

APPENDIX F-1

BUSINESS ATTRACTION & RETENTION	SECTORS							
<i>OBJECTIVE: Improve business conditions to encourage existing businesses to stay and expand</i>	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
5.1.1 STRATEGY: Nurture stronger partnerships with the Chamber of Commerce							X	
Have Township of Esquimalt become a member of the Chamber							x	
Partner with the Chamber to get information on Economic Development Strategy out to members							x	
Improve communications between Council and the Chamber to create synergies							x	
Develop a protocol for welcoming new businesses							x	
Encourage the Chamber to develop a welcome package for new businesses							x	
5.1.2 STRATEGY: Develop a “shop local” campaign							X	
Develop an Esquimalt App that lists businesses, restaurants and tourists attractions							x	
<i>Explore the feasibility of creating a community currency (Public Input)</i>								
<i>Promote entrepreneurship to low income residents (Public Input)</i>								
Encourage the Chamber to develop a “Shop Esquimalt” campaign							x	
Encourage the Chamber to develop promotional partnerships with small businesses and ship repair industry							x	

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BUSINESS ATTRACTION & RETENTION	SECTORS							
<i>OBJECTIVE: Encourage new business start-ups and attract businesses to locate in Esquimalt</i>	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
5.1.3 STRATEGY: Ensure municipal planning, bylaws and policies support a vibrant local business sector		X					X	X
Increased the business licensing fee for money lenders and drug paraphernalia sales		x						
Encourage quality commercial developments		x						
Demonstrate being “Open for Business” by Council supporting business friendly policies and processes		x						
Conduct analysis of tax and business friendly policies							x	
<i>Examine a business mentorship program for young entrepreneurs (Public Input)</i>								
Consider incorporating a minimum percentage of commercial area in commercial nodes as part of OCP review		x						
Investigate potential to amend municipal bylaws and policies to allow for compatible commercial use in parks								x
desirable businesses		x						
5.1.4 STRATEGY: Identify and target the establishment of desirable businesses		X		X			X	X
Conduct gap analysis of local businesses and services							x	
Create an information package to promote Esquimalt to potential businesses from outside region including foreign investors							x	
Identify sites for green tech park				x				
Develop an award/recognition program to attract green and “knowledge based” businesses to Esquimalt				x				
Investigate allowable incentives to encourage desirable businesses to locate in Esquimalt as identified in gap analysis		x						
Encourage the establishment of a local market in Esquimalt				x				x
Encourage development of underdeveloped commercial areas including industrial area							x	
Encourage non-governmental organizations (NGOs) to locate offices to Esquimalt and establish shared business services with other NGOs				x				

APPENDIX F-2

COMMERCIAL & INDUSTRIAL REVITALIZATION	SECTORS							
	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
OBJECTIVE: Undertake a Revitalization of Esquimalt Road								
5.2.1 STRATEGY: Drive the revitalization of Esquimalt Road through beautification, development and incentive programs		X					X	X
Review property maintenance bylaw to address minimum standard for commercial properties (particularly along Esquimalt Road) and enforcement		x						
Introduce a business revitalization tax program		x					x	
Encourage the implementation of a store-front clean-up program							x	
Investigate rezoning and density along Esquimalt Road as part of OCP review		x						
Enhance Esquimalt Road to give it more of a 'village feel' as a family-friendly stroll and shopping area		x						x
Support the establishment of a Business Improvement Area (BIA) with a focus on revitalizing Esquimalt Road (if requested by business community)							x	
Encourage a business or property owner to participate in a reality "make over" TV show		x						
OBJECTIVE: Protect and enhance Esquimalt's Industrial Park								
5.2.2 STRATEGY: Drive the revitalization of Esquimalt's Industrial Park by informing property owners of industrial and tourism opportunities	X	X				X		X
Communicate needs of ship repair and fitting industry to industrial land owners						x		
Encourage development of compatible commercial opportunities along E&N rail trail	x	x						x
Move forward rezoning of the industrial park						x		

