

RED DEER'S

**VitalSigns**<sup>®</sup>

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RED DEER & DISTRICT  
COMMUNITY  
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## WHERE WE STAND: OUR COMMUNITY PROFILE

### **Red Deer City Population**

According to the 2010 Municipal Census Report, the city of Red Deer population is 90,084, indicating a 0.2 percent increase over the 2009 population of 89,891. <sup>1</sup>

### **Children and Youth Population in Red Deer (under 15 years)**

In 2010, there were 15,444 people under the age of 15 in Red Deer. Of those who reported their age in Red Deer in 2010, 19.1 percent were under the age of 15. This represents an increase of 4.9 percent from 18.2 percent in 2009. The 2010 figure compares to 71.1 percent of the population that is between the age of 15 and 64, which is a decrease of 1.1 percent from 71.8 percent of the population in 2009. <sup>2</sup>

### **Elderly Population**

In 2010, there were 7,956 people who were 65 years old or over in Red Deer. Of those who reported their age in Red Deer, 9.8 percent were 65 years or older. This represents a decrease of 1.8 percent from 10.0 percent of the population in 2009. The 2010 figure compares to 71.1 percent of the population that is between the age of 15 and 64, which is a decrease of 1.1 percent from 71.8 percent of the population in 2009. <sup>3</sup>

### **Median Age in Red Deer**

According to the 2010 Municipal Census Report, the median age in the city of Red Deer is 32 years. <sup>4</sup>

### **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 proportion of 19.8 percent. The rate has grown 0.8 percentage points from the share in 2001 (8.7 percent). <sup>5</sup>

### **Median Income of Economic Families**

In 2005, median money income for economic families was \$74, 566 in Red Deer, up 10 percent from 2001 in real terms. The 2005 level was 12.4 percent higher than the national median (\$66, 343) and 2.6 percent lower than the provincial median (\$76,526). <sup>6</sup>

### **Average Income of Economic Families**

In 2005, average real income of economic families in Red Deer was \$90,333, 16.5 percent higher than what it was in 2000 (\$77,553, expressed in 2005 dollars). Average income was 8.0 percent below the provincial average of \$98,240 and 9.7 percent above the national average of \$82,325. <sup>7</sup>

### **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.<sup>8</sup>

### **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 of the population and 3.2 percent lower than the national proportion.<sup>9</sup>

### **Fertility Rates**

In 2006, the fertility rate in the David Thompson Health Region, which includes Red Deer was 2.09 percent compared with 1.86 percent for the province as a whole. The rate is generally lower in urban areas than in rural areas, but is increasing in almost all RHAs.<sup>10</sup>

### **Aboriginal Population Profile**

In Red Deer in 2006, 3600 persons 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 proportion 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.<sup>11</sup>

### **Visible Minorities**

According to the 2006 census, the principle visible minority populations 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, while for Canada as a whole, the most predominant visible minorities were South Asian 24.9 percent, Chinese 24.0 and Black 15.5 percent.<sup>12</sup>

### **Non-Official Languages**

In 2006, 9.1 percent of the population spoke only non-official languages most often at home. In 2001, this number was 7.5 percent.<sup>13</sup>

### **Gross Domestic Product (in Millions of Constant 2002 Dollars) 1996-2009**

Real GDP in Alberta Census Division 8, which includes Red Deer, reached \$8,596 million in 2009, down 6.4 percent from its 2008 level. This change was lower than the city's average annual GDP growth rate of 5.1 percent over the 2001-2008 period. By comparison, real annual GDP growth over the same period averaged 3.5 percent in Alberta and 2.3 percent nationally. Alberta Census Division 8 accounted for 4.8 percent of the real GDP of Alberta in 2009.<sup>14</sup>

### **Gross Domestic Product Per Worker**

Real GDP per worker in Alberta Census Division 8, which includes Red Deer, was \$100,964 in 2009 (in constant 2002 dollars), down 4.8 percent from its 2008 level (\$106,017). This change compares to the average annual per worker GDP growth rate of 1.7 percent over the 2001-2008 period. In 2009, output per worker in Alberta Division 8 was 12.7 percent higher than the level of per worker GDP in Alberta (\$89,571), and 33.0 percent higher than the Canada-wide level (\$75, 937).<sup>15</sup>

### **Retail Sales**

Retail sales for Red Deer in 2009 were estimated to be \$2,311 million (in current dollars), an increase of 11.1 percent from \$2,080 million in 2008. This compares to a national decline in retail sales of 0.5 percent and a provincial increase of 5.4 percent in 2009.<sup>16</sup>

## **GAP BETWEEN RICH AND POOR**

### **Overall Poverty Rate**

The Statistics Canada Low Income Cut-off (LICO) is widely used as semi-official poverty lines within Canada. LICOs define a low-income household as one which spends a much higher percentage of its income on the necessities of life (food, shelter and clothing) than an average equivalent household and thus, has much less "discretionary" income than average.

Statistics Canada also publishes the Low Income Measure (LIM) which is used for many international comparisons of poverty. The LIM defines low income as being much worse off than average, and it is drawn at one-half the median income of an equivalent household.

According to the 2006 Census, 11.3 percent of Red Deer's population lived on incomes below the LICOs. As measured by the LIM, 13.3 percent of families would be considered as living in poverty.<sup>17</sup>

### **Red Deer Food Bank Usage**

Food Hampers contain enough food for 5-8 days for a family. Each hamper can be custom made to suit the specific needs of the clients. Families are eligible to receive them 6 times within a 12 month period.

In 2009, the Red Deer Food Bank distributed 7,123 food hampers, a 64 percent increase from 2008. 3,193 families were served, 6,598 children and 9,551 adults 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.<sup>18</sup>

### **Red Deer Clothing Bank**

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, then they would be provided with their own file.

In 2009, the Clothing Bank supplied clothing to approximately 13,130 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.<sup>19</sup>

## SAFETY

### **Property Crime**

At 7,875 per 100,000 persons in 2009, the property crime rate in the municipality of Red Deer was 93.0 percent above the national average (4,081 per 100,000) and 47.6 percent above the provincial average (5,336 per 100,000). The rate increased 22.7 percent from 6,420 per 100,000 in 2008. It was down 10.6 percent from 8,809 per 100,000 in 1998, the earliest year for which data are available.<sup>20</sup>

### **Violent Crime**

At 2,349 per 100,000 persons in 2009, the violent crime rate in the municipality of Red Deer was 78.8 percent above the national average (1,314 per 100,000) and 55.3 percent above the provincial average (1,513 per 100,000). The rate increased 28.9 percent from 1,822 per 100,000 in 2008. It was up 33.4 percent from 1,761 per 100,000 in 1998, the earliest year for which data are available.<sup>21</sup>

### **Police Officers Per 100,000**

At 123 police officers per 100,000 in 2009, the number of police officers in Red Deer was 38.5 percent lower than the national average (200) and 26.8 per cent lower than the provincial average (196). The rate was down 7.9 percent from 114 in 2008.<sup>22</sup>

### **Traffic Code Violations**

At 753 per 100,000 persons in 2009, the traffic crime rate in the municipality of Red Deer was 73.4 percent above the national average (434 per 100,000) and 20.9 percent above the provincial average (623 per 100,000). The rate increased 19.6 percent from 630 per 100,000 in 2008. It was up 60.7 percent from 469 per 100,000 in 1998, the earliest for which data are available.<sup>23</sup>

### **Motor Vehicle Theft Rate**

At 589 per 100,000 persons in 2009, the motor vehicle theft rate in the municipality of Red Deer was 83.6 percent above the national average (321 per 100,000) and 19.0 percent above the provincial average (495 per 100,000). The rate increased 9.4 percent from 538 per 100,000 in 2008. The rate was up 20.5 percent from 489 per 100,000 in 1998, the earliest year for which data was available.<sup>24</sup>

### **Citizens on Patrol**

The program started in November 2009 and currently has an active volunteer base of 24. Volunteers patrol the streets of Red Deer in pairs in a vehicle. They are issued cellular phones that are registered with the RCMP Complaint Line. Each volunteer puts in approximately 4 hours a month.<sup>25</sup>

### **Red Deer RCMP Fraud Unit**

The Red Deer RCMP Fraud Unit is composed of 3 officers focused on issues related to financial crimes, frauds, credit card and identity theft, and incidents of false pretense or representation.

Since February of 2009, the RCMP Fraud Unit laid charges in 20 high profile investigations and led to convictions for approximately \$750,000 worth of local fraudulent activity, which had substantial positive effects for small business in our community.<sup>26</sup>

### **Red Deer RCMP Domestic Violence Unit**

The Red Deer RCMP Domestic Violence Unit has been in operation since 2006. It is composed of 1 RCMP Corporal, four RCMP Constables, 2 Social Workers and 1 Community Support Worker.

The goals/ functions of this unit are the following: Strives to reduce repeat offenders and to enhance victim safety while holding offenders accountable for their actions; Maintains a current and comprehensive knowledge of community resources, and works to enhance victim safety with immediate crisis intervention and referrals where appropriate; Provides early intervention to individuals impacted by domestic violence with the goal of preventing escalation and reducing repeat calls for service; Investigates high risk and more complex domestic violence cases; Liaises with a number of agencies and treatment providers to enhance service delivery and to support positive outcomes for the victim, children and the offender.<sup>27</sup>

### **S.A.F.E. Downtown Initiative**

In October 2009, the S.A.F.E. (Sustainable, Active, Friendly, and Economically Viable) Downtown Initiative Task Force was launched to respond to challenges and work towards a more vibrant downtown. In November of that same year, a town hall meeting took place to gather community input on how to create a (S.A.F.E) downtown area. A survey was conducted that was part of the input process after the town hall meeting. The committee is right into the planning process at the moment for future steps.<sup>28</sup>

## HEALTH AND WELLNESS

As of April 1, 2009, the former David Thompson Health Region and the former East Central Health combined to create the Central Zone. Indicators that have been measured in and prior to 2009 would still have the former DTHR boundaries.

