Importance of partnerships and collaborations to establishing rural transportation initiatives

Part 2 in the Accelerating Rural Transportation Solutions series

March 12, 2014 • 10:00 a.m. – 11:30 a.m.

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RECORDING NOTICE: This webinar is recorded and will be made available to the general public on the HC Link website.
Importance of Partnerships & Collaborations to Establishing Rural Transportation Initiatives
Series on Rural Transportation

- **Part 1**: Framing the issues, identifying the challenges, and exploring the opportunities

- **Part 2**: Importance of partnerships & collaborations to establishing rural transportation initiatives – TODAY

- **Part 3**: Garnering support from municipal representatives and community members - March 26, 2014; 10:00-11:30am
Accelerating Rural Transportation Solutions

Ontario Healthy Communities Coalition
Coalition des communautés en santé de l’Ontario

Rural Ontario Institute
Vision, Voice and Leadership

Ontario Trillium Foundation
Fondation Trillium de l’Ontario

Relève du gouvernement de l’Ontario.
Three main elements:

1) Identifying and documenting case studies of effective rural regional transportation approaches

2) A study of the current and potential business models and financing sources for cost-shared rural transportation systems

3) Communication and dialogue to share the above resources at events and through learning channels such as webinars & forums
Overview

• Understanding Partnership & Collaboration
• Types of Roles
• Benefits
• Potential Partners
• Tips & Resources
• Examples
Partnership & Collaboration

- **Collaborate**: to work with another person or group in order to achieve something.

- **Partnership**: the state of being partners; usually a formal or legal relationship that exists between two or more groups, involving close cooperation between the parties, having specified and joint roles, responsibilities and anticipated outcomes.
• **Coordination** = activities are planned together to address gaps/needs but funding and decision-making within individual organizations is kept separate.

• **Cooperation** = partners have influence over decision-making but control is maintained.

• **Collaboration** = sharing of resources, decision-making, benefits and risks.
Different Roles:

- Convenor
- Assistance Provider
- Conduit
- Catalyst
- Capacity-Building
- Funder
- Coordinator
- Advocate
- Organizer
- Facilitator
- Evaluator
Benefits

- Enhanced Opportunities
- Shared Resources
- Avoid Duplication
- Address Challenges & Overcome Obstacles
- Increased Accomplishments
- Greater Community Awareness
- Increased Representation
Potential Partners:

- Municipal & regional governments
- Health Units, Local Health Integration Networks (LHINs), Hospitals, Community Health Centres, etc.
- Social service agencies
- Employers
- Private transportation companies
- Universities, Colleges, Schools
- Environmental organizations
- Social, entertainment & leisure, sports & recreation groups
- Business - CDCs, Chambers of Commerce, BIAs
- Tourism operators and accommodators
- Faith groups, service clubs
- Individuals
Things To Bear In Mind

- *People* make up partnerships
- Develop trust and find common ground
- Organizations have different ‘cultures’
More Things To Bear In Mind

• Clarify roles and responsibilities
• Establish good decision-making and communication structures
• Creativity comes from networking
Resources


Resources

3) Community Tool Box – *Working Together for Healthier Communities: A Framework for Collaboration Among Community Partnerships, Support Organizations, and Funders*
http://ctb.ku.edu/en/tablecontents/section_1381.htm

4) Capacity Builders’ Collaboration Coach:
http://www.collaborationcoach.ca/

5) Tamarack Institute - Communities Collaborating:
http://www.tamarackcci.ca/
What’s Ahead?
More Information

Accelerating Rural Transportation Solutions

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