

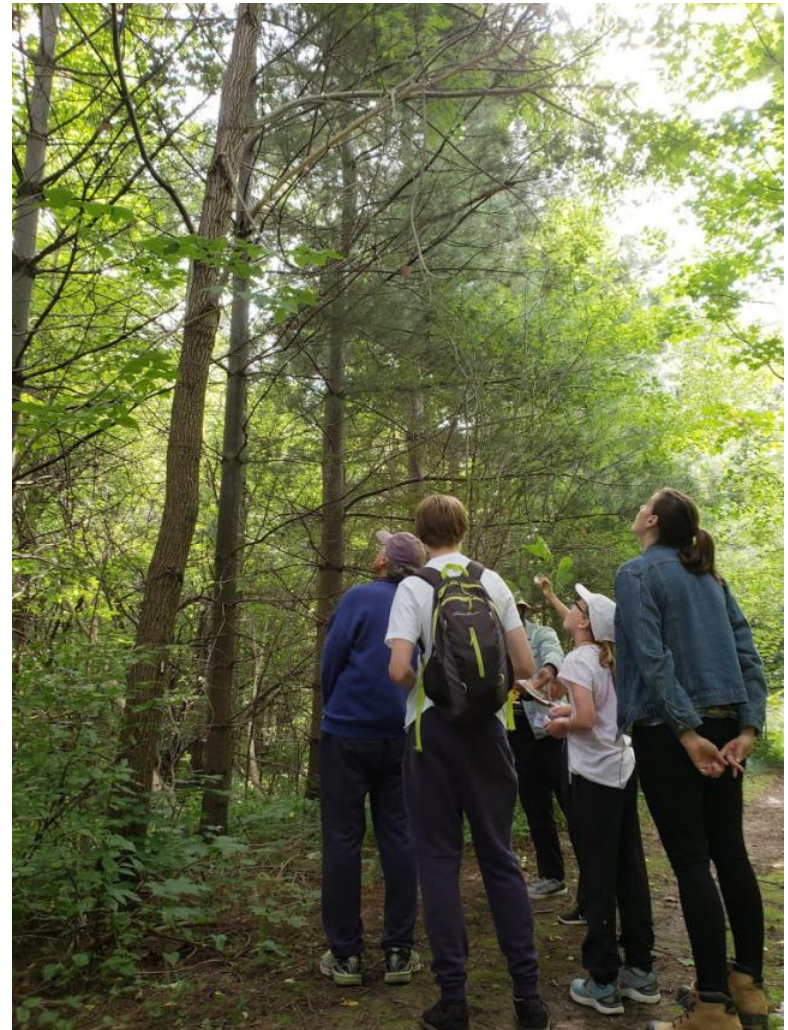
# Guiding urban communities in climbing the Ladder of Engagement in environmental conservation

Presented by: Kate Goodale, Coordinator Government and Community Relations, TRCA

November 19 2019

# Outline

- Toronto and Region Conservation Authority
- Community Engagement Models
- Example: Consultation
  - Carruthers Watershed Plan
- Example: Empowerment
  - TRCA Youth Council
- Challenges
- Conclusion





71 km

Image Landsat / Copernicus  
Image NOAA

Google e

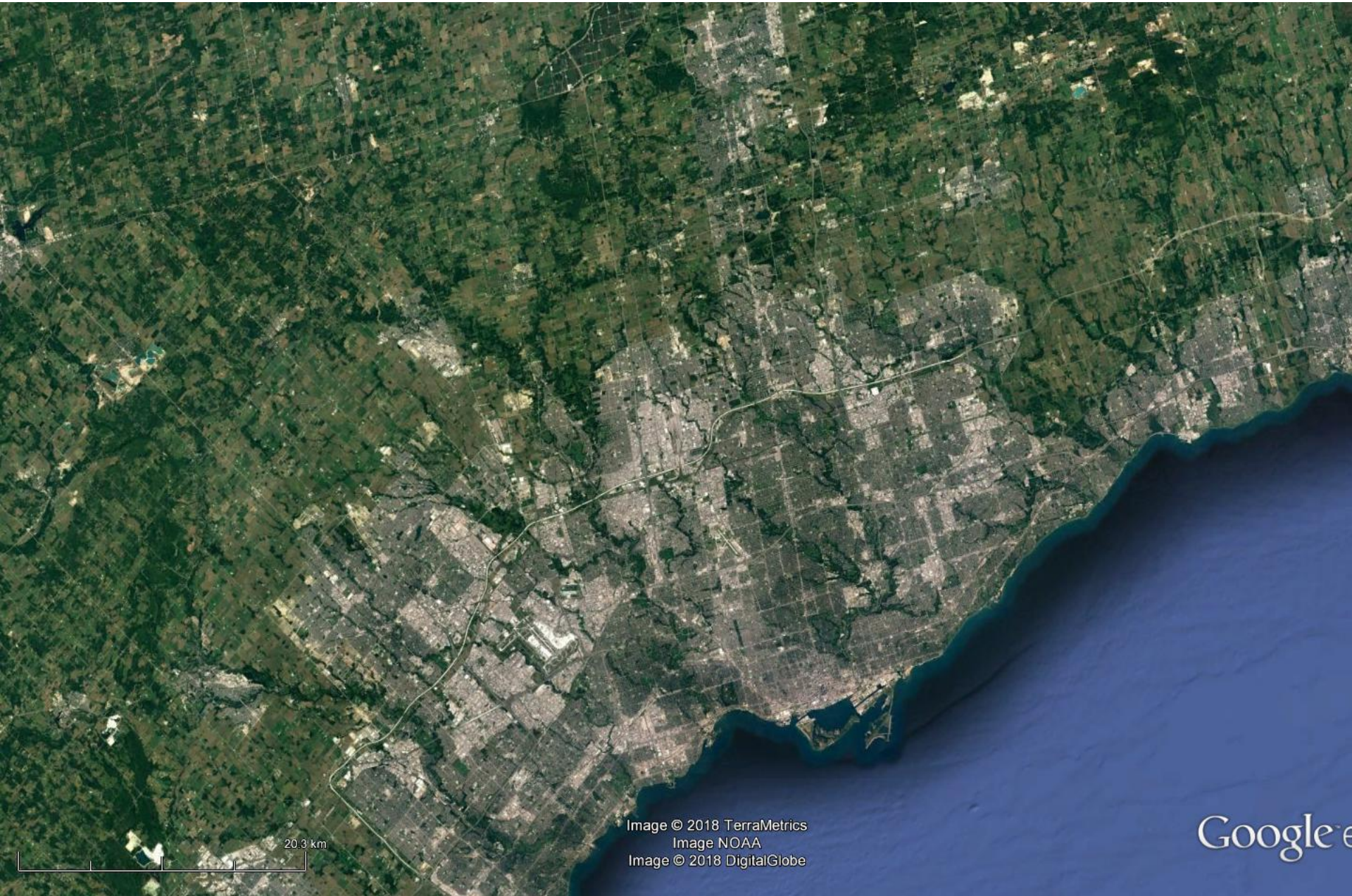
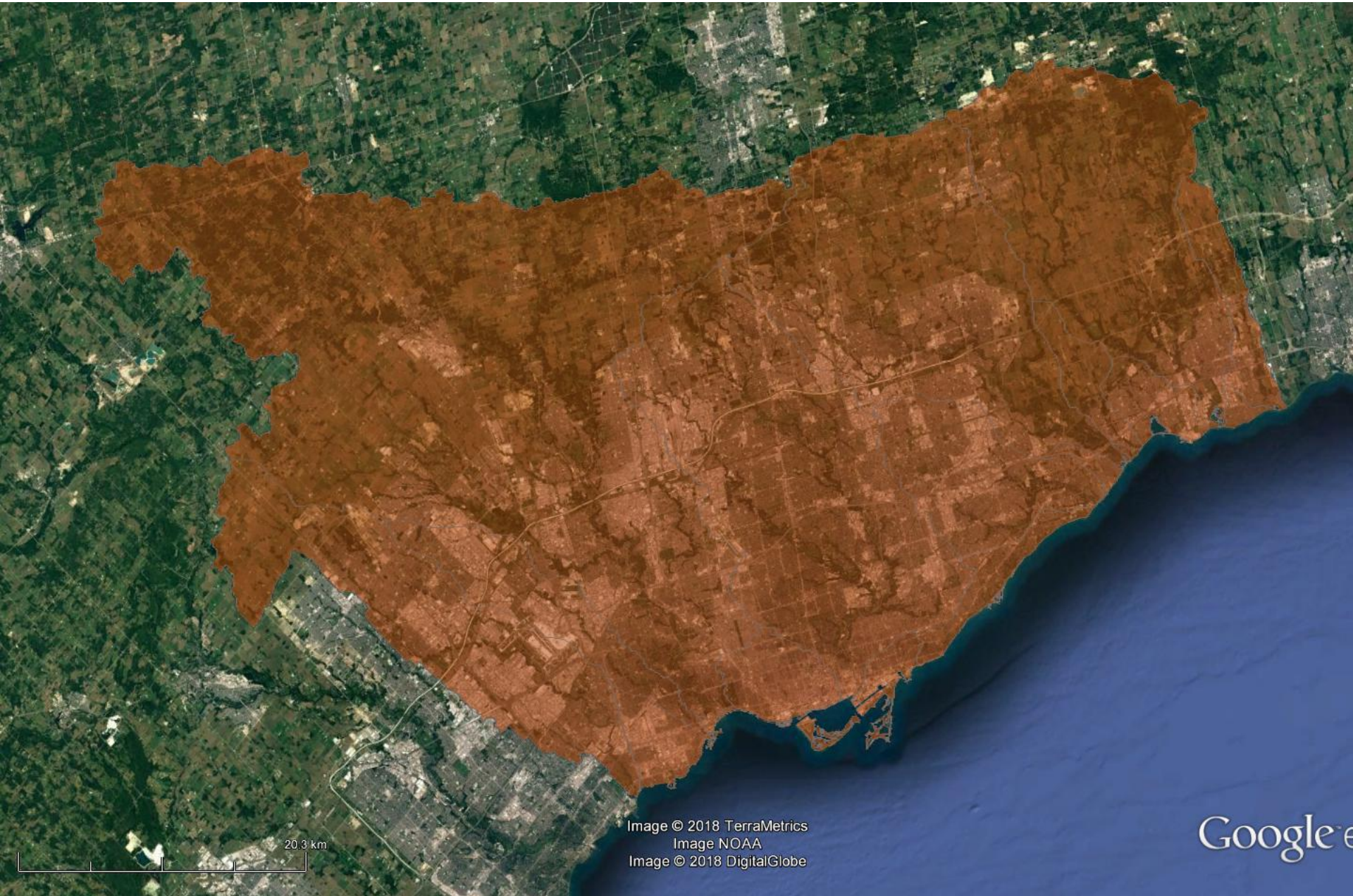


Image © 2018 TerraMetrics  
Image NOAA  
Image © 2018 DigitalGlobe

Google e



20.3 km

Image © 2018 TerraMetrics  
Image NOAA  
Image © 2018 DigitalGlobe

Google

# Why do community engagement?

The goal of community engagement will be different for different groups, project, and initiatives.

