Developing a Community Sustainability Vision

Tool Kit - Module 5

PHASE

2

**ACTION
ITEM 5**

Develop/Assemble Community-Based Profile

Key Task 1: *Assemble all Community-Based Documents to Aid in Development of a Community-Based Profile*

Key Task 2: *Prepare or Update the Community Profile*

1 **KEY TASK**

Assemble all Community-Based Documents to Aid in Development of a Community-Based Profile

Objective	»	*Identify and obtain hard and electronic copies of the most recent versions of all materials which may assist with understanding the community's needs as they relate to the visioning process.*
Overall Responsibility	»	**Facilitator / Visioning "Champion" / Community Leadership**

Activities

» Conduct an inventory to identify documents which may inform the public's perspective related to the community. These documents may include:

- A community demographic profile;
- Community strategic plan;
- Community environmental scan;
- Integrated Community Sustainability Plan;
- Land use plan;
- Council decisions;
- Community vision (if it exists), community goals, community priorities, community plans; and
- Input from the community received from previous engagement sessions.

» Submit the completed list to the Visioning "Champion" and Community's Leadership to determine if there are other documents that may be appropriates.

» Once confirmed, determine the location of all documents (e.g. the Departments within the community responsible for these documents).

» Obtain both hard and electronic copies of the most recent drafts of all documents identified.

Checklist of all Available Community-based Documents to Support Community Sustainability Visioning

Document	Available		Description	Date Developed	Requires Updating	
	Yes	No			Yes	No
Community Demographic Profile	☐	☐			☐	☐
Community Strategic Plan	☐	☐			☐	☐
Community Environmental Scan	☐	☐			☐	☐
Integrated Community Sustainability Plan	☐	☐			☐	☐
Land Use Plan	☐	☐			☐	☐
Council Decisions (i.e. on Sustainability and / or Community Planning)	☐	☐			☐	☐
Community Vision	☐	☐			☐	☐
Community Goals	☐	☐			☐	☐
Community Priorities	☐	☐			☐	☐
Community Plans	☐	☐			☐	☐
Input from Previous Engagement Sessions	☐	☐			☐	☐

Comments:

2 KEY TASK

Prepare or Update the Community Profile

Objective	》	*Using in-house resources and/or Statistics Canada community profile data, ensure that the Community's demographic profile is up-to-date and reflective of the current state of affairs.*
Overall Responsibility	》	**Facilitator / Visioning "Champion"**

Activities

》 Prepare or update community profile using in-house statistics and/or Statistics Canada community profile data *(http://www12.statcan.gc.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E).* Key items which could be captured in the revised demographic profile include:

- Current and projected population of the community;
- Population age and distribution;
- Education and Income related data; and
- Economic data (e.g. land use, industry and sector related data).

》 Submit the updated community profile to the Visioning "Champion" for review, input, and accuracy.

》 Address all input and finalize the community profile.

》 If previous visioning or planning work had been undertaken it would be useful to consider undertaking a Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis. This involves considering the direction provided in these existing documents and asking the following questions:

- Are we accomplishing what we set out to do?
- How well are we accomplishing it?
- Why are we unable to accomplish what we set out to do?
- What do we need to accomplish our goals?
- What do we have within our community to help us accomplish our goals?
- What is the impact if we do not accomplish our goals?

These questions will allow the context of past work to be included in the profile (e.g. community is on track, community has established certain goals, but has not progressed as far as intended).

Example Community Profile

1. Population

Current Year (list year)			
Age (Years)	Total	Male	Female
0-10			
11-20			
21-30			
31-40			
41-50			
51-60			
61-70			
80+			

Population Over Time	
Category	Number
Population 10 Years Ago (Number)	
Population 5 Years Ago (Number)	
Population of Current Year (Number)	
Projected Population in 5 Years (Number)	
Projected Population in 10 Years (Number)	

Mobility of Population	
Category	Percent
Lived at the same address 1 year ago	
Lived in the Community but changed address within the last year	
Lived at the same address 5 years ago	
Lived in the Community but changed address within the last year	

2. Education

Educational Attainment	Percent
Total population over the age of 15 years	
No certificate, diploma, or degree	
High school certificate or equivalent	
Apprenticeship or trades certificate or diploma	
College, CEGEP or other non-university certificate or diploma	
University certificate or diploma below the bachelor level	
University certificate, diploma, or certificate	

3. Employment

Labour Force Activity	Total
Total population 15 years of age and over	
Total population participating in labour force	
Total population employed	
Total population unemployed	
Total population not participating in the labour force	

Category	Rate
Labour Force Participation Rate	
Employment Rate	
Unemployment Rate	

3. Employment (Cont)

Occupation	
Category	Percent
Total experienced labour force 15 years of age and over	
Management occupations	
Business, finance, and administration occupations	
Natural and applied sciences and related occupations	
Health occupations	
Occupations in social science, education, government service, and religion	
Occupations in art, culture, recreation, and sport	
Sales and service occupations	
Trades, transport, and equipment operations and related occupations	
Occupations unique to primary industry	
Occupations unique to processing, manufacturing, and utilities	

4. Income

Category	Total
Persons 15 years and over with income (counts)	
Median income – Persons 15 years of age and over	
Median income after tax - Persons 15 years of age and over	
Median income – couple households with children	
Median income – couple households without children	
Median income – single parent families	

6. Land Use

Type of Use	Percent
Commercial	
Residential	
Agricultural	
Industrial	
Protected	

5. Housing

Category	Number
Total private dwellings occupied by usual residents	
Single-detached houses – as % of total occupied private dwellings	
Semi-detached houses – as a % of total occupied private dwellings	
Raw houses – as a % of total occupied private dwellings	
Apartments, duplex – as a % of total occupied private dwellings	
Apartments in buildings with fewer than five storeys – as a % of total occupied private dwellings	
Other dwellings – as a % of total occupied dwellings	
Number of existing dwellings	
Number of owned dwellings	
Number of owned dwellings	
Number of dwellings being constructed	
Average value of owned dwelling	

7. Social Services

Facilities	Total
Number of Hospitals	
Number of Healthcare Centres	
Number of Community Centres	
Number of Recreational (Sport) Facilities (e.g boating clubs, soccer fields, baseball fields)	

Social & Entertainment Facilities

Number of Communal Retail Complexes (e.g. strip malls, shopping arcades, farmers' markets)	
Number of Restaurants	
Number of Entertainment Centres (e.g. movie theatre, video arcades)	
Number of Parks and Public Spaces	

8. Governance

Number of Sustainability Initiatives	Date Initiated
Plans	
Policies	
Commitments	
Activities	

Strengths, Weaknesses, Opportunities, Threats Analysis Template

Community Goals, Priorities, Objectives

Intended	Accomplished	Outstanding

Strenghts

Key Question:
"What do we have in-house to help us accomplish our goals?"

Opportunities

Key Question:
"How well are we accomplishing our goals?", "What do we need/What exists to help us accomplish our goals better?" & "Where / How can we obtain these supports?"

Weaknesses

Key Question:
"Why are we not able to accomplish what we set out to do?"

Threats

Key Question:
"What is the impact if we do not accomplish our goals?"

[1]*Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis is a good first step when undertaking any form of strategic planning. It operates by conducting a detailed internal inventory of all relevant documents which provide insight into the community's direction, its plans and priorities, and actions undertaken to date; AND asks the following questions: "Are we accomplishing what we set out to do?", "How well are we accomplishing it?", "Why are we not able to accomplish what we set out to do?", "What do we need to accomplish our goals?", "What do we have within our community to help us accomplish our goals?", & "What is the impact if we do not accomplish our goals?"*