

**CITY OF WHITEHORSE
SUSTAINABILITY PLAN
APPENDIX: IDEAS FOR ACTION**



Ideas for Action

The following actions were identified through public engagement, and focused conversation with City staff, who understand well the possibilities and limitations of City operations. Actions range from visionary to routine, immediate to long term. However, not all the actions listed can be accomplished in the timeframe of this plan; prioritization will need to occur during budget and work plan development.

Strong Downtown and Livable Neighbourhoods		
Target	Strategy	Potential Actions
Increase livability of all neighbourhoods	Establish livability criteria specific to Whitehorse and incorporate into planning, development, and monitoring	Develop and adopt livability criteria in the Official Community Plan
		Better understand the implications and cost of growth for use in planning, communication, and decision-making
		Use innovative land use policies in the Official Community Plan that support and strengthen urban residential neighbourhoods
		Use smart growth principles when designing new neighbourhoods
		Consider the future of the airport in the 50-year horizon and be active in decision-making by other governments.
		Work with First Nations on a joint planning pilot project
	Improve transit connections to all neighbourhoods	Implement Transit-related recommendations in the Transportation Demand Management Plan
		Write a Transit Plan that addresses funding, scheduling, fares, user experience
		Investigate feasibility of express transit routes (b-lines)
		Increase amenities around key transit exchanges.
		Develop targeted Transit programs for specific neighbourhoods
Increase downtown population density	Develop a new Downtown and Marwell Plan	Improve development guidance over Quartz Road/2 nd Ave neighbourhoods to make current uses more compatible (senior housing, services).
	Mitigate barriers presented by Second Avenue and improve	Reconfigure 2 nd Ave bus stops to better align with pedestrian network and traffic controls.

Strong Downtown and Livable Neighbourhoods

Target	Strategy	Potential Actions
	linkages from downtown to waterfront	Improve safety, traffic control and traffic calming on 2 nd Ave
		Improve downtown Transit exchanges in terms of location, amenities, beautification, and access
	Increase downtown commercial vibrancy through zoning, incentives, and innovative revitalization	Implement downtown traffic calming and complete streets throughout
		Explore funding mechanisms for downtown amenities, infrastructure improvement, and beautification
		Promote downtown-specific development incentives
		Adjust downtown parking cash-in-lieu amounts (review best practices)
		Encourage more cultural amenities and recreation downtown
		Use best practices and innovation to increase mixed use in downtown area
		Encourage commercial nodes for basic amenities
		Continue beautification of downtown through landscaping and complete streets
		Look at additional ways to encourage a range of household types to choose downtown
		Foster amenities and services that will facilitate downtown living: car sharing, equipment libraries, trail connections to wilderness spaces
		Address underuse of derelict and vacant sites downtown
		Do a follow-up assessment of Downtown Parking Management Plan
Increase relative population of downtown and 3 neighbourhoods in closest proximity to downtown	Improve non-motorized linkages, including trails, to and from Riverdale, Hillcrest, Valleyview, and Takhini,	Consider feasibility of pedestrian and emergency-only linkages across Yukon River
		Include guidance within the Official Community Plan specific to Riverdale, Takhini, Hillcrest and Valleyview
		Expand trail plan to include commuter routes
		Link parks and corridors

Strong Downtown and Livable Neighbourhoods

Target	Strategy	Potential Actions
		Address gaps in pedestrian and bicycle networks
		Work with partners on improving access across Alaska Highway at Hillcrest
		Beautify and increase safety of airport trail
	Improve transit connections to key neighbourhoods	<i>see Transportation actions</i>
	Create well-integrated and innovative infill	Identify new areas for development (e.g. downtown south)
		Encourage a variety of housing size and style and higher density in existing neighbourhoods.
		Encourage buildings that can be flexible and adaptable to changes in life (growing or shrinking families, aging, etc).
		Explore zoning and new incentives to increase secondary suites
		Consider options for shared storage space for household recreational equipment

Efficient, Low Impact Transportation

Target	Strategy	Potential Actions
Increase active transportation and transit mode share	Develop a Transit plan that addresses funding, scheduling, fares, promotion, user experience, and infrastructure	Improve transit stop infrastructure
		Review peak time service
		Consider possibility of express lanes for buses and bikes
		Work with First Nations to optimize service
	Improve Transit customer experience	Explore smart phone payment for Transit
		Provide real time schedules for buses
		Improve accessibility of bus stops and routes to bus stops for mobility devices.

