



Committee Structure Review

Council Workshop

February 25, 2019

Themes

- Best Practices
- Volunteerism Trends & Community Engagement
- Committee Survey & Review
- Next Steps

Best Practices

- Appointment Policy
- Canadian Code of Volunteer Involvement
- Appointment Committee
- Recruitment Open House
- Orientation & On-boarding
- Screening tools for Appointment Committee
- Review Committee Structure each term

Best Practices, Cont'd

- Committee Administration Policy
- Code of Conduct for Local Boards and Adjudicative Boards
- Electronic Participation Policy



Volunteerism Trends

- 2018 Community Survey found a high level of Citizen Engagement in the Town of Newmarket
- Aging group of volunteers traditionally contributing majority of volunteer time shrinking
- Trend towards short term, goal-oriented opportunities
- “Leadership” volunteers tend to be older
- New Canadians seeking volunteer opportunities
- Employer-based volunteers increasing
- Engagement through technology
- Shift from cause-based motivation to mutual benefit
- Volunteerism is personal & changes through each generation



Volunteerism Trends, Cont'd

- Motivations vary by group:
 - Youth: volunteering with friends, connecting with issues of their generation on a short term basis
 - Generation X, Families: activities that engage personal interests & children, goal-oriented
 - Boomers: driven by cause, loyalty
 - Employer-supported volunteers see benefit of “equalizing” effect among co-workers
- Negative factors affecting volunteerism:
 - Perceived politics
 - Under-utilized skills
 - Feeling they were not making a difference
 - Lack of organization

Volunteerism Trends, Cont'd

- Optimal formula for volunteer engagement:
 - Define role, but allow for volunteers to shape experience, recognizing their position in life & interests
 - Be organized, but not overly bureaucratic
 - Match skills with needs, but volunteer may want experience different from work skills

Community Engagement

Effective Committees:

- ✓ Clear mandate set by municipality
- ✓ Integrated within organization, understood role
- ✓ Regular reporting & outcomes evaluated
- ✓ Clear roles: members, Councillors & staff
- ✓ Well prepared: training
- ✓ Well resourced
- ✓ Work is recognized

Community Engagement

Range of tactics:

- ✓ Committee
- ✓ Task Force
- ✓ Focus Group / Forum
- ✓ Open House / Public Information Centre (PIC)
- ✓ Information Booth, Community Event Outreach
- ✓ Survey
- ✓ Online Tools
 - HeyNewmarket
 - Virtual Focus Group
 - Webinar
- ✓ Events



Community Engagement



Committee Survey

- Online survey: 21 Committee Members
 - Support staff and Council representatives were also surveyed separately
- Questions related to:
 - Participation
 - Effectiveness of mandate
 - Committee operations
 - Alternative engagement options

Committee Survey Results

- Surveys
 - Committee Members
 - Committee Chairs
 - Support Staff
 - Council Representatives



Committee Survey & Review

- Themes
 - Overall high satisfaction with Member roles
 - More members interested in electronic participation than in 2017
- 2017 Mid-term survey
 - Staff found very similar responses across all questions

Committee Survey & Review

- Committee Chair Responses
 - Adequate Support by Staff
 - Received Adequate Training
 - Identified issues with attaining quorum
 - Unclear relationship between Committee Mandate and Council Priorities

Committee Survey & Review

- Support Staff Responses
 - Unclear relationship between Committee Mandate and Council Priorities
 - Committees have clear mandates
 - High satisfaction with role supporting the Committee

Committee Survey & Review

- Council Representative Responses
 - Clear Mandates
 - Believe Committee Members are aware of Council's plans and actions
 - Adequate staff support and training

Committee Survey & Review

- Identified Challenges and Opportunities
 - Relationship with Council and Committees
 - Cancellation of meetings due to lack of quorum
 - Support for alternative types of public engagement opportunities

Committee Structure Options

(attached chart)

Statutory Committees/Boards

- Required by provincial legislation or by-law
- Review and update Terms of Reference/Mandate, as required
- Maintain (recruitment and appointment process is underway)

Committee Structure Options

(attached chart)

Advisory Committees

- Established to provide advice to Council on specific issues
- Committee activities should align with Council's Strategic Priorities
- Is the traditional committee structure the best way to engage residents in offering input and advice to Council?

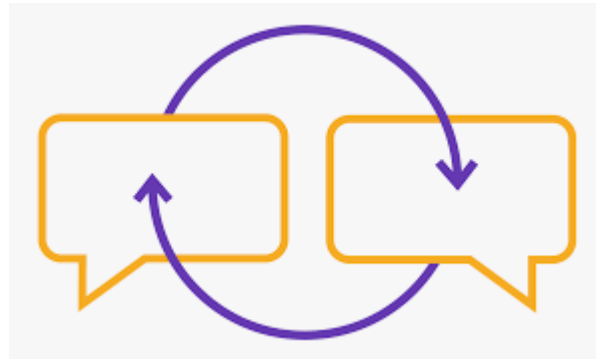
Committee Structure Options

(attached chart)

- **Alternative Engagement Opportunities**
 - Stakeholder Advisory Group
 - Example: Newmarket Energy Efficiency Retrofit Stakeholder Advisory Group
 - Annual Forum
 - Task Forces
 - Focused Sessions



Council Feedback on Committees (Attached Chart)



Next Steps

- Insight from Council's strategic priorities
- Report to future Committee of the Whole meeting
- Review of Terms of Reference and Relevant Policies
- Recruitment & appointment process to follow

**Thank you
Questions?**