



**COMMUNITY ENGAGEMENT &  
ACCOUNTABILITY COMMITTEE  
AGENDA  
11:30 AM - JANUARY 23, 2013  
Downstairs, Holiday Inn**

Page

**ORDER**

**ADOPTION OF AGENDA**

**DELEGATIONS AND PRESENTATIONS**

- 3 - 9      1.      Bernie Kreiner - Town of Hinton

**ADOPTION OF MINUTES**

- 10 - 12      1.      Regular Minutes of December 12, 2012

**ACTION ITEMS**

1.      Establishing Hinton's CSP Outcome Statements & Measures  
This item is before CEAC to seek direction on the proposed Project Work Plan with particular emphasis on understanding and accepting the purpose, project deliverables, success measures, project scope and risks.

**MOTION: That CEAC: 1) accept or 2) amend or 3) not support the proposed Project Work Plan**

2.      Set CSP Strategies for 2013-2014  
This item is before CEAC to (through a facilitated process) identify key strategies that will set the direction for building the Implementing Partners' Master Implementation Plan

**MOTION: That CEAC seek affirmation from the community on the proposed strategies (approx. 30 days)**

**INFORMATION ITEMS**

**COMMUNITY PULSE**

COMMUNITY ENGAGEMENT & ACCOUNTABILITY MEETING

DATE: January 23, 2013

1. Round table sharing from each member with respect to their assigned listening area

**NEXT MEETING**

1. March 6, 2013

**ADJOURNMENT**



## TOWN OF HINTON DIRECTION REQUEST

**DATE:** January 16, 2013

**TO:** STANDING COMMITTEE MEETING OF JANUARY 22, 2013

**FROM:** Bernie Kreiner, Town Manager

**APPROVED BY:** Bernie Kreiner, Town Manager

**RE:** Project Work Plan –Establishing Hinton’s CSP Outcome statements and measures

### **Purpose**

This item is before Council to seek direction on the proposed Project Work Plan, with particular emphasis on understanding and accepting the first page and a half (purpose, project deliverables, success measures, project scope and risks).

### **Issue**

CEAC and Town Council are to be involved in key steps of this work as project sponsors, beginning with understanding and agreeing (or amending) with how the project is “framed”.

### **Did we get this project plan right?**

### **Administration Comments on Situation / Options**

Both CEAC and Town Council have a role to play in guiding this work, which was recommended in the CSP as follows:

- “2.4 Finalize outcome statements and measures in support of the Community Sustainability Plan.*
- 4.3 Report progress against outcome measures at least every three years.”*

### **Administration’s Conclusion / Proposed Direction**

Ensuring a valid, well researched set of outcome measures will be important to tracking progress over time of Hinton’s CSP and the composite work results of all players undertaking various implementations and making key decisions within Hinton and area. The draft project plan strives to frame some consultant work that will get this done well.

### **Town Manager Comments**

n/a

### **Attachment(s)**

1. Proposed Project Work Plan – Establishing Hinton’s CSP Outcome Statements and Measures.
2. 1 page excerpt for STAR sustainability system-which I believe nicely summarizes the key ingredients of advancing community sustainability.

**Name of Project:** Establishing Hinton's CSP Outcome Statements and Measures

*We are what we measure; it's time to measure what we want to be.*

**Project Manager:** B. Kreiner    **Project Sponsor:** CEAC-as the accountability monitors and Hinton Town Council, as the trustee of the CSP plan on behalf of the citizens.

**Start Date:** February 1, 2013    **Completion Date:** June 30, 2013

**Project Budget:** For Consultant Work

**Project Purpose (s):** Finalize outcome statements and outcome measures as a key accountability tool in support of the Community Sustainability Plan (Action 2.4 – Pg 51); This work will provide a more objective yardstick to measure Hinton's progress towards being a sustainable community in accordance with our community's plan.

### **Project Deliverables:**

1. A list of outcome statements acceptable to project sponsor.
2. A list of outcome measures acceptable to project sponsor, including 2040 targets.
3. Baseline (2010) quantitative data for all outcome measures.
4. A written method and procedure, to enable administrative staff to update that data at least every three years. (or other appropriate frequency as established.)

NOTE: See attachment (Page 66/67 of CSP) for ideas developed for outcomes already.