Efficient, Low Impact Transportation		
Target	Strategy	Potential Actions
	Improve Transit partnerships	Work with employers to encourage harmonizing work times with transit schedule (start with City Hall)
		Expand transit partnership with Yukon Education
		Expand transit partnership with box stores
		Work with other orders of government and large employers on developing employee parking strategy
		Consider private sector partnerships to offer specialized transportation services
	Update the Trail Plan to enhance links between recreation and commuter networks	Incorporate commuting trails into Trail Plan
		Link trails with transit stops with signage
		Incorporate neighbourhood and wilderness trails into commuting/active transportation map, as appropriate
		Examine feasibility of expanded winter maintenance of network
	Enhance bicycle and foot network between neighbourhoods and to downtown	Improve Two Mile Hill and Range Road intersection -- <i>link to Strong Downtown and Livable Neighbourhoods</i>
		Improve access and clearing of south side Two Mile Hill, or relocate
		Improve Porter Creek bike connection
		Improve crossing of Alaska Highway at Hillcrest, and at other areas of the city.
		Develop Whistle Bend route with help of Whitehorse Urban Cycling Coalition
		Address network deficiencies identified in Transportation Demand Management Plan
	Assess, communicate, and account for costs of transportation dominated by personal vehicles	Improve reporting on the true cost of roads to the City (<i>link to Resilient Economy</i>)
		Ensure private developments incorporate Smart Growth principles
		Explore options for collective/shared transportation in country residential

Efficient, Low Impact Transportation		
Target	Strategy	Potential Actions
		Consider road pricing in the long term horizon
		Consider city-wide anti-idling policy
		Address 2 nd Ave barriers -- <i>see Strong Downtown</i>
	Improve City internal vehicle use	Undertake E3 Fleet Rating
		Track fuel efficiency and use of City vehicles
		Promote and enforce anti-idling policy
		Ensure new Operations and Services Buildings are accessible and connected to other City facilities and key destinations
		Consider City staff parking policies
		Create fleet management plan for City fleet, including efficiency of operations, maintenance, tenure, etc
		Pilot a car share program
		Replace fleet trucks with hybrid or small cars where possible
		Shift to more shared vehicles, review this during building consolidation project
		Install LED lighting in trucks
		Install timers, thermostats, or cycles for vehicle plug-ins
		Consider fuel efficiency in vehicle purchases
		Adopt fleet management program
		Work with Yukon Energy to pilot or showcase an electric vehicle
	Maximize functionality of existing road network for all users -- <i>see related actions throughout</i>	Do accurate and complete projections of road costs, including capital, operations, refurbishment, beautification, and other costs.
		Pursue Complete Streets policy
Maintain congestion levels	Intersections currently meet or	Consider lowering the service standard for specific intersections

Efficient, Low Impact Transportation		
Target	Strategy	Potential Actions
at current standards (level of service D for major intersections for all movements; and E or F for peak period low volume movements)	<p>exceed this standard</p> <p>Explore potential to lower the target for specific intersections or time periods</p>	Moderate speeds on roads, streets, and highways

