

Mobilizing the CNRCS



Outline

- **Introduction**
- Review of History
- MSI Guidelines
- Community Advisory Group
- Building the Proposal
- Committee Overview

CNRCS Mandate

The CNRCS serves as an organization to enable committed communities located in Northwest Calgary to participate and have input into the development and future operations of a facility that provides recreation activities and programs for residents of Northwest Calgary.

CNRCS Current Mission

The CNRCS is seeking to work in partnership with the City of Calgary to design, develop and eventually operate a future facility that will be located in Northwest Calgary.

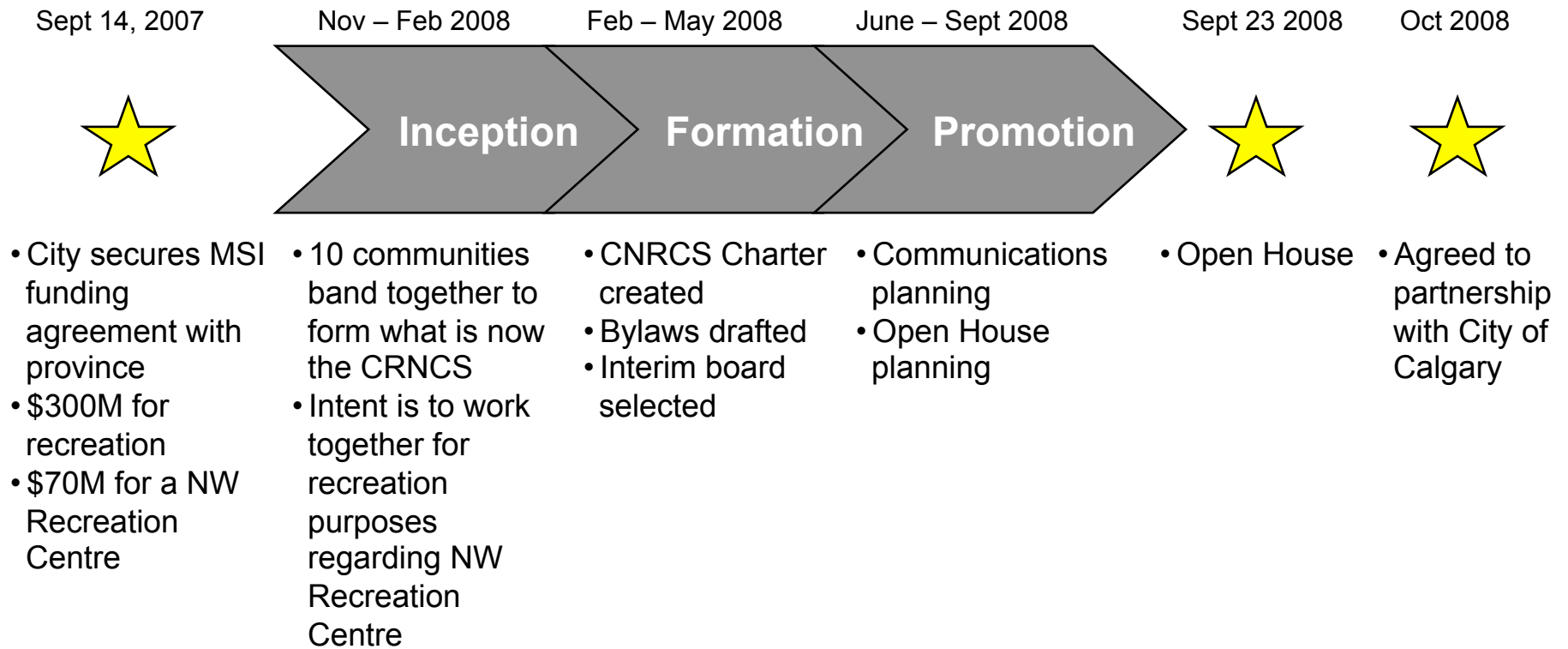
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Timeline



