



Executive Committee Agenda

Thursday, July 6, 2017
Township of Huron-Kinloss Council Chambers
Ripley, Ontario

1. Declaration of Pecuniary Interest

2. Presentation

A. Federal and Provincial Budget Presentations

3. Action Items

A. Letter of Support for the Sector Partnership Planning Grant (attached)

B. Bruce Brand Implementation Team Completion Report (attached)

C. Launch of the new Bruce County Website

4. Next Meeting

August 3, 2017

5. Adjournment

Federal Budget 2017

A Bruce County Perspective

July 6, 2017





45.0°N 81.3°W

BRUCE
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2017 Federal Budget Spending Initiatives

- Skills and Innovation
- Infrastructure
- Middle Class
- Tax Measures



Skills and Innovation

Key Growth Industries

- Advanced Manufacturing
- Agri-food
- Clean Technology
- Digital industries
- Health/bio-sciences
- Clean Resources

Lifelong learning

- Help Canadians get new and better jobs
- Help working adults upgrade their skills
- New training through Employment Insurance

Innovation

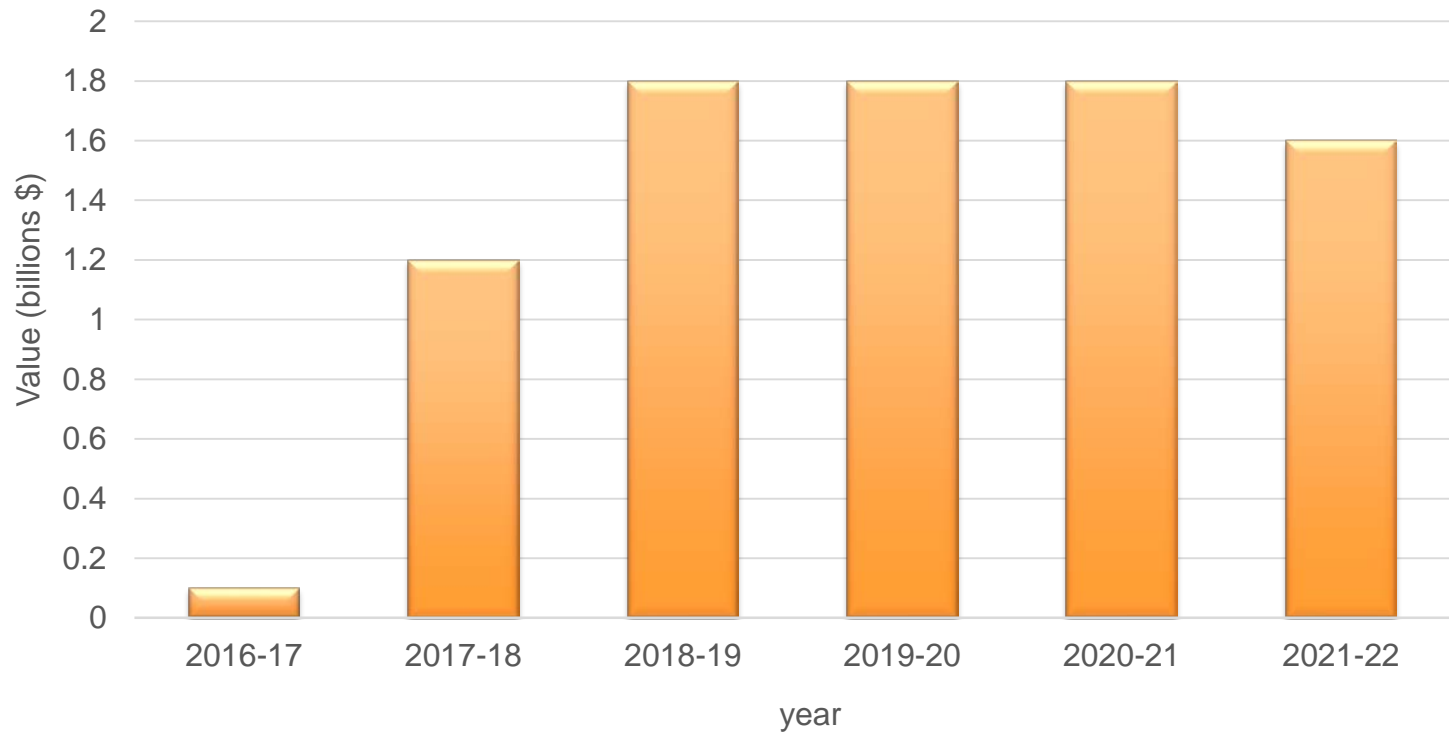
- Support Canadian Innovators
- Accelerate innovation through superclusters
- Venture capital support for innovators



