

# **Reversing the Tide:**

## **Strategies for Successful Rural Revitalization**

### **Attracting and Retaining People: The Needs, Opportunities, Pros and Cons**

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# Presentation Themes

**Premise: If we can't retain or grow our population base in rural BC, all other efforts at economic development may not succeed.**

- ❑ Background on population
- ❑ Background on current population, economy, linkage
- ❑ Migrants – who could they be and what might attract them?
- ❑ Changes: Pro and Con
- ❑ Closing Comments

# Why a “People” Strategy?

- ▶ In the last 50 years, Canada's workforce grew by 200 per cent. But government forecasters say that, without some radical changes, the workforce will only grow by 11 per cent in the next 50 years – and that figure includes the effects of current levels of immigration.
- ▶ British Columbia will be short 350,000 workers over the next 12 years.
- ▶ March 2008

# Why a “People” Strategy?

- ▶ OTTAWA – When Prime Minister Stephen Harper gathered the country's premiers at 24 Sussex Drive last fall, he wanted them to focus on what he saw as the country's No. 1 economic problem: within a decade or two, there simply will not be enough workers in the country.
- ▶ Monday, May 05, 2008

# Rural and BC Population

## Urban Futures Rural Urban Portrait of BC

- ▶ 14.6% Rural
- ▶ 15.5% Urban under 50,000
- ▶ 8.5% 50,000 to 100,000
- ▶ 61.4% over 100,000

(Census)

# BC and Rural Population

	BC 'Rural'	BC 'Rural'	B.C.	BC 'Rural'	B.C.
	<u>2007</u>	<u>2007</u>	<u>2007</u>	<u>2017</u>	<u>2017</u>
0-17 years	305,399	20.1%	19.6%	16.8%	16.9%
18-24 years	136,161	9.0%	9.7%	8.1%	8.1%
25-64 years	836,117	55.0%	56.6%	54.3%	57.4%
65+ years	239,016	15.7%	14.1%	20.7%	17.6%
Total	1,520,693				

# Rural and BC Population

## Annual Average Population Percent Change

	All BC	Rural BC
Last 10 Years	1.13%	0.50%
Last 5 Years	1.14%	0.77%
Last Year (2006)	1.24%	1.14%
Total 2006	4,320,255	1,342,850 (31.1%)
(BC Stats)		

## BC Population Change 2007

Net Inflow International	42,757	73.4%
Net inflow Interprovincial	15,520	26.6%
Net Growth (1.35%)	58,277	

# Population Inflow 2006/2007

Regional District	Net International	Net Interprovincial	Net Intraprovincial
Bulkley-Nechako	19	(176)	(300)
Cariboo	53	(181)	107
Central Coast	(4)	0	(48)
Central Kootenay	27	142	(236)
Columbia-Shuswap	40	227	347
East Kootenay	22	(177)	(17)
Kitimat Stikine	21	(270)	(462)
Kootenay Boundary	5	23	101
Mount Waddington	2	(34)	(291)
Northern Rockies	6	(32)	(124)
Peace	90	(275)	546
Powell River	18	56	119
Stikine	0	(27)	35
Thompson-Nicloa	176	(237)	1,249
Total	475	(961)	1026

# BC and Rural Jobs and Job Growth

	Employed ('000)	Employed Change 2000-2007	Pop. Change 2000-2007	% Goods Producing	% Services Producing
British Columbia	2,266.30	17.3%	8.4%	21.9%	78.1%
Thompson-Okanagan	256.7	22.1%	9.2%	26.5%	73.5%
Kootenay	77.1	8.9%	0.3%	33.9%	66.1%
Cariboo	83.8	5.9%	-4.2%	32.5%	67.5%
North Coast and Nechako	41.5	-12.3%	-0.2%	32.8%	67.5%
Northeast	36.7	15.4%	7.5%	43.3%	56.4%
Vancouver Island/Coast	378.3	15.5%	8.2%	18.6%	81.4%