### **Low Birth Weight**

According to the 2009 Canada's Vital Signs Report, the causes of low birth weight are changing and the incidence is rising in Canada. It has significant impact on a child's health including learning difficulties, vision and respiratory problems and need for special medical attention. Some factors that have historically contributed to low birth weight across the country are declining such as smoking while pregnant or teen pregnancies, however, other contributing factors such as increased maternal age, use of assisted reproductive technology, multiple births and induced labor have increased.<sup>29</sup>

However, the incidence of babies being born small for their gestational age has declined by almost 23 per cent nationally, between 2002- 2008. The increasing numbers of low birth weight babies are not small for their age, they are born too early.<sup>30</sup>

The proportion of newborn babies who were of low birth weight in David Thompson Health Region, which includes Red Deer, was 7.3 percent in 2008-2009, up 1.2 percentage points from 2007-2008. The 2008-2009 rate was 0.6 percentage points above the provincial rate (6.7 percent) and 1.3 percentage points above the Canada-wide rate (6.0 percent).<sup>31</sup>

### **Physicians Per 100,000**

The number of active physicians (family practitioners and specialists) per 100,000 in David Thompson Health Region, which includes Red Deer, was 122 in 2008, a 37.8 per cent below than the national rate (196) and 39.9 per cent below the provincial rate (203). The rate is up 14.0 percent from 107 in 2000, the first year for which the data are available.<sup>32</sup>

### **Work Absence (Average Days Lost Per Year Excluding Maternity) For Full Time Employees**

In Red Deer Economic Region, full-time workers were absent from work an average of 8.9 days in 2009 (excluding days spent on maternity leave). By comparison, the average number of days lost in Alberta in 2009 was 7.8. Canada-wide, the average was 9.7 missed days. The average number of missed days in Red Deer Economic Region has increased from a level of 5.9 in 1997.<sup>33</sup>

### **Current Boil Water Advisories**

Red Deer did not have any boil water advisories as of May 19, 2010.<sup>34</sup>

### **Obesity Rates**

In 2009, the obesity rate for the population, aged 18 and over, in the David Thompson Regional Health Authority, which includes Red Deer was 20.9 percent, 16.8 percent above the national average of 17.9 percent and 10 percent above the provincial average of 19 percent. The rate was up 0.5 percent from 20.8 percent in 2008.<sup>35</sup>

### **Smoking Rates**

With 28.7 percent of the population aged 12 and older identifying as current smokers in 2009, the David Thompson Regional Health Authority, which includes Red Deer, experienced an 8.6 percent decline from 31.4 percent in 2008. The 2009 rate was 42.8 percent above the national rate (20.1 percent) and 23.2 percent above the provincial rate (23.3 percent).<sup>36</sup>

### **Leisure Time Active Or Moderately Active**

In 2009, 51.9 percent of the population aged 12 and over in the David Thompson Health Region, which includes Red Deer, reported being physically active or moderately active during leisure time. This represented a decrease of 4.2 percent from 54.2 percent in 2008. The 2009 level is 8.1 percent below the provincial level of 56.5 percent and 1.1 percent below the national level of 52.5 percent.<sup>37</sup>

### **Self Rated Mental Health**

In 2009, 68.1 percent of the respondents to the Canadian Community Health Survey, in the David Thompson Health Region, which includes Red Deer, rated their mental health status as “excellent” or “very good”. This represented a decrease of 5.5 percent from 72.1 percent in 2008. The David Thompson Health Region rate in 2009 was 7.8 percent below the national rate (73.9 percent) and 7.7 percent below the provincial rate (73.8 percent).<sup>38</sup>

### **Proportion of the Population, 12 Years and Over, Without a Regular Medical Doctor**

In 2009, 18.7 percent of the population aged 12 and over in the David Thompson Health Region reported that they did not have a regular medical doctor. This was up from 17.8 percent in 2008. The 2009 level was 3.6 percent below the provincial level of 19.4 percent and 23.8 percent above the national average of 15.1 percent.<sup>39</sup>

### **Heavy Drinking (Total, 12 years and over)**

In 2009, 21.4 percent of Canadian Community Health Survey respondents from the David Thompson Health Authority, which includes Red Deer, reported having “5 or more drinks on one occasion”, at least once a month in the past year. This is 4.2 percentage

points higher than the national rate (17.2 percent) and 3.2 percentage points higher than the provincial rate (18.2 percent). The 2009 rate for the David Thompson Health Region decreased 2.8 percentage points from 24.2 in 2008.<sup>40</sup>

### **Fruit and Vegetable Consumption**

According to the Canadian Community Health Survey in 2009, 35.4 percent of respondents in the David Thompson Health Region reported that they consume fruits and vegetables “5 times or more per day”. There has been decline of 11 percentage points from 2008 rate of 46.4. The DTHR rate is also 10.2 percentage points below the national rate (45.6) and 7.3 percentage points lower than the provincial rate (42.7).<sup>41</sup>

### **Red Deer Understanding The Early Years (UEY) Parent Interviews and Direct Assessments of Children Survey (PIDACS) Research Results**

Parent Interviews and Direct Assessments of Children Survey (PIDACS) were conducted among children enrolled in Kindergarten for School Year 2008-2009. 564 completed the direct assessments and 468 of parents and guardians were interviewed all of which completed by the end of 2008. Key findings were used for the purposes of the Understanding the Early Years Project, a national initiative with 36 community projects across Canada. It is coordinated in Red Deer by Family Services of Central Alberta and is the only UEY Project in Alberta.<sup>42</sup>

Some of the key findings were:

- About 13 percent of mothers surveyed were experiencing depression.<sup>43</sup>
- The average time per day children spent watching television or playing video games was 2 hours, above the Canadian average of 1.6 hours.<sup>44</sup>
- The prevalence of children with asthma was 13 percent, with allergies 13 per cent and those with other chronic conditions was 5 percent. About 1 percent of children were considered by their parents to be in fair or poor health. The prevalence of poor general health, asthma and allergies did not differ significantly from the Canadian average. For chronic conditions, however, the prevalence was lower for children on whom the survey was conducted.<sup>45</sup>
- Based on parents’ reports for Red Deer kindergarten children, scores of inattention, anxiety, depression and physical aggression, were comparable to the Canadian averages. However, 16 percent of children in the sample displayed low positive social behavior, above the Canadian average of 13 per cent.<sup>46</sup>

### **Central Alberta AIDS Network Society Harm Reduction Program**

Harm Reduction aims to prevent the spread of infections including HIV/AIDS, 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. Today, 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. An average of 245 needles are collected from the drop boxes each month.

CAANS has 3 satellite sites that provide harm reduction material exchanges outside of the office, with one also distributing glass pipes. Harm Reduction supplies are available in Red Deer 24 hours a day.

For fiscal year 2009/2010, CAANS distributed 109,654 needles. The current average number of needs distributed per month is 12,957 and 432 needles per day. The cost for each needle is 11 cents and 11 cents per condom given out. Since November 2009, 2,819 glass stems were given out.

The harm reduction program provided 13,440 hours of service in Red Deer for fiscal year 2009/2010 and will be adding 35 hours of evening and weekend harm reduction outreach beginning September 30, 2010.<sup>47</sup>

## LEARNING

### **Proportion of the Population with Post Secondary Education**

In the Red Deer Economic Region, 41.9 per cent of the population (15 years and over) in 2009 had completed post-secondary education (university degree, post-secondary certificate or diploma) up 10.0 percentage points from 31.9 per cent in 1990. The rate was 17.5 per cent lower than the national average (50.8 per cent) and 18.0 per cent lower than the provincial average (51.1 per cent).<sup>48</sup>

### **Proportion of the Population That Have Not Completed High School**

In Red Deer Economic Region, 22.2 percent of the population (15 years and over) in 2009 had not completed high school, down 12.1 percentage points from 34.3 percent in 1990. The rate was 5.6 percent higher than the national average (21.0 percent) and 20.7 percent higher than the provincial average (18.4 percent).<sup>49</sup>

### **School Readiness of Children in Red Deer as Measured by Early Development Instrument (EDI)- Understanding the Early Years (UEY) Project**

The Early Development Instrument (EDI) was used to determine school readiness of Red Deer's kindergarten children. The EDI provides information about children's readiness to learn at school in 5 developmental domains; physical health and wellbeing, social competence, emotional maturity, language and cognitive development, and communication skills and general knowledge. Sample size for Red Deer was 850 children.<sup>50</sup>

The Key Findings were:

- In all 5 developmental domains, the Red Deer sample of 850 kindergarten children achieved a higher average score than the Canadian sample of 176,621 Canadian kindergarten children,<sup>51</sup>
- Of the sample of Red Deer kindergarten children, 17.8 per cent scored low on at least one readiness to learn domain and 9.4 scored low on at least two domains;<sup>52</sup>
- The greatest strength for children in the Red Deer sample was in the physical readiness sub-domain;<sup>53</sup>
- The factors of gender, age and Aboriginal status had a significant impact on results in all 5 developmental domains;<sup>54</sup>
- Attendance at part-time preschool had a significant influence on all 5 developmental domains;<sup>55</sup>
- Attendance at French Immersion Program had a significant influence on 4 domains, but did not impact the physical health and wellbeing domain;<sup>56</sup>
- On the physical health and wellbeing sub-domain, the gross and fine motor skills sub-domain had the fewest children with developmental readiness;<sup>57</sup>

- The Multiple Challenge Index, a measure of wide-ranging challenges indicated by low scores on 9 or more developmental sub-domains showed that 2.1 per cent of the Red Deer sample had multiple challenges, compared to 3.9 per cent of the Canadian sample.<sup>58</sup>
- The results revealed that communication skills and general knowledge was the most challenging domain for Red Deer's kindergarten children.<sup>59</sup>

### **Composite Learning Index (CLI) Score 2010**

According to the 2010 Composite Learning Index, the overall index score for Red Deer (city) was 79, down 3.7 per cent from 2009. The 2010 score was 5.3 per cent higher than the national score (75) and 3.6 per cent lower than the Alberta score (82).<sup>60</sup>

### **Children's Festival**

The Central Alberta Children's Festival aims to promote the benefits and values of the performing arts not just by showing children and families the entertainment but also by getting them involved at the lowest cost possible. It is an annual event hosted by the Parent Link Program of Family Services of Central Alberta.<sup>61</sup>

The activities and performers promise to provide opportunities for experiences and activities in the five domains of Social, Physical, Intellectual, Creative and Emotional Development. 2010 marked the fourth Annual Central Alberta Children's Festival. Over 40 tents and activity stations filled Recreation Centre Park to keep participants active and their imaginations running.<sup>62</sup>

There has been a steady increase in participants each year. This year around 7,200 individuals attended the event, a 60 percent increase in attendance from its first year, with 4,500 participants.<sup>63</sup>

## 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 homeownership. As a result, renting is a popular option for young and lower-income households.<sup>64</sup>

The rental vacancy rates indicator measures the percent of all apartment 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.<sup>65</sup>

According to information acquired from Canada Mortgage and Housing Corporation, rental vacancy rates in Red Deer have been steadily rising in the last 4 years. In 2006, the rental vacancy rate of 2 bedroom apartments was 0.5 per cent and rose to 3.9 per cent in 2009, a 680 percent increase within the time period specified.<sup>66</sup>

### **Average Rent in Red Deer**

Average rent in Red Deer has been on a steady increase. In 2009, the average rent for a 2 bedroom apartment in Red Deer was \$854, a 16.7 percent increase from the average rent in 2006 of \$732.<sup>67</sup>

### **Housing Starts**

At 497 housing starts in 2009, Red Deer experienced a 13.1 percent decrease from the 572 housing starts in 2008. This compares to a national decrease of 29.4 percent and a 30.4 percent decrease in Alberta. In 2008, housing starts fell 63.3 percent in Red Deer.<sup>68</sup>

### **Housing Sales**

According to the Central Alberta Realtors Association, the number of single family homes sold in March 2010 in Red Deer (city) was up 18 percent compared to February 2010 and by 3.7 percent compared to the same month last year. 85 single family homes were sold in Red Deer (city), in March 2010.<sup>69</sup>

### **Average Housing Price**

The average housing price of a single family home in Red Deer (city) in March 2010 was \$357,273, an increase of 2.3 percent from February 2010, when the average price was \$349,372, and an increase of 8.8 percent compared to March 2009, when the average price was \$328,321.<sup>70</sup>

## **49<sup>th</sup> Street Youth Shelter**

49<sup>th</sup> Street Youth Shelter Program has 5 areas: Crisis Care, Outreach, Stabilization, Youth in Transition and Young Adults in Transition.<sup>71</sup>

Crisis Care (four beds) provides youth in need with a place to stay. This may include youth who are homeless, transient, or are in need of time away from home as a preventive measure. Youth can stay for a maximum of 14 days and must be working towards the betterment of their situation.<sup>72</sup>

In 2009, there were 216 admissions to the Crisis Beds, 81 of which were first time admissions. The average stay is 6.2 days, and the average occupancy rate is 94 percent throughout the year. 54 percent of all clients served in 2009 were male and 46 percent were female.<sup>73</sup>

