with the community’s sustainability goals, objectives, and priorities as well as existing commitments; this will ensure the community develops in an environmentally, socially, and economically sustainable manner which is consistent with the values of both the community, and the region.”*

## Step 2: Identify a Desired Future

A desired future is the highest aspirations a community has for itself and is a long term, end goal which a community strives to achieve.

A vast amount of information was gathered from residents throughout the ICSP public engagement process. This information identified where the community wanted to progress in the future. The Project Team integrated all of the information gathered through the public engagement process along with existing City of Enderby commitments in order to develop a series of high-level aspirational statements which represent a desired future for the City of Enderby (Appendix B).



Figure 4 - City Councillor Tundra Baird and Splatsin Community Planner Sheila Kinbasket participating in the Strategic/Visioning Workshop

## Steps 3 and 4: Define Strategies to Address the Challenge and Develop Solutions

The issues and challenges faced by the City of Enderby range not only in scale (local to global), but also span all three realms of sustainability: environmental, social and economic. In order to address these issues and challenges, strategies needed to be defined. The planning process resulted in the identification of 9 ‘Strategy Areas’ along with over 100 solutions which were

grouped into the relevant Strategy Areas and prioritized by the community. These Strategy Areas and solutions represent a road map for how the community can progress from its current reality to where it wants to be in the future.

The following are the 3 highest priority Strategy Areas along with their prioritized solutions, as determined by the community, which provide a strategic basis for progressing the community towards a desired future:



Figure 5 - The Enderby Fastball Association entered a team into the 'First Annual Our Enderby Clean-Up Challenge' which saw Enderby residents volunteer their time to help clean the community

## ***1. Strengthening Community & Individual Health***

The Community & Individual Health Strategy Area addresses the physical, mental, emotional and spiritual health and well-being of the community and its residents. The Community & Individual Health Strategy Area also encompasses safety, education, healthy active lifestyles, and access to health services and facilities. Fostering community and individual health involves planning for a healthy, safe community while providing opportunities for social interaction and building the social fabric of the community. The following are the prioritized solutions for strengthening Community & Individual Health:

1. Provide a draw to attract seniors to the community such as affordable housing, more doctors, accessible buildings, a hospital, health care, and assisted living, etc. which would also support the seniors population currently in Enderby.
2. Explore how to attract investment for affordable, appealing, and attainable housing, possibly through grant funding opportunities or developer education. Due consideration would have to be provided regarding the types of alternative and affordable housing choices that would fit within the context of Enderby.
3. Build Enderby around health and well-being. Health services within town could include holistic healing, traditional knowledge healing, First Nations medicine, etc.

## ***2. Fostering Downtown Resiliency***

The Downtown Resiliency Strategy Area is concerned with bringing downtown Enderby to its full potential as a key focal point within the community. The Strategy Area



involves strengthening the resiliency and vibrancy of the downtown and furthering its character and identity. Beauty, arts, culture, and heritage can all contribute to the downtown being a desirable space which reflects the community's values while the many events, programs and amenities can bring together the community to make the downtown lively, fun and entertaining. The following are the prioritized solutions for fostering Downtown Resiliency:

1. Provide more community events, activities and programs which will bring the community together and foster a sense of community. Key partnerships should be identified so that events can be done in tandem with recreation, programs and other relevant activities.
2. Enable and promote social interaction and a sense of community within the downtown through street design and layout by providing gathering areas, seating, fountains, trees and other amenities for pedestrians.
3. Provide a tax incentive for more attractive buildings and facades in the downtown; engage Arts Council for beautifying the downtown.

### ***3. Providing Sustainable Transportation & Infrastructure***

The Transportation & Infrastructure Strategy Area is concerned with providing residents of Enderby with infrastructure and transportation options which preserve the environment, provide opportunities for social interaction and active lifestyles, and over time provide cost savings to the City of Enderby and its residents. The Strategy Area addresses transportation and infrastructure at a local and regional scale and looks to integrate different approaches and systems to meet local needs. The following are prioritized solutions for providing sustainable Transportation & Infrastructure:

1. Focus on and encourage sustainable transportation through walking trails, bike paths, connectivity, and improved regional public transit.
2. Enable a large residential population through improved regional public transit with busses travelling all day, which will allow people to live in Enderby and work/play in other communities. The use of shuttles should also be explored.
3. Enable social interaction and a sense of community within neighbourhoods by directing the layout and design of infrastructure towards pedestrians, which should also include providing community gathering spaces/area.

The following are the remaining 6 Strategy Areas along with their prioritized solutions.

#### 4. Attracting New Industry & Business

The New Industry & Business Strategy Area acknowledges that attracting new industry and business is necessary to strengthen Enderby's local economy. It considers the need for new industry and business to inject dollars into the local economy, provide a supply of jobs for residents, diversify the economy, and further establish Enderby as a community where one can work, live, and play. The following are the prioritized solutions for attracting New Industry & Business:

1. Explore how to transform Enderby into a niche market such as: the green center of the Okanagan, a small town hub, a recreational paradise, etc.
2. Attract industry which pays good wages, is clean, adds people as resources to the community, and meets the needs of residents. Such industries might include: manufacturing, high-tech industry, pollution control centre, composting facility, cottage industry, assisted living, health care (for young and old), film industry, destination resorts, hunting/fishing/snowmobiling lodges, etc.
3. Build the relationship between the Splatins and the City of Enderby so that both can work towards common goals such as: skills training, promoting native art, or commercial establishments at the south entrance to town, etc.



Figure 6 - Fresh Outlook Foundation founder Joanne de Vries and Workshop participants discuss solutions and strategies for how to progress the community towards its desired future

#### 5. Supporting Existing Industry & Business

The Existing Industry & Business Strategy Area focuses on how to support existing industry and business within Enderby in order to strengthen the community's local economy. Promoting mutually-beneficial partnerships, identifying opportunities for improving the local economy, and building upon Enderby's current assets are ways in which the Strategy Area addresses supporting existing industry and business. Building upon and strengthening existing industry and business will provide more job opportunities for residents, foster a healthy business environment, and offer a higher

quality of life for Enderby residents. The following are prioritized solutions for supporting Existing Industry & Business:

1. Develop strategies for encouraging businesses to work together to attract customers through cooperative advertising, researching, and clean-up.
2. Engage absentee business owners to try and encourage them to work towards collectively revitalizing the core and improving the local business atmosphere.
3. Identify strategies for 'taking back the community' and instilling community pride within residents so that they are proud to call Enderby their home.

## ***6. Protecting the Natural Environment***

The Natural Environment Strategy Area looks to protect the natural environment by utilizing Smart Growth principles to guide development and land use in an environmentally, socially and economically sustainable manner. Alternative development standards, sustainable and renewable energy use, sustainable transportation options, and education and awareness are all approaches within the Strategy Area which work towards protecting Enderby's natural environment, addressing the issue of climate change, and fulfilling Climate Action Charter commitments. The following are prioritized solutions related to protecting the Natural Environment:

1. Keep water on site and out of the storm water system through bio-swales, boulevards, trees, gardens, rain gardens, green roofs, rain barrels, xeriscaping, etc.
2. Create a community energy plan which includes consideration of a community wide, fully sustainable energy source such as water, wind, wood/biomass, or solar.
3. Encourage organic and sustainable farming (pesticide/GMO free) through zoning.

## ***7. Promoting Recreation & Leisure***

The Recreation & Leisure Strategy Area focuses on strengthening Enderby as a hub which meets the recreational and leisure needs of residents and tourists alike. Recreation is an important asset within the community as it provides an outlet for physical activity, social interaction and a draw for attracting new residents and tourists. The Strategy Area focuses on building recreation and leisure assets within the community, better utilizing existing recreational facilities, building mutually-beneficial partnerships between different recreational groups, and identifying opportunities for

integrating recreation into existing community programming and events. The following are prioritized solutions related to promoting Recreation & Leisure:

1. Focus on building upon current recreational facilities, programming, and opportunities within Enderby such as the Cliffs, the River, the Riverwalk, Hunters Range, etc.
2. Improve education and awareness of recreational users to help with compliance, improve the protection of the environment, and build trusting relationships.
3. Focus on walking, hiking, and biking trails to promote active transportation. Continued support from the Shuswap Trail Alliance and a destination trail network within Enderby & District (and the Knoll) are 2 key steps.

## ***8. Embracing Arts, Culture, Heritage and Beautification***

The Arts, Culture, Heritage & Beautification Strategy Area seeks to integrate Enderby's rich connection with arts, culture, heritage and history into all aspects of the community which will strengthen Enderby's identity and character while adding visual appeal to the built environment. Buildings, community infrastructure, the streetscape, and community events are all opportunities for integrating arts, culture, heritage and beautification. The Strategy Area also acknowledges the opportunity for Enderby's local talent in the form of musicians, painters, carvers, etc. to further arts, culture, heritage and beautification within the community. The following are prioritized solutions related to embracing Arts, Culture, Heritage and Beautification:

1. Focus clean up and beautification within the downtown core and at the entrances to the City, particularly during peak tourist season.
2. Provide well organized programs/events which are well managed, advertised, organized, and announced which will build a sense of community and provide a great venue for arts, culture and heritage to be showcased. Programs/events outside should extend beyond the sports realm and should target youth.



**Figure 7 - Workshop participants use a 'dotmocracy' approach to identify their highest priority Strategy Areas**

3. Explore Splat-sin history/culture (particularly with fish), logging, forestry, steamboat, paddlewheel, and Enderby's history as a brick town as parts of Enderby's history, heritage, or culture which we can be built upon and showcased.

## **9. Strengthening Tourism & Marketing**

The Tourism & Marketing Strategy Area focuses on strengthening tourism as a key secondary industry within the community. The Strategy Area aims to solidify Enderby as a popular tourism hub by identifying new tourism opportunities and building upon the many existing tourism opportunities available in and around the community. In order to bring tourism to its full potential, the community needs to bring in the businesses, amenities and accommodations necessary to support tourism and then market its pristine natural environment, the numerous outdoor recreational opportunities, and the countless other tourism opportunities within the area. The following are prioritized solutions related to strengthening Tourism & Marketing:

1. Develop a message which will make people want to stop and visit Enderby, and then market the message in strategic locations (information booths/kiosks around town, explore Enderby brochure). Use this message, along with the other unique aspects and characteristics of the community, to develop a brand for Enderby which can be marketed.
2. Market Enderby as the Green Capital of the Okanagan. Get businesses, residents, industry, Splat-sin, and the City's infrastructure all on board to promote this Green focus.
3. Build upon creative ideas which will draw different types of tourists and recreational users: bird sanctuary/bird bridge associated with river walk for bird watchers, culture brochures for cultural travelers, etc.

The 3 prioritized solutions within the 3 highest priority Strategy Areas represent a strategic approach to addressing the challenges faced by the community. The dozens of other solutions within each of the 9 Strategy Areas are also important in progressing the community to its desired future. For a complete list of all of the solutions within each of the 9 Strategy Areas, please refer to Appendix C.

## 5. Implementation, Integration, and Monitoring

Phase I focused on extensive public engagement which resulted in a road map for achieving the community's desired future. The community has identified Enderby's current reality with regards to sustainability (Appendix A), broad strategies or 'Strategy Areas' for addressing the challenges faced by the community, a desired future (Appendix B), and solutions for progressing the community towards its desired future (Appendix C).

Phase II will implement the outcomes of Phase I in the following manner:

### 1. Implementation

Phase I resulted in the identification of over 100 solutions to address the challenges faced by the community. Phase II will advance these solutions by assigning them to one of three relevant implementation processes.

### 2. Integration

Phase II will also involve integrating the outcomes of Phase I into the City of Enderby's policy and regulatory framework. The key task within this process is to align key policy and regulatory documents with the outcomes of Phase I of the ICSP; this will ensure that the principles of sustainability are not just reflected within the ICSP, but throughout the broader policy and regulatory framework.

### 3. Monitoring

Monitoring the community's progress towards a desired future is a crucial step in the ICSP process. Monitoring progress through the use of indicators will allow the community to:

- a) measure progress towards a desired future;
- b) gauge the success of implementation measures; and
- c) identify gaps, challenges, and opportunities in the implementation and integration process.



Figure 8 - Splatsin Chief Wayne Christian and City Councillor Beryl Ludwig sign a Memorandum of Understanding for the 'Splatsin-Enderby Joint Committee'.

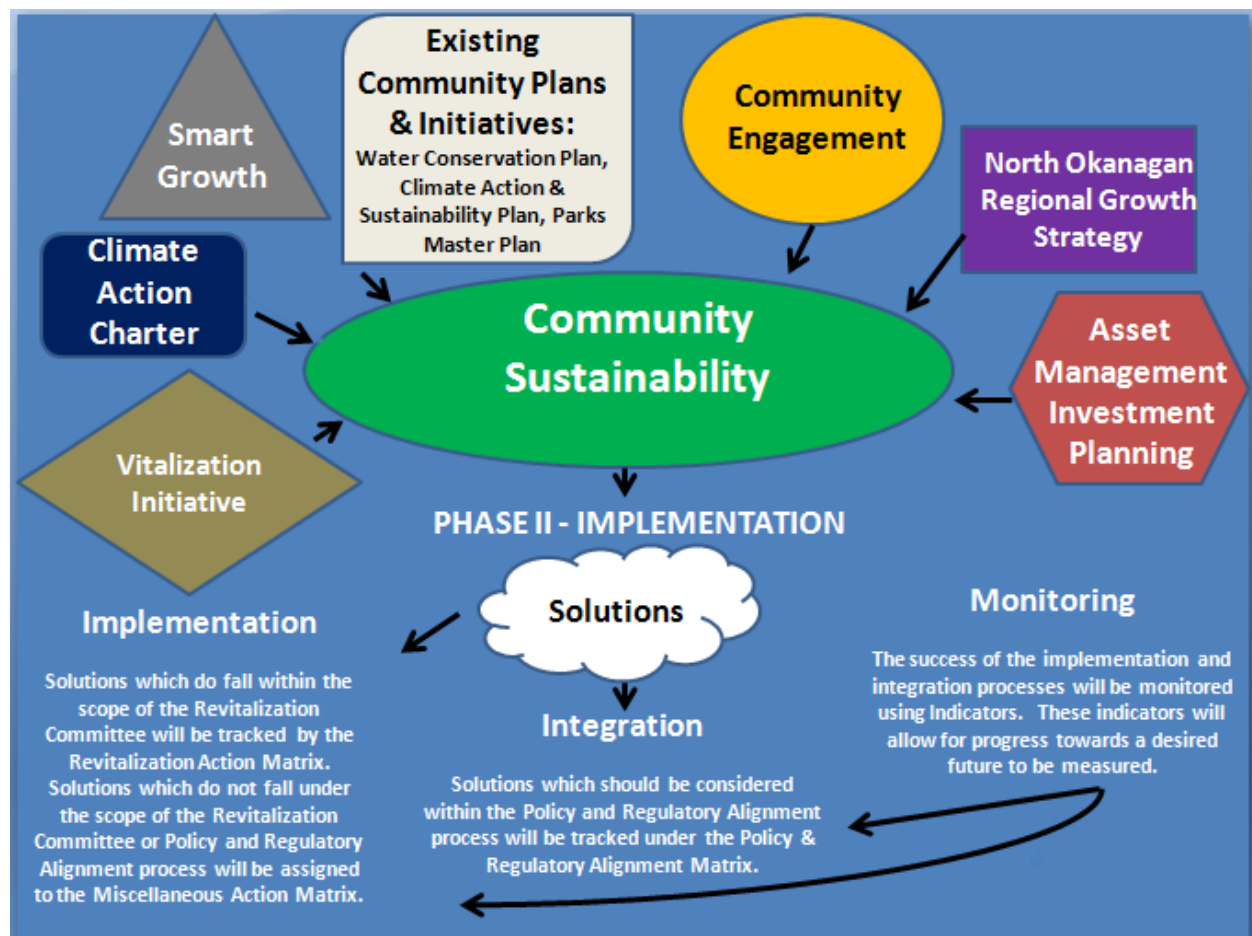
Successful implementation, integration and monitoring within Phase II will be achieved through the following tools:

1. Strategy Chart;
2. Revitalization Committee;
3. Policy & Regulatory Alignment;
4. Miscellaneous Action Matrix; and
5. Indicators

For a complete overview of implementation, integration, and monitoring please refer to the Phase II section of the ICSP.

Figure 9 below illustrates the relationship between the ICSP process, the existing commitments, and the future tasks.

**Figure 9.**





## ***Appendix A – Current Reality of Sustainability within Enderby***

### **Community & Individual Health**

#### **Issues, Challenges and Constraints**

- 1) High aging population within the community which will continue to grow which could result in access issues in the future, especially due to the lack of housing options for aging residents who wish to stay in town after moving from their larger residences.
- 2) Difficulty for particular groups of people to stay within Enderby, particularly seniors, due to the fact that their needs are not being met due to lack of year round recreation, doctors, health care, hospital, assisted living, etc.
- 3) There is a significant lack of assisted living facilities to support the community's aging population.
- 4) Attracting and retaining doctors is an issue within the community.
- 5) Hunger and poverty are issues within Enderby, particularly among seniors.
- 6) Need for more participation, programming and businesses for youth.
- 7) Young couples are family oriented and need a venue.
- 8) Young people leaving town to find work which will continue to be an issue until there is adequate employment for youth and young adults.
- 9) Lack of government agencies and social programs.
- 10) Enderby is perceived as an unsafe town due to issues such as traffic on Cliff Avenue, lack of lighting around town and on river walk, lack of business open in the evenings, a high traffic volume highway corridor and a lack of visible policing.
- 11) Within Enderby there is a need for more: i) camping opportunities and other affordable, short stay accommodations, ii) special needs housing & assisted living facilities, iii) housing that is both affordable and attainable while also being reasonable quality and attractive.



- 12) Lack of attainable housing within the community as large, single family homes dominate the market and there is a lack in variety of housing options.
- 13) Residential taxes are unaffordable for many.
- 14) Lack of good paying local jobs which results in minimum wage being very common in Enderby.
- 15) Garbage burning on the weekends is a health issue.
- 16) Noise pollution is a big problem in a community of such a small scale.
- 17) There are social issues related to substance abuse which in turn results in crime.
- 18) Health issues are exacerbated within a town of such a small, compact scale.
- 19) Lack of awareness and resources for addressing community and individual health through available, existing social programs.
- 20) Need more areas for people to come together to build a sense of community.
- 21) Venues should be developed to showcase local talent and help build a sense of community.
- 22) Lack of programming, and variety in programming, within schools due to high costs and lack of resources.
- 23) Need for an improved local food network which would have improved access to local food, more affordable local food products, higher food security, increased food supply and more food related programs to build upon.
- 24) Although community events are successful at bringing together the community, there needs to be more of them.
- 25) Lack of year round recreational facilities, such as a year round aquatic center.
- 26) The already strong partnership between the City and SplatSin could be further built upon and strengthened.

27) Enderby apathy and lack of community pride are issues which need to be addressed.

## **Assets and Opportunities**

- 1) Please refer to **Social Sustainability Inventory**. This is an inventory of all existing social programs, events and initiatives which work towards furthering community & individual health and well-being within the community.
- 2) Please refer to the **Sustainable Transportation Report** which includes an analysis of Enderby's current reality with relation to sustainable transportation. This analysis includes an inventory of current policy related to sustainable transportation, an overview of some of the challenges and shortcomings relative to sustainable transportation within the community, and a list of potential opportunities for furthering sustainable transportation within Enderby.
- 3) Enderby's approach to **Asset Management Investment Planning** looks to utilize infrastructure which is not only economically sustainable, but also achieves the community's social and environmental sustainability objectives (ex. Improved walkability and reducing storm water discharge into Shuswap River).
- 4) MV Beattie Elementary school is a first class facility that offers excellent educational and recreational opportunities for local youth.
- 5) Enderby's compact size and scale is very walkable which helps to promote active transportation and healthy, active lifestyle choices.
- 6) Enderby's issues surrounding lack of health practitioners, services and facilities are problematic; however, at this point the community is able to rely on the health practitioners, services, facilities and programs that are in close proximity in Vernon, Armstrong and Salmon Arm.
- 7) There is a centrally located ambulance service within the community.
- 8) Many of Enderby's health services and facilities (ambulance, seniors housing, Interior Health, senior's community garden, dentist and doctor's office, etc.) are in close proximity to one another which creates a 'one-stop-shop' area for seniors in the community.

