



Town of Okotoks Social Wellness Framework

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Presentation Outline

- Snapshot of the Town of Okotoks
- Okotoks Community Visioning 2014
- History and Background
- Key Learnings
- Social Wellness Recommendations and Actions to Date
- Social Wellness Indicators
- Next Steps and Priorities



SNAPSHOT OF THE TOWN OF OKOTOKS



One of the Fastest Growing Communities in Canada

- Municipality with the 10th highest population growth in Canada (2006-2011) at 42.9% population growth compared to the 10.8% population growth of Alberta.

Statistics Canada, censuses of population, 2006 and 2011

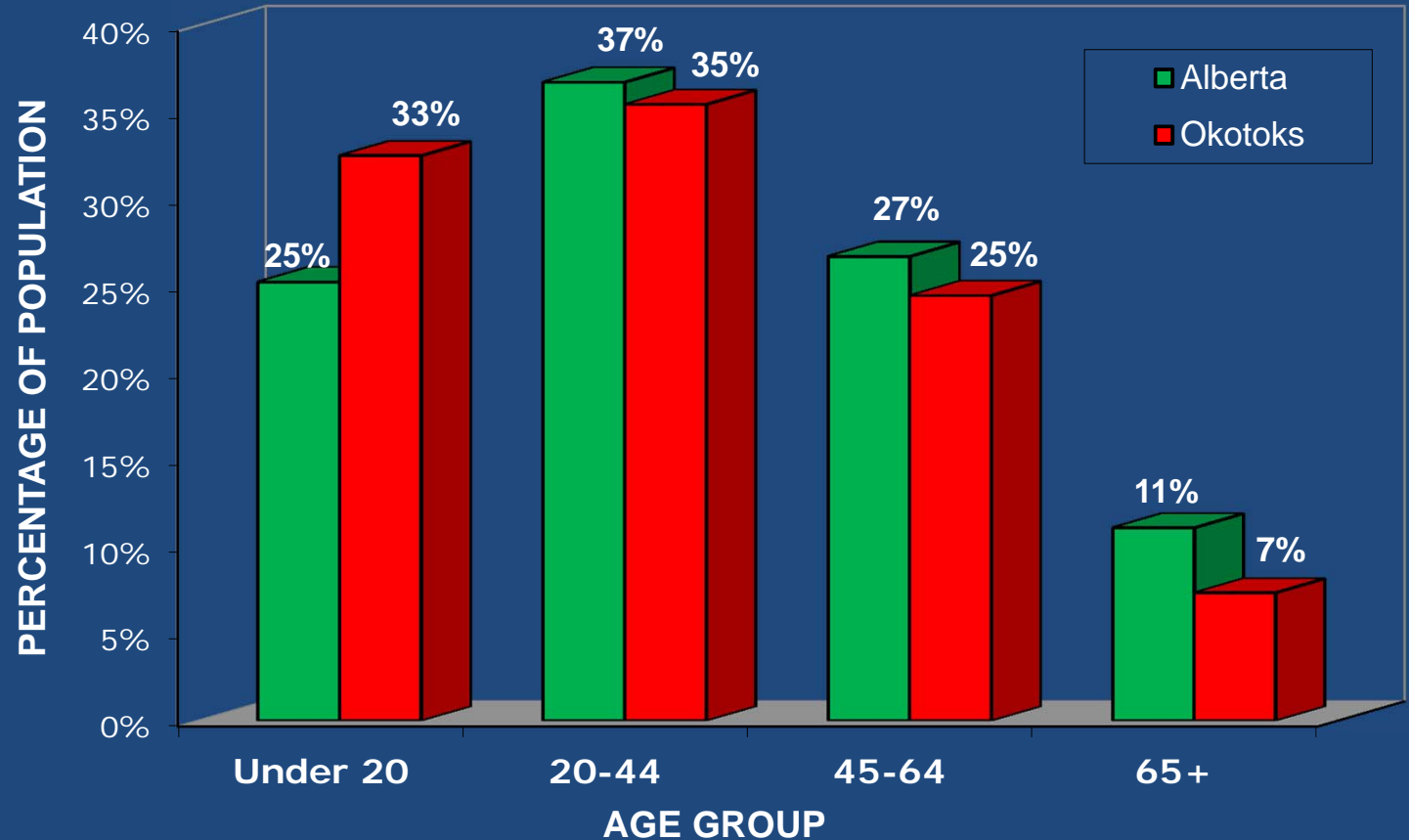
MUNICIPAL CENSUS POPULATION REPORT



A Young Alberta Community

- One third of residents in Okotoks (33%) are 19 and under.
- The median age of the Okotoks population is 34.1 years compared to 36.5 years in Alberta

POPULATION BY AGE



Statistics Canada, Census of Population 2011

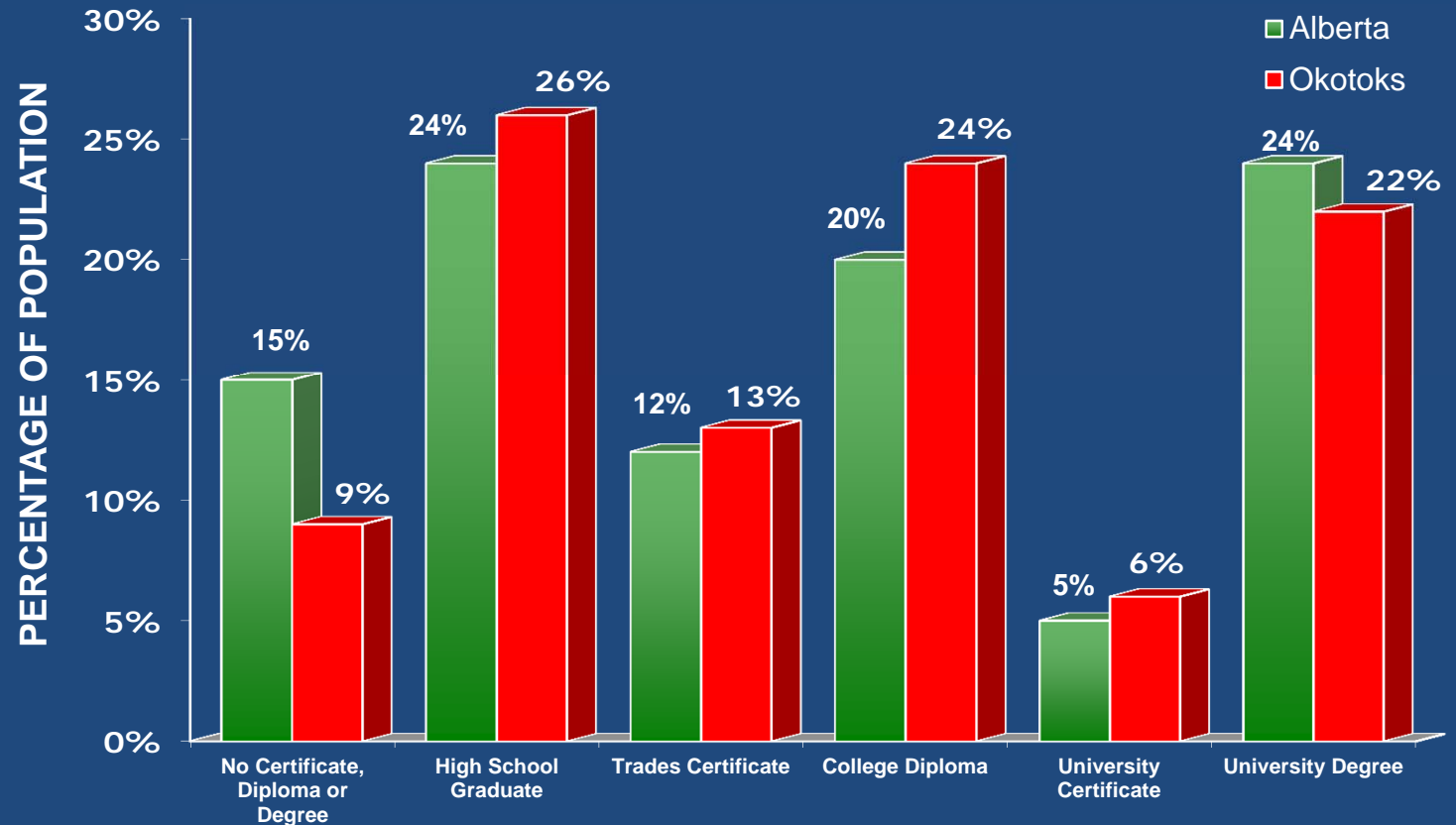




A Highly Educated Population

- 65% of population over 25 has some level of post-secondary education compared to 61% in Alberta overall
- Only 9% of Okotoks residents have less than a Grade 9 level of education, compared to 15% in the province

