



**RURAL ONTARIO
INSTITUTE**

Vision, Voice and Leadership

2022 Annual General Meeting

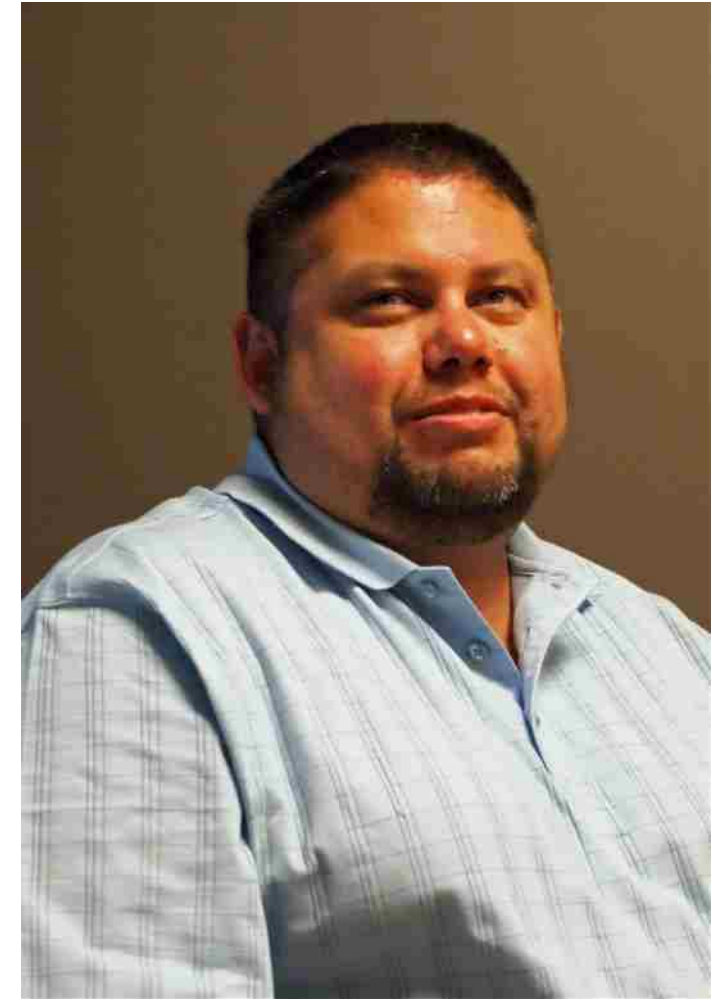




AJ Adams



Chris Wray



**Graham
Hoogterp**



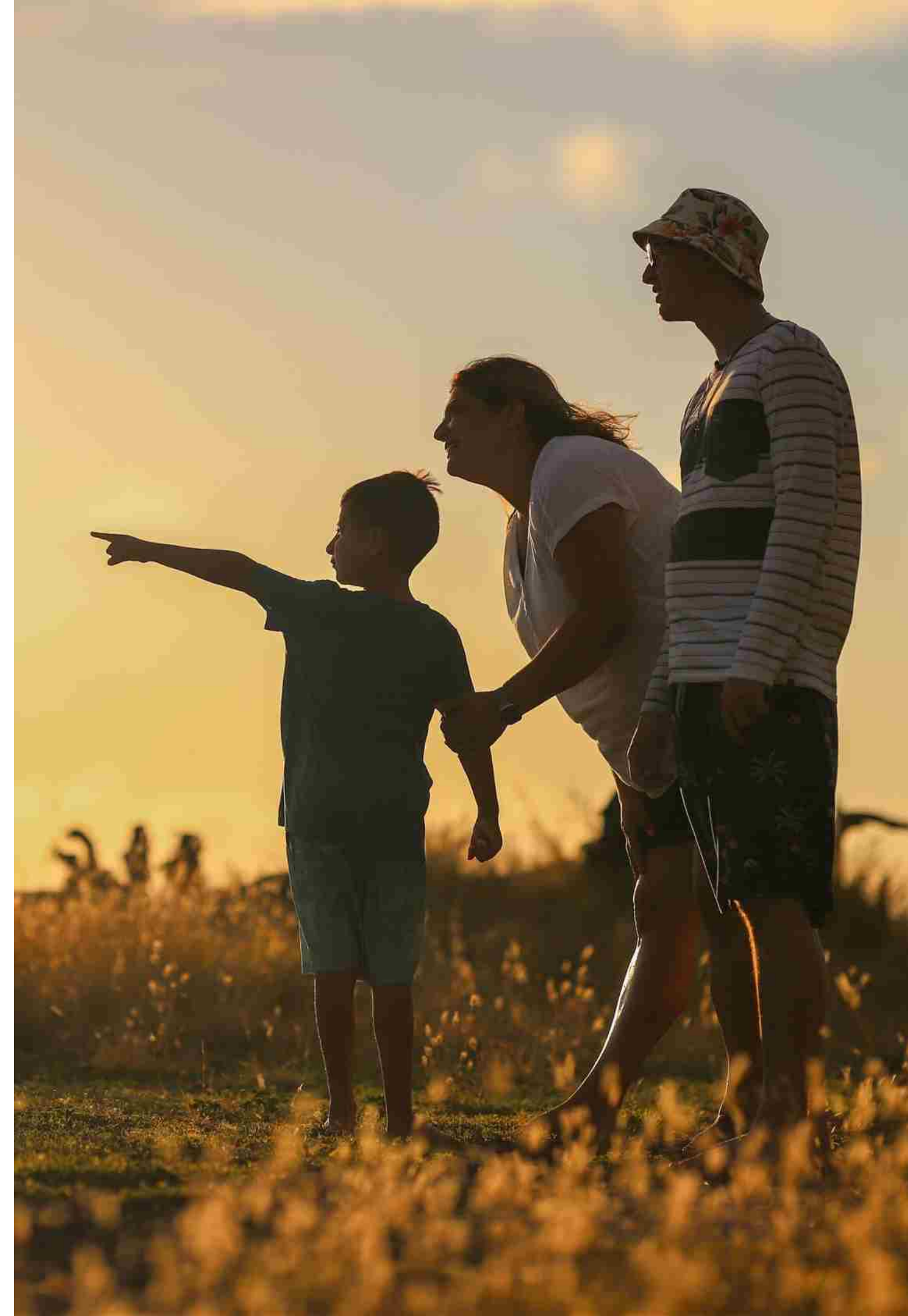
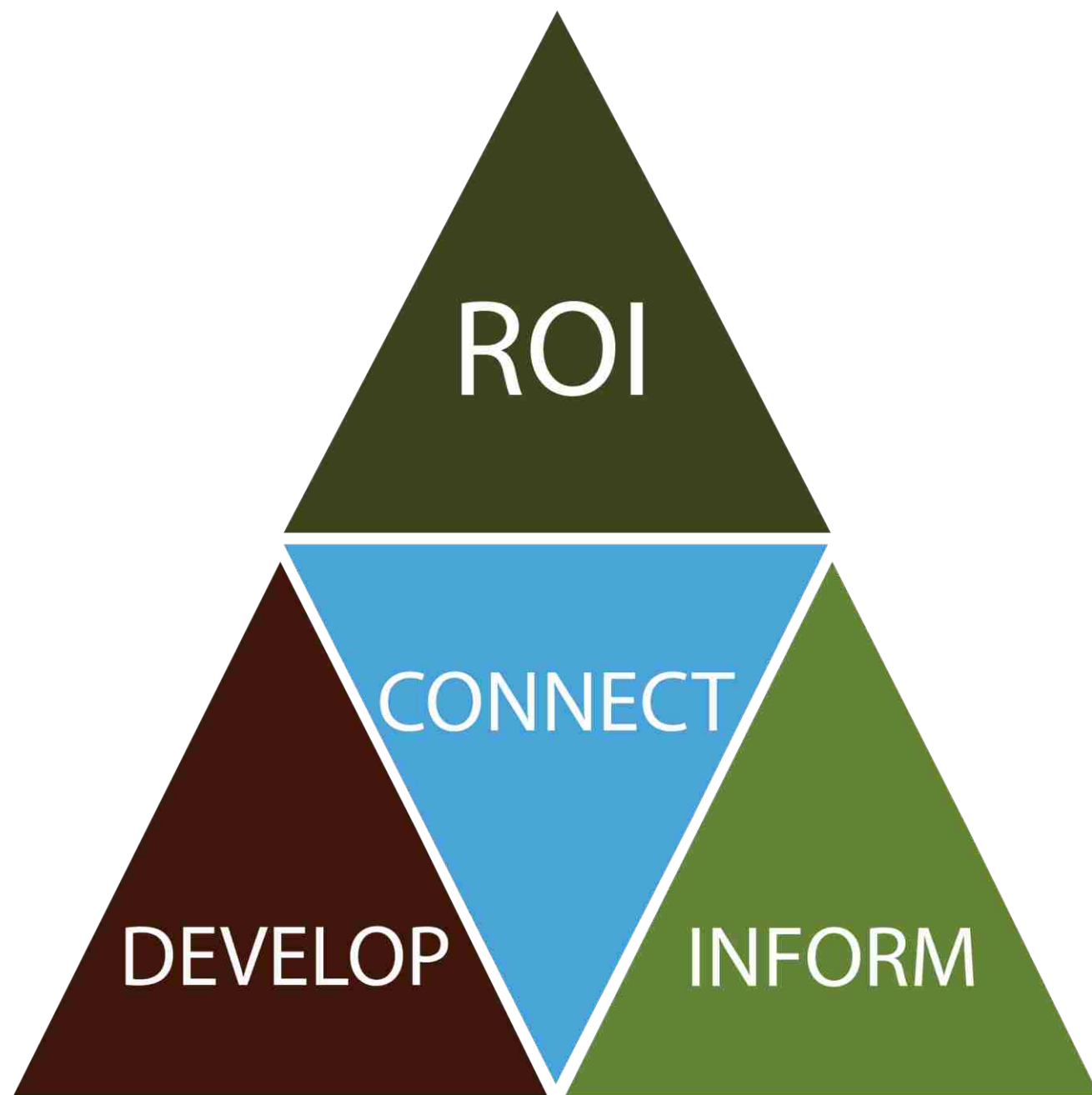
Building
**vision, voice
& leadership**

Project Updates



**RURAL ONTARIO
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Vision, Voice and Leadership



ADVANCED AGRICULTURAL LEADERSHIP PROGRAM

AALP Class 18 - Milestones

20 men and women participated in AALP Class 18 to achieve the following curriculum highlights and milestones:

- **Completion of Seminars 1-8:** Oakville, Toronto, Guelph, Cornwall, Belleville, Ottawa, Niagara Falls, London, Thunder Bay.
- **North American Study Tour:** Quebec (November 2021).
- **Class 18 International Study Tour:** Portugal and Morocco (March 2022).
- **Graduation of AALP Class 18** (April 2022).



