

## Business Case Study



# Halton COVID-19 Response Micro PPE Procurement Portal

**CLIENT**

Member of Parliament  
MPP Parm Gill

**PARTNERS**

Milton Chamber of Commerce

**PROJECT**

Micro PPE Procurement Portal

**TECHNOLOGY**

WordPress CMS  
Contact Form 7  
Microsoft Excel

**LOCATION**

Milton/Halton Region, Ontario

**PROJECT DATE**

April 2020

*“As the economy in Ontario began to recover and businesses began reopening, the portal became even more important as an essential source for locating PPE supplies to protect returning employees and customers”*

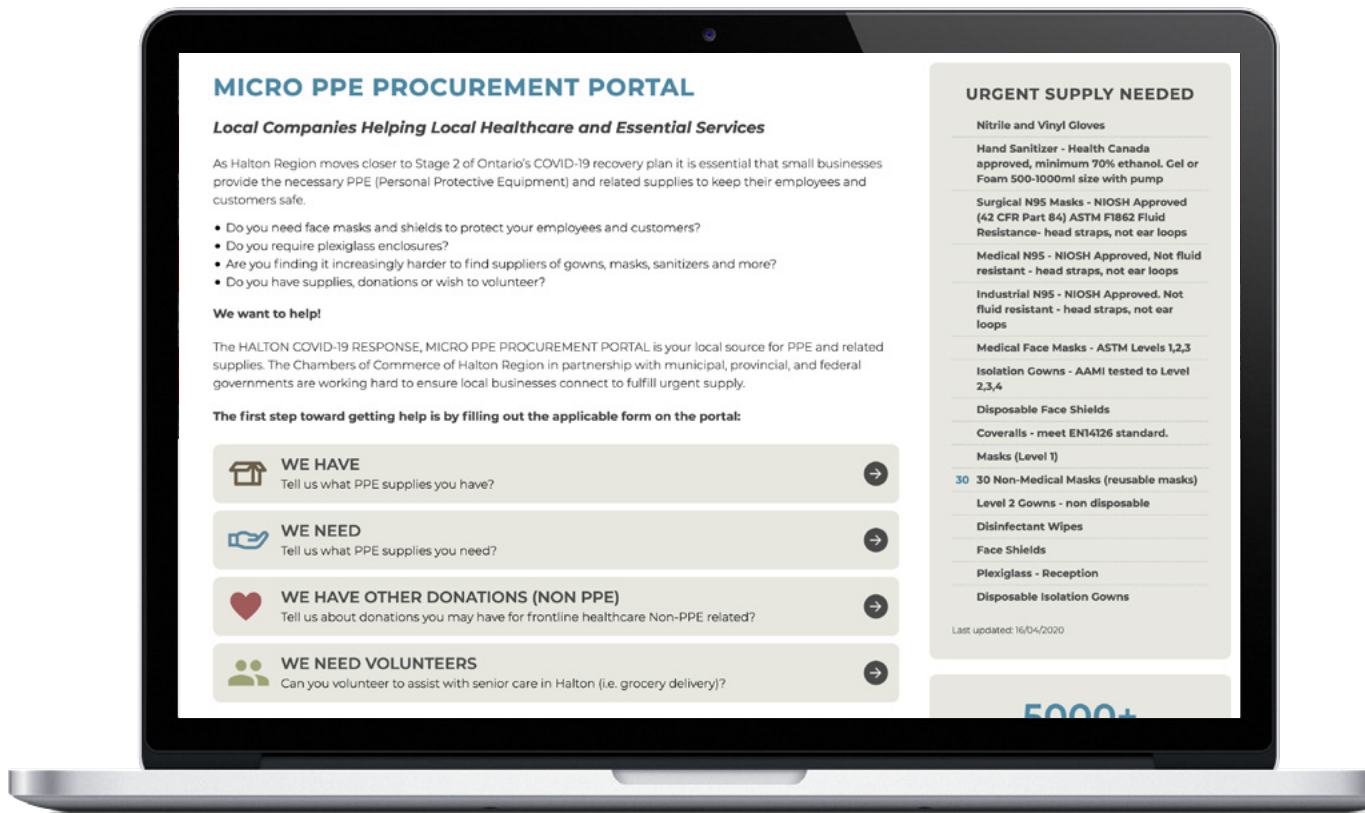
**CHALLENGE**

The coronavirus (COVID-19) pandemic of 2020 unraveled our daily lives and resulted in a global economic shutdown. A tremendous strain was put on our healthcare system and many businesses in Milton (Ontario) and across Halton Region suffered greatly having to close for an undetermined period. It became quickly apparent that there would be a critical shortage of Personal Protective Equipment (PPE) and related supplies for local hospitals and long-term care facilities, as well as businesses deemed essential service. The Canadian Federal and Provincial Governments, at the time, were working toward alleviating the shortage of critical PPE in mass quantities. The supply shortage became a national crisis and was front page news for many weeks.

