

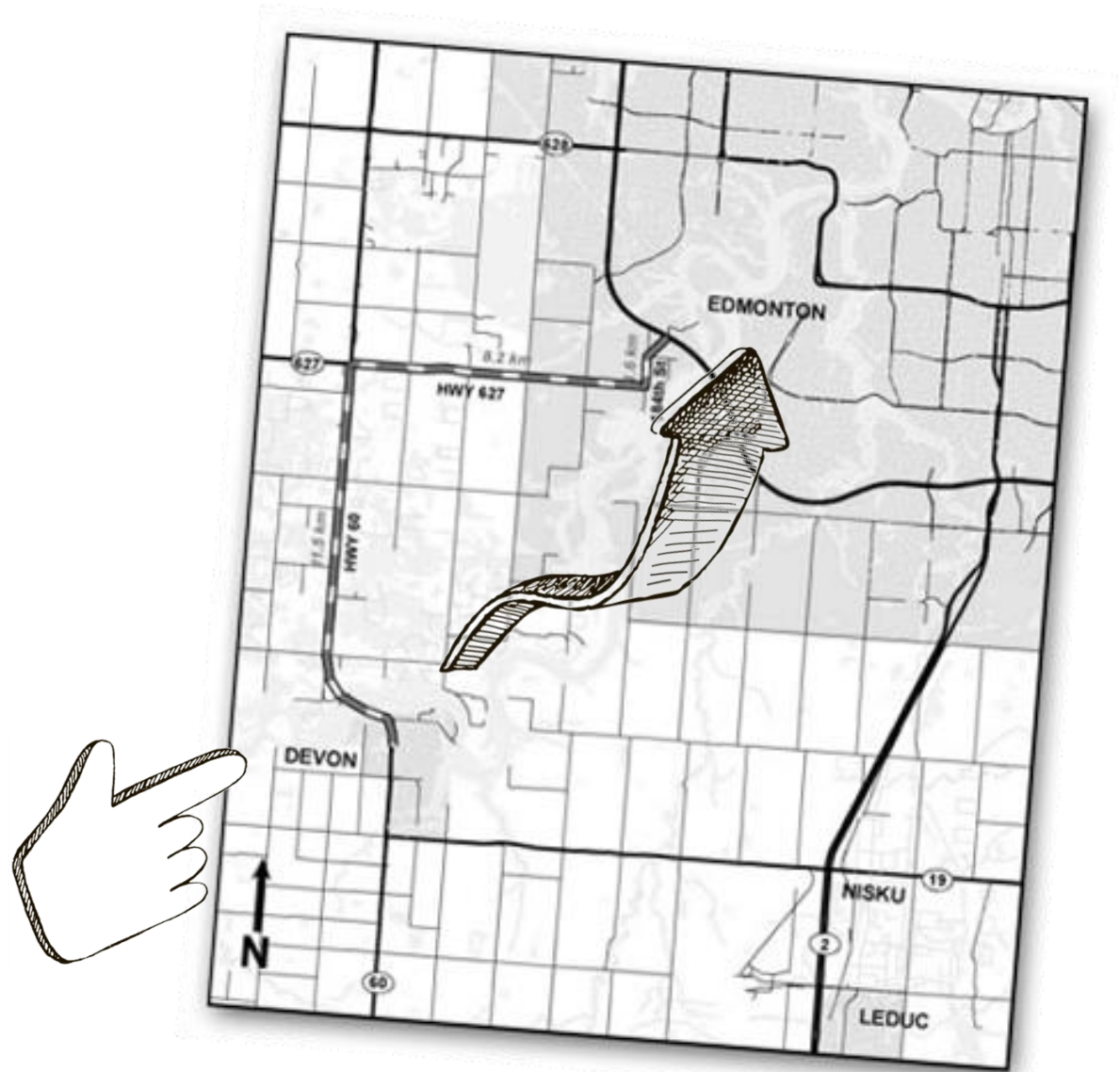
# Couldn't Have Done It Better If We'd Planned It!

*How fate brought the Devon Parks, Recreation & Culture  
Master Plan and the Framework for Recreation in Canada  
together!*



# Setting the Scene

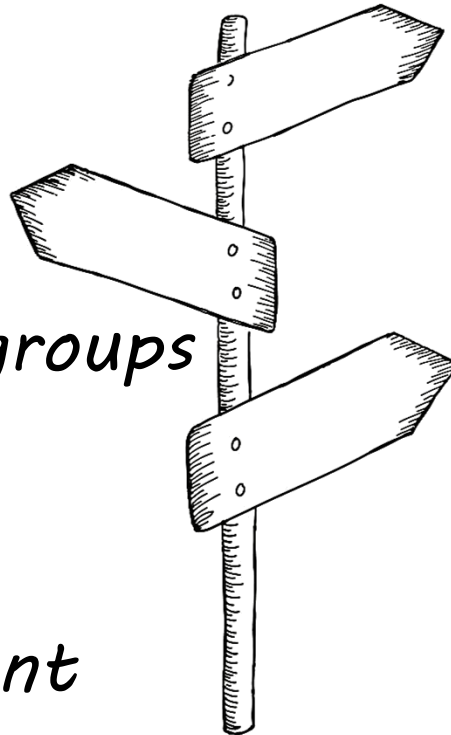
- *Devon's population: 6500*
- *Bedroom community of Edmonton*
- *Town was founded in 1951*
- *It all began with oil & gas (the site of Leduc #1 - Alberta's first oil strike)*



