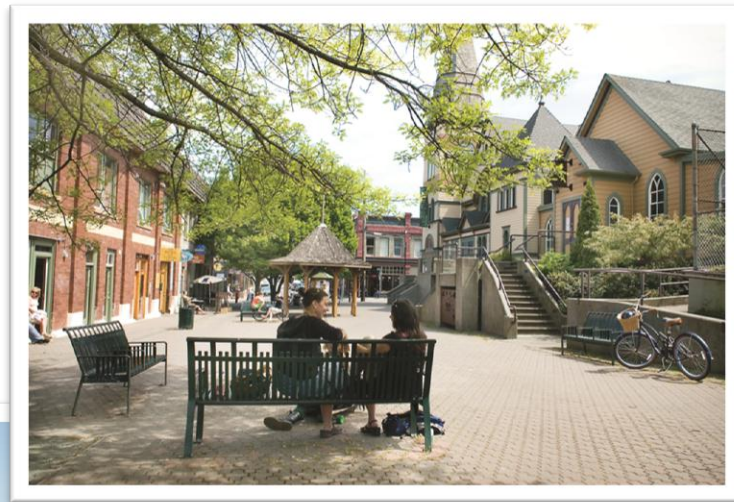
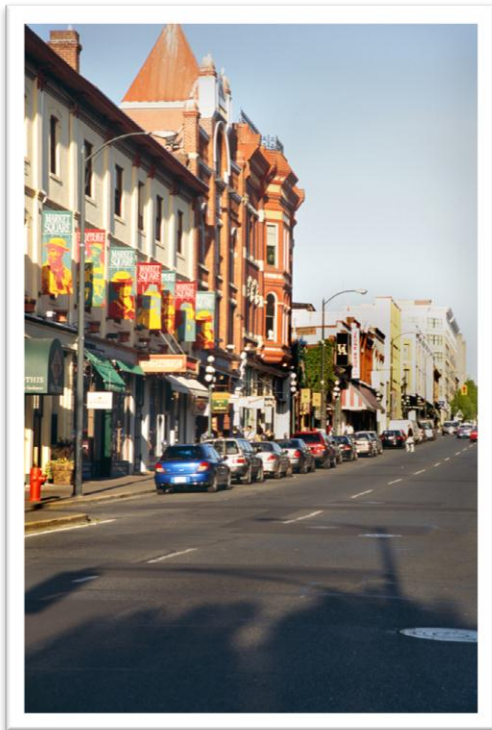




Introduction

Victoria: A great place where great ideas happen

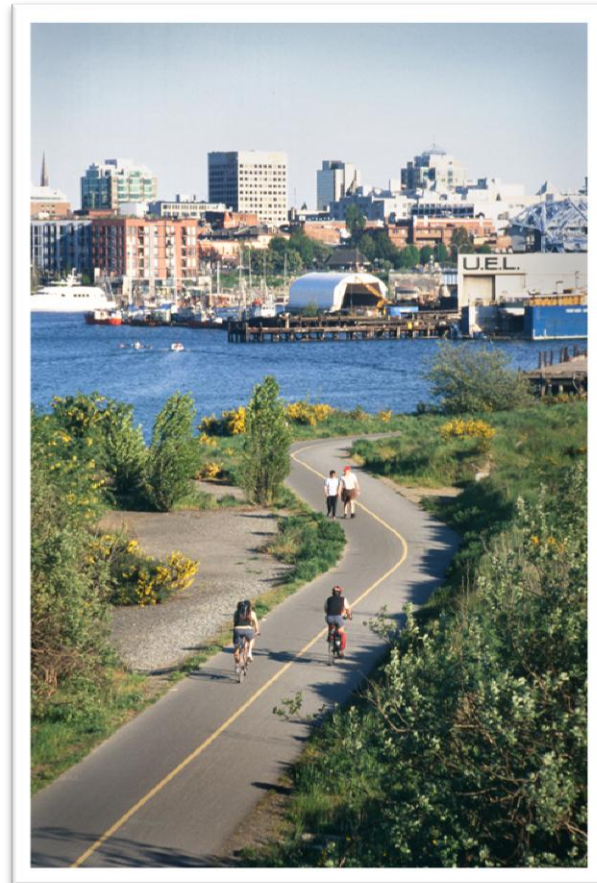




Background

Victoria in a snapshot

- Population of 79,000
- Average household income \$38,000
- Leading industries: high tech, marine, tourism, education
- Urban core of the region





