

September 29, 2014

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To: City Manager

From: General Manager, Engineering and Public Works

Subject: **Building Better Campaign**

For: **Council-in-Committee**

Recommendation:

That the Committee receive the report of the General Manager, Engineering and Public Works dated September 29, 2014, entitled "Building Better Campaign" for information.

Purpose:

The purpose of this report is to present the Building Better Campaign to Council and provide an opportunity for comment before it is implemented.

Strategic Goals:

The Building Better Campaign supports the corporate goal to "enhance sustainability of City services and infrastructure."

Background:

The Building Better Campaign was developed by one of the City's Leadership Program participants in order to meet the project requirement for the program while delivering a service in line with the City's strategic goals.

The idea for the campaign came from the recognition that there is a lack of public awareness and understanding about the use of green infrastructure in Coquitlam. Many features are located underground, and therefore aren't seen, and those that are on the surface are not always obvious in their function.

The City has developed innovative building approaches to reduce our impact on the environment as we grow. Such practices help to reduce greenhouse gases, use less energy, mitigate climate change effects, and support healthy watersheds. In partnership with developers and builders, Coquitlam has invested effort into finding ways to build things better. The Building Better Campaign celebrates this effort and shares it with the public by helping them to recognize sustainable infrastructure and understand how it works to support our natural assets.

Discussion:

Building Better means *using sustainable building approaches and purpose built features which promote a healthy environment*. Some examples are pervious pavement, absorbent topsoil, water quality ponds, rain gardens and infiltration trenches.

The Building Better Campaign will showcase these types of projects located around the City. One key strategy of the campaign is to represent a variety of sectors - developers, businesses, builders, and the City. The second key strategy is to use a variety of communication tools to creatively get our message out.

A survey of municipal websites across Canada and the U.S. earlier in the year determined that the use of green infrastructure is on the rise but that the extent of messaging for it is still very limited. Coquitlam's experience in sustainable building gives us an edge on this initiative and the opportunity to craft a unique brand and communication strategy.

After selecting the Building Better name, work focused on identifying a cross-section of projects across the City which could be featured in the campaign. Following that, coordination with developers, builders, businesses, and City staff took place to develop the messaging content. Next, the messaging strategies best suited to each type of project were developed and include the creation of a new Building Better city web page in addition to brochures, signs, videos, plaques, online tools, and concrete decals.

A Building Better Green Star logo has been created to help the public identify which projects incorporate green infrastructure. The logo is intended for use by all sectors on promotional material associated with their projects. A form and criteria have been developed for permission to use the Green Star and streamlines with our existing application processes.

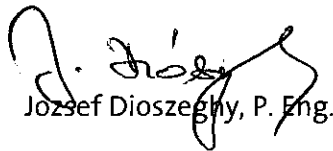
More campaign details and project examples will be provided in the "Building Better Campaign" presentation to Council-in-Committee on October 6, 2014. Drafting of the messaging materials is currently underway with roll out to the public scheduled from October to December 2014.

Financial Implications:

The cost for the campaign materials is nominal and within the scope of typical expenditures for project messaging. What is different is uniting the communication efforts for several projects under one name and one campaign. Total costs for all campaign material and labour is less than \$5,000 and will be funded from existing Engineering and Public Works budgets.

Conclusion:

Coquitlam is recognized as a leader in the region for its use of green infrastructure and sustainable building approaches. Builders, developers, and businesses have been our partners in finding new and innovative ways to improve on environmentally damaging practices of the past. The Building Better Campaign showcases our collective efforts to the public while providing information on how these features work to protect our natural assets.



Jozsef Dioszeghy, P. Eng.

Attachment: Building Better Presentation Slides

This report was prepared by Melony Burton, ASCT, Engineering Project Coordinator.

Building Better Campaign



Melony Burton
City of Coquitlam Engineering

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Building Better...



