



Initiative on the New Economy

**Service Provision in Rural and Small Town Places:
A Report for Seguin, Ontario**

Fall 2005



A project of the Canadian Rural Revitalization Foundation
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INITIATIVE ON THE NEW ECONOMY - ABOUT THE PROJECT

The *Initiative on the New Economy* project of the Canadian Rural Revitalization Foundation works closely with residents, service providers, voluntary organizations, business members, and decision makers to identify factors that contribute to building capacity in rural and small town places across Canada. Capacity is the ability of people residing in a place to mobilize their assets and resources to cope with stress and transition, or to capitalize on opportunities. Such capacity is built from trust and relationships grounded in institutions, organizations, businesses, and services alike. The Initiative on the New Economy is built on four key themes to explore capacity including *local governance, communications, services, and the environment*. This report explores the relationship between services and capacity.

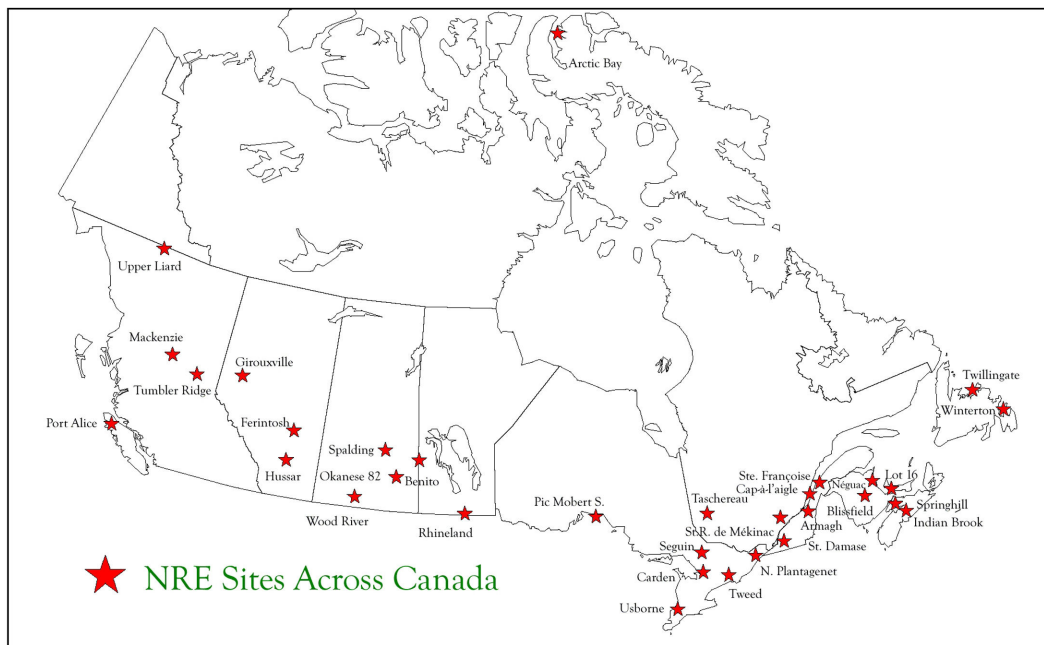
The Services Research theme conducted site profile surveys in the summer of 2005. This is the fourth survey conducted since 1998 with a goal to track services over time. Services play two key functions in building capacity. First, services help rural and small town places to cope with restructuring and transition as a result of economic downturns or plant closures. Job losses stemming from industrial restructuring or closure can place increased demands on local services for education and training, business development, counselling, health care, and other support services. Without such services, residents would have to cope with the additional burden of having to leave their town to access assistance. Job and service losses present a significant challenge to rural and small town places.

Second, services provide opportunities for building relationships, partnerships, and trust. Together, these can lead to new partnerships and innovative ways for delivering services where they might otherwise not exist. For example, schools or seniors' centres can act as multi-functional facilities for the community where local volunteer groups, sporting clubs, local theatre, and others can do their work. Another example might be the way that post offices can act as a one stop shop for a range of government services. This report focuses on the current service provision levels in rural and small town Canada. In particular, this report will compare the availability of services in Seguin, Ontario with services available in other research sites across Canada, as well as with services available in other study sites within Ontario. In each of the tables in this report, the availability of services in Seguin is compared to the 24 sites surveyed across Canada and to the 5 study sites in Ontario.

Data for this report was collected in Seguin by: Shannon Tuck, Margaret Lacourciere, Derek Wilkinson.

ABOUT THE SERVICE INVENTORY

The Canadian Rural Revitalization Foundation has been conducting research in 32 rural and small town sites from across Canada. These sites form a type of “rural observatory” in which aspects of the *Initiative on the New Economy* project may be examined. The sites participating in this project reflect the diversity of the Canadian landscape, and include forestry and mining towns, farming and fishing communities, and tourism towns. Furthermore, some of these places are located adjacent to metropolitan areas, while others are more isolated.