APPENDIX F-3

COMMUNITY IMAGE	SECTORS							
<i>OBJECTIVE: Portray a positive community image that attracts businesses, residents and visitors</i>	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
5.3.1 STRATEGY: Improve community image by updating the Esquimalt 'brand' and promoting community pride			X	X		X	X	X
Hosted a bus tour of Esquimalt for Realtors							X	
Update the Esquimalt Brand				X			X	X
Promote Esquimalt as "best place to live" and target CFB Esquimalt employees, local realtors, and audiences living outside the capital region						X	X	
Improve Esquimalt's image by highlighting success of residents and graduates			X					
Encourage use of "Esquimalt" in addresses								X
Promote Esquimalt as "place to visit" using online channels								X
Organize a promotional video competition among high school students							X	

APPENDIX F-4

QUALITY OF LIFE	SECTORS							
	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
<i>OBJECTIVE: Provide residents with an unparalleled Quality of Life that is also desirable to visitors</i>								
5.4.1 STRATEGY: Support the growth and promotion of local arts and culture	X							
Update the public arts policy	x							
Create a long-term vision (strategy) for arts and culture in Esquimalt	x							
Support the displaying of art work in empty store fronts along Esquimalt Road	x							
Consider committing funding for the arts in the annual municipal budget	x							
Consider the creation of a network of local artists, with a physical space, to promote the arts in Esquimalt and maintain a listing of local artists and craftspeople	x							
Consider decorative utility structures in Esquimalt	x							
Host a design contest for artistic bike racks	x							
Consider developing an "Art Tool Kit" for artists to create temporary art installations on municipal property	x							
Setup local artwork exhibit in West Bay	x							
Develop an "Open for Art" marketing strategy encouraging the placement of art on private property	x							
5.4.2 STRATEGY: Continue hosting successful events, develop new events and build a new cultural facility	X	X	X				X	X
Continue to support the Esquimalt Arts Festival	x							
Continue hosting "Bloomin Beautiful" Esquimalt's home and garden contest							x	
Continue to support the Esquimalt Lantern Festival	x							
Continue to support an annual music festival in a park	x							
Consider incorporating a space dedicated to hosting arts & cultural events in the Esquimalt Village Project	x							
Consider a creative 'venue' in a municipal park								x
Support community events by publishing an events calendar and publicizing events	x	x					x	
Develop cultural facilities to host conferences, indoor entertainment and bandshell for outdoor performances			x				x	x
Support a Home & Garden Tour to showcase the work of local artists	x							
5.4.3 STRATEGY: Protect and enhance Esquimalt's heritage areas and military history	X					X		X
<i>Continue to promote heritage walking tours and heritage tourism (Public Input)</i>								
<i>Support the ongoing maintenance, operation and accessibility of the municipal archives (Public Input)</i>								
Celebrate Esquimalt's history with more interpretive signage and beautify existing heritage sites	x							x
Promote marine recreational opportunities and events in the Township	x							
Promote military heritage by promoting CFB Esquimalt's Naval & Military Museum	x							
Exhibit historical boat on land in Esquimalt						x		

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QUALITY OF LIFE	SECTORS							
	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
<i>OBJECTIVE: Provide residents with an unparalleled Quality of Life that is also desirable to visitors</i>								
5.4.4 STRATEGY: Develop infrastructure to take advantage of recreational assets		X			X			X
Install public washroom at West Bay								X
Redevelop sport courts for youth at Esquimalt High School					X			
Support development of tourism opportunities at West Bay								X
Promote recreational and sporting opportunities for visitors from around the CRD								X
Improve waterfront recreational opportunities with introduction of a non-motorized boat launch, equipment rentals, paddling club and food services and promote climbing wall					X			
Consider increasing the number of public spaces, so that people may gather and connect, in all new developments					X			
Upgrade and develop new outdoor children playing spaces in Esquimalt parks					X			
Investigate possibility of developing path between Macaulay Point to West Bay		X						
5.4.5 STRATEGY: Respond to community needs for information and resources to support community driven			X		X		X	
Provide links to local resources on community web sites			X				X	
<i>Review the Township's granting processes (Public Input)</i>								
Consider creating a central online presence for all community groups seeking resources such as funding, volunteers and participants			X					
Consider offering multi-translation of some Township materials					X			
5.4.6 STRATEGY: Work closely with community partners to advance community health and safety					X			
Mayor to convene meeting with new Police Chief and Youth Advocates in Esquimalt					X			
Community partnerships to further emergency management preparedness education					X			
Connect community groups and organizations with a mandate of improving community health and safety					X			
Re-connect with Victoria Police Department on Crime Free Multi-Housing Program					X			
Encourage the collaboration of emergency services and promote the organizations currently working in Esquimalt					X			
5.4.7 STRATEGY: Actively pursue the establishment of additional health services in Esquimalt					X	X		
Attract more health care service providers to Esquimalt					X	X		
Invite the public health officer for Esquimalt to make a presentation on current and future operations and services to Council					X			
Facilitate round table discussion on pre and post natal care with Island Health and community partners					X			
Conduct an inventory and create a directory of health services in Esquimalt					X			
Promote the number of health and fitness related facilities and events in Esquimalt					X			

