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1. Executive Summary

The North Perth Youth Attraction Strategic Plan project was initiated as part of the Perth 4 Youth Strategic Planning collective impact approach guided by OMAFRA staff across geographic Perth County. The project purpose was to create 6 unique but aligned solutions to the community economic development and workforce issue of Youth Attraction, Retention, Re-Attraction & Engagement for those aged 15 – 29 years of age.

North Perth formed a diverse core team of Youth volunteers residing &/or working in the municipality to be trained in strategic planning, engage the public and craft a Youth Attraction Strategic Plan for North Perth.

The North Perth core team had great success is communicating with the Youth of the municipality. Through the pilot of the Civic Engagement project at Listowel District Secondary school (LDSS), in person sessions and an on line survey (see Appendix) over 400 youth were engaged with to arrive at 7 emergent themes:

- Lack of awareness of available jobs, careers and entrepreneurial opportunities in North Perth.
- Limited venues for socialization for all life phases in the defined youth period of 15-29.
- Lack of awareness & access to social infrastructure & programs.
- Lack of opportunity for meaningful & engaging volunteer experiences.
- Limited education opportunities beyond secondary school.
- Lack of diversity and limited inclusion of newcomers and bridging the rural-urban divide.
- Opportunities for improved, youth focused communication to promote existing resources & amenities.

Goals, associated actions and measurements arose from the themes to address youth attraction in North Perth:

GOAL 1: Build awareness and preparedness for current and future jobs, careers and entrepreneurial opportunities

GOAL 2: Improve access to venues and programs for youth to socialize

GOAL 3: Increase youth access to services and resources necessary for living in a rural setting



YOUTH ATTRACTION & RETENTION IN PERTH COUNTY, ST MARYS AND STRATFORD



GOAL 4: Encourage meaningful and lasting community connections and civic engagement.

2. Background

2.1 Community Economic Development & Youth

Community Economic Development (CED) is a process in which a community (municipality) uses resources to attract capital and increase physical, commercial and business development and job opportunities for its residents. CED seeks to improve the well-being of a community through:

- Job Creation
- Job Retention
- Workforce Development
- Tax Base Growth and
- Improved Quality of Life.

Youth are critical to workforce development, job creation and retention and improving the quality of life of a community. Youth not only become valued members of a community's workforce but participate in the community as entrepreneurs and employers. Youth bring a vibrancy and creativity to a community that is unique to that 15 -29 year age group. Engaging, attracting and retaining youth in communities is vital to the survival and growth of an area. Thus Perth4Youth was envisioned by Perth County's Economic Development Officer as a way to plan and coordinate efforts across geographic Perth to engage youth while in our communities, attract (or re-attract) youth back to our communities and ensure that youth remain in our communities.

As part of the Perth4Youth Strategic Planning Initiative, each of Perth County's 4 lower tier municipalities and the cities of Stratford and St. Marys have committed to develop a youth attraction strategic plan. While each individual community is preparing a strategic plan, it is our intention to work collectively across geographic Perth County to support youth attraction and retention.

The role of youth in community economic development is best summed up below:

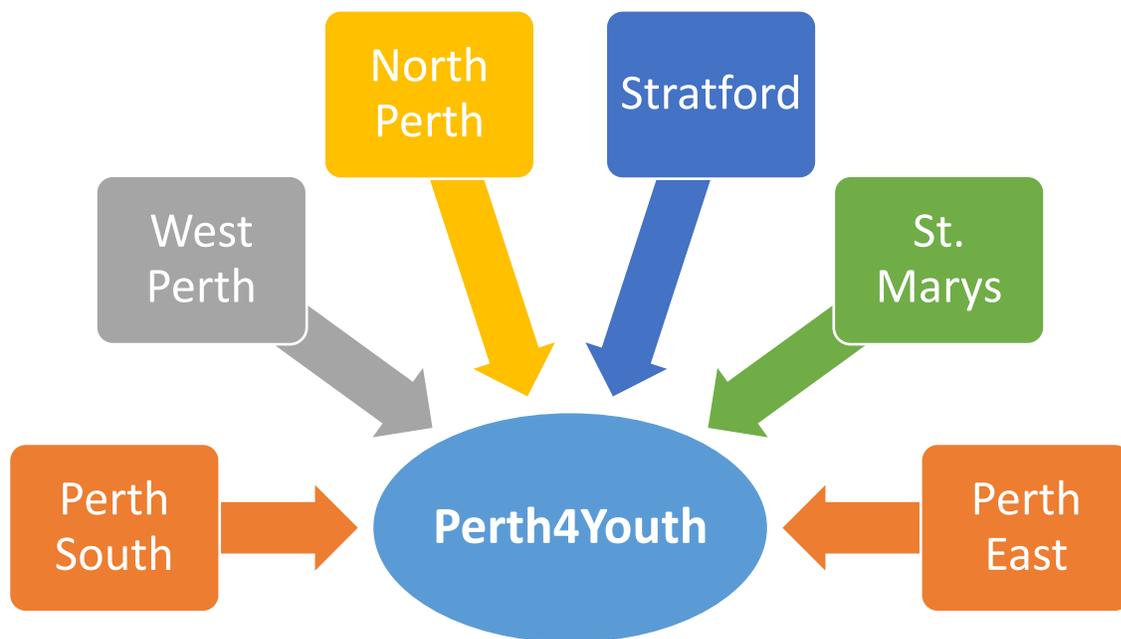
“Youth are important contributors to our economy and to our communities’ overall quality of life. Youth are entrepreneurs, performers, volunteers, mentors, community leaders, employees to small businesses and consumers in our local economies. Youth have a significant impact on the vitality of their communities, and we are looking for ways to support them – in growing, learning and making a home in rural Ontario.”