- 9) Enderby's many amenities and assets provide opportunities to market the community as an attractive place for health practitioners to live.
- 10) When compared to the rest of the Okanagan, Enderby is generally an affordable community which is an important feature that needs to be better promoted.
- 11) Air quality in general is quite good and better than other communities within the Okanagan. This provides opportunities for attracting seniors and individuals with breathing problems or those wishing to live in a community with superior air quality.
- 12) Community events are successful at creating sense of community and there are many opportunities to build upon and strengthen the fantastic existing events within the community.
- 13) Enderby's small-town feel results in a close-knit community with a strong social fabric and sense of community.
- 14) Enderby's successful Cliff Avenue Farmers Market and the community's dedicated local food vendors provide opportunities for creating an amazing local food network in the future.
- 15) Many natural outdoor recreational opportunities which enable healthy, active lifestyles for residents of the community.
- 16) Enderby's Riverwalk is a popular trail which residents and tourists use for recreational purposes which in turn helps foster healthy, active lifestyle choices.

## **New Industry & Business**

### **Issues, Challenges and Constraints**

- 1) Lack of available, accessible, serviced industrial land and the existing industrial park has been underutilized.
- 2) Much of Enderby's supply of industrial land is located within a floodplain and riparian areas.
- 3) There is a need for more commercial land within the community to facilitate the setting up of new businesses.
- 4) The downtown core is beginning to de-generate.
- 5) Lack of clean, sustainable industry and jobs.
- 6) Enderby, like many communities throughout North America, has a very significant infrastructure deficit.
- 7) Taxes are not equitable. Ex. less attractive homes and landscaping pay lower taxes and more attractive buildings and landscaping pay higher taxes.
- 8) Legislative constraints on methods of taxation and incentives.
- 9) Need to focus first attracting people to Enderby and then business/industry will follow.
- 10) Lack of important amenities such as a year round swimming pool which would attract families to Enderby who would in turn provide manpower for industry.
- 11) Seniors are resistant to change.
- 12) Low economic development rate with relation to the rest of the Okanagan.
- 13) Many residents do not want Enderby to be a bedroom community and want a different identity.

- 14) Need for more economic alternatives, diversity and regional support.
- 15) Development process is being slowed down due to lack of political will as well as red tape and bureaucratic issues such as licensing, inspections, health codes, etc.
- 16) Lack of support for home-based business. Limitations: no employees, signage is limited, parking, etc.
- 17) Partnership between the City and Splat'sin should be built upon and strengthened and there needs to be an improved connection with the Band's economic development officer.
- 18) Lack of formal economic development provides for a lack of direction and focus.
- 19) There is a need for more busses going to Salmon Arm/Vernon to allow residents to get to their jobs and meet their other servicing needs such as health care.
- 20) Within Enderby there are access issues which may be a barrier for attracting industry, such as lack of highway access along Brickyard Road and the decommissioning of the CP Rail line.

## **Assets and Opportunities**

- 1) **The City of Enderby Official Community Plan** has the following relevant objectives related to economic development and New Industry & Business:
  - a. To maintain and protect a strong downtown commercial core that focuses on small local businesses offering unique services, and employment opportunities
  - b. Support developments that do not detrimentally affect the values of the area (economic values, environmental, social).
  - c. Support developments that capitalize on Enderby's uniqueness and promote its character. Ensure all new developments respect the City's history, character and environment.
  - d. Encourage projects and initiatives which promote small scale, local self-reliant economy which generates and maintains jobs and money within the community.
  - e. Support tourism and recreation opportunities that will contribute to the local economy.
  - f. Support innovative infill development.

- 2) Please refer to the Regional District of the North Okanagan's **Regional Industrial Growth Strategy** which focuses on analyzing the growth and diversification of needs and issues of the manufacturing sector in the North Okanagan.
- 3) Please refer to the **Community Tourism Reports** which were undertaken in order to identify ways in which the City of Enderby & Area F could strengthen their ability to attract and serve the merging tourism markets of:
  - a. Arts, Cultural and Heritage Tourism;
  - b. Environmental and Agricultural Tourism; and
  - c. Sports Tourism.
- 4) Please refer to the **City of Enderby Zoning Bylaw No. 966, 1987** which shows the supply of industrial zoned land within the community.
- 5) Enderby's underutilized industrial park could provide opportunities into the future as industrial land becomes more and more scarce.
- 6) Many opportunities for economic development related to tourism, culture, arts, and resource extraction.
- 7) Enderby provides desirable lifestyle opportunities for existing and future workers.
- 8) Enderby's affordability makes it attractive to new industry, business and residents.
- 9) The Explore Enderby brochure is an excellent information document which raises awareness and educates potential businesses considering locating to Enderby.
- 10) Enderby's Asset Management Investment Planning approach provides direction to the development of infrastructure which may be appealing to new industry and/or business.
- 11) International airport is only approximately 1 hour away.
- 12) Close proximity to urban hubs such as Vernon, Salmon Arm and Kelowna.
- 13) Enderby's commitment to community sustainability may work towards attracting clean, sustainable industries and businesses in the future.

- 14) There are many infill sites which would satisfy economic development and reduce the need for green field development.
- 15) Enderby is beginning to take a more pedestrian-oriented approach within the downtown which may be attractive to new businesses.
- 16) Community Futures program provides terrific opportunities and resources for people to start up new businesses within the community.

## **Downtown Resiliency**

### **Issues, Challenges and Constraints**

- 1) The downtown core needs to be revitalized.
- 2) Downtown buildings are not attractive and are driving away business/customers/tourists, therefore downtown should continue revitalization efforts.
- 3) Absentee property owners are letting the downtown get run down and are losing the connection between their buildings and attracting the public.
- 4) Need improved accommodation, public seating and washrooms to support businesses within the downtown.
- 5) Young couples are family oriented and need a venue; downtown has the potential to be this venue but currently is not, due to its lack of activity and entertainment.
- 6) There needs to be more community events occurring within the downtown.
- 7) Poor accessibility for shopping locally due to lack of supply and high prices of products which results in people leaving town for their shopping and service needs.
- 8) Lack of a local food network and accessibility to local food products.
- 9) It is neither comfortable nor easy for traffic to stop in Enderby to enjoy the amenities due to issues such as traffic congestion, post office being in the pharmacy, lack of washrooms, etc.
- 10) Noise pollution from the Highway is a concern.
- 11) Lack of diversity in the downtown businesses.
- 12) Enderby apathy in the downtown core.
- 13) There needs to be improved communication out to the public regarding events, programs and any other relevant special activities occurring within the downtown.



## Assets and Opportunities

- 1) The **City of Enderby Official Community Plan** has designated all commercial zoned properties within the City as a 'development permit area' with the following objective:
  - a. To regulate the form and character of commercial, industrial and/or multi-family residential development as is deemed necessary in the term of this Plan.
- 2) The **Enderby & District Vitalization Initiative** was created with the intention of vitalizing Enderby & District through several projects, all of which will/can have positive impacts to the downtown core. These projects include:
  - a. The Cliff Avenue Pedestrian Market;
  - b. Clean-up and beautification; and
  - c. A business case for an artist driven cooperative art gallery.
- 3) The City of Enderby, through collaboration with Community Futures, is promoting a **Commercial Façade Beautification Program** which will provide commercial businesses with a financial incentive to improve their facades.
- 4) Please refer to the **Enderby & District Recreation Guide 2012** which provides information regarding many of the recreational opportunities within Enderby & District.
- 5) Please refer to the **Exploring Enderby 2012 Visitors Guide** which provides information regarding many of the opportunities available within Enderby & District including events, activities, destinations, recreation, shopping, dining, entertainment and accommodation.
- 6) Terrific opportunities in the downtown to improve the uniqueness of both businesses and the built environment.
- 7) Enderby's rich and diverse history, heritage, and culture provide many opportunities to add to the downtown's character and identity.
- 8) Downtown Enderby's small scale provides opportunities for small improvements to have large impacts.
- 9) The successful Cliff Avenue Open Air Farmers Market provides opportunities to further events and programs within the downtown.

- 10) Large highway traffic volumes passing through the community provides opportunities for injecting a large volume of visitors into the downtown.
- 11) Lots of opportunities to increase art and culture within the downtown.
- 12) Enderby specific events which highlight what the community has to offer are terrific and should be built upon. Coordination between events and programs as well as cooperation among businesses for participating and building upon such community events and programs are key to making events within Enderby as successful as possible.

## **Existing Industry & Business**

### **Issues, Challenges and Constraints**

- 1) Aging demographic with a lack of young adults and young professionals.
- 2) Seniors moving away because their health needs aren't met.
- 3) Not enough programming/businesses and employment for youth.
- 4) Low income levels and lack of employment results in some residents not being able to cover cost of living.
- 5) Enderby, like many communities throughout North America, has a very significant infrastructure deficit.
- 6) High taxes, low income levels and lack of employment are forcing people out of town.
- 7) Lack of industrial anchors to provide jobs.
- 8) Losing trades people to Alberta and the oil sands due to the wage issues.
- 9) Although Enderby is the perfect bedroom community, being a bedroom community is not ideal for local business or the local economy.
- 10) It is neither comfortable nor easy for traffic to stop in Enderby to enjoy the amenities, services and products.
- 11) Lack of economic diversity.
- 12) Need for improved mutually beneficial partnerships among different community members, groups, associations, businesses, community leaders, local business/industry, the Splatsh Band, and the City of Enderby.
- 13) Tax issues include: lack of equitability in taxes, taxes are lumped together with utility bills, commercial vs. residential tax rates, anomaly between beautification and taxes,

small tax base which lacks commercial and industrial support, and high tax burden on residential sector.

- 14) Hard to shop local in Enderby due to the pricing model and the lack of a coordinated local food network which results in people doing their shopping out of town.
- 15) Absentee business property owners are letting the downtown get run down and are losing the connection between their buildings and attracting the public.
- 16) Need more accommodation to support tourism which in turn will support local businesses.
- 17) Lack of manpower and supply to sustain businesses in Enderby.
- 18) Need improved connection between the City and the Band's economic development initiatives.
- 19) Lack of support for home-based business. Limitations: no employees, signage is limited, parking, etc.

## **Assets and Opportunities**

- 1) **The City of Enderby Official Community Plan** has the following relevant objectives related to economic development and existing industry and business:
  - a. To maintain and protect a strong downtown commercial core that focuses on small local businesses offering unique services, and employment opportunities
  - b. Support developments that do not detrimentally affect the values of the area (economic values, environmental, social).
  - c. Support developments that capitalize on Enderby's uniqueness and promote its character. Ensure all new developments respect the City's history, character and environment.
  - d. Encourage projects and initiatives which promote small scale, local self-reliant economy which generates and maintains jobs and money within the community.
  - e. Support tourism and recreation opportunities that will contribute to the local economy.
  - f. Support innovative infill development.

- 2) Please refer to the Regional District of the North Okanagan's **Regional Industrial Growth Strategy** which focuses on analyzing the growth and diversification of needs and issues of the manufacturing sector in the North Okanagan.
- 3) Please refer to the **Community Tourism Reports** which were undertaken in order to identify ways in which the City of Enderby & Area F could strengthen their ability to attract and serve the merging tourism markets of:
  - a. Arts, Cultural and Heritage Tourism;
  - b. Environmental and Agricultural Tourism; and
  - c. Sports Tourism.
- 4) Please refer to the **City of Enderby Zoning Bylaw No. 966, 1987** which shows the supply of industrial zoned land within the community.
- 5) The **Enderby & District Vitalization Initiative** was created with the intention of vitalizing Enderby & District through several projects, all of which will/can have positive impacts for existing industry and business. These projects include:
  - a. The Cliff Avenue Pedestrian Market;
  - b. Clean-up and beautification; and
  - c. A business case for an artist driven cooperative art gallery.
- 6) The City of Enderby, through collaboration with Community Futures, is promoting a **Commercial Façade Beautification Program** which will provide commercial businesses with a financial incentive to improve their facades.
- 7) Please refer to the **Enderby & District Business Guide** which lists the wide range of businesses within the community.
- 8) Tourism provides great support for local businesses during the summer months.
- 9) Community Futures provides excellent programs and initiatives for existing businesses within the community.
- 10) Please refer to the **Exploring Enderby 2012 Visitors Guide** which provides information regarding many of the opportunities available within Enderby & District including events, activities, destinations, recreation, shopping, dining, entertainment and accommodation.

- 11) There are a number of restaurants offering varied cuisine which provide a draw to the community.
- 12) The beautiful natural surroundings and the downtown's close proximity to the Shuswap River provide opportunities for creating a beautiful, unique business community within the downtown.
- 13) The relatively high number of local food producers provides opportunities for shop local initiatives which support local businesses and the local economy.

## **The Natural Environment**

### **Issues, Challenges and Constraints**

1. Need to protect the clean water source and ensure healthy salmon stocks.
2. The Shuswap River is a major asset but has issues regarding safety, flooding, erosion from jet boats, siltation, garbage, pollution, difficulty in policing of the river due to size and lack of resources, volume of storm water discharge, and a lack of adequate infrastructure and other protective measures to limit impacts.
3. There is a general lack of cooperation and coordination among different recreational groups with regards to how to protect the environment which they depend on.
4. Education and awareness of the environment needs to be tailored towards the audience being targeted, particularly youth who are not taught enough about the environment. Strategies for raising environmental awareness may be vastly different for youth versus seniors.
5. Lack of information, education and awareness regarding:
  - green building and development choices;
  - the natural assets of the area and how development practices affect these assets;
  - how different recreational and tourism practices affect the Shuswap; and
  - the different sustainability measures currently being undertaken within the City.
6. Lack of information available for businesses regarding what they can do to reduce their greenhouse gas emissions and be more sustainable.
7. Lack of existing programs and partnerships for supporting local agriculture as well as a general lack of education, awareness and planning among farmers regarding the environmental impacts and consequences of their farming practices. This results in resistance from some farmers in changing their practices and/or mitigating the environmental impacts of their practices.
8. The use of Round-up, GMO's, pesticides, fertilizers and other products within the agricultural sector is a concern.
9. Although air quality in Enderby is better than most areas of the Okanagan, there is garbage burning on the weekends which is an issue due to lack of enforcement.

10. Lack of available programs for recycling.
11. Need more green energy and waste alternatives such as garbage cans and recycling bins downtown and along the river, along with a formal recycling program for commercial establishments.
12. Lack of existing policy and regulation which enables more progressive Smart Growth development.
13. Need to improve methods of maintaining residential properties.

## **Assets and Opportunities**

1. Please refer to the **Sustainable Transportation Report** which includes an analysis of Enderby's current reality with relation to sustainable transportation. This analysis includes an inventory of current policy related to sustainable transportation, an overview of challenges and shortcomings relative to sustainable transportation within the community, and a list of potential opportunities for furthering sustainable transportation within Enderby.
2. Please refer to the **Alternative Development Standards Report** which provides an overview of alternative standards for development which utilize Smart Growth principles and achieve multiple environmental, social and economic objectives.
3. Please refer to the **District Energy Report** which discusses the existing and future opportunities within the community related to district heating systems.
4. **The City of Enderby Official Community Plan** has the following relevant objectives related to land use and the natural environment:
  - a. To preserve, protect and enhance – to steward – a healthy and diverse natural environment through appropriate day-to-day decisions and policies.
  - b. To promote awareness, education and appreciation of the value of the natural environment.
  - c. To ensure that future development and redevelopment is in a form that respects and better the health and sustainability of the natural environment.
  - d. Reduce community-wide GHG emissions by 7% from 2007 levels by 2020 and by 13% by 2030.



5. **Water Conservation Plan**

- a. Update 2006 Water Study base data with 2006, 2007, 2008 flow data and updated population data based on 2006 Census.
- b. Set a water reduction target of 25% per capita from 231 m<sup>3</sup> to 175 m<sup>3</sup>.
- c. Completed community-wide water leak detection program.
- d. Completed Water Metering Study.
- e. Completed Phase I and Phase II of Towns for Tomorrow Water Metering Program which seen water meters installed on all residential, commercial and industrial buildings.
- f. Planned: Identify a water rate structure.

6. **Climate Action Charter**

- a. Agreement signed by the City of Enderby and the Province of British Columbia whereby the City of Enderby commits to becoming carbon neutral by 2012, measuring and reporting its community greenhouse gas emissions profile, and working towards becoming a more compact, energy efficient community.
- b. Led to greenhouse gas emission reduction targets of 7% from 2007 levels by 2020 and 13% reduction by 2030 (as outlined in the City of Enderby Official Community Plan).
- c. Led to the creation of the Enderby Climate Action and Sustainability Plan.

7. **Enderby Climate Action and Sustainability Plan**

- a. Planned: Develop a Community Leadership Group
- b. Planned: Develop a Community Energy and Emissions Plan
- c. Planned: Develop a Water Demand Management Strategy
- d. Planned: Develop a Liquid Waste Demand Management Strategy
- e. Planned: Develop a Sustainable Transportation Plan
- f. Planned: Develop a Fuel Management Strategy
- g. Planned: Develop a Solid Waste Management Strategy

8. The City of Enderby is being proactive through its **Asset Management Investment Planning** which aims to take a more economically sustainable approach to infrastructure development which reduces the community's infrastructure deficit while at the same time achieving social and environmental objectives.

9. Enderby has a pristine environment which needs to be protected, promoted and marketed.

10. Lots of unique qualities from an environmental perspective including a clean, healthy water way which supports large population of salmon, intact Cottonwood stands, extensive supply and array of wildlife, and the Enderby Cliffs.

11. The Shuswap River is a centrally located natural feature which offers many opportunities to build upon including tourism, recreation, and energy production.
12. Enderby's small compact scale promotes and enables **Smart Growth** development.
13. **Enderby's Asset Management Investment Planning** allows for the benefits of alternative, sustainable approaches to development to be quantified (reduction in infrastructure deficit).
14. **Water Conservation Program** has worked towards improving education and awareness while promoting conservation through water metering.
15. The district energy initiative by Fink Machine is a tremendous asset and opportunity which the City should take advantage of through educating the public on the great environmental initiatives such as this one which are currently ongoing within Enderby.
16. Fink Machine has a lot of experience with European approaches to bio-energy and this experience can be a useful asset to the City of Enderby in the production of sustainable energy.
17. Enderby is building a reputation as a leader in sustainable energy production with Fink Machines district heating system, the City of Enderby's district heating system at the public work yards, and local geothermal heating business, Okanagan Geothermal.
18. The City of Enderby's approach to Asset Management Investment Planning is looking to integrate all three pillars of sustainability to develop infrastructure which is environmentally, socially and economically sustainable.

## **Transportation & Infrastructure**

### **Issues, Challenges and Constraints**

1. Large amounts of storm water entering the river due to conventional approach to storm water management.
2. Capacity within existing storm water infrastructure is limited which results in flooding issues.
3. Enderby, like many communities throughout North America, has a very significant infrastructure deficit.
4. Lack of funds for improved streetscape design, aesthetics and lighting.
5. Need for an increase in sustainable, active transportation infrastructure such as paths, trails, and bike lanes.
6. Enderby has the following issues related to Highway 97A which is runs through the community:
  - Enderby has no jurisdiction over the highway which is such a key aspect of the community;
  - There is a need for more control over highway design, layout and construction which will allow the City to better promote safety along the highway corridor
  - There is a lack of space for improving highway infrastructure.
7. It is not comfortable or easy for people to stop in Enderby due to the traffic.
8. Lack of safety for biking and other non-vehicular modes of transportation along roadways, especially the highway.
9. Lack of regional public transit stops, shelters, and routes, especially to Salmon Arm.
10. Lack of commitment to green alternatives among home buyers/owners, developers, and builders.
11. Lack of employment opportunities within the community results in a large proportion of Enderby's population commuting to jobs in other communities.

12. Lack of alternative educational programs and post-secondary educational/training opportunities results in a large portion of the population commuting outside of the community for their educational/training needs.
13. Enderby has no jurisdiction over the CP Rail line running through the community.
14. Lack of available taxi service.
15. Climate provides a barrier to active transportation in the winter months.
16. Lack of signage along trails.

