

Community Engagement Plan for Coboconk-Norland

Includes:

Final Report

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COMMUNITY ENGAGEMENT PLAN FOR COBOCONK-NORLAND

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Land Acknowledgment

“The Municipality of Coboconk & Norland respectfully acknowledges that we are situated on Mississauga lands and the traditional territory covered by the Williams Treaties.

We are grateful for the opportunity to work here and we thank all the generations of people who have taken care of this land - for thousands of years. We recognize and deeply appreciate their historic connection to this place. We also recognize the contributions of Métis, Inuit, and other Indigenous peoples in shaping and strengthening this community and country as a whole. This recognition is connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our community”

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Executive Summary

This research paper outlines a comprehensive plan designed to boost community involvement and establish a strong volunteer-driven program within the community. The plan is rooted in the goal of empowering communities, promoting inclusivity, and improving overall well-being through a practical, cost-effective approach. In the first stage, the paper stresses the importance of understanding community involvement, recognizing its crucial role in building a vibrant volunteer program. It emphasizes identifying the intended audience for involvement, using a structured framework with five clear phases to guide the process of community involvement, and highlights the Educate & Engage phases. It explores the most suitable tools and guidelines to start in Step 1 and underscores the need to prioritize key elements before moving on to the next stage. Step 2 focuses on understanding funding practices, encouraging the exploration of various funding sources, systematically identifying the necessary documents for the application process, navigating the complexities of fundraising, and following guidelines to improve approval chances. An effective and organized checklist is a useful tool throughout all phases. Step 3 is about identifying stakeholders and building partnerships, providing insights into what to consider before and after entering collaborations to ensure successful and mutually beneficial partnerships. Step 4 introduces the idea of benchmarking, allowing the selection of target communities and exploring the careful analysis of comparative community involvement practices. The next step, co-leading, examines the role of working together between relevant groups and provides a collection of recommended tools tailored to effectively reach the audience. The paper discusses the importance of co-leading, aligning it with using the right tools, and thoroughly describes recommended practices for this stage. The formation of a Volunteerism & Recreation Committee takes center stage in the second half of this step. It emphasizes the urgent need for implementing volunteerism within the context, identifying potential stakeholders who can be vital as volunteers, and suggesting various tools for community involvement, including strong outreach strategies. Additionally, the paper offers a recommended process for developing a volunteer program, complete with guidelines and a carefully designed priority checklist. The sixth step highlights the importance of using the right tools to engage the right audience, considering the average costs associated with such engagement, and providing guidance for effectively involving the target audience. The seventh stage introduces Key Performance Indicators (KPIs) tailored to the unique characteristics of the

community, guides the process of analyzing the involvement process, results, and impact, discusses the Participatory Evaluation Approach, describes an evaluation framework, and shares guiding principles for analyzing involvement measures. The concluding section acts as a gateway to unexplored opportunities, each carefully chosen to act as a catalyst in enhancing service delivery and fostering community development. In summary, this research paper is more than just a plan; it represents a vision for promoting community involvement, supporting well-being, and encouraging inclusivity within the community. This carefully crafted plan equips stakeholders with the necessary tools and strategies for sustained growth and development.

Phase 1: Pioneering the Initial Phase: Key Emphasis on Commencement

Process: Commencing initial phases of Community Engagement ⇒ Exploring Funding Opportunities ⇒ Forging Collaborative Partnerships ⇒ Referencing Benchmark Practices ⇒

Phase 2: Executing Phase 1 into action.

Process: Co-Leading and Recreation Committee Formation ⇒ Marketing and Audience Engagement ⇒

Phase 3: Persistent Implementation and Measures of Advancement

Process: Sustained Evaluation and Ensuring Long-Term Value through Regular Engagement ⇒ Exploring Untapped Opportunities

Vision

To actively engage the community in leading a volunteer-driven effort to reintroduce inclusive recreational programs that cater to every segment of the community.

Mission

To uplift community well-being and minimize commute time by crafting a dynamic and action-driven community engagement plan for the Legion Park facility in the town of Coboconk-Norland.

Overview of the Research

This research predominantly centers on secondary research activities. However, a combination of primary and secondary resources was utilized to analyze findings and provide recommendations. Primary sources encompass the conversations with Jennifer Wilson, Coboconk-Norland downtown revitalization plan, Coboconk-Norland and area community profile and health needs, City of Kawartha Lake Downtown Revitalization Coboconk/Norland, First Impression Community Exchange (FICE) for Coboconk, Coboconk-Norland Chamber of Commerce website, and relevant Facebook groups. Meanwhile, secondary research encompasses diverse articles and reports, benchmarking documents, national alignment papers, government grants, and funding resources, as well as documents related to adopting best practices for maintaining a recreation center.

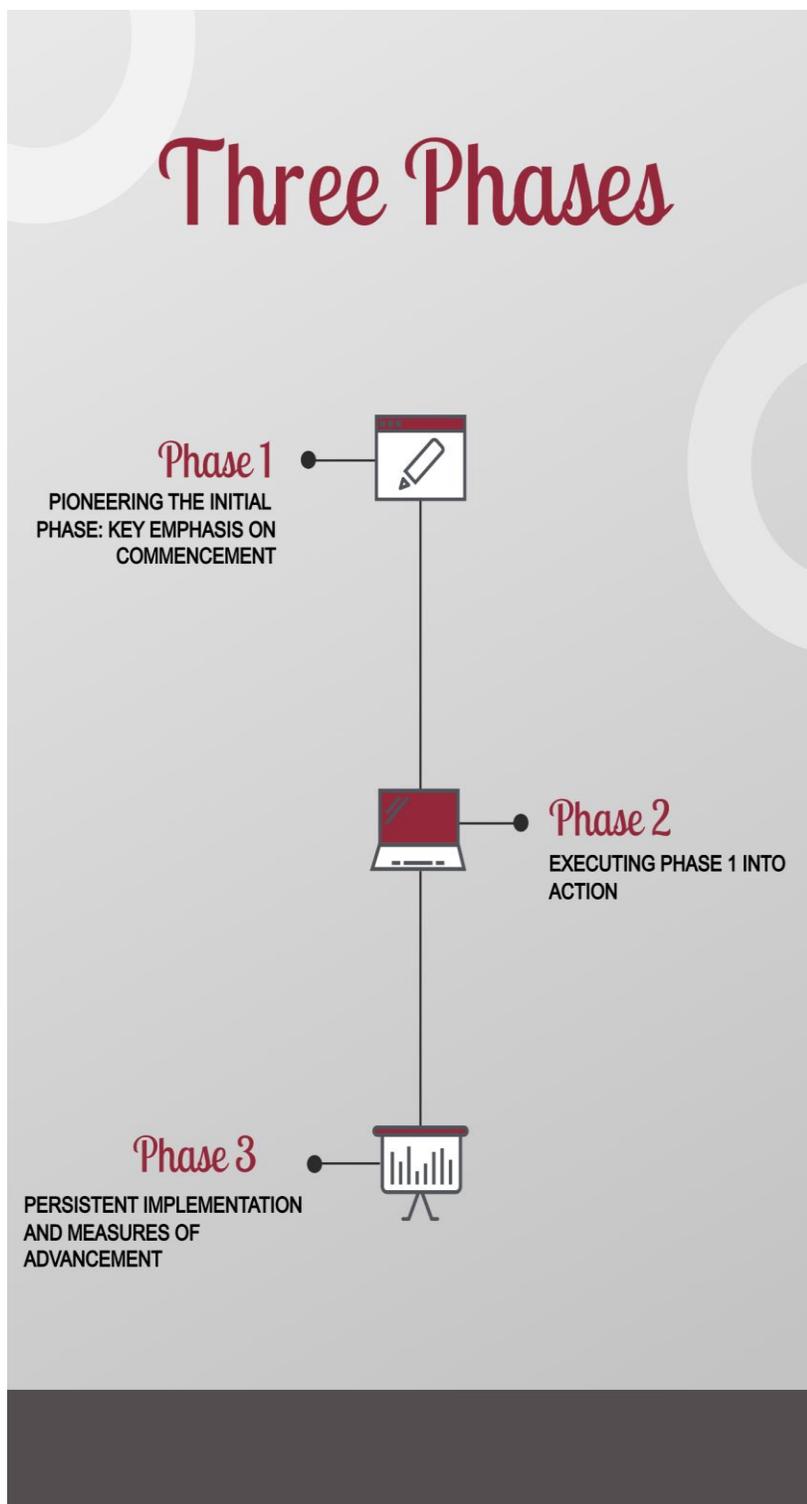
Introduction

In this transformative era, there has been a significant decline in people's engagement with sports, recreation, and physical activities. Individuals find it challenging to prioritize their well-being amidst the fast-paced nature of the era, and several factors contribute to this trend. This situation has led to an inverse correlation with a continuous rise in chronic and non-chronic diseases resulting from insufficient engagement in physical activities, as supported by research findings . As a response, the Government of Canada sanctioned the establishment of the Recreation and Parks Federation Ontario, also known as Recreation and Parks Ontario. Parks and recreation centers offer evident benefits by contributing to human development by enhancing the quality of life, fostering social connections, and catering to diverse needs through accessibility to various activities. The Canadian Parks and Recreation Association (CPRA) has actively endorsed the advantages of parks and recreation initiatives across Canada. In the local Canadian communities, every region has the capacity to maintain parks, recreation, and community centers. The management of these facilities is overseen by local government bodies, and funding is sourced from various government agencies. The focus of this plan centers around the existing infrastructure of Legion Park Recreation & Community Centre situated at 6699 ON-35, Coboconk, ON. The primary objective of this plan's development is to elevate the well-being of residents, minimize travel time for accessing the recreation facility, and cultivate a diverse, inclusive, and accessible community through the process of community engagement.

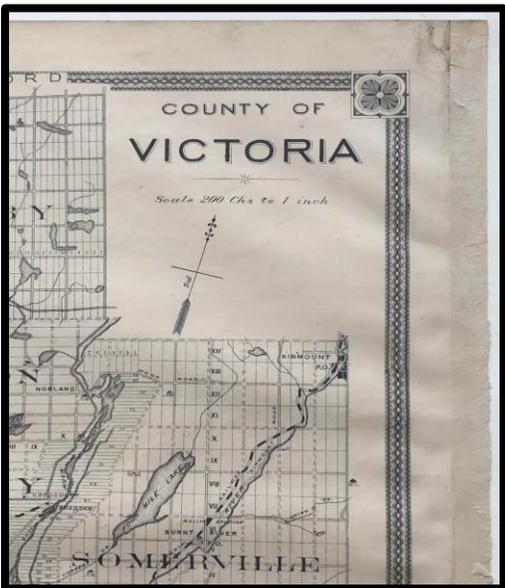


The process

The process outlines the journey of unveiling a plan for the Recreation Centre, highlighting the sequential progression of key components within the recommended strategies.



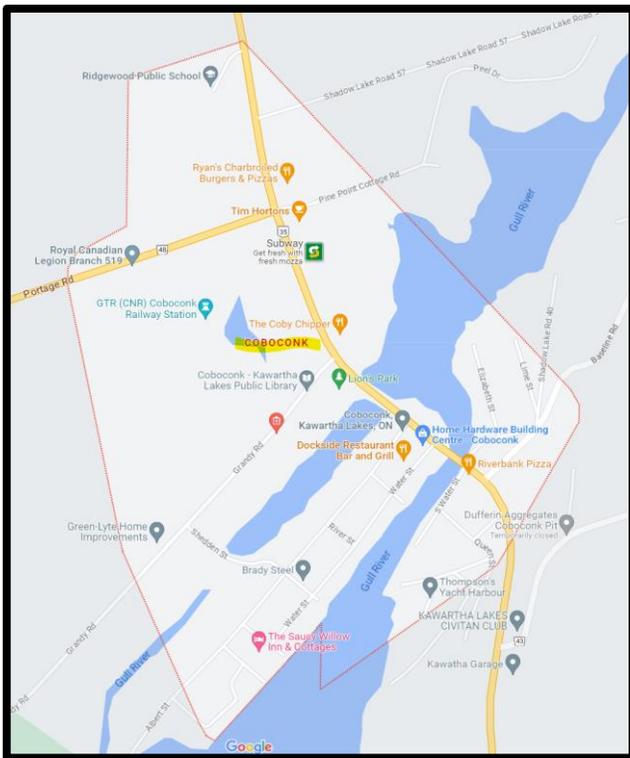
Community Overview



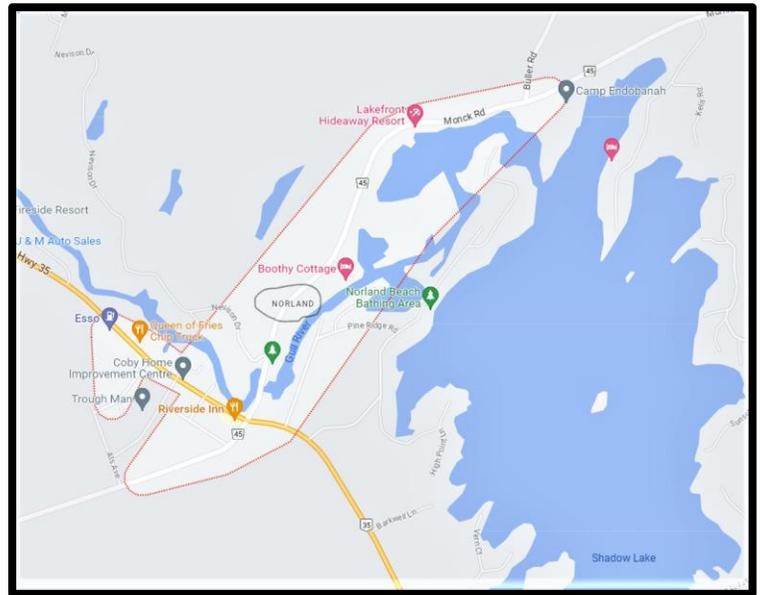
The area of Coboconk-Norland resides within the territory governed by Treaty 20 and is historically rooted in rich natural resources. Initially located along the banks of the Gull River within the United County of Victoria, this area was characterized by its abundant lumber sources including pine, hemlock, spruce, and limestone. In 1851, the establishment of a sawmill marked a pivotal point in the area's development, serving as a catalyst for growth. Subsequently, the construction of the "Shedden" train station contributed to attracting visitors and facilitating the transportation of lumber, propelling the region's progress. The name "Coboconk" has its roots in the Indigenous language, echoing the region's geographical attributes. Variations in translation include "Ko-ash-kob-o-cong," which signifies "the point of the river where a short portage is necessary," and "Quash-qua-be-conk," which evokes the