ADVANCED AGRICULTURAL LEADERSHIP PROGRAM

AALP Class 19 - Milestones

Participants - 17 total; 11 men and 6 women; 7 primary producers or involved in family-run farming operations; 9 agri-business and agri-food, financial sectors, non-government and commodity associations and government.

Activities Completion of Seminars 1-3: Brantford, Toronto and Woodstock.; Completion of Webinars A- D: Orientation; Seminar Review; Ontario Food Terminal - The “stock exchange” for fruits and vegetables; Communicating with the Media and Personal Style

North American Study Tour: is scheduled for July 2022 and the Class will travel to Washington and Louisiana.



Thank you to these forward-thinking organizations for supporting AALP





MAKE *Change* **POSSIBLE**

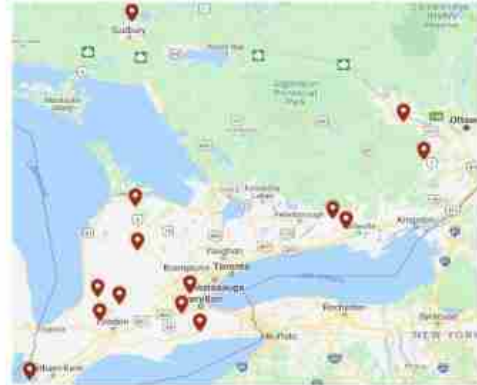
RURAL
CHANGE
MAKERS 

RURAL CHANGE MAKERS

The Goal of the Rural Change Makers (RCM) program is to:

- ***Build*** rural youth leadership capacity
- ***Catalyze*** impactful rural development outcome for communities and regions
- ***Broaden*** public engagement in rural development initiatives

RCM IMPACT TO DATE



25 Rural young adults from 23 rural communities across Ontario.



Positive about the future
73% left the program **feeling hopeful** about the future of their rural community.



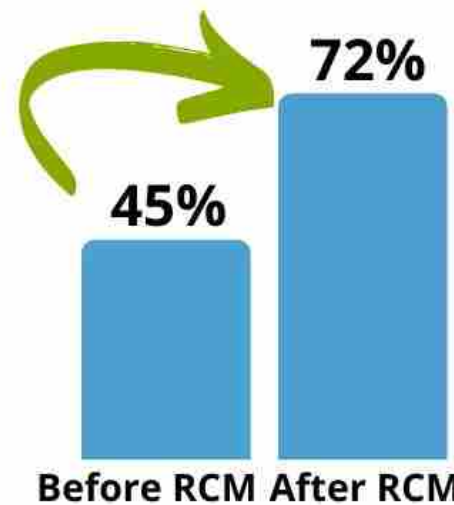
Making a difference
78% of Change Makers **believed** that they made a **meaningful contribution to their community** by taking part in the program.



Increased community connectedness
91% believe they can **make a difference** and **have a sense of belonging** within their community.



Skill Development
93% of Change Makers reported that they were **leaving the program with the knowledge and practical skills needed to lead effective community change.**



Increased rural retention
72% of Change Makers said they are **likely to stay in their local community** to work and live. (up from 45% at the start of the program).

