

# North Cowichan Economic Development Action Plan

Economic Development Committee

Feb. 23, 2024





Consulting  
Team

Jamie Vann Struth  
(now with Deloitte)

Gil Yaron and team  
from Light House

# Project Outline

<b>PHASE/DELIVERABLE</b>	<b>DESCRIPTION</b>	<b>TIMING</b>
<b>Initial Research &amp; Analysis, Familiarization</b>	Document review, statistical profiling, community familiarization tour	Fall thru February
<b>EDC Meeting #1</b>	Introduction to the project, hear from the Committee on priorities, key issues, goals	Feb 23
<b>Consultation / EDC Meeting #2 (?)</b>	To be finalized – mix of MNC-led survey, phone interviews, focus groups	March – May
<b>Further research, analysis, strategy development</b>	Detailed work on priority issues from consultation & earlier analysis (Includes eco-industrial park analysis)	May – June
<b>Interim reporting – Priority issues, projects, challenges / EDC Meeting #3 (?)</b>	Summary of the work to date – with proposed strategic direction for the plan – presented to staff/EDC for input/sign-off	July – September
<b>Draft Action Plan</b>	Full draft report	September – October
<b>Final Action Plan</b>	Following revisions/updates to draft report	November - December



# Consultation Plan (To Be Finalized)

- ▶ Require input from:
  - ▶ prominent industries
  - ▶ major institutions/projects
  - ▶ other community leaders?
- ▶ Propose several sector-based focus groups (likely April) AND/OR one-on-one interviews by phone or in person
- ▶ Public Input achieved through current, ongoing survey
- ▶ Sharing with Local First Nations
- ▶ Coordination with CVRD strategy

# Possible Sector Groups

1. Construction / Real estate development
2. Forestry / Major industry related (contractors, suppliers, partners)
3. Health care / Hospital project
4. Agriculture / Food production
5. Tourism-related
6. Retail / Personal service / Small business
7. Technology / Professional Services
8. Others??





# Economic Overview

Initial analysis, comments



# Exploring Industrial Specialization in North Cowichan

Source (for now): 2021 Census, which was COVID-influenced, and prior to significant loss of forestry-related manufacturing jobs

## Most specialized industries in North Cowichan, relative to BC average, based on “fixed place of work” jobs

	<b>Jobs Based in North Cowichan, 2021</b>	<b>Concentration relative to BC (Average = 1.00)</b>
Paper manufacturing	455	14.14
Forestry and logging	235	8.63
Wood product manufacturing	320	3.22
Heritage institutions	45	3.11
Building material and garden equipment and supplies dealers	235	2.78
Non-metallic mineral product manufacturing	65	2.76
General merchandise stores	280	2.43
Water transportation	50	2.24
Farms	260	1.78
Hospitals	695	1.71
Electronics and appliance stores	65	1.51
Motor vehicle and parts dealers	200	1.40
Beverage and tobacco product manufacturing	40	1.32
Ambulatory health care services	605	1.30
Nursing and residential care facilities	280	1.30
Amusement, gambling and recreation industries	165	1.25



## Largest industries with average specialization in North Cowichan, relative to BC average

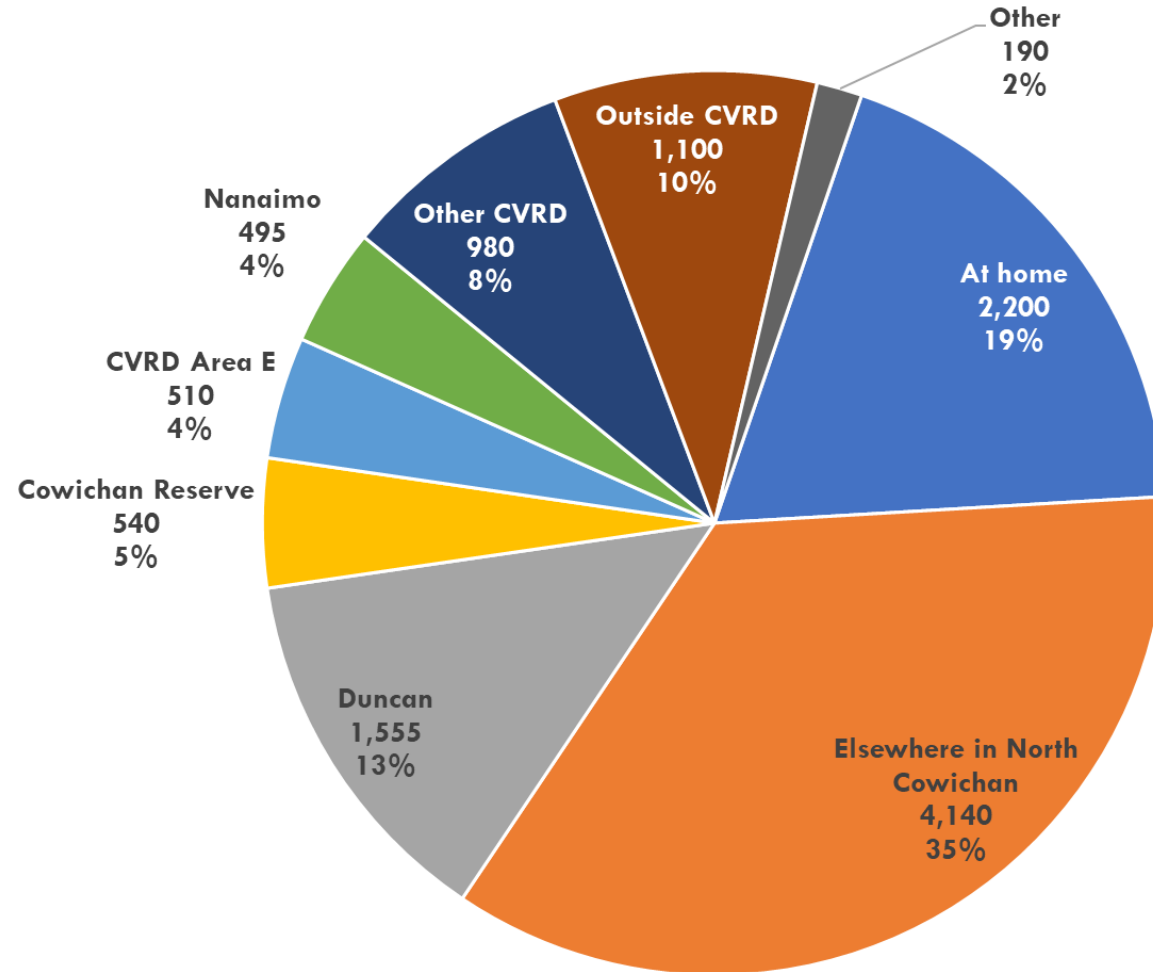
	<b>Jobs Based in North Cowichan, 2021</b>	<b>Concentration relative to BC (Average = 1.00)</b>
Heavy and civil engineering construction	75	1.21
Repair and maintenance	155	1.19
Educational services	965	1.18
Social assistance	295	1.15
Truck transportation	95	1.08
Performing arts, spectator sports and related industries	75	1.07
Fabricated metal product manufacturing	55	1.05
Provincial and territorial public administration	200	1.02
Food and beverage stores	335	0.97
Building material and supplies merchant wholesalers	60	0.97
Publishing industries	50	0.88
Food services and drinking places	505	0.87
Religious, grant-making, civic, and professional and similar org	100	0.85
Personal and laundry services	125	0.79
Administrative and support services	200	0.78