idea of "where the gulls nest." These labels emphasize the existence of Balsam Lake, Gull River, and numerous water bodies in Victoria County, positioning Coboconk as a focal hub for converging gateways, lift locks, and a key entryway to the Trent Severn Waterway. During the creation of Cameron Falls, which encompasses one of the water bodies, plans were in place to link it to Coboconk via Rosedale. However, this construction was never completed. Subsequently, when the Northern Development Department merged with the Department of Highway, the unfinished portion became a vital connection to Highway 35 and Ontario 115, running through the heart of the town. The town of Norland is situated just a few miles away from Coboconk, approximately 9-10 kilometers. Its inception dates back to the early 1800s when inhabitants began settling in the area, even in the absence of proper infrastructure and basic necessities. Despite these challenges, the thriving lumber industry drew people to the town, encouraging them to grow their own vegetables to sustain themselves. The name "Norland" was derived from the birthplace of one of the settlers, William H. Smith. The geological effects of the ice age led to the displacement of their limestones to Coboconk, while granite was pushed towards Norland. This unique geological positioning earned Norland the moniker "The Land Between." The town is encompassed by the end of Shadow Lake, Silver Lake, and Trent River. Notably, the Gull River (part of Trent Severn Waterways) features Elliot Falls, housing a hydroelectric power station that

provides power in the town. With its stunning natural beauty, Norland is often described as a "hidden gem." Over the course of time, significant transformations took place, leading to the formation of "The City of Kawartha Lakes" and the dissolution of the United County of Victoria. Geographical factors played a pivotal role in the delineation of municipalities, resulting in Coboconk-Norland gaining autonomy in 2001. Strategically situated between Bexley and Somerville Townships, Coboconk-Norland emerged as a rural town in the municipality of the Kawartha Lakes.



[Google Map of Coboconk](#)



[Google Map of Norland](#)

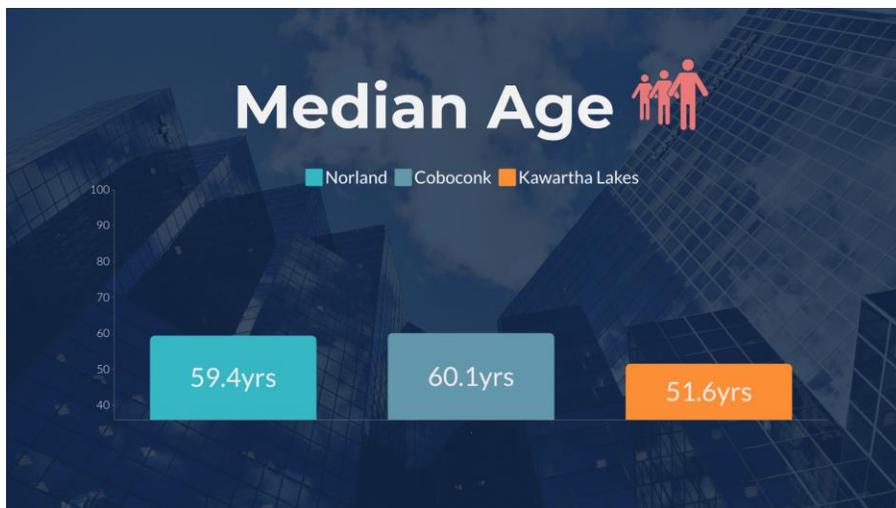
Community Demographics

The Coboconk region is estimated to have an approximate population of 800 residents based on the 2016 Census data. However, this number increases to around 1000 individuals during the summer months, which includes both permanent and seasonal residents.

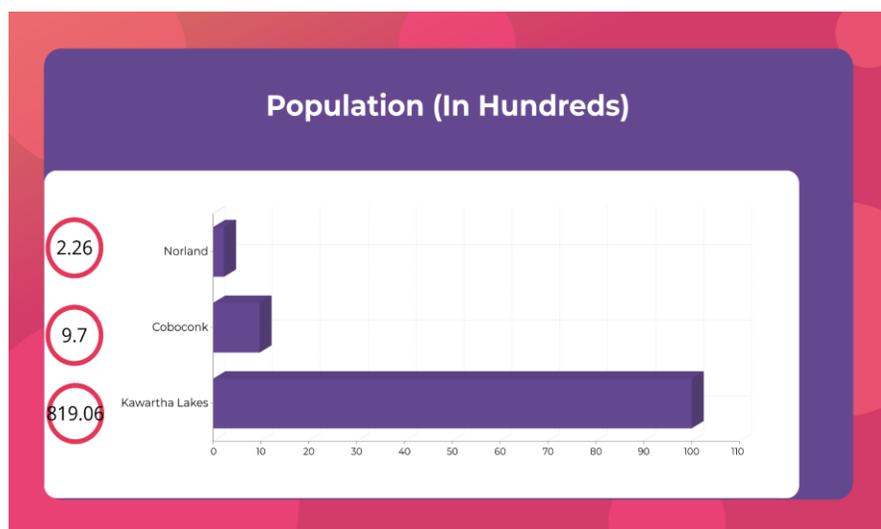
Data gathered from a survey conducted by the Chamber of Commerce reveals that the majority of residents, accounting for 53.8% of the population, fall within the age range of 45 to 64 years. The next demographic segment comprises those aged 65 and over, making up 38.3% of the population. This points to a noticeable trend toward an aging population. The remaining portion of the population, falling within the age range of 18 to 44 years, constitutes a smaller percentage, approximately 7.9%. During the summer months, the population makeup shifts with seasonal residents accounting for 65.9% of the total, permanent residents at 32.8%, and the remaining 1% consisting of individuals who migrate to warmer areas during the winter. Within this population breakdown, there exists diversity among individuals, as evidenced by the following percentages: South Asians: 2.6%, Southeast Asians: 0.6%, Japanese: 0.2%. This diversity among residents is notable. It's worth noting that a significant portion of the community members have been residing in the area for over a decade, contributing significantly to the town's growth and development. The median age in Coboconk is notably higher than that of both the City of Kawartha Lakes and the Province, averaging around 60.1 years. This suggests a relatively higher quality of life in the area.

In the Norland area, the estimated population stands at around 226 residents as per the 2021 data. Data compiled from a survey conducted by the Chamber of Commerce unveils that a significant portion of the population, around 55.7%, falls within the age range of 45 to 64 years. Following this demographic, individuals aged 65 and above make up 34.8% of the total population, indicating a noticeable trend toward an aging community. Conversely, those aged between 18 and 44 years, representing about 9.8%, constitute a smaller proportion.

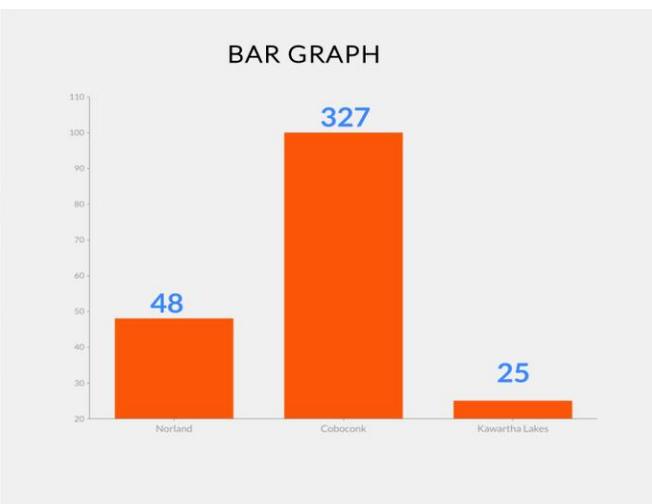
During the summer months, the population composition undergoes a shift, revealing that seasonal residents make up 37.3% of the total, while permanent residents account for 55.9%. Additionally, a portion of approximately 6.8% comprises individuals who migrate to warmer regions in the winter.



Median Age



Population Growth



Population per sq. km.

Trends in the Community

- Increase of people living over 10 years in the community.
- Increase age group between 45 - 65 & over.
- Increase of seasonal residents.
- Increase Community pride.
- Increase in women compared to men.
- Increase of retired individuals.
- Increase household income.
- Increase in the number of families.
- Increase (minimal) of rising population.
- No municipal water management, only sewer.
- Most people commute to the Greater Toronto Area for employment.
- Underutilized Recreation & Community Centre.
- Fresh Water Summit.
- Nothing to do in the area.
- No transportation services.
- Decrease of new constructions.
- Decrease of home sales.
- Decrease of employment opportunities.
- Decrease of retail choices.

Nearest Population Centre

1. **Lindsay:** Estimate Distance: 39 km, Estimate Time: 30 mins
2. **Bobcaygeon:** Estimate Distance: 33 km, Estimate Time: 27 mins
3. **Fenelon Falls:** Estimate Distance: 21 km, Estimate Time: 16 mins

Parks & Recreation Infrastructure

Current Infrastructure: In the Coboconk-Norland region, there are two existing infrastructures for parks, recreation, and community centers. These infrastructures offer both indoor and outdoor recreation options. They are known as Legion Park in Coboconk and Ward Memorial Park in Norland. Apart from these parks, the community also has established clubs including the Royal Canadian Legion, Lions Club, Masons, Churches, and Senior Clubs. The Coboconk facility provides various activity opportunities like curling, tennis, pickleball, soccer, bowling, ball diamonds, and a shared arena within its current infrastructure. Similarly, the Norland facility offers a community hall, which was almost demolished in the past but is still in use, along with a kitchen, golf course, and an indoor ice rink. Additionally, there are trails like Somerville Trail, Trent Severn Waterways Trail, Indian Provincial Park Trail, Ganaraska Trail, Kawartha Trans Canada Trail, and Victoria Rail Trail Corridor. These trails have multiple access points throughout the municipality, including beautiful spots like Balsam Lake and Indian Provincial Park. These communities are known for their scenic beauty and are often referred to as hidden gems. The waterfront areas are particularly stunning and hold great potential. Furthermore, the region lies along the banks of the Gull River, offering various dock points and beaches that are popular during freshwater events and with some residents in the summer.

Usage: Nonetheless, it's important to highlight that the infrastructure of these facilities, similar to numerous other structures in the area, is relatively aged. At present, the recreational amenities are not being used optimally due to challenges such as inadequate management, restricted community engagement, and insufficient maintenance.

Region trends context: The combined population of Coboconk-Norland is approximately 1100-1300 people. The indoor capacity of the community hall is around 250 people, while the outdoor capacity can accommodate anywhere from 500 to 1000 people. During the summer months, there's a potential for increased participation from both the local neighborhood and seasonal visitors. This might necessitate updating the community's capacity to meet the growing demand.

SWOT Analysis

The SWOT Analysis is a strategic planning tool utilized for assessing an organization's internal Strengths and Weaknesses, as well as external Opportunities and Threats (SWOT). This method involves the identification of both internal and external factors that can impact an organization. By conducting a SWOT Analysis, organizations can gain valuable insights into their current position concerning the external environment. It also assists in anticipating future challenges and opportunities that may emerge, aiding in informed decision-making processes. The SWOT analysis for Coboconk-Norland is as follows:

Strengths

- Existing Infrastructure
- Recreation Community groups on various platforms
- Quantitative research, in the form of a survey, was conducted to gather data for assessing the needs of the recreation facility.