# BC and Rural Jobs and Job Growth

	Pop. Change 2000-2007	% Goods Producing	Goods Change 2000-2007	% Services Producing	Services Change 2000-2007
British Columbia	8.4%	21.9%	22.0%	78.1%	16.1%
Thompson-Okanagan	9.2%	26.5%	32.1%	73.5%	18.8%
Kootenay	0.3%	33.9%	49.1%	66.1%	-4.1%
Cariboo	-4.2%	32.5%	9.2%	67.5%	4.6%
North Coast and Nechako	-0.2%	32.8%	-12.3%	67.5%	-12.3%
Northeast	7.5%	43.3%	45.9%	56.4%	0.0%
Vancouver Island/Coast	8.2%	18.6%	4.3%	81.4%	18.5%

# Goods Sector Employment 2007

(‘000)	Construction	Forestry, Fishing, Mining, Oil and Gas	Manufacturing
British Columbia	196.9	47.3	205.1
Thompson- Okanagan	26.4	6.7	25.8
Kootenay	9.2	5.4	8.4
Cariboo	4.4	5.5	14.4
North Coast and Nechako	2.2	2.8	7.1
Northeast	4.8	6.4	2.1
Vancouver Island/Coast	35.8	9.8	19.2
Total Rural	82.8	36.6	77

# Employment Growth 2000-2007

	Agriculture	Construction	Forestry, Fishing, Mining, Oil and Gas	Manufacturing	Trade	Health Care	Finance, Insurance, Real Estate	Transportation	Information, culture, recreation
British Columbia	6.5	85.8			64.2	38.5			
Thompson-Okanagan	2.2	14.4			7.8	4.6			
Kootenay		4.2	1.8			1.7	1		
Cariboo	0.9			3.2		3.5		1.5	
North Coast and Nechako		0			0.6				
Northeast		1.7	2.0	2.7	0.5	0.7			0.6
Vancouver Island/Coast		13.4			12.9	12.9			

# Building Permits 2007

Development Region	% Residential Value
British Columbia	68.7%
Thompson-Okanagan	69.9%
Kootenay	76.3%
Cariboo	59.8%
North Coast	41.8%
Nechaco	58.8%
Northeast	55.5%
Vancouver Island/Coast	71.5%

# Relationship to Economic and Demographic Change

- ❑ “Boomer” generation retiring. Creates housing demand for retired, semi retired “amenity migrants”
- ❑ Labour Force needs for replacement workers and job growth
- ❑ New population driven demands generate housing and service sector growth

# Who Could we Attract to Rural Areas?

- Repatriate out migrants (All ages, First Nations)
- Amenity migrants (Age 40 plus)
- Second stage immigration (business succession, employment)
- Immigration (based on target countries, regional population, educational services)
- Recreation – second homes

# What Might Attract Them?

## MOTIVATORS

- Leisure
- Quality of life
- Economic Opportunity
- Metropolitan Living Conditions
- Learning/ Spirituality
- Climate Change
- Safety

## FACILITATORS

- Access
- Technology
- Discretionary Wealth
- Land/Housing Availability
- Discretionary Time
- Comfort Amenities

# Possible Pros

- ❑ Retain, grow population
- ❑ Retention of Services
- ❑ Labour force expansion
- ❑ Business succession
- ❑ Construction and Service Economy
- ❑ New Skills and experience
- ❑ New Capital
- ❑ Economic Diversification
- ❑ Tax Base

# Possible Cons

- ❑ Environmental Impacts
- ❑ Impacts on natural resource use, management
- ❑ Housing prices
- ❑ Demand on public services
- ❑ Demand on public spaces
- ❑ Different Values and expectations (social and political)
- ❑ Economic displacement

# If you don't want to, or can't attract people, what is Plan B?

- ❑ The emerging reality is that people do not have to move to rural areas for jobs. Jobs alone are no longer the only reason move.
- ❑ It is not possible to compete with the “oil economy” on wages.
- ❑ Rural amenity and lifestyle has to be our “marketing” niche.
- ❑ Already happening in many rural areas

# Change Management

- ❑ Needs Regional Approach/Collaboration, Resources
- ❑ Needs Regional Coordination of/or Planning
- ❑ Needs a focus on both the physical and environmental (development property and community services etc.) and social (values, expectations, integration, education) changes
- ❑ Needs community engagement