

**ALGOMA PUBLIC HEALTH BOARD MEETING  
JANUARY 24, 2018 @ 5:00 PM  
SAULT STE MARIE ROOM A&B 1<sup>ST</sup> FLOOR, APH SSM**

**ADDENDUM**

**11.0 Addendum**

- a. Common Cause and New Direction for Sault Ste. Marie – Request for support Chair

***Resolution:***

*THAT the Board of Health for Algoma Public Health directs the Medical Officer of Health to provide a letter of support to the City of Sault Ste. Marie with respect to their community development initiative.*

PEOPLE

PLACE

PROSPERITY

2017

20YRS.

2037

Our collective  
future.

A Common Cause and New Direction For **Sault Ste. Marie.**

Presentation to: Algoma Public Health  
Jan. 20<sup>th</sup>, 2018

**Futuressm.com**



## SAULT STE. MARIE IS A GREAT COMMUNITY.

*Our location is a defining strength:*

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We live at the heart of the greatest fresh water resource in the world ■



Are surrounded by natural power generation ■



A stone's throw to Canada's largest trading partner ■

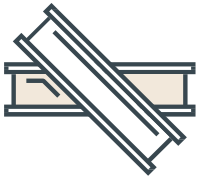


With some of the best mountain biking, skiing, hiking, sailing, camping, and cottage country in North America ■

SSM

*We have what it takes to be a growing and vibrant city, but to become one we have to acknowledge some difficult realities and work together as a community in common cause and direction.*

## HERE ARE A FEW OF THOSE DIFFICULT REALITIES:



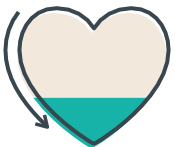
**Our economy is stagnant and is largely dependent on a single industry.**

Essar Algoma is in the midst of its third restructuring since 1992.



**The demographics of our community are working against us, out net migration continues, and the elementary, secondary and post-secondary student population is decreasing.**

We have a current median age of 45.7, compared to the provincial average of 40.4.



**The social (health, well-being, and education) metrics of our community are falling below acceptable standards.**

Too many of our children are going to school hungry and not enough are finishing high school.





# A COMMON CAUSE AND NEW DIRECTION

**The time to act is now** and this document is being offered as the common cause and direction. It should not be read as a final prescription but as a beginning that starts like this:

“

*We want Sault Ste. Marie to be a vibrant city with a population of 100,000 by 2037. We will invest in our People. We will celebrate our Place. We will create Prosperity.”*

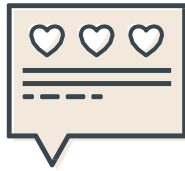


# HOW ARE WE GOING TO GET THERE?

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ECONOMIC  
GROWTH &  
DIVERSITY



SOCIAL  
EQUITY



CULTURAL  
VITALITY



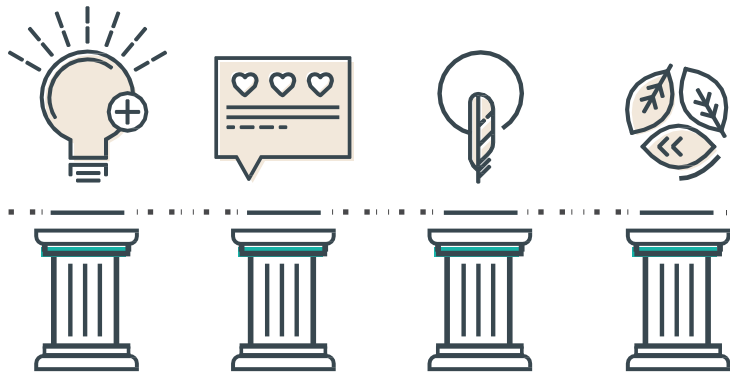
ENVIRONMENTAL  
SUSTAINABILITY

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*Focusing on these four pillars will build a world class community and allow us to achieve our goals.*

# OVERARCHING GOALS

*There were a number of priority goals that came up time and again and spanned multiple pillars.*



These are broad goals that will help support the development of all four pillars, and as such are a high priority.