Weaknesses

- Absence of Volunteer Capacity for the operation of the facility
- Lack of resources and funding
- No scheduled programs

Opportunities

- Sense of community pride
- Tourism and seasonal residents are the mainstay of the community
- Breathtaking waterfront potentials along with various dock points

Threats

- Absence of Transportation services
- Most people go to Oshawa/Lindsay/Peterborough/GTA to use recreation services
- Most permanent residents are at socio-economic disadvantage

Community Engagement Plan

Based on the existing community analysis, the process accounts for the prevailing community environment. The community engagement process is organized into three distinct phases, which are best utilized as a systematic progression. Phase 1 predominantly involves reintroducing programs and services, outlining initial steps to set the process in motion. Phase 2 focuses on methodically executing these steps. In contrast, Phase 3 highlights the continuous implementation of the process and the suitable benchmarks for periodically assessing advancement. The three phases are as follows:

Phase 1: Pioneering the Initial Phase: Key Emphasis on Commencement

Process: Commencing initial phases of Community Engagement ⇒ Exploring Funding Opportunities ⇒ Forging Collaborative Partnerships ⇒ Referencing Benchmark Practices ⇒

Phase 2: Executing Phase 1 into action.

Process: Co-Leading and Recreation Committee Formation ⇒ Marketing and Audience Engagement ⇒

Phase 3: Persistent Implementation and Measures of Advancement

Process: Sustained Evaluation and Ensuring Long-Term Value through Regular Engagement ⇒ Exploring Untapped Opportunities

These phases will commence the making of a volunteer-led program through a community engagement plan.

Vision

To actively engage the community in leading a volunteer-driven effort to reintroduce inclusive recreational programs that cater to every segment of the community.

Mission

To uplift community well-being and minimize commute time by crafting a dynamic and action-driven community engagement plan for the Legion Park facility in the town of Coboconk-Norland.

Phase 1: Pioneering the Initial Phase: Key Emphasis on
Commencement

Step 1: Commencing Community Engagement

At this initial stage, the focus is on kick-starting the process of community engagement.

Community Engagement is a process of working collaboratively with a group of audience towards the objective to promote & enhance participation leading to an equitable and sustained decision-making process.

In our case, the target audience is:

- **The residents of Coboconk-Norland:** *The permanent residents.*
- **The cottagers or tourists:** *People who visit to spend time at cottages or are tourists.*
- **The winter birds:** *People who live in the town only during the seasonal span.*
- **Residents of neighborhood communities**

The objective is to introduce a volunteer-led program for the recreation center that can promote, enhance, include all, and sustain itself leading to the well-being of the residents. In the reintroduction of recreation programs at the Coboconk-Norland Recreation Center, community involvement plays a crucial role, as it demands a management approach that can effectively oversee the center's operations. The first step towards the creation of a managerial capacity involves the development of a committee through the process of engagement.

The benefits of involving residents in the process of engagement from our perspective are as follows:

- ***The well-being of Coboconk-Norland residents is closely tied to recreational activities. The most effective approach to enhance well-being involves not just promoting the use of the recreation center but also involving residents in program development. This fosters a sense of community among like-minded individuals and ensures successful program implementation as well as utilization.***
- ***Many people in the community live alone, especially retirees. Community Engagement offers them an opportunity to form strong bonds with fellow community members. This sense of unity and collaboration gives them a feeling of accomplishment as a team. When they contribute, others in the community appreciate and respect them.***

- ***Community engagement will instill a sense of leadership amongst individuals aimed at achieving a larger and more impactful purpose directly impacting self-esteem.***
- ***Involving the community will boost the overall quality of public services in the locality, particularly given the scarce utilization of these services. This will foster trust in the Coboconk-Norland Chamber of Commerce.***

Now that we're familiar with the advantages of putting the community engagement process into action, the query arises: What precisely constitutes the 'process' of community engagement?

The process

According to the International Association of Public Participation, there are 5 spectrums of public participation to increase the level of participation (Appendix 2). Essentially, it encompasses the objectives of involving the public to recognize and contribute to the mission. In the case of Coboconk-Norland, the initial two goals on the spectrum hold significance at this stage:

- **Educate:** This phase is about providing impartial information to the community, detailing the importance of a volunteer-driven program and its potential to enhance the overall welfare of the community.
- **Engage:** Following the educational phase, the objective shifts to involving residents through their feedback, contributions, and opinions. This aids in comprehending the issue from their viewpoint and exploring their input towards potential solutions.

Significance

"Education" plays a pivotal role in disseminating awareness about the challenges that the community is facing and the far-reaching consequences of these challenges. It involves a comprehensive exploration of strategies, alternatives, and overarching goals that have been put in place to address the identified issues. This initial phase holds immense importance before active engagement takes place. Without fully immersing oneself in the same context as the challenges, maintaining accuracy in understanding and addressing them becomes a challenge in itself. In simpler terms, just as a medical professional must thoroughly assess a wound before applying treatment, understanding the intricacies of the issue at hand is essential before

attempting to implement any solutions. If this foundational understanding is lacking, efforts might be in vain or even counterproductive.

On the other side of the spectrum, "Engagement" goes beyond mere awareness to encompass members' active willingness and enthusiasm to participate in the collaborative process. This enthusiasm and genuine engagement are crucial because accuracy and effectiveness stand as the cornerstones of the entire initiative. Contributions made without genuine eagerness to actively participate may generate data that lacks the depth and authenticity needed for informed decision-making. This is why fostering genuine commitment from community members is vital, as it ensures that the collected insights and contributions are valuable, ultimately leading to meaningful and accurate decision-making processes.

Recommended Tools

Tools serve as the means to communicate & connect with the audience which are quantitative or qualitative in research nature. The various stages identified along the spectrum require specific tools to engage the community effectively. These tools provide a platform for the community to express their viewpoints on potential opportunities and engage themselves in the process of decision-making. The careful selection of these tools ensures inclusivity across all community segments and diverse demographic profiles. The utilization of tools to involve the intended audience in the development of a volunteer-led program is facilitated through the adoption of the suggested instruments. These tools have been suggested with an emphasis on being inclusive and accessible. Furthermore, these tools are specifically tailored to align with the community's profile. In order to align with optimal strategies, these tools are categorized into three distinct priorities that carry the potential for the greatest influence.

M - Mandatory: Utilization is essential.

H - Highly Recommended: Implementation is strongly advised.

O - Optional: Dependent on the decision-maker's discretion.

On the flip side, the associated cost level also holds significance. The assessment of cost is denoted using the following three tiers:

High Cost (HC): This designation is employed to indicate the substantial financial investment required for implementation. It implies a significant budget commitment is essential to effectively adopt and execute the proposed approach.

Medium Cost (MC): In cases where the financial requirement is moderate, the classification "Medium Cost" is applied. While not as extensive as the "High Cost" level, it still necessitates a reasonable financial allocation for successful execution.

Low Cost (LC): The label "Low Cost" is assigned when the financial investment is minimal. This suggests that the approach can be embraced without imposing significant financial strain on available resources.

Through this three-tiered framework, a clear understanding of the financial implications associated with each approach is established. This assists decision-makers in making informed choices that align with available resources and budget considerations.

Educate

<u>Tools</u>	<u>Level of Influence</u>	<u>Cost</u>
➤ Display and exhibits	H - Highly Recommended	Medium
➤ Backcasting	O - Optional	Low
➤ Community Fairs	H - Highly Recommended	High
➤ Media Releases	M - Mandatory	Low
➤ Fact Sheets	M - Mandatory	Low
➤ Printed Information	M - Mandatory	Medium
➤ Websites (made by AI)	M - Mandatory	Low
➤ Open house	O - Optional	Medium/High

Engage

<u>Tools</u>	<u>Level of Influence</u>	<u>Cost</u>
➤ Surveys	M - Mandatory	Low
➤ Focus groups	H - Highly Recommended	Medium
➤ Specialized Committees	M - Mandatory	Medium
➤ Opinion polls	H - Highly Recommended	Low
➤ Adapting Fishbowl Technique	O - Optional	Medium
➤ Newspaper Insert	M - Mandatory	Medium
➤ Snowball Sampling	M - Mandatory	Low
➤ Public Comment	H - Highly Recommended	Low
➤ Public Meetings	O - Optional	Medium
➤ Speak-Outs	H - Highly Recommended	Medium
➤ Pop-up Visioning	O - Optional	Medium
➤ Community Mapping	H - Highly Recommended	Low

Guidelines for Maximizing the Effectiveness of Recommended Tools

1. Simplify and enhance accessibility by maintaining a clear and easy-to-understand approach.

2. Present interactive and comprehensible avenues for engagement that simultaneously cater to participants' crucial requirements.
3. Introduce incentives to foster active participation.
4. Illustrate the significance of engagement and its community-wide value.
5. Recruit proficient leaders to manage the process and incorporate representatives knowledgeable about the cultural dynamics of the community.

Priorities checklist for Coboconk-Norland

The priorities are structured to kickstart the community engagement initiative in Coboconk-Norland. At the core of initiating the volunteer-led program lies the establishment of a committee. These actions are aimed at fostering engagement and ultimately transferring decision-making authority into the hands of the community.

- Identify the top three tools that hold the highest value for each stage, accounting for the community's overall perspective and prevailing trends & guidelines.
- Evaluate the Target Audience.
- Calculate the funding needed for the implementation of the chosen tools, while also acknowledging possible alternatives.
- Ensure inclusivity by factoring in different sensitivities and community values.
- Examine the regulations outlined in the Ontario Protection of Public Participation Act 2015.
- Ensure transparency with the audience throughout the process.

Step 1 Overview

- Grasp the concept of Community Engagement on a broader scale.
- Recognize its essential role in establishing a vibrant volunteer program.
- Determine the intended audience for the engagement.
- Pinpoint five phases from the IAPP spectrum.
- Identify suitable processes to initiate community engagement.
- Understand the importance of the Educate & Engage phases.
- Discover the most suitable tools and guidelines for commencing Step 1.
- Prioritize key elements before advancing to the next stage.

Step 2: Exploring Funding Opportunities

In this stage, the focus revolves around investigating the financial prospects to support the community engagement process. Government funding and grants at different tiers have traditionally stood as the chief means of financing recreation centers' operational and maintenance needs across Canada. Likewise, the primary funding avenue for this project is anticipated to largely stem from government funds, grants, and collaboration with other organizations. However, an additional emphasis is also placed on fundraising as a strategy for this initiative. Fundraising involves soliciting donations and support, which has demonstrated effectiveness and widespread popularity in enhancing community well-being (cite bibliography 29). The following are potential funding sources (Appendix 3):

Government Funding:

- Ontario Trillium Foundation [Community Building fund- capital stream]
- Community Enhancement Fund
- Rural Economic Development Fund
- Ontario Sports and Recreation Community funds
- CPRA Community Grant Program

Corporate Funding:

- Nike Community Impact Fund in partnership with Ontario Sports Network
- Community Action Grant

Fundraising:

- Crowdfunding
- Mobile Donations
- Social Media Donations
- Peer-to-Peer Donations
- Co-Venture Donations
- In-Kind Donations

Although various government and strategic funding sources have distinct processes and deadlines, having a well-documented (Appendix 4)

- Plan,
- Executive Summary
- Problem statement,
- Vision,

- Budget,
- Harness the impact of collective actions (for collaborative with corporate or individual entity),
- Associated value is crucial,
- Sustainable evaluation.
- Many applications necessitate a supportive background to be considered, reinforcing the proposal's concept.

Recommended Fundraising Steps

- Craft a compelling narrative for the fundraising cause.
- Have a dedicated fundraising representative.
- Compile a list of potential contributors.
- Prepare a comprehensive strategy and plan.
- Express gratitude to all those showing interest.

Recommendations/Guidelines for Enhancing the Likelihood of Fundraising Application

Approval

- Uphold integrity by refraining from exaggeration and fostering trust.
- Prioritize transparency throughout the application process.
- Incorporate ethical assurances to reinforce credibility.
- Adhere to legal obligations and requirements.
- Highlight the grant's potential community value as a focal point.

Priority Checklist for Coboconk-Norland

- Formulate a proposal with comprehensive and well-documented elements.
- Incorporate storytelling across all methodologies.
- Monitor application deadlines.
- Construct a realistic estimated budget covering potential income, expenses, and timelines.
- Spotlight the Chamber of Commerce's community contributions.
- Initiate the application process.

Step 2 Overview

- Gain comprehension of funding practices.
- Explore diverse funding sources.
- Identify essential documents for the application process.
- Navigate the fundraising process.
- Follow guidelines to augment approval potential.
- Utilize a systematic checklist.

"Why is This Step Number Two?"

Prior to involving a committee in the volunteer program, it's crucial to possess the resources capable of implementing and overseeing the program's establishment and operations. Furthermore, as the community engagement process can become costly at certain stages, having a strategy to secure funding facilitates the program's smoother management.

Step 3: Forging collaborative partnerships

Before delving into this phase, the paramount step is to recognize stakeholders integral to this plan. Stakeholders, whether exerting direct or indirect influence, hold significance. Identifying

stakeholders is pivotal as it aids in assessing the landscape to locate compatible partners who can align with the objectives. The potential stakeholders for the development of this volunteer program encompass:

Internal:

- *Committee Members*
- *Chamber of Commerce Staff*
- *Volunteers*

External:

- *Kawartha Municipal Government*
- *Provincial Government*
- *Corporate Funders*
- *Individual Donation Contributors*
- *Coboconk-Norland Residents*
- *Seasonal Visitors*
- *Neighborhood Communities*
- *People who commute often deal with lumber.*

The partner organizations the Chamber of Commerce is associated with.

