

INTEGRATED
Community
Sustainability Plan

SEPTEMBER 2015



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Statement from the Mayor

Dear Riverview Residents:

Throughout 2015, the Town of Riverview undertook an Integrated Community Sustainability Planning (ICSP) process to develop a framework that would guide policies and actions we must take to sustain our town.

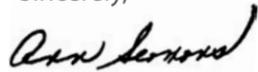
We are grateful to the hundreds of residents who actively participated in the process and contributed to a shared dialogue on what it means to be a sustainable community. This plan is a true reflection of your desire to preserve and strengthen the qualities that make Riverview a great place to grow.

What is revealed in the ICSP are tangible targets that your Council and town staff are committed to achieving alongside our community. Simply put, we can't do it alone. I'm calling upon organizations, neighbourhoods, community groups, businesses and individual residents to continue helping us put the ICSP into action. We will use this plan to build strategic partnerships with our non-profit and business community members and deliver services in a way that meets our sustainability goals.

I would like to thank the Envision Riverview committee who led this monumental project as volunteers. They offered valuable input as well as dedication to the town for a thriving and prosperous future.

Together we can be sure Riverview continues to be the best place to live for generations to come.

Sincerely,



Ann Seamans
Mayor



Statement from the Envision Riverview Committee

Several months ago, Riverview's Sustainability Committee was appointed by Mayor Ann Seamans and tasked with developing an Integrated Community Sustainability Plan (ICSP) for the Town of Riverview. In our conversations with residents through a series of Envision Cafés, a household survey, as well as Riverview's first Sustaina-palooza (a community dialogue to share learning across sectors and communities) - we discovered that sustainability can mean a variety of things. We also discovered that many were delighted by how other people in Riverview shared their passion toward building a sustainable community!

The modern definition of sustainability extends far beyond the eco-friendly recycling programs that once came to mind. It changes our expectations of what is possible. Today, business owners are redefining their short and long-term success through the lens of sustainability in order to leave a positive impact on the community. Sustainable communities are making decisions that do not compromise opportunities for future generations to enjoy a rich quality of life.

What can every resident do to sustain the community? What resources are available to businesses that want to deliver value to all stakeholders? How can one person, a neighbourhood, and a whole community make a difference?

On behalf of the Riverview Sustainability Committee we are pleased to present Envision Riverview: A community plan for a sustainable future including priority areas, suggested strategies, and recommendations for successful implementation.

A huge thank you to the Riverview Sustainability Committee members whose perspectives, expertise and commitment to the ICSP process was key to the plan's depth, scope, and resulting recommendations.

We also thank the Town of Riverview for inviting us, the committee, on this journey that has uncovered an incredible richness of community hopes, ideas and resources.

Finally, we extend our gratitude and thanks to the residents of Riverview whose voices carved the vision for our town.



Adrienne O'Pray and Micha Fardy
Co-Chairs, Riverview Sustainability Committee

Riverview Sustainability Committee Members:

- | | |
|-----------------|------------------|
| Chris Battis | Andrew LeBlanc |
| Pouya Behzadi | Jeff McArthur |
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Background

In April 2014, a citizen-led committee was appointed by Mayor Ann Seamans with the mandate to research and consult with the community in the development of an Integrated Community Sustainability Plan (ICSP) for the Town of Riverview. The committee created 'Envision Riverview'- a brand for the ICSP plan and process. Envision Riverview aims to reflect the shared aspirations of the community, as well as further develop existing assets and resources to ensure a resilient and prosperous future for all.

The committee engaged the consultancy, Conscious Brands Incorporated, to guide the committee through The Natural Step Framework process for ICSP planning, facilitate the engagement of residents and other stakeholder groups, and for the development of a sustainability plan.

What is Sustainability?

Sustainability means "meeting the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland Commission, 1989). It is about creating better and more efficient economies that do not compromise social or environmental needs and ways that facilitate actions for the kind of world we want for ourselves, our neighbours, and our future generations. It challenges us to make decisions as individuals, organizations, and societies to ensure that future generations have access to the same opportunities and quality of life as the present generation.

Envision Riverview used The Natural Step Framework to identify a common definition of sustainability for the Town's community stakeholders. The Natural Step Framework's sustainability principles are rooted in scientific data and frame daily decisions and they inform the path ahead toward sustainability both locally, and globally.



.....
SUSTAINABILITY MEANS
" **meeting the needs of the present without compromising the ability of future generations to meet their own needs.** "
.....



THE SESSIONS ASKED CITIZENS:

- Why did you or your family come to Riverview? Why do you stay in Riverview?
- Imagine you are 30 years in the future and you are telling your grandchildren why it's a great place to live. What do you tell them to prove it? What do you see in your vision?
- When you think about the future, what concerns you?
- As a member of this community, what do you think is your responsibility in achieving this vision?

MY DEFINITION OF SUSTAINABILITY:
Gordon Williams, Riverview

"Sustainability to me means health. Healthy environment, people and communities."



Riverview

APRIL 16, 17, & 18 SUSTAINA-palooza SMALL TOWN. BIG IDEAS.

