

Vital Signs®



WHAT IS VITAL SIGNS?

Edmonton Vital Signs is an annual check-up conducted by Edmonton Community Foundation (ECF), in partnership with Edmonton Social Planning Council (ESPC), to measure how the community is doing. This year we will also be focusing on individual issues, Vital Topics, that are timely and important to a vital Edmonton – specifically Arts, Philanthropy, Green Spaces, and Sport and Recreation. Each of these topics appears in an issue of Legacy in Action throughout 2019, and are also presented here – the full issue of Vital Signs.

Community foundations across Canada and internationally are also reporting on how their communities are doing.

VITAL LIVING

IN EDMONTON

ARTS & CULTURE

WHO ARE WE?

Edmonton Community Foundation (ECF) is the fourth-largest community foundation in Canada. ECF helps stimulate change and community growth by supporting donors and granting in the following areas: community and social services; arts, culture and heritage; health and wellness; education and learning; environment; recreation and leisure; and social enterprise.

Edmonton Social Planning Council (ESPC) is an independent, non-profit, non-partisan, social research organization. Established in 1940, ESPC conducts research and analysis into a wide range of topics, particularly in the areas of low income and poverty. The council's publications and reports provide the public and government with current and accurate information to support informed decision-making.

GREEN SPACES

SPORT & RECREATION

COMMITTEES

STEERING COMMITTEE

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Edmonton Community Foundation
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Edmonton Social Planning Council
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River Valley Alliance
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City of Edmonton's Breathe Strategy
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SPORT AND RECREATION

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ARTS AND CULTURE

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ARTS in EDMONTON

Unless otherwise stated, "Edmonton" refers to Census Metropolitan Area and not solely the City of Edmonton.

For the purposes of this report, arts and arts organizations encompass the following:

ARTS include a wide variety of creative disciplines including:

- literature (including drama, poetry, and prose),
- performing arts (including dance, music, and theatre),
- and media and visual arts (including drawing, painting, filmmaking, architecture, ceramics, sculpting, and photography).

ARTS ORGANIZATIONS

There are many types of arts organizations that have various structures. Organizations may have artists that are paid (professional) or unpaid (voluntary), be privately or publicly funded, or be considered a for-profit or non-profit. The structure of the organization does not necessarily denote the quality of the work or the commitment of the artists.

Public Engagement in the Arts

Attendance at arts events presented by Alberta Foundation for the Arts (AFA) operational grant recipients exceeds the population of the province.

DID YOU KNOW?

The Kiwanis Music Festival in Edmonton is 111 years old! It was one of the first competitive musical festivals in Canada and features over 1,700 performers including choirs, bands, Indigenous dancing, theatre, and more.

DID YOU KNOW?

76.3% of Albertans attended an arts event in 2018.

Why are Arts important?

Research shows that: **Where the arts thrive, there is also likely to be a vibrant, thriving economy.** Neighbourhoods are livelier, communities are revitalized, tourists and residents are attracted to the area.

There is a correlation between engagement in the arts and people who vote! Adults who attend art galleries, live performances, or read literature are more likely to engage in civic activities like voting and volunteering.

Health and Arts

There is a lot of evidence that art is good for your physical and mental health. Art therapy can help with self-expression, manage pain, and even reduce fatigue, stress, or anxiety.

In 2018-2019, the Health Arts Society of Alberta (HASA) will bring more than 400 professional musicians to perform for elders in care across the province.

The McMullen Gallery at University Hospital in Edmonton runs the "Artist on the Wards" program, a free service that caters to the adult patients in the hospital. It provides therapeutic literary, musical, and visual arts programming. In addition, the gallery sees 1,200-1,500 visitors per exhibition.

According to a survey done by PACE (Professional Arts Coalition of Edmonton), organizations reported holding **11,727 days of arts events in the Edmonton region** in 2016.

- This represents roughly **30 arts events per day.**
- Arts and cultural festivals and live art performance accounted for **over 90% of total event attendance.**

Arts Education in Edmonton

Both Both Edmonton Public and Edmonton Catholic Schools offer focused arts education in addition to regular curriculum.

ONLY ABOUT ONE-QUARTER OF THOSE WORKING IN THE ARTS IN CANADA HAVE GRADUATED FROM POST-SECONDARY ARTS EDUCATION.

MORE THAN 10,000 INDIVIDUALS OVER THE AGE OF 15 IN THE CITY OF EDMONTON HAVE STUDIED VISUAL AND PERFORMING ARTS AT A POST-SECONDARY LEVEL. **OF THOSE, 6,680 ARE FEMALE AND 4,300 ARE MALE.**

6,680
FEMALE

4,300
MALE

“ IN A 2019 LEGER SURVEY ”
72% of Edmontonians **AGREE** that Edmonton is a city that values the arts. This is a statistically significant drop from 2018 (79%).

“ IN A 2019 LEGER SURVEY ”
85% of Edmontonians **AGREE** that Edmonton is a culturally diverse city.

Individuals Working in the Arts

- Often work part time, **supplementing their income** with work outside the arts.
- **Often have a lower income.** Since 2008 real wages have only increased 6.7% compared to 10% for the Canadian economy. Income from writing has decreased by 27% from 2014 to 2017.
- **Face a high turnover rate of 13.3%.** This is higher than the all-industry average of 7.1%.

Top three categories of self-employment:

Photographers	Musicians & Singers	Painters, Sculptors & Other Visual Artists
65.4%	65.1%	63.9%

35.8% of artists in Edmonton are self-employed.

In **Edmonton non-profit arts organizations**, two-thirds are part-time employees or contractors.

Equity in the Arts has a long way to go

Women make up 51% of the 650,000 arts workers in Canada, but represent only 25% of artistic directors. Minority women are more likely to have contract positions and less likely to be in full-time positions of leadership.

A 2016 study found that of more than 2,300 theatre awards, the largest and highest-profile awards are most often given to men.

72% OF DIRECTING AWARDS WERE GIVEN TO MEN **62%** OF PLAYWRITING AWARDS WERE GIVEN TO MEN

According to a 2015 survey with the Canadian Actors Equity Association:

48% of racially diverse members of the Canadian Actors Equity Association **did not feel adequately represented** in live performance, as compared to 9% of white members

27% of members who were hard of hearing or living with a disability earned less than \$20,000 per year, as compared to 18% of able-bodied members in theatre or live performances

ACCORDING TO BEST PRACTICE RECOMMENDATIONS IN ACHIEVING EQUITY IN CANADIAN THEATRE, **THERE IS A LINK BETWEEN WOMEN AS ARTISTIC DIRECTORS, DIRECTORS, PLAYWRITERS, AND ROLES FOR WOMEN ACTORS.** INCREASING WOMEN'S REPRESENTATION IN ONE AREA WILL HAVE A POSITIVE EFFECT ON THE OTHERS.