# Directionless in Devon

## What we had

- *Previous plan*
- *No established values*
- *Competing community groups*
- *Vacant vision*
- *Facility flak*
- *Cynicism with government*

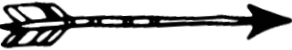
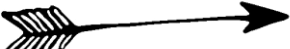
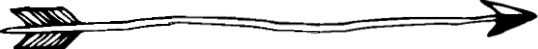

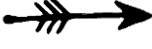



## What did we want to achieve?

- *Inventory*
- *Resources*
- *Residents' values*
- *Facility priorities*
- *Parks planning*
- *Shared enthusiasm*

# It Takes Courage...

## Traditional approach

- *Emphasis is needs-based* 
- *Task-oriented priorities* 
- *Research-driven* 
- *Executed by technical expert* 
- *Public perceived as consumers* 
- *Community views themselves as recipients of service* 

## Community development approach

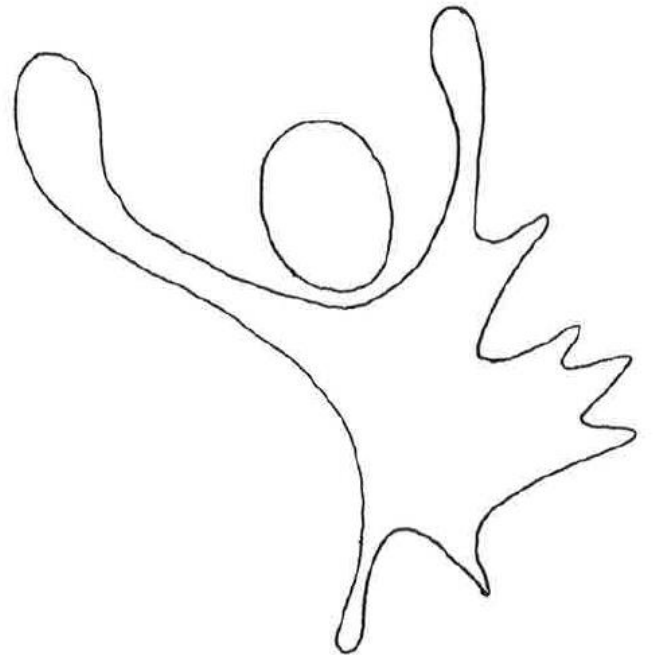
- *Emphasis on assets*
- *Priority is nurturing self-help*
- *Driven by empowered people*
- *Achieved through collaboration*
- *Public viewed as partners*
- *Community views themselves as participants/empowered*

# About the Devon Approach

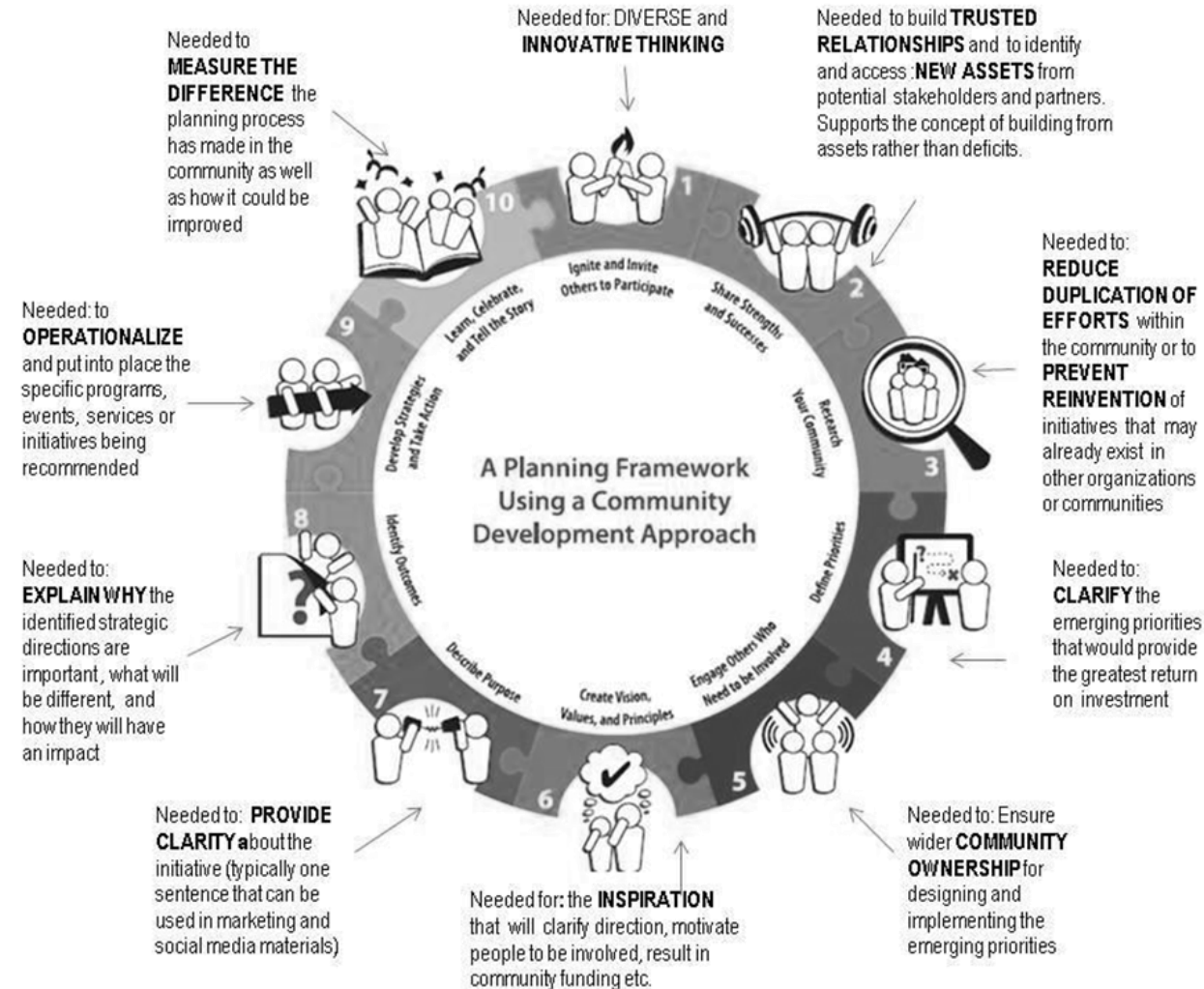
- *10-Step Community Development Approach*
- *Telephone survey*
- *Service Excellence Program / RecExcel*
- *Hired a consultant/mentor*
- *Graphic designer*
- *Community engagement sessions*
- *Framework for Recreation in Canada 2015*
- *Benefits of recreation, parks & culture*
- *Definition of recreation*

