



COLUMBIA BASIN
RDI
RURAL DEVELOPMENT INSTITUTE

UNDERSTAND • CONNECT • MOBILIZE

Transitioning to the New Rural Economy & Economic Development Considerations

AKBLG Conference 2016
Kimberley, BC

Dr. Terri MacDonald

Regional Innovation Chair in Rural Economic Development
Selkirk College

The Columbia Basin Rural Development Institute

Promote evidence-based
decisions that lead to enhanced
regional well-being through
research and information
provision



Building Capacity in the New Economy



- **Rural Canada must reposition itself for the new economy** -> sustainability must move beyond resource extraction
- **The new economy provides opportunities for rural revitalization** -> technology opens new markets and enables new networks and knowledge sharing for innovation
- **Capacity is a social affair** -> networks and norms that support regional action are as important as technology and infrastructure
- **Innovations in institutions are key** -> doesn't typically occur by decree, rather new ways of doing occur because they have to

<http://cdnregdev.ruralresilience.ca/>

Nre.Concordia.ca



State of Rural Canada



- How is rural Canada changing?
- How does rural contribute / benefit broader society as a whole?
- What has been happening to programs/policies, and do they enhance or inhibit rural development?

Recommendation

Provincial and Federal governments must develop new and robust visions and policy frameworks for rural Canada.



Recommendation

All Canadians must participate in the window of opportunity that follows the Truth and Reconciliation Commission of Canada to acknowledge and seek serious corrective steps to heal the “historical trauma” suffered by Aboriginal peoples in this country.



Recommendation

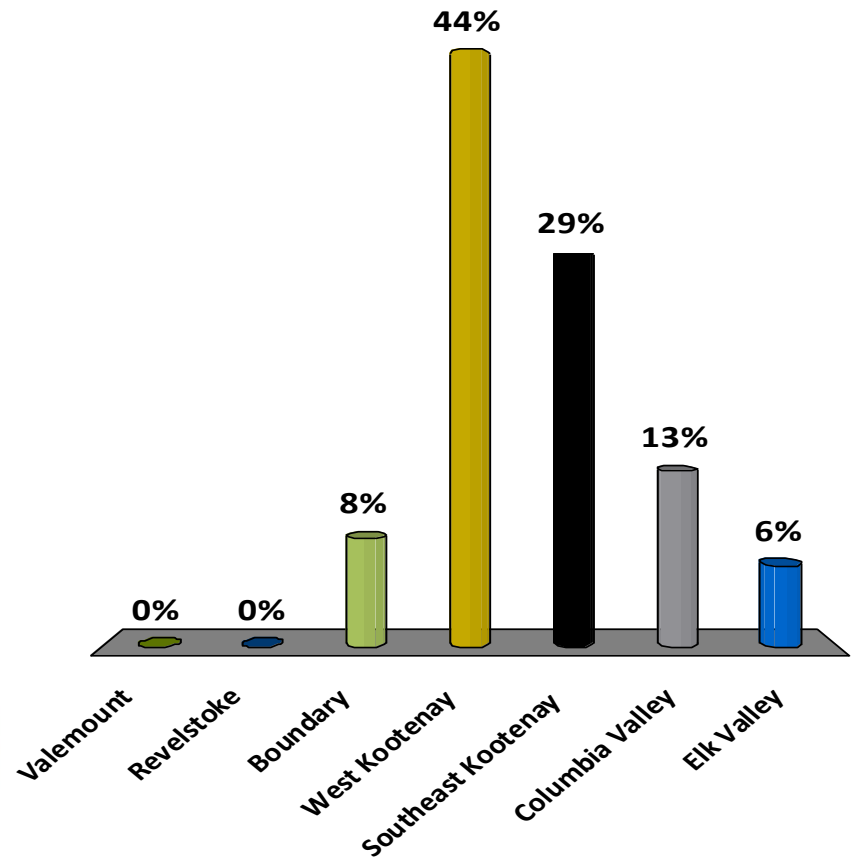
Rural communities must be active participants in understanding, planning and investing in their own futures.

- From Case-making to Place-making!



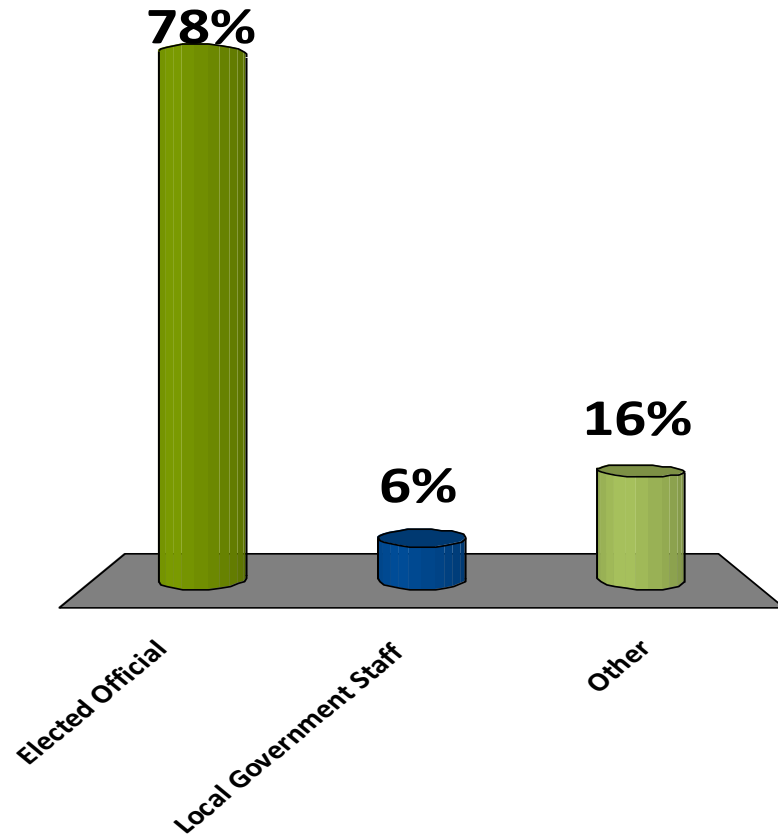
Which 'corridor' do you live in?

- A. Valemount
- B. Revelstoke
- C. Boundary
- D. West Kootenay
- E. Southeast Kootenay
- F. Columbia Valley
- G. Elk Valley



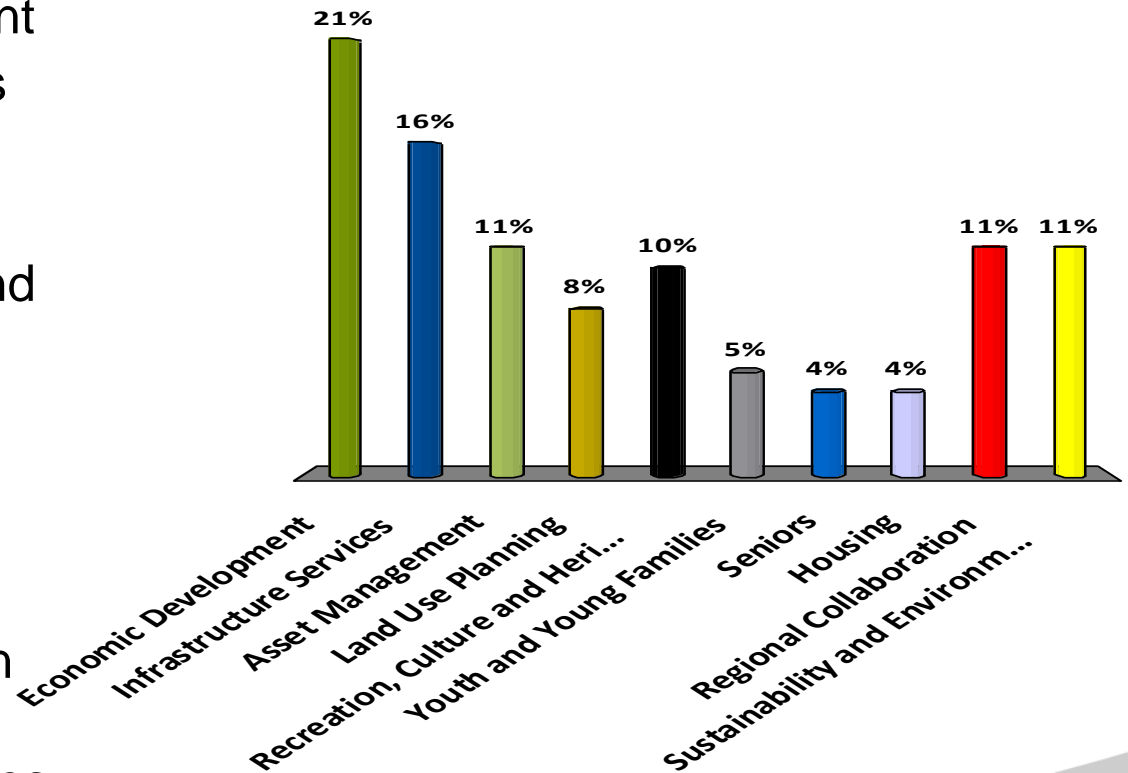
Please describe your primary role

- A. Elected Official
- B. Local Government Staff
- C. Other



Which of the following areas are 'top of mind' for you... areas you will likely be acting on over the next few years?