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Skills and Innovation Investment



Infrastructure

Early Learning and Child Care

- Create additional affordable child care spaces
- Programs for Indigenous children living on- and off-reserve

National Housing Strategy

- Range of initiatives designed to build, renew and repair Canada's stock of affordable housing

Clean Growth Economy

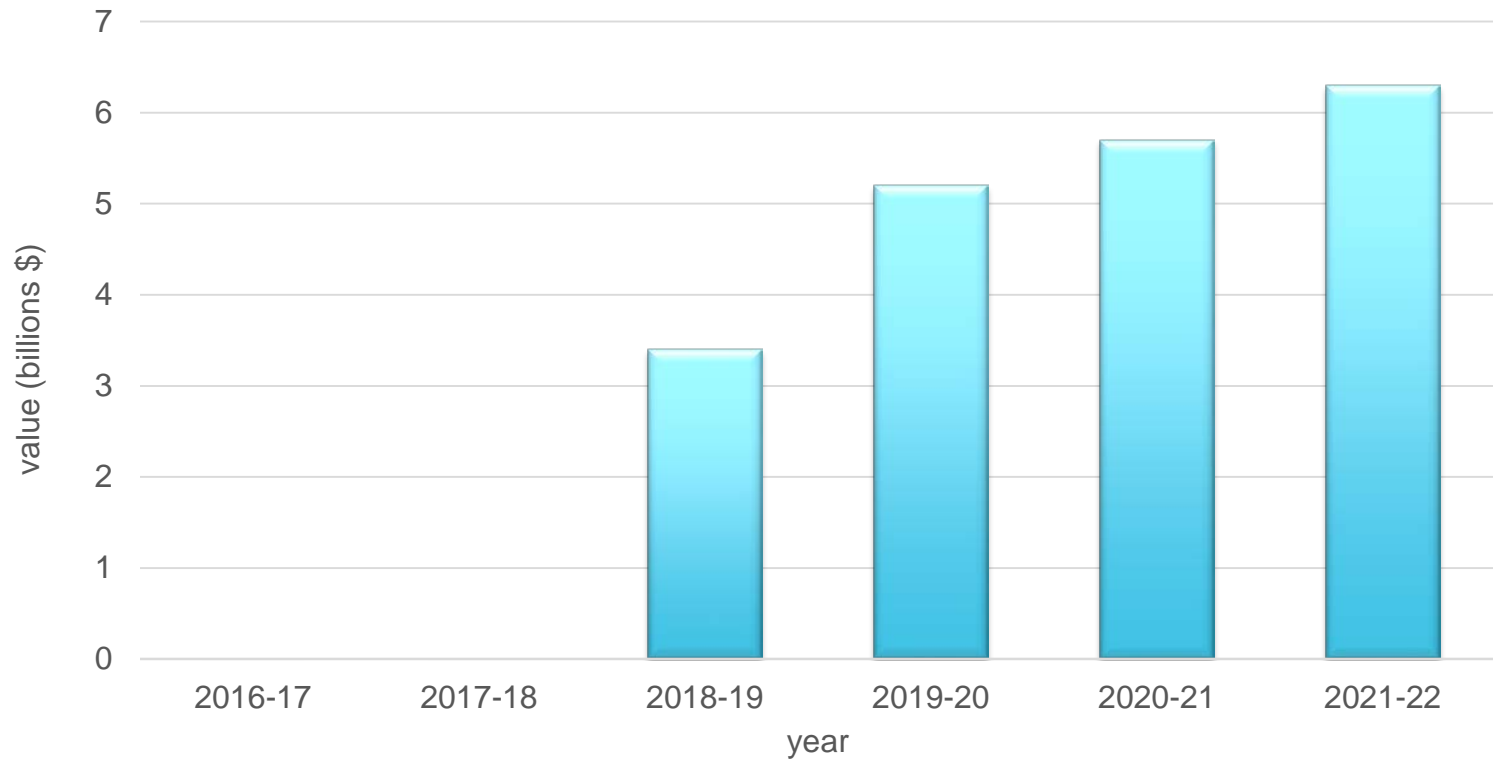
- Clean electricity grid interconnections
- Electric vehicle charging stations and
- Projects to safely manage wastewater



