

RED DEER'S

VitalSigns[®]

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RED DEER & DISTRICT
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WHERE WE STAND: OUR COMMUNITY PROFILE

Red Deer City Population

According to the 2011 Municipal Census Report, the city of Red Deer population is 91,877, indicating a 1.9 percent increase over the 2010 population of 90,084.¹

Children and Youth Population in Red Deer (Under 15 Years)

Of those whose age was reported in the 2011 Municipal Census, 15,417 or 19.4 percent were under the age of 15. This compares with 19.1 percent who were similarly reported to be under the age of 15 in 2010.²

Population Age 15 to 64

The 2011 Municipal Census showed 71.0 percent of those for whom age was reported to be within the age grouping of 15 to 64 years. This compared with 71.8 percent in the 2010 census.³

Elderly Population

Of those whose age was reported in the 2011 Municipal Census, 7,623 or 9.6 percent were age 65 and older. This compares with 9.1 percent who were similarly reported to be age 65 and older in 2010.⁴

Median Age in Red Deer

According to the 2011 Municipal Census Report, the median age in the city of Red Deer is 31 years compared with the median age of 32 years reported in the 2010 census. The current median age of 31 years reflects a median age of 30 years for males and 32 for females.⁵

Proportion of Immigrants

In 2006, the foreign born population in Red Deer was 7,655 persons representing 9.4 percent of the total population. This compares to a provincial proportion of 16.6 percent of the population and a national population of 19.8 percent. The rate has grown 0.8 percentage points from the share in 2001 (8.7 percent).⁶

Migration and Components of Population

On a net basis (natural increase and gross migration inflow minus outflow), in 2010, Census Division 8, which includes Red Deer, gained 1,683 persons due to natural increase, gained 560 persons due to international migration, lost 508 persons to interprovincial migration, and gained 779 persons due to intra-provincial migration. Overall, Census Division 8 gained 2,514 persons.⁷

Divorce Rate

In Red Deer, the 2006 census showed 5,965 divorced persons or 8.8 percent of the population over the age of 15. This contrasts with 7.7 percent of the population of Alberta over the age of 15, while the corresponding figure for Canada is 8.0 percent. In 2001, the census showed 8.8 percent of the population over the age of 15 in Red Deer to be divorced.⁸

Marital Status

In Red Deer, in 2006, single individuals (never legally married) comprised 30.6 percent of the population, which is 2.6 percentage points higher than the provincial proportion (28.1) and 3.0 percentage points higher than the Canada-wide proportion.

In 2006, 44.7 percent of Red Deer's population are legally married (not separated). This is 5.9 percent lower than the provincial population and 3.2 percent lower than the national proportion.⁹

Fertility Rates

In 2010, the total fertility rate in the former David Thompson Health Region, which includes Red Deer was 1.91, significantly higher than the current rate of 1.78 reported for the province of Alberta as a whole in 2010, but lower than the previous decade high of 2.11 recorded in the former David Thompson Health Region in 2008.¹⁰

Aboriginal Population Profile

As reported in the 2006 census, 3,600 persons in Red Deer identified themselves as Aboriginal. This is an increase of 34.6 percent since 2001, and represents 4.4 percent of Red Deer's total population.

The growth rate in the Aboriginal population was faster than the growth rate of Red Deer as a whole, due to higher fertility rates and migration. There is a higher proportion of children within the Aboriginal population than in the non-Aboriginal groups reflecting higher birth rates. There is a lower percentage of seniors in the Aboriginal population than in Red Deer overall, also reflecting the high proportion of young people and higher level of mortality within the Aboriginal population.¹¹

Visible Minorities

According to the 2006 census, the principle visible minority population in Red Deer, as expressed as a percent of all visible minorities were Latin Americans 24.2 percent, Filipino 22.2 percent and Chinese 15.4 percent. By contrast for Alberta, it was Chinese 26.5 percent, South Asian 22.9 percent and Filipino 11.2 percent, whole for Canada as a whole, the most predominant visible minorities were South Asian 24.9 percent, Chinese 24.0 and Black 15.5 percent.¹²

Non Official Languages

As reported in the 2006 census, 9.1 percent of the Red Deer population most frequently spoke a language other than English or French at home. In 2001, this proportion was 7.5 percent.¹³

Employment by Industry

In 2010, the goods producing sector in the Red Deer Economic Region accounted for 32.0 percent of the population employed in all industries while the services producing sector accounted for 68.0 percent. The proportion of the population in the goods producing sector was 10.0 percentage points higher than the national average (21.9 percent) and 5.2 percentage points higher than the provincial average (26.8 percent).¹⁴

Overall Cost Competitiveness Index

With an overall competitiveness index value of 95.1 in 2010, the city of Red Deer has business costs that are 4.9 percent lower than the average in the United States. This is an improvement from an index value of 97.2 in 2008, but represents deterioration from 81.4 in 2002.¹⁵

Gross Domestic Product (in Millions of Chained 2002 Dollars)

Real GDP in Census Division 8, which includes Red Deer reached \$9,089 million in 2010, up 4.7 percent from its 2009 level. This change was higher than the region's average annual GDP growth rate of 3.9 percent over the 2001-2009 period. By comparison, real annual GDP growth over the same period averaged 2.7 percent in Alberta and 1.7 percent nationally. Division 8 accounted for 5.0 percent of the real GDP of Alberta in 2010.¹⁶

Gross Domestic Product Per Worker

Real GDP per worker in Census Division 8, which includes Red Deer, was \$107,725 in 2010 (In chained 2002 dollars), up 5.3 percent from its 2009 level (\$102,303). This change compares to the average annual per worker GDP growth rate of 1.5 percent over the 2001-2001 period. In 2010, output per worker in Division 8 was 19.1 percent higher than the level of per worker GDP in Alberta (\$90,452), and 38.5 percent higher than the national level (\$77,753).¹⁷

Average Census Family Income in Current Dollars

In 2009, the average income of census families in Red Deer was \$99,304 (current dollars). This was a decrease of 6.1 percent from \$105,724 in 2008. The 2009 level was 13.3 percent higher than the national level of \$87,671 and 9.8 percent lower than the provincial level of \$110,121.¹⁸

Median Money Income of Census Families in Current Dollars

In 2009, the median money income of census families in Red Deer was \$79,480 (current dollars). This was a decrease of 4.6 percent from \$83,310 in 2008. The 2009 level was 16.2 percent higher than the national level of \$68,410 and 4.9 percent lower than the provincial level of \$83,560.¹⁹

Retail Sales

Retail sales for Red Deer in 2011 were estimated to be \$2,400 million (current dollars), an increase of 19.3 percent from \$2,011 million in 2010. This compares to a national increase in retail sales of 4.8 percent and a provincial increase of 4.1 percent in 2011.²⁰

Red Deer as one of the Top 10 Micro Cities for Quality of Life

fDi Magazine ranked Red Deer as 8th Micro Cities for quality of life in its recent report "American Cities of the Future 2011/2012". The report ranked cities across the region (North America and Latin America) to name the best performing cities in a number of categories which range from business friendliness, cost effectiveness, infrastructure, human resources to economic potential. Cities are divided and ranked accordingly by size categories as well (large, small and micro cities). The rankings are done every 2 years. fDi magazine is published by the Financial Times Ltd.²¹

Average Lease Rate Per Square Foot (Retail Space)

According to the June 2011 issue of Alberta Venture Magazine, the recent average lease rate for retail space in Red Deer is around \$14 to \$28 per square foot.²²

Average Lease Rate Per Square Foot (Office Space)

According to the June 2011 issue of Alberta Venture Magazine, the recent average lease rate for office space in Red Deer is around \$10 to \$25 per square foot.²³

GAP BETWEEN RICH AND POOR

Low Income Measure (LIM) is a relative measure of low income. LIM is a fixed percentage (50 percent) of adjusted median income, where adjusted means a consideration of family needs. The family size adjustment used in calculating the Low Income Measure reflects the precept that family needs increase with family size. A census family is considered low income when their income is below their family type and size.

Child Poverty Rate

In 2009, the child poverty rate in Red Deer, based on Low Income Measure (LIM), an indicator of relative poverty, was 20.9 percent, up 0.6 percent from 20.8 percent in 2001. The 2009 figure was 9.8 percent lower than the national average of 23.2 percent and 5.6 percent higher than the provincial average of 19.8 percent.²⁴

Elderly Poverty Rate

In 2009, elderly (persons 65 and over) poverty rate in Red Deer, based on Low Income Measure (LIM), an indicator of relative poverty, was 4.1 percent, down 23.8 percent from 5.4 percent in 2001. The 2009 figure was 37.3 percent lower than the provincial average of 6.6 percent and 67.8 percent lower than the national average of 12.9 percent.²⁵

Overall Poverty Rate

In 2009, the overall poverty rate in Red Deer based on Low Income Measure (LIM) and indicator of relative poverty, was 15.7 percent, down 7.8 percent from 17.0 percent in 2001. The figure was 3.7 percent higher than the provincial average of 15.1 percent and 27.1 percent lower than the national average of 21.5 percent.²⁶

Red Deer Food Bank Usage

The Red Deer Food Bank distributes hampers containing enough food for a family for 5-8 days. Each hamper can be custom made to suit specific needs of the clients. Families are eligible to receive hampers 6 times within a 12 month period.

Between 2008 and 2009, the number of hampers distributed by the Food Bank increased 4,328 to 7,123.

In 2010, the number of hampers further increased to a total of 7,349. 3,494 families were served, 7,203 children and 9,726 adults were served within the same time period. The figures reflect the number of families and individuals that come through the door, regardless of frequency of visits or repeat in the use of service.²⁷

Red Deer Clothing Bank Usage

Red Deer Clothing Bank provides clothing, footwear, bedding, dishes and kitchen utensils- free of charge. Clients are able to come in once a month and pick up necessary clothing for the family. Once children reach the age of 18, they will be provided with their own file.

In 2010, the Clothing Bank supplied clothing to approximately 1,200 individuals across Central Alberta. The organization is run by volunteers (28 full time and 5 part time). The average age of their volunteer is 79 years.²⁸

SAFETY

Criminal Code Traffic Violations Per 100,000 Population

The term “Criminal Code Traffic Violations” is used by Statistics Canada to identify offenses involving motor vehicles as proscribed by Criminal Code of Canada. Examples of Criminal Code Traffic Violations range from failure to stop or remain, failure to provide a breath sample to impaired operation causing death.

At 756 per 100,000 persons in 2010, the traffic crime rate in Red deer was 84.2 percent above the national average (410 per 100,000) and 40.1 percent above the provincial average (540 per 100,000). The rate increased 0.4 percent from 753 per 100,000 in 2009. It was up 61.3 percent from 469 per 100,000 in 1998, the earliest year for which data are available.²⁹

Property Crime

At 8,261 per 100,000 persons in 2010, the property crime rate in Red Deer was 114.8 percent above the national average (3,846 per 100,000) and 68.3 percent above the provincial average (4,908 per 100,000). The rate increased 4.9 percent from 7,875 per 100,000 in 2009. It was down 6.2 percent from 8,809 per 100,000 in 1998, the earliest year for which data are available.³⁰

Violent Crime

At 2,419 per 100,000 persons in 2010, the violent crime rate in Red Deer was 88.7 percent above the national average (1,282 per 100,000) and 63.9 percent above the provincial average (1,476 per 100,000). The rate increased 3.0 percent from 2,349 per 100,000 in 2009. It was up 37.4 percent from 1,761 per 100,000 in 1998, the earliest year for which data was available.³¹

Overall Crime Severity Index

The crime severity index tracks changes in the severity of police-reported crime by accounting for both the amount of crime reported by police in a given jurisdiction and the relative seriousness of these crimes. The index does not replace existing measures of crime but rather complements it.

