

Update on the Eastern Ontario Leadership Council (EOLC)

Presentation at the Ontario East
Municipal Conference 2018

Thursday, September 13, 2018

2:30 p.m.



Eastern Ontario's
**Leadership
Council** Economic
Development

Eastern Ontario Leadership Council

Agenda

- Welcome to the Session
- Background on the EOLC
- Actions: What has the EOLC been doing?
- What are we learning from the Refresh?
- Working Group Priorities
- Other Regional Initiatives
- Wrap-up and thank you



Eastern Ontario Leadership Council

Background

- In 2013, EOWC and EOMC collaborated to prepare an Eastern Ontario Economic Development Strategy
- Funding assistance from Province and CFDCs
- In June 2014, released the Eastern Ontario Economic Development Strategy
- Proactive and new regional approach to economic development



Eastern Ontario Leadership Council

The 2014 Strategy

- Three strategic priorities:
 1. Workforce Development and Deployment
 2. Technology Integration and Innovation
 3. Integrated and Intelligent Transportation Systems



Eastern Ontario Leadership Council

The EOLC was created in 2015 to:

- Act in partnership to coordinate strategic, regional, economic development initiatives
- Lead the implementation of the Strategy
- Track and report on the performance of the Eastern Ontario economy as it relates to the strategic priorities
- Be a conduit for information and policy positions with various stakeholders
- Lead advocacy on key economic issues



The Eastern Ontario Regional Economic Development Strategy

Governance

- Five regional entities partnering on the Eastern Ontario Leadership Council:
 - Eastern Ontario Wardens' Caucus
 - Eastern Ontario Mayors' Caucus
 - Eastern Ontario Regional Network
 - Ontario East Economic Development Commission
 - Community Futures (CFDCs) Ontario East
- Operations funded by EOWC, EOMC, EORN and OEEDC



Eastern Ontario Leadership Council

EOLC Represents the Entire Region



Eastern Ontario Leadership Council

Implementation

- Established three working groups aligned with the three strategic priorities
 - guide Leadership Council's deliberation and provide recommendations
 - build broader collaboration across region
 - draw on widespread expertise
 - cross-regional and cross-sectoral participation
 - e.g. municipal, private sector, post-secondary



What has the EOLC been doing?

- Participation in consultations and submission to Premier's Expert Panel on Highly-Skilled Workforce
- Presentation to Ontario Centre for Workforce Innovation (OCWI) on Eastern Ontario
- Commissioned Report to "Map" the Innovation Ecosystem in Eastern Ontario (funded in part by Eastern Ontario CFDCs and FedDev Canada)
- Endorsed EOWC Submission to Moving Ontario Forward (Provincial 10-Year Infrastructure initiative)
- Participation in Eastern Ontario Post-Secondary Education Task Force



What has the EOLC been doing?

- Supported EORN E-Business Toolkit for small businesses for their use to begin adopting information and communications technology
- Received presentation by VIA Rail re: a) fleet replacements and b) proposed high-frequency Northern route and optimized Lakeshore route
- Supporting EORN's funding requests to address cellular gap and capacity issues in the region
- Created and populated three working groups
- Published quarterly newsletter updates
- Discussed Regional Economic Plans w/ Province



Recent Accomplishments

- EOLC has just launched its new website, which contains all the information related to the Strategy and its soon-to-be-released Refresh
www.eolc.info
- EOLC has also released a collaborative video:
<https://www.youtube.com/watch?v=JSDzNcufB1g>
- EOLC was recognized in February 2018 by the Economic Developers Council of Ontario with an award for “regional cross-border collaboration” in an area with a population of 250,000+



Eastern Ontario's
**Leadership
Council** Economic
Development



Strategy Refresh in 2018

A Model for Other Regions of Ontario

- In 2018, the Ministry of Economic Development, Job Creation and Trade supported the EOLC with a one-time grant of \$135,000 to refresh the Eastern Ontario Economic Development Strategy using new data, information learned since 2014, and extended consultations
- The Province recognized Eastern Ontario as the “first out of the gate” to create a Regional Plan
- The final “refreshed” product will represent the *first Ministry-sponsored plan across Ontario*
- The EOLC hopes that its Strategy serves as a model to others, and that programs and policy directions will be reflective of such strategies (either regionally or provincially)



Strategy Refresh in 2018

- EOLC proposed a refresh of the 2014 Regional Development Strategy
- Unique partnership with Province of Ontario
- Ministry mandate letter: develop regional economic development plans in partnership
- Meets Ministry's objectives & guiding principles
- In March 2018, received funding (\$135,000)
- Refresh under way, release in November
- Business plans for Working Groups
- Metrics for EOLC and Working Groups



Strategy Refresh Components

- Updated data
- Reviewed recent studies and reports
- Assess Eastern Ontario's performance
- Online business surveys: 256 responses received
- Group consultations: 25 in total (16 completed)
- Consultations with business associations, post-secondary education institutions, innovation partners, growth-oriented businesses
- Specific consultations with First Nations
- Survey of exporting businesses (beginning)
- Final updated Regional Economic Development Strategy to be completed by end of November 2018



Strategy Refresh Initial Findings

- Based on the online survey, there is optimism
- 70% of the respondents felt Eastern Ontario's economy will be stronger in the next three to five years
- 68% of the respondents felt their own sector will be stronger in the same time period
- The three strategic priorities established in 2014 (workforce, technology and transportation) continue to be top priorities in Eastern Ontario



Strategy Refresh Initial Findings

- Our highest attributes are quality of life and natural resources
- There is a very strong feeling (69% of the respondents) that Eastern Ontario is a great place to start or grow a business
- Positive signs regarding employment levels, growth, investment, and marketing
- Positive base of export businesses



Strategy Refresh Initial Findings

Community Issues

- Broadband/high speed Internet
- Workforce skills and education
- Access to capital/financing
- Transportation infrastructure
- Advocacy with upper levels of government on business issues
- Mobile/cell phone services
- Business networking
- Growing the workforce



Strategy Refresh Initial Findings

Socio-Economic Data

- Since 2011, Eastern Ontario's population has grown 3.96%
- Municipal population growth varies between 6.1% and -2.1%
- Aging faster than Province
- Median income differences between rural and urban Eastern Ontario municipalities



Strategy Refresh Initial Findings

Labour Force Data

- Labour force in Eastern Ontario is shrinking
- 0.8% reduction between 2011 and 2016
- Counties are experiencing a ratio of 1:135 for every new labourer to retiree
- In 2011, it was 1:4
- Higher level of self-employed workers



Strategy Refresh Initial Findings

Employment Data

- Within the last year, +12,000 job postings and +28,000 job seekers
- Most common job posting (retail) is followed by health care and social assistance
- Job seekers looking for employment in accommodations/food services, retail and education



Strategy Refresh Initial Findings

Business Data

- Growth of 4,811 businesses between 2014 and 2017
- Predominately self-employment or 'unclassified'
- Region is driven by small-medium enterprises
- Between 2011 and 2013, total exports in eastern Ontario grew from \$40.7 billion to \$46.8 billion
- Largest purchasing power is manufacturing with \$10 billion; 70% of purchases from E. Ontario business
- Manufacturing accounts for \$22.7 billion of the \$46.8 billion exported goods from Eastern Ontario



Implementing the Eastern Ontario Economic Development Strategy

Short-Term Priorities of Workforce Development & Deployment Working Group

- Support enhanced HR practices in SMEs
- Talent attraction using targeted outreach; match to high-compatibility neighbourhoods/communities in the region
- Potential participation in commuter strategy (with I2TS WG and possibly others)
- Improved workforce and employment data; need to 'work on' federal government
- Link to ONWARD (municipal workforce) initiative



Implementing the Eastern Ontario Economic Development Strategy

Short-Term Priorities of Technology Integration & Innovation Working Group

- Support early stage companies in securing first/early mainstream customers
- Stimulate development of Municipal Innovation Network
- Municipal Innovation Pitch event being organized on October 11 to bring two sides together to “test” model
- Longer-term outcomes are to give municipalities a chance to play a direct role in growing companies in the region (economic development)
- Interest in Smart Region and involvement in testing new technologies



Implementing the Eastern Ontario Economic Development Strategy

Short-Term Priorities of Intelligent & Integrated Transportation Working Group

- Long Combination Vehicle information brochure for municipal/other use
- Develop business case template for intermodal facilities (increase regional capacity to move goods)
- Gather data from region's airports as first step in a potential regional airport strategy
- Pursue opportunities for pan-regional data integration (e.g. region-wide 511, regional permitting system for goods movement)
- Potential participation in commuter strategy (with WD&D WG and possibly others)



What else is happening relating to the Strategy?

- Eastern Ontario Transportation Needs Analysis (CFDC-led) in 2014
- Magnet-Vicinity Jobs “Communications Platform” including job-seeker-employer matching and tracking region’s job postings
- Provincial ONWARD initiative to work on anticipated workforce shortages affecting the municipal sector
- Eastern Ontario Post Secondary Education Task Force
- Ontario East Projects with Carleton University and Workforce Development for Manufacturers



What else is happening relating to the Strategy?

- Engagement with Innovation Centres, such as:
 - Kingston
 - Northumberland
 - Launch Labs
 - Queen's University / Innovation Park
 - Peterborough Innovation Cluster
 - Prince Edward County (Picton)



Eastern Ontario Leadership Council

- Questions and Comments?
- For further information, contact:

Kathryn Wood, Project Coordinator

613-376-6006 / kwood4297@gmail.com

Justin Bromberg, Communications and Policy

613-675-4661 / jbromberg@prescott-russell.on.ca

Thank you!



Eastern Ontario's
**Leadership
Council** Economic
Development