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QUALITY OF LIFE	SECTORS							
<i>OBJECTIVE: Provide residents with an unparalleled Quality of Life that is also desirable to visitors</i>	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
5.4.8 STRATEGY: Engage the community in protecting the environment by promoting green behaviour at home, work and in the community				X				X
Develop a Green Event Guide				x				
Host workshops for businesses and non-profits on greening practices and incentives				x				
Encourage environmental education programs at all schools and promote green programs at all events				x				
Create a map highlighting green accomplishments in the Township				x				
Develop incentives and host workshops for residents on greening practices				x				
Encourage on-site composting for multi-family developments				x				
Establish an Environment Education/Management Centre				x				x
Develop a local food security strategy that includes support of urban farming and community gardens				x				

APPENDIX F-5

<p align="center">DEVELOPMENT</p> <p><i>OBJECTIVE: Have a clear community vision of what future development looks like in Esquimalt</i></p>	<p align="center">SECTORS</p>							
	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
<p>STRATEGY: Update community planning and development processes to encourage and support future development projects</p>	X	X					X	X
<p>Update OCP</p> <ul style="list-style-type: none"> <i>o Investigate "development" trends including supply/demand analysis</i> <i>o Build development plan for Esquimalt that recognizes and incorporates neighbouring municipalities plans</i> <i>o Develop a local area plan to avoid fragmentation of community developments</i> 		X						
<p>Create an "updated vision" - beyond the built environment - look at strengthening economic sustainability – ensure to involve residents and businesses, identify community values, set long-term planning goals</p>		X						
<p>Develop community plan, in collaboration with community and business groups, promoting Esquimalt to the development community. Look at other communities for best practices</p> <ul style="list-style-type: none"> <i>o Investigate what is needed for a complete community</i> 		X					X	
<p>Develop a visual model of future development in the Township</p> <ul style="list-style-type: none"> <i>o Build a 3D model of Esquimalt Road to attract investment</i> 		X					X	
<p>Encourage the development proposals that are currently on hold to continue (e.g. Cambie, EVP, Old English Inn)</p>		X						
<p>Promote community plan by hosting a development fair</p>		X						
<p>List projects going through approval processes on website</p>							X	
<p>Development of a green book to clarify development approval process and include examples of previous projects (resources) to and improve certainty for developers</p>		X						
<p>Have a clear plan for all departments on approving development applications to reduce red tape and speed up approval times</p>		X						
<p>Streamline planning processes</p>							X	
<p>Clarify process and requirements for Building Permits</p>		X						
<p>Encourage quality standards for development and educate Councillors (i.e. quality does not mean more units per area)</p>		X						
<p>Host open doors (incubator sessions) to liaise with developers</p>		X						
<p>Investigate opportunities to add public art in new developments (e.g. trade density credits for public art/murals)</p>	X							
<p>Offer more public input sessions into developments and planning</p>		X						
<p>Establish a “development” store front open to the community to view designs and plans for future development</p>		X						
<p>Promote densification by offering developer incentives – graduated property tax on multiple units and by increase tax rate over time and limiting tax paid by developers on unsold units</p>		X						
<p>Support tourism permit zoning to allow for more accommodation types (e.g. hotels, youth hostel, and B&Bs)</p>								X