Following the overview of current and potential stakeholders, let's now delve into the concept of a "partner" in the context of community engagement.

Who is a partner?

A partner denotes an organization or a consortium of organizations that collectively share an aligned enthusiasm for a common vision and commit to cooperation, often formalized through a contractual arrangement. In this context, the partnership's scope isn't confined to a singular objective; rather, it encompasses a wide spectrum and encourages collaboration with all organizations endorsing this project's vision. This form of partnership is termed as a Strategic Partnership, with the emphasis on advancing the mission through collaborative efforts. As a partnership develops and resources are pooled, the partners transition into stakeholders who wield direct influence over decision-making, policy formulation, and the shaping of community engagement.

Recommended collaborations

The suggested partnership opportunities have the potential to significantly elevate the quality of the volunteer-led program. Among these opportunities, certain clubs and organizations are already established in the locality, while others are potential collaborators currently under consideration. By forging connections with these entities, the program can tap into their expertise, resources, and networks to foster a more comprehensive and impactful community engagement effort.

Community-based:

- *Royal Canadian Legion*
- *Lions Club*
- *Canadian Parks & Recreation Association*
- *Diverse Community Groups*
- *First Nation community group*
- *Local & Neighborhood Community Centre*
- *Seniors Club*
- *Teeny Tiny Summit*

Education-based:

- *Ridgewood Public School*
- *Fenelon Falls Secondary School*
- *Langton Public School*
- *Trent University*
- *Fleming College*
- *National strategic compliance groups*

Faith-based:

- *Church groups*

Funding based:

- *Government of Ontario*
- *Ontario Sports Network*

Other collaborations:

- *Local Businesses*

- *Corporations*

Advantages potentially derived from these suggested partnerships encompass

- Synergizing individual strengths and pooling resources collaboratively.
- Establishing enduring relationships that yield mutual advantages.
- Enhancing program efficacy and operational efficiency.
- Addressing diverse partnership scopes for comprehensive outcomes.
- Fostering companionship and promoting interpersonal connections.
- Fostering leadership development opportunities in the community.

The aspects to assess before considering a collaboration

1. Organization Type
2. Target Audience
3. Barriers & potential benefits
4. Mission, Vision, and Core Values
5. Expected Outcome
6. Available resources
7. The factors of trust
8. The legal and ethical obligation

How can the success of a collaboration be recognized?

- **Alignment of Vision:** A shared vision unites collaborators.
- **Resource Pooling:** Combined resources for shared vision attainment.
- **Defined Boundaries:** Formal agreements for conflict resolution.
- **Complementary Strengths:** Flexibility and collaboration in utilizing strengths.
- **Expanded Opportunities:** Enhanced prospects for all parties involved.

Recommended tools for promoting partnership

Tool 1: Community Focus Groups

Tool 2: Consultations with corporations

Tool 3: 211 (Ontario.ca)

Tool 4: Teeny Tiny Summit Platform

Tool 5: Non-profit networking platforms

Tool 6: Youth Engagement Committees

Priority Checklist for Coboconk-Norland

- Analyze the aspects to consider before collaboration.
- Discover and document potential organizations for partnership.
- Approach potential partners through recommended tools.
- Recognize a successful collaboration.
- Recognize the scope of collaboration.
- Unlocking opportunities for a better future.

Step 3 Overview

- Identifying all Stakeholders.
- Understanding the definition of a 'partner' according to relevancy.
- Recommended Collaborations.
- Potential advantages that can be derived from recommended collaborations.
- The aspects to be considered before a collaboration.
- How can a successful collaboration be recognized?
- Recommended tools for promoting partnership.
- Priority Checklist for Coboconk-Norland.

"Why is This Step Number Three?"

The inclusion of partnership as the third step stems from its positioning in the sequence following the establishment of communication channels with the target audience and the exploration of funding avenues. At this juncture, the pivotal task is to recognize the individuals who will be affected by forthcoming decisions before progressing to subsequent stages. This recognition is vital as it aids in pinpointing the underlying rationales for decisions, uncovering potential opportunities, and anticipating plausible challenges that could impede the process. Thus, the identification of stakeholders and partners assumes a crucial role in enhancing the program's design and efficacy.

Step 4: Referencing Benchmark Practices

Benchmarking is a pivotal process that involves the thorough evaluation of best practices implemented in other towns sharing similar community profiles. The objective is to gain insights and references from these successful practices, ultimately fostering the creation of an enhanced

program. In this context, we direct our attention towards several noteworthy communities that have exhibited commendable achievements in community engagement and the establishment of volunteer-led initiatives. The communities under consideration include:

- **Temagami, Ontario:** A community known for innovative community engagement practices and a volunteer-driven recreation calendar, offering valuable insights for program enhancement.
- **Norman Wells, North-Western Territories:** Demonstrating effective collaboration and volunteer-led initiatives, Norman Wells provides noteworthy strategies for fostering active community involvement.
- **Strathcona County, Alberta:** Strathcona County's integration of community engagement and volunteer-based recreation initiatives offers key lessons on transformative approaches.
- **Annapolis Royal, Nova Scotia:** Despite being a tiny community, the town offers a lot of successful recreation programs due to its ability to perform community engagement along with offered incentives.

These communities' experiences provide an in-depth perspective on how the implementation of a volunteer-led program can lead to effective community center management. Through an analytical exploration of their practices, we intend to uncover the mechanisms behind their successes, comprehend the evolution of their approaches, gauge the measurable impacts yielded, and ascertain the breadth of the implemented programs. This comprehensive analysis serves as a compass, guiding the formulation of an optimized volunteer-led program tailored to our community's unique context and aspirations.

Comparative Community Engagement Analysis

The comparative community engagement analysis is key findings practices that can be inspired to be adapted and included in the program. The practices have given the best results for benchmarking communities and have resulted in better community engagement. They are as follows:

1. Multiple-scale community input to enhance the creation of the program from internal & external stakeholders.

2. Keeping the stakeholder's voice at the heart to best utilize the program and creation of the master plan through enhanced service delivery, use of trendy technology, and overall filling the gap in the community.
3. Adapting the act of philanthropy and engaging in greater engagement with the private sector.
4. Adapting Community Engagement as a part of service delivery of sports & recreation centers through leveraging public resources and increasing the value of public investment.
5. Incorporating a community engagement section on the town's website, complete with an interactive walking map, underscores the pivotal function of each engagement tool.

Significance

The utilization of benchmarking with other communities serves as a valuable asset in our research endeavor. This practice not only offers insights into various community models but also facilitates the incorporation of pragmatic, efficient, and impactful best practices into the framework of Coboconk-Norland. These benchmarked communities have adeptly embraced volunteerism through community engagement, effectively empowering community members in the decision-making process. Consequently, their facilities are maximally utilized, contributing to a range of positive outcomes such as improved mental well-being, augmented revenue generation, reinvestment for enhanced resources, amplified economic impact, and more. Thus, the meticulous analysis of benchmarked practices becomes a crucial undertaking to ensure the optimal adaptation of the community engagement process within our context.

The Process of Evaluation

Regular evaluation of the benchmarking process is imperative for our research paper. While public engagement remains crucial, the integration of innovative and contemporary practices becomes essential. Drawing insights from benchmark practices can considerably enhance our engagement approach. Hence, conducting periodic assessments becomes a necessity. For Coboconk-Norland, an optimal timeframe for environmental analysis to identify trends would be on a monthly basis. Monthly evaluations of practices can effectively gauge the quality of services offered by the local recreation center. Additionally, this approach can be leveraged to identify potential opportunities and threats for the future. Recommended practices to analyze benchmarking process

Recommended practices to carry out benchmarking process

1. Scan the internal and external environment in the towns of Coboconk and Norland.
2. Analyze the current trends (especially participation trends) shaping the community.
3. Search for 3 communities with similar community profiles, and 1 with slightly different community profiles. The goal is to recognize practices not only in rural municipalities but to adopt best practices that are highly recognized. Referencing to a different community profile doesn't limit the scope of the process.
4. Identify & analyze various practices implemented by these communities.
5. Adapt best practices based on trends in Coboconk-Norland to enhance the quality of the process.

Recommended main questions to be considered while identifying & analyzing the benchmarking process

1. What trends are prevalent within the community?
2. What is the significance and result of implementing the trend observed in the benchmarked community?
3. Based on the responses to questions 1 and 2, what prospects are accessible within our community? Why?
4. How can we amplify community engagement through the integration of the identified trend?
5. Is it possible to incorporate the observed trends within our allocated budget?
6. Do any of our partners or stakeholders endorse the notion of implementing these trends in any capacity?

Priority Checklist for Coboconk-Norland

- Consulting the adopted recreation practices from the recommended communities.
- Examine the approach to community engagement and the effective shift of decision-making to the public.
- Identify key indicators of successful practices that contribute to a comprehensive program. Review the policies of the recreation committee and their service delivery process.
- Devise a framework that addresses existing gaps in the Coboconk-Norland communities and aligns with the community profile.
- Validate its feasibility within the designated budget constraints.

- Engage with partners and stakeholders to explore potential opportunities aligned with benchmarked practices.
- Refine, if necessary, and implement the integration of the most suitable practices.

Step 4 overview

- Identifying the ideology of benchmarking and selecting communities to be benchmarked.
- Analyzing the comparative community engagement practices.
- Significance of Analyzing the practices.
- The process of Evaluation.
- Recommended practices to carry out benchmarking processes.
- Questions to be considered while identifying and analyzing the benchmarking process.
- Priority checklist for Coboconk-Norland.

“Why is This Step Number Four?”

The ultimate phase of Phase 1 involves the benchmarking process, strategically situated after the comprehensive analysis of fundamental elements essential for comprehending and examining trends related to community engagement. Moreover, this comparative analysis serves to pinpoint practices that have not yet been endorsed or incorporated within the framework of the plan's design but hold the promise of augmenting its effectiveness. This represents the conclusive step within Phase 1, dedicated to the evaluation of potential opportunities, while the subsequent step shifts its emphasis toward the implementation aspect.

Phase 2: Execution of Phase 1

Step 5: Co-leading and Recreation Committee Formation

This phase primarily directs and initiates the commencement of the implementation stage, which is further subdivided into two distinct components. The initial stage centers around co-leading, a concept situated along the public engagement spectrum as defined by the International Association of Public Participation. This co-leading stage aligns with the third stage which involves collaboration. Conversely, the establishment of a recreation committee constitutes the latter half of this step, synergistically bolstering the final two stages encompassing collaboration and empowerment. These latter stages effectively shift the locus of decision-making authority into the hands of the public. This pivotal step is poised to facilitate the establishment of a leadership development framework, thereby facilitating the recruitment, empowerment, and motivation of volunteers who will play instrumental roles in the adept management of the recreation center. Additionally, it will underscore how this brand of leadership development, rooted in the principles of people's initiative, for the people, and by the people, can substantially augment the overall value of the program. This augmentation is expected to significantly contribute to the upswing in participation trends and the overall well-being of the community. As the success of this iterative plan becomes entrenched, the Chamber of Commerce's supervisory role is anticipated to recede to minimal oversight levels that will be explored in the third phase. This transition underscores the plan's self-sustaining nature, potentially fueled by recurring adaptations. In essence, the framework outlined in this phase holds the promise of not only shaping effective leadership but also fostering increased community engagement and well-being, culminating in a more vibrant and participative community.

Co-leading

The concept of co-leading holds utmost relevance when positioned within the context of the third stage along the International Association of Public Participation (IAP2) spectrum. However, before delving into its significance, let's begin by defining co-leading. For this report, Co-leading denotes a phase wherein the Chamber of Commerce Staff engages in interactive processes, imparts training, and fosters public development through meaningful interactions within the public sphere. Simultaneously, it also exerts influence over key program components, effectively steering its direction. In this phase, a situation unfolds wherein both stakeholders, comprising the Chamber of Commerce Staff and the general public, actively contribute on an equal footing. Subsequently, the municipality encourages this shift in focus towards public members, further enhancing their participation in the decision-making process. Co-leading shares a remarkable resemblance with the third stage in the IAPP spectrum, known as 'Involve.' In the involvement

stage, the public plays a pivotal role in identifying both threats and opportunities while actively participating in the decision-making process. However, this stage is often considered a 'training stage' and 'policy development stage,' where a municipality or leader organization, in this case, the Chamber of Commerce, predominantly governs most program aspects. The concept of co-leading assumes paramount importance in the context of adapting best practices for the management of community engagement programs. It serves as a platform for nurturing public members into becoming leaders through their active participation in various simulations and engagement activities.

keywords that describe the correlation stage are as follows

1. Mentorship
2. Shared Leadership
3. Decentralization of Power
4. Training, Policy, and Development
5. Feedback

Recommended Tools**Involve**

<u>Tools</u>	<u>Level of Influence</u>	<u>Cost</u>
➤ Brainstorming	M - Mandatory	Low
➤ Simulation	M - Mandatory	High
➤ Community Profiling	M - Mandatory	Medium
➤ Public Involvement	M - Mandatory	Low
➤ Conference	O - Optional	High
➤ Citizen Juries	O - Optional	High
➤ Delphi Study	O - Optional	Medium
➤ Workshops	H - Highly Recommended	Medium
➤ Visioning	H - Highly Recommended	Low
➤ Summit	O - Optional	High

Significance of Co-leading

This phase empowers community members with the capacity to experiment, comprehend, and tailor practices to their context. Moreover, the extent of engagement among members serves as an indicator of their interest level and the breadth of their potential contributions to the recreation committee. At this stage, the informal establishment of a committee is strongly advised. It is of utmost importance to employ the appropriate tools to promote this stage, as failing to recognize the significance of this process can hinder the development of potential programming.

