

The Northern and Rural Lens:

Towards a better Understanding of
Ontario's Rural and Northern
Municipalities

ROMA/OGRA Conference
February 28, 2012



The Northern and Rural Lens:

Bill Vrebosch, ROMA Chair, Mayor
Township of East Ferris

Chris White, Past ROMA Chair, Warden
County of Wellington





“Without people to extract, process and transport those commodities, safeguard those amenities and sustain our heritage, we would all be worse off – rural and urban alike”

Bill Reimer, Concordia
Immigration in the New Rural Economy.

ROMA's Mandate...

- Identify and provide leadership
- Promote rural municipalities
- Advocate for rural municipalities
- Facilitate partnerships
- Work with other groups
- Develop plans and reports
- Monitor

A Voice for Rural & Northern Ontario:

Why is this needed?

- “One Size” does not fit all
- Growing the rural and northern economy takes forward thinking
- Support local People & Places

A Voice for Rural & Northern Ontario:

“One Size” does not fit all

- Smaller & dispersed populations means less “economy of scale”
- Greater distances both to and from

A Voice for Rural & Northern Ontario:

Growing the rural and northern economy takes forward thinking

- Small tax bases restrict the ability to raise revenues but costs increase
- Progress on shared responsibilities is needed
 - Education
 - Infrastructure
 - Digital Economy
 - Local Food
 - Natural Resources

A Voice for Rural & Northern Ontario:

Support local Places and People

- Low population Densities
- Aging populations
- Health needs
- Youth Out Migration
- Welcoming new comers
- Child Care

Why a Northern & Rural Lens?

- To be used by all Provincial Ministries
- Road test policies
- Input is better than Reaction
- Strengthen northern & rural capacity



Northern & Rural Lens

Considerations	Delivery Options
<ul style="list-style-type: none"> • How will this initiative matter to rural and northern Ontario? • Are impacts specific to a remote area? • Have the impacts to rural and/or northern Ontarians been identified and addressed? • Does the initiative answer to the priorities of rural and/or northern Ontarians? • Have rural and/or northern Ontarians been consulted during development? • How are benefits maximized? • Does the initiative support Francophone and First Nations communities? 	<ul style="list-style-type: none"> • Have concerns on the roles and responsibilities of governments been addressed? • Have ways of addressing the higher costs of providing initiatives in rural and northern communities been considered? • Have factors that affect the delivery of the initiative been identified? • What are the delivery vehicles? Do they address rural and/or northern considerations? • Have partnerships with other organizations to maximize benefits been considered? • Has the Province considered using local community-based organizations to deliver the initiative?
Communications	Measuring and Reporting
<ul style="list-style-type: none"> • Have communications products and messages been tested with both rural and and/or northern Ontarians? • Have communication tools that are suitable for rural and/or northern Ontario been identified? • How will the initiative be advertised and marketed? • Have key messages that address the concerns of people living in rural and/or northern communities been included? 	<ul style="list-style-type: none"> • How will the initiative be evaluated for rural and/or northern implications during its design, development, and implementation? • How will the initiative improve the overall quality of rural and/or northern life? • How will the initiative be reviewed and does it consider rural and/or northern needs? • Are messages included that address the concerns of those living in rural and/or northern communities? • How will initiatives be modified to address rural and/or northern concerns?

From the Lens....

Considerations

- Have the impacts to rural and/or northern Ontarians been identified and addressed?
- Does the initiative answer to the priorities of rural and/or northern Ontarians?

Delivery Options

- Have ways of addressing the higher costs of providing initiatives in rural and northern communities been considered?
- What are the delivery vehicles? Do they address rural and/or northern considerations?

From the Lens....

Communications

- Have communications products and messages been tested with both rural and and/or northern Ontarians?
- Have communication tools that are suitable for rural and/or northern Ontario been identified?

Measuring & Reporting

- How will the initiative be evaluated for rural and/or northern implications during its design, development, and implementation?
- How will the initiative improve the overall quality of rural and/or northern life?

USING THE LENS:
USING THE LENS:

Source Protection Planning

Species at Risk

Accessibility

Case Studies: Drinking Water Source Protection

- Intended to protect municipal drinking water sources from contamination and depletion
- First barrier – protecting raw water



» New powers to govern activities on land where significant threats could take place

Case Studies: Drinking Water Source Protection

- **Considerations**

- Impacts
- Priorities

- Many rural, few northern water sources
- More threats near larger urban than small town
- Preserving water and amenities a priority
- But not the highest priority!
- Cost of implementation?

