

## **Municipality of Chatham-Kent**

### **Community Human Services**

#### **Community Attraction and Leisure Services – Community Attraction & Promotion**

#### **Information Report**

**To:** Mayor and Members of Council

**From:** Victoria Bodnar  
Coordinator, Resident Attraction and Retention

**Date:** March 19, 2018

**Subject:** LivingCK: Resident Attraction and Retention Update

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This report is for the information of Council.

#### **Background**

The focus areas and initiatives outlined in this report provide details on the activities within the Municipality of Chatham-Kent's Community Attraction and Promotion (CAP) section that are related to Resident Attraction and Retention (RAR).

On December 9, 2013, an information report and presentation, entitled Resident Attraction and Retention Update, was received by Council. The report outlined the strategic direction and activities undertaken to address a declining population and to promote Chatham-Kent to young people, immigrants, and active retirees.

The initial research work of the RAR area focused on consultations with key stakeholders, data gathering, feedback gathering through the 2012 CK Survey of Young People (15–39 years), and the analysis of data released by StatsCan, including Census 2011 and National Household Survey data.

- Census data for 2011 showed a 4.2% decline in Chatham-Kent's population from 2006–2011, as well as:
  - Notable declines across the 15–44 year age range
  - An increase in the median age of the population to 43.8 years from 41.2 years in 2006
- National Household Survey (NHS) data provided background on Chatham-Kent's immigrant population, which declined to 8.5% in 2011 from 10.1% of the total population in 2006
- The 2012 CK Survey of Young People identified that Chatham-Kent's young people are driven by employment when deciding where to locate and that 84% of respondents wished to remain connected to the community

## LivingCK: Resident Attraction and Retention Update

The following three items emerged from this information:

- 1) The baCK to Chatham-Kent campaign was launched to encourage young people to return
- 2) Promotional campaigns in the Greater Toronto Area were launched, encouraging audiences 50+ years of age to consider relocating to Chatham-Kent
- 3) Funding was secured to improve attraction and retention efforts for immigrant newcomers from the Ministry of Citizenship and Immigration's (MCI) Municipal Immigrant Information Online (MIIO) grant, and from Immigration, Refugees and Citizenship Canada (IRCC) to host the Chatham-Kent Local Immigration Partnership (CK LIP)

This report will provide an update on activities and outcomes.

### **Comments**

A number of key data updates have provided some indication of the impact of the RAR area's work and provided direction to support the goals of [CK2035 plan](#) in relation to People and Culture. The data points include the following four items:

- a) 2016 Census Data for Chatham-Kent
- b) 2016 National Household Survey
- c) 2017 CK Survey of Young People - CK<sup>y</sup> (Chatham-Kent to the Power of Young People)
- d) Additional data

### **Key Data Updates**

- a) 2016 Census Data for Chatham-Kent:

The 2016 Census data showed a slowdown in the rate of decline of Chatham-Kent's total population. It also showed increases in the rate of change in some age cohorts, including the 30–34 year demographic:

<b>CK Census Characteristics</b>	<b>2011 Census % Change</b>	<b>2016 Census % Change</b>
Population Decline	-4.2%	-1.96%
20-24 year demographic	-13.7%	-8.3%
30-34 year demographic	-8.7%	5.4%
35-39 year demographic	-14.9%	-4%
40-44 year demographic	-25%	-12.7%

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Chatham-Kent is in line with provincial and national trends of an aging population:

<b>Geography</b>	<b>Median Age 2011</b>	<b>Median Age 2016</b>
Chatham-Kent	43.8	45.8
Ontario	40.6	41.2
Canada	40.4	41.3

The active retiree demographic as a percentage of Chatham-Kent's total population has increased:

<b>CK Census Characteristics</b>	<b>2011 Census</b>	<b>2016 Census</b>
55-59 year demographic	7.4%	8.4%
60-64 year demographic	6.9%	7.5%
65-69 year demographic	5.3%	6.8%
70-74 year demographic	4.2%	4.9%

Age cohorts which are demonstrating an increased rate of decline in Chatham-Kent are:

<b>CK Census Characteristics</b>	<b>2011 Census % Change</b>	<b>2016 Census % Change</b>
15-19 year demographic	-9.3%	-12.8%
25-29 year demographic	-0.6%	-7.4%
45-49 year demographic	8.5%	-24.9%
50-54 year demographic	7.8%	-6%

b) 2016 National Household Survey Data:

National Household Survey data demonstrates that Chatham-Kent is becoming a more attractive community for immigrants.