- Educate
- Inform
- Empower
- Build Capacity

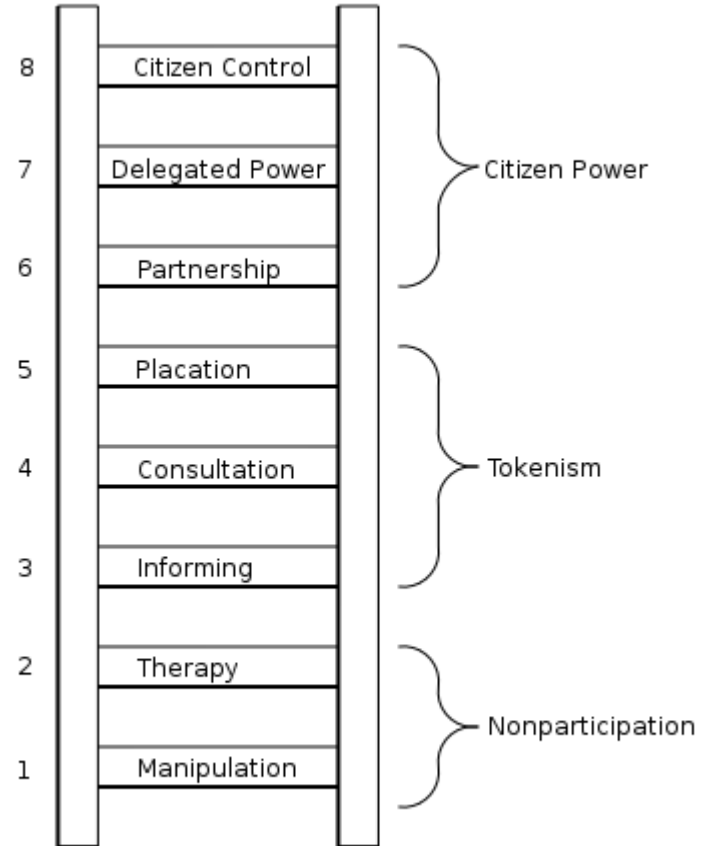


# Ladder of Engagement

Ladder of Citizen Participation (Arnstein 1969)

Arguably the bench-mark for modern community engagement models

Some caveats: hierarchical in nature—engagement is more iterative by nature



# Community Engagement Approaches

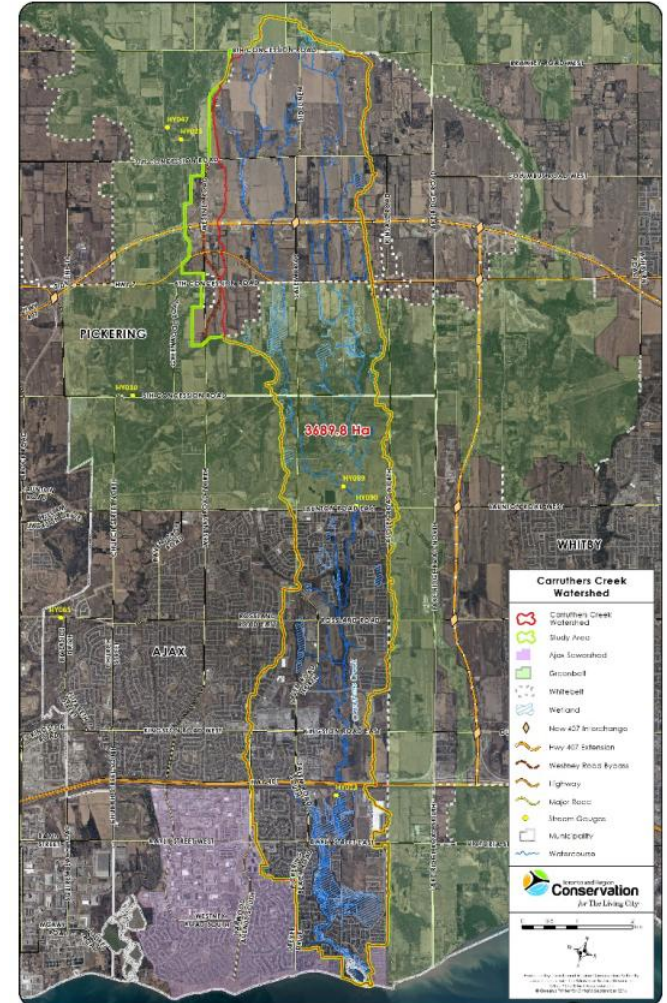
Consider project goals:

- How is the public to be involved?
- If you are building capacity or empowering is there corporate appetite for this? (buy-in, funding, etc)
- Is your project team on the same page?
- What are the limitations of engagement? (set reasonable expectations)
- Try not to be scared of real public input!

