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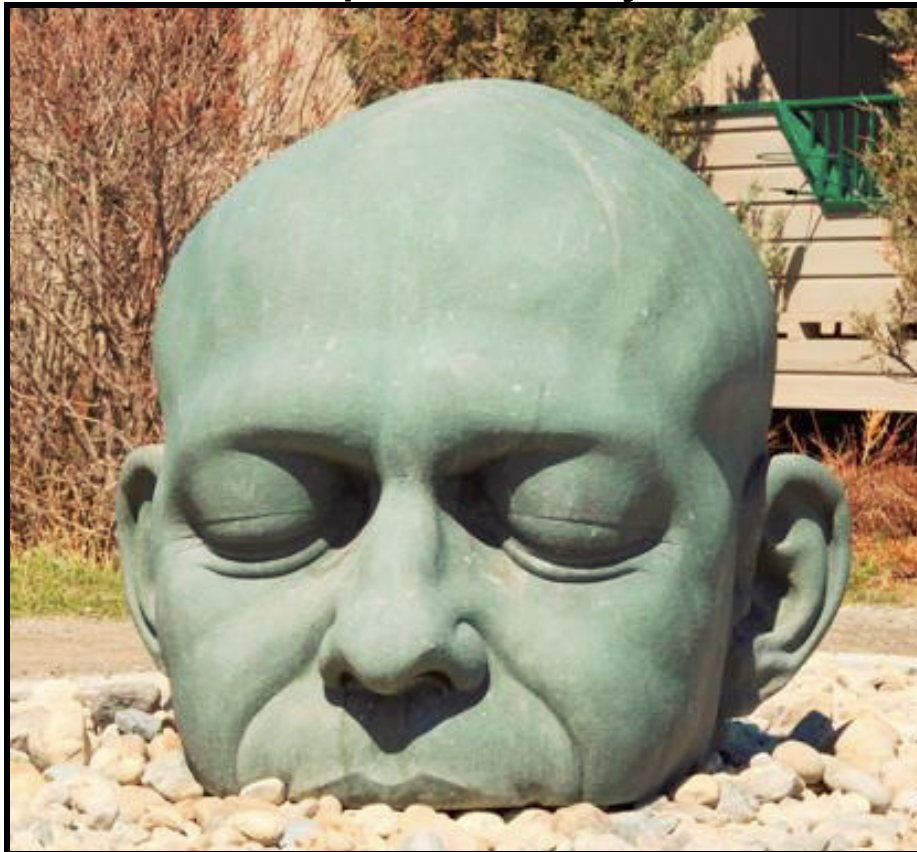
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## Canmore Community Monitoring Program

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### 2010 Snapshot of Key Trends



**April 22, 2011**

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# Tracking Community Trends

The Canmore Community Monitoring Program (CCMP) was established to monitor and evaluate trends developing in the community. This was a recommendation in the 1995 Growth Management Strategy Report. The Canmore Community Monitoring Program is designed to assist with municipal and community decision-making; serve as part of an early detection system that assists in identifying risk areas that threaten the health of the community; and present a snapshot of the community's progress towards the 2006 [Mining the Future: A Vision for Canmore](#). The 1<sup>st</sup> report in this series (then known as the Thresholds & Monitoring Report) was published in 1998. Updated editions of the Canmore Community Monitoring Report were published 2001, 2003, 2006, 2008 and now 2010.

Based on the Mining the Future: A Vision for Canmore, the 2010 report is divided into five sections with associated indicators:

- Identity
- Economic Sustainability
- Social Fabric
- Environmental Stewardship
- Civic Engagement and Leadership

A summary of key trends for each of these sections is presented in the following pages. For the complete set of indicators, observations, interpretations, recommendations and appendices, please refer to the complete Canmore Community Monitoring Program 2010 Final Report. The full report is available for download from the Town of Canmore's website at:

[http://canmore.ca/index.php?option=com\\_docman&Itemid=&task=doc\\_download&gid=2697](http://canmore.ca/index.php?option=com_docman&Itemid=&task=doc_download&gid=2697).