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<p style="text-align: center;">DEVELOPMENT</p> <p><i>OBJECTIVE: Have a clear community vision of what future development looks like in Esquimalt</i></p>	<p style="text-align: center;">SECTORS</p>							
	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
STRATEGY: Encourage green and innovative building practices for new developments and through the retrofitting of existing housing stock				X			X	
Streamline approval processes for green building renovations – promote Esquimalt as the community to build green				x				
Review and update Green Building Checklist – insist on more green features				x				
Renovate and "green" older homes offer incentives and target heritage areas							x	
Require all major developments to incorporate 'green' technology (e.g. EVP and English Inn)				x				
Encourage partnerships to investigate economies of scale on green building supplies				x				
Identify funding opportunities for the 'greening' of development projects				x				
Offer tax incentives to home owners and housing cooperatives to 'green' their existing buildings (and include solar technology)				x				
Investigate how to get the Municipal Hall building off the grid, or at least partially				x				
Encourage all new developments to have tertiary wastewater treatment (like Dockside Green)				x				
Increase density in high use areas (e.g. Esquimalt Plaza and EVP)				x				
Develop an integrative waste resource recovery system by combining waste streams and renewable energy sources into a closed-loop system (e.g. EVP ,				x				
Promote energy efficiency building retrofits by partnering with industry to take an infrared picture of every house				x				
STRATEGY: Continue with the development of the Esquimalt Village Plan		X		X			X	
Have Esquimalt Village Project (EVP) set an example of green building practices				x				
Continue with moving forward the Esquimalt Village Plan (a few comments on being thoughtful of the use of higher density developments to not erode the uniqueness of Esquimalt)		x						
Develop the Esquimalt Village with a focus on "place making" that attracts people to visit							x	
Encourage a mix of accommodation, rental units, retail and both inside and outside public spaces as part of EVP		x						

APPENDIX F-6

EDUCATION & TRAINING	SECTORS							
<i>OBJECTIVE: Develop a knowledgeable and skilled local Workforce</i>	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
STRATEGY: Leverage the accessibility of institutions and industry to provide education and employment training opportunities to attract students			X					
Attract an education or training institution to setup a campus or satellite classrooms in the Esquimalt Village. JUSTIC INSTITUTE			x					
Have Council advocate for improved funding of post-secondary institutions and training programs.			x					
Build on community, industry and post-secondary relationship for benefit of local students (e.g. transit routes)			x					
Explore establishing a career and training mentorship program for students and residents			x					
Connect Esquimalt Archives with local schools and community groups			x					
Create public kiosk with information on education and training at Esquimalt Library Branch			x					
Host an Education, Training and Volunteer Fair for young adults and mid-life professionals			x					
Promote the availability of scholarships and bursaries to local students available from the Township, local businesses, community groups and from individual citizens.			x					
Investigate the possibility of a co-op program to attract students to Esquimalt High School			x					
Investigate potential uses of IMTARC facility on evenings and weekends for education and training			x					
Develop online resources for Esquimalt Archives			x					
STRATEGY: Promote career opportunities in the local ship repair and fitting industry			X			X		
Work with IMTARC to enhance collaboration on education and training with industry and the community			x					
Host a Trades Awareness Day						x		
Coordinate economic development strategy with shipbuilding workforce strategy						x		
Promote research and innovation by collaborating with the University of Victoria						x		
Organize shipbuilding industry awareness week event / Celebrate "Ship Builder Day" event and have boats on display						x		
Get message out to university graduates						x		
Provide messaging on career opportunities on the Community Chanel						x		
Provide link from Township website and social media channels to "Workforce Strategy"						x		
Offer ship repair and marine program at local schools in partnership with IMTARC and Camosun College.			x					
Examine the possibility of the establishing a Centre of Excellence for the trades in Esquimalt industrial park (old Wilson's Food warehouse)						x		