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Infrastructure Investment



The Middle Class

Healthier Canadians

- New health funding agreements with provinces and territories
- Improve access to prescription medications
- Support health innovators

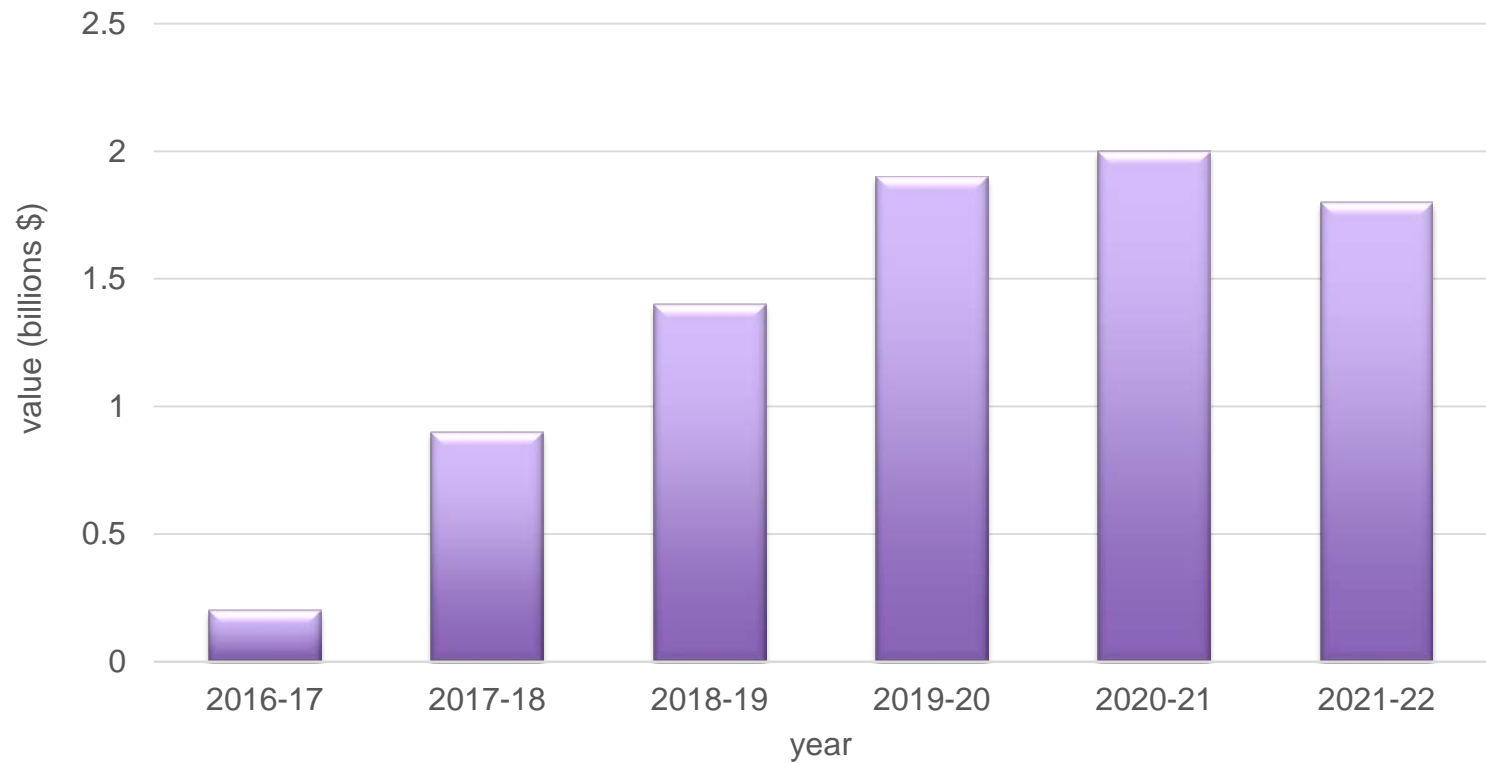
Support for Canada's Veterans

- Skills, training and education for veterans
- Family support for ill and injured veterans
- Investment in mental health for veterans at risk

Equal Opportunity for Men and Women

- Equal wages and a more diverse workforce
- Greater representation of women in leadership positions
- Reduced risk and occurrence of gender-based violence