Least specialized industries in North Cowichan, relative to BC average, based on “fixed place of work” jobs

	<b>Jobs Based in North Cowichan, 2021</b>	<b>Concentration relative to BC (Average = 1.00)</b>
Construction of buildings	110	0.76
Miscellaneous store retailers	60	0.75
Accommodation services	70	0.74
Food, beverage and tobacco merchant wholesalers	50	0.73
Specialty trade contractors	175	0.72
Federal government public administration	150	0.66
Real estate	140	0.65
Sporting goods, hobby, book and music stores	40	0.64
Insurance carriers and related activities	95	0.59
Utilities	35	0.58
Credit intermediation and related activities	100	0.57
Professional, scientific and technical services	535	0.52
Securities, commodity contracts, and other financial investm	35	0.38
Health and personal care stores	45	0.34
Food manufacturing	35	0.32

# Net Commuting Outflow of 1,900 in 2021 (likely suppressed by COVID)

Where do North Cowichan Residents Work? (2021)

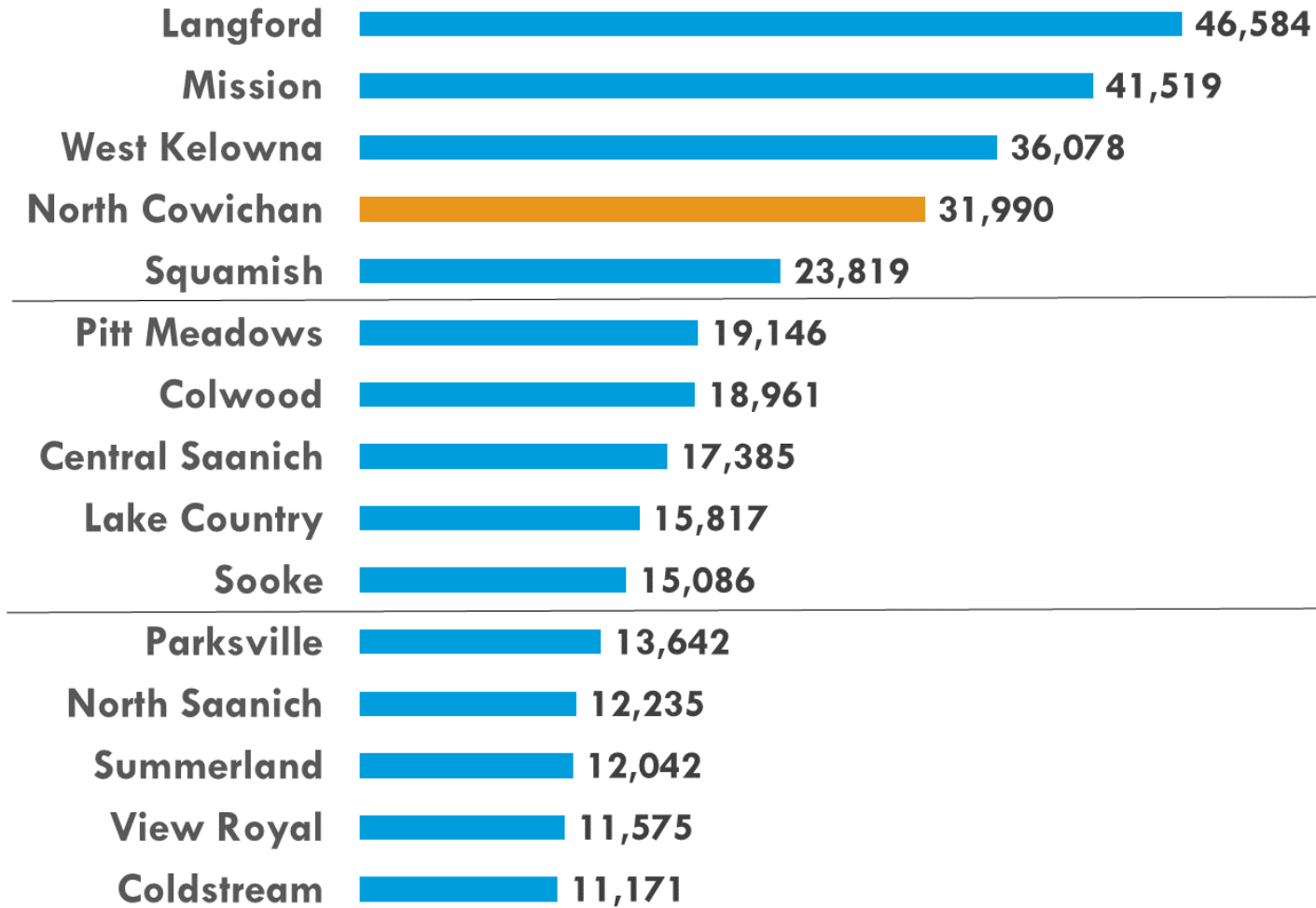




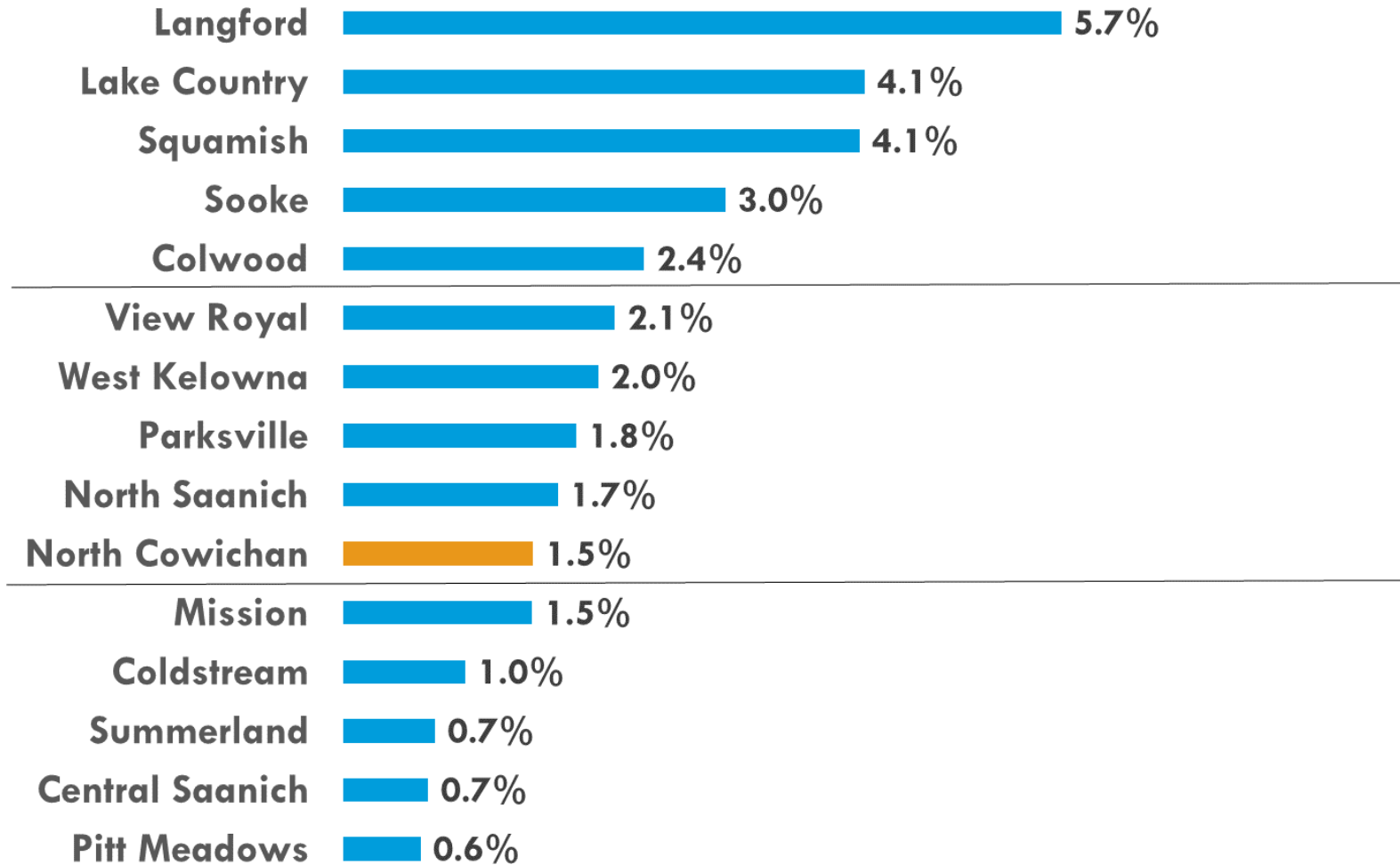
# Benchmarking Notes

- Following charts are Census-based comparisons
- Additional data sources/types to be added over course of the project
- The comparisons provide high-level impressions of how North Cowichan compares to broadly similar municipalities (although most of the others are closer to metro areas)

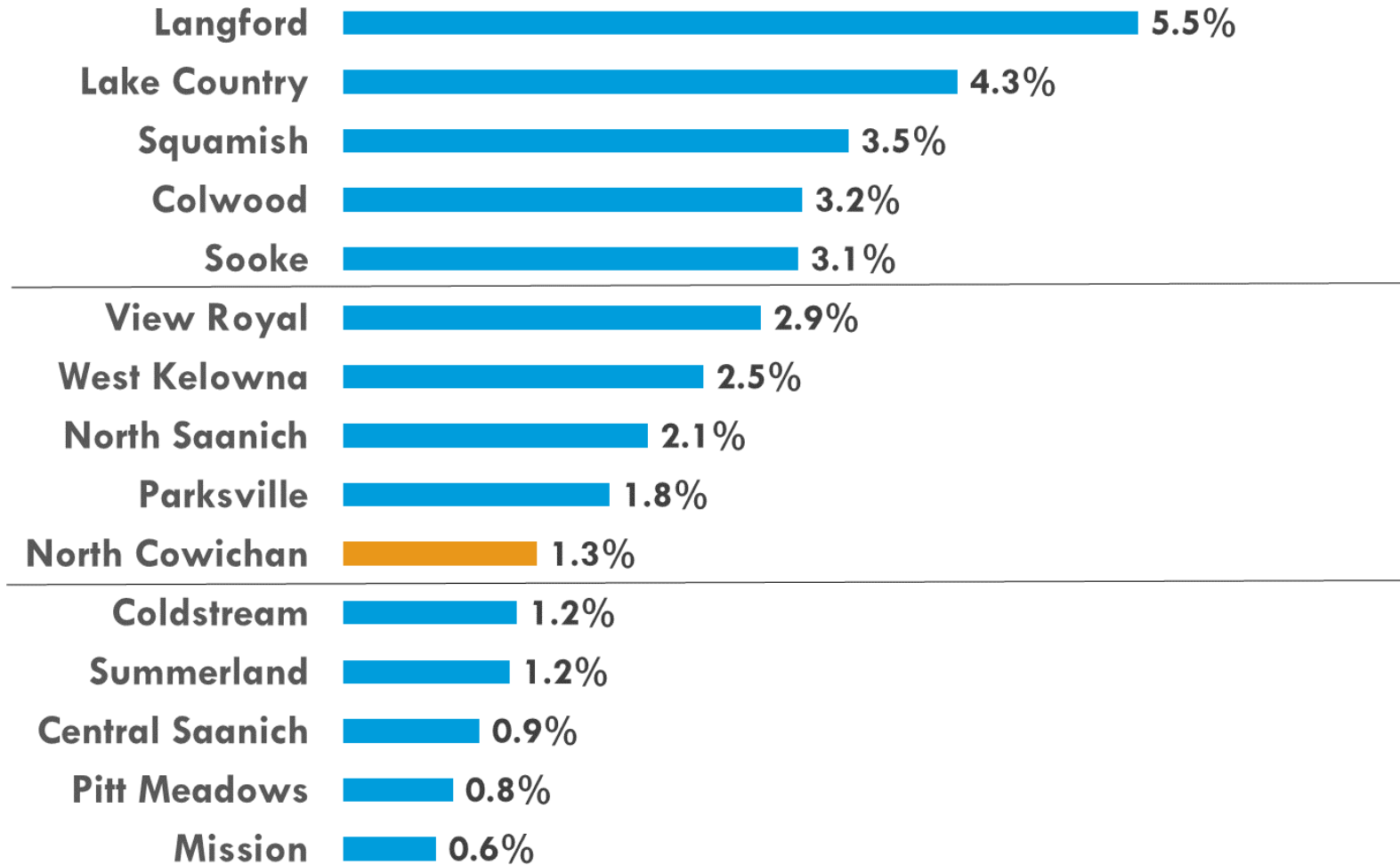
## Population, 2021



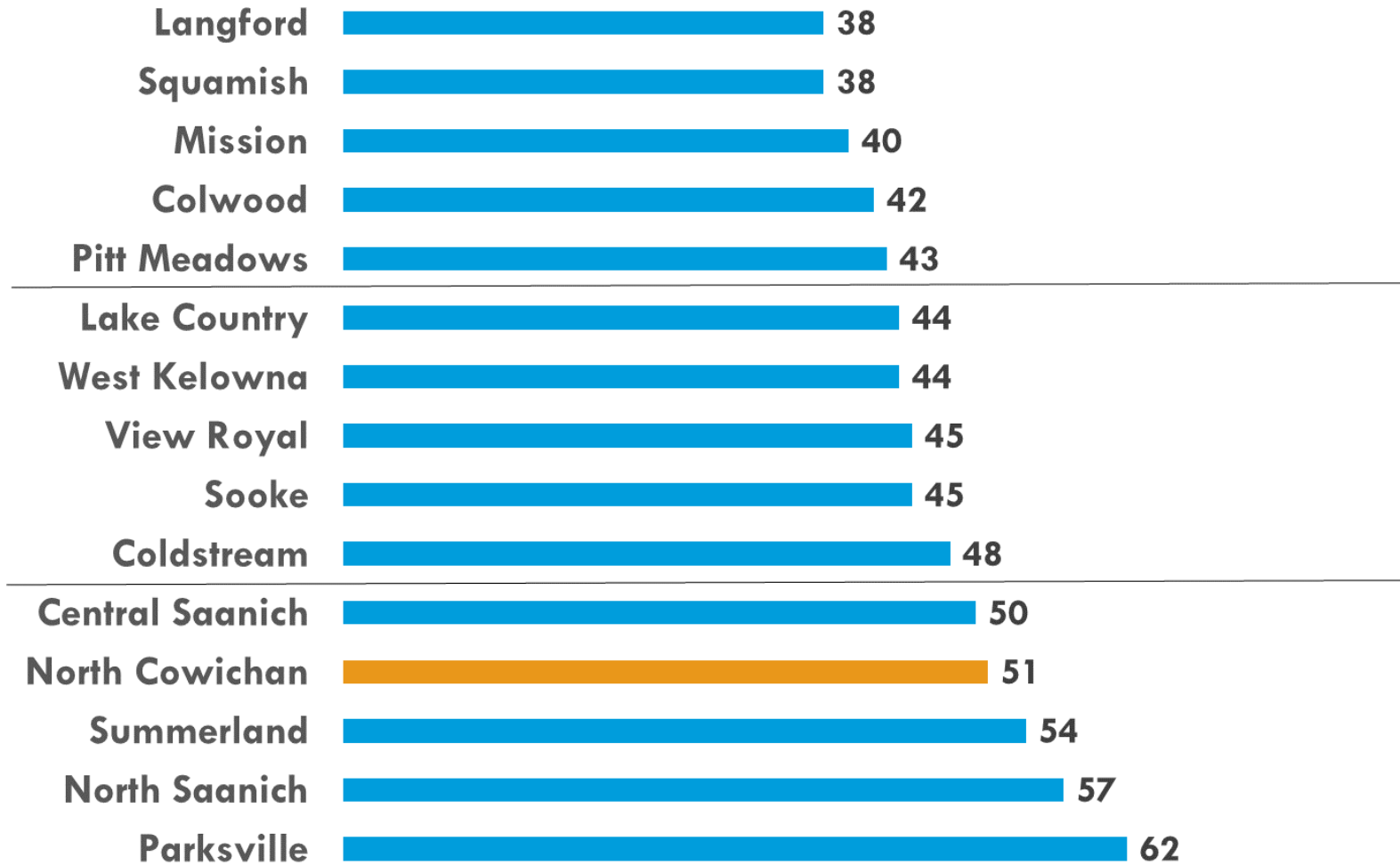
## Average Population Growth, 2016 to 2021



