

Peterborough & the Kawarthas Economic Development Regional Analysis of Strategic and Community Action Plans

1. Background

This project was inspired by evolving economic forces (such as changing demographics, technological advances, the move towards greater automation, and the ongoing effects of the COVID-19 pandemic) that have reshaped the way communities undertake their work and business.

The PKED Future-Ready Strategic Plan is an example of strategic planning with the goal of managing such forces, while also promoting sustainable economic development in Peterborough and the Kawarthas.

2. Purpose

To ascertain the alignment of the Peterborough & the Kawarthas (PK) Strategic Plan (Future Ready 2020-2024) and other strategic plans in the Peterborough county to assess the factors that may be facilitating and/or impeding strategic planning coordination across jurisdictions.

3. Research Questions

Q1: In what ways do the main economic development strategic plans of the City of Peterborough and townships within Peterborough county align or not align with the PK Future Ready Economic Development Strategy and Action Plan?

Q2: What are the factors facilitating and impeding greater cooperation between planning units in the development of strategic plans?

4. Methodology

Literature Review

Semi-structured interview: Interviewed representatives from seven of eight townships, and two PKED members

"We can put it on [strategic] plan as much as we want, but if there's not the funding to pay for it, and we don't have the infrastructure to support it, then it's a bit of a challenge." ~Chris Challenger

"Where each of the patches on a quilt is its own unique patch....but stitched together is the region" ~Kelly Jessup

5. Results

Inconsistencies:

- a. General lack of synergy in a regional approach to branding- in an effort to attract residents, tourism, and investments
- b. Differing communal needs- this is reflected in each township's unique strategic plans
- c. Urban-rural and regional-local dichotomies

Consistencies:

- a. Utilisation of available resources by all townships in order to capitalize on competitive advantages
- b. Collaborative ethos- a collective understanding of the merits of working together
- c. Increasing services for permanent and seasonal residents

6. Conclusion

Although further analysis is required for a definitive conclusion, as of now, a broader approach to the needs of the townships is needed for a more holistic understanding of the issues and challenges that PKED wants to address.

Furthermore, it is important to be cognizant of the dynamic nature of current economic development in the aforementioned process.

Objective 1:
Promote Peterborough & the Kawarthas as a Destination of Choice

Objective 2:
Leverage the Region's Mix of Rural and Urban Assets and Business

Objective 3:
Build A Job-Ready, Highly Skilled and Innovative Workforce of the Future

Objective 4:
Supporting all phases of entrepreneurship along with existing businesses