- Meredith Forget, Economic Development Officer for Perth County

By working collectively, the impact of each strategic plan will be greater and will provide a stronger regional approach to youth attraction in the county. The collective impact

approach is based on the idea that we are more powerful in our collective efforts, working together toward a common goal.

- ✓ Common Agenda
 - All collaborative partners have a shared vision for change, including a common understanding of youth attraction and a joint approach to addressing it.
- ✓ Shared Measurement
 - Collecting data and measuring results consistently across all collaborative partners ensures efforts remain aligned and collaborative partners hold each other accountable.
- ✓ Mutually Reinforcing Activities
 - The activities by each collaborative partner could be different, but must not impede against the collective plan of action.
- ✓ Continuous Communication
 - Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and create common motivation.
- ✓ Backbone Support Organizations
 - Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.



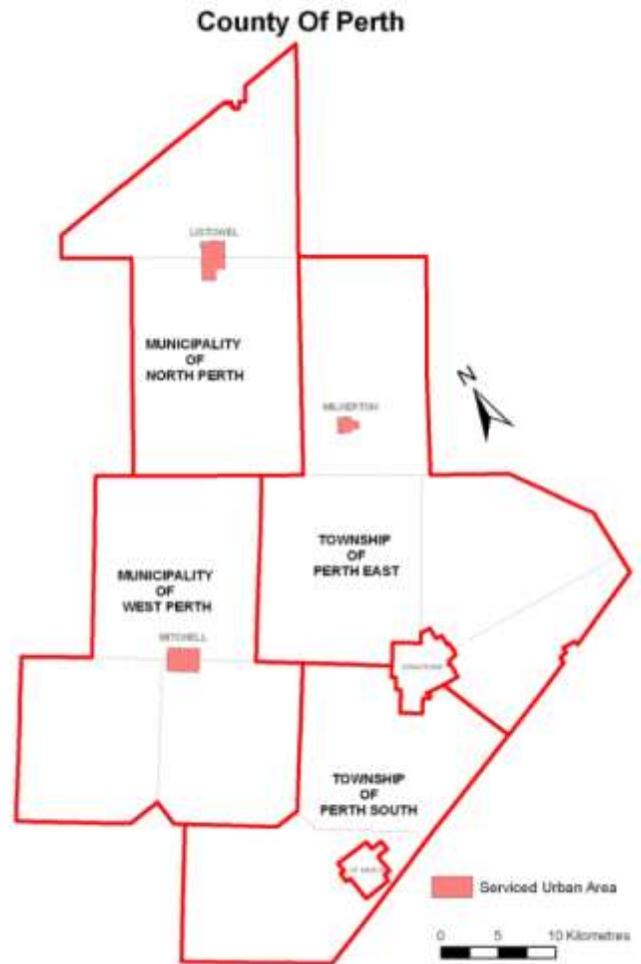
2.2 Why a Youth Attraction Strategic Plan?

The Perth, St Marys, Stratford Youth Attraction Strategy project (Perth4Youth) is the natural response to labour force gaps identified in *Opportunity 2020: Transforming the Labour Market in Perth County, Stratford and St Marys*. This document identified the need for the engagement, retention, re-attraction and attraction of youth (15-29 years of age) to geographic Perth. Further, each of the participating municipalities (listed below) have youth attraction and retention noted as a priority in their strategic plans or other white papers.

There are 6 member municipalities participating in a project to address this labour force shortage. They include:

- Municipality of North Perth
- Township of Perth East
- Township of Perth South
- Municipality of West Perth
- St Marys
- Stratford

The Perth4Youth project has led to the creation of 6 individual yet aligned youth attraction strategic plans. Working together the member municipalities have developed a grassroots, evidence based approach to involving youth in their communities. This model has engaged a broad base of community members and leaders to address issues unique to their municipality and common to all of geographic Perth.