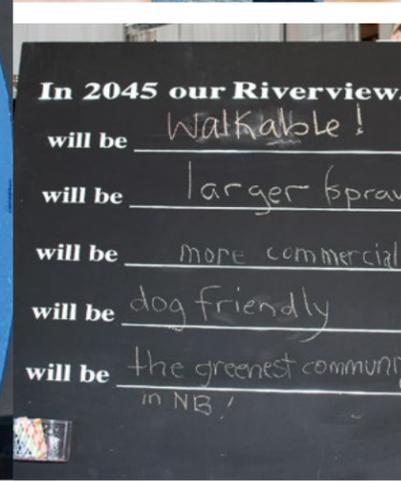
Chalkboards were placed in four high-traffic areas: Town Hall, The Byron Dobson Arena, Riverview High School, and Fundy Chocolate River Station that read "In 2045, our Riverview will be..." to further gather thoughts and ideas from citizens about their desired future for the community.

The takeaways from the surveys, Envision Cafés, the chalkboards, and Sustain-apalooza were compiled to help create the Community Vision Statement. The statement represents the desired future of the Town of Riverview and to provide a guiding statement for Council and staff when making decisions that affect the community.

Riverview held its first Sustaina-palooza – a three-day sustainability conference funded in part by the Government of New Brunswick's Regional Development Corporation (RDC). The purpose of Sustaina-palooza was to engage the community, increase awareness of the role of an ICSP, pilot a micro-grant program, and publically announce the shared vision statement to the community. Over 150 people from Riverview and around New Brunswick attended discussions about sustainable food, transportation, energy, public art, and community building.



Riverview held its first Sustaina-palooza – a three-day sustainability conference funded in part by the Government of New Brunswick's Regional Development Corporation (RDC).



Envision Riverview Vision Statement

In 2045 our Riverview will be...

A thriving community that works together to support the prosperity of the local economy, while ensuring a legacy for future generations.

Firmly rooted along the banks of the Petitcodiac River, where healthy, active lifestyles and strong social connections flourish.

A safe place that celebrates and protects the natural habitats of the Fundy region, the arts and our cultural diversity, while cherishing the quality of life they provide to us.

Understanding and Bridging the Sustainability Gap

Once the vision was created, the committee identified the areas within the community that required focus in order to make this vision a reality.

The following 12 systems were identified as strategic priority areas:

- | | |
|-------------------------|-------------------------|
| 1. Built Infrastructure | 7. Local Food |
| 2. Culture & Arts | 8. Nature |
| 3. Education | 9. Recreation & Leisure |
| 4. Energy | 10. Transportation |
| 5. Health & Wellness | 11. Waste Management |
| 6. Local Economy | 12. Water |

Within each of the identified systems, key stakeholders were identified and invited to a community meeting to help define the community's current sustainability challenges, existing assets, goals, objectives and success indicators.

The following summarizes each system's current reality, future goals, challenges and potential next actions that can be taken by the community to move us closer to the Envision Riverview collective vision statement.

PRIORITY AREAS AND STRATEGIES FOR SUCCESS

1 Built Infrastructure: Complete Neighbourhoods

During the last Census period (2006 to 2011), the Town experienced a relatively high growth rate of 7.3% to approximately 20,000 residents.

This increase raises questions with respect to existing neighbourhood developments, designated future land use, and current lack of incentives for green technologies. Ideally this growth would utilize smart growth principles, efficient land use and encourage developments that are compact and connected.

**GOAL STATEMENT
FOR COMPLETE NEIGHBOURHOODS**

The Town of Riverview's built environment will be welcoming, convenient, safe, affordable, sustainable and attractive. Through forward thinking, efficient use of existing infrastructure, and innovative planning, the built environment provides an abundance of opportunities for social interactions with attractive housing options, commercial services and employment opportunities.

WHAT CAN I DO?

- Check out tips in this Citizen's Guide to LEED Neighbourhood Development http://www.nrdc.org/cities/smartgrowth/files/citizens_guide_LEED-ND.pdf
- Stay informed about new development throughout the Town
- Lend your voice when the Town is seeking input around new development



EXISTING COMMUNITY ASSETS

- Established local government
- Land use regulation guiding development
- Existing Plans that support walkable communities and healthy lifestyles
- Established neighbourhoods and commercial nodes
- Undeveloped land
- Natural features such as river, trees and trails
- Infrastructure with capacity to accommodate new developments
- Green Development Fund

SNAPSHOT OF KEY PLAYERS

- Town council and staff
- Local designers, developers, builders, bankers, real estate agents
- Residents/business owners
- Community groups

ACTIONS

- Prioritize opportunities for underused infrastructure
- Implement the current transportation plans
- Create incentives for green building and infrastructure
- Implement Micro-grant program to support public social spaces
- Review the Town of Riverview's land use documents to align with the Envision Riverview
- Engage with developers to encourage complete, walkable, vibrant neighbourhoods*
- Use smarter and cost effective infrastructure and green buildings;*
- Ensure that street trees are an integral part of all newly developed areas.*
- Develop a conservation policy and regulation around trees*

SUCCESS INDICATORS

- Increase residential density
- New neighborhoods reflect the needs of the population
- Neighbourhoods are accessible on foot and by bike, well served by public transit
- Flexible development standards exist
- Increase in green buildings and building retrofits
- Increase in citizen led social events
- The community is perceived as safe

* Linked to existing initiatives in 2015 Municipal Plan



PRIORITY AREAS AND STRATEGIES FOR SUCCESS

2 Culture and Arts: Creating Connections through Diversity and Art

There are numerous opportunities to welcome and nurture inclusivity with the growing number of new immigrants to Riverview. Envision Riverview identified opportunities to better coordinate services with our neighbouring communities as well as celebrate the diversity that currently exists with the cultural groups who chose to settle in Riverview.

