

DATE: March 30, 2021

FILE: 6430-04

TO: Chair and Directors
Electoral Areas Services Committee

FROM: Russell Dyson
Chief Administrative Officer

Supported by Russell Dyson
Chief Administrative Officer

R. Dyson

RE: Green Shores Incentives Project

Purpose

The purpose of this report is to inform the Comox Valley Regional District (CVRD) Board of the Green Shores™ Incentives Project and to obtain approval to commence community engagement.

Recommendation from the Chief Administrative Officer:

THAT the Comox Valley Regional District Board receive this report as information;

AND THAT the board endorse the Green Shores Incentives Project Communications Plan attached to this report as Appendix A.

Executive Summary

- Established in 2010 by the BC Stewardship Centre, Green Shores™ provides practical strategies using nature-based, natural infrastructure design criteria for shoreline projects and for the management and the promotion of healthy shoreline environments.
- In 2020, the CVRD was granted an opportunity to participate in a pilot project, spearheaded by the BC Stewardship Centre, to create a local Green Shores™ demonstration project. A coastal engineering consultant, Northwest Hydraulic Consultants (NHC), was retained to prepare a neighbourhood scale Green Shores™ conceptual design for Gartley Beach, as an alternative to rock revetments or seawalls.
- The project incentives include a shoreline assessment, geotechnical Green Shores project design, Green Shores certification and outreach, education and training.
- The pilot project relates to the upcoming Coastal Flood Adaptation Strategy (Phase 2 of the Coastal Flood Mapping project) as an example of shoreline conservation, restoration and provides an opportunity for community engagement to increase shoreline and community resilience in the face of sea level rise and increased storm events.

Prepared by:

R. Holme

Robyn Holme, RPP, MCIP
Long Range Planner

Concurrence:

A. Mullaly

Alana Mullaly, RPP, MCIP
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Government Partners and Stakeholder Distribution (Upon Agenda Publication)

K'ómoks First Nation	✓
Town of Qualicum Beach	✓
Stewardship Centre of BC	✓

Background/Current Situation

A program of the Stewardship Centre for BC (SCBC), Green Shores is a voluntary, incentive-based rating program focused on positive steps to reduce the impact of development on shoreline ecosystems. Implementing green shores initiatives aligns with several Official Community Plan (OCP) (2014) natural environment policies to restore natural systems and enhance coastal shorelines. These policies are supported through the development permit area (DPA) process where applications for soft shoreline measures have delegated authority in order to incentivize property owners to seek alternatives to hard shoreline armoring. The DPA guidelines incorporate Green Shores principles to encourage softening of the shoreline and to minimize the use of hard shoreline armoring like rip rap or sea walls. With the wrap up of the Phase 1 Coastal Flood Project (mapping) underway and Phase 2 (risk assessment and adaptation planning) about to be initiated, the Green Shores Incentives Project will provide a timely example of site specific adaptation measures for sea level rise and coastal flood hazard (coastal erosion and storm surge). Waterfront property owners, practitioners and the community will have an opportunity to learn how to build coastal resiliency through soft shoreline measures.

Local Government Working Group

In an effort to meet the goals of the Regional Growth Strategy (RGS) to adapt to the changing climate, the CVRD became involved as a member of the Green Shores Local Government Working Group in 2017. As part of the working group, staff have been able to build capacity to communicate the benefits of Green Shores to landowners interested in altering their shorelines, host Green Shores Level 1 workshops to promote the Green Shores program to local professionals and property owners, learn about shoreline protection and green shores initiatives in other jurisdictions and provide feedback on new policies and programs.

Green Shores Incentives Project

The CVRD is one of two pilot communities participating in the Green Shores Incentives Project, which is being funded by the Real Estate Foundation of BC and the Pacific Salmon Foundation. The pilot project will offer incentives to residential property owners (shoreline assessments, project design concepts and Green Shores certification) in select neighborhoods of the CVRD (Gartley Beach) and the Town of Qualicum Beach (Seacroft Road). The project hopes to increase climate adaptation activities while at the same time decreasing the risk and financial impacts of climate change adaptation.

Policy Analysis

Green Shores is consistent with OCP and RGS policies and aligns with ongoing project work such as the Coastal Flood Mapping Project and the soon to begin Coastal Flood Adaptation Strategy.

Green Shores is also best management practice for sustainable shoreline management.

Options

This project aligns with the board's strategic drivers, specifically the declaration of climate crisis, building community partnerships and fiscal responsibility.

