

City of Kawartha Lakes Youth and Young Adult Action Plan

Economic Development

Council Update
August 14, 2018



City of Kawartha Lakes Corporate Strategic Plan

- **Vision:** naturally beautiful, offering an exceptional lifestyle
- **Strategic Goals:**



Economic Development Strategy



Goal 1: Adopt a City-wide focus



Goal 2: Grow specific business sectors



Goal 3: Encourage a positive community business culture



Goal 4: Align and inspire City resources



Goal 5: Attract and retain a new generation of great entrepreneurs and workforce

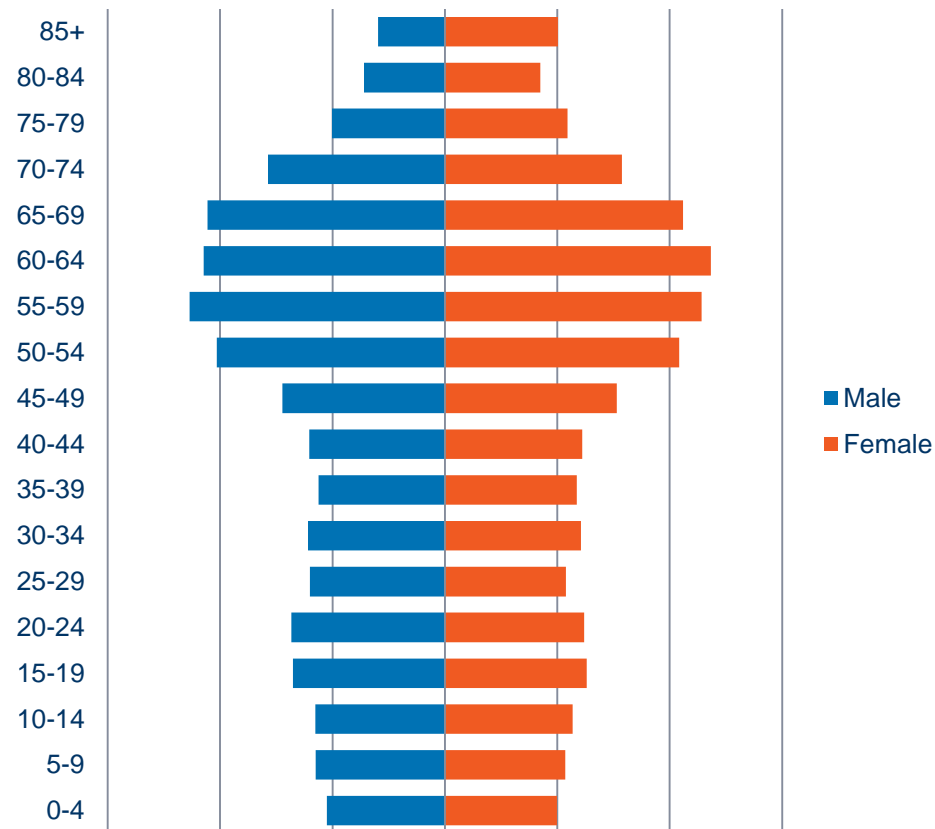
Youth and Young Adult Action Plan

Attract, retain and engage youth in Kawartha Lakes to ensure a prosperous economy and diverse local culture.



Population Demographics in Kawartha Lakes

City of Kawartha Lakes Population Pyramid

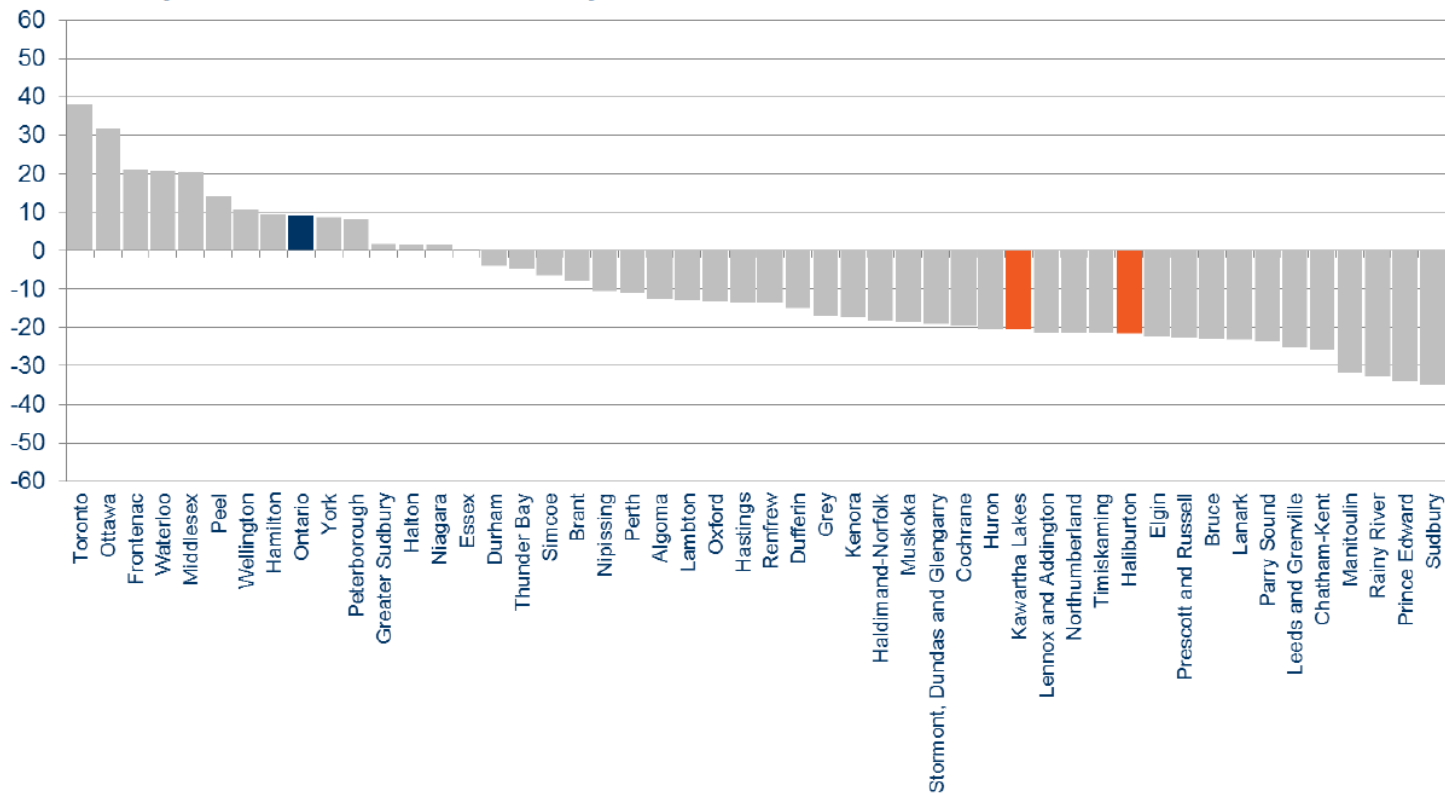


Youth Out-Migration in Kawartha Lakes

Age of the Population

Percentage difference in expected 2016 population based on 2006 population

20 to 24 year olds in 2016 were 10 to 14 year olds in 2006

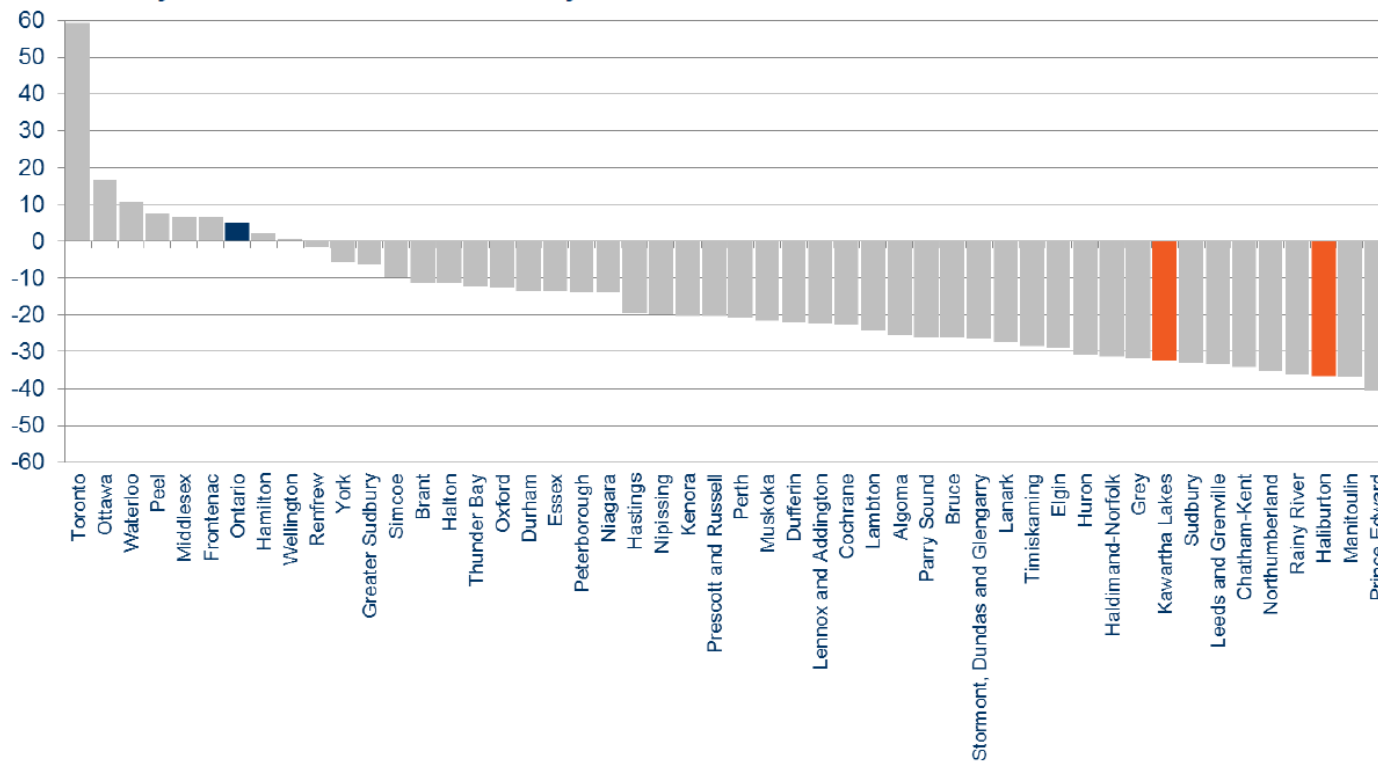


Youth Out-Migration in Kawartha Lakes continued

Age of the Population

Percentage difference in expected 2016 population based on 2006 population

25 to 29 year olds in 2016 were 15 to 19 year olds in 2006



Methodology

1. Review of existing practices and literature
2. Community outreach
 1. Surveys
 2. Focus group
 3. Stakeholder interviews
3. Data collection and analysis
4. Goal setting
5. Community SWOT analysis
6. Preparation of targeted Action Plan

Survey

- 168 total responses from across Kawartha Lakes
 - 143 from youth target aged 15-39

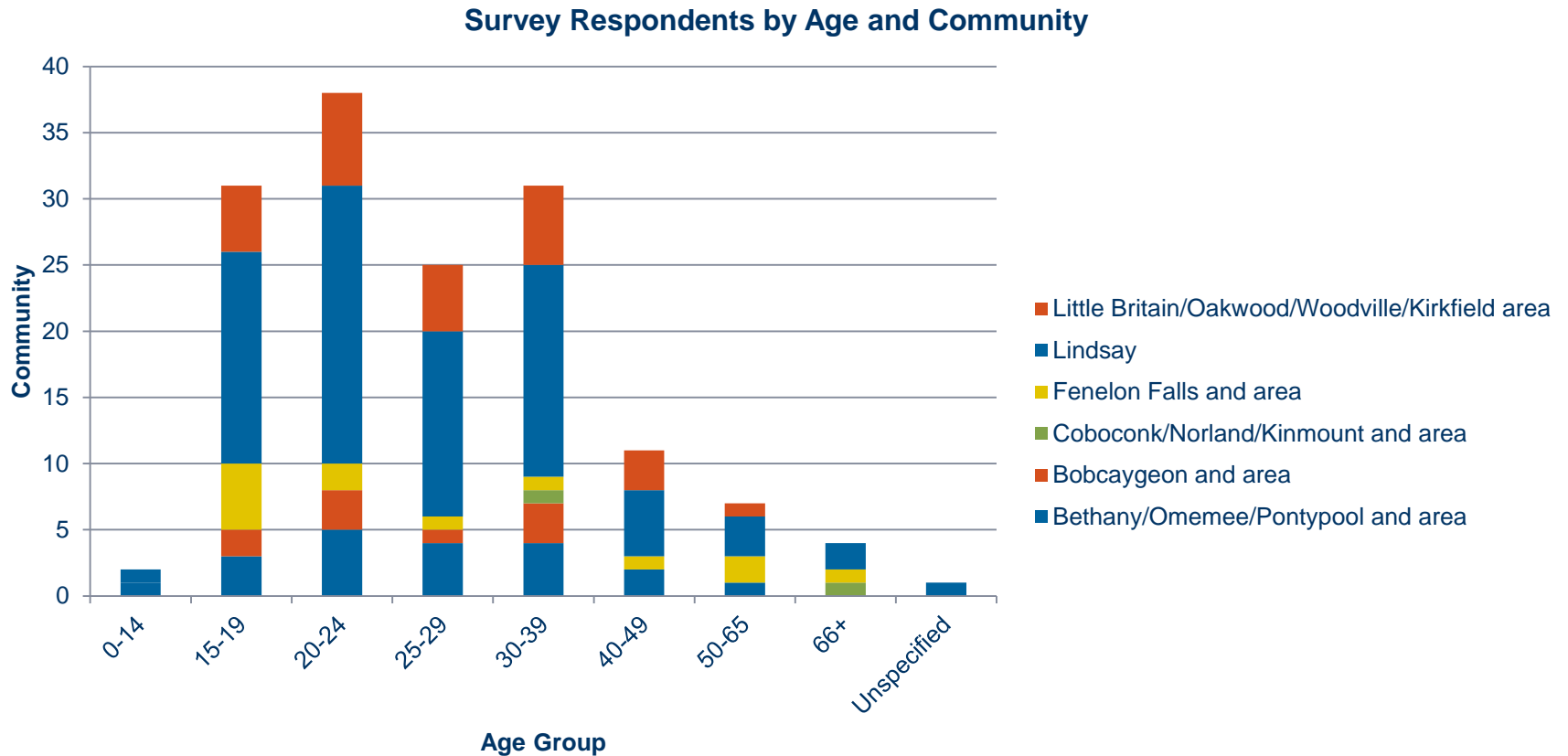
Focus Groups

- 5 engaged participants from across Kawartha lakes
- Continued engagement and collaboration with participants

Stakeholder Interviews

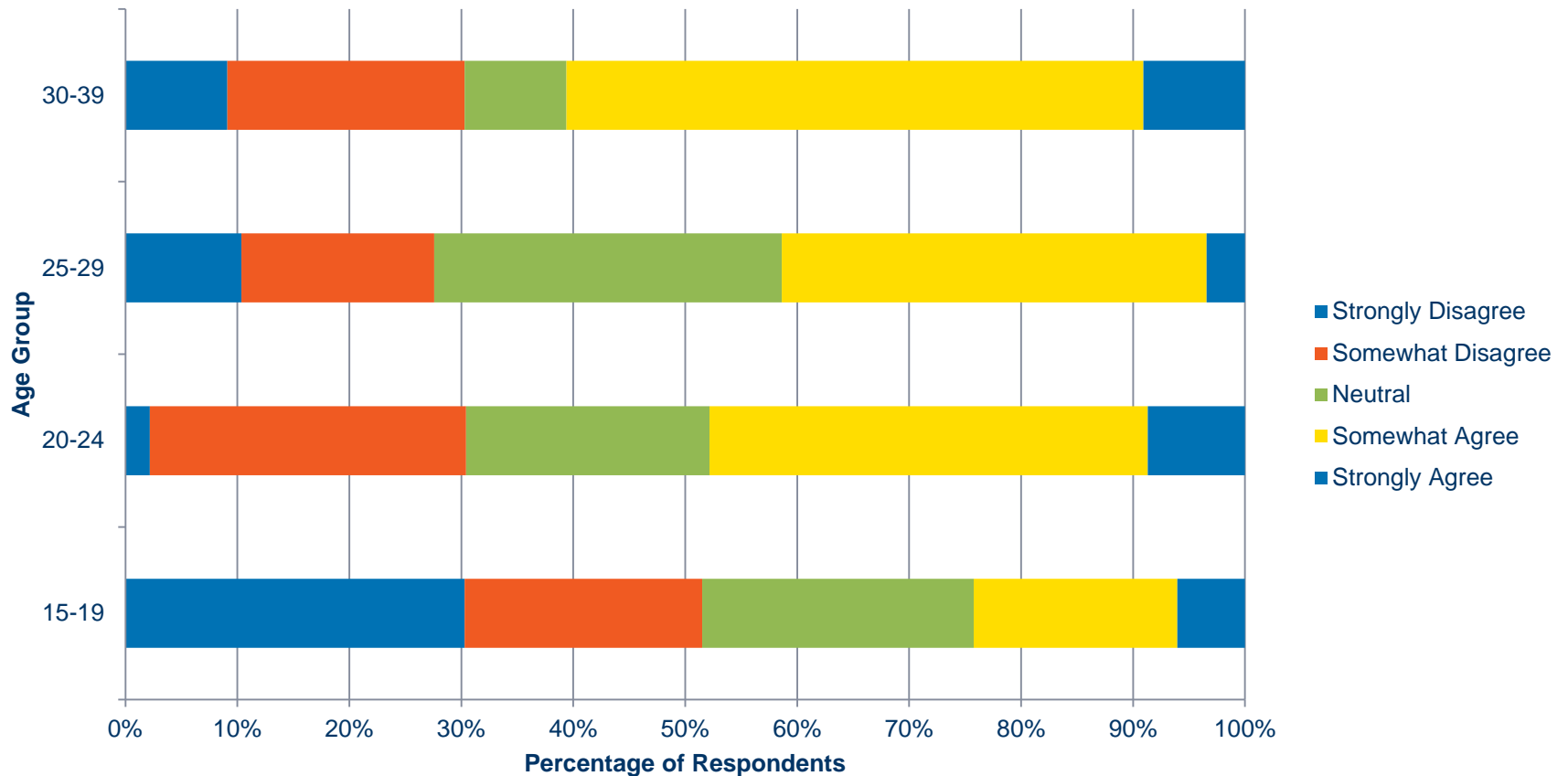
- Multiple stakeholder groups interviewed including VCCS and the Boys and Girls Club
- Additional continued consultation with local Chambers, BIA, Cycling Groups, Housing, DR Committees and interested parties

The Results



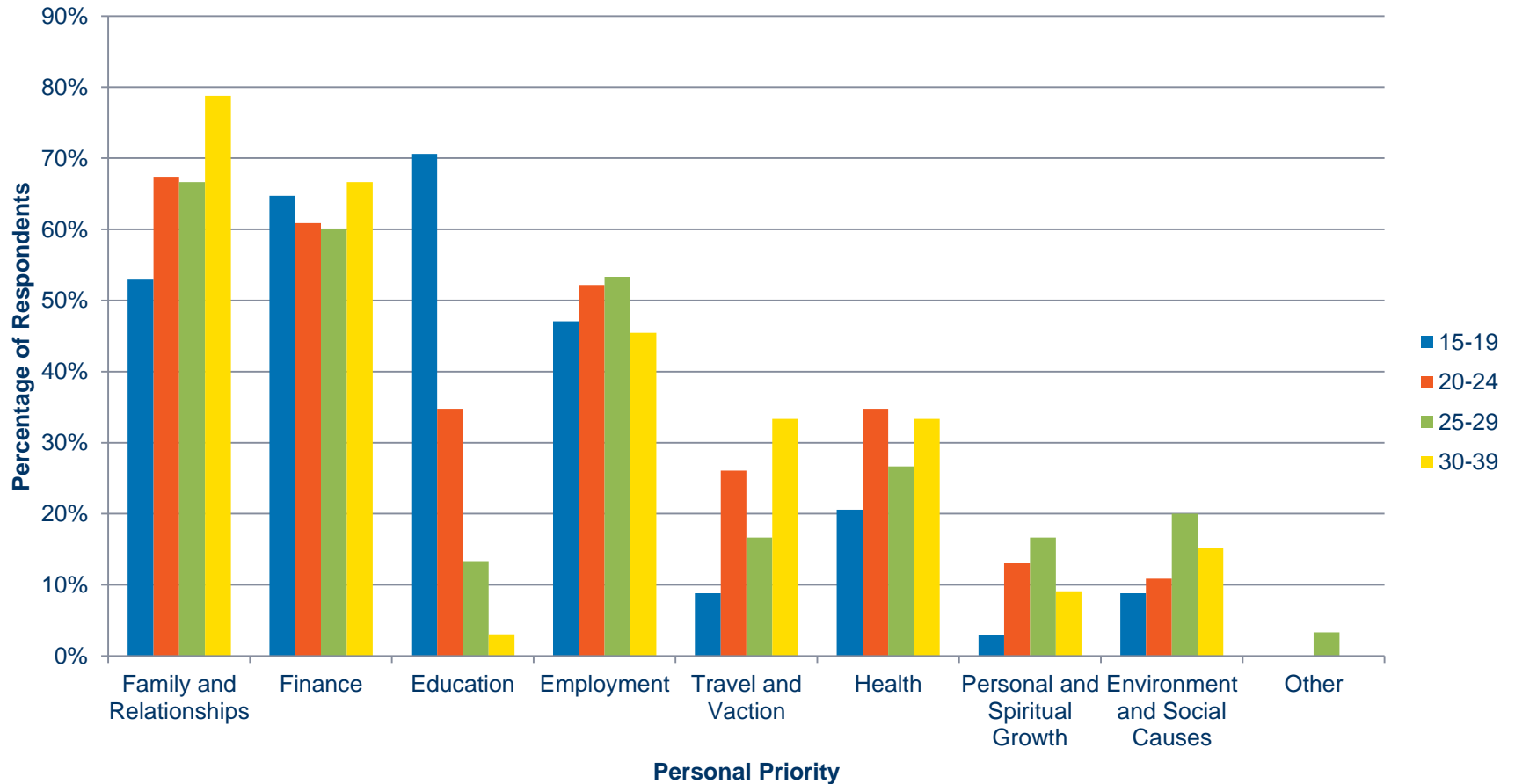
The Results – Happiness in Kawartha Lakes

Response to statement: "Everything I need to be happy and reach my personal goals can be found in the City of Kawartha Lakes", by Age



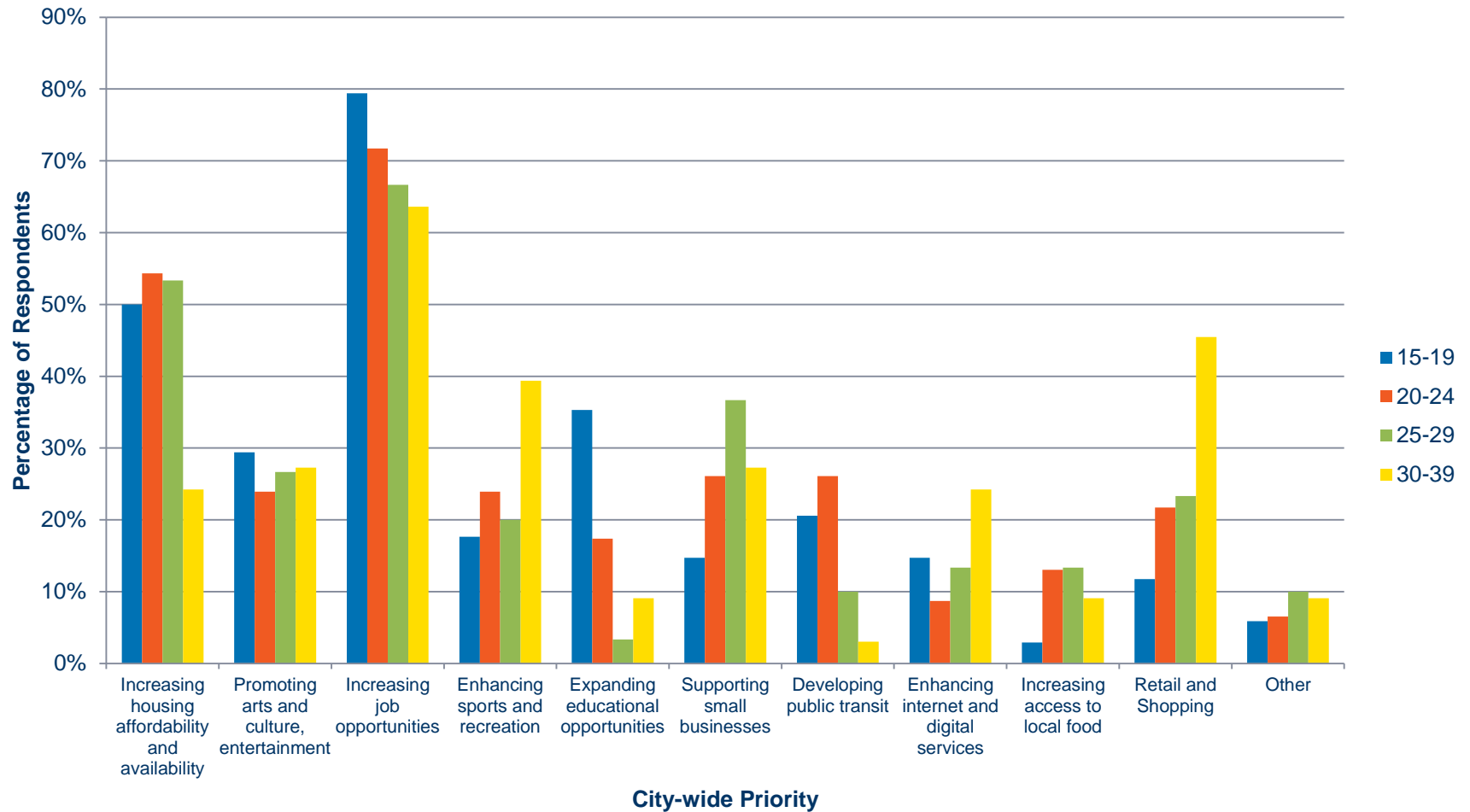
The Results – Top Three Personal Priorities

Top Three Personal Priorities, by Age



The Results – Top Three City-wide Priorities

Top Three City-wide Priorities, by Age



Youth Perceptions of Kawartha Lakes

“I think overall Kawartha Lakes is beautiful and has lots of potential, but it hasn’t grown to appeal to the interests of young adults – people 20-35 who want more job opportunities and better options for shopping, and connections to transit to travel easier for commuting and recreational purposes.”

– Respondent aged 20-24, Fenelon Falls and area

5 Strategic Goals

Goal 1: Increase the availability of activities and entertainment in Kawartha Lakes for Youth and Young Adults  

Goal 2: Ensure Kawartha Lakes maintains a prosperous economy with a diversity of jobs for job-seekers at all levels of career development 

Goal 3: Encourage the development of a diversity of affordable housing options in Kawartha Lakes  

Goal 4: Develop and communicate a brand for Kawartha Lakes that targets and appeals to a younger demographic 

Goal 5: Enhance public transportation and active transportation networks to suit the needs of young individuals 

Youth and Young Adult Action Plan Mission

Attract, retain and engage youth in Kawartha Lakes to ensure a prosperous economy and diverse local culture.