



The Corporation of the County of Wellington
Economic Development Committee
Agenda

March 19, 2019

10:00 am

Governor's Residence Boardroom

Lower Level

Members: Warden Linton; Councillors Bridge (Chair), Breen, Duncan and O'Neill

	Pages
1. Call to Order	
2. Declaration of Pecuniary Interest	
3. Economic Development Financial Statements as of February 28, 2019	2 - 3
4. March 2019 Economic Development Update	4 - 8
5. Closed Meeting	
6. Adjournment	

Next meeting date April 16, 2019 or at the call of the Chair.



County of Wellington
Economic Development
 Statement of Operations as of
 28 Feb 2019

	Annual Budget	February Actual \$	YTD Actual \$	YTD Actual %	Remaining Budget
Revenue					
Grants and Subsidies	\$133,400	\$0	\$0	0%	\$133,400
User Fees & Charges	\$156,500	\$6,260	\$6,260	4%	\$150,240
Other Revenue	\$0	\$(5,023)	\$152	0%	\$(152)
Total Revenue	\$289,900	\$1,237	\$6,412	2%	\$283,488
Expenditures					
Salaries, Wages and Benefits	\$537,300	\$39,769	\$83,021	15%	\$454,279
Supplies, Material & Equipment	\$42,200	\$1,168	\$1,318	3%	\$40,882
Purchased Services	\$557,600	\$11,898	\$33,388	6%	\$524,212
Transfer Payments	\$420,000	\$0	\$0	0%	\$420,000
Insurance & Financial	\$26,600	\$811	\$1,703	6%	\$24,897
Total Expenditures	\$1,583,700	\$53,645	\$119,429	8%	\$1,464,271
NET OPERATING COST / (REVENUE)	\$1,293,800	\$52,408	\$113,016	9%	\$1,180,784
Transfers					
Transfer to Reserves	\$150,000	\$150,000	\$150,000	100%	\$0
Total Transfers	\$150,000	\$150,000	\$150,000	100%	\$0
NET COST (REVENUE)	\$1,443,800	\$202,408	\$263,016	18%	\$1,180,784



County of Wellington

05-March-2019

Economic Development Capital Work-in-Progress Expenditures By Departments All Open Projects For The Period Ending February 28, 2019

LIFE-TO-DATE ACTUALS

	Approved Budget	February Actual	Current Year	Previous Years	Total	% of Budget	Remaining Budget
Wellington Signage Strategy	\$307,500	\$0	\$0	\$154,307	\$154,307	50 %	\$153,193
SWIFT Rural Broadband	\$881,000	\$0	\$0	\$704,320	\$704,320	80 %	\$176,680
Hillsburgh Library Grounds	\$150,000	\$0	\$0	\$0	\$0	0 %	\$150,000
Total Economic Development	\$1,338,500	\$0	\$0	\$858,627	\$858,627	64 %	\$479,873



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: Jana Burns, Director of Economic Development
Date: Tuesday, March 19, 2019
Subject: **Economic Development – March Report**

Community Improvement Programme (CIP)

The County has refined the CIP process, including revisions to the application and evaluation form. On March 12, staff provided a two-hour presentation and run through of the process for all member municipalities. The process was useful for reviewing, endorsing and verifying CIP project applications. Roles and responsibilities for inspection and collecting programme performance data have been included and the County will continue to work with local staff to monitor compliance to the CIP requirements. On our end, the approval process has also been updated to ensure the evaluation results are well documented and consistent. The revised process promotes better record-keeping practices and captures applicants' signed authorization for use of their information and photos for marketing purposes. We are developing a three-way agreement between the County, member municipality and recipient. Per provincial regulations, the County will provide the grant to the member municipality for distribution to the applicant.

Staff are developing a marketing plan. We are collaborating with member municipalities to lead the development of individualized municipal flyers, as municipalities differ in the incentives offered. We also plan to have lawn signs and decals for grant recipients' properties and a fact sheet with programme metrics. In addition, we would like to host a celebratory event to recognize specific applicants in various categories. All of these efforts are to promote the programme and increase the economic potential of our communities.

Smart Cities Guelph Wellington – Canada's First Circular Food Economy

The final application and video were submitted on March 5. The announcement will be made May 14 in Ottawa. A presentation on the final proposal will be provided to City Council March 25 at 6:30pm and to County Council March 28. We will continue coordinating events to promote the project in the coming months. I am meeting with The SEED to discuss next steps on their recent proposal for a Good Food Project. On March 11, I presented the project to the Mississaugas of the New Credit First Nation Council meeting in Hagersville. I invited their thoughts and sought their interest in participating in the project, and expressed my desire to establish a relationship.