Healthy Environment and Wilderness		
Target	Strategy	Potential Actions
Maintain and reduce number of days when air quality exceeds the Yukon Ambient Air quality standards	Educate on wood burning practices	Educate on proper fuel burning practices
		Improve building appliance efficiency rating requirement in Building and Plumbing Bylaw
	Increase active transportation and transit mode share	<i>(see Efficient, Low Impact Transportation goal)</i>
Reduce per capita water consumption	Reduce community water use	Determine water monitoring strategy
		Water consumption behaviour change campaign
		Rationalize water rates and water/sewer reserves as appropriate to cover costs of service
		Develop public education on water conservation
		Develop signage to encourage conservative waste use choices
		Encourage use of low flow devices
	Manage water use by City operations	Eliminate bleeders and dead-ends, locate and repair leaks
		Use storm water where possible for parks irrigation
		Implement and educate on water meters

Healthy Environment and Wilderness

Target	Strategy	Potential Actions
		Improve parks practices on water requirements and educate
		Incorporate low flow devices into City and other commercial buildings
		Establish pesticide/herbicide policy
Meet the national standard for drinking water quality	Manage potential for watershed contamination	Create storm water management plan with enforcement
		Create guidelines and policies around snow storage and removal
		Minimize impact of runoff and infiltration from City snow dumps
		Increase safety standards of fuel tanks
		Improve spill reporting from fuel tanks
		Create water protection policies and practices that address runoff from existing and new development (e.g. onsite filtration, bioswales)
		Decrease risk from fuel tanks by implementing recommendations from the 2014 Fuel Tank Storage Assessment
Maintain current wilderness areas	Focus development on Urban Containment Boundary (UCB)	Determine area of current Urban Containment Boundary and future growth areas (white spaces in the Official Community Plan)
		Commit to infill projects to increase density within existing neighbourhoods
		Continue to encourage increased density as a method of maximizing already developed areas
	Manage greenspace to rehabilitate, limit development access, limit crossings, and fragmentation	Inventory degraded greenspaces and develop rehabilitation plans
		Establish a tree policy for boulevards and urban trees
Retain or increase area of regional parks	Manage and expand Regional Parks	Collate ecological metadata within City
		Develop parks management plans
		Work with partners to update information on significant wildlife corridors

Healthy Environment and Wilderness

Target	Strategy	Potential Actions
		Incorporate First Nation's community-based mapping work into management planning
	Consider park expansion through reclamation or designation	Identify areas to enhance or restore habitat and other natural values (e.g. brownfields, etc)
		Explore new tools for long term designation of regional parks
Reduce number of reported human-wildlife conflicts	Reduce bear attractants from residential and commercial sites through education, regulation, and other controls	Require secure storage of waste for residential and commercial sites through bylaw
		Partner with businesses and non-profits to provide secure storage options
	Educate the public on wilderness values and wildlife conflict	Educate on attractant management
		Use progressive enforcement measures to support attractant management
		Educate on human-wildlife conflict avoidance

Green Buildings and Infrastructure

Target	Strategy	Potential Actions
City owned buildings: Plan new buildings for 50% more efficient than the National Energy Code (NECB)	Design new Operations and Service buildings with a target of 80% better than NECB	Build an energy management program into the operating costs to optimize performance
		Night time audit of existing City buildings to inform energy programs
		Audit Utilities Service Building pre- and post-2014
		Conduct audit immediately after new buildings are built
		Create policy for common understanding of environment at work (levels of heat, light, etc)
		Create City-wide policy for how buildings will be operated
City owned buildings: Make	Conduct energy assessments and	Establish controls on existing buildings

Green Buildings and Infrastructure

Target	Strategy	Potential Actions
building retrofits with a 20 year or longer lifespan 30% more efficient than the NCEB	upgrades to existing City buildings	Increase use of LED lighting
		Increase use of waste heat from ice plants and heating systems
		Increase use of occupancy sensors for heating, lighting, ventilation
		Perform an energy retrofit model for an existing building and do a whole building retrofit on that building
		Pilot new technologies
New buildings in Whitehorse to be 30% more efficient than the NECB, NBC, or achieve a comparable EnerGuide target	Revise regulations and enforce as appropriate	Implement new EnerGuide rating system label on new home construction
		Assess options for increasing minimum energy efficiency requirements on residential construction
		Amend Building and Plumbing Bylaw to increase requirement for residential housing construction
		Work with partners to research potential for energy efficient requirements in commercial construction
Reduce water consumption - - see <i>Environment</i>		
Manage all infrastructure, buildings, and natural assets in asset management system	Establish asset management regime	Establish a comprehensive asset management program
		Work with First Nations to identify shared infrastructure needs

