



The SPCCND actively and independently 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 fifth publication of Sign Posts, with the purpose of highlighting local trends and contributing to an ongoing dialogue on the issues pertinent to our community.

The City of Cambridge and the Township of North Dumfries are a part of one of the fastest growing Regions in Ontario, and are dynamic places to live and work. This document provides a snapshot of the ongoing changes and trends that are affecting the health and well-being of residents.

For the full report,
Community Trends in Cambridge and North Dumfries 2010
and other related publications, visit our website at:
www.socialplanningcouncil-cnd.org

The SPCCND gratefully recognizes the following funders for their support of Sign Posts:



CITY OF CAMBRIDGE



UNITED WAY OF CAMBRIDGE
AND NORTH DUMFRIES



REGION OF WATERLOO

Community Profile Highlights

Population: From 1991-2006, Cambridge and North Dumfries experienced greater growth than the Ontario average. The population of both municipalities is forecasted to increase from the most recent figures of 120,371 and 9,063 respectively. The largest contingent of people are in the 35-54 years old age category.

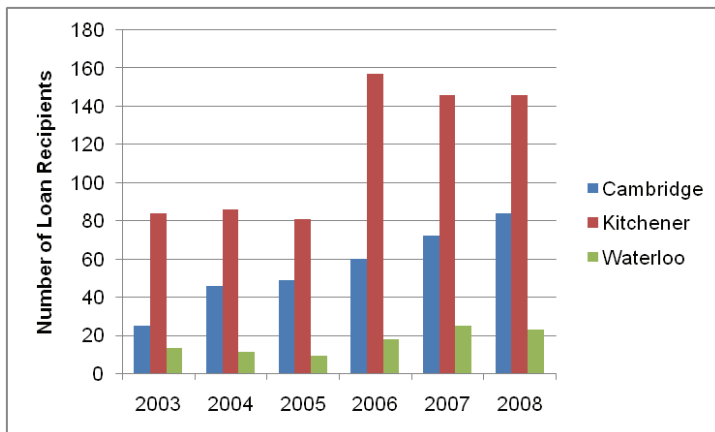
Households: The most common household size in Cambridge and North Dumfries is 2 persons, and both communities have a greater proportion of couples with children than the province as a whole. The composition of families in Cambridge and North Dumfries is increasingly diverse, including couples without children, common-law couples, and single parent families.

Diversity: A sizable number of residents have immigrated from a variety of countries of origin. Although the majority of immigrants arrived prior to 1991, the more recent wave of immigration continues to add to the diversity of the population. As a whole, people who belong to visible minority groups comprised 11.2% of all Cambridge residents in 2006, up from 9.1% in 1991.

Language: English remains the most common mother tongue in Cambridge and North Dumfries, however, in recent years there is increased diversity in mother tongue and the languages most often spoken at home.

HOUSING Affordable Housing Still Needed

LUTHERWOOD RENT BANK EVICTION PREVENTION PROGRAM

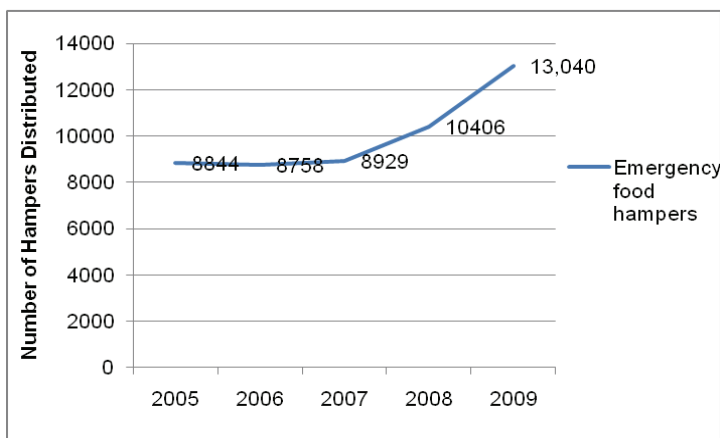


Source: Lutherwood, Personal Communication, May 2010

- In 2009, the average price for a home in Cambridge was \$278,527, which is less than provincial and national averages. Residential resale prices for Cambridge and North Dumfries are increasing annually.
- Single non-senior adults have the longest wait for subsidized housing in Cambridge, from 4 to 6 years.
- The Rent Bank Eviction Prevention program, which provides loans to make rental payments has seen an increase in the number of households receiving assistance Cambridge.