Recommended practices for Co-leading

1. The Crucial Selection of Participants:

The careful selection of the right individuals is of utmost significance.

2. The Role of Trust, Encouragement, and Participation:

Trust, encouragement, and active participation play substantial roles.

3. Promoting Engagement Among Partners:

It is essential to cultivate engagement among our partners.

4. Motivating Public Involvement and Risk-Taking:

Motivating public members to actively engage and embrace calculated risks is imperative.

5. Development of Effective Tools:

The creation of recommended tools is advisable to optimize outcomes.

6. Focusing on Concentrated Decision-Making:

Concentrated participation in the decision-making process is a central focus.

7. Recognizing Potential Barriers:

It is vital to acknowledge potential barriers.

8. Managing Challenges in Large Groups:

Particularly, it's worth noting that there is a higher likelihood of arguments, disbelief, and misunderstandings at this stage due to the involvement of a larger number of people.

9. Establishing Structured Resolution Mechanisms:

Therefore, it is essential to establish a structured framework that facilitates addressing arising questions and resolving issues efficiently.

Priority Checklist for contribution required from Chamber of Commerce

- Encourage public participation in service delivery programs.
- Promote analysis of threats and opportunities in decision-making for service delivery programs.
- Provide training, development, and input in policymaking.
- Co-lead the program with a gradual reduction in involvement.
- Recognize and reward engaged members in dynamic decision-making.
- Initiate engagement of fostered leaders for enhanced leadership development.
- Accelerate the formation of the Recreation Committee.

Co-leading Overview

- Identifying the meaning of co-leading with the relevancy of this project
- Outline the positioning of Co-leadership of the Chamber of Commerce with public members.
- Keywords that describe co-relationship.
- Recommended tools that can be utilized at this stage to reach the audience.
- Significance of Co-leading and using the right tools with comprehensive analysis.
- Recommended practices for co-leading

- Priority Checklist for contribution required from Chamber of Commerce.

Facilitating the Establishment of the Recreation Committee

This phase stands as a pivotal cornerstone within the process. It centers on the creation of a 'committee,' which fundamentally comprises a group of members geared towards amplifying the value of service delivery through active involvement in the decision-making process, representing the community's interests. The committee is entrusted with the responsibility of overseeing the future endeavors of community engagement. Once the committee is assembled, a maximum level of commitment is imperative for effective program management. Within the spectrum of engagement outlined by IAP2, this stage aligns with what can be termed as the 'Collaborative' Stage. The highest degree of input is sought from both public members and committee representatives, all of whom serve as voices for the community's interests and the voice is used to implement innovative and comprehensive decision-making.

Why is it recommended to establish a committee?

The establishment of a committee serves as the key to a service-driven approach to managing the recreation and community center, substantially augmenting its value through active public engagement. Once a committee is in place, the management of the recreation center becomes self-sustaining. Typically, these committees align with municipal objectives and play a crucial role in community well-being. These committees possess the capacity to foster, develop, and train ambassadors who can serve as frontline representatives of the community, engaging with the public on a daily basis. This approach contributes significantly to the analysis of community trends and the continuous improvement of service delivery through public engagement. It's important to note that committee members are driven by their passion for enhancing the community and are generally not financially compensated. Their involvement is born out of a genuine desire to participate rather than being bound by duties and responsibilities. Therefore, these ambassadors operate within a budget, actively participate in public engagement, assess community participation and profiles, and make recommendations for service delivery programs that provide exceptional value to the audience.

What is Volunteer management and why is it needed?

Volunteers assume a pivotal role in the committee's functioning. They are individuals who generously contribute their time and efforts without monetary compensation, driven by a shared commitment to enhance community well-being. These volunteers serve as ambassadors for the

committee, actively engaging with the community and partners to gather firsthand insights. Their contributions span various facets of committee management, encompassing fundraising, campaigning, marketing, operations, and recruitment, among others. Unlike committee members, who are typically drawn from those closely associated with the community, volunteers can be recruited from diverse backgrounds. However, they require training to perform at their optimal capacity. This underscores the importance of our initial focus on co-leading, which assists the committee in identifying areas where volunteers, with little prior knowledge of the environment, can seamlessly integrate. Consequently, effective volunteer management becomes essential for the processes of selection, recruitment, training, and performance evaluation. Given that volunteers represent the face of the community, regular assessment is imperative. Failure to execute this process correctly can lead to unclear efforts, limited public participation, and a misallocation of resources.

Who can engage as a 'volunteer' for Coboconk-Norland?

Building on the preceding discussion, volunteering is an open opportunity for anyone to contribute. To streamline engagement at the initial phase, I suggest considering volunteering possibilities with all stakeholders and potential partners. Given the limited training capacity in the early stages, pursuing well-defined opportunities can prove highly advantageous. The following are my recommendations for recruiting volunteers:

- Local School Associations
- Residents
- City of Kawartha Lakes Volunteer Engagement Committee
- Canada Parks & Recreation Association
- Local Seniors Club, Royal Legions, and Lions Club
- Trent University
- Fenelon Falls Public Schools
- Lindsay Community Centers

Following the IAP2 spectrum, the establishment of a committee and the engagement of volunteerism are situated within a specific phase where assessment, involvement, innovation, and decision-making intersect with the municipality (to a limited extent) and the committee and

its partners (to a substantial extent). This stage is categorized as 'collaboration.' To execute effective collaboration, a specific toolkit must be employed to facilitate and achieve the intended objectives. These tools are instrumental in ensuring that the goals of the collaboration stage are met by conveying the appropriate processes at opportune moments.

Recommended Tools

Collaborate

<u>Tools</u>	<u>Level of Influence</u>	<u>Cost</u>
➤ Participatory Decision-Making	M - Mandatory	Medium
➤ Advisory Committee	H - Highly Recommended	Low
➤ Consensus Building	M - Mandatory	High

These tools primarily emphasize the critical role of involving the public at every phase of the process. They act as catalysts for active community engagement, ensuring that public input is consistently sought and integrated into decision-making. However, to attract volunteers to participate in the process of public engagement mentioned above, the recruitment of volunteers becomes a prerequisite. In the digital era, reaching out to people is not difficult. Nonetheless, it is crucial to note that volunteerism has been on the decline for several reasons. Therefore, reaching the right people at the right time is of utmost significance. The recommended media for outreach to prospective volunteers is as follows:

1. Word of Mouth
2. Updating Chamber of Commerce, Kawartha Lakes, and Kawartha Lakes recreation websites.
3. Posting opportunities on social media.
4. Sending out printed pamphlets or newsletters.

5. Partnership Networks

Recommended process of developing a volunteer-led program

1. Draft a job advertisement containing comprehensive job descriptions and necessary qualifications.
2. Publish the advertisement across the diverse channels previously mentioned.
3. The committee member assigned to oversee recruitment will review and assess applications.
4. Extend interview invitations to qualified candidates.
5. Once the selection is made, Commence the training and development process.
6. Enroll the chosen candidate as a volunteer member.

Recommended guidelines for the process of developing a volunteer-led program

- Secure a Varied Pool of Applicants
- Clearly Define Non-Paid Terms Prior to Enrollment
- Offer Comprehensive Training and Development
- Emphasize Accessibility, Inclusivity, and Diversity
- Enroll Individuals Encouraged to Contribute to Community Well-Being

Priority checklist for Coboconk-Norland to successfully adapt Volunteerism

- Appreciate the Importance of Volunteerism within the Community.
- Evaluate Potential Volunteer Sources for Active Engagement.
- Assess Appropriate Tools for Effective Volunteer Management and Select the Most Suitable Ones.
- Identify Communication Channels for Outreach Review and get in touch.
- Refine the Process in Accordance with Policy Development.
- Consider Guidelines During the Engagement Process Implement Volunteerism for Enhancing the Recreation Facility.

Following the adaptation of volunteerism, the subsequent part delves into the formation and management of the recreation committee. We learned at the beginning of this step about why the formation of a committee is needed and how it contributes to regulating the recreation center. This step concludes the process of community engagement with tools that can support the complete shift of decision-making in the hands of the committee. But before we delve into tools, let's analyze certain aspects that can help us define the relevance to Coboconk- Norland.

The purpose of the Committee for Coboconk-Norland

The primary aim of establishing the 'committee' is to ensure the continued and effective management, operation, and development of the Legion Park Sports and Recreation Center. The overarching goal is to enrich the center's overall value by fostering robust public involvement and harmonizing its endeavors with the objectives set forth by the municipality, all within the framework of the available resources. Consequently, the committee shall be officially designated as the 'Recreation Committee'.

Recommended Role of the Committee to fulfill the purpose (confined to Coboconk-Norland)

- The committee bears the responsibility of overseeing the effective administration of daily operations within the recreation center. This encompasses the maintenance of facilities, the scheduling of activities, and the rigorous adherence to safety and regulatory protocols.
- A pivotal duty involves proactive engagement with the community, promoting broad participation in recreational programs and events. This includes seeking input, coordinating community activities, and nurturing a collective sense of ownership.
- Engaging in cooperation with relevant stakeholders to craft policies and directives that govern the operations of the center, with an emphasis on upholding principles of fairness, inclusivity, and adherence to regulatory mandates
- Cultivating leadership skills within both the committee and among volunteers to proficiently carry out diverse tasks and drive various initiatives.
- Fostering partnerships.
- The committee plays a crucial role in harmonizing the objectives of the recreation center with the overarching goals and strategies of the municipality. This encompasses lending support to municipal initiatives dedicated to improving community health and well-being.
- The committee must actively pursue funding, allocate resources with care, and investigate approaches for ensuring the sustainability of the center over the long term.

Community Engagement Recommended Tools for Coboconk-Norland

This stage refers to the 'empower' stage (the final stage) on the IAP2 spectrum. This stage is termed empower because at this deducted step, all the decision-making power, duties, and

responsibilities are placed in the hands of the committee and what they analyze and deduct is used to adapt the final decision.

Empower

<u>Tools</u>	<u>Level of Influence</u>	<u>Cost</u>
• Mind Mapping	M - Mandatory	Low
• Nominal group	O - Optional	Medium
• Samoan circles	H - Highly Recommended	Low
• Ballots	M - Mandatory	Low
• Resident juries	O - Optional	Medium
• Resident Budget-making	H - Highly Recommended	Medium
• Advocacy training	O - Optional	Medium

Recommended criteria of selecting members and time frame of the membership

Beginning Phase:

- During the initial phase, committee members will be carefully chosen through selection by the Chamber of Commerce staff. This selection process ensures that individuals with a keen interest and commitment to the project are involved.
- Typically, the elected committee members in this phase are appointed for a standard term of two years. This term duration strikes a balance between continuity and the introduction of fresh perspectives over time.

- The ideal committee structure envisioned for this phase comprises essential roles, including a president, vice presidents, and an additional five committee members, each assigned to focus on distinct aspects of the recreation center's creation.
- Volunteers, who play a crucial role in supporting the committee's efforts, are expected to dedicate their time for a period ranging from three to six months, with the option to renew their contract at the end of this term.
- Furthermore, it's worth noting that members and volunteers have the flexibility to resign from their positions without the need for prior notice. This flexibility accommodates changing circumstances and ensures a dynamic team composition.

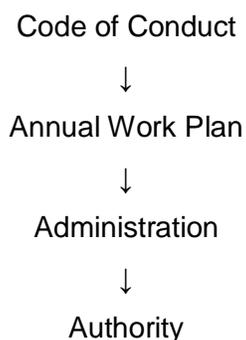
Developed Phase:

- In the more developed phase of the project, the democratic process takes precedence as committee members are elected by the engaged and invested Coboconk-Norland community. This selection process ensures community representation and fosters a sense of ownership.
- The term of office for elected committee members in this phase varies, ranging from three to five years. This extended term provides an opportunity for sustained commitment to the project, allowing for longer-term planning and execution.
- To guarantee compliance with relevant laws and policies, the inclusion of a municipal representative within the committee structure is considered essential. This representative acts as a liaison between the committee and municipal governance, helping to navigate legal complexities.
- Moreover, the involvement of existing partners is actively encouraged, with the goal of ensuring a diverse and collaborative approach. One or more partner members may join the committee, contributing their expertise and resources.
- Within this phase, the committee's ideal composition expands to encompass a broader membership structure. In addition to the roles of president and vice presidents, ten additional members join the committee, facilitating a more comprehensive coverage of the various aspects involved in managing the recreation center.
- Similar to the beginning phase, volunteers remain integral to the project, offering their support for periods of three to six months, with the possibility of contract renewal. This flexible volunteer engagement allows for a dynamic and adaptable team.

