

# The Grey Highlands Lens:

## DEVELOPING A FRAMEWORK FOR SUSTAINABLE COMMUNITY DECISION MAKING



OMAFRA Rural Symposium

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February 14<sup>th</sup> 2017

# The Grey Highlands Lens:

## DEVELOPING A FRAMEWORK FOR SUSTAINABLE COMMUNITY DECISION MAKING

The Premise: Community development project as part of our Rural Studies seminar

The Partnership: The University Of Guelph and The Grey Highlands Municipal Government (Sustainability Subcommittee)

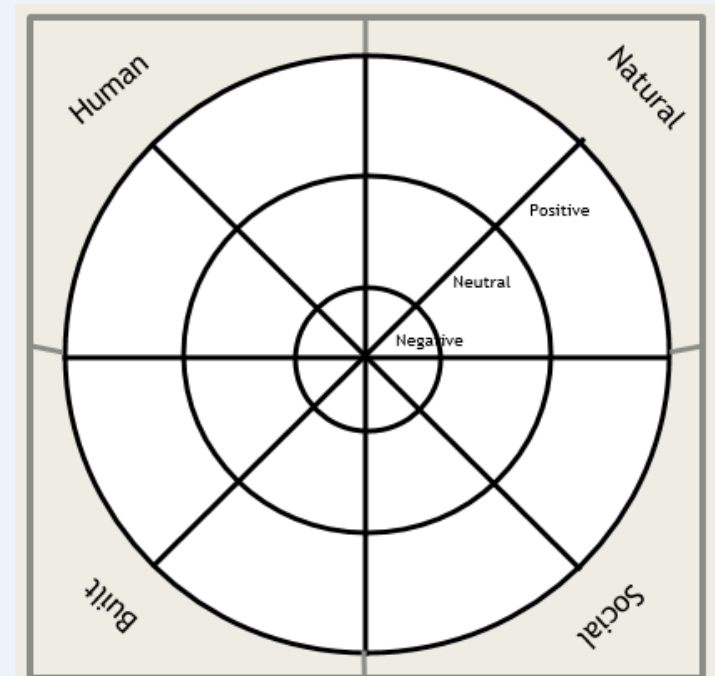
The Project: Develop a community based tool that fosters strategic, transparent, sustainable decision making in Grey Highlands

## Our First Task:

- Reviewed 5 frameworks
  - Community Assets
  - Community Capitals
  - Vibrant Communities
  - Sustainable Livelihood
  - Healthy Rural Lens

## The Tool

- Combination of various frameworks
  - *Modeled around The Healthy Rural Lens*
    - Developed for decision makers
  - *Informed by Community Capitals Framework*
    - Developed to understand communities



