



Staff Report

Report Title: July 2023 Manager of Strategic Initiatives Status Update

Prepared By: Michelle Goetz, Manager of Strategic Initiatives

Department: BED

Date: Jul. 3, 2023

Report Number: BED-2023-07-28

File Number:

C11 BED 23

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information report number BED-2023-07-28, prepared by Michelle Goetz, Manager of Strategic Initiatives.

Background:

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

Discussion:

Women in Construction

Trades Workshops:

The Skid Steer certification training with Sunbelt Rentals has been a popular workshop, with 12 participants showing interest. However, only 6 of them have officially registered so far. The main demographic for this workshop has been women who are currently employed but are interested in obtaining this certification for future opportunities in the construction industry. Additionally, there seems to be a demand for a second Skid Steer workshop in Owen Sound, as well as the Peninsula area. This indicates a need for certification training in those regions. Another workshop on Electrical in Lions Head is being coordinated with Fanshawe College. We have workshop space available at the Lions Head School for this purpose. Furthermore, we have scheduled a meeting with Tiny Footprint Homes in Clinton to discuss their interest in workshops related to Flooring, Siding, or Plumbing.

We are exploring the possibility of organizing a Scissor Lift certification training session with Sunbelt Rentals in the Owen Sound area.

Employer Outreach/Placement:

In order to inform employers about our program, we are considering holding events such as breakfasts at the Legion, where we can have guest speakers and potentially partner with other venues to attract a larger crowd. We have received some positive feedback from employers regarding their potential interest in the program and participant placements. The locations generating the most employer interest are along the coastline from Kincardine to Owen Sound.

Women in Construction Program Update:

Currently, the Women in Construction full-service program has 8 women enrolled, and there is a waitlist for the upcoming September session, which will accommodate 12 participants. These women have completed pre-employment training, including workshops covering math upgrading, soft skills, networking, resumes, and interviews. They are now preparing for job site-specific certifications starting next week, with in-shop training scheduled for July 11.

Overall, our workshop initiatives have shown positive response and interest, especially among women seeking career advancement in the construction industry. We continue to explore new opportunities and partnerships to meet the demand for certification training in various areas. Our employer outreach efforts have also yielded promising results, with several employers expressing interest in the program and potential placement opportunities.

KPI's

- Investment in training/education programs
- Developing positive relationships with business, 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

Ripley Food Art and Craft Festival

We have 53 vendors confirmed for the event on August 19th from 9AM-2PM. A [Facebook event](#) was created by our Tourism and Events Student that is connected to our [Huron-Kinloss Tourism](#) Facebook Page, the event has 320 responses to date. Weekly, we are posting vendor spotlights to showcase who is attending and the vendors are assisting us by sharing the posts on their own socials. We will be putting out posters and rack cards and purchasing some radio ads leading up to the event.

KPI's

- Develop relationships with local business owners
- Increase in public-private partnerships
- Increase in number of vendors attending the event
- Increase in number of attendees at the event
- Vendor satisfaction with the event
- Number of events offered by the Township

Community Engagement

A key action item in our engagement framework and roll-out plan is providing training for staff in the fundamentals of public participation. We included \$12,000 in our 2023 budget (through the NWMO Resource Fund) to provide this virtual training to staff hosted by the International Association of Public Participation. We have identified 9 staff that work closely with the community, in a communications and engagement capacity and are working with them to register for upcoming fall training sessions. Any left-over funds will be used to provide additional communications training for staff, per our communications action plan.

KPI's

- Quality of community engagement activities by the Township
- Business, residents, visitors contributing to engagement efforts
- Number of opportunities for the community to engage with the Township
- Community outreach and satisfaction

Ripley Medical Centre

In coordination with the Chief Administrative Officer and Director of Community Services, work continues on the Ripley Medical Centre. We have engaged an Architect that came highly recommended by Bruce County and has completed many similar projects, to provide a quote for conceptual designs and construction estimates. We have also continued conversations with the Kincardine Family Health Team and the Ripley Family Y Daycare to determine their needs and include those considerations in the project.

KPI's

- Developing positive relationships with community organizations and residents
- Increased community outreach and satisfaction
- Increase in quality social and medical amenities and services
- Increase in number of day care spaces available in Huron-Kinloss
- Increased access to quality care

Govstack Update

Our website update is on schedule, the migration of content is scheduled to be complete by early August followed by 1 month of user acceptance testing and edits. The go live date will be mid to late September. The public won't notice any disruptions to service or major changes to the website but the back-end will function much better for staff. We will also be updating our website maintenance procedure to ensure a consistent tone and navigation is used throughout the site.

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

Completed Projects/Initiatives

- Student Ambassador Bus Tour
- Report a Problem Postcard
- Lucknow Community Centre Trillium Grant
- Tourism Kiosks

Other Projects

- Implementing Digital Modernization
- Updating Economic Development Action Plan

Financial Impacts:

Any costs associated to these projects were included in the 2023 Economic Development Budget and Business Plan.

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