



## Staff Report

**Report Title: October 2021 Community Development Officer Status Update**

**Prepared By: Michelle Goetz**

**Department: BED**

**Date: Oct. 4, 2021**

**Report Number: BED-2021-10-42**

**File Number: D02**

**Attachments: Women In Carpentry Photos**

---

### **Recommendation:**

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-10-42, prepared by Michelle Goetz, Community Development Officer/Executive Assistant.

### **Background:**

This report provides the Committee with an update about the Community Development Officer's current projects.

### **Discussion:**

Women in Carpentry

The participants in the Women in Carpentry have completed their pre-employment skills training with VPI and the Adult Learn Centre, they had a guest speaker from Huron-Kinloss – A Girl with a Hammer, and The Canadian Association of Women in Construction also made a presentation. This week they began training with Fanshawe college and the UBC Local 2222. This month the participants will be receiving Fall Arrest, WHMIS, Power Elevated Work Platforms, Confined Spaces and Emergency First Aid training. The Project Coordinator has been a great asset to the program and is currently supporting the participants with their funding allowance for transportation and daycare and setting up their work placements that will begin in November. Planning for intake 2 has begun and we are excited to welcome another group of motivated women in January.

We would like to extend a special thank you to Bruce Power for donating the safety supplies and the UBC Local 2222 for donating the tools and toolbelts for the participants.

Attached are two photos of the participants receiving their work boots and tools from the program.

### Discovery Guide

The Discovery Guide RFP was posted to the website, we have already received interest from a number of graphic designers. The RFP closes on October 15<sup>th</sup> and we hope to bring our recommendation to Council at the November COW meeting.

### Video Production

We had two videos created this year, the first video is for our resident attraction campaign and the second was all about the Township and who we are. Both videos are in the final stages of production they will be added to the website and social media by the end of October. Staff will send a link to Council once the videos are posted. We would appreciate your feedback if you have any.

### Communications Strategy and Action Plan

The Communications Team has reviewed all three goal areas and developed a list of recommended action items to move the strategy forward. The team will meet one final time to review and finalize the action plan so we can present it to Council at November COW. The action plan addresses many opportunities to streamline our communications and improve how we engage our residents and property owners. We are excited to present the final product to Council and begin the implementation stage.

### Grey Bruce Local Immigration Partnership Council

We are part of the Grey-Bruce LIP's sub-committee – Community. In this sub-committee we work with other communities and community organizations on the objectives that support municipalities and other communities to become more welcoming. As such, the sub-committee has decided to create a publication template for municipalities to use when welcoming newcomers and new Canadians. The template will provide municipalities an opportunity to "fill in the blanks" with information specific to their communities but has been identified as information newcomers need to know. We will also be working at creating an online version that can be read using translators that can be posted on Municipality's websites. Due to the regional aspect of this project, we do not have a date set for when the template will be available, but we are all working diligently on our action items to make this come to fruition.

## Crisis Communications Plan

Earlier this year, the Community Development Officer attended a Crisis Communications Course offered by Redbrick Communications through AMCTO. After attending this course and a subsequent conversation with the Fire Chief and CEMC, it was determined that the Township could benefit from an expanded communications plan, the plan is currently being developed and should be finalized by the end of 2021.

See Click Fix – Huron-Kinloss Connects Mobile App

We continue to see an increase in use of our mobile app and report a problem web portal. We hope to continue to see an increase in downloads of the app; however, currently we have 461 unique emails/accounts registered and we've had 326 requests for service submitted through the app and web portal. The requests are mostly for our Public Works Department, but we also see some requests to Community Services and By-Law. We have almost a year and a half left of our trial period with this software. We will be asking staff over the next year to provide their feedback about whether the software is providing them value and creating a more efficient work environment or if the software is redundant/not required.

### **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:

- S2.1 Resident Attraction
- A3.5 Skilled Trades Training
- A6.1 Communication Plan

### **Respectfully Submitted By:**

Michelle Goetz, Community Development Officer/Executive Assistant

### **Approved By:**

Mary Rose Walden, Chief Administrative Officer