REPORT TO COUNCIL

To: **Mayor and Councillors**

Subject: 2019 Neighbourhood Profiles Update

From: Roy M. Beddow, MCIP, RPP
Deputy Director of Development Services

Date: August 28, 2019

File #: 6410.00
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RECOMMENDATION:

THAT the 2019 Neighbourhood Profiles be received for information.

PURPOSE:

To present the 2019 Neighbourhood Profiles.

POLICY:

The Official Community Plan contains the following policies related to neighbourhoods:

13.2.1   *Plan services and programs around neighbourhoods where appropriate.*
13.2.2   *Support initiatives that engender neighbourhood identity and character.*
13.2.3   *Communicate with City residents at a neighbourhood level whenever possible.*

COMMENTS/ANALYSIS:

1.   Background

The 2019 Neighbourhood Profiles are the fifth version of the profiles to be published by the City. The first Neighbourhood Profiles were completed in 2001 and incorporated data from the 1996 Canada Census. Updated profiles were produced in 2004, 2009 and 2014 using information from the 2001, 2006 and 2011 Censuses. Each version was published to the City's website and delivered to City residences (according to the appropriate neighbourhoods).

The Neighbourhood Profiles resulted from a Neighbourhood Planning Study in 2000 that identified six City neighbourhoods based on elementary school catchment areas. The objectives of the Neighbourhood Planning Study were to:

- Create neighbourhood identity;
- Enhance neighbourhood image;
- Improve local government awareness;
- Protect neighbourhood stability.

Through the Neighbourhood Profiles and other initiatives the City has been working towards achieving these original objectives.
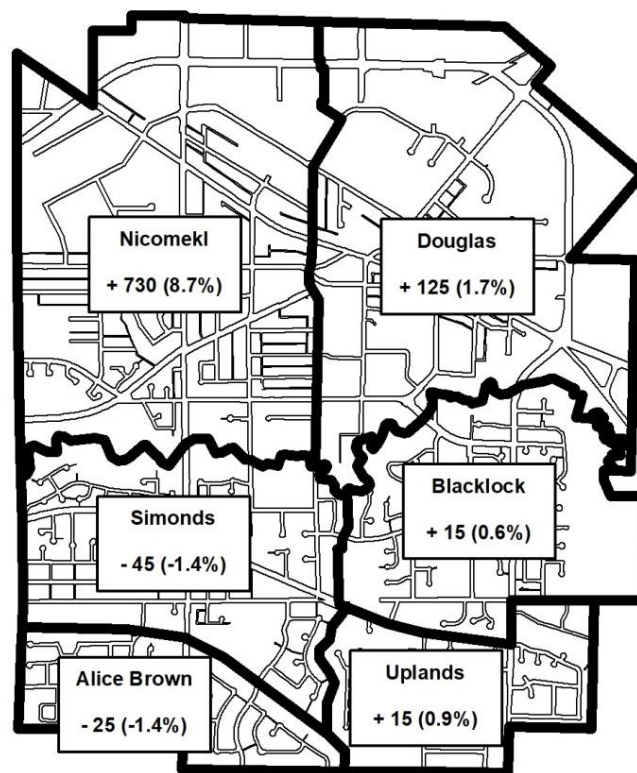
2.   2019 Neighbourhood Profiles

The new Profiles include brief descriptions of the neighbourhoods and their history illustrated with updated maps and photos. Socioeconomic data from the 2016 Canada Census and planning and development related information from the City are presented in a series of tables. Since 2001, Statistics Canada has provided customized Census data to the City based on its neighbourhood boundaries. With the results of four successive censuses it is possible to identify trends or patterns of change in the City's neighbourhoods. Some continuing high-level trends include:

- Growth concentrated in neighbourhoods north of the Nicomekl River;
- Households predominantly in multifamily dwelling types;
- Aging of the population across all neighbourhoods.

Neighbourhood Population Change
2011-2016

The following points highlight some of the key demographic and housing statistics for the 2011-2016 period in the City and its neighbourhoods:

- Nicomekl neighbourhood absorbed approximately 90% of the City's net population growth;
- Most of the new growth in Nicomekl neighbourhood occurred in the 35-39 and 60-69 age groups;
- Douglas neighbourhood had the oldest population with a median age of 50.5 and 31.1% aged 65 or older;
- Uplands ($120,236), Simonds ($110,563) and Alice Brown ($106,411) neighbourhoods had the highest average household incomes;
- Apartment households accounted for the largest increase (+495) of households by dwelling type in the City;
- The number of duplex dwelling households increased (+28.5%), consistent with previous censuses despite no new duplex construction in the City (believed to be misclassified secondary suites);
- The number of single family dwelling households declined slightly (-2.1%) as demolitions exceeded new construction.

3.   Publication and Delivery

The 2019 Neighbourhood Profiles will be posted to the City's website and publicized through social media and the City's eNewsletter. Recognizing the proliferation of internet access and the desire to reduce costs and environmental impacts, the project budget for this update did not include delivery of printed copies to City households. However, a limited number of copies will be printed for use at meetings and promotional events.

BUDGET IMPLICATIONS:

The 2019 Neighbourhood Profiles update were completed at a cost of $10.981.76 (including custom Census data purchase). The project was funded under the 2018 Capital Improvement Plan (DS2 – Neighbourhood Profile Update).

ALTERNATIVES:

N.A.

Respectfully Submitted,

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Roy M. Beddow, MCIP, RPP
Deputy Director of Development Services

Concurrence:

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Carl Johannsen, MCIP, RPP
Director of Development Services

Attachments:
1. Neighbourhood Profiles

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:

I support the recommendation.

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Francis Cheung, P. Eng.
Chief Administrative Officer