The crime severity index weighs the severity of a crime by the rate of incarceration multiplied by the average incarceration period. The weights for each crime are multiplied by the volume of such crimes committed and the index is set such that the value is 100 in 2006.

At 141.64 in 2010, the Overall Crime Severity Index in Red Deer was 71.2 percent above the national figure (82.71) and 44.7 percent above the provincial figure (97.91).

The level increased 2.1 percent from 138.72 in 2009 and decreased 2.1 percent from 144.74 in 1998, the earliest year for which data was available.³²

Motor Vehicle Theft Rate

At 436 per 100,000 persons in 2010, the motor vehicle theft rate in red Deer was 60.5 percent above the national average (272 per 100,000) and 6.0 percent above the provincial average (411 per 100,000). The rate decreased 25.9 percent from 589 per 100,000 in 2009. The rate was down 10.8 percent from 489 per 100,000 in 1998, the earliest year for which data are available.³³

Police Officers Per 100,000

At 146 police officers per 100,00 in 2010, the number of police officers in Red Deer was 28.1 percent lower than the national average (203) and 17.5 percent lower than the provincial average (177). The rate was up 18.7 percent from 123 in 2009.³⁴

Central Alberta Women's Emergency Shelter

Central Alberta Women's Emergency Shelter is a charitable organization serving the Central Alberta area. The women's shelter can house up to 36 women and children at any given time for a maximum stay of 28 days. All services are free and basic necessities are also provided such as food, personal items, non-prescription drugs and transportation. In 2010, CAWES served 292 women and 282 children. The average length of stay for women in 2010 was 12 days, while for children it was 17 days.

According to the CAWES 2010-2011 Annual General Report, there were 505 women that were "turned away because shelter was full" and 494 dependents were turned away due to the same reason during the fiscal year (April 1, 2010- March 31, 2011). 248 women were "turned away due to other reasons (such as severe mental health issues, abusive behavior, severe alcohol and substance abuse issues)", for the same reason, 160 dependents were turned away during the same fiscal year.

Crisis Intervention and Counseling is also available in-house as well as by telephone 24 hours a day, seven days a week. In 2010, the 24 hour crisis helpline received 2024 calls. Outreach work and follow-up is also provided to women affected by domestic violence in Red Deer & surrounding area. Clients may or may not have stayed in the shelter to access this service. In 2010, 392 women and 2 children accessed this service. CAWES also offers a child support program, wherein in-house group support for children, one-on-one assistance to moms with their parental role, recreational opportunities and child care are provided. Information and referrals are also provided to residents, on the phone or walk in on available community resources.

Family Enrichment Program focuses on supporting mothers and their children who have previously utilized the women's shelter. An outreach worker works with the family for up

to six months after they have left the shelter in providing parenting education and support.

The Domestic Violence Court Project provides support and information to women who are involved in the legal process. In 2010, 442 unique clients were served.³⁵

HEALTH AND WELLNESS

As of April 1, 2009, the former David Thompson Health Region and the former East Central Health Region combined to create the Central Zone. Indicators measured prior to and in 2009 are measured using former DTHR boundaries. Some data sources such as the Canadian Community Health Survey still use former DTHR boundaries for current information.

Obesity Rates

In 2010, the adult obesity rate (aged 18 and over) in the former David Thompson Health Region, which includes Red Deer was 20.1 percent, 11.0 percent above the national average of 18.1 percent, and 8.1 percent above the provincial average of 18.6 percent. The rate was down 3.8 percent from 20.9 percent in 2009.³⁶

Smoking Rates

In 2010, the proportion of the population aged 12 and over identifying as current smokers in the former David Thompson Health Region, which includes Red Deer, was 29.2 percent, 40.4 percent above the national average of 20.8 percent, and 28.6 percent above the provincial average of 22.7 percent. The rate was down 1.7 percent from 28.7 percent in 2009.³⁷

Self-Rated Mental Health

In 2010, 74.2 percent of respondents to the Canadian Community Health Survey in the former David Thompson Health Region, which includes Red Deer, rated their mental health status as “excellent” or “very good”. This represented an increase of 9.0 percent from 68.1 percent in 2009.

In 2010, the former David Thompson Health Region rate was 0.4 percent above the national rate (73.9 percent) and 0.7 percent above the provincial rate (73.7 percent).³⁸

Low Birth Weight Babies

The proportion of newborn babies who were of low birth rate in the Central Zone, which includes Red Deer, was 5.9 percent in 2009-2010. The 2009-2010 rate was 0.9 percentage points below the provincial average (6.8 percent) and 0.3 percentage points below the national rate (6.2 percent).³⁹

Boil Water Advisories

Red Deer did not have any boil water advisories as of August 2, 2011.⁴⁰

Leisure-Time Physically Active or Moderately Active

In 2010, 55.7 percent of the population, aged 12 and over in the former David Thompson Health Region, which includes Red Deer, reported being physically active or moderately active during leisure time. This represented an increase of 7.3 percent from 51.9 percent in 2009. The 2010 level is 0.4 percent below the provincial level of 55.9 percent and 6.9 percent above the national level of 52.1 percent.⁴¹

Work Absence for Full-Time Employees (Average Days Lost per Year Excluding Maternity)

Full time workers in the Red Deer Economic Region, which includes Red Deer, were absent from work an average of 9.2 days in 2010, excluding days spent on maternity leave. By comparison, the average number of days lost in Alberta in 2010 was 8.1 and Canada wide was 9.1 missed days. The average number of missed days in the Red Deer Economic Region has increased from 6.0 days in 1997.⁴²

Proportion of the Population without a Regular Medical Doctor (12 years and over)

According to the Canadian Community Health Survey, in 2010, 21.6 percent of the population aged 12 years and over in the former David Thompson Health Region, which includes Red Deer, reported that they did not have a regular medical doctor. This was up from 18.7 percent in 2009. The 2010 level was 1.9 percent above the provincial level of 21.2 percent and 42.1 percent above the national average of 15.2 percent.⁴³

Perceived Life Stress (15 years and over)

In 2010, 21.2 percent of the population aged 12 and over in the former David Thompson Health Region, which includes Red Deer, reported experiencing quite a lot of stress on most days. This represented a decrease of 28.6 percent from 29.7 percent in 2009. The 2010 level is 4.1 percent below the provincial level of 22.1 percent and 9.8 percent below the national level of 23.5 percent.⁴⁴

Sexually Transmitted Infections (STI)

Sexually Transmitted Infections are required by law to be reported to Alberta Health Services in order to record incidences and to track and monitor outbreaks. In Alberta, “notifiable sexually transmitted infections” include Chlamydia, gonorrhoea, syphilis, HIV and AIDS.⁴⁵

Chlamydia

Chlamydia is the most prevalent STI in Red Deer and Alberta. In 2009, there were a total of 1,517 cases reported in the former David Thompson Health Region. Typically the majority of Chlamydia cases are female and the incidence in the former DTHR represents a rate of 636.3 per 100,000 women and 305.7 per 100,000 males, and an overall rate of 471.1. This rate was 27 percent higher than the 2009 rate for Alberta of

371.2 per 100,000 of the population. By further contrast, in 2008 Canada as a whole had a Chlamydia rate of 248.9 per 100,000.⁴⁶

Gonorrhea

In 2009, the former DTHR reported a total of 145 cases of gonorrhea. Unlike the province as a whole where the infection rates in 2009 for males and females are fairly similar (43.2 per 100,000 for males and 41.8 per 100,000 for females) females in the former DTHR reported a higher rate at 52.1 per 100,000 compared to males who reported a rate of 37.9.⁴⁷

Syphilis

Syphilis is a serious bacterial infection but least common of the notifiable STIs, however in Alberta the incidence has been increasing in both males and females, with particular outbreaks in Calgary, Edmonton and Northern Alberta.

In December 2010, the Office of the Chief medical Officer of Health released a report indicating that there is an outbreak of infectious syphilis in Alberta. According to the report, there has been a dramatic increase in the incidence rate of infectious syphilis in Alberta from a rate of 2.4 per 100,000 in 2004 to 7.4 per 100,000 in 2009. During the same period, the rates in the former DTHR, which includes Red Deer, increased from 0.5 in 2004 to a high of 5.0 in 2006 before declining to 4.0 per 100,000 population in both 2008 and 2009. The 2009 rate represented a total of 13 cases across the former DTHR.⁴⁸

Human Immunodeficiency Virus (HIV)

From 1985 to 2008, there have been 67,442 cases of HIV positive tests in Canada. It is thought that 30 percent of people living with HIV are unaware of it. In 2009, Alberta Health Services- Central Zone, which includes Red Deer, reported 16 newly diagnosed cases of HIV infection, a rate of 3.6 per 100,000 population. This was 41 percent lower than the reported rate of 6.1 newly diagnosed cases per 1000,000 population for all of Alberta in 2009.⁴⁹

Acquired Immune Deficiency Syndrome (AIDS)

In Canada, from 1985-2008, there have been 21,300 reports of AIDS cases. In 2009, Alberta saw 38 newly diagnosed cases of AIDS, a 34.5 percent decline from the 58 new cases reported in 2008. In the Central Zone, which includes Red Deer, there were no new cases reported in 2009, down from 4 in 2008.⁵⁰

Central Alberta AIDS Network Society (CAANS) Harm Reduction Program

Harm Reduction aims to prevent the spread of infections including HIV, hepatitis and other blood-borne infections; reduce the risk of overdose and other drug-related fatalities; and lessen the negative effects drug use may have on individuals and communities. In order to achieve this goal, the Central Alberta AIDS Network Society through their Harm Reduction Program distributes safe injection supplies, safe inhalation supplies and male and female condoms for safer sex.

The CAANS Harm Reduction Program started as a one year needle exchange pilot project in 1995. In early years, exchanges took place in the CAANS office during day time hours and through outreach. Responding to the increase in crack use in Central Alberta, CAANS added safer inhalation tools and education in 2009. CAANS has 3 satellite sites that provide harm reduction material exchanges outside of the office. Harm reduction supplies are available in RedDeer 24 hours a day.

An additional method of supply distribution is through NightReach. NightReach is an outreach program that runs every evening, weekend and holiday providing addiction related support to vulnerable populations in the downtown. NightReach's staff, work on foot in teams of two, provide support, referral, first aid, harm reduction supplies and other material supplies as needed (mitts, water, etc.). NightReach are the only support staff on the streets other than EMS and RCMP.

In the first year of NightReach's operations, we made 7,994 contacts with an average of 22 contacts per night. A client reported increased health or wellness 116 times. When the staff had an impactful conversation with someone the main two topics were addictions at 34 percent or housing and shelter at 32 percent.

