

**Municipality of Chatham-Kent**  
**Community Development**  
**Community Attraction & Promotion**  
**Information Report**

**To:** Mayor and Members of Council  
**From:** Victoria Bodnar, Manager, Community Attraction & Promotion  
**Date:** March 30, 2023  
**Subject:** CK to the Power of Young People 2022 Survey and Advisory Group Update

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This report is for the information of Council.

**Background**

The Chatham-Kent to the Power of Young People (CKY) initiative started in 2017 as part of ongoing municipal efforts to grow the population by engaging those aged 15-39 on their perceptions of life in Chatham-Kent, to inform resident attraction and retention efforts. A CKY Survey was conducted in June of that year, building on an earlier 2012 Survey of Young People, which have been used to direct the work of the Community Attraction & Promotion division and community partners.

A key finding from the 2017 CKY Survey was that only 22% of those surveyed felt their contributions to the community were valued, with many reporting frustrations over the lack of young peoples' opinions being known, heard, or acted upon. Based on this feedback, Council directed administration to develop the CKY Advisory Group to provide an opportunity for local young people to become involved in community planning discussions. The CKY Advisory Group was created as a Committee of Administration in 2018. With administrative support from the Community Attraction & Promotion division, the CKY Advisory Group provides input into decision-making for municipal administration, Council, and community partners to enhance Chatham-Kent's ability to attract, engage and retain young people. Since being developed, Council has received two CKY Advisory Group - CK to the Power of Young People (aged 15-39) Initiative Update information reports (on June 10, 2019, and February 26, 2021, respectively) and are invited to attend bi-monthly CKY Advisory Group meetings to engage directly with members.

In 2022, the third CKY Survey of Young People was conducted, which gained input from 601 young people. This report provides key findings from the 2022 CKY Survey of Young People and updates on the activities of the CKY Advisory Group.

## **Comments**

The 2021 census shows that work to attract, engage, and retain young people aged 15-39 in Chatham-Kent has been successful.

- Chatham-Kent's total population increased by 2.3% between 2016 and 2021, a notable change from a decline of -4.2% reported in 2011 and -2% in 2016.
- Chatham-Kent's population of young people, aged 15-39, grew by 2.7% from 2016 to 2021, compared to declines of -5.9% in 2016 and -9.9% in 2011.
  - Age cohorts with notable increases;
    - 25-29 years + 7.2%
    - 30-34 years + 1.3%
    - 35-39 years + 11.4%

## **CKY Survey of Young People, 2022**

From July to September 2022, the Community Attraction & Promotion division conducted a survey of young people, aged 15-39, with the support of the CK to the Power of Young People – CKY Advisory Group. This survey was promoted through social media, news media, in-person at community events, and shared by partner organizations to young people across Chatham-Kent. In total, 601 responses were received. The survey is connected to the broader CK to the Power of Young People initiative and compliments surveys conducted in 2012, 2017, and a 2020 survey held during the early stages of the COVID-19 pandemic.

The results of the 2022 survey will continue to guide and focus the work of the Community Attraction & Promotion division and the CKY Advisory Group. Both qualitative and quantitative responses were received and analyzed by Community Attraction & Promotion, with input from the CKY Advisory Group. Key findings from the report are listed below.

### **Attraction:**

- The top reasons for choosing to live in Chatham-Kent specifically:
  - Friends/Family (64%) (family-friendly nature of life in CK)
  - Employment (17%)
  - Affordability (10%)
- The top 5 factors when choosing a community to live in:

<b>Factors when choosing a community to live in</b>	<b>2022 Rating</b>	<b>2020 Rating</b>	<b>2017 Rating</b>
Affordability	1 (tied)	1	3
Employment	1 (tied)	2	1
Safety	2	3	4
Environment	3	4	5
Health	4	5	2

- Quality of life remains a key attraction for CK
  - What young people like about CK, by ranking:
    1. Nature/outdoor recreation
    2. Small town/rural lifestyle
    3. Sense of community & people
    4. Affordability
    5. Close to larger centers/US border
- 46% said there are work-related opportunities for them in CK
  - 41% - 2017 and 46% - 2012

#### Retention:

- 82% would or may like to continue living in CK, compared to 87% in 2017
- Engaging & retaining young people remains a key need
  - Fewer respondents in 2022 (20%) feel the municipality values the contributions that young people make to the community than in 2017 (22%) and 2012 (23%)
- More Things to Do & Options for Leisure Desired
  - 20% of respondents said there are sufficient leisure activities in CK for them in 2022, compared to 29% in 2017
  - What young people want improved in CK, by ranking
    1. More things to do/events
    2. Affordable & available housing
    3. More shopping/dining/night life opportunities
    4. Improved infrastructure/construction times
    5. Greater range of jobs available

The full report is included (Attachment A) and is available on the [CK Young People](#) webpage. Key findings are also available in a CKY 2022 Survey Infographic which will be available on the [LivingCK](#) website and will be shared through social media and presentations to community partners.