FOOD SECURITY More People Accessing Emergency Food

CAMBRIDGE SELF-HELP FOOD BANK – EMERGENCY FOOD HAMPERS DISTRIBUTED

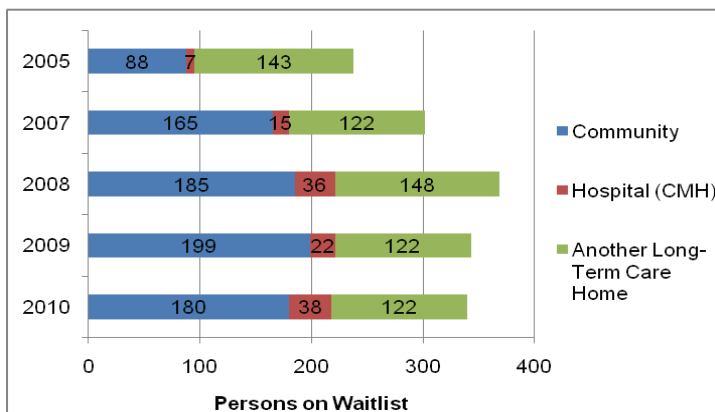


Source: Cambridge Self-Help Food Bank, Personal Communication, August 2010

- The number of emergency hampers distributed by the Cambridge Self Help Food Bank has steadily increased over the past 5 years, with a 25.3% increase in the last year alone.
- The number of food requests has increased over time from 2000 to 2009 at Family Counselling Centre / Community Supports office in Ayr, indicating that food security is an issue for some in North Dumfries.
- The number of Nutrition for Learning school meal and snack programs in Waterloo Region has increased.

HEALTH Pressure on Health Care Services Grows

LONG-TERM CARE WAIT LIST – WATERLOO REGION

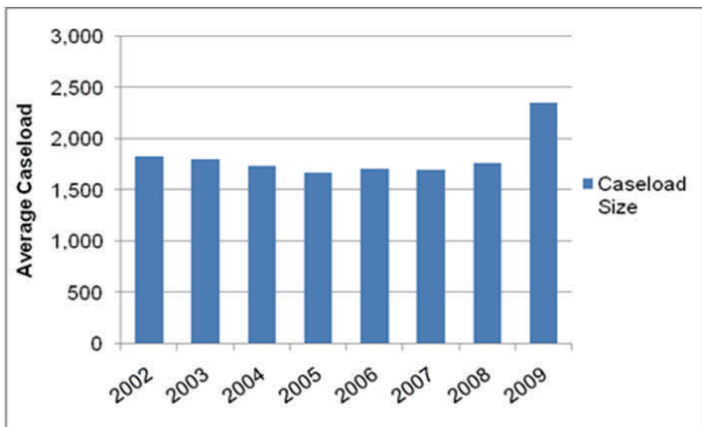


Source: Waterloo-Wellington Community Care Access Centre, Personal Communication, April 2010

- Long-term care and emergency room wait times have increased at Cambridge Memorial Hospital. As the population ages, additional community supports, such as affordable housing units, long-term care facilities, health services and health professionals will be needed to promote an age-friendly environment in Cambridge and North Dumfries.
- As of 2007/08, approximately 60% of males and 48.7% of females in Cambridge were classified as either overweight or obese.

