

**Stewardship Centre for B.C.**

*Stewardship Series Publications*  
**Evaluation of Guides for Planning**

**Survey Report**

**March 2009**

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## Executive Summary

The Stewardship Centre for B.C. has developed 19 guides known as the Stewardship Series. Eight of these guides were evaluated in a survey of planners throughout B.C. to find out the level of awareness and use of the guides. The Centre is seeking information to determine future directions for already-published and up-coming guides.

The survey of 55 planners, environmental managers, and Corporate Administrative Officers from 52 jurisdictions throughout B.C. reveals that most are aware of the guides, but that the use of the guides varies according to when they were published. Predictably, the most-used of the guides is the *Green Bylaws Toolkit* published in 2008. It had a substantial 'roll-out' and promotion with workshops and notices going out to targeted planners across the province. As for five of the earliest guides, published in 1996 and earlier, the majority of planners (particularly those that have been in the field for 10 to 15 years), reported using them when they were learning about stewardship issues and incorporating the ideas and concepts into documents during that time. They find that they are not using the older guides now either because they aren't relevant to the type of work they're involved in, or that they are too general. The other two guides, published in 2003, were little known and used, perhaps because they were not given a large promotion at the time of publication, and posted on the web-site, but not printed out and distributed.

Many planners reported finding the older guides, and now the *Green Bylaws Toolkit*, useful for creating policies or providing background research for new or updated bylaws. While a few planners still refer to the oldest guide, the *Land Development Guidelines* (1992) for technical direction, the planners who are currently using the older guides find them valuable educational tools.

Since planners had not looked at the older guides for some time and had only just started using the *Green Bylaws Toolkit*, their suggestions for improvement were quite general and included separating the educational from the technical guides. Since time is of the essence for planners, the technical guides need to be clearly organized and laid out, and contain information that is accurate and preferably tested already in a legal context in another municipality. The educational guides need to have excellent visual descriptions, be well-organized and the information easy to access.

The survey also revealed that planners often turn to each other across the province for information about policies or bylaws when they are preparing their own documents. Predictably, many more now use the internet to access information, but many still prefer hard-copies for detailed study and frequent reference.

A key recommendation is to contact those planners who are most familiar with the guides to form a focus group and go through the guides in more detail to obtain detailed information on the use of the guides and needs in terms of future guides for planners.

## Table of Contents

<b>Acknowledgments</b>	<b>ii</b>
<b>Executive Summary</b>	<b>iii</b>
<b>Introduction</b>	<b>1</b>
<b>Methods</b>	<b>2</b>
<b>Results:</b>	<b>3</b>
- <b>Profile of Respondents</b>	<b>3</b>
- <b>Awareness of and Use of Stewardship Series Guides</b>	<b>4</b>
- Awareness of Guides	<b>4</b>
- Use of Stewardship Series Guides	<b>5</b>
- Green Bylaws Toolkit	<b>6</b>
- <b>Sources of Information</b>	<b>6</b>
- Additional Sources of Information	<b>6</b>
- Technical Guides	<b>7</b>
- <b>Preferred Format for Information</b>	<b>7</b>
<b>Discussion</b>	<b>8</b>
- <b>Methods</b>	<b>8</b>
- <b>Awareness of Stewardship Guides</b>	<b>8</b>
- <b>Sources of Information including Stewardship Series and Other Guides</b>	<b>8</b>
- <b>Preferred Formats for Information</b>	<b>10</b>
<b>Conclusion</b>	<b>11</b>
<b>Appendices</b>	<b>12</b>
- <b>A. Questionnaire</b>	<b>17</b>
- <b>B. Guides Surveyed</b>	<b>20</b>

## Tables

<b>1. Geographic Distribution</b>	<b>3</b>
a) <i>Size Distribution of Jurisdictions – up to 25,000 divided by intervals of 5,000</i>	
b) <i>Table 1b – Size Distribution of Jurisdictions – up to 400,000 divided by intervals of 75,000</i>	
c) <i>Distribution of Jurisdictions by Area</i>	
<b>2. Awareness of Guides</b>	<b>5</b>
<b>3. How Guides are Used</b>	<b>5</b>
<b>4. Additional Sources of Information</b>	<b>7</b>
<b>5. Preferred Format for Information</b>	<b>8</b>

## Introduction

The Stewardship Series is a roster of 19 well-received guides published over the last sixteen years. This is one of the Stewardship Centres for B.C.'s (SCBC) key initiatives. Starting with the *Land Development Guidelines: For the Protection of Aquatic Habitat* in 1992, the series has focused on providing scientific, legal and technical information on protecting green infrastructure (fish and wildlife habitat) and implementing stewardship practices particularly in urban and sub-urban areas. As such, many of the guides have been targeted to planners. In February, 2009, the Centre commissioned a survey to gain insight into the use of eight guides by planners in B.C. They can be downloaded at <http://www.stewardshipcentre.bc.ca> and include:

- Green Bylaws Toolkit for Conserving Sensitive Ecosystems and Green Infrastructure – 2009 [www.greenbylaws.ca](http://www.greenbylaws.ca).
- Stewardship Bylaws: A Guide for Local Government – 1999
- Coastal Shore Stewardship: A Guide for Planners, Builders and Developers – 2003
- Shoreline Structures Environmental Design: A Guide for Structures along Estuaries and Large Rivers – 2003
- Access Near Aquatic Areas: A Guide to Sensitive Planning, Design, and Management – 1997
- Community Greenways: Linking Communities to Country and People to Nature – 1996
- Stream Stewardship: A Guide for Planners and Developers – 1994
- Land Development Guidelines: For the Protection Aquatic Habitat - 1992

Planners in 52 communities, large and small, across B.C. were contacted and completed a short questionnaire by phone. Questions focused on awareness and use of the Stewardship Series guides, other sources of information including other technical guides, and preferred format for obtaining information. Following is a short report summarizing the findings and providing a brief analysis. The results of the survey and report are designed to assist the Centre to make decisions about updating current and producing future guides.

## Methods

A sample size of 50 planners was decided at the outset of the project, determined by the constraints of time. Flowing from this, a more qualitative as opposed to quantitative questionnaire was created to determine the extent to which planners were aware of and used the guides. We were also asking for suggestions for changing and improving the guides, as well as preferred sources of information and format (for example, internet or hard-cover). Altogether, the questionnaire was 12 questions with several sub-questions.

Two methods were used to solicit responses to the questionnaire. The first was through the internet. The Planning Council of B.C. kindly hosted the questionnaire on their website and posted the explanation and link for the survey on their e-news. The second method was to administer the questionnaire by phone, after having sent planners an introductory paragraph, list of the guides and the questionnaire. It took approximately 7 to 12 minutes to complete depending on the knowledge of the guides by the planners.

The survey focused on public-sector planners and the Centre wanted to hear from planners in various sizes of communities as well as from rural and urban centres. Therefore a representative sample of cities, towns, villages, and districts were contacted in every region of B.C. In general, planners were asked to respond to the survey. However, in some cases environmental managers were asked to respond if they were on staff. In other cases where there were no planners, Corporate Administrative Officers or other staff members responded.

When it was found that most respondents did not remember or have time to go into the details of specific guides, that section of the questionnaire was reduced to several, more general questions.

## Results

### Profile of Respondents

Several responses (2%) were received through the posting of the questionnaire on the Planning Institute of BC website. However, a far greater response (98%) was obtained by calling planners directly. Below is the distribution of participating jurisdictions according to population and location.

*Table 1a – Size Distribution of Jurisdictions – up to 25,000 divided by intervals of 5,000*

Population	0 – 5,000	5,000 – 10,000	10,000 – 15,000	15,000 – 20,000	20,000 – 25,000
# of Jurisdictions	11	14	6	4	3

*Table 1b – Size Distribution of Jurisdictions – up to 400,000 divided by intervals of 75,000*

Population	25,000 – 100,000	100,000 – 175,000	175,000 – 250,000	250,000 – 400,000
# of Jurisdictions	8	6	2	1

*Table 1c – Distribution of Jurisdictions by Area*

Area	Central Coast	Kootenays	Lower Mainland, Sea to Sky, Fraser Valley	Mid-province – Thompson-Cariboo	North and Central Peace	Okanagan & Columbia	Vancouver Island & Gulf Islands
# of Jurisdictions	7	8	10	5	5	5	10

As a province, B.C. has many more small and mid-sized than larger jurisdictions. This is reflected in the project's distribution of jurisdictions where planners were interviewed for the survey. While the Lower Mainland and Vancouver Island have slightly higher representation, planners in jurisdictions from each area across the province responded to the survey.

