

CITY OF CAMROSE

SOCIAL DEVELOPMENT STRATEGY,
2009-2014

Submitted to

Social Planning Advisory Committee

Prepared By



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TABLE OF CONTENTS

1.0 INTRODUCTION.....1

2.0 COMMUNITY PROFILE.....3

 2.1 POPULATION GROWTH AND CHANGE3

 2.2 AGE PROFILE.....3

 2.3 HOUSEHOLD INCOME4

 2.4 EDUCATION LEVELS.....4

3.0 SOCIAL DEVELOPMENT AND SUSTAINABILITY.....6

 3.1 PRINCIPLES FOR CHANGE6

 3.2 A FRAMEWORK FOR SUCCESS8

 3.3 THE ROLE OF THE CITY OF CAMROSE.....9

 3.4 A VISION FOR HUMAN AND SOCIAL SERVICES11

4.0 COMMUNITY PERSPECTIVES12

 4.1 SUMMARY OF STAKEHOLDER INPUT12

 4.2 SURVEY OF CAMROSE AND AREA RESIDENTS13

 4.3 YOUTH VIEWS.....16

5.0 SUMMARY OF STRATEGIC RESPONSIBILITIES19

 5.1 SUBSTANCE ABUSE19

 5.2 YOUTH21

 5.3 SENIORS23

 5.4 HOUSING24

 5.5 FAMILY SUPPORT26

 5.6 TRANSPORTATION27

 5.7 URBAN DESIGN28

 5.8 RECREATION, ARTS, CULTURE.....29

6.0 IMPLEMENTATION.....30

 6.1 KEY FACTORS30

 6.1.1 *Role of Social Planning Advisory Committee*.....30

 6.1.2 *Role of Civic Administration*.....31

 6.2 EVALUATION AND PERFORMANCE INDICATORS31

1.0 INTRODUCTION

The City of Camrose, through its Social Planning Advisory Committee (SPAC) has committed to establishing a Social Development Strategy (SDS) to guide the implementation of human service programming. The SDS is intended to compliment other municipal planning documents prepared by the City of Camrose. It presents the building blocks that will ultimately lead to a sustainable social infrastructure for the community which will support equal opportunity for continued high quality of life in Camrose for all residents. The SDS presents a vision that is based on the recommended strategies and initiatives that are to be implemented by 2015.

The SDS will provide direction, focus and coordination of the City's various social development initiatives and will directly link to the Social Responsibilities goals outlined in the City's Corporate Strategic Plan. It will identify priority areas for investing in people through a process that plans and facilitates partnerships that contribute to Camrose's social sustainability and quality of life, and will provide the guidance to the City in providing an appropriate level of support to address social needs.

Camrose has a population of 17,000 residents located about 100km south-east of the Edmonton metropolitan area. The decision to prepare a Social Development Strategy is one that reflects the community's recognition of the value of taking a long term view of community development and the need to establish the mechanisms necessary to allow the City to achieve its social goals.

Camrose has a diversified economy and serves as a regional service centre for east-central Alberta. The City is well-positioned to accommodate growth and, through its Corporate Strategy, recognizes that growth has implications on the demand for all services. The Social Development Strategy will be the cornerstone in guiding how the City prepares to meet future challenges in delivering various community services. The Strategy will include direction to enhance and develop the base of social infrastructure and related community services that the City presently offers.

The Social Development Strategy examines the direction and coordination to support a number of core areas:

- Health and wellness
- Infrastructure and accessibility
- Safety
- Arts, recreation and culture
- Literacy
- Employment
- Education
- Housing.

In the long term, the SDS will operate in tandem with the strategic directions adopted by Camrose's other municipal line departments: transportation, planning, economic development, recreation and so on. As initiatives from these departments are introduced they will, under a coordinated strategic framework employed by the City, reflect the direction adopted as part of the Social Development Framework. Conversely, initiatives adopted under the SDS will link to the strategies of other departments.

The process to develop the SDS has incorporated stakeholders at all levels of the service delivery system. The inclusive approach ensures that those involved will take ownership and support the actions necessary to achieve the end.

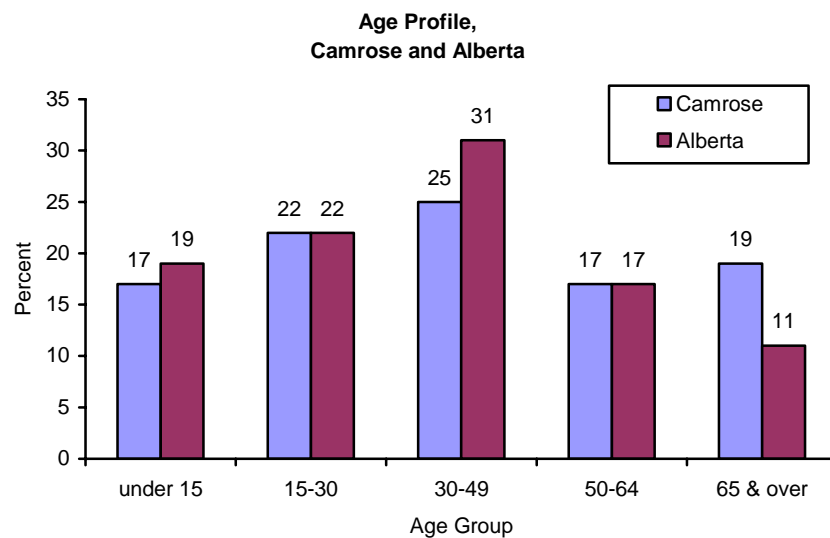
2.0 COMMUNITY PROFILE

2.1 Population Growth and Change

The 2008 City of Camrose census reports the city's total population to be 16,543. Since 2005, the City's population has grown by 4.4%¹. This is the second largest change in the previous decade, the other being a 6.7% increase between 1998 and 2001. Projections for the City's future population range from a low of 20,000 being achieved by 2030 to a high of 30,000 being reached by 2025.

2.2 Age Profile

Since the early 1990's, the City of Camrose has actively promoted itself to older people as a retirement centre. The success of this strategy is reflected in the population profile with 19% of the population over the age of 65 compared to 11% for Alberta. The contrast is found in the 30 to 49 age group which is under-represented in Camrose at 25% compared to the Province as a whole at 31%.



Source: City of Camrose Census, 2008 and Statistics Canada. 2006 Census of Canada

¹ City of Camrose, Statistics Package Census 2008

2.3 Household Income

The 2006 Census of Canada found that the median income of Camrose residents is \$48,000 and is notably less than the Provincial median of \$64,000. This appears to reflect the higher retired population and may also be linked to the growing post-secondary student population, as couples with children still at home reported annual incomes of \$88,000 which is close to the Provincial median of \$92,000.

Table 1
Median Incomes of Census Families,
Camrose and Alberta, 2006

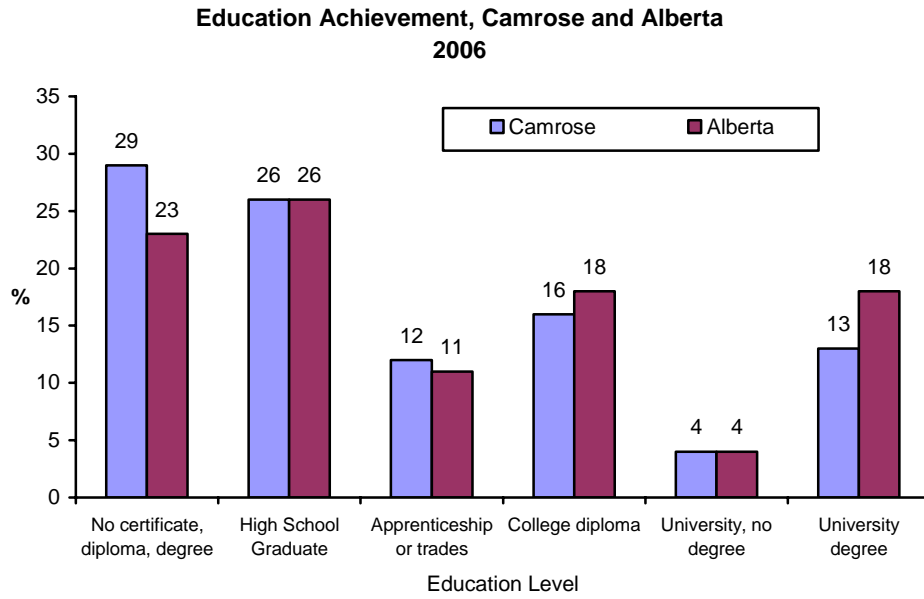
	Camrose	Alberta
Median Income		
All households	47,972	63,988
Couple with children at home	88,053	92,155
Couple , no children at home	55,089	72,774
Lone Parents	42,571	40,397
Female Lone Parents	39,683	37,469
Male Lone Parents	60,568	55,205

Source: Statistics Canada. 2006 Census of Canada

The census data also show a disparity between lone parent households. While the median income in Camrose is higher than for Alberta, female-led lone parent households reported incomes at approximately two-thirds the level of male lone parent households. This difference raises important questions for how female lone parents may require assistance from community human services in Camrose.

2.4 Education Levels

Camrose has a higher percentage of residents with no formal educational qualifications (29%) than the rest of the Province (23%). The population also tends to have a lower educational attainment for post-secondary categories than the rest of the Province, while the percentage with apprenticeship and trades qualifications is about the same.



Source: Statistics Canada. 2006 Census of Canada

3.0 SOCIAL DEVELOPMENT AND SUSTAINABILITY

3.1 Principles for Change

In common with many municipalities across the country, the City of Camrose is charged with the responsibility of providing many of the services that create a high standard of quality of life for its citizens within a framework of sustainability. In response, the City has articulated a desire to add a more formal social planning component to its sphere of influence.

Sustainability is a comprehensive approach that is based on integrating economic, environmental and human/social services plans, focussed on meeting the diverse needs of residents and on building a prosperous, pleasant and resilient future. It is a conceptual framework that reflects the ability or capacity of a community to cope with issues and to find effective ways to address them (Figure 3.1).

A key element in the planning and delivery of community services is that the concept of social planning is not narrowed to “social services” planning, but that it is considered in the broad sense of integrating the social elements of a healthy community with economic and environmental strategies necessary to sustain a quality of life for future generations.

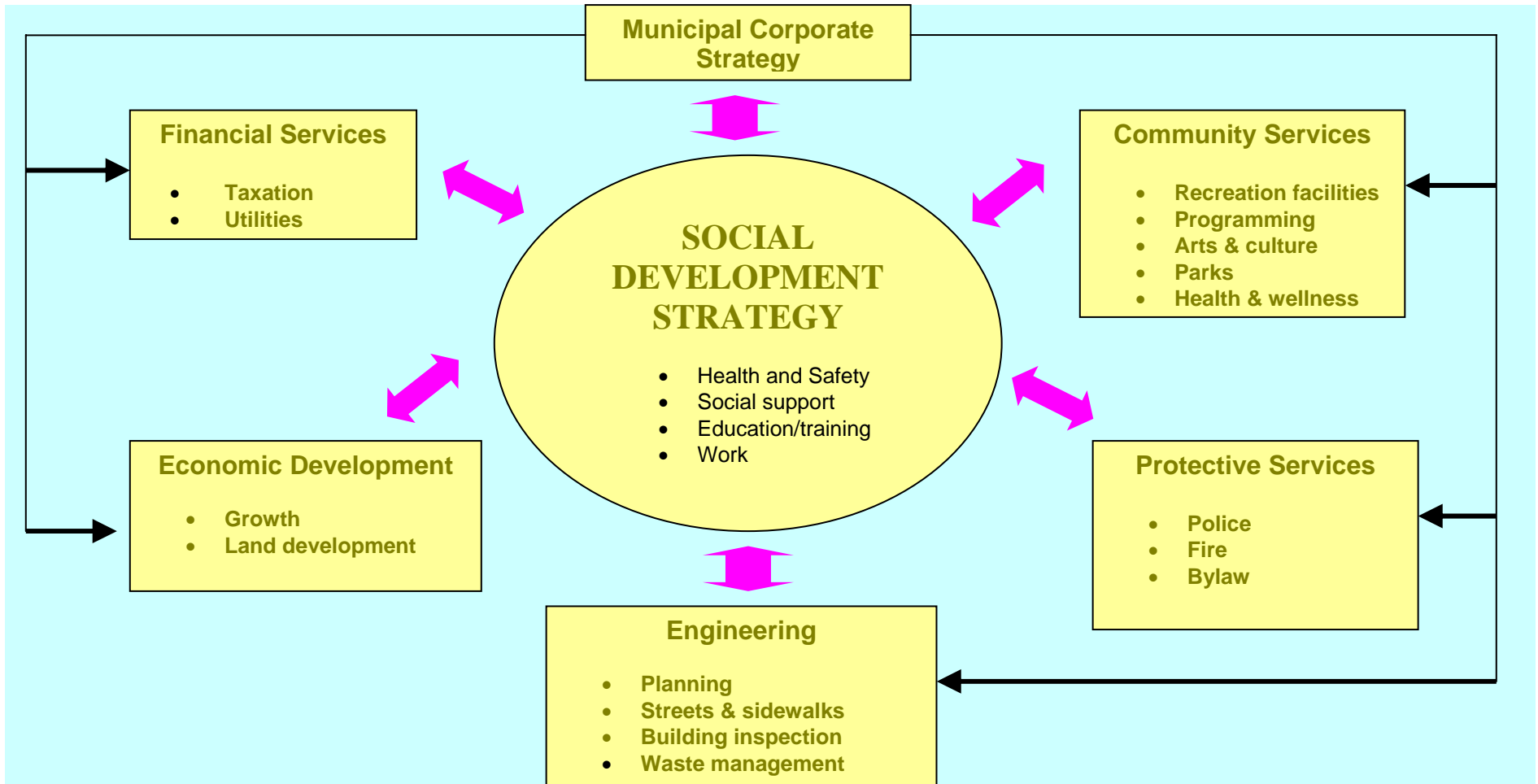
The ultimate aim is to create a city that will encourage residents to want to stay and to attract more people. Any municipality with this aim must clearly demonstrate its ongoing commitment to supporting the quality of life that motivates families and individuals, and acknowledges the diversity of residents and their needs.

Camrose has social and economic strengths that provide a solid foundation for the future. Much of this strength is reflected in the level and diversity of programming and planning. There is also an expressed desire to strengthen links between various community strategies with the aim of building a system that supports sustainability. The Social Development Strategy is a key component in this process.

The experience of a number of jurisdictions across Canada and internationally suggest a commonality of broad principles that support sustainable social development are generally characterized as being:

1. **Equity** – Individuals have access to sufficient resources to participate fully in their community. They have opportunities for personal development and advancement, based on a fair distribution of resources amongst the community to facilitate collaboration and participation.

Figure 3.1
Conceptual Model of Municipal Integration



2. **Social Inclusion and Interaction**, - residents are involved in setting and working towards collective community goals. Individuals have the opportunity to engage in community.
3. **Security** – individuals have economic security and have confidence that they live in a safe and healthy environment.
4. **Adaptability** – individuals and the community have the ability to adapt and respond to change. Adaptability is a process of learning from and building on what already exists.
5. **Results** – the community achieves measurable and sustainable results by creating a win-win situation that benefits any proposal and has a positive impact on the community.

3.2 A Framework for Success

The following model provides a practical framework in which to work. The goal of sustainability can be achieved through the integration of the human services sector with other core municipal sectors²:

- Create a Vision for the social/human services sector in the Municipality that is integrated with those aspects of other municipal plans that affect the well-being of citizens.
- Demonstrate leadership through the City's human resources policies that support and encourage community involvement among employees.
- Achieve the Vision, goals and actions through collaborative relationships, coordinated actions and integrated programs involving diverse sectors and community organizations.
- Develop a factual understanding of the issues through communication with citizens and stakeholder organizations. Ensure comprehensive data is collected that clearly describes need and will allow for the measurement of change.
- Build from previously successful initiatives or those already in place.
- Engage citizens and relevant organizations in all aspects of planning and action, and be accountable to the public.
- Set clear targets for the desired goals and monitor progress on an ongoing basis.
- Build in an evaluation system from the beginning of each project.
- Modify and improve performance through continual learning.
- Be prepared to take non-traditional approaches and afford those involved the opportunity to change practices.
- Take risks and learn from the experience.

² Torjmen, S. and Eric Leviten-Reid. Comprehensive Community Initiatives. Caledon Institute of Social Policy. 2003.

- Reinvest financial, human or other resources and harness their value through community partnerships that use needed skills.
- Provide funding support for new initiatives particularly to support coordination and collaboration.
- Serve as an advocate to bring municipal issues to the attention of other orders of government.

3.3 The Role of the City of Camrose

The Social Development Strategy provides the City with the framework by which it can develop its resources to build capacity and reach the goal of sustainability.

Successful implementation of the above principles will require that the City adopt some core actions. There is a trend evident in the findings from research on social policy that shows the importance of the role of local governments in addressing social issues in ways that benefit individuals and advance healthy communities³. While three levels of government each have a role to play and must work together, municipalities are best positioned to deal with local social issues and to find the solutions that are most relevant to their communities.

The following actions are presented as the basis from which the City can build and develop community support for the Social Development Strategy.

Delivering Services

The City directly provides various services to its citizens. Some of these services are part of its legal mandate while others are a response to community needs that are not served by other agencies. These are City-owned services. In some situations, the City may step back from delivery and provide a more support-oriented role if a local partner becomes available.

There will be a continuing need for the City to identify those services for which it has responsibility and this is reflected in the Social Development Strategy. This is an important role because it brings benefits to citizens that might otherwise not be served, or not be served to an adequate level. The City's role becomes more important where issues are identified as a local priority.

³ Sherri Torjman and Eric Leviten-Reid. "The Social Role of Local Government." Caledon Institute of Social Policy. March 2003. p.3.

Coordinating Partnerships

The City is in a position to foster a sense of responsibility for social well-being among all sectors, including non-profit agencies, church groups, service clubs, local communities of interest, business groups, neighbouring municipalities or other levels of government. Part of the City's role is to collaborate with key partners to focus on key community issues, as has recently been the case with the issue of affordable housing.

Key benefits can include:

- Identification of emerging social trends from agencies that are working with specific client groups.
- Building information and knowledge that can be used to make funding decisions that meet social needs in the most effective way.
- Identification of issues or needs that are common to several or all agencies and coordinate the transfer of information or funding to resolve these issues and build capacity of the social services sector as a whole.
- Fostering partnerships that will improve communication and trust, and build community support and commitment.
- Partnerships increase resources and can achieve more than when initiatives are undertaken alone.

Leadership

The City can lead all employers by ensuring that its training and employment practices make it the employer of choice. Employment practices can be responsive to family needs through, for example, flexible working arrangements, job sharing and unpaid leaves of absence for family reasons. The City might also be a strong advocate for volunteerism by allowing workers a set number of paid hours per month for community service. It could offer young people mentoring, internships and student placements and work to remove barriers faced by those who have difficulty entering the labour market, such as people with disabilities, recent immigrants and Aboriginal Canadians.⁴

⁴ Caledon Institute. pp. 6-7.

Advocating for Change

A key role for the City is that of advocacy, both for service support and long term social change. A key mechanism to achieve this is its membership in the Alberta Urban Municipalities Association. Part of this function will include working with administrations of organizations from other government sectors or departments, such as at the hospital to ensure that seniors' or mental health services are available locally. Likewise, working with private sector developers can bring solutions to challenges such as affordable housing that has recently been undertaken.

3.4 A Vision for Human and Social Services

The findings of the various interviews with stakeholders, the community survey and the workshop sessions support the following Vision Statement for the City of Camrose:

Camrose is a safe vibrant community which fosters a sense of inclusion and pride. It is a socially diverse community, one that ensures all citizens have access to resources and opportunities that reflect their need and their ability to contribute. It is a city that cares about its environment and actively supports initiatives that reflect the values and benefits associated with models of sustainable municipal development.

4.0 COMMUNITY PERSPECTIVES

Community input involved four phases:

1. interviews with representatives from over 30 community social agencies,
2. a telephone survey of adult residents of Camrose and the surrounding area,
3. a self-administered survey of school student representing Grade 8, 10 and 12,
4. two community workshops with residents and agency frontline staff.

4.1 Summary of Stakeholder Input

Over 30 individual stakeholders were interviewed, representing most City Councillors, including the mayor, all senior managers in the municipal administration, representatives from educational institutions and school districts, not for profit, municipal, provincial and federal social services, housing and policing.

Most respondents reflected that Camrose City Council is responding to human service needs well by supporting a variety of services and programs. They also commented that the response to need could be strengthened, but that the role and responsibilities of the municipal government needs clarifying. Most expressed the appreciation that Camrose is a safe, healthy and caring community in which to live.

There were many common issues or challenges identified including the need to:

- Coordinate services more efficiently and transparently.
- Consistently gain input from citizens and stakeholders before instituting program planning.
- Collect data on issues more efficiently to facilitate the clear articulation of issues requiring response.
- To update current data on social service needs.
- Address diverse housing stock requirements.
- Expand services to seniors to support independent living.
- Respond to the change in employment patterns resulting from the introduction of box-style stores and the change in the economy in the past two years.
- Provincial government should be supporting human service needs to a greater extent.

Issues where opinions diverged were:

- Public transport.
- Homelessness.

- The specific type of housing required.
- The existence of poverty in the city, including underemployment.
- Activities/programming available for youth.
- The inclusiveness of decision making within the administration, including city council.
- Support to rural villages.
- The extent to which Camrose is responding to human service needs.
- The need for a Social Planner.

4.2 Survey of Camrose and Area Residents

A total of 388 interviews were completed giving a sample that is statistically valid with a margin of error of $\pm 5\%$, 19 times out of 20.

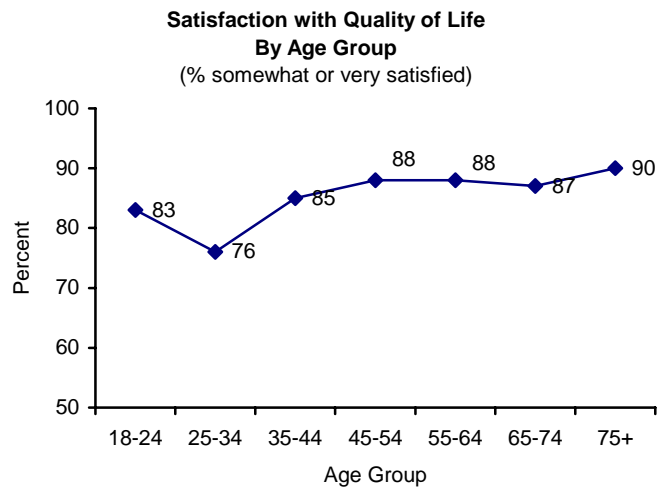
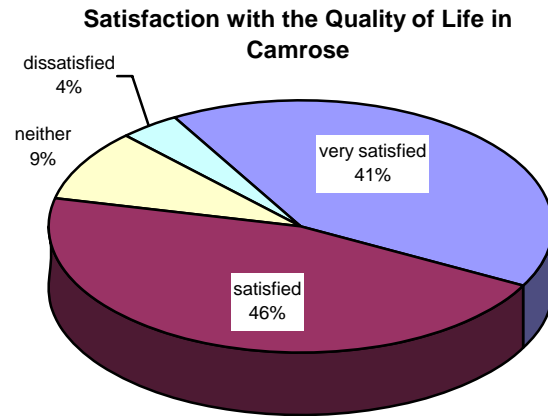
Perceptions About Camrose

There is a strong commitment to the community with over 9 out of 10 respondents expecting to be living in the Camrose area in 3 years' time. Respondents feel the community is a good place for family, has a strong sense of pride and sense of family, and commitment to volunteering.

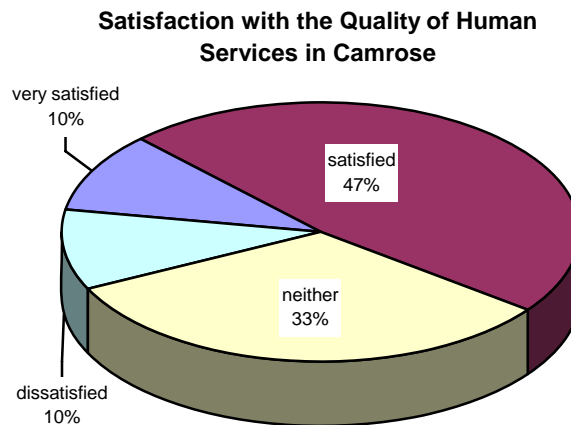
The quantity of affordable housing, the availability of things for young people to do and problems with drugs are believed to be key issues.