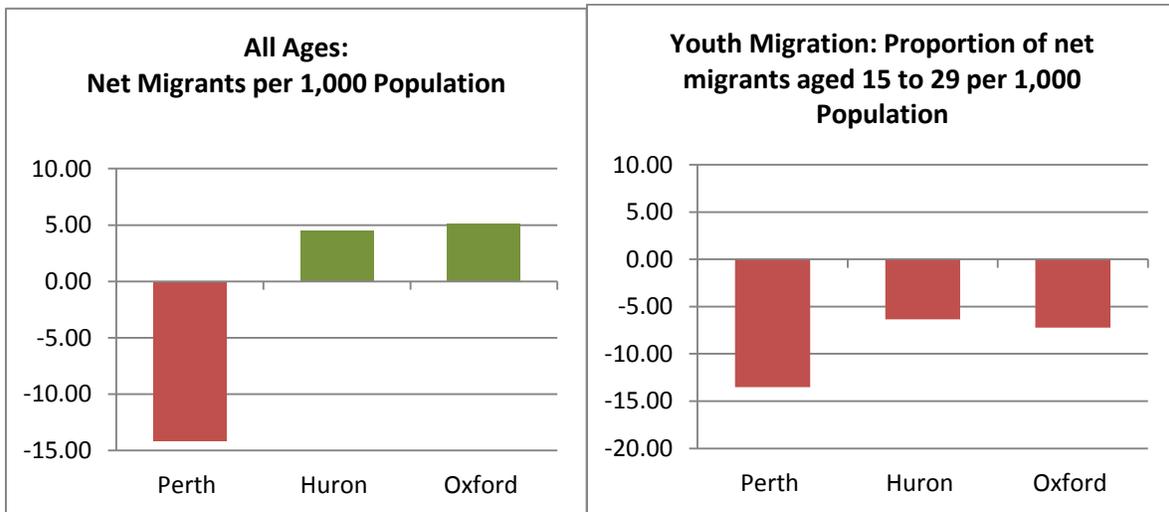


2.3 Current Situation in Perth County

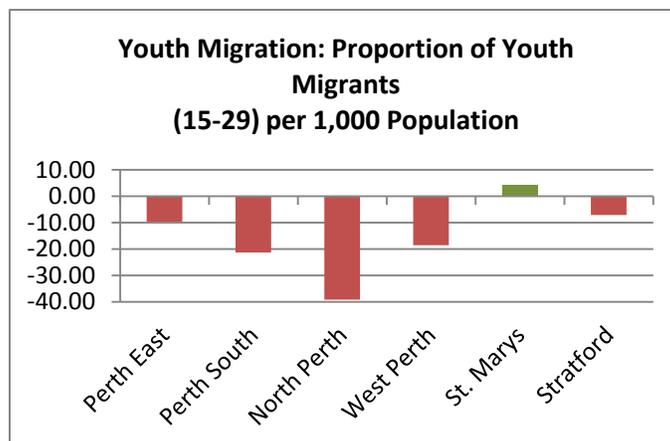
In Perth, St Marys and Stratford youth (ages 15-29) are leaving and not returning. It is important to note that the age range of youth includes three distinct life phases. These include high school, post-secondary or travel/exploration – rite of passage, and young adult. These three life phase may be addressed in this work separately for some goals.

The decline of youth leads to a shrinking workforce, school closures, shrinking tax base and an aging population. Local businesses can be forced to relocate to find workers to sustain or grow their operations. Rural communities need youth!

When looking at overall migration, Perth County is significantly underperforming two neighbouring Counties of Huron and Oxford. This trend extends into Youth migration as well. The below 3 charts reflect 2011 census data from an OMAFRA statistical tool:



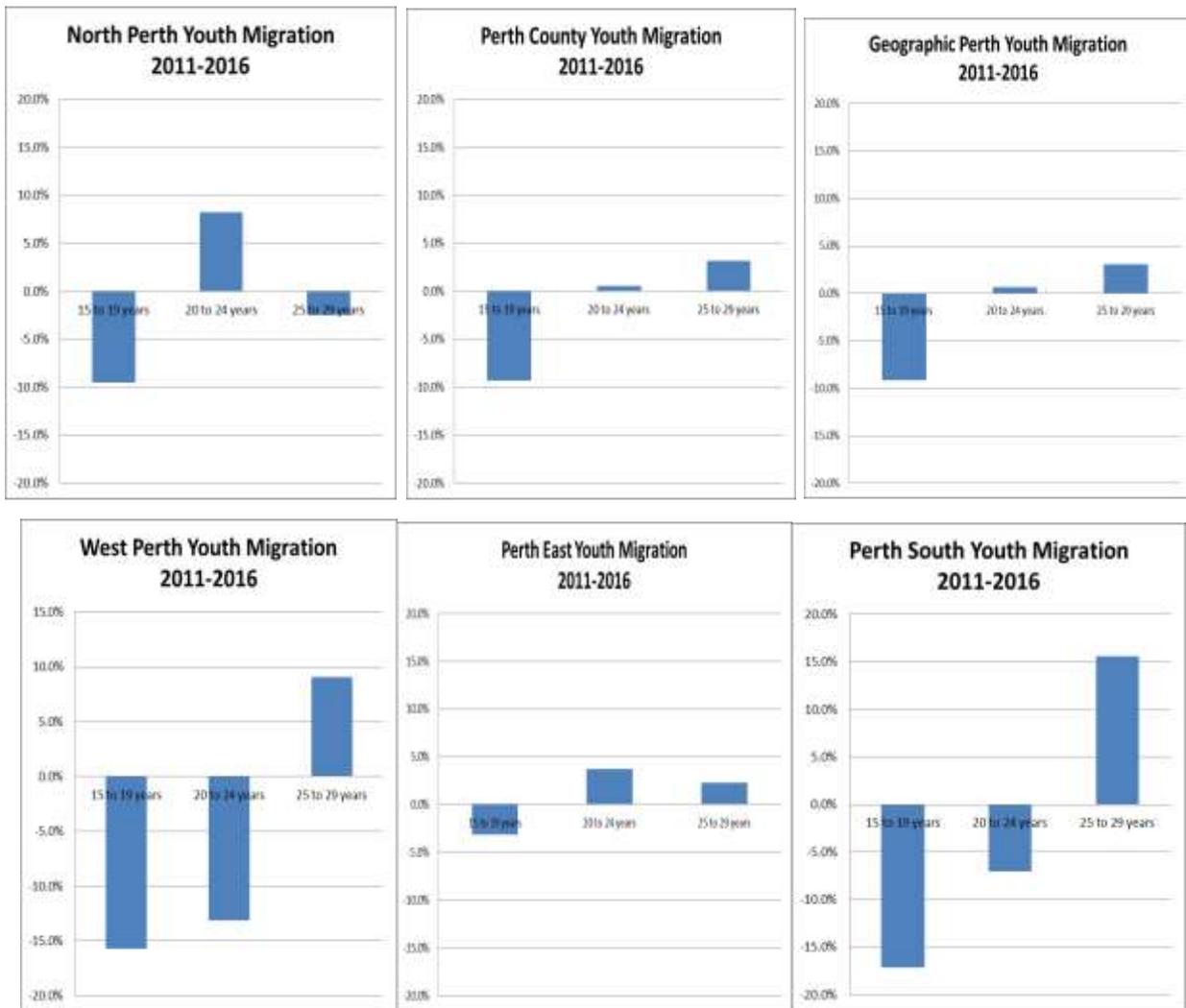
Drilling down into geographic Perth County, we see that across the board, save for the town of St. Marys, youth are leaving home.