POPULATION BY HIGHEST LEVEL OF EDUCATIONAL ATTAINMENT

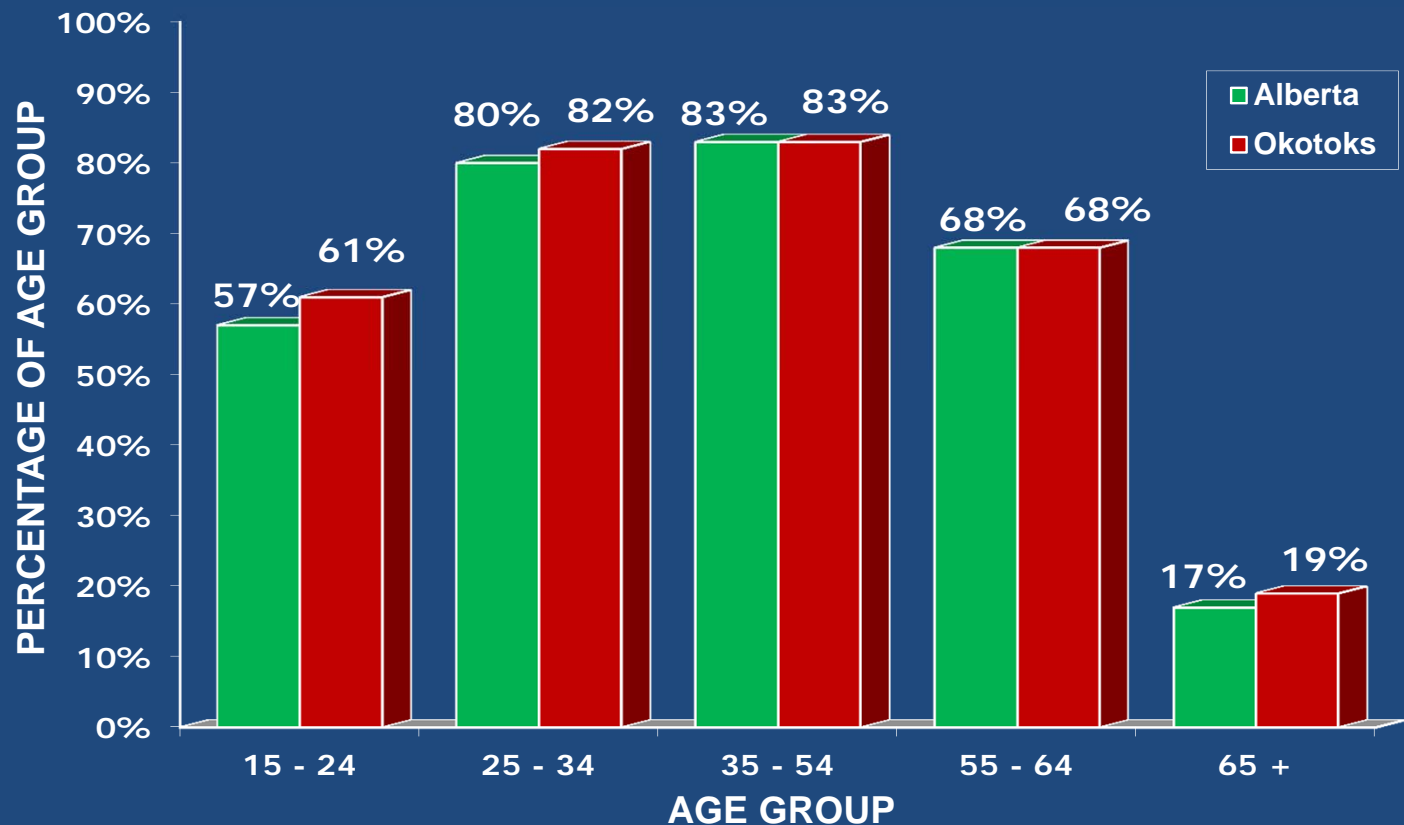


Statistics Canada, National Household Survey 2011

High Levels of Employment

- 71.9% employment rate, compared to 69.0% in Alberta
- Employment rates higher, or equal to provincial averages in all age groups under 55

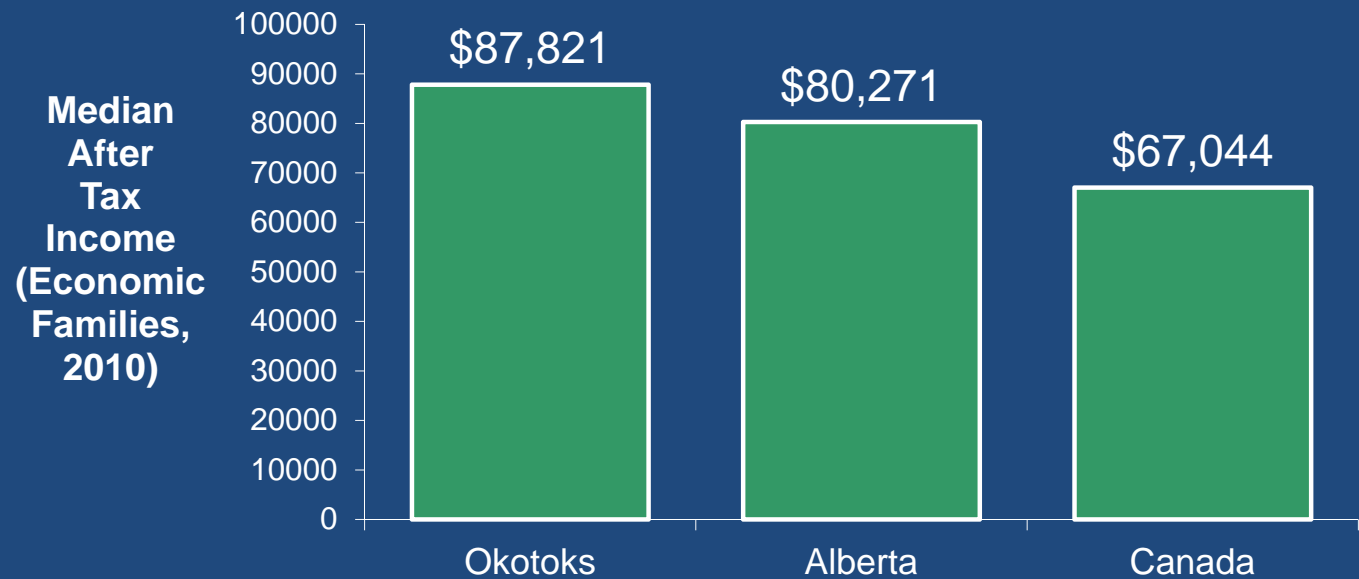
EMPLOYMENT RATES BY AGE GROUP



Higher than Average Incomes

- Median after-tax income for persons not in economic families (singles) in Okotoks is \$38,742, 16% higher than in Alberta overall
- Median income for economic families (2 or more person household) in Okotoks is \$87,821, 9% higher than in Alberta overall