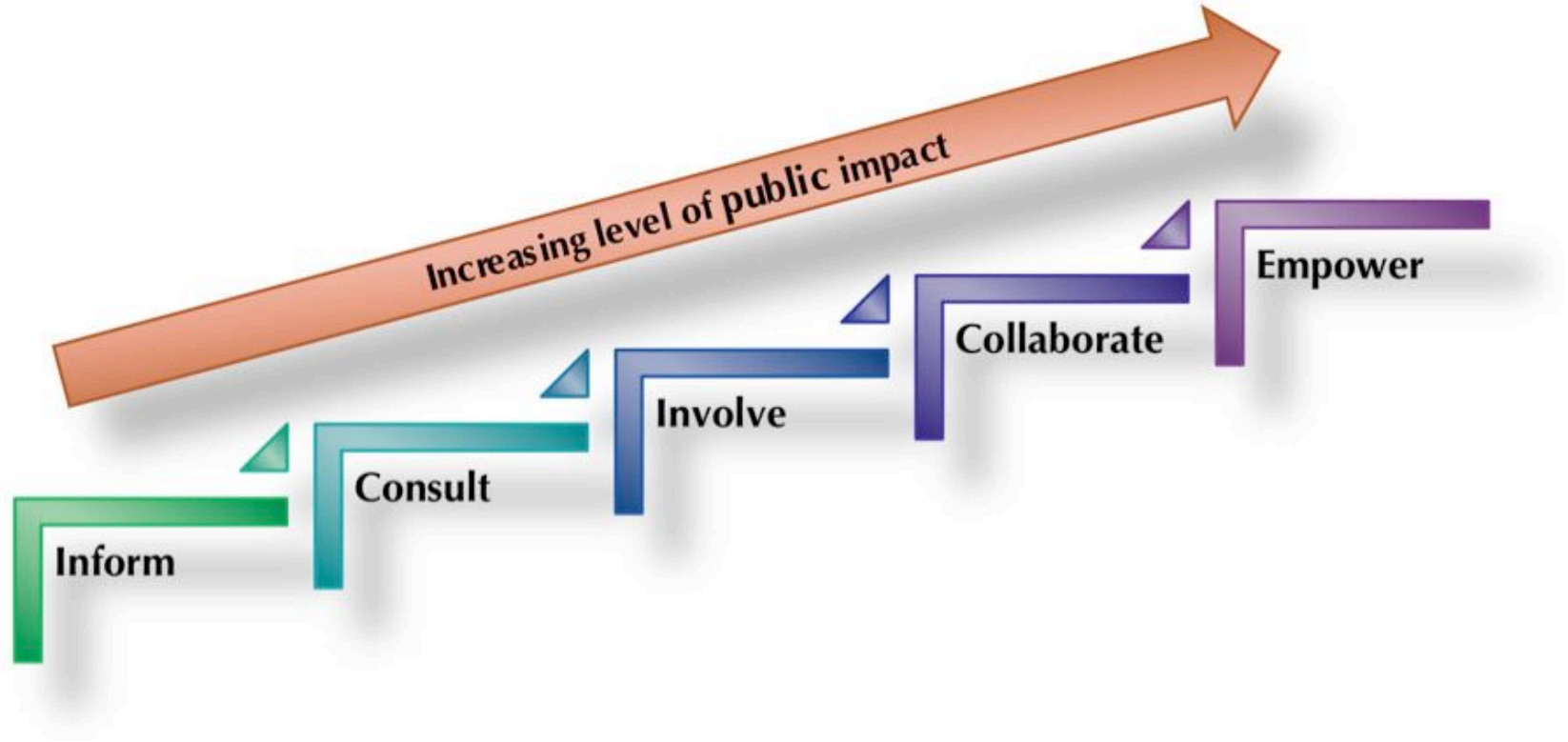
# Informing and Consulting: Carruthers Creek Watershed Plan

Goal: To inform the local public of watershed plan and to gain input on project goals and objectives.

- Consultation is not mandated
- Public cannot necessarily guide land-use decisions
- Public can provide input on direction of study