The Riverview Arts Centre is currently the hub of activity for local performance art within the Town. The Town supports access to the Capitol Theatre as a cultural asset of Greater Moncton. During the engagement process for Envision Riverview, residents mentioned making art and cultural diversity more present in Riverview and have identified a lack of a specific direction and awareness of artistic activities.

**GOAL STATEMENT
FOR CONNECTING TO ART AND CULTURE**

Riverview serves as a meeting place where residents and visitors from diverse cultural backgrounds create and appreciate family-oriented, multi-discipline artistic experiences.

WHAT CAN I DO?

- • • • •
- Invite a newcomer over for a meal or Canadian holiday
- Attend a local art performance
- Consume local art, music, etc.
- Take a drawing, dance, singing, instrument, language class
- Host a neighbourhood block party
- Wave to your neighbour



EXISTING COMMUNITY ASSETS

- Riverview Arts Centre
- Department of Parks, Recreation and Community Relations
- Summer outdoor concert series
- Festivals i.e. SunFest
- Fundy Chocolate River Station
- Capitol Theatre
- L'art ici svp
- Picnics and Patios Program
- Summer block party program
- Welcome Wagon
- Greater Moncton Immigration Strategy

SNAPSHOT OF KEY PLAYERS

- Town council and staff
- Elected officials
- Riverview High School
- Groups and Service Clubs
- Riverview Arts Centre
- Riverview Arts Council
- Moncton and Dieppe communities (neighbours)
- Capitol Theatre
- DancEast
- Atlantic Ballet Theatre

ACTIONS

- Develop, implement and communicate an arts and culture policy with public consultation to make cultural diversity, arts, and inclusivity a priority
- Conduct a feasibility study for the development of a permanent arts and cultural centre
- Complete neighbourhoods designed to encourage more social interaction between residents of all backgrounds
- Host multicultural events in Riverview – partner with the Mosaïq Festival
- Host art based events in Riverview
- Integrate Public Art – Treat architecture as an art. Integrate public art in the building fabric and in important spaces*

SUCCESS INDICATORS

- Arts and Culture policy is established
- Increase in cultural diversity
- Increase awareness and consumption of the arts in community
- Increase in public art

* Linked to existing initiatives in 2015 Municipal Plan



PRIORITY AREAS AND STRATEGIES FOR SUCCESS

3 Education: Life Long Learning

Equipping both the Town and the residents with the knowledge of what they can do, where they can do it, and how they can begin will empower everyone to make the positives changes necessary to be a more resilient, healthy, and sustainable community.

The Envision Riverview process revealed that many residents and organizations have an interest and commitment to sustainability. Youth, schools, seniors, families, environmental organizations, human service organizations, volunteers, businesses and post-secondary institutions have shared initiatives that they are already involved in and are eager to share with the wider community.



GOAL STATEMENT FOR LIFE LONG LEARNING

Residents, businesses and community organizations have a shared understanding of sustainability that is recognized and celebrated throughout the Town. Information about what makes a healthy community thrive (socially, environmentally and economically) is readily available and shared among generations.

WHAT CAN I DO?

- Participate in workshops and events
- Volunteer to help promote and plan local events
- Offer a public workshop to share your sustainability knowledge
- Host a film/documentary screening

EXISTING COMMUNITY ASSETS

- Local schools
- Municipal offices
- Library
- Parks and trail systems
- Codiac Transpo
- Waste treatment facilities

SNAPSHOT OF KEY PLAYERS

- Town council and staff
- Schools
- Sustainability educators (Green Eye Co-op, Waldweg Forest School)
- Community Food Mentors
- Non-profits (Community Forests International, NB Environmental Network)

ACTIONS

- Host an annual sustainability educational event (ie Sustaina-palooza)
- Promote/host workshops on sustainable habits (ie waste management, local food, alternative transport, sustainable design)
- Model, celebrate, and invest in sustainable actions (i.e. micro grant program)

SUCCESS INDICATORS

- Increased use of alternate forms of transportation (bike lanes, trails, public transit)
- Increased business/residential use of sustainable energy sources.
- Increased awareness and participation in the blue/green recycling programs.
- Increased demand and visible presence of local food producers/vendors.



Students from Riverview High School classes including art, science, media and economics, shared their ideas to make Riverview an even better place! This metal sculpture was one of the winning sustainable community projects.



