

"This year marks the 20th anniversary of the Social Planning Council of Cambridge and North Dumfries. To mark this milestone, twenty key indicators have been compiled to highlight important and emerging Community Trends. 2009 also marks one of the most difficult years in economic history for Canada. All sectors have been hit hard and the non-profit sector is experiencing challenges as they face severe spikes in

demand for emergency social services and assistance. Agencies are responding to these needs amidst funding shortfalls and organization cuts. What our research has shown us is that the community of Cambridge and North Dumfries rises to the challenge by pulling together, persevering and finding innovative solutions. It's what makes our community strong and vibrant."

Linda Terry, *Executive Director*



Sign Posts 2009

Community Trends in Cambridge and North Dumfries

Cambridge and North Dumfries 20/20

- 1 The **health and well-being** of the Cambridge and North Dumfries communities depends on the standard of living and quality of life of **all residents**.
- 2 The community is undergoing a **demographic shift**, with the population projected to continue to grow and the average age of residents increasing.
- 3 The Cambridge and North Dumfries communities are seeing an **increase in smaller households** and more diverse family structures
- 4 The population is becoming **more diverse ethnically and linguistically**. The area is attracting increasing numbers of immigrants from a variety of countries of origin.
- 5 Despite long-term trends of **economic growth**, there has been a recent **rise in unemployment rates** and manufacturing plant closures.
- 6 We have many residents who are affected by **poverty**, but the signs are often **hidden**.
- 7 Cambridge and North Dumfries has a variety of **health care services** and supports, but all residents may not have **access** or live a **healthy lifestyle**.
- 8 We are a relatively **safe community**. New initiatives are being implemented to ensure the **protection of vulnerable populations**.
- 9 An adequate supply of **affordable housing** is needed in the community as a key to poverty prevention.
- 10 Cambridge and North Dumfries show signs of **healthy citizen engagement** in voter turnout rates, charitable donations, and volunteerism.
- 11 Transportation is largely dependent on personal vehicles. Though it is becoming more frequently used, additional steps are needed to improve and encourage **accessible public transportation** in our Region.

- 12 The **health of the environment** is an area of concern to community residents. The quality of our air, water and the way in which waste is processed has **far-reaching implications**.
- 13 The non-profit sector, including registered charities and a wide range of human services depend on **financial support and capacity-building** from community assets such as **funders and foundations**.
- 14 Numerous supports and services exist to fill community needs in a wide variety of areas. Cambridge and North Dumfries has a **vibrant community support network**.
- 15 There is considerable and increasing **demand for emergency food services** that offer supplies of food staples to meet basic dietary needs.
- 16 There are several agencies that assist those individuals experiencing **homelessness**, but **demand often exceeds the availability** of space and services.
- 17 Due to shifts in the job market, **employment and literacy programs** have seen their numbers **continue to increase**, emphasizing continued need for these essential services.
- 18 There are **many recreation opportunities available** for a wide variety of ages, cultures, and interests. As the population increases, further investments are needed so that these programs and services are affordable and to **ensure access for all**.
- 19 Investment and support of **the arts and culture sector is growing**. Cambridge and North Dumfries residents continue to support local events and value community heritage.
- 20 **Looking forward**, Cambridge and North Dumfries will continue to be **thriving communities**, with many individuals and agencies responding to existing and emerging challenges, and working towards a **better future for all**.

For more information on this document, other publications, events and membership of the Social Planning Council-CND visit www.socialplanningcouncil-cnd.org

The SPCCND actively and impartially strives to improve the quality of life for all residents of Cambridge and North Dumfries through community-based research, planning and action.

The Social Planning Council of Cambridge and North Dumfries is pleased to present the fourth publication of Sign Posts, with the aim of highlighting local trends and contributing to an ongoing dialogue on the issues pertinent to our community.

By providing an overview of community and agency trends, this year's edition highlights the impact of a difficult economic climate. The economic downturn has put increased financial strains on both people and agencies that are only beginning to be seen and measured. The challenge of meeting increased demand for services is being addressed by a myriad of community organizations. The full report, Community Trends in Cambridge and North Dumfries 2009 is available at www.socialplanningcouncil-cnd.org.



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City of Cambridge



United Way Cambridge and North Dumfries



Regional Municipality of Waterloo



Community Profile Highlights

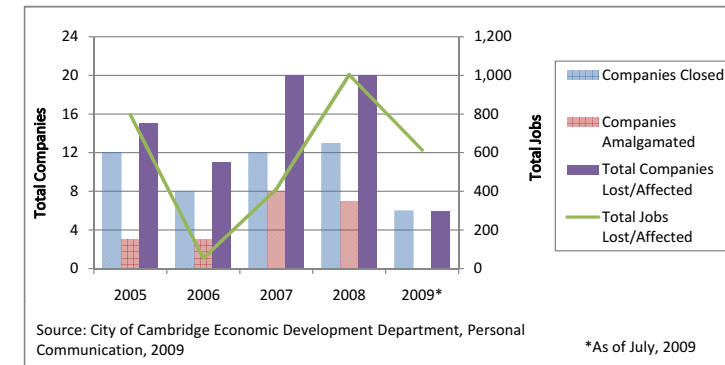
- Cambridge is the 18th largest city in Ontario, and the 38th largest city in Canada. The most recent population figures show Cambridge at 120,371 residents and North Dumfries at 9,063 residents.
- Over the period of 1991-2006, both Cambridge and North Dumfries experienced growth greater than the Ontario average. This trend is expected to continue in coming years.
- The population is aging, with growing numbers of residents in middle-aged and older age categories and fewer in younger age categories.
- The composition of families appears to be shifting. Varied family structures, now consisting of increasing numbers of couples without children, common-law couples, and single-parent families are increasingly common.
- Visible minority populations have shown signs of growth in Cambridge and North Dumfries, leading to a more culturally diverse community. Immigration from South Asian countries of origin has been more prevalent in recent years.

The following five indicators selected from the Social Planning Council's Community Trends Report 2008/2009 represent the key trends in the Cambridge and North Dumfries communities.

We have selected Economy, Food Security, Health, Housing and Education to highlight the current and emerging issues of critical importance for residents, community agencies, businesses and, government planners and decision-makers.

Working collectively we believe that both challenges and opportunities can be addressed and the future quality of life can be improved for all residents of Cambridge and North Dumfries.

Manufacturing Closures and Job Losses - Cambridge



From 2005 to the first half of 2009, a total of 51 manufacturing companies have closed in Cambridge, while another 21 have amalgamated. In total 2,878 jobs have been affected, many of

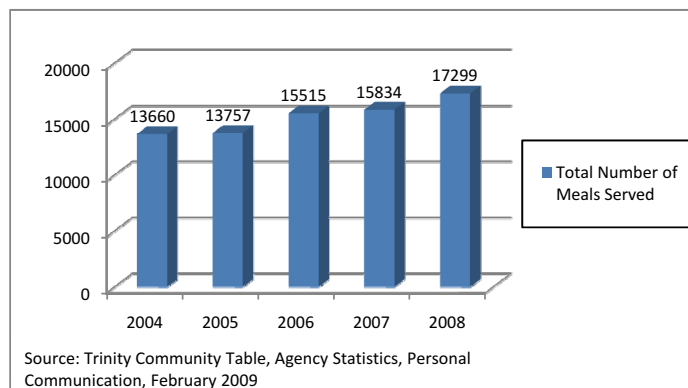
them lost. In 2008 alone, 20 manufacturing companies and over 1,000 jobs were affected, corresponding to the economic downturn.

Job losses in manufacturing and an increasingly prevalent temporary staff sector suggest a trend by employers away from traditional employment, and towards temporary or seasonal hiring, which lacks security and are generally lower paying. This shift in the labour market towards less secure, precarious work is having a major impact on the employment and income security of the Cambridge and North Dumfries labour force.

Recent Statistics Canada data shows that the Kitchener Census Metropolitan Area, which includes Cambridge and North Dumfries, has an unemployment rate of 9.9%.

FOOD SECURITY - Demand for Emergency Food Services Increasing

Number of Meals Served – Trinity Community Table

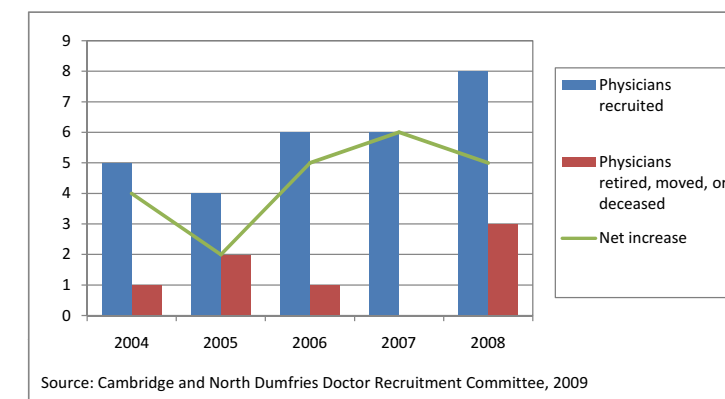


Community meal programs are an important service that fill the gap between income and food costs by providing prepared meals. Since 2004, the number of meals served has trended upwards, increasing by 9% in the past year. Trinity Community Table notes that this increase seems to be among young single males and young women with children. Combined with the Cambridge Shelter Corporation, a total of 57,508 meals were served in 2008.