Satisfaction

Almost nine out of ten respondents were satisfied with the quality of life in Camrose with rates increasing with age.



There was a lower rate of satisfaction with the quality of human services (58%) available in Camrose. The highest rates of dissatisfaction are found among households consisting of 2 or more unrelated adults.



Impressions of Available Human Services

Health services for seniors, arts and cultural opportunities, and recreation for youth received the highest ratings of good or excellent. Services that received the lowest ratings were opportunities for young adults to socialize, substance abuse supports and emergency shelter for youth.

The level of knowledge people have is an important factor that influences these ratings. More than 20% of respondents provided “don’t know” responses for 10 of the 16 program or services areas. This is also influenced by the relevance of a service to the respondent (e.g. the oldest respondents likely have no interest or need for day care). The highest level of “don’t know” responses were recorded for:

- Support services for new parents (43%)
- Out of school care (41%)
- Mental health services for children or youth (37%)

Service Priorities

The 10 highest ranked services seen to be needed within the next 2 years:

1. Support for substance abuse (77%)
2. Help seniors stay at home longer (66%)
3. Public transportation (63%)
4. Emergency shelter for youth (60%)
- =5. Respite services (58%)
Health services for seniors (58%)
7. Family counselling and support (55%)
8. Recreation for youth (54%)
- =9. Mental health services for youth (52%)
Day care (52%).

From 2012, the priorities are:

- a. Arts and cultural activities (42%)
- b. Services for those with physical disabilities (35%)
- c. Family counselling (33%)
- d. Mental health services for adults (32%)
- e. Youth recreation (30%)
Health services for seniors (30%)
Young adult social opportunities (30%).

4.3 Youth Views

Questionnaires were distributed to students representing Grades 8, 10 and 12. A total of 100 forms were completed.

Almost half of respondents (49%) expect to leave Camrose after finishing Grade 12 and 35% are uncertain. 62% of those planning to leave were Grade 12 respondents. Grade 10 respondents are most likely to plan to stay while Grade 8 respondents are most likely to provide an answer of “don’t know”.

The main reasons for wanting to leave Camrose were:

- for post-secondary school (18%)
- Camrose is boring with limited things to do (10%)
- have new experiences elsewhere (6%).

Community Involvement

Camrose youth do not exhibit strong community ties with just 15% reporting that they volunteer. Volunteerism is lowest in Grade 8 but peaks in Grade 10.

Youth are most likely to spend their time outside of school in unstructured activities:

1. Hang out with friends
2. Work
3. Walk around
4. Bicycle
- =5. Basketball
Hockey

Youth's Perceptions of Camrose

Youth feel that there are not enough things for them to do in Camrose, specifically with regard to arts and cultural activities. They also believe that they are not fully valued in the community or that their ideas are appreciated by the City.

By contrast, youth are more positive about the availability of training opportunities and their ability to travel to employment, social and recreation activities. There was a question about the quality of recreational opportunities and the ease of finding part-time jobs

Issues of Concern

Three issues identified through the stakeholder interviews and community survey were reported by youth to be 'very serious':

- Alcohol abuse (47%)
- Drug abuse (41%)
- Bullying (40%).

Other issues that were also found to be of concern were family separation, self-esteem and depression, body image issues and teen pregnancy.

Relied Upon Information Resources

From the survey, it appears that youth are reliant on those closest to them but place less credence in formal organizations. Parents were rated as most helpful, particularly for Grade 12 respondents; as were teachers; Grade 8 respondents were less likely to provide a positive rating.

The internet was rated as very or somewhat helpful by over eight out of ten respondents, especially Grade 12 respondents. The value of friends or siblings was found to be next most important whereas agencies such as Alberta Children and Youth Services, ADAAC, church/youth groups, and the police/RCMP received the lowest ratings.

5.0 SUMMARY OF STRATEGIC RESPONSIBILITIES

The tables that follow present the strategy statements and associated initiatives for each priority service area. Also shown is an indication of the anticipated nature of the role to be taken by the City of Camrose in implementation, the relative priority of each initiative and identification of the key partners associated with each strategy.

5.1 Substance Abuse

Rationale:

- A priority issue and one that continues.
- Impacts on family life and health are central to concern.
- A mixture of perception and reality drives the concern.
- Negative perceptions are often transposed onto the youth community.
- The City needs to continue to be seen as part of a community response.

Strategy Statement:

To provide access to support services and continue to inform the community of the impacts of substance abuse

Strategy Area	Initiative	Advocacy	Coordinate	Direct Delivery	Priority Level	Partners
Substance Abuse	<ul style="list-style-type: none"> Continue activities instigated as part of the Drug Response Task Force 	x		x	1	<ul style="list-style-type: none"> City AADAC Alberta Health Services Counselling organizations (e.g. AA) School districts Police DARE Youth groups Augustana University & colleges CDSS Open Door
	<ul style="list-style-type: none"> Provide educational programs and support to youth through schools, youth groups, etc. 	x	x		1	
	<ul style="list-style-type: none"> Ensure support services are accessible and available to those with need 	x			1	
	<ul style="list-style-type: none"> Provide transitional housing for those recovering from abuse and those exiting regional detox centres 		x		2	

Priority 1 = 2009-2011; Priority 2 = 2012-2014; Priority 3 = 2015 and on.

5.2 Youth

Rationale:

- Results from the Youth Survey identified a number of challenges and opportunities that young people associate with Camrose. At the same time, there are some negative attitudes towards teenagers and young adults that may be founded more on perceptions than reality.

Strategy Statement:

To create a youth-friendly community that respects the needs of youth and young adults, encourages involvement and supports youth leadership and empowerment.

Strategy Area	Initiative	Advocacy	Coordinate	Direct Delivery	Priority Level	Partners
Youth Activity, Involvement & Support	• Provide support for venues that accommodate unstructured youth interaction; examples include theatre, cinema, coffee house opportunities.	x	x		1	<ul style="list-style-type: none"> • Youth groups • Sports groups • Schools • Open Door • City • Police • Augustana University & colleges
	• Continue with support for group activities led by current youth organizations.	x			1	
	• Create a mechanism by which youth needs and interests can be formally recognized and addressed by City council and administration			x	1	
	• Create opportunities for youth involvement in community issues and decision-making processes.	x	x		1	
	• Support youth-led initiatives designed to keep youth connected to Camrose.	x			1	
	• Build on the capacity offered by UofA/Augustana and the two colleges in Camrose.	x			2	
	• Create a means by which cross-generational interaction occurs, especially where social needs can be met and where opportunities for skills transfer exist.	x			2	

Strategy Area	Initiative	Advocacy	Coordinate	Direct Delivery	Priority Level	Partners
	<ul style="list-style-type: none"> Continue to support initiatives that address key issues of substance abuse 	x	x		1	
	<ul style="list-style-type: none"> Build capacity by involving school boards and having them commit to community development by making facilities available outside of school hours. 	x	x		2	

Priority 1 = 2009-2011; Priority 2 = 2012-2014; Priority 3 = 2015 and on.

5.3 Seniors

Rationale:

- Residents aged 65 and over represent approximately 18% of the City’s population (stable for past 10 years); Alberta is 10.7%.
- The desire of seniors to be able to stay in their own home and receive the support necessary to achieve this has increased across the country and Camrose will be no different.
- More commonly now, seniors no longer wish to move into a long term facility until they are into their 80s.
- Maintaining a quality of life for older Canadians now requires differing supports.

Strategy Statement:

To ensure that seniors have access to services that encourage their involvement in the community, support independence and that allow a high quality of life.

Strategy Area	Initiative	Advocacy	Coordinate	Direct Delivery	Priority Level	Partners
Seniors’ Care	• Identify opportunities for cross-generational involvement, including skills sharing	x			2	<ul style="list-style-type: none"> • Bethany Group • Seniors’ centre/organizations • CDSS – home care services • City • Arts, cultural, recreation groups • Library
	• Evaluate models of support for a seniors centre		x		2	
	• Collect data about the service needs of local seniors			x	1	
	• Ensure that in-home care services and respite services are available to meet levels of demand			x	2	

Priority 1 = 2009-2011; Priority 2 = 2012-2014; Priority 3 = 2015 and on.

5.4 Housing

Rationale:

- Affordable housing has been examined by Council and administration.
- Input from stakeholders continues to highlight the need.
- Survey results assign this as a community priority.
- A need exists from many segments of the population including young adults, transients, people facing domestic issues.
- Housing needs depend on availability of units suitable for household composition.
- Some supply has been met using local hotels.
- Open Door programs and the regional women’s shelter meet some short-term supply needs.
- The issue is not restricted to newcomers arriving in response to an expanding economy. It also affects local businesses attracting new employees.

Strategy Statement:

To ensure the provision of a mix of housing types at all price levels that offers a healthy, affordable and high quality living environment.

Strategy Area	Initiative	Advocacy	Coordinate	Direct Delivery	Priority Level	Partners
Housing & Homelessness	• Prepare a distinct housing strategy for Camrose that includes rental and purchase opportunities along with a mix of unit types for families, singles and other household configurations.			x	1	<ul style="list-style-type: none"> • Bethany Group • Open Door • City • Habitat for Humanity • Women’s Shelter • Seniors’ groups • Developers/landlords
	• Identify opportunities for adjustment within the city’s land use bylaw			x	2	
	• Partner with community agencies to find solutions to housing needs		x	x	1	

Strategy Area	Initiative	Advocacy	Coordinate	Direct Delivery	Priority Level	Partners
	<ul style="list-style-type: none"> Purchase land for future lease-back for housing provided by community agencies 			x	2	<ul style="list-style-type: none"> Other orders of government
	<ul style="list-style-type: none"> Partner with landlords and the development industry to find creative solutions that address housing needs 			x	2	
	<ul style="list-style-type: none"> Advocate for housing support from other orders of government 	x	x		1	

Priority 1 = 2009-2011; Priority 2 = 2012-2014; Priority 3 = 2015 and on.

5.5 Family Support

Rationale:

- Economic pressures and family responsibilities place pressure on adults which require the ability to cope.
- Accessing quality early learning and child care creates challenges for both parents and children.
- Without a licensed, accountable and quality option for children, families are often forced to accept less than ideal levels of care.
- There is a challenge when informal child care solutions are selected.
- Affordable, accessible, quality child care that acknowledges the developmental needs of children of all ages is challenging to access in all Canadian cities and towns.
- A local increase of the number of spaces in Camrose has been welcomed.

Strategy Statement:

To maintain support programs that strengthen the family environment while recognizing the stresses faced by families and the need to help families cope

Strategy Area	Initiative	Advocacy	Coordinate	Direct Delivery	Priority Level	Partners
Family Supports	• Provide direction and assistance to day care and out-of-school care providers in the community		x		1	<ul style="list-style-type: none"> • Augustana University & colleges • CDSS • City • Alberta Employment & Immigration • Day-care/providers • Out-of-school providers • Parenting groups • Church groups • Counselling organizations • Women's shelter • Alberta Children and Youth Services
	• Maintain data that tracks trends in demand for services			x	2	
	• Continue to provide support and offer life skills and literacy training for those residents found to be unable to cope with family stresses		x	x	1	
	• Ensure partnerships are in place between agencies with the mandate and responsibility to deliver support programs			x	2	
	• Advocate to other orders of government for financial support of community programs	x	x		1	
	• Ensure services meet standards of quality, are accessible and affordable			x	2	

Priority 1 = 2009-2011; Priority 2 = 2012-2014; Priority 3 = 2015 and on.

5.6 Transportation

Rationale:

- Recognized as an issue among stakeholders.
- Survey results do not provide a strong indication that transportation is a difficulty.
- Council has conducted a feasibility study and developed its position which did not include immediate implementation.
- A public transport system provides an opportunity for those without a vehicle to engage in work and leisure in an affordable manner.

Strategy Statement:

To provide affordable community transportation options that meet the travel needs of all residents.

Strategy Area	Initiative	Advocacy	Coordinate	Direct Delivery	Priority Level	Partners
Transportation	<ul style="list-style-type: none"> • Develop an implementation plan for public transportation that is responsive to community need and that can accommodate growth and change. 			x	2	<ul style="list-style-type: none"> • City • Rose City Handi-Van Society

Priority 1 = 2009-2011; Priority 2 = 2012-2014; Priority 3 = 2015 and on.