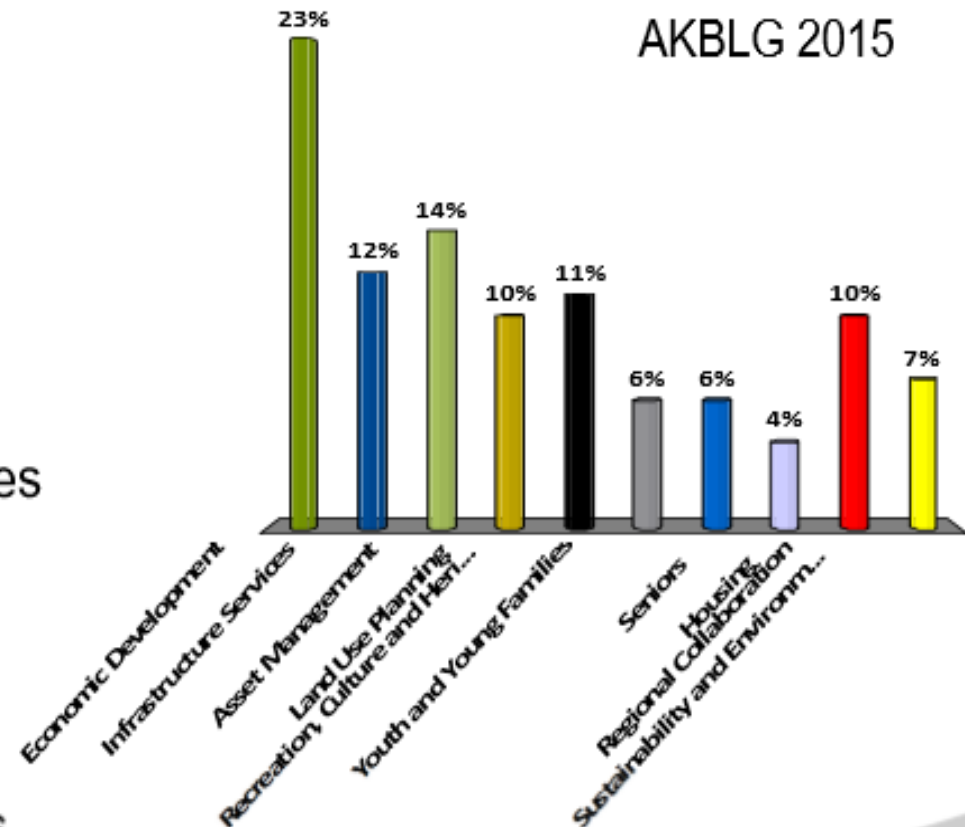
- A. Economic Development
- B. Infrastructure Services
- C. Asset Management
- D. Land Use Planning
- E. Recreation, Culture and Heritage
- F. Youth and Young Families
- G. Seniors
- H. Housing
- I. Regional Collaboration
- J. Sustainability and Environmental Initiatives



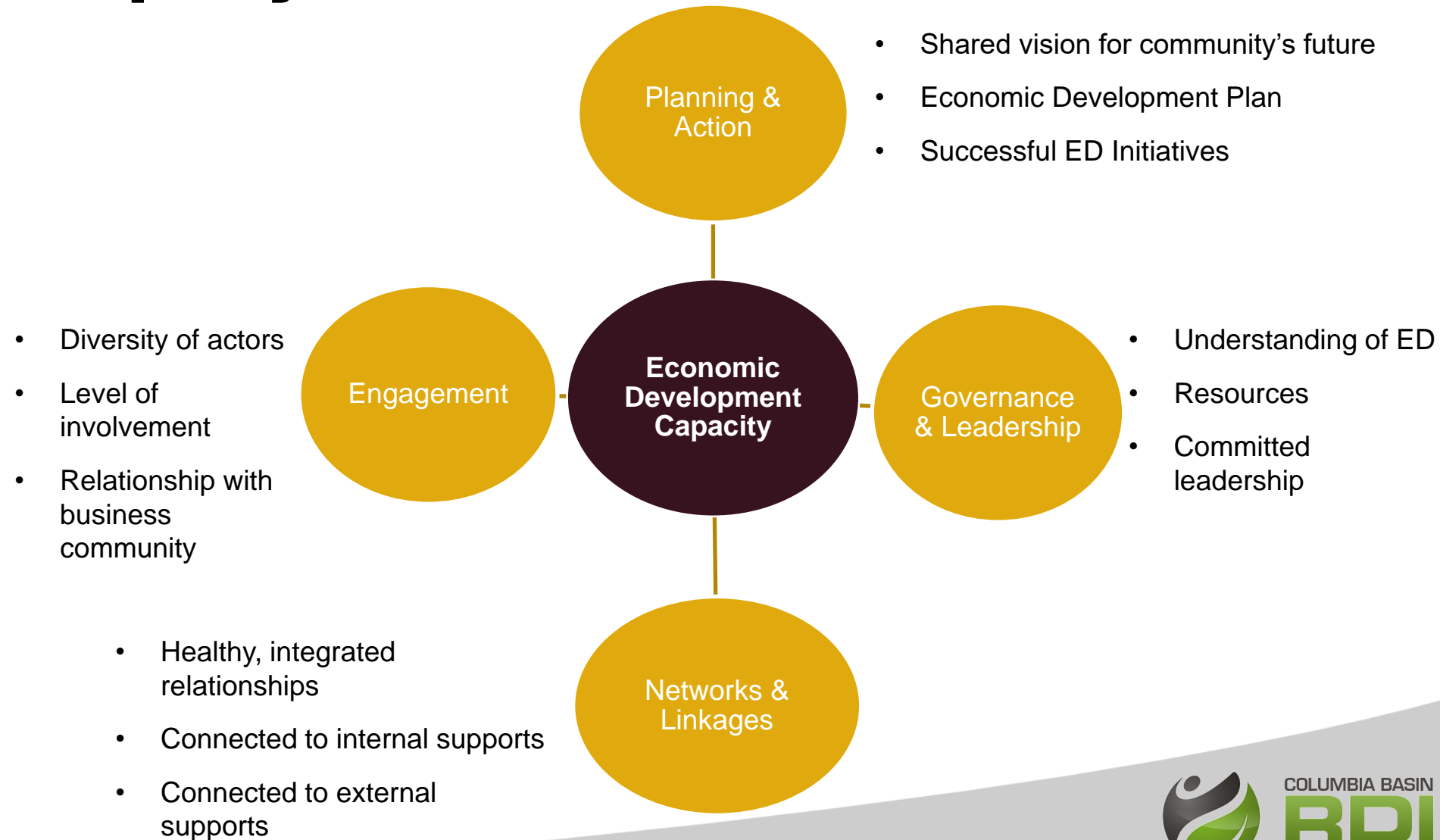


Which of the following areas are 'top of mind' for you... areas you will likely be acting on over the next few years?

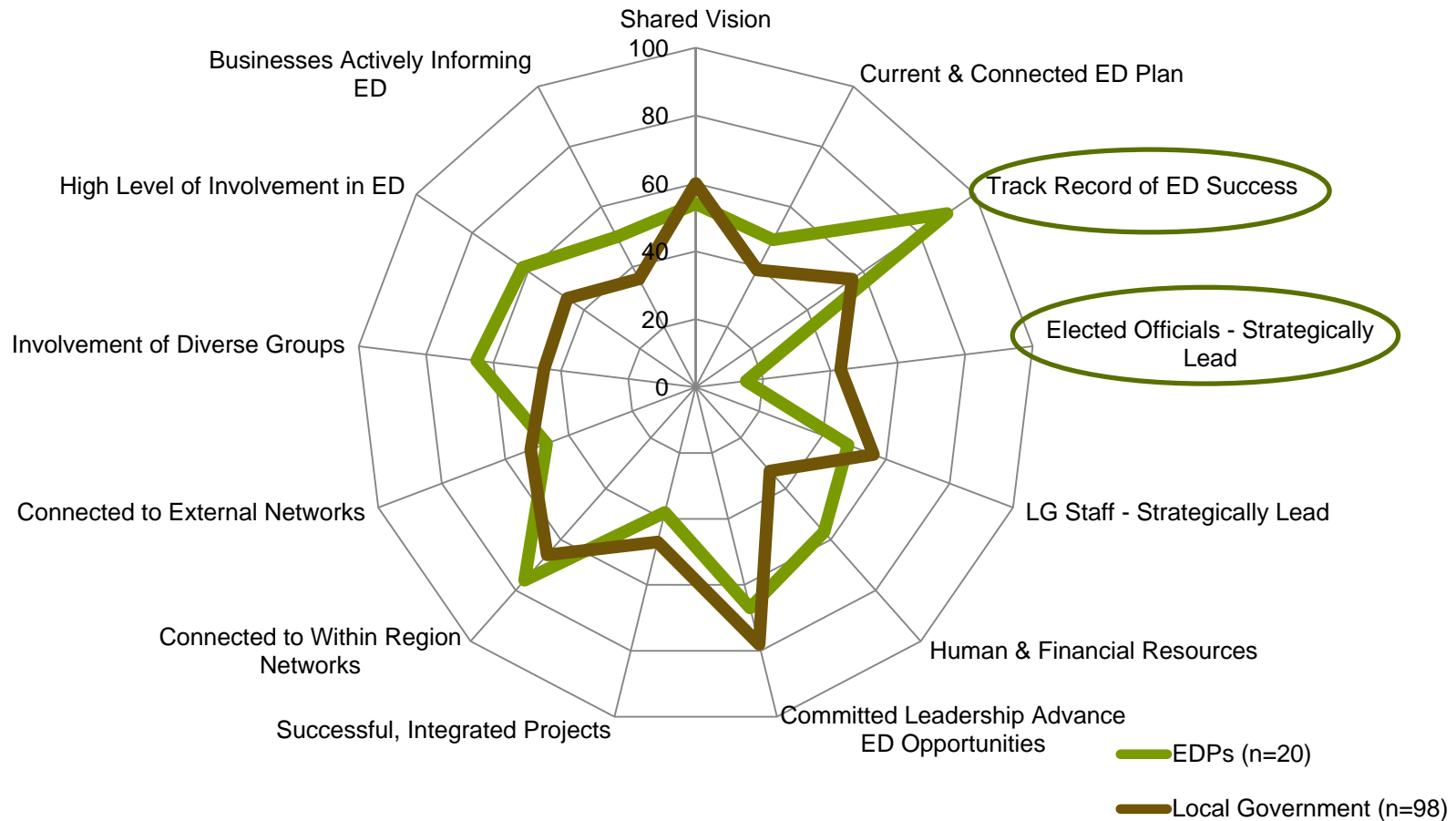
- A. Economic Development
- B. Infrastructure Services
- C. Asset Management
- D. Land Use Planning
- E. Recreation, Culture and Heritage
- F. Youth and Young Families
- G. Seniors
- H. Housing
- I. Regional Collaboration
- J. Sustainability and Environmental Initiatives