APPENDIX F-7

HOUSING <i>OBJECTIVE: Ensure a range of quality housing to support a diverse population</i>	SECTORS							
	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
STRATEGY: Develop a healthy housing strategy for Esquimalt		X	X		X			
Convene a round table discussion on affordable housing in Esquimalt					X			
OCP Review - Investigate secondary suites, carriage homes and regulations in regards to renting		X						
OCP Review - Investigate development of a "small lot" zone (balance with the need to keep the character of some neighbourhoods)		X						
Review and expansion of zoning for secondary suites and compliance from unregistered owners					X			
Encourage a mix of housing types such as social/co-op, ownership and renters, market value co-op and subsidized		X						
Support safe and affordable housing for families			X					
Review of multi-family business licenses for bylaw complaints (ensure properties are kept up to a minimum standard, particularly in cases of absentee landlords)					X			
<i>OBJECTIVE: Increase the percentage of the local workforce living in Esquimalt</i>								
STRATEGY: Develop housing stock and promote living in Esquimalt aimed at the local workforce		X				X	X	
Continuously update Esquimalt information in CFB Esquimalt welcome package							X	
Survey employees of CFB Esquimalt and Esquimalt Graving Dock to find out what housing, businesses and amenities would be needed to interest them in locating to Esquimalt		X						
Host workshops for ship repair and defence employees and families						X		
Identify development opportunities to provide new housing for CFB Esquimalt and Esquimalt Graving Dock employees		X						
Promote living in Esquimalt to local workforce by communicating the cost effectiveness (need a variety of housing stock, services and amenities to attract and by beautifying rental properties)							X	
Promote living in Esquimalt to DND workers / HR departments outside of the region		X						
Request dates from CFB Esquimalt when classes are coming							X	
Target workers to shop local		X						
Focus on developing housing for CFB Esquimalt and Seaspan employees making six figure incomes						X		
Attract higher earning CFB Esquimalt and Graving Dock workers to locate in Esquimalt by promoting neighbourhoods with a waterfront or water view (e.g. Saxe Point, West Bay and Rockheights)		X						

APPENDIX F-8

MAJOR INDUSTRY	SECTORS							
	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
<i>OBJECTIVE: Improve the connection between CFB Esquimalt and the community</i>								
STRATEGY: Encourage the participation of CFB Esquimalt in community planning and partnerships		X				X		X
Establish a first point of contact between Township and CFB Esquimalt						X		
Improve partnerships between industry, community and the Chamber						X		
Gather Industry and CFB Esquimalt input on OCP Update						X		
Discuss best use of Work Point lands with Base Commander <i>o Collaborate with CFB Esquimalt on strategic land use planning (e.g. restore golf course at Work Point, negotiate land swap with DND for Work Point, move DND Belmont housing to work point)</i>		X						
Explore the possibility of hosting tours of CFB Esquimalt and Esquimalt Graving Dock operations (Fort Macaulay?)								X
Leverage CFB Esquimalt facilities with those of the Township and community						X		
Work with CFB Esquimalt to open museum at Work Point								X
<i>OBJECTIVE: Support the maintenance and expansion of the local Ship Repair and Fitting Industry</i>								
STRATEGY: Understand and cater to the needs of the ship repair and fitting industry						X		
Support a lengthy in-stream maintenance support contract for Seaspan (completed)						X		
Upgrade Graving Dock facilities to protect against tsunamis						X		
Investigate what infrastructure is needed for industry						X		
Host workshop to plan for the future needs of industry <i>o Develop child care strategy specifically catering to industry workers</i> <i>o Find a large warehouse space for the Victoria Class submarine in Esquimalt</i>						X		
The Township of Esquimalt take a leadership role in facilitating regional coordination <i>o Establish an Esquimalt Business Advisory Panel with Seaspan, Babcock, etc.</i> <i>o Support IMTARC as much as possible</i> <i>o Consult with planners and industry in Halifax/Dartmouth</i>						X		
Attract auxiliary services and businesses that support industry to locate in Esquimalt [e.g. marine shop, boat building and repair business (antique boats), and fueling station for large boats (diesel)]						X		
Advocate for more direct flights to Victoria Airport						X		
Consider sister-city (“twinning”) relationship with Asia Pacific						X		
STRATEGY: Communicate the importance of the ship repair and fitting industry to the local, regional and provincial economy						X		
Advocate for shipbuilding industry as much as possible (and seek compensation)						X		
Have the municipal council presence at all industry announcements						X		
Advocate for "shipbuilding and repair" to be its own category in provincial labour reports						X		