MEDIAN INCOME FOR ECONOMIC FAMILIES



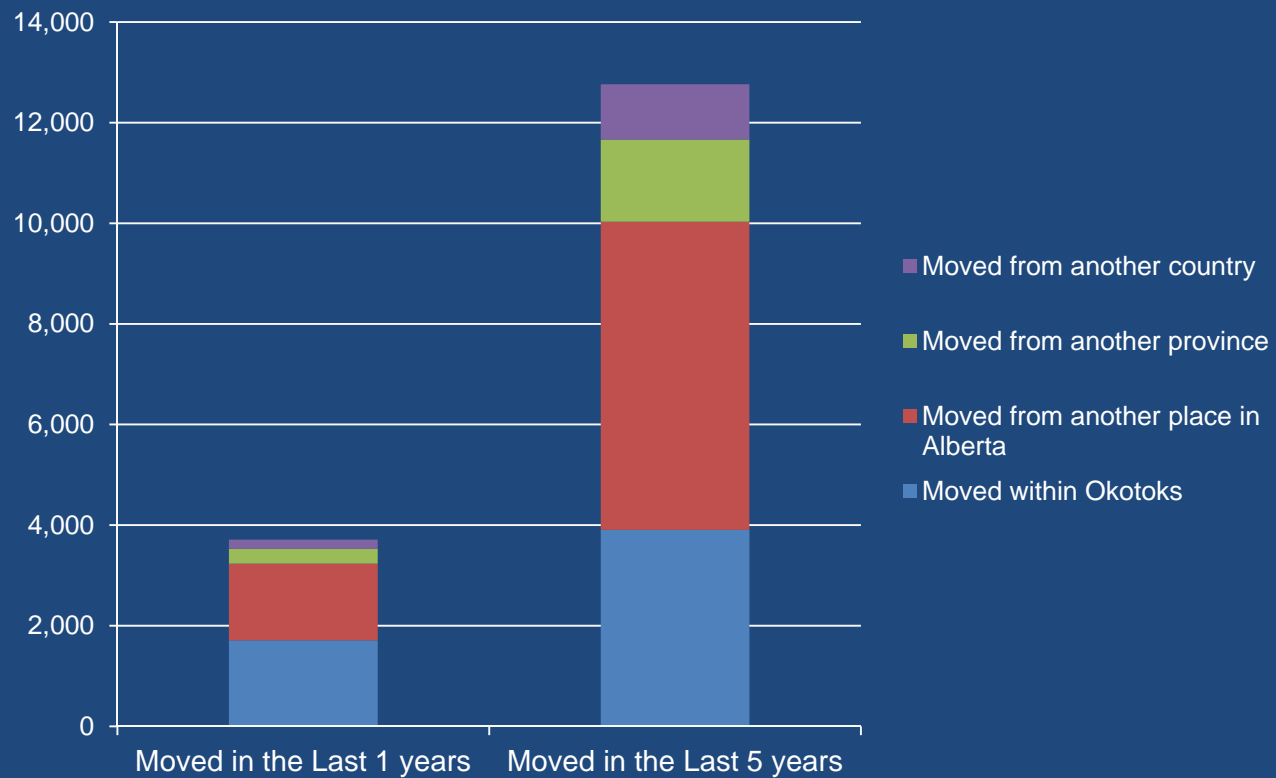
Statistics Canada, 2011 National Household Survey





Many Residents are New to the Community

- 17% of the 2010 population (3,715 people) had moved in the past year
- 57 % (12,756 people) had moved in the previous 5 years;
 - 69% of these movers came from outside Okotoks
 - 9% moved to Okotoks from another country
 - 78.5% from United Kingdom; 10.5% from US; 4.5% from South Africa





OKOTOKS COMMUNITY VISIONING 2014



OKOTOKS COMMUNITY VISIONING 2014:

The Town of Okotoks is resilient, where people, businesses, ideas and sense of community thrive. Grounded by the Sheep River valley and supported by thoughtful planning and design, a strong local economy and a vibrant civic culture, Okotoks offers exceptional quality of life at every stage of life. Respect for each other and the natural environment makes Okotoks home.

Core Values

Livable Okotoks

People make Okotoks the caring, safe and welcoming place that it is. Public spaces are cherished, natural features are valued, and community needs are met. An appropriate mix of land use, mobility options, infrastructure and accessible, affordable and equitable services provide the foundation for sustainable growth. High-quality educational opportunities support life-long learning. The transportation network is multi-modal, allowing for the environmentally responsible and cost-effective movement of people and goods.

Inclusive Neighbourhoods

Neighbourhoods are connected, fostering a sense of community among residents. Housing is flexible, affordable and desirable, and meets the needs of residents of all ages, income levels and family types. Design and architecture create places that reflect neighbourhood culture. Community gathering spaces are animated and anchor neighbourhoods. Streets are lively and engaging places, where people can move around in a safe and inclusive environment. New communities are permeable and connected to encourage active transportation.

Sustainable Design

The places and spaces that make up Okotoks are designed with the environment in mind. Energy, air, land and water conservation are critical elements integrated into all planning and development projects. Okotoks is a leader in low-impact, environmentally conscious design. Creative resources, advanced technologies and respect for nature create an unique sense of place based on environmental stewardship. Regional and local transit provides an efficient transportation alternative and reduces vehicle use.

Vibrant Civic Culture

Residents joyfully embrace Okotoks, and cultivate a rich quality of life. Okotoks provides access to a wide range of cultural resources, fostering audiences, participants and creators who contribute to community building and economic development. The strong tradition of community events is a hallmark of living in Okotoks. Residents are engaged in civic life, and Town Council and administration promote open dialogue.

Active Lifestyle

Residents enjoy an active lifestyle that nurtures community well-being. Health and wellness facilities support the needs of residents at every stage of life. Opportunities for sport and play are accessible in high-quality recreation facilities, multi-use civic buildings and a complete parks and open space network. These public spaces strengthen the bond between residents, and to the places they share.

Strong Local Economy

Okotoks-based employment and businesses strengthen the economy. Okotoks takes a collaborative approach to economic growth, creating new opportunities that complement the region. Okotoks promotes innovation and attracts green businesses and industries. A thriving downtown supports economic development. Okotoks is a place to live, work and play, where short commute times enable residents to actively engage in their community.



Core Values



CARING

- People are friendly
- People look out for one another
- People take pride in their town
- People thrive



COMPLETE

- A range of housing, jobs, educational opportunities, services, recreation and culture are provided in the community
- The needs of all residents, regardless of income or age, are equitably met



CONNECTED

- People can easily access community services
- Mobility emphasizes walking, cycling and transit use
- Integrated design links the built, social and natural environments



ACTIVE, INCLUSIVE + DIVERSE

- Healthy, balanced lifestyle for all
- Strong participation in civic culture / community events
- Accessible heritage, cultural, creative, play-based and sporting resources

GREEN

- Respect and conserve the natural environment
- Become leaders in climate change adaptation, energy reduction and renewable resources
- People are mindful of their actions and impacts

RESILIENT

- Strong leadership
- Enduring commitment
- Affordable services
- Adaptive management
- People and municipal government strive for innovative and creative solutions



HISTORY AND BACKGROUND

History and Background

Town of Okotoks Social Wellness Framework, September 2010

- Social Wellness/Social Sustainability operates at two levels – individual and community
- Social wellness is one of four components of community sustainability.
- When basic needs are being met, individuals enjoy a satisfactory level of well being
- Methodology:
 - Literature review
 - Past reports for and by the Town of Okotoks
 - Environmental
 - A survey of Okotoks
 - Inventory of programs and services
 - Focus groups
- Design and implementations:
 - Indicators
 - A framework for action
 - Clear understanding of community values
 - Map of programs and services offered in Okotoks





KEY LEARNINGS

Parks



- Small neighbourhood parks play a key role in creating a sense of community and belonging – accessible to everyone
- Small neighbourhood parks promote neighbourliness – looking out for one another
- Need to proactively protect their creation as land value and development costs increase



Trails and Pathways

- Trails and pathways help people connect with one another and link to other neighbourhoods
- Trail and pathway access to natural spaces is one of the best things about living in Okotoks
- Often used by young people to get around town
- Used by all ages. People feel safe



Natural Areas

- The opportunity to be close to nature-part of nature is something people value highly and is one of those characteristics that Okotoks needs to keep.



