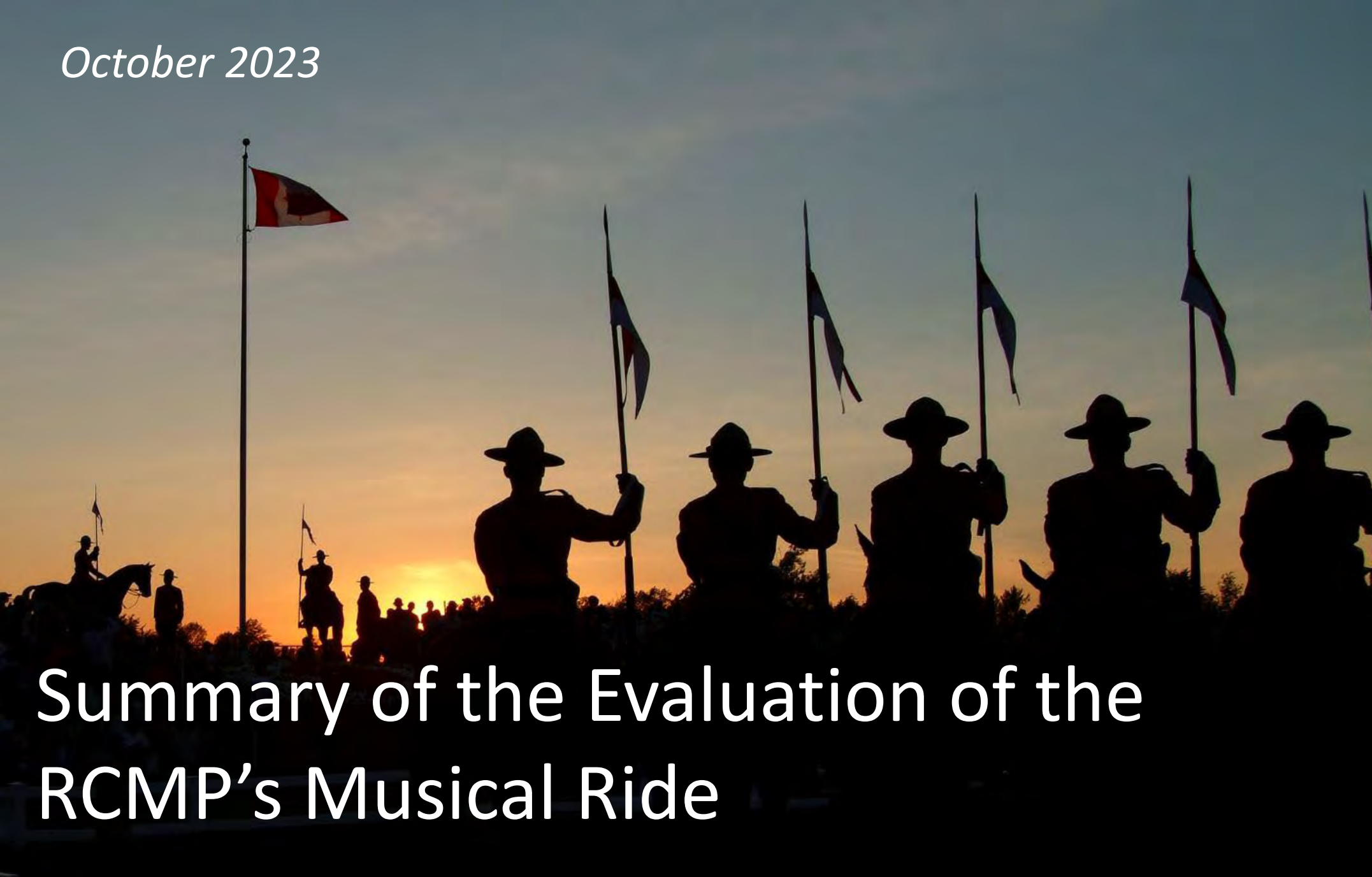




Summary of the Evaluation of the RCMP’s Musical Ride

Context

The Royal Canadian Mounted Police (RCMP) Musical Ride is seen as a Canadian icon recognized at home and abroad as a symbol of tradition, honour, and pride. The Musical Ride supports front-line police operations by building positive relationships, supporting recruiting efforts, and promoting the RCMP's image in communities in Canada and around the world.

The objective of the evaluation conducted by RCMP National Program Evaluation Services was to examine the relevance, effectiveness and efficiency of the Musical Ride in accordance with the Treasury Board Policy on Results.

The evaluation focused on five questions:

- Does the Musical Ride fulfill an ongoing need for the RCMP and the Government of Canada?
- Does the Musical Ride align with RCMP and Government of Canada priorities?
- Is the Musical Ride delivered effectively?
- Does the Musical Ride support RCMP front-line police operations?
- Does the Musical Ride operate in an efficient manner?



How we developed findings and recommendations



Interviews

32 interviews with RCMP and external stakeholders



Document Review

Including program reporting, policies, reviews, internal reports, records of decisions



Internal Survey

A survey of past and present Musical Ride members was conducted



Performance Data

Financial and HR data.
Other data including: performances, horse auctions, communications

What we found

1. The Musical Ride performances and other mounted ceremonial activities contribute to the **objectives of the RCMP and Government of Canada**, and have important cultural and heritage value.
2. The Musical Ride supports various **priorities** for the Government of Canada and the RCMP.
3. The Musical Ride is an effective tool for promoting **the RCMP’s image and building relationships** with communities and partners in Canada and around the world.
4. The Musical Ride has a well documented **governance structure** and an established strategic planning regime. However, there are opportunities for improvement, particularly in the area of performance measurement.
5. There is a perception that the **well-being of riders**, both physically and mentally, is not adequately addressed.
6. The impact of the Musical Ride on **recruitment** is difficult to measure; however, a more strategic approach could increase effectiveness.
7. Overall, the Musical Ride operates efficiently; however, the limited availability of new riders is a significant threat to its **sustainability**.
8. While alternative models have been suggested for the delivery of the Musical Ride, there is strong rationale for the continued **use of RCMP regular members** (RMs) as riders.
9. Overall, the **RCMP’s investment** in the Musical Ride is relatively small in comparison to its potential return.

Recommendations

1. Establish mechanisms to **increase releasability from divisions to ensure the sustainability** of the Musical Ride.
2. In collaboration with Musical Ride members, **develop and implement a plan to prioritize physical and mental well-being** by improving workplace culture, employee relations and supports.
3. In collaboration with National Recruiting, **develop and implement a plan to integrate the Musical Ride as a component of the RCMP’s recruiting strategy** and use it more effectively as a recruiting tool.
4. Explore opportunities to **expand outreach activities to augment the effectiveness of the Musical Ride** in promoting the image of the RCMP and building relationships with communities and partners.
5. **Strengthen the approach to performance measurement** regarding the activities of the Musical Ride and its effectiveness in supporting organizational priorities and objectives to better support internal decision making.

