Headwaters
Communities
in Action

Building A Better Quality of Life Together

Citizen Opinion about Community Well-being
And
Proposed Well-being Reports

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And Proposed Well-being Reports

Executive Overview

This document provides an overview of citizen opinion about community well-being as collected through surveys and focus groups in the fall of 2008 by Headwaters Communities in Action (HCIA). This information is being used to shape the development of 3 reports that together will provide a comprehensive profile of community well-being in the Headwaters region.

We heard clearly from citizens that what they value most about their community is "small town feel and rural beauty". The following qualifiers were offered to further explain what this means. Factors that citizens identified as impacting these qualities of small town feel and rural beauty are described in the body of this report:
:
- Feeling a sense of belonging and being known
- Social gathering
- Community design that does not threaten green-space or community character:
- Citizen involvement and leadership
- Taking care of our most vulnerable citizens
- Sustaining small businesses and agriculture,
- Rural beauty includes being surrounded by natural, undeveloped green space and healthy ecosystems

Citizens identified a variety of areas where they believed we are doing well as a community, and areas of tension that need to be addressed. They used the information from this conversation to identify the following actions that they believed would make the most significant improvements to community well-being:
- Enhance mechanisms for political transparency and public engagement in shaping the community agenda
- Support collaborative cross-sectoral action through information sharing and opportunities for dialogue
- Develop a regional economic development plan that will attract knowledge-based/green industries, support small businesses and family farms, and lure young innovative people into our community
- Improve public transportation within communities and to urban areas to the south
- Develop a plan to support the most vulnerable in our community
- Support the cultural sector
- Bring community together to build another community physician clinic
- Re instate a volunteer centre
- Stop development on green-fields

We have used citizen opinion to determine the context for 3 consecutive reports that will profile the well-being of our community. Theories of community vitality well support the focus of these reports and provide useful direction as to what factors that need to be considered and possible signals of improvement.

The contexts for the 3 reports are as follows:

Report 1: Preserving and Strengthening a Strong Sense of Community and Rural Beauty

Report 2: Community Economic Sustainability

Report 3: Strengthening Citizen Leadership

HCIA is well underway in developing the first report, which will be made available to the public in June 2009.

We will be seeking citizen involvement and funding to support the development of the remaining two reports. It is our hope that we can begin to hold conversations about regional economic sustainability later in 2009. Much of the ground work for this report has been put in place.

If you are interested in supporting further development of these reports, we encourage you to contact us at action@headwaterscommunities.ca

Citizen Opinion about Community Well-being
And Proposed Well-being Reports

This document provides an overview of citizen opinion about community well-being as collected through surveys and focus groups in the fall of 2008 by Headwaters Communities in Action (HCIA). This information is being used to shape the development of 3 reports that together will provide a comprehensive profile of community well-being in the Headwaters region.

Background

Headwaters Communities in Action (HCIA) is a grassroots citizen coalition that strives to identify new ways to improve community well-being in the Headwaters region. We do this by bringing together people from different sectors and municipalities to share ideas and information, pursue creative opportunities together and to create solutions to shared problems.

HCIA is currently engaged in developing a series of reports that together will profile the overall well-being of the 8 communities in Dufferin and the Town of Caledon in Ontario. The ultimate purpose for these reports is to provide a clear picture of the assets and challenges currently impacting the well-being of communities in the Headwaters area using credible data. We will use this information to raise citizen awareness and to engage citizens in public dialogue about where our communities need to strategically invest their time and energy in order to support a high quality of life for all who live and work within the Headwaters area.

A working group of community members representing the various sectors and communities in the Headwaters region have developed a comprehensive framework for measuring community well-being that reflects both the unique character of the Headwaters region and recommendations from best practices (See Appendix, B). HCIA has decided to role out this framework through a series of reports so that the data is made available in a meaningful and manageable way.

We conducted a survey and a series of focus groups in the fall of 2008 to better understand what citizens value and want to improve in our communities, and what factors they believe most significantly contribute to community well-being.

Purpose of Survey

The Community Well-Being Survey was a computer self-administered 19 question survey that was administered through a non-random convenience sample (see Appendix A). The purpose of the survey was to generate ideas about how best to profile measures of community well-being through a series of reports. Appendix A contains a copy of the actual survey questionnaire. The information from the survey was intended to provide the focus for further community consultation and research.

Survey Results

There were 406 responses to the survey, exceeding our target. Dufferin made up 68% of respondents and Caledon made up approximately 21 % of the respondents. Ninety eight percent of the survey respondents were permanent residents. A comparison between Census Data 2006 for Dufferin County and the survey respondents showed that survey respondents represented the population in terms of geography, age and commuting. In Caledon, the majority of respondents were from Ward One and Two, areas closer to the Dufferin border, and therefore don't reflect the broader community.

Two of the questions were open-ended, and attended to what respondents valued and what they were concerned about in their community. Clear themes emerged in the responses:

Primary themes for the Question: "Why is this area a good place to live/work?"