## **Assets and Opportunities**

1. Please refer to the **Sustainable Transportation Report** which includes an analysis of Enderby's current reality with relation to sustainable transportation. This analysis includes an inventory of current policy related to sustainable transportation, an overview of challenges and shortcomings relative to sustainable transportation within the community, and a list of potential opportunities for furthering sustainable transportation within Enderby.
2. Please refer to the **Alternative Development Standards Report** which provides an overview of alternative standards for development which utilize Smart Growth principles and achieve multiple environmental, social and economic objectives.
3. **Water Conservation Plan**
  - a. Update 2006 Water Study base data with 2006, 2007, 2008 flow data and updated population data based on 2006 Census.
  - b. Set a water reduction target of 25% per capita from 231 m<sup>3</sup> to 175 m<sup>3</sup>.
  - c. Completed community-wide water leak detection program.
  - d. Completed Water Metering Study.
  - e. Completed Phase I and Phase II of Towns for Tomorrow Water Metering Program which seen water meters installed on all residential, commercial and industrial buildings.
  - f. Planned: Identify a water rate structure.

#### 4. Climate Action Charter

- a. Agreement signed by the City of Enderby and the Province of British Columbia whereby the City of Enderby commits to becoming carbon neutral by 2012, measuring and reporting its community greenhouse gas emissions profile, and working towards becoming a more compact, energy efficient community.
- b. Led to greenhouse gas emission reduction targets of 7% from 2007 levels by 2020 and 13% reduction by 2030 (as outlined in the City of Enderby Official Community Plan).
- c. Led to the creation of the Enderby Climate Action and Sustainability Plan.

#### 5. Enderby Climate Action and Sustainability Plan

- a. Planned: Develop a Sustainable Transportation Plan
- b. Planned: Develop a Fuel Management Strategy

#### 6. The City of Enderby Official Community Plan has the following relevant objectives related to transportation and infrastructure:

- a. To provide a safe, efficient and adequate network of highways, major roads and roads within and through the City and adjacent areas in order to meet the current and future transportation needs.
- b. To support the establishment of alternative modes of transportation through the provision of linear parks and trails, 'Greenways', walkways, bikeways and public transit facilities.
- c. The design and construction of new portions or upgrades to the storm water drainage system may include mitigative measures to minimize the impact of pollutants in receiving waters in accord with the Ministry of Environment, Lands and Parks "Urban Runoff Quality Control Guidelines for British Columbia".

#### 7. Please refer to the **Enderby & Area 'F' Services Parks Master Plan** which is a comprehensive parks and recreation planning tool which looks to create an efficient, desirable parks and trail system to fulfill the recreational needs of the community. The Parks Master Plan contains a list of park system priorities along with a set of short, medium and long-term recommendations for park additions, improvements and maintenance.

#### 8. The City of Enderby is being proactive through its **Asset Management Investment Planning** which aims to take a more economically sustainable approach to infrastructure development which reduces the community's infrastructure deficit while at the same time achieving social and environmental objectives.

#### 9. International airport is only approximately one hour away.

10. Close proximity to neighbouring communities including Armstrong, Vernon and Salmon Arm.
11. The Shuswap Trail Alliance is a valuable resource that can be utilized by the City of Enderby.
12. Enderby is compact in nature which promotes active transportation.
13. The unused CP Railway line provides potential opportunities for regional active transportation linkages.
14. Enderby's topography, scale and climate make it a relatively walkable community all-year round.
15. Enderby's Riverwalk is a popular trail which provides many opportunities for linking neighbourhoods and outlying areas to the downtown core.
16. Lots of opportunities for creating a fully connected pedestrian path/trail system throughout the community due to the compact nature of Enderby and the proposed trails which would link the Knoll and western neighbourhoods to the downtown core.

## **Recreation & Leisure**

### **Issues, Challenges and Constraints**

1. Poor public perception from locals regarding recreational users and tourists.
2. Lack of coordination, cooperation, information sharing and relationships between different recreational users and groups.
3. Need for year round recreational opportunities, particularly for youth.
4. Limited resources for expanding recreation within the community.
5. There is demand for a recreation center/community center/aquatic center.
6. Effective management of recreational programs is vital.
7. Lack of programming outside of the sports realm.
8. Need for a centralized source of information regarding recreational opportunities.  
Enderby's recreation guide is useful but needs to be better promoted and distributed.
9. CP Rail line provides potential opportunities for recreational use.
10. Trails are an under-utilized recreational opportunity within Enderby.
11. There is a need for more camping opportunities/accommodation which would promote recreation and tourism within Enderby.
12. Need more safe launching sites along the river as well as a public wharf.
13. Limited mapping, guides, or information for recreational areas which also happen to be important/sensitive ecological areas, such as Hunter's Range.
14. Lack of resources and facilities to support recreation, particularly for year round opportunities.

## Assets and Opportunities

1. Please refer to the **Enderby & Area 'F' Services Parks Master Plan** which is a comprehensive parks and recreation planning tool which looks to create an efficient, desirable parks and trail system to fulfill the recreational needs of the community. The Parks Master Plan contains a list of park system priorities along with a set of short, medium and long-term recommendations for park additions, improvements and maintenance.
2. Please refer to the **Community Tourism Reports** which were undertaken in order to identify ways in which the City of Enderby & Area F could strengthen their ability to attract and serve the merging tourism markets of:
  - a. Arts, Cultural and Heritage Tourism;
  - b. Environmental and Agricultural Tourism; and
  - c. Sports Tourism.
3. Please refer to the **Enderby & District Recreation Guide 2012** which provides information regarding the many recreational opportunities within Enderby & District.
4. Please refer to the **Exploring Enderby 2012 Visitors Guide** which provides information regarding many of the opportunities available within Enderby & District including events, activities, destinations, recreation, shopping, dining, entertainment and accommodation.
5. Camping is up 41% and Enderby as a camping destination needs to take advantage of this and increase the number of camping sites within Enderby and area which will:
  - a. Keep tourists near the community, and
  - b. Promote recreation and green tourism within Enderby.
6. The Chamber of Commerce employs a full-time recreation coordinator position.
7. Enderby, for a community of its scale, has a relatively large supply of popular recreational options for residents.
8. Many opportunities to incorporate recreation into existing events or programming.
9. Many opportunities for sharing facilities for recreational purposes, such as the new gymnasium, basketball courts, and skating rink at M.V. Beattie Elementary school.
10. Enderby's pristine natural environment provides a wide variety of opportunities for outdoor recreation.



11. The Parks Master Plan provides a good inventory of existing and proposed trails throughout the community.
12. The Shuswap Trail Alliance is a valuable asset which the community can utilize to further recreation within Enderby.
13. Many natural assets in the area including a provincial park, numerous lakes, and the Shuswap River.

## **Arts, Culture, Heritage & Beautification**

### **Issues, Challenges and Constraints**

1. Lack of resources to promote local art, culture, and heritage.
2. Lack of funding from senior levels of government to promote arts, culture, heritage and beautification.
3. Need for more venues to showcase and promote local talent.
4. There is a want for a local cooperative art gallery.
5. Need to build upon more art, cultural and alternative programs for children while at the same time building upon such programs that are already offered.
6. Partnership between the City and Splatsin should be built upon and further strengthened.
7. Need for more youth participation within the community.
8. Need to improve the arts, culture, and heritage focus which will highlight what Enderby as a community has to offer.
9. Enderby could benefit from a focused local identity or theme which builds upon local art, culture, and heritage.
10. Lack of a shared vision.
11. Enderby's connection with its heritage and its supply of heritage buildings need to be better promoted and showcased.
12. First appearances for those driving through Enderby need to be improved through the beautification of entrances to Enderby, as well as the facades of buildings which are located along the Highway and within the downtown. This will work towards Enderby losing its perception as an 'unattractive city.'

13. Burned buildings which can't be addressed as quickly as desired due to legal property processes.
14. Lack of commitment to beautification improvements on the part of business owners.

## Assets and Opportunities

1. Please refer to the **Community Tourism Reports** which were undertaken in order to identify ways in which the City of Enderby & Area F could strengthen their ability to attract and serve the merging tourism markets of:
  - a. Arts, Cultural and Heritage Tourism;
  - b. Environmental and Agricultural Tourism; and
  - c. Sports Tourism.
2. The **Enderby & District Vitalization Initiative** was created with the intention of vitalizing Enderby & District through several projects, all of which will/can have positive impacts regarding Arts, Culture, Heritage and Beautification. These projects include:
  - a. The Cliff Avenue Pedestrian Market;
  - b. Clean-up and beautification; and
  - c. A business case for an artist driven cooperative art gallery.
1. The City of Enderby, through a collaboration with Community Futures, is promoting a **Commercial Façade Beautification Program** which will provide commercial businesses with a financial incentive to improve their facades.
2. The **City of Enderby Official Community Plan** has designated all commercial zoned properties within the City as a 'development permit area' with the following objective:
  - a. To regulate the form and character of commercial, industrial and/or multi-family residential development as is deemed necessary in the term of this Plan.
3. The **City of Enderby Official Community Plan Schedule "D"** is a set of **Residential Building Design Guidelines** while delineate the aspects that contribute to Enderby's heritage as expressed through design and infrastructure.
4. Please refer to the **Enderby Heritage Walking Tour Pamphlet** which provides a walking route throughout the community which showcases Enderby's numerous heritage buildings.
5. Lots of local talent in the form of musicians, artists, painters, carvers, etc.

- 6.** There are opportunities for incorporating art, culture, heritage and history into new and existing events such as the very popular Cliff Avenue Open Air Farmers Market.
- 7.** Enderby's "small town" character provides a supportive and inspirational environment to artists of all backgrounds.
- 8.** Downtown could be the perfect venue to showcase and promote art, culture, heritage, beautification and talent if it had the amenities such as seating and public washrooms.
- 9.** There is a strong artist population within the community which is encouraging an improved arts, culture and heritage scene within the community.
- 10.** There are many opportunities for incorporating art, culture, heritage and beautification within the community such as within facades/buildings within the downtown, the highway corridor or the streetscape within neighbourhoods.
- 11.** Enderby's small scale allows for minor improvements to have a large impact.
- 12.** The Enderby Cliffs, the Shuswap River, the City's history/heritage/culture, the Splatina's history/heritage/culture, fish, wildlife, and the Cliff Avenue Pedestrian only concept are all aspects of Enderby that are unique and can be built upon.
- 13.** The City of Enderby has a strong commitment to preserving heritage buildings.
- 14.** There are a significant number and variety of heritage buildings throughout the community.
- 15.** Enderby's many opportunities related to arts, culture, heritage and beautification open up opportunities for attracting new types of tourists to the community.
- 16.** There are several popular murals throughout the community which showcase Enderby's history and heritage.

## **Tourism & Marketing**

### **Issues, Challenges and Constraints**

- 1) Poor public perception regarding tourists Ex. they are polluters, weekend warriors, etc.
- 2) Need for more mutually-beneficial partnerships between the City of Enderby, Splatsin and different community groups which in turn will open up new doors for tourism opportunities within the community.
- 3) Tourism can't be the solution to Enderby's economic issues but with a more focused tourism orientation, tourism can be as strong, supporting secondary industry.
- 4) Many great opportunities for Enderby to market its wide range of dining opportunities.
- 5) Scarce resources for marketing, branding, imagery and Enderby specific events within the community.
- 6) Need to identify a common theme or focus within Enderby to promote and market. Need to market or focus on the best aspects of Enderby and once this theme or focus is identified, it should be promoted by the City, businesses, community leaders, organizations, associations, sports/recreational groups, and residents.
- 7) Pricing model is a barrier to tourism.
- 8) The supply (businesses, tours, information, etc.) within the downtown is not enough to stimulate the demand for tourism.
- 9) Need for increased accommodation to support tourism.
- 10) Need for more cohesiveness among recreational groups, businesses and all other tourism related parties which will result in the community having a more direct, cohesive approach to fostering tourism within Enderby.
- 11) There is a need for more comprehensive, coordinated information on what Enderby has to offer with relation to tourism opportunities.

## Assets and Opportunities

- 1) Please refer to the **Community Tourism Reports** which were undertaken in order to identify ways in which the City of Enderby & Area F could strengthen their ability to attract and serve the merging tourism markets of:
  - a. Arts, Cultural and Heritage Tourism;
  - b. Environmental and Agricultural Tourism; and
  - c. Sports Tourism.
- 2) The **Explore Enderby Twitter Project** is attempting to build the use of social media as a marketing tool within the community by introducing residents of Enderby to Twitter, and then having them 'tweet' about their experiences within the community.
- 3) Please refer to the **Enderby & District Recreation Guide 2012** which provides information regarding the many recreational opportunities within Enderby & District.
- 4) Please refer to the **Exploring Enderby 2012 Visitors Guide** which provides information regarding many of the opportunities available within Enderby & District including events, activities, destinations, recreation, shopping, dining, entertainment and accommodation.
- 5) The Chamber of Commerce's close relationship with tourism results in the Chamber having their pulse on the local tourism scene within Enderby.
- 6) Camping is up 41% and Enderby as a camping destination needs to take advantage of this and increase the number of camping sites within Enderby and area which will:
  - i) Keep tourists near the community, and
  - ii) Promote recreation and green tourism within Enderby.
- 7) Many great aspects of Enderby which can be marketed as a theme including its history, heritage, culture and connection to the arts.
- 8) Splatsin's history, culture, and heritage can be integrated with that of the City of Enderby's which opens up opportunities for joint marketing within the two communities.

- 9) Enderby's beautiful, pristine environment and numerous natural assets provide many opportunities related to adventure and eco-tourism.
- 10) Enderby's approach to sustainability is opening up opportunities related to marketing itself as a green community within a green niche market.
- 11) Enderby's pristine natural environment, its numerous natural assets and its commitment to community sustainability may result in attracting a new demographic of 'environmental tourists'.
- 12) Splatsin's traditional knowledge and connection with nature provides terrific opportunities for marketing tourism related traditional healing, wildlife viewing, guided tours, etc.
- 13) The Shuswap Trail Alliance offers valuable opportunities for creating a destination trail network which would attract adventure tourists.

## ***Appendix B: Desired Future***

### **Community and Individual Health**

- 1) Enderby's seniors population is supported by a range of health services and facilities, housing options, transportation options, accessibility options and amenities tailored to particular needs.
- 2) Enderby retains an adequate supply of health practitioners who further the health and well-being of Enderby residents.
- 3) Enderby provides an array of social programs, resources and support to people living with illness, disability, hunger, poverty or addictions.
- 4) Youth are active and engaged within the community due to the range of businesses, programs, events and activities tailored towards their particular wants and needs.
- 5) Safety is fostered through a trusting and collaborative relationship between the City of Enderby and the RCMP, community policing initiatives, and a proactive approach to planning and designing Enderby as a healthy, safe community.
- 6) There is an adequate supply of quality affordable, attainable and special needs housing which meets the needs of all residents of the community, regardless of age, mobility, background or socio-economic status.
- 7) Enderby is rich in unique community events and programs which bring together residents and build a sense of community.
- 8) The water, air and surrounding natural environment is clean and healthy.
- 9) Healthy, active lifestyle choices are enabled within the community through a large supply and variety of recreational opportunities for residents, along with the facilities, infrastructure, and management necessary to make them as successful and accessible as possible.
- 10) Enderby boasts a diversity of quality educational opportunities and programming which suit the needs of residents.
- 11) Local food is accessible through an effective and efficient local food network which results in a healthy supply of local food products, a high degree of food security, and an array of food related education and programming opportunities.
- 12) Healthy, active lifestyle choices are enabled and promoted within the community through a built environment which is tailored towards the needs of the pedestrian, along with a safe, convenient multi-use path/trail system connecting the community.
- 13) Public transit is a safe, convenient and affordable transportation alternative which provides residents with local and regional connectivity.



## New Industry & Business

- 1) Enderby has preserved, utilized and expanded its industrial land to attract industry which is clean, low-impact, sustainable and provides jobs for residents.
- 2) The City of Enderby and the Splatshin Band build a successful, mutually-beneficial partnership which promotes economic development within both communities.
- 3) Enderby's economy is diversified, resilient, adaptable, and regionally supported which makes it an appealing location for new industry, new business and a skilled workforce.
- 4) Enderby's local economy is robust and diverse with a broad range of jobs enable all residents to work, live and play within the community.
- 5) Enderby is committed to attracting industry and business which strengthens its social fabric by offering a safe work environment, good wages, and learning opportunities for employees.
- 6) The healthy supply of industry and business within the community provides a broad tax base.
- 7) The community is attractive to new industry and business due to Enderby's progressive bylaws which streamline the development process while enabling and promoting innovation and home-based businesses.
- 8) The community has a strong identity and brand which attracts new industry and business.
- 9) Enderby's affordability makes the community an attractive location for economic development.
- 10) The City of Enderby has strong partnerships with the region and its member municipalities which allows the community to participate in a regional approach to economic development.

## Downtown Resiliency

- 1) Buildings, facades and the streetscape within the downtown all contribute and reflect the community's collective vision for a beautiful, vibrant downtown.
- 2) The downtown is a space that reflects Enderby and Splatsin's histories, heritages and cultures.
- 3) The downtown is a venue where local art is creatively showcased and promoted which further adds to Enderby's character and identity.
- 4) The downtown is designed and promoted as a pedestrian-oriented environment which provides an array of amenities which makes the downtown a comfortable, convenient, safe and desirable space for pedestrians.
- 5) The downtown is home to many community events, programming and recreational opportunities which adds vitality to the downtown and makes it an entertaining community gathering space for residents of all ages.
- 6) The downtown has a healthy supply of businesses which meet the needs of Enderby residents and tourists alike.
- 7) Residential use is promoted within the downtown which strengthens the downtown core as a mixed use area with a residential population that supports downtown businesses.
- 8) The downtown is a comfortable, peaceful community gathering space which promotes social interaction, fosters a strong social fabric, and contributes to a strong sense of community.
- 9) Enderby's unique character and identity is reflected within businesses and the built environment which draws people from the highway corridor into the downtown.
- 10) Signage along the highway corridor and directly within the downtown brings awareness to all the amazing things offered within the core of the community.
- 11) Access to downtown Enderby makes it convenient and comfortable for pedestrians, cyclists and motorists to enjoy the many assets within the downtown core.
- 12) Mutually beneficial partnerships amongst downtown businesses allow for joint initiatives and endeavours which contribute to the success of downtown.
- 13) Sustainable transportation is enabled within the downtown through public transit stops located within the core and a pedestrian path network which links the downtown to the rest of the community.

## Existing Industry and Business

- 1) The business community is fully engaged and rich in partnerships which enable businesses to work together for mutual benefit.
- 2) Business owners are fully committed to furthering Enderby's identity and reflecting the community's collective vision of a desirable future Enderby within their buildings and facades.
- 3) Enderby's workforce supply meets all the demands of the local economy which enables local industry and business to prosper while allowing Enderby residents to live, work and play within the community.
- 4) Enderby's diverse local economy enables residents to shop locally by providing all the products and services necessary to meet their needs.
- 5) Enderby has a high rate of employment and offers good wages which results in a high quality of life for residents.
- 6) Industrial and business anchors throughout the community provide a large number of jobs for residents and stability for the local economy.
- 7) Community gathering spaces within commercial nodes, such as the downtown, attract people to congregate in commercial areas.
- 8) The community's large supply of local products and competitive pricing enables residents to conveniently and affordably shop locally.
- 9) Businesses throughout the community, particularly in the downtown, reflect the community's history, heritage, culture and beauty.
- 10) Enderby embraces unique and alternative industry and business including clean industry/technology, home-based businesses and entrepreneurial endeavours.
- 11) Signage, messaging, marketing and branding are coordinated within the business community to foster awareness of the community's terrific assets.
- 12) The local economy is resilient and strengthened through open-communication, collaboration and a strong partnership between the City of Enderby, the Regional District of the North Okanagan, the Spltasin Band, industry and business, and non-profit organizations.
- 13) Agriculture practices are promoted through shop local and food security initiatives.

## The Natural Environment

- 1) Water is recognized as Enderby's most valuable resource and significant measures and efforts are taken to preserve the quality and quantity of Enderby's freshwater supply through education and awareness, alternative standards, and best management practices towards water conservation at the building, site and neighbourhood levels.
- 2) Environmental stewardship is introduced and promoted to Enderby youth at a young age which in turn will help to ensure that future generations will continue to value and preserve the natural environment on which we depend.
- 3) Enderby is a leader in clean, renewable Energy production and utilizes renewable sources of energy such as solar, water, wind and biomass to reduce the community's carbon footprint.
- 4) The community is aware and educated on the causes and effects of climate change and therefore undertakes significant steps to reduce the community's carbon footprint and avoid the burning of fossil fuels.
- 5) Development is managed and guided to protect environmentally sensitive areas, minimize greenfield development, reduce energy use and emissions, and be adaptable to the effects of climate change.
- 6) Alternative development standards allow for the installation of infrastructure which is environmentally and socially conscious while at the same time cost effective for homeowners, developers and the City of Enderby.
- 7) Development within Enderby uses Smart Growth principles which result in neighbourhoods that are relatively denser, mix land uses, have a range of housing types and sizes, and are linked throughout the community by pedestrian, cycling and transit routes which promote Enderby as a complete, compact and walkable community.
- 8) Enderby's downtown and neighbourhoods are pedestrian-oriented environments which are complimented by public gathering spaces, beautiful buildings, and safe, convenient streetscapes which promote social interaction and a strong sense of community.
- 9) Education, awareness and programs related to recycling and proper waste disposal has fostered a culture of 'reduce, reuse and recycle' amongst residents, businesses, industry, community groups, visitors and the City of Enderby.
- 10) As one of the most important social and environmental features within the community, the Shuswap River is protected through significant measures and efforts which aim to protect the water quality, reduce pollution and discharge into the River, reduce erosion, mitigate flooding impacts, protect the salmon stock and reduce conflict amongst different river users.
- 11) Enderby's pristine environment and superior air quality is valued, promoted and preserved which supports Enderby as a peaceful, clean, and beautiful natural setting.

- 12) Green space and open natural areas are valued and preserved within the community through standards which promote higher density, clustered development and green space preservation.
- 13) Sustainable agricultural practices which preserve the environment are promoted and ensured through regulation, zoning, and education and awareness.

## Transportation and Infrastructure

- 1) Sustainable transportation infrastructure such as pedestrian paths, bicycle lanes and multi-use trail systems are integrated and interconnected throughout the community to enable safe, convenient, active transportation options for Enderby residents.
- 2) Enderby is a walkable, pedestrian-oriented community which boasts a built environment which is designed to promote social interaction as well as provide ease of access and movement for pedestrians of all ages and mobility.
- 3) An efficient public transit service is a popular, sustainable mode of transportation which allows residents and visitors to conveniently and affordably travel both locally and regionally.
- 4) Enderby utilizes alternative development standards which enable and promote sustainable infrastructure development which furthers environmental protection, strengthens the social fabric of the community and provides cost savings that are realized by developers, the City of Enderby and its residents.
- 5) Alternative and best management approaches to storm water collection and discharge allow for increased water infiltration and a decrease in the amount of runoff which reaches the Shuswap River.
- 6) Asset Management Investment Planning provides direction and guidance to ensure that municipal infrastructure is economically sustainable and addresses Enderby's infrastructure deficit.
- 7) Community gathering spaces are a key element of Enderby's neighbourhoods and downtown and they provide desirable, unique spaces around which a sense of community may be built.
- 8) The community's streetscape and infrastructure are beautified and showcase the community's history, heritage, culture and values.
- 9) The highway corridor is utilized as an excellent opportunity to showcase Enderby as a unique community while providing easy access for travellers to enter the downtown core and enjoy the many wonderful assets that are offered.
- 10) Enderby's urban design is aesthetically pleasing and unique while reducing conflict between pedestrians, cyclists and motorists.
- 11) Well designed and maintained trail networks provide local and regional connectivity while offering terrific opportunities for recreation, tourism and social interaction.

## Recreation & Leisure

- 1) The community is rich in recreational opportunities, programming and events which promote social interaction, foster healthy, active lifestyles, and promote Enderby as a strong tourist destination.
- 2) The recreational needs of residents and tourists are met during all months of the year through a variety of year-round recreational opportunities.
- 3) A system of multi-use trails are interconnected throughout the community and region which provides numerous recreational opportunities.
- 4) Enderby's many outdoor recreational opportunities including the Shuswap River, the Enderby Cliffs, Hunters Range and the River Walk are jointly promoted to further Enderby's identity as an outdoor recreational paradise.
- 5) Conflict amongst recreational users, tourists and residents is avoided through education and awareness.
- 6) The many successful, mutually-beneficial partnerships between different recreational users and groups provide opportunities for expanding and strengthening recreation.
- 7) Enderby's pristine, natural environment boasts a regional trail network which makes the community a popular destination for adventure tourism.
- 8) Many of the recreational programs and events are tailored to the particular wants and needs of local youth which provide them with entertainment, engagement and community pride.
- 9) Recreational programming offers alternatives outside of the sports realm which provides recreational opportunities for all residents.
- 10) Enderby's recreational programs are successful and popular due to effective management, organization and promotion while also being integrated with different programs and events occurring throughout the community.
- 11) There is sufficient accommodation within the community to meet the needs of visitors and tourists who come to Enderby to enjoy the recreational opportunities that the community has to offer.

## Arts, Culture, Heritage & Beautification

- 1) Focal points within Enderby, such as the entrances to town, the highway corridor, and the downtown, are areas of beauty.
- 2) Enderby's wealth of local talented artists such as painters, musicians, and carvers are supported and showcased through community venues, programs, events and initiatives.
- 3) A collective community vision of Enderby which integrates the community's history, heritage, cultures, and values is embraced and reflected throughout the community.
- 4) The business community embraces beautification within their buildings and facades which work towards furthering Enderby's identity, character, and the community's collective vision for a desirable Enderby.
- 5) The histories and cultures of the City of Enderby and the Splatsin Band are integrated and jointly promoted throughout the community.
- 6) Alternative programming related to arts and culture is embraced and promoted throughout Enderby which adds to the already healthy supply of local artistic talent.
- 7) Arts, culture, heritage and beautification is strengthened within the community through the many strong partnerships which include the Arts Council, local artistic talent, the Chamber of Commerce, the City of Enderby, and the Splatsin.
- 8) Travelers passing through Enderby are drawn to the community through its beautification efforts, character, identity and sense of place.
- 9) Youth are consistently and meaningfully engaged in both identifying and furthering Enderby's collective community vision.



## Tourism & Marketing

- 1) Through community input and feedback, a community-wide message has been developed and promoted throughout the community which encompasses what Enderby has to offer, why it is unique and what its resident's values are.
- 2) The community utilizes branding, messaging, advertising, and signage to raise awareness and educate potential visitors about the many assets the community has to offer.
- 3) Enderby utilizes its pristine, natural environment to offer adventure tourism, eco-tourism and recreational opportunities which are marketed and make Enderby an attractive and popular destination for outdoor enthusiasts.
- 4) The community's commitment to achieving community sustainability has given Enderby a green brand.
- 5) The community integrates its many assets with creative ideas to make Enderby an appealing destination for a broad range of visitors and tourists.
- 6) Enderby has an appropriate supply of accommodation which throughout the year meets the needs of the tourist population within the community.
- 7) Many different mediums, including social media, are used to market the community and all the wonderful things it has to offer residents and visitors.
- 8) Education is used to encourage visitors and tourists to respect Enderby and its surrounding natural areas.
- 9) A strong, mutually-beneficial partnership between the City of Enderby and the Splatshin Band has provided new opportunities for tourism development and joint marketing of both communities.
- 10) A healthy supply of businesses within the downtown core provides added support to Enderby's already flourishing tourism industry.

## Appendix C – Solutions



= Priority Solution (as identified by the community at Our Enderby Visioning Workshop)

COMMUNITY & INDIVIDUAL HEALTH SOLUTIONS							
DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
1	Increase safety within Enderby through better transportation networks, increased lighting, improved and more visible policing, increased pedestrian activity at night, neighbourhood watches, emergency telephones, etc.	0	+3	+1	+3	+2	+1
2	Develop alternative types of special needs housing such as intermediate care living which is a step up from assisted living, or a hospice.	0	+3	+3	+3	+1	+1
3 *Priority	Provide a draw to attract seniors to the community such as affordable housing, more doctors, accessible buildings, a hospital, health care, assisted living etc., which would also support the seniors population currently in Enderby.	0	+3	+2	+3	+1	+1
4 *Priority	Explore how to attract investment for affordable, appealing, and attainable housing, possibly through grant funding opportunities or developer education. Due consideration would have to be provided regarding the types of alternative and affordable housing choices that would fit within the context of Enderby.	0	+3	+2	+1	+2	+1
5 *Priority	Build Enderby around health and well-being. Health services within town could include holistic healing, traditional knowledge healing, First Nations medicine, etc.	+1	+2	+3	+2	+1	I

## COMMUNITY & INDIVIDUAL HEALTH SOLUTIONS (continued...)

DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
6	Develop community gardens throughout Enderby (for both seniors and the general public) to grow food for a community kitchen that would provide after school programming for children. Food from this kitchen could feed the hungry and all the waste would be composted within the garden (which would provide an additional educational opportunity for the kids).	+2	+3	+2	+3	+2	+2
7	Develop and encourage shop local initiatives.	+2	+2	+2	+2	+2	+2
8	Provide well organized programs/events for residents, particularly youth, which are well managed and advertised and will create a sense of community.	0	+2	+1	+3	+2	+2
9	Provide more educational and training opportunities to meet local needs that result in 'those trained in Enderby stay in Enderby.'	0	+3	+1	+1	+2	+1
10	Lobby for alternative education programs/courses such as French immersion, algebra, calculus, etc.	0	+2	+1	+1	+2	+2
11	Identify locations throughout town for the farmers market in the winter.	+1	+2	+2	+2	+3	+3

## Community & Individual Health: Priority Solutions

PRIORITY SOLUTIONS	WHAT?	HOW? CONSIDERATIONS?	WHO? PARTNERS?
<b>Priority #1:</b>  <i>Provide a draw to attract seniors to the community such as affordable housing, more doctors, accessible buildings, a hospital, health care, assisted living etc., which would also support the seniors population currently in Enderby.</i>	1. Provide assisted living to seniors within the community which will mitigate the issue of losing local seniors due to lack of health services within the community; this assisted living should focus on home-based support.	<ul style="list-style-type: none"> <li>Research the demographics of the community, which will support the communities need for assisted living, along with other assisted living models within other communities. This will also help identify the scope of the problem and the types of solutions that are most relevant.</li> <li>Partnerships must be explored and identified such as public private partnerships or privately owned assisted living facilities and once this is done, senior levels of government need to be lobbied for funding assistance.</li> <li>Get the community involved in furthering assisted living within the community. Education and awareness of the problem can be provided to the public and then the need for assisted living can be further promoted and strengthened.</li> </ul>	<ul style="list-style-type: none"> <li>Interior Health</li> <li>Senior levels of government</li> <li>Local seniors groups</li> <li>Developers and the private sector</li> <li>Regional government</li> <li>BC Housing</li> <li>Canada Mortgage Housing Corporation</li> </ul>
	2. Attract doctors to the community by providing community incentives which would overcome the barriers of Enderby being a small rural community that doesn't provide hospital privileges. Focus should also be placed on retaining recently graduated doctors.	<ul style="list-style-type: none"> <li>Explore obtaining financial aid from the City of Enderby in providing a fully functional doctor's office which will attract doctors.</li> <li>Partner with UBCO in creating programs with a local focus in Enderby which will work towards keeping local medical graduates within the community.</li> <li>Explore incentives for attracting doctors such as no overhead costs, loan forgiveness and Enderby being a great community to work, live and play.</li> <li>Research the BCMA as well as other communities that have been successful in attracting doctors through incentives.</li> <li>Promote Enderby in the media and other publications as being a great community for doctors to work by listing the incentives and great qualities about working as a doctor in Enderby.</li> </ul>	<ul style="list-style-type: none"> <li>BCMA</li> <li>Senior levels of government</li> <li>UBCO</li> <li>City of Enderby</li> </ul>
	3. Better promote the affordable and low-income housing opportunities within the community as it can be a major draw to Enderby		

<p><b>Priority #2:</b></p> <p><i>Build Enderby around health and well-being. Health services within town could include holistic healing, traditional knowledge healing, First Nations medicine, etc.</i></p>	
<p><b>Priority #3:</b></p> <p><i>Explore how to attract investment for affordable, appealing, and attainable housing, possibly through grant funding opportunities or developer education. Due consideration would have to be provided regarding the types of alternative and affordable housing choices that would fit within the context of Enderby.</i></p>	

NEW INDUSTRY AND BUSINESS SOLUTIONS							
DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
1 *Priority	Explore how to transform Enderby into a niche market such as: the green center of the Okanagan, a small town hub, a recreational paradise, etc.	+1	+2	+2	+2	+2	+1
2 *Priority	Attract industry which pays good wages, is clean, adds people as resources to the community, and meets the needs of the community. Such industries might include: manufacturing, high-tech industry, pollution control center, composting facility, cottage industry, assisted living, health care (for young & old), film industry, destination resorts, hunting/fishing/snowmobiling lodges, etc.	I	+3	+3	+3	+1	+1
3	Economic development process needs to be sped up through less red tape, increased bureaucratic efficiency, quicker decisions & timelines from bureaucrats and politicians, and a more concentrated direction and structure; this can be achieved through political training and education.	0	+1	+2	+2	+2	+2
4	More support for home based businesses through proactive enabling/facilitating bylaws.	+1	+2	+2	+1	+2	+2
5	Promote Enderby as a bedroom community and then bring in the necessary amenities, infrastructure, etc. which would build upon that.	-1	+1	+2	+2	+1	+1

NEW INDUSTRY AND BUSINESS SOLUTIONS (continued...)							
DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
6	Look at economic development from a local and regional perspective; development in Grindrod, Ashton Creek, and Mabel Lake would all provide economic, social, and environmental benefits to the City of Enderby and its residents.	I	+2	+3	+2	+1	+1
7	Attract people to build in Enderby by making the land value more competitive with Vernon and Kelowna through more lenient landscaping standards, lower taxes, etc.	I	+1	+3	+2	+1	+1
8	Utilize existing industrial land by pushing for development through incentives (taxes, streamlined process, lenient landscaping standards, development cost charges, etc.).	-1	+1	+3	+2	+1	+1
9	Set aside area in the Knoll for light industry which is quiet, clean and does not provide a noticeable increase in traffic.	I	+1	+2	+1	+1	+1
10 *Priority	Build the relationship between the Splat-sin and the City of Enderby so that both can work towards common goals such as: the development of a greenhouse which would provide for 'green carpentry' training, promoting native art or commercial establishments at the south entrance to town, etc.	+1	+2	+2	+2	+1	+2

## New Industry and Business: Priority Solutions

PRIORITY SOLUTIONS	WHAT?	HOW? CONSIDERATIONS?	WHO? PARTNERS?
<b>Priority #1:</b>  <i>Explore how to transform Enderby into a niche market such as: the green center of the Okanagan, a small town hub, a recreational paradise, etc.</i>	1. Bring together the community to identify the niche that suits the community's values best and the direction that it is headed; this niche could focus on Enderby as a terrific bedroom community, a great place to raise a family or a place that offers terrific adventure tourism opportunities.	<ul style="list-style-type: none"> <li>Assess the community's strengths, weaknesses, opportunities and threats (SWOT analysis).</li> <li>Bring together the community to identify a brand or a vision for what Enderby is all about. A branding expert, a poll, a committee or a facilitator can be used in determining the community's brand and/or vision.</li> <li>Once a brand or vision has been determined, further information has to be gathered and researched regarding the niche market/audience/demographic that should be targeted and how to go about marketing Enderby's brand or vision. Enderby's brand or vision should focus on the 'family-scale' as this has been identified as a key demographic that needs to be attracted to the community.</li> </ul>	<ul style="list-style-type: none"> <li>Marketing/branding expert</li> <li>Chamber of Commerce</li> <li>City of Enderby</li> <li>Business community</li> <li>Community Futures</li> </ul>
	2. Recreate downtown to reflect the community's vision/identity/niche and put 'the heart back into the town'.		
<b>Priority #2:</b>  <i>Build the relationship between the Splat sin and the City of Enderby so that both can work towards common goals such as: the development of a greenhouse which would provide for 'green carpentry' training, promoting native art or commercial establishments at the south entrance to town, etc.</i>	1. Further build upon and strengthen the relationship between the City of Enderby and the Splat sin band in order to open up doors for joint development opportunities, joint promotion of culture and history and joint cultural tourism opportunities.	<ul style="list-style-type: none"> <li>Build upon and strengthen the relationship of the Splat sin and City of Enderby by promoting consistent, ongoing communication, learning and listening between both parties, and mutual respect.</li> <li>Jointly research the histories and cultures of the Splat sin and City of Enderby and identify how to integrate the history and cultures of both. These histories and cultures can be promoted and showcased through a joint, cooperative art gallery, a log roll parade, a salmon/bird watching initiative or within the built environment/streetscape.</li> </ul>	<ul style="list-style-type: none"> <li>Splat sin</li> <li>City of Enderby</li> <li>Arts Council</li> </ul>



<p><b>Priority #3:</b></p> <p><i>Attract industry which pays good wages, is clean, adds people as resources to the community, and meets the needs of the community. Such industries might include: manufacturing, high-tech industry, pollution control center, composting facility, cottage industry, assisted living, health care (for young &amp; old), film industry, destination resorts, hunting/fishing/snowmobiling lodges, etc.</i></p>	
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## DOWNTOWN RESILIENCY SOLUTIONS

DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
1	Concentrate on the one block downtown and make it into a well-done, beautiful pedestrian center with outside seating, access from the back, planters, trees, fountains, gateway etc. The exclusion of traffic could provide a peaceful haven for residents which they lack in Enderby. Cliff Avenue Pedestrian Market should act as the pilot project for transforming Cliff Avenue into a pedestrian oriented location.	+1	+3	+2	+3	+2	+1
2 *Priority	Provide more community events, activities and programs which will bring the community together and foster a sense of community. Look to events such as Wednesdays on the Wharf in Salmon Arm for guidance. Key partnerships should be identified so that events can be done in tandem with recreation, programs and other relevant activities.	0	+2	+1	+3	+2	+2
3	Increase the frequency of regional transit to promote more visitors from outside the community coming to the downtown. Focus on increasing the frequency during special events such as the Cliff Avenue pedestrian market.	+2	+2	+2	+2	+1	+1
4 *Priority	Enable and promote social interaction and a sense of community within the downtown through the street design and layout by providing gathering areas, seating, fountains, trees, etc.	+1	+2	+2	+3	+2	+1
5 *Priority	Provide a tax incentive for more attractive buildings and facades in the downtown; engage Arts Council for beautifying the downtown.	0	+1	+1	+3	+2	+1

## DOWNTOWN RESILIENCY SOLUTIONS (continued...)

DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
6	Focus on the small town, local niche which promotes a sense of community and vitalizes the downtown core: shops and restaurants open on Sunday, culture displayed within the streets/buildings/facilities, and lots of different recreational opportunities which are promoted and highlighted.	0	+3	+2	+2	+1	+2
7	Continue pedestrian only Cliff Avenue and ensure it is incrementally done on a larger scale with gateway, breaks, planters, seating, banners, etc.	+1	+2	+2	+3	+1	+1
8	Explore residential use and higher densities in the downtown which will provide a higher volume of people to support the downtown businesses.	+1	+2	+2	+1	+2	+2
9	Identify activities and entertainment for the downtown targeted towards young families which will attract them to the downtown and make it fun for the kids (bowling alley, theater, plays, playgrounds, etc.).	0	+2	+1	+2	+2	+2
10	Kids love to use the drive in movie theater, a shuttle bus from the downtown to the drive in would be perfect for bringing people into the downtown at night and then enable them to sustainably and safely get to and from the drive in.	+1	+2	+1	+1	+3	+2
11	Create view-points or lunch areas along the River and within the downtown to make it more inviting to visitors and residents to spend the day downtown.	0	+2	+1	+2	+2	+1