Understanding Our Economic Development Capacity



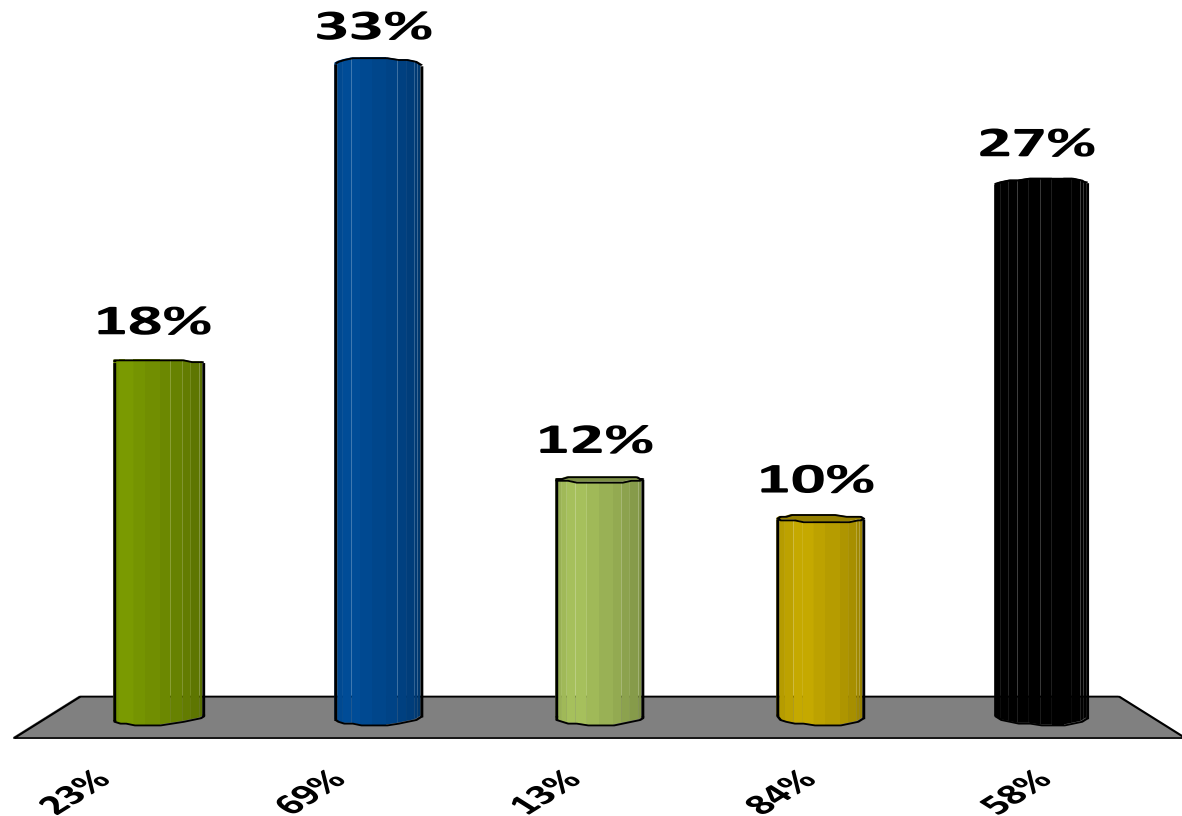
Economic Development: Lack of Alignment



What our Businesses Have to Say: Business Climate

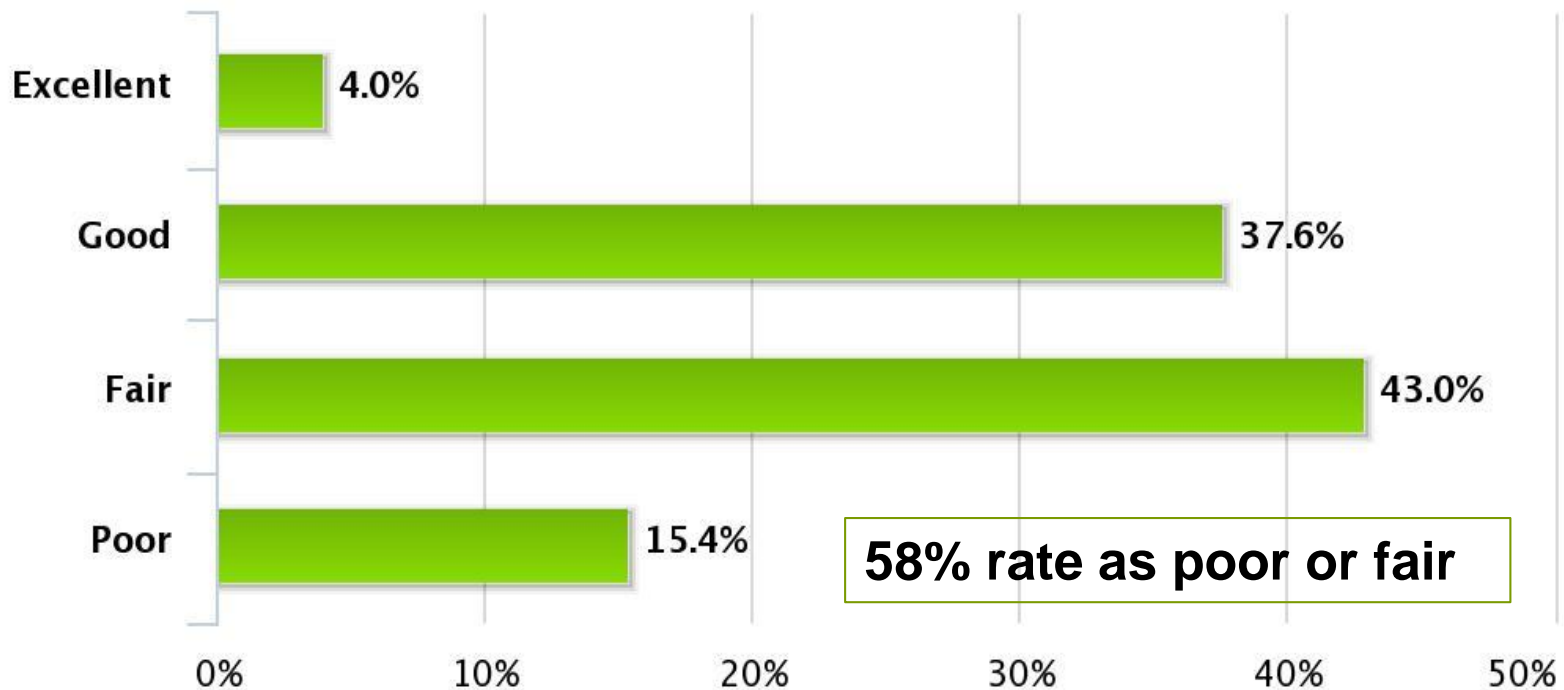
How many businesses rate the local business climate as poor or fair?

