



WHISTLER2020 - FREQUENTLY ASKED QUESTIONS

1. What is Whistler2020?

- **Whistler2020 is Whistler’s comprehensive, community-wide, long-term vision and strategic plan. It is an action-oriented, community-led process for implementing the vision for our resort community success by proactively addressing key factors that influence Whistler’s success and sustainability to the year 2020 and beyond.**
- The first version of the vision and plan were created by over 800 community members over a two-year period.
- The plan comprises a vision, our five community priorities, and seventeen specific strategy areas for focusing actions.
- The plan is regularly updated and continually shaped and informed by the work and input of the 200+ people involved with community task forces
- The Whistler2020 five community priorities are:
 - Enriching Community Life
 - Enhancing the Resort Experience
 - Ensuring Economic Viability
 - Protecting the Environment
 - Partnering for Success

Our Strategies	
 Arts, Culture & Heritage	 Materials & Solid Waste
 Built Environment	 Natural Areas
 Economic	 Partnership
 Energy	 Recreation & Leisure
 Finance	 Resident Affordability
 Food	 Resident Housing
 Health & Social	 Transportation
 Learning	 Visitor Experience
	 Water

2. Why is the municipality in the business of community and sustainability planning and not just focusing on its core services?

The core roles and responsibilities of local government include community planning, as well as environmental services and provision of recreation and culture. In addition, in order for local governments to access gas tax funding, there is a



requirement by the provincial government that local governments undertake community sustainability planning.

3. In these economic times when we need to worry about heads-in-beds and keeping our businesses open, can we afford to think about sustainability? Shouldn't we concentrate our efforts on more pressing economic challenges?

- Sustainability is not about choosing between economic, environmental and social issues. It is about determining strategies and focusing on actions that will lead to economic success while continuing to ensure we protect the amazing environment that attracts people here, and providing a healthy and affordable community for people to live in, and a thriving and attractive community to visit. A healthy, thriving community is a foundation for our ongoing prosperity.
- Whistler is well-recognized for Whistler2020 and its sustainability initiatives, and Whistler's leadership in sustainability has become one of our global calling cards. This will become an increasingly more important market advantage, as responsible tourism continues to grow as a determining factor for destination markets.

4. Does Whistler2020 truly guide community decisions? How?

- The [descriptions of success](#) developed by the community task forces for each strategy clearly define the desired future for the community, and are the goals to achieve for community success.
- Every year, organizations and citizens come together to review the vision, and then come up with actions that can be done to help the community move toward this vision. Over the past 5 years, through the Whistler2020 process, [607 sustainability actions](#) and initiatives have been recommended to community organizations, and to date, approximately 489 actions have been completed.
- Every year, [96 indicators are reported](#) on to determine progress towards our community's vision. The indicators range from visitor numbers and satisfaction to income, energy use and community decision input. Trends going in the wrong direction receive extra attention and actions then get targeted toward reversing those trends.
- The RMOW frames its decision-making to the direction from Whistler2020, for example, its purchasing policies, Council decisions, [OCP](#) policies, etc.
- Other organizations can use the community vision articulated in Whistler2020 in developing their annual business plans to guide daily operations towards achieving the vision of success. Having a clear vision and plan has proven to be much more effective for business and organizational success than not having a clear direction.



5. How does Whistler2020 make a difference on the ground?

- The descriptions of success set the direction for progress and the implementation of actions leads to on-the-ground outcomes.
- Examples of actions and decisions that have led to on-the-ground results include:
 - ✓ Cheakamus Crossing as a resident-restricted, affordable neighbourhood;
 - ✓ Composting system in Whistler Blackcomb operations;
 - ✓ [Re-Use it and Re-Build it Centres](#);
 - ✓ Retail/commercial mix assessment study;
 - ✓ Meadow Park Sports Centre energy retrofits;
 - ✓ Whistler Community Services Society wholesale bulk food Buying Club;
 - ✓ Creation of the Measuring Up Select Committee of RMOW Council to increase and monitor Whistler's accessibility and inclusion.
- Currently, there are 30 businesses participating in [iSHiFT Business: a Whistler2020 Take Action Challenge](#). These businesses understand the benefits of brand lift, cost savings, employee retention, leadership and corporate social responsibility, and have each created and are implementing strategies to incorporate sustainability into their business planning and operations.

6. How did Whistler2020 fit with other priorities such as the 2010 Games?

Once the games were announced, Whistler2020 provided a framework to ensure that we engaged in the 2010 Games in a way that ensured that the Games result in a positive experience for our community and would leave positive legacies, such as Cheakamus Crossing, that were in line with how we wanted to achieve our vision.

7. Who manages Whistler2020 and why?

As part of the RMOW's commitment to give the community more ownership and participation in Whistler2020, the Whistler Centre for Sustainability was contracted to manage Whistler2020 and facilitate greater involvement in sustainability across our community. The Centre works closely with the RMOW as well as with all the Whistler2020 partners and other resort community stakeholders to continue to develop and improve the process and ensure that the community continues to move toward the vision it has set out for itself.

8. What are the changes to the Whistler2020 process that I keep hearing about?

After six years of action planning with close to 200 task force members, we are revising the action planning process to work more closely with Whistler's business and community sectors. This model will integrate actions into business planning and better assist businesses and organizations with planning for their priorities while moving towards our community wide vision. This change reflects the direction, suggestion and input of the stakeholders that have been involved in the process for



the last six years. The process is being evolved to be more effective and will help facilitate opportunities for creative and innovative citizen input and involvement and coordinated community decision making.

9. How can I be involved in, and contribute to Whistler2020?

Individuals and organizations can be involved in a number of ways, including:

- i. Learning more about Whistler2020 (www.whistler2020.ca)
- ii. Getting informed about how Whistler is doing on [key community performance indicators](#)
- iii. Becoming a Whistler2020 Partner
- iv. Participating in [iSHiFT Business or iSHiFT Citizen](#)
- v. Participating in action planning and implementing actions
- vi. Incorporating the Priorities and Sustainability Objectives into your daily lives
- vii. Public input in community events, on-line and through other avenues
- viii. Participating in the [upcoming community event](#) on November 22nd with guest Ray Zahab.

*"From our perspective at Whistler Blackcomb, we would rather work in a resort community like Whistler that **is clear about its vision and where it is going** than a resort that hasn't clearly articulated that direction.*

The Whistler2020 vision and plan brings the clarity that allows us to chart a course for our business that we know is aligned with the community's values and vision.

*This alignment helps to increase community support for what we're doing; it contributes to staff pride and retention; and **it makes our planning and decision-making more efficient and ultimately easier to move forward.***

**Doug Forseth,
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Whistler Blackcomb**

For more information about Whistler2020, visit www.whistler2020.ca or email ndevine@whistlercentre.ca