#### CKY Advisory Group

The CKY Advisory Group continues to engage in discussions with the Community Attraction & Retention team, municipal administration, members of Council, community groups, and other young people connected to Chatham-Kent.

#### Vision

Young people aged 15 to 39 in Chatham-Kent feel that their contributions to the community are valued and that their opinions are considered and acted upon in decision-making.

## Mandate

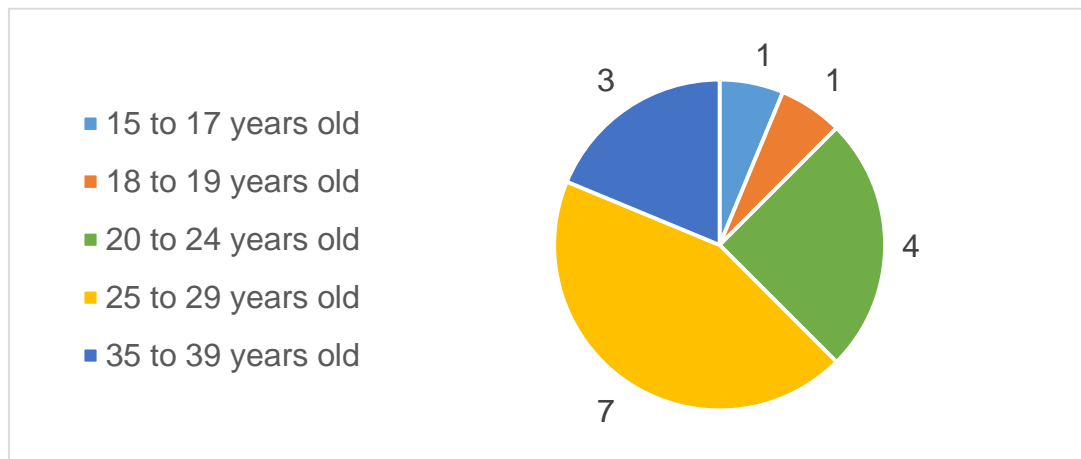
The Chatham-Kent to the Power of Young People (CKY) Advisory Group provides an opportunity for local young people to become involved in community planning discussions and provide input to decision-making with Council, administration, and community partners, which enhance Chatham-Kent's ability to attract, engage, and retain people aged 15 to 39.

## Membership

The CKY Advisory Group consists of young people from across Chatham-Kent and one non-voting municipal staff member whose role is to support the Advisory Group's activities. Advisory Group members are listed below by name, and community:

<b>Name</b>	<b>Community</b>
Jason Brown (Co-Chair)	Chatham
Megan Siddall (Co-Chair)	Dresden
Sarah Weaver (Communications Officer)	Chatham
Colm McGivern	Wallaceburg
Danielle Esch	Tilbury
Evan Rogers	Chatham
Jessica Thibeault	Chatham
Kaitlyn Smoke	Pain Court
Laura Wheeler	Ridgetown
Md Asadul Islam	Chatham
Morena McDonald	Ridgetown
Olivia Jones	Chatham
Saysha Michaels	Chatham
Spencer Stinson	Blenheim
Zara Belanger-Pepper	Chatham

The group represents those aged 15–39, with current age representation as follows:



### Past Activities

Since 2018, the CKY Advisory Group has completed the following activities:

- Hosted 2 priority setting meetings with Mayor Canniff to support attraction, engagement, and retention of young people in Chatham-Kent for the 2018-2022 and 2022-2026 Council terms
- Hosted 12 Councilors at CKY meetings to provide direct feedback throughout the 2018-2022 term (these are open invitation meetings)
- Provided 2 presentations to Council to share feedback from young people (aged 15-39) across Chatham-Kent from the CKY Surveys of Young People
- Provided input to 20 municipal administration initiatives:
  - CK Climate Change Action Plan feedback and engagement support
  - Waste, Recycling and Climate Change feedback
  - Participated in 1 Growth Strategy review workshop with the CK Plan 2035 and Community Development Advisory Committees of Council
  - Diversity, Equity, Inclusion, and Justice initiative feedback and Champion's Network participation
  - RideCK, MCK Transit feedback
  - Planning Process information shared
  - Community Attraction & Promotion's LivingCK projects supported:
    - CKY Initiative and Community Action Plan (2019) feedback
    - Hosted 1 Intergenerational Workforces conference with LivingCK, CK Community Leaders' Cabinet (CKCLC), and CK Workforce Planning Board (CKWPB)
    - Hosted event booth at 1 CKWorks: Community Connections event and engaged local employers on connecting with young employees
    - Choose Chatham-Kent Brochure feedback
    - LivingCK.ca web update feedback