- A. 23%
- B. 69%
- C. 13%
- D. 84%
- E. 58%



What our Businesses Have to Say: Business Climate

Please rate the local business climate

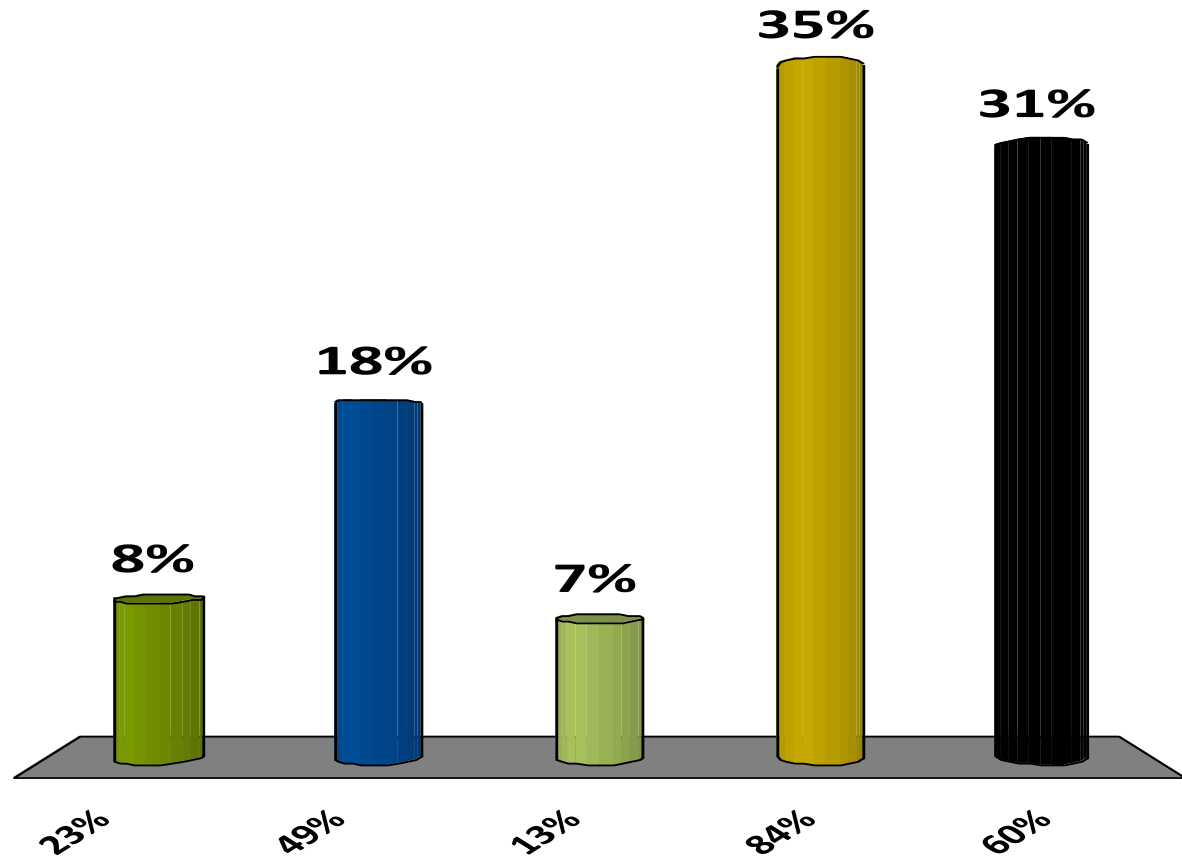


N=752

What our Businesses Have to Say: Economic Development

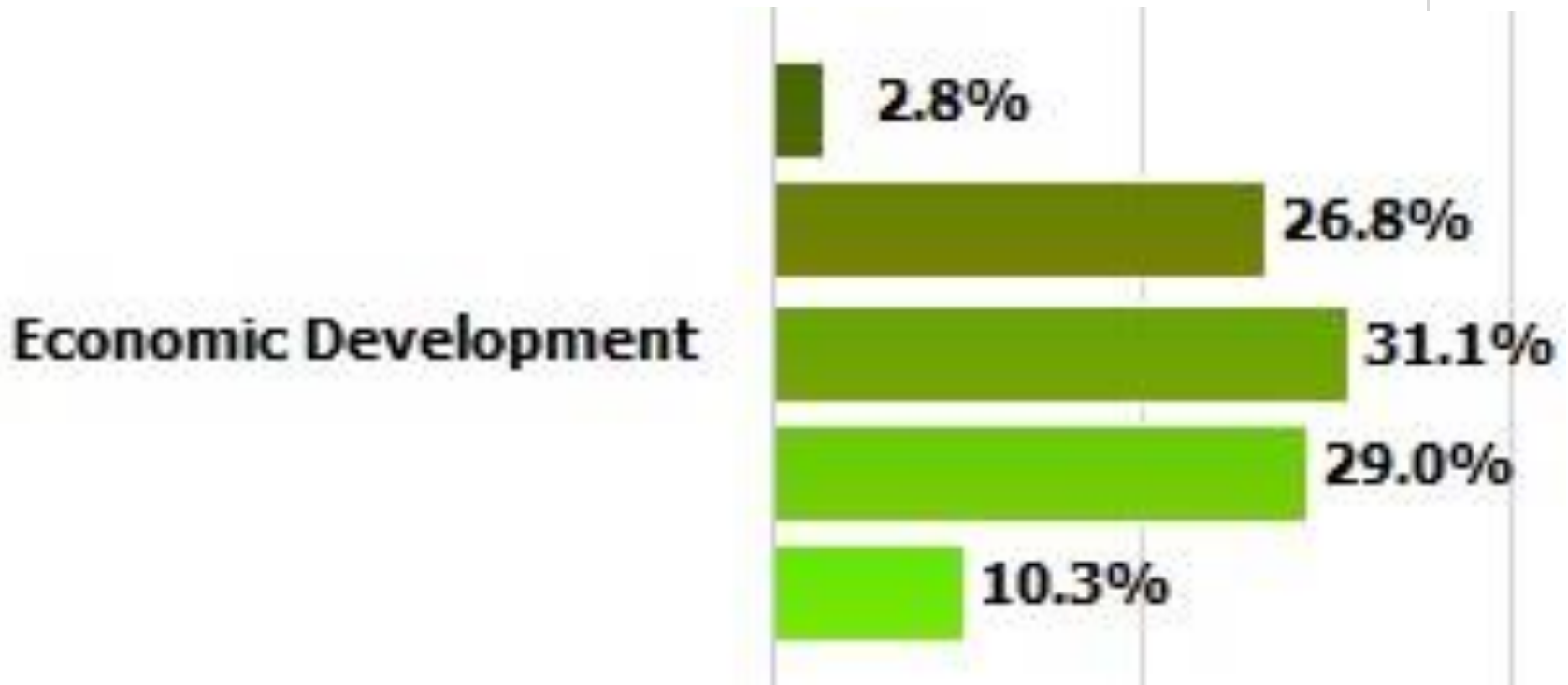
How many businesses rate economic development as poor or fair?

- A. 23%
- B. 49%
- C. 13%
- D. 84%
- E. 60%



What our Businesses Have to Say: Economic Development

- Excellent
- Good
- Fair
- Poor
- No Opinion



60% rate as poor or fair

Local Economic Development in BC 2016 Survey Preliminary Results



The 2016 Local Economic Development in B.C. survey fielded between March 9 and April 1st, 2016 as a **partnership between MJTST, UBCM and BCEDA**. Over 400 (414) economic development practitioners, elected officials, local government staff members, and other related stakeholders participated. A similar survey was conducted in 2009, representing 124 local governments/respondents.

This set of tables represents the results for the 48 respondents from the Association of Kootenay and Boundary Local Governments (AKBLG), as compared to the results for the overall respondent group. Comparison should be made with caution due to the varying sizes and contexts of the regions represented.

The preliminary results tables are presented below for **discussion purposes only**, and are subject to verification. Analysis is continuing in comparing different demographic groups with the responses given, as well as verifying all response data.

Local Economic Development in BC

2016 Survey Preliminary Results



Please identify the Area Association you work within	Total	2016 Percent	2009 Percent	Difference
Association of Kootenay and Boundary Local Governments (AKBLG)	48	11.6%	12.1%	-0.5%
Association of Vancouver Island and Coastal Communities (AVICC)	98	23.7%	27.4%	-3.7%
Lower Mainland Local Government Association (LMLGA)	69	16.7%	22.6%	-5.9%
North Central Local Government Association (NCLGA)	71	17.1%	17.7%	-0.6%
Southern Interior Local Government Association (SILGA)	85	20.5%	20.2%	0.4%
Don't know/Not applicable	43	10.4%	--	
Grand Total	414	100%	100%	



Local Economic Development in BC 2016 Survey Preliminary Results



Respondents' Role in Ec Dev - Grouped	AKBLG	Overall
Economic development officer/manager/director (local, regional or arms-length)	4%	18%
Elected official	38%	31%
Local government staff	23%	21%
Other	35%	29%
Grand Total	100%	100%

Local Economic Development in BC 2016 Survey Preliminary Results



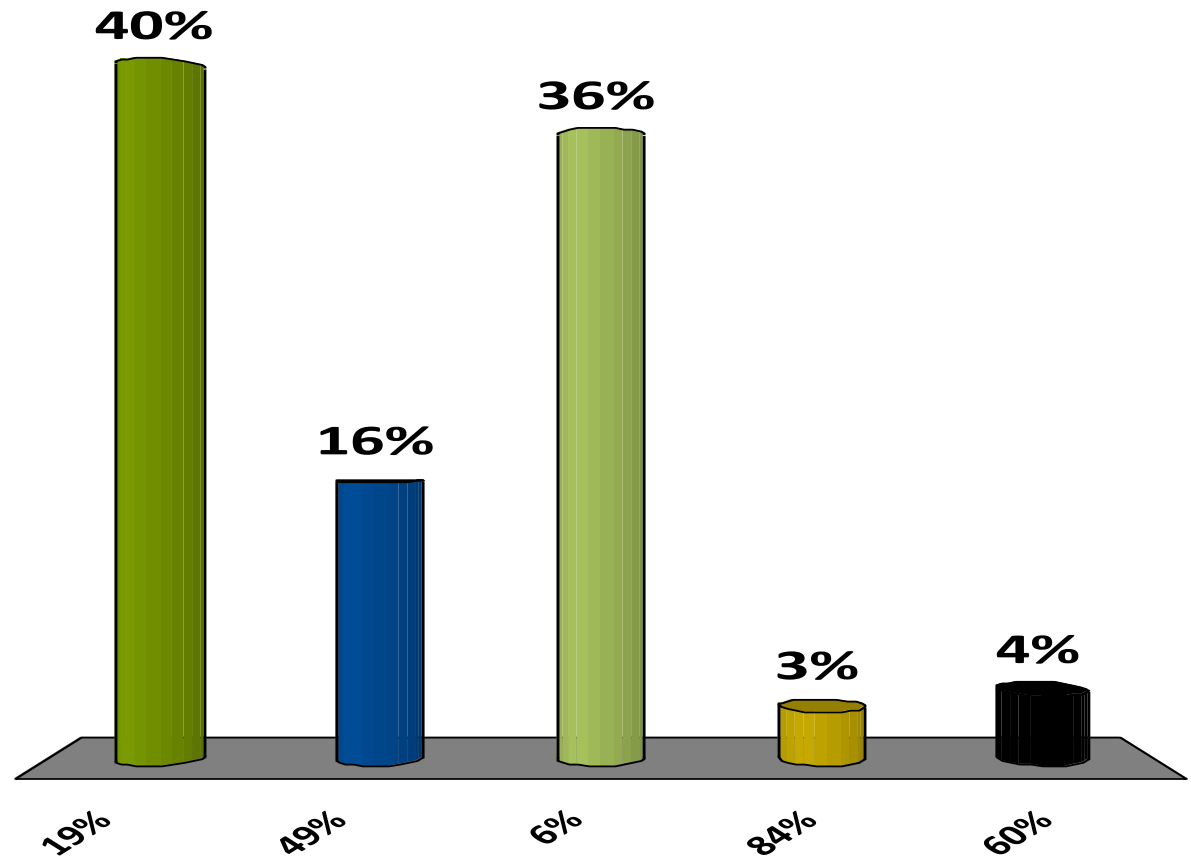
How many full-time staff or full-time equivalencies (FTEs) does your local government devote to economic development?	AKBLG	Overall
None	42%	19%
Less than 1.0 FTE	29%	24%
1.0 – 2.0 FTE	19%	30%
2.1-4.0 FTE	0%	13%
Greater than 4.0 FTEs	8%	8%
Don't know/Not applicable	2%	5%