Thank you to our sponsors



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



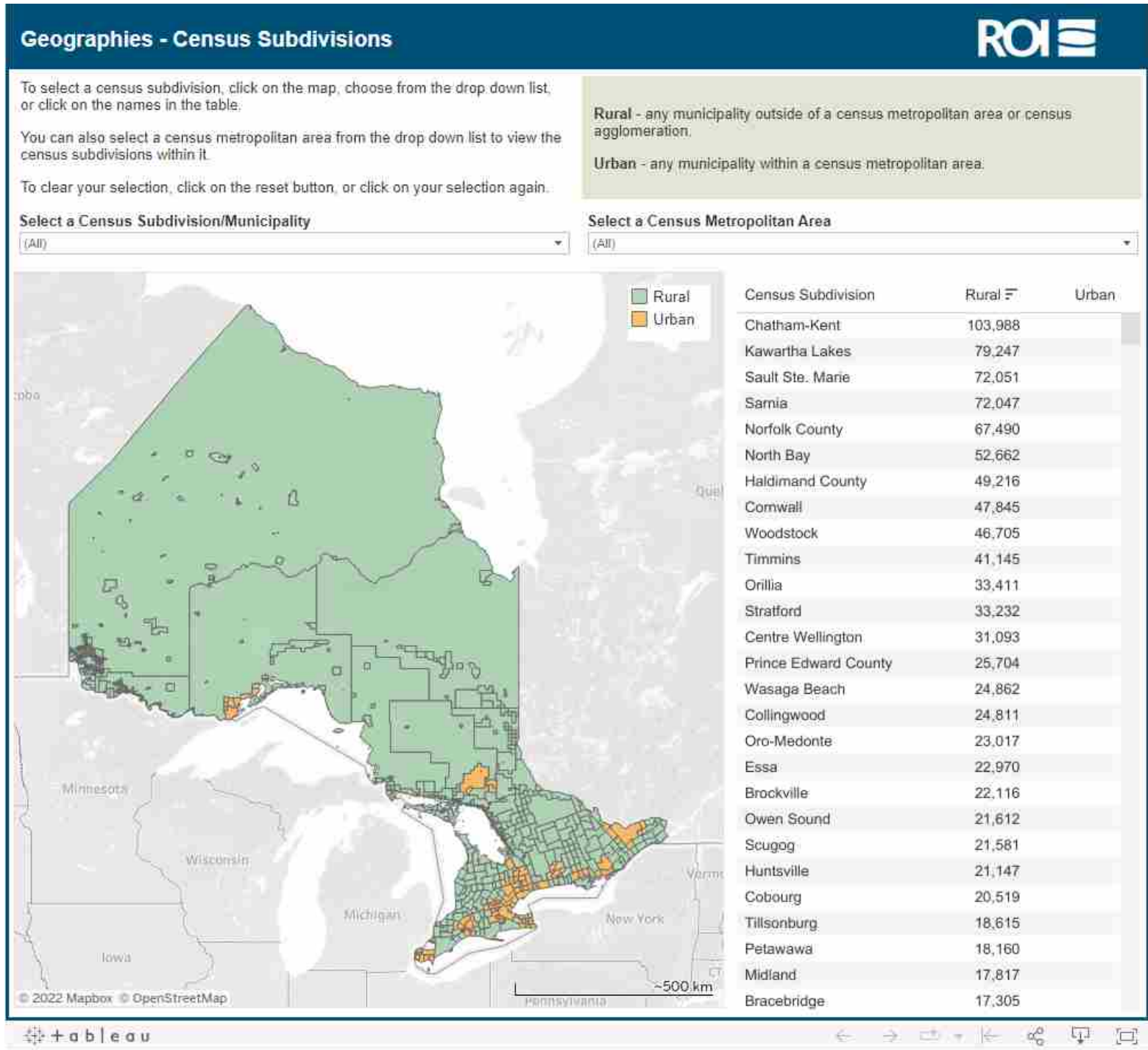
DATA ANALYSIS

ROI Informs Rural Leaders

- **9 factsheets on Covid-19 impact on rural employment and rural businesses**
 - Blogs
 - Infographics
- **2-year data maintenance plan including 18 new factsheets on topics such as:**
economic rebound, housing, income, population change, migration
- **New partnerships**
 - UofG Geomatics department
 - Eastern Ontario Wardens Caucus

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DATA ANALYSIS – LOOKING AHEAD