CAANS works to prevent syringes and drug debris by exchanging "sharps" containers for safe disposal, and maintaining 10 needle-drop boxes, which are situated in areas of the city known to be high needle debris areas. In 2010/2011, 124,795 sharps in addition to other drug paraphernalia was collected and disposed of safely through CAANS.

For fiscal year 2010/2011, CAANS distributed 147,698 needles, a 35 percent increase from the previous year. The average number of needles distributed per day is 404. The cost for each condom or a needle is 0.11 cents with glass stems costing 0.34 cents. In 2010/2011, 4,324 glass stems for safer drug inhalation were given out.⁵¹

LEARNING

Proportion of the Population (15 years and over) that have not Completed High School

In the Red Deer Economic Region, 22.4 percent of the population in 2010 had not completed High School, down 11.9 percentage points from 34.3 percent in 1990. The rate was 11.0 percent higher than the national average of 20.02 percent and 22.4 percent higher than the provincial average of 18.3 percent.⁵²

Proportion of the Population (15 years and over) with a Post-Secondary Education

In 2010, 42.9 percent of the population of the Red Deer Economic Region, which includes Red Deer, completed post secondary education. This is 17.2 percent lower than the national rate (51.8 percent) and 16.4 percent lower than the provincial rate (51.3 percent). The 2010 post secondary completion rate in the Red Deer Economic region is up 34.7 percent from the 1990 level (31.9 percent).⁵³

Composite Learning Index (CLI)

According to the 2010 Canadian Composite Index, the overall index score for Red Deer was 79, down 3.7 percent from 2009. The 2010 score was 5.3 percent higher than the national score (75) and 3.6 percent lower than the Alberta score (82).⁵⁴

HOUSING

Rental Vacancy Rates

According to Human Resources and Skills Development Canada (HRSDC), rental vacancy rate is a key influence in the wellbeing of Canadians. Renting has traditionally provided a more affordable housing option than home ownership. As a result, renting is a popular option for young and lower-income households.*

This indicator measures the percentage of all rental apartment and row housing units that are vacant and available for rent. Low vacancy rates typically mean that households will have greater difficulty finding a place to rent. They may also lead to increases in rents, as more households seek to occupy a smaller pool of rental units. **

The rental vacancy rate of two bedroom apartments and row houses in Red Deer, in 2010 was 8.5 percent, up 117.9 percent from 3.9 percent in 2009, and 84.8 percent higher than the average for all Census Agglomerates (4.6 percent).

In April of 2011, the rental vacancy rate had declined by 23.5 percent, to 6.5 percent, compared to the rate for the same period in the previous year. At 6.5 percent however, the rental vacancy rate of two bedroom apartments and row houses in red deer remained 51.2 percent higher than the rate for all large Census Agglomerates of 4.6 percent. While the Red Deer rental market may be seen as having tightened, it remained significantly more accessible than the rental market in comparable communities nationally.⁵⁵

Average Rent

The average rent for a 2 bedroom apartment in Red Deer in April 2011 was at \$820, a decrease of 3.9 percent from the average rent in 2009 of \$858.⁵⁶

Average Annual Rent for Two Bedroom Apartments as a Percent of Median Annual Economic Family Income

In 2009 in Red Deer, the average annual rent for a two bedroom apartment was 12.8 percent of the median economic family income, a 1.7 percent increase from 12.6 percent in 2008. The 2009 figure was 4.8 percent lower than the national average of 13.5 percent and 7.2 percent lower than the provincial average of 13.8 percent.⁵⁷

Housing Starts

In 2010, the construction of 585 new dwellings began in Red Deer, a 17.7 percent increase from 497 housing starts in 2009. This constitutes 0.3 percent of housing starts nationally and 2.2 percent of housing starts provincially.⁵⁸

Ratio of MLS Average Residential Prices and Median Census Pre-tax Income

In 2009 in Red Deer, the ratio of the average residential price to the median pre-tax income for a census family was 3.33, which is 0.3 percent lower than its 2008 level of 3.34. The 2009 level was 29.0 percent lower than the national average of 4.68, and 18.5 percent lower than the provincial average of 4.08.⁵⁹

Youth Winter Inn

Youth Winter Inn is now on its second year running. The program opened its doors earlier this year than its initial run last year and was able to remain open 2 weeks later than last year. The doors opened in October 1, 2010 and remained open until May 15, 2011. A “low barrier criteria” was maintained in order to provide these youth with a non intrusive intake procedure. Frontline staff utilized hands on approach, developing positive and supportive relationships with youth clients. For this program year, a Community Support Worker was in place to connect the youth with community resources and assist youth in addressing their educational, legal, medical, cultural, housing and basic needs.

During the time period for which the Youth Winter Inn was open, it served 38 different individuals and was open for 335 nights. The program was accessed on average for 9 nights, with 26 of the 38 young individuals accessing it for more than 1 night. Approximately 15 were re-admitted, or young individuals who have accessed the program last year. 6 individuals turned 18 years of age during the course of the program and will need to find alternative supports before the upcoming winter. 5 individuals over the age of 18 were turned away or referred to other programs.

The Community Support Worker had a total of 10 youth officially access services and numerous other youth seek resources but did not complete the intake procedure. This resulted in 3 youth returning to parental care, 2 youth successfully obtaining their won residences and 1 other youth maintaining their familial placement. 7 youth were able to access the 49th Street Youth Shelter for more stable housing, with 3 staying there for over a month.⁶⁰

People’s Place Shelter

People’s Place Shelter has a capacity of 23 beds at any given time. The accommodations can increase up to 30 during the winter time. In 2010, the shelter served a total of 353 people, 280 were male and 73 were female.⁶¹

Mats Program

The Mats Program has a maximum capacity of 20 at any given time and in 2010, the program served 574 individuals, 467 were male and 107 were female.⁶²

2010/2011 Winter Inn

From November 1, 2010- April 21, 2011, Winter Inn served 252 individuals, 215 of which were male and 47 were female. At any given time, Winter Inn can accommodate 20-30 people, depending on the space available donated by churches to offer the program.⁶³

GETTING STARTED

Unemployment Rates for Youth (15 to 24 years)

According to the International Labor Organization, unemployed youth comprise of all persons between the age of 15 and 24 who, during the reference period, were: (a) without work; i.e. had not worked for even one hour in any economic activity (paid employment, self employment or unpaid work for a family business or farm); (b) currently available for work; and (c) actively seeking work; i.e. had taken active steps to seek work during a specified recent period (usually the past 4 weeks).

In 2010, the youth (15-24 years old) unemployment rate in the Red Deer Economic Region was 10.6 percent. This was 28.4 percent below the national youth unemployment rate of 14.8 percent and 8.6 percent below the provincial rate of 11.6 percent. The youth unemployment rate was down 0.8 percentage points from 11.4 percent in 2009 and was down 1.5 percentage points from 12.1 percent in 2000.⁶⁴

Central Alberta Immigrant Women's Association

The Central Alberta Immigrant Women's Association was incorporated on September 5, 1991. The association was founded by a group of immigrant women with the goal of empowering immigrant women. The association has developed, through volunteer effort, many programs designed to assist immigrant women and their families in Central Alberta.

CAIWA offers computer classes for both beginners and advanced students in a one to one atmosphere. In 2010, 70 students went through the program. The Civic Participation Program enables immigrants to work with, learn from and contribute to their new community and in 2010, 48 clients attended classes. 50 clients accessed the Health Awareness and Wellness Program in 2010. Through this program, CAIWA facilitates the process of getting medical help by providing information sessions, booking appointments for pap tests and mammograms, as well as transportation to and from medical appointments, interpretation and referrals for clients.

The Home Instruction for Parents of Preschool Youngsters (HIPPY) is a home visitation program to help the parents and child interact for the purpose of getting the child ready for kindergarten. In 2010, they are able to serve 54 clients through this program⁶⁵

ARTS AND CULTURE

Spending on Recreation and Culture per Household

In 2008, the City of Red Deer spent \$984 per household on recreation and culture. This represents 10.0 percent of total municipal expenditures. This compares with expenditures of \$651 per household by the City of Calgary and \$2,613 per household by the City of Grand Prairie.⁶⁶

Library Use

A recent study by the Mississauga, Ontario library compared library use in different Vital Signs communities as measured by circulation per capita. While in nearly all cases circulation had increased since 2000, in Red Deer circulation declined from an average of 10.23 items per capita in 2000 to 8.23 items in 2009. The 2009 average compared with Victoria at 19.2, Calgary at 15.35, Oakville, Ont. at 12.99 and Mississauga at 11.28. Only Montreal at 6.43 reported a lower circulation per capita in 2009.

In 2010, circulation at the Red Deer Public Library increased by 5.9 percent to an average of 8.69 items per capita.⁶⁷

Red Deer Arts Council

Red Deer Arts Council aims to promote and market the arts in the community to ensure awareness and acceptance through showcasing arts through gallery exhibits, artist and youth education, providing networking opportunities, public education and workshops and administering scholarship programs.

In 2010, there were 16 cultural events that were organized by the Arts Council. There were 11 art exhibit shows held at the Kiwanis Gallery which was viewed by approximately 14,400 spectators.⁶⁸

Red Deer Artwalk Festival

Red Deer Artwalk Festival is an annual community art festival that has been showcasing local and regional artists since 1989. In 2008 the festival expanded from a 1 day event to a week-long celebration which includes artists' demonstrations, a gallery walk, a film night and a full festival day in a downtown park.

In 2010, Red Deer Artwalk Festival was organized by 97 volunteers who contributed approximately 2155 hours. 15 individuals attended the launch, 125 individuals attended Artists About Town, 32 attended Amble Tour, 30 attended Festival Film Night, and 3,000 individuals were present on Festival Day.⁶⁹

Social Networking

The 2011 Municipal Census for the first time inquired about social networking practices. The responses indicated that of 39,227 households in Red Deer, 51 percent reported at least one member with a Facebook page, 26.7 percent at least one member with a smart phone and applications, and 6.1 percent with a Twitter account. Just more than a quarter of households (27.4 percent) reported no social networking activity.⁷⁰

ENVIRONMENT

Air Quality and Ambient Air Quality Measurement

As a member of the national Clean Air Strategic Alliance, Alberta Environment measures ambient air levels of microscopic particulate matter (a respiratory health concern) and ozone (a major component of summer-time smog) across the province. Following Canada-wide standards, Alberta Environment implements a mandatory management plan when threshold levels are exceeded.

In 2008, Red Deer experienced 1 day with particulate matter concentrations above threshold levels, as did both Calgary and Medicine Hat. By contrast, Sudbury had 4 days, Toronto 5 and Oakville and Hamilton each had 6. Also in 2008, both Red Deer and Medicine Hat together with Sudbury had 0 days with excessive ozone levels while Calgary had 2 and Toronto, Oakville and Hamilton each had 1.

In Red Deer, there was 1 day above daily maximum threshold levels of ozone in 2009, below the 2001-2009 period average of 1.2 days. Over the 2001-2009 period, the number of days above the daily maximum threshold levels of ozone reached a maximum of 5 days in 2002 and a minimum of 0 days in 2001, 2005 and 2008. In 2009, the number of days with PM 2.5 concentrations above threshold levels was 0, below the 2001-2009 period average of 0.4 days.

Over the 2001-2009 period, the number of days above the daily threshold levels of ozone reached a maximum of 2 days in 2003 and a minimum of 0 days in 2001, 2004, and each of 2005-2009.⁷¹

Household Food Security Status

In the former David Thompson Health Region, which includes Red Deer, 6.6 percent of respondents reported being moderately or severely food insecure in 2007. This is 7.0 percent lower than the national level (7.1 percent) and 11.9 percent above the provincial level (5.9 percent).⁷²

City of Red Deer Environmental Master Plan

In April of 2011, the City of Red Deer launched its Environmental Master Plan which establishes a 25- year vision for Red deer's environmental future, core directions and focus areas.

The 6 Core Directions are as follows: 1) Encourage, Educate, Engage, Enable, Expect; 2) Learn by Doing; Lead by Example; 3) Make Decisions Using True Cost Accounting; 4) Prioritize Active and Public Transportation; 5) Manage Growth to Create Vital, Well-integrated, Compact Communities; 6) Protect and Enhance Green Space.

The EMP also outlines goals and priority actions for each of the 6 Focus Areas (Water, Ecology, Transportation, Built Environment, Air, Energy, and Waste). The focus areas provide a way to organize the environmental issues into compelling categories that resonate with the community. The structure of the EMP talks about environmental impact categories (Climate Change, Land Pollution, Air Pollution, Water Pollution, Water Consumption, Persistent Bioaccumulative Pollution, Biodiversity Health and Productive Land Area Loss) classify the environmental issues facing Red Deer and work in conjunction with the core directions, guiding the decision making process.

Within each focus area, metrics have been selected and defined to measure and monitor the environmental issues identified. Target values for each metric have been established and compiled in a benchmarking tool; Lastly, actions and partnerships are suggested to begin the process of implementation.⁷³

WORK

Employment Rate

At 70.0 percent in 2010, Red Deer had an employment rate 8.4 percent higher than the national rate (61.6 percent) and 1.9 percent higher than the provincial (68.1 percent). The rate was up 2.6 percentage points from 67.4 percent in 1987.⁷⁴

Seasonally Unadjusted Employment Rate

The average seasonally unadjusted employment rate for the first half of 2011 was 68.6 percent in the Red Deer Economic Region, which includes Red Deer. The rate is 12.0 percent above the national average (61.3 percent) and equal to the provincial average (68.6 percent). The average for the first half of 2011 decreased 0.4 percent from 68.9 percent in the second half of 2010.⁷⁵

Seasonally Unadjusted Unemployment Rate

The average seasonally unadjusted unemployment rate for the first half of 2011 was 6.1 percent in the Red Deer Economic Region, which includes Red Deer. This rate is 21.8 percent below the national average (7.8 percent) and 6.4 percent above the provincial average (5.7 percent). The average for the first half of 2011 increased 10.6 percent from 5.5 percent in the second half of 2010.⁷⁶

Employment Level

The average seasonally unadjusted employment level for the first half of 2011 was 105.3 (thousands of workers) in the Red Deer Economic Region, which includes Red Deer. The average for the first half of 2011 increased 0.1 percent from 105.2 (thousands of workers) in the second half of 2010. This compares to a decrease of 1.0 percent at the national level and an increase of 0.7 percent at the provincial level.⁷⁷

Consumer Bankruptcies

In the Red Deer Economic Region, there were 450 consumer bankruptcies in 2010. Consumer bankruptcies increased 20.0 percent from 2000, compared to an increase of 23.4 percent at the national level and decrease of 7.9 percent at the provincial level.⁷⁸

Business Bankruptcies

In the Red Deer Economic Region, there were 38 business bankruptcies in 2010. Business bankruptcies fell 55.8 percent from 2000, compared to declines of 59.5 percent at the national level and 77.9 percent at the provincial level.⁷⁹

Total Employment Insurance Benefits Beneficiaries

In 2010, total employment insurance benefits beneficiaries in Red Deer (Census Agglomerate) numbered 2,380. This is a 16.3 percent decrease from 2,842 beneficiaries in 2009 and a 130.7 increase from 1,032 beneficiaries in 1997.⁸⁰

Regular Employment Insurance Benefits Beneficiaries

In 2010, regular employment insurance benefits beneficiaries in Red Deer (census Agglomerate) numbered 1,335. This is a 21.5 percent decrease from 1,701 beneficiaries in 2009 and a 93.7 percent increase from 689 beneficiaries in 1997.⁸¹

Average and Median Real Hourly Earnings

In 2010, median hourly earnings in the Red Deer Economic region were \$17.07 (2002 dollars). This rate is 6.3 percent higher than the national rate (\$16.06) and 4.8 percent lower than the provincial rate (\$17.93).⁸²

Average Actual Hours Worked Per Week (Worked in Reference Week- All Jobs)

Workers in the Red Deer Economic Region, which includes Red Deer, worked an average of 38.6 hours per week in 2010, down 5.6 percent from 2000 when workers worked 40.9 hours per week on average. The 2010 figure was 6.6 percent above the national figure (36.2 percent) and 2.1 percent above the provincial figure (37.8 percent).⁸³

Sources of Municipal Revenue Per Household

The total per household revenue of the Red Deer municipal government was \$7,819 in 2008. Of this total revenue, 28.7 percent came from net taxes, 23.7 percent came from government grants, 11.8 percent came from user charges, and 32.6 percent came from other sources.⁸⁴

25 Best Communities for Business in Western Canada

Alberta Venture Magazine named Red Deer as one of the 25 Best Communities for Business in Western Canada, particularly one of the best communities for small business. It selected 25 communities from British Columbia, Alberta and Saskatchewan and named them for best communities for business in 6 categories: Outside of Alberta, Small Business, Resources, IT/High-Tech, Tourism and Agri-Business.⁸⁵

New West Partnership Trade Agreement

The New West Partnership Trade Agreement (NWPTA) is an agreement between the 3 provincial governments of British Columbia, Alberta and Saskatchewan that came to effect on July 1, 2010 and will be fully implemented by July of 2013.

Under the NWPTA, the three provincial governments have agreed to a variety of business- friendly measures including the streamlining of business registration and reporting requirements, the elimination of residency requirements and the lowering of thresholds for open and non-discriminatory government procurement.

In addition to reducing the costs associated with doing business across provincial lines- companies, for example, will be able to open offices in another province without the burden of dealing with a whole set of forms and fees- the recognition of professional designations and qualifications will make it easier to attract skilled talent.⁸⁶

Minimum Wage in Alberta

Effective September 1, 2011, the general minimum wage in Alberta will increase from \$8.80 per hour to \$9.40 per hour. A new minimum wage is introduced for workers who serve alcohol as part of their regular job, recognizing that these employees also earn tips.

The new minimum wage rates represent a 6.8 percent increase for general workers and a 2.8 percent increase for liquor servers. This is the first adjustment to the minimum wage since April 2009, when it increased from \$ 8.40 per hour to \$8.80 per hour.

Also beginning September 1, the Provincial Government will use a new formula as the basis for decisions about future increases to Alberta's minimum wage. The new formula will be a simple average of changes to Alberta's annual average weekly earnings and changes to the Consumer Price Index in Alberta. The previous formula for determining changes was based on Alberta's average weekly earnings only. Changes would occur September 1 of each year and would be announced with three months notice.⁸⁷

BELONGING AND LEADERSHIP

Voter Turnout for all Levels of Government Elections

Historically, Red Deer's voter turnout for Municipal Elections has been the lowest among the three levels of government. In the last municipal elections held in October of 2010, voter turnout was 24.8 percent, an increase of 2.8 percentage points from 2007 Municipal Elections of 22.0 percent.

For Provincial Elections, Red Deer-North has consistently been on the list of top 10 Electoral Divisions with low voter turnout since 1993, except for the 2004 elections.

The voter turnout for Red Deer in the most recent Federal Elections in 2011 was 54.0 percent. This figure is 7.4 percentage points lower than the national level (61.4 percent) and 2.4 percentage points lower than the provincial level of turnout (56.4 percent). The voter turnout increased 4.1 percentage points from 49.9 percent in 2008.⁸⁸

Charitable Donors as a Proportion of Tax Filers

With the proportion of tax filers that declare charitable donations at 22.0 percent in 2009, Red Deer (Census Agglomerate) was 4.9 percent below the national rate (23.1 percent) and 7.8 percent below the provincial rate (23.8 percent). This is 3.6 percent lower than the proportion of tax filers that declared charitable donations in 2008 (22.8 percent).⁸⁹

Median Charitable Donations

In 2009, the median charitable donation for Red Deer was \$390. This is an increase of 69.6 percent from its 2001 level of \$230. For the same year, the median charitable donation for Alberta was \$370 and for Canada it was \$250 (current dollars).⁹⁰

Strong Sense of Community Belonging (population aged 12 and over)

According to the Canadian Community Health Survey, 67.0 percent of respondents in the former David Thompson Health Region, which includes Red Deer, in 2010 reported a "strong or somewhat strong" sense of community belonging. This rate is 0.1 percent lower than the 2009 level 67.1 percent. The 2010 level was 2.6 percent higher than the national average of 65.4 percent, and a 7.4 percent higher than the provincial average of 62.4 percent.⁹¹

Life Satisfaction (population aged 12 and over)

According to the Canadian Community Health Survey, 93.6 percent of respondents in the former David Thompson Health Region, which includes Red Deer, in 2010 responded that they were "satisfied or very satisfied" with their overall life, a 4.8 percent increase from the 2009 level of 89.3 percent. The 2010 level is 3.0 percent higher than

the provincial average of 90.9 percent and 1.6 percent higher than the national average of 92.1 percent.⁹²

Volunteer Red Deer

Volunteer referrals (January- June 2011) are slightly below last year's, with 124 individuals being connected with opportunities at 98 Central Alberta non-profit organizations. This represents a 20 percent drop in referrals which is offset by a 30 percent increase in traffic to the Volunteer Red Deer website, indicating that many people are accessing the volunteer descriptions and contact information directly from our database.

Exactly half of the people responding to our follow up surveys across all demographic groups gave their primary motivation to volunteer as "to be involved in the community, to help others, to give back", with 28 percent seeking volunteer placements "to improve career and employment prospects". Among the latter group, we have noted a significant increase in the number of immigrants wanting to volunteer.

The single most important trend noted over the past year relates to an increasing emphasis by city high schools to engage their students in the community through "mandatory volunteering". By teacher request, Volunteer Red Deer staff delivered 13 presentations to 307 Grade 9, CALM 20 and Religious Studies 15 students. Fall 2011 bookings for these presentations are already in place. Results of the presentations were demonstrated by a strong youth volunteer commitment to CentreFest, Westerner Days and Central Alberta Children's Festival. 37 percent of the total Children's Festival Volunteers this year were youth, with most of them indicating that they had learned about the Festival "through recruitment" conducted by Volunteer Red Deer. Follow up surveys also indicated that 100 percent of respondents intend to volunteer for the Festival next year.

