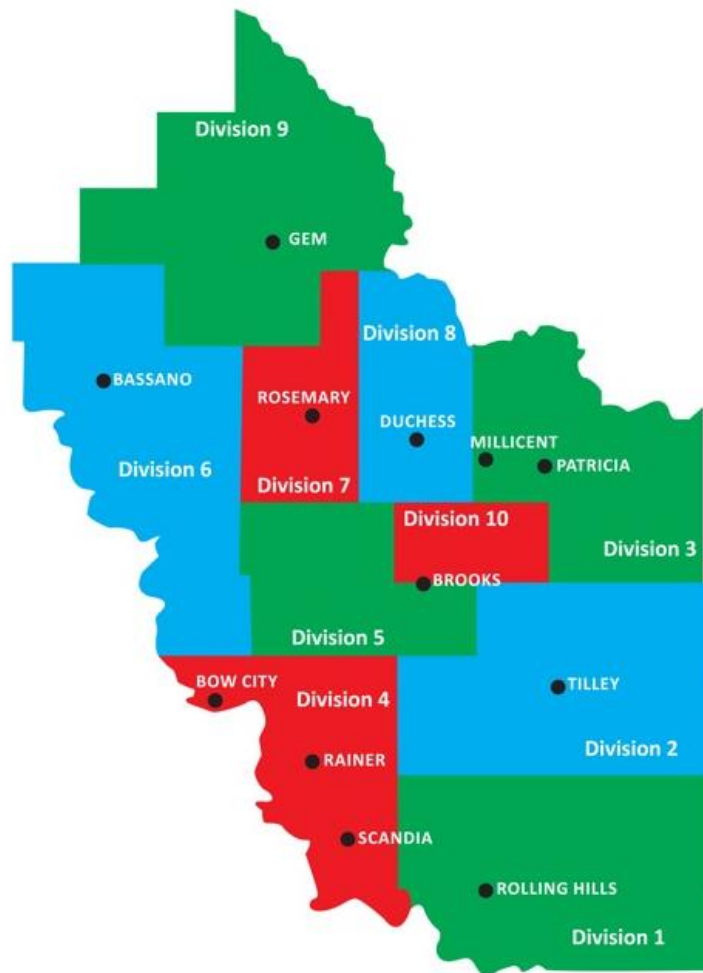


Grasslands Regional FCSS

# QUALITY OF LIFE #3

## BROOKS-NEWELL REGION 2023



*For a copy of the Quality of Life Full Reports and Snapshots for communities within the Brooks-Newell Region visit:*

*[www.grasslandsregionalfcss.com](http://www.grasslandsregionalfcss.com)*

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## EXECUTIVE SUMMARY

The Quality of Life project began in the fall of 2011 seeking a means to increase understanding of communities within the Brooks-Newell Region, including the City of Brooks. The intent of the research was to determine a Quality of Life model or matrix that could be applied to the Brooks-Newell Region. After conducting a literature review of existing academic research, it was discovered that other Quality of Life Survey models would not provide the detailed level of analysis required when using a multi-sector (Business; Public; Social) approach to measuring the quality of life within this blended urban and rural region. The literature review also determined the nine factors most relevant to the quality of life in the Brooks-Newell Region. Frequency analysis was conducted to choose potential variables within each of the nine factors – feedback from residents was obtained through pre-testing surveys and community forums held throughout 2011 and 2012 to determine variables most relevant to the Brooks-Newell Region. Thus, Grasslands Regional FCSS created a new quality of life survey with the capacity to collect information useful to a broad variety of key stakeholders. The result was the first *Grasslands Regional FCSS Quality of Life Survey #1* administered throughout the Brooks-Newell Region in the summer of 2013, Survey #2 administered in the spring and summer, 2017, and Survey #3 in the Winter and Spring, 2022. Survey design, data collection and analyses establish clear linkages between the business, public and social sectors.

This Quality of Life Report blends objective and subjective research to provide an analysis for decision and policy makers, funders and service providers in all sectors and as information for residents in our communities.

In 2022, 1,531 surveys were returned representing 6.1% of the population ages 15 years and older. With the sample size of 1,531 Brooks-Newell Region respondents, the required sample size of 379 is more than exceeded for the current test of measurement. During the development of the program, it was hoped that a Confidence Interval of 95% with a margin of error of plus or minus 5% could be achieved. According to the calculations, a Confidence level of 95% with a margin of error at 5% was calculated ensuring that the plus or minus 5% confidence interval is a met requirement of this project. We are confident these statistics represent the real opinions of the residents of the Brooks-Newell Region at a 95% confidence level with opinions differing as low as 95% and as high as 105% of the collected information about Quality of Life.

This compares to 1,374 surveys were returned in 2017 representing 5.57% of the population ages 14 years and older. In 2017, we are confident these statistics represent the real opinions of the residents of the Brooks-Newell Region at a 99% confidence level with opinions differing as low as 95% and as high as 103% of the collected information about Quality of Life.

This also compares to 1,180 surveys returned in 2013 representing 5% of the population ages 14 years and older. In 2013, we were confident these statistics represented the real opinions of the residents of the Brooks-Newell Region at a 99% confidence level with opinions differing as low as 95% and as high as 103% of the collected information about Quality of Life.

The Brooks-Newell Region Quality of Life Survey provided the opportunity to determine gaps between factors of Importance and factors of Satisfaction as well as gathered information to measure levels of Satisfaction with programs, services and conditions for Brooks-Newell Region residents in all sectors. External Data was derived primarily from the 2021 Federal Census and supplemented with other sources.

## Quality of Life Gap Analysis

To complete the Gap Analysis, nine Importance Factors were first identified and then ranked by residents within the three sectors: (1) Health; (2) Education; (3) Personal Well-Being; (4) Physical Environment; (5) Economy and Employment; (6) Sense of Community; (7) Political Rights and General Values; (8) Social Programs and Conditions; and (9) Government. The Rank of Importance was compared to the Rank of Satisfaction within these nine categories to form the basis of the Gap Analysis.

When conducting a Gap Analysis, in a perfect scenario there would be a Match in responses between the perceived Rank of Satisfaction and Rank of Importance - for example, Personal Well-Being would be the same ranking for both the Rank of Satisfaction and the Rank of Importance. When addressing these gaps, there are three possible responses results: (i) Positive Gaps (Rank of Satisfaction is higher than Rank of Importance); (ii) Match Gaps (Rank of Satisfaction and Rank of Importance are equal); and (iii) Negative Gaps (Rank of Satisfaction is lower than Rank of Importance).

Results of the Brooks-Newell Region Quality of Life 2022 Survey identified three Negative Gaps: (i) Health; (ii) Economy and Employment; and (iii) Political Rights and General Values. There were two Match Gaps: (i) Personal Well Being and (ii) Education System. The four Positive Gaps indicated were: (i) Sense of Community; (ii) Physical Environment; (iii) Social Program/Social Conditions; and (iv) Government.

We compared this study's Gap Analysis and the one conducted in 2017. There are noticeable changes among categories for Rank of Importance since the last Quality of Life Study: Health decreased in Satisfaction from #4 to #5, Personal Well-Being decreased in Satisfaction from #1 to #2 and is now a Match Gap (it was a Positive Gap in 2017), Education System decreased in Satisfaction from #2 to #3 and is now a Match Gap (It was a Positive Gap in 2017), Economy and Employment increased in Satisfaction from #9 to #8, Sense of Community increased in Satisfaction from #5 to #4 and is now a Positive Gap (it was a Match Gap in 2017), Physical Environment increased in Satisfaction from #3 to #1, Political Rights and General Values decreased in Satisfaction from #8 to #9, Social Programs/Social Conditions decreased in Satisfaction from #6 to #7, and Government increased in Satisfaction from #7 to #6.

There were noticeable changes among categories for Rank of Importance between 2017 and 2013. Economy and Employment has increased in Rank of Importance (from 6th to 4th) and Environment has decreased (from #4 to #6). There are also noticeable changes among categories for Rank of Satisfaction; Health has increased from 5th to 4th, Sense of Community has decreased from #4 to #5, Economy and Employment has decreased from #7 to #9, and Government has increased from #9 to #7. There have been some changes in Gaps as well. Sense of Community now has a Match Gap (it was Positive in 2013), and Government has a Positive Gap (it was Match in 2013).

Overall, socio-economic demographics for the City of Brooks continue to be good with levels of low income and unemployment at or below the Alberta rates, however, there are questions regarding the causes for the discrepancy in the variables which indicated gaps in services including affordable housing and community access to transportation for residents who do not have a private vehicle available. It should be noted, however, that Overall Satisfaction with Public Transportation decreased and Overall Dissatisfaction increased since 2017 despite increased services in public transportation in the Brooks-Newell Region.

Overall Satisfaction with Health Services decreased from 77.5% in 2017 to 72.3% in 2022, which is also lower than 75.7% in 2013. In 2017, there was a drastic increase in Satisfaction for Access to Physicians (57.8% in 2013 to 74.6% in 2017). However, in 2022, the Satisfaction level dropped to 56.2%. The increase in Satisfaction between 2013 and 2017 most likely reflects the active and focused effort to by the City of Brooks and County of Newell recruit and retain physicians in this area which resulted in a rise in the number of physicians available to residents.<sup>1</sup> There was also a marked increase in Overall Dissatisfaction from 13.3% in 2017 to 33.8% in 2022. Without a more detailed survey focused on Access to Physicians there is no way to determine, at this point, what caused the drastic change between 2017 and 2022. However, during the pandemic, access to physicians was extremely limited due to COVID-19 restrictions put in place to protect patients and staff in clinics from the virus. It can be assumed that since that normal access to physicians was severely limited, that residents had increased dissatisfaction with accessing physician services in the City of Brooks.

There are variations in how different Age Groups responded to the Rank of Importance and Rank of Satisfaction with the nine factors.. Health Services was ranked #1 for Importance across all Age Groups but the Rank of Satisfaction varied. Overall, there was greater consistency across all Age Groups for Rank of Importance of all nine factors than for Rank of Satisfaction. The difference and similarities in ranking by the various Age Groups of the nine factors indicates the value of the public, social and business sectors being aware of the demographics and differing opinions of Age Groups within their community in order to provide programs and services which match the needs and interests of the various Age Groups.

## Quality of Place Variable Analysis

Quality of Place may be defined as “the physical characteristics of a community –the way it is planned, designed, developed and maintained – that affect the quality of life of people living and working in it, and those visiting it, both now and into the future”<sup>2</sup>.

Quality of Place data was collected to further determine the Satisfaction levels within the community using the following World Class Places Quality of Place variables: (i) Building Maintenance; (ii) Retail and Shopping; (iii) Accessible Public Services; (iv) Sports and Leisure Facilities; (v) Green Spaces; (vi) Heritage Structures; (vii) Maintained Streets; (viii) Neighborhood Design; (ix) Transport Routes; and (x) Accessible Arts and Culture. Overall Satisfaction levels were higher than Overall Dissatisfaction. As in 2013 and 2017, numbers of Neutral response varied.

As in 2013 and 2017, Retail and Shopping received the most negative response to the Quality of Place categories with a high percentage of Dissatisfied answers and the lowest percentage of Neutral or Satisfied responses in most Age Groups (other than Ages 15-19). When considering age groups, ages 20-39 years were the most dissatisfied with retail and shopping consistent with the ages when households acquire most of their assets and when they are shopping for both themselves and their children.

Green Spaces, Sports and Leisure Facilities and Maintained Streets received the highest percentage of Satisfied responses across all age groups. Accessible Arts & Culture Facilities and Transport Routes received the highest percentage of Neutral answers.

<sup>1</sup> As part of the Alberta Rural Physician Action Plan (RhPaP), a joint effort by the City of Brooks and County of Newell to maintain an accessible health workforce close to home was honoured as the recipient of the 2017 RhPAP Alberta Rural Community Physician Attraction and Retention Award at a recent conference held in Brooks. The Rural Community Award, presented annually, is co-sponsored by the Alberta Weekly Newspapers Association (AWNA), and the Rural Health Professions Action Plan (RhPAP).

<sup>2</sup> HM Government. 2009. World class places: The Government's strategy for improving quality of place.

<[https://webarchive.nationalarchives.gov.uk/ukgwa/20120919161225mp\\_/http://www.communities.gov.uk/documents/planningandbuilding/pdf/1229344.pdf](https://webarchive.nationalarchives.gov.uk/ukgwa/20120919161225mp_/http://www.communities.gov.uk/documents/planningandbuilding/pdf/1229344.pdf) (accessed 5 April 2023).



## Individual and Household Health and Social Conditions

Respondents were asked if they had one or more Personal or Household Health Condition and/or a Household Social Condition which negatively impacted them.

Mental Health has been identified as a priority across the sectors and local Initiatives are occurring to respond to the issue of Mental Health in our communities. Of the 512 respondents, 30.4% responded they have mental health issues; 36.9% of 488 respondents are negatively impacted by a mental health issue in their household. A significant number of the 313 respondents were negatively impacted by a Social Condition in their Household, the top three social conditions being Housing Costs (44.3%), Lack of Transportation (21.7%) and Discrimination (17.7%). Local initiatives are underway to help alleviate these three social conditions which have consistently been identified as barriers to a positive quality of life for residents.

## COVID-19 Pandemic

This research sought feedback regarding the impact of the pandemic on local residents. Results indicate that the pandemic has had a multi-faceted and complex impact on survey respondents, which provides a snapshot into the impact of the pandemic on our population more broadly.

The negative impacts on physical health in the Brooks-Newell Region is lower than the national level data provided by Angus Reid (43.3% versus 48%). Approximately 48% of Brooks-Newell Region respondents experienced No Impact in regards to physical health during the pandemic, and approximately 9% experienced a positive impact.

Overall, the impact on mental health by the pandemic in the Brooks-Newell Region has been higher than the national average as indicated by the Angus Reid poll. Approximately 65% of Brooks-Newell Region respondents indicated that their mental health has worsened, compared to the Angus Reid poll (54%). Respondents aged 20-39 experienced the greatest negative impact with 74.5%, and Females also experienced a greater negative impact with 68.1%. Approximately 9.7% of all respondents experienced a positive impact during the pandemic, which is slightly lower than the national averaged identified by the Angus Reid poll (12%). The Angus Reid poll also identified that 33% of Canadians experience no impact on their mental health, while 25% of Brooks-Newell Region respondents identified the same.

Although the pandemic has had a negative impact on the economy at the national level, Alberta and locally in our region 51.6% and 49.4% of respondents identified experiencing No Impact regarding financial stability and work/employment, respectively. However, 38.2% of respondents identified experiencing a negative impact regarding financial stability, and 40.1% of respondents enduring a negative experience regarding work/employment.

When examining the results of Education/School, 59.7% of respondents identified No Impact in that category, but when school-aged individuals are taken into account that percentage decreases to 10.2%. The pandemic was hard on school-aged individuals in the Brooks-Newell Region, with 62.7% of that cohort identified experiencing a negative impact. However, 27.1% of that cohort identified having a positive experience during the pandemic

The aforementioned results demonstrate that it is important to not draw assumptions on the impact of the COVID-19 Pandemic on individuals. Although the pandemic has impacted the world negatively across the board, certain cohorts of individuals may have experienced positive outcomes or no impact over the past three years.

## Overall Satisfaction with Community

Respondents were asked the question “Overall, how satisfied are you with your community?”. 77% of 1,324 Brooks-Newell Region Respondents expressed Overall Satisfaction with the Services, Programs, Conditions and Physical Spaces in their communities compared to 75.9% of 9892 respondents in 2017 and 77% of 1,050 respondents in 2013. There were only a small percentage of Neutral responses (9%) which indicates a high level of interest in answering this question. 11.3% were Very Satisfied, 41.7% were Satisfied, and 24% were Somewhat Satisfied. The most Overall Satisfied Community was Rosemary with 90% (50 respondents), followed by the County of Newell with 80.8% (349 respondents). Overall Satisfaction for the Bassano was 63.8% (116 respondents), Brooks was 75.8% (691 respondents) and Duchess was 79.7% (113 respondents).

## Conclusion

The analysis of the Quality of Life Survey provides information on the Social Sector, Business Sector and Public Sector in the Brooks-Newell Region. The areas in which survey residents were not satisfied cannot be easily resolved by one level of government, one business or one community agency. A multi-sector approach would be helpful when working with the community to identify and resolve outstanding issues that lead to dissatisfaction. There is a role for all sectors to continue building services and programs in the areas that are working well and to examine potential community solutions in areas of concern identified by residents.

The difference in ranking by the various Age Groups of the 9 factors demonstrates the value of governments, non-profits and businesses in being aware of the demographics and residents’ opinions within their communities in order to adapt programs, services and activities to match the needs and interest of these Age Groups. Competing interests are often present in community because various Age Groups have different interests or priorities.

We would like to acknowledge and thank the Brooks-Newell Region Municipal Councils and Staff, Survey Respondents, Brooks-Newell Region High Schools and the organizations and businesses who helped distribute and collect surveys and who also provided additional information contained in the report.



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**Survey Distribution and/or Collection 2022:**

- Municipal Offices: Brooks; County of Newell; Duchess; Rosemary; Bassano
- Alcoma School
- Grasslands Public Schools Office
- Newbrook Lodge
- Newell Housing
- Playfair Lodge
- Tilley School
- L'Ecole Le Ruisseau
- Brooks Composite High School
- St. Josephs Academy
- Patricia Hotel
- Rolling Hills Post Office
- Global Village Centre
- SPEC Association for Children and Families
- Bassano FCSS
- Seniors Outreach
- Grasslands Regional FCSS

*Grasslands Regional FCSS Board of Directors 2023*



**Top Left to Right:** County of Newell: Councillor Holly Johnson; Clarence Amulung (Chair); Village of Rosemary: Mayor Yoko Fujimoto; Danealle Reinke

**Bottom Left to Right:** Village of Duchess: Councillor Tina Preston (Vice Chair); Vienna Dahle; City of Brooks: Councillor Marissa Wardrop; Cindy Wolfer

**Message from the Chair**

*On behalf of the Grasslands Regional FCSS Board of Directors and Staff, I am pleased to release the County of Newell Quality of Life #3 Snapshot in 2023. It is our hope that the information will help further understand our communities and also prove useful for planning, funding and working together.*

*FCSS will also be releasing full reports for the City of Brooks and the Brooks-Newell Region and Community Snapshots for the Town of Bassano, Village of Rosemary, the City of Brooks, the Brooks-Newell Region and the Village of Duchess.*

*Clarence Amulung, Chair, Grasslands Regional FCSS*

*Copies available for download or viewing on [www.grasslandsregionalfcss.com](http://www.grasslandsregionalfcss.com)*

Contents

INTRODUCTION..... 12

METHODOLOGY ..... 13

    DEFINING QUALITY OF LIFE ..... 13

    SOCIAL SECTOR FACTORS ..... 14

*Personal Well-Being* ..... 14

*Social Programs and Conditions* ..... 14

*Sense of Community* ..... 14

*Health*..... 15

*Education* ..... 15

    BUSINESS SECTOR ..... 15

        BUSINESS SECTOR FACTORS ..... 15

*Economy and Employment* ..... 15

*Physical Environment* ..... 15

    PUBLIC SECTOR..... 16

        PUBLIC SECTOR FACTORS..... 16

*Political Rights and General Values* ..... 16

*Government* ..... 16

    RESPONDENTS AND DEMOGRAPHICS ..... 17

    SURVEY RESPONDENTS ..... 19

*Age Range* ..... 19

*Length of Residence* ..... 21

*Employment* ..... 21

*Income Distribution* ..... 21

*Home Ownership* ..... 22

*Level of Education* ..... 23

*Ethnic Background*..... 23

*Citizenship*..... 24

    HEALTH CONDITIONS ..... 24

    HOUSEHOLD SOCIAL CONDITIONS..... 27

OVERALL SATISFACTION WITH THE COMMUNITY ..... 28

SUMMARY OF COMMUNITY DEMOGRAPHICS ..... 30

    GENERAL NOTE ON DATA SOURCES FOR THE BROOKS-NEWELL REGION ..... 30

BROOKS-NEWELL REGION SOCIOECONOMIC SUMMARY ..... 31

FINDINGS FROM THE QUALITY OF LIFE SURVEY ..... 36

GAP ANALYSIS ..... 36

BROOKS-NEWELL REGION GAP ANALYSIS..... 36

*Importance Factors and Variables* ..... 39

*Key Findings: Rank of Importance* ..... 40

*Satisfaction Factors and Variables*..... 41

*Key Findings: Rank of Satisfaction*..... 42

NEGATIVE GAP ANALYSIS ..... 51

NEGATIVE GAP: HEALTH Factor ..... 51

*Addictions Services* ..... 53

*Access to Services for Persons with Disabilities* ..... 53

*Mental Health*..... 56

*Access to Physicians (Doctors)*..... 59

NEGATIVE GAP: ECONOMY AND EMPLOYMENT Factor ..... 66

*Level of Income*..... 67

*Poverty* ..... 69

*Affordable Housing*..... 73

*Employment* ..... 81

Top Occupations for the Employed Labour Force - National Occupational Classification (NOC) ..... 82

NEGATIVE GAP: POLITICAL RIGHTS AND GENERAL VALUES Factor ..... 94

*English as a Second Language Programs {also called English Language Learning (ELL)}* ..... 96

*Discrimination*..... 97

*Immigration*..... 100

MATCH GAP ANALYSIS..... 103

MATCH GAP: PERSONAL WELL-BEING Factor..... 103

*Family* ..... 104

*Spiritual and Religious Acceptance* ..... 105

*Community Gathering Places*..... 107

*Personal Development* ..... 107

*Free Time Activities* ..... 108

MATCH GAP: EDUCATION SYSTEM Factor..... 110

*Post-Secondary Education* ..... 112

*Adult/Continuing Education and Job Training Programs* ..... 114

POSITIVE GAP ANALYSIS ..... 117

    POSITIVE GAP: SENSE OF COMMUNITY Factor ..... 117

*Knowing Neighbours*..... 119

*Helping Others* ..... 120

*Charitable Giving* ..... 121

*Domestic Violence* ..... 124

*Community Safety* ..... 124

*Social Inclusion* ..... 128

    POSITIVE GAP: PHYSICAL ENVIRONMENT Factor ..... 132

*Noise Pollution, Greenhouse Gas Emissions and Land Pollution*..... 133

*Quality of Water* ..... 133

*Environmental Awareness* ..... 135

*Waste Management* ..... 135

    POSITIVE GAP: SOCIAL PROGRAMS/SOCIAL CONDITIONS Factor ..... 139

*Accessing Transportation*..... 143

*Homelessness*..... 152

*Access to Childcare*..... 153

    POSITIVE GAP: GOVERNMENT Factor ..... 156

*Local Population Growth*..... 159

*Utilities*..... 161

*Emergency Services* ..... 163

BROOKS-NEWELL REGION GAP ANALYSIS: AGE GROUPS..... 164

GAP COMPARISON: CITY OF BROOKS & BROOKS-NEWELL REGION ..... 167

QUALITY OF PLACE..... 168

    QUALITY OF PLACE BY AGE GROUPS ..... 170

BROOKS-NEWELL REGION NEED FOR MORE SERVICES ..... 180

COVID-19 Pandemic..... 184

FUTURE TRENDS ..... 194

*Population Growth:* ..... 194

*Labour Market and Immigration:* ..... 195

*Seniors:* ..... 195

*Housing:* ..... 197

*Transportation:*..... 197

*Young Adults:* ..... 198



*Young Families:*..... 199  
*Childcare:*..... 199  
*Poverty:* ..... 199  
*The Future of Work*..... 200  
SUMMARY ..... 200  
REFERENCES..... 224  
ACKNOWLEDGEMENTS ..... 234

Appendix: Brooks-Newell Region: Detailed Socio-Economic Demographics

- Age Demographics
- Age Comparison in the Brooks-Newell Region
- Marital Status in the Brooks-Newell Region
- Family Structure in the Brooks-Newell Region
- Educational Attainment
- Ethnic Background
- Ethnic Origin
- Indigenous Population
- Mother Tongue
- Citizenship
- Visible Minorities
- Religion
- Income Levels for Different Households
- Employment Rate
- Low-Income Persons
- Household Income Distribution
- Housing Tenure
- Housing Affordability
- Housing Suitability
- Rental Market

## INTRODUCTION

The Quality of Life project began in the fall of 2011 seeking a means to increase understanding of communities within the Brooks-Newell Region. The intent of the research was to determine a Quality of Life model or matrix that could be applied to the Brooks-Newell Region. After conducting a literature review of existing academic research, it was discovered that other Quality of Life Survey models would not provide the detailed level of analysis required when using a multi-sector (Business; Public; Social) approach to measuring the quality of life within this blended urban and rural region. The literature review also determined the nine factors most important to the quality of life in the region. Pre-testing through surveys and community forums was conducted in 2011 and 2012 to determine variables most relevant to residents within the Brooks-Newell Region. Thus, Grasslands Regional FCSS created a new quality of life survey with the capacity to collect information useful to a broad variety of key stakeholders. The result was the Grasslands Regional FCSS Quality of Life Survey administered throughout the Brooks-Newell Region in the spring and summer of 2013 and 2017, and Winter of 2022. Survey design, data collection and analyses established clear linkages between the business, public and social sectors.

In 2022, 1,531 surveys were returned representing 6.1% of the population ages 15 years and older. With the sample size of 1,531 Brooks-Newell Region respondents, the required sample size of 379 is more than exceeded for the current test of measurement. During the development of the program, it was hoped that a Confidence Interval of 95% with a margin of error of plus or minus 5% could be achieved. According to the calculations, a Confidence level of 95% with a margin of error at 5% was calculated ensuring that the plus or minus 5% confidence interval is a met requirement of this project. We are confident these statistics represent the real opinions of the residents of the Brooks-Newell Region at a 95% confidence level with opinions differing as low as 95% and as high as 105% of the collected information about Quality of Life.

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This Quality of Life Report blends objective and subjective research to provide a holistic community analysis for decision and policy makers, funders and service providers in all sectors and as information for residents in our communities.

The Brooks-Newell Region Quality of Life Report is a summary of the analysis completed to determine how residents ranked the Importance of the nine quality of life factors compared to the ranking of Satisfaction. The analysis also includes Quality of Place results which measured level of Satisfaction with programs, services and conditions for the Region of Newell residents.

The Quality of Life Report is not intended to be an academic report but is designed to provide information to a wide variety of stakeholders.

## METHODOLOGY

One of the most defining characteristics of this project was the creation of a multi-sector Quality of Life instrument designed to focus on the nature of a holistic community system, providing information to all community areas. Three sectors were identified as having a substantial impact on the Quality of Life of the Brooks-Newell Region: (i) Business (ii) Public; and (iii) Social.

The Quality of Life Survey created for the Brooks-Newell Region is unique in that it combines two aspects: Quality of Life and Quality of Place. While these two concepts may be similar in process, they are completely different in their function, analysis, and interpretation. The Quality of Life Survey is a combination of these two processes. The Quality of Life segment is a tool designed to test and measure residents’ opinions on factors important to the region whereas the Quality of Place segment is a tool designed to test and measure the Satisfaction with the conditions/ programs and services impacting the quality of life for residents in our communities. Knowing which factors are important to regional residents and measuring levels of Satisfaction with services and programs provides information on what is working well and changes needed to improve the quality of life for residents.

Four primary sections in the Quality of Life Survey served different and complementary functions for measuring the quality of life for residents in the Brooks-Newell Region. The Quality of Life section was designed to rank the level of Importance and levels of Satisfaction residents attach to the nine primary factors detailed below. The Gap Scenarios utilized three gap scenarios (Negative; Match; and Positive) to determine which of the nine factors were issues within the community. The Quality of Place measured the levels of Satisfaction with each of the Quality of Life factors and the variables related to conditions, programs and services. The Respondent Characteristics and Household Characteristics sections painted a demographic picture of survey respondents and their households.

## DEFINING QUALITY OF LIFE

*Quality of Life* is a difficult concept to research, measure and report due to the subjective nature of the factors which individuals consider most important to their quality of life. This has proven true for the Brooks-Newell Region communities. From 2011 to 2013, methodologies to determine the variables included a literature review, frequency analysis and local community identification. After determining 1,300 potential variables through the literature review, several local pre-tests were required to determine the factors within the three sectors most frequently identified by Brooks-Newell Region residents.

<b>SOCIAL SECTOR</b>	<b>BUSINESS SECTOR</b>	<b>PUBLIC SECTOR</b>
Health	Economy & Employment	Government
Education	Physical Environment	Political Rights & General Values
Personal Well-Being		
Social Programs & Social Conditions		
Sense of Community		

Within each of these nine broad categories a frequency analysis identified the key important variables within each category to collect further information regarding levels of Satisfaction with services, programs and

conditions within the Brooks-Newell Region. Where this was inconclusive, local residents were surveyed to identify the most important variables within the broad categories; a Pilot Quality of Life Survey was administered to 200 people at the Brooks & District Trade Show (2012) and to persons attending various Grasslands Regional FCSS Community Forums held in 2013 throughout the region.

The analysis was framed within the three sectors: Social Sector, Business Sector and Public Sector.

## SOCIAL SECTOR

The Social Sector<sup>3</sup> is the sphere within federal transfers to provinces which support policy areas such as health care, post-secondary education, social assistance and social services, early childhood development and childcare.<sup>4</sup> The Social Sector is the first and most extensive of the three sectors of the Brooks-Newell Region Quality of Life. Social items of interest from the Canadian Policy Research Networks (CPRN) Factors of Quality of Life in Canada include: (i) Personal Wellbeing; (ii) Social Programs and Social Conditions; (iii) Community; (iv) Health, and (v) Education. Each of these categories has roots in the Overall social structure of the province or community. It is important to note that the political and economic sectors have a substantial impact on the following social factors, interconnecting with the social sector to determine the quality of life for residents.

### SOCIAL SECTOR FACTORS

#### *Personal Well-Being*

For the purposes of this report, *Personal Well-Being* is identified as being of active interest within the Social Sector. Personal Well-Being is recognized as being subjective, meaning different things to different people and often determines life satisfaction, happiness and life fulfillment<sup>5</sup> According to the CPRN “In reflecting upon the quality of life in Canada, Canadians often emphasize the importance of enhancing their sense of Personal Well-Being... most people recognize these factors, which directly describe their personal circumstances as intertwined with and contributing to Overall quality of life”<sup>6</sup>. The variables identified as most important to Personal Well-Being were: (i) Personal Health; (ii) Family; (iii) Friends; (iv) Personal Safety; and (v) Spiritual and Religious Acceptance. It is important to note that this factor required local community analysis, as the chosen factors of Quality of Life from academic analysis did not meet Brooks-Newell Region residents’ perception of Personal Wellbeing. This factor has been custom developed for the region as a result.

#### *Social Programs and Conditions*

The CPRN states that Social Programs/Conditions are the “social support systems adequate to respond to and meet basic human needs”<sup>7</sup>. High frequency items selected from the CPRN Social Programs and Conditions section included: (i) Accessing Transportation, (ii) Availability of Public Housing; (iii) Availability of Social Assistance and Programs, (iv) Community Homelessness; and (v) Community Centers for Arts and Cultural Events.

#### *Sense of Community*

Community is a central component to the social sector. The CPRN states that “... healthy communities includes notions of social cohesion, of stable sets of relationships, where individuals had a shared sense of belonging, and

<sup>3</sup> The *Social Sector* is sometimes called the *Voluntary Sector* or the *Non-for-Profit Sector* or the *Non-Profit Sector*

<sup>4</sup> <http://www.fin.gc.ca/access/fedprov-eng.asp>

<sup>5</sup> A Survey of Indicators of Social and Economic Well-Being, July 22, 1999 Page 1

<sup>6</sup> Quality of Life in Canada; A Citizens’ Report Card Background Report, July 2002 Page 60

<sup>7</sup> Indicators of Quality of Life in Canada: A citizens’ Prototype, April 2001 Page 7

where people experience a sense of security.”<sup>8</sup> Variables identified as most important to *Community* were: (i) Knowing Neighbors; (ii) Working Together; (iii) Helping Others; (iv) Community Safety; and (v) Sense of Belonging. It is important to note that this factor required local community analysis, as the chosen factors of Quality of Life from academic analysis did not meet the Brooks-Newell Region residents’ perception of Community. This factor has been custom developed for the region as a result.

### **Health**

The World Health Organization (WHO) defines Health as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”<sup>9</sup> The five community Health variables identified were: (i) Community Suicide Rates; (ii) Mental Health; (iii) Physical Activity; (iv) Lifestyle; and (v) Rates of Disease.

### **Education**

Education is an important Factor of quality of life in a community and is acquired formally or informally. The CPRN describes Education as critical to quality of life and states “Quality of Education equals quality of life”<sup>10</sup>. Variables within the Education category included: (i) Personal Educational Attainment; (ii) Education; (iii) Adult Literacy; (iv) Community High School Dropout Rate; and (v) Community Literacy Rate.

## **BUSINESS SECTOR**

The Business sector is the part of the national economy made up of private enterprises run by private individuals or groups, usually as a means of enterprise for profit and is not controlled by the state.<sup>11</sup>

One of the more unique areas of Quality of Life is looking at how business affects quality of life. To this extent, there were two major categories that affected this category: (i) Physical Environment; and (ii) Economy and Employment.

### **BUSINESS SECTOR FACTORS**

#### ***Economy and Employment***

Regarding Economy and Employment, the CPRN states “Economic security was another key quality of life issue raised which included sub-themes such as job security, employment opportunities, and rates of compensation or concerns about the minimum wage”<sup>12</sup>. There was a very broad collection of research on the effects of Economy and Employment on Quality of Life. The five variables identified were: (i) Community Unemployment Rates; (ii) Community Employment Rates; (iii) Level of Income; (iv) Community Rate of Bankruptcies; and (v) Financial Effects of Crime.

#### ***Physical Environment***

Regarding Physical Environment, the CPRN states “... A Clean environment is essential to Quality of Life...”<sup>13</sup>. Physical Environment frequently occurs in Quality of Life research. Variables in the Physical Environment included: (i) Water Quality; (ii) Air Quality; (iii) Noise Pollution; (iv) Greenhouse Gas Emissions; and (v) Land Pollution.

<sup>8</sup> Indicators of Quality of Life in Canada: A citizens’ Prototype, April 2001 Page 8

<sup>9</sup> [Who.it/about/definition/en/print.html](http://who.it/about/definition/en/print.html)

<sup>10</sup> Indicators of Quality of Life in Canada: A citizens’ Prototype, April 2001 Page 5

<sup>11</sup> <http://www.businessdictionary.com/definition/public-sector.html#ixzz2xBtNsQbX>

<sup>12</sup> Indicators of Quality of Life in Canada: A citizens’ Prototype, April 2001 Page 9

<sup>13</sup> Indicators of Quality of Life in Canada: A citizens’ Prototype, April 2001 Page 6

## PUBLIC SECTOR

The Public Sector is part of the national economy providing basic goods or services that are either not, or cannot be, provided by the private sector. It consists of national, provincial and local governments, their agencies and their chartered bodies. The public sector is one of the largest sectors of any economy.<sup>14</sup> Items relevant to the Public Sector are: (i) Political Rights and General Values; and (ii) Government.

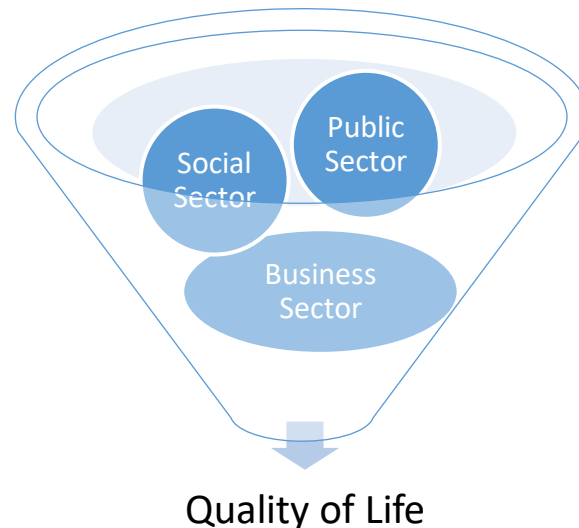
### PUBLIC SECTOR FACTORS

#### *Political Rights and General Values*

The CPRN defines Political Rights and General Values as “... the importance of human or civil rights, democracy, autonomy or choice, and freedom as core elements of quality of life”<sup>15</sup>. Variables occurring in Government research and frequency analysis included: (i) Respect; (ii) Honesty; (iii) Integrity; (iv) Freedom of Speech; and (v) Sharing. It is important to note that this factor required local community analysis, as the chosen factors of Quality of Life from academic analysis did not meet the residents’ perception of Political Rights and General Values. This factor has been custom developed for the region as a result.

#### *Government*

The CPRN states that Government must be “...viewed as integral to the Quality of Life in Canada or at least in helping to maintain important systems of protection and service delivery.”<sup>16</sup> Government variables selected included: (i) Level of Trust in Government; (ii) Maintained Roads; (iii) Government Water Policies; (iv) Barriers to Entrepreneurship; and (v) Community Taxes.



<sup>14</sup> <http://www.businessdictionary.com/definition/public-sector.html#ixzz2xBtNsqBx>

<sup>15</sup> Indicators of Quality of Life in Canada: A citizens’ Prototype, April 2001 Page 3

<sup>16</sup> Indicators of Quality of Life in Canada: A citizens’ Prototype, April 2001 Page 10



# THE QUALITY OF LIFE SURVEY

## RESPONDENTS AND DEMOGRAPHICS

The Quality of Life Survey (2022) was mailed to 7,791 households within the Brooks-Newell Region in January and February, 2022. In addition to mail-outs, a number of organizations/municipalities/businesses assisted by distributing and collecting surveys, and/or assisted in translation. These locations included the Rolling Hills Post Office, the SPEC Association for Children and Families, Global Village Centre, Grasslands Public Schools office, Tilley School, all municipal offices, Newbrook Lodge, Patricia Hotel, Newell Housing Villas, Alcoma School, Bassano FCSS, Francophone Association, and Brooks & District Chamber of Commerce. The Quality of Life Survey was also available online. Each paper survey had instructions on how to complete the survey online, and the link was posted to Grasslands Regional FCSS and the Live Brooks Newell websites. 1,531 surveys were returned representing 6.1% of the population ages 15 years and older.

### Population by Division and City of Brooks

The 2011, 2016 and 2021 Federal Censuses included population figures for municipalities within the Brooks-Newell Region. At the time of the 2011 population count, Tilley was still a separate municipality. In September, 2013, the Village of Tilley was dissolved and became a hamlet within the County of Newell; the population increase in the County of Newell reflects this change. The Brooks-Newell Region had a population increase of 5% (1,232 people) between 2011 and 2016. Between 2016 and 2021, the County of Newell, Villages of Duchess and Village of Rosemary decreased in population, but the City of Brooks and Town of Bassano increased in population. The Brooks-Newell Region, as a whole, had a population increase of 1.5% (366 people) between 2016 and 2021. Between 2011 and 2021, the Brooks-Newell Region had a population increase of 6.8% (1,598 people)



Bow City Farming and Irrigation

**2011 Brooks-Newell Region Canada Census Population Count<sup>17</sup>**

Community	Population
Brooks	13,676
Bassano	1,282
Duchess	992
Rosemary	*421
County of Newell*	**7,138
Brooks-Newell Region	23,430

\* Village of Rosemary population count was revised in the 2012 Rosemary Municipal Census.

\*\* County of Newell population count has been revised to include Tilley

**2016 Brooks-Newell Region Canada Census Population Count<sup>18</sup>**

Community	Population
Brooks	14,451
Bassano	1,206
Duchess	1,085
Rosemary	396
County of Newell	7,524
Brooks-Newell Region	24,662

**2021 Brooks-Newell Region Canada Census Population Count<sup>19</sup>**

Community	Population
Brooks	14,924
Bassano	1,216
Duchess	1,053
Rosemary	370
County of Newell	7,465
Brooks-Newell Region	25,028

**Geographic Distribution of Respondents and Population**

The Brooks-Newell Region is comprised of a number of municipalities and rural areas. This report will provide relevant information on both the Brooks-Newell Region as a whole and available information on the different municipal areas within the Region. Information on the Quality of Life has been compiled for the Brooks-Newell Region, City of Brooks, Town of Bassano, Village of Duchess, Village of Rosemary and the County of Newell. The County of Newell includes Bow City, Cassils, Gem, Lake Newell Resort, Millicent, Patricia, Rainier, Rolling Hills, Scandia and Tilley.

Respondents were asked to identify where they lived within the Brooks-Newell Region. The tables below list the numbers of returned surveys, the percentage per distinct community and population numbers according to the 2016 Federal Census. It should be noted that respondents might have identified themselves as living in a hamlet, such as Scandia, but may be actually living in the County of Newell and vice versa.

<sup>17</sup> 2011 Canadian Census (Statistics Canada)

<sup>18</sup> 2016 Canadian Census (Statistics Canada)

<sup>19</sup> 2021 Canadian Census (Statistics Canada)

**Distribution of Survey Respondents Compared to Population**

<b>Community</b>	<b>Number of Surveys Returned</b>	<b>Percentage of the Total Number of Survey Responses</b>	<b>Population<sup>20</sup></b>
Brooks	746	52.4	14,924
Bassano	121	8.5	1,216
Duchess	121	8.5	1,053
Rosemary	53	3.7	370
County of Newell <sup>21</sup>	381	26.8	7,465
Other	1	0.1	
No Community Identified	108	7.6	
<b>Newell Region TOTAL</b>	<b>1,531</b>	<b>100.0</b>	<b>25,028</b>

**County of Newell Survey Respondents Compared to Total Surveys Returned and Population**

<b>Community</b>	<b>Number of Surveys Returned</b>	<b>Percentage of the Total Number of Survey Responses</b>	<b>Population<sup>22</sup></b>
Bow City	4	0.3	Not available
Cassils	25	1.8	Not available
Gem	10	0.7	Not available
Lake Newell Resort	44	3.1	457
Millicent	12	0.8	Not available
Patricia	26	1.8	78
Rolling Hills	39	2.7	273
Rainier	14	1.0	Not available
Scandia	10	0.7	169
Tilley	43	3.0	318
County of Newell	154	10.8	7,465 <sup>23</sup>
<b>Total Surveys Returned</b>	<b>381</b>		

**SURVEY RESPONDENTS****Age Range**

The Brooks-Newell Region census population is comparable to the age distribution of survey respondents, with the exception of responses being noticeably higher in the 50-54, 60-64, 65-69, 70-74, 75-79 age ranges; the responses were noticeably lower in the 20-24 age range. Like the previous Quality of Life study, the higher percentage of responses for persons aged 65 and over may be related to survey distribution and collection at Newbrook Lodge and Newell Housing Villas.

<sup>20</sup> 2021 Canadian Census (Statistics Canada)

<sup>21</sup> Includes hamlets as per table above

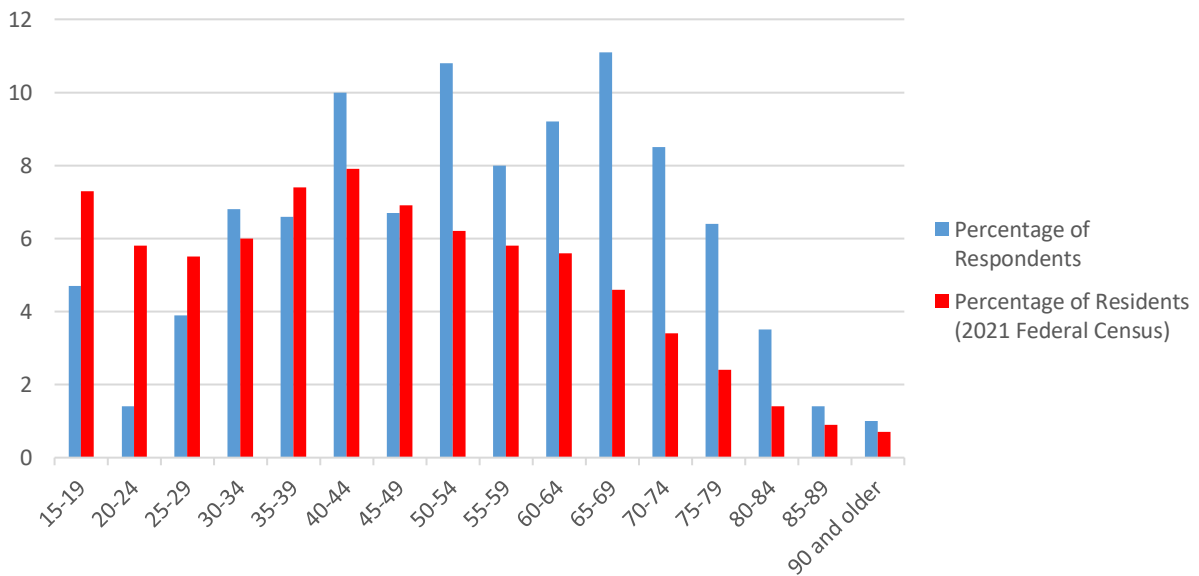
<sup>22</sup> 2021 Canadian Census (Statistics Canada)

<sup>23</sup> Includes the population of all the hamlets listed in the table.

**Survey Respondents by Age Group Compared to Census Population by Age Group**

Age Range	Number of Respondents	Percentage of Respondents	Percentage of Residents (2021 Federal Census)
15-19	62	4.7	7.3
20-24	18	1.4	5.8
25-29	51	3.9	5.5
30-34	90	6.8	6.0
35-39	88	6.6	7.4
40-44	132	10.0	7.9
45-49	89	6.7	6.9
50-54	143	10.8	6.2
55-59	106	8.0	5.8
60-64	122	9.2	5.6
65-69	147	11.1	4.6
70-74	113	8.5	3.4
75-79	85	6.4	2.4
80-84	47	3.5	1.4
85-89	18	1.4	0.9
90 and older	13	1.0	0.7

Age of Survey Respondents Compared to 2021 Federal Census



### Length of Residence

83.4% of respondents identified living in the Brooks-Newell Region for six years or more, 4.9% for 4-5 years, 6.4% for 2-3 years, 2.5% for 1 year and 2.9% for less than one year. This compares to the 2021 Federal Census result of 78.7% of Brooks-Newell Region residents that have not moved from their homes or community within the last five years.<sup>24</sup>

### Employment

Of the respondents that provided employment information on the survey, 35.5% worked full time, 19.3% worked part-time and 32% were retired. Of those not currently employed, 3.2% were looking for work while 2.6% were not looking for work. Disabled (not able to work) persons represented 2.1%, and 3.7% identified as being a student.

### Income Distribution

It should be noted that 20.1% of respondents did not answer the question on individual income, and 21% did not answer for household income.<sup>25</sup>

#### Individual income

- 52.9% of respondents made less than \$50,000 per year.
- 3.2% of respondents made more than \$150,000 per year.
- When comparing Individual Income survey results with the 2021 Federal Census, 2.1% individuals made greater than \$150,000 per year. However, while 52.9% of survey respondents identified making less than \$50,000 per year, the Federal Census identified that 45.4% Brooks-Newell Region residents make that amount. This result could be skewed since 20.8% of survey respondents were seniors, who have a higher proportion in the lower income categories.

**Individual Income of Survey Respondents by Age (%)**

Income	Ages 15 to 19	Ages 20 to 39	Ages 40 to 59	Ages 60 to 69	Ages 70 Plus
Less than \$10,000	83.7	9.5	5.3	1.6	2.0
\$10,000 - \$19,999	14.3	4.6	5.7	12.5	11.1
\$20,000 - \$29,999	0.0	6.6	8.7	13.7	20.9
\$30,000 - \$39,999	2.0	9.5	10.6	13.7	18.9
\$40,000 - \$49,999	0.0	13.3	13.8	13.3	13.5
\$50,000 - \$59,999	0.0	6.6	10.8	9.3	8.6
\$60,000 - \$69,999	0.0	10.0	6.9	8.9	7.8
\$70,000 - \$79,999	0.0	4.6	7.1	7.3	7.0
\$80,000 - \$89,999	0.0	6.2	7.3	6.0	2.0
\$90,000 - \$99,999	0.0	8.7	6.0	4.8	3.3
\$100,000 - \$149,999	0.0	16.2	14.0	5.6	3.7
More than \$150,000	0.0	4.1	3.9	3.2	1.2
<b>N</b>	<b>49</b>	<b>241</b>	<b>436</b>	<b>248</b>	<b>244</b>

<sup>24</sup> Two 2016 Federal Census statistics were used to calculate this percentage: non-movers and non-migrant movers. Non-movers refers to persons who have not moved, and non-migrant movers refers to persons who did move but remained in the same city, town, township, village, or Indian reserve.

<sup>25</sup> Income data reported on surveys in general are recognized to have a low level of accuracy. <https://www.census.gov/srd/papers/pdf/sm97-05.pdf>

- Generally, there is consistency between the Quality of Life Survey and Canadian Census for income brackets in Brooks. However, there is a noticeable discrepancy in the \$50,000 to \$59,000 and \$100,000 to \$149,999 brackets.

**Comparison of Individual Income for the Brooks-Newell Region**

Income	2022 Quality of Life Survey		2021 Canadian Census	
	Number	Percentage	Number	Percentage
Less than \$10,000	96	7.8	1,540	8.4
\$10,000 - \$19,999	101	8.3	1,735	9.4
\$20,000 - \$29,999	140	11.4	2,460	13.3
\$30,000 - \$39,999	152	12.4	2,150	11.7
\$40,000 - \$49,999	158	12.9	2,030	11.0
\$50,000 - \$59,999	107	8.7	2,480	13.5
\$60,000 - \$69,999	96	7.8	1,350	7.3
\$70,000 - \$79,999	77	6.3	915	5.0
\$80,000 - \$89,999	67	5.5	660	3.6
\$90,000 - \$99,999	67	5.5	600	3.3
\$100,000 - \$149,999	123	10.1	1,070	5.8
More than \$150,000	39	3.2	390	2.1
<b>N</b>	<b>1,223</b>		<b>18,430</b>	

**Household Income**

- 1.6% of respondents indicated that their Household Income was less than \$10,000 per year
- 6.9% reported a Household Income between \$30,000 and \$39,000 per year.
- 51.2% reported a Household Income greater than \$80,000 per year.
- Household Income Distribution survey responses are relatively consistent with the 2021 Federal Census data. 1.2% households made \$10,000 or less, 6% of households had an income between \$30,000 and \$39,000, and 56.3% made \$80,000 and greater.

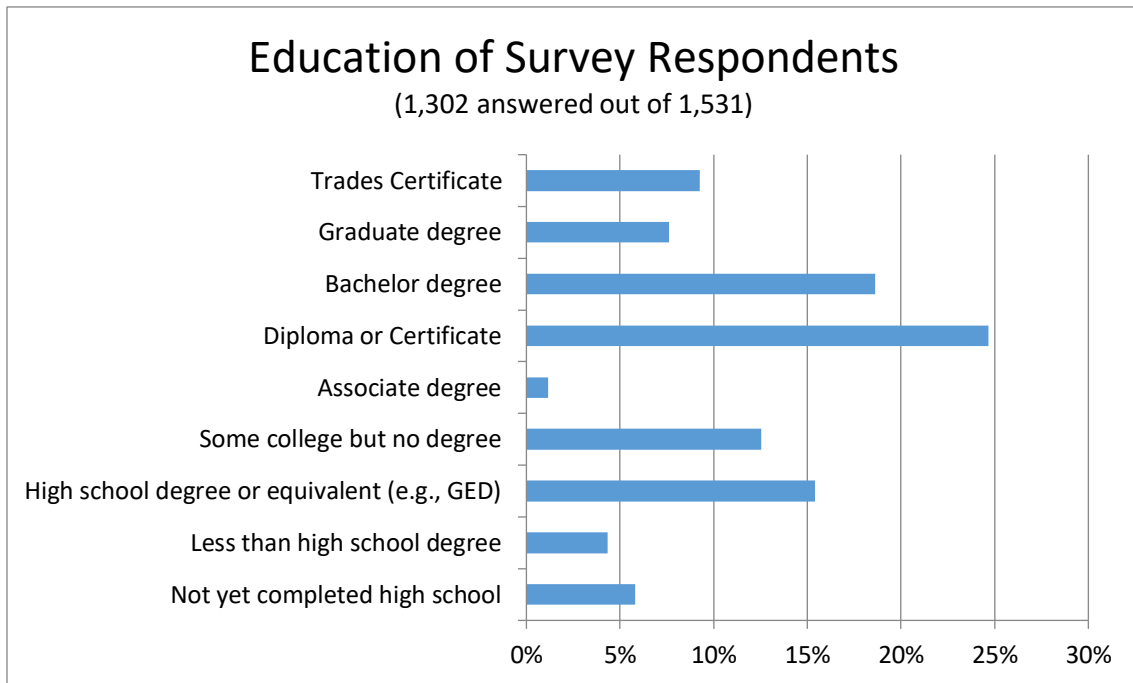
**Home Ownership**

85% of survey respondents own their home, while 15% live in rental housing. This compares to the 2021 Federal Census statistics of 72% who owned their home and 28% who rented. 79% of survey respondents identified living in a detached home, however, according to the 2021 Federal Census, 66.3% of Brooks-Newell Region residents reside in a detached home.

The Brooks-Newell Region has a large number of modular homes, and 7.8% identified living in this type of residence.



**Level of Education**



According to the 2021 Federal Census, 35.1% of the Brooks-Newell Region population (aged 15 years and older) had at least a high school diploma or equivalent, and 37.4% had at least a post-secondary certificate (diploma or degree). Close to 28% had no certificate (diploma or degree). 8.1% of the population had a Bachelor’s degree and 2.6% had an education above Bachelor level.

**Ethnic Background**

**Survey Respondents by Population Group**

Population Group	Percentage
Caucasian	89.4
Chinese	1.1
South Asian	0.6
Black/African	3.1
Filipino	2.1
Latin American	1.6
Southeast Asian	0.1
Arab	0.4
West Asian	0.0
Korean	0.3
Japanese	0.5
Indigenous	0.8
Other Ethnicity	1.0

89.4% of survey respondents identified themselves as Caucasians with the next highest category at 3.1% for Black/African and 2.1% for Filipino. 1.6% of respondents identified themselves as Latin American. According to the 2021 Federal Census, 31.3% of the Brooks-Newell Region population belong to a visible minority group.

### **Citizenship**

93.6% of respondents identified as being Canadian Citizens with 6.1% as Landed Immigrants or Permanent Residents, and 0.2% as Temporary Foreign Workers. According to the 2021 Federal Census, 85.4% of Brooks-Newell Region residents were Canadian Citizens.



#### **Rotary Club Youth Leadership**

In March 2023, Grade 10 Students from all the high schools in the Area attended a leadership day at BCHS to learn more about developing their leadership skills. On Friday, A group of about 30 students met with community leaders from the city and county to discuss their hopes and needs for youth in the community.

The Brooks Rotary Club sponsored this two day event and students and community leaders were pleased with an opportunity to hear from young people in direct conversation about the community.

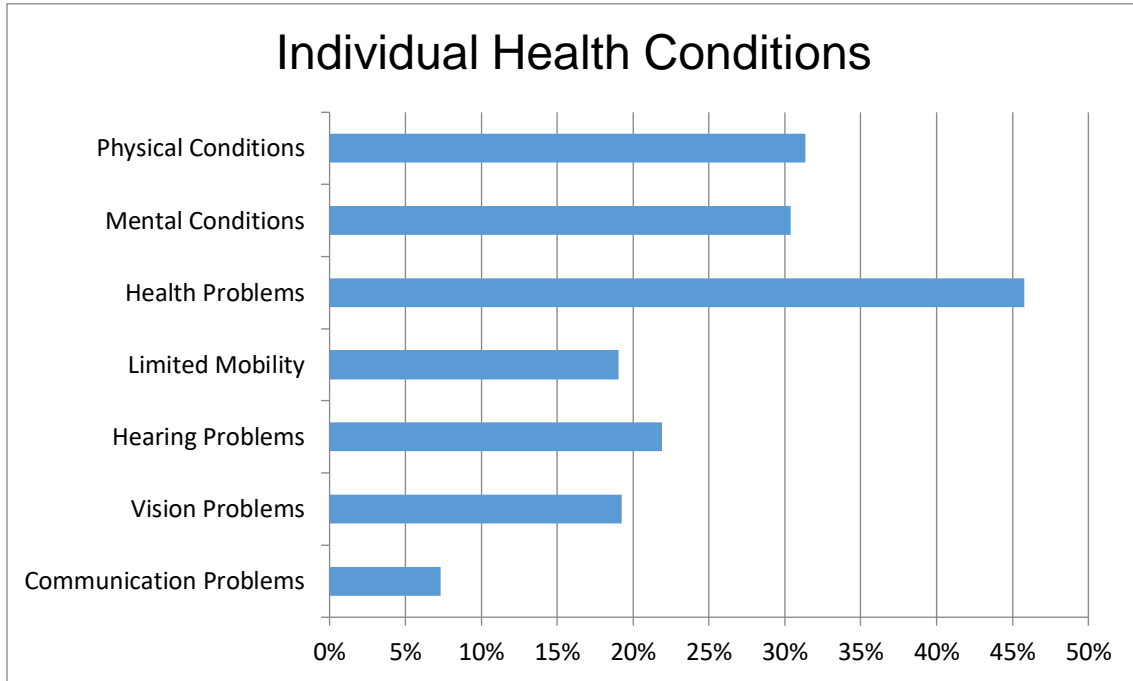


#### **Citizenship Ceremony in Brooks**

## HEALTH CONDITIONS

### **Negative Impact of Individual Health Conditions:**

512 (33.4%) respondents stated that they had one or more personal Health Conditions which negatively impacted them.

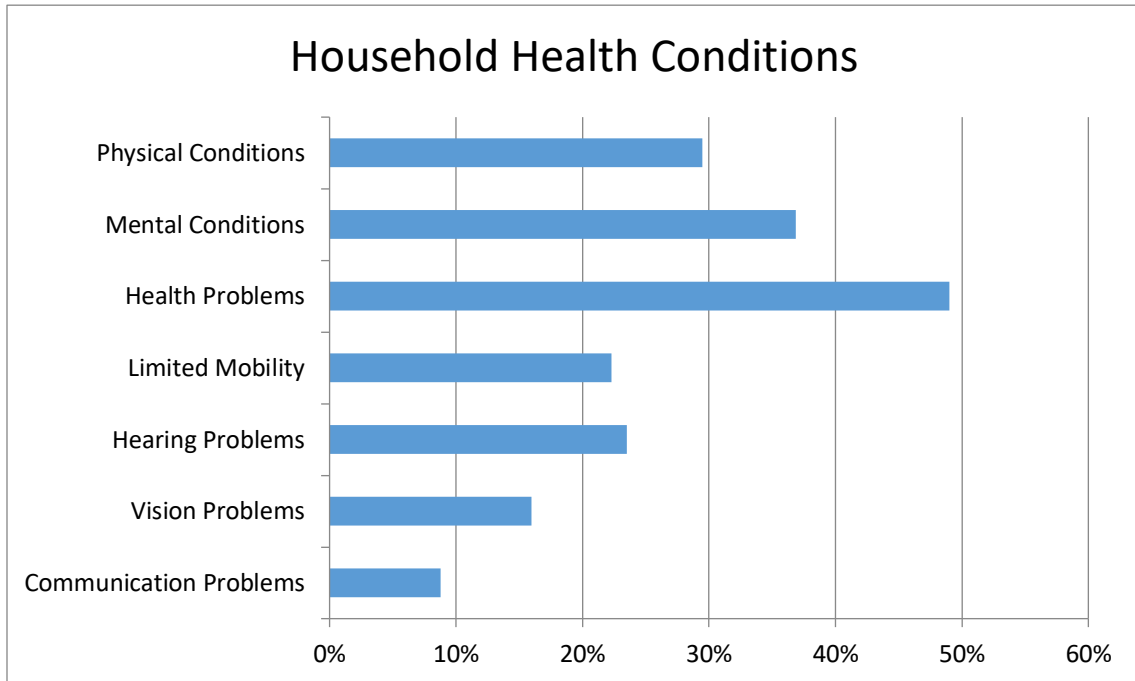


### **Individual Health Conditions (n=512):**

- 163 persons were impacted by Physical Conditions
- 158 persons were impacted by Mental Conditions
- 238 persons were impacted by Health Problems
- 99 persons were impacted by Limited Mobility
- 114 persons were impacted by Hearing Problems
- 100 persons were impacted by Vision Problems
- 38 persons were impacted by Communication Problems

**Negative Impact of Household Health Conditions**

488 (31.9%) respondents stated that they were negatively impacted by one or more Household Health Conditions.



**Household Health Conditions (n=488)**

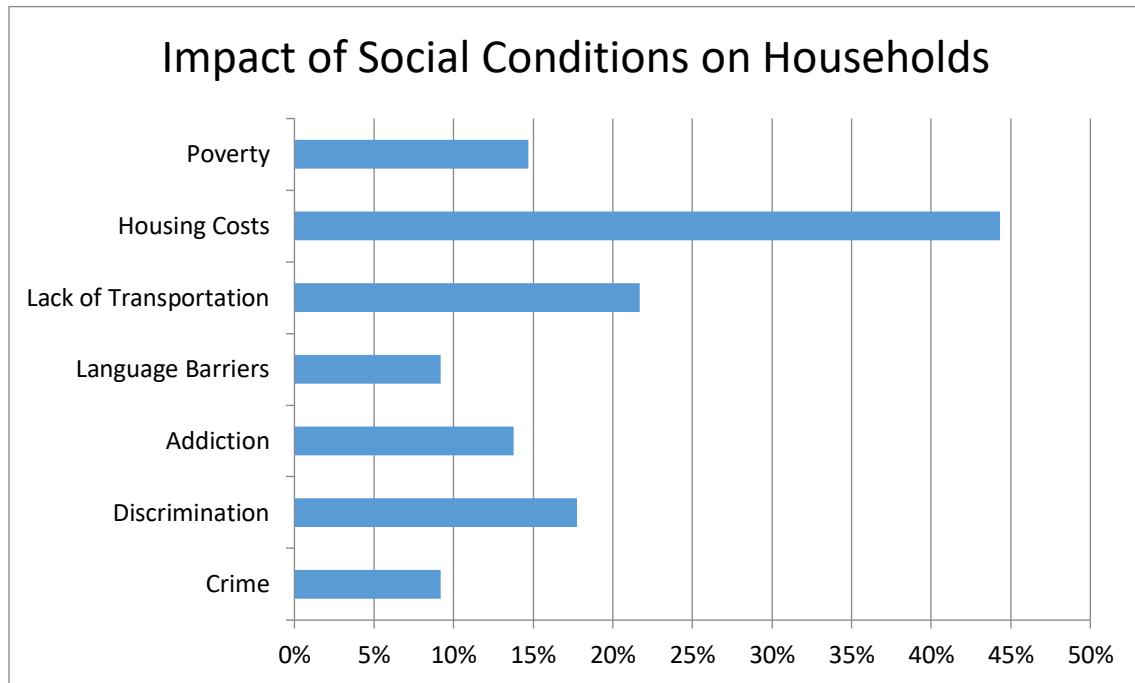
- 148 households were impacted by Physical Conditions
- 185 households were impacted by Mental Conditions
- 246 households were impacted by Health Problems
- 112 households were impacted by Limited Mobility
- 118 households were impacted by Hearing Problems
- 80 households were impacted by Vision Problems
- 44 households were impacted by Communication Problems

There is more detailed analysis on Health later in the report.

## HOUSEHOLD SOCIAL CONDITIONS

### *Negative Impact of Household Social Conditions*

313 (20.4%) respondents stated that they were negatively impacted by one or more Household Social Conditions.



### **Social Conditions in Households (n=313)**

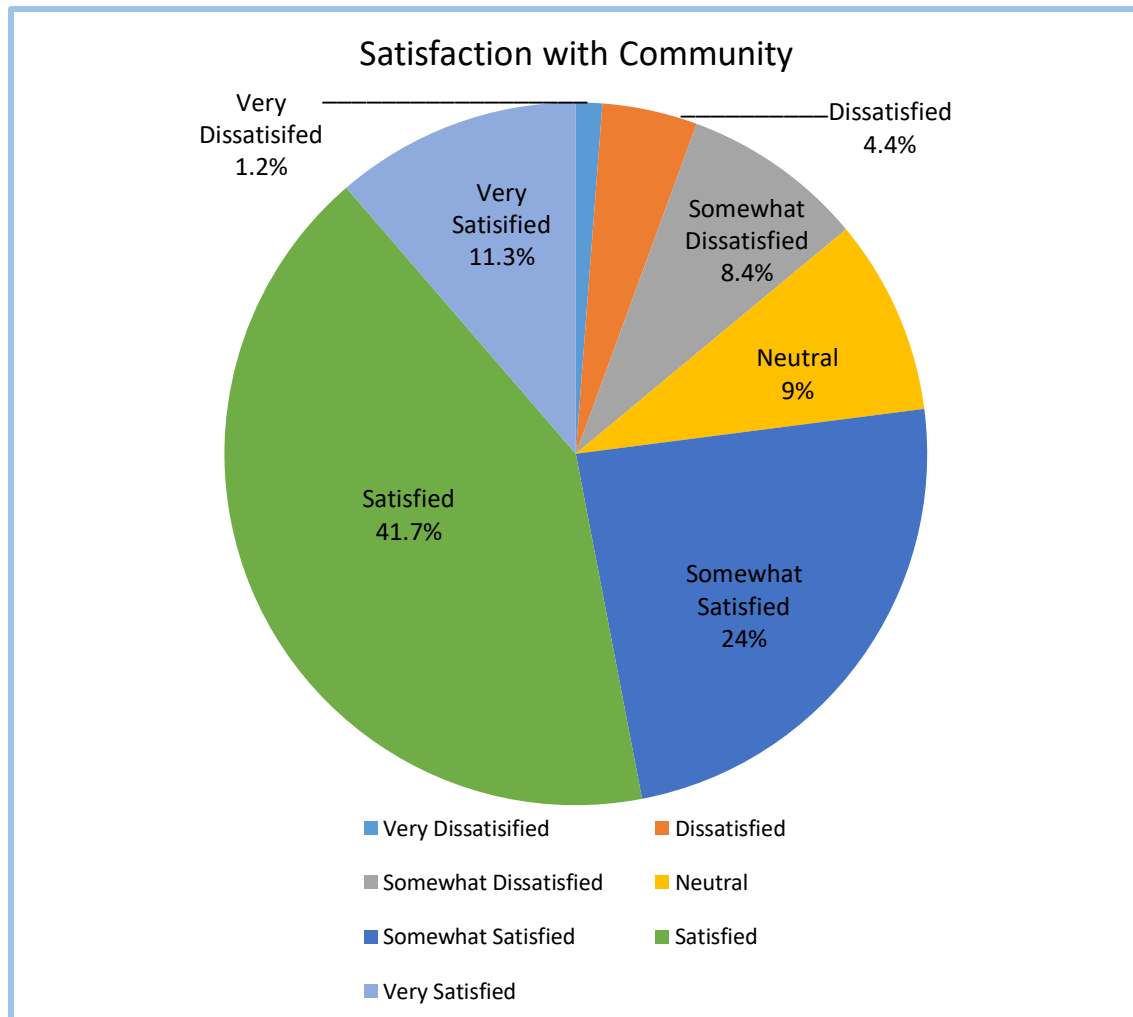
- 48 households were impacted by Poverty
- 145 households were impacted by Housing Costs
- 71 households were impacted by Lack of Transportation
- 30 households were impacted by Language Barriers
- 45 households were impacted by Addiction
- 58 households were impacted by Discrimination
- 30 households were impacted by Crime

There is a more detailed analysis on Social Conditions later in the report.

## OVERALL SATISFACTION WITH THE COMMUNITY

**Overall, how satisfied are you with your community**

77% of 1,324 respondents expressed Overall Satisfaction with their Community (2017: 75.9%; 2013: 77%)

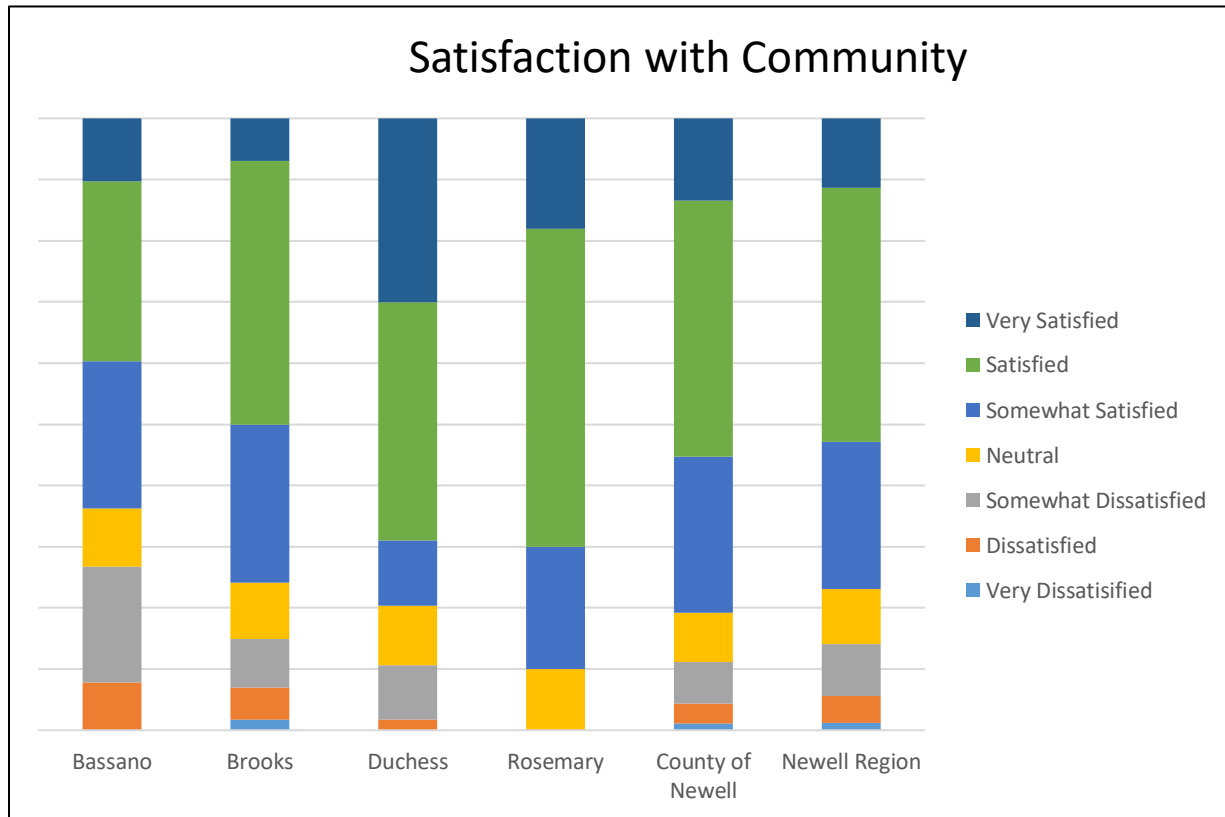


### Findings

- **Most respondents were Satisfied (Overall) with their community** (n=1,324)
- 11.3% of respondents were Very Satisfied (150 respondents)
- 41.7% of respondents were Satisfied (552)
- 24% of respondents were Somewhat Satisfied (318)
- 9% of respondents were Neutral (119)
- 8.4% of respondents were Somewhat Dissatisfied (111)
- 4.4% of respondents were Dissatisfied (58)
- 1.2% of respondents were Very Dissatisfied (16).



Satisfaction with Community: Comparison across Communities



Findings in 2022, 2017 and 2013

- In 2022, Overall Satisfaction for 116 Bassano respondents was 63.8%, compared to 68.3% of 104 respondents in 2017 and 77.4% of 24 respondents in 2013.
- In 2022, Overall Satisfaction for 691 Brooks respondents was 75.8%, compared to 73.7% of 547 respondents in 2017 and 72.8% of 596 respondents in 2013.
- In 2022, Overall Satisfaction for 113 Duchess respondents was 79.7%, compared to 85.5% of 76 respondents in 2017 and 93.8% of 83 respondents in 2013.
- In 2022, Overall Satisfaction for 50 Rosemary respondents was 90%, compared to 84.4% of 45 respondents in 2017 and 71.4% of 35 respondents in 2013.
- In 2022, Overall Satisfaction for 349 County of Newell respondents was 80.8%, compared to 79.4% of 301 respondents in 2017 and 82.6% of 121 respondents in 2013.
- In 2022, Overall Satisfaction for 1,319 Brooks-Newell Region respondents was 77%, compared to 75.9% of 982 respondents in 2017 and 77% of 1,050 respondents in 2013.

## SUMMARY OF COMMUNITY DEMOGRAPHICS

### GENERAL NOTE ON DATA SOURCES FOR THE BROOKS-NEWELL REGION

Data was derived primarily from the 2011 and 2016 and 2021 Federal Censuses and the 2011 National Household Survey (NHS). Changes to the Federal Census Legislation meant that the Census Long Form was not mandatory for the 2011 Federal Census, which resulted in a marked decrease in completed forms. This had severe negative consequences regarding the accuracy and availability of the 2011 data that is available for communities, including those within the Brooks-Newell Region.<sup>26</sup> Data availability for the 2011 Federal Census and National Household Survey for smaller communities was very limited and less accurate even though they remained the most reliable and comprehensive sources available in Canada.<sup>27</sup> Some data, notably 2011 income data (which was based on 2010 income tax returns), was still quite accurate. The Auditor General of Canada's Performance Audit of Statistics Canada (Spring 2014) concluded that the needs of data users from small geographic areas and subpopulations were not being met.<sup>28</sup> The Canadian Government reinstated the mandatory Census long form in 2015. With this change back from voluntary to mandatory, it is expected that the statistical data for the 2016 Federal Census is more accurate and better data will be available for the smaller communities.

It should be noted that due to the unreliability of the 2011 National Household Survey, a direct comparison between that and the 2016 and 2021 Federal Censuses will not always be possible.

#### **2011 Census and National Household Survey data was retrieved from:**

Statistics Canada. 2012. *Focus on Geography Series, 2011 Census*. Statistics Canada Catalogue no. 98-310-XWE2011004. Ottawa, Ontario. Analytical products, 2011 Census. Last updated October 24, 2012.

Statistics Canada. 2013. Brooks, CA, Alberta (Code 806) (table). National Household Survey (NHS) Profile. 2011 National Household Survey. Statistics Canada Catalogue no. 99-004-XWE. Ottawa. Released September 11, 2013.

<http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/index.cfm?Lang=E> (accessed March 29, 2014).

#### **2016 Census data was retrieved from:**

Statistics Canada. 2017. *Bassano, T [Census subdivision], Alberta and Division No. 2, CDR [Census division], Alberta* (table). *Census Profile*. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Release November 29, 2017.

<http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E> (accessed December 05, 2017).

Statistics Canada. 2017. *Brooks, CY [Census subdivision], Alberta and Division No. 2, CDR [Census division], Alberta* (table). *Census Profile*. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Release November 29, 2017.

<http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E> (accessed December 05, 2017).

Statistics Canada. 2017. *Duchess, VL [Census subdivision], Alberta and Division No. 2, CDR [Census division], Alberta* (table). *Census Profile*. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Release November 29, 2017.

<http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E> (accessed December 05, 2017).

Statistics Canada. 2017. *Rosemary, VL [Census subdivision], Alberta and Division No. 2, CDR [Census division], Alberta* (table). *Census Profile*. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Release November 29, 2017.

<http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E> (accessed December 05, 2017).

Statistics Canada. 2017. *Newell County, MD [Census subdivision], Alberta and Division No. 2, CDR [Census division], Alberta* (table). *Census Profile*. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Release November 29,

<sup>26</sup> Response rate was 45.1% for the National Household Survey.

<sup>27</sup> Statistics Canada. Evaluation of the Census of Population Program (2009/2010 to 2014/2015).

<sup>28</sup> Auditor General of Canada. Statistics Canada Performance Audit, Spring 2014.

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<https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E> (accessed March 13, 2023).

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<https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E> (accessed March 13, 2023).

**See Appendix for Detailed Brooks-Newell Region Demographics (Statistics Canada).**

## BROOKS-NEWELL REGION SOCIOECONOMIC SUMMARY

As of October 2018 the Brooks-Newell Region included the City of Brooks, County of Newell, Town of Bassano, and the Villages of Duchess and Rosemary. The County of Newell includes the Hamlets of Bow City, Cassils, Gem, Lake Newell Resort, Millicent, Patricia, Rolling Hills, Rainier, Scandia and Tilley. Tilley became a hamlet of the County of Newell on September 1, 2013. Socioeconomic Summary data derived primarily from the Federal Census, 2021.

The Brooks-Newell Region is 5,836.1 square kilometres with a population density of 446 residents per square kilometre (averaged for the five municipalities).<sup>29</sup> The table below shows the distance of the hamlets and municipalities from the City of Brooks, whose businesses, services and programs serve residents throughout the Brooks-Newell Region. Duchess is the closest municipality to Brooks, while Bassano is the furthest. The map on the cover page of this report shows the geographical location of the larger communities.

Kilometres from Brooks		Kilometres from Brooks	
To Rosemary	35 km	To Scandia	42km
To Tilley	26 km	To Gem	66km
To Duchess	19 km	To Bow City	35km
To Rolling Hills	39 km	To Rainier	36km
To Patricia	32 km	To Millicent	24km
To Bassano	50 km	To Cassils	11.5km
To Lake Newell Resort	12km		

<sup>29</sup> 2021 Canadian Census (Statistics Canada)

In 2016, the population of the Brooks-Newell Region was 25,028, representing an increase of 1.4% from 2016. This compares a national growth of 5.2% between 2016 and 2021. Overall population in the Region increased from 18,672 in 2001, to 20,682 in 2009<sup>30</sup>, to 23,430 in 2011, to 24,662 in 2016 and to 25,028 in 2021.

In total, there were 8,635 private dwellings occupied by usual residents in 2021, which represents a 1.5 increase from 2016 (8,511 private dwellings occupied by usual residents).<sup>31,32</sup> There was a 1% increase from 2011 to 2016<sup>33</sup>

The Brooks-Newell Region's median age increased from 37.3 in 2016 to 39.5 in 2021, and several of the communities have a higher number of seniors. The median age in Bassano increased from 44.8 years in 2011 to 49.3 in 2016, and then to 50 in 2021.<sup>34</sup> The County of Newell had a median age of 39.2 in 2021. Rolling Hills also had a higher median age than most communities, but it decreased from 47.5 years in 2011 to 41 in 2016, and then to 37.2 in 2021.<sup>35</sup>

In the Brooks-Newell Region, 37.4% of the population has a post-secondary certificate, diploma or degree which is a decrease from 39.2% in 2016 and 43% in 2011.<sup>36</sup> Approximately 30% of the Brooks-Newell Region population has no High School or equivalent certification, which is an increase from 27% in 2016 and 25.6% in 2011.<sup>37</sup> Approximately 8.1% of the population has a Bachelor's Degree and 1.9% have a Masters or Doctorate, which was 8% and 1.4%, respectively in 2016 and 8% and 3%, respectively in 2011.<sup>38</sup>

The majority of Brooks-Newell Region's residents are married or living common law (61.1%) compared to Brooks at 57.6%. These percentages were 63.3% and 59.5%, respectively in 2016 and 64.5 and 62, respectively in 2011. About 47% of couple families have children at home, which compares to 55% in 2016 and 53% in 2011. The average size of census families in the Brooks-Newell Region is 3, which is similar to Alberta (3) and Canada (2.9). The average size of families is similar in communities throughout the Region.