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Develop a communication plan and highlight benefit of ship repair/fitting industry to residents and businesses						X		
Host Graving Dock Open House / Participate in annual Seaspan Open House / Develop a combined Seaspan and CFB Esquimalt Open House for local residents and businesses						X		
Educate regional MPs and MLAs on importance of ship repair and fitting industry <i>o Create briefing binder for politicians on ship repair and fitting industry with easy messaging</i> <i>o Invite MPs and MLAs to information sessions on ship repair and fitting industry</i>						X		
Promote "good news stories" of environmental actions being completed by industry and CFB Esquimalt						X		
Use social media channels to create stronger link between Seaspan and community						X		
Encourage industry, suppliers and workers to engage in the community and support local community events						X		

APPENDIX F-9

TOURISM <i>OBJECTIVE: Make a visit to Esquimalt a “must-see” for visitors to the region</i>	SECTORS							
	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
STRATEGY: Continue with implementation of Esquimalt’s tourism strategy				X				X
Complete a report on the 2009 Tourism Strategy successes and opportunities								X
Determine the Township’s role in tourism promotion								X
Include a clear focus on tourism in OCP								X
Develop wayfinding strategy and install signage along Esquimalt Road and West Bay Walkway and develop a wayfinding app with information on locations and history (e.g. Fleming Beach Fisherman’s Wharf, parks, inventory unique features - hummingbirds) <i>o Involve artists in developing a wayfinding strategy for Esquimalt including artistic entrances to Esquimalt (e.g. fountains/archway) [decorate fence of old gas station at Esquimalt Rd entrance]</i>	X							X
Set-up a seasonal tourist information office (or kiosk)								X
Place a map of the municipality (with advertising) at the West Bay Kiosk and to be distributed by hotels								X
Develop walking tour of Esquimalt and install interpretive signage				X				
STRATEGY: Build partnerships to leverage local tourism opportunities								X
Nurture relationship with Victoria Harbour Ferry								X
Build partnerships with Roundhouse Market (Vic West) and CFB Esquimalt								X
Leverage resources of Tourism Victoria and Tourism BC and tourist booking agents and cruise ship industry								X
Encourage the involvement of Esquimalt businesses in Attractions Victoria’s “Be a Tourist in your own Hometown” program								X
Convene a meeting to discuss the potential of attracting cruise ship tours to Esquimalt								X
Investigate operation of steam train excursions with Vic West								X
Partner with Wilson’s Transportation to provide bus tours that visits 3 to 4 points of interest								X

