

DISTRICT OF CLEARWATER PLACE MAKING

MAYOR MERLIN BLACKWELL,
COUNCILLOR SHELLEY SIM,
CAO LESLIE GROULX

OUR VISION



- *To create a livable community that people love to call home based on balanced social, cultural, economic and environmental pillars.*



COMMUNITY ECONOMIC DEVELOPMENT

- is action by people locally to create economic opportunities that **improve social conditions**, particularly for those who are **most disadvantaged**
- Is an approach that recognizes that economic, environmental and social challenges are **interdependent, complex and ever changing**.
- Is an **Inclusive economy**:
 - sustainability; must be community-based, participatory, asset-based & promote self-reliance.
- Council adopted the notion of developing “a community for all ages and stages of life” and further refining to **Placemaking**



WHAT IS PLACEMAKING?

- *“the practice of creating or enhancing a community’s assets to improve its overall attractiveness and livability”.*



Changing Expectations of Economic Development

- 68% of millennials and baby boomers believe that the best way to make economic improvements over the next five years is through local investments that make cities, suburbs, small towns, and rural areas desirable places to live
- 65% of millennials and baby boomers believe investing in schools, transportation, and walkable areas is a better way to grow the economy than investing in recruiting companies to the area
- 76% of these same groups said affordable and convenient transportation options other than cars are at least somewhat important when deciding where to live and work

** 48% of the population is made up of millennials and baby boomers, therefore place-based economic development initiatives are an important consideration*

How long have you lived in Clearwater?

Answer Choices	Responses	
0-4 years	18.78%	68
5-10 years	9.67%	35
11-15 years	11.88%	43
16-20 years	10.50%	38
21+ years	49.17%	178

How old are you?

Answer Choices	Responses	
0-18	0.28%	1
19-25	2.77%	10
26-35	13.30%	48
36-45	18.01%	65
46-55	18.84%	68
56-65	20.78%	75
65+	26.04%	94

What do you do for work?

Work within Clearwater	32.23%
Retired	31.13%
Self-employed and work outside the home	13.77%
Self-employed and work from home	10.47%
Other (please specify)	4.13%
Professional Parent	2.75%
Work outside of Clearwater but home most nights	2.48%
Work from home as a teleworker (work remotely)	1.65%
Work outside of Clearwater for long stretches of time	1.38%

Please tell us what three (3) things you really enjoy about living in Clearwater:

Answer Choices	Responses	
Lifestyle	77.75%	283
Backcountry and Outdoor access	70.05%	255
Community Spirit	38.74%	141

What are some challenges you feel the community is facing? Pick three (3):

Answer Choices	Responses	
Employment / Career Opportunities	71.15%	259
Being able to grow in a sustainable manner	42.03%	153
Availability of Rental Housing	37.36%	136

What should the top 3 priorities of Council be for the next 4 years?

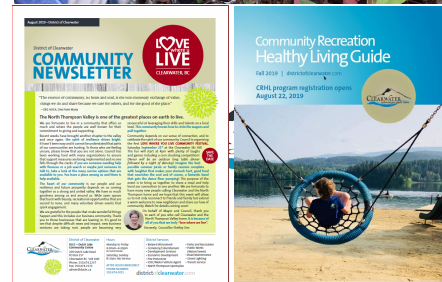
Answer Choices	Responses	
Economic development	60.99%	222
Road Infrastructure	39.29%	143
Housing, Land use and Zoning	29.40%	107
Develop Commercial Tax Incentives for Business Growth and Improvement	29.40%	107

WHY IS PLACEMAKING RELEVANT?

- **Use of public amenities and assets;**
 - Use of transportation, parks, sports arena - Sports Coordinator / CRHL programming
- **Encourage community health and well-being (CRHL / Seniors);**
 - Recreation & healthy living for all ages and stages; senior's accessibility including transit; trails network
- **Growth and land use planning (focused OCP and Zoning);**
 - Infrastructure expansion – water, sewer, roads and trails
- **Organizational capacity building (TWG, YCS, Music Guild);**
 - Seed grant to TWG for 5 years \$348k; partner to renovate DLCC, funding and space for music guild
- **Innovations (bio-energy & solar power);**
 - Biomass chip plant – DLCC & NTSP
 - Solar power - sewer lagoons



WHY PLACEMAKING, ACTIVE TRANSPORTATION & COMMUNICATION?