Perth County is looking for workforce. Across the county, manufacturers, farmers, downtown businesses and restaurants are all looking for employees. There is a range of different types of work available, from highly skilled and specialized, to general labourers. As the current workforce ages and approaches retirement, workforce development will increasingly be a challenge for these employers, the economic backbone to many of these rural communities.

North Perth employers have shared their need for workforce going forward and a strategy to attract and retain youth is an important tool in that approach.

The 2016 Census Age data reflects an out-migration in Youth aged 15-29 in North Perth of -2% and across Perth County -3.1%



2.4 Perth County-Wide Train the Trainer

OMAFRA's strategic planning Train-the-Trainer (TTT) is a capacity building program for Ontario's rural communities. This program supports municipal partners and community volunteers in learning the skills required for facilitating the strategic planning process.

The benefits of developing a strategic plan:

- Brings groups together to work on common goals
- Establishes a shared vision
- Builds clear, realistic goals and objectives
- Clarifies roles and responsibilities
- Allows for effective use of resources
- Reduces repetitive decisions

After each of the training sessions, participants return to their home municipality and practice their newly acquired skills. In putting these new skills to practice, participants have lead their municipality and citizens through the development of youth attraction and retention strategic plan.

It is the intent of this program that participants will have:

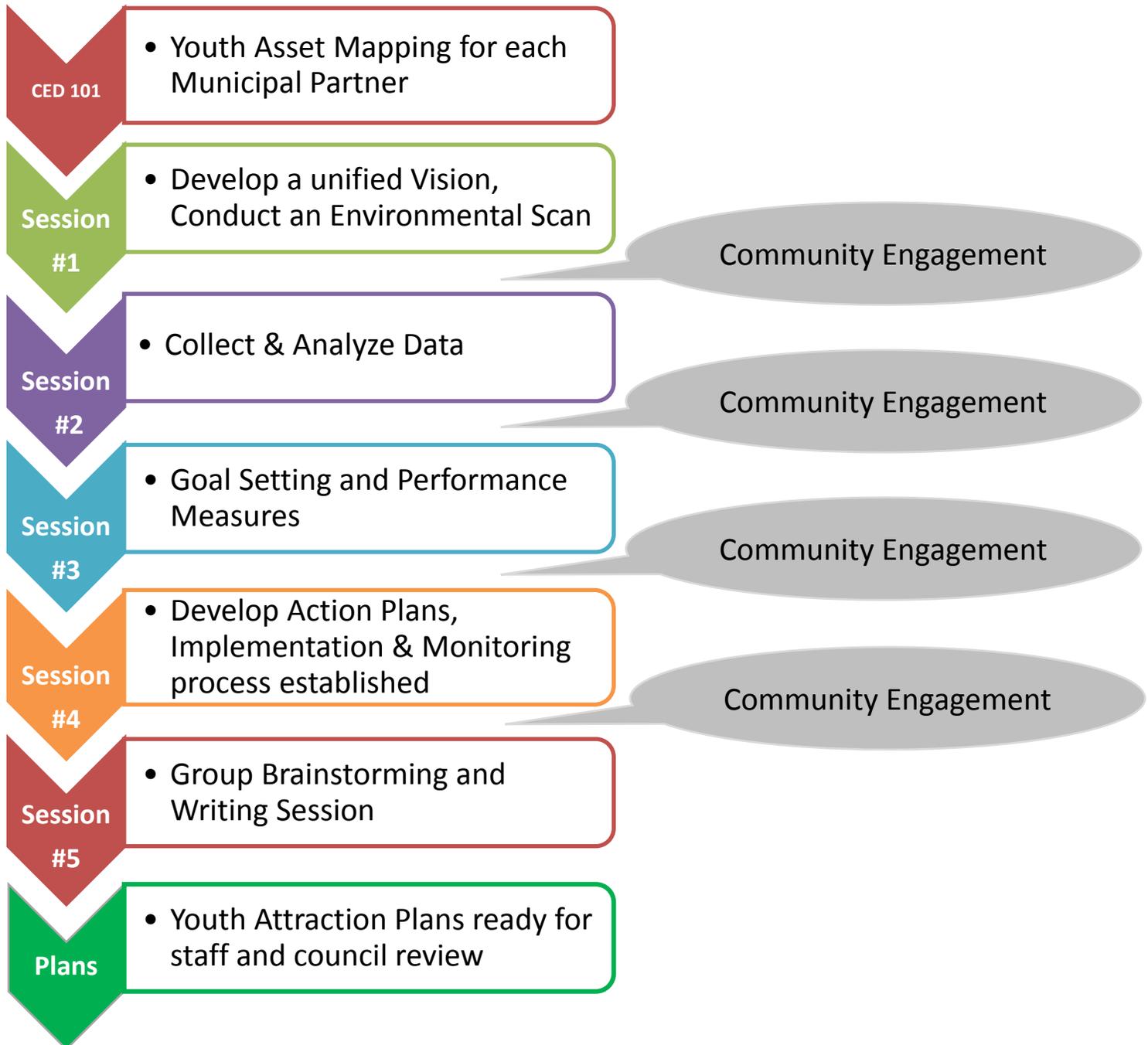
- Built new connections with fellow community leaders
- Acquired new Knowledge and understanding of strategic planning principles
- Developed confidence and the capacity to drive future strategic planning processes in their communities

Ultimately this project has allowed all six municipal partners to develop, implement and measure priorities, goals and activities for youth engagement, attraction and retention, in a consistent and coordinated manner.