KNOWLEDGE SHARING & ENGAGEMENT



135 PROJECT
COLLABORATORS
& PARTNERS



325K+
COMBINED
REACH



10+ FOCUS ON
RURAL ONTARIO FACT
SHEETS RELEASED



482
AALP ALUMNI



1562
NEWSLETTER
SUBSCRIBERS



OVER 75K
VISITORS TO THE
ROI WEBSITE



PROVIDING OVER 5,000
NETWORKING OPPORTUNITIES
PER AALP CLASS



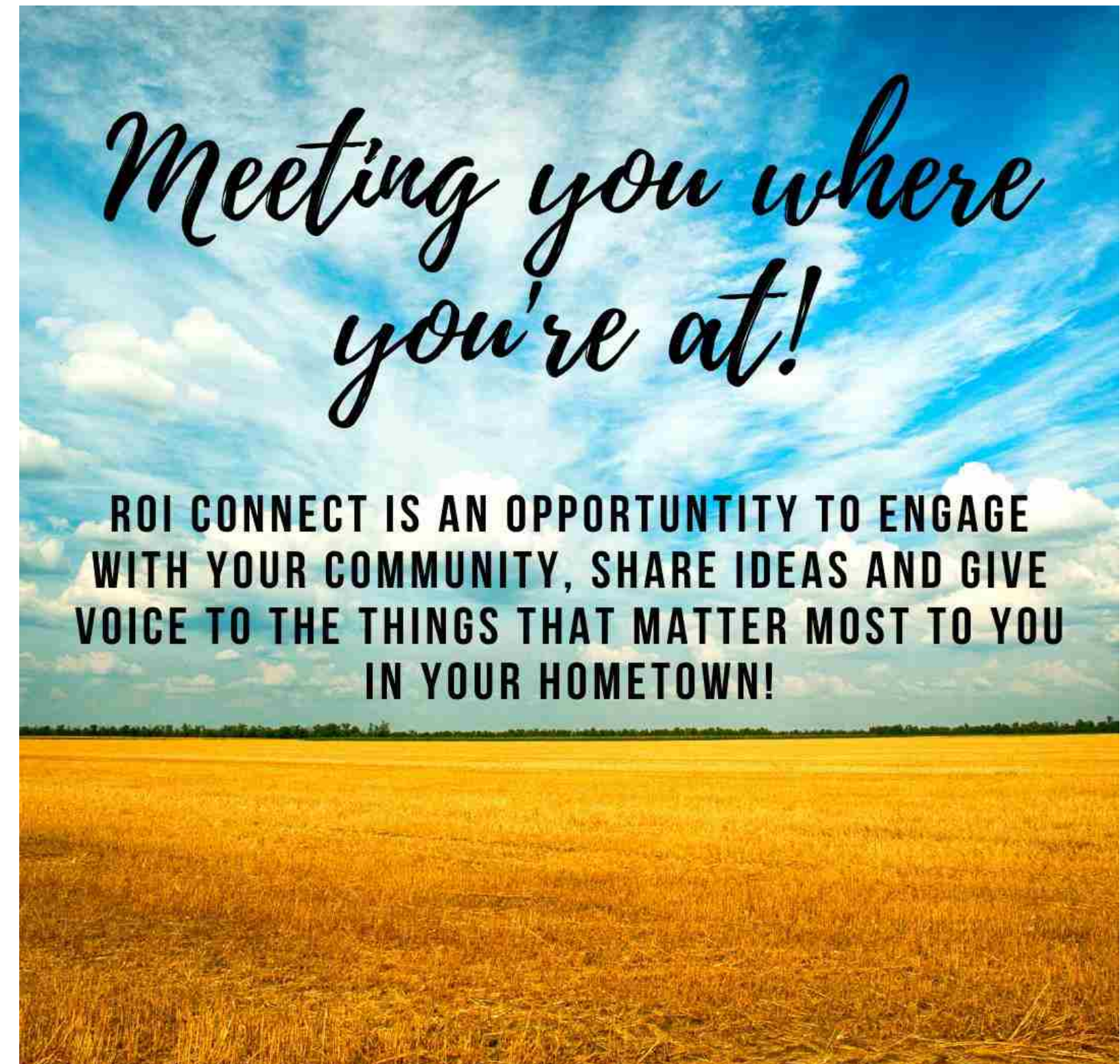
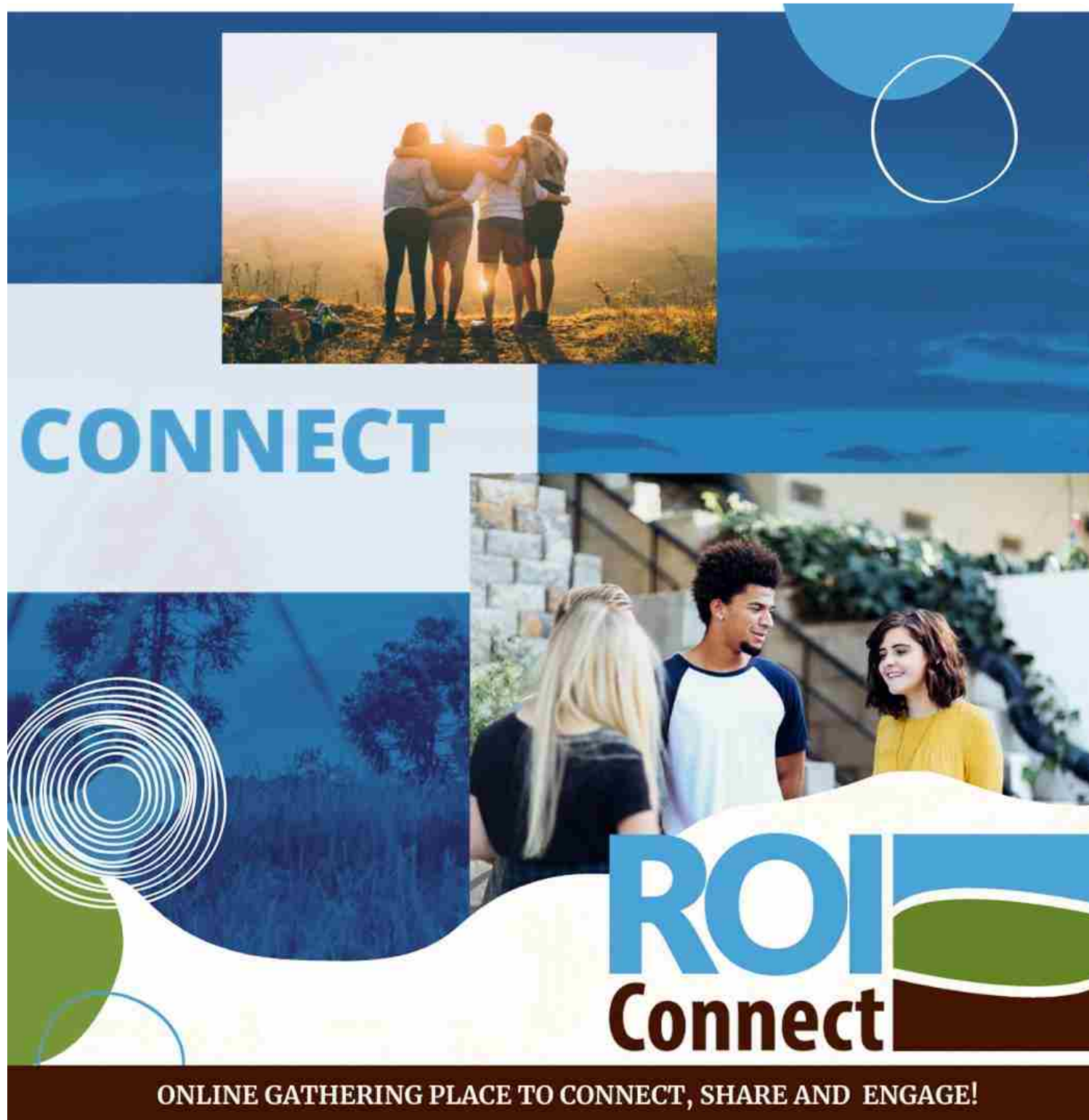
24+ VIRTUAL OR
IN PERSON EVENTS
REACHING **1800+**
PEOPLE



OVER 8,000
VISITORS TO ROI CONNECT
OVER 2000% GROWTH

WAYS TO ENGAGE

www.roiconnect.ca



2022

ROI CONNECT SNAPSHOT

DIGITAL ENGAGEMENT

REACHING PEOPLE



OVER
2000%

growth since soft launch in January 2022 with an engagement rate well surpassing industry standards.

ENGAGEMENT



OVER
8000

Visitors since January 2022, spending **over 16 minutes per visit** interacting with content, 8 times that of industry standards!

MAKING A DIFFERENCE



5
new partnerships since March 2022

10
new projects and groups

INCREASING COMMUNITY CONNECTEDNESS



40+
members have joined the platform

#CONNECTINGCOMMUNITIES

PARO



Ontario Barn Preservation



"[It's] possible that millions now living in North America have never seen a barn, let alone been in one. In the foreseeable future there is more than a possibility that for many the kind of barn illustrated in these pages will not be there to see."