In the summer of 2005, researchers visited 24 sites across Canada to update a service provision inventory. This included 9 sites in Western Canada, 5 sites in Ontario, 4 sites in Québec, and 6 sites in Atlantic Canada. The population of these rural and small town places varies from 150 to 5,205 people.

Distribution and size of INE participating sites

SITES	POPULATION SIZE – 2001
Western Canada	
Tumbler Ridge, British Columbia	1,851
Mackenzie, British Columbia	5,205
Port Alice, British Columbia	1,126
Hussar, Alberta	181
Ferintosh, Alberta	150
Spalding, Saskatchewan	261
Wood River, Saskatchewan	370
Benito, Manitoba	415
Rhineland, Manitoba	4,183
Ontario	
Seguin, Ontario	3,698
Tweed, Ontario	1,540
North Plantagenet, Ontario	3,848
Carden, Ontario	888
Usborne, Ontario	1,490
Québec	
Taschereau, Québec	534
Cap-à-l'aigle, Québec	720
St. Damase, Québec	1,327
St. Françoise, Québec	453
Atlantic Canada	
Blissfield, New Brunswick	674
Neguac, New Brunswick	1,697
Lot 16, Prince Edward Island	688
Springhill, Nova Scotia	4,091
Twillingate, Newfoundland and Labrador	2,615
Winterton, Newfoundland and Labrador	560

Source: CRRF NRE 2005; Statistics Canada 2001.

Data were collected to examine the availability of a range of services including:

- | | |
|-----------------------|------------------------------------|
| education | community |
| health | transportation |
| protection services | recreational |
| legal | basic Shopping |
| business services | commercial shopping |
| communication | economic development organizations |
| elderly and childcare | housing |
| government | |

AVAILABILITY

Copies of all service availability reports were distributed within the participating sites. Additionally, copies have been posted on the INE website (nre.concordia.ca) and on Greg Halseth's website (<http://web.unbc.ca/geography/faculty/greg>).

Copies of the larger *Service Provision in Rural and Small Town Canada* report are available in a number of locations. At the University of Northern British Columbia, copies have been deposited at the Weller Library or can be accessed on Greg Halseth's website: <http://web.unbc.ca/geography/faculty/greg>. Copies are also available on the Initiative of the New Economy website at: nre.concordia.ca.

For further information about this report or other available reports on services, please contact Greg Halseth at:

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**INITIATIVE ON THE NEW ECONOMY
SERVICE PROVISION IN RURAL AND SMALL TOWN PLACES: A REPORT FOR SEGUIN, ONTARIO**

Site Description – Seguin, Ontario

Seguin Township is approximately 2.5 hours north of Toronto and 2 hours south of Sudbury by car. The main north-south road is Highway 69 which goes from Toronto to Sudbury. There is a small part of Seguin that is only accessible by road through the Town of Parry Sound.

The Township of Seguin became a newly incorporated municipality on January 1st, 1998. Seguin is an amalgamation of the former townships of Christie, Foley and Humphrey and the Village of Rosseau, as well as an annexation of the western portion of the unorganized Township of Monteith. Seguin is approximately 700 square kilometres in size and is considered a ‘rural municipality’, with small pockets of settlement and a large seasonal population.

The landscape is generally rolling and large parts of the region are covered by trees. Near Orrville there are a number of cleared farms. There are many lakes and the prime real estate in the area is cottage land connected to the Muskoka Lakes, including Lake Joseph and Lake Rosseau and the Georgian Bay.



POPULATION PROFILE - SEGUIN, ONTARIO

The population of Seguin, Ontario increased from 3,654 residents in 1996 to 3,698 residents in 2001 (Statistics Canada 2001). Overall, it still has an older family oriented population. There is a strong population of seniors in Seguin. This will have important implications for planning the delivery of a range of services, such as health services and social housing. The community also faces a challenge with youth out-migration, particularly when examining individuals between 20 and 24 years of age.

Population	Site: Seguin		
	Total	Male	Female
Population in 2001	3,698	1,915	1,785
Population in 1996	3,654	-	-
1996 to 2001 population change (%)	1.2	-	-
Total - All persons	3,700	1,915	1,785
Age 0-4	170	90	75
Age 5-14	450	255	190
Age 15-19	210	115	95
Age 20-24	140	80	60
Age 25-44	890	445	445
Age 45-54	570	280	290
Age 55-64	590	300	295
Age 65-74	430	220	210
Age 75-84	215	110	105
Age 85 and over	40	15	20
Median age of the population	44.9	44.2	45.7

Source: Statistics Canada 2001.

