

A SIMPLE GUIDE FOR SASKATCHEWAN MUNICIPALITIES



Developed by the Municipal Capacity Development Program www.municipalcapacity.ca

TABLE OF CONTENTS

Executive Summary	i
The Socio-Economic Profile in Context4	
Step 1: Getting Started7	
Step 2: Gathering Regional Statistics9	1
Step 3: Data Interpretation and Presentation10)
Step 4: Building Conclusions17	7
The Municipal Capacity Development Program Services18)

DISCLAIMER: This document was created for the purpose of educating and assisting Saskatchewan municipalities. It is not intended for profit. Do not use without permission.

EXECUTIVE SUMMARY

The Municipal Capacity Development Program's (MCDP) Guide to the Regional Socio- Economic Profile is a valuable resource for Saskatchewan communities, intermunicipal groups, development professionals and organizations who strive to initiate sustainable planning and capacity building practices, identify local assets and opportunities for growth, and recognizing regional trends for strategic planning purposes.

The purpose of the guide is to provide guidance on compiling, analyzing and interpreting regional statistics for intermunicipal groups. It is simple, easy to follow, and provides helpful tips, information, and resource links to assist in the collection of information.

The guide begins with an introduction of the socio-economic profile in the context of regional strategic planning. It introduces how the profile can be used for formulating a community action plan, identifying regional priorities, asset mapping, and setting policies for the official community plan and zoning bylaws. The guide then outlines four general steps to building the socio-economic profile.

Step 1 outlines the process of developing the socio-economic profile document, providing tips on how to make it appealing and consumable to the general community. It recommends best tools and resources for developing the profile. Here group identity is discussed as 'setting the stage' for the socio-economic profile. Communities can include maps, accomplishments, vision, mission, and values, goals and priorities in introducing the region.

Steps 2 and 3 describe how to gather statistics and compile them regionally, explores data interpretation and analysis, defining demographics and quantitative data, how to create and present graphs, how to choose demographic categories and subcategories and their relevance, and simple population projection formulas. It also discusses rationale for comparing regional data with federal and provincial statistics to highlighting important data. Government and provincial links are provided to assist with finding additional information pertinent to each statistical category.

Step 4 concludes the socio-economic profile development in highlighting the value of external studies, plans and projects as complementary resources to the regional initiatives and applications of the socio-economic profile. It also outlines the importance of drawing conclusions based upon the data presented and connecting with existing strategic planning and priorities.

The Municipal Capacity Development Program assists Saskatchewan municipalities in building capacity for sustainability through facilitation, training, education and research. We provide the knowledge and support municipalities need to practice self-sustainable practices. The Municipal Guide to the Regional Socio-economic Profile is one of our many excellent resources. For more information, visit www.municipalcapacity.ca.

THE SOCIO-ECONOMIC PROFILE IN CONTEXT

The Regional Socio Economic Profile is a tool that provides a 'birds-eye view' of a group of communities. It can assist municipalities in identifying unique and shared characteristics for the purpose of implementing growth strategies, development planning, and supporting and growing local services. It displays combined and comparable statistical snapshots of the communities in your region, such as housing stock, demographics, average annual income, cost of housing, mobility in and out of the region, cultural and generational markers, languages, child population, etc.

The following diagram illustrates five essential components of municipal sustainability and capacity building. Each component is helpful in itself, however when combined with one or all of the others contributes to the successful development and implementation of a formal District Official Community Plan and Zoning Bylaws (including regional programs, policies and services). This diagram was developed by the Municipal Capacity Development Program to illustrate the process of building a regional strategy. By participating in any and all of these areas, our working groups are able to develop a coherent and strong intermunicipal working arrangement which may lead to anything from informal group session to implement shared services and bulk buying, to initiating a formal planning agreement and writing a district plan. An intermunicipal group may participate in any or all of the below processes. Contact MCDP at info@municipalcapacity.ca to find out more.

Formal Group WHATSIS THE SOCIO-ECONOMIC PROFILE USED FOR?