The Stabilization Beds (2 beds) are used for youth who have status with Child Welfare who are in need of a temporary safe environment while plans are made for a more permanent residency. Maximum stay is 60 days and youth work with "Key Workers". Referrals come directly from Child Welfare. It served 9 youth in 2009 and the average stay was 24 days.<sup>74</sup>

Youth in Transition Program are utilized by youth 16-17 years and are working towards independence. Youth access these beds only through referral from Child Welfare. The youth referred to this program are working towards ongoing educational or career goals and securing a more permanent residency in the community. Maximum stay is 6 months. In 2009, 18 new youth entered the program as well as the 7 youth who continued involvement from 2008.<sup>75</sup>

Young Adults in Transition cater to young individuals between the ages of 18-22. It was developed to assist with life skills, money management, job search and employment skills, relationship and community networks building and parenting skills when necessary. 15 young adults served in 2009, providing 150 direct service hours and 137 indirect service hours.<sup>76</sup>

An Outreach Support Worker is available to youth and families, assisting youth to reunite with their family and intervening to avert admission or readmission to the shelter. The length of involvement varies depending on the individual needs of the teens and their families. Referrals are also made to other community services as well as follow up contacts are made once youth return to parental care, as needed. The outreach worker supported 166 youth and families. There were 3,471 outreach contacts through the Crisis Line which providing support and intervention.<sup>77</sup>

58 percent of all in-take in the youth shelter are from Red Deer (city).<sup>78</sup>

## **Youth Winter Inn**

Youth Winter Inn made its initial run over the period of November 1, 2009- April 30, 2010. It provided emergency accommodations to youth aged 14-17. A “low barrier” admission criteria was maintained in order to provide the youth with non-intrusive intake procedure. Frontline staff provided the youth with multiple community resources in order to provide a continuum of supports and enhanced opportunities for change.<sup>79</sup>

During the time period for which the Youth Winter Inn was open, it served 49 youth, many of which accessed the program on the consistent basis all throughout the winter months. Total Admissions were 515, with 466 being readmissions. Majority of these youth would not have met the criteria of the youth shelter due to addiction issues.<sup>80</sup>

Of the 49 youth served, 69 percent are from Red Deer (city). 29 were male and 20 were female.<sup>81</sup>

## GETTING STARTED

### **Unemployment Rate of Immigrants**

According to the 2006 federal census, the unemployment rate of recent immigrants (those who entered the country within 5 years of the census year) in Red Deer was 3.1 percent in contrast to the unemployment rate for the total population which was 4.4 percent.<sup>82</sup>

### **Migration and Natural Increase of Population, 2006-2007 and 2001-2007**

On a net basis (natural increase and gross migration inflow minus outflows), Census Division 8, which includes Red Deer, gained 1,196 persons in 2007 due to natural increase, 497 persons due to international migration, 3,644 persons to interprovincial migration, and 1,389 persons due to intra-provincial migration. Over all, Division 8, which includes Red Deer, gained 6,726 persons.<sup>83</sup>

### **Unemployment Rates for Youth (15 to 24 years), 1987-2009**

In 2009, the youth (15-24 years old) unemployment rate in Red Deer Economic Region was 11.3 percent. This was 26.1 percent below the national youth unemployment rate of 15.3 percent and 8.1 percent below the provincial average of 12.3 percent. The youth unemployment rate decreased 0.9 percentage points from 12.2 percent in 2000.<sup>84</sup>

### **Settlement Services for Temporary Foreign Workers**

In Red Deer, Catholic Social Services provides information and referrals, supportive counseling, interpretation and translation services and advocacy services to Temporary Foreign Workers and their families to help them adapt to living and working in Alberta. This program was launched in September of 2008.

In 2009, there were 276 clients with open and active files. For this same year alone, 926 clients were served in group sessions, via phone and email and in collaboration with another agency.<sup>85</sup>

## ARTS AND CULTURE

### **Artist Profile in Red Deer**

In September 2009, the City of Red Deer began a Cultural Mapping Project in order to identify our local, practicing emerging and professional artist and to measure their significant contribution to our community's social and economic fabric.<sup>86</sup>

To determine the professional status of artists surveyed, the Canada Council of the Arts definition of *Emerging* and *Professional Artist* was used. 71 percent of the respondents were categorized as professional and 29 percent were emerging artists.<sup>87</sup>

The artists surveyed were also classified according to types of artists. 56 percent of artist respondents self-identified themselves as visual artists; 31 percent were performing artists; 7 percent were literary artists and 6 percent were multidisciplinary artists.<sup>88</sup>

The age group with the largest number of respondents was between the ages of 46-55 and there were no artists interviewed between the age range of 18-25. According to the research, some factors may include: younger artists may still be attending postsecondary schooling; fewer networking opportunities for younger artists; younger people are usually emerging artists and may not be known to Culture Services or to artists who participated in the survey.<sup>89</sup>

41.2 percent of respondents aged 66 and over are emerging artists, which may be an indication that as people reach retirement age, they have more time to devote to artistic endeavors.<sup>90</sup>

39 percent of respondents are involved in local tourism, primarily by participation in local festivals such as Alexander Way Arts Festival, Art Walk or local Farmer's Market. 57 percent of multidisciplinary artists surveyed were involved in local tourism, 51.4 percent of performing artists; 35.5 percent of visual artists, while none of the literary artist surveyed were involved in local tourism.<sup>91</sup>

### **Library Usage (Circulation Per Capita)**

At 7.9 items circulated per capita in 2008, library use in Red Deer was down 22.8 percent since 2000. Library use in Red Deer was down 1.7 percent from 8.04 items circulated per capita in 2007.<sup>92</sup>

### **CentreFest Street Performer Festival**

On its eighth year, Red Deer's CentreFest had a record breaking attendance year in 2010. An estimated 25,000 people attended the street performer's festival over the 2-day event held on July 31 and August 1. This year's festival also showcased more local talent from Central Alberta.<sup>93</sup>

## ENVIRONMENT

### Ambient Air Quality Trends 2008

In 2009, Alberta Environment released a report entitled *Ambient Air Quality Trends in Alberta 2008*, which measures air quality through a set of parameters which are: Carbon Monoxide (CO); Hydrogen Sulphide (H<sub>2</sub>S); Nitrogen Dioxide (NO<sub>2</sub>); Sulphur Dioxide (SO<sub>2</sub>); Ozone (O<sub>3</sub>); Fine Particulate Matter (PM<sub>2.5</sub>); Benzene; Benzo(a)pyrene (benzo-alpha-pyrene); Wet Deposition (acidic precipitation); Air Quality Index (AQI); and progress towards meeting the Canada-Wide Standards (CWS) for particulate matter and ozone.<sup>94</sup>

These parameters were monitored because of their potential effect on human and environmental health, and because they represent pollutants emitted by typical activities in the province of Alberta.<sup>95</sup>

Red Deer is within the Parkland Airshed Management Zone, and within the zone there are 2 Air Monitoring Stations (Red Deer and Caroline).<sup>96</sup>

Key trends for Red Deer and Alberta are the following:

- Annual peak **Carbon Monoxide** (CO) concentrations have steadily declined in Red Deer from 2000 to 2008 and provincially from 1990 to 2008. Decreasing trends are likely due to improvements in vehicle emission control technologies and increased use of oxygenated fuels.<sup>97</sup>
- Annual peak **Hydrogen Sulphide** (H<sub>2</sub>S) concentrations in Alberta have remained fairly consistent except for increasing trends in the oilsands and a decreasing trend at Edmonton East. In 2008, there were 377 exceedances of the one-hour H<sub>2</sub>S objective (350 in the oilsands) and 70 exceedances of the 24 hour objective (67 in the oilsands). Elevated H<sub>2</sub>S levels occur in the oilsands due to industrial activity. Annual average H<sub>2</sub>S concentrations in Red Deer have remained fairly consistent.<sup>98</sup>

From 1990 to 2008, annual average **Nitrogen Dioxide** (NO<sub>2</sub>) levels have decreased or remained consistent at most urban stations in Alberta. Urban decreases are likely the result of improved vehicle and industrial emission controls, whereas increases are likely due to increased industrial activity.<sup>99</sup>

- Annual average **Ozone** (O<sub>3</sub>) has remained fairly consistent at most Alberta Stations since 1990. Higher Ozone concentrations are found in the rural areas of west-central Alberta, at the Caroline station (southwest of Red Deer), however it has remained consistent in Red Deer since 2000. In 2008, there were 28 exceedances of the one-hour objective for ozone (25 in west-central Alberta).

The higher levels of Ozone in west-Central Alberta are largely a result of natural “background” influence, with industrial influence at some stations.<sup>100</sup>

- Annual average **Sulphur Dioxide** (SO<sub>2</sub>) has significantly decreased at most Alberta stations since 1990. Annual peak concentrations have decreased at all Alberta stations since 1990 except at stations in the oilsands area (increase of 3 percent to 98 percent). Sulphur emission sources in the province include coal fired plants, oil sands operations and natural gas processing plants.<sup>101</sup>
- Annual average **Fine Particulate Matter** (PM<sub>2.5</sub>) has decreased since 1994 at all stations except Syncrude UE1, Albion Mine Site, Elk Island and Medicine Hat. Statistically significant decreasing trends in annual average Fine Particulate Matter (PM<sub>2.5</sub>) were measured in Red Deer since 2001, with 44 percent decrease. Higher Fine Particulate Matter (PM<sub>2.5</sub>) levels are normally found in larger urban centres or associated with industrial activity, while large peaks in PM<sub>2.5</sub> are often result of forest fires. The observed declines in ambient PM<sub>2.5</sub> levels are likely due to improved source removal and other improvement in the transport and industrial sector.<sup>102</sup>
- Annual average **Benzene** has significantly decreased between 1990 and 2008. Reduced ambient benzene in urban areas is mainly the result of regulations to lower the benzene content of gasoline and to improve the emission performance of on-road vehicles in Canada.<sup>103</sup>
- Annual average **Benzo(a)pyrene** (benzo-alpha-pyrene) has generally decreased or remained fairly consistent between 1990 and 2008. Annual Peak Benzo(a)pyrene has decreased at all stations.<sup>104</sup>
- Total annual **Wet Acidic Deposition** (Potential Acid Input-PAI) has been variable in Alberta between 1992 and 2008. Since 1992, the highest annual PAI values are found in Southern Alberta (Calgary, Kananaskis and Red Deer). All PAI levels fall below the critical, target and monitoring trigger levels under the Alberta Acid Deposition Management Framework (however this does not take dry deposition into account).<sup>105</sup>
- Alberta’s goal of maintaining “good” **air quality** 97 percent of the time has been met in 1999, 2000 and 2005. The percentage of “fair” air quality events have fluctuated between two and six per cent between 1998 and 2008. The only statistically significant trend over 1998 to 2008 is the 52 per cent decrease in percentage of “very poor” air quality hours. In 2008, 28 per cent of poor air quality hours were caused by natural springtime ozone events, 23 percent by

windblown dust, 21 percent by forest fire, 14 percent by localized particulate matter events and 14 per cent by smog (ozone) events.<sup>106</sup>

- Fine particulate matter and ozone levels at all monitoring stations were lower than the Canada-Wide Standard exceedance trigger based in data from 2001 to 2007 (after disregarding episodes that were primarily caused by natural, background or trans-boundary influences). Ozone levels in Red Deer area are approaching Canada-Wide Standard levels and therefore air quality management plans were developed.<sup>107</sup>