2.5 Process Overview

The TTT process involves the integral step of community consultation and ownership at each step of the process. After each of the 4 TTT sessions, core teams from each municipality engaged their community using techniques learned in sessions 1-4. This was a pilot process so some variation occurred from the diagram below to align with community needs and trends.



2.6 Key Findings from Geographic Perth Consultations

Consistent themes emerged as the core teams engaged their youth and municipalities in the discussion of what youth need to feel engaged while they reside in geographic Perth. What would attract them back and what would make them want to stay.

First and foremost overwhelmingly youth like living here. Youth also noted that they feel there is an underlying message that if you don't leave you aren't really successful. This message comes to them from a variety of community sources; schools, leaders, and family members.

It was also consistently found that there is a frustration with youth not knowing what job and career opportunities are available to them and conversely employers don't know how to reach youth to communicate the opportunities they have for youth. There is a definite communication disconnect between youth, employers, educators and families. This was also noted in the Opportunities 2020 study and remains evident today.

Younger youth are unaware of youth assets in their municipalities. And access to youth assets such as training or youth centers is limited due to lack of affordable transportation.

Youth also find that there are few places for them to gather and enjoy each other's company.

2.7 North Perth Emergent Themes

The North Perth Core Team had tremendous success in communicating with the Youth of the municipality. Through the pilot of the Civic Engagement project at Listowel District Secondary school (LDSS), in person sessions and an on line survey (see Appendix) over 400 youth were engaged with to arrive at these emergent themes.

The themes include:

1. Lack of awareness of available jobs, careers and entrepreneurial opportunities in North Perth.
2. Limited venues for socialization for all life phases in the defined youth period of 15-29.
3. Lack of awareness and access to social infrastructure and programs.
4. Lack of opportunity for meaningful and engaging volunteer experiences.
5. Limited education opportunities beyond secondary school.
6. Lack of diversity and limited inclusion of new comers and bridging the rural-urban divide.
7. There are opportunities for improved, youth focused communication to promote existing resources and amenities.

3.0 Key Principles and Values

3.1 Key Principles

Key Principles outlined in the North Perth Corporate Strategic Plan include

- Honest and Accountable
- Inclusive and Vibrant
- Visionary and Forward Thinking

These key principles which reflect the goals values and aspirations articulated by the community at large are reflected in this Youth Attraction Strategic Plan as well.

Honest and Accountable

The process of youth engagement was conducted in an open and honest way. Goals set out in this Youth Attraction Strategic Plan will reflect youth concerns.

Inclusive and Vibrant

One of the key themes addressed in this Youth Attraction Strategic Plan is a need to be inclusive for both youth and newcomers to help create a diverse and vibrant community.

Visionary and Forward Thinking

The process used for this youth attraction strategic planning project was intrinsically visionary and forward thinking. North Perth took up the challenge not only at a municipal level but also within our secondary school – LDSS to address the issue of youth outmigration. This resulting Youth Attraction Strategic Plan is both visionary and forward thinking in its approach to engaging, retaining and attracting youth to North Perth.

3.2 Values

Throughout this strategic planning process it was recognized that North Perth is a Community of Character. Consideration has been given in the goal setting to the **11 values** demonstrated by a Community of Character.



integrity, **fairness**, responsibility, **perseverance**, *optimism*,
COURAGE, respect, **compassion**, **empathy**, *honesty*, inclusion

4. Vision

North Perth is an inclusive community which promotes strong social connections, social infrastructure, employment and leisure opportunities focussed on attracting, retaining and involving youth across the municipality.

5. Mission

North Perth's mission is to engage youth, community members, educators, employers, social services professionals, and municipal leaders to embrace the inclusion of youth in all aspects of community development to reach our vision of an inclusive, vibrant and socially engaged community.

6. Goals, Objectives, Actions and Performance Measures

The North Perth Youth Strategic Planning process engaged a broad cross-section of community stakeholders using a variety of methods all with the aim of developing specific goals, objectives and prioritizing actions to achieve the project Vision and Mission. This engagement identified consistent emerging themes, offering clear direction as to the primary issues of concern to youth and barriers to youth attraction and retention. These emerging themes are directly reflected in the proposed goals and actions. The recommended goals and actions impact broadly across all youth life stages, community sectors and geographic areas of North Perth which have been priorities of the project.

Life Stages of Youth

- 1) 15 – 18 : Secondary School students
- 2) 19 – 24: Post-secondary students or a time of rite of passage
- 3) 25 – 29 : Young adults / young family

As we identify the actions and outcomes of the Youth attraction strategic plan, we acknowledge 3 distinct life stages that comprise Youth aged 15 – 29. Each stage has different needs and priorities and should be considered in the recommended actions where feasible:

Emerging themes in youth engagement:

1. Lack of awareness of available jobs, careers and entrepreneurial opportunities in North Perth.
2. Limited venues for socialization for all life stages in youth aged 15-29.
3. Lack of awareness and access to social infrastructure and programs.
4. Lack of opportunity for meaningful and engaging volunteer experiences.
5. Limited education opportunities beyond secondary school.
6. Lack of diversity & limited inclusion of newcomers & bridging the rural-urban divide.
7. There are opportunities for improved, youth focused communication to promote existing resources and amenities.