5.7 Urban Design

Rationale:

- Any community planning initiative has a community social impact.
- Residents expect to be safe in their community.
- Access for all residents, between residential areas, work, recreation, shopping and other amenities underlies quality of life expectations.

Strategy Statement:

Ensure on-going collaboration between municipal departments in order that municipal plans and their implementation reflect solutions to social needs in the community

Strategy Area	Initiative	Advocacy	Coordinate	Direct Delivery	Priority Level	Partners
Urban Design & Access	• Continue to support subdivision development that creates safe and walkable environments			x	2	<ul style="list-style-type: none"> • City • Design community • Arts and culture groups • Horticultural groups • Service clubs
	• Wherever possible incorporate spaces for public art in existing and new developments		x		2	
	• Continue to commit to create accessible streets and sidewalks that meet the mobility needs of residents			x	1	
	• Review policies to identify opportunities for supporting community food production		x		2	

Priority 1 = 2009-2011; Priority 2 = 2012-2014; Priority 3 = 2015 and on.

5.8 Recreation, Arts, Culture

Rationale:

- Camrose has many high quality recreation facilities
- Facilities and events are central to good quality of life. These are seen to be good yet the community's youth believe there is nothing to do.
- Plans for downtown redevelopment provide an opportunity for further expansion of arts and cultural activities.

Strategy Statement:

That the City and its partners continue to offer high quality recreation, arts and cultural facilities and opportunities that meet the needs, interests and skills of all residents.

Strategy Area	Initiative	Advocacy	Coordinate	Direct Delivery	Priority Level	Partners
Recreation, Arts & Culture	• Identify partner organizations that can provide opportunities		x		1	<ul style="list-style-type: none"> • Community arts group • Augustana University & colleges • Youth • Youth groups • City • Service groups
	• Develop a program that identifies and supports public spaces and buildings that can be used for events and performances		x		2	
	• Facilitate access to grants and other funding opportunities available from public and private sources		x		1	
	• Expand opportunities for low and no-cost activities			x	1	

Priority 1 = 2009-2011; Priority 2 = 2012-2014; Priority 3 = 2015 and on.

6.0 IMPLEMENTATION

6.1 Key Factors

Implementation of the strategies will require that action plans be developed for each that identifies specific objectives, timelines and costs. Implementation is framed by three core elements:

1. Responsibility for Implementation.
2. Bringing together key leaders from the human services sector.
3. Establishment of partnerships to support SDS implementation.

To ensure an effective response to human services issues, there are two immediate directions that require consideration. The first is the role of the Social Planning Advisory Committee (SPAC) and the second is the role of City Administration.

6.1.1 Role of Social Planning Advisory Committee

Camrose City Council provides support and direction for human services initiatives in Camrose. This has been led primarily through SPAC. As a volunteer body governed by a Terms of Reference, SPAC, can only do so much. SPAC has provided a key leadership role in developing responses to human services issues. Significant initiatives resulting from SPAC's leadership have include the Drug Task Force and the Affordable Housing Task Force.

To continue to be effective, such initiatives require a framework of governance that includes an accountability function. As stand-alone initiatives, there is a risk that they move forward independently without an accountability framework.

A further risk is that SPAC is at a place of natural organizational transition – it has brought the whole agenda to a level of organizational maturity. The city can no longer rely on the current model of interagency support and action. An interagency function remains important, as it brings together the various stakeholders. To be effective, however, it requires strong leadership and there is a tendency to look to SPAC for this, further stretching SPAC's mandate and blurring roles.

6.1.2 Role of Civic Administration

The City's organizational structure has no specific mandate identified for social services planning and implementation – only recreation under community services and police and bylaw under protective services include any aspects of the human services function. This is a notable gap for a growing city to have.

While SPAC has been charged with some of this responsibility, its mandate is limited both in terms of governance and functionality. Discussions with stakeholders and SPAC indicated the preferred model was to ensure the City accepts the mandate to address this functional need.

The City is required to meet a municipal sustainability mandate that includes social priorities as one of the core pillars or dimensions. Currently the mandates of agencies such as CDSS, SPAC or Interagency do not fulfil this function.

Consequently, in order to properly operationalize this Social Development Strategy, it is recommended that the City find a mechanism to appropriately resource the human and social services planning and coordination function of City Administration.

6.2 Evaluation and Performance Indicators

Tracking performance requires periodic evaluation. We recommend that annual assessments be conducted. The following chart serves as a guide to identifying key performance indicators to support the evaluation process. It is critical that this process is supported by the collection of valid data from the various local agencies to create the information necessary to enable the City to make informed decisions. It is also important that, wherever possible, performance indicators align with those set out in the City's Corporate Strategy.

Guide to Performance Indicators

Strategy Area	Indicator
Housing & Homelessness	<ul style="list-style-type: none"> • Number of new units resulting in reduced demand • Change in mix of available housing types • Numbers of units meeting transitional needs
Urban Design and Access	<ul style="list-style-type: none"> • Amount of land dedicated to parks, walkways and bikeways in existing and new subdivisions • Number of spaces and venues for public art and cultural events • Change in crime statistics by neighbourhood
Recreation, arts and culture	<ul style="list-style-type: none"> • Number of spaces and venues for public art and cultural events • Tracking of use of low and no-cost opportunities relative to actual demand in Camrose • Change over time in funding received from granting agencies for initiatives in Camrose
Substance abuse	<ul style="list-style-type: none"> • Decrease in number of substance abuse related crimes • Reported decrease in family issues related to substance abuse • Provision of local support services/detox services able to meet identified need
Family Supports	<ul style="list-style-type: none"> • Change in the number of families using support services • Annual assessment of demand for child care services • Use of day care and out-of-school programs
Youth and Young Adults	<ul style="list-style-type: none"> • Number of new youth-led projects • Number of opportunities that support youth leadership and youth needs • Increased participation rates among youth in programs • Reduced school drop-out rates • Increased rates of inclusion of at-risk youth in community initiatives • Number of age-specific business operators • Change in approach of the business community to youth-led initiatives
Seniors	<ul style="list-style-type: none"> • Increased number of extended care spaces • Number of programs/rates of participation in cross-generational activities • Reports and data indicating how transportation and infrastructure facilitate seniors' increased mobility around town • Decreased number of complaints about access in winter
Public Transportation	<ul style="list-style-type: none"> • Measurement of demand for public transportation options • Estimate of city funding requirement relative to public transportation support grants available from other levels of government.

APPENDIX A

LIST OF PARTICIPATING STAKEHOLDERS

City of Camrose
Social Development Strategy

Roger Epp, Dean at Augustana

Clarence Hastings, Rural Community Program Director

Colleen Vennard, Canadian Mental Health Association

Pat Hagen, Neighbour Aid and Food Bank

Dennis Twomey, Camrose Economic Development Officer

Daryl Shillington, City Councillor

Bob Smith, Seniors Coalition

Dianne Hutchinson, Communications Director Battle River School Division

Lynn Jenkinson, Camrose Association for Community Living

Damian Herle, Manager. Corporate Services. City of Camrose

Gerry Galenza, City Councillor

Brian Hamblin, City Manager

Randal Nickel, Director Open Door

Bonnie Arends, Fiona's Cafe

Clarence Mastel, Mayor, City of Camrose

Ray McIsaac, Councillor

Paul Neilsen, Manager, City of Camrose Community Services

Darrell Kambeitz, Police Chief

Max Lindstrand, Councillor

Brenda Hisey, Director, City of Camrose Planning and Development

John Howard, Councillor

Ina Nielson, Councillor

Joan Carrier, Family Justice Services

Mike Howard, CEO Envraz

Sharilyn Cook, Family Lit and Adult Learning Council

Mary Wilton, AADAC

Brian Nelson, Camrose Association for Community Living

City of Camrose
Social Development Strategy

Garth Horton, Alberta Employment and Immigration

Sheralyn Dobos, Volunteer Centre

Denis Beesley, Bethany Group

Ingrid Glover, citizen concerned with disability issues

APPENDIX B

COMMUNITY SURVEY QUESTIONNAIRE AND TOPLINE REPORT

City of Camrose
Human Services Survey
April, 2009

Introduction and Screener:

Hello. My name is _____ from Hargreaves & Associates Ltd, an Edmonton market research firm.

We're conducting an important community survey on behalf of the City of Camrose Social Planning and Advisory Committee. The survey has been designed to help the city identify and meet community needs for social and human services

I'M NOT TRYING TO SELL YOU ANYTHING. I'M ONLY INTERESTED IN YOUR OPINIONS

THIS IS AN ANONYMOUS AND CONFIDENTIAL SURVEY AND ALL INFORMATION IS COLLECTED IN COMPLIANCE WITH THE FREEDOM OF INFORMATION AND PRIVACY ACT

Are you :

A current member of City Council - yes= discontinue

A member of the City's Management Team - yes= discontinue

A director of a non-profit organization providing services in Camrose- yes= discontinue

Are you 18 years of age or older?

If No, ask if there is someone available

Are you a permanent resident at this phone number?

If No, thank and discontinue

Do you have a few minutes (between 7 and 10 minutes) to answer my questions?

If NO - try to arrange a call-back

If NO, begin Interview

**CAMROSE SOCIAL DEVELOPMENT STRATEGY
SURVEY FOR RESIDENTS**

In this survey we will be asking general questions about living in Camrose and specific questions about human services in Camrose. By human services, I mean those services designed to meet physical, emotional or social needs. These services are usually provided by non-profit groups in Camrose with funding from various sources including donations, the Camrose and District Support Services or departments of the provincial government.

Do you live in Camrose or in the surrounding area? 1=Camrose 2=rural

1. Approximately how long have you lived in Camrose? (READ)

- | | |
|--------------------|----------------------|
| 1=less than 1 year | 4=11 to 20 years |
| 2=1 to 5 years | 5=more than 20 years |
| 3=6 to 10 years | |

2. Do you expect to be living in Camrose in the next three years?

- 1=YES 2=NO 3=DON'T KNOW

3a. I'm going to read some statements about Camrose. Please tell me whether you strongly agree, agree, disagree or strongly disagree with these statements. (Note: Record "don't know", but don't offer it as an option.)

	<u>strongly disagree</u>	<u>disagree</u>	<u>agree</u>	<u>strongly agree</u>	<u>Don't Know</u>
Camrose is a good place to raise a family	1	2	3	4	8
It is safe to walk in my neighbourhood after dark	1	2	3	4	8
People around here are willing to help their neighbours	1	2	3	4	8
The major employers in the area provide support to community events and community programs	1	2	3	4	8
Camrose has generally been progressive in attracting business to the community	1	2	3	4	8
Camrose has enough affordable housing	1	2	3	4	8
Outside of work or school, there are lots of things for young people to do in Camrose	1	2	3	4	8
It is easy to find information about the community social services offered in Camrose	1	2	3	4	8
Community social services are conveniently located and easy to get to	1	2	3	4	8
People living in Camrose have a strong sense of family	1	2	3	4	8
The availability of illegal drugs is no longer a problem in Camrose	1	2	3	4	8
There is a strong sense of community pride in Camrose	1	2	3	4	8
People in Camrose are very willing to volunteer to help community projects	1	2	3	4	8

**City of Camrose
Social Development Strategy**

- b. On a scale where 1 means not at all serious to 4 meaning very serious, how serious do you feel the following issues are in Camrose

	<u>Not at all serious</u>	<u>Not serious</u>	<u>Serious</u>	<u>Very serious</u>	<u>Don't Know</u>
Homelessness	1	2	3	4	8
Family violence	1	2	3	4	8
Drug and alcohol abuse	1	2	3	4	8
Poverty	1	2	3	4	8
Price of housing	1	2	3	4	8
Availability of rental housing	1	2	3	4	8

4. On a scale where 1 means very dissatisfied to 5 meaning very satisfied, how satisfied are you with your overall quality of life in Camrose?

very dissatisfied	dissatisfied	neither satisfied nor dissatisfied	satisfied	very satisfied
1	2	3	4	5

5. Based on your impressions of the services available, how well-served is Camrose with the following types of services (READ & ROTATE)

