

Action Plan

Wednesday, February 6, 2019

Riverside Park

Community & Recreation Association



RiversidePark.ca

2019 Committee Action Plan

Committee Title:	Communications and Outreach Committee
Committee Chair(s):	Joel Duff, Travis Croken, Gillian Wintonic
Committee Members:	Open
Committee Terms of Reference:	To oversee all communications and outreach functions of the RPCRA, including member and volunteer recruitment and retention, community outreach, and public awareness of RPCRA events, initiatives and activities. This committee will promote timely, effective, professional and strategic communication across all formats and networks, including print, email, social media, and the organizational website.
Committee Email:	communications@riversidepark.ca
Number of Required Volunteers: <i>Are there a minimum number of volunteers needed to fill specific positions?</i>	No minimum requirement
Objectives and Measurables: <i>What do you want to accomplish? What are the desired benefits and outcomes? How would you measure success.</i>	<ol style="list-style-type: none"> 1. Promote community awareness of the RPCRA: <ol style="list-style-type: none"> a. Increase subscribers to our email list by 25% b. Increase followers on social media from 383 to 440 (approximately 15% increase). 2. Improve community involvement in the RPCRA: <ol style="list-style-type: none"> a. Increase the number of dues paying members by 30%. b. Introduce automatic membership renewal. c. Recruit volunteers to RPCRA Committees and events. 3. Improve business involvement in the RPCRA: <ol style="list-style-type: none"> a. Encourage local businesses to become RPCRA members. b. Increase business sponsorship of RPCRA events and initiatives. 4. Raise media profile of the RPCRA: <ol style="list-style-type: none"> a. Appear as regular commentators in local media stories. b. Secure coverage of RPCRA events/initiatives.



	<p>c. Coordinate RPCRA position/response on emerging issues.</p> <p>5. Establish RPCRA website as online information hub for the community.</p>
<p>Deliverables and Timeline: <i>How will you accomplish your objective, and by when?</i> <i>Deliverables are tangible outputs that enable us to achieve our objectives</i></p>	<p>Community Awareness</p> <p>1.1 Promote RPCRA events, initiatives and activities across all online platforms, including web, Facebook and Twitter.</p> <p>1.2 Increase frequency of social media posting to a minimum of twice monthly (February 2019). Track “reach” and “engagement” insights to determine what type of content is most impactful.</p> <p>1.3 Embed email subscription link in social media posts (Ongoing).</p> <p>1.4 Send out a monthly e-newsletter, as well as ad hoc issues-based e-blasts on topical matters (monthly).</p> <p>1.5 Produce a flyer for door-to-door distribution (May 2019).</p> <p>Community Involvement</p> <p>2.1 Create a questionnaire of residents to determine interests and concerns.</p> <p>2.2 Audit and catalogue the benefits of RPCRA membership.</p> <p>2.3 Promote RPCRA volunteer opportunities.</p> <p>2.4 Produce a flyer for door-to-door distribution that highlights available RPCRA volunteer opportunities and membership options.</p> <p>Business Involvement</p> <p>3.1 Create survey of local businesses to determine what business and services are in our community.</p> <p>3.2 Post directory of local businesses on the RPCRA website.</p> <p>3.3 Reach out to local businesses for sponsorship and cross promotional opportunities.</p> <p>Media Profile</p> <p>4.1 Engage local media through invitation to monthly RPCRA meetings.</p> <p>4.2 Request an editorial board meeting with the Community Voice.</p> <p>4.3 Respond to media requests and pitch story ideas to local media.</p> <p>4.4 Contribute letters to the editor and opinion editorials at least twice during the year.</p>

	Online Profile 5.1 Improve RPCRA website, to include timely information, links to community resources and organizational information/documentation. 5.2 Enhance the appearance and usability of the website.
Key Stakeholders: <i>Who will need to be involved/consulted?</i>	<ul style="list-style-type: none"> • RPCRA Members • Residents of Riverside Park (non-members) • Riverside Park Businesses • Local media
Resources/Budget: <i>What resources will you need to complete your deliverables?</i>	<ul style="list-style-type: none"> • Organizational website. • Social media accounts. • Access to posting insights.
Sponsorship Possibilities: <i>Are there potential funding opportunities to pursue? Consider grants, city programs, private sponsorship etc.</i>	TBD