- \checkmark Backing up your funding applications, providing evidence of why something is needed
- ✓ Marketing your region and enhance tourism and economic development
- ✓ Identifying underused services (or opportunities for shared services)
- ✓ Forecasting problem areas (i.e. aging housing stock, employment rates)
- ✓ Identifying potential solutions at the municipal level (i.e. where to direct funding/strategic focus)
- ✓ Completing needs assessments
- ✓ Compiling Community Resource Inventories/Asset Management
- ✓ Better land use planning
- ✓ Developing local community profiles
- ✓ Preparing and enhancing governance documents



FORMAL VS. INFORMAL PLANNING

MOU = Going Steady
FORMAL PLANNING AGREEMENT = Engaged
DISTRICT OCP = Married

The level of co-operation and commitment is unique among each intermunicipal working group.

- The Formal Group Structure identifies who is involved in a working group, decision-making, powers of the committee, internal leadership and member responsibilities. A group's structure may be formal or informal. A Memorandum of Understanding is a document typically used to identify an informal partnership. A District Planning Agreement and District Official Community Plan are formal documents which imply a deeper level of the intermunicipal working relationship. Developing a group structure, either informal or formal, is the best first step in developing an intermunicipal strategy. For more information, see MCDP's <u>Guide to Municipal Co-operation-Succeeding in Regional Partnerships</u>.
- 2) A preliminary <u>Needs Assessment</u> can help identify common areas to work together, or unique issues to be addressed. MCDP has brief and comprehensive questionnaires available on our website to help. A needs assessment can assist the group in identifying regional priorities and strategies. For more information, see the <u>Municipal Government Self-Sustainability Tool</u> or complete <u>MCDP's Comprehensive Needs Assessment Survey</u>.

- 3) The <u>Community Action Plan</u> is a strategic planning document for your intermunicipal group. It holds your shared vision, mission statements, and values; it identifies the local and regional strengths and weaknesses, challenges and opportunities. Strategic planning focuses on the organization's long-term goals, assesses its capabilities to achieve those goals, and examines environmental factors that may affect your municipalities, breaking down activities by task, resources, and leads to help move your priorities forward. For more information, see MCDP's <u>Community Action Planning Guide</u>.
- 4) Building a <u>Community Resource Inventory (or Asset Map)</u> involves compiling an "inventory" of assets in a community using primary and secondary information. The resources in a community extend to the skills, potential and function of every individual and/or group of individuals; the needs and services of Local Institutions, Informal and Formal Organizations; land assets, and the characteristics and carrying capacity of physical infrastructure. For more information, see MCDP's <u>Municipal Guide to Community Resource Inventory Development</u>.
- 5) The process for completing a <u>Regional Socio-economic Profile</u> is the purpose of this guide.

STEP 1: GETTING STARTED

Developing a comprehensive and meaningful socio-economic profile is similar to writing a book. The finished product will be a comprehensive document to present to boards, committees, councils, and funders. However, providing only graphs of data will tell the reader very little. A good, consumable socio-economic profile includes graphs, interpretations, and analysis, mixed with creative conclusions and community photos. For examples of completed Working Group profiles developed by the Municipal Capacity Development Program, visit: http://municipalcapacity.ca/working-groups.

Identifying the Group and Region

Before you begin the statistical analysis, you need to set the stage. Identify your group's defining characteristics. Pretend you are describing your group and the region to a foreigner who knows nothing about your communities, location, or local achievements. This is your unique profile; make it dynamic and interesting. There are a great variety things you could include, however, remember this is a "profile" of your region. Keep the information relevant and to the point. A one-page group description and one or two maps of the region is enough to provide an introduction of the region. In this portion of the profile, you may:

- Identify key participants (municipalities), the history of the intermunicipal relationship, and the group's structure and leadership
- Include municipal websites or links to the region (i.e. Enterprise region, National/Provincial/Regional Parks, etc.)
- Provide geographical maps: of the RMs and Urbans, showing the regional location within the province and country, and proximity to special geographical or cultural landmarks
- Proclaim your Vision, Mission, & Values
- Identify your Goals & Objectives
- Describe your Priorities & Activities
- List any Achievements and/or Agreements to date

DID YOU KNOW?