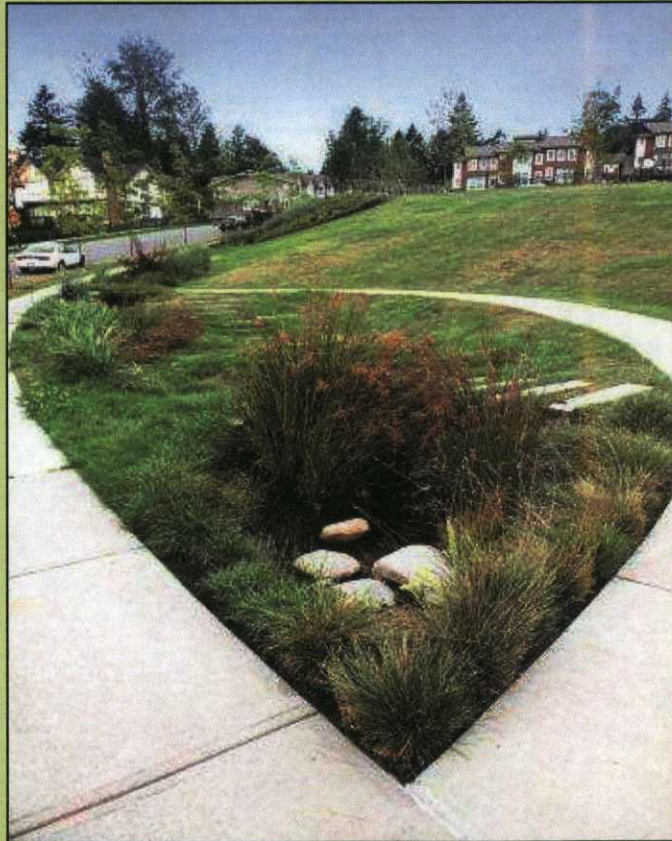
Bioswale in Lougheed Highway median

Sustainable building practices and purpose built features which promote a healthy environment:

- Reduce greenhouse gases
- Use less energy
- Mitigate extreme weather effects
- Support healthy watersheds
- Avoid costly fixes

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Objectives and Strategies



Galloway Rain Garden

- Showcase projects in Coquitlam that use sustainable building approaches.
- Help the public identify these features and understand how they work.
- Feature a variety of sectors: City projects, builders, developers & businesses
- Use a variety of messaging strategies

Building Better Green Star



- Identifies projects that use green infrastructure and sustainable building approaches
- Used on promotional materials (signs, brochures, websites) by developers, builders, businesses and the City.

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Roadside Rain Garden Plaques



Rochester Rain Garden



Poirier Rain Garden

- Building Better Green Star mounted on plaques in roadside rain gardens



e.g. memorial plaque in tree well



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Pervious Pavement Decals



Blue Mtn lane with pervious pavement

Photo: Square One Paving



e.g. pavement decal at Provincial building



e.g. City of Vancouver pavement stamp

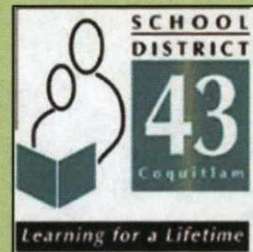
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Building Better: Streams



2015 Fairway Street and Stream Improvement Project



- Stream daylighting on elementary school property
- Stream of Dreams fish fence art
- School curriculum and handbook by Artist Response Team

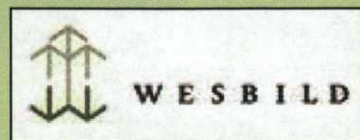
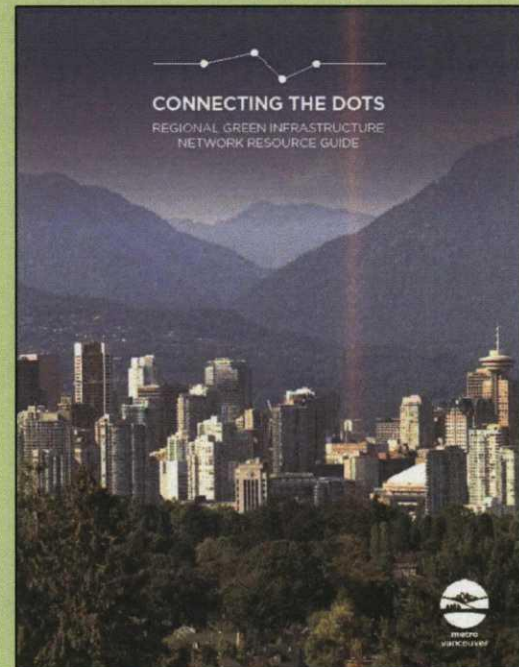
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Building Better: Green Streets