The five most frequently reported ethnic origins (in order) in the Brooks-Newell Region, for people reporting either one more multiple ethnic origins are German (3,985), English (3,700), Canadian (3,585), Scottish (2,890) and Irish (2,480).

According to the 2021 Federal Census, 6,335 (26.7%) of the Brooks-Newell Region's population were foreign-born (immigrants) compared to 23.2% of Alberta's population. In 2016, 5,245 (22.4%) of the Brooks-Newell Region's population were foreign-born (immigrants) compared to 21.2% of Alberta's population. When compared to Alberta, The City of Brooks has a higher percentage of immigrants (37.1), which is also an increase since 2016 (30.1%). In 2021, of the immigrants living in the Brooks-Newell Region, 1,955 (30.8%) came to Canada between 2016 and 2021.<sup>39</sup> The percentage for Brooks during the same time period was 1,850 immigrants (34%). The new immigrant population in Brooks accounts for 94.6% of all the new immigrant statistics for the Region.

<sup>30</sup> Government of Alberta. Alberta Municipal Affairs 2009 Official Population List.

<sup>31</sup> 2021 and 2016 Canadian Censuses (Statistics Canada)

<sup>32</sup> Assessment Summary: Village of Rosemary 2016 and 2022

<sup>33</sup> 2011 National Household Survey and 2016 Federal Census

<sup>34</sup> 2011 National Household Survey, 2016 Federal Census and 2021 Federal Census

<sup>35</sup> 2011 National Household Survey, 2016 Federal Census and 2021 Federal Census

<sup>36</sup> 2011 National Household Survey, 2016 Federal Census and 2021 Federal Census

<sup>37</sup> 2011 National Household Survey, 2016 Federal Census and 2021 Federal Census

<sup>38</sup> 2011 National Household Survey, 2016 Federal Census and 2021 Federal Census

<sup>39</sup> 2021 Canadian Census (Statistics Canada)

The 2021 Federal Census documented that 7,450 (31.3%) individuals in the Region belonged to a visible minority group, compared to 27.8% of Alberta's population. The 2016 Federal Census documented that 5,355 (22.9%) individuals in the Region belonged to a visible minority group, compared to 23.5% of Alberta's population. These percentages for 2016 were 22.9% (Region) and 23.5% (Alberta); and for 2011 were 16.3% (Region) and 18.4% (Alberta). The City of Brooks, however, has a much higher percentage of visible minorities at 48.6%, which is an increase from 36.8% in 2016 and 26.7% in 2011. Of the visible minority group in the Region in 2021, the largest groups were Black (44.6%), Filipino (26.8%) and Latin American (9.9%). In Alberta, the largest visible minority groups were South Asian (25.6%), Filipino (18.7%) and Chinese (14.1%).<sup>40</sup> The 2016 Federal Census indicates that 780 (3.3%) persons of Indigenous background live in the Brooks-Newell Region.

According to the 2021 Federal Census, 70.5% of Brooks-Newell Region residents speak English as their Mother Tongue while 1% speak French. These percentages in 2016 were 70.3% and 1%, respectively, and in 2011 were 78% and 1.2%, respectively. The three most frequently reported non-official languages spoken as Mother Tongue in the Brooks-Newell Region were German (6.2%), Tagalog (3.9%) and Spanish (3.1%).<sup>41</sup>

Immigrants to Canada generally choose to obtain Canadian Citizenship as soon as they have remained in Canada for the required number of years.<sup>42</sup> Prior to 2017, Citizenship regulations increased requirements that made it more challenging for newer immigrants to obtain citizenship. For example, the processing fee increased from \$100 to \$530 (with an added \$100 right of citizenship fee) in 2014-2015<sup>43</sup>, and the physical presence requirement changed (in 2015) so that all applicants must be physically present in Canada for a minimum of 1,460 days (four years) out of six years prior to the submission of the citizenship application.<sup>44</sup> Applicants also had to be physically present 183 days for each of the four calendar years that were within that six year span time. These changes saw a significant drop in citizenship applications between the first nine months of 2016 (56,446) and the same period the year prior (111,993), which was nearly a 50% drop.<sup>45</sup> Starting in 2017, new Citizenship Act rules came into effect that have made the path of citizenship less cumbersome for immigrants, although the processing and right of citizenship fees have remained \$630 in total.<sup>46</sup> According to the 2021 Federal Census, 85.4% of Brooks-Newell Region residents are Canadian Citizens. The percentage of Brooks' residents that are Canadian Citizens is 79.1%.

According to the 2021 Federal Census, 69% of the population in Brooks-Newell Region reported a religious affiliation, while 31% identified following no religious practice. For Alberta as a whole, 59.9% of the population reported a religious affiliation, 40.1% while had no religion.

The most frequently reported religious affiliation in Brooks was Catholic, reported by 4,590 (19.3%) of the population.<sup>47</sup> Other frequently reported religions include Christian (not otherwise specified) (16.5%) and Muslim (7.8%).

According to the 2021 Federal Census, 11,550 people were employed and 1,125 were unemployed in the Brooks-Newell Region for a total labour force of 12,670 in May 2021 (measured from May 2nd to 8th). The top five industries that provide employment in the Brooks-Newell Region are:

<sup>40</sup> 2021 Canadian Census (Statistics Canada)

<sup>41</sup> 2021 Canadian Census (Statistics Canada)

<sup>42</sup> DeVoretz, D.J. and S. Pivnenko. Self-selection, Immigrant Public Finance Performance and Canadian Citizenship. RIMM, January 2005.

<sup>43</sup> <http://www.cbc.ca/news/politics/canadian-citizenship-applications-decrease-1.3976140>

<sup>44</sup> <https://www.canada.ca/en/immigration-refugees-citizenship/corporate/publications-manuals/operational-bulletins-manuals/canadian-citizenship/grant/residence/physical-presence-intent-reside-requirements.html#s02>

<sup>45</sup> <http://www.cbc.ca/news/politics/canadian-citizenship-applications-decrease-1.3976140>

<sup>46</sup> <https://www.canada.ca/en/immigration-refugees-citizenship/services/canadian-citizenship/act-changes/requirements-2017-2018.html>

<sup>47</sup> 2021 Canadian Census (Statistics Canada)

- Manufacturing (20.9%)
- Agriculture; Forestry; Fishing and Hunting (10.9%)
- Retail Trade (10.1%)
- Healthcare and Social Assistance (9.1%)
- Mining; Quarrying; and Oil and Gas Extraction (8.1%)
- These top industries make up 59% of the total 2021 labour force in the Brooks-Newell Region.<sup>48</sup>

This is a significant change from 2011 when the top five industries providing employment in the Brooks-Newell Region were:

- Agriculture, Forestry, Fishing and Hunting (17.5% of total industry)
- Mining, Quarrying, and Oil and Gas Extraction (12.6% of total industry)
- Construction (8.9% of total industry)
- Educational Services (8.5% of total industry)
- Healthcare and Social Assistance (7.2% of total industry).
- These top industries make up 54.7% of the total labour force of the County of Newell<sup>49</sup>.

Household income varies among the communities in the Brooks-Newell Region. Bassano had the lowest median household income (\$62,805) and Duchess had the highest (\$97,707). The median household income for the Region was \$85,600, which is higher than Canada (\$84,000) but lower than Alberta (\$96,000). The 2021 Federal Census incorporates income data from 2020, and it is the most current data available at this time.

Agriculture continues to be an important industry for Brooks and the Brooks-Newell Region. The expansion of one of the industries, JBS Foods Canada, has created increased employment opportunities and some social challenges due to the constantly changing demographics, particularly in the City of Brooks. Employing over 2,800 workers, JBS creates a market for local farmers and ranchers and is one of Canada's largest beef packing and processing plants.<sup>50</sup> Currently, the facility provides more than 10.4 million daily 4 ounce servings.<sup>51</sup> There are 66 different languages spoken at the facility and 80 dialects.<sup>52</sup> Until 2009, the Oil & Gas Industry also continued to drive much of the economic growth with over 3000 oil and gas wells within the boundaries of the Brooks-Newell Region.<sup>53</sup> Beginning in 2014, The Brooks-Newell Region experienced the negative, far-reaching impact when the Alberta economy began to experience a dramatic downturn in the oil and gas industry.

The Brooks-Newell Region offers a wide variety of residential housing including modular homes; single family houses, multiple-family housing, executive homes; apartments and farmhouses. Owner households in the Brooks-Newell Region paid an average monthly shelter cost of \$1,186, which was lower than the Alberta average of \$1,678. These shelter costs represent an increase since 2016, which were \$1,123 (Brooks-Newell Region) and \$1,531 (Alberta); and in 2011, which were \$1,079 (Brooks-Newell Region) and \$1,252 (Alberta). Tenant households in the Brooks-Newell Region paid an average monthly shelter cost of approximately \$1,029, which is less than the Alberta average of \$1,332. In 2016, the average monthly shelter costs for tenant

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<sup>48</sup> 2021 Canadian Census (Statistics Canada)

<sup>49</sup> Statistics Canada Brooks CA National Household Survey 2011

<sup>50</sup> <https://jbsfoodsgroup.com/locations/canada>

<sup>51</sup> <https://jbsfoodsgroup.com/locations/canada>.

<sup>52</sup> Email: Yonathan Negussie, Operations, JBS Canada, April 12, 2023

<sup>53</sup> 2003 County of Newell No.4 50 Years of Growth Publication.

households was \$767<sup>54</sup>, which was remarkably less than the Alberta average of \$1,279. Monthly shelter costs for renters in the Brooks-Newell Region decreased in 2016 from \$907 in 2011, but the Alberta average increased from \$1,129.

The 2021 Federal Census identified 2,410 (28%) renter households in the Brooks-Newell Region, which is lower than Alberta (28.5%). There were 6,195 (72%) owner households in Brooks, which is higher than Alberta (70.9%). The average value of a dwelling (non-farm, non-reserve private dwelling) in Brooks was \$258,880 in 2021. The vacancy rates in Brooks were 6.5% in 2015, 8.2% in 2017 and 3.6 in 2021.<sup>55,56</sup>



<sup>54</sup> The average monthly shelter cost for rented dwellings is particularly low since \$0 was reported for Rosemary in 2016, thus bringing down the result for the Newell Region. It cannot be determined with the data presented if this was correct, or if it should be documented as N/A. With Rosemary removed from the equation, the average monthly shelter cost for rented dwellings in the Newell Region was \$959.25, which was more consistent with the other increases.

<sup>55</sup> <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3410012901>

<sup>56</sup> The vacancy rates for the municipalities in the Brooks-Newell Region, other than Brooks, are not available from Statistics Canada.



## FINDINGS FROM THE QUALITY OF LIFE SURVEY

### GAP ANALYSIS

Comparing Rank of Importance and Satisfaction (Gap Analysis) from the Region creates an interesting set of results. In a perfect scenario there would be a match between these two subjective measurements. For example, Sense of Community would have the same Importance as Rank of Satisfaction. When addressing these gaps, there are three possible results: (i) Positive Gaps (Rank of Satisfaction is higher than Rank of Importance), (ii) Match Gap (Ranks of Satisfaction and Importance are equal), and (iii) Negative Gap (Rank of Satisfaction is lower than Rank of Importance).

A Positive Gap may arise if community members are more satisfied with a factor than they ranked the factor's Importance. While this is a positive outcome and demonstrates that the community is satisfied with that factor, it then creates inequality, as it is impossible to have all nine factors responses as Positive Gaps.

### BROOKS-NEWELL REGION GAP ANALYSIS

#### *Comparison of Gap Analyses (2022, 2017 and 2013)*

The tables below represent a comparison between this study's Gap Analysis and the one conducted in 2017 and 2013.

We compared this study's Gap Analysis and the one conducted in 2017. There are noticeable changes among categories for Rank of Importance since the last Quality of Life Study: Health decreased in Satisfaction from #4 to #5, Personal Well-Being decreased in Satisfaction from #1 to #2 and is now a Match Gap (it was a Positive Gap in 2017), Education System decreased in Satisfaction from #2 to #3 and is now a Match Gap (It was a Positive Gap in 2017), Economy and Employment increased in Satisfaction from #9 to #8, Sense of Community increased in Satisfaction from #5 to #4 and is now a Positive Gap (it was a Match Gap in 2017), Physical Environment increased in Satisfaction from #3 to #1, Political Rights and General Values decreased in Satisfaction from #8 to #9, Social Programs/Social Conditions decreased in Satisfaction from #6 to #7, and Government increased in Satisfaction from #7 to #6.

There were noticeable changes among categories for Rank of Importance between 2017 and 2013. Economy and Employment has increased in Rank of Importance (from 6th to 4th) and Environment has decreased (from #4 to #6). There are also noticeable changes among categories for Rank of Satisfaction; Health has increased from 5th to 4th, Sense of Community has decreased from #4 to #5, Economy and Employment has decreased from #7 to #9, and Government has increased from #9 to #7. There have been some changes in Gaps as well. Sense of Community now has a Match Gap (it was Positive in 2013), and Government has a Positive Gap (it was Match in 2013).



<b>Quality of Life Gap Analysis (2022)</b>			
	<b>Rank of Importance</b>	<b>Rank of Satisfaction</b>	<b>Gap</b>
<b>Health</b>	1	5	Negative
<b>Personal Well Being</b>	2	2	Match
<b>Education System</b>	3	3	Match
<b>Economy and Employment</b>	4	8	Negative
<b>Sense of Community</b>	5	4	Positive
<b>Physical Environment</b>	6	1	Positive
<b>Political Rights and General Values</b>	7	9	Negative
<b>Social Programs/Social Conditions</b>	8	7	Positive
<b>Government</b>	9	6	Positive

<b>Quality of Life Gap Analysis (2017)</b>			
	<b>Rank of Importance</b>	<b>Rank of Satisfaction</b>	<b>Gap</b>
<b>Health</b>	1	4	Negative
<b>Personal Well-being</b>	2	1	Positive
<b>Education System</b>	3	2	Positive
<b>Economy and Employment</b>	4	9	Negative
<b>Sense of Community</b>	5	5	Match
<b>Physical Environment</b>	6	3	Positive
<b>Political Rights and General Values</b>	7	8	Negative
<b>Social Programs/Social Conditions</b>	8	6	Positive
<b>Government</b>	9	7	Positive

Quality of Life Gap Analysis (2013)			
	Rank of Importance	Rank of Satisfaction	Gap
Health	1	5	Negative
Personal Well-being	2	1	Positive
Education System	3	2	Positive
Physical Environment	4	3	Positive
Sense of Community	5	4	Positive
Economy and Employment	6	7	Negative
Political Rights & General Values	7	8	Negative
Social Programs/Social Conditions	8	6	Positive
Government	9	9	Match



### Importance Factors and Variables

A number of variables were identified within each Factor of Importance to gather further information.

SECTOR	FACTORS OF IMPORTANCE	RANK	VARIABLES OF IMPORTANCE WITHIN EACH FACTOR
SOCIAL SECTOR	Health <sup>57</sup>	1	Community Suicide Rates; Mental Health; Physical Activity; Lifestyle; Rates of Disease <sup>58</sup>
	Personal Well-Being	2	Personal Health; Family; Friends; Personal Safety; and Spiritual and Religious Acceptance
	Education System	3	Personal Educational Attainment; Education; Adult Literacy; Community High School Dropout Rate; and Community Literacy Rate
	Sense of Community	5	Knowing Neighbors; Working Together; Helping Others; Community Safety; and Sense of Belonging
	Social Programs/Social Conditions	8	Accessing Transportation; Availability of Public Housing; Availability of Social Assistance and Programs; Community Homelessness; and Community Centers for Arts and Cultural Events
BUSINESS SECTOR	Physical Environment	6	Water Quality, Air Quality; Noise Pollution; Greenhouse Gas Emissions; and Land Pollution.
	Economy and Employment	4	Community Unemployment Rates; Community Employment Rates; Level of Income; Community Rate of Bankruptcies; and Financial Effects of Crime.
POLITICAL SECTOR	Political Rights & General Values	7	Honesty; Respect; Integrity; Freedom of Speech; and Sharing
	Government	9	Level of Trust in Government; Maintained Roads; Government Water Policies; Barriers to Entrepreneurship; and Community Taxes

*Note: The variables of levels of Importance and Satisfaction are interrelated components to the study of Quality of Life.*

<sup>57</sup> Two variables of Health, Community Life and Expectancy, were removed from the 2017 study due to low statistical significance in 2014.

<sup>58</sup> Rates of Disease was added as a variable of Health for the 2017 study.

**Key Findings: Rank of Importance**

As with the 2017 Quality of Life results, when ranking factors Important to Quality of Life in the Brooks-Newell Region respondents ranked all nine in the same order of Importance.

Respondents were asked to rate from Not At All Important to Very Important the chosen questions regarding variables that impact their Quality of Life in a number of general areas.

As with the 2017 and 2013 studies, there was a high rate of Important to Very Important responses for the Rate of Importance variables, and a lower percentage of Neutral Responses (approximately half when compared to the Important to Very Important responses). This also contrasted with the higher number of neutral responses for Rate of Satisfaction; much like the 2017 and 2013 Quality of Life studies. Generally, very few respondents answered Not Very Important or Not Important, which was somewhat lower than the number of respondents who answered Very Dissatisfied or Dissatisfied. The numbers for the latter two were generally low.



**Satisfaction Factors and Variables**

A number of variables of most significance were identified within each Satisfaction Factor to gather further information

SECTOR	FACTORS TO MEASURE SATISFACTION	RANK	VARIABLES OF SATISFACTION WITHIN EACH FACTOR
<b>SOCIAL SECTOR</b>	Personal Well-Being	1	Community Gathering Places Personal Development Free Time Activities
	Education System	2	Post-Secondary Education; Adult/Continuing Education Job Training Programs
	Sense of Community	5	Domestic Violence Community Safety Social Inclusion
	Health	4	Addictions Persons with Disabilities Access to Physicians (Doctors)
	Social Programs/Social Conditions	6	Public Transportation Homelessness Access to Childcare
<b>BUSINESS SECTOR</b>	Physical Environment	3	Environmental Awareness Recycling Waste Management
	Economy and Employment	9	Poverty Affordable Housing Employment
<b>POLITICAL SECTOR</b>	Political Rights & General Values	8	English as a Second Language Discrimination Immigration
	Government	7	Local Population Growth Emergency Services Utilities

**Key Findings: Rank of Satisfaction**

Respondents from the Brooks-Newell Region indicated that their five highest Rank of Satisfaction Factors were: #1 Physical Environment, #2 Personal Well-Being, #3 Education System, #4 Sense of Community and #5 Health. Although the same five factors for 2017 and 2022 are still ranked the highest, their order has completely changed since 2017. The order in 2017 was: #1 Personal Well-Being, #2 Education, #3 Environment, #4 Health and #5 Community.

Most importance was placed on Health #1, while the Rank of Satisfaction with Health was #5, creating a Negative Gap. However, that gap has increased since 2017 because Health decreased by one for Rank of Satisfaction; this indicates in deterioration in levels of satisfaction in the area of Health over the past few years, according to Brooks-Newell Region respondents. Results indicates that while Health is still Very Important to residents, their rank of Satisfaction with the services is even lower.

A notable Negative Gap that has decreased since 2017 is Economy and Employment. In 2017, Brooks residents ranked Economy and Employment higher for Importance, #4, and gave it a Rank of Satisfaction of #9. In 2022, its level of satisfaction was ranked #8, which is an increase. The Rank of Satisfaction for Economy and Employment for Brooks also increased from #9 to #8. Brooks and the Brooks-Newell Region were hit hard by the recent economic downturn, which helps explain the five-point gap 2017, but the area has rebounded slightly leading to an increase in levels of satisfaction.

The Rank of Importance for Environment remained #6 while its Rank of Satisfaction improved to #2, which means it still has a Positive Gap.

Although Rank of Importance for Government of 9 has not changed since 2013, its Rank of Satisfaction has increased over that time from #9 in 2013, #7 in 2017 and #6 in 2022. While it had a Match Gap in 2013, it had Positive Gap in 2017 and 2022.

Respondents were asked to rate from Very Satisfied to Very Dissatisfied questions on variables within nine factors of Quality of Place.

There is a wide diversity of Satisfaction levels for each variable under the nine factors. Respondents used the Neutral option a high percentage of the time (similar to 2013 and 2017) except for where there were clear expressions of Satisfaction or Dissatisfaction: Community Safety, Recycling, Emergency Services, Waste Management and Access to Physicians.

**Variations in Rank of Importance and Satisfaction within Areas of the Brooks-Newell Region**

Health was the only Quality of Life Factor that ranked #1 in Importance for all communities, which is unchanged since the previous two Quality of Life Studies. There were variations in the Rank of Satisfaction with Bassano giving Health #1 Rank of Satisfaction, Brooks at #4, Duchess at #5, Rosemary at #9, County of Newell at #5 and Brooks-Newell Region at #5.

Significantly, respondents in all areas of the Brooks-Newell Region ranked Personal Well-Being #2, Education System #3, Physical Environment #6 and Government #9 in Rank of Importance. There were variations for Personal Well-Being and Education System for the previous two studies, but both factors were ranked either #2 or #3 in Rank of Importance in 2017 and 2013. Brooks-Newell Region residents also ranked Government #9 in Rank of Importance in 2017 and 2013. The majority of Newell Communities either indicated an increased Rank



of Satisfaction or the ranking remained the same for Government, except for Duchess which saw a decrease in Rank of Satisfaction.

746 (48.7) of the 1,531 survey respondents identified living in Brooks, which influenced the results for the Brooks-Newell Region Quality of Life findings, although this influence was less than in 2017 (796 residents, or 57.9%) and 2013 (675 residents, or 60.2%).

To further understand the differences of perception in the Quality of Life throughout the Region, it is valuable to consider the differences and similarities in responses between the communities.

**Ranking of Importance and Satisfaction Across the Brooks-Newell Region (2022)**

		Bassano	Brooks	Duchess	Rosemary	County of Newell	Brooks-Newell Region
Health	Importance	1	1	1	1	1	1
	Satisfaction	1	4	5	9	5	5
Personal Well-Being	Importance	2	2	2	2	2	2
	Satisfaction	5	2	3	3	2	2
Education System	Importance	3	3	3	3	3	3
	Satisfaction	3	1	6	4	4	3
Economy and Employment	Importance	5	4	4	5	4	4
	Satisfaction	9	8	4	7	6	8
Sense of Community	Importance	4	5	5	4	5	5
	Satisfaction	2	5	2	2	3	4
Physical Environment	Importance	6	6	6	6	6	6
	Satisfaction	4	3	1	1	1	1
Political Rights and General Values	Importance	8	7	7	7	7	7
	Satisfaction	7	9	8	6	9	9
Social Programs/Social Conditions	Importance	7	8	8	8	8	8
	Satisfaction	6	7	9	8	7	7
Government	Importance	9	9	9	9	9	9
	Satisfaction	8	6	7	5	8	6

**Number of Positive, Match and Negative Gaps (2022)**

Gap	Bassano	Brooks	Duchess	Rosemary	County of Newell	Brooks-Newell Region
Positive	5	4	3	4	4	4
Match	2	2	1	1	1	2
Negative	2	3	5	4	4	3

**Ranking of Importance and Satisfaction Across the Brooks-Newell Region (2017)**

		Bassano	Brooks	Duchess	Rosemary	County of Newell	Brooks-Newell Region
Health	Importance	1	1	1	1	1	1
	Satisfaction	1	3	8	6	5	4
Personal Well-Being	Importance	2	3	2	2	2	2
	Satisfaction	3	1	3	1	2	1
Education System	Importance	3	2	3	3	3	3
	Satisfaction	5	2	2	4	3	2
Economy and Employment	Importance	4	4	4	4	4	4
	Satisfaction	9	9	9	9	9	9
Sense of Community	Importance	5	5	6	5	5	5
	Satisfaction	4	5	4	2	4	5
Physical Environment	Importance	6	6	5	6	6	6
	Satisfaction	2	4	1	3	1	3
Political Rights and General Values	Importance	7	7	7	7	7	7
	Satisfaction	7	8	7	7	6	8
Social Programs/Social Conditions	Importance	8	8	8	8	8	8
	Satisfaction	6	7	5	5	7	6
Government	Importance	9	9	9	9	9	9
	Satisfaction	8	6	6	8	8	7

**Number of Positive, Match and Negative Gaps (2017)**

Gap	Bassano	Brooks	Duchess	Rosemary	County of Newell	Brooks-Newell Region
Positive	4	4	5	5	5	5
Match	2	2	1	1	2	1
Negative	3	3	3	3	2	3



**Ranking of Importance and Satisfaction Across the Brooks-Newell Region (2013)**

		Bassano	Brooks	Duchess	Rosemary	Tilley	County of Newell	Brooks-Newell Region
Health	Importance	1	1	1	1	1	1	1
	Satisfaction	3	6	9	5	2	5	5
Personal Well-Being	Importance	3	3	3	3	2	2	2
	Satisfaction	2	1	7	1	1	1	1
Education System	Importance	2	2	2	2	3	3	3
	Satisfaction	1	2	8	7	3	4	2
Economy and Employment	Importance	4	5	6	7	5	6	6
	Satisfaction	9	7	4	6	9	6	7
Sense of Community	Importance	6	6	4	4	4	4	5
	Satisfaction	6	4	6	4	6	3	4
Physical Environment	Importance	5	4	5	6	6	5	4
	Satisfaction	5	3	5	2	4	2	3
Political Rights and General Values	Importance	7	7	7	5	8	7	7
	Satisfaction	7	8	3	3	5	7	8
Social Programs/Social Conditions	Importance	8	8	8	8	7	8	8
	Satisfaction	4	5	2	8	7	8	6
Government	Importance	9	9	9	9	9	9	9
	Satisfaction	8	9	1	9	8	9	9

**Number of Positive, Match and Negative Gaps (2013)**

Gap	Bassano	Brooks	Duchess	Rosemary	Tilley	County of Newell	Brooks-Newell Region
Positive	4	4	4	4	4	3	5
Match	3	2	1	2	2	4	1
Negative	2	3	4	3	3	2	3

## Gap Analysis

Different responses to the Health Ranking for Importance and Satisfaction has resulted in variations in the Gap Analysis

- There are some consistent Positive, Match and Negative Gaps among the nine factors.
- **Health** was a Negative Gap for all communities, except for Bassano which was a Match Gap (in 2017 as well). Bassano was a Negative Gap in 2013.
- **Personal Well-Being** was a Match Gap for Brooks, County of Newell and the Brooks-Newell Region; and a Negative Gap for Bassano, Duchess and Rosemary. In 2017, it was a Positive Gap for Brooks, Rosemary and the Brooks-Newell Region. There were Negative Gaps for Bassano and Duchess, and a Match Gap for the County of Newell. This represented a change since 2013 when all communities/areas had Positive Gaps, except for Duchess which had a Negative Gap.
- **Education System** was a Positive Gap for Brooks, but in 2017 was a Positive Gap for Duchess and the Brooks-Newell Region. There were Negative Gaps for Duchess, Rosemary, and the County of Newell. In 2017, there were Negative Gaps for Bassano and Rosemary. There were Match Gaps for Bassano and the Brooks-Newell Region, but in 2017 there were match Gaps for Brooks and the County of Newell. There were three Negative Gaps, two Positive Gaps and Two Match Gaps in 2013. Brooks and the Brooks-Newell Region remained unchanged between 2013 and 2017.
- **Economy and Employment** has Negative Gaps for all the communities and the Region, except for a Match Gap for Duchess. In 2017, it had an equal Negative Gap for all five communities and the Brooks-Newell Region. Each area's Rank of Importance for this factor was 4 and the Rank of Satisfaction was 9 in 2017, but there was a lot of variation for Rank of Satisfaction in 2022. The results in 2017 was a change from 2013 when only three communities and the Brooks-Newell Region had Negative Gaps for this factor.
- **Sense of Community** was a Positive Gap for all communities and the Brooks-Newell Region, except for Brooks where it was a Match Gap. It was a Positive Gap for Bassano, Duchess, Rosemary, and the County of Newell in 2017. There were Match Gaps for Brooks and the Brooks-Newell Region. In 2013, there were two Negative Gaps, three Positive Gaps and two Match Gaps.
- **Physical Environment** was a Positive Gap for all communities and the Brooks-Newell Region, which was the same for 2017. In 2013, it was a Positive Gap in four communities and the Brooks-Newell Region, and a Match Gap in two communities (Tilley was a separate municipality at the time of the first survey).
- **Political Rights & General Values** was a Negative Gap for Brooks and the Brooks-Newell Region, Positive Gap for the County of Newell, and Match Gap for Bassano, Duchess and Rosemary in 2022 and 2017. There were two Negative Gaps, three Positive Gaps and two Match Gaps in 2013.

- **Social Programs/Social Conditions** had Positive Gaps for all of the communities and the Brooks-Newell Region in 2022 and 2017. In 2013, there were four Positive Gaps and three Match Gaps (one of which was Tilley, and it is now a hamlet of the County of Newell).
- **Government** has the lowest Rank of Importance (#9) for all five communities and the Brooks-Newell Region, which is unchanged since 2013. However, while there were Positive Gaps for all geographical areas in 2022 and 2017, there were four Positive Gaps and three Match Gaps in 2013.

#### Comparisons across the Brooks-Newell Region

- Bassano ranked their Level of Importance and Satisfaction with **Health** as #1, which is not the case for any other geographic area. It can therefore be assumed that respondents from Bassano consider health very important and they are equally Satisfied with health services in the community. Bassano residents don't necessarily have to travel to Brooks to receive basic and emergency medical care since there is a medical facility located there; which likely contributes to a higher Satisfaction with Health in that community. It could be assumed that the City of Brooks would have a high Level of Satisfaction as well since the majority of Health Services for the Region are located there, but the Brooks Level of Satisfaction was #4 (it was #3 in 2017. However, this still represents an increase in Satisfaction from #6 in 2013, indicating that Brooks' residents have become more Satisfied with Health Services since 2013. Given that the majority of Health Services in the Region are located in Brooks, residents from other communities must travel there to receive medical care. This may partially explain why Rosemary, Duchess and the County of Newell have a lower Level of Satisfaction with Health than the other communities.
- Satisfaction with **Government** has remained relatively the same (on the lower end) across the Region since 2017 (except for Duchess where it decreased and Rosemary where it increased).
- It may be suggested that the rebound in the economy since the downturn is largely responsible for the increase in Brooks-Newell Region residents' Satisfaction with **Economy and Employment** (now ranked #8 for all geographic regions).
- Rank of Importance for **Political Rights and General Values** was ranked #7 for all geographic areas in 2022, except for Bassano where it was ranked #8. It was #7 for all geographic areas in 2017, which was the same in 2013 (except for Rosemary, which had a #5 for Importance). Between 2017 and 2022, Rank of Satisfaction decreased, for the most part, across the entire Brooks-Newell Region. Between 2013 and 2017, rank of Satisfaction for this factor remained the same for Bassano, Brooks and the Brooks-Newell Region. Duchess and Rosemary had equal decreases (#3 to #7), and the County of Newell had an increase (#7 to #6).

### Gap Analysis across the Brooks-Newell Region

**Quality of Life Gaps:** Since the City of Brooks represents the majority of residents in the Region it is interesting to compare the responses of the City of Brooks respondents with those of the Brooks-Newell Region as a whole and the other municipalities. The Gap Analysis varies between the individual communities. Comparisons between the three study years is also of value.

#### Quality of Life Gaps (2022)

	<b>Positive</b>	<b>Match</b>	<b>Negative</b>
<b>Health</b>		Bassano	Brooks, Duchess, Rosemary, County of Newell, Brooks-Newell Region
<b>Personal Well-Being</b>		Brooks, County of Newell, Brooks-Newell Region	Bassano, Duchess, Rosemary
<b>Education System</b>	Brooks	Bassano, Brooks-Newell Region	Duchess, Rosemary, County of Newell
<b>Economy and Employment</b>		Duchess	Bassano, Brooks, Rosemary, County of Newell, Brooks-Newell Region
<b>Sense of Community</b>	Bassano, Duchess, Rosemary, County of Newell, Brooks-Newell Region	Brooks	
<b>Physical Environment</b>	Bassano, Brooks, Duchess, Rosemary, County of Newell, Brooks-Newell Region		
<b>Political Rights and General Values</b>	Bassano, Rosemary		Brooks, Duchess, County of Newell, Brooks-Newell Region
<b>Social Programs/Social Conditions</b>	Bassano, Brooks, County of Newell, Brooks-Newell Region	Rosemary	Duchess
<b>Government</b>	Bassano, Brooks, Duchess, Rosemary, County of Newell, Brooks-Newell Region		

**Quality of Life Gaps (2017)**

	<b>Positive</b>	<b>Match</b>	<b>Negative</b>
<b>Health</b>		Bassano	Brooks, Duchess, Rosemary, County of Newell, Brooks-Newell Region
<b>Personal Well-Being</b>	Brooks, Brooks-Newell Region, Rosemary	County of Newell	Bassano, Duchess
<b>Education System</b>	Brooks-Newell Region, Duchess	Brooks, County of Newell	Bassano, Rosemary
<b>Economy and Employment</b>			Bassano, Brooks, Duchess, Rosemary, County of Newell, Brooks-Newell Region
<b>Sense of Community</b>	Bassano, Duchess, Rosemary, County of Newell	Brooks, Brooks-Newell Region	
<b>Physical Environment</b>	Bassano, Brooks, Duchess, Rosemary, County of Newell, Brooks-Newell Region		
<b>Political Rights and General Values</b>	County of Newell	Bassano, Duchess, Rosemary	Brooks, Brooks-Newell Region
<b>Social Programs/Social Conditions</b>	Bassano, Brooks, Duchess, Rosemary, County of Newell, Brooks-Newell Region		
<b>Government</b>	Bassano, Brooks, Duchess, Rosemary, County of Newell, Brooks-Newell Region		

**Quality of Life Gaps (2013)**

	<b>Positive</b>	<b>Match</b>	<b>Negative</b>
<b>Health</b>			Bassano, Brooks, Duchess, Rosemary, Tilley, County of Newell, Brooks-Newell Region
<b>Personal Well-Being</b>	Bassano, Brooks, Rosemary, Tilley, County of Newell, Brooks-Newell Region		Duchess
<b>Education System</b>	Bassano, Brooks-Newell Region	Brooks, Tilley	Duchess, Rosemary, County of Newell
<b>Economy and Employment</b>	Duchess, Rosemary	County of Newell	Bassano, Brooks, Tilley, Brooks-Newell Region
<b>Sense of Community</b>	Brooks, County of Newell, Brooks-Newell Region	Bassano, Rosemary	Duchess, Tilley
<b>Physical Environment</b>	Brooks, Rosemary, Tilley, County of Newell, Brooks-Newell Region	Bassano, Duchess	
<b>Political Rights and General Values</b>	Duchess, Rosemary, Tilley	Bassano, County of Newell	Brooks, Brooks-Newell Region
<b>Social Programs/Social Conditions</b>	Bassano, Brooks, Duchess, Brooks-Newell Region	Rosemary, Tilley, County of Newell	
<b>Government</b>	Bassano, Duchess, Tilley	Brooks, Rosemary, County of Newell, Brooks-Newell Region	

## NEGATIVE GAP ANALYSIS

The 2017 Quality of Life Survey gap analysis identified three Negative Gaps in the Brooks-Newell Region. Negative Gaps occur when the Rank of Importance is higher than the Rank of Satisfaction within the nine broad categories.

1. Health
2. Economy and Employment
3. Political Rights and General Values

The 2013 Quality of Life gap analysis also identified three Negative Gaps in the Brooks-Newell Region, which were for same categories.

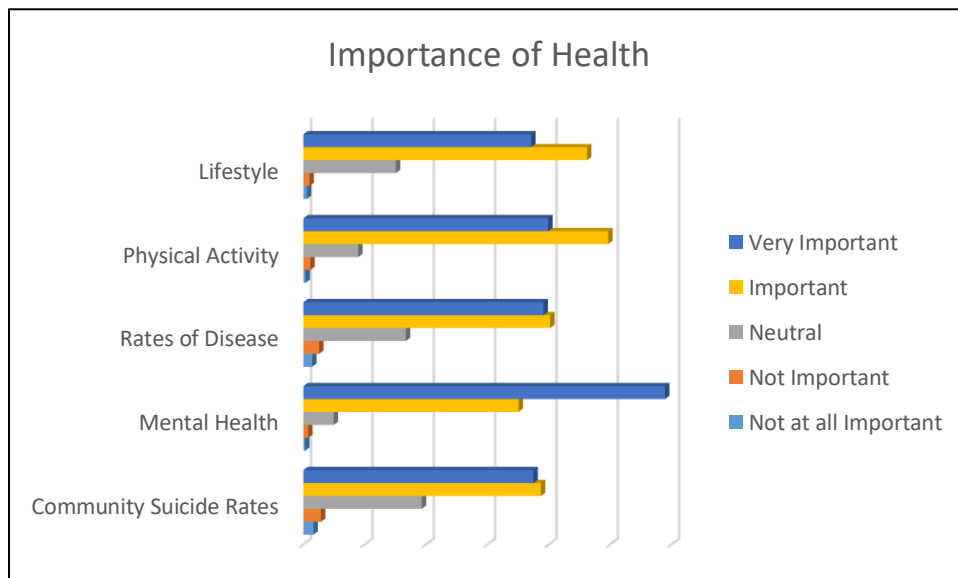
### NEGATIVE GAP: HEALTH Factor

**Ranked #1 for Level of Importance and #5 for Level of Satisfaction**

This Factor was defined with the following variables

QUALITY OF LIFE	QUALITY OF PLACE
Importance Variables	Satisfaction Variables
Lifestyle	Addictions
Physical Activity	Persons with Disabilities
Rates of Disease	Access to Physicians (Doctors)
Mental Health	
Community Suicide Rates	

### Importance of Health Variables

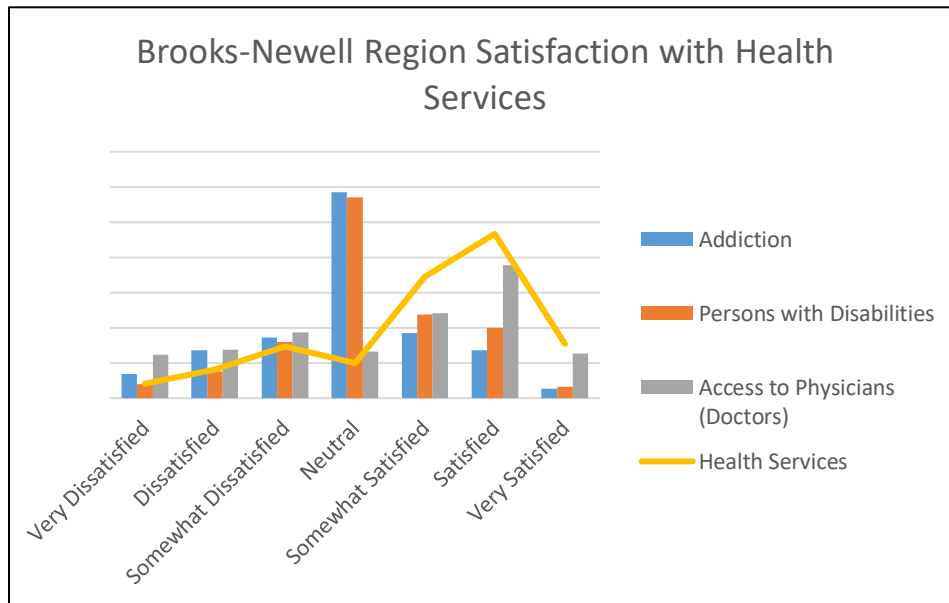


**FINDINGS:**

- There was a high neutral response for the Health Importance variable **Community Suicide Rates** (19.3%), which is a decrease from 2017 (20.3%).
- 94% of respondents thought that **Mental Health** was Important to Very Important, 4.9% were Neutral and only 1.1% thought **Mental Health** was Not Important to Not at all Important.
- 83.4% of respondents thought that **Lifestyle** was Important to Very Important, while 15.1% were Neutral and 1.6% was Not Important to Not at all Important.
- 89.6% of respondents thought that **Physical Activity** was Important to Very Important (it was 88.7% in 2017), while 8.9% were neutral and 1.5% responded Not Important or Not at all Important.
- 79.3% of respondents thought that **Rates of Disease** was Important to Very important, while 16.7% thought it was neutral and 4% thought it was Not Important or Not at all Important.

Overall Satisfaction with *Health Services* Factor was 72.3% (2017: 77.5%; 2013: 75.7%)

**Health Services Satisfaction Variables**



**FINDINGS:**

- **Addiction** had an Overall Satisfaction level of 26.6% (348); 2.1% (27) were Very Satisfied, 10.4% (136) were Satisfied, and 14.1% (185) were Somewhat Satisfied. Neutral responses were 44.7% (585), 13.2% (173) were Somewhat Dissatisfied, 10.4% (136) were Dissatisfied, and 5.2% (68) were Very Dissatisfied. In 2017, Overall Satisfaction was 37.1% (478); 3.73% were Very Satisfied, 15.7% (203) were Satisfied, and 17.6% (227) were Somewhat Satisfied. Neutral responses were 42.5% (547), 10.8% (139) were Somewhat Dissatisfied, 6.5% (83) were Dissatisfied, and 3.11% (40) were Very Dissatisfied. In 2013 Overall Satisfaction was 35.9%; Satisfaction percentages were 3.2 (Very Satisfied), 17.2 (Satisfied), 15.5 (Somewhat Satisfied), 39.5 (Neutral), 11.4 (Somewhat Dissatisfied), 8.4 (Dissatisfied) and 4.8 (Very Dissatisfied).



- **Persons with Disabilities** had an Overall Satisfaction level of 35.7% (470), 2.5% (33) were Very Satisfied, 15.1% (199) were Satisfied, and 18.1% (238) were Somewhat Satisfied. Neutral responses were at 43.4% (571), 12.2% (160) were Somewhat Dissatisfied, 5.8% (76) were Dissatisfied, and 3% (40) were Very Dissatisfied. In 2017, the Overall Satisfaction level was 45.4% (588), 4.6% (60) were Very Satisfied, 20.2% (261) were Satisfied, and 20.6% (267) were Somewhat Satisfied. Neutral responses were 39.6% (513), 9.7% (135) were Somewhat Dissatisfied, 3.4% (44) were Dissatisfied, and 1.9% (24) were Very Dissatisfied. 2013 Satisfaction percentages were 42.3 (Overall Satisfaction), 5.4 (Very Satisfied), 18.3 (Satisfied), and 18.5 (Somewhat Satisfied) 40.4 (Neutral), 8.8 (Somewhat dissatisfied), 4.9 (Dissatisfied) and 3.6 (Very Dissatisfied).
- **Access to Physicians (Doctors)** had an Overall Satisfaction level of 56.2% (745), 9.6% (127) were Very Satisfied, 28.4% (377) were Satisfied, and 18.2% (241) were Somewhat Satisfied. Neutral responses were at 10% (133), 14.1% (187) were Somewhat Dissatisfied, 10.3% (137) were Dissatisfied, and 9.4% (124) were Very Dissatisfied. In 2017, the Overall Satisfaction level was 74.6% (979), 19.7% (258) were Very Satisfied, 35.7% (468) were Satisfied and 19.3% (253) were Somewhat Satisfied. The percentages for 2013 were 57.8, 12.7, 28.4 and 16.8, respectively. 2017 Neutral responses were 12% (158), 7.3% (96) for Somewhat Dissatisfied, 3.4% (45) for Dissatisfied, and 2.6% (34) for Very Dissatisfied. The percentages for 2013 were 11, 13.7, 9.7 and 7.8, respectively.

### Addictions Services

According to research on Employment Assistance Programs in the Oil and Gas Industry<sup>59</sup>, the nature of employment available in the region that include long working days/weeks, namely the oil and gas sector (plus often away from family) and involve repetitive tasks at places of employment provides conditions that may lead to addictive behavior. Significantly, the oil and gas industry and the meat processing plant are two of the three primary employment industries in the Brooks-Newell Region. Brooks is home to a local office of Alberta Health Services (AHS), Addictions and Mental Health Community Services<sup>60</sup> with addiction services (youth and adult) and community organizations that provide help and support to those seeking treatment. There are also a number of drug and alcohol self-help groups in the region such as Al-Anon and Alateen.<sup>61</sup>

In 2022, there was no arrests for the production of drugs, which was the same as the year prior.<sup>62</sup> There were four arrests for drug possession (13 the year prior) and 7 arrests for drug trafficking (there were 15 in 2021).

### Access to Services for Persons with Disabilities

Approximately 43% of respondents were neutral regarding the **Access to Services for Persons with Disabilities** variable. While access to Services for Persons with Disabilities does not concern all respondents, it is a challenging issue for those seeking specialized services or diagnosis (particularly for individuals living in rural areas). The Provincial Government has prioritized access for special services for special needs individuals, such as the Family Support for Children with Disabilities (FSCD) Program<sup>63</sup>, but wait lists exist and there could be various costs that may not be covered. Families raising children with disabilities and/or adults with disabilities

<sup>59</sup> Health and Wellness Trends in the Oil and Gas Sector Shepell.fgi Research Group 2009

<sup>60</sup> <https://www.albertahealthservices.ca/findhealth/Service.aspx?id=3746&serviceAtFacilityID=1120197>

<sup>61</sup> <http://al-anon.org/al-anon-meetings/find-an-al-anon-meeting/>

<sup>62</sup> Email: Kendra Sieben, Safe Communities Coordinator, Brooks RCMP – Community Policing Unit, March 20, 2023

<sup>63</sup> <https://www.alberta.ca/fscd.aspx>

must also be able to travel to Brooks, and most likely to other urban centers such as Calgary or Medicine Hat (which are two hours and one hour, respectively, from Brooks by automobile) for assessments and services.<sup>64</sup>

Within the Brooks-Newell Region, in-region transportation services for persons with disabilities are provided by the County of Newell Mini Bus, the City of Brooks Access Transit and Grasslands Public School Division. The County of Newell Mini Bus provides transportation services for all residents outside the City of Brooks including persons with disabilities of any age and residents who don't drive and/or lack their own forms of transportation.<sup>65</sup> The County's Mini Bus also provides door-to-door service for any Brooks-Newell Region residents to any appointments (doctor, dentist, shopping, visiting relatives, etc.) in Brooks. Brooks' residents may also use the Mini Bus service to visit friends or relatives that live in other areas of the Region. This service requires a one-time registration fee of \$10, and a round trip fee of \$16 each time you use the Mini Bus. The City of Brooks' Access Transit primarily serves Brooks residents living with disabilities and residents 65 years of age or older.<sup>66</sup> Visitors from outside communities that fit the ridership criteria are also able to use the Access Transit for transportation in Brooks. A one-way trip within the City of Brooks is \$4, and exact change or 1 bus pass punch must be used.<sup>67</sup> School Divisions provides services for children and youth living with disabilities through transportation to and from school and to special activities and school-related activities.

The *Newell Transportation Networks Exploratory Study October 2013* outlined some of the challenges which persons with disabilities face in terms of accessing community activities and services both in-region and out-of-region due to the limitation of the existing transportation services for persons with disabilities.<sup>68</sup>

Often, Brooks and Brooks-Newell Region residents must travel to major centers, namely Medicine Hat, to receive specialized services, such as dialysis. In order to offer transportation for residents seeking these specialized services, the municipalities in the Brooks-Newell Region collaborated on and started a regional transportation service in February, 2019.<sup>69,70,71</sup> Although this transportation service is not restrictive (residents may use it to access shopping centres, for example), priority is given for residents in need of medical services in Medicine Hat.<sup>72</sup> The Regional Transportation Service's services hours are Monday's, Wednesday's and Friday's from 7:00AM to 4:00PM (excluding statutory holidays). The one-way fare from the City of Brooks to Medicine Hat is \$20.00, and \$40.00 for a round trip. Exact change only or service voucher must be used. Please read the Regional Transportation Service guide book for more information at

<https://www.brooks.ca/DocumentCenter/View/4060/Guidebook---Medical-Transportation-Services-FINAL-DOCUMENT-2020?bidId=>

There are non-municipal agencies located in Brooks that serve youth and adults with disabilities including Next Steps Residential Services Ltd.<sup>73</sup> Next Steps also serves children. An individual and/or their family is able to choose which service they want to access after receiving confirmation of provincial funding through the Persons with Disabilities Program.<sup>74</sup> Both groups have a variety of programs including:

<sup>64</sup> <https://southernalberta.com/business/documents/TransportationReportFinalOctober2013.pdf>

<sup>65</sup> <http://www.countyofnewell.ab.ca/p/mini-bus-service>

<sup>66</sup> <https://www.brooks.ca/278/Access-Transit>

<sup>67</sup> <https://www.brooks.ca/DocumentCenter/View/5249/City-of-Brooks-Access-Transit-Service-FINAL-DOCUMENT-MARCH-2023?bidId=>

<sup>68</sup> <https://southernalberta.com/business/documents/TransportationReportFinalOctober2013.pdf>

<sup>69</sup> <https://www.brooks.ca/650/Brooks-Regional-Transportation-Service>

<sup>70</sup> <https://medicinehatnews.com/news/local-news/2019/05/15/brooks-to-mh-transit-service-a-success-so-far/>

<sup>71</sup> <https://chatnewstoday.ca/2020/11/05/brooks-launches-campaign-to-continue-medicine-hat-shuttle/>

<sup>72</sup> <https://www.brooks.ca/DocumentCenter/View/4060/Guidebook---Medical-Transportation-Services-FINAL-DOCUMENT-2020?bidId=>

<sup>73</sup> <http://nextstepltd.ca/>

<sup>74</sup> <https://www.alberta.ca/disability-supports.aspx>

1. **Community Living Supports** – staff to help in a home. Includes overnight staff residents, support homes, supported independent living, and respite care.
2. **Employment Supports** – staff to help a person gain and maintain employment. Includes Employment Preparation and Employment Placement.
3. **Community Access Supports** – staff to help a person fully participate in a community. Focusing on personal development, alternatives to employment and community inclusion.

Children as young as 2 years 8 months can benefit from Early Childhood Services (ECS), which includes Pre-Kindergarten, Kindergarten and other education programming. A child who is 4 years 8 months old by August 31 and Less than 6 years by September 1 of the year they started Kindergarten may be provided with Base Instruction Funding (BIF), through a board or approved school authority, to attend kindergarten in the year prior to Grade One.<sup>75</sup> The early learning experiences children receive seek to meet their diverse needs, which will then in turn help them to become a contributing, caring and responsible member of society.

Program Unit Funding (PUF), in addition to BIF, can be provided to approved ECS operators (preschools, daycares or Kindergarten), such as Brooks Early Learning Academy (BELA) in Brooks<sup>76</sup>, and school boards for children aged 2 years 8 months to 6 years who have been identified as having a severe disability/delay.<sup>77</sup> <sup>78</sup>Children who fit the criteria are eligible for up three years of ECS funded programming.<sup>79</sup> Preschool programs such as the Brooks Pre-School may receive Inclusive Support Funding through Children’s Services, Early Learning Program for qualifying children with Special Needs.

Services for Persons with Disabilities are also available through the provincial government ministries such as Alberta Health Services<sup>80,81</sup> and Alberta Ministry of Seniors, Community and Social Services.<sup>82</sup> The federal government also has a variety of programs and services available for persons with disabilities<sup>83</sup>

Due to Alberta’s recovering economy, the Alberta Government instituted the Affordability Action plan to help with the costs of inflation.<sup>84</sup> The additional \$2.8 billion in new relief measures will be directed at seniors, parents and vulnerable populations for their daily living costs.<sup>85</sup> It will also recognize increases to the cost of living by providing increased Assured Income for the Severely Handicapped (AISH) payments (6% increase for 2023) and income support.<sup>86</sup> In future years, AISH benefits will be indexed to inflation.

<sup>75</sup> [https://www.alberta.ca/early-childhood-education.aspx?utm\\_source=redirector](https://www.alberta.ca/early-childhood-education.aspx?utm_source=redirector)

<sup>76</sup> <https://belabrooks.ca/>

<sup>77</sup> [https://www.alberta.ca/early-childhood-education.aspx?utm\\_source=redirector](https://www.alberta.ca/early-childhood-education.aspx?utm_source=redirector)

<sup>78</sup> [https://centreforautism.ab.ca/age/early-childhood-services-](https://centreforautism.ab.ca/age/early-childhood-services-puf/#:~:text=Early%20Childhood%20Services%20(Program%20Unit,preschools%2C%20daycares%2C%20or%20Kindergarten.)

[puf/#:~:text=Early%20Childhood%20Services%20\(Program%20Unit,preschools%2C%20daycares%2C%20or%20Kindergarten.](https://centreforautism.ab.ca/age/early-childhood-services-puf/#:~:text=Early%20Childhood%20Services%20(Program%20Unit,preschools%2C%20daycares%2C%20or%20Kindergarten.)

<sup>79</sup> [https://www.alberta.ca/early-childhood-education.aspx?utm\\_source=redirector](https://www.alberta.ca/early-childhood-education.aspx?utm_source=redirector)

<sup>80</sup> <https://www.albertahealthservices.ca>

<sup>81</sup> <https://www.albertahealthservices.ca/info/page9213.aspx>

<sup>82</sup> <https://www.alberta.ca/seniors-community-and-social-services.aspx>

<sup>83</sup> <https://www.canada.ca/en/services/benefits/disability.html>

<sup>84</sup> <https://www.alberta.ca/affordability-action-plan.aspx>

<sup>85</sup> <https://www.alberta.ca/affordability-action-plan.aspx>

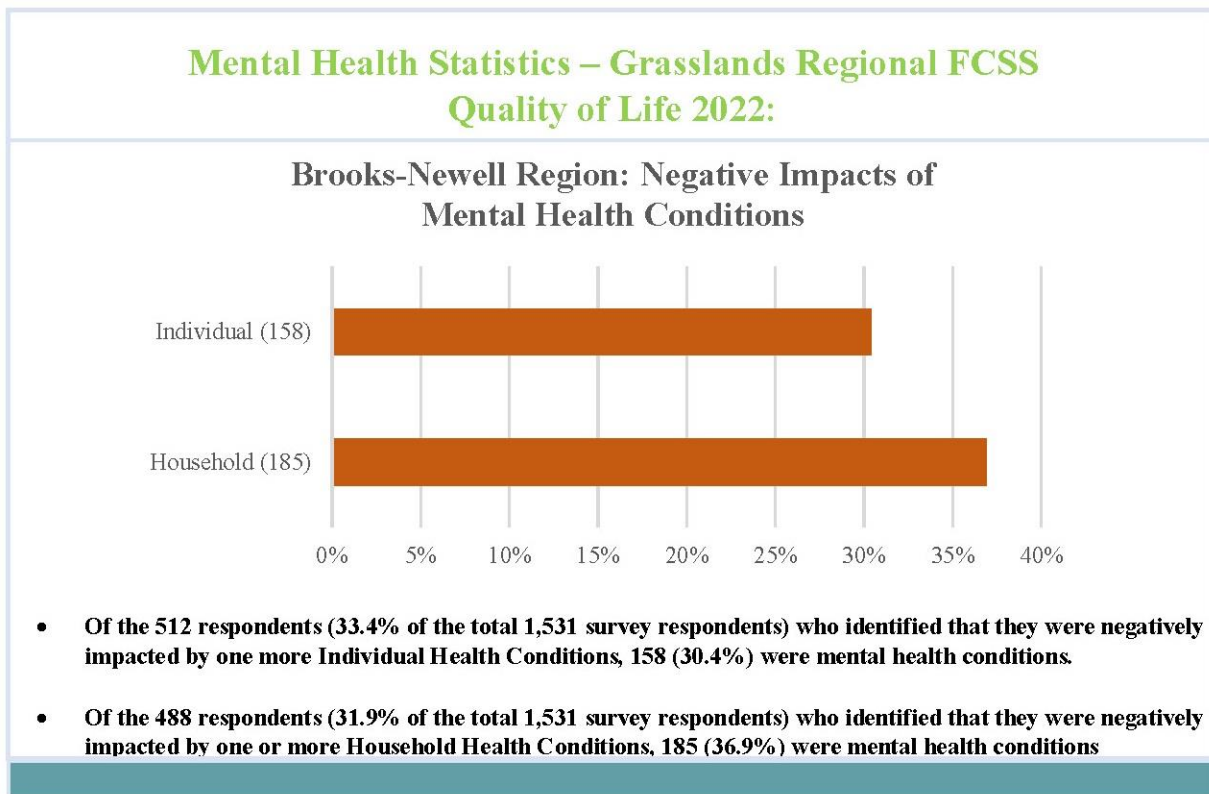
<sup>86</sup> <https://www.alberta.ca/aish.aspx>

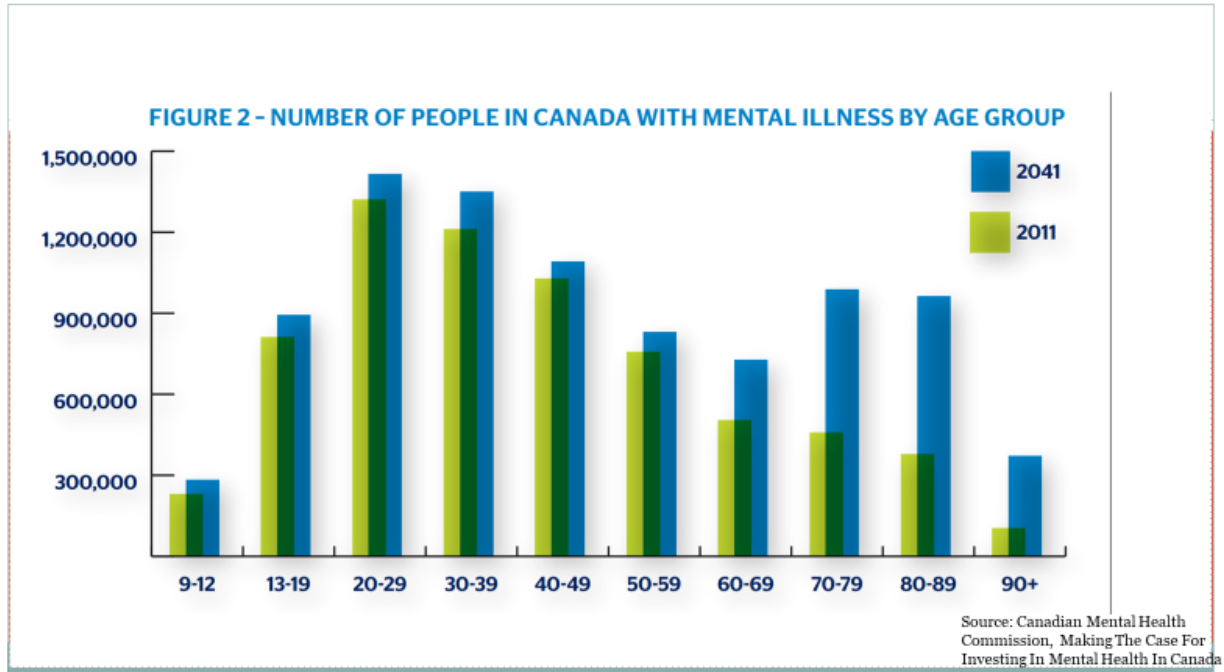
**Mental Health**

Respondents were asked if they had one or more Personal or Household Health Condition and/or a Household Social Condition which negatively impacted them.

Mental Health has been identified as a priority across the sectors and local Initiatives are occurring to respond to the issue of Mental Health in our communities.

Of the 512 respondents, 30.4% responded they have mental health issues; 36.9% of 488 respondents are negatively impacted by a mental health issue in their household. A significant number of the 313 respondents were negatively impacted by a Social Condition in their Household, the top three social conditions being Housing Costs (44.3%), Lack of Transportation (21.7%) and Discrimination (17.7%). Local initiatives are underway to help alleviate these three social conditions which have consistently been identified as barriers to a positive quality of life for residents.





The above chart reflects projections of future mental illness trends in Canada to 2041

Healing Path Wellness Centre

## Brooks & Newell Region

### Incidence of Immigrant PTSD

Research Results

*A collaborative research project between*

*Medicine Hat College Brooks Campus*

*Global Village Centre*

*Dr. Kadima of South Shore Clinic*

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**Objectives included**

- Describing the diversity of the immigrant and refugee population in rural southern Alberta
- Assessing the prevalence and severity of PTSD among the immigrant and refugee population
- Identifying the types of stressful encounters that may have contributed to the experience of PTSD symptoms by those immigrants and refugees

**Data Collection**

- The study occurred from December 2017 through March 2018
- The study consisted of 193 participants who volunteered their time
- Interviews were conducted between Medicine Hat College Brooks Campus and South Shore Clinic, with a few sessions being held at SPEC and The Adult Learning Centre

**Results**

**Anecdotal results**

- People's Openness
- Difficult Stories to share
- Kidnapping, Rape, Violence, Loss of family member from war
- Civil War, Tribal conflict, Terrorism by Al-Shabab, Boko Haram
- Female Genital Mutilation known as FGM
- Corruption

**Preliminary Results PTSD Symptoms**

- Severe PTSD ----- 44%
- Moderate PTSD ----- 18%
- Mild PTSD ----- 3%

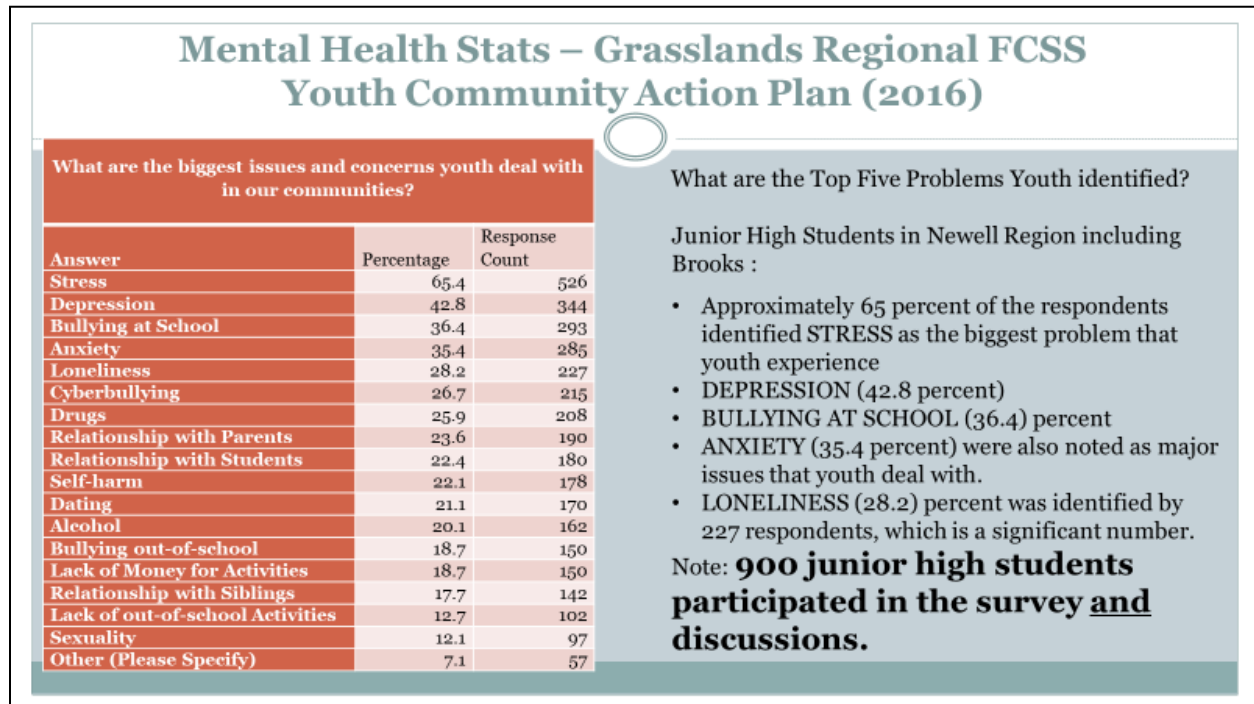
*37% of the population of the City of Brooks is a visible minority as per 2016 Statistics Canada census*

*Incidence of Post-Traumatic Stress Disorder in the Rural Southern Alberta Immigrant Population with a Focus on Brooks and County of Newell (2018). Snapshot of Incidence of Immigrant PTSD with 189 Immigrants.<sup>87</sup>*

<sup>87</sup> Pennefather-O'Brien, E. & Burnett, N. & Kadima, m F. & Hussen, A. 2018. Incidence of Post-Traumatic Stress Disorder in the Rural Southern Alberta Immigrant Population with a Focus on Brooks and County of Newell; Medicine Hat: Medicine Hat College.

This is partnership between the Global Village Centre and Medicine Hat College. Following the collaborative research project highlighted above, Global Village Centre created the Healing Path Wellness Centre to address the concerns identified with high prevalence of PTSD symptoms among immigrants participating in the study. Phase II of the research project is currently underway. The Global Village Centre’s Healing Path “helps bridge the gap between the newcomer population and appropriate support services by providing assessment, referrals, and cultural supports.”<sup>88</sup> They provide a wide variety of therapy and education supports, such as refugee and immigrant focused therapy and cultural training for both immigrants and service providers.

Brooks & Region MakerSpace



Following the closure of Ashton’s Place (youth centre) in Brooks in 2015, there was no longer any after-school programming available in the area. An *Out of School Activities Survey* and follow up discussions with 900 Junior High students was conducted in 2016, which then identified the biggest issues and concerns youth deal with in communities.<sup>89</sup> The above chart reflects the responses. In order to address these mental health concerns for youth, Grasslands Regional FCSS completed the Youth Community Action Plan (YCAP), which in the end culminated in the SPEC Brooks & Region MakerSpace. “Makerspace offers a variety of learning opportunities, programs, workshops and competitions where youth learn to integrate STEM activities while developing meaningful relationships which will assist them in dealing with life’s challenges by building on existing strengths and increasing personal resilience. The capacity for youth to acquire and apply knowledge and skills to real world circumstances under one roof with their peers and volunteer mentors builds comradery and motivation to help prevent and/or alleviate mental health issues that are common to you today.”<sup>90</sup> The Brooks & Region Makerspace has received much community support and funding (from Grasslands Regional FCSS, for example), has been successful and remains in place today.

<sup>88</sup> <https://www.globalvillagecentre.ca/copy-of-research-1>

<sup>89</sup> Grasslands Regional FCSS. Brooks-Newell Region Youth Community Action Plan 2016

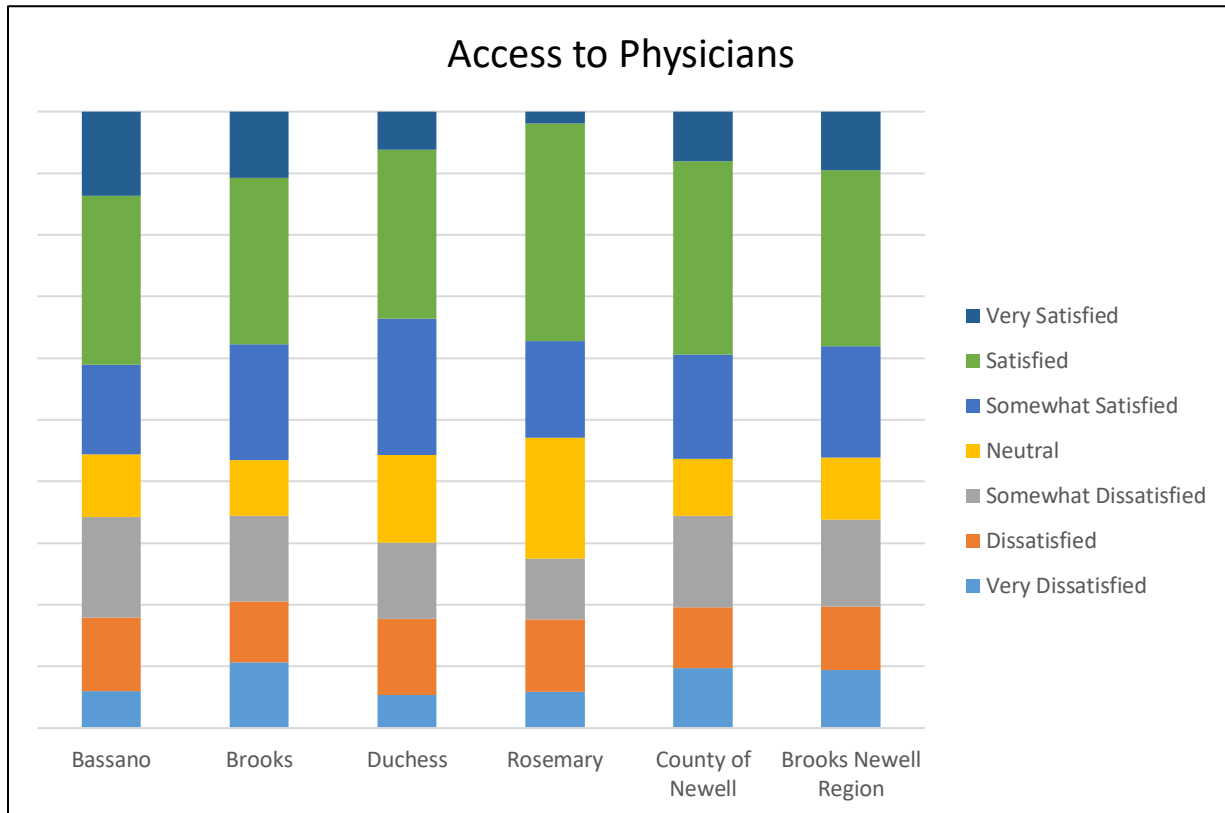
<sup>90</sup> <https://brooksmaker.space/mission-index-impact>

### Access to Physicians (Doctors)

The Brooks-Newell Region, like many other rural regions in Alberta, had struggled over the years to attract and retain enough family doctors. Focused efforts have been made locally and by the Province to provide incentives to doctors (newly graduated or foreign trained) to settle in rural areas. Transportation was also identified as a barrier to accessing physicians

#### Comparison with *Access to Physicians* across Communities

N = 1330



When the Quality of Life Survey responses for **Access to Physicians** are charted across communities, the responses provide insight into levels of Satisfaction with residents' ability to **access** physicians. Most of the Health facilities and services are located in Brooks and there is also a Health Centre located in Bassano. In 2013, these two communities had the highest level of Overall dissatisfaction with **Access to Physicians** with Bassano at 58.8% and Brooks at 31.4%. However, Overall Access to Physicians Dissatisfaction for these two communities for the 2017 study dropped significantly with Bassano at 15.4% and Brooks at 10.8%. Duchess also dropped from 25.5% in 2013 to 16.9% in 2017. Bassano (70.2%) and Brooks (77.3%) had the highest level of Overall **Access to Physicians** Satisfaction. Rosemary had the lowest level of Overall Satisfaction at 58.3% of respondents. When comparing the County of Newell Hamlets, the Hamlet of Cassils had the lowest Overall **Access to Physicians** Satisfaction with 56.3%. Overall Dissatisfaction with **Access to Physicians** increased for all communities between 2017 and 2022, with the County of Newell (34.5%) having the highest Overall Dissatisfaction. Overall Dissatisfaction increased for the City of Brooks to 34.4%, Town of Bassano to 34.2%, and



Village of Duchess to 30.1%. Overall Satisfaction with Access to Physicians dropped for all communities. The City of Brooks had an Overall Satisfaction of 56.5% and Bassano was 55.6%. The County of Newell had an Overall Satisfaction of 56.3%. Rosemary had the lowest Overall Satisfaction with 52.9%, but also the lowest Overall Dissatisfaction with 27.4%. When comparing the County of Newell Hamlets, the Hamlet of Millicent had the lowest Overall **Access to Physicians** Satisfaction with 41.7%.

Highlighted in the 2013 Grasslands Regional FCSS study on Transportation Networks<sup>91</sup>, access to medical care due to the lack of transportation and the operating hours of the medical clinics was an issue that was raised by respondents. Since then, medical clinics in the Region have expanded their operating hours, which has alleviated some of the access issues in the region. Out of region access to physicians, particularly specialists, was identified as a major issue which continues today although shuttle services servicing the area have somewhat mitigated out of town travel to medical appointments. People travelling to appointments still often need companions.

In fiscal year 2020/2021, 38.2% of all ambulatory care visits made by local area residents were to facilities located outside of the Brooks-Newell Region. Inpatient separations were higher (57.7%) in facilities outside of the region rather than in, which signifies that most of those trips by local area residents were for outpatient services.

<b>Ambulatory Care Visits and Inpatient Separations for the Local Geographic Area Residents to Facilities Located In and Out of the Local Geographic Area, Fiscal Year 2020/2021<sup>92</sup></b>				
<b>Ambulatory Care Visits</b>				
<b>Visits Within Local Area of Residence (IN)</b>	<b>Visits Outside Local Area of Residence (OUT)</b>	<b>Total Visits</b>	<b>Percent IN</b>	<b>Percent OUT</b>
32,904	20,354	53,258	61.8%	38.2%
<b>Inpatient Separations (IP Sep)</b>				
<b>Seps Within Local Area of Residence</b>	<b>Seps Outside Local Area of Residence</b>	<b>Total IP Sep</b>	<b>Percent IN</b>	<b>Percent OUT</b>
929	1,267	2,196	42.3%	57.7%



<sup>91</sup> <https://southernalberta.com/business/documents/TransportationReportFinalOctober2013.pdf>

<sup>92</sup> <https://open.alberta.ca/dataset/7808d88a-0e1f-4b93-ae3a-7c3b138a04a7/resource/aac43575-a9ca-4b80-81ed-7e6aa6cc1421/download/hlth-phc-newell-2022.pdf>



Most of the visits to facilities outside of the Brooks-Newell Region were to Medicine Hat Regional Hospital in Medicine Hat, Alberta, which is approximately 100 kilometres southeast of Brooks. The majority of external inpatient separations (50.5%) also occurred at Medicine Hat Regional Hospital in Fiscal Year 2020/2021<sup>93</sup>.

<b>Top 3 Non-Local Ambulatory Care Facilities/Acute Care Hospitals Accessed by Local Residents During Fiscal Year 2020/2021<sup>94</sup></b>			
<b>Facility Name</b>	<b>Municipality</b>	<b>Number of OUT Visits</b>	<b>% of Total OUT Visits</b>
Medicine Hat Regional Hospital	Medicine Hat	8,521	41.9%
Foothills Medical Centre	Calgary	2,977	14.6%
Alberta Children's Hospital	Calgary	2,549	12.5%

Beginning on February 13, 2019, the City of Brooks and County of Newell began a transportation project that provided direct round-trip shuttle service from Brooks to Medicine Hat.<sup>95</sup> The primary purpose of this regional transportation service is to provide access to medical and other services in Medicine Hat for Brooks' area residents.<sup>96</sup> Currently, the cost for one way service is \$20, and round trip is \$40.

### RhPAP

"For over three decades, the Rural Health Professions Action Plan (RhPAP) has supported the efforts of rural Albertans to maintain an accessible health workforce close to home. RhPAP is committed to fostering and building relationships with rural communities, stakeholders, partners, learners and each other to encourage better access to rural health.

Established in 1991 by the Government of Alberta as the Alberta Rural Physician Action Plan, and originally focused on supporting practising rural physicians, RhPAP has grown to be a broader rural community health workforce attraction and retention resource, an ally with Alberta's medical schools, as well as a trusted, collaborative partner for rural Alberta communities trying to achieve greater access to health care.

#### *Our Vision*

Rural Albertan communities have the appropriate health workforce to effectively deliver the health services they need to thrive.

#### *Our Mission*

Support rural Alberta communities in their efforts to keep health care close to home.

#### *Our Promise*

RhPAP is committed to fostering and building relationships with rural communities, stakeholders, partners, learners, and each other to encourage better access to rural health care."<sup>97</sup>

<sup>93</sup> <https://open.alberta.ca/dataset/7808d88a-0e1f-4b93-ae3a-7c3b138a04a7/resource/aac43575-a9ca-4b80-81ed-7e6aa6cc1421/download/hlth-phc-newell-2022.pdf>

<sup>94</sup> <https://open.alberta.ca/dataset/7808d88a-0e1f-4b93-ae3a-7c3b138a04a7/resource/aac43575-a9ca-4b80-81ed-7e6aa6cc1421/download/hlth-phc-newell-2022.pdf>

<sup>95</sup> <https://chatnewstoday.ca/2019/01/25/brooks-announces-regional-transportation-pilot-project/>

<sup>96</sup> <https://www.brooks.ca/650/Brooks-Regional-Transportation-Service>

<sup>97</sup> <https://rhpap.ca/>

The highly successful efforts of all municipalities in the region to recruit and retain physicians was recognized by RhPAP. The Joint Services Committee, representing all Brooks-Newell Region municipalities, was selected as the recipient of the 2017 RhPAP Alberta Rural Community Physician Attraction and Retention Award. The Rural Community Award, presented annually, is co-sponsored by the Alberta Weekly Newspapers Association (AWNA), and the Rural Health Professions Action Plan (RhPAP). (<https://www.rhpap.ca/news>).

**General Health Statistics**

Note: The City of Brooks is in the South Zone and the information listed below is the most current available data. Where possible, data has been accessed for the South Zone.

