

Operations Department 2011 Community Engagement Overview Presentation General Committee April 23, 2012



Agenda

Volunteer Framework

- **Environmental Stewardship**
 - Trees for Tomorrow
 - Adopt-a-Park
 - Community Cleanups
 - ‘One-of’ Volunteer Events
- **Local Park Programs**
 - Volunteer Ice Rinks
 - Dog Off-Leash Program
- **Contributory Value**
 - Volunteer Time – Cumulative
 - Qualitative Benefits

Trees for Tomorrow

- Sustained Community Engagement
- Effective Partnership
- Shared Vision



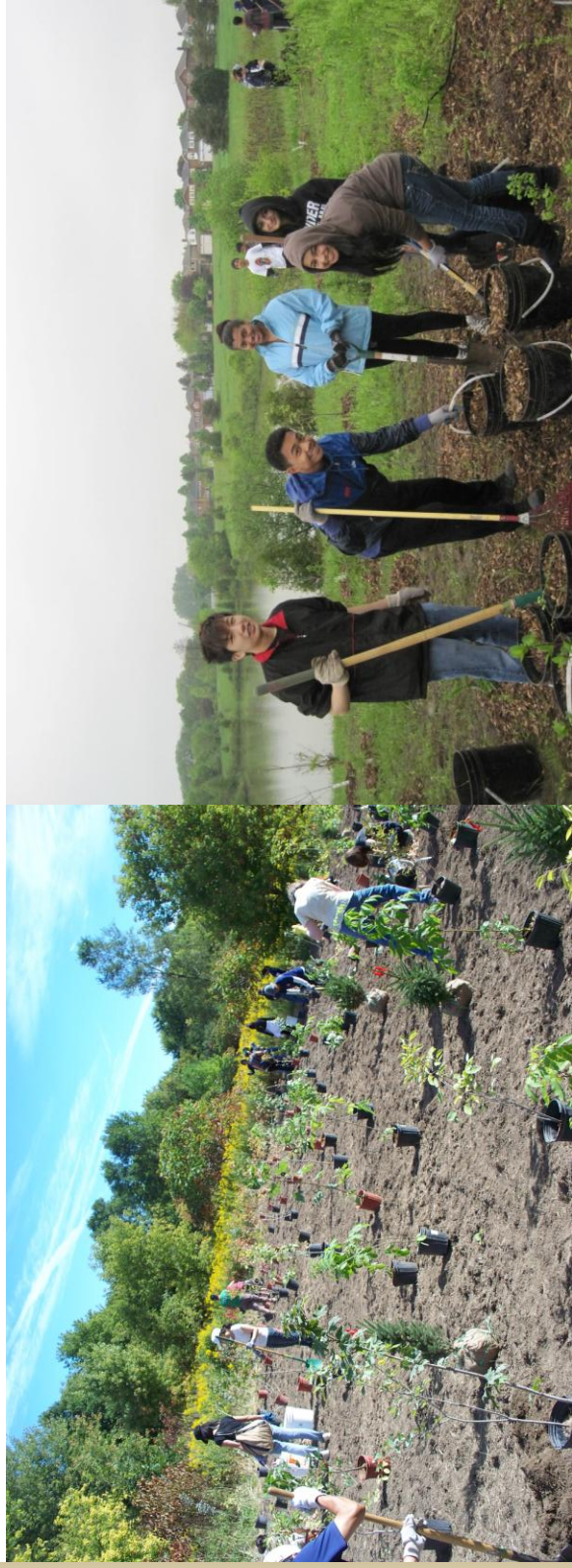
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Towards a Sustainable Community

Sustained Community Engagement

Ongoing volunteer participation:

- Community tree planting events
- Follow up stewardship events



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Effective Partnership

- Success through partnership within team framework
- Municipal government – progressive policy tools to drive positive change at local level



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Shared Vision



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Adopt-a-Park

- 70 Groups – 2011
- Groups reflect Markham's diversity
- Outreach and education add value, sustain interest



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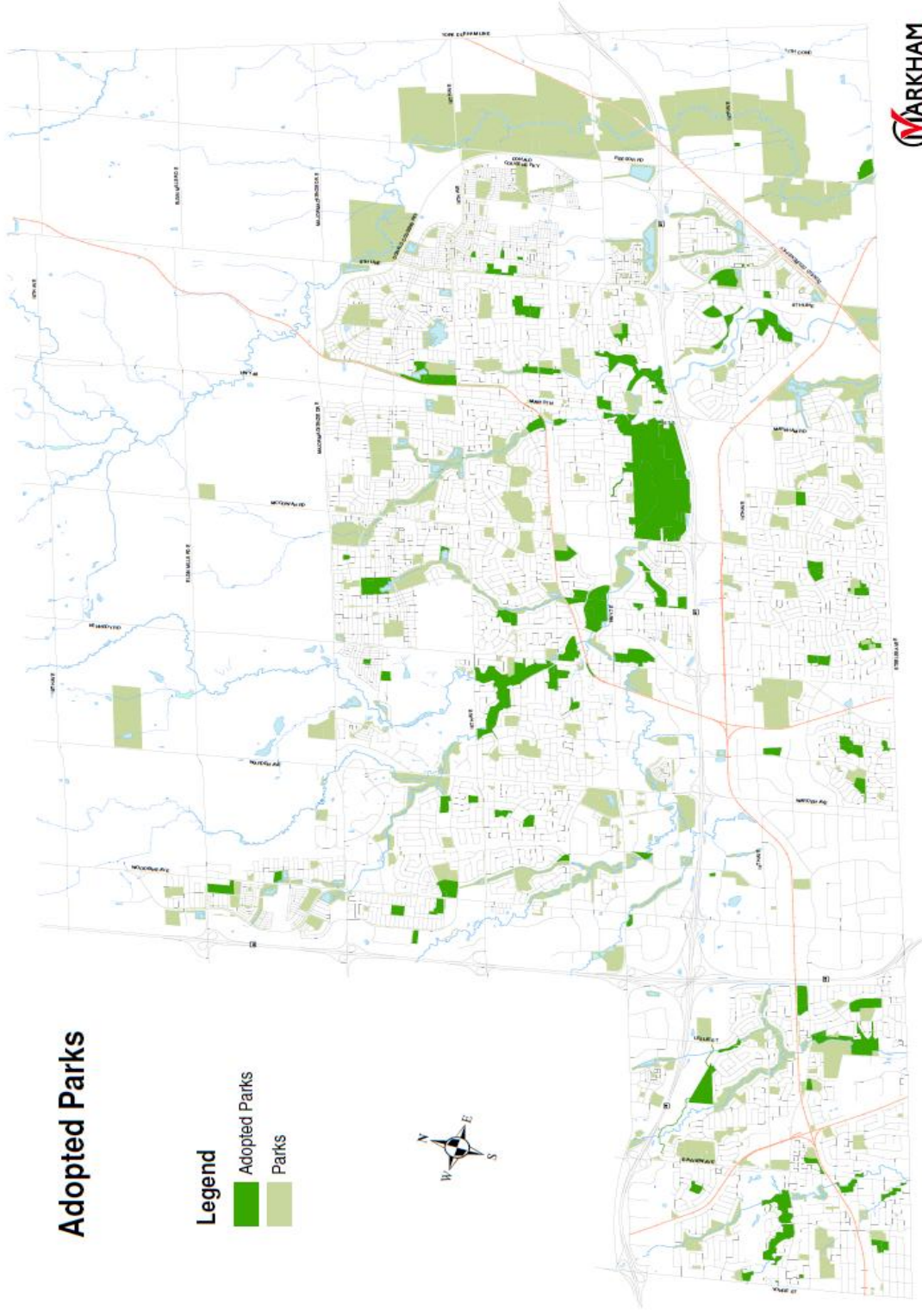
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Distribution

Adopted Parks

Legend

- Adopted Parks
- Parks



Adopted Parks as of December 2011



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Above and Beyond

- Woodlot restoration
- Invasive species removal
- Restoring native plant biodiversity



Community Cleanups

- 1000 + participants annually
- Significant volunteer time commitment
- Fosters pride and social cohesion that shapes neighbourhood identity



'One-of' Volunteer Events

- 25 + separate events with 700+ volunteers
- Environmental Stewardship: tree maintenance, invasive species removal and park cleanups
- Volunteers highly motivated and productive



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Local Park Programs

- Winter Programming: Volunteer Ice Rinks
- Dog Off-Leash Program
- Parks Ambassadors Program



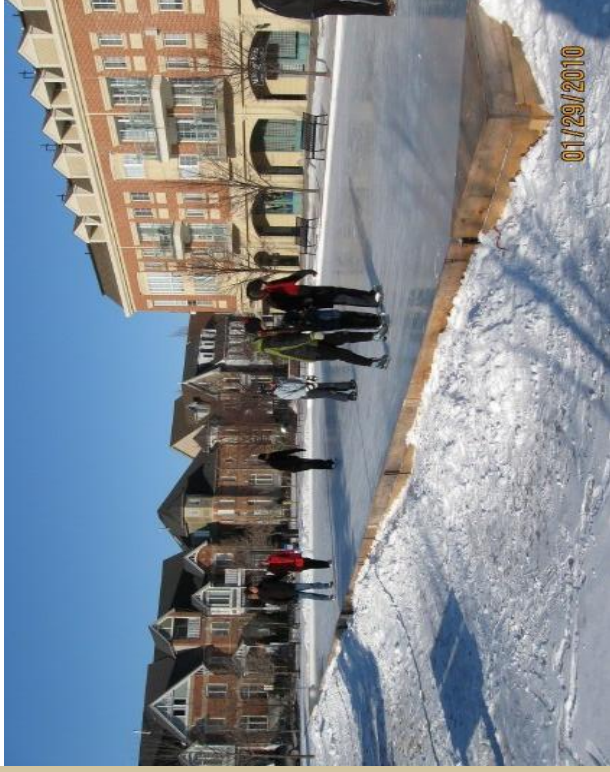
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Volunteer Ice Rink Program

- 10 Volunteer Ice Rinks installed for 2010-11 season
- Labour intensive, ongoing commitment of dedicated volunteers
- Community Building through shared activity



Dog Off-Leash Program

- New Off-Leash Area in Huntington Park - July 2011
- Volunteer driven: oversee day to day park operation
- Volunteers commit many hours per annum
- Reduced demand on staff resources



Contributory Value

Volunteer Time Commitment

- 2,000 + Volunteers
- Average 3.5 hours / volunteer time
- ~7,000 hours

Qualitative Benefits

Community Engagement:

- Enhances ecological health, aesthetic appeal & community pride
- Public space contributes to local identity and affirms sense of community

Thank you

Questions?