Attachment to Minute 133

Civic Environmental Committee:
Application for Conference/Strategic Partnership Funding

Attention: Clerk, Civic Environmental Committee c/o City Clerk's Department Council Building 510 Main Street R3B 1B9
Fax: (204) 947-3452 E-mail: KKunz@winnipeg.ca

1. Organization Information

Name of Organization: Manitoba Professional Planners Institute

Address: 137 Bannatyne Avenue, Winnipeg MB R3B 0R3

Contact Name: Ian Wight, Member, MPPI Executive Council, and the Continuing Professional Learning Committee; Assoc. Professor and Head, City Planning UofM

Phone Numbers: Residence 475-6268 ; Work 474-7051

Fax Number: 474-7533

E-mail address: ianwight@mts.net

Organization's web site: http://www.mppi.mb.ca

Organization's background and mandate: The Manitoba Professional Planners Institute (MPPI) is the Manitoba affiliate of the Canadian Institute of Planners (CIP) http://www.cip-icu.ca and represents Manitoba's professional planning community.

MPPI is responsible for handling membership applications and services, and is responsible for the enforcement of the Code of Professional Conduct. MPPI also sponsors lectures, workshops and seminars for the purpose of informing the membership of relevant developments and issues in the planning field. The 2006 theme for programming purposes is 'Sustainable Urbanization', reflecting the theme for the upcoming World Planning Congress and World Urban Forum in Vancouver in June 2006.

MPPI emphasizes liaison with planning students, particularly those enrolled in the University of Manitoba's Department of City Planning.

Has the organization previously applied to the Civic Environmental Committee for conference/project funding? **No**

What, if any, is the **organization's previous involvement with the Civic Environmental Committee?** MPPI has had an ongoing interest in the Committee's environmental planning work, and has promoted several of its events to its membership, in part as an opportunity for continuing professional learning.

2. Project Information

Project name:
Public Lecture by David Johnston: Sustainable Urbanization – Building Green Capacity

Project date: Winnipeg Visit – January 9 to 11, 2006; Public Lecture – January 10, 2006

Project location: Carol Shields Auditorium, Millennium Library

Main Project Organizer: Ian Wight (see organization contact, above)

Project background and mandate: David Johnston, President of What's Working Inc., Boulder, Colorado http://www.whatsworking.com is a leading thinker behind the green building movement. His transformative approach has been embraced by municipalities, homeownwers, building professionals and sustainability advocates across the US. He is the author of *Building Green in a Black and White World* (2000), featuring practical ways to satisfy environmentally-conscious homebuyers, and *Green Remodeling: Changing the World One Room at a Time* (2005), comprehensive guide to green remodeling techniques, giving homeowners the necessary tools to access green options.

The project seeks to bring Johnston's expertise to bear on the current Manitoba context; it will be his first engagement with a Canadian audience. He is a much sought after lecturer and keynote speaker, an acknowledged expert in energy efficiency R and D (in the area of sustainable construction), and a winner of numerous awards, including the prestigious 'Corporate Excellence Award for Sustainable Development' from the University of Colorado, and 'Environmental Hero for 2004' from Interiors and Sources Magazine. His company, What's Working Inc., is a green building consultancy that provides socially and ecologically responsible guidance to businesses, agencies and communities around the world. He designed the Denver Metro Home Builder's Association's Built Green Program and the Boulder Green Points Program, which encourages the use of cost-effective and sustainable building practices. Johnston is also the founding designer and consultant to the Alameda County Waste Management Authority's program that stimulated market transformation programs in California, and is working on implementing similar programs across the US.

How does the project complement the priorities of the Civic Environmental Committee?
The project, through Johnston's visit to Winnipeg and his public lecture, is expected to strongly complement much of the CEC's recent work to raise awareness of the importance of environmentally-responsible planning throughout the City. In particular, it is expected to further the interest in implementation of the outcomes of the recent plan-making, focusing on nitty-gritty considerations to help mobilize the market forces necessary to realize the plans. Johnston, as his company name (What's Working) indicates, takes a very practical and pragmatic approach that is

also very sophisticated in developing an inter-related series of messages that, together, appeal to the particular perspectives of the different actors that have to be engaged to ensure coordinated action.

