

# Community Readiness

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16/97 Economic Alliance

April 30, 2014



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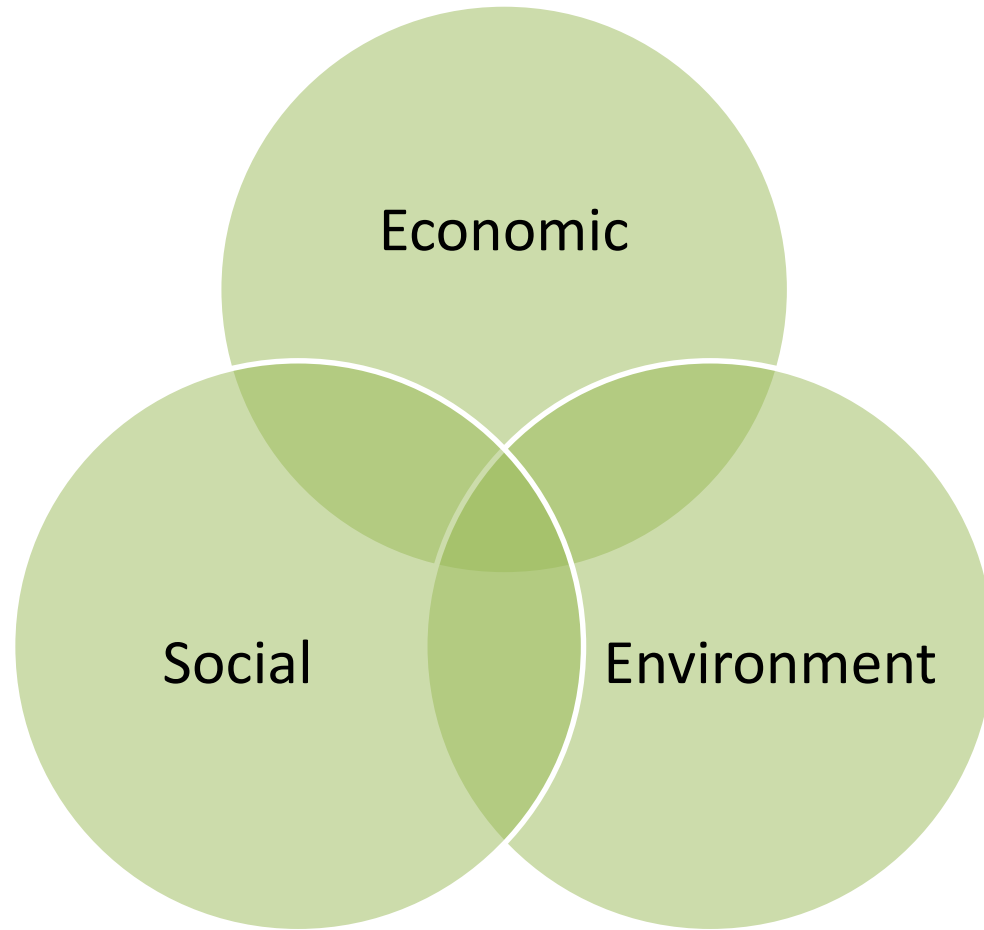
# Community Sustainability

# Creating Sustainable Communities

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- Know where you want to go
- Use your assets – land and people – to get there
- Wise long-term investments
- Using all resources at your disposal
- Building on strengths

# Sustainable Communities



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# Sustainable Communities 1950-1970: Big Investment & Broad Vision

# Big Investment & Broad Vision

- Coordinated public policy initiatives to industrialize the province
- Goals:
  - Industrialize BC
  - Connect BC's economic regions
  - Create employment and robust small town economies
  - Create finance / commerce / management centre in metro Vancouver-Victoria
  - Stabilize / increase revenues flows to province
- Generated 'long-boom' to 1980s
- Lesson: Policy coordination & integrated strategy

# BC – 1950s

## Integrated Strategy

- Scale up forestry / close utilization
- Wood waste to support interior pulp and paper
- Electrical power sales to fund infrastructure
- Electrical power to drive industry
- Oil/gas for revenue and power
- Industrial capital
  - Policy changes (forest tenure) to provide banks with security to forward large firms money
- Full highway network
- Integrated railway network and airports
- Creation of new towns ('Instant Towns' act) in 'remote' BC
- Community infrastructure (schools and services) to attract and retain a workforce
- Expanded education access for 'workforce'
- Many others ....



