Sense of Place: Strategic Agenda

## **Pesign Criteria**

Coordinate as a community about the 'what' & the 'how'

Reset & pivot

Be guided by our connection to nature

## Needs & Opportunities

Find a solution to Support vulnerable Change how we are shoulder season, people and those approaching our now that there are Set up more transportati Recreation Continue to look at Mental struggling with Find a better balance economy. to parks / Use booking no corporate groups how to get people to mental health between visitors in systems to manage Infraor international Health Economic crowds and space people our parks without Whistler versus travelers out / Install fun reminders Rebuild our driving community members structure Support of physical distancing. **Diversification** connection with Deepen Sense Vancouver. Encourage Can we look at a of Belonging Are we missing connections within We're now a smaller park'n'ride program certain segments of the Whistler and have no parking at community, and we the population? How community, and can return to our parks? do we find these reopen important friendly, quirky people to figure out community spaces Could there be an nature, and reinforce what their needs Support like the library online platform to how much we How can we help them are? Build a strong connect locals with connect pivot? Local employee base, now businesses to keep that many of our money in town? Business What do they need to seasonal workers have Labour keep their doors open? Look at changes to Change how we Support our existing Keep working on Market commercial real estate to staff by helping them market to visitors making housing provide more opportunities and the visitor pivot and grow into affordable for our for local businesses in new jobs experience we Type of community underutilized areas like provide Creekside Tourism **Affordable** Could we do destination We Housing marketing for remote How do we invite our Attract neighbours in the rest of B.C. and Canada? How do we embrace a different type of tourist, such as those that come for the weekend or the day?

# **Pesign Principles**

Focus on urger environmental issues, not low hanging fruit

# Needs & Opportunities

Do we need to be so big and international?

Type of Tourism to Attract

How do we attract visitors who are passionate about natural environment?

Suggestions include: upgrades to the Valley Trail (including widening), more multi-use trails, park'n'ride / shuttles, community-to-community travel, more electric vehicle charging stations,

Encourage active transporation

Transportation

How can we make transit more convenient, such as more frequent transit, free transit, and inter-corridor transit?

Ensure safe access to green space to allow people to spread out

Outdoor Space

How can we encourage visitors to have a deeper exchange with the environment?

Responsible Tourism

If it's not measured, it can't be managed

Pefine
Whistler's
Carrying
Capacity

How do we shift Can we support The local market is back to re-useable companies that use Support regional important, and those items with safety in less packaging? farmers working from home mind? Support Local are potentially a permanent market Reduce Waste Business for businesses. Can we increase the Opportunity to build capacity of the Re-Use-It Centre to a more prevent items from environmentallygoing to the landfill? friendly economy

Educational Tourism Whistler can be a model for living sustainably, and educate visitors on the importance of protecting the environment

Focus our offerings on environment, rather than gondolas, machines and other non-natural amenities Commerce

#### DESIGN PRINCIPLES

Equity

Human Rights

Manage economy and nvironmen

Use this pause to rehink the pat approaches we've been on

Dialogue

Be global leaders as we "build back better

NEEDS & OPPORTUNITIES Manage increased traffic Need to understand what the volume. a mkt for adaptive future of transport looks like. Will Potentially day trippers. Make sports tourism- we can there be a need for shuttles on them feel welcome. May have do this much better the other side of COVID? less support as they aren't staying in hotels, spending as weather much as our previous guests independent Recreation **Transportation** activities Transportation. Work from home Infrastructure Infrastructure improving quality of life and environmnent Variety of visitors will drive a more reservation systems park and rides to wider variety of experiences to make the experience manage the space in within the resort the parks better 'controlled' introduction backcountry/outdoors. Diversity and Inclusion workforce can diversify to enroll Labour needs, attract groups that haven't traditionally and retain workforce. been involved with the ski Make this a great industry. Make skiing more place to work accessible to all. **Eonomic diversity** Evaluate employees Take advantage of the in tourism economy recommendations from and workforce work from home to Chamber implications edesign space Labour Market labour crisis --> a Economic lot of issues havent Diversify our Remote workers - people Diversification gone away, only economy so we are who want to live here hidden more well-rounded. because they see it as safe Working from home is great, and a good place to live. but how many people will this force out of the community. This may make the disparity in the community even greater. how to make locals aware of spending decisions. not going to buy as much online if can buy locally. although might be more expensive but can support local business when need it. way of recognizing that. whistler could play a role to be part of this Lcal businesses new - learning to respect environment, how to look after support local business, when you enter whistler, you're part of our world for a Support Local Model needs to be rewhile, you buy locally, interact with locals, Business thought - difficult for local no longer a tourist, part of our community. business without big box do this with us. how to position ourselves.

mix, international visitors

To be flexible with

local businesses

landlords

Proactively educate as more people are seeking outdoor experiences. Thoughtful engagement

Educational

Ecotourism

Tourism

Strike the balance between education and enforcement

Education that happens through tourism, one of most meaningful ways to travel is to learn something about place i'm going to broaden my views. how does that happen in pandemic age, where we have to distance. smaller groups together offers an opportunity. outdoor opportunity. volunteer at AAM, excited by tourists learning about BC and art

Educate others how to use/respect the backcountry. Opportunties to learn, increase in users without/limited experience

getting guests to be respectful of their environment.

