

SARNIA-LAMBTON

Location for the Contact Centre Industry

- *Trained customer service labour pool*
- *“Plug & Play” real estate options*
- *Affordable lifestyle*

May 2015



Location



- The City of Sarnia is located in the County of Lambton in southern Ontario, and is the centre of commercial activities for the area. Sarnia-Lambton's location at the border of Ontario and Michigan provides direct access to the USA.
- Lambton County and the City of Sarnia are bisected by Highway 402, which runs eastward from the Michigan-Ontario border and joins Highway 401, which links Montreal and Detroit. To the west, Highway 402 connects with Michigan's Interstate 94/69/75 network via the international Blue Water Bridge.
- Sarnia is home to the Chris Hadfield Airport with direct flights from Sarnia to Toronto's Pearson International Airport. Within approximately one hour drive from Sarnia is the Detroit International Airport (Delta hub with access to all major U.S. cities and many International destinations) as well as London International Airport.

Sarnia-Lambton Call Centre Industry

Sarnia is home to two existing call centres:

- **Atelka** inbound contact centre that supports a large Canadian telecommunications company. Opened in April 2014, this site is expected to employ 400 agents by the Fall of 2015.
- **Marriott's Worldwide Reservation** inbound contact centre employs approximately 200 at home agents in the community.

Three former call centres were also located in Sarnia:

- **NCO** closed their customer service call centre with 500 agents (1300 agents at its peak) in June 2012. Located in the Western University Research Park, Sarnia-Lambton Campus, NCO processed inbound customer service calls for the telecommunications industry as well as service appointment scheduling for a consumer electronics retailer.
- **StarTek** closed their downtown inbound customer service call centre in early 2011 which employed approximately 215 staff.
- **Sun Media Corp** inbound sales centre was located in downtown Sarnia and employed approximately 70 staff. This location closed in September 2014 and provided inbound customer service and sales for media advertising across Ontario.

Available and Trained Labour Pool

With recent call centre closures there are a number of highly qualified staff available for employment immediately. Many of these staff members are fully trained and many were enrolled in the **Information Technology – Contact Centre Apprenticeship Program** offered through the Ontario Ministry of Training, Colleges and Universities.

The last reported **unemployment rate** from **February 2015** was **9.2%**. Concentration of staff in the contact centre industry is currently very low representing only **1.01%** of the total labour pool in Sarnia (CA) and only **0.72%** in Lambton County.

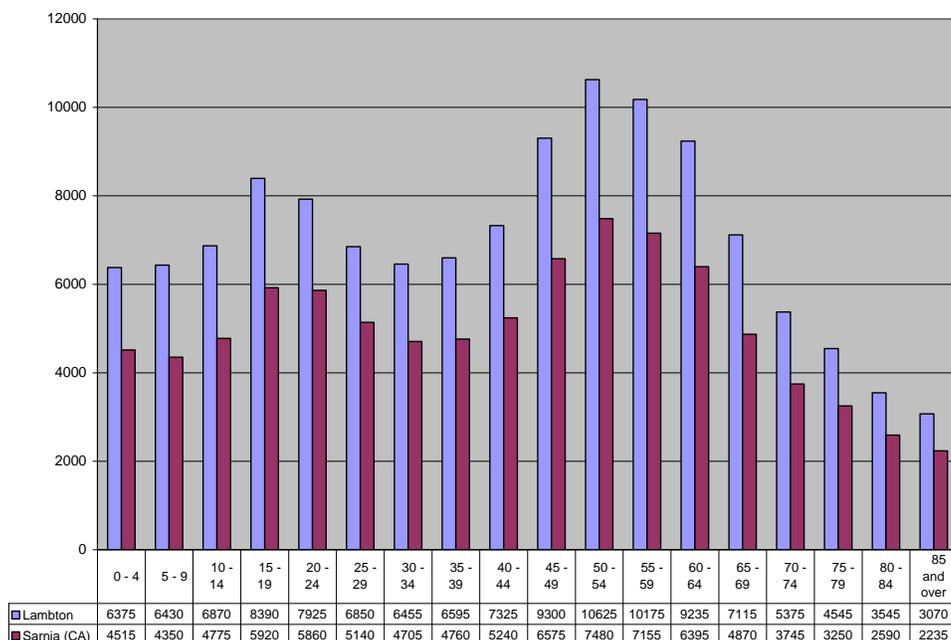
Sarnia is a great place to live and work with 86% of Lambton residents having lived in the community for 5 years or more resulting in a very stable and dedicated workforce.