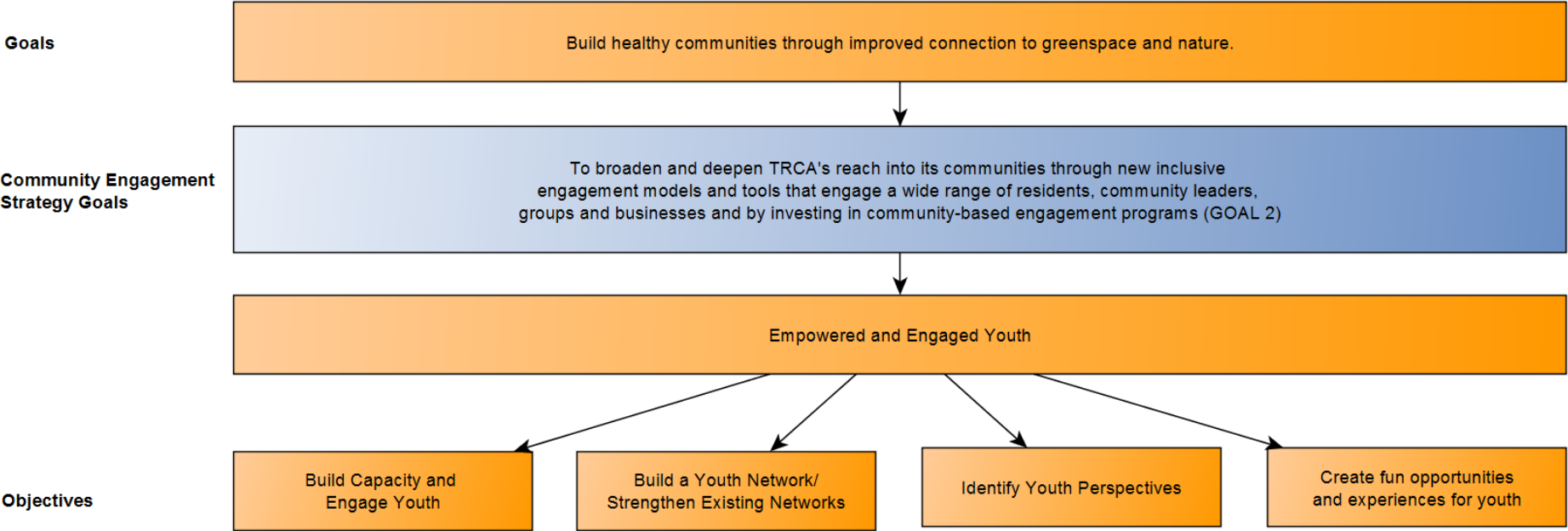


# Empowering: TRCA Youth Council



# Youth Council Framework and Goals

- Items Identified by RWA Youth Council working group
- Items Identified by TRCA Community Engagement Strategy



# Membership

- Individuals who reside or attend school within TRCA's jurisdiction
- Ages 16-24 (revised to 16-30 in 2019)
- Opened Registration in October 2018

## General Members

- Engage as much or as little as they want

## Executive Members

- Apply, 10 are selected
- Responsible for leading the Youth Council
- One year term



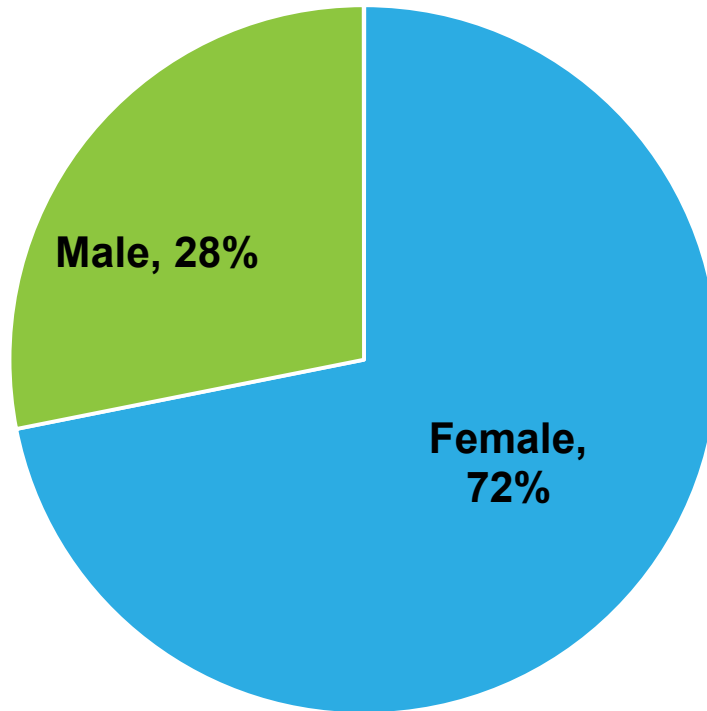
# Youth Perspectives

All members were required to fill out a short survey:

- Identify most important issues
- Perceptions of local environmental health
- Demographics

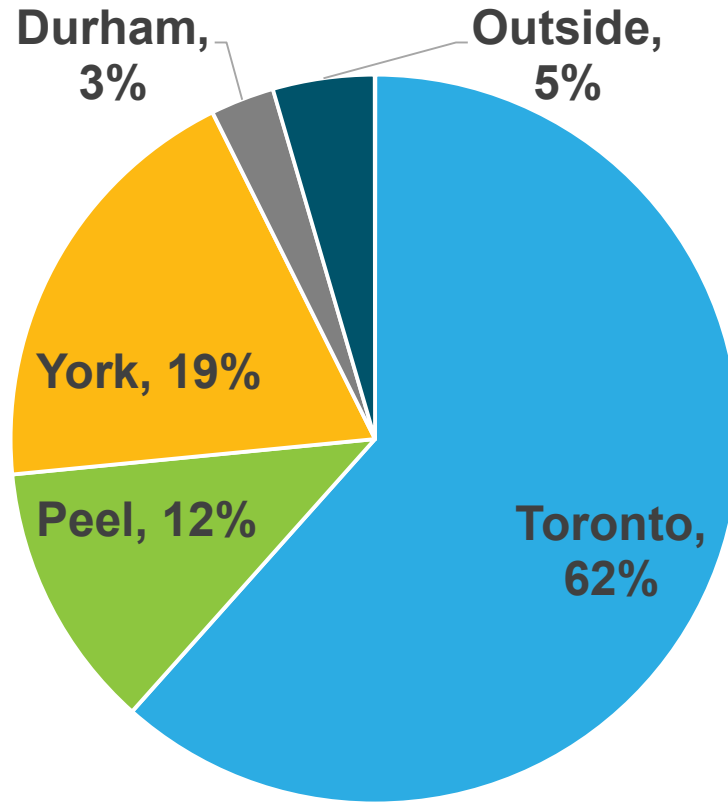
# Demographics

178 members (general and executive)