# Kindred Spirits

- *The Pathways to Wellbeing: A Framework for Recreation in Canada was being developed*
- *Using a comprehensive consultative process*
- *Invites leaders, practitioners and stakeholders to collaborate in the pursuit of common priorities*
- *On February 13, 2015, the Framework for Recreation in Canada 2015 was endorsed by Provincial and Territorial Ministers and supported by the Government of Canada*



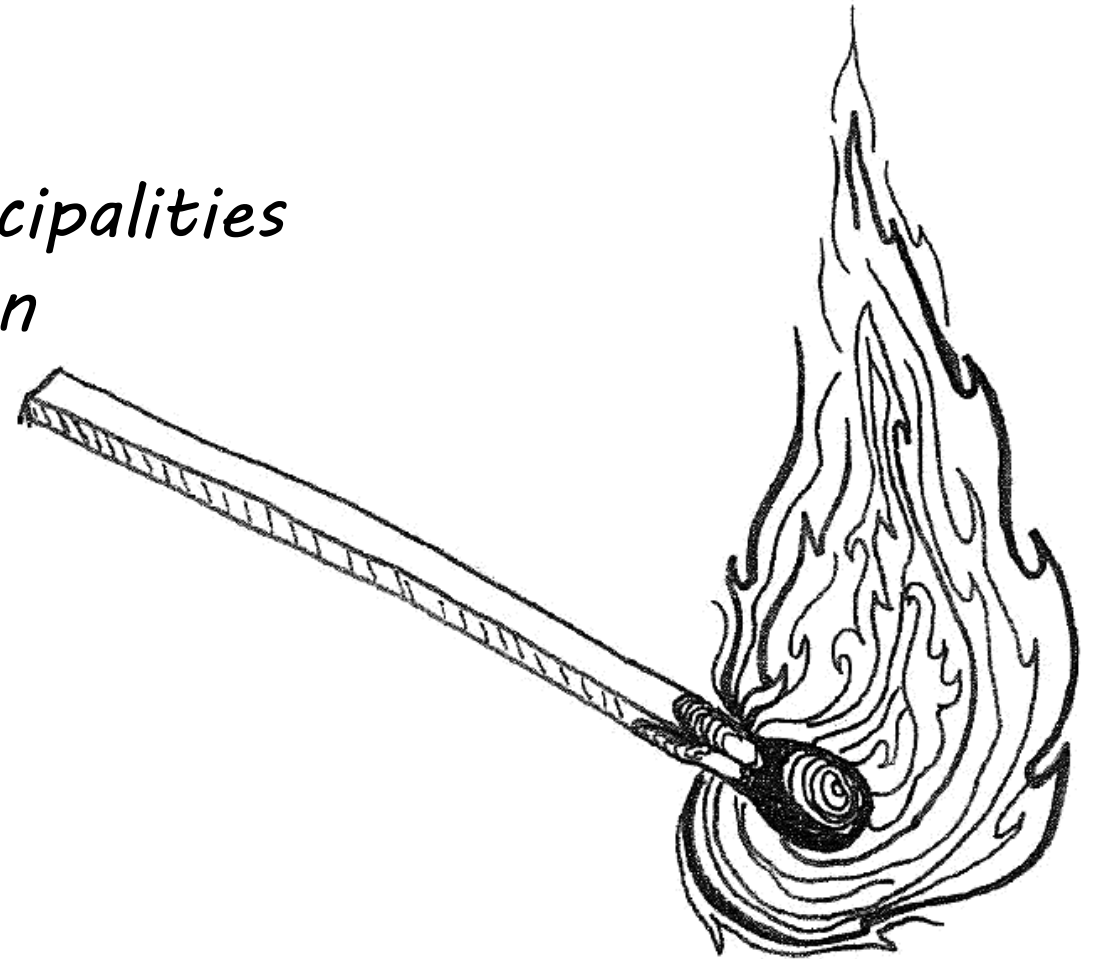
# The Courtship...