Hard copies of the report are also available for loan from the Canmore Public Library and the Biosphere Institute of the Bow Valley.

## 2010 Executive Summary

The Executive Summary provides a snapshot of highlighted indicators from the Canmore Community Monitoring Report. These indicators were selected because they were considered to provide a succinct overview of key trends in the community. The main text of the report contains the full suite of indicators and a more thorough discussion of trends and conditions in the town of Canmore.

The Canmore Community Monitoring report is compiled approximately every two years with the purpose of monitoring and evaluating trends in the community. The focus is on





the demographic, social, economic and environmental issues that Canmore faces. The sections of the report are organized as per the five guiding principles from the 2006 Mining the Future Vision for Canmore, which provides foundational values and goals for the community. The report uses the most recent information available, up to the end of 2010 where possible.

Like other communities, Canmore is impacted by local, regional, national and international trends. It was not immune to the 2007-2009 financial downturns of global markets and economies, nor the economic slowdown which followed. Many of the indicators in this report already show the impacts from these events, while indicators with less frequently reported data may not yet have shown the full impacts. Some indicators rely on data from the federal census which is acquired every five years, with the next one occurring in 2011, while other indicators show lagging effects, which are in the process of showing their full impacts.

**Key Indicators at a Glance: 2006-2010 Summary**

The following indicators have been brought forward to highlight some key changes that have happened in Canmore since 2006. It is important to remember that a single year of change in the data does not necessarily indicate an emerging trend, and that past changes are not necessarily an indication of future trends and conditions. Rather than only looking at the most recent year of change in the data, the period 2006 to 2010 was chosen to put the information in context and to ensure that there are at least several data points in each series (not all data is available for 2010, nor is all of it collected on an annual basis).

The following change descriptors were chosen to summarize the trend of the indicator for the available data points during the period for 2006-2010. The threshold for change is +/- 5% change during that period (to reduce the effect of minor fluctuations or ‘noise’ in the data).

Trend Descriptor		Trend Condition
Increased		Values have generally trended upwards resulting in a measureable change of at least +5% over the base year
Decreased		Values have generally trended downwards resulting in a measureable change of at least -5% over the base year
Stable		Values have remained relatively stable (within +/- 5% of the base year) without major fluctuations
Variable		Values have fluctuated higher and lower (greater than +/- 5% of the base year) without a clear trend higher or lower




# Identity

## Guiding Principles

#1. Our identity. We recognize ourselves to be:

- Healthy, active people who share a passion for mountain culture, environment, aesthetics, and recreation;
- Highly skilled people with a diversity of talents who are involved personally and professionally in our community and the world-at-large;
- People who have chosen to live here, who are able to reflect on who they are and why they live here, and who are committed to continually renewing their relationship with each other, the community, and the mountain landscape; and
- People who excel in all aspects of life, but particularly so in sports, the arts, and wellbeing.

*-Mining the Future: A Vision for Canmore*

Key Identity Indicators– 2006-2010 Summary				
Section		Indicator	Trend Since 2006	Comments
Population	1. Permanent Population: Length of Residency, Migration and Growth Rate	Permanent Residents		Increased by 5.4% from 2006 to 2009.
		Length of Residency		Proportion of 10+ year residents has increased since 2006, overall increase since 1995.
	3. Non-Permanent Population	Non-Permanent Residents		19.2% increase from 2006-2009 (annual growth rate slowing from 2008-2009). As of 2009, 32% of the total population are non-permanent residents.

Canmore’s most recent census (2009) showed that its total combined population was 17,970 residents (12,226 permanent and 5,744 non-permanent). The growth rate of the permanent population has slowed substantially since the mid 1990’s, while the non-permanent population has been a major source of population growth in recent years. The annual growth rate of the non-permanent population peaked at over 27% in 2006 and then tapered off to 3.2% in 2009. Non-permanent residents now represent 32% of the total population of the community.