## Average Population Growth, 2019 to 2022 (BC Stats Estimates)

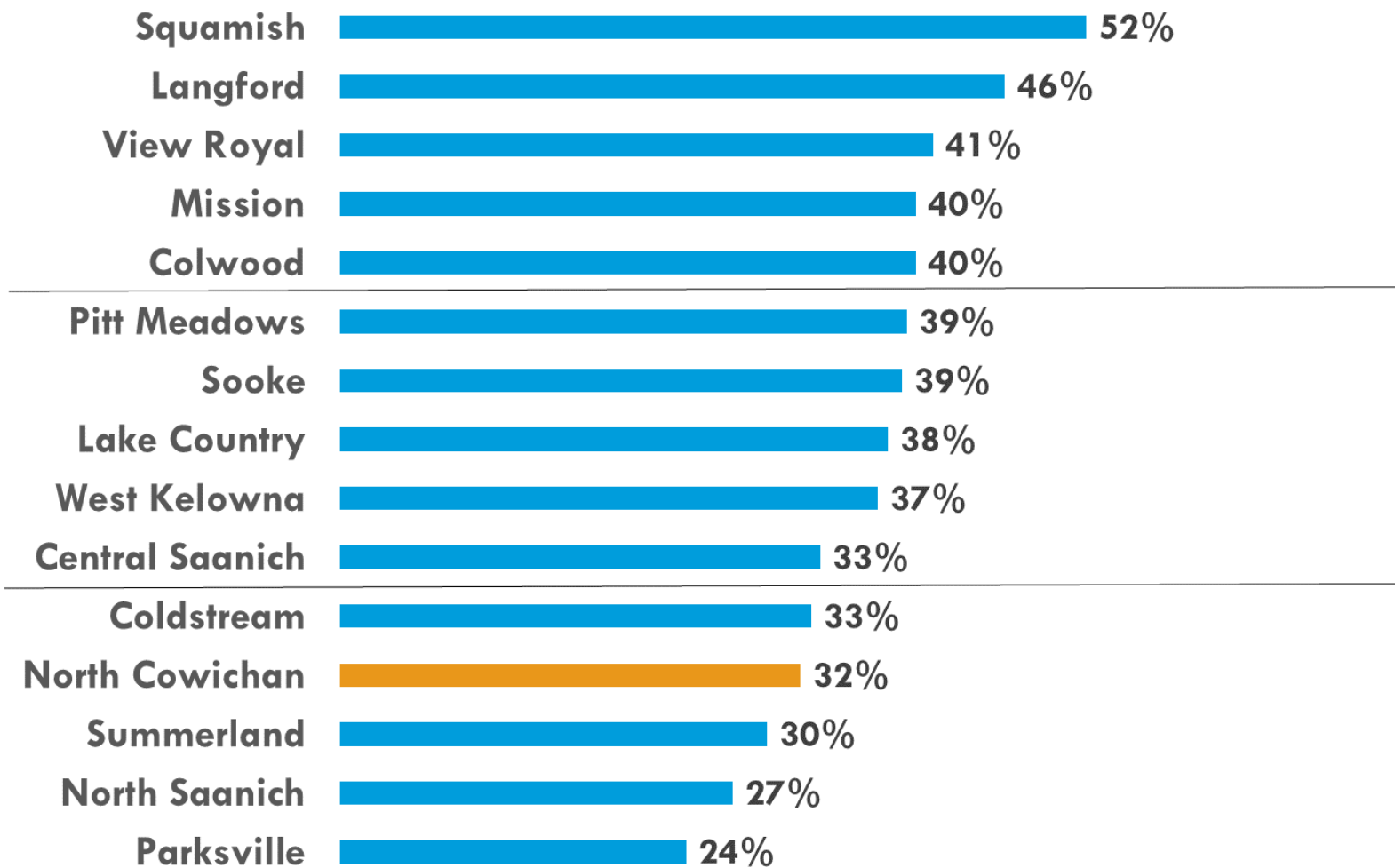


## Median age of the population, 