2008 Grassroots Enterprises, *A Toolkit for Community Leaders*

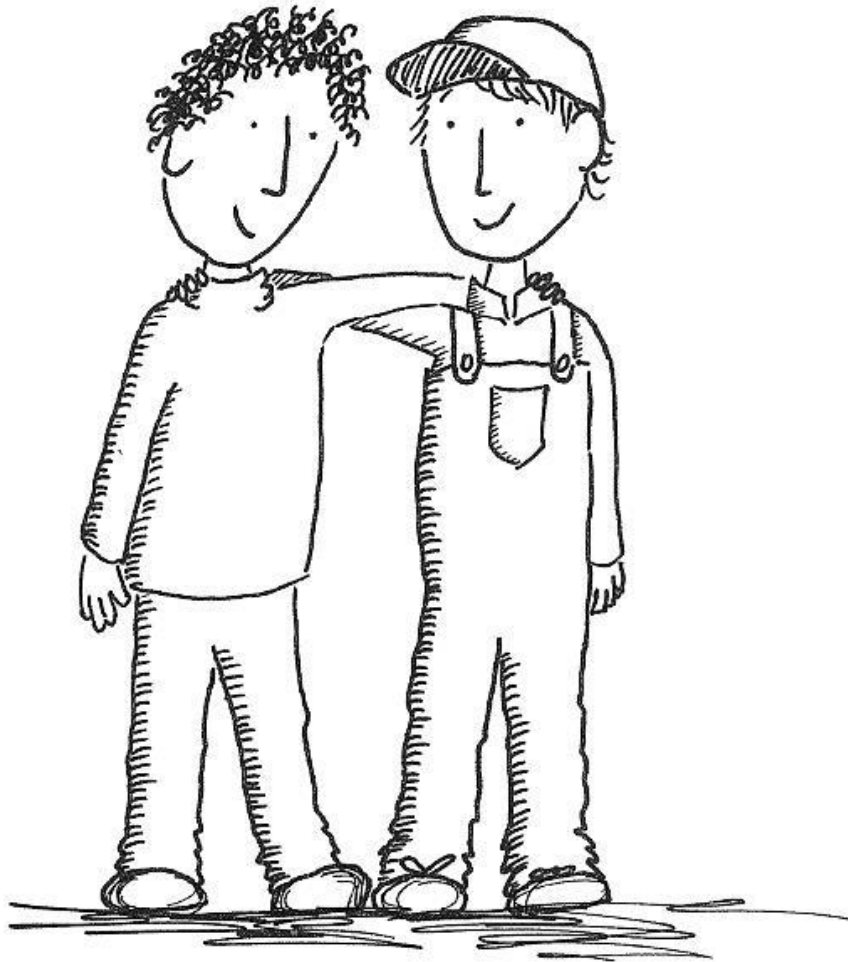
# Step 1 - The First Date (Ignite & Invite...hoping for sparks!)

- *Council approval and funding*
- *Steering committee*
- *Met with neighbouring municipalities*
- *Informally promoted the plan*
- *Formal media releases*





# Step 2 - Wining and Dining (Strengths & Successes)



- *Inventory of existing community recreation, parks & culture assets*
- *Community engagement sessions included asset mapping exercise*

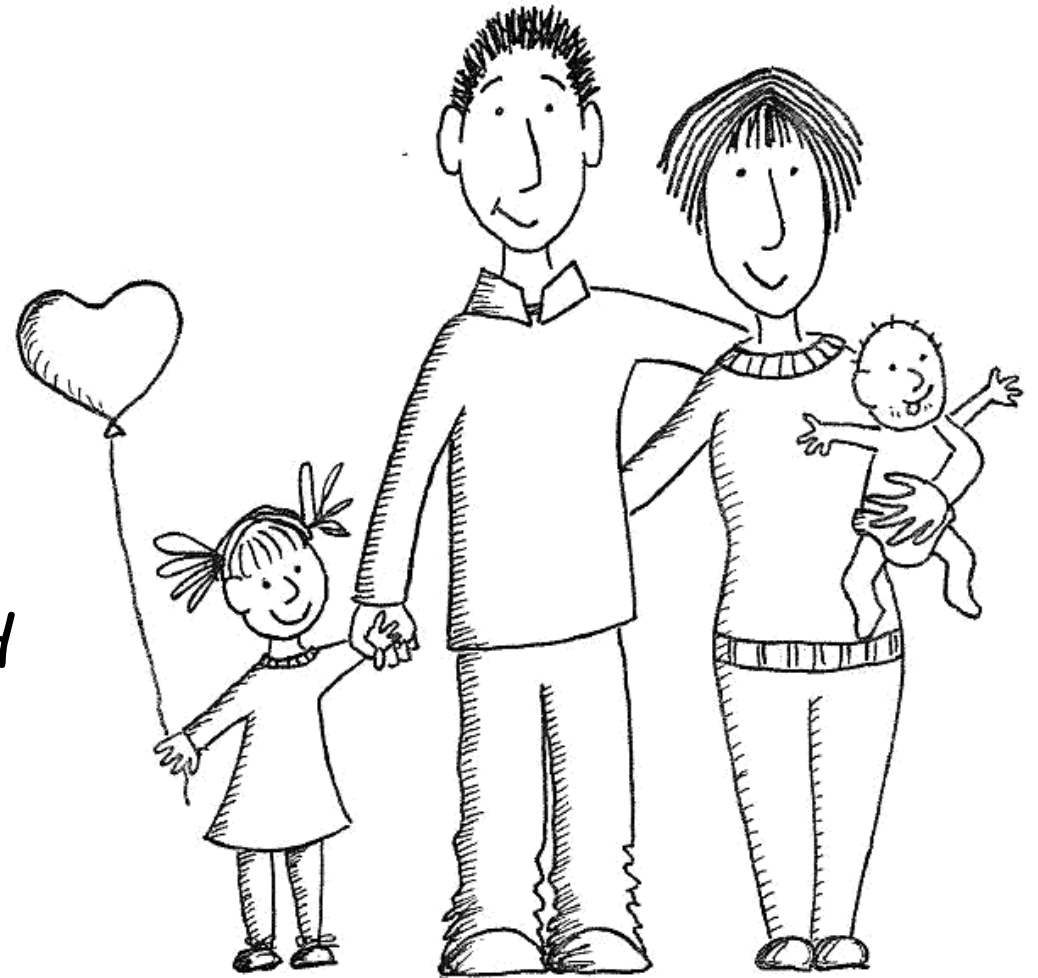
# Date 3 - Getting to Know You (Research Your Community)