Facilities

- There is never enough facility space – need to make use of all the space the community has
- Transportation is a barrier to facility use – impacts youth, seniors, and lower income residents most
- Cost is a barrier to facility use for some individuals and families
- Cultural facilities promote creative economy and help establish Okotoks as a vibrant place to live and visit



Programs

- Recreation programs are seen as the best way to keep young people positively engaged after school hours
- Cost is a barrier for lower-income families
- Transportation is a barrier for youth, seniors and lower-income families
- Children in families where both parents commute have difficulty participating



Festivals and Events

- Festivals and events have impacts that go well beyond what can be measured in economic terms
- Events contribute to the quality of life by strengthening community
- Build awareness of diverse cultures and identities
- Strengthen the sense of community and neighbourhoods by providing opportunity for people to get to know each other



Working and the Economy

- The key difference between an independent and sustainable community is that a sustainable community has a diverse economy with professional and career-orientated jobs
- People in Okotoks are concerned about the availability of career-oriented employment opportunities as opposed to retail/service industry which are typically low-paying



Transportation

- Public transit and active transportation networks provide a critical link for those who have limited choices, including the young, elderly, disabled and lower-income
- Transit helps all residents participate in the community, and helps them live life to the fullest. It gives them essential—and equitable—access to employment and education, and the freedom to shop and play where they choose



Vibrant Downtown Core



- A vibrant downtown core draws residents together for work and leisure (dining and cultural events)
- A vibrant downtown core creates a “sense of community identity”
- A vibrant downtown helps to create local employment opportunities (e.g. niche employment industries and tourism)



Housing

- A diverse housing supply ensures a population can 'age in place' close to established social networks, family support and services
- As children grow into adults, it is important to ensure there is adequate affordable housing available to remain in the area where they grew up
- Many families and individuals are struggling with the cost of affordable housing



Framework for Social Wellness



Social Wellness Indicators

- 20 indicators – some information available from existing pools of data
- SMART – Specific, Measurable, Achievable, Relevant, Time-bound
- Track progress and reveal where the reality of life in Okotoks may be departing from the vision of social wellness in 3 or 5 year increments
- Statistics Canada, Censuses of Population, 2006 and 2011
- Statistics Canada, National Household Survey 2011
- Town of Okotoks Household Survey
- Town of Okotoks Social Wellness Framework Survey 2015



Social Wellness Indicators -Playing

(through triennial 2013 Community Household Survey)



- % population satisfied with Community Programming
 - 94% of respondents were either satisfied or very satisfied (excluding those who responded: “n/a”)
- % population satisfied with Outdoor Recreation Facilities
 - 95% of respondents were either satisfied or very satisfied (excluding those who responded: “n/a”)
- % population satisfied with Indoor Recreation Facilities
 - 93% of respondents were either satisfied or very satisfied (excluding those who responded: “n/a”)



Social Wellness Indicators-Playing

(through triennial 2013 Community Household Survey)

- % population satisfied with Cultural and Historical Services
 - 95% of the respondents were either satisfied or very satisfied (excluding those who responded: “n/a”)
- % population satisfied with Social Services
 - 96% of the respondents were either satisfied or very satisfied (excluding those who responded: “n/a”)
- % population satisfied with parks and pathways
 - 92% respondents were either satisfied or very satisfied with parks and pathways (an increase from 85% in 2009) (excluding those who responded: “n/a”)
- % rated overall safety in the community
 - 96% respondents rated overall safety in the community as good or very good (an increase from 94% in 2009)



Social Wellness Indicators – Playing

(through Town of Okotoks Social Wellness Framework Survey 2015)

% Population Satisfied with Parks and Recreation Programs

Overall, rate your <u>access</u> to each of the following aspects of play, as it pertains to you and your household	Very good	Good <i>*(Denotes Good+ Very Good)</i>	Fair	Poor	Very poor <i>*(Denotes Poor+ Very Poor)</i>	Does Not Apply / Don't Know <i>(DNA)</i>	Total Responses <i>*(Denotes total' after DNA)</i>
Parks, playgrounds, pathways and natural outdoor spaces	214 (47.0%)	187 (41.1%) <i>*(88.1%)</i>	42 (9.2%)	3 (0.7%)	8 (1.8%) <i>*(2.5%)</i>	1 (0.2%)	455 <i>*(454)</i>
Registered recreation and sports programs and activities	96 (21.1%)	178 (39.1%) <i>*(67%)</i>	102 (22.4%)	24 (5.3%)	9 (2.0%) <i>*(8.1%)</i>	46 (10.1%)	455 <i>*(409)</i>
Drop-in recreation programs and activities	57 (12.5%)	165 (36.3%) <i>*(60.2%)</i>	111 (24.4%)	29 (6.4%)	7 (1.5%) <i>*(9.7%)</i>	86 (18.9%)	455 <i>*(369)</i>
Free or no cost recreation	48 (10.5%)	103 (22.6%) <i>*(38.5%)</i>	147 (32.3%)	67 (14.7%)	27 (5.9%) <i>*(24%)</i>	63 (13.8%)	455 <i>*(392)</i>
Arts and cultural programs and activities	58 (12.7%)	171 (37.6%) <i>*(60.5%)</i>	113 (24.8%)	31 (6.8%)	5 (1.1%) <i>*(9.5%)</i>	77 (16.9%)	455 <i>*(378)</i>
Community events and celebrations	141 (31.0%)	209 (45.9%) <i>*(79.2%)</i>	77 (16.9%)	14 (3.1%)	1 (0.2%) <i>*(3.3%)</i>	13 (2.9%)	455 <i>*(442)</i>

Summary:

- Residents are most satisfied with access to Parks Playgrounds, pathways and natural spaces (88.1% when excluding respondents for whom the question was not applicable or who were unsure).
- 79.2% of residents are satisfied with access to Community events and celebrations (3.3% disagree when excluding respondents for whom the question was not applicable, or who were unsure).
- Only 38.5% residents rate access to free or no cost recreation as good or very good (24% rate access to low cost recreation as poor or very poor (excluding respondents for whom the question was not applicable, or who were unsure).

Social Wellness Indicators -Playing

(through Town of Okotoks Social Wellness Framework Survey 2015)



■ % Population Participating in Parks and Recreation Programs

- 78% of the respondents use registered recreation and sports programs and activities at least once a month, once a week or a couple times a year
- 66% of the respondents use drop-in recreation programs and activities at least once a month, once a week or a couple times a year
- 72% of the respondents use free or no cost recreation at least once a month, once a week or a couple times a year
- 66% of the respondents use arts and cultural programs and activities at least once a month, once a week or a couple times a year

■ % population participating free/low cost events

- 93% of the respondents participate in community events and celebrations at least once a month, once a week or a couple times a year

Social Wellness Indicators – Playing

(through Town of Okotoks Social Wellness Framework Survey 2015)

% Population Participating in Parks and Recreation Programs

In the past year, how often has your household participated in these opportunities for play in Okotoks?	At least once per week	At least once per month <i>*(Denotes more than 1X month)</i>	A couple times per year <i>*(Denotes more than 2-3X year)</i>	Never	Total Responses
Parks, playgrounds, pathways and natural outdoor spaces	333 (73.2%)	73 (16.0%) <i>*(89.2%)</i>	44 (9.7%) <i>*(98.9%)</i>	5 (1.1%)	455
Registered recreation and sports programs and activities	137 (30.1%)	53 (11.6%) <i>*(41.7%)</i>	165 (36.3%) <i>*(78%)</i>	100 (22.0%)	455
Drop-in recreation programs and activities	37 (8.1%)	94 (20.7%) <i>*(28.9%)</i>	171 (37.6%) <i>*(66.5%)</i>	153 (33.6%)	455
Free or no cost recreation	46 (10.1%)	73 (16.0%) <i>*(26.1%)</i>	208 (45.7%) <i>*(71.8%)</i>	128 (28.1%)	455
Arts and cultural programs and activities	13 (2.9%)	56 (12.3%) <i>*(15.1%)</i>	230 (50.5%) <i>*(65.6%)</i>	156 (34.3%)	455
Community events and celebrations	10 (2.2%)	84 (18.5%) <i>*(20.7%)</i>	330 (72.5%) <i>*(93.2%)</i>	31 (6.8%)	455