Rural Transportation

We have prepared a 'Rural Transit 101' memo attached herein, providing a high-level project update. This document can be shared with local council members as an overview of the programme and milestones.

County staff submitted an updated work plan and budget to the Ministry of Transportation, whereupon approval the Ministry will issue a Transfer Payment Agreement. Once the Ministry deadline requirements are met, including member municipal by-law change approvals, the first transfer payment will be issued to the County.

In the interim, County staff held meetings with the transit consultant and the service provider to confirm the delivery and fare strategy. In the next few months, an agreement with RideCo. will be drafted and work will begin on customizing the app for the County's general rideshare service. There are several action items for RideCo. to investigate and report back to staff on next month regarding the requested configuration changes. I have spoken to the City of Owen Sound and we confirmed our desire to coordinate our services. We will next introduce a few options on stops and scheduling along their return route to Guelph.

In addition, County staff will be reaching out to businesses to determine their requirements in a transit service. This information gathering will inform the County's direction in providing a uniquely separate rideshare service for local employers. As we establish our list of interested employers, please notify us of any additional employers. Similarly, staff will gather information about existing Community Care call centre capabilities and processes in order to offer an option to users that do not have a mobile phone. An on-going discussion on the best practices and needs for integrating with the RideCo. system are occurring.

Signage

Staff expect to begin two of the four primary gateway signs proposed along provincial highways 6 and 7. We expect to receive specific clearance zone and setback requirements for each sign from the Ministry staff shortly. Once these details are provided our landscape architect, Forestell, can produce accurate design plans for the Ministry to approve.

Staff held a meeting to review 2019 Tourism sign applications. Twelve applications were approved. One application was out of county (Alton Mill Arts Centre), while the rest were in county. Next steps include designing the sign blades, validating them with the applicants, and sending invoices out over the next months.

In order to improve the inventory and on-going maintenance process for Wellington County signs, staff are working with the Roads and Planning Departments to include all signs in the Roads database. This change will enable better record keeping and maintenance following installation.

2019 County Business Retention and Expansion (BR+E) Municipal Implementation Fund

The application for the 2019 intake for the BR+E Implementation Fund was provided to the member municipalities in February and we are now receiving applications. The fund provides \$25,000 to each municipality to implement projects. Since 2014, the County BR+E Fund has generated \$840,600 in leveraged investments within Wellington County. Resulting projects include business recruitment activities, mapping, signage, community growth plans and marketing programmes. The \$615,000 County investment has created a 58% return on investment and noticeable changes within our communities.

Taste Real

Eat Up Your February, an awareness campaign encouraging the public to seek out local food options during winter, ran from February 1 to 17. Twenty-two farm and food businesses participated offering specials and promotions and an additional 13 local food events were featured during the campaign. Throughout the campaign, the page was viewed 1,907 times (871 unique page views) between January 25 to February 18 with the largest portion of visitors coming from Facebook.

90% of respondents confirmed that winter is a slow time for their business and about 60% of respondents agreed that the campaign has been a good way to increase awareness of local food during the winter months. Other suggestions included an indoor food fair/pop up markets (stick to urban centres for ease of access) and online pre-ordering interface for farm orders.

Statistics for the Taste Real website February 1-28: Numbers increase due to Eat Up Your February campaign. The most popular pages by page views: Eat Up Your February (1,653), Farm Shares (507) and Workshops and Classes (400). February website statistics 786 Sessions (429 new/357 returning) compared to January at 626 Session (355 new/271 returning).

Taste Real seasonal campaigns and features

- Taste Real Farm Shares
- On Weekends We Brunch: Favourite Brunch locations

Talent Attraction

Federal Advocacy: On February 10 Tom was invited to a “meet and greet” event held at Immigrant Services Guelph Wellington with Canada’s Immigration Minister Ahmed Hussein and the UGDSB. Tom spoke to the fact that current immigration programmes do not meet the needs of rural employers, and that some rural areas such as Wellington County do not qualify for the “Northern and Rural Immigration Pilot” programme. The minister noted that the government plans to roll out this immigration model to the rest of the country after the pilot was completed (the pilot runs for 5 years) and that the county would then be included then. MP Longfield has requested a meeting with Tom to further discuss this gap.