# Huron Lens (as visual example):

## The Healthy Rural Lens Worksheet

**Indicators of Success**  
Does the action...

<b>POPULATIONS</b> <ul style="list-style-type: none"> <li>Support moderate and sustainable population growth</li> <li>Promote Huron as a great place to live, work and play</li> <li>Ensure Huron is a welcoming community for new residents</li> <li>Enhance opportunities for youth, families, seniors</li> </ul>	<b>NATURAL ENVIRONMENT</b> <ul style="list-style-type: none"> <li>Protect natural heritage systems and support biodiversity</li> <li>Reduce toxins, waste and greenhouse gases</li> <li>Consider water quality and quantity</li> </ul>
<b>COMMUNITY NEEDS</b> <ul style="list-style-type: none"> <li>Support and build arts, culture, and heritage</li> <li>Ensure Huron is affordable and accessible to all</li> <li>Encourage local training and learning opportunities</li> <li>Foster pride and sense of community</li> </ul>	<b>ENERGY CONSERVATION</b> <ul style="list-style-type: none"> <li>Foster an energy conscious culture</li> <li>Exhibit municipal leadership in energy awareness</li> <li>Maximize energy conservation</li> </ul>
<b>HEALTHY ACTIVE COMMUNITIES</b> <ul style="list-style-type: none"> <li>Promote active and healthy lifestyles</li> <li>Support active transportation</li> <li>Ensure accessibility to excellent healthcare and wellness services</li> </ul>	<b>ECONOMY</b> <ul style="list-style-type: none"> <li>Ensure a diversity of economic opportunities</li> <li>Create an economy that supports the triple bottom line</li> <li>Assist with the retention and expansion of local businesses</li> </ul>
<b>TRANSPORTATION</b> <ul style="list-style-type: none"> <li>Develop an accessible, efficient and integrated transportation network</li> <li>Ensure municipal transportation system is environmentally and economically feasible</li> </ul>	<b>AGRICULTURE</b> <ul style="list-style-type: none"> <li>Strengthen the agriculture industry through diversification</li> <li>Build support for local food</li> <li>Promote environmental best practices</li> </ul>
<b>LIVABLE COMMUNITIES</b> <ul style="list-style-type: none"> <li>Preserve Huron's history and rural character</li> <li>Foster compact communities that address local needs</li> <li>Create long-term infrastructure plans</li> <li>Help mitigate the impacts of big box development</li> </ul>	<b>DOWNTOWNS</b> <ul style="list-style-type: none"> <li>Create accessible, aesthetically pleasing, people friendly spaces within downtowns</li> <li>Promote downtowns as the economic, social and cultural centres of the community</li> </ul>

**How to complete the worksheet**

- Title the worksheet with the program or policy that you are considering.
- On the left side are the Indicators of Success for each of the Sustainable Huron Themes. Think about the impacts of your program or policy for each theme. Does it have a positive, neutral or negative impact on each theme?
- Place a dot on the theme line in the negative, neutral or positive area. Join the dots on each theme line and the resulting shape should help you see an overall perspective of how the program or policy will impact our county.
- Below are several Key Considerations. Consider your program or policy in light of these factors and identify components that require additional research or community engagement or collaboration.

### Key Considerations

- How will this program or policy impact the community 10, 20 or even 40 years from now?
- Are there possible unintended consequences?
- Does it enhance service delivery?
- Do we have adequate human and financial resources to do this?
- Is it sustainable?
- Have we adequately engaged the community?
- Does this improve accessibility?
- Does this enhance and fit with our unique Huron character?
- Who does this impact? Are we being inclusive?
- Are there partners we haven't considered?
- Are there previous experiences with this?

**Example of a completed worksheet:**

Name of policy/program you are considering:

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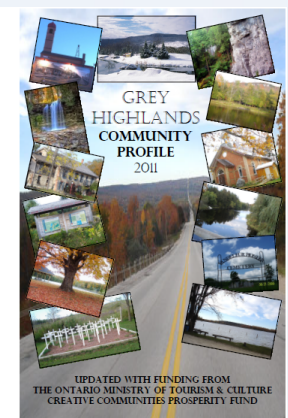
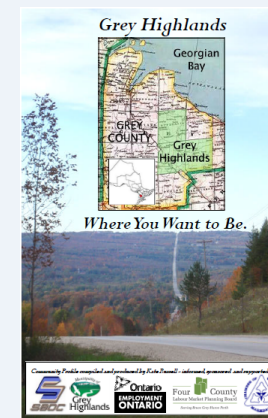
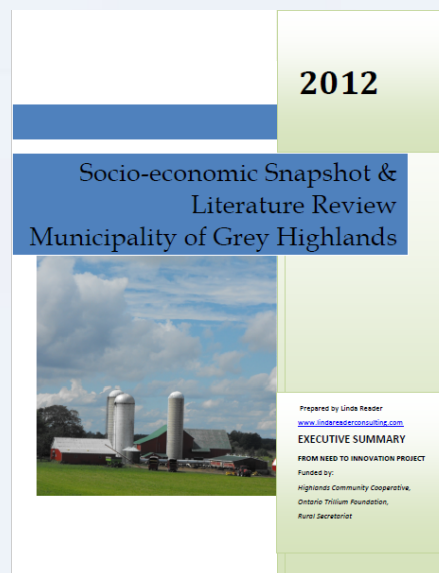
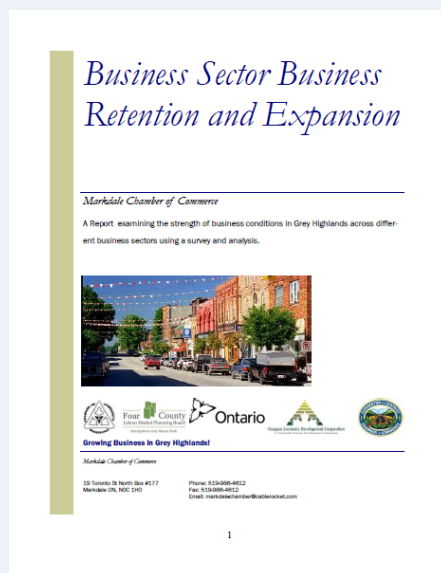
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# Step 1:

## Contextual Analysis

- Building our own familiarity with Grey Highlands (as outsiders)
- Reviewing Municipal Documents: BR+E, Community Profile, Strategic Plan, From Need to Innovation, Cultural Assets List, etc.





# Human

Education

Skill: \*  
Leadership Training & Dev.

Health

Volunteerism

Youth

People:

slow growth

Creative Class

Ageing population

Agricultural Workforce

- growing

Community Infrastructure

- church - park etc.

Seasonal Residents

Seasonal Residents

Workforce:

- able  
- willing

Landscape

- rolling hills  
- Escarpment  
- Flat lands  
- Beaver Valley  
- Forestry

Water system

Physical Elements

Lake Eugenia  
Saugeen & Beaver River...

Recreation

Growing Farms

Stewardship in agriculture

Chamber of Commerce

Wellbeing of the community

Recreational activities

- welcoming  
- supportive

Heritage Buildings

Mennonite Lifestyle

Community agriculture

especially Mennonite

Diversity: Language use  
Food  
Ethnicity

Volunteer

Seasonal Residents

Social Cultural

Community Health

- collaboration / connects

Farm Culture

Civic Engagement

Community Participation

- round tables  
- projects

Creative Arts

Society

Heritage

- family roots  
- traditions  
- Pioneer Spirit

Telecommunication

- WiFi

Industry

- manufacturing  
- small scale industry  
- infrastructure  
- tourism  
- recreation  
- la...

Restaurant industry

Water System

built infrastructure

Recreation Infrastructure

- villages hamlets

- Trails

- Diama

Tourism

Health:

- hospital  
- nursing home  
- ambulance

Agriculture Practice

- Farming  
- Large or sm

Municipal Services

- snow removal  
- Sewage  
- garbage collection

448 Farms

Built

Network relationship.

- Systems Theory: Health

- what are the feedback loops

- What are the flows?

Example  
↓  
Com

# Natural

## Step 2:

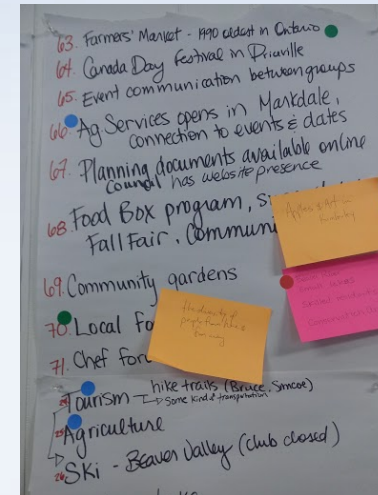
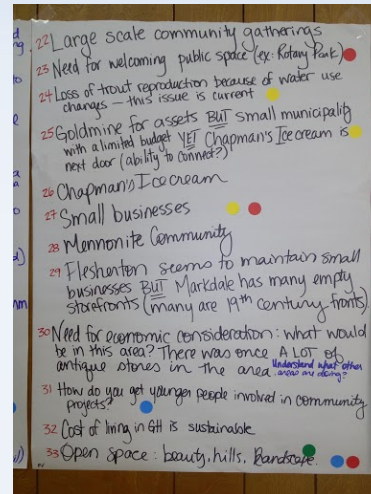
### Key Informant Interviews

- We conducted 12 interviews with community members
- We asked each key informant about assets in their individual communities and community identity.
- We also asked participants for any 'words of wisdom' pertaining to their communities that would help us when we actually entered into these communities to collect further data.