PRIORITY AREAS AND STRATEGIES FOR SUCCESS

4 Energy: Investing in a Cleaner Tomorrow

In 2009 the Town joined the Partners for Climate Protection (PCP) and took steps to better understand corporate assets, energy costs of operation, the related greenhouse gas (GHG) emissions, and how cost savings and environmental benefits could be accomplished through a solid plan for the future.

The Town will continue to progress through the PCP Program and to create a Local Action Plan to achieve its greenhouse gas reduction targets. The challenges with reducing greenhouse gas emissions are the investment cost for new technologies or upgrading existing assets and the lack of incentive to change current approaches.

GOAL STATEMENT FOR CLEANER ENERGY

The Town of Riverview will work toward a 20% reduction in absolute greenhouse gas emissions in municipal operations and a 6% reduction in greenhouse gas emissions for the community by 2025.

WHAT CAN I DO?

- Check out smart tips here <http://www.nbpower.com/en/smart-habits>
- Get an energy audit
- Draft-proof windows and doors, insulate hot water tank
- Unplug electronics when not in use
- Hang clothes to dry
- Replace incandescent light bulbs



EXISTING COMMUNITY ASSETS

- Partners for Climate Protection (PCP) program Milestone #1 & #2 GHG inventory report (2010)
- Local experts in energy conservation and renewables

SNAPSHOT OF KEY PLAYERS

- Town council and staff
- NBCC
- NB Power
- Alternative energy providers i.e. Bull Frog Power

ACTIONS

- Update Town and Community GHG Inventory data
- Develop and implement data collection strategy
- Annually report on emission reductions
- Develop PCP Milestone #3 action plan by March 2016
- Complete PCP Milestone #4 implementation & #5 monitor and report results
- Create strategy for new and existing buildings and infrastructure to reduce energy demand
- Invest in Climate Change Adaptation Plan
- Develop and implement a sustainable procurement policy
- Public Education (workshops and seminars)
- Implement Micro-grant program to encourage energy efficiency and education

SUCCESS INDICATORS

- Reduction in GHG emissions
- Reduced energy consumption – NB Power
- Decrease in demand for electricity
- Increase in use of renewable energy
- Increase in buildings with high environmental standards
- Increase in renewable energy production
- Decreased spending on energy consumption (municipal and business)
- Increase in alternative transportation modes



*When you're at home, try to keep the inside temperature below 21°C (or 69.8 Fahrenheit) ***

* Linked to existing initiatives in 2015 Municipal Plan

** Source: www.nbpower.com/en/smart-habits/tips/heating-and-cooling
Photo credit: Wendy Keats - Solar powered home Salisbury, NB.



PRIORITY AREAS AND STRATEGIES FOR SUCCESS

5 Health and Wellness: Bringing Vitality to Residents

When residents have a sense of belonging within a community, they are more likely to participate, protect, and enjoy their neighbourhoods.

The degree to which a community experiences positive perceptions of physical and mental health can be connected to a reduced risk of poverty, obesity, and poor school attendance. There is a need to continue to improve accessibility and affordability of opportunities to educate and facilitate healthier lifestyles in residents.



GOAL STATEMENT FOR HEALTHY RESIDENTS

Riverview residents are healthy, content, and have a high quality of life, which includes a sense of belonging and connectedness to others. The community integrates the supports necessary to meet the health and social needs (physically, mentally, spiritually, and emotionally) of its residents.

WHAT CAN I DO?

- Join local wellness groups with friends and family
- Participate in local sport leagues
- Set-up a run club, yoga group, bike fleet etc.
- Initiate outdoor events such as picnics to incorporate more relaxation time

Riverview's Parks and Recreation Department maintains 30 km of walking, running, skiing, and snowshoe trails along with more than 50 km of bicycling trails.

EXISTING COMMUNITY ASSETS

- P.R.O. Kids Program
- Small local health and wellness businesses
- Atlantic Wellness Community Center
- Schools
- Town wellness promotion
- Town organized summer block party program
- Riverview Community Gardens
- Family oriented events and seniors activities
- Existing regional and provincial resources
- Trail systems
- La Bikery
- Jean Coutu's community wellness program
- Riverview-Moncton trail loop
- Welcome Wagon

SNAPSHOT OF KEY PLAYERS

- Parks and Recreation Department Programs/P.R.O. Kids Program
- In Motion committee/City of Moncton
- Running Clubs
- United Way
- Schools
- Atlantic Wellness Community Center
- Riverview Boys and Girls Club
- Small, local, health and wellness businesses
- Fundy Hiking Trail Association
- Province of New Brunswick/ NB Health Council
- Two local gyms

ACTIONS

- Promote and celebrate existing health and wellness organizations and initiatives
- Join and promote regional discussion on health and wellness
- Consider development of future wellness centre
- Focus on inclusivity and equity with strategies and activities
- Develop and promote kits for citizen led community events

SUCCESS INDICATORS

- Increase the number of wellness initiatives
- Improved public health indicators
- Increase in citizen led projects and events
- Population retention and growth



PRIORITY AREAS AND STRATEGIES FOR SUCCESS

6 Local Economy: Developing a Thriving Community

Despite high levels of education and household incomes, there are relatively few employment opportunities in Riverview.