	Poor	Fair	Good	Excellent	Don't Know
Day-care services for children under 5 years old	1	2	3	4	8
Early childhood learning services for children under 5 years old	1	2	3	4	8
Out of school care	1	2	3	4	8
Support services for new parents	1	2	3	4	8
Respite services for families dealing with the care of a relative	1	2	3	4	8
Mental health services for adults	1	2	3	4	8
Mental health services for children or youth (e.g. psychologists, counsellors)	1	2	3	4	8
Emergency shelter for youth	1	2	3	4	8
Family counselling and support	1	2	3	4	8
Support services for substance abuse (alcohol, drugs)	1	2	3	4	8
Programs/services for people with physical disabilities	1	2	3	4	8
Recreation opportunities for youth (12-19)	1	2	3	4	8
Health services for seniors	1	2	3	4	8
Care services for helping seniors to remain in their homes	1	2	3	4	8
Arts and cultural activities	1	2	3	4	8
Opportunities for young adults (aged 19 to 30) to socialize in Camrose	1	2	3	4	8

6. Just to remind you, human services are those services designed to meet a physical, emotional or social need. In general, how satisfied are you with the quality of human services in Camrose? Would you say (READ)

**City of Camrose
Social Development Strategy**

very dissatisfied	dissatisfied	neither satisfied nor dissatisfied	satisfied	very satisfied
1	2	3	4	5

7. **What would you say are the top three community social issues that Camrose should be working to prevent over the next 5 years?**

8. **Camrose currently offers a variety of human and social services but as the city grows over the next few years there may be a need for NEW or ADDITIONAL services. Thinking about the next 5 years, please tell me about your priorities and whether you think the services I'm going to ask you about are needed in Camrose either within the next 2 years, between 3 and 5 years from now, or more than 5 years from now. (Note any reference to "NOW" is classed as '1')**

	Within 2 years	Between 3 & 5 year	More than 5 years	Don't Know
Day-care services for children under 5 years old	1	2	3	8
Early childhood learning services for children under 5 years old	1	2	3	8
Out of school care	1	2	3	8
Support services for new parents	1	2	3	8
Respite services for families dealing with the care of a relative	1	2	3	8
Mental health services for adults	1	2	3	8
Mental health services for children or youth (e.g. psychologists, counsellors)	1	2	3	8
Emergency shelter for youth	1	2	3	8
Family counselling and support	1	2	3	8
Support services groups for substance abuse (alcohol, drugs)	1	2	3	8
Programs/services for people with physical disabilities	1	2	3	8
Recreation opportunities for youth (12-19)	1	2	3	8
Health services for seniors	1	2	3	8
Care services for helping seniors to remain in their homes	1	2	3	4
Arts and cultural activities	1	2	3	4
Opportunities for young adults (aged 19 to 30) to socialize in Camrose	1	2	3	4

9a. **Do you own a car?** 1=yes 2=no

b. **How do you usually travel to**

	Your own vehicle	Get a ride with a friend/relative	taxi	walk	Other (describe)
Work	1	2	3	4	
Shopping	1	2	3	4	



**City of Camrose
Social Development Strategy**

School	1	2	3	4	
Recreation and social activities	1	2	3	4	
Medical and personal appointments	1	2	3	4	

c. Do you have any difficulty finding transportation to travel to any of the following destinations (READ)

	Yes, usually	Yes, sometimes	No	Not Applicable
Work	1	2	3	8
Shopping	1	2	3	8
School	1	2	3	8
Recreation and social activities	1	2	3	8
Medical and personal appointments	1	2	3	8

My final questions are to help us group your answers with those provided by others who have taken part in this survey. The information you provide will remain confidential and will not be shared with any other agency.

10. What is to your current employment status: (READ)

- 1=employed full-time (30 or more hours per week -Includes self-employment)
- 2=employed part-time (under 30 hours per week - Includes self-employment)
- 3=unemployed but looking for work
- 4=retired
- 5=a student
- 6=a full-time homemaker
- 7=other

12. What is the highest level of education you have completed? (READ)

- 1=grade 9 or less
- 2=some high school (10 to 12)
- 3=high school graduate
- 4=some college or university
- 5=college diploma or certificate
- 6=university undergraduate degree
- 7=post graduate
- 8=other

11a. Which of the following best describes your household? (READ - Check ONE only).

- 1=Couple with children under age 18 living at home
- 2=Couple with no children under age 18 living at home
- 3=Single parent with children under 18 at home
- 4=Live by yourself (single adult)
- 5=more than 2 unrelated adults
- 6=more than 2 related adults
- 7=Other

b. Not including yourself, does your household include people in these age groups (READ & check those that apply)

___ under 6 years old ___ 13 to 17
___ 6-12 ___ 18 to 25

13. In which of these groups is your age?

1=18 to 24 4=45-54 7=75 or older
2=25-34 5=55-64
3=35-44 6=65-74 98=refused

14. Which of the following categories most closely represents your household's total income from all sources for the last 12 months? (Interviewer: read & circle)

1=under \$20,000 4=\$60,000 to \$79,999 7=Over \$130,000
2=\$20,000 to \$39,999 5=\$80,000 to \$99,999,000
3=\$40,000 to \$59,999 6=\$100,000 to \$130,000 8=don't now/refused

We've reached the end of our survey and I'd like to thank you very much for taking the time to do this interview.

The next stage of this project is a community workshop where more detailed discussions will take place about future human services in Camrose. The workshop session is tentatively planned for mid May. Would you like to be contacted to take part in the next phase?

If yes: record name, address and phone number on separate sheet
If No, thank for taking part in the survey

Thank You for Your Time

Interviewer Record:

Gender: 1=Male 2=Female Phone # _____ Int#: _____

Community Survey Topline Report

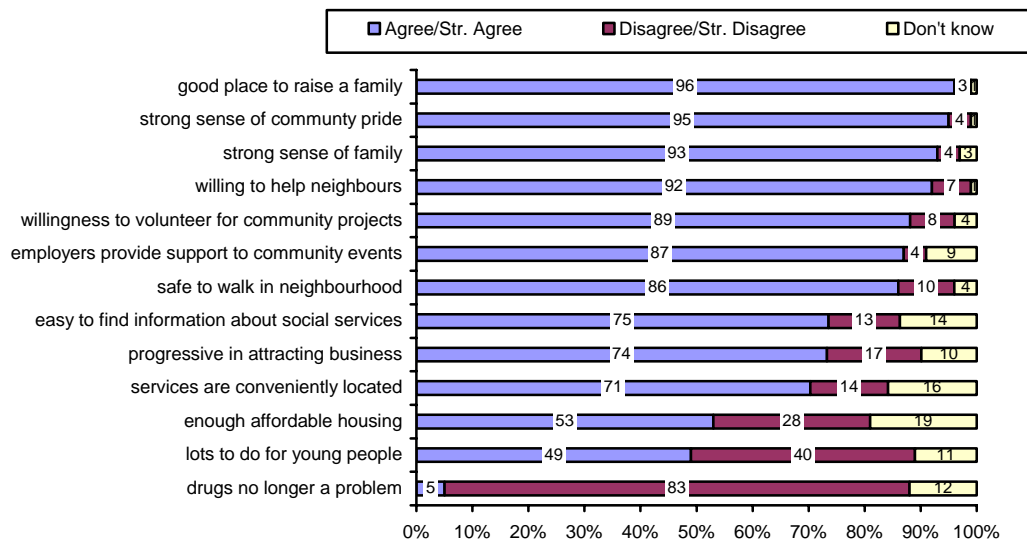
Introduction

To obtain input from a cross-section of Camrose and area residents, a telephone survey was conducted with a randomly selected sample. A total of 388 interviews were completed between April 9 and 21. A sample of this size is considered to be statistically valid with a margin of error of $\pm 5\%$, 19 times out of 20.

The key findings from the survey are summarized in this Topline report. The report presents the overall results for each of the survey questions and provides comments about how the overall results relate to various segments of the population. The findings provide the basis for the forthcoming Social Development strategy workshop sessions, and will be compared and contrasted to the results of the youth survey being conducted during the second week of May.

Perceptions About Camrose

- 93% of respondents expect to be living in the Camrose area in 3 years' time.
- Respondents feel the community is a good place for family, has a strong sense of pride and sense of family, and commitment to volunteering.
- The quantity of affordable housing, the availability of things for young people to do and problems with drugs are believed to be key issues.



Summary of Key Concerns By Demographic Characteristics

A closer look at the issue of affordable housing found that those who were most likely to disagree that there is enough in Camrose are most likely to be employed part-time (60%) and full-time (57%). Those with household incomes of between \$40,000 and \$60,000 also disagree that enough is available, but there is also a concern expressed by those in the higher income group of \$80,000 to \$100,000.

Single parent households (67%) and households consisting of 2 or more unrelated adults (57%) also strongly relate to the lack of affordable housing.

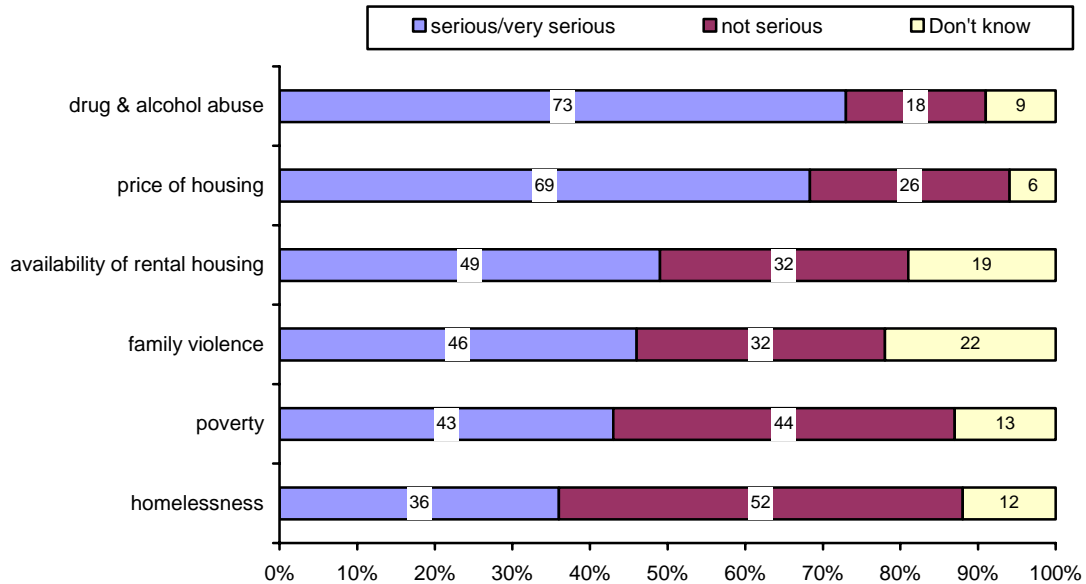
Those who feel that there needs to be more opportunities for youth are more likely to be single parents (50%) or in households of two or more unrelated adults (50%). Couples with children under the age of 18 at home (46%) are also likely to disagree, with those households that include children between the ages of 13 and 17 (63%) particularly concerned.

Further to this is that respondents in the youngest age group sampled – 18 to 24 (67%) – are the most likely to disagree that there are lots of things for youth to do in Camrose.

Concern with the drug issue appears to increase with age. With 83% of the total sample disagreeing that the drug problem is no longer a problem, 91% of those in the 55 to 64 age group and 87% of those in the 35 to 44 group were the most likely to disagree.

Respondents from households with children under 18 at home were the category where the highest level of disagreement was found (88%). All single parents shared this opinion but this result is limited due to the small sample size of six respondents.

- The relative seriousness of key issues identified through the stakeholder consultation process found that drug and alcohol abuse are considered to be the most serious.
- These are followed by the availability of rental housing and family violence. Of further note is that the highest percentage of don't know responses are also found for these two issues.



Comparisons against the demographic profile of the sample found the following:

Homelessness:

- 67% of single parents and 45% of households with 2 or more unrelated adults consider this to be a serious issue.
- Respondents under the age of 55 consider homelessness a serious issue; those over 55 do not.
- Respondents with incomes of under \$80,000 see this as a serious issue.

Family Violence is considered serious by:

- single parents and households consisting of couples with children under 18,
- respondents in age groups 18 to 24 and 35 to 64
- respondents in various income groups from lowest to highest.

Drug Abuse is considered serious by:

- couples with no children under 18 at home and those from households consisting of 2 or more unrelated adults.
- Respondents in the 18 to 24 age group and those between the ages of 55 and 74
- Households with the lowest incomes (under \$20,000 per year) and mid-incomes categories (\$60,000 to \$99,000).