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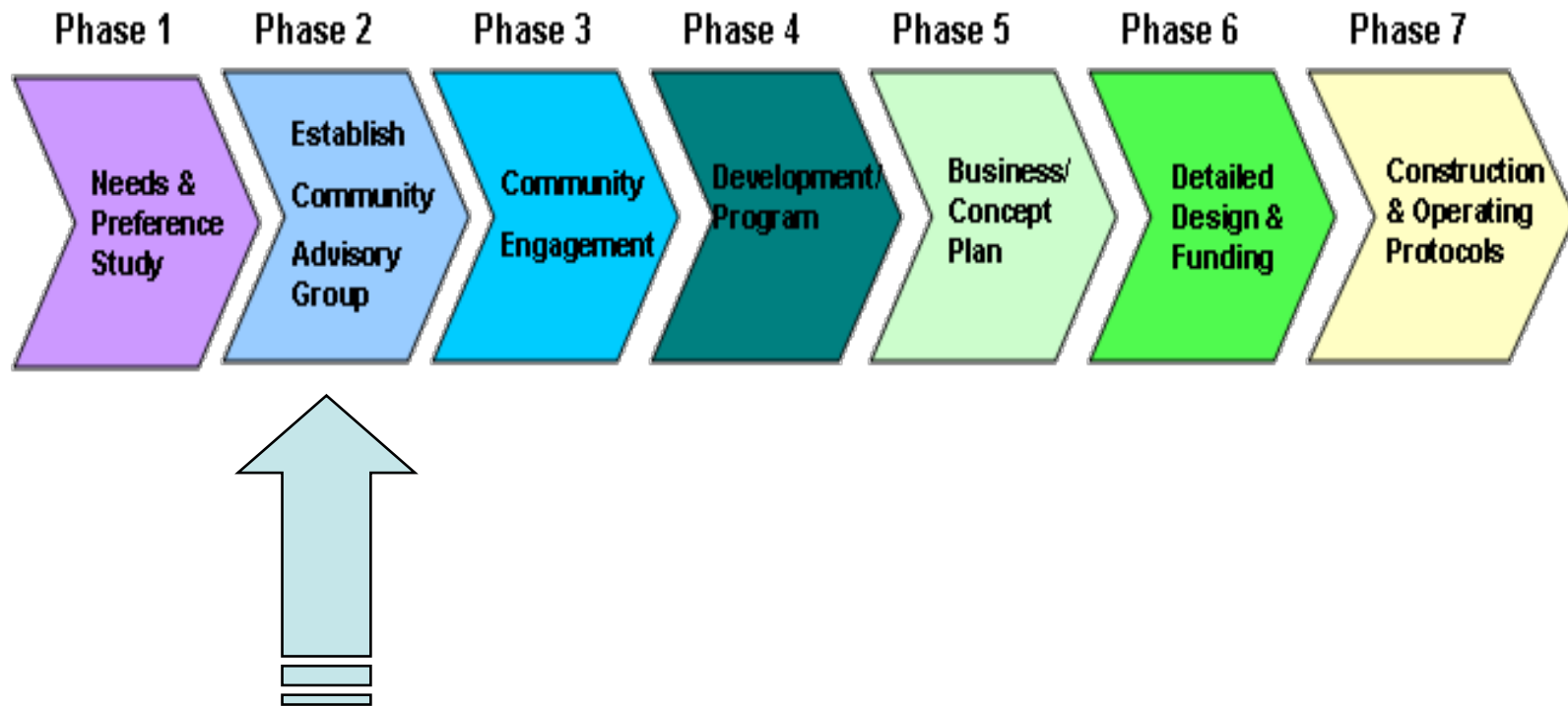
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What is MSI and what are MSI Guidelines?

- Defined as “Municipal Sustainability Initiative”.
- Represents a set of revised guidelines for recreation projects.

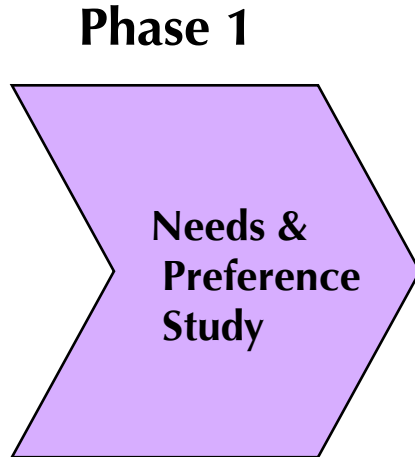


MSI guidelines stipulate the following process to create the NW Recreation Centre.



Today: November 5th, 2008

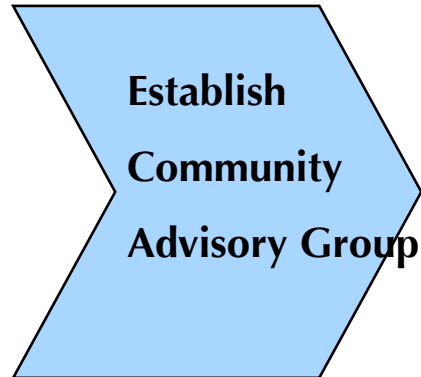
Phase 1: Needs & Preference Study



- Recreation Gap Analysis
- 10 Year Sport Strategic Plan
- Calgary Arts Development Authority (CADA) Art Spaces Strategy
- Market Analysis