The majority of employed residents leave the town for work daily. Riverview is viewed as strictly being a residential community for Moncton. This perspective has contributed to an aversion to change which is at odds with the business profile of a community that aspires to increase its commercial tax base.

**GOAL STATEMENT
FOR A THRIVING ECONOMY**

Thriving, innovative local economy that embodies the values of community and environment which employ, engage, and support residents and visitors.

WHAT CAN I DO?

- Support local businesses
- Invest locally
- Buy food from local sources
- Consider using a credit union
- Participate in local businesses' events



Left: Lush Hair Lounge
Right: Briggs Maples

EXISTING COMMUNITY ASSETS

- Community that supports local events
- Riverview residents love their community!
- Highest education, disposable income levels in region
- Available, serviced commercial land
- Lowest tax rate in the region
- Infrastructure connections to other communities
- Easy access to trails, nature and the possibility to create a campus type of development
- Coverdale Centre licensed commercial kitchen

SNAPSHOT OF KEY PLAYERS

- Developers
- Local business champions
- Business owners
- Town's Economic Development Team
- 3+ Corporation
- Chambers of Commerce (Greater Moncton and Albert County)
- Opportunities NB
- Engaged residents and ambassadors
- Riverview High School entrepreneurship program

ACTIONS

- Knowledge park development in Mill Creek to attract new employers and an emerging labour force that value lifestyle as part of their community experience
- Develop a Coverdale Road Master Plan that will encourage smart growth principles and infill development
- Business Retention and Expansion Program
- Support new start-ups and existing businesses in the community
- Develop Business Ambassador Program
- Make commercial and retail businesses accessible and inviting for public transit, cycling and walking*

SUCCESS INDICATORS

- More balanced commuting patterns (inflow from Dieppe and Moncton to Riverview is increased and out flow from Riverview to Dieppe and Moncton decreased)
- Increase in new businesses established
- Increase in average number of years in business
- Balance business mix between independent and national chains

* Linked to existing initiatives in 2015 Municipal Plan



PRIORITY AREAS AND STRATEGIES FOR SUCCESS

7 Local Food: Growing a Healthy Community

The 2014 'My Community at a Glance Report' for the Riverview-Coverdale region revealed that 43% of adults in Riverview are overweight and 33% of children are considered overweight. Additionally, only 15% of children reported eating fruit and vegetables on a daily basis.

A resilient and sustainable food system must address the aspects of human health, economic well-being of producers and consumers, and health of the environment. Despite the lack of a provincial food policy, local, just and sustainable food initiatives are multiplying across our region. There remains, however, a lack of awareness of these existing initiatives and the resources they have to offer. This contributes to economic barriers to entry for small businesses as well as barriers to accessible and affordable local food supply to many residents.

GOAL STATEMENT FOR BETTER LOCAL FOOD

Riverview residents know how to grow, access, prepare and/or share nutritious food in a socially just and sustainable manner. Businesses, organizations, and the Town practice food procurement policies that positively contribute toward a thriving local food system and healthy residents.

WHAT CAN I DO?



- Support a grocer/farmer that sells local food
- Join a Community Supported Agriculture (CSA)
- Purchase local, sustainable meat and seafood
- Eat foods in season
- Grow your own vegetables

EXISTING COMMUNITY ASSETS

- Coverdale Recreation Centre Kitchen
- Riverview Community Garden
- Community Food Mentors
- Schools
- Capacity for edible landscapes
- Rural producers
- Foods of the Fundy Valley
- Community Supported Agriculture (CSA)
- Seniors' housing facilities
- Food bank

SNAPSHOT OF KEY PLAYERS

- Our Food SENB / Regional Food Charter working group
- Foods of the Fundy Valley
- Green Eye Coop
- Riverview Gardeners
- Community School Coordinator
- High School Nutrition teacher
- Local producers
- Local restaurants

ACTIONS

- Commit to the regional food policy
- Promote food literacy initiatives
- Seek out innovative food oriented businesses
- Limit fast, highly processed food vendors and restaurants
- Encourage schools to buy local food.
- Establish a sustainable procurement policy
- Implement a micro-grant program to build capacity for local food and healthy eating
- Grow the community garden program

SUCCESS INDICATORS

- Improved public health indicators
- Increase in food businesses
- Increase in residential gardens
- Increase in local restaurants purchasing and offering local, healthy food
- Increase in nutritional and local food procured for meetings and events
- Increase in food related businesses
- Decrease in Food Bank use
- Adoption of Regional Food Charter



PRIORITY AREAS AND STRATEGIES FOR SUCCESS

8 Nature: Protecting & Celebrating the Ecosystem

Firmly rooted between the banks of the Petitcodiac River, Mill Creek and the Fundy region; citizens noted the importance of celebrating and protecting these natural resources for generations to come. However, a lack of awareness of the benefits of a healthy environment on the health of the town has led to sprawling development with high service costs.