Theme 1:   Small town feel; safe, quiet, and friendly community.

Theme 2:   Rural, beautiful area; clean air and water

Theme 3:   Close to amenities both locally and in nearby urban areas (e.g. shops, arts, sport activities)

Primary themes for the Question: **"List two reasons why this area is not a good place to live/work?"**

Theme 1:   Higher paying jobs

Theme 2:   More medical services and amenities (e.g. better shopping, high speed internet, day care)

Theme 3:   Issues related to the built environment, including development that threatens areas assets (e.g. safe, clean, friendly), inadequate public transportation within towns and to urban areas to the south, dependence on cars, and winter road conditions

Respondents were also given an opportunity to rank in order of priority indicators within the 5 foundations of community well-being that comprise the comprehensive framework of measurement developed by the HCIA working group (See Appendix, B for a comprehensive indicator framework).

Respondents were asked the following question for each area of well-being in the comprehensive indicator framework:

"Please rank what you feel is most important to community well-being?"

Below, listed in order of priority according to percentage of respondents, are the indicators ranked # 1 or # 2 by 33% or more of the respondents:

- Volunteerism
- Personal health
- Water quality
- Accessible & quality services
- Cultural inclusion
- Arts & cultural activities
- Air quality
- Personal and community safety
- Personal economic sustainability

Focus Groups

We invited community members to participate in focus groups to help us better understand the meaning of the terms used in the responses to the open ended questions of the survey. Focus group participants were invited on the recommendation of a number of other community members, and the representative role they played within their sector/field. This method was used to balance the need for in-depth conversation amongst a small group of people, and have this small group represent the perspectives held by broader segment of the community. The following 5 sector-based focus groups were held with active participation from 40 citizens:

- Health & Social services
- Economic
- Environment
- Arts, Culture, Recreation
- Planning, housing, municipal infrastructure

Focus Group Design

We decided to concentrate the conversation on the 2 primary themes that emerged in the survey regarding the reasons people felt their community was a good place to live/work. We did this because HCIA takes an asset-based approach to its work, meaning we believe that we will be more successful as a community if we work together to build on our strengths for a better future.

Participants were asked: **"How would you describe in tangible ways, "small town feel" and "rural beauty".** Answers to these questions were made visual for the group through a mind-map.

Once the group was satisfied that they had comprehensively articulated the meaning of these core concepts, they were asked to determine how well our communities were fulfilling these definitions of small town feel and rural beauty, and what they felt were points of tension or crossroads for our communities to address.

Following this conversation, participants identified a number of leveraged points for community collaborative action, choosing those areas in the previous discussion that they believed would make the biggest impact on community well-being.

Focus Group Results:

Qualifying the terms "Small town feel" and "Rural Beauty"

The information shared in the focus groups was analyzed for commonality and divergence in themes. People tended to focus most of their comments towards qualifying the concept of "small town feel". The following themes emerged in the discussions:

Feeling a Sense of Belonging and Being Known
People highly valued "being known or knowing others" in the community, mainly because it was a signal of "belonging" in the community. Factors that people believed contributed to this sense of belonging were:
- designing our communities in ways that encourage people to walk or play in their neighbourhoods, stroll through the downtown core, and walk to amenities,
- seeing the same people in various venues; people felt that smaller populations in our towns made this possible,
- small business owners making an effort to develop rapport with their customers,
- active social networks such as associations and clubs,
- low mobility of residents and businesses, so that people experienced consistency in their relationships over time
- opportunities for social gathering

Social Gathering
Considerable discussion focused on the importance of social gathering, particularly because it contributed to the cohesion of the community and a sense of belonging. Factors that people felt contributed to social gathering included:
- designing indoor and outdoor spaces where people could gather
- supporting community events that encouraged people to mingle across ages
- making available affordable recreational and cultural opportunities where people socialize
- designing neighbourhoods with a variety of housing options to encourage a good cross section of people in various stages of life living close together; it was felt that families with young children tend to bring people out of doors and socializing more, and therefore, neighborhoods need to incorporate housing that is affordable to young families

Community Design that does not threaten Green-space or Community Character:
Small town feel and the aesthetics of a community were intricately linked. Referring to the current growth management conversations occurring throughout the region, people expressed concern with the possible impact of intensification on the way that neighbourhoods looked. People mentioned preservation of a heritage style and an avoidance of neighborhoods with high rise apartments. At the same time, people were concerned about the impact of sprawl on green-space. Participants acknowledged the tension between these two values, but firmly believed that a balance could be found if we put our intentions towards that.

Citizen Involvement and Leadership
Three themes emerged regarding how we encourage citizens to help shape their community, and leadership in the community:

Leadership:
People valued the accessibility of community leaders, political, business, and organizational. They believed that having these leaders live within the community was an asset as it encouraged a deeper commitment to their role.

Citizen Engagement:
Much conversation focused on the importance of citizens having mechanisms through which to express their opinions and to help shape the social agenda. It was felt that small town feel was linked to a commitment to community dialogue around important issues affecting the community, demonstrating that we work together to solve our problems.