A study done by Volunteer Canada in 2010 about the changing culture of Canada's voluntary sector, identified gaps in volunteer opportunities across the country and most of which reflect our community's situation. Some of the gaps that hold true for Red Deer are: 1) Many people are looking for group (including family) activities but few organizations have the capacity to offer them; 2) Many people come with professional skills but many professionals are looking for volunteer tasks that involve something different from their work life; 3) Organizations are expected to clearly define the roles and boundaries of volunteers, but many volunteers want the flexibility to initiate what they have to offer (i.e. create their own volunteer opportunity); 4) many organizations want long-term commitment but more volunteers want shorter-term opportunities and 5)

Many organizations focus on what they need but many volunteers come with personal goals that need to be met.⁹³

GETTING AROUND

Municipal Expenditures on Transportation

City of Red Deer expenditures for transit and transportation (roads, bridges, traffic lights) in 2009 averaged an equivalent of \$1,589.46 on transportation per household, and increase of 6.2 percent from 2008.

Comparable expenditures in other Vital Signs communities are quite variable, including Calgary at \$1,247.95 (down 47.2 percent from 2008), Kelowna at \$679.53 (down 37.7 percent), Hamilton at \$1,592.34 (up 33.1 percent), Toronto at \$2,554.38 (down 3.8 percent), and Saint John, New Brunswick at \$834.56 (up 6.6 percent).⁹⁴

Transit Usage

There are approximately 13,000 weekday boardings on Red Deer Transit. The system had a 0.5 percent decrease in ridership for the first five months (January-May) of 2011, compared to the same period in 2010.⁹⁵

Red Deer Transit Action Bus Usage

Red Deer Transit operates the Action Bus Service that is available for citizens of Red Deer who cannot access regular transportation or regular City Transit due to disabilities or physical need. Between 2009 and 2010, there was a 10.1 percent increase in ridership on the Action Bus for the first 5 months of the year (January-May), followed by a further increase of 1.7 percent for the first 5 months of 2011. On an average weekday, the Action Bus carries approximately 250 passengers.⁹⁶

INNOVATION

BizPaL

In September of 2010, Red Deer joined 96 other Alberta communities in launching BizPaL, an online permit and license service that can save businesses time and paperwork.

Using BizPaL, entrepreneurs can find information about all the federal, provincial and municipal permits and licenses they need to start or expand a business with a simple online search. The service was developed by the federal government and the Alberta government pays the annual licensing fees for municipalities.⁹⁷

Regional Transportation Strategy

In September of 2010, the Central Alberta Economic Partnership published the Regional Transport Strategy Guide and Toolbox which aims to promote the development of a balanced and sustainable transportation system, providing the region with reasonable and affordable transportation choices.

The Strategy was presented to CAEP Member Councils with a request for feedback on 5 key areas of the strategy (Vision and Objectives; Elements of Regional Transportation System; Proposed System Framework; Funding and Fares and Transfers/ Integration and Implementation. 32 communities or 76.0 percent of CAEP's municipal membership responded with outstanding level of support. Overall, 62.5 percent of the responses indicated support in principle; 26.9 percent took neutral position and 10.6 withheld support in principle.

Included in this document are the possible modes of transportation within our region such as: Volunteer Driver Program; Voucher Program; Demand Responsive Paratransit; Route/Point Deviated Transit; Car Pooling/ Ride Matching; Van Pooling; Bus Pooling; Community Van; Fixed Route Transit; Coordinated Transportation/ Mobility Management; School Bus Sharing; Jitney; Car Sharing.

The Proposed System Framework is based on 3 components: A Regional Transit Spine, which could potentially provide scheduled, fixed-route transit service along the central highway routes connecting the larger population centres within the CAEP area; A set of sub-regional Transit Connectors, which could provide various forms of customized transit service reflecting the specific passenger travel needs and budget availability of participating municipalities and an underlying layer of local transit support for sparsely populated areas, which could provide additional transportation options even in areas where larger scale transit options are not feasible.

The Strategy includes a section on possible capital costs and operating costs as well as the implementation phase which includes staging; governance/overarching organization; risks and regulatory requirements and a set of “readiness” criteria for municipalities to consider.

CAEP will be meeting with member municipalities to discuss implementation options and collaboration as well as with the appropriate government officials to discuss opportunities for implementation.⁹⁸

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Central Alberta AIDS Network Society

Jennifer Vanderschaeghe, Executive Director

Central Alberta Economic Partnership

Central Alberta Immigrant Women's Association

Halima Ali, Executive Director

Central Alberta Realtors Association

Central Alberta Women's Emergency Shelter

Anita Taylor, Program Manager

Heather Pitt, Child Support Manager

Centre for the Study of Living Standards

Andrew Sharpe, Executive Director

Citizenship and Immigration Canada

City of Red Deer

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Dean Scott, Crime Prevention Coordinator
Steve Parkin, Facilities Superintendent
Kristina Oberg, Superintendent, Culture Services Department

Community Foundations of Canada
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Community Information and Referral Society
Dawna Morey, Chief Executive Officer
Kathleen Raines, Volunteer Red Deer

Elections Alberta

Elections Canada

Environment Canada

Frontier Institute for Public Policy

Idea Market Design
Carson Pierce
Nicole Braseth

Piper Creek Foundation
Geoff Olson, Executive Director

Red Deer & District Community Foundation
Board of Directors and Staff

Red Deer Advocate. Official Media Partner

Red Deer Clothing Bank
Shirley Berry, Board Chair

Red Deer Chamber of Commerce

Red Deer College
Bill Stuebing, Sociology Professor
Kayla Ueland, Sociology Student

Red Deer Downtown Business Association

Red Deer Food Bank

Kimberly Hanson, Executive Administrative Assistant

Red Deer Public Library

Dean Frey, Director

Safe Harbour Society

Stacey Carmichael, Director of Programs

Statistics Canada

The Leadership Centre

Linda Wilson, Executive Director

Vital Conversations Panel (May 2011)

Diana Anderson, Red Deer Arts Council

William Tefry, Central Alberta Theatre

Lorna Johnson, Red Deer Museum and Art Gallery

Jim Robertson, Kerry Wood Nature Centre

Laurie Lafortune, Red Deer & District Community Foundation

Paul Stewart, Red Deer Catholic Schools Division

Dawna Morey, Community Information and Referral Society

Barb Sheppard, Career Assistance Network

Fred Scaife, Red Deer Food Bank

Richard Banville, Central Alberta Diversity Association

Halima Ali, Central Alberta Immigrant Women's Association

Geoff Olson, Piper Creek Foundation

Youth and Volunteer Centre

Rose Hatfield, Program Manager, 49th Street Youth Shelter

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⁶ Source: Statistics Canada, 2001 and 2006 Census, Highlight Tables. 2006 Census national and provincial data:

<http://www12.statcan.ca/english/census01/products/highlight/Immigration/Page.cfm?Lang=E&Geo=PR&View=1&Table=1&StartRec=1&Sort=2&B1=Counts>

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<http://www12.statcan.ca/english/census01/products/highlight/Immigration/Page.cfm?Lang=E&Geo=CMA&View=1&Table=1&StartRec=1&Sort=2&B1=Counts>

2006 Subdivision data:

<http://www12.statcan.ca/english/census06/data/highlights/Immigration/Table403.cfm?Lang=E&T=403&GH=3&GF=0&G5=1&SC=1&RPP=100&SR=301&S=0&O=A&D1=1>

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<http://www.12.statcan.ca/english/census06/data/highlights/Immigration/Table403.cfm?lang=E&T=403&GH=6&GF=35&G5=0&SC=1&S=0&O=A>

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<http://www12.statcan.ca/english/census01/products/highlight/Immigration/Page.cfm?Lang=E&Geo=CSD&Code=0&View=1&Table=1&StartRec=401&Sort=2&B1=Counts>

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⁷ Source: Statistics Canada. Estimates of the Population. CANSIM Tables 051-0053 and 051-0054 For Census Divisions and Provinces

Notes: 1) Net International Migration is defined as (Immigrants+ Returning Emigrants+ Net-Non Permanent Residents)-(Emigrants + Net Temporary Emigrants)

2) Net temporary emigration includes Canadian citizens and immigrants temporarily working abroad who have not maintained a usual place of residence in Canada.

⁸ Source: Statistics Canada, 2006 Census of Population, Catalogue No.97-552-XCB2006007. Ottawa. Released September 12, 2007.

Calculations: Bill Stuebing, Red Deer College.

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Calculations: Bill Stuebing, Red Deer College.

¹⁰ Source: Alberta Reproductive Health Report Working Group (2011), Alberta Health and Wellness. *Alberta Reproductive Health: Pregnancies and Births Table Update 2011*. Edmonton, AB.

Note: The total fertility rate represents an estimate of the number of live born children on average per woman during her lifetime based on the current year's general fertility rates for women aged 15 to 49.

¹¹ Source: Social Planning Department, City of Red Deer. *Demographics and Social Trends of Red Deer: Research Report*. 2008.

¹² Source: Statistics Canada, Census of Canada 2006. *Visible Minority Groups, 2006 Counts for Canada, Provinces and Territories-20 percent Sample*. Statistics Canada, Census of Canada 2006. *2006 Community Profiles-Red Deer*.

Note: As defined by the *Employment Equity Act*, visible minorities are "persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in color".

¹³ Source: Statistics Canada, Selected Trend Data for Alberta, 2006, 2001 and 1996 census.
http://www12.statcan.ca/english/census06/data/trends/Table_1.cfm?T=PR&PRCODE=48&GEOC ODE=48&GEOLVL=PR

¹⁴ Source: Statistics Canada. Labour Force Survey Estimates. CANSIM Tables 282-0008, 282-0112, 282-0061.

Note: Data refers to the Economic Regions as measured in the Labour Force Survey.

¹⁵ Sources: KPMG, "Competitive Alternatives 2010," Exhibit 4.12 and Exhibit 7.1. Available at <http://www.competitivealternatives.com/download/default.asp>.

KPMG, "Competitive Alternatives 2008," Exhibit 4.12 and Exhibit 7.1. Available at <http://www.competitivealternatives.com/download/default.asp>

KPMG, "Competitive Alternatives 2006," Exhibit 4.10, p.50. Available at: ftp://ftp.competitivealternatives.com/2006_compalt_report_vol1_en.pdf

KPMG, "Competitive Alternatives 2004," Exhibit 4.10, p.50. Available at ftp://ftp.competitivealternatives.com/2004_compalt_report_vol1_en.pdf

KPMG, "Competitive Alternatives 2002," Exhibit 5j, p.43. Available at ftp://ftp.competitivealternatives.com/2002_compalt_report_vol1_en.pdf

Note: The index of cost analyzes 27 cost components including facility costs, transport costs, utility costs, depreciation charges, financing costs, non-income taxes and income taxes. The index is of the average cost of business in 12 industries; of these, 7 are in manufacturing, 2 in R&D, 2 in software and 1 in corporate services. For each year, 100 is the average index of American cities covered; an index value of less than 100 indicates a better business situation than the US average.