This emphasis on infrastructure has led to destruction of ecosystems and increased pollution in forests, rivers, and wetlands. Particularly, Riverview’s watercourses and environmentally sensitive areas should be protected by prohibiting development and by land acquisition when recreational uses can be matched with conservation measures.

**GOAL STATEMENT
FOR CELEBRATING ECOSYSTEMS**

The natural surroundings are integrated into the everyday activities of residents in the Town of Riverview. Residents can explore, play, and manage outdoor participation in a way that sustains all ecosystems.

WHAT CAN I DO?

- Go for a walk on the trails
- Don’t litter; pick up garbage in your neighbourhood
- Use environmentally friendly alternatives to eliminate pests
- Join a local outdoors club
- Plant native trees and shrubs
- Start a backyard compost

EXISTING COMMUNITY ASSETS

- Parks and trail system
- Dobson Trail
- Riverfront
- Petitcodiac Watershed Alliance
- Wetlands
- Mill Creek Nature Park Master Plan
- Outhouse Point
- Water and Environmental Protection for Albert County (WEPAC)
- Fundy Biosphere Reserve

SNAPSHOT OF KEY PLAYERS

- Town council and staff
- TransAqua
- Schools
- Residents
- Province of NB
- Moncton Outdoor Enthusiast Group
- Ducks Unlimited
- Town planners
- Private Developers
- WEPAC
- Fundy Biosphere Reserve

ACTIONS

- Identify and preserve green spaces, natural beauty, and environmentally sensitive areas*
- Develop a conservation policy and regulation around tree preservation*
- Identify and protect those areas of significant scenic, environmental and wildlife habitat value*
- Provide for the orderly and comprehensive management of watercourses and floodplains*
- Sustain or enhance the quality of the environment within the town as it relates to urban development and human activity*
- Promote low impact nature activities
- Enhance trail signage and create a map indicating existing trails and how to access them

SUCCESS INDICATORS

- Increase in protected green spaces and environmentally sensitive areas
- Increase in outdoor education programs
- Increase in participation of low impact outdoor activities
- Decrease in pollution in the forests, river and wetlands
- Well managed floodplains and water courses
- Natural spaces included in neighbourhood development

* Linked to existing initiatives in 2015 Municipal Plan



PRIORITY AREAS AND STRATEGIES FOR SUCCESS

9 Recreation and Leisure: Playing in the Community

The Town offers a wide variety of programs throughout the year for residents and visitors of all ages. These programs rely heavily on the maintenance and development of existing parks, open spaces, and recreational facilities.

These amenities play an important role in the social, cultural, economic, environmental and physical health and well being of the community by encouraging more connectivity amongst residents.

**GOAL STATEMENT
FOR RECREATION AND LEISURE**

Residents and visitors of all ages value and participate in recreational activities to improve health, social connections and celebrate life.

WHAT CAN I DO?

- Bike or walk to work
- Go for a walk on the trails
- Join a local outdoors club
- Promote events that gather a large group of people (bike rides, picnics etc.)



EXISTING COMMUNITY ASSETS

- Coverdale Centre
- Byron Dobson Arena
- Parks and playgrounds, sports fields, pools
- Riverfront Park
- Trails
- Active Transportation network
- Riverview adult green gym
- Sports Leagues
- Community programming
- Sponsors of sports and recreation
- Riverview Arts Centre
- Isaac`s Run Dog Park
- Picnics and Patios Program
- P.R.O. Kids Program

SNAPSHOT OF KEY PLAYERS

- Boys and Girls Club
- Parks and Recreation Department Programs
- Schools and teachers
- Daycares
- Sports groups
- Residents
- Parents
- Churches
- Atlantic Wellness Community Center
- United Way
- Codiac Transpo
- Private Enterprise
- Social Clubs
- MAGMA, CAFI
- Cultural Organizations
- Seniors groups

ACTIONS

- Support and promote the Active Transportation Plan
- Internal document review to integrate Recreation Master Plan and Envision Riverview sustainability principles*
- Implement Micro-grant program for projects that meet Envision Riverview goals

SUCCESS INDICATORS

- Improved physical and mental health of residents
- Program and services reflect community demographics and interests
- Increase in participation at community events
- Increase in retention and population of diverse cultures and demographics



* Linked to existing initiatives in 2015 Municipal Plan

PRIORITY AREAS AND STRATEGIES FOR SUCCESS

10 Transportation: Healthy, Affordable, and Convenient

The Greater Moncton Region is known as being a car culture community, where the primary choice for traveling within the community is often the single passenger vehicle. This emphasis on car travel leads to traffic congestion on the Gunningsville Bridge and the Causeway during peak times. The associated carbon impact feeds into deteriorating physical and mental health of commuting residents in the community.

In the 2015 Citizen Satisfaction Survey, transportation and condition of streets and sidewalks were important issues for residents. Currently the Town has a well-used Riverfront Trail and an important connection to the Dobson trail. Public transit service is limited with only 2 buses through Codiac Transpo to service Riverview. The Town recognizes the health benefits, environmental impact, and infrastructure cost savings of supporting alternative transportation.