In terms of types of jurisdictions, there were three Regional Districts, 12 Districts, 29 cities, five towns, and five villages in the sample. In three jurisdictions, two people were interviewed bringing the total number of respondents to 55.

Not all respondents were planners. Six were Corporate Administrative Officers, eight were Environmental Planners, and the rest – 38 were Planners, Planning Technicians or Development Officers. The number of years staff had worked at municipalities and as planners varied: ten had worked as a planner for three years or less, 13 from four to ten years, 12 from 11 to 20 years and four from 20 to 30 years. The amount of time working at their respective municipalities varied widely, from a few months to 23 years. In this report, 'planners' or 'respondents' will be used to connote all municipal staff interviewed.

## Awareness and Use of Stewardship Series Guides

### *Awareness of Guides*

Forty six (85%) of respondents know about the guides in general and at least one guide in particular. Only 8 (15%) were not aware of the guides at all. The Green Bylaws Toolkit was the best known (72%) and the least well-known was Shoreline Structures (15%), followed by Coastal Shore Stewardship (22%). Also, awareness of Stewardship Bylaws (31%) and Access Near Aquatic Areas (35%) fell well under half of respondents. Of the remaining three guides, they were known by roughly half the respondents with the Stream Stewardship: Guide for Planners at 59%, the Land Development Guidelines at 57% and Community Greenways at 52%.

**Table 2 – Awareness of Guides**

<b>Guide</b>	Green Bylaws Toolkit	Coastal Shore Stewardship	Shoreline Structures	Access Near Aquatic Areas	Stream Stewardship: Guide for Planners and Developers	Stewardship Bylaws (1999)	Community Greenways	Land Development Guidelines
<b>Yes</b>	39 - 72%	12 - 22%	8 - 15%	19 - 35%	32 - 59%	17 - 31%	28 - 52%	31 - 57%
<b>No</b>	15 - 28%	42 - 78%	46 - 85%	35 - 65%	22 - 41%	32 - 59%	26 - 48%	23 - 43%

### *Use of Stewardship Series Guides*

Respondents were asked if they were aware of other staff in their jurisdiction using the guides. Sixteen respondents said they knew of other staff who referred to the guides:

- other planners and support staff for planners 11
- Environmental Dept. staff 3
- Parks Dept. staff 2

**Table 3 – How Guides are Used**

Creating New Policies	29 – 53%
Developing New Ideas for Conservation in the Community	28 – 50%
Developing or Updating New Bylaws	19 – 35%
Explaining concepts/ideas to development applicants, elected officials, or the member of the public	14 – 25%

The majority of planners stated that they have used the guides as background documents to create new policies (53%) and develop new ideas for conservation in the community (50%). Respondents also used the guides for developing or updating bylaws (35%) or explaining concepts to elected officials, development applicants or members of the public (25%). For the latter use, one planner reported finding the guides very useful in the field when discussing site plans with contractors.



Other specific uses related to those in Table 3 included:

- distributing guides to steering committees and local advisory groups,
- developing justification for environmental proposals, and
- reviewing subdivision applications.

Twelve jurisdictions reported that they are conducting planning processes such as Official Community Plan updates, Growth Management Strategies or an Integrated Sustainability Planning Process and that they would be using the guides for these activities.

Reasons for not using the guides included:

- guides too general for the specific, usually legally-based types of projects they need information for;
- guides appear to be out of date since many were published over five years ago;
- lack of time and/or human resources, particularly in smaller municipalities;
- not needing to use them because of lack of growth (and in some cases negative growth),
- lack of political will to implement ideas;
- using either in-house biologists or outside consultants; and,
- relying on the Riparian Area Regulation process, where developers are obligated to address environmental issues.

Planners had numerous suggestions for improving the guides including:

- updating the content and format of the guides
- more case studies, including cases that didn't work and why;
- include content that addresses specific situations found around the province, particularly those in the farther flung regions;
- design the guide to be 'council-ready', that is contain the required information laid out clearly with enough detail to satisfy elected officials.