¹⁶ Source: Census Agglomerate data estimated by the Centre for Spatial Economics (C4SE). National and Provincial data from Statistics Canada, CANSIM Table 384-0002, based on Provincial Economic Accounts. Shares calculated by Centre for the Study of Living Standards (CSLS).

Note: The geographies were estimated by aggregating Census Divisions (CDs). Last year, geographies were based on aggregating Census Subdivisions (CSDs). This change in methodology is responsible for discrepancies between current and previous estimates.

¹⁷ Source: CMA and CA data estimated by the Centre for Spatial Economics (C4SE). The geography for a given CMA or CA is estimated by the aggregation of census divisions. National and provincial GDP data from Statistics Canada CANSIM Table 384-0002 based on Provincial Economic Accounts and labour force data are from CANSIM table 282-0055 based on LFS estimates. Shares calculated by Centre for the Study of Living Standards.

Note: The data for Vital Signs communities reflects Employment by Place of Work (EPOW). The advantage of EPOW estimates is that they show where jobs are as opposed to where workers live; this is a change in methodology from last year, which explains discrepancies between this year's and last year's estimates of GDP per worker. Provincial and national data are actually based on place

of residence as opposed to the EPOW methodology; this is a very small inconsistency as there are few people that work in a province but do not live there or live in Canada but work elsewhere.

¹⁸ Source: Calculated from CANSIM Table 111-0014, based on *Annual Estimates for Census Families and Individuals*, based on tax data collected by the Canada Revenue Agency.

Note: Census family is defined as a married couple and the children, if any, of either or both spouses; a couple living common law and the children, if any, of either or both partners; or, a lone parent of any marital status with at least one child living in the same dwelling and that child or those children. All members of a particular census family live in the same dwelling. A couple may be of opposite or same sex. Children may be children by birth, marriage or adoption regardless of their age or marital status as long as they live in the dwelling and do not have their own spouse or child living in the dwelling. Grandchildren living with their grandparent(s) but with no parents present also constitute a census family.

¹⁹ Source: Statistics Canada. Canada, Provinces and CMA data from CANSIM Table 111-0009, based on tax data. CA data from Statistics Canada special request.

Note: Census family is defined as a married couple and the children, if any, of either or both spouses; a couple living common law and the children, if any, of either or both partners; or, a lone parent of any marital status with at least one child living in the same dwelling and that child or those children. All members of a particular census family live in the same dwelling. A couple may be of opposite or same sex. Children may be children by birth, marriage or adoption regardless of their age or marital status as long as they live in the dwelling and do not have their own spouse or child living in the dwelling. Grandchildren living with their grandparent(s) but with no parents present also constitute a census family.

²⁰ Source: Financial Post, "FP Markets- Canadian Demographics" Annual reports from 2000-2011. Available from 1981 onwards.

Note: Retail sales estimates reported in "FP Markets" reports were estimated as follows: Strategic Projections Inc. produces national and provincial economic models which were used by MapInfo Canada in conjunction with a special small area retail sales allocation model. The MapInfo model also made use of spatially aggregated estimates of retail sales by detailed kind of business (NAICS for 2006-2009, SIC for previous years). They are projections published in November of the previous year.

²¹ Source: fDi Magazine. "American Cities of the Future 2011/2012". April 2011.
<http://www.fdiintelligence.com/Locations/Americas/American-Cities-of-the-Future-2011-12>

²² Source: Alberta Venture Magazine, June 2011 Issue. Page 38.

²³ Source: Alberta Venture Magazine, June 2011 Issue. Page 38.

²⁴ Source: Statistics Canada. Small Area Administrative Data. Family characteristics, Low Income Measures (LIM), by family type and family type composition, annual. Table 111-0015 CANSIM. Based on Annual Estimates for Census families and Individuals (T1 Family File). Census Agglomerate data retrieved through Statistics Canada special request.

For an explanation of the differences between the various low income measures used by Statistics Canada, see:

<http://www.statcan.gc.ca/bsolc/olc-cel/olc-cel?catno=75F0002M2011002&lang=eng>

²⁵ Source: Statistics Canada. Small Area Administrative Data. Family characteristics, Low Income Measures (LIM), by family type and family type composition, annual. Table 111-0015 CANSIM. Based on Annual Estimates for Census families and Individuals (T1 Family File). CA data retrieved through Statistics Canada special request.

For an explanation of the differences between the various low income measures used by Statistics Canada, see:

<http://www.statcan.gc.ca/bsolc/olc-cel/olc-cel?catno=75F0002M2011002&lang=eng>

²⁶ Source: Statistics Canada. Small Area Administrative Data. Family characteristics, Low Income Measures (LIM), by family type and family type composition, annual. Table 111-0015 Cansim. Based on Annual Estimates for Census families and Individuals (T1 Family File). CA data retrieved through Statistics Canada special request.

For an explanation of the differences between the various low income measures used by Statcan, see:

<http://www.statcan.gc.ca/bsolc/olc-cel/olc-cel?catno=75F0002M2011002&lang=eng>

²⁷ Sources: Alice Kolynsyk, Operations Manager, Red Deer Food Bank. Personal Communication. June 10, 2010.

Kimberly Hanson, Executive Administrative Assistant, Red Deer Food Bank. Personal Communication. July 12, 2011.

²⁸ Source: Shirley Berry, Board Chair, Red Deer Community Clothing Bank, Personal Communication. July 4, 2011.

²⁹ Sources: Statistics Canada, Canadian Centre for Justice Statistics.

Statistics Canada. Uniform Crime Reporting Survey.

³⁰ Source: Statistics Canada. Uniform Crime Reporting Survey.

³¹ Source: Statistics Canada. Uniform Crime Reporting Survey.

³² Sources: Statistics Canada. *Measuring Crime in Canada: Introducing the Crime Severity Index and Improvements to the Uniform Crime Reporting Survey, April 2009.* (Definition)

<http://www.statcan.gc.ca/pub/85-004-x/85-004-x2009001-eng.pdf>

Statistics Canada. *Measuring Crime in Canada: Introducing the Crime Severity Index and Improvements to the Uniform Crime Reporting Survey, April 2009.* Tables 6 and 7.

<http://www.statcan.gc.ca/pub/85-004-x/85-004-x2009001-eng.pdf>

Statistics Canada. Uniform Crime Reporting Survey, Table 252-0052.

³³ Sources: Statistics Canada, Canadian Centre for Justice Statistics, CANSIM Table 252-0013, series v12404976, v12405000, v12405004, v12405008, v12405028, v12405036, v12405044, v12405048, v12405060, v12405064, v12405072, v12405088, v12405096, v12405100, v12405104, v12405112, v12405116, v12405120, v28514089 were used for CMAs. CA data were found through a Canadian Centre for Justice Statistics special request.

Statistics Canada, Uniform Crime Reporting Survey, Table 252-0051.

³⁴ Sources: For 2010 data: Statistics Canada. *Police Resources in Canada 2010*. Tables 1,3-1, 9.
<http://www.statcan.gc.ca/pub/85-225-x/2010000/tablesectlist-listetableauxsect-eng.htm>

Source for 2009 data: Statistics Canada. *Police Resources in Canada 2009*.
http://dsp-psd.pwgsc.gc.ca/collection_2009/statcan/85-225-X/85-225-x2009000-eng.pdf

Source for 2008 data: Statistics Canada. *Police Resources in Canada 2008*. Pages 16, 17 and 29.
<http://www.statcan.gc.ca/pub/85-225-x/2008000/t003-eng.pdf>

Source for 2007 data: Statistics Canada. *Police Resources in Canada 2007*. Pages 16,17 and 29.
<http://www.statcan.ca/english/freepub/85-225-XIE/85-225-XIE2007000.pdf>

Source for 2006 data: Statistics Canada. *Police Resources in Canada 2006*. Table 4-a, Page 25.
<http://dsp-psd.communication.gc.ca/Collection-R/Statcan/85-225-XIE/85-225-XIE2006000.pdf>

Notes: 1) Data for Red Deer refers to the municipality only, not the Census Agglomerate (CA).
2) Police is defined to include the municipal police, RCMP, QPP, OPP and the Newfoundland Constabulary. Only permanent, full time employees are included.

³⁵ Source: Central Alberta Women's Shelter. *2010-2011 Annual General Report, pages 1-9*. June 2011.
<http://www.cawes.com/documents/2011annualreport.pdf>

Source: Anita Taylor, Program Manager, Central Alberta Women's Emergency Shelter. Personal Communication. July 5, 2011.

Source: Heather Pitt, Child Support Manager. Personal Communication. August 10, 2011.

³⁶ Source: Statistics Canada. Canadian Community Health Survey (CCHS 2.1) 2003, Cansim Table 105-0292 for Canada, Provinces, CMAs and Health Regions, terminated table.

For 2005-2009, Canadian Community Health Survey, Indicator Profile, for Canada, Provinces and Health Regions, Cansim Table 105-0501.

Note: Self –reported adult body-mass index of 30.0 or higher (18 years and over).

³⁷ Source: Statistics Canada. Canadian Community Health Survey (CCHS 2.1) 2003, Cansim Table 105-0292 for Canada, Provinces, CMAs and Health Regions, terminated table.

For 2005 to 2010, Canadian Community Health Survey, Indicator Profile, for Canada, Provinces and Health Regions, Cansim Table 105-0501.

Note: Population aged 12 and over who reported being a current smoker (daily or occasional). Daily smokers refers to those who reported smoking cigarettes every day. Occasional smokers refers to those who reported smoking cigarettes occasionally. This includes former daily smokers who now smoke occasionally.

³⁸ Source: Statistics Canada. Canadian Community Health Survey (CCHS), Indicator Profile, for Canada, Provinces and Health Regions, Cansim Table 105-0501.

Note: Data are for population aged 12 and over, based on self reported mental health.

³⁹ Source: 2001-2002 to 2009-2010 data, Canadian Institute for Health Information.

http://www.cihi.ca/CIHIextportal/internet/EN/Quick_Stats/quick+stats/quick_stats_main?xQSType=Interactive%Data&pageNumber=1&resultCount=10&filterTypeBy=2&filterTopicBy=undefined&autorefresh=1
under Interactive Data and Hospital Care.

Notes: 1) Low Birth Rate babies are babies less than 2,500 grams. CIHI data for 2001-2002 to 2009- 2010 are for fiscal years defined as April 1 to March 31 of the following year.

2) Rates for Canada are found using weighted averages based on provincial births.

⁴⁰ Source: The Water Chronicles. This collects data from the authority of each province, which differ in each province. The site is updated twice a day. <http://www.water.ca/textm.asp>

Note: The municipalities are active links to the source and often provide further detail as to the nature of the boil water orders. Boil-water orders rarely affect an entire municipality; it is often a specific well or a small number of buildings affected.

⁴¹ Source: Statistics Canada. Canadian Community Health Survey (CCHS 2.1) 2003, Cansim Table 105-0292 for Canada, Provinces, CMAs and Health Regions, terminated table.

For 2005-2010, Canadian Community Health Survey, Indicator Profile, for Canada, Provinces and Health Regions, Cansim Table 105-0501.