- The percentage of immigrants in Chatham-Kent has marginally increased, from 8.5% in 2011 to 8.6% of the total population in 2016
- The number of recent immigrant arrivals between 2011 and 2016 is 660, which is 22% higher than the total of the five preceding years at 515

c) 2017 Chatham-Kent Survey of Young People - CK<sup>y</sup> – Chatham-Kent to the Power of Young People:

Feedback gained from young people ages 15–39 who are connected to Chatham-Kent shows that CK is increasingly an attractive community for young people (see Attachment A; CK<sup>y</sup> Infographic).

- The number of respondents in 2016 was 1,126
  - Compared to 1,092 in 2012
- 93% of young people would like to remain connected to CK regardless of where they are and what they are doing

## LivingCK: Resident Attraction and Retention Update

- Compared to 84% in 2012
- 55% would like to stay in CK, and 32% said they may like to
  - This is a 5.7% overall increase from 2012
- Of those residing outside of CK, 43% would consider living here in the future and 33% might consider it
  - This is a 13.6% overall increase from 2012
- 41% of respondents said they think there are and 33% think there may be careers in Chatham-Kent in their field
  - Compared to 46% of respondents in 2012
- 19% of respondents feel that the Municipality of Chatham-Kent is encouraging young people to make Chatham-Kent their “home”
  - Compared to 17% in 2012
- The entrepreneurial mindset is strong in CK, with 60% of respondents showing interest in running their own business: 19% of respondents would like to, followed by 33% who may consider it, and 8% who currently do run their own business
  - Compared to 29% who said they would like to and 8% who were running their own business in 2012

While the feedback overall showed improvement in the areas of attraction and retention of young people, respondents also identified a number of opportunities for RAR efforts:

- 70% of young people live in Chatham-Kent because of family and 20% do so because of employment
  - 53% said that employment is the main reason for not living in CK
- When asked how employers and volunteer organizations can retain young people, 47% said by increasing wages and 39% said by providing opportunities for development
- Young people are less likely to think there are sufficient leisure activities in CK. In 2017, 53% said there are sufficient leisure activities compared to 54% of young people who thought there were in 2012
- 22% feel that the Municipality of Chatham-Kent values the contributions of young people to the community
  - Compared to 23% in 2012

### d) Additional Data

Other data points add to the picture of Chatham-Kent's increasing success at attracting and retaining residents:

- Chatham was reported 11<sup>th</sup> on U-Haul's “Canadian Growth Cities” migration trend report in 2017, up from 13<sup>th</sup> place in 2016. Growth cities are calculated by the net gain of arriving one-way U-Haul trucks over departing one-way U-Haul trucks for one calendar year.

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- Data from the Canadian Real Estate Association has shown a steady increase in the average price of a house sold in Chatham-Kent, which has risen from \$137,567 in 2011 to \$184,658 in 2017, for a 34.2% increase.
  - Furthermore, the Chatham-Kent Association of Realtors (CKAR), reports that approximately 30% of all home purchases are currently made by out-of-town buyers
- The value of residential building permits increased from \$46.8 million to \$62.7 million, including 127 new dwellings valued at \$38.7 million in 2017
- Point2Homes' list of Top Millennial Hot Spots in 2018, ranks Chatham-Kent 67<sup>th</sup> of Canada's top 85 cities for millennials. Canadian cities were ranked based on income, housing affordability, unemployment rate, life satisfaction, low crime rate, healthcare, climate, level of education, and the percentage of millennials in the total population.
  - Chatham-Kent scored highest in the areas of home price, life satisfaction, and healthcare
- BMA Management Consulting Inc.'s 2017 Municipal Study reports that Chatham-Kent's population may have increased from 101,647 in 2016 to 105,297 in 2017

### RAR Focus Areas

Efforts to attract and retain residents include marketing campaigns to attract new residents, and community development initiatives that aim to increase the connection that residents have to the community. These efforts include:

- The LivingCK website ([www.livingck.ca](http://www.livingck.ca)), which is designed under the headings of "Choose CK", "Live", "Learn" "Work", and "Play".
- RAR has been an active user of the CK branding materials, taking the "cultivating" messaging:
  - On the road to outreach events
  - Online to Facebook and Twitter audiences
  - Into the Greater Toronto Area via print and online advertising campaigns that drive people back to content on the LivingCK.ca site
  - Overseas via the LivingCK website portal and multilingual videos, brochures and other marketing materials.

The focus of these efforts were developed, and continue to be formed, based on research and data.