**GOAL STATEMENT
FOR MORE CONNECTED TRANSPORTATION**

Connecting people to places where they feel happier, healthier, and less stressed by their daily commutes. Our community travels in a healthy, convenient and affordable manner.

WHAT CAN I DO?

- Walk, bike, or take transit to run errands
- Turn off your engine when parked
- Bike with your children to school
- Offset your flights with gold star carbon offsets
- Look into hybrid or fuel efficient vehicle options

TRANSPORTATION TO AND FROM WORK AND SCHOOL

	MY COMMUNITY	NB	
Youth walking or bicycling (2013) %	42	26	
Adults as passengers or drivers in a car, truck or van (2011) %	94	91	
Adults utilizing public transportation (2011) %	1.4	2.2	
Adults walking or bicycling (2011) %	4.0	5.8	
Median commuting duration (2011) minutes	15	15	
TIME LEAVING FOR WORK (2011) %	Between 5:00-6:59 a.m.	15	22
	Between 7:00-8:59 a.m.	65	60
	Anytime after 9:00 a.m.	21	18

EXISTING COMMUNITY ASSETS

- La Bikery programs
- Trails
- Public transit
- Accessible transit
- Door to door driving program
- Infrastructure
- Active Transportation Plan & Regional Sustainable Transportation Master Plan

SNAPSHOT OF KEY PLAYERS

- La Bikery
- Town council and staff
- Codiac Transpo
- Meals on wheels
- Tele-Drive Albert County
- Town of Riverview/Province of NB
- Westmorland-Albert Community Inclusion Network

ACTIONS

- Improved public transportation service
- Collaborate on the development of a Tri-community map of active transportation
- Develop an educational and promotional program that encourages the use of alternative transportation.*
- Implement Micro-grant program to encourage alternative transportation
- Ensure safe and efficient accessibility for non-motorized transportation.*
- Identify and create a network of trails providing connectivity to neighbourhoods, schools, work and shopping destinations.*
- Improve Active Transportation infrastructure through consultation with users

SUCCESS INDICATORS

- Increase ridership on public transit
- Increase in active transportation
- Decrease in traffic congestion at peak times
- Increase public health indicators
- Decrease in GHG emissions
- Engagement with users to public transit and AT infrastructure

* Linked to existing initiatives in 2015 Municipal Plan



PRIORITY AREAS AND STRATEGIES FOR SUCCESS

11 Waste Management: Reducing Negative Impact of Waste

South East (SE) Recycle currently operates a dual stream, blue and green bag system, it was estimated that 2533 tonnes of blue waste, 2469 tonnes of green waste and 760 tonnes of landfill waste was collected from Riverview residents in 2014.

There is a lack of clear communication on how to appropriately separate waste and what impact this has on waste management operations. SE Recycle is planning to move to a 3 stream bag separation by 2016 and hopes to increase the success of residential separation as a result. This system is only for residential households and apartments with less than 4 units. Larger apartment buildings, commercial buildings and institutions are currently not separating their waste.

GOAL STATEMENT FOR IMPROVING WASTE MANAGEMENT

Minimal waste is sent to landfill from home, work, and play within Riverview. Reduced consumption of waste materials and proper recycling will be the norm. The municipality will be a leader in waste management.

WHAT CAN I DO?

- Learn the blue bin and green bin rules
- Say no to bottled water and plastic bags
- Donate or repurpose used clothes and furniture
- Safely dispose of medications
- Dispose of hazardous and electronic waste responsibly

EXISTING COMMUNITY ASSETS

- SE Recycle
- Town of Riverview
- Riverview High School
- Fero Waste and Recycling
- Miller Waste
- Businesses
- Municipal Plan

SNAPSHOT OF KEY PLAYERS

- SE Recycle
- Town council and staff
- Students
- Teachers
- Contractors
- Local business owners
- TransAqua
- Local residents
- Encorp
- Landlords of multi-unit buildings

ACTIONS

- Promote awareness on the impact of waste to residents
- Complete a Life Cycle Assessment of major material purchases for municipal operations and implement a strategy to reduce waste.
- Mandatory tours of the Waste Management Facility for all students
- Promote reusable water bottles and reusable shopping bags
- Encourage multi-unit buildings, schools, and institutions to separate at source
- Implement Micro-grant program for projects that educate about proper waste management
- Develop a sustainable procurement policy

SUCCESS INDICATORS

- Reduced municipal waste
- Multi-units separating
- External bins at schools/municipalities
- Reduced plastic bags
- Water dispensers over bottles
- Switch from 2 stream to 3 stream system
- No more black bags



PRIORITY AREAS AND STRATEGIES FOR SUCCESS

12 Water: Maintaining a Healthy System

The Greater Moncton area is served by the Turtle Creek Reservoir and transmission system managed by the City of Moncton. Town of Riverview owns the distribution system of 130 kilometres of piped infrastructure within the Town’s serviceable boundary and purchases water from Moncton’s transmission system for distribution. As Riverview’s population grows, the Town will need to communicate a better understanding of the entire system to manage the increased demand on the water system. Mismanagement may lead to sedimentation creating more impervious surfaces that lead to flooding.