Energy and Greenhouse Gas Reduction

Target	Strategy	Potential Actions
Increase renewable energy production by the City	Incorporate renewable energy production in new and existing City-owned buildings	Consider solar wall and photovoltaics

Energy and Greenhouse Gas Reduction

Target	Strategy	Potential Actions
	Consider opportunities in other non-building City infrastructure	Assess and consider wind energy in open spaces as a demonstration project
Reduce City greenhouse gas emissions (tonnes of CO ₂ /yr) from 2014 level	Support efforts to increase renewable energy use within the community Focus development within the Urban Containment Boundary (see <i>Strong Downtown and Efficient Transportation</i>)	Develop policies around drive-through uses
		Advocate for carbon taxes
		Pursue district energy funding and partnerships
		Consider a city-wide anti-idling policy
Reduce Whitehorse per capita greenhouse gas emissions from 2014 levels	Implement Transportation Demand Management Plan (see <i>Efficient Transportation</i>)	Consider options for greenhouse gas monitoring regimes, such as participation in the Climate Registry
		Improve access to air quality monitoring data
		Make greenhouse gas production more understandable through public education
Reduce total greenhouse gas emissions from 2014 levels	Support green building and infrastructure strategies (See <i>Buildings and Infrastructure</i>)	Explore partnership opportunities for district energy
		Explore increased use of LED streetlights
		Reduce electrical consumption and demand from City infrastructure at peak demand times
	Increase focus on Climate Change Adaptation Plan	Consider conversion to low-carbon fuel sources for City operations
		Improve vehicle for hire and other alternatives to single occupant vehicle use
	Understand and plan for the infrastructure vulnerabilities associated with climate change	Plan for emergency measures associated with food supply disruption
		Understand and account for the impacts of climate change on infrastructure
		Encourage citizen preparedness for extreme weather events and service disruption

Dynamic and Diverse Culture, Heritage, and Arts

Target	Strategy	Potential Actions
Increase participation rates in local arts, culture, and heritage events, including FN initiatives	Give more attention to aesthetic aspects of infrastructure	Extend Arts Policy to all capital infrastructure projects
		Increase functional and interactive art
		Integrate art into transit shelters, bike racks, and other infrastructure
		Partner with local partners on functional art
		Locate City events within McIntyre subdivision
		Partner with First Nations in art, programming, infrastructure beautification
		Look for synergies in use of heritage buildings
		Consider a cultural district downtown
	Be more active in diversity initiatives in partnership with other groups and First Nations	Reach out to diverse group to explore opportunities to increase programming
		Integrate various cultural events into a festival for community and economic development benefits
		Track in-kind City support for arts, culture, and heritage events and initiatives
		Use Essential Guide to Services to gain more statistical information from organizations
		Compile participation rates in events from grant recipients
		Partner to pilot a welcome program to help newcomers be active in community
		Translate key City documents
		Work with cultural groups to increase participation in programming
		Engage businesses and community and service clubs to support low income kids to participate in recreational activities
		Continue Wolf Creek interpretive signage
		Continue work with First Nations on interpretive signage
		Work with First Nations on public art opportunities, such as banners and

