



PLACEMAKING

Cool Ideas for Locally-Elected Leaders

Placemaking is about deepening community sense of place and connectedness. Local governance holds the key for truly making a difference while public education is the foundational underpinning for this concept, crucial to citizenship and the innovation we need to navigate our changing world.



MARCH 25 & 26, 2011 | HARRISON HOT SPRINGS

Agenda

FRIDAY	9:30 am	Shuttle bus leaves from downtown Vancouver			
	1 pm	WELCOME – <i>Forum Room</i>			
	1:30 – 2:30 pm	<i>Canada Room</i>	<i>Miama Room</i>	<i>Coronet Room</i>	<i>Fraser Room</i>
		Lessons from Marshall Ganz	Moving to a System of Integrated Early Childcare and Learning in BC	The City Repair Project	Growing Wealth Gap
	3 – 4 pm		Schools as the Hub of Our Communities	Beyond Habitat – Tools for a Biodiverse Community	Municipal Financing and Taxation
	4:30 – 5:30 pm	PECHA KUCHA STYLE! Arts, Culture and Placemaking – <i>Forum Room</i>			
	6:45 pm	Columbia Institute reception – doors at 6:30 – <i>Cascade Rainbow</i>			
	7:30 pm	DINNER with Michael Shuman: The Smallmart Revolution – <i>Cascade Rainbow</i>			

SATURDAY	7:30 am	BREAKFAST from 7:30 am with David Thompson: Green Jobs Plenary at 8:30 – <i>Cascade Rainbow</i>			
	9:30 – 10:30 am	<i>Canada Room</i>	<i>Miama Room</i>	<i>Coronet Room</i>	<i>Fraser Room</i>
		The Heart of Aboriginal Education	Tools for Communicating with Your Community	Powering Up Local Business' for Climate Action	Buying Power
	11 – noon		11:30 21st Century Learning	Serious Money: Pensions, Responsible Investing and Your Community	Heritage, Culture, Arts and Placemaking
	noon – 1 pm	LUNCH – <i>Cascade Rainbow</i>			
	1 – 2:30 pm	First Up: Food Security, Child-Focused Communities, and more	Cancun Update	Seven Rules for Sustainability	Communities and Post-Secondary Partnerships
	2:30 – 3:30 pm	PLACEMAKING PLENARY with Michael Shuman, Patrick Condon and David Thompson – <i>Forum Room</i>			
	4 pm	Shuttle bus to downtown Vancouver departs			

Friday, March 25

FRIDAY WORKSHOPS

Friday Early Afternoon 1:30 – 2:30 pm

Participants choose one workshop

MOVING TO A SYSTEM OF INTEGRATED EARLY CARE AND LEARNING IN BC

The Child Care Coalition of BC has been researching the relationship between free, universal and publically-funded full school-day kindergarten for 4 and 5 year olds and BC's existing child care services. The coalition has been providing briefings around the Province. Now they are poised to move to the second phase of the project: the final recommendations. Expect the recommendations to be sweeping and provide essential new thought to address early care and education against the backdrop of BC's poor performance on child poverty. This is a must workshop for Trustees.

SHARON GREGSON and a representative from ECEBC

Miama Room

GROWING WEALTH GAP

There's a growing income gap between those who are rich and everyone else. This deep economic trend is de-stabilizing communities and heartbreaking for those on the lower end of the spectrum. This workshop features an overview of the growing income gap, an update on the BC Poverty Reduction Campaign and a facilitated discussion on Municipal Living Wage Policies. Following New Westminster's lead, Esquimalt has become the second municipality in Canada to show leadership on adopting a Living Wage policy. Join a facilitated discussion exploring road bumps on the path to municipal Living Wage policies and dialogue about how to move beyond them, drawing on the experience of Esquimalt and New Westminster.