To maintain confidentiality in small communities, Stats Canada rounds numbers up or down to the nearest five. Therefore, your statistics provide a generalized figure and not actual numbers. However, for a fee, you can contact Stats Canada to provide actual numbers in a customized format to include only your group's municipalities.

OPTIONAL TOOLS AND RESOURCES FOR CREATING YOUR DOCUMENT

- High speed Internet access
- Microsoft Word and Excel (or equivalent word and spreadsheet software)
- The "Paint" tool in your computer's list of programs for map editing
- Local photographs
- Maps (Health region boundaries, School Districts, Highways and Roadways, Water bodies, Forest boundaries, Geological and topographical maps, etc.)

Great for adding descriptive information and interpretation:

- Community Action Plan/Strategic Plan
- Community Resource Inventory
- Memorandum of Understanding
- Existing Intermunicipal Agreements
- Recorded minutes & attendance lists from meetings
- News articles about the group/region/communities

A SAMPLE TABLE OF CONTENTS

- 1. Identity of the Group/Region
 - a. Description
 - b. Map/Physical Boundaries
- 2. Statistical Information
 - a. Category 1 (i.e. Population)
 - i. Sub-section 1 (i.e. Age Distribution)
 - 1. Description
 - 2. Graph
 - 3. Interpretation/meaningful conclusions
 - ii. Sub-section 2 etc....
 - b. Category 2 etc....
- 3. Studies, Plans and Projects Taking Place in the area
- 4. Conclusions
- 5. Source list (for all cited information)
- 6. Complete list of General Statistics (Chart form)

STEP 2: GATHER REGIONAL STATISTICS

The statistics you need are available from Statistics Canada. Specific data may need to be gathered from additional sources; however, if you have access to the internet, you have a library of accessible information at your finger tips.

- 1. Gather the most recent community statistics. It can be accessed through <u>Statistics Canada's Community Profiles</u>: http://www12.statcan.ca/census-recensement/index-eng.cfm. This data is the unformed clay in the hands of the sculptor and will give you a starting point for the socio-economic analysis.
- 2. Compile all community profile statistics for each municipality in your group. Note: for small villages, sometimes not all statistics are available and may be included in the rural municipality data.
- 3. Using Microsoft Office Excel or similar spreadsheet software, compile each community's statistics in separate columns. Next, create a column for the group and add together all data for each category and sub-section. You may also wish to total urban municipalities and rural municipalities separately. Whether or not you decide to create graphs of this information is entirely related to how you intend to use the information. Regardless of which data you decide to interpret and analyze further, it is best to include all categories in the compilation. If you wish, you may also include a column for provincial and federal data. Provide this comprehensive spreadsheet at the end of your profile, to showcase the entire data set for all municipalities.

TIPS

Need an example? To see what a finished profile looks like, visit MCDP's <u>Working Groups</u> page. MCDP has developed socio-economic profiles for intermunicipal groups of two to eleven municipalities:

- Mid Sask Municipal Alliance
- North of Divide
- Twin Lakes
- Twin Rivers

STEP 3: DATA INTERPRETATION AND PRESENTATION

What are "Demographics"?

Demographics are the science of vital and social statistics, such as the births, deaths, marriages, employment, mobility, lifestyles, etc., of populations. The numbers identify certain characteristics about the residents of your community thus telling a story or forecasting future trends within the population.

How to decide what statistical interpretation is needed

Statistics are objective, quantitative data – raw numerical information piled together like sand particles on a beach. Put these particles together to build a sand castle with a little moisture and a sand pail. Interpreting statistics is much like this.

The numbers themselves provide a basic framework, but cannot tell the whole story. For example, a significant population increase indicates a need to increase or enhance municipal services, housing development, etc., but it does not explain why it happened in the first place. Sometimes looking at other seemingly unrelated statistics can give some explanation, such as changes in major industries. Other times, it requires we look elsewhere for answers. For example, assess what is happening in other regions of the province, or between provinces, which might be contributing to a population boom. By not exploring all the reasons behind a significant statistic, you may overlook potential solutions and opportunities. Interpreting statistics can seem daunting but it does not have to be. By connecting the dots, you can shed light on local issues and regional concerns in order to clarify priorities for your community.