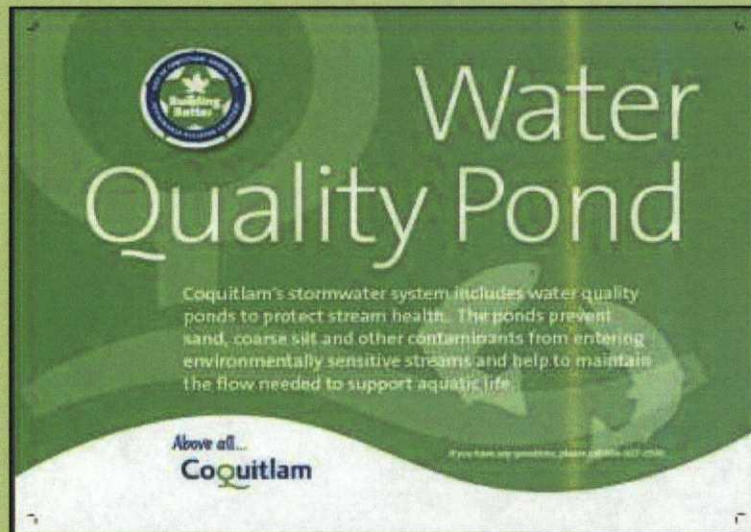
Watkins street in NE Coquitlam

- Constructed by developer (Wesbild)
- Featured in Metro Vancouver Regional Green Infrastructure Guide
- Building Better sign with contest winning name