#### a) Live – Quality of Life

The research conducted identified quality of life as a key factor when deciding where to live and how to market Chatham-Kent to new and existing residents. For Chatham-Kent, factors include welcoming communities, family ties, proximity to water and nature, mild climate, safe community, property prices, schools, libraries, community supports, availability of specialist care and healthcare, short commute times, recreation opportunities, culture and diversity, and geographic location close to larger centres have

## LivingCK: Resident Attraction and Retention Update

all been key drivers of the decision to locate in Chatham-Kent. These factors have informed marketing activities:

- The “Two Words” and “baCK to Chatham-Kent” videos were created to highlight some of the many quality of life indicators that drive residents to choose to live in Chatham-Kent. The videos can be viewed on the [Living Chatham-Kent YouTube](#) channel.
- In 2017, the “[That’s LivingCK](#)” campaign reinforced the “why” of LivingCK and promotes the various ways that residents can become involved in the community. The campaign headline video has been released to internal and external markets, accompanied by social media and web campaigns that drive audiences back to the [LivingCK site](#) to learn more about life in Chatham-Kent. External market advertising will be implemented in 2018 to build the “That’s LivingCK” campaign and extend the reach. The target communities for this outreach are Windsor, London, Sarnia, and Toronto to focus on demographics that are showing interest in Chatham-Kent based on Google Analytics for the LivingCK website and current out-of-town home sales.
- The RAR area and the Chatham-Kent Association of Realtors (CKAR) participated in Zoomer shows in Toronto to promote Chatham-Kent to the active retiree demographic aged 45+. In 2015, Chatham-Kent received national coverage in the [Globe and Mail](#) which highlighted Chatham-Kent as one of Canada’s top retirement “hot spots”. 2016 Census data shows that this population is increasing in Chatham-Kent which suggests targeted marketing efforts have been successful. RAR staff continue to include the active retiree population within marketing and outreach efforts, such as at the annual CK Senior’s fair and by providing informational packages, to help welcome and integrate new active retirees to Chatham-Kent and to retain existing residents, post-retirement, by promoting the quality of life and opportunities that Chatham-Kent offers.

### b) Learn - Education

Research has shown that young people often leave rural communities to pursue education opportunities, and people across age spectrums seek communities that support on-going skills development and lifelong learning. RAR activities to support learning and development include the following:

- Encouraging young people to pursue educational pursuits both inside and outside of Chatham-Kent, while reminding them that their Roots Are Always in CK through annual tree planting ceremonies and promoting the many reasons other young people decide to return to Chatham-Kent through baCK to CK stories
- Profiling unique education opportunities available in Chatham-Kent on the [LivingCK site](#) using a Learning Pathway interactive tool, and video content

## LivingCK: Resident Attraction and Retention Update

Supporting skills development and post-secondary education through a new baCK to CK initiative in 2018 – a bursary with the YMCA's Celebration of Youth Awards, which encourages young people to think about returning to Chatham-Kent to apply acquired skills and knowledge.

### c) Work - Employment/Entrepreneurship

Young people and immigrants are primarily focused on finding employment opportunities. RAR's activities in this area have and will continue to include:

- Collaborating with Economic Development Services and the CK Workforce Planning Board to identify and address workforce challenges
- Promoting career opportunities in Chatham-Kent through on-campus and community activities for young people (former residents and potential new residents) and international students, collaborating with partners such as Junior Achievement, Chambers of Commerce, and educational institutions
- Supporting the recruitment efforts of employers by working with them to attract candidates to Chatham-Kent. Council approved a recommendation to hire an Officer, Resident Attraction and Retention, in 2016 to focus on these efforts in partnership with Economic Development Services, CK Workforce Planning Board, and local employers/employer bodies. A Resident Attraction and Retention Officer has been hired and has commenced this work.

### d) Play - Exchange and Interaction

Part of a high quality of life are opportunities for exchange and interaction. This is achieved through connecting with the community, with businesses, and social networks which are important when deciding where to live and stay. In the CK<sup>y</sup> surveys, however, young people expressed that their opinions did not seem to count in community-wide decision-making and that becoming involved in the community was difficult. RAR community development activities aim to address these ongoing issues by:

- Promoting networking events, encouraging residents to attend these in order to meet people in Chatham-Kent, and hosting residents at these events to facilitate stronger connections to local opportunities. In 2017, 35 events were held, including the Young Professionals Business After Hours, Chatham-Kent Seniors' Fair, Chatham-Kent Youth Day, and a Chatham-Kent orientation in collaboration with Collège Boréal.
- Provide support for hosting events that promote cultural diversity within Chatham-Kent and that connect new and existing residents through the CAP area and CKLIP – e.g., CK Diverse City Party, and Migrant Worker Picnic

## LivingCK: Resident Attraction and Retention Update

### Next Steps

Census data shows that active retiree and newcomer demographics are increasing in Chatham-Kent, while demographics of young people are beginning to show positive signs of doing the same. RAR will continue to work to attract, and to retain, these demographics in Chatham-Kent.

