

DEVELOPING A STRATEGIC VISION FOR OTTER POINT, SHIRLEY & JORDAN RIVER

INFORMATION BULLETIN No. 10 – JUNE, 2008

**Economic Development – Recreation – Land Use – Community Services
Taxation – Community Development – Governance – The Environment**

Welcome to the tenth **Information Bulletin** for the Developing a Strategic Vision project. These regular bulletins will keep you informed of the activities taking place in our community as we work towards the development of a strategic vision for the communities of Otter Point, Shirley & Jordan River.

This Information Bulletin is now being distributed by e-mail to about 200 individuals, organizations and businesses in the Otter Point, Shirley and Jordan River area. You can receive this **Information Bulletin** by contacting Arnie Campbell @ d.acampbell@shaw.ca.

1. The 1st draft of the project's final report is now available for comment by residents and property owners in Shirley, Jordan River and Otter Point. Please read the following covering letter before reviewing the 1st draft. A questionnaire has been included within the information bulletin as well as a separate attachment. This is intended as a convenience for those who want to copy the questionnaire to a file, complete and return as an e-mail attachment.

Covering Letter

Dear Residents and Ratepayers in Otter Point, Shirley and Jordan River:

Attached for your information and response is a "first draft" of a ***Strategic Vision for Otter Point, Shirley and Jordan River***. This compilation has been put together by the project's steering committee from the ideas and suggestions made by local residents at two recent half-day community workshops. The participants discussed community values and identified broad goals, strategies and activities for the future.

The first of a two-step community feedback process is for you to take the time to read the document, think about what it says, and provide input by completing and returning the attached questionnaire ***no later than June 30, 2008***. The second step will be for us to incorporate your comments and additional information collected at community forums and from other planning documents, into a

second draft vision document which will be circulated in July for additional community response.

Ultimately, our goal is to produce a final document by the end of this summer that reflects, to the broadest extent possible, a widely shared vision for the future of Otter Point, Shirley and Jordan River. When finalized, the “Strategic Vision for Otter Point, Shirley and Jordan River” will be forwarded to a broad range of government and other planning agencies to provide a stronger community voice and perspective when they make land use, economic development, governance, zoning, community services, environmental and other decisions about our community.

Your input into your community’s vision is needed and valued.

Sincerely,

Wayne Fritz, Chair - Developing a Strategic Vision Steering Committee

P.S. Information about the steering committee, the Developing a Strategic Vision Project and additional background information regarding the project can be accessed at www.jdffuture.org.

The Vision project is supported by the Otter Point & Shirley Residents & Ratepayers Association and funded by the Real Estate Foundation of BC, the Juan de Fuca Electoral Area Economic Development Commission and the Juan de Fuca Electoral Area Regional Director.

1ST Draft Strategic Vision for Otter Point, Shirley & Jordan River

a. The Past – What Attracted Us to This Part of the World?

The environment

We chose to live in a rural environment with a mild climate surrounded by wilderness, forests and wildlife.

A rural lifestyle

We wanted a rural lifestyle living on larger lots with space, privacy and freedom to do as we choose while still maintaining access to necessary urban services.

Affordability and Opportunity

Our property was affordable (when we bought it).

Economic opportunities were available while living in the community.

Community

There was a sense of community with many commonly shared values, a place for the arts, and a spirit of volunteerism.

2. The Present – What Do We Value?

The environment

- the natural beauty of the area
- the preservation of green space
- the wildlife
- good air and water

The people

- respect for others
- acceptance of others' values and individuality
- independence and self-reliance of people in the community
- community cooperation and cohesion
- harmony among residents

Rural living

- safety, peace and quiet
- privacy and “elbow room” on large lots
- freedom from urban constraints
- local food sources
- healthy lifestyles

3. The Future – What Is Our Strategic Vision?

We are a growing community that values rural living, active lifestyles, and environmental conservation.

We support the development of a thriving, sustainable local economy built around home-based businesses, eco-tourism, arts and crafts, and environmentally friendly industry, agriculture, and forestry.

We value tolerance, diverse viewpoints, and the services provided by volunteers in our community.

We seek greater community self-determination and accountability in our local governance.

We want our community to be a safe, healthy place where residents and future generations can live and work cooperatively with each other and in harmony with the natural environment.

4. Goals, Strategies and Activities for the Future

A. Economic Development

GOAL	STRATEGIES	ACTIVITIES
More Successful Rural Businesses	5. To develop community trails to help B&Bs and eco-tourism 1. To support commercial rural business zoning	<ul style="list-style-type: none"> ▪ Lobby for changes to the OCP and Parks Plan to develop policies that support parks, trails and green space ▪ Lobby the CRD to review zoning bylaws to support home-based business developments to acquire trails ▪ Lobby the CRD to review zoning bylaws to support small-scale agricultural development
	2. To improve telecommunication	<ul style="list-style-type: none"> ▪ Make a business case to providers of telecommunications for extending cell phone and high-speed Internet access
	3. To create rural business meeting spaces	<ul style="list-style-type: none"> ▪ Create a farmers' market ▪ Create an environmental centre
	4. To promote marketing/sales opportunities	<ul style="list-style-type: none"> ▪ Promote natural features and the rural lifestyle of the area to others ▪ Identify markets for forest harvesting products (e.g., salal, mushrooms) ▪ Develop marketing organisations to promote "buy local," especially for organic produce ▪ Develop a networking newsletter for local businesses ▪ Erect roadside notice boards where people enter Otter Point or Shirley/Jordan River to advertise local produce, etc., that is available ▪ Promote local arts and crafts ▪ Organize studio tours ▪ Provide marketing opportunities similar to farm market suggestions

More Successful Rural Businesses	6. To develop sustainable forestry	<ul style="list-style-type: none"> ▪ Apply for community reforestation grants ▪ Consider forestland acquisition for community forests as a source for value-added material
	7. To diversify housing	<ul style="list-style-type: none"> ▪ Create community forest zones ▪ Lobby the CRD for zoning changes to support small suites and tourist cabins ▪ Lobby for government support to ensure resource industries operate in a fair and responsible manner ▪ Identify areas for affordable housing developments ▪ Promote “hobby forests” similar to hobby farms ▪ Promote rural living for retirees
		<ul style="list-style-type: none"> ▪ Promote rural living for younger families
	8. To protect the environment to support eco and agro tourism	<ul style="list-style-type: none"> ▪ Lobby the CRD and provincial government for watershed identification and protection ▪ Lobby the CRD and provincial government for stream protection ▪ Lobby the provincial government for wildlife corridors and undeveloped parkland ▪ Support development of an agricultural commission
	9. To develop community services to support tourism	<ul style="list-style-type: none"> ▪ Find suitable places for boat, canoe and kayak launching ▪ Develop a village centre with services and amenities such as a medical clinic, school, church, pub, youth centre, community police station ▪ Advertise business opportunities in local area
	10. To seek new industries that have low impact on the environment	<ul style="list-style-type: none"> ▪ Identify innovative technology enterprises that could locate here
11. To allow the community to review development proposals that support rural business	<ul style="list-style-type: none"> ▪ Request the CRD to have the JDFEA Economic Development Commission review and comment on development proposals 	

B. Social Development

GOAL	STRATEGIES	ACTIVITIES
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Strengthened Community Social Ties	1. To strengthen and develop volunteerism	<ul style="list-style-type: none"> ▪ Develop volunteer networking ▪ Promote family clean-up days at local beaches, creeks, etc.
	2. To support community organisations	<ul style="list-style-type: none"> ▪ Co-ordinate and consolidate community organisations to broaden membership
	3. To establish a multi-purpose community centre	<ul style="list-style-type: none"> ▪ Identify a site for a community centre (the Shirley Hall may be an option) ▪ Seek government and community funding for a community centre ▪ Consider developing a community centre as part of a longer-term development of a village centre (see Economic Development section)
	4. To promote rural lifestyles	<ul style="list-style-type: none"> ▪ Hold community celebrations ▪ Hold events (e.g., BBQs, auctions) that involve all members of the community ▪ Develop community hiking, arts and sports activities ▪ Promote environmental events ▪ Encourage the development of community information networks
	5. To support agriculture	<ul style="list-style-type: none"> ▪ Support the CRD Agricultural Advisory Commission ▪ Support market gardens and “buy local” programs ▪ Support covenants to maintain large farming acreages
	6. To improve emergency services	<ul style="list-style-type: none"> ▪ Promote volunteerism for community emergency services (fire, emergency planning, etc.) ▪ Lobby for increased funding for emergency services from local government