2021

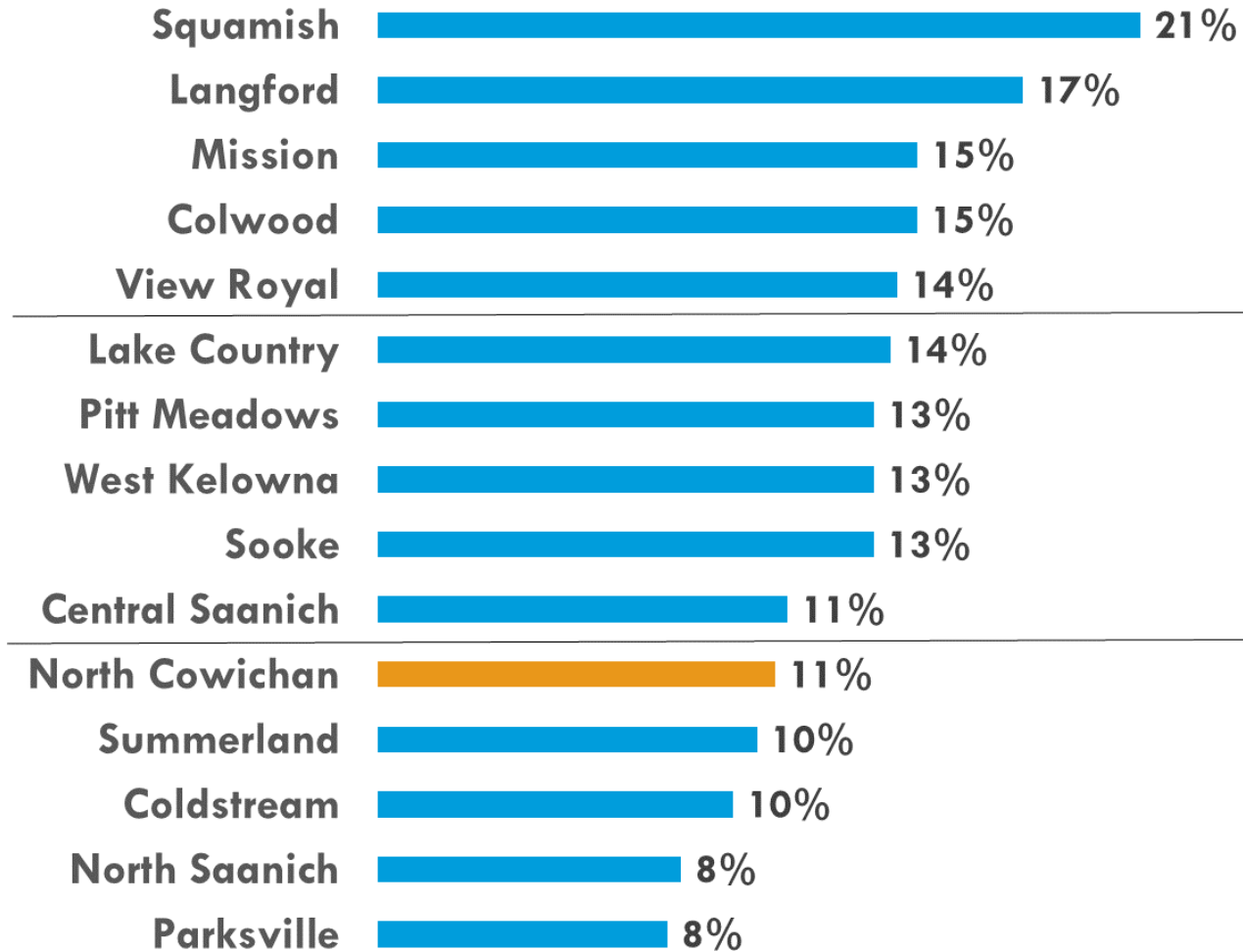




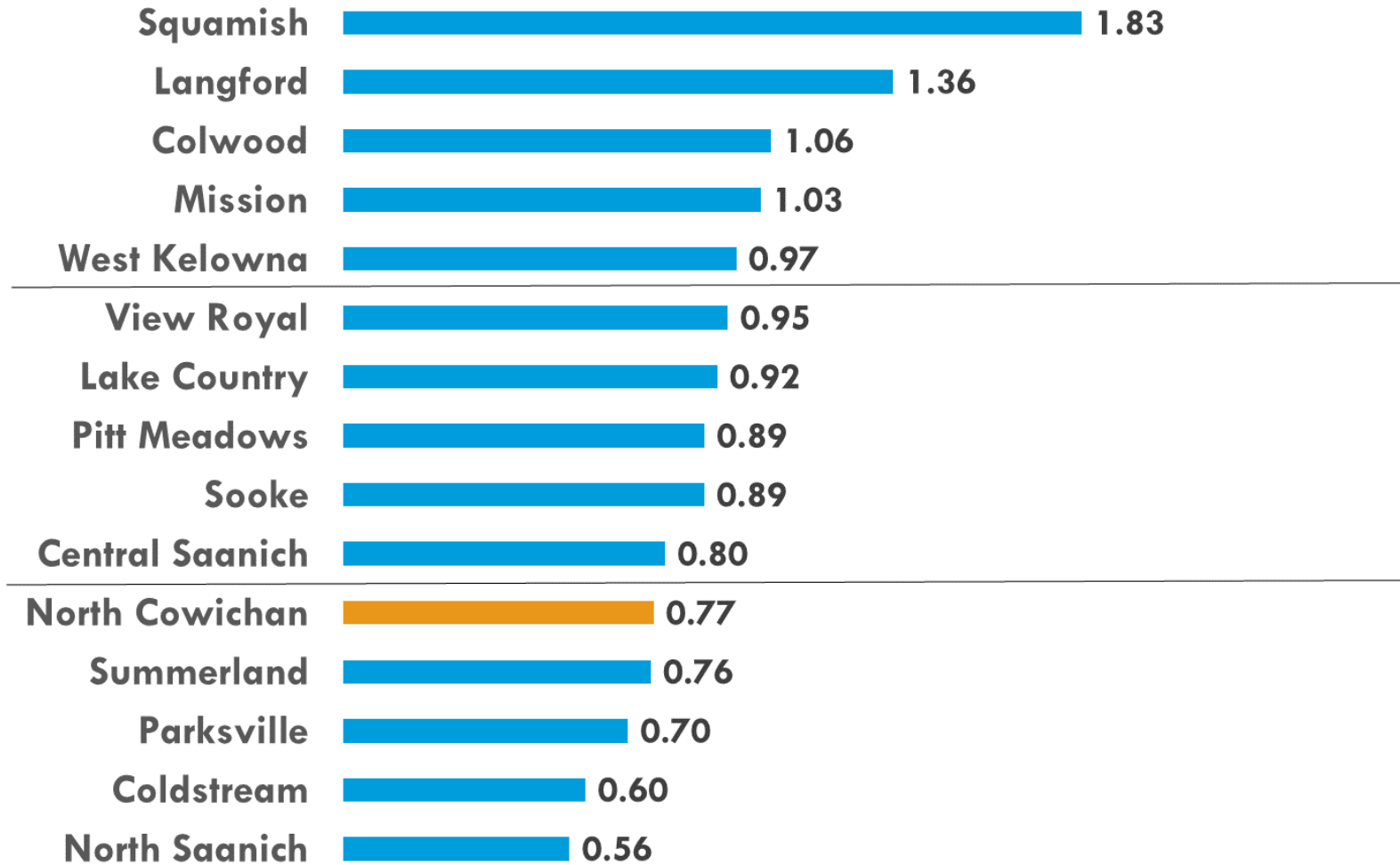
## Population of Prime Working Age (25-54), 2021