### **Average Daily Flow of Water**

In 2006, the average flow of water for residential use in Red Deer was 269.3 liters per capita, the same as it was in 2004. The average daily flow was 4.8 percent below the provincial rate and 17.7 percent below the national rate.<sup>108</sup>

### **River Water Quality**

As measured by Alberta Environment, the River Water Quality Index Ratings for the Red Deer River in the Red Deer area declined between 2000 and 2008. While no one knows for certain why the water quality has declined, increasing rural and urban development in the area is suspected. The present water quality rating of “Fair to Good” is the lowest rating of the six major Alberta Rivers.<sup>109</sup>

### **Methylmercury Levels in Alberta Fish**

In October 2009, Alberta’s Chief Medical Officer of Health issued a public health advisory to avoid or limit consumption of some species of fish caught from some bodies of water in Alberta. Wall Eye from the Red Deer River has been identified as one of the species to avoid due to its mercury content.<sup>110</sup>

Mercury in fish in Alberta water bodies likely originates from natural sources. Once in a lake, mercury is converted to methylmercury by bacteria or chemical reactions. Fish absorb methylmercury from water as it passes through their gills, or from the prey they eat. Large predatory fish like walleye and northern pike accumulate more methylmercury as they consume smaller fish.<sup>111</sup>

### **Average Annual Precipitation (mm)**

In 2006, 502.5 mm of precipitation was recorded in Red Deer which is a 3.8 percent decrease from 522.1 mm in 2005. This is 11.4 percent higher than the annual average from 2001 to 2006 of 450.9 mm and a 3.1 percent increase from the annual average between 1971 and 2000 of 487.2 mm. From 1971-2000 to 2001-2006, the annual average decreased 7.5 percent.<sup>112</sup>

### **Mean, Mean Maximum and Minimum Temperature in Hottest and Coldest Month**

In 2006, the last year for which data was available, the mean average temperature in Red Deer was 3.7 degrees Celsius. It has increased 0.5 degrees from 2.4 degrees Celsius for 1971-2000 to 2.9 degrees Celsius for 2001-2006.

The mean maximum temperature in the hottest month (July) increased 2.4 degrees to an average of 24.7 degrees Celsius in 2001-2007 from an average of 22.3 degrees Celsius in 1971-2000, while the mean minimum temperature in the coldest month (January) increased 0.9 degrees to an average of -18.2 degrees Celsius in 2001-2007 from an average of -19.1 degrees Celsius in 1971-2000. In the 2000s, winters and summers were both warmer on average.<sup>113</sup>

## WORK

### **Employment Rates**

At 69.8 percent in 2009, Red Deer Economic Region had an employment rate 13.1 percent higher than the national rate (61.7 percent) and 0.6 percent higher than the provincial rate (69.4 percent). The rate was up 2.4 percentage points from 67.4 percent in 1987.<sup>114</sup>

### **Seasonally Unadjusted Employment Rates (15 +), 1<sup>ST</sup> Half 2010**

The average seasonally unadjusted employment rate for the first half of 2010 was 66.7 percent in the Red Deer Economic Region. This rate is 9.1 percent above the national average (61.1 percent) and 1.7 percent below the provincial average (67.9 percent). The average for the first half of 2010 decreased 1.5 percent from 67.7 in the second half of 2009.<sup>115</sup>

### **Seasonally Unadjusted Employment Level (15+)**

The average seasonally unadjusted employment level for the first half of 2010 was 102.3 (thousands of workers) in the Red Deer Economic Region. The average for the first half of 2010 decreased 0.3 percent from 102.6 thousand of workers in the second half of 2009. This compares to a decrease of 0.9 percent at the national level and a 1.0 percent decrease at the provincial level.<sup>116</sup>

### **Employment Growth**

In 2009, the employment level of Red Deer was 47,400 people. Between 2008 and 2009, Red Deer saw a growth rate of -3.3 percent in its employment level. The growth rate was 1.6 percentage points below the national rate (-1.6 percent) and 2 percentage points below the provincial rate (-1.3 percent). The 2000-2009 period saw an average annual employment growth of 3.2 percent, above both the provincial rate (2.9 percent) and the national rate (1.7 percent).<sup>117</sup>

### **Average and Median Hourly Earnings**

In 2009, median hourly earnings in Red Deer Economic Region were \$19.13 (in current dollars). This rate is 11.6 percent lower than the provincial rate (\$21.63) and 1.6 percent higher than the national rate (\$19.43). The median hourly earnings (in 2002 dollars) decreased 9.0 percent from \$17.31 in 2008 to \$15.74 in 2009.

In 2009, average hourly earnings in Red Deer Economic Region were \$21.93 (in current dollars). This rate is 11.2 percent lower than the provincial rate (\$24.70) and 0.5 percent higher than the national rate (\$22.05). The average hourly earnings (in 2002 dollars) decreased 7.9 percent from \$19.61 in 2008 to \$18.05 in 2009.<sup>118</sup>

### **Low Wages in Red Deer**

Income data from Statistics Canada for 2009-2010 indicates that 17.2 percent of persons employed in Red Deer earned less than \$12 an hour while the corresponding proportion for Alberta as a whole is 13.7 percent.<sup>119</sup>

### **Unemployment Rate**

In 2009, the unemployment rate in Red Deer Economic Region was 7.3 percent. This was below the national level (8.3 percent) and above the provincial level (6.6 percent). Since 1987, the unemployment rate in Red Deer Economic Region has fallen 2.2 percentage points from 9.5 percent.<sup>120</sup>

### **Seasonally Unadjusted Unemployment Rate (15+) 1<sup>st</sup> half 2010**

The average seasonally unadjusted unemployment rate for the first half of 2010 was 7.4 percent in the Red Deer Economic Region. This rate is 12.5 percent below the national average (8.4 percent) and 4.5 percent above the provincial average (7.0 percent). The average for the first half of 2010 decreased 0.9 percent from 7.4 percent in the second half of 2009.<sup>121</sup>

### **Total Employment Insurance Beneficiaries**

In 2009, 2,842 people collected employment insurance in Red Deer, a 96.5 percent increase from the 2008 level of 1,447. This includes those in maternity leave, sickness, self-employed, and work sharing programs as well as regular benefits. This compares to the 41 percent increase at the national level and an 82.5 percent increase at the provincial level.<sup>122</sup>

### **Regular Employment Insurance Beneficiaries**

In 2009, 1,701 people collected regular employment insurance benefits in Red Deer, a 246.5 percent increase from the 2008 level of 491. This compares to the 50.9 percent increase at the national level, and a 211.0 percent increase at the provincial level.<sup>123</sup>

## **BELONGING AND LEADERSHIP**

### **Sense of Community Belonging**

In 2009, 67.1 percent of people in the David Thompson Health Region, which includes Red Deer reported a strong or somewhat strong sense of community belonging, which was 5.2 percent lower than the 2008 level of 70.8 percent. The 2009 level was 2.6 percent higher than the national average of 65.4 percent and 2.9 percent higher than the provincial average of 65.2 percent.<sup>124</sup>

### **Canadian Blood Services National High School Challenge**

In October 2009, the first National “Young Blood for Life” Challenge was launched by Canadian Blood Services, which ran from October 23, 2009- April 30, 2010. The winning school would receive an educational grant and a fund raising day for their upcoming graduation for up to \$200.00. Students will have the opportunity to donate more than once during the challenge period.

All three of our Red Deer High Schools: Lindsay Thurber Composite High School; Hunting Hills High School and Notre Dame High School placed in the top 4 schools nationally.

Lindsay Thurber Composite High School garnered the top spot out of all Canadian high schools that participated with 164.45 percent donor participation rate as a proportion of eligible donors; Hunting Hills High School ranked third with 114.32 percent and Notre Dame came in fourth with 113.78 percent.<sup>125</sup>

### **Election Turnout for All Levels of Government**

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 2007, voter turnout was 22.04 percent, the lowest since 1986. The highest voter turnout in Red Deer’s municipal elections was in 1992 with 43.11 percent turnout.<sup>126</sup>

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.<sup>127</sup>

Red Deer’s voter turnout for federal elections had been higher than any other level of government. This is followed by Provincial Elections and Municipal Elections. However, there has been a decline in voter turnout for federal leaders. In 2008, Red Deer’s voter turnout for federal elections was 49.9 percent, a 17.4 percent decline from the 2000 voter turnout of 60.4 percent.<sup>128</sup>

### **Average Life Satisfaction and Percentages Satisfied and Very Satisfied**

For 2007- 2008 period, the average life satisfaction, based on a scale from 1 to 5, was 4.30 out of 5, for David Thompson Health Region, which includes Red Deer, population

aged 20 years and over. For the same time period, 93.07 percent were satisfied or very satisfied. The average life satisfaction for Canada, based on the same scale, was 4.26. 91.13 percent of people in Canada were satisfied or very satisfied with life.<sup>129</sup>

### **2010 Olympic Torch Relay Celebration**

Red Deer was host to the 78<sup>th</sup> day of the Olympic Torch Relay held on January 15, 2010. This event was organized and executed solely by volunteers. 40 volunteers have been involved in the whole planning and organizing and around 500 on the day of the celebration. Students from each of the Red Deer Schools and Red Deer College paraded displaying past Olympic host countries.

Over 15,000 spectators were at the Westerner grounds and the same amount of people on route to the celebration.<sup>130</sup>

### **Volunteer Red Deer**

Volunteer Red Deer (local Volunteer Centre) connects volunteers to agencies and community groups who need them. The Program is a division of Community Information and Referral Society in Red Deer. There are over 200 volunteer centres in Canada that are dedicated to supporting volunteers and the organizations that require volunteer help.<sup>131</sup>

In 2009, 244 individuals were referred by Volunteer Red Deer and were advised of 1255 volunteer opportunities at 115 Central Alberta non-profit organizations. The question “Why do you volunteer?” was asked throughout the year to school students, individuals (walk –in to the CIRS office), various sessions that Volunteer Red Deer conducted and 54.2 percent of respondents said that they volunteer “to improve career/employment prospects”. 35.5 percent responded with “to help others/give back/ be involved in the community”.<sup>132</sup>

## GETTING AROUND

### **Red Deer Transit Usage**

There are approximately 10,000 weekday boardings on Red Deer Transit. The system had a 2.5 percent decrease in ridership for the first five months (January- May) of 2010, compared to the same period in 2009. This may be an effect of the economic slowdown.<sup>133</sup>

### **Red Deer Transit Action Bus**

The Red Deer Transit Action Bus is available for citizens of Red Deer, who cannot access regular transportation or regular City Transit due to disabilities or physical need. In 2010, there has been a 10.1 percent increase in ridership on the Action Bus for the first five months of the year (January-May). Red Deer Action Bus carries about 250 passengers per weekday.<sup>134</sup>

### **Red Deer Transit Routes**

Red Deer Transit have 10 main routes; 5 industrial; and 17 overload routes that provide service to several schools-transit routes that are available at peak times only that everyone can use. Service is also operated to Gasoline Alley and Springbrook on behalf of the County of Red Deer.<sup>135</sup>

### **Vehicles Per Person**

One current issue is our reliance on conventional energy sources, especially petroleum products and correspondingly, the extent to which we have come to rely on the automobile in everyday life. In 2009, there were 78,857 registered vehicles (excluding trailers, off-highway and dealer plated vehicles) in Red Deer. This equates to 1.14 registered vehicles to every person in Red Deer with a valid driver's license as of March 31, 2009.<sup>136</sup>

## INNOVATION

### **Innovation in Design**

According to the recent *Report on Central Alberta (June 2010)*, the New City Centre Transit Terminal and Parkade will be featuring a 'green roof' that follow a growing movement to soften the effects of large buildings on the environment around them.