APPENDIX F-10

TRANSPORTATION <i>OBJECTIVE: Improve traffic flow along Esquimalt's transportation corridors</i>	SECTORS							
	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
STRATEGY: Develop a multi-modal transportation strategy and policies to reduce traffic congestion during peak times		X		X		X	X	
Develop an integrated multi-modal transportation strategy with actions that serve the goal of economic development <i>o Get neighbouring municipalities to cooperate to more easily move workers, suppliers and materials within the region</i> <i>o Improve and integrate planning process for industry, View Royal, Colwood, Sooke, Langford and the Township</i> <i>o Research how North Vancouver has resolved traffic and transportation issues</i> <i>o Work with Harbour Ferries on improving service levels and affordability (align with work schedules)</i>				X		X		
Promote walkability to shops and services and multi-modal transportation including water access in Esquimalt in partnership with CFB Esquimalt and Esquimalt Graving Dock		X				X	X	
OCP Review - Review parking requirements, introduce formal parking enforcement and make the developer pay for traffic infrastructure improvements (e.g. traffic lights, pedestrian crosswalks and parking enforcement)		X						
Promote community amenities and businesses as a solution to traffic (e.g. fundraiser with % of money going to local charity / a discount/stamp book)							X	
Reduce property taxes on properties close to CFB Esquimalt and the Graving Dock who are currently impacted on a daily basis by noise and traffic						X		
STRATEGY: Improve infrastructure to support green modes of transportation				X	X		X	
Identify impediments to movement of pedestrians and bicycle riders (e.g. create a separated cycle track, more frequent street cleaning for bike lanes, bike trail to connect E & N Trail and Gorge Rd, pedestrian bridge across the Gorge in the parks, establish concrete mode share goals, widen sidewalks along Esquimalt Rd such as by planting boulevard trees, lower lights on lamp posts, develop a "Green Road" as part of 3				X				
Have a bicycle trail that connects to downtown Victoria, and clean-up industrial area to make E&N Trail more attractive to users; pathway from recreation centre/bullen field to Country Grocer)				X				
Develop a long-term plan for improving bicycling networks (including bike racks and lockers				X				
Enhance access to the from E&N regional trail system to commercial areas							X	
Develop waterway transportation plan including boat launches and rentable storage facilities for non-powered craft				X				
Improve walking and bike infrastructure to increase accessibility for all citizens					X			
Introduce bike sharing program - connect with Harbour Ferry Stops				X				
Support car-sharing programs by increasing the number of parking spaces and requiring all new multi-family developments to purchase a car share membership for all owners/residents				X				

APPENDIX F-10

<p>Promote Esquimalt as a leader in zero emission vehicle use by adding more electric vehicles to the municipal fleet, requiring every new development to have electric vehicle plug-ins for charging, and by regulating a minimum number of electric vehicle charging spots in commercial parking lots and at local gas stations</p>				x				
<p>Encourage the use of public transit by increasing service speed by adjusting traffic lights for bus priority, lowering the cost of fares and developing incentives to get more vehicle drivers using public transit</p>				x				

QUALITY OF LIFE	SECTORS							
<i>OBJECTIVE: Provide residents with an unparalleled Quality of Life that is also desirable to visitors</i>	A&C	Dev	E&T	Env	H&W	S&D	SmB	Tor
STRATEGY: Support the growth and promotion of local arts and culture	X							
Invite artwork and studios to town like exhibits	x							
Distribute local artists' work in municipal mail-outs (including tax notices)	x							
Have a mural painted on the backside of the Esquimalt Plaza	x							
STRATEGY: Continue hosting successful events, develop new events and build a new cultural facility								X
Host as many meetings, conference and themed festivals as possible (e.g. indoor conference and entertainment space needed, outdoor bandshell, geocaching event, toilet tour, 'ribfest' like events, expand gorge swim festival (duck races, inner tube races, concerts in the park, art festival, car show, artist studio tour/walk)								x
STRATEGY: Protect and enhance Esquimalt's heritage areas and naval history								X
Invite military vehicles return to participate in Buccaneer Day Parade								x
STRATEGY: Respond to community needs for information and resources to support community driven initiatives			X		X		X	
Examine possibility of a volunteer coordinator for the Township					x			
Investigate opportunities to provide space (in recreation centre and local schools) for free or low-cost to community groups to meet and run programs				x	x			
Increase awareness of the number of religious and faith-based institutions and groups in Esquimalt and their community involvement					x			
Establish a Seniors Advocate to voice seniors concerns in regards to community planning and promote seniors involvement in the community					x			
STRATEGY: Work closely with community partners to advance community health and safety					X			
Identify "local community leaders" to work with children in bullying prevention (WITS)					x			
Councillor report on provincial Blue Ribbon Panel on Crime Reduction Roundtable					x			
STRATEGY: Actively pursue the establishment of additional health services in Esquimalt					X			
Create a strategy to strengthen and promote health and wellness sector					x			
STRATEGY: Engage the community in protecting the environment by promoting green behaviour at home, work and in the community				X				
Support local food production by promoting Lifecycle's 'grow a row, share a row', permitting boulevard gardens and living (vertical) gardens on large walls and providing a tax incentive to urban farmers				x				