Background

- Much different reality 20 years ago
 - Unemployment over 9%
 - Average incomes under \$18,000
 - Heavy dependency on government and hospitality sectors
 - Was not a “balanced community”
- Now...
 - Highly diversified
 - Technology #1 in the region





Green Industry Profile

- Clean technology, engineering and environmental services, including work in:
 - Hydrogen and fuel cells
 - Tidal / Wind
 - Photovoltaics
 - Green Building Standards
 - Carbon Management Services
 - Transportation



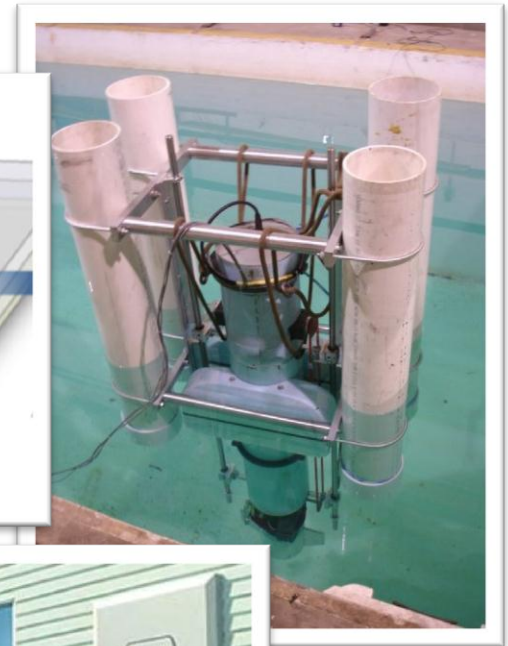
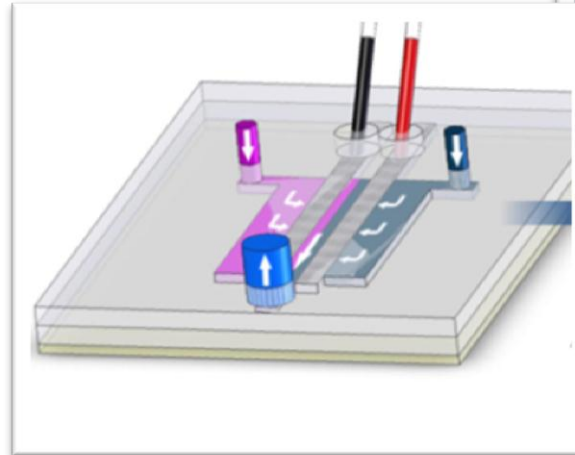






World class R&D through Universities

- IESVic
- Pacific Institute for Climate Solutions
- Pacific Climate Impacts Consortium





Current Initiatives

Building / Development

- Dockside Green Master Development Concept
- District Energy By-law
- Aggressive housing strategy – re: secondary suites, rental tax incentives, housing trust fund
- Heritage preservation incentives





Current Initiatives

Transportation

- Public transit expansion – re: late night bus program
- Cycling Master Plan / Bike parking strategy
- Pedestrian plan / Harbour walkway





Current Initiatives

Sustainable Municipal Practices

- Use of pilot projects – *“fail small, fail fast”*
 - LED Street Lights
 - Corporate bike share
 - Decision Theatre
- Sustainable procurement strategies
- Green Building standards for civic buildings





Future plans for development

- Rapid Transit Line
- Sewage treatment
- Economic Development Strategy
 - Downtown Technology Park
 - Victoria GreenTech Exchange
 - Sustainability Framework
 - PNW coordination and branding as leaders in Green Innovation





Conclusion

“Daring projects don't just solve today's problems; they create tomorrow's possibilities”

- U.S. Transportation Secretary Ray LaHood