### **Success Measures:**

#### ***Critical:***

- The outcomes support our CSP and track overall CSP progress.
- The outcome measures are objective and defensible as reasonable, and encompass the CSP dimensions in a balanced way.
- The 2040 targets are felt to be realistic and achievable with diligent work and collaboration.
- Data for measures is readily available at least every three years and are geographically for Hinton and area (as defined by CSP).

#### ***Desirable:***

- There are a realistic number of outcome statements and measures. (too many and/or too few can cause accountability and/or public communication problems)
- Data used is expected to be available for at least 30 years (from 2010 to 2040).
- Outcomes represent a balance between qualitative (perceptual) and quantitative measures, so that the CEAC report card is grounded (with outcomes) as well.
- Interim targets can be established for outcome measures if desired/considered beneficial

**Project Scope**

***(Specific inclusions):***

- Methods to gather qualitative information through surveys, etc.

***(Specific exclusions):***

- Developing survey tools for qualitative measurement.
- Undertaking qualitative data gathering.
- Be able to anticipate future trends and measurable outcomes.

**Project Risks and Impacts:**

- Finding proven consultants who have done this type of project before (without altering CSP).
- Data isn't available, or in a usable form (geographically, etc.).
- The Project sponsors aren't committed to, or don't accept the outcome statements and measures.
- This project strays from a focus on outcomes (moves to actions).
- The work slips from outcomes to outputs or inputs.

**Action Plan:**

**(Shows key steps after RFP and Consultant Selection occurs by Mid February)**

Major Activities	Responsible	Time Frames
1. Understand Hinton's CSP, research sustainability outcome measurement practices elsewhere that would be beneficial to Hinton plan.	Consultant	March
2. Prepare and present deliverable 1 and 2 a) to CEAC Team b) to Council	Consultant	April
3. Prepare and present deliverable 3 and 4 and 2010 data and 2040 targets for all outcome measures.	Consultant	June
4.		

**Communications Strategy:**

<b>Target Audience</b>	<ul style="list-style-type: none"> <li>• Citizens as stakeholders of CSP</li> <li>• Council as trustee for stakeholders</li> <li>• CEAC and CSP Implementation Partners</li> </ul>
<b>Objectives (What are you trying to achieve?)</b>	<ul style="list-style-type: none"> <li>• Public and Community Sustainability Partners understanding, interest and affirmation of outcome statements and measures / with targets.</li> </ul>
<b>Core Message(s)</b>	Use the core messages along with supporting statements <ul style="list-style-type: none"> <li>• We are leaders in proactively tracking progress in accordance with the Community Sustainability Plan</li> </ul>

<b>Spokesperson</b>	Project Sponsor		
<b>Plans, Tactics and Materials</b>	<b>Activity</b>	<b>Timing</b>	<b>Cost</b>
	1. Media and Partner releases after Activity #2 and 3.		
	2.		
	3.		
	4.		
<b>Measurement</b>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>		
<b>Responsibility</b>	Project Manager		

**Project Status Reporting:** (to be finalized with selected consultant considering sponsors meeting schedules.)

Reporting From	Reporting To	Subject	Time
1.			
2.			
3.			

**Submitted by (Project Manager):** Bernie Kreiner

**Date:** December 28, 2012, revised January 15, 2013.

**Authorized to Proceed by Project Sponsor:**

## IV. Appendix D – Draft Outcome Statements

Draft - Community Outcome Statements Examples	Themes				
	1	2	3	4	5
Our community is safer and healthier as a result of proactive actions that reduce the number of preventable fatalities and injuries.	★	★			◇
Our community is more aware of and less reliant on hydrocarbons for energy (i.e., significantly less vehicle dependent and more interconnected, thereby allowing cyclists, pedestrians and transit users to move easily within the community).	★	★			◇
All community infrastructure and buildings are designed and constructed using best practices that reduce the impact on the local natural environment (air, water, land).			★		◇
Our community protects and promotes awareness of local, regional, provincial and national sites of important historic and cultural value.	★	★			◇
Our community is recognized as a leader in natural resource development because we develop and implement leading practices that mitigate negative impacts on our natural environment.	★		★		◇
All residents of our community live in housing that they feel meets their physical and financial needs.		★		★	◇
The community attracts, grows and retains local, regional and globally competitive businesses, enterprises, investments and tourists.	★	★	★	◇	★
Our community's infrastructure, including land supply, does not limit economic growth.	★	★		◇	★
The labour force within or attracted to the community meets the needs of our growing economy.		★			◇
Our community attracts and retains skilled people because of our overall quality of life.	★	★	★	◇	★
Our community is increasingly diverse economically.	★	★	★	◇	★
Our community is resilient and adapts to change through the strength of inclusive, supportive community networks and neighbourhoods.	★	★	◇	★	★
All our community stakeholders have been given the opportunity to actively participate, and most contribute meaningfully to local decision making.		★	◇	★	
Local, regional and provincial organizations are effective at community engagement and thus deliver services effectively to meet the priority needs of our community.	★	★	◇	★	★
Local, regional and provincial organizations demonstrate good governance and community engagement and as a result are fiscally responsible, good community resource stewards and efficient at streamlining processes.	★	◇			★
Our ethnic community is increasingly diverse.	★	★	◇	★	