SETH KLEIN, MEAGAN BRAME and MICHAEL MCCARTHY-FLYNN

Fraser Room

CITY REPAIR

Portland's City Repair is a vibrant grass roots organization in the City which mixes volunteerism, arts and people to reclaim public space. It began with the idea that localization – of culture, of economy, of decision-making – is a necessary foundation of sustainability. By reclaiming urban spaces to create community-oriented places, City Repair participants plant the seeds for greater neighborhood communication, empower their communities and nurture their local culture. Architect Mark Lakeman, a speaker in wide-demand, shares the inspiration and projects which are awakening Portland neighborhoods.

MARK LAKEMAN

Coronet Room

LESSONS FROM MARSHALL GANZ (1:30 – 4)

An entire afternoon exploring the framework that legendary community organizer Marshall Ganz, now a Harvard professor, uses in his community outreach work. Ganz has been a community organizer in the USA for decades and has refined effective and powerful engagement methods. This workshop will help you work through the tools of effective engagement and is led by one of our Columbia Institute staff members, who recently spent time with Professor Ganz learning and practicing this community engagement method. You will leave this workshop with much more than an elevator pitch.

NORMAN GLUDOVATZ and RANDY GALAWAN

Canada Room

Friday Late Afternoon 3 – 4 pm

Participants choose one workshop

SCHOOLS AS THE HUB OF OUR COMMUNITIES

Since the 1970s, innovative planners and educators have been attempting to build neighbourhood hubs that bring together schools, recreation facilities, libraries, and community services. This Hub model creates efficiencies of space and resources, while creating the potential for enriching each service, and increasing community engagement. With declining enrolment in many school districts, and funding challenges within many community services, the Hub model makes as much sense now as ever. However, it isn't easy to make happen. Britannia Community Services Center in East Vancouver is one of the province's earliest examples of a School-Community Hub. Join us for lessons from the early days of Britannia's development, as well as stories from its current redevelopment process, along with a report out on the current profile of community schools in BC.

CYNTHIA LOW and BILL PRESTON

Miama Room

BEYOND HABITAT – TOOLS FOR A BIODIVERSE COMMUNITY

Loss of habitat, environmental degradation and climate change are causing an alarming drop in biodiversity. Species are going extinct a hundred times faster than the normal evolutionary extinction rate. Local governments can play a crucial role in the conservation and promotion of global biodiversity, but where to start? This forum explores some of the practical and legislative tools available to municipal leaders for conserving biodiversity.

GRANT PEARSELL and DR VALENTIN SCHAEFER

Coronet Room

MUNICIPAL FINANCE AND TAXATION

The issue of Industrial Taxation has been a hot button for many communities in BC as some large corporations try to reduce their full property tax assessments payments. The backdrop to this issue is that municipalities in Canada, with their 8% of the tax revenue pie, are struggling to make ends meet. This workshop explores the industrial taxation issue and features highlights from the recently released paper *Local Prosperity: Options for Municipal Revenue Growth*. You'll hear some thought provoking findings on corporate taxation and possible new pathways for municipal revenue growth. www.thinkcity.ca/localprosperity

MURRAY DOBBIN and JAMES FLETCHER

Fraser Room

FRIDAY PLENARY SESSIONS

PECHA KUCHA STYLE!

ARTS, CULTURE AND PLACEMAKING

4:30 – 5:30 pm

From the Japanese words for “chit-chat”, Pecha Kucha is a lively and quick-paced style of presentation in which each presenter speaks about 20 slides, each shown for 20 seconds. A hard format for politicians to stick to – see how they make out in this Pecha Kucha styled plenary!

Forum Room

DINNER WITH KEYNOTE SPEAKER MICHAEL SHUMAN

7:30 pm

MICHAEL SHUMAN is the research and public policy director of Business Alliance for Local Living Economies (BALLE).

An economist, attorney, author, and entrepreneur, he has authored, coauthored, or edited seven books, including *The*

Small Mart Revolution:

How Local Businesses Are Beating the Global Competition (Berrett-Koehler, 2006) and *Going Local: Creating Self-Reliant Communities in the Global Age* (Free Press, 1998).