The Recommended Goals are as follow:

GOAL 1: Build awareness and preparedness for current and future jobs, careers and entrepreneurial opportunities

GOAL 2: Improve access to venues and programs for youth to socialize

GOAL 3: Increase youth access to services and resources necessary for living in a rural setting (ie: housing, transportation, health care, education)

GOAL 4: Encourage meaningful and lasting community connections and civic engagement

Actions have been prioritized to address each goal to maximize community involvement, be achievable while having a significant impact on the attraction and retention on youth in North Perth. Each Action also has a Lead for the Action and a Partners in supporting and implementing the action. The proposed timeframe of:

- *Short*, - 1-2 years
- *Medium*, - 2-3 years
- *Long Term* - 3-5 years, and
- *Ongoing* – continuously over the duration of this strategic plan,

serve to prioritize each action and guides each Lead in implementation. Note that each action may include one or more steps to be determined by the Lead and Partners that will have an impact upon timing.

Performance measurement has been identified for each Goal to measure success across actions. These measure will be evaluated regularly and adjusted as needed.

GOAL 1: Build awareness and preparedness for current and future jobs, careers and entrepreneurial opportunities across North Perth

Strategic Objective: Develop strategies to inform and educate Youth across all age stages of the diverse and exciting career and current job opportunities in North Perth.

Community-Led Actions	Priority	Lead	Partners
1. Compile a Speaker list for LDSS for Career teachers from local employers and across career sectors. Develop a common format for speakers based on Youth interests	Short Term - 4 speakers - 4 sectors Med.Term 8- 5 Long Term 12 - 6	North Perth Chamber of Commerce	LDSS, BIA, Municipality, County EDO
2. Explore the re-launch of the Opportunity Lives Here (OLH) Job portal with a Youth focus on marketing and structure 2.1 At the next OLH Task Force meeting outline North Perth's needs for OLH	Short Term	County	OLH Task Force Municipality
3. Implement employer tours across sectors for all grade 9 and 10 students to enhance career exploration	Short and ongoing	FCLMPB	Municipality, County, LDSS, North Perth Chamber, BIA
4. Develop Career Path Profiles to identify career paths for youth in different sectors by workforce needs 4.1 Investigate funding via regional project	Medium Short	FCLMPB County	County EDO, OLH Municipality, NP Chamber, BIA

Goal 1: Measuring our Performance:

- 1. Speakers list compiled and being used by LDSS 4 speakers representing 4 sectors by Jan 2018, 8 speakers representing 5 sectors by January 2019 and 12 speakers representing 6 sectors on or before January 2020.**
- 2. a) Fall 2017 OLH Task Force understands North Perth's request for a youth focus to OLH website and a plan of action is drafted.**
2. b) Changes are made to the OLH website to represent youth needs by September 2018
- 3. a) 30 LDSS students participate in bus tours coordinated by FCLMPB Fall 2017 with a focus on manufacturing & healthcare days**
3. b) Annual tours take place for LDSS students focussing on two sectors in 2018, 2019 and 2020.
- 4. a) application for a joint regional Perth is submitted to RED to fund development of Career Path Profiles by September 29, 2017**
4. b) begin development of Career Path Profiles with strategic partners by March 2018
4. c) create a communications plan for creating awareness of Career Path Profiles with LDSS counsellors, coop teachers and careers teachers, as well as other strategic partners such as PIE, TTG by September 2018

5. Encourage local employers to increase use of meaningful summer and student employment opportunities to build relationships and local career connections	Short	FCLMPB	Municipality, NP Chamber of Com
6. Increase entrepreneurial programs and coaching for Youth in North Perth ie: offering courses and creating a youth Entrepreneurship club with mentors	Medium Term	Stratford Perth Centre for Business	LDSS, Chamber, BIA
7. Initiate micro-financing program for Youth to promote Entrepreneurship and develop financial acuity	Short to Med Term	Perth CFDC	County, local Financial institutions
8. Explore co-op program enhancements in North Perth with strategic partners for more meaningful placements and relationship development between employers and youth	Medium	Municipality	NP Chamber, LDSS, BIA
9. Develop Careers Curriculum ie: Job Search, Skills Wanted by Employers etc	Short	FCLMPB	Partners in Employment, NP Chamber
10. Increase education access for entry and skilled levels careers access to college and university level resources	Short and ongoing	Municipality	County, Contact North, Library

Goal 1: Measuring our Performance:

- 5. Engage employers in Career Path Profiles development which will lead them to examine career paths in their company, increasing consideration of meaningful summer, student, coop and volunteer opportunities focused on a long term relationship with entry level students. Meet with 2-3 employers each year to help them develop career focused opportunities.**
- 6. a) partner with SBEC by December 2018 to have a monthly presence in the high school**
- 6. b) partner with SBEC and LDSS to offer information sessions on Summer Company by January 2018**
- 6. c) partner with SBEC to offer “How to start your own small business” courses by January 2018**
- 6. d) repeat established model for each year of this strategic plan (items a), b), c)**
- 6. e) explore continuing education opportunities for youth businesses Fall 2018/spring 2019**
- 6. f)work with local service clubs to establish mentoring opportunities for entrepreneurial youth – 3 mentors by spring 2018, addition 3 mentors each year after for a total of 9 mentors by 2020**
- 6. g) form entrepreneurial club with mentors and strategic partners such as Chamber, BIA – first meeting to be held by June 2018 –**
- 7. a) meet with Norfolk County to explore their micro-financing program for youth – winter 2018**
- 7. b) meet with strategic partners to explore North Perth model and resources required by March 2018**
- 7. c) launch micro financing program for youth in North Perth by Summer (June 2018)**
- 8) see item 5 above for similar measures**
- 9)a) Work with strategic partners to bring soft skills training to North Perth Youth – Partners in Employment, Conestoga College Career Center first programs offered by November 2017,**
- 9.b) annual training offered each year of this strategic plan**
- 10. a) Offer a manufacturing job readiness program in North Perth ie: Skills Advance Ontario planned in Jan/Feb 2018**
- 10b) Investigate online university and college program resources via Contact North with regular presence in North Perth by Apr 2018**

