



RC Strategies is a consulting company working in the community services sector, primarily focusing on recreation, sport, parks, trails, and tourism.

At the core of our work, we envision a Canada where:

1. People, communities and nature are healthier and stronger through equitable and inclusive parks, recreation and trails.
2. Parks, recreation and trails are recognized as essential public services.
3. RCS is recognized as the leading consulting firm in the field of parks, recreation and trails.

Our firm purpose is twofold:

1. To help our clients make better decisions, and
2. To strengthen the parks, recreation and trails sector throughout Canada.

Our values:



Equity - We seek to ensure all team members and all members in the communities in which we work feel included, respected and empowered to participate.



Integrity - We are principled. We value the earned trust of our colleagues, and respect our clients, competitors, and each other. We undertake each action, project and role with honesty and fairness.



Teamwork - We work and play collaboratively with each other and with our clients. We care for our team members, our clients, and the sector. We like to have fun and walk the talk.



Learning and Innovation - We seek out new ideas, encourage curiosity and the learning from others and from our own mistakes. We value the use of quality data to help our staff, our clients and the sector make better decisions. We value ingenuity and creativity to continuously improve.



Climate Change & Conservation - We are committed to accelerating the adoption of net-zero carbon and infrastructure technologies that will make our natural and built environments more resilient to climate change. We also value and are committed to respecting and maintaining biodiversity and our natural environment. We believe in the need for preservation and conservation of our natural environment.



Science - We trust science and the scientific process and we use science and best practice scientific methods to help us and our clients.



Sustainability - We act on our responsibility to protect and nurture the triple bottom line of the sustainability paradigm; environmentally, socially and economically. As we also value the sustainability and profitability of our company, we strive for an appropriate work/life balance.



www.rcstrategies.ca



Our Services Include...



**Community & Regional
Master Planning**



**Community Needs
Assessments**



**Parks & Public Lands
Planning**



Business Plans



Tourism Planning



Allocations Frameworks



Facility & Amenity Planning



Benchmarking



Trails Planning



Fees and Charges Reviews



**Policy Development &
Strategic Planning**



**Sponsorship and
Marketing Plans**



Engagement Services



Spatial Analysis



Social Planning



Graphic Design



Training



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