Local Economic Development in BC 2016 Survey Preliminary Results



What % use an EDO to undertake economic development work?

- A. 19%
- B. 49%
- C. 6%
- D. 84%
- E. 60%



Local Economic Development in BC

2016 Survey Preliminary Results



How does your local government undertake economic development work? Please select all that apply.	AKBLG	Overall
Economic Development Officer or equivalent	19%	41%
Staff assigned to economic development in addition to other duties	27%	34%
Chamber of Commerce	35%	32%
Regional economic organization or collaborative	25%	29%
Economic development department	2%	22%
Voluntary committee mandated by local government	13%	20%
Non-profit society	10%	16%
Related department (non-economic development specific)	8%	10%
Community Futures	27%	8%
We don't have an economic development function	27%	8%
Private corporation or consultant	0%	2%

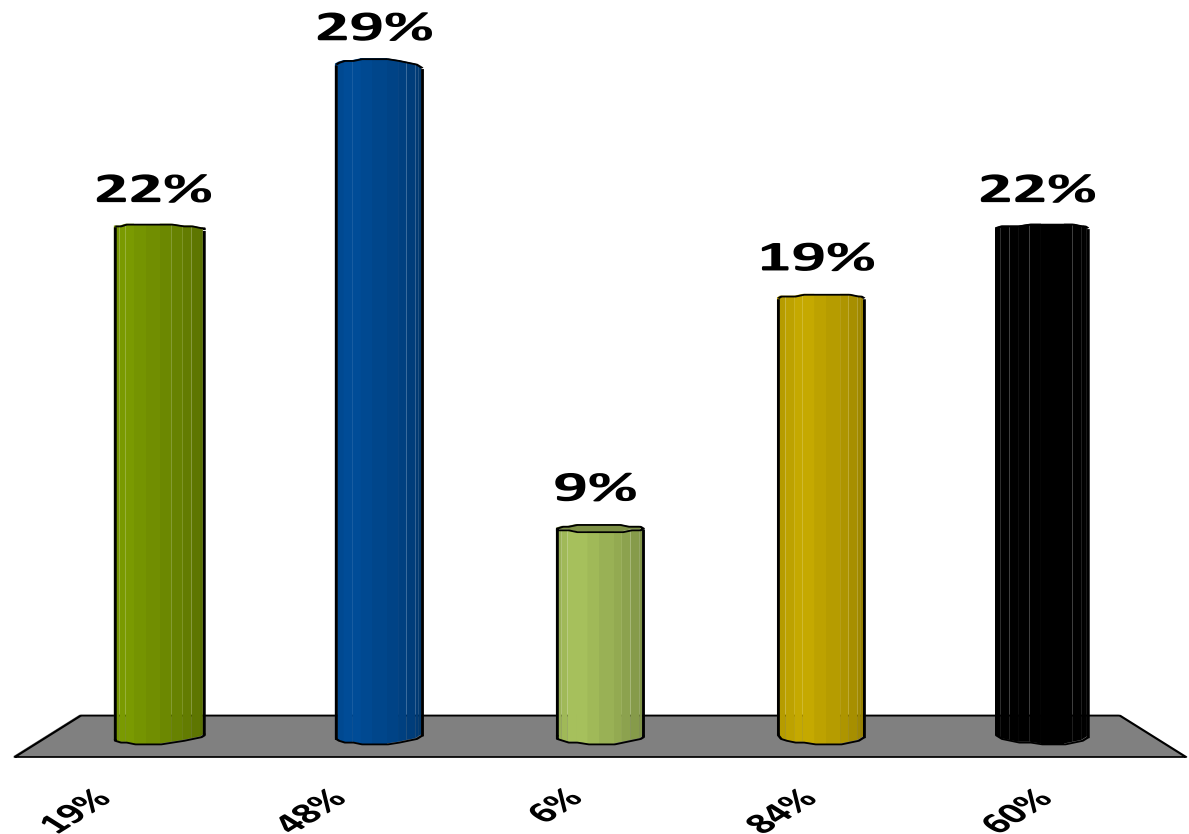


Local Economic Development in BC 2016 Survey Preliminary Results



What % rate your current approach is not too effective or not effective at all?

- A. 19%
- B. 48%
- C. 6%
- D. 84%
- E. 60%



Local Economic Development in BC

2016 Survey Preliminary Results



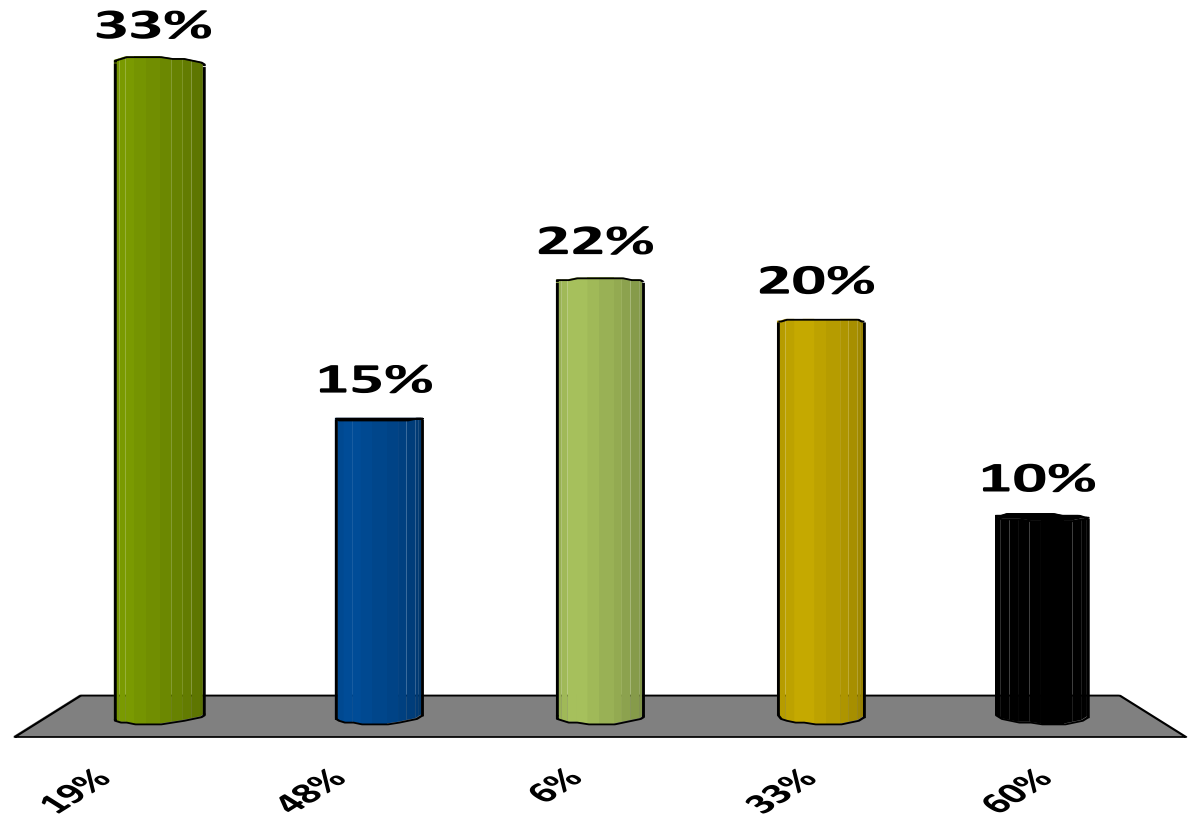
In your opinion, how effective has this approach (as identified in previous question) been in delivering economic development support to your community?	AKBLG	Overall
Somewhat or very effective	37%	61%
Not too effective/Not effective at all	48%	34%
Don't know/not applicable	15%	5%
Grand Total	100%	100%

Local Economic Development in BC 2016 Survey Preliminary Results



What % provide dedicated, consistent funding to economic development?