GOAL 2: Improve access to venues and programs for youth to socialize

Strategic Objective: Develop and promote social opportunities via recreation and community programs

Community-Led Actions	Priority	Lead	Partners
1. Investigate starting a young professional group ie: Rotoract, Lions, Junior Farmers to plan regular meet ups, discuss and solve community issues and socialize	Short	Rotary Club of North Perth or other Community Groups	Municipality, Chamber, BIA
2. Engage youth that are 'New to North Perth' to ensure priorities are considered in programming and services and support community buddy and welcoming programs	Medium	Municipality	County, Library

Goal 2: Measuring our Performance:

1. a) make contact with community service groups by December 2017 to explore opportunities
b) find interested youth (2nd and 3rd life stages to move forward and lead this initiative) by March 2018
c) club up and hosting first meeting by January of 2019
2. a) Youth recruited to lead on this initiative with input from community by June 2018
b) Social media presence ready to be promoted to connect with new youth by March 2019
c) list of buddies created June 2018

Municipally-Led Actions	Priority	Lead	Partners
3. Use the Recreation Master Plan recommendations to develop programming and community hubs for all life stages of youth at Elma Logan, EMCC and Steve Kerr Rec Complex	Short to Medium	Parks & Recreation	Community Groups
4. Implement non-sporting recreation activities for youth of varying life stages across North Perth by developing an inventory of existing partners, finding new partners and helping coordinate events	Short	Municipality	Community Partners, Library
5. Add condition for municipal facility development to incorporate a social spot for youth and other community members to facilitate connections ie: lounge, chairs, tables, benches	Short and Ongoing	Municipality	
6. Develop and broadly market existing and new youth programs via youth focussed social media and webpages	Short and Ongoing	Municipality	

to house information on events, programs, training and services.			
7. Develop a local ambassador program with a focus on youth attraction and re-attraction	Medium	Municipality	
<p>Goal 2: Measuring our Performance:</p> <p>3. a) List created by Recreation department</p> <p>3. b) programs in place and one starting at each rec center on or before January 2019</p> <p>4. a) list of programs developed June 2018</p> <p>4. b) List of partners compiled by March 2018</p> <p>4. c) Implementation by Sept 2018 – list of rec centers and dates</p> <p>5. a) work with all department to help them understand the need by December 2017</p> <p>5. b) Strike working committee to operationalize by March 2017</p> <p>6 a) Create a list of existing local media channels used by youth and seek partnerships by Mar 2018</p> <p>6. b) Coordinate with existing resources for youth communication by June 2018</p> <p>6. c) Launch municipal channel for reaching youth by Jan 2019</p> <p>7. a) Research similar ambassador programs in other jurisdictions by January 2019</p> <p>7. b) Recruit 5 youth from all life stages to work as a group to develop local ambassador program by June 2019</p> <p>7. c) Launch program to North Perth public specifically youth by Jan 2020</p>			

GOAL 3: Increase youth access to services and resources necessary for living in a rural setting (ie: housing, transportation, health care, education)

Strategic Objective: Develop strategies to improve and promote inclusiveness and enhance social infrastructure services and resources offered by government and non-profit organization essential to youth

Community-Led Actions	Priority	Lead	Partners
1. Develop and market a Youth Amenities and Services Matrix for North Perth to inform youth of existing services and how to access all the services	Short Term	Municipality	United Way Perth Huron, Social Service providers, County
2. Coordinate a community speaking event where a newcomer service provider engages and educates the public and service providers	Short Term	OMAFRA & SRPC (social research and planning council with United Way)	Municipality, Service Groups, Schools
3. Initiate a Newcomer buddy program at local schools to promote inclusion	Medium term	United Way and local principals	Schools, ESL Services, Newcomer Settlement PH
4. Add a Youth Landing Page with Instagram or SnapChat and have youth involved in managing it	Medium	Municipality	AMDSB, Service Groups

Goal 3: Measuring our Performance:

- 1.a) Develop a Youth Amenities and Services matrix for North Perth by June 2018**
- 1.b) Market the Youth Amenities and Services matrix for NP by Sept 2018**
- 1.c) Approach Wayne Caldwell at UofGuelph to investigate development of an online app to hold matrix data by June 2018**
- 2.a) Event to be held in 2019**
- 3.a) Contact schools about participation by Sept 2018**
- 4.a) Research other Youth online communication strategies by March 2018 ; Recruit interested Youth and coordinate startup by 2019**

Municipally-Led Actions	Priority	Lead	Partners
5. Develop and implement a strategy to promote Housing portal to rental property owners and housing seekers	Short	Municipality	County,
6. Lobby the government on the need to re-introduce regional transportation from urban centres to North Perth	Short	Municipality. United Way and County	NP Chamber of Commerce, Service Groups

Goal 3: Measuring our Performance:

- 5. a) Compile list of North Perth rental property owners by Jan 2018**
- 5. b) Inform owners of Rental portal and supply training module by March 2018; Market to community including youth by June 2018**
- 6. Develop a joint letter and send to Provincial Government by March 2018**

GOAL 4: Encourage meaningful and lasting community connections and civic engagement

Strategic Objective: Develop strategies to promote connections that will increase Youth involvement and encourage Youth to live in North Perth

Community-Led Actions	Priority	Lead	Partners
1. Foster service projects and events that encourage youth engagement / community service by local service groups, churches and non-profit organizations	Ongoing	Municipality	Service Groups / Organizations
2. Promote the 'iVolunteer Perth Huron' portal with youth and volunteer organizations to enhance volunteering and community service among youth. 2.1 Coordinate a Volunteer Fair 2.2 Share in Career Class or signup station at school	Short	United Way Perth Huron	Municipality, Service Groups, Service providers, Schools