## IV. Appendix E – Draft Outcome Measures

The following draft outcome measures could become part of the yardstick our community uses to measure progress toward a sustainable community. Because it is impossible to identify one measure that will accurately gauge our progress, this yardstick includes both qualitative and quantitative measures.

Qualitative measures are generally gathered through surveys that determine how residents feel about aspects of life in the community (e.g., \_\_\_\_\_% of residents who feel a strong sense of belonging, respect and security in the community).

Quantitative measures track specific information (e.g., metered raw water usage) against an established base line.

The Citizens Advisory Group recommends that a Coordinating Committee appointed by Hinton Town Council refine these measures as a first step toward monitoring our community's ability to live up to the vision set by the Community Sustainability Plan. This draft recognizes that some measures are static while other are continuously moving targets and will be further evaluated.

LEGEND:	✓ denotes a measure to monitor the status of a theme area				
	Theme 1 Culture and Recreation	Theme 2 Education and Wellness	Theme 3 Governance and Partnerships	Theme 4 Local Economy	Theme 5 Natural and Built Environments
<b>Draft – Qualitative Measures- Examples</b>	<b>Themes</b>				
_____ % of visitors identify our community as a destination for recreational and cultural activities.	✓				
_____ % of our residents view our community as culturally, recreationally and social active and diverse.	✓		✓	✓	✓
_____ % of our residents view our community as caring and respectful.	✓		✓	✓	✓
_____ % of our region's residents rank Hinton as their preferred destination to obtain post-secondary education.					✓
The number of students graduating high school stands at _____ and increases by _____ % per year.	✓		✓	✓	✓
_____ % of residents have a strong sense of belonging, respect and security in the community.	✓		✓	✓	✓
_____ % of citizens feel empowered to make change in their community, and this is growing every 5 years.			✓	✓	
_____ % of residents are satisfied with their opportunity to access community information and be engaged in the community.	✓		✓	✓	✓
_____ % of residents feel proud and act as ambassadors of the community, and this is growing every 5 years.	✓		✓	✓	✓
_____ % of local authorities trusted, respected and felt to operate with integrity and transparency by residents					✓





## Guiding Principles for Sustainable Community

**Think and act systemically.** Sustainable communities take a systems perspective and recognize that people, nature and the economy are all affected by their actions. Local governments in these communities consider the broader implications before embarking on specific projects, and they look for ways to accomplish multiple goals rather than default to short-term, piecemeal efforts.

**Instill resiliency.** Sustainable communities possess a strong capacity to respond to and bounce back from adversity. Local governments in these communities prepare for and help residents and institutions prepare for disruptions and respond to them swiftly, creatively and effectively.

**Foster innovation.** Sustainable communities capture opportunities and respond to challenges. Local governments in these communities cultivate a spirit of proactive problem solving to provide access to futures otherwise unobtainable and to enable the risk-taking inherent in innovation.

✓ **Redefine progress.** Sustainable communities measure progress by improvements in the health and wellbeing of their people, environment and economy. Instead of focusing on GDP, local governments in these communities use a broad set of indicators.

**Live within means.** Sustainable communities steward natural resources so that future generations have as many opportunities available to them as we do today. They also recognize that resources exist for the benefit of life forms other than humans. Local governments in these communities assess resources, track impacts, and take corrective action when needed so that they meet the needs of today without depleting what they leave for future generations.

**Cultivate collaboration.** Sustainable communities engage all facets of society in working together for the benefit of the whole. Local governments in these communities bring government representatives, community members and organizations together and create a culture of collaboration that encourages innovation, sharing of resources, and jointly shared accountability for results.

