

Healthy Built Environment Alliance Webinar Series

Webinar #3 -



Working Across Sectors to Engage the “Silent Majority” In Official Community Plans and Transportation Master Plans’ Implementation; Urban Case Studies

WHEN: Wednesday, April 9, 2014, 11:00 AM – 12:30PM (PST)

MODERATOR:

Alison McNeil, Chair, Public Administration Dept., Local Government Programs, Capilano University

PRESENTERS:

Alice Miro, Manager, Health Promotion, Heart and Stroke Foundation

Annie Mauboules, Social Planner, District of North Vancouver

Alex Kwan, Environmental Health Officer, Fraser Health

Margaret Manifold, Social Planner, City of Burnaby

DESCRIPTION:

Many municipalities in BC have been adopting Official Community Plans (OCPs) and Transportation Master Plans that promote walking, cycling, healthy living, and sustainability. This is an important step towards creating more health-promoting built environments. However, it is not likely to be a sufficient strategy on its own to achieve the actual built-out of healthier communities.

Another big challenge in the effort to build more active transportation-oriented, healthy communities is the *implementation* of OCPs and Transportation Master Plans that align with health and sustainability objectives. Applying health-promoting built environment strategies--such as densification, mixing of land uses, and allocating road space to active transportation--often generates resistance from local residents or businesses at the neighbourhood level. This is in part because the issues, evidence and trade-offs involved are complex, somewhat abstract, and challenging to discuss with the general public.

Moreover, community participation in land use and transportation planning processes at the neighborhood and street levels tends to be limited, with a somewhat narrow segment of stakeholders who get involved. Many Planners struggle with engaging “the silent majority” of local residents in the planning process at a deeper and ongoing level. Engaging a broad segment of the population is a key to making land use and transportation decisions that reflect and balance the needs of a diversity of community members, and to achieving the built-out of healthier and more sustainable communities.

This webinar presents case studies from pioneering projects in North Vancouver, Surrey, and Burnaby. Here, agencies from across sectors have made promising steps towards broadening public engagement in the planning process at the neighbourhood and street levels, and in the implementation of OCPs and Transportation Master Plans. The case studies presented will reveal both, what worked well and related promising practices, as well as what didn’t work and what were lessons learned. The potential roles of health NGOs and health authorities in helping to diversify and boost community engagement will be discussed.

Learn how agencies and professionals from across sectors can creatively collaborate at the local level in order to broaden community engagement in land use and transportation planning—within limited resources.

Hear about specific examples of innovative community engagement in action.

Explore how you can leverage health sector's expertise and community networks to enhance community engagement, and meet your planning objectives.

WHO MIGHT BE INTERESTED:

Individuals involved in influencing and making planning and community design decisions including: public health and environmental health sector policy-makers, professionals, students & researchers, architects, planners, design professionals, engineers, real estate developers, and local government decision-makers.

****Eligible Planners and PIBC members**

Can receive 1.5 CPD Learning Units for participating in this webinar**

HOW TO PARTICIPATE:

Register by April 4 using the link below:

https://www.surveymonkey.com/s/HBEA_webinar_registration

The Heart and Stroke Foundation and the Provincial Health Services Authority will be facilitating this webinar on behalf of BC's Healthy Built Environment Alliance, a voluntary network of organizations from a wide variety of sectors across BC that provides leadership and action for healthier, more livable communities.