Dynamic and Diverse Culture, Heritage, and Arts

Target	Strategy	Potential Actions
	Work with First Nations, the heritage community, and arts community to make links to sustainability	infrastructure-based art
		Encourage the conservation of existing heritage buildings through existing and new incentives and recognition
		Work with heritage community on conservation of built heritage as a waste diversion opportunity
		Foster opportunities for cultural heritage and city spaces to intersect, such as through storytelling and game-playing
		Partner with First Nations and college on interpretive material

Social Equity: Affordable Housing and Poverty Reduction

Target	Strategy	Potential Actions
Reduce percentage of households spending more than 30% of total income on shelter	Advocate for and partner on affordable housing with other orders of government	Advocate for integrated social housing from partners
		Examine ways to partner on affordable housing initiatives
	Use planning and development tools to encourage or require inclusion of affordable housing and support less expense and more dense housing	Use inclusionary zoning as a means of requiring social housing with market housing developments
		Plan for Habitat for Humanity lots in Whistle Bend
		Explore partnerships with First Nations on alternative housing options (e.g. tiny and small homes)
		Be ready for economic changes (e.g. mining) in terms of housing availability and leveraging benefits for the community
Reduce income disparity between the top and bottom 20% income earners	Use existing programs to build the City's profile on poverty issues	Encourage increase to minimum wage
		Educate public on City services that promote community wellness
		Look for opportunities in the procurement process to include social equity

Social Equity: Affordable Housing and Poverty Reduction		
Target	Strategy	Potential Actions
Increase number of City-led and City-supported initiatives (projects, programs, services) that directly address the needs of low income citizens		requirements
		Articulate and promote City's position and role on poverty reduction
	Talk directly with marginalized people to understand their needs and learn how to address them Use partnerships with organizations and First Nations to increase access to City programs and facilities, transportation, and nutritious food by low income residents	Use community partners to make contacts and find opportunities
		Increase participation in group transit program, especially for low income riders
		Partner with other governments or organizations (e.g. social assistance) to enable access to City programs
		Promote access to free or low-cost recreation, such as trails and parks
		Support existing programs: Kids Recreation Fund, Canada Games Centre programming, summer camps
		Promote free recreational activities, such as trail use, walking, use of existing outdoor fitness equipment.

Connected, Engaged, Participatory Community		
Target	Strategy	Potential Actions
Increase number of active and engaged community associations	Improve capacity of community associations and provide opportunities for involvement	Facilitate networking and training opportunities with community associations
		Educate community associations on appropriate and effective roles
Increase number of City partnerships on special events and joint projects	Develop new partnerships on community special events	City increase participation in established community celebrations that foster pride (e.g. Canada Day)
		Encourage neighbourhood parties and programming
		Encourage staff secondments with First Nation governments
		Help build capacity in community organizations for event planning

Connected, Engaged, Participatory Community

Target	Strategy	Potential Actions
Increase percentage of population that reports volunteer work	Encourage volunteerism for and by the City	Include questions on biannual citizen survey about volunteerism--how much and for whom
		Provide more opportunities for formal volunteerism for City events, facilities, and operations
		Consider a City staff volunteer policy
Increase number of new, unique, or annual opportunities for public participation	Improve and modernize City communications methods and capacity	Improve City website
		Increase social media presence in a meaningful way (two-way communication, etc)
		Do better and more education on taxation and how services are paid for
		Use new and innovative engagement tools. Increase diversity of communication methods and audiences
		Use more visual tools in engagement
		Increase visual advertising and branding of the City--eg billboards and benches
		Establish a City community engagement position to work with organizations and streamline communications
		Compile input from different public processes into a central database
		Reactivate the interdepartmental committee on community engagement
		Target youth, First Nation, and Filipino communities in consultation
	Encourage citizen stewardship over natural and built resources	Create opportunities for reporting of vandalism, crime, deficiencies, etc
		Develop web-based citizen reporting of safety and other issues
		Improve information sharing with First Nations
Increase direct engagement with hard-to-reach audiences (% of major consultative processes with	Prioritize direct engagement with hard-to-reach audiences when engaging with the community and partner with First Nations when	Work with partners to develop and implement effective ways to engage with hard-to-reach audiences
		Develop simple measures of the representativeness (ethnic, socio-economic,