INCOME & POVERTY Social Assistance Caseloads Increasing

ONTARIO WORKS CASELOAD – CAMBRIDGE AND NORTH DUMFRIES

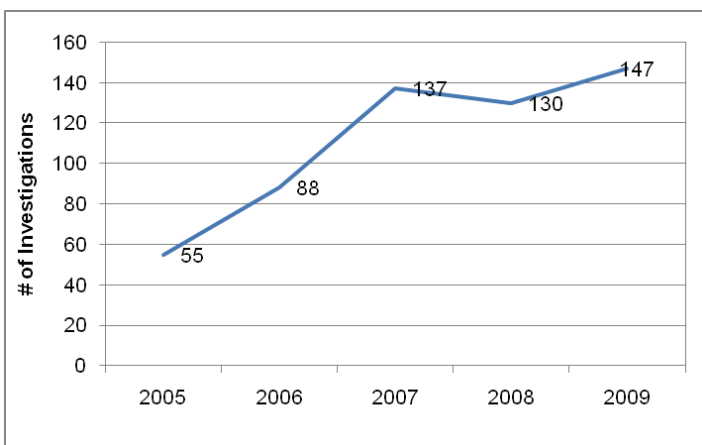


- 2009 had the highest average of Ontario Works Caseloads in Cambridge since the last peak of 1,832 cases in 2002.
- Ontario Disability Support Program income support beneficiaries have increased over the last 5 years, with a 45% increase since 2005-06.
- In July 2010, the unemployment rate in the Kitchener Census Metropolitan Area was 8.6%, down from 10.3 % the same time the previous year.

Source: Region of Waterloo Social Services Department, Employment and Income Support Division, Personal Communication, March 2010

SAFETY Vulnerable People Still at Risk

ELDER ABUSE RESPONSE TEAM INVESTGATIONS – WATERLOO REGION

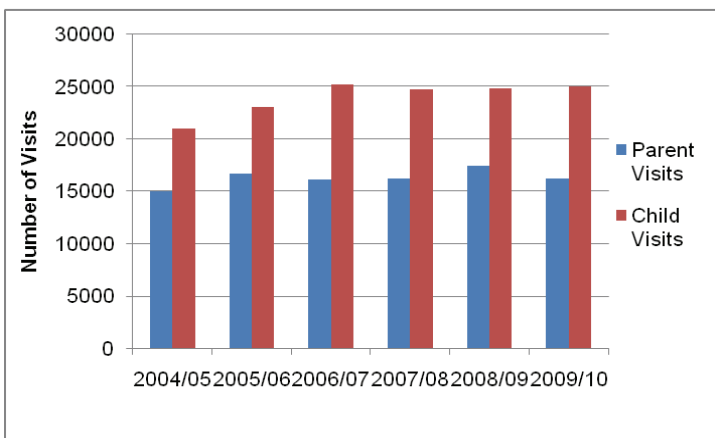


- Cambridge and North Dumfries remain relatively safe places to live, with the Region reporting lower crime rates than national and provincial averages.
- In Waterloo Region there were 33,654 criminal offences reported in 2009, with crimes against property being the largest category
- The Elder Abuse Response Team has seen a steady rise in the number of investigations, increasing by 13% from 2008 to 2009, indicating that the community is beginning to respond to this need.

Source: Elder Abuse Response Team, 2009 Program Statistics, Personal Communication, March 2010

EDUCATION Programs for Lifelong Learning in Demand

CAMBRIDGE FAMILY EARLY YEARS CENTRE – NUMBER OF VISITS

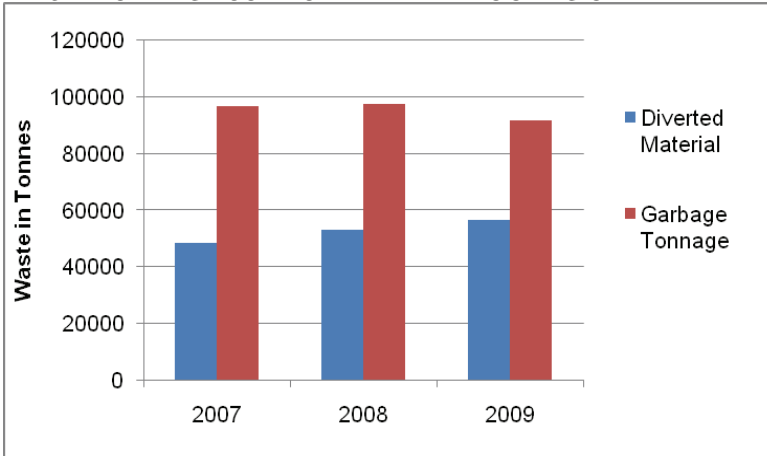


- In 2009/10 there were 24,985 child visits and 16,217 parent visits to the Cambridge Family Early Years Centre. Parent visits have increased by 8% from 2004/05 to 2009/10, while child visits have increased 19% during the same time period.
- The demand for literacy and basic skills education for adults continues to rise. The Literacy Group saw a total of 234 participants in literacy and basic skills program the 2009/10 fiscal year, an increase of 15% from 2008/09.