Suggestions for new guides included:

- wildlife and habitat protection apart from fish and fish habitat (5 responses)
- specific habitats planners mentioned they needed information to protect included:
  - agricultural areas
  - grass lands
  - Garry Oak meadows
- a document that describes and compares current methods for protecting wildlife habitat on private land in terms of effectiveness and ease (or difficulty) of implementation
- global warming and carbon emission(3 responses), as the government has recently mandated through Bill 27 that municipalities report on targets to reduce carbon emissions
- ideas for solutions to protection and restoration of habitat and ecological functions in urbanized areas

### *Green Bylaws Toolkit*

Because the Green Bylaws Toolkit is the most recent guide to be published and distributed, many more planners were aware of it. Not as many, however, had used it at the time of the interview – because they hadn't had cause to, or they had only just received it.

Those that had looked at it and used it had positive comments for the most part. Three found it 'very useful', one 'useful', and two 'moderately useful'. They commented that it was easy to read, had a good level of detail, directly addressing the zoning bylaws rather than just the policy, and used well-explained examples and case studies. They also appreciated the workshops to introduce it.

### **Sources of Information**

The SCBC was interested in determining where planners now turn to for their information. Half the respondents (49%) stated that they turn to experts in their jurisdiction, either within their municipal office, or in the community. Thirty-six percent stated that they go to experts who are outside their jurisdiction including consultants, but more often to other municipalities for information, particularly those who have implemented similar policy or legislation ahead of them.

**Table 4 – Additional Sources of Information**

i) other manuals/tools such as those provided by Smart Growth and the Water Balance Model.	ii) journals or articles	iii) types of experts you consult with in your municipality/regional district	iv) types of experts you consult with beyond your jurisdiction
24 – (44%)	5 – (9%)	27 – (49%)	20 – (36%)

Other sources of information planners mentioned included:

- other municipalities (12 respondents)
- senior government (federal and provincial) guides, websites and staff (6 respondents);
- consultants (5 respondents); and
- advisory committees (2 respondents).

### *Technical Guides*

The SCBC wanted to establish if technical guides continue to be a major source of information for planners. It appears that this is the case with 47% of respondents stating that they use or have used in the recent past guides and manuals. Fourteen stated that technical guides were very important to their work, 11 stated they were quite important and only one stated they were not important at all.

Other guides that planners mentioned using include:

- Federation of Canadian Municipalities – guidelines on website
- Union of B.C. Municipalities – various guides
- Sustainable Community Planning - web-site

- Canadian Housing and Mortgage Corporation – reports and website
- Smart Growth B.C. – website and various publications
- Water Balance Model (WBM)
- Living By Water – (Nature Canada)
- Developing with CARE (Ministry of Environment)
- Guidelines and Best Management Practices (Province of B.C.)
- Riparian Area Regulation guidelines (Province of B.C.)
- Flood Hazard Guidebook (Province of B.C.)
- Guide to Green Choices – Ministry of Community Development
- Living Water Smart – (Province of B.C.)
- Renewable Energy Guide (Community Energy Association)
- Green Info Guide (West Coast Environmental Law)

### ***Preferred Format for Information***

Planners were asked what format they preferred to obtain their information with on a day-to-day basis. Most reported that they used a combination of the internet and hard copies, printing off documents that they believed were important and those they were using regularly. Almost one quarter of these respondents (22%) explicitly noted that they preferred hard copies and would tend to seek information out in that format or print off documents from the internet regularly. These respondents said they found information easier to take in and share in this format. A smaller proportion, 16%, of those that use on-line sources, stated they preferred the internet because it was faster, more up-to-date, and they wanted to avoid using paper.

One quarter of planners said they preferred to obtain information directly from people, either by phone or in person – usually from colleagues within their jurisdiction or those in other municipalities. Several said they found seminars and conferences the best place to obtain information. Only one person mentioned a list-serve – the Livable Communities list serve managed by Smart Growth B.C. While three respondents stated they did look at CDs and DVDs to obtain information, all respondents stated that they would not choose to obtain their information from this format since they were hard to keep track of and the information was usually faster to obtain from the internet. No respondents stated that they obtained information from ‘new media’ sources such as written or video blogs or Utube (please see Table 5 below).