In addition, the Cambridge Self Help Food Bank reports an increase in the number of people accessing services in the most recent year. In North Dumfries there has also been an increase in the number of food requests between 2000-2008. The ongoing, upward trend in the demand for food services in our community is of concern.

HEALTH - More Doctors Recruited to fill Growing Need

Physician Recruitment – Cambridge and North Dumfries



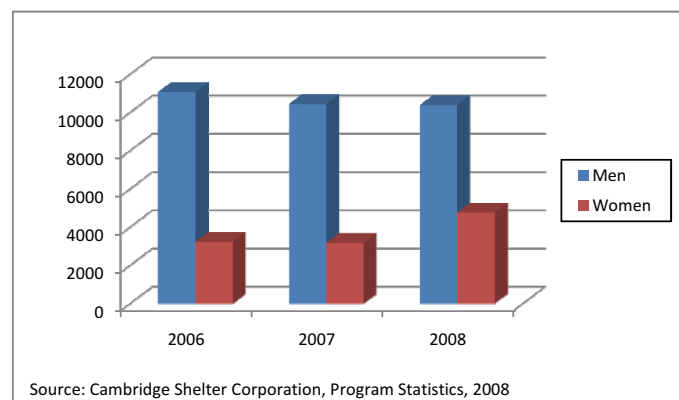
A net increase of 22 doctors in Cambridge and North Dumfries over the previous 5 years suggests promising progress towards all community members having access to consistent medical consultation.

Access to some health services, such as dental care, is limited by the prohibitive cost. 54% of low income families do not have dental insurance.

Recent measures show that Cambridge has shorter waiting lists for many hospital services compared to other municipalities. However, the waiting list for spaces in long-term care facilities was at 343 persons in 2009, a 44% overall increase since 2005.

HOUSING - More Women and Families Accessing Shelter Services

Overnight Stays by Gender – Cambridge Shelter Corporation “The Bridges”



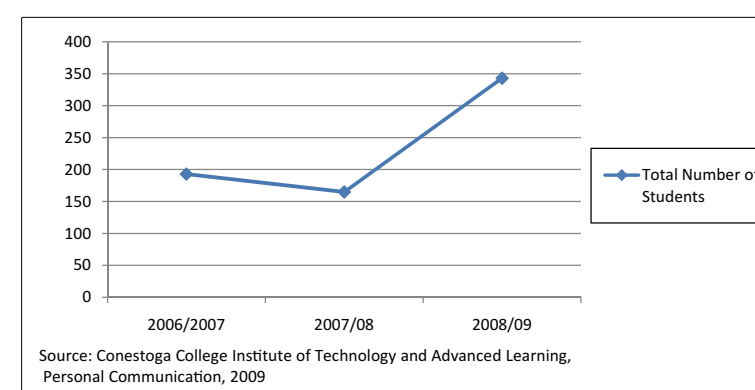
The Bridges saw a marked increase in the number of women accessing the shelter this year. The combined total number of overnight stays for men and women in 2008 was 15,143 compared to 13,611 in 2007.

The number of individuals and families with children accessing shelter services has continued to increase. In 2008, 59 children in 37 families were serviced by the agency for overnight stays.

In addition, there continues to be a lengthy waiting list for subsidized housing, highlighting the need for additional affordable housing in the community.

EDUCATION - Training and Education Programs in Demand

Total Number of Students – Academic Upgrading, Conestoga College



Conestoga College reports that the number of students enrolled in Academic Upgrading programs has continued to increase. The 165 participants in 2006-07 has more than doubled to 343 in 2008-09.

The number of female participants exceeds the number of males, a trend that has been occurring for approximately three years.

In the Cambridge area, there are several organizations that provide Literacy and Basic Skills (LBS) education and training. These services are accessed by many area residents in order to find employment in the emerging knowledge-based economy.