

Engaging & Animating Your Community

The Potential of Municipally Supported, Collaborative and Comprehensive Community Initiatives

Creative City Network
Regina, October 15, 2004



Tamarack: An Institute for Community Engagement

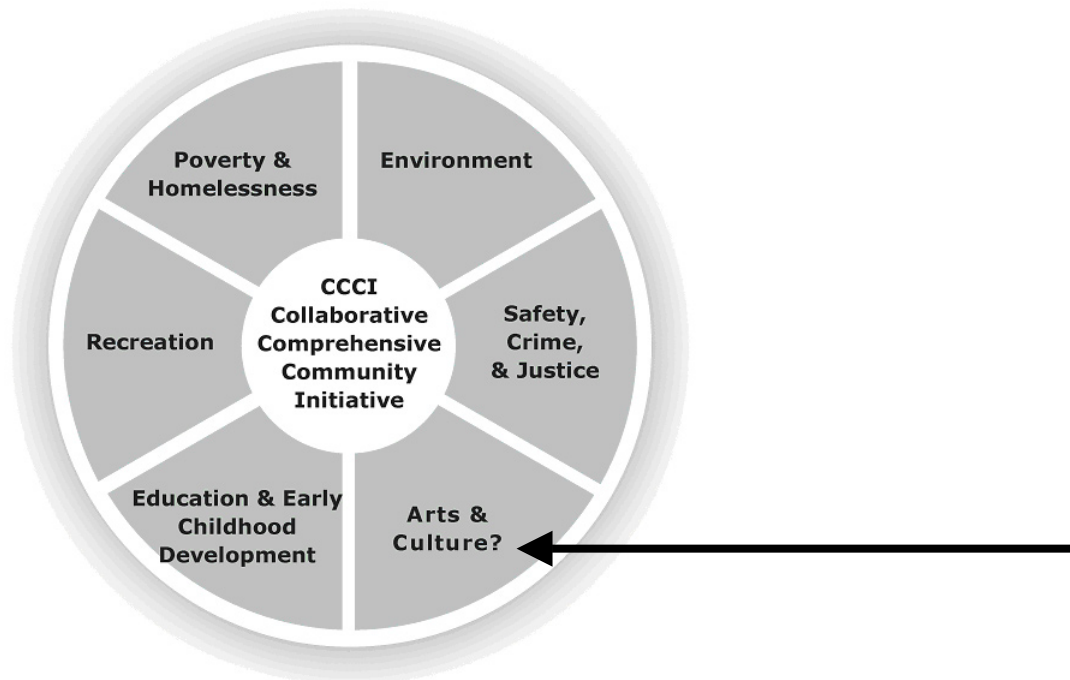


We engage citizens
in inspired action
as they work and
learn together to
create and realize
bold visions.

www.tamarackcommunity.ca

Q u e s t i o n

Are collaborative, comprehensive community initiatives a practical and effective approach for municipalities seeking to “re-engage” citizens in local arts, culture and heritage and build robust, vibrant communities?



T e c h n i q u e

The Peer Input Process *(A Consulting & Engagement Technique)*

- *20 Minute Unpacking of Issue Ending with a Question For the Group*
- *20 Minutes of Questions From Group*
 - *Clarifying Questions*
 - *Probing Question*
- *20 Minutes Group Discussion*
- *10 Minute Reflection & Close Down*

C o n t e x t

The case for arts, culture and heritage

“The cultural sector is increasingly important to the economic and social development of communities, providing the core of community identity, addressing community issues in innovative ways, representing one’s community to others, and contributing to the personal development, self-confidence, and direction of youth, and to those of all ages. The arts, culture and heritage sector is a key cornerstone in developing vibrant, attractive, resilient, competitive, and creative communities”

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The case for community engagement

There is compelling evidence that there is a link between high levels of resident engagement, a community's overall quality of life and "vitality" in specific areas of community life.

C o n t e x t

The decline in community engagement

Canadian communities continue to be some of the most vibrant in the world, but researchers have identified a significant drop in various types of community engagement

- voting in elections
- participation in:
 - public office
 - unions & professional assoc.
 - social, arts, culture groups
 - recreational networks
- volunteering

C o n t e x t

Trends undermining community engagement

- ***Higher income expectations***, less job security and declining real wages prompt families to spend more time at work and less time participating in community;
- ***Increased suburban sprawl*** results in fewer easy-to-access opportunities for informal interactions and reduces the amount of time for non-work activities;
- Substantial amounts of time devoted to ***watching television and surfing the web*** with reduced time for community involvement;
- Profound ***shifts in values*** from older generations to younger generations - less embedded in community life and more individualistic.

C o n t e x t

The cost of disengagement

A downward spiral:

- Shrinking constituency and community support for an area of community life (e.g. arts, culture and heritage)
- A weaker public policy and philanthropic investment into the area (e.g. arts, culture and heritage).
- Decline “interlocks” with other areas of decline (e.g. education, recreation, economic development).
- Less resiliency to “community shocks”.
- Less capacity to recover and rebuild.

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The challenge to municipalities

To play a lead role in “re-engaging” and “animating” civic participation in arts, culture and heritage.

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Collaborative, Comprehensive, Community Initiatives

An approach that seeks transformation in communities across a number of areas of community life with a commitment to building local institutions and community engagement.

A p p r o a c h

Features of Collaborative, Comprehensive, Community Initiatives

- *Holistic - broad in scope, focuses on multiple, "interlocking" areas of community life.*
- *Multisectoral and Inclusive - involve diverse sectoral and citizen perspectives.*
- *Multifunctional - use more than one strategy and technique.*
- *Developmental - emphasize capacity building*
- *Community Building - emphasize community engagement in all aspects of the work*
- *Long term- work with 5-20 year time frames*
- *Organic - evolve continuously over time.*

A p p r o a c h

How Collaborative, Comprehensive Community Initiatives Make A Difference

- *Raising Public Awareness*
- *Getting the Community To Focus*
 - Information Sharing
 - Research
 - Community Planning
- *Supporting Local Action*
 - Social Marketing
 - Access to Funding
 - Technical Assistance & Coaching
 - Brokering and Facilitation
 - Direct Program Management
 - Advocacy
 - Peer Learning & Education

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How Collaborative,
Comprehensive, Community
Initiatives Might Differ From
Other Community Initiatives



A p p r o a c h

The Five Stages

Stages

The Work

Building Understanding	Building Community Will	Creating Conditions for Success	Action Leadership Learning and Change A.L.L.	Renewal and/or Windown
<ul style="list-style-type: none"> •Learn about the work to be done. •Generate an idea 	<ul style="list-style-type: none"> •Engage people in the idea. -talking -vision -values •Agree that we want to do more 	<ul style="list-style-type: none"> •Formalize Partners •Develop Community Plan •Establish Leadership Structure •Raise Funds 	<ul style="list-style-type: none"> •Do the Work & generate outcomes •Build Ownership & Commitment •Shift Cultural 	<ul style="list-style-type: none"> •Permanent changes in the way a community acts •Capacity •Continue or wind down

Purpose Grows



Engagement Grows



Building a movement for change



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The Central Place of Engagement Techniques

- Building Community Will (Tools for Dialogue)

Examples

- Study Circles
- Conversation Cafe
- Town Meeting Framework

- Building Conditions for Success (Tools for Planning & Decision-Making)

Examples

- Citizen Choice
- Future Search
- Citizen Jury

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The Municipal Role

- Leader - act as “model” to the rest of the community on key issues.
- Investor - contribute resources to the operations and projects of a collaborative, CCI.
- Enabler - serve as (co) convenor.

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R e s o u r c e s

Resources We'd Like to Share

- *Powerpoint Presentation Notes*
- *List of Engagement Techniques*
- *List of "Key Reading" Resources*
- See www.tamarackcommunity.ca/g4s121.html under Notes & Presentations