Volunteerism in the Arts

Volunteers are an important part of the arts in Edmonton. Volunteers provided the equivalent of an estimated 220 full-time jobs to assist arts organizations in 2016.

An average of **52,000 people volunteer** each year to assist the arts in Alberta.

If volunteers were paid \$15 per hour, their labour would be worth more than \$28.5 million, equivalent to approximately 14% of the total revenue for the sector in the province.

Public Art

The City of Edmonton's Percent for Art program allocates 1% of the eligible construction budget of any publicly accessible municipal project for the acquisition of art.

As of January, 2019 there are **233 pieces of completed public art** and 29 are in progress.

THE AFA CARES FOR THE LARGEST PROVINCIAL PUBLIC ART COLLECTION WITH **9,049 ARTWORKS**. AS OF MARCH 31, 2018, IT WAS **VALUED AT \$16,370,749**.

Economic Impact

The Edmonton arts sector contributes \$78 million to the local economy, providing more than 1,540 full-time job equivalents and generating \$59 million worth of income.

REALITY CHECK: Non-profit organizations are as adept at balancing a budget as for-profit organizations, and are well managed and stable.

FOR 2018, THE ALBERTA GOVERNMENT PROVIDED **\$101 MILLION FOR ARTS AND CULTURAL INDUSTRIES, ONLY 0.18% OF THE TOTAL PROVINCIAL BUDGET.**

- According to Statistics Canada data: Non-profit and for-profit performing arts companies as a whole had a positive operating margin in 2016.
- Non-profit performing arts companies tended to spend a larger proportion of their operating expenses on salaries, wages, commissions and benefits.

PHILANTHROPY

in EDMONTON

DEFINITION

An act or gift done or made for humanitarian purposes.

Who is giving in Edmonton?

MEN donated 2/3 of charitable donations in 2017.

54% of donors are male.

WOMEN are expected to close the gap in charitable giving as income equality is achieved.

Median donation in 2017:

\$470 MEN **\$400** WOMEN



WHAT are they giving to?

Canadians give

\$14+ billion ANNUALLY

to registered charities.

66% of the donations made to **1%** of the charities

Religious organizations received 41% of donations in 2013. Health and social services, the next-largest recipients, received 13% and 12% respectively.

Immigrants to Canada are almost twice as likely to donate because of religious obligations, and they give a larger proportion of the money than those born in Canada. They are also more concerned about charity fraud or scams.

Who is giving in Canada?

Median charitable donations made by an individual in 2017 according to tax-filer data:

CANADA **\$300** ALBERTA **\$480** EDMONTON **\$440** CALGARY **\$470**

Foreign-born Canadians tend to donate larger amounts than those born in Canada.

Baby Boomers have been responsible for more than **40% of total donations** since 2000.

Charitable Giving in Alberta

Alberta had the highest median donation (\$480).

The median donation in Canada was \$300.

In 2017: **19.8 percent of Albertans** claimed a donation, the actual number of donating decreased (a trend observed in all provinces).

WHERE are people giving?

Since the 1980s, the largest average donations come from **Alberta & B.C.** and the lowest from Quebec and Atlantic Canada. Since 1985, total donations have increased the most in Alberta and British Columbia.

Donors by annual income

Earn < \$40k **16%** Earn \$40k-\$79k **19%** Earn > \$80k **65%**

Donors by age

20% OF PEOPLE **55 YEARS OR OLDER** DONATED

3% OF PEOPLE **24 YEARS OR YOUNGER** DONATED

Youth motivation

Youth are the least likely to donate, but find experiences such as 'helping others' or 'volunteering' motivational.

WHY people give:

Motivations for giving:

91% Compassion toward those in need
88% Personal belief in a cause
82% Contribution to the community
67% Personally affected
45% Asked by a friend, family member, neighbour and/or colleague

Edmontonians gave **\$439 million** IN 196,180 DONATIONS IN 2017

Calgarians gave **\$664 million** IN 3,050 DONATIONS IN 2017

HOW people give

Data shows that monthly contributors are more likely to be long-term donors who give generously and more often.

CanadaHelps users who make monthly donations **\$681** AVERAGE

Donors who made one-time donations **\$327** AVERAGE

How has the internet affected giving?

The internet has changed the way Canadians – and Canadian charities – communicate and interact.

Since 1990, the percentage of Canadian taxfilers claiming donations has dropped by roughly a third, but the average amount claimed has nearly doubled.

IN A 2019 LEGER SURVEY

66% of Edmontonians said they had donated money to a charity or non-profit in the past 12 months. This is down from 2014 when 80% had donated.

WHEN do we give?

Charitable gifts made in the last five weeks of the year accounted for **40% of all donations in 2017.**

What does this mean?

Canada's **170,000** charities and non-profits employ **two million** Canadians and account for **8.1%** of the Gross Domestic Product.

As the Baby Boomer generation ages, charities will have to find new ways to engage with younger donors and new Canadians and embrace online giving.

DONATE

DID YOU KNOW?

The largest charitable gift to a Canadian community foundation was given over 2 decades by Eldon and Anne Foote, who donated \$164 million to Edmonton Community Foundation.

DID YOU KNOW?

Online donations to ECF have been steadily increasing from 271 donations in 2015 to 669 donations in 2018, while paper donations have been declining in number.

IN A 2019 LEGER SURVEY

Edmontonians are most likely to volunteer for (Top 5):

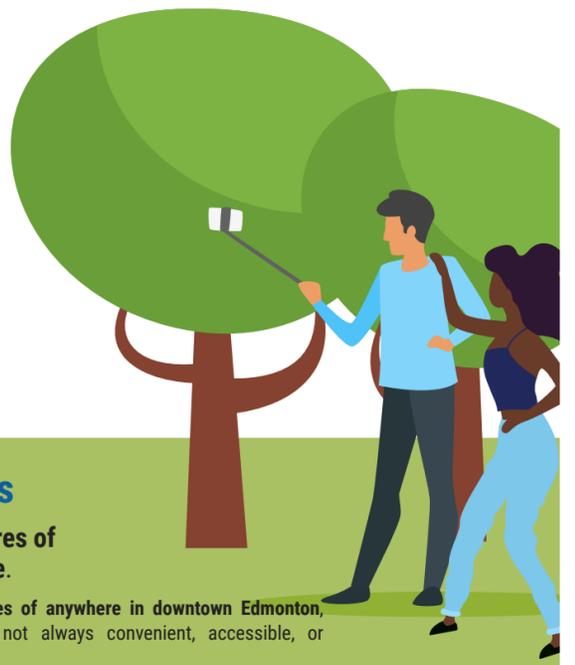
their local community - 32% education or school - 20%
 a specific event or fundraising - 30% children or youth - 19%
 sports or recreation - 20%

50% said that they have NOT volunteered in the past 12 months.



