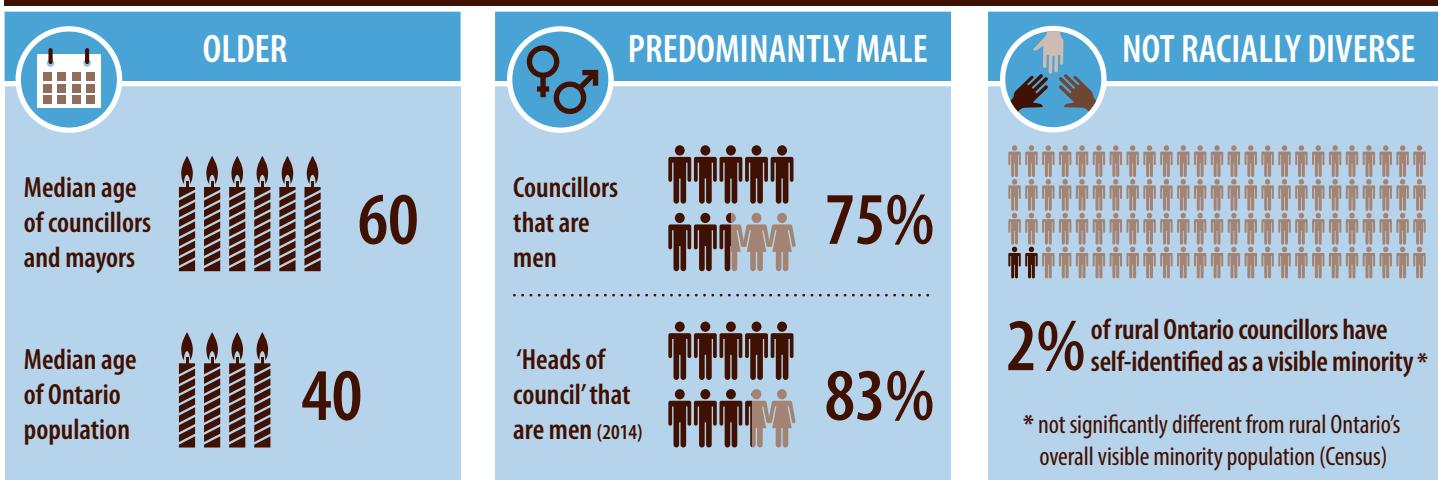


# RURAL MUNICIPAL COUNCILLOR PROFILE

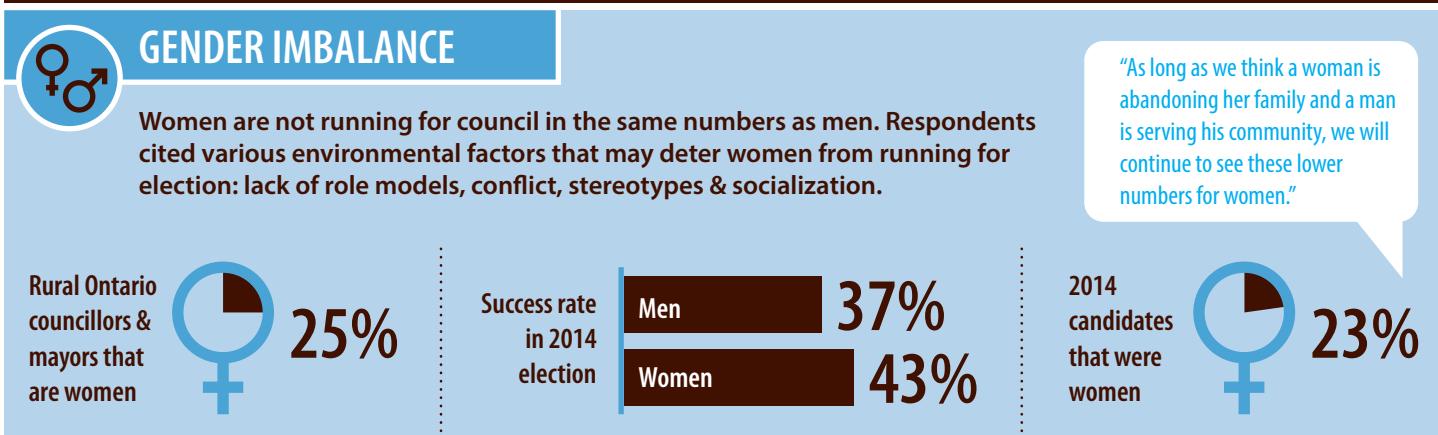
Are we seeing participation in rural Ontario municipal politics from a diverse talent pool?  
Are there sufficient candidates to foster a healthy, competitive environment in local elections?  
Do new councillors feel prepared to carry out their roles and responsibilities?

## THE MAKEUP OF RURAL ONTARIO MUNICIPAL COUNCILLORS IS...



Data did not identify significant differences between urban and rural councillor demographics, suggesting this is a society-wide challenge.

## THE CHALLENGE OF MUNICIPAL LEADERSHIP SUCCESSION



Continued on opposite side

## COUncILLOR PREPAREDNESS AND EXPERIENCE



Councillors reported struggling to learn their roles on council and how the municipal system works.



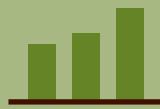
Many councillors cited a negative working environment as a reason for them leaving municipal politics and as a deterrent for peers running.

"The odds of me running again are not good by the way – it's extremely unpleasant in a lot of ways."

## WHAT CAN BE DONE : OPPORTUNITIES FOR FUTURE ACTION



### ENCOURAGE CANDIDACY



Collect and house more robust demographic data for municipal candidates across Ontario



Identify and connect existing candidacy initiatives to build on best practices



Actively recruit candidates through social marketing and public education campaigns



Market and promote positive role models



### PREPARE CANDIDATES & NEW COUNCILLORS



Develop mentorship and networking among current and future municipal leaders



Improve/expand access to pre-candidacy and new councillor training



Make adaptable educational tools and resources available to clerks across Ontario



### ENCOURAGE MUTUAL RESPECT



Develop a public education campaign around the value of local government and the realities councillors face



Collectively as a council, review a code of conduct for council operations



Establish common "aspirational values" for council operations and interactions

## MORE INFORMATION

For more information, go to [www.ruralontarioinstitute.ca](http://www.ruralontarioinstitute.ca) and download the [Measuring Rural Community Vitality: Municipal Councillor Profile](#)

SOURCE: *Measuring Rural Community Vitality: Municipal Councillor Profile*. Rural Ontario Institute, 2016



Measuring  
Rural Community  
Vitality



RURAL ONTARIO  
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