- *Community profile*
- *Telephone survey*
- *Literature review*
- *Service Excellence Program (now known as RecExcel)*
- *ARPA's RecMetrics pilot participant*
- *Parks satisfaction survey*

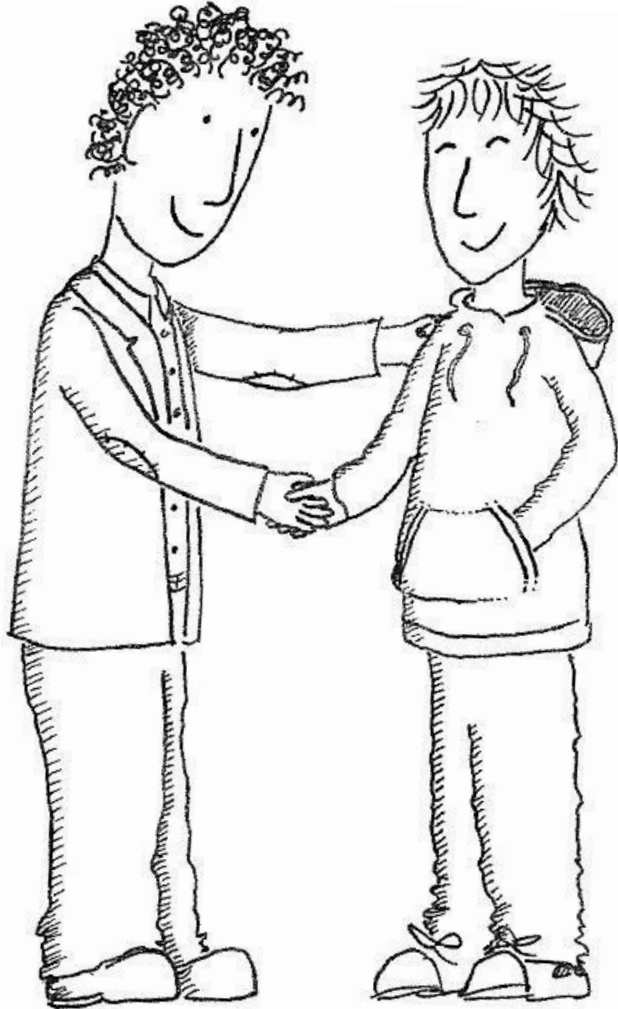


# Step 4 - Meet the Parents (Define Priorities)

- *Values exercise*
- *Benefits / outcomes*
- *Community mapping*
- *The emerging values, key issues, and priorities were summarized in a report titled “Devon's Master Plan: Here's What You Told Us”*



# Step 5 - Sending the Invitations (Engage Others)



- *Open Space Technology*
- *The meeting theme was "Issues and Opportunities for Optimizing the Power and Potential of Recreation in Devon"*
- *Attendees had a chance to review the interim report*

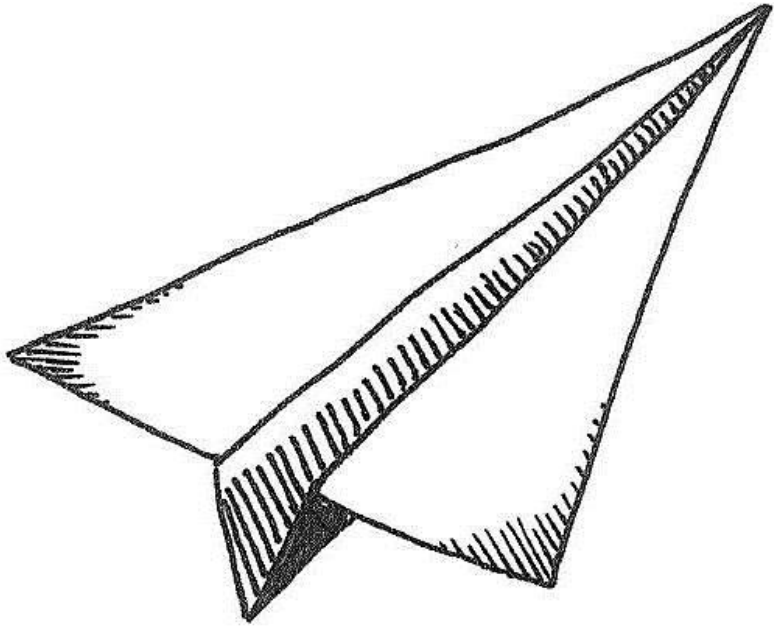
# Step 6 - The Vows

(Vision, Values, Principles)



