



WHISTLER2020 - FREQUENTLY ASKED QUESTIONS

Whistler2020 FAQs are intended to help improve Whistler's understanding of Whistler2020 and better leverage the opportunities that it provides.

1. What is Whistler2020?

- **Whistler2020 is our comprehensive, community-wide, long-term sustainability vision and plan. It proactively addresses key factors that influence Whistler's success and sustainability to the year 2020 and beyond.**
- It was developed by and is being implemented by the resort community, using a transparent process to ensure accountability.
- The plan is made up of two components. The first is a Vision and five Priorities that outline what Whistler would like to be in the future. The second consists of sixteen Strategies that outline how Whistler will achieve its vision to be successful and sustainable.

2. Whistler2020 is a comprehensive sustainability plan. How is this different from an environmental or 'green' plan?

- **Whistler2020 encompasses comprehensive, or integrated, objectives including social, economic and environmental.** An environmental plan focuses primarily on the environment.
- The plan is based on the assumption that short and long-term economic success is essential in order to achieve our social and environmental sustainability objectives.
- This integrated planning approach sets it apart from other traditional community plans. Because sustainability problems are often complex and overlapping, they cannot be solved in isolation and are best addressed using a comprehensive, systems-based approach that addresses the root of the problem, rather than only the symptoms. For example, toxic effluent in rivers affects fish health (environmental), which affect people (social) and financial prosperity (economic). All of these elements and their connections must be considered to arrive at optimal solutions.

3. Can we afford to think about sustainability and environmental issues? Should we not concentrate our efforts on more pressing economic challenges?

- **Sustainability is not about choosing between economic, environmental and social issues. Rather, it is about making decisions today to achieve all three objectives in the future. Sustainability includes short and long-term economic success, which is essential to achieve our social and environmental objectives.**
- Whistler cannot afford to lose sight of environmental or social issues. Our futures are intricately tied to the ability of natural systems to function. For example, environmental issues like air quality and climate change affect economic issues like visitation and visitor experiences, reminding us that a healthy natural environment is the very foundation for our ongoing prosperity.
- The economy is a central to Whistler2020, as Priorities (Ensuring Economic Viability, Enhancing the Resort Experience) and Strategies (e.g. Economic; Visitor Experience; Finance; Recreation and Leisure; and Arts, Culture and Heritage)



4. How does Whistler2020 make a difference on the ground? How is the community ensuring action and real progress?

- **The Whistler2020 Vision and Priorities set direction for progress – and the Strategies lead to on-the-ground action.**
- In 2005, over 200 actions were recommended by task forces and approximately 75% of these have been implemented by Whistler organizations. For example, a review of the functions of the main economic organizations has been undertaken, and recommendations are being implemented.
- The Whistler2020 community monitoring program will measure and communicate progress against targets. Whistler2020 task forces annually review the resort community's progress toward sustainability and success, and prioritize actions for moving forward

5. What does the Natural Step framework have to do with on-the-ground success for Whistler?

- The Natural Step framework is a science and systems-based definition of sustainability. It is also a planning process to strategically move toward sustainability. Both of these components were integrated into Whistler2020.
- **The TNS framework helps us to achieve results by providing us with a shared definition of sustainability that acts as a 'compass'. It also helps us to assess actions to ensure that our limited resources achieve real short and long-term progress toward sustainability, rather than simply dealing with the symptoms.**

6. Does W2020 truly guide community decisions? How?

- **Yes, more than 50 community organizations have committed to executing 2006 actions that were recommended by Whistler2020 task forces.**
- Organizations continue to sign Whistler2020 Partnership Agreements, supporting the Vision, Priorities and Sustainability Objectives, as well as the implementation of strategies.
- The RMOW is aligning its decision-making systems (e.g. budgeting, RFPs, Community Enrichment Grant) to ensure that these result in progress toward Whistler's vision of success and sustainability.

7. Shouldn't Whistler2020 provide clear answers on community issues, such as London Drugs or the Sledge Hockey Arena?

- **Whistler2020 is not intended to provide specific answers, as this is inflexible and would not stand the test of time. It provides guidance and direction for decision-making.**
- Specific issues and situations should be assessed and discussed using Whistler2020 criteria, along with the best possible current information that is available to arrive at optimal decisions for the resort community.
- Whistler2020 provides guidance to ensure constant progress toward our vision – in the most feasible manner given the community's changing current reality. Not all Description of Success statements must be achieved by every action. In fact, there may even be some short-term tradeoffs. However, all steps must contribute to Whistler's ability to meet success and sustainability in the long-term.



8. Implementing Whistler2020 seems like a lot of work. How will our community resource this?

- **Whistler2020 helps us to use community-wide resources in a more coordinated and strategic way, to work toward our shared vision. It also helps organizations prioritize actions to better use their internal resources.**
- Rather than requiring new resources, it requires alignment of existing budgets and resources to ensure that all are dedicated to moving toward a shared goal, rather than working inefficiently or at cross-purposes.

9. How does Whistler2020 fit with other priorities such as the 2010 Games?

- **Whistler2020 enables us to better manage other priorities such as the 2010 Games because it provides direction around what we want to achieve as a community.**
- For example, Whistler2020 helps us decide *how* to engage in the 2010 Games to ensure that the actions taken are consistent with Whistler's long-term vision– that the Games result in a positive experience and leave the resort community with a positive legacy into the future.

10. How can I use the Whistler2020 documents? They seem large and bureaucratic.

- **In its entirety, Whistler2020 is a big document because it is comprehensive and complete.** Each individual piece, such as a strategy, is capable of standing on its own and meeting the needs of various users.
- **Whistler2020 is simple to use** and is supported through a variety of tools:
 - i. On-line (www.whistler.ca): (1) A Whistler2020 summary document (2 pages); individually accessible strategies; a composite document of all strategy descriptions of success (3 pages), and a spreadsheet of questions that can be asked to assess projects and actions against Whistler2020.
 - ii. Other: (1) a navigable CD that contains all Whistler2020 information in an easy-to-use format; (2) a Whistler2020 vision report.
- In the near future, Whistler will have a website to communicate Whistler2020 and to demonstrate progress toward achieving the Vision, Priorities and Sustainability Objectives.

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

- Individuals and organizations can be involved in a number of ways, including:
 - i. Becoming a Whistler2020 Partner
 - ii. Implementing actions
 - iii. Incorporating the Priorities and Sustainability Objectives into your daily lives
 - iv. Public input in open houses, workshops, on-line and through other avenues
 - v. Communicating with your politicians and fellow community members
 - vi. Participating on a task force (please note that this is a limited participation opportunity due to task force size and criteria constraints)
 - vii. And many other ways