From 1995 to 2009, the number and proportion of long term residents (>10 years) has increased substantially, while the population turnover rate has remained steady, indicating that the current rate of turnover is in large part, due to the in and out-migration of newer residents.

# Economic Sustainability

## Guiding Principles

#2 - Economic sustainability. We acknowledge the importance of a strong economy to our overall wellbeing, and how important it is that our economy remains viable over time. At present, we see ourselves primarily as a successful tourism community. To achieve the strong, resilient economy we believe necessary for future success, we will need to build on the tourism base to create a balanced economy that draws from many sources, including knowledge-based industry, entrepreneurship, retirement and investment income, wellness and mountain lifestyle. Economic sustainability requires a diversity of income sources and the participation a diverse workforce – one with a range of skills, ages, means and abilities – that is supported by the community over time.

*-Mining the Future: A Vision for Canmore*

Key Economic Sustainability Indicators – 2006-2010 Summary				
Section		Indicator	Trend Since 2006	Comments
Employment and Income	1. Employment Status of Adults	Regional Unemployment Rate		The regional unemployment rate increased from 2007 to 2009, levelling off in 2010 at 5.3%.
	3. Income and Wages	Median Individual Income		Median individual income increased 10.8% from 2006-2008.
Business and Development	6. Building Permit Summary	\$ of Permits Issued		From 2007 to 2010, the total \$ value of building permits has dropped by 82.6%.
Tourism	7. Tourism Industry	# of Visiting Parties – Travel Alberta Visitor Information Centre		Decreased by 31.4% from 2006 to 2010.
	8. Tourist Accommodations and Occupancy Rates	Occupancy Rates		Hotel occupancy rates decreased 13% from 2008 to 2009, rebounded by 6% in 2010.

As expected, many of the economic indicators were impacted by the 2007-2009 financial downturns of global markets and economies, and are now rebounding slightly. The regional unemployment rate increased from < 2% in 2006, through to 2009, levelling off to 5.3% in 2009 and 2010. The very low (<2%) unemployment rates in 2006 and earlier had resulted in limited supply and mobility in the labour market, creating challenges for many employers and businesses.

Average and median total individual income levels remain higher in Canmore than in Alberta or Canada. Median total individual income is higher than in the rest of Alberta, while median employment income is lower. There are higher than average levels of investment income, and lower levels of income from employment insurance or social assistance. Median total individual income increased 10.8% from 2006-2008.

Building permit values jumped sharply in 2006, hitting a peak of more than \$220 million in 2007, and then dropped to a low of \$33 million in 2009. In 2010 there was a slight rebound in building permits to \$38 million. The peak in building permit values for 2006 and 2007 may have been an outlier, rather than part of a long upwards trend as some had presumed. Since that time, the economic situation has changed and financing has become correspondingly harder to obtain, making it highly unlikely that numbers like those from 2006 and 2007 will be attained again in the near future. There were also several large institutional, commercial and tourist home/vacation rental suite properties under construction at that time in Canmore, contributing to the overall permit values.





Canmore relies heavily on visitation and recreational property buyers from the regional market. The continued prosperity of the Calgary region is an important driver of Canmore's economy. From 2006 to 2010, the number of visiting parties to the Travel Alberta Visitor Information Centre decreased by 31.4%. Hotel occupancy rates decreased 13% from 2008 to 2009, but rebounded by 6% in 2010.

## Social Fabric

### Guiding Principles

#3 - Social fabric. We are proud of our history as a close-knit, supportive and caring community, and we envision a future in which Canmore's social fabric remains as tightly woven as in the past. We believe that embracing diversity, and managing our community in ways that support diversity, is the means to creating and maintaining a strong social fabric. To maintain that fabric's strength – woven from the warp and weft of different people of all ages and backgrounds, family make-up, income levels, values, and interests – we will need to not only support current practices and policies that keep people here who are already in the community, but discover and implement new practices and policies as well.