- A. 19%
- B. 48%
- C. 6%
- D. 33%
- E. 60%



Local Economic Development in BC

2016 Survey Preliminary Results



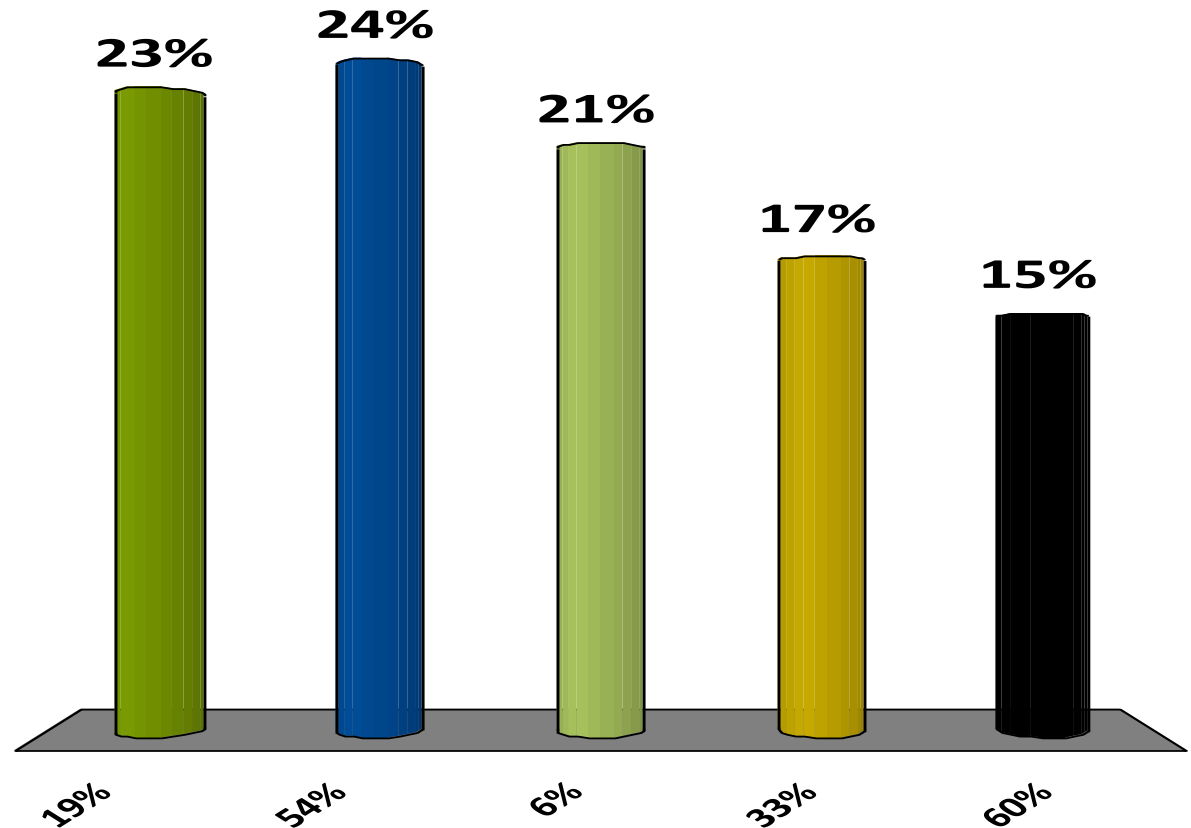
How are local economic development activities supported by your local government (in the form of dedicated funding and/or inclusion in planning)? Please select all that apply.	AKBL G	Overall I
Inclusion in the Official Community Plan	48%	51%
Dedicated, consistent funding	33%	50%
Access to additional project-based funding where required	24%	42%
Advocacy by local government for continued work of economic development function	36%	40%
Regular inclusion in community planning efforts	10%	36%
Co-delivered projects or activities with government staff and/or elected officials	21%	33%
Sporadic/as-required inclusion in community planning efforts	40%	30%
Inclusion in senior management meetings	2%	26%
Don't know	17%	12%

Local Economic Development in BC 2016 Survey Preliminary Results



What % indicate local economic development work has limited or no influence in your community's planning and direction?

- A. 19%
- B. 54%
- C. 6%
- D. 33%
- E. 60%



Local Economic Development in BC 2016 Survey Preliminary Results



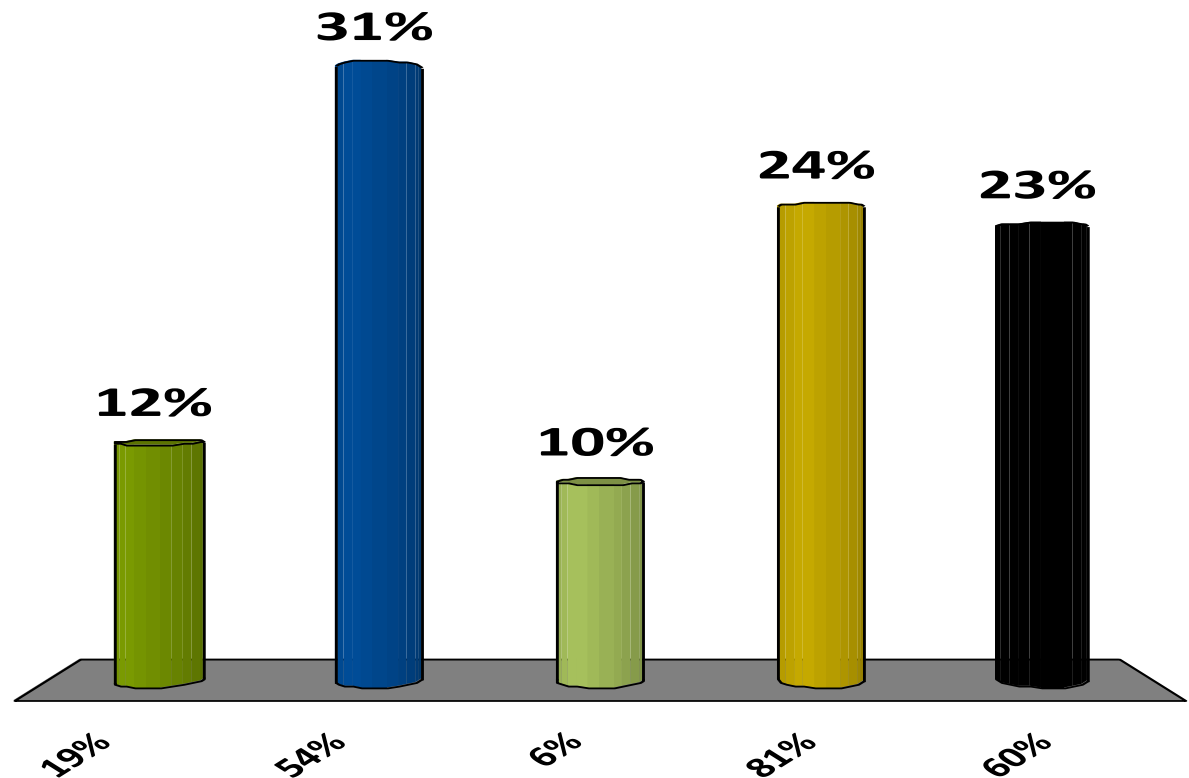
How much influence does local economic development work have on your community's planning and direction?	AKBLG	Overall
Strong influence	10%	22%
Moderate influence	33%	38%
Limited influence	40%	28%
No influence	14%	7%
Don't know	2%	4%
Grand Total	100%	100%

Local Economic Development in BC 2016 Survey Preliminary Results



What % DO NOT have an economic strategy that is being used

- A. 19%
- B. 54%
- C. 6%
- D. 81%
- E. 60%



Local Economic Development in BC

2016 Survey Preliminary Results



Does your local government/organization have an economic development plan or strategy?	AKBLG	Overall
Yes, we currently have and actively use an economic development strategy	12%	38%
Yes, we currently have an economic development strategy but don't actively use it	14%	14%
No, a strategy has been created in the past but it is not current	19%	18%
No, economic development work is done on an as-needed/requested basis	48%	21%
Don't know/Not applicable	7%	9%
Grand Total	100%	100%