This table, however, fails to present the seasonal population of Seguin, an issue that is of crucial importance. In the summer, the population almost triples. Indeed, an important characteristic of the community that needs to be considered in any planning process is the differences in values and needs between seasonal and permanent residents.

SERVICE PROVISION IN RURAL AND SMALL TOWN PLACES

Services play an important role in retaining and attracting residents and businesses. However, rural and small town places across Canada are experiencing tremendous change stemming from economic and social restructuring in an increasingly global economy. As a result, some small towns have been experiencing population declines. At the same time, federal and provincial government policies have been withdrawing some of the service infrastructure that can provide a foundation for revitalizing rural and small town places and assist residents to cope with stress. Some rural and small town places adjusted to transition through establishing innovative services or diversifying their local economies. These types of innovation suggest one way by which services help to build capacity within a place.

Services also help to build capacity by providing opportunities for building relationships, partnerships, and trust, which subsequently can lead to new partnerships and innovative ways for delivering services where they might otherwise not exist. Together, services can help to enhance local quality of life and mitigate out-migration.

Educational Services

Educational institutions are playing a changing role in maintaining quality of life in rural and small town places. Schools have provided other amenities through their libraries, theatres, and art galleries in places that would otherwise not have access to such services. They have also played a larger economic development role. Community colleges can provide skilled and professional workers, act as a broker of services, and act as a repository of information. They can also design programs and services that are relevant and respond to the changing labour market conditions of small places.

Table 1: Availability of Education Services - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada % Yes		Ontario % Yes		Within the Site	Within 30 Minutes
	2003	2005	2003	2005		
Pre-school/kindergarten	50.0	62.5	50.0	60.0	✓	
Elementary school	63.6	66.7	50.0	60.0	✓	
High school	27.3	37.5	0.0	40.0	✓	
CEGEP/college	18.2	16.7	0.0	0.0	X	✓

Source: CRRF NRE 2003, 2005 Site Profiles.

With the exception of community colleges, educational services are available in more sites across Canada in 2005 compared to two years ago. The availability of educational services in Ontario resembles the national average (Table 1). Ontario sites have experienced a growth in the availability of high schools since 2003. Seguin is equipped to meet the educational needs of young families. Seguin is quite unusual among rural communities in having a private school within its boundaries, Rosseau Lake College. Many students from Seguin, though, are bussed in

to the public secondary school in Parry Sound. A concern for the community is that youth must leave to pursue post-secondary education.

Health Services

Health services play an important role in attracting new labour and retaining residents. During times of economic and social restructuring, closures in hospitals and the centralization of physical and mental health services can be difficult on the elderly and the poor who do not have access to a vehicle or who live in a place with limited transportation services. However, it is not just the utility of health services that is of concern, but also the potential loss of health care jobs that can lead to a further decline in the local economy and population.

Table 2: Availability of Health Infrastructure - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada % Yes		Ontario % Yes		Within the Site	Within 30 Minutes
	2003	2005	2003	2005		
Hospital	18.2	12.5	0.0	0.0	X	✓
Health centre/CLSC	27.3	37.5	25.0	20.0	X	✓
Medical clinic	40.9	37.5	25.0	20.0	✓	
Blood / urine testing facility	36.4	41.7	0.0	20.0	✓	
X-ray facility	22.7	20.8	0.0	0.0	X	✓
Baby delivery facility	4.5	4.2	0.0	0.0	X	✓
CT scan facility	0.0	0.0	0.0	0.0	X	✓
Nursing home	13.6	16.7	0.0	20.0	X	✓
Pharmacy	40.9	37.5	0.0	20.0	X	✓
Ambulance	36.4	41.7	0.0	40.0	✓	
Emergency services	18.2	16.7	0.0	0.0	X	✓

Source: CRRF NRE 2003, 2005 Site Profiles.

Health facilities are limited in most of the rural and small town places examined (Table 2). This has changed very little over the last two years. Of particular interest is that fewer than 40% of sites across Canada in 2005 have a health centre, hospital, or pharmacy. This carries important implications for residents commuting for medical emergencies or health care reasons. Sites in Ontario have more limited health care facilities compared to the national sample. Since 2003, there has been an increase in the proportion of these sites with blood / urine testing facilities, nursing homes, pharmacies, or ambulance services. The West Parry Sound Health Centre has some unique advantages that assist Seguin residents. It is a fully integrated health care provider. It runs the Community Care Access Services, and six nursing stations, including the one in Rosseau. It has a support agreement with the Sick Children's Hospital in Toronto for tele-consultation. Most health services are provided within 30 minutes in nearby Parry Sound. In addition, some residents of Seguin go to Sudbury, 180 kilometres north, for treatment at the North Eastern Ontario Cancer Centre.