Summary:

- Only 1.1% of residents never use parks, playgrounds, pathways and natural spaces
- Only 6.8% of residents never attend community events and celebrations
- 78% of residents participate at least a couple times per year in registered recreation/sports programs and activities
- 72% of residents participate in free or no cost recreation



Social Wellness Indicators – Playing

(through Town of Okotoks Social Wellness Framework Survey 2015)

% Population Satisfied with Parks and Recreation Programs

Overall, rate your <u>access</u> to each of the following aspects of play, as it pertains to you and your household	Very good	Good <i>*(Denotes Good+ Very Good)</i>	Fair	Poor	Very poor <i>*(Denotes Poor+ Very Poor)</i>	Does Not Apply / Don't Know <i>(DNA)</i>	Total Responses <i>*(Denotes total' after does not apply)</i>
Parks, playgrounds, pathways and natural outdoor spaces	214 (47.0%)	187 (41.1%) <i>*(88.1%)</i>	42 (9.2%)	3 (0.7%)	8 (1.8%) <i>*(2.5%)</i>	1 (0.2%)	455 <i>*(454)</i>
Registered recreation and sports programs and activities	96 (21.1%)	178 (39.1%) <i>*(67%)</i>	102 (22.4%)	24 (5.3%)	9 (2.0%) <i>*(8.1%)</i>	46 (10.1%)	455 <i>*(409)</i>
Drop-in recreation programs and activities	57 (12.5%)	165 (36.3%) <i>*(60.2%)</i>	111 (24.4%)	29 (6.4%)	7 (1.5%) <i>*(9.7%)</i>	86 (18.9%)	455 <i>*(369)</i>
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Arts and cultural programs and activities	58 (12.7%)	171 (37.6%) <i>*(60.5%)</i>	113 (24.8%)	31 (6.8%)	5 (1.1%) <i>*(9.5%)</i>	77 (16.9%)	455 <i>*(378)</i>
Community events and celebrations	141 (31.0%)	209 (45.9%) <i>*(79.2%)</i>	77 (16.9%)	14 (3.1%)	1 (0.2%) <i>*(3.3%)</i>	13 (2.9%)	455 <i>*(442)</i>

Summary:

- Residents are most satisfied with access to Parks Playgrounds, pathways and natural spaces (88.1% when excluding respondents for whom the question was not applicable or who were unsure).
- 79.2% of residents are satisfied with access to Community events and celebrations (3.3% disagree when excluding respondents for whom the question was not applicable, or who were unsure).
- Only 38.5% residents rate access to free or no cost recreation as good or very good (24% rate access to low cost recreation as poor or very poor (excluding respondents for whom the question was not applicable, or who were unsure).





Social Wellness Indicators - Playing

(through Town of Okotoks Internal Statistics)

- % increase in number of free/low cost events relative to population increase
 - Since 2013, three new free events have been added - BuskersFest, Taste of Okotoks and HarvestFest.
 - Taste of Okotoks attendance increased by 70% from 2013 to 2014.
 - Existing events have grown to accommodate higher attendance numbers



Social Wellness Indicators -Working

(through existing Stats Canada-2011)

- % of population considered to be low income (after tax)
 - *6.3% as compared to 10.7% in Alberta (2011 Stats Canada) an increase in Okotoks from 5.3% (2006 Stats Canada)*
- Unemployment Rate (adult and youth)
 - *5.8 % as compared to 5.8% in Alberta (2011 Stats Canada) an increase in Okotoks from 2.9% (2006 Stats Canada)*
- % of population spending more than 30% of gross income on housing
 - *19.7% (2011) as compared to 10.7% in Alberta (2011 Stats Canada) a decrease in Okotoks from 25% (2006 Stats Canada)*

Social Wellness Indicators -Working

(through Town of Okotoks Social Wellness Framework Survey 2015)

Household Workers vs. Working In Okotoks

How many people in your household are currently working?

*Filtered: Completed Responses



Response	1 working in Okotoks	2 working in Okotoks	3 working in Okotoks	4 working in Okotoks	8 working in Okotoks	None working in Okotoks	
1	36 31.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	78 68.4%	<i>Total: 114</i>
2	108 44.1%	47 19.2%	0 0.0%	0 0.0%	0 0.0%	90 36.7%	<i>Total: 245</i>
3	12 29.3%	20 48.8%	5 12.2%	0 0.0%	0 0.0%	4 9.8%	<i>Total: 41</i>
4	4 16.0%	10 40.0%	3 12.0%	5 20.0%	0 0.0%	36 31.6%	<i>Total: 25</i>
5	0 0.0%	0 0.0%	2 50.0%	2 50.0%	0 0.0%	0 0.0%	<i>Total: 4</i>
8	0 0.0%	0 0.0%	0 0.0%	0 0.0%	36 31.6%	0 0.0%	<i>Total: 1</i>
None	3 12.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	22 88.0%	<i>Total: 25</i>

Social Wellness Indicators -Working

(through Town of Okotoks Social Wellness Framework Survey 2015)

Overall, how satisfied are you with work opportunities in Okotoks for:

	Very Satisfied	Satisfied <small>*(Denotes Satisfied+ Very Satisfied after DNA)</small>	Neutral	Dissatisfied	Very Dissatisfied <small>*(Denotes Dissatisfied+ Very Dissatisfied after DNA)</small>	Does Not Apply / Don't Know <small>(DNA)</small>	Total Responses <small>*(After DNA)</small>
Adults	26 (5.7%)	90 (19.8%) <small>*(31.8%)</small>	144 (31.6%)	104 (22.9%)	32 (7.0%) <small>*(34.3%)</small>	59 (13.0%)	455 <small>*(396)</small>
Youth (under 18)	33 (7.3%)	94 (20.7%) <small>*(42.9%)</small>	79 (17.4%)	30 (6.6%)	13 (2.9%) <small>*(17.3%)</small>	206 (45.3%)	455 <small>*(249)</small>

Summary:

- Only 31.8% of residents are satisfied or very satisfied with work opportunities in Okotoks; when excluding respondents for whom the question was not applicable, or who were unsure
- 17.3% of residents disagree or strongly disagree with work opportunities for youth under 18 when excluding respondents for whom the question was not applicable, or who were unsure



Social Wellness Indicators -Working

(through Town of Okotoks Social Wellness Framework Survey 2015)

Overall, rate each of the following statements, as it pertains to you and your household:

	Strongly Agree	Agree <i>*(Denotes Agree +Strongly Agree after DNA)</i>	Neither agree or disagree	Disagree	Strongly disagree <i>*(Denotes disagree +Strongly disagree after DNA)</i>	Does Not Apply / Don't Know <i>(DNA)</i>	Total Responses <i>*(After DNA)</i>
I have access to opportunities for quality employment in Okotoks	25 (5.5%)	112 (24.6%) <i>*(35.2%)</i>	98 (21.5%)	104 (22.9%)	50 (11.0%) <i>*(39.6%)</i>	66 (14.5%)	455 <i>*(389)</i>
I have access to child care options	18 (4.0%)	101 (22.2%) <i>*(55.6%)</i>	55 (12.1%)	31 (6.8%)	9 (2.0%) <i>*(18.7%)</i>	241 (53.0%)	455 <i>*(214)</i>

Summary:

- 35.2% of residents agree or strongly agree that they have access to quality employment in Okotoks when excluding respondents for whom the question was not applicable, or who were unsure
- 18.7% of residents disagree or strongly disagree that they have access to child care options when excluding respondents for whom the question was not applicable, or who were unsure



Social Wellness Indicators – Learning

(through Town of Okotoks Social Wellness Framework Survey 2015)

How satisfied are you with these specific aspects of learning, as they pertain to you and your household: (SWF Survey 2015)