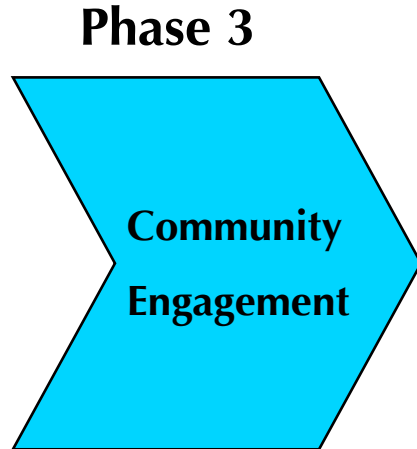
Phase 2: Establish Community Advisory Group

Phase 2



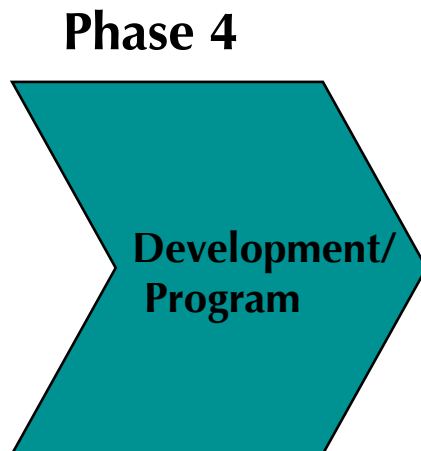
- In Process Now
- Need to Engage as many interests as possible – Cultural, Recreation, Seniors, etc.
- Identify Stakeholders

Phase 3: Community Engagement



- Open House in December to receive feedback on outcome of needs and preferences study
- Review gap analysis
- Development of operating model
- Gap analysis review

Phase 4: Development/Program



- Expression of Interests / Request for Proposals
- Submission of letters of support / references
- Proposal review and evaluation
- Project approval

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What is the Community Advisory Group?

Step 2 of the development process involves the formation of a Northwest Community Advisory Group. The City will acknowledge the group as the party to work with through the regional recreation centre capital development process.

CAG Key Responsibilities

- Work collaboratively with The City of Calgary through the regional recreation centre development process
- The group will act in an advisory capacity through the process of development, design, construction and operations
- Assist the city in ensuring the results of the Gap Analysis and needs and preference research are incorporated into the recreation centre process
- The group will work to engage the residents and stakeholders in the region
- The group will be inclusive of organizations representing recreation, sport and cultural interest, including but not limited to Community Associations, the Calgary Sport Council and CADA (Calgary Arts Development Authority)

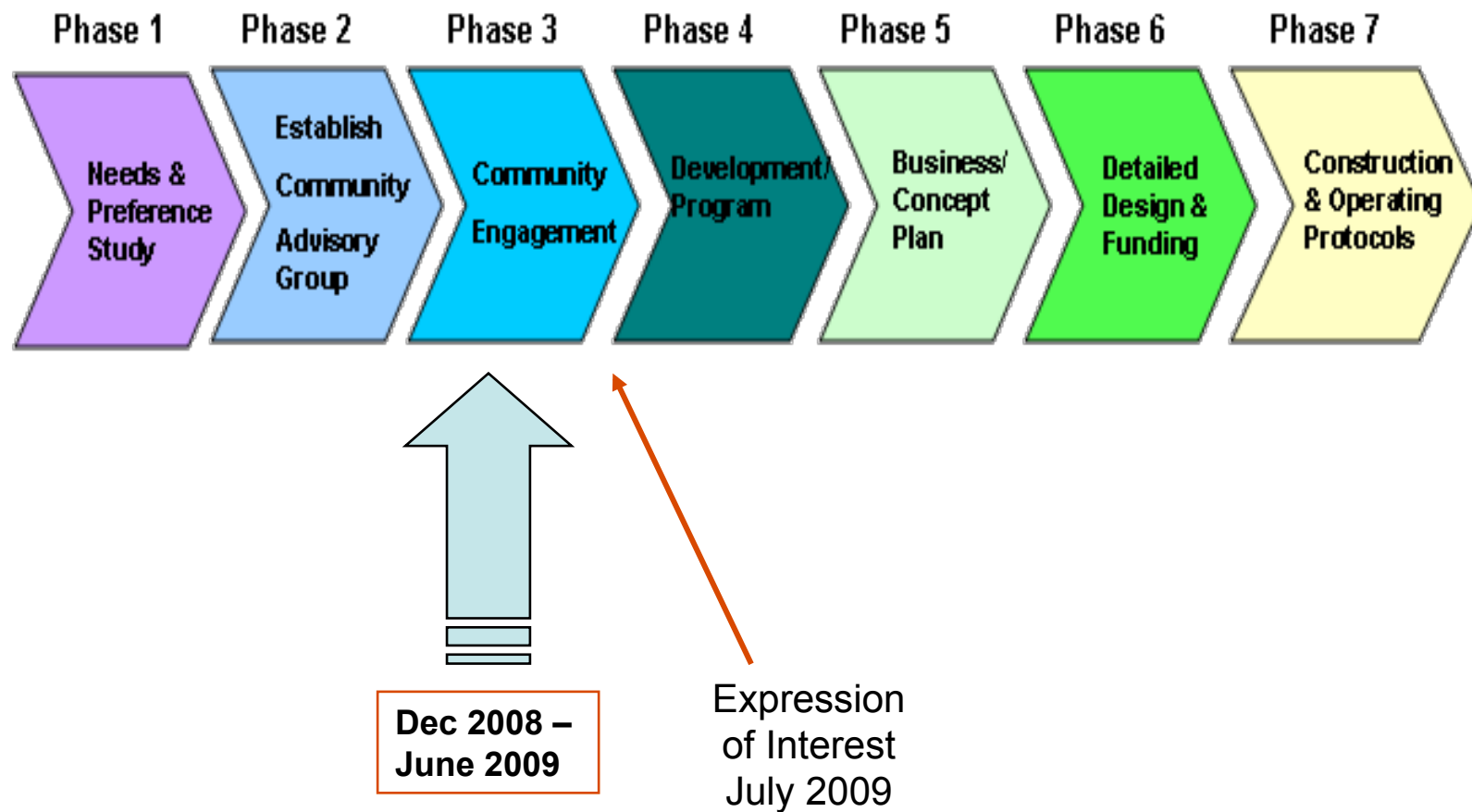
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Our Approach