Volunteerism:
A variety of comments were shared in relation to how citizens in small towns actively contribute to shaping the well-being of their community. Ideally, small town feel would be demonstrated through active volunteerism, which was a reflection of people caring about others in their community and holding a shared set of values regarding mutual accountability. Concern with decreasing volunteer participation was expressed and is captured later in this report

Taking Care of our Most Vulnerable Citizens
This theme included the importance of acknowledging that we have a vulnerable group of citizens and putting in place the services needed so that these citizens could better participate in community life. Often this conversation leaned towards the issues people saw in our community in relation to supporting the most vulnerable. In particular, how we are lacking adequate mental health services especially for youth, having adequate programs for low income families, making higher education available to those who could not afford the tuition, and making more of an effort to include our teens in community life. Some concern was raised about our growing seniour population and not having adequate public transportation available to assist them in accessing services and amenities.

Economic Base
Three themes emerged related to the economy of small towns:

<u>Small Business:</u>
People highly valued small family run businesses and wanted to see them thrive as they were seen to contribute significantly to communities both economically and socially. Socially, small business owners in small communities were perceived as tending to give back to the community, and to encourage social networking thus contributing to a sense of belonging.

<u>Sustaining Agricultural Base:</u>
People felt that farmers and farms were an integral part of small town feel. The presence of farmers markets were seen as a valuable contribution both economically and as a social gathering place, as well as giving people an opportunity to live more sustainably by purchasing locally grown food. Small farms were seen as important for many of the same reasons expressed for small family run businesses.

<u>Commuting</u>
Commuting was seen as having a negative impact on small town feel because it was believed that people who commute to work tend to have less time to be involved in community life. It was assumed that commuting also made it difficult to feel connected to the community due to lack of time. This was seen as reducing feelings of accountability to the community.

Rural Beauty
The following qualifiers for rural beauty were shared by focus group participants:
- our communities are surrounded by natural, undeveloped green space and healthy ecosystems (ponds, wildlife etc), which are accessible within a 5 minute drive of the downtown cores
- we preserve and support rural farming lands
- natural environment can be a managed environment
- aggregate extraction was seen as a threat to our green space and ecosystems

Focus Group Results: Evaluating Against Current Reality

The participants were then asked to evaluate our current reality against these qualifiers of small town feel and rural beauty. In these conversations, ideas were offered about possible solutions to tensions. Participants were asked:

"Where are we doing really well as a community in relation to what has been mapped out?" and "What are the points of tension or the crossroads our community is facing in relation to components of what has been mapped out?"

Areas we are doing well	Points of Tension
Transportation	
Public Transport: • GO service • Bus shelters • option available for car pooling which can be organized by Brampton/Caledon Smart Commute for businesses • Increasing user rates on Orangeville Transit • Better coordination between Orangeville Transit and GO • Transportation from the Early Years Centre for parents with young children • Wonderful bus system for schools • LHIN transportation system exist **Walk ability:** • Able to walk in downtown historic regions • Good development & promotion of trails in both Caledon & Dufferin	**Public Transport:** • Do we want better GO service? Will it help or hinder our community? • GO needs to streamline its busing so that there is less of a wait at the GO trains • Public transit is minimal across the area, and we lack cross boundary transit **Commuting:** • Increasing, and danger of becoming bedroom community • Impacts commuters ability to engage in community life, or to enjoy our rural beauty due to lack of personal time • Related to not enough high paying, high quality jobs provided locally **Ideas for the Future:** • Look to Barrie for a model of "satellite office hubs" which decrease commuting to GTA • Utilize our well functioning school bus system to meet transportation needs in community in between school pick up and drop off
Economy	
Economic Development: • Primrose as a small retail/industrial opportunity • DEEP: once it is in place, will become a Centre for Energy Excellence • Melanchthon Wind Farms are largest in CDA • Life Sciences Report for Dufferin/Caledon offers great potential • Caledon increased industrial employment lands • Populating our downtown core with independent small businesses • Big box stores bring wealth to the area	**Economic Development:** • Increasing industrial employment lands doesn't necessarily equate to significant job growth (e.g. use lands for warehousing) • Big boxes may put family business at risk • Orangeville is running out of industrial employment lands • Local colleges are offering programs that aren't related to creating high paying jobs **Economic Inequality/Rural Poverty:** • Invisible when you drive through the rural areas, but present • Our diversity is economic rather than ethnic • Issue of housing affordability/options not proactive on this issue as a community

Areas we are doing well	Points of Tension

Environment

Areas we are doing well	Points of Tension
Environmental Preservation: Evidence of Commitment to Environmental Sustainability; • Municipally – Caledon is an environmental leader and model for other communities • Residence awareness & participation in environmental concerns • Highly active citizen based environmental groups (CCA, Reduce the Juice, etc) • Ecosystems are fairly healthy	**Environmental Preservation:** • Priority put on aggregate in land development • Disparity in views of value of wind power • Not doing well in our preservation of farms • Not much intention put towards protection of natural environment in Dufferin