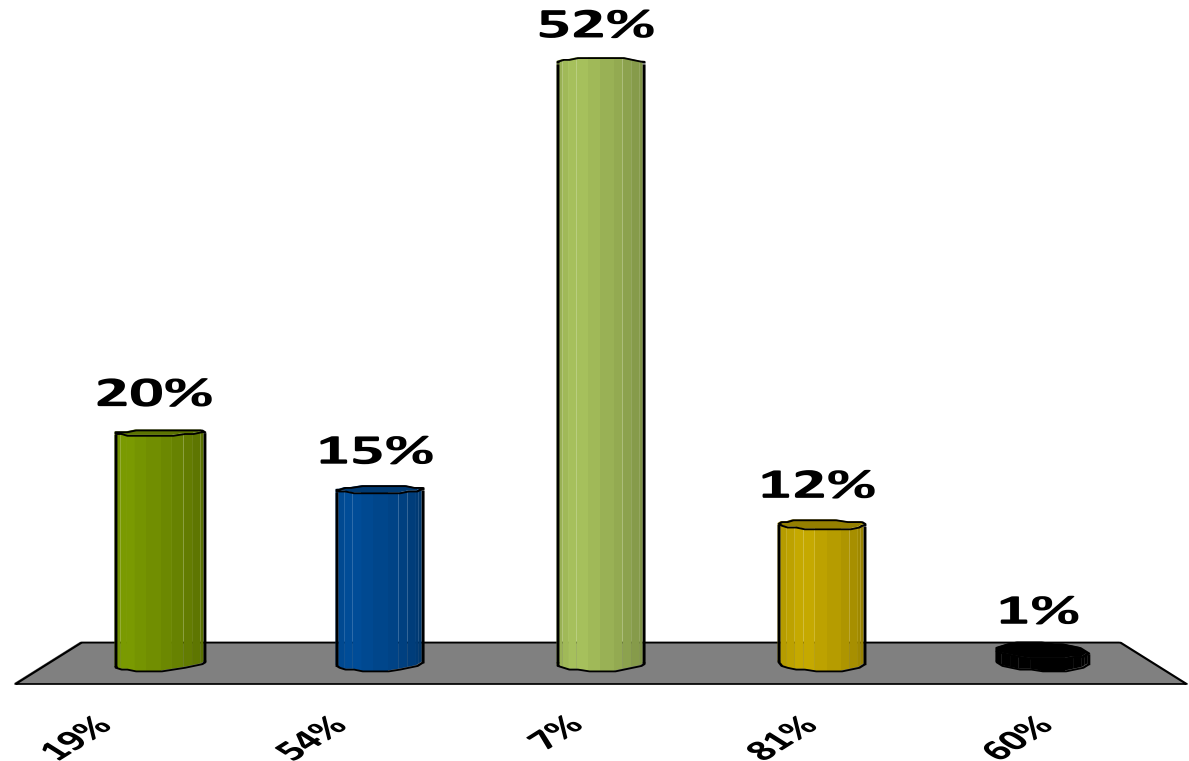
81%

Local Economic Development in BC 2016 Survey Preliminary Results



What % HAVE a performance measurement strategy and are collecting related data

- A. 19%
- B. 54%
- C. 7%
- D. 81%
- E. 60%



Local Economic Development in BC

2016 Survey Preliminary Results



Do you have a specific performance measurement or monitoring strategy in place to track your economic development activities?	AKBLG	Overall
Yes, we have a performance measurement strategy in place and regularly collect information and report out	7%	16%
Yes, we have a performance measurement strategy in place, though we do not have a regular schedule for information collection and reporting	10%	16%
No, we do not have a specific strategy but provide information as needed	32%	32%
No, we do not have a specific strategy and are not asked to provide performance-related information for our economic development activities	39%	19%
Don't know	5%	10%
Grand Total	100%	100%

ECONOMIC DEVELOPMENT AND PERFORMANCE MEASUREMENT

The purpose of this project is to measure the Basin-Boundary's progress on economic development efforts using indicators. Indicators are especially important in informing and evaluating the impact of a community's economic development plan. This project responds to a request made by the Basin-Boundary Economic Development Practitioners Network (EDPN) to provide performance measurement training support. The RDI recognized the opportunity to tie this need to the State of the Basin. It is anticipated the resulting indicator suite will serve both the State of the Basin economic indicator portfolio and the related planning and performance measurement needs of individual communities and the region as a whole. [Learn more.](#)

CLIMATE CHANGE ADAPTATION

The purpose of this project is to pilot, evaluate, refine, and support uptake of the [State of Climate Adaptation and Resilience in the Basin](#) (SoCARB) indicator suite. SoCARB was developed in 2014 as a result of a research partnership between Columbia Basin Trust's Communities Adapting to Climate Change Initiative and the RDI. It is a "made in the Basin-Boundary" approach to measuring progress in adapting to climate change. The project was recommended by the RDI Regional Advisory Committee and feedback was provided by CBT staff. The communities of Kimberley and Rossland have expressed interest in participating as pilot communities. It is anticipated one Regional District will serve as a pilot in year one. It is anticipated the resulting indicator suite will serve both the State of the Basin environmental indicator portfolio and the related planning and performance measurement needs of individual communities and the region as a whole. [Learn](#)

POVERTY REDUCTION

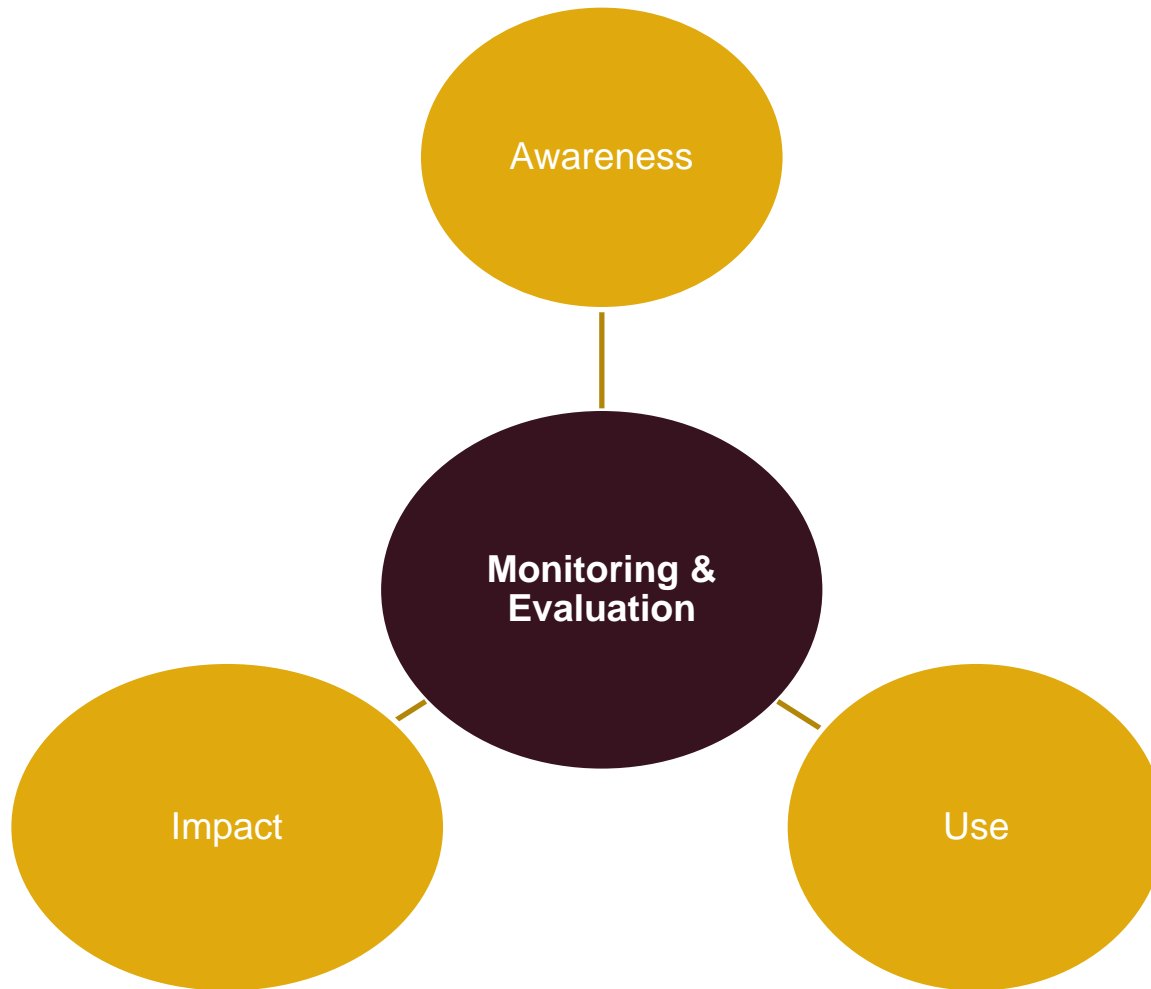
The purpose of this project is to measure the Basin-Boundary's progress on poverty reduction efforts using indicators. Indicators are helpful for informing residents, organizations, and governments regarding key trends in poverty reduction, facilitating understanding of complex issues, evaluating the effectiveness of various poverty reduction measures, and motivating change. This project responds to a request made by the communities of Lower Columbia, Nelson, Cranbrook and Revelstoke to support their collaborative poverty reduction indicator work and interest in more directly linking their efforts to the State of the Basin. It is anticipated the resulting indicator suite will serve both the State of the Basin social indicator portfolio and the related planning and performance measurement needs of individual communities and the region as a whole. [Learn more.](#)

RURAL RESIDENT ATTRACTION: LEVERAGING LOCAL ASSETS TO ATTRACT NEW RESIDENTS

The purpose of this applied research project is to better understand how local amenities can be linked and leveraged to attract and retain new residents. This research is positioned to advance regional efforts related to workforce attraction, business investment, regional marketing, and the desire expressed by communities to better understand how they can use community assets as an attraction tool. The project was recommended by the RDI Regional Advisory Committee and feedback was provided by CBT staff. [Learn more.](#)

Projects for 2016-17

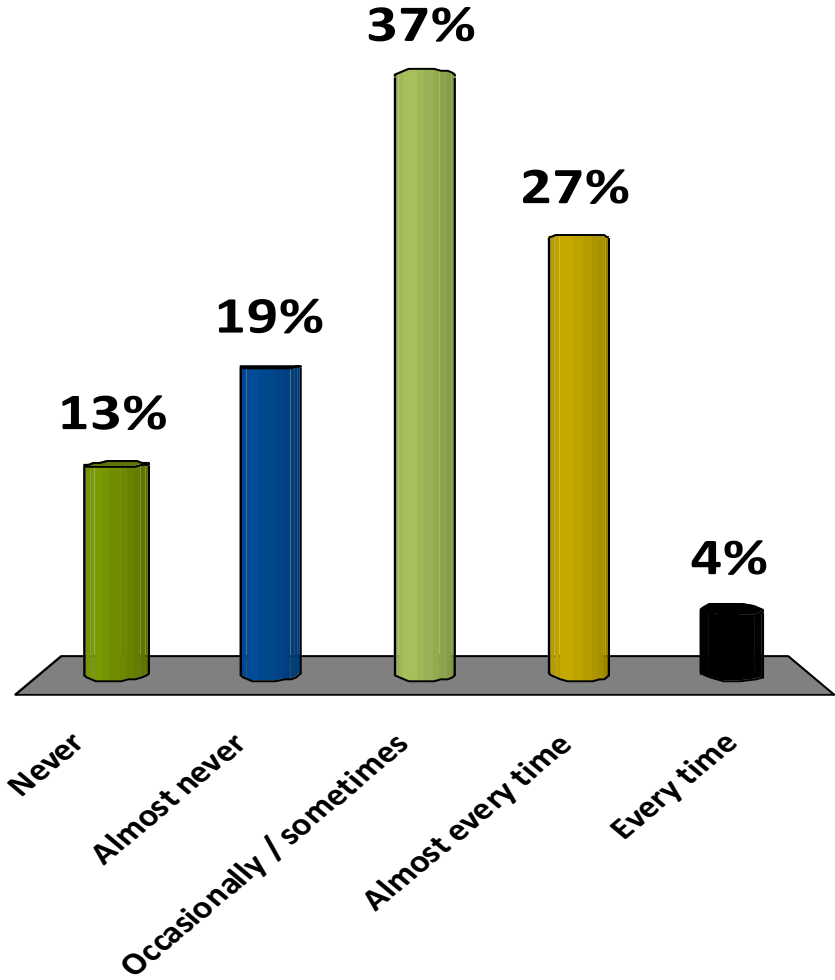
Is RDI Supporting Your Decision-making?