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Retrofit Existing Signs



Water Quality Pond Signs

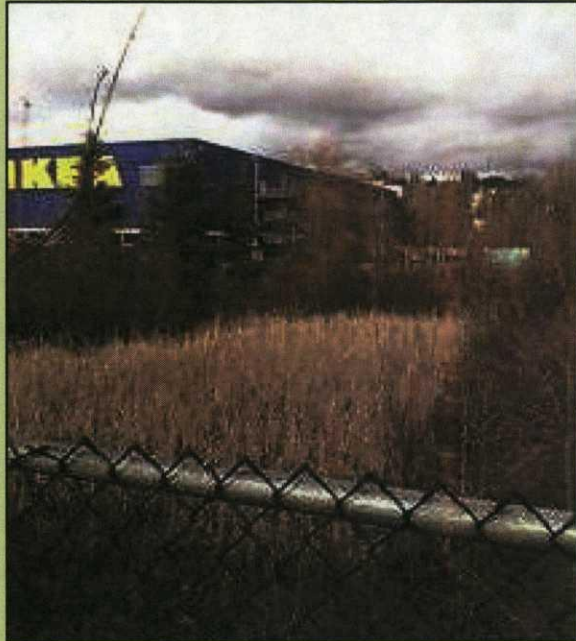


Galloway Rain Garden Sign

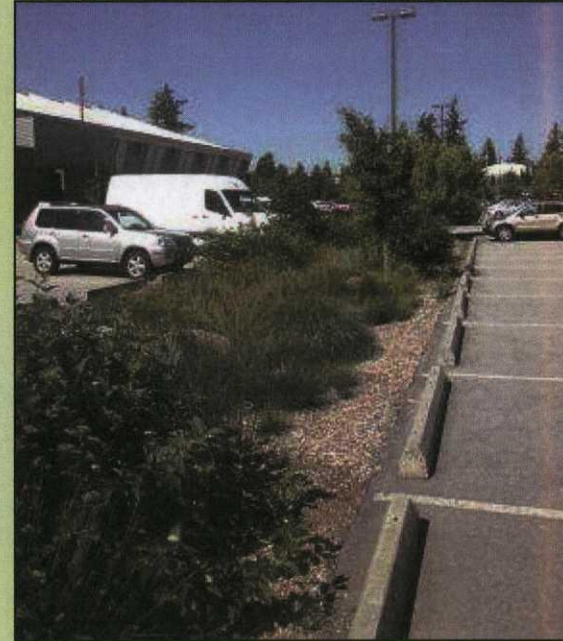
Existing signs retrofitted with Building Better Green Star to unite messaging under one name, one campaign.

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Building Better: Bioswales



IKEA bioswale next to Nelson Creek



Bioswale at Poirier Sport Complex

- Campaign limiting use of signs - select locations identified
- Sign with IKEA bioswale and Nelson Creek information
- Poirier Sport Complex sign to describe bioswale function