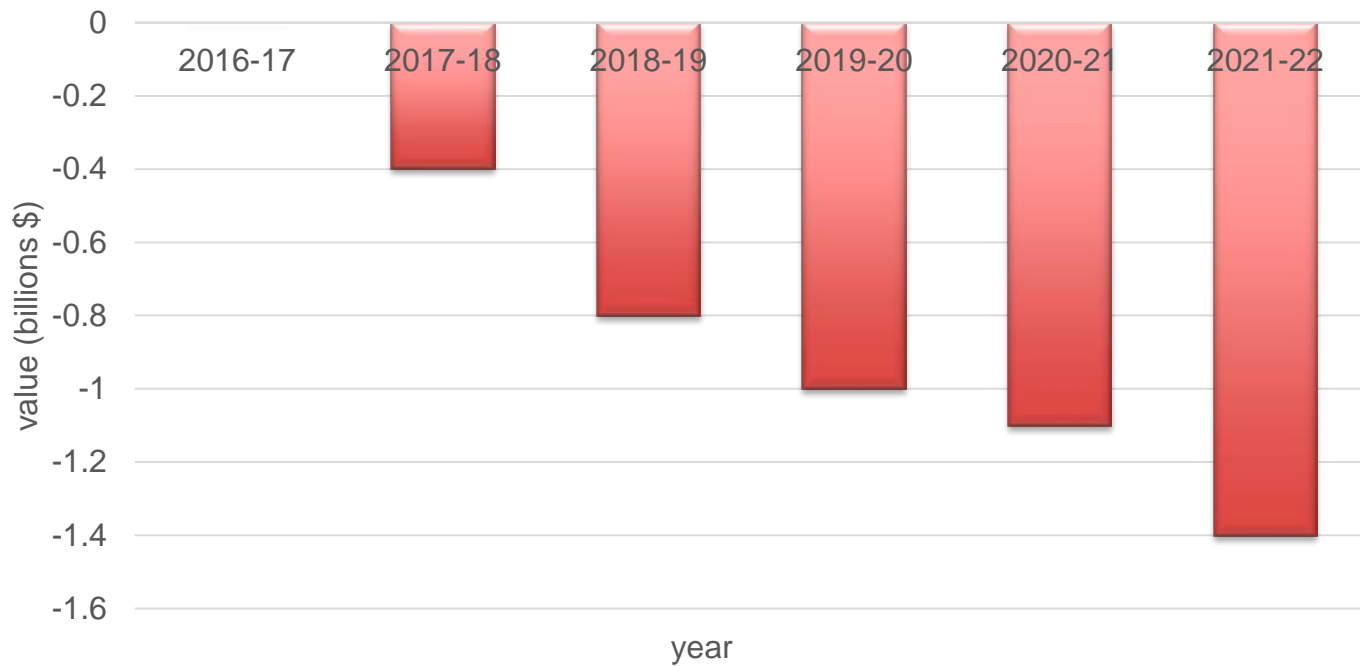
Middle Class Investment



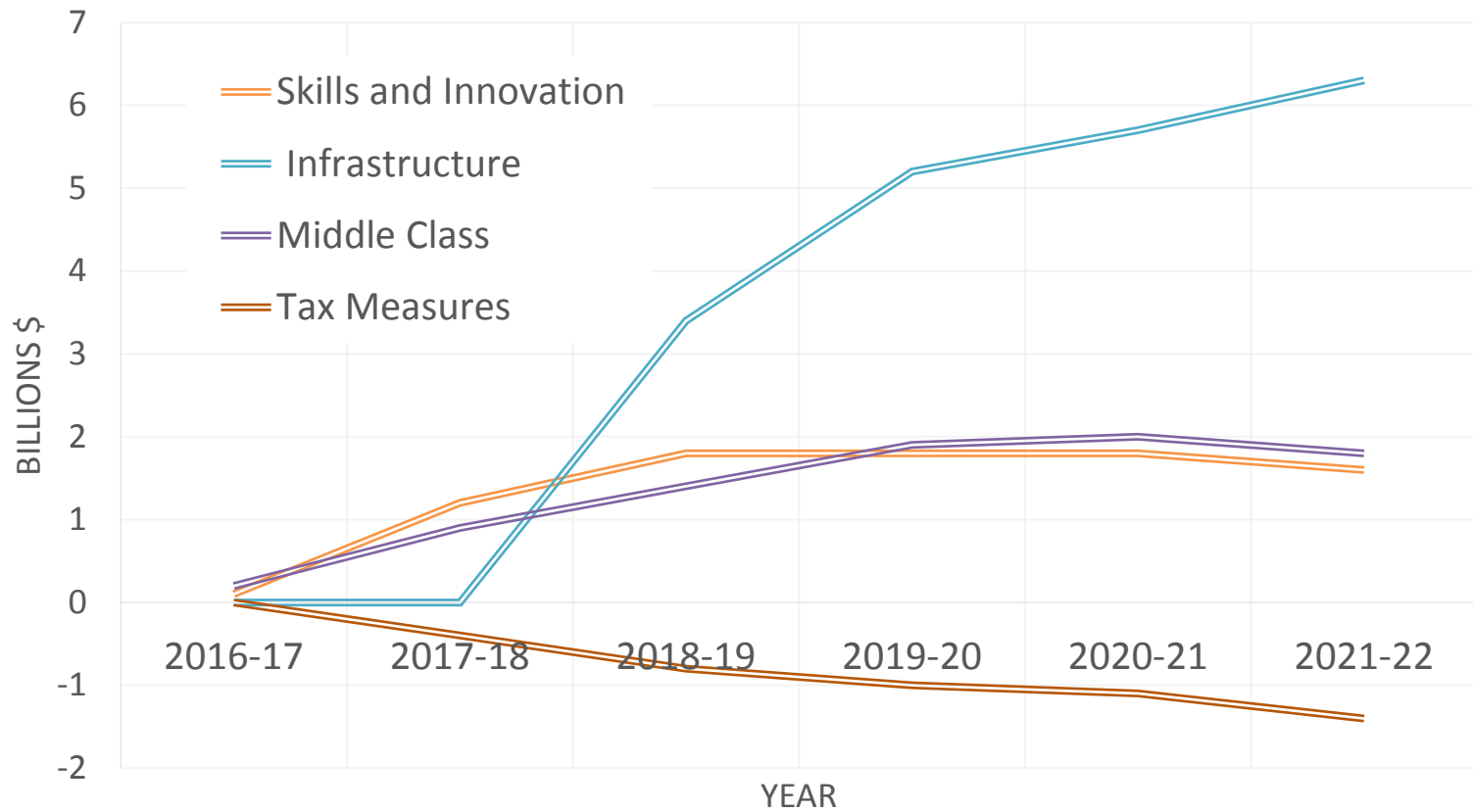
Tax Measures

- **Cracking Down on Tax Cheats**
 - Improve tax compliance and prevent tax evasion
 - A responsive, fair tax system that meets the needs of middle class Canadians
- **Tax Relief for Individuals and Families**
 - Simplify the tax system eliminate poorly targeted and inefficient tax measures
 - Identify opportunities to reduce tax benefits that unfairly help the wealthy
- **Maintaining a Resilient Financial Sector**
 - A modernized deposit insurance framework
 - Strengthened ability for Canada to combat money laundering and terrorist financing