Look at overcrowding. How do we

control crowds and work through that.

Physical distancing not always being

respected. How do we balance

tourism with this.

Operators need to find

better ways to move

forward with all the

measures we put in

place. ie cleaning,

numbers etc.

educate, embrace, support each other.

Find another way to

enhance -->

businesses

patronize local

We have opportunities with ecotourism that we have not touched on. Ecotourism is about smaller groups.

travel on the destination traveler.. if it doesn't come to prior levels what replaces it? Price points will be an issue to coerce the lower mainland crowd

Make them feel valued, and

Need to understand the

impact of reduced air

sincere. Adjusting to the tourism desires of our regional travelers. We have been focused on destination travelers for some time. Opportunity to reach back

to history of our deep and importrant

Re-engage with local, ower mainland, cnd destination visitors.

Attracting Idngevity - supported by regional guests Regional Tourists.

Don't just raise prices to

offset dollars lost

Appealing to a different crowd. Rather than destination market, more regional guests. We can do that more easily. We can definitely encourage more people

to use the trails. It won't seem too busy because people can be spread out. Need to get more personal. How to get better not

bigger? Careful balance between better service and pricina

Opportunity with First Nations that has not been touched on. This would draw across BC and not just Vancouver.

connection to Vancouver.

Ah-Ha- Strategic partnership with Vail. Avenue worth exploring

veryone needs to wear a mask. RMOW eeds to legislate mandatory, easier for businesses to remove awkwardness of discussing it with staff and people. resort tourism association can tax, so we have ability to make rules and require this in stores

Partnerships &

Collaboration

keep mental health a prirority + other social issues

Social Programs

**Affordable** Housing

affordable housing

Need for affordability and ousing. We might see this as not as many people to rent. This might only be in the short-term.

How to safely have people from all the other places

Implementing &

Health/Safety

Requirements

Enforcing

#### Stakeholders

### **Pesign Principles**

Inclusion

hifting from a consumer society to a more ustainable one

### Needs & Opportunities

authentic connection with the First Nation communities

to build our relationship with FNs. Heather's comments were very real, and important in first conversation.

Right Relationship with First Nations

More integration of services with indigenous communities.

Shared community events with indgigenous community

More opportunity to learn from the indiginous communities north and south.

Opportunities to work with first nations. Balance

Housing stability

trends that we are seeing before the pandemic. The still exist and in some cases are exasperated. Affordable housing issue still there.

Housing

To look after our communiyt- to be Affordable affordable. Those that make this community run nave some of the highest needs.

Still a need for affordable housing even during COVID. Sad that still NIMBY sentiment towards new employee housing. Often younger generation too busy to get involved in political issues like housing.

Mental health issues. In many cases related to affordable housing issues. Some staff love coming to work, because the hated going home to inadequate housing.

Address **Digital** Divide

Find vulnerabilities ie digital divide then figure out how to bridge those gaps

Use new technology engagement to get more community input on community issues.

We have issues around racism, and inclusiveness and we need to expand our understanding of who is a Whistlerite. C19 has highlighted some of these issues that have already been there

Connectness - need this to be inclusive. Need to create or build a sense of belonging for everyone regardless of how long in the community. Look at different ways to build connections.

> shift and reset the connections with people in a different way.

> > as a whole

Needs - better supports for

School aged kids. There are

some kids that are having a

in their life. Depression,

anxiety

very hard time with the change

**Community Wellness** 

Deepen

Sense of

Belonging

awareness of the mental and emotional with the additional stresses in the

how do we support

connectedness that

we've rediscovered

of you.

What constitutes a local?

town and wants to

contribute = whistlerite.

anyone that embraces our

Acknowledge that its

Need to tell people

when they are in font

that you love and

appreciate them

kindness and

mportant...

Individual & Community Mental Health

support that is needed community right now

Outdoor

Space

doers but even more Encourage how to we continue **Emerging** Leaders

Doesn't always need to be the "leaders" that need to lead

Whistler is full of

have stepped up,

to foster that?

Recreation- gyms have been closed a long time. The more outdoor spaces open the better. These are safe spaces and we can create distance. We have to concentrate through the fall that outdoor spaces can stay open.

Need structure and plan with leadership.

to Guide the Way **Forward** 

Framework build policy and frameworks that have a positive mpact.

Needs childcare. We have some childcare. Families are struggling with their own balance - working from home, home schooling. Hard to go back to work without the support

Needs immigrant families and how much support do they have.

Social Programs

Services for an aging population.

To foster a very strong community spirit and culture of working together

More opportunities to collaborate with each other

**Partnerships** 

How do we define who we are as a **Collaboration** community - were alot of different parts.

Opportunities for collaboration between the non-profits, the businesses, the RMOW. That opportunity for that collaboration in the future. We can look at the big picture and really connect in the future.