GREEN SPACES

in EDMONTON



What do you mean by *green*?

NATURAL AREA: spaces identified for the conservation, preservation and/or restoration of natural features, biodiversity, or ecological processes with a relatively low level of human maintenance.

GREEN SPACE: spaces featuring vegetation and other natural elements that range in size, public accessibility, and human management.

PARK: An actively maintained, publicly accessible green space that may contain natural and man-made materials.

DID YOU KNOW? The North Saskatchewan's muddy appearance, is due to the silts it transports. **Water quality testing indicates it is safe for a variety of recreational uses including swimming and tubing**, although users should be cautious in the spring and fall during heavy flow rates.

The Ribbon of Green

The North Saskatchewan River Valley, a loosely connected strip of land covering **18,000 acres**,

- is the largest urban park in Canada,
- has 160 kilometres of maintained pathways and 20 major parks,
- has been protected in some form since 1915 in response to the devastating flood when the North Saskatchewan River rose 42 feet.

3 KINDS OF NATURAL HABITAT EXIST IN EDMONTON

FORESTS: These areas are largely filled with aspen and balsam poplars and some evergreens.

WETLANDS: Marshes are the most common type of wetland found in Edmonton. Marshes are in depressions, often surrounded by water-based plants, willows and other shrubs.

RIVERINE: The banks of the North Saskatchewan River, its tributary creeks, and the slopes of both the river valley and ravines.

Challenges for Parks

- **Inadequate funding** for park maintenance, programming, and repairs.
- **Increasing damage** from extreme weather.
- Parks used as **alternative housing** by people experiencing homelessness.
- **Growing demand for trails** and off-leash dog parks.
- **Demand for unstructured gathering spaces** and areas for unstructured play.
- **Accommodating an aging population.**

Edmonton's Park Use

In a 2017, City Park Usage survey, in the past year:

82% used their **NEIGHBOURHOOD PARK** **64%** used a **RIVER VALLEY PARK**

According to BREATHE part of Edmonton's Green Network Strategy (2016):

90% of Edmontonians said they used green spaces to **enjoy nature**,

86% believe **trees are the most important feature** of open spaces,

81% used green spaces for **wellness** and,

65% used them for **celebration**.

Wildlife/Habitat

Edmonton is host to almost 50 species of mammals, more than 150 species of birds, 5 species of amphibians, 2 species of reptiles and approximately 30 species of fish.

According to WILDNorth **40 species** of wildlife are **at-risk** in Edmonton.

WILDNorth admits almost **3,000 injured or orphaned** wild animals from the Edmonton region. **95%** are **displaced due to human activity and practices**.

Ways you can Help Wildlife

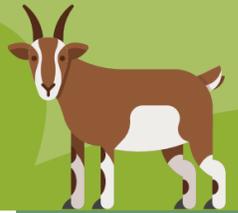
- **Keep pets on a leash** or contained when outside.
- **Do not feed birds bread** or other unnatural food.
- **Keep garbage contained** and secure to avoid encouraging unwanted wildlife behaviour.
- **Cover windows to avoid a reflective surface**, to reduce bird window strikes.
- **Do not assume an animal is orphaned** until you have monitored it for some time and contacted a professional for advice.

Edmonton Parks

Edmonton has **7 hectares of parkland/ 1,000 people**.

- Parks are **within 400 metres of anywhere in downtown Edmonton**, although connections are not always convenient, accessible, or pleasant.
- The Edmonton metro region has **17 off-leash dog parks** and **5 boat docks** to launch non-motorized watercraft.
- (ÎNÎW) River Lot 1100 on Queen Elizabeth park road opened in 2018 and showcases permanent **art installations by six Indigenous artists** telling the story of this place.

No kidding... GOATS – Edmonton employs almost **200 goats to eat weeds in Rundle Park each summer**. Edmontonians who want to see them at work can attend a "Meet and Bleat."



Green Space is good for us.

There is evidence that accessing urban green spaces can provide:

- psychological relaxation and stress reduction,
- improved social cohesion and psychological attachment to the home area,
- immune system benefits,
- enhanced physical activity,
- reduced exposures to noise, air pollution and excessive heat.

DID YOU KNOW?

The historic **Holowach Tree** is the oldest standing horse chestnut in Edmonton. It was planted on **April 30, 1910** by **Ukrainian pioneer Sam Holowach**. It can be found off Jasper Avenue between 105 and 106 Streets.

BIGGEST PARKS BY AREA (m²)

Whitemud Park

3,949,337

Terwillegar Park

1,736,951

Whitemud Ravine Nature Reserve

1,472,291

THE SMALLEST PARK

is called 'Stony Plain F', at a mere **15.4 m²** and located in Glenora.

IN A 2019 LEGER SURVEY

76% of Edmontonians feel that Edmonton has an adequate number of green spaces in their community. But only **55%** feel that Edmonton is an environmentally friendly city. Down from **74%** in 2014.

DID YOU KNOW...?

Natural areas provide food for pollinators when crops are not yet flowering. Pollinators are essential to many types of foods we eat.

Native bees in Alberta are pollen-collecting bees.

THE BUZZZZ ON BEES

Alberta is home to more than **300 native species of bees** but most of these are solitary bees (non-aggressive).

The Honeybee is not native to Alberta.

The City of Edmonton has been trying to **increase natural areas since 1995** by leaving grassy areas uncut and monitoring for noxious weeds.

ECF@WORK

Prince's Charities Canada (PCC) received **\$37,000** for Beekeeping Clubs in partnership with Northlands.

Participants learn to care for beehives and harvest honey. Youth develop a connection to nature, experience a form of food production, and understand the importance of preserving our ecosystems.

Beyond the River Valley

Just east of Edmonton is Beaver Hills Biosphere which was named a UNESCO biosphere in 2016. The landscape contains wetlands, lakes and forests, and is home to a variety of animals. This area includes Elk Island National Park, several provincial parks, and protected areas that are situated within this ecologically-significant region.

Visitation to Elk Island National Park has nearly doubled in a decade, from 185,000 visitors in 2009 to **more than 360,000 visitors in 2018**.