Hospitals, long-term care facilities and essential businesses required immediate supply of PPE and could not wait weeks for supply to protect their essential workers, patients, and customers from infection. They needed a solution immediately.

There were many local medical suppliers and businesses who had surplus PPE and were willing to help alleviate the shortage through procurement or donations.

Halton Region needed a well-functioning sourcing system that could match local companies with PPE supplies with those organizations in desperate need. Time was of the essence; an immediate solution was needed.



## SOLUTION

Centricity360 (C360), a member of the Milton Chamber of Commerce (MCC), knew that it was an important time to step up and solve this regional challenge.

Richard Bolton, owner, and senior consultant with C360, partnered with the CEO of the MCC, Scott McCammon. C360 offered technical development and marketing services to assist in solving this challenge by developing a micro PPE procurement portal on the existing MCC website.

Leveraging connections from AMS Halton, an MCC regional committee managing the Advanced Manufacturing Supercluster, Richard sourced the needed connections to support the portal including local provincial and federal politicians, key individuals in Economic Development at the Town of Milton, organization leaders at the four Chambers of Commerce in Halton and other community leaders.

Capitalizing on the idea of creating a micro procurement portal to service the immediate PPE needs in Halton, Richard prepared an overview of the concept, a wireframe (technical website layout) and the content wording for the portal. The project timeline from concept to launch was 4 days; conceived on Sunday April 12th and unofficially launched on Wednesday April 15th. The official launch of the Halton COVID-19 Response – Micro PPE Procurement Portal was on Friday of that week during an online event presented by the MCC with the Mayor of Milton Gord Krantz, MPP Parm Gill and MP Adam van Koeverden. Richard Bolton was the lead presenter of the portal during the webinar event.

The portal was created in a WordPress content management system using applications such as Contact Form 7 and a series of Microsoft Excel spreadsheets to manage the submissions from the portal. A main content landing page was created with links to four (4) submission forms. The submission forms created were:

- **WE HAVE (Tell us what PPE supplies you have?)**
- **WE NEED (Tell us what PPE supplies you need?)**
- **WE HAVE OTHER DONATIONS (Tell us about donations you may have for frontline healthcare Non-PPE related?)**
- **WE NEED VOLUNTEERS (Can you volunteer to assist with senior care in Halton (i.e. grocery delivery)?).**

Each form would produce an excel spreadsheet with results; an easy solution to collect submissions. The portal was technically supported by C360. A consolidated MS Excel document was shared with those that would administer and match the participant suppliers with the healthcare organizations or essential service businesses that required PPE.

The ongoing matching was administered by key individuals from the office of MPP Parm Gill, with support from MP Adam van Koevorden; as well as key individuals from the Town of Milton. The MCC and C360 provided support matching companies and provided network connections. A systematic process was developed to address the matching. Regular review meetings were also held.

## RESULT

Immediately upon launch of the micro procurement portal, local healthcare organizations and essential service businesses in need of PPE; as well as, local suppliers of PPE began submitting forms. Individuals offered to make donations and volunteer for community service. Matching began immediately to fulfill needs.

As the economy in Ontario began to recover and businesses began reopening, the portal became even more important as an essential source for locating PPE supplies to protect returning employees and customers.

The provincial government listed the PPE portal on the Ontario Together PPE Directory as a trusted source for essential supplies and Chambers of Commerce across Canada modeled the PPE portal in their own business communities.

The PPE portal was presented by Richard Bolton of C360 to the members of Milton's Economic Recovery Task Force on June 25th, 2020. On July 15th, MPP Parm Gill made an announcement at Queen's Park during legislative assembly thanking the MCC for their Halton Response, COVID-19 Micro PPE Procurement Portal and their support of the Milton business community during these challenging times.

The portal became a great success in the fight against COVID-19. During the crisis, businesses and organizations assisted included the Bob Rumball Canadian Centre of Excellence for the Deaf, the Milton Community Resource Centre, Milton Meals on Wheels, Halton Women's Place, Sargent Farms and many more.

## Overall

**135+**  
SUPPLIERS REGISTERED

**55+**  
COMPANIES REQUEST PPE

**50+**  
PPE CONNECTIONS

**500+**  
DONATIONS

**30+**  
VOLUNTEERS

C360 and its partners were proud to be part of this initiative at a critical time to help provide an innovative solution for the community.