Poverty is recognized as serious by:

- Single adults, households with 2 or more unrelated adults, households made up of other combinations not specifically categorized in the survey
- Respondents aged 35 to 44 and 55 to 74
- From the lowest income group (under \$20,000) and those with annual incomes of between \$80,000 and \$99,000).

The cost of housing is seen to be serious by:

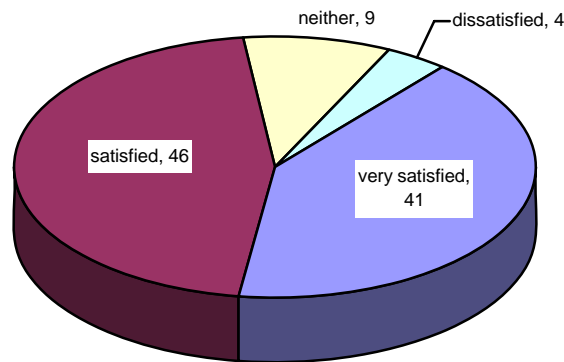
- All household types
- Those aged 18 to 24 (83%) and those from the 35 to 44 group (81%)
- Respondents with incomes under \$20,000 (72%).

The availability of rental housing is rated as a serious issue by:

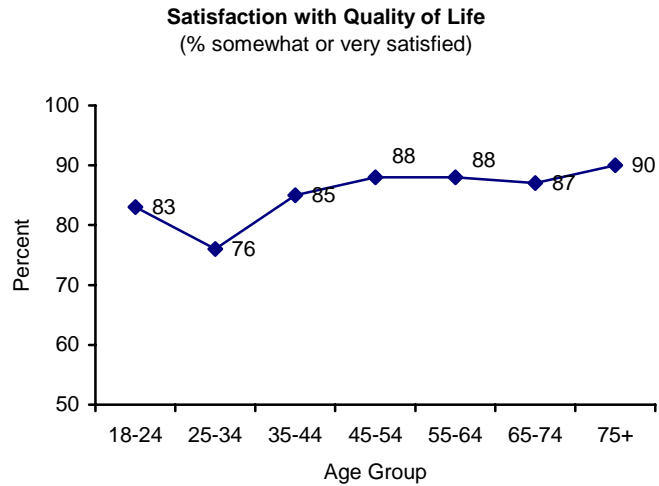
- Couples with children under the age of 18 at home
- Those in the 25 to 44 age group as well as those aged between 65 and 74.
- Incomes that are low (under \$20,000), medium (\$60,000 to 79,000) and high (\$130,000 or higher).

Satisfaction

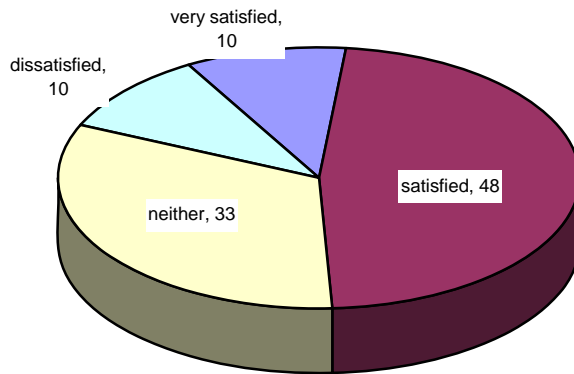
- 87% of respondents are satisfied with the quality of life in Camrose.



- Rates of satisfaction show little variation by household composition, although the small number of single parents (n=6) in the sample were the most likely to be dissatisfied.
- Satisfaction does appear to increase with age.



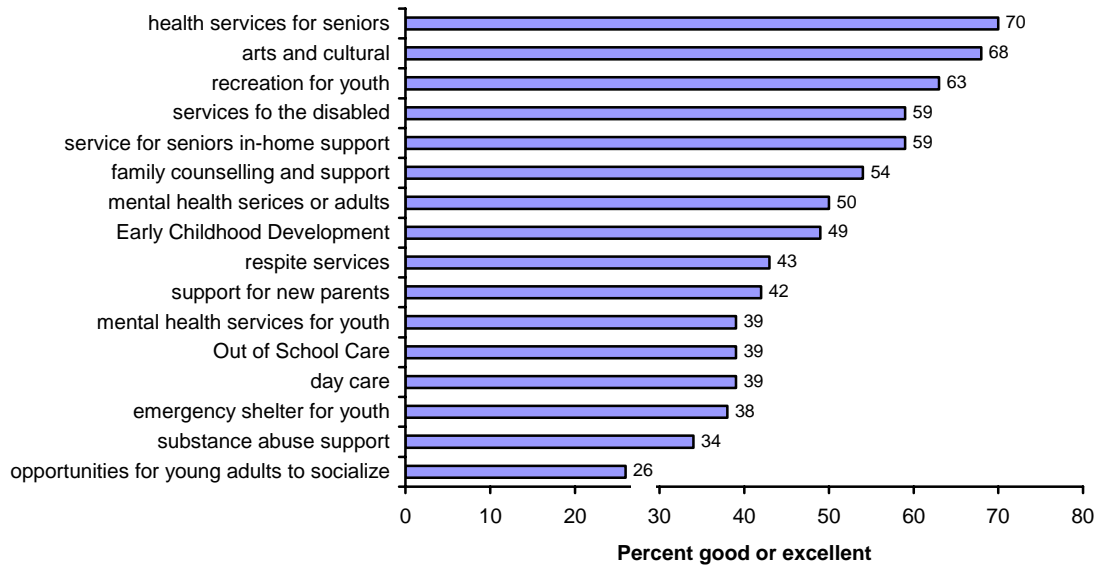
- 58% of respondents are satisfied with the quality of human services available in Camrose while 33% are neutral, answering ‘neither satisfied nor dissatisfied’.



- The highest rates of dissatisfaction are found among households consisting of 2 or more unrelated adults and those described as “other”.
- There is little significant difference between satisfaction with human services and age or household income.

Impressions of Available Human Services

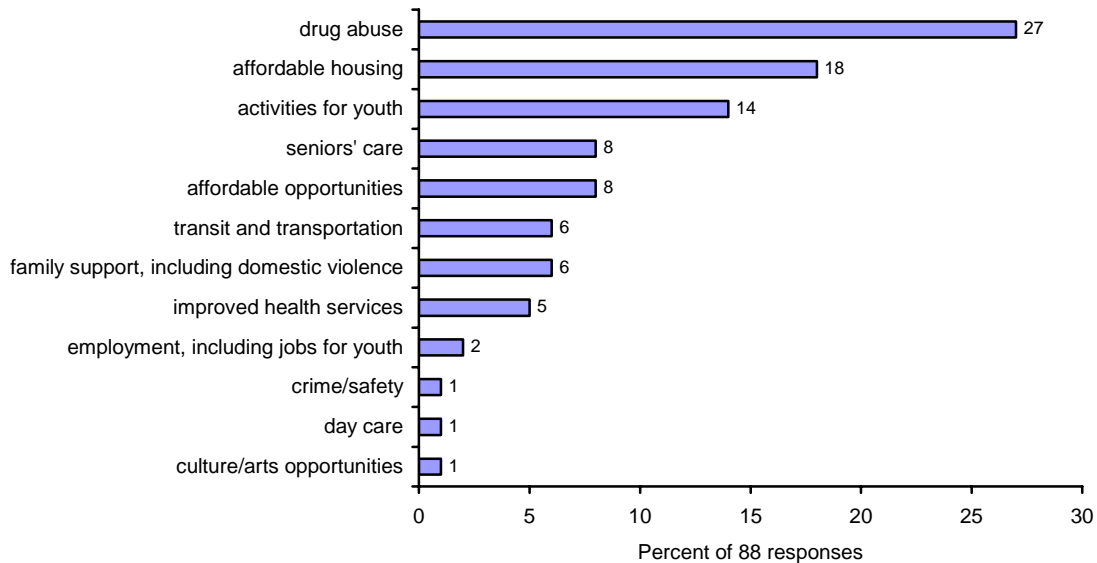
- Health services for seniors, arts and cultural opportunities, and recreation for youth received the highest ratings of good or excellent.
- Services that received the lowest ratings were opportunities for young adults to socialize, substance abuse supports and emergency shelter for youth.



- An important factor that influences these ratings is the level of knowledge respondents have about the various services that were tested. More than 20% of respondents provided “don’t know” responses for 10 of the 16 program or services areas. This is also influenced by the relevance of a service to the respondent (e.g. the oldest respondents likely have no interest or need for day care). The highest level of “don’t know” responses were recorded for:
 - Support services for new parents (43%)
 - Out of school care (41%)
 - Mental health services for children or youth (37%)

The most frequently identified services that respondents feel the city should be working to prevent are:

1. substance abuse, especially illegal drugs
2. affordable housing
3. activities for youth.



Priorities to 2012

- The 10 highest ranked services seen to be needed within the next 2 years:
 1. support for substance abuse (77%)
 2. help seniors stay at home longer (66%)
 3. public transportation (63%)
 4. emergency shelter for youth (60%)
 5. respite services (58%)
 - Health services for seniors (58%)
 7. family counselling and support (55%)
 8. recreation for youth (54%)
 9. mental health services for youth (52%)
 - Day care (52%).

- The age of respondents influences the near-term priorities. For the five highest ranked services, the association with age is as follows:

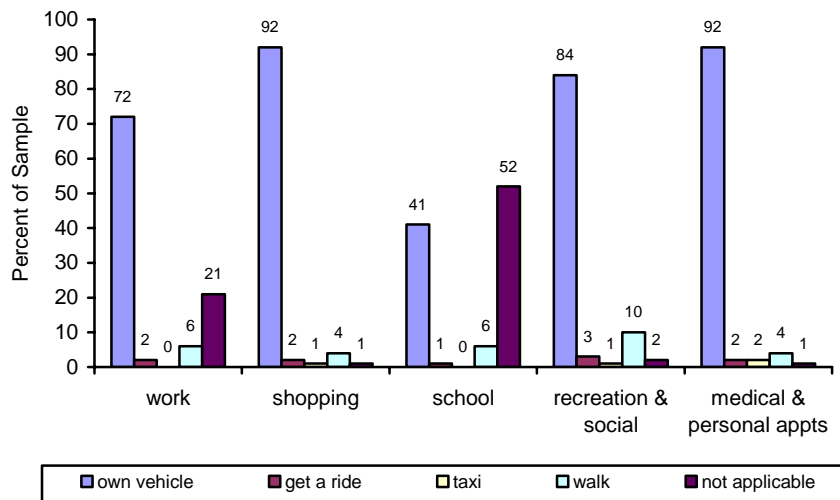
support for substance abuse:	18 to 24 and 45 to 64
------------------------------	-----------------------

help seniors stay at home longer: 55 to 74
 public transportation: 18 to 24, 45 to 54, 65 to 74
 emergency shelter for youth: 25 to 34, 45 to 54
 respite services: 35 to 54
 Health services for seniors: 45 to 64.

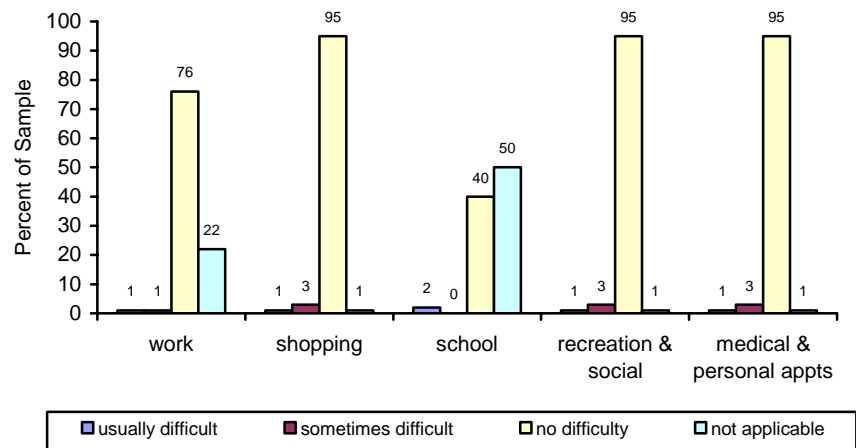
- Between 3 and 5 years, the priorities are:
 - a. Arts and cultural activities (42%)
 - b. Services for those with physical disabilities (35%)
 - c. Family counselling (33%)
 - d. Mental health services for adults (32%)
 - e. Youth recreation (30%)
 Health services for seniors (30%)
 Young adult social opportunities (30%).