*-Mining the Future: A Vision for Canmore*

Key Social Fabric Indicators – 2006-2010 Summary			
Section	Indicator	Trend Since 2006	Comments
Community Involvement	1. Volunteer Organizations	# of Organizations	 Peaked in 2007, but 7.8% more organizations in 2010 than in 2006
Social Needs	Social Assistance – Income Support Programs	Economic Dependency Ratio (EDR) - Social Assistance Payments relative to Employment Income	 EDR for Social Assistance is already very low relative to Alberta or Canada.
Public Safety	6. Criminal Code Offenses	Criminal Offenses (excluding traffic)	 The # of criminal offenses decreased 30.4% from 2006 to 2009.
Housing	13. Rental Housing Costs and Availability	Average Annual Advertised Monthly Rent	 Average rents peaked late in 2008, then declined to near-2006 levels by the end of 2010.
	14. Average House and Condominium Resale Prices	Average Resale Price	 Prices peaked in 2007, then declined through 2009, rising slightly in 2010. Prices remain above 2006 levels, however sales volumes are low and the average values may not fully represent the current market condition.

Canmore continues to have a wide range of volunteer and non-profit organizations, with a total of 138 in early 2011. Of these, 16 have a provincial, national, or even a global focus but are headquartered here in Canmore. This helps to highlight the importance of the non-profit and charitable sector as a source of employment and economic development in the community.

Compared to provincial and national averages, Canmore has a much lower proportion of people receiving social assistance payments for income support. Additionally, Canmore has a lower rate of economic dependence on social assistance payments (relative to employment income). In part, this is due to the high participation rates in the labour force, and the low unemployment rate in Canmore. The most recent data available is from 2008, so the impacts of the economic difficulties of the past few years are not fully reflected in this data.

Since 2003, both the number and per capita rate of criminal code offenses has declined in Canmore. The number of criminal offenses (excluding traffic) decreased 30% from 2006 to 2009. In 2009, the rate of violent and property crimes was lower than in Alberta, and slightly lower than in all of Canada.

Average rental housing costs peaked late in 2008, and then declined to near-2006 levels by the end of 2010. Average house and condominium resale prices peaked in 2007, and then declined through 2009, rising slightly in 2010. Prices remain above 2006 levels, however sales volumes are low and the average values may not fully represent the current market condition. Canmore rental rates remain relatively low when compared to the price of purchasing a house. While affordability is still a challenge for many renters, they have been somewhat shielded from the full cost of the housing market in Canmore. The gap between rental rates and mortgage prices could have an impact the market's willingness to purchase rental investment properties in Canmore.

An extended period of economic growth in Alberta, and demand for mountain recreational properties fuelled rising real estate values in Canmore for much of the past decade. Starting in 2008, the global economic downturn suddenly cooled real estate markets. This resulted in a dramatic slowdown of sales volume in Canmore and some moderation in prices. At this point in time, the extent or duration of the market correction is hard to predict as there have been limited numbers of prospective buyers or sellers. The low volume of sales from 2008-2010, means that the average values can easily be skewed by the sale of several expensive properties and therefore these market statistics should be treated with some caution.

The purchase of recreational properties or second homes by the non-permanent population has been a major driver of population increases in Canmore over the past decade. The growth of the non-permanent population slowed considerably from 2008 through 2009, corresponding with the lower prices and sales volumes in the real estate market during this time.

Although the upward trend in real estate values has moderated since the peak in 2008, purchasing market-priced housing is beyond the average level of wages for many workers in town. This gap between wages and housing prices creates challenges for both people who would like to remain in the community and for employers who would like to recruit and retain long-term staff. The recent construction of Perpetually Affordable Housing (PAH) and other affordable housing units is an important step towards providing suitable housing options for many residents.










# Environmental Stewardship

## Guiding Principles

#4 - Environmental stewardship. We recognize that Canmore is both geographically bounded and ecologically significant. Further, we acknowledge that Canmore is part of a wider ecosystem and that we as human residents share the valley with many other species of plants and animals. Accordingly, we acknowledge that our geography and ecology impose limits that cannot be ignored. Environmental stewardship means that we ensure our mountain ecosystems remain healthy over time, and that we work towards our common future without squandering either our cultural or natural capital. It requires the demonstration of individual and community responsibility towards the natural environment.