ECF@WORK

Edmonton and Area Land Trust (EALT) received \$50,000/yr for 2017, 2018, and 2019 to help build the organization. EALT's mandate is to conserve natural areas in Edmonton and the surrounding region. **In 11 years they have secured 12 natural areas totalling 2,243 acres.**

WILD MYTHS:

MYTH: Nestlings can not be returned to the nest once the scent of people is on them.

FACT: Parent birds will not reject nestlings as almost all birds have no sense of smell.

MYTH: If you find a baby hare, porcupine or deer fawn alone, you can assume it's orphaned.

FACT: It is normal for mothers of these species to leave their young alone during the day and will return at night to nurse the young.

MYTH: I should be afraid of coyotes.

FACT: Coyotes are a natural part of our urban ecosystem and serious conflicts with people are **extremely rare**. Though they normally stay away from people, avoid habituating them to human food sources and keep small pets close. Should you encounter a coyote that seems a little too curious, face the animal, make yourself appear large, and be loud and aggressive by shouting and clapping. We can live in harmony with this important species.

SPORT & RECREATION in EDMONTON

DEFINITIONS

Active Living: Integrating regular exercise and physical activity into one's routine and valuing the physical, social, mental, emotional, and spiritual needs that these pursuits fulfill.

Active Recreation: Activities that require physical exertion and provide participants with relaxation, enjoyment, or benefit for their physical health and wellbeing.

Sport: Activities involving physical exertion and skill in which individuals compete against each other or measured standards for enjoyment and entertainment.



Because it's GOOD FOR YOU!

Being active for at least **150 minutes per week** can help reduce the risk of:

- Premature death
- Heart disease
- Stroke

- High blood pressure
- Certain types of cancer
- Type 2 diabetes
- Osteoporosis
- Obesity

And can lead to improved:

- Fitness
- Strength
- Mental health morale and self-esteem
- Quality of life

Economics of Sport & Recreation

According to Edmonton Sport Council the estimated economic significance of amateur sport and active recreation in Edmonton in 2018 was more than **\$663 million**. This was based on household expenditures in 2000 and estimated for today's population and dollar value.

According to a 2016 City of Edmonton White Paper on User Fees only **50% of the funds** to operate municipal recreation centres come from user fees. The other half is subsidized by the City.

Outdoor community ice rinks cost **\$7,000-9,000 per year** and require an average of **485 hours** per year to maintain.

Edmonton's municipal recreation centres saw **9.4 million** visits in 2018.

- 1 in 10 of those visits were funded by the Leisure Access Pass (LAP). The LAP is issued for free or at a discount to low income Edmontonians, of which 57,079 were distributed last year.

More than half (**54%**) of Canadian families are financially strained from their kids' extracurricular activities.

One in four (**27%**) has gone into debt as a result.

What's in it for the City?

According to a White Paper on User fees from the City of Edmonton, high-quality recreation services:

- enhance the quality of life and social connectedness of Edmontonians,
- contribute to the health and wellness of Edmontonians, and
- provide public health benefits.
- attract and retain talent to Edmonton.

Edmontonians' participation in active living (**91%**) is lower than Calgary (**96%**), and Lethbridge (**94%**).

In Canada, the total and direct healthcare costs of obesity was estimated to be **more than \$6 billion** in 2015. It has overtaken tobacco as the leading cause of premature, preventable deaths in Alberta.

- First Nations and certain visible minority children are particularly vulnerable, suffering from obesity at a rate 2 to 3 times higher than the national average.



No shortage of facilities

There are numerous private gyms, studios, fitness clubs, sport organizations, and ad-hoc recreation programs.

The City of Edmonton maintains the following sport and recreation facilities for citizens' enjoyment:

- **18** recreation and leisure centres
- **9** cultural centres
- **20** ice arenas
- **455** playgrounds
- **3** golf courses
- **6,128** hectares of parkland

Edmonton Federation of Community Leagues supports 160 community leagues across the city that maintain:

- **150** playgrounds
- **131** outdoor ice rinks
- **56** spray parks
- **14** community gardens

The YMCA of Northern Alberta has 4 health, fitness, and aquatic centres in Edmonton.

And many more that are not listed.

Participation

49% of Edmontonians participate in an active recreation or organized sport.

Main reasons for participation:

80%
FUN AND ENJOYMENT

78%
HEALTH AND WELLBEING

According to the Live Active survey among those who are active the top activities are:

Walking, running, jogging, hiking **29%** Aerobics **43%** Swimming **21%**

Lack of Participation

51% OF EDMONTONIANS DID NOT PARTICIPATE in organized sport or active recreation in the past year.

Among those not participating, the main reasons are:

- 32%** time and distance
- 26%** prefer to spend time on other activities
- 16%** health or ability
- 10%** cost of activity

Participation in sport and recreation tends to increase as income increases.



Let's get physical

- Only 64% of Albertans get enough physical activity to achieve health benefits.
- The average Albertan spends 9.5 hours per day during the week in sedentary activities. 37% of Albertans are sedentary more than 10 hours per day.
- Albertans 65+ are three times less likely to be physically active than those 18 to 24 years.

DID YOU KNOW?

Edmonton Sport Council provides an activity search on their website where you can search by activity type, age, and city sector. It can even identify activities for persons with disabilities. Not knowing where to go is no longer an excuse. Edmontonsport.com.

All right you've convinced me.

Physical Activity Recommendations

CHILDREN & YOUTH

Under 1 Year

Physical activity daily in a variety of ways, interactive floor-based play – more is better. For those not yet mobile, 30 minutes of tummy time spread throughout the day while awake.

1–2 Years

180 minutes variety of physical activities including energetic play spread throughout the day.

3–4 Years

180 minutes of a variety of physical activities spread throughout the day, 60 minutes is energetic play – more is better.

5–17 Years

60 minutes per day of moderate to vigorous aerobic activities, and muscle and bone strengthening activities, should each be incorporated at least 3 days per week.

ADULTS AGED 18–64

150 minutes of moderate to vigorous-intensity aerobic physical activity per week in bouts of 10 minutes or more.

ADULTS AGED 65+

Adults 65+ with poor mobility should perform physical activities that enhance their balance and prevent falls. Staying active is the key to maintaining good health. Those 65+ should maintain their active living to the extent they can as they age.

Recreation Sector

- Gyms and fitness centres account for **65% of total health and fitness industry** revenue.
- **97% of gyms** opening in 2014 (581) were **low cost** (under \$40 per month).
- **\$1,951** was the average household spending on Recreation Services in 2013. This is a 23% increase from 2010.

