

Community Engagement Strategy Update

Presentation to General Committee

June 21, 2010

“Assessing our Neighbourhoods”

Town of Markham and United Way

Overview



Community Engagement Strategy

- On February 1, 2010 staff presented the **Community Engagement Strategy – “Building the Framework”**
- **Council supported the “Framework” that included:**
 - Definition of Community Engagement
 - Guiding Principals
 - Process
 - Development of Pilot Project

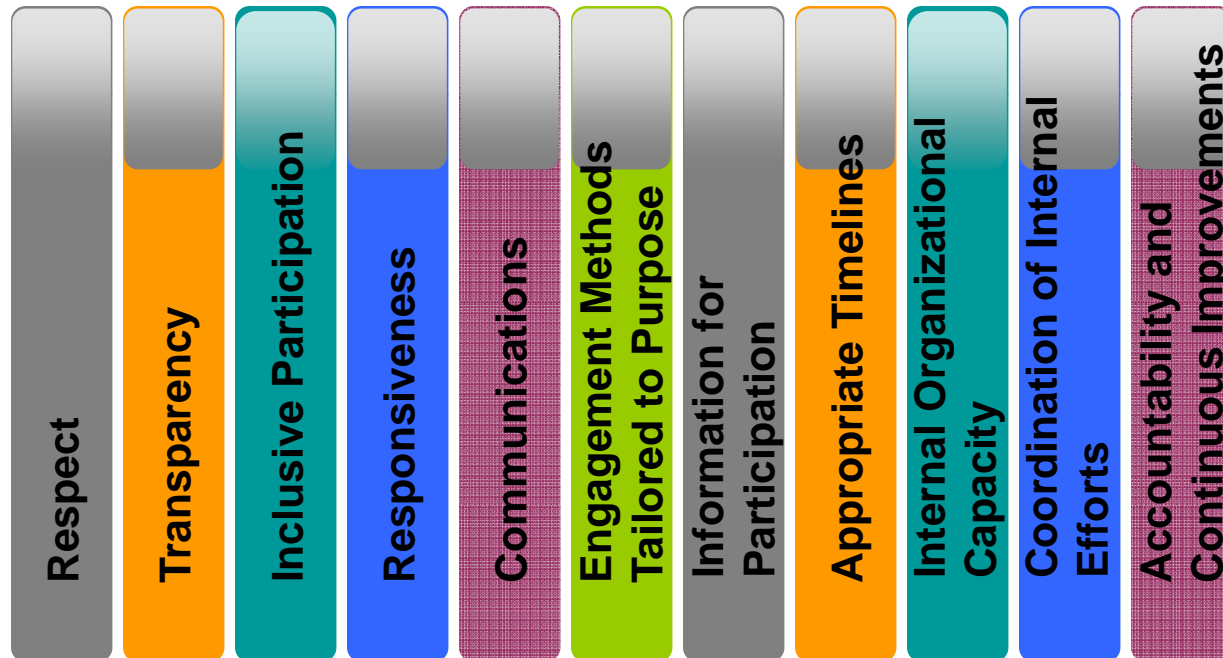
Community Engagement

- **Definition:**

“Community Engagement: people working collaboratively, through inspired action and learning, to create and realize bold visions for their common future.”