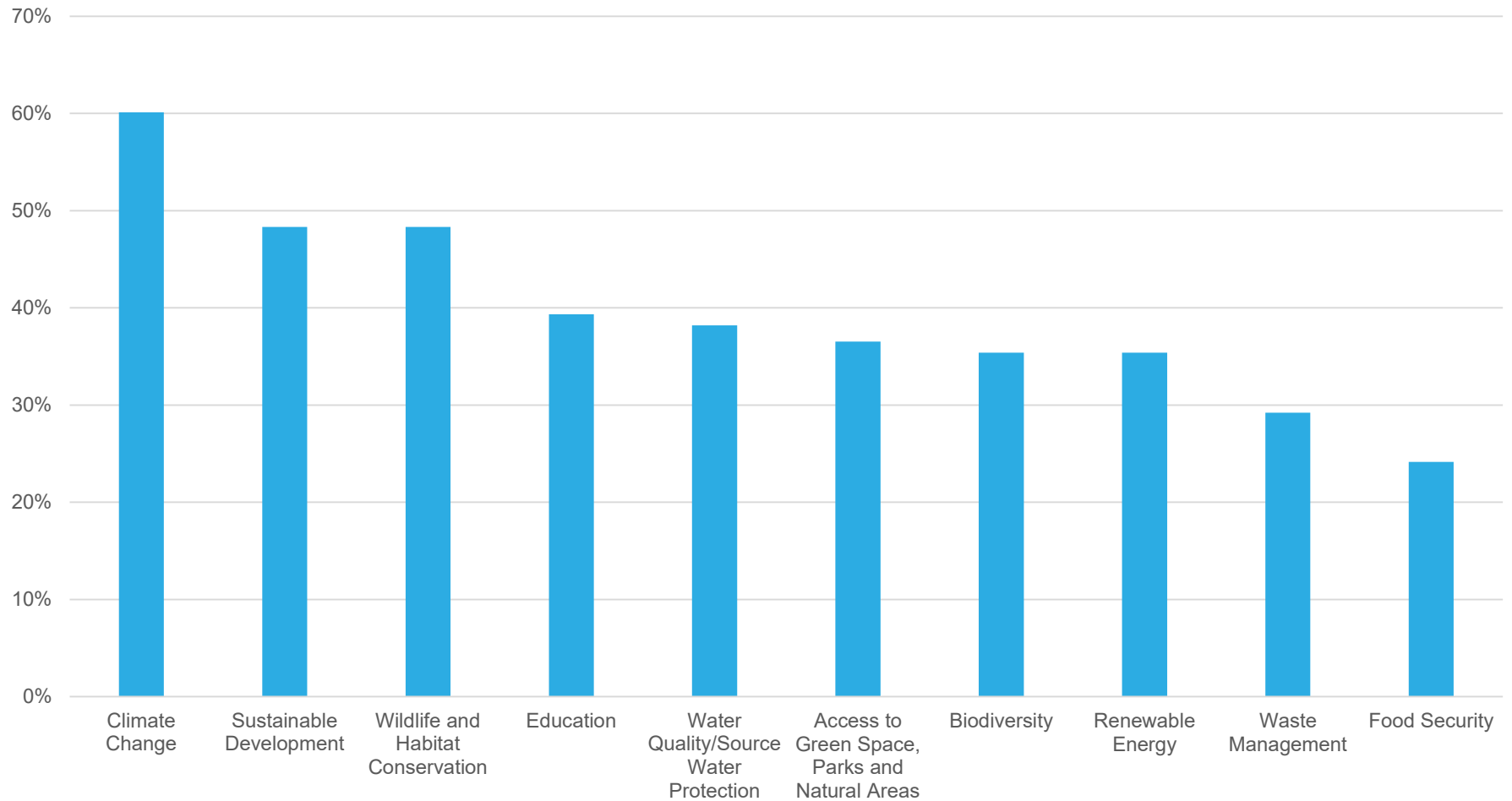


# Demographics

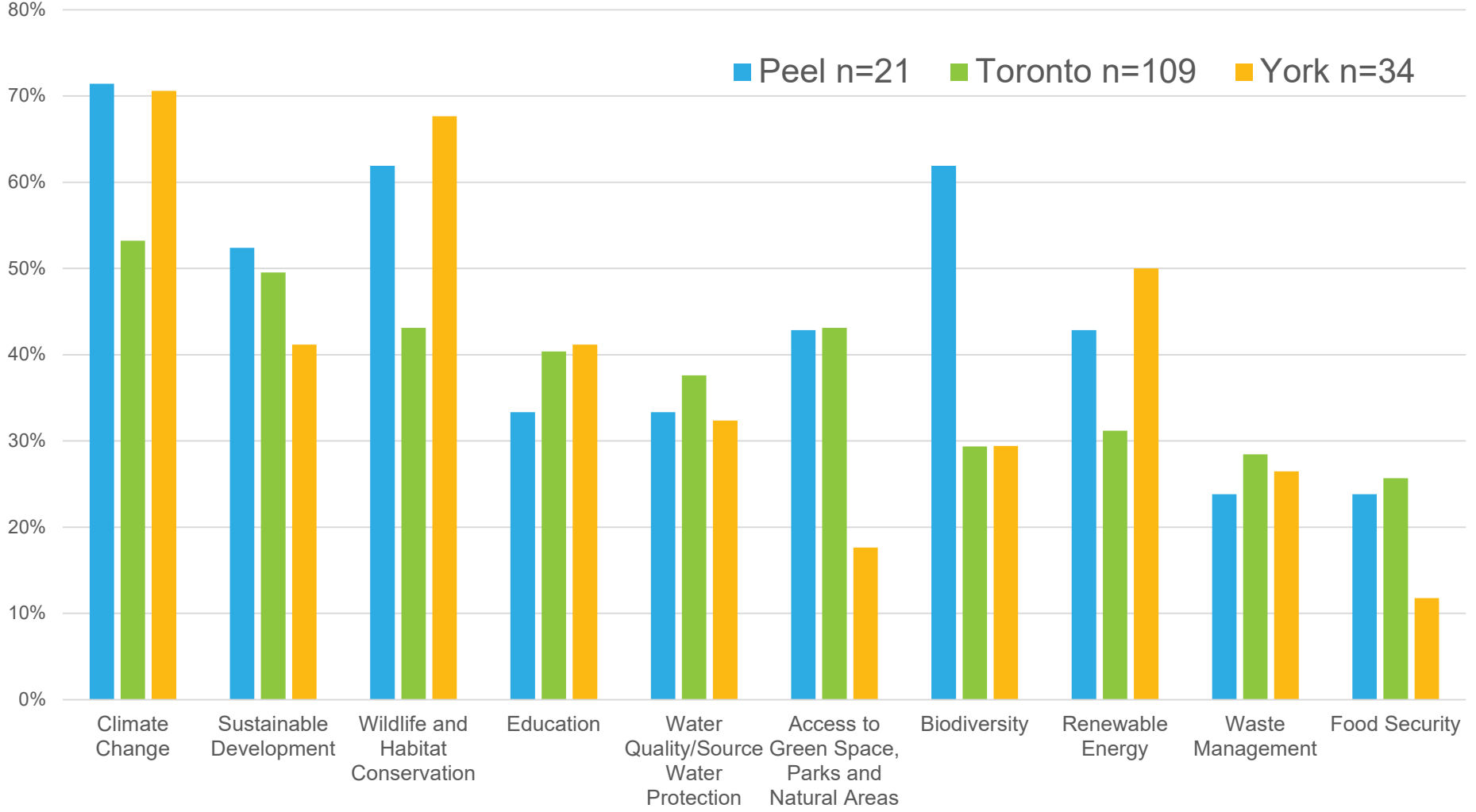
178 members (general and executive)