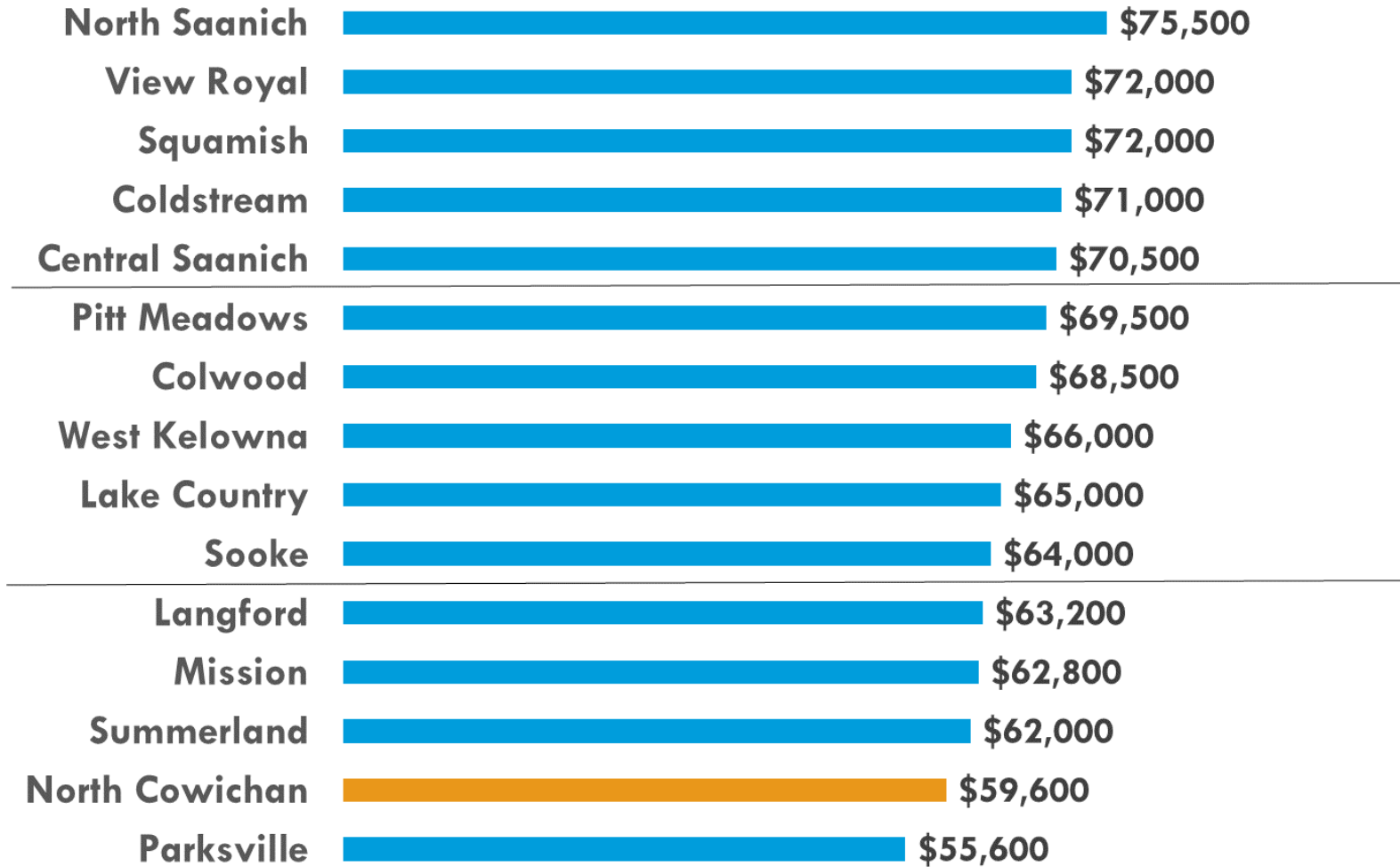
## Population in their 30s, 2021



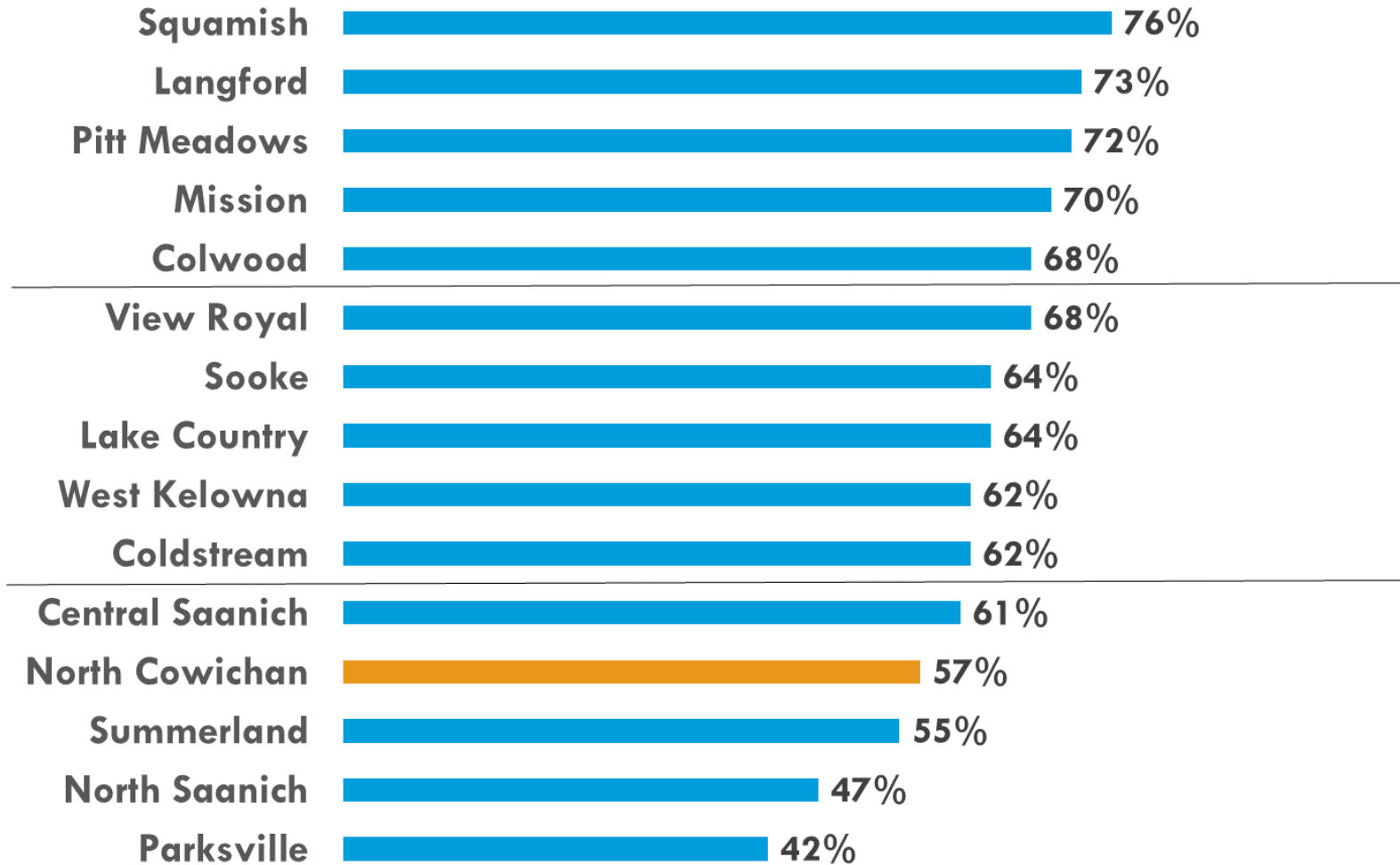
## Ratio of Population in their 30s to their 50s, 2021