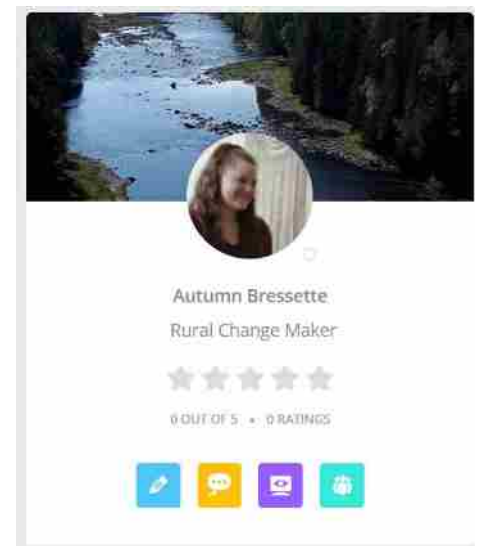
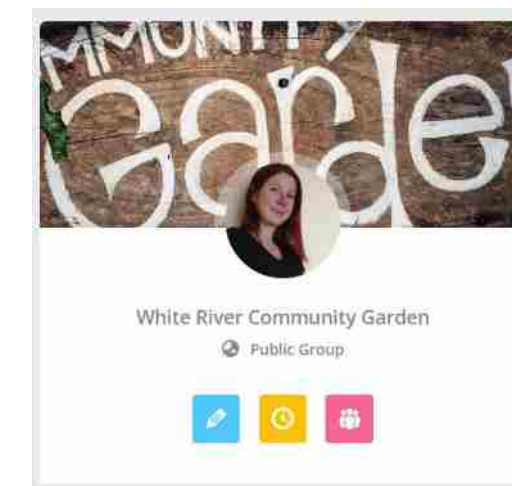
JOIN THE CONVERSATION



Who's Listening

Ontario Barn Preservation

<https://www.ontariobarnpreservation.com/>





Rural Affordable Housing

2022



**RURAL ONTARIO
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IN BRIEF

- The Eastern Ontario Wardens Caucus (EOWC) was awarded \$1.2M in 2022 from CMHC's Housing Challenge to work in partnership with Rural Ontario Institute (ROI) and tech firm, Itergy to **develop a data solution to support affordable housing in rural communities.**
- **This digital tool aims to provide local, reliable, salient, and current rural data to assist proponents & municipalities in the planning and construction of new, affordable housing.**



PROJECT PARTNERS



- Supports and advocates on behalf of the property taxpayers across rural Eastern Ontario
- Covers an area of 45,000 square kilometres from Cobourg to the Quebec border, and includes 13 upper-tier and single-tier municipalities as well as 90 local municipalities



- EOWC has partnered with ROI to leverage their data expertise and support the scalability of the prototype
- Staff hired for project support are:
Kezia Cowtan, Project Manager
Danielle Letang, Data Analyst
Iain Storosko, Program Specialist



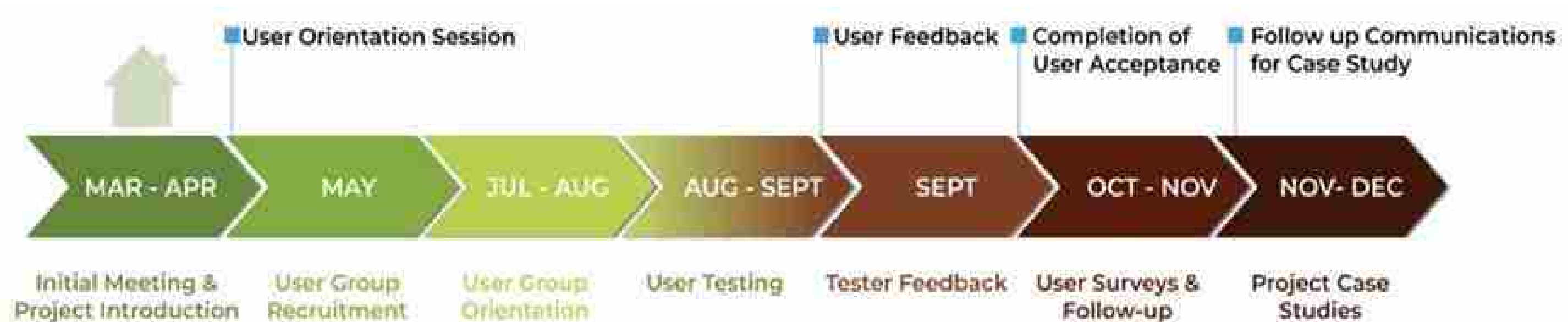
- Consulting firm founded to help mid-sized businesses and large corporations improve the reliability, security and performance of their Microsoft infrastructure
- Specializes in Active Directory and IAM (Identity Access Management), is a Microsoft Gold and Silver certified partner, and manages Windows servers, security solutions, Active Directory, and full infrastructures on 6 continents and in over 65 countries

DELIVERABLES

- ROI Housing Team was hired in Feb 2022
- ROI and EOWC MOU was signed for the Project Management, Stakeholder Engagement and Data Expertise.
- 2021 Design Plan Stakeholder Feedback Sessions held in May 2022 engaged 11 of our 13 municipalities, 2 Builder Association and 1 Realtor Association. We will continue to engage the remaining 2 Eastern municipalities. Participated in the EOWC Housing Summit in June.
- CMHC Milestone 1 Report was submitted May 2022.
- ROI Housing Team and Tech Firm are actively meeting to build out the data collection and implementation of the site. Site Storyboard and the Data/Source Charts has been created from the 2021 Design Plan.

