

**Final Report for Grant # Project 2008-28
Community Opportunity –
Crowsnest Pass: Stewardship for Sustainability Brochure**

To: Dora Bundgaard, Community Investment Coordinator
Alberta Real Estate Foundation **From:** Jenice Smith, Project Manager
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A. Results of Project and Impact on Stakeholders:

In 2006, Crowsnest Conservation Society (CCS) initiated a community-involved project to identify points of concern in the community due to increased development pressures in Crowsnest Pass. Through three forums, CCS brought community members together to engage in open dialogue and express their vision for the future of the area. Crowsnest Conservation followed-up the forums with a series of workshops in 2007 to share community input from the forums and discuss the impact of recreational activities on the environment. During the 2007 public consultations, a number of key themes arose, which Crowsnest Conservation highlighted in three subsequent workshops. In March 2008, Crowsnest Conservation hosted “Citizen’s Primer on Development”; in April 2008, “Transportation, People and Wildlife”; and in September 2008, “Living with Wildlife”. At each forum and workshop, facilitated conversations on specific topics were recorded and summarized and the resulting document made available to any community user group, citizen, or decision maker.

Crowsnest Conservation’s brochure, *Crowsnest Pass: Stewardship for Sustainability*, synthesizes forum and workshop feedback, as well as feedback from a number of community stakeholders. The brochure articulates a set of principles for appropriate development that respects the community’s economic, environmental and cultural needs.

With the assistance of project funders and supporters, Crowsnest Conservation formulated an intentional community approach to the project. Numerous stakeholders were involved in the brochure’s production, including real estate professionals, municipal representatives, community members, local business owners and the Crowsnest Pass Chamber of Commerce. A local writer was hired to work with the brochure committee, and local photographers contributed images that captured the essence of Crowsnest Pass. Over fifty stakeholders were invited to participate in the draft review process to comment on the brochure’s tone, content, barriers, accuracy and format. These individuals were real estate professionals, leaders in the community, biologists and conservationists, government officials, recreation groups and Crowsnest Conservation members. Crowsnest Conservation contracted a graphic designer to create a visually appealing publication that captured the vision of community input and showcased stunning imagery. The resulting product is an intentionally local production with a strong, credible message.

Five thousand brochures were printed in October 2009. Crowsnest Conservation hosted the Premiere Launch of the *Crowsnest Pass: Stewardship for Sustainability* brochure with the Crowsnest Pass Chamber of Commerce at their monthly After Hours event, October 28th. With over fifty in attendance (real estate professionals, local business leaders, municipal officials, brochure stakeholders, media and community members), the launch was a successful outreach event and feedback was overwhelmingly positive.

Distribution of the brochure commenced shortly after the launch event. As of mid-November, 2900 brochures have been dispersed. Crowsnest Conservation delivered brochures to local real estate offices. Real estate professionals expressed enthusiasm about the use of this brochure as a tool to reach their clients. They’ve stated that this brochure is not only a promotional document highlighting community values that clients are attracted to, but also sends a message of maintaining those values for long-term community viability and sustainability.

Crowsnest Conservation is aware that one local realtor contacted the Alberta Real Estate Foundation to express dissatisfaction with the brochure. Despite being given the opportunity, this realtor took no part in the all-inclusive, transparent process, and at no point in the process contacted our organization. All other realtor feedback has been positive.

In addition to real estate professionals, Crowsnest Conservation distributed brochures to Crowsnest Pass residents through mailbox service, local businesses and cafes, and the Crowsnest Pass Municipal Office. Residents have been positively impacted by this publication. After reviewing the brochure many have commented that it supports the values of the place they call home. Business owners are happy to display a “stunning guide” that promotes their community.

To reach tourists, brochures were distributed to tourists’ sites, such as Frank Slide Interpretive Centre and the Crowsnest Museum, and to tourist information centres, such as the Crowsnest Pass Chamber of Commerce Office, and the Sparwood, Pincher Creek, and Lethbridge tourist centres. Beginning in early summer 2009, Crowsnest Conservation will complete a second rotation of the businesses and tourist sites listed above to restock supply for the summer rush. Tourist centre staff have indicated that this brochure will be attractive to new-comers to the community and will give them a sense of what makes our community run the way it does, and also encourages visitors to adopt sustainable practices to continue long-term community and landscape health.

Recently the municipality’s Chief Administrative Officer asked permission to use the *Crowsnest Pass: Stewardship for Sustainability* brochure in a sustainability guide being designed by the local government – an example of the far-reaching impact of our production.