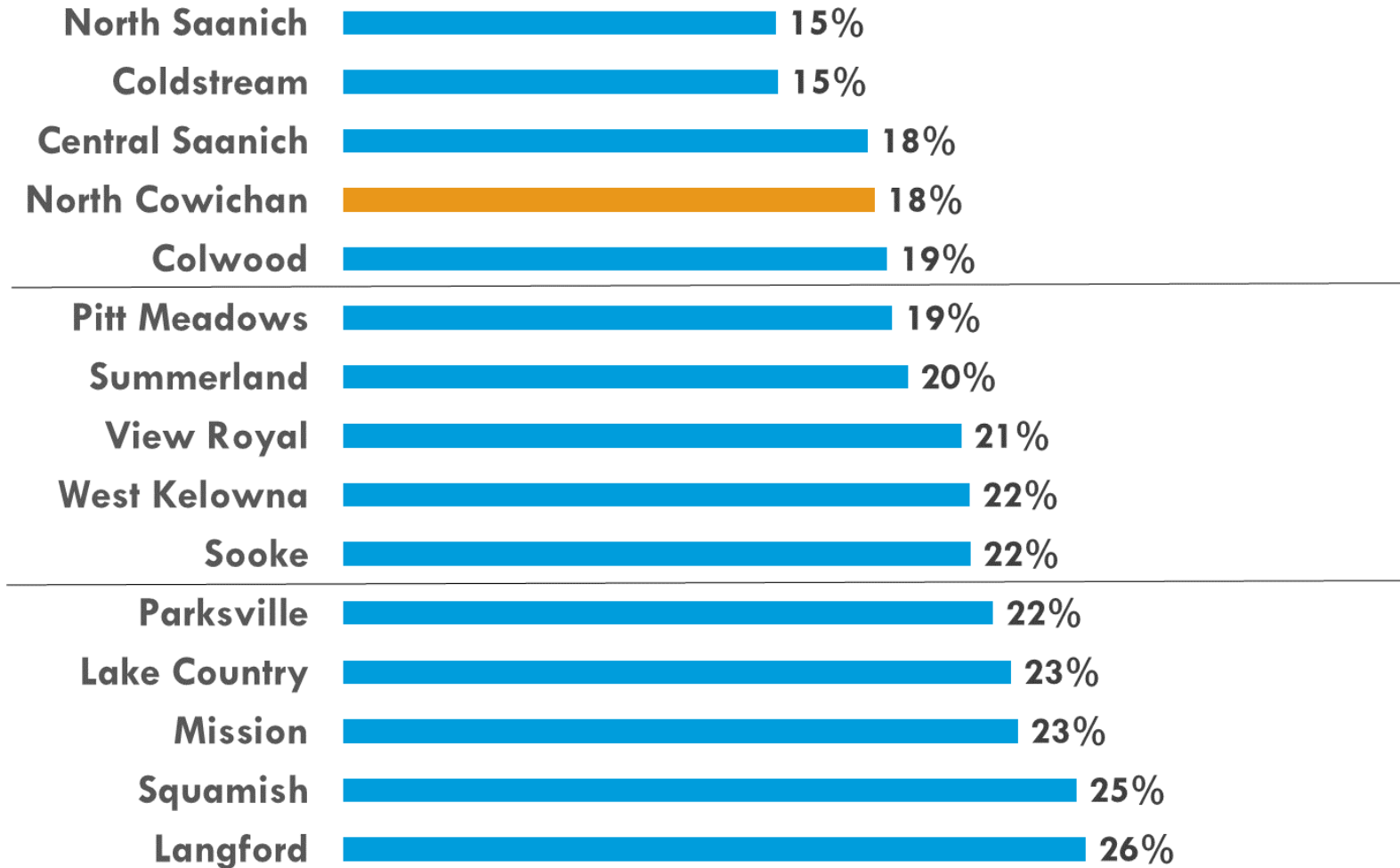
## Median employment income in 2020 for full-year full-time workers



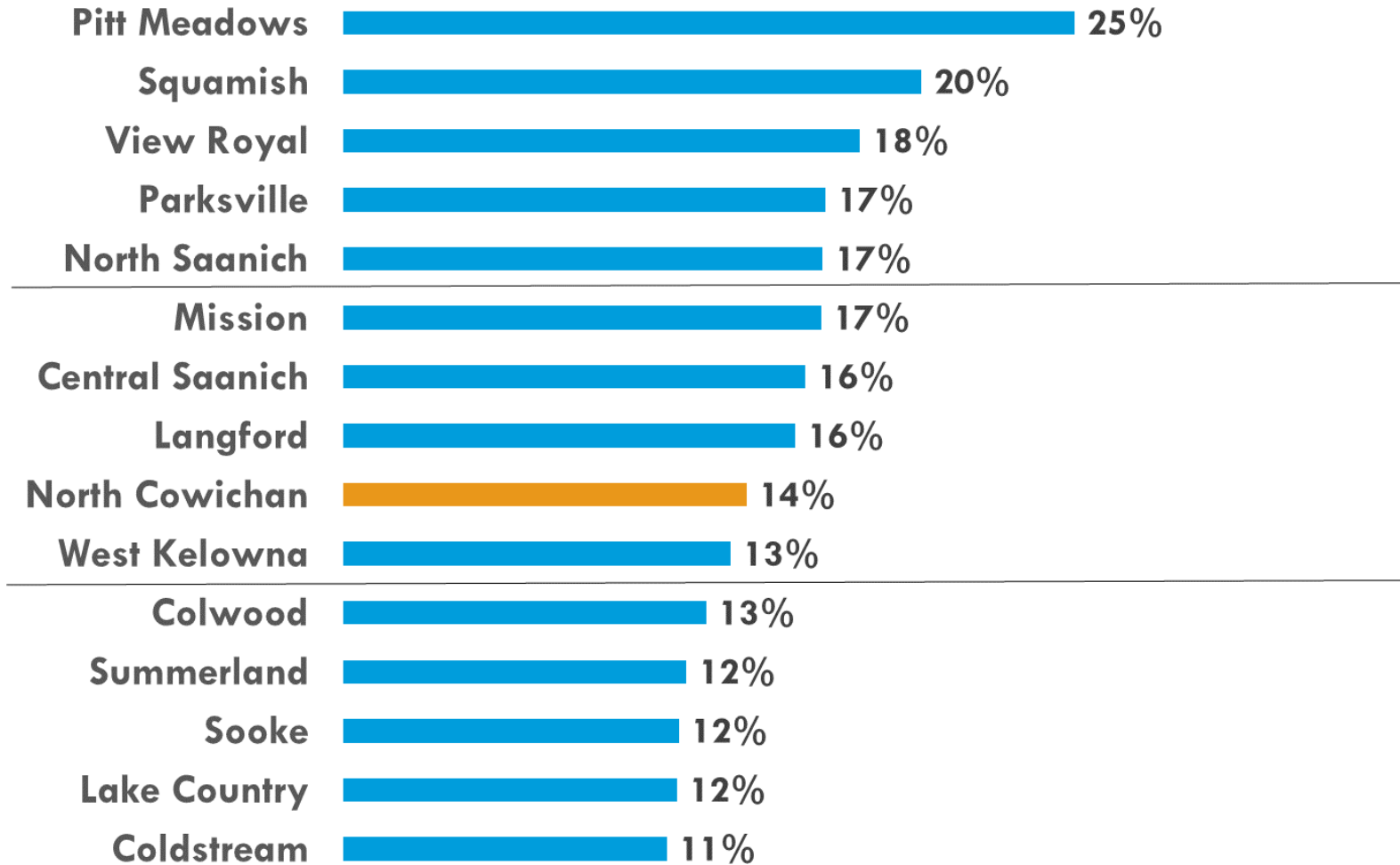
## Share of Income from Employment, 2020 (Lower in 2020 due to COVID income programs)