Arts and Culture

Areas we are doing well	Points of Tension
Culture/Events:: • Many arts, culture, and recreation activities made available & well attended • Dufferin Arts Council supports and promotes arts and culture across the region • Availability of great recreation centers (e.g. Alder)	**Culture/Events:** • Distinct communities & many sub communities in large county that have difficulty with events & larger areas like Bolton • Arts and cultural events not affordable to some in our community • Not enough social opportunities for young adults and seniors so they don't tend to stay in community **Ideas for Future:** • Look at research on "Creative Class" by Richard Florida - links talented young people with economic vitality

Population Health

Areas we are doing well	Points of Tension
Mental Health Service: • DCAFS wait lists for children have decreased • Good collaboration between agencies to work together beyond their mandates in order to service community needs • Strong leadership in social services sector **Health & Social Services:** • Good quality shelter for women, children, and youth **Safety:** • Presence of community policing makes a positive impact	**Mental Health Service:** • Not enough services for adults & specialized areas such as addictions • Issue with availability of doctors **Health & Social Services:** • No shelters for men and families • Lack of a formal process for agencies to connect • area is often competing with larger more organized jurisdictions for funding, therefore we are the poor cousins in the LHIN • Need something to support comprehensive planning and funding for Dufferin & Caledon, such as done by Social Planning Councils • Funding an issue: agencies are stretched by high need, large catchment areas, little resources • lack of resources/services for emerging social issues

Areas we are doing well	Points of Tension
Population Health (continued)	
	Safety: • Traffic accidents • Perception of parents that it is not safe for children to play outside without supervision, this limits children's ability to mingle with others casually, to walk to school, or to get outdoor physical activity **Supporting At Risk Youth:** • youth with no place to go in our community • Friction exists between police and youth in Orangeville…need to solve the underlying problems
Community Leadership & Involvement	
Local Government: • Accessibility of Municipal Staff & Officials • Municipalities that have vibrant downtown cores have an easier time staying connected to their constituents • Local force, police and fire create a presence **Diversity:** • Diversity of citizens from European cultures **Political will for collaboration:** • Hills of Headwaters Tourism Association is a model for cross collaboration and working together	**Local Government:** • Lack of government transparency creates voter apathy **Diversity:** • Not enough multi-cultural service for Caledon residents • Lacking diversity of citizens from visible minorities • Our diversity is economic rather than ethnic **Political will for collaboration:** • Small municipalities doing own thing no cohesive plan to coordinate economic development, growth management • Lack of a comprehensive regional plan based on independent input and need **Volunteerism:** • Diminished service club involvement • Decreased volunteerism **Accountability of Citizens for the Community:** • People move here to run away from problems, and so have difficulty acknowledging them; see this with homelessness & youth issues • Paradoxical desires: want high paying jobs & more employment opportunities, yet don't want growth **Ideas for Future:** • Make distinction between co operative coordinated planning and amalgamated planning • decreased volunteerism is linked to commuting and increased concern over personal liability; these root causes need to be addressed

Community Capacity to Manage Emerging Challenges	
	Limited Resources • Limited resources force us to choose & prioritize where we put our efforts • No community foundation or United Way to create a pool of funds for emerging issues • We often under-estimate the true costs of our choices **Population Growth:** • Growth rates mandated by Smart Growth not in line with what the community can provide **Ideas for Future**: • Explore what the optimal level of growth is before it impacts social connections

Focus Group Results: Leveraged Points for Community Action

The ultimate purpose of the well-being reports is to stimulate community-wide commitment to action that will make a significant impact on community well-being. Participants were asked to review the outcomes of their earlier conversations to answer the following question:

"If you or our community is going to put time and energy into taking some action on the ideas that you expressed today, which areas would have the biggest impact on overall community well-being?"

The following responses are listed in order of emphasis put on the conversation in the focus groups.

Enhance Mechanisms for Political Transparency and Public Engagement
• Ensure transparency of the political process to provide accountability and build citizen trust
• Enhance mechanisms that support accountability of municipal officers to citizens
• Capitalize on "Y*es You Can*" movement and attitude
• Identify opportunities for and demonstrate that citizen action can influence change
• Become more creative in how we engage people in official planning processes: for example, engage people where they are instead of expecting them to come to you; hold town hall meetings
• Build dialogue around a shared vision for the region; identify issues for dialogue & set targets for public engagement
• Learn from the successes of other organizations in engaging the public (e.g. Toronto Region Conservation Authority, Guelph Civic League, City of Guelph, etc)
• Support lobbying efforts of citizen groups

Support Collaborative Action
- Need to work collectively to minimize the risk of individual agendas dominating municipal decision making
- Identify and interact with groups, projects, organizations etc that are working together and collaborating
- Enable groups to share information amongst one another and with others who need support (e.g. HCIA, Arts, are models for working cross sectorally and collaboratively)
- Support partnering to mobilize resources/funding around desired community actions
- Develop and nurture champions amongst citizens