The plant on the roof would be a type called *sedum*, which performs well on thin topsoil in extreme conditions and require the least amount of maintenance of all known roofing materials. Aside from being economical, the roof would also provide aesthetic and environmental benefits.

The vegetation will change colors according to season and it absorbs heat as well as reflects light. The green roof also helps cool its surroundings down while also capturing rain water and snow.<sup>137</sup>

### **Crime Prevention Through Environmental Design (CPTED) Incentive Funding Pilot Project**

Crime Prevention Through Environmental Design (CPTED) is part of a comprehensive approach to crime prevention. It emphasizes modifications to the physical environment and focuses on the use of design to eliminate or reduce criminal behavior while at the same time encouraging people to watch out for one another.

The CPTED Incentive Funding Pilot Program was approved by Red Deer City Council in January 2008, setting aside \$50,000.00 for downtown businesses or property owners to apply CPTED principles for upgrades done to their downtown business or property. The funding is intended to cover half of the upgrade expenses up to a maximum of \$2,500.00.

8 property owners have been granted at \$17,000.00 thus far and funding is still available.<sup>138</sup>

## ACKNOWLEDGEMENTS

Many Thanks!

2010 Olympic Torch Relay Committee

*Lyn Radford, Chair*

Alberta Education

Alberta Environment

*Andrea Pagee, Environmental Planning and Partnerships Coordinator, Central Regional Environmental Management Team*

Alberta Health and Wellness

Alberta Health Services

*Dawn Traverse, Accountability Reporting Coordinator, Data Integration, Measurement and Reporting*

Alberta Transportation

Canada Mortgage and Housing Corporation

Canadian Blood Services

Canadian Community Health Survey

Canadian Council on Learning

Canadian Institute on Health Information

Catholic Social Services-Red Deer

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Central Alberta AIDS Network Society

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Central Alberta Refugee Effort

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Elections Alberta

Elections Canada

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Family Services of Central Alberta

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*Louise Helder*

Piper Creek Foundation

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Public Interest Alberta

Red Deer & District Community Foundation  
*Board of Directors and Staff*

Red Deer Advocate, Official Media Partner

Red Deer Clothing Bank  
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Red Deer Chamber of Commerce  
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Red Deer Housing Committee  
*Stacey Carmichael, Chair*

Red Deer Public Library

Re-Think Red Deer  
*Rene Michalak, Coordinator*

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United Way of Central Alberta  
*Heather Gardiner, Chief Executive Officer*  
*Jennifer Forrest, Resource Development Director*  
*Rebekah Seidel, Community Engagement Plan Facilitator*

Vital Conversations Input Panel (March 2010)  
*Karen Thompson, Central Alberta CFSA*

*Kim Paula, Vice Chair, RDDCF Board*  
*Tony Skorjanc, Red Deer College*  
*Tim Creedon, Red Deer Chamber of Commerce*  
*Eileen Bantjes, Red Deer Cultural Heritage Society*  
*Tammy Sapach, Service Canada*  
*Cheri Purpur, Red Deer Hospice*  
*Dagmar Hargreaves, Employment Placement and Support Services*  
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*Emily Damberger, City of Red Deer*  
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*Robin McKay, Director, RDDCF Board*  
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*Brian Einarson, City of Red Deer*  
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*Dean Scott, City of Red Deer*  
*Halima Ali, Central Alberta Immigrant Women's Association*  
*Shaune Fandrey, Career Assistance Network*  
*Paul Harris, Chair, RDDCF Board*  
*Stacey Carmichael, Coordinator for Community Leadership Initiatives, RDDCF*  
*Rick Olsen, Facilitator, F.U.S.E. Family*

Youth and Volunteer Centre  
*Rose Hatfield, Program Manager, 49<sup>th</sup> Street Youth Shelter*

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- <sup>4</sup> Source: Legislative and Administrative Services, City of Red Deer. *2010 Municipal Census Report*.  
<http://www.reddeer.ca/NR/rdonlyres/66D20B3E-4C41-4BB9-9766-7CAAC1047D92/0/2010CensusReport.pdf>
- <sup>5</sup> 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>  
2006 Census CMA and CA data:  
<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>  
2001 Census CMA and CA data:  
<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>  
2001 Census subdivision data:  
<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>  
2001 Census CMA and CA data:  
<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>
- <sup>6</sup> Source: Statistics Canada, 2006 Census of Population, Statistics Canada catalogue no. 97-563-XCB2006023.  
<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?Temporal=2006&PID=94194&METH=1&APATH=3&PTYPE=88971&THEME=81&AID=&FREE=0&FOCUS=&VID=0&GC=99&GK=NA&RL=0&d1+0&GID=837928>

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Note 1: *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.

Note 2: A recent Statistics Canada study, *Earnings and Incomes of Canadians over the Past Quarter Century*, 2006 Census, (CatalogueNo.97-563) showed that income of Canadians declined between 1980 and 2000 in real terms and has only shown a recovery over the past 5 years. While median income in 2005 is substantially higher than in 2000, the net change in income in Alberta between 1980 and 2005 is 0.5% (No regional data for Red Deer was available).

<sup>7</sup> Source: Statistics Canada, 2006 Census of Population, Statistics Canada catalogue no. 97-563-XCB2006023.  
<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?Temporal=2006&PID=94194&METH=1&APATH=3&PTYPE=88971&THEME=81&AID=&FREE=0&FOCUS=&VID=0&GC=99&GK=NA&RL=0&d1+0&GID=837928>

Note 1: *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.

<sup>8</sup> Source: Statistics Canada, 2006 Census of Population, Catalogue No.97-552-XCB2006007. Ottawa. Released September 12, 2007.  
Calculations: Bill Stuebing, Red Deer College.

<sup>9</sup> Source: Statistics Canada-2006 Census, Catalogue Number 97-552-XCB2006007.  
Calculations: Bill Stuebing, Red Deer College.

<sup>10</sup> Source: Alberta Reproductive Health Report Working Group 2007. Alberta Reproductive Health: Pregnancies & Birth Table Update 2007, June 2008 Revision. Edmonton, AB: Alberta Health and Wellness.

Note: "2006 total fertility rates have been updated due to a calculation error in the original release of the report."

<sup>11</sup> Source: The City of Red Deer (2008). Demographics and Social Trends of Red Deer: Research Report. Social Planning, City of Red Deer, Alberta.  
<http://www.redeer.ca/NR/rdonlyres/1BA5539B-096E-470A-B7E5EF23CB74960F/0/DemographicsandSocialTrendsofRedDeerMay2008SPCOM.pdf>.

<sup>12</sup> Source: Statistics Canada, Census of Canada 2006. "Visible Minority Groups, 2006 Counts for Canada, Provinces and Territories- 20 % sample."  
<http://www12.statcan.ca/english/census06/data/highlights/ethnic/pages/Page.cfm?Lang=E&Geo=PR&Code=01&ttable=1&Data=Count&StartRec=1&Sort=2&Display=Page>  
Statistics Canada, Census of Canada 2006. "2006 Community Profiles- Red Deer".

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<http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/details/Page.cfm?Lang=E&Geo1=CSD&Code1=4808011&geo2=PR&Code2=48&Data=Count&SearchText=red%20deer&SearchType=Begins&SearchPR=01&B!=All&Custom>

Note: The *Employment Equity Act* defines visible minorities as 'persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in color'.

<sup>13</sup> 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&GEOVL=PR](http://www12.statcan.ca/english/census06/data/trends/Table_1.cfm?T=PR&PRCODE=48&GEOC ODE=48&GEOVL=PR)

<sup>14</sup> Source: Data estimated by the Centre for Spatial Economics (C4SE). The geography for CMAs and CAs is estimated by the aggregation of Census Divisions (CDs). National and Provincial data is from Statistics Canada CANSIM Table 384-0002. Shares calculated by CSLs.

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

<sup>15</sup> Source: 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. Oakville was estimated by census subdivision data. National and provincial GDP data from Statistics Canada CANSIM Table 384-0002 and labor force data are from CANSIM table 282-0055. Shares calculated by CSLs.

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.

<sup>16</sup> Source: Financial Post. *FP Markets- Canadian Demographics, Annual Reports from 2000-2009*. 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.

<sup>17</sup> Source: Statistics Canada.

Data for 2000 and 2005 Before Tax Data are from Statistics Canada (2001 and 2006 Topic Based Tabulations)

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<http://www12.statcan.ca/english/census06/data/profiles/community/Details/Page.cfm?Lang=E&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=Canada&SearchType=Begin&SearchPR=01&B1=Income%20and%20earnings&Custom=>

<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?TPL=RETR&ALVEL=3&APATH=3&CATNO=&DETAIL=0&DIM=&DS=99&FL=0&FREE=0&GAL=0&GC=99&GK=NA&GRP=1&IPS=&METH=0&ORDER=1&PID=94206&PTYPE=88971&RL=0&S=1&ShowAll=No&StartRow=1&SUB=0&Temporal=>

Note: Overall poverty rate is defined on a pre-tax basis.

<sup>18</sup> Source: Alice Kolynsyk, Operations Manager, Red Deer Food Bank. Personal Communication. June 9, 2010.

<sup>19</sup> Source: Shirley Berry, Board Chair, Red Deer Community Clothing Bank. Personal Communication. June 10, 2010.

<sup>20</sup> Source: Statistics Canada, Table 252-0051 for 1998-2009 data.

<sup>21</sup> Source: Statistics Canada, Table 252-0051 for 1998-2009 data.

<sup>22</sup> 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 2009 data: Statistics Canada. *Police Resources in Canada 2009*, pages 16 , 17 and 29.  
<http://www.statcan.gc.ca/pub/85-225-x/85-225-x2009000-eng.pdf>

Notes: 1.) Data refers only to municipality not the Census Agglomerate.

2.) Note: Police is defined to include municipal police, RCMP, QPP, OPP and Newfoundland Constabulary; only permanent, full-time officers are included. It is notable that these numbers are derived from 2008 police count, but 2007 population count. Ontario data exclude officers at RCMP headquarters and Saskatchewan data excludes officers at the RCMP Training Academy.

<sup>23</sup> Source: Statistics Canada, Table 252-0051 for 1998-2009 data.

Note: Criminal code traffic violations calculated by CSLs by subtracting Criminal code violations that exclude traffic crimes from criminal code violations that include traffic crimes.

<sup>24</sup> Source: 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.

Source: Statistics Canada, Table 252-0051.

<sup>25</sup> Source: Dean Scott, Crime Prevention Coordinator, City of Red Deer. Personal Communication. May 25, 2010.

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<sup>26</sup> Source: Standing Together: Crime Prevention Update, A Report to the Community. Spring 2010. Dean Scott, Crime Prevention Coordinator, City of Red Deer. Personal Communication. May 25, 2010.

<sup>27</sup> Source: Standing Together: Crime Prevention Update, A Report to the Community. Fall 2010.

<sup>28</sup> Source: City of Red Deer Website. Accessed May 21, 2010.