- CNRCS will act as the CAG until Phase 4 when the Expression of Interest is issued
- Work with City to define the operating model and “Expression of Interest” criteria for selection of the operator
- Formation of committees: Assume CNRCS will be bidding to be an operator of the facility
 - Educate ourselves
 - Influence development of operating model
 - Engage other community stakeholders
 - Begin preparing material that will be included in the proposal

Timeline/Critical Path



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Committees

- Communications
- Community Engagement
- Design
- Fundraising
- Governance & Organization
- Partnerships & Stakeholders

Communications

Chair: Elspeth Kirk

Goals

- Engage community associations, general public, politicians and associations.
- Develop and maintain a positive brand reputations for the CNRCS.

Responsibilities

- Action:
 - Support City of Calgary during Open Houses and other community engagement activities prior to issuance of RFP.
 - Main point of contact to the public, media, politicians, and leagues.
 - Manage communications with Community Associations and stakeholder groups.
- Proposal:
 - Define communications plan throughout entire project lifecycle.
 - Media management.
 - Define promotional requirements.

Community Engagement

Chair: Karen Kwong

Goals

- Action:
 - Maintain community support. (Communities represented on the CNRCS board.)
 - Begin building a database of more volunteers for future activity.
- Proposal:
 - Define community engagement strategy.

Responsibilities

- Action:
 - Manage communications/relationships with current volunteers.
- Proposal:
 - Define volunteer requirements through entire project lifecycle.
 - Develop strategy to solicit volunteers.
 - Develop plan to manage volunteers.

Design

Chair: Trevor Hughes

Goals

- Defined facility requirements.
- Business case (includes financial model).

Responsibilities

- Work collaboratively with COC during the community engagement open houses (the results of the needs and preferences study will be presented for feedback at these Open Houses).
- Joint analysis of needs and preferences study and open house feedback to determine facility requirements.
- Joint development of business case with COC and consultants.
- Collaborate with fundraising committee regarding fund raising targets.

Fundraising

Chair: Sandor Kiss

Goals

- Raise funds.
- Define long-term fund raising strategy.

Responsibilities

- Action:
 - Commence fund raising activities.
 - Apply for all grants available to CNRCS.
 - Monthly report to Treasurer.
- Proposal Development
 - Identify all potential sources of funds:
 - Identify and analyze methods of fundraising.
 - Interview professional fundraising organizations/consultants.
 - Collaborate with Design Committee regarding fund raising targets.

Governance & Organizational Structure

Chair: Bob Laws

Goals

- Define optimal operating model for the future facility.
- Define optimal organizational structure for CNRCS.

Responsibilities

- Collaborate with COC during Open Houses to gather feedback on preferred operating models by northwest residents.
- Meet with RCC's to understand operating models of other facilities.
- Collaborate with City during operating model definition discussions.

Partnership & Stakeholder Management

Chair: Ray Hillman

Goals

- Define optimal partnership structure.
- Define parameters for partnerships.

Responsibilities

- Engage stakeholders and partners in discussions regarding potential partnerships and working relationships.
- Collaborate with COC to determine stakeholder engagement process.
- Liaise with City of Calgary, association and corporate leaders.

Expectations of Volunteers

- Expect a minimum commitment of bi-weekly meetings
- Workload will depend on committee requirements to achieve goals and live up to responsibilities
- Commit to committee work through September 2009
- Be a responsible committee member:
 - Do what you say you will do
 - If you cannot attend – contact your teammates
 - Know your limitations
- Email is primary form of communication with volunteers
- Confidentiality as required