



Staff Report

Report Title: June 2023 Manager of Strategic Initiatives Status Update

Prepared By: Michelle Goetz

Department: BED

Date: Jun. 5, 2023

Report Number: BED-2023-06-24

File Number:

C11 BED 23

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information report number BED-2023-06-24 prepared by Michelle Goetz, Manager of Strategic Initiatives.

Background:

This report provides an update from the Manager of Strategic Initiatives.

Discussion:

Women in Construction

Our Women in Construction program kicked off in April with marketing for the May start date. Yet again we had over 100 inquiries about the program, we secured 9 participants to start on May 29th and have almost filled the September intake as well. The dates of the program greatly affect the participant's ability to participate in the program, especially if they have day care concerns. Due to constraints with our funding we had to schedule a May start for intake 1 but in the future would recommend September and March start dates to ensure the training portion of the program is completed during the school year. The participants are not paid to attend the training and can experience undue financial hardship by participating in the program if their day care or transportation costs increase during the program.

We hired our Workforce Development Coordinator, Jason Wilson. Jason will engage employers to participate in the program and educate the sector on the benefits of hiring women and other non-traditional demographics into the trades. Jason will

also work with Kristin Dimmick, our Project Coordinator to plan workshops that introduce women to other trades.

Women in Carpentry 2.0 officially wrapped up in May. We had an 80% completion rate (participants that completed all three stages of the program – pre-employment, carpentry training and work placement). Of the 80% who completed the program in full, 100% of the participants found full-time employment after the program completed.

KPI's

- Investment in training/education programs
- Developing positive relationships with businesses, residents and education institutions
- Increase in public-private partnerships
- Increased community outreach
- Client success stories
- Increase in experienced labour force in trades industry
- Increase in participation rates in skilled, higher paying jobs

Lucknow Community Centre

Mike Fair, Jodi MacArthur and I will be supporting the Lucknow Community Centre board with a Trillium capital grant application to replace the roof on the building and update the façade. We will also be looking for other potential funding sources that can assist with other facility upgrades. The Trillium application is due June 14th, 2023.

KPI's

- Revenue for the Lucknow Community Centre Board
- Developing positive relationships with Community Groups and Residents
- Community outreach
- Increase in quality social amenities and services
- Beautification of our downtowns

Ripley Food Art and Craft Festival

We have 50 vendors registered for the Ripley Food Art and Craft Festival on August 19th at the Ripley-Huron Community Centre. Our Tourism Officer created an event on Facebook that is linked to our Huron-Kinloss Tourism Facebook Page to advertise the event. We will be doing weekly vendor spotlights and purchasing paid ads leading up to the event. Our vendors will be sharing the event information to their social media accounts as well. Finally, we will also be putting up posters throughout our neighbouring communities.

KPI's

- Develop relationships with local business owners

- Increased public-private partnerships
- Increase in number of vendors attending the event
- Increase in number of attendees that attend the event
- Vendor satisfaction with the event
- Number of events offered by the Township

Report a Problem

To encourage residents to use our Report a Problem portal and Huron-Kinloss Connects Mobile App to report service requests, we will be developing a post card with instructions to use both as well as a listing of other important phone numbers and contact information. We will send the post card out through unaddressed ad mail and have copies available at the Municipal and our Tourism Kiosks. We have funds available in our promotions budget to cover printing and ad mail costs.

KPI's

- Developing positive relationships with residents
- Community outreach and information sharing
- Number of reports received through the portal or app
- Time it takes for a request to be completed

Tourism Kiosks

Our re-branded tourism kiosks have been installed at Family Funland, the Bruce Botanical Food Garden, the Point Clark Lighthouse and the Lucknow Tourism Office. We are adding a bulletin board and a few brochure holders to each sign the first week of June.

KPI's

- Website and Social Media hits
- Community outreach and information sharing

Govstack

This summer you may notice our corporate website looks a bit refreshed! GHD (purchased eSolutions) has offered to move their current clients from icreate to Govstack (the content management system staff uses to update the content on the website) for a minimal fee in comparison to building a new website. The implementation cost of \$15,250 will be covered by the 2023 Operating Reserve. By switching to the new content management system staff will have a more user-friendly experience when updating content on the site and posting news items and we gain more flexibility for the layout of the site. Moving forward, all IT support is included in our annual fee (right now we pay \$125/hour billed in 15 minute increments) and our annual fee will be reduced from \$7,476 to \$5,976.

We are working diligently to prepare for the switch over; organizing file manager, confirming the site map and migrating content to the new platform. We may experience a short outage (maximum two days) when our website is not available but we are doing as much as we can upfront to avoid that.

In accordance with our Purchasing and Procurement Policy, we signed the change order with GHD on May 2nd and began the implementation process May 23rd.

KPI's

- Modernization of Township services
- Community Outreach and Information sharing
- Number of website visits
- Time saved by Staff
- Decrease in annual investment in digital assets

Bruce County

Our team works closely with Bruce County on many initiatives, most recently we attended the Transportation seminar and workshop, developed a visitor experience survey, reviewed our Community Improvement Plan, and shared investment opportunities.

KPI's

- Local/Regional Partnerships
- Information sharing with stakeholders
- Increase in investment leads
- Increase in funding opportunities for Huron-Kinloss businesses
- Data received and analyzed from visitor survey
- Number and type of amenities and services provided to residents

Investor's Day

The Economic Development Team hosted an Investor's Day bus tour on May 11th. We had over 30 participants attend the morning tour; Investors, Developers, Property Owners, Realtors, and members of our business communities all attended. We received great feedback from the attendees and were able to connect many interested Investors with property owners and Realtors.

"I didn't realize all the opportunities available in Huron-Kinloss" was the most common piece of feedback we received after the event. We will be keeping in touch with all attendees and will let them know as other opportunities arise.

KPI's

- New investment
- Private partnerships created
- Private investment leveraged by public investment (our cost to host the event)

- Funding programs accessed
- Increase in residential, commercial and industrial stock

Ambassador Tour

The Team is planning the ambassador bus tour for our summer employees and new staff that need an introduction to Huron-Kinloss and all our points of interest. The tour will be held on June 29th to ensure all our post-secondary and high school student employees can attend.

KPI's

- Information sharing with staff, setting staff up for success
- Feedback from staff after the tour
- Number of visits to other points of interest at the recommendation of our staff
- Effectiveness of tour to improve summer student experience

Other Projects

- Updating our Economic Development Action Plan
- Implementing Engagement Framework and Toolkit

Financial Impacts:

\$15,250 from the 2023 Operations Reserve for the Digital Modernization project.

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision & Mission. The recommendations contribute to the goals in achieving a prosperous, spirited, vibrant, environmentally conscious and accessible community.

Respectfully Submitted By:

Michelle Goetz, Manager of Strategic Initiatives

Report Approved By:

Mary Rose Walden, Chief Administrative Officer