***Table 5 – Preferred Format for Information***

Hardcopy	Prefer Hardcopy	Websites	Prefer Websites	In person	CD or DVD	Utube, Blogs or videoblogs
42 – 76%	12 – 22 %	41 – 75%	9 – 16%	14 – 25%	3	0

## Discussion

### *Methods*

With a 2% to 98% difference in success rate for the two methods of responding, it is clear that in this survey, phone interviews were dramatically more successful than an internet questionnaire for soliciting information. When contacted by phone, at least 97% of the originally-chosen jurisdictions were able to provide a staff person who had some knowledgeable and/or was willing to go through the questionnaire. The success of this method was due as much to the graciousness of planners as to the persistence of the interviewer. In the end, it was faster, and more effective to ask the questions by phone, since more detail was obtained. It was helpful, however, to send a copy of the questionnaire in the introductory email to all planners on the interview list as well as the list of guides under discussion with photos their covers – which served to jog memories.

The only drawback encountered to this method was finding the right person in the jurisdiction to answer questions given time constraints for the survey. While every effort was made to track down the best person in each jurisdiction, time did not always allow this person to be found or, if found, to be interviewed. As a result, there were some respondents who may not have been the most appropriate to respond in their jurisdiction.

Unfortunately, respondents did not have enough current knowledge of the guides or time to provide the kind of detail about improvements and suggestions that the SCBC was initially seeking. For the most part, it was knowledge that was the limiting factor, as many planners had not looked at older guides for some years. Although the Green Bylaws Toolkit was fresher, most had only just started using it and those that may have had more information didn't have time to go into details. In spite of this, many respondents offered suggestions for the guides in general (summarized in the Results) that may be helpful.

### *Awareness of Stewardship Series Guides*

Based on the 85% positive response, one can safely say that most planners in B.C. are aware of the Stewardship Series and at least one guide. This is an excellent result and likely due to effective promotion and distribution of the early guides at a time when concern about habitat was high, but knowledge was lacking. Certainly outreach, workshops, and distribution of hard copies have played a part in the high level of awareness (76%) of the latest guide, the *Green Bylaws Toolkit*. Only 22% of planners were aware of the *Coastal Shore Stewardship* and even less, 15%, of *Shoreline Structures*. This may be due to the fact that these publications were posted on the web instead of being given a large printing and distribution. The Land Development Guidelines is still the 'flagship' of the series, as many planners who have been in the business for the last 10 to 15 years remembered this guide (57%) and some were still using parts of it.

The six planners that had not heard of the Stewardship Series fell into a definable category. They are small and are all, except for one, under 5,000 people. They are

scattered around the province in outlying areas off the main routes. None are growing, and in fact, are most are now shrinking as a result in the economic downturn. Some planners mentioned that since the guides focus on protecting aquatic habitat in face of development, they were not appropriate for their jurisdiction. Others, who were learning about them for the first time, said that being ahead of the curve is a good thing and wanted the guides to help them put planning in place.

There was some difficulty encountered by planners with remembering the guides through the moniker ‘Stewardship Series’. This was alleviated when specific guides were mentioned, and it was found that many could then go on to name other guides in the series.

### *Use of Stewardship Series Guides*

The issue of whether planners used the older guides<sup>1</sup> at present or in the past is an important point when looking at the use and usefulness of the guides. There were many planners who had used the older guides in the previous 17 years to learn about stewardship and had included the principles and information in the municipal documents being produced at the time. Before the Streamside Protection Regulations and Riparian Area Regulations were passed, they referred to the Land Development Guidelines and Stream Stewardship guide for recommended setbacks, and protocols for working in streams and riparian areas. The majority of these planners is not using these older guides and tended to now refer to their own municipal or provincial legal documents in their day-to-day work. The exceptions were several planners who still use the Land Development Guidelines stating that the guide contains details such as in-stream structures and fish windows that are easily accessible and well-explained.

Planners who were not currently using the older guides were those who were coming across them in recent years and assumed they were out of date. Other reasons cited for not using the guides (see above, p. 5), point to the fact that many planners are currently not making decisions about land use in riparian areas. Their jurisdictions hire consultants or leave this activity to developers and private landowners who are obligated under the Riparian Area Regulation (RAR) to contract their own consultant. Another group of planners in areas where RAR does not apply, stated that either there is no development happening in sensitive areas, or there is simply not the political will to protect riparian areas, so it is not worth their while to spend time on.