Tax Measures (Savings)



Investment Summary



Ontario Budget 2017

A Bruce County Perspective

July 6, 2017



2017 Ontario Budget Spending Initiatives

- Health
- Education
- Family
- Business



Health

Improve Access to Care

New Hospitals	\$9 billion over 10 years
Increase Hospital Operating Funding	\$518 million or a 3% increase
Enhance Inter-Professional Primary Care Teams	\$15 million
Modernize and Enhance Cancer Screening	

Reduce Wait Times

Reduce Time to See a Specialist (referral pathways, central intake for each LHIN)	\$245 million over 3 years
Fund Priority Procedures (foot, knee, hip, cataract)	\$890 million over 3 years
Home and Community Care (home nursing, personal support, physiotherapy, respite)	\$85 million over 3 years
Faster access to mental health services (for every person in Ontario)	

Enhance Patient Experience

Launch Ontario Dementia Strategy (programs, respite, behavioral supports, coordination of care, awareness)	\$100 million over 3 years
Northern Health Travel Program (care outside communities)	\$10 million
Help people live well in their homes (community programs and transportation support)	\$18 million
Maternal Care (premature babies, enhanced newborn screening, midwifery)	

Education

Public Education

New Schools	\$16 billion over 10 years
Before- and After School Programs	6-12yr olds
Smaller Class Sizes	Less than 25 for 4-8yr olds
Well-Being Strategy for Education	integrated early years programs and services
Math Skills Development	60min/day of instruction

Postsecondary

OSAP Funding	Free tuition for 210,000 students
eCampusOntario.ca	Portal to find online courses
Post-Secondary Institutions Strategic Investments Fund	\$1.9 billion over 3 years

Skills Development

Highly Skilled Workforce Strategy	Skills Program for all Ontarians
Career Kick-Start Strategy	\$190 million over 3 years
Lifelong Learning Skills Plan	For adults and workers, new OSAP for mature students

Family

Living Costs

Electricity Rate Reduction	25% +
Modernize Electricity Markets	Save \$5.2 billion over 10 years
Access to Natural Gas	\$100 million for Natural Gas Grant Program
Basic Income Pilot Project	3year pilot

Housing Affordability

Long-Term Affordable Housing Strategy	\$200 million over 3 years
Modernize Land Transfer Tax	Changes to rates
First Time Homebuyers Program	Max refund doubled to \$4000
Fair Housing Plan	Package of measures

Parenting

OHIP+: Children & Youth Pharmacare	All Ontarians under 24 years
Licensed Childcare Spaces (45,000 new spaces)	1.6 billion over 5 years
Child Welfare Reform	\$134 million over 4 years

Aging

Promote Healthy and Active Aging (ie. EPCs)	\$8 million over 3 years
Public Transit Costs for Seniors (Public Transit Tax Credit)	Average annual benefit of \$130
Sprinklers in Licensed Retirement Homes	

Business

Increase Competitiveness

<p>Infrastructure Investment (public transit, transportation systems, schools, hospitals)</p>	<p>\$190 billion over 13 years</p>
<p>Jobs and Prosperity Fund (help government partner with business to enhance productivity, innovation and exports)</p>	<p>\$2.7 billion over 10 years</p>
<p>Northleaf Venture Catalyst Fund (Joint venture between investors and government to support innovative, high growth companies)</p>	<p>22 investments to date</p>
<p>Greenhouse Competitiveness and Innovation Initiative (innovative technologies, reduce production costs and increase productivity)</p>	<p>\$19 million</p>

Bruce County Impacts

Long Term Care Homes

- Funding to improve services including \$58 million for resident care
- Authority of LHINs (Local Health Integration Networks) expanded

Social Services and Housing

- Funding to increase day care spaces - OneList
- Potential programming changes to Ontario Works as a result of Basic Income

Economic Development

- Funding opportunities: Natural Gas Grant Program, The Jobs and Prosperity Fund, Northleaf Venture Catalyst Fund and Greenhouse Competitiveness and Innovation Fund

Libraries

- Potential opportunity in skills development?



