

Overview of the 'Refreshed' *Eastern Ontario Economic Development Strategy* and Next Steps in Implementation

*Breakout Session at
Ontario East Municipal Conference*

September 11, 2019



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

Overview of This Session

- What's in the 'Refreshed' Strategy?
 - What's Different about a *Regional* Plan?
 - Highlights from the Development Phase
 - What Are We Trying to Achieve?
- What is our near-term implementation plan?
- Time for your feedback!
- Ways to become involved

We encourage you to attend the 4 breakouts.



Eastern Ontario's
Leadership
Council Economic
Development

Eastern Ontario Leadership Council

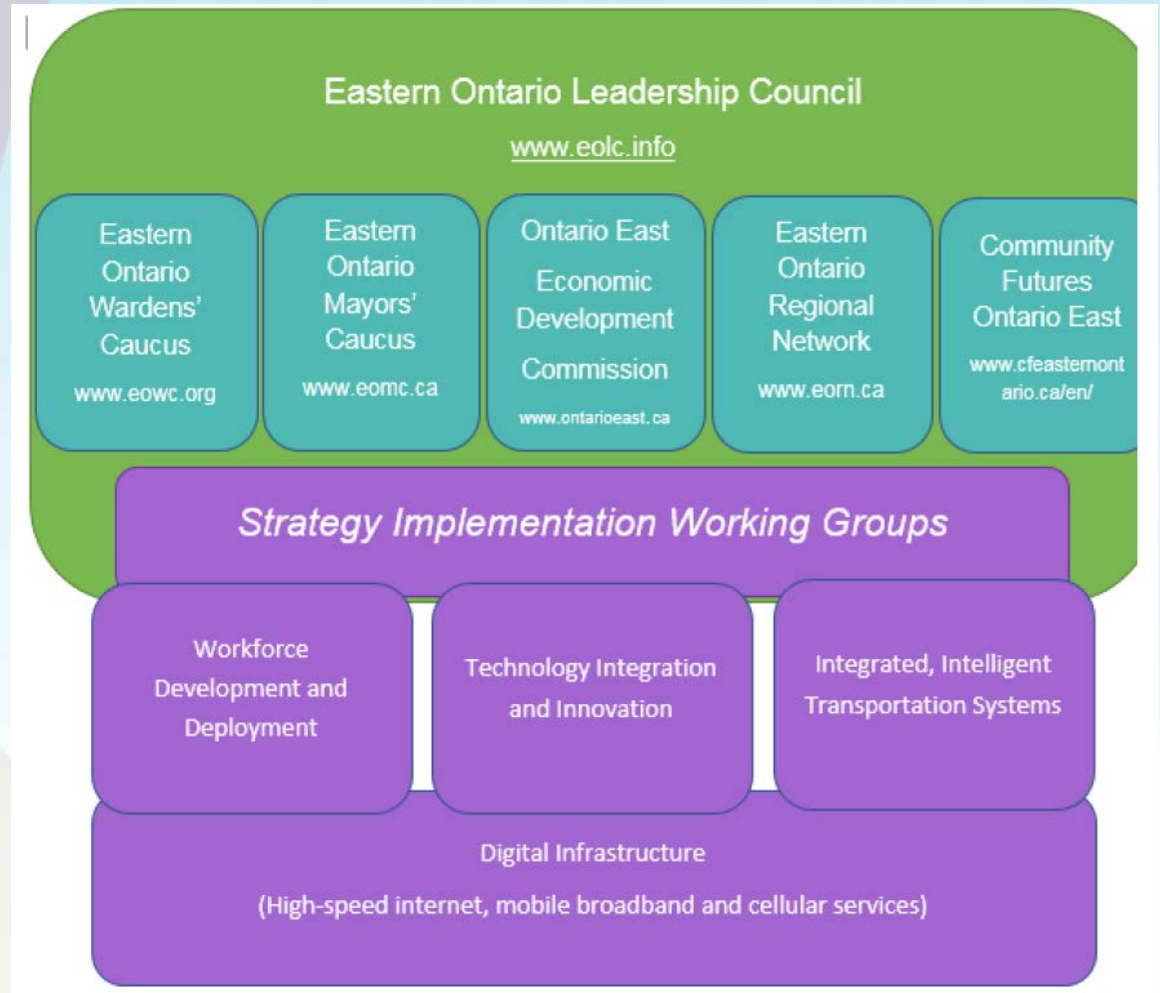
Representing the entire region since 2015