PLACE-BASED ECONOMY: FOUR DIMENSIONAL



ECONOMIC

ATTRACTING CORPORATION, ENTREPRENEURS, SMALL BUSINESS, ORGANIZATIONAL CAPACITY

- Forestry Working Group – community stakeholders, forest licencees, Ministry
- Financial support for 26 Unit Affordable Housing complex,
- Weather Station – partnership ~ Environment Canada – reaching global audience,
- Investment by Jim Pattison Group - Buylow, Tim Horton's, Pharmasave, Interior Savings Credit Union, small entrepreneurial business – Big Foot Trading Centre
- Retention of workforce during downturn in forest industry – extensive fuel management employing 57 workers,
- Repurpose closed school to Community Centre - municipal hall, Community centre, Seniors Centre, and TRU post education
- Partnership with local not-for-profit to build extensive mountain bike trails,
- Partnership TNRD - Five (5) years seed funding for development - Tourism Wells Gray, (destination marketing)
- Expansion of water line and a third well to service growth and improve fire protection,
- Supporting local business through development of Community Economic Profile, business directory, ongoing recognition of Small Business, celebrate Small Business Week- pub nite,
- And more.....



ENVIRONMENTAL REDUCTION TO CARBON FOOTPRINT, INNOVATION AND LAND USE PLANNING



- 2 Bio Energy chip burning plants
 - Dutch Lake Community Centre (reduction of propane uses by \$38,000 annually);
 - North Thompson Sportsplex with anticipated propane reduction of 56%;
- Solar powered rapid infiltration basin system sewer lagoon,
- Extensive upgrades for energy reductions to District facilities,
- Eradication of the Yellowflag Iris on Dutch Lake - 5-year program,
- Adopt a Bylaw 111, specific to alternative traffic modes (walking, bikes, scooters, etc.),
- Construction of 2.4 kms of asphalt / gravel mix multi-use pathway for connectivity to major community amenities, business and residents
- Partnership for construction of Septic Receiving Facility,
- And more.....

SOCIAL

COMMUNITY HEALTH AND WELL BEING, ORGANIZATIONAL CAPACITY

- Seniors –Seniors Needs Assessment, implement 5 goals identified :
 - **Communication and Coordination** – initiated monthly senior luncheons with keynote speaker,
 - **Housing** – completed a Campus of Care Feasibly Study, support of Senior's housing development – 10 units built in 2010; a further 20-unit project underway
 - **Transportation** – complete an extensive re-evaluation of the BC Transit program and added a Community Loop three day per week,
 - **Mobility** – in partnership with UNBC complete a three-year study on senior mobility issues, this has benefited anyone with mobility challenges,
 - **Health Services** - complete a full year program developing medical assistant packages for seniors, phone buddy system and workshops focused on specific health issues.
- Financial and In-kind support of more than \$442,550 in grants and other supports for senior programming,
 - Allocated \$10,000 in 2018/19 Financial Plan for Seniors programming
- Community recreation healthy living programming (Full Time) - Services all “ages and stages of life”,
- Support of social housing – affordable and seniors,
- Enhance public amenities – installation of Skatepark, extensive upgrades to key community parks,
- Trails –Trails Master Plan, connectivity between major amenities and residential for citizens an visitors
- And more.....