Committee Report

To: Warden Mitch Twolan
Members of the Executive Committee

From: Kelley Coulter, CPA, CGA, MPA
Chief Administrative Officer

Date: July 6, 2017

Re: Letter of Support for the Sector Partnership Planning Grant

Recommendation:

That the application by the Four County Labour Market Planning Board to the Sector Partnership Planning Grant be supported in principle; and,

That the Executive Committee authorize the CAO or Warden to sign a letter of support for the application as outlined.

Background:

Through the Nuclear Investment Strategy's Advisory Committee, a Local Workforce Action Committee was struck and representatives of Bruce County are currently participating in this Committee. The Committee is organized and chaired by the Four County Labour Market Planning Board (FCLMPB) and is working to address the skilled labour impacts that are projected with regards to Bruce Power's investment program.

In June 2017, the Province of Ontario announced the Sector Partnership Planning Grant 2017 as part of the Ministry of Advanced Education and Skills Developments ongoing commitment to ensure that programs and services evolve over time to respond to changing labour market needs. This grant supports partnerships that will work to identify problems being faced by a group of employers within a sector and the local workforce and develop solutions in partnership with employment and training providers. The Grant is for up to \$50,000 for projects that aim to identify workforce challenges and develop solutions. The Project Deliverables are as follows:

1. An analysis of labour market issue(s) affecting a sector or industry;
2. A strategic plan to address the labour market issue(s) identified;
3. A partnership agreement in order to address the workforce and other competitiveness needs of industry.

The application deadline is July 19th, 2017 and the Project Deliverables are due by November 6, 2017.



The County of Bruce is being asked to provide a letter of support for submission of the application and continued participation of County staff to support the advancement of the work in association with the application. Additionally, staff will work to secure letters of support for the application from industry partners locally in Bruce County.

Financial/Staffing/Legal/IT Considerations:

No additional considerations.

Interdepartmental Consultation:

Communication to the Business Investment Specialist and the Advisory Committee (at August meeting).

Link to Strategic Goals and Elements:

Goal #6 - Explore alternative options to improve efficiency, service
Element #D - Coordinate working with other agencies

Goal #8 - Actively seek out a Post Secondary Campus for Bruce County

Goal #9 - Coordinated, concerted effort to advance our agenda

Written by: Kara Van Myall, Manager Corporate Policy and Economic Development

Approved by:

Kelley Coulter
Chief Administrative Officer



Committee Report

To: Warden Mitch Twolan
Members of the Executive Committee

From: Kelley Coulter, CPA, CGA, MPA
Chief Administrative Officer

Date: July 6, 2017

Re: Bruce Brand Implementation Team Completion Report

Recommendation:

That the final "You Are Bruce", Explore the Bruce, Spruce the Bruce, Business to Bruce, Museum and Library Style Guides, be endorsed.

Background:

On May 5, 2016, the Image and Messaging Cross Functional Team outlined a three year Bruce Brand Deployment Plan with the objectives as follows:

1. Year One: LAUNCH - building the attributes and images of the new Bruce County Brand into all communications;
2. Year Two: BRIDGE - Engage the Community at large in living the brand;
3. Year Three: SUSTAIN - Engage key stakeholder segments in brand initiatives and deeper understanding.

Also at the May 5th meeting, a Bruce Brand Implementation Team was struck to officially begin Brand deployment focusing in Year 1 - Launch. On January 6, 2017, the Bruce Brand Implementation team gave an update to Committee and noted their work in four main areas:

1. Sub-brand Development - included Style Guides for each Sub Brand (Library, Museum, Explore the Bruce, Business to Bruce, Spruce the Bruce) and an enhanced "You Are Bruce" Guide to support the transition and address any questions that had arisen.
2. Employee Engagement and Communication - included initiating the internal launch via Brand Day, external brand marketing / public relations and engaging media partnerships.



3. Soft Roll Out / Employee Support - encompasses the creation of a brand page on the intranet where staff have access to document templates and graphics as well as a way to contact the Implementation Team for additional support.
4. Online Presence - including website, social media, content coordination and intranet.