Connected, Engaged, Participatory Community

Target	Strategy	Potential Actions
at least one direct opportunity)	appropriate	age, etc.) of engagement

Safe and Healthy Community

Target	Strategy	Potential Actions
Percentage of populations with chronic illness decreases	Support a shift to preventative health approaches	Find creative ways to accommodate increased population and aging population in recreational facilities (e.g. intensify and diversify use)
		Strengthen partnerships with health practitioners through special programming and public education
		Expand variety of programs offered at CGC or through active living programs
		Encourage active transportation –see <i>Efficient, Low-Impact Transportation actions</i>
	Minimize barriers to a safe and enjoyable recreational experience	Promote existing infrastructure for recreational use, such as through outdoor programming
		Advertise the safety and social values of participation on trails
		Consider establishing a parks programmer position at the City
		Continue strong focus on aquatics program
		Incorporate outdoor water safety into the Little People program
		Partner with outdoor organizations or other order of government to promote outdoor water safety
	Improve appropriate support for people with addictions and mental health needs	Facilitate and advocate for social services that support preventative approaches
		Explore zoning and development solutions that facilitate group homes and mental health and addictions services

Safe and Healthy Community

Target	Strategy	Potential Actions
Increase use of trails, pedestrian pathways, and commuter routes from 2014 levels	Increase use of trails, pedestrian pathways, and active transportation routes	Increase park and trail-based programming and marketing
		Create interactive and interpretive signage for trails
		Reward trail use through geocaching or incentives
		Feature "trail of the month" in different areas
		Create interactive online maps of City trails that encourage user feedback on trail conditions, snow clearing, lighting, and safety
		Integrate trails with transit stops
		Monitor trail and pedestrian pathway usage
		Promote Whitehorse as a trails destination and work with organizations on special outdoor events such as festivals and sport-specific events
		As Canada Games Centre reaches capacity, shift focus from facility-based activities to outdoor park and trail-based activities
	Communicate active living values	Work with employers and workplaces on corporate wellness initiatives
		Implement Transportation Demand Management Plan recommendations on employer engagement
	Minimize safety barriers	Examine lighting of trails and paths in key areas of concern
		Improve management of motorized and non-motorized trails use, and of wildlife-human conflicts
Decrease number of traffic accidents	Improve traffic safety for vulnerable users	2 nd Ave improvements and traffic calming -- see <i>Strong Downtown and Livable Neighbourhoods</i>
		Increase perception of safety on Transit
		Use preventative measures to improve traffic safety for vulnerable users
		Review and lower speeds for key areas
		Conduct a behaviour change campaign around vehicle speed, traffic safety, and driving practices

Safe and Healthy Community

Target	Strategy	Potential Actions
Number of vandalism reports to City decreases	Consider urban design solutions to safety	Consider the application of Crime Prevention Through Environmental Design guidelines in the context of our wilderness city
		Explore urban design solutions for waterfront social issues
		Education campaign on vandalism and graffiti reporting
	Increase citizen participation and First Nation partnership in monitoring and reporting	Engage community residents to report vandalism
		Interactive, map-based reporting of hazards, deficiencies
		Encourage community groups and individuals to become involved in beautification and maintenance
		Explore First Nations training and capacity opportunities with regard to bylaw and enforcement
		Initiate joint meetings with First Nations to address vulnerable persons
Decrease number of fire department callouts per capita	Work with other agencies and First Nations to address the root cause of emergency callouts	Strengthen monitoring and analysis of callout data to target certain problems
		Collaborate with First Nations on safety and housing issues
	Raise awareness of personal safety	Collaborate with other organizations (such as the Yukon Medical Officer of Health) on education around high risk behaviour and accident prevention