Table 3: Availability of Health Professionals - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada % Yes		Ontario % Yes		Within the Site	Within 30 Minutes
	2003	2005	2003	2005		
Doctors	36.4	41.7	0.0	20.0	✓	
Nurses	36.4	41.7	33.3	20.0	✓	
Dentists	27.3	25.0	25.0	20.0	X	✓
Dental surgeons	9.1	8.3	0.0	0.0	X	X
Optometrists	18.2	16.7	0.0	0.0	X	✓
Home care visits	54.5	70.8	25.0	60.0	✓	
VON	13.6	20.8	0.0	20.0	✓	
Social workers	22.7	29.2	25.0	40.0	✓	
Public health nurse	31.8	37.5	0.0	0.0	X	✓

Source: CRRF NRE 2003, 2005 Site Profiles.

The availability of health care professionals is also limited in small places. In fact, only home care visits are available in more than half of the sites across Canada in 2005 (Table 3). Even those services considered as essential, such as doctors, are only available in just over 41% of the sites across Canada. The presence of health professionals is more limited in Ontario sites. None of these sites has a dental surgeon, an optometrist or a public health nurse. However, a greater proportion of Ontario sites have social workers. Seguin benefits from the presence of its Community Care Access Centre, which facilitates nurses, home care visits and social worker visits. Two doctors visit the township 3 hours a month. Dentists and optometrists are available nearby in Parry Sound.

Table 4: Availability of Health Programs / Services - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada % Yes		Ontario % Yes		Within the Site	Within 30 Minutes
	2003	2005	2003	2005		
Physiotherapy	22.7	25.0	25.0	40.0	✓	
Speech therapy	31.8	25.0	0.0	20.0	✓	
Occupational therapy	13.6	17.4	0.0	20.0	✓	
Respite care	22.7	21.7	0.0	0.0	X	✓
Prenatal care programs	*	39.1	*	40.0	✓	

Source: CRRF NRE 2003, 2005 Site Profiles.

* Information was not collected for this service that year.

The availability of health care programs and services is also low in the sites examined across Canada. However, new services being tracked in 2005, including prenatal care programs, are more widely available (Table 4). The availability of health care services and programs in sites across Ontario reflects the national sample. More sites in Ontario offer physiotherapy, speech therapy, and occupational therapy compared to their 2003 results. Again, Seguin benefits from the presence of the Community Care Access Centre which offers several types of therapy. The

local nurse practitioner offers pre-natal care programs as needed, and the private Resort Tapatoo offers holistic health services. Other services are located less than 30 minutes away in Parry Sound.

Protection Services

Protection services contribute to community capacity in a number of ways. For example, volunteer fire departments and various crime watch programs provide opportunities for community involvement and interaction, both of which can build trust and leadership.

Table 5: Availability of Protection Services - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada		Ontario		Within the Site	Within 30 Minutes
	% Yes		% Yes			
2003	2005	2003	2005			
Police (local/RCMP)	22.7	33.3	0.0	40.0	✓	
Fire department	68.2	79.2	50.0	80.0	✓	
911 emergency line	86.4	83.3	75.0	100.0	✓	
Security services	4.5	12.5	25.0	20.0	✓	
Alarm services	22.7	37.5	25.0	20.0	✓	
Neighbourhood watch	31.8	29.2	50.0	80.0	✓	
Rural crime watch	13.6	16.7	0.0	20.0	✓	
Victim's services – police based	*	16.7	*	0.0	X	✓

Source: CRRF NRE 2003, 2005 Site Profiles.

* Information was not collected for this service that year.

Protection services are more available than most other services (Table 5). Most notably, fire departments and the 911 telephone number are available in more than half the sites across Canada. Since 2003, some sites across Canada appear to have recovered policing and fire department services. Ontario sites offer a wider range of protection services compared to the national sample. At least half of these sites have a fire department, 911 service, and neighbourhood watch programs. Seguin offers its residents a wider range of protection services compared to most sites across Canada. Seguin has a newly constructed fire hall in Humphrey and there is also a fire hall in Orrville. There is a well-organized and detailed emergency plan for the township. Local cottage associations provide neighbourhood and rural watch programs. Police-based victim's services are available in Parry Sound.

Legal Services

Legal services are another example of specialized services that are often not found in rural areas. The absence of legal services has important implications as residents must commute to go to court, to access legal services such as preparation of wills or for purchasing real estate, or to have passports or affidavits signed.

Table 6: Availability of Legal Services - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada % Yes		Ontario % Yes		Within the Site	Within 30 Minutes
	2003	2005	2003	2005		
Lawyer	18.2	16.7	25.0	20.0	X	✓
Notary	40.9	45.8	25.0	20.0	X	✓
Court	18.2	12.5	0.0	0.0	X	✓

Source: CRRF NRE 2003, 2005 Site Profiles.