**Community Mental Health**

Community Mental Health Access by Age Group and Gender for the South Zone and Alberta <sup>98</sup>						
Age Group	South Zone			Alberta		
	Female	Male	Total	Female	Male	Total
1-17	10.9%	8.0%	18.9%	11.4%	9.6%	21.1%
18-34	20.3%	14.4%	34.8%	18.2%	14.5%	32.8%
35-64	21.3%	18.0%	39.3%	19.5%	17.4%	36.9%
65+	4.4%	2.6%	7.0%	5.6%	3.7%	9.3%
<b>Total Number of Distinct Individuals Accessing Community Mental Health<sup>99</sup></b>	5,171	3,906	9,077	65,341	54,147	119,488



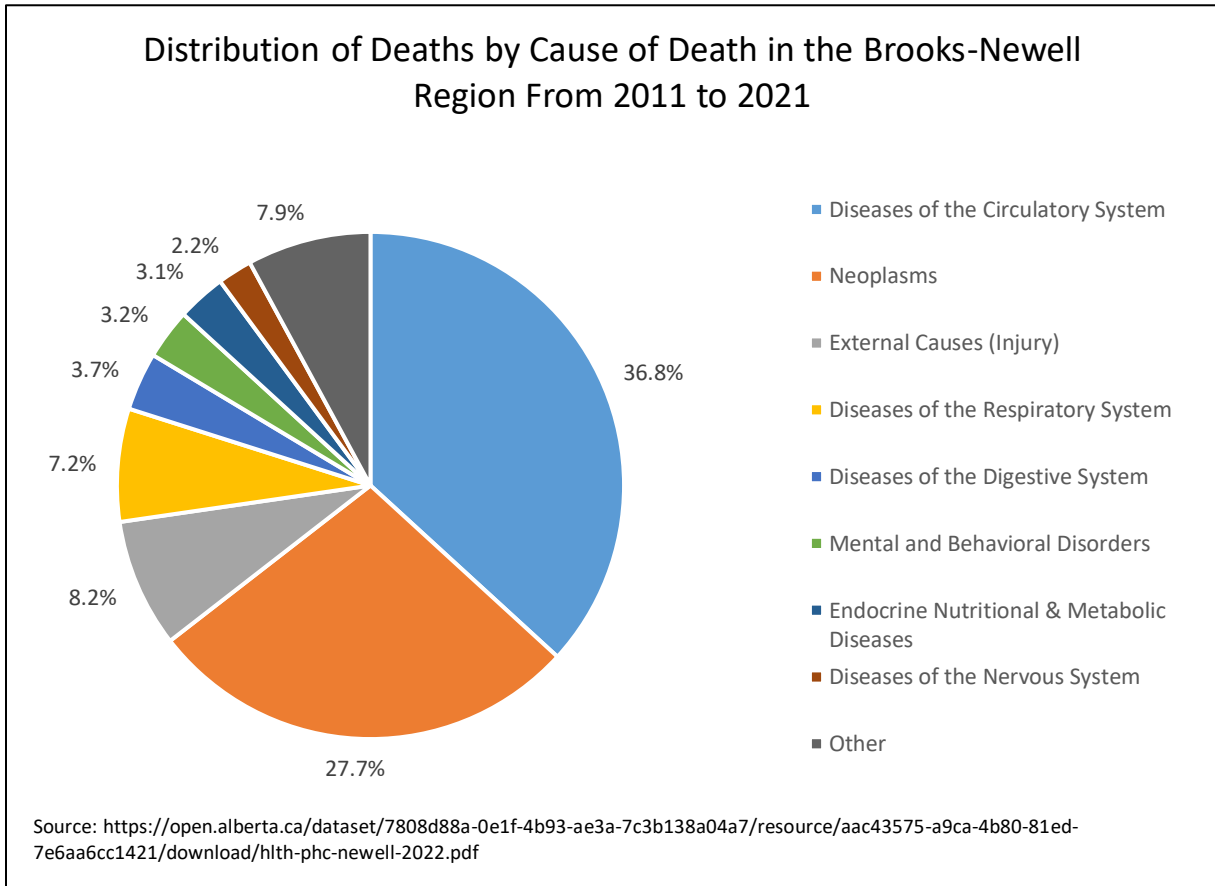
*Brooks and Bassano Emergency Services*



<sup>98</sup> <https://open.alberta.ca/dataset/7808d88a-0e1f-4b93-ae3a-7c3b138a04a7/resource/aac43575-a9ca-4b80-81ed-7e6aa6cc1421/download/hlth-phc-newell-2022.pdf>

<sup>99</sup> Distinct Individuals: patients who access Community Mental Health services during the fiscal year are counted only once regardless of how many services they accessed during this time.

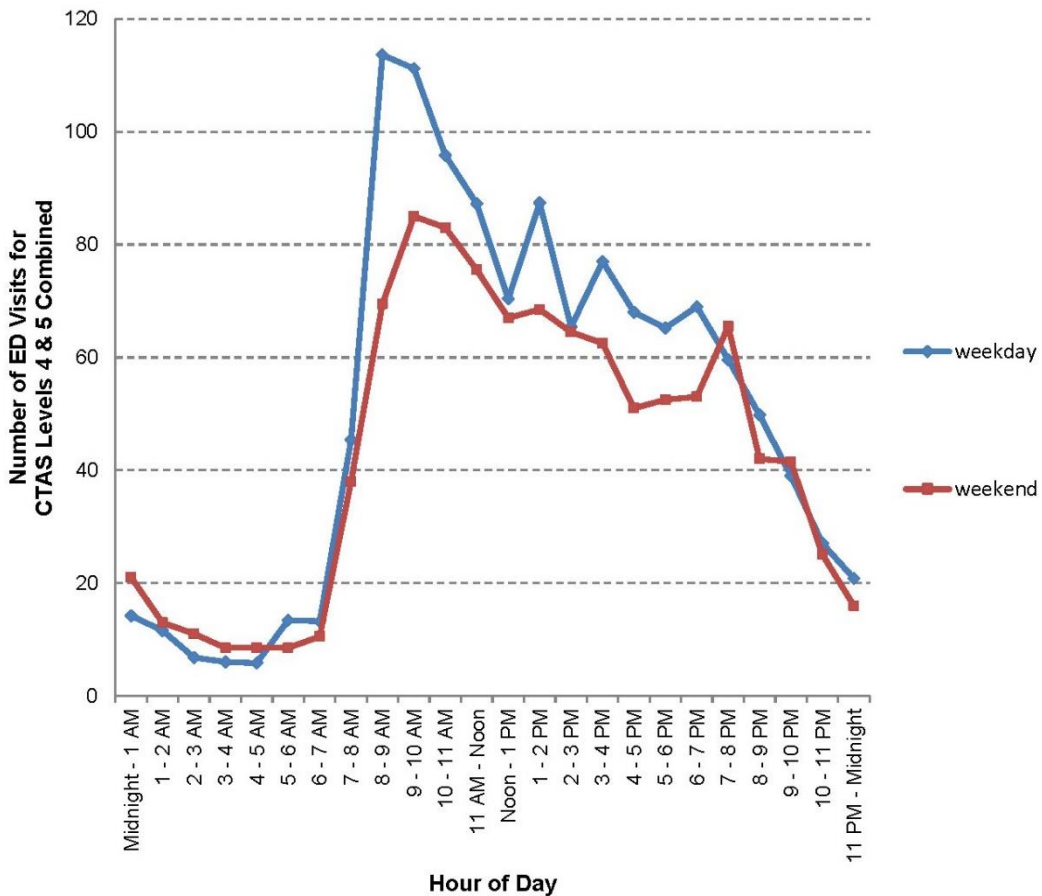
*Distribution of Deaths by Causes of Death*



Emergency Visits

Emergency Visits for Patients Residing in the Brooks-Newell Region by Canadian Triage and Acuity Scale (CTAS) Level for Fiscal Years 2018/2019 to 2020/2021 <sup>100</sup>						
CTAS Level	2018/2019		2019/2020		2020/2021	
	Number	Percentage	Number	Percentage	Number	Percentage
Resuscitation (1) and Emergency (2) Combined	1,250	5.7	1,508	7.3	1,274	8.7
Urgent (3)	5,838	26.5	6,089	29.3	4,990	34.0
Semi-Urgent (4)	11,565	52.4	10,566	50.8	6,357	43.4
Non-Urgent (5)	3,146	14.3	2,398	11.5	1,839	12.5
Unknown	268	1.2	233	1.1	200	1.4
<b>Total</b>	<b>22,067</b>	<b>100.0</b>	<b>20,794</b>	<b>100.0</b>	<b>14,660</b>	<b>100.0</b>

Total Hourly Number of Emergency Visits for Patients Residing in the Brooks-Newell Region for CTAS Levels 4 and 5 Combined (Fiscal Year 2020/2021)<sup>101</sup>



<sup>100</sup> <https://open.alberta.ca/dataset/7808d88a-0e1f-4b93-ae3a-7c3b138a04a7/resource/aac43575-a9ca-4b80-81ed-7e6aa6cc1421/download/hlth-phc-newell-2022.pdf>

<sup>101</sup> <https://open.alberta.ca/dataset/7808d88a-0e1f-4b93-ae3a-7c3b138a04a7/resource/aac43575-a9ca-4b80-81ed-7e6aa6cc1421/download/hlth-phc-newell-2022.pdf>

## Emergency Visit Rates

Age-Standardize Emergency Visit Rates (Per 100,000 Population) for Selected Conditions in 2020 <sup>102</sup>		
Conditions	Brooks-Newell Region	Alberta
Acute Upper Respiratory Infections	2,556.9	1,424.1
Influenza	762.9	334.1
Diseases of Middle Ear and Mastoid	601.8	266.8
Other Acute Lower Respiratory Infections	395.1	174.1
Mental and Behavioural Disorders Due to Psychoactive Substance Abuse	357.9	791.3
Diabetes Mellitus	287.2	261.0
Emphysema and Chronic Bronchitis	286.8	95.1
Asthma	194.0	193.5
Stroke	155.8	162.3
Renal Failure	110.4	95.7
Arthritis	8.1	11.1

## Health Status Indicators

Health Status Indicators for South Zone and Alberta Residents for 2019 and 2020 <sup>103</sup>							
Category	Year	South Zone			Alberta		
		Female	Male	Total	Female	Male	Total
<b>Mental Health Before (2019) and during (2020) COVID</b>							
Good, Very Good or Excellent	2019	86.6%	89.1%	87.7%	87.3%	90.4%	88.7%
	2020	70.2%	79.0%	74.6%	67.3%	77.5%	72.1%
Poor or Fair	2019	13.4%	10.9%	12.3%	12.7%	9.6%	11.3%
	2020	29.8%	21.0%	25.4%	32.7%	22.5%	27.9%
<b>Self-Perceived Stress Tolerance</b>							
Excellent or Very Good	2019	55.0%	71.9%	62.9%	62.6%	65.3%	63.5%
	2020	62.2%	58.6%	60.2%	61.2%	67.4%	63.8%
Poor or Fair	2019	45.0%	28.1%	37.1%	37.4%	34.7%	36.5%
	2020	37.8%	41.4%	39.8%	38.8%	32.6%	36.2%

<sup>102</sup> <https://open.alberta.ca/dataset/7808d88a-0e1f-4b93-ae3a-7c3b138a04a7/resource/aac43575-a9ca-4b80-81ed-7e6aa6cc1421/download/hlth-phc-newell-2022.pdf>

<sup>103</sup> <https://open.alberta.ca/dataset/7808d88a-0e1f-4b93-ae3a-7c3b138a04a7/resource/aac43575-a9ca-4b80-81ed-7e6aa6cc1421/download/hlth-phc-newell-2022.pdf>

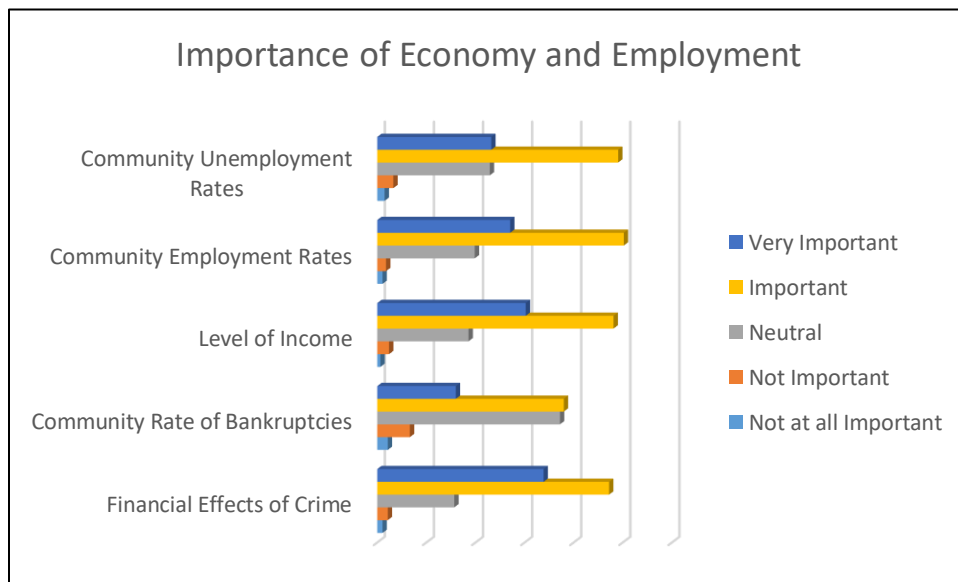
**NEGATIVE GAP: ECONOMY AND EMPLOYMENT Factor**

**Ranked #4 for Level of Importance and #8 for Level of Satisfaction**

This Factor was defined with the following variables:

QUALITY OF LIFE	QUALITY OF PLACE
Importance Variables	Satisfaction Variables
Community Unemployment Rate	Poverty
Community Employment Rate	Affordable Housing
Level of Income	Employment
Community Rate of Bankruptcies	
Financial Effect of Crime	

**Importance of Economy and Employment Variables**



*Changes from 2017 – 2022:*

There was little gap change between the two surveys in 2017 and 2022. Economy and Employment was ranked #4 for Level of Importance in both 2017 and 2022. The level of Satisfaction was ranked 1 level higher at #8 in 2022 compared to #9 in 2017, creating a -4 Gap. In 2017, it ranked #4 for importance and #9 for satisfaction, a -5 Gap. This small change from the previous study suggests that Overall, the importance and satisfaction of the Economy and Employment to individuals within the Brooks-Newell Region has remained reasonably stable since the last study. There was a more significant change between 2013 and 2017 when the Economy and Unemployment were less important (ranked #6) but had a higher satisfaction level (ranked #7) resulting in only a -1 negative gap.

**Findings:**

- In 2022, all *importance* variables, except the **Financial Effects of Crime** measured less important or very important than the variables in 2017. The Financial Effects of Crime measured approximately 6% higher in terms of important or very important than that in 2017 and had the highest level of important or very important responses.
- The **Financial Effects of Crime** Importance had the lowest level of Neutral responses at 15.7% in comparison to the 2017 survey where the **Level of Income** Importance had the lowest level of Neutral responses at 15.5% and the highest level of Overall Important responses at 81.1%.
- The highest rate of important responses was the **Community Employment Rate** at 50.2%. In the 2017 survey, the **Level of Income** variable had the highest level of important responses.
- **Unemployment Rates Importance** obtained 72.3% of Very Important or Important responses. This is significant as the Unemployment Rates in the Brooks-Newell Region and Alberta were around 9% at the time of the survey in March 2021 in comparison to 8.4% in 2017. The increase in importance may be due to the reduction in the Unemployment Rate from the previous year when Alberta’s Unemployment Rate reached a high of 15.3% in May of 2020.
- **Importance of Community Rate of Bankruptcies** was the least importance variable, receiving 37.2% of Neutral responses, 54% of Important or Very important responses, and 8.8% of Not at all or Not Important Responses. These findings are consistent with the 2017 Quality of Life #2 Survey.

**Level of Income**

- 2022 results indicate that the Level of Income is considered less important than it was in 2017. 78.4% of respondents said it was Important or Very Important compared to 81.6% in 2017.
- The median after-tax income of economic families in the Brooks-Newell Region varies by community with the City of Brooks and the County of Newell and Duchess having the highest level of after tax income. According to Statistics Canada (2021), in 2020 the County of Newell and Duchess median after-tax income was comparable to that for Canada (\$91,000), but less than that for Alberta (\$99,000). The median after-tax income for couples without children was considerably lower than for couples with children). For all communities, persons living alone or with non-relatives only, the median after-tax income was less than that for Alberta (\$43,600).

Median after-tax income of economic families in 2020 (\$)					
	Economic Families	Couples with Children	One-Parent families	Couples with No Children	Single Person
<b>Bassano</b>	\$75,000	\$105,000	53600	66000	30600
<b>Brooks</b>	\$90,000	\$104,000	59600	81000	41200
<b>County of Newell</b>	\$91,000	\$106,000	61200	82000	37200
<b>Duchess</b>	\$91,000	\$102,000	65000	83000	37200
<b>Rosemary</b>	\$88,000	\$101,000	XXX	69500	38800

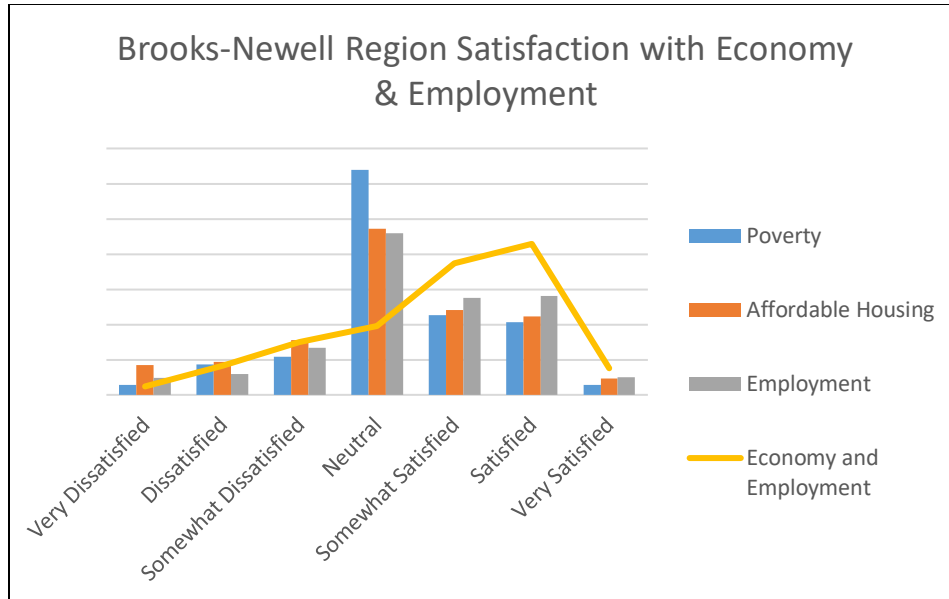
Source: 2021 Canada Census (Statistics Canada)  
 XXX - not enough data for reporting



## Overall Satisfaction with Economy and Employment Factor: 66.1%

- This is an increase from 58.5% in 2017, but still a decrease from 71.8% in 2013

### Economy and Employment Satisfaction Variables



#### FINDINGS:

- **Poverty** had an Overall Satisfaction of only 34.8% compared to 40.3% in the previous survey. 2.1% (28) were Very Satisfied, 15.6% (207) were Satisfied and 17.1% (221) were Somewhat Satisfied. Neutral responses were 48.3% (639), 8.2% (109) were Somewhat Dissatisfied, 6.6% (87) were Dissatisfied and 2.1% (28) were Very Dissatisfied.
- **Affordable Housing** had an Overall Satisfaction level of 38.8% compared to 44.6% in 2017. 3.6% (47) were Very Satisfied, 16.9% (223) were Satisfied and 18.3% (241) were Somewhat Satisfied. Neutral responses were 35.8% (472), 11.8% (156) were Somewhat Dissatisfied, 7.1% (94) were Dissatisfied and 6.5% (85) were Very Dissatisfied.
- **Employment** had an Overall Satisfaction of 46.3% compared to 44.8% in 2017. 3.8% (50) were Very Satisfied, 21.5% (281) were Satisfied and 21.1% (276) were Somewhat Satisfied. Neutral responses were 35.1% (460), 10.2% (134) were Somewhat Dissatisfied, 4.6% (60) were Dissatisfied and 3.7% (49) were Very Dissatisfied.

There are changes regarding the satisfaction within the Economy category between the 2017 and 2022 surveys. Though Employment satisfaction improved slightly from that in 2017, the satisfaction levels for both Poverty and Affordable Housing declined. Overall, in 2022, over 25% of respondents were Somewhat to Very Dissatisfied with Affordable Housing compared to 17.8% in 2017. There was also a 5.5% decline in the satisfaction with the state of Poverty, however, the Overall Satisfaction with Employment increased by 2%. This suggests that even though employment opportunities in the region have improved, it may not have resulted in residents having increased access to these income opportunities.



### Poverty

According to the 2021 Canada Census, there were 2,365 households in the Brooks-Newell Region living in low income- based thresholds based on the Low-Income Measure; After Tax (LIM-AT). This is only a slight increase in the prevalence counts for all ages in comparison to data in 2016. The 2016 Census Profile identified that the prevalence of low income based on the Low-income cut-offs, after tax (LICO-AT) in the Brooks-Newell Region had a lower prevalence on the low-income cut-offs compared to the rest of Alberta and Canada. Significantly, though low-income prevalence counts were reduced for children, it increased for adults and particularly for seniors. A comparison of Statistics Canada 2016 and 2021 *Prevalence Percentage* data for the Brooks-Newell Region was not possible due to the lack of Census Agglomeration data.

#### The Prevalence of Low Income based on the Low-income cut-offs, after tax (LIM-AT)

	Newell 2016	%	Alberta 2016	%	Canada 2016	%
All Ages	2310	9.9	363890	9.3	4809940	14.2
0 to 17 years (%)	925	14.4	114215	12.8	1163830	17
0 to 5 years (%)	360	16.8	41755	13.5	396095	17.8
18 to 64 years (%)	1170	8	210870	8.2	2855290	13.2
65 years and over (%)	225	9.5	38800	8.6	790825	14.5

#### Prevalence of low income based on the Low-income cut-offs, after tax (LIM-AT) (%)

	Newell 2021	%	Alberta 2021	%	Canada 2021	%
All Ages	2365	*	382820	9.2	4016065	11.1
0 to 17 years (%)	830	*	107130	11.2	854565	11.9
0 to 5 years (%)	315	*	36250	12.0	282315	12.7
18 to 64 years (%)	1185	*	213795	8.1	2175755	9.7
65 years and over (%)	350	*	618190	10.6	985745	15.0

\*Due to a lack of Census Agglomeration data for the Brooks-Newell Region, percentages of prevalence is unavailable

Source: 2016 and 2021 Canadian Census (Statistics Canada)

There are many different groups who are affected by poverty. The provincial government has implemented measures to alleviate some of the issues facing poverty. However, to date, the Alberta Minimum wage has not increased since October 1<sup>st</sup>, 2017 when it was set at \$15/hour, \$598/ Week for salespersons, and \$2,848/month for domestic employees (living in their employer's home).<sup>104</sup>

A general issue that is increasingly impacting minimum wage earners is the lack of finding full time employment and benefits. The COVID-19 pandemic has also impacted poverty significantly in recent years, as many people lost their jobs or had decrease in hours due to the pandemic and its effects. The Government of Canada provided subsidies of \$2,000 every four weeks for a maximum of \$14,000 with the CERB program from 2020 to 2022. However, with layoffs continuing in many sectors and the increasing concern of a potential recession, life

The Government of Canada recently provided a 2022 update on their program *Opportunity for All – Canada's First Poverty Reduction Strategy* introduced in 2018. This involved conversations with Canadians about the effects of poverty and what can be done to alleviate poverty. The original Bill proposed to entrench into legislation: (i) concrete poverty reduction targets (a 20% reduction in poverty by 2020 and a 50% reduction in poverty by 2030, relative to 2015 levels).<sup>105</sup> Based on the new *Low Income Measure* after tax (LIM -AT) data and

<sup>104</sup> Alberta Minimum Wage Guide: <https://www.alberta.ca/minimum-wage.aspx>

<sup>105</sup> <https://www.canada.ca/en/employment-social-development/programs/poverty-reduction/reports/strategy.html>

increases in poverty, not only the Brooks-Newell Region, but for Alberta and Canada, these targets were not reached.

While all levels of government have been working hard to combat poverty, research results indicates that Poverty remains a significant issue across the country and that there is much that can still be done to decrease poverty numbers across Canada and reduce the stigma surrounding poverty.

### **2017-2022 Poverty Comparison**

With structural changes to the Oil and Gas industry and the COVID pandemic beginning in 2020, Overall, Poverty in a broader comparison has seen an increase; higher Unemployment Rates, business closures and recent inflation have contributed to lower incomes and rising costs.

Only 34.8% of Brooks-Newell Region survey respondents were satisfied with the level of poverty and services available to them. A larger percentage (48.3%) provided a Neutral response rate. In addition, there was a 1.4% greater dissatisfaction with Poverty in the current survey compared to that in 2017, a possible indication that Poverty has impacted more households in recent years.

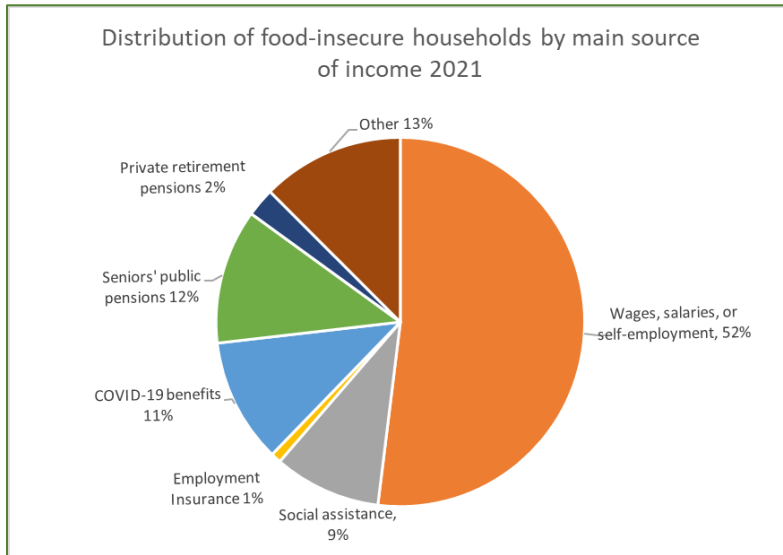
Similar to the previous Quality of Life study, such a high response rate for Neutral satisfaction rates may indicate many respondents are not impacted by Poverty or are unaware of poverty rates in communities and/or programs and services in place to help those living in poverty. This could be further investigated with community groups within the Newell area to determine if a potential Poverty Awareness Campaign might be useful to increase responsiveness to the condition of Poverty within the region.

The collaboration of community groups through the cross-sector Community Response Committee (CRC) meets regularly to discuss and mitigate local challenges to jointly combat large-scale Social and Economic issues in the Region. During the height of the pandemic, this committee met virtually to discuss and provide action regarding the social and economic challenges severely impacting families during isolation, loss of employment and business and service closures. The continual discussion and promotion of poverty awareness including information on poverty services through the CRC and other groups helps to mitigate poverty concerns as they arise.

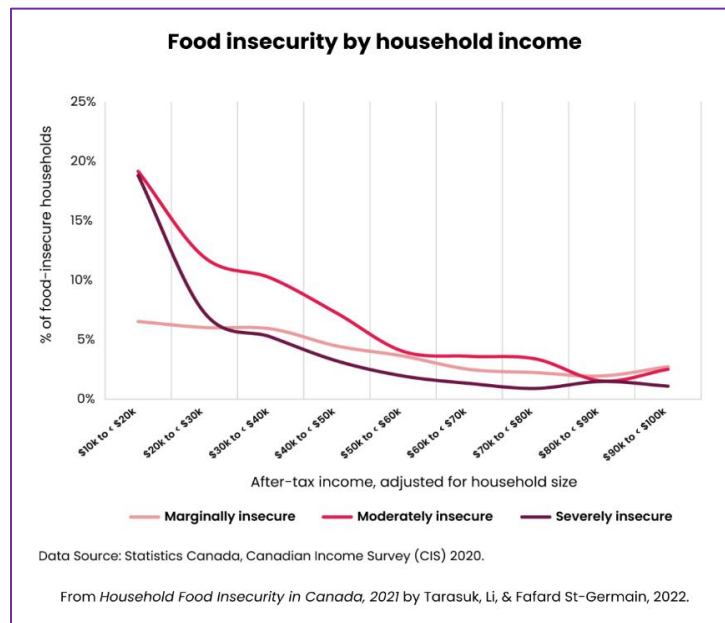


### Food Insecurity

According to the *Proof Food Insecurity Policy Research Program*, **Food insecurity** is a serious public health issue and may be defined as *the inadequate or insecure access to food due to financial constraints which negatively impacts physical, mental, and social health, and costs our healthcare system considerably. Statistics Canada began monitoring food insecurity in 2005 through the Canadian Community Health Survey (CCHS). Since then, food insecurity has persisted across Canada, with over 5.8 million Canadians living in food insecure households.*<sup>106</sup> This high rate of household food insecurity has persisted through the past three years, with little change from 2019 to 2021.



**In 2021, 15.9% of households in the ten provinces experienced some level of food insecurity in the previous 12 months.** The prevalence of food insecurity was the highest in Alberta at 20.3% of households. 5.8 million people across Canada, including almost 1.4 million children under the age of 18, are living in food-insecure households. These estimates do not include people living in the territories or on Indigenous reserves, who are known to experience high vulnerability to food insecurity.



For more information, see the University of Toronto’s series of annual reports and factsheets, *Household Food Insecurity in Canada*, available at: [www.proof.utoronto.ca](http://www.proof.utoronto.ca)

<sup>106</sup> <https://proof.utoronto.ca/>

**Brooks & District Food Bank Use:**

**Food Bank Usage 2012 to October, 2022**

Since 2010, the Brooks & District Food Bank Foundation, which serves the Brooks-Newell Region has seen a fluctuation in the number of hampers and users.<sup>107</sup>

Year	Hampers	Adults	Children
2012	2,160	1,818	1,531
2013	4,607	2,698	2,155
2014	1,111	738	610
2015	939	831	367
2016	1,595	1,259	668
2017	1,779	1,278	810
2018	1,008	716	386
2019	557	718	335
2020	656	1025	582
2021	525	680	444
2022	772	1014	758

2022 Brooks Food Bank Usage Household Breakdown	
	Monthly average
Single Parent with Children	27%
Two-Parent w Children	15%
Couple w No Children	8%
Non-Traditional	5%
Single	45%
<b>Total</b>	<b>100%</b>

Source: Brooks Food Bank

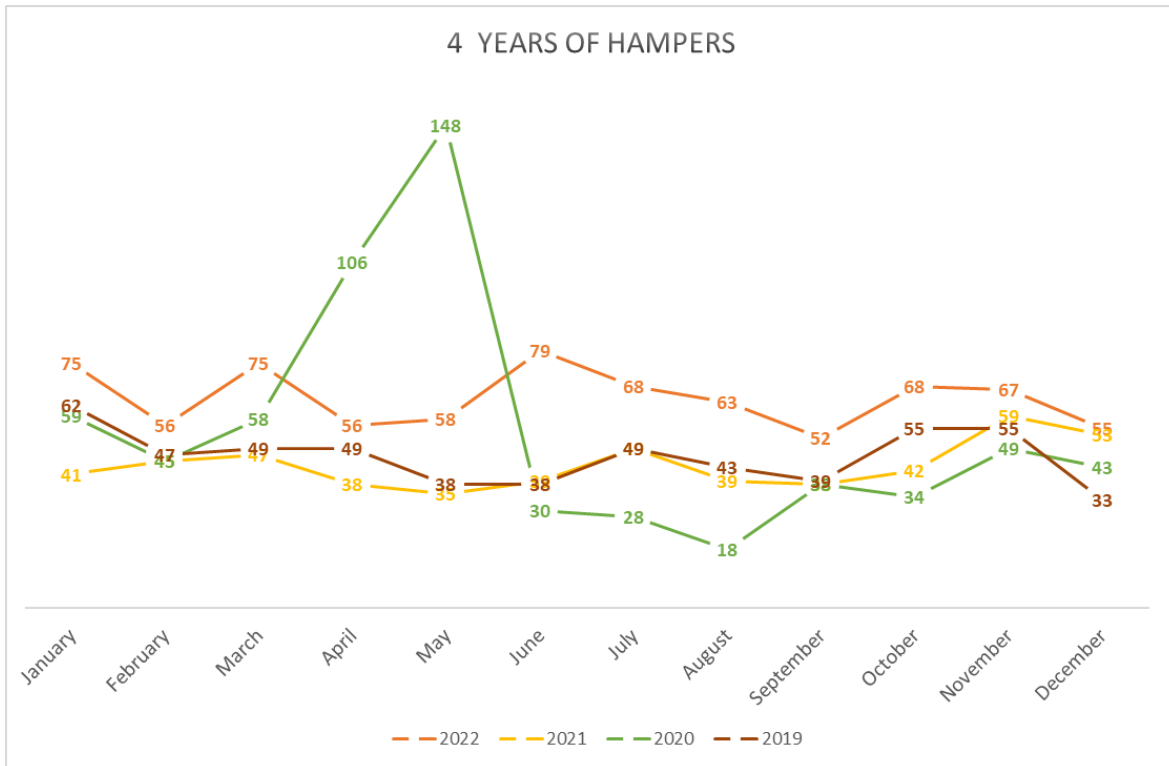
Groups of concern in 2022 Percentages	
Women	43%
Post-Secondary Students	2%
Newcomers	12%
FNs	4%
Visible Minorities	29%
Disabled People	17%
Seniors	7%
Recently Unemployed	8%
Unhoused	11%

Source: Brooks Food Bank

<sup>107</sup> Email from Gwen Cameron, Manager of Brooks Food Bank Foundation, November 02, 2018 Data for 2012 to 2017, Email from Aurora Champlone, Manager of Brooks Food Bank Foundation, February 1, 2023 Data for 2018 to 2022

A significant number of residents continue to access food bank services to help meet their basic needs:

- Single parents with children are the primary users of food bank hampers.
- Women comprise about 43% of users.
- 29% of users in 2022 were visible minorities.
- The increase in hampers distributed in Brooks was up 47% in 2022 compared to a year earlier. This is in comparison to a 34% increase for the province.<sup>108</sup>
- In Alberta, about 45% of food bank users are families.<sup>109</sup> In Brooks, 42% of users are either single parent or two parent families.



As see in the chart above, there was a significant increase in the number of hampers distributed when the 2020 COVID pandemic negatively affected local employment.<sup>110</sup>

### Affordable Housing

In the 2022 Quality of Life #3 survey, 25.4% of participants indicated that they are Very, Somewhat, or Dissatisfied with Affordable Housing in the Brooks-Newell Region. This is a significant increase in negative responses compared to 17.8% results in the 2017 survey.

35.8% of respondents feel Neutral about Affordable Housing, which is comparable to 37.7% in 2017. In 2022, 38.8% of participants reported an Overall Satisfaction with the state of Affordable Housing, which is also a

<sup>108</sup> <https://foodbanksalberta.ca/release-food-insecurity-in-alberta-highest-in-canada/>

<sup>109</sup> <https://foodbanksalberta.ca/release-food-insecurity-in-alberta-highest-in-canada/>

<sup>110</sup> Email from Aurora Champlone, Manager of Brooks Food Bank Foundation, February 1, 2023

significant increase from 24.2% in 2017. Overall, there were fewer Neutral responses and more strong opinions in both negative and positive responses than in previous years.

**Affordable Housing** is an issue that affects many Canadian Communities. Affordable Housing can be subject to the major industry players as the economics of rental housing often fall into a supply and demand paradox. Many rental properties, particularly single-family dwellings, are often priced according to the Oil and Gas industry where higher incomes often create a large disposable income for workers. Other industries such as food processing, hospitality, retail, and agriculture, to name a few, are often not as freely able to pay what renters need because of the disparity in disposable incomes. Residents often affected by the affordability of housing are newcomers, temporary foreign workers, seniors (especially single seniors), single parents, persons on Alberta Assured Income for the Severely Handicapped (AISH) or social assistance and single individuals.

The need for Affordable Housing continues to be a priority and a source of ongoing discussion by community organizations in the Brooks-Newell Region. The City of Brooks identified affordable housing as a priority in 2018 and spearheaded, an *Affordable Housing Strategy* with the belief it is important to work towards affordable, accessible, adequate housing needs for all residents of all socio-economic and demographic backgrounds.<sup>111</sup>

The cost of housing remains more affordable in the rural hamlets of the County of Newell but requires use of a private vehicle to travel between the rural hamlet and an urban center where many find employment, particularly for low-income newcomers arriving as larger family units. The cost of housing is often more affordable in rural areas but requires the use of a private vehicle and less immediate access to the services these families may require. This can pose a problem for low-income residents and newcomers seeking housing who may not have been able to obtain a Canadian driver's license due to their language barriers.

There are a number of provincial programs that benefit residents in need of Affordable Housing which includes the *Provincial Rental Subsidy Program* which to qualified persons through the rental assistance benefit, Affordable Housing Units and subsidized seniors housing. The **Seniors and Family Affordable Housing** subsidy is based on the accepted knowledge that housing should cost no more than 30% of a family's gross family income. According to the Canada Mortgage and Housing Corporation (CMHC) housing households that spend more than 30% of their income on shelter are deemed to be in *core housing need*.<sup>112</sup>

The Newell Housing Foundation manages the Provincial subsidy programs for low-income clients that qualify (through an application process). To qualify for the program applicants must have an income level below the local threshold limit determined by the housing market within that community. The government pays a portion of the rent up to a maximum of \$500.00 per month.<sup>113</sup> An estimate of 7,000 volunteer hours have been donated in the Brooks community by these families, a portion of these hours in construction. Currently there is no Habitat for Humanity housing outside of Brooks in the Brooks-Newell Region.

<sup>111</sup> <https://www.brooks.ca/DocumentCenter/View/2525/Brooks-Affordable-Housing-Strategy-2019-Final-Report?bidId=>

<sup>112</sup> <https://assets.cmhc-schl.gc.ca/sites/cmhc/about-cmhc/corporate-reporting/summary-corporate-plan/2021/summary-corporate-plan-2021-2025-cmhc-en.pdf?rev=19d01675-a003-41aa-a8d6-36b67df345da>

<sup>113</sup> <https://www.alberta.ca/affordable-housing-and-rent-assistance.aspx>





Photo courtesy of Habitat for Humanity, Southern Alberta

#### January 2023 Completed Habitat for Humanity Builds in Brooks

Left side: Family Rincan.

Ana Maribel & Douglas Rincan with children Douglas Javier & Miguel Andres

Douglas arrived to Canada in 2014 from El Salvador, Maribel & the kids arrived to Canada in 2018. A family of 4

Right side: Family Mohamed. Ferhiya arrived to Canada in 2008 from Somalia, Ahmed in 2011. A family of 9. Ahmed Mohamed Ahmed (dad) and Feriya Aden (mom)

With children Aisha Mohamed & Fartun Miohamed (twins), baby Mustefa Mohamed in the car seat, Najma Mohamed, Abdullahi Mohamed, Khalid Mohamed and Mohamed Mohamed. Plus family friend Sadik Mohamed.

#### Affordable and Subsidized Housing in Brooks-Newell Region

In 2021, The **Brooks Housing Society and the Newell Housing Association amalgamated to become the Newell Housing Foundation**.<sup>114</sup> The organization manages subsidized housing for low-income individuals and administers the provincial Rental Assistance Benefit to tenants in need for all communities. There are a total of 190 senior supportive living units, 41 subsidized family housing units and 133 senior self-contained apartments located throughout the Brooks-Newell Region. The majority of these are located in the City of Brooks but some are seniors housing units are available within the smaller communities of Bassano, Rosemary, Duchess and Tilley.

<sup>114</sup> <https://newhf.ca/>

### Seniors' Self-contained Apartments

- 110 seniors self-contained apartments in Brooks
- 6 seniors self-contained apartments in Rosemary
- 6 seniors self-contained apartments in Tilley
- 4 seniors self-contained apartments in Duchess
- 8 seniors self-contained apartments in Bassano<sup>115</sup>

### City of Brooks Affordable Housing Strategy

In 2018, the City of Brooks began working with an outside consultant to develop a housing study, which will assess current needs and develop a City of Brooks Affordable Housing Strategy to help all residents attain affordable housing. The City of Brooks identified housing as a priority in 2017 and approved of the study in the 2018 budget. City residents provided their input through an online survey (September, 2018) and/or Open House (held on October 11, 2018). The City of Brooks Affordable Housing Strategy was then released in 2019.<sup>116</sup>

The City of Brooks Affordable Housing Strategy 2019 examined closely the current supply of affordable housing and/or below-market housing, what the needs were and developed short, medium and long-term solutions to addressing affordable housing in Brooks. These solutions are as follows:

- “Short-Term Recommendations: 1-2 Years
  - Adopt a Clear, Consistent and Usable Definition of Affordable Housing (as follows):
    - Affordable Housing: is housing that costs no more than 30% of a household’s before-tax income and meets recognized safety (adequacy) and suitability standards. For planning and regulation purposes, housing is deemed to be:
      - Affordable: if it falls within 30% of the Government of Alberta’s Income Thresholds for Brooks (published annually);
      - Adequate: if it does not require any major repairs or upgrades to address structural issues (as defined by the Alberta Building Code) that would compromise the health and safety of the occupants; and,
      - Suitable: if it is large enough to avoid overcrowding (as defined by National Occupancy Standards).
  - Engage in Municipal Capacity Building re: Affordable Housing Tools and Best Practices
  - Establish a Special Implementation/Advisory Committee
  - Develop and Implement a Community-Based Education and Awareness Program
  - Conduct a Non-Profit Land Inventory Review
  - Encourage Innovative Housing Solutions for Seniors
  - Promote “Housing First”
  - Contribute Municipal Land for Affordable Housing
  - Investigate and Pursue a Full Range of Potential Funding Sources
  - Support Mechanisms to Minimize/Distribute Risk and Share Resources Promote Labour and Trades Training Programs
- Medium-Term Recommendations: 3-5 Years
  - Promote Social Enterprises
  - Explore the Creation of a Home Share Program

<sup>115</sup> <https://newhf.ca/>

<sup>116</sup> <https://www.brooks.ca/DocumentCenter/View/2525/Brooks-Affordable-Housing-Strategy-2019-Final-Report?bidId=>



- Consider Providing Additional Municipal Funding and Supports
- Assist Local Non-Profits in Accessing Preferred-Rate Financing
- Promote Mutual Self-Help Homeownership
- Develop Preferred Location Criteria and Neighbourhood Thresholds Create a Package of Development Incentives
- Long-Term Recommendations: 6-10 Years
  - Explore First-Time Homeownership Assistance
  - Explore Innovative Financing Models
- Ongoing Recommendations: No Fixed Timeframe
  - Continue to Strengthen Community, Regional and Provincial Networks
  - Continue to Explore Innovative Land Use Zoning
  - Develop an Age-Friendly Community Plan
  - Develop a “Community Guide to Affordable Housing Options and Priorities”
    - Additional examples to promote (including those contained within the preceding recommendations):
      - Universal/Barrier-Free Design
      - Flexible Housing Design
      - Environmentally-Friendly/Sustainable Housing Model
      - Congregate/Shared Living Spaces<sup>117</sup>

As of 2019, “Brooks currently has an estimated 800+ units/spaces of affordable, supportive and/or below-market housing serving a range of housing needs and household groups (which, when combined, represents approximately 15% of the total housing stock in Brooks), including:

- 21 family violence shelter beds/spaces operated by the Brooks & District Women’s Safe Shelter Society;
- 18 supported living beds/spaces for persons with disabilities (including 10 group home spaces operated by The Champion’s Centre and 8 adults receiving in-house staffing and supports through the Newell Community Action Group);
- 41 Community Housing units for low-income families with children operated by the Newell Housing Association;
- 200+ private households receiving rent subsidies offered through the Newell Housing Association supporting a range of low- and modest-income households;
- 87 near- and below-market rental units provided by the Brooks Housing Society supporting a range of low- and modest income households;
- 11 perpetually affordable/resale restricted homes for low-income families with children provided by Habitat for Humanity (9 homes currently with an additional 2 homes pending);
- 8 student housing units (for up to 32 students or a combination of students, staff and tenants from the broader community) owned and operated by Medicine Hat College – Brooks Campus; and,
- 409 units/spaces of affordable and/or supportive seniors’ housing in Brooks, including:
  - 137 Independent Living units operated by the Newell Housing Association (110 units) and AgeCare (27 units);
  - 148 Supportive Living – Level 2 (Lodge) spaces operated by the Newell Foundation;
  - 109 Supportive Living – Level 3, Level 4 and Level 4D spaces operated by AgeCare; and,

<sup>117</sup> <https://www.brooks.ca/DocumentCenter/View/2525/Brooks-Affordable-Housing-Strategy-2019-Final-Report?bidId=>

- 15 Long-Term Care spaces (with an additional nine spaces pending) operated by Alberta Health Services.<sup>118</sup>

In 2023, the City of Brooks has been discussing strategies to increase affordable and attainable housing. A statement by Mayor John Petrie captures the issue:

*The current state of housing availability in Brooks is not ideal with extremely low inventory of homes for sale and a rental vacancy rate well below the provincial average at 2% (the lowest it has been in over two decades). City Council is well aware of this issue as we have had multiple discussions with potential developers, local property owners and local businesses trying to find solutions for the short, medium and long term. There is an immediate need for more dwelling units of every type – apartments, condos, townhouses and detached homes for both rent and purchase – and in the short term there is no obvious solution that the City of Brooks can act upon.*

*Looking ahead to the next two- to three-years, there are a number of development applications that have been approved and will relieve some of the pressures on the housing market. There is a 100+ unit townhouse development, a 43-unit apartment building, a 4-plex of rental suites and 20 new single-family detached homes. However, there is a risk that not all of these projects will be completed and the timeline for the units to become available may not be immediate.*

*Where the City of Brooks can make an impact is in creating an environment that welcomes further development due to an attractive physical and supportive political setting. Council has already begun discussing property-tax incentive programs for residential developments, updating and enhancing our affordable housing strategy, price reductions for municipally owned lots, and development of essential infrastructure which would expand our inventory of development-ready land. These policies and programs may not encourage new development immediately, but have potential to address the situation for the longer term.*

*Access to safe and stable housing helps create inclusive communities and makes our City an amazing place to live and work for citizens while allowing employers to sustain business activities. It needs no emphasis that attracting and retaining workers has been a continuous struggle for rural communities.<sup>119</sup>*

The Brooks Housing Society is pursuing a plan to build additional housing units to accommodate larger families.

### **Housing Affordability**

Households in the Brooks-Newell Region that paid 30% or more of total household income toward shelter costs varied by community. In general, a lower proportion of owner households paid 30% or more compared to tenant households. All communities were below the average percentage for Alberta and Canada except for tenant households in Bassano.

Average monthly shelter costs were the lowest in Bassano, yet in Bassano over 33% of Tenant Households spent more than 30% of their income on shelter. Average monthly shelter costs were below the Alberta and Canada costs for all communities. For Owned Dwellings, average monthly shelter costs were the highest in the County of Newell, but for rented dwellings the average was highest in the town of Rosemary.

<sup>118</sup> <https://www.brooks.ca/DocumentCenter/View/2525/Brooks-Affordable-Housing-Strategy-2019-Final-Report?bidId=>

<sup>119</sup> Email: Lisa Tiffin, Manager, Community Development, City of Brooks, May 31, 2023

Quality of Life #3, 2022: Brooks-Newell Region

Average Monthly Shelter Costs by Community			% of households spending 30% or more of its income on shelter	
	Owned Dwellings	Rented Dwellings	Owner Households	Tenant Households
<b>Bassano</b>	\$948	\$960	10.0%	33.3%
<b>Brooks</b>	\$1,336	\$1,074	11.7%	21.6%
<b>County of Newell</b>	\$1,350	\$1,010	15.0%	20.0%
<b>Duchess</b>	\$1,236	\$1,000	10.6%	0.0%
<b>Rosemary</b>	\$1,060	\$1,100	0.0%	0.0%
<b>Alberta</b>	\$1,678	\$1,332	16.0%	34.0%
<b>Canada</b>	\$1,498	\$1,209	14.8%	33.2%

Source: 2021 Canadian Census (Statistics Canada)

**Type of Dwelling in the Brooks-Newell Region.**

The Region has a diversity of dwelling types. Housing affordability is, in part, based on the type of dwelling available. The region has a diversity of dwelling types, but there are no apartment buildings of five storeys or more in the Region. It is interesting that when compared to the province and country, the Brooks-Newell Region has a higher percentage of moveable dwellings and single-detached housing.<sup>120</sup>

Total Occupied Private Dwellings by Structural Type - 100% data						
	Newell	Percent of Total	Alberta	Percent of Total	Canada	Percent of Total
Total Number of Dwellings	8635 <sup>121</sup>		1633220		14978940	
Single-detached house	5705	66.34%	994560	60.90%	7872305	52.56%
Apartment in a building that has five or more storeys	0	0.00%	74885	4.59%	1596155	10.66%
Other attached dwelling	2065	24.01%	518505	31.75%	5321065	35.55%
Semi-detached house	415	4.83%	98740	6.05%	746560	4.98%
Row house	630	7.33%	127735	7.82%	980110	6.54%
Apartment or flat in a duplex	190	2.21%	43725	2.68%	821495	5.48%
Apartment in a building that has fewer than five storeys	815	9.48%	247035	15.13%	2738020	18.28%
Other single-attached house	15	0.17%	1220	0.07%	34880	0.23%
Movable dwelling	830	9.65%	45320	2.77%	189420	1.26%

Source: 2021 Canadian Census (Statistics Canada)

<sup>120</sup> 2021 Canadian Census (Statistics Canada)

<sup>121</sup> Assessment Summary: Village of Rosemary 2016 and 2022

**Changes since 2018:**

Dwelling numbers have increased by less than one percent or by 85 homes since 2016. Though the number of single-detached houses increased, the number of apartments in a duplex and the number of movable dwellings decreased. Moveable dwellings have the largest change since the last survey with a reduction in numbers to 830 down from 925, the cause of which may be related to different factors: units being moved out of the area; units being re-classified or people building homes and replacing mobile units. Of those responding to the Quality of Life #3 survey, 75% lived in single family detached housing. Of note is concerns about possible Statistics Canada data inconsistency for apartment or flat in a duplex where the number has dropped from the previous census.

**Assessment Values of Residential Housing 2014, 2017 and 2022**

Assessment values vary throughout the region. The average Assessment geographic categories changed in 2017 to include an average for all hamlets in the County of Newell. The assessment is based on the value of the land and the home. The assessed value of a home is used for tax purposes and does not necessarily reflect the home's market value. However, the assessment value provides a guide as to the affordability of housing in the Brooks-Newell Region. Generally housing in the hamlets is assessed lower than in Brooks. Modular homes are generally assessed lower in value making them a viable housing option for many residents.

<b>Assessment Values of Residential Housing in the Brooks-Newell Region<sup>122</sup></b>			
<b>Average Assessment Values</b>	<b>Average 2014</b>	<b>Average 2017</b>	<b>Average 2022</b>
<b>Bassano</b>	\$164,184	\$154,290	\$165,521
<b>Duchess</b>	\$208,110	\$208,834	\$224,441
<b>Rosemary</b>	\$138,590	\$126,482	\$152,154
<b>Hamlet of Lake Newell Resort</b>	\$497,719	\$529,811	\$450,584
<b>Hamlet of Cassils</b>	\$158,067	\$209,458	\$261,800
<b>Hamlet of Bow City</b>	\$185,308	\$193,575	\$156,400
<b>Hamlet of Rainier</b>	\$150,871	n/a	n/a
<b>Hamlet of Scandia</b>	\$120,449	n/a	n/a
<b>Hamlet of Rolling Hills</b>	\$147,795	n/a	n/a
<b>Hamlet of Patricia and Millicent</b>	\$ 96,881	n/a	n/a
<b>Hamlet of Gem</b>	\$126,045	n/a	n/a
<b>Hamlets of Rainier, Scandia, Rolling Hills, Patricia, Millicent, Tilley and Gem (Combined)</b>		\$133,052	\$272,618
<b>County of Newell Manufactured Home (no land)</b>	\$ 70,705	\$64,324	\$71,783
<b>County of Newell Acreage</b>	\$233,048	\$347,430	\$232,628
<b>County of Newell First Farm Residence</b>	\$153,249	\$173,728	\$107,284
<b>Brooks (2017 and 2022 does not include condominiums)<sup>123</sup></b>	\$232,920	\$253,766	\$239,650

**Changes since 2017:**

- Average Assessment values have increased in the smaller communities of Bassano, Duchess, and Rosemary, Cassils and the smaller hamlets within the county.
- In the County of Newell (Manufactured Home no land) values have increased, while County acreages and First Farm Residences have decreased.

<sup>122</sup> City of Brooks and County of Newell. 2014, 2017 and 2022 Assessments

<sup>123</sup> March 8, 2023 Email from Ryan Vogt, Benchmark Assessment Consultants Inc. 2022 Assessments for Bassano, Duchess, Rosemary and Brooks

- Average Assessment values have decreased in the past five years by 5.6% in the City of Brooks but remain slightly higher than that in 2011.
- Assessment values have decreased significantly in Lake Newell Resort (-15%), and Bow City (-19%).

The 2022 median single residential assessments (excluding condominiums) for Calgary is **\$485,000** compared to **\$430,000** in 2018. 2023 was even higher at **\$555,000**.<sup>124</sup>

### Employment

The Brooks-Newell Region Quality of Life #3 survey respondents were generally satisfied with Employment in the region with 46.3% Overall Satisfaction measure compared to 44.6% in 2017. In addition, another 35.1% responded with a Neutral measure (30.7% in 2017). Only 18.3% were Somewhat to Very Dissatisfied with Employment, down about 5% from 24.7% in 2017.

Ten years previous, the 2013 Quality of Life survey respondents were only 14.1% Dissatisfied with Employment. Despite COVID-19, the improvement in Employment Satisfaction in 2022 compared to that in 2017 could be due to some improvement in the Oil and Gas industry as a whole and the increased availability of government financial support since the beginning of the pandemic. The Dissatisfaction increase in the past five years could derive from lack of advancement opportunity or lack of access to employment options within the region.

**Employment** capabilities of the Brooks-Newell Region may be examined through the Canada Census 2021.<sup>125</sup> The total Labour Force in the Brooks-Newell Region is down by 3.5% from that in 2016 with a total Labour Force Population aged 15 years and over at 12,675 individuals. 61% of the Labour Force is in the City of Brooks where Manufacturing and Utility jobs are the most common. The largest Occupational Category in all of the smaller communities was Trades, Transport and Equipment Operators.

Total Number of Occupations by Municipality 2021		
	Number of Occupations	Top Occupational Category
<b>Bassano</b>	615	Trades, transport and equipment operators and related occupations
<b>Brooks</b>	7,705	Manufacturing and Utilities
<b>County of Newell</b>	3,645	Agriculture and related occupations
<b>Duchess</b>	510	Trades, transport and equipment operators and related occupations
<b>Rosemary</b>	145	Trades, transport and equipment operators and related occupations
<b>Region Total</b>	12,675	Sales and Service Occupations

Source: 2021 Canadian Census (Statistics Canada)

The 2021 census also indicates that the regional Unemployment Rate varies by community with the lowest rate of 7% in the County of Newell and the highest rate in the Town of Bassano at 17.1%. In 2021, the Unemployment Rate for Alberta was 11.5% while that for Canada was 10.3%; by February 2023, the

<sup>124</sup> <https://www.cbc.ca/news/canada/calgary/city-of-calgary-property-assessments-1.6703507>

<sup>125</sup> 2021 Canadian Census (Statistics Canada)

Unemployment Rate for Alberta had decreased to 5.8%, down from a high of 15.3% in May of 2020 near the time of the beginning of the COVID-19 Pandemic in March 2022.

Census data shows that in 2021 when the pandemic was in its second year, only 55% of the working population in the region were working fulltime, slightly higher than the Alberta average of 52%. Data also reveals that 61% of men were working full time compared to 48% of women.

The Unemployment Rate for young men continues to be significantly higher than for the Unemployment Rate for the population as a whole. Alberta's Unemployment Rate for males aged 15 to 24 in early 2023 was 11.1%, down from 14.6 per cent in March 2018, which was significantly higher than the province's Overall Unemployment Rate (includes all age groups and genders) at 6%.<sup>126</sup>

### **The Future of Work**

Work continues to change rapidly. The introduction and switch to digital knowledge happened quickly for many during the pandemic and has not reversed its course or been modified in many workplaces. The effects of the pandemic and the phenomenon of the "great resignation" has altered employment across Canada, including the Brooks-Newell Region.<sup>127</sup> There has been shifts in working from home, technology advancement, as well as Science, technology, engineering and mathematics (STEM) and Trades worker shortages. The World Economic Forum believes many of these changes were initiated well before the pandemic, but were expedited due to this event.<sup>128</sup>

In early 2023, Forbes.com posted the top 5 job skills for future work or employment.<sup>129</sup> Not surprisingly, these include skills in data and in technology.

- Emotional intelligence
- Creative thinking
- Flexibility
- Data literacy
- Tech savviness

### **Self-Employment**

There are 180 more self-employed individuals in the Brooks-Newell Region than 5 years ago. The total number of self-employed workers in the Brooks-Newell Region increased in 2021 to 2250 or 18.8% of the total employment pool in comparison to 15.8% in 2016. This is also an increase from 2130 self-employed persons in 2011.

### **Top Occupations for the Employed Labour Force - National Occupational Classification (NOC)**

Within the Brooks-Newell Region, the top three occupations have remained unchanged since 2016. These occupations include Sales and service occupations, Trades, transport and equipment operators and related occupations, and Occupations in Manufacturing and Utilities (see table below). For Alberta the Top Three Occupations are close to the Brooks-Newell Region and have not changed since 2016: Sales and Service Occupations and Trades, transport and equipment operators & related occupations and Business; Finance and Administration occupations.

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<sup>126</sup> Alberta Labour Force Statistics: Seasonably Adjusted January 2023

<sup>127</sup> <https://www.weforum.org/agenda/2021/11/what-is-the-great-resignation-and-what-can-we-learn-from-it/>

<sup>128</sup> <https://www.weforum.org/agenda/2022/09/five-trends-endure-world-of-work/>

<sup>129</sup> <https://www.forbes.com/sites/bernardmarr/2019/11/04/the-5-most-important-job-skills-for-the-future/?sh=3679f3274a8d>

**Top Occupations for the Employed Labour Force (2021)**

National Occupational Category	Brooks-Newell Region			Alberta		
	# of jobs	% of total labour	Rank	# of jobs	% of total labour	Rank
<b>6 Sales and service occupations</b>	2430	19.2%	1	538930	23.5%	1
<b>7 Trades; transport and equipment operators and related occupations</b>	2340	18.5%	2	441955	19.3%	2
<b>9. Occupation in manufacturing and utilities</b>	2280	18.0%	3	83895	3.7%	8

Source: 2021 Canadian Census (Statistics Canada)

However, the number of occupations in Manufacturing has increased by 410 jobs since 2016 while occupations in Sales and Service jobs have remained relatively steady. All three occupation categories comprise a larger percentage of the total Labour Force when compared to 2016.

**Brooks-Newell Region Top Occupations for the Employed Labour Force Comparison 2021 to 2016**

National Occupational Category	2021		2016	
	# of jobs	% of total labour	# of jobs	% of total labour
<b>6 Sales and service occupations</b>	2430	19.2%	2440	18.9%
<b>7 Trades; transport and equipment operators and related occupations</b>	2340	18.5%	2280	17.7%
<b>9. Occupation in manufacturing and utilities</b>	2280	18.0%	1870	14.5%

Source: 2021 Canadian Census (Statistics Canada)



The City of Brooks is the service center for the region with its main occupations in Sales and Service. The County of Newell, including all its Hamlets, has Agricultural and related occupations as its Top Occupation Category, while all of the smaller communities have many Trades, transport and equipment operators numbers.

Total Number of Occupations by Municipality 2021		
	Number of Occupations	Top Occupational Category
<b>Bassano</b>	615	Trades, transport and equipment operators and related occupations
<b>Brooks</b>	7,705	Manufacturing and Utilities
<b>County of Newell</b>	3,645	Agriculture and related occupations
<b>Duchess</b>	510	Trades, transport and equipment operators and related occupations
<b>Rosemary</b>	145	Trades, transport and equipment operators and related occupations
<b>Region Total</b>	12,620	Sales and Service Occupations

Source: 2021 Canadian Census (Statistics Canada)

### Industries for the Employed Labour Force

There hasn't been a change to Alberta's main labour industries since 2011. However, in the Brooks-Newell Region, substantial industry change has occurred. Mining, Quarrying and oil and Gas Extraction category continues to diminish in importance within the Region. In 2011, Mining, Quarrying and Oil and Gas Extraction utilized the largest portion of the regional Labour Force, followed by Manufacturing, and Educational Services. By 2016, the Oil Industry Labour Force had decreased, settling in third place with Manufacturing and Agriculture as the top two industries. In 2021, Quarrying, Oil and Gas Extraction industry has declined to 5<sup>th</sup> place measured by total Labour Force within that industry for the Region with only 995 jobs compared to 1280 in 2016 and 1840 jobs in 2011. This is a total reduction of 46% of labour within this one industry.

Communities within the Brooks-Newell Region have different industry strengths. Yet, for the whole region, the dominant industry is manufacturing with a total labour force of 2580 jobs, nearly double in size of the second top industry – Agriculture – with 1340 jobs.

Top Industries by Municipalities (as a % of community labour force)		
	#1 Industry	#2 Industry
<b>Bassano</b>	Transportation and Warehousing	Manufacturing/Construction
<b>Brooks</b>	Manufacturing	Retail Trade
<b>County of Newell</b>	Agriculture	Mining and Oil and Gas Extraction
<b>Duchess</b>	Health	Mining and Oil and Gas Extraction
<b>Rosemary</b>	Retail Trade	Manufacturing/Oil and Gas Extraction
<b>Region Total</b>	Manufacturing	Agriculture

Source: 2021 Canadian Census (Statistics Canada)

**Note:** Two industries for Bassano and Rosemary had the same number of jobs in second place.

As can be seen in the table below for 2021, the Brooks-Newell Region has some industry groups with substantial differences in labour talent compared to the Province and Canada. Such examples in labour include:

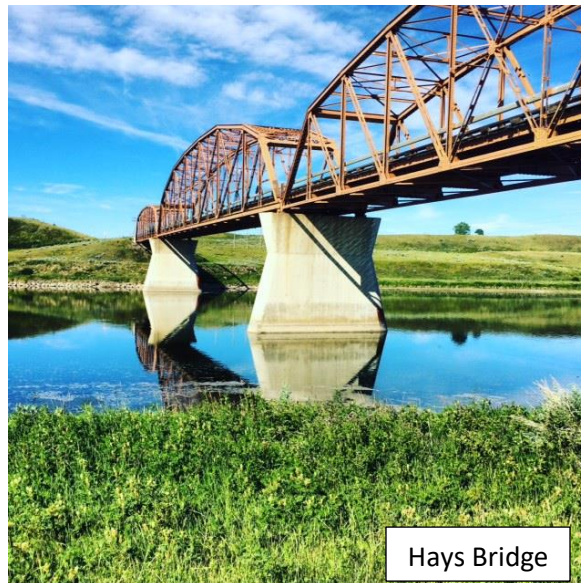


- Manufacturing: 20.4% (15.2% higher than Alberta and 12.4% higher than Canada). This is also an increase of 4.7% of total industry compared to that in 2016 (15.6%)
- Agriculture: 11.04% (8.26% higher than Alberta and 8.66% higher than Canada)
- Mining and Oil and Gas Extraction: 7.8% (2.9% higher than Alberta and 6.6% higher than Canada). This is a decrease of the total industry in 2016 (9.7%)

Some areas where the Brooks-Newell Region is comparative to Alberta and Canada include the industries of Educational Services, Utilities and Other Services (except Public Administration).

Though there was a small percentage of a Management of Companies industry in 2016, there are no Management of Companies within the Brooks-Newell Region in 2021. Other industries with limited representation include Information and Cultural, Real Estate and Utilities. Other areas where the Region is less competitive compared to Alberta and Canada include:

- Construction: 6.3% (2.9% lower than Alberta and 1.3% lower than Canada)
- Retail Trade: 9.8% (1.2% lower than Alberta and 1.3% lower than Canada). The Retail Trade industry has increased as a percentage of total industry from 2016 (8.8%)
- Professional; scientific and technical services 2.6% (5.1% lower than Alberta and 5.5% lower than Canada). With the downsizing of the Crop Diversification Center South in 2019 and 2020 which employed a number of agricultural researchers and technicians, this industry has decreased from 3.4% of total industry in 2016.



Hays Bridge

Quality of Life #3, 2022: Brooks-Newell Region

2021	Brooks-Newell Region		Alberta		Canada	
	Number	% of total	Number	% of total	Number	% of total
<b>Total Labour Force population aged 15 years and over by Industry - North American Industry Classification System (NAICS) 2012 - 25% sample data</b>	12675		2295380		19310340	
<b>Industry - NAICS2012 - not applicable</b>	325	2.56%	70455	3.07%	486865	2.52%
<b>All industry categories</b>	12345		2224920		18823480	
<b>11 Agriculture; forestry; fishing and hunting</b>	1340	10.57%	63965	2.79%	434800	2.25%
<b>21 Mining; quarrying; and oil and gas extraction</b>	995	7.85%	112890	4.92%	239030	1.24%
<b>22 Utilities</b>	100	0.79%	22630	0.99%	147750	0.77%
<b>23 Construction</b>	795	6.27%	210350	9.16%	1469085	7.61%
<b>31-33 Manufacturing</b>	2580	20.36%	118890	5.18%	1540490	7.98%
<b>41 Wholesale trade</b>	340	2.68%	71580	3.12%	610295	3.16%
<b>44-45 Retail trade</b>	1245	9.82%	253030	11.02%	2149640	11.13%
<b>48-49 Transportation and warehousing</b>	420	3.31%	128410	5.59%	981030	5.08%
<b>51 Information and cultural industries</b>	35	0.28%	28680	1.25%	400460	2.07%
<b>52 Finance and insurance</b>	200	1.58%	68355	2.98%	815225	4.22%
<b>53 Real estate and rental and leasing</b>	95	0.75%	39400	1.72%	343940	1.78%
<b>54 Professional; scientific and technical services</b>	330	2.60%	177895	7.75%	1571160	8.14%
<b>55 Management of companies and enterprises</b>	0	0.00%	4420	0.19%	45455	0.24%
<b>56 Administrative and support; waste management and remediation services</b>	310	2.45%	91750	4.00%	792600	4.10%
<b>61 Educational services</b>	800	6.31%	149170	6.50%	1413320	7.32%
<b>62 Health care and social assistance</b>	1125	8.88%	285090	12.42%	2446370	12.67%
<b>71 Arts; entertainment and recreation</b>	140	1.10%	42685	1.86%	350710	1.82%
<b>72 Accommodation and food services</b>	545	4.30%	132930	5.79%	1085270	5.62%
<b>81 Other services (except public administration)</b>	635	5.01%	104530	4.55%	797935	4.13%
<b>91 Public administration</b>	295	2.33%	118270	5.15%	1188915	6.16%

Source: 2021 Canadian Census (Statistics Canada)

### State of the Brooks-Newell Region Economy

The state of the Brooks-Newell Region is dependent on a few major industries and key select areas of targeted growth by local government. Manufacturing, particularly in food processing has become the dominant industry surpassing both agriculture and Oil and Gas refining. However, most wholesale trade is related to servicing the Agricultural community or the Oil and Gas sector. Despite these large dominant industries, there are smaller more emerging industries that are starting to embrace change as it relates to diversification including tourism, health services and utilities (solar power).

The JBS Canada Foods Ltd. Meatpacking Plant in Brooks is by far the largest employer in the region with approximately 2500 direct employees. This employer has a significant, positive economic and social impact on the communities in the area with employees from across the world working at the plant. This workforce has enriched the diversity and rich fabric of the Brooks-Newell Region.

Increasingly, the business community reflects the diversity of area residents as newcomers to the area open new businesses and try to create new opportunities for themselves after having located to the Brooks-Newell Region. Newcomer business owners from outside the region have also expanded their businesses to the area.

### Agriculture

Agriculture is a major industry in the Brooks-Newell Region and is heavily supported by many local wholesalers, professionals, and industries. Total gross farm receipts generated in the Region in the 2021 Census of Agriculture were an impressive \$713 million, a 36% increase from the previous (2016) census. This is equivalent to 3.2% of the total Alberta Farm gross receipts coming from 1.8% of the total farms in Alberta. Revenue per farm exceeded \$1 million on average, compared to \$558,000 for the province as a whole. As well as generating higher than average revenues, farms tend to be larger in the Region compared to the province as a whole. For example, for the farm size of 3,520 acres and over, Newell is 4% higher than the Alberta average. As farms consolidate, average farm size measured by area or income continues to grow.

<b>Alberta and Newell County, operating revenues, Census of Agriculture, 2021</b>		
Total operating revenues, excluding forest products	<b>Alberta</b>	<b>Newell County, Alberta</b>
Number of farms reporting	39,809	708
Dollars	\$22,215,643,470	\$712,944,631

Source: Statistics Canada, Table 32-10-0240-01

Prepared by: Alberta Agriculture and Irrigation, Intergovernmental and Trade Relations Branch, Statistics and Data Development Section

<b>Farms by Total Farm Area</b>				
	Newell	% Dist.	Alberta	% Dist.
Total number of farms	727		41505	
Farms under 10 acres	17	2.34%	1050	2.53%
Farms 10 to 69 acres	54	7.43%	3865	9.31%
Farms 70 to 129 acres	64	8.80%	3132	7.55%
Farms 130 to 179 acres	90	12.38%	6200	14.94%
Farms 180 to 239 acres	28	3.85%	1424	3.43%
Farms 240 to 399 acres	90	12.38%	5094	12.27%
Farms 400 to 559 acres	74	10.18%	3462	8.34%
Farms 560 to 759 acres	47	6.46%	2974	7.17%
Farms 760 to 1,119 acres	63	8.67%	3466	8.35%
Farms 1,120 to 1,599 acres	52	7.15%	2919	7.03%
Farms 1,600 to 2,239 acres	29	3.99%	2465	5.94%
Farms 2,240 to 2,879 acres	27	3.71%	1500	3.61%
Farms 2,880 to 3,519 acres	11	1.51%	979	2.36%
Farms 3,520 acres and over	81	11.14%	2975	7.17%

Source: 2021 Canadian Census (Statistics Canada)

<b>Alberta and Newell County, farms classified by total operating revenues Census of Agriculture, 2021</b>		
	<b>Alberta</b>	<b>Newell County, Alberta</b>
	<b>Number of Farms</b>	
<b>Total number of farms</b>	<b>41,505</b>	<b>727</b>
\$0	1,696	19
\$1 to \$9,999	5,577	46
\$10,000 to \$24,999	5,701	56
\$25,000 to \$49,999	5,222	53
\$50,000 to \$99,999	5,444	92
\$100,000 to \$249,999	6,642	144
\$250,000 to \$499,999	4,212	136
\$500,000 to \$999,999	3,256	89
\$1,000,000 to \$1,999,999	2,104	37
\$2,000,000 and over	1,651	55

Source: Statistics Canada, Table 32-10-0239-01

Prepared by: Alberta Agriculture and Irrigation, Intergovernmental and Trade Relations Branch, Statistics and Data Development Section

Compared to Alberta as a whole, more farms in the County of Newell tend to be in the higher revenue classes from \$100,000 and higher. The most common revenue range is between \$100,000 and \$500,000 but there are 55 farms grossing over \$2 million. In Newell there are more full-time farmers compared to the rest of the province, where much of the land is farmed on a part time basis. Full time farmers tend to operate farms generating \$500,000 or more in gross sales, as smaller operations do not provide sufficient net income for a family to live.

The following table examines the work characteristics of farm operators based on 2021 census data. There are some important differences when comparing County of Newell farmers to all operators in the province. 24% of County farmers work less than 20 hours per week on their farms, while in Alberta, this group constitutes 32% of total farmers. Also, 48% of farmers in the County work more than 40 hours per week on the farm compared to 36% for the province. As a corollary, County of Newell farmers tend to spend slightly fewer hours per week on paid off-farm employment.

There are several hundred paid agricultural workers in the County, making primary agriculture a significant employer. As outlined in the table, the attributes of paid agricultural labor in Newell are similar to the province as a whole. As might be expected, a significant number of the workers are family members. Part time or seasonal work is also important to the sustainability of the agriculture industry.

<b>Alberta and Newell County, characteristics of farm operators: farm work and other paid work, Census of Agriculture 2021</b>		
<b>On average farm work and other paid work</b>	<b>Alberta</b>	<b>Newell County, Alberta</b>
	Farm operators	
Total number of farm operators	57,200	1,040
Farm work - less than 20 hours per week	18,520	245
Farm work - 20 to 29 hours work per week	9,670	160
Farm work - 30 to 40 hours work per week	8,545	135
Farm work - more than 40 hours work per week	20,470	500
Other paid work - 0 hours per week	29,140	585
Other paid work - less than 20 hours per week	6,440	105
Other paid work - 20 to 29 hours per week	3,540	60
Other paid work - 30 to 40 hours per week	9,185	150
Other paid work - more than 40 hours per week	8,890	140

Source: Statistics Canada, Table 32-10-0382-01

Prepared by: Alberta Agriculture and Irrigation, Intergovernmental and Trade Relations Branch, Statistics and Data Development Section

<b>Alberta and Newell County, paid labour, Census of Agriculture, 2021</b>				
	<b>Alberta</b>		<b>Newell County</b>	
	<i>Number of farms reporting</i>	<i>Number</i>	<i>Number of farms reporting</i>	<i>Number</i>
Full-time workers (year-round)	4,034	15,701	112	342
Part-time workers (year-round)	1,734	5,267	46	216
Seasonal or temporary workers	2,106	8,633	45	167
Agricultural workers, total	5,462	29,600	143	724
Agricultural workers, family members	3,719	10,055	98	242

Source: Statistics Canada, Table 32-10-0243-01

Prepared by: Alberta Agriculture and Irrigation, Intergovernmental and Trade Relations Branch, Statistics and Data Development Section

The crops in the County of Newell and the province show a similar mix, with a few noteworthy differences. Wheat is the top crop both in the province and the county. Canola is a close second in both jurisdictions, and has increased in importance as a cash crop in Western Canada. Barley, grown for feed or for malting, rounds out the top three. In the County, alfalfa and other tame hay and fodder attracts a relatively larger area than for the province as whole, because of the large cattle population in the Region. Corn is a more common crop in the County of Newell than in the province, primarily because of the demand for silage and grain corn from the cattle

feeding industry. The acreage of corn continues to grow over time, and new varieties suitable for the local growing season are regularly introduced. The Brooks-Newell Region is an important area for the production of forage seed, primarily alfalfa. Another significant and high value crop grown in the County is potatoes, grown under irrigation primarily in the southern parts of the region.

<b>County of Newell, Major Field Crop and Hay Area</b>		
	# of farms reporting	# of acres
Spring wheat (excluding durum)	205	111947
Canola (rapeseed)	205	73887
Barley	162	53510
Alfalfa and alfalfa mixtures	290	49732
Dry field peas	58	25611
All other tame hay and fodder crops	126	22291
Corn	76	16605
Lentils	18	12011
Forage Seed - to be harvested for seed	63	10162
Flaxseed	43	8089
Oats	37	5351
Potatoes	11	4023

Source: Census of Agriculture 2021, (Statistics Canada)

Cattle is a big part of the agriculture business in the County of Newell, with the area home to one of the largest feedlots and beef packing plants in the country, also the largest single employer in the Region. More than 4% of the cattle in Alberta are found in the County of Newell, according to the Census of Agriculture. More than 10% of the steers in the province were in the County in 2021, attesting to the importance of the cattle feeding sector. In both Alberta and the County the population of cattle exceeds the human population. In County of Newell, the cattle population exceeds the human population more than ten-fold!

<b>Alberta and Newell County, cattle inventory on farms, Census of Agriculture 2021</b>				
	<b>Alberta</b>		<b>Newell County, Alberta</b>	
	<i>Number of farms reporting</i>	<i>Number of animals</i>	<i>Number of farms reporting</i>	<i>Number of animals</i>
Total cattle	21,562	5,458,372	425	235,200
Calves (under 1 year)	18,743	1,726,075	372	46,915
Steers	7,358	975,015	132	100,297
Heifers, total	14,358	906,172	272	26,340
Cows, total	19,060	1,751,151	378	58,363
Bulls	15,033	99,959	291	3,285

Source: Statistics Canada, Table 32-10-0370-01

Prepared by: Alberta Agriculture and Irrigation, Intergovernmental and Trade Relations Branch, Statistics and Data Development Section

Newell is home to a large number of bee hives, both for honey production and pollinators for seed production. Specifically, almost 8% of Alberta's honey bees are found here and about one-third of the leaf cutter bees, which are important for pollinating crops such as alfalfa seed and hybrid canola for seed.

Alberta and Newell County, bees, Census of Agriculture, 2021				
	Alberta		Newell County, Alberta	
	<i>Number of farms reporting</i>	<i>Number</i>	<i>Number of farms reporting</i>	<i>Number</i>
Bees				
Honeybees, live colonies	658	324,311	10	25,239
Other pollinating bees, gallons	99	118,124	49	38,357

Source: Statistics Canada, Table 32-10-0378-01

Prepared by: Alberta Agriculture and Irrigation, Intergovernmental and Trade Relations Branch, Statistics and Data Development Section

## Energy Sector

The oil and gas sector in Brooks has been supplemented with several solar power installations in the past five years, as well as some major new solar installations in the works. As a result, Newell is becoming an important player in all forms of energy, including solar renewables. The region is crossed by major transmission lines and enjoys 2400 hours of sunshine per year, one of the highest in Canada, making it attractive for solar development. The largest farm currently under development (Brooks Solar Farm) is 360MW, will cost an estimated \$500 million to develop and is located west of Brooks near Highway 36. When completed, it will be the second largest solar installation in Canada, powering the equivalent of 90,000 homes at full capacity. A larger installation is in the approval process (Luna Solar Project). Each of two phases will bring on 465MW of capacity for a total of over 900MW, by far the largest array in Canada, when completed several years from now.<sup>130</sup>

The county of Newell remains a major center for conventional energy production, although many of the 20,000 or so wells are approaching the end of their lifespan resulting in employment in well closures and reclamation in recent years. Still, there is significant activity in new drilling and development in the region, bolstered by a recent improvement in prices for oil in particular. The drilling of new wells (well count) fluctuates with economic conditions in the energy industry. For example, the rig count was 56 in 2020 but rebounded to 96 in 2021. Peak well count in recent years was 190 in 2019.<sup>131</sup>

According to the County of Newell, nine of the top ten taxpayers in the county are in the oil and gas industry, while the tenth and most important is the JBS Meat Packing plant and associated businesses.<sup>132</sup> Solar installations are expected to generate significant tax revenue once in operation.