Planners who were using the older guides at present fell into two categories. A number of planners (8 respondents) from jurisdictions were just beginning or up-dating their official documents, and wanted to incorporate stewardship concepts. Another group of planners used the guides as educational tools. One planner said she took the documents into the field to ensure clear communication with contractors she was directing. Others used the guides as backgrounders for various audiences including: new staff members, advisory committees, elected officials, development applicants and the general public.

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<sup>1</sup> Those published prior to 2000 including Stewardship Bylaws, 1999; Access to Aquatic Areas, 1997; Community Greenways, 1996; Stream Stewardship, 1994; and the Land Development Guidelines, 1992.

Respondents gave positive and negative comments about the style and usefulness of the older guides, but in general they were positive. They appreciated the layout and organization, reporting that they were able to find information easily and quickly. They also stated they appreciated the ‘visuals’ – that the graphs and photos were helpful and the language simple enough to communicate concepts and ideas. Lastly, planners reported appreciating the case studies from various municipalities. Comments included: “guides in the series are well-organized – I appreciated having the information at my fingertips”; “we use them as stepping stones for the public to understand these concepts”; “they’re really well laid-out, the blocks of information are easy to grasp quickly”; “we keep them as a set and loan them out to new planners or the public when they’re looking for key messages or wording”.

Negative comments focused on planners’ needs for specific, legally-based information when they are preparing documents for council. Therefore, they were hesitant to use the guides because of early publishing dates, and found simpler descriptions designed to apply universally unhelpful. Some also wanted more information on how to apply the concepts in terms of implementing them as policy or bylaws. Comments included: “date is off-putting – won’t pick up stuff earlier than 2004”; “good information but too general for the specific situation I’m looking at”; “need information about situations that have a legal basis like examples from other municipalities, so council can feel confident endorsing the idea”.

As most planners had not used the guides recently they could only suggest several, general improvements including: updating the information and graphics, more case studies to show how municipalities are dealing with site specific variations to standard setbacks, and unsuccessful case studies to show the details of municipalities are attempting to tackle difficult situations. Several planners also stated they would appreciate examples used in a guide that would pertain to their area, and felt the generic examples used in the guides were geared to the Lower Mainland.

The majority of topic suggestions for new guides focused on protecting ecosystem and wildlife habitat that could not be covered by the Fish Protection Act. These topics included: biodiversity, rare and endangered species and their habitat such as grasslands and Garry Oak meadows, sensitive areas on Agricultural Land Reserve as well as areas that were not ALR but surrounded by farmland. Protection measures on private land and a comparison of their effectiveness was also suggested. Updated guides on this topic may be helpful (there are a number of excellent guides already in existence) but as one planner noted, the legislation is so weak when it comes to wildlife habitat and biodiversity that a guide will not likely be very helpful.

The other major topic suggestion was a guide on local response to climate change and reducing carbon emissions. There was some urgency heard from the eight planners who reported that they were working on climate change targets (and one can assume that there are many more throughout the province as well), since they have just until 2010 to have these in place. As one planner pointed out, municipalities are moving forward but ‘without a lot of context’.

### ***Green Bylaws Toolkit***

Since it was released recently and has had substantial promotion, the Green Bylaws Toolkit (GBT) is in its own category. Planners who had used it, appreciated it and those who had yet to use it (but glanced through it) were glad they had it. As mentioned above, many municipalities are launching into Official Community Plan reviews and Integrated Sustainability Planning Processes and stated they will find the GBT very useful. Planners reported they felt it was a good reflection of the tools available, and they appreciated the case studies and the level of detail, and easy access to information. The main drawback pointed out by several planners was not because of the Toolkit itself, but stemmed from the fact that the bylaws and laws it catalogues and describes are often inadequate. The one example given was the zoning bylaws created 100 years ago into which municipalities are attempting to ‘shoehorn’ environmental provisions – and resulting in, in one respondent’s estimation, some complicated, ineffective laws.