B. Indicators of Project Success – Follow-up to Grant Proposal Evaluation Plan:

Evaluation Plan from Grant Proposal	Follow-up
<i>Formative Evaluation:</i>	
- Solicit feedback from a number of community stakeholders (Real Estate Industry Professionals, local government, developers, community groups, biologists, Crowsnest Conservation Society Board of Directors and Crowsnest Pass citizens) on two separate drafts.	- Crowsnest Conservation solicited feedback from over fifty stakeholders and opened the feedback process to Crowsnest Conservation members and Crowsnest Pass residents on a single draft. Crowsnest Conservation completed the review of single draft through a comprehensive evaluation plan. A second draft review was not completed. The first review process was found to be very worthwhile, positive, and complete, and a second draft review was not required.
- Incorporate suggested changes into the final publication of the brochure.	- The Crowsnest Conservation brochure committee and contract writer incorporated suggested changes into the final draft version.
<i>Production Evaluation:</i>	
- Publish 5000 professional brochures.	- A professional graphic designer designed the brochure and local photographers contributed images of Crowsnest Pass to the brochure. 5000 brochures were printed on recycled, high quality paper in full-colour.
- Deliver brochures to Crowsnest Pass homeowners, Real Estate Industry Professionals, developers and the Municipality of Crowsnest Pass office.	- As of mid-November, 2900 brochures have been distributed to all the recipients acknowledged in the left-hand column, with the addition of local businesses and tourist centres.

- Make the brochure available online on the Crowsnest Conservation Society webpage.	- Crowsnest Conservation has contracted the graphic designer to create a web-quality, PDF version of the brochure to display on Crowsnest Conservation's website at www.crowsnestconservation.ca . Once this copy is received, Crowsnest Conservation will web-publish the PDF version of the brochure.
<i>Summative Evaluation:</i>	
- Actively solicit feedback from brochure recipients and stakeholders.	- Crowsnest Conservation has solicited feedback from brochure recipients during the launch and distribution. An online survey requesting feedback will be distributed one month after the launch. The survey will be distributed through the Crowsnest Conservation website, eNewsletter, and through verbal networking. The survey will close mid-January and results will be tallied by the end of January. At the beginning of the summer, Crowsnest Conservation will perform a second distribution to restock supply for the summer and discuss any feedback with recipients at that time.
- Record comments for future reprint.	- Crowsnest Conservation will record comments for future reprint on the office computer. The file will be stored under My Documents/Programs and Projects/Stewardship for Sustainability Brochure/Feedback.
- Monitor increase in membership of Crowsnest Conservation Society due to distribution of the brochure.	- Crowsnest Conservation will monitor membership numbers from the After Hours Premiere Launch Event October 28 th , 2008 to one year after launch.
- Create network for future community project initiatives (build eNewsletter contact database).	- Crowsnest Conservation will continue promoting involvement in conservation projects and programs through monthly eNewsletter mail-outs.
- Continue to keep community and stakeholders informed of future stewardship opportunities to increase sustainable choices and actions.	- Crowsnest Conservation is committed to maintaining a community resource and outreach centre in Crowsnest Pass, maintaining a current website and publishing monthly eNewsletters. Crowsnest Conservation will remain a hub for community information on all conservation concerns and initiatives.

C. What Did Crowsnest Conservation Learn:

Crowsnest Conservation learned:

- Creating a community-initiated publication that incorporates community-input is a long process. Time needs to be allowed at each of the stakeholder input and review points to ensure the project is all-inclusive and encompassing.
- To encourage public participation, invitations to the community must be widespread and intentional. Public participation invitations must utilize different media and communication techniques to reach various audiences. To ensure key community leaders are involved in the process, intentional invitations must also be sent out. By having a large stakeholder

representation, the content of the brochure was valuable and we experienced greater project support and buy-in.

- To ensure a transparent and all-inclusive project, Crowsnest Conservation needed to continually invite participants to be part of the process, from the community workshops, to the stakeholder review process, to the launch, and finally to the distribution. During the entire process, Crowsnest Conservation constantly updated the community on the project status to demonstrate project development, buy-in, and anticipation for the final product.
- It is important to look beyond anticipated brochure uses for additional purposes. For example, the inclusion of the *Crowsnest Pass: Stewardship for Sustainability* brochure in the municipal sustainability plan was not an anticipated use. Looking for new uses of the brochure in the community is an important step in multiplying positive effects of the publication.

D. Next Steps of the Program:

One month:

- Crowsnest Conservation will conduct a community survey, polling all members on our contact list to determine the success and challenges of the publication. Information will be stored as survey community feedback.
- Crowsnest Conservation will monitor any gaps in brochure distribution and distribute brochure copies as needed. Crowsnest Conservation will monitor brochure distribution on the stored distribution list.

Crowsnest Conservation will record any comments regarding the brochure and store the comments in a feedback file. The points will be important if a reprint is possible.

- Increased distribution. If the opportunity is available, Crowsnest Conservation will provide a number of brochures to the Alberta Real Estate Foundation for distribution at the Calgary Real Estate Tradeshow.

Six months:

- Crowsnest Conservation will redistribute the brochure throughout the community to restock supply. When redistributing, Crowsnest Conservation will solicit feedback from brochure providers and keep feedback on file.