The City of Moncton has taken measures to protect the water quality of the watershed. PlanMoncton, the City of Moncton’s Municipal Plan has a number of policies aimed at preserving the communities’ water supply. An important part of ensuring good quality of water is by preserving the Turtle Creek Watershed. However, a lack of awareness of the impact of pesticides, fertilizers, gas, oil, heat, and unconscious consumption can lead to adverse effects on water system health.

GOAL STATEMENT
A HEALTHY WATER SYSTEM

To be a forward-thinking community that strives to maintain a dependable supply of high-quality, clean water to ensure the health of aquatic ecosystems, habitats, and residents of Riverview.

WHAT CAN I DO?

- Set-up a rain barrel in your back yard
- Do not waste water washing driveway/sidewalk
- Install aerators on taps
- Install low flow toilets
- Install water-efficient showerheads

EXISTING COMMUNITY ASSETS

- Petitcodiac River
- Mill Creek Master Plan
- Parks and Recreation Department Programs
- Parks
- Nature of Topography provides decent security from flooding
- Bay of Fundy
- Schools

SNAPSHOT OF KEY PLAYERS

- Petitcodiac Watershed Alliance
- Town council and staff
- City of Moncton
- Engaged public body
- TransAqua
- Schools
- Local business
- Wildlife

ACTIONS

- Consider implementing residential water meters
- Encourage guided tours of TransAqua and Turtle Creek Reservoir
- Ban aesthetic and residential chemical fertilizers and pesticides
- Limit the development of private water systems*
- Consider implementing an urban forest strategy for low impact development to reduce flooding risks
- Encourage residential rain barrels for lawn irrigation

SUCCESS INDICATORS

- Decrease or maintained water demand
- Number of participants in tours to TransAqua and Turtle Creek Reservoir
- Reduction or elimination of pesticides and fertilizers harmful to water system



Implementation & Monitoring

Envision Riverview will become a meaningful, living process because it will be continuously supported by the Town of Riverview Council, staff, and the community.

The following four key elements will oversee this plan through to completion:

- Available human resources to do the necessary work;
- Sustainability becomes an integrated part of how decisions are made;
- Sustainability is something the whole community can participate in; and
- Progress is monitored over time in order to continuously improve.

As a result, the following actions are recommended for the ongoing implementation of the Town of Riverview's ICSP:

1) Appoint an internal champion within Town of Riverview Staff

Appoint an existing staff member to champion and oversee all parts of the sustainability program.

This increased capacity and accountability is crucial to the implementation of the ICSP. Under the supervision of the Chief Administrative Officer, this internal champion will administer programs and provide coordination for sustainability actions taken by other departments and organizations. This individual will monitor annual progress toward achieving sustainability objectives and provide senior management and Town of Riverview Council with regular progress reports.

2) Integrate Sustainability into Decision-Making Processes

Build sustainability principles and goals into the way the Town of Riverview operates.

Sustainability considerations will become part of the annual budget review process by incorporating them into the Town of Riverview's Capital Project planning. A review of the Town of Riverview's operational policies (e.g. purchasing) should be taken to align them with the emerging priorities of the ICSP (built environment/ infrastructure, food, energy, transportation, economy, and education). Linkage to the ICSP will become a consideration in all reports to Council.

It is recommended that the departmental managers and key staff undertake training in *The Natural Step Framework*.

3) Conduct a Comprehensive Planning Document Review

Conduct a review of Town of Riverview's statutory planning documents: the Municipal Development Plan, Zoning By-Law, and Subdivision By-Law. Through this review, aspects of the ICSP will be integrated into them to ensure that the long-term development of the community is consistent with emerging best practices in built environment/ infrastructure management, energy, food, transportation, and sustainable economic development.

4) Continuously Engage the Public

Establish citizen-led committees with support from the internal staff champion to:

- Organize an annual Sustaina-palooza event to report progress, educate on sustainability issues and celebrate;
- Invite key players to sit on advisory committees to maintain community engagement for priority areas;
- Include RHS students in public engagement; and
- Include citizens on committee for the micro-grant selection.

5) Create a Report Card System & Annual Indicators Update

Develop a report card system to provide quarterly updates on progress toward the sustainability vision and goals. This requires developing key success indicators, setting targets, budgetary requirements, and tracking results. The internal staff champion will conduct research on an annual basis to monitor the community's progress as well as the Town of Riverview's. Regular progress reports will be brought to senior management, Town of Riverview Council, and the public at large, to highlight successes that will highlight successes as well as challenges in progressing towards the identified goals.

6) Develop a "Green Team" within Town of Riverview Operations

Start a Town of Riverview committee ("green team") to examine basic day-to-day operating practices of the municipality and develop ways to make them more sustainable. The committee should involve representation across departments as well as political leaders and also be empowered to achieve necessary changes starting with low-hanging fruit (e.g. a bottled water reduction policy, a cosmetic pesticide reduction campaign, etc.).

7) Conduct Comprehensive and Periodic Reviews of ICSP

Conduct a regular review of the ICSP (approximately every 5 years) to ensure that it remains consistent with changing conditions, provincial regulations, and community needs.



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