How often do you use research to guide your planning and program management decisions?

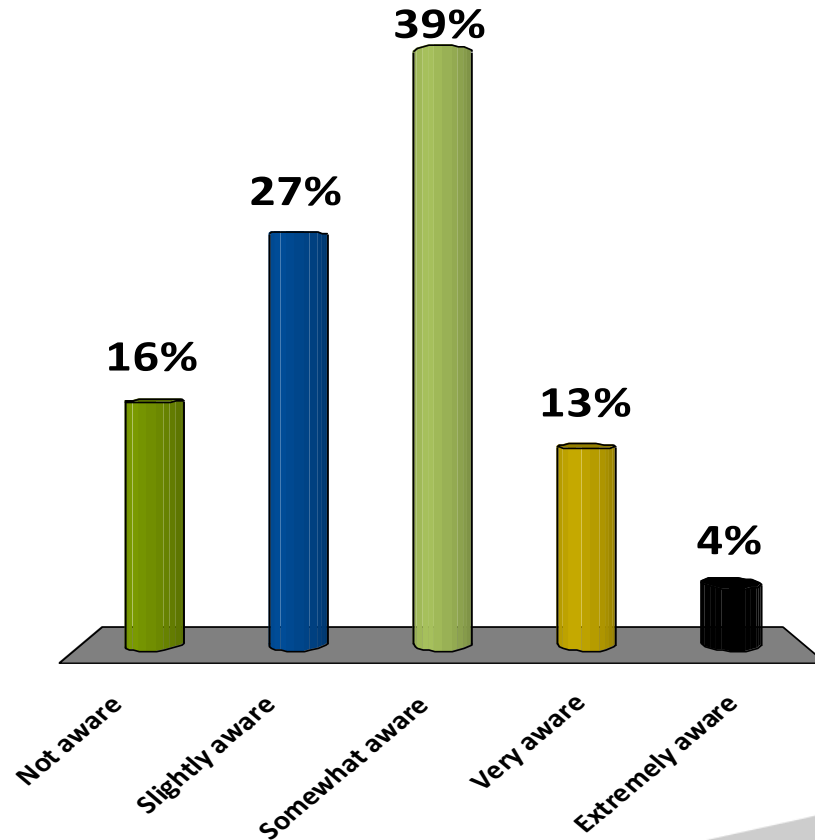
- A. Never
- B. Almost never
- C. Occasionally / sometimes
- D. Almost every time
- E. Every time





How would you rate your level of awareness of the RDI and its research projects, tools and services?

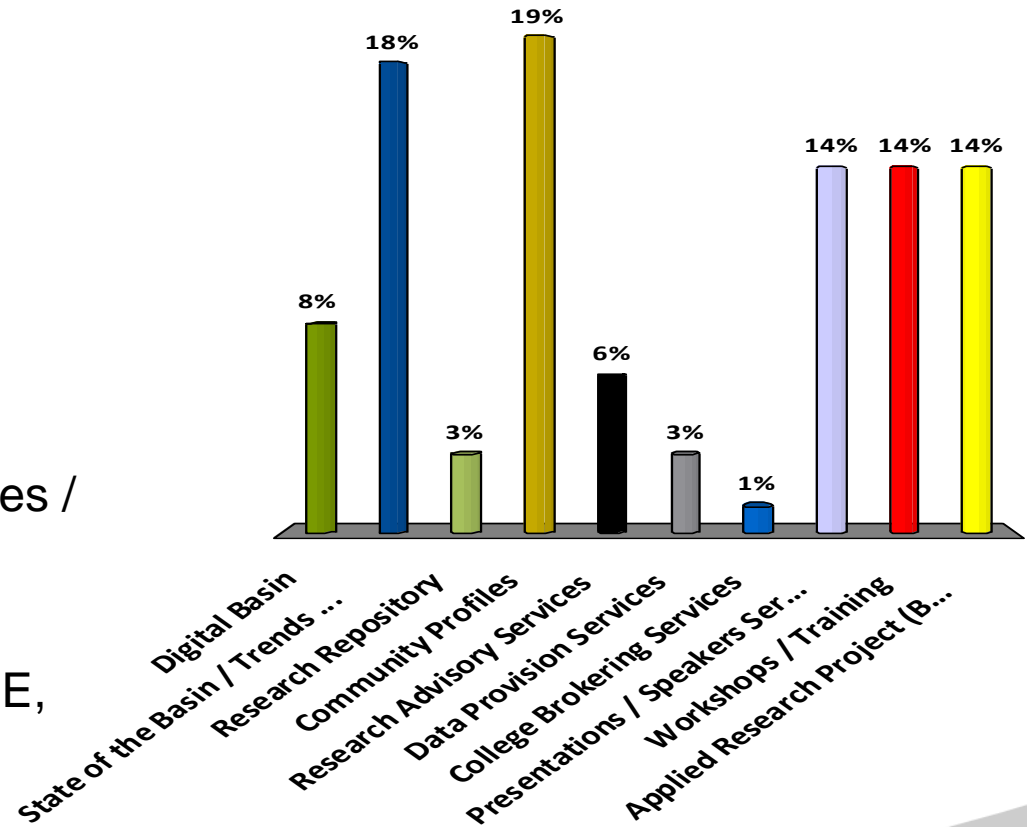
- A. Not aware
- B. Slightly aware
- C. Somewhat aware
- D. Very aware
- E. Extremely aware





Have you used / participated in any of the following research products, services or initiatives?

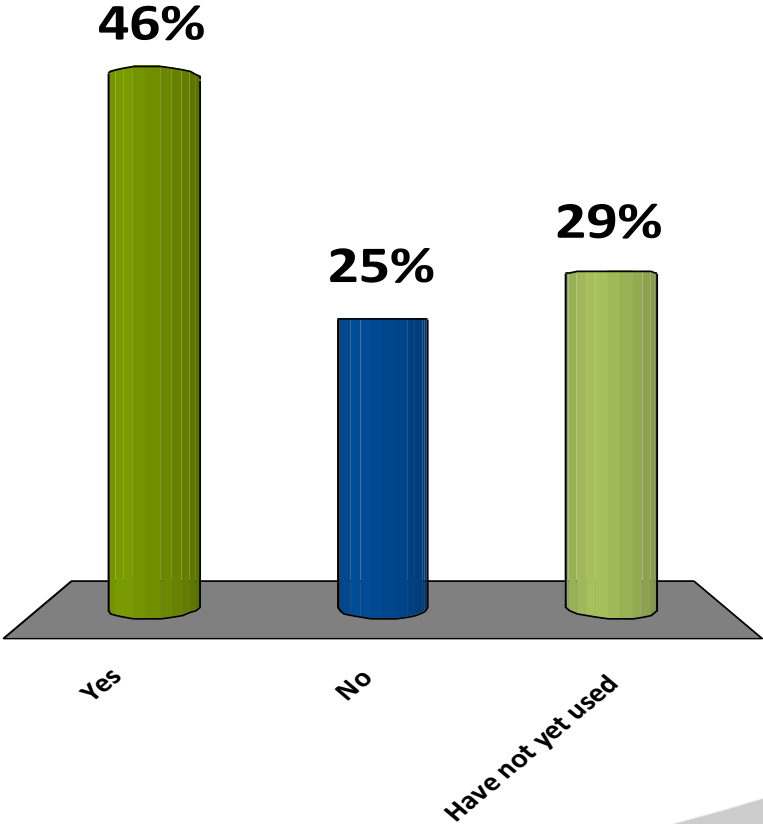
- A. Digital Basin
- B. State of the Basin / Trends Analysis Briefs
- C. Research Repository
- D. Community Profiles
- E. Research Advisory Services
- F. Data Provision Services
- G. College Brokering Services
- H. Presentations / Speakers Series / Webinars
- I. Workshops / Training
- J. Applied Research Project (BRE, Employment Lands, Food Systems, Non-Profit Social Sector)





Has the work of the RDI supported and / or encouraged you to engage in 'evidence-based' decision-making?

- A. Yes
- B. No
- C. Have not yet used



**Register for
our e-
newsletter**

Express your interest in
becoming a pilot community

Learn more at cbrdi.ca



cbrdi.ca/contact

Visit the
Resource
Repository to
access regional
research and
plans

Learn more
about our
applied research
projects

Access your
Community Profile

Visit the Digital Basin