*-Mining the Future: A Vision for Canmore*

Key Environmental Stewardship Indicators - 2006-2010 Summary				
Section		Indicator	Trend since 2006	Comments
Water Management	1. Water Consumption	Total Water Production (per capita - total population)		Total per capita water production decreased by 15.3% from 2006 to 2010, almost reaching the ESAP 2015 target of reducing consumption by 30% per capita from 2000 levels.
	3. Wastewater	Total Ammonia Nitrogen (N) Loading and Total Phosphorus (P) Loading		Total ammonia nitrogen loading was decreased from 2006 through 2008, but by 2009 it was 8.5% higher than in 2006.  Total phosphorus loading decreased by 32.2% from 2006 to 2010.
		Wastewater Effluent Characteristics		Annual average effluent characteristics remain well within approval limits with no clear indication of any trends.
Waste Management	5. Resource Conservation and Waste Management	Residential and Industrial, Commercial, and Institutional (ICI) Wastes Sent to Calgary Area Landfills (per capita - total population)		Increased by 16.3% from 2006 to 2008, dropping to slightly less than 2006 levels by 2010. As of 2010, the per capita waste landfilled was 0.36 T, very close to reaching the 2015 ESAP goal of 0.35 T per person.
		Construction & Demolition (C&D) Wastes Land Filled at Francis Cooke Landfill (per capita - total population)		Decreased by 72.4% from 2006 and 2010 with the biggest drop occurring from 2008 to 2009 due to a reduction in building activity. The 2015 ESAP goal 0.25 T per person was achieved in 2009.

Key Environmental Stewardship Indicators - 2006-2010 Summary (continued)				
Wildlife	9. Human / Wildlife Conflict	Bears/Cougars/Coyotes - Human Conflict Occurrences		<p>The majority of human conflict occurrences with all species are of low-moderate severity and do not involve injury to people.</p> <p>There was an increase in the # of bear and cougar conflict occurrences from 2006 to 2009, however there were no human injuries or fatalities, or contact occurrences. The increase was primarily related to predation on wildlife and feeding on vegetation near developed areas.</p> <p>There were 6 occurrences in 2007&amp;8 in which coyotes made physical contact with a person.</p>
Landscape	12. Forest Health	Mountain Pine Beetle Survey Results		<p>Preliminary survey and control results from March 2011 indicate that there has been dramatic decrease in mountain pine beetle populations.</p>

In terms of water consumption in Canmore, total per capita water production decreased by 15.3% from 2006 to 2010, almost reaching the Town’s Environmental Sustainability Action Plan (ESAP) 2015 target of reducing consumption by 30% per capita from 2000 levels. Education and individual actions help to reach these numbers. In 2009/10 the Biosphere Institute of the Bow Valley and the Town of Canmore partnered on the community-wide Sustainable Action Canmore program. Follow up survey results confirmed that 682 of the ultra low flow showerheads distributed during the project were actually installed and being used by residents.

Annual average wastewater effluent characteristics remain well within approval limits with no clear indications of any trends. Total ammonia nitrogen loading from wastewater to the Bow River decreased from 2006 through 2008, but by 2009 it was 8.5% higher than in 2006. Total phosphorus loading decreased by 32.2% from 2006 to 2010.

As of 2010, the per capita waste landfilled was 0.36 T, very close to reaching the 2015 ESAP goal of 0.35 T per person. This includes residential and industrial, commercial, and institutional wastes sent to Calgary area landfills (per capita - total population). Construction and demolition waste land filled at Francis Cooke Landfill (per capita - total population) decreased by 72.4% from 2006 and 2010 with the biggest drop occurring from 2008 to 2009 due to a reduction in building activity. The 2015 ESAP goal 0.25 T per person was achieved in 2009.