- Lastly, members and volunteers retain the flexibility to resign from their positions, provided they provide one week's notice. This approach ensures a harmonious and cooperative working environment while accommodating individual circumstances.

Note: Other regulations may be applied that can be referred to the govt.ca website.

The sequence of processes highlighted below should be tailored to align with the establishment process, environmental analysis, and the preferences of the municipality that can further shape the committee as needed.



This concludes the community engagement process, as the final step places the decision-making authority squarely in the hands of the community members. This transition signifies the achievement of a successful community engagement endeavor. In the subsequent sections of this report, we delve into the adoption of a sustained approach to this process and scrutinize the metrics of success.

Formation of Volunteerism & Recreation Committee Overview

- Understanding the ideology of volunteerism and its need of implementation confined to Coboconk-Norland.
- Identifying stakeholders that can engage as volunteers.
- Recommended tools for community engagement at this stage.
- Tools for outreach.
- Recommended process of developing volunteer program.
- Guidelines for the process.
- Priority Checklist for adapting volunteerism.
- Identifying the need to establish a committee.
- The purpose of the committee for Coboconk-Norland.

- Recommended role of the committee.
- Recommended Community Engagement tools.
- Recommend Criteria for selecting members and time frame of their elective position.
- Subsequent process identification

Step 6: Marketing & Audience Management for service delivery (in general)

This step is integral to the effective operation of recreation and sports centers, as it entails the identification of optimal strategies for reaching the target audience with precision in terms of timing and location. These recommended strategies can be leveraged to their fullest potential by conducting a thorough analysis of the community's demographic profile and evolving trends in the context of recreation and sports centers. The overarching objective is to ensure inclusivity, catering to a diverse range of community members by selecting both broad and specific channels of communication. Importantly, these channels hold versatile applicability, extending beyond the realm of the recreation and sports center program.

For Seniors in the community, several channels have proven effective in promoting recreation and sports center programs

- **Newsletter:** A traditional yet reliable medium for disseminating information, particularly well-received by the senior demographic, conveying details about upcoming sports and recreation events.
- **Flyers:** Physical handouts that can be distributed at community centers and events, ensuring visibility for seniors, and providing event schedules and program offerings.
- **Signs & Banners:** Physical signage strategically placed in high-traffic areas, enhancing local awareness of the recreation and sports center's presence and activities.
- **Emails:** Electronic communication that allows for direct and personalized outreach to seniors, notifying them about exciting events and wellness programs.
- **Social Media (mainly Facebook):** A platform for connecting with seniors who are increasingly active in the digital space, featuring updates on fitness classes, senior sports leagues, and social gatherings.

Conversely, for engaging with the youth segment in the context of recreation and sports centers, distinct channels are essential

- **Social Media (Instagram on a major scale):** Recognizing the prevalence of Instagram among young adults, this platform serves as a primary channel for interaction and promotion of youth-oriented sports leagues, fitness challenges, and recreational activities.

- **Paid Advertisement:** Leveraging targeted paid advertising to capture the attention of the youth audience, promoting youth-centric sports tournaments, and adventure programs.
- **Texts:** Direct SMS or text messaging as a quick and effective means of communication for notifying youth about last-minute sports game schedules and special events.
- **Google Optimization:** Employing search engine optimization techniques to ensure visibility when youth search online for nearby sports facilities, fitness classes, and recreational opportunities.
- **Websites:** Maintaining an informative and engaging website that caters to the digital-savvy youth demographic, offering online registration for sports leagues, virtual fitness classes, and real-time updates on sports center activities.

Outreach Method	Average Cost Range
Newsletter	\$100 - \$500 per issue
Flyers	\$0.10 - \$0.50 per flyer
Signs & Banners	\$20 - \$500+
Emails	\$10 - \$20+ per month
Social Media Advertising	\$5 - Several hundred dollars
Text Messaging	\$0.02 - \$0.10 per message
Google Optimization	\$100 - \$1,000+ per month
Website Development	\$500 - Several thousand dollars
Paid Advertisement	\$1 - \$50+ per click

[Average cost associated with outreach.](#)

Guidelines for Profiling and Engaging the Target Audience

These guidelines provide a structured approach to understanding and effectively engaging with the target audience.

1. **Community Profile Analysis:** Begin by thoroughly scanning the community profile to gain insights into its demographics, preferences, and needs.

2. **Segmentation Based on Unique Traits:** Bifurcate the audience into distinct segments based on their special characteristics and interests, allowing for tailored engagement strategies.
3. **Trend Analysis for Special Traits:** Examine current trends and behaviors within these identified segments to develop engagement approaches that resonate with their unique traits.
4. **Budget-Conscious Options:** Consider communication and outreach options that align with budget constraints while maximizing impact.
5. **Accessible Tools:** Prioritize the selection of communication tools that the target audience can easily recognize and access within their comfort zones, minimizing the need for them to step out of their familiar spheres.

Step 6 Overview

- Identifying the significance of engaging with the right tools and with the right target audience.
- Average cost associated with it.
- Guidelines for engaging the target audience.

Phase 3: Persistent Implementation and Measures of Advancement

Step 7: Sustained Evaluation and Ensuring Long-Term Value through Engagement

This phase of evaluation serves as a critical checkpoint in the community engagement process, aimed at comprehensively assessing key performance indicators (KPIs) to gauge the progress and effectiveness of the outlined community engagement strategy. Its ultimate goal is to facilitate an evaluation of the overarching service delivery at the Legion Park facility, thereby contributing to its continuous improvement.

Key Performance Indicators (KPIs) Tailored for Coboconk-Norland:

The set of Key Performance Indicators (KPIs) tailored specifically for Coboconk-Norland plays a pivotal role in measuring the plan's advancement and signaling the transition to the subsequent phase, which encompasses the development of a master plan designed to enrich the public's experience. These KPIs encompass a multifaceted array of elements, including:

1. Development & Distribution of Community Engagement Tools Relevant to Each Stage: This indicator assesses the creation and dissemination of engagement tools that align with each phase of the community engagement journey. This plan recommends a bunch of tools designed considering the community profile. Developing and distribution of these tools will enhance the process through initiating the process.

2. Increasing Range of Participation: Measuring the breadth of community involvement and its expansion over time is crucial to understanding the plan's impact. The goal is to encourage 60-70% of the target audience to participate with increasing levels with subsequent time. Increasing participation will increase the proposed value of the recreation & community center.

3. Receiving Continuous Feedback to Evaluate Ongoing Amendments: The collection of ongoing feedback serves as a vital mechanism for adapting and refining community engagement initiatives in real time. Periodical feedback and its implementation must be adapted at each stage of spectrum developed by IAP2. This will enhance the overall quality of community engagement while also covering aspects that are left uncovered. Moreover, feedback can be an asset for a socially driven community like Coboconk-Norland. The feedback has to be gained from all the stakeholders including the audience and partners of all kinds.

4. Forging Value-Based Partnerships Periodically: Periodic establishment of partnerships that align with community values contributes to the plan's overall success. Increasing level of partnerships from local to corporate to national alignment should be encouraged time-to-time. Assessment of increasing level of relationship amongst community and partners should be encouraged periodically to land onto a mutually value based partnership.

5. Community's Understanding of the Value of Community Engagement: Evaluating the degree to which the community comprehends and actively contributes to community engagement efforts is pivotal. Therefore, it is essential to outline the value of community engagement at each step. The impact based on the outcomes shall be analyzed with public inclusion to comprehend the understanding.

6. Adoption of Trendy Practices: Staying attuned to contemporary engagement practices ensures relevance and effectiveness. Trends can be continuously evolving, therefore, referring to and implementing trendy practices can promote the value of the outcome. A fixed period should be set up to analyze these trends along with distributed responsibility amongst volunteers.

7. Enhanced Marketing and Audience Management Tools: Improvements in marketing and audience management tools can enhance outreach and engagement strategies. This includes adaptation of Artificial Intelligence, which can be a proven asset.

8. Periodical Evaluation of Community Engagement: Regularly assessing community engagement initiatives is key to maintaining their effectiveness and relevance. Every three months, the engagement plan should be analyzed to ensure that the adapted practices are relevant to trends and community profile.

9. Formation of a Self-Sustained Recreation Committee: The establishment of a self-sustaining committee marks a milestone in community-driven management. The committee once established and out of co-leading stage, can drive the process of decision-making with public participation.

10. Development of a Service Delivery Plan: The creation of a comprehensive service delivery plan ensures that the facility meets the evolving needs of the community effectively. The service delivery plan refers to development of a master plan for Coboconk-Norland.

11. Efficient Use of Existing Recreation Infrastructure: Evaluating the efficient utilization of existing infrastructure helps maximize available resources. This process can be maximized through periodical assessments, feedback, evaluations, etc.

12. Enhanced Physical and Mental Well-being of the Community: Measuring the impact of community engagement on the overall well-being of community members underscores the plan's significance.

Analyzing the Process, Outcome, and Impact

To comprehensively understand and assess these progress indicators, it is imperative to approach the analysis from three distinct yet interconnected angles:

1. Analyzing the Process: This phase highlights the journey taken to achieve these performance indicators, focusing on the methods and strategies employed during implementation. In other words, it refers to the 'process' outlined in this plan including the assessment of each step, guidelines, toolkit, etc. Therefore, the evaluation process can depict the commencement of a journey.

2. Analyzing the Outcome: The outcome analysis evaluates the tangible results and achievements observed because of the plan's execution. In this plan, the outcome is referred to as the result of the process. The priority checklist enlisted at each step signifies the vital positioning of outcomes and their ability to evolve the process further. Therefore, evaluating outcomes can indicate progress.

3. Analyzing the Impact: Impact analysis delves deeper into the broader implications and the transformative effects of community engagement initiatives on the Coboconk-Norland community. The assessment of what potential this plan carries for the community is focused in this phase. It can identify using the community profile of pre and post engagement process which will highlight the evolvments. Therefore, the evaluation of impact can indicate evolution.

The Participatory Evaluation Approach

This analytical approach is grounded in realism, offering an authentic evaluation of progress, rather than just assessing against intended objectives. By adopting the 'participatory evaluation approach,' the community ensures that stakeholders' active involvement and participation are at the forefront of the assessment process.

Main Benefits of the Participatory Evaluation Approach

- It fosters comprehensive participation from all community members, valuing their voices in decision-making processes.
- This approach encourages buy-in and commitment to the evaluation, enhancing its accuracy and relevance.
- It empowers participants by providing diverse tools and methods for engagement.

Recommended Framework of Evaluation

The process for evaluating community engagement initiatives in Coboconk-Norland is outlined in the following steps:

1. Create or Extract a Logic Model: This step involves the development or extraction of a logical framework that visually represents the path toward achieving goals, providing a structured overview. An illustration of a logic model is represented at the end of this step to identify the vital area to be covered and relevant for assessment.
2. Identify Vision, Mission, and Core Values: Defining a shared vision, mission, and core values establishes a clear and unified purpose for community engagement. These aspects are already identified in this plan which can be used to identify the positioning.
3. Assess the Question of Successful Community Engagement: Evaluators contemplate what defines success in community engagement, enabling the identification of specific criteria for

achievement. In other words, this step involves identifying the KPIs (already identified) that will define progress of this plan. These identified indicators can be used to evaluate participation.

4. Analyze the Collected Data: Data analysis is central to assessing progress and outcomes, providing evidence-based insights into the plan's effectiveness. The collected from all the steps should be analyzed to analyze the positioning of market as well as progress indication.

Guiding Principles for Analyzing Community Engagement Measures

To ensure an inclusive evaluation for Coboconk-Norland, the following guiding principles should be adhered to:

- Equitable Participation: Every segment of the community should have equitable opportunities for engagement.
- Inclusive Engagement: Engagement should create an inclusive environment where diverse perspectives are respected and valued.
- Accessible Opportunities for Involvement: Accessibility should be prioritized to ensure that engagement opportunities are available to all, regardless of barriers.
- Connections to Decision-Making Processes: Community input should directly influence decision-making and policy development.
- Links to Meaningful Change: Engagement initiatives should lead to substantial and positive changes within the community.
- Promotion of Diverse Engagement: Initiatives should actively seek input from underrepresented groups and promote diversity in participation.

By adopting this comprehensive framework and these guiding principles, the community can ensure that community engagement initiatives are evaluated thoroughly and are continually refined to better serve the dynamic needs of Coboconk-Norland.