Natural gas reserves in Newell are enormous, the second largest of any municipality in Alberta. However, they have declined by 19.6% in the most recent five-year period for which we have data, from 2017 to 2021 (Alberta

<sup>130</sup> <https://majorprojects.alberta.ca/details/Luna-Solar-Project-Phase-One/10712>

<sup>131</sup> <https://regionaldashboard.alberta.ca/region/newell-county/#/>

<sup>132</sup> <https://amsapw.ca/resources/Documents/Roadrunner/COUNTY%20OF%20NEWELL.pdf>



Energy Regulator).<sup>133</sup> Reserves were 56.9B cubic meters in 2017, dropping to 52.1B in 2021. Natural gas production has declined in the same period from 3.8B in 2017 to 3.2B in 2021, still the seventh highest in the province.<sup>134</sup>

### **Manufacturing**

The industry with the largest total employment in the Region is Manufacturing, the mechanical, physical, or chemical transformation of a product. The two dominate types of manufacturing in the Newell Region include food processing and metal fabrication.

The food processing in the region is a result of the successful agricultural industry, primarily in cattle production. The largest single manufacturer in the Region is JBS Food Canada, a meat processing facility, which employs over 2,800 team members and is a massive economic driver for the Region. With nearly 25% of the region's total labour force JBS Canada supports other industries within the region with its requirements in janitorial services, skilled trades, agriculture, technology, and transportation. Located just west of Brooks in the County of Newell, the facility processes over 1 million head of cattle per year, or 4,200 per day. It is estimated that their facility contributes \$3 billion to the regional GDP annually.<sup>135</sup>

There are smaller meat processing facilities in each of Duchess, Rosemary, and Brooks. As well the craft breweries and the craft distillery (located in the hamlet of Rolling Hills) also fall under food processing.

The metal Fabrication and Machinery industry has derived from the needs of the oil and industry in the area producing and servicing the needed piping, shelters, boilers and other equipment required for extraction. More recently some of these businesses have expanded into decorative fabrication, producing fire pits, metal signage and lawn décor. Within the region there is also a plastics manufacturer and two transportation equipment manufacturers. The majority of these businesses are located in the industrial developments within the City of Brooks, but several are scattered throughout the region in the smaller municipalities and the County itself where lower tax rates and larger lot sizes are beneficial to the business.

### **Tourism**

Tourism is a small, but stable industry in the Newell Region. Tourism was impacted by the Covid-19 pandemic which limited travel and indoor cultural and recreational activities, but activity appears to be improving since March 2022 when all restrictions were lifted in the province. While tourism is an important sector in the economy, the impacts are difficult to estimate. Much of the employment is either indirect, in the service sector (hotels, restaurants etc.), or seasonal at the main tourist locations.

Utilizing the NAICS categories of Arts, Entertainment and Recreation, Accommodation and Food Services, as well as Information and Cultural Industries, labour in Tourism comprised about 5.8% of total employment in 2021, this is a reduction in the labour for these industries in 2016 by 2.0%.<sup>136</sup>

Tourism is dominated by the many outdoor recreational opportunities due to the large irrigation reservoirs which have allowed for the development of a variety of camping, beach and water activities. Newell Region is home to Lake Newell which is one of the largest man-made lakes in Alberta. There are 19 campgrounds and 3 provincial parks in the Newell Region which cater to recreational boaters, hunters, fishermen, hikers and provide a wide variety of outdoors activities.

<sup>133</sup> <https://regionaldashboard.alberta.ca/region/newell-county/#/>

<sup>134</sup> <https://regionaldashboard.alberta.ca/region/newell-county/#/>

<sup>135</sup> <https://www.brooksregion.ca/key-industries/manufacturing>

<sup>136</sup> 2021 Canadian Census (Statistics Canada)



About 48 km northeast of the City of Brooks, a UNESCO World Heritage Site - Dinosaur Provincial Park is one of the richest fossil bone beds in the world is a major attraction for international and Alberta visitors.<sup>137</sup> Other important attractions include the Rodeo circuits with annual events in Brooks, Patricia and Bassano and indoor events at the Silver Sage Community Corral. Rural venues such as the White Barn Fun Farm, the Brooks Corn Maze and Pivot Spirits Distillery provide urbanites a chance to connect with agriculture. In the fall season, both bird and big game hunting draw visitors from across Alberta and further afield.

Sports enthusiasts can enjoy the AJHL Brooks Bandits playing in the modern Centennial Regional Arena, and the Brooks Bombers playing semi-professional baseball at a recently built ball diamond in Brooks. Several golf courses, curling clubs, and arenas are scattered across the region, also drawing regular visits.

The **Brooks Region Tourism Association** does an excellent job at increasing the awareness and developing programs to help enhance the visitor experience in Newell.<sup>138</sup> Such advancements have increased the perception as the Newell region as a place to visit and enjoy activities. The **Newell Regional Tourism Association (NRTA)**, a local Destination Marketing Fund (DMF) markets, and promotes visitor experiences in Newell.

### **Brooks-Newell Regional Economic Development Partnership<sup>139</sup>**

Economic development initiatives are overseen by a Joint Services Committee that is comprised of the Chief Elected Officials of each of the Municipalities in the Region, as well representatives from the Eastern Irrigation District and Grasslands Regional Schools. The Joint Services Committee has developed a set of Strategic Focus Areas, which include Entrepreneurship, Business Retention and Expansion, Investment Readiness and Attraction, Branding and Marketing/Promotions. City of Brooks staff members are responsible for coordinating the Brooks-Newell Region economic development efforts and implementing activities. Working in partnership with others, the Economic Development team actively implements programs and projects which increase capacity in each of the strategic areas.



<sup>137</sup> <https://www.albertaparks.ca/parks/south/dinosaur-pp/>

<sup>138</sup> <https://brooksregiontourism.com/regions/county-of-newell/>

<sup>139</sup> <https://www.brooks.ca/485/Economic-Development>

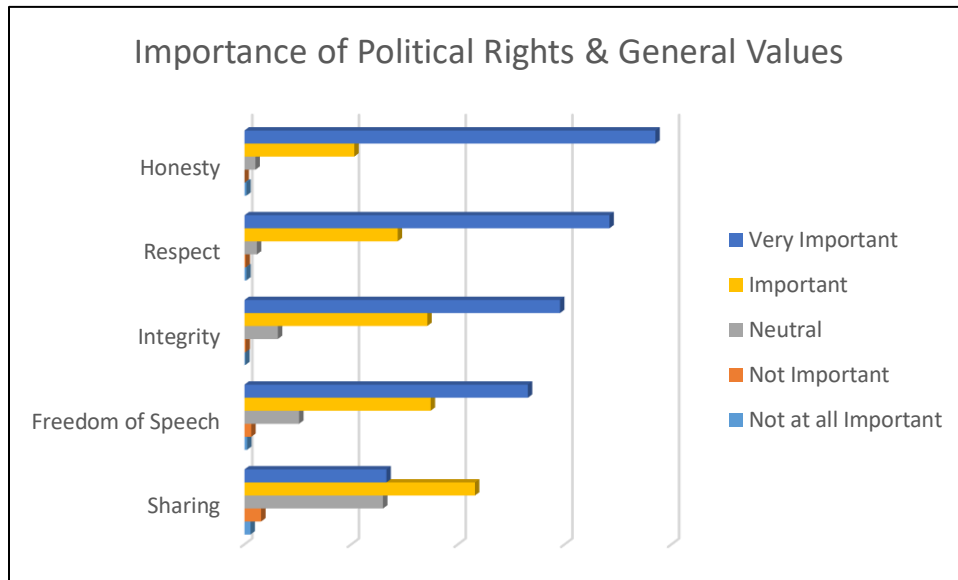
**NEGATIVE GAP: POLITICAL RIGHTS AND GENERAL VALUES Factor**

**Ranked #7 for Level of Importance and #9 for Level of Satisfaction**

This Factor was defined with the following variables:

QUALITY OF LIFE	QUALITY OF PLACE
Importance Variables	Satisfaction Variables
Honesty	English as a Second Language
Respect	Discrimination
Integrity	Immigration
Freedom of Speech	
Sharing	

**Importance of Political Rights and General Values Variables**

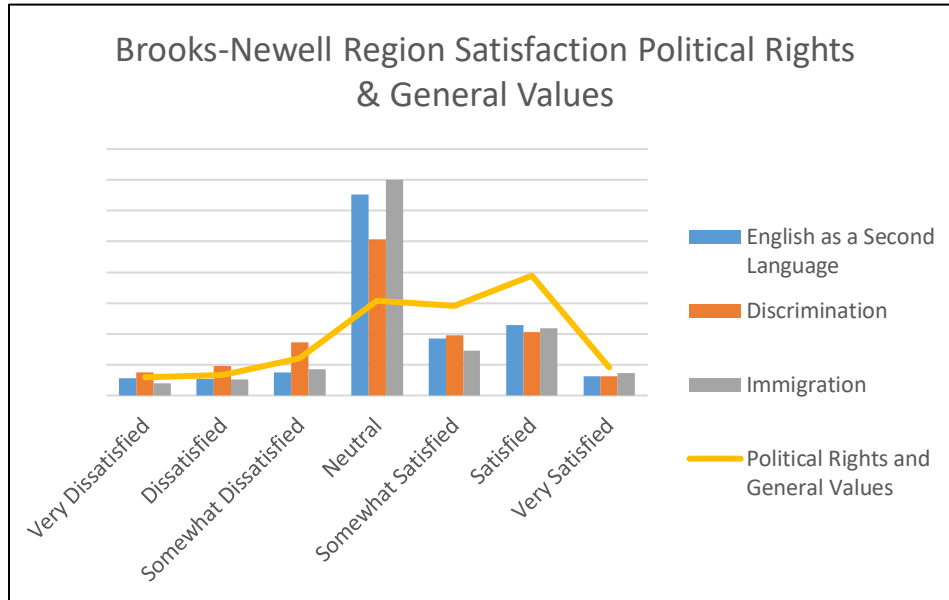


**FINDINGS:**

- Respondents were nearly 100% in agreement that **Honesty** (97.6%) and **Respect** (97.1%) were Very Important to Important.
- **Integrity** had an Overall Importance of 93.4% for this study.
- The Importance of **Sharing** had significantly more Neutral responses (26%), similar to 2017 and 2013.
- **Honesty** had the most Very Important responses at 77%. While high, this response is still a decrease from the 2013 response of 82.5%.
- 68.4% of respondents thought **Respect** was Very Important compared to 67.7% in 2017 and 71.6% in 2013.
- 59.1% of respondents thought **Integrity** was Very Important compared to 53% in 2017 and 57.5% in 2013.
- 53.1% of respondents thought **Freedom of Speech** was Very important compared to 55.3% in 2017 55.1% in 2013.
- 26.6% of respondents thought **Sharing** was Very Important compared to 26% in 2017 and 32% in 2013.

**Overall Satisfaction with *Political Rights and General Values* Factor was 58.2% (2017: 67.3%; 2013: 67.4%).**

### Satisfaction with Political Rights and General Values Variables



#### FINDINGS:

- English as a Second Language** had an Overall Satisfaction level of 36.2% (475), which is a decrease from 41.6% (539) in 2017 and 40.3% 2013. 4.7% (62) were Very Satisfied, 17.4% (228) were Satisfied and 14.1% (185) were Somewhat Satisfied. In 2017, 6.7% (87) were Very Satisfied, 19.8% (257) were Satisfied, and 15% (195) were Somewhat Satisfied. The percentages for 2013 were 7, 18.4 and 15, respectively. 49.7% (652) were Neutral, 5.6% (74) were Somewhat Dissatisfied, 4.1% (54) were Dissatisfied, and 4.3% (57) were Very Dissatisfied. In 2017, 42.2% (547) were Neutral, 6.5% (84) were Somewhat Dissatisfied, 4.7% (61) were Dissatisfied, and 5.1% (66) were Very Dissatisfied. The percentages for 2013 were 39, 7.2, 5.3 and 7.8, respectively.
- Discrimination** had an Overall Satisfaction level of 35.3% (464), which is a decrease from 41.4% (535) in 2017 and 40% for the 2013. 4.8% (63) were Very Satisfied, 15.6% (205) were Satisfied, and 14.9% (196) were Somewhat Satisfied. In 2017, 5.3% (68) were Very Satisfied, 19.4% (250) were Satisfied, and 16.8% (217) were Somewhat Satisfied. The percentages for 2013 were 17.9, 17.9 and 17 respectively. 38.7% (508) were Neutral, 13.1% (172) were Somewhat Dissatisfied, 7.2% (95) were Dissatisfied, and 5.6% (74) were Very Dissatisfied. In 2017, 35.3% (456) were Neutral, 11.5% (148) were Somewhat Dissatisfied, 7.1% (91) were Dissatisfied, and 4.7% (61) were Very Dissatisfied. The percentages for 2013 were 36.8, 12.6, 5.7 and 7.8 respectively.
- Immigration** had an Overall Satisfaction level of 33.2% (436), which is a decrease from 38.2% (493) in 2017, but an increased from 32.6% in 2013. 5.5% (72) were Vey Satisfied, 16.7% (219) were Satisfied, and 11% (145) were Somewhat Satisfied. In 2017, 5.7% (74) were Very Satisfied, 19.5% (252) were

Satisfied, and 12.9% (167) were Somewhat Satisfied. The percentages for 2013 were 5.5, 14.3 and 12.7 respectively. 53.3% (701) were Neutral, 6.5% (86) were Somewhat Dissatisfied, 4% (52) were Dissatisfied, and 3% (40) were Very Dissatisfied. In 2017, 46.3% (598) were Neutral, 7.2% (93) were Somewhat Dissatisfied, 3.8% (49) were Dissatisfied, and 4.5% (58) were Very Dissatisfied. The percentages for 2013 were 47.7, 7.4, 6 and 6.3 respectively.

- Although most respondents expressed some Satisfaction with English as a Second Language, Discrimination and Immigration, between 170 and 345 respondents expressed a level of Dissatisfaction (over 200 respondents expressed a level of Dissatisfaction in 2017 and 2013). 57 were Very Dissatisfied with English as a Second Language, 74 were Very Dissatisfied with Discrimination, and 40 were Very Dissatisfied with Immigration. In 2017, 66 were Very Dissatisfied with English as a Second Language, 61 were Very Dissatisfied with Discrimination, and 58 were Very Dissatisfied with Immigration. The numbers for 2013 were 83, 83 and 68 respectively. Although there has been slight improvement in the Very Dissatisfied category (except for Discrimination between 2017 and 2022), these results still suggest that some residents may be experiencing some difficulty in their community.

### ***English as a Second Language Programs {also called English Language Learning (ELL)}***

Respondents were generally Very Satisfied to Somewhat Satisfied (36.2) or Neutral (49.7%) with **English as a Second Language** (ESL) Programs. In 2017, 41.6% were Very Satisfied to Somewhat Satisfied, and 42.2% were Neutral. In 2013, the results were 40.3% and 42.2%, respectively.

The Brooks Community Adult Learning Council (BCALC) offers a variety of language programs. Their Language Instruction for Newcomers to Canada (LINC) is available for newcomers who are permanent residents (not Canadian citizens) and refugees who want English language instruction.<sup>140</sup> To qualify for LINC, applicants must be at least 16 years of age and have a Canadian Level Benchmarks (CLB) referral to determine placement into the most appropriate class.<sup>141</sup> The CLB levels offered by BCALC are pre-benchmark to level 4. There are currently 24 LINC classes, which are staggered three times a day to accommodate shift workers and focuses on a variety of themes and skills. BCALC also provides English Language Learning (ELL) classes for Temporary Foreign Workers, Permanent Residents and Canadian Citizens. On top of language programs, BCALC provides adult literacy courses (such as Canadian History for Newcomers to Canada and Numeracy Math Skills), technology courses and youth courses (such as babysitting and home alone).<sup>142</sup>

Medicine Hat College (MHC) – Brooks Campus offers an English as a Second Language for New Canadians (ESLC) program and LINC program. The ESLC program offers CLBs 4 through 6, and the LINC program offers CLBs 5-8.<sup>143,144</sup>

Employment opportunities are very limited for immigrants who do not speak English and French (to a lesser degree) in the City of Brooks. The Federal Government requires language proficiency in English or French, which amounts to taking a language test or other options, as part of the requirement for permanent residency and citizenship. The Family Sponsorship route to permanent residency (sponsoring a spouse, for example), however,

<sup>140</sup> <http://brooksllearning.ca/linc/>

<sup>141</sup> <http://brooksllearning.ca/linc/>

<sup>142</sup> <http://brooksllearning.ca/>

<sup>143</sup> <https://www.mhc.ab.ca/ProgramsandCourses/Academic-Programs/Programs-of-Study/English-as-a-Second-Language-for-New-Canadians>

<sup>144</sup> <https://www.mhc.ab.ca/ProgramsandCourses/Academic-Programs/Programs-of-Study/LINC>

does not require a language test for newcomers.<sup>145,146</sup> Eligible individuals aged 18 to 54 applying for citizenship must also provide evidence of language proficiency in English or French (unless it is waived due to a medical condition, such as a hearing impairment), but there are a variety of avenues for which this can be completed.<sup>147</sup> You must either show that you passed a third party language test, provide evidence that you attended or are currently attending a secondary or post-secondary English or French-speaking institution (either in Canada or abroad), or show that you were enrolled in a government-funded language training program and passed a CLB4 or higher. Some immigrants arrive in Canada with very little prior schooling due to certain circumstances (family responsibilities, conflict, poverty, etc.), and this may create challenges for them to obtain a level of English that gives access to better paying employment.<sup>148</sup> This may explain why the jobs available at the meat processing plant in Brooks are attractive to many immigrants due to the requirement of Basic English language skills rather than more advanced English required in other fields of employment.



**A Success Story!**

BCALC English  
Language Learning  
Students

**2022 Unemployment Rates for Immigrants aged 25 to 54 in Canada (All Education Levels):**

- Landed immigrants – 5.3%
- Immigrants, landed 5 or less years earlier – 7.7%
- Immigrants, landed more than 5 to 10 years earlier – 4.9%
- Immigrants, landed more than 10 years earlier – 4.6%
- Born in Canada – 3.9%<sup>149</sup>

**Discrimination**

Respondents were generally Neutral (38.7%) with 35.3% of respondents being Very Satisfied to Somewhat Satisfied. The results for 2017 were 35.5% and 41.4%, respectively totalling. The percentage for Neutral responses in the 2013 study was 36.8%, with satisfaction levels totaled 40%. In 2022, the percentage of

<sup>145</sup> <https://www.canada.ca/en/immigration-refugees-citizenship/services/immigrate-canada/family-sponsorship.html>

<sup>146</sup> To be a sponsor you must be at least 18 years old and a: Canadian citizen, registered in Canada as an Indian under the Canadian Indian Act, or a permanent resident of Canada living in Canada. If you are a Canadian citizen living outside Canada, you must show proof that you plan to live in Canada when person(s) you sponsor become a permanent resident.

<sup>147</sup> <https://www.canada.ca/en/immigration-refugees-citizenship/services/application/application-forms-guides/guide-0002-application-canadian-citizenship-under-subsection-5-1-adults-18-years-older.html#Step1>

<sup>148</sup> <https://www.cbc.ca/news/canada/calgary/immigrants-refugees-literacy-programs-calgary-1.4586908>

<sup>149</sup> <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410008701>

respondents who were Somewhat Dissatisfied to Very Dissatisfied was relatively high at 26%, which is an increase from 23.2% in 2017 and 25% in 2013.

Incidents of discrimination are a challenge to quantify in any community, but one accepted measure is the number of hate crimes reported by the police. “Police-reported hate crime is defined as a criminal violation against a person or property motivated by hate, based on race, national or ethnic origin, language, colour, religion, sex, age, mental or physical disability, sexual orientation or gender identity or expression, or any other similar factor. In addition to police-reported incidents that involve a hate crime motivation, there are four specific offences listed as hate propaganda and hate crimes in the *Criminal Code* of Canada: advocating genocide; incitement of hatred in a public place that is likely to lead to a breach of the peace [public incitement of hatred]; wilful promotion of hatred, all when directed against an identifiable group, and; mischief motivated by hate in relation to property primarily used for religious worship that, in late 2017, was expanded to include certain other kinds of property primarily used by an identifiable group. In addition, subparagraph 718.2(a)(i) of the *Criminal Code* allows for increased penalties when sentencing any criminal offence, such as assault or mischief, where there is evidence that the offence was motivated by bias, prejudice or hatred based on various criteria as set out in that subparagraph. These are also considered hate crimes.”<sup>150</sup>

### Hate Crime Rates in Canada (2020)

A rate of hate crime for selected groups was calculated to estimate the number of police-reported hate crime incidents per 100,000 individuals in the target population. This rate should not be interpreted as a victimization rate, as it also includes crimes where no direct victim was involved (e.g. public graffiti). Instead, it takes into account the fact that hate crimes not only affect their immediate victims, but also have an impact on the populations they target. Even a ‘victimless’ crime, such as hate graffiti written in a public place, may have a broad effect on the population it targets.<sup>151</sup>

According to the 2021 Federal Census, 23% of Canada’s population (more than 8.3 million people) reported that they are currently, or were at one time, a landed immigrant or permanent resident.<sup>152</sup> This ethnocultural diversity is near the highest level ever recorded since Confederation, which was 22.3% in 1921. With changing demographics, the potential can arise for acts of discrimination between individuals or groups. When a criminal act is motivated by hate, it is considered a hate crime. Hate crimes can be either violent or non-violent in nature, and affect not only the individual victims of the crime but also the groups targeted. Hate crimes are a focus of social concern in Canada and around the world.<sup>153</sup>

Canadian police reported 2,669 hate-motivated criminal incidents in 2020, which was the largest number recorded since comparable data was first made available in 2009.<sup>154</sup> There was a 37% increase (or 718 more incidents) in police-reported hate crimes during the first year of the COVID-19 Pandemic, as compared to the previous year. Between 2019 and 2020, police reported an 80% increase (up 1,594 from 884) of crimes motivated by hatred of a race or ethnicity.<sup>155</sup> Specifically, four populations witnessed the greatest increase in police-reported hate crimes: the Black population (+318 incidents), the East or Southeast Asian population (+202), the Indigenous population (+44 incidents) and the South Asian population (+38 incidents). For the third consecutive year, hate crimes targeting religion decreased; specifically between 2019 and 2020 hate crimes targeting religion declined 16% (613 incidents to 515 incidents). This decrease was due to fewer hate crimes

<sup>150</sup> <https://www150.statcan.gc.ca/n1/pub/85-002-x/2022001/article/00005-eng.htm>

<sup>151</sup> <https://www.statcan.gc.ca/pub/85-002-x/2017001/article/14832-eng.htm>

<sup>152</sup> <https://www150.statcan.gc.ca/n1/daily-quotidien/221026/dq221026a-eng.htm>

<sup>153</sup> <https://www.statcan.gc.ca/pub/85-002-x/2017001/article/14832-eng.htm>

<sup>154</sup> <https://www150.statcan.gc.ca/n1/pub/85-002-x/2022001/article/00005-eng.htm>

<sup>155</sup> <https://www150.statcan.gc.ca/n1/pub/85-002-x/2022001/article/00005-eng.htm>

targeted at Muslim population, which decreased from 182 to 82 incidents (-55%).<sup>156</sup> Police-reported hate crimes against the Jewish population increased in 2020 from 306 to 321 incidents (+5%). The provinces with the largest increase in police-reported hate crimes were: Ontario (+316 incidents), British Columbia (+198 incidents), Quebec (+86 incidents), and Alberta (+84 incidents). When accounting provinces' population sizes, hate crime rates per 100,000 population increased the most in Nova Scotia (+70%), British Columbia (+60%), Saskatchewan (+60%), Alberta (+39%) and Ontario (+35%).<sup>157</sup> Among Census Metropolitan Areas (CMAs), the largest volume of hate crime increased occurred in Canada's five most populous cities (Toronto, Montreal, Vancouver, Calgary, and Ottawa). However, when taking into consideration population size among CMAs with, at minimum, 10 police-reported hate crimes in 2019 and 2020, the rates increased most Kitchener-Cambridge-Waterloo (+253%), Peterborough (+126%), Victoria (+97%), Guelph (+80%) and Calgary (+75%).<sup>158</sup> Both non-violent hate crimes and violent hate crimes increased by 41% and 32%, respectively, with non-violent hate crimes accounting for the majority of the incidents (57%) in 2020.

Since 2018, there have been two hate crimes reported in the City of Brooks; one in 2018 and one in 2022.<sup>159</sup>

Region	Race or Ethnicity		Religion		Sexual Orientation		Other <sup>161</sup>		Total	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
Newfoundland and Labrador	0	3	0	1	1	4	2	0	6	8
Prince Edward Island	4	4	0	0	4	2	0	1	8	7
Nova Scotia	20	41	5	7	4	4	3	2	32	55
New Brunswick	11	7	8	5	9	3	2	3	30	19
Quebec	157	204	137	89	29	35	61	91	399	485
Ontario	376	697	312	290	119	115	32	41	848	1164
Manitoba	28	30	22	15	4	6	1	4	55	55
Saskatchewan	15	28	9	9	7	10	1	3	33	53
Alberta	106	211	53	30	36	39	12	11	207	291
British Columbia	161	357	66	69	47	40	36	33	321	519
Yukon	1	4	1	0	0	0	0	0	2	4
Northwest Territories	3	3	0	0	3	1	0	0	6	4
Nunavut	2	5	0	0	2	0	0	0	4	5
Canada	884	1594	613	515	265	259	150	189	1951	2669

**Note:** Hate crime counts from the Uniform Crime Reporting Survey include both confirmed and suspected hate crime incidents. Information in this table reflects data reported by police services covering 99.7% of the population of Canada. The total includes hate crimes where the motivation was unknown.

<sup>156</sup> <https://www150.statcan.gc.ca/n1/pub/85-002-x/2022001/article/00005-eng.htm>

<sup>157</sup> <https://www150.statcan.gc.ca/n1/pub/85-002-x/2022001/article/00005-eng.htm>

<sup>158</sup> <https://www150.statcan.gc.ca/n1/pub/85-002-x/2022001/article/00005-eng.htm>

<sup>159</sup> Email: Kendra Sieben, Safe Communities Coordinator, Brooks RCMP – Community Policing Unit, March 20, 2023

<sup>160</sup> Canadian Centre for Justice and Community Safety Statistics, Incident-based Uniform Crime Reporting Survey (3302).

<sup>161</sup> Includes mental or physical disability, language, sex or gender, age and other similar factors (e.g., occupation or political beliefs).



## **Immigration**

Respondents had a high level of Neutral responses at 53.3%, which is an increase from 46.3% in 2017 and 47.6% in 2013. Overall Satisfaction levels were 33.2%, which is higher than the Overall Dissatisfied responses at 13.5%. The same results in 2017 were 38.2% and 15.5%, respectively. In 2013, these results were 32.7% and 19.7%, respectively. Immigration is very important for the local labour market so it is still quite surprising that so many respondents were Neutral on the issue. Dissatisfied responses in 2022 were close to the previous study and they have decreased even further since 2013, which may suggest that residents have become even more comfortable with the changes in Brooks and the Brooks-Newell Region brought about by immigration.

**Immigration** is a public policy preoccupation at all levels of government in terms of finding the right balance between meeting humanitarian obligations, meeting Canadian economic needs with qualified immigrants and ensuring gainful employment for Canadian citizens. Currently, municipal governments have not had a great deal of input into immigration policies. The Province of Alberta currently has the Alberta Advantage Immigration Program (AAIP), which is an economic program that nominates people for Canadian Permanent Residency in Alberta.<sup>162</sup> Many Temporary Foreign Workers hope that their employers will sponsor them to be Provincial Nominees and gain permanent residency in Canada. As discussed in the section on Economy and Employment, the labour required in the region, particularly in food processing (Manufacturing), is largely dependent upon and immigrant workforce. JBS Canada, the area's largest employer, recruits employees from around the world regularly to maintain its workforce. Other food facilities, such as local honey processors, the hospitality industries (food service and hotels) also rely on temporary foreign workers to fulfill labour demands.

The variables specific to Quality of Place section in the survey are relevant to the labour market demands and demographic changes the Brooks-Newell Region. According to the 2021 Federal Census, visible minorities make up 31.3% of the Brooks-Newell Region's population, and 26.7% are immigrants.<sup>163</sup> In 2016, visible minorities make up 22.9% of the Brooks-Newell Region's population, and 22.4% are immigrants. In 2011, 16.3% were visible minorities and 15.2% were immigrants.<sup>164</sup> In 2016, Brooks had a higher proportion of visible minorities (36.8%) and immigrants (30.1%) than the Brooks-Newell Region as a whole.

For the first time, the 2016 Census collected data on the admission category by which immigrants entered Canada. 44.8% of immigrants living in Brooks-Newell Region entered Canada as economic immigrants, 32.5% came as refugees and 22% were sponsored by a family member.<sup>165</sup> In 2021, these percentages were 41.1%, 37.8% and 20.4%, respectively.<sup>166</sup>

Newcomers to the City of Brooks require specialized services such as English as a Second Language classes, settlement and information programs and support as they learn to live in their new community. Many of the newcomers arrive from countries with very different cultures/traditions than Canada and both newcomers and longer-term residents have had to adapt. Local businesses have expanded their product lines and new businesses have been opened to accommodate newcomers<sup>167</sup>. The Region has been enriched with new "ethnic" restaurants, friendships across cultures and the diversity of viewpoints and cultures.

<sup>162</sup> <https://www.alberta.ca/alberta-advantage-immigration-program.aspx>

<sup>163</sup> 2021 Canadian Census (Statistics Canada)

<sup>164</sup> 2011 NHS Survey (Statistics Canada)

<sup>165</sup> 2016 Canadian Census (Statistics Canada)

<sup>166</sup> 2021 Canadian Census (Statistics Canada)

<sup>167</sup> Example; Sam's Oriental Market catering to newcomers from Asia, Africa and Latin America



According to the 2021 Federal Census, 6,355 (26.7%) of the population in the Brooks-Newell Region were immigrants,<sup>168</sup> 16,970 (71.4%) were non-immigrants (Canadian citizens by birth), and 410 (1.7%) were non-permanent residents.<sup>169</sup> Non-permanent residents include Temporary Foreign Workers, international students, visitors who were here when the census was taken, or refugee claimants; and since the Brooks-Newell Region does not have many of the last three categories, non-permanent residents are primarily Temporary Foreign Workers.<sup>170</sup><sup>171</sup> Brooks & County Immigration Services served 172 Temporary Foreign Workers in 2022, which reinforces the notion that there are approximately 350 to 400 Temporary Foreign Workers in the Brooks-Newell Region. Studies show that about half of eligible clients access services in settlement agencies.<sup>172</sup> The aforementioned numbers and percentages in 2016 were 5,245 (22.4%), 17,790 (76%) and 375 (1.6%), respectively.<sup>173</sup> The numbers and percentages in 2011 were 3,420 (15.2%), 18,575 (82.4%), and 555 (2.5%) respectively.<sup>174</sup> Of the immigrants living in the Brooks-Newell Region in 2021, 1,955 came to Canada between 2016 and 2021. These recent immigrants made up 30.8% of the immigrants in the Region.

In 2021, the most common countries of birth of immigrants living in the Brooks-Newell Region were: Philippines (24.4%), Other places of birth in Africa (11.9%), and Ethiopia (9.2%). In 2016, the most common countries of birth of immigrants living in the Region were: Philippines (23.6%), Other places of birth in Africa (11.2%) and Mexico (9.8%).<sup>175</sup> For 2011, Philippines accounted for 14.5% of the immigrant population in the Brooks-Newell Region (which was the highest) and Mexico for 8.9% (second highest).<sup>176</sup> In comparison, the top countries of birth of immigrants living in Alberta were: Philippines (17.3%), India (12.6%), and China (6.3%). In 2016, top countries of birth of immigrants living in Alberta were: Philippines (14.7%), India (10.8%) and United Kingdom (7.0%). For 2011, Philippines accounted for 14.7% of the immigrant population in Alberta (which was the highest) and India for 9.2% (second highest). The majority of immigrants live in the City of Brooks (4,215 or 80.4% in 2016).

The Brooks-Newell Region has benefited from the settlement of many different groups of immigrants. Members of the Church of Jesus Christ of Latter-day Saints (Mormons) first arrived in 1887 near Taber from the United States, and settled in the area developing a major irrigation system and introducing the sugar beet industry.<sup>177</sup> Mennonites and Hutterites from different parts of Europe settled and were influential in developing many of the hamlets and Villages. Japanese immigrants worked in the farms and more settled in the Region after the forceful resettlement of Canadians of Japanese ancestry during the Second World War. Immigrants from Scandinavia (Scandia), Netherland also settled in the area. In more recent times, the Region benefited from the migration of people from Cambodia, Laos and Vietnam. Persons displaced by ethnic violence in their home countries have also moved to Brooks, many arriving to work at the meat processing plant. More recently economic migrants from the Philippines and various countries in Central America have come to the Region to fill vacant jobs in the Region's major employers such as JBS<sup>178</sup>.

In February 2016, the City of Brooks was chosen by the Government of Canada as a Government Assisted Refugee (GAR) receiving community. This was done to accommodate the influx of refugees from the Syrian

<sup>168</sup> 'Immigrants' includes persons who are or who have ever been landed immigrants or permanent residents. Such persons have been granted the right to live in Canada permanently by immigration authorities. Immigrants who have obtained Canadian citizenship by naturalization are included in this category. For the 2021 Census of Population 'Immigrants' includes immigrants who landed in Canada on or prior to May 11, 2021.

<sup>169</sup> 2021 Canadian Census (Statistics Canada)

<sup>170</sup> It difficult to determine the exact number of Temporary Foreign Workers in a specific geographical area so you must use other measure to obtain an estimate.

<sup>171</sup> Email: Mohammed Idriss, Service Manager, Brooks & County Immigration Services (BCIS), April 3,2023

<sup>172</sup> Email: Mohammed Idriss, Service Manager, Brooks & County Immigration Services (BCIS), April 3,2023

<sup>173</sup> 2016 Canadian Census (Statistics Canada)

<sup>174</sup> 2011 NHS Survey (Statistics Canada)

<sup>175</sup> 2016 Canadian Census (Statistics Canada)

<sup>176</sup> 2011 NHS Survey (Statistics Canada)

<sup>177</sup> <https://www.mormonnewsroom.ca/facts-and-statistics/country/canada/province/alberta>

<sup>178</sup> County of Newell No.4 (2003) *50 years of growth*

Refugee operation. Since then, the Brooks-Newell Region has directly received 540 GAR's.<sup>179</sup> The top countries that these refugees have arrived from are Syria, Somalia, Congo, Eritrea, Sudan, South Sudan, Ethiopia and Afghanistan. Due to employment availability in the Brooks-Newell Region there is a high retention rate; although some do leave because they have family elsewhere in Canada, for medical needs or post-secondary education for their children.<sup>180</sup> Some privately sponsored refugees end up making Brooks their home, and other refugees that land in other places in Canada sometimes move to Brooks (or secondary migrants). These refugees primarily arrive from Syria, Afghanistan, Somalia and Ethiopia, but the numbers aren't as easy to track as GARs.<sup>181</sup>

Due to the conflict in Ukraine, refugees have made Alberta their home. In the last year, 16 Ukrainian families relocated to Brooks, but communities such as Medicine Hat and Taber saw a greater influx. When the conflict started, a group of organizations and volunteers came together and created a service plan to be ready for any anticipated Ukrainian arrivals.<sup>182</sup> Although the numbers were lower than expected in Brooks, the plan did prove useful for those who arrived.

In 2046, the population of Alberta is expected to be over 6.4 million people, which is an increase of approximately 2 million people from 2021.<sup>183</sup> The population is expected to be older with an average age of 41.7 years, up from 38.9 years in 2021. The population is expected to become more diverse, as arrivals from other countries will account for 55% of the expected growth by 2046.<sup>184</sup> The population is also expected to be more urban, with 80% of Albertans living along the Edmonton-Calgary corridor by 2046



<sup>179</sup> Email: Mohammed Idriss, Service Manager, Brooks & County Immigration Services (BCIS), March 20, 2023

<sup>180</sup> Email: Mohammed Idriss, Service Manager, Brooks & County Immigration Services (BCIS), March 20, 2023

<sup>181</sup> Email: Mohammed Idriss, Service Manager, Brooks & County Immigration Services (BCIS), March 20, 2023

<sup>182</sup> Email: Mohammed Idriss, Service Manager, Brooks & County Immigration Services (BCIS), March 20, 2023

<sup>183</sup> <https://www.alberta.ca/population-statistics.aspx>

<sup>184</sup> <https://www.alberta.ca/population-statistics.aspx>

## MATCH GAP ANALYSIS

The 2022 Quality of Life Survey gap analysis identified two Match Gaps for the Brooks-Newell Region: Personal Well-Being and Education System. Personal Well-Being and Education System were Positive Gaps in 2017. Match Gaps occur when the Rank of Importance is the same as the Rank of Satisfaction within the nine broad factors.

1. Personal Well-Being
2. Education System

The 2017 Quality of Life Survey gap analysis identified one Match Gap in the Brooks-Newell Region; Sense of Community. It is now a Positive Gap.

The 2013 Quality of Life Survey gap analysis also identified one Match Gap in the Brooks-Newell Region, but it was for the Government factor.

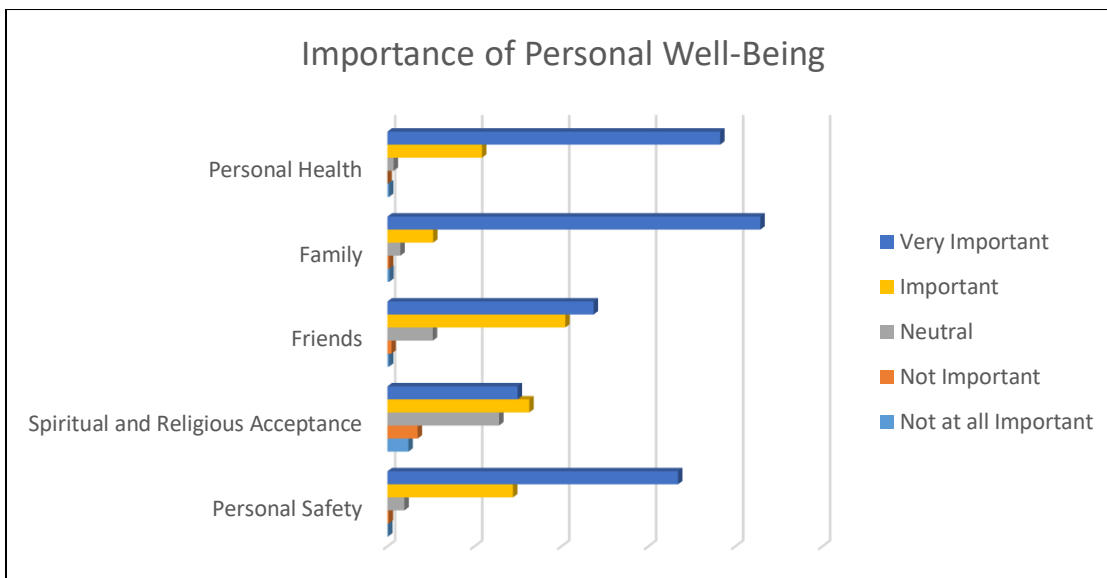
### MATCH GAP: PERSONAL WELL-BEING Factor

**Ranked #2 for Level of Importance and #2 for Level of Satisfaction**

This Factor was defined with the following variables

QUALITY OF LIFE	QUALITY OF PLACE
Importance Variables	Satisfaction Variables
Personal Health	Community Gathering Places
Family	Personal Development
Friends	Free Time Activities
Spiritual and Religious Acceptance	
Personal Safety	

### Importance of Personal Well-Being Variables



**FINDINGS:**

- 98.2% of respondents rated **Personal Health** as Very Important or Important, 76.5% as Very Important and 21.7% as Important. In 2017, 97% of respondents rated **Personal Health** as Very Important or Important, 76.4 as Very Important and 20.6% as Important. In 2013, 98% of respondents rated **Personal Health** as Very Important or Important, 79.3% as Very Important and 18.7% as Important.
- 96.3% of respondents rated **Family** as Very Important or Important; which was the same in 2017, but a decrease from 97.7% in 2013. In 2022, 85.8% rated **Family** as Very important (which was the highest Overall Very Important response of all Personal Well-being variables), and 10.5% as Important. The percentages for 2017 were 86.2% (which was the highest for Very Important in 2017) and 10.1%, respectively. The percentages for 2013 were 88 (which was the highest for Very Important in 2013) and 9.7%, respectively. Clearly, Family is Very Important to residents.
- 88.3% of respondents rated **Friends** as Very Important or Important, which is a decrease from 89.5% in 2017 and 91.1% in 2013. In 2017, 51.4% rated **Friends** as Very Important and 38% rated it as Important. The ratings for 2013 were 54.6% and 36.5% respectively.
- 95.7% rated **Personal Safety** as Very Important or Important; which is a slight increase from 95.1% in 2017, but a decrease from 96.1% in 2013. 66.8% rated it as Very Important and 28.9% rated it as Important. In 2017, 67% rated **Personal Safety** as Very Important and 28.2% rated it as Important. The ratings for 2013 were 70% and 26% respectively.
- 62.6% of respondents rated **Spiritual and Religious Acceptance** as Very Important or Important, which is a decrease from 64.7% in 2017 and 66.7% in 2013. 29.9% rated it Very Important, and 32.6% rated it as Important. In 2017, 32% rated **Spiritual and Religious Acceptance** as Very Important, and 32.7% as Important. The ratings for 2013 were 34.4% and 32.3% respectively.
- **Spiritual and Religious Acceptance** had a high Neutral rating of 25.7%, which is an increase from 25.5% in 2017 and 23.3% in 2013. 11.8% of respondents rated **Spiritual and Religious Acceptance** as Not Important or Not at all Important, which is an increase from 9.8% in 2017 and 10% in 2013.
- The decrease in ratings of importance, and increase in neutral and Not Important ratings, for **Spiritual and Religious** identity in the Brooks-Newell Region is consistent with the decrease at national level. In 2011, 23.9% of the Canadian population had no religious affiliation, and in 2021 it increased to 34.6%.<sup>185,</sup>

186

**Family**

Alberta has celebrated Family Day in February since 1989 as many believed it is important to recognize the need for families to spend more time together<sup>187</sup>. The February 2012 *Parkland Institute Fact Sheet* indicates families are at risk of too much stress due to long work hours, little leisure time, and challenges in finding childcare.<sup>188</sup>

As in 2013 and 2017, Most respondents indicated that Family was Very Important or Important (96.3%). It should be noted that family structures in the Region, as elsewhere, are very diverse and may include single parents (male or female), same sex couples, heterosexual couples, grandparents raising their grandchildren, blended families, and foster parents. The parents may be married or living common law.<sup>189</sup> Common to all family structures is the need for community family- centred activities.<sup>190</sup>

<sup>185</sup> 2011 NHS Survey (Statistics Canada)

<sup>186</sup> 2016 Canadian Census (Statistics Canada)

<sup>187</sup> <http://www.statutoryholidays.com/family-day.php>

<sup>188</sup> [http://www.parklandinstitute.ca/family\\_day\\_on\\_the\\_treadmill](http://www.parklandinstitute.ca/family_day_on_the_treadmill)

<sup>189</sup> 2021 and 2016 Federal Censuses

<sup>190</sup> [https://thehub.swa.govt.nz/assets/documents/Family-Centred-Communities\\_FC\\_09.pdf](https://thehub.swa.govt.nz/assets/documents/Family-Centred-Communities_FC_09.pdf)

### *Spiritual and Religious Acceptance*

It is interesting there were very few Neutral responses for the Importance of the Personal Well-Being variables with the exception of **Spiritual and Religious Acceptance** at 25.7%, which is an increase from 25.5% in 2017 and 23.3% in 2013. This variable was also rated as Not Important or Not at All Important by 11.8%, which is an increase from 9.8% in 2017 and 10% in 2013.

The Brooks-Newell Region is home to over 20 formal faith congregations from various Christian denominations (many of which are in Brooks) and followers of Islam who worship at the Mosque located in Brooks. There are also a number of faith-based institutions and organizations such as schools and social service agencies. As noted in the immigration section, the Brooks-Newell Region has benefitted by the migration to the Region of a number of religious and ethnic groups who have contributed to the religious diversity of the Region. There are now over 1,800 Muslims (an increase from over 1,200 in 2011) in the Region and over 300 Buddhists (approximately the same as 2011).<sup>191,192</sup> People's spiritual and religious beliefs influence what they wear, what they eat, when they worship, what community activities they participate in and what values are important to them. At times there may be conflict in values between persons with a particular religious/spiritual conviction and others in the community.<sup>193</sup> City of Brooks' residents and institutions have worked hard to accommodate and incorporate various religious and spiritual practices; examples would be the number of Mennonite children in the public-school system and the Hutterian Brethren Colony schools, the ability of Muslim children to wear clothing appropriate to their faith and the community celebrations of many religious holidays.

#### BROOKS-NEWELL REGION HUTTERIAN BRETHERN COLONIES

All Newell County colonies belong to the Lehrerleut branch.

- Bow City (Bow City)
- Clearview (Bassano)
- Fairville (Bassano)
- Green Acres (Bassano)
- Lathom (Bassano)
- Newell (Bassano)
- Spring Side (Duchess)
- Spring View (Gem)

The leader of the first Lehrerleut Colony was a teacher (Lehrer), hence their name, Lehrerleut. The Lehrerleut migrated to Canada, settling in Alberta. The Lehrerleut probably wear the most conservative clothing. According to the 2021 Federal Census, there were 735 Anabaptists (Hutterites are part of this Christian affiliation) in the Brooks-Newell Region. There are seven Colony Schools within the Grasslands Public School Division.<sup>194</sup>

<sup>191</sup> National Household Survey 2011

<sup>192</sup> 2021 Canadian Census (Statistics Canada)

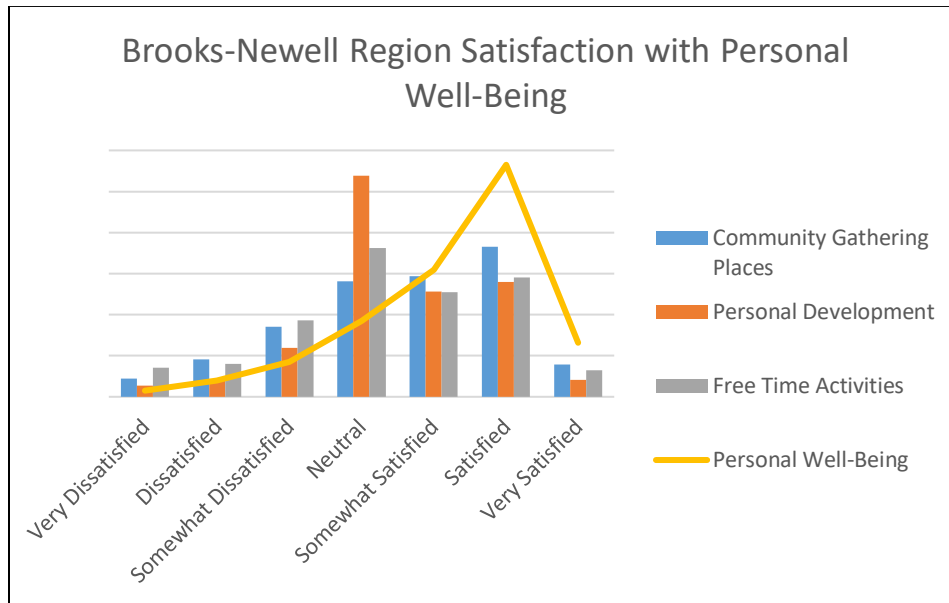
<sup>193</sup> [https://theewc.org/content/uploads/2020/02/Religious\\_diversity-1.pdf](https://theewc.org/content/uploads/2020/02/Religious_diversity-1.pdf)

<sup>194</sup> <https://www.grasslands.ab.ca/schools>



Overall Satisfaction with Personal Well-Being: 75.7% (2017: 80%; 2013: 80.9%)

### Satisfaction with Personal Well-Being Variables



#### FINDINGS:

- Community Gathering Places** had an Overall Satisfaction rating of 55.7% (738), which is a decrease from 61.3% in 2017 and 59.1% in 2013. 6% (19) of respondents were Very Satisfied, 27.5% (365) were Satisfied, and 22.2% (294) were Somewhat Satisfied. In 2017, 7.4% (96) of respondents were Very Satisfied, 30.1% (391) were Satisfied and 23.9% (311) were Somewhat Satisfied. In 2013, 8% were Very Satisfied, 27.4% were Satisfied and 23.7% were Somewhat Satisfied. 21.3% (282) were Neutral, 12.8% (170) were Somewhat Dissatisfied, 6.9% (91) were Dissatisfied, and 3.4% (45) were Very Dissatisfied. In 2017, 19.8% (257) of respondents were Neutral with **Community Gathering Places**, 11.7% (152) were Somewhat Dissatisfied, 4.7% (61) were Dissatisfied, and 2.5% (33) were Very Dissatisfied. In 2013, 18.9% were Neutral, 12% were Somewhat Dissatisfied, 6.5% were Dissatisfied, and 3.3% were Very Dissatisfied.
- Personal Development** had an Overall Satisfaction rating of 44.2% (577), which is a decrease from 54.5% in 2017 and 51.7% in 2013. It also had the most Neutral responses at 41.3% (539), which is an increase from 35.5% in 2017 and 36.7% in 2013. 3.2% (42) were Very Satisfied, 21.4% (279) were Satisfied, and 19.6% (256) were Somewhat Satisfied. In 2017, 5.4% (70) were Very Satisfied, 25.8% (334) were Satisfied, and 23.3% (302) were Somewhat Satisfied. The ratings for 2013 were 4.8%, 26.9% and 20% respectively. 9.1% (119) were Somewhat Dissatisfied, 3.3% (43) were Dissatisfied, and 2.1% (28) were Very Dissatisfied. In 2017, 6.3% (82) were Somewhat Dissatisfied, 2.4% (31) were Dissatisfied, and 1.2% (16) were Very Dissatisfied. The ratings for 2013 were 7.1%, 2.7% and 1.6% respectively.
- Free Time Activities** had an Overall Satisfaction rating of 46.6% (611), which is a decrease from 51.7% in 2017 and 51.4% in 2013. 5% (65) were Very Satisfied, 22.2% (291) were Satisfied, and 19.5% (255) were Somewhat Satisfied. In 2017, 6.9% (90) of respondents were Very Satisfied, 24% (313) were Satisfied and 20.7% (270) were Somewhat Satisfied. The ratings for the 2013 study were 6.1%, 24% and 21.3% respectively. 27.6% (362) were Neutral, 14.2% (186) were Somewhat Dissatisfied, 6.2% (81) were Dissatisfied, and 5.4% (71) were Very Dissatisfied. In 2017, Free Time Activities had 27% (349) Neutral

responses, 11.6% (151) respondents were Somewhat Dissatisfied, 6.2% (81) were Dissatisfied and 3.8% (49) were Very Dissatisfied. The ratings for 2013 were 27%, 12%, 6.4% and 3.6% respectively.

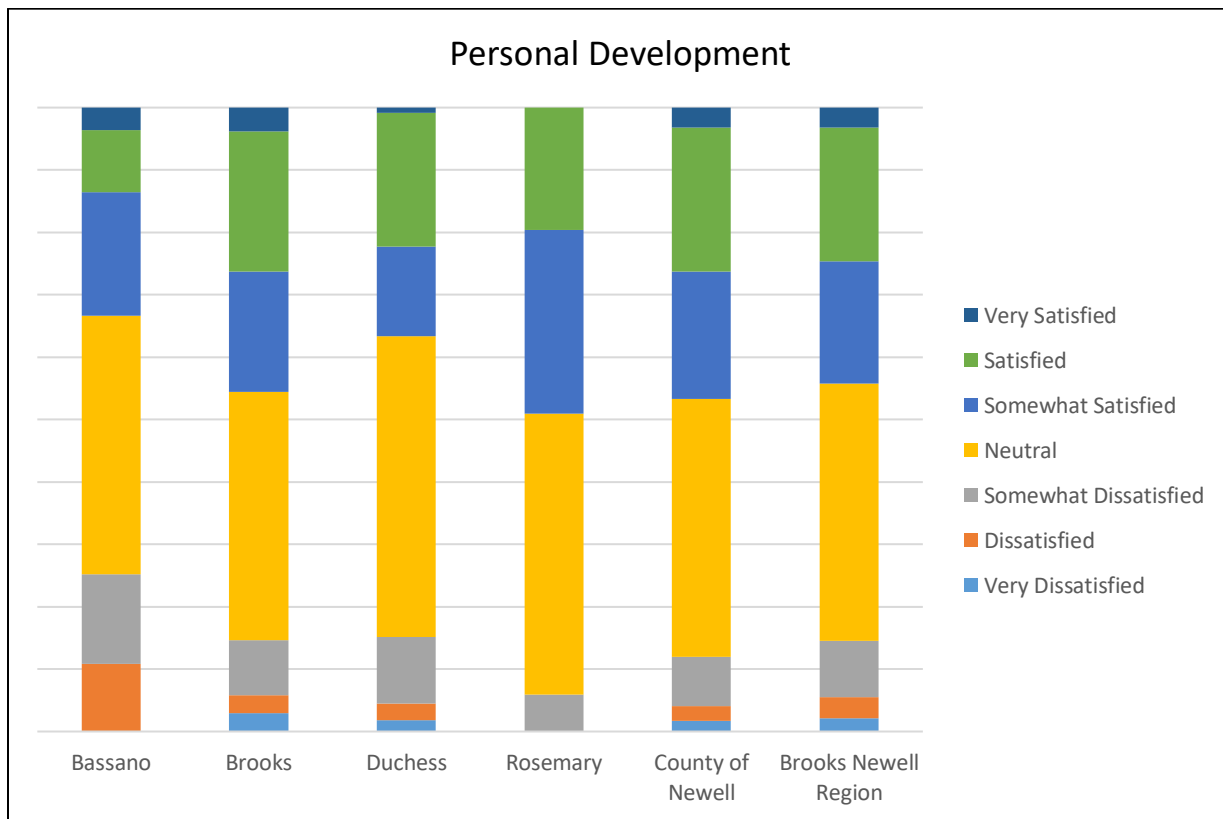
**Community Gathering Places**

Community Gathering Places had 21.3% response rate (an increase from 19.8% in 2017 and 18.9% in 2013) and 33.5% Satisfied or Very Satisfied responses (a decrease from 37.4% in 2017 and 35.5% in 2013). This may indicate that while there are a number of options for Community Gathering Places in the Brooks-Newell Region with community halls and senior centers, there still may be a need for more options or better access to existing facilities (there was only a slight increase). All communities in the Brooks-Newell Region have a Community Hall with the exception of the City of Brooks. Community halls serve as the hub for community gatherings, such as weddings, community dinners and fundraisers, family reunions and many other events. The JBS Canada Centre in Brooks serves some of the functions of a Community Hall, although use is limited because of lack of an industrial kitchen for the public.

**Personal Development**

**Brooks-Newell Region Comparisons: Satisfaction with *Personal Development***

N = 1,330 respondents



**FINDINGS:**

- The highest Overall Satisfaction rate for Personal Development was **Rosemary** at 49%. The **County of Newell** was 46.6%. **Rosemary** had the highest Overall Satisfaction with 62.5% in 2017, and **Bassano** had the highest in 2013 with 79%.
- **Bassano** had the lowest Overall Satisfaction rate with 33.3%. **Bassano** also had the lowest Overall Satisfaction rate in 2017 with 47.1%, and **Tilley** had the lowest in 2013 with 38.7%.

- **Duchess** had the highest Neutral rate with 48.2%. **Bassano** had the highest Neutral rate with 43.3% in 2017, and Tilly had the highest in 2013 with 54.8%.
- **Bassano** had the highest Overall Dissatisfaction rate with 25.2%. **Brooks** had the highest Overall Dissatisfaction rate with 10.9% in 2017, and **Duchess** had the highest in 2013 with 15.1%
- **Rosemary** had the lowest Overall Dissatisfaction rate with 5.9%, in 2017 with 4.2%, and in 2013 with 5.8%.



### *Free Time Activities*

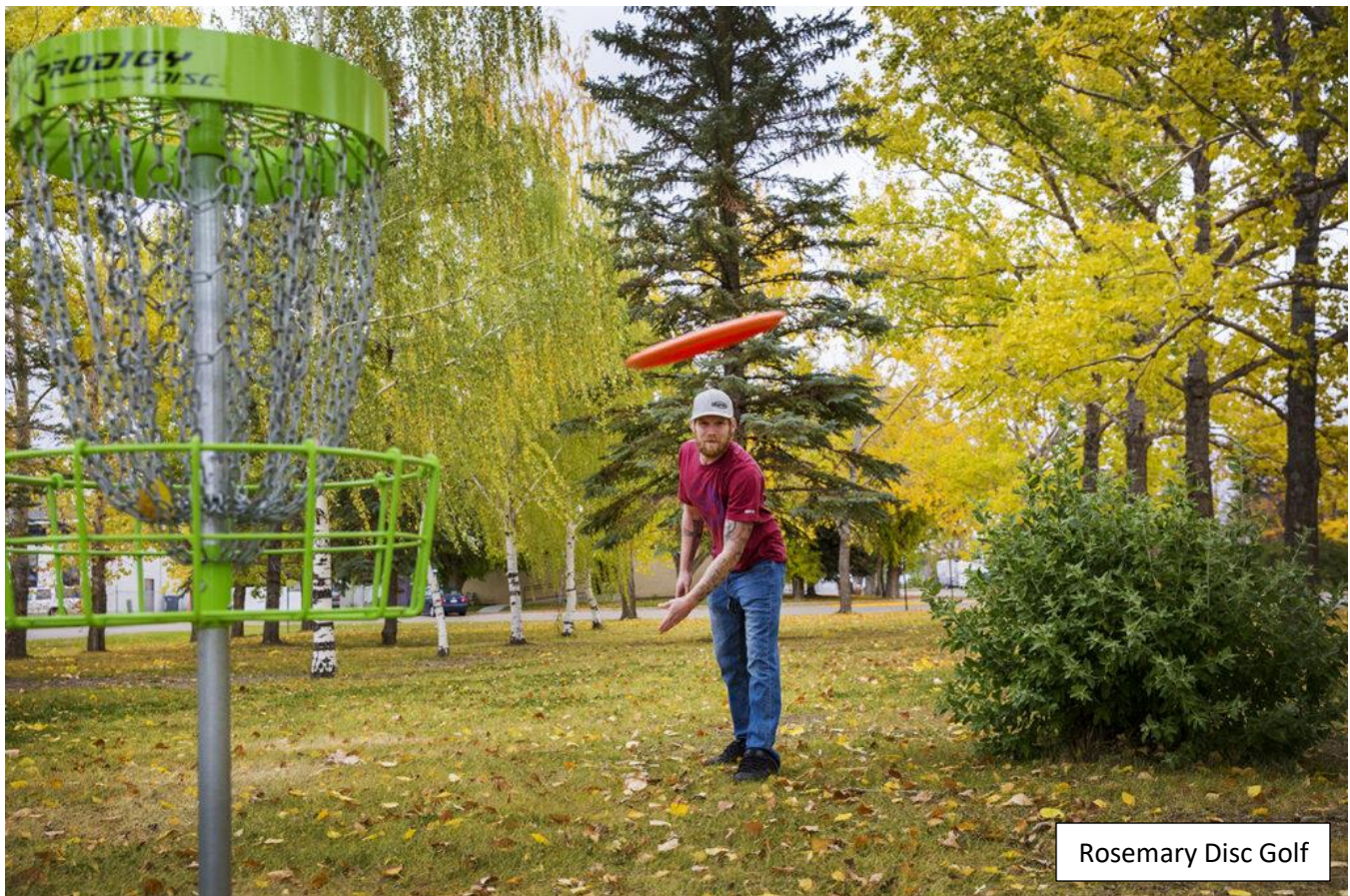
According to the Canadian Index of Wellbeing, Canadians are spending less time on leisure and culture. “The average portion of total time that Canadians spent on the previous day on social leisure activities dropped every year from 16.1% in 1998 to 13.2% in 2014. While an almost 3% drop in time might seem small, it represents almost three-quarters of an hour on a typical day.” Between 1994 and 2014, the Overall change in leisure and culture was -9.3%. Since the new report will be released in 2023, current data cannot be added at this time.

**Overall Satisfaction with Free Time Activities among respondents was 46.6%, which is slightly less than the City of Brooks (46.7%).**



According to the Canadian Leisure & Reading Study 2021, 45% of Canadians identified that they had enough leisure time, 35% said that ample amounts of leisure time, and 20% said they didn't have enough.<sup>195</sup> 98% of Canadians spent at least some time shopping; 98% watching movies, TV or videos; 95% listening to music; and 94% spending time with family. 78% of Canadians watched TV and 72% cooked at least once a day. 74% of Canadians also browsed social media or the web at least once a day.

Leisure and Recreational Activities Done by Canadians in 2021 <sup>196</sup>				
Rank	At Least Daily		At Least Weekly	
1	Watching Movies/TV/Videos	78%	Watching Movies/TV/Videos	91%
2	Browsing Social Media/Web	74%	Cooking	89%
3	Cooking	72%	Listening to Music	85%
4	Listening to Music	64%	Browsing Social Media/Web	84%
5	Spending Time with Family	50%	Spending Time with Family	70%
6	Exercising/Working Out	35%	Shopping	67%
7	Reading or Listening to Books	33%	Exercising/Working Out	62%
8	Listening to Radio Shows	30%	Reading or Listening to Books	50%
9	Playing Video Games	28%	Listening to Radio Shows	48%
10	Listening to Podcasts	14%	Playing Video Games	43%



Rosemary Disc Golf

<sup>195</sup> <https://www.booknetcanada.ca/canadian-leisure-and-reading-study-2021>

<sup>196</sup> <https://www.booknetcanada.ca/canadian-leisure-and-reading-study-2021>

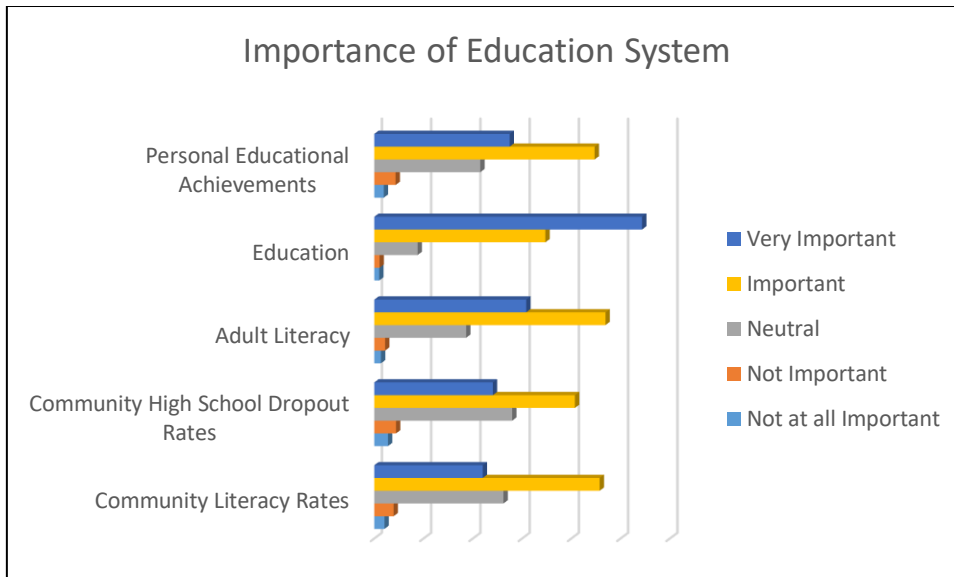
## MATCH GAP: EDUCATION SYSTEM Factor

**Ranked #3 for Level of Importance and #3 for Level of Satisfaction**

This Factor was defined with the following variables

QUALITY OF LIFE	QUALITY OF PLACE
Importance Variables	Satisfaction Variables
Personal Education Achievements	Post-Secondary Education
Education	Adult/Continuing Education
Adult Literacy	Job Training Programs
Community High School Dropout Rates	
Community Literacy Rate	

### Importance of Education System Variables



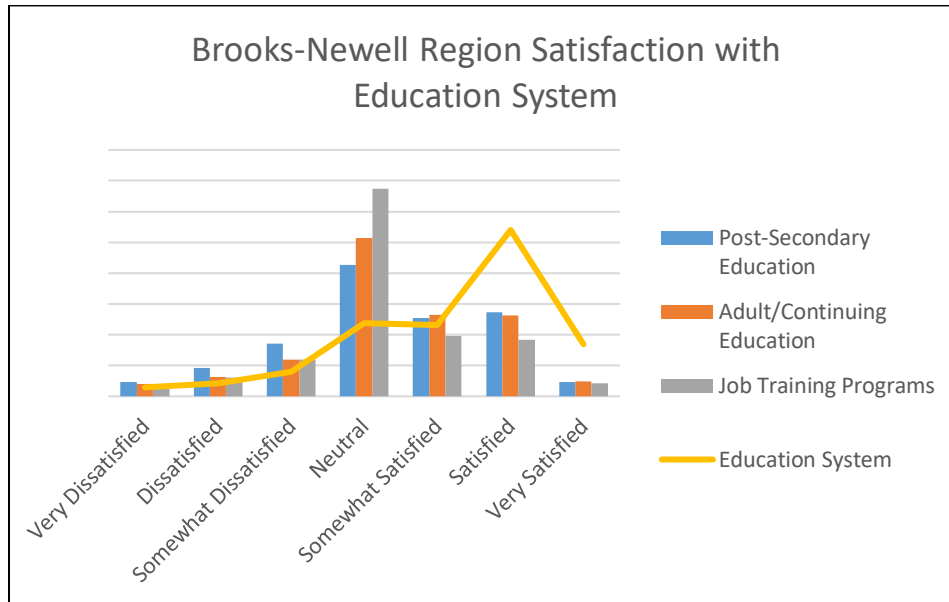
#### FINDINGS:

- **Personal Education Achievements** received 72.2% of Very Important or Important responses, which is a decrease from 82.6% in 2017 and 80.5% in 2013. 21.5% were Neutral, which is an increase from 13.8% in 2017 and 15.6% in 2013.
- **Education** received 89.1% of Very Important or Important responses, which is a decrease from 92.5% in 2017 and 93% in 2013. 8.8% were Neutral, which is an increase from 6.11% in 2017 and 5.6% in 2013.
- **Adult Literacy** received 77.8% of Very Important or Important responses, which is a decrease from 78.2% in 2017 and 80.4% in 2013. 18.7% were Neutral, which is an increase from 17.9% in 2017 and 16% in 2013.
- **Community High School Dropout Rates** received 64.8% of the Very Important or Important responses, which is a decrease from 67.1% in 2017 and 72.1% in 2013. 28% were Neutral, which is an increase from 26% in 2017 and 21.6% in 2013.

- **Community Literacy Rate** received 67.8% of the Very Important or Important responses; which is a decrease from 70.1% in 2017, but an increase from 62% in 2013. 26.2% were Neutral, which is an increase from 23.9% in 2017 and 23.5% in 2013.

**Overall Satisfaction with Education System: 70.8% (75%: 2017; 2013: 76.4%)**

### Satisfaction with Education System Variables



### FINDINGS:

- **Post-Secondary Education** had an Overall Satisfaction rate of 43.7% (573), which is a decrease from 51.3% in 2017 and 53.1% in 2013. 3.5% (46) were Very Satisfied, 20.8% (273) were Satisfied, and 19.4% (254) were Somewhat Satisfied. In 2017, 4.3% (56) were Very Satisfied, 24.3% (314) were Satisfied and 22.7% (293) were Somewhat Satisfied. The ratings for 2013 were 4.8%, 24% and 24% respectively. 32.5% (426) were Neutral, 13.1% (173) were Somewhat Dissatisfied, 7.1% (93) were Dissatisfied, and 3.6% (47) were Very Dissatisfied. In 2017, 29.2% (377) were Neutral, 11.1% (143) were Somewhat Dissatisfied, 5.1% (66) were Dissatisfied and 3.3% (43) were Very Dissatisfied. The ratings for 2013 were 28.3%, 10.5%, 5.1% and 2.8% respectively.
- **Adult/Continuing Education** had an Overall Satisfaction rate of 43.9% (577), which is a decrease from 51.7% in 2017 and 61.5% in 2013. 3.7% (49) were Very Satisfied, 20% (263) were Satisfied, and 20.2% (265) were Somewhat Satisfied. In 2017, 6% (78) were Very Satisfied, 25.1% (325) were Satisfied and 20.6% (266) were Somewhat Satisfied. The ratings for 2013 were 6%, 23.3% and 23% respectively. 39.1% (513) were Neutral, 9.1% (120) were Somewhat Dissatisfied, 4.8% (63) were Dissatisfied, and 3.1% (40) were Very Dissatisfied. In 2017, 34.7% (449) were Neutral, 7.6% (98) were Somewhat Dissatisfied, 4.3% (55) were Dissatisfied and 1.7% (22) were Very Dissatisfied. The ratings for 2013 were 32.6%, 8.6%, 4% and 2.4% respectively.
- **Job Training** had an Overall Satisfaction rate of 32.3% (423), which is a decrease from 39.4% in 2017 and 39% in 2013. 3.3% (43) were Very Satisfied, 14.1% (184) were Satisfied, and 15% (196) were Somewhat Satisfied. In 2017, 4% (51) were Very Satisfied, 17.4% were Satisfied and 18% (233) were Somewhat Satisfied. The ratings for 2013 were 4.5%, 18.6% and 16.3% respectively. **Job Training** had the highest



Neutral responses at 51.4% (673) (which was the same in 2017 and 2013). In 2017, the Neutral response rate was 45%, which was slight decrease from 45.9% in 2013. 9% (118) were Somewhat Dissatisfied, 4.6% (60) were Dissatisfied, and 2.7% (35) were Very Dissatisfied. In 2017, 9% (111) were Somewhat Dissatisfied, 4.6% (60) were Dissatisfied and 2.4% (31) were Very Dissatisfied. The ratings for 2013 were 8%, 4.4% and 2.3% respectively.

### **Post-Secondary Education**

Brooks is home to the Brooks Campus of Medicine Hat College, Brooks Community Adult Learning Council, and two private colleges that offer job-training program and serve the entire region. It should be noted that the High School completion rate (for Grasslands School Division) within three years of entering Grade 10 in 2021 was 82.8% (78.2 percent in 2017),<sup>197</sup> and post-secondary transition rate of students within six years of entering grade 10 was 49.1% in 2019 (56.9% in 2017).<sup>198</sup> Most students seek post-secondary opportunities in the larger centres such as Medicine Hat, Lethbridge and Calgary. The availability of high paying oil and gas sector jobs are thought to discourage young people, particularly young males, from attending post-secondary institutions immediately following high school graduation.<sup>199</sup>

**Medicine Hat College** at the Brooks Campus offers a variety of credit and non-credit programming. Some examples include:

Automotive Service Technician  
 Information Technology  
 Nursing (in partnership with the University of Calgary)  
 Licensed Practical Nurse (LPN)  
 English Language Learning  
 Business Administration  
 Hospital Unit Clerk  
 Trades Pre-Employment  
 Information Technology  
 Paramedic  
 Early Learning and Child Care  
 Data Analytics  
 Registered Social Work Diploma  
 Health Care Aide  
 Pre-Employment: Welding, Plumbing and Electrical  
 Dual Credit Offerings (Varies by High School)  
 CTS/CTF Welding and Electrical  
 Adult Basic Literacy Education (ABLE)  
 Continuing Education workshops  
 Academic courses are also offered in a number of disciplines on the Brooks Campus or through Distance Education. Consult <https://www.mhc.ab.ca/ProgramsandCourses> for more information.

**Private Colleges** in Brooks-Newell Region include: The **Academy of Learning** and **Cypress College**. Information on their programs can be found on their respective websites:

[http://www.academyoflearning.com/locations\\_alberta\\_brooks.html](http://www.academyoflearning.com/locations_alberta_brooks.html)

<http://www.cypresscollege.ca/>

<sup>197</sup> Grasslands Public Schools. Annual Education Results Report 2021-2022.

<sup>198</sup> Grasslands Public Schools. Combined 3 Year Education Plan 2020-2023 and Annual Education Results Report 2019-2020.

<sup>199</sup> The Daily January 13, 2014: Study: Wages, youth employment and school enrolment, 2001 to 2008 Statistics Canada

**Brooks Campus  
Medicine Hat College**



In 2021, the high school completion rate in Brooks was 82.8%,<sup>200</sup> and post-secondary transition rate of students within six years of entering Grade 10 was 49.1% in 2019.<sup>201</sup>



<sup>200</sup> Grasslands Public Schools. Annual Education Results Report 2021-2022.

<sup>201</sup> Grasslands Public Schools. Combined 3 Year Education Plan 2020-2023 and Annual Education Results Report 2019-2020.

### **Adult/Continuing Education and Job Training Programs**

In the Brooks-Newell Region, a substantial percentage of the population, 30% (which is an increase from 27.2% in 2016 and 25.6% in 2011), does not have a high school diploma or its equivalent.<sup>202,203,204</sup> These demographics create the need for the delivery of **Job Training Programs** and **Adult/Continuing Education**.<sup>205</sup>

**Newell Further Education** is a non-profit organization funded by Alberta Advanced Education and Technologies Community Programs, and provide adult education classes. They are responsible for all the communities in the County of Newell - Bassano, Gem, Rosemary, Duchess, Patricia, Millicent, Cassils, Bow City, Tilley, Rolling Hills, Scandia and Rainier.

As well as one-on-one volunteer tutoring Newell Further Education also offers small group tutoring if numbers allow. It offers ESL classes in those communities. Anyone interested in tutoring or receiving literacy help may contact the office at 403-641-3444 or email [furthered@telus.net](mailto:furthered@telus.net).<sup>206</sup>

**ABLE (Adult Basic Literacy Education)** program is a volunteer tutor program created to help adults with literacy needs at all levels, and basic digital skills.<sup>207</sup> They provide one-on-one and small group tutoring in the cities of Brooks and Medicine Hat.

**Brooks Campus of Medicine Hat College**<sup>208</sup> offers the ABLE Program in Brooks which allows students to obtain a high school equivalency to pursue further education. For more information: 403-362-1677 or [brooksinfo@mhc.ab.ca](mailto:brooksinfo@mhc.ab.ca)

**YMCA Employment Centre.** Employment advisors at the YMCA Employment Centre at Medicine Hat College – Brooks Campus can connect Albertans to jobs by providing services that respond to Albertan’s and employers’ current and future needs. Office hours are 8:30 am to 4:30 pm from Monday to Friday. Appointments are preferred.

Their services include:<sup>209</sup>

- Job Placement Services
- Ongoing support to employers to assist with employee retention
- Wage incentives to employers who provide our their clients with career-related work experience and training
- Access to post available positions within the YMCA employment Centre at no cost

Eligibility requirements:

- Alberta residents who are not attending an education program
- Legally entitled to work in Canada
- Ready, willing and able to work
- Unemployed or currently working less than 20 hrs per week

YMCA Employment Services provides a wide range of support, services and programs to Albertans who are seeking to improve their employment status – including identifying job opportunities, enhancing employability and life skills and gaining experience and confidence through placement programs.

*For more information please call 403-362-1483 or visit <https://medicinehatymca.ca/employment-services>*<sup>210</sup>

<sup>202</sup> 2011 NHS Survey (Statistics Canada)

<sup>203</sup> 2016 Canadian Census (Statistics Canada)

<sup>204</sup> 2021 Canadian Census (Statistics Canada)

<sup>205</sup> Government of Alberta. Living Literacy: A Literacy Framework for Alberta’s Next Generation Economy: The Report 2009–2013. Edmonton, AB: Government of Alberta.

<sup>206</sup> <https://www.facebook.com/NewellFurtherEd/>

<sup>207</sup> <https://www.adultliteracyeducation.com/>

<sup>208</sup> [https://www.mhc.ab.ca/ContinuingStudies/Brooks\\_Courses](https://www.mhc.ab.ca/ContinuingStudies/Brooks_Courses)

<sup>209</sup> <https://medicinehatymca.ca/employment-services>

<sup>210</sup> <https://medicinehatymca.ca/>

**Brooks Community Adult Learning Council (BCALC)** is a non-profit organization, which provides ESL instruction to immigrants, refugees and Temporary Foreign Workers as well Employability Enhancement Skills and General interest courses to the wider community. As a partner in the delivery of Community Adult Learning Program (CALP). BCALC has over 20 years of experience in delivering a high-quality English as Second Language (ESL) program which prides itself in delivering services in a warm, caring, and professional environment to a multicultural and multilingual clientele. BCALC’s student population number is over 500 annually. Students originate from countries such as Eritrea, Ethiopia, Mauritania, Mexico, Somalia, Sudan, China, Columbia, Congo, El Salvador, Ukraine etc. BCALC offers 24 classes of Language Instruction for Newcomers to Canada (LINC) and 4 ESL classes each day and 11 online ELL classes in each of 3 terms taught by capable and experienced instructors.<sup>211</sup> For more information please call 403-362-5372 or email [bcalc@telusplanet.net](mailto:bcalc@telusplanet.net)

**Outcome Facilitation & Project Development Ltd.** provides employment services up to six months to unemployed New Canadians: Newcomers, Temporary Residents, Refugees, or Canadian Citizens not born in Canada, that currently reside in Brooks and surrounding areas.<sup>212</sup>

**Global Village Centre Society** offers the **John Ware Youth Empowerment Program**, designed to help young adults to make a positive transition into life opportunities and careers. The three components are: Lifeskills; Intercultural Communications and Mentorship. For more information call 403-793-3946 or website: [www.globalvillage.com](http://www.globalvillage.com)<sup>213</sup>



Brooks Community Adult Learning Centre: Brooks



Newell Further Education Centre: Bassano

<sup>211</sup> Email: Michelle Gietz, Executive Director, Brooks Community Adult Learning Council (BCALC), March 23, 2023

<sup>212</sup> <https://www.facebook.com/Outcome-Facilitation-Project-Development-ltd-688486524890088/>

<sup>213</sup> <https://www.globalvillagecentre.ca/>

Education Level of Brooks-Newell Region Residents for 2011, 2016 and 2021<sup>214,215,216</sup>

Education Level	2011		2016		2021	
	Population	%	Population	%	Population	%
Total population aged 15 years and over	17,530	100	18,040	100	18,425	100.0
No certificate, diploma or degree	4,490	25.6	4,915	27.2	5,065	27.5
High school diploma or equivalent	5,465	31.2	6,045	33.5	6,465	35.1
Postsecondary certificate, diploma or degree	7,575	43.2	7,075	39.2	6,900	37.4
Apprenticeship or trades certificate or diploma	2,425	13.8	1,850	10.3	1,645	8.9
College, CEGEP or other non-university certificate or diploma	2,885	16.5	2,940	16.3	2,865	15.5
University certificate or diploma below bachelor level	425	2.4	405	2.2	375	2.0
University certificate, diploma or degree at bachelor level or above	1,850	10.6	1,885	10.4	2,010	10.9
Bachelor's degree	1,405	8	1,425	7.9	1,490	8.1
University certificate or diploma above bachelor level	440	2.5	120	0.7	125	0.7

- Brooks-Newell Region residents are highly educated with 37.4% of the population having a postsecondary certificate, diploma or degree. 35.1% of the population has a high school diploma or equivalent
- 10.9% of the population has a university certificate, diploma or degree at bachelor level or above.