“ **IN A 2019 LEGER SURVEY 77% of Edmontonians feel that there are adequate opportunities for sports or recreation in Edmonton. This has been on a steady decline from 83% since 2014.** ”

Removing the Barriers

NEWCOMERS – The two biggest barriers to sport and recreation for newcomers are **time and money**.

WOMEN & GIRLS – In 2018, Canada's federal government announced \$30 million over three years to support data, research, and innovative practices to promote women's and girls' participation in sport. An additional **\$9.5 million per year** for five years was allocated to Indigenous sport.

Financial Assistance

According the Live Active Survey **46% of Edmontonians were unaware** of the following recreation programs designed to remove barriers to participation in Edmonton:

- Leisure Access Pass
- Sport Central
- Seniors Recreation programs
- YEG Youth Drop-In program
- KidSport

Sport Central, KidSport Edmonton, and Canadian Tire Jumpstart provide support to low-income children and youth in Edmonton.

- Since 1991 Sport Central has helped more than 150,000 kids play their favourite sport and continues to help more than 9,000 kids yearly.
- In 2018, the Edmonton branch of Canadian Tire's Jumpstart program helped more than 80 thousand kids participate in sport and dispersed **\$1.2 million** through individual, community development, accessibility and parasport grants.
- KidSport Edmonton helped 2,983 kids play organized sports and distributed \$354,994 in 2018. 37% less than the funding distributed the previous year.
- Funding was cut by approximately 50% per application due to the increase in demand for funding and fundraising challenges.

DID YOU KNOW?

A number of the City's recreation centres as well as the YMCA facilities offer child-minding services.

ECF@WORK Goodwill Industries of Alberta received \$29,300 for You Can Ride 2 Program. This grant will purchase the tools and equipment needed to establish a bicycle mechanic workshop in Goodwill's warehouse space.



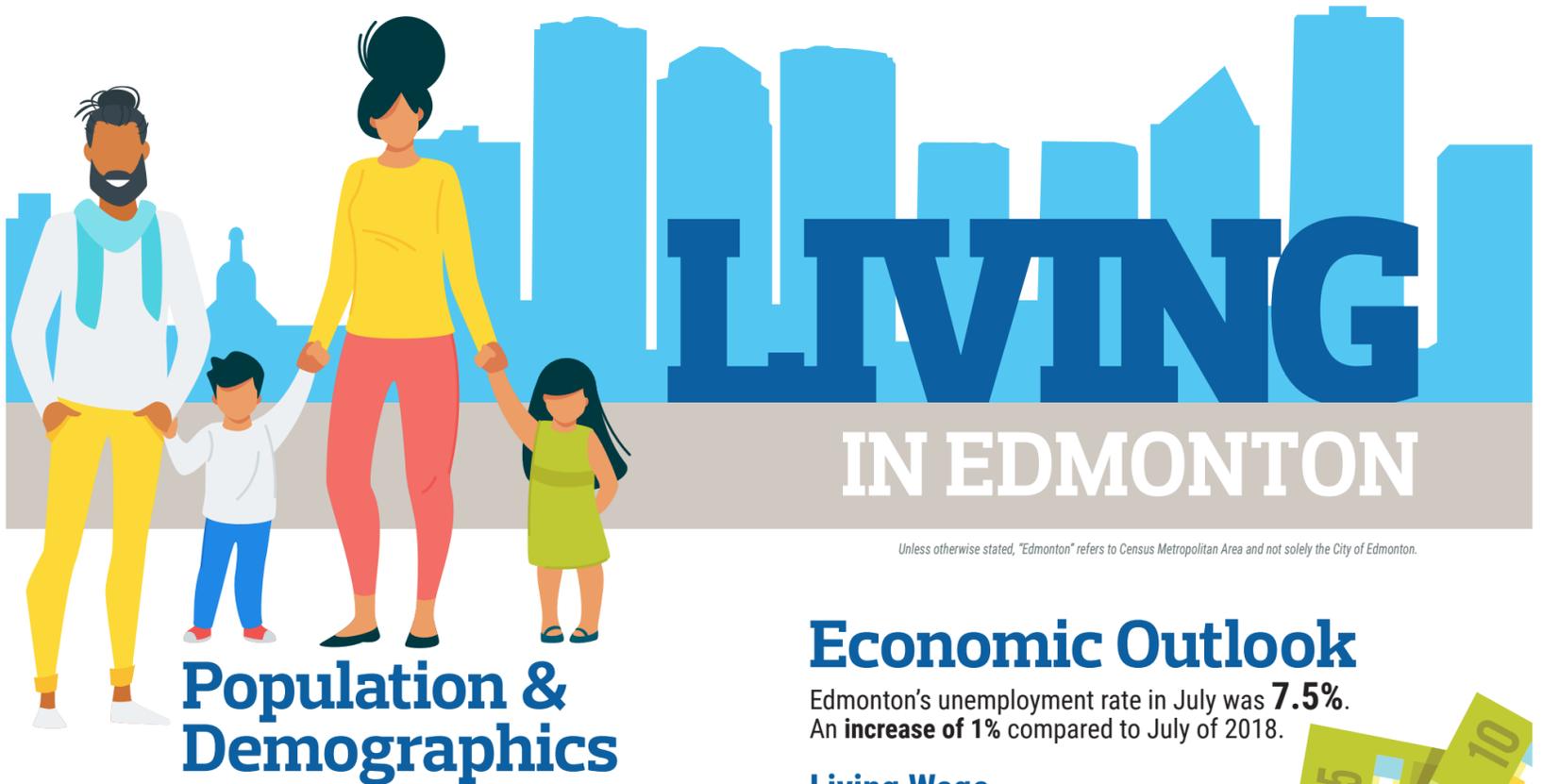
Para Sport Challenges

Nearly **five million** Canadians live with some form of disability.

- Adaptive equipment is expensive, available from limited manufacturers and often custom-made.
- Virtually no second-hand markets.
- Trying a sport is prohibitively expensive, especially for children who may outgrow equipment.
- Transportation, and facility accessibility compound the issues around sport and recreation.

The Paralympic Sport Association has been providing adaptive recreation and sport programs in Alberta since 1965.





Unless otherwise stated, "Edmonton" refers to Census Metropolitan Area and not solely the City of Edmonton.

Population & Demographics

The City of Edmonton's population on April 1, 2019 was **972,223**.
An increase of 72,776 since the last municipal census (2016).

City of Edmonton's Generation Breakdown

Post-Millennials (iGen) born 1997-Present	Millennials born 1981-1996	Generation X born 1965-1980	Baby Boomers born 1946-1964	Silent Generation born 1945 or earlier
27.2%	26.0%	21.4%	19.5%	5.8%

Edmontonians are **5.5 years younger** than the national average. Edmonton's median age is 35.7 years, Canada's median age is 41.2 years.