DID YOU KNOW?

Federal and Provincial governments use census population data to determine funding ratios when communities apply for grants and funding. Encourage your residents to complete their census forms – it could result in more dollars for your projects!

Population Changes

It is a challenging feat to accurately predict any future flux in population. There are numerous factors contributing to population changes: health, mortality rates, industry, economic growth, immigration, and tourism, etc. To create a population projection, find past and projected population growth data from Statistics Canada and your Provincial Health Region. Using these numbers, you can establish three or four potential growth rates: decline, low, medium, high. Small urban and rural municipalities will likely experience lower growth rates; however, in cases where new industry is developing, try to find data and related information from communities under similar circumstances. For example, a new mine development can have a dramatic effect on future population changes or, if your region experiences strong tourism (year round or seasonal) take these into consideration. You may wish to develop graphs illustrating the population flux throughout the year.

TIPS

- **Very Mean designing graphs:** Choose simple, colourful, easy-to-understand chart types appropriate to the data being presented. ■
- ✓ When interpreting data: Put your statistics in the context of your current situation. The statistics are like the outline of a drawing, and the interpretations are the color. Together, they create a complete picture, shedding light on problem areas and identifying potential solutions.
- **When choosing which information to graph:** Focus on presenting data which is either significant, unique, or both. Grouping graphs together can be more thought-provoking and better illustrate your point.

Statistical Categories: What to include and why they are meaningful

The following chart will provide you with categories, possible sub-sections within those categories, and the relevance to problem areas and future planning. As the socio-economic profile is unique to your community, the examples provided here are not exhaustive. You will want to provide an analysis of the most relevant and/or unique statistics you find, presenting the most significant data. For each subsection, include:

- 1. A description of the potential uses for the data, as it relates to community/group priorities and actions.
- 2. A basic analysis of the data and any notable information.
- 3. An explanation of how it pertains to future planning and any recommendations; for example, the need for an increase in childcare, an increase in single family dwellings, expansion of current water services.
- 4. Simple, eye-catching graphs.

<u>Statistics Canada</u> is your best resource for comprehensive statistics, however, there are many organizations and government ministries who offer free information and targeted sector data – often more up to date and detailed. The list of sites in the following chart may provide you with research and reporting that can be used to enhance the information from individual communities' profiles. Additionally, there may be certain information about your community not reflected in census data. As residents, you can present this information along with the data (or lack of it) in the profile.

You may also find useful and supportive information in the following local resources:

- Library
- Historical Societies
- Geneologies
- Museums
- Prior Local Research (Industry generated, independent study, etc.)
- Municipal surveys
- Tourist surveys
- Chamber of Commerce/Business owners
- Public recreation records

MAPPING TOOLS:

GeoSask

https://www.geosask.ca/Portal/

Information Services Corporation http://www.isc.ca/Pages/default.aspx

	Reference Chart for Statistical Categories						
CATEGORY	Possible	RELEVANCE TO	POTENTIAL RESOURCES				
Population	 Age distribution Gender distribution Combined populations (for intermunicipal groups) Projected population (5, 10, 15 years) Land Area Population density (individual communities and combined group) Urban vs. Rural population Regional population demographics compared to Provincial/Federal statistics 	 Population characteristics and trends Water supply, water treatment and sewage management Solid waste management and waste minimization Transportation planning and traffic management Energy supply and energy efficiency Habitat preservation and environmental protection Storm-water management and floodplain management Education and education facilities Land Use planning, Land Subdivision and Zoning Housing Affordability and Future needs Economic Development and Tourism Emergency Services and Policing Local organizations, services, and programming Health services provision Grants and funding 	Ministry of Health (Population Statistics) http://www.health.gov.sk.ca/ Sask Bureau of Statistics http://www.stats.gov.sk.ca/ Enterprise Saskatchewan (Community Profiles) http://www.enterprisesaskatchewan.ca/ Sask Archives http://www.saskarchives.com/web/index.html				
Diversity	 Culture Aboriginal Identification Self-Identified Visible Minorities Languages Immigration Generational status 	 Cultural Programming Community Services Educational Opportunities Immigration Policy and planning Heritage & Tourism Grants and Funding 	 Ministry of Advanced Education, Employment & Immigration http://www.aeei.gov.sk.ca/ Ministry of First Nations and Metis http://www.fnmr.gov.sk.ca/ Ministry of Tourism, Parks, Culture & Sport http://www.tpcs.gov.sk.ca/heritage 				
Housing	Owned vs. rented,	• Local/ Regional Housing strategy	Canada Mortgage and Housing Corporation Data &				