The John Ware Youth Empowerment & Engagement Program operates through the Global Village Centre Society

<sup>214</sup> 2011 NHS Survey (Statistics Canada)

<sup>215</sup> 2016 Canadian Census (Statistics Canada)

<sup>216</sup> 2021 Canadian Census (Statistics Canada)



## POSITIVE GAP ANALYSIS

The 2022 Quality of Life Survey gap analysis identified four Positive Gaps in the Brooks-Newell Region. Positive Gaps occur when the Rank of Importance is lower than the Rank of Satisfaction within the nine broad categories. Sense of Community is now a Positive Gap, but was a Match Gap in 2017. Education was a Positive Gap in 2017, but is now a Match Gap. Physical Environment, Social Programs/Social Conditions, and Government remain Positive Gaps for 2022.

1. Sense of Community
2. Physical Environment
3. Social Programs/Social Conditions
4. Government

The 2017 Quality of Life Survey gap analysis identified five Positive Gaps in the Brooks-Newell Region.

The 2013 Quality of Life Survey gap analysis identified the same Positive Gaps in four out of the five factors. Government was a Match Gap in the previous study.

### POSITIVE GAP: SENSE OF COMMUNITY Factor

**Ranked #5 for Level of Importance and #4 for Level of Satisfaction**

Sense of Community was a Match Gap in 2017.

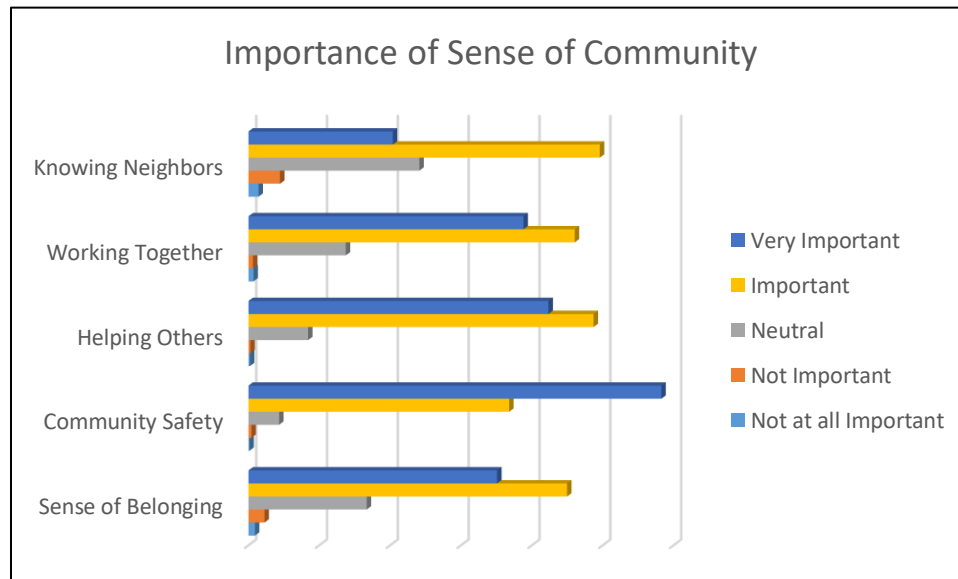
This Factor was defined with the following variables:

QUALITY OF LIFE	QUALITY OF PLACE
Importance Variables	Satisfaction Variables
Knowing Neighbours	Domestic Violence
Working Together	Community Safety
Helping Others	Social Inclusion
Community Safety	
Sense of Belonging	



Kids Can Catch Event, Early Childhood Coalition

## Importance of Sense of Community Variables



### FINDINGS:

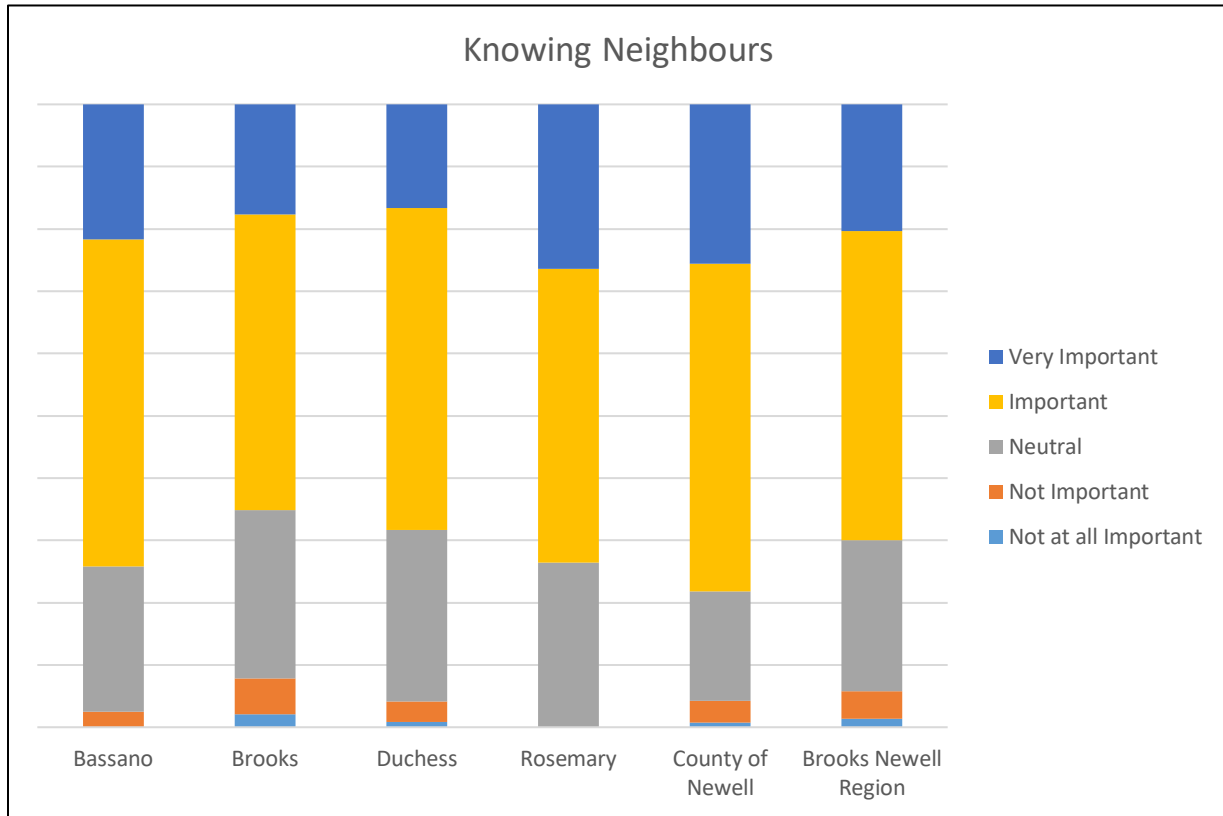
- The Overall Importance for **Knowing Neighbours** was 70%, which is an increase from 64.7% in 2017, but a decrease from 74.8% in 2013. This variable also had the highest rate of Neutral responses at 24.1% (27.3% in 2017).
- **Working Together** Overall Importance was 84.9%, which is a decrease from the previous two studies (85.2% in 2017 and 88.7% in 2013).
- **Helping Others** Overall Importance was 91.1%, which is an increase from 89.2% in 2017, but a decrease from 92.1% in 2013.
- **Community Safety** Overall Importance was 95.1%, which is an increase from 93.7% in 2017 and 94.6% in 2013.
- **Sense of Belonging** Overall Importance was 80.1%, which is a slight decrease from 80.3% in 2017.



*Knowing Neighbours*

**Comparison of Importance with *Knowing Neighbours* across Communities**

N = 1418 respondents



**FINDINGS:**

- Like the previous studies, **Knowing Neighbours** was seen as less Important than **Working Together, Helping Others, Community Safety, and Sense of Belonging**. It also had a large rate of Neutral Responses.
- Duchess had the most **Knowing Neighbours** Neutral responses (27.5%). The City of Brooks had the second most Neutral responses at 27%. The City of Brooks had the most Neutral responses (31.8%), and Bassano had the most Neutral responses (15.2%) in 2013.
- Rosemary had the most Very Important responses (26.4%), which was followed by the County of Newell (25.5%) and Bassano (21.7%). In 2017, Rosemary also had the most Very Important responses (29.2%), which was followed by County of Newell (22.5%) and Bassano (21.2%). In 2013, Duchess had the most Very Important responses (28%), which was followed by County of Newell (26.6%) and Rosemary (25%).
- There does not appear to be any correlation between the size of the community and the Importance that respondents attributed to **Knowing Neighbours**. The City of Brooks, which is the largest urban community in the Brooks-Newell Region, had the lowest rate of Important or Very Important responses (65.1%).

### Helping Others

The Brooks-Newell Region has a large number of volunteers who help communities, local organizations, sports clubs, faith groups, and are the backbone of ensuring that there are activities/recreational facilities and a good quality of life for residents in the communities. Volunteers often run the local Hockey, Curling and Soccer Associations, organize community festivals and events, ensure that historical artifacts are preserved and keep young people informed about the history of the Region, and raise funds for community projects. Grasslands Regional FCSS Annual Report (2022) reported their Funded Partners organizations' volunteers contributed nearly 7,000 hours to their communities and the annual FCSS Citizen of the Year and Junior Citizen of the Year honours volunteers in the area.<sup>217</sup> Grasslands Regional FCSS' Funded Partner organizations also served 2,284 clients in the County of Newell, and 12,751 in the City of Brooks.<sup>218</sup>

According to the 2018 General Social Survey on Giving, Volunteering and Participating (GSS GVP), over 24 million, or 79%, of Canadians aged 15 and older volunteered.<sup>219, 220</sup> These volunteers dedicated approximately 5 billion hours volunteering, which is equivalent to over 2.5 million full-time year-round jobs. Mature volunteers (born between 1918 and 1945) had the lowest volunteer rate, but volunteered the most average hours per year at 222.<sup>221</sup> Volunteers born in 1996 and later gave on average 82 hours of their time. iGens (78%) and Millennials (77%) were primarily informal volunteers (volunteering not mediated by organizations), compared to older generations of Baby Boomers (73%) and Matures (58%). Informal volunteering differed by generation. Matures and Baby Boomers were more likely to participate in public meetings, while younger generations were more likely to disseminate information to raise awareness of specific issues. The province with the highest percentage of formal volunteers was Saskatchewan (55%) and the lowest was Quebec (33%).<sup>222</sup> Saskatchewan also had the highest rate of informal volunteering with 80% as compared to Quebec with 71%.

The COVID-19 Pandemic greatly affected volunteering, and organizations had to adapt to keep it going after they suspended their volunteer activities. In Canada, the period between June and October 2022, 49% of organizations restarted some suspended programs, 48% had developed new programs or services, 43% began re-engaging volunteers for in-person responsibilities, and 38% for virtual volunteering.<sup>223</sup> Approximately half of the organizations had or were developing new volunteer roles, and 31% assigned existing volunteers to new roles. Although 28% of organizations reported reduced roles for volunteers, 12% of them expanded due to increased demand. One of the most common adaptations has been the shift to virtual volunteering, and approximately 60% of organizations identified that they are now offering virtual volunteering roles. However, the shift to virtual formats is not accessible to all organizations with 30% identifying that they are unable to make the change.<sup>224</sup>

<sup>217</sup> Grasslands Regional FCSS. Annual Report 2022.

<sup>218</sup> Grasslands Regional FCSS. Annual Report 2022.

<sup>219</sup> Hahmann, T. Volunteering Counts: Formal and Informal Contributions of Canadians in 2018. April 23, 2021. <https://www150.statcan.gc.ca/n1/pub/75-006-x/2021001/article/00002-eng.htm>

<sup>220</sup> The GSS GVP was conducted every three years until 2013, but beginning in 2018 it will be on a five year cycle. <https://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=4430>

<sup>221</sup> Hahmann, T. Volunteering Counts: Formal and Informal Contributions of Canadians in 2018. April 23, 2021. <https://www150.statcan.gc.ca/n1/pub/75-006-x/2021001/article/00002-eng.htm>

<sup>222</sup> Hahmann, T. Volunteering Counts: Formal and Informal Contributions of Canadians in 2018. April 23, 2021. <https://www150.statcan.gc.ca/n1/pub/75-006-x/2021001/article/00002-eng.htm>

<sup>223</sup> Volunteer Canada. 2020. The Volunteering Lens of COVID-19: Fall 2020 Survey. <https://volunteer.ca/index.php?MenuItemID=433&lang=en>

<sup>224</sup> Volunteer Canada. 2020. The Volunteering Lens of COVID-19: Fall 2020 Survey. <https://volunteer.ca/index.php?MenuItemID=433&lang=en>





2022 FCSS Summer Youth Volunteer

### Charitable Giving

**Charitable Giving** Information is available from Statistics Canada for Canada, Provinces, Census Metropolitan Areas (CMA), and Census Agglomerations (CA), therefore data is only available for the City of Brooks.<sup>225</sup> Although data is not available for the Brooks-Newell Region, the information for Brooks still provides a perspective on how residents are involved with **Helping Others**. It gives an indication of the generosity of the Region's residents and their commitment to helping their communities.

The table below compares the charitable donation of tax filers in the City of Brooks to those of Alberta and the rest of Canada. The data in the table reflects only the amount of charitable donations for which a tax filer received a tax donation and claimed on an income tax return; it does not reflect charitable donations when no tax receipt was issued. For the 2019 Tax Year, 15.5% of tax filers in the City of Brooks declared that they made a charitable donation. This percentage dropped for the 2021 Tax Year (12.9%), which is not too surprising due to the decline in giving (country-wide) during the COVID-19 Pandemic.<sup>226</sup> The percentages for Canada and Alberta in 2019 were 18.6% and 19% (respectively), and 2021 they were 17.1% and 17.7%. The average age of donors for the City of Brooks was 54 in 2019 and 56 in 2021. This compares to 55 in 2019 and 56 in 2021 for Canada. The average age of donors for Alberta in 2019 was 53 and 54 in 2021. The older City of Brooks residents make more in charitable donations, which is similar to Alberta and Canada. The median donation from the City of Brooks in 2019 was \$630 and \$610 in 2021. This compares to Canada (\$310 in 2019 and \$360 in 2021) and Alberta (\$500 in 2019 and \$550 in 2021).

<sup>225</sup> <http://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=4430>

<sup>226</sup> <https://www.cbc.ca/news/canada/toronto/canadian-charities-unprecedented-strain-giving-report-2022-1.6408393>

Charitable Donors <sup>227</sup>						
Donors and Donations	Brooks		Alberta		Canada	
	2019	2021	2019	2021	2019	2021
Number of tax filers	18,340	12,880	3,020,670	3,096,250	27,171,990	28,104,130
Number of donors	2,840	1,620	560,600	528,270	5,164,900	4,967,050
Average age of donors	54	56	53	54	55	56
Average donations, donors aged 0 to 24 years (\$)	1,080	1,880	910	1,100	390	450
Average donations, donors aged 25 to 34 years (\$)	1,450	1,470	1,340	1,510	910	1,040
Average donations, donors aged 35 to 44 years (\$)	2,120	1,570	1,990	2,270	1,390	1,850
Average donations, donors aged 45 to 54 years (\$)	2,420	2,020	2,400	2,620	1,820	2,230
Average donations, donors aged 55 to 64 years (\$)	2,760	2,650	3,480	3,690	2,130	2,360
Average donations, donors aged 65 years and over (\$)	3,500	3,550	4,330	4,630	2,840	3,310
Total charitable donation (\$ x 1,000)	7,340	4,035	1,611,620	1,679,795	10,309,315	11,804,435
Median donations (\$)	630	610	500	550	310	360
Median total income of donors (\$)	54,780	60,230	72,880	74,150	63,360	67,410
75th percentile total income of donors (\$)	86,890	90,490	113,320	114,880	97,700	103,600

### *Sense of Belonging*

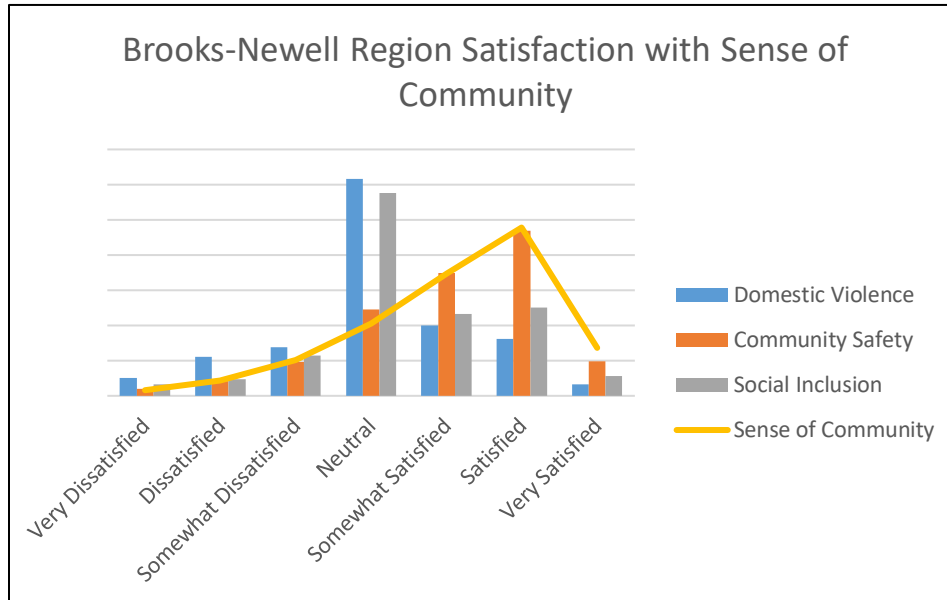
Albertans rank among the lowest in the nation for Sense of Belonging to Local Community at 68.3 percent in 2021 (Only Quebec is lower with 66%).<sup>228</sup> While no Canadian Census data exists for individual communities in Alberta, respondents in the 2022 Quality of Life Survey responded that **Sense of Belonging** was Important (45%) and Very Important (35.1%). The Neutral response rate among respondents was 16.7%.

<sup>227</sup> Statistics Canada. Table 11-10-0130-01 Summary of charitable donors

<sup>228</sup> Statistics Canada. Table 13-10-0096-01 Canadian health characteristics, annual estimates

Overall Satisfaction with *Sense of Community* was 72.3% (2017: 72.7%; 2013: 75.3%)

### Satisfaction with Sense of Community Variables



#### FINDINGS:

- Domestic Violence** had an Overall Satisfaction rating of 30.1% (393), and a high Neutral response rate of 47.1% (616). In 2017, it had an Overall Satisfaction rating of 42%, and a high Neutral Response rate of 40.1% (512 responses). In 2013, the Overall Satisfaction rating was 36.6% and the Neutral response rate was 37%. 2.5% (33) were Very Satisfied, 12.3% (161) were Satisfied, and 15.2% (199) were Somewhat Satisfied. In 2017, 4.38% (56) of respondents were Very Satisfied, 19.7% (252) were Satisfied, and 17.9% (229) were Somewhat Satisfied. In 2013, the percentages were 4.9, 20.5 and 11.2 respectively. 10.6% (138) were Somewhat Dissatisfied, 8.4% (110) were Dissatisfied, and 3.8% (50) were Very Dissatisfied. In 2017, 9.6% (123) were Somewhat Dissatisfied, 5.4% (69) were Dissatisfied, and 2.9% (37) were Very Dissatisfied. In 2013, the percentages were 9.3, 6.4 and 3.5 respectively.
- Community Safety** had an Overall Satisfaction rating of 69.5% (916), which is a decrease from 72.2% (933) in 2017, but an increase from 69.4% in 2013 when. 7.4% (98) were Very Satisfied, 35.6% (469) were Satisfied, and 26.5% (349) were Somewhat Satisfied. In 2017, 8.7% (112) of respondents were Very Satisfied, 36% (465) were Satisfied, and 28% (356) were Somewhat Satisfied. The percentages in 2013 were 7.7, 33, and 28.7 respectively. 18.7% (246) were Neutral, 7.3% (96) were Somewhat Dissatisfied, 3.2% (42) were Dissatisfied, and 1.4% (19) were Very Dissatisfied. In 2017, 17.7% (228) of respondents were Neutral, 6.4% (83) were Somewhat Dissatisfied, 2% (26) were Dissatisfied, and 1.7% (22) were Very Dissatisfied. In 2013, the percentages were 15.5, 8.9, 3.8 and 2.4 respectively.
- Social Inclusion** had an Overall Satisfaction rating of 41.1% (539), and a high Neutral response rate of 44% (576). In 2017, it had an Overall Satisfaction rate of 46.5%, and a high Neutral response rate of 41.6% (535 responses). In 2013, the Overall Satisfaction rating was 45.7%, and the Neutral response rate of 42.3%. 4.4% (57) were Very Satisfied, 19.1% (250) were Satisfied, and 17.7% (232) were Very

Satisfied. In 2017, 4.7% (60) of respondents were Very Satisfied, 22.7% (291) were Satisfied, and 19.2% (247) were Somewhat Satisfied. The percentages in 2013 were 5.6, 21.3, and 18.8 respectively. In 2017, 7.5% (96) of respondents were Somewhat Dissatisfied, 2.6% (33) were Dissatisfied, and 1.8% (23) were Very Dissatisfied. In 2013, the percentages were 7, 3.1, and 1.1 respectively.

- Similar to 2013, results suggest that respondents were satisfied with services, programs and conditions related to **Community Safety**, **Domestic Violence** and **Social Inclusion** but that public awareness could be an area for further exploration as indicated by the high numbers of Neutral answers in the areas of **Domestic Violence** and **Social Inclusion**.

### Domestic Violence

Over the past few years, community agencies, community groups, the City of Brooks, Royal Canadian Mounted Police (RCMP) and provincial government departments identified **Domestic Violence** as one of the community priorities. Collaborative efforts have been made to explore the issues around domestic violence in the Brooks-Newell Region and to implement community solutions through education, training and a variety of programs and services. It should be noted that most services (Counselling, safe house, legal, etc.) are located in Brooks. There are outreach programs available outside of Brooks but transportation to needed services may be a problem for persons who face domestic violence situation.

The **Domestic Violence Intervention Team (DVIT)** was formed in 2012 to serve the Brooks-Newell Region and is managed through the RCMP Brooks Detachment in partnership with Cantara House and Victim's Assistance. "This award-winning practice is led by the RCMP to ensure families have the appropriate supports required to maintain safety. By using a "swift response model", a specialized team will engage clients, assess individual client needs, make referrals, case manage and ensure clients are following through with agreed upon service plans. This approach allows clients to receive the support on an ongoing basis and has drastically reduced the rate of repeat offences. With the intent to provide support to the entire family, support is provided to men, women and children regardless of who is identified as victim or aggressor. These services and supports are provided independently or simultaneously to involvement with the Justice System. The community provides engaged involvement and leadership by accepting referrals, engaging in a case management process and participating in the management of the team."<sup>229</sup> The COVID-19 Pandemic forced DVIT to scale back operations since its members could not meet person, but it remained intact and still provides services.<sup>230</sup> It is difficult to determine the number of clients served, since DVIT is one of the many outreach programs that Cantara House oversees. However, the total number of clients that Cantara House served from 2022 to 2023 (March) was 553 (includes women, men and children).<sup>231</sup> Cantara House provides domestic violence services to individuals and families impacted by domestic abuse through their programming: In shelter; Crisis, Outreach and Safe Youth Outreach program. Cantara also provides domestic violence education and awareness in communities throughout the area.

### Community Safety

Research has shown that the level of Satisfaction with **Community Safety** is an important component on how residents view their community.<sup>232</sup> The Very Satisfied and Satisfied rating among Respondents for **Community Safety** was 43%41.9%,<sup>233</sup> and given that this is a growth in Satisfaction (41.4% in 2017 and 39.3% in 2013) it indicates an improved level of support for the efforts of Public Safety Agencies to work with the community in

<sup>229</sup> <https://www.brooks.ca/568/Public-Safety>

<sup>230</sup> Email: Shauna Bell, Executive Director, Cantara House, March 22, 2023

<sup>231</sup> Email: Shauna Bell, Executive Director, Cantara House, March 22, 2023

<sup>232</sup> CPRN Quality of Life in Canada: A Citizen's Report Card Background Report, July 2002

<sup>233</sup> Overall Satisfaction (Very Satisfied, Satisfied and Somewhat Satisfied) for Community Safety was 69.5%.



increasing their level of safety. Overall Dissatisfaction among respondents was 11.6%, which is a slight increase from 10.6% in 2017. However, most Brooks residents still feel safer in their community than they did in 2013 when the Overall Dissatisfaction rating was 19.1%.

The high Overall Satisfaction with Community Safety is in line with results from a recent survey conducted by the Angus Reid Institute. They found that 89% of Canadians feel that they live in a safe country, while 43% have the same opinion of the United States.<sup>234</sup> Interestingly enough, 64% of Americans feel that Canada is a safe country, while only 43% hold the same opinion of the United States.<sup>235</sup>



Brooks and Bassano RCMP Detachments



The Police Reported Crime Severity Index (PRCSI) provides a comparison of the amount of criminal code offenses and their severity. The Index has fluctuated for Canada, Alberta, Brooks (municipal), and Brooks (rural) from 2012 to 2016.

Police-Reported Crime Severity Index<sup>236,237,238</sup>

Jurisdiction	2017		2018		2019		2020		2021	
	Index	Percent Change	Index	Percent Change	Index	Percent Change	Index	Percent Change	Index	Percent Change
Brooks (Municipal)	81.26	-1.85	83.98	3.35	88.1	4.91	82.88	-5.93	89.56	8.06
Brooks (Rural)	42.21	4.87	44.23	4.79	59.62	34.8	45.42	-23.82	48.47	6.72
Alberta	112.06	5.73	113.65	1.42	120.14	5.71	108.7	-9.52	101.36	-6.75
Canada	73.6	2.21	75.61	2.73	79.75	5.48	73.9	-7.34	73.68	-0.3

Between 2016 and 2017, Brooks (Municipal) witnessed a decrease of 1.85% to an index of 81.26. It then witnessed an increase of 3.35% to 83.98 in 2018 and 4.91% to 88.1 in 2019, but then dropped 5.93% to 82.88 in 2020. In 2021, there was an increase of 8.06% to 89.56. Brooks (Rural) increased 4.87% to 42.21 in 2017 and 4.79% to 44.23 in 2019, but there was a drastic increase of 34.8% to 59.62 in 2019. The index dropped 23.82% to

<sup>234</sup> <https://angusreid.org/us-canada-border-crossing-customs/>

<sup>235</sup> <https://angusreid.org/us-canada-border-crossing-customs/>

<sup>236</sup> PRCSI measures changes in the level of severity of crime in Canada from year to year. In the index, all crimes are assigned a weight based on their seriousness. The level of seriousness is based on actual sentences handed down by the courts in all provinces and territories. More serious crimes are assigned higher weights, less serious offences lower weights. As a result, more serious offences have a greater impact on changes in the index.

<sup>237</sup> For Canada and Alberta: Statistics Canada. [Table 35-10-0026-01 Crime severity index and weighted clearance rates, Canada, provinces, territories and Census Metropolitan Areas](#)

<sup>238</sup> For Brooks (Municipal and Rural): Statistics Canada. [Table 35-10-0190-01 Crime severity index and weighted clearance rates, police services in Alberta](#)

45.42 in 2020, but then increased 6.72% to 48.47 in 2021. The index for Alberta and Canada steadily increased from 2017 to 2019 reaching 79.75 and 120.14, respectively, but decreased in 2020 and 2021. Brooks (Rural) has less severe crime than the averages for Canada and Alberta. Brooks (Municipal) has higher averages than Canada, but less than Alberta.

Between 2013 and 2017, total persons crime has remained largely unchanged, total property crime has increased and total criminal code violations have increased.<sup>239</sup> It should be noted that crimes may be committed by persons who are not local residents.

### Brooks Municipal Detachment RCMP Statistics 2018-2022

Brooks Municipal Detachment Br Statistics <sup>240</sup>						
Category		2018	2019	2020	2021	2022
<b>Criminal Code Offenses - Persons</b>	<b>Robbery</b>	2	4	4	4	5
	<b>Assault</b>	241	203	188	185	189
<b>Criminal Code Offenses - Property</b>	<b>Break and Enter</b>	61	45	66	55	53
	<b>Theft of Motor Vehicle</b>	32	29	28	40	47
	<b>Theft Over \$5000</b>	11	7	11	4	3
	<b>Theft Under \$5000</b>	201	147	117	151	192
	<b>Possession of Stolen Goods</b>	30	29	32	27	52
	<b>Fraud</b>	107	117	100	85	96
<b>Drug Enforcement</b>	<b>Production</b>	2	0	0	0	0
	<b>Possession</b>	30	12	12	13	4
	<b>Trafficking</b>	17	7	7	15	7
	<b>Other</b>	4	1	0	0	0

Between 2018 and 2022, total persons crime has decreased by 13%, total property crime has increased, and total criminal code violations have decreased. It should be noted that crimes, such as property crimes may be committed by persons who are not local residents.<sup>241</sup>

Additionally, it is worth noting that between 2018 and 2022, drug possession has decreased by 87% and drug trafficking has decreased by 59%.<sup>242</sup>

**Brooks & County Victims Services Unit** are called out at any time day or night after RCMP members respond to a crime, accident or death to support victims in their hour of crisis.<sup>243</sup> This is an invaluable service for victims who may be overwhelmed and unsure how to react to what just occurred.

**The Safe Communities Committee** (comprised of community members and staff members from the City of Brooks and RCMP Detachment) was created to foster a safe and secure community in the Brooks-Newell Region.<sup>244</sup> The committee provides safety and educational programming to residents of the region. RCMP

<sup>239</sup> Brooks Municipal Detachment Statistical Comparison January to December: 2013 – 2017. April 04, 2018.

<sup>240</sup> Email: Kendra Sieben, Safe Communities Coordinator, Brooks RCMP – Community Policing Unit, March 20, 2023

<sup>241</sup> Email: Kendra Sieben, Safe Communities Coordinator, Brooks RCMP – Community Policing Unit, March 22, 2023

<sup>242</sup> Email: Kendra Sieben, Safe Communities Coordinator, Brooks RCMP – Community Policing Unit, March 22, 2023

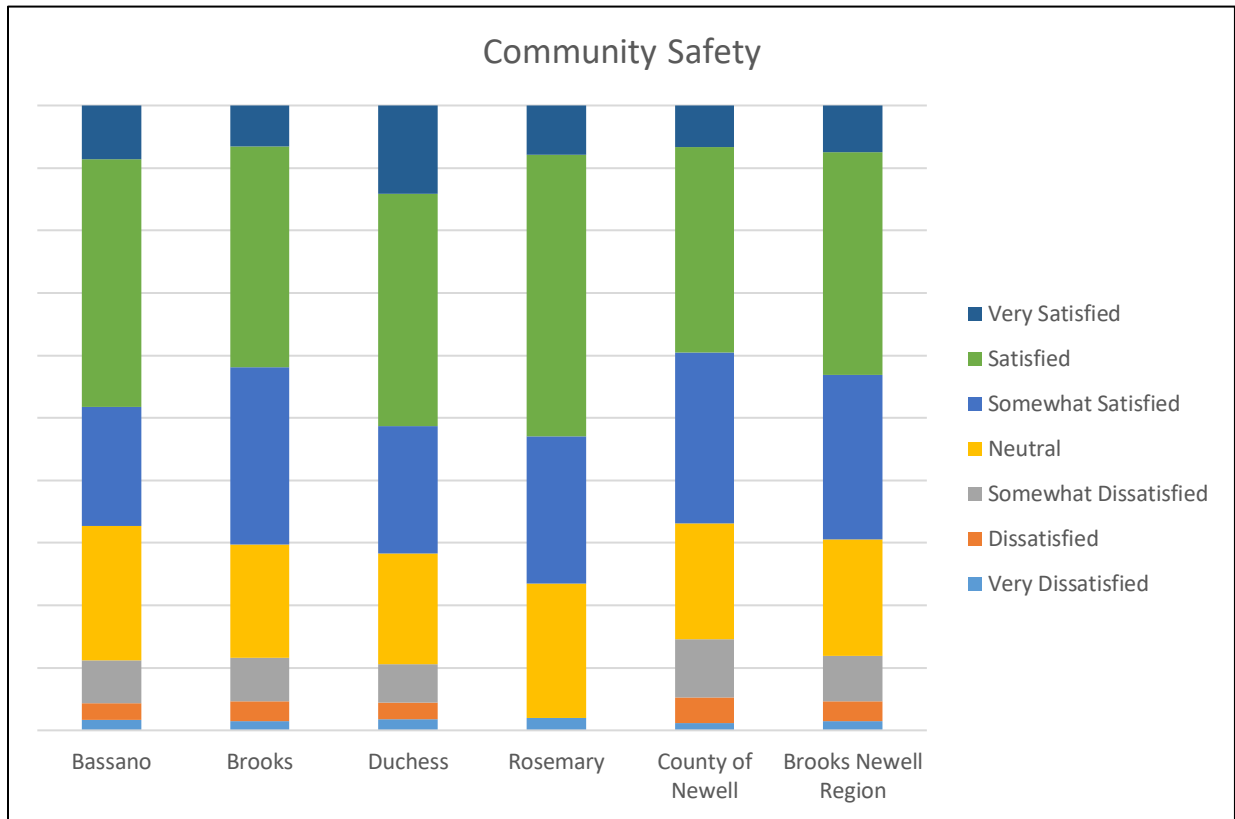
<sup>243</sup> <https://www.brooks.ca/568/Public-Safety>

<sup>244</sup> <https://www.brooks.ca/568/Public-Safety>

strategies and priorities are also established each year with input from City of Brooks and County of Newell Councils.

**Brooks-Newell Region Comparisons: Satisfaction with *Community Safety***

N = 1330 respondents



**FINDINGS:**

- Duchess had the highest Very Satisfied rating at 14.2% (16). Rosemary had the highest Very Satisfied rating at 10.4% (5) in 2017, and in 2013 with 25%.
- Bassano and Rosemary had the highest Neutral rating among respondents with 21.6% each (11 for Rosemary and 25 for Bassano). Duchess had the highest Neutral rating among respondents with 19.7% (15) in 2017.
- The County of Newell had the highest Overall Dissatisfaction response rate with 14.5% (50), but an Overall Satisfaction rate 66.9% (230). In 2017, the City of Brooks had the highest Overall Dissatisfaction response rate with 10.8% (80), but an Overall Satisfaction rate of 70.8% (527). The City of Brooks also had the highest Overall Dissatisfaction rate in 2013 with 13.6%.
- Rosemary had the least Overall Dissatisfied responses with 2%. Rosemary also had the least Overall Dissatisfied responses in 2017 with 0% and 2013 with 2.8%.

The Brooks RCMP Detachment also serves rural areas in the Brooks-Newell Region. There are 28 RCMP members, two Community Peace Officers (employed by the City of Brooks), one By-Law Officer (employed by the City of Brooks), and two Community Peace Officers (employed by the County of Newell).

### Social Inclusion

The Brooks-Newell Region community has shown ongoing commitment to ensure that residents feel a sense of belonging and are welcomed into communities. It is, therefore, interesting that 44% of respondents indicated they were Neutral on their sense of Social Inclusion. This is an increase from 41.2% in 2017 and 42.3% in 2013. More information may be needed to fully understand social inclusion in the Brooks-Newell Region as it relates to minority groups and also pertaining to social inclusion for all residents in the Brooks-Newell Region

**Social inclusion** is defined as “a function of active social networks and public spaces and services that support the inclusion of all residents in city life”.<sup>245</sup> A second dimension of social inclusion is the importance of promoting meaningful interaction among an increasingly diverse and potentially divided population. This interaction is necessary to avoid social isolation among groups like single seniors and single parents as well as social divisions between the “mainstream” population and the rapidly growing ethnic, cultural, and linguistic

In the Brooks-Newell Region, there have been many community initiatives to build a Sense of Community and increase social inclusion. Community residents and all sectors have made concerted efforts to welcome newcomers and provide employment and services and programs which reflect the changing demographics of the community<sup>246</sup>

The **City of Brooks Municipal Sustainability Plan**<sup>247</sup> and **Welcoming and Inclusive Communities (WIC) Partnership Plan (2017-2020 and 2021-2024)**<sup>248, 249</sup> are a response to efforts to attract and accommodate an increasingly diverse population. The City of Brooks works closely with both the Canadian Municipalities Against Racism and Discrimination (CMARD) and the Alberta Urban Municipalities Association (AUMA) for the 2017-2021 plan in order to help promote Brooks as a welcoming and inclusive community. The City of Brooks has customized AUMA’s Welcoming & Inclusive toolkit and areas of focus to meet the needs of its residents, as reflected in the WIC Partnership Plan.<sup>250</sup> The WIC Partnership Plan Action Plan is designed to bolster CMARD’s ten Common Commitments.<sup>251</sup> While these initiatives have been led by the City of Brooks Welcoming & Inclusive Committee, they have had participation from residents of Brooks, the Brooks-Newell Region and beyond. This dedicated work was then rolled into the new WIC Partnership plan for 2021-2024. With the help of AUMA’s WIC toolkit and working with local community groups, the City will adopt multiple methods to reduce racism and discrimination, and promote equity and inclusion.<sup>252</sup> The action plan has 10 priorities:

1. Equitable Hiring & Selection
2. Retention & Succession Planning
3. Measure Workplace Diversity
4. Respectful & Inclusive Work Environment
5. Building Workplace Capacity
6. Community Education and Awareness
7. Developing Inclusive Events
8. Community Access to Information
9. Community Development
10. A Mentally Healthy Workplace & Community

<sup>245</sup> Highlight Report Federation of Canadian Municipalities 2004

<sup>246</sup> Newell Regional Expo Final Report 2012

<sup>247</sup> <https://www.brooks.ca/DocumentCenter/View/238>

<sup>248</sup> <https://www.brooks.ca/DocumentCenter/View/1029>

<sup>249</sup> <https://www.brooks.ca/DocumentCenter/View/4102>

<sup>250</sup> <https://www.brooks.ca/DocumentCenter/View/1029>

<sup>251</sup> <http://www.brooks.ca/288/Welcoming-Inclusive-Community>

<sup>252</sup> <https://www.brooks.ca/DocumentCenter/View/4102>

The City of Brooks joined the Coalition of Inclusive Municipalities, and as such has signed a declaration that binds the municipality to the following ten commitments:<sup>253</sup>

1. Increasing vigilance against systemic and individual discrimination.
2. Monitoring discrimination in the municipality and taking action to address it.
3. Supporting individuals who experience discrimination.
4. Providing police services that are exemplary institutions for fighting discrimination.
5. Providing equal opportunities as a municipal employer, service provider, and contractor.
6. Supporting measures that promote equity in the labour market.
7. Challenging discrimination and promoting diversity and equal opportunities in housing.
8. Involving citizens by giving them a voice in anti-racism initiatives and decision-making.
9. Challenging discrimination and promoting diversity and equal opportunities in education and other forms of learning.
10. Promoting the respect, knowledge and appreciation of cultural diversity and the inclusion of Indigenous and racialized communities in the cultural fabric of the municipality.

At a regional level, the **Newell Regional Expo Society** began in 2008 to develop strategies to encourage welcoming and inclusive communities within healthy economic and social systems by promoting, honoring and increasing community involvement and awareness in all sectors in all our communities. Since 2009, the Brooks-Newell Regional Expo Board of Directors has partnered with Brooks-Newell Region communities to promote, honour and celebrate the spirit of the Brooks-Newell Region by hosting events and community capacity building projects. Regional Tours, Annual Honouring a Community Dinner and the Expo Taste of Nations have shared, showcased and celebrated the cultures and histories of Brooks-Newell Region residents and communities. As a result of Expo initiatives, the City of Brooks hired an Inclusion Coordinator in 2010 and took over hosting the Taste of Nations in 2016. The final Annual Honouring a Community Dinner took place in June 02, 2023 with Cassils honouring the Brooks-Newell Region at the Cassils Community Centre. Another Expo spin-off is the Global Village television program<sup>254</sup> which was created and began airing in 2014, designed to showcase public figures and provide information for newcomers and community at large. Today, the **Global Village Centre** works with newcomers at the grassroots level and partners with others to build cultural capacity, to conduct immigrant research and to build cultural bridges.<sup>255</sup>



<sup>253</sup> <https://www.brooks.ca/DocumentCenter/View/4102>

<sup>254</sup> <http://www.shaw.ca>

<sup>255</sup> <http://www.globalvillagecentre.ca>





*Honouring a Community Dinner 2019 –*  
**Community of Gem Honours the Cassils Community**  
Gem Community Hall – Gem, Alberta

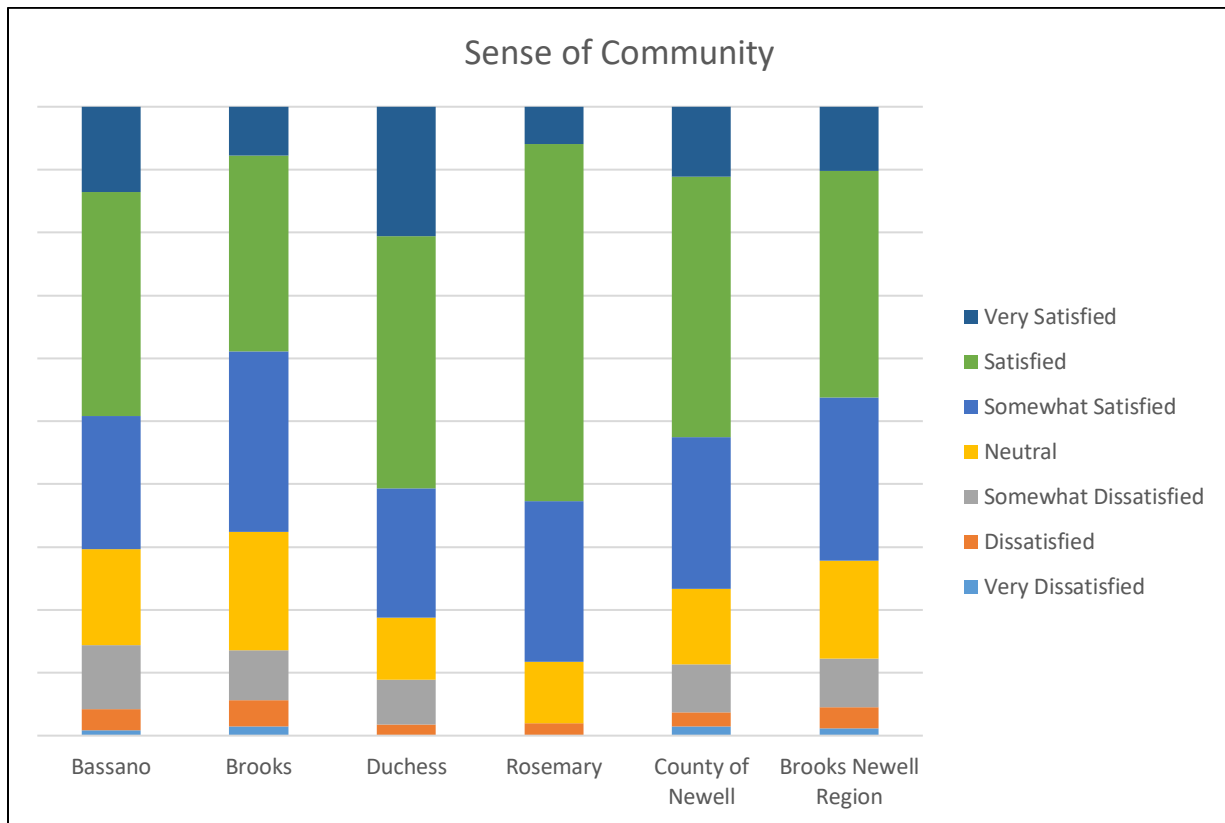


**Newell Regional Expo**  
*Honouring a Community Dinner 2023*  
**Cassils Community Honours**  
**The Brooks-Newell Region**  
**Cassils Community Centre – Cassils, Alberta**

Left to Right: Gary Hankins, Cassils Community  
Crystal Mulvey: Cassils Community  
Tina Preston: Chair, Newell Regional Expo.

**Brooks-Newell Region Comparisons: Satisfaction with *Sense of Community***

N = 1333 respondents



**FINDINGS:**

- Each community had an Overall Satisfaction rate of 67% or higher.
- Dutchess had the highest Very Satisfied rate with 20.5% (23), and Bassano was second with 13.6% (16). In 2017, Rosemary had the highest Very Satisfied rate with 19.2% (9), and Dutchess was second with 15.6% (12). In 2013, Dutchess had the highest rate with 18.5% and the County of Newell had the second with 17.2%. The County of Newell had a Ver+6y Satisfied rate of 13.1% in 2017.
- Rosemary had the highest Satisfied rate with 56.9% (29), and in 2017 with 42.6% (20). In 2013, the County of Newell had the highest rate with 46%, and it dropped to 43.3% in 2017.
- Bassano had the highest Overall Dissatisfaction rate with 14.4% (17) and in 2017 with 12.5% (13).
- Rosemary had the least Overall Dissatisfaction rate with 2% (1). In 2017, Dutchess had the least Overall Dissatisfaction rate with 5.2% (4).
- Rosemary had the highest Overall Satisfaction rate with 88.2% (45), and in 2017 with 80.9%
- The City of Brooks had the highest Neutral rate for Sense of Community Satisfaction with 18.8% (130) and in 2017 with 20% (149). Brooks also had the highest Neutral rate in 2013 with 29%.



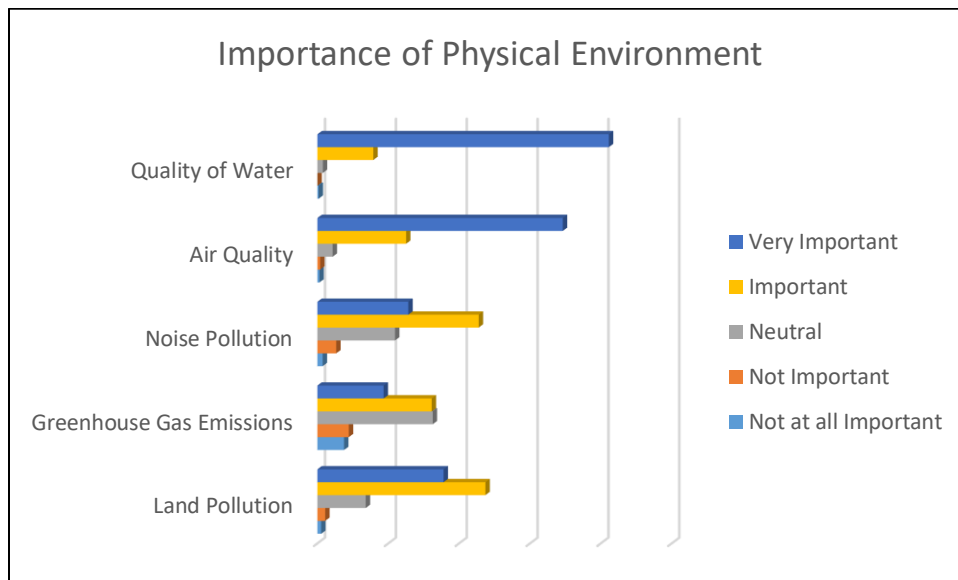
**POSITIVE GAP: PHYSICAL ENVIRONMENT Factor**

**Ranked #6 for Level of Importance and #1 for Level of Satisfaction**

This Factor was defined with the following variables

QUALITY OF LIFE	QUALITY OF PLACE
Importance Variables	Satisfaction Variables
Quality of Water	Environment Awareness
Air Quality	Recycling
Noise Pollution	Waste Management
Greenhouse Gas Emissions	
Land Pollution	

**Importance of Physical Environment Variables**



**FINDINGS:**

- **Quality of Water** was Very Important or Important to 98.1% of respondents (97.3% in 2017 and 2013).
- **Air Quality** was Very Important or Important to 94.3% of respondents, which is a decrease from 95.9% in 2017 and 95.6% in 2013.
- **Noise Pollution** was Very Important or Important to 68.8% of respondents, which is a decrease from 73.7% in 2013. **Noise Pollution** also had a significant Neutral rating of 23.3%.
- **Greenhouse Gas Emissions** had the most Neutral responses with 32.6%. This variable also had the most Neutral responses in 2017 with 27.1% and 2013 with 23.4%. **Greenhouse Gas Emissions** had the most Not Important or Not at all Important responses at 16.4%. It also had the most in 2017 (12.1) and 2013 (9.7%).
- **Greenhouse Gas Emissions** was Very Important or Important to 51% of respondents, which is a decrease from 60.8% in 2017 and 67% in 2013. The concern over **Greenhouse Gas Emissions** among Brooks-Newell Region residents has declined significantly.

- **Land Pollution** was Very Important or Important to 83.1%, which is an increase from 82.3% in 2017, but a decrease from 86% in 2013. **Land Pollution** had 13.7%, which is a decrease from 14.8% in 2017, but an increase from 11.4% in 2013.

### **Noise Pollution, Greenhouse Gas Emissions and Land Pollution**

As in 2013, respondents indicated much less Importance with **Noise Pollution, Greenhouse Gas Emissions and Land Pollution**. In fact, Importance decreased across the board for these variables. **Greenhouse Gas Emissions** had the highest Neutral responses for all three studies, and increased to 32.6% in 2022. **Greenhouse Gas Emissions** also had the highest Not Important or Not at all Important responses with 26.4%, which was an increase from 12.1 in 2017 (highest) and 9.7% in 2013 (highest).

Residents of the Brooks-Newell Region have access to some information about their water, air, noise quality and Green House Gas Emissions.

### **Quality of Water**

**Quality of Water** was Very Important or Important to 98.1% of respondents (97.3% in 2017); 82.3% thought that it was Very Important (79.3% in 2017 and 79.9% in 2013).

The Eastern Irrigation District (EID) is the largest water distributor in Alberta and services the Brooks-Newell Region; providing water to residents, commerce and industry throughout the region.<sup>256</sup> Water is critical to agriculture, a major industry in the region.

**Water Quality:** The Brooks-Newell Regional Services Corporation monitors water regularly. Information on water quality is available monthly from <http://www.nrsc.ca/monitoring-and-assessment-water-quality.php>

**Greenhouse Gas Emissions:** There is no information available for the Brooks-Newell Region

**Air Quality:** There is no information on Air Quality available for the Brooks-Newell Region. The closest monitoring station is Medicine Hat. Information on the Air Quality Health Index can be found at [https://weather.gc.ca/airquality/pages/abaq-008\\_e.html](https://weather.gc.ca/airquality/pages/abaq-008_e.html)

The Eastern Irrigation District (EID), one of thirteen irrigation districts in southern Alberta operates under the authority of the Alberta Irrigation Districts Act [RSA 2000 c. 1-11]. The administrative boundaries of the EID, bounded by the Bow River in the south and the Red Deer River in the north, encompass approximately 1.5 million acres of land.

The EID is farmer owned and operated. The District's primary business is the management of an extensive water distribution network in support of irrigated agriculture. In addition to conveying water to approximately 300,000 acres of irrigated farmland owned by private families and corporations, the EID also conveys water through their distribution network to benefit municipal, industrial, wildlife habitat and recreational purposes. The EID also owns an expanse of native and improved grassland (approximately 600,000 acres), managed for the benefit of the irrigators and primarily supporting the local cattle industry.<sup>257</sup>

<sup>256</sup> [www.eid.ca](http://www.eid.ca)

<sup>257</sup> <https://www.eid.ca/about.html>

**Regional Water**

**Brooks-Newell Regional Services Corporation (NRSC)**

The NRSC was spearheaded by the County of Newell and formed by partnership of all Urban Municipalities in the Brooks-Newell Region to manage the installation of water pipelines throughout the region. The City of Brooks has been instrumental in providing the funds and services to get this project going. Potable water through the pipelines is now available to all rural and urban residents in the region.

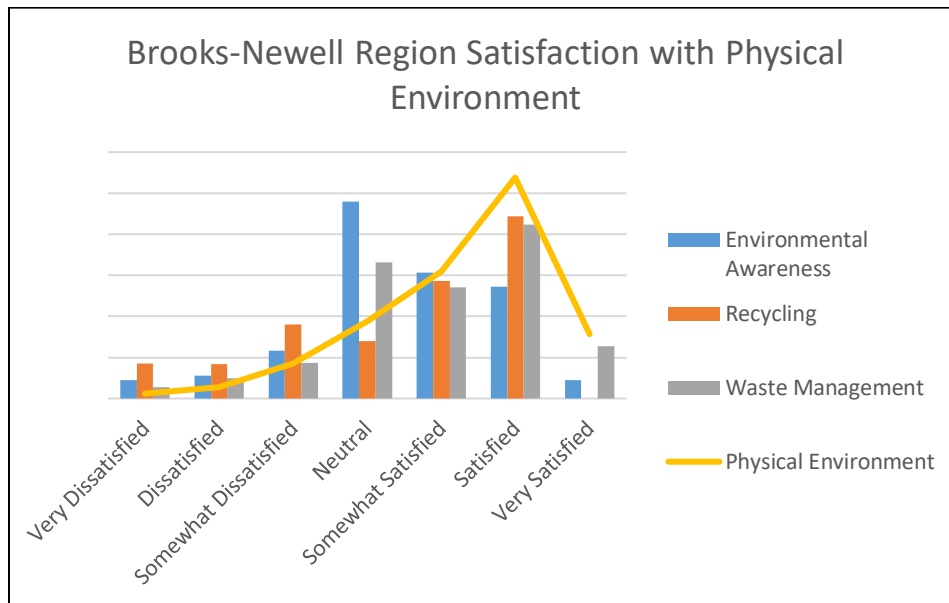
For more Information <http://www.nrsc.ca/><sup>258</sup>

**County of Newell Water Project (CNWP)**

The CNWP is an initiative to provide potable water service to all businesses and rural homes in the County of Newell.<sup>259</sup> Water is supplied via a trickle type system at a rate of 300 gallons per day. Landowners will then be required to have a cistern or other storage tank system for the water to be delivered.<sup>260</sup> From there they will be required to re-pressurize it for home and business use. So far, a total of 440 locations have been registered with the program, with an additional 132 locations being added by spring 2023 and 314 locations by spring 2024.<sup>261</sup> Syncore Directional Drilling was awarded the contract for this extension. In order to operate the County of Newell Water and Sewer systems effectively, the County retained the professional services of the NRSC.<sup>262</sup>

**Overall Satisfaction with Physical Environment: 76.2% (2017: 77.9%; 2013: 77.3%)**

**Satisfaction with Physical Environment Variables**



<sup>258</sup> <http://www.countyofnewell.ab.ca/p/regional-water>

<sup>259</sup> <https://www.countyofnewell.ab.ca/p/county-of-newell-water-project>

<sup>260</sup> <https://www.countyofnewell.ab.ca/p/county-of-newell-water-project>

<sup>261</sup> <https://www.countyofnewell.ab.ca/p/county-of-newell-water-project>

<sup>262</sup> <https://www.countyofnewell.ab.ca/p/utilities>

**FINDINGS:**

- **Environmental Awareness** had an Overall Satisfaction rate of 47.3% (623), which is a decrease from 53.1% in 2017 and 52.1% in 2013. In 2017, **Environmental Awareness** had a 36.4% (480) Neutral response (the highest among the three variables), which is an increase from 30.7% in 2017 and 29.8% in 2013. 3.3% (44) were Very Satisfied, 20.7% (273) were Satisfied, and 23.2% (306) were Somewhat Satisfied. In 2017, 4.3% (56) were Very Satisfied, 24.6% (317) were Satisfied and 24.2% (312) were Somewhat Satisfied. The ratings in 2013 were 4.5%, 22.5% and 25% respectively. 8.8% (116) were Somewhat Dissatisfied, 4.2% (55) were Dissatisfied, and 3.3% (44) were Very Dissatisfied. In 2017, 9.8% (126) were Somewhat Dissatisfied, 4.6% (59) were Dissatisfied and 1.8% (23) were Very Dissatisfied. The ratings for 2013 were 8.6%, 6% and 4%, respectively.
- **Recycling** is the area in which respondents were the least Neutral (same in 2017 and 2013) at 10.6% (it was 10.1% in 2017 and 10.6% in 2013). **Recycling** had an Overall Satisfaction rate of 63.1% (835), which is a decrease from 67.6% in 2017, but an increase from 59.1% in 2013. 7.9% (105) were Very Satisfied, 33.5% (443) were Satisfied, and 21.7% (287) were Somewhat Satisfied. In 2017, 12.2% (159) were Very Satisfied, 32.4% (422) were Satisfied and 23% (300) were Somewhat Satisfied. The ratings in 2013 were 9.6%, 28.5% and 21% respectively. 13.7% (181) were Somewhat Dissatisfied, 6.3% (83) were Dissatisfied, and 6.4% (85) were Very Dissatisfied. In 2017, 10.1% (131) were Somewhat Dissatisfied, 6% (78) were Dissatisfied and 4.5% (59) were Very Dissatisfied. In 2013 the percentages were 13.5%, 8.3% and 8.6%, respectively.
- **Waste Management** had an Overall Satisfaction rate of 62.3% (821), which is a decrease from 63.7% in 2017, but an increase from 55.5% in 2013. 9.6% (127) were Very Satisfied, 32.1% (423) were Satisfied, and 20.6% (271) were Somewhat Satisfied. In 2017, 8.7% (113) Very Satisfied, 32.7% (424) Satisfied and 22.3% (290) Somewhat Satisfied. The ratings for 2013 were 7.5%, 27.6% and 20.2% respectively. 25.2% of respondents were neutral, which is an increase from 22.7% in 2017 and 23.3% in 2013. 6.6% (87) were Somewhat Dissatisfied, 3.7% (49) were Dissatisfied, and 2.1% (28) were Very Dissatisfied. In 2017, 8.4% (109) were Somewhat Dissatisfied, 2.7% (35) were Dissatisfied and 2.5% (32) were Very Dissatisfied. In 2013, the percentages were 11.4%, 6.5% and 3.4%, respectively.

**Environmental Awareness**

Approximately 47% (623) of respondents expressed some level of Satisfaction with Environmental Awareness, which is a decrease from 53% in 2017 and 52% in 2013.

**Waste Management**

Approximately 62.3% (821) of respondents expressed some level of Satisfaction with Waste Management, which is a decrease from 64% in 2017, but an increase from 55.6% in 2013.

**Water and Sewer Services** are provided by the County of Newell in the following communities: Lake Newell Resort, Patricia, Rainier (water service only), Tilley and Scandia.<sup>263</sup> For anyone living in each Hamlet (except for Lake Newell Resort) not receiving water through the County of Newell there are bulk water stations available.

**Newell Solid Regional Solid Waste Management Authority** operates the Transfer Stations throughout the Brooks-Newell Region and the Brooks-Newell Regional Landfill outside of Brooks at the junction of Highway#1 and #36.<sup>264</sup> Efforts are made to inform and encourage residents to recycle and divert waste from the landfill.

<sup>263</sup> <http://www.countyofnewell.ab.ca/p/utilities>

<sup>264</sup> <http://www.newellwastemanagement.com/>



**Newell Solid Regional Solid Waste Management Authority** operates the Transfer Stations throughout the Brooks-Newell Region and the Brooks-Newell Regional Landfill is located outside of Brooks at the junction of Highway #1 and #36.

**Newell Recycling Depot** supports recycling in the City of Brooks and throughout the Brooks-Newell Region. Located at 279 Veiner Road, Brooks.

**Recycling**

Approximately 63% (835) of respondents expressed some level of Satisfaction with Recycling, which is a decrease from 68% in 2017, but an increase from 59% in 2013. Recycling had the least amount of Neutral responses with 10.6% (10.1% in 2017 and 10.6% in 2013).

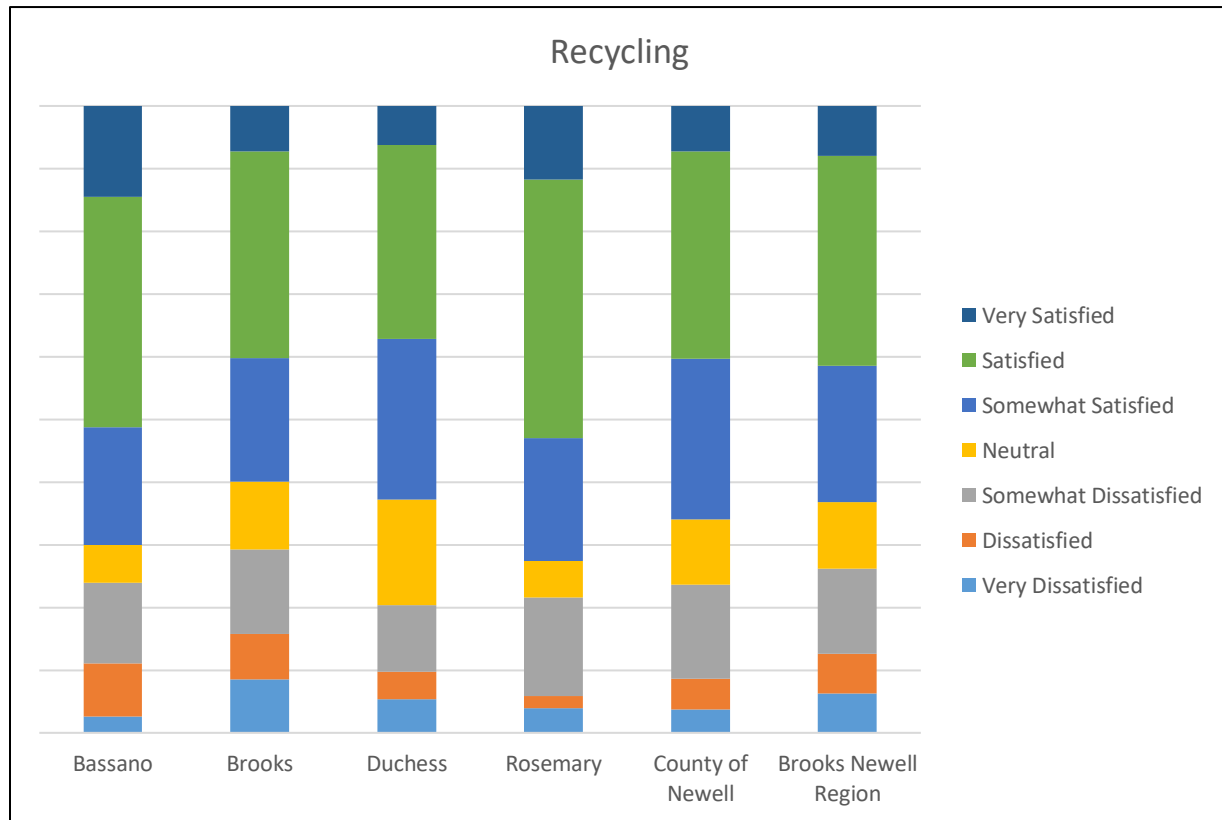


City of Brooks Composting Site, 279 Veiner Road, Brooks.



### Comparison of Satisfaction with *Recycling* across Communities

N=1330



#### FINDINGS:

- The most Overall Satisfied communities with Recycling were Millicent at 83.3% and Gem at 80%. In 2017, Scandia at 94.7% and Gem with 85.7% had the most Overall Satisfaction ratings. In 2013, the most Overall Satisfied communities were Bassano with 82.8% and Rosemary with 74.9%.
- Gem had the lowest Overall Dissatisfaction responses with 0%, followed by Rolling Hills with 8.1%. In 2017, Gem and Millicent respondents were the least Overall Dissatisfied with 0% and were followed by Scandia at 5.3%. In 2013, the least Overall Dissatisfied community was Bassano with 8.6% followed by Rosemary at 14%.
- Cassils respondents were the most Overall Dissatisfied with Recycling with 45%, followed by Lake Newell Resort with 31.7%. In 2017, Rainier respondents were the most Overall Dissatisfied with Recycling at 41.7% and was followed by Lake Newell with 35.9%. In 2013, the most over Dissatisfied was Millicent with 50% followed by Brooks with 34.5%.
- Gem had the highest Neutral response rate at 20%. In 2017, Cassils had the highest with 31.3%.
- Cassils was the least Overall Satisfied with **Recycling** at 35%. In 2017, Lake Newell Resort was the least Overall Satisfied community at 48.4%. In 2013, the least Overall Satisfied community was Brooks.
- Satisfaction has increased with Recycling in the Region since 2013, even though there was a decrease between 2017 and 2022, and it remains a service that engages residents. Some communities appear to have a moderately high rate of Dissatisfaction. Recycling efforts continue to be expanded to meet the community need and the municipal mandate to 'go green'. Bassano and Brooks have recycling associations that are active in promoting Recycling in the communities.

**Newell Recycling Association:**<sup>265</sup> Operated by a local non-profit association formed in 1992, the centre oversees recycling for the City of Brooks and County of Newell which includes Duchess, Rosemary, Tilley, Patricia, Rolling Hills, Scandia, Gem and Lake Newell Resort. Brooks-Newell Regional Solid Waste supports recycling throughout the County of Newell. As well as at Newell Recycling clean and sorted recyclable materials are accepted at BARRA in Bassano and throughout the County in recycling sheds (Duchess, Lake Newell Resort, Rolling Hills, Rosemary and Scandia) and recycling trailers (Gem & Patricia). These locations accept clean, sorted white & coloured paper, newsprint & magazines and cardboard. For locations and hours please visit:

<http://newellrecycling.ca/communities-we-serve/alternate-recycling-locations>

**BARRA:** Bassano has its own recycling depot in Bassano that is operated by the Bassano and Area Resource Recovery Association (BARRA).<sup>266</sup>

The **EcoBrooks Committee** was created in the Spring of 2009 and acted as a Citizen's Advisory Groups steering the Municipal Sustainability Planning project.<sup>267</sup> Its mandate is to explore policies, programs and procedures which would lead to the long-term and short-term enhancement, preservation and protection of the environment in both local and global contexts. The committee consists of 12 members:<sup>268</sup>

- 1 City of Brooks Councillor
- 1 representative of Grasslands School Division
- 1 representative of Chris the Redeemer School Division
- 1 Commercial/Industry representative
- 1 Youth member
- 7 Members-at-Large

Focus areas of the Committee include:<sup>269</sup>

- **Water Conservation** – The preservation, control, and development of water resources, both surface and groundwater, and prevention of pollution.
- **Energy Sustainability** – The provision of *energy* such that it meets the needs of the present without compromising the ability of future generations to meet their own needs. *Sustainable Energy* has two key components: *renewable energy* and *energy efficiency*.
- **Waste Management** – The processes involved in dealing with waste, including minimization, handling, processing, storage, recycling, transport, and final disposal.
- **Ecological Sustainability** – The conservation of productivity of water, soil, and ecosystems; retaining their essential functions and processes over the long term.

The City of Brooks promotes recycling through education and programs/services which encourage environmentally friendly practices and through the **EcoBrooks Committee**.<sup>270</sup> The Community Benefit Grant Program is a prime example of an environmentally friendly program sponsored by the City of Brooks.<sup>271</sup>

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<sup>265</sup> <http://newellrecycling.ca/>

<sup>266</sup> <https://bassano.ca/recycling-and-compost/>

<sup>267</sup> <https://www.brooks.ca/310/EcoBrooks-Committee>

<sup>268</sup> <https://www.brooks.ca/310/EcoBrooks-Committee>

<sup>269</sup> <https://www.brooks.ca/310/EcoBrooks-Committee>

<sup>270</sup> <https://www.brooks.ca/310/EcoBrooks-Committee>

<sup>271</sup> <https://www.brooks.ca/829/Community-Benefit-Grant-Program>



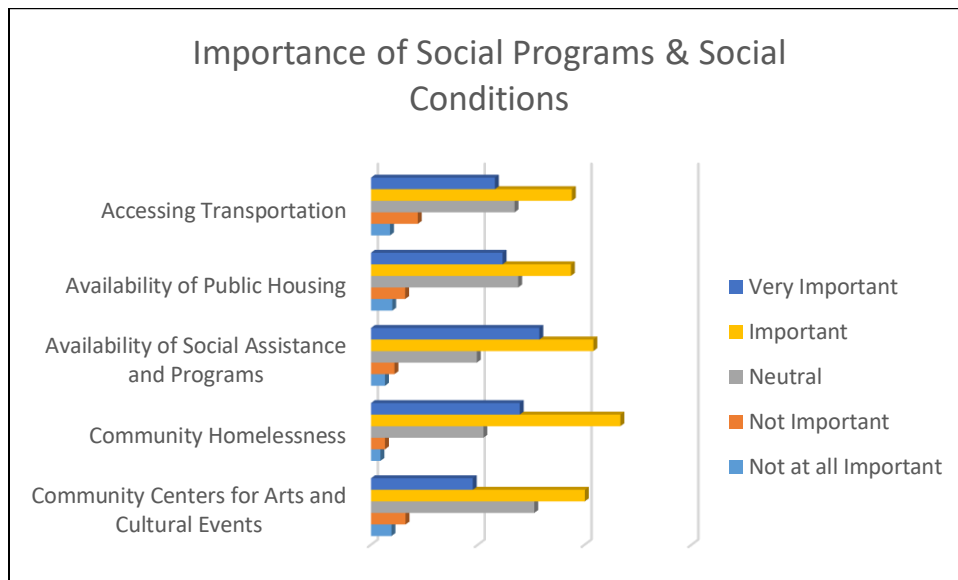
**POSITIVE GAP: SOCIAL PROGRAMS/SOCIAL CONDITIONS Factor**

**Ranked #8 for Level of Importance and #7 for Level of Satisfaction**

This Factor was defined with the following variables:

QUALITY OF LIFE	QUALITY OF PLACE
Importance Variables	Satisfaction Variables
Accessing Transportation	Public Transportation
Availability of Public Housing	Homelessness
Availability of Social Assistance	Access to Childcare
Community Homelessness	
Community Centres for Arts and Culture	

**Importance of Social Programs/Social Conditions Variables**



**FINDINGS:**

- **Accessing Transportation** was Very Important to 23.2% of respondents, and Important to 37.6% of respondents. The ratings in 2017 were 25.9% and 41.4%, respectively. The ratings in 2013 were 27.5% and 35.6% respectively. 26.9% of respondents were Neutral, and 12.3% thought **Accessing Transportation** was Not Important or Not at all Important. In 2017, 24.3% of respondents were Neutral, 8.4% thought **Accessing Transportation** was Not Important or Not at all Important. The ratings in 2013 were 27.9% and 9% respectively.
- **Availability of Public Housing** was Very Important or Important to 62.1% of respondents, which is a decrease from 62.2% in 2017 and 63% in 2013. 27.6% of respondents were Neutral, and 10.4% were Not Important or Not at all Important. The ratings for 2017 were 28.1% and 9.7%, respectively. The ratings for 2013 were 26.1% and 10.4% respectively.
- **Availability of Social Assistance** was Very Important or Important to 73.2% of respondents, which is an increase from 72.5% in 2017 and 70.9% in 2013. 19.8% of respondents were Neutral, and 7% were Not

Important or Not at all Important. In 2017, 21.1% of respondents were Neutral, and 6.4% were Not Important or Not at all Important. The ratings for 2013 were 22% and 7.1% respectively.

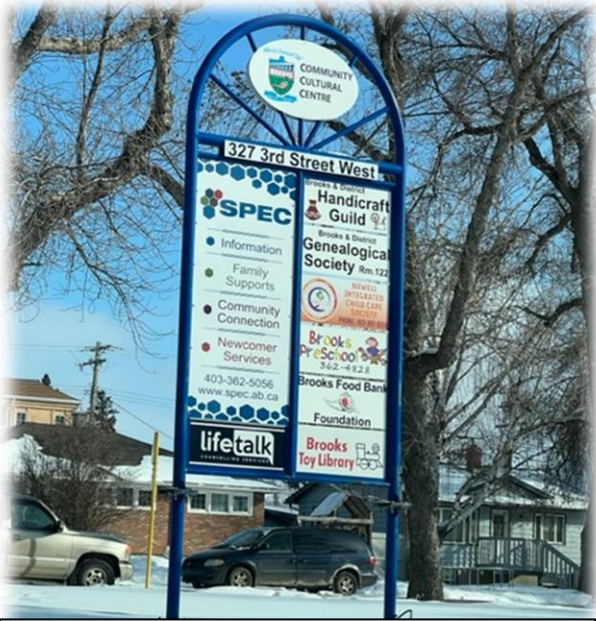
- **Community Homelessness** was Very Important or Important to 74.6% of respondents, which is an increase from 73.5% in 2017 and 71.8% in 2013. 21.1% of respondents were Neutral, and 4.4% were Not Important or Not at all Important. In 2017, 21.5% of respondents were Neutral, and 5% were Not Important or Not at all Important. The ratings for 2013 were 22.4% and 5.8% respectively.
- **Community Centres for Arts and Culture** was Very Important or Important to 59.1% of respondents, which is a decrease from 62.4% in 2017 and 62.1% in 2013. 30.6% of respondents were Neutral, and 10.3% were Not Important or Not at all Important. In 2017, 27.8% of respondents were Neutral, and 9.8% were Not Important or Not at all Important. The ratings for 2013 were 28% and 9% respectively.
- **Note:** Social Programs are sometimes perceived as government income assistance programs rather than the broader range of Social Services/ Programs that cater to very diverse needs (Health, Education, Low-Income Assistance, Persons with Disabilities Programs, Child Benefits, Pensions, Subsidies Assistance, Child Care Subsidies, Government Family Benefit programs etc.).

### Arts, Culture and Heritage Board, City of Brooks:

The City of Brooks Arts, Culture & Heritage Board consists of seven public members appointed by City Council, one City Councillor and six citizens at large. The board is responsible to provide advice to Council on arts, cultural and heritage items and to work with community to identify and recommend steps toward building the arts, cultural and heritage programs and space in Brooks and area. The Board operates the Medium, which is a City of Brooks owned building/space that can host Board approved art and cultural events. In 2018, the Board was provided space (in the photos below photo) to build capacity regard community arts, culture and heritage.<sup>272</sup> This space, named The Medium, is located at 511 2nd Street West, owned by the City of Brooks and can host Board approved arts, cultural and heritage events.



<sup>272</sup> <https://www.brooks.ca/598/Arts-Culture-Heritage-Board>



The Community Cultural Centre is the location of several Non-Profit Organizations offering a wide variety of programs and services.

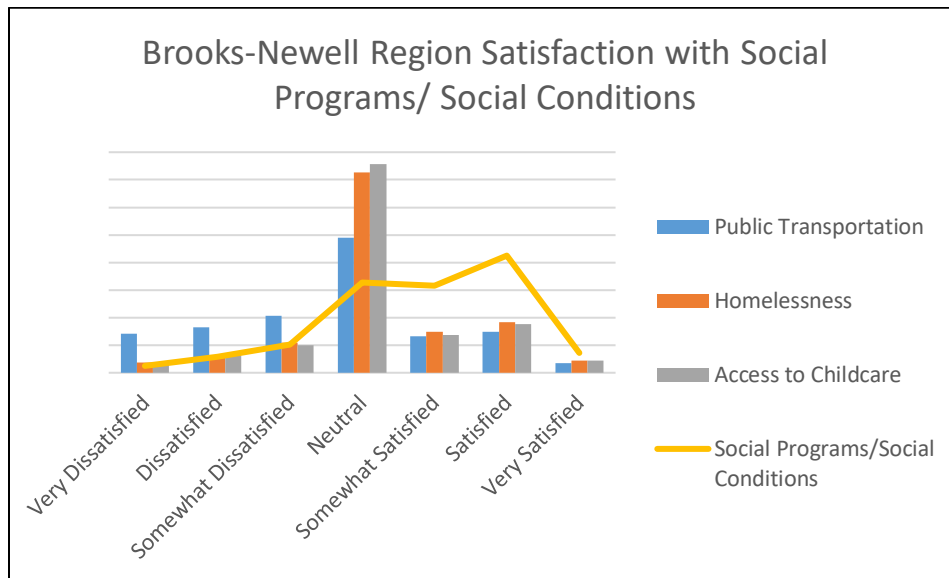
Brooks & District Museum





**Overall Satisfaction with Social Programs/Social Conditions: 61.2% (2017: 67.3%; 2013: 68.9%)**

**Satisfaction with Social Programs/Social Conditions Variables**



**FINDINGS:**

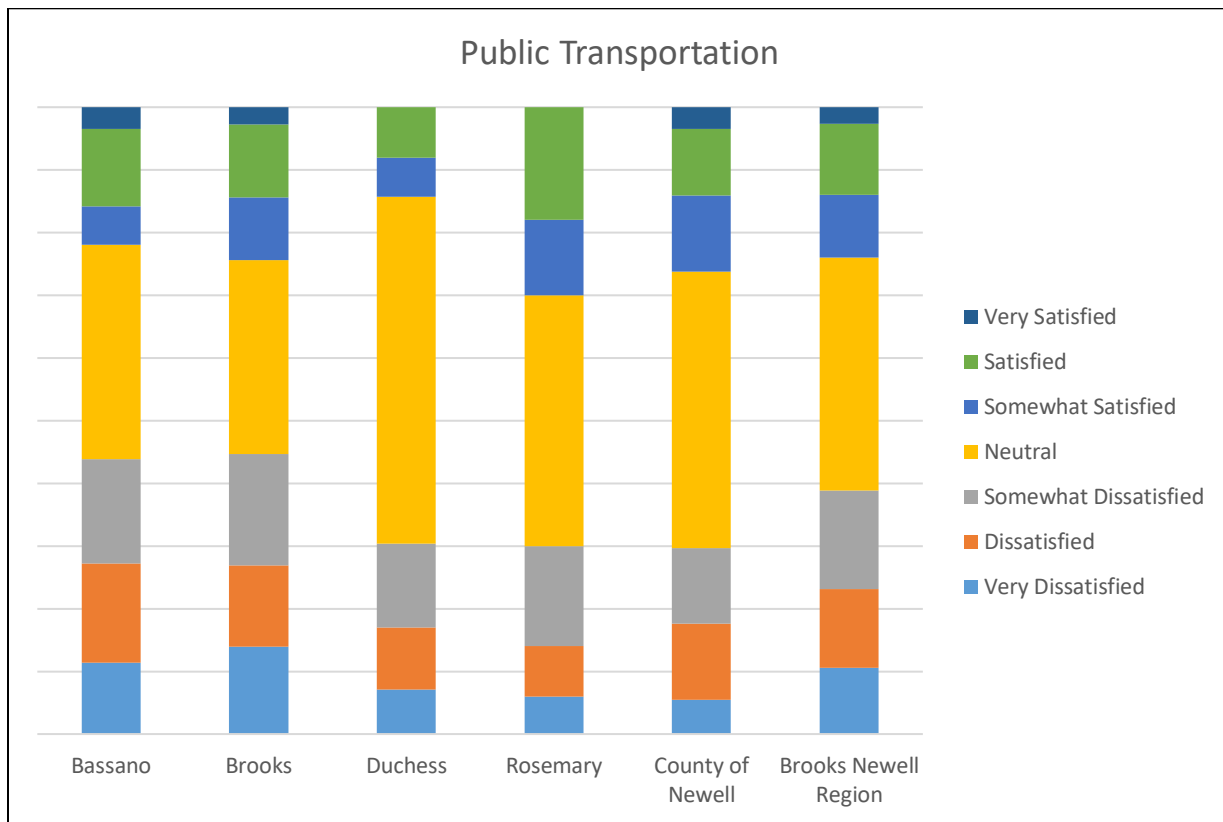
- There was a high Neutral response to all of the Satisfaction variables: **Public Transportation** (37.2%) (490), **Homelessness** (55.4%) (726) and **Access to Childcare** (57.7%) (757). The ratings in 2017 were 36%, 51.2% and 50.3%, respectively. The ratings in 2013 were 37.1%, 53% and 53.7%, respectively.
- **Public Transportation** had an Overall Satisfaction rate of 24% (316), which is a decrease from 29.9% in 2017 and 25.8% in 2013. 2.7% (35) were Very Satisfied, 11.3% (149) were Satisfied, and 10% (132) were Somewhat Satisfied. In 2017, 2.9% (38) of respondents were Very Satisfied, 13.9% (180) were Satisfied and 13.1% (169) were Somewhat Satisfied. The ratings in 2013 were 4%, 22.7% and 10% respectively. 15.6% (206) were Somewhat Dissatisfied, 12.5% (165) were Dissatisfied, and 10.7% (141) were Very Dissatisfied. In 2017, 14.4% (186) were Somewhat Dissatisfied, 10.6% (137) were Dissatisfied, and 9.1% (117) were Very Dissatisfied. The ratings in 2013 were 12%, 6.5% and 13.3% respectively.
- **Homelessness** had an Overall Satisfaction rate of 28.7% (376), which is a decrease from 35.6% in 2017 and 31.6% in 2013. 3.4% (44) were Very Satisfied, 14.1% (184) were Satisfied, and 11.3% (148) were Somewhat Satisfied. In 2017, 4.4% (56) of respondents were Very Satisfied, 17% (219) were Satisfied and 14.2% (183) were Somewhat Satisfied. The ratings in 2013 were 4.8%, 13.7% and 15% respectively. 8.4% (110) were Somewhat Dissatisfied, 4.6% (60) were Dissatisfied, and 2.9% (38) were Very Dissatisfied. In 2017, 7.6% (98) were Somewhat Dissatisfied, 3.3% (43) were Dissatisfied and 2.3% (30) were Very Dissatisfied. The ratings in 2013 were 8.2%, 3.5% and 3.1% respectively.
- **Access to Childcare** had an Overall Satisfaction rate of 27.3% (358), which is a decrease from 33.5% in 2017 and 28.9% in 2013. 3.4% (45) of respondents were Very Satisfied, 13.4% (176) were Satisfied and 11.3% (148) were Somewhat Satisfied. In 2017, 5.1% (65) of respondents were Very Satisfied, 15.9% (204) were Satisfied and 12.5% (161) were Somewhat Satisfied. The ratings in 2013 were 4.7%, 13.4% and 10.8% respectively. 7.6% (100) were Somewhat Dissatisfied, 4.8% (63) were Dissatisfied, and 2.5% (33) were Very Dissatisfied. In 2017, 8.3% (107) of respondents were Somewhat Dissatisfied, 4.5% (58) were Dissatisfied and 3.4% (43) were Very Dissatisfied. The ratings in 2013 were 8.6%, 5.2% and 3.5% respectively.