1.0 Implementation Accomplishments:

Over the last six months, the Implementation Team has worked to move each focus area forward with progress to date noted below. Since the last presentation to Committee, the Communication and Corporate Reporting position came online in Corporate Policy. With this resource in place, it makes sense for a number of the implementation tasks to shift to this position from the Cross Functional Team. Those items marked as “transferred” will move forward in the coming months led through the Communications and Corporate Reporting Specialist.

1. Sub-Brands

A. Completed

- Completion of an expanded “You Are Bruce” Brand Guide that includes detail on how to implement the brand in terms of language, graphics and elements. The expanded guide answers the questions that arose in the first stages of implementation.
- Completed style guides for all sub-brands including: (style guides are available on the Corporate Website beginning on July 6th.)
 - Spruce the Bruce
 - Explore the Bruce
 - Business to Bruce
 - Museum
 - Library

2. Employee Engagement and Communication

A. Completed

- Brand Day Seminar for staff - full day workshop included a morning session for participating staff to understand the Be An Explorer Brand vision and learn how to incorporate it in their work. An afternoon session was geared to staff members with a marketing role in their department requiring additional support in implementing the brand with an external targeted purpose.
- Department outreach - initiated meetings with departmental staff to offer support and guidance moving their branded initiatives forward.



- One Page resource tool for staff - Created a “how to incorporate the brand” for Managers and Department Heads. This one-page brief outlines ways departments might incorporate the brand culture and language into their programs or internal initiatives.
- May Offsite Meeting - used this as an opportunity to engage staff in the brand - mini brand day but not technical / presented the brand from an internal perspective.
- Purchase of Bruce Brand Fonts for 25 computers.

B. Transferred

- Bruce Brand Promotional Items
- Bruce Brand Marketing Campaign - start in Q3 for outreach to engage the community (BRIDGE)
- Employee engagement is an integral part of bringing the Brand to life internally. The team acknowledges our Human Resources Department and their work to advance the employee engagement agenda. They also play the role of catalyst to support future initiatives that increase employee satisfaction and support a healthy, productive atmosphere.

3. Soft Roll Out / Employee Support

A. Completed

- Act in a supporting capacity to staff as they implement the Brand on specific initiatives whether they are for marketing or internal purposes in their departments
- Help staff when using the brand documents templates, acquiring the proper fonts and assistance with incorporating the brand art work when.
- Trademarked the brand icon and tagline so the Corporation officially owns the art and the words for the tagline as an image.
Acquired and distributed brand wear and other promotional items.

4. On-Line Presence

A. Completed

- New enhanced website with improved backend architecture and integrated technology incorporating enhanced functionality and exhibiting the new brand throughout (launching on July 6, 2017). The website is a dynamic, ever evolving flexible format. Suggestions for the site are welcome via the webmaster at webmaster@brucecounty.on.ca.



B. Transferred

- Coordination of a “Be an Explorer” intranet.
- Creation of the Branded “Be an Explorer” video.
- Coordination of the Bruce Stock Photography

2.0 Next Steps

The work of the Bruce Brand Implementation team is complete. Further deployment as outlined for Year 2 - Bridge and Year 3- Sustain will be transitioned to the Corporate Communications and Reporting Specialist.

Financial/Staffing/Legal/IT Considerations:

None

Interdepartmental Consultation:

Cross Functional Team Members: Kara Van Myall, Project Lead; Jill Roote, Project Manager;
Project Team Members: Rick Aiken, Stephen Wood, Carolyn Thibaudeau, Chris Irvine,
Janice Mewhinney and Krys Walter

Link to Strategic Goals and Elements:

Goal #1 - Develop and Implement Tactics for Improved Communications

A. One County - with a unified voice

E. Clear and Consistent messages across the organization

Goal #7 - Stimulate and reward innovation and economic Development

A. Develop a single tier information portal - connect with innovators and new business

Written by the Bruce Brand Implementation Cross Functional Team Members

Approved by:

Kelley Coulter
Chief Administrative Officer