2019 Committee Action Plan

Committee Title:	Community Safety Committee
Committee Chair(s):	Mark Staz (RPCRA), HCCO Appointee
Committee Members:	Joel Duff (<i>ex officio</i>)
Committee Terms of Reference:	To foster community safety and security for all residents of Riverside Park by engaging residents and raising awareness about potential safety concerns. This committee will act as a liaison with the city's emergency response services and in collaboration with the Hunt Club Community Organization (HCCO).
Committee Email:	Safety@riversidepark.ca
Number of Required Volunteers: <i>Are there a minimum number of volunteers needed to fill specific positions?</i>	Two (2).
Objectives and Measurables: <i>What do you want to accomplish? What are the desired benefits and outcomes? How would you measure success</i>	<ol style="list-style-type: none"> 1) Increase awareness of RPCRA as a resource for community safety and well-being: <ol style="list-style-type: none"> a) Information gathering: <ol style="list-style-type: none"> i) Include safety awareness questions on broader community survey ii) Provide opportunities for residents to communicate issues by promoting Safety Committee email contact b) Create safety section on RPCRA website to <ol style="list-style-type: none"> i) promote safety resources, and ii) collect safety information/concerns c) Produce periodic (semi-annual, in addition to event-specific) communications about safety in the community to accompany general RPCRA communication materials and social media. d) Include event-specific community safety briefings at RPCRA board meetings. 2) Foster community engagement related to safety and well-being: <ol style="list-style-type: none"> a) Plan events related to community safety and well-being b) Minimum one per year c) Promote positive safety practices targeted to issues identified d) Support "Neighbourhood Watch" programs in the community



	<p>3) Deter crime and threats to community well-being:</p> <p>a) Promote zero-tolerance culture against crime and other threats to well-being</p> <p>4) Address/acknowledge instances of criminal activity:</p> <p>a) Ensure that dialogue occurs about safety issues that have taken place or been identified through reports at RPCRA meetings and community events</p>
<p>Deliverables and Timeline: <i>How will you accomplish your objective, and by when?</i> <i>Deliverables are tangible outputs that enable us to achieve our objectives</i></p>	<p>1.1 Liaise with local police representative to discuss safety concerns and opportunities</p> <p>1.2 Work with Communications Committee on:</p> <p>1.2.1 including questions about safety concerns in community survey, and</p> <p>1.2.2 posting about safety issues on social media</p> <p>2.1 Plan event related to community safety and well-being (stand-alone or as part of broader community event)</p> <p>2.2 Collaborate with Hunt Club Safety Committee Chair</p> <p>2.3 Collaborate with Ottawa Police Service rep</p> <p>2.4 Collaborate with Youth Services Bureau</p> <p>2.5 Target vulnerable groups (youth, seniors, newcomers to Canada/Ottawa/Riverside Park, low SES)</p> <p>3.1 Plan event to increase familiarity between local youth and police officers (outdoors; game/sports-related)</p> <p>4.1 Hold issue-specific community safety meetings</p> <p>4.2 Meetings to be planned and held as significant safety events occur</p> <p>4.3 Include neighbouring community associations and police service</p> <p>4.4 Communicate discussion summaries and recommendations to councilor's office</p>
<p>Key Stakeholders: <i>Who will need to be involved/consulted?</i></p>	<ul style="list-style-type: none"> • RPCRA Members • Residents of Riverside Park (non-members) • Ottawa Police Service • City Councillor • RPCRA Communications Committee • Riverside Park Businesses • Local media • Local schools
<p>Resources/Budget: <i>What resources will you need to complete your deliverables?</i></p>	<ul style="list-style-type: none"> • Organizational website • Social media accounts • Donated space and minimal funds for events

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<p>Sponsorship Possibilities: <i>Are there potential funding opportunities to pursue?</i> <i>Consider grants, city programs, private sponsorship etc.</i></p>	<ul style="list-style-type: none">• Ottawa Police Service• City Councillor
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2019 Committee Action Plan

Committee Title:	Environment & Parks
Committee Chair(s):	Nicole Christy, Barbara Haines
Committee Members:	Teresa Reeve, David Wilson, Joel Duff (<i>ex-officio</i>)
Committee Terms of Reference:	To monitor, advocate for, and respond to environmental issues that affect our community and promote better stewardship of water and our urban forest, the greening of public and private land, and mitigation of waste management issues.
Committee Email:	Environment@riversidepark.ca
Number of Required Volunteers:	<p>Volunteer numbers will be project/event based.</p> <p>The volunteer strategy will include plans to engage community and Norberry residents and Brookfield Highschool students and faculty.</p>
Objectives:	<ol style="list-style-type: none"> 1. Identify and advocate for issues related to the Committee's mandate that are of concern to the community. 2. Represent the community in the development and redevelopment of park spaces that respond to residents' needs and serve as community hubs, increasing use of existing green spaces. 3. Mobilize residents to get involved with issues important to the community such as waste management and park and water stewardship. 4. Protect existing flora and implement and promote greening programs for public and private lands. 5. Promote green innovation and energy efficient building practices for new developments and retrofits.
Deliverables and Timeline:	<p>1.1 Communicate and engage in two-way dialogue with residents through traditional and social communications channels and more robust community consultation to better track issues and concerns.</p> <p>Immediate and Ongoing</p>