Johnston's expertise is primarily in the area of green building, which is one of the recent sub-committee foci of the CEC. As part of the visit Johnston would be willing and able to have a special session with the sub-committee (and CEC as a whole if desired) to share his expertise and to help with strategies for advancing the cause of green building – as an element of a broader civic initiative to institutionalize more environmentally sustainable planning. For his public lecture Johnston has been asked to address the theme of 'Sustainable Urbanization: Building Green Capacity'. It is anticipated that he will use the available documentation of the CEC's recent planning and strategy work as background for preparing his lecture.

Required attachments:

Project budget. Direct costs: Speaker fee – US $2000 ($2500 CAN); Air Fare Denver-Winnipeg-Denver - $600; Accommodation in Winnipeg, two nights, Hotel Fort Garry - $250; Auditorium rental - $250; McNally Robinson event fee $100. Indirect costs: Project organizers' time and expenses, logistics, hosting, promotion, ticketing etc – estimated at $2000, from project inception to completion. Total Costs: $5,700

Projected recovery of costs:
Contribution from MPPI – CPL Committee: $375
Contribution from MB-CaGBC Chapter: $375
Contribution from CEC Green Building Sub-Committee: $850.00 (15% of total costs)
In-kind contribution from MPPI – CPL Committee: $500
In-kind contribution from MB-CaGBC Chapter: $500
In-kind contribution from McNally Robinson : $100
Request from Civic Environmental Committee: $2000 (35% of total costs)
Contribution from Ticket Sales: (125 tickets, est. 20% students) $1000.00

NB MPPI and MB-CaGBC hope to recover some of their outlay by ticket sales for the lecture ($15 each; $5 for students). Any net proceeds (est. $625) will be directed to a Student Conference Registration Scholarship Fund, to assist students to attend the June 2006 Vancouver conferences of the World Planners Congress and the World Urban Forum – where the theme is 'Sustainable Urbanization: From Ideas into Action'.

Project timeline: David Johnston will arrive in Winnipeg on the afternoon of Monday January 9th and leave on the afternoon of Wednesday January 11th. His main engagement at present will be the public lecture scheduled for 7pm, on the Tuesday evening, in the Carol Shields Auditorium at the Millennium Library. A book-reading/signing event is planned for McNally Robinson on the Monday evening, along with media promotion of the visit and the public lecture. It would also be possible to arrange a special meeting with the CEC on the Monday – for example, a late afternoon reception at Dalnavert Museum. Tuesday events leading up to the lecture will include: a tour of the Red River College – Princess Campus; a meeting with the provincial Energy Code Advisory Committee, and a session with students in the Faculty of

Architecture, University of Manitoba. On the Wednesday morning Johnson will meet with representatives of the province's interdepartmental green building working group – to which relevant City of Winnipeg staff have also been invited.

Confirmed project funders/ sponsors: To date the main conference sponsors are the Manitoba Professional Planners Institute and the Manitoba Chapter of the Canadian Green Building Council – each of which have pledged $375 in support to date, and the CEC Green Building Sub-Committee ($850). It is also hoped that, by acting on this application, CEC as a whole will come on board as a major funder and sponsor.

Proposed project funders/ sponsors: If time permits, and depending on the outcome of this application, it is possible that other sponsors could be approached – such as the Home Builders Association and the Professional Interior Designers of Manitoba (PIDM), but this may be premature since Johnston is a comparatively unknown quantity to them at this time – compared to his recognition within MPPI and MB-CaGBC. The hope is that this visit by Johnston to Winnipeg will be the first of many, once representatives of other organizations see what he has to offer them.

How CEC's support will be recognized: CEC support will be highlighted and acknowledged in all promotional literature/media communications (including the web-site link), and will be underlined in all introductory remarks where Johnston is being introduced. It is expected that CEC will be represented as being primarily instrumental in bringing Johnston to Winnipeg, and to bringing him to Canada for the first time. The organizers would be interested in other requests or suggestions from CEC in terms of how it would prefer its support and involvement to be recognized

Previous projects undertaken by organization: MPPI organizes several generally similar events each year, usually in the form of breakfast seminars, or special panels/lectures at its AGM, or in partnership with other organizations – such as the annual Manitoba Planning Conference, or the Institute of Urban Studies. A greater appreciation of these activities may be gained by visiting the MPPI web-site.