The February 20 **Rural Immigration Summit** saw 86 attendees and we received 24 feedback surveys this week. On the positive, 78% were very satisfied with the event, 95% agreed that it increased their awareness of immigration trends in the county and support for local businesses. On the negative, 13% were dissatisfied with the supports for employers and the advocacy for rural immigration programmes. Tom will follow up with the provincial attendees, as their immigration programmes are more responsive than federal versions, to discuss the types of data that would be needed to build a “business case” for immigration programmes that would allow employers to bring in entry level/manufacturing positions for companies in rural areas.

The University of Guelph provided us with **27 international student surveys**, 50% post-graduate (masters and PhD split), 50% science majors. 100% of respondents are looking to stay in Canada following graduation, 77% would consider staying in Guelph Wellington if presented with employment, 40% own a vehicle and 95% would require rental housing upon graduation.

Other activities:

- 28 enquiries including: Tourism Brochures, Business Directory, Business License, Business Promotion, CIP, Event Promotion, Festivals, Immigration Advice, Local Food, Local Food Map, Local Venues, Signage, Sponsorship, Taste Real Events, and Tourism Brochures.
- Staff participated in the Puslinch Township branding project, now complete.
- Staff completed the Festivals and Events Guide which has been sent to print.
- The Agricultural Producers Survey will remain open until April 1. Positive uptake with 97 completed.
- The RFP to develop the Wellington County Housing Strategy will close March 14.
- Staff attended a LEAP (Launch your Export Action Plan) Workshop hosted by the Ministry of Economic Development, Job Creation and Trade on February 27 at the City of Cambridge. Staff are working with Ministry staff to host the workshop in Wellington County pending Ministry programme review.
- Staff provided 2018 Budget Book economic information for Treasury.
- Ontario Food Cluster, Expo West Trade Show (March 5-9) participating in 25 business meetings.

Recommendation:

That the Economic Development Committee approve the Economic Development March Report.

Respectfully submitted,



Jana Burns
Director of Economic Development



County of Wellington Rural Transportation - March Project Update

Background and context

The proposed model is a demand-based rideshare service where ridership is optimized by a cloud-based software. Over the course of 2018, staff worked with transit experts to develop an easy to book ride sharing system that provides countywide coverage and an opportunity for employers to participate through subsidizing extra drivers. An additional community consultation forum was held in 2018 to explore potential community partnerships. Stakeholders included community care agencies as well as the taxi industry who have the option to act as casual drivers. In January, the Premier announced the Ontario Ministry of Transportation approval of our \$499,550 grant for a five-year rural transportation pilot in Wellington County.

Goals

1. Servicing:
 - i. Medical appointments
 - ii. Employment
 - iii. Downtown pursuits (restaurants, community centre, library)
 - iv. Newcomers
 - v. Social connections (youth to part time jobs, volunteering, recreation, elderly social engagement)
2. Provide alternative option to owning and using a personal vehicle in a rural setting for those who cannot access vehicles.
3. Complement, not duplicate, existing transportation services, partner and coordinate with agencies to provide accessible service.
4. Influence county residents' behaviour when considering transportation options.

Next steps (spring 2019)

1. Confirm service delivery model for general public.
2. Provide MTO with Council Resolution, insurance and by-law change to permit Vehicles for Hire.
3. Confirm Owen Sound corridor service compatibility and route stops.
4. Confirm transfers with Guelph Transit.
5. Integrate with Community Care service and confirm Call Centre structure and policies.
6. Prepare customized service delivery plans for employers, beginning with input on routes, timing, and connectivity to other existing transit.
7. Host public info session, engage online for feedback.
8. Validate strategy and requirements with County Legal contact.
9. Enter into contract with and create a standard operating procedure for service drivers, users and dispatch (e.g., expectations, procedure, monitoring, etc.)
10. Develop a customized RideCo mobile phone app for Wellington County transit.

The County's proposal includes the following parameters:

- Offer general service from 6am to 7pm
- Offer employer specific service
- Contract RideCo. to provide a specifically designed app, manage driver recruitment, and vehicles.
 - Year 1 requires 3-4 FTE drivers for 3-4 sedans and potential for more casual drivers from agencies, public, and employers when required
- County to manage programme brand, service delivery model and marketing
- Use existing agencies for dispatch (e.g., 1-800 number from County Social Services)
- Investigate service concepts with Owen Sound, Waterloo and Guelph

Target Project Launch and Phase 1 rollout in fall 2019