DELIVERABLES CONT'

- User Testing will start in coming month to gather direct feedback on the platform.
- Goal of a pilot version in Aug/Sept 2022.
- Showcasing prototype at conferences across rural Ontario in Fall 2022.
- Case studies will explore the challenges and opportunities of the platform in greater depth.



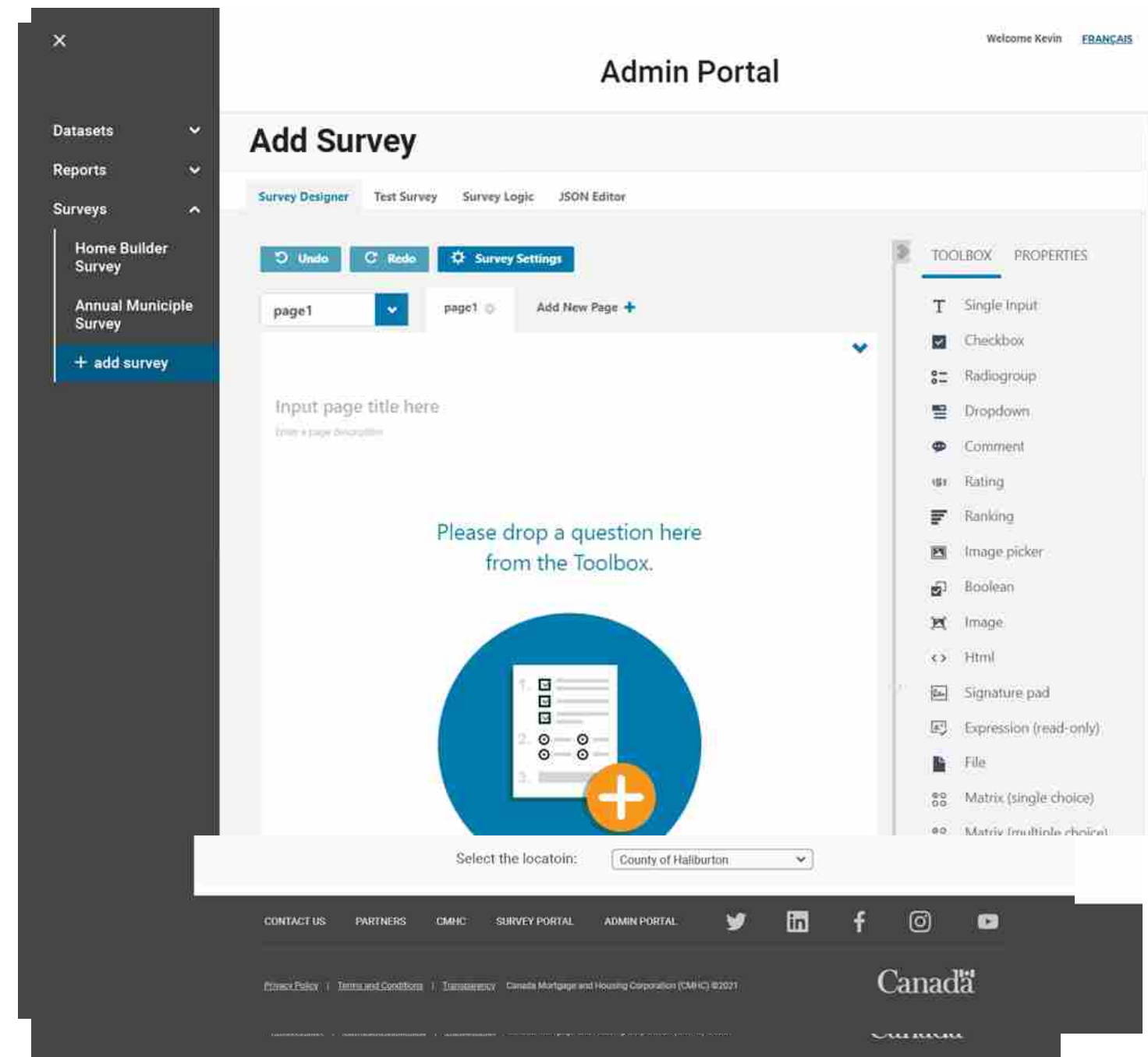
RURAL HOUSING INFORMATION SYSTEM - PRELIMINARY DESIGN PLAN

- **Public-facing**

- For all Housing Stakeholders to access: Municipalities, Builder Associations, Realtor Associations and Residents.

- **Interactive & custom**

- Data visualizations
- Demographics
- Housing Market
 - Avg/Median current avail rent
- Housing Costs
- Housing Supply
- Zoning
- Interactive mapping feature
- Community Comparison tool
- Downloadable custom data reports



WHAT WE HEARD

Rural Challenges

Poorly maintained, underpopulated and non-uniform data between jurisdictions creates an information gap for stakeholders:

Municipal Staff & Council

- need authoritative data to address ratepayers' resistance to flexible residential zoning changes that increase options for affordable housing units
- need credible data to justify municipal investments in affordable housing

Developers & Builders Associations

- need reliable information on rules and incentives to entice them to consider rural areas where construction rules and incentives vary
- need data to assist with grant applications to improve their chances of success and to determine ROI in rural areas

Social Service & Housing Managers

- need reliable data to plan and implement housing plans effectively and understand regional trends