C. Water and Environmental Conservation

GOAL	STRATEGIES	ACTIVITIES
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Secure, Sustainable Water & Environment for Humans and Wildlife	1. To educate residents and decision makers	<ul style="list-style-type: none"> ▪ Research other jurisdictions for information on: <ul style="list-style-type: none"> a) the effect of forestry practices on the water cycle b) use of cisterns, rain barrels, ponds to collect water c) recycling d) improved reforestation
	2. To improve water and environmental services and planning	<ul style="list-style-type: none"> ▪ Expand public water utilities ▪ Explore possible extension of CRD water to Otter District for fire protection ▪ Protect Kemp Lake from contamination ▪ Improve treatment of Kemp Lake Waterworks District water ▪ Protect Sheringham Estates water supply ▪ Promote use of wells (aquifers have worked along West Coast Rd.) ▪ Enhance protection and expansion of salmon streams ▪ Keep out fish farms ▪ Identify all riparian areas to prevent degradation ▪ Develop interconnected trail systems that link to corridors ▪ Set higher the percentage of land to be protected as green space ▪ Ensure access to beach areas ▪ Preserve wild space (wilderness) ▪ Encourage small-scale sustainable energy production ▪ Develop a coordinated plan to deal with environmental disasters, e.g., oil spills ▪ Conduct a community mapping project and include provisions for updating

<p>Secure, Sustainable Water & Environment for Humans and Wildlife</p>	<p>3. To create and strengthen local bylaws to strengthen water and wildlife conservation</p>	<ul style="list-style-type: none"> ▪ Enforce bylaws to reduce dumping ▪ Establish comprehensive storm water management plans/bylaws ▪ Prevent “clear cutting” of properties prior to development for housing ▪ Regulate resource extraction ▪ Control industrial use of water ▪ Protect trees, not just forests ▪ Support the creation of a CRD park in the Muir Creek watershed and wildlife corridors ▪ Protect the water supply from adverse changes due to development ▪ Lobby the CRD for more aggressive acquisition of parks and trails
	<p>4. To create and strengthen legislation for water and environmental conservation</p>	<ul style="list-style-type: none"> ▪ Lobby the provincial government for the Ministry of Environment to integrate water management policies, identify watersheds, protect watersheds, and implement ground water policies to prevent decline of this resource ▪ Lobby the provincial government to include the Ministry of Highways in water and environmental conservation planning ▪ Support provincial legislation and CRD or municipal bylaws that offer an integrated approach to wildlife, water, forestry, and community development (roads, utilities, residential, commercial, recreational services)

Rural Land Use	3. To maintain a rural environment	<ul style="list-style-type: none"> ▪ Acquire community forest land ▪ Use zoning bylaws to maintain and protect large green spaces ▪ Lobby for OCP and zoning changes to protect wildlife corridors and watersheds ▪ Change the OCP to protect public access to trails, beaches and recreation areas ▪ Map the area west of Sooke to identify significant eco-systems (See also home-based business activities in the Economic Development section)
	4. To protect and develop water supply	<ul style="list-style-type: none"> ▪ Promote the use of new technology such as composting toilets ▪ Adopt “green” bylaws ▪ Promote mapping of watersheds (See also the section on water and environmental conservation)

E. Governance

GOAL	STRATEGIES	ACTIVITIES
<p>Local, Elected Government that is Affordable and Accountable</p>	<p>1. To achieve more balance and continuity in land use decision making</p>	<ul style="list-style-type: none"> ▪ Develop an advisory council that is representative of the community and meets with the Regional Director on a scheduled basis at meetings open to the public ▪ Lobby for weighted votes at the JDF Land Use Committee on matters affecting the local community so that the representatives for each local area have more say than those from other areas ▪ Combine the Land Use Committee and the Advisory Planning Commissions into one committee/council ▪ Lobby for land use decisions to be made by locally elected representatives ▪ Lobby for a sub-council of CRD to work on local issues in Langford, Colwood, Metchosin, Sooke and the JDF Electoral Area ▪ Create Standing OCP and Zoning Advisory Committees ▪ Lobby the provincial government and CRD to have subdivision approvals made at the community level so that local OCP/zoning is respected

Local, Elected Government that is Affordable and Accountable	2. To assess moving to an elected council and commissions in place of the Land Use Committee, Advisory Planning Commissions and volunteer-based community services such as fire and water	<ul style="list-style-type: none"> ▪ Identify what services could be overseen by an elected council and/or commissions ▪ Determine whether the elected council and/or commissions could monitor taxes, protect rural lifestyle, avoid annexation, approve subdivisions, and exercise control over forest and agricultural land ▪ Identify what areas west of Sooke want to be governed by a council and/or commissions ▪ Lobby for change in provincial legislation so that locally supported OCPs and zoning bylaws cannot be changed by the CRD and provincial government
	3. To support community organisations that monitor local government decisions and lobby on behalf of residents	<ul style="list-style-type: none"> ▪ Promote increased membership in broad-based community organizations that can lobby on behalf of the community ▪ Promote projects to involve the community (e.g., zoning project) ▪ Promote increased community involvement, especially among young residents
	4. To review and decide on incorporated status	<ul style="list-style-type: none"> ▪ Lobby the CRD and provincial government to support and fund a study into different models of representative government ▪ Options to consider include: <ul style="list-style-type: none"> ○ Incorporate as a municipality ○ Status quo ○ Joining with Sooke ○ Joining with Metchosin ○ Status quo with some changes (e.g., protocol agreement about boundary with Sooke)
	5. To keep taxes low	<ul style="list-style-type: none"> ▪ Identify alternative revenue sources to residential taxation ▪ Support the establishment of successful rural businesses (see Economic Development section)