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Building Better Web Page

Features projects from different sectors located around Coquitlam



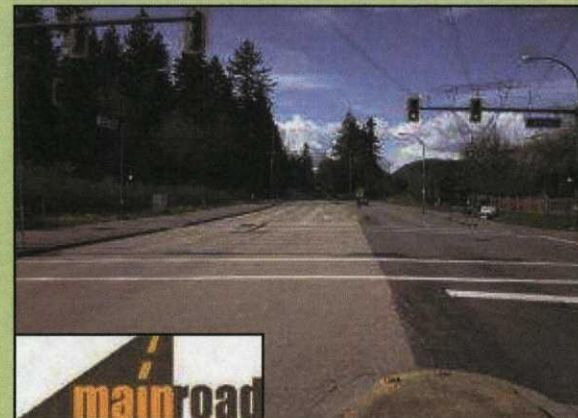
Lougheed - Veratec engineered soil



Como Lake Shopping Centre – Green wall



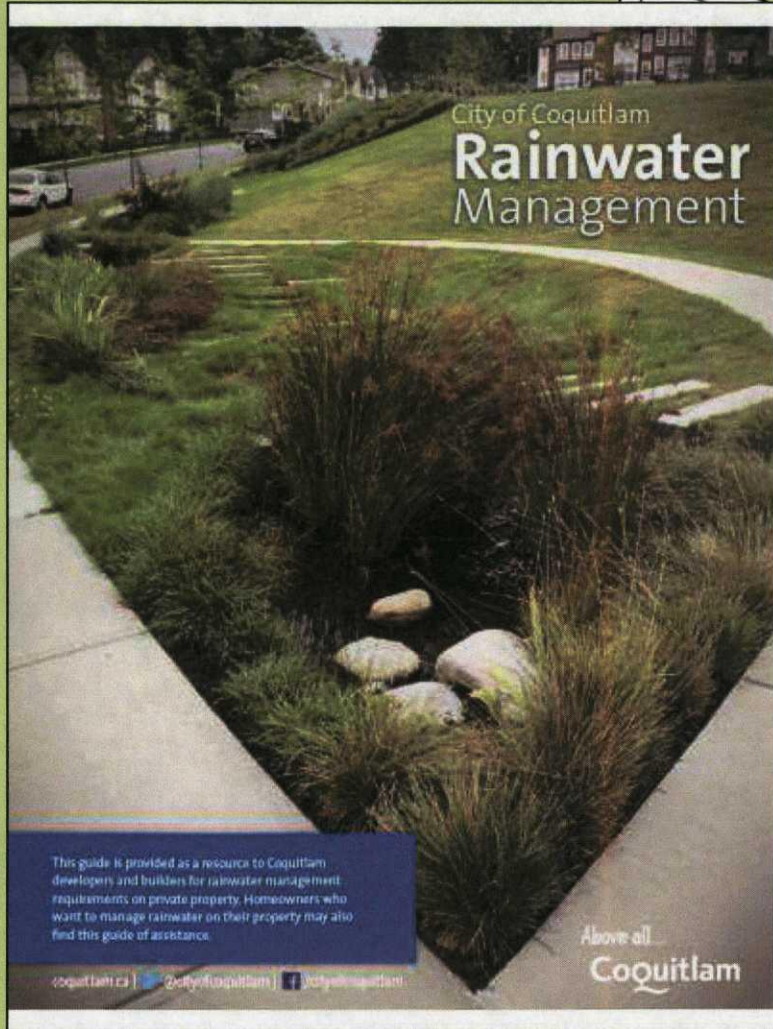
Tree Planting - TD Canada Trust



Mariner Way EZ Street Paving

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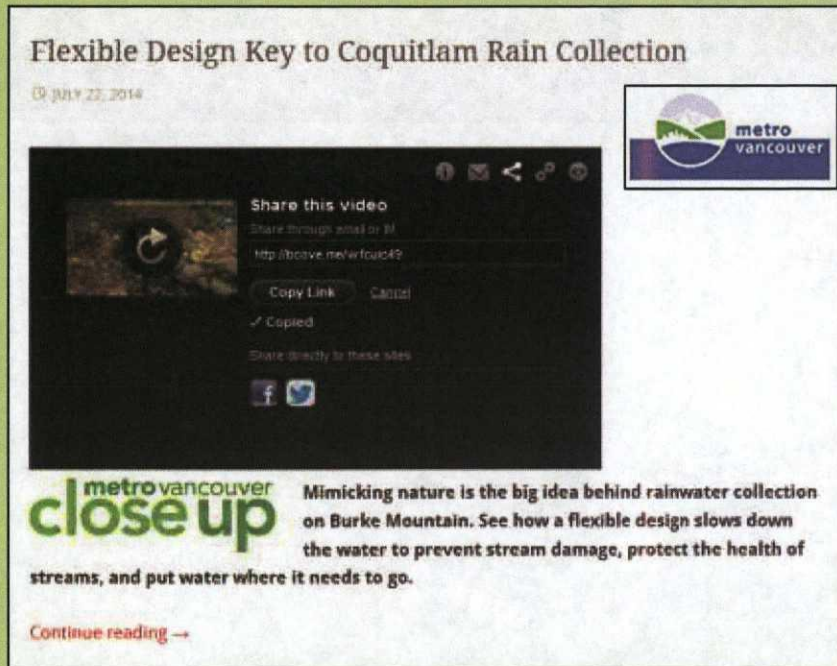
Building Better: Brochure



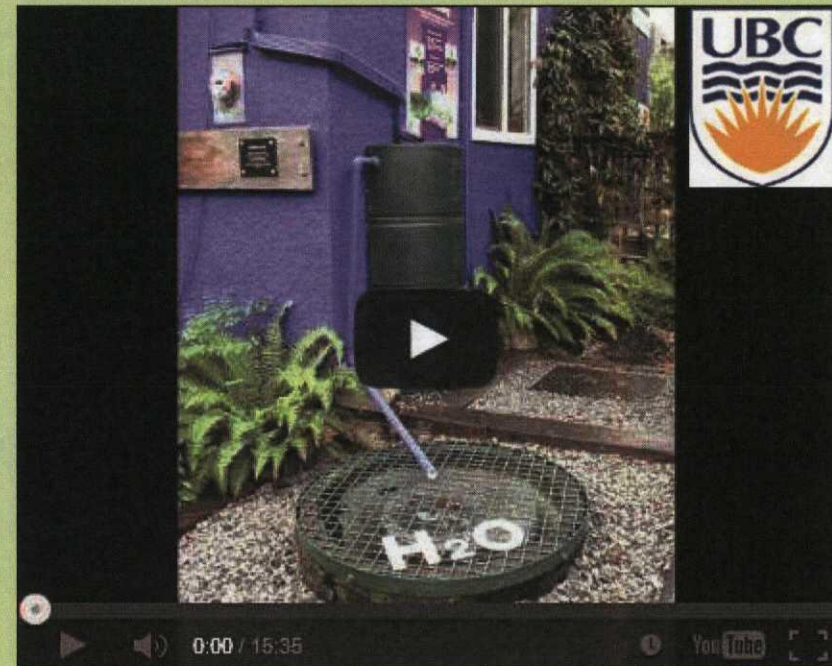
- Resource for builders, developers and homeowners
- Standard drawings for green infrastructure design
- Green Star application information