Goal 4: Measuring our Performance:

- 1. Draft and market the impact/importance of these initiatives to local service groups**
- 2.1 Partner with existing Volunteer Fair to market to Youth in North Perth**
- 2.2 Track # of new North Perth volunteer organization & # of youth registered as volunteers on iVolunteerPerthHuron**

Municipally-Led Actions	Priority	Lead	Partners
3. Establish a youth council in North Perth	Medium	Municipality	County, OMAFRA
4. Supply civic engagement issues for LDSS students to research as part of Independent Study Program and increase understanding of community issues and solutions	Ongoing	Municipality	LDSS, OMAFRA, County
5. Explore creation of a Youth Charter to consider Youth priorities in all municipal decision-making	Medium	Municipality/OMAFRA	
6. Develop a retention program directed to high school age youth before they leave to encourage them to return and to engage youth not choosing post-secondary education	Short to Medium	Municipality	Service Groups, LDSS

Goal 4: Measuring our Performance:

- 3 a) Explore different successful models ie: Wilmot Township by Jan 2019**
- 3.b) Develop a terms of reference and recruit members by Jun 2019**
- 4. Supply list of topics to LDSS Independent Study class teacher by the beginning of each school semester**
- 5. Research and share the benefits by June 2019**
- 6. Research other successful programs and arrange a meeting with partners to develop an approach by May 2019-**

7. Next Steps:

The Goals, Objectives and Actions are the first step in achieving North Perth's Vision for youth engagement, attraction and retention. Each Lead will be responsible to progress with implementing the Action with the support of the identified partners.

Once North Perth Municipal Council adopts the North Perth Perth4Youth Youth Attraction Strategic Plan, North Perth will move forward with the implementation of actions in partnership with the identified partner organizations such as Perth County Economic Development, the North Perth Chamber of Commerce, the Four County Labour Market Planning Board, School Boards, Community Service Groups and organizations connected with Youth.

To facilitate and direct plan implementation, a North Perth Perth4Youth Implementation Team will be created and comprise of members of the North Perth Perth4Youth Core Team, municipal and Perth County staff, community partner organization and interested youth across the life stages of 15-29 years of age. A Terms of Reference will be developed and regular meetings held to report back on the Action Progress and provide feedback and direction to the association Lead as necessary. Staff time will be needed to be allocated to coordinate the Implementation Team plus the various actions led by the Municipality in the Plan. The 2018 budget will take into account the Youth Strategic Plan and any cost associated with implementation which is not estimated to be significant with the exception of staff resources.

The Goals and Actions are intended to impact Youth of all age categories from 15 – 29, unless stated specifically within the particular Action, and across all of North Perth.

In addition, members of the Perth4Youth Advisory Committee will review the completed Youth Strategic Plans across Perth for areas of commonality to develop a regional approach to solutions, where possible, and apply for funding for actions that require financial support of human resources beyond the capacity of the lead or partners.

The proposed Youth Strategic Plan is a living document that will be monitored regularly and reviewed annually by the implementation team and reported to Council, its partners and the broader community.

8. Reporting Mechanisms

Annual performance measurement updates will be delivered in writing to council every October for the life of the plan. A presentation to council will be made in conjunction with this report. Key milestones will be highlighted through the municipality's online presence and that of its partners.

9. Communication Plan:

WHO?

- North Perth Perth4Youth Implementation Team (NPYIT) will communicate to municipal Council, community partners and individuals the goals and actions recommended within the North Perth Youth Attraction Strategic Plan
- Municipal staff or the Implementation Team secretary as determined by the NPYIT will communicate information pertaining to the Implementation Team meetings
- Action Item Leads and Project Partners will also communicate information to those applicable as the plan is implemented.

WHAT?

- Progress results and measurements will be reported annually to continue to engage and energize the community on Youth attraction and retention in North Perth
- Municipal staff or the Implementation Team secretary will communicate meeting agendas and minutes to the Implementation Team members in advance of regular meetings as timing is agreed.
- Action item implementation and key milestones will be reported and communicated broadly to support successful implementation.

WHEN?

- . Project implementation is organized by Short, Medium, Long Term and Ongoing.
 - Short Term – 1-2 year implementation
 - Medium Term – 2-3 year implementation
 - Long Term – 3-5 years
 - Ongoing – The item will continue to occur once implemented

HOW?

The P4Y Implementation Team will use the municipal website, social media and press releases to share the implementation of this plan. Partners, individuals and community

groups engaged during and after the strategic plan development will also be invited to share the progress and results of the plan by similar methods. Finding ways to communicate the plan and actions successfully to the Youth age group is essential to the overall success of the plan and is one of the actions of the plan itself.

10. Appendices

Appendix A

Core Teams Members

Kelsey Dunbar, Sydney McCourt, Brett Miller, Kim Kowch (staff)

Community Partners

Atwood Lions Club, Avon Maitland District School Board, Four County Labour Market Planning Board, Junior Farmers, Listowel BIA, Libro Financial, North Perth Churches, North Perth Chamber of Commerce, North Perth Public Library, Rotary Club of Listowel Shelterlink Stratford Perth, Youth Unlimited, North Perth Small businesses, Community Service and Recreation Organizations, Perth County Economic Development, OMAFRA.

Appendix B

1. Environmental Scan

Strengths, Weaknesses, Opportunities and Threats (SWOT)

2. North Perth Community Data – Survey & Results

3. LDSS Survey and report