The Small-Mart Revolution was awarded a bronze medal for best business book by the Independent



Publishers' Association. In recent years Michael has led a number of community-based economic-development efforts, and served as a senior editor for the recently published *Encyclopedia of Community*. Michael has given an average of more than one invited talk per week for 25 years throughout the United States and the world.

Michael is a terrific speaker and offers both inspiration and common sense in his presentation on local economy. He is the keynote speaker on Friday evening, and will be joining in a panel discussion in the closing plenary.

Cascade Rainbow Rooms

Saturday, March 26

7:30 am	BREAKFAST from 7:30 am with David Thompson: Green Jobs Plenary at 8:30 – <i>Cascade Rainbow</i>			
9:30 – 10:30 am	<i>Canada Room</i>	<i>Miama Room</i>	<i>Coronet Room</i>	<i>Fraser Room</i>
	The Heart of Aboriginal Education	Tools for Communicating with Your Community	Powering Up Local Business' for Climate Action	Buying Power
11 – noon	11:30 21st Century Learning	Serious Money: Pensions, Responsible Investing and Your Community	Heritage, Culture, Arts and Placemaking	The Fastest Way to Drop Greenhouse Gas Emissions
noon – 1 pm	LUNCH – <i>Cascade Rainbow</i>			
1 – 2:30 pm	First Up: Food Security, Child-Focused Communities, and more	Cancun Update	Seven Rules for Sustainability	Communities and Post-Secondary Partnerships
2:30 – 3:30 pm	PLACEMAKING PLENARY with Michael Shuman, Patrick Condon and David Thompson – <i>Forum Room</i>			
4 pm	Shuttle bus to downtown Vancouver departs			

SATURDAY BREAKFAST PLENARY

GREEN JOBS PRIMER

8:45 – 9:30 AM

Across the social and political spectrum these days, people are talking about green jobs. Threats of the disastrous consequences of change climate, and BC's high unemployment rate resulting from our recent



economic recession, have created an atmosphere of both anxiety and opportunity. Green jobs, often defined as good jobs created or protected by policy measures that reduce greenhouse gas emissions, are an increasingly popular answer to this crisis. What are the benefits of green jobs, and how do we go about creating them? This plenary provides an overview of jobs and emissions in BC and

key directions for a green economy, based on a *Jobs, Justice, Climate* discussion paper.

DAVID THOMPSON is an independent environmental policy consultant, and is co-author of the discussion paper *Jobs, Justice, Climate: Building a Green Economy for BC*, and author of *Green Jobs: It's time to Build Alberta's Future*. David has worked in government, the private sector and the not-for-profit sector, and holds postgraduate degrees in law and economics. His clients include First Nations, labour unions, non-profits, research institutes, governments, and universities.

Cascade Rainbow Rooms

SATURDAY WORKSHOPS

Saturday Early Morning

9:30 – 10:30 am

Participants choose one workshop

TOOLS FOR COMMUNICATING WITH YOUR COMMUNITY

An effective locally elected official understands their community and the people in it, looking for innovative ways to understand local issues and to interact with community members. In this campaign-focused workshop you'll hear about telephone town hall technology, role of BC labour councils, and the ABC's of putting together a campaign.

CRAIG KEATING, AMBER HOCKIN and BOB PENNER

Miama Room

POWERING UP LOCAL BUSINESS FOR CLIMATE ACTION

People don't usually think about small and medium sized business when they think about climate action. Yet there is huge potential for collaboration on community greenhouse gas reduction targets. In this workshop, you'll hear about Climate Smart partnerships with municipalities and the nature of how these local businesses are reducing emissions. These partnerships in 12 communities have engaged 350+ businesses and measured 285,000 tonnes of GHGs to date (equivalent to heating all the homes in Victoria and the Sunshine Coast combined). Analysis of the actions these businesses have taken yields fascinating insights about engaging local business as non-traditional actors in climate action.

