



Tool Kit - Module 5

PHASE 2	<i>ACTION ITEM 5</i>	<i>Develop/Assemble Community-Based Profile</i>
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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	» <i>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.</i>
Overall Responsibility	» Facilitator / Visioning "Champion" / Community Leadership
<p>Activities</p> <ul style="list-style-type: none"> » Conduct an inventory to identify documents which may inform the public's perspective related to the community. These documents may include: <ul style="list-style-type: none"> - 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 appropriate. » 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
Community Demographic Profile	Yes <input type="checkbox"/> No <input type="checkbox"/>			Yes <input type="checkbox"/> No <input type="checkbox"/>
Community Strategic Plan	Yes <input type="checkbox"/> No <input type="checkbox"/>			Yes <input type="checkbox"/> No <input type="checkbox"/>
Community Environmental Scan	Yes <input type="checkbox"/> No <input type="checkbox"/>			Yes <input type="checkbox"/> No <input type="checkbox"/>
Integrated Community Sustainability Plan	Yes <input type="checkbox"/> No <input type="checkbox"/>			Yes <input type="checkbox"/> No <input type="checkbox"/>
Land Use Plan	Yes <input type="checkbox"/> No <input type="checkbox"/>			Yes <input type="checkbox"/> No <input type="checkbox"/>
Council Decisions (i.e. on Sustainability and / or Community Planning)	Yes <input type="checkbox"/> No <input type="checkbox"/>			Yes <input type="checkbox"/> No <input type="checkbox"/>
Community Vision	Yes <input type="checkbox"/> No <input type="checkbox"/>			Yes <input type="checkbox"/> No <input type="checkbox"/>
Community Goals	Yes <input type="checkbox"/> No <input type="checkbox"/>			Yes <input type="checkbox"/> No <input type="checkbox"/>
Community Priorities	Yes <input type="checkbox"/> No <input type="checkbox"/>			Yes <input type="checkbox"/> No <input type="checkbox"/>
Community Plans	Yes <input type="checkbox"/> No <input type="checkbox"/>			Yes <input type="checkbox"/> No <input type="checkbox"/>
Input from Previous Engagement Sessions	Yes <input type="checkbox"/> No <input type="checkbox"/>			Yes <input type="checkbox"/> No <input type="checkbox"/>
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+			

Category	Population Over Time	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)		

Category	Mobility of Population	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)

Category	Occupation	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	

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	

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	
Row 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	

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
_____	_____	_____

Strengths

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?”

¹Strengths, 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?”