Feedback gained through the CK<sup>y</sup> – Chatham-Kent “to the Power of Young People” conducted in 2017, compliments this data by showing that progress has been made in encouraging young people to consider CK as home. The survey feedback also highlights areas where additional work needs to be done, particularly in:

- Employment outcomes and pathways
- Professional and personal development opportunities
- Providing opportunities for young people to be involved in decision-making

With these areas in mind, a CK Community Organization Survey was conducted in March 2018, to provide data that allows the cross-referencing of data regarding what local employers, volunteer organizations, and civic society groups are doing to engage young people as employees, decision-makers, and contributors to their organizations and to the community. The outcomes of this survey will be used as part of the broader CK<sup>y</sup> initiative to create a “CK<sup>y</sup> Community Action Plan” to support and enhance efforts to attract and retain young people in Chatham-Kent. This, together with ongoing community development and promotional activities, will be focal points for RAR for the coming year.

### Consultation

The activities and initiatives outlined in this report are administered by the Municipality of Chatham-Kent’s Community Attraction and Promotion section through the Resident Attraction and Retention area, but they are truly a collaborative effort of the community. Consultations with Chatham-Kent residents are continuous and ongoing, and partnerships are built with a wide range of key stakeholders, including:

- Chatham-Kent Association of Realtors
- Chatham-Kent Chamber of Commerce
- CK Workforce Planning Board
- Lambton-Kent District School Board
- Lower Thames Valley Conservation Authority
- Private sector employers
- St Clair College - Chatham Campus
- University of Guelph - Ridgetown Campus
- United Way - Youth Engagement Partnership
- Wallaceburg and District Chamber of Commerce
- YMCA of Chatham-Kent
- Over 40 partner members at the CK Local Immigration Partnership



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Collaboration also occurs across all municipal departments and divisions.

### **Financial Implications**

There are no financial implications resulting from this Information Report.

