BEYOND PARTICIPATION

Creating the Conditions for Impact

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BLUE BARK & Co.

Choose one real program, service or initiative.

Something you would like to make stronger or simply understand better.

- Participation isn’t what you want
- People aren’t returning
- It depends heavily on one or two people
- Volunteers are hard to find
- It’s going well and you want to know why

For the next hour,
we're going to look underneath it.

Two hiking worlds

Weekly public hikes

Fee-based • changing trailheads • longer distances • participants arrived ready to hike

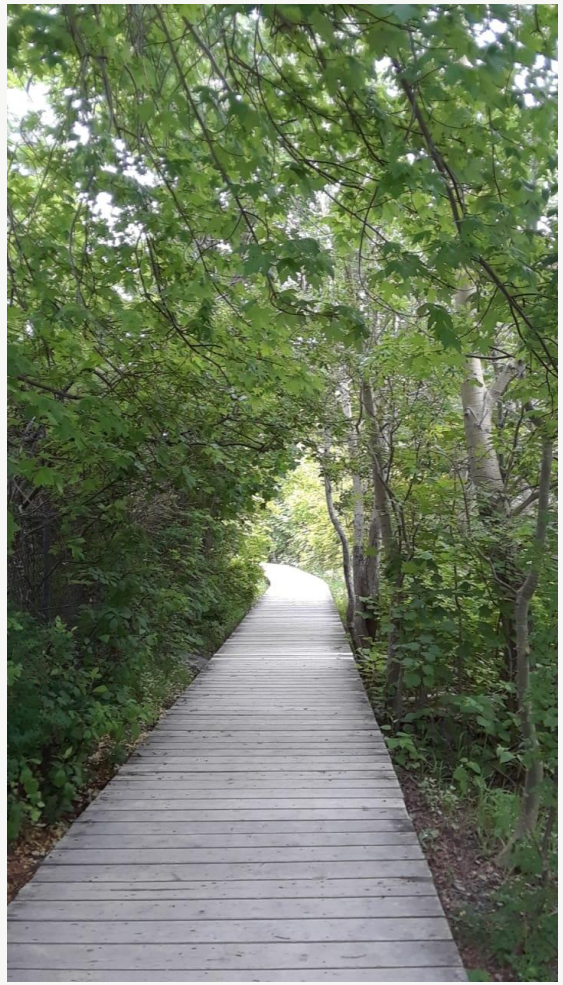


East Coast Trail, St. John's, Newfoundland

And another kind of walk

Weekly urban green walks

City trails • familiar setting • women connected through the Centre



Urban green walks with the St. John's Women's Women's Centre

“I wish I could do that.”

Why couldn’t they?

What might be in the way?

Project Hike

- Familiar meeting place
- Transportation
- Childcare
- Equipment and Funding
- Small cohort
- Progressive hikes
- Clear expectations
- Partnerships and Coordination

What else was the bus doing?

Who was my Wednesday evening hiking program actually designed for?

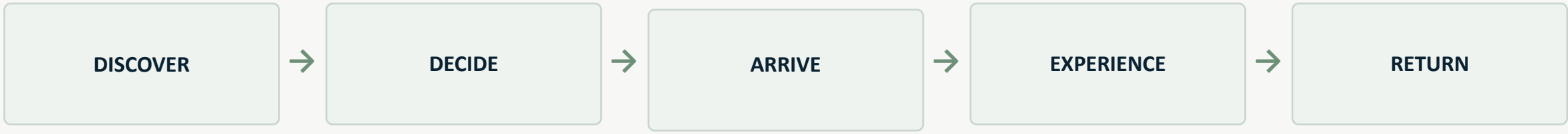
LENS 1

PARTICIPATION

What are people navigating?

LENS 1

PARTICIPATION



Map your program. Where is the friction?

What did you notice that you hadn’t considered part of the program?

Women on Wheels



Women on Wheels, Ride & Shine event 2024

What was Women on Wheels, actually?

TRURO

Trail rides
~10 km

LUNENBURG

Road rides
~40 km

PARRSBORO

New group
small cohort

More women cycling.
More members.

What would you do?

What would you build around the women already making this happen?

What we built around the organizers

CONNECTION

Monthly community of practice brought organizers together.

CAPACITY

Training, first-aid kits, repair resources, and organizational organizational support.

IDENTITY

One provincial club, shared branding, and a recognizable recognizable participant experience across communities. communities.

AGENCY

Local organizers retained the freedom to shape the rides for their communities.

Women on Wheels

What changed?

25 → 115

Members

3 → 7

Ride options

5

New regions

Build the community, not just the program.

LENS 2

COMMUNITY

What exists around people once they’re here?

LENS 2

COMMUNITY

PARTICIPATE

CONNECT

CONTRIBUTE

ORGANIZE



Organizational Support

Resources • Relationships • Training • Communication

Where does everything depend on one or two people?

Who creates the opportunity?

VOLUNTEER HIKE LEADER

What does this person actually need to be able to do?



The activity is hiking. The leadership is much bigger.

Navigation	**First aid**	**Routes**	**Weather**	**Risk**
Group dynamics	**Communication**	**Registration**	**Promotion**	**Insurance**
Scouting	**Cancellations**	**Abilities**	**Equipment**	**Emergency plan**

How does she get to the door?

Maybe sometimes we don’t have a recruitment problem.

Maybe we have a pathway problem.

LENS 3

CAPACITY

What are we building around the people who make it possible?

LENS 3

CAPACITY



Don’t design the perfect system. Find where yours breaks.

Where does your pathway break?

What are people currently expected to figure out on their own?

Creating the Conditions for Impact

PARTICIPATION

What are people navigating?

COMMUNITY

What exists around people once they're here?

CAPACITY

What are we building around around the people who make it make it possible?

Step back

What condition would make the biggest difference if strengthened?

One condition I want to strengthen: _____

One realistic thing I can do next: _____

Before trying to fix the outcome,

look at the conditions producing it.

What are people navigating?

What exists around them once they're here?

What are we building around the people who make it possible?

Website: www.BlueBarkandCo.com
Research • Program Design • Community Development

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