Non-Profit Housing Providers

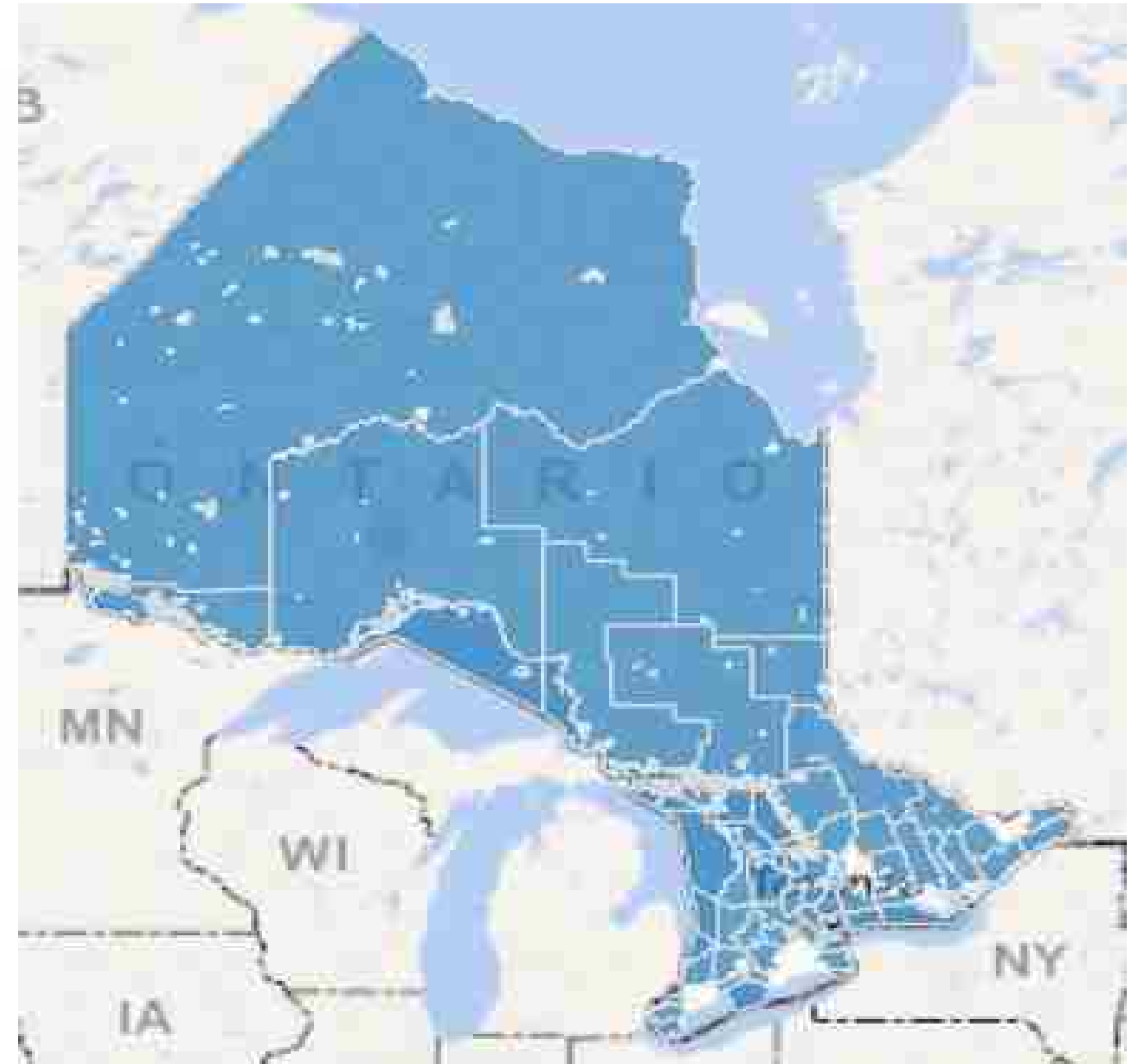
- need easy access to rural data to complete funding applications

Economic Development & Real Estate Professionals

- need detailed rural data that is not skewed by urban areas to develop investment cases for rural communities

GROWING BEYOND EASTERN ONTARIO

- Grow to include Western Ontario's data in the 2022.
- Ownership transfer to ROI in April 2023.
- Transfer annual maintenance payment of \$160K to Tech Firm for April 2023 - April 2024 (\$100K for current CMHC Project funds - goal of raising the \$60K hold back that we would see over 2023-2025 reported analytics.)
- Expand to Greater Ontario in 2023 and incorporate sponsorship/advertising for cost recovery.
- Expand beyond Ontario in 2024.





GROWING AFFORDABLE HOUSING

- Connect municipal partners and community partners to create more affordable housing projects in our rural communities.
- United Church's United Property Resource Corporation has partnered with CMHC to create Kindred Works. With a goal of delivering rental housing for 34,000 people over the next 15 years. With a goal of more than one third of the homes in their portfolio being available for below market rate
- Expand beyond Ontario in 2024.




LEARN MORE

www.roiconnect.ca/project/rural-housing-opportunities

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Rural Housing Opportunities



Rural Housing Information System - Design Plan & Implementation

Copy link


RURAL HOUSING INFORMATION SYSTEM - DESIGN PLAN & IMPLEMENTATION

Watch on  YouTube

Rural Housing Information System

The Rural Ontario Institute (ROI), Eastern Ontario Wardens' Caucus (EOWC) and IT firm, Itergy, are partnering to address a housing shortfall in Eastern Ontario through the creation of an innovative digital tool that will support municipalities in the planning and construction of new affordable housing.

[JOIN THE CONVERSATION](#)



Who's Listening

Rural Ontario Institute

Upcoming Activities & Events

The development of this tool will require input from municipalities and other stakeholders. This input will be critical for ensuring that the tool functions as intended in addressing the rural housing information gap.