	<p>2.1 Inventory current green spaces and identify opportunities for committee involvement in the development of new parks and a greater range of park types (new dog park), services and amenities (community message boards and historic/flora markers). March 2019</p> <p>2.2 Promote and participate in the Canoe Bay Park and Mooney's Bay Pavilion community consultations. Current and Ongoing</p> <p>3.1 Greater engagement of the community, and specifically local youth, in environmental stewardship, adopt-a-park and cleanup campaigns. Immediate and Ongoing</p> <p>3.2 Increase community members' knowledge and understanding of waste management and their role in that process (waste e-notifications, demonstrations, resources, etc.). September 2019</p> <p>3.3 Investigate the feasibility of segregated waste bins for local parks. June 2020</p> <p>3.4 Connect with RiverKeeper and OSEAN on environmental issues and protecting the Rideau River. Current and Ongoing</p> <p>3.5 Educate community members on various environmental issues, such as plastic microfibers and household laundry. Immediate and Ongoing</p> <p>4.1 Maintain a tree inventory of types and locations of trees in the community to protect heritage trees and ensure those removed are replaced. March 2019</p> <p>4.2 Improve uptake of city tree planting programs (Tree Fund Ottawa, Major Streets Plan, etc.). June 2019</p> <p>4.3 Develop our own program for tree-planting in Riverside Park (i.e. free seedlings). June 2019</p> <p>4.4 Utilize and all available government funding resources for greening efforts. Immediate and Ongoing</p> <p>4.5 Teach community members of all ages how to recognize and care for different tree types. Immediate and Ongoing</p> <p>4.6 Place tree plaques in parks with breed information. June 2020</p> <p>5.1 Advocate for new developments to adopt green and energy efficient building practices and materials and educate residents on government programs for rebates for green renovations/building with residents. Immediate and Ongoing</p>
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	<p>Short-Term Deliverables (>6 Months)</p> <ul style="list-style-type: none"> • Tree and green space Inventory • Share information on city tree programs and waste management resources • Canoe Bay Consultations <ul style="list-style-type: none"> a. Inform and solicit feedback from residents • 2019 Spring Cleaning the Capital (April 26– April 28, 2019) <ul style="list-style-type: none"> a. Organize volunteers (one team/neighbourhood) b. Organize captains (Norberry/Brookfield HS youth) • Marble Woods Path <p>Medium-Term (>Year)</p> <ul style="list-style-type: none"> • Community Dog Park (Ernie Calcutt Park) • Community Message Boards (One/Neighbourhood) • Historic/Flora Markers • Mooney’s Bay Pavilion Consultations • Gardening Demonstration(s)/Vegetable Swap (August-September 2019) <p>Long-Term (<Year)</p> <ul style="list-style-type: none"> • Waste bins for local parks
Key Stakeholders:	RPCRA Board Community residents and businesses City of Ottawa MP, MPP and City Councilor Partners and Sponsors Park Users
Resources/Budget:	Some supplies and community engagement will be required.
Sponsorship Possibilities:	<p>Potential funding/partnership opportunities:</p> <p>City cleanup</p> <ul style="list-style-type: none"> • City application will be submitted by March 2019 <p>Dog Park</p> <ul style="list-style-type: none"> • Naming rights for large donation (Ren’s, PetValu, PetsMart, Home Depot) • Individual tree donations • Poop bag marketing • Private/community donations <p>Trees</p> <ul style="list-style-type: none"> • Ottawa Tree Fund • Complete Streets Strategy

	<p><i>Developers, large investment housing providers and businesses</i></p> <ul style="list-style-type: none">• Project-by-project requests <p><i>MP, MPP and City Councillor</i></p> <ul style="list-style-type: none">• Project-by-project requests <p><i>Non-Profits</i></p> <ul style="list-style-type: none">• Project-by-project requests
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2019 Committee Action Plan