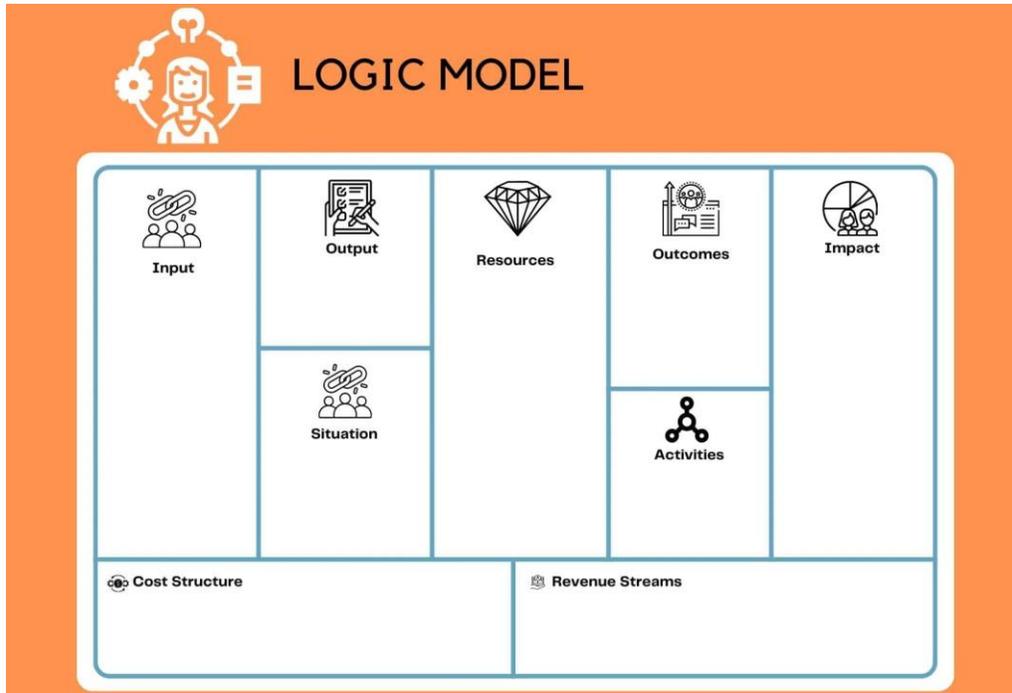


Illustration of logic model

Step 7 Overview

- Key performance Indicators (KPIs) confined to Coboconk-Norland.
- Analyzing the process, outcome, and impact.
- The Participatory Evaluation Approach.
- Recommended framework of Evaluation.
- Guideline principles for analyzing measures.

Step 8: Exploring untapped Opportunities

This section pertains particularly towards unexplored opportunities that were identified that are more proportionate towards service delivery & community development than community engagement. However, I believe they can contribute significantly to enhancement of the overall development of the recreation plan and make the plan more accessible for everyone.

Recommendation 1: Encourage carpooling

- Given the absence of reliable transportation services, the limitations imposed on the master plan due to issues of accessibility and transportation could potentially hinder community engagement.
- Encouraging carpooling within a community like Coboconk-Norland can be characterized as a strong sense of trust and interconnectedness which can improve the overall delivery of the service plan, ensuring that more people can participate in the recreation activities.

Recommendation 2: Using 211 services for outreach

- The 211 platform serves as a valuable resource for improving the well-being of Ontarians by connecting them with appropriate services and information.
- Registering at the Legion Park recreation center with 211 has the potential to significantly increase participation levels across all demographics.
- It is particularly advantageous for seniors, as the simplicity of making phone inquiries aligns with their preferences for communication, eliminating the complications associated with internet-based engagement.

Recommendation 3: participate in government initiative of Age-friendly communities

- Active involvement in the age-friendly community project offers numerous benefits, including raising the overall standard of living, addressing mental health challenges, and promoting increased physical activity among residents.

- Furthermore, engagement in this initiative opens doors to economic development opportunities, as government agencies can provide support for meeting specific milestone criteria, such as funding for transportation services or the maintenance and development of walking tracks.
- By embracing the age-friendly community concept, Coboconk & Norland not only promote well-being and social cohesion but also gain access to valuable resources that support their growth and development.

Recommendation 4: Participate in teeny tiny summit

- The Teeny Tiny Summit serves as a networking platform for rural communities to collaborate on addressing development challenges and fostering economic growth.
- In the process of implementing a service delivery program, unforeseen and unstructured challenges may arise.
- Participation in this summit provides an avenue for seeking support and gathering insights from guest speakers who can offer valuable perspectives to enhance the program's effectiveness.

Recommendation 5: Youth Engagement

- Active youth engagement is crucial at every stage of the program's development to ensure inclusivity and efficiency.
- Involving young community members in decision-making and program activities is essential for creating a comprehensive and effective offering that adds value.
- Moreover, youth development can play a very significant role in shaping the community.

Recommendation 6: Adapting Knitting practice in service delivery program

- Knitting has emerged as one of the most engaging activities, regardless of seasonal barriers.
- It has proven therapeutic qualities and serves as a platform for skills enhancement and entrepreneurship opportunities through small-scale startups.
- Integrating knitting into the program can provide substantial benefits to the Coboconk-Norland community.

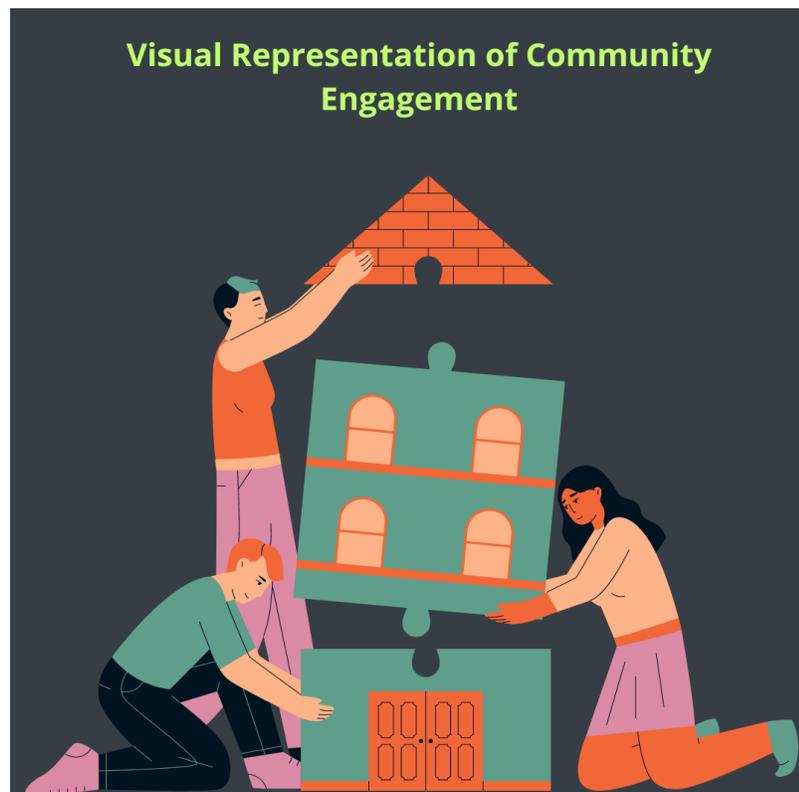
Recommendation 7: Finding a way to generate revenue at a later stage

- At a later phase, it is advisable to explore revenue generation options within the recreation center.
- This approach can diversify program offerings, making them more appealing to a wider audience.
- Revenue sources may include sales, leasing, fees, or other innovative approaches.
- This diversification can lead to a more dynamic program delivery with a broader range of offerings, catering to a variety of interests and preferences.

These recommendations, when integrated into the overarching recreation plan, have the potential to amplify its impact, making it more inclusive, accessible, and beneficial for the entire community.

Conclusion

In conclusion, this document serves as a comprehensive guide, emphasizing the significance of practical and budget-constrained approaches to fostering public participation. The priority checklist at each step outlined here aims to facilitate the establishment of a volunteer-led program, overseen by a dedicated recreation committee that is well-equipped to operate autonomously and ensure sustainability within the Coboconk-Norland community. Every recommendation presented in this paper has been carefully considered, backed by sound reasoning, and validated for its effectiveness. As we bring this report to a close, it signifies the commencement of the development phase for the Legion Park Facility's master plan. This document stands as a testament to our commitment to enhancing community engagement, promoting well-being, and fostering a sense of ownership and inclusivity within the Coboconk-Norland community. It is our hope that the insights and strategies shared here will serve as a valuable foundation for the continued growth and development of this vital community asset.



Appendices

Appendix 1: Community Demographics

Demographic Chart

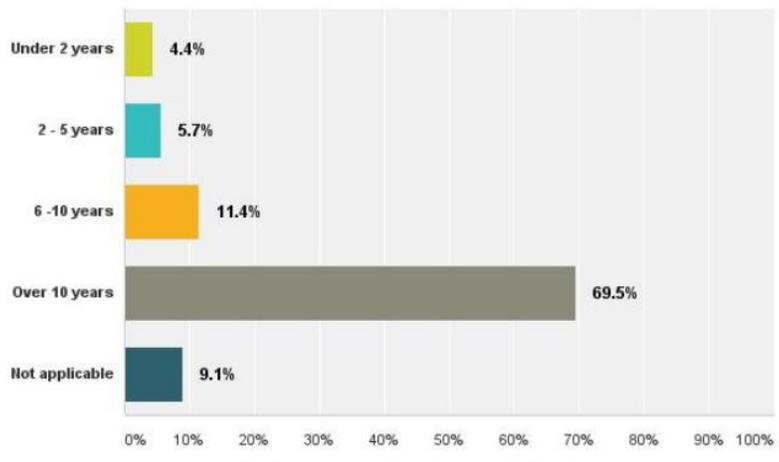
Parameter	Coboconk	Norland
Population	800 (2016 Census)	226 (2021)
Population (Summer)	1000	Data not given
Age 18-44	7.90%	9.80%
Age 45-64	53.80%	55.70%
Age 65 and over	38.30%	34.80%
Seasonal residents (Summer)	65.90%	37.30%
Permanent residents (Summer)	32.80%	55.90%
Migrants to warmer areas (Summer)	1%	6.80%
South Asians	2.60%	Estimated <1%
Southeast Asians	0.60%	Estimated <1%
Japanese	0.20%	Estimated <1%
Median Age	60.1 years	59.4 years

No. of years lived in the community Survey Data retrieved from the Downtown revitalization plan

1.3 How long have you lived in the Community?

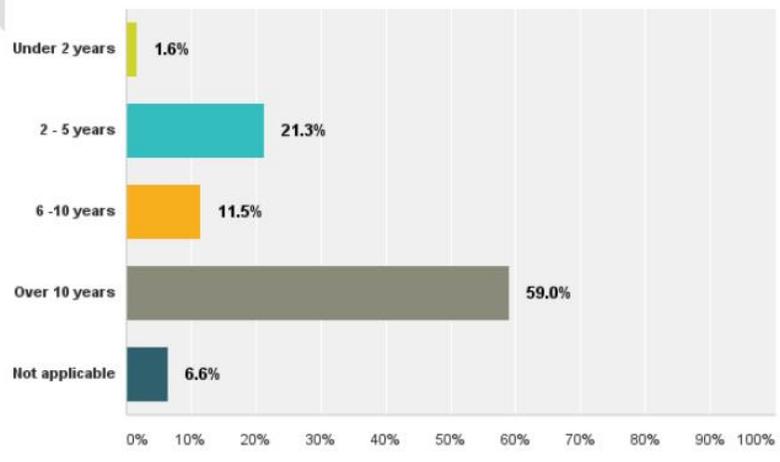
Coboconk

Answered: 298



Norland

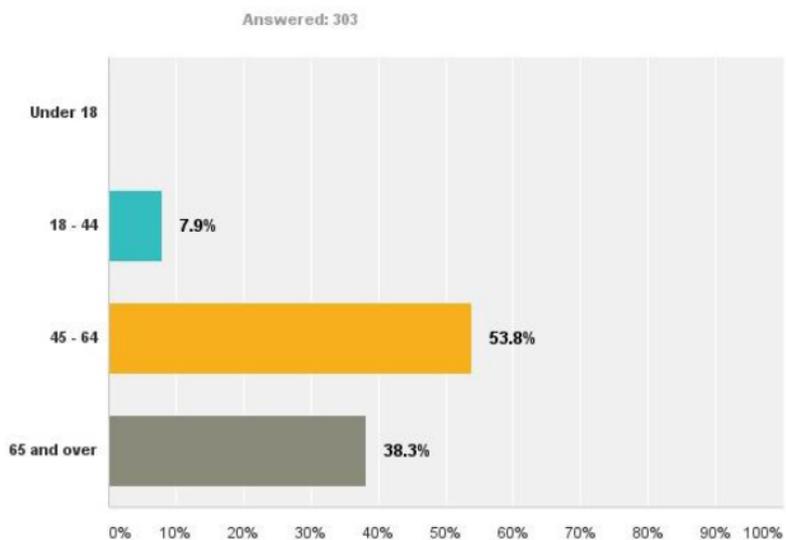
Answered: 61



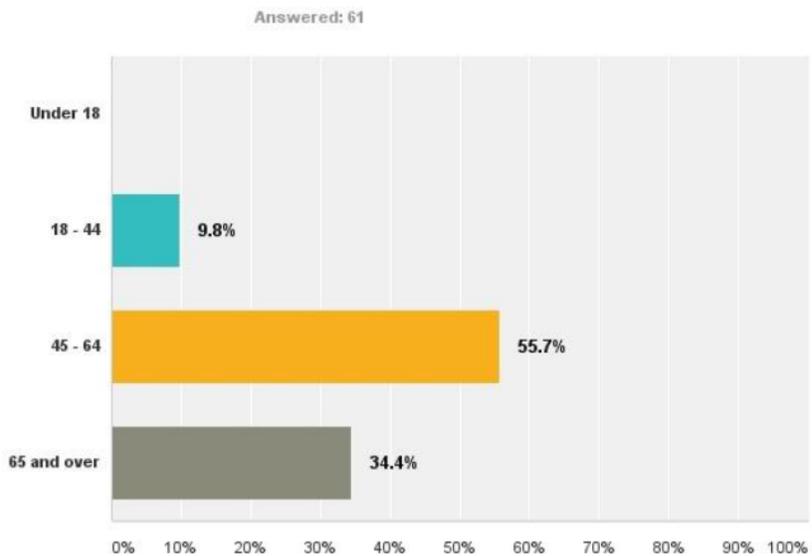
Age Analysis Survey Data retrieved from the downtown revitalization plan

