

City of Campbell River
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Community Voice

City of Campbell River: **Community Voice**

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Deputy City Manager and General Manager of Operations, Ron Neufeld discusses how the community of Campbell River is working to grow its region through innovative infrastructure and beautification

With a population of approximately 32,000 people, the City of Campbell River is a medium sized city along the scenic east coast of Vancouver Island. Touted as “the Salmon Capital of the World”, the community has historically been the center of resource-based industries such as aquaculture, fishing, mining and forestry. Surrounded by wilderness, water and mountains, the City of Campbell River features most of the amenities of a big city within a small town, making it a diverse travel destination and attractive place to live.

The City has recently focused its attention on diversifying its economic base through major infrastructure projects. These projects have become an essential component to delivering the community’s vision for growth and prosperity.

“We’ve just completed a new official community plan, which is our community’s long-term vision,” says Ron Neufeld, Deputy City Manager and General Manager of Operations for the City of Campbell

River. “This plan paints the picture in regards to the kind of community we’re going to grow and develop into over time.”

Community Projects & Developments

Over the past two decades the City has made considerable investments in its core infrastructure for future economic growth and development. Most recently, Campbell River has undertaken upgrades to its major waterfront highway and wastewater treatment center along with expansion and improvements to its airport runway and passenger terminal building.

“The infrastructure and the capital projects have a dual process,” explains Neufeld. “Obviously we want to continue to look after our community and the citizens who are here, but we also want to be in a position to attract and facilitate the right kind of growth for our community.”

Two major upgrades recently completed were Simms Creek pumping station (PS#7) and Hwy19A. The highway project involved a complete reconstruction of the City’s highest profile road,

as well as replacement of one of the City’s largest sewage pumping stations. The highway 19A project included renewal of all underground infrastructures and beautification of the public spaces within the waterfront stretch of highway.

“The community spent a fair amount of time talking about what this highway should look like and what sort of experiences within the corridor were important to protect and to enhance,” says Neufeld. “There was a lot of underground utility work that took place and people now see a huge improvement. The biggest visual

impact was moving the overhead electrical lines underground. This was complimented with extensive landscaping that adds to the natural marine scenery.”

At the same time the highway project was underway, the City also initiated a major upgrade to its municipal airport. Acquired in the early 1990s from the federal government, the City of Campbell River has been working on different initiatives to take advantage of the airport’s economic development potential. The airport expansion project included extension of the main runway and a complete





renovation and expansion of the passenger terminal building.

“The runway extension was done primarily to accommodate larger aircraft,” explains Neufeld. “If we want to develop aviation-related industries or enhance the transportation options in support of aquaculture or local industries, we needed to have the airport infrastructure to allow for that to take place.”

For the terminal building, the City sized the building and upgraded it to a point where it would benefit the existing air passenger carriers and also enable

them to expand passenger service to the City.

According to Neufeld, “when the economy and the conditions are right for expanded passenger service into Campbell River, the terminal won’t be the roadblock. It’s ready for them to tap into.”

Green Initiatives

Environmental awareness has always been one of Campbell River’s core values, running deep throughout the community. The City has adopted and implemented a variety of green initiatives as part of its Green City Strategy, which

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says Ron Neufeld, Deputy City Manager and General Manager of Operations for the City of Campbell River.

was reflected in the recently-adopted Sustainable Official Community Plan.

“There are three different steps we use to try and increase sustainable initiatives within the community,” says Neufeld. “There is the development of good policy, the use of regulations and then good practice.”

The City was one of British Columbia’s first solar communities to adopt a solar-ready bylaw that required all new single-family homes to have the piping, conduit, and space to support solar hot water. In addition, solar power is also integrated into much of the

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City's lighting infrastructure and bus shelters. Through these initiatives, the City of Campbell River received the Solar Community Award in 2010.

The City of Campbell River's efforts for a green and sustainable community include installing ten Level 2 electric vehicle charging stations through the community; adopting a Community Energy and Emissions Plan for reducing corporate and community emission levels; completing a Foreshore Management Plan to enhance protection and restoration of the community's marine shoreline; and, developing a Master Transportation

Plan that is fully integrated with its sustainable Official Community Plan.

Future Plans

Focusing on the future, the City of Campbell River will benefit from many new upcoming projects in the near future to help with its continued growth and economic development. One of BC Hydro's aging hydro electricity generator station that is located within Campbell River is scheduled for replacement starting next year, a \$1.2 billion project, which will be about a five-year construction period from start to finish.

"This project is huge for us. BC

Hydro forecasts this project will generate 2,000 person years of work," says Neufeld. "That's really big for us in terms of our immediate future."

At the same time, a new \$266 million state-of-the-art 95-bed hospital is also being planned with construction scheduled to begin as early as 2014.

"One of the unique features of this hospital is its being designed and developed to be a 'teaching hospital' that will help attract medical expertise," say Neufeld. "That is really important for this region and we're really excited about the potential it brings."

STATISTICS



City of
**Campbell
River**

INDUSTRY: Local Government

FOUNDED: Originally incorporated as a Village in 1947, then later designated as a Municipal District and then as a City in 2005

HEADQUARTERS: City Hall – 301 St. Ann's Road, Campbell River, BC V9W 4C7

KEY PEOPLE/TITLES:

- Mayor – Walter Jakeway
- City Councilors – Andy Adams, Claire Moglove, Larry Samson, Ron Kerr, Ryan Mennie & Mary Storry,

PRODUCTS: Provision of local government services – water supply, sanitary sewer service, stormwater management, transportation systems (roads, transit services, cycling, pedestrian & airport), land use management, parks (active and passive), recreation services, economic development, protective services (police & fire)

REVENUE: \$50.6 million (2012)

EMPLOYEES: 220 permanent employees (207 FTE's)

WEBSITE: www.campbellriver.ca

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