



Staff Report

Report Title: August 2021 Community Development Officer Status Report

Prepared By: Michelle Goetz

Department: BED

Date: Aug. 4, 2021

Report Number: BED-2021-08-33

File Number: D02

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information report number BED-2021-08-33, prepared by Michelle Goetz, Community Development Officer.

Background:

This report provides Council with an update of current projects being worked on by the Community Development Officer.

Discussion:

Women in Carpentry

We have been working with our partners to bring together the details of the Women in Carpentry program. The main focus of the project right now is recruiting 10 Women to participate in the first intake beginning mid-August. Marketing materials are also being finalized, Alicia Riley Designs was awarded the graphic design for this project. Once finalized, the materials will be sent to the Province for approval. The Project Coordinator will use these materials for all marketing and recruitment efforts over the next year.

Program Details:

- Intake 1 will begin August 16th, 2021
- The program will begin with the participants upgrading their math and communications courses with Fanshawe
- Participants will then receive industry specific training with the UBC Local 2222 Carpenter's Union that includes:

- Fall Protection
- Confined Space
- WHMIS
- Emergency First Aid
- Basic Health & Safety Awareness
- Power Elevated Work Platforms
- Mental Health in the Workplace
- Workplace Violence and Harassment
- Finally, the participants will participate in an 8 week paid work placement
- Students will receive the following for participating:
 - Work boots, hard hat and other safety gear
 - Basic tool belt and tool kit
- Our partners also have funding available to reduce barriers to employment, including:
 - Day care costs
 - Transportation costs
 - Gas cards
 - Mental health supports

There is no cost to participate in this program and no pre-requisites; however, grade 10 math and English is recommended. Participants register for the program by contacting VPI Working Solutions at: infowalkerton@vpi-inc.com or call 519-881-4900.

Communications Strategy and Action Plan

The Communications Team continues to develop the action plan that will be presented to Council this fall. The Team consists of: Michelle Goetz, Mary Rose Walden, Elyse Dewar, Taralyn Cronin, Lauren Eby, Tracey Howe, Emily Dance, Kelly Lush, Nicole Griffin, Mike Fair and Maggie Young.

Ontario Certified Site Program

The Team has participated in a pre-application consultation with our Program Advisor in the Investment Selection Department of the Province. The Ontario Certified Site Program recognizes industrial property that is for sale or lease that meets certain specifications. After our pre-application consultation, it was determined that the Ripley Industrial Park is a great candidate for the program. Staff is continuing with the application process. If successful, the Ripley Industrial Park will be listed on their website, will be included as a potential site when the Province is dealing with domestic or foreign partners looking for land in Ontario, we will receive a marketing package for the site and we will also receive some reimbursement for marketing and technical expenses (incurred after the pre-application consultation meeting).

Resident Attraction

After a successful social media campaign in July, the Team has developed a second social media ad that will be sponsored for two weeks in August. The resident attraction video will be sponsored on social media and featured on our website and Youtube channel in September and then we will close the 2021 campaign with our open house later in the fall (if provincial regulations allow it).

2022 Discovery Guide

The Team is beginning to look at how the 2022 Discovery Guide will look. As Council knows, the Discovery Guide was not produced in 2021, instead we produced a smaller Municipal Guide for residents that was more generic in its content. Staff will be preparing the RFP documents in early September to find a graphic designer for the project. The Team will begin contacting potential advertisers and collecting information from community groups in November.

See Click Fix – Huron-Kinloss Connects App

We continue to see an uptake in the use of our mobile app and the web portal online. The total number of app downloads since October 2020 is: 206 Apple downloads, 112 Android downloads, and 116 Unique users via email through the portal.

To date, we have received 275 service requests and 251 have been closed and the work has been completed. The outstanding issues have been received within the past 2 weeks or are larger tree or road projects that take longer to complete. The requests that come in are predominantly public works related; however, we do see some parks and trails and by-law requests as well. We are continuing to learn more about the system and how we can make it more efficient for both staff and the public to use.

Financial Impacts:

None at this time.

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, accessible community.

Projects in this report assist staff in achieving the following projects in the 2019-2023 Strategic Plan Action Plan:

- P4.1 Ripley Industrial Park
- S2.1 Resident Attraction
- A3.5 Skilled Trades Training
- A6.1 Communication Plan

Respectfully Submitted By:

Michelle Goetz, Community Development Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer