

The Corporation of the City of Kawartha Lakes

Council Report

Report Number ED2018-010

Date: August 14, 2018
Time: 2:00 p.m.
Place: Council Chambers

Ward Community Identifier: All

Title: Youth and Young Adult Action Plan

Description: The Youth and Young Adult Action Plan outlines specific goals, objectives and actions to be met in key priority areas that will enable the attraction, retention and engagement of youth aged 15-39 in Kawartha Lakes.

Author and Title: Denise Williams, Manager of Economic Development (Acting)
Emma Drake, Economic Development Officer – Community

Recommendation(s):

That Report ED2018-010, **Youth and Young Adult Action Plan**, be received;
and

That the draft Youth and Young Adult Action Plan be referred back to staff to address and incorporate comments from Council and the public and be brought forward to a subsequent Council meeting.

Department Head:_____

Financial/Legal/HR/Other:_____

Chief Administrative Officer:_____

Background:

At the Council Meeting of August 22, 2017 Council adopted the following resolution:

CR2017-693

THAT Report ED2017-016, City of Kawartha Lakes Economic Development Strategy, be received; and

THAT the Economic Development Strategy as outlined in Appendix A to Report ED2017-016 be approved and adopted by Council.

Council's direction provides basis for the implementation of the Economic Development Strategy, which includes a goal to attract and retain a new generation of great entrepreneurs and workforce. The Youth and Young Adult Strategy addresses this goal and provides recommendations for the Kawartha Lakes community to attract retain and engage young people who will in turn contribute to our local economy and culture.

Rationale:

The City of Kawartha Lakes Economic Development Strategy identifies the need to attract and retain youth in Kawartha Lakes to diversify the talent and age of the community. Youth attraction and retention is an important priority to ensure a prosperous economy and a diverse local culture.

The current proportion of youth in Kawartha Lakes is lower than provincial and national figures. In Kawartha Lakes, youth and young adults aged 15 to 39 make up approximately 24 percent of the total population, while at a provincial and national level, this age demographic makes up 32 percent of the total population.

Youth continue to out-migrate from Kawartha Lakes. When comparing the number of youth aged 10-14 in 2006 who would have been 20-24 in 2016, there is a negative 20 percent population difference, representing the migration of youth out of Kawartha Lakes. When comparing 25 to 29 year olds in 2016 who were 15 to 29 in 2006, there is more than a negative 30 percent population difference.

As youth continue to out-migrate from Kawartha Lakes, the median age of the population has increased. In Kawartha Lakes, the median age increased from 45 to 52 years from 2006 to 2016. It is important to attract, re-attract and retain youth in Kawartha Lakes to bring balance back to the population, and ensure a vibrant workforce is available to help serve the needs of the aging population. Attracting, retaining and engaging youth is important for the workforce, the economy, local culture and quality of life.

Methodology

To understand the desires and priorities of youth in general, an analysis of existing literature and youth strategies was conducted by staff in Economic Development. Following this, to provide a more specific scope and understanding, an online survey was distributed, targeted towards youth in Kawartha Lakes and the surrounding area. In total, 168 responses to the survey were received, of which 143 were from those aged 15-39. In addition to the surveys, a focus group discussion was held with engaged youth living in Kawartha Lakes to provide additional insights and ideas to create the action plan.

After the community outreach stage had concluded, a community SWOT analysis was prepared. The results of the surveys, focus groups and SWOT analysis were used to build the targeted Youth and Young Adult Action Plan.

Action

The results of community outreach and internal analyses identified a variety of needs and priorities for the youth demographic, with specific emphasis on five key areas: entertainment, employment, housing, branding and transportation.

The Youth and Young Adult Action plan has been prepared to address these five priorities. Each priority has been given a goal in the action plan, supported by objectives and specific actions. The actions recommended in the action plan are justified by the results received. Many of the actions and goals also align with existing policies and plans within the City of Kawartha Lakes, including the Affordable Housing Framework and the Transit Master Plan.

Other Alternatives Considered:

Council could choose to not receive the action plan. However, this would not align with the Economic Development Strategy, which was implemented as an action under the Corporate Strategic Plan.

Financial/Operation Impacts:

There are no financial or operation impacts associated with the Youth and Young Adult Action Plan in the current state of progress. As the plan is implemented, funds may need to be allocated to complete identified actions and reach the outlined goals. Financial requirements would be considered in annual work planning.

Relationship of Recommendation(s) to the 2016-2019 Strategic Plan:

The City of Kawartha Lakes Strategic Plan, which provides the vision for Kawartha Lakes, identified the creation of a comprehensive Economic Development Strategy under Goal 1: A Vibrant and Growing Economy. An Economic Development Strategy was adopted in 2017 which provides the framework for this Youth and Young Adult Action Plan. The fifth goal of the Economic Development Strategy is to attract and retain a new generation of great entrepreneurs and workforce. Specifically, it was identified that economic development programs will focus on retaining, repatriating and attracting a younger demographic to balance the population age and support a healthy, vibrant economy. Specific actions in the Economic Development Strategy provide rationale for the development of youth retention, repatriation and attraction plans, of which this Action Plan is intended to deliver.

Specific actions in this plan relate to supporting businesses and creating jobs. This will have a direct and positive impact on achieving Goal 1 in the Strategic Plan: A Vibrant and Growing Economy. Other actions in this plan relate to improving access and availability of housing, and improving entertainment and cultural resources which is directly aligned with Goal 2 of the Strategic Plan: An Exceptional Quality Life. Through actions related to active transit, this plan also supports the City in achieving Goal 3: A Healthy Environment.

Review of Accessibility Implications of Any Development or Policy:

Accessibility will be considered as a priority in all measures related to promoting and implementing the Youth and Young Adult Action Plan.

Consultations:

City of Kawartha Lakes Summer Students (various divisions)

Various Business Owners and Chambers of Commerce Representatives throughout the City of Kawartha Lakes

Mike Perry, Shopping Bus Initiative Lead

Attachments:

Appendix A – Youth and Young Adult Action Plan



Youth and Young
Adult Action Plan Dra

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