“First Draft” Strategic Vision
Community Feedback Questionnaire

1. Do you think that anything in the sections dealing with “The Past,” “The Present” or “The Future” should be added?

es o

If yes, please specify what should be added.

2. Do you think that additional goals, strategies or activities should be added?

es o

If yes, please specify what should be added.

3. Do you think that any of the identified goals, strategies or activities should be removed?

Yes o

If yes, please specify what should be removed.

4. Do you think that any of the goals, strategies or activities should be reworded?

Yes No

If yes, please specify the sections and how you would reword them.

5. Generally speaking, how would you rate the content of this draft strategic vision?

excellent good average poor bad

6. Overall, how do you think this strategic vision could be improved?

Contact Information

Having this information will be helpful in the event that we want to contact you to follow up or clarify a comment or suggestion. *Inclusion of this information is optional.*

Completed by (please print):

Name:

Address:

Telephone:

E-mail:

Please send this completed questionnaire to one of the following steering committee members by e-mail or regular mail. Feel free to phone if you have any questions about the draft document or the Strategic Vision Project.

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642-0440

Thank you for completing this questionnaire. Your input into your community's strategic vision is both needed and valued!

2. FAMILY PHOTO PROJECT

Kids in the Picture for 2023: Developing a Strategic Vision

About 40 enthusiastic people from Otter Point and Shirley met for two Developing a Strategic Vision workshops in April. We were not **all** over 60 but there was a lot of history in the room. The Strategic Vision is about the future. What do we want our community to be like in 15 years? How can we steer towards that vision of 2023?

Our Official Community Plans say there were 100 preschool children in Otter Point, Shirley and Jordan River in 2001. In the year 2023, those kids will be aged 22 to 26. The plans are about them. We want to hear from them—from all our school age kids. The future is where they live, too. What do the young people want our community to be like when they finish school, start jobs, fall in love, have families...?

What do you want to keep that we have now? What do we add to make our community a place to live in or to treasure in your memory when you leave?

The Strategic Vision Project asks families with school aged children who live in Otter Point, Shirley or Jordan River to help with a Family Photo Project. With your digital camera or with a disposable camera we can supply, please go out and take some pictures of what you would like to keep. Then, before the end of June, send us your pictures—drawings are good, too—with a letter explaining your pictures and ideas for 2023. We will include your ideas in the Strategic Vision. For information about this Project, phone Heather Phillips at 642 3297.

The rest of you people who pass each other on the road, smile at each other on the beach, and say “thank you” when someone holds the door for you, we need your ideas, too. Write us your own letter c/o Heather Phillips, 2459 Kemp Lake Road, Sooke, V9Z 0R3.

3. ACKNOWLEDGEMENTS

The Developing a Strategic Vision project wishes to acknowledge the following supporters:

Juan de Fuca Electoral Area Regional Director - \$1,000 grant.
Juan de Fuca Economic Development Commission - \$2,000 grant.
Real Estate Foundation of BC - \$5,000 grant.
Otter Point Fire Department – meeting space.
SEAPARC Parks & Recreation Commission – meeting space.
Sooke Region Museum – meeting space.
CRD Planning & Regional Planning Services – CRD information access.
John Horgan MLA – provincial information access
A Point-of-View B&B – Guest Accommodation
Tugwell Creek Honey Farm & Meadery – Presentation Gifts
Muir Creek Protection Society – Web Site Host

4. WHAT IS A STRATEGIC COMMUNITY VISION?

A strategic community vision is a document that outlines the major goals that a community sets for itself for a 5 -15-year period and identifies key strategies for achieving those goals.

The community goals normally reflect the community’s priorities and can focus on diverse issues including: governance, land use, recreation (e.g. parks and trails), community services (e.g. water, fire protection, communications, transportation and roads), taxation, economic development, community development and environmental preservation.

The strategies to achieve such goals are generally broad and inclusive, link to a wide range of groups and organizations both within and outside the community, and may include timeframes for initiating certain activities.

In some respects, the process of developing a strategic community vision can be more important than the document developed, if it brings community residents, businesses, groups and elected leaders together in a process to clarify what they want for their community and how to pursue those goals.