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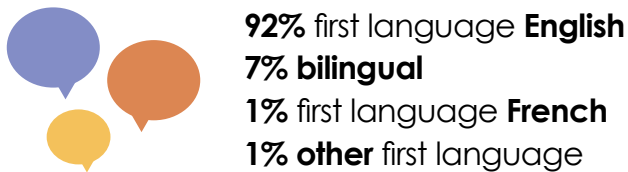
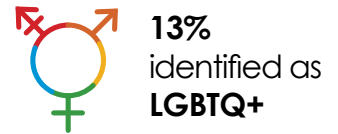
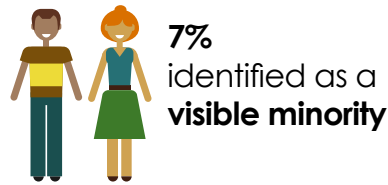
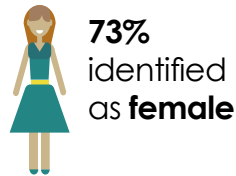
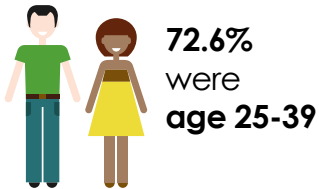
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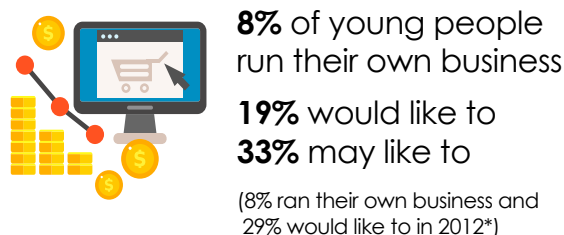
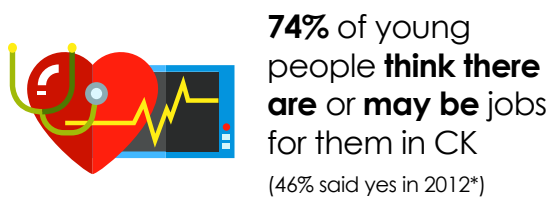
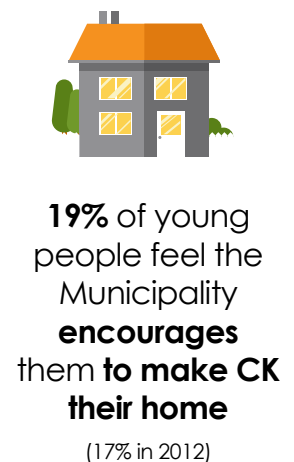
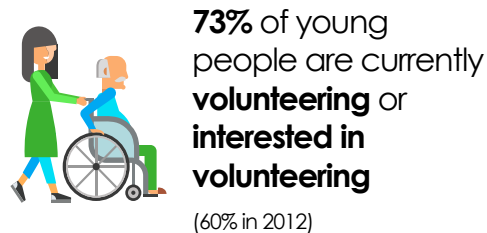
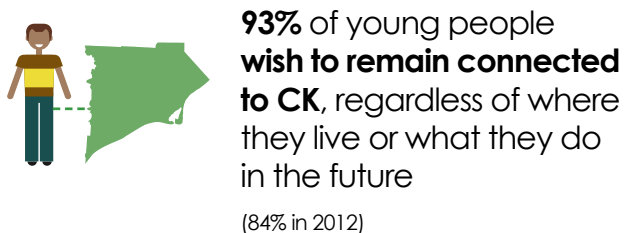
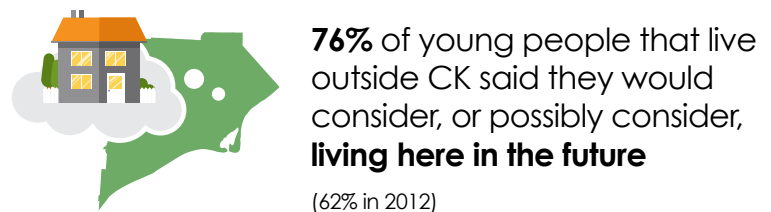
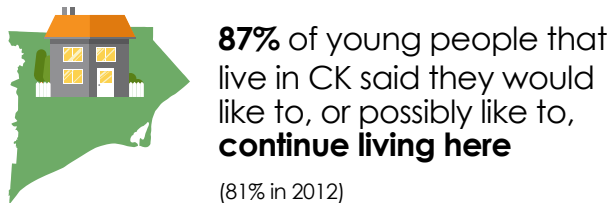
Attachment A: CK<sup>y</sup> Infographic

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## Who we heard from...

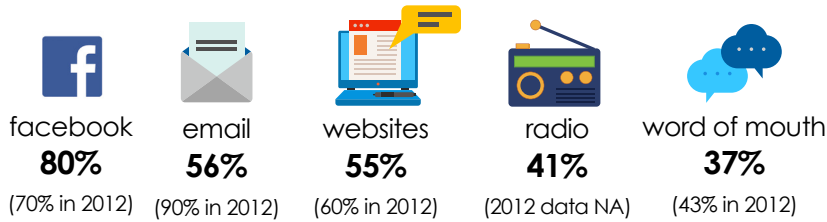


## What's going well...

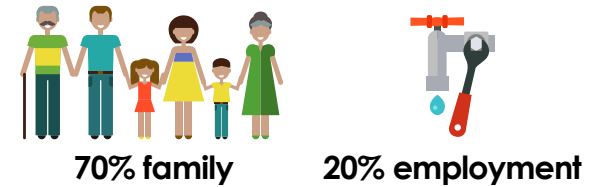


# Interesting facts...

## Young people in CK access information via...

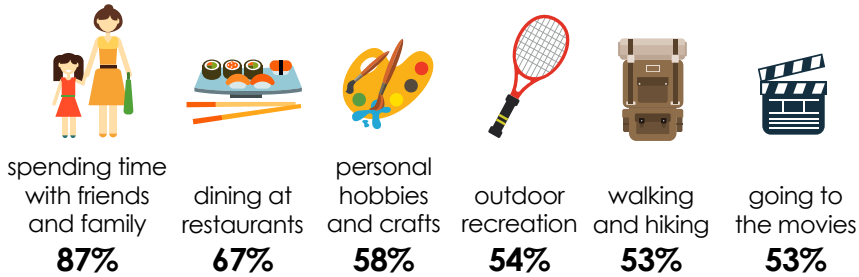


## The main reasons young people live in CK



**53%** of those not living in CK, do so because of employment

## Most popular leisure activities for young people in CK



## When promoting CK, young people highlight...



## Top 5 factors when choosing where to live



## How can CK organizations retain young people?



# What we need to work on...