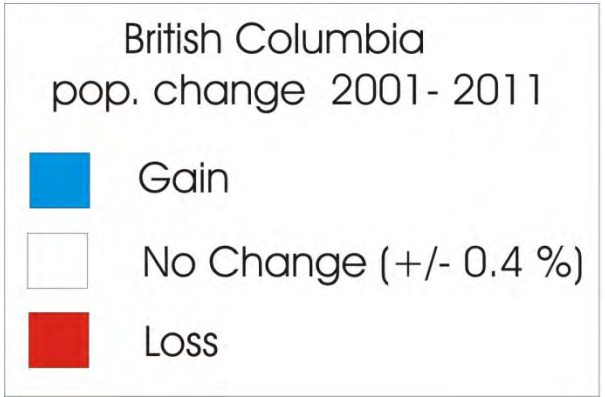
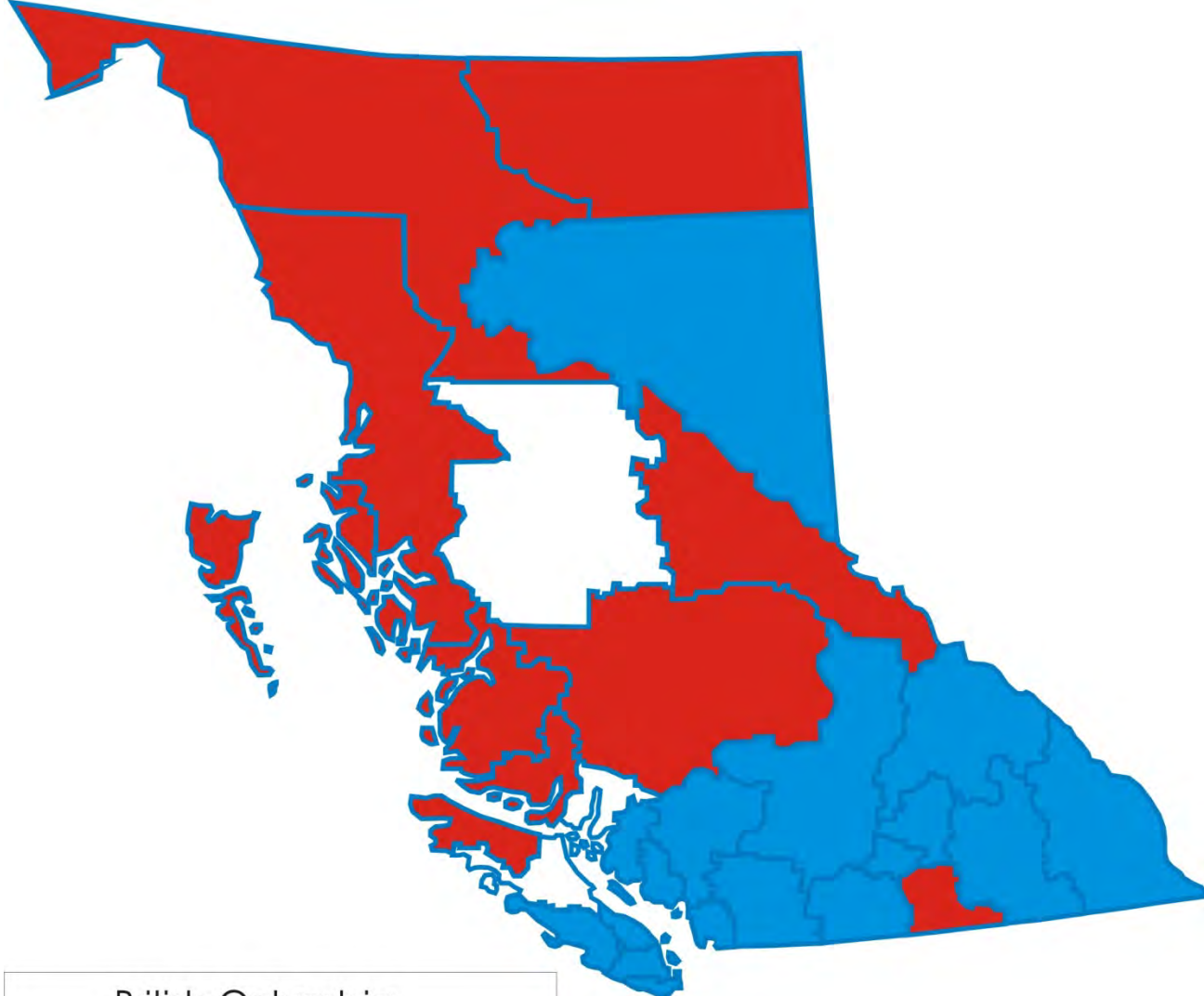