Source: Cambridge Family Early Years Centre, Personal Communication, August 2010

ENVIRONMENT Efforts to Divert Waste Are Paying Off

WASTE TONNAGE COLLECTED – WATERLOO REGION

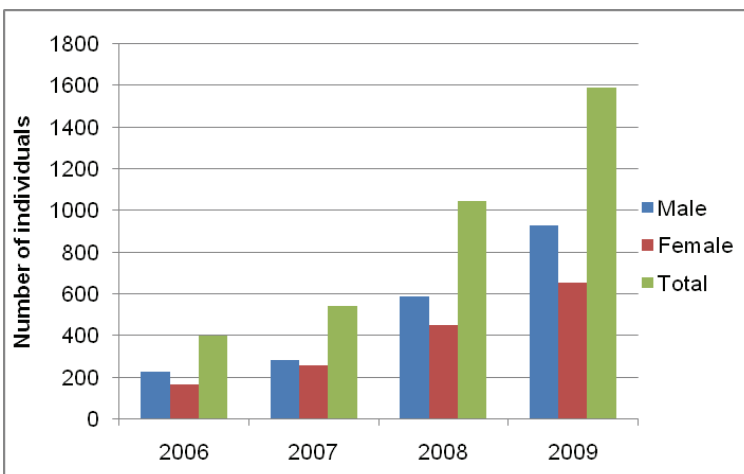


Source: Region of Waterloo Waste Management, Personal Communication, July 2010

- In 2009, the amount of residential waste diverted through the Region's Blue Box, Green Bin, Yard Waste and other programs exceeded the amount of garbage land filled. The phase in of the Green Bin Program assisted in reaching the 51% diversion rate.
- Residential water consumption in Cambridge has decreased by 21% since 2007 and 3% since last year.

RECREATION Programs For All Ages in Demand

NUMBER OF SENIOR MEMBERSHIPS - YMCA

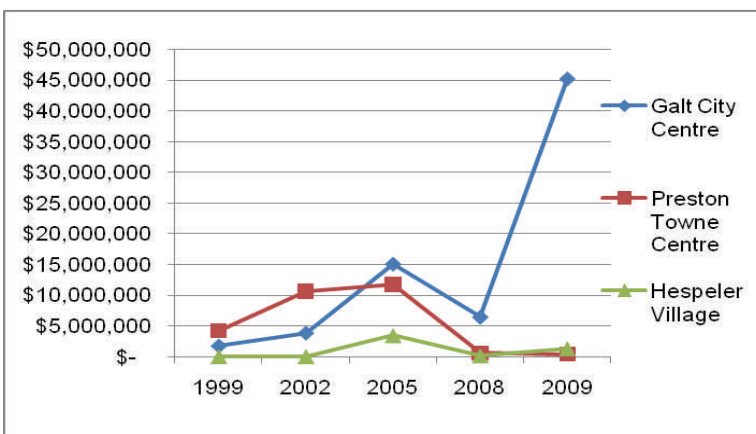


Source: Chaplin Family YMCA, Personal Communication, June 2010

- The number of seniors accessing YMCA memberships has increased in the last 4 years, an increase of 544 in the last year alone., indicating that there is a need for this and other recreation options for the growing senior population in Cambridge and North Dumfries.
- Youth participate in various recreational programs throughout the community. Cambridge's Neighbourhood Organizations have seen a steady increase in youth visits over time.

ARTS AND CULTURE Preserving Heritage a Priority

DOWNTOWN CORES – CONSTRUCTION IN DOLLARS



Source: City of Cambridge Core Area Revitalization Program, Personal Communication, August 2010

- The revitalization of the three main cores through increased investment will preserve the historical, commercial and cultural importance of these areas for the future. Construction in the downtown cores has increased in the last year.
- In North Dumfries, the number of designated heritage sites has increased in recent years to a total of 25, ensuring that these sites of historical significance will be preserved.