Economic Development:
- Attract more knowledge-based, technology or green industries to provide job choices/decrease commute to cities for higher paid employment
- Develop a Dufferin-wide economic development plan and collaborate across Dufferin boundaries with other municipalities
- Develop a shared regional economic recruitment strategy (use Tourism as a model)
- Support smaller businesses/family businesses/farmers as sources of local employment
- Put in place services and supports that lure young people into our community and keep our youth here when they graduate

Transportation:
- Improve public transportation to outlying communities as this may assist in addressing job issues for some
- Advocate for more efficiencies in the current GO schedule so that commute time can be decreased
- Provide public education about alternative transportation options such as SMART commute

Develop a plan to support the most vulnerable in our Community
- Plan neighbourhoods to include various housing options, including affordable housing, services/amenities

Support the Cultural Sector

Bring community together to build another community physician clinic

Re instate Volunteer Centre

Stop Development on Greenfields

What is Next? Profiling Community Well-being in the Headwaters

We took the information from the survey and focus groups and examined it against the comprehensive Community Well-being Indicator Framework (Appendix, B) and a number of theories related to the vitality of communities to determine the context for 3 reports that tell the story of community well-being in the Headwaters region. Together, we believe that these 3 reports will help us better understand the strengths and challenges faced by our region.

Each report will follow a similar structure which includes:
- o explanation of the indicators
- o profile of key measures for each indicator
- o possibly grading by community members to reflect how well our citizens believe we are doing in relation to the indicator
- o potential opportunities for collaborative action that have been identified by our citizens

It is the intention of HCIA, to publish future iterations of each of the 3 reports as new data comes available. These future iterations will assist us in monitoring trends in the community, and to identify areas that need further attention before they become entrenched problems. We can expect the second round of reports to include:

- a profile of the most significant changes made around the theme of the report
- how our understanding of community well-being has changed in relation to what we are learning from the data
- possibly new indicators that reflect what we are learning about our community
- outcomes of community action, and possible new approaches to consider

Context for 3 Reports that Describe Well-being in the Headwaters Region:

A visual overview of the 3 reports for Community Well-being is available in Appendix C. HCIA is working with community members participating on a working group to complete the first report for the Spring of 2009. We will be seeking interested participants from the community to help shape the second and third report in the future.

Report 1: Preserving and Strengthening Strong Sense of Community and Rural Beauty

Expected Publication: June 2009

The survey results indicated that people are primarily concerned with preserving small town feel & rural beauty. The theme of community belonging emerged strongly in subsequent focus group conversations. Key factors people mentioned as impacting a

sense of belonging included how we design our communities to support gathering, and casual interactions, what we do to ensure that all citizens including our most vulnerable populations have the means by which to participate in community life, and opportunities for social gathering offered through community associations, arts, culture, and recreation. Rural beauty was discussed with respect to our commitment as a community to preserve it, with community design as a critical factor.

The research on community belonging, social capital, and social cohesion surfaced links with the following factors, many of them supporting what emerged in the focus group conversations:
- community design
- perception of safety
- opportunities for social interaction
- community decision making processes
- investment in human capital so that people are able to participate in society (education, literacy, employability, health; income equality)
- volunteerism
- participation in sports/recreation
    - shared norms that enable cooperation
- collective action in support of common interests
- trust in others & institutions

Draft List of Indicators to be included Report 1:

The following indicators have been pulled out of the comprehensive indicator framework to be included in the first report:

Healthy People Domain
- Personal Health as related to accessibility of services
- Personal and Community Safety

Dynamic Economy:
- Community Economic Sustainability
- Personal Economic Sustainability
- Range of Housing

Sustainable Environment
- Land use: % of land use in various categories
- Human Impact on Environment: Water & Air Quality, Personal Environmental Responsibility, Waste Management

Vibrant Culture
- Arts & Cultural Activities
- Protecting Heritage

Engaged Citizens
- Volunteerism
- Pollitical Engagement

Measurement and Action
The next step is to determine the key measures for each of these indicators. Throughout February and March 2009, HCIA will be consulting with community experts to provide us with recommendations about the measures for these indicators, and to assist us in collecting the data to be included in the report. Following the collection of data, we will share the information with community organizations and leaders and ask them to further identify possible community responses that would likely harness our strengths in order to effectively attend to the challenges that surface from the report.

Report 2: Community Economic Sustainability

Expected Publication: Winter 2010

Other prevalent themes that emerged in the community survey and focus groups were concern with adequate jobs, keeping young people in the community, supporting small businesses and family farms, improving amenities and services, and dealing with the issue of commuting. Almost every single focus group identified municipal collaboration towards the development of a regional economic development plan as one of the most leveraged actions that could be taken to address these issues.

Research into economic competitiveness demonstrates that knowledge-based innovation is a critical ingredient for prosperity and well-being in the 21st century. Since innovation is dependent on the talent of people, the power of a place to attract, hold and breed creative talent, is key to that place's economic success. Research shows that talented people choose to be in places where they can have rich, rewarding and stimulating lives. Many of the assets in a community identified in the research on attracting and keeping talented people related to the indicators in our comprehensive well-being framework that were not attended to in Report 1.