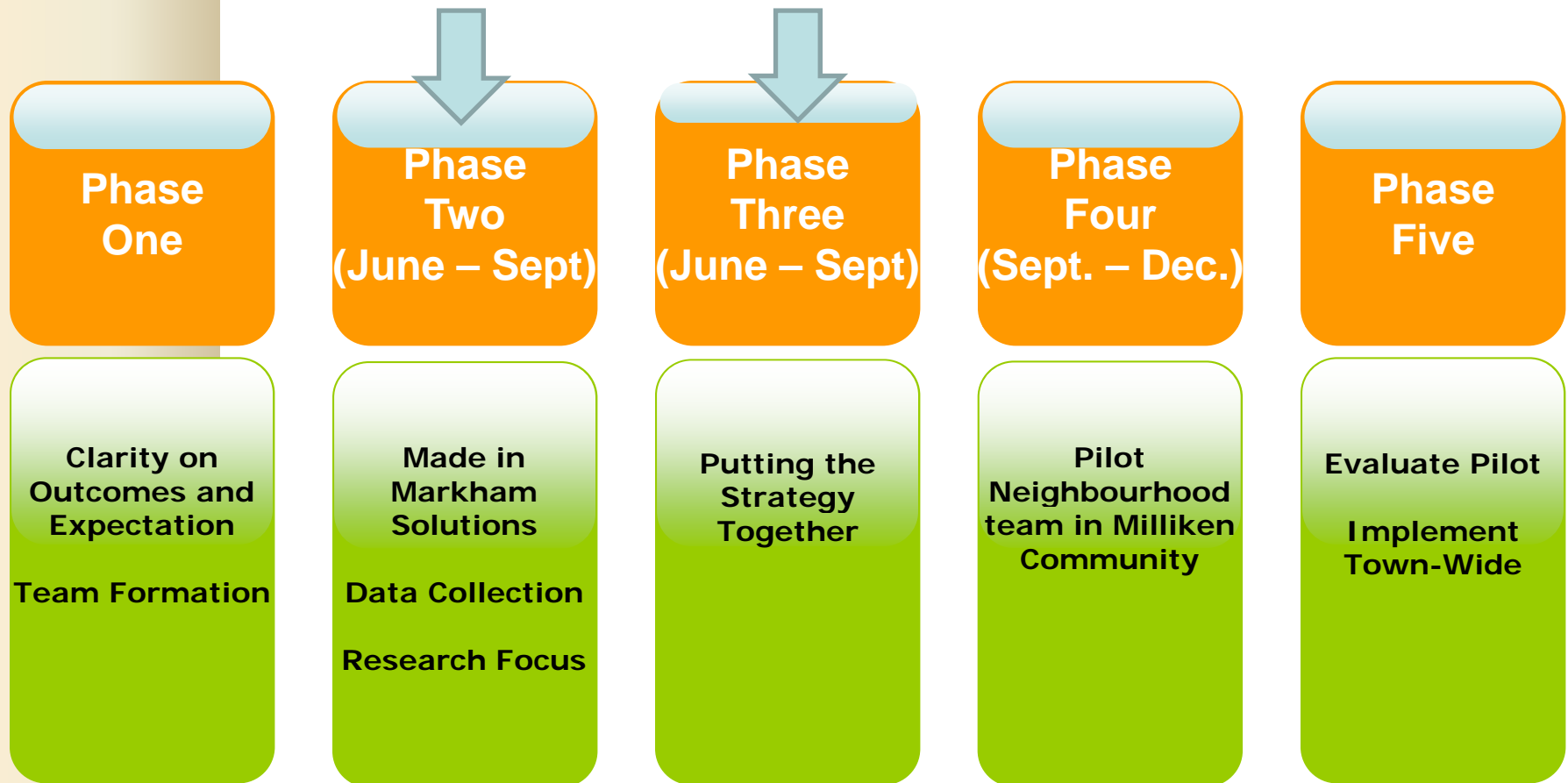
Guiding Principles

These are the community engagement principles for the Town of Markham. They are important statements that are intended to guide the way in which the Town and all of its departments engage with communities



Municipal Services

Process



Building Markham's Future Together

Towards a Sustainable Community

Example of Data Collection

Percentage of Immigrants Arrived Between 2001-2006 and Community Resources: Markham, Ont