Visible Minority & Newcomers

Edmonton's visible minority population increased more than **100% in a decade**.
2006: 165,465 persons 2016: 339,035 persons

4 in 10 Edmontonians are a visible minority.
The number of immigrants and refugees permanently settling in Edmonton rose by 270% from 2000 to 2017 (4,304 to 15,925).



Language

The top 5 languages spoken in Edmonton (other than English or French) are:
Chinese languages • Tagalog (Filipino) • Arabic • Punjabi • Spanish

Gender Identity

Man/boy	Woman/girl	Transgender/Two-Spirit/Non-Binary/Other
49.5%	50.3%	Less than 1%

Racism In 2017/18 there were **893 Alberta Human Rights complaints**, 79% were related to employment practices.

Of the 2,578 complaints that cited grounds of discrimination, the top 5 are: **Physical Disability 30%, Mental Disability 21%, Gender 14%, Race/Color 9%, Ancestry/Origin 8%**.



Economic Outlook

Edmonton's unemployment rate in July was **7.5%**.
An **increase of 1%** compared to July of 2018.

Living Wage

This represents the wage required for a primary income earner to provide for themselves and their families, participate in their community, and have basic financial security.

Minimum Wage Workers

Between 1998 and 2018 the proportion of employees earning minimum wage doubled. 5.2% to 10.4%
1 in 3 minimum wage workers over the age of 25 in 2018 had a post secondary diploma or above.

30% of minimum wage workers are immigrants.

More women than men were working for minimum wage in 2018. 41.2% male 58.8% female



Inflation in Metro Edmonton

2018 - **2.7%** 2017 - **1.6%**
This is contributed to higher fuel and electricity costs, particularly gasoline prices.
Alberta 2018 - 2.4% Canada 2018 - 2.3%.

Where your City of Edmonton tax dollars go (2018)

Based on \$206 per month:	\$23	\$19	\$11	\$5
Debt Repayment	Debt Repayment	Fire Rescue Services	Capital Purchases	Planning & Housing
\$30	\$21	\$15	\$9	\$3
Police Services	Neighbourhood Renewal	Corporate Support	Operational Support	Valley Line
\$26	\$20	\$14	\$8	\$2
Community Services & Attractions	Transit	Roads & Traffic Management	Corporate Expenditures	City Governance

IN A 2019 LEGER SURVEY

The number of Edmontonians who said that they **AGREE** that these groups face discrimination in Edmonton:

Indigenous peoples	Visible minorities	Disabled people	LGBTQ2S people
65% (down from 2017 - 72%)	53% (down from 2017 - 61%)	46% (down from 2017 - 51%)	45% (down from 2017 - 50%)

Education

The amount of Edmontonians with at least a bachelor's degree has grown from **12.8%** in 1986 to **27.3%** in 2016.

Both Edmonton school boards have developed specialized programming to improve high school graduation rates for Indigenous students, including Indigenous-led schools.

3 Year Graduation Rate

EDMONTON CATHOLIC SCHOOL BOARD	EDMONTON PUBLIC SCHOOL BOARD
2017 84.5%	2017 75.4%
2018 85.6%	2018 73.8%
First Nations, Métis, or Inuit (FMNI) 3 year rate: 57.8%	First Nations, Métis, or Inuit (FMNI) 3 year rate: 41.3%



Food

Nutritious weekly food basket price between August 2018 and July 2019 was **\$241.80** a 2.8% increase from 2018's average price.

Edmonton's Food Bank helped **62,475 Edmontonians**, supplying 4 million kg, estimated to be worth **\$22,175,000**.

This was achieved through **85,240 volunteer hours**, **61 food depots** and **59 schools** that delivered 500,000 meals and snacks per month.

Edmonton's Food Bank Helps

60% are female	43% have post-secondary education	78% became unemployed in the last 3 months	72% of household income is less than 25k annually
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Children were **37.9%** of Edmonton Food Bank's Hamper Program clients and Edmonton's Foodbank helped an average of 8,351 children per month through this program in 2018.

TRENDS in Edmontonians' ATTITUDES.

Since 2014 Leger has surveyed Edmontonians annually. This year, more than in any other year, Edmontonians seem to be pessimistic.

Only 55% of Edmontonians rated their quality of life Very Good or Excellent in 2019.

Edmontonians' were asked if they agree with the following statements.

There are adequate job opportunities in Edmonton.					
2014	2015	2016	2017	2018	2019
76%	69%	49%	51%	53%	49%

Edmonton is a senior-friendly city.

Steady decline from 56% in 2014 to **48% in 2018**.

I feel safe in Edmonton.

Steady decline from 73% in 2014 to **63% in 2019**.

In Edmonton, adequate initiatives are in place to reduce poverty.

35% in 2014 to **35% in 2019** - Edmontonians do not feel we are making progress.

Edmonton is an environmentally friendly city.

Steady decline from 74% in 2014 to **55% in 2019**.

There are regular events in my community. Only **50%** of Edmontonians agree with this.

I feel socially isolated from my community. **23% agreed.** The highest percentage since asking this question in 2016.

I trust the government.

Only **34% agreed** with this statement in 2019.

45% agreed with the statement in 2018.

Technology and social media contribute to improved social connections.

64% agreed in 2016, now at **51% in 2019**.



IN EDMONTON

Homelessness/ Affordable Housing

The City of Edmonton currently has a **severe shortage of affordable housing**.

6,000 households on the waitlist and only about 4,500 units in all of Edmonton.
300 new applications are received each month.

IN A RECENT LEGER SURVEY
32% of Edmontonians feel that it is easy to find affordable housing. This is up from 21% in 2015.

Demographics of Edmonton's Homeless Population

1,971 people were found to be experiencing homelessness in 2018.

- 73.9% Male, 25.8% Female, 0.2% Transgender.
- 57% of Edmontonians experiencing homelessness identify as Indigenous (but make up only 5% of Edmonton's total population).

Homeless youth are:

52% Female | 61% Indigenous

Housing First

This approach recognizes housing as a crucial precondition for recovery and stability as opposed to requiring sobriety or employment prior to being admitted into housing.

Permanent supportive housing (PSH) is long-term housing connected to other supports and services to assist those who experience chronic homelessness. There are 226 PSH units in the city. An estimated 900 new units are required by 2023.

In response to this shortage the City of Edmonton has a few priorities relating to affordable housing in 2019:

- Make four sites available for Permanent Supportive Housing projects.
- Formalize procedures for City investment in affordable housing.
- Increase public awareness and engagement on the benefits of affordable housing.