Financial Factors

The Green Shores Incentive Project is funded by the Real Estate Foundation of BC and the Pacific Salmon Foundation with in-kind contributions from the CVRD, the Town of Qualicum Beach, the Green Shores Local Government Working Group, the Green Shores Technical Advisory Committee and Northwest Hydraulic Consultants. Costs relating to community engagement will be borne by the electoral areas planning function. Staff will seek additional grant opportunities for implementation.

Legal Factors

There are no legal factors related to the recommendation contained within this report.

Regional Growth Strategy Implications

The Green Shores Incentives Project works towards advancing the following RGS goals:

- Goal 2: Ecosystems, natural areas and parks: Protect, steward and enhance the natural environment and ecological connections and systems
- Goal 8: Climate change: Minimize regional greenhouse gas emissions and plan for adaptation

Green shores design offers a nature-based, site specific climate adaptation measure to address impacts related to climate change such as coastal erosion, storm surge and sea level rise.

Implementing green shores can help to restore areas of coastal erosion and flooding while promoting healthy shoreline and marine environment.

Intergovernmental Factors

Multiple jurisdictions operate within the shore environment. Future alteration work as envisioned with NHC's conceptual designs may require provincial permitting. The CVRD has designated a development permit area within 30m landward of the natural boundary. Land alterations within the development permit area requires a permit. No works are proposed at this time that trigger the need for either a provincial or CVRD permit.

Staff are planning to bring forward this item to K'ómoks First Nation as an agenda item at the next Chief and Council meeting on April 22, 2021. The CVRD hopes to engage with KFN guardians as part of the stakeholder engagement process outlined in the communication plan (Appendix A).

Interdepartmental Involvement

Long range planning staff are leading this initiative with support from parks and communications staff.

The Gartley Road Beach access is identified in the CVRD's Beach Access Management Strategy (September 2011: ROW 85) and has been earmarked for potential improvements. Since the Strategy was approved by the board, signage, dog bags, and an informal parking area have been established. Installation of signage relative to the Green Shores pilot project is consistent with the Beach Access Management Plan.

Citizen/Public Relations

A communications plan for this project is attached as Appendix A. Engagement tactics include:

- Project website
- Stakeholder workshop (May 2021)
- Information Session (May 2021)

Attachments: Appendix A – Green Shores Incentives Project Communications Plan

Project Name: Green Shores Incentives Project	File: 21-000026
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Purpose

- To create an education plan on the Greenshores Incentives Pilot Project on Gartley Beach. The project is a demonstration project and we want to educate residents and neighborhood about the benefits of green shores, which will support the adaptation measures that will be explored through the Coastal Flood Adaptation Strategy later in 2021.

Target Audience(s):

- Waterfront property owners and Gartley Beach neighborhood
- K'ómoks First Nation
- Provincial government agencies
- Local government staff and elected officials
- Contractors (shoreline protection works) and qualified professional (e.g. biologists, coastal engineers)
- Realtors
- General public

Project Background:

- The Stewardship Centre for British Columbia Society (SCBC) works to support organizations on stewardship initiatives like the Green Shores Initiative. Green Shores is increasingly recognized as a solution to address shoreline erosion, sea level rise and climate change adaptation.
- The CVRD is one of two pilot communities participating in the Green Shores Incentives Project, which is being funded by the Real Estate Foundation of BC and the Pacific Salmon Foundation. The pilot project offers incentives to residential property owners including shoreline assessments, project design concepts and Green Shores certification upon completion. In the CVRD, the Gartley Beach neighborhood was selected and in the Town of Qualicum Beach Seacroft Road was selected.
 - Interested residents wishing to participate within pilot will receive cost savings as they will not be required to commission a shoreline assessment and design concept, completed by a

shoreline engineer, which can run several thousands of dollars. In addition the Green Shores certification costs are being waived for pilot participants.

- The project goal is to increase climate adaptation activities while decreasing the risk and financial impacts.
- SCBC is leading the implementation of the project in partnership with the CVRD and the Town of Qualicum Beach.
- The purpose of the Green Shores Incentives Project is to help advance on-the-ground stewardship of shorelines and serve as a model for future stewardship activities and/or green shores activities.

