

**LSEMS CONFERENCE
RESTORE THE LAND...RESTORE THE LAKE....
WORKING TOGETHER FOR A GREAT LAKE**

Session:	Engaging Our Communities
Date:	Friday, October 21, 2005 – 11:00 a.m.
Moderator:	Barb Jeffrey, Principal Planner, Regional Municipality of York
Scribe:	Gina Casey, Executive Assistant, LSRCA

**Questions based on the presentations provided by:
David Dilks, Vice-President, Lura Consulting, and
Annabel Slaight, Chair, The WAVE Steering Committee; Vice Chair, Alliance
for a Better Georgina; Director, Rescue Lake Simcoe Coalition; Co-Project
Coordinator, Ladies of the Lake Calendar 2006**

Q How does an agency ensure the “silent majority” is heard in addition to the vocal few who historically attend public engagement opportunities?

A The silent majority can be reached through:

- Focus Groups
- Quantitative research through surveys
- Ethnic communities - find champions active and known in the community
- Citizen panels - recruiting larger groups of people.

Q How do we involve the public in the design of public engagement processes when we are dealing with statutory notice requirements - how do we make it fun?

A We have to account to peers – we can do things that are more engaging. Government and people relationship building is important. Involve people who care but are not bound by rules.

Q What do you do when government bodies display actions not in line with the message (i.e. government car idling)? How do we avoid these pitfalls?

A Honesty, transparency, accountability, on the part of the government. Government must learn from mistakes. People appreciate when mistakes are admitted to.

We need to state what is wrong with the lake and what can be done in simple terms.

We don't want to make anyone depressed or concerned that the issues are not being dealt with.

We don't want to give the impression this is hopeless.

There always has to be a positive message.

Q It is easy to grow an organization - how do you maintain it and keep the interest.

- A** Maintaining an organization should include:
- Strategic planning - identify what is special about the organization.
 - Very serious targets, objectives and measurements.
 - Daily laughter included in daily success.
 - Information for review and comment.
 - New blood from time to time.
 - Collaboration, goal setting and ongoing monitoring.
 - Relevant and important involvement.

General Comments:

Regarding car idling

- municipal busses are often seen idling. In New Zealand and other civilized countries – busses are turned off. Write to your municipal council.

Regarding Social Marketing:

- Target those who live in urban settings to come to the lake and watershed.
- We need to identify how to get information on the lake and watershed; air pollution; waste reduction; lawn and garden issues; shore construction and docks to the public.