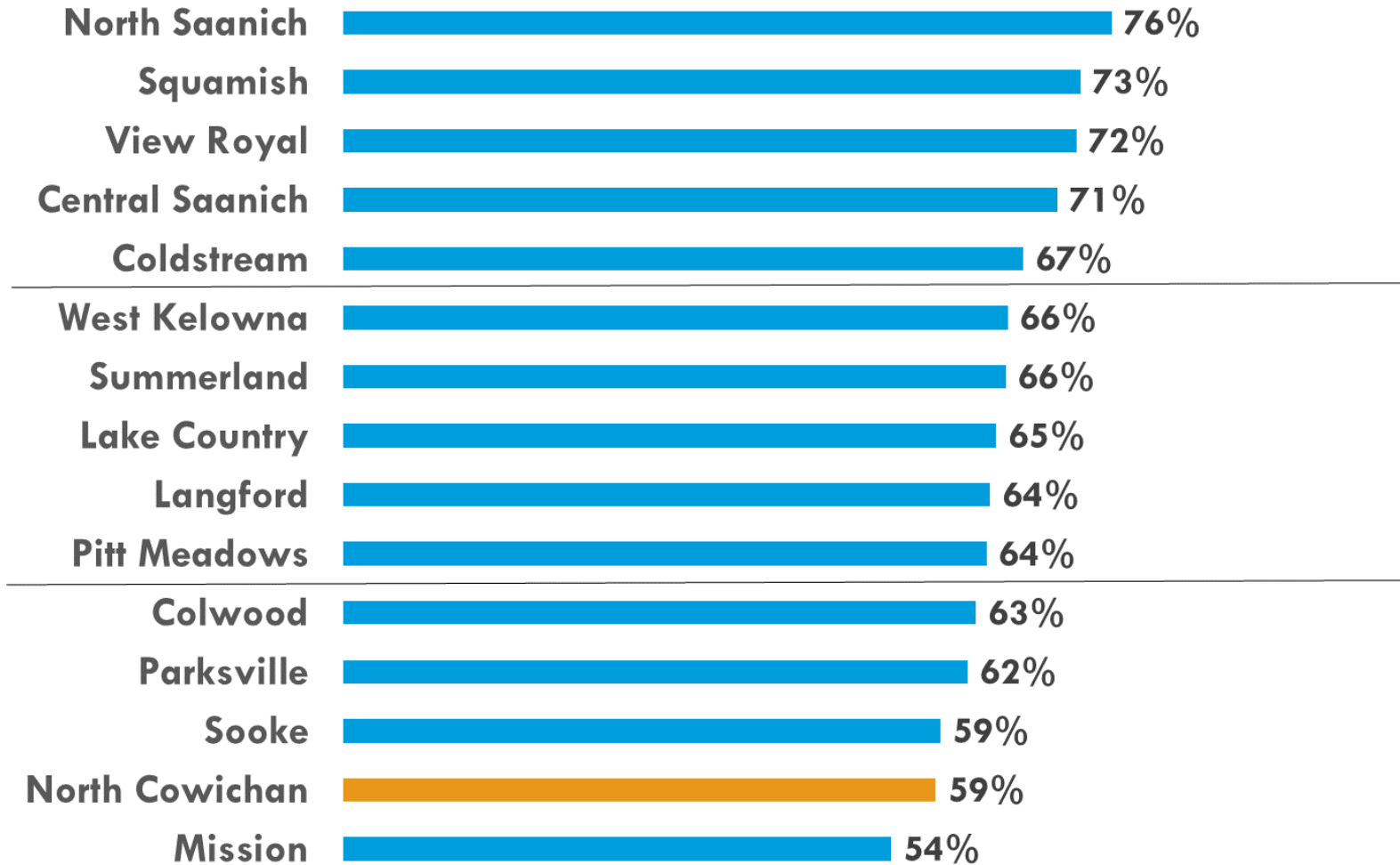
## Households Spending 30%+ of Income on Housing



## Immigrants as Share of Population, 2021

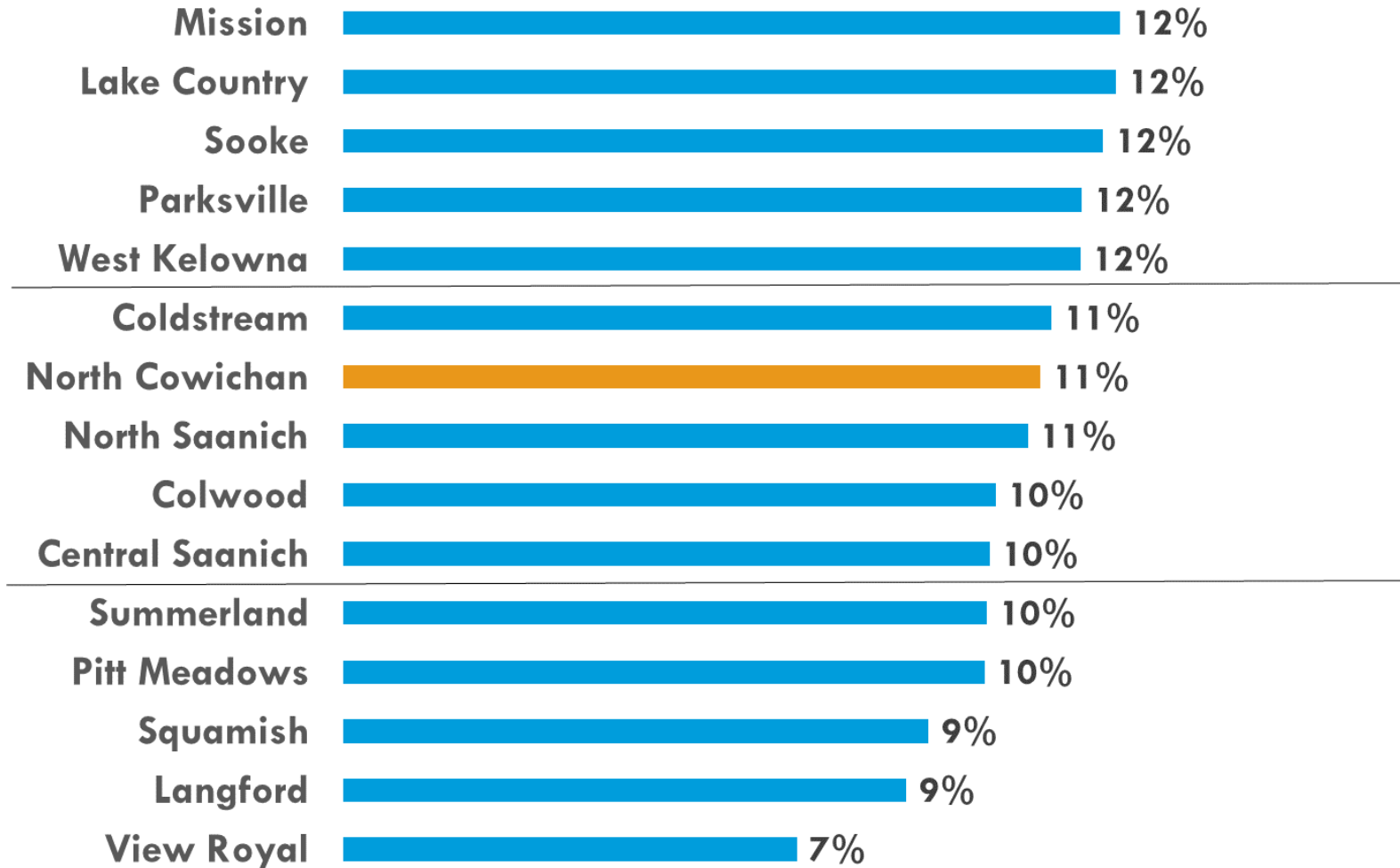


## Age 25 to 64 with any post-secondary credential, 2021





## Age 25 to 64 with trades or apprenticeship credential, 2021






# SWOT Discussion



Input from Committee on key topics to incorporate in the plan



## Challenges (Weaknesses)

What are the challenges / disadvantages / weaknesses of North Cowichan that we need to overcome through this plan?





## Advantages (Strengths)

What are the key positive attributes / advantages / strengths of North Cowichan that we can build on through this plan?






# Opportunities

What opportunities should be targeted through this plan? What is the municipality's role in making them happen?



# Threats

What possible threats are on the horizon that work against success? How do we protect against them?





Other Comments, Questions,  
Suggestions?