- Participated in first virtual First Impressions Community Exchange (FICE) with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)
- Work Anywhere. Live CK. campaign feedback
- baCK2CK campaign feedback and participation in video
- That's LivingCK campaign feedback and participation in video
- LivingCK New Resident Guide feedback
- Choose CK 2022 Campaign feedback
- Submitted letter of support for CK Local Immigration Partnership to Immigration, Refugees and Citizenship Canada (IRCC)
- CKY Survey of Young People, 2020 and 2022
  - Gained feedback from 1,001 young people in 2020, and presented the results to Council
  - Presented CKY 2020 Survey findings to 4 partners
  - Engaged young people on the 2022 CKY Survey of Young People through 3 community events & gained 601 responses
- Provided input to, or partnered on, 10 community projects:
  - Hosted 3 community engagement meetings
    - Downtown Chatham Centre renovation project
    - Prosperity Roundtable – Student Engagement Hub
    - United Way Community Conversations
  - Joined CK Community Leaders Cabinet
    - Provided input to skilled trades initiatives with MPP McNaughton
  - Hosted 2 Federal Election Forums and 1 Provincial Election Forum with the Chatham-Kent Chamber of Commerce's YconneCKt
  - Hosted 2 networking events for young people with YconneCKt
  - Co-hosted cross-learning session with CK Satellite Rotary Club

### Current Focus and Activities

To prioritize themes of work and opportunities for partnership, the CKY Advisory Group works from feedback gained in the CKY Surveys of Young People and emerging trends seen in the community. The focus of current activities is outlined below.





Activities	Purpose
Council Engagement & Social Media Stories	<ul style="list-style-type: none"> <li>• Engage Council on what YP care about &amp; highlight how to contact Council</li> <li>• Demonstrate value of YP opinions</li> <li>• Encourage civic engagement amongst YP</li> </ul>
CK Community Profiles & Digital Content Creation Support	<ul style="list-style-type: none"> <li>• Highlight things to do across CK</li> <li>• Share positive stories that matter to YP</li> <li>• Contribute to LivingCK content</li> </ul>

Volunteer Opportunity Support	<ul style="list-style-type: none"> <li>Highlight opportunities for YP to get involved in community development</li> <li>Demonstrate contributions of YP</li> </ul>
Young People Recognition Awards	<ul style="list-style-type: none"> <li>Highlight opportunities for YP to get involved in community development</li> <li>Demonstrate contributions of YP</li> </ul>
CKY Meetings with Council, administration & Community Partners	<ul style="list-style-type: none"> <li>Engage Council on what YP care about</li> <li>Provide feedback on community development initiatives to support increased attraction/retention of YP</li> </ul>
Climate Change Action Plan Support	<ul style="list-style-type: none"> <li>Support the Climate Change Action Plan by seeking increased engagement from YP</li> </ul>

Note: YP = young people

### **Areas of Strategic Focus**

This report supports the following areas of strategic focus:

			
<b>Economic Prosperity</b>	<b>Healthy &amp; Safe Community</b>	<b>People &amp; Culture</b>	<b>Environmental Sustainability</b>
1.3 1.4	2.2 2.3	3.2	4.1 4.2

### **Consultation**

The activities and initiatives outlined in this report are administered by the Community Attraction & Promotion division but are a collaborative effort of the community.

Members of the CKY Advisory Group were consulted and provided input on the information and activities outlined in this report.

### **Communication**

Communication is proposed to be through the inclusion of this report on the Council agenda and related communications, including on the [LivingCK website](#).

**Diversity, Equity, Inclusion and Justice (DEIJ)**

The long-standing work by the Community Attraction & Promotion team to engage young people in Chatham-Kent is rooted in the principles of DEIJ. Specifically,

- CKY research reports include information and analysis on demographics of respondents including by age cohort, gender identity, LGBTQ+ community, first language, racialized communities, Indigenous Peoples, and location of residents. This feedback is used to understand where differences in feedback may arise and to understand demographic groups that may be under-represented in feedback gained.
- Recruitment for the CKY Advisory Group seeks to gain representation from diverse demographic communities in Chatham-Kent. The recruitment process includes an optional question which asks “We’re looking for a diverse team for this Advisory Group that represents community members from a variety of backgrounds, knowledgebases, and experiences. We encourage all to apply, including women, people experiencing barriers, Indigenous People, and racialized communities. What unique perspective and/or lived experience do you bring?”

**Financial Implications**

There are no financial implications resulting from this report.

Prepared by:

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- Audrey Ansell, M.A., Ec.D, Director, Community Attraction & Promotion

Reviewed by:

- Bruce McAllister, General Manager, Community Development

Consulted and confirmed the content of the consultation section of the report by:

- Jason Brown, CKY Advisory Group Co-Chair
- Megan Siddall, CKY Advisory Group Co-Chair

Attachment(s):

- Attachment A – CK to the Power of Young People (aged 15-39) - CKY 2022 Survey