

Project Scoping: County of St. Paul Labour Study

Program: Labour Market Partnerships (LMP) Program

February 28, 2018

ALIGNMENT WITH BUSINESS PLAN OF ALBERTA LABOUR

This project aligns with:

Outcome Three:

- Workers and newcomers are well-prepared to participate in Alberta's dynamic labour market

Key Strategies

- 3.1 Develop, administer and assess training and employment programs, in collaboration with federal and provincial partners that connect Albertans to jobs in response to Alberta's current and future needs.
- 3.2 Contribute to the implementation of recommendations outlined by the Truth and Reconciliation Commission and the United Nations Declaration on the Rights of Indigenous Peoples.
- 3.3 Support Albertans to obtain labour market experiences and active participation in the labour force through the Summer Temporary Employment Program (STEP) and the Canada-Alberta Job Grant (CAJG).
- 3.4 Develop labour market information to support informed decision-making by Albertans, government, communities, training providers and employers.

OBJECTIVES

Conduct a labour supply/demand scan to:

- Identify labour gaps that present challenges to maximizing employment levels and profitability for local businesses.
- Utilize employment data and employer input to identify sustainable new industry sectors and business opportunities in the region that will add high value jobs to the local economy.
- Identify the jobs required to diversify the local economy into sustainable new industry sectors in the medium to long term.
- Identify job requirements and training requirements to identify new training requirements to support new sectors and diversification.
- Identify employer challenges of hiring in the region.
- Identify challenges for job seekers in the region.
- Present any possible solutions to labour challenges identified by the scan, including steps to attract skilled newcomers through effective labour mobility.
- Take the scan data, analysis, and recommendation to form strategic steps to attract and retain workers in key St. Paul industry sectors (present and future).
- Produces the communications tools (web, print, social media, etc.) suggested by the Strategy.

PROJECT PARTNERS AND CONTRIBUTORS:

St. Paul Chamber of Commerce:

- Project Coordinator, organize partners and prepare research questions
- Facilitate employer interviews and provide employer contact info
- Roll out and present findings to partners and community

Elk Point Chamber of Commerce:

- Facilitate employer interviews and provide employer contact info
- Roll out and present findings

Mallaig Chamber of Commerce

- Facilitate employer interviews and provide employer contact info
- Roll out and present findings

County/Town of St. Paul:

- Utilize the data, analysis, and recommendation to form strategic steps to attract and retain workers, identify new industry and business opportunities
- Work with partners to identify questions that will assist with Economic Development Plans

Alberta Information Hub

- Provide Industry development information
- Provide regional data
- Assist to identify emerging industry sectors and business opportunities in the region that will add high value jobs to the local economy

Saddle Lake First Nations

- Utilize the data, analysis, and recommendation to form strategic steps to attract and retain workers, identify new industry and business opportunities
- Work with partners to identify questions that will assist with Economic Development Plans

Portage College

- Present possible solutions to labour challenges identified by the scan

University nuhelot'jine thaiyots'j nistameyimâkanak Blue Quills

- Present possible solutions to labour challenges identified by the scan

Alberta Works

- Offer work space and access to unemployed individuals to respond to research requests

Alberta Ministry of Labour:

- Provide current contacts and LMI to researchers
- Funding

WORK PLAN

The project would feature three steps:

1. Labour Market Environmental Scan

1. Secondary Research (Literature Review)

- Gathering of any pertinent documents, reports and statistics from project partners and other sources. The release of labour statistics from the 2016 Statistics Canada Census is expected to be helpful, as well as data from Alberta Labour
- 2. Primary Research (Stakeholder Consultations)
 - Stakeholder Engagement process will be split into two parts:
 - Information gathering from local employers (interviews)
 - Information gathering from those currently unemployed/under-employed in the region (surveys)

The goal of stakeholder engagement in the project is two-fold: 1. To capture data to support the creation of a Scan that can successfully guide stakeholders, 2. To build a foundation of regional shared support for the recommendations in the County.
- 3. Analysis
 - In the analysis phase of this project, we will collect, review, organize and examine all data from the Literature Review and Stakeholder Consultations
- 4. Reporting
 - The analysis will lead to a report presenting the finding of the scan and go-forward recommendations. The report will be presented to all project partners and stakeholders.

The Labour Market Environmental Scan should be followed by two subsequent steps:

2. Labour Market Strategic Plan

- Step 2 takes the data, analysis, and recommendations from Step 1 to form strategic steps to attract and retain workers in key St. Paul industry sectors (present and future).

3. Labour Market Communication Plan

- Step 3 produces the communications tools (web, print, social media, etc.) suggested by the Strategy.

TIMELINE and FUNDING

We estimate this to be a 9-12-month project and could start in the fall of 2018 and finish by September 30, 2019.

We estimate the total project cost to be approximately \$80k to \$95k.

1. Labour Market Environmental Scan

- Budget: \$45k-\$50k
- Timeline: 4-5 months

2. Labour Market Strategic Plan

- Budget: \$15k-20k
- Timeline: 2-3 months

3. Labour Market Communication Plan & Tools

- Budget: \$20k-25k
- Timeline: 3-4 months

NOTE 1: Estimate Precision

- As this is a rough project scope, exact budgets and timelines are not possible yet. It will be necessary to decide on an exact methodology and deliverables before precise budgets and timelines can be determined.

NOTE 2: Phases

- Depending on resources, the project could be split into two phases. 1. Labour Market Environmental Scan; and 2. Labour Market Strategic Plan and Labour Market Communication Plan & Tools. However, from a contractor perspective, there are economies of scale in doing all three steps in one project.