Housing Vacancy Rate

5.3% in October 2018

7% | **1.4%**
2016 & 2017 | 2013

AVERAGE RENT for a Two-Bedroom Apartment

\$1,346 in 2017 | **\$1,392** in 2018

AVERAGE HOUSING PRICES

\$375,030 | **\$338,009** | **\$111,545**
2017 | 2007 | 1997

64.3% of Edmontonians owned their home in 2016.

Most Populous Wards

Ward 12: **111,550** | Ward 9: **106,724** | Ward 4: **84,971**

Housing Starts

Builders in the City of Edmonton broke ground on a total of **1,616 housing units** in the first quarter of 2019, a 7.1% year-over-year decline from the first quarter of 2018.

IN A 2019 LEGER SURVEY
Edmontonians' main mode of transportation is:

In 2019

75%
car as either driver or passenger

16%
public transit

6%
walk

2%
cycle

In 2014

73%
car as either driver or passenger

19%
public transit

5%
walk

4%
cycle

The numbers have not changed much since 2014.

Transportation

- 2 LRT routes
- 191 bus routes
- 230 school routes
- 7,456 bus stops
- 1,126 transit vehicles (LRT & buses)

Edmonton Transit Service Satisfaction

2018's overall satisfaction rate remained at 78%.

But across all modes of transportation, in the fourth quarter of 2018 satisfaction registered significantly lower and the rest of the year.

Almost 60% of Edmonton residents over the age of 15 travelled on ETS in the past year.

Busiest LRT Stops

CENTURY PARK STATION - 27,142 people got on or off, a 3.8% increase from 2017.

UNIVERSITY - 26,919 got on or off

CHURCHILL - 19,852 26,919 got on or off

DID YOU KNOW?

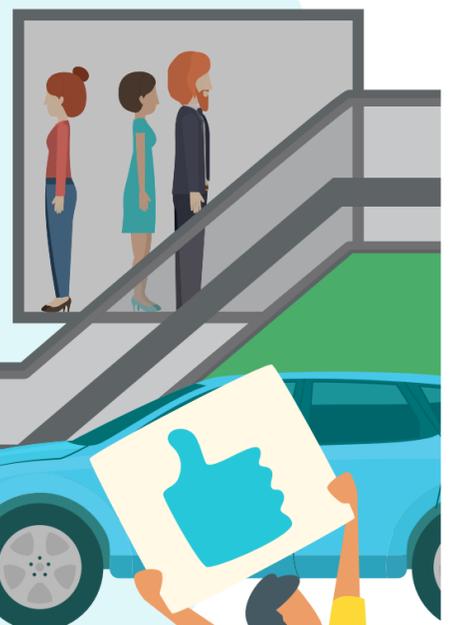
The LRT has been around for 41 years. The first trains started rolling in time for the 1978 Commonwealth Games. The first train car in service is still operating today, and has travelled over 3.2 million kilometres.

In 2017 alone, LRT cars travelled over 9.2 million kilometres (almost 12 trips to the moon and back).

Funicular

Edmonton's funicular and pedestrian bridge offer free, accessible transportation to the river valley.

- It has made 114,038 trips up or down in less than one year.
- 22% of visitors used it for their daily commute.



Thumbs Down

Down in the Dumps

City of Edmonton's once "World Class" recycling facility can no longer make such claims. Just twenty years after being built and composting has halted due to roof collapse and a recent audit revealed that 15 to 25 per cent of recyclables are sent to the trash because the workers can't 'get to everything'. Overall the facility has been diverting less than 50 per cent (goal of 90 per cent) and it has been as low as 35.7 per cent. Operating costs have increased since 2012 but waste diversion has declined.

The good news is that The City of Edmonton is reporting that in 2017 we had the lowest waste per capita collected since 2003 – a decrease of 19.5%. The City is now looking at new ways to process our waste, including dealing more effectively with kitchen scraps, imposing stricter recycling guidelines, and putting more responsibility on citizens. In short, we all need to do our part. It is time to take our garbage seriously. A recent Conference Board of Canada report tells us that Canada produces more waste per capita (720 kg per capita) than any other country and Alberta has the highest rate among the provinces at 1,007 kg per capita.

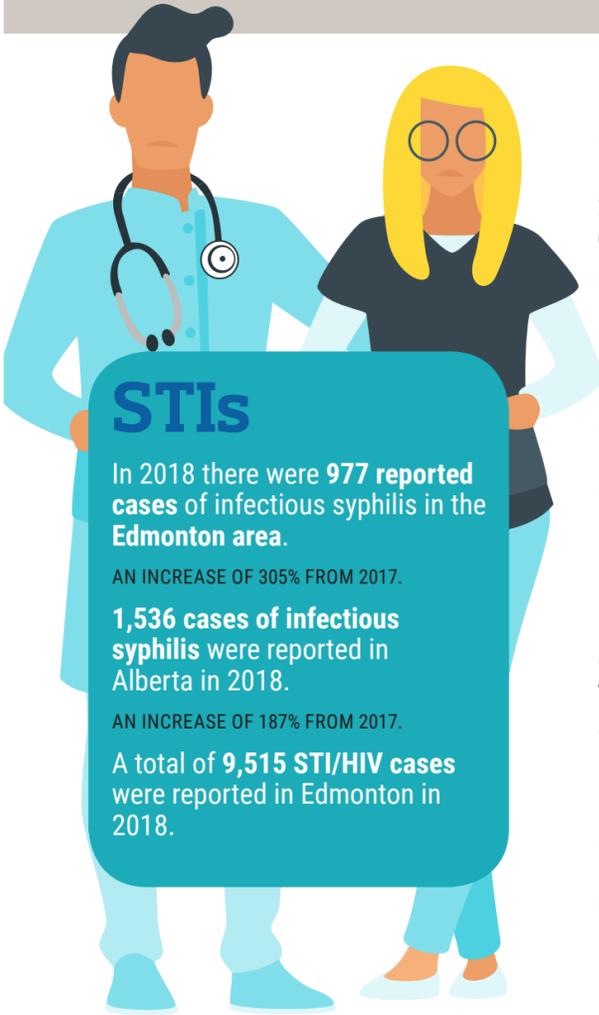
Thumbs Up

Conversion Aversion

On August 27, 2019 Edmonton City Council voted to ban conversion therapy. Although largely symbolic, they are doing all that is in the City's power to do. Following a similar vote from St. Albert's city council, Edmonton's councillors have tasked administration to draft an official bylaw to ban the licensing, practice and promotion of conversion therapy, which may include a \$10,000 fine.