	 Dwelling characteristics, Value of owned dwellings Average housing prices Percentage of household income spent on housing Percentage needing major repairs 	 Development and Land Use Planning Municipal Service Fees Doctor Recruitment Grants & Funding 	Statistics http://www.cmhc-schl.gc.ca/en/hoficlincl/homain/stda/index.cfm Canadian Real Estate Association Statistics http://www.cmhc-schl.gc.ca/en/hoficlincl/homain/stda/index.cfm
Family Characteristics	 Number of persons per family Number of persons per household Median household income Household characteristics 	 Community services & programming Childcare and education 	 Ministry of Education http://www.education.gov.sk.ca/ Sask Bureau of Statistics http://www.stats.gov.sk.ca/
Economy	 Employment status Unpaid work hours Average household income Occupation by industry Major employers for the area, Labour market participation Place of work status Major industries Major Resources 	 New Industry development Volunteer services Marketing the Area Resource exploration 	 Ministry of Agriculture http://www.agriculture.gov.sk.ca/ Ministry of Energy and Resources http://www.er.gov.sk.ca/ Ministry of Environment http://www.environment.gov.sk.ca/ Ministry of Advanced Education, Employment & Immigration http://www.aeei.gov.sk.ca/ Tourism Saskatchewan
Education	 Education level by highest certificate, diploma or degree Local primary, secondary, post-secondary schools 	 Access of Educational opportunities Expanding industry Local programming and community services 	 Ministry of Advanced Education, Employment & Immigration http://www.aeei.gov.sk.ca/ Ministry of Education http://www.education.gov.sk.ca/

 Living status 'x' years ago vs. living status today Commuting flow information. Traffic, road usage Traffic, road usage Tourism Bedroom communities Highway Infrastructure Road maintenance Pedestrian routes Public transportation Bylaw enforcement Ministry of Highways & Infrastructure http://www.highways.gov.sk.ca/ http://www.highways.gov.sk.ca/ 	cture
--	-------

Comparing Regional data to provincial and federal statistics

Provincial and federal statistical graphs can be included in a comparative fashion alongside regional graphs or displayed separately. Only include provincial and federal data and graphs which show some significance to the group and region.

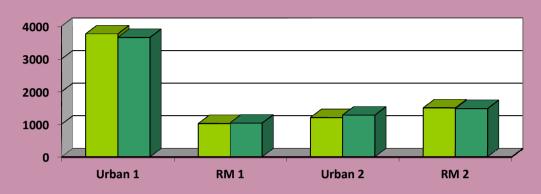
These larger-scope statistics can be used to illustrate scale. The information is particularly useful when applying for grants, or marketing your region to developers, new industry and investors. An example of this would be demonstrating a high employment rate compared to provincial and federal statistics. When the comparison highlights a significant statistic, it can be useful for marketing your region to new industry and investors, indicating opportunities for growth and economic expansion in the region.

Why would you include Comparable Provincial & Federal Data in your analysis?