# Top Ten Selected Issues



# Issues by Municipality





**Executive Retreat January 2019**  
**Albion Hills Field Centre**





**ARBON HILLS**  
**FIELD CENTRE**  
50 years of learning and leadership in outdoor education

Arbon is an exciting - join us for an exciting



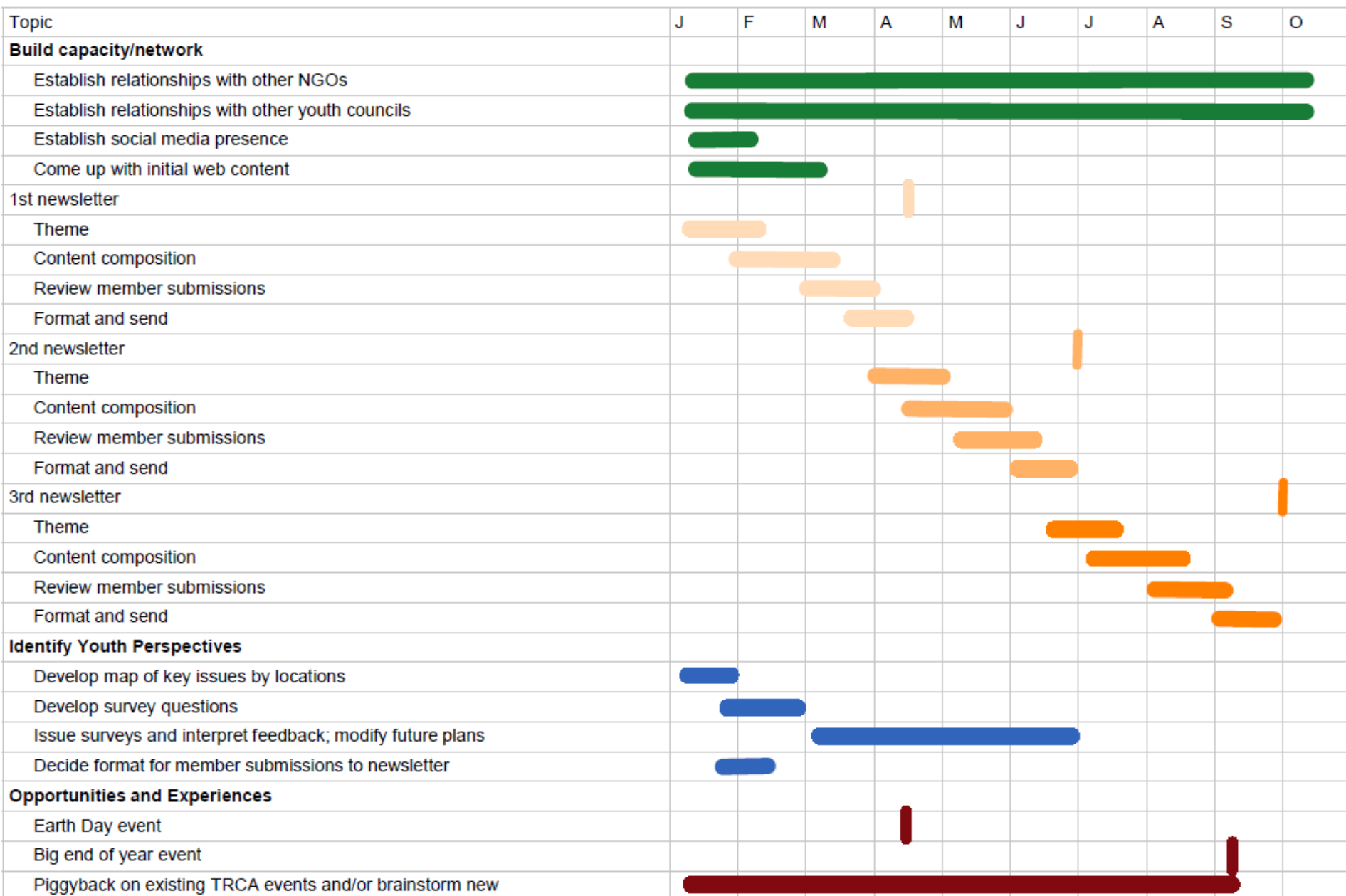


HYPERMEDIATION  
MAY 2014

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	-----

1. Introduction  
2. Methodology  
3. Results  
4. Discussion  
5. Conclusion

1. Introduction  
2. Methodology  
3. Results  
4. Discussion  
5. Conclusion



# 2018/19 Activities



**Youth Council** | **Toronto and Region Conservation Authority**

## YC Vol. 1

It's spring! This is a time for rain, for renewal, and for reminding ourselves of our responsibilities as stewards of the environment. By joining the Youth Council, you have become part of a network of like-minded peers in the GTA focused on education, outreach, and spreading awareness of environmental issues. So please don't be shy— come out to our events, submit to the newsletter, and reach out if you have any questions. We can't wait to hear from you!

### MEADOWWAY CLEANUP

We're hosting our first big event! Come learn about The Meadowway, get your hands a little dirty, and hang out with your Execs on **April 28th**. More details on **page 2**.

### UPCOMING OPPORTUNITIES

There are lots of ways for you to volunteer and network with the Youth Council. **See page 3** for opportunities with Swim Drink Fish, Don Valley Clean Up, Youth Challenge International, and more!

### MEMBER SUBMISSIONS

Thanks to everyone who submitted personal content for the newsletter! Read our member contributions on **page 4**. If you want to be featured in Vol. 2, the next theme is **Water**.

# 2018/19 Activities



# 2018/19 Activities

## Calling All Environmentally Conscious Youth!

**Toronto and Region Conservation Authority (TRCA)** wants to hear from you!

Are you under the age of 30? Is there an environmental issue you're passionate about? Are there big changes you'd like to see in your community? The TRCA Youth Council would like your feedback!

**Please fill out the short survey below to give us an idea of what environmental issues are most important to you.**

TAKE OUR SURVEY!

SHARING YOUR STORY: WILDLIFE & HABITAT C...

### TRCA Youth Perspectives Survey

The new **TRCA Youth Council** is designed to give young people in the Toronto region a way to come together to identify issues that matter to you, and give you the tools to take real action.

The members of the **Youth Council Executive** are committed to learning more about what matters to youth and creating events focused on the issues they are passionate about.

By filling out this survey, you'll help give us a better idea of the kinds of events and outreach initiatives we should be organizing in the next few months.

The survey just takes a few minutes. [Continue reading](#)


Take Survey



**Got a passion for the environment? Looking to make a positive impact in your community? There could be a place for you on the Toronto and Region Conservation Authority (TRCA) Youth Council.**

LEARN MORE

### GOOD STUFF TO READ

 [TRCA YOUTH COUNCIL - Spring 2019 Newsletter \(3.4 MB\) \(pdf\)](#)

### QUESTIONS? Contact:

**Kate Goodale**

Project Manager, Humber Watershed  
Toronto and Region Conservation Authority (TRCA)

Email [kgoodale@trca.on.ca](mailto:kgoodale@trca.on.ca)



# 2018/19 Activities



# Challenges

- Staying within scope
  - Internal pressures from other teams
  - Keeping expectations realistic
- Engaging the right audience
  - Some key demographics are missing
- Keeping audience engaged
  - Not all execs continued to participate
- Making sure they have autonomy
  - Fine line between guiding/supporting and directing
- Finding the right mode of communication
  - How can we get the general members more active?

# Conclusion

- There are lots of reasons to do community engagement, make sure you know why you are doing it.
- Set realistic expectations
- Make sure that everyone is on board
- Meaningful engagement is iterative, learn from your challenges and mistakes

**Kate Goodale MES**

Coodinator Government and Community Relations  
Community Engagement and Outreach

[Kate.Goodale@trca.ca](mailto:Kate.Goodale@trca.ca)

[www.trca.ca](http://www.trca.ca)