## Downtown Resiliency: Priority Solutions

PRIORITY SOLUTIONS	WHAT?	HOW? CONSIDERATIONS?	WHO? PARTNERS?
<b>Priority #1:</b>  <i>Provide more community events, activities and programs which will bring the community together and foster a sense of community. Look to events such as Wednesdays on the Wharf in Salmon Arm for guidance. Key partnerships should be identified so that events can be done in tandem with recreation, programs and other relevant activities.</i>	1. Build upon, strengthen and better promote the existing events within the community such as: <ul style="list-style-type: none"> <li>○ Music on the River;</li> <li>○ Cliff Avenue Farmers Market;</li> <li>○ Rivers Day/Lantern Float;</li> <li>○ Christmas Light Up;</li> <li>○ Carolling;</li> <li>○ Parades; and</li> <li>○ Spring Fling.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Better utilize the Chamber of Commerce's community events calendar as the centralized location for all information related to events within Enderby. This events calendar should be better promoted to raise awareness of its existence and intent.</li> <li>▪ Use the Chamber of Commerce to communicate with all relevant groups to promote the community events calendar, the sharing of event information and bringing events to the downtown.</li> <li>▪ Improve physical signage of events such as using banners across the highway.</li> <li>▪ Other strategies for building upon and strengthening existing events include an Enderby Events Facebook page, a community events board/sign, a Chamber of Commerce events brand, etc.</li> <li>▪ Focus on improving and strengthening a few key events as opposed to all events which would result in resources being spread too thinly.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Chamber of Commerce</li> <li>▪ Local community groups and organizations</li> <li>▪ Local event organizers</li> <li>▪ City of Enderby</li> </ul>
	2. Once existing events are strengthened and begin to gain momentum, look at identifying partnerships and opportunities for expanding to new events.	<ul style="list-style-type: none"> <li>▪ Work with schools and churches to bring events downtown which will inject families into the downtown core and initiate the downtown becoming a family oriented space.</li> <li>▪ Consult with other communities who were successful in growing and strengthening events within their community.</li> <li>▪ Identify how other events such as the Pumpkin Festival were able to grow in popularity and then identify strategies that fit within the context of Enderby</li> </ul>	<ul style="list-style-type: none"> <li>▪ Local schools</li> <li>▪ Local churches</li> <li>▪ Chamber of Commerce</li> <li>▪ Other communities</li> </ul>
<b>Priority #2:</b>  <i>Provide a tax incentive for more attractive buildings and facades in the downtown; engage Arts Council for beautifying the downtown.</i>	1. Use community input to identify a vision for what the downtown should look like and once this vision has been created, initiate an incentive program for businesses which is tailored to the specific needs of the various downtown businesses.	<ul style="list-style-type: none"> <li>▪ Bring together the community and the downtown businesses to create a vision and/or theme for downtown Enderby. Utilize the Arts Council in helping to create this vision as well as showcase and implement it.</li> <li>▪ Talk to businesses, especially those who cannot afford façade improvements, to determine the incentives which work best for their particular business situation (ex. Reducing property taxes over time).</li> <li>▪ Research options and implications of different incentive strategies.</li> </ul>	<ul style="list-style-type: none"> <li>▪ City of Enderby</li> <li>▪ Chamber of Commerce</li> <li>▪ Downtown businesses</li> <li>▪ Arts Council</li> <li>▪ General public</li> </ul>

<b>Priority #3:</b>  <i>Enable and promote social interaction and a sense of community within the downtown through the street design and layout by providing gathering areas, seating, fountains, trees, etc.</i>	1. Promote downtown Enderby as a popular, convenient and safe community gathering space.	<ul style="list-style-type: none"> <li>▪ A vision needs to be created regarding what a popular, convenient and safe community gathering space would look like in include. This vision for a popular, convenient and safe downtown Enderby might include: <ul style="list-style-type: none"> <li>○ Public washrooms;</li> <li>○ No smoking in the downtown core; and</li> <li>○ Advertising of the downtown along the highway.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ City of Enderby</li> <li>▪ Chamber of Commerce</li> <li>▪ Downtown businesses</li> <li>▪ General public</li> </ul>

EXISTING INDUSTRY & BUSINESS SOLUTIONS							
DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
1 *Priority	Develop strategies for encouraging businesses to work together to attract customers through cooperative advertising, researching, and clean-up.	0	+2	+2	+2	+2	+2
2	Focus on successful businesses and identify the linkages between their practices, the market, and all other variables to identify how businesses in Enderby can be successful.	0	+2	+2	+1	+2	+2
3 *Priority	Engage or encourage absentee business property owners to try and encourage them to work towards collectively revitalizing the core and improving the local business atmosphere.	0	+2	+2	+3	+1	+1
4	Identify different community groups/organizations/leaders that would benefit from partnering together and working towards common goals.	0	+2	+2	+2	+2	+3
5 *Priority	Identify strategies for 'taking back the community' and instilling community pride within residents so that they are proud to call Enderby their home.	0	+3	+1	+3	+2	I

## EXISTING INDUSTRY & BUSINESS SOLUTIONS (continued...)

DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
6	Explore how to entice people to stop in Enderby instead of just driving right on through.	0	+1	+3	+2	+1	I
7	Modify business practices etc. to fit with the direction of a bedroom community (and partly tourist community).	0	+2	+2	+2	+1	+1
8	Explore ways to allow people to live, work and play within Enderby which will stimulate the economy.	+3	+2	+3	+2	+1	+1
9	Explore how the beach can be used to spark the local economy and add activity to the downtown.	0	+2	+2	+3	+2	+1
10	Create more centrally located, community gathering areas where people can congregate within neighbourhoods and the downtown.	0	+3	+1	+3	+1	+1
11	Identify strategies for increasing the number of people in the City to broaden the tax base.	0	+2	+2	+2	+1	+1
12	Need more accurate assessments of commercial establishments in the downtown; taxes would be lower if everyone paid their fair share.	0	+1	+2	+1	+1	+1

## Existing Industry and Business: Priority Solutions

PRIORITY SOLUTIONS	WHAT?	HOW? CONSIDERATIONS?	WHO? PARTNERS?
<b>#1: Develop strategies for encouraging businesses to work together to attract customers through cooperative advertising, researching, and clean-up.</b>	1. Bring together the business community to support a theme/brand, engage in cooperative advertising, cross promotion of businesses and identify other opportunities for working together for everyone's benefit.	<ul style="list-style-type: none"> <li>Bring together the business community, Chamber of Commerce, City of Enderby and the Community in order to achieve a joint agreement regarding issues such as: <ul style="list-style-type: none"> <li>A community theme;</li> <li>Incentives to promote businesses working together to support a theme;</li> <li>The constraints of each individual business; and</li> <li>Opportunities for cross promotion, cooperative advertising, etc.</li> </ul> </li> <li>Identify a strategy for encouraging residents to shop local and to get the businesses to support the local economy by buying from and supporting other local businesses.</li> <li>Ensure that local businesses are invited to bid during the bidding process for local projects/initiatives. The bidding process should be reviewed to ensure that the local economy is supported as much as possible. Ex. require government buildings to use local bids wherever possible.</li> </ul>	<ul style="list-style-type: none"> <li>Chamber of Commerce</li> <li>City of Enderby</li> <li>Business community</li> <li>Marketing or branding specialist</li> </ul>
<b>#2: Identify strategies for 'taking back the community' and instilling community pride within residents so that they are proud to call Enderby their home.</b>	1. Address safety within Enderby through support from the RCMP and Safe Communities	<ul style="list-style-type: none"> <li>Consult with the RCMP and Safe Communities unit to identify strategies for how to address the drug problem within Enderby, particularly along the highway.</li> <li>Address the screening issues within the Citizens of Patrol program to allow for more residents to become a part of the solution.</li> </ul>	<ul style="list-style-type: none"> <li>RCMP</li> <li>Safe Communities</li> <li>City of Enderby</li> </ul>
	2. Provide better support to the assets currently within Enderby, particularly those located within the downtown.	<ul style="list-style-type: none"> <li>Improve the support for the assets we currently have within Enderby through: <ul style="list-style-type: none"> <li>Providing more signage along the highway which showcases what Enderby has to offer (Ex. Free public parking);</li> <li>More/improved advertising from the Chamber of Commerce (Ex. Explore Enderby packages in the Kelowna airport);</li> <li>A draw on highway to attract traffic into the core;</li> <li>Improved access to the downtown;</li> <li>More colour and branding within signage;</li> <li>More pedestrian activity enabled within the downtown through wider sidewalks; and</li> <li>More residents eating in the downtown.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>City of Enderby</li> <li>Chamber of Commerce</li> <li>Downtown businesses</li> <li>Enderby &amp; District Vitalization Initiative</li> </ul>



<p><b><i>#3: Engage or encourage absentee business property owners to try and encourage them to work towards collectively revitalizing the core and improving the local business atmosphere.</i></b></p>	
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## THE NATURAL ENVIRONMENT SOLUTIONS

DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
1 *Priority	Keep water on site and out of storm water system through bio-swales, boulevards, trees, gardens, rain gardens, green roofs, rain barrels, xeriscaping, etc.	+3	+2	+2	+3	+1	+1
2	Environmental stewardship needs to be promoted better in the classrooms through initiatives/projects regarding energy conservation, water conservation, recycling, etc. Contests, scholarships, and course credits will help with participation.	+2	+2	+2	+2	+2	+2
3	Provide programming, seminars, pamphlets, information, education and awareness for residents, students, tourists, homeowners, developers, politicians, recreational users, businesses and any other relevant parties which teaches them about sustainable best practices (energy conservation, composting, carpooling, water conservation, etc.) and the environmental impacts of certain activities.	+2	+2	+2	+2	+2	+2
4 *Priority	Create a community energy plan which includes consideration of a community wide fully sustainable energy source such as water, wind, wood/biomass and solar.	+3	+2	+3	+3	+2	+1
5	Reduce community carbon footprint through the use and promotion of bio-Energy within new and existing residential areas.	+3	+2	+2	+2	+1	+1

## THE NATURAL ENVIRONMENT SOLUTIONS (continued...)

DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
6	Promote and strengthen local agriculture through shop local initiatives.	+2	+2	+2	+2	+2	+2
7 *Priority	Encourage organic and sustainable farming (pesticide/GMO free) through zoning.	+2	+2	+2	+3	+2	+1
8	Promote recycling and proper waste disposal through signage, providing advertised recycling bins/garbage cans throughout town, & composting program.	+3	+2	+2	+3	+2	I
9	Increase density and reduce consumption of natural areas through landscaping strategies such as xeriscaping, green roofs, and shrubbery.	+3	+1	+2	+2	+1	+2
10	Consider limiting horsepower and speed of watercraft on the Shuswap River through regulation and policing.	+2	+2	+1	+2	+2	+1
11	Establish a pollution control center which would also educate people on the effects of pollution and poor waste management, as well as make them aware of alternative and best practices.	+3	+2	+1	+3	+1	+1
12	Establish an agricultural tree farm to supply biomass fuel to existing and future district energy systems.	+2	+1	+2	+2	+1	+1

## Natural Environment: Priority Solutions

PRIORITY SOLUTIONS	WHAT?	HOW? CONSIDERATIONS?	WHO? PARTNERS?
<b>#1: Create a community energy plan that considers the development of a fully sustainable, community- wide energy source such as water, wind, wood/ biomass and/or solar.</b>	1. Develop a community energy plan that considers obtaining energy from water, biomass, and solar while avoiding systems that degrade the environment (dams) or degrade the social fabric of a community (wind farms).	<ul style="list-style-type: none"> <li>Conduct extensive research that explores: <ul style="list-style-type: none"> <li>Other communities which have utilized sustainable energy sources to meet the community's energy needs (Okatoks, Alberta);</li> <li>Different available technologies and how they are suited within the context of Enderby, such as gravity-fed turbines within the Shuswap River;</li> <li>European approaches to bio-energy, particularly in places such as Copenhagen;</li> <li>Federal and provincial regulations that can enable/restrict the use of alternative sources of energy;</li> <li>Cost/benefit analysis of the use of sustainable energy sources such as water, biomass, and solar;</li> <li>The suitability of small-scale forestry to provide wood waste biomass for a district heating system;</li> <li>Potential grants and utility partnerships; and</li> <li>Revenue sources of such projects.</li> </ul> </li> <li>Build upon the sustainable energy sources currently within Enderby such as Fink Machine and Okanagan Geothermal to create Enderby as a leader in sustainable energy production.</li> </ul>	<ul style="list-style-type: none"> <li>Fink Machine</li> <li>Okanagan Geothermal</li> <li>Local environmental groups</li> <li>City of Enderby</li> </ul>
<b>#2: Keep water on site and out of stormwater system through bio-swales, boulevards, trees, gardens, rain gardens, green roofs, rain barrels, xeriscaping, etc.</b>	1. Utilize xeriscaping within neighbourhoods to keep water on site and out of the stormwater system.	<ul style="list-style-type: none"> <li>Review requirements for new development, research options used in communities of a similar scale and climate, and identify options and strategies that can be used within Enderby and incorporated into policies and regulations. Such options and strategies may include: <ul style="list-style-type: none"> <li>Encouraging xeriscaping in older communities through education (e.g. listing indigenous species);</li> <li>Requiring permeable surfaces for a particular % of development; and</li> <li>Promoting cluster development and increased green space.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>City of Enderby</li> <li>Developers</li> <li>Local environmental groups</li> <li>Engineers</li> </ul>
	2. Utilize alternative landscaping and design standards that will promote water conservation and keep water on site and out of the storm water system.	<ul style="list-style-type: none"> <li>Review requirements related to landscaping and design of neighbourhoods, research options/strategies used in other communities that were successful in retaining water on site, and then identify options and strategies that can be utilized within Enderby through landscaping and design standards.</li> <li>Such options and strategies may include:</li> </ul>	<ul style="list-style-type: none"> <li>City of Enderby</li> <li>Developers</li> <li>Local environmental groups</li> <li>Engineers</li> </ul>

		<ul style="list-style-type: none"> <li>○ The use of bio-swales to increase natural water infiltration;</li> <li>○ Cisterns, mulch and rain barrels utilized on residential lots to promote infiltration;</li> <li>○ Roadway plans to include narrow streets and bio-swales;</li> <li>○ Green space for community gardens;</li> <li>○ Promoting and celebrating water conservation through signage and awards; and</li> <li>○ Education regarding indigenous species, IIABC certification, various landscaping and design approaches which promote water conservation.</li> </ul> <ul style="list-style-type: none"> <li>▪ Explore how to utilize incentives to promote water conservation as opposed to enforcement</li> </ul>	<ul style="list-style-type: none"> <li>▪ Landscape architects</li> </ul>
<b>#3: Encourage organic and sustainable farming (pesticide/GMO free) through zoning.</b>			

TRANSPORTATION & INFRASTRUCTURE SOLUTIONS							
DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
1 *Priority	Focus on and encourage sustainable transportation through walking trails, bike paths, connectivity, and improved regional public transit.	+3	+3	+2	+2	+2	+1
2	Provide incentives for developers to move to more sustainable neighbourhood design practices through tax incentives or reduced development cost charges.	+3	+2	+2	+3	+1	+1
3	Need to set accessibility standards and improve infrastructure, buildings, transportation networks to increase the access and support of seniors.	+1	+3	+2	+3	+1	+1
4 *Priority	Enable a large residential population through improved regional public transit with busses travelling all day, which will allow people to live in Enderby and work/play in other communities. The use of shuttles should also be explored.	+2	+2	+2	+2	+1	+1
5 *Priority	Enable social interaction and a sense of community within neighbourhoods by directing the layout and design of infrastructure towards pedestrians, which should also include providing community gathering spaces/area.	+2	+3	+1	+2	+2	+1

TRANSPORTATION & INFRASTRUCTURE SOLUTIONS (continued...)							
DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
6	Neighbourhoods should be upon LEED principles with energy efficient construction, infill location, onsite water retention, solar lighting infrastructure, sense of community, and keeping people off storm sewer systems whenever possible.	+3	+2	+2	+3	+1	+1
7	Explore low cost, unique and artistic forms of infrastructure alternatives such as 3D crosswalks or painted roads/street lamps/fire hydrants (could reflect Enderby's culture or heritage).	0	+2	+1	+2	+2	+1
8	Improve infrastructure to band lands to enable potential economic development.	+1	+2	+2	+2	+1	+1
9	Explore alternative uses for the railway corridor as a transportation system, possibly a four season recreational trail with regional connections.	+2	+2	+1	+2	+1	+1
10	Improve the highway transportation system to make it easier for people to stop, visit, and enjoy what Enderby has to offer.	0	+2	+2	+2	+1	+1

## Transportation & Infrastructure: Priority Solutions

PRIORITY SOLUTIONS	WHAT?	HOW? CONSIDERATIONS?	WHO? PARTNERS?
<b>#1: Focus on and encourage sustainable transportation through walking trails, bike paths, connectivity, and improved regional public transit.</b>	1. Improved public transit which allows students/youth to travel to work, promotes active living for seniors and overall provides alternative, convenient and safe transportation options for all residents of Enderby and Area F.	<ul style="list-style-type: none"> <li>Research community demographics related to existing and potential users which will inform the types of strategies which will be most appropriate and effective at improving public transit within Enderby.</li> <li>Research successful options used in other communities such as building shelters for all weather use, enabling student ridership for school and work, etc.</li> <li>Approach, consult and/or lobby groups such as BC Transit, Greyhound and senior levels of government in order to improve public transit through:               <ul style="list-style-type: none"> <li>More bus stops within the community, particularly on Splantsin Band land;</li> <li>More scheduled routes to nearby communities, particularly Salmon Arm; expanded collaboration with the Columbia Shuswap Regional District is necessary to establish more routes to Salmon Arm; and</li> <li>More public transportation options such as a Greyhound service.</li> </ul> </li> <li>Explore and research alternative approaches to public transit such as carpooling, private shuttles, taxi services, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Greyhound</li> <li>BC Transit</li> <li>Seniors levels of government</li> <li>CSRD</li> <li>City of Enderby</li> <li>RDNO</li> </ul>
	2. Improve upon the use of bicycle/walking paths and trails to provide transportation options to Enderby residents which are sustainable and promote active, healthy lifestyles.	<ul style="list-style-type: none"> <li>Utilize the Shuswap Trail Alliance to promote and expand the use of trails and paths within the community for transportation and recreational use. The Shuswap Trail Alliance can work with the Splantsin Band and City of Enderby in developing different opportunities, identifying short, medium and long term strategies related to trails/paths within the two communities, and identifying strategies for connecting community hubs with trails/paths.</li> <li>Once opportunities and strategies related to trails/paths have been identified, they should be included within Enderby's Official Community Plan.</li> <li>Conduct extensive research to identify: i) potential grants and options related to trails/paths within other communities which have been</li> </ul>	<ul style="list-style-type: none"> <li>Shuswap Trail Alliance</li> <li>General Public</li> <li>City of Enderby</li> <li>Other communities</li> <li>Senior levels of government</li> </ul>



		<p>successful, and ii) existing safety and social programs which could be utilized in Enderby such as the Snow Angels or Grit Box programs.</p> <ul style="list-style-type: none"><li>▪ Lobby all levels of government for funding to support infrastructure upgrades related to trails/paths within Enderby.</li></ul>	
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<p><b>#2: Enable social interaction and a sense of community within neighbourhoods by directing the layout and design of infrastructure towards pedestrians, which should also include providing community gathering spaces/area.</b></p>	<p>1. Promote social interaction and building a sense of community by providing public gathering spaces which are supported by various amenities.</p>	<ul style="list-style-type: none"> <li>▪ The gazebo in Barnes Park and the Enderby River Walk Trail are two public gathering spaces which are popular and provide great opportunities to build upon. These two public gathering spaces, and future spaces, can be strengthened if provided with community bulletin boards, more benches, outdoor amenities such as improved infrastructure (trails, paths, gym equipment, etc.), public art such as murals on walls or the street, signage, etc.</li> <li>▪ The River Walk can be strengthened as a public gathering space by extending it and providing historical and natural interpretive centres or kiosks.</li> <li>▪ Design guidelines can be put in place to support the community's identity which can build a sense of community and unity; communication and collaboration between the City of Enderby and the Splat-sin should be encouraged when developing this identity.</li> <li>▪ Explore using the railway as either green space or a transportation corridor, both of which would provide a beautiful, natural public gathering space for residents. The use of the railway as a transportation corridor could link Enderby to nearby communities through biking infrastructure and help promote inter-municipal interaction and connection.</li> <li>▪ Lobby senior levels of government for support in furthering the previously mentioned steps in building and promoting social interaction and a sense of community within Enderby</li> </ul>	<ul style="list-style-type: none"> <li>▪ Joint Services Commission</li> <li>▪ City of Enderby</li> <li>▪ Splat-sin</li> <li>▪ Arts Council</li> <li>▪ Senior levels of government</li> <li>▪ Chamber of Commerce</li> <li>▪ Shuswap Trail Alliance</li> </ul>
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<p><b><i>#3: Enable a large residential population through improved regional public transit with busses travelling all day, which will allow people to live in Enderby and work/play in other communities. The use of shuttles should also be explored.</i></b></p> <p><b><i>Explore alternative uses for the railway corridor as a transportation system, possibly a four season recreational trail with regional connections.</i></b></p> <p><b><i>Improve the highway transportation system to make it easier for people to stop, visit, and enjoy what Enderby has to offer.</i></b></p>			
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## RECREATION & LEISURE SOLUTIONS

DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
1 *Priority	Focus on building upon the current recreational facilities, programming and opportunities within Enderby such as the Cliffs, the river, the river walk, Hunters Range etc.	+1	+2	+2	+2	+2	+1
2	Create a unique recreational event which puts Enderby on the map and draws a lot of people to participate and/or watch. Ex. Cliff Hike Challenge	0	+2	+3	+3	+2	+1
3 *Priority	Improve education and awareness of recreational users to help with compliance, improve the protection of the environment and build trusting relationships.	+2	+2	+1	+2	+2	+2
4	Build relationships between recreational users and businesses so that they are not in conflict, but instead working together for mutual benefit.	+2	+2	+2	+2	+2	+2
5 *Priority	Focus on walking, hiking, and biking trails to promote active transportation. Continued support on the Regional Trail Alliance and a destination trail network within Enderby and District (and Knoll) would be 2 key steps.	+2	+3	+2	+2	+2	+1

## RECREATION & LEISURE SOLUTIONS (continued...)

DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
6	Develop more alternative activities and programming which are affordable such as fencing, dance classes, boot camps, etc. These activities/programs could be located in existing areas/facilities such as Barnes Park or M.V Beattie Elementary school or within new facilities such as a youth activity center (YMCA/YWCA).	0	+3	I	+2	+2	+2
7	Build upon recreational opportunities which promote a sense of community and promote social interaction.	I	+3	+1	+2	+2	+2
8	Consider the feasibility of a recreation complex which provides year round recreational opportunities.	0	+3	-2	+2	+1	+1
9	Expand the scope of the Chamber of Commerce's recreation coordinator position in order to better tie together all of Enderby's current and future recreational needs.	0	+2	+1	+1	+2	+1
10	Expand river walk and improve lighting to make it more popular and safe.	+1	+2	+1	+2	+2	+1

## Recreation and Leisure: Priority Solutions

PRIORITY SOLUTIONS	WHAT?	HOW? CONSIDERATIONS?	WHO? PARTNERS?
<b>#1: Focus on walking, hiking, and biking trails to promote active transportation. Continued support on the Regional Trail Alliance and a destination trail network within Enderby and District (and Knoll) would be 2 key steps.</b>	1. Further build upon and improve the River Walk to increase its popularity and further solidify it as a key feature within the community.	<ul style="list-style-type: none"> <li>▪ Better maintain the vegetation along the River Walk, particularly surrounding viewpoints. It is acknowledged that the trees and vegetation along the banks provide structural integrity and the maintenance should not interfere with this but instead aim to improve visibility through pruning and other measures.</li> <li>▪ Aim to control dog related issues along the trail through more doggy bag stations, improved signage and improved enforcement.</li> <li>▪ Provide the necessities such as garbage cans and public washrooms which will enable the River Walk trail to be a popular, convenient and comfortable amenity for everyone to enjoy.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Shuswap Trail Alliance</li> <li>▪ Chamber of Commerce</li> <li>▪ Downtown Businesses</li> <li>▪ City of Enderby</li> </ul>
	2. Utilize the Shuswap Trail Alliance to integrate trails which:  a) Run west to east and bring people from the western neighbourhoods into the core of Enderby;  b) Are well integrated with the proposed 'Gas Line Trail' which is outlined in the City of Enderby OCP; and  c) Are integrated with the 'Rails to Trails' route which would utilize the unused BC Rail route; emphasis is placed on acquiring the rights to this route and strongly integrating it with the Enderby River Walk which would make provide a terrific compliment of a local and regional integrated trail.	<ul style="list-style-type: none"> <li>▪ Look to City Council for funding which will allow the community to engage with the Shuswap Trail Alliance to put in place a plan, or update the existing Master Parks Plan, to show how to integrate new and existing trails such that they would achieve all of the discussed objectives.</li> <li>▪ Lobby and/or negotiate with BC Rail to acquire the rights of the railway which will allow for the 'Rails to Trails' route to be implemented and integrated with the Enderby River Walk. If unsuccessful, focus efforts on widening the River Walk to make it accessible to cyclists.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Shuswap Trail Alliance</li> <li>▪ BC Rail</li> <li>▪ City of Enderby</li> <li>▪ General Public</li> </ul>
	3. A signage strategy related to trails within Enderby & District.	<ul style="list-style-type: none"> <li>▪ Engage the public through mediums such as Facebook or public charrettes which will help in identifying where signage is needed, where it is wrong, or where it could be improved.</li> <li>▪ Improve upon signage directing people to the Cliffs and improve the information kiosk at the Cliffs site. This kiosk should provide:</li> </ul>	<ul style="list-style-type: none"> <li>▪ Chamber of Commerce</li> <li>▪ Enderby &amp; District Joint Services</li> </ul>

		<ul style="list-style-type: none"> <li>a) Descriptive maps which show the difficulty of particular routes;</li> <li>b) Distances and hiking times to different lookout points;</li> <li>c) Warnings; and</li> <li>d) Regulations regarding dogs, vehicular use, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Commission</li> <li>▪ General Public</li> <li>▪ Tourism BC</li> <li>▪ Ministry of Transportation &amp; Infrastructure</li> </ul>
<b><i>#2: Improve education and awareness of recreational users to help with compliance, improve the protection of the environment and build trusting relationships.</i></b>	1. Cleaning up and maintaining Hunter's Range.	<ul style="list-style-type: none"> <li>▪ Look to BC Hydro to provide bear proof garbage bins within Hunter's Range as they are currently providing such bins to other recreational spots near Enderby</li> <li>▪ Consult with Hunters Range Snowmobile Association to identify opportunities for improving maintenance the clean-up of the natural environment within Hunters Range; this maintenance and clean up could be turned into an annual community event.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Enderby &amp; District Joint Services Commission</li> <li>▪ Hunters Range Snowmobile Association</li> <li>▪ BC Hydro</li> </ul>
<b><i>#3: Focus on building upon the current recreational facilities, programming and opportunities within Enderby such as the Cliffs, the river, the river walk, Hunters Range etc.</i></b>			

ARTS, CULTURE, HERITAGE & BEAUTIFICATION SOLUTIONS							
DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
1 *Priority	Focus clean up and beautification within the downtown core and at the entrances to the City, particularly during peak tourist season. The railway tracks should also be a focus as they are becoming overrun with weeds.	+1	+2	+2	+3	+2	+1
2	Develop both a theme and a beautification code for the façades of downtown buildings. This theme could be showcased within highway banners or infrastructure (light poles, fire hydrants, roadway, etc.).	0	+1	+2	+3	+2	+2
3	Identify programs or provide incentives to building owners to encourage them to beautify their buildings and facades.	0	+1	+2	+2	+2	+2
4	Provide venues for showcasing local talent and enabling community events. Focus on identifying outdoor opportunities for venues (stages, fields, etc.) and bringing in the necessary amenities such as bathrooms; existing buildings/facilities should also be utilized.	0	+3	+2	+2	+2	+1
5 *Priority	Provide well organized programs/events which are well managed, advertised, organized, and announced which will build a sense of community and provide a great venue for arts, culture and heritage to be showcased. Target kids and provide programs/events outside of the sports realm.	0	+2	+1	+2	+2	+2



## ARTS, CULTURE, HERITAGE & BEAUTIFICATION SOLUTIONS (continued...)

DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
6	Music in the park is a great community event that adds to Enderby's uniqueness and character while also building a sense of community. Expand this Music in the Park event to be more often and in other locations such as the Gazebo in Barnes Park.	0	+2	+1	+2	+2	+2
7	Obtain an event coordinator.	0	+2	I	+2	+2	+1
8	Construct a downtown stage to help build a sense of community and provide a venue for local arts and culture.	0	+2	I	+2	+2	+2
9 *Priority	Explore Splantsin history/culture (particularly with fish), logging, forestry, steamboat, paddlewheel, and Enderby's history as a brick town as parts of Enderby's history, heritage or culture which we can build upon and showcase.	0	+2	+1	+2	+2	+2
10	Beautify boat launch sites and impose a fee to launch which will contribute towards maintenance/beautification of the launch and/or river education.	+2	+2	+1	+2	+2	+1

## Arts, Culture, Heritage and Beautification: Priority Solutions

PRIORITY SOLUTIONS	WHAT?	HOW? CONSIDERATIONS?	WHO? PARTNERS?
<b>#1: Focus clean up and beautification within the downtown core and at the entrances to the City, particularly during peak tourist season. The railway tracks should also be a focus as they are becoming overrun with weeds.</b>	1. Clean up and revitalize empty, rundown buildings/lots within the downtown and along the highway corridor.	<ul style="list-style-type: none"> <li>Update bylaws to uphold a certain beautification code or standard.</li> <li>Focus on enforcing bylaws by better explaining the process to the general public through City of Enderby website or Facebook page. Example: Explain that bylaw enforcement requires residents to complain in writing.</li> <li>Incorporate Enderby's history, wildlife, and culture within the downtown.</li> <li>Encourage heritage and bright color schemes within residential or commercial buildings (like in Dawson City) through incentives.</li> <li>Focus on streetscape to take away from unattractive buildings.</li> </ul>	<ul style="list-style-type: none"> <li>City of Enderby</li> <li>Chamber of Commerce</li> <li>Enderby &amp; District Vitalization Committee</li> </ul>
	2. Replace the unsightly ditches along the highway with something that is more attractive.	<ul style="list-style-type: none"> <li>Get City Council to lobby Ministry of Transportation &amp; Infrastructure to find an alternative to the ditches along the highway which are environmentally and economically sustainable while at the same time attractive and beautiful.</li> <li>Widen the shoulder along the highway in some spots to provide space for planters and other forms of beautification. The Garden Club should be engaged in beautifying the highway corridor.</li> </ul>	<ul style="list-style-type: none"> <li>City of Enderby</li> <li>Ministry of Transportation &amp; Infrastructure</li> <li>Garden Club</li> </ul>
	3. Create a beautiful 'Welcome to Enderby' sign for the entrance to town on Splatins land which incorporates Enderby's diverse cultures, history, heritage and wildlife.	<ul style="list-style-type: none"> <li>Engage with the Splatins Band in developing a 'Welcome to Enderby' sign.</li> <li>Engage the general public to determine what aspects of their community they feel should be included in the design of the sign.</li> <li>Engage with public and Arts Council for how to incorporate Enderby's culture, history, heritage and wildlife into the sign.</li> </ul>	<ul style="list-style-type: none"> <li>Splatins</li> <li>City of Enderby</li> <li>Arts Council</li> <li>General Public</li> </ul>
<b>#2: Provide well organized programs/events which are well managed, advertised, organized, and announced which will</b>	1. Improve upon the Chamber of Commerce's electronic events calendar to provide a reliable, convenient source of information regarding events and programming within Enderby & District.	<ul style="list-style-type: none"> <li>Better promote the use of the electronic calendar so that people know the Chamber of Commerce is the place to send all relevant events and programming information.</li> <li>Needs to be linked to other sites and mediums such as the City of Enderby website, Our Enderby Facebook, websites of local businesses/organizations/groups etc.</li> <li>When an event is clicked on, it should have a pop up that has additional detailed information about the event such as links to other websites,</li> </ul>	<ul style="list-style-type: none"> <li>Chamber of Commerce</li> <li>Recreation Coordinator (Madison)</li> <li>Local web designers</li> <li>Local groups and</li> </ul>

<b><i>build a sense of community and provide a great venue for arts, culture and heritage to be showcased. Target kids and provide programs/events outside of the sports realm.</i></b>		phone numbers, etc. <ul style="list-style-type: none"> <li>▪ The calendar should be printable.</li> </ul>	organizations which host events and programming <ul style="list-style-type: none"> <li>▪ Future Entertainment Coordination Committee</li> </ul>
	2. Create an Entertainment Coordination Committee in lieu of an events coordinator. This Committee would be tasked with organizing events within Enderby & District and integrating different community groups within the process.	<ul style="list-style-type: none"> <li>▪ Get the Chamber of Commerce to take the lead and contact all relevant groups, clubs and associations within the area to find people who would be interested in joining the Entertainment Coordination Committee.</li> <li>▪ This Committee could be tasked with updating the Chamber's electronic calendar every quarter (or as needed) with all relevant events and programs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Chamber of Commerce</li> <li>▪ Community groups, clubs and associations</li> </ul>
<b><i>#3: Explore Splitsin history/culture (particularly with fish), logging, forestry, steamboat, paddlewheel, and Enderby's history as a brick town as parts of Enderby's history, heritage or culture which we can build upon and showcase.</i></b>	1. Promote Splitsin's history and culture with salmon and the Shuswap River. This can be promoted within a shared art gallery or on murals throughout town.	<ul style="list-style-type: none"> <li>▪ Consultation between the Enderby &amp; District Vitalization Committee, the Arts Council and the Splitsin Band which will allow the parties to determine a strategy for how the Splitsin's history and culture with salmon and the Shuswap River should be promoted.</li> <li>▪ Better promote the Enderby &amp; District Museum Society which has a lot of terrific information and displays of Splitsin history and culture</li> </ul>	<ul style="list-style-type: none"> <li>▪ Enderby &amp; District Vitalization Committee</li> <li>▪ Splitsin</li> <li>▪ Arts Council</li> <li>▪ Enderby &amp; District Museum Society</li> </ul>

TOURISM & MARKETING SOLUTIONS							
DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
1 *Priority	Develop a message which will make people want to stop and visit Enderby, and then market the message in strategic locations (information booths/kiosks around town, explore Enderby brochure). Use this message, along with the other unique aspects and characteristics of the community, to develop a brand for Enderby which can be marketed.	0	+2	+2	+3	+3	+3
2	Focus on 5 reasons why people should visit/stop in Enderby and then market those 5 things together. Should focus on the best assets of Enderby such as its pristine environment, air quality, great food, recreational opportunities, etc.	0	+2	+2	+3	+3	+3
3	Signage strategy: Enderby on highway signs, free parking, funky business signs, kiosks, recycling and garbage can locations, etc.	0	+2	+2	+3	+2	+2
4	Better situate Enderby as a tourism hub through branding, messaging, advertising, signage strategy, and a City of Enderby Facebook page.	0	+2	+2	+3	+2	+1
5	Make Enderby the end destination through: <ul style="list-style-type: none"> <li>a. Adventure tourism which focuses on the City's amazing recreational assets;</li> <li>b. A unique recreational event such as a Cliff Hike Challenge; or</li> <li>c. A destination resort</li> </ul>	0	+2	+3	+3	+1	+1

TOURISM & MARKETING SOLUTIONS (continued...)							
DESCRIPTION		ENVIRON. IMPACT (L/M/H)	SOCIAL IMPACT (L/M/H)	ECONOMIC IMPACT (L/M/H)	VISIBILITY (L/M/H)	TIMELINE (S/M/L)	COST (L/M/H)
6 *Priority	Market Enderby as the Green Capital of the Okanagan. Get businesses, residents, industry, Splat-sin, and the City's infrastructure all on board to promote this Green focus.	+2	+2	+2	+3	+1	+1
7 *Priority	Build upon creative ideas which will draw different types of tourists and recreational users: bird sanctuary/bird bridge associated with river walk for bird watchers, culture brochures for cultural travelers, etc.	+1	+2	+2	+2	+2	+2
8	Market the phrase 'Enderby: Where Visitors Become Residents.'	0	+1	+2	+2	+3	+3
9	Increase the supply of hotels, camping, lodges and other accommodations to support the needs of tourism within Enderby.	0	+2	+3	+2	+1	+1
10	Obtain an event coordinator.	0	+2	I	+2	+2	+1

## Tourism & Marketing: Priority Solutions

PRIORITY SOLUTIONS	WHAT?	HOW? CONSIDERATIONS?	WHO? PARTNERS?
<b>#1: Develop a message which will make people want to stop and visit Enderby, and then market the message in strategic locations (information booths/kiosks around town, Explore Enderby brochure). Use this message, along with the other unique aspects and characteristics of the community, to develop a brand for Enderby which can be marketed.</b>	1. Develop a message, through community input and engagement, which sums up what our community is all about while at the same time catering to the target audience that we are trying to reach. Every effort should be made to ensure that this message is encompassed and promoted within the Thompson Okanagan Tourism Association regional brand.	<ul style="list-style-type: none"> <li>Bring the community together to determine what we are trying to promote, what our community's niche is, who our target audience is and what our overall message is.</li> <li>Utilize the Chamber of Commerce to expand the message as broadly as possible to reach as many people as possible. This message should not just be marketed locally but instead regionally, provincially and eventually, globally.</li> <li>"Enderby: Gateway to the Shuswap and Okanagan"</li> </ul>	<ul style="list-style-type: none"> <li>General Public</li> <li>Chamber of Commerce</li> <li>Marketing specialist</li> <li>Thompson Okanagan Tourism Association</li> </ul>
	2. Once a message has been developed, it needs to be communicated broadly through as many mediums as possible.	<ul style="list-style-type: none"> <li>Enderby's message needs to be communicated online as this provides the best opportunity for reaching a large number of people. Online opportunities to market Enderby's message include:               <ul style="list-style-type: none"> <li>A City of Enderby Facebook Page;</li> <li>Promoting the message on the websites of local businesses, Chamber of Commerce, City of Enderby, etc.;</li> <li>A Tourism Enderby website; and</li> <li>Phone applications which could scan the bar code of the Explore Enderby brochure to bring up a City of Enderby phone app.</li> </ul> </li> <li>Bring the Explore Enderby brochure online and link it to Google Maps.</li> <li>Place banners along the River Walk.</li> <li>Build an electronic/digital Enderby billboard which displays events, programs, free parking, the 'Enderby message' etc.</li> </ul>	<ul style="list-style-type: none"> <li>Chamber of Commerce</li> <li>City of Enderby</li> <li>Tech savvy Enderby residents</li> <li>General Public</li> </ul>
<b>#2: Market Enderby as the Green Capital of the Okanagan. Get businesses, residents, industry, Splatsin, and the City's infrastructure all on board to promote this Green</b>	1. Before Enderby can be marketed as a green community it must first begin to recreate itself as a green, sustainable community through different initiatives.	<ul style="list-style-type: none"> <li>Explore how communities can be certified as 'green and sustainable'.</li> <li>Attempt to build Enderby as a green and sustainable community by starting at the schools and enable the kids to continue Enderby's quest towards community sustainability into the future.</li> <li>Have the Knoll Neighbourhood be the key green feature within Enderby; a completely sustainable neighbourhood which can set the 'sustainability' bar within the community.</li> <li>Promote the green businesses within the community such as Fink Machine and Okanagan Geothermal Ltd.</li> </ul>	<ul style="list-style-type: none"> <li>School District #83</li> <li>Developers</li> <li>City of Enderby</li> <li>Fink Machine, Okanagan Geothermal and any other green businesses within</li> </ul>