Sarnia-Lambton Demographic Information

Population

- Based on the 2011 Census the population of Sarnia-Lambton is 126,200, and Sarnia Census Agglomeration (CA) (including Sarnia, Point Edward, St. Clair Township and the Sarnia Reserve) has a population of 89,535.
- The workforce in Sarnia-Lambton (ages 15-64) is 82,875
- According to the 2011 census there are 7,665 (6.1%) residents of Lambton County that know French and English.
- Sarnia is home to a French language elementary and secondary school as well as offering French immersion in several of the schools in the county.



Sarnia-Lambton's population is augmented by surrounding communities such as Wallaceburg (10,185) which is located south of Sarnia-Lambton in Chatham-Kent and Strathroy (14,221), located east of Sarnia-Lambton in neighbouring Middlesex County.

Source – Statistics Canada, **2011** Census

Education Attainment

Sarnia has a highly skilled work force with many industries requiring individuals with engineering and technical backgrounds. Lambton College is located in Sarnia, but other educational institutions are within close proximity to the community including Western University, University of Windsor and Waterloo University, Fanshawe College and St. Clair College

	Lambton County		Ontario	
Total population aged 15 years and over by highest certificate; diploma or degree	104,360		10,473,670	
No certificate; diploma or degree	19,540	19%	1,954,520	19%
High school diploma or equivalent	33,130	32%	2,801,805	27%
Postsecondary certificate; diploma or degree	51,700	50%	5,717,340	55%
Apprenticeship or trades certificate or diploma	11,655	11%	771,140	7%
College; CEGEP or other non-university certificate or diploma	24,905	24%	2,070,875	20%
University certificate or diploma below bachelor level	2,365	2%	427,150	4%
University certificate; diploma or degree at bachelor level or above	12,760	12%	2,448,175	23%
Bachelor's degree	8,255	8%	1,515,075	14%
University certificate; diploma or degree above bachelor level	4,510	4%	933,100	9%

Statistics Canada. 2013. Lambton, CTY, Ontario (Code 3538) (table). National Household Survey (NHS) Profile. 2011

Multiple Real Estate Options

Within Sarnia there are multiple well serviced sites to meet the needs of potential call centres. With recent closures there are sites that are completely plug-and-play ready to be staffed as well as sites that can be easily tailored to the needs of specific call centres. The following are three potential sites that are representative of potential locations in this community:

Bayside Mall Call Centre – Former StarTek location

The Bayside Mall is located in the heart of downtown Sarnia directly adjacent to the main telecommunication central office for Bell Canada as well as the main bus terminal for the City of Sarnia. Both underground and above ground parking are available as well as a food court and many other retail, restaurant, medical and government agencies.

This former call centre site has many of the basic elements for a successful call centre and the flexibility to adapt to a client's specific needs. The existing space occupies 28,000 sq. ft. within the mall with the potential to add additional space within this facility.

Features of this site include:

- Space for 272 agents (28,000 sq. ft.)
- Management and HR office space with 3 training rooms and testing areas
- Lunch and washroom facilities
- Separate data centre with fire suppression and 500 kW generator
- Secure access to underground parking as well as direct access to above ground parking lot.
- Ready access to fibre data and telecommunications infrastructure



1337 London Road – Former Marriott Contact Centre

This site is centrally located within Sarnia's commercial district within minutes of highway 402, access to the US-Canada border is only 5 miles away. The site has parking available with additional parking nearby and frequent bus routes that service this area and the many retail and restaurant locations in the area.