### ***Preferred Formats for Information***

It is clear that the internet and digital information is an everyday essential in the planning world. The internet is used by planners to keep on top of new developments and research and access key sources of information such as provincial and other municipalities’ policies and bylaws. Virtually all who responded to this question said that they start their research on a new topic on the internet and go from there. The more seasoned planners who preferred hard-copies assumed it was because they had not ‘grown up’ in a digital world. However, there was no correlation to substantiate this relationship. Younger planners also preferred hard-copies when it came to serious examination of a document or sharing it with colleagues or others. The few (16%) that claimed they tended to view their documents as PDFs on-line, did not appear to conform to any one category.

It was interesting to note that planners are not using blogs or videoblogs in their work. These media, particularly on-line videos, are a potential source of information that can be a powerful tool for planners when explaining and demonstrating particular concepts of sustainable land use, infrastructure or building. It may well be that this medium is still too young - the quality varies, and an adequate indexing system does not exist. However, it will likely only be a matter of time before planners are able to access excellent videos demonstrating state-of-the-art stewardship design and techniques, as well as creating short videos themselves to show specific sites and designs.

## Conclusion

With just under 50% of respondents stating that technical guides are ‘very’ or ‘quite important’ in their work, clearly technical guides are still a major source of information. The results from this survey, while not statistically valid due to the small sample size, confirms this. In general, the Stewardship Guides were well-regarded, and the overall sentiment was that the early guides had been useful to alert planners to the issues and provide background information for policy documents and bylaws. However, many respondents indicated that they were now up to speed on the issues, and many of those initial civic documents were complete, so that the subject matter in the guides was now irrelevant or too general to be helpful in their day-to-day work.

Planners were clear about the kinds of guides that are the most useful for them. Although not explicitly mentioned, one could conclude from the comments, that planners would appreciate technical and educational guides to be separate. Guides that are designed for educational purposes need to contain accurate, up-to-date information with excellent graphics, which can be easily explained and understood. More technical documents for creating policies and bylaws need to have up-to-date, accurate information that is specific to their situations, laid out in a format that is easy to extract and use. Case studies that provide detailed accounts as well as specific legal aspects of the case would be well appreciated, since one of the main sources of information for most planners is other municipalities. Although there are many guides available both by various levels of government and non-profit organizations, planners identified several gaps: biodiversity, tools to protection of rare and endangered species and habitat, and climate change and carbon emission reduction.

The fact that planners needed to see specific titles of guides indicates that the Stewardship Series moniker is yet not adequately ‘branded’. It may be worth doing some marketing research to determine if resources to increase the recognition of this name would result in increased use of the guides. One suggestion from a planner is to keep an ‘ad’ for the guides on the PIBC and Civicinfo websites seems a worthwhile one to look into. He also suggested putting an ‘ad’ on the websites that engineers and environmental planners go to regularly.

While respondents answered questions the best their memories and time allowed, a phone format was not the best technique to obtain the kinds of detailed feedback that the SCBC was initially seeking from this survey. The best format would be focus groups with planners who are knowledgeable about the guides. This survey helped to identify those that are using the resources ‘on the ground’ and as such will be a good starting point if SCBC decides to go this route.



## Appendices

### A. Survey Questions:

1a) Do you use published technical information, reference guides or planning tools to help you in your work?

b) How critical are technical guides and information to achieving results for the work you do?

2a) Are you aware of any/all of the Stewardship Series publications listed below? If yes, carry on to 2b. If no – go to Question 3.

b) Please complete the table below showing how useful you find the publications and how often you use them:

i) very useful; ii) useful; iii) moderately useful, iv) not very useful; v) not useful at all.

<b>Guide Title</b>	<b>Year</b>	<b>Familiar with? (Yes/No)</b>	<b>How useful? (please add how often you refer to the guide)</b>
i. Green Bylaws Toolkit	2008/09		
ii. Coastal Shore Stewardship: A Guide for Planners, Builders and Developers	2003		
iii. Shoreline Structures Environmental Design: A Guide for Structures along Estuaries and Large Rivers	2003		
iv. Stewardship Bylaws: A Guide for Local Government	1999		
v. Access Near Aquatic Areas: A Guide to Sensitive Planning, Design, and Management	1997		
vi. Community Greenways: Linking Communities to Country, and People to Nature	1996		
vii. Stream Stewardship: A Guide for Planners and Developers	1994		
viii. Land Development Guidelines: For the Protection of Aquatic Habitat	1992		

d) Are you aware of other staff people using these documents? (Please be specific).