**Ensure equity.** Sustainable communities allocate resources and opportunities fairly so that all people who do the full range of jobs that a community needs can thrive in it. Local governments in these communities actively eliminate barriers to full participation in community life and work to correct past injustices.

**Embrace diversity.** Sustainable communities feature a tapestry of peoples, cultures and economies underpinned by a richly functioning natural environment. Local governments in these communities celebrate and foster ethnic, cultural, economic and biological diversity and encourage multiple approaches to accomplish a goal.

**Inspire leadership.** Sustainable communities provide leadership through action and results. Local governments in these communities recognize their opportunity to effect change by backing visionary policies with practices that serve as an example for citizens and businesses to emulate.

**Continuously improve.** Sustainable communities engage in continuous discovery, rediscovery and invention as they learn more about the impacts of their actions. Local governments in these communities track both performance and outcomes, are alert for unintended consequences, and modify strategies based on observed results.



**TOWN OF HINTON  
Community Engagement & Accountability  
Committee Meeting  
December 12, 2012**

**PRESENT:** Garth Griffiths, Kathy Rees, Scott Sunderwald, Gladys Nelson, Lavone Olson, Shirley Caputo, Fiona Murray-Galbraith, Rob Mackin, Douglas Heine, Rick Zroback, Councillors Dale Currie and Bill Bulger

**ABSENT:** Gerry Brandt, Ron McKay

**SECRETARY:** Rhonda West

**ALSO PRESENT:** Laura Howarth – Director of Community & Protective Services

---

**ORDER**

Chairman Garth Griffiths called the Regular Meeting of the Community Engagement & Accountability Committee (“CEAC”) to order. The time was 11:47 a.m.

**ADOPTION OF AGENDA**

**SUNDERWALD - That the Agenda for the December 12, 2012 Meeting of CEAC be adopted as presented.**

**CARRIED**

**DELEGATIONS & PRESENTATIONS**

**ADOPTION OF MINUTES**

**MURRAY-GALBRAITH – That the CEAC Organizational Meeting Minutes of November 21, 2012 be adopted as presented.**

**CARRIED**

**CURRIE – That the CEAC Regular Meeting Minutes of November 21, 2012 be adopted as presented.**

**CARRIED**

**ACTION ITEMS**

1. 2012-2013 CEAC Listening Teams

Members reviewed and confirmed the 2012-2013 CEAC Listening Teams list.

Initial

2. Meeting Logistics

**There was consensus that meetings continue to begin at 11:30 a.m. with a preference for the 2<sup>nd</sup> Wednesday of the month.**

3. Report from the Highway Corridor Task Committee

**There was consensus that the Highway Corridor issue be added to the current CEAC Priority Action Items List in the medium term category and that the Task Committee report be forwarded to Council and the implementing partners.**

4. Report from the Recreation Centre Feasibility Task Committee

**There was consensus that the Recreation Centre issue with respect to options analysis and developing a business case be added to the current CEAC Priority Action Items List as a short term matter and that the Task Committee report be forwarded to Council and the implementing partners.**

5. January Meeting

**There was consensus that the next CEAC meeting be held on January 23, 2012 for a ½ day meeting starting at 11:30 a.m. to review and prioritize CSP strategies.**

## **INFORMATION ITEMS**

CEAC members were provided with an update regarding the CEAC vacancy.

## **COMMUNITY PULSE**

CEAC Report Card – Discussion on Local Economy/Growth Strategy; Environment

CEAC members discussed feedback they had received on the Community Sustainability Report Card. Local economy was discussed and possible next steps. CEAC members also noted the low score for the environment and that this should be included in further discussions.

**There was consensus that discussion on the local economy and environment will continue at the January 23, 2012 meeting in the context of setting overall CSP strategies for the next implementation cycle.**

**Action: CEAC issue a Press Release regarding their follow up action on the Highway Corridor and Rec Centre task committees.**

**Action: That CEAC members review the 9 pages of strategies, themes and action items from the CSP in order to prepare for January's meeting.**

CEAC members extended congratulations to Laura Howarth on her appointment as Director of Community & Protective Services.

Initial

**NEXT MEETING**

The next meeting of CEAC is scheduled for January 23, 2013 at 11:30 a.m.

**ADJOURNMENT**

**ZROBACK - That the Regular Meeting of CEAC adjourn.**

**CARRIED**

The time was 12:50 p.m.

\_\_\_\_\_  
Chairman

\_\_\_\_\_  
Director of Community &  
Protective Services

Initial