Features of this site include:

- Total of 16,170 sq. ft..
- 174 seat facility (operated as a 400 agent 24 hour centre previously)
- 2 training rooms that seat 14 agents / room
- Reception, administration offices, lunch room and telecom room
- Parking and frequent bus service
- Close proximity to several retail locations including a major mall location.

595 Murphy Road – Former Price Chopper Location

This site, a former sport store, is located in the heart of Sarnia's commercial sector near a very busy Real Canadian Superstore grocery, JYSK, CIBC, Fit4Less, Arby's and Wendy's and many other retail, service and restaurant locations. Within minutes of highway 402, access to the US-Canada border is only 5 miles away. The site has above ground parking and frequent bus routes service this area due to the proximity to major retail locations.



Features of this site include:

- Total of 19,000 sq. ft.
- Loading Dock
- 80 parking spots and frequent bus service at bus terminal located across the street for location.
- Close proximity to several retail locations including a major mall location.
- 22-24 ft ceilings with 40 foot column grid plan.

Economic Activity

Major Employers

Petrochemical and refining industries make up Sarnia-Lambton's main industrial sector, followed by agriculture and tourism. The City of Sarnia and St. Clair Township are home to many international companies including Imperial Oil (Exxon), LANXESS, NOVA, Suncor, and Shell.

Sarnia-Lambton is gaining recognition world-wide as a centre for bio-based manufacturing and research and development. The community has been working cohesively for a number of years to create the right environment for bio (organic) based manufacturing. Companies such as BioAmber, KMX, Woodland Biofuels Inc. and Methes Energy have chosen Sarnia-Lambton for manufacturing, research and development, or pilot plant facilities; joining the area's growing Sarnia-Lambton Biohybrid Chemistry Cluster.

Recent Labour Pool Information

- Sarnia Zellers location closed March 2013 – 100 employees affected
- Waterville TG in Petrolia added additional shifts increasing staff of 600 employees
- Major renovations completed at Lambton Mall and Cineplex movie theatre expansion announced
- BioAmber completing construction of \$110 million biosuccinic acid plant in Sarnia – 60 full time positions will be created when the facility opens in Summer of 2015.
- NOVA Chemicals investing \$250 million to allow use of ethane feedstock at its Corunna plant and relocated their Information Technology Group and Global Accounting Services to the UWO Research Park.
- Enbridge Sarnia pipeline expansion planned
- Entropex, plastics recycling plant, receives \$4 million investment from Province of Ontario and added 22 fulltime positions.
- Giant Tiger has announced opening of their second location in Sarnia.

Lifestyle

- Sarnia-Lambton is a great place to live, with an appealing mix of big city amenities and small friendliness.
- Sarnia-Lambton offers very affordable housing
 - Average House \$220,442 (SLREB – May 2014)
 - 2 bedroom rental \$792 (CMHC Spring 2014)
- 40 miles of beautiful freshwater beaches
- 60 recreational parks and conservation areas
- Excellent health care system with a new state-of-the-art hospital.
- Wide variety of sports teams for all ages and abilities, 20 golf courses, sailing, scuba diving, fishing, wake boarding
- Theatres, RBC Sports and Entertainment complex, new downtown art gallery
- Host to many summer entertainment festivals.
- Sarnia-Lambton is family-friendly and affordable.



town

The Sarnia-Lambton Economic Partnership

- The staff of the Sarnia-Lambton Economic Partnership are ready and eager to assist with site location services such as accessing any eligible training incentives, assistance with any needed permitting, temporary head office space, and any other location assistance needed.
- The community has a Job Fair Team that is ready to assist with staff recruitment, including screening applications and determining eligibility for any applicable training incentives, testing, and hosting job fairs.

At the Sarnia-Lambton Economic Partnership we are here to work with you in every way we can to make your site selection process as easy as possible.

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