In addition, knowledge-based innovation thrives in local spaces that cluster economic producers, value diverse ideas and cultures, and include all residents in learning opportunities. When you get sufficiently dense clusters of entrepreneurs and creative talent mixing together, it creates prime conditions for all kinds of possibilities for innovation and economic growth. (Canadian Policy Research Networks, called *Why Cities Matter*, Neil Bradford)

Next Steps:
The concerns of our community members and the ideas presented through research will be used as a basis for further community dialogue about what economic sustainability means for our region, a more detailed exploration of the solution, and what we would need to track (indicators) over time that would signal we were making progress.

Report 3: Strengthening Citizen Leadership

Expected Publication: to be determined

Considerable conversation in the community focus groups pointed towards the importance of engaging community members to be more active champions in directing the well-being of our region. Ideas that were related to this theme was the importance of encouraging citizen involvement and ownership for the well-being of the community, improving mechanisms for community members to more actively shape the social and political agenda such as creative ways for community-wide dialogue and decision making, and attending to the declining volunteerism.

Next Steps:
HCIA has begun some preliminary research into this topic to facilitate further community conversation. Further work on this topic will be continued once funding has been secured for this report.

Concluding Remarks:

HCIA will continue to work actively with community members to shape the content of these 3 reports and the processes for engaging people across sectors to dialogue and make decisions about the most strategic course of action for improving the well-being of our citizens.

For further information about HCIA or to get involved and make a difference in your community, visit our web site at: www.headwaterscommunities.ca or email us at action@headwaterscommunities.ca

Headwaters
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Building A Better Quality of Life Together

Appendix A

Survey Questionnaire

On

Community Well-being in the Headwaters

Community
Well-Being Report Survey

Welcome to Headwaters Communities in Action (HCIA) Survey. The information collected will help us understand what Headwaters citizens feel is important to their well-being as we formulate the Community Well-Being Report. This survey is completely voluntary. The published results will remain anonymous and will be available on HCIA's website.

Please take about 5 minutes of your time to fill out the 19 question survey.

If you complete the survey and provide us with your contact information, your name will be entered into our draw. You could win 2 tickets to Theatre Orangeville & dinner for 2 at Greystones Inn.

What is a Community Well-Being Report?

The report will measure our region's performance on key economic, social and environmental indicators, and generate a snapshot of important aspects of community life. To do this, we'll take into account many factors, from housing affordability to whether or not there are enough jobs in our region to air quality and its effect on health, street safety and much much more. The benefits of a Well-Being Report include: providing a regional overview, offering a barometer of change, and serving as a tool for community action.

Definition of Well-Being

According to the Canadian Index of Well-being:

"Well-being is the presence of the highest possible quality of life in its full breadth of expression: good living standards, robust health, a sustainable environment, vital communities, an educated populace, balanced time use, high levels of civic engagement, and dynamic art & culture."

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1. Gender

☐   Male

☐   Female

---

2. Age

☐   < 15 yrs

☐   15 - 24 yrs

☐   25 to 34 yrs

☐ 35 to 44 yrs

☐ 45 to 54 yrs

☐ 55 to 64 yrs

☐ > 65 yrs

3. Where do you live?

☐ Amaranth

☐ Bolton

☐ Caledon

☐ Caledon East

☐ East Garafraxa

☐ East Luther/Grand Valley

☐ Melancthon

☐ Mono

☐ Mulmur

☐ Orangeville

☐ Shelburne

☐ Valleywood/Mayfield West

☐ Other [   ]

- Comment:

- 150 character(s) left.

4. Do you live in a:

- [ ] A "country/rural" setting

- [ ] Hamlet

- [ ] Town

- [ ] Working farm

- [ ] Other [_____]

5. Are you a permanent or weekend resident?

- [ ] Permanent

- [ ] Weekend

- [ ] Other [_____]

6. We are interested in gathering information on commuting. Please select all choices below that are appropriate.

- [ ] I commute outside of Dufferin & Caledon to my workplace

- [ ] I work from home

- [ ] I combine working from home & commuting outside of area to work

- [ ] I work within Dufferin & Caledon

- [ ] I do not commute

- [ ] I travel for my work using Dufferin/Caledon as a base (i.e. meetings etc)

- [ ] Other [_____]

7. What is the total average distance by car per week you travel commuting to/from your normal workplace (excluding travel to meetings, conferences etc, see # 8)?

- [ ] 0

- [ ] 1 - 50 kms

- [ ] 51 - 150 kms

☐ 151 - 250 kms

☐ > 250kms

☐ Other [＿＿＿＿＿＿＿＿]

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8. What is the total average distance by car per week that you travel to conduct your work (i.e. traveling to meetings, conferences, airport etc, excluding the commute to your normal workplace)?