One year:

- Depending on the number of brochures still available and comments received from distributors and community members, Crowsnest Conservation will re-evaluate revising brochure content and producing a second edition and print run.

E. Connection with Real Estate Industry and Outcome:

Crowsnest Conservation connected with real estate professionals in all aspects of the project.

Many real estate professionals participated in community workshops where brochure content was collected. After the workshops, specific individuals were invited to submit letters of support for the project to the Alberta Real Estate Foundation. Three realtors contributed at this level: John Redekopp from MaxWell Canyon Creek, Dan Breier from Chinook Chief Mountain Realty World, and Lowry Toombs from Royal LePage South Country and the President of the Crowsnest Pass Chamber of Commerce. During the stakeholder review process, the same realtors were contacted to provide feedback on the draft brochure. The stakeholder review process was also opened up to the community through various media sources to ensure a community-wide, all-inclusive feedback process. To guarantee a prominent realtor presence for the launch, Crowsnest Conservation hosted the brochure's launch event with the Crowsnest Pass Chamber of Commerce where a number of real estate professionals and business leaders were present. Finally, a number of real estate offices were included in the brochure's distribution. Brochures were distributed and welcomed at the Royal LePage, Realty World, and Remax offices.

Comments received from real estate professionals were positive, other than a single indirect notification received through the Alberta Real Estate Foundation from a realtor at the Remax Office. Positive feedback

indicated that this document provides an appealing presentation of Crowsnest Pass values to prospective homebuyers and supports sustainable development practices to maintain those values.

F. Methods for Engaging the Community and Stakeholders:

Crowsnest Conservation used the following methods/steps in engaging the community and stakeholders in this project:

- During community workshops where brochure content was collected, Crowsnest Conservation advertised the events through two methods: all-inclusive and intentional invitations. Crowsnest Conservation distributed advertising through local newspapers, posters displayed around Crowsnest Pass, through the Crowsnest Conservation eNewsletter, and on the Crowsnest Conservation webpage. To ensure key community and business leaders attended and contributed to the workshop process, Crowsnest Conservation sent out invitations through verbal and letter communication for each of the three workshops.
- To strengthen the content, usability, and audience of the *Crowsnest Pass: Stewardship for Sustainability* brochure, over fifty individuals were invited to be part of the stakeholder review process through personalized invitation letters. Though creating personalized letters was time-consuming, Crowsnest Conservation thought this approach would encourage more individuals to take part in the process. The stakeholder review process invited real estate professionals, developers, the Crowsnest Conservation board and members, municipal government and administration, economic development, key community leaders, biologists, provincial government representatives, regional conservation organizations and community recreation groups to participate. In addition to the personalized invitations, Crowsnest Conservation announced the opportunity to be part of the stakeholder review process through our monthly eNewsletters, website, membership, and through local media to encourage all community members to respond.
- To honour the community's role and participation in the production of the *Crowsnest Pass: Stewardship for Sustainability* brochure, Crowsnest Conservation hosted a launch event to showcase the final product. To engage real estate professionals and business leaders, Crowsnest Conservation hosted the launch event with the Crowsnest Pass Chamber of Commerce. This joint event was also open to the public and Crowsnest Conservation members. Over fifty individuals attended the event.
- Finally, Crowsnest Conservation utilized local real estate professionals, the Municipality of Crowsnest Pass, local businesses, the postal service, and tourist centres by including them in the brochure's distribution to facilitate delivery of our message to developers, potential homebuyers, and Crowsnest Pass residents.

G. Alberta Real Estate Foundation Project Support Recognition

Crowsnest Conservation acknowledged the Alberta Real Estate Foundation's generous support through:

- Online acknowledgement on Crowsnest Conservation's webpage,
- Public statement during all media interviews regarding the project,
- Announcement of gratitude from the Crowsnest Conservation Board President to the Foundation during the Premiere Launch Event,
- Facilitating the Alberta Real Estate Foundation's representation and presentation during the Premiere Launch event, and
- Printing the Alberta Real Estate Foundation logo and a statement of appreciation on the front and back cover of five thousand *Crowsnest Pass: Stewardship for Sustainability* brochures.

Recognition of support for the project by the Alberta Real Estate Foundation reached Crowsnest Conservation website visitors, newspaper readers, premiere launch attendees, and brochure recipients. Crowsnest Conservation estimates the number reached to be greater than 6500 individuals.

H. Project Expenditures:

Please see *Appendix A: Stewardship for Sustainability Brochure Budget and Actual Costs* for a breakdown on project expenditures according to revenue sources.

I. Publishing Permission:

Crowsnest Conservation gives the Alberta Real Estate Foundation permission to post any reports from or regarding Crowsnest Conservation and the *Crowsnest Pass: Stewardship for Sustainability* brochure on the Alberta Real Estate Foundation website or any other Alberta Real Estate Foundation's publications.