<http://www.reddeer.ca/City+Government/City+Services+and+Departments/Legislative+and+Administrative+Services/Council+Committees/SAFE+Downtown+Initiatives+Task+Force+Committee/default.htm>

<http://www.reddeer.ca/City+Government/News+Releases/Archive/2009/October/Downtown+safety+and+security+an+important+issue+for+The+City+of+Red+Deer.htm>

<http://www.reddeer.ca/City+Government/News+Releases/Archive/2009/November/Provide+input+into+downtown+safety+and+vitality.htm>

<http://www.reddeer.ca/City+Government/News+Releases/Archive/2009/November/Continue+the+dialogue+on+downtown+safety+and+vitality.htm>

<sup>29</sup> Source: \* 2009 Canada's Vital Signs. Community Foundations of Canada. <http://www.vitalsignscanada.ca/nr-2009-research-findings-e.html#sec-health> . Accessed June 9, 2010.

<sup>30</sup> Source: \* 2009 Canada's Vital Signs. Community Foundations of Canada. <http://www.vitalsignscanada.ca/nr-2009-research-findings-e.html#sec-health> . Accessed June 9, 2010.

<sup>31</sup> Source: 1997 and 2001 data are from Statistics Canada, Vital Statistics- Birth Database. Table 102-4203. Cansim series: v21525794, v21526154, v21526190, v21526208, v21526298, v21526406, v21526532, v21526946, v21527324, v21527486, v21527540, v21527558, v21527594, v21527612, v21527828, v21527936, v21528044, v21528062, v21528080, v21528098, v21528116, v21528224, v21528368, v21528386, v21528422, v21527090, v21527360, v21528314, v21528332, v21528350, v21526586, v21525794, v21526028, v21526064, v21527180, v21528260, v21528278, v21528404.

Source: 2001-2002 to 2007-2008 was from [http://secure.cihi.ca/cihiweb/en/downloads/Childbirth\\_AiB\\_FINAL\\_E.pdf](http://secure.cihi.ca/cihiweb/en/downloads/Childbirth_AiB_FINAL_E.pdf)

Notes:

- 1.) Data from 2001-2002 to 2007-2008 is taken from April 1 to March 31.
- 2.) Low birth weight babies are less than 2,500 grams. CIHI data for 2001-2002 to 2007-2008 are for the fiscal years defined as of April 1.
- 3.) Health Region boundaries changed in 2005, data from 2001-2002 to 2004-2005 are revised data for current boundaries.
- 4.) Rates for Canada are found using weighted average based on provincial births.

<sup>32</sup> Source: Canadian Institute for Health Information, Health Indicator Reports. <http://www.cihi.ca/hireports>

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<sup>33</sup> Source: For CMA data, Statistics Canada, Labor Force Survey, CANSIM Table 279-0029. Data for Economic Regions are by special request, Program A050920.

<sup>34</sup> Source: The Water Chronicles. This collects data from authority of each province, which differs in each province. The site is updated twice a day. <http://www.water.ca/textm.asp>

<sup>35</sup> 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.

Notes: 1) Self reported Body Mass Index (BMI) 30.0 or higher. 18 years and over.

<sup>36</sup> 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 2009, 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.

<sup>37</sup> 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: 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.

<sup>38</sup> 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.

<sup>39</sup> Source: Statistics Canada. Canadian Community Health Survey (CCHS), Indicator Profile, Cansim Table 105-0502 for Canada, Provinces and Health Regions.

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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".

<sup>40</sup> Source: Statistics Canada. Canadian Community Health Survey. Table 105-0501- Health indicator profile, annual estimates, by age group and sex, Canada, provinces, territories, health regions (2007 boundaries) and peer groups, occasional, CANSIM (database).

[http://cansim2statcan.gc.ca/cgi-win/cnsmcgi.exe?Lang=E&CNSM-Fi=CII/CII\\_1-eng.htm](http://cansim2statcan.gc.ca/cgi-win/cnsmcgi.exe?Lang=E&CNSM-Fi=CII/CII_1-eng.htm) .

Accessed June 24, 2010.

Note: Starting in 2009, the denominator includes all the population aged 12 and over. This change applies to rates from all years in the table. In data released before 2009, the denominator included only the population who reported having had at least one drink in the past 12 months. Increasing the population in the denominator reduces the estimate rates. This change was implemented to produce more comparable rates over time and is more consistent with methods used in calculating other indicators.

<sup>41</sup> Source: Statistics Canada. Canadian Community Health Survey. Table 105-0501- Health indicator profile, annual estimates, by group and sex, Canada, provinces, territories, health regions (2007 boundaries) and peer groups, occasional, CANSIM (database).

[http://cansim2statcan.gc.ca/cgi-win/cnsmcgi.exe?Lang=E&CNSM-Fi=CII/CII\\_1-eng.htm](http://cansim2statcan.gc.ca/cgi-win/cnsmcgi.exe?Lang=E&CNSM-Fi=CII/CII_1-eng.htm) .

Accessed June 24, 2010.

Notes: 1. Since 2009, all rates in this table are calculated excluding non-response categories ("refusal", "don't know", and "not stated") in the denominator.

2. Canada and provincial estimates are based on sub-sample weights for 2005 data.

<sup>42</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *Research Summary, Preliminary Results from the Parent Interviews and Direct Assessments of Children Survey (PIDACS)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>43</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *Research Summary, Preliminary Results from the Parent Interviews and Direct Assessments of Children Survey (PIDACS)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>44</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *Research Summary, Preliminary Results from the Parent Interviews and Direct Assessments of Children Survey (PIDACS)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>45</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *Research Summary, Preliminary Results from the Parent Interviews and Direct Assessments of Children Survey (PIDACS)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>46</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *Research Summary, Preliminary Results from the Parent Interviews and Direct Assessments of Children Survey (PIDACS)*. Understanding the Early Years Community Presentation, December 1, 2009.

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<sup>47</sup> Source: Jennifer Vanderschaeghe, Executive Director, Central Alberta AIDS Network Society. Personal Communication. August 23, 2010.

<sup>48</sup> Source: Statistics Canada, Labour Force Survey. Available by special request Program A050705.

Notes: 1. Economic region.

2. Tabulations for Canada are based on data for the 10 Provinces, Territories are excluded.

<sup>49</sup> Source: Statistics Canada. Labor Force Survey, by special request.

Note: Tabulations for Canada are based on information for the ten provinces, excluding territories.

<sup>50</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *School Readiness in Red Deer: The Results of the Early Development Instrument (EDI)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>51</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *School Readiness in Red Deer: The Results of the Early Development Instrument (EDI)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>52</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *School Readiness in Red Deer: The Results of the Early Development Instrument (EDI)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>53</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *School Readiness in Red Deer: The Results of the Early Development Instrument (EDI)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>54</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *School Readiness in Red Deer: The Results of the Early Development Instrument (EDI)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>55</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *School Readiness in Red Deer: The Results of the Early Development Instrument (EDI)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>56</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *School Readiness in Red Deer: The Results of the Early Development Instrument (EDI)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>57</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *School Readiness in Red Deer: The Results of the Early Development Instrument (EDI)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>58</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *School Readiness in Red Deer: The Results of the Early Development Instrument (EDI)*. Understanding the Early Years Community Presentation, December 1, 2009.

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<sup>59</sup> Source: Red Deer Understanding the Early Years Project, Family Services of Central Alberta. *School Readiness in Red Deer: The Results of the Early Development Instrument (EDI)*. Understanding the Early Years Community Presentation, December 1, 2009.

<sup>60</sup> Score: Canadian Council on Learning (CCL), CMA and CA data are by special request.  
<http://www.ccl-cca.ca/CLI>

Notes: 1.) The CLI scores 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 2010 reflect the most recent data available for all 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 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>

<sup>61</sup> Source: Central Alberta Children's Festival Website. <http://www.centralalbertachildrensfestival.ca> . Accessed August 4, 2010.

<sup>62</sup> Source: Central Alberta Children's Festival Website. <http://www.centralalbertachildrensfestival.ca> . Accessed August 4, 2010.

<sup>63</sup> Source: Judy Scott, Parent Link Manager, Family Services of Central Alberta. Personal Communication. August 4, 2010.

<sup>64</sup> Source: Human Resources and Skills Development Canada. *Indicators of Wellbeing in Canada-Housing*. <http://www4.hrsdc.gc.ca/.3ndic.1t.4r@-eng.jsp?iid=43> . Accessed June 10, 2010.

<sup>65</sup> Source: Human Resources and Skills Development Canada. *Indicators of Wellbeing in Canada-Housing*. <http://www4.hrsdc.gc.ca/.3ndic.1t.4r@-eng.jsp?iid=43> . Accessed June 10, 2010.

<sup>66</sup> Source: Canada Housing and Mortgage Corporation. *Housing Market Information: Rental Market Statistics*.

[http://www.cmhc-schl.gc.ca/odpub/esub/64725/64725\\_2007\\_B02.pdf](http://www.cmhc-schl.gc.ca/odpub/esub/64725/64725_2007_B02.pdf)  
[http://www.cmhc-schl.gc.ca/odpub/esub/64459/64459\\_2008\\_A01.pdf](http://www.cmhc-schl.gc.ca/odpub/esub/64459/64459_2008_A01.pdf)

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[http://www.cmhc-schl.gc.ca/odpub/esub/64725/64725\\_2009\\_B01.pdf](http://www.cmhc-schl.gc.ca/odpub/esub/64725/64725_2009_B01.pdf)

Note: Based on Vacancy Rates (%) in privately initiated rental apartment structure of three units and over in April of reference year.

<sup>67</sup> Sources: Canada Housing and Mortgage Corporation. *Housing Market Information: Rental Market Statistics*. April 2009. Page 59.

Canada Housing and Mortgage Corporation. *Housing Market Information: Rental Market Statistics*. October 2009. Page 59.

Bernadette Majdell, Corporate Representative, Prairie & territory Community Development Centre, Canada Housing and Mortgage Corporation. Personal Communication. July 2009.

<sup>68</sup> Source: Canada Housing and Mortgage Corporation. *CHS- Residential Building Activity*. Provincial, National and community data from Table 6.

[http://www.cmhc-schl.gc.ca/odpub/esub/64681/64681\\_2010\\_A01?lang=en](http://www.cmhc-schl.gc.ca/odpub/esub/64681/64681_2010_A01?lang=en)

Note: The percent change is from 2001-2009 when 2000 data unavailable.

<sup>69</sup> Source: Central Alberta Realtors Association. *Rising Mortgage Rates-Boosts Housing Market in Central Alberta-Media Release*. April 5, 2010.

[http://www.rdreb.ca/includes/Central\\_Alberta\\_PDF/April\\_2010\\_News\\_Release.pdf](http://www.rdreb.ca/includes/Central_Alberta_PDF/April_2010_News_Release.pdf)

<sup>70</sup> Source: Central Alberta Realtors Association. *Rising Mortgage Rates-Boosts Housing Market in Central Alberta-Media Release*. April 5, 2010.

[http://www.rdreb.ca/includes/Central\\_Alberta\\_PDF/April\\_2010\\_News\\_Release.pdf](http://www.rdreb.ca/includes/Central_Alberta_PDF/April_2010_News_Release.pdf)

<sup>71</sup> Source: 49<sup>th</sup> Street Youth Shelter Brochure.

<sup>72</sup> Source: 49<sup>th</sup> Street Youth Shelter Brochure.

<sup>73</sup> Source: Rose Hatfield, Program Manager, 49<sup>th</sup> Street Youth Shelter. Personal Communication. June 24, 2010.

<sup>74</sup> Source: 49<sup>th</sup> Street Youth Shelter Brochure.

Source: Rose Hatfield, Program Manager, 49<sup>th</sup> Street Youth Shelter. Personal Communication. June 24, 2010.

<sup>75</sup> Source: 49<sup>th</sup> Street Youth Shelter Brochure.