- *Using the information that surfaced from all previous steps*
- *Vision and values for parks, recreation, and culture in Devon began to emerge and aligned with the National Framework*

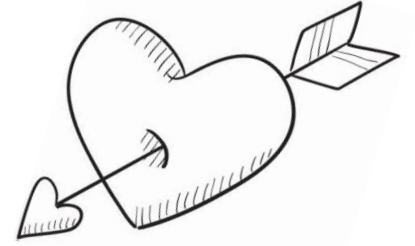
# Step 7 - Purpose



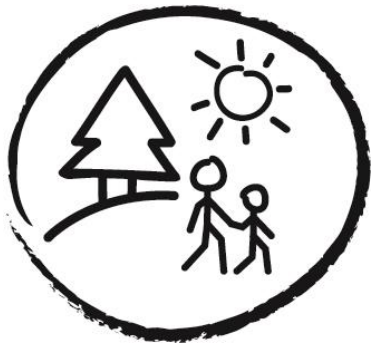
## *Mission Statement:*

*The Town of Devon seeks to maximize its quality of life by working alongside citizens to ensure a community-driven, future-focused direction for parks, culture and recreation*

# Step 8 - Outcomes

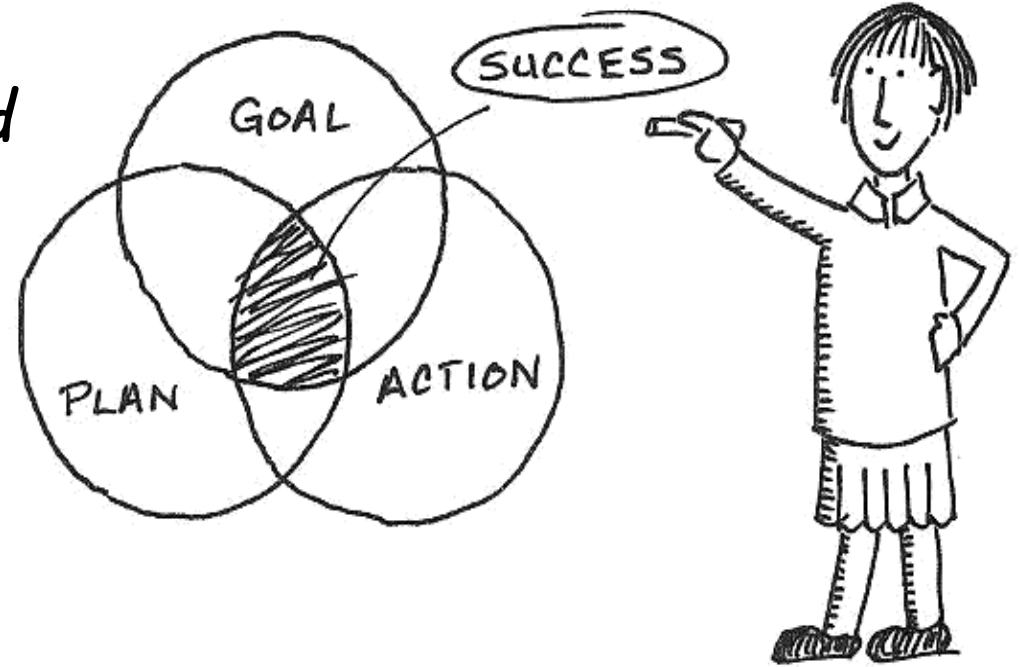


*The desired results or impact delivered by Devon's programs, events, initiatives, facilities, parks*



# Step 9 - Family Planning (Strategies & Action)

- *Took stock of priorities, strategic direction, budget, resources*
- *Consulted all departments and volunteers involved*
- *Developed a traditional work plan*
- *And then we changed our approach...to reflect capacity building*





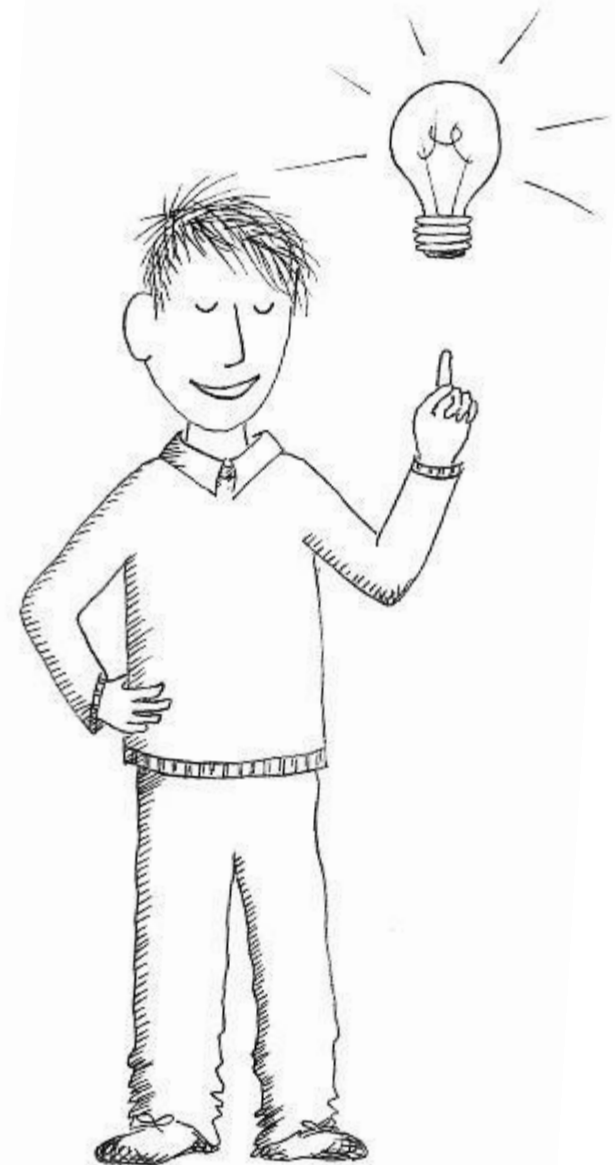
# Step 10 - The Honeymoon (Learn, Celebrate, Share!)