	Very Satisfied	Satisfied <i>*(Denotes Satisfied+ Very Satisfied after DNA)</i>	Neutral	Dissatisfied	Very Dissatisfied <i>*(Denotes Satisfied+ Very Satisfied after DNA)</i>	Does Not Apply / Don't Know (DNA)	Total Responses *(After DNA)
Quality of school system (K-12)	93 (20.4%)	142 (31.2%) <i>*(73.0%)</i>	42 (9.2%)	31 (6.8%)	14 (3.1%) <i>*(13.9%)</i>	133 (29.2%)	455 <i>*(322)</i>
Choice of formal learning centres (in-person, home / online schools, public-private)	47 (10.3%)	104 (22.9%) <i>*(60.0%)</i>	81 (17.8%)	16 (3.5%)	4 (0.9%) <i>*(8.0%)</i>	203 (44.6%)	455 <i>*(252)</i>
Opportunities for early childhood education (preschool)	57 (12.5%)	98 (21.5%) <i>*(74.5%)</i>	41 (9.0%)	11 (2.4%)	1 (0.2%) <i>*(6.3%)</i>	247 (54.3%)	455 <i>*(208)</i>
Opportunities for lifelong learning (including academic and personal interest courses and programs)?	24 (5.3%)	110 (24.2%) <i>*(39.5%)</i>	118 (25.9%)	66 (14.5%)	21 (4.6%) <i>*(25.7%)</i>	116 (25.5%)	455 <i>*(339)</i>
Opportunities for career training and professional development	6 (1.3%)	52 (11.4%) <i>*(18.8)</i>	119 (26.2%)	102 (22.4%)	30 (6.6%) <i>*(42.7%)</i>	146 (32.1%)	455 <i>*(309)</i>

Summary:

- 42.7% of respondents indicated that they were dissatisfied or very dissatisfied with opportunities for career training and professional development (excluding respondents for whom the question was not applicable, or who were unsure).
- 25.7% of respondents indicated that they were dissatisfied or very dissatisfied with opportunities for lifelong learning (excluding respondents for whom the question was not applicable, or who were unsure).
- 74% of respondents indicated that they were satisfied or very satisfied with early childhood education and the quality of the (K-12) school system (excluding respondents for whom the question was not applicable, or who were unsure).

Social Wellness Indicators – Moving

(through Town of Okotoks Internal Statistics)

- % population using the parks, pathways and natural areas

- 99% of the respondents use parks, playgrounds, pathways and natural outdoor spaces at least once a month, once a week or a couple times a year

- % Very Satisfied with Parks and Pathways
- % Rating Pedestrian and Road Safety as Very Good





Social Wellness Indicators – Engaging

(through Town of Okotoks Social Wellness Framework Survey 2015)

Overall, rate each of the following statements, as it pertains to you and your family.

	Weekly	At least once per month	A couple times per year <i>*(After DNA)</i>	Never	Total Responses
I participate in community organizations, clubs or institutions	129 (28.4%)	90 (19.8%)	104 (22.9%) <i>*(71.0%)</i>	132 (29.0%)	455
I volunteer	86 (18.9%)	88 (19.3%)	139 (30.5%) <i>*(68.8%)</i>	142 (31.2%)	455
I am involved in a neighbourhood group or activities	39 (8.6%)	58 (12.7%)	121 (26.6%) <i>*(47.9%)</i>	237 (52.1%)	455
I talk to my neighbours	286 (62.9%)	101 (22.2%)	57 (12.5%) <i>*(97.6%)</i>	11 (2.4%)	455

- Only 2.4% of respondents indicated that they never talk to their neighbors -85% of respondents indicated that they talk to their neighbors at least once per month; 78.7 agree or strongly agree that they know several neighbors by name
- 71.2% of respondents agree or strongly agree that they have a sense of belonging in their community
- 68.8% of respondents indicated that they volunteers or participate in community organizations



Social Wellness Indicators – Living

(through Town of Okotoks Social Wellness Framework Survey 2015)

Overall, rate the following statement as it pertains to you and your household:

	Strongly Agree = 5	Agree *(Denotes Agree + Strongly Agree)	Neither agree or disagree	Disagree	Strongly Disagree = 1 *(Denotes Disagree + Strongly Disagree)	Total Responses
I have reasonable access to health services	135 (29.7%)	219 (48.1%) *(77.8%)	36 (7.9%)	57 (12.5%)	8 (1.8%) *(14.3%)	455

Does your household have a regular family doctor?

Response	Percentage	Count
Yes	90.1%	410
No	9.9%	45
Total Responses		455

Summary:

- 90.1% of respondents indicated that they do have a regular family doctors (however it should be noted that in the open ended questions, some indicated that the family doctor was not in Okotoks)
- 77.8% of respondents indicated that they agree or strongly agree that they have reasonable access to health services

Social Wellness Indicators – Living

(through Town of Okotoks Social Wellness Framework Survey 2015)

Please indicate how often you participate in the following aspects of your community:

	Strongly Agree = 5	Agree	Neither agree or disagree	Disagree	Strongly disagree = 1	Total Responses
I have a sense of belonging in my community	122 (26.8%)	202 (44.4%) *(71.2%)	87 (19.1%)	35 (7.7%)	9 (2.0%) (9.7%)	455
I know several of my neighbours by name	168 (36.9%)	190 (41.8%) *(78.7%)	31 (6.8%)	52 (11.4%)	14 (3.1%) (14.5%)	455
I have someone in the community to turn to in an emergency	184 (40.4%)	176 (38.7%) *(79.1%)	32 (7.0%)	46 (10.1%)	17 (3.7%) (13.8%)	455

Summary:

- Only 2.4% of respondents indicated that they never talk to their neighbors -85% of respondents indicated that they talk to their neighbors at least once per month; 78.7% agree or strongly agree that they know several neighbors by name
- 71.2% of respondents agree or strongly agree that they have a sense of belonging in their community
- 68.8% of respondents indicated that they volunteers or participate in community organizations