Note: Population aged 12 and over reporting level of physical activity, based on their responses to questions about the frequency, duration and intensity of their participation in leisure-time physical activity. Respondents are classified as active, moderately active or inactive based on an index of average daily physical activity over the past 3 months. For each leisure time physical activity engaged in by the respondent, an average daily energy expenditure is calculated by multiplying the number of times the activity was performed by the average duration of the activity by the energy cost (kilocalories per kilogram of body weight per hour) of the activity. The index is calculated as the sum of the average daily energy expenditures of all activities. Respondents are classified as follows: 3.0 kcal/kg/day or more = physically active; 1.5 to 2.9 kcal/kg/day = moderately active; less than 1.5 kcal/kg/day = inactive.

⁴² Source: For CMA data, Statistics Canada, Labour Force Survey, Cansim Table 279-0029. Data for the economic regions are by special request, program A050920.

Note: Data measured by Economic Region. In 2008 the results available on CANSIM were slightly different (0.1 or less) from the results available through the Labour Force Survey. Because economic region data is not available from CANSIM, the LFS results are included for these. Statistics Canada is investigating this discrepancy.

⁴³ Source: Statistics Canada. Canadian Community Health Survey (CCHS), Indicator Profile, Cansim Table 105-0501 for Canada, Provinces and Health Regions.

Note: Population aged 12 and over who reported that they do not have a regular medical doctor. In 2003 and 2005, the indicator in French only included "médecin de famille". Starting in 2007, this concept was widened to "médecin régulier", which includes "médecin de famille".

⁴⁴ Source: Statistics Canada. Canadian Community Health Survey (CCHS), Indicator Profile, Cansim Table 105-0501 for Canada, Provinces and Health Regions.

Notes: 1) Perceived life stress, quite a lot is defined by Statistics Canada as the population aged 15 and over who reported perceiving that most days in their life were quite a bit or extremely stressful.

2) Perceived life stress refers to the amounts of stress in the person's life, on most days, as perceived by the person, or, in the case of proxy response, by the person responding.

⁴⁵ Source: Alberta Health and Wellness, Surveillance and Assessment. *Notifiable Sexually Transmitted Infections 2009 Annual Report*.

⁴⁶ Source: Alberta Health and Wellness, Surveillance and Assessment. *Notifiable Sexually Transmitted Infections 2009 Annual Report*.

⁴⁷ Source: Alberta Health and Wellness, Surveillance and Assessment. *Notifiable Sexually Transmitted Infections 2009 Annual Report*.

⁴⁸ Source: Alberta Health and Wellness, Surveillance and Assessment. *HIV and AIDS in Alberta 2009 Annual Report*.

Office of the Chief Medical Officer of Health, Alberta Health and Wellness. *The Syphilis Outbreak in Alberta*. December 2010.

⁴⁹ Source: Alberta Health and Wellness, Surveillance and Assessment. *HIV and AIDS in Alberta 2009 Annual Report*.

⁵⁰ Source: Alberta Health and Wellness, Surveillance and Assessment. *HIV and AIDS in Alberta 2009 Annual Report*.

⁵¹ Source: Jennifer Vanderschaeghe, Executive Director, Central Alberta AIDS Network Society (CAANS). Personal Communication, September 4, 2011.

⁵² Source: Statistics Canada, Labor Force Survey, available by special request.

Note: Tabulations for Canada are based on data for 10 provinces, territories excluded.

⁵³ Source: Statistics Canada, Labor Force Survey, available by special request program A050942.

⁵⁴ Source: Canadian Council on Learning (CCL), CMA and CA data are by special request.
<http://www.ccl-cca.ca/CLI>

Notes: 1. The CLI scores data are based on data for the most recent year available. The data are not for the year of publication of the CLI scores. For example, the data for the 2010 reflect the most recent data available for all of the sub-indicators that make up the CLI.

2) The CLI Score should be used for comparative purposes to measure progress at the local and at the national level. The mean value for 2009 at the national level is 75. For simplicity we report the absolute change and per cent change instead of the Estimated Point Per Year (EPPY) change provided by the CCL (calculated using a trendline fitted to the three years for which data are available). In general, differences between the measures are only minor, with the EPPY for Canada for the 2007-2009 period averaging -0.7 points, compared to a simple average absolute change of -1.0 points per year.

3) The CLI score is derived from the various indicators through a regression equation, factor analysis, and structural equation modeling. The regression equation matched seventeen indicators with six socio-economic outcomes to determine a correlation of 0.87. These indicators were then clustered into pillars using factor analysis. Indicators that help to explain a similar trend are grouped together and receive a pillar score. Learning to Know, Learning to Do, Learning to Live Together, Learning to Be are marked on a relative scale with an average of approximately 5 and a standard deviation of 1.

4) The Census definitions of educational attainment were changed between the 2001 and 2006 Census so changes should be interpreted with caution. For more details, see <http://www12.statcan.ca/english/census06/reference/infocensus/education.cfm>

⁵⁵ Sources: Human Resources and Skills Development Canada. *Indicators of Wellbeing in Canada-Housing*. <http://www4.hrsdc.gc.ca/.3ndic.1t.4r@eng.jsp?iid=43>

Canada Mortgage and Housing Corporation. *Housing Market Information: Rental Market Statistics*.
http://www.cmhc-schl.gc.ca/odpub/esub/64725_2007_B02.pdf
http://www.cmhc-schl.gc.ca/odpub/esub/64459_2008_A01.pdf
http://www.cmhc-schl.gc.ca/odpub/esub/64725/64725_2009_B01.pdf
http://www.cmhc-schl.gc.ca/odpub/esub/64725/64725_2010_B01.pdf?fr=1304449309462

Canada Mortgage and Housing Corporation. *Housing Market Information: Rental Market Report, Alberta Highlights*. Spring 2011. http://www.cmhc-schl.gc.ca/odpub/esub/64483/64483_2011_B01.pdf

Notes: 1) Refers to the Census Agglomerate not the municipality.

2) Based on Vacancy Rates on privately initiated rental apartment structures of three units and over in April of reference year.

⁵⁶ Sources: Canada Mortgage and Housing Corporation. *Housing Market Information: Rental Market Report, Alberta Highlights*. Spring 2011.

http://www.cmhc-schl.gc.ca/odpub/esub/64483/64483_2011_B01.pdf

Canada Mortgage and Housing Corporation. *Housing Market Information: Rental Market Report, Alberta Highlights*. Spring 2010. http://www.cmhc-schl.gc.ca/odpub/esub/64483/64483_2010_B01.pdf

Notes: 1) Refers to the Census Agglomerate, not the municipality.

2) Based on Vacancy Rates on privately initiated rental apartment structures of three units and over.

⁵⁷ Source for rent data: Canadian Housing Observer: Average Rent for Two-Bedroom Apartments, Canada, Provinces and Metropolitan Areas, 1992–2005 (dollars) based on CMHC (Rental Market Survey).

http://www.cmhc.ca/en/corp/about/cahoob/data/data_004.cfm

Source for Income data: Statistics Canada. CANSIM Table 111-0009, Census Agglomerate data by special request.

Note: Economic family refers to a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law or adoption. A couple may be of opposite or same sex. Foster children are included. By definition, all persons who are members of a census family are also members of an economic family. Examples of the broader concept of economic family include the following: two co-resident census families who are related to one another are considered one economic family; co-resident siblings who are not members of a census family are considered as one economic family; and, nieces or nephews living with aunts or uncles are considered one economic family.

⁵⁸ Sources: Canadian Mortgage and Housing Corporation. *CHS Residential Building Activity-2007*.

http://dsp-psd.pwgsc.gc.ca/collection_2008/cmhc-schl/nh2-12/NH2-12-2007.pdf

Canadian Mortgage and Housing Corporation. *CHS Residential Building Activity-2010*.

http://publications.gc.ca/collections/collection_2011/schl-cmhc/nh2-12/NH2-12-2010.pdf

Notes: 1) Red Deer refers to the Census Agglomerate not the municipality. CMHC used the term Urban Agglomeration as opposed to Census Agglomeration.

2) Provincial/national data in Table 6 and local/regional data in Table 8 in both sources.

⁵⁹ Source for CA data: Median Census family income through Statistics Canada special request. Average residential prices for CAs obtained from CREA through a special request. Series MLS104451, MLS104171, MLS104187, MLS104203.

Median household income data obtained from Statistics Canada, CANSIM table 111-0009. Based on tax data.

Notes: 1) Income data unavailable for the year 2000; % change refers to the 2001-2009 period.

2) Census family is defined as a married couple and the children, if any, of either or both spouses; a couple living common law and the children, if any, of either or both partners; or, a lone parent of any marital status with at least one child living in the same dwelling and that child or those children. All members of a particular census family live in the same dwelling. A couple may be of opposite or same sex. Children may be children by birth, marriage or adoption regardless of their age or marital status as long as they live in the dwelling and do not have their own spouse or child living in the dwelling. Grandchildren living with their grandparent(s) but with no parents present also constitute a census family.

⁶⁰ Source: Rose Hatfield, Program Manager, 49th Street Youth Shelter. July 26, 2011.

⁶¹ Source: Stacey Carmichael, Director of Programs, Safe Harbour Society. Personal Communication. September 8, 2011.

⁶² Source: Stacey Carmichael, Director of Programs, Safe Harbour Society. Personal Communication. September 8, 2011.

⁶³ Source: Stacey Carmichael, Director of Programs, Safe Harbour Society. Personal Communication. September 8, 2011.

⁶⁴ Sources: Statistics Canada, *Labour Force Survey*. By special request. (data on Economic Regions). Total employment data on Economic Regions, Provinces and Canada, CANSIM Tables 282-0055, 282-0002, based on Labour Force Survey estimates.

Further information is available from the Organisation for Economic Co-operation and Development, *Jobs for Youth: Canada*, June 11, 2008.
http://www.oecd.org/document/6/0,3343,en_2649_201185_40787014_1_1_1_1,00.html

Note: Annual averages, based on Economic Region data.

⁶⁵ Source: Central Alberta Immigrant Women's Association Brochure. Halima Ali, Executive Director, CAIWA. Personal Communication. August 5, 2011.

⁶⁶ Source: Frontier Centre for Public Policy. *Local Government Performance Index 2009*.
<http://www.fcpp.org/files/1/10-02-08PS80%20LGPI.pdf>

⁶⁷ Sources: 2000-2009 data available at:
http://www.mississauga.ca/portal/residents/librarystatistics?paf_gear_id=9700018&itemId=105000733n

Dean Frey, Director, Red Deer Public Library. Personal Communication. June 23, 2011.

Notes: 1) The figures for Montreal, Toronto, Kitchener and Vancouver were population weighted by the 2001 Census population for 2000 data and the 2006 census population for other years.

2) Annual Circulation reports the total number of items checked out for all formats, e.g. books, videos, CDs, DVDs, periodicals, etc. This includes all renewals (in-person, telephone and electronic) whether a staff member was involved or not.

⁶⁸ Source: Red Deer Arts Council website: <http://reddeerartscouncil.wordpress.com>.

Diana Anderson, Program Coordinator, Red Deer Arts Council. Personal Communication. August 8, 2011.

⁶⁹ Source: Red Deer Artwalk Festival website: www.reddeerartwalk.ca

Diana Anderson, Program Coordinator, Red Deer Arts Council. Personal Communication. August 8, 2011.