Committee Title:	Events and Culture Committee
Committee Chair(s):	Travis Croken, George Brown
Committee Members:	Joel Duff (<i>ex officio</i>)
Committee Terms of Reference:	To organize and oversee all social, cultural, and artistic events and activities of the RPCRA, with the goal of fostering community growth and development within Riverside Park.
Committee Email:	events@riversidepark.ca
Number of Required Volunteers: <i>Are there a minimum number of volunteers needed to fill specific positions?</i>	No minimum requirement
Objectives: <i>What do you want to accomplish? What are the desired benefits and outcomes?</i>	<ol style="list-style-type: none"> Promote awareness of the RPCRA <ol style="list-style-type: none"> Possible ideas include painting of Cow Tunnels and painting of electrical boxes. Promote and create local artistic and cultural activities <ol style="list-style-type: none"> Work with local artists to create innovative, eye-catching artworks. i.e. Endangered species sculptures. Gather and promote local history <ol style="list-style-type: none"> Contact local historians and work to gather the history of our community. Invite local historians and story tellers to discuss their knowledge at events/meetings. Support local arts and artists <ol style="list-style-type: none"> Highlight local artistic talent. Invite them to participate in events and festivals. Create festivals and fundraisers <ol style="list-style-type: none"> Increase the number of local festivals/events Ideas include bonfire for Mooney's Bay opening/closing and a return to basics with fireworks in Pauline Vanier Park. Participate in and help organize "Insurance Fundraisers" for the artwork on the Hunt Club Riverside Park Community Centre (In conjunction with Hunt Club Community Association and Councilor Brockington. Support of ongoing festivals <ol style="list-style-type: none"> Continue and expand our interactions with other community associations. i.e. Hunt Club Fall Festival



	b. Seek other local opportunities
<p>Deliverables and Timeline: <i>How will you accomplish your objective, and by when?</i> <i>Deliverables are tangible outputs that enable us to achieve our objectives</i></p>	<p>1.1 Discussions with local artists by Spring of 2019 1.2 Artwork to commence by Summer/Fall 2019 2.1 Discussion with Councilor and local Community Associations by end of Winter 2019. Projects to be completed over next two years. 3.1 Reach out to local historians, Winter 2019, on-going timeline for completion of objectives. 4.1 Compose a working list of local artists, writers, and musicians by Spring 2019 5.1 Opening of Mooney's Bay, Spring 2019 and/or Spring 2020 5.2 Closing of Mooney's Bay, Fall 2019 and/or Fall 2020 5.3 Fireworks, May long weekend 2020 5.4 Tree Lighting 5.5 Rink Opening 5.6 Event cross over with other Community Associations 5.7 Other events TBD 6.1 Hunt Club Fall Festival, Fall 2019 6.2 Other events TBD</p>
<p>Key Stakeholders: <i>Who will need to be involved/consulted?</i></p>	<ul style="list-style-type: none"> • RPCRA Members • Residents of Riverside Park (non-members) • Local media • Local artists • Local historians • Councilor Brockington • Neighbouring Community Associations
<p>Resources/Budget: <i>What resources will you need to complete your deliverables?</i></p>	<ul style="list-style-type: none"> • Fundraising • Sponsorships • Grants
<p>Sponsorship Possibilities: <i>Are there potential funding opportunities to pursue?</i> <i>Consider grants, city programs, private sponsorship etc.</i></p>	TBD