☐ 0

☐ 1 - 50 kms

☐ 51 - 150 kms

☐ 151 - 250kms

☐ > 250 kms

☐ Other [＿＿＿＿＿＿＿＿]

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9. Do you use public or alternate transportation for work? Please choose all that are appropriate.

☐ Local Dufferin & Caledon bus routes

☐ Go Buses

☐ Go Trains

☐ Car pool

☐ none

☐ Other [＿＿＿＿＿＿＿＿]

- Comment:

  [＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿]

- 150 character(s) left.

10. How long have you lived in this area?

- ☐   0 to 5 yrs

- ☐   6 to 10 yrs

- ☐   11 to 20 yrs

- ☐   >20 yrs

11. Name two reasons this community is a good place for you to live/work?

- 350 character(s) left.

12. Name two reasons this community is not a good place for you to live/work?

- 350 character(s) left.

Questions 13 through 17 will ask you about different aspects of Community Well-being including: health, economy, environment, culture, and engaged citizens. Please rank the items on a per question basis. We encourage you to rank all of the items listed in each question, please rank a minimum of three choices.

---

13. Health
    Please rank what you feel is most important to community well-being.

    (1 = most; 3 = least)

    [-- ▼] Personal health (i.e. physical & mental)

    [-- ▼] Accessible & quality services (i.e. availability of physicians)

    [-- ▼] Personal & community safety (i.e.crime rates, perception of safety)

    - Comment:

    [   ]

    -
    150 character(s) left.

---

14. Economy
    Please rank what you feel is most important to community well-being.

    (1 = most; 5 = least)

    [-- ▼] Community economic sustainablility (i.e.business diversity)

    [-- ▼] Personal economic sustainability (i.e. employment, income, debt level)

    [-- ▼] Range of housing (i.e. livability of housing, options available)

    [-- ▼] Education & trades (i.e. apprenticeship opportunities, literacy rates)

    [-- ▼] Work life balance/worker well being (i.e. free time, work enjoyment)

    - Comment:

    [   ]

    -
    150 character(s) left.

15. Environment
   Please rank what you feel is most important to community well-being.

   (1 = most; 6 = least)

   [-- ▼] Natural resource usage (i.e. extraction, industrial use of resources)

   [-- ▼] Water quality (i.e. safe drinking water, clean river/lake water)

   [-- ▼] Air quality (i.e. industrial/vehicle emissions)

   [-- ▼] Wetlands/ flora & fauna (i.e. preservation of natural rural area)

   [-- ▼] Built environment (i.e. management of growth, waste, transportation)

   [-- ▼] Personal environmental responsibility (i.e. recycling, local food)

   - Comment:

   [   ]

   - 150 character(s) left.

16. Culture
   Please rank what you feel is most important to community well-being

   (1 = most; 4 = least)

   [-- ▼] Arts & culture activities (i.e. programs available, library use)

   [-- ▼] Cultural & social diversity (i.e. services available to newcomers)

   [-- ▼] Protecting heritage (i.e. protecting heritage sites & rural feel)

   [-- ▼] Embraces lifelong learning for all ages (i.e. preschool to senior)

   - Comment:

   [   ]

   - 150 character(s) left.

17. Engaged Citizens
Please rank what you feel is most important to community well-being.

(1 = most; 3 = least)

[-- ▼] Volunteerism

[-- ▼] Political engagement

[-- ▼] Cultural inclusion (i.e. race, gender, ability)

- Comment:

[   ]

- 150 character(s) left.

19. Optional; but needed for your name to be entered into our draw.

If you would like to be provide us with more information, or become involved please provide us with your personal information.

First Name: [   ]

Last Name: [   ]

Home Phone: [   ]

Email Address: [   ]
emailaddress@xyz.com

Address 1: [   ]

Address 2: [   ]