Spokesperson: Alana Mullaly

Guiding Principles:

- Communications included in all project team meetings and in key project-related discussions
- Project to have budget sufficient to cover communications strategies
- All materials and communication will follow the CVRD style guide

Communication Objectives: 3-5 objectives

- To use the Green Shores Incentives Project to increase awareness of Green Shores and its offerings (including guides, resources, projects, education and training opportunities) to the broader community.
- To build support from stakeholders to promote green shores as an adaptation measure to coastal erosion and sea level rise. The Green Shores Incentives Project will provide an example of a site specific adaptation measure, relating to the adaptation measures that will be explored as part of the Coastal Flood Adaptation Strategy that is now underway.
- To increase understanding of the benefits of adopting Green Shore techniques within the region.
- To provide a base understanding to residents on Green Shores techniques which will be further expanded on within the Coastal Flood Adaptation Strategy.

Key Messages: (3-5 key messages for media or target audience)

- Green Shores offer a nature-based solution to address coastal erosions, rising sea levels and other climate change related impacts for waterfront property owners.. The CVRD Coastal Flood Project will further explore this adaptation measure for addressing climate change related impacts for waterfront properties.
- The project offers property owners in the Gartley Beach neighborhood the opportunity to explore green shores measures at a lower cost because of the project's incentives. The project has already commissioned a shoreline assessment and a design concept for Gartley Beach and if works are undertaken, properties can receive Green Shores certification at no cost. The purpose of this project is to incentivize property owners to consider using natural shoreline measures as an alternative to hard shore armouring like sea walls.
- The project leads to an increased understanding on the feasibility of using incentives, policies and education/training to increase climate adaptation activities while at the same time decreasing the risk and financial impacts of climate change adaptation in the pilot study area.
- The project is funded by the Real Estate Foundation of BC and the Pacific Salmon Foundation with in-kind contributions from the CVRD, Town of Qualicum Beach, Green Shores Local Government Working Group, Green Shores Technical Advisory Committee and Northwest Hydraulic Consultants.

Timeline: April –June 2021

Tool/Task	Description	Responsible Party	Budget	Date
Project website	Create project page on CVRD website	Content: Robyn Review: Jennifer		April 12
Staff report and presentation to EASC and CVRD Board	Staff report and presentation to EASC and Board (for information and endorsement of communications plan)	Robyn Review: Alana		April 12 (EASC) April 27 (Board)

Tool/Task	Description	Responsible Party	Budget	Date
KFN Briefing Note	Briefing note to update KFN on the project details and engagement opportunities	Robyn Review: Alana, Christianne		April 5 (draft) April 22
Social media plan	Develop social media plan Facebook posts to advertise Information Session	Develop Plan: Ingrid Review: Jennifer/Robyn	\$100	April 28-May 13
Newspaper Ad	Post advertisement in newspaper to advertise Information Session (webinar)	Content: Robyn Design: Beverly Review Jennifer/Robyn	\$1000	Newspaper date: April 28 Newspaper date: May 5 Newspaper: May 12
Stakeholder Workshop	Presentation by Northwest Hydraulic Consultants on green shores design concepts for pilot locations. Review potential challenges to the project. Invite by email Participants include: K'ómoks First Nations, Provincial government agencies, local government staff	Organizer: SCBC (host) Co-host: CVRD (zoom host), Town of Qualicum Beach		May 11, 2021 2:30-4:00
News Release	Develop a news release promoting residents to sign up for the Information Session.	Draft: Jennifer Review: Alana and Robyn Distribution: Jennifer	NA	Draft: April Distribution: May 4 or 5

Tool/Task	Description	Responsible Party	Budget	Date
Information Session	<p>Introduction of Green Shores (Primer), presentation of design concepts, Q&A</p> <p>Participants include: Waterfront property owners, Gartley Beach neighborhood, general public, realtors, practitioners (contractors and qualified professionals)</p>	<p>Organizer: SCBC</p> <p>Co-host: CVRD (Zoom host), Town of Qualicum Beach</p>		May 13, 2021 7:00 - 8:00 pm
Engagement Roll Up Report	Develop an engagement roll up report advising on findings and next steps	Robyn		May/June 2021

Budget \$1,100

- SCBC funded project with partner local government in-kind contributions
- CVRD staff time as in-kind contribution as per membership requirement of Green Shores Working Group

Evaluation

- Use project website to share project successes e.g. describe outcomes at both locations together to broaden awareness of the benefits of Green Shores applications along the coastline of Vancouver Island including before and after photos
- Track the number of participants that attend information session
- Track website and social media analytics and feedback
- Document anecdotal feedback from information session and stakeholder workshop participants

Approval History

Created by:	Robyn Holme March 31, 2021 Approved: Jennifer Steel March 31, 2021
Amended:	