<p><i>focus.</i></p>		<ul style="list-style-type: none"> <li>▪ Possible new initiatives to explore:               <ul style="list-style-type: none"> <li>○ Expanding River Walk south to a bird sanctuary and bridge to the island in the Shuswap River;</li> <li>○ Community wide composting program;</li> <li>○ Improved recycling program;</li> </ul> </li> <li>▪ Implement alternative sustainable development standards which will promote and enable sustainable developments within the community.</li> <li>▪ Build a sign at the entrance to town that says 'Enderby: Aiming to Be the Greenest Little City in Canada'. After progress has been made, cross out the 'aiming' and replace with 'almost'. Eventually have it say 'The Greenest Little City in Canada'.</li> </ul>	<p>the community</p> <ul style="list-style-type: none"> <li>▪ Local environmental groups</li> <li>▪ Lions Club</li> <li>▪ Provincial Grants</li> <li>▪ Private Enterprise</li> </ul>
	<p>2. Once Enderby has sufficient initiatives, programs and projects in place such that it can be considered a complete, green and sustainable community, then the community should look to market this 'green' brand.</p>	<ul style="list-style-type: none"> <li>▪ Attempt to achieve certification as a 'green' or 'sustainable' community, if possible.</li> <li>▪ Use community input to determine our green and sustainable mission statement and then market that within brochures, online, etc.</li> <li>▪ Obtain an aerial shot photograph of Enderby and then digitally enhance it to showcase a vision of what a sustainable Enderby would look like or how it currently is sustainable. Ex. Highlight Fink Machine &amp; Okanagan Geothermal, the horsepower restricted river, the sustainable Knoll neighbourhood, green/sustainable community groups, etc.</li> <li>▪ Market the Integrated Community Sustainability Planning process and showcase how we are going about achieving community sustainability within Enderby.</li> <li>▪ Market 'Green Tourism' within Enderby through 'green package deals'. Such green package deals could include green accommodation, local food for meals and tours of our green facilities and projects.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Chamber of Commerce</li> <li>▪ Local and regional environmental groups</li> <li>▪ Marketing specialist</li> <li>▪ City of Enderby</li> <li>▪ Tourism BC</li> </ul>
<p><b>#3: Build upon creative ideas which will draw different types of tourists and recreational users: bird sanctuary/bird bridge associated with river walk for bird watchers, culture brochures for cultural travelers, etc.</b></p>	<p>1. Attempt to draw in tourists who are into bird watching by developing a bird sanctuary along the Shuswap River which would include a bird bridge which would connect the River Walk trail with the island in the Shuswap River. This could be a joint project between the City of Enderby, Chamber of Commerce and the Splat sin Band.</p>	<ul style="list-style-type: none"> <li>▪ Bring together the Splat sin Band, City of Enderby and Chamber of Commerce to create a partnership for developing the project.</li> <li>▪ Splat sin Band to identify native foods, medicines, species etc. on the island which could open up opportunities for guided interpretive tours of the island.</li> <li>▪ Engage with local mills for donating the wood for building the bird bridge.</li> <li>▪ Signage along the River Walk related to the different bird species.</li> <li>▪ Engage with the Shuswap Trail Alliance creating/building upon trails on the island.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Splat sin Band</li> <li>▪ Chamber of Commerce</li> <li>▪ City of Enderby</li> <li>▪ Shuswap Trail Alliance</li> <li>▪ Local mills</li> </ul>

## Appendix D – Linkages

The Our Enderby Integrated Community Sustainability Planning process, in addition to relying on extensive local community input, has been shaped by several other existing commitments of the City of Enderby including the North Okanagan Regional Growth Strategy, the Climate Action Charter and the City's Asset Management Investment Planning process.

The following outlines linkages identified between the Our Enderby ICSP and, a) the North Okanagan RGS, b) the Climate Action Charter, c) Smart Growth and, d) the City's Asset Management Investment Plan. A successful linkage involves congruency between an Aspirational Statement (Appendix B) and the above complimentary initiatives, in terms of:

- Achieving one or more of the regional policy goals contained within the North Okanagan RGS;
- Achieving Enderby's commitment to the Climate Action Charter by reducing greenhouse gas emissions within the community by fostering Enderby as a complete, compact, more energy-efficient community;
- Reducing Enderby's infrastructure deficit by providing affordable, well-maintained infrastructure which supports the economic health of the community; or
- Achieving one or more of the 10 Smart Growth principles.

Tables 1 through 9 provide an overview of how each of the Aspirational Statements (Appendix B), relative to each of the 9 Strategy Areas, links to the North Okanagan RGS, Climate Action Charter, Smart Growth and the City's Asset Management Investment Plan.



**Table 1. Community & Individual Health Linkages**

<b>Aspirational Statements: Community &amp; Individual Health</b>	<b>North Okanagan Regional Growth Strategy Linkage</b>	<b>Climate Action Charter Linkage</b>	<b>Smart Growth Linkage</b>	<b>Asset Management Investment Planning Linkage</b>
<b>1</b>	✓ Goal H-1		✓ Principle #4	
<b>2</b>				
<b>3</b>				
<b>4</b>			✓ Principle #10	
<b>5</b>	✓ Goal TI-3		✓ Principle #3	
<b>6</b>	✓ Goal H-1		✓ Principle #4	
<b>7</b>				
<b>8</b>	✓ Goal WS-2 Goal ENV-3	✓	✓ Principle #6	
<b>9</b>	✓ Goal TI-2 Goal TI-3		✓ Principle #3	
<b>10</b>				
<b>11</b>	✓ Goal AG-3 Goal AG-4	✓	✓ Principle #7	
<b>12</b>	✓ Goal TI-2 Goal TI-3	✓	✓ Principle #3	

**Table 2. New Industry & Business Linkages**

<b>Aspirational Statements : New Industry &amp; Business</b>	<b>North Okanagan Regional Growth Strategy Linkage</b>	<b>Climate Action Charter Linkage</b>	<b>Smart Growth Linkage</b>	<b>Asset Management Investment Planning Linkage</b>
<b>1</b>	✓ Goal ED-2			
<b>2</b>	✓ Goal ED-1			
<b>3</b>	✓ Goal ED-1 Goal ED-2			
<b>4</b>	✓ Goal ED-2	✓	✓ Principle #2	
<b>5</b>	✓ Goal ED-2			
<b>6</b>				
<b>7</b>	✓ Goal GS-2			
<b>8</b>				
<b>9</b>				
<b>10</b>	✓ Goal ED-1			

**Table 3. Downtown Resiliency Linkages**

<b>Aspirational Statements : Downtown Resiliency</b>	<b>North Okanagan Regional Growth Strategy Linkage</b>	<b>Climate Action Charter Linkage</b>	<b>Smart Growth Linkage</b>	<b>Asset Management Investment Planning Linkage</b>
<b>1</b>			✓ Principle #9	
<b>2</b>			✓ Principle #9	
<b>3</b>			✓ Principle #9	
<b>4</b>		✓	✓ Principle #9	
<b>5</b>			✓ Principle #9 Principle #10	
<b>6</b>	✓ Goal ED-2			
<b>7</b>	✓ Goal H-1 Goal TI-2	✓	✓ Principle #1 Principle #2 Principle #4 Principle #5 Principle #9	✓
<b>8</b>			✓ Principle #9 Principle #10	
<b>9</b>			✓ Principle #9	
<b>10</b>				
<b>11</b>	✓ Goal TI-2	✓	✓	
<b>12</b>			✓ Principle #9	
<b>13</b>	✓ Goal TI-2	✓	✓ Principle #3	✓

**Table 4. Existing Industry & Business Linkages**

<b>Aspirational Statements: Existing Industry &amp; Business</b>	<b>North Okanagan Regional Growth Strategy Linkage</b>	<b>Climate Action Charter Linkage</b>	<b>Smart Growth Linkage</b>	<b>Asset Management Investment Planning Linkage</b>
<b>1</b>			✓ Principle #10	
<b>2</b>			✓ Principle #9	
<b>3</b>		✓	✓ Principle #2	
<b>4</b>	✓ Goal ED-2 Goal AG-4	✓	✓ Principle #2	
<b>5</b>				
<b>6</b>	✓ Goal ED-2			
<b>7</b>			✓ Principle #1 Principle #9	
<b>8</b>	✓ Goal ED-2 Goal AG-4	✓		
<b>9</b>			✓ Principle #9	
<b>10</b>	✓ Goal ED-2	✓	✓ Principle #6	
<b>11</b>				
<b>12</b>	✓ Goal ED-1			
<b>13</b>	✓ AG-4	✓	✓ Principle #7	

**Table 5. The Natural Environment Linkages**

<b>Aspirational Statements : The Natural Environment</b>	<b>North Okanagan Regional Growth Strategy Linkage</b>	<b>Climate Action Charter Linkage</b>	<b>Smart Growth Linkage</b>	<b>Asset Management Investment Planning Linkage</b>
<b>1</b>	✓ WS-1 WS-2 ENV-1		✓ Principle #6	✓
<b>2</b>	✓ Goal ENV-1 Goal ENV-2 Goal ENV-3 Goal WS-1 Goal WS-2	✓	✓ Principle #10	
<b>3</b>	✓ Goal EE-1	✓	✓ Principle #6 Principle #8	
<b>4</b>	✓ Goal EE-1 Goal ENV-3 Goal TI-2	✓	✓ Principle #6	
<b>5</b>	✓ Goal UC-1 Goal WS-2 Goal ENV-1 Goal ENV-2 Goal EE-1	✓	✓ Principle #1 Principle #2 Principle #3 Principle #6 Principle #8	
<b>6</b>	✓ Goal TI-3 Goal ENV-1 Goal ENV-2 Goal ENV-3 Goal WS-1 Goal WS-2	✓	✓ Principle #5 Principle #6 Principle #8	✓

<b>Aspirational Statements : That Natural Environment</b>	<b>North Okanagan Regional Growth Strategy Linkage</b>	<b>Climate Action Charter Linkage</b>	<b>Smart Growth Linkage</b>	<b>Asset Management Investment Planning Linkage</b>
<b>7</b>	✓ Goal UC-1 Goal WS-1 Goal WS-2 Goal ENV-1 Goal ENV-2 Goal ENV-3 Goal TI-2 Goal TI-3 Goal H-1 Goal EE-1	✓	✓ Principle #1 Principle #2 Principle #3 Principle #4 Principle #6 Principle #8	✓
<b>8</b>	✓ Goal ENV-3 Goal TI-2 Goal TI-3 Goal EE-1	✓	✓ Principle #1 Principle #2 Principle #3 Principle #6 Principle #9	
<b>9</b>				
<b>10</b>	✓ WS-2 ENV-1 ENV-3		✓ Principle #6	✓
<b>11</b>	✓ ENV-2 ENV-3		✓ Principle #6	
<b>12</b>	✓ UC-1 ENV-2		✓ Principle #2 Principle #6	✓
<b>13</b>	✓ Goal AG-4 Goal ENV-2 Goal ENV-3	✓	✓ Principle #6 Principle #7	

**Table 6. Transportation & Infrastructure Linkages**

<b>Aspirational Statements : Transportation &amp; Infrastructure</b>	<b>North Okanagan Regional Growth Strategy Linkage</b>	<b>Climate Action Charter Linkage</b>	<b>Smart Growth Linkage</b>	<b>Asset Management Investment Planning Linkage</b>
<b>1</b>	✓ Goal TI-2 Goal TI-3 Goal ENV-3 Goal EE-1	✓	✓ Principle #3 Principle #6 Principle #8 Principle #9	✓
<b>2</b>	✓ Goal UC-1 Goal ENV-3 Goal TI-2 Goal EE-1	✓	✓ Principle #2 Principle #3 Principle #9	
<b>3</b>	✓ Goal TI-1 Goal TI-2 Goal EE-1	✓	✓ Principle #3 Principle #6	
<b>4</b>	✓ Goal UC-1 Goal WS-1 Goal WS-2 Goal ENV-1 Goal ENV-2 Goal EE-1	✓	✓ Principle #2 Principle #5 Principle #6 Principle #8	✓
<b>5</b>	✓ Goal AG-1 Goal WS-1 Goal WS-2 Goal WS-3 Goal ENV-1 Goal ENV-3	✓	✓ Principle #6	✓
<b>6</b>	✓ Goal UC-1 Goal TI-3 Goal GS-2.4		✓ Principle #8	✓
<b>7</b>			✓ Principle #9	
<b>8</b>			✓ Principle #9	
<b>9</b>				

<b>Aspirational Statements : Transportation &amp; Infrastructure</b>	<b>North Okanagan Regional Growth Strategy Linkage</b>	<b>Climate Action Charter Linkage</b>	<b>Smart Growth Linkage</b>	<b>Asset Management Investment Planning Linkage</b>
<b>10</b>	✓ Goal UC-1 Goal TI-2 Goal EE-1	✓	✓ Principle #2 Principle #3	✓
<b>11</b>	✓ Goal ENV-3 Goal TI-1 Goal TI-2 Goal EE-1	✓	✓ Principle #3	



**Table 7. Recreation & Leisure Linkages**

<b>Aspirational Statements : Recreation &amp; Leisure</b>	<b>North Okanagan Regional Growth Strategy Linkage</b>	<b>Climate Action Charter Linkage</b>	<b>Smart Growth Linkage</b>	<b>Asset Management Investment Planning Linkage</b>
<b>1</b>				
<b>2</b>				
<b>3</b>	✓ Goal TI-1 Goal TI-2 Goal EE-1	✓	✓ Principle #3	
<b>4</b>				
<b>5</b>				
<b>6</b>				
<b>7</b>	✓ Goal TI-1 Goal TI-2 Goal EE-1	✓	✓ Principle #3	
<b>8</b>			✓ Principle #10	
<b>9</b>				
<b>10</b>				
<b>11</b>				

**Table 8. Arts, Culture, Heritage & Beautification Linkages**

<b>Aspirational Statements : Arts, Culture, Heritage &amp; Beautification</b>	<b>North Okanagan Regional Growth Strategy Linkage</b>	<b>Climate Action Charter Linkage</b>	<b>Smart Growth Linkage</b>	<b>Asset Management Investment Planning Linkage</b>
<b>1</b>				
<b>2</b>			✓ Principle #10	
<b>3</b>			✓ Principle #10	
<b>4</b>			✓ Principle #10	
<b>5</b>				
<b>6</b>			✓ Principle #10	
<b>7</b>				
<b>8</b>				
<b>9</b>			✓ Principle #10	
<b>10</b>				
<b>11</b>				

**Table 9. Tourism & Marketing Linkages**

<b>Aspirational Statements : Tourism &amp; Marketing</b>	<b>North Okanagan Regional Growth Strategy Linkage</b>	<b>Climate Action Charter Linkage</b>	<b>Smart Growth Linkage</b>	<b>Asset Management Investment Planning Linkage</b>
<b>1</b>			✓ Principle #10	
<b>2</b>				
<b>3</b>				
<b>4</b>				
<b>5</b>				
<b>6</b>				
<b>7</b>				
<b>8</b>	✓ Goal WS-1 Goal WS-2 Goal ENV-1 Goal ENV-2 Goal ENV-3		✓ Principle #6	
<b>9</b>				
<b>10</b>	✓ Goal ED-2			
<b>11</b>				

## Appendix E - Work Plan

	<b><u>Action</u></b>	<b><u>Mar</u></b> <b><u>12</u></b>	<b><u>Apr</u></b> <b><u>12</u></b>	<b><u>May</u></b> <b><u>12</u></b>	<b><u>Jun</u></b> <b><u>12</u></b>	<b><u>Jul</u></b> <b><u>12</u></b>	<b><u>Aug</u></b> <b><u>12</u></b>	<b><u>Sep</u></b> <b><u>12</u></b>	<b><u>Oct</u></b> <b><u>12</u></b>	<b><u>Nov</u></b> <b><u>12</u></b>	<b><u>Dec</u></b> <b><u>12</u></b>	<b><u>Jan</u></b> <b><u>13</u></b>	<b><u>Feb</u></b> <b><u>13</u></b>	<b><u>Mar</u></b> <b><u>13</u></b>	<b><u>Apr</u></b> <b><u>13</u></b>	<b><u>May</u></b> <b><u>13</u></b>	<b><u>Jun</u></b> <b><u>13</u></b>	<b><u>Jul</u></b> <b><u>13</u></b>	<b><u>Aug</u></b> <b><u>13</u></b>	<b><u>Sep</u></b> <b><u>13</u></b>
<b>Information Gathering</b>	Project Consultant Selected																			
	Initial Meetings Between City of Enderby Staff, RDNO Staff, and Project Consultants																			
	Relevant City of Enderby Sustainability Initiatives Identified																			
	Relevant City of Enderby Policy Documents and Regulatory Bylaws Identified and Analysed																			
	Working Group Members Confirmed																			
	Key Community Members/Leaders/Groups/Associations Identified																			
	Site Tour for Consultants																			

	<b><u>Action</u></b>	<u>Mar</u> <u>12</u>	<u>Apr</u> <u>12</u>	<u>May</u> <u>12</u>	<u>Jun</u> <u>12</u>	<u>Jul</u> <u>12</u>	<u>Aug</u> <u>12</u>	<u>Sep</u> <u>12</u>	<u>Oct</u> <u>12</u>	<u>Nov</u> <u>12</u>	<u>Dec</u> <u>12</u>	<u>Jan</u> <u>13</u>	<u>Feb</u> <u>13</u>	<u>Mar</u> <u>13</u>	<u>Apr</u> <u>13</u>	<u>May</u> <u>13</u>	<u>Jun</u> <u>13</u>	<u>Jul</u> <u>13</u>	<u>Aug</u> <u>13</u>	<u>Sep</u> <u>13</u>
<b>Information Gathering</b>	Technical Kickoff Meeting Held																			
	Working Group Meetings Scheduled																			
	Consultants Participated in 2 Day ICSP Webinar																			
	Consultants Conducted Analysis of Several Different Sustainability Topics Including: Aquatic Center Feasibility, District Energy Systems, Rain Barrel Program, Social Sustainability Inventory and Alternate Development Standards																			
<b>Public Engagement</b>	Website Updated																			
	Facebook Page Created																			
	Name of ICSP Planning Projcet Changed to 'Our Enderby'																			

	<u>Action</u>	<u>Mar</u> <u>12</u>	<u>Apr</u> <u>12</u>	<u>May</u> <u>12</u>	<u>Jun</u> <u>12</u>	<u>Jul</u> <u>12</u>	<u>Aug</u> <u>12</u>	<u>Sep</u> <u>12</u>	<u>Oct</u> <u>12</u>	<u>Nov</u> <u>12</u>	<u>Dec</u> <u>12</u>	<u>Jan</u> <u>13</u>	<u>Feb</u> <u>13</u>	<u>Mar</u> <u>13</u>	<u>Apr</u> <u>13</u>	<u>May</u> <u>13</u>	<u>Jun</u> <u>13</u>	<u>Jul</u> <u>13</u>	<u>Aug</u> <u>13</u>	<u>Sep</u> <u>13</u>
<b>Public Engagement</b>	Press Release in Chamber of Commerce Newsletter																			
	Press Release in Local News Papers																			
	Engaged With A.L. Fortune																			
	Engaged and Consulted With City of Vernon Staff																			
	Facebook Project Updates, Critical Questions, and Survey Promotion																			
	Monthly Status Reports Presented to Council																			
	Information Package Created and Made Public																			
	FAQ Document Created and Made Public																			
	Sustainability Survey Created and Made Public																			

	<b><u>Action</u></b>	<b><u>Mar</u></b> <b><u>12</u></b>	<b><u>Apr</u></b> <b><u>12</u></b>	<b><u>May</u></b> <b><u>12</u></b>	<b><u>Jun</u></b> <b><u>12</u></b>	<b><u>Jul</u></b> <b><u>12</u></b>	<b><u>Aug</u></b> <b><u>12</u></b>	<b><u>Sep</u></b> <b><u>12</u></b>	<b><u>Oct</u></b> <b><u>12</u></b>	<b><u>Nov</u></b> <b><u>12</u></b>	<b><u>Dec</u></b> <b><u>12</u></b>	<b><u>Jan</u></b> <b><u>13</u></b>	<b><u>Feb</u></b> <b><u>13</u></b>	<b><u>Mar</u></b> <b><u>13</u></b>	<b><u>Apr</u></b> <b><u>13</u></b>	<b><u>May</u></b> <b><u>13</u></b>	<b><u>Jun</u></b> <b><u>13</u></b>	<b><u>Jul</u></b> <b><u>13</u></b>	<b><u>Aug</u></b> <b><u>13</u></b>	<b><u>Sep</u></b> <b><u>13</u></b>
<b>Public Engagement</b>	Sustainability Survey Promoted and Circulated through Facebook, City of Enderby Website, Community Events, Presentations, Meet and Greet and Locations Throughout Town																			
	Engaged with Interior Health																			
	Consulted with RDNO Staff Regarding Public Consultation																			
	Flyers Posted Throughout Enderby Promoting 'Our Enderby' project, 'Our Enderby' Facebook Page, and City of Enderby Website																			
	ICSP Write Up Inserted in Tax Notices																			
	Grant Application Submitted for 'Phase 2: Implementation' of ICSP Project																			