Diverse Local Economy

Target	Strategy	Potential Actions
Maintain a Long Term Financial Plan (LTFP) and process for the City of Whitehorse	Develop a long range financial plan and capital asset management plan for the City	Pursue Asset Management in accordance with best practices
		Calculate and fund asset deficits
		Increase public awareness of City infrastructure costs
	Align Sustainability Plan, Official Community Plan, and Long Range	Effectively show what services cost (in annual report or WSP dashboard)

Diverse Local Economy		
Target	Strategy	Potential Actions
	Financial Plan	
	Improve monitoring/forecasting of economic trends to support infrastructure, service, and housing planning	Work with other orders of government to collect and obtain useful data
Increase number of business licenses annually	Reduce internal barriers to business development	Reduce red tape
		Reduce barriers to starting businesses, such as in the zoning bylaw; and produce better information
		Update business license registry to use North American Industry Classification System
	Become the employer of choice	Consider non-monetary employment incentives and benefits
		Plan offices and work stations to be more active (e.g. standing/walking desks)
	Support entrepreneurship and innovation	Consider flexible oversight (zoning, policies, bylaws) for temporary businesses such as mobile vendors, pop ups, etc.
		Implement commitments to waterfront development
		Improve communications with the business community
		Enable street vendors along pedestrian routes
Increase number of business licenses annually Increase the economic diversity index to 90	Improve the local business climate	Establish a Community Economic Development Strategy implementation committee
		Review and optimize City procurement practices and policies, to remain adaptable to the local economy
		Review and amend bylaws and policies so that Whitehorse becomes a preferred place to do business
		Improve overall communication with the business community
		Monthly business walks with the Mayor of Whitehorse
		Facilitate the development of an agriculture and food production strategy within

Diverse Local Economy		
Target	Strategy	Potential Actions
		the City and surrounding area
		Resource development readiness and preparation exercise
	Ensure an inclusive economy	Improve public transit that can get people to work
		Demonstrate leadership through City employment policies
		Work collaboratively with economic development stakeholders within Whitehorse
		Explore the creation of social enterprises and support the social economy
		Host a “vibrant community” roundtable that focuses on economic inclusion
		Partner with First Nations on economic development opportunities
	Champion infrastructure development	Support the growth and evolution of Yukon College
		Promote the use of the Yukon Research Centre
		Participate in Whitehorse airport development plan review.
		Improve public transportation between the airport and downtown and neighbourhoods
		Participate in with local partners in innovative infrastructure projects
		Promote creation of working hives and knowledge clusters
		Enhance development incentive policy to capture energy efficiency and generation
	Attract residents	Resident attraction marketing campaign
		Partnership agreements with tourism and business organizations
		Create positive first points of contact for visitors
	Foster an entrepreneurial culture	Support for mobile food vendors, pop-up retailers and other unique business models
		Continue support of local markets

Diverse Local Economy		
Target	Strategy	Potential Actions
		Support youth entrepreneurship with annual “lemonade day”
		Update business license registry to use North American Industry Classification System
	Create a vibrant downtown core	Explore the creation of an arts and entertainment district on Front Street
		Explore the idea of a business improvement district downtown
		Explore the creation of a downtown development incentives policy
		Encourage existing and new Front Street festivals and events
		Review Downtown Parking Plan to promote downtown activity outside of office hours
	Consider opportunities for trail development and recognition of cultural landscapes as an economic stimulant	Work with arts, culture, heritage, and diversity organizations and First Nations to continue to support and promote cultural experiences, heritage and historic interpretation
		Encourage local food/community markets and local food production
		Increase energy efficiency building standards as an economic stimulant
		Develop parks programs (interpretation, etc)
		Complete Trail Plan with consideration of economic opportunities
		Support the reuse economy

Zero Waste		
Target	Strategy	Potential Actions
Increase waste diversion	Work with Government of Yukon on long term and sustainable territory-wide waste management system	Research impact of stewardship programs on City operations
		Work with partners to ensure efficient and comprehensive stewardship programs or Extended Producer Responsibility to fund recycling and effective