Overall, legal services are limited in the study sites across Canada (Table 6). The availability of legal services in Ontario sites is more limited compared to the national sample. In particular, none of these sites have a court. Seguin is consistent with other Ontario site in this regard, as people in Seguin must go to Parry Sound for most legal services.

Financial Services

Businesses also play a role in providing a range of activities that enhance the quality of life of a place, as well as the viability and stability of the local economy. Business members also play an important role in community development as they can provide leadership in, and support for, local volunteer groups. Small local businesses are also an important source for fundraising and sponsorship of specific local organizations or events.

Table 7: Availability of Financial / Business Services - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada % Yes		Ontario % Yes		Within the Site	Within 30 Minutes
	2003	2005	2003	2005		
Banks	36.4	33.3	25.0	20.0	X	✓
Credit union/caisse populaire	50.0	50.0	0.0	20.0	X	✓
ATM	50.0	54.2	50.0	60.0	✓	
Micro-financing	9.1	16.7	0.0	0.0	X	✓
Insurance office	50.0	50.0	50.0	40.0	✓	
Industrial park	22.7	20.8	0.0	0.0	X	✓
Real estate office	18.2	20.8	50.0	40.0	✓	
Accounting	50.0	50.0	50.0	60.0	✓	

Source: CRRF NRE 2003, 2005 Site Profiles.

In general, credit unions, ATMs, insurance offices, and accounting services are found in half the rural and small town sites across Canada (Table 7). The availability of these services has remained fairly stable over the last two years. In 2005, more Ontario sites have real estate offices and accounting services. None of the Ontario sites offer micro-financing or have an industrial park. There is a range of financial services in Seguin including ATMs, insurance, real estate and accounting services. Other financial services can be accessed nearby in Parry Sound.

Communications

Connectivity is crucial in the new economy. Communication services also allow residents to maintain contact with family and friends. With improved communication infrastructure, rural and small town places can improve local employment opportunities, and support business networks.

Table 8: Availability of Communication Services - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada		Ontario		Within the Site	Within 30 Minutes
	% Yes		% Yes			
2003	2005	2003	2005			
Cell phone – analog	86.4	91.7	100.0	100.0	✓	
Cell phone – digital	40.9	83.3	100.0	100.0	✓	

Source: CRRF NRE 2003, 2005 Site Profiles.

Seguin residents and businesses benefit from the availability of both analog and digital cell phone service (Table 8). Overall, analog cell phone service is widely available across the study sites in Canada. Approximately 83% of the sites in the national sample also enjoy digital cell phone service. All of the Ontario sites offer analog and digital cell phone service.

Elderly and Childcare Services

Childcare services provide an important part of the educational and care services in rural and small town places. Childcare also provides men and women with children an opportunity to participate in the labour force. Other services of importance are seniors' services including nursing homes and retirement homes. These services are particularly important given the aging of the Canadian population.

Table 9: Availability of Elderly and Daycare Services - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada		Ontario		Within the Site	Within 30 Minutes
	% Yes		% Yes			
2003	2005	2003	2005			
Daycare	45.5	54.2	50.0	60.0	✓	
Senior citizen's nursing home	18.2	20.8	0.0	20.0	X	✓
Senior citizen's retirement home	33.3	37.5	0.0	40.0	X	✓

Source: CRRF NRE 2003, 2005 Site Profiles.

An inventory of 24 sites across Canada indicates that while many are equipped to meet the needs of young families, others are not yet well equipped with seniors' care facilities (Table 9). The availability of elderly and daycare services in Ontario sites resembles the national average.

Seguin has a larger tax base than Parry Sound and has contributed to the financial support of the large seniors' residence in Parry Sound that overlooks the bay. That residence has recently undergone substantial upgrading and renovation. A large number of informal daycare operations are based in Seguin, with professional daycare services available in Parry Sound.

Government Services

Town halls and post offices are the most frequently available government services in rural and small town places. Post offices not only provide a service and identity, but also opportunities for routine social interaction to build relationships. Other government services play an important role in community capacity by providing a local source of expertise and knowledge upon which the community can draw.

The rural and small town sites examined across Canada do not have access to many government services (Table 10). Of particular concern to sites experiencing social and economic restructuring is that few of the sites have Employment Insurance or social assistance offices. Consequently, during restructuring or plant closures, households experiencing stress will have to go outside the site for information and assistance.

Table 10: Availability of Government Services - 2005

Services	NRE Sites:				Seguin:	
	Canada		Ontario		2005	
	% Yes		% Yes		Within the Site	Within 30 Minutes
	2003	2005	2003	2005		
Employment Insurance	4.5	4.2	0.0	0.0	X	✓
Provincial auto license office	18.2	16.7	0.0	0.0	X	✓
Social assistance office	22.7	16.7	0.0	0.0	X	✓
Town hall	68.2	70.8	25.0	40.0	✓	
Post office	81.8	83.3	50.0	60.0	✓	

Source: CRRF NRE 2003, 2005 Site Profiles.