**Accessing Transportation**

The Importance of **Accessing Transportation** and Satisfaction with **Public Transportation** is longstanding issue that has been identified through community meetings, public forums and previous surveys.<sup>273,274</sup> Overall, Satisfaction and Dissatisfaction rates from the Quality of Life Surveys (2013, 2017 and 2022) reflect this issue. Overall Satisfaction with Public Transportation was 24% and Overall Dissatisfaction was 38.9%. In 2017, the Overall Satisfaction with Public Transportation was 29.9% and the Overall Dissatisfaction was 34.0%. In 2013 these rates were 25.8% and 37.1% respectively. **Accessing Transportation** was Very Important or Important to 60.8%, which is a decrease from 67.3% in 2017 and 63.1% in 2013. Satisfaction levels for **Public Transportation** has increased between 2013 and 2017, but then decreased between 2017 and 2022. Although Importance for **Accessing Transportation** increased between 2013 and 2017, the level for 2022 was below 2013.

**Brooks-Newell Region Comparisons: Satisfaction with Public Transportation by Community**

N=1330



<sup>273</sup> <https://southernalberta.com/business/documents/TransportationReportFinalOctober2013.pdf>

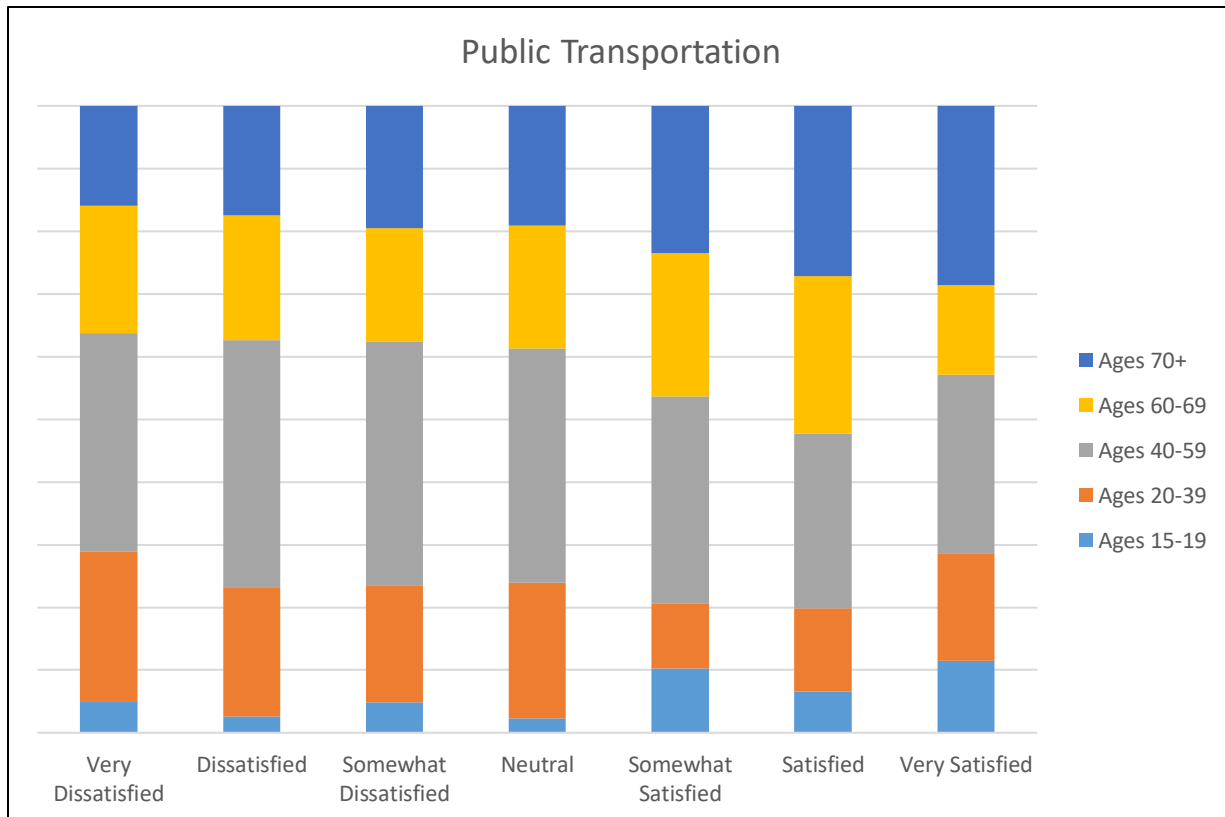
<sup>274</sup> <https://southernalberta.com/business/documents/NewellRegionYouthCommunityActionPlanYCAP.pdf>

**FINDINGS:**

- The City of Brooks had the most Overall Dissatisfied responses for **Public Transportation** with 44.6% (308) followed by Bassano with 43.9% (50). In 2017, the City of Brooks had most Overall Dissatisfied responses with 39.7% (294) followed by Bassano with 37.9% (39). In 2013, the Brooks-Newell Region had the most Overall Dissatisfied responses with 37.1% followed by Bassano at 34.3%.
- The most Overall Satisfied respondents were in Rosemary at 30% (15) followed by the County of Newell with 26.2% (91). In 2017, Rosemary had the most Overall Satisfied responses with 37.5% (18) followed by County of Newell at 35.6% (106). Bassano had the most Overall Satisfied responses in 2013 with 28.5% followed by the County of Newell with 27.6%.
- Duchess and Bassano had the least Overall Satisfied respondents at 14.3% (16) and 21.9% (25), respectively. In 2017, Duchess and Bassano also had the least Overall Satisfied respondents at 21.8% (17) and 24.3% (25) respectively. In 2013, Rosemary and Brooks had the least Overall Satisfied respondents at 23.5% and 24% respectively.
- It should be noted that Duchess had the most Neutral responses at 55.4% (62) followed by the County of Newell at 44.1% (153). In 2017, Duchess had the most Neutral responses at 60.3% (47) followed by Rosemary at 47.9% (23) and the County of Newell at 38.6% (115). In 2013, the most Neutral responses were from Rosemary at 55.9%, Duchess at 47.5% and Tilley at 45.2%.

**Brooks-Newell Region Comparisons: Satisfaction with Public Transportation by Age Groups**

N = 1301

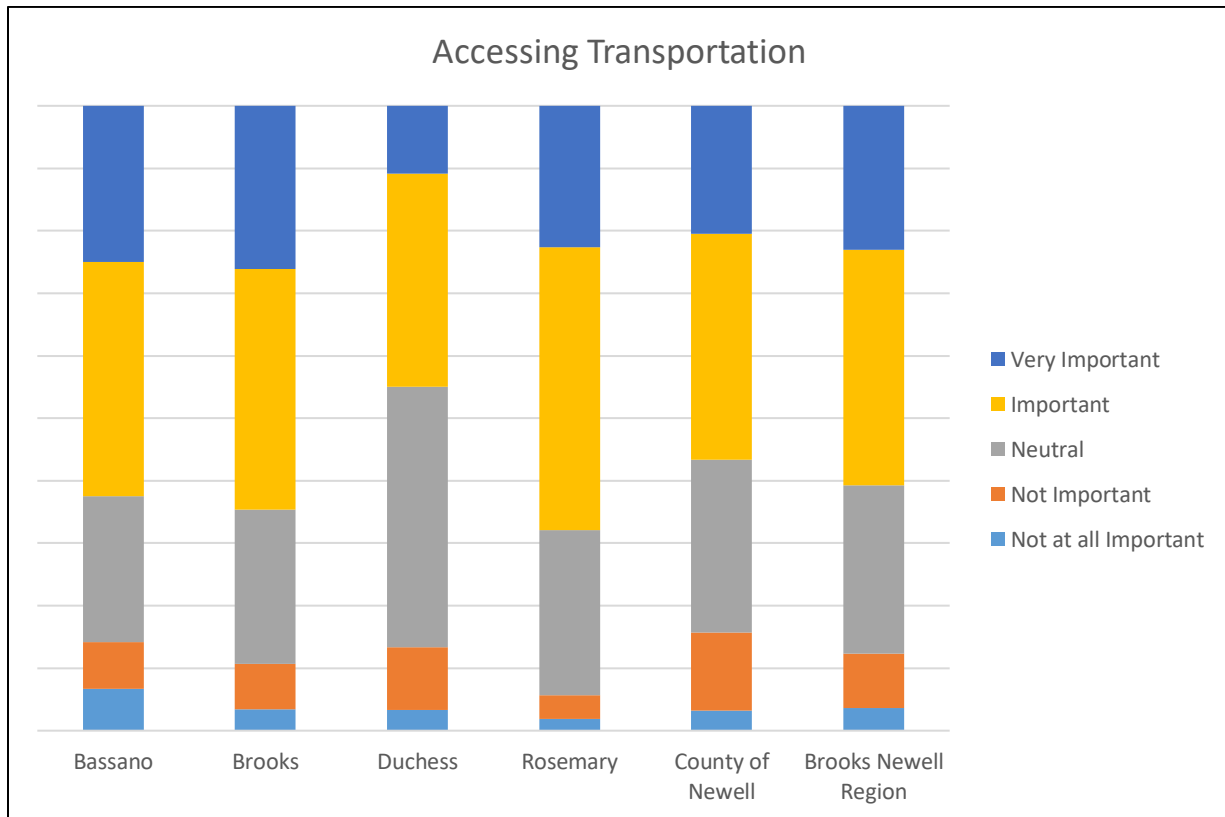


**FINDINGS:**

- Ages 15-19 had the highest Overall Satisfaction rate with **Public Transportation** with 46.7% (28) followed by Ages 70+ with 31.4% (83). In 2017, Ages 70+ had the highest Overall Satisfaction rate at 49.7% (85) followed by Ages 10 to 19 at 35.5% (14).
- Ages 20-39 had the highest Neutral rate at 42.1% (104) followed by Ages 40-59 at 38.6% (180). In 2017, Ages 60 to 69 had the highest Neutral rate at 45.1% (83) followed by Ages 40 to 59 at 40% (139).
- Ages 20 to 39 had the highest Overall Dissatisfaction rate at 41.7% (103) followed by Ages 40-59 at 40.6% (189). In 2017, Ages 20 to 39 had the highest Overall Dissatisfaction rate at 43.6% (116) followed by Ages 40 to 59 at 36.8% (128). In 2022, Ages 15 to 19 also had a high Overall Dissatisfaction rate at 35% (21).

**Brooks-Newell Region Comparisons: Importance of Access to Transportation**

N=1418 respondents





**Importance of Accessing Transportation (Percentage) (2022)**

	Not at all Important	Not Important	Neutral	Important	Very Important
Bassano	6.7	7.5	23.3	37.5	25.0
Brooks	3.4	7.3	24.7	38.5	26.2
Duchess	3.3	10.0	41.7	34.2	10.8
Rosemary	1.9	3.8	26.4	45.3	22.6
County of Newell	3.2	12.5	27.7	36.2	20.5
Brooks-Newell Region	3.5	8.7	26.5	37.2	22.8

**Importance of Accessing Transportation (Percentage) (2017)**

	Not at all Important	Not Important	Neutral	Important	Very Important
Bassano	0.0	5.7	34.3	34.3	25.7
Brooks	1.5	5.7	22.1	43.4	27.3
Duchess	2.5	6.3	35.4	41.8	13.9
Rosemary	2.0	6.1	26.5	38.8	26.5
County of Newell	2.9	8.2	23.5	40.5	24.8
Brooks-Newell Region	1.8	6.3	23.9	41.0	25.4

**Important of Accessing Transportation (Percentage) (2013)**

	Not at all Important	Not Important	Neutral	Important	Very Important
Bassano	6.1	0	27.3	39.4	27.3
Brooks	1.5	5.5	27.6	38	27.3
Duchess	4.9	9.8	34.1	29.3	22
Rosemary	2.8	13.9	16.7	36.1	30.6
Tilley	2.9	14.3	17.1	40	25.7
County of Newell	2.5	9.2	27.9	30.8	29.6
Brooks-Newell Region	2.2	6.9	27.9	35.6	27.4

**FINDINGS:**

- Rosemary had the most respondents that believed **Accessing Transportation** was Very Important or Important at 67.9%, and Brooks was the second highest with 65%. In 2017, Brooks had the most respondents at 70.7%. The Brooks-Newell Region was the second highest with 66.4% in 2017. In 2013, Bassano and Rosemary had the most respondents at 66.7% followed by Brooks with 65%. Duchess had the least respondents that believed Access to Transportation was Very Important or Important at 45%, which is a decrease from 55.7% in 2017 and 51.3% in 2013 (which was also the least respondents).

- Rosemary had the least Not Important or Not at all Important responses at 5.7%. Bassano respondents had the least Not Important or Not at all Important responses at 5.7% in 2017.
- The County of Newell respondents had the highest Not Important or Not at all Important responses at 15.7% (11.1% in 2017) followed by Bassano at 14.2%. Duchess was the second highest in 2017 with 8.9%. In 2013, Tilley had the highest Not Important or Not at all Important responses at 17.2% followed by Rosemary at 16.7%.
- Duchess had the most Neutral responses at 41.7%. Duchess also had the highest Neutral responses in 2017 with 35.4% and 2013 with 34.1%.

### Brooks-Newell Region Comparisons: Importance of Accessing Transportation (Seniors)

**Note:** The age categories for the two Quality of Life studies do not match. The 2017 and 2022 categories were reworked to match the age cohorts used in the Canadian Census, and thus can't be directly compared to 2013 data. The comparisons used below give a general picture of change.

**Accessing Transportation (Percentage) (2022)**

Age	Not at all Important	Not Important	Neutral	Important	Very Important
60-64	3.3	8.2	26.2	45.1	17.2
65-69	1.4	9.7	26.2	35.2	27.6
70-74	2.7	6.3	18.9	45.1	27.0
75-79	2.4	2.4	17.7	49.4	28.2
80-84	4.3	6.4	14.9	44.7	29.8
85-89	0.0	5.9	5.9	64.7	23.5
90 and older	0.0	0.0	45.5	36.4	18.2

**Accessing Transportation (Percentage) (2017)**

Age	Not at all Important	Not Important	Neutral	Important	Very Important
60-64	2.1	7.5	21.3	36.2	33.0
65-69	1.1	7.6	22.8	44.6	23.9
70-74	1.2	1.2	30.6	34.1	32.9
75-79	0.0	11.1	29.6	29.6	29.6
80-84	6.3	0.0	12.5	53.1	28.1
85-89	0.0	6.3	18.8	56.3	18.8
90 and older	5.9	0.0	17.7	52.9	23.5

## Accessing Transportation (Percentage) (2013)

Age	Not at all Important	Not Important	Neutral	Important	Very Important
60-69	1.5	4.1	34.9	33.9	25.6
70-79	1.0	2.1	26.8	29.9	40.2
80 and older	0.0	4.6	15.9	52.3	27.3

## FINDINGS (2022):

- 62.3% (76 of 122) respondents aged 60-64 responded Very Important or Important.
- 62.8% (91 of 145) respondents aged 65-69 responded Very Important or Important.
- 72.1% (80 of 11) of respondents aged 70-74 responded Very Important or Important.
- 77.7% (66 of 85) of respondents aged 75-79 responded Very Important or Important.
- 74.5% (35 of 47) of respondents aged 80-84 responded Very Important or Important.
- 88.2% (15 of 17) of respondents aged 85-89 responded Very Important or Important.
- 54.5% (6 of 11) of respondents aged 90 and older responded Very Important or Important.
- 26.2% (32) of respondents aged 60-64 were Neutral.
- 26.2% (38) of respondents aged 65-69 were Neutral.
- 18.9% (21) of respondents aged 70-74 were Neutral.
- 17.7% (15) of respondents aged 75-79 were Neutral.
- 14.9% (7) of respondents aged 80-84 were Neutral.
- 5.9% (1) of respondents aged 85-89 were Neutral.
- 45.5% (5) of respondents aged 90 and older were Neutral.
- Most respondents thought **Accessing Transportation** was Very Important to Important regardless of age group, which was the case in 2017 and 2013 as well.
- **Accessing Transportation** was the most Important for respondents aged 85-89.

## Brooks-Newell Region Comparisons: Satisfaction with Public Transportation (Seniors)

## Public Transportation (Percentage) (2022)

Age	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
60-64	13.1	12.3	12.3	35.3	12.3	13.9	0.8
65-69	8.5	11.3	15.5	35.9	11.3	14.8	2.8
70-74	8.3	11.9	15.6	44.0	7.3	11.9	0.9
75-79	7.2	9.6	16.9	27.7	18.1	15.7	4.8
80-84	13.6	6.8	13.6	27.3	11.4	20.5	6.8
85-89	0.0	17.7	5.9	29.4	17.7	17.7	11.8
90 and older	9.1	0.0	18.2	36.4	9.1	27.3	0.0

## Public Transportation (Percentage) (2017)

Age	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
60-64	6.4	10.6	13.8	39.4	9.6	17.0	3.2
65-69	1.1	10.0	12.2	51.1	11.1	14.4	0.0
70-74	0.0	10.6	15.3	31.8	16.5	21.2	4.7
75-79	0.0	3.9	3.9	26.9	26.9	30.8	7.7
80-84	6.9	3.5	20.7	20.7	20.7	10.3	17.2
85-89	0.0	20.0	6.7	26.7	26.7	13.3	6.7
90 and older	0.0	0.0	6.3	25.0	31.3	37.5	0.0

## Public Transportation (Percentage) (2013)

Age	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
60-69	5.2	11.0	14.1	44.0	10.0	12.6	3.1
70-79	6.3	13.7	11.6	31.6	11.6	22.1	3.2
80 and older	6.5	6.5	2.2	37.0	21.7	26.1	0.0

## FINDINGS:

- 27.1% (33) of respondents aged 60-64 were Overall Satisfied while 37.7% (46) were Overall Dissatisfied.
- 28.9% (41) of respondents aged 65-69 were Overall Satisfied while 35.2% (50) were Overall Dissatisfied.
- 20.2% (22) of respondents aged 70-74 were Overall Satisfied while 35.8% (39) were Overall Dissatisfied.
- 38.6% (32) of respondents aged 75-79 were Overall Satisfied while 33.7% (28) were Overall Dissatisfied.
- 38.6% (17) of respondents aged 80-84 were Overall Satisfied while 34.1% (15) were Overall Dissatisfied.
- 47.1% (8) of respondents aged 85-89 were Overall Satisfied while 23.5% (4) were Overall Dissatisfied.
- 36.4% (4) of respondents aged 90 and older were Overall Satisfied while 27.3% (3) were Overall Dissatisfied.
- In general, Overall Satisfaction with **Public Transportation** has decreased and Overall Dissatisfaction has increased.
- Neutral responses still remain elevated and relatively the same since 2013.

The *Brooks-Newell Region Transportation Networks Exploratory Study Report* released by Grasslands Regional FCSS in October 2013<sup>275</sup> highlighted all current means of transportation in the area (at that time) and examined community needs in terms of transportation. Seniors, new immigrants, persons with low incomes and persons with disabilities appeared to be the highest need groups regarding transportation in the region. The report also highlighted the growing need for residents to access transportation to medical, legal and other appointments in larger centres such as Calgary, Medicine Hat and Lethbridge.

In 2014, The City of Brooks successfully applied for a Regional Collaboration Grant on behalf of all Brooks-Newell Region municipalities. A *Brooks-Newell Region Community Transportation Networks System Review and Plan* was completed by HDR consultants with recommendations for improvements to the transportation system. In 2015, the City of Brooks resumed control of the Handibus (now renamed to City of Brooks Access Transit Service), and users and rates of satisfaction have risen since that time. Shortly after that reacquisition, a joint

<sup>275</sup> <https://southernalberta.com/business/documents/TransportationReportFinalOctober2013.pdf>

effort by the City of Brooks and County of Newell was undertaken to broaden out the scope of the two bus services to include transportation to community events and activities throughout the region.<sup>276</sup>



Graphics reprinted with permission from Positive Culture Inc.

There is no universal access to public transportation<sup>277</sup> in the City of Brooks. The County of Newell operates the Newell Mini Bus, which is dedicated to providing door-to-door service to residents within the County so they may travel to Brooks for any appointments they may have (doctor, dentist, hospital, shopping, visiting friends and family, etc.).<sup>278</sup> Brooks' residents may also use the Mini Bus service to visit friends or relatives that live in other areas in the Region. This service requires a one-time registration fee of \$10, and a round trip fee of \$18 each time you use the Mini Bus.<sup>279</sup> The Mini Bus operates Monday through Friday, 8:00am – 4:30pm, and please call 403-363-7890 to schedule your ride.

The Brooks Handibus service was previously provided by the Newell Community Action Group society under contract by the City of Brooks, but beginning on August 04, 2015 the City began providing the transportation service directly.<sup>280</sup> The City of Brooks renamed the Handibus to Access Transit Service (ATS) on February 23, 2023.<sup>281</sup> The City of Brooks' ATS primarily serves City of Brooks' residents and focuses on seniors and those with cognitive and physical disabilities as well as anyone in the community with short-term disabilities that requires the service.<sup>282</sup> Visitors from outside communities that fit the ridership criteria are also able to use the ATS for transportation in Brooks. This service costs \$4 for each one-way trip within the City of Brooks, and there is also a group chart option for \$55 per hour.<sup>283</sup> Individual bus passes are \$40 each and have 10 trips. Packs of five bus passes are sold for \$180 at a 10% discount. This service runs from Monday to Friday between 8:00am and 4:00pm (excluding statutory holidays).

On April 12, 2021, The City of Brooks began what is called the Ambulatory Transportation Subsidy Program (ATSP). This program provides service to those individuals who are registered riders of ATS, aged 65 years and older and who **DO NOT** utilize a wheelchair, walker or cane for assistance, or an individual who is neither

<sup>276</sup> Stanway, Sandra M., Brooks Bulletin, March 22, 2018.

<sup>277</sup> A system of vehicles such as buses and trains that operate at regular times on fixed routes and are used by the public.

<sup>278</sup> <https://www.countyofnewell.ab.ca/p/mini-bus-service>

<sup>279</sup> <https://www.countyofnewell.ab.ca/p/mini-bus-service>

<sup>280</sup> <https://www.brooks.ca/278/Access-Transit>

<sup>281</sup> Email: Amanda Peterson, Deputy Chief Administration Officer, City of Brooks, March 27, 2023

<sup>282</sup> <https://www.brooks.ca/278/Access-Transit>

<sup>283</sup> <https://www.brooks.ca/DocumentCenter/View/387>

physically or cognitively disabled.<sup>284</sup> The ATSP program is only available for those riders registered with the City of Brooks. All approved riders will be issued 10 passes annually, and each pass is for a one-way trip valued at \$4.00.<sup>285</sup> All riders may purchase passes at City Hall or the Fire Hall, and Newbrook Lodge residents may purchase them from staff. All ATSP trips must be completed within the municipal boundary of the City of Brooks.<sup>286</sup>

The City's ATS and ATSP ridership has increased. Between January 1, 2021 and December 31, 2021, there were 3,938 ATS pick-ups and drop-offs, and between January 1, 2022 and December 31, 2022 there were 5,031 pick-ups and drop-offs.<sup>287</sup> There are currently 261 registered riders for the program. Between January 1 and December 31, 2021 there were 60 ATSP pick-ups and drop-offs (2 registered ATSP participants utilized the service), and between January 1 and December 31, 2020 there were 195 pick-ups and drop-offs (7 registered ATSP participants).<sup>288</sup>

Beginning in February, 2019, in an effort to provide transportation for residents seeking medical and other services in Medicine Hat, the municipalities in the Brooks-Newell Region collaborated on a regional transportation pilot project (now called **Brooks Regional Transportation Service**).<sup>289, 290</sup> Transportation to and from Medicine Hat are not limited to medical services, but medical appointments will take a priority. The project is funded through a Government of Alberta Regional Collaboration Grant. The weekly schedule will be arranged with local physicians to ensure coordination occurs between service dates and patient appointments. Riders must pre-book the service, and revisions in the schedule will depend on demand. The Regional Transportation Service runs on Monday, Wednesday and Friday for residents of the Brooks-Newell Region (statutory holidays are excluded). The cost for a one-way trip is \$20 and round trip, \$40.<sup>291</sup> You may book your trip by calling 403-362-6190.

Service numbers for the Regional Transportation Service has decreased over the past two years. Between January 1, 2021 and December 31, 2021 the service ran for 153 days, and 559 individuals utilized the service; and between January 1, 2022 and December 31, 2022 the service ran for 76 days, and 153 individuals utilized the service.<sup>292</sup> There are currently 229 registered riders for this program.



<sup>284</sup> Email: Amanda Peterson, Deputy Chief Administration Officer, City of Brooks, March 24, 2023

<sup>285</sup> Email: Amanda Peterson, Deputy Chief Administration Officer, City of Brooks, March 24, 2023

<sup>286</sup> Email: Amanda Peterson, Deputy Chief Administration Officer, City of Brooks, March 24, 2023

<sup>287</sup> Email: Amanda Peterson, Deputy Chief Administration Officer, City of Brooks, March 24, 2023

<sup>288</sup> Email: Amanda Peterson, Deputy Chief Administration Officer, City of Brooks, March 24, 2023

<sup>289</sup> <https://medicinehatnews.com/news/local-news/2019/05/15/brooks-to-mh-transit-service-a-success-so-far/>

<sup>290</sup> <https://www.brooks.ca/650/Brooks-Regional-Transportation-Service>

<sup>291</sup> <https://www.brooks.ca/650/Brooks-Regional-Transportation-Service>

<sup>292</sup> Email: Amanda Peterson, Deputy Chief Administration Officer, City of Brooks, March 24, 2023

### Homelessness

Homelessness did not illicit a strong response from survey respondents (55.4% of respondents were Neutral). In the Brooks-Newell Region there are limited services for homeless individuals in the City of Brooks. Currently, organizations/facilities which serve persons who are homeless include Cantara House and faith-based services such as the Champion's Centre, the Salvation Army and other church groups who provide short term help for emergency shelter.<sup>293</sup> The Medicine Hat Community Housing Society provides similar services in Medicine Hat.<sup>294</sup> The local youth shelter closed in February 2014 due to lack of funding. The Newell Housing Foundation, which is an amalgamation of the Brooks Housing Society and Newell Housing Association, provides rent subsidies and manages affordable housing units for residents throughout the Brooks-Newell Region who qualify.<sup>295</sup> The foundation also owns and operates affordable housing units.<sup>296</sup>

Homelessness in the City of Brooks is difficult to measure as there have not been specific studies on the extent of homeless in the area, creating difficulties in identifying the number of individuals or families who might be couch surfing or have inadequate shelter.<sup>297</sup> Since 2013, local programs and services have expressed concerns regarding insecure housing for both youth and adults;<sup>298</sup> consistent with the Affordable Housing responses in the Quality of Life #3 survey, which saw a decrease in Satisfaction and increase in Dissatisfaction with availability of affordable housing in the Brooks-Newell Region.

The Housing First in Rural Canada Report (2014)<sup>299</sup> and the Rural Homelessness in Canada Report (2015)<sup>300</sup> explored the dynamics of rural homelessness, which is seen as different from urban homelessness due to its more hidden nature, and the lack of infrastructure (shelters, supportive housing, addiction programs etc.) to support homeless individuals. The reports point out the challenges of rural living that makes housing for persons on limited income more difficult such as the need to have access to a reliable vehicle, and the cost of utilities and access to support services often located a distance from home.

The Rural Homelessness in Canada Report also discusses more fully the issue of affordable housing relevant to the City of Brooks. However, as an indication of the conditions that may lead to homelessness, as mentioned earlier in the report, the 2021 Federal Census identified that 33.2% of renters in Canada pay 30% or more of their income on shelter costs (It was 25% in 2016), which is considered to exceed what is a reasonable cost for housing.<sup>301</sup> In 2011, the percentage as 31.4 so there has been an increase. According to the 2021 Federal Census, 21.6% of renters in Brooks pay 30% or more of their income on shelter costs, which is a decrease from 28.9% in 2016 and 32.2% in 2011. The percentages for Bassano and County of Newell were 33.3% and 20%, respectively. Similar data for the Brooks-Newell Region cannot be calculated due to incomplete information provided for Duchess and Rosemary in the 2021 Federal Census.

<sup>293</sup> <https://www.thechampionscentre.net/>

<sup>294</sup> <https://mhchs.ca/>

<sup>295</sup> <https://newhf.ca/>

<sup>296</sup> <https://www.brookshousingsociety.com/>

<sup>297</sup> <http://homelesshub.ca/sites/default/files/COHhomelessdefinition.pdf>. Homelessness describes the situation of an individual, family or community without stable, safe, permanent, appropriate housing, or the immediate prospect, means and ability of acquiring it. It is the result of systemic or societal barriers, a lack of affordable and appropriate housing, the individual/household's financial, mental, cognitive, behavioural or physical challenges, and/or racism and discrimination. Most people do not choose to be homeless, and the experience is generally negative, unpleasant, unhealthy, unsafe, stressful and distressing.

<sup>298</sup> Community Response Committee: XL Foods Crisis Report. Grasslands Regional FCSS. February 2013.

<sup>299</sup> Waagemakers Schiff J. & Turner A. Housing First in Rural Canada May 2014

<sup>300</sup> Waagemakers Schiff, J., Schiff, R., Turner, A. and Bernard, K. Rural Homelessness in Canada: Directions for Planning and Research 2015.

<sup>301</sup> This is the measure used by CMHC and other groups to identify the percentage of a population at risk due to the high proportion of their income going to shelter.



62.1% of respondents felt that the **Availability of Public Housing** (housing supported by municipal, provincial or federal funds) was Important or Very Important. In 2017, 62.2% of respondents felt that the **Availability of Public Housing** was Important or Very Important (63.5% in 2013). Although there was a slight decrease in Importance, there is still an understanding in the community of the vital role that Public Housing has in supporting vulnerable populations.

According to the Government of Canada, almost 1.5 million, or 1 and 10, households were in core housing need in 2021.<sup>302</sup> Core housing need is “defined as living in an unsuitable, inadequate or unaffordable dwelling and not able to afford alternative housing in their community.”<sup>303</sup> Recently, the federal government instituted a 10-year National Housing Strategy (NHS) with the goal of ensuring that Canadians across the country can access housing that meets their needs and that they can afford.<sup>304</sup>

### **Access to Childcare**

Childcare is sometimes seen as only an issue for young parents;<sup>305</sup> however, accessible, affordable, quality childcare brings long-term returns to society.<sup>306</sup> Child care and early education are both an economic and social infrastructure issue. When childcare and early education received public investment it creates a jobs-and-growth hat trick.<sup>307</sup> It provides jobs for workers, mostly women; it enables parents, notably mothers, to reach their full economic potential; and it creates a generation of well prepared and engaged young learners.<sup>308</sup> There are a range of studies that have shown that for every dollar spent on early childhood education, the broader economy receives between \$1.50 and \$2.80 in return.<sup>309</sup> Early learning and child care can be more expensive than university tuition, and in some urban centres it can be as much as rent or mortgage payments (essentially a tax on a section of the population that Canada requires to drive economic growth).<sup>310</sup> Childcare can also be a concern for employers who may have problems in retaining employees or have employees leaving work or calling in sick and taking unplanned time off due to the difficulties in finding affordable, quality childcare.

The Satisfaction with childcare in the Brooks-Newell Region as a whole may not be reflected in the Satisfaction responses, as 57.7% of respondents were Neutral on Access to Childcare. This is similar to in 2017 and 2013 when 50% and 53.9% of respondents, respectively, were Neutral.

As discussed in other sections of this document, **Access to Childcare** is compounded by the lack of public transportation, employment that consists of 12-hour shifts<sup>311</sup>, or outside the normal operating hours of childcare facilities of 6:00am to 6:00pm Monday to Friday. A *Brooks-Newell Region Childcare and Early Childhood Education Report* released by Grasslands Regional FCSS in January 2014<sup>312</sup> detailed the number of licensed childcare spaces in the Brooks-Newell Region. Since that report was released, new daycares and day homes have opened in the Region. Currently, in the Brooks-Newell Region, there are six licensed daycares and fifteen licensed day homes.<sup>313</sup> Another daycare is scheduled to open in Duchess in May 2023, which will increase the number of licensed daycares to seven.

<sup>302</sup> <https://www150.statcan.gc.ca/n1/daily-quotidien/220921/dq220921b-eng.htm>

<sup>303</sup> <https://www150.statcan.gc.ca/n1/daily-quotidien/220921/dq220921b-eng.htm>

<sup>304</sup> <https://www.placetocallhome.ca/>

<sup>305</sup> [http://www.parklandinstitute.ca/family\\_day\\_on\\_the\\_treadmill](http://www.parklandinstitute.ca/family_day_on_the_treadmill)

<sup>306</sup> Vanier Institute July 2013 Issue 55 Fascinating Families It Takes a Village: A Snapshot of Child Care in Canada

<sup>307</sup> <https://www.canada.ca/en/department-finance/news/2021/04/budget-2021-a-canada-wide-early-learning-and-child-care-plan.html>

<sup>308</sup> <https://www.canada.ca/en/department-finance/news/2021/04/budget-2021-a-canada-wide-early-learning-and-child-care-plan.html>

<sup>309</sup> <https://www.canada.ca/en/department-finance/news/2021/04/budget-2021-a-canada-wide-early-learning-and-child-care-plan.html>

<sup>310</sup> <https://www.canada.ca/en/department-finance/news/2021/04/budget-2021-a-canada-wide-early-learning-and-child-care-plan.html>

<sup>311</sup> Health and Wellness Trends in the Oil and Gas Sector Shepell.fgi Research Group 2009

<sup>312</sup> [http://www.grasslandsregionalfcss.com.com/bus\\_detail.asp?bPageID=1204](http://www.grasslandsregionalfcss.com.com/bus_detail.asp?bPageID=1204)

<sup>313</sup> Email: Anita Bruce, Teacher/Administrator, Brooks Preschool, and Executive Director, Brooks and County of Newell Early Childhood Development Coalition, March 29, 2023.

It is difficult to interpret the 15% Overall Dissatisfaction rate (16.2% in 2017 and 17.3% in 2013) of **Access to Childcare** and 27.3% Overall Satisfaction rate (33.5% in 2017 and 27.9% in 2013) without an understanding of whether or not the respondents were parents, grandparents, caregivers, employers or had any involvement in childcare. With that being said, Overall Satisfaction and Overall Dissatisfaction with **Access to Childcare** has fluctuated over time between the three Quality of Life Studies.

### Canada-wide Early Learning and Child Care System

Understanding that all families in Canada should have access to high-quality, flexible, inclusive and affordable childcare and early learning, the Canadian Government instituted in 2021 the Canada-wide Early Learning and Child Care system with the provinces, territories and Indigenous partners.<sup>314</sup> The federal government will invest \$30 billion over the next five years (from 2021), with a minimum of \$9.2 billion per year ongoing.<sup>315</sup> Two overarching goals of this program are to reduce daycare fees by 50% on average by the end of 2022, and bring fees down to \$10 a day on average by 2026.<sup>316</sup> When it was announced, the estimated annual average savings per child at \$10-a-day compared to 2019 child care fees was in multiple thousands of dollars (\$8,610 in Alberta, for example). In less than a year, the federal government reached Canada-wide early learning and child care agreements with all 13 provinces and territories. Through these agreements, the Government of Canada aims to create 250,000 more day care spaces by March 2026 to increase options for families, and build a community-based child care system that is inclusive from the very beginning ensuring that every Canadian child will have the best possible start in life.<sup>317</sup>

Beginning in January 2022, child care in Alberta became more affordable under this program. Eligible families can apply for child care subsidies if they have children aged 0 to Grade 6 enrolled in a:

- Licensed facility –based program (daycare, out-of-school care and preschool)
- Family day home program overseen by a licensed family day home agency
- Group family childcare centre<sup>318</sup>

Subsidy rates vary based on the child’s age, family income, the child care program and the number of hours a child attends each month. Types of subsidy include:

- subsidy for children 0 to kindergarten-age (in kindergarten and also attending child care during regular school hours)
- subsidy for children in kindergarten to grade 6 enrolled in a licensed program outside of regular school hours
- preschool subsidy for children enrolled in a licensed preschool program
- extended hours subsidy for children who require care outside regular hours<sup>319</sup>

Fees have been lowered in two ways – expanded subsidy and affordability grants.<sup>320</sup> Subsidy for children from age 0 to kindergarten-age (in kindergarten and also attending child care during regular school hours) has been expanded to included families with a gross household income of \$180,000 or less.<sup>321</sup> Subsidy for children in kindergarten to grade 6 enrolled in a licensed program outside of regular school hours remains available to

<sup>314</sup> <https://www.canada.ca/en/employment-social-development/campaigns/child-care.html>

<sup>315</sup> <https://pm.gc.ca/en/news/news-releases/2021/04/21/10-day-child-care-canadian-families>

<sup>316</sup> <https://www.canada.ca/en/employment-social-development/campaigns/child-care.html>

<sup>317</sup> <https://www.canada.ca/en/employment-social-development/campaigns/child-care.html>

<sup>318</sup> <https://www.alberta.ca/child-care-subsidy.aspx>

<sup>319</sup> <https://www.alberta.ca/child-care-subsidy.aspx>

<sup>320</sup> <https://www.alberta.ca/child-care-subsidy.aspx>

<sup>321</sup> <https://www.alberta.ca/child-care-subsidy.aspx>

families with a household income of up to \$90,000.<sup>322</sup> Affordability grants will also be provided directly to child care operators so they can further lower fees for families. Parents do not need to apply to benefit from the grant fee reduction.<sup>323</sup> Please visit <https://www.alberta.ca/child-care-subsidy.aspx> in order to determine your eligibility and to apply for the subsidy.

### Childcare in the Brooks-Newell Region

Currently, in the Brooks-Newell Region, there are six licensed daycares and fifteen licensed day homes.<sup>324</sup> Another daycare is scheduled to open in Duchess in May 2023, which will increase the number of licensed daycares to seven.

### Brooks & County of Newell Early Childhood Development (ECD) Committee

The ECD Committee promotes early childhood development with communities, services and families, to understand and respond to early childhood development needs through information gathering, interpretation and dissemination and healthy developmental activities. It gets funding support from Grasslands Regional FCSS (with no ties to provincial funding).



Early Childhood  
Development Committee.  
Circle of Ideas Workshop  
March 2023



<sup>322</sup> <https://www.alberta.ca/child-care-subsidy.aspx>

<sup>323</sup> <https://www.alberta.ca/child-care-subsidy.aspx>

<sup>324</sup> Email: Anita Bruce, Teacher/Administrator, Brooks Preschool, and Executive Director, Brooks and County of Newell Early Childhood Development Coalition, March 29, 2023.

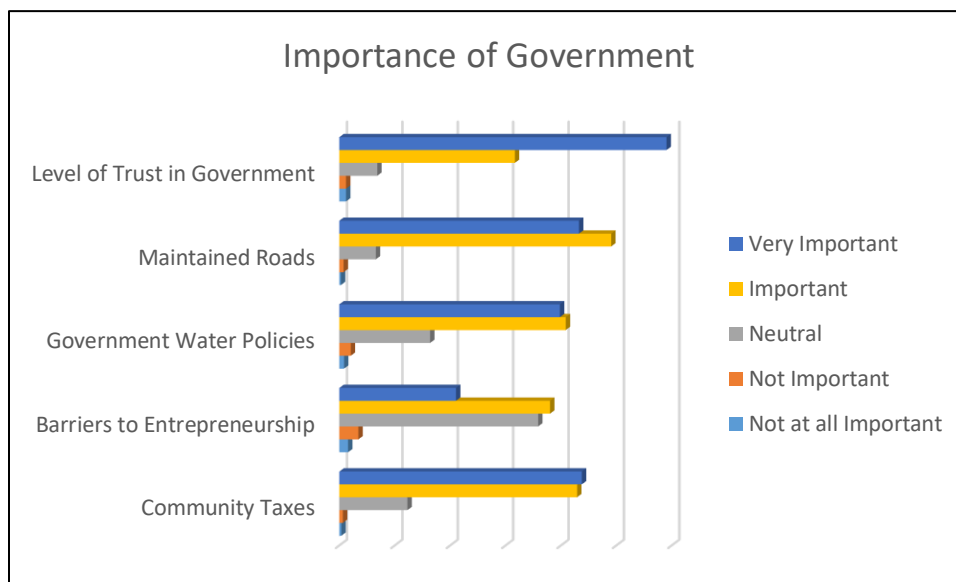
**POSITIVE GAP: GOVERNMENT Factor**

**Ranked #9 for Level of Importance and #6 for Level of Satisfaction**

This Factor was defined with the following variables:

QUALITY OF LIFE	QUALITY OF PLACE
Importance Variables	Satisfaction Variables
Level of Trust in Government	Local Population Growth
Maintained Roads	Emergency Services
Government Water Policies	Utilities
Barriers to Entrepreneurship	
Community Taxes	

**Importance of Government Variables**



**FINDINGS:**

- Level of Trust in Government** was Very Important or Important to 90.8% of respondents; 59.1% were Very Important and 31.7% were Important. The ratings for 2017 were 87.9%, 53.1% and 34.8%. The ratings in 2013 were 85.9%, 49.6% and 36.3% respectively. 6.9% of respondents were Neutral, 1.2% were Not Important and 1.2% were Not at all Important. The ratings for 2017 were 9.9%, 1.3% and 1%. The ratings for 2013 were 11.4%, 2.1% and 0.5% respectively.
- Maintained Roads** was Very Important or Important to 92.4% of respondents; 43.3% were Very Important and 49.1% were Important. The ratings for 2017 were 88.6%, 40.2% and 48.3%, respectively. The ratings for 2013 were 93.3%, 44.5% and 48.7%, respectively. 6.6% of respondents were Neutral, 0.8% were Not Important and 0.3% were Not at all Important. The ratings for 2017 were 10%, 0.9% and 0.5%, respectively. The ratings for 2013 were 5.9%, 0.8% and 0.1%, respectively.

- **Government Water Policies** was Very Important or Important to 80.7% of respondents; 39.8% were Very Important and 40.9% were Important. The ratings for 2017 were 81.1%, 38.5% and 42.6%, respectively. The ratings for 2013 were 80.2%. In 2017, 40.3% and 40%, respectively. 16.4% of respondents were Neutral, 2.1% were Not Important and 0.9% were Not at all Important. The ratings were 16.1%, 2.1% and 0.7%, respectively. The ratings for 2013 were 17%, 2.1% and 0.7% respectively.
- **Barriers to Entrepreneurship** received the most Neutral responses at 35.9%, which is an increase from 35.4% in 2017 and 34.6% in 2013 (both also the highest). This might indicate that the role that Government(s) play in encouraging Entrepreneurship is not well known.
- **Barriers to Entrepreneurship** was Very Important or Important to 59.1% of respondents, which is an increase from 58.2% in 2017 and 58.9% in 2013. 21.1% were Very Important and 38% were Important. In 2017, 20.5% were Very Important and 38.4% were Important. The ratings for 2013 were 20.5% and 38.4% respectively. 3.4% of respondents were Not Important and 1.6% were Not at all Important. In 2017, 4.8% of respondents were Not Important and 1.7% were Not at all Important. The ratings for 2013 were 4.6% and 1.9% respectively.
- **Community Taxes** was Very Important or Important to 86.7% of respondents; 43.8% were Very Important and 42.9% were Important. The ratings for 2017 were 81.2%, 36.7% and 44.5%. The ratings for 2013 were 84%, 38.7% and 45.3% respectively. 12.3% of respondents were Neutral, 0.6% were Not Important and 0.4% were Not at all Important. In 2017, 16.2% of respondents were Neutral, 1.5% were Not Important and 1.2% were Not at all Important. The ratings for 2013 were 13.6%, 1.9% and 0.5% respectively.

Residents may not always be fully aware which level of government is responsible for regulations/policies which affect them, and responsibilities for various services and programs. For example, water policies in rural areas may be a function of local water associations while being legislated through provincial regulations. While municipalities/County set the mill rate or property tax, the provincial government is involved in setting and collecting education tax levies. Municipal governments provide a wide range of programs and services such as Emergency Services, Utilities, Parks and Recreation, Building and Maintaining Roads, Community By-laws, Municipal Development, Development Permits, Business Licenses, Community Committees and Engineering.

The Rank of Importance given to Government indicated respondents considered as Important or Very Important the Government variables of: (i)Trust in Government; (ii)Maintained Roads; (iii)Water Policies; and (iv) and Community Taxes. The respondents were more Neutral on Barriers to Entrepreneurship, which may reflect less knowledge as to the role that different levels of government play in the development of business/entrepreneurship.

#### Election Statistics:

##### 2021 municipal elections:

Bassano: 5 Councillors elected, 3 incumbents and 2 newly elected. 7 people ran for 5 positions. 427 voters.

Duchess: 5 Councillors were elected, 4 incumbents and 1 new were acclaimed. 5 candidates.

Rosemary: 3 Councillors were elected, 1 incumbent and 2 new to council. 111 voters.

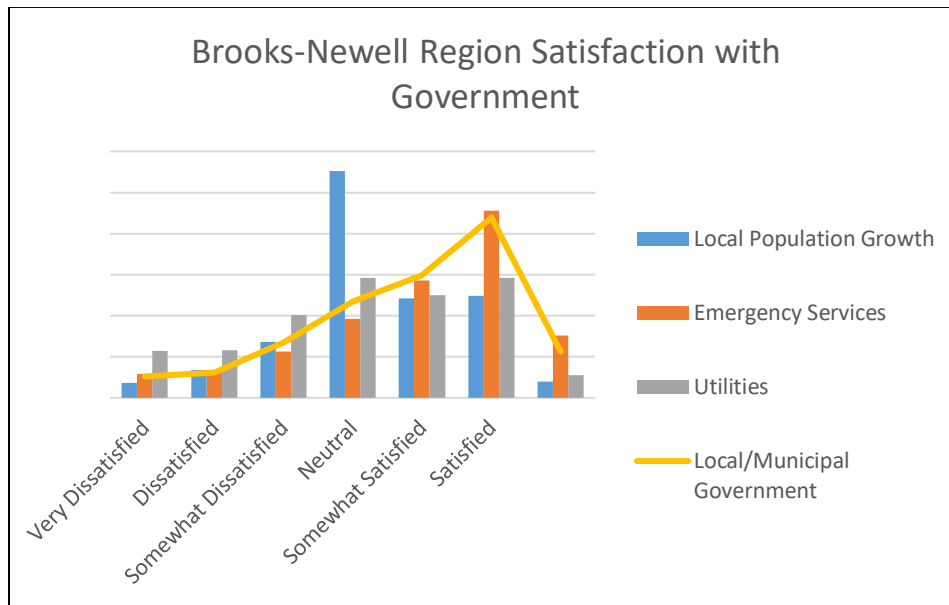
Brooks: 1 Mayor elected and 6 Councillors elected, 4 incumbents and 3 newly elected. 2 Candidates ran for Mayor, 14 candidates ran for 6 Councillor Positions. 2,793 voters

**The County of Newell** has a Council elected throughout the Region. There are 10 Councillors representing 10 divisions. In 2021, 1 incumbent was acclaimed, 3 new were acclaimed, 1 incumbent was elected, and 5 were newly elected. There were 18 candidates in total for the municipal election. 983 voters

**Rate of voting Provincial Election (2019):** 52.6% for Strathmore Brooks in 2012 and 49.7% in 2015. 65.6% for Brooks-Medicine Hat in 2019

**Overall Satisfaction with Local/Municipal Government was 63.8% (2017: 69%; 2013: 58.3%)**

**Satisfaction with Local/Municipal Government Variables**



**FINDINGS:**

- Respondents expressed Overall Satisfaction with **Local Population Growth** at 40.1% (530), which is an increase from 39.5% in 2017, but a decrease from 42.6% in 2013. 3% (40) were Very Satisfied, 18.8% (248) were Satisfied, and 18.3% (242) were Somewhat Satisfied. In 2017, 3.9% (50) of respondents were Very Satisfied, 18.2% (234) were Satisfied and 17.4% (224) were Somewhat Satisfied. The ratings in 2013 were 4%, 19.4% and 19.1% respectively. 41.8% (552) were Neutral, 10.3% (136) were Somewhat Dissatisfied, 5.1% (67) were Dissatisfied, 2.8% (37) were Very Dissatisfied. In 2017, 41.8% (537) of respondents were Neutral, 10.3% (132) were Somewhat Dissatisfied, 4.9% (63) were Dissatisfied and 3.5% (45) were Very Dissatisfied. The ratings for 2013 were 38.5%, 9%, 6% and 3.9% respectively.
- Respondents do not appear to have an issue with the impact of growth or how the Brooks-Newell Region has grown, which was the case in 2017 and 2013 as well.
- Respondents expressed Overall Satisfaction with **Emergency Services** at 67.7% (893), which is a decrease from 77.7% in 2017 and 78% in 2013. 11.4% (151) were Very Satisfied, 34.6% (456) were Satisfied, and 21.7% (286) were Somewhat Satisfied. In 2017, 16.1% (209) of respondents were Very Satisfied, 40.9% (530) were Satisfied and 20.7% (268) were Somewhat Satisfied. The ratings for 2013 were 16%, 43% and 19% respectively. 8.5% (112) were Somewhat Dissatisfied, 4.9% (65) were Dissatisfied and 4.4% (58) were Very Dissatisfied. In 2017, 4.24% (55) of respondents were Somewhat Dissatisfied, 1.5% (20) were Dissatisfied and 1.6% (21) were Very Dissatisfied. The ratings for 2013 were 9%, 6% and 3.9% respectively.
- **Emergency Services** had the lowest Neutral response rate at 14.6% (192). It was also the lowest in 2017 with 14.9% and 2013 with 13.4%. The high Overall Satisfaction, low Overall Dissatisfaction, and low



Neutral response rate indicate that respondents were Very Satisfied with **Emergency Services** in the Brooks-Newell Region.

- Overall Satisfaction with **Utilities** was 45.2% (597), which is a decrease from 52.9% in 2017 and 53.2% in 2013. 4.2% (55) were Very Satisfied, 22.1% (292) were Satisfied, and 18.9% (250) were Somewhat Satisfied. In 2017, 5.5% (71) of respondents were Very Satisfied, 26% (334) were Satisfied and 21.4% (274) were Somewhat Satisfied. The ratings for 2013 were 7.3%, 23.7% and 22.2% respectively. 22.1% (292) were Neutral, 15.3% (202) were Somewhat Dissatisfied, 8.8% (116) were Dissatisfied, and 8.7% (115) were Very Dissatisfied. In 2017, 24.5% (314) of respondents were Neutral, 12% (154) were Somewhat Dissatisfied, 6.8% (87) were Dissatisfied and 3.8% (49) were Very dissatisfied. The ratings in 2013 were 47.6%, 7.4%, 6% and 6.3% respectively.

**Local Population Growth**

According to the 2021 Federal Census, the Brooks-Newell Region had a 1.5% population growth between 2016 and 2021 (the population growth between 2006 and 2011 was 4.4%, and between 2011 and 2016 it was 5.3%) and a 1.5% increase in private dwellings from 2016 to 2021 (the increase between 2006 and 2011 was 3.3%, and between 2011 and 2016 it was 1%).<sup>325,326,327,328</sup>

**Local population growth** is largely impacted by the availability of employment. Municipal Councils make decisions in terms of planning and development (i.e. what type of housing density to allow and what kind of industry to attract). Population growth in the communities means that local government must plan for services such as housing developments, recreation, EMS Services, increased traffic, infrastructure and retail needs. The local education services must plan for increased numbers of students and local non-profit organizations must plan to adapt programs and services. 41.8% of the respondents were Neutral on local population growth and the level of Overall Dissatisfaction was 18.2%. In 2017, 41.8% of respondents were Neutral on Local Population Growth and 18.7% identified some level of Dissatisfaction. The ratings in 2013 were 38.5% and 19%, respectively.

**Comparison of Population Growth (2011 to 2021)**

	Bassano	Brooks	Duchess	Rosemary	County of Newell	Brooks-Newell Region
<b>Population (2011)</b>	1282	13676	992	342	7138	23430
<b>Population (2016)</b>	1206	14451	1085	396	7524	24662
<b>Population (2021)</b>	1216	14924	1053	370	7465	25028
<b>Percentage Population Growth (2011 to 2016)</b>	-5.9	5.7	9.4	15.8	5.4	5.3
<b>Percentage Population Growth (2016 to 2021)</b>	0.8	3.3	-0.8	-2.9	-6.6	1.5
<b>Percentage Population Growth (2011 to 2021)</b>	-5.1	9.1	6.1	8.2	4.6	6.8

<sup>325</sup> 2011 Canadian Census (Statistics Canada)

<sup>326</sup> 2016 Canadian Census (Statistics Canada)

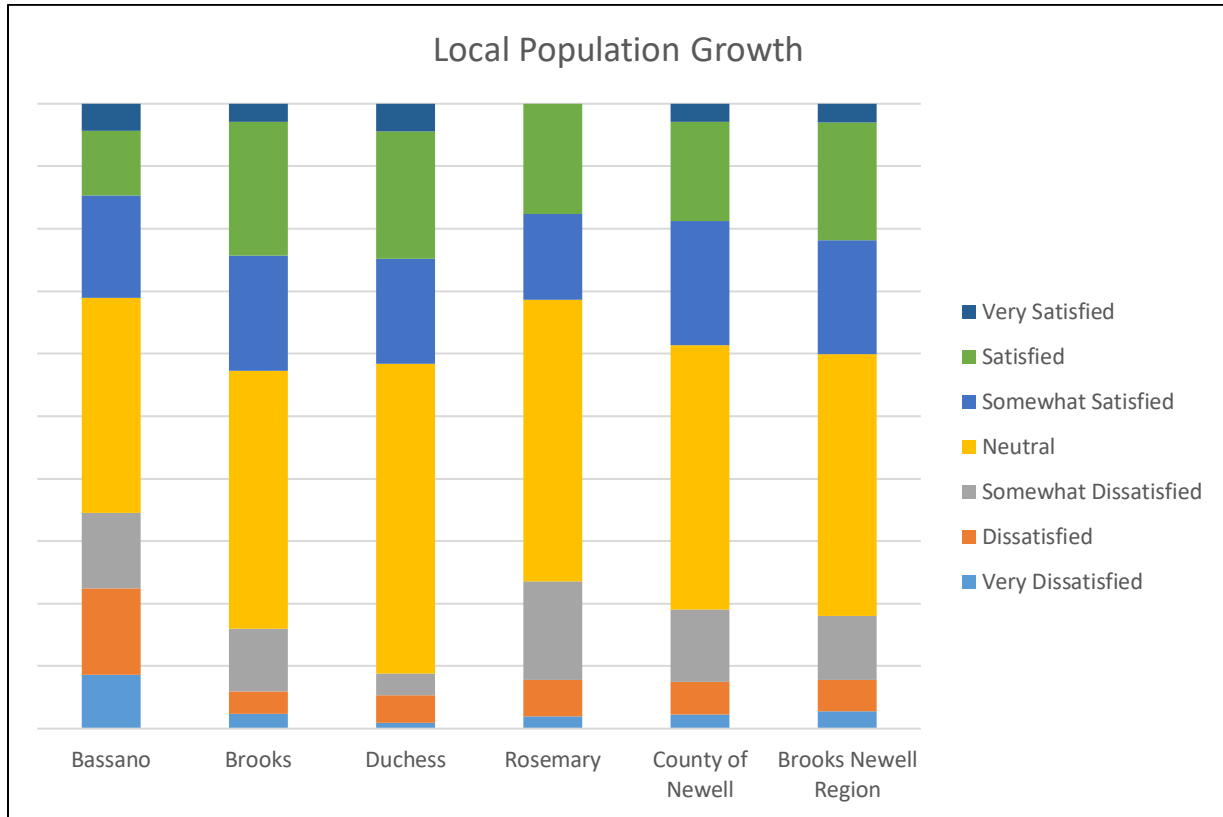
<sup>327</sup> 2021 Canadian Census (Statistics Canada)

<sup>328</sup> Assessment Summary: Village of Rosemary 2016 and 2022



**Brooks-Newell Region Comparisons: Satisfaction with *Local Population Growth***

N=1330



**FINDINGS:**

- Bassano had an Overall Satisfaction rate of 31% and an Overall Dissatisfaction rate of 34.5%. In 2017, the Overall Satisfaction rate was 19.4% and the Overall Dissatisfaction rate was 43.7%. The rates in 2013 were 55.9% and 23.5%, respectively.
- Brooks had an Overall Satisfaction rate of 42.8% and an Overall Dissatisfaction rate of 15.9%. In 2017, the Overall Satisfaction rate was 41.7% and the Overall Dissatisfaction rate was 15.9%. The ratings in 2013 were 44.6% and 16.4%, respectively.
- Duchess had an Overall Satisfaction rate of 41.6% and an Overall Dissatisfaction rate of 8.8%. In 2017, the Overall Satisfaction rate was 46.7% and the Overall Dissatisfaction rate was 9.3%. The ratings for 2013 were 53.2% and 7.6%, respectively.
- Rosemary had an Overall Satisfaction rate of 31.4% and an Overall Dissatisfaction rate of 23.5%. In 2017, the Overall Satisfaction rate was 41.7% and the Overall Dissatisfaction rate was 20.8%. The ratings for 2013 were 37.2% and 17.2%, respectively.
- The County of Newell had an Overall Satisfaction rate of 38.6% and an Overall Dissatisfaction rate of 19%. In 2017, the Overall Satisfaction rate was 39.1% and the Overall Dissatisfaction rate was 18.9%. The ratings for 2013 were 41.3% and 21.2%, respectively.
- The Brooks-Newell Region had an Overall Satisfaction rate of 39.7% and an Overall Dissatisfaction rate of 17.9%. In 2017, the Overall Satisfaction was 38.5% and the Overall Dissatisfaction rate was 18.2%. The ratings for 2013 were 42.5% and 19%, respectively.

### **Utilities**

**Utilities** usually include water, sewage, garbage and recycling pick up. The charge for these services is billed monthly or bi-monthly directly from the local municipalities. Rural hamlet residents have community recycling areas and dispose of their garbage at local transfer stations. The garbage is then taken to the main regional landfill through Newell Waste Management Systems. Municipalities have residential and commercial garbage pick-up on a weekly basis. Electricity and Natural Gas services are usually not municipal services.

### **Communities Working Together**

The City of Brooks approved the joint agreement between the County of Newell, Town of Bassano, Village of Duchess, Village of Rosemary, Village of Tilley and Brooks-Newell Regional Solid Waste Management Authority on September 7, 1999.<sup>329</sup> As of that date, the City began hauling municipal waste to the regional landfill located off the Trans-Canada Highway (6 miles from Brooks) on secondary Highway #36. The Village of Duchess has a contract with the Village of Rosemary and Town of Bassano to supply weekly garbage pick-up services to Rosemary and Bassano. The Newell Solid Waste Management Authority has Transfer Stations in communities throughout the Brooks-Newell Region and operates the Brooks-Newell Regional Landfill.



<sup>329</sup> <http://www.brooks.ca/178/Landfill>

**Brooks-Newell Region Property Taxes/Mill Rates and Utility Rates (Information Provided by Municipal Offices)**

**Town of Bassano<sup>330</sup>**

Residential Property Taxes/Mill Rates 2022

Municipal 10.27301%, ASFF Requisition 2.5304% Newell Housing Foundation 0.10335% Total Residential Mill Rate: 12.90676%

Utility Rates

Water Rates: \$20 flat fee + 2.65/m<sup>3</sup> (\$3.50/m<sup>3</sup> after 500m<sup>3</sup>)

Sewer Rates: residential - \$31.50

Recycling fee: \$7.40

Garbage Rates: \$22.15

**City of Brooks<sup>331</sup>**

Residential Property Taxes/Mill Rates 2022

Municipal 8.599875%, ASFF Requisition 2.62983% Newell Housing Foundation 0.10482% Total Residential Mill Rate: 11.334525%

Utility Rates 2022

Water Rates: \$56.82 flat fee + \$1.27/m<sup>3</sup> for usage over 13.65m<sup>3</sup>

Sewer Rates: Residential - \$39.79 (bi-monthly) Recycling fee: \$7.08 (bi-monthly)

Waste Management: \$14.45 Senior Rate-\$9.95

**Village of Duchess<sup>332</sup>**

Residential Property Taxes/Mill Rates 2022:

Municipal 8.1091%, ASFF Requisition 2.547% Newell Housing Foundation 0.1014% Total Residential Mill Rate: 10.7575%

Utility Rates per month

Water Rates: \$45 flat fee + \$1.10/m<sup>3</sup>

Sewer Rates: residential - \$30.00

Garbage Rates: \$ 28.06 (basic rate)

Recycling fee: \$3.55

**Village of Rosemary<sup>333</sup>**

Residential Property Taxes/Mill Rates 2022

Municipal 10.4579%, ASFF Requisition 2.582% Newell Housing Foundation 0.0901% Total Residential Mill Rate 13.13%

Utility Rates

Water Rates: \$6 flat fee + \$38 for the 22m<sup>3</sup> (winter) or 32m<sup>3</sup> (summer)(\$1.25/m<sup>3</sup> after)

Sewer Rates: residential - \$ 14.75 Recycling fee: \$3.00

Garbage Rates: \$13.25

**County of Newell<sup>334</sup>**

Residential Property Taxes/Mill Rates 2022

Residential 3.6289%, ASFF Requisition 2.6828%, Newell Housing Foundation 0.10507%

Utility Rates per month

Water Rates: Hamlets - \$37.98 with usage charges of 2.49/m<sup>3</sup>

Rural Water Distribution System - Rural Water System - Base Charge \$28.43 Usage Fee flat rate of \$34.42

Sanitary Sewer Charges: residential - \$30.00

Garbage Rates: No garbage pickup except for Hamlet of Tilley - \$10.55

<sup>330</sup> Email from Christine Petkau, Town of Bassano. March 2018

<sup>331</sup> <http://www.brooks.ca/>

<sup>332</sup> <http://www.villageofduchess.com/>

<sup>333</sup> <http://www.rosemary.ca/>

<sup>334</sup> <http://www.countyofnewell.ab.ca>

## **Emergency Services**

### **Emergency Services**

Overall Satisfaction with **Emergency Services** decreased since the last study to 67.7%. It was 77.7% 2017 and 78% in 2013. Respondents remain satisfied with **Emergency Services** in the Brooks-Newell Region despite the decrease in Overall Satisfaction.

### **Brooks-Newell Region Emergency Services**

Emergency Services generally include Fire Services, Emergency Medical Services, and Police (RCMP and local Peace Officers).

#### Fire and Safety Services

The **City of Brooks** Fire Department operates with 2 full-time employees and 32 volunteers who are also trained in Emergency First Aid. The Fire Department responded to 485 emergency calls in 2022. 65% of these calls were in the City of Brooks, 35% were in the County of Newell Div. 5 and 10. Volunteer firefighters have an average of 7.6 years of service and in 2022 participated in 3,258 hours of training. Beyond responding to emergencies, the firefighters conduct fire safety inspection of public buildings. They conducted a total of 286 inspections in 2022 and found a total of 32 infractions.<sup>335</sup>

The **County of Newell** supports Volunteer Fire Departments throughout the County (Scandia; Rolling Hills; Gem, Patricia; Bow City; Tilley; Gem) Region and works with the municipal fire departments of the City of Brooks, Village of Duchess, Bassano and Rosemary. Regionally, Fire Departments work together to ensure quality fire and disaster services training and a high level of safety for the fire fighters.

#### Emergency Medical Services

Alberta Health Services EMS Brooks provides Advanced Life Support services to the City of Brooks, surrounding towns, villages, hamlets and rural areas and is staffed by 18 full and part-time EMT's and EMT-Paramedics. Brooks ambulance (EMS) service offers a number of services such as emergency response, inter-facility transfers, non-emergency transfer and community event standbys. Staff also supplies first aid training and instruction within the community<sup>336</sup>. Bassano has one ambulance (EMS) service with fire fighters called to assist only when EMS Services is short-handed.

### **Police Services**

Policing Services in the Brooks-Newell Region are provided by the RCMP through the Brooks Detachment and the Bassano Detachment. To enforce By-Laws, the City of Brooks employs two Peace Officers and one By-Law Officer, and the County of Newell employs two Peace Officers.<sup>337</sup> Overall, 72.2% (933) of respondents expressed a high level of Satisfaction with **Community Safety**; 8.7% (112) were Very Satisfied, 36% (365) were Satisfied and 27.6% (356) were Somewhat Satisfied. This reflects an increase from 2013 with 7.7%, 33% and 22% respectively. Further analysis on Community Safety was provided in the *Sense of Community* Factor, which was a prior section of this report.

<sup>335</sup> Email from Kevin Swanson, Fire Chief, City of Brooks. March 28, 2023.

<sup>336</sup> [www.brooks.ca](http://www.brooks.ca)

<sup>337</sup> Email: Kendra Sieben, Safe Communities Coordinator, Brooks RCMP – Community Policing Unit, May 26, 2023

## BROOKS-NEWELL REGION GAP ANALYSIS: AGE GROUPS

### Rank of Importance and Rank of Satisfaction by Age Groups

There are variations in Gaps when survey responses are sorted out by age range. The table below shows the Negative Gap Factors by age ranges. For all ages, **Political Rights and General Values** had a Negative Gap. **Health Services** had a Negative Gap for all ages, except for 70 Plus. **Health Services** ranked #1 in Importance for all age categories, and **Local/Municipal Government** Ranked #9 in Importance for all age categories. **Personal Well-Being** and **Physical Environment** was either ranked #1, #2, or #3 in Satisfaction for all age categories. **Political Rights and General Values** was either ranked #8 or #9 in Satisfaction for all age categories.

Quality of Life Factors	15 to 19		20 to 39		40 to 59		60 to 69		70 Plus	
	Importance	Satisfaction	Importance	Satisfaction	Importance	Satisfaction	Importance	Satisfaction	Importance	Satisfaction
Health Services	1	9	1	8	1	5	1	5	1	1
Education System	2	2	2	3	3	3	3	4	3	4
Personal Well-Being	3	1	3	1	2	2	2	3	2	3
Economy and Employment	5	7	4	4	4	6	4	8	7	9
Political Rights and General Values	6	8	8	9	7	8	7	9	6	8
Physical Environment	4	3	6	2	6	1	6	1	5	2
Sense of Community	7	5	5	4	5	4	5	2	4	5
Social Programs/Social Conditions	8	4	7	6	8	7	8	7	8	7
Local/Municipal Government	9	6	9	7	9	9	9	6	9	6

### FINDINGS:

- There are variations in how different Age Groups responded to the Rank of Importance and Rank of Satisfaction with the nine factors.
- **Political Rights and General Values** was the only factor that had a Negative Gap across all Age Groups. It was also either ranked #8 or #9 in Satisfaction across all Age Groups.
- **Health Services** was ranked #1 for Importance across all Age Groups but the Rank of Satisfaction varied between #1, #5, #8 and #9.
- **Local/Municipal Government** was ranked #9 across all Age Groups, but the Rank of Satisfaction varied between #6, #7 and #9.
- **Personal Well-Being** and **Physical Environment** was either ranked #1, #2, or #3 in Satisfaction across all Age Groups
- Importance Rankings for **Health Services** was on the higher end, while Satisfaction levels were on the lower end for most Age Groups.
- Overall, there was greater consistency across all Age Groups for Rank of Importance of all nine factors than for Rank of Satisfaction.

The difference in ranking by the various Age Groups of the nine factors indicates the value of the public, social and business sectors being aware of the demographics and differing opinions of Age Groups within their community in order to provide programs and services which match the needs and interests of the Age Groups. For example, younger Age Groups believed that **Education** was more Important than older Age Groups, and the older Age Groups believed that **Personal Well-Being** was more Important than the younger Age Groups.

### *Ages 10-19*

#### **Negative Gaps**

- Health Services (Rank of Importance 1; Rank of Satisfaction 8)
- Economy and Employment (Rank of Importance 5; Rank of Satisfaction 7)
- Political Rights and General Values (Rank of Importance 6; Rank of Satisfaction 8)

#### **Match Gaps**

- Education System (Ranks of Importance 2; Rank of Satisfaction 2)

#### **Positive Gaps**

- Personal Well-Being (Rank of Importance 3; Rank of Satisfaction 1)
- Physical Environment (Rank of Importance 4; Rank of Satisfaction 3)
- Sense of Community (Rank of Importance 7; Rank of Satisfaction 5)
- Social Programs/Social Conditions (Rank of Importance 8; Rank of Satisfaction 4)
- Local/Municipal Government (Rank of Importance 9; Rank of Satisfaction 6)

### *Ages 20-39*

#### **Negative Gaps**

- Health Services (Rank of Importance 1; Rank of Satisfaction 8)
- Education System (Rank of Importance 2; Rank of Satisfaction 3)
- Political Rights and General Values (Rank of Importance 8; Rank of Satisfaction 9)

#### **Match Gaps**

- Economy and Employment (Rank of Importance 4; Rank of Satisfaction 4)

#### **Positive Gaps**

- Personal Well Being (Rank of Importance 3; Rank of Satisfaction 1)
- Physical Environment (Rank of Importance 6; Rank of Satisfaction 2)
- Sense of Community (Rank of Importance 5; Rank of Satisfaction 4)
- Social Programs/Social Conditions (Rank of Importance 7; Rank of Satisfaction 6)
- Local/Municipal Government (Rank of Importance 9; Rank of Satisfaction 7)

### *Ages 40-59*

#### **Negative Gaps**

- Health Services (Rank of Importance 1; Rank of Satisfaction 4)
- Economy and Employment (Rank of Importance 4; Rank of Satisfaction 6)

- Political Rights and General Values (Rank of Importance 7; Rank of Satisfaction 8)

**Match Gaps**

- Personal Well-Being (Rank of Importance 2; Rank of Satisfaction 2)
- Education System (Rank of Importance 3; Rank of Satisfaction 3)
- Local/Municipal Government (Rank of Importance 9; Rank of Satisfaction 9)

**Positive Gaps**

- Physical Environment (Rank of Importance 6; Rank of Satisfaction 1)
- Sense of Community (Rank of Importance 5; Rank of Satisfaction 4)
- Social Programs/Social Conditions (Rank of Importance 8; Rank of Satisfaction 7)

*Ages 60-69*

**Negative Gaps**

- Health Services (Rank of Importance 1; Rank of Satisfaction 5)
- Personal Well-Being (Rank of Importance 2; Rank of Satisfaction 3)
- Education System (Rank of Importance 3; Rank of Satisfaction 4)
- Economy and Employment (Rank of Importance 4; Rank of Satisfaction 8)
- Political Rights and General Values (Rank of Importance 7; Rank of Satisfaction 9)

**Positive Gaps**

- Physical Environment (Rank of Importance 6; Rank of Satisfaction 1)
- Sense of Community (Rank of Importance 5; Rank of Satisfaction 2)
- Social Programs/Social Conditions (Rank of Importance 8; Rank of Satisfaction 7)
- Local/Municipal Government (Rank of Importance 9; Rank of Satisfaction 6)

*Ages 70 Plus*

**Negative Gaps**

- Education System (Rank of Importance 3; Rank of Satisfaction 4)
- Personal Well-Being (Rank of Importance 2; Rank of Satisfaction 3)
- Economy and Employment (Rank of Importance 7; Rank of Satisfaction 9)
- Sense of Community (Rank of Importance 4; Rank of Satisfaction 5)
- Political Rights and General Values (Rank of Importance 6; Rank of Satisfaction 8)

**Match Gaps**

- Health Services (Rank of Importance 1; Rank of Satisfaction 1)

**Positive Gaps**

- Physical Environment (Rank of Importance 5; Rank of Satisfaction 2)
- Social Programs/Social Conditions (Rank of Importance 8; Rank of Satisfaction 7)
- Local/Municipal Government (Rank of Importance 9; Rank of Satisfaction 6)



## GAP COMPARISON: CITY OF BROOKS & BROOKS-NEWELL REGION

The City of Brooks has approximately 60% of the population of the Brooks-Newell Region. Therefore, it is interesting to note the similarities or differences in the responses for the City of Brooks' respondents compared to the Brooks-Newell Region as a whole. Both the Brooks-Newell Region and City of Brooks have three Negative Gaps, two Match Gaps, and four Positive Gaps. The primary differences are: Education System is a Positive Gap for the City of Brooks, but a Match Gap for the Brooks-Newell Region; Sense of Community is a Match Gap for the City of Brooks, but is a Positive Gap for the Brooks-Newell Region.

Both the City of Brooks and the Brooks-Newell Region ranked **Health** as #1 for Rank of Importance and in mid-ranking for Satisfaction (#4 and #5 respectively). Both the City of Brooks and Brooks-Newell Region ranked **Economy and Employment** as #4 for Importance and #8 for Satisfaction, **Political Rights and General Values** as #7 for Importance and #9 for Satisfaction, and **Government** as #9 for Importance and #6 for Satisfaction. The City of Brooks and Brooks-Newell Region respondents ranked **Education** and **Personal Well-Being** high for both Importance and Satisfaction. **Personal Well-Being** was a Match Gap for both areas.

**Comparison of the Rank of Importance and Rank of Satisfaction for the City of Brooks and the Brooks-Newell Region**

Quality of Life Factors	City of Brooks		Brooks-Newell Region	
	Rank of Importance	Rank of Satisfaction	Rank of Importance	Rank of Satisfaction
Health	1	4	1	5
Personal Well-Being	2	2	2	2
Education System	3	1	3	3
Economy and Employment	4	8	4	8
Sense of Community	5	5	5	4
Physical Environment	6	3	6	1
Political Rights and General Values	7	9	7	9
Social Programs/Social Conditions	8	7	8	7
Government	9	6	9	6

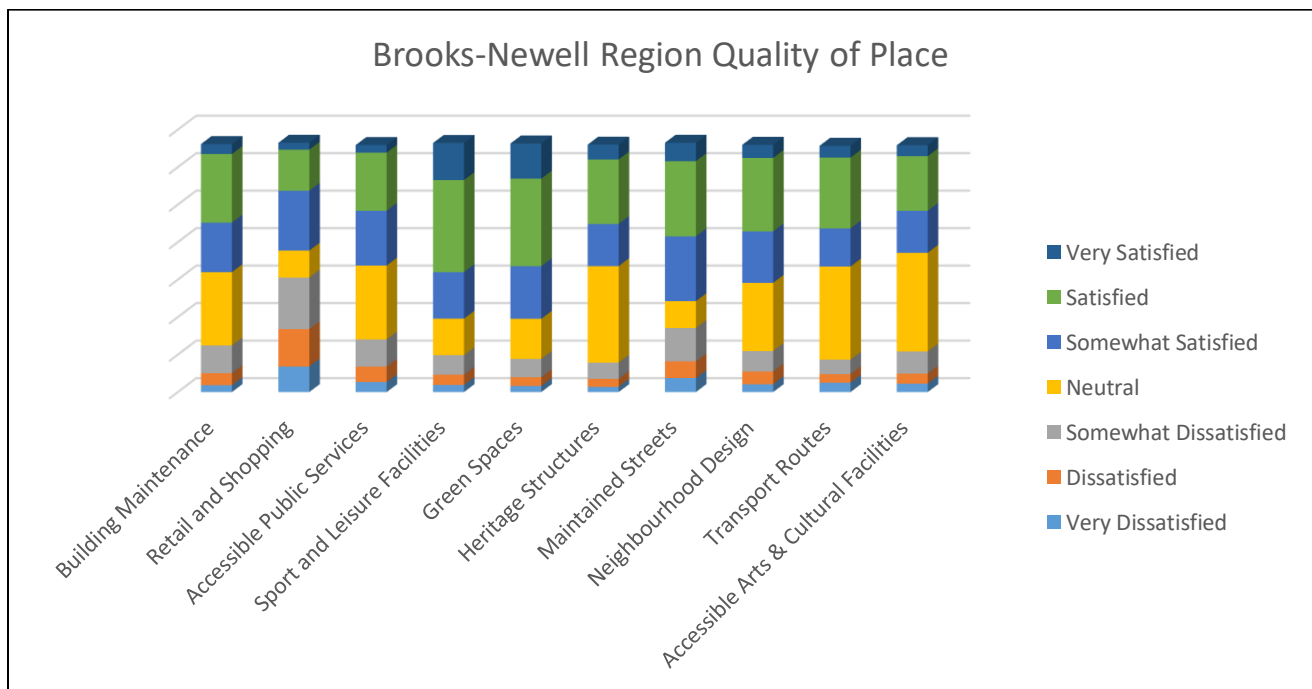
## QUALITY OF PLACE

Quality of Place may be defined as “the physical characteristics of a community –the way it is planned, designed, developed and maintained – that affect the quality of life of people living and working in it, and those visiting it, both now and into the future”<sup>338</sup>.