This is an important step since the province has yet to take a stand. This practice has been discredited in the Canadian Psychological Association, and has already been banned across Manitoba, Ontario and Nova Scotia.

Earlier this year federal Bill S260 was introduced which would ban conversion therapy across Canada. The Bill defines conversion therapy as "any practice, treatment or service designed to change an individual's sexual orientation or gender identity or to eliminate or reduce sexual attraction or sexual behavior between persons of the same sex." Conversion therapy denies human rights as defined by the Canadian Charter of Rights and Freedoms, touching upon the right of every person to freedom of expression, of religion, and personal security.



STIs

In 2018 there were **977 reported cases** of infectious syphilis in the Edmonton area.

AN INCREASE OF 305% FROM 2017.

1,536 cases of infectious syphilis were reported in Alberta in 2018.

AN INCREASE OF 187% FROM 2017.

A total of **9,515 STI/HIV cases** were reported in Edmonton in 2018.

Opioid Crisis

2 people die every day from opioid overdoses in the province.

- Edmonton has 3 safe consumption sites located with community agencies.
- 29,000 referrals for addiction treatment services, counselling, methadone and suboxone therapy, STI treatment, housing support, and wound care.
- 100% success rate in reversing opioid overdoses at supervised consumption services (SCS) in Alberta.
- More than 4,300 overdoses were reversed since November 2017.

Fentanyl

From the start of 2016 to March of 2019, **518 people have died of fentanyl poisoning** in Edmonton.

- In the first quarter of 2019, there were **94,614 visits to supervised consumption services** sites in Edmonton, Calgary, Lethbridge, and Grande Prairie.
- 52%** of the time the fentanyl-related death occurred in the individual's home.
- 2,290 hospitalizations related to harm from opioids and other drug use**, 18% of total inpatient stays at the Royal Alexandra Hospital.

Opioid-Related Deaths

In 2017:

66% of deaths were from people using alone.

- 77 per cent were male,
- 75% had regular, stable housing, and
- 84% had at least one family member or friend who was aware of their drug use. Previously being in provincial custody or medical diagnoses for psychiatric conditions or chronic pain were other common factors.



Cannabis and Drug Use

In testing **municipal wastewater samples** for traces of cannabis, and other drugs, estimates of drug use:

CANNABIS USE:

LOWEST in Edmonton

HIGHEST in Halifax

Compared to Toronto, Montreal, Vancouver, and other Combined sites

METHAMPHETAMINES:

HIGHEST in Edmonton

LOWEST in Halifax

Compared to Toronto, Montreal, Vancouver, and other Combined sites

OPIOIDS INCLUDING CODEINE:

2.5 times higher in Edmonton

Halifax 2nd Highest

LOWEST in Montreal

Alberta tops Canada's cannabis market with \$123.6 M in cannabis products sold.

Edmonton Public Library Stats

- 275,272 Edmontonians used their library card.
- 15.4 million in person and virtual visits to EPL.
- 11.3 million items borrowed.

FOUR NEW BRANCHES IN 2018:

Calder
Heritage Valley
Londonderry
Capilano

EPL & Reconciliation

In 2018:

- 242 classes and events** (including Cree language learning classes, Indigenous storytelling and more) that drew 8,516 attendees.
- Massive Open Online Course (MOOC):** Indigenous Canada. Has had more than 25,000 registrants nationwide.
- Staff and epl2go Literacy Vans** also provided library services to Enoch Cree Nation, and 69% of eligible EPL staff participated in reconciliation-related training.



Crime

In 2018 the Edmonton Police Service Crime Severity Index (CSI) was 128.62, a **3.36% increase from the previous year**. Here's how it compares to other major Canadian cities:

Calgary	Montreal	Toronto
89.52	58.29	53.64
Winnipeg	Vancouver	Ottawa/ Gatineau
119.43	84.30	54.89

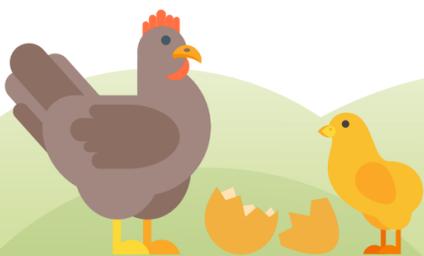
Sexual Abuse in Sports

A CBC News and Sports investigation found at least 340 coaches across Canada have been charged with sexual offences against minors in the past 20 years. Of those, 222 coaches have been convicted.

There are currently at least **34 trials against coaches** before the courts.

CHARGES IN TOP 3 SPORTS:

HOCKEY 86 | SOCCER 40 | MARTIAL ARTS 32



Pets & Animals

SPAY AND NEUTER

Of the pets *licensed* in Edmonton from September 2018 to August 2019:

- Only 12% of 61,912 dogs were not spayed or neutered.
- Fewer than 1% of 30,860 cats were not spayed or neutered.
- None of the 54 pigeons were spayed or neutered.

CHICKENS AND HENS

Did you know? You can apply to keep up to six hens in your backyard through the City's Urban Hens program. Each hen-keeper must complete an introductory urban hen-keeping course provided by the River City Chickens Collective.

- There were 311 registered hens being kept by Edmontonians.

WEIRD & WONDERFUL EDMONTON

End of the World

In response to popular demand and issues of safety and security, guardrails, a trail, and stairs were added to Edmonton's previously informal lookout known by many as *End of the World*. The site was officially named Keilor Point and opened in December of 2018.

Lime Juicer

Lime Juicers are independent contractors who pick-up scooters and charge them. Almost anyone can be a Juicer. Juicers can either reserve scooters for pick-up or race to get it before others – if it's not already reserved.

DID YOU KNOW?

On average Edmonton receives 2,299 hours of bright sunshine per year and is one of Canada's sunniest cities. During the summer, Edmonton can have up to **17 hours of daylight!**

How Big is Edmonton?

Edmonton is the fifth-largest city in Canada and the capital city of the province of Alberta. We are one of the youngest and fastest-growing cities in the country.

Edmonton's land mass at 684 sq. km (425 square miles) is larger than several countries including: Guam (540 sq. km), Barbados (430 sq. km), Grenada (340 sq. km).

Rent Your House

In 2014 there was just 44 short-term rental listings (Airbnb, VRBO, and HomeAway) in Edmonton now there are more than 2,400.

This massive increase can cause concerns for neighbours and has prompted the City to look at ways to regulate the market, including implementing a business license fee of \$92 and increased regulations around inspections to ensure accommodations are safe and reasonable.