ELIZABETH SHEEHAN and DR SARAH BURCH

Coronet Room

BUYING POWER

As large consumers of goods and services, municipalities have many opportunities to create social change through their purchasing. Not only that, but these opportunities can be realized in ways that improve local prosperity and increase self-reliance. And it is happening all over the place. Hear about the 10% shift campaign, how it imagines stronger communities through re-localized economies, and how you can be involved. As well we will get an update on the Canadian-European Comprehensive Economic Trade Agreement (CETA), the limitations it would place on the ability of municipalities to emphasize local purchasing, and the ways in which communities are responding. Finally, we'll hear more tips and success stories from the Smallmart Revolution.

MICHAEL SHUMAN, BARRY O'NEILL and BLAIR REDLIN

Fraser Room

UNDERSTANDING THE HEART OF ABORIGINAL EDUCATION

9:30 – 11:30, followed by the 21st Century Learning Roundtable

Aboriginal learning is an important issue in BC's public schools, where many of our programs are failing to meet the needs of Aboriginal children and youth. Understanding the connection between world view and learning is crucial to developing relevant educational options. In this workshop, Monique Gray Smith will assist participants to understand the connection between world view and learning by sharing a strength based and resiliency focused historical context of Aboriginal children, youth, their families and communities. Participants will hear about the key elements to foster resiliency and engagement that are successful in meeting the needs of Indigenous learners and their families. Colleen Hannah will share local successes, and MaryLynne Rimer will share some examples from a current report on Aboriginal programs that are showing the way in North America.

MARYLYNNE RIMER, MONIQUE GRAY SMITH and COLLEEN HANNAH

Canada Room

Saturday Late Morning 11 am – noon

Participants choose one workshop

SERIOUS MONEY: PENSIONS, RESPONSIBLE INVESTING AND YOUR COMMUNITY

When it comes to reinforcing our communities' sense of place and supporting the local economy, it's good to know the landscape. Beyond the local players, there's some serious money being deployed by pension funds that impact our communities. Pension funds are strategic economic players because they control a vast portion of the world's capital. In Canada, pension funds are the second largest pool of capital with over \$900 billion in assets. Many of these pension plans are ones that municipalities and school boards pay in to. How much impact do pension funds have? Do any of the funds use responsible investment approaches? What role do the trustees appointed by the Employer and Employees play in determining how these funds are invested?

SHANNON ROHAN

Miama Room

HERITAGE, CULTURE, ARTS AND PLACEMAKING

Communities that look and feel like anyplace ultimately seem like no place. Understanding why a community values its heritage ensures that our historic places remain as a community develops and changes, and that they continue to play key roles in the contemporary context. A values-based approach to Heritage considers all aspects of a community's development and evolution over time – those aspects that represent the authenticity, unique identity and sense of place of our cities, towns and rural communities.

Beyond Heritage, arts and culture play a huge role in deepening sense of place and engaging community members. This workshop pairs a presentation on heritage and how it can enhance local economies sustainably along with an exploration of the key role of municipal leadership in community arts and culture.

PAM COPLEY and SUSAN GORDON

Coronet Room

THE FASTEST WAY TO DROP GREENHOUSE GAS EMISSIONS

Experts say the fastest way to drop greenhouse gas emissions is to use less energy in the first place: conservation. In Canada, residential retrofits could cut energy use in buildings by 28 per cent and drop our national total of emissions significantly. It's a fast, affordable path to taking climate action. Homeowners can typically save \$700 a year on a \$2,000 annual heating bill and retrofits generate up to 20 local jobs for every \$1 million invested. (Fossil-fuel industry investments generate only one quarter of the number of jobs for the same investment.) This workshop examines the role Canadian municipalities can play in setting up financial programs for residential energy efficiency retrofits, and what types of legislative, financial and administrative tools they'll need to do it.

