

# PUBLIC OPINION & SUPPORT

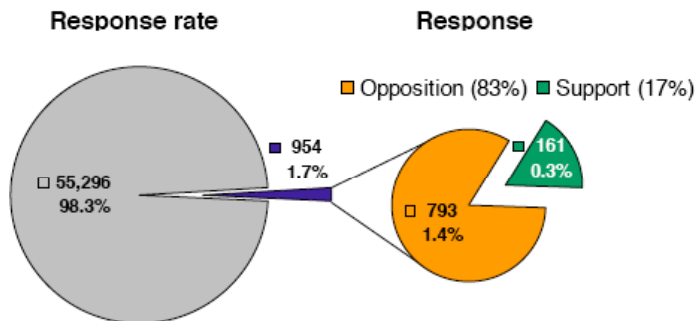
## *Essential Facts*

The Jumbo Glacier Resort project has been prominent in the public sphere of the Kootenay region of British Columbia for almost fifteen years. The project has undergone four major public review processes and has been debated and discussed in countless media reports, public meetings and events, in classrooms, on online forums, and across kitchen tables. The project faced the most difficult and comprehensive environmental assessment review process faced by any tourism project in the history of British Columbia. The Jumbo Glacier Resort Project received its Environmental Assessment Certificate on October 14, 2004.

As is the case with most new developments in North America, a well-organized and vocal opposition formed, which tirelessly campaigned against the project. Recently, far-reaching and highly misrepresentative claims regarding the level of public opposition to the project have surfaced.

Some relevant facts to be considered:

**FACT:** According the Environmental Assessment Office’s *Report on Public Views and Interests (RPVI)*, **only 1.4%** of the population of the East Kootenay expressed a negative opinion on the project (page 17).

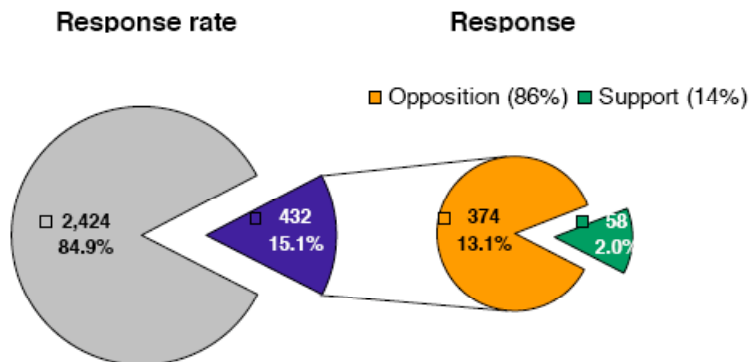


**FACT:** Only **1.6%** of the population of the West Kootenay expressed a negative opinion on the project (*RPVI* page 18).

### *Quick Reference*

- The project received a **higher percentage of support** than is typically experienced by the EAO.
- Only **1.4%** of East Kootenay residents expressed dissatisfaction with the project
- Only **1.6%** of West Kootenay residents expressed dissatisfaction with the project
- Despite years of organized campaigning against the project, only **13.1%** of the population of Invermere expressed dissatisfaction with the project.
- The local First Nation, the Shuswap Kinbasket, are in support of the project and will be partners in the development.
- The Council of the Village of Radium voted unanimously 5/5 in favour of the project.
- The Council of the District of Invermere voted narrowly 3/2 against the project.

**FACT:** Only **13.1%** of the population of the District of Invermere expressed a negative opinion on the project (*RPVI* page 18).



**FACT:** Only **5%** of the population of the Village of Radium expressed a negative opinion on the project (*RPVI* page 19).

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**FACT:** The project **received a higher percentage of support than is typically experienced** during an EA process.

According the Environmental Assessment Office’s *Report on Public Views and Interests*:

“Of the 4,755 identifiable individuals who responded to the invitation to comment on the Project Report, 414 (9%) expressed support for the Project while 4,339 (91%) expressed concerns or opposition. While this represents a relatively large number of submissions during an EA review process, it also **represents a smaller percentage of opposition** than is typically experienced (the EAO usually receives very few if any letters of support for projects under review).” (page 15)

“Of those who expressed support for the Project, 39% were from the East Kootenay, 11% were from the West Kootenay, and 22% were from other parts of British Columbia. Of those who expressed opposition to the Project, 18% were from the East Kootenay, 33% were from the West Kootenay, and 13% were from other parts of British Columbia.” (page 15)

“EA is issue-driven process that involves the identification of public issues and concerns. As a result, **it is relatively uncommon to receive project endorsements** or written comments from individuals who support a project or have no concerns.” (page 19)

“...the organized campaign of opposition did not result in the same level of international interest as has been seen in other campaigns in British Columbia.” (page 37)

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**FACT:** Before the start of the Environmental Assessment Act review process, following two years of public debate in the CORE process (Commission On Resources and the Environment – a major provincial land use planning exercise between 1992 and 1994 that created the provincial Land Use Plan), **18 sectors out of 22** voted in favour of the land use for the project in the Jumbo Creek valley.

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**FACT:** Most of the persistent opposition to the project continues to be ideological and based on the West Kootenay, which has no practical access to the valley, and which chose to remain separate from the East Kootenay at the CORE table.

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**FACT:** The Council of the Village of Radium **voted unanimously 5/5 in support** of the project. The Council of the District of Invermere **voted 3/2 against** the project. These are the two nearest communities to the project and are the only communities to have expressed their opinions on the project.

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**FACT:** The **Kinbasket Shuswap**, who are the closest First Nation to the project have repeatedly stated their support for the project and have agreed to become a joint-venture partner in the provision of utility services and other components to the project.

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**FACT:** **Intrawest**, the owners and operators of Panorama Mountain Village, the closest existing resort to the project, have written their support for Jumbo Glacier Resort.

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**FACT:** The **Kootenay Rockies** Tourism Association, **TASK** (Tourism Action Society in the Kootenays), and **WEST** (Welcoming Employment with Sustainable Tourism) are all prominent organizations that support the project.

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**FACT:** A **Community Advisory Group**, including prominent local citizens and representatives of local businesses has been formed and is enthusiastically supported by those wishing to ensure the participation of local interests in the project.