City: [   ]
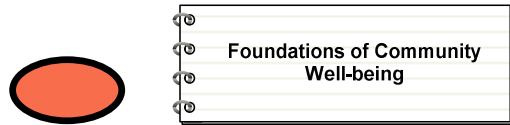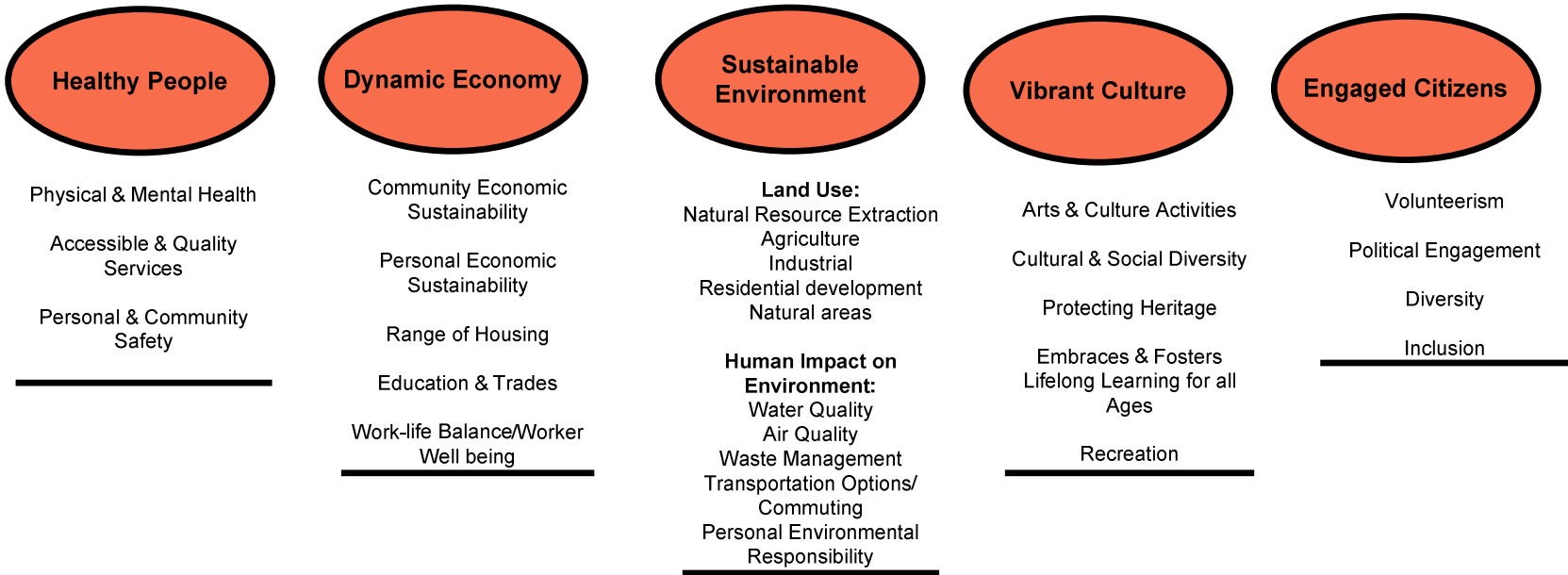
Postal Code: [   ]

Headwaters
Communities
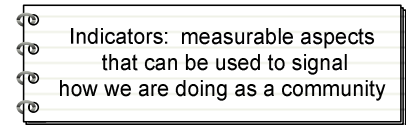*in Action*

Building A Better Quality of Life Together

Appendix B

Headwaters Community Well-being Indicator Framework

Headwaters Community Well-being Indicator Framework

Healthy People

Physical & Mental Health

Accessible & Quality Services

Personal & Community Safety

Dynamic Economy

Community Economic Sustainability

Personal Economic Sustainability

Range of Housing

Education & Trades

Work-life Balance/Worker Well being

Sustainable Environment

Land Use:
Natural Resource Extraction
Agriculture
Industrial
Residential development
Natural areas

Human Impact on Environment:
Water Quality
Air Quality
Waste Management
Transportation Options/ Commuting
Personal Environmental Responsibility

Vibrant Culture

Arts & Culture Activities

Cultural & Social Diversity

Protecting Heritage

Embraces & Fosters Lifelong Learning for all Ages

Recreation

Engaged Citizens

Volunteerism

Political Engagement

Diversity

Inclusion

Foundations of Community Well-being

Physical & Mental Health

Accessible & Quality Services

Indicators: measurable aspects that can be used to signal how we are doing as a community

Headwaters
Communities
in Action

Building A Better Quality of Life Together

Appendix C

Overview of Three Proposed Well-being Reports

Headwaters Community Well-being

Healthy People

Dynamic Economy

Sustainable Environment

Vibrant Culture

Engaged Citizens

Community Engagement Process

Individual Interviews	Community Survey	Focus Groups
Fall 2007	Fall 2008	Fall 2008

Core Themes from Engagement Process:
- preserving Small town feel & Rural Beauty
- Community Belonging & cohesiveness
- Community Design
- supporting the vulnerable people in our community
- volunteerism
- perception of safety
- participation in sports/recreation
- collective action in support of common interests

Core Themes from Engagement Process:
- high paying jobs
- commuting
- adequate amenities & services
- public transportation
- regional economic development
- sustainability of rural agriculture and small businesses
- keeping our youth and attracting young people

Core Themes from Engagement Process:
- leadership
- sense of shared values
- volunteerism
- support for collaboration action
- better public engagement in community decision making

Community Well-being Reports

Preserving & Strengthening Strong Sense of Community and Rural Beauty
Spring 2009

Community Economic Sustainability
2010

Strengthening Citizen Leadership
tbd

Indicators for Report 1:
- Personal Health as related to accessibility of services
- Personal and Community Safety
- Community Economic Sustainability
- Personal Economic Sustainability
- Range of Housing
- Land Use
- Human Impact on Envir.
- Arts & Culture
- Protecting Heritage
- Volunteerism
- Political Engagement

Possible Indicators for Report 2:
- Accessible & Quality Services
- Community Economic Sustainability
- Range of Housing
- Education & Trades
- Work-Life Balance
- Arts & Cultural Activities
- Recreation
- Life long Learning Opportunities
- Transportation options

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