1. *We try to celebrate often to celebrate Devon's accomplishments along the way as well as upon the completion of major milestones or activities*
2. *Devon's story was first shared at the ARPA Conference in October 2015, a webinar available through Campus for Communities in 2017 and now at Gathering Strength National Forum!*

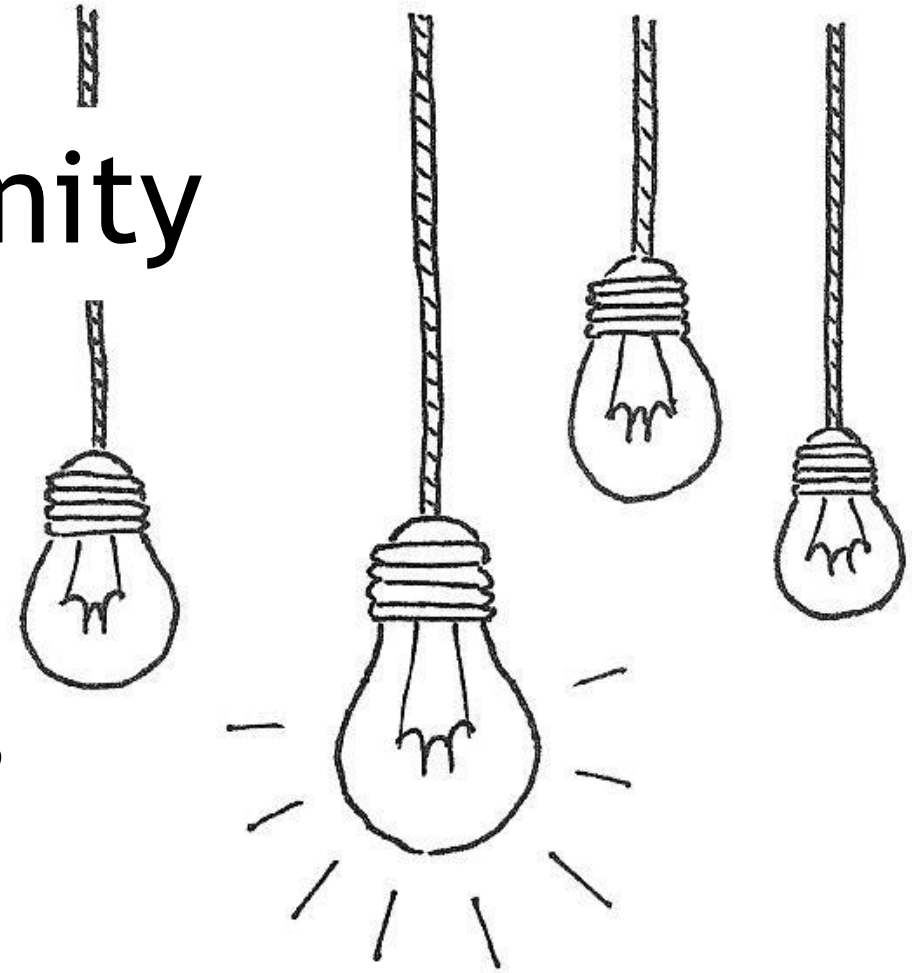
# What I've Learned

- *Values!*
- *The people who show up are the people who should be there*
- *Convey your approach*
- *Trust is earned*
- *The relationship comes first*
- *Technology can be helpful*