Transportation

- 94% of respondents own a car
- Usual forms of travel are dominated by use of private vehicles:



- Less than 5% of respondents reported any difficulty traveling to key destinations:



APPENDIX C

YOUTH SURVEY QUESTIONNAIRE AND TOPLINE REPORT

Survey of Camrose Students

1. What is the name of your school?

2. What Grade are you in? _____

3a. Do you live in Camrose or the area outside the City?

1=Camrose 2=rural area

b. Who do you live with?

1=Parents

2=Grandparents or other family

3=Friends

Other (describe) _____

4. How do you usually travel around Camrose? (check only ONE option)

Walk

Bike

Drive yourself

Rely on rides from parents

Rely on rides from friend

Other (describe) _____

5a. Do you volunteer outside of school time?

1=yes

2=no (go to Q6)

b. If Yes,

Do you volunteer for any of the following causes that affect life in Camrose? (Check all that apply)

Environmental issues(such as recycling, protecting riverbanks, climate change and so on)

Help for seniors

homelessness

arts/cultural events

helping immigrants

tutoring other students

Other (describe): _____

6. Are you a member of any local clubs or organizations?

1=yes

2=no

7. To what extent do you agree or disagree with these statements about life in Camrose:

1 means Strongly Disagree (SDA) 4 means Strongly Agree (SA)
 2 means Disagree (D) 8 means don't know (DK)
 3 means Agree (A)

Please circle the ONE number that describes your answer for each item

	<u>SDA</u>	<u>D</u>	<u>A</u>	<u>SA</u>	<u>DK</u>
There are lots of things to do for young people in Camrose	1	2	3	4	8
The City of Camrose appreciates ideas put forward by youth groups	1	2	3	4	8
Recreation opportunities in Camrose are of the highest quality for youth	1	2	3	4	8
There are many arts and cultural activities for youth	1	2	3	4	8
Youth in Camrose are valued by the rest of the population	1	2	3	4	8
It is easy to find a part-time job in Camrose	1	2	3	4	8
Opportunities for training for future employment are available in Camrose	1	2	3	4	8
You have no difficulty in travelling to social or recreational activities	1	2	3	4	8
You have no difficulty in travelling to places where you might find a part-time job	1	2	3	4	8

8. When you need information about the types of teen issues listed above, how helpful do you find each of the sources listed below?

1 means Not Helpful (NH) 3 means Very Helpful (VH)
 2 means Some Help (SH) 4 means Don't Know (DK)

Please circle the ONE number that describes your answer for each item

	<u>NH</u>	<u>SH</u>	<u>VH</u>	<u>DK</u>
Parents	1	2	3	4
Teachers	1	2	3	4
School counsellors	1	2	3	4
Alberta Children and Youth Services	1	2	3	4
Friends, brothers, sisters	1	2	3	4
Materials from organizations like AADAC	1	2	3	4
Local police/RCMP	1	2	3	4
Family doctor	1	2	3	4
Church or youth groups	1	2	3	4
Internet	1	2	3	4
Much Music, YTV and other TV shows	1	2	3	4
Books and brochures	1	2	3	4
Magazines	1	2	3	4

9. What activities do you take part in most often when you are not at school? (provide up to 3 suggestions)

- a. _____
- b. _____
- c. _____

10. How serious do you think each of the following issues are among youth in Camrose?

1 means Not Serious (NS) 3 means Very Serious (VS)
 2 means Somewhat Serious (SS) 4 means Don't Know (DK)

Please circle the ONE number that describes your answer for each item

	<u>NS</u>	<u>SS</u>	<u>VS</u>	<u>DK</u>
Abuse of illegal drugs or prescription drugs	1	2	3	4
Suicidal thoughts or suicide attempts	1	2	3	4
Body image or eating disorders such as anorexia or bulimia	1	2	3	4
Bullying at school or elsewhere in Camrose	1	2	3	4
Alcohol abuse	1	2	3	4
Family violence, including physical and emotional abuse	1	2	3	4
Gang activity	1	2	3	4
Family separation and divorce	1	2	3	4
Teen pregnancy	1	2	3	4
Low self-esteem or depression	1	2	3	4
Sexual harassment	1	2	3	4

11a. Do you expect to stay in Camrose after you have finished Grade 12?

1=yes 2=no 3=don't know

b. If No,
 What would you expect the main reason for leaving will be? _____

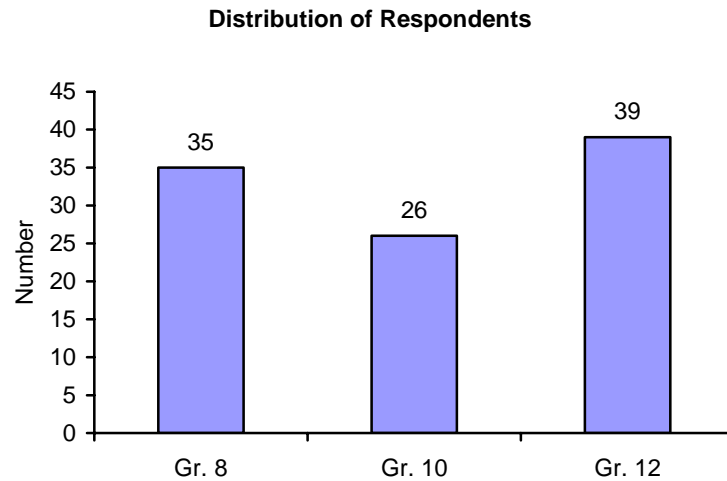
12. Are you: 1=male 2=female

Thank you for answering our questions and helping us with this important survey

TOPLINE REPORT ON YOUTH SURVEY RESULTS

Profile

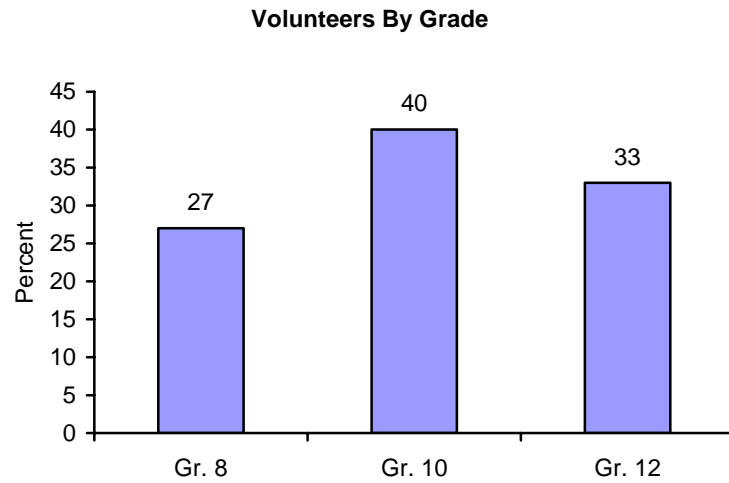
- 100 interviews were completed representing Grades 8, 10 and 12



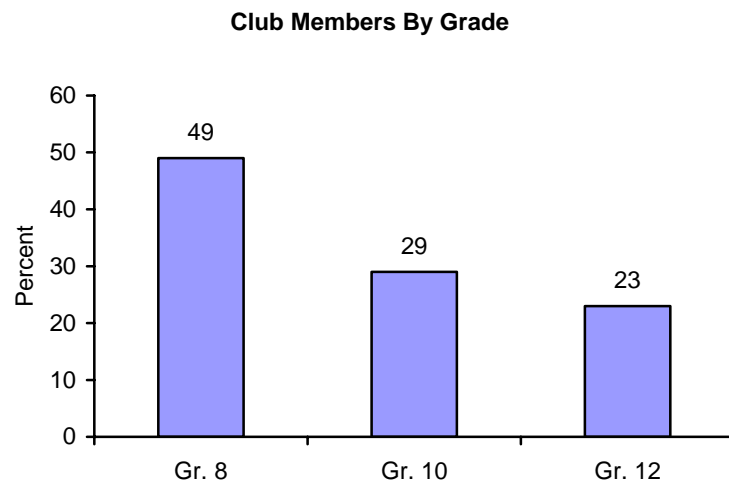
- 86% of respondents live in Camrose
- 92% live with their parents
- For usual means of travel, 30% walk, 25% drive themselves and 26% rely on rides from their parents.
- 49% expect to leave Camrose after finishing Grade 12 and 35% are uncertain. 62% of those planning to leave were Grade 12 respondents. Grade 10 respondents are most likely to plan to stay while Grade 8 respondents are most likely to provide an answer of “don’t know”.
- Main reasons for leaving are:
 - for post-secondary school (18%)
 - Camrose is boring with limited things to do (10%)
 - have new experiences elsewhere (6%)

Community Involvement

- 15% volunteer. Volunteerism is lowest in Grade 8 but peaks in Grade 10.



- 35% are members of local clubs or organizations. Membership declines as age increases.

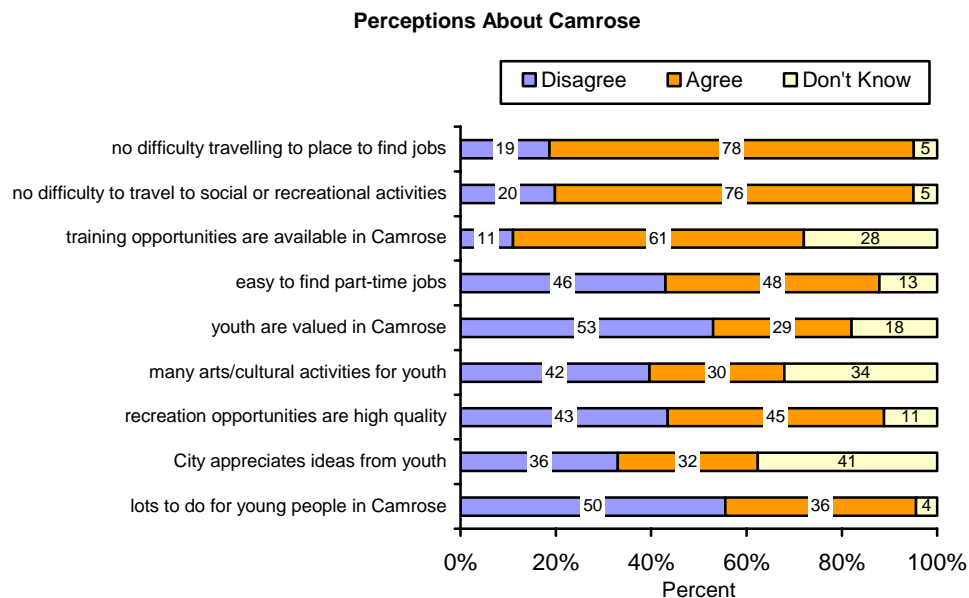


Out of School Activities

Top 5 activities, the leading 4 being unstructured use of time:

1. Hang out with friends
2. Work
3. Walk around
4. Bicycle
- =5. Basketball
Hockey

Perceptions of Camrose



Respondents agreed that:

- There is no difficulty travelling to find jobs, attend social or recreational activities; 85% of Grade 10 respondents and 77% of Grade 12 respondents agreed, compared to 69% of Grade 8 respondents
- Finding training opportunities – 77% of Grade 10 respondents and 69% of Grade 12 respondents agreed

Opinions were split for:

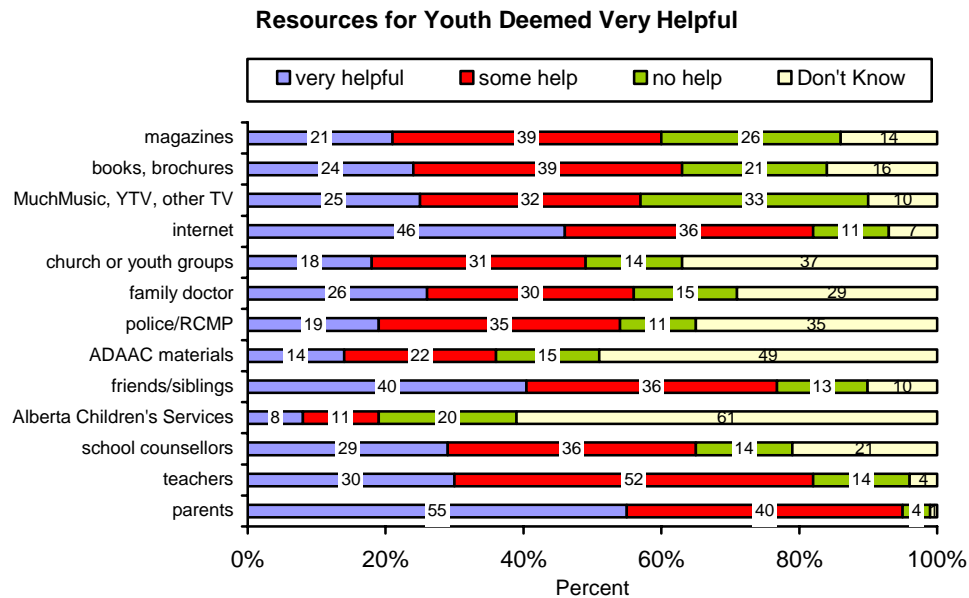
- Ease of finding part-time jobs; Grade 8 respondents were most likely to agree; half of Grade 10 and half of Grade 12 students disagreed
- Recreation opportunities are of high quality; Grade 12 respondents are most likely to disagree, Grade 8 respondents are most likely to answer “don’t know”

- City of Camrose appreciates ideas from youth; agreement is strongest among Grade 12 respondents

Respondents disagreed that:

- Lots for youth to do in Camrose; disagreement increases with the age of respondents
- Many arts/culture activities for youth; Grade 10 respondents are most likely to agree while Grade 8 respondents are most likely to answer “don’t know”
- Youth are valued in Camrose; strongest disagreement came from Grade 12 respondents while Grade 8 respondents are most likely to answer “don’t know”

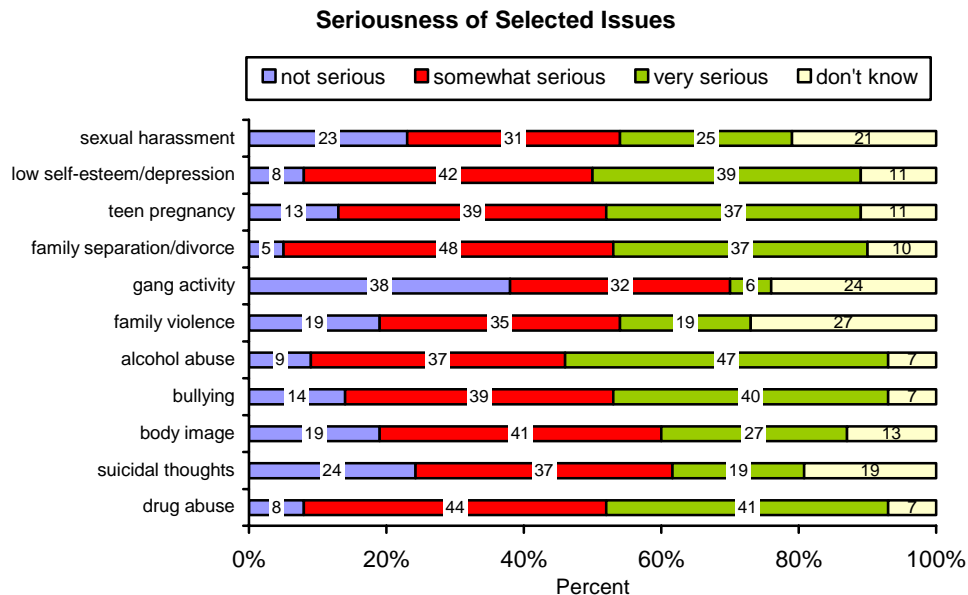
Relied Upon Information Resources



- Parents were rated as most helpful, particularly for Grade 12 respondents; teachers also highly rated, again by Grade 12 respondents – Grade 8 respondents were less likely to provide appositve rating .
- The internet was rated as very or somewhat helpful by 82% of respondents. Grade 12 respondents were most likely to rate this positively.
- 76% of respondents rated friends or siblings as being at least somewhat helpful; Grade 10 students appear to be more reliant on this resource.

- Responses of “don’t know” were highest for Alberta Children and Youth Services (61%), ADAAC materials (49%), church/youth groups (37%) and the police/RCMP (35%)

Issues of Concern



Issues receiving the highest rating for ‘very serious’ were:

- Alcohol abuse (47%) – this was very serious for 595 of Grade 12 respondents, 50% of Grade 10 respondents and 31% of Grade 8 students
- Drug abuse (41%) – Grade 12 respondents are most likely to provide this rating
- Bullying (40%) – 44% of Grade 12 respondents rated this as very serious compared to 35% of Grade 10 respondents and 40% of Grade 8 respondents

Opinions were divided for

- Sexual harassment – 57% of Grade 12 rated this as very serious compared to 49% of Grade 8 and 50% of Grade 10 respondents
- Gang activity – 46% of Grade 8 respondents rated this as at least somewhat serious
- Suicide – 23% of grade 8 students rated this as very serious with 37% providing a rating of somewhat serious

Conclusions

The input provided by youth in Camrose highlights the following:

- Not everyone is planning to leave Camrose after finishing Grade 12, although respondents from Grade 12 are the most likely to have the desire to leave. Leaving is mostly driven by a desire to attend post-secondary education.
- Community involvement is restricted to less than half of respondents. Time away from school is spent in unstructured social activities.
- Youth feel challenged by the availability of things for them to do in Camrose, the availability of arts and cultural opportunities and, to a lesser extent, their role and recognition in the community.
- Parents, teachers, the internet and friends are the key resources turned to by respondents. Uncertainty characterizes respondents' use of institutional resources such as government offices and ADAAC.
- Alcohol and drug abuse plus bullying are considered to be serious concerns in the community.

APPENDIX D

NOTES FROM COMMUNITY WORKSHOPS

VISION COMPONENTS

Transportation	Affordable Match areas of work to residential Longer term Part of role for seniors' centre
Community ownership	Capacity – support those “who fall thru cracks” Transitional responsive
After school	Beyond G4 safety
Housing	Family Affordable Mix Family size
Recreation –pool	Diverse range Activity mix - unstructured Affordable/free opportunities After school Youth role –coach Parks/environment
Safe	Continue to be so
Infrastructure	Truck routes safety
Cultural	Variety Connect & interact
Employment Base	Retention of young people Variety Livable wage levels
Integrated	Work together/partnerships Clarity Understood Build on experiences of others No stigma guidance
Inclusion	Vibrant Open Know your neighbours
Environment	Buy local produce Care for land Urban design
Engagement with youth	Involvement How to replace service clubs Link to seniors mentoring

Low Satisfaction

Wait time – ability to meet criteria
Stigma – may need, won't access
Expectations that others will help
Lack of knowledge
Lots available – do people know
Know of gaps
Communication – availability and duplication
Transportation
Fear
Need “clearing house” to provide link – 1 stop shop
No single point of entry
Knowing where to begin
Quality of service – low wage levels

Seniors

Size of pop – focused on by Ec Dev

Cost of living relative to income

Seniors income – risk of collapse of pension plans – instability

Mobility around city

Knowledge of services

Many suffer in silence

Wealthy retirees come in from farm

Not willing to help themselves – expect support from others

Ways for income generation

Partnerships with youth

Exchange of skills: handyman, baby-sit

Community task team – door-to-door publicity of services

Drug Abuse

More younger people (?)

Media coverage – local paper charge lists

Higher visibility – people know which areas to avoid/find trouble

Evident but may to be number 1 issue

Family separation – dads work away

Alternative prevention

- empowering youth
- non-traditional approaches
- “inter-generational hub”

Accessible/Affordable treatment

Poverty

Fear/anxiety

Safety

Not as evident as elsewhere

How is it defined

Extent unclear:

- measure = affordable housing
 - Multiple part-time jobs
 - Kids at school with no lunch

Those who know the system and those who don't

Shouldn't exist in a wealthy community like Camrose

Livable wages

Life skills – individual responsibility

Role of bylaw in defining housing types and what's allowed

Homelessness

Knowledge

Social acceptance

Seamless

Link to disabilities

Barrier = FOIP

Need a caring community

Advocates to provide direction to those needing help – system navigation

Support and follow-up

Mental Health Respite

Lack of providers

Worker availability

Wage levels/quality of staff

Families used to provide care

Changing population

Value of family and priorities

Process for help – no service after 4:30/wkends

Access points/linkages

Knowledge

After hours crisis team

Build buddy links

Connect to agency

CDSS = root source

Family Support

Healthful family

Family space: interactive/fun/preventative

Risk to kids

Hard to get service

Integration – willingness to set up among agencies

Access to local facilities for activities

Friendship/mentoring/child care

Day Care/OSC

Lots available but no enough for growing city

No before school care

Nothing summers/holidays

- replaced by programs – cost/reg. process

Cost

24/7 availability

Responsibility

- parents
- employer
- gov't

Flex-time, etc.

APPENDIX E

NOTES FROM COMMUNITY OPEN HOUSES

Open House Comments

Rec/arts/culture

- Affordable and inclusive for all
- Free drop in, “unstructured” play activities for children/youth involvement
- Inclusive for people with mental health/brain injury disabilities
- Hockey, dance, soccer exclusive to high/medium income families
- Not included in leisure service reduction fee schedule (??)
- Develop outdoor local hockey league using outdoor rinks

Family Supports

- Partner with schools for availability for summer ca** space
- Schools and facilities to provide more quality space for OSC
- Help them feel more valued
- Help “sandwich generation”
- Services to assist all

Public Transportation

- Handi-van small scale – would assist even in a small way
- We must “walk in the other person’s shoes” to feel how it would be with no access to transportation
- Alternate commuter lanes – bike lanes
- Shuttle service
- Bike-share/library
- Transportation is huge for:
 - Youth
 - Single teen moms
 - Hiring workers
 - People with disabilities
- Try something
- Key issue city is not taking care of

Urban design

- Need to consider and incorporate land use as agriculture value – ie food security, tracts of land
- Preserving agric land within and around Camrose for food production
- Within neighbourhood, backyard gardens, community gardens, commercial/organic market gardens
- Using green space for food

- Density – building up and leaving green space untouched
- Conservation/protection of wetlands, indigenous forests, etc.
- Set a standard for community to keep it tidy
- Cut grass, remove junk
- Ownership helps build a strong community
- Agency access to community gardens opened up
- Plot sizes not adequate
- Shopping available at both ends of city
- Food stores are all at the west-end
- Only 1 left close to centre of city
- Urban farming
- Community gardens
- Food security
- Public space, art, youth involvement

Housing

- Increased taxes for social programs
- Increased social awareness of homelessness – if we can't see it how can we care in a helpful way
- Implement the city's current housing plan – it's very good
- Adult homeless shelter
- Community kitchen
- Rotating homeless shelters in churches, community centres
- Family homelessness – not just individuals
- Access to housing for parents with 3 or 4 children
- More options for seniors for residential care – all seniors to be with one owner
- More options for seniors to stay at home longer
- Personal shoppers

Seniors

- At Bethany: seniors paying more and are no better off. Not enough workers. Many complain that the food isn't as good
- People with disabilities become seniors too and are not included – they need options for lodges, etc.

Youth

- Youth with disabilities
- Facilitate programs which connect youth with groups in need – i.e. seniors support, city input, peer support (youth help chat on web)
- Promote volunteerism
- Support volunteer centres

- Venues for music, art, sports and rec that is mobile, accessible, extremely affordable to youth and university students
- Show interest in youth comments
- Reach for the youth to get them involved in community issues
- Crack down on slum landlords
- Create a standard of living for lower income individuals

Substance Abuse

- Neighbourhood watch to report drug use in their area
- Address some of the background concerns
- Be sure information is sensitive and punitive for those who struggle
- Present with compassion and focus on providing assistance and encouragement to access
- Crack down on drug houses
- More police – more visible
- Service announcements
- How can the public help report drug houses and see a difference
- Include gambling
- Gambling addiction is very serious for people

Youth Information

- More emphasis on mentor programs fro youth with university students and other young adults in Camrose

Top 10 Priorities

- Still a challenge for seniors on fixed incomes to “taxi” to and from doctors’ appointments at \$7 to \$10 each way
- Cheaper form of transport is needed
- Education and training
- A break on housing costs for seniors – perhaps on property taxes, assist to stay in own homes
- Public transportation needs to be re-addressed. Need increases as economy slows

Community Satisfaction

- Concern with perception of over-age profile language when that percentage is 20% v. 75% rest of population