Based on prior ‘World Class Places’ Quality of Place studies, a number of variables were chosen to measure the Quality of Place and these variables included:

- Building Maintenance
- Retail and Shopping
- Accessible Public Services
- Sports and Leisure Facilities
- Green Spaces
- Heritage Structure
- Maintained Streets
- Neighborhood Design
- Transport Routes
- Accessible Arts and Culture Facilities.

The chart below shows respondents’ Levels of Satisfaction with Quality of Place variables



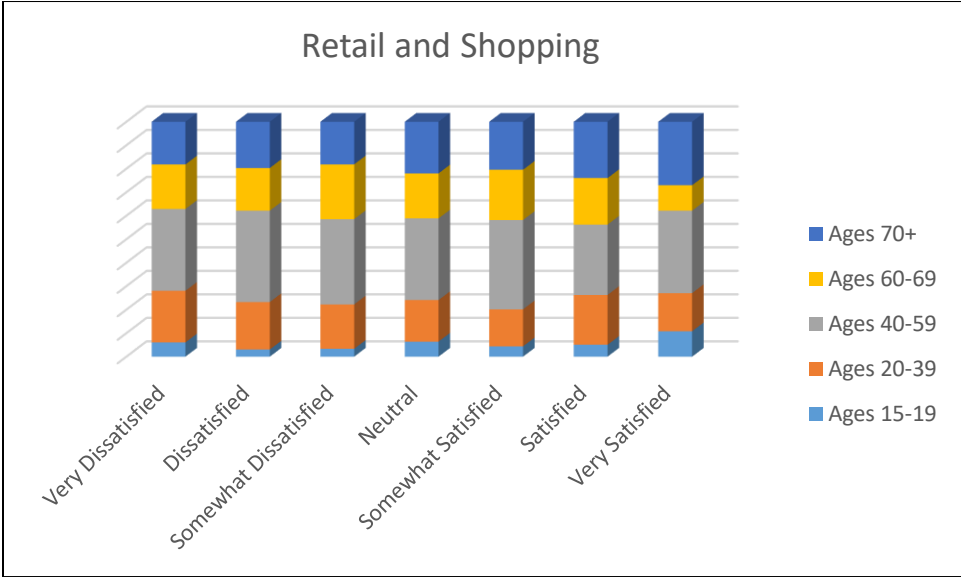
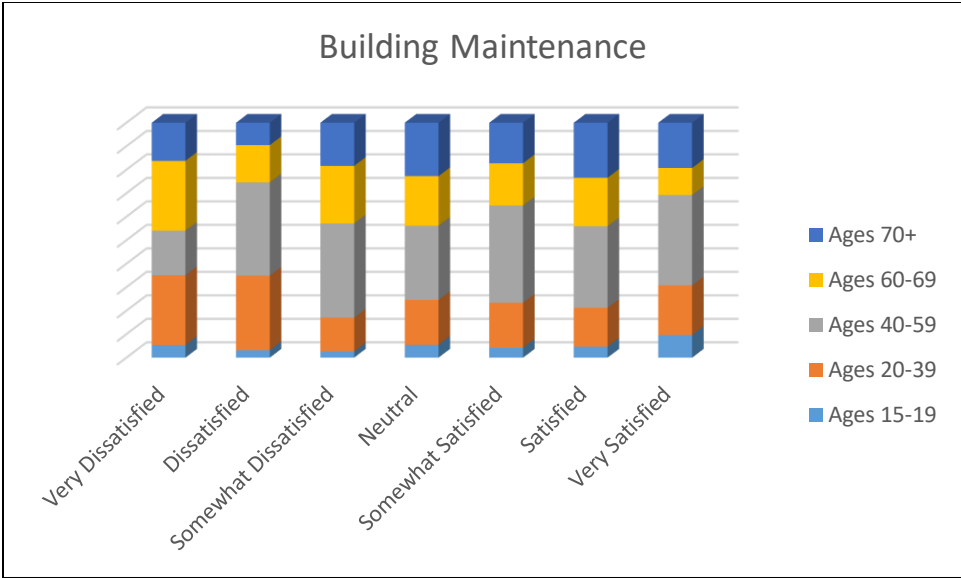
<sup>338</sup> HM Government. (2009). World Class Places: The Government Strategy for Improving Quality of Place. London: HM Government.

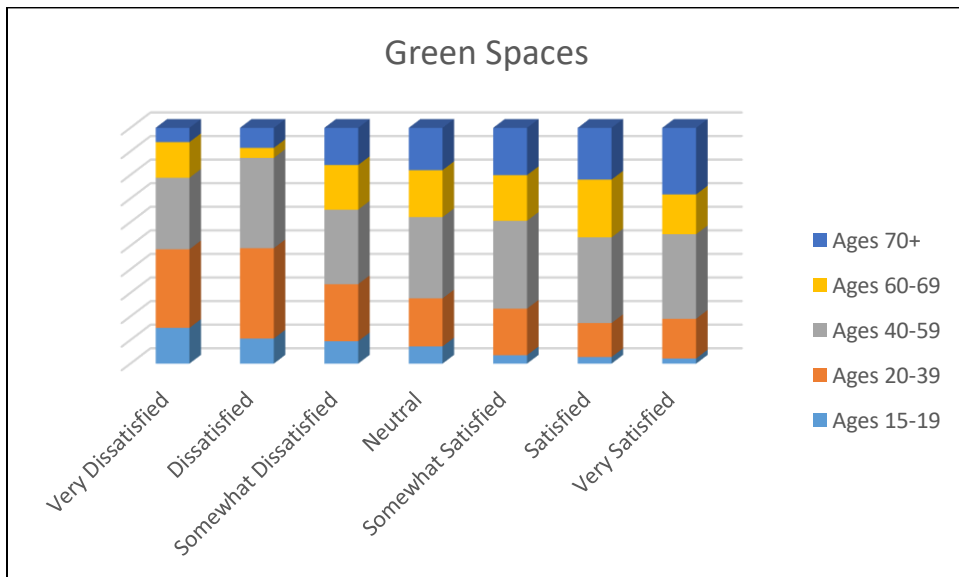
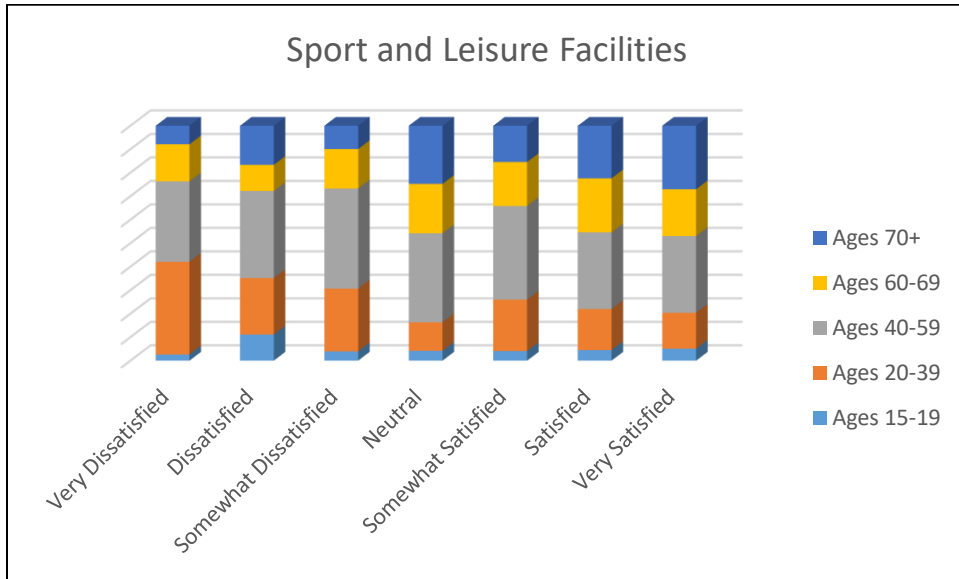
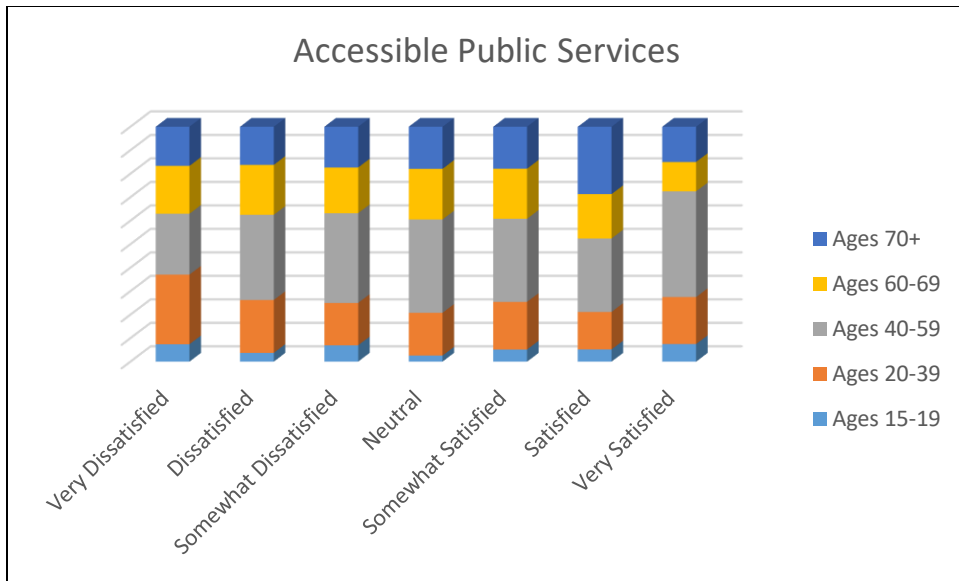
## Satisfaction with Quality of Place

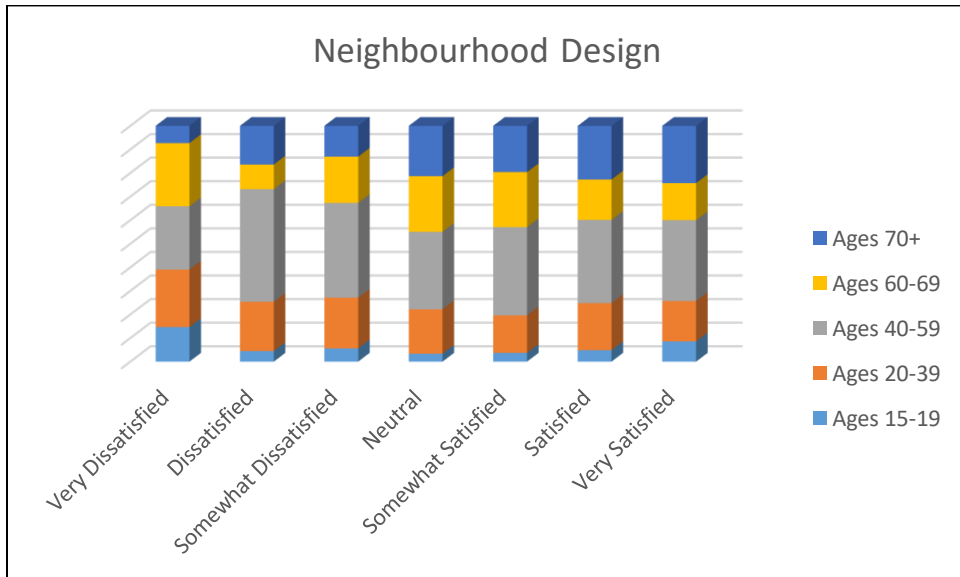
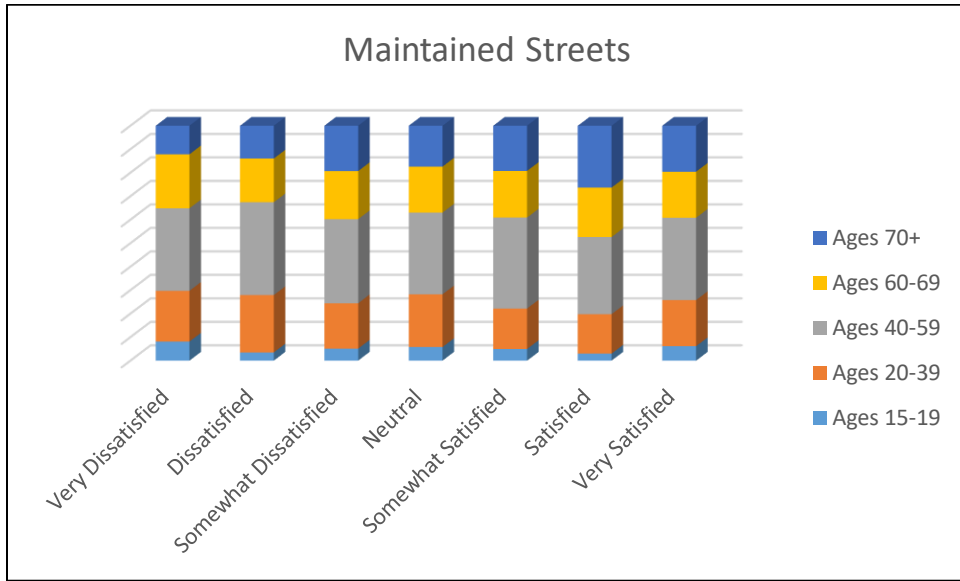
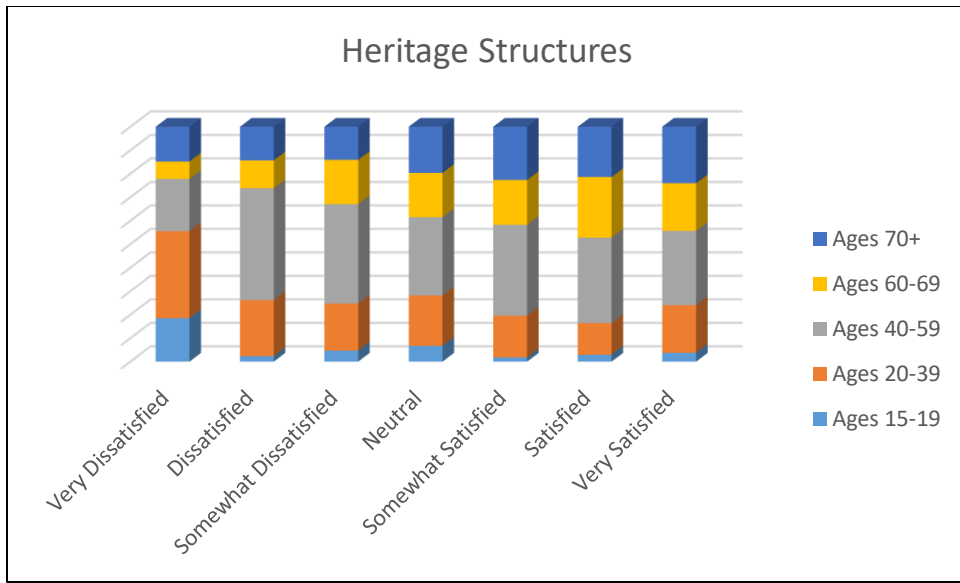
### FINDINGS:

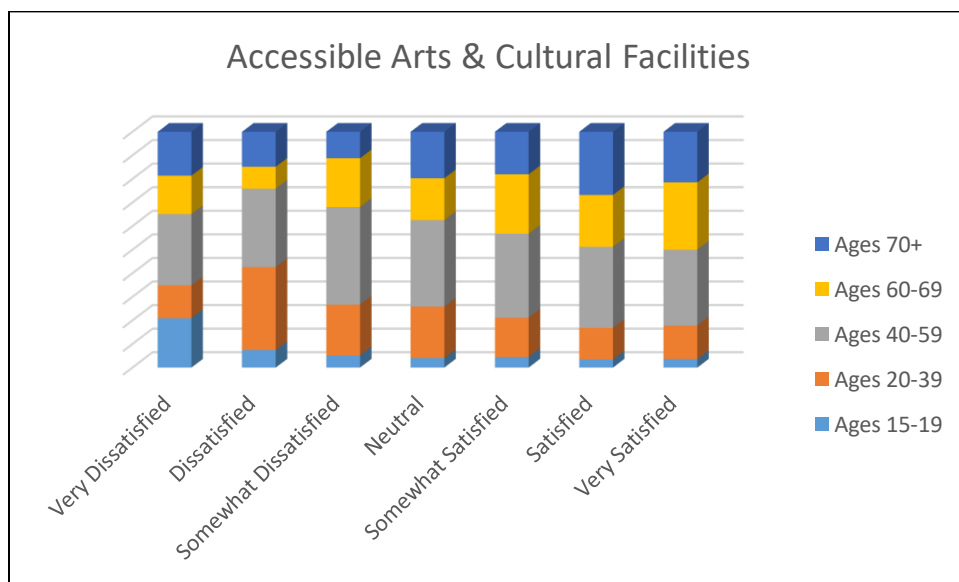
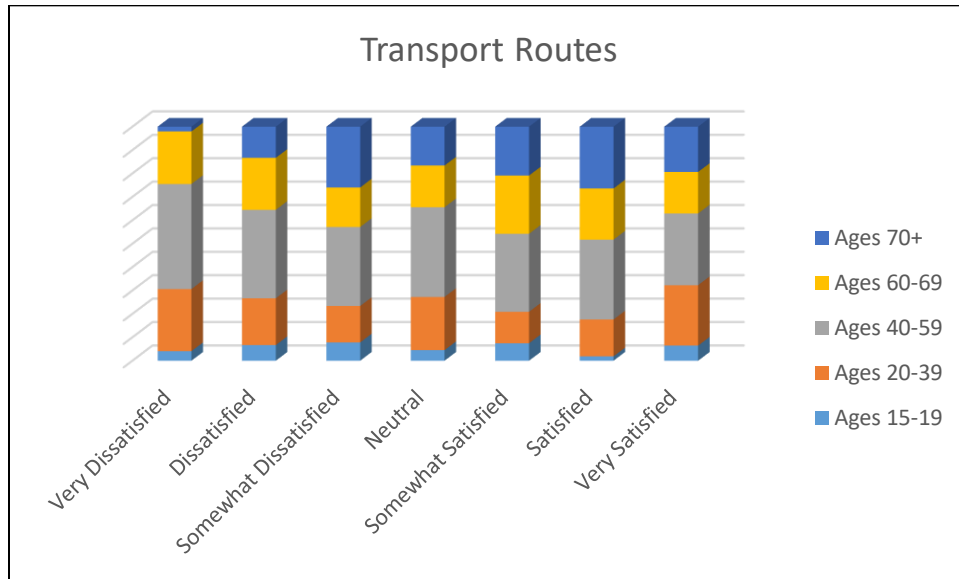
- Overall Satisfaction with **Building Maintenance** was 51.6%, Neutral response was 29.6% and Overall Dissatisfaction was 18.8%. 2017 was 56%, 29.1% and 15%, respectively. 2013 was 55.2%, 26.8% and 18%, respectively.
- Overall Satisfaction with **Retail and Shopping** was 43.2%, Neutral response was 10.8% and Overall Dissatisfaction was 46%. 2017 was 33.4%, 12.6% and 54%, respectively. 2013 was 35.4%, 10% and 54.5%, respectively.
- Overall Satisfaction with **Accessible Public Services** was 48.8%, Neutral response was 29.9% and Overall Dissatisfaction was 21.3%. 2017 was 53%, 28.4% and 18.6%, respectively. 2013 was 72%, 17.9% and 9.7%, respectively.
- Overall Satisfaction with **Sport and Leisure Facilities** was 70.5%, Neutral response was 14.7% and Overall Dissatisfaction was 14.8%. 2017 was 75.9%, 14.1% and 10%, respectively. 2013 was 71%, 12.9% and 16%, respectively.
- Overall Satisfaction with **Green Spaces** was 70.5%, Neutral response was 16.1% and Overall Dissatisfaction was 13.4%. 2017 was 71.6%, 16.7% and 11.7%, respectively. 2013 was 72.3%, 16.5% and 11%, respectively.
- Overall Satisfaction with **Heritage Structures** was 49.1%, Neutral response was 39% and Overall Dissatisfaction was 11.9%. 2017 was 53.5%, 34.2% and 12.4%, respectively. 2013 was 52.7%, 36% and 11%, respectively.
- Overall Satisfaction with **Maintained Streets** was 63.5%, Neutral response was 10.8% and Overall Dissatisfaction was 25.7%. 2017 was 60.9%, 13.9% and 25.5%, respectively. 2013 was 54.8%, 12% and 33%, respectively.
- Overall Satisfaction with **Neighbourhood Design** was 55.8%, Neutral response was 27.6% and Overall Dissatisfaction was 16.6%. 2017 was 53.4%, 29.6% and 29.6%, respectively. 2013 was 52.6%, 26% and 21.5%, respectively.
- Overall Satisfaction with **Transport Routes** was 49%, Neutral response was 37.8% and Overall Dissatisfaction was 13.2%. 2017 was 48.3%, 36.4% and 15.3%, respectively. 2013 was 49.7%, 33% and 17.4%, respectively.
- Overall Satisfaction with **Accessible Arts & Cultural Facilities** was 43.6%, Neutral response was 39.9% and Overall Dissatisfaction was 16.5%. 2017 was 45.3%, 35.9% and 18.8%, respectively. 2013 was 44.5%, 37.4% and 18%, respectively.
- **Retail and Shopping** received the lowest Satisfaction responses and the highest Dissatisfaction responses, similar to 2017 and 2013.

QUALITY OF PLACE BY AGE GROUPS











### +Quality of Place Satisfaction Responses by Age Groups

Within the Age Groups, there are interesting variations when considering the Quality of Place Variables within the Brooks-Newell Region

#### Most Satisfaction by Age Groups

Age Group	Top Three Factors
Ages 15-19	1. Sport and Leisure Facilities
	2. Maintained Streets
	3. Neighbourhood Design
Ages 20-39	1. Sport and Leisure Facilities
	2. Green Spaces
	3. Maintained Streets
Ages 40-59	1. Green Spaces
	2. Sport and Leisure Facilities
	3. Maintained Streets
Ages 60-69	1. Green Spaces
	2. Sport and Leisure Facilities
	3. Maintained Streets
Ages 70+	1. Green Spaces
	2. Sport and Leisure Facilities
	3. Maintained Streets

#### Most Dissatisfaction by Age Groups

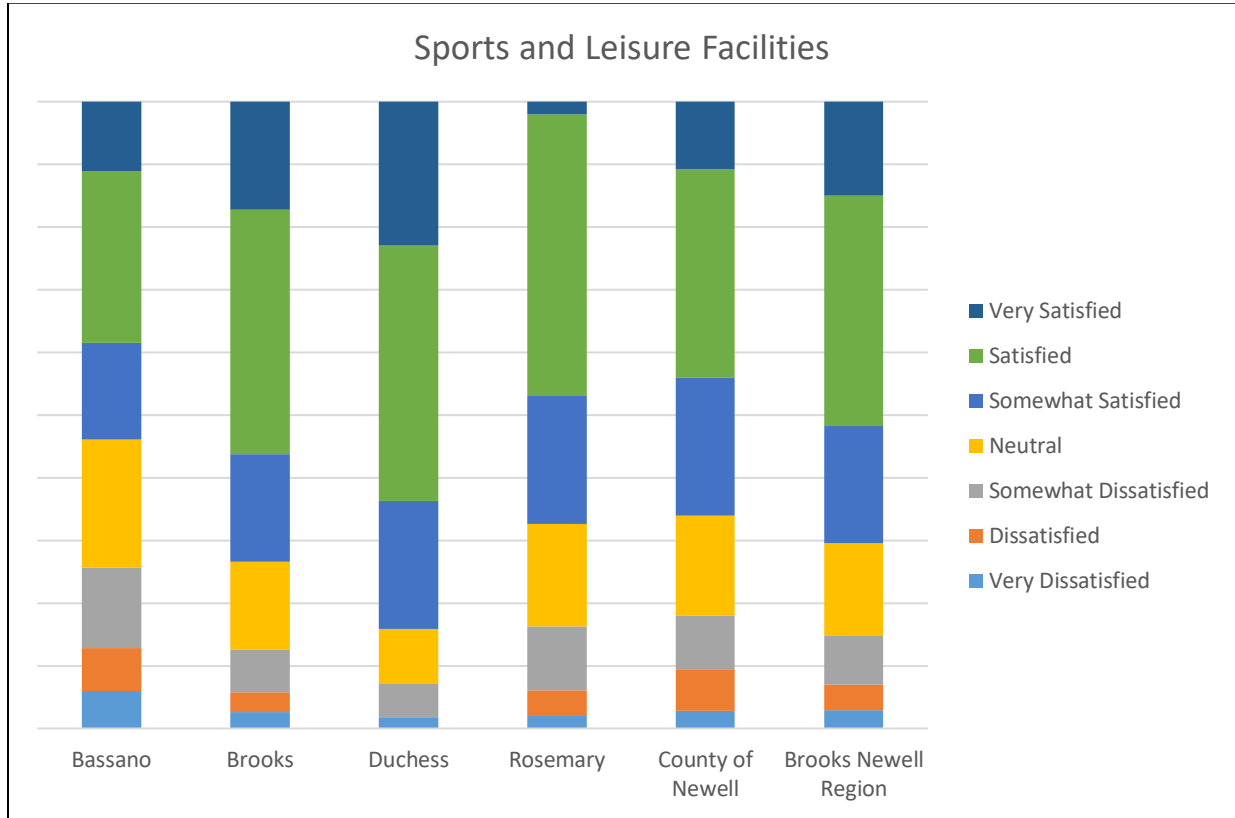
Age Group	Top Three Factors
Ages 15-19	1. Green Spaces
	2. Maintained Streets
	3. Accessible Arts & Cultural Facilities
Ages 20-39	1. Retail and Shopping
	2. Maintained Streets
	3. Accessible Arts & Cultural Facilities
Ages 40-59	1. Retail and Shopping
	2. Maintained Streets
	3. Accessible Arts & Cultural Facilities
Ages 60-69	1. Retail and Shopping
	2. Maintained Streets
	3. Building Maintenance
Ages 70+	1. Retail and Shopping
	2. Maintained Streets
	3. Accessible Public Services



Duchess Recreation Centre

## Comparison of Responses across Communities

### Sports and Leisure Facilities



#### Findings 2022

- Respondents had a variety of opinions on **Sports and Leisure Facilities** in Brooks-Newell Region communities.
- Duchess had the most Overall Satisfaction responses at 84.1%
- Bassano had an Overall Satisfaction rating of 54.8%
- Brooks had an Overall Satisfaction rating of 73.4%
- Rosemary had an Overall Satisfaction rating of 67.4%
- The County of Newell had an Overall Satisfaction rating of 66%
- Bassano had the most Neutral responses at 20.5%; Duchess had the least at 8.9%
- Bassano had the highest Overall Dissatisfaction rating at 25.6%; Duchess had the least at 7.1%

#### Findings 2017:

- The City of Brooks had the most Overall Satisfaction responses at 79.7%.
- The Village of Duchess had an Overall Satisfaction rating of 78.7%.
- The Brooks-Newell Region had an Overall Satisfaction rating of 75.3%.
- The Town of Bassano had an Overall Satisfaction rating of 72.1%.
- The County of Newell had an Overall Satisfaction rating of 69%.
- The Village of Rosemary had the lowest Overall Satisfaction responses at 64.6%.

- The County of Newell had the most Neutral responses at 17%; the Town of Bassano the least at 11.5%.
- Rosemary had the most Overall Dissatisfaction responses at 18.8%; the Village of Duchess the least at 6.7%.

**Findings 2013:**

- The Brooks-Newell Region had an Overall Satisfaction rate of 71.1%.
- The County of Newell had the most Overall Satisfaction responses at 73%.
- Brooks had a 72.7% Overall Satisfaction response rate.
- Rosemary had 68.6% Overall Satisfaction response rate.
- Bassano had a 65.6 % Overall Satisfaction response rate.
- Duchess had a 62.5% Overall Satisfaction response rate.
- Tilley had the lowest Overall Satisfaction response rate at 43.4%.
- Tilley respondents had the most Neutral responses (23.3%) and most Overall Dissatisfied responses at 33%.
- Brooks respondents had the least Neutral responses at 12%.

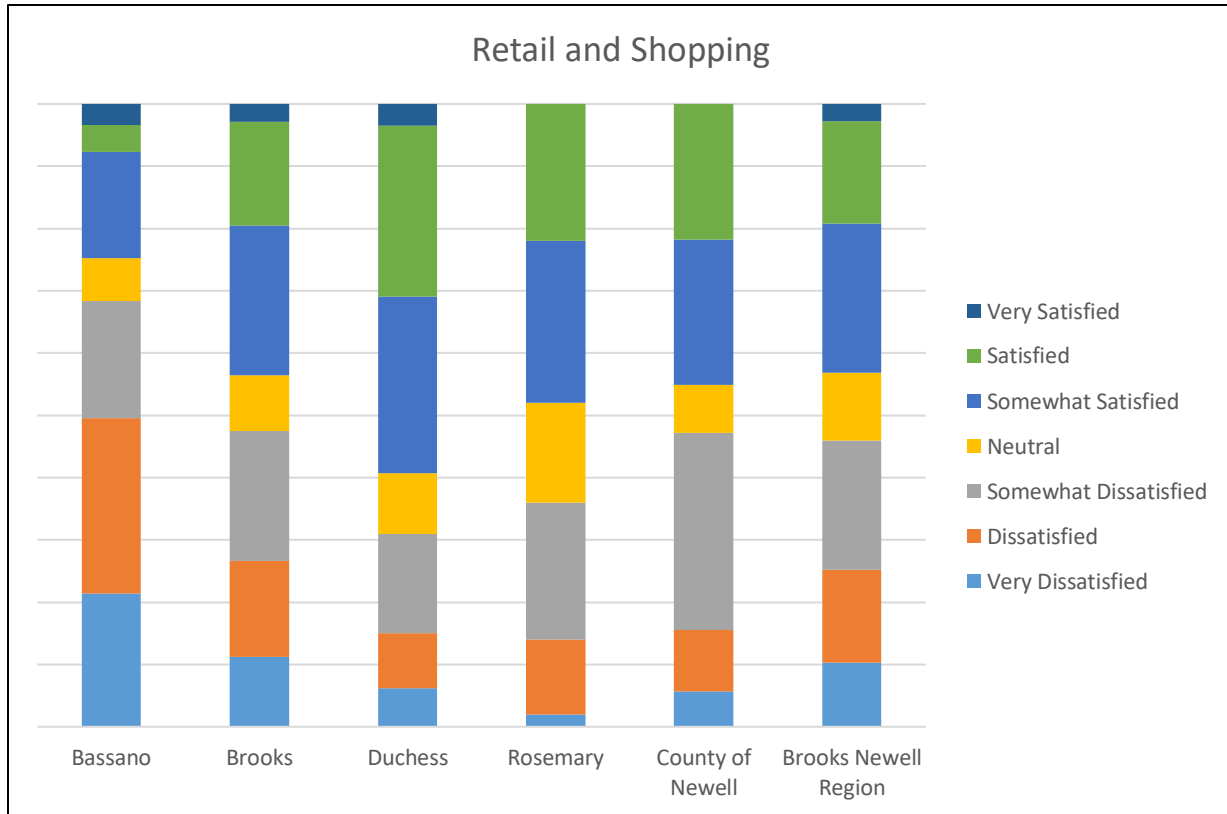
**SPORTS AND LEISURE OPPORTUNITIES IN THE BROOKS-NEWELL REGION**

- Brooks has a leisure and sports facility with a child-friendly pool and space for a variety of sports including hockey, curling and ringette. The JBS Canada Centre is well used by the community.
- Brooks also has the Centennial Arena; which has a NHL-size ice surface with “bowl-style” seating, running track and boardroom. The arena is home for the Brooks Bandits hockey team, which are part of the Alberta Junior Hockey League.
- The Town of Bassano has an outdoor pool with a grassy area that is used by residents from around the Brooks-Newell Region as well as a hockey arena and curling rink.
- The Village of Duchess has a multi-use Recreation Centre with a running track, weight room, fieldhouse, etc.
- Hockey and curling arenas are available in many of the Villages and Hamlets.
- The Villages of Duchess, City of Brooks, Rolling Hills, County of Newell and Town of Bassano have golf courses.
- Recreational and camping areas in the Region include Kinbrook Island Provincial Park, Bow City Park, Tillebrook Provincial Park, Crawling Valley, EID Historical Park, Dinosaur Provincial Park, EID Rolling Hills Campground, Emerson Bridge Park, Rolling Hills Reservoir and Campground, Rosemary Campground, Bassano Homecoming Park, Tilley Campground, Desert Sands Campground (Bassano), Westside Campground (Brooks), Poplar Grove Campground (Bassano), Cobblestone RV Park (Duchess), Shady Nook Campground (Bassano).



The Centennial Arena is a 7,400 square foot facility with a NHL-size ice surface (200 x 85 ft.) with a unique bowl-style seating.

**Retail and Shopping: Comparison across communities.**



**Findings 2022**

- Respondents had a variety of opinions on **Retail and Shopping** across communities in the Brooks-Newell Region.
- Duchess had the most Overall Satisfaction Responses at 59.3%
- Bassano had an Overall Satisfaction rating at 24.8%
- Brooks had an Overall Satisfaction rating at 43.6%
- Rosemary had an Overall Satisfaction rating at 48%
- The County of Newell had an Overall Satisfaction rating at 45.1%
- Rosemary had the most Neutral response at 16%; Bassano had the least at 6.8%
- Bassano had the highest Overall Dissatisfaction rating with 68.4%; Brooks had the second highest with 47.5%

**Findings 2017:**

- Duchess had the most Overall Satisfaction responses at 40.8%.
- Village of Rosemary had an Overall Satisfaction rating of 37.5%.
- The City of Brooks had an Overall Satisfaction rating of 36.9%.
- The Town of Bassano had an Overall Satisfaction rating of 26.9%.
- The County of Newell had the least Overall Satisfaction responses at 24.6%.
- The County of Newell had the most Neutral responses at 16%, the Town of Bassano the least with 8.7%.
- The Town of Bassano had the most Overall Dissatisfaction responses at 64.4%, and the City of Brooks had the least with 47.4%.

**Findings 2013:**

- Overall Satisfaction with **Retail and Shopping** was 35.4% with an Overall Dissatisfaction rate of 54.5%.
- The County of Newell had the most Overall Satisfied responses at 73%.
- Rosemary had a 58.8% Overall Satisfied response rate.
- Brooks had an Overall Satisfied response rate of 36% and Overall Dissatisfaction rate of 55.4%.
- Bassano had a 70.6% rate of Overall Dissatisfaction with Retail and Shopping. 23.4% were Somewhat Satisfied and 0%/no respondents were Satisfied or Very Satisfied.
- Duchess had a 56.3% Overall Dissatisfaction response.
- Tilley had a 75.1% of Overall Dissatisfaction response.

The diversity of retail shops in Brooks reflects the needs of the population and the diversity of income. The median after tax income for residents of the Brooks-Newell Region is \$87,000 for families and \$37,000 for persons not in economic families (individuals). It should also be noted that some communities have a large percentage of seniors who may be living on a fixed pension and may not have a large amount of disposable income.

In the City of Brooks, two major retailers No Frills (Loblaw's) and Walmart cater to shoppers who have limited incomes, and compete with other retailers such as Canadian Tire and Safeway. The cultural and religious diversity of the community has influenced major retailers change their stock to reflect the newcomers' needs and also the establishment of entrepreneurial retailers focused on meeting the needs of the multicultural community. New independent business, namely small grocery stores, have opened that accommodate the needs and wants of newcomers.

The **Retail and Shopping** variable, had generally more Dissatisfied than Satisfied responses, consistent with 2013.

**The Impact of Remittances**

A remittance is a transfer of money by a foreign worker or an immigrant to an individual /family in his or her home country. Money sent home by migrants competes with international aid as some of the largest financial inflows to developing countries. The World Bank estimates that officially recorded remittances to low- and middle-income countries reached \$626 billion in 2022, an increase of 5% since the previous year.<sup>339</sup> The Russian invasion of Ukraine caused the amount of money sent home by Ukrainians living abroad to rise sharply, and thus pushed the total worldwide remittances to \$794 billion.<sup>340</sup>

The economy of Brooks-Newell Region and in particular the retail sector is impacted by the challenges of recruiting staff for some of its industry such as the meat processing plant, fast food and convenience stores and agricultural processing operations. There are approximately 350 Temporary Foreign Workers in the Brooks-Newell Region<sup>341</sup> who come to the community on temporary employment contracts with some hopes of obtaining permanent immigrant status, and who send a large proportion of their salaries as remittance to their family in their home countries as they are the primary wage earner. This limits their ability to accumulate assets in Canada and to spend their income in the community.

While it is not easily possible to quantify the amount of remittances that employees of Brooks and Brooks-Newell Region businesses sent "home" to their family, there have been studies that explore the obligations of immigrants and how that impacts their wealth accumulation and disposable income.

<sup>339</sup> <https://www.worldbank.org/en/news/press-release/2022/11/30/remittances-grow-5-percent-2022>

<sup>340</sup> [https://www.knomad.org/sites/default/files/2022-11/migration\\_and\\_development\\_brief\\_37\\_nov\\_2022.pdf](https://www.knomad.org/sites/default/files/2022-11/migration_and_development_brief_37_nov_2022.pdf)

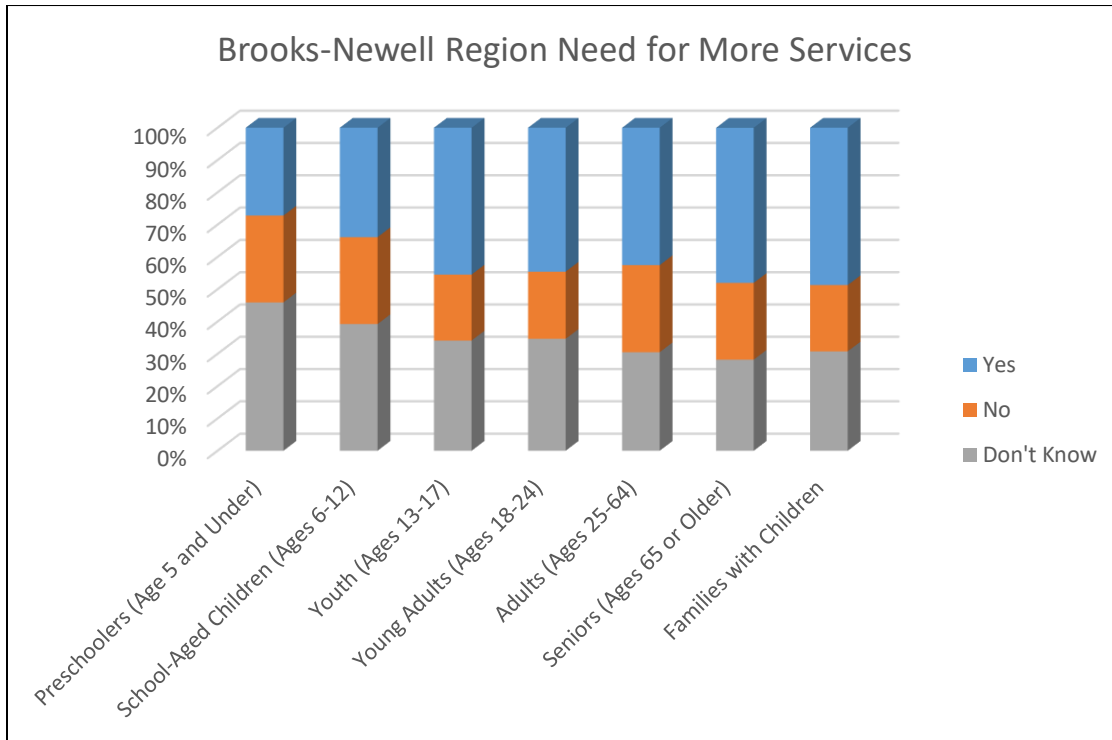
<sup>341</sup> Email: Mohammed Idriss, Service Manager, Brooks & County Immigration Services (BCIS), April 3, 2023



## BROOKS-NEWELL REGION NEED FOR MORE SERVICES

### Need for More Services: All Respondents

N = 1332



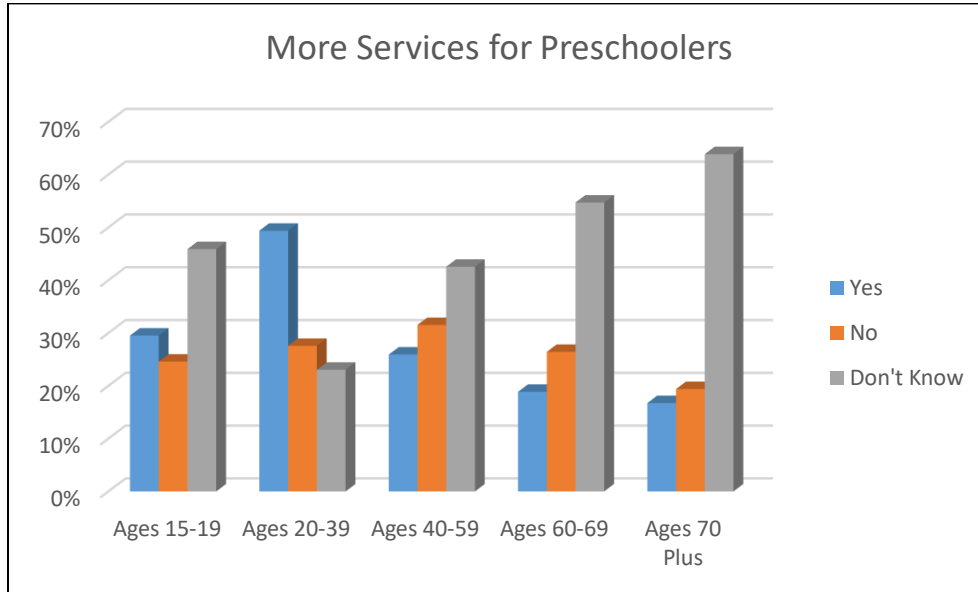
The graph above gives an indication of the services that respondents would like to see expanded in the Brooks-Newell Region

#### FINDINGS:

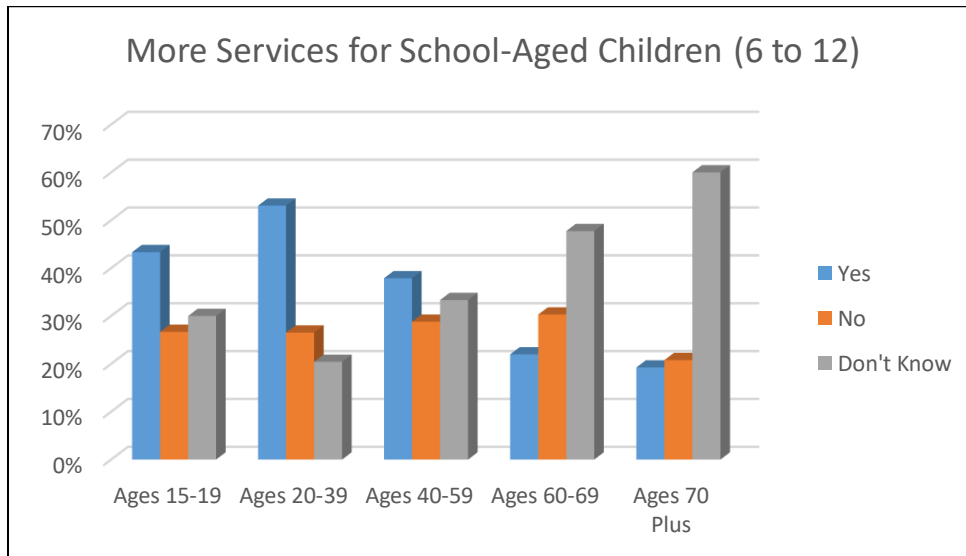
- 27.2% (357) of respondents felt that more services were needed for **Preschoolers** (age 5 and under), and 26.9% (353) responded with *No*.
- 33.9% (443) of respondents felt that more services were needed for **School-aged Children** (ages 6-12), and 26.9% (352) responded with *No*.
- 45.5% (594) of respondents felt that more services were needed for **Youth** (ages 13-17), and 20.4% (267) responded with *No*.
- 44.6% (581) of respondents believed that more services were needed for **Young Adults** (ages 18-24), and 20.8% (271) responded with *No*.
- 42.5% (552) of respondents believed that more services were needed for **Adults** (ages 25-64), and 27% (350) responded with *No*.
- 48% (632) of respondents identified that more services were needed for **Seniors** (ages 65 and older), and 23.8% (313) responded with *No*.
- 48.7% (636) of respondents felt that more services were needed for **Families with Children**, and 20.5% (268) responded with *No*.



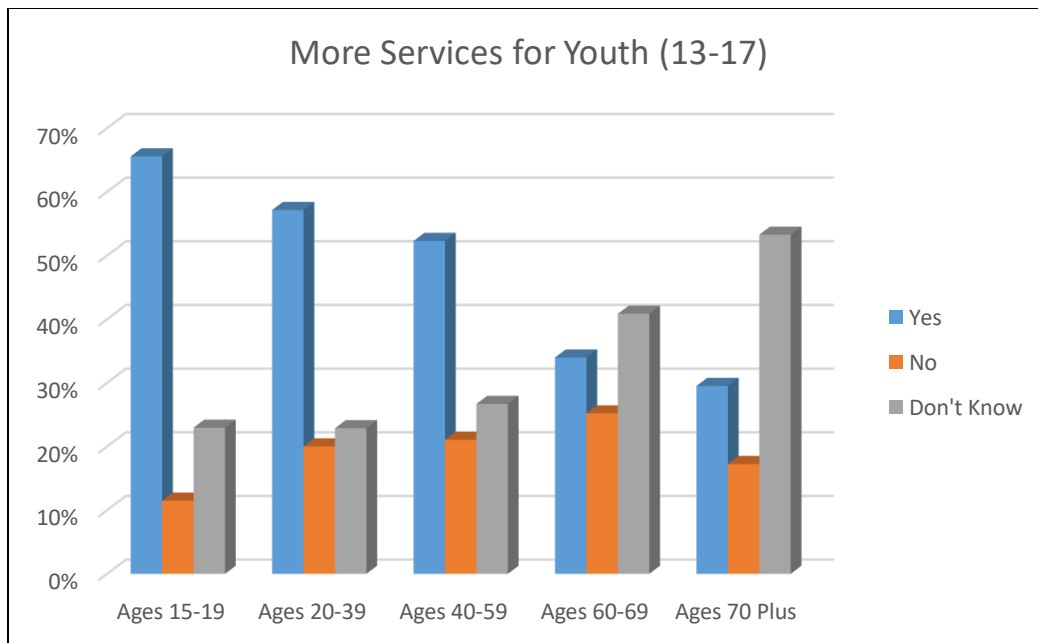
**Need for More Services Breakdown:**



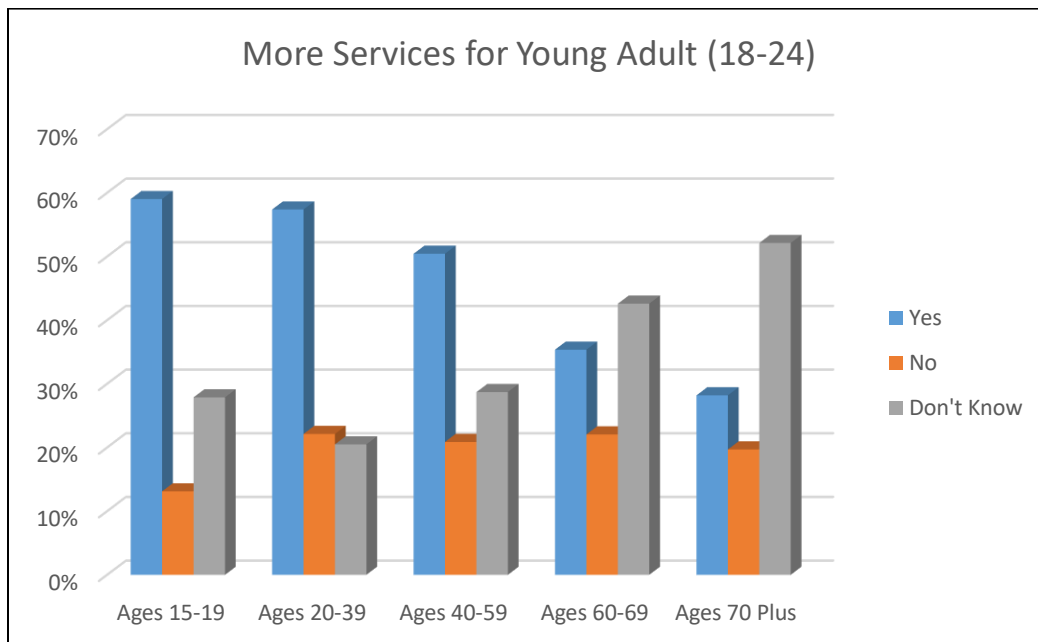
The only age group that was highly in favour of more services for preschoolers was 20-39 age group (49.4%), which is not surprising because individuals within this age category tend to have younger children. Age groups 15-19, 20-39, 40-59 and 60-69 had approximately between 20% and 30% of individuals indicating that no more services for preschoolers is needed, which might be a testament to the programs and services already in place. The vast majority of individuals in the ages 60-69 (54.7%) and 70 plus (63.9%) groups did not know if more services for preschoolers were needed.



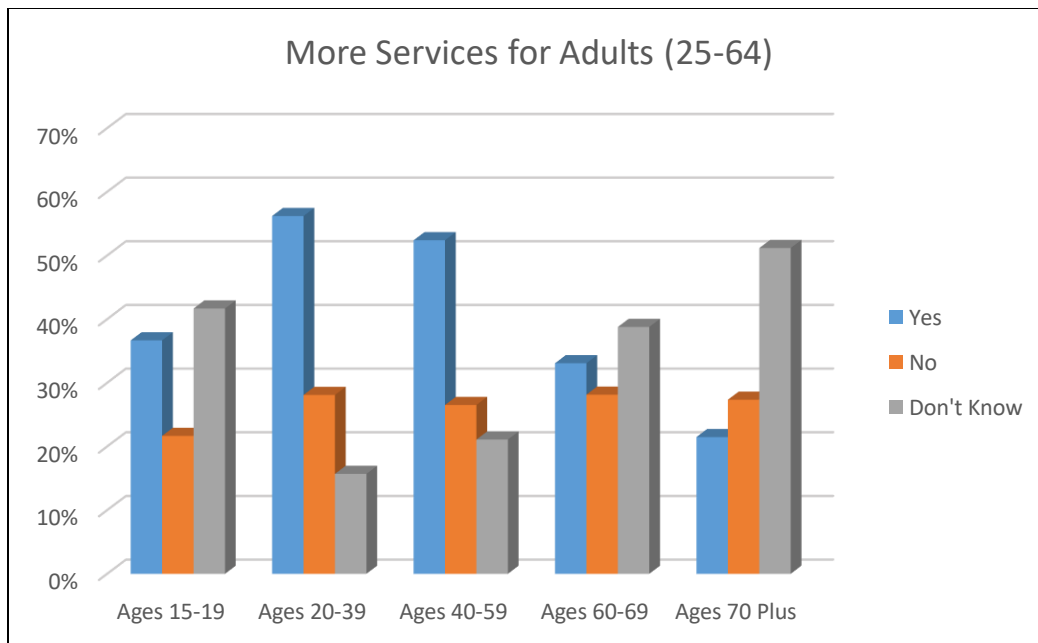
Approximately 53% of individuals aged 20-39 indicated that more services are needed for school-aged children (6-12), while 27.6% of the same group noted that no more services are needed. A higher percentage of individuals aged 40-59 (37.9%) also indicated that more services for school-aged children is needed, but the “no’s” were approximately 30%. 43.3% of individuals aged 15-19 indicated that more services are needed for School-Aged Children. Like with more services for preschoolers, higher percentages of the age groups 60-69 and 70 plus didn’t know if more services for preschoolers was needed.



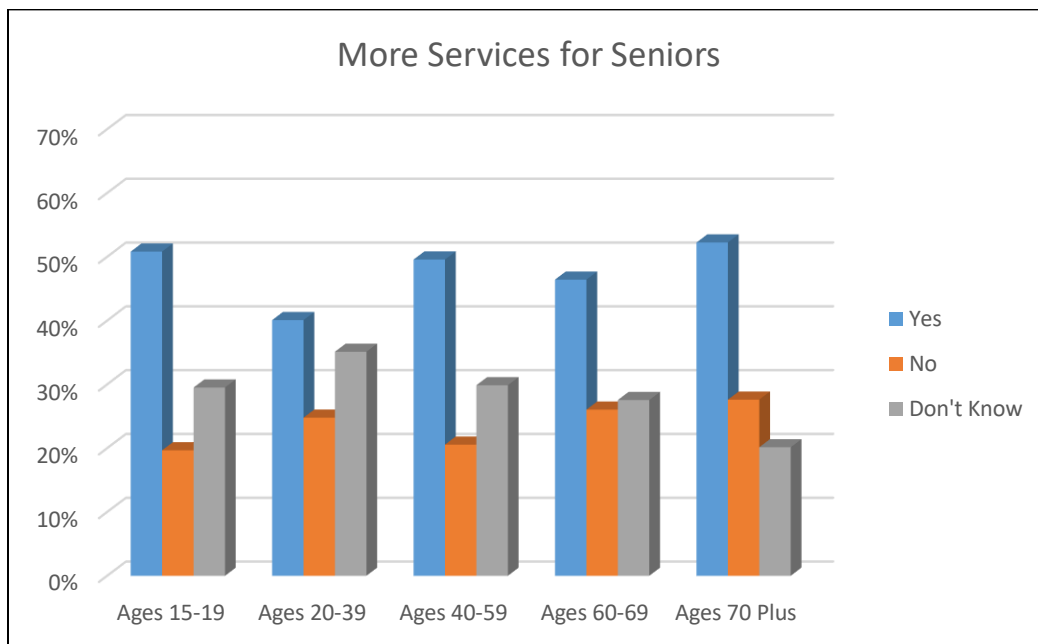
Individuals in age groups 15-19, 20-39 and 40-59 overwhelmingly agreed that more services for youth (13-17) are needed in the Brooks-Newell Region (65.6%, 57.1% and 52.3%, respectively). Approximately 34% of individuals aged 60-69 indicated that more services for youth (13-17) are needed, but this group along with individuals aged 70 and older overwhelmingly don't know if more services for youth (13-17) are needed in the Region.



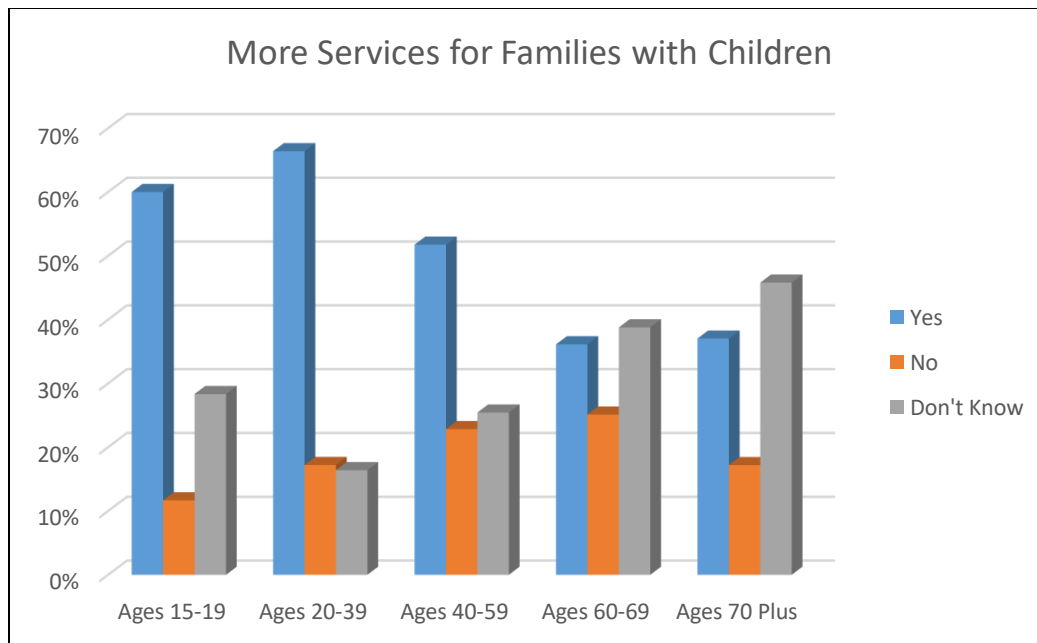
Individuals in age groups 15-19, 20-39 and 40-49 were also overwhelmingly in favour of more services for young adults (18-24) (59%, 57.1% and 50.4%, respectively). This is not surprising given that these age groups are either directly affected or indirectly affected (having children of this age) by these services.



The majority (56.2%) of individuals aged 20-39 indicated that more services for adults (25-64) are needed in the Brooks-Newell Region, and approximately 52% of the age group 40-59 also agreed. The “don’t know” responses were highest among ages 60-69 (38.8%) and ages 70 plus (51.2%). Ages 10-19 had the highest “no” responses with 37.5%.



More than 40% of all age groups indicated that the Brooks-Newell Region needs more services for seniors; the highest being ages 15-19 (50.8%) and ages 70 Plus (52.2%). Approximately 50% of survey respondents aged 70 plus reside in Brooks, where the majority of services in for seniors are available in the Region. This might help explain why the “no” responses were higher (27.6%) in this age category.



Age group 15-19 and 20-39 overwhelmingly identified a need for more services for families with children (60% and 66.4%, respectively). Age group 40-59 also had high “yes” responses with 52.7%. These age groups are directly affected by these services, or lack thereof, so it is not surprising that they had high “yes” responses. Age groups 60-69 and 70 plus both had high “don’t know” responses with 38.8% and 45.8%, respectively. Age groups 40-59 and 60-69 had between 22 to 26% of individuals indicating that no more services for families with children are needed.

## COVID-19 Pandemic

The World Health Organization (WHO) first learned of COVID-19, which is the disease caused by the SARS-CoV-2 virus, on December 31, 2019 following a report on a cluster of “viral pneumonia” cases occurring in Wuhan, People’s Republic of China<sup>342</sup>. The WHO declared it a pandemic on March 11, 2020 after there were more than 118,000 cases in 114 countries<sup>343</sup>. On March 16, 2020, the Canadian Government barred entry into the country for travelers who were not Canadian, permanent residents or U.S. citizens, and on March 18, 2020 the U.S./Canada border was closed to all non-essential travel<sup>344,345</sup>. As of January 19, 2023, there have been 663,248,631 confirmed cases world-wide, and 6,709,387 people have lost their lives due to the virus<sup>346</sup>. In Canada, there have been 4,524,782 total cases (as of January 16, 2023) and 49,871 people have lost their lives<sup>347</sup>. As of January 18, 2023, there have been 625,948 total cases and 5,470 total deaths in Alberta<sup>348</sup>. There is no question that the COVID-19 Pandemic has had significant impact on everyone in the world, let alone on lives at the local level.

On March 7, 2020, former City of Brooks Mayor, Barry Morishita, called a meeting together of service providers regarding COVID-19. Dr. van der Linde and Dr. Currin provided critical information on the emergence of COVID-

<sup>342</sup> <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/question-and-answers-hub/q-a-detail/coronavirus-disease-covid-19>

<sup>343</sup> <https://www.cdc.gov/museum/timeline/covid19.html>

<sup>344</sup> <https://www.cbc.ca/news/politics/cbsa-border-airports-screening-trudeau-covid19-coronavirus-1.5498866>

<sup>345</sup> <https://www.cbc.ca/news/politics/canada-us-border-deal-1.5501289>

<sup>346</sup> <https://www.who.int/emergencies/diseases/novel-coronavirus-2019>

<sup>347</sup> <https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19.html>

<sup>348</sup> <https://www.alberta.ca/coronavirus-info-for-albertans.aspx>

19 as a pandemic of concern. As a result, local Emergency Operations Centres and the Community Response Committee ramped up efforts to respond to the needs in our communities relevant to the pandemic. In mid-April, 2020, three employees at JBS Foods were diagnosed with COVID-19; by month's end more than 300 employees tested positive and there were nearly 900 cases recorded throughout the city<sup>349</sup>. Approximately 1,100 cases (and seven deaths) were linked to this particular outbreak with more than 500 linked directly to JBS<sup>350</sup>. The majority of cases, however, were due to community spread. Although, at that time, Brooks had 0.3% of Alberta's population, it had 26% of the province's active cases, and one of the highest per capita outbreaks in the country<sup>351</sup>. Through swift action and coordination through local Emergency Operations Centres and the Community Response Committee, crisis mediation was very successful.

Country-wide, approximately 50% of the population have had a family member or close friend who was infected with COVID-19 during the first two years of the pandemic.<sup>352</sup> The pandemic has caused significant disruption in the lives of well over 50% of Canadians. Approximately 25% of Canadians have had to postpone a serious medical procedure or surgery, and approximately 70% have postponed travel. According to the Angus Reid Institute, 54% of Canadians said their mental health has worsened during the pandemic, and women under age 55 have been hit the hardest.<sup>353</sup> However, 33% of Canadians identified having no real impact to their mental health, and 12% said their mental health improved during the pandemic. The physical health of Canadians have worsened, with 48% identifying a negative impact. However, 17% noted an improvement in their physical health. Canadians identified the pandemic had "pulled people apart" with 82% identifying this to be the case, but 18% believe that it "brought people together,"<sup>354</sup> Approximately 80% of Canadians identified that the pandemic had "brought out the worst in people," and 65% believe the compassion for others has decreased.

Given the disruption that the COVID-19 Pandemic has caused in the world, we were curious how it has affected residents living in the Brooks-Newell Region. On the 2022 Quality of Life #3 Survey we asked respondents to identify how the pandemic affected the following:

- Physical health
- Mental health
- Financial stability
- Family relationships
- Community involvement
- Social life/connection with others
- Work/employment
- Ability to help others
- Education/school

Please see the results for the Brooks-Newell Region below.

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<sup>349</sup> <https://www.cbc.ca/news/canada/calgary/alberta-covid-19-outbreak-brooks-speed-of-spread-1.5552359>

<sup>350</sup> <https://www.cbc.ca/news/canada/calgary/brooks-alberta-covid-19-1.5576873>

<sup>351</sup> <https://www.cbc.ca/news/canada/calgary/alberta-covid-19-outbreak-brooks-speed-of-spread-1.5552359>

<sup>352</sup> <https://angusreid.org/covid-19-two-year-anniversary/>

<sup>353</sup> <https://angusreid.org/covid-19-pandemic-anniversary-mental-health/>

<sup>354</sup> <https://angusreid.org/covid-19-two-year-anniversary/>

The Impact of the COVID-19 Pandemic on Individuals in the Brooks-Newell Region

The Impact of the COVID-19 Pandemic on Individuals in the Brooks-Newell Region										
Factor	No Impact		Somewhat Negative		Very Negative		Somewhat Positive		Very Positive	
Physical Health	47.8%	596	35.1%	438	8.2%	102	6.0%	75	2.9%	36
Mental Health	25.0%	317	46.0%	583	19.3%	245	5.4%	68	4.3%	54
Financial Stability	51.6%	646	25.5%	319	12.7%	159	7.1%	89	3.1%	39
Family Relationships	35.1%	442	39.2%	494	12.2%	154	7.9%	99	5.7%	72
Community Involvement	18.2%	234	42.1%	540	30.0%	385	5.4%	69	4.3%	55
Social Life/Connection with Others	11.3%	146	43.1%	558	34.3%	444	5.7%	74	5.7%	74
Work/Employment	49.4%	619	26.7%	334	13.4%	168	6.6%	83	3.8%	48
Ability to Help Others	30.1%	379	39.1%	492	19.7%	248	7.1%	90	4.1%	51
Education/Schooling	59.7%	742	17.0%	211	15.9%	198	3.9%	48	3.5%	43
<b>Total Number of Respondents</b>										<b>1315</b>

- Physical Health
  - 47.8% of respondents reported No Impact on their lives, while 43.3% reported a Negative range response and 8.9% reported a Positive range response.
- Mental Health
  - 25.0% of respondents reported No Impact on their lives, while 65.3% reported a Negative range response and 9.7% reported a Positive range response.
- Financial Stability
  - 51.6% of respondents reported No Impact on their lives, while 38.2% reported a Negative range response and 10.2% reported a Positive range response.
- Family Relationships
  - 35.1% of respondents reported No Impact on their lives, while 51.4% reported a Negative range response and 13.6% reported a Positive range response.
- Community Involvement
  - 18.2% of respondents reported No Impact on their lives, while 72.1% reported a Negative range response and 9.7% reported a Positive range response.
- Social Life/Connection with Others
  - 11.3% of respondents reported No Impact on their lives, while 77.4% reported a Negative range response and 11.4% reported a Positive range response.
- Work/Employment
  - 49.4% of respondents reported No Impact on their lives, while 40.4% reported a Negative range response and 10.4% reported a Positive range response.
- Ability to Help Others
  - 30.1% of respondents reported No Impact on their lives, while 58.8% reported a Negative range response and 11.2% reported a Positive range response.
- Education/Schooling

- 59.7% of respondents reported No Impact on their lives, while 32.9% reported a Negative range response and 7.4% reported a Positive range response.

### By Age

- Individuals aged 15-19 had the largest positive impact percentages of all age groups, especially under the Family Relationships category with 35.1% reporting a positive experience. They also noted high positive experiences under Mental Health (30.0%), Social Life/Connection to Others (25.4%) and Education/Schooling (27.1%) categories.
- Individuals aged 15-19 experienced the greatest negative impact on Education/Schooling, with 62.7% of the demographic reporting a negative experience during the pandemic.
- Individuals aged 40-59 experienced the greatest negative impact on Physical Health, with 51.3% of the demographic reporting a negative experience in that category. This demographic also had the second highest negative experience in the Mental Health category with 73.4%.
- Individuals aged 20-39 experienced the greatest negative impact on Mental Health, with 74.5% of the demographic reporting a negative experience during the pandemic.
- In regards to Financial Stability, 28% and above of all demographics experienced No Impact during the pandemic, but individuals aged 15-19 reported the worst financial hardship with 47.4%. Individuals aged 70 plus experience the lowest impact, with 71.3% of the demographic identifying No Impact.
- The COVID-19 Pandemic has had a great effect on the social lives of individuals, and all demographics identified low percentages of No Impact. Individuals aged 40-59 experienced the greatest negative experience of all demographics with over 75%.





<b>The Impact of the COVID-19 Pandemic on Individuals by Age in the Brooks-Newell Region</b>									
<b>Ages</b>	<b>Physical Health</b>			<b>Mental Health</b>			<b>Financial Stability</b>		
	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>
<b>All Respondents</b>	47.8%	43.3%	8.9%	25.0%	65.4%	9.6%	51.6%	38.2%	10.2%
<b>Ages 15 - 19</b>	37.3%	49.2%	13.6%	15.0%	55.0%	30.0%	28.1%	47.4%	24.6%
<b>Ages 20 - 39</b>	41.2%	50.6%	8.2%	15.2%	74.5%	10.3%	43.0%	44.7%	12.3%
<b>Ages 40 - 59</b>	40.9%	51.3%	7.8%	19.3%	73.4%	7.3%	44.0%	45.8%	10.2%
<b>Ages 60 - 69</b>	54.8%	35.2%	10.0%	31.5%	59.6%	8.9%	59.5%	33.1%	7.5%
<b>Ages 70 Plus</b>	62.5%	28.3%	9.3%	40.7%	50.6%	8.7%	71.3%	20.7%	8.0%
	<b>Family Relationships</b>			<b>Community Involvement</b>			<b>Social Life/Connections with Others</b>		
	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>
<b>All Respondents</b>	35.1%	51.4%	13.6%	18.2%	72.1%	9.7%	11.3%	77.3%	11.4%
<b>Ages 15 - 19</b>	35.1%	29.8%	35.1%	31.6%	45.6%	22.8%	17.2%	56.9%	25.9%
<b>Ages 20 - 39</b>	36.1%	49.6%	14.4%	18.9%	72.0%	9.1%	13.2%	78.2%	8.6%
<b>Ages 40 - 59</b>	32.5%	52.2%	15.3%	15.9%	75.6%	8.5%	8.9%	80.6%	10.5%
<b>Ages 60 - 69</b>	34.4%	58.3%	7.3%	20.1%	73.9%	6.1%	11.2%	81.3%	7.5%
<b>Ages 70 Plus</b>	38.6%	49.8%	11.6%	16.3%	70.2%	13.5%	12.4%	70.9%	16.7%
	<b>Work/Employment</b>			<b>Ability to Help Others</b>			<b>Education/Schooling</b>		
	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>
<b>All Respondents</b>	49.4%	77.3%	11.4%	30.1%	58.7%	11.2%	59.7%	32.9%	7.3%
<b>Ages 15 - 19</b>	36.2%	41.4%	22.4%	37.3%	39.0%	23.7%	10.2%	62.7%	27.1%
<b>Ages 20 - 39</b>	36.7%	50.2%	13.1%	30.9%	59.3%	9.9%	40.7%	49.8%	9.5%
<b>Ages 40 - 59</b>	36.6%	51.0%	12.4%	24.9%	64.0%	11.0%	50.8%	42.2%	7.1%
<b>Ages 60 - 69</b>	57.8%	36.3%	5.9%	31.8%	61.3%	6.9%	79.8%	15.8%	4.4%
<b>Ages 70 Plus</b>	82.7%	70.9%	16.7%	35.2%	50.0%	14.8%	88.5%	7.5%	4.0%

<b>All respondents</b>	<b>1315</b>
<b>Respondents Aged 15 - 19</b>	<b>60</b>
<b>Respondents Aged 20 - 39</b>	<b>245</b>
<b>Respondents Aged 40 - 59</b>	<b>463</b>
<b>Respondents Aged 60 - 69</b>	<b>269</b>
<b>Respondents Aged 70 Plus</b>	<b>268</b>

**The Impact of the COVID-19 Pandemic on Individuals by Gender in the Brooks-Newell Region**

Gender	<i>Physical Health</i>			<i>Mental Health</i>			<i>Financial Stability</i>		
	No Impact	Negative	Positive	No Impact	Negative	Positive	No Impact	Negative	Positive
<b>All Respondents</b>	47.8%	43.3%	8.9%	25.0%	65.4%	9.6%	51.6%	38.2%	10.2%
<b>Female</b>	47.0%	44.0%	9.0%	22.5%	68.1%	9.5%	49.8%	40.5%	9.7%
<b>Male</b>	50.1%	40.8%	9.0%	31.5%	59.2%	9.3%	55.5%	32.7%	11.8%
<b>Individuals who do not Identify as Male or Female, or Prefer not to Say</b>	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%
	<i>Family Relationships</i>			<i>Community Involvement</i>			<i>Social Life/Connections with Others</i>		
	No Impact	Negative	Positive	No Impact	Negative	Positive	No Impact	Negative	Positive
<b>All Respondents</b>	35.1%	51.4%	13.6%	18.2%	72.1%	9.7%	11.3%	77.3%	11.4%
<b>Female</b>	31.8%	53.4%	14.8%	17.2%	72.7%	10.2%	10.3%	78.1%	11.6%
<b>Male</b>	41.9%	47.8%	10.3%	20.1%	71.3%	8.7%	13.1%	75.6%	11.3%
<b>Individuals who do not Identify as Male or Female, or Prefer not to Say</b>	33.3%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%
	<i>Work/Employment</i>			<i>Ability to Help Others</i>			<i>Education/Schooling</i>		
	No Impact	Negative	Positive	No Impact	Negative	Positive	No Impact	Negative	Positive
<b>All Respondents</b>	49.4%	77.3%	11.4%	30.1%	58.7%	11.2%	59.7%	32.9%	7.3%
<b>Female</b>	45.4%	43.6%	11.0%	28.6%	60.0%	11.5%	56.4%	35.4%	8.2%
<b>Male</b>	58.5%	32.4%	9.1%	32.7%	56.3%	11.1%	68.6%	26.1%	5.3%
<b>Individuals who do not Identify as Male or Female, or Prefer not to Say</b>	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%

	<b>All respondents</b>	<b>1315</b>
	<b>Female</b>	<b>885</b>
	<b>Male</b>	<b>405</b>
	<b>Individuals who do not Identify as Male or Female, or Prefer not to Say</b>	<b>6</b>

**By Gender**

- Females, Overall, experienced a greater impact (negatively and mostly positively) with the COVID-19 Pandemic than males, with the male demographic reporting higher experiences of No Impact in each category than their female counterparts.
- Females reported the highest Overall positive impact for Family Relationships (14.8%) and Social Life/Connection with Others (11.6%). The male demographic reported positive experience rates of 10.3% and 11.3%, respectively.
- The number of Individuals who do not Identify as Male or Female, or Prefer not to Say was very low (6) for the Brooks-Newell Region, so those results cannot be compared statistically to the other two genders.

**By Relationship Status**

- Widowed individuals experienced the highest No Impact with Financial Stability, Work/Employment and Education/Schooling; with 65.6%, 73.8% and 82.2% of the demographic reporting, respectively, a no impact experience rating.
- Married or Common-Law individuals experienced the highest Overall Negative impact with Community Involvement and Social Life/Connection to Others, with the demographic reporting a negative experience rating of 75.3% and 80.7% respectively.
- Never Been Married individuals experienced the highest Overall Positive impact with Family Relationships, with 28.0% of the demographic reporting a positive experience rating.

**By Income**

- The highest Negative impact experiences per category and income earned brackets:
  - Physical Health – Less than \$10,000 (53.8%)
  - Mental Health - \$100,000 and Over (74.1%)
  - Financial Stability – Less than \$10,000 (60.9%)
  - Family Relationships - \$60,000 - \$79,000 (58.2%)
  - Community Involvement - \$100,000 and Over (78.6%)
  - Social Life/Connections with Others - \$100,000 and Over (86.2%)
  - Work Employment - \$60,000 - \$79,000 (81.3%)
  - Ability to Help Others – \$80,000 - \$99,000 (64.9%)
  - Education/Schooling – Less than \$10,000 (55.3%)
  - Individuals who earn \$100,000 and Over, and Less Than \$10,000 experienced the highest Negative impact in three of the nine categories (individually). Individuals earning less than \$60,000 - \$79,000 experienced the highest Negative impact in two of the nine categories. **These are perfect examples of why we should not make assumptions on the impacts of the pandemic on individuals by class.**
- Individuals who earn Less than \$100,000 and Over, and who in theory have more access to resources due to higher income, experienced the highest negative experience rating with Mental Health at 74.1%.
- Individuals who earn Less than \$10,000 also experienced the highest positive experience rating with Mental Health (19.0%), Financial Stability (16.3%), Family Relationships (23.7%), Social Life/Connection to Others (18.1%), and Education/Schooling (17.0%). They had higher-than-average positive experience ratings in all categories, which means they experienced more positive impact than the other demographics.

