

# Local/Regional Economic Development Strategies That ‘Work’: The Experience and Aspirations in Eastern Ontario

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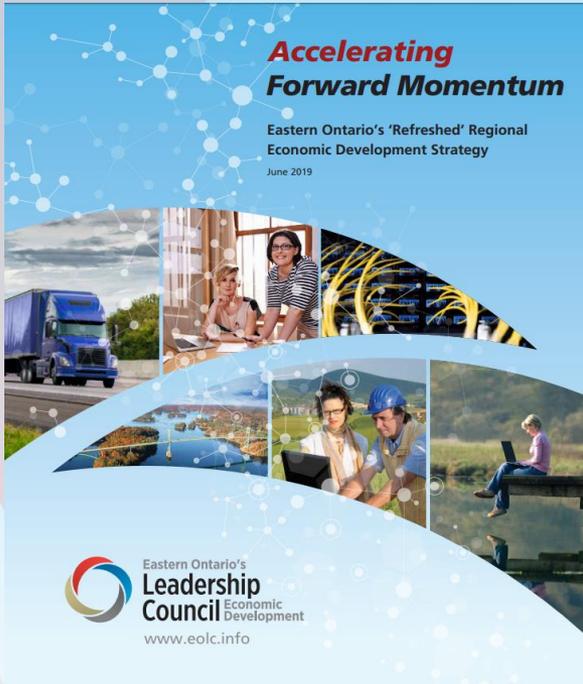
Eastern Ontario's  
**Leadership  
Council** Economic  
Development

# Presentation Overview

1. A Provincial 'first': Overview of Eastern Ontario's regional economic development strategy ([www.eolc.info](http://www.eolc.info))
2. Emerging roles for transportation in local and regional economic development
3. A Strategic Asset: How Eastern Ontario views its transportation infrastructure



# Overview of Eastern Ontario's Regional Economic Development Strategy



- “Eastern Ontario” is 13 counties (11 two-tier; 2 single tier) and 10 separated cities and towns
- First *regional* strategy approved in 2014; ‘refreshed’ in 2019
- Motivated by desire to advance the region’s economy; build on collaborations
- *Key Numbers:*
  - 1.18 million people
  - 570,000-strong workforce
  - ~\$4 billion/year in municipal capital and operating expenditures
  - \$14 billion in infrastructure assets (at cost); \$3 billion capital infrastructure deficit
  - 79,000 lane-kilometres of road (41,000 surface-treated or asphalt); 7,700 bridges and large culverts

# 2019 Strategy *Development* Took Place Under Auspices of The EOLC

- Eastern Ontario Wardens Caucus (EOWC)\*
- Eastern Ontario Mayors Caucus (EOMC)
- Eastern Ontario Regional Network (EORN)\*
- CF Ontario East\*
- Ontario East Economic Development Commission\*

EOLC *operations* are largely funded by municipal governments, with special *project funding* sought from upper levels of government.

\* Formal legal entities



EOLC won an EDCO regional collaboration award in 2017

# 2019 Strategy *Implementation* Now Being Led by the EOLC

- The EOLC works on pan-regional initiatives, especially ones where solutions are most likely to:
  - Cross municipal boundaries
  - Be more easily accomplished by aggregation of demand
  - Provide an opportunity to be a ‘test region’.
- The regional strategy focuses on three themes:
  - Workforce Development and Deployment\*
  - Technology Integration and Innovation\*
  - Integrated, Intelligent Transportation Systems\*... with Digital Infrastructure as the foundation for all three.
  - \* *The EOLC has a ‘working group’ for each of three themes.*
- Multiple prov. ministries have observers on working groups.



# Why Do We Describe these Strategies as Ones that “Work”?

- Aggregate demand; some advances more easily made by groups of organizations working together
- Leverage expertise distributed across municipalities and other stakeholder organizations
- Address challenges that businesses face in growing in our communities
- Easier to build significant partnerships with provincial and federal governments
- Brand-building is easier when there are ‘flagship’ projects
- Individual communities can engage where there is common interest



# Emerging Roles for Transportation in Local/Regional Economic Development

## Two Aspirational Outcomes:

- Eastern Ontario's transportation systems are moving goods and people *safely and efficiently*, within the region and beyond --- **part of logistics**
- The region's transportation systems are at the forefront of **understanding and incorporating major technology and innovation developments** and related opportunities into transportation modes and infrastructure --- **part of technology commercialization and the Internet of Things**



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## Words Becoming More Prominent in Our Conversations:

- On-demand
- Integrated
- Multi-modal
- Technology
- Intelligent
- Connectivity
- Policy
- Autonomous
- Energy
- Platforms
- Applications
- Cybersecurity
- Monetize
- Leverage
- Data
- Analytics
- Predictive

# Emerging Roles for Transportation in Local/Regional Economic Development

## 1. As A Test Bed for Innovation



- ‘Slow-walking’ a unique approach to municipal innovation: certification
  - Goal is to help region’s start-ups/early stage companies get ‘first customers’ AND help municipalities address their challenges... **some of these COULD be related to transportation**
  - Economic development connection? If successful, more of these companies will stay and grow in the region
  - Specific criteria for certification (modest three-year financial commitment, identification of challenges, resolution, incorporating innovation procurement in bylaws)
  - Legal opinion and sample bylaw wording to be compliant with Discriminatory Business Practices legislation

# Emerging Roles for Transportation in Local/Regional Economic Development

## 2. As a Productivity Accelerator for Carriers and Municipalities

- Recently launched a multi-municipality pilot project, in conjunction with Transnomis, to develop and test a **'one window' online permitting system** for carriers moving over-size/over-limit loads across multiple municipalities
  - Route planning
  - Fees, terms and conditions
  - Application submission, approval and payment processes
- Funded by MMAH to examine business models, potential costs savings to municipalities and pricing for long-term financial sustainability



# Emerging Roles for Transportation in Local/Regional Economic Development

## 3. As a Way to Connect People with Opportunity

- November 2019: Launched a 17-month region-wide “**Commuter Strategy**” project (MLTSD-funded)
  - Understand the significance of transportation challenges for workforce
  - Analyze demand and opportunities for financially-sustainable non-conventional ‘cross-boundary’ transportation options (might be private or NFP or multi-municipal-collaboration models; might be an “app”)
  - Call for/provide modest seed funding for up to six pilot projects across the region
  - Evaluate original analyses and provide results to the region



# A Strategic Asset: How Eastern Ontario Views its Transportation Infrastructure

- **It's still the 'connective tissue'** for supply chains whether these are material or human (e.g. freight or people)
  - Services *using* these assets create economic (and social) value
  - Infrastructure itself provides *value add* to users
- **It's also a data source:** Infrastructure *communicates* proactively (ex. safety, security, maintenance, logistics, navigation)
- **With its own productive capacity:** Infrastructure could be deployed to produce *non-transportation products and services* (ex. energy generation, economic data)
- Will need fully **intelligent** and **integrated** transportation infrastructure... even if we don't own/manage it all.



# For more information:

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***THANK YOU FOR YOUR PARTICIPATION IN THIS SESSION.***



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