2019 Committee Action Plan

Committee Title:	Land Use, Development and Transportation Committee
Committee Chair(s):	Terry Wood
Committee Members:	George Brown, Paul Willetts, Erwin Dreessen, Joel Duff (<i>ex-officio</i>)
Committee Terms of Reference:	To monitor and provide recommendations on proposals for land use or site plans, and to respond to transportation, traffic safety and transit concerns raised by Riverside Park residents that might affect the well-being of the Riverside Park community.
Committee Email:	planning@riversidepark.ca
Number of Required Volunteers: <i>Are there a minimum number of volunteers needed to fill specific positions?</i>	TBD -- Minimum number of volunteers at present is unlikely to be sufficient, with numbers dependent on priorities/initiatives still to be established/undertaken.
Objectives: <i>What do you want to accomplish? What are the desired benefits and outcomes?</i>	<ol style="list-style-type: none"> 1. <u>Transportation</u>: Safer streets with better managed traffic flows for all users; 2. <u>Transit</u>: Improved OC Transpo service effectively integrated with forthcoming LRT service including well designed LRT stations (Walkley Rd, Greenboro, Mooney's Bay) meeting the community's growing needs; 3. <u>Development</u>: (A) Timely responses to specific proposed projects <u>and other development initiatives</u> as necessary to ensure community views/concerns are effectively addressed; (B) <u>Review the Secondary [master development] Plan</u> for Riverside Park, including possibility of a community focal point or centre.
Deliverables and Timeline: <i>How will you accomplish your objective, and by when? Deliverables are tangible outputs that enable us to achieve our objectives</i>	<ol style="list-style-type: none"> 1. <u>Transportation</u>: (1) Establish priorities for and <u>help</u> facilitate consultations on specific 2019 traffic calming measures (ASAP); (2) Work with Councillor to develop a traffic calming pilot project for Walkley Road to test measures proposed by City in conjunction with Airport Parkway expansion (3Q2019); 2. <u>Transit</u>: Meet with OC Transpo/LRT planners to discuss concerns about current bus service, LRT connections and LRT station design (<u>1Q2019</u>); 3. <u>Development</u>: (1) Monitor/intervene in <u>specific ongoing/proposed development projects and other relevant initiatives</u> (e.g. Canoe Bay, Bill 66) of concern; and (2) <u>Determine whether it would be appropriate to recommend changes to the Secondary [master</u>

	development] Plan for Riverside Park, including possibility of a community focal point (1H2020).
Key Stakeholders: <i>Who will need to be involved/consulted?</i>	<ul style="list-style-type: none"> • RPCRA Members; • Councillor Brockington; • Residents of Riverside Park (non-members); • City transportation & transit planners; • Adjacent community associations (e.g. Ridgemont, Alta Vista, Hunt Club, Carleton Heights etc); • Existing transportation and other city-wide interest groups (e.g. Ecology Ottawa, FCA); and • Local businesses and media
Resources/Budget: <i>What resources will you need to complete your deliverables?</i>	<ul style="list-style-type: none"> • Depends on nature of initiative/action/project to be undertaken; and • Human capital most important immediate and on-going need.
Sponsorship Possibilities: <i>Are there potential funding opportunities to pursue? Consider grants, city programs, private sponsorship etc.</i>	<ul style="list-style-type: none"> • Likely quite limited outside of whatever City support may be available; • An initiative for a comprehensive longer-term Riverside Park development vision/plan might be of interest to some community business or other interests.

2019 Committee Action Plan

Committee Title:	Recreation and Rinks Committee
Committee Chair(s):	Andrew Wintonic
Committee Members:	Joel Duff (<i>ex officio</i>)
Committee Terms of Reference:	To organize and oversee the recreational activities of the RPCRA, including the management of neighborhood rinks.
Committee Email:	recreation@riversidepark.ca
Number of Required Volunteers: <i>Are there a minimum number of volunteers needed to fill specific positions?</i>	As many as possible. Ideally, there would be a minimum of 4 volunteer (or paid) supervisors for each rink and one rink manager for each rink.
Objectives: <i>What do you want to accomplish? What are the desired benefits and outcomes?</i>	<ol style="list-style-type: none"> 1. Develop good base of volunteers, including rink manager for Arnott Park 2. Promote rinks to local community and on social media 3. Secure local sponsorship of Pauline Vanier rink
Deliverables and Timeline: <i>How will you accomplish your objective, and by when? Deliverables are tangible outputs that enable us to achieve our objectives</i>	<ol style="list-style-type: none"> 1.1 Reach out to local high schools (2018/2019 season and ongoing) (2019/2020 season – October/November) 1.2 Postings at Field House for each rink (January 2019) 1.3 Network with people using rink facilities (ongoing) 2.1. Reach out to Community Voice regarding need for volunteers (2018/2019 season – see Community Voice December 20, 2018, pg. 13) (2019/2020 season – TBD) 2.2. Coordinate with Events committee to hold a Rink Opening Ceremony (2019/2020 season) 2.3. Post regular updates on rink status and rink volunteers to social media (ongoing) 3.1. Use inventory of local businesses to promote sponsorship opportunities (2019/2020 season)
Key Stakeholders: <i>Who will need to be involved/consulted?</i>	<ul style="list-style-type: none"> • Students • RPCRA residents • High schools • Local businesses • City of Ottawa

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Resources/Budget: <i>What resources will you need to complete your deliverables?</i>	<ul style="list-style-type: none">• Rink operating costs
Sponsorship Possibilities: <i>Are there potential funding opportunities to pursue? Consider grants, city programs, private sponsorship etc.</i>	Potential to add signs on boards at Pauline Vanier