CULTURAL SUPPORT OF COMMUNITY-BASED ORGANIZATIONS

- Partnership with Simpcw First Nation
 - First Fish Ceremony
 - Raft River School Program (15 years strong),
- Annual financial support:
 - Music Guild to host summer music nights \$4500 (3 years)
 - Children's Festival
 - Banff Film Festival
- Host and Sponsor community events
 - Annual Winter Festival,
 - Canada Day Celebrations, and
 - Canoe Regatta (8 years)
 - Harvest Festival
- Support the ARTS – outlined in OCP

ELEMENTS AND CHARACTERISTICS OF PLACEMAKING

- Connected
- Accessible
- Comfortable (red chairs)
- Sociable
- Civic engagement
- Authentic experience



Four Key Qualities of Clearwater

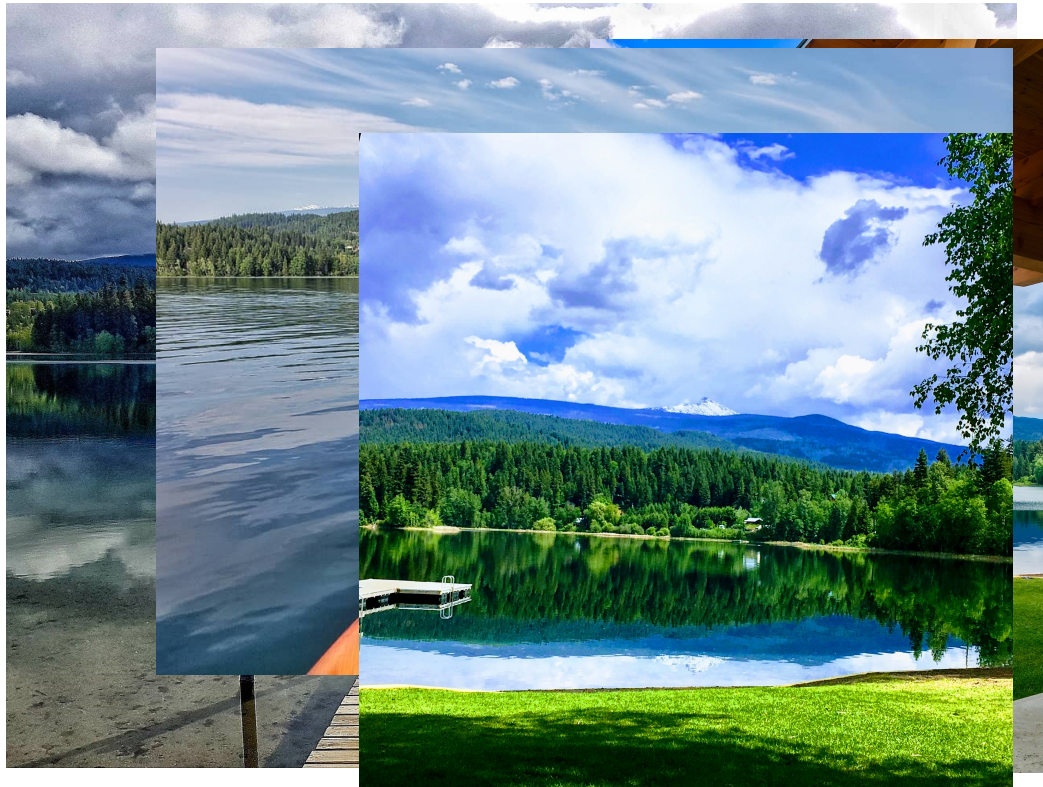
1. Clearwater is **accessible**,
2. The people are **engaged**,
3. Our community affords **comfortable** space, and
4. We are **sociable** in nature and in place



Summary

- Incorporated December 2007
- **Community Awards**
 - 2009 UBCM Honourable mention – Healthy Living Program
 - 2014 UBCM Excellence Award – Partnerships
 - 2015 UBCM Excellence Award – Organizational development
- Total Grants - \$21.35mil (Capital projects, job creation, and development of sustainable programs)
- Total # of Building Permits issued: 381; Building Permits Values: \$52.9 mil
- Total Subdivisions developed 24 creating 80 lots
- Property Assessment increases:
 - 2008 - \$227,414,071
 - 2018 - \$318,458,997 (36% incr)





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QUESTIONS?

LOVE
where u
LIVE
CLEARWATER, BC