1.2 Please select your age group.

Coboconk

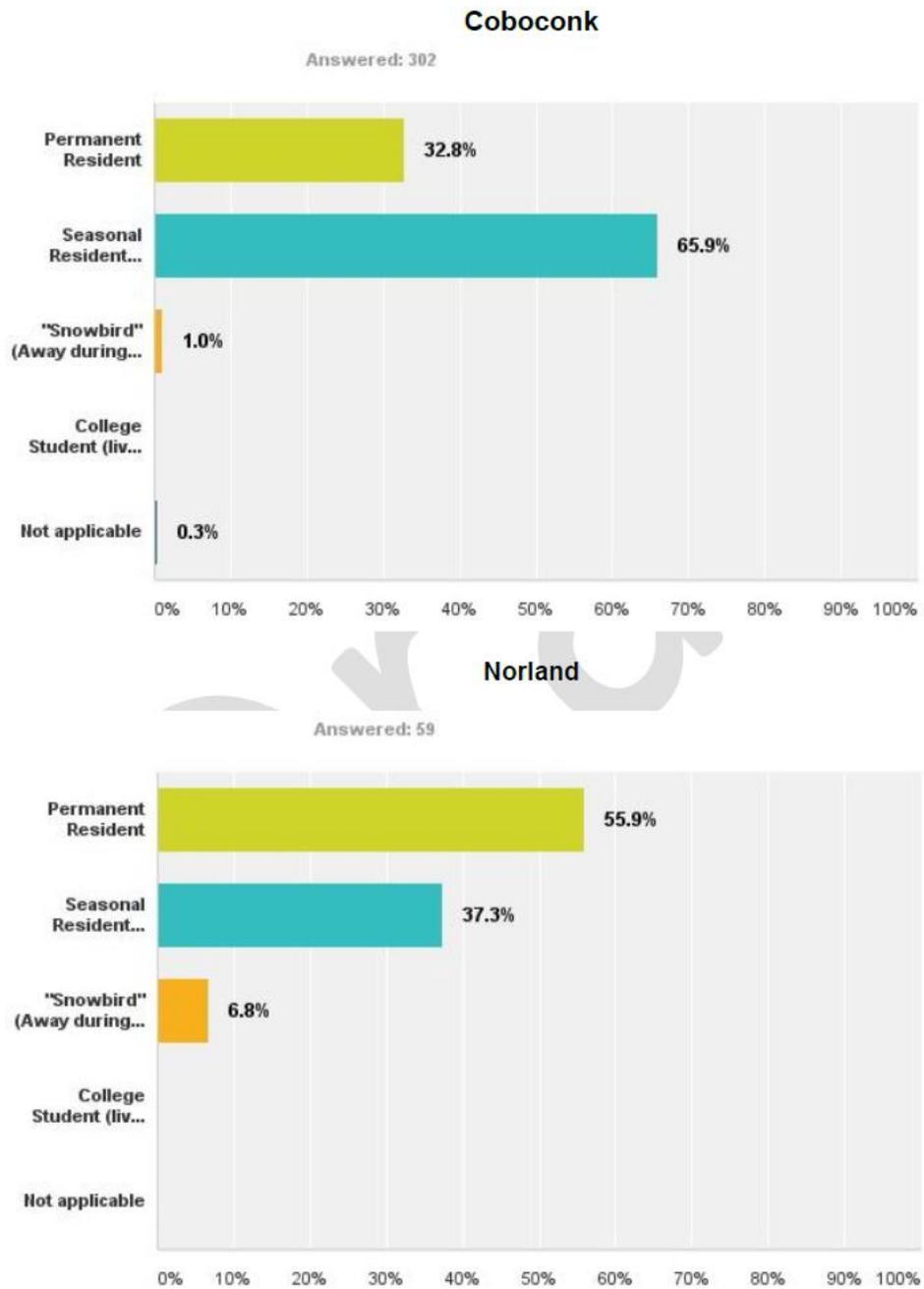


Norland



Distinction of residents Survey Data retrieved from the downtown revitalization plan

1.4 I am a:



Appendix 2: Public Participation Spectrum

The Spectrum of community Engagement

IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Appendix 3: Fundings brief

Definition of different individual fundraising

- Crowdfunding - Crowdfunding is a digital fundraising method that enables your organization to gather modest contributions from a wide range of people.
- Mobile Donations - Using technology to enable donations via mobile.
- Social Media Donations - Using social media to increase reach and collect donations using links on posts or having specific buttons.
- Peer-to-Peer Donations - Individual person organizing campaigns to collect donations from the people they know.
- Co-Venture Donations - Partnering with a for profit company who would donate a portion of their sales or piggybacking a well reputed company to get more donations.
- In-Kind Donations - Donations that are not in the form of money. Donation of land, buildings, time, goods, etc.

Limit of fundings that can be obtained.

- Community enhancement fund - Up to \$500K per year
- Rural economic development fund - Up to \$250K
- Ontario Sports and Recreation Community funds - \$500
- CPRA community grant program - Up to \$25,000
- Nike Community Impact Fund - Up to \$15,000
- Community Action Grant - Up to \$50,000

Appendix 4: Brief on documents needed for fundings.

Brief on required documents for fundings

- **Plan:** A detailed proposal for achieving a specific goal. It outlines steps, strategies, and resources needed, providing a roadmap for implementation and success.
- **Executive Summary:** A concise overview of a longer report or proposal, highlighting the main points, conclusions, and recommendations, allowing readers to quickly grasp content.
- **Problem Statement:** A clear, concise description of an issue to be addressed, providing context and outlining the challenges that need resolution.
- **Vision:** A forward-looking statement or image depicting an organization's aspirations and the desired future state it aims to achieve.
- **Budget:** An itemized financial plan, detailing expected income and expenditure over a specific period, guiding financial decisions and resource allocations.
- **Harness the Impact of Collective Actions:** Coordinating efforts, either with corporations or individuals, to amplify results and achieve common goals more effectively.
- **Associated Value is Crucial:** Emphasizing the importance of understanding and recognizing the inherent worth or benefit linked to a particular action, item, or decision.
- **Sustainable Evaluation:** A process of assessing programs or initiatives based on their long-term viability, impact, and alignment with sustainability goals

Appendix 5: Toolkit for Community Engagment

[Explanation for recommended toolkits for all five stages](#)

Display and Exhibits: Cost - High

Medium Displays can make an impactful statement about an institution but setting them up requires careful consideration of cost and effort. Higher end exhibits will require more expenditure and work than simple static displays.

Back casting Cost - Medium

Back casting remains feasible and affordable compared with its counterparts. It's a strategic planning method that's primarily about time and expertise, not significant financial resources.

Community Fairs Cost - Medium

Participation costs will depend on the scale and location of the fair. Both rentals, materials, and promotional items may add up quickly.

Media Release: Cost Low

Relatively easy to do yourself; crafting an engaging narrative will likely be your main challenge.

Fact Sheet - Cost Low

High-quality printing of detailed brochures or reports may be more expensive than simple flyers.

Website: Cost - Medium

Initial setup can be resource intensive yet reaps long-term rewards in terms of reach and impact. Custom designs may increase costs. Can use AI generated or template websites to reduce cost.

Open House: Cost - Medium

Organizing an event involves numerous expenses, including venue rental, refreshments, promotional materials, and staff costs. Ratings and assessments based on industry standards may differ based on specific circumstances and available resources.

Survey

Survey is defined as an organized approach for collecting quantitative data from predefined groups using structured questionnaires in order to facilitate data-driven decision making and trend analysis. Feasibility: High

Cost: Low

Execution: Easy

Focus Group

Groups of diverse individuals made for specific topics and discussions, designed to gain qualitative insights into public perceptions and feelings regarding a subject.

Cost: High

Execution: Hard

Specialized Committees

Formed of experts or stakeholders collaborating to address specific tasks or issues by creating in-depth knowledge on subjects.

Cost: High

Execution: Easy

Opinion Polls

Defined as structured inquiries designed to statistically ascertain public sentiment on issues, typically used for forecasting trends or measuring campaign efficacy.

Cost: Low

Execution: Hard

Fishbowl Techniques

Fishbowl discussion format in which small groups converse at its center while larger audiences observe, creating both focused conversation and wider audience engagement.

Costs: Low

Execution: Intermediate

Newspaper Insert

Utilizing targeted, informational, or promotional materials delivered within mainstream newspapers to reach specific demographics.

Cost: Medium

Execution: Easy

Snowball Sampling

Definition: A research method where initial participants recruit additional participants. It is especially effective at reaching hard-to-reach populations or niche communities.

Cost: Low

Execution: Easy

Public Comment

A structured platform where stakeholders may provide their views or insights on specific proposals to enhance transparency and inclusive decision-making processes.

Costs: Low

Execution: Easy

Public Meetings

Formal gatherings to communicate information, seek feedback or foster dialogue regarding specific projects or initiatives to the wider community.

Cost: Medium

Execution: Intermediate

Speak Outs

Events are organized for individuals to express their viewpoints in public forums, promoting open dialogue and community interaction.

Cost: Medium

Execution: Intermediate

Pop-Up Visioning in Public spaces

Temporary interventions that gather community insights and feedback regarding prospective projects or policies.

Cost: Medium

Execution: Hard

Community Mapping

A collaborative process wherein community members identify, document and analyze local assets, challenges or areas of interest within their own environment in order to provide valuable spatial data for planning and development purposes.

Cost: Low

Execution: Intermediate

Brainstorming

A collaborative method where individuals come together to generate a multitude of ideas or solutions for a specific problem, emphasizing free thinking and avoiding immediate criticism.

Cost: Low

Ease: Easy

Simulation

A digital or physical representation that imitates real-world processes or systems, allowing for testing, analysis, or training without real-world consequences.

Cost: High

Ease: Hard

Community Profiling

The process of collecting and analyzing data about a community to understand its demographics, needs, and characteristics, is often used for targeted service delivery.

Cost: Medium

Ease: Intermediate

Public Involvement

The active participation and engagement of the public in decision-making processes, ensuring their voices and concerns are considered.

Cost: Low

Ease: Intermediate

Conference

A large-scale formal gathering where individuals or experts meet to discuss, present, and exchange information on specific topics or fields of interest.

Cost: High

Ease: Hard

Citizen Juries

A selected group of citizens brought together to discuss, deliberate, and provide recommendations on specific community or policy issues.

Cost: High

Ease: Intermediate to Hard

Delphi Study

A systematic, interactive forecasting method that relies on a panel of experts answering questionnaires in multiple rounds, refining responses based on group feedback.

Cost: Medium

Ease: Intermediate

Workshops

Structured and interactive sessions designed for participants to gain knowledge, skills, or insights on a specific topic through hands-on activities or discussions.

Cost: Medium

Ease: Intermediate

Visioning

A forward-looking process where stakeholders collaboratively develop a shared desired outcome or future state for an organization or community.

Cost: Low

Ease: Intermediate

Summit

A high-level meeting of leaders or experts in a field convened to discuss and address major challenges or opportunities.

Cost: High

Ease: Hard

Participatory Decision Making

An inclusive approach where stakeholders at all levels are actively involved in the decision-making process, ensuring diverse perspectives are considered.

Cost: Medium

Ease: Intermediate

Advisory Committee

A group of experts or stakeholders formed to provide guidance, recommendations, or feedback on specific issues or projects.

Cost: Low

Ease: Intermediate

Consensus Building

A collaborative process aimed at reaching agreement or mutual understanding among diverse stakeholders through dialogue and negotiation.

Cost: High

Ease: Hard

Mind Mapping

Definition: A visual tool used to represent ideas, tasks, or concepts linked around a central subject, facilitating understanding and organization.

Cost: Low

Ease: Easy

Nominal Group

A structured method for group brainstorming that prioritizes ideas through ranking or voting, ensuring all voices are heard.

Cost: Medium

Ease: Intermediate

Samoan Circle

Definition: A discussion format where only those in the inner circle speak, allowing for focused dialogue, while others listen from the outside.

Cost: Low

Ease: Intermediate

Ballots

Formalized slips or methods used to cast votes in an election or decision-making process.

Cost: Low

Ease: Easy

Resident Juries

Like citizen juries, but specifically composed of local residents who deliberate on community-specific issues.

Cost: Medium

Ease: Hard

Resident Budget Making

Definition: A participatory process where community members are directly involved in making decisions about budget allocations.

Cost: Medium

Ease: Hard

Advocacy Training

Definition: Programs designed to equip individuals or groups with the skills and knowledge to champion and support specific causes or issues.

Cost: Medium

Ease: Intermediate

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