Neighbourhood Resources

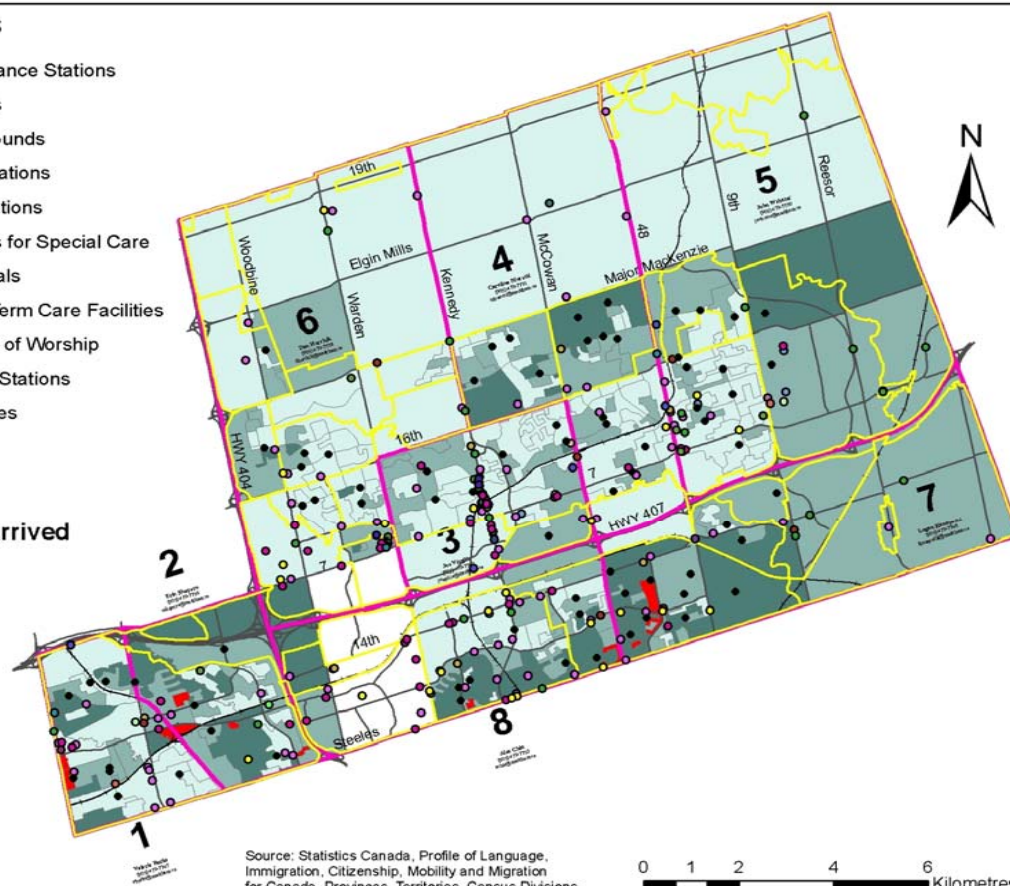
- Art Galleries
- Arts Councils
- Heritage Buildings
- Historical Societies
- Libraries
- Literary Arts Groups
- Multicultural Orgs
- Museums
- Recreation Centres
- Schools
- Service Orgs
- Theatres
- Visual Arts Groups
- Ambulance Stations
- Arenas
- Fairgrounds
- Fire Stations
- Go Stations
- Homes for Special Care
- Hospitals
- Long Term Care Facilities
- Places of Worship
- Police Stations
- Theatres

Percentage of Immigrants Arrived Between 2001-2006



Legend

- Major Roads
- WARD
- Railway
- Planning Districts



Source: Statistics Canada, Profile of Language, Immigration, Citizenship, Mobility and Migration for Canada, Provinces, Territories, Census Divisions, Census Subdivisions and Dissemination Areas, 2006 Census, 94-577-XCB2006002, 9 January 2008.

Key Next Steps

- **Development and Implementation of a Neighbourhood Assessment Tool**
- **Undertake a Pilot Community Engagement Exercise in Milliken Community**
- **Neighbourhood Planning – defining neighbourhoods**
- **Use the lessons learned from the implementation of the pilot to fine-tune and finalize the Markham Community Engagement Framework**
- **Completion of a Markham Community Engagement Framework and Plan (Policy)**
- **Develop communication plan**
- **Regular reporting to the General Committee of Council**

Pilot Project
Town of Markham & United Way

**In partnership with United Way of York Region
develop & implement a Neighbourhood
Assessment Tool - a snapshot of the community
which includes PEOPLE and PLACES**

Phase 1 – June to Sept.

- **York University students to complete research and review of best practices.**
- **Work team to finalize Neighbourhood Assessment Tool**
- **Inventory of existing places and people in the Milliken Community.**

**Pilot Project
Town of Markham & United Way cont'd**

Phase 2 – October to January

- **Development of Assessment teams which will include: Town of Markham, United Way & York University students**
- **Implementation of Neighbourhood Assessment Tool in the Milliken Community**

Neighbourhood Assessment Tool

**A snapshot of the community which includes
PEOPLE and PLACES**

**Helps us in determining what the priorities are
for each Neighbourhood.**

Two part assessment:

- 1. Compilation of the “hard” data - measures Strong Neighbourhood Indicators available for all neighbourhoods e.g. # of parks/open spaces**
- 2. Development of a Neighbourhood Conversation Tool to allow more “soft” data to be collected from residents e.g. what residents like best about their neighbourhood**

What the Assessment Tool will Measure

Neighbourhoods have PEOPLE that:

- **are Engaged**
- **are Diverse**
- **are Connected**
- **are Active**
- **have Pride**
- **are Empowered**
- **enjoy a high Quality of Life**

What the Assessment Tool will Measure

Neighbourhood are PLACES where:

- **There is a sustainable, balanced community**
- **It is Safe**
- **There are parks, open space and gardens**
- **Amenities/gathering places**
- **Services and activities**
- **There is connection**
- **City government is responsive to community needs**

In Summary

- **Next Steps: June 2010 – Jan 2011**
 - Complete research
 - Develop Strategy
 - Undertake Pilot
 - Evaluate Pilot
- **Report to Council –Spring 2011 with results of Pilot Project**