Case Studies: Drinking Water Source Protection

- **Delivery Options**

- Cost of Delivery
- Methods to deliver

- Acknowledgement of extra rural costs for travel but also lesser rural costs to provide meetings
- Using local agency with municipal ties to deliver

Case Studies: Drinking Water Source Protection

- **Communications**

- Suitability of Tools
- Messages

- Blend of local and provincial tools
- Opportunity to build capacity as web enabled tools are required and paid for by Province

Case Studies: Drinking Water Source Protection

- **Measuring & Reporting**

- How will it be evaluated
- Quality of life improved?

- No particular northern or rural criteria
- Evaluation: Milestones (products for dollars)
- Like insurance, prevention program, no immediate QoL impacts

Making it Better?

- **Considerations:** What else might improve the initiative?
- **Communications:** How can this be said in a positive way?
- **Delivery:** Who should deliver?
- **Measuring:** Are the right success measures in place?



Case Studies: Species at Risk

- Intended to protect naturally occurring plant or animal life from extinction or disappearing
- Where species at risk are found, the habitat is protected
- Habitat recovery funding is available



Case Studies: Species At Risk

- **Considerations**

- Impacts
- Priorities

- Conflict between natural habitat and economic priorities
- Delays in development
- Some question as to how certain species are thought to be at risk in a region

Case Studies: Species At Risk

- **Delivery Options**

- Cost of Delivery
- Methods to deliver

- External funders
- Delivered locally where organizations are in place

Case Studies: Species At Risk

- **Communications**

- Suitability of Tools
- Messages

- Immediacy of habitat protection
- Communications seem conflicting or one sided

Case Studies: Species At Risk

- **Measuring & Reporting**

- How will it be evaluated
- Quality of life improved?

- “State of Biodiversity” looks at macro level trends (loss of habitat, species etc)
- Finding the right balance would improve QoL

Making it Better?

- **Considerations:** What else might improve the initiative?
- **Communications:** How can this be said in a positive way?
- **Delivery:** Who should deliver?
- **Measuring:** Are the right success measures in place?



Case Studies: Accessibility: Built Environment Standard

- Ontario's accessibility standards is intended to remove barriers :
 - **Built Environment**
 - Will help remove barriers in buildings and outdoor spaces for people with disabilities.
 - The standard will only apply to new construction and extensive renovation

Case Studies: Accessibility

- **Considerations**

- Impacts
- Priorities

- Significant numbers of older people live in rural and remote areas
- How do rural or northern characteristics influence this standard?
- Top priorities are?

Case Studies: Accessibility

- **Delivery Options**

- Cost of Delivery
- Methods to deliver

- Would northern and rural areas have higher costs to deliver? How and why?
- How would you suggest this be delivered.

Case Studies: Accessibility

- **Communications**

- Suitability of Tools
- Messages

- What are the most effective ways to get information to you?
- What is the most effective way to get your message to those crafting this standard?
- 3 key things AODA needs to hear about Built Standard in rural and northern areas

Case Studies: Accessibility

- **Measuring & Reporting**

- How will it be evaluated
- Quality of life improved?

- What should be evaluated
- How do you measure if quality of life is improved by this initiative?

Making it Better?

- **Considerations:** What else might improve the initiative?
- **Communications:** How can this be said in a positive way?
- **Delivery:** Who should deliver?
- **Measuring:** Are the right success measures in place?



Contact ROMA

EXECUTIVE OFFICERS OF ROMA

Bill Vrebosch, Chair

Mayor, Town of East Ferris **Zone 9**, AMO Rural
Caucus Representative
Email: vrebosch@efni.com

Chris White, Past Chair

Warden, County of Wellington **Zone 2**, AMO Rural
Caucus Representative
Email: whitecj@sympatico.ca

Ron Eddy, 1st Vice Chair

Mayor, County of Brant **Zone 3**, AMO Rural Caucus
Representative
Email: ron.eddy@brant.ca

Doug Thompson 2nd Vice Chair

Councillor, City of Ottawa,
Osgoode Ward **Zone 8**
Email: doug.thompson@ottawa.ca

For more information, visit

www.amo.on.ca/roma

REPRESENTATIVES

Bill Bilton, Mayor, Township of Dawn-Euphemia,
Zone 1

Allan Thompson, Councillor, Town of Caledon, **Zone 4**

Bill Davis, Deputy Reeve, Township of Dysart et al,
Zone 5

Jim Sheedy, Councillor, Township of Laurentian
Valley, **Zone 6**

Eleanor Renaud, Councillor, Township of
Elizabethtown-Kitley, **Zone 7**, AMO Rural Caucus
Representative

AMO Rural Caucus Representatives

Roy Hardy, CAO, Municipality of South Huron

Ron Holman, Mayor, Township of Rideau Lakes



Questions??