With the exception of a post office, most sites in Ontario have a more limited range of government services to assist households experiencing economic and social change compared to the national sample. None of the Ontario sites have Employment Insurance offices, provincial auto license offices, or social assistance offices. Residents of Seguin must travel to Parry Sound to access these services. Other services, however, are available locally including a township hall and post office.

Community Services

Community services can provide an important foundation from which to build relationships, and can be important sources to draw upon during times of economic and social stress. The availability of community services in rural and small town places varies considerably (Table 11). While fewer sites across Canada have second hand stores compared to two years ago, more sites in the national sample offer clothing depots and senior drop-in centres.

Table 11: Availability of Community Services - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada		Ontario		Within the Site	Within 30 Minutes
	% Yes		% Yes			
2003	2005	2003	2005			
Food bank	31.8	25.0	25.0	20.0	X	✓
Clothing exchange/depot	18.2	29.2	25.0	20.0	X	✓
Second hand stores	40.9	29.2	25.0	20.0	X	✓
Youth drop-in centre	22.7	25.0	0.0	20.0	X	✓
Women's drop-in centre	22.7	16.7	0.0	0.0	X	✓
Senior's drop-in centre	31.8	41.7	0.0	60.0	✓	
Half-way house	4.5	4.2	0.0	20.0	X	✓
Women's resource centre	9.1	8.3	25.0	0.0	X	✓
Women's safe house	*	8.3	*	0.0	X	✓
Personal aid services	31.8	37.5	25.0	20.0	X	✓
Victim's services						
– comm. based	*	25.0	*	0.0	X	✓
Churches	*	95.8	*	100.0	✓	

Source: CRRF NRE 2003, 2005 Site Profiles.

* Information was not collected for this service that year.

Overall, sites in Ontario offer a more limited range of community services when compared to all the sites across Canada. On the other hand, a greater proportion of Ontario sites have a senior's drop-in centre and a half-way house. The increase in senior's drop-in centres demonstrates that these communities are responding to their changing demographic needs. Such centres provide opportunities for interaction and help to foster a sense of community. Seguin has a full-time senior's drop-in centre and 7 churches, with other services available within 30 minutes in Parry Sound.

Transportation

Transportation infrastructure can have important implications not only for attracting economic activity to a place, but also for enhancing the quality of life of vulnerable groups in rural and small town places. Transportation services, especially freight services, can play an important role in attracting industry by providing additional options to export products. However, without adequate, affordable transportation options, mobility can be difficult for women, seniors, or those with disabilities to move within the community and to access services in adjacent centres. Being mobile enables citizens to have access to services, to be involved in the community, to develop local friendship ties and support networks, and to experience social activities.

The higher availability of gas stations and automobile repair services in these places reflects Canada's general reliance on the automobile (Table 12). Other transportation services are less frequently available, most notably local transit service, passenger rail service, and airport service.

Table 12: Availability of Transport Services - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada % Yes		Ontario % Yes		Within the Site	Within 30 Minutes
	2003	2005	2003	2005		
Local bus transit	0.0	0.0	0.0	0.0	X	X
Inter-community bus station	31.8	29.2	0.0	0.0	X	✓
Train – passenger	4.5	4.2	0.0	0.0	X	✓
Train – freight	36.4	29.2	0.0	0.0	X	✓
Airport	18.2	16.7	25.0	20.0	✓	
Helicopter port	22.7	25.0	25.0	20.0	✓	
Boat/ferry terminal	18.2	25.0	0.0	20.0	X	✓
Taxi	27.3	25.0	50.0	20.0	X	✓
Gas station	86.4	87.5	100.0	100.0	✓	
Automobile repair	63.6	70.8	75.0	80.0	✓	

Source: CRRF NRE 2003, 2005 Site Profiles.

When compared to sites across Canada, more Ontario sites have a gas station and automobile repair shop. However, fewer Ontario sites have inter-community bus stations, as well as passenger and freight train service. While half of the Ontario sites had taxis in 2003, just 20% continue to offer this service in 2005. Seguin is home to the Parry Sound Airport. Taxis based in Parry Sound also service the township. Many seasonal marinas and boat launches are based in Seguin. With the exception of local bus transit, other transportation services are located in Parry Sound.

Recreation Services

When examining all of the sites, recreational services show the greatest range of availability compared to any other service category (Table 13). This bodes well for the retention and attraction of residents, as well as the overall quality of life of these places. More notable recreational services available include community playing fields, community centres, libraries, municipal parks, hiking trails, and campgrounds. Many of these services can be important places where events can foster a sense of community. Across Canada, most sites are also able to offer either an indoor skating rink or a community gym. Recreational services less frequently available across Canada include fitness facilities, such as athletic clubs and swimming pools, as well as entertainment features such as cinemas. Since 2003, live theatre and tennis courts are found in more sites in the national sample. Declines in recreational services between 2003 and 2005 in the national sample include outdoor municipal swimming pools and skiing trails.

Table 13: Availability of Recreation Services - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada % Yes		Ontario % Yes		Within the Site	Within 30 Minutes
	2003	2005	2003	2005		
Curling rink	31.8	37.5	25.0	40.0	X	✓
Bowling lanes	22.7	20.8	25.0	20.0	X	✓
Indoor municipal swimming pool	13.6	12.5	0.0	0.0	X	✓
Outdoor municipal swimming pool	18.2	8.3	25.0	20.0	X	✓
Indoor municipal skating rink	50.0	54.2	50.0	40.0	✓	
Outdoor municipal skating rink	31.8	33.3	0.0	40.0	X	✓
Community playing field	81.8	79.2	100.0	100.0	✓	
Community gym	50.0	50.0	50.0	20.0	X	✓
Community centre	81.8	75.0	100.0	100.0	✓	
Private athletic club	13.6	15.0	0.0	20.0	X	✓
Municipal athletic club	18.2	16.7	0.0	0.0	X	X
Theatre (live performance)	13.6	33.3	0.0	20.0	X	✓
Cinema (movie theatre)	4.5	0.0	0.0	0.0	X	✓
Museum	36.4	41.7	50.0	40.0	✓	
Library	77.3	79.2	100.0	100.0	✓	
Municipal parks	77.3	79.2	75.0	100.0	✓	
Provincial parks	22.7	16.7	25.0	40.0	✓	
Tennis courts	31.8	45.8	25.0	60.0	✓	
Skiing trails	50.0	37.5	50.0	60.0	✓	
Hiking trails	63.6	62.5	75.0	80.0	✓	
Golf courses	36.4	37.5	50.0	60.0	✓	
Campgrounds	68.2	66.7	75.0	60.0	✓	

Source: CRRF NRE 2003, 2005 Site Profiles.

In 2005, a greater proportion of sites in Ontario offered a range of recreational amenities. In particular, all of these sites have a community playing field, a community centre, a public library, and municipal parks. Furthermore, at least half of the Ontario sites also have a tennis court, skiing trails, hiking trails, golf courses, and campgrounds. Seguin has four libraries, one in each of the original four founding areas of the community. Their hours of operation are somewhat restricted but are regularly advertised in the Parry Sound North Star. The Junior A Hockey Team has been moved from Parry Sound to Humphrey. Many outdoor amenities are present in Seguin, including hiking and skiing trails, 8 campgrounds, and 7 public beaches. Most of the other recreational amenities are located immediately adjacent to Seguin in Parry Sound. The closest municipal athletic club is found just beyond 30 minutes in Bracebridge.

Shopping

Shopping services contribute to the success of the local economy and are considered to be an important gauge of economic health of rural and small town places. Shopping is also an important recreational activity and provides opportunities for social interaction. Low levels of shopping services can lead to out-of-town shopping and perhaps even out-migration.

Table 14: Availability of Basic Shopping Services - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada % Yes		Ontario % Yes		Within the Site	Within 30 Minutes
	2003	2005	2003	2005		
Grocery store	68.2	70.8	50.0	60.0	✓	
Farmers' market	13.6	25.0	25.0	60.0	✓	
Liquor store	54.5	62.5	50.0	60.0	✓	
Bakery	27.3	37.5	25.0	40.0	✓	

Source: CRRF NRE 2003, 2005 Site Profiles.

The service inventory indicates that most sites across Canada are able to offer shopping services that residents would need to access on a more frequent basis, such as grocery stores (Table 14). In fact, basic shopping services have been increasing in the 24 sites examined in the national inventory. While a lower proportion of sites in Ontario have a grocery store, a greater proportion of these sites have a farmers' market. Seguin offers all of the listed services. As well, a large Sobey's supermarket opened recently in Parry Sound on the border with Seguin. Residents in Seguin may also access other basic shopping services locally, including artisan shops, building supplies, computer services, hair salons, photography shops, home decorating stores, and clothing stores. For more specialized shopping, residents may commute to either Parry Sound or Barrie.

Economic Development Organizations

Economic development organizations can play an important role in promoting the community to attract not only additional businesses, but also to attract a wider population base. While there is not a wide range of economic development organizations in these sites, it is particularly critical to note that only approximately 20% of the sites across Canada have a Chamber of Commerce (Table 15). As these organizations are comprised of local business individuals, they are important sources to draw upon during economic and social change. On the other hand, more sites in the national sample offer financial and business consulting services compared to two years ago.

Economic development organizations are more limited in the Ontario sites compared to the national sample. In particular, while approximately 40% of the sites across Canada offer financial / business consulting services and women's leadership groups in 2005, only 20% of the sites in Ontario do so. While none of the listed services are based directly in Seguin, the township is served by many organizations based in Parry Sound. Seguin residents have been very active in the dynamic Parry Sound Community Business and Development Centre that is supported by FedNor. The centre has pioneered an overall regional approach to the planning of economic development that has fostered cooperation between the townships. Over 350 Seguin-based businesses are members of the Parry Sound Area Chamber of Commerce.

Table 15: Availability of Economic / Development Organizations - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada % Yes		Ontario % Yes		Within the Site	Within 30 Minutes
	2003	2005	2003	2005		
Business Dev. Bank of Canada	0.0	0.0	0.0	0.0	X	X
Community Futures Dev. Corp.	0.0	8.3	0.0	0.0	X	✓
Chamber of Commerce	18.2	20.8	25.0	20.0	X	✓
Local Bus. Dev. Corp.	18.2	8.3	25.0	0.0	X	X
Economic/community trust	4.5	4.2	0.0	0.0	X	✓
Career training/placmt. program	13.6	12.5	25.0	20.0	X	✓
Financial/business consulting	27.3	37.5	25.0	20.0	X	✓
Real estate boards	0.0	0.0	0.0	0.0	X	✓
Tourism associations	27.3	12.5	25.0	20.0	X	✓
Rotary clubs	18.2	12.5	25.0	20.0	X	✓
Retraining programs – general	*	8.3	*	0.0	X	✓
Retraining programs – women	*	0.0	*	0.0	X	✓
Women’s leadership groups	*	41.7	*	20.0	X	✓

Source: CRRF NRE 2003, 2005 Site Profiles.

* Information was not collected for this service that year.

Housing

Housing has been used as an incentive to attract residents to rural and small town places. However, lack of housing options as a population changes, or ages, can be a problem and can lead to out-migration. Housing options can improve the quality of life of residents, especially the more vulnerable citizens, including senior citizens or those with disabilities.

Table 16: Availability of Social Housing Services - 2005

Services	NRE Sites:				Seguin: 2005	
	Canada % Yes		Ontario % Yes		Within the Site	Within 30 Minutes
	2003	2005	2003	2005		
Co-op housing	13.6	8.3	0.0	0.0	X	✓
Rent supplement units	22.7	20.8	0.0	0.0	X	✓
Asstd./sub. housing – seniors	31.8	50.0	25.0	40.0	X	✓
Asstd./sub. housing – families	31.8	29.2	0.0	0.0	X	✓
Asstd./sub. housing – singles	9.1	12.5	0.0	0.0	X	✓
Asstd./sub. housing - Disabled/special needs	13.6	12.5	0.0	0.0	X	✓

Source: CRRF NRE 2003, 2005 Site Profiles.

Although, social housing does not appear to be widely available in sites across Canada, there have been some important changes (Table 16). Most notably, there has been an increase in the availability of assisted or subsidized housing for seniors from approximately 32% of the sites across Canada in 2003 to 50% in 2005. While the availability of social housing options is

generally limited in Ontario sites, there has been an increase in the proportion of sites offering assisted or subsidized housing for seniors since 2003. Seguin, like most other Ontario sites, has no social housing; however, such housing options are available adjacent to Seguin in Parry Sound and Muskoka.

Challenges and Opportunities for Seguin, Ontario

The cost of maintaining services for a relatively small population is high and problematic for most rural communities. Seguin covers a relatively large area and the population is widely dispersed. Consequently, the delivery of services is more expensive than for communities that have a more highly centralized and localized population. Additionally, with the amalgamation and the inclusion of part of an unorganized township, responsibility for road maintenance is in a number of cases transferred from the Province to the Township. This represents a large burden on the tax base and means that creating a budget to deal with the situation is a stressful process that always has a tendency to promote inter-group conflict.

Seguin is unique among the communities in our NRE study in having such a large seasonal population compared to long-term residents. Because they have some divergent interests, there is potential for local conflicts between these two groups. A factor that will likely moderate conflict is the aging of seasonal cottage owners. In many similar communities, there has been a process of conversion where cottagers who retire set up permanent residence in their cottage communities. This group can play an important role in facilitating communication between seasonal and permanent residents. Nevertheless, community leaders are challenged to reconcile these two different perspectives.

In addition, while many other communities have major disagreements about the provincially mandated amalgamation process, the four communities that came together to form Seguin managed to successfully form a township that has developed a spirit of community cohesion. Furthermore, there is a strong foundation in place for regional cooperation and development initiatives through the involvement of Seguin residents and business members in the Parry Sound Community Business and Development Centre, as well as the Parry Sound Area Chamber of Commerce.

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