**Stewardship Centre for BC – Evaluation of Stewardship Series Guides for Planners  
(cont'd)**

3. Please comment on how you use these publications and how they could be made more useful for you:

- a) For which aspects of your job do you use the manuals?  
(Please highlight one or add answer if different):
- i) creating new policies
  - ii) developing or updating new by-laws
  - iii) developing new ideas for conservation in the community
  - iv) explaining concepts/ideas to development applicants and/or members of the public
  - v) other activities
- b) Which parts of the manuals do you find most useful (please feel free to comment on explanations, case studies, graphics, diagrams, photos, layout, and reference guides).

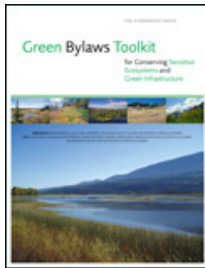
<b>Guide Title</b>	<b>Useful Sections /Pages</b>	<b>Sections/pages that need improvement</b>	<b>Comments</b>
Green Bylaws Toolkit			
Coastal Shore Stewardship: A Guide for Planners, Builders and Developers			
Shoreline Structures Environmental Design: A Guide for Structures along Estuaries and Large Rivers			
Access Near Aquatic Areas: A Guide to Sensitive Planning, Design, and Management			
Community Greenways: Linking Communities to Country, and People to Nature			
Stewardship Bylaws: A Guide for Local Government			
Stream Stewardship: A Guide for Planners and Developers			
Land Development Guidelines: For the Protection of Aquatic Habitat			

**Stewardship Centre for BC – Evaluation of Stewardship Series Guides for Planners (cont'd)**

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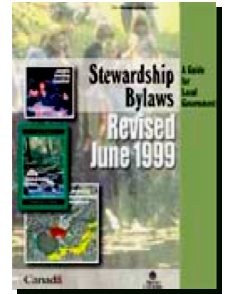
4. What additional sources of information do you refer to when completing planning documents or reports, and speaking to councilors or the public where sustainable principles and practices are involved. (Please highlight options below or add if different):
- i) other manuals/tools such as those provided by Smart Growth and the Water Balance Model.
  - ii) journals or articles (give some examples)
  - iii) types of experts you consult with in your municipality/regional district
  - iv) types of experts you consult with in your community/town
  - v) What do you find most useful about the publications (in print or on-line) that you use for your work?
5. Which format do you prefer to obtain your information (please highlight or add answers):
- i) in person
  - ii) hard copies of written materials
  - iii) CD or DVD
  - iv) on-line:
    - web-sites
    - written blogs
    - video
  - v) other

**B. Guides surveyed include:**



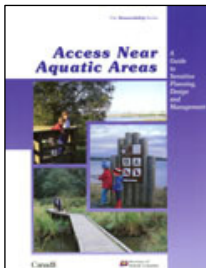
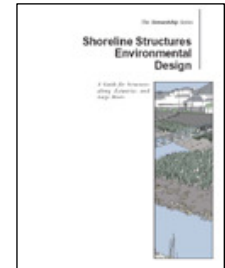
Green Bylaws Toolkit for Conserving Sensitive Ecosystems and Green Infrastructure – 2009 [www.greenbylaws.ca](http://www.greenbylaws.ca).

Stewardship Bylaws: A Guide for Local Government - 1999



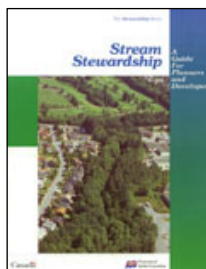
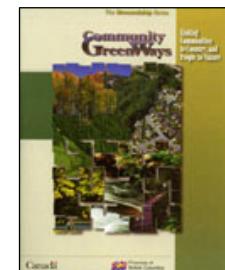
Coastal Shore Stewardship: A Guide for Planners, Builders and Developers - 2003

Shoreline Structures Environmental Design: A Guide for Structures along Estuaries and Large Rivers – 2003



Access Near Aquatic Areas: A Guide to Sensitive Planning, Design, and Management - 1997

Community Greenways: Linking Communities to Country and People to Nature - 1996



Stream Stewardship: A Guide for Planners and Developers - 1994

Land Development Guidelines: For the Protection Aquatic Habitat - 1992