1

**Promote our community**

2

**Refocus economic and community development**

3

**Build our labour force**

4

**Grow our post-secondary institutions**

5

**Invite immigration and welcome newcomers**

6

**Advance Indigenous relationships**

7

**Improve community well-being**

8

**Revitalize our downtown**

## FUTURE STATE: 01

# **Economic Growth and Diversity**



E  
G  
D

*Sault Ste. Marie will be recognized as a smart, growing, high quality-of-life community that is the home of dynamic industrial sectors, life-enhancing research and progressive post-secondary institutions. As a result, our community will attract talent and capital, and will support a strong entrepreneurial ecosystem.*

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### RECOMMENDATIONS:

#### **Grow from within**

##### **EGD-01**

Grow from within by supporting the expansion of existing companies and by enhancing the entrepreneurial ecosystem across the community. There is a significant opportunity to generate GDP and revenue by helping already established businesses and local start-ups expand to sell to markets outside of Sault Ste. Marie and the Algoma Region.

#### **Post-secondary education**

##### **EGD-02**

Support efforts of all educational institutions to establish new programs—including graduate and professional programs— and to attract students from outside the community.

##### **EGD-03**

Encourage and support collaboration of post-secondary institutions with industry to build a labour force for the future.



# FUTURE STATE: 01

## **Economic Growth and Diversity**



E  
G  
D

### RECOMMENDATIONS:

#### EGD-04

##### **Information technology**

Encourage our post-secondary entities to establish programs in the emerging areas such as block chain, Artificial Intelligence, and 3D printing.

#### EGD-05

Continue efforts to develop the gaming cluster based on existing community strengths.

#### EGD-06

Develop world class Internet expertise with the best high-speed Internet connectivity in Ontario and best of breed utilization of the Internet to market and sell globally.

##### **Global Tourism**

#### EGD-07

Develop new place-based tourism infrastructure and products in the community and surrounding area.

#### EGD-08

Pursue new global markets to identify our community and region as a premier destination.

#### EGD-09

Support the growth of the Agawa Canyon Tour Train and Searchmont.

#### EGD-10

Pursue UNESCO heritage site designation for the St. Mary's River.

##### **Research**

#### EGD-11

Establish research clusters to focus on emerging areas within health care, energy, food/agriculture, and I.T.

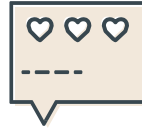
##### **Business Development**

#### EGD-12

Foster a pro-business and entrepreneurial environment in municipal government that encourages growth and development.

## FUTURE STATE: 02

### Social Equity



SE

*Sault Ste. Marie will be a welcoming and inclusive community where everyone is valued and respected, has access to an acceptable standard of living, can fully engage and participate in all aspects of community life, and is able to realize their full potential.*

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## RECOMMENDATIONS:

### SE-01

Reduce the number of people living in poverty to below the provincial average by 2027.

### SE-02

Strengthen the relationship with Indigenous peoples and communities.

### SE-03

Increase the number of community members who feel that Sault Ste. Marie is a safe, welcoming and inclusive place that supports their wellbeing.

### SE-04

Exceed the provincial average on recognized domains of growth and development for children and youth.

## FUTURE STATE: 03

### Cultural Vitality



*Sault Ste. Marie celebrates its history, natural and cultural heritage, and diverse identities, transforming the city into a global centre of cultural excellence through inclusive, broad-based, meaningful participation in the sector with continual renewal and growth of its creative economy.*

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## RECOMMENDATIONS:

### CV-01

Create a full-time City staff position to act as an advocate and catalyst for the arts and cultural sector.

### CV-02

Update the City Cultural Policy and develop a Cultural Plan.

### CV-03

Develop a sustainable funding model incorporating both public and private support to further develop cultural facilities, organizations, and events.

### CV-04

Market our city as a preferred location for film and digital media production.

### CV-05

Assist and coordinate efforts to develop and market our artists.

### CV-06

Foster a culture of creativity and excellence by celebrating arts and culture, and providing diverse opportunities for creative expression and professional development.

## FUTURE STATE: 04

### Environmental Sustainability



E  
S

*Sault Ste. Marie will be recognized as a leader in Environmental Sustainability and Alternative Energy that has a superior quality-of-life based on natural environment and excellent air, soil, and water quality.*

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## RECOMMENDATIONS:

### ES-01

Develop a comprehensive Community Energy Plan to discover new energy savings, technology applications, and investment opportunities.

### ES-02

Investigate the expansion of the current City recycling program.

### ES-03

Establish a working group with companies and groups currently engaged in alternative energy to explore both expansion and new energy technology opportunities.

### ES-04

Consider expanding the Environmental Initiatives Committee's mandate to a broad-based community approach.

### ES-05

Protect and encourage growth in farm-scale production and support Rural Agri-Innovation Network (RAIN) developing into a Centre of Excellence for Sustainable Northern Agriculture.

3,2,1

**It's go time.**



We need to act with urgency to build a brighter future for Sault Ste. Marie. Goals and the related recommendations are offered as a suggested approach and path forward. They will take significant time, effort, and most importantly, buy-in from stakeholders and the community at large. Great things can happen if people come together and work for a common cause for the broader community benefit.

*In that spirit, we suggest that the appropriate next steps are as follows:*



City Council will be asked to endorse the plan as a key stakeholder and direct carriage of the plan on the City's behalf to the Deputy Chief Administrative Officer of Community Development & Enterprise Services.

The plan will be presented to community partners to request their buy-in and endorsement.

A Community Round Table (CRT) should be established to encourage ongoing collaboration and to coordinate action across sectors. Smaller working and study groups can be formed with members of the CRT and subject matter experts from the community.

An annual report will be prepared and issued to monitor and communicate progress to date.





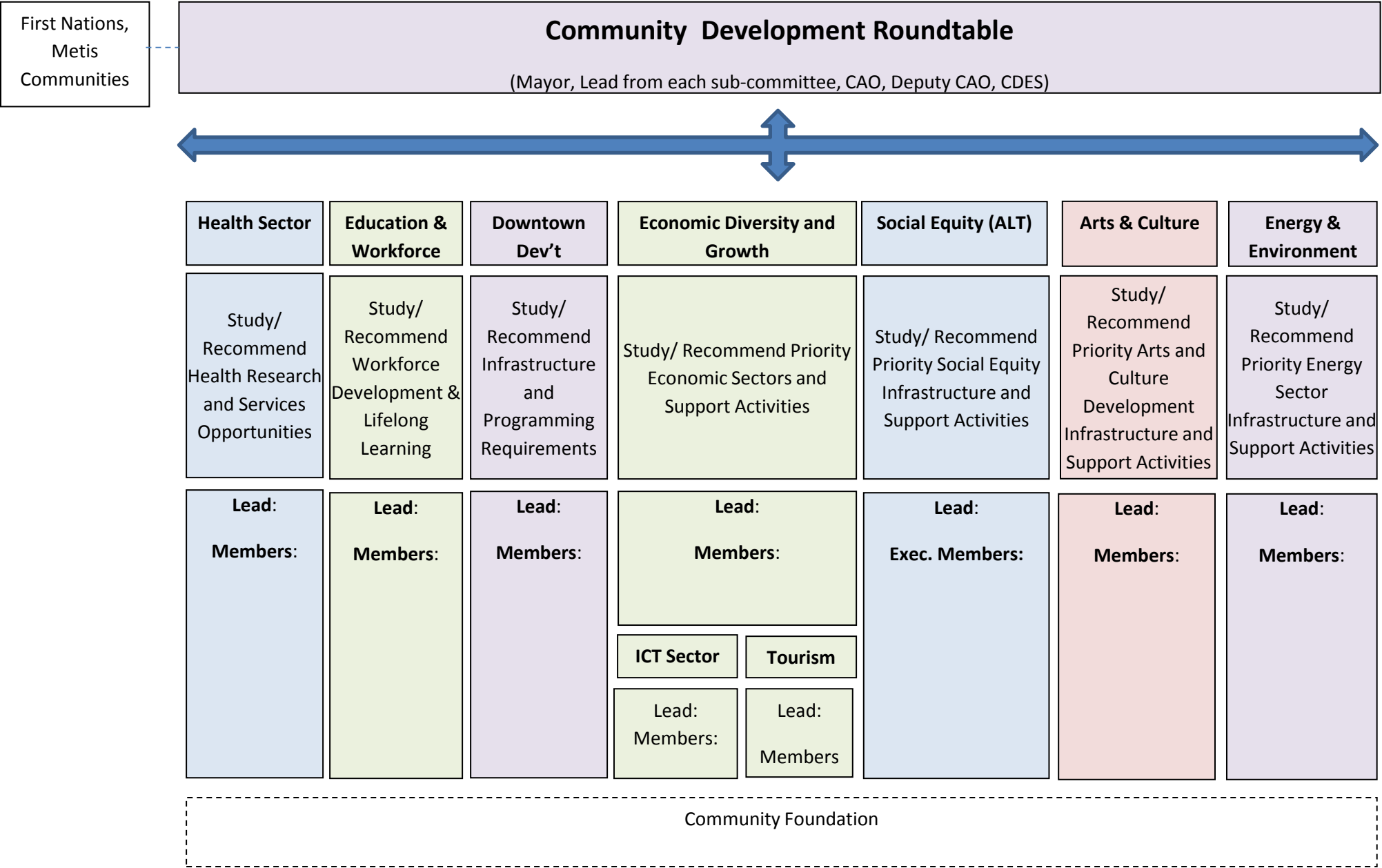
# Implementation Plan

*A cornerstone for the project is to have wide engagement across the community.*

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## COMMUNITY ROUNDTABLE:

- Community alignment and collaboration
- Build momentum
- Sub-committees provided with specific tasks for recommendation
- Leverage existing groups