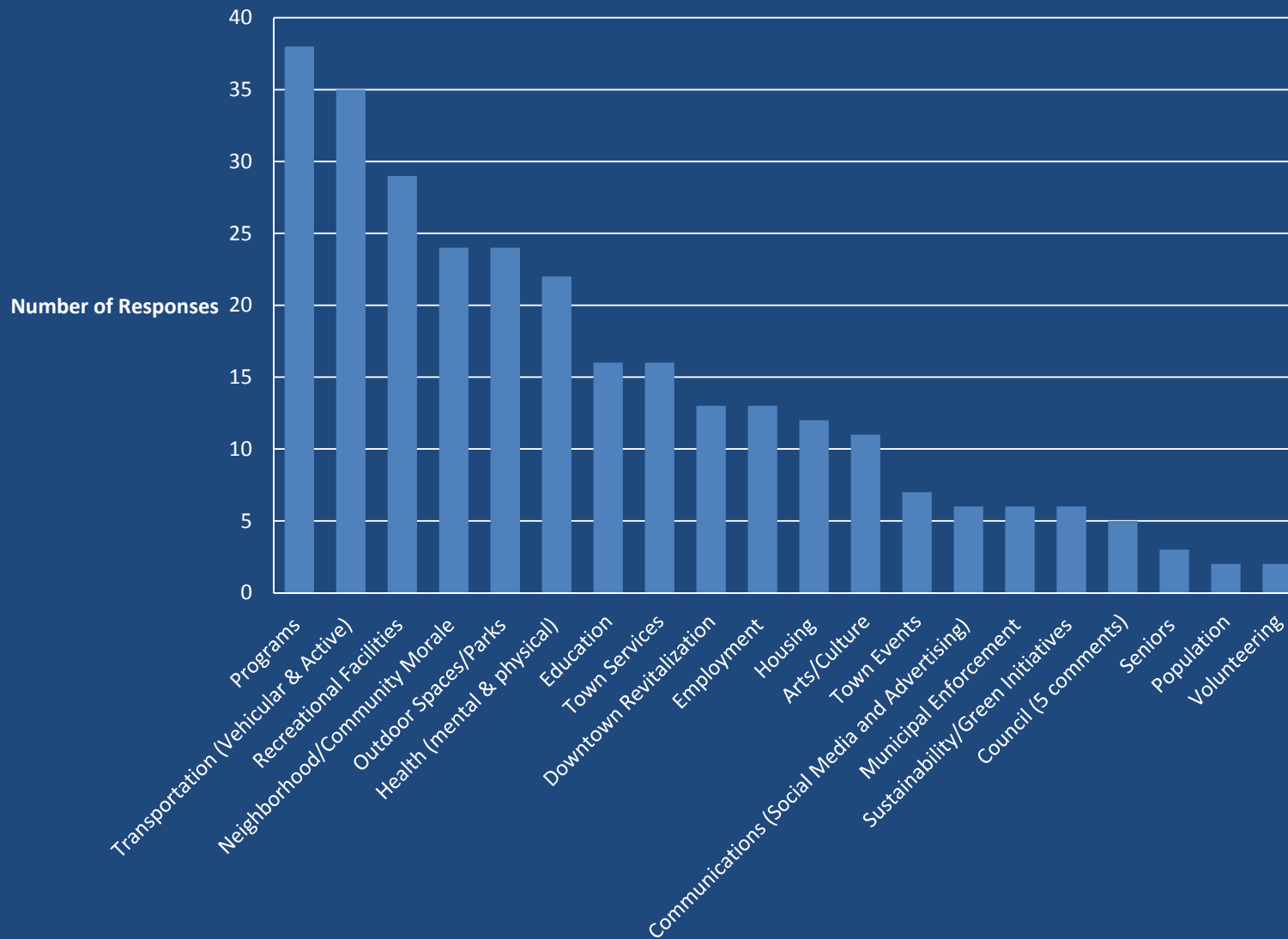
Social Wellness Indicators – Living

(through Town of Okotoks Internal Statistics)

- Hectares of green field development in relation to population growth
 - 143% increase in manicured parks from 2010 (72ha) to 2014 (169ha)
- % change in the hectares of natural area preserved development in relation to population growth
 - 33% increase in natural parks from 2010 (199ha, including 157ha of River Valley park space) to 2014 (265ha including 157ha of River Valley park space)

Social Wellness Framework Survey 2015

Social Wellness Survey Comments by Themes



Social Wellness Framework Survey 2015



Programs (Inclusive - 2 comments; Adult - 14 comments; Youth - 10 comments; Child - 12 comments = 38 comments)

Transportation (Vehicular & Active) (35 comments)

Recreational Facilities (29 comments)

Neighborhood/Community Morale (24 comments)

Outdoor Spaces/Parks (24 comments)

Health (mental & physical) (22 comments)

Education (16 comments)

Town Services (16 comments)

Downtown Revitalization (13 comments)

Employment (13 comments)

Housing (12 comments)

Arts/Culture (11 comments)

Town Events (7 comments)

Communications (Social Media and Advertising) (6 comments)

Municipal Enforcement (6 comments)

Sustainability/Green Initiatives (6 comments)

Council (5 comments)

Seniors (2 comments)

Population (2 comments)

Volunteering (2 comments)

Social Wellness Framework Survey 2015



Programs (Inclusive - 2 comments; Adult - 14 comments; Youth - 10 comments; Child - 12 comments = 38 comments)

More youth programs and opportunities
More evening programs and courses for kids

More spaces in registered programs

Transportation (Vehicular & Active) (35 comments)

Public transportation/transit system
More biking and walking paths
Widen pathway down Veteran's Way and bridge behind library

Recreational Facilities (29 comments)

More pools and rinks
Outdoor pool
Leisure centre type facility with wave pool, lazy river, indoor spray park

Neighborhood/Community Morale (24 comments)

Community Associations
Block parties
Adult groups for newcomers

Outdoor Spaces/Parks (24 comments)

A second off leash dog park with more trees and water
Mountain bike trails
More winter activity facilities such as a cross country ski route

Health (mental & physical) (22 comments)

Walk-in Clinic needed
More family doctors
Urgent care 24 hours

Education (16 comments)

More adult educational courses and career development
More schools and school playgrounds
College or university satellite system

Town Services (16 comments)

Quicker snow removal from paths and better upkeep
Better financial support for low income earners
Plow all streets after priority routes are completed

Downtown Revitalization (13 comments)

More patios
More street life, food vendors, cafes, farmers markets (European-like)
Pedestrian only downtown in the summers for farmer's markets

Employment (13 comments)

More professional, higher paying employment opportunities
Attract a post secondary institution here to create jobs for professionals and support staff
Attract real industry to Okotoks rather than low skill service jobs

Social Wellness Framework Survey 2015



Housing (12 comments)

More affordable housing

More rentals

Bylaws to allow secondary suites

Arts/Culture (11 comments)

More arts and culture activities

Drama camps for kids

Outdoor amphitheatre

Town Events (7 comments)

Weekend music festivals

More multicultural events

Organize something special for major events like the Olympics or the Flames play off run

Communications (Social Media and Advertising) (6 comments)

Proper ads besides paper

Better advertisement for events

No advertising for events outside of town as it makes events too busy

Municipal Enforcement (6 comments)

Block Watch Program

Increase policing of crime, drugs, etc.

More presence in school zones during AM and PM drop offs

Sustainability/Green Initiatives (6 comments)

Encourage gardens in all town parks

Eliminate the use of all chemicals and environmental toxins

Stop cutting trees down and find ways to save them

Council (5 comments)

Lower taxes

More emphasis on social wellness

More leadership from Council

Seniors (2 comments)

More activities for seniors

Assessment of seniors care

Population (2 comments)

Stop the boom

Keep small town feel

Volunteering (2 comments)

More volunteer initiatives and entrepreneurship opportunities like Lemonade Day

More volunteer opportunities for kids



SOCIAL WELLNESS RECOMMENDATIONS AND ACTIONS TO DATE



Recommendation for Action: #1

Develop programming and make funding available to strengthen the sense of community at the neighbourhood level.

- ✓ Administration support for Okotoks Network – July 2015 six Neighbourhood Connector Coordinators hired for pilot Block Connector program
- Administration support for Healthy Okotoks Coalition, United Way/Okotoks
- ✓ Social media campaign and survey conducted to obtain information on the Social Wellness Framework
- ✓ Council proclaimed second Saturday in July as Block Party Day
- ✓ Family Day focus on being “unplugged”
- ✓ Big Brothers Big Sisters mentoring expanded
- ✓ Hall of Fame with awards
- ✓ Art in the Hall at Municipal Centre and ORC installed
- All Community Events:
 - Busker Fest
 - Harvest Fest
 - Taste of Okotoks
 - Chili Fest
 - Winter Walk day
 - Expand Light Up
 - Expand Parade & Children’s Festival
- Multicultural Canada Day event
- FCSS grants to organizations



Recommendation for Action: #2

Continue to include neighbourhood parks in the design of new communities.

There is currently a strong commitment to planning for neighbourhood parks in the design of new communities

- Process for Culture, Parks and Recreation recommendations in subdivision planning and approval process
- Process for Open Spaces and Community Services recommendations in subdivision planning and approval process



Recommendation for Action: #3

Continue the commitment to preserving and providing access to natural spaces.

- Process for River Valley Committee and/or Culture, Parks and Recreation recommendations in subdivision planning and approval process
- Process for Open Spaces and Community Services recommendations in subdivision planning and approval process
- Construction of new pathway connections to the River Valley and acquisition of additional adjacent river valley lands



Recommendation for Action: #4

Make available a wide range of after school programming for students.

- ✓ Increased number of drop-in opportunities in the pool and the gymnasiums
 - ✓ Each week there are a minimum of 28 public drop-in opportunities in the gymnasiums
- Recreational “learn-to” sports programs are available, in addition to arts, theatre and life skills programs
- ✓ Second Licensed Out of School Care program opened 2014 at the Southside Community Programs Centre
- Partnerships developed and equipment obtained for critical hours programming to be implemented in schools (2015)



Recommendation for Action: #5

Make after school programming financially accessible for all students.

- ✓ Increase and streamline the Recreation Fee Assistance program to allow families more access to programs at the Recreation Centre.
- ✓ Worked with Jumpstart to “top” up fee assistance dollars available.
 - Grade 5’s Get Active
 - A program aimed at connecting grade five students with physical activities at the Recreation Centre
- ✓ Active8’s
 - ✓ A program aimed at connecting grade eight students with physical activities at the Recreation Centre implemented in February 2014 and approved in the 2015 budget
- ✓ Children’s summer gym and swim pass.
- ✓ EPCOR – new 2015 sponsor for the continuation of Free Swim & Skate
 - 99 Days of Summer
 - 21 Days of Christmas
- ✓ Grade 5 Gets Active and Active8 programs Council approved for 2015-2016
 - Fall Fitness Sampler
 - Halloween Passes
 - Free Fitness Trial
 - Low ticket prices at concerts, comedy events, and films provide affordable opportunities



Recommendation for Action: #6

Develop strategies that provide reduced costs for enrolling in multiple recreation, sport and cultural programs.

- ✓ Fee-Assistance Program streamlined for easier access and coordination with Jumpstart
- ✓ Increased funding obtained for fee assistance program
- ✓ Partnerships with Jumpstart and KidSport
- ✓ Subsidy for stay at home parents; grant agreement renewed for 2015-2016
- ✓ Partnership with First Calgary Financial to provide travel subsidies for schools for programs at OAG and OMA



Recommendation for Action: #7

Increase programming for preschool aged children. Increase accessibility by programming in both the north and south of the community.

- Aquatics added 2:30-5:00 Tuesday/ Thursday public swim.
- Preschool Swim Lesson registrations:

2011 - 2458	2012 - 2749	2013 - 2932	2014 - 2966
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- Preschool Program registrations:

2011 - 2556	2012 - 2122	2013 - 1972	2014 - 1802
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- Summer day camp registrations:

2011 - 5264	2012 - 5388	2013 - 6145	2014 - 6048*
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*decrease in flex drop and increase in full time
- Kindercare program/child care option hours of care:

2011 -	2012 - 2352	2013 - 4968	2014 - 4182
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- ✓ ABC Jump with me – Tuesday 10:30-11:30 am
- ✓ New 2014 Southside Community Programs facility
- ✓ New Legacy Field House facility.
- ✓ Legacy Field House programs include preschool, children’s and adults, including a licensed out of school care program in Fall 2014.
- ✓ Additional Parent Link programming added in shared community space.

Recommendation for Action: #8

Develop a strategy to attract one or more niche business sectors to Okotoks.



- Five targeted sectors Okotoks Economic Development focuses on include: Technology & Innovation, Professional Services (offices of all types), Tourism Product Development, Transportation & Logistics related and Home based businesses.
- *Business Licenses Data*
 - All License Categories/Types:
 - 2010 - 1,562
 - 2013 - 1,734
 - 2015 - 1,750 (as of July 15th, 2015)
 - Home-based businesses:
 - 2010 - 590
 - 2013 - 649
 - 2015 - 621 (as of July 15th, 2015)
 - Storefront/physically located businesses in Okotoks:
 - 2010 - 479
 - 2013 - 532
 - 2015 - 568 (as of July 15th, 2015)
- Sale of Okotoks Business Park industrial lots, now 60% sold to date or \$8 million
- New strategies to attract businesses include: media interviews/articles, Okotoks Venture newsletter and website, Business Beats video, face to face meetings, trade shows, social media, business & relocation guides/letters, networking and conferences.
- ✓ Various Economic Strategies developed include: networking with entrepreneurs in Calgary and Okotoks, Business visitation survey, fibreoptics research, Roger Brooks Community Assessment, local & regional tourism product development, trade shows and business events to name a few.



Recommendation for Action: #9

Consider and further community social wellness when developing and implementing strategies to maintain a vibrant downtown core.

- ✓ Landmark site consideration
- ✓ 2014 Downtown Survey
 - Festivals and Events Downtown
 - Okotoks Art Gallery events
 - Olde Towne Okotoks marketing
 - Spirit of Christmas show and sale at the Okotoks Art Gallery



Recommendation for Action: #10

Consider and further community social wellness in the development and implementation of the transit feasibility study.

- Increased visibility/promotion of Community Access Program
- Volunteer driver program moved to OFRC to provide more support including Emergency Assistance for low income residents
- ✓ Active Transportation Committee plan developed and approved by committees
- Phase 1 Study (completed Oct 2011) determined that an inter-municipal bus service and a local bus service is feasible
- ✓ Proposed regional transit program pilot project being discussed with regional partners for planned future implementation



Recommendation for Action: #11

Monitor community housing needs and develop land use, sub-division and housing plans that will address those needs.

- Ongoing participation in regional meetings to discuss housing needs in the area and possible regional partnerships
- ✓ The Foothills Region Housing and Homelessness Needs Assessment completed in July 2013
- Ongoing communication with Foothills Foundation and financial support for Lodge housing:
 - 2009 - \$250K
 - 2010 - \$299K
 - 2011 - \$409K
 - 2012 - \$530K
 - 2013 - \$560K
 - 2014 - \$570K
 - 2015 - \$564K
- ✓ A wide range of residential districts in the Land Use Bylaw that accommodate all forms of housing
- A target that 30% of housing in every planned neighbourhood within Okotoks is “non-traditional”
- Has relatively progressive provisions for studio suites.



Recommendation for Action: #12

Address the critical gaps in health services.

- ✓ Town of Okotoks, Economic Development, and Community Services participate in the Okotoks Physician Attraction & Retention Committee (OPARC)
- ✓
- ✓ The Primary Care Network (PCN) and OPARC planned the Building Healthy Communities NOW Workshop; co-chaired by PCN and the Town
 - Staff liaison support for Healthy Okotoks Coalition
- ✓ ORC Partnership with Living Well (AHS program)
- ✓ PCN partnerships for pedometer program and Prescription for Wellness
 - Annual (or more) steering committee meetings held by FCSS/OFRC with Okotoks Health & Wellness, Mental Health, and Children's Services



Recommendation for Action: #13

Develop specific strategies and consider and further opportunities to address issues identified by youth (e.g. working, housing, engagement, transportation and postsecondary education).

- Strong partnership developed with Bow Valley College, the Regional Steward for post secondary education.
- ✓ Post secondary strategic vision developed and presented to Council on March 23, 2015.
- Expanded volunteer program during summer day camps.
- Big Brothers Big Sisters Youth Mentor Program expanded
- Increased awards for Leaders of Tomorrow event/recognition
- Okotoks Youth Centre - scheduled weekly and seasonal events
- Friday Teen Night
- Youth volunteers actively engaged for community programs and events



Recommendation for Action: #14

Develop a framework and strategies to nurture multiculturalism in Okotoks.

- The Town is actively involved and sits on a committee with the Foothills Community Immigrant Services provided through Calgary Catholic Immigration Services
- Physician Attraction and Retention Committee will work with FCSS and the Town to attract and welcome immigrant health care workers and physicians
- ✓ **Canada Day activities now include multi-cultural activities and theme**
- Funding provided for programs and activities
- Community Programs and Events partner with Foothills Continuing Education council to provide English Language Learning classes at the Okotoks Recreation Centre with access to babysitting support in KinderCare



NEXT STEPS AND PRIORITIES



PRIORITY AREAS

Instructional and non competitive programming, including after school and weekends

**Continue to research options for transit.
Develop a recreation masterplan, including the development of priorities for recreational facilities**

Research and attract businesses to provide local and meaningful employment opportunities

Continue to provide park, pathways and natural spaces

Through the annexation process explore diversified housing stocks which provide a range in opportunities for all demographics

NEXT STEPS

Incorporate the recommendations and findings from indications and surveys into the day-to-day business and annual objectives of relevant Town business centres

Report in 5 year increments on the social wellness indicators with updates provided from Stats Canada and the 2017 Resident Survey

