



## Media Release

January 25, 2011

---

### **Sustainable Campbell River releases *What You Said!* Document and SOCP events video**

Last fall, the City of Campbell River asked: "What do you want to see in the future in Campbell River?" Through the community sustainability forum, stakeholder workshops, surveys and community outreach, more than 1,500 responses were gathered to inform the early development of the Sustainable Official Community Plan.

The City now has a comprehensive summary of the public feedback available on the Sustainable Campbell River website ([www.sustainablecampbellriver.ca](http://www.sustainablecampbellriver.ca)). The *What You Said!* document assembles public priorities, aspirations and responses according to key SOCP strategy areas.

The strategy areas include waste management and reduction, parks and the natural environment, social and cultural development, housing affordability and diversity, community energy and emissions, urban structure and design, economic development, agriculture and food systems, water conservation and transportation.

In addition, the website has newly added video clips of the Youth and Elder Storytelling Forum and the public consultation process. The Storytelling Forum video highlights the stories and performances by youth and Elders from the local First Nations groups Wei Wai Kum and We Wai Kai, and non-First Nations groups about "where we have come from" and "where we are going." The other video clip highlights the SOCP community outreach activities held last fall.

Mayor Cornfield is pleased with the overwhelming public interest in the SOCP to date. *"So far, more than 1,500 impressions were shared for the Sustainable Official Community Plan, providing us with the opportunity to better understand the community's hopes, concerns and aspirations as we plan for Campbell River's future. There will be more opportunities to help develop our community vision, and I encourage everyone to do so."*

The public input is being compiled into sustainability priorities and long and short term planning strategies, which are proposed to form the City's new Sustainable Official Community Plan.

Highlights of these strategies will be presented for consideration and review by the community at the Directions and Choices Forum on February 12 from 1-5pm at North Island College. The forum will cover topics such as land use, transportation, economic development, housing, social and cultural development and the environment.

For more information on the Sustainable Official Community Plan process, upcoming events and to view video clips and the *What You Said!* document, please visit [www.sustainablecampbellriver.ca](http://www.sustainablecampbellriver.ca).

– 30 –

**Contact:** Ross Blackwell, Land Use Manager

250-286-5748

---