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Building Better: Videos



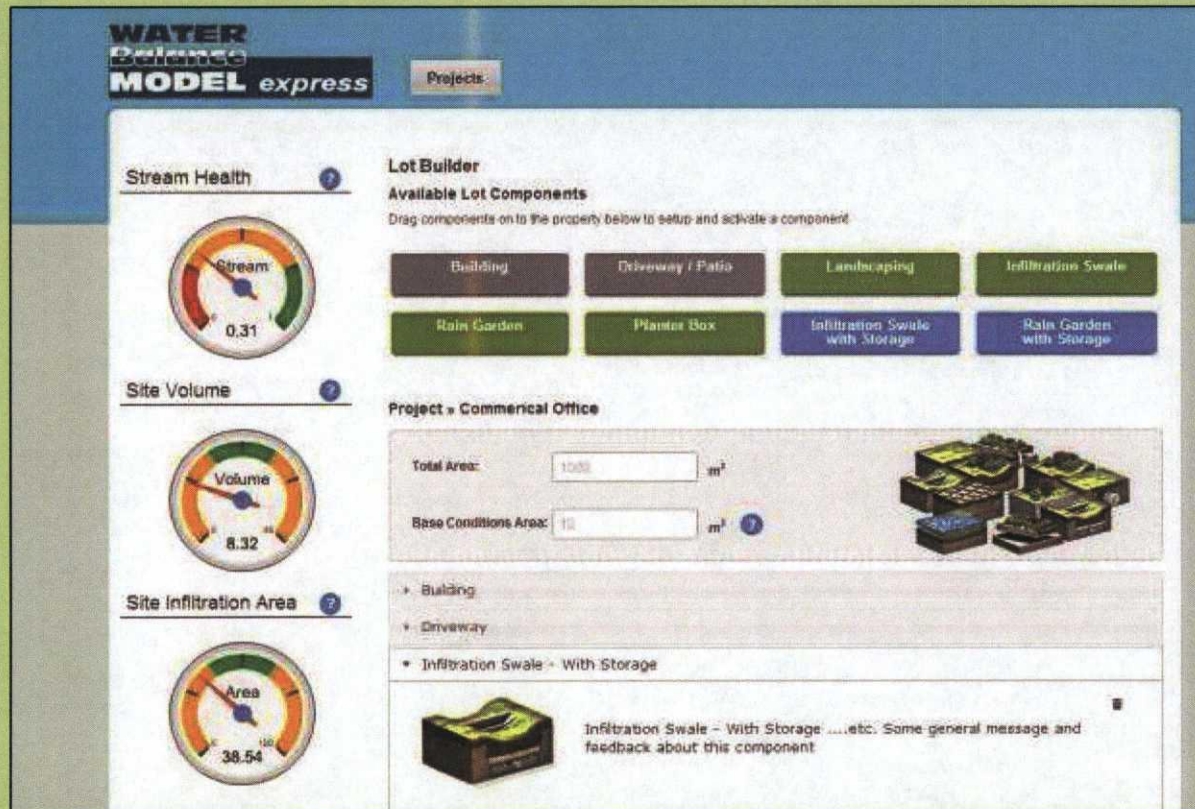
Burke Mtn rainwater collection system featured in Metro Vancouver Close Up Video Series



UBC *Innovations in Stormwater Management Video Series* featured on Building Better webpage

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Building Better: Online Tool



Water Balance Model Express Tool allows user to choose and size green infrastructure for their property. Dials display how choices affect stream health and rainwater capture.

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Building Better Campaign



- Messaging materials drafted
- Campaign roll out
Oct – Dec 2014

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