<b>The Impact of the COVID-19 Pandemic on Individuals by Relationship Status in the Brooks-Newell Region</b>									
<b>Relationship Status</b>	<b>Physical Health</b>			<b>Mental Health</b>			<b>Financial Stability</b>		
	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>
<b>All Respondents</b>	47.8%	43.3%	8.9%	25.0%	65.4%	9.6%	51.6%	38.2%	10.2%
<b>Married or Common-Law</b>	48.7%	43.3%	8.1%	24.5%	67.4%	8.1%	54.4%	36.3%	9.2%
<b>Divorced or Separated</b>	53.6%	37.1%	9.3%	33.6%	56.6%	9.8%	40.7%	49.3%	10.0%
<b>Never Been Married</b>	35.1%	54.5%	10.5%	17.0%	68.2%	14.8%	36.1%	48.1%	15.8%
<b>Widowed</b>	49.5%	37.6%	12.9%	30.1%	55.9%	14.0%	65.6%	25.6%	8.9%
	<b>Family Relationships</b>			<b>Community Involvement</b>			<b>Social Life/Connections with Others</b>		
	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>
<b>All Respondents</b>	35.1%	51.4%	13.6%	18.2%	72.1%	9.7%	11.3%	77.3%	11.4%
<b>Married or Common-Law</b>	35.6%	53.6%	10.8%	16.7%	75.3%	8.0%	9.9%	80.7%	9.4%
<b>Divorced or Separated</b>	38.3%	48.9%	12.8%	19.6%	70.6%	9.8%	17.9%	69.7%	12.4%
<b>Never Been Married</b>	34.1%	37.9%	28.0%	27.1%	57.1%	15.8%	14.1%	69.6%	16.3%
<b>Widowed</b>	29.2%	53.1%	17.7%	19.2%	65.7%	15.2%	11.0%	70.0%	19.0%
	<b>Work/Employment</b>			<b>Ability to Help Others</b>			<b>Education/Schooling</b>		
	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>
<b>All Respondents</b>	49.4%	77.3%	11.4%	30.1%	58.7%	11.2%	59.7%	32.9%	7.3%
<b>Married or Common-Law</b>	49.4%	40.7%	9.9%	28.5%	61.2%	10.4%	60.5%	33.6%	5.9%
<b>Divorced or Separated</b>	50.4%	41.1%	8.5%	33.1%	55.9%	11.0%	65.7%	26.4%	7.9%
<b>Never Been Married</b>	34.3%	48.5%	17.2%	38.8%	47.0%	14.2%	33.8%	50.4%	15.8%
<b>Widowed</b>	73.8%	19.1%	7.1%	28.3%	58.7%	13.0%	82.2%	12.2%	5.6%

<b>All respondents</b>	<b>1315</b>
<b>Married or Common-Law</b>	<b>915</b>
<b>Divorced or Separated</b>	<b>146</b>
<b>Never Been Married</b>	<b>137</b>
<b>Widowed</b>	<b>104</b>

<b>The Impact of the COVID-19 Pandemic on Individuals by Income in the Brooks-Newell Region</b>									
<b>Income Cohorts</b>	<b>Physical Health</b>			<b>Mental Health</b>			<b>Financial Stability</b>		
	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>
<b>All Respondents</b>	47.8%	43.3%	8.9%	25.0%	65.4%	9.6%	51.6%	38.2%	10.2%
<b>Less than \$10,000</b>	35.5%	53.8%	10.8%	13.7%	67.4%	19.0%	22.8%	60.9%	16.3%
<b>\$10,000 - \$19,000</b>	43.8%	40.5%	15.7%	25.5%	56.4%	18.1%	30.8%	53.8%	15.4%
<b>\$20,000 - \$39,000</b>	49.6%	43.3%	7.1%	28.1%	65.7%	6.2%	46.5%	45.0%	8.5%
<b>\$40,000 - \$59,000</b>	53.0%	38.2%	8.8%	29.2%	60.4%	10.4%	54.6%	34.3%	11.2%
<b>\$60,000 - \$79,000</b>	43.6%	44.8%	11.7%	17.3%	70.8%	11.9%	60.8%	29.5%	9.6%
<b>\$80,000 - \$99,000</b>	48.9%	44.3%	6.9%	26.9%	66.9%	6.2%	57.7%	33.1%	9.2%
<b>\$100,000 and Over</b>	50.3%	45.2%	4.5%	22.2%	74.1%	3.8%	62.4%	29.3%	8.3%
	<b>Family Relationships</b>			<b>Community Involvement</b>			<b>Social Life/Connections with Others</b>		
	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>
<b>All Respondents</b>	35.1%	51.4%	13.6%	18.2%	72.1%	9.7%	11.3%	77.3%	11.4%
<b>Less than \$10,000</b>	34.4%	41.9%	23.7%	25.3%	61.1%	13.7%	11.7%	70.2%	18.1%
<b>\$10,000 - \$19,000</b>	31.2%	48.4%	20.4%	20.2%	64.9%	14.9%	10.4%	76.1%	13.5%
<b>\$20,000 - \$39,000</b>	36.3%	54.6%	9.2%	20.1%	71.0%	9.0%	16.1%	71.2%	12.6%
<b>\$40,000 - \$59,000</b>	36.1%	51.2%	12.7%	13.3%	75.3%	11.4%	9.4%	78.4%	12.2%
<b>\$60,000 - \$79,000</b>	27.9%	58.2%	13.9%	14.0%	78.4%	7.6%	7.0%	81.3%	11.7%
<b>\$80,000 - \$99,000</b>	34.6%	48.5%	16.9%	17.6%	74.8%	7.6%	11.4%	80.3%	8.3%
<b>\$100,000 and Over</b>	39.1%	50.6%	10.3%	17.0%	78.6%	4.4%	10.1%	86.2%	3.8%
	<b>Work/Employment</b>			<b>Ability to Help Others</b>			<b>Education/Schooling</b>		
	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>	<b>No Impact</b>	<b>Negative</b>	<b>Positive</b>
<b>All Respondents</b>	49.4%	77.3%	11.4%	30.1%	58.7%	11.2%	59.7%	32.9%	7.3%
<b>Less than \$10,000</b>	29.8%	58.5%	11.7%	29.8%	52.1%	18.1%	27.7%	55.3%	17.0%
<b>\$10,000 - \$19,000</b>	40.2%	41.4%	18.4%	31.5%	50.0%	18.5%	53.9%	29.2%	16.9%
<b>\$20,000 - \$39,000</b>	49.4%	42.7%	7.9%	36.3%	54.8%	8.9%	69.8%	24.9%	5.3%
<b>\$40,000 - \$59,000</b>	54.6%	33.9%	11.6%	24.5%	62.8%	12.7%	59.2%	33.2%	7.6%
<b>\$60,000 - \$79,000</b>	56.0%	81.3%	11.7%	27.1%	59.6%	13.3%	63.0%	29.6%	7.4%
<b>\$80,000 - \$99,000</b>	50.8%	40.2%	9.1%	27.5%	64.9%	7.6%	64.9%	32.1%	3.1%
<b>\$100,000 and Over</b>	45.9%	45.9%	8.2%	30.6%	63.7%	5.7%	58.0%	38.9%	3.2%

<b>All respondents</b>	<b>1315</b>
<b>Respondents Earning Less than \$10,000</b>	<b>96</b>
<b>Respondents Earning Between \$10,000 - \$19,000</b>	<b>99</b>
<b>Respondents Earning Between \$20,000 - \$39,000</b>	<b>288</b>
<b>Respondents Earning Between \$40,000 - \$59,000</b>	<b>262</b>
<b>Respondents Earning Between \$60,000 - \$79,000</b>	<b>172</b>
<b>Respondents Earning Between \$80,000 - \$99,000</b>	<b>133</b>
<b>Respondents Earning \$100,000 and Over</b>	<b>159</b>

## Summary

This section of this report provides a snapshot of the impact of the COVID-19 Pandemic on individuals in the Brooks-Newell Region, examining feedback from All Respondents as well as a breakdown of responses based on age, gender, relationship status and income categories. The look at responses from all survey respondents provides a snapshot of the impact overall. The breakdown can be useful to explore since responses may be different depending on the demographic you are examining. For example, an individual that earns less than \$10,000 a year may experience a greater negative impact financially due to the COVID-19 pandemic than an individual making \$100,000 and over. It's also important to note the percentages of respondents which indicated no impact in the categories.

The negative impacts on physical health in the Brooks-Newell Region is lower than the national level data provided by Angus Reid (43.3% versus 48%). Approximately 48% of Brooks-Newell Region respondents experienced No Impact in regards to physical health during the pandemic, and approximately 9% experienced a positive impact.

Overall, the impact on mental health by the pandemic in the Brooks-Newell Region has been higher than the national average as indicated by the Angus Reid poll. Approximately 65% of Brooks-Newell Region respondents indicated that their mental health has worsened, compared to the Angus Reid poll (54%). Respondents aged 20-39 experienced the greatest negative impact with 74.5%, and Females also experienced a greater negative impact with 68.1%. Approximately 9.7% of all respondents experienced a positive impact during the pandemic, which is slightly lower than the national averaged identified by the Angus Reid poll (12%). The Angus Reid poll also identified that 33% of Canadians experience no impact on their mental health, while 25% of Brooks-Newell Region respondents identified the same.

Although the pandemic has had a negative impact on the economy at the national level, Alberta and locally in our region 51.6% and 49.4% of respondents identified experiencing No Impact regarding financial stability and work/employment, respectively. However, 38.2% of respondents identified experiencing a negative impact regarding financial stability, and 40.1% of respondents enduring a negative experience regarding work/employment.

The Angus Reid poll identified that the pandemic has "pulled people apart" with 72.0% of Canadians experiencing a negative impact in community involvement, and 77.1% having their social connections being negatively impacted. At the local level, the negative impact was nearly identical to the national level with 72.1% of respondents experiencing a negative impact with Community Involvement and 77.4% with Social Life/Connection to Others. Community Involvement and Social Life/Connection to Others as had the lowest percentages of No Impact experiences with 18.2% and 11.3%, respectively.

When examining the results of Education/School, 59.7% of respondents identified No Impact in that category, but when school-aged individuals are taken into account that percentage decreases to 10.2%. The pandemic was hard on school-aged individuals in the Brooks-Newell Region, with 62.7% of that cohort identified experiencing a negative impact. However, 27.1% of that cohort identified having a positive experience during the pandemic

The aforementioned results demonstrate that it is important to not draw assumptions on the impact of the COVID-19 Pandemic on individuals. Although the pandemic has impacted the world negatively across the board, certain cohorts of individuals may have experienced positive outcomes or no impact over the past three years. For example, we are well aware how education/schooling has been negatively affected by the pandemic and would assume that a large percentage of school-aged individuals had a negative experience with their education

during that time; however results at the local level demonstrate that a good percentage of these individuals actually did quite well regarding school disruption during the pandemic.

When looking at the general population as a whole, there were far higher negative impacts of the pandemic reported by respondents than no impact or positive, although Financial Stability had a 51.6% No Impact result.



The Overall results, and similarities and differences in responses demonstrates the value of governments, non-profits and businesses in being aware of the demographics and residents' opinions on the pandemic within their communities in order to adapt programs, services and activities to match the needs and interests of residents. Competing interests are often present in community, because different groups may have experienced different impacts. The areas of concern regarding negative impacts of the pandemic which this survey question raised cannot be easily resolved by one level of government, business, and community agency or individual themselves. A multi-sector approach would be helpful and there is a role for all sectors to continue building services and programs in the areas that are working well, and to examine potential community solutions in areas of concern identified by the residents who responded to this Quality of Life #3 question on the impact of the COVID-19 Pandemic on individuals in our region.

## FUTURE TRENDS

### *Population Growth:*

The Province of Alberta Population Projections (2021-2046) estimates that the province will post long-term steady growth.<sup>355</sup> By 2046, Alberta's population is expected to reach about 6.4 million people, which is an increase of around 1.9 million from 2020. Alberta's population in 2046 will be older, with an average age of 41.5 years, and increasingly diverse; arrivals from other countries will account for about 54% of expected growth by 2046.<sup>356</sup> Migration to Alberta is dependent on a number of factors, namely its economic conditions compared to the other provinces. Due to the economic downturn, Alberta saw a net outflow of interprovincial migrants in 2016. Although Alberta was starting to recover, the dual shock of the COVID-19 Pandemic and the collapse in oil prices led an unprecedented contraction, and thus stalling the recovery. Due to this, net migration is expected to be lower than in the past, but is expected to increase over time. The Province's future population will mostly be concentrated in urban areas, specifically the Calgary-Edmonton Corridor (almost 80% are expected to live in this region).<sup>357</sup>

<sup>355</sup> <https://open.alberta.ca/dataset/90a09f08-c52c-43bd-b48a-fda5187273b9/resource/9b48e997-92b0-4b74-82d2-017443049790/download/2021-2046-alberta-population-projections.pdf>

<sup>356</sup> <https://open.alberta.ca/dataset/90a09f08-c52c-43bd-b48a-fda5187273b9/resource/9b48e997-92b0-4b74-82d2-017443049790/download/2021-2046-alberta-population-projections.pdf>

<sup>357</sup> <https://open.alberta.ca/dataset/90a09f08-c52c-43bd-b48a-fda5187273b9/resource/9b48e997-92b0-4b74-82d2-017443049790/download/2021-2046-alberta-population-projections.pdf>



Alberta's total fertility rate (TFR) has fluctuated over the past two decades. In 1994, the TFR was 1.81 but declined over the following seven years to 1.65 in 2001.<sup>358</sup> It then increased continually over the next seven years to 1.89 in 2008. From 2008 to 2013 it declined to 1.71, but started to increase in 2014 with 1.72. However, in 2021 the total fertility rate in Alberta was 1.55.<sup>359</sup> Natural increase (birth minus deaths) will continue to have a positive impact on Alberta's growth over the projection period; adding approximately 600,000 people by 2046.<sup>360</sup> Natural increase's contribution to Alberta's growth is directly tied to migration, since the majority of migrants set to arrive over the next 26 years will be young adults aged 18-34. However, natural increase's impact on Alberta's growth will diminish overtime due to that advanced aging of the baby boom generation

### *Labour Market and Immigration:*

- There will be a continued need for immigration to meet labour market needs. The ability of the Region to meet its labour market demands in a number of industries is linked in part to the newcomers who have made their home in the community.
- It would be beneficial to have continued support for English as a Second Language Classes and coordination of services. Research indicates that Immigrants are more likely to settle and stay in a community if they have adequate access to English as a Second Language classes in order to advance their employment prospects, that they feel welcomed and are recognized as part of the community and have a broad range of opportunities for employment.<sup>361</sup>
- Some of the Brooks-Newell Region employers are dependent on the Temporary Foreign Workers Programs and any changes will impact them. Should the federal government choose to make it easier for Temporary Foreign Workers to obtain Canadian Permanent Resident status, this would have implication for Schools, English as a Second Language programs and community services as these temporary workers become permanent residents (and citizens) and begin to bring their families to settle in the Brooks-Newell Region.

### *Seniors:*

- As the Baby Boomer generation gets older the Brooks-Newell Region the rest of Canada will see its population age
- Service providers will need to plan for increased demand for access to specialized services including accessible transportation, a broad range of accessible, affordable housing options, assisted living spaces, Meals on Wheels, Home Cleaning and extended health care beds and Home Care. Further consideration could be given to Aging in Place Models.
- The communities of Patricia (31.3%), Bassano (26.3%), Rolling Hills (21.2%) and Tilley (17.2%) have the highest proportion of seniors (65 and older) in the Brooks-Newell Region in 2021.<sup>362</sup>
- Many seniors live on fixed pensions and this may impact the need for more subsidized services in all areas. Access to transportation may also be a consideration as the senior population increases.
- Increased demand for service is already evident in the Meals on Wheels Program Statistics for the Brooks-Newell Region.

<sup>358</sup> <https://open.alberta.ca/opendata/total-fertility-rate-alberta-and-alberta-health-services-continuum-zones>

<sup>359</sup> <https://www150.statcan.gc.ca/n1/pub/71-607-x/71-607-x2022003-eng.htm>

<sup>360</sup> <https://open.alberta.ca/dataset/90a09f08-c52c-43bd-b48a-fda5187273b9/resource/9b48e997-92b0-4b74-82d2-017443049790/download/2021-2046-alberta-population-projections.pdf>

<sup>361</sup> <http://p2pcanada.ca/wp-content/uploads/2011/09/Characteristics-of-a-Welcoming-Community-11.pdf>

<sup>362</sup> 2021 Canadian Census (Statistics Canada)

**Number of Meals on Wheels Clients:  
(Excluding Bassano)<sup>363</sup>**

Year	Meals Served	Brooks Clients	County of Newell Clients
2022	4,053	268	12
2021	4,775	330	0
2020	3,664	239	5
2019	4,156	268	9
2018	6,644	385	12
2017	5,608	322	12
2016	5,350	264	40
2015	4,448	251	15
2014	4,517	240	28

- In 2021, the median age in Canada was 41.6 (it was 41.2 in 2016, and 39.9 in 2011), meaning that half of the population was older than that age and half was younger. In 1971, the median age was 26.2 years. The median age for the Brooks-Newell Region in 2021 was 39.5, which is an increase from 37.2 in 2016 and 34.9 in 2011. The communities with the highest median age are Patricia (55.2), Bassano (50) and Tilley (41.2).
- People 65 years and older are the country's fastest growing age group, and the trend will continue for decades in the future due to lower fertility rates, increased life expectancy and the aging Baby Boom generation.<sup>364</sup> In 2021, approximately 7 million (19%) Canadians were 65 years and older, and by 2068 the proportion of seniors is expected to grow to between 21.6% (slow-aging scenario) and 29.8% (fast-aging scenario) of the population.<sup>365</sup> The number of older seniors (85 years and older) will continue to increase rapidly, mostly between 2031 and 2050 due to the aging Baby Boomer population. This age group will grow from 871,400 in 2021 to between 2.8 million and 3.6 million Canadians.<sup>366</sup>

- Seniors living in poverty is a looming crisis
  - As Canadians age, more of them are heading into their senior years financially ill-equipped to support themselves when they retire.
  - Senior poverty in Canada has increased due to two key shifts: continued decline in workplace pension coverage and demographics.<sup>367</sup>
  - Life expectancy has increased (79.8 years for men and 84.1 years for women).<sup>368</sup>
  - Approximately 50% of Canadian families aged 55-64 have no accrued employer pension benefits.<sup>369</sup>

<sup>363</sup> Grasslands Regional FCSS Meals on Wheels Report (2022)

<sup>364</sup> <https://www.canada.ca/en/public-health/corporate/publications/chief-public-health-officer-reports-state-public-health-canada/chief-public-health-officer-report-on-state-public-health-canada-2014-public-health-future/changing-demographics.html>

<sup>365</sup> <https://www150.statcan.gc.ca/n1/pub/91-520-x/91-520-x2022001-eng.htm>

<sup>366</sup> <https://www150.statcan.gc.ca/n1/pub/91-520-x/91-520-x2022001-eng.htm>

<sup>367</sup> <https://hoopp.com/docs/default-source/newsroom-library/research/hoopp-research-article---senior-poverty---canada-next-crises.pdf>

<sup>368</sup> <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1310011401>

<sup>369</sup> <https://ipolitics.ca/2016/02/17/were-facing-a-wave-of-seniors-living-in-poverty-and-were-not-ready/>

- A majority of Canadians (55%) have savings that represent less than one year’s worth of resources they need to supplement government old age security and pension plans.<sup>370</sup>
  - Fewer than 20% have savings to supplement at least five years.
- “For those with annual incomes in the range of \$25,000–\$50,000, the median value of their retirement assets is close to just \$250. For those with incomes in the \$50,000–\$100,000 range, the median value is only \$21,000.”<sup>371</sup>
- For those Canadians retiring without an employee pension program, less than 20% have saved enough for retirement.
- Canada’s saving rate (for Canada Pension Plan, for example) of 6.6% is among the lowest in the OECD.<sup>372</sup>

### Housing:

- Affordable housing will become an even larger issue and priority in the coming years.
- The Alberta Government has adopted the Stronger Foundations affordable housing strategy, which is a 10-year plan to improve and expand affordable housing in the province.<sup>373</sup>
- Aging in place for seniors is part of the affordable housing strategy.<sup>374</sup>
- The City of Brooks adopted an Affordable Housing Strategy in 2019, which is “designed to identify current and affordable housing needs in the community and to develop a strategy that directs future action and success.”<sup>375</sup>

### Transportation:

- Building a regional transportation network is complex and multi-faceted as transportation needs exist for travel both in and out of the region and the available resources and needs may differ from one community to another. For the Brooks-Newell Region, the work is ongoing and has involved several years and different ways of identifying transportation needs, how the needs are being met and what more can be done. The pursuit of effective solutions will require an ongoing commitment from all levels of government, to continued collaboration and the provision of resources required to meet current and future transportation needs in Rural Alberta.<sup>376</sup>
- Transportation remains a major concern within Brooks and the Brooks-Newell Region. Travel to health and government related services in Calgary, Medicine Hat and Lethbridge remains an issue for residents who do not have access to a reliable personal vehicle or who are unable to drive themselves to services. Although, the City of Brooks Regional Transportation Service has alleviated some of that concern.<sup>377</sup> With impending demographic changes in the Region, this issue will become more pressing in the coming years.
- The municipalities and Grasslands Regional FCSS continue to work toward increasing transportation capacity for local and out-of-area transportation.
- Expanded transportation services are now being offered by the City of Brooks and County of Newell:
  - The City of Brooks Access Transit Service (ATS) primarily serves Brooks residents living with disabilities and seniors (aged 65 years and older). Visitors from outside the City of Brooks who fit

<sup>370</sup> <https://ipolitics.ca/2016/02/17/were-facing-a-wave-of-seniors-living-in-poverty-and-were-not-ready/>

<sup>371</sup> <https://ipolitics.ca/2016/02/17/were-facing-a-wave-of-seniors-living-in-poverty-and-were-not-ready/>

<sup>372</sup> <https://data.oecd.org/natincome/saving-rate.htm>

<sup>373</sup> <https://www.alberta.ca/stronger-foundations-affordable-housing-strategy.aspx>

<sup>374</sup> <http://www.seniors-housing.alberta.ca/documents/Provincial%20Affordable%20Housing%20Strategy.pdf>

<sup>375</sup> <https://www.brooks.ca/738/Affordable-Housing>

<sup>376</sup> Pye-Matheson, Lynn (May, 2018): *Building a Regional Rural Transportation Network: Why focus on regional rural transportation?* Building Rural Transportation News. Alberta 2018. No. 1

<sup>377</sup> <https://www.brooks.ca/650/Brooks-Regional-Transportation-Service>

the ridership may use the ATS for transportation in Brooks. The service runs from Monday to Friday (excluding statutory holidays).

- The Ambulatory Transportation Subsidy Program (ATSP) provides service to those individuals who are registered riders of Access Transit, aged 65 years and older and who **DO NOT** utilize a wheelchair, walker or cane for assistance, or an individual who is neither physically or cognitively disabled.<sup>378</sup> The ATSP program is only available for those riders registered with the City of Brooks.
- The County of Newell Mini Bus provides transportation services for all residents outside the City of Brooks including persons with disabilities of any age and residents who don't drive and/or lack their own forms of transportation.<sup>379</sup> The County's Mini Bus also provides door-to-door service for any Brooks-Newell Region residents to any appointments (doctor, dentist, shopping, visiting relatives, etc.) in Brooks. Brooks' residents may also use the Mini Bus service to visit friends or relatives that live in other areas of the Region.
- The City's ATS and ATSP ridership has increased. Between January 1, 2021 and December 31, 2021, there were 3,938 ATS pick-ups and drop-offs, and between January 1, 2022 and December 31, 2022 there were 5,031 pick-ups and drop-offs.<sup>380</sup> There are currently 261 registered riders for the program. Between January 1 – December 31, 2021 there were 60 ATSP pick-ups and drop-offs (2 registered ATSP participants utilized the service), and between January 1 – December 31, 2020 there were 195 pick-ups and drop-offs (7 registered ATSP participants).<sup>381</sup>
- Particular attention could be paid to the diversity of mode of transportation and encourage safe use of bicycles and long boards, encourage carpooling, taxi sharing and mobile health and other services.

### Young Adults:

- In 2020, the employment rates for young adults between 14 and 24 declined the most out of all age groups, but each age group also saw a decline in employment.<sup>382</sup>
- Poverty is a result of under/unemployment due to the changing workforce and rising cost of living
- Anxiety and types of mental illness are major concerns
- Young adults need access to post-secondary education and employment that offers the possibility of career exploration and job training programs.
- Rural communities often find it difficult to retain young people due to the lack of employment and training opportunities.
- If the current trend continues, while some Young Adults will remain or return to their home communities to raise their family or be closer to aging parents, the majority will settle in other communities.
- In an attempt to address and alleviate the aforementioned issues, the SPEC' Brooks and Region Makerspace was founded. "Makerspace offers a variety of learning opportunities, programs, workshops and competitions where youth learn to integrate STEM activities while developing meaningful relationships which will assist them in dealing with life's challenges by building on existing strengths and increasing personal resilience. The capacity for youth to acquire and apply knowledge and skills to real world circumstances, under one roof with their peers and volunteer mentors, builds comradery and motivation to help prevent and/or alleviate mental health issues that are common to youth today."<sup>383</sup> It

<sup>378</sup> Email: Amanda Peterson, Deputy Chief Administration Officer, City of Brooks, March 24, 2023

<sup>379</sup> <http://www.countyofnewell.ab.ca/p/mini-bus-service>

<sup>380</sup> Email: Amanda Peterson, Deputy Chief Administration Officer, City of Brooks, March 24, 2023

<sup>381</sup> Email: Amanda Peterson, Deputy Chief Administration Officer, City of Brooks, March 24, 2023

<sup>382</sup> <https://open.alberta.ca/dataset/591795c0-ac54-4692-81c4-9f1ee0f1bd27/resource/5c4d7151-5703-4b20-baab-1843a5dc3eeb/download/lbr-alberta-labour-market-review-2020-annual-review.pdf>

<sup>383</sup> <https://brooksmaker.space/>

has support from all municipal governments in the region, receives funding from Grasslands Regional and has been a great success.

### Young Families:

- Young families are attracted to rural communities that provide easy access to schools, a safe environment, affordable housing and a quick commute between work and home.
- However, parents need access to stable employment with long-term prospects to encourage settlement in rural communities.
- Survey responses reflected satisfaction with programs and services relevant to young families.
- However, parents need access to stable employment with long-term prospects to encourage settlement in rural communities.

### Childcare:

- Access to Childcare is compounded by the lack of public transportation, employment that consists of 12 hour shifts<sup>384</sup>, or outside the normal operating hours of childcare facilities of 6:00am to 6:00pm Monday to Friday.
- Currently, in the Brooks-Newell Region, there are six licensed daycares and fifteen licensed day homes.<sup>385</sup> Another daycare is scheduled to open in Duchess in May 2023, which will increase the number of licensed daycares to seven.
- It is difficult to interpret the 15% 16.2% Overall Dissatisfaction rate (16.2% in 2017 and 17.3% in 2013) of Access to Childcare and 27.3% Overall Satisfaction rate (33.5% in 2017 and 27.9% in 2013) without an understanding of whether or not the respondents were parents, grandparents, caregivers, employers or had any involvement in childcare. With that being said, Overall Satisfaction with Access to Childcare has increased and Overall Dissatisfaction has decreased in the time between the two Quality of Life Studies.

### Poverty:

- Lack of sufficient income continues to be a concern for seniors, single parents and persons living with disabilities.
- A significant number of residents continue to access food bank services to help meet their basic needs:
  - Single parents with children are the primary users of food bank hampers.<sup>386</sup>
  - Women comprise about 43% of users.<sup>387</sup>
  - 29% of users in 2022 were visible minorities.<sup>388</sup>
  - The increase in hampers distributed in Brooks was up 47% in 2022 compared to a year earlier.<sup>389</sup> This is in comparison to a 34% increase for the province.<sup>390</sup>
  - In Alberta about 45% of food bank users are families.<sup>391</sup> In Brooks, 42% of users are either Single parent or two parent families.

<sup>384</sup> Health and Wellness Trends in the Oil and Gas Sector Shepell.fgi Research Group 2009

<sup>385</sup> Email: Anita Bruce, Teacher/Administrator, Brooks Preschool, and Executive Director, Brooks and County of Newell Early Childhood Development Coalition, March 29, 2023.

<sup>386</sup> Email from Aurora Champlone, Manager of Brooks Food Bank Foundation, February 1, 2023

<sup>387</sup> Email from Aurora Champlone, Manager of Brooks Food Bank Foundation, February 1, 2023

<sup>388</sup> Email from Aurora Champlone, Manager of Brooks Food Bank Foundation, February 1, 2023

<sup>389</sup> Email from Aurora Champlone, Manager of Brooks Food Bank Foundation, February 1, 2023

<sup>390</sup> <https://foodbanksalberta.ca/release-food-insecurity-in-alberta-highest-in-canada/>

<sup>391</sup> <https://foodbanksalberta.ca/release-food-insecurity-in-alberta-highest-in-canada/>

### The Future of Work

- Work is changing rapidly. Research conducted by Harmonics and the *Future of Work: OIGP Global Research Study* released in 2017 explored the skills employees must have to be competitive today, the most significant people challenges currently facing organizations, the most effective ways to develop talent in today's economy and jobs most at risk.<sup>392</sup> The same situation exists today.
- Top skills required for employees have changed. In 2017, the top skills for employees were communication skill; Leadership agility; Eagerness to learn; Emotional intelligence; and Understanding analytics were most sought after. In 2019, employees that have strong collaboration skills, can embrace change, have leadership agility, strong communication skills, creativity, can think critically are the most sought after.<sup>393</sup>
- A significant number of jobs have some potential for automation in the future which may mean a shift from repetitive physical labour to higher skilled positions, rather than absolute numbers of job losses.
- The Canadian technology sector is a rapidly expanding area of the economy and a promising source for employment growth. It is increasingly recognized as a global leader with a vibrant and flourishing tech community, thanks in no small part to the highly skilled and highly educated talent pool readily available in Canada. The Canadian tech sector had strong growth in 2021 despite the impacts of the COVID-19 Pandemic, especially in the ICT sector, and outperformed the Overall economy in terms of output, employment and innovation growth.<sup>394</sup> Every job in the ICT sector supports 1.3 jobs in the Canadian economy and every \$1 million of direct GDP generated within the sector contributes an additional \$862,000 in GDP generated for Canada.<sup>395</sup>

## SUMMARY

### Overall Community Satisfaction: 77%

77% of Brooks-Newell Region Respondents expressed Overall Satisfaction with the Services, Programs, Conditions and Physical Spaces in their communities. 11.3% were Very Satisfied, 41.7% were Satisfied, and 24% were Somewhat Satisfied. Overall Community Satisfaction was 75.7 in 2017 and 77% in 2013.

The most Overall Satisfied Community was Rosemary with 90% (50 respondents), followed by County of Newell with 80.8% (349 respondents). Overall Satisfaction for Duchess was 79.7% (113 respondents), Brooks was 75.8% (691 respondents) and Bassano was 63.8% (116 respondents).

### General Comments

- Of the 1,423 respondents that identified their community, 746 (52.4%) lived in the City of Brooks.<sup>396</sup> As much as possible, data has been provided for both the City of Brooks and Brooks-Newell Region as a whole so that the influence of the City of Brooks' respondents and residents in the data can be seen.
- There is some variation in the Gap Analysis responses between Age Groups in terms of rankings of Importance and Satisfaction. This may be useful information for planning services and programs.

<sup>392</sup> <https://www.harmonics.ie/future-work-global-research-study-2017/>

<sup>393</sup> [https://prosource.fi/wp-content/uploads/2019/10/Future-of-Work-Report\\_2019.pdf](https://prosource.fi/wp-content/uploads/2019/10/Future-of-Work-Report_2019.pdf)

<sup>394</sup> <https://ised-isde.canada.ca/site/digital-technologies-ict/en/canadian-ict-sector-profile>

<sup>395</sup> <https://ised-isde.canada.ca/site/digital-technologies-ict/en/canadian-ict-sector-profile>

<sup>396</sup> There was a total of 1,531 respondents for the 2022 Quality of Life survey.

## Health

- Overall Satisfaction with **Health Services** was 72.3%. Health was ranked #1 for level of Importance and #4 for level of Satisfaction. The gap between Importance and Satisfaction increased since 2017 since the rank of Satisfaction moved from #4 to #5. Satisfaction with Health Services was #5 in 2013 as well.
- The 2014 Quality of Life report noted that additional Physicians had set up practice since the first Quality of Life survey had been administered. New services had also been added at the Brooks Health Centre. There has been a successful Physician recruitment and retainment strategy in place in the Region, and it is reflected in the results from the 2017 Quality of Life survey. Overall Satisfaction **with Access to Physicians** had a significant increase from 57.8% in 2013 to 74.6% in 2017, and Overall Dissatisfaction decreased from 31.2% to 13.3%. However, in 2022, Overall Satisfaction decreased to 56.2%, which is a significant drop, and Overall Dissatisfaction was 33.4% (which is a slight increase). Neutral responses remained largely unchanged (10% compared to 12% in 2017). The COVID-19 Pandemic could have had an effect on satisfaction with **Access to Physicians**.
- The challenge of recruiting other Health Professionals has been discussed at community tables. The possibility of expanding recruitment of physicians to include other health professionals. Discussion has also occurred regarding a focus on retention of physicians.
- **Access to Physicians** still remains a challenge for rural communities, particularly for residents that do not have access to their own transportation.
- Dissatisfaction with **Health Services** may be correlated with the difficulty of accessing transportation for out of town medical appointments and gaps in mental health services. It is important to for communities and all levels of government to work together to provide concrete actions to alleviate challenges associated with transportation and mental health services. It is also critical for provincial and federal governments to follow up these identified priorities with sustainable supports including funding.
- This report examined the impacts of the COVID-19 Pandemic on the Brooks-Newell Region’s residents as a whole and through demographic profiles. For example, an individual that earns less than \$10,000 a year may experience a greater negative impact financially due to the COVID-19 pandemic than an individual making \$100,000 and over. It’s also important to note the percentages of respondents which indicated no impact in the categories. Some key highlights are:
  - The negative impacts on physical health in the Brooks-Newell Region is lower than the national level data provided by Angus Reid (43.3% versus 48%). Approximately 48% of Brooks-Newell Region respondents experienced No Impact in regards to physical health during the pandemic, and approximately 9% experienced a positive impact.
  - Although the pandemic has had a negative impact on the economy at the national level, Alberta and locally in our region 51.6% and 49.4% of respondents identified experiencing No Impact regarding financial stability and work/employment, respectively. However, 38.2% of respondents identified experiencing a negative impact regarding financial stability, and 40.1% of respondents enduring a negative experience regarding work/employment.
  - The Angus Reid poll identified that the pandemic has “pulled people apart” with 72.0% of Canadians experiencing a negative impact in community involvement, and 77.1% having their social connections being negatively impacted. At the local level, the negative impact was close to the national level with 72.1% of respondents experiencing a negative impact with Community Involvement and 77.4% with Social Life/Connection to Others. Community Involvement and Social Life/Connection to Others as had the lowest percentages of No Impact experiences with 18.2% and 11.3%, respectively.



## Economy and Employment

- Overall Satisfaction with **Economy and Employment** was 66.1%; which is an increase from 58.5% in 2017 but a decreased from 71.8% in 2013. It ranked #4 for Level of Importance and Level #8 for Satisfaction.
- In 2013, **Economy and Employment** was ranked #6 for Level of Importance and #7 for Level of Satisfaction creating a minus-1 Gap. In 2017, it was ranked #4 for Level of Importance and #9 for Level of Satisfaction, a minus-5 Gap. This resulting Gap was minus 4 points higher than the previous study suggesting that Overall Satisfaction with Economy and Employment within the Brooks-Newell Region has decreased substantially since the last study. The Gap decreased by 1 in 2022.
- In 2013, Overall Satisfaction with the **Employment** variable was 54.3% compared to the 44.8% in 2017. This is strong indicator that employment opportunities in the Brooks-Newell Region may not have been as strongly adequate as in years prior. However, in 2022, Overall Satisfaction increased to 46.3%. Although Satisfaction with **Employment** is still not as strong as in 2013, there has been an improvement since the last study.

## Political Rights & General Values

- The Overall Level of Satisfaction for **Political Rights and General Values** was 58.2%, which is a decrease from 67.3% in 2017 and 67.4% in 2013. This factor was ranked rather low for both Level of Importance and Level of Satisfaction: #7 and #9, respectively. It was ranked #7 and #8 in 2017, so there has been a decrease in the level of Satisfaction.
- Respondents were nearly 100% in agreement that **Honesty** (97.6%) and **Respect** (97.1%) were Very Important to Important.
- The **Sharing** variable received the most Neutral Importance answers at 26%, which is an increase from 22.3% in 2017 and 21% in 2013. This variable had the lowest Important to Very Important responses at 69.8%.
- Although the majority of respondents were Neutral or Overall Satisfied on the **Discrimination** variable, 26% of respondents were Overall Dissatisfied (which is relatively high). As the number of visible minorities, immigrants and persons who practice other faiths continues to rise in the Region, it will become important to ensure that policies and practices are inclusive of all residents.
- Although there has been slight improvement in the Very Dissatisfied responses for the Satisfaction variables (except for Discrimination between 2017 and 2022), the results still suggest that some residents may be experiencing some difficulty in their community.

## Personal Well-Being

- Overall Satisfaction with Personal Well-Being was 75.7%, which is a decrease from 80% in 2017 and 80.9% in 2013. It was ranked #2 for Level of Importance and #2 for Level of Satisfaction. It was ranked #2 for Level of Importance and #1 for Level of Satisfaction in 2017, making it a Positive Gap.
- Community Gathering Places had 21.3% Neutral responses, and an Overall Dissatisfaction rate of 23.1%. Free time Activities also had significant Neutral and Overall Dissatisfaction ratings of 27.6% and 25.8%, respectively.

## Education System

- Overall Satisfaction with **Education System** was 70.8%, which is a decreased from 75% in 2017 and 76.4% in 2013. It ranked #3 for Level of Importance and #3 for Level of Satisfaction. It was ranked #3 for Level of Importance and #2 for Level of Satisfaction so it was a Positive Gap in 2017.

- Overall Satisfaction for **Adult/Continuing Education** was 43.9%, which is a decrease from 51.7% in 2017 and 61.5% in 2013. Further exploration could determine the cause of this decrease.
- **Job Training** had a high Neutral response rate of 51.4%, which is an increase from 45% in 2017 and 2013. Respondents might have a lack of knowledge of current opportunities in the Brooks-Newell Region.
- Since Young Adults who study outside of the Region (Calgary, Lethbridge, Edmonton, etc.) may find opportunities more attractive and stay in their college or university town after graduation, it is important to offer Post- Secondary education alternatives within the Region.
- The K-12 School System (three different public school boards) offer a wide choice of programs and have been able to retain rural schools (Grasslands Regional Public School Board) which is an asset for rural hamlets and villages.

## Sense of Community

- Overall Satisfaction with **Sense of Community** was 72.3%, which is a decrease from 72.7 in 2017 and 75.3% in 2013. This factor was ranked #5 for Level of Importance and #5 for Level of Satisfaction 2017, but it has changed to #5 and #4, respectively. It is now a Positive Gap.
- There were important variations between communities. Brooks respondents were the most Neutral (18.8%) on their **Sense of Community** Satisfaction, and Rosemary and Duchess were the least (both were 9.8%). Rosemary (19.2%) and Duchess (15.6%) had the most Very Satisfied responses. The County of Newell (43.4%) had the most Satisfied responses, and Rosemary (19.2%) had the most Very Satisfied Responses. Rosemary (88.2%) and Duchess (81.3%) had the highest Overall Satisfaction among the Brooks-Newell Region communities. Bassano (14.9%) had the most Overall Dissatisfaction among the Brooks-Newell Region communities, followed by Brooks with 13.6%.
- The Very Satisfied and Satisfied rating among Respondents for **Community Safety** was 43% (a slight decrease from 44.6% in 2017), and given that this is still an increased in Satisfaction from (40.7%) it indicates a high level of support for the efforts of Public Safety Agencies to work with the community in increasing their level of safety. Overall Satisfaction was 69.5%, and Overall Dissatisfaction was 11.9%.
- The efforts made in the Brooks-Newell Region to build a **Sense of Community** are reflected in the responses to the Quality of Life Survey, namely the increase in Satisfaction and decrease in Dissatisfaction between the survey years.

## Physical Environment

- Overall Satisfaction with **Physical Environment** was 76.2%, which is a decrease from 77.9% in 2017 and 77.3% in 2013. It was ranked #6 for Level of Importance and #1 for Level of Satisfaction. In 2017, it was ranked #6 and #3, respectively.
- According to respondents, **Recycling** has worsened in the Region since the previous study. Overall Satisfaction with Recycling was 63.1%; which is a decrease from 67.6% in 2017, but still an increase from 59.1% in 2013. Overall Dissatisfaction decreased from 30.4% in 2013 to 20.6% in 2017, but increased to 26.4% in 2022.

## Social Problems/Social Conditions

- Overall Satisfaction with **Social Programs/Social Conditions** was 61.2%, which is a decrease from 67.3% in 2017 and 68.9% in 2013. It ranked #8 for Level of Importance and #6 for Level of Satisfaction (same as 2017).

- Overall Satisfaction for **Public Transportation** was 24%, which is a decrease from 25.8% in 2017 and 29.9% in 2013. **Accessing Transportation** was Very Important or Important to 60.8% of respondents, which is a decrease from 67.3% in 2017 and 63.1% in 2013. Transportation options have increased in Brooks due to the City providing Access Transit and Regional Transportation services, and the County of Newell expanding their mini bus service. It is surprising to see a decrease in Satisfaction to lower than 2013 levels despite an increase in transportation service in the Brooks-Newell Region
- Respondents may have perceived **Social Programs** as relevant only to government income assistance rather than the broader range of services/programs that cater to very diverse needs (Low-Income Assistance, Child Benefits, Pensions, Subsidies Assistance, Child Care Subsidies, Government Family Benefit programs, Health and Education etc.).
- There are a substantial number of persons impacted by a **Social Condition**, as an individual or within the respondent's household.

## Government

- Overall Satisfaction with Local/Municipal Government was 63.8%; which was a decrease from 69% in 2017, but an increase from 58.3% in 2013. Government ranked #9 for Rank of Importance and #6 for Level of Satisfaction. It was #9 and #7, respectively in 2017.
- Respondents were satisfied with most municipal services, particularly **Emergency Services** (67.7%). However, Overall Satisfaction for **Emergency Services** in 2017 was 77.7%
- **Emergency Services** had the lowest Neutral response rate at 14.6% (192). It was also the lowest in 2017 with 14.9% and 2013 with 13.4%. The high Overall Satisfaction, low Overall Dissatisfaction, and low Neutral response rate indicate that respondents were Very Satisfied with **Emergency Services** in the Brooks-Newell Region.
- **Local Population Growth** had a high Neutral response rate (41.8%), which means that most respondents do not appear to feel negatively impacted by the change in population in the area.
- Residents may not always be fully aware which level of government is responsible for regulations/policies which affect them and responsibilities for various services and programs.
- The low level of voter participation in municipal elections means that there is a concern with voter engagement with municipal government. This is reflected in the Rank given to Government by survey respondents for both Importance and Satisfaction. It is important to determine the reason for low voter turnout and to develop strategies to encourage public engagement.

## Quality of Place

- **Retail and Shopping** had the highest Overall Dissatisfaction responses (46%) as well as the lowest Neutral (tied with **Maintained Streets** with 10.8%) and Overall Satisfaction responses (43.2%).
- It is impossible to determine with absolute certainty why 46% of respondents were Overall Dissatisfied with **Retail and Shopping**, but it's an improvement from 54% in 2017.
- The most significant Negative Quality of Place variable identified in the Brooks-Newell Region was **Retail and Shopping**, with the age groups 20 to 39, 40 to 59, 60 to 69 and 70+ comprising the vast majority of Overall Dissatisfied respondents.
- Respondents had a variety of opinions on **Sports and Leisure** facilities across the communities in the Brooks-Newell Region:
  - Duchess had the most Overall Satisfaction responses at 84.1%
  - Bassano had an Overall Satisfaction rating of 54.8%
  - Brooks had an Overall Satisfaction rating of 73.4%
  - Rosemary had an Overall Satisfaction rating of 67.4%

### Quality of Life #3, 2022: Brooks-Newell Region

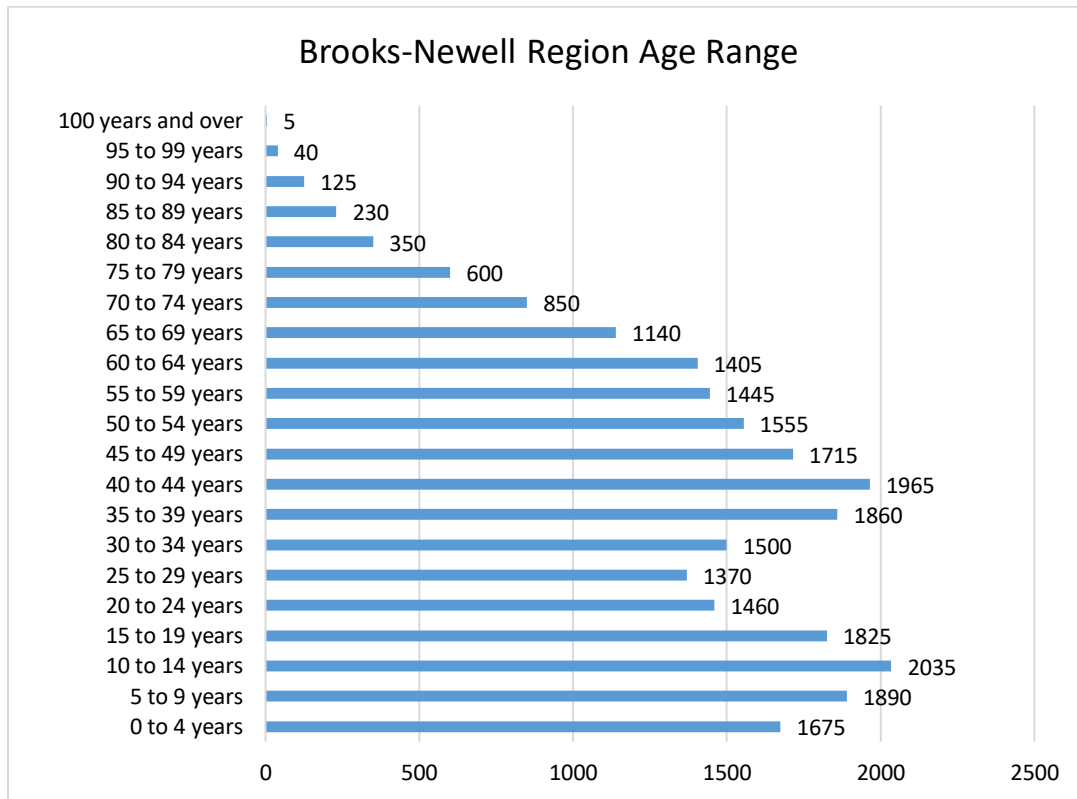
- The County of Newell had an Overall Satisfaction rating of 66%
- Bassano had the most Neutral responses at 20.5%; Duchess had the least at 8.9%
- Bassano had the highest Overall Dissatisfaction rating at 25.6%; Duchess had the least at 7.1%
- There is some variation in the Quality of Place levels of Satisfaction responses between the Age Groups. This is a consideration when planning for the future.
- **Retail and Shopping** received the lowest Satisfaction responses, the highest Dissatisfaction responses and the lowest Neutral responses, similar to 2013 and 2017.



## Appendix

### BROOKS-NEWELL REGION: DETAILED SOCIOECONOMIC DEMOGRAPHICS

#### Age Demographics



In 2021, the Brooks-Newell Region had a total population of 25,028. The median age was 39.5 years with 77.6% of residents being 15 years of age and older. In 2016, the median age was 37.3 years and 77.3% of the residents were 15 years of age and older. In 2011, these numbers were 34.9 years and 78%, respectively.

#### Age Comparisons in the Brooks-Newell Region

Bassano has the highest median age (49.3 years) and Scandia has the lowest (28.2 years). However, Bassano has the highest percentage of individuals aged 15 and over (85.9) and seniors (25.7); Scandia has the lowest with 72.4 and 6.9 respectively. Rolling Hills and Bassano (most noticeably) have a higher percentage of older adults living in their community compared to the rest of the Brooks-Newell Region. Duchess and Scandia have attracted younger populations.

**Comparison of Individuals Aged 15 to 64 in the Brooks-Newell  
Region**

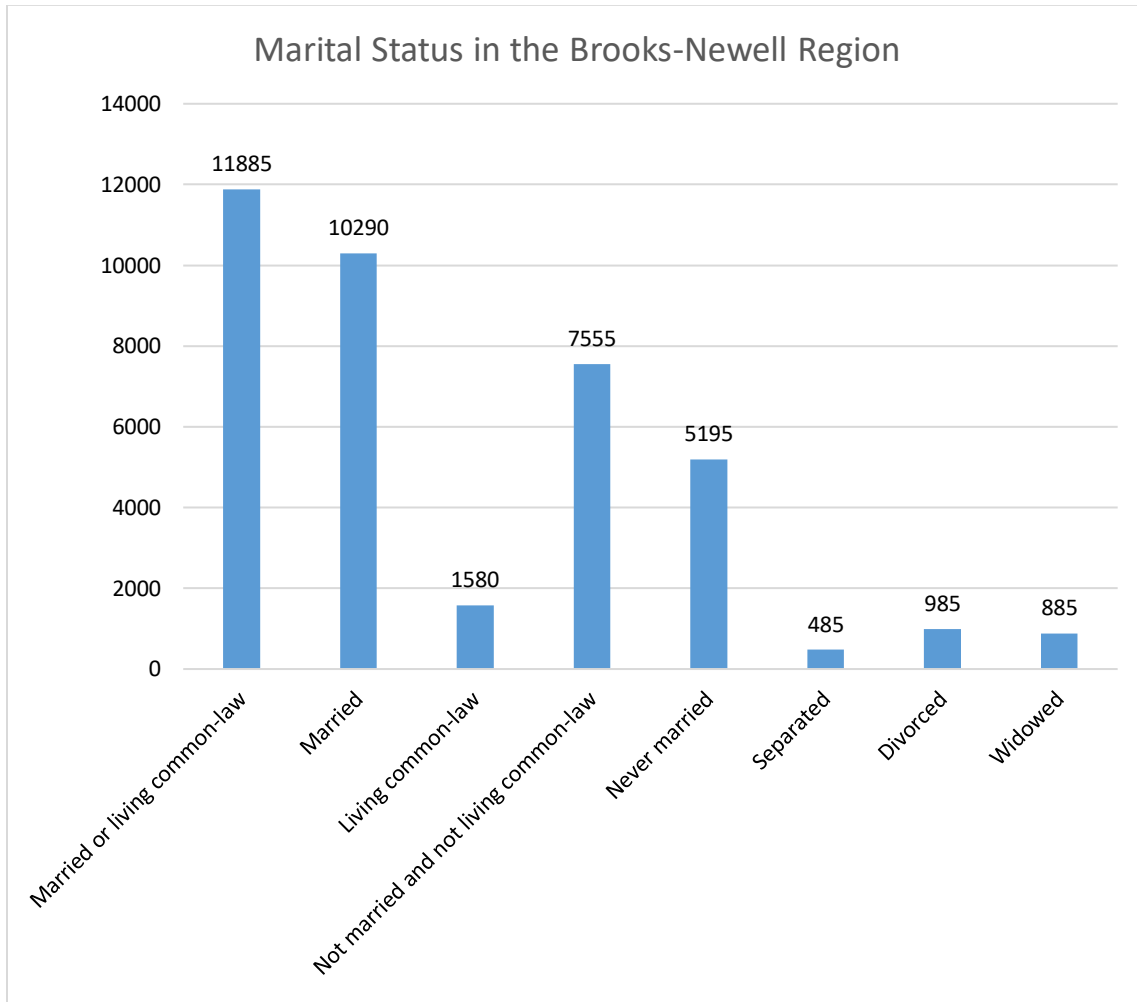
<b>Community</b>	<b>Median Age</b>	<b>Percentage Aged 15 to 64</b>	<b>Total Population</b>
Bassano	50.0	59.7	1216
Brooks	36.0	65.9	14924
Duchess	36.4	64.8	1053
Patricia	55.2	62.5	78
Rolling Hills	37.2	58.9	273
Rosemary	36.0	60.8	370
Scandia	27.6	61.8	169
Tilley	41.2	64.1	318
County of Newell	39.2	61.9	7465
Brooks-Newell Region	39.5	64.3	25028

**Comparison of Youth Under 15 Years of Age in the  
Brooks-Newell Region**

<b>Community</b>	<b>0 to 14 Years</b>	<b>Percentage of 0 to 14 Years</b>	<b>Total Population</b>
Bassano	170	14.0	1216
Brooks	3410	22.8	14924
Duchess	250	23.8	1053
Patricia	5	6.3	78
Rolling Hills	65	23.2	273
Rosemary	105	23.0	396
Scandia	45	26.5	169
Tilley	60	18.8	318
County of Newell	1670	22.4	7465
Brooks-Newell Region	5585	22.3	25028

### Marital Status in the Brooks-Newell Region

The majority of Brooks-Newell Region residents are married or living common law. However, it should be noted that there are over 7,500 individuals in the Region aged 15 years and over who are never married, separated, divorced or widowed.





## Family Structure in the Brooks-Newell Region

Data on family characteristics for the Brooks-Newell Region illustrates a diversity of family units. There are a total of 5,445 couple families and 945 one-parent families. The majority of couple families are married, and lone-parent families are headed by a female parent. The far majority of one-parent families reside in Brooks (715). The average size of census families in the region is 3, which is the same as Alberta's. Of the couple families, 2,450 do not have children.

### Family Characteristics in the Brooks-Newell Region

<b>Total Census families in Private Households by Family Size</b>	6385
<b>2 persons</b>	2960
<b>3 persons</b>	1185
<b>4 persons</b>	1250
<b>5 or more persons</b>	1005
<b>Average Size of Census Families</b>	3.0
<b>Average number of children in census families with children</b>	2.1
<b>Total number of census families in private households</b>	6395
<b>Total couple families</b>	5445
<b>Married couples</b>	4655
<b>With children</b>	2625
<b>Without children</b>	2025
<b>Common-law couples</b>	800
<b>With children</b>	375
<b>Without children</b>	425
<b>Total one-parent families</b>	945
<b>in which the parent is a woman+</b>	745
<b>in which the parent is a man+</b>	205
<b>Total - Persons in private households</b>	23760
<b>Total - Persons in census families</b>	20105
<b>Married spouses or common-law partners</b>	10885
<b>Parents in one-parent families</b>	945
<b>Children</b>	8265
<b>In a two-parent family</b>	6625
<b>In a one-parent family</b>	1645
<b>Total - Persons not in census families in private households</b>	3655
<b>Living alone</b>	1885
<b>Living with other relatives</b>	530
<b>Living with non-relatives only</b>	1240

The table below provides information on the diversity of families in different communities in the Brooks-Newell Region, and allows comparisons with Canada and Alberta. The percentage of married couple families in the Brooks-Newell Region are higher than in Alberta and Canada, but for common-law couple families and one-parent families the percentages are lower (which was the case in 2016 as well). The number of families have decreased in Bassano, Rosemary, Scandia, Tilley, County of Newell and the Brooks-Newell Region between 2016 and 2021.

### Comparison of Family Type in the Brooks-Newell Region

Community	Total Families	Married Couple Families		Common-Law Couple Families		One-Parent Families		Percentage Change of Census Families, 2016 to 2021
		Number	Percentage	Number	Percentage	Number	Percentage	
Bassano	340	235	69.1	55	16.2	50	14.7	-4.2
Brooks	3760	2565	68.2	485	12.9	715	19.0	1.6
Duchess	305	210	68.9	50	16.4	50	16.4	0.0
Patricia	30	20	66.7	5	16.7	0	0.0	20.0
Rolling Hills	75	65	86.7	5	6.7	5	6.7	0.0
Rosemary	110	85	77.3	15	13.6	5	4.5	-4.3
Scandia	35	30	85.7	0	0.00	0	0.0	-12.5
Tilley	95	60	63.2	20	21.1	15	15.8	-13.6
County of Newell	1880	1560	83.0	195	10.4	125	6.6	-6.2
Brooks-Newell Region	6395	4655	72.8	800	12.5	945	14.8	-1.3
Alberta	1164650	822175	70.6	165290	14.2	177190	15.2	4.5
Canada	10262925	6627310	64.6	1949275	19.0	1686340	16.4	4.3

Scandia has the highest average household size and average size of census families. Bassano and Patricia have the lowest average household size, and Patricia has the lowest average size of census families.

**Comparison of Average Household Size and Average Size of  
Census Families in the Brooks-Newell Region**

<b>Community</b>	<b>Average Household Size</b>	<b>Average Size of Census Families</b>
Bassano	2.2	2.7
Brooks	2.9	3.2
Duchess	2.8	3.1
Patricia	1.9	2.3
Rolling Hills	2.6	3.2
Rosemary	2.7	3.1
Scandia	3.2	4.0
Tilley	2.4	2.7
County of Newell	2.7	3.1
Brooks-Newell Region	2.7	3.0

## Educational Attainment

**Educational Attainment in the Brooks-Newell Region**

<b>Education</b>	<b>Population</b>	<b>Percentage</b>
<b>Total - Highest certificate, diploma or degree for the population aged 25 to 64 years in private households</b>	12420	100.0
No certificate, diploma or degree	2695	21.7
High (secondary) school diploma or equivalency certificate	4395	35.4
Postsecondary certificate, diploma or degree	5335	43.0
Postsecondary certificate or diploma below bachelor level	3655	29.4
Apprenticeship or trades certificate or diploma	1215	9.8
Non-apprenticeship trades certificate or diploma	360	2.9
Apprenticeship certificate	855	6.9
College, CEGEP or other non-university certificate or diploma	2145	17.3
University certificate or diploma below bachelor level	290	2.3
Bachelor's degree or higher	1670	13.4
Bachelor's degree	1235	9.9
University certificate or diploma above bachelor level	95	0.8
Degree in medicine, dentistry, veterinary medicine or optometry	60	0.5
Master's degree	210	1.7
Earned doctorate	40	0.3

## Ethnic Background

According to the 2021 Canadian Census, 6,355 (26.7%) of the population of the Brooks-Newell Region were foreign-born (immigrants), 16,970 (71.4%) were Canadian-born (non-immigrants) and 410 (1.7%) were non-permanent residents.<sup>397</sup> Of the immigrants living in the Brooks-Newell Region, 1,955 (30.8%) came to Canada between 2016 and 2021.

In 2021, among the Brooks-Newell Region immigrant population, the most common countries of birth of immigrants were: Philippines (1,555 or 24.4%), Other places of birth in Africa (755 or 11.9%) and Ethiopia (585 or 9.2%).<sup>398</sup> In comparison, the top countries of birth of immigrants living in Alberta were: Philippines (17.3%), India (12.6%) and China (6.3%). The majority of immigrants in the Brooks-Newell Region live in the City of Brooks (85.5%).

Among the Brooks-Newell Region population in 2021, 76.1% spoke English at home most often and 0.6% spoke French. In Alberta, 82.5% of the population speaks English at home while 0.5% speak French. The three most frequently reported non-official languages spoken at home were German (3.8%), Tagalog (2.7%) and Spanish (2.6%). Somali and Oromo accounted for 2.3% and 1.4%, respectively. In Alberta, the top five non-official languages spoken at home are Punjabi (1.8%), Tagalog (1.6%), Mandarin (0.9%), Cantonese (0.9%) and Spanish (0.9%). Tagalog, the most frequent non-official language spoken at home, is spoken by immigrants or Temporary Foreign Workers who come to Canada from the Philippines.

Tagalog, the most frequent non-official language spoken at home, is spoken by immigrants or Temporary Foreign Workers who come to Canada from the Philippines. The German speaking communities in the Region are largely Hutterite or Mennonite born in Canada, and Mennonites who have come back to Canada from Central America. Most live in the rural area of the Region. In the City of Brooks, the three most frequently reported non-official languages spoken at home were Tagalog (4%), Somali (both 3.8%), Spanish (3.7%).

The jobs available in the City of Brooks and the Brooks-Newell Region in general are a large influence of the background and immigration status of newcomers to the Region. For example, the largest community employer, JBS Foods Canada periodically recruits workers from different parts of the world such as Europe, Central America or Asia.

In February 2016, the City of Brooks was chosen by the Government of Canada as a Government Assisted Refugee (GAR) receiving community. This was done to accommodate the influx of refugees from the Syrian Refugee operation. Since then, the Brooks-Newell Region has directly received 540 GAR's.<sup>399</sup> The top countries that these refugees have arrived from are Syria, Somalia, Congo, Eritrea, Sudan, South Sudan, Ethiopia and Afghanistan. Due to employment availability in the Brooks-Newell Region there is a high retention rate; although some do leave because they have family elsewhere in Canada, for medical needs or post-secondary education for their children.<sup>400</sup> Some privately sponsored refugees end up making Brooks their home, and other refugees that land in other places in Canada sometimes move to Brooks (or secondary migrants). These refugees primarily arrive from Syria, Afghanistan, Somalia and Ethiopic, but the numbers aren't as easy to track as GARs.<sup>401</sup>

Due to the conflict in Ukraine, refugees have made Alberta their home. In the last year, 16 Ukrainian families relocated to Brooks, but communities such as Medicine Hat and Taber saw a great influx. When the conflict

<sup>397</sup> 2021 Canadian Census (Statistics Canada)

<sup>398</sup> 2016 Canadian Census (Statistics Canada)

<sup>399</sup> Email: Mohammed Idriss, Service Manager, Brooks & County Immigration Services (BCIS), March 20, 2023

<sup>400</sup> Email: Mohammed Idriss, Service Manager, Brooks & County Immigration Services (BCIS), March 20, 2023

<sup>401</sup> Email: Mohammed Idriss, Service Manager, Brooks & County Immigration Services (BCIS), March 20, 2023

started, a group of organizations and volunteers came together and created a service plan to be ready for any anticipated Ukrainian arrivals.<sup>402</sup> Although the numbers were lower than expected in Brooks, the plan did prove useful for those who arrived.

According to the 2021 Canadian Census, 5,355 individuals in the Brooks-Newell Region belonged to a visible minority group; accounting for 31.3% of its total population. In the City of Brooks, the percentage of visible minority residents is much higher at 48.6% (36.8% in 2016 and 26.7% in 2011). In comparison, visible minorities comprised 27.8% of Alberta's population. The largest visible minority groups living in the Region were Black (3,325), Filipino (2,000) and Latin American (735). In Alberta, the largest minority groups were South Asian, Filipino and Black. The three most frequently reported ethnic origins in the Brooks-Newell Region, for people reporting one or multiple ethnic origins, were German, English and Canadian. This compares to the top three in Alberta, which were English, German and Scottish.

## Ethnic Origin

**Predominant Ethnic Origins Declared by Brooks-Newell Region Residents**

German	3985	Norwegian	855
English	3700	Mexican	845
Canadian	3585	African, n.o.s.	690
Scottish	2890	Russian	660
Irish	2480	Métis	510
Filipino	1910	Polish	470
French, n.o.s.	1325	Swedish	460
Dutch	1085	British Isles, n.o.s.	455
Ukrainian	960	Ethiopian	415
Somali	890	Chinese	410

*Note: The abbreviation "n.o.s." means "not otherwise specified"*

There are many visible signs of the ethnic diversity of in Brooks and the Brooks-Newell Region. For example, Brooks has a number of "ethnic" restaurants including Cambodian, Thai, Indian and Chinese, and Cambodian and Latin grocery stores. There are also businesses which cater to the need for sending remittances overseas. Grasslands Public School Board provides German instruction to children from Mennonite homes in rural areas. There is a Francophone Association (L'Association Francophone de Brooks) in Brooks and a French language school (L'Ecole le Ruisseau) that caters to the Francophone community. There are also eight Hutterite Colony Schools (grade 1 to 9) in the Region.

## Indigenous Population

In 2016, 3.2% (760) of the population of the Brooks-Newell Region had an Indigenous identity. Out of the Indigenous groups, 49% (360) identified as being Metis, 47.6% (350) were First Nations, and 0% were Inuit. Five people reported an Indigenous language as a mother tongue.

<sup>402</sup> Email: Mohammed Idriss, Service Manager, Brooks & County Immigration Services (BCIS), March 20, 2023

## Mother Tongue

According to the 2021 Canadian Census, 67.9% of Brooks-Newell Region residents indicated that English was their first official language spoken, and only 1% indicated that French was their mother tongue.

Approximately 28% of Brooks-Newell Region residents have a mother tongue that is not one of Canada's two official languages. The top three non-official mother tongue languages spoken in the Brooks-Newell Region were German (1,485 or 6%), Tagalog (930 or 3.7%) and Spanish (740 or 3%). The top three non-official mother tongue languages spoken in the City of Brooks were Tagalog (905 or 6.1%), Somali (670 or 4.5%) and Spanish (635 or 4.3%). The addition of German in the Brooks-Newell Region with close to 1,500 individuals using it as a mother tongue language is due to the settlement patterns of Hutterites and Mennonites

Mother Tongue	Number	Percentage
English	16885	67.9
French	250	1.0
<b>Non-Official Languages</b>	6825	27.5
<b>Indigenous Languages</b>	5	0.0
<b>Non-Indigenous Languages</b>	6815	27.4

### Top Non-Official Mother Tongue Languages Spoken in the Brooks-Newell Region

Mother Tongue	Number	Percentage
German	1485	6.0
Tagalog	930	3.7
Spanish	740	3.0
Somali	670	2.7
Oromo	415	1.7
Tigrigna	345	1.4
French	250	1.0
Arabic	210	0.8
Mandarin	195	0.8
Amharic	140	0.6

## Citizenship

Immigrants to Canada generally choose to obtain Canadian Citizenship as soon as they have remained in Canada for the required number of years.<sup>403</sup> Over the past several years (until 2017), changes in Citizenship regulations increased requirements that made it more challenging for newer immigrants to obtain citizenship. For example, the processing fee increased from \$100 to \$530 (with an added \$100 right of citizenship fee) in 2014-2015<sup>404</sup>, and the physical presence requirement changed (in 2015) so that all applicants must be physically present in Canada for a minimum of 1,460 days (four years) out of six years prior to the submission of the citizenship application.<sup>405</sup> Applicants also had to be physically present 183 days for each of the four calendar years that were within that six year span time. These changes saw a significant drop in citizenship applications between the first nine months of 2016 (56,446) and the same period the year prior (111,993), which was nearly a 50% drop.<sup>406</sup> Starting in 2017, new Citizenship Act rules came into effect that have made the path of citizenship less cumbersome for immigrants, although the processing and right of citizenship fees have remained \$630 in total (although fees for permanent residency increased on April 30, 2022).<sup>407</sup> According to the 2021 Federal Census, 85.4% of Brooks-Newell Region residents are Canadian Citizens. The percentage of Brooks' residents that are Canadian Citizens is 77.9%. The recent citizenship rule changes could result in an increase in citizenship applications from immigrants living in the City of Brooks.

Obtaining citizenship allows immigrants to vote for all levels of government, run as a candidate for public office (all levels of government), and travel to countries such as the United States with a Canadian Passport without visa requirements.

Citizenship	Number	Percentage
Canadian Citizens	20280	85.4
Not Canadian Citizens	3485	14.7

### Population in Private Households by Immigrant Status and Period of Immigration in the Brooks-Newell Region

Total Population	23760
Non-Immigrants	16970
Immigrants	6355
Before 1980	415
1980 to 1990	300
1991 to 2000	470
2001 to 2010	1310
2011 to 2021	3845
2011 to 2015	1880
2016 to 2021	1955
Non-Permanent residents	410

<sup>403</sup> DeVoretz, D.J. and S. Pivnenko. Self-selection, Immigrant Public Finance Performance and Canadian Citizenship. RIMM, January 2005.

<sup>404</sup> <http://www.cbc.ca/news/politics/canadian-citizenship-applications-decrease-1.3976140>

<sup>405</sup> <https://www.canada.ca/en/immigration-refugees-citizenship/corporate/publications-manuals/operational-bulletins-manuals/canadian-citizenship/grant/residence/physical-presence-intent-reside-requirements.html#s02>

<sup>406</sup> <http://www.cbc.ca/news/politics/canadian-citizenship-applications-decrease-1.3976140>

<sup>407</sup> <https://ircc.canada.ca/english/information/fees/fees.asp#citizenship>



**Top Recent Immigration by Selected Places of Birth**

<b>Total Population</b>	1960
<b>Philippines</b>	505
<b>Ethiopia</b>	275
<b>Eritrea</b>	270
<b>Other Places of Birth in Africa</b>	190
<b>Somalia</b>	160
<b>Mexico</b>	110
<b>Syria</b>	65
<b>Sudan</b>	55
<b>Other Places of Birth in Americas</b>	45
<b>Democratic Republic of the Congo</b>	45

**Visible Minorities****Visible Minorities in the Brooks-Newell Region**

<b>Total Population</b>	23765
<b>Total Visible Minority Population</b>	7450
<b>South Asian</b>	205
<b>Chinese</b>	320
<b>Black</b>	3325
<b>Filipino</b>	2000
<b>Arab</b>	75
<b>Latin American</b>	735
<b>Southeast Asian</b>	425
<b>West Asian</b>	15
<b>Korean</b>	40
<b>Japanese</b>	130
<b>Visible Minority, n.i.e.</b>	45
<b>Multiple Visible Minorities</b>	60

*Note: The abbreviation "n.i.e." means "not included elsewhere."*

The Brooks-Newell Region has been home to a number of families of Japanese Ancestry since Japanese persons were forcefully relocated from the Pacific Coast and settled in Camps around Taber during World War II. These families continue to reside in the Brooks-Newell Region, many around Rosemary, Scandia and Gem. More recent immigrants from Africa and Asia have added to the diversity of persons living in the Region.<sup>408</sup>

<sup>408</sup> 2021 Canadian Census (Statistics Canada)

**Religion****Followers of Religious Denominations**

<b>Total Population</b>	23760
<b>Buddhist</b>	315
<b>Christian</b>	13985
<b>Christian, n.o.s.</b>	3920
<b>Anabaptist</b>	775
<b>Anglican</b>	610
<b>Baptist</b>	155
<b>Catholic</b>	4590
<b>Christian Orthodox</b>	265
<b>Jehovah's Witness</b>	10
<b>Latter Day Saints</b>	285
<b>Lutheran</b>	940
<b>Methodist and Wesleyan (Holiness)</b>	20
<b>Pentecostal and other Charismatic</b>	255
<b>Presbyterian</b>	275
<b>Reformed</b>	150
<b>United Church</b>	1060
<b>Other Christian and Christian-related traditions</b>	660
<b>Hindu</b>	70
<b>Jewish</b>	0
<b>Muslim</b>	1855
<b>Sikh</b>	15
<b>Traditional (North American Indigenous) spirituality</b>	0
<b>Other Religions and Spiritual Traditions</b>	85
<b>No Religion and Secular Perspectives</b>	7365

*The abbreviation "n.o.s." means "not otherwise specified."*

## Income Levels for Different Households

The median after-tax income for all economic families in the Brooks-Newell Region in 2020 was \$87,000, which is lower than in Canada (\$91,000) and Alberta (\$99,000).<sup>409</sup> The median after-tax income for Couple-Only Families in the Brooks-Newell Region was \$76,300, Couple-with-Children Economic Families was \$103,600 and One-Parent Economic Families was \$47,880. The median after-tax incomes for Alberta under these categories were \$89,000, \$120,000 and \$66,000.

### Comparison of Median After-Tax Income for All Economic Families in 2020

It should be noted that this is the most current federal income data available.

Economic Family Structure	Brooks-Newell Region		Alberta	Canada
	Number	Median After-Tax Income (\$)	Median After-Tax Income (\$)	Median After-Tax Income (\$)
All Economic Families	6,370	87,000	99,000	91,000
Couple-Only Economic Families	2,320	76,300	89,000	79,000
Couple-with-Children Economic Families	2,995	103,600	120,000	116,000
One-Parent Economic Families	875	47,880	66,000	64,000
Persons not in Economic Families	3,125	37,000	39,200	34,800

## Employment Rate

In the Brooks-Newell Region, 11,550 individuals were employed and 1,125 were unemployed for a total labour force of 12,670 from May 02, 2021 to May 08, 2021.<sup>410</sup> The region has a highly skilled labour force in the areas of agriculture, manufacturing construction, wholesale and retail trade, finance and real estate, health and education, business/community services, and public administration.

### Employment and Unemployment Rate in May 2021

	City of Brooks	Alberta
Employment Rate (%)	57.8	60.2
Unemployment Rate (%)	11.2	9

<sup>409</sup> 2021 Canadian Census (Statistics Canada)

<sup>410</sup> 2021 Canadian Census (Statistics Canada)

## Low-Income Persons

### In Low Income Based on the Low-Income Measure; After Tax (LIM-AT) (2021)

Age Groups	Brooks-Newell Region		Alberta		Canada	
	Number	Percentage	Number	Percentage	Number	Percentage
All Ages	2365	*	382820	9.2	4016065	11.1
0 to 17 years	830	*	107130	11.2	854565	11.9
0 to 5 years	315	*	36250	12.0	282315	12.7
18 to 64 years	1185	*	213795	8.1	2175755	9.7
65 years and over	350	*	618190	10.6	985745	15.0

\*Due to a lack of Census Agglomeration data for the Brooks-Newell Region, percentages are unavailable

### In Low Income Based on the Low-Income Measure; After Tax (LIM-AT) (2016)

Age Groups	Brooks-Newell Region		Alberta		Canada	
	Number	Percentage	Number	Percentage	Number	Percentage
All Ages	2310	9.9	363890	9.3	4809940	14.2
0 to 17 years	925	14.4	114215	12.8	1163830	17
0 to 5 years	360	16.8	41755	13.5	396095	17.8
18 to 64 years	1170	8.0	210870	8.2	2855290	13.2
65 years and over	225	9.5	38800	8.6	790825	14.5

## Household Income Distribution

### 2020 Household Income Distribution in the Brooks-Newell Region

Household Income	Number	%
Under \$5,000	80	0.9
\$5,000 to \$9,999	30	0.3
\$10,000 to \$14,999	65	0.8
\$15,000 to \$19,999	80	0.9
\$20,000 to \$24,999	210	2.4
\$25,000 to \$29,999	260	3.0
\$30,000 to \$34,999	235	2.7
\$35,000 to \$39,999	285	3.3
\$40,000 to \$44,999	295	3.4
\$45,000 to \$49,999	290	3.4
\$50,000 to \$59,999	670	7.8
\$60,000 to \$69,999	600	7.0
\$70,000 to \$79,999	615	7.1
\$80,000 to \$89,999	565	6.6
\$90,000 to \$99,999	590	6.9
\$100,000 to \$124,999	1245	14.5
\$125,000 to \$149,999	875	10.2
\$150,000 to \$199,999	950	11.0
\$200,000 and over	630	7.3

## Housing Tenure

Housing tenure refers to the legal status under which people have the right to occupy their accommodation (house or apartment, for example).<sup>411</sup> The most frequent forms are tenancy, in which rent is paid to a landlord, and owner occupancy. The Brooks-Newell Region has a higher percentage of owner households than Alberta and Canada (same as 2011). In 2016, the Brooks-Newell Region had a higher percentage of owner households than Canada but has an equal percentage as the rest of Alberta. It should be noted that Brooks has a higher percentage of renter households than the Brooks-Newell Region. In Brooks, there are 35.2% renter households compared to 28% in the Brooks-Newell Region. This is due to the nature of the employment mix in Brooks where there are a number of relatively new immigrants who may not have the financial ability to buy a home.

Unemployment/under-employment, low income residents and the transient nature of some of the work in the Oil and Gas Sector results in the need for a large number of rental units in Brooks.

Housing Tenure	Brooks-Newell Region		Alberta	Canada
	Number	Percent	Percent	Percent
<b>Total Households</b>	8605	100.0	100.0	100.0
<b>Owner</b>	6195	72.0	70.9	66.5
<b>Renter</b>	2410	28.0	28.5	33.1

### Housing Types in the Brooks-Newell Region

Housing Type	Number
<b>Total Occupied Private Dwellings</b>	8635 <sup>412</sup>
<b>Single-Detached House</b>	5705
<b>Semi-Detached House</b>	410
<b>Row House</b>	635
<b>Apartment or Flat in a Duplex</b>	195
<b>Apartment in a Building that has Fewer than Five Storeys</b>	810
<b>Apartment in a Building that has Five or More Storeys</b>	0
<b>Other Single-Attached House</b>	15
<b>Movable Dwelling</b>	830

<sup>411</sup> <https://www.oecd.org/els/family/HM1-3-Housing-tenures.pdf>

<sup>412</sup> Assessment Summary: Village of Rosemary 2016 and 2022

## Housing Affordability

### Housing Affordability Comparisons

Housing Indicator	Housing Tenure	City of Brooks	Brooks-Newell Region	Alberta	Canada
Percentage of Households Spending 30% or more of its Income on Shelter Costs	Total	12.7	12.2	18.6	18.2
	Owner	11.7	9.5	16	14.8
	Renter	21.6	15	34	33.2
Median Monthly Shelter Costs (\$)	Owner	1,300	1,064	1,600	1,240
	Renter	1,050	1,060	1,280	1,070
Average Monthly Shelter Costs (\$)	Owner	1,336	1,168	1,678	1,498
	Renter	1,074	1,029	1,332	1,209

The average value of dwellings in the City of Brooks was \$269,600, compared to \$258,880 for the Brooks-Newell Region. The Average value of dwellings in Alberta was \$448,800.

## Housing Suitability

### Housing Suitability Comparisons

Housing Indicator	City of Brooks	Brooks-Newell Region	Alberta	Canada
Percentage of Households living in Unsuitable Dwellings	6.8	5.3	3.6	4.0
Percentage of Dwellings Needing Major Repairs	4.2	4.5	3.8	4.3

According to the 2021 Canadian Census, 6.8% of households in Brooks and 5.3% in the Brooks-Newell Region were living in unsuitable dwellings. This means that these households were living in dwellings that were crowded due to the lack of bedrooms (based on the National Occupancy Standard).<sup>413</sup> The proportion of households living in unsuitable dwellings was higher than the rest of Alberta (3.6%) and Canada (4.0%). The 2021 Canadian Census did not distinguish between renters and owners in these results; so it is impossible to determine, from this data, the challenges faced by renters in finding accommodations large enough for their families. Approximately 4% of dwellings in the City of Brooks was in need of major repairs, which compares to 4.5% for the Brooks-Newell Region.<sup>414</sup> The proportion of dwellings needing major repairs in Alberta is 3.8% and 4.3% in Canada.

<sup>413</sup> Housing suitability - Refers to whether a private household is living in suitable accommodations according to the National Occupancy Standard (NOS); that is whether the dwelling has enough bedrooms for the size and composition of the household. A household is deemed to be living in suitable accommodations if its dwelling has enough bedrooms as calculated using the NOS. Housing suitability and the National Occupancy Standard (NOS) on which it is based were developed by Canada Mortgage and Housing Corporation (CMHC) through consultations with provincial housing agencies.

<sup>414</sup> Dwelling condition - Refers to whether the dwelling is in need of repairs. This does not include desirable remodelling or additions.



## Rental Market

The following rental market data for the City of Brooks was obtained from the Canada Mortgage and Housing Corporation (Alberta Highlights).<sup>415</sup> Information was not available for the rural areas of the Brooks-Newell Region.

### Vacancy Rates for Private Apartments

Bedroom Type	City of Brooks		Alberta	
	October 2021	October 2022	October 2021	October 2022
Bachelor	0.0	0.0	7.2	5.3
One Bedroom	6.2	4	6.7	4.2
Two Bedrooms	3.6	2.4	6.9	3.5
Three Bedrooms Plus	**	1.6	6.7	2.8
Total	4.0	2.8	6.8	3.8

### Average Rent (\$) for Private Apartments

Bedroom Type	City of Brooks		Alberta	
	October 2021	October 2022	October 2021	October 2022
Bachelor	671	770	877	916
One Bedroom	820	874	1,050	1,116
Two Bedrooms	916	990	1,256	1,319
Three Bedrooms Plus	993	1,052	1,357	1,428
Total	900	968	1,157	1,223

### Number of Private Apartment Units

Bedroom Type	City of Brooks		Alberta	
	October 2021	October 2022	October 2021	October 2022
Bachelor	7	7	6,550	6,691
One Bedroom	148	155	59,719	62,560
Two Bedrooms	478	471	71,230	74,672
Three Bedrooms Plus	61	66	6,128	6,754
Total	694	699	143,627	150,677

<sup>415</sup> <https://www.cmhc-schl.gc.ca/en/professionals/housing-markets-data-and-research/housing-data/data-tables/rental-market/rental-market-report-data-tables>

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