Source: Rose Hatfield, Program Manager, 49<sup>th</sup> Street Youth Shelter. Personal Communication. June 24, 2010.

<sup>76</sup> Source: 49<sup>th</sup> Street Youth Shelter Brochure.

Source: Rose Hatfield, Program Manager, 49<sup>th</sup> Street Youth Shelter. Personal Communication. June 24, 2010.

<sup>77</sup> Source: 49<sup>th</sup> Street Youth Shelter Brochure.

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Source: Rose Hatfield, Program Manager, 49<sup>th</sup> Street Youth Shelter. Personal Communication. June 24, 2010.

<sup>78</sup> Source: Rose Hatfield, Program Manager, 49<sup>th</sup> Street Youth Shelter. Personal Communication. June 24, 2010.

<sup>79</sup> Source: Rose Hatfield, Program Manager, 49<sup>th</sup> Street Youth Shelter. Personal Communication. June 24, 2010.

<sup>80</sup> Source: Rose Hatfield, Program Manager, 49<sup>th</sup> Street Youth Shelter. Personal Communication. June 24, 2010.

<sup>81</sup> Source: Rose Hatfield, Program Manager, 49<sup>th</sup> Street Youth Shelter. Personal Communication. June 24, 2010.

<sup>82</sup> Source: Statistics Canada. Census 1996, 2001 and 2006.

For 2001 Data:

<http://www12.statcan.ca/english/census01/products/standard/themes/RetrieveProductTable.cfm?Temporal=2001&PID=60337&APATH=3&GID=431515&METH=1&PTYPE=55440&THEME=46&FOCUS=0&AID=0&PLCANAME=0&PROVINCE=0&SEARCH=0&GC=99&GK=NA&VID=0&NAMEF=&FL=0&RL=0&FREE=0>

For 2006 data:

<http://www12.statcan.ca/english/census06/data/topics/RetrieveProductTable.cfm?TPL=RETR&ALEVEL=3&APATH=3&CATNO=&DETAIL=0&DIM=DS=99&FL=0&FREE=0&GAL=0&GC=99&GK=NA&GRP=1&IPS=&METH=0&ORDER=1&PID=93716&PTYPE=88971&RL=0&S=1&ShowAll=No&StartRow=1&SUB=0&Temporal=2006&Theme75&VID=0VNAMEE=&VNAMEF=>

<sup>83</sup> Source: Statistics Canada, CANSIM Table 051-0035 for CMAs, CDs and Provinces. CANSIM Table 051-0004 for Canada.

Notes: 1.) 2001-2007 data is for 2002-2007.

2.) Data pertains to Census Metropolitan Area and Census Districts.

3.) Net International Migration is defined as (Immigrants+ Returning Immigrants+ Net Non-Permanent Residents)- (Emigrants + Net Temporary Emigrants)

<sup>84</sup> Sources: Statistics Canada, Labor Force Survey. CAs based on Economic Region data.

Total employment in economic regions, provinces and Canada, CANSIM Table 282-0055, 282-0002

Economic Region Data: Labor Force Survey, Special Request.

Further information available from the OECD, in a report entitled: *Jobs for Youth: CANADA*, released June 11, 2008.

[http://www.oecd.org/document/6/0,3343,en\\_2649\\_201185\\_40787014\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/document/6/0,3343,en_2649_201185_40787014_1_1_1_1,00.html)

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Note: Annual averages.

<sup>85</sup> Source: Jaime Huizing, Settlement Counselor, Temporary Foreign Worker Settlement Program, Catholic Social Services. Personal Communication. May 19, 2010.

<sup>86</sup> Source: Kristina Oberg, Culture Superintendent, City of Red Deer. *A Profile of Artists in Red Deer*. June 4, 2010.

<sup>87</sup> Source: Kristina Oberg, Culture Superintendent, City of Red Deer. *A Profile of Artists in Red Deer*. June 4, 2010.

*Definitions:*

1.) *Emerging Artist- has 2-5 years experience; has specialized training; a minimal to modest history of public presentation; and is not yet recognized as a professional artist among his or her peers.*

2.) *Professional Artist- has 6 years experience or more; specialized training; an extensive history of public presentation; and is recognized as a professional artist among his or her peers.*

<sup>88</sup> Source: Kristina Oberg, Culture Superintendent, City of Red Deer. *A Profile of Artists in Red Deer*. June 4, 2010.

*Definitions:*

1.) *Visual Artists- include acrylic, oil and watercolor painters, illustrators, sculptors, photographers, potters, woodcarvers, glass-blowers and weavers.*

2.) *Performing Artists- include musicians, singers, dancers, actors and street performers.*

3.) *Literary Artists- authors, poets, playwrights.*

4.) *Multidisciplinary Artists- practiced two or three types of art more or less equally.*

<sup>89</sup> Source: Kristina Oberg, Culture Superintendent, City of Red Deer. *A Profile of Artists in Red Deer*. June 4, 2010.

<sup>90</sup> Source: Kristina Oberg, Culture Superintendent, City of Red Deer. *A Profile of Artists in Red Deer*. June 4, 2010.

<sup>91</sup> Source: Kristina Oberg, Culture Superintendent, City of Red Deer. *A Profile of Artists in Red Deer*. June 4, 2010.

<sup>92</sup> Sources: 2000-2008 data:

[http://www.mississauga.ca/portal/residents/librarestatistics?paf\\_gear\\_id=9700018&itemId=105000733n](http://www.mississauga.ca/portal/residents/librarestatistics?paf_gear_id=9700018&itemId=105000733n)

2006 data: 2006 Canadian Public Library Statistics. Combined Ranking Tables.

[http://www.mississauga.ca/file/COM/Ranking\\_Tables\\_and\\_Sample\\_Graphs.pdf](http://www.mississauga.ca/file/COM/Ranking_Tables_and_Sample_Graphs.pdf)

Mississauga. *Public Library Statistics 2005*. Pages 18 and 32.

[http://www.mississauga.ca/file/COM/2005\\_CULC\\_Ranking\\_Tables\\_revsept29.pdf](http://www.mississauga.ca/file/COM/2005_CULC_Ranking_Tables_revsept29.pdf)

2000 Data: Mississauga. *2000 Canadian Public Library Rankings*. Pages 5 and 6

[http://www.mississauga.ca/file/COM/00rankings\\_all.pdf](http://www.mississauga.ca/file/COM/00rankings_all.pdf)

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Note: 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 person was involved or not.

<sup>93</sup> Source: Red Deer Summer CentreFest Society. *CentreFest 2010 Breaks Attendance Record*. Media Release. August 4, 2010.

CentreFest Website. <http://www.centrefest.ca> . Accessed August 4, 2010.

<sup>94</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

<sup>95</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

<sup>96</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

<sup>97</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

*Definition:*

*Carbon Monoxide (CO) is a colorless, odorless gas that reduces the ability of blood to absorb and deliver oxygen to cells in the body. It is formed when carbon-based fuels, such as gasoline, natural gas and wood are incompletely burned. Motor vehicles are the main source of carbon monoxide. For this reason, carbon monoxide in Alberta is monitored only in urban centres.*

<sup>98</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

*Definition: **Hydrogen Sulphide (H<sub>2</sub>S)** is a gas with a "rotten egg" smell. The main source is industrial emissions (from petroleum refineries, natural gas plants, petrochemical plants, oil sands plants, sewage treatment facilities, pulp and paper mills, and animal feedlots). Hydrogen sulphide can cause health effects in humans, be toxic to animals, birds and aquatic environments and also presents an odor problem. Alberta's Ambient Air Quality Objective for hydrogen sulphide is based on odor perception.*

<sup>99</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

*Definition: **Nitrogen Dioxide (NO<sub>2</sub>)** is a reddish brown gas formed through burning at high temperatures. The presence of nitrogen dioxide in the atmosphere has known health and environmental effects. It also contributes to ground-level ozone and particulate matter. Motor vehicles, electric utilities and industrial boilers are sources of nitrogen dioxide in Alberta.*

<sup>100</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

*Definition: **Ozone (O<sub>3</sub>)** is a pale blue gas identified by a sharp odor and is found in the upper atmosphere and near the ground. At ground-level it is formed when nitrogen oxides (NO<sub>x</sub>) and volatile organic*

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compounds (VOC) combine in the presence of sunlight. Ground-level ozone is a component of photochemical smog. It can be harmful to human health and vegetation.

<sup>101</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

*Definition: **Sulphur Dioxide** (SO<sub>2</sub>) is a compound formed when fossil fuels, such as coal, are burned. It can cause health problems and is key contributor to acid deposition, including acid rain. It also contributes to particulate matter.*

<sup>102</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

*Definition: **Fine Particulate Matter** (PM<sub>2.5</sub>) includes a wide variety of tiny particles (2.5 microns or less) that are small enough to remain in the air for long periods of time, and can be inhaled deeply into the lungs. Sources of fine particulate matter can include soil, roads, agricultural dust, vehicles, industrial emissions, smoke from forest fires, cigarettes, household fireplaces and barbecues. In high concentrations, suspended particulates may cause human health problems.*

<sup>103</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

*Definition: **Benzene** is part of the large group of chemicals called volatile organic compounds (VOCs). In Alberta, the main sources are motor vehicle exhaust emissions, followed by industrial emissions and other combustion sources. Benzene also enters the air through evaporation from handling and storing fuels, the use of solvents and cigarette smoke. Natural sources include volcanoes and forest fires. Benzene can be harmful to the environment and exposure can cause serious health effects.*

<sup>104</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

*Definition: **Benzo(a)pyrene** (benzo-alpha-pyrene) is a member of a class of compounds known as polycyclic aromatic hydrocarbons (PAHs). It can travel long distances, does not break down easily, can accumulate in the environment and is suspected to cause cancer in human. Benzo(a)pyrene is primarily a by-product of incomplete combustion. It comes from a variety of combustion sources, including industrial processes, transportation energy production and use, food preparation, smoking tobacco, and open trash burning. It is found in materials such as tar and asphalt and is produced naturally through forest or grass fires.*

<sup>105</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

*Definition: Acidic compounds are formed in the atmosphere through a set of complex reactions. These compounds are transported to the earth in rain, snow and fog (**wet deposition**). Acid deposition can also occur in particulate or gaseous form (dry deposition). Deposition of acidic substances can have adverse effects on the environment. Potential Acid Input (PAI) is the indicator used to represent wet deposition. PAI is basically a measure of the acidifying potential of rain and is calculated by adding all the acidic components in the precipitation and subtracting all of the basic or neutralizing components.*

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<sup>106</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

*Definition: **Air Quality Index (AQI)** is a numerical value describing the quality of outdoor air in Alberta. The index is a simplified tool designed to give the public easy access to inform Alberta's air quality. The AQI is based on the concentration of five major pollutants. The four air quality ratings (Good, Fair, Poor and Very Poor) are based on the effects of air quality on people, animals and the environment.*

<sup>107</sup> Source: Air Policy and Environmental Health Section, Environmental Assurance Division, Alberta Environment. *Ambient Air Quality Trends in Alberta 2008*. October 2008.

*Definition: **Particulate Matter** plays a role in the production of smog, may cause human health problems and can contribute to acid deposition, reduced visibility and possible changes to our climate. Ozone is also a component of photochemical smog. It can be harmful to human health and vegetation and degrade synthetic materials. The Canada-Wide Standards for particulate matter and ozone and Alberta's Particulate Matter and Ozone Framework were developed to protect against human health impacts associated with these pollutants and are based on the principles of continued improvement, pollution prevention and keeping clean areas clean.*

<sup>108</sup> Source: For municipal data: Environment Canada. Water Use Data 2004. Based on Municipal Water and Wastewater for years 1999, 2001 and 2004.