⁷⁰ Source: Legislative and Administrative Services, City of Red Deer. *2011 Municipal Census Report*.

⁷¹ Source: Environment Canada. Data obtained by special request from Air Quality Research Division at Environment Canada.

Source: Alberta Environment. *Particulate Matter and Ozone Management Fact Sheet*. May 2009.

Note: The definitions for ground-level ozone and particulates are from the community accounts data published by the Government of Newfoundland and Labrador.

Definition: Ground-level ozone is a reactive, unstable form of oxygen. In very high concentrations, it is a bluish gas. It has a characteristic sharp smell which may be recognized around electrical equipment such as motors or arc welders. In the concentrations found in outdoor air, ground-level ozone is both colorless and odorless. Ground-level ozone is formed in the air from other pollutants, most notably nitrogen oxides and hydrocarbons. Slow-moving air and strong sunshine greatly speed up the formation of ozone. Vehicle exhausts are large contributors of ground-level ozone as well as industrial emissions. Ground-level ozone irritates the lungs and can make breathing difficult. Exposure to high concentrations can result in chest tightness, coughing and wheezing. Ground-level ozone can also damage agricultural crops such as potatoes and tomatoes as well as affect trees and other vegetation. Ozone also weakens rubber and attacks metals and painted surfaces. Canada-Wide Environmental Standards (CWSs) have been developed for ground-level ozone. The standard to be achieved by 2015 is 65 ppb. This is based on the 4th highest measurement annually (8-hour means), averaged over 3 consecutive years.

Definition: Particulates are particles in the air either from a natural origin or as a result of human activity. PM-2.5 is particulate matter with an effective diameter of 2.5 microns or less which bypass filtration in the nose and may be deposited in the lungs. This is referred to as "respirable" particulate. Common natural sources of particulates include wind-blown soil dust, forest fires, sea salt, volcanoes, and plants, as well as, human activity such as fuel combustion and any other burning, travel on dirt roads, construction work, and mining and quarrying. In analyzing particulates, PM-2.5 is of special significance in terms of health impacts since it has a higher chance of entering and remaining in the lungs if inhaled. People with existing breathing complaints such as asthma, bronchitis, or emphysema are likely to be adversely affected by high concentrations of particulates. Particulates can also cause corrosion and soiling of metalwork or other materials, damage vegetation, and reduce visibility. Canada-Wide Environmental Standards (CWSs) have been developed for PM-2.5. The standard to be achieved by 2010 is 30 µg/m³. This is based on the 98th percentile measurement annually (24-hour means), averaged over 3 consecutive years.

⁷² Source: Statistics Canada, Canadian Community Health Survey. CANSIM Table 105-0547

⁷³ Source: City of Red Deer, Environmental Services. *Environmental Master Plan: Our Environment, Our Future*. April 18, 2011.

<http://www.reddeer.ca/City+Government/City+Services+and+Departments/Environmental+Services/Environmental+Initiatives/Environmental+Master+Plan.htm>

⁷⁴ Source: Statistics Canada. Labour Force Survey. For the CMAs CANSIM Table 282-0053, CANSIM series v2356830, v2356835, v2356836, v2356837, v2356839, v2356844, v2356848, v2356849, v2356851, v2356852 and CANSIM Table 282-0115 for the CA data. Data for CMAs after 1996 is from CANSIM Table 282-0110.

Notes:1) Refers to urban centre as defined by the Labour Force Survey, which does not necessarily correspond to the CA.

2) Data from the Labour Force Survey are based on annual average.

⁷⁵ Sources: Provincial data available in CANSIM Table 2820054: Labour Force Survey estimates (LFS), by provinces and economic regions, 3-month moving average, unadjusted for seasonality, monthly (persons).

Economic Regions, based on data from CANSIM table 2820054, Labour Force Survey estimates.

Note: Data from the labour force survey for provinces, CMAs and economic regions are based on a 3-month moving average.

⁷⁶ Sources: Provincial data available in CANSIM Table 2820054: Labour Force Survey estimates (LFS), by provinces and economic regions, 3-month moving average, unadjusted for seasonality, monthly (Persons).

Economic Regions, based on data from CANSIM table 2820054, Labour Force Survey estimates.

Note: Data from the Labour Force Survey for provinces, CMAs and economic regions are based 3-month moving average.

⁷⁷ Source: Provincial data available in CANSIM Table 2820054: Labour Force Survey estimates (LFS), by provinces and economic regions, 3-month moving average, unadjusted for seasonality, monthly (persons).

Economic Regions, based on data from CANSIM table 2820054, LFS estimates.

Note: Data from the Labour Force Survey for provinces, CMAs and economic regions are based 3-month moving average.

⁷⁸ Source: Industry Canada, Office of the Superintendent of Bankruptcy Canada. *Annual Statistics Report* for years 2000 to 2009, tables 2,3 and 8 for each report.

Available at <http://strategis.ic.gc.ca/epic/site/bsf-osb.nsf/en/br01775e.html> and <http://strategis.ic.gc.ca/epic/site/bsf-osb.nsf/en/br01711e.html> for 2007 and all previous years, respectively.

2010 data is from: Industry Canada, Office of the Superintendent of Bankruptcy Canada. <http://www.ic.gc.ca/eis/site/bsf-osb.nsf/eng/br02599.html#quarterly> Table XIII-4-v

Notes: 1) Bankruptcy Canada changed the geographical definitions in 2008, data is not comparable with Table XIII-4-v.

2) Community data are for Major Urban Centres, based on Postal Delivery Areas.

⁷⁹ Source: Industry Canada, Office of the Superintendent of Bankruptcy Canada, *Annual Statistics Report* for years 2000 to 2010, tables 2,3 and 8 for each report. Available at <http://strategis.ic.gc.ca/epic/site/bsf-osb.nsf/en/br01775e.html> and <http://strategis.ic.gc.ca/epic/site/bsf-osb.nsf/en/br01711e.html> for 2007 and all previous years, respectively.

Source: Industry Canada, Office of the Superintendent of Bankruptcy Canada, 2010 Data Retrieved from Table XIII-4-vi, <http://www.ic.gc.ca/eic/site/bsf-osb.nsf/eng/br02599.html#quarterly>

Note: Data refers to the Economic Region, not the municipality.

⁸⁰ Source: For Canada, Provinces, Census Metropolitan Areas, Census Agglomerates: Calculated from Employment Insurance Statistics Survey (EIS), CANSIM Table 276-0009; monthly data averaged to form annual data.

Note: Beneficiaries include those who receive regular, training, job creation, self employment, sickness, maternity, fishing, work sharing, adoption or parental benefits.

⁸¹ Source: For Canada, Provinces, Census Metropolitan Areas, Census Agglomerates: Calculated from Employment Insurance Statistics Survey (EIS), CANSIM Table 276-0009; monthly data averaged to form annual data.

⁸² Source: For average and median hourly earnings in current dollars, Statistics Canada, Labour Force Survey.

For CPI data, Statistics Canada, CANSIM Table 326-0021. Consumer price index (CPI), 2005 basket.

Notes: 1) Real average and median hourly earnings were calculated by the Centre for the Study of Living Standards using CPI data with 2002 as the base year (2002=100).

2) Where Consumer Price Index data were not available for CMA and non-CMA Communities, the CPI of the corresponding provinces was used. CPI data were not available for the following CMAs: Greater Sudbury, Kitchener-Waterloo, Guelph and London, and were also not available for all the non-CMA Communities.

⁸³ Source: Labour Force Survey, Special Request Program A050925.

Note: The data pertains to the Economic Region, not the municipality.

⁸⁴ Source: Frontier Centre for Public Policy. Local Government Performance Index, 2009. <http://www.fcpp.org/files/1/10-02-08PS80%20LGPI.pdf> .

⁸⁵ Source: Alberta Venture. *25 Best Communities for Business in Western Canada*. Page June 2011.

⁸⁶ Source; Alberta Venture. “*25 Best Communities for Business in Canada*”. Page 33. June 2011

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⁸⁷ Source: Alberta Employment and Immigration. *Alberta's Minimum Wage to Increase in September*, Media Release. June 1, 2011.

⁸⁸ Sources: City of Red Deer. *2010 General Election, Statement of Official Results. Page 2*. October 18, 2010.
<http://www.reddeer.ca/NR/rdonlyres/DEC2C303-BC5E-4DED-A2D575B6658C424F/0/2010OfficialElectionResultsReport.pdf>

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<http://www.elections.ca/scripts/OVR2008/default.html>
http://enr.elections.ca/National_e.aspx

⁸⁹ Source: Statistics Canada, Financial Data and Charitable Donations data collected by CRA, Table 111-0001, series v745953, v745954, v746148, v746149, v746161, v746162, v746174, v746175, v746239, v746240, v746265, v746266, v746304, v746305, v746330, v746331, v746369, v746370, v746278, v746279, v746434, v746435, v746460, v746461, v745966, v745967, v745979, v745980, v746005, v746006, v746018, v746019, v746031, v746032.

For Census Agglomerates: Data from Statistics Canada, Small Area and Administrative Data Division. Special Request.

Note: Data pertains to the Census Agglomerate (CA), not the municipality.

⁹⁰ Source: Statistics Canada, Financial Data and Charitable Donations data collected by CRA, Table 111-0001 series v745963, v746158, v746171, v746184, v746249, v746275, v746314, v746340, v746379, v746288, v746444, v746470, v745976, v745989, v746015, v746028, v746041.

CAs Data from Statistics Canada, Small Area and Administrative Data Division. Special Request.

Note: Donations based on the amount declared on line 340 of the income tax form.

⁹¹ Source: Statistics Canada, CANSIM Table 105-0501 based on the Canadian Community Health Survey.

⁹² Source: Statistics Canada, CANSIM Table 105-0501, based on the Canadian Community Health Survey.

⁹³ Sources: Kathleen Raines, Program Manager, Volunteer Red Deer. Personal Communication. September 2, 2011.

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[http://volunteer.ca/files/English Research Fact Sheet Bridging the Gap.pdf](http://volunteer.ca/files/English_Research_Fact_Sheet_Bridging_the_Gap.pdf).

⁹⁴ Source: The Frontier Centre for Public Policy, Local Government Performance Index 2009.

www.lgpi.ca

Note: All data are based on municipalities unless otherwise indicated.

⁹⁵ Source: Steve Parkin, Transit Services Facilities Superintendent, City of Red Deer. Personal Communication. July 18, 2011.

⁹⁶ Source: Steve Parkin, Transit Services Facilities Superintendent, City of Red Deer. Personal Communication. July 18, 2011.

⁹⁷ Source: City of Red Deer. *Red Deer Introduces Online Business Permit and License Tool*. September 24, 2010.

<http://www.reddeer.ca/City+Government/News+Releases/Archive/2010/September/Red+Deer+introduces+online+business+permit+and+licence+tool.htm>

⁹⁸ Source: Central Alberta Economic Partnership website. *Regional Transportation Strategy*. Accessed July 11, 2011.

<http://centralalberta.ab.ca/about-us/goals-and-initiatives/current-projects/regional-transportation-strategy>

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