# 1980s: Crisis

- 1980s resource commodity recession
  - Focused on resource regions in the global economy
- Pressures since:
  - International trade agreements
  - Trade globalization
  - Low cost production regions
- Resource industries are concentrating
- Technology is labour-shedding
  - Job losses
  - Limited wage benefits remain







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# Sustainable Communities Today: Diversification and Innovation

# Today: Potential in Northern BC

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## Opportunities:

- On the cusp of the most significant retooling of communities and economies since the 1950s
- Significant private sector investment
  - \$70 billion in resource and resource related projects underway or planned over the next 10 years

# Resource Sector Activity

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- Forestry: increased demand from international markets
- Oil and gas: Pipeline and LNG facilities
- Mining: exploration investment at \$557 million, up 67.8% over previous year
- Construction, transportation, supply and service

# Opportunity for Long-Term Benefit and Advantage

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Require:

- Partnership
- Cross-regional coordination
- Locally and regionally specific approaches



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# Community Infrastructure

# Community Infrastructure



# Economic Infrastructure

- Global economy
  - Diversity, innovation, speed, and change
- Expand and diversify
  - New opportunities within, and across, existing sectors
  - New sectors
    - ❖ Based on community strengths
- Attend to the foundations
  - Industry, local business, retail and service

# Human Infrastructure

- Workforce development
  - Global competition for labour
  - Current and next generation workforce
- Education and Training
  - Build a learning workforce: continuous capacity renewal
  - Constant retraining: no sunset workers
  - Fundamental literacy: language, numeracy
  - Opportunities in local communities

# Physical Infrastructure

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- Aging: much was built at the same time
  - Housing, recreation facilities, schools, hospitals, retail
  - Roads, water, sewer
- Communications
  - High-speed Internet
- Air travel
  - Live anywhere, work anywhere

# Community Infrastructure

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- Strong voluntary and non-profit sector
  - Social, recreation, cultural
  - Youth, families, seniors
- Linkages and networks
  - Need all sectors to be involved in the discussion about where we want to go
  - All have a role

# Community Infrastructure



# Summary

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In today's global economy

Sustainable Communities

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Competitive Advantage



# INVESTING

Economic Renewal in Northern British Columbia

# IN PLACE



Sean Markey, Greg Halseth, and Don Manson

**UBC Press**  
**2012**

# CDI

## Community Development Institute

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## Community Development Institute - UNBC

- [\*NEW BOOK - "Investing in Place"\*](#)
- [\*NEW - NEV2 Final Report\*](#)
- [\*Partners in Community Development: Board Voice\*](#)
- [\*Spring 2013 - Speakers Series - Housing in a Changing Community: Opportunity for Innovation\*](#)

The Community Development Institute at UNBC is interested in two fundamental issues for communities in northern BC: community capacity and community development. By undertaking research, sharing information, and supporting education outreach, the Institute is becoming a vital partner to communities interested in making informed decisions about their own futures.

The institute emphasizes the importance of capacity-building, collaboration, learning, and complementarity between UNBC research centres. Research that is undertaken balances academic credibility with practical relevance. Beyond research, the Institute is involved in outreach activities and serves as a conduit to expand and enhance local educational opportunities related to community development.

Major: [\*Public Administration and Community Development\*](#)

Network: [\*National Network for Urban Aboriginal Economic Development\*](#)

[\*Conferences and Workshops Hosted by the CDI\*](#)

[www.unbc.ca/cdi](http://www.unbc.ca/cdi)

# The Community Development Institute University of Northern British Columbia

For further information please visit our website at:  
**[www.unbc.ca/community-development-institute](http://www.unbc.ca/community-development-institute)**

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# UNBC Community Development Institute

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# UNBC Story

- Against backdrop of fundamental change
  - A tool to help northern BC move successfully into 21<sup>st</sup> Century
- Northern BC groundswell of support
  - “Against the odds”
- Strong sense of ownership by people & communities
- Mandate:  
“University in the north, for the north”

# CDI Highlights

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- Established in 2004
- Broad mandate in community, economic and regional development
- Projects in 50 northern communities and with industry and non-profit organizations
- Work with academics and practitioners
- National and international research linkages

# CDI's Work: Building Sustainable Economies and Resilient Communities

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## Key Projects:

- Small town community economic development
- Aboriginal community & economic development
- Seniors issues
- Northern economic vision & strategy project
- Community transition
- Shared services: health, social, non-profit, housing
- Long distance labour commuting