<http://www.en.gc.ca/eau-water/default.asp?lang=En&n=851B096C-1>

For national and provincial data: Data for 2001 found through 2004 Municipal Water Use Report. Data for 2004 found through 2007 Municipal Water Use Report.

[http://www.en.gc.ca/water/en/info/pubs/sss/e\\_mun2001.htm](http://www.en.gc.ca/water/en/info/pubs/sss/e_mun2001.htm)

[http://www.en.gc.ca/WATER/en/info/pubs/sss/e\\_mun2004.htm](http://www.en.gc.ca/WATER/en/info/pubs/sss/e_mun2004.htm)

Notes: 1. Red Deer data pertains to the Census Agglomerate (CA).

2. The average daily flow of water for CMA and CA is estimated by the population weighted average of the municipal water distribution services, based on the 2004 population distribution. The total population for the municipal water distribution service does not necessarily match the population of the municipality.

3. Years for which the average daily flow of water per capita is identical within a municipality may indicate that a municipality did not respond to the Wastewater Survey. When this happens Environment Canada imputes the data based on the last survey response by the municipality.

<sup>109</sup> Source: Alberta Environment. *Alberta River Water Quality Index Results 2007-2008*.

<http://environment.gov.ab.ca/info/library/7680.pdf>. Accessed June 18, 2010.

<sup>110</sup> Source: Government of Alberta, Information Bulletin. *Albertans urged to limit consumption of some species of fish*. October 23, 2009.

<http://alberta.ca/home/NewsFrame.cfm?ReleaseID=/acn/200910/271808202215F-E135-2FC4-F2E7BF6A16082B6D.html>. Accessed June 1, 2010.

<sup>111</sup> Source: Government of Alberta, Information Bulletin. *Albertans urged to limit consumption of some species of fish*. October 23, 2009.

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<http://alberta.ca/home/NewsFrame.cfm?ReleaseID=/acn/200910/271808202215F-E135-2FC4-F2E7BF6A16082B6D.html>. Accessed June 1, 2010.

<sup>112</sup> Sources: 1971-2000: Environment Canada, 2006, Climate Normals 1971-2000. Canadian Meteorological Centre, Climate Information Branch.

[http://climateweatheroffice.gc.ca/climate\\_normals/index\\_e.html](http://climateweatheroffice.gc.ca/climate_normals/index_e.html)

2001-2008: Environment Canada, Canadian Climate Data Online, Canadian Meteorological Centre, Climate Information Branch.

[http://climate.weatheroffice.gc.ca/climateData/canada\\_e.html](http://climate.weatheroffice.gc.ca/climateData/canada_e.html)

Note: If not indicated, location of measurement station is the major airport for that location.

<sup>113</sup> Sources: 1971-2000: Environment Canada, 2006, Climate Normals 1971-2000. Canadian Meteorological Centre, Climate Information Branch.

[http://climateweatheroffice.gc.ca/climate\\_normals/index\\_e.html](http://climateweatheroffice.gc.ca/climate_normals/index_e.html)

2001-2008: Environment Canada, Canadian Climate Data Online, Canadian Meteorological Centre, Climate Information Branch.

[http://climate.weatheroffice.gc.ca/climateData/canada\\_e.html](http://climate.weatheroffice.gc.ca/climateData/canada_e.html)

Notes: 1) If not indicated, location of measurement station is the major airport for that location.

2) Average monthly maximum/minimum is the average of daily maximum/minimum for the hottest and coldest months respectively in that year.

<sup>114</sup> 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 282-0064 for the CA data.

Provincial data available in CANSIM Table 2820055

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

2. Data based on Labor Force Survey are based on annual average.

<sup>115</sup> Source: Economic Regions, based on data from CANSIM Table 2820054.

Provincial Data available in CANSIM Table 2820054, Labor Force Survey Estimates (LFS), by provinces and Economic Regions, 3-month moving average, unadjusted for seasonality, monthly (persons).

<sup>116</sup> Source: Economic Regions, based on data from CANSIM Table 2820054.

Provincial Data available in CANSIM Table 2820054, Labor Force Survey Estimates (LFS), by provinces and Economic Regions, 3-month moving average, unadjusted for seasonality, monthly (persons).

<sup>117</sup> Source: Employment levels from Statistics Canada, CANSIM Tables 282-0053 (CMA Data), 282-0055 (Canada and Provinces) and 282-0064 (CA data).

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<http://www12.statcan.ca/english/Profil/Details/details1inc.cfm?SEARCH=BEGINS&PSGC=35&SGC=3524001&A=&LANG=E&Province=All&Placen.ame=Oakville&CSDn.aME=Oakville&CMA=535&SEARCH=BEGINS&DataType=1&Typen.ameE=Town&ID=7283>

<http://www12.statcan.ca/english/profil01/CP01/Details/Page.cfm?Lang=E&Geo1=CSD&Code1=3524001&Geo2=PR&Code2=35&Data=Count&SearchText=Oakville&SearchType=Begins&SearchPR=01&B1=Work&Custom=>

<http://www12.statcan.ca/english/census06/data/profiles/community/Details/Page.cfm?Lang=E&Geo1=CSD&Code1=3524001&Geo2=PR&Code2=35&Data=Count&SearchText=Oakville&SearchType=Begins&SearchPR=01&B1=Labour&Custom=>

Notes: 1. Refers to urban centers as defined by Labor Force Survey, which do not necessarily correspond to Census Agglomerate (CA).

2. Employment growth is calculated from the employment level data.

<sup>118</sup> Source: For average and median earnings in current dollars, Statistics Canada. Labor Force Survey. Note: Appendix tables for Average and Median Hourly Earnings in current dollars 1997-2009.

<sup>119</sup> Source: Public Interest Alberta. *Alberta Low Wage Statistics- 2010 Fact Sheet*. June 15, 2010. [http://www.pialberta.org/content\\_pdf/Low-Wage-Statistics\\_2010](http://www.pialberta.org/content_pdf/Low-Wage-Statistics_2010)

Public Interest Alberta. *Too many Albertans struggling on Low Incomes*. News Release. June 15, 2010. <http://www.pialberta.org/news>

Red Deer Advocate. June 18, 2010. Page A1.

<sup>120</sup> Source: Statistics Canada. Cansim Tables 2820055 and 282-0053, Cansim series v2356780, v2356785, v2356786, v2356787, v2356789, v2356794, v2356798, v2356799, v2356801, v2356802, v26616472, v26616607, v26616661. Data for CAs is from Cansim Table 282-0064.

The unemployment rates for the provinces based on Labour Force Survey Estimates, Cansim series v2170201, v2171065, v2171281, v2171497, v2171929, v2172145 and v2172361.

Provincial data available in CANSIM Table 2820055

Medium sized cities data available in series 2820064

Note: Data refers to Economic Region.

<sup>121</sup> Source: Economic Regions, based on data from CANSIM Table 2820054. Provincial Data available in CANSIM Table 2820054, Labor Force Survey Estimates (LFS), by provinces and Economic Regions, 3-month moving average, unadjusted for seasonality, monthly (persons).

<sup>122</sup> Source: Statistics Canada. Calculated from CANSIM Table 276-0009, monthly data are averaged to form annual data.

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

<sup>123</sup> Source: Statistics Canada. Calculated from CANSIM Table 276-0009, monthly data are averaged to form annual data.

<sup>124</sup> Source: Statistics Canada. CANSIM Table 105-0501.

<sup>125</sup> Source: Canadian Blood Services Website. Accessed May 31, 2010.  
[http://www.blood.ca/CentreApps/Internet/UW\\_V502\\_MainEngine.nsf/page/National\\_Challenge?OpenDocument](http://www.blood.ca/CentreApps/Internet/UW_V502_MainEngine.nsf/page/National_Challenge?OpenDocument) .

<sup>126</sup> Sources: City of Red Deer. *Election 2010: Information for Potential Candidates, Candidate Handbook-Election Trivia, Page 2*. January 14, 2010.

<sup>127</sup> Source: Elections Alberta. *Variation in Turnout By Alberta Electoral Division, 2008 Report*. Page 12. September 2008.

<sup>128</sup> Source: Elections Canada. Official Voting Results. 2000, 2004, 2006, 2008  
<http://www.elections.ca/content.asp?section=gen&dir=rep/37g&document=table11&lang=e&textonly=false>  
<http://www.elections.ca/scripts/OVR2004/default.html>  
<http://www.elections.ca/scripts/OVR2006/default.html>  
<http://www.elections.ca/scripts/OVR2008/default.html>

Note: Appendix tables available for ballots cast, number of total electors and riding breakdowns.

<sup>129</sup> Source: Average calculated by CSLS based on the 2007 and 2008 CCHS Survey.

<sup>130</sup> Source: Lyn Radford, Chair, 2010 Red Deer Olympic Torch Relay Committee. Personal Communication. May 14, 2010.

<sup>131</sup> Volunteer Red Deer Website. [www.volunteerreddeer.ca](http://www.volunteerreddeer.ca) . Accessed August 17, 2010.

<sup>132</sup> Source: Dawna Morey, Chief Executive Officer, Community Information and Referral Society (CIRS). Personal Communication. August 18, 2010.

<sup>133</sup> Source: Steve Parkin, Transit Facilities Superintendent, City of Red Deer. Personal Communication. June 16, 2010.

<sup>134</sup> Source: Steve Parkin, Transit Facilities Superintendent, City of Red Deer. Personal Communication. June 16, 2010.

<sup>135</sup> Source: Steve Parkin, Transit Facilities Superintendent, City of Red Deer. Personal Communication. June 16, 2010.

<sup>136</sup> Source: Legislative and Administrative Services, City of Red Deer. 2009 Municipal Census Report.

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<http://www.city.red-deer.ab.ca/NR/rdonlyres/89DC0332-A00D-459D-A0BC-5A5BA97DCE7E/0/2009MunicipalCensusReport.pdf>

Government of Alberta Transportation. "Number of motorized vehicles registered in Alberta as of March 31, 2005-2009."

<http://www.transportation.alberta.ca/Content/docType47/Production/vehreg2009.pdf>

Government of Alberta Transportation. "Number of licensed drivers in Alberta as of March 31, 2005-2009".

<http://www.transportation.alberta.ca/Content/docType47/Production/drivers2009.pdf>

<sup>137</sup> Source: Report on Central Alberta. Published by Red Deer Advocate. June 7, 2010. Page B3.

<sup>138</sup> Source: Dean Scott, Crime Prevention Coordinator, City of Red Deer. Personal Communication. May 25, 2010.

[http://www.reddeer.ca/NR/rdonlyres/836714C7-C5DD-4D10-](http://www.reddeer.ca/NR/rdonlyres/836714C7-C5DD-4D10-A948C0EBAAE4576D/0/0CPTEDIncentiveInformationSheetCSD.pdf)

[A948C0EBAAE4576D/0/0CPTEDIncentiveInformationSheetCSD.pdf](http://www.reddeer.ca/NR/rdonlyres/836714C7-C5DD-4D10-A948C0EBAAE4576D/0/0CPTEDIncentiveInformationSheetCSD.pdf) . Accessed May 26, 2010.

<http://www.reddeer.ca/Residents/Crime+Prevention/Crime+Prevention+Through+Environmental+Design/CPTED+Incentive+Funding+Pilot.htm>. Accessed May 26, 2010.