



Reflect, Renew & Re-energize:

Building a New RCS Community

November 2021

Prepared by: The RCS Team

Like many of you the past 20 months for RC Strategies has been... well let's say interesting. It has been filled with rapid adaptations to our work plans, quickly learning technology and making the shift from visiting communities to conducting our work virtually. There have been moments of uncertainty and hesitancy, which we know we were not alone in. It has also been filled with gratitude for our amazing team, for our colleagues and clients we have the opportunity to work with every day, and for knowing that our work in the parks and recreation sector truly does enrich communities and helps to shape a better future.

Our team at RC Strategies has used the last 20 months to reflect, to renew and to think about our role in re-energizing the parks and recreation sector.



Reflect



Renew



Re-energize





Reflect

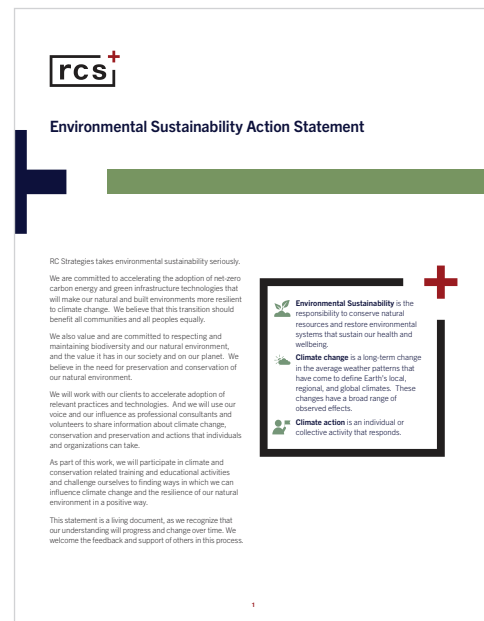
Discussing our approaches to work, to our leadership, and to our relationships have been central themes to our company hangouts (virtual hangouts now that we have team members from Vancouver Island to Toronto). The greatest benefit from the initial enforced slower pace of the pandemic was time, which allowed us to think about our personal and company values that influence and shape how we work with each other, clients and colleagues. It was our corporate values that guided us a team and provided direction when tough decisions had to be made.

We were able to create a space to begin a collaborative and collective learning process, talking through systemic racism and discrimination in Canada and the needed work on reconciliation with Indigenous peoples. That learning process is still ongoing and evolving as our understanding of how we personally and professionally can contribute to creating more equitable and inclusive parks and recreation opportunities for all. Our commitment to this process is articulated in our Equity, Inclusion and Diversity Statement that we adopted as a company this past Spring.

We also discussed the environmental impact of our corporate actions. We have the opportunity to work in some truly spectacular communities, parks, and trails. We have always been advocates and stewards of the land, building into our reports and plans conservation best practices and recommendations. However, we had not though through our business practices and the carbon footprint associated with our actions. This process of reflection and evaluation, along with the adoption of new technologies, showed us a new greener path forward. We are participating in climate and conservation related training and educational activities, to have a greater understanding of how we can influence climate change and the resilience of our natural environment in a positive way. We are prioritizing virtual meetings, internally and externally, and selecting the lowest carbon output for our corporate travel. Our commitment to a more sustainable future for all is outlined in our Environmental Sustainability Action Statement which was adopted Summer, 2021.



Read our Equity, Inclusion and Diversity Statement: <https://rcstrategies.ca/wp-content/uploads/2021/07/2021-07-26%20RCS%20Equity%20Statement.pdf>



Read our Environmental Sustainability Action Statement: <https://rcstrategies.ca/wp-content/uploads/2021/07/2021-07-26%20RCS%20Environmental%20Action%20Statement.pdf>



Renew

The most obvious renew is the rebrand of RC Strategies + PERC to RC Strategies. . . or RCS as we are known to friends. The red plus sign in the corner of our new logo represents our history of joining together two of Canada's most respected recreation planning firms. The blue and green in our brand represents the land and water, natural elements that are core to our work and where we as a team enjoy spending our time recreating. We believe our new branding and logo reflects a modern, exciting new chapter in the RC Strategies and PERC story.

We have had new team members join us, providing new energy, insights, and talents.

- Devon Jenkins joined our team as a GIS specialist expanding our capacity provide technical spatial analysis for our clients.
- Michael Cleland has supported our work across Canada and more specially in Ontario, bringing a breadth of knowledge and experience spanning 20 years working in the recreation and sport sectors.
- Kevin Wirtanen joins us in November from Alberta Parks bringing with him his passion and expertise in parks and trails.
- Fiona Bell has joined our Vancouver team providing research and engagement support to our projects across Western Canada.

We are also helping advance data literacy and the broader data agenda in the parks and recreation sector, both in our consulting work and through our partnership with ActiveXchange Canada.

While our plans for RCS at the beginning of 2020 may have shifted, our reflection and renewal has allowed us to set our sights on a bold vision ahead for our work, our leadership, and for our relationships with colleagues and clients.



Re-energize

It is an understatement to say that our team is re-energized and excited about the path ahead.

Reading the theme for this years' ARPA Conference – CommUNITY - really resonated with the entire RCS team.

Our sector needs to come together to strengthen our own CommUNITY so we can better support the needs of our own citizens.

That left us with one question – how can we contribute to building community in the sector?

We are passionate volunteers who always eager to contribute our time and knowledge, but as a team we thought about how we could help re-energize the sector and build community with colleagues. Which lead to the idea of being more deliberate in sharing information and connecting with our colleagues.

[Sign up for 'Conversing with Colleagues' to stay in touch with the RCS team](#) and hopefully we can continue to strengthen our parks and recreation community together.