## PORTAL

<https://www.miltonchamber.ca/halton-covid-19-response/>

## ACKNOWLEDGEMENTS

A special thank you for the contributions from the following individuals:

**MPP Parm Gill, Robert Thompson and Evan Holt** | MPP Parm Gill

**Scott McCammon** | Milton Chamber of Commerce

**Jenna Paterson and Michael Launslager** | Town of Milton

The team at **Centricity360**.

## TESTIMONIALS

### Scott McCammon

Milton Chamber of Commerce

*Early in the pandemic, Richard Bolton approached the Milton Chamber with a vision: a PPE Portal to match the scarce supply with the much-needed demand. Working in partnership with Richard and his Centricity360 team, the portal was launched. It has since garnered the support of all levels of government, including being featured on the Ontario Together PPE Directory. Chambers and communities across Canada have also emulated our portal for their own needs. It has been a pleasure working with Richard on this project. His vision and expertise has helped many frontline workers and businesses throughout the pandemic.*

**Scott McCammon, ACE, CCE**

**President & CEO**

**Milton Chamber of Commerce**



**Jenna Patterson**

Economic Development Officer - Town of Milton

*At the height of the COVID-19 pandemic, Centricity360 partnered with Milton's Chamber of Commerce, the Town of Milton and the Provincial government to design and develop a dedicated online PPE procurement portal for Halton Region. The portal served as a key tool connecting Halton's local healthcare system and frontline workers to companies producing personal protective equipment, COVID-19 related supplies and various community donations that helped essential workers operate safely. This tool has continued to be a valuable resource to our local business community, as we transition through the various stages of reopening ensuring we are able to connect local manufacturers and suppliers to businesses in need.*

**Jenna Patterson, M.Comm, M.Ed**  
**Economic Development Officer**  
**Town of Milton**

**Adam van Koeverden**

Member of Parliament for Milton

*COVID-19 presented every community in the world with a set of problems and challenges that none of us have ever faced before. Those challenges that required us to come together, share notes and ideas to make sure that we got the solutions right - lives were literally depending on us. Nurses, engineers, entrepreneurs, and parents across Canada got together on zoom calls to brainstorm ways to help each other and support our communities. Milton was no different, we had regular meetings where ideas turned into plans, and plans turned into action overnight. Richard Bolton and Centricity360 did most of the heavy lifting on Halton's COVID-19 Micro PPE Procurement Portal in response to increased community supply and demand for personal protective equipment. Along with the Milton Chamber of Commerce, they fulfilled the needs of many of our neighbours. Thanks to Richard and his team for coming together to meet the needs of our region during one of the most challenging times ever. You made a huge difference for so many of our neighbours.*

**Adam van Koeverden**  
**Member of Parliament for Milton**



**Parm Gill**  
MPP Milton

*With the onset of COVID-19, Richard Bolton, and the team at Centricity360, immediately stepped up to help. Their team of professionals and knowledgeable experts were able to launch an intuitive PPE portal, engineered to provide our community and small businesses with much needed PPE to keep themselves, and their families, safe. I cannot thank them enough for their leadership and tremendous efforts during these challenging times*

**Parm Gill**  
**MPP Milton**

## ABOUT CENTRICITY360

Centricity360 is a forward-thinking consulting company delivering strategic marketing, business development and related technology services helping business leaders drive revenue growth through innovation and digital transformation.

Centricity360 - Innovative Ideas in Action.

## ABOUT RICHARD BOLTON

An entrepreneur, Richard Bolton is the owner and senior consultant at Centricity360. The Past President of the Milton Chamber of Commerce (MCC). Richard sits on the Government Relations Committee for the MCC with the platform of the Advanced Manufacturing Supercluster and Canada's Innovation Corridor. Co-creator of AMS Halton and TechConnect Halton. Creator and developer of the Halton COVID-19 Response - Micro PPE Procurement Portal.

## REFERENCES AND MEDIA SOURCES

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Mr. Parm Gill: I am proud to rise and recognize and thank the Milton Chamber of Commerce that has been supporting businesses in Milton since 1888. Their leadership and community focus has been paramount during this pandemic. Shortly after the pandemic hit, the team at the chamber of commerce got to work on a local PPE procurement portal. This portal connected local suppliers of non-medical PPE with people and businesses who needed it. The portal has been able to connect many, many businesses and community organizations with non-medical PPE, much of which was donated. Some of the organizations that benefited from this portal include the Bob Rumball Canadian Centre of Excellence for the Deaf, the Milton Community Resource Centre, Milton Meals on Wheels, Halton Women's Place, and many, many more. My team and I are proud to have been able to support the creation of this portal and are glad to have been able to help connect local suppliers with local businesses. We know businesses need support now, more than ever. Thank you to Scott McCammon and his whole team at the Milton Chamber of Commerce for doing everything that's needed and going above and beyond in providing true leadership during this difficult time. We are in this together, Mr. Speaker, and we need to support our businesses together.