	<b><u>Action</u></b>	<b><u>Mar</u></b> <b><u>12</u></b>	<b><u>Apr</u></b> <b><u>12</u></b>	<b><u>May</u></b> <b><u>12</u></b>	<b><u>Jun</u></b> <b><u>12</u></b>	<b><u>Jul</u></b> <b><u>12</u></b>	<b><u>Aug</u></b> <b><u>12</u></b>	<b><u>Sep</u></b> <b><u>12</u></b>	<b><u>Oct</u></b> <b><u>12</u></b>	<b><u>Nov</u></b> <b><u>12</u></b>	<b><u>Dec</u></b> <b><u>12</u></b>	<b><u>Jan</u></b> <b><u>13</u></b>	<b><u>Feb</u></b> <b><u>13</u></b>	<b><u>Mar</u></b> <b><u>13</u></b>	<b><u>Apr</u></b> <b><u>13</u></b>	<b><u>May</u></b> <b><u>13</u></b>	<b><u>Jun</u></b> <b><u>13</u></b>	<b><u>Jul</u></b> <b><u>13</u></b>	<b><u>Aug</u></b> <b><u>13</u></b>	<b><u>Sep</u></b> <b><u>13</u></b>
<b>Public Engagement</b>	Consulted with Joanne de Vries Regarding Consultation and Facilitation Techniques																			
	Identified Broad Goals and Objectives for First Round of Working Group Meetings																			
	Developed a Facilitation Work Plan and Agendas for First Round of Working Group Meetings																			
	Ads Regarding Project and Survey Placed in Okanagan Advertiser, Rivertalk and the Vernon Morning Star																			
	Consulted the General Public at the Open Air Farmers Market																			
	Presented to Enderby Lions Club																			



	<b><u>Action</u></b>	<b><u>Mar</u></b> <b><u>12</u></b>	<b><u>Apr</u></b> <b><u>12</u></b>	<b><u>May</u></b> <b><u>12</u></b>	<b><u>Jun</u></b> <b><u>12</u></b>	<b><u>Jul</u></b> <b><u>12</u></b>	<b><u>Aug</u></b> <b><u>12</u></b>	<b><u>Sep</u></b> <b><u>12</u></b>	<b><u>Oct</u></b> <b><u>12</u></b>	<b><u>Nov</u></b> <b><u>12</u></b>	<b><u>Dec</u></b> <b><u>12</u></b>	<b><u>Jan</u></b> <b><u>13</u></b>	<b><u>Feb</u></b> <b><u>13</u></b>	<b><u>Mar</u></b> <b><u>13</u></b>	<b><u>Apr</u></b> <b><u>13</u></b>	<b><u>May</u></b> <b><u>13</u></b>	<b><u>Jun</u></b> <b><u>13</u></b>	<b><u>Jul</u></b> <b><u>13</u></b>	<b><u>Aug</u></b> <b><u>13</u></b>	<b><u>Sep</u></b> <b><u>13</u></b>
<b>Public Engagement</b>	Presented to Empowering Women in Business																			
	Consulted with Seniors at 'Meals to Wheels' Event at Seniors Complex																			
	Consultation Memo Presented to Council																			
	Complete Issue 1 of Our Enderby Sustainability Newsletter																			
	Our Enderby Working Group Results Memo Presented to Council																			
	Our Enderby Working Group Results Presented to Public																			
	Circulate Issues 1 and 2 of Our Enderby Sustainability Newsletter																			
	Consult with Sue Rossi from Enderby & District Resource Center																			
	Consult with Warren Smith from Safe Communities																			

	<b><u>Action</u></b>	<b><u>Mar</u></b> <b><u>12</u></b>	<b><u>Apr</u></b> <b><u>12</u></b>	<b><u>May</u></b> <b><u>12</u></b>	<b><u>Jun</u></b> <b><u>12</u></b>	<b><u>Jul</u></b> <b><u>12</u></b>	<b><u>Aug</u></b> <b><u>12</u></b>	<b><u>Sep</u></b> <b><u>12</u></b>	<b><u>Oct</u></b> <b><u>12</u></b>	<b><u>Nov</u></b> <b><u>12</u></b>	<b><u>Dec</u></b> <b><u>12</u></b>	<b><u>Jan</u></b> <b><u>13</u></b>	<b><u>Feb</u></b> <b><u>13</u></b>	<b><u>Mar</u></b> <b><u>13</u></b>	<b><u>Apr</u></b> <b><u>13</u></b>	<b><u>May</u></b> <b><u>13</u></b>	<b><u>Jun</u></b> <b><u>13</u></b>	<b><u>Jul</u></b> <b><u>13</u></b>	<b><u>Aug</u></b> <b><u>13</u></b>	<b><u>Sep</u></b> <b><u>13</u></b>
<b>Public Engagement</b>	Consult with Jack Whelpley and Kristy Hopkins Regarding Youth Participation at Our Enderby Visioning Workshop																			
	Invite Splatsin to Our Enderby Visioning Workshop and Consult with Splatsin Band Regarding Integrating the ICSP and CPP Planning Processes																			
<b>Public Visioning</b>	Working Group Meeting #1 Held																			
	Working Group Meeting #2 Held																			
	Working Group Meeting #3 Held																			
	Working Group Meeting #4 Held																			
	Working Group Meeting #5 Held																			
	Notes Arising From Working Group Meetings were Filtered and Condensed into a Single Document																			



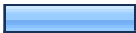




	<b><u>Action</u></b>	<b><u>Mar</u></b> <b><u>12</u></b>	<b><u>Apr</u></b> <b><u>12</u></b>	<b><u>May</u></b> <b><u>12</u></b>	<b><u>Jun</u></b> <b><u>12</u></b>	<b><u>Jul</u></b> <b><u>12</u></b>	<b><u>Aug</u></b> <b><u>12</u></b>	<b><u>Sep</u></b> <b><u>12</u></b>	<b><u>Oct</u></b> <b><u>12</u></b>	<b><u>Nov</u></b> <b><u>12</u></b>	<b><u>Dec</u></b> <b><u>12</u></b>	<b><u>Jan</u></b> <b><u>13</u></b>	<b><u>Feb</u></b> <b><u>13</u></b>	<b><u>Mar</u></b> <b><u>13</u></b>	<b><u>Apr</u></b> <b><u>13</u></b>	<b><u>May</u></b> <b><u>13</u></b>	<b><u>Jun</u></b> <b><u>13</u></b>	<b><u>Jul</u></b> <b><u>13</u></b>	<b><u>Aug</u></b> <b><u>13</u></b>	<b><u>Sep</u></b> <b><u>13</u></b>
<b>Public Visioning</b>	Working Group Meeting Notes were Evaluated for Information Gaps																			
	Identify Visioning Workshop Process and Format with Joanne de Vries from Fresh Outlook Foundation																			
	Present Visioning Workshop Memo to Council																			
	Create Checklist for Assessing/Prioritizing Solutions Within the 9 Strategy Areas																			
	Identify Groups/Individual to Invite to Visioning Workshop																			
	Contact Potential Visioning Workshop Attendees with a Formal Invitation by both Phone and Email																			
	Book Enderby Drill Hall as Venue for Our Enderby Visioning Workshop																			

	<b><u>Action</u></b>	<b><u>Mar</u></b> <b><u>12</u></b>	<b><u>Apr</u></b> <b><u>12</u></b>	<b><u>May</u></b> <b><u>12</u></b>	<b><u>Jun</u></b> <b><u>12</u></b>	<b><u>Jul</u></b> <b><u>12</u></b>	<b><u>Aug</u></b> <b><u>12</u></b>	<b><u>Sep</u></b> <b><u>12</u></b>	<b><u>Oct</u></b> <b><u>12</u></b>	<b><u>Nov</u></b> <b><u>12</u></b>	<b><u>Dec</u></b> <b><u>12</u></b>	<b><u>Jan</u></b> <b><u>13</u></b>	<b><u>Feb</u></b> <b><u>13</u></b>	<b><u>Mar</u></b> <b><u>13</u></b>	<b><u>Apr</u></b> <b><u>13</u></b>	<b><u>May</u></b> <b><u>13</u></b>	<b><u>Jun</u></b> <b><u>13</u></b>	<b><u>Jul</u></b> <b><u>13</u></b>	<b><u>Aug</u></b> <b><u>13</u></b>	<b><u>Sep</u></b> <b><u>13</u></b>
<b>Public Visioning</b>	Send Reminder Email to Visioning Workshop Attendees Which Has Background Information and Reports Attached																			
	Create Presentation for Our Enderby Visioning Workshop																			
	Select 3 Individuals to Act as Note Takers for Visioning Workshop																			
	Successfully Conduct the Visioning Workshop on Tuesday October 16, 2012																			
	Assess, Analyze, Interpret and Organize Information Gathered From Visioning Workshop																			
	Identify Our Enderby Integrated Community Sustainability Plan Implementation Strategies																			
	Present Visioning Workshop Results Memo to Council																			



	<b><u>Action</u></b>	<b><u>Mar</u></b> <b><u>12</u></b>	<b><u>Apr</u></b> <b><u>12</u></b>	<b><u>May</u></b> <b><u>12</u></b>	<b><u>Jun</u></b> <b><u>12</u></b>	<b><u>Jul</u></b> <b><u>12</u></b>	<b><u>Aug</u></b> <b><u>12</u></b>	<b><u>Sep</u></b> <b><u>12</u></b>	<b><u>Oct</u></b> <b><u>12</u></b>	<b><u>Nov</u></b> <b><u>12</u></b>	<b><u>Dec</u></b> <b><u>12</u></b>	<b><u>Jan</u></b> <b><u>13</u></b>	<b><u>Feb</u></b> <b><u>13</u></b>	<b><u>Mar</u></b> <b><u>13</u></b>	<b><u>Apr</u></b> <b><u>13</u></b>	<b><u>May</u></b> <b><u>13</u></b>	<b><u>Jun</u></b> <b><u>13</u></b>	<b><u>Jul</u></b> <b><u>13</u></b>	<b><u>Aug</u></b> <b><u>13</u></b>	<b><u>Sep</u></b> <b><u>13</u></b>
<b>Plan Completion</b>	Meeting between City Staff and Regional District of North Okanagan Staff to Discuss Direction of ICSP and its Integration with North Okanagan Regional Growth Strategy																			
	Complete Draft 1 of Our Enderby ICSP																			
	Refer Draft ICSP for Review and Analysis Regarding the Consistency Between the ICSP and North Okanagan Regional Growth Strategy																			
	Revisions to Draft ICSP																			
	Draft 1 of ICSP Presented to Council for Review and Comment																			
	Final Draft of ICSP Presented to Council for Adoption																			

## ***Appendix F – Sustainability Survey Results***

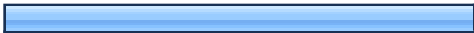


## 1. Age:

		Response Percent	Response Count
Under 15		0.0%	0
15-24		5.6%	4
25-34		4.2%	3
35-44		19.4%	14
45-54		27.8%	20
55-64		20.8%	15
65-74		13.9%	10
75+		8.3%	6
answered question			72
skipped question			0

## 2. Gender:

		Response Percent	Response Count
Male		35.7%	25
Female		64.3%	45
answered question			70
skipped question			2

### 3. I am a resident of:

		Response Percent	Response Count
Enderby		70.4%	50
Area F		19.7%	14
Other		9.9%	7
answered question			71
skipped question			1

### 4. A common understanding is that 'sustainability' is an environmental, economic, and social concept which looks at how to meet the needs of the present without limiting the ability of future generations to meet their own needs. How important is this concept of sustainability to you?

	Very Important	Important	Neutral	Not Important	Not Important at All	Rating Average	Response Count
	59.7% (43)	38.9% (28)	1.4% (1)	0.0% (0)	0.0% (0)	1.42	72

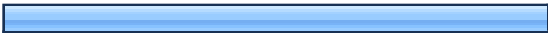












Other (If you do not agree with this definition of sustainability, please describe what sustainability means to you)

1





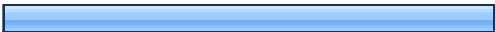
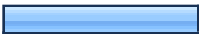

answered question	72
skipped question	0



**5. Please place a check next to any eco-friendly actions or lifestyle choices which you do on a regular basis.**

		Response Percent	Response Count
Monitor/reduce water use		81.9%	59
Monitor/reduce electricity use		79.2%	57
Monitor/reduce car use		56.9%	41
Use alternative energy sources such as wind, solar, or bio-energy		5.6%	4
Walk or bike instead of using an automobile		61.1%	44
Monitor/reduce heating and cooling of your home		86.1%	62
Use energy efficient appliances		80.6%	58
Use an energy efficient vehicle		19.4%	14
Use low energy consuming light bulbs		70.8%	51
Buy locally produced goods		88.9%	64
<b>Recycle</b>		<b>94.4%</b>	<b>68</b>
Compost		55.6%	40
Choose to buy products labelled as 'organic', 'green', or 'sustainable'		48.6%	35
Other (please specify)			8
<b>answered question</b>			<b>72</b>
<b>skipped question</b>			<b>0</b>

## 6. What are some things that might encourage you to be more environmentally sustainable?

		Response Percent	Response Count
More information on what can be done		53.8%	35
Present information on the topic that is more appealing and interesting		21.5%	14
More information on the environmental benefits of sustainability		27.7%	18
More information on the potential cost savings		56.9%	37
<b>More affordable options for sustainable lifestyle choices</b>		<b>73.8%</b>	<b>48</b>
More information on the negative impacts of individual lifestyle choices		29.2%	19
Nothing, it's not important		1.5%	1
	Other (please specify)		7
answered question			65
skipped question			7

**7. By signing onto the BC Climate Action Charter in 2007, the City of Enderby committed itself to reducing its greenhouse gas emissions and working towards becoming a complete, compact and energy efficient community. How important is this municipal commitment towards sustainability and greenhouse gas reduction to you?**

	Very Important	Important	Neutral	Not Important	Not Important at All	Rating Average	Response Count
	43.1% (31)	<b>47.2%</b> <b>(34)</b>	6.9% (5)	1.4% (1)	1.4% (1)	1.71	72
answered question							72
skipped question							0

**8. Municipalities have policy and regulatory tools which can guide development towards more sustainable practices. How important is it to you that Enderby encourage more sustainable development practices?**

	Very Important	Important	Neutral	Not Important	Not Important at All	Rating Average	Response Count
	45.7% (32)	<b>48.6%</b> <b>(34)</b>	4.3% (3)	1.4% (1)	0.0% (0)	1.61	70
answered question							70
skipped question							2

## 9. How important to you are the social and cultural priorities listed below?

	Very Important	Important	Neutral	Not Important	Not Important at All	Response Count
Beautifying the City	43.1% (31)	<b>51.4% (37)</b>	4.2% (3)	0.0% (0)	1.4% (1)	72
Preserving and protecting heritage buildings	25.0% (18)	<b>55.6% (40)</b>	16.7% (12)	1.4% (1)	1.4% (1)	72
Promoting and preserving arts and culture	29.2% (21)	<b>54.2% (39)</b>	13.9% (10)	1.4% (1)	1.4% (1)	72
Places of worship	12.7% (9)	19.7% (14)	<b>49.3% (35)</b>	11.3% (8)	7.0% (5)	71
Feeling safe in your community	<b>77.8% (56)</b>	22.2% (16)	0.0% (0)	0.0% (0)	0.0% (0)	72
Providing recreational opportunities	<b>61.1% (44)</b>	37.5% (27)	1.4% (1)	0.0% (0)	0.0% (0)	72
Promoting healthy active lifestyles	<b>56.9% (41)</b>	37.5% (27)	4.2% (3)	1.4% (1)	0.0% (0)	72
Providing affordable housing	43.1% (31)	<b>47.2% (34)</b>	6.9% (5)	1.4% (1)	1.4% (1)	72
Providing public transit	31.9% (23)	<b>52.8% (38)</b>	11.1% (8)	4.2% (3)	0.0% (0)	72
Providing support for an aging population	<b>58.3% (42)</b>	34.7% (25)	6.9% (5)	0.0% (0)	0.0% (0)	72
Other (please specify)						9
answered question						72
skipped question						0

## 10. How important to you are the the economic priorities listed below?

	Very Important	Important	Neutral	Not Important	Not Important at All	Response Count
Attracting business and investment	<b>63.4% (45)</b>	33.8% (24)	1.4% (1)	1.4% (1)	0.0% (0)	71
Diversifying the economy	<b>52.9% (37)</b>	44.3% (31)	2.9% (2)	0.0% (0)	0.0% (0)	70
Providing affordable, alternative transportation infrastructure such as walking and bicycle paths	<b>45.1% (32)</b>	42.3% (30)	12.7% (9)	0.0% (0)	0.0% (0)	71
Increasing tourism growth and opportunities	<b>48.6% (34)</b>	40.0% (28)	10.0% (7)	0.0% (0)	1.4% (1)	70
Investing in 'green' businesses	28.2% (20)	<b>57.7% (41)</b>	12.7% (9)	1.4% (1)	0.0% (0)	71
Retaining and expanding existing businesses	<b>47.8% (33)</b>	39.1% (27)	11.6% (8)	1.4% (1)	0.0% (0)	69
Maintaining low property tax rates	<b>40.6% (28)</b>	39.1% (27)	15.9% (11)	4.3% (3)	0.0% (0)	69
Promoting 'buy local' initiatives	<b>54.3% (38)</b>	37.1% (26)	7.1% (5)	1.4% (1)	0.0% (0)	70
Supporting local agriculture	<b>63.8% (44)</b>	34.8% (24)	1.4% (1)	0.0% (0)	0.0% (0)	69
Other (please specify)						8
answered question						71
skipped question						1

## 11. How important to you are the environmental priorities listed below?

	Very Important	Important	Neutral	Not Important	Not Important at All	Response Count
Promoting water conservation	<b>54.2% (39)</b>	40.3% (29)	5.6% (4)	0.0% (0)	0.0% (0)	72
Encouraging/developing alternative sources of energy	45.8% (33)	<b>47.2% (34)</b>	6.9% (5)	0.0% (0)	0.0% (0)	72
Encouraging more green buildings	36.1% (26)	<b>56.9% (41)</b>	6.9% (5)	0.0% (0)	0.0% (0)	72
Improving public awareness	40.3% (29)	<b>55.6% (40)</b>	4.2% (3)	0.0% (0)	0.0% (0)	72
Limiting urban expansion into rural areas	19.4% (14)	<b>44.4% (32)</b>	30.6% (22)	4.2% (3)	1.4% (1)	72
Monitoring and protecting water quality on rivers, lakes, and streams	<b>65.3% (47)</b>	33.3% (24)	1.4% (1)	0.0% (0)	0.0% (0)	72
Promoting energy conservation	45.8% (33)	<b>51.4% (37)</b>	2.8% (2)	0.0% (0)	0.0% (0)	72
Protecting and restoring natural spaces	45.1% (32)	<b>52.1% (37)</b>	2.8% (2)	0.0% (0)	0.0% (0)	71
Protecting our air quality	<b>52.8% (38)</b>	47.2% (34)	0.0% (0)	0.0% (0)	0.0% (0)	72
Reducing greenhouse gas emissions	38.0% (27)	<b>54.9% (39)</b>	7.0% (5)	0.0% (0)	0.0% (0)	71
Other (please specify)						6
answered question						72
skipped question						0

**12. Please describe any examples of characteristics of other municipalities that you would like to see incorporated into Enderby.**

**Response  
Count**

39

**answered question**

**39**

**skipped question**

**33**

**13. If you would like to be entered into a draw for a \$50 gift certificate to a local Enderby business of your choice, please provide your name and contact information below. Your name will not be linked to any of your personal responses in any way, although the survey results may be published by combining all of the survey responses.**

**Response  
Count**

40

**answered question**

**40**

**skipped question**

**32**