## Step 3: Focus Groups



At these focus groups, we asked one simple open-ended question: What are the assets in your community and in Grey Highlands as a whole?

# Share YOUR Grey Highlands

**Contact Us**  
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 Director of Design  
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**Grey Highlands**  
 Municipality of Grey Highlands  
[www.greyhighlands.ca](http://www.greyhighlands.ca)

**A message from your  
Grey Highlands Council:**  
 Council is very pleased to be working with PhD students in the Rural Studies Program at the University of Guelph.  
 Team Guelph's project is to develop a Grey Highlands framework for sustainable decision-making through community engagement. The background research is complete and now Team Guelph wants to meet and talk with you, the citizens of Grey Highlands.  
 We hope you take this opportunity to tell Team Guelph why Grey Highlands is such a great place to live and how together we can make it even better both now and in the future.

**Grab a neighbour and share your voice at a focus group!**  
 June 2, 1:00pm Stathert Hall, Piccadille  
 June 2, 7:00pm Osprey Community Hall, Faversham  
 June 3, 1:00pm Euphrates Memorial Community Centre, Rocklin  
 June 4, 10:30am Eugene United Church, Eugene

During the focus group researchers will be engaging with participants to identify what they think makes their community special, the assets. These are different for every person and there is no right answer to what an asset can be. The more residents who share their idea of what an asset is, the better Council's decision making tool will be!

Mayor Paul McQueen



While we were in GH, we did some sightseeing!



And we definitely enjoyed our stay!

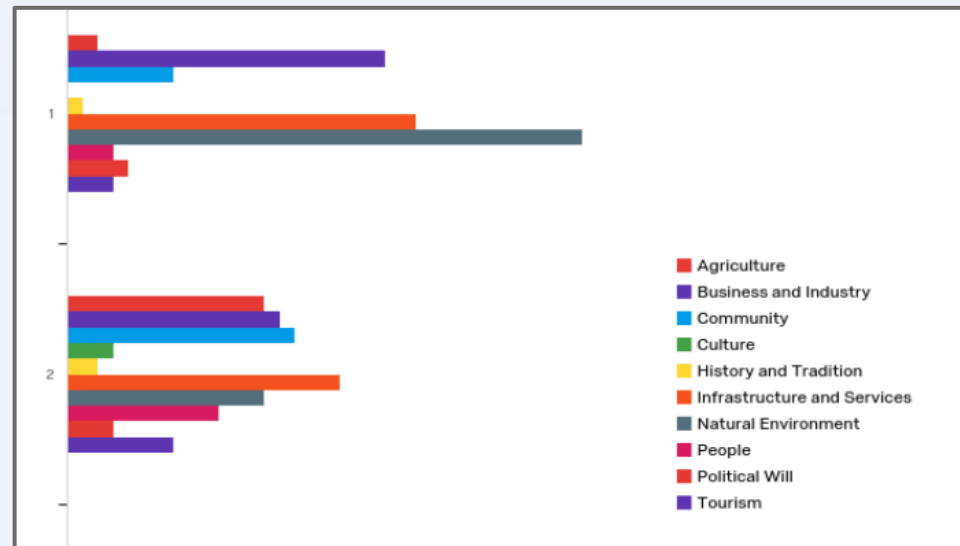


... the result? Our (Draft) Themes!



# Survey

- 1) Verification and prioritization of themes, open ended questions as an opportunity to collect missing assets, demographic information
- 2) Integrate survey data with our draft framework







Our take-aways so far...



Thank you for listening!

Any Questions?