ROBERT DUFFY, ANDREA REIMER and CLAIRE BECKSTEAD

Fraser Room

21ST CENTURY LEARNING ROUND TABLE

*11:30 – 12:15, preceded by
Understanding the Heart of Aboriginal Education*

21st Century Learning is turning up on many education agendas these days. What is it? How can it be recognized? Will it offer a better educational experience for students? How will it be resourced? A round table format will offer a chance for trustees to explore the topic, share initiatives, pool initiatives and develop key questions for when 21st Century Learning proposals make their way in to board pack-ups.

Canada Room

Saturday Mid-Day 1 – 2:30 pm

Participants choose one workshop

CANCUN UPDATE

In Copenhagen, 2009, the world looked to the United Nations to determine global action on climate change. The scientific majority has confirmed that the earth is on a path to catastrophic climate change due to global warming from greenhouse gases generated through human activity. The 15th Conference of the Parties did not generate the global plan that activists worked and hoped for. Last December, the parties met for the 16th UN Framework Convention on Climate Change Conference in Mexico City and will meet next in Durban, December 2011. (The Kyoto Protocol expires in 2012.) Scientific reports since then have pointed to a situation that is getting worse. To paraphrase, thumbs are twiddling while Rome burns. Local leaders do *not* have to wait to take action.

On November 22, mayors from 135 cities around the world signed the Mexico City Pact and committed to implementing climate action plans that reduce GHGs in their jurisdictions. Our two panelists were in Cancun. Join them for a candid conversation on the progress of global agreements and the hope that action by local governments holds.

DAVID CADMAN and DEREK CORRIGAN

Miama Room

SEVEN RULES FOR SUSTAINABILITY

New provincial laws require municipalities to produce practical plans for reducing carbon, not just from city activities but greenhouse gases produced by their citizens too. Council members are thinking about the way community members get around, where they work, and how they live in their homes. A short while ago, North Vancouver became the sixth city in Canada to reach the top level of the international Cities for Climate Protection initiative and carved new ground with the adoption of a 100 year plan for the city. The UBC Design Centre for Sustainability worked with the city to create its plan, using a core set of seven rules for sustainable communities. In this workshop, Mayor Darrel Mussatto shares the climate change and sustainability leadership story from the council table, while Patrick Condon, senior researcher at the UBC Design Centre for Sustainability explores this core set of rules, which evolved from nearly a generation of work with cities through their execution in the City of North Vancouver's 100 year plan. www.cnv.org/printer_friendly.aspx?c=3&i=541

PATRICK CONDON and DARRELL MUSSATTO

Coronet Room



COMMUNITIES AND POST-SECONDARY PARTNERSHIPS

Community leaders reaching out for resources to deepen community ties and sense of place have a rich resource if they can link to a post-secondary institution. There are many rich examples of collaboration around the province. This session feature two partnership stories: one municipal, the other in public education. Royal Roads students have contributed over 10,000 hours to their home community. Meanwhile, the University of Victoria Education faculty has a long history of community collaboration school boards, with a number of current projects, including one related to 21st Century Learning. You'll hear the nuts and bolts of these local governance partnerships, which enrich both the community and the institutions. Warning: there may be take-aways for your own community!

JUDITH CULLINGTON and TED RIECKEN

Fraser Room

FIRST UP: FOOD SECURITY, CHILD-FOCUSED COMMUNITIES, AND MORE

Community leaders aren't waiting for others, they are taking action, and in doing so are inspiring and supporting others to achieve their common goals. This panel highlights advocacy and policy leadership on food security, child-focused communities, public gathering spaces and citizen engagement. These leadership stories in policy, advocacy and citizen engagement remind us of the power of leadership in making the impossible possible.

HAROLD STEVES – Metro Food Security Plan

SHEILA MALCOLMSON – Islands Trust
– Zoning for Community Commons

BARINDER RASODE – Surrey's Child First Policy

Canada Room

1200 – 1166 Alberni Street, Vancouver, B.C. V6E 3Z3
Tel: 604.695.2033 | Fax: 604.408.2525

www.civicgovernance.ca/placemaking