- ✓ To make greater comparisons for illustrating local needs, opportunities, demands for municipal services, etc.
- ✓ To highlight the aspects of your region that show a similarity to broader trends or definitive uniqueness
- ✓ Placing local issues in context for grants and funding opportunities



Figure 1.1 Population 2001 - 2006



- 1. Insert a chart in to your document and input data into the datasheet. Choose an appropriate chart type to best display your data. For this example, a bar chart was used to compare the different data points for 2001 and 2006 for each municipality.
- 2. <u>Number</u> and <u>title</u> your chart and adjust the axis points and scale as needed to suit your data labels.
- 3. Explain what the numbers are saying. Be as descriptive as possible:
 - Urban 1 as the highest population. Urban 1 and RM 2 saw an increase in population 2001 2006.
 RM 1 and Urban 2 saw a decrease in population.
- 4. Explain possible reasons for the population change, i.e., industries closing, proximity to other larger centres, educational and job opportunities, immigration, etc. You may find possible explanations in other statistics, locally sourced information, and/or provincial trends, etc.
- 5. If necessary, display additional graphs of related information. In this example, you may wish to include a pie chart showing urban vs. rural populations, which give a different perspective of the same information. Remember, not every statistic needs to be graphed. You may include some of the numbers of less significant statistics in your descriptions and interpretations.

2006

2001

STEP 4: Building Conclusions

Connecting with studies, projects and plans involving your region can assist you in finding new applications for your statistical profile and new direction for regional initiatives. If you have a community action plan or strategic plan in place, draw conclusions about the profile that tie your statistical analysis together with your regional priorities. In finalizing your document, discuss potential steps forward and how the information provided in the socio-economic profile can be used, i.e. strategic planning, focus groups, economic development, community and municipal services, policy development, and projects.

You may gather information from respective government departments and working group members about past and current initiatives in the community, region, and province. Ask, what projects are under way? What projects have been completed? How can you access them? What can be expanded upon? Some examples might be:

- Land use plans and maps
- Official Community Plans/ Growth Management Plans/ Basic Planning Statements
- Area Transportation Study
- Feasibility Studies
- Environmental Impact Assessment
- Tourism Study
- Economic Development
- Waterways and Lakeshore management
- Water Quality Testing
- Forest Management Plans

REFERENCE YOUR INFORMATION

It is important to **cite all external information sources** you use throughout your profile. Source it where you use it. This is required to give credit to the work of others; it also makes it much easier to find the information again when you need it! Include (when applicable):

Author/Organization/Government Department, date of publication, title, and website (or publisher if a written source). Compile a list at the end of the document for easy access. Find proper referencing formats here:

http://library.concordia.ca/help/howto/citations.html

THE MUNICIPAL CAPACITY DEVELOPMENT PROGRAM SERVICES

The Municipal Guide to the Regional Socio-economic Profile is simply one resource for municipalities developed by the Municipal Capacity Development Program. Established in 2006, the MCDP was founded on the outcomes of the <u>Clearing the Path Initiative</u> and developed as a partnership between <u>SARM</u>, <u>SUMA</u>, <u>New North</u> and <u>Municipal Affairs</u>. This partnership program was created with the goal of promoting growth, cooperation and community development through intermunicipal partnership. The partnering organizations recognized a need to:

- Assist municipalities in building capacity for planning;
- Promote cooperation among municipalities to deliver more cost effective infrastructure and services;
- Further the adoption of intermunicipal growth management plans; and
- Foster long term working relationships amongst communities and encourage collaboration amongst municipalities, including First Nations and Métis communities.

Over the last several years, following the suggestions of numerous council and community members, the MCDP has come to provide a variety of services to meet needs of municipal leaders and build and maintain sustainable communities in Saskatchewan.

The role of the MCDP in sustainable community development is to encourage and assist municipalities in developing long-term municipal capacity on an inter-jurisdictional basis. The benefits of such an approach to capacity building range from achieving more effective, accessible, and cost efficient services to managing growth and attracting economic opportunities on a regional level.

Whether you are a community leader, and economic development professional, or interested citizen, we can help you identify local priorities and carry out strategies to help you achieve your community goals. For more information on our program and services, or to access our other guides, please visit our website at www.municipalcapacity.ca or email us at info@municipalcapacity.ca.