Wildlife monitoring data is available for some, but not all wildlife corridors around Canmore. A summary report of 10 years of data collection on the Benchlands is anticipated in 2011.

The majority of human/wildlife conflict occurrences with bears, cougars and coyotes are of low-moderate severity and do not involve aggressive behaviour or contact with humans. There was an increase in the number of bear and cougar occurrences from 2006 to 2009, however there were no human injuries or fatalities, or contact occurrences. There were 6 occurrences in 2007 and 2008 in which coyotes made physical contact with a person. Programs such as Bow Valley WildSmart and the Wildlife Ambassador Program help educate the community to reduce conflict situations.

Preliminary mountain pine beetle survey and control results from March 2011 indicate that there has been dramatic decrease in these beetle populations.

# Civic Engagement and Leadership

## Guiding Principles

#5. Civic engagement and leadership. We note the community’s history of strong citizen engagement in important civic issues. The future we envision builds on that engagement, with an expanded voice for citizens in making key decisions. A variety of new forums that support meaningful community dialogue, information sharing, and informed deliberation will be required to make decisions that are consistent with the Vision. Continued and expanded citizen engagement will require visionary leadership from both our elected officials and our individual residents.

*-Mining the Future: A Vision for Canmore*

The Civic Engagement and Leadership section does not have the same framework of measurement-based indicators as per the other sections of this report. Therefore the summary results are reported in a different fashion in this table since this indicators section focuses primarily on initiatives and actions that were undertaken by the Town of Canmore and its partners in the community.

<b>Key Civic Engagement and Leadership Indicators - 2006-2010 Summary</b>	
<b>Section</b>	<b>Comments</b>
Civic Engagement	The Town of Canmore embarked on several major community engagement initiatives during this period, including the completion of the Mining the Future Vision and the creation of the VisionKeepers group, the CSP (rescinded) and public consultation surrounding the Multiplex project (now under construction).
Voter Participation	Voter turnout in municipal elections increased from 2,211 in 2007 to 3,783 in 2010.
Municipal Sustainability Initiatives	The Town of Canmore led, and participated in a number of significant initiatives including: <ul style="list-style-type: none"> <li>• Sustainable Action Canmore</li> <li>• Sustainable Economic Development and Tourism Strategy</li> <li>• Town of Canmore Non-Permanent Resident Impacts Study</li> <li>• Environmental Sustainability Action Plan</li> <li>• Bow Valley Transit Initiative</li> <li>• Fair Trade Community</li> </ul>
Reporting/Monitoring Process	Municipal and community actions continued to be reported through the Canmore Community Monitoring Report and the Town of Canmore Annual Report. The municipal Canmore Census continued to gather demographic data about the community.

The Town of Canmore has taken new directions with regard to civic engagement and leadership in recent years, embarking on several major community engagement initiatives, including the completion of the Mining the Future Vision and the creation of the VisionKeepers group, the Community Sustainability Plan (rescinded) and public consultation surrounding the Multiplex project (now under construction).

The Town of Canmore led, and participated in, a number of significant municipal sustainability initiatives including: Sustainable Action Canmore; Sustainable Economic Development and Tourism Strategy; Town of Canmore Non-Permanent Resident Impacts Study; Environmental Sustainability Action Plan; Bow Valley Transit Initiative; and designation as a Fair Trade Community.

Voter turnout is an indicator of citizen participation in the public process. In Canmore, municipal election voter turnout increased from 2,211 in 2007 to 3,783 in 2010. Municipal and community actions continued to be reported through the Canmore Community Monitoring Report and the Town of Canmore Annual Report. The municipal Canmore Census continued to gather demographic data about the community.

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## **Full Report**

To download the complete version of the report please visit the Town of Canmore's website at:

[http://canmore.ca/index.php?option=com\\_docman&Itemid=&task=doc\\_download&gid=2697](http://canmore.ca/index.php?option=com_docman&Itemid=&task=doc_download&gid=2697).

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