Zero Waste		
Target	Strategy	Potential Actions
	Develop long term economic feasibility plan for waste management	waste disposal
		Conduct program review of current Solid Waste Action Plan
		Research economic and legal implications of bundled private services, especially with regard to control issues
		Do a waste audit before new Solid Waste Action Plan, set up annual audits
		Start new Solid Waste Action Plan, complete by 2020
		Facilitate business development to fill service gaps in waste management. Work with private businesses on innovative ideas in waste management
		Work with First Nations to divert waste from new and existing subdivisions and facilities
	Increase organics diversion	Increase use of compost internally at City parks
		Control organic waste from entering landfill
		Increase compost marketing and sales
		Reduce contamination of organics and enforce through bylaw
		Increase amount of finished compost produced -- see <i>Resilient, Accessible Food Systems for actions</i>
	Improve public education on waste diversion	Develop comprehensive public education strategy on waste
		Develop commodity guidelines
		Educate on wood waste ban
		Expand curbside collection of recyclables in residential areas and source separation for non-residential
		Consider curbside recycling options
		Implement clear bag requirement
		Explore and implement recycling options for Industrial, Commercial,

Zero Waste		
Target	Strategy	Potential Actions
		Institutional (ICI) sector
		Expand reuse at waste facilities and establish a used building supply store
		Mandate and educate on construction waste source separation
	Improve diversion from City facilities	Complete 3 stream diversion from all City buildings
		Audit City facilities to inform a new work plan
		Integrate waste reduction into procurement process (e.g. technology, catering)
	Expand enforcement of illegal dumping	Partner with First Nations on illegal dumping issues
		Expand education and encourage public reporting

Resilient, Accessible Food System		
Target	Strategy	Potential Actions
Increase local food consumption	Create an Agriculture Plan for the City	Work with Agriculture Branch to set appropriate industry targets
		Explore development incentives related to agricultural use of brownfield sites
		Work with commercial farms to consider what role the City plays in agriculture
		Explore partnerships with local businesses and markets
		Inventory possible agricultural land within City, using existing criteria from Agriculture Branch
		Explore innovative agriculture and work with proponents to consider pilot projects
		Survey residents through biannual survey about gardens and production
		Explore definition of agriculture for zoning and agriculture planning
		Engage First Nations in understanding and promoting contribution of traditional

Resilient, Accessible Food System

Target	Strategy	Potential Actions
	Build skills and knowledge to support Northern climate food production and processing	harvest in local food consumption
		Encourage buy local promotions at food retail outlets
		Explore potential to establish local food hub, with wholesale, direct-to-retail, food distribution, and processing
		Explore multi-sector local purchase consortium
		Educate on harvesting of edible wild plants
		Encourage a food processing/production institute with Yukon College, First Nations and other educational organizations
		Partner with local organizations to hold workshops on building garden boxes, composters, and greenhouses
		Create education materials on zoning and bylaw requirements with regard to various agricultural initiatives
		Offer workshops and modules from master gardener program
		Hold speaker series and workshops on composting, raised beds, greenhouses, coops, wildlife conflict avoidance, etc
		Work with local partners to identify specific regulatory improvements
Increase number of neighbourhood community garden plots	Make land and resources available to community gardens	Identify land for community gardens within each neighbourhood
		Consider exemptions for community gardens once water metering is implemented
		Involve community associations and First Nations in community garden planning and implementation
Increase amount of finished compost produced per year	Maintain quality of finished compost	Maintain organic certification of City compost
	Expand feedstock volume	Expand compost collection to ICI sector
		Encourage use of animal manure in City compost
		Consider slaughter waste from mobile abattoir

Resilient, Accessible Food System		
Target	Strategy	Potential Actions
	Expand market	Do brand development and market research for compost
		Develop compost sales strategy and marketing campaign