# Implementation Resources

*City Council has approved utilizing resources to advance the implementation of these recommendations. Funding applications have already been submitted to leverage this investment.*

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## BUDGETED RESOURCES :

- Staff resources to coordinate activities
- Budgets to address specific recommendations (e.g. community promotion)
- Dedicated resources to address gaps identified (e.g. arts and culture development, workforce development)
- Budgets to assist new initiatives moving forward and undertake community promotion

# APH Ideas for Collaboration

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- Engage with APH to identify opportunities for community development:
  - Community health improvement opportunities
  - Research opportunities
  - Job development opportunities
- Funds are being targeted to initiative development process

# Requests of APH

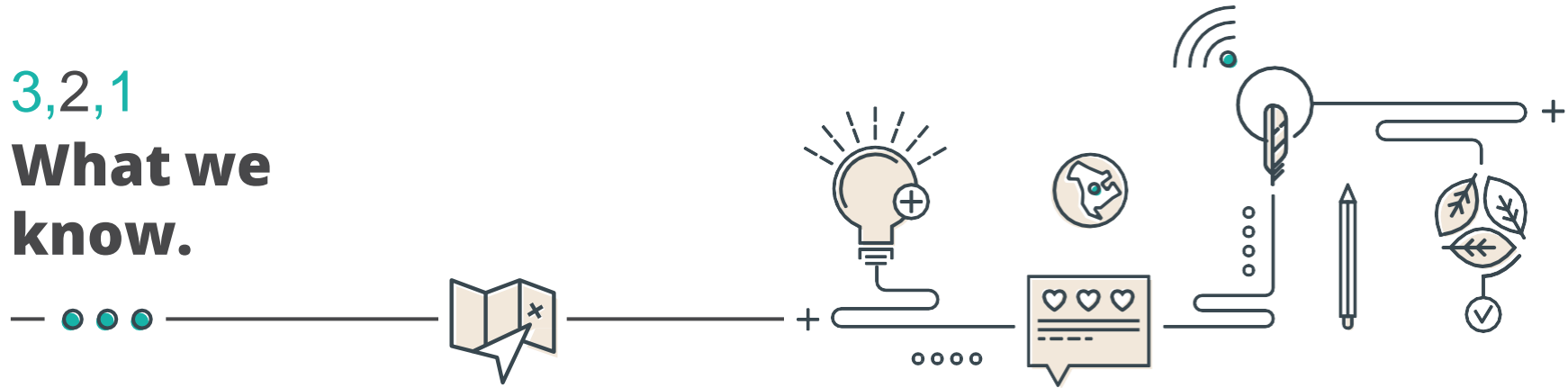
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- Pass a resolution of support from Board or letter from senior management for participating in this community development initiative
- Suggest names for committee participation as interest exists
- Collaborate with the City on strategic initiatives we can jointly support
- Provide us with your thoughts and ideas on how we can improve as a community



3,2,1

## What we know.



1

*We know that our community is endowed with resourceful and hard-working **people**, ones who are ready to collaborate and contribute in positive ways.*

2

*We know that we are fortunate to live in an area with a tremendous sense of **place**, a sense that is transmitted by our geography, history, and surrounding environment.*

3

*By creating alignment, coordinating actions, and making decisions in accordance with the four pillars approach, we know that Sault Ste. Marie can achieve sustainable and dependable **prosperity**.*

PEOPLE

PLACE [Futuressm.com](http://Futuressm.com)

PROSPERITY