# Key Lessons of a Community Development Approach

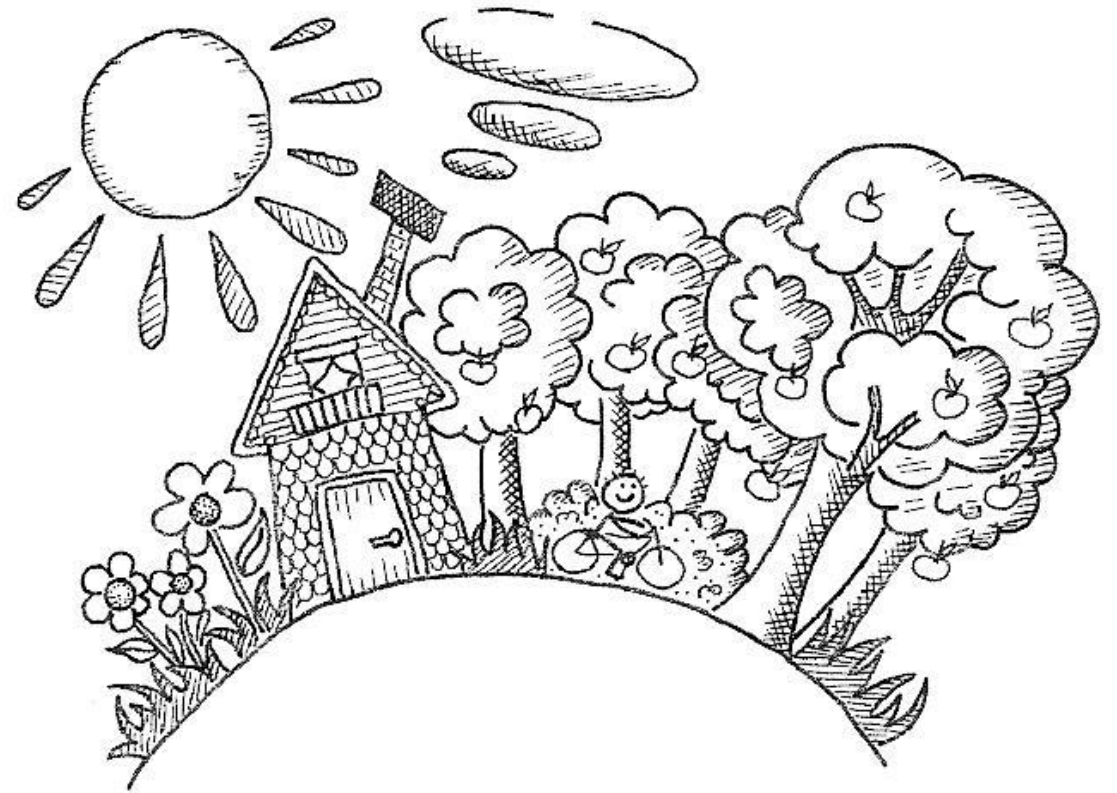
- *Community development approach means citizens become producers of their own future*
- *Takes longer and requires more energy to nurture relationships*
- *Results in more trust, efficiency, empowered citizens, leadership*
- *Builds everyone's capacities & a stronger community*



# The ‘Happily Ever After’

*“Community development is based on connecting, coaching, and empowering with community members in order to build and strengthen communities”  
(Brenda Herchmer)*

*“Strong communities are created when citizens are producers of their own future; no professional, institution, business or government can substitute for the power, creativity or relevance of productive citizens” (Mike Green)*



# It's a Love That Will Last

- *The Town of Devon continues to use the 5 priorities for daily and long-term decision-making*
- *Check in on community values periodically*
- *Nurture the relationships that have been built*



# Want to talk?

*Kristin Walsh*

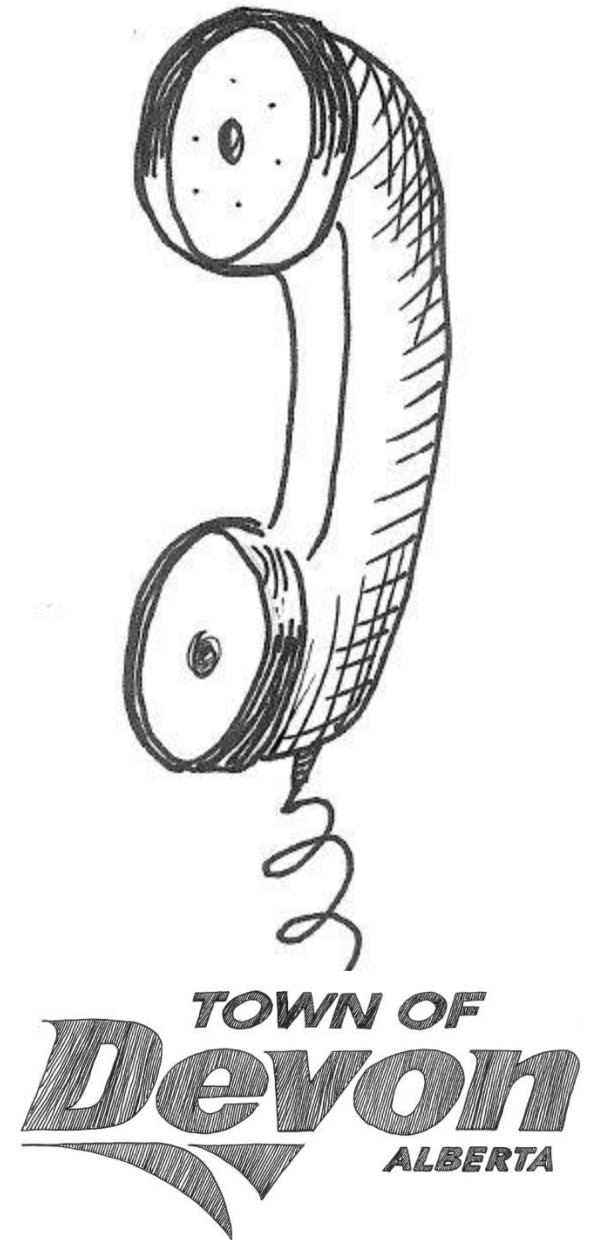
*Manager of Parks, Recreation & Culture*

*Town of Devon*

*kwalsh@devon.ca*

*780-699-2573*

*www.devon.ca*



# Questions?

(and not “will you marry me?”!)