What's In the Refreshed Strategy?

Governance has been adjusted slightly

- New Partner (Community Futures Ontario East)
- New Foundational Priority (Digital Infrastructure)
- Still self-funded



Highlights of Findings from Development Phase

- 2014 issues are still very much present
- General optimism and a core of businesses pursuing growth plans
- Region still dominated by small businesses
- There was significant collaboration development in the EOLC's early years
- There is a sense that workforce issues and digital infrastructure are more important than ever
 - EOLC has made these the top 2 priorities



Highlights of Findings from Development Phase

- Key numbers:
 - 1.18 million residents (2017)
 - Workforce: 570,000
 - Workplaces: 103,000
 - Self-employed: +70,000
- The Economy: \$82.5 billion; \$18.3 billion payroll
- Nearly 60% of production leaves the region; manufacturing is still a cornerstone
- Region somewhat vulnerable to digital disruption; diversified economy helps; significant opportunities in deployment



Highlights of Findings from Development Phase

- The need for timely, accurate, labour market intelligence and data remain priority action items
- Region must be positioned as a test bed for technologies that will reshape the transportation sector in years ahead, e.g. autonomous vehicles
- Access required to 'dynamic data' specific to the three themes and the overall performance of the regional economy
- Region will need a significantly greater emphasis on attracting, retaining and re-skilling workers



What's Different in a Regional Plan?

Regional Focus is on Shared Challenges

Local Economic Development Functions	Regional Economic Development Functions
<ul style="list-style-type: none">• Investment attraction	<ul style="list-style-type: none">• Securing investments in infrastructure (digital, transportation)
<ul style="list-style-type: none">• Investment aftercare	<ul style="list-style-type: none">• Networking through EOLC/WGs
<ul style="list-style-type: none">• Business Retention and Expansion	<ul style="list-style-type: none">• Provision of Business Intelligence• Digital Infrastructure• Platforms for In-Region Networking
<ul style="list-style-type: none">• Economic Gardening	<ul style="list-style-type: none">• Collaborations among Innovation Ecosystem Partners
<ul style="list-style-type: none">• Entrepreneurial Support	

The refreshed strategy has other examples...

What Are We Trying to Achieve?

Workforce Development and Deployment

Two Aspirational Objectives

- Eastern Ontario is recognized as having the capacity to identify and respond quickly to changing labour market conditions
 - *Near-term actions:* invest in labour market intelligence by purchasing data and analytical tools; work with partners on specific priorities (determined by WD&D Working Group)
- Pan-regional data, analytical capability and collaborative relationships are in place to accelerate match-making between employers and workforce talent
 - *Near-term action:* monitor and develop initiatives to act on insights from labour market information (both demand and supply); engage municipalities in promotion of preferred job posting services across the region



What Are We Trying to Achieve?

Technology Integration and Innovation

Three Aspirational Objectives

- Increase the number of businesses, starting, growing and moving into the region
- Eastern Ontario is recognized as having a truly collaborative, client-centred innovation ecosystem
- Productivity-enhancing technologies and other innovations are being introduced into existing businesses, increasing competitiveness and enabling pursuit of larger markets
- *Near-term actions:*
 - Continue to advocate and push for ongoing broadband, cell investments
 - Work with Province and partners to improve access to capital
 - Support innovation in SMES (increase R&D, support start-ups and commercialization activities; increase business model and process innovation)



What Are We Trying to Achieve?

Integrated, Intelligent Transportation System:

Two Aspirational Objectives

- **Improve Eastern Ontario's access to major domestic and international markets**
 - *Near-term action:* assess Eastern Ontario's position as a strategic hub for international and domestic transportation system.
- **Ensure regional and local transportation infrastructure is responsive to the major technology trends**
 - *Near-term action:* conduct research, development and in situ testing on smart transportation infrastructure and its applications across multiple government boundaries.



Near-Term Implementation Plan

- May 7 implementation planning meeting (40 participants)
- May 30 approval of implementation plan with budget allocations (Total: +\$150,000); monitor VIA, MACAVO

Task/Action	Summer 2019	Fall 2019	Winter 2020
WD&D - VJ data	Complete	Continuing	Continuing
WD&D - Data Analyst	Complete	Continuing	Pot. Continuing
WD&D - Digital Tools	Assessment	Assess, Acquire	Utilization
TI&I - Legal Review	Complete	Dissemination	Dissemination
TI&I - Com Plan	Complete	Implementation	Implementation
TI&I - MIC	Planning	OEMC Launch	Build-up/Market
Commuter Strategy	Concept	Funding App	Operation
I2TS - Reg. 511	Liaison	Support/Compl	Support/Compl
I2TS - One Window	Planning	Vendor Eval, RFI	Funding
I2TS - Freight Data	Planning	Method & Maint	Gathering

Workforce Development and Deployment Third Party Data and Analytics

- Acquisition of a one-year subscription to third party workforce data (Vicinity Jobs)
- Being able to understand the challenges, trends, sectoral patterns, and occupational or other gaps/mismatches associated with workforce
- Acquisition of data analytics capabilities for six months to execute the analyses



Technology Integration and Innovation Municipal Innovation Certification Program

- Roll out of a Municipal Innovation Certification (MIC) program, including:
 - a) Training/Education program directed at the innovation ecosystem in Eastern Ontario that will prepare innovators to sell goods and services to the municipal sector and eventually the broader MUSH sector
 - b) Information/Training program for municipalities to help them understand the steps in participating successfully in the MIC program



Integrated, Intelligent Transportation System Data Integration / Monitoring Regional Developments

- Execute a five-part agenda to strengthen the region's transportation system, including:
 - encouraging emergence of a region-wide 511 system incorporating public works, EMS and related data
 - procuring and/or designing a one-window permitting system for trans-regional freight movement
 - gathering data to understand freight movement to use for service gap identification and business case development
 - providing analytical support to a regional effort to address passenger movement including commuting
 - monitor game-changing third party developments and offer recommendations for future roles/projects



EOLC Breakout Sessions

Workforce Development and Deployment

- Wednesday, Sept. 11 @ 1:15 p.m.

Integrated, Intelligent Transportation System

- Wednesday, Sept. 11 @ 2:30 p.m.

Technology Integration and Innovation

- Wednesday, Sept. 11 @ 4:00 p.m.

Digital Infrastructure

- Thursday, Sept. 12 @ 9:45 a.m.



Time for Your Feedback

- Which of these regional projects do you think will be of most benefit to the regional economy?
- Which one to your own community's economy?
- Do you see other work that needs to be undertaken at the same time as these projects, for them to be successful? What is missing?
- What else is going on that should be linked to/connected with these projects?
- What is the "most important thing to keep in mind" when undertaking regional projects?



Ways to Become and Stay Involved

EOLC as a Whole:

- Check website regularly: www.eolc.info
- Participate in your regional organization(s), i.e. Ontario East, CFDC, EOWC, EOMC or EORN

Specific Projects:

- Sign up for push notifications
- Volunteer for